

Midterm Design Challenge

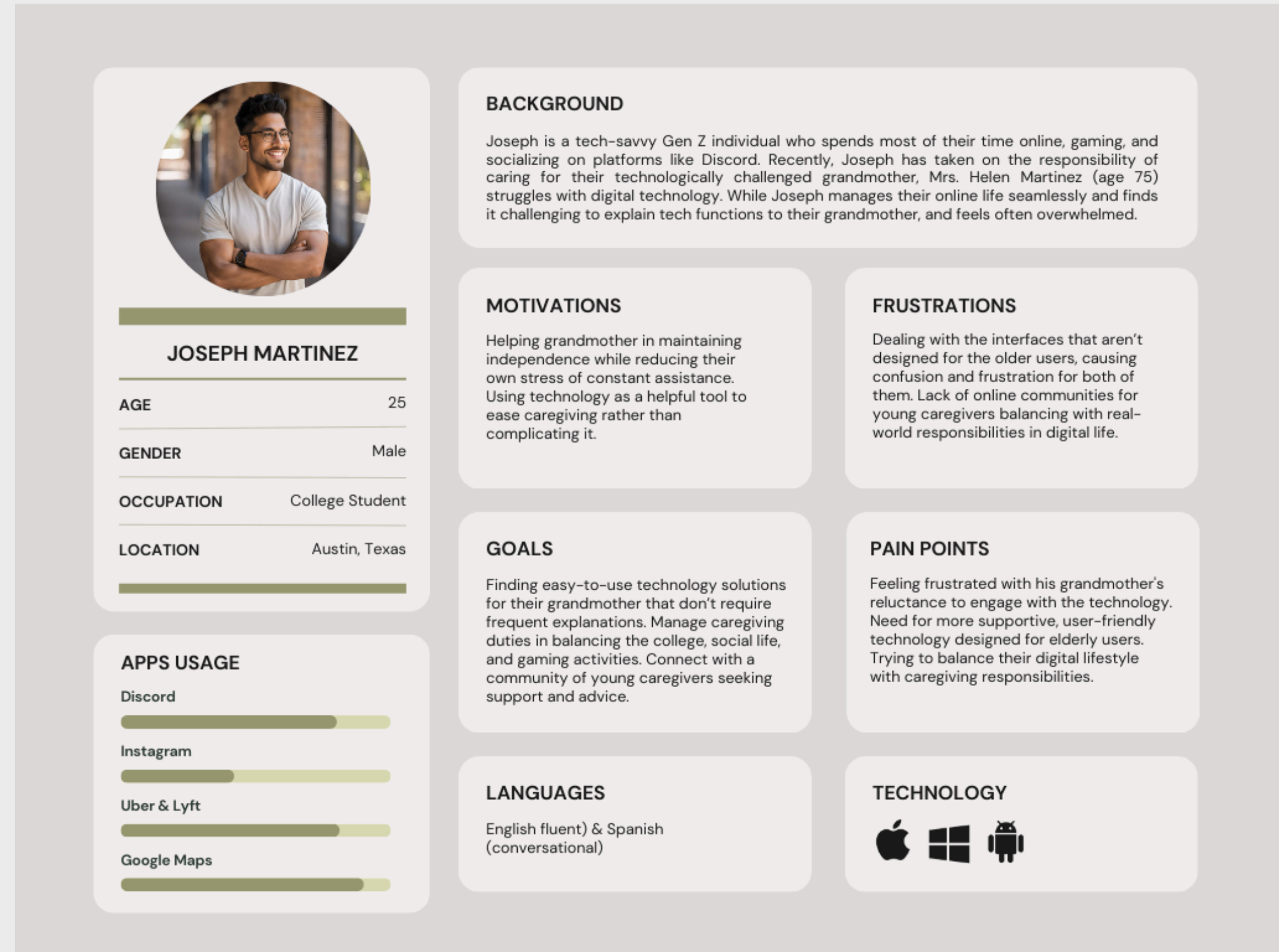
User Group: Tech-savvy Gen Z individual caregiver balancing their online lives with caring for technologically challenged grandparents.

Scenario: Assisting their grandmother in using a ride-share app to get from home to her doctor's appointment.

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Case Scenario:

Joseph is a tech-savvy Gen Z individual (**user group option a**) who spends most of his day online, and he knows about the latest technology trends and is quick to adopt new apps or gadgets. Now Joseph is acting as a primary caregiver for their aging grandparents, and they struggle with digital technology. Joseph's grandparent Mrs. Martinez reminds Joseph about her upcoming doctor's appointment, and Joseph decides to use a ride-share app for transportation (**mobility: transportation**). Joseph opens the app to book a ride but faces challenges explaining the various options to their grandmother, who struggles with the small text and icons. While waiting for the ride, Mrs. Martinez becomes anxious about recognizing the driver, and Joseph reassures her with details about the vehicle. During the ride, (**from home to hospital**) Joseph supports their grandmother, Mrs. Martinez feels uncertain about communicating with the driver and using the app's features. After arriving at the clinic, Mrs. Martinez successfully exits the vehicle, but she is frustrated with the technology and leaves her relying heavily on Joseph for help with confirming the ride completion.



