PROJECT OVERVIEW

This is a comb designed for people struggling with scalp psoriasis through constant feedback from the user base . Its form is designed considering the various types of methods users themselves use to clean their scalp and considering hair attributes like length, thickness and severity of the scabs.

INTRODUCING

Continuum Box

Pause · Rewind · Play

Timeline

STEP 1

Data Collection

- Knowns-Unknowns
- Questionnaires
- Primary interviews
- Behavioural observations
- Focus Group
- Stakeholder Mapping
- Contextual Enquiry

STEP 2

Data Segregation

- Rose, Buds and Thorns
- Clustering

STEP 3

Empathising with User

- Empathising with the User
- Persona
- Storyboard/Scenario
- Journey Map

STEP 4

Defining a Problem

- Frequency-Severity graph (pain points)
- Impact-Feasibility graph (opportunities)
- Second categorisation (clustering)
- Insight Themes + Statements

STEP 5

Reframing the Design Statement

- How might we?
- Frame Your Design Challenge

Understanding the Gaps

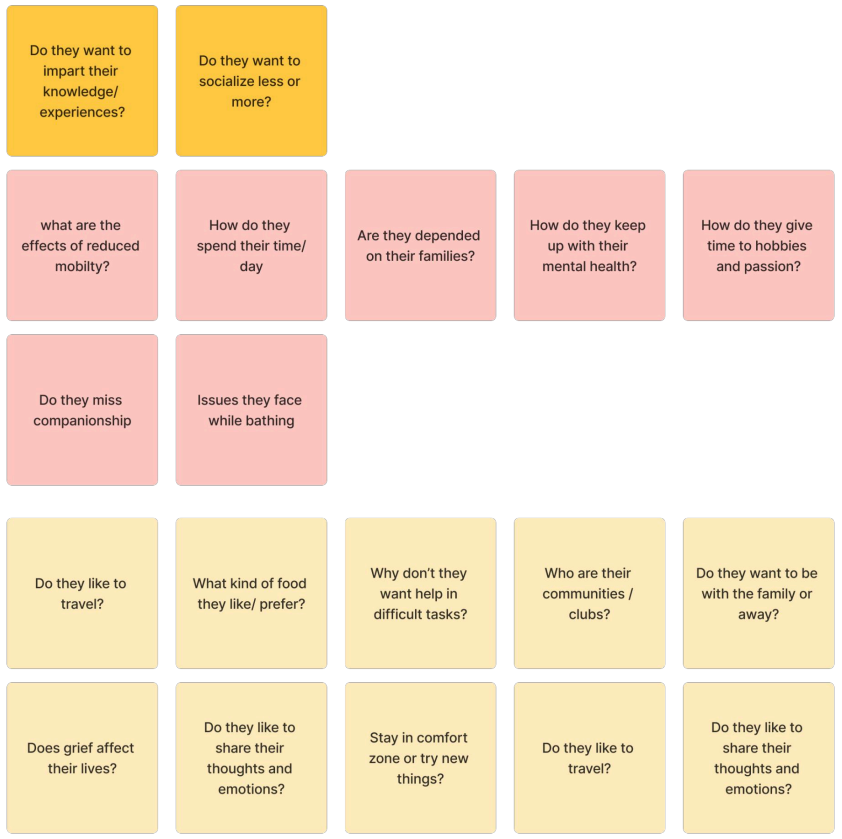
Knowns Unknowns

Categorizing knowledge and creating questions that are needed to be asked..This created the basis for the interviews

Knowns

- Deteriorating body functions
- Socially Secluded
- Lack of good/deep sleep
- Expert in their crafts
- find reasons to step out
- Religious
- Deteriorating cognitive abilities
- Feel Loneliness
- want to have good + tasty food but can't
- reduced mobility
- Difficulty with navigation
- need help with mushrooms
- likes to read news, sports, information channel
- likes to gossip
- personality change over time
- likes to sit in public spaces
- sensitive to things they weren't before
- Greying of hair
- weaker sight
- decreased mobility, joint pain decreased motor skills
- increased allergies
- loss of enamel/ tooth
- they are experts in certain tasks
- Friendly and approachable
- overwhelmed while travelling in busses/trains
- lesser attention span
- becomes a challenge to use/ learn new things
- tend to have ailments at old age
- decreased interest/resistance to change
- skeptical of new technology
- impatience with tasks
- resistance to change
- turn to some form of spirituality/ religious messaging
- likes to tell stories
- don't convey needs to avoid being a burden
- stillness leads to health issue
- prone to mental illness
- loss of confidence
- fear of being an inconvenience
- skeptical of new technology
- lifestyle that ___ prefer
- wise and experienced
- good at cooking
- appearance conscious
- sometimes are very direct and don't hold back
- skeptical of new technology

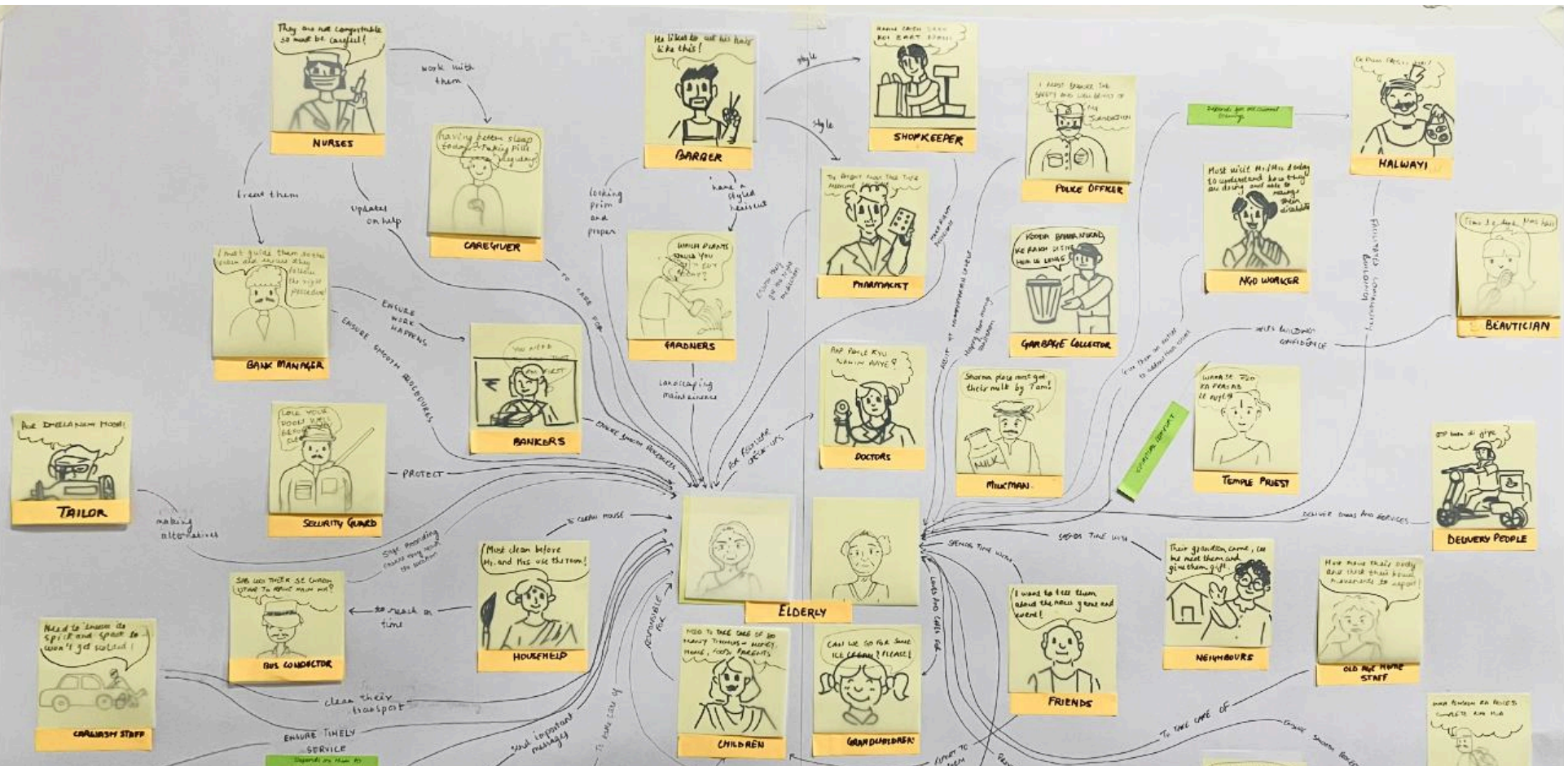
- how does reduced mobility affect their lives?
- how do they spend their time/day?
- how do they deal with being dependent on their family
- how do they keep up with their mental health (if at all)
- do they give time to their hobbies
- widows - do they miss their companions
- is society accessible
- Are there policies in place to secure them?
- do they remember phone numbers
- are they seeking more social engagements
- how do they
- increased allergies
- loss of enamel/ tooth
- they are experts in certain tasks
- Are they open to learn or will it offend them?
- Are they able to put trust in people/ products/services easily?
- How effectively can they multitask?
- Are they able to clean their house everyday?
- Do they care about the state of things around them?
- Do more fears and inhibitions set in after a certain age?
- Is there a lack of/ fear of judgement?
- How much does everyday life change with restrictions that come with age?
- Are they more prone to getting scammed?
- Does a more hectic environment suit them?

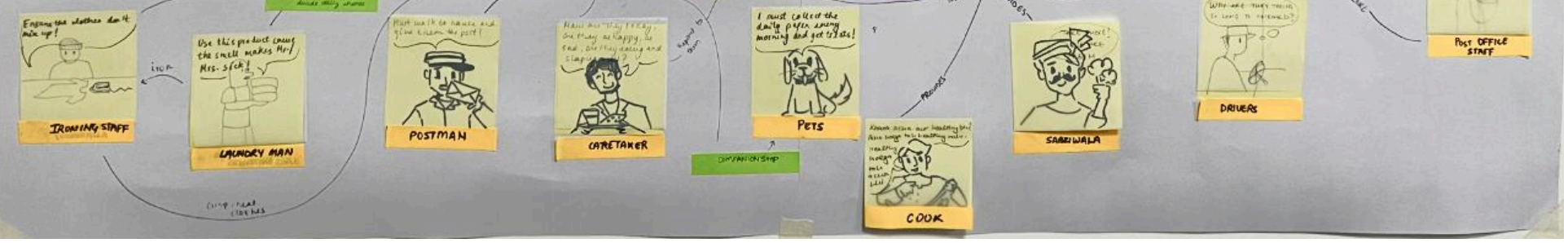


Data Collection

Stakeholder Mapping

We realized we required more data that focuses on the 'whys?' and this gave us a basis to proceed with the interviews with these questions still fresh in our minds.

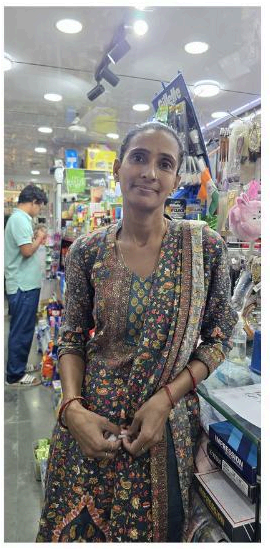




Data Collection

Primary Interviews

Interviews conducted gave perspectives on the different phases of senior citizen, their economic social class and the social surroundings they belong too. These factors formed the basis of our personas.



Persona

'I had told them that you need to water the plant less or it would die. So now we don't have that plant anymore. Or any other plant for that matter?'

Carefree Chadha

Age: 65 **Gender:** F

Behaviours

- Is bubbly, and friendly - can talk easily to the strangers
- Likes to take care of the little details
- Wants her daughter-in-law to learn how to stitch/cook better
- Tries to work around the house as much as she can

Description

Carefree Chadha, 65, is a fun, opinionated and sociable elderly woman who used to be a teacher. Now that she is retired, she spends time with her grandchildren and friends, and contribute in whatever capacity wherever she can. She likes to knit and take care of her plants in her free time.

Frustation

- When she does not get to spend enough time with her loved ones
- Not getting invited/missing a social gathering
- Not having things to do some times
- Not getting her way/say in things

Motivations

- Loves to knit something new for her grandkids every year
- Getting chance to showcase her skills
- Giving time to hobbies
- Having things to look forward to during the day

Persona

'Did you bring cutlet? I cant eat it here since no one allows me.'

A Particular Amayi

Age: 96 **Gender:** F

Behaviours

- She has very strict routine and will make caretakers help her follow it wether its in her capablity or not.
- She argues with her caregivers on certain tasks wether it is done or not because of her memory issues. Her kids resolve it by looking at camera.
- She likes her morning walks to get sunshine and movement.
- She remembers her past more and mixes it with the present.
- She likes cutlet but is not allowed to eat it so loves it when her guests bring them

Description

- This is Amayi. She is 92 years old and require assistance in her home.
- She has three helpers who take shifts in caring .
- One cooks and cleans while other take turns helping her.
- She requires 2 people to help her.
- Her children are abroad and visit her once a year.
- They renovated the house to watch over her .

