

SBAC The Senior Blizzard Alarm Community

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Project overview



Project duration:

March 2022.



The product

The Senior Blizzard Alarm Community is an organization for social good based in multiple locations in the USA that help the Seniors when a blizzard is coming, during the blizzard with activities to entertain them, and with a few services after the blizzard has passed. It mainly helps seniors who live alone. They need help during extreme weather with suggestions on what to do, fun activities, company to get over with anxiety, essential grocery kit delivery in less than one hour, and many other services.



Project overview



The problem:

Seniors that live in extreme blizzard weather who live alone feel abandoned, anxious, and very frustrated. Most of the time, they don't have enough time to be well prepared for a blizzard, they miss information on the upcoming weather, and they want to feel safe and comforted.



The goal:

To understand better the challenge the users face at their age during the blizzard. Most of them live alone, and they need help and stay safe during this time. We would like to know if the task we are offering is going to solve this problem if staying active and safe during the activity will help with anxiety and loneliness. .

Project overview



My role:

Ux designer who is designed the responsive website from the first concept to the delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing phone, tablet and desktop, low and high-fidelity prototyping phone, tablet and desktop, conducting multiple usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User Journey Maps
- Competitive Audit
- Ideation

User research: Summary



I did my research by interviewing five people from 65 to 80. Participants are seniors who live alone in the extreme blizzard area in North America. All the families and relatives live far away, and they have only the neighbors' help during a hard time. I conducted a Moderate Usability study in Queens, New York City. There were three males and two females. Participants are physical or visual impairment. The study is accessible with a screen-reader and a switch device that considers people from different cultures, countries, ages, gender, and race. I asked eight open-ended questions. The time for the usability study was from 20 minutes to 30 minutes. I created Empathy Maps. I evaluated what they said, what they thought, what they felt, and what they did. In most of them, the biggest concern was to do not to be aware the blizzard was coming. Not all of them are technology people, and most of the time, they know about the weather that is coming because they talk with neighbors. They are concerned about needing something during the blizzard or having enough time to be well prepared. They all would like to be entertained during the blizzard because they suffer from anxiety. They have to deal with it, and they want to have company to chat virtually.

Persona: Donna May

Problem statement:

Donna May is a 75 years old retired professor of languages who needs to be entertained with fun activities or having a pet company during the blizzard because she suffers with anxiety, and she gets nervous when the weather is extreme.



Donna May

Age: 75
Education: Bachelor Degree
Hometown: Stowe, VT, USA
Family: Divorced
Occupation: Retired Language professor at University of Vermont

"I feel very anxious during the blizzard. I don't like to be alone during this crazy weather, and I need distractions"

Goals

- Having some fun activity to do during the blizzard
- Chat with friends
- Have enough food and medicine

Frustrations

- Feeling lonely during the blizzard and having nothing to do
- She feels anxious to be alone
- She is scared she is not able to call for help

Donna May is a retired language teacher who lives in Vermont. She is 75 years old, and she is divorced. Donna May has two daughters who live one hour away from her and two little nieces. She usually takes care of her nieces two or three times per week. She has been visually lost in one eye, and she cannot drive. Usually, her daughter's grocery shopping for her once per week. She is not friendly to technology, but she knows how to use a Desktop computer and tablet. She feels very anxious during the blizzard, and she wants to find activities to do during this time.

Persona: James

Problem statement:

James is a 78 years old retired train conductor who need a service for grocery, pharmacy and snow shoveling because he want to be prepared for the blizzard.



James

Age: 78

Education: Bachelor Degree

Hometown: St Raymond, Canada

Family: Widower

Occupation: Retired Train Conductor

"I don't follow the news very often. I know when a blizzard is coming when my friends call me. I need time to be prepared."

Goals

- Be informed and Get assistance before the blizzard
- Find activities to do during the blizzard
- Find someone that shoveling the steps in front of the house

Frustrations

- Not reading the news in time and not be aware when the blizzard comes
- Be alone to do everything before the blizzard comes
- Not be young anymore to do work around the house

James is a Retired Train Conductor who lives in St Raymond, Canada. He is 78 years old, and he has been widowed for the past eight years. His daughter lives in California, and she visits him twice per year. James got leg surgery, and he cannot walk very well anymore. His friends live 30 miles far away from him. He likes to use his smartphone to chat and video chats with them and his daughter. he gets frustrated when he doesn't know when the blizzard is coming because he cannot do everything to be prepared by himself.

User Journey map Donna May

Mapping Donna May helped me to understand better what are the actual users actions. What are the tasks she needs to do to achieve his goal, what she feels and how the process can be improved to help the user having a better experience.

Persona: Donna May

Goal: Having some fun activity to be distracted during the blizzard to do do feel alone and anxious

ACTION	Ask for Pet therapy	Choose between Video Cards, Video Creativity and Video Bingo	Invite video chat friend to play	Play some classic music	Video chat with grand-daughters
TASK LIST	Tasks A. Call city hall service B. Call animal shelters C. Foster pets	Tasks A. Video card game with friend B. Video creativity with friends C. Video bingo with friends	Tasks A. Choose the game B. Invite friend on the list C.Simple button	Tasks A. Voice command for music B. Choose between classic, pop, rock and folk C. Play	Tasks A. Open Section Family B. Video chat with granddaughter C. Turn it off video chat
FEELING ADJECTIVE	-Excited to do not be alone during the blizzard - Not anxious anymore	-Excited to not feel alone -Excited for activities	- Excited for game with friends on video -Overwhelmed by the task	-Overwhelmed by the task -Want to feel relaxed	-Happy to see her granddaughter -
IMPROVEMENT OPPORTUNITIES	-Voluntary communities - List of dog and cats for pet therapy nearby	-Schedule in advance timing for game -scheduling in advance timing for creativity -scheduling in advance bingo activity -alarm remember 20 minutes before it starts	-Choosing between two games card -list of friend on button list and adding button -Play button with video	-Section dedicated to music -Voice command on card -List of type of music -Play button	-section dedicated to family members - Video chat buttons with names and picture

User Journey map James

Mapping James helped me to understand better what are the actual users actions. What are the tasks he needs to do to achieve his goal, what he feels and how the process can be improved to help the user having a better experience.

