Value Proposition, Problem and Solution

Value Proposition

Brighten your community — together!

Problem:

Seniors who live in care homes often struggle to find community. Their diverse abilities and inconsistent energy levels make it difficult to connect equivalently, as they could in their younger years.

Solution:

SeniorCircle is an app that groups care home residents of complementary ability and energy levels and assigns them a task that serves an overall community goal.

Values Encoded

Values

Community

Agency

Teamwork

Design

Team profiles

Completion page shows overall goal

Community Garden

Conflicts

Social media is only fun if everyone uses it

Auto-generated posts

Simple Task

Identify Your Task

Go to the page that has your task and team

Moderate Task

Ask for Help

Call a staff member for assistance

Complex Task: View and post on Community Garden

Before:
Choose to do another task

After:
View and post on Community Garden

- Post what each user did
- View and edit auto-generated posts

Usability Goals & Key Measurements
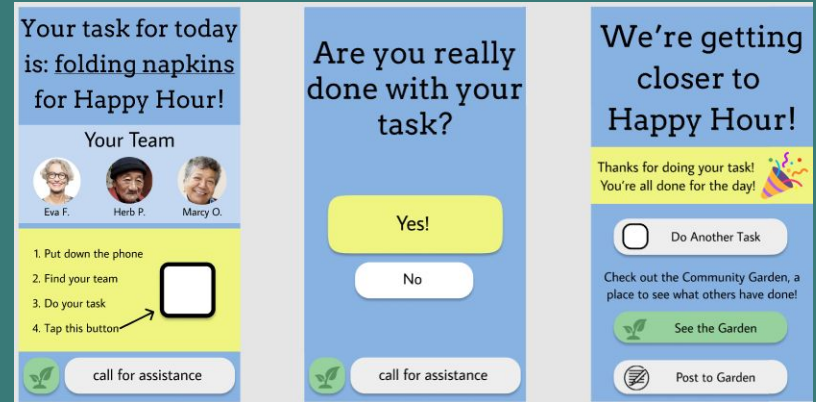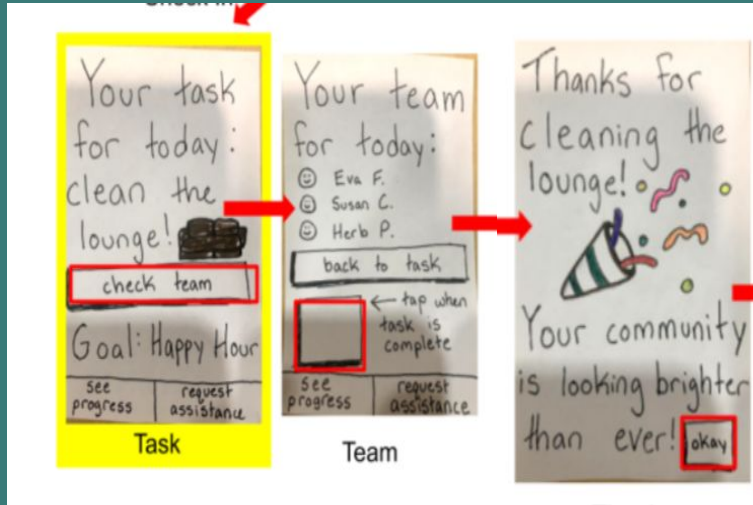
Robustness
- Did the user get lost?

Efficiency
- How many button taps did it take for the user to complete the task?

- **Linear style**

- **Minimal options**

- **Call screen**

- **Clarifying text**

Major Design Change #1

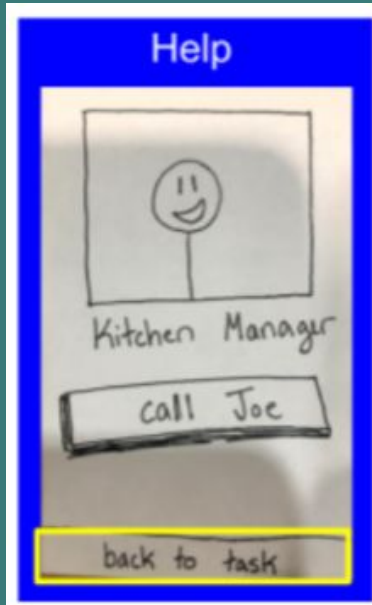# Major Design Change #1

Before:
- 2 screens
- Confusing navigation between task assignment, team, and task completion
- Profiles look like buttons