Frustation

- She wants control over her routine and life
- Says she is frustated with her caregivers
- Wants her loved ones to be around more.
- They dont give her favourite foods.
- acknowledges her memory loss and self conflicted about her perception of reality.
- Difficulty maintaining proper nutrition.
- Have to change diaper 2-3 times a day
- Doesn't like wheelchair cause of joint pain

Motivations

- She loves her walks and outside.
- Likes watching her serials.
- Loves when people come over for her favourite dishes

Persona

'I mean I would like to retire but that is not really an option for me, or how would I survive?'

Independent Indar

Age: 67 **Gender:** M

Behaviours

- Likes to observe people around him and remembers small details
- Continue to work as a habit
- Naïve and believes people easily.
- Carries cash

Description

- Indar is working man from a lower income group fixed in his ways and is not looking for a lifestyle change.
- Has a bhel stall outside college
- He doesn't indulge in luxuries
- Lives with his spouse

Frustation

- Not being able to make enough money
- Medical issues from indulgences
- Doesn't trust scam calls hence does not carry phone

Motivations

- Safety net to fallback
- Like to spend their time at work
- Likes to contribute to household in order to survive

Empathising with User

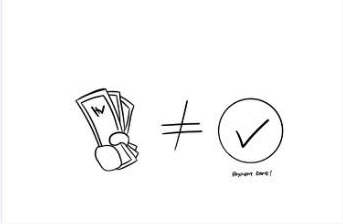
Initial Storyboards

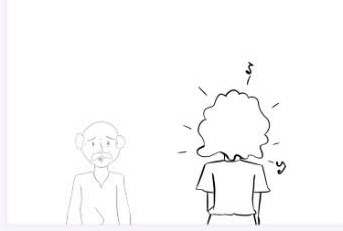
A hardworking street vendor grappling with the challenges of digital transactions,

Storyboard

Independent Indar

changing customer habits, and the fear of his lifelong expertise becoming obsolete.





Can't feed myself with digital cash

I wake up everyday to go to work because it gives me a sense of purpose and structure to my day. My earnings have declined since the advent of UPI and PayTM. I particularly do not trust the people to be honest about paying money digitally. I can't hold it physically, therefore it isn't there.

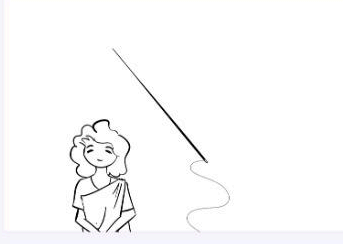
What will happen to my legacy?

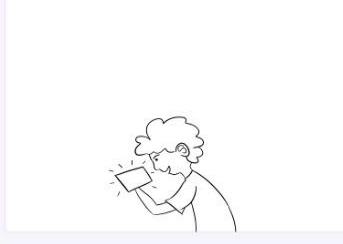
I have the best bhel in this locality, even the customers say so. But every now and then they say this AI will make it better than I do. Is that how advanced technology will become that my years of expertise mean nothing? Who will I even pass the recipe down to?

Disposable Conversations

My stall used to be a good place for students to stop and chat over a plate of bhel. But now everyone is stuck to the screens of their phones, and anyone barely ever talks.

Carefree Chadha





Being Left Out

I love seeing my friends everyday, but recently I saw this WhatsApp story of them hanging out together while I was not invited there. It felt like a punch to the gut. Maybe they are more closer in their age that's why they hang out together more frequently than I do. I wish there were people my age too so I would not feel casted out.

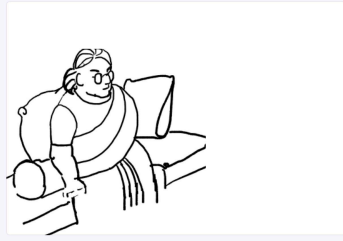
Who to share my skills with?

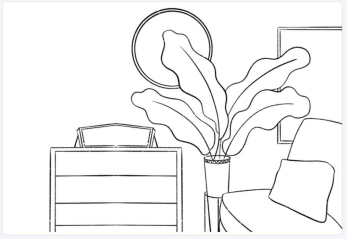
I always tell my daughter in law to learn how to stitch - maybe this could be some shared hobby for both of us. But she always brushes me off by saying she does not have time for this. I understand though, I was also working but I wish I could share the learning with someone.

Engage Grandchildren

My grandkids are so glued to their iPads always, I don't even know how to get them engaged into something that is not confined to a screen.

A Particular Amayi





Am I just blabbering?

My caretaker asked me about some ritual, so I started telling her about it, but mid-way she lost interest and started scrolling through her phone. Why would she even ask me a question of she doesn't want to listen at all?

Haath ka Swaad

I want to cook my favourite dishes but due to my health, I can neither stand up for longer periods, nor can I have those dishes. But I wish at least someone would take interest in learning how to cook, some little tips and tricks to make things better.

My house, my rules

I used to know every little detail of my home —where the spices are kept, how to fold the blankets just right, which plants need extra care in winter. Now, the helpers do it all, and when I try to correct them, they smile and say, "You rest, Amayi." But I don't want to rest all the time. I want to be part of my own home, not just a guest in it.

Data Segregation

Rose Bud Thorns

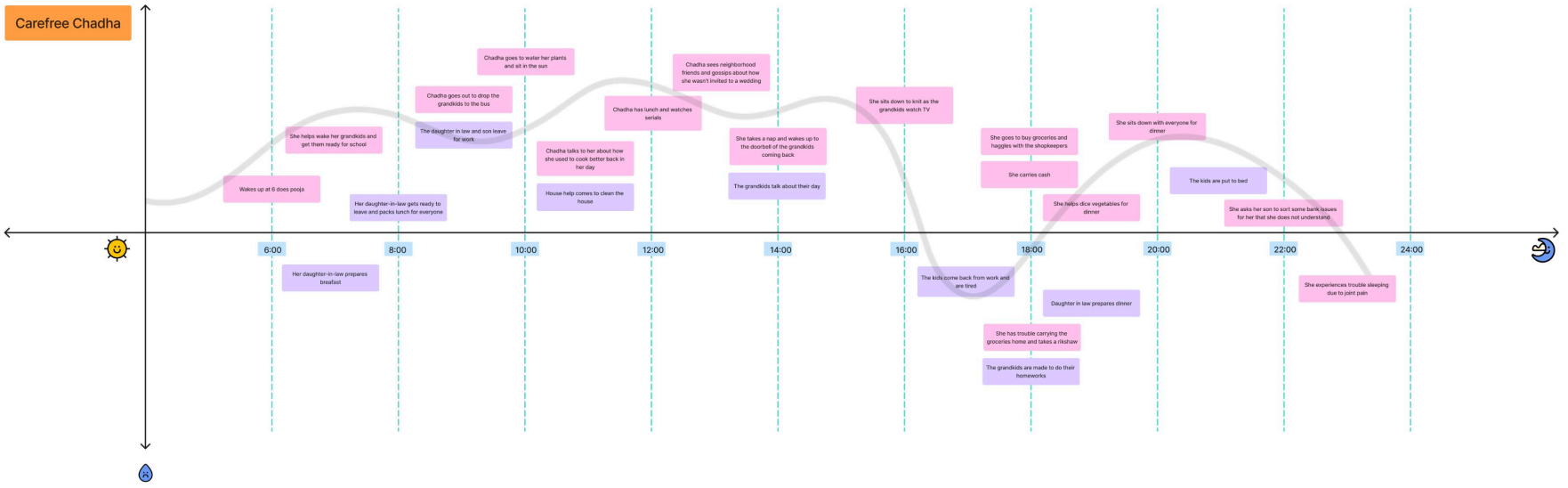
Categorizing our primary research data into rose thorns and buds according to similar successes, pain points and opportunities

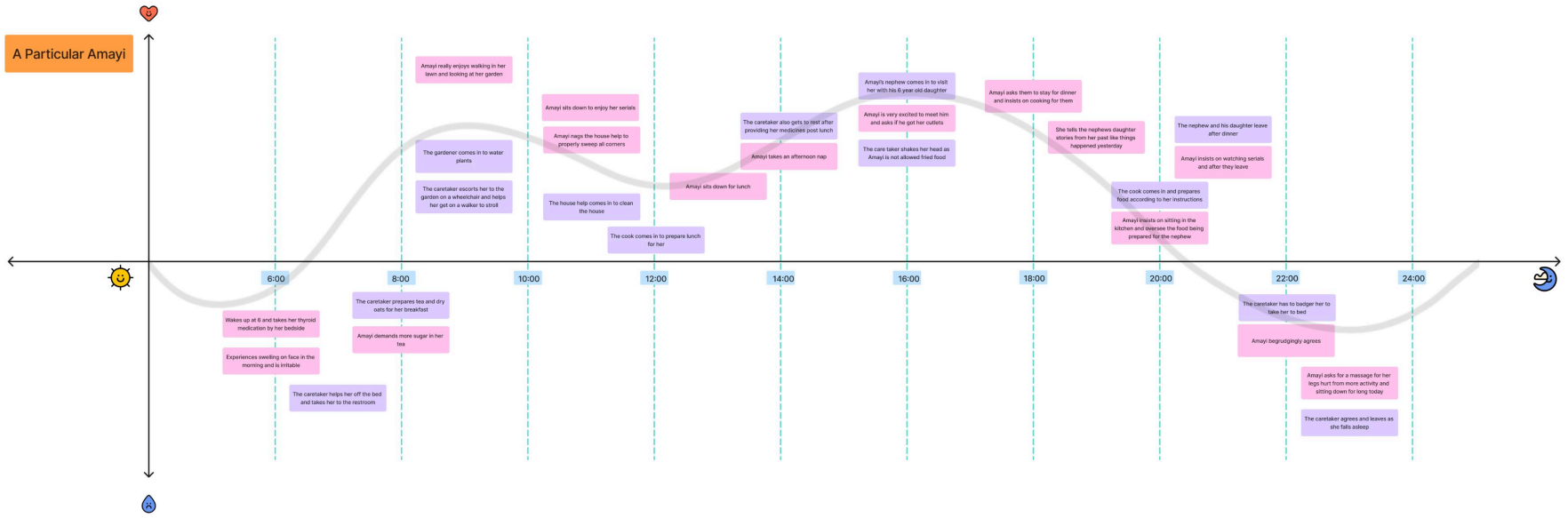
Empathizing with User

User Journey

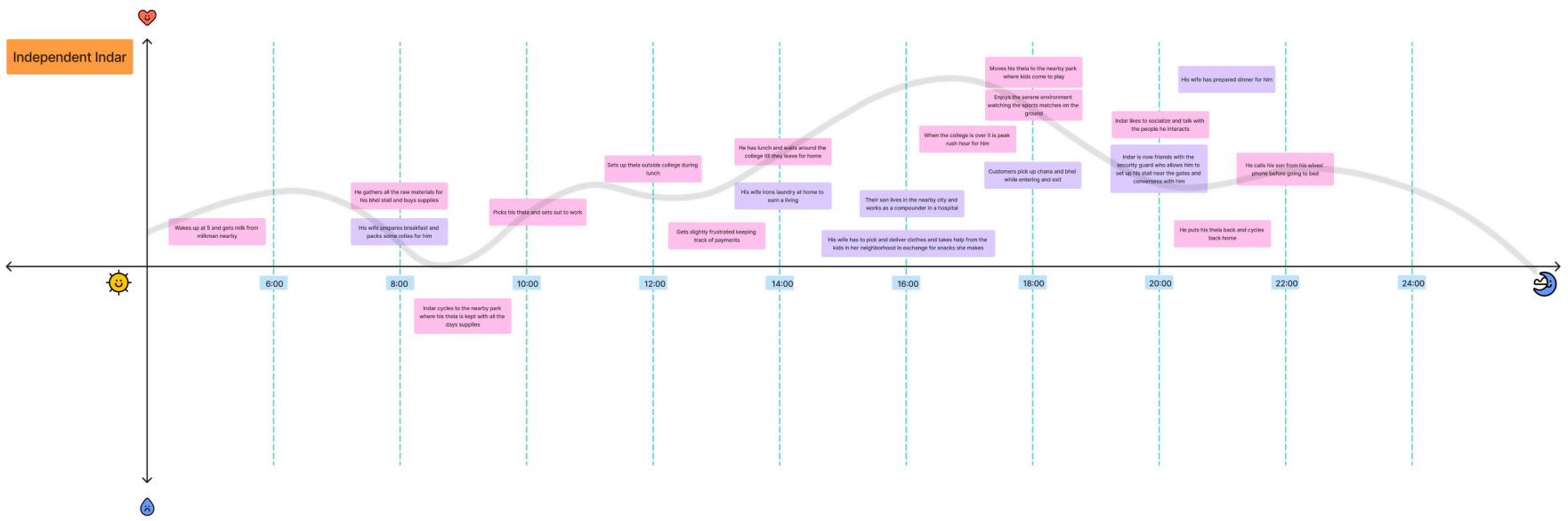
Combining interview details into three maps.