Persona: James Goal: Be informed and Get assistance before and after the blizzard					
ACTION	Receive Alert Alarm	Ask for grocery delivery	Ask for medicine delivery	Scheduling Shoveling after blizzard	Chat with friends during blizzard
TASK LIST	Tasks A. Soundmax on ring alarm until command voice stop B. Setting big screen Character C. Read the weather info	Tasks A. Call for grocery shopping number for blizzard help B. Be sure to order primary food for enough days C. Be able to pay in an easy way	Tasks A. Call pharmacy where his medicine are register B. Ask for delivery as soon as possible before the start of the blizzard C. be able to pay in an easy way	Tasks A. Call neighbor B. Call for city hall service C. Call private service	Tasks A. Open the chat software B. Video call friend C. Add multiple friend to call
FEELING ADJECTIVE	-Nervous to know a blizzard is coming -Overwhelmed -Worried	-Overwhelmed by the task -Worried about payment with technology	-Overwhelmed by the task -Worried about payment with technology	-Sorry to ask for help to the neighbor -Worried if he has to pay for private service instead	-Excited to do not feel alone -Overwhelmed by the task
IMPROVEMENT OPPORTUNITIES	-Voice alarm -Voice weather info -Possible chat platforms with only neighbors to keep informed?	- Phone Number already in the system - Set list of primary food - Possible to pay at the delivery - Possible chat platforms with only neighbors?	- Phone Number already in the system - Filled full medicine listed - Possible to pay at the delivery - Possible chat platforms with only neighbors?	- Phone Number already in the system for neighbors - Voluntary community without pay for service - Possible chat platforms with only neighbors?	-Big simple cards -List of friends -Simple intuitive button

Competitive Audit

Competitive audit	Give any kind of support to the seniors and activities to do.							
	Competitor type direct or indirect	Location(s)	Product offering	Price € / month	Website URL	Business size small, medium, large	Target audience	Unique value proposition
OUR TIME	INDIRECT	Multiple Cities in the Netherlands	Dating Website/apps for seniors	\$8	https://www.ourtime.nl/en-uk/about-us/faq-frequently-asked-questions/	Medium	Dating for 50+ or older	Dating and meeting for older people in multiple cities
AGE PLATFORM	DIRECT	Brussels, Belgium	Website with multiple information, rights for the elders, upcoming events, environment, platform for elders	Free	https://www.age-platform.eu/	Medium	Seniors	The voice of older people in European institutions and/or rights activist/researcher
TELEVEDA	DIRECT	Phoenix, Arizona, USA	Website that offer video activities for older people and classes	Free	https://www.televeda.com/	Large	Seniors	Offer multiple services for older people to limit the isolation
PALLETTE	DIRECT	Multiple countries in Europe	Website that connect seniors and improve their social lives with activities	Free	http://openstreet.eu/index.php/business/pages-en	Large	Seniors	Help to keep keeping seniors active and entrepreneurs with similar interesting

UP (what needs work, good, or outstanding)			
		interaction	
Features	Accessibility	User flow	Navigation
RATING = GOOD = a lot of event planned as a features	RATING = Okay = Visual and color	RATING = Okay = Need Improvement to the user flow	RATING = Okay = Need improvement to the user flow
Confusing features Need work to know what to click on	RATING = Okay = Need work to be more clear	RATING = Need improvement to focus on the navigation flow = Main flow not clear	RATING = Need improvement to focus on the navigation flow = Main flow not clear
RATING = Outstanding = helpful and simple features	RATING = Outstanding = Easy to use and navigate + Color friendly = Visual	RATING = Outstanding = Main flow very clear	RATING = Outstanding = Main flow very clear
RATING = Okay = Confusing features	RATING = Okay = Colorful cards and visual Features	RATING = Okay = Main flow should be more clear for activities	RATING = Okay = Main flow should be more clear for activities

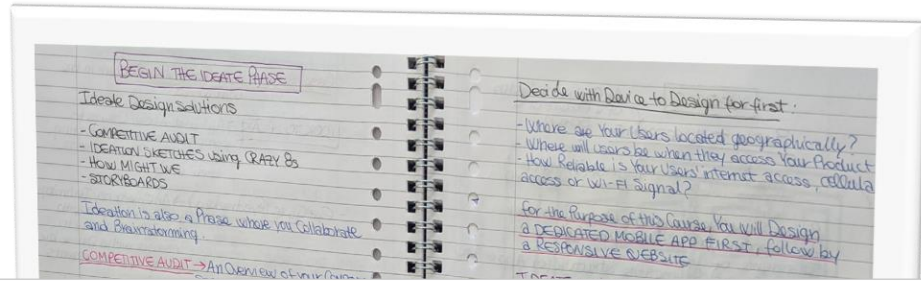
First impressions	
Desktop website experience	App or mobile website experience
RATING - Easy to navigate - Consistent branding - OVERHELMED BY INFO	RATING - Easy to navigate - Consistent branding - OVERHELMED BY INFO
RATING - Okay - No strong identity - Too many features	RATING - Okay - No strong identity - Overwhelmed
RATING - Very Good - Strong brand - Easy to navigate - Simple communicative design	RATING - Very Good - Strong brand - Easy to navigate - All features are useful
RATING - Good - Strong design/Easy design - a lot of activities - too many features	RATING - Strong brand - Overwhelmed by features

Visual design		Content	
Brand identity	Time	Formal but friendly	Descriptiveness
RATING + Clear, design consistent + Recognizable for the brand + Need some work, not clear visual design, too much text + Difficult to recognize		RATING + Information stops very clear + Easy to get the point + There is too much text + Information level not very understood	
RATING + Clear content, strong LA, simple visual, clear to use + Quality images	Friendly	RATING + Outstanding for description to the point, color, cards, simple design strength to the point	
RATING + Clear content brand + Inconsistency font	Friendly	RATING + Information are clear, colorful and card + Easy to see to the point	

My Goal was to understand who are the competitors and what services they offer to the seniors. I checked four similar competitors, three direct and one indirect. They all offer services, information, chatting, but not for the specific event of a blizzard.

