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CHALLENGE

Senior citizens are too often the target of online scams. Some older adults fall victim to online predators because they are not aware of the risks. Sometimes that's due to a lack of tech savvy which can be exacerbated if they suffer from dementia. Stories like that were the inspiration for this app.

SOLUTION

I conceived and design an iPad app to help make the internet simple and safe for seniors with dementia or other age-related challenges. It combines four key computer features in a single app that can be locked down by an administrator to safeguard users.

MY ROLE

- ‣ App concept
- ‣ Branding
- ‣ Project management
- ‣ UX/UI design
- ‣ Technical development oversight
- ‣ User training guides and videos
- ‣ Website design and development
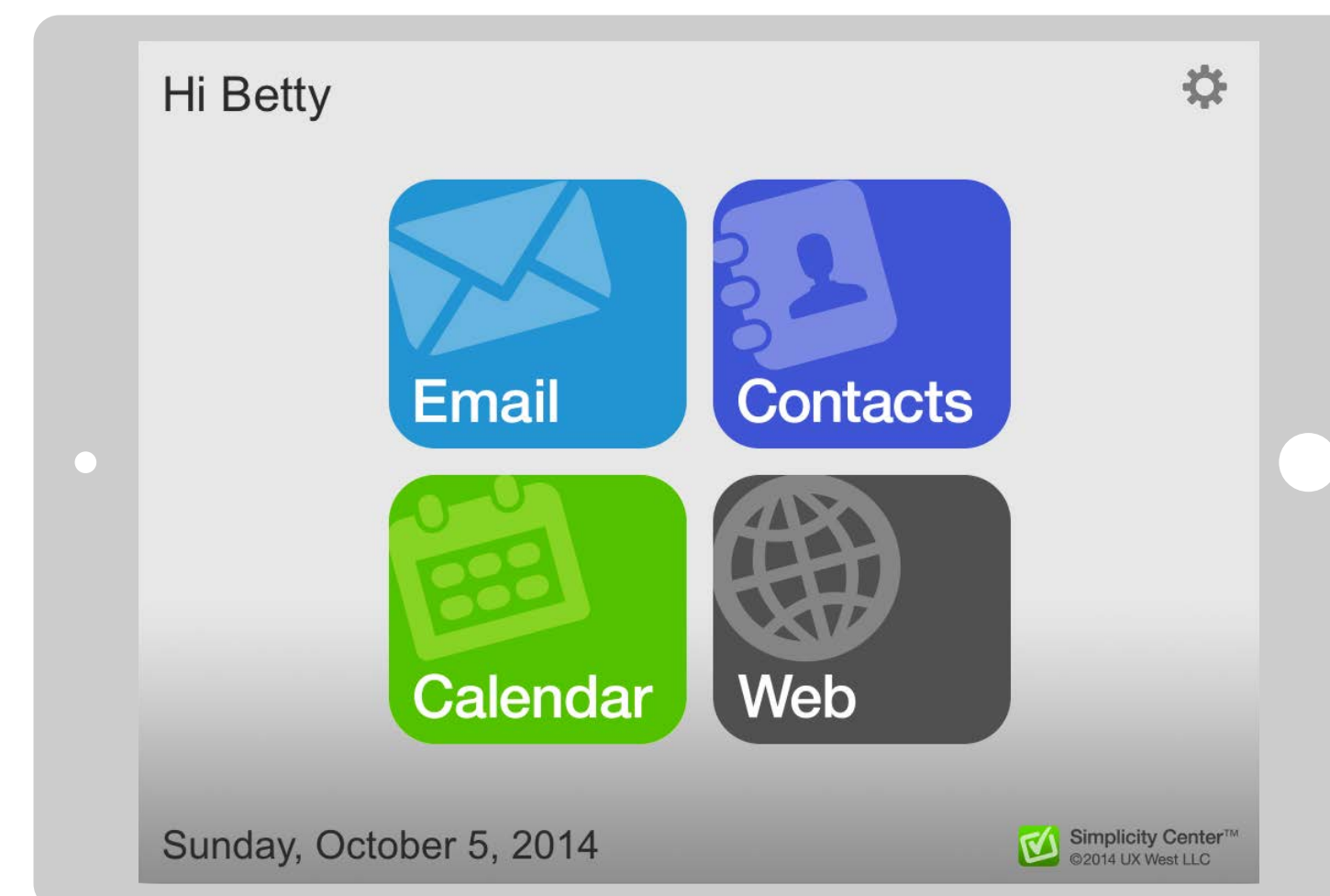- ‣ Marketing and social media

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FEATURES

‣ The concept of the app is to limit the user's access to unapproved websites and to protect them from spam and malicious email from unknown sources.

‣ It's similar to technologies that restrict children's access to unapproved content, only applied to seniors in need of care due to dementia or other age-related concerns.

‣ A loved one or caregiver acts as the administrator and configures the app settings to meet the needs of the user.