Journey Map





Journey Map



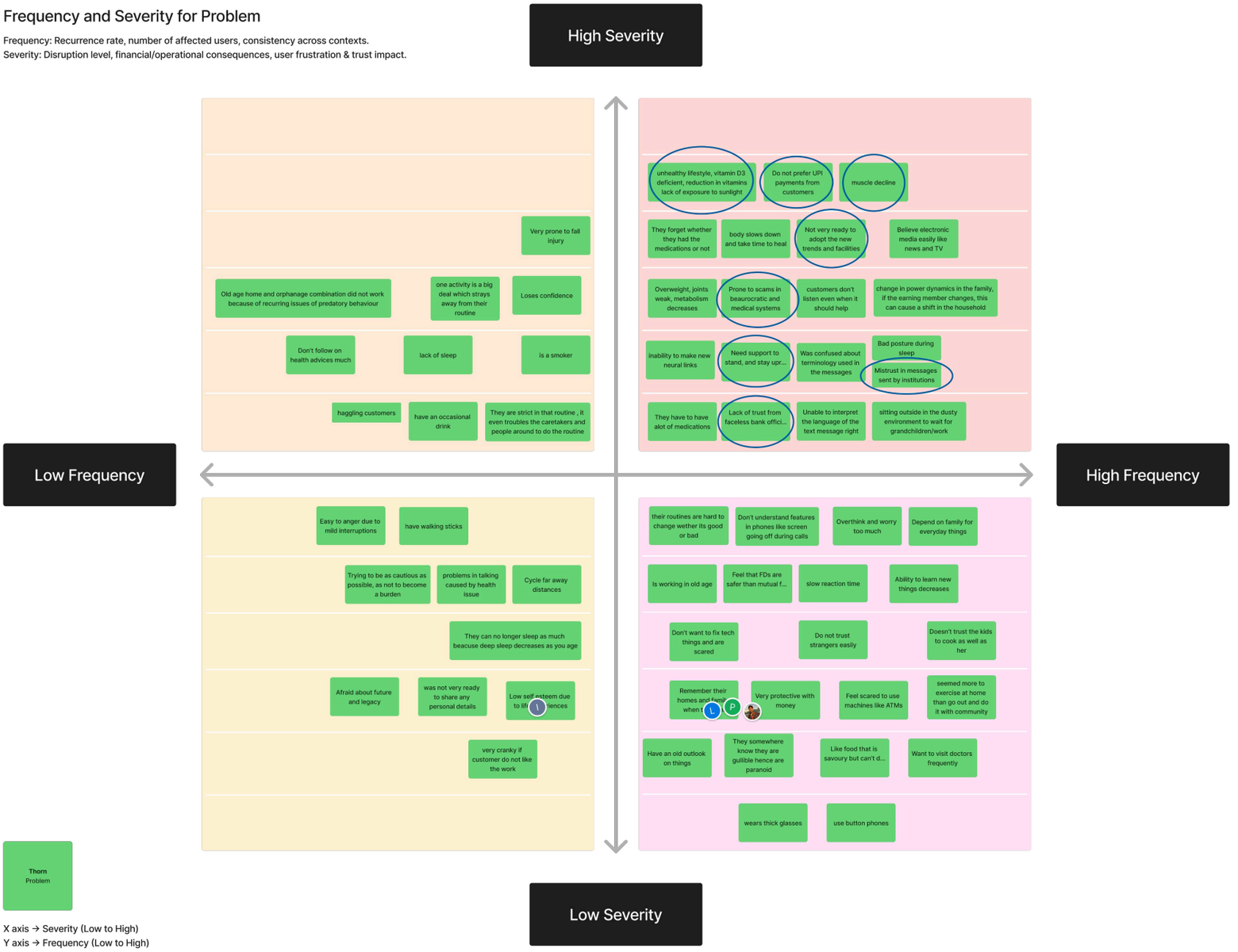
Defining a Problem

Frequency-Severity Graph

To refine our insights further, we used a prioritization matrix to categorize Thorns (Pain Points) they were mapped on a Frequency-Severity Graph.

Frequency and Severity for Problem

Frequency: Recurrence rate, number of affected users, consistency across contexts.
Severity: Disruption level, financial/operational consequences, user frustration & trust impact.



X axis → Severity (Low to High)
Y axis → Frequency (Low to High)

Defining a Problem

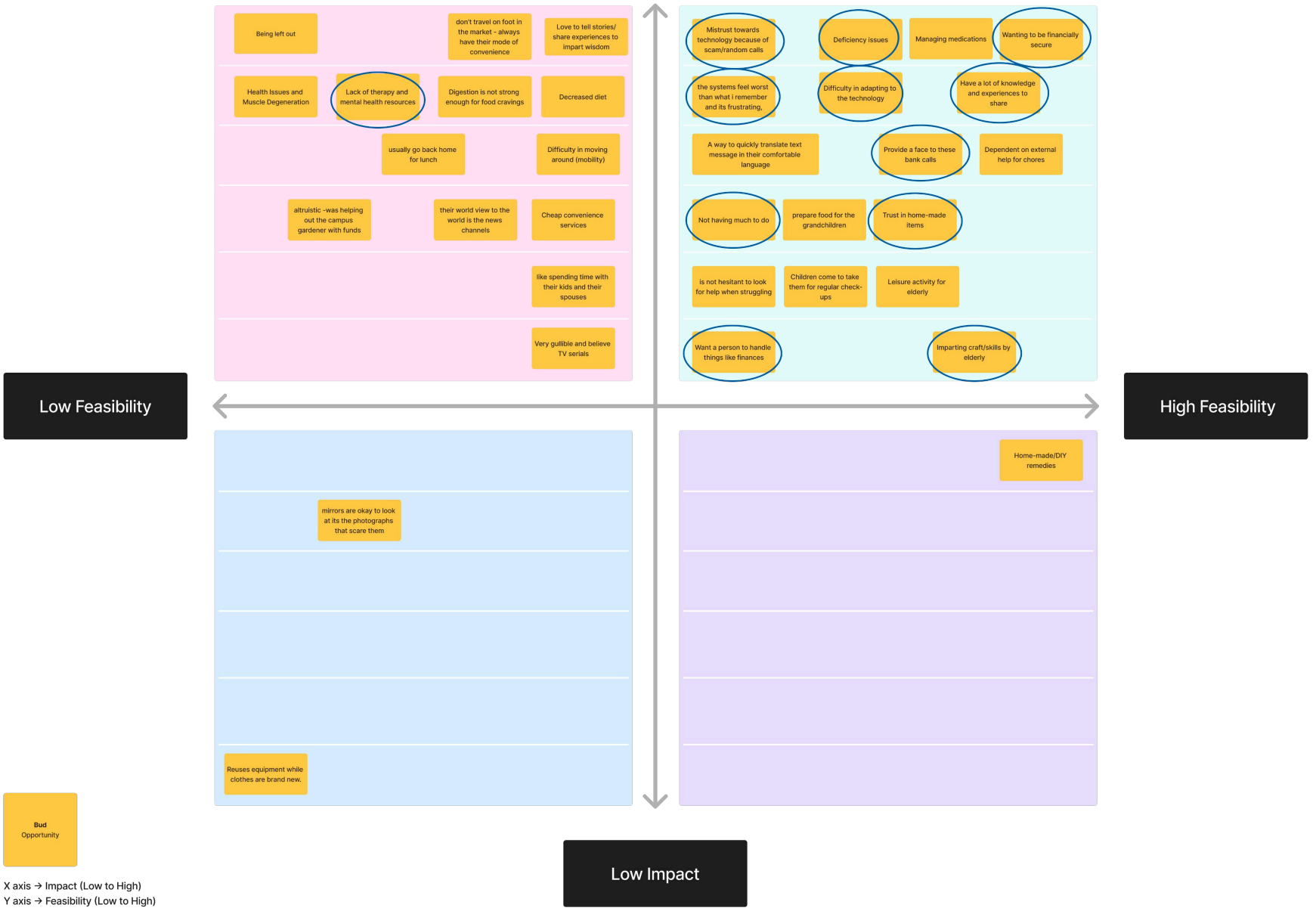
Feasibility-Impact Graph

The opportunities were assessed using a Feasibility-Impact Graph. to filter out the promising opportunities with maximum user benefit, and long-term sustainability

Feasibility and Impact for Opportunities

Feasibility: Availability of resources, technical complexity, dependencies.
Impact: Business value, user benefit, long-term sustainability.

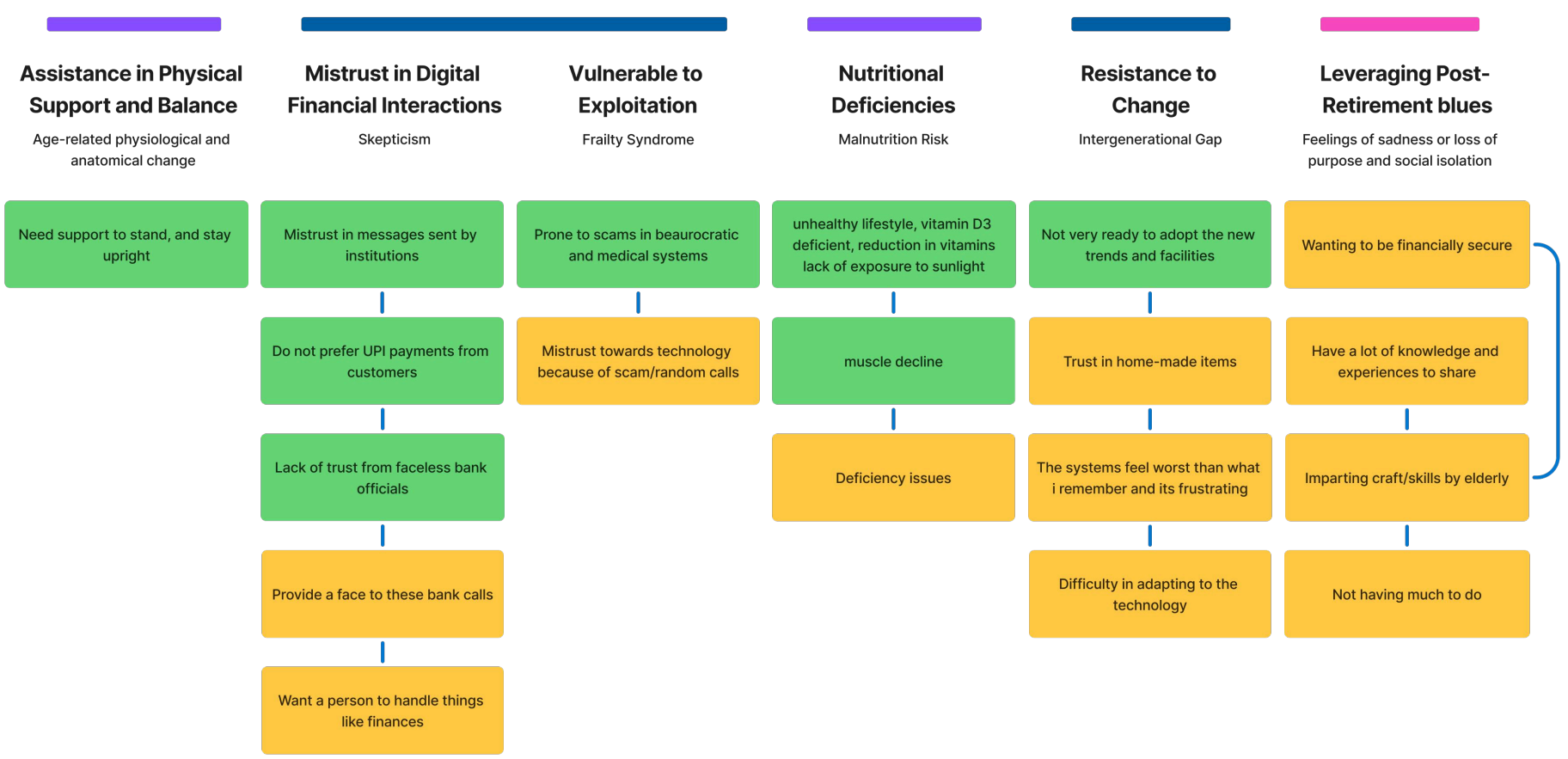
High Impact



X axis → Impact (Low to High)
Y axis → Feasibility (Low to High)

Findings and Reasoning

Deriving Insights

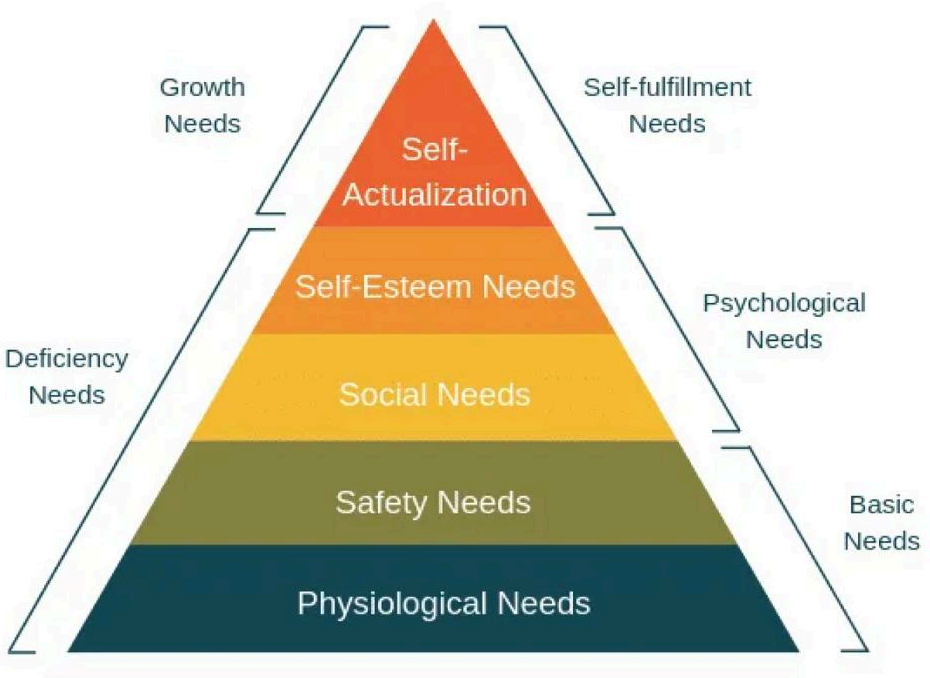


Defining the Problem

Findings and Reasoning

Maslow's Hierarchy of Needs

Most of the problems solved for elderly focus on Basic and Psychological Needs, while very few problems are focused on self-fulfilment needs.



