
FamilyHub

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COVID-19 Design Challenge
Team 1 Americas



What?

Why?



Secured Family communications center designed for Sr. Citizens

Due to vulnerability to COVID-19 Sr. citizens are more isolated from their families

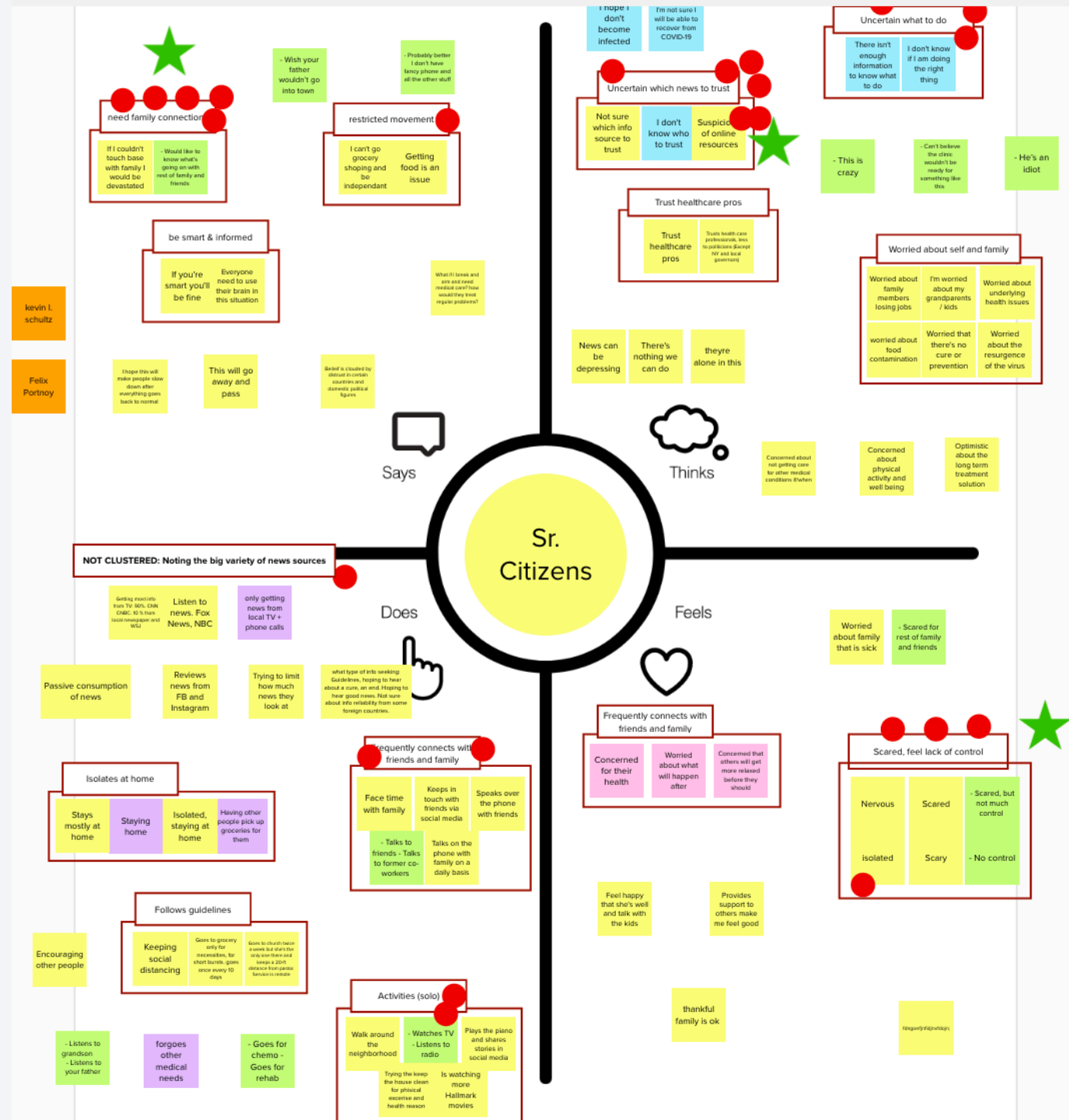
Existing solutions are not designed with accessibility guidelines as primary focus

Technological gaps due to complex operation and functionality inhibit communication and deteriorate our well being