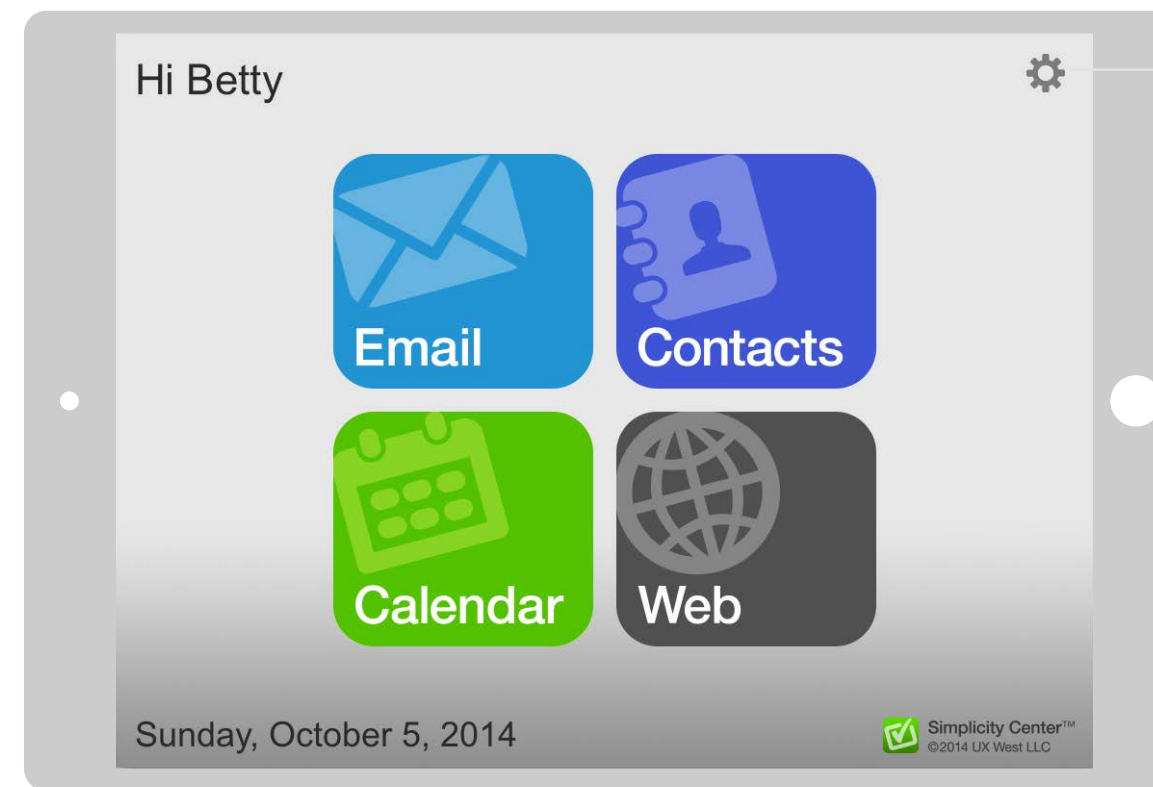DESIGNED FOR SENIORS WITH DEMENTIA

A LOVED ONE OR CAREGIVER IS THE ADMIN

Hi Betty

Email

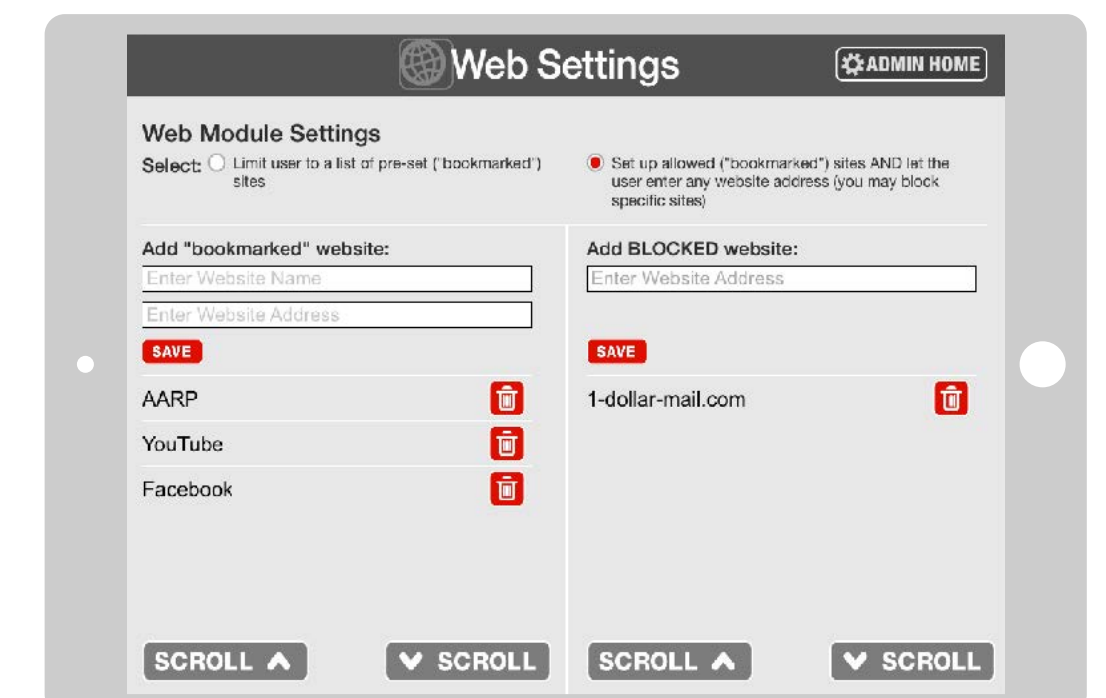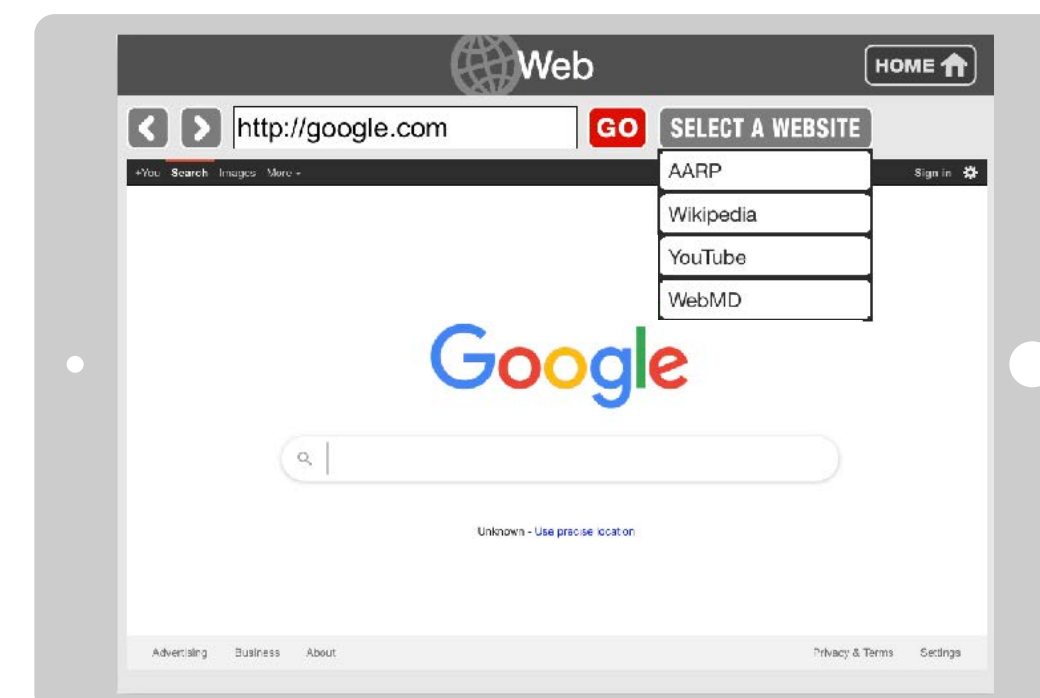Contacts