Eger, A. O., & Mulhof, H. (2013). Product design for elderly, using their formative years, their age effect and the influence of the present. Chinese Journal of Design Zhuangshi.

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Findings and Reasoning

Erikson's Psychosocial Stages

Stage	Basic Conflict	Virtue	Description
Infancy 0–1 year	Trust vs. mistrust	Hope	Trust (or mistrust) that basic needs, such as nourishment and affection, will be met
Early childhood 1–3 years	Autonomy vs. shame/doubt	Will	Develop a sense of independence in many tasks
Play age 3–6 years	Initiative vs. guilt	Purpose	Take initiative on some activities—may develop guilt when unsuccessful or boundaries overstepped
School age 7–11 years	Industry vs. inferiority	Competence	Develop self-confidence in abilities when competent or sense of inferiority when not
Adolescence 12–18 years	Identity vs. confusion	Fidelity	Experiment with and develop identity and roles
Early adulthood 19–29 years	Intimacy vs. isolation	Love	Establish intimacy and relationships with others
Middle age 30–64 years	Generativity vs. stagnation	Care	Contribute to society and be part of a family
Old age 65 onward	Integrity vs. despair	Wisdom	Assess and make sense of life and meaning of contributions

Erik Erikson's psychosocial theory highlights the stage of Ego Integrity vs. Despair, where elderly individuals reflect on their lives, seeking meaning and fulfillment. In our project, this stage is crucial as we address their need for purpose, social connection, and opportunities to share their wisdom, preventing feelings of isolation and regret.

9.55 crore people in india were employed in the organised sector in 2019-20

Almost 1 in 3 retirees say they feel depressed

Directorate General of Employment. (2023, July). Employment situation in India - July 2023. Ministry of Labour & Employment, Government of India. https://dge.gov.in/dge/sites/default/files/2023-07/Employment_Situation_in_India_July_2023.pdf

Pabón-Carrasco, M., Ramirez-Baena, L., López Sánchez, R., Rodríguez-Gallego, I., Suleiman-Martos, N., & Gómez-Urquiza, J. L. (2020, September). Prevalence of depression in retirees: a meta-analysis. In Healthcare (Vol. 8, No. 3, p. 321). Mdpi.

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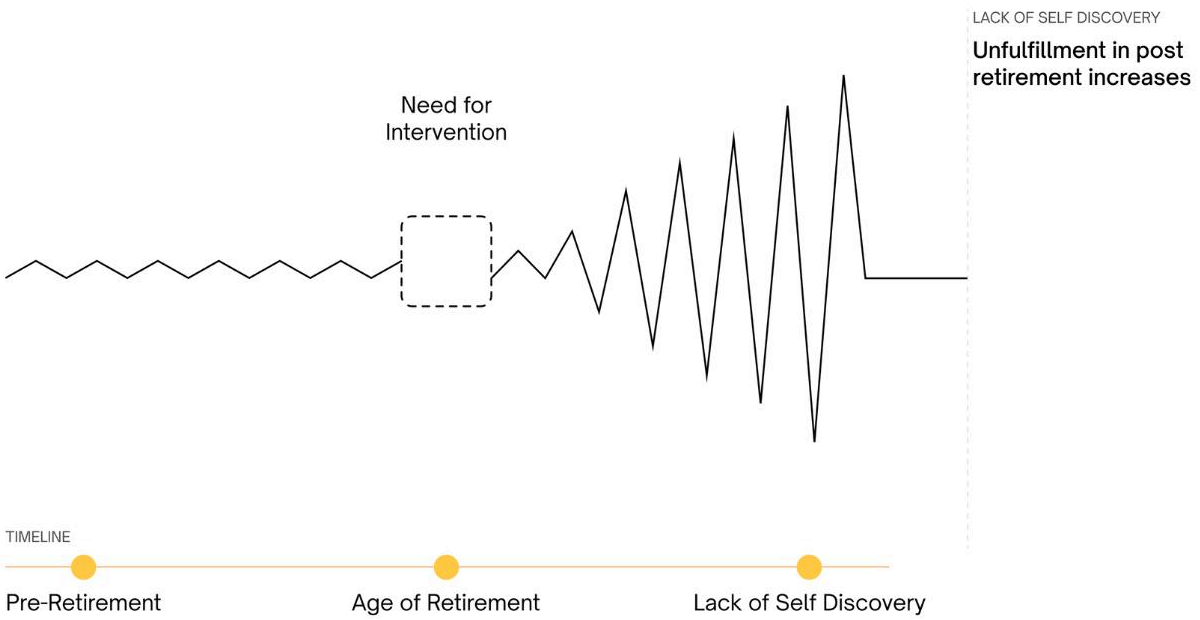
Explaining the Problem

A Day in the Life of Retirees

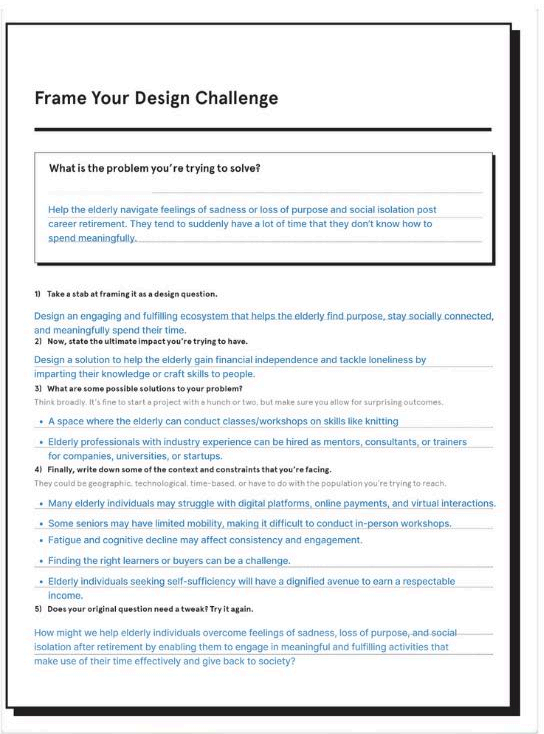
Explaining the Problem

What we Identified



Explaining the Problem

What we Identified



Frame Your Design Challenge

What is the problem you're trying to solve?

Help the elderly navigate feelings of sadness or loss of purpose and social isolation post career retirement. They tend to suddenly have a lot of time that they don't know how to spend meaningfully.

1) Take a stab at framing it as a design question.

Design an engaging and fulfilling ecosystem that helps the elderly find purpose, stay socially connected, and meaningfully spend their time.

2) Now, state the ultimate impact you're trying to have.

Design a solution to help the elderly gain financial independence and tackle loneliness by imparting their knowledge or craft skills to people.

3) What are some possible solutions to your problem?

Think broadly. It's fine to start a project with a hunch or two, but make sure you allow for surprising outcomes.

- A space where the elderly can conduct classes/workshops on skills like knitting
- Elderly professionals with industry experience can be hired as mentors, consultants, or trainers for companies, universities, or startups.

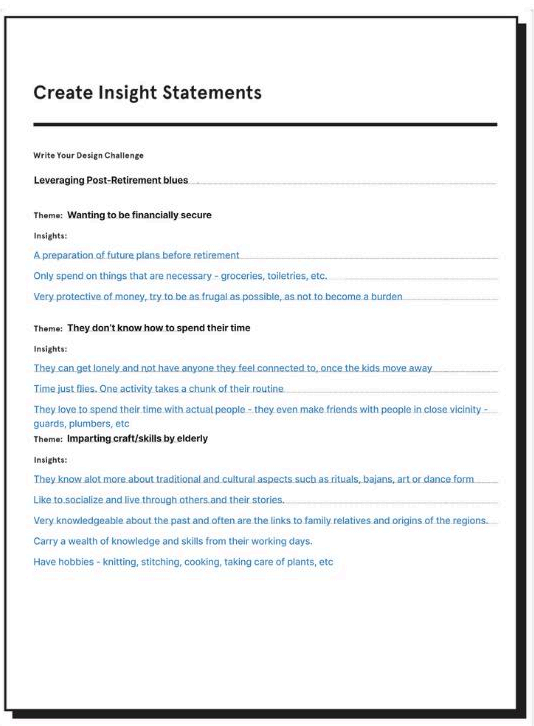
4) Finally, write down some of the context and constraints that you're facing.

They could be geographic, technological, time-based, or have to do with the population you're trying to reach.

- Many elderly individuals may struggle with digital platforms, online payments, and virtual interactions.
- Some seniors may have limited mobility, making it difficult to conduct in-person workshops.
- Fatigue and cognitive decline may affect consistency and engagement.
- Finding the right learners or buyers can be a challenge.
- Elderly individuals seeking self-sufficiency will have a dignified avenue to earn a respectable income.

5) Does your original question need a tweak? Try it again.

How might we help elderly individuals overcome feelings of sadness, loss of purpose, and social isolation after retirement by enabling them to engage in meaningful and fulfilling activities that make use of their time effectively and give back to society?



Create Insight Statements

Write Your Design Challenge

Leveraging Post-Retirement blues

Theme: Wanting to be financially secure

Insights:

A preparation of future plans before retirement

Only spend on things that are necessary - groceries, toiletries, etc.

Very protective of money, try to be as frugal as possible, as not to become a burden

Theme: They don't know how to spend their time

Insights:

They can get lonely and not have anyone they feel connected to, once the kids move away

Time just flies. One activity takes a chunk of their routine

They love to spend their time with actual people - they even make friends with people in close vicinity - guards, plumbers, etc

Theme: Imparting craft/skills by elderly

Insights:

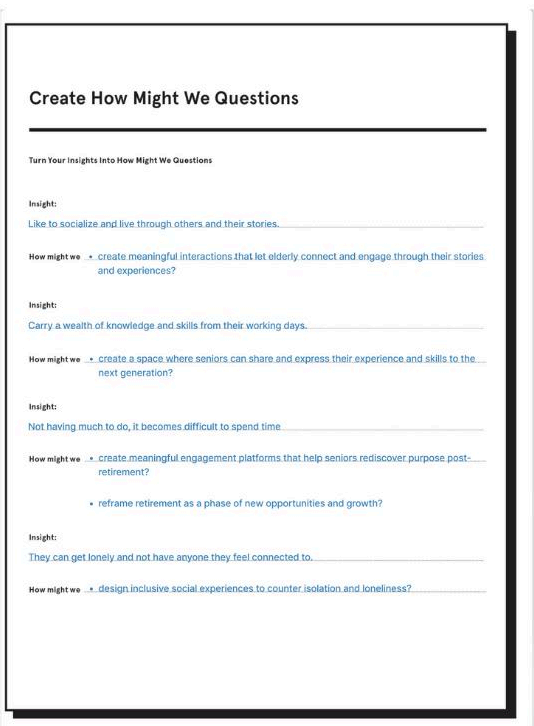
They know alot more about traditional and cultural aspects such as rituals, bajans, art or dance form

Like to socialize and live through others and their stories.

Very knowledgeable about the past and often are the links to family relatives and origins of the regions.

Carry a wealth of knowledge and skills from their working days.

Have hobbies - knitting, stitching, cooking, taking care of plants, etc



Create How Might We Questions

Turn Your Insights Into How Might We Questions

Insight:

Like to socialize and live through others and their stories.

How might we • create meaningful interactions that let elderly connect and engage through their stories and experiences?

Insight:

Carry a wealth of knowledge and skills from their working days.

How might we • create a space where seniors can share and express their experience and skills to the next generation?

Insight:

Not having much to do, it becomes difficult to spend time

How might we • create meaningful engagement platforms that help seniors rediscover purpose post-retirement?

• reframe retirement as a phase of new opportunities and growth?

