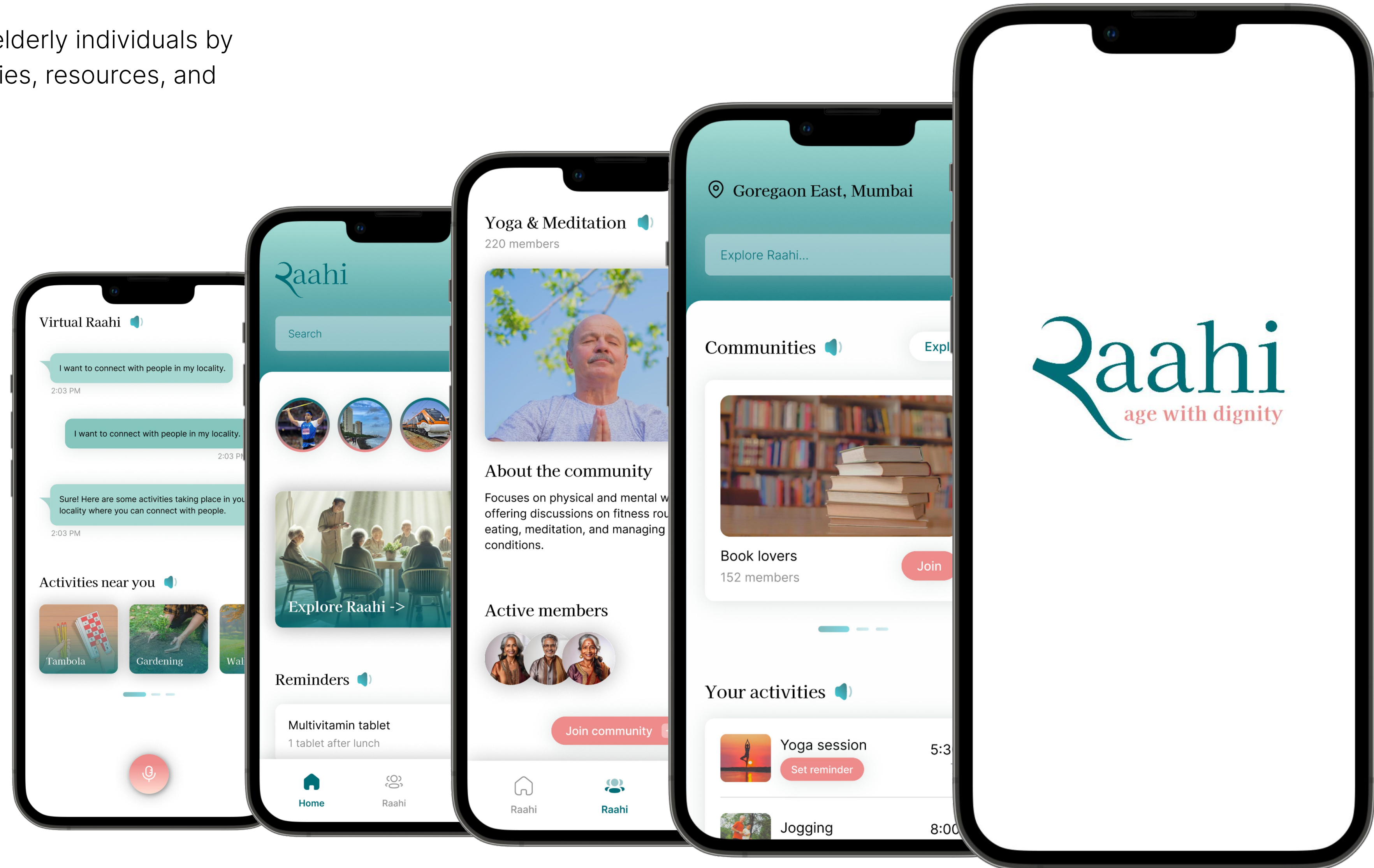# Raahi

An app designed to enable and empower elderly individuals by connecting them with communities, activities, resources, and fostering meaningful engagement.

CREATOR ID

PD24375

NAME

Manaar Jafri

"Elderly care"

/eldəˈli keəˈ/

noun

The social and personal requirements of **senior citizens** who wish to **age with dignity** while needing **assistance** with **daily activities** and with **healthcare**.

India has **104 million** older people (60+years), constituting **8.6%** of total population.

Primary challenges faced by the elderly

Difficulty with everyday
tasks and mobility

Increased physical
health concerns

Ageism and a lost
sense of purpose

Ageism is a global challenge: UN

Ageism leads to poorer health, social isolation, earlier deaths and cost economies bi_____ for swift action to implement effective anti-ag_____

18 March 2021 | News release |

Every second person in the _____ health and reduced quality _____ a new United Nations repo_____

The report released today _____ Nations Department of Ec_____ _____ action to c_____ in_____

ADVOCACY & GOVERNMENT   November 7, 2023

What's at stake for the elderly in India?

address the increasing unmet need of car_____ to come up with innovative solutions to _____ _____omic and health challenges they face.

KRABORTY, SRINIVAS GOLI

_____rnational Day of Older Persons on October _____bal pledge for "fulfilling the promises of un_____ _____der persons: across generations".

_____ng end of the population growth period, _____ decline in fertility rates, India is experie_____ _____ions and share of older pe_____

Elderly population in India expected to double by 2050: UNFPA India chief

UNFPA India chief said as the number of individuals, aged 60 and above, is projected to double to 346 million by 2050, there is a pressing need for increased investment in healthcare, housing and pension schemes

Updated – July 21, 2024 12:40 pm IST   Published – July 21, 2024 11:25 am IST – New Delhi

READ LATER   PRINT

Health

Lonely twilight: Highest rate of seniors living alone in Tamil Nadu, Nagaland

5.7% senior citizens in India live alone

India's elderly population to double by 2050, surpassing number of children, warns report

India's elderly population is predicted to double to 20.8% by 2050, with the number reaching 36% by the end of the century, according to a report by the United Nations Population Fund and the International Institute for Population Sciences.

Checkout deals up to 65% OFF

Social isolation was associated with about a 50% increased risk of dementia and other serious medical conditions.

problem___

l Day -05 /09/2023.   Voting Ti___

Who will care for the elderly: A big future concern

Hitherto, a majority of living support for elderly had come from children. Only 6% of individuals aged 60 years and above live alone, while 20% live only with their spouse without the presence of their children, but this number can increase significantl____ the coming days and might pose a big challenge for household-based informal c_____

By 2031, elderly count will be 194 million in 2031, compared to 138 millio___ The growing older people are posing significant challenges for social welf___ economic and health policies in India.

Social isolation, loneliness in older people pose health risks

About **5.7 per cent** of India's **senior citizens** (age 60 and above) **live on their own** without the support of family or friends.

Why is it a **cause for concern?**

Negligence and **loneliness** in the elderly can be linked with **cognitive deterioration** like Alzheimer's disease.

It may cause increased **stress**, **anxiety**, feeling of **unworthiness**, and **depression** among the elderly.

Problem statement

To enable elderly individuals to **overcome social isolation** and **loneliness** by fostering **social connections** and promoting **independent**, **healthy** living.

Card sorting: solution ideation

Promoting **independence**

Timely alerts and reminders for taking daily medicines

Encouragement for carrying out household chores by themselves

Helping them learn a new skill without having to be dependent on anyone

Links to essentials (medicines, etc.) online for them to shop

Social engagement

An online community of senior citizens

Scheduling local/online activities and meet-ups

Building connection among the elderly, reducing feelings of loneliness

Fun games and challenges among the community members

Health and fitness

Suggesting activities based on their age and medical history

Encouraging them to step outside and engage in physical activities

Daily updates sent to family member about the activities and progress

Track movement patterns in outdoor activities with GPS

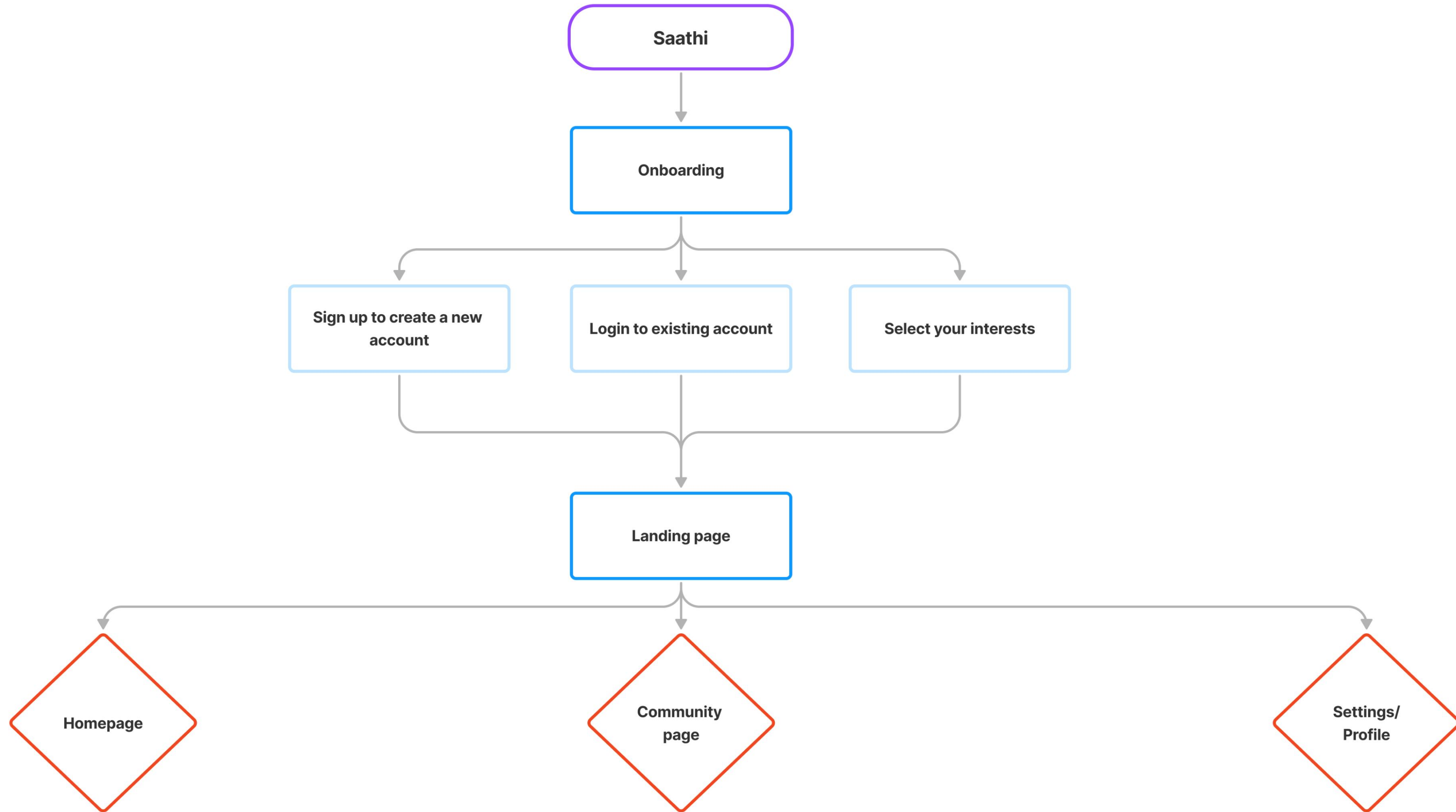## **Preventing** feelings of '**neglect**'