After:
- 1 screen
- Instructions for real world
- Task completion procedure

Major Design Change #2

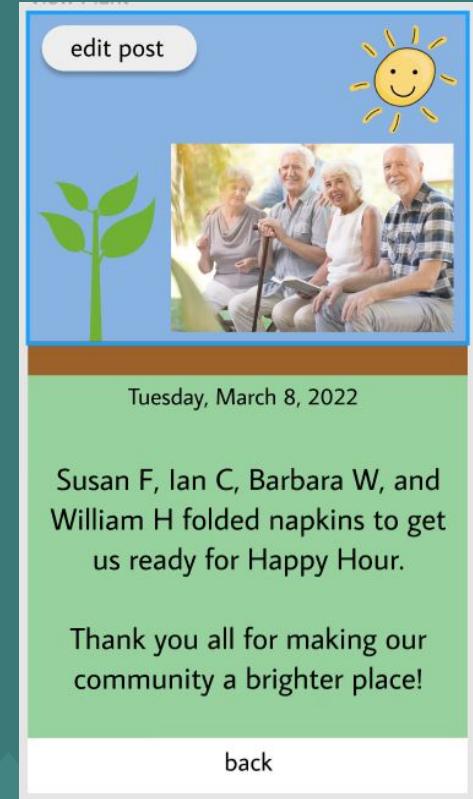# Major Design Change #2

Before:

- Unactionable button
- Confusing navigation

After:

- Actionable button
- Confirmation of action
- Staff Check In

Major Design Change #3
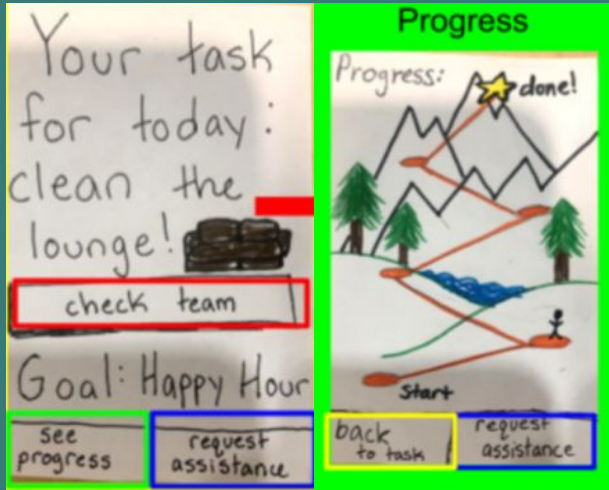
Major Design Change #3

Before:
- Progress screen did not progress
- Confusing navigation
- Individual over community emphasis

After:
- Community progress and involvement
- User action
- Visible history

Simple Task Flow
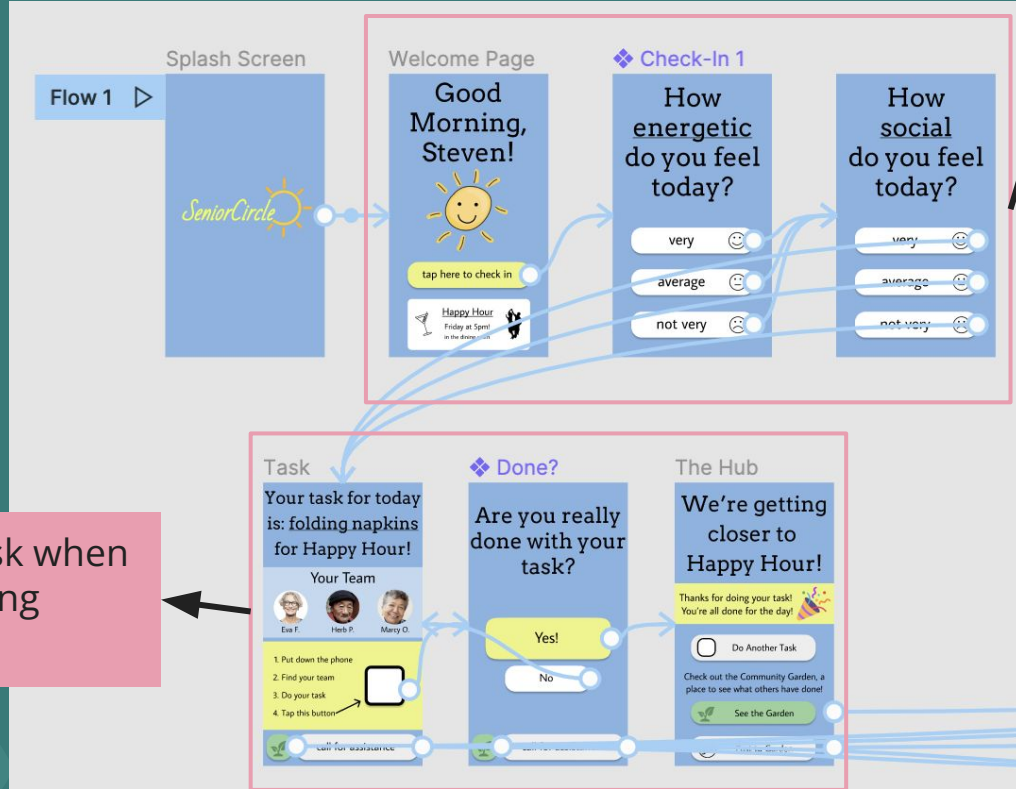
User taps through check in questions to reach task of the day