Ideation

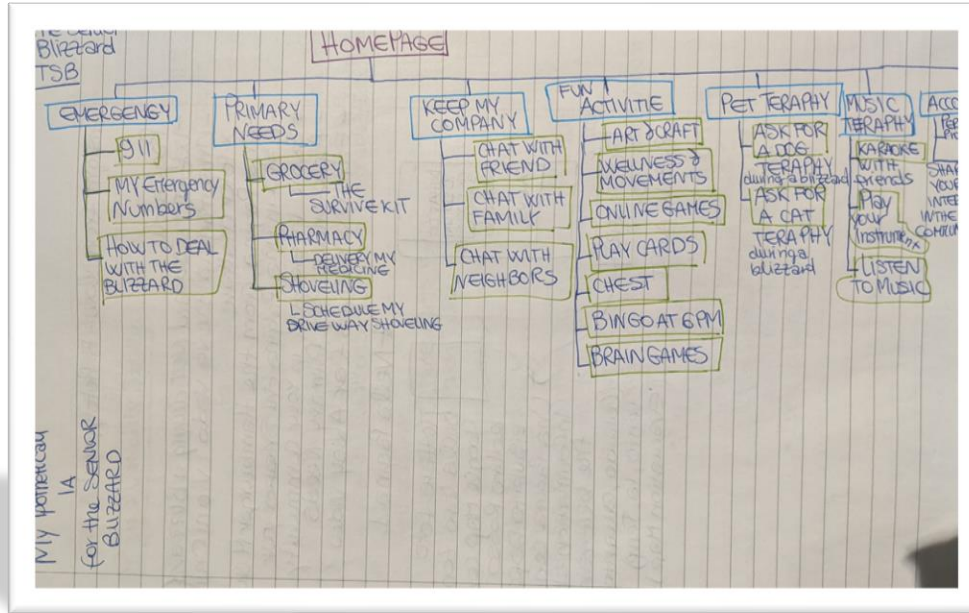
After the competitive audit, I decided to Ideate with the Crazy eights exercise based with James' Problem Statement.



Starting the design

- Sitemap
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap



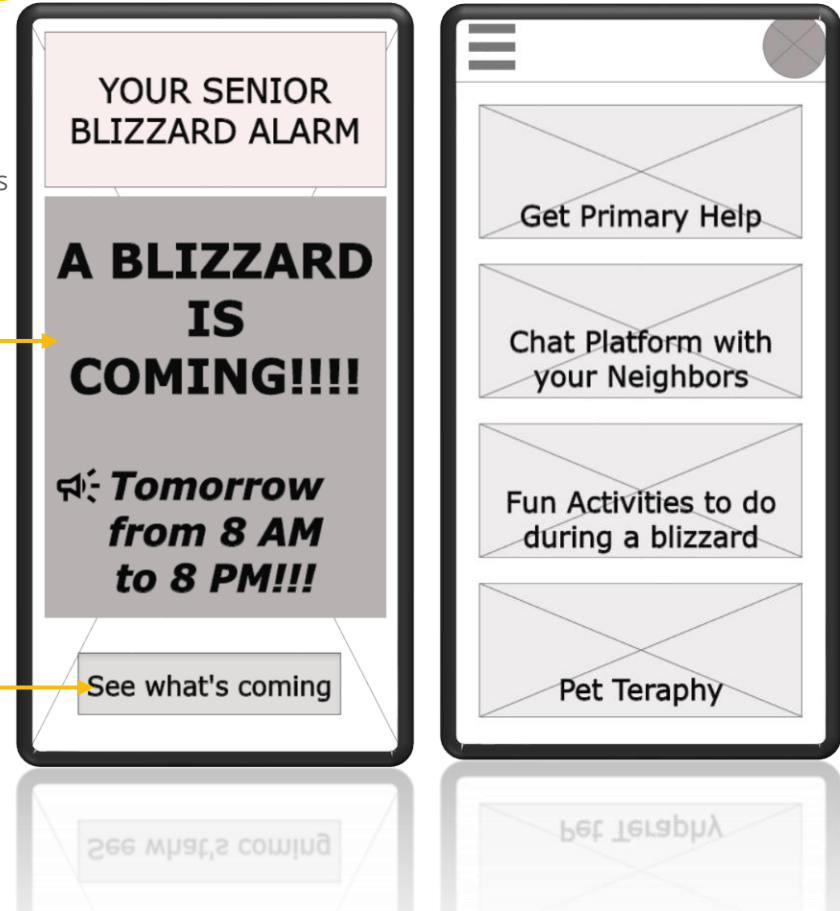
I sketched a Sitemap to focus on the users' primary needs: get help, grocery shopping delivery, pharmacy delivery, and snow shoveling after the blizzard. I also consider another big pain point for the user, the feeling of loneliness. I started to plan possible chats with friends, families, or neighbors. I also assume from the beginning fun activities to do online with community members and actions to calm down the anxiety during the blizzard.

Digital wireframes Mobile Phone

These are the first two digital screens of the SBAC. The SBAC will alert you when the blizzard is coming, like a weather alarm, but the user will be able to be informed on what to do, tips, and request service before the blizzard is coming. The users will also have the possibility to choose between the primary help service, fun activities to do in the meantime, chatting with neighbors on the upcoming weather event, and asking for a comfort dog to get over with anxiety during the blizzard.

The first wireframe is going to open as an alarm that stops only after the button "See what's coming".

