

Safe Steps

USER NEEDS

User research was conducted through a dynamic and iterative process of literature reviewing, preparing interviews, identifying participant, recruiting participants, conducting interviews, transcribing and analysing data. During the initial stage of this project, we were able to identify main concerns about active aging which can be categorized as following:

- Home environment security
- Independence and self-care
- Health habits and medical services
- Impact of technology on family and social life

We refined our processes while our understanding of active aging problem space became more mature, therefore consensus was achieved around the main user needs to be addressed by our solution. Persona Jonathan Carter helped us to depict those primary needs/problems, which are:

- Jonathan wants to be independent and physically active for future
- Jonathan desires to have a safer home environment and be able to detect risky situations to prevent fall accidents
- Jonathan hopes to trust in emergency services rapid reaction
- Jonathan gets frustrated for spending much time in visits to doctors
- Jonathan struggles with complex and unfamiliar technologies

PERSONA

Jonathan Carter was our persona selected for Part A, which was refined in terms of his wants, expectations, hopes, fears, wishes and frustrations after group sessions where we all shared insights and observations focused on the user needs and the impact the design idea (see Figure 1).



Figure 1. Persona