User checks off task when completed, following instructions

Moderate Task Flow

User taps "call for assistance" button as necessary for completing task

User confirms calling for specific assistance, staff member confirms help by entering code, or user can ask for help again if staff member has not arrived

Complex Task Flow

User can access the community garden (once they've checked in and gotten their task) via the green button (emphasized after task completion)
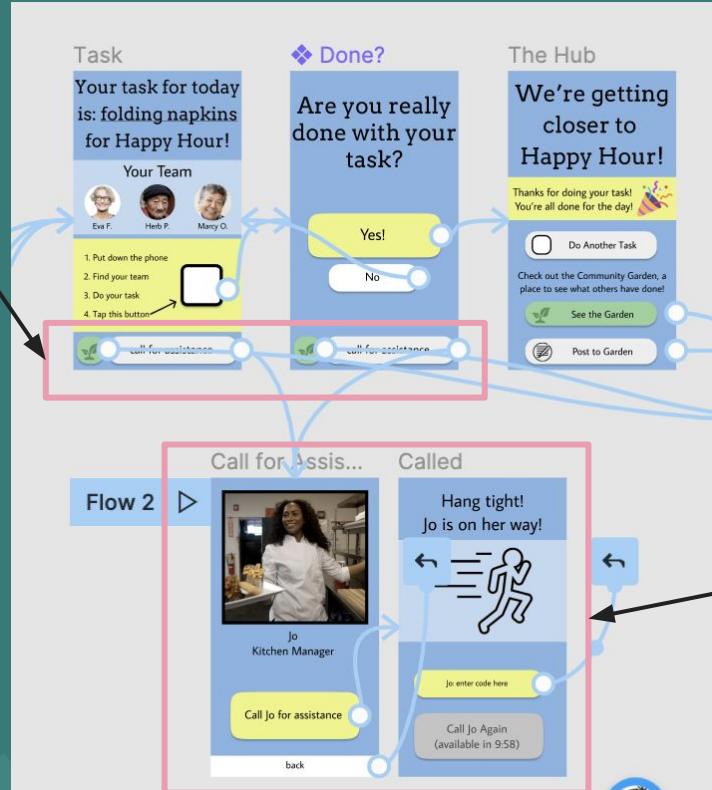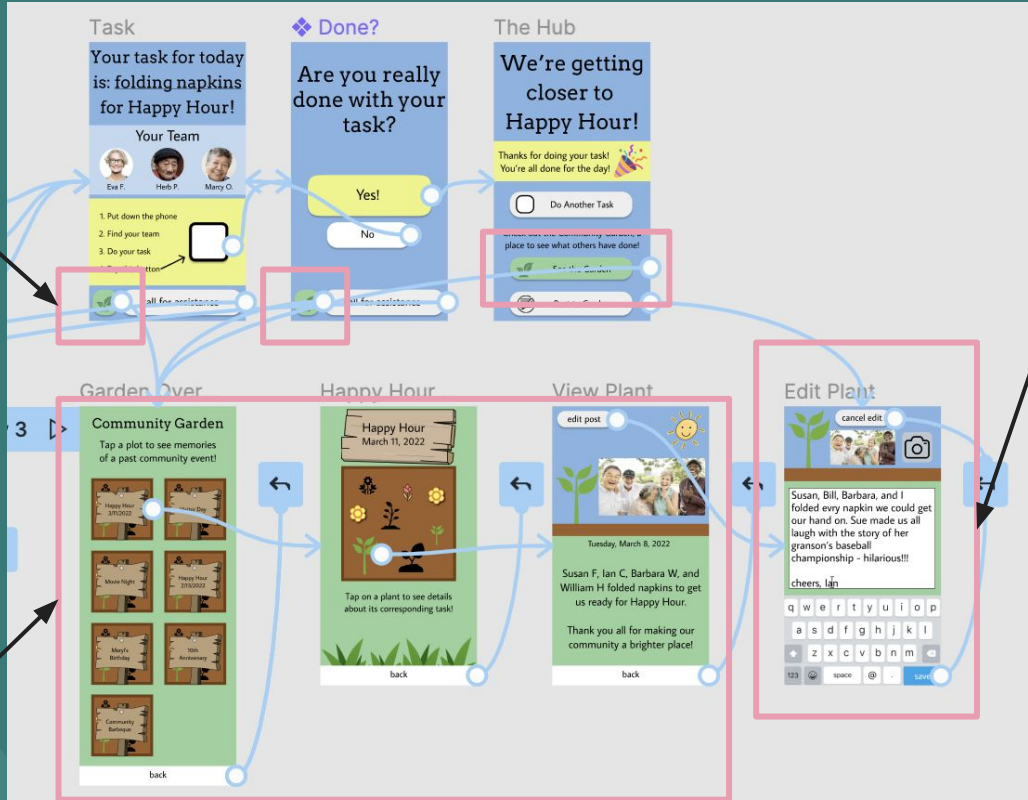
User can edit/make a post to the community garden, depending on which flow they are on to encounter this screen