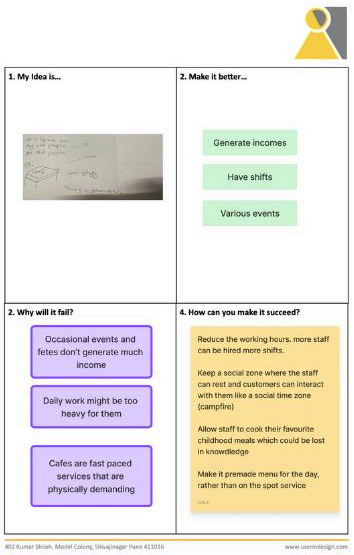
Insight:

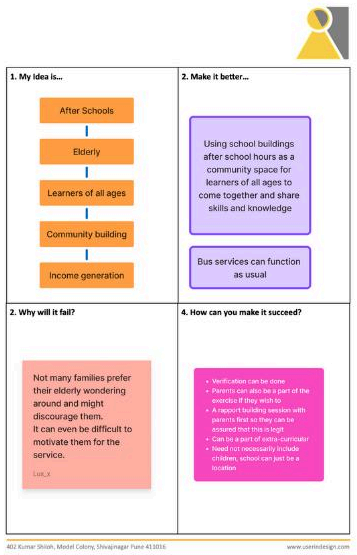
They can get lonely and not have anyone they feel connected to.

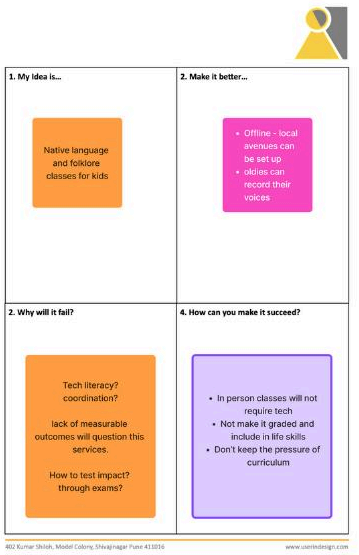
How might we • design inclusive social experiences to counter isolation and loneliness?

Brainstorming

Round Robin







Problem Statement

How might we reframe retirement as a phase of new opportunities and growth?

Empathising with User

Persona

I have so much time on my hands now, I don't know what to do.

Restless Ramita

AGE
61
LOCATION
Kanpur
MARITAL STATUS
Married

TECH SAVVY

BOREDOM LEVEL

FULFILMENT

Ramita is a recent retiree from her job in public administration. Post-retirement, her days feel painfully long, she used to have structured schedules and daily problem-solving, she now finds herself restless and disconnected, scrolling endlessly with no real engagement.

Empathising with User

Persona

Office mai at least kaam toh tha.
Ab kya hi karu?

Isolated Ishwarlal

AGE
65
LOCATION
Lucknow
MARITAL STATUS
Married

TECH SAVVY

BOREDOM LEVEL

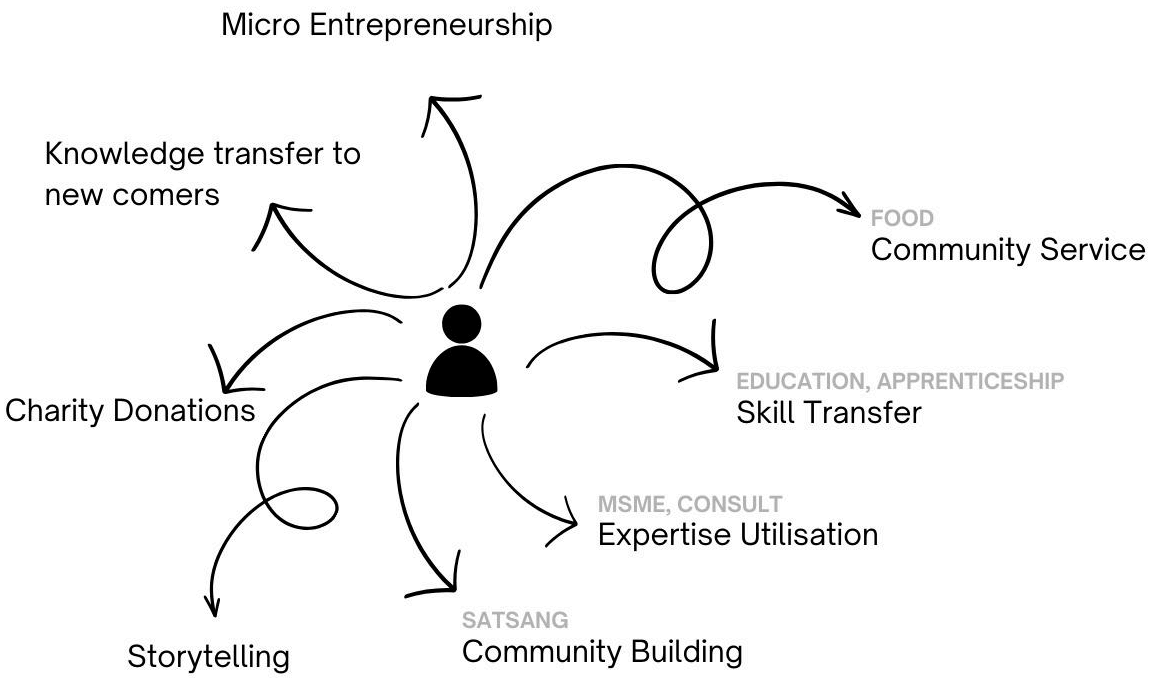
FULFILMENT

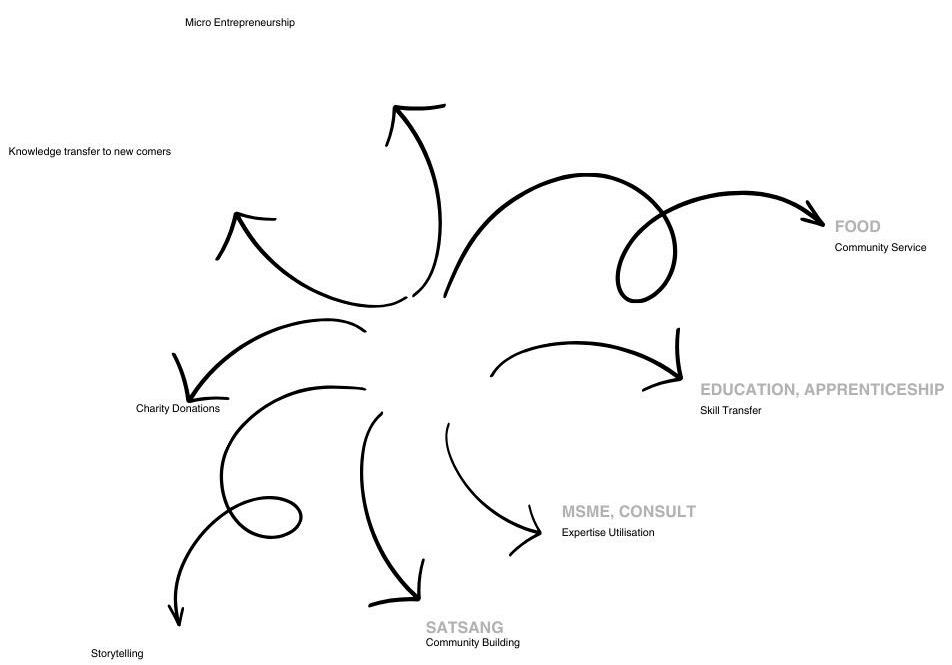
Ishwarlal spent decades immersed in structured work and routine. Now, the silence at home feels deafening and retirement has been overwhelming. With no workplace, colleagues, or purpose to anchor his day, he often reminisces about the buzz of office life. His sense of identity feels very alien.