Calendar

Web

Sunday, October 5, 2014

Simplicity Center™
©2014 UX West LLC

Hi Jo

Login Help

Email

Password

CANCEL

SIGN IN

Wednesday, September 17, 2014

Simplicity Center™
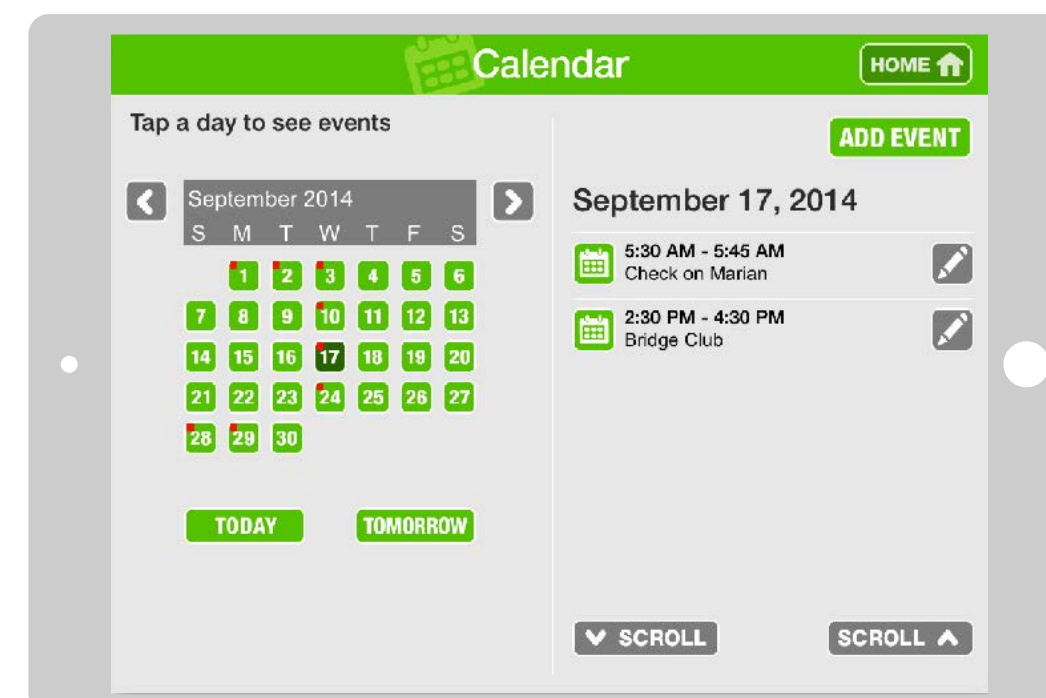©2014 UX West LLC

JOHN KUEFLER

UX WEST

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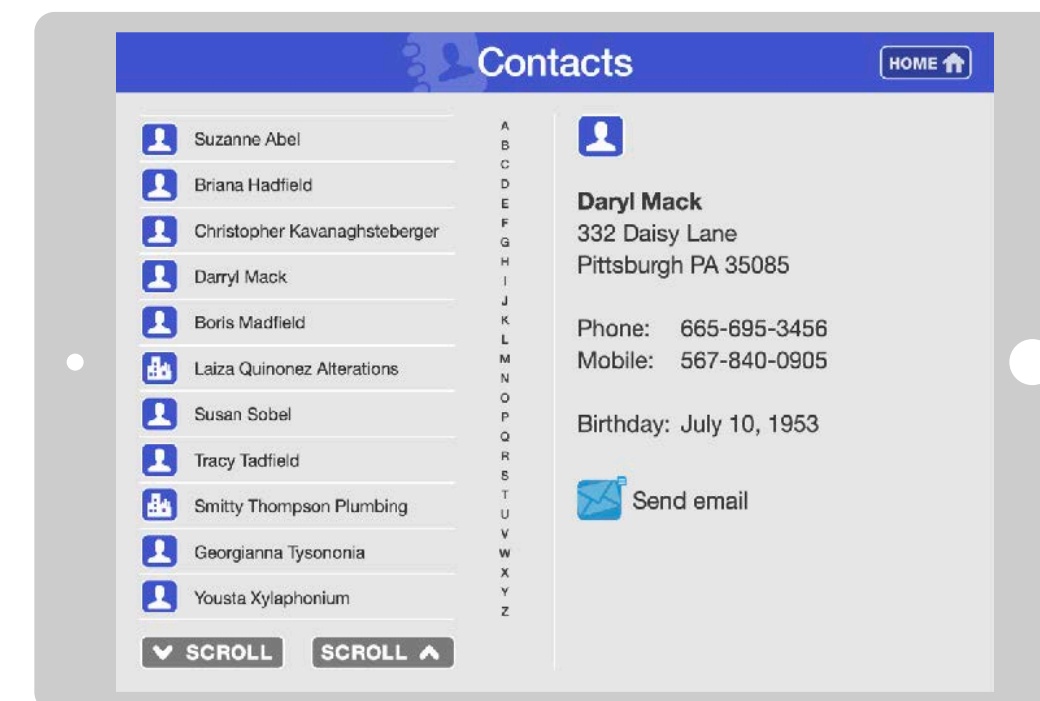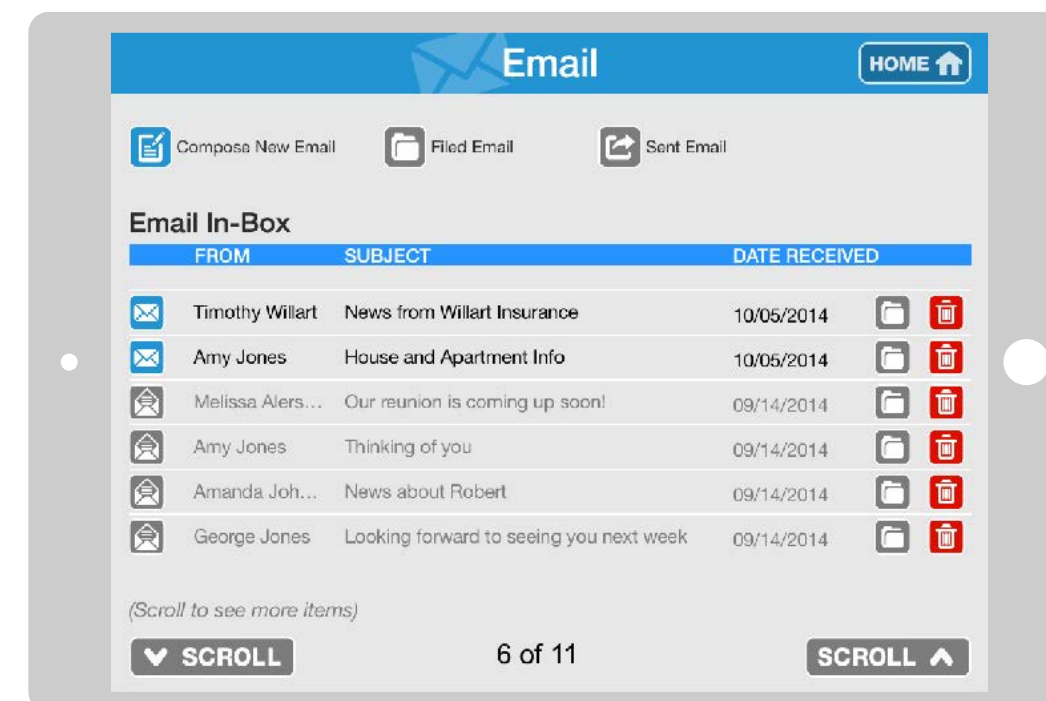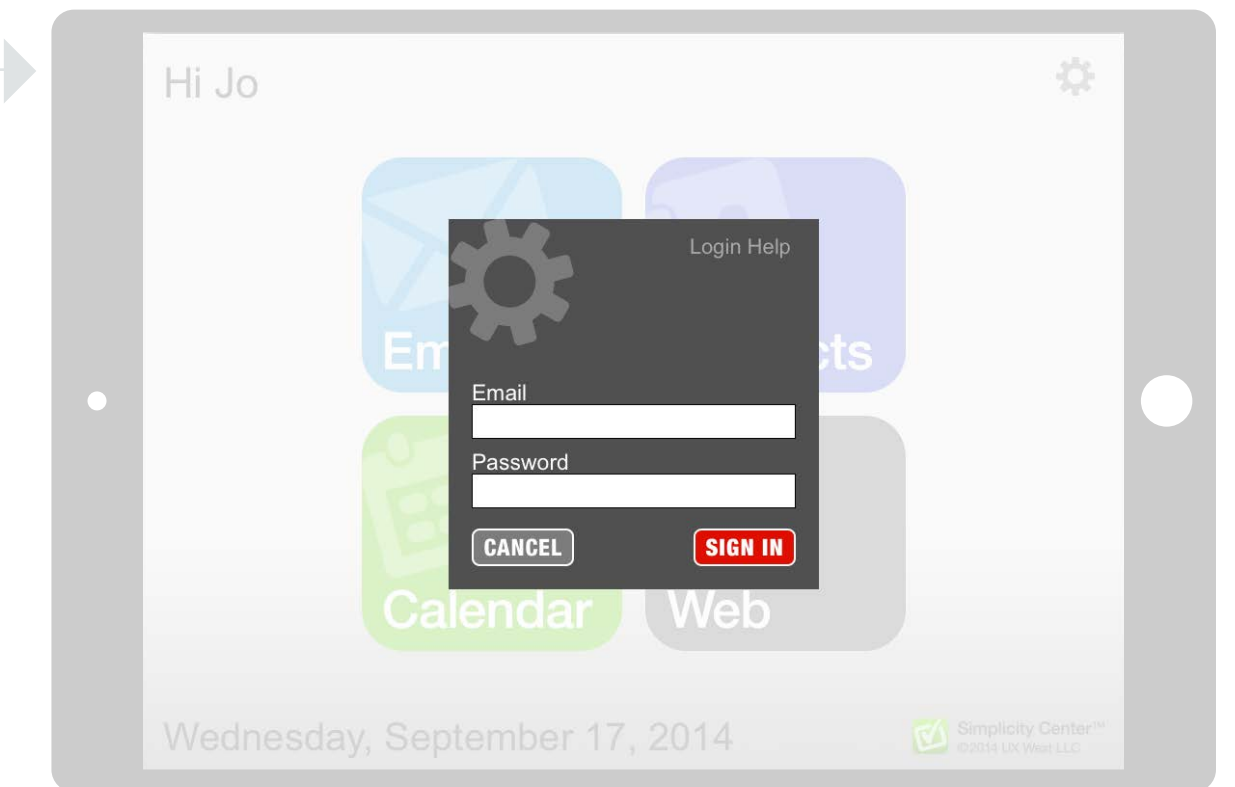## FEATURES

▸ The app combines an email client, a calendar, an address book and a web browser all in one simple UI.

▸ Each module is set up and controlled by the administrator (the user's caregiver) and is customized to the user's ability level and needs.

▸ The administrator can limit the user's iPad to the Simplicity Center app alone using a built-in iOS accessibility feature (Guided Access).

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APP USER VIEW

Hi Betty

Email
Contacts
Calendar
Web

Sunday, October 5, 2014

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APP ADMIN VIEW

Hi Jo

Login Help

Email
Password

CANCEL   SIGN IN

Calendar   Web

Wednesday, September 17, 2014

Email   HOME

Compose New Email   Filed Email   Sent Email

Email In-Box

FROM	SUBJECT	DATE RECEIVED
Timothy Willart	News from Willart Insurance	10/05/2014
Amy Jones	House and Apartment Info	10/05/2014
Melissa Alers...	Our reunion is coming up soon!	09/14/2014
Amy Jones	Thinking of you	09/14/2014
Amanda Joh...	News about Robert	09/14/2014
George Jones	Looking forward to seeing you next week	09/14/2014

(Scroll to see more items)

SCROLL   6 of 11   SCROLL

Contacts   HOME

Suzanne Abel
Briana Hadfield
Christopher Kavanaghsteberger
Darryl Mack
Boris Madfield
Laiza Quinonez Alterations
Susan Sobel
Tracy Tadfield
Smitty Thompson Plumbing
Georgianna Tysononia
Yousta Xylaphonium