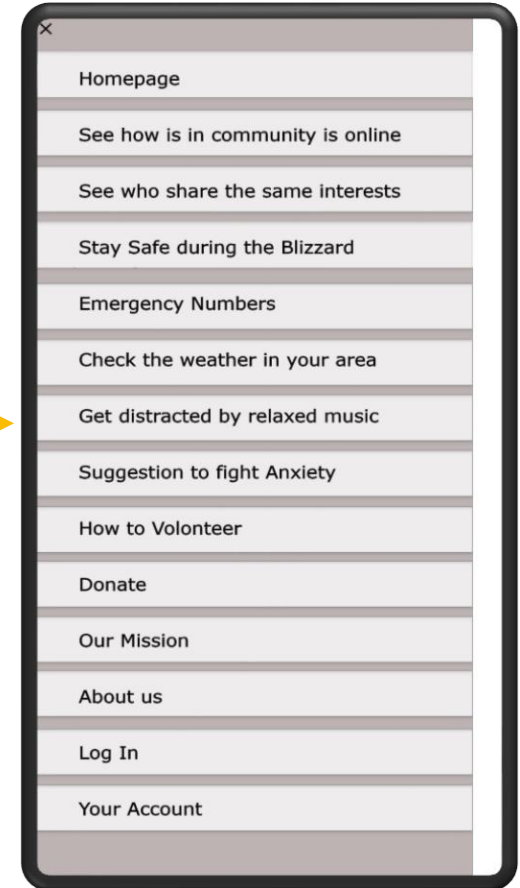
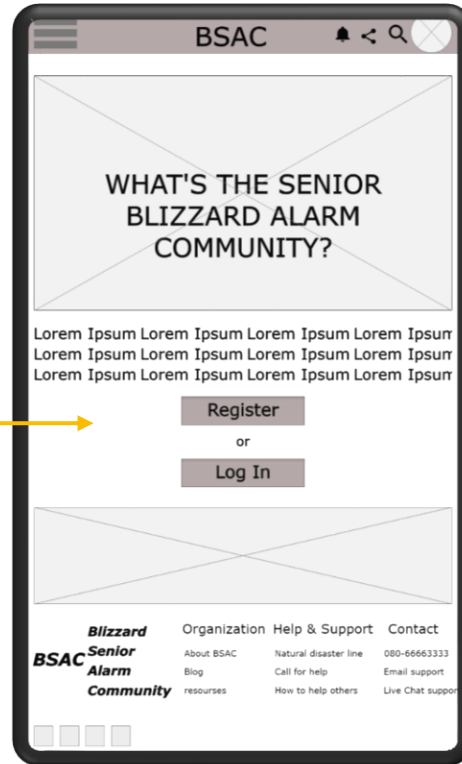
From this action the users will see what's coming, how is the weather and what's the user will aspect



Digital wireframes Ipad

These two iPad wireframes are the registration or the Log in start process. From the iPad, after the blizzard alarm, it's possible to access the main actions through the registration or sign-in page. From the Hamburger menu, it's possible to go through the services and activities.

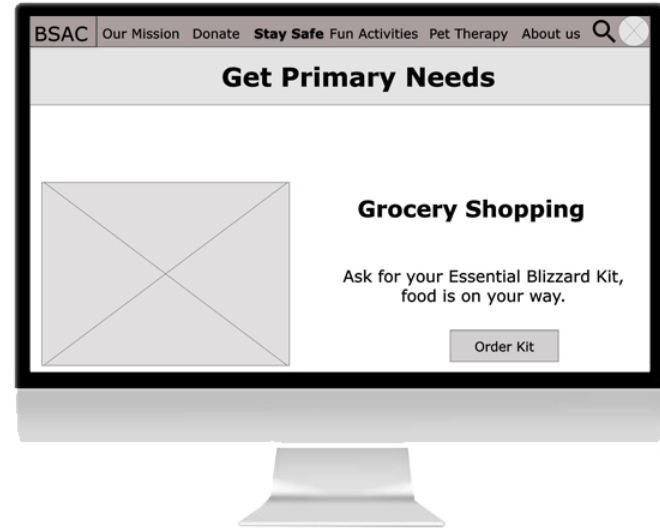
Registration
process
Or Log in
access



Digital wireframes Desktop

These are the Desktop wireframes of the Primary Needs. The users wanted these needs. Most of them complain that they are not well prepared, and they want to have a service that allows them to ask for grocery shopping, pharmacy, and snow shoveling.

The digital wireframe for the primary Needs. Services such as grocery shopping, pharmacy delivery and shoveling service are a priority for the users.

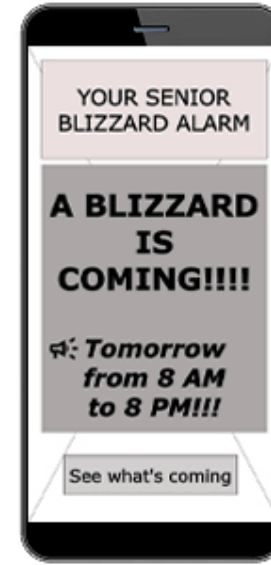


Low-fidelity Prototype

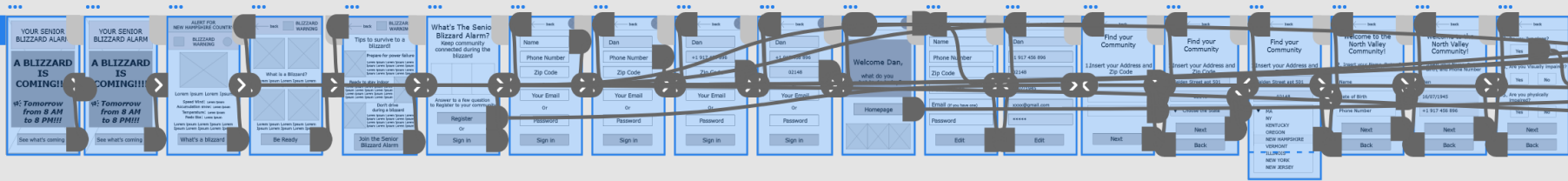
Mobile Phone SBAC

View the link of the

[Low-Fidelity Prototype SBAC Mobile Phone](#)

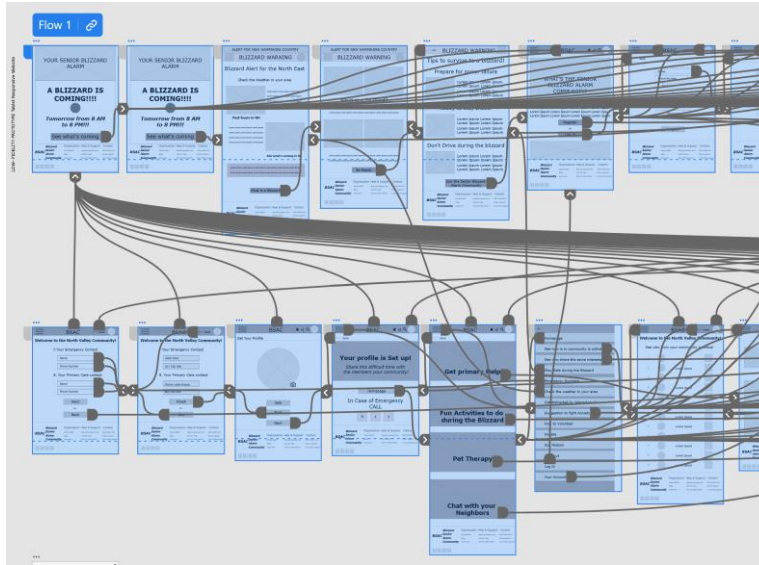


Flow 2



Low-fidelity Prototype Ipad SBAC

This is part of the Main Flow connection on Adobe XD.



