

The Wisdom Window

Team

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The elderly

60+, retired, staying away (rural/urban areas) from their grown up children and grandchildren.

Problems

Identified

- Need for communication with near and dear ones
- No simple and easy to use technology for the elderly
- Language constraints (in India)
- Need something with a personal touch

Solved

- Communication with family and friends
- Introduced less intimidating technology – simple user interface
- Conforming to their habitual settings
- Sending/receiving of personal messages

The Concept

A digital window that opens into the outside world but at the same time into your personal environment, which constitutes of your family and friends. Deriving analogies with the elderly, the metaphor of the banyan tree is used, keeping in mind the simplicity, intimidating technology and incorporating a personal touch a device with easy to understand/remember.

Features

- Send / store messages
- Doodle
- Send images and pictures
- Send sound and vibrations
- Meet, talk and discuss with family and friends (group discussions)
- Graphical representations of people
- Cluster of leaves (each cluster represents different groups)
- Birds/clouds (messengers)
- Bee hives (storage for messages, dates etc.)
- The tree hollow is a place where u can doodle messages
- Family is represented by a nest, which has abstract birds (more like blobs) for each member
- When friends join in for discussion they are represented by blobs and sit around the tree
- Messages are sent in the form of the yellow fruits that fall and break into text bubbles.