Daryl Mack
332 Daisy Lane
Pittsburgh PA 35085

Phone: 665-695-3456
Mobile: 567-840-0905

Birthday: July 10, 1953

Send email

SCROLL   SCROLL

Admin Home   ADMIN LOGOUT

Hi Elizabeth

User Profiles
Create or edit app user & admins

PDF
User Guide
• How to set up users & features
• How to restrict iPad solely to Simplicity Center

Check the Modules you want to use

☑ Calendar
User & admins can edit   Settings

☑ Contacts
0 contacted entered   Settings

☐ Email
Not configured

☑ Web
No restrictions set   Settings

Click gears to set up each Module

Calendar   HOME

Tap a day to see events

September 2014
S M T W T F S

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

September 17, 2014

ADD EVENT

5:30 AM - 5:45 AM
Check on Marian

2:30 PM - 4:30 PM
Bridge Club

TODAY   TOMORROW

SCROLL   SCROLL

Web   HOME

http://google.com   GO   SELECT A WEBSITE
AARP
Wikipedia
YouTube
WebMD

Google

SCROLL   SCROLL

Web Settings   ADMIN HOME

Web Module Settings

Select: ☐ Limit user to a list of pre-set ("bookmarked") sites   ☐ Set up allowed ("bookmarked") sites AND let the user enter any website address (you may block specific sites)

Add "bookmarked" website:
Enter Website Name
Enter Website Address

Add BLOCKED website:
Enter Website Address

SAVE   SAVE

AARP
YouTube
Facebook

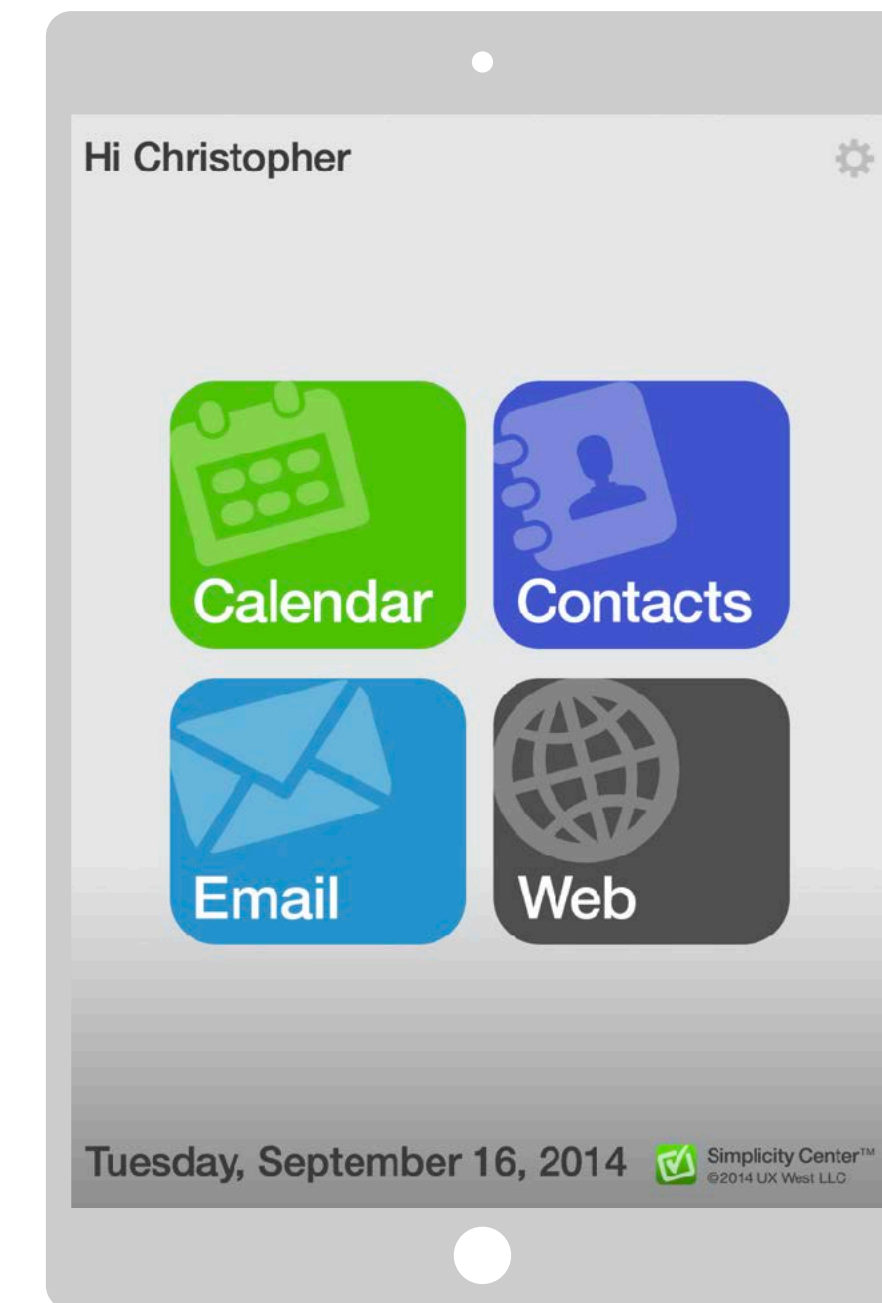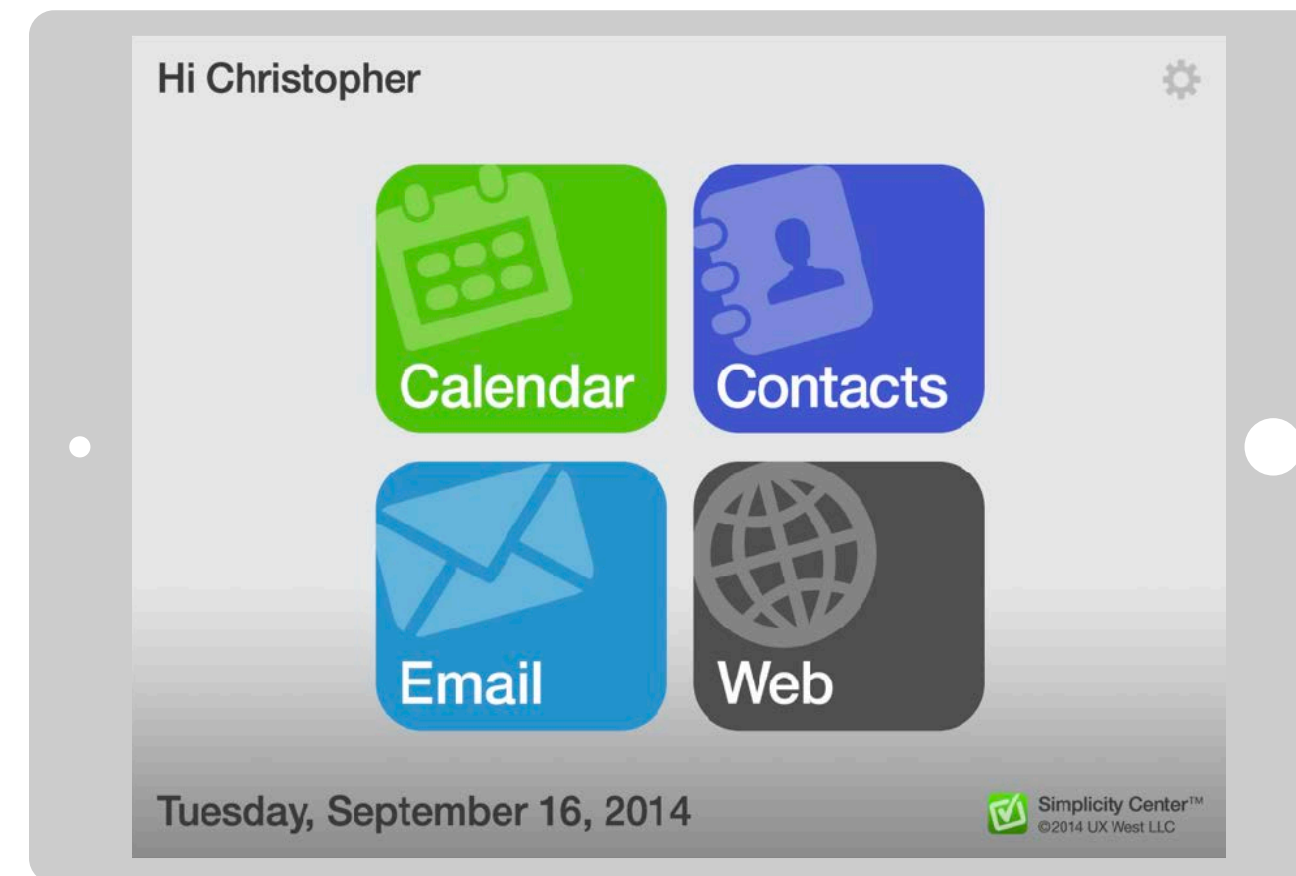1-dollar-mail.com

SCROLL   SCROLL   SCROLL   SCROLL

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SCOPE OF WORK

▸ I created a high-fidelity prototype showing app screens and user flow (responsive for both landscape and portrait iPad orientations).