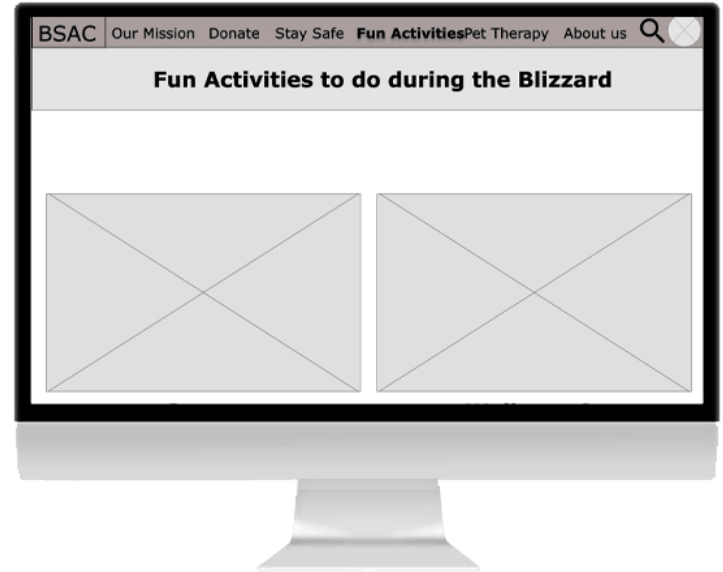
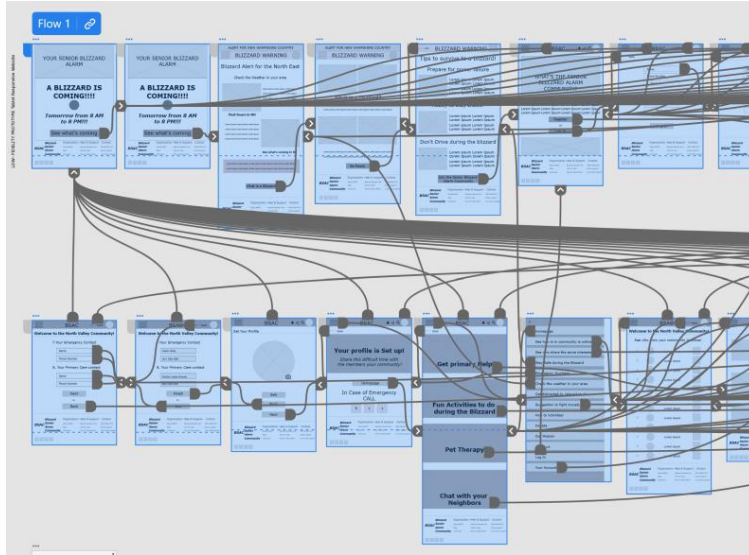
This is part of the Main Flow connection on Adobe XD.



View the link of the
[Low-Fidelity Prototype SBAC Ipad](#)

Low-fidelity Prototype Desktop SBAC

This is part of
the Main Flow
connection on
Adobe XD.



View the link of the
[Low-Fidelity Prototype SBAC Desktop](#)

Usability study: Parameters



Study type:

Moderated usability study



Location:

Queens, United States



Participants:

5 participants



Length:

20-30 minutes

Usability study: Findings

After the first Usability study, this is what I found out.

1

Participant want to know more about the blizzard that is coming, check the weather, and have suggestion on what to do to be safe

2

Participant wonders about security of the platform in the neighboor, they want to have a safe sign in or register

3

Participant would like to know more about pet therapy, how it works and if it's free or they have to pay for the service

4

Participant would like to know more about fun activities, how they work in the community.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

After usability study Blizzard is coming, information on the weather and what to do.