Ideation

Brainstorming

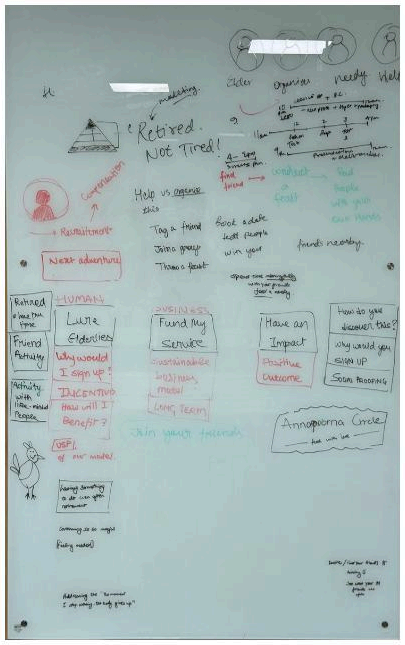
Converging the Ideas

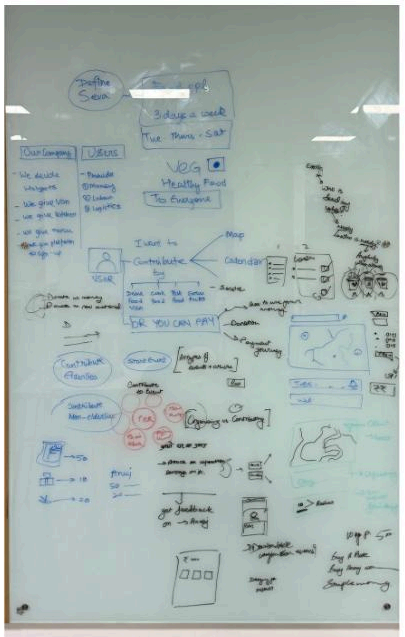


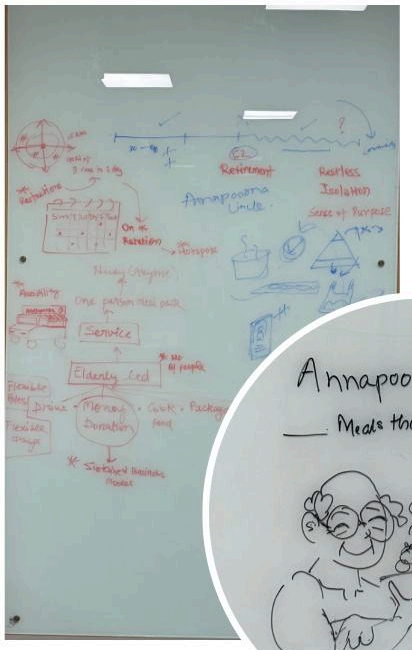


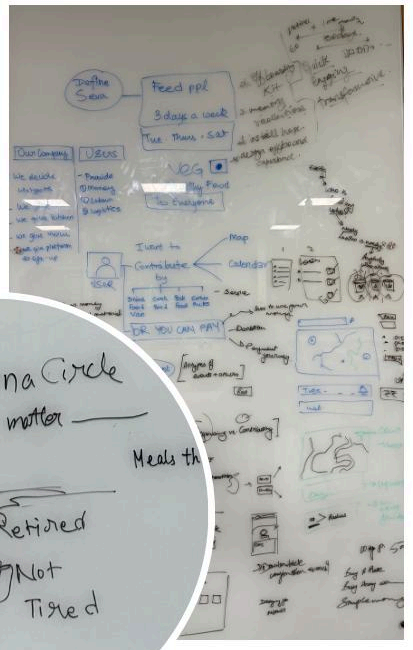
Early Concept

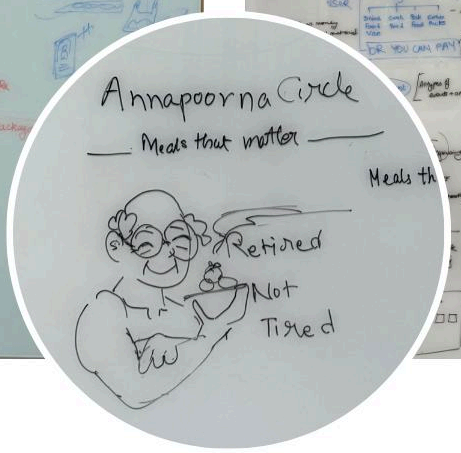
Annapoorna Circle

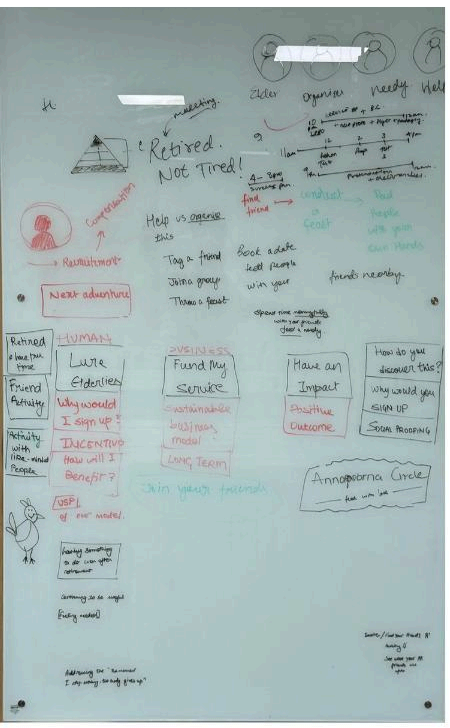


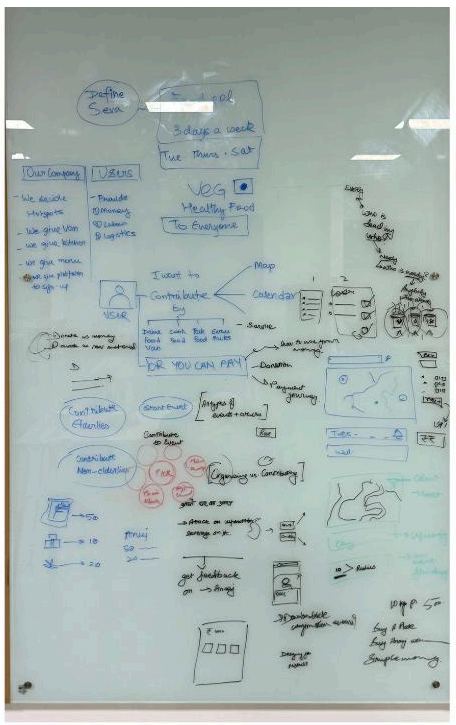


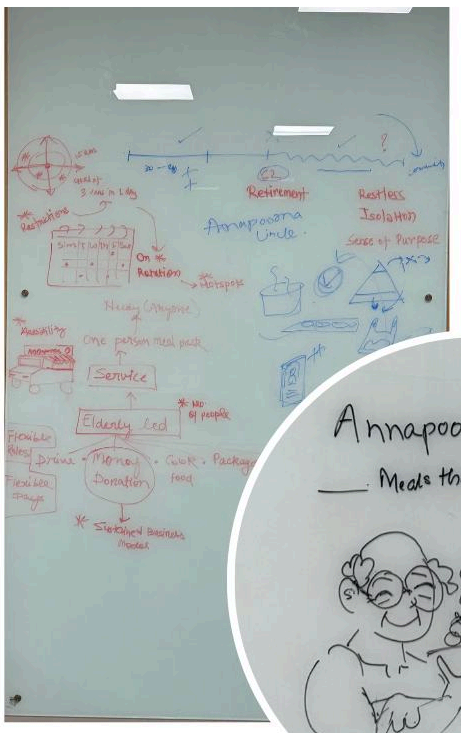


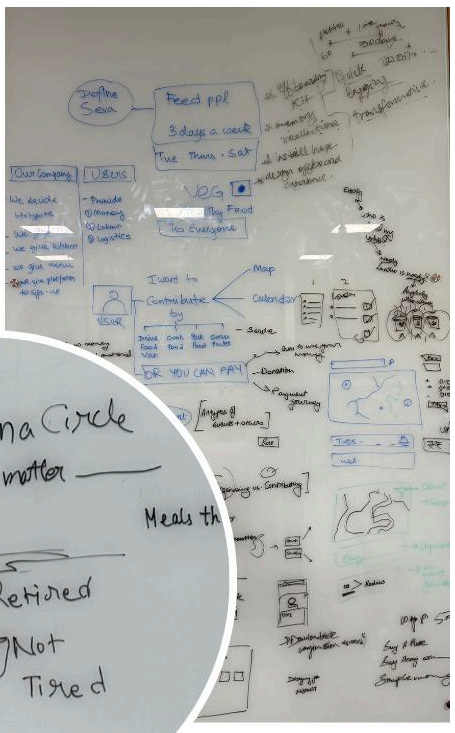


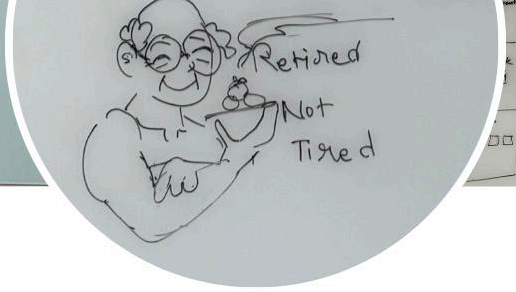




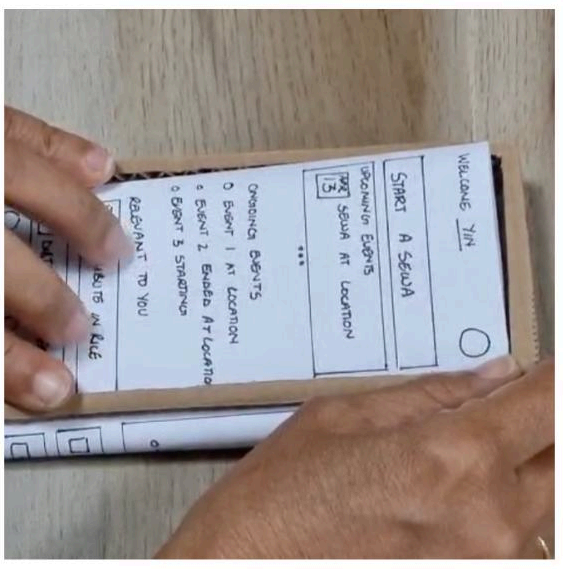






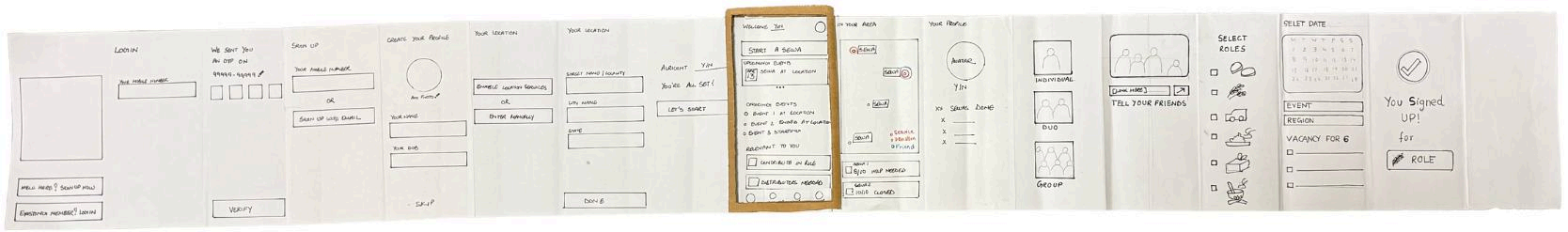


Empathise Ideate **Prototype** Solution Test



Why was it scraped?

- Attempted to address multiple large issues at once, diluting focus and impact
- The problem space was too broad and system-dependent, limiting feasibility
- Relied heavily on voluntary goodwill, which posed sustainability challenges

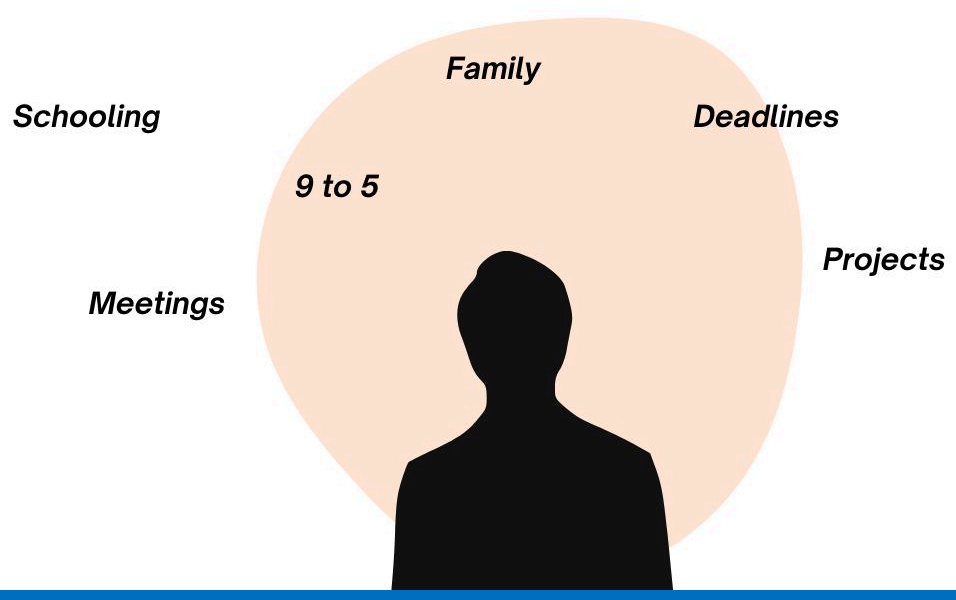


Problem Statement

How might we reframe retirement as a phase of new opportunities and growth?

Empathise Ideate • *Diverge* *Converge* • Prototype Solution Test

Retirement today is often treated as an end, an exit from productivity and identity, rather than a gateway to renewal, reflection, and personal growth. This causes emotional disorientation, loss of self-worth, and a missed opportunity for elderlies to creatively re-engage with life.



Formulating the Solution

Final Concept

Title	Concept Description
‘Continuum Box’	We are a company that helps retiring elderly individuals navigate the emotional transition out of work-life through a personalized offboarding experience designed to reflect on the past, rediscover the self, and stay relevant in the next chapter.

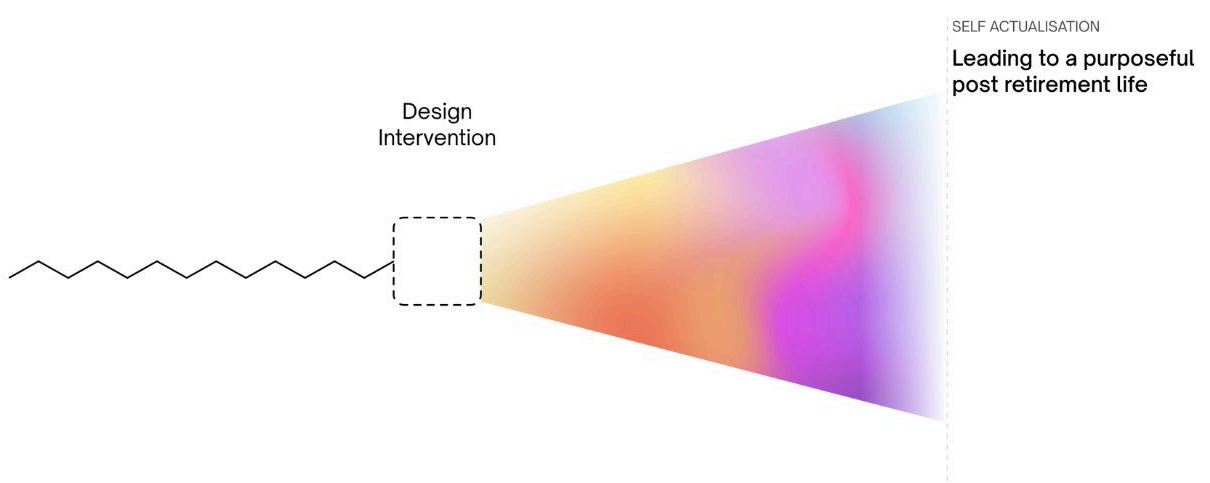
Reflect on where you’ve been.

Understand what’s within.

Step into what’s next.