▸ I developed a series of video tutorials and PDF guides for administrators and app users.

Hi Christopher

Calendar   Contacts

Email   Web

Tuesday, September 16, 2014

Hi Christopher

Calendar   Contacts

Email   Web

Tuesday, September 16, 2014

RESPONSIVE
AXURE PROTOTYPE:
THE COMPLETE
IPAD APP

TUTORIAL VIDEO:
APP OVERVIEW

TUTORIAL VIDEO:
CALENDAR MODULE

TUTORIAL VIDEO:
ADMIN MODULE

Simplicity Center™
Overview

Simplicity Center™
Calendar

Simplicity Center™
Admin Guide

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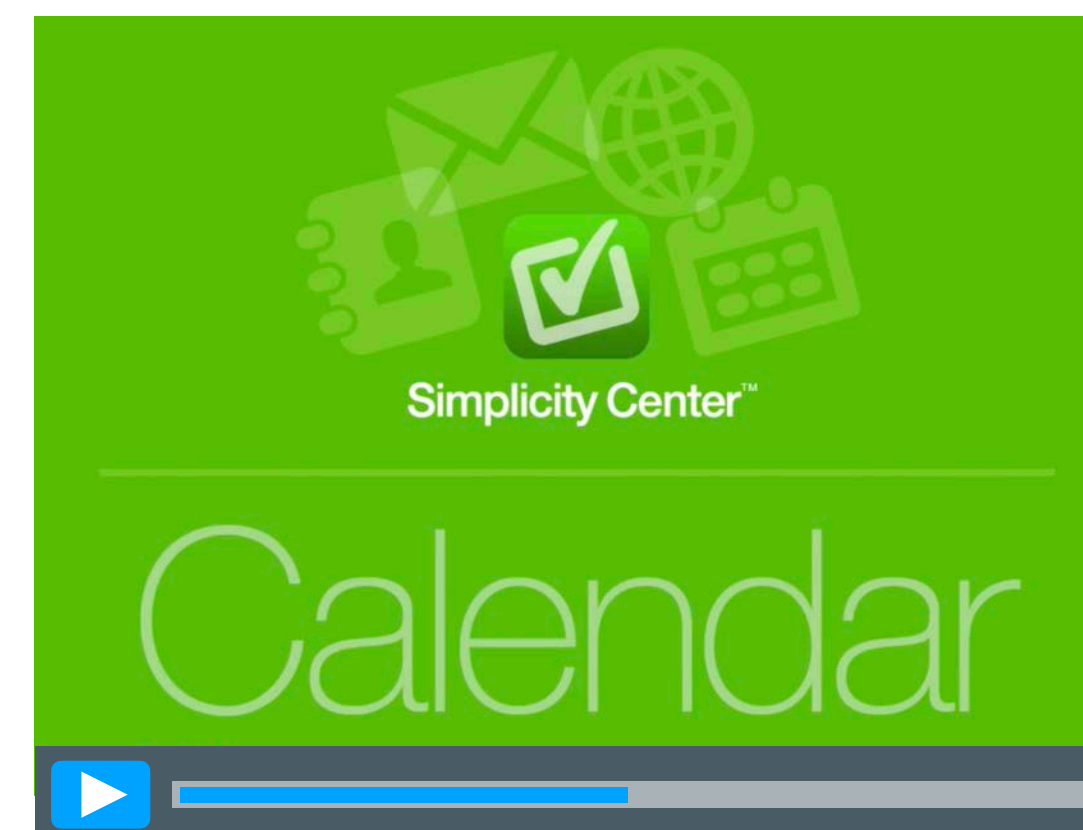
Simplicity Center™

SCOPE OF WORK

▸ I designed and developed a WordPress site to promote the app and explain its features and benefits.