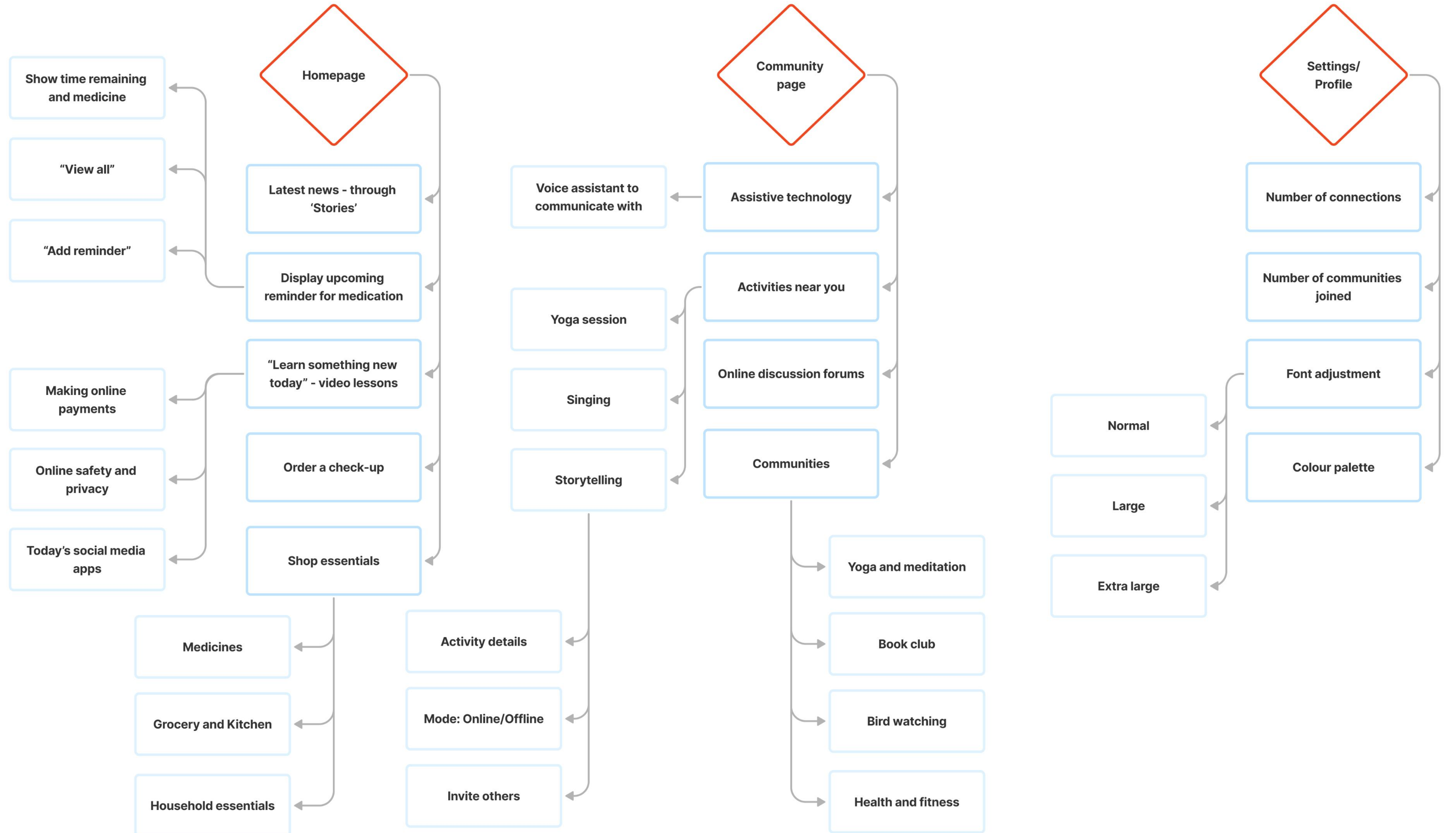Video/audio lessons on topics like financial security, health, etc.
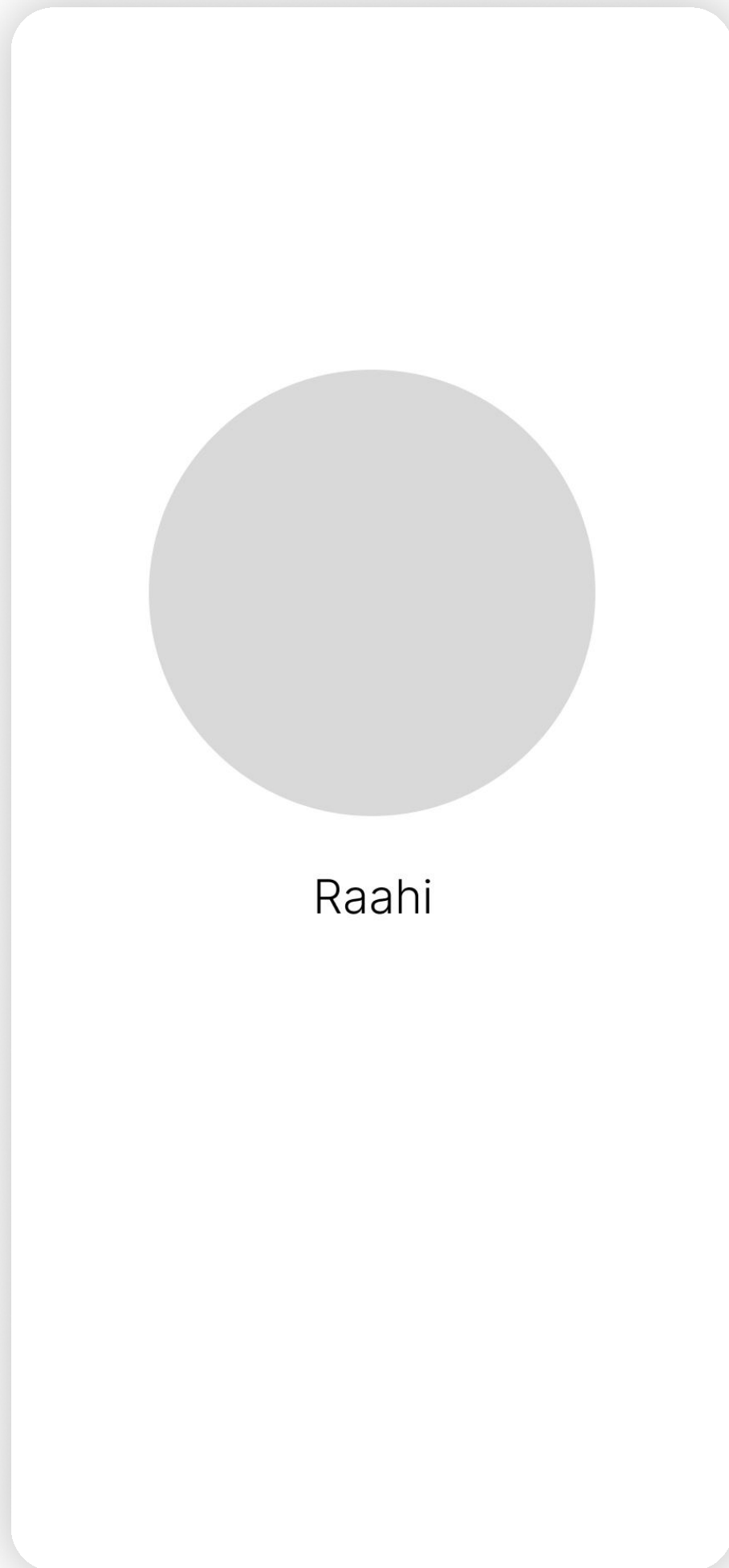
Updates on latest news, trends, etc.

Staying up to date with latest trends and technology

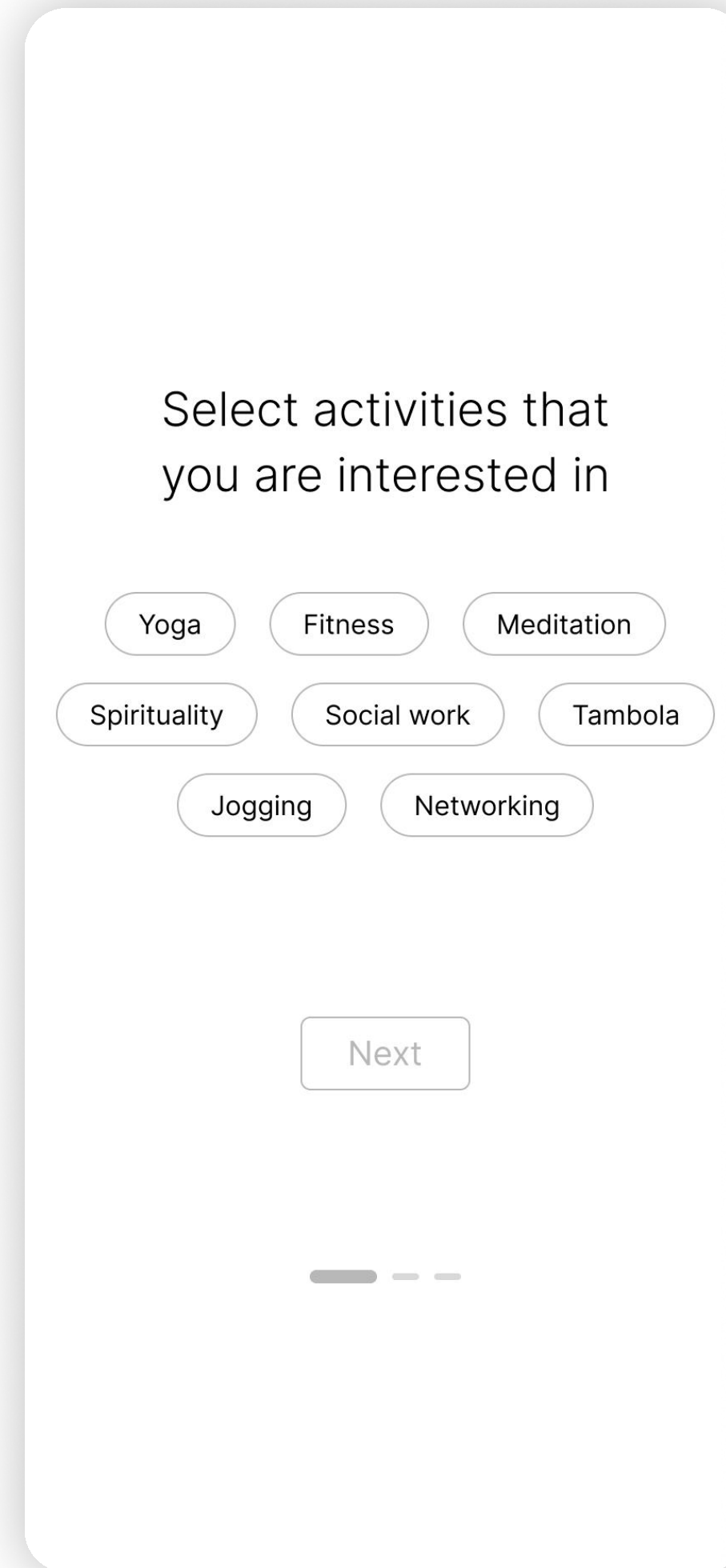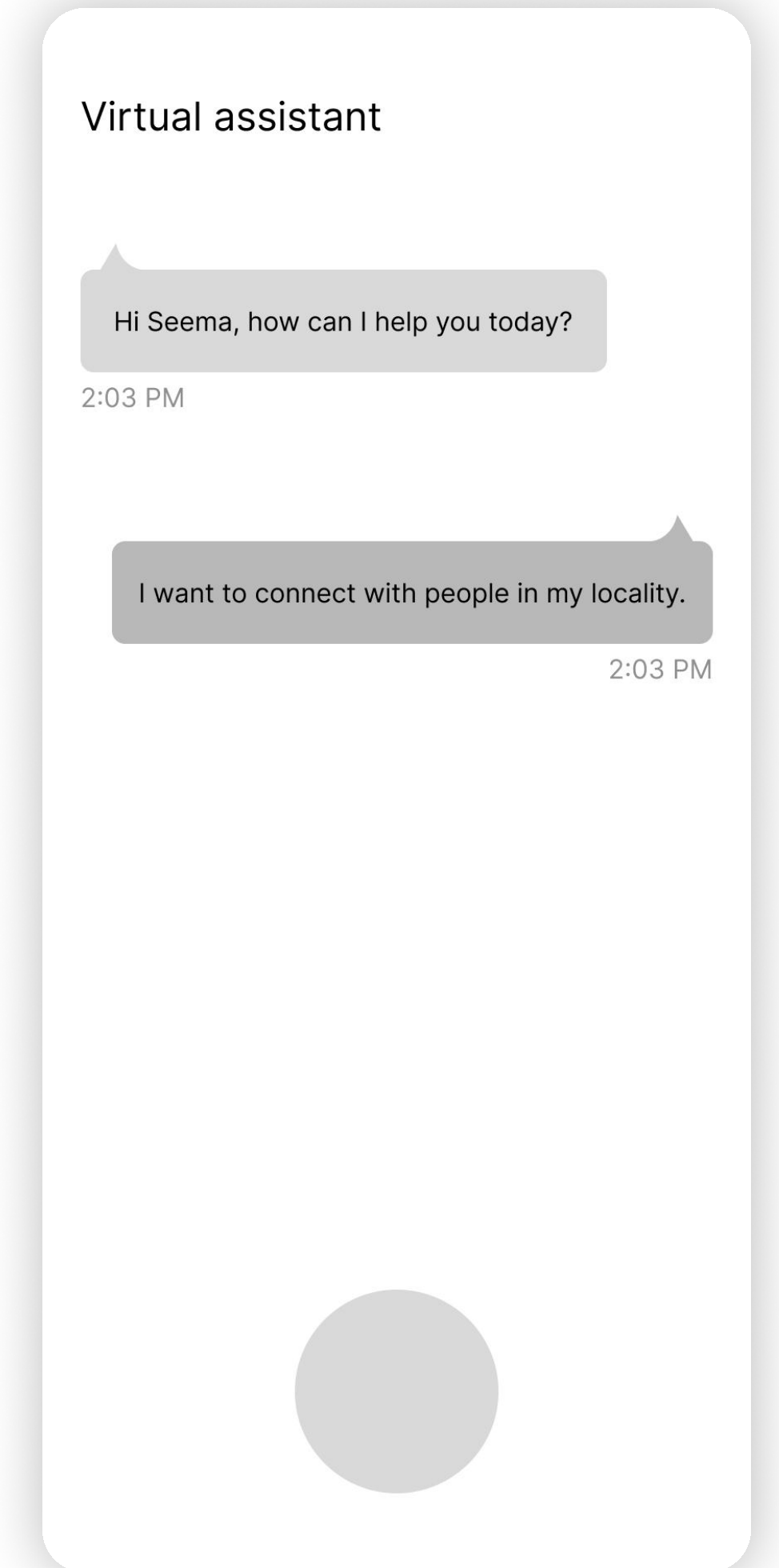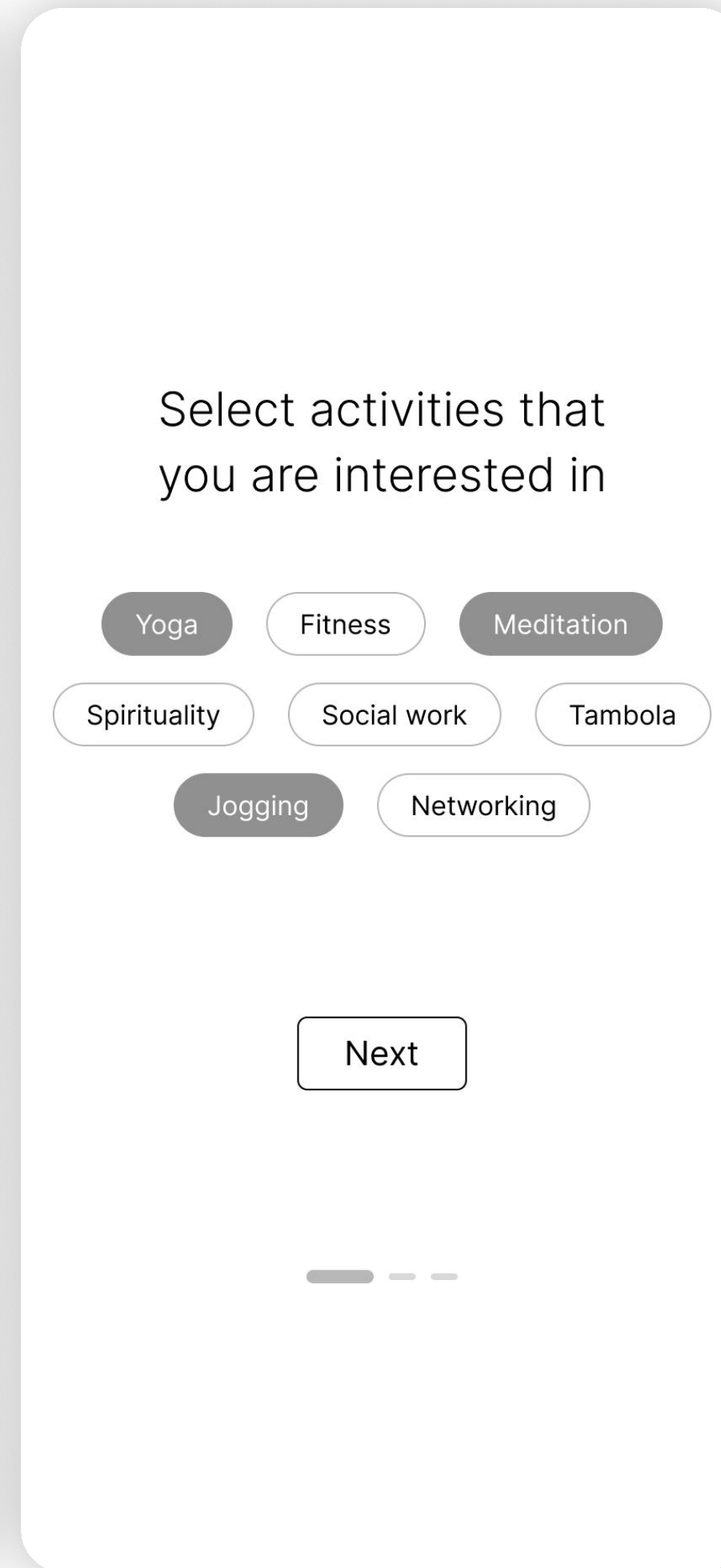Provide reminders and check-ins, make them feel acknowledged