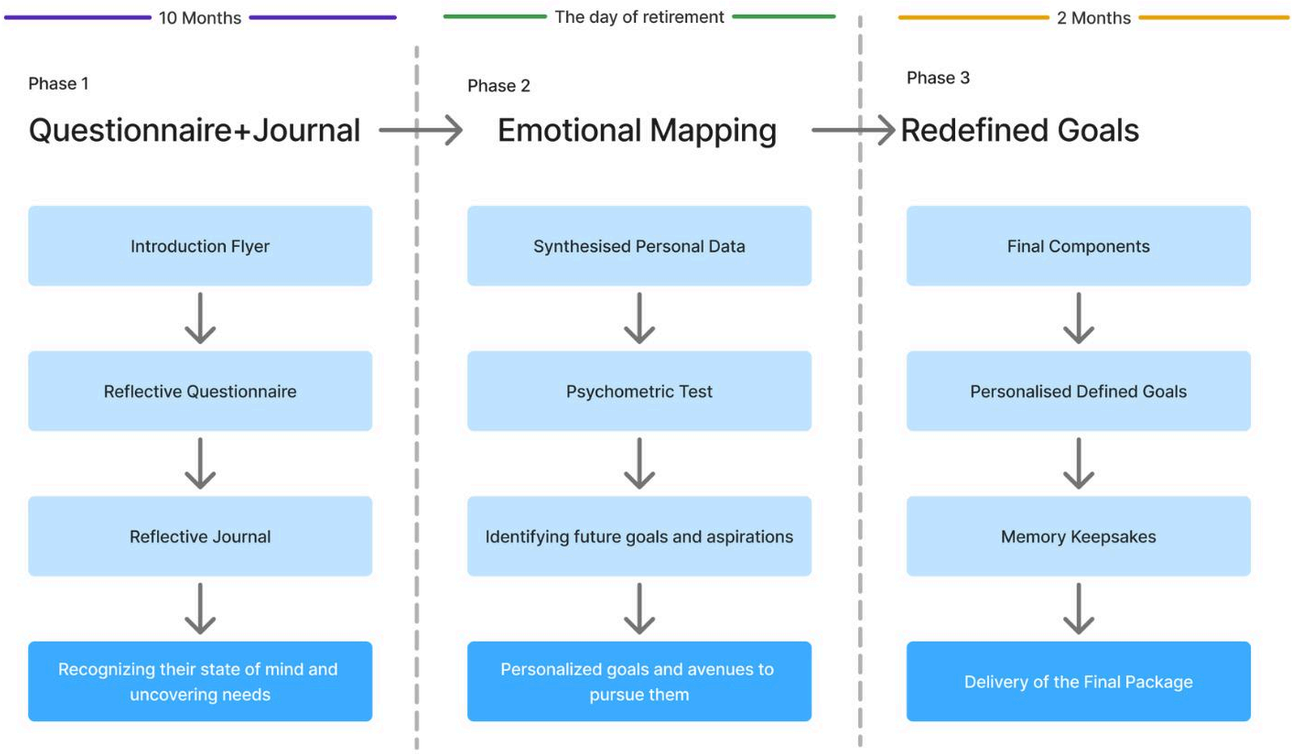
How we are Intervening

Proposed Solution

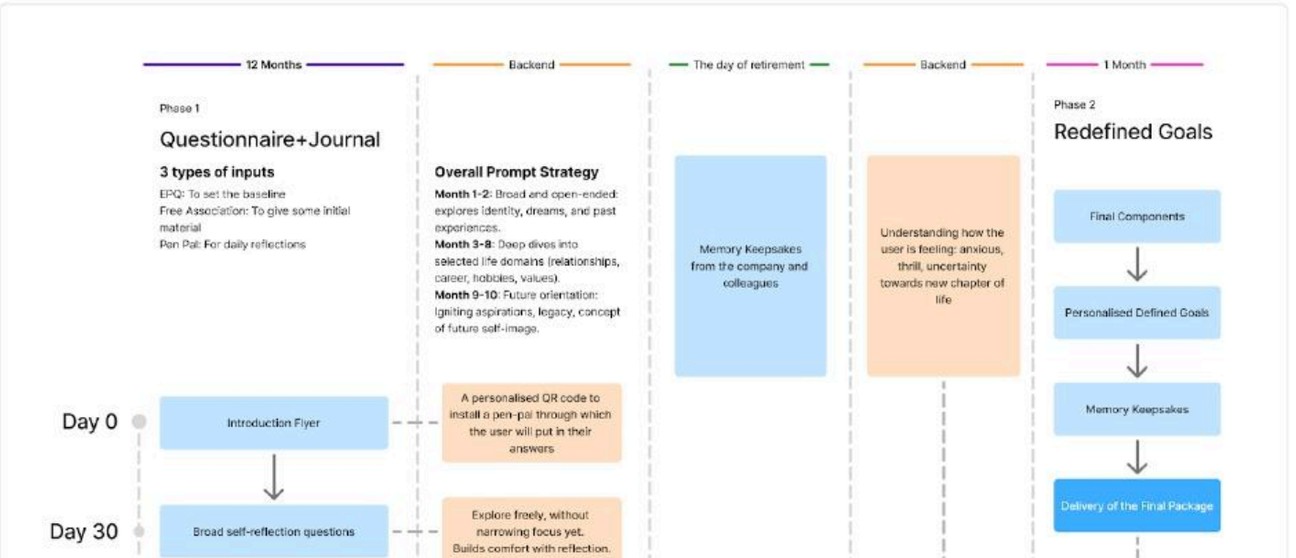


Empathise Ideate Prototype **Solution** Test

Strategy



How does it work?



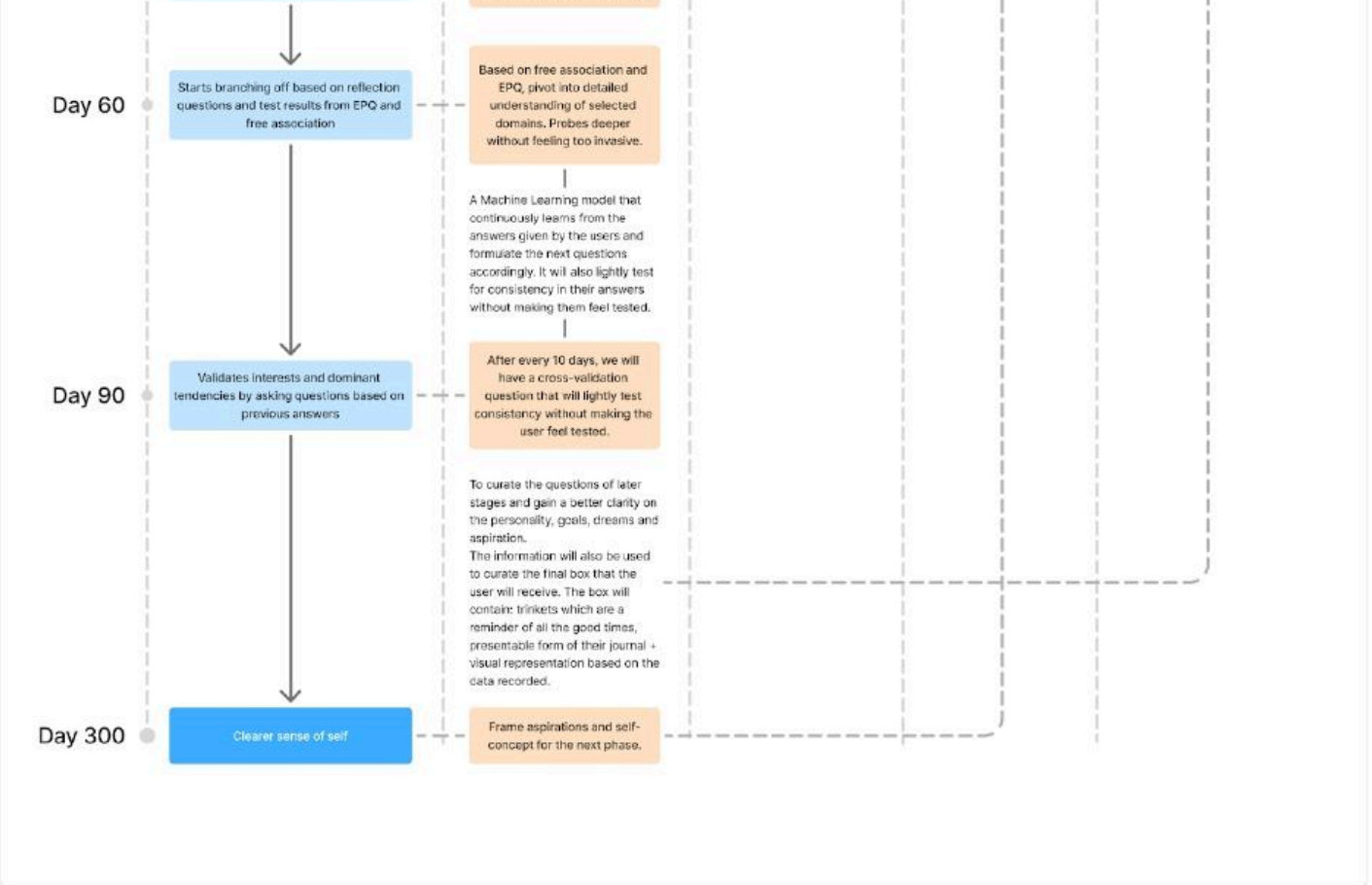
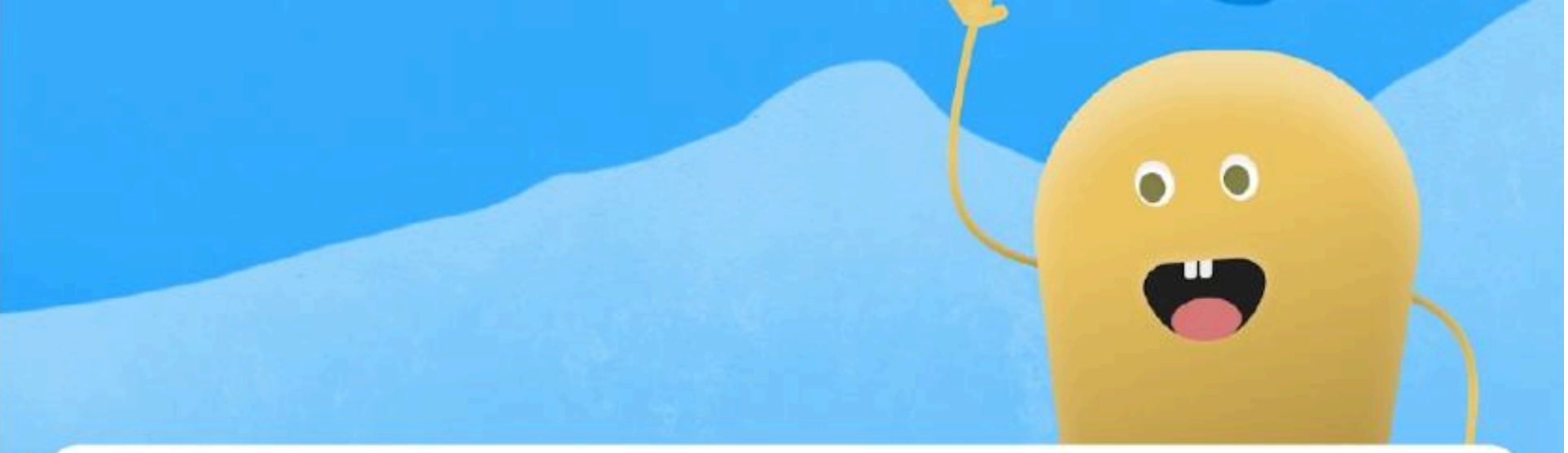


Fig. 31 The Working Mechanism

Retiring eh?

As you prepare for a well-earned retirement next year, we want to walk this journey with you, not just to say goodbye, but to say ***"what's next?"***

Continuum Box™



Scan to access the Pen Pal

We've created PenPal, a private, invite-only journal experience just for you.

Pause. Reflect. Play.

Each week, you'll get prompts that gently help you explore what truly matters to you. It's your space, and your story.

For illustration purposes only

Future Flickers
"What's next on your stage?"

1. What's one thing you've been waiting to do 'once I retire'?
2. If the future sent you a postcard from a year ahead, what would you want it to say?
3. What scares you a little bit about retiring?

My future feels

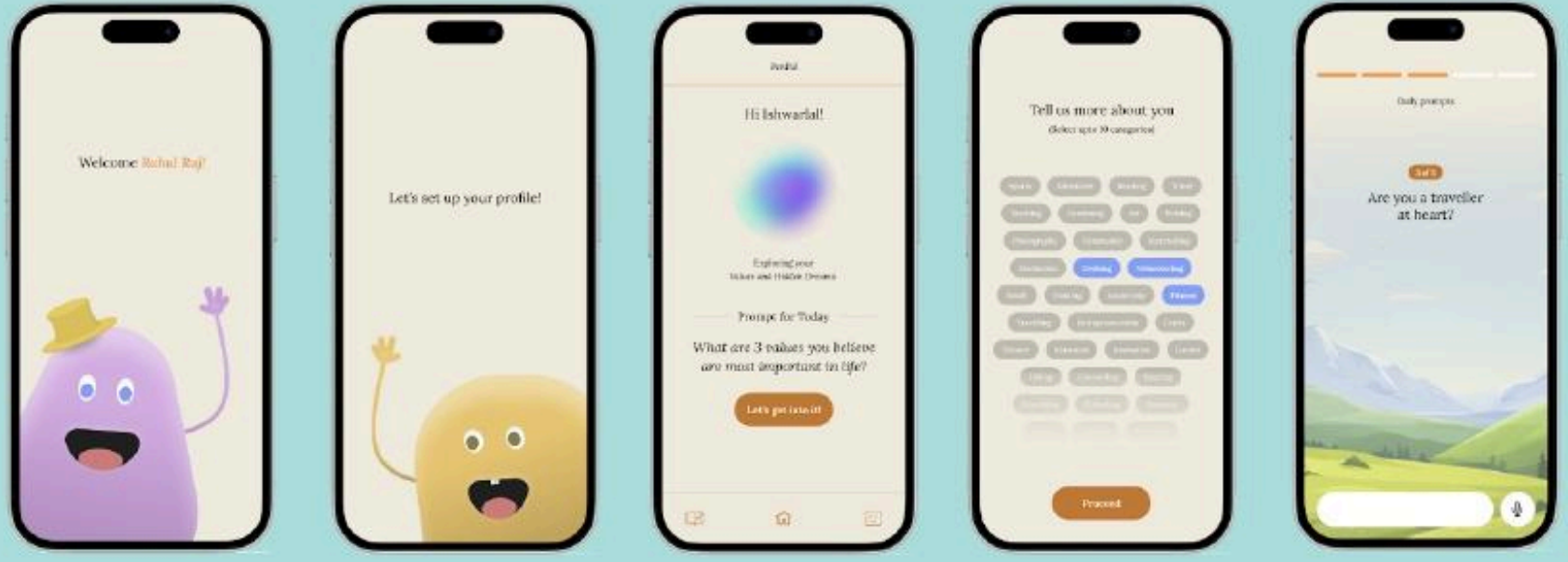
- ☐ open and colorful
- ☐ a bit unclear
- ☐ curious and slow
- ☐ well-charted

Invisible Threads
"What are you really taking with you?"