1



2



3



4

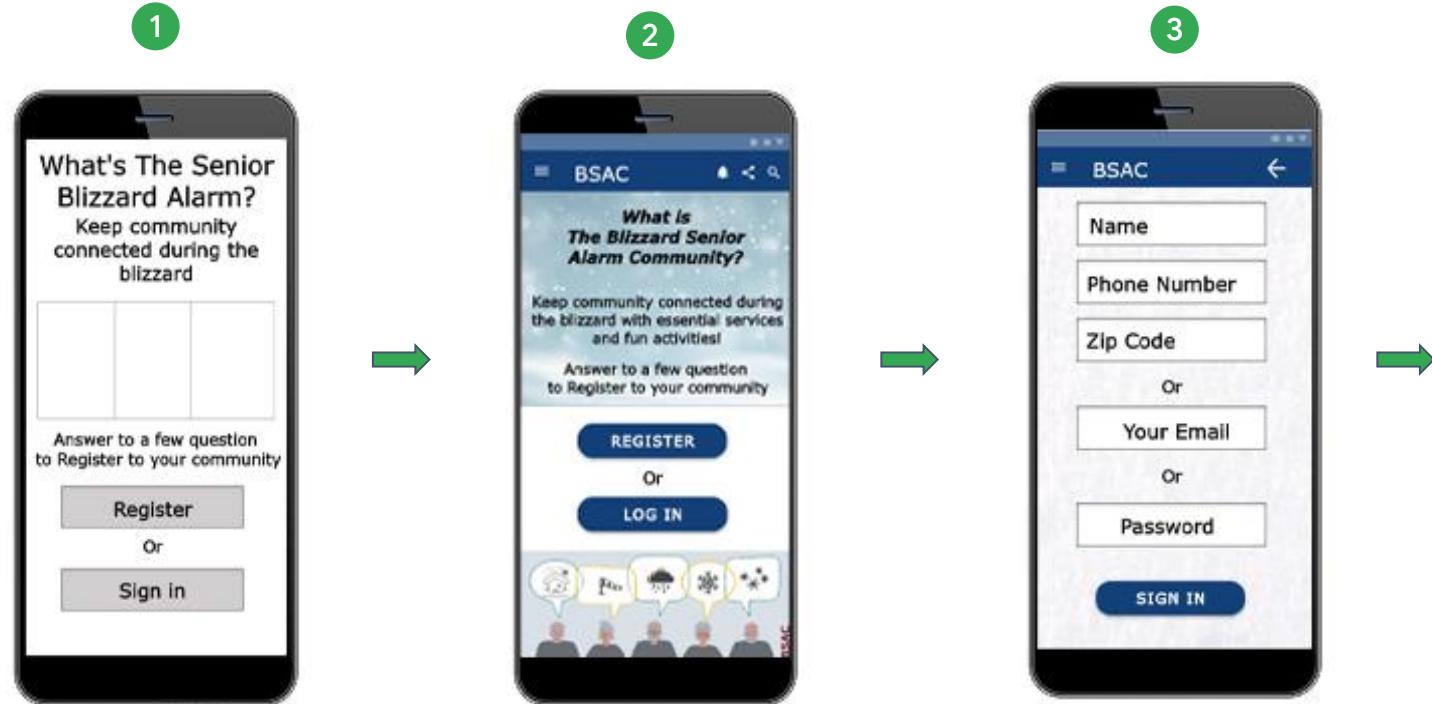


5



Mockups

After usability study Sign in and Registration process



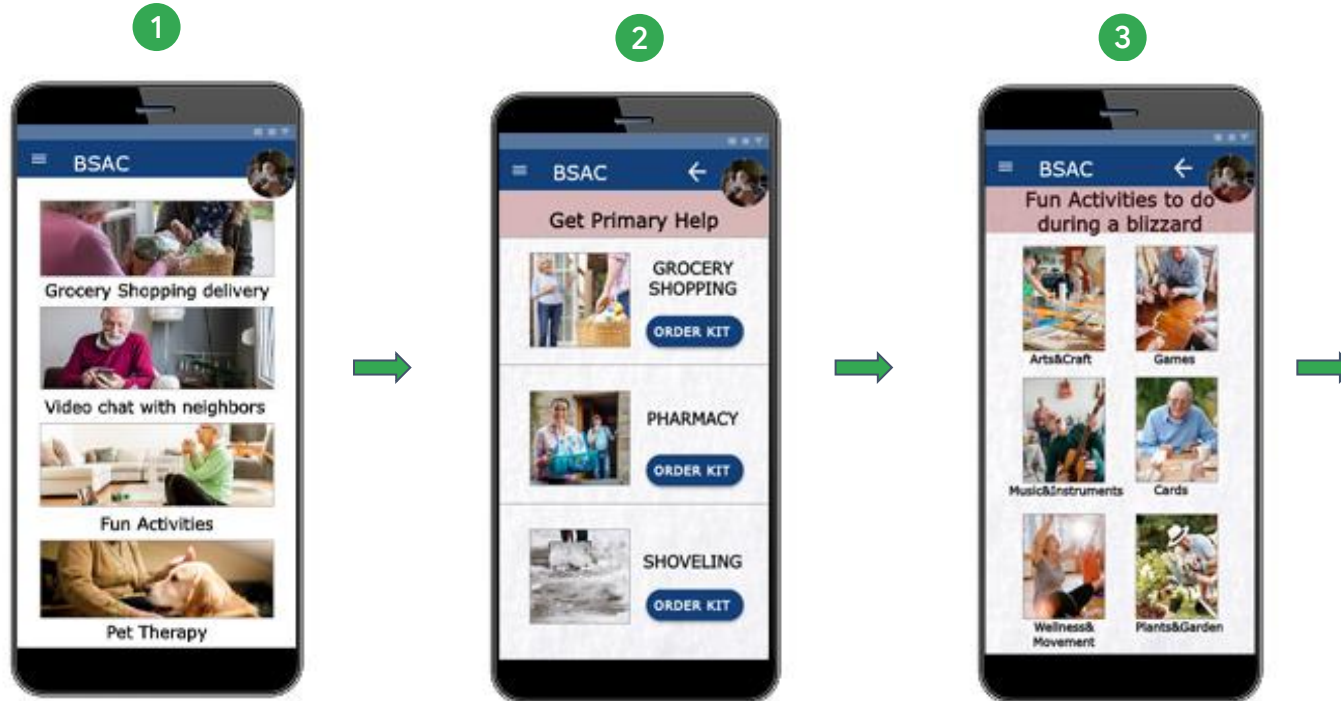
Mockups

After usability study Sign in and Registration process



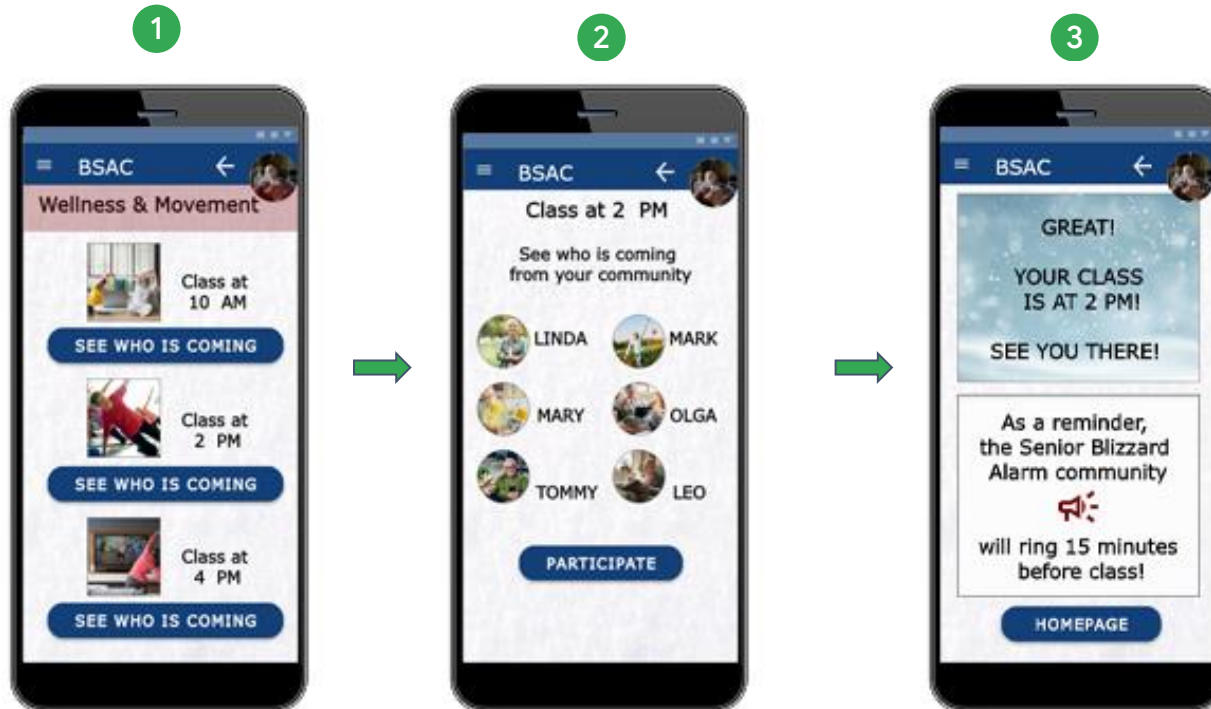
Mockups

After usability study Fun Activities



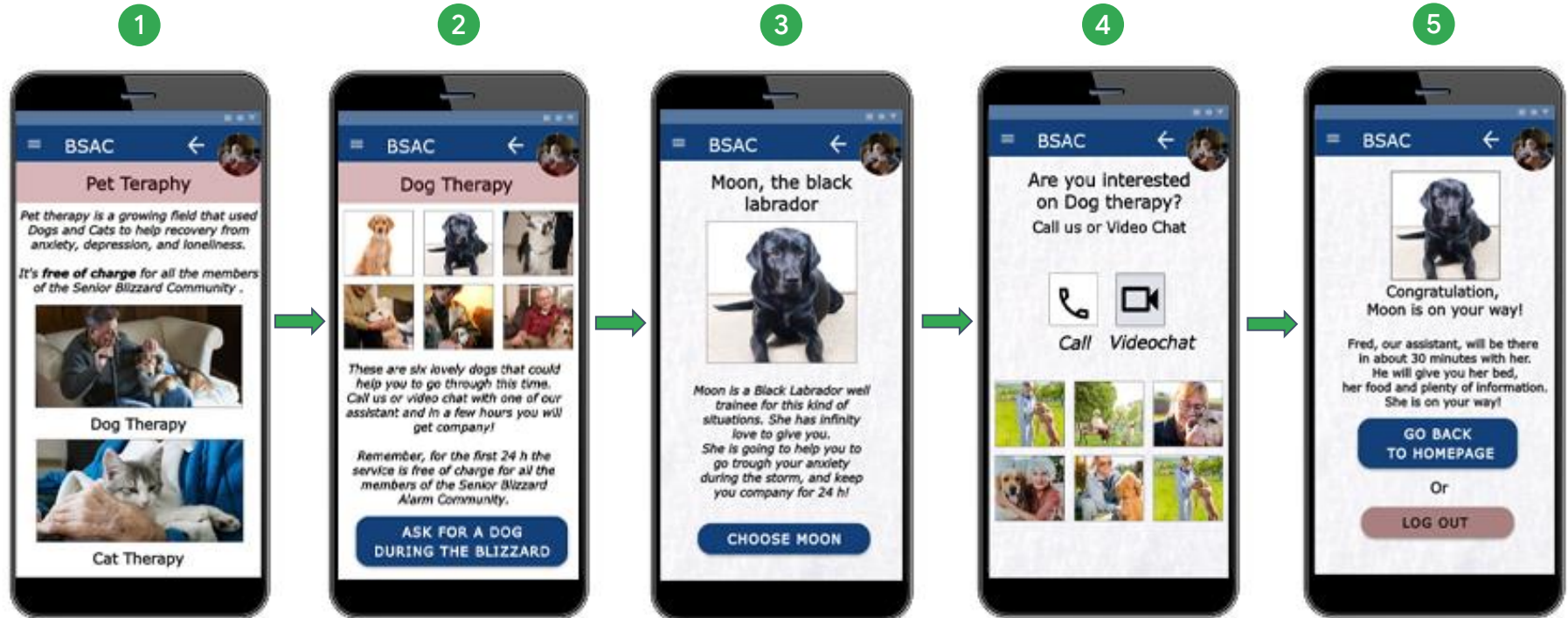
Mockups

After usability study Fun Activities

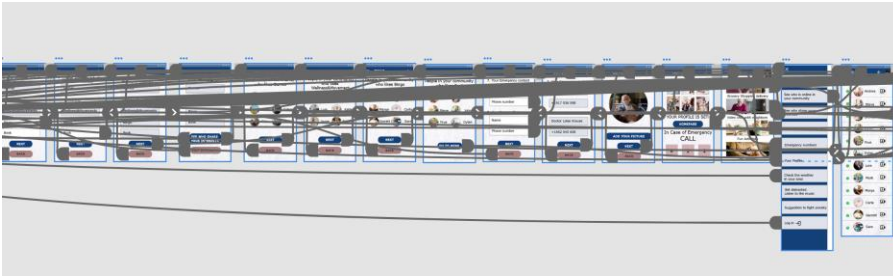


Mockups

After usability study Pet therapy



High-fidelity Prototype



High - Fidelity Prototype SBAC The Senior Blizzard Alarm Community

The High-Fidelity Prototype Flow is a zoom of the connected screen that shows how dense is the connection between all the them. Users can navigate back and forth from all over the screens.

Accessibility considerations

1

To guarantee accessibility to all the seniors, I used icons and text hierarchy visible and intuitive to make navigation easier.

2

To guarantee the accessibility, because probably seniors are not used to technology, I considered typical and simple gesture to click on big buttons.