User flow

```
                    ┌──────────────┐
                    │    Saathi    │
                    └──────┬───────┘
                           │
                    ┌──────▼───────┐
                    │  Onboarding  │
                    └──────┬───────┘
         ┌─────────────────┼─────────────────┐
  ┌──────▼───────┐  ┌──────▼───────┐  ┌──────▼───────┐
  │ Sign up to   │  │ Login to     │  │ Select your  │
  │ create a new │  │ existing     │  │ interests    │
  │ account      │  │ account      │  │              │
  └──────┬───────┘  └──────┬───────┘  └──────┬───────┘
         └─────────────────┼─────────────────┘
                    ┌──────▼───────┐
                    │ Landing page │
                    └──────┬───────┘
         ┌─────────────────┼─────────────────┐
  ┌──────▼───────┐  ┌──────▼───────┐  ┌──────▼───────┐
  │   Homepage   │  │  Community   │  │  Settings/   │
  │              │  │    page      │  │   Profile    │
  └──────────────┘  └──────────────┘  └──────────────┘
```

Homepage

- Latest news - through 'Stories'
  - Show time remaining and medicine
  - "View all"
  - "Add reminder"
- Display upcoming reminder for medication
- "Learn something new today" - video lessons
  - Making online payments
  - Online safety and privacy
  - Today's social media apps
- Order a check-up
- Shop essentials
  - Medicines
  - Grocery and Kitchen
  - Household essentials

- Activity details
- Mode: Online/Offline
- Invite others

Community page

- Assistive technology
  - Voice assistant to communicate with
- Activities near you
  - Yoga session
  - Singing
  - Storytelling
- Online discussion forums
- Communities
  - Yoga and meditation
  - Book club
  - Bird watching
  - Health and fitness

Settings/ Profile

- Number of connections
- Number of communities joined
- Font adjustment
  - Normal
  - Large
  - Extra large
- Colour palette

Raahi

Splash screen

Select activities that
you are interested in

Yoga   Fitness   Meditation

Spirituality   Social work   Tambola

Jogging   Networking

Next

Select activities that
you are interested in

Yoga   Fitness   Meditation

Spirituality   Social work   Tambola

Jogging   Networking

Next

Onboarding

Virtual assistant

Hi Seema, how can I help you today?

2:03 PM

I want to connect with people in my locality.

2:03 PM

Voice enabled virtual assistant

Homepage

Goregaon East, Mumbai

Search

In the news 🔊

Reminders 🔊 [View all]

Multivitamin tablet
1 tablet after lunch   2:30 PM

Learn new things 🔊   View all

Learn new things 🔊   View all

Online payments
20 mins
[Watch now]

Onl
20 m
[W

Explore communities

Shop essentials 🔊

Multivitamins
1 pack
Rs. 138

Omega 3
1 pack
Rs. 108

Calcium
1

Goregaon East, Mumbai

Search

Categories 🔊

Social & Entertainment

Learning & Skills

Health & Fitness

Business

Charity & Causes

Technology

Search page

All reminders
3 reminders

[Edit]

Multivitamin tablet
1 tablet after lunch   2:30 PM

[Edit]

Multivitamin tablet
1 tablet after lunch   2:30 PM

Set another reminder
[Add +]

Reminders

"Raahi" page

● Goregaon East, Mumbai

Explore Community

Upcoming 🔊

Yoga session
Today — 5:30 PM

Jogging
Tomorrow — 8:00 AM

Communities 🔊   Explore all

Book lovers
152 members — Join

Communities 🔊   Explore all

Book lovers
152 members — Join

He
22

Activities near you 🔊

Top blogs 🔊   Explore all

Morning prayers
5 likes • 1 comment — Read

Mo
5 li

Morning group walk
12 August 2024 • 7:00 AM

● Sanjay Gandhi National Park

Connections joining this activity

Interested in this activity?

Join

More activities near you 🔊

Activity details

Communities

Goregaon East, Mumbai

Search in Communities...

All communities on Raahi 🔊
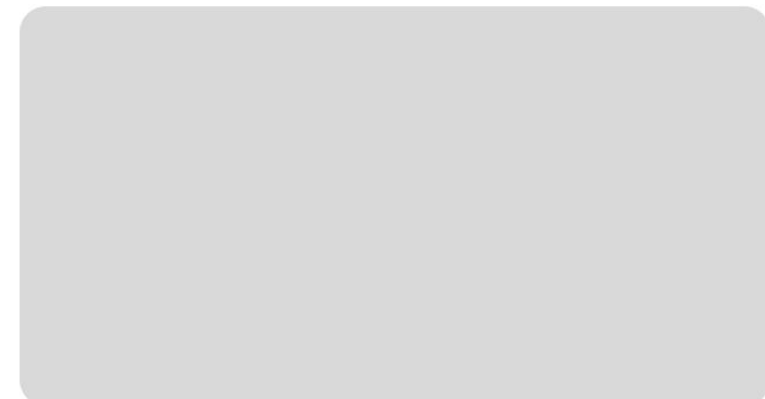
Book lovers
220 members

Learn more
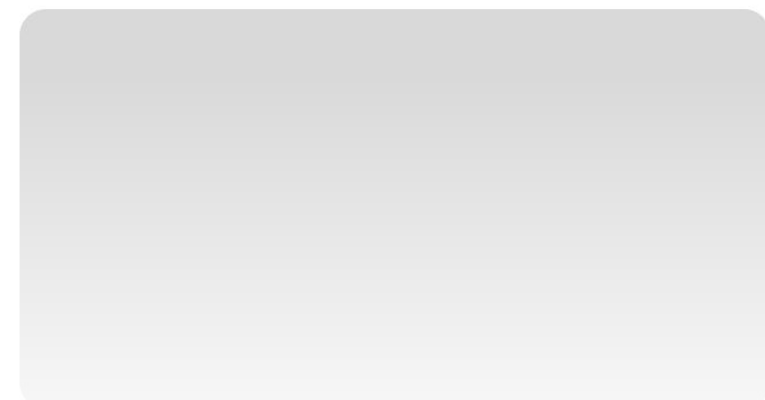
Yoga & Meditation

Yoga & Meditation
220 members

Learn more
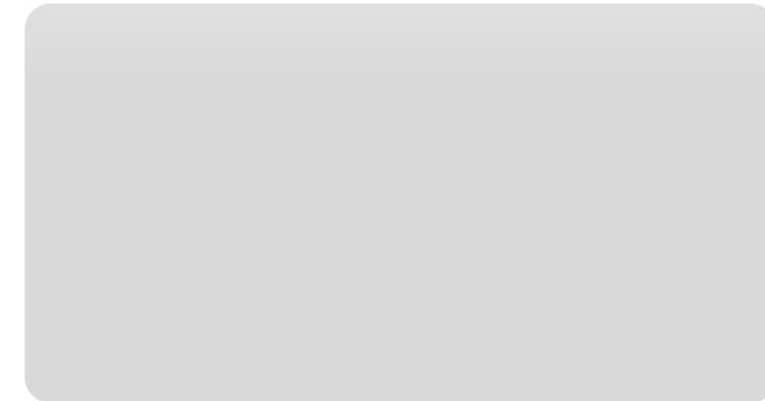
Health & Fitness
220 members

Learn more
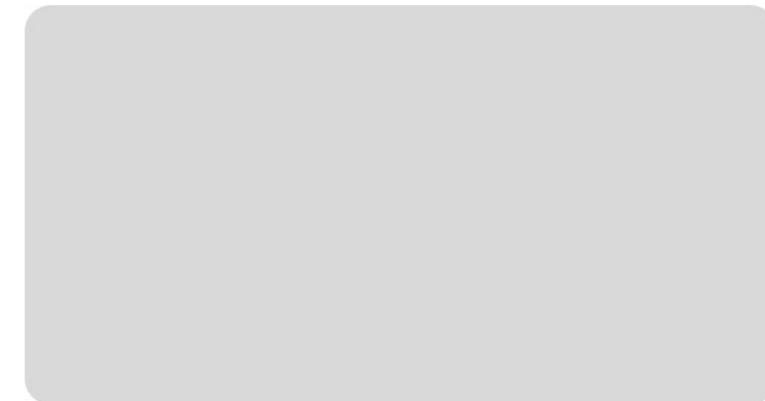
Spirituality
220 members

Learn more

Create your own Community

Create now +

Health & Fitness 🔊
220 members
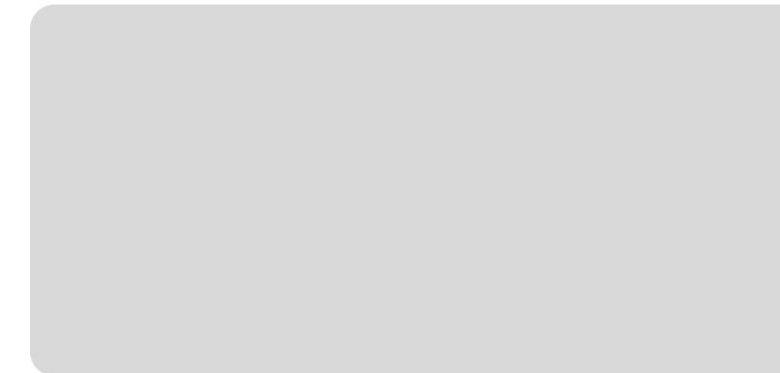
About the community

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Active members

See all

Join community

Explore more communities

Goregaon East, Mumbai

You are now a part of
Health & Fitness
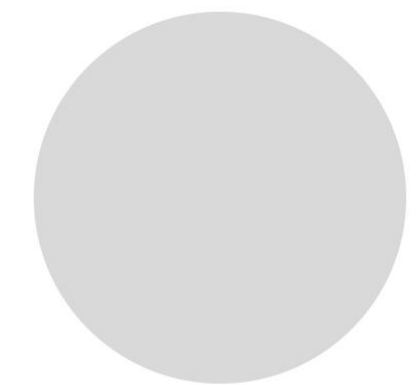
You will be notified about updates and community activities

Invite others

Joining a community

Blogs

Morning prayer 🔊

Written by Suryakumar Sharma

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Enjoyed reading this blog?