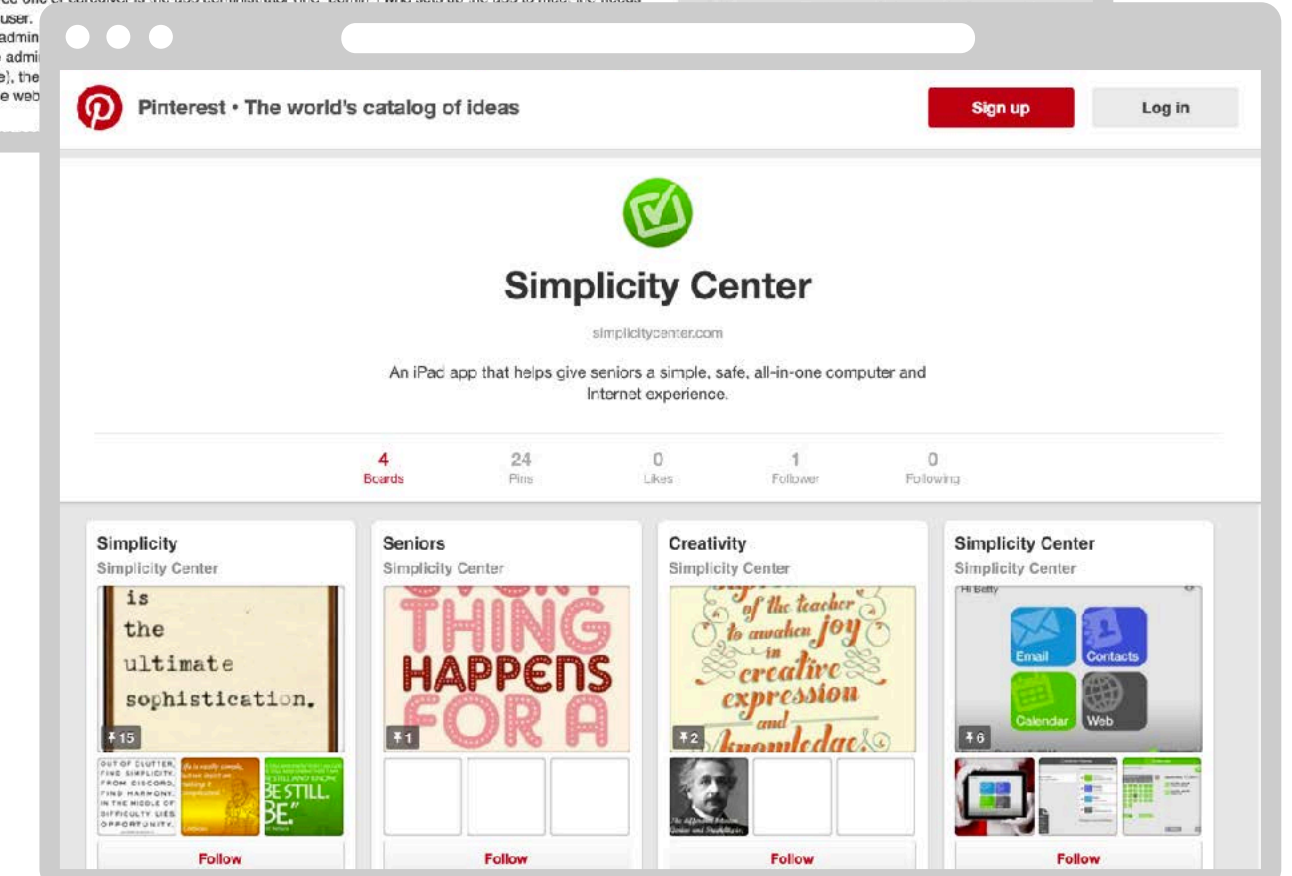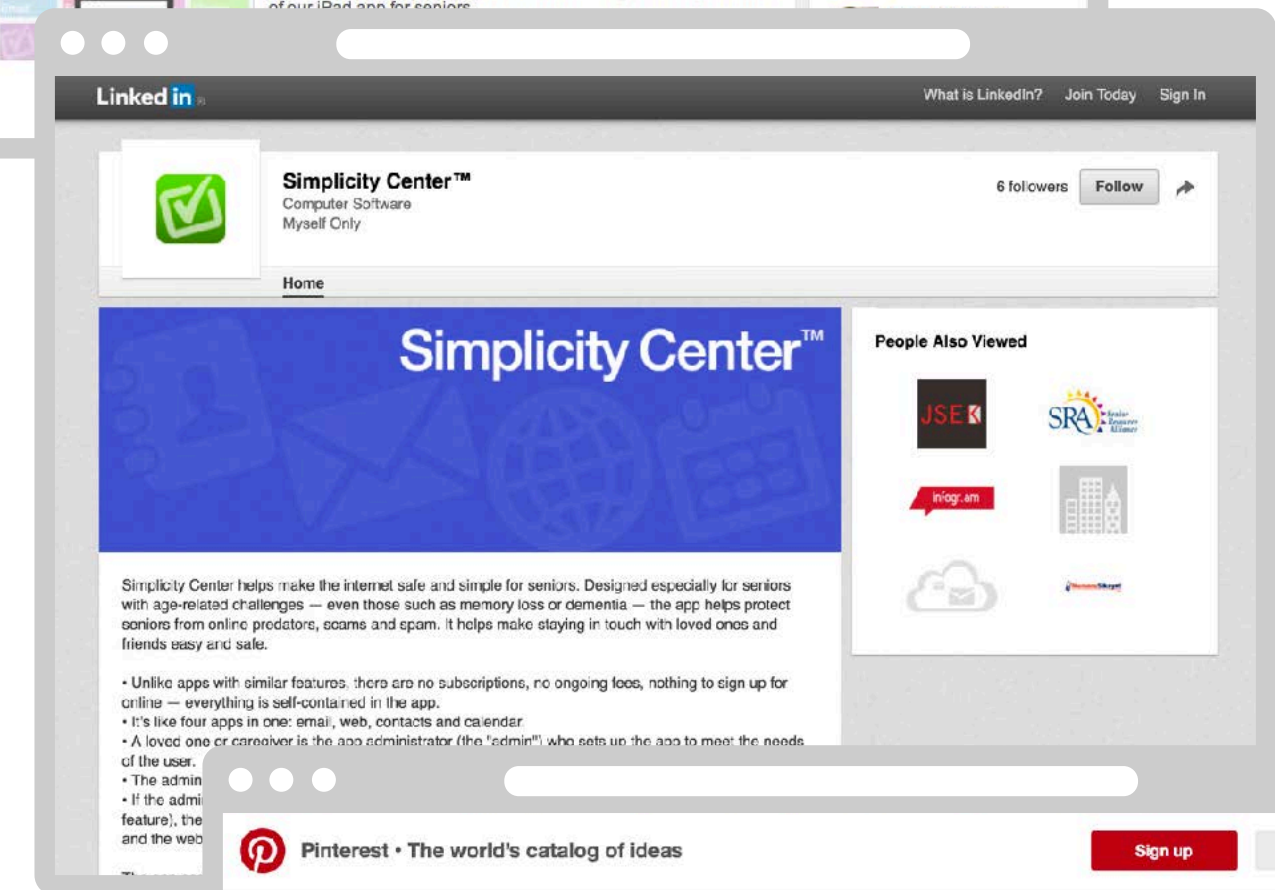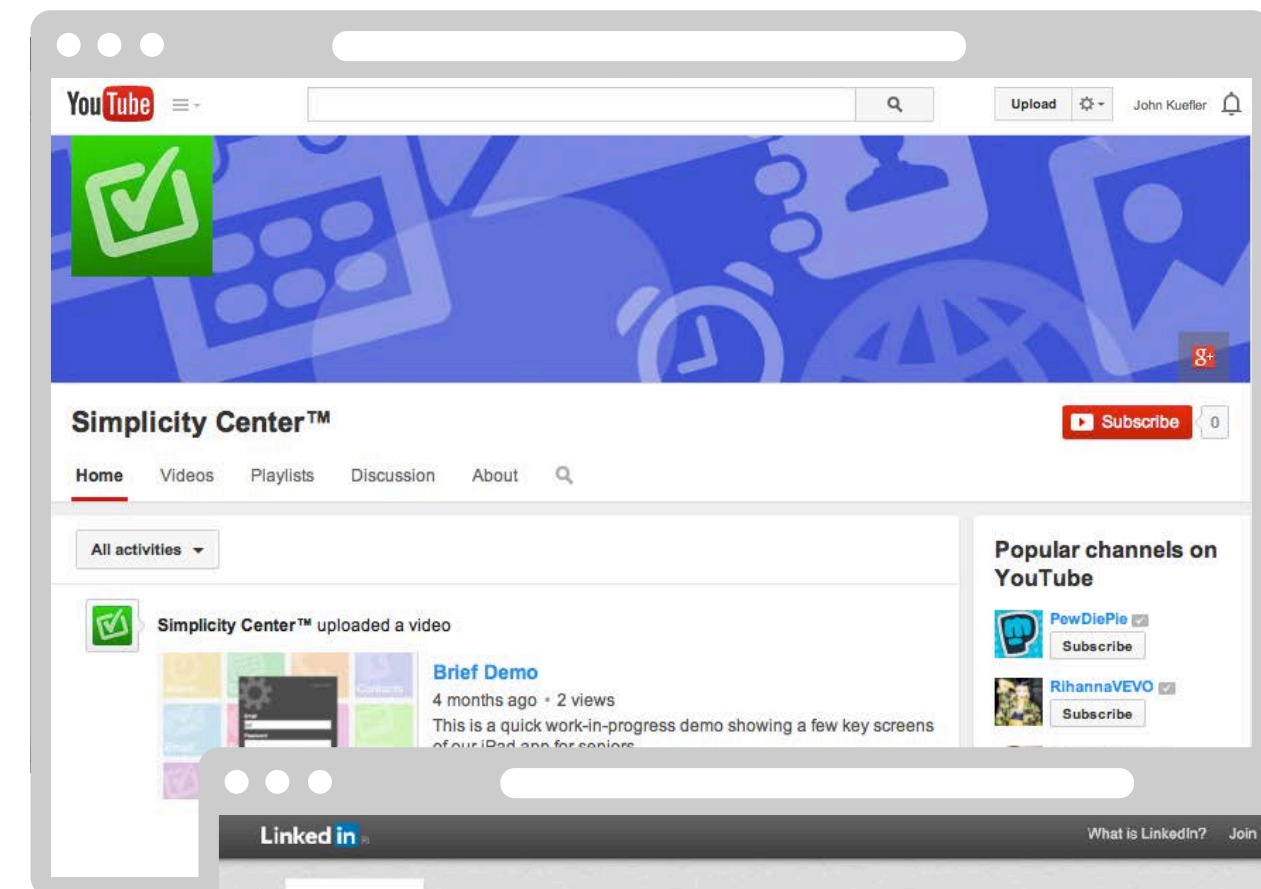▸ The site housed admin and user videos and PDF guides as well as FAQs and a blog.