3

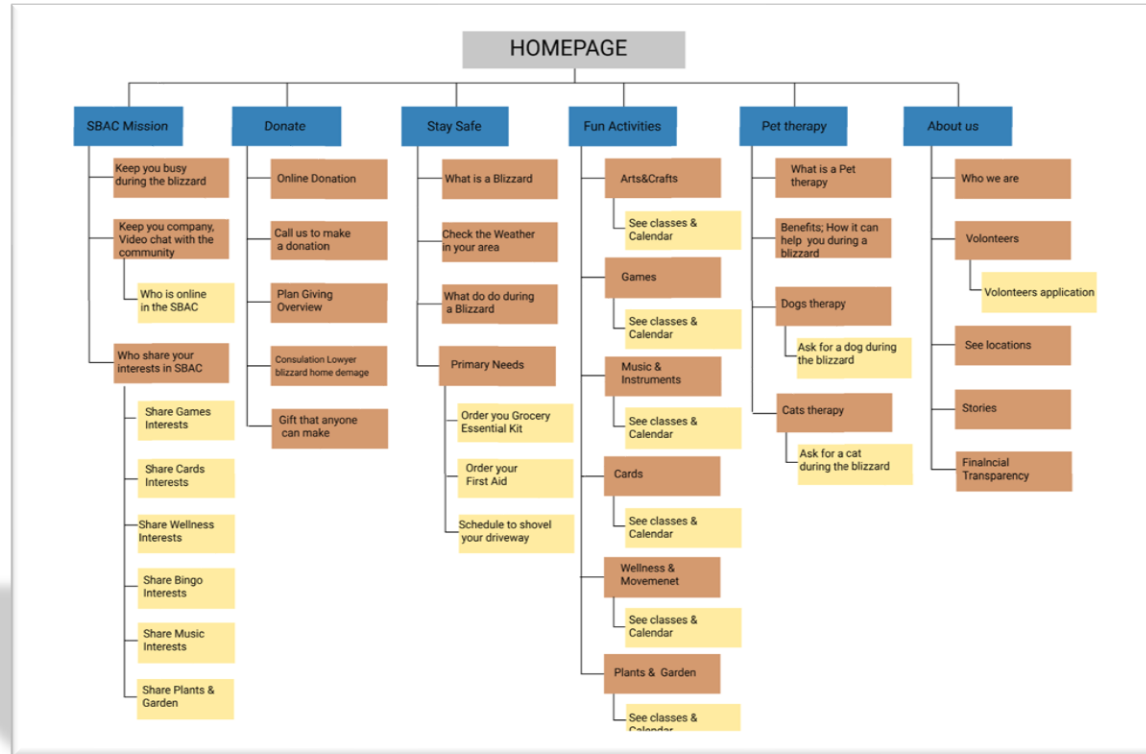
To guarantee accessibility, I consider using high contrast colors, very bright in contrast with big text, from the Homepage through the entire flow. All the buttons have recognizable colors and shades to be more intuitive to click on it.

Responsive design

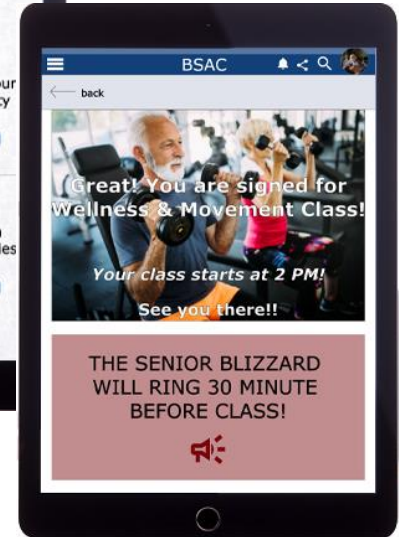
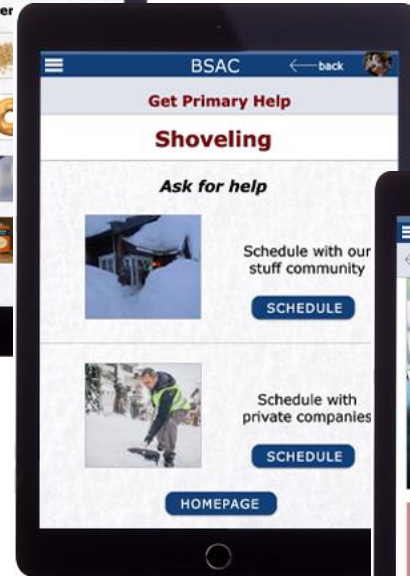
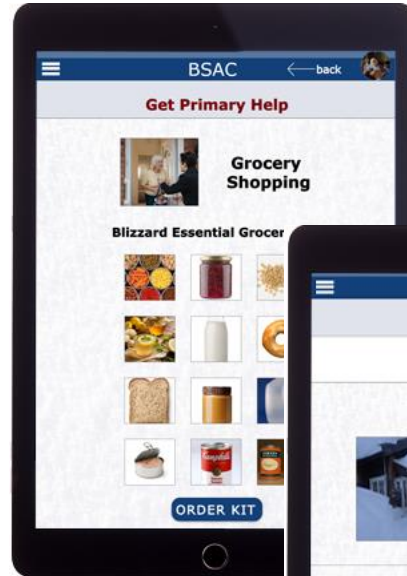
- Information Architecture
- Responsive Design

Responsive Design Sitemap

In the Responsive Website,
I consider important page
such as Donate, Our
Mission and About us.



Responsive Design Ipad



Hi-Fidelity Responsive Design Ipad SBAC

Responsive Design Desktop Computer

In the Responsive Website for the Desktop size, I considered more on the Donation page, About us page where the user can find information on volunteer, the stuff and where the organization is located, pet therapy, fun activities, and the menu with other important actions.



Hi- Fidelity Responsive Design Desktop SBAC

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The Senior Blizzard Alarm Community is a unique organization that helps seniors during extreme blizzard. Seniors who live alone need support and care, from grocery shopping during the blizzard to assistance to fight anxiety. They should never feel alone or abandoned. They can be in touch with members of the community, video chatting, participate to fun activities, check tips to deal with the blizzard, schedule snow shoveling, and ask for a companion dog during the blizzard.



What I learned:

During this process, I learned how important it is to emphasize the users. This project was different from the other, it was for a social good. I considered accessibility for seniors who may not be confident with technology, and have physical or visual impairment. I learned how to manage bright contrast color, big button and big text. Also, how to make easier an action for someone who doesn't know technology.

Next steps

1

Conduct a fourth usability studies to confirm if the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Go deeper in details, developed the grocery and pharmacy section. Also, how could really work the pet therapy.

Let's connect!



Thank you for your time reviewing my work on the SBAC, the Senior Blizzard Alarm Community.

If you'd like to see more or get in touch, my contact information is provided below.

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Website: www.federicamaio.com

THANK YOU!