Like ❤️

More blogs for you 🔊

Write your own blog

Get started +
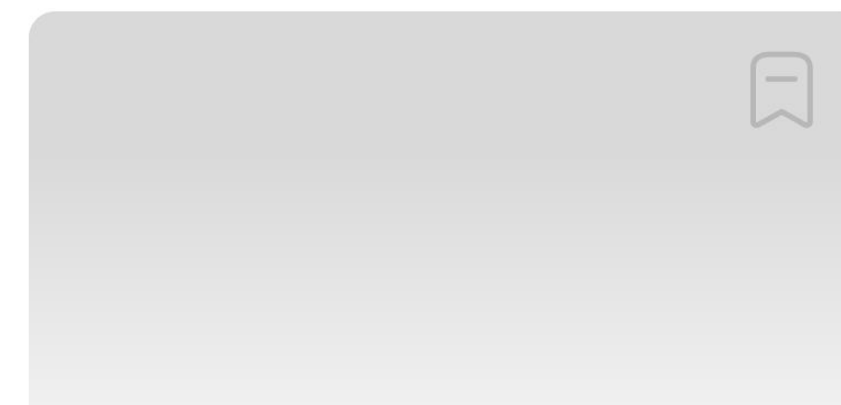
Goregaon East, Mumbai

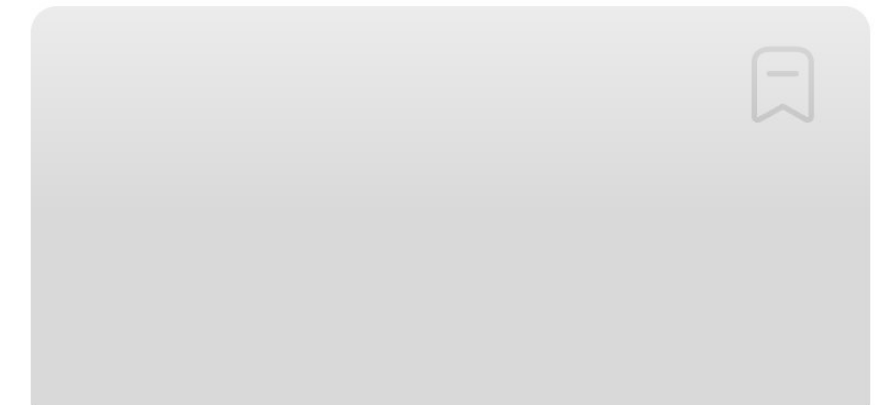Search in Blogs...

Blogs written on Raahi 🔊
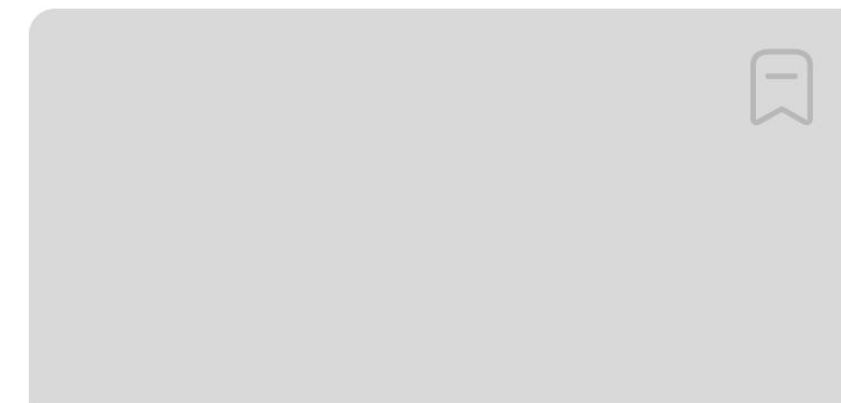
Morning prayers
5 likes • 1 comment

Read
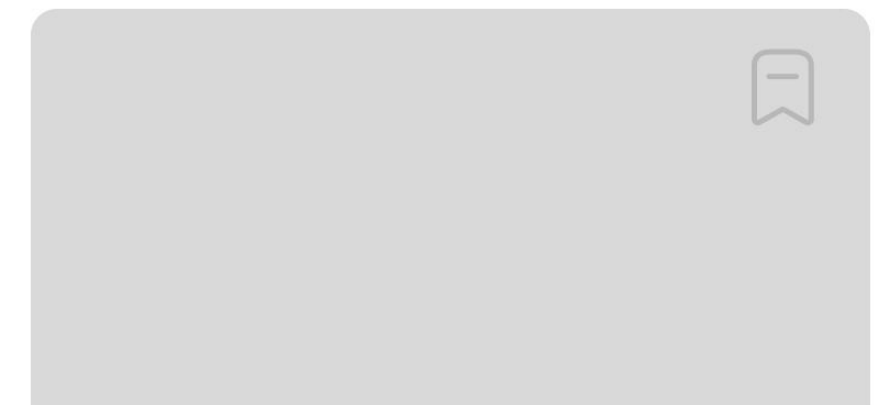
Morning prayers
5 likes • 1 comment

Read

Morning prayers
5 likes • 1 comment

Read

Morning prayers
5 likes • 1 comment

Read

Morning prayers
5 likes • 1 comment

Read

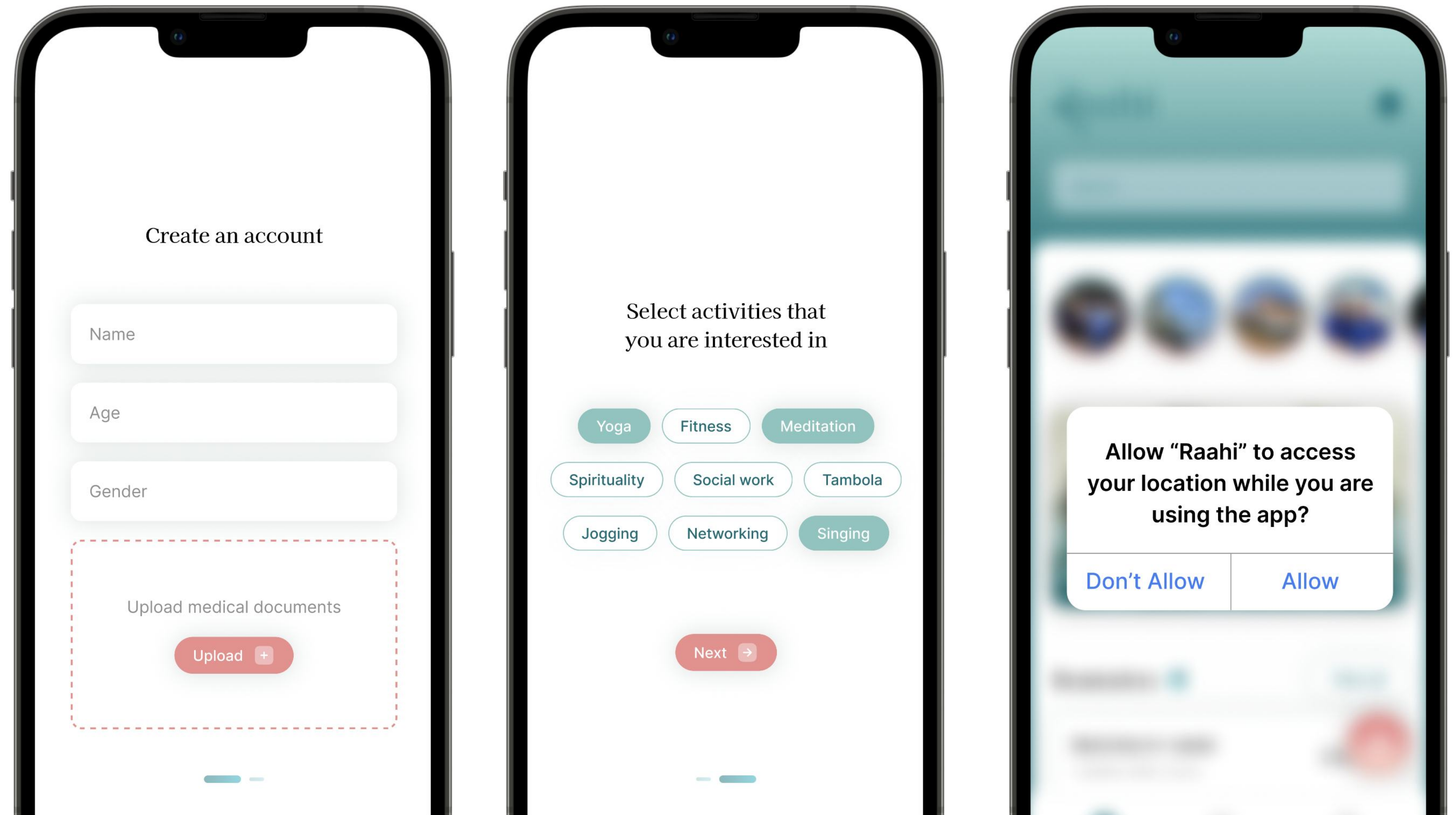Write your own blog

Get started +

Explore all blogs

Raahi

An app designed to enable and empower elderly individuals by connecting them with communities, activities, resources, and fostering meaningful engagement.
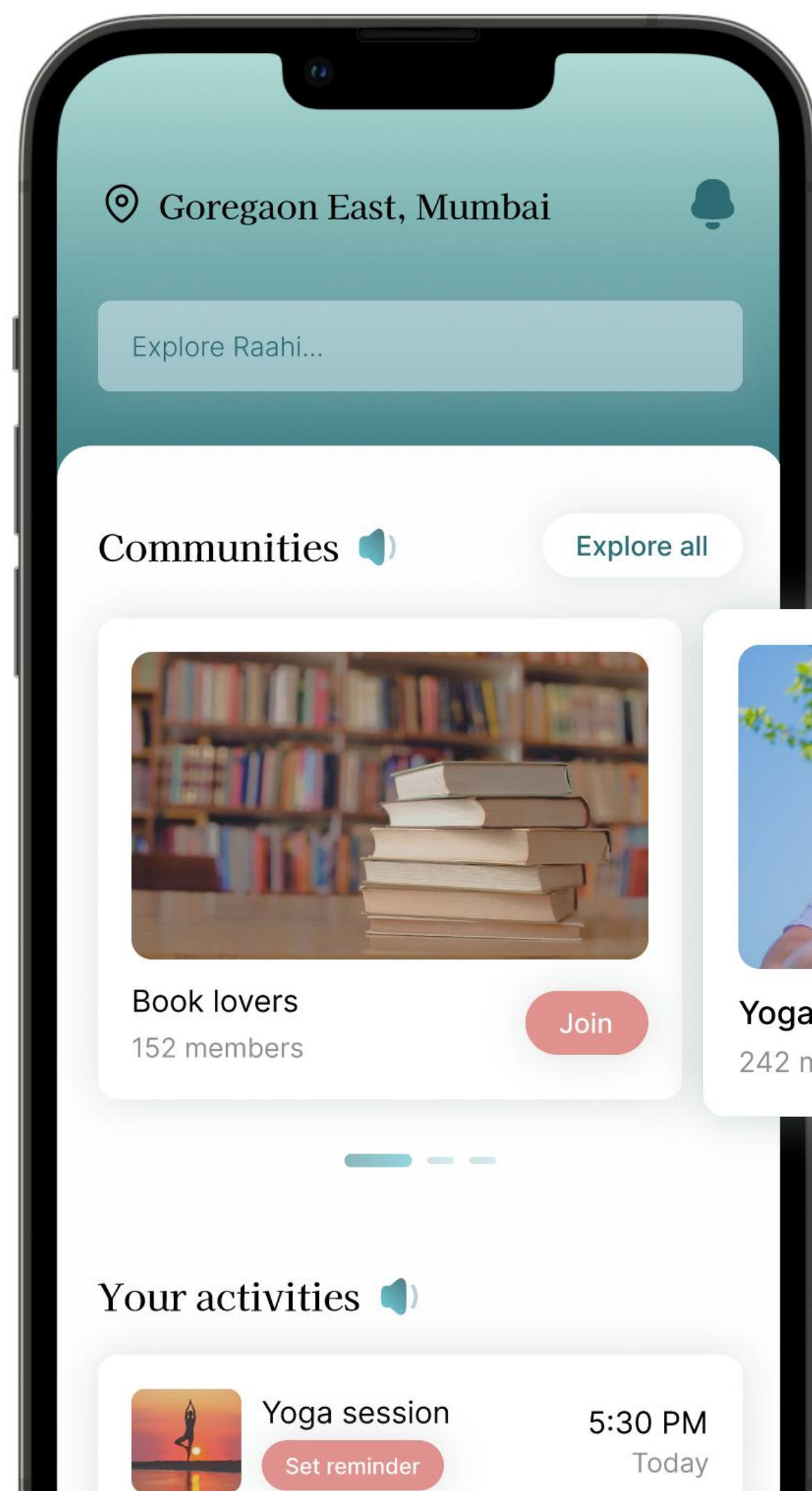
Onboarding

Easy and quick onboarding. Simply take a picture of the medical documents and avoid the hassle of typing the medical history.