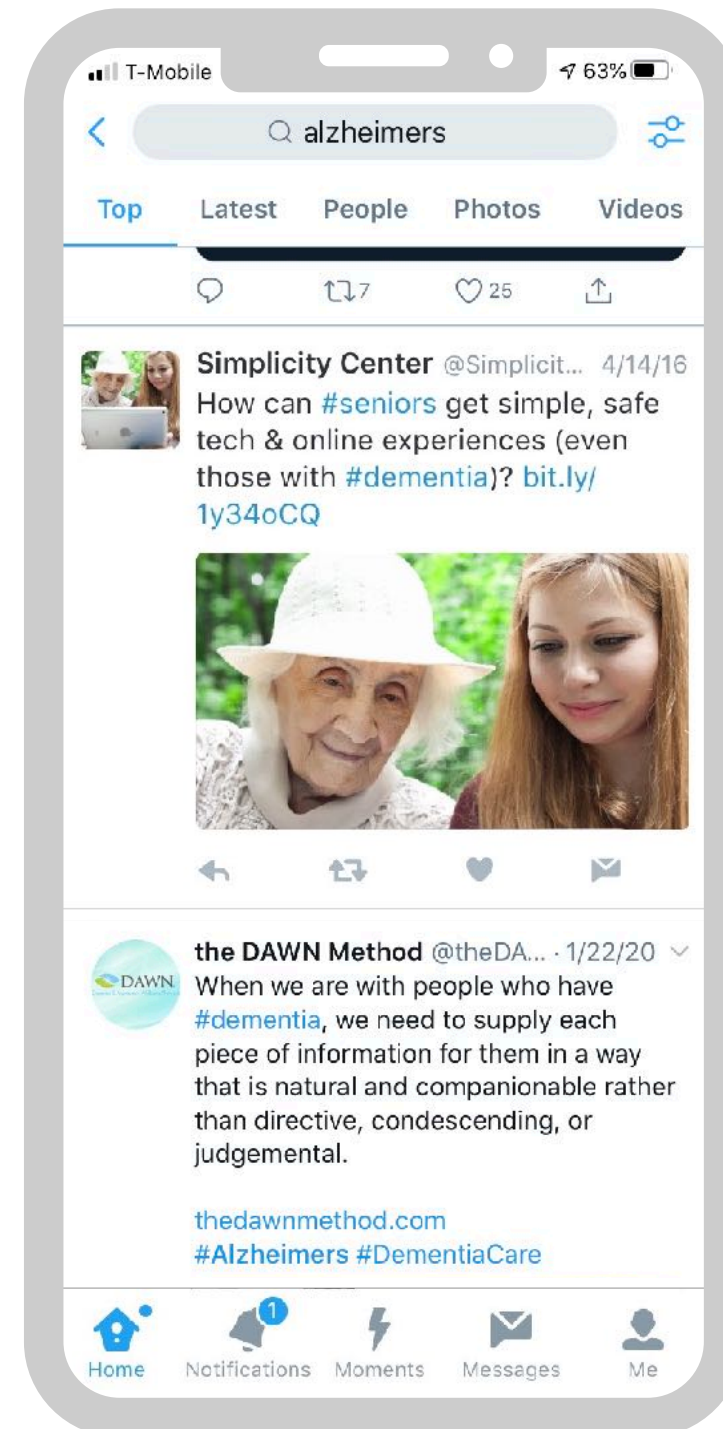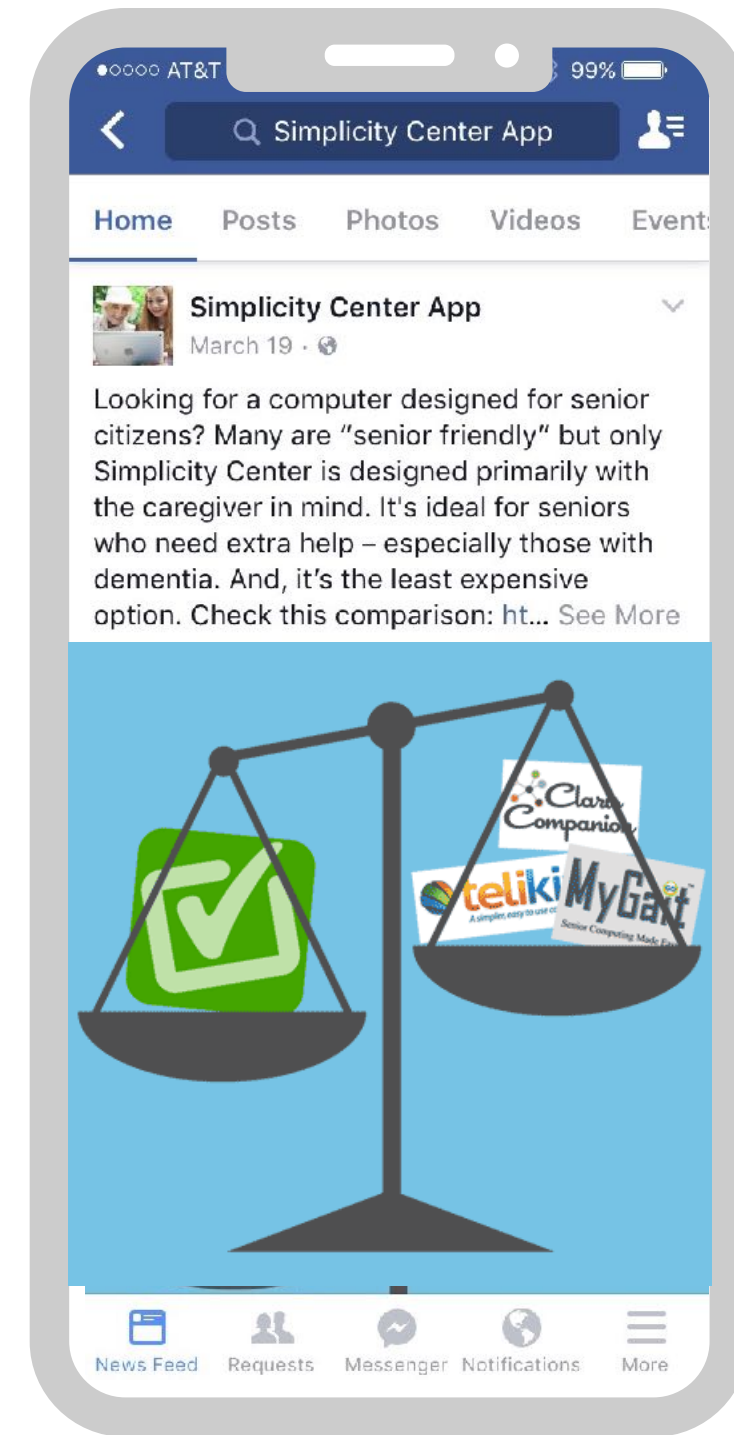
JOHN KUEFLER   UX WEST
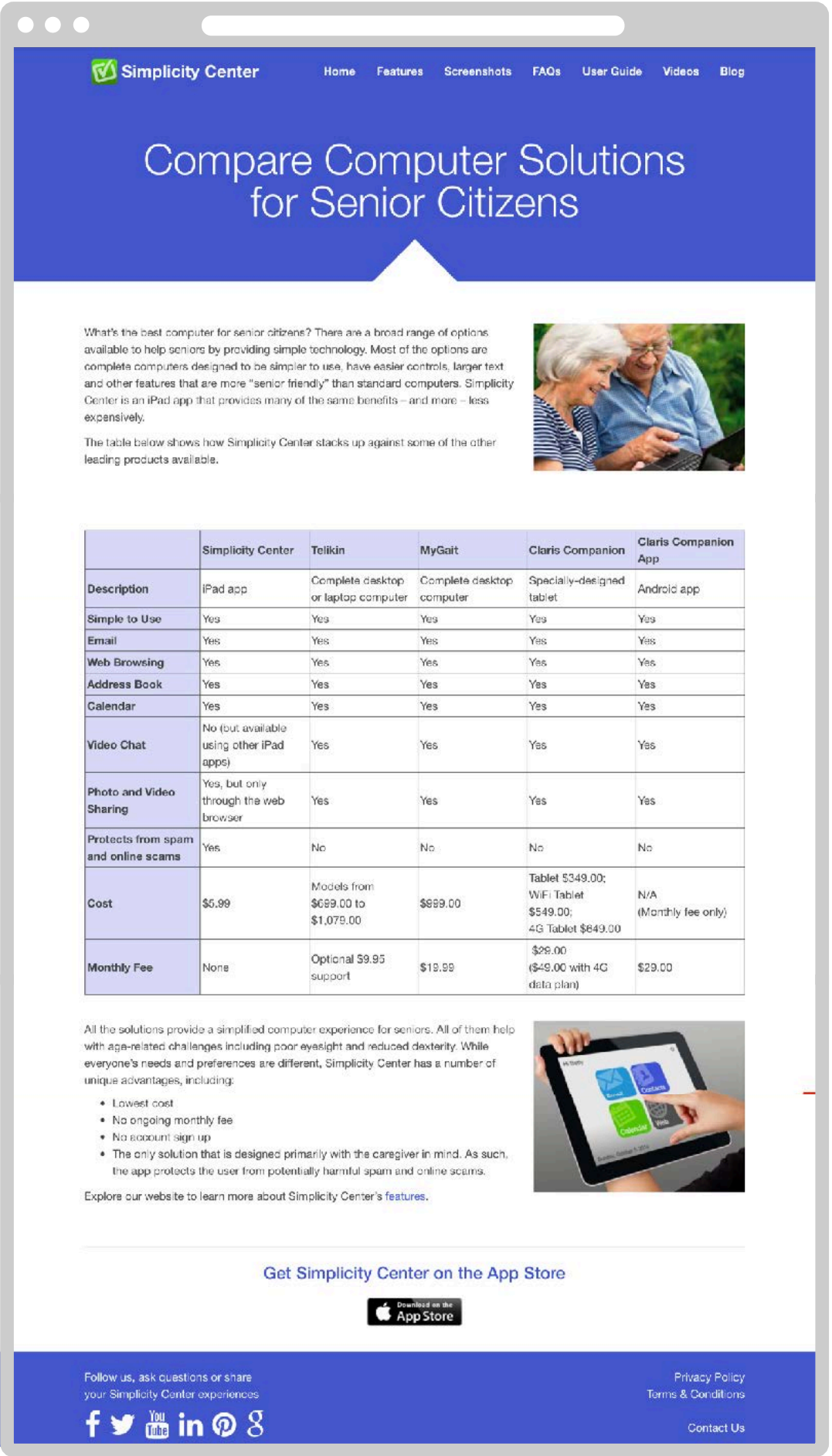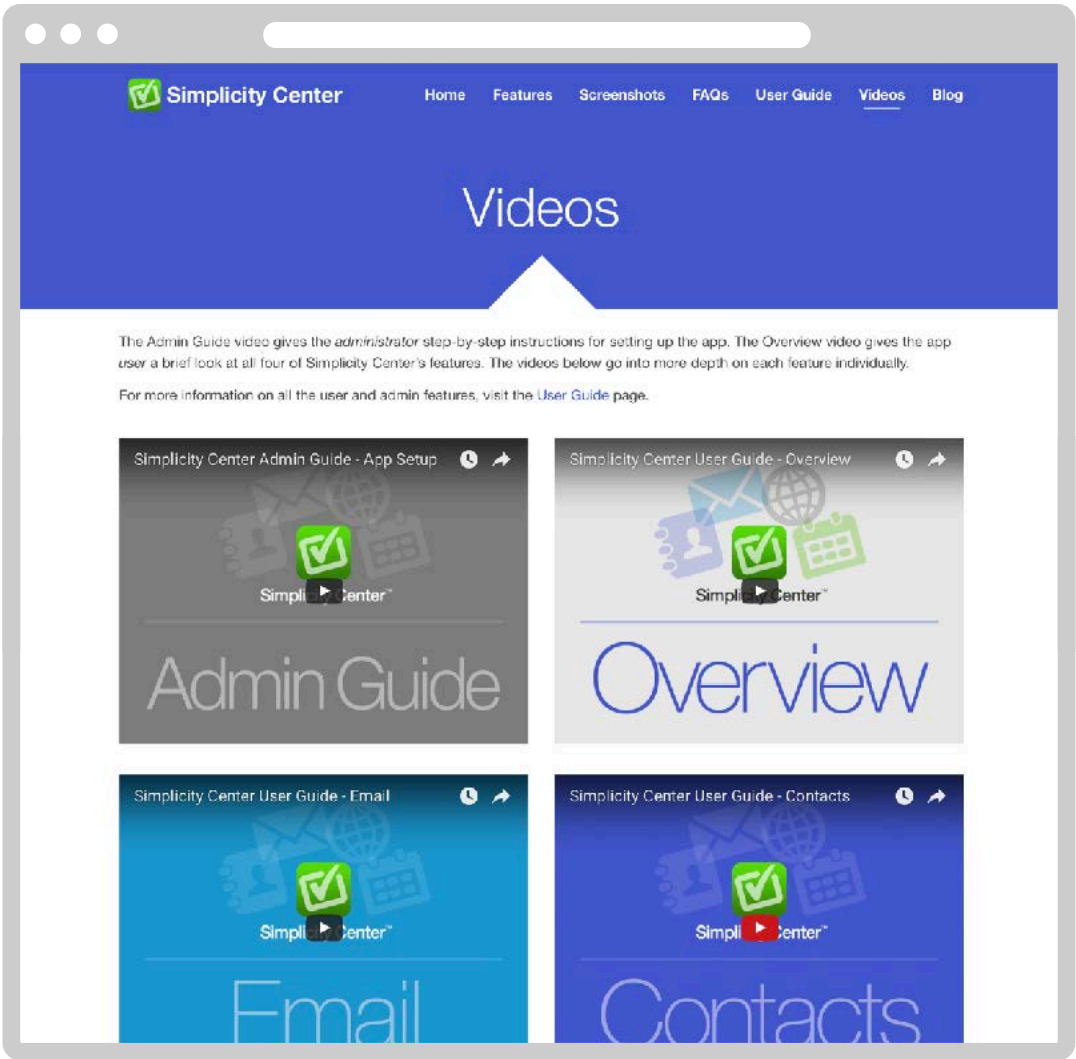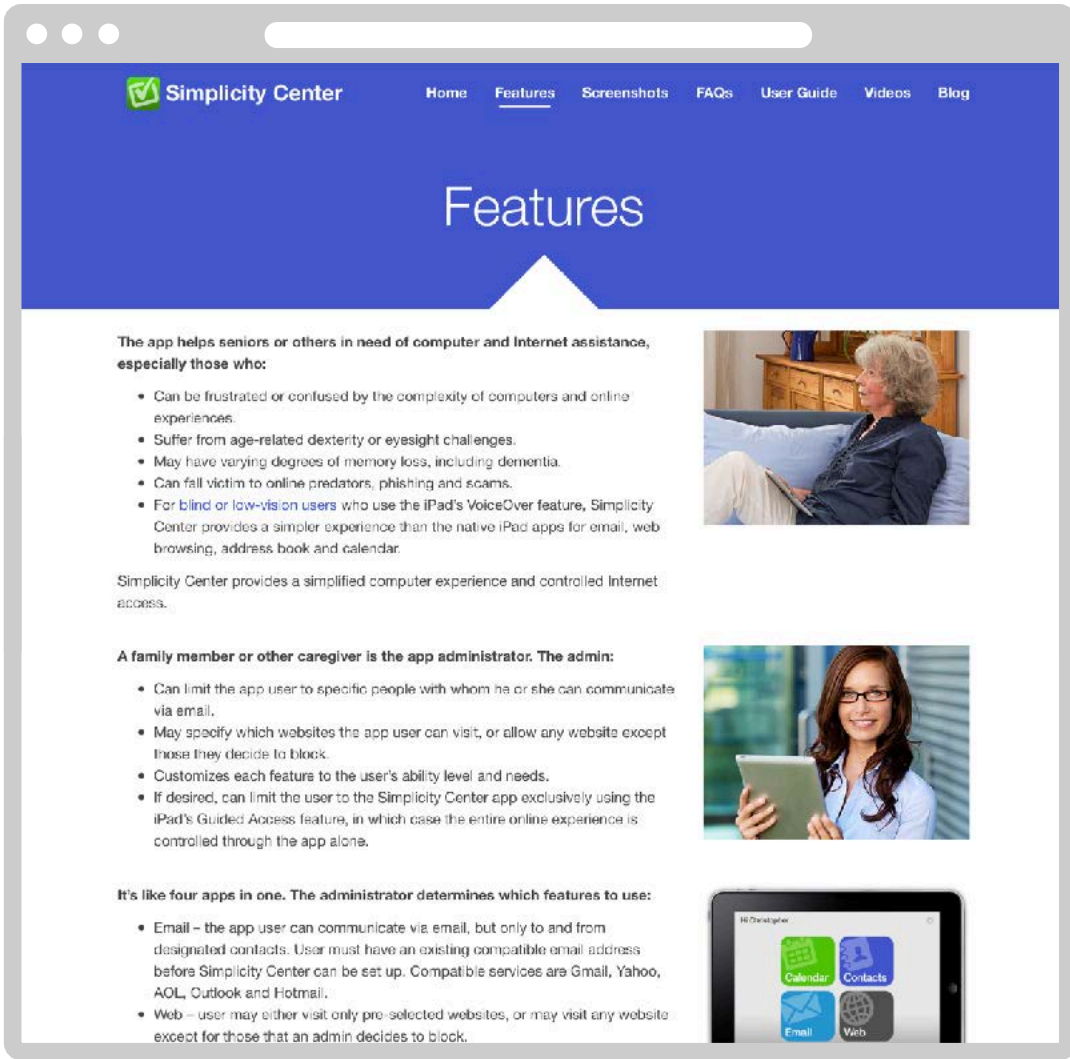
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PROMOTION

▸ I promoted the app with Google Adwords and on five social media channels.

▸ The app was featured in a story on the *PBS Next Avenue* website.

NEXT AVENUE STORY

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