
Lesson 1

Who are the users?

• Group 6 •

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1. Stakeholders

Whoever is involved in the development of the product.

There are several types of stakeholders with varying degrees of influence on the final result.

Base stakeholders

End-users

Clients

Target audience for the direct interaction of this product.

- Elderly people
 - Nursing home caregivers
 - Activity program volunteers
 - Relatives
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Base stakeholders

End-users

Suppliers

Entities accountable for providing services to the clients

- Human-resources managers
 - Medical staff
 - Nursing homes
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Base stakeholders

Development team

Suppliers

- Webmasters
 - Test team
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Satellite stakeholders

Who indirectly benefits from
this project

- Medical institutions
 - Pharmaceutical companies
 - Salespersonnel
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2. User Profiles

For each base stakeholder, we should define relevant traits that will help us meet our users needs.

Knowing the user

Interests

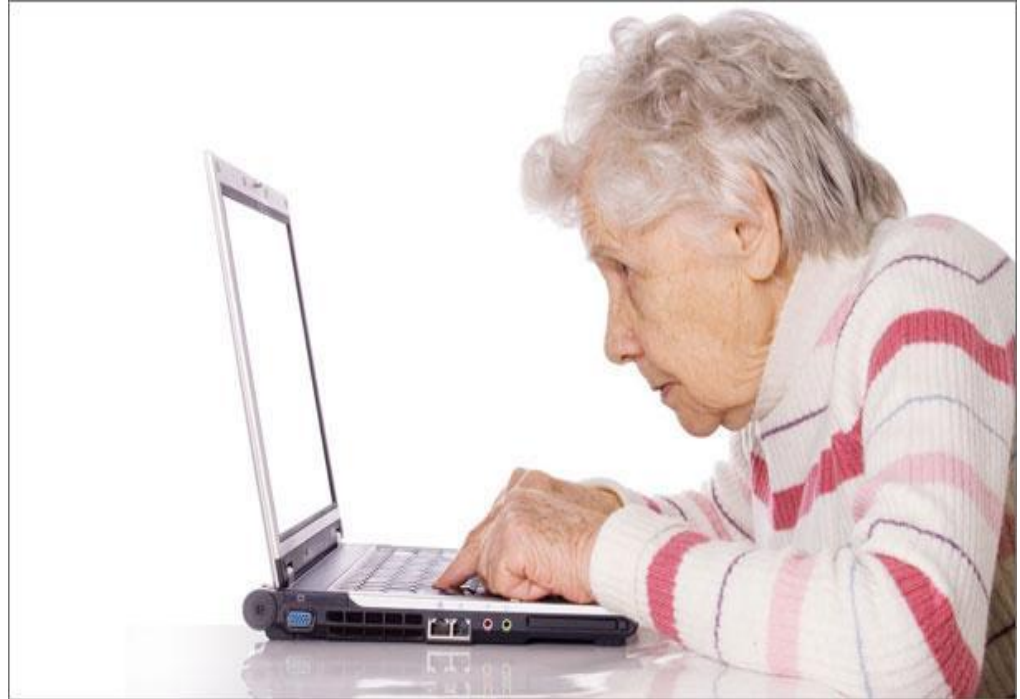
- Relaxing
- Socializing
- Watching TV shows

Needs

- Being in touch with family
- Remembering appointments or duties

Limitations

- Basic gadget usage
- Weak eyesight
- Limited motion ability



Elderly people

Characteristics

- Age factor
 - Basic literacy qualifications
 - Early contact with technology
 - Mental capacity
 - Reduced mobility
 - Impaired vision or hearing
 - Communication with relatives
 - Health status
 - Dependant on a third-party
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Nursing home caregivers

Characteristics

- Awareness of each person's individual care needs
 - Good connection with their patients
 - Proximity to patient family
 - On-site support
 - Ensure the sound mind of the elderly
 - Long or short-term nursing supervision
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Activity program volunteers

Characteristics

- Easy to adapt to technologies
 - Patience in helping
 - Responsible for basic technical support
 - Responsible for hiring advanced technical support
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Relatives

Characteristics

- Time availability
 - Relationship with the elder
 - Provide characteristics about the elderly person
 - Warns all the hazard situation in which the elderly person might get into, due to their special condition
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3. Focus Group

Which entities will constitute our main user-base.

We chose this group of stakeholders...

Elderly people

The product is aimed mainly towards this group of people.

Nursing home employees

Provide personal care or any kind of assistance in need for the elderly.

Relatives

Can aid in over-complex tasks and operate the application with ease.
Possible remote vigilance.