Create an account

Name

Age

Gender

Upload medical documents

Upload +

Select activities that you are interested in

Yoga   Fitness   Meditation

Spirituality   Social work   Tambola

Jogging   Networking   Singing

Next →

Allow "Raahi" to access your location while you are using the app?

Don't Allow   Allow

Goregaon East, Mumbai

Explore Raahi...

Communities 🔊   Explore all

Book lovers
152 members   Join

Yoga & Meditation
242 members   Join

Health & Fitness
92 members   Joined ✓

Technology & Learning
371 members   Joined ✓

Arts and Culture
84 members

Your activities 🔊

Yoga session   5:30 PM
Set reminder   Today

Communities

Communities are groups where elderly users connect, share interests, and engage in discussions, fostering **social interaction** and **support**.

Goregaon East, Mumbai

Explore Raahi...

Communities 🔊   Explore all

Book lovers
152 members   Join

Yo
152

Your activities 🔊

Yoga session   5:30 PM
Set reminder   Today

Jogging   8:00 AM
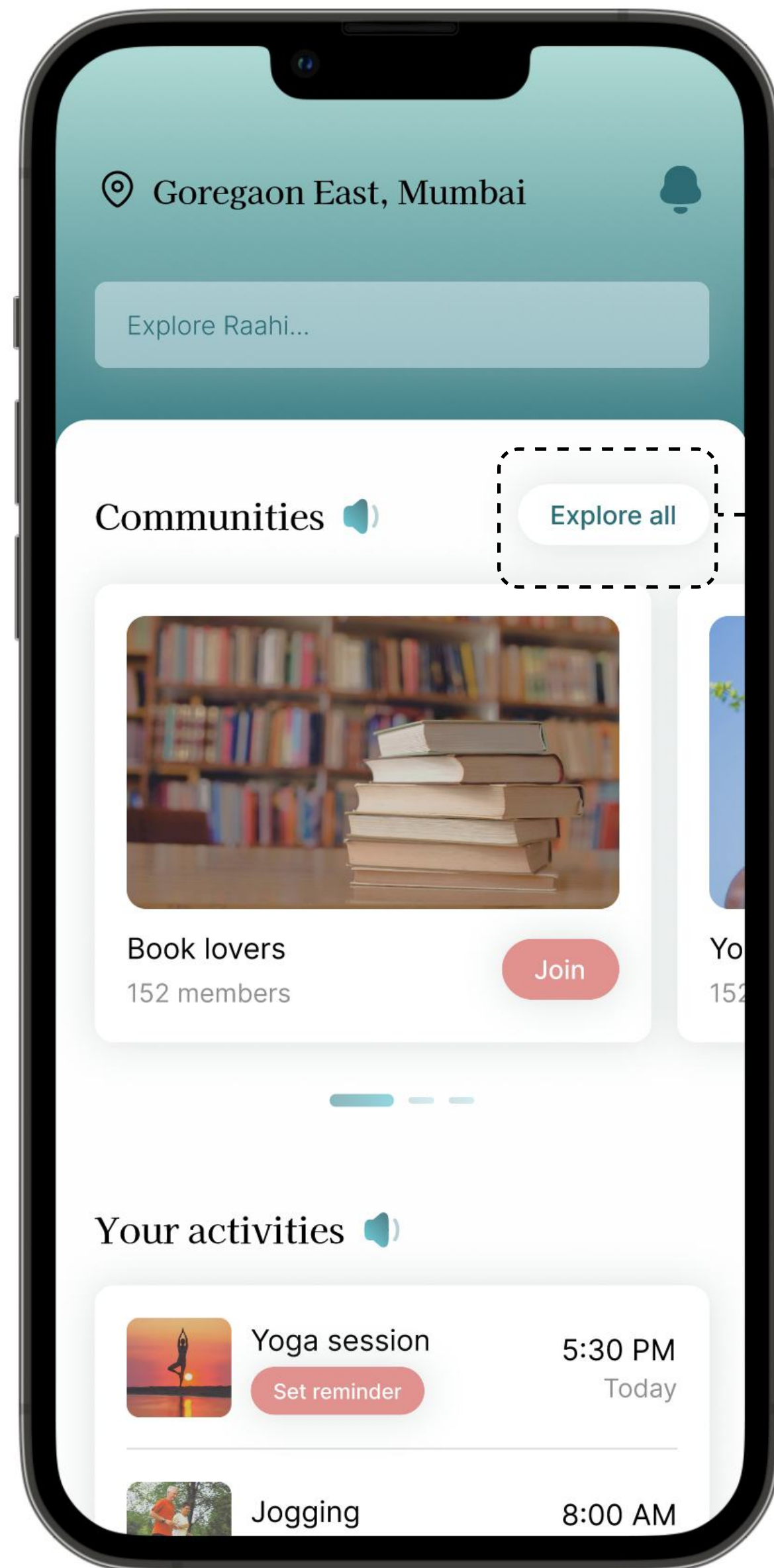
Communities on Raahi 🔊

Book lovers
152 members   Learn more

Yoga & Meditation
242 members   Learn more
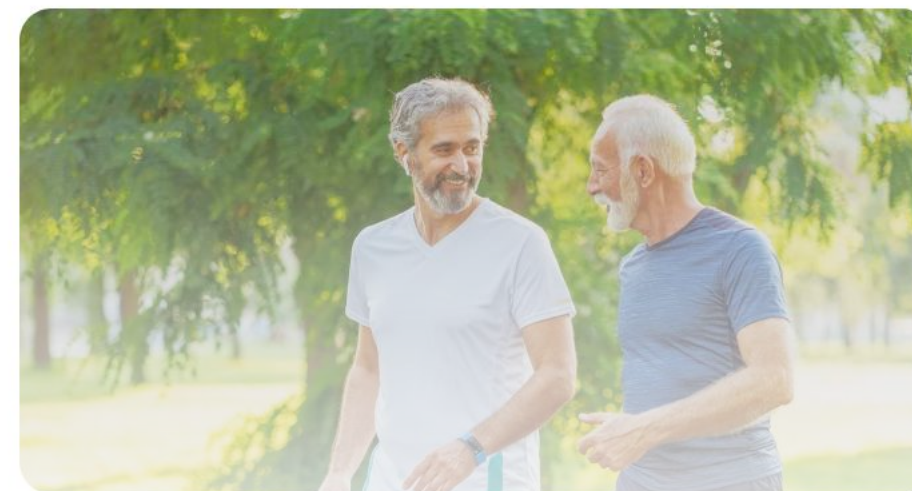
Health & Fitness
92 members   Joined ✓

Health & Fitness
92 members   Joined ✓

Technology & Learning
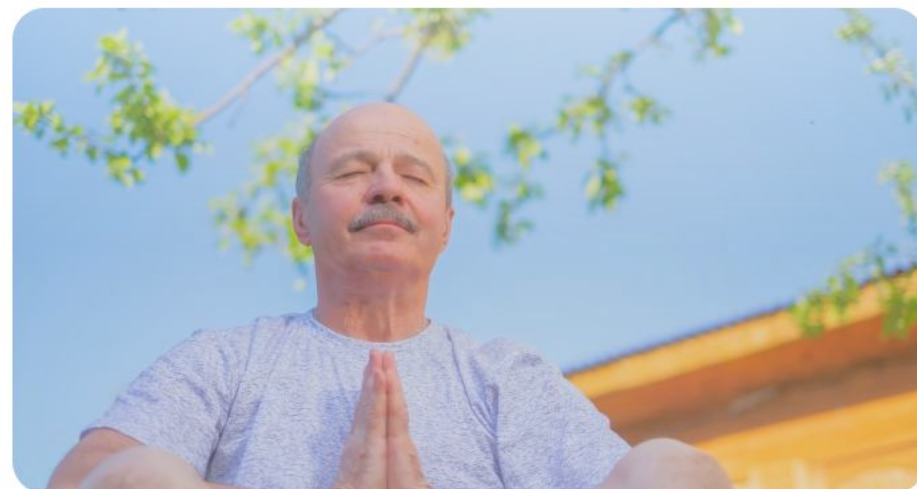371 members   Joined ✓