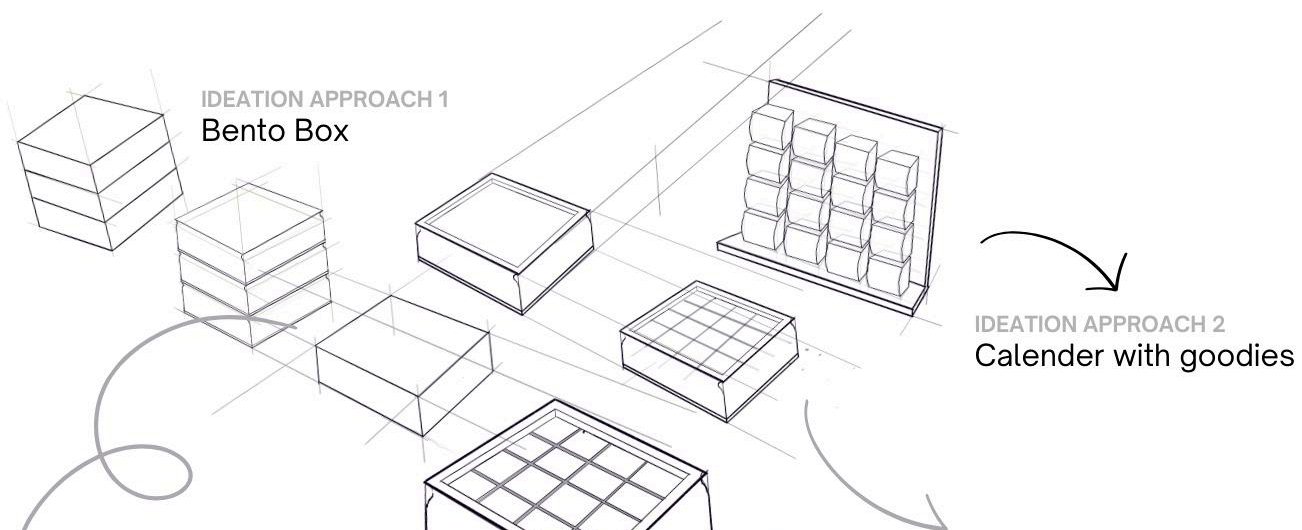
1. What habits or values from work will follow you into retirement?
2. What kind of person has this journey helped you become?
3. What are you not going to miss at all?

What I'm carrying forward feels

- ☐ light and easy
- ☐ useful and earned
- ☐ heavy but meaningful

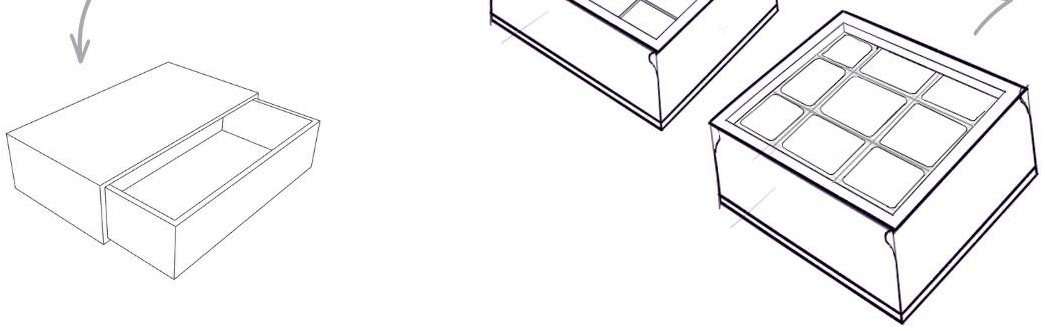


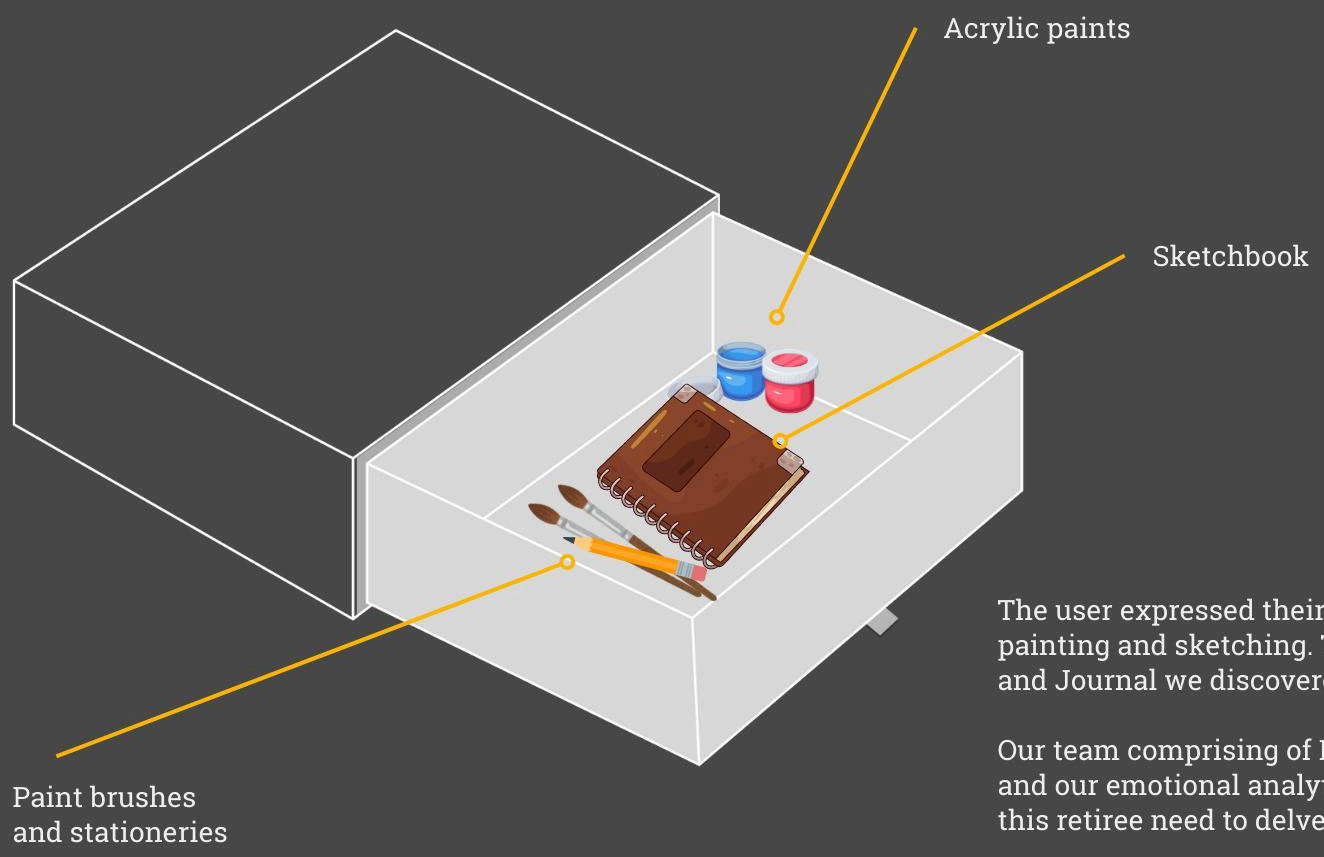
Empathise **Ideate** Prototype Solution Test



IDEATION APPROACH 3

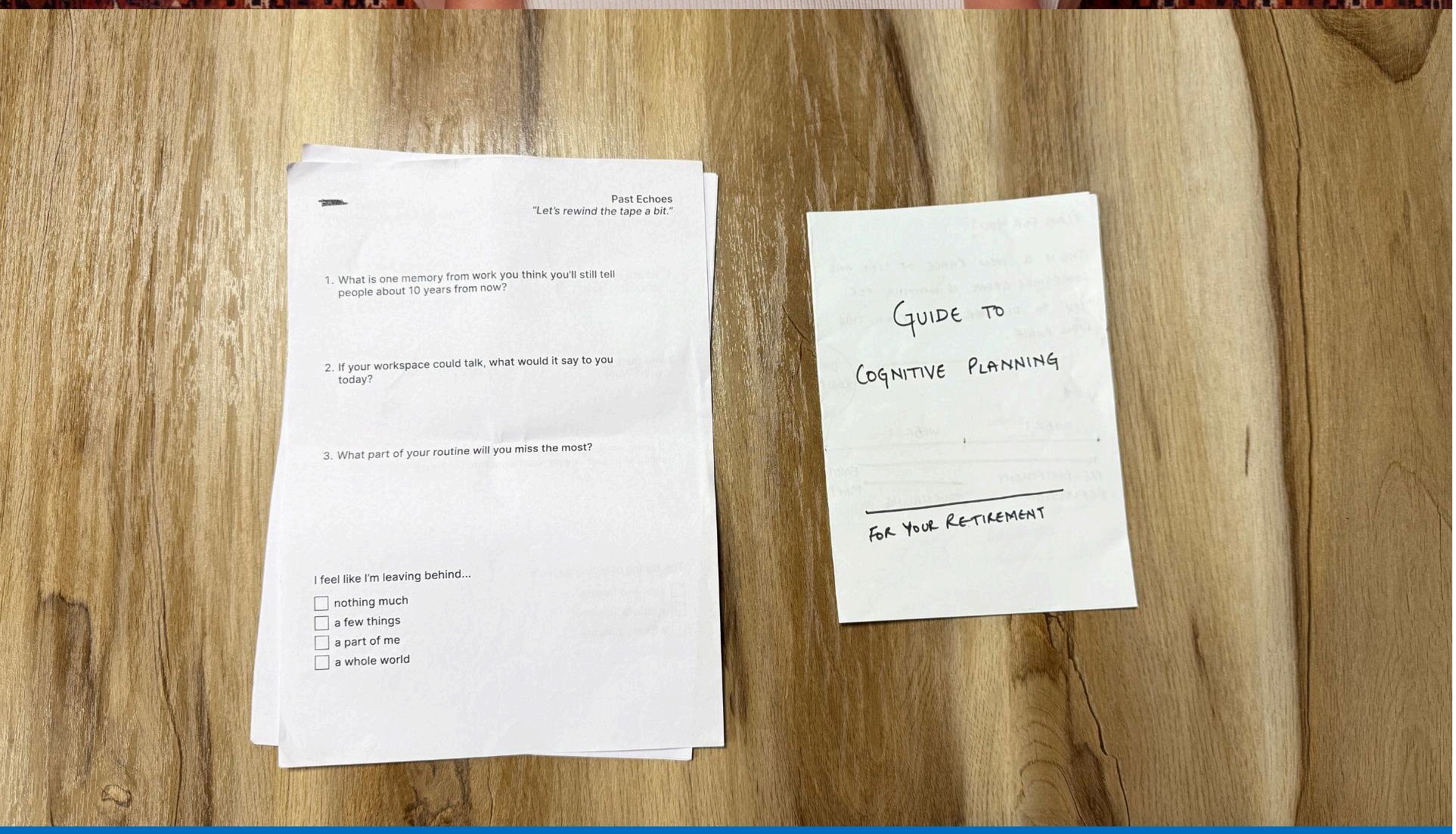
Open drawer





The user expressed their long lost passion of painting and sketching. Through our Questionnaire and Journal we discovered these needs.

Our team comprising of Behavioral psychologists and our emotional analytics through AI suggested this retiree need to delve back into this activity.



Testing the Concept

Gaining Insights

Usability Test: 01

Roshan Antony

41

Direct quotes and Observations

1. “Remembering time through material things”
2. “Time was valuable which was spent”
3. Started answering the questionnaire instead of telling what he thinks
4. Relevant as a word was used a lot

Insights

1. Want to spend more time with his wife post retirement
2. Would prefer if the service starts much before - perhaps a few months before retirement
3. Wants to keep a good memory of working life through material things

Gaining Insights

Usability Test: 02

Prof. Satyaki Roy

51

Direct quotes and Observations

1. “Jaan chooti”
2. Always wanted to retire
3. Started answering the questionnaire instead of telling what he thinks
4. Clearing plot points

Insights

1. Need to start this service earlier, like 5 years before retirement
2. Focus on more real-life issues
3. Need to know about the user , more questions needed
4. Can focus on things other than just emotional

Gaining Insights

Usability Test: 03

Atul Agarwal
56

Direct quotes and Observations

1. Retirement is a government scheme
2. Tell me one person who has done everything by plan
3. I have my own business, so retirement is not for me

Insights

1. Retirement is a society constructed concept
2. Need to be motivated enough to plan future
3. The plan for the next 25 years need to start today

Gaining Insights

Usability Test: 04

Direct quotes and Observations

1. Circled around financial security frequently
2. “Too technical for me”
3. Journalling is difficult because I don’t really write
4. Would rather converse than write anything

Insights

Prof. Gowdham Prabhakar

32

1. HRs are cunning and hold unnecessary meetings
2. Would not be comfortable sharing company experiences
3. Not interested in material goodies in kit
4. Would want avenues to pursue long lost passions after job
5. Handling finances post retirement

Key Takeaways

Designing for Elderly

Designing for the elderly is a delicate process that calls for empathy, respect, and an understanding of their evolving needs.

Usability Testing

Iterative testing with users isn't just about validation, it actively shaped our product's evolution toward greater usability and relevance.

Novelty in Design

Designing for the offboarding experience is a largely unexplored area. By supporting one generation through this transition, we create lasting effects that ripple across future generations.