A user persona card for Joseph Martinez. It features a circular profile picture of a young man with glasses and a white t-shirt. Below the photo is a table with personal details: Name (JOSEPH MARTINEZ), Age (25), Gender (Male), Occupation (College Student), and Location (Austin, Texas). To the right of the table are sections for Background, Motivations, Frustrations, Goals, Pain Points, Languages, and Technology. Below the table is a section for Apps Usage with progress bars for Discord, Instagram, Uber & Lyft, and Google Maps.

JOSEPH MARTINEZ	
AGE	25
GENDER	Male
OCCUPATION	College Student
LOCATION	Austin, Texas

BACKGROUND
Joseph is a tech-savvy Gen Z individual who spends most of their time online, gaming, and socializing on platforms like Discord. Recently, Joseph has taken on the responsibility of caring for their technologically challenged grandmother, Mrs. Helen Martinez (age 75) struggles with digital technology. While Joseph manages their online life seamlessly and finds it challenging to explain tech functions to their grandmother, and feels often overwhelmed.

MOTIVATIONS
Helping grandmother in maintaining independence while reducing their own stress of constant assistance. Using technology as a helpful tool to ease caregiving rather than complicating it.

FRUSTRATIONS
Dealing with the interfaces that aren't designed for the older users, causing confusion and frustration for both of them. Lack of online communities for young caregivers balancing with real-world responsibilities in digital life.

GOALS
Finding easy-to-use technology solutions for their grandmother that don't require frequent explanations. Manage caregiving duties in balancing the college, social life, and gaming activities. Connect with a community of young caregivers seeking support and advice.

PAIN POINTS
Feeling frustrated with his grandmother's reluctance to engage with the technology. Need for more supportive, user-friendly technology designed for elderly users. Trying to balance their digital lifestyle with caregiving responsibilities.

LANGUAGES
English fluent) & Spanish (conversational)

TECHNOLOGY
Apple, Windows, Android

APPS USAGE

- Discord: 75%
- Instagram: 50%
- Uber & Lyft: 80%
- Google Maps: 90%

Link: [User Persona - Canva Design](#)

Journey Map

Link: [View in Figma](#)

USER JOURNEY MAP: Joseph's Journey as a Tech-Savvy Caregiver & To Simplifying Transportation



Joseph Martinez






Gender: Male
Occupation: College Student
Age: 25
Location: Austin, Texas

Scenario

Joseph, a tech-savvy Gen Z, helps his grandmother navigate using a ride-share app to get from home to her doctor's appointment. He finds existing app services too complex for her to use. Balancing his digital lifestyle with caregiving, Joseph seeks user-friendly tech solutions that can bridge the digital divide and reduce his involvement over time.

Expectations

- Simple and easy app interface for elderly users.
- Voice-command features for ease of use.
- Clear guidance through app steps.
- Reduced frustration in helping his grandmother with technology.

STAGES	Problem Discovery ▶	Solution Search ▶	Setting the Service ▶	Real World Use ▶	Ongoing Support ▶
STEPS	Grandmother having difficulties in interacting with digital technologies like mobile apps (booking a ride).	Joseph researches available ride-sharing apps and technology-based transportation solutions for seniors.	Finally chooses an ride app and sets it up for his grandmother.	Checks how his grandmother uses the app during the first few trips.	He regularly updates the app and its settings to improve his grandmother's experience.
THINKING	<ul style="list-style-type: none"> • How to help my grandmother get to her appointments without needing to drive her ? • Is there any app or service that will make transportation easier for her ? 	<ul style="list-style-type: none"> • Which app will be easy for her to use ? • Is there a way that my grandmother won't need me all the time ? • Are there any features that help elders specifically ? 	<ul style="list-style-type: none"> • I feel that the app would work for her and should not be confusing. • Simplify the settings to make it as easy as possible. • Will she be able to manage on her own after setup ? 	<ul style="list-style-type: none"> • I hope that my grandmother can use the app without getting confused. • Is everything going smoothly with my grandmother's ride ? • Should I stay close in case she needs help during the trip ? 	<ul style="list-style-type: none"> • How can I simplify this process even easier for her in the future ? • What other settings or features can I tweak to improve her experience ?
DOING	Joseph speaks to his grandmother about her difficulty in getting appointments and starts looking for better transportation options to help her.	Joseph checks different ride-sharing apps and tests few to see if they have features that are easy for his grandmother to use.	Joseph installs the app, setting up her profile, saves frequently visited locations and updates settings to make it easy for his grandmother.	Joseph monitors the app as his grandmother uses it for a few rides, ensures she can navigate the process and completes her trips without trouble.	Joseph checks the app regularly, updates settings, and makes adjustments as needed to keep the service running smoothly for his grandmother.
PAIN POINTS	No easy transportation options made for older people, making it hard for my grandmother to get around.	Many of the apps are complicated and not designed for the older people, requiring more input from them.	Involves multiple steps that are not natural for elderly people.	Grandmother struggles with the app navigation and understanding notifications during the rides.	Joseph has to continuously monitor the app settings which takes time and effort.
FEELING	 Frustrated	 Overwhelmed	 Hopeful	 Relieved	 Satisfied
OPPORTUNITIES	Developing an app or service that prioritizes ease of use for elder people and helps caregivers guide them.	Integrating the User Interface (UI) designs that allow caregivers to set up services easily on behalf of the elderly.	Creating services with an easy setup process for caregivers, so that they can quickly book and setup transportation options.	Improving real-time support features and notifications to help older people and caregivers feel more secure during each trip.	Features that allow apps to automatically adapt user preferences over time, reducing caregiver involvement.