Make your own community
Create +

Home   Raahi   Settings

Becoming a member

The Community description page provides an overview of the community's focus, detailing what it's about and the **topics discussed**. It shows the number of members currently involved and offers a simple option for users to join and **become part of the conversation**.
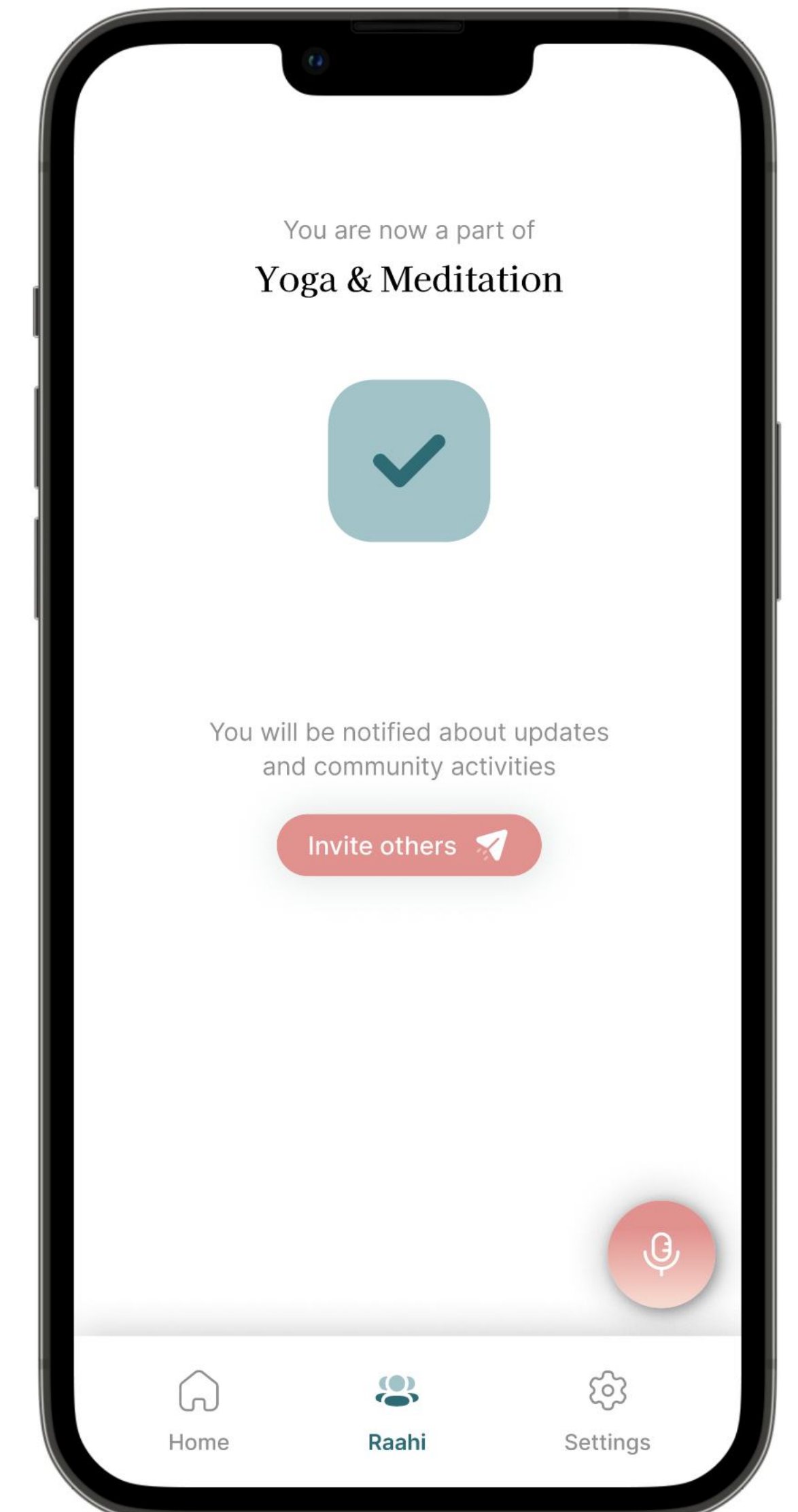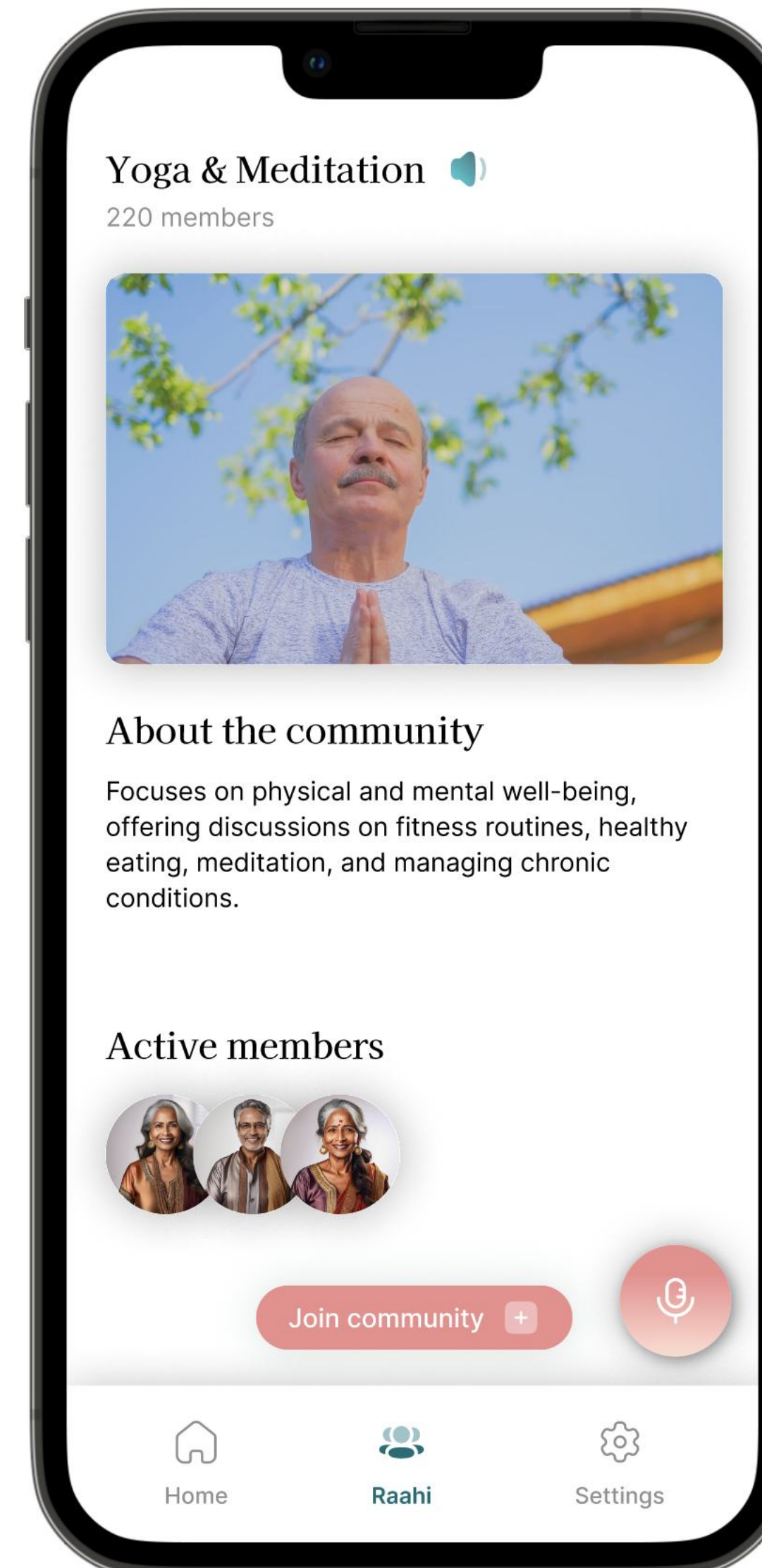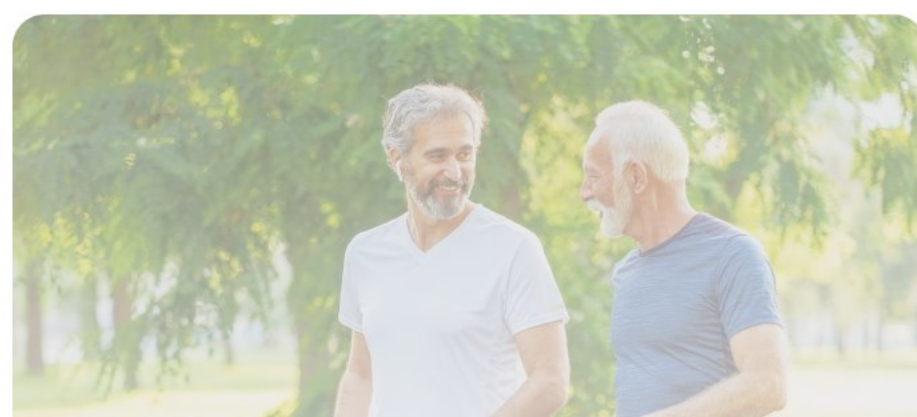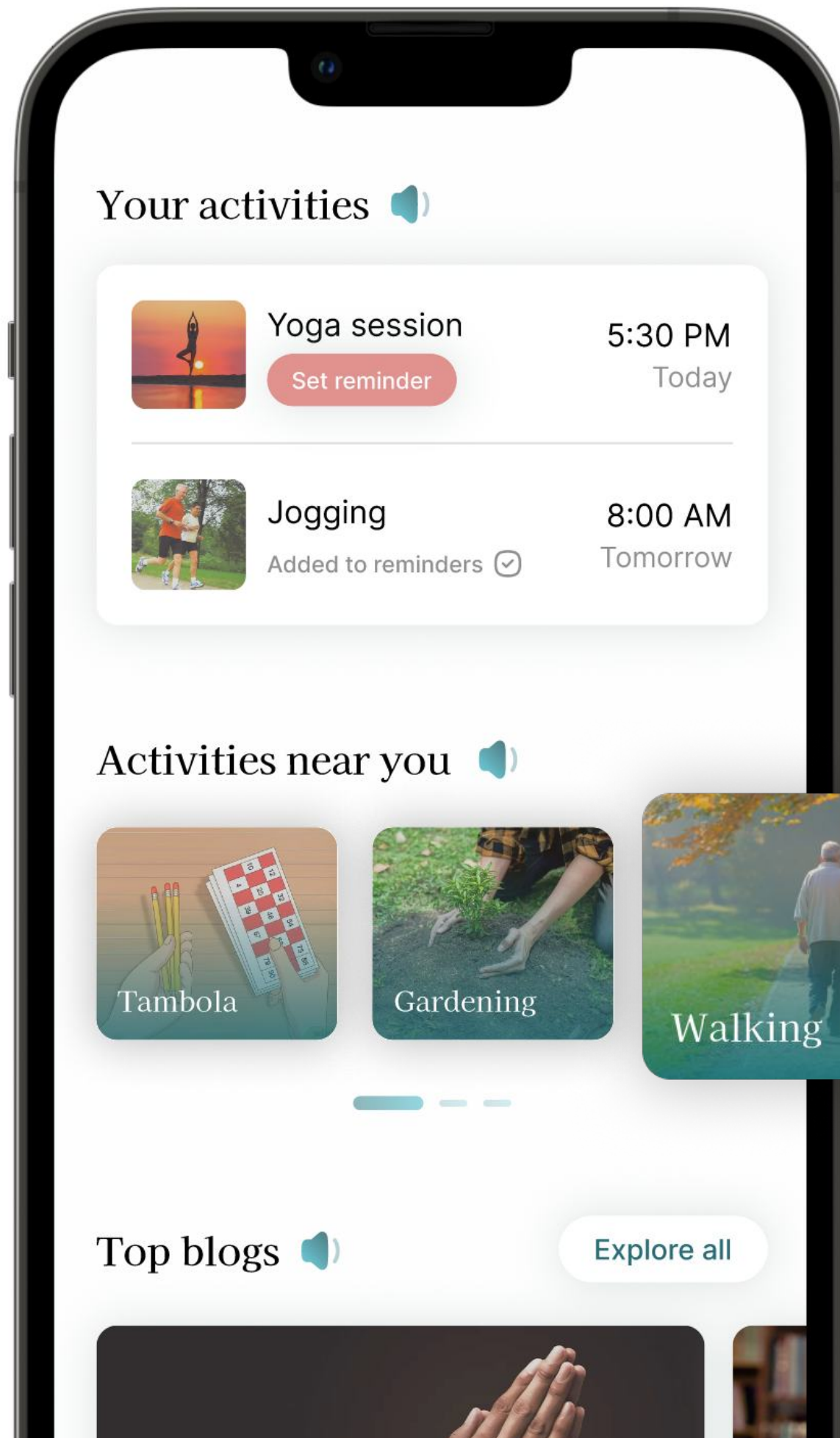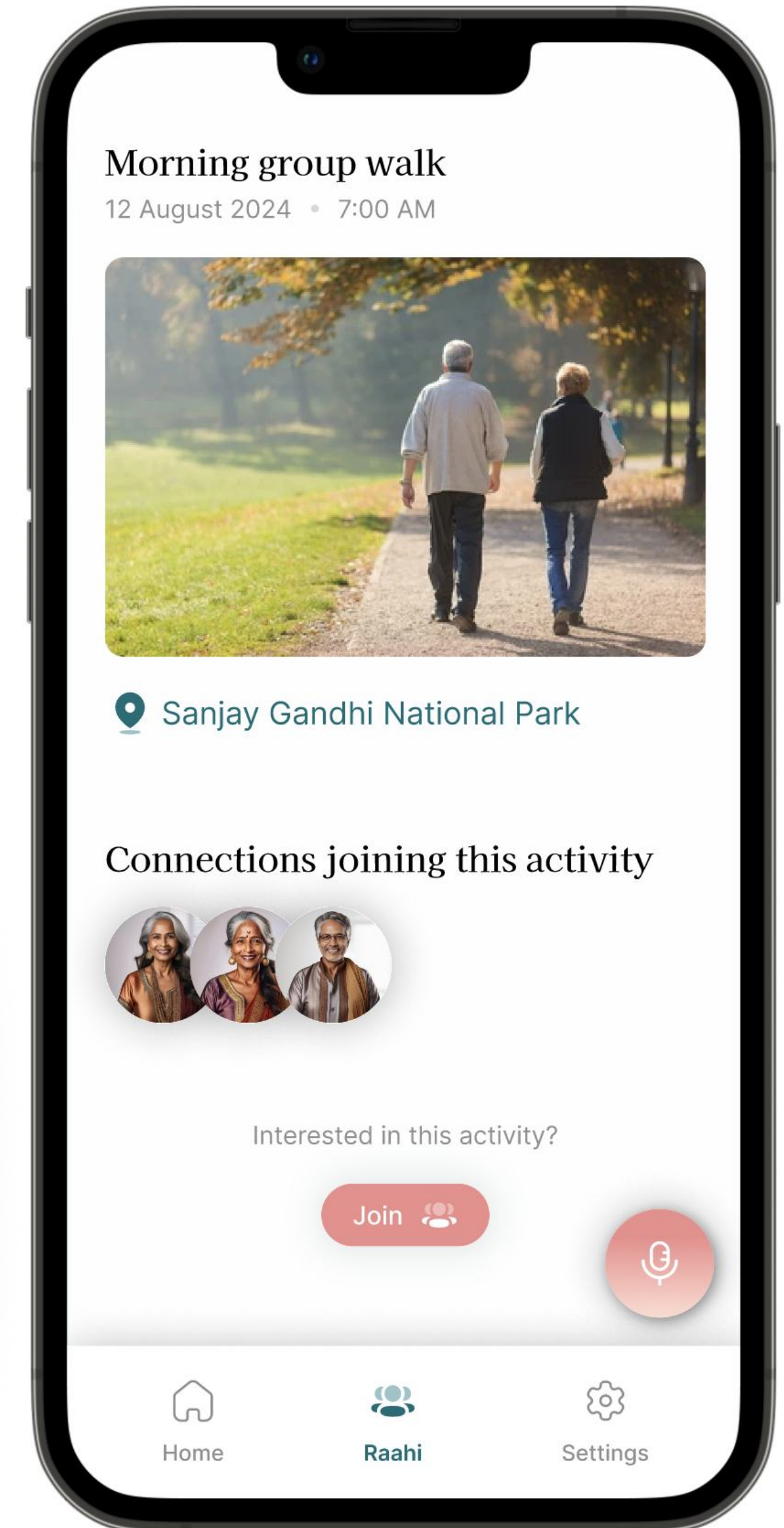
Book lovers
152 members
Learn more

Yoga & Meditation
242 members
Learn more

Yoga & Meditation 🔊
220 members

About the community

Focuses on physical and mental well-being, offering discussions on fitness routines, healthy eating, meditation, and managing chronic conditions.