Persona research

5 Sr. citizens were interviewed



Persona research

Sr. Citizen Says

I need family connections

If I couldn't touch base with my family, I would be devastated

I would like to know what's going on with rest of family and friends

I need to be smart and informed

My movement is restricted

I can't go grocery shopping and be independent

Getting food is an issue

Sr. Citizen Thinks

I am uncertain which news to trust

I don't know who to trust

I am suspicious of online resources

I'm worried about self and family

I am worried about family members losing jobs

I'm worried about my grandkids and kids

I'm worried about food contamination

I'm worried about underlying health issues

Sr. Citizen Does

I frequently connect with friends and family

I FaceTime with family

I speak on a phone with my friends and my family

I keep in touch with friends on Social media

I isolate at home

I mostly stay at home

I ask someone to pick up groceries for me

I follow guidelines

I keep social distance

I go to grocery only for necessities

Sr. Citizen Feels

I need to connect with my family frequently

I 'm concerned for their health

I feel happy that I'm well and when I talk to kids

Providing support to others makes me feel good

I'm worried about about what happens after

I'm worried about a family member who is sick

I'm thankful my family is OK

I feel

Nervous, Scared, Isolated

Lack of control



Social isolation

- According to the U.S. Census Bureau, 11 million, or 28% of people aged 65 and older, lived alone at the time of the census
- Loneliness in seniors may be fatal and has negative effect on their physical and mental health
- This issue is exacerbated during COVID-19 due to social distancing

Poor accessibility and usability of existing solutions

Small Font Sizes and
Small Targets

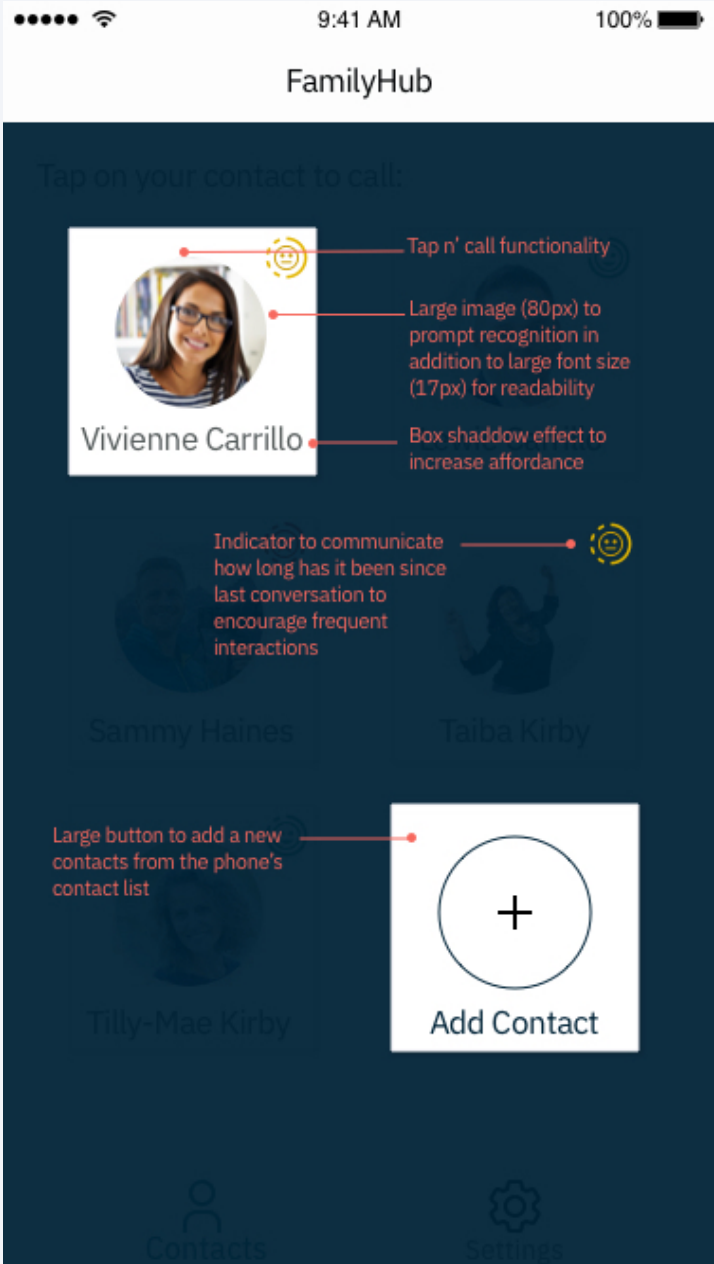
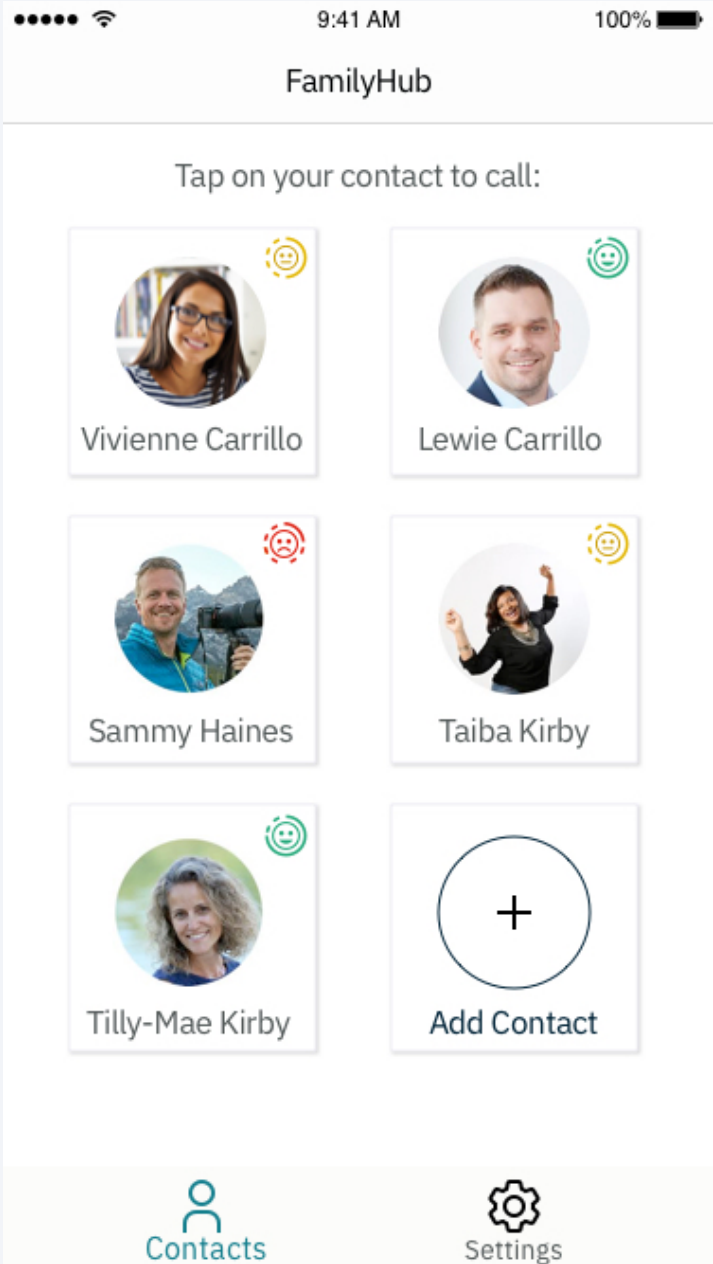
Inflexible and
Unforgiving Interfaces