Human Considerations

Primary Considerations: User's information like personal details and payment methods should be private and secure. Older people might not understand what happens when this information is shared online.

Ethics: The app features should be simple and to avoid mistakes reducing Joseph's caregiving burden.

Accessibility & Inclusion: The app's design should include larger text, clear instructions features like voice commands support for older people.

Environment Considerations

Where does this interaction take place ?

Most of the interactions take place at home, where Joseph helps grandmother use the ride-share app and grandmother's destination ends at the third place like doctor's office and healthcare centers.

Elements of the environment impacting experience:

Lighting: In home, good lighting helps the elderly to see the phone's screen better. Poor lighting outside, impacts the older people users in their riders causing confusions.

Sound: App should provide clear and loud notifications so that the older people can easily understand that the cab has arrived.

Layout: The design interface should be simple, clear bigger texts, easy to follow and third place (easy to navigate) with clear icon signs.

Scale: Text and icons should be bigger and provide settings for scaling the text size and icon sizes.

Wayfinding: App should provide clear signs and directions in third places helps the older people to navigate easier.

Comparative Examples (Google Assistant)

What it is:

Google assistant (voice-forward conversation) helps the users to perform tasks like setting reminders, sending messages and booking rides using the voice commands.

What makes it “smart”:

Google Assistant uses NLP (Natural Language Processing) to understand user’s commands to interact with the apps, learns user preferences to offer personalized suggestions and provides hands-free assistance.

Why it is relevant:

It is relevant to Joseph because Google Assistant could simplify the ride-booking process by allowing the older people to use their voice commands instead of navigating complex app interfaces. Making it more accessible for older people who find difficulties with the digital technologies.



Sci-Fi

Example from Sci-Fi movie related to User Scenario:

From the movie “Iron Man”, Tony Stark character gives voice commands to **J.A.R.V.I.S (Just a Rather Very Intelligent System)**, is an AI assistant that performs complex tasks through voice commands, interacting with all Stark’s devices.

What can we learn, that apply to scenario ?

From J.A.R.V.I.S AI assistant, we can learn that it understands the user’s needs and offers assistance. This kind of technology is really helpful for Joseph’s grandmother, where the technology can simplify the tasks like booking rides with lesser inputs, accessing and navigating apps, and this helps in reducing the stress and confusion of the older users in using the digital technology.



Image Source Link: [Wikipedia](#)

Summary

User Group: Tech-savvy Gen Z person balances digital life with helping his grandmother (caregiving) - (Option A)

Scenario: Helping grandmother in booking a ride in ride-share app to go from home to third place. (Option - Mobility)

Environment: Interaction takes place at home and third places like healthcare centers or hospitals - doctor's appointments. (Option - Home and Third places)

Key Opportunities:

Simple User Interface: The app should include large texts, bigger buttons and clear designs making essays for the older people to navigate without seeking help.

Voice-command features: Voice-control options (Google Assistant) allows elderly people to book rides and receive notifications without the need to use the app, this reduces stress and confusion.

Step-by-step help: Guided prompts with visual and audio cues help the elderly users in every step of the ride-booking process, ensuring that the elderly people don't feel lost or exhausted.

Personalized Settings: The app should be able to remember previous user trips (frequently visited places) and favorite options, which makes it easy for elderly people to book the ride with lesser inputs.

Summary

Key Learnings:

Google Assistant app - voice commands makes it easier for the users to book the rides, and doesn't need to depend on others.

Sci-Fi movie - Iron man in that J.A.R.V.I.S character, that smart systems that learns user habits can make the process smoother and helps the elderly people without stress and confusions.