Active members

Join community +

Home   Raahi   Settings

You are now a part of
Yoga & Meditation

✓

You will be notified about updates and community activities

Invite others ✈

Home   Raahi   Settings

Activities near you

"Activities near you" highlights **local events** and **group activities** like yoga, gardening, and book clubs, encouraging elderly users to stay active and socially engaged in their communities.

Your activities 🔊

Yoga session	5:30 PM
Set reminder	Today
Jogging	8:00 AM
Added to reminders ✓	Tomorrow

Activities near you 🔊

Tambola Gardening Walking Bird watching Dance Book club

Top blogs 🔊   Explore all

Morning group walk
12 August 2024 • 7:00 AM

📍 Sanjay Gandhi National Park

Connections joining this activity

Interested in this activity?

Join 👥

Home   Raahi   Settings

Video lessons

"Learn something new" offers video lessons on **essential topics** like online payments, social media, smartphone use, etc., **empowering elderly users** with the skills they need to navigate the digital world confidently.
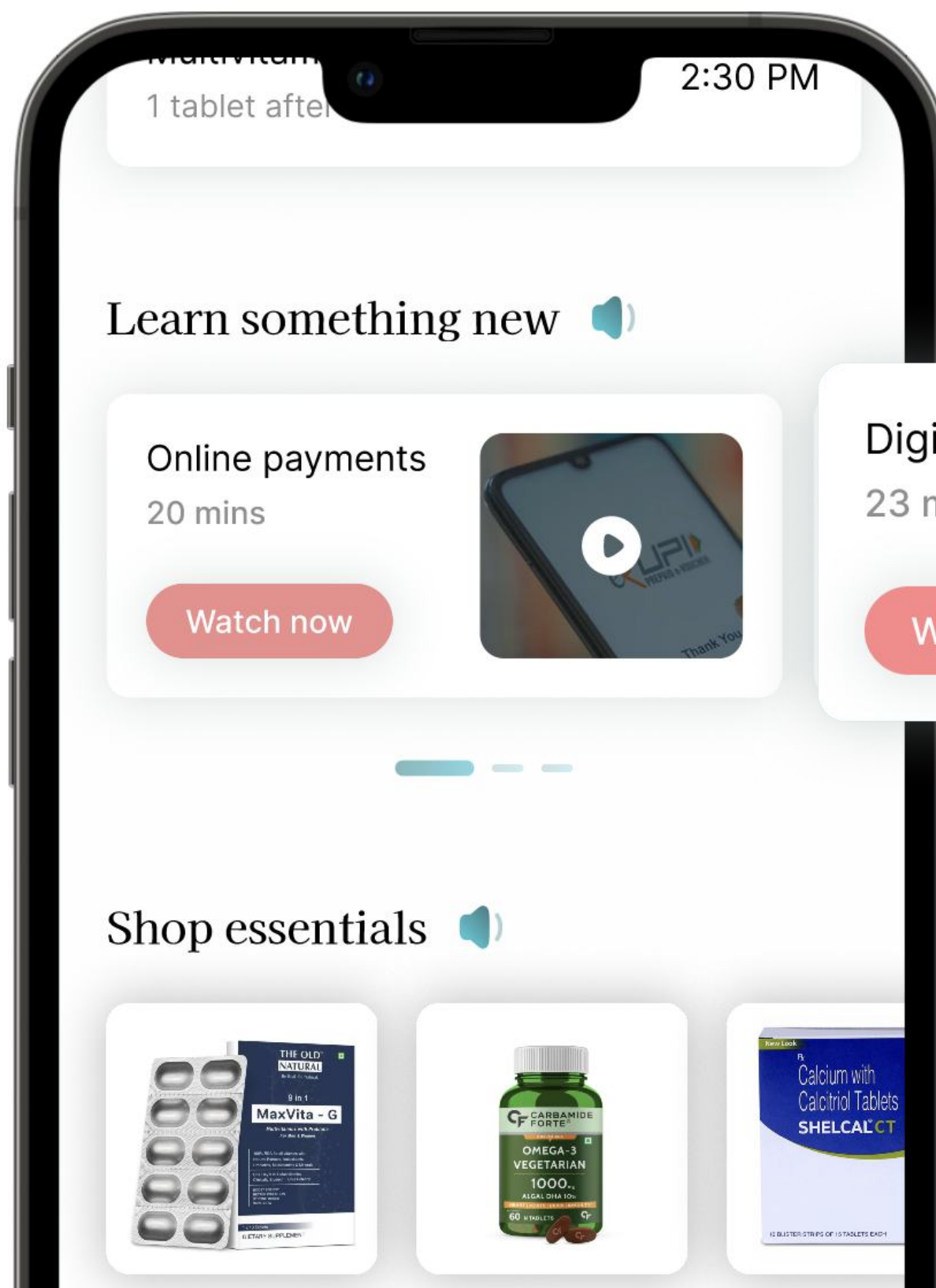
Streaming services
23 mins