This results in
exclusion from online
presence



Family Hub

Concept mockup



FamilyHub

Target segments

Senior Citizens and their distributed families

What is it?

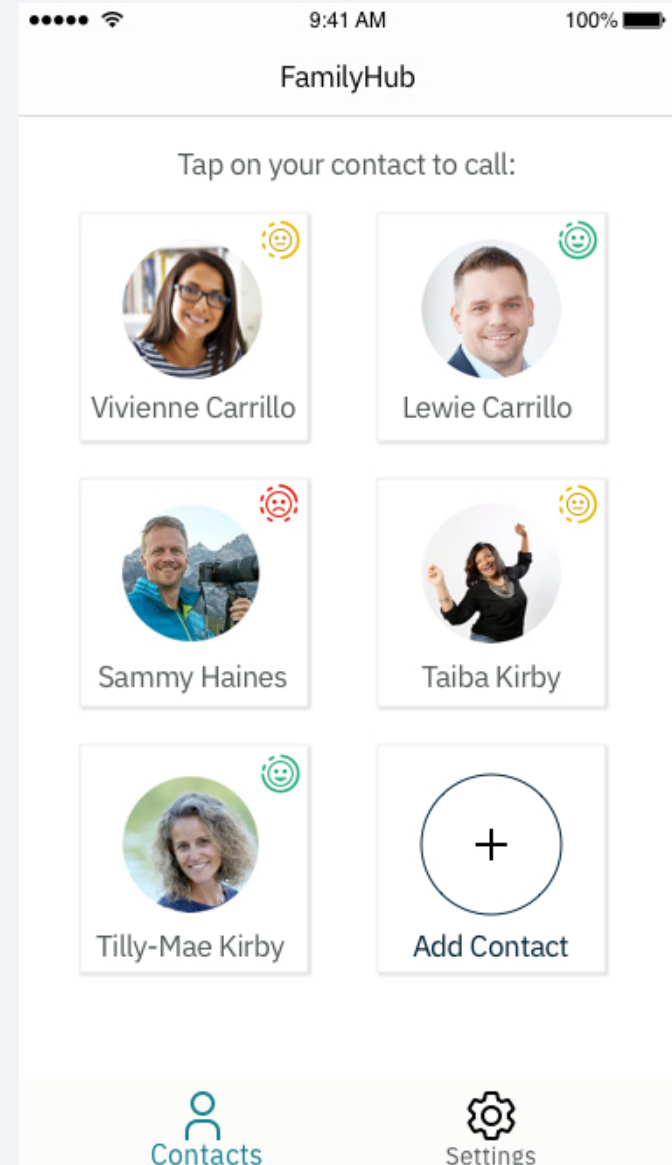
Family communications center designed for Senior Citizens

What features and capabilities will it contain?

1. Simplified UI that takes in to account unique cognitive and mental capabilities
2. Video/Audio/Text communication between one or more family members

Who or what is needed to pull it off?

1. UX team
2. Dev team
3. Project management/Executive sponsor
4. Marketing
5. Funding \$\$\$





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“Good design is good business.”

Thomas J. Watson Jr.