User can browse past event contributions

Task
Your task for today is: folding napkins for Happy Hour!

Your Team

Eva F. Herb P. Marcy O.

1. Put down the phone
2. Find your team
3. Do your task

❖ Done?
Are you really done with your task?

Yes!

No

The Hub
We're getting closer to Happy Hour!

Thanks for doing your task! 🎉 You're all done for the day!

Do Another Task

Check out the community garden, a place to see what others have done!

Garden Over
Community Garden
Tap a plot to see memories of a past community event!

Happy Hour 3/11/2022

Movie Night

Happy Hour 2/11/2022

Mary's Birthday

10th Anniversary

Community Barbeque

back

Happy Hour
Happy Hour
March 11, 2022

Tap on a plant to see details about its corresponding task!

back

View Plant
edit post

Tuesday, March 8, 2022

Susan F, Ian C, Barbara W, and William H folded napkins to get us ready for Happy Hour.

Thank you all for making our community a brighter place!

back

Edit Plant
cancel edit

Susan, Bill, Barbara, and I folded evry napkin we could get our hand on. Sue made us all laugh with the story of her granson's baseball championship - hilarious!!!

cheers, Ian

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123 space @ . save
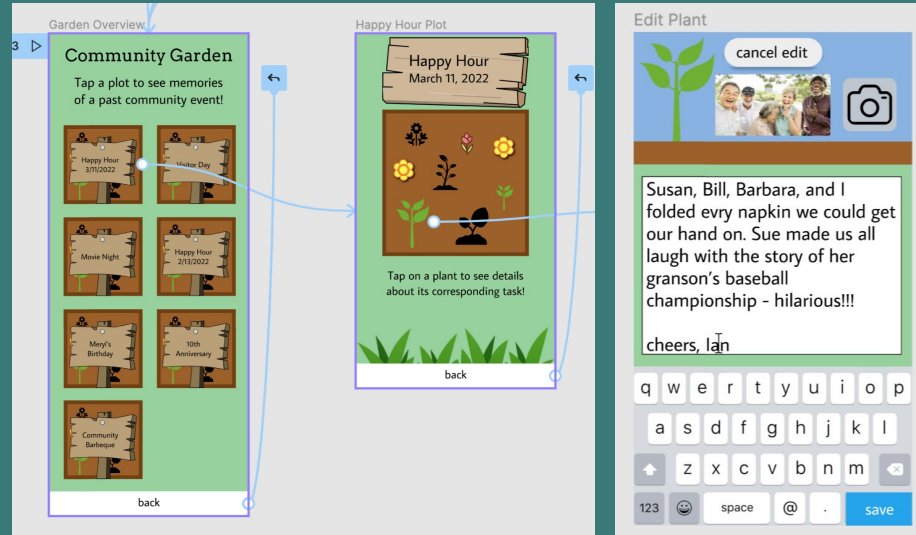
Design & Prototyping Tools: Figma

Pros:
- Design styles
- "Back" navigation

Cons:
- Steep learning curve
- Adding images is clunky

Limitations and Tradeoffs

- **1 plant, 1 plot selectable**

- **Cooldown timer does not count down**

- **Staff member's code**

- **Welcome page placard**

Wizard of Oz & Hard Coded Features

- **Task and Team Assignment**

- **Staff Member**

- **Example event: Happy Hour**

The Magic Algorithm

Figma Prototype

https://www.figma.com/proto/umAGrZH039lXSOxaF67TPM/SeniorCircle-take-1?scaling=scale-down&page-id=0%3A1&hide-ui=1