Watch now

Learn something new 🔊

Online payments
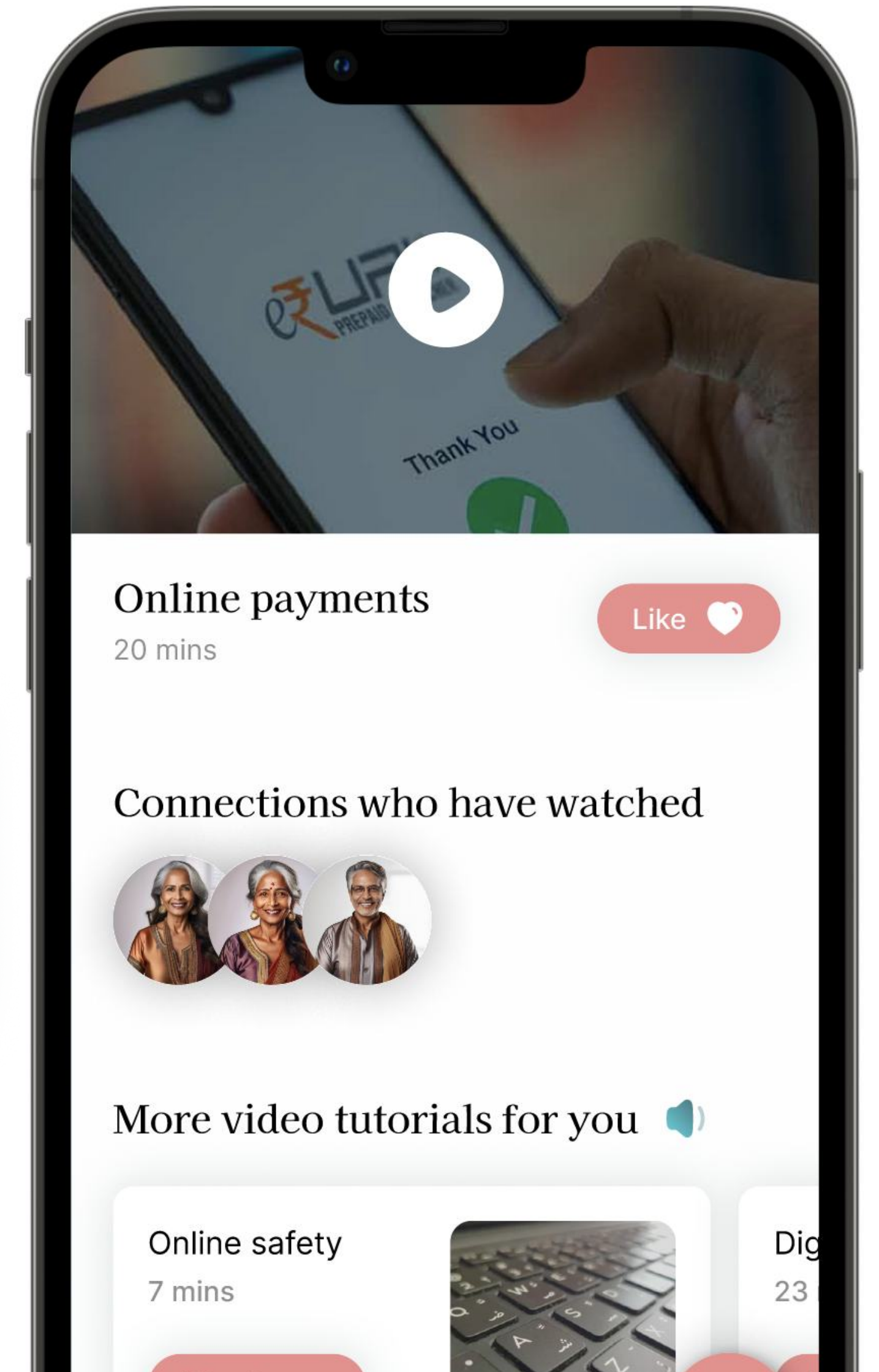20 mins

Watch now

Digital banking
23 mins

Watch now

Online safety
7 mins

Watch now

Instagram
18 mins

Watch now

Shop essentials 🔊

Online payments
20 mins

Like ♥

Connections who have watched
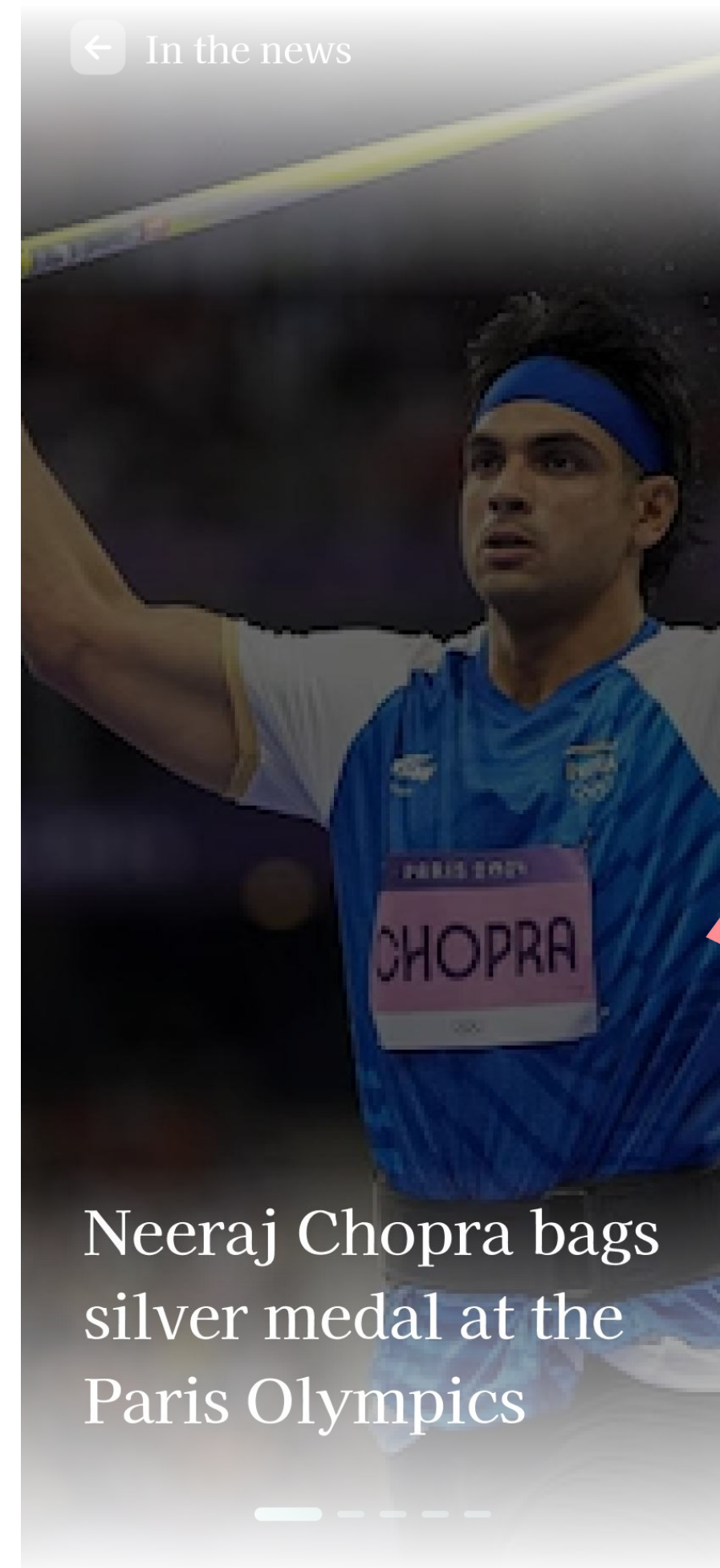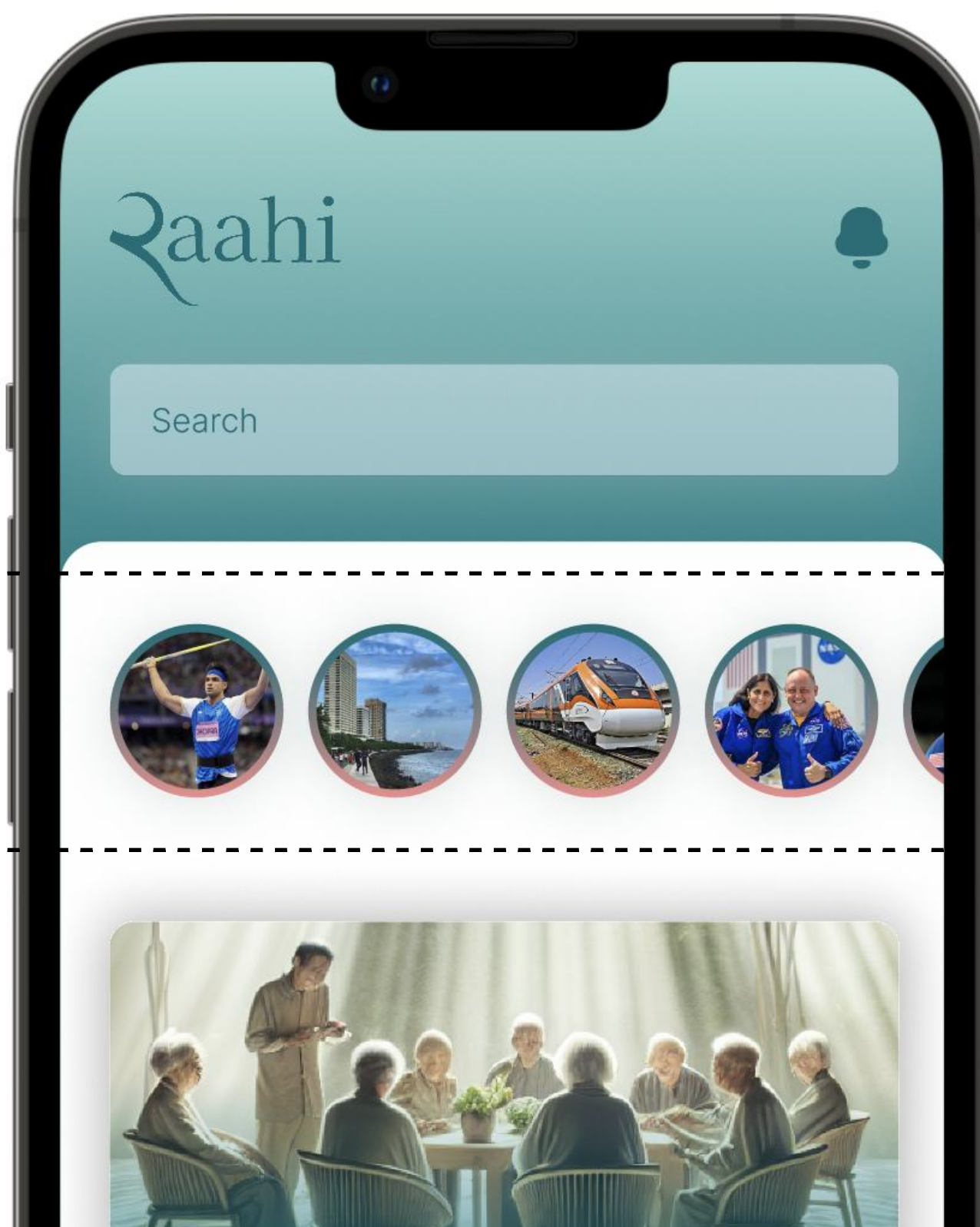
More video tutorials for you 🔊

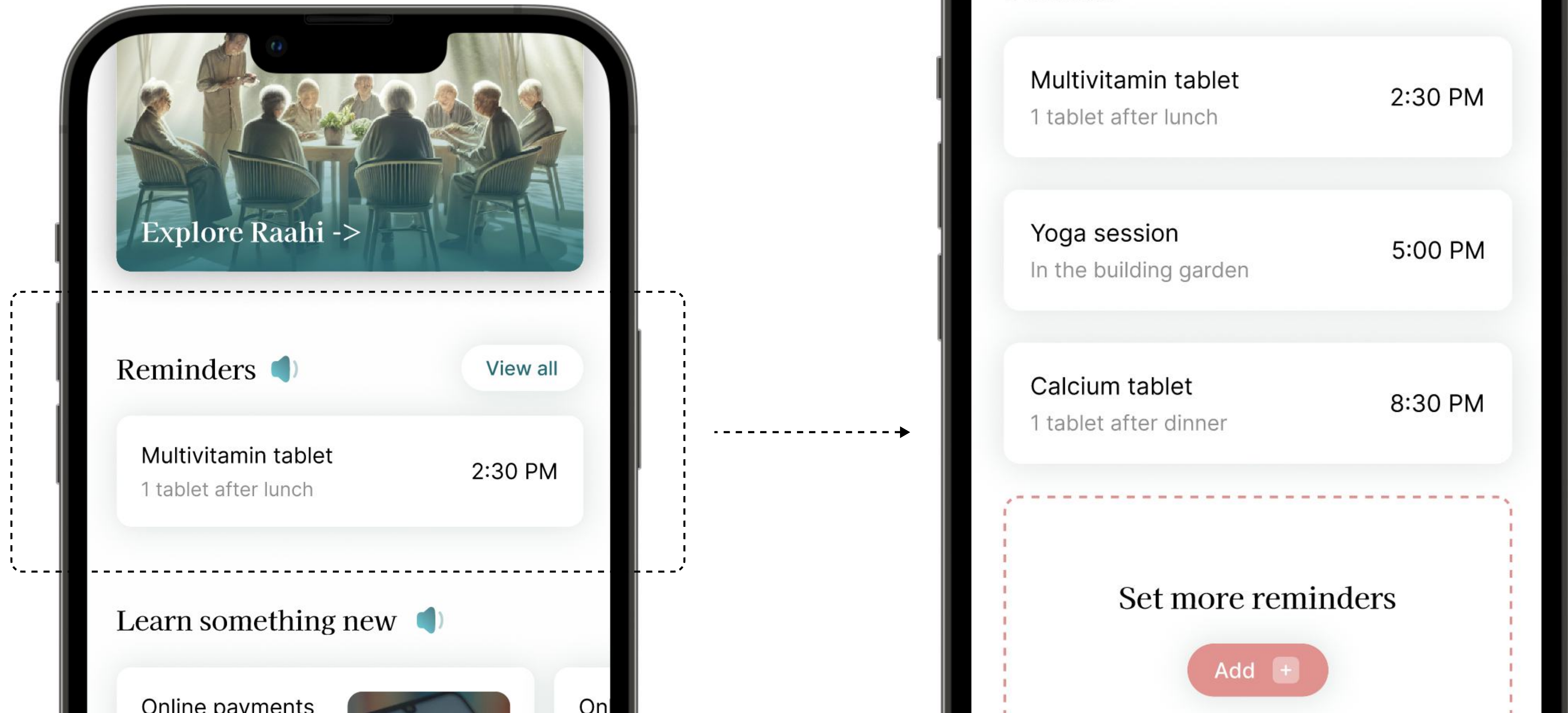### Online safety
7 mins

Dig
23

In the news

This section delivers news highlights in a **swipeable format**, like Instagram Stories, allowing users to quickly browse through the latest updates and **stay informed**.

In the news

Neeraj Chopra bags silver medal at the Paris Olympics

In the news

Moderate rain expected in Mumbai city today

In the news

Tatanagar-Patna Vande Bharat Express to start from August 15

In the news

Sunita might Earth Februa
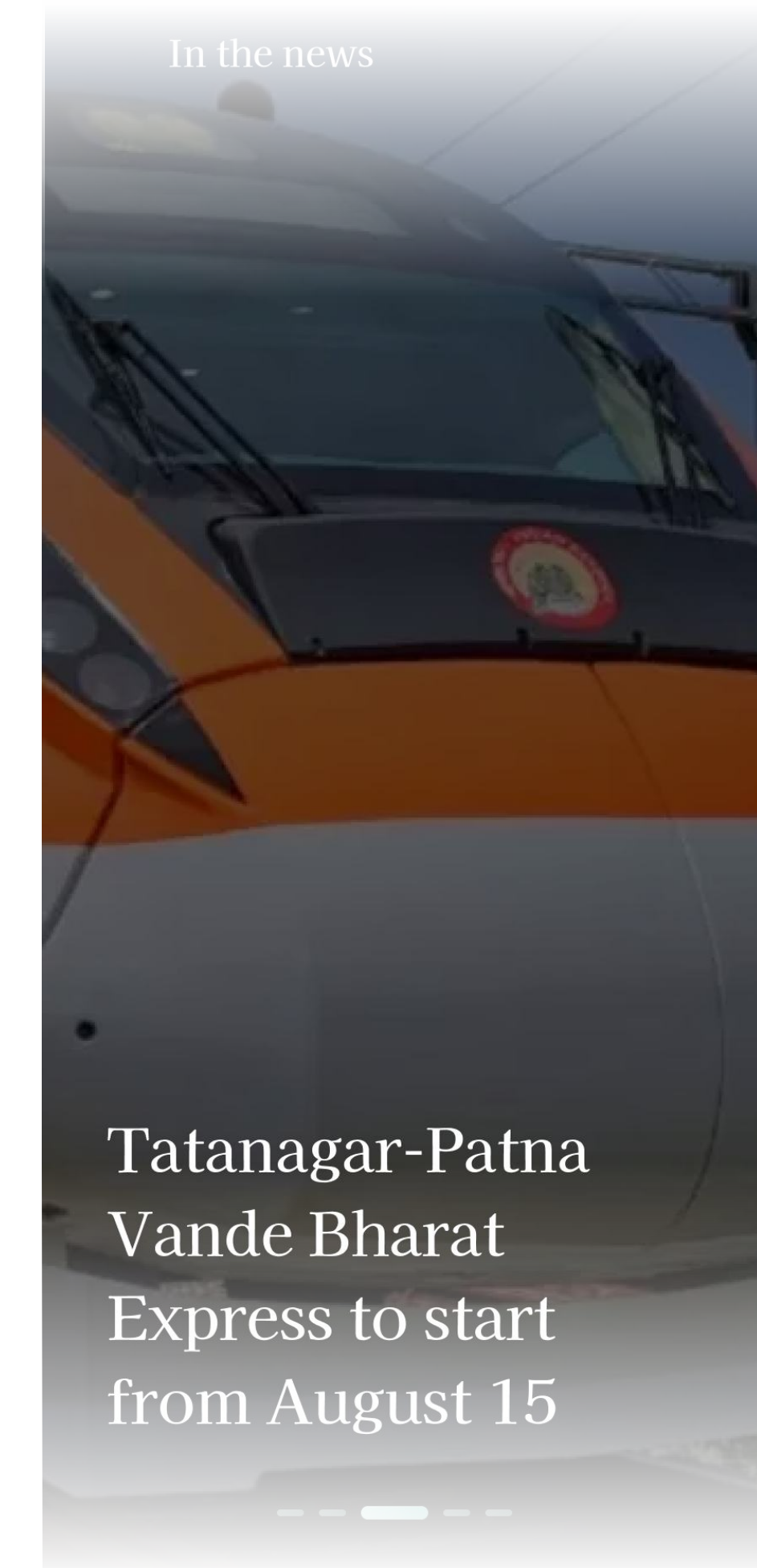
Reminders

Reminders help users stay on track with **daily tasks** by sending **alerts** for medication intake, exercise, and more.

Explore Raahi ->

Reminders 🔊   View all

| Multivitamin tablet | 2:30 PM |
| 1 tablet after lunch | |

Learn something new 🔊

Online payments

All reminders
3 reminders

| Multivitamin tablet | 2:30 PM |
| 1 tablet after lunch | |

| Yoga session | 5:00 PM |
| In the building garden | |

| Calcium tablet | 8:30 PM |
| 1 tablet after dinner | |

Set more reminders

Add +

Blogs

Community members can share short, personal pieces on various topics, allowing the elderly to **read** and **connect** through **shared experiences** and **insights**.

Activities near you 🔊

Tambola

Gardening

Walking

Top blogs 🔊

Explore all

Morning prayers benefits

5 likes • 1 comment

Read

The joy of gardening

2 likes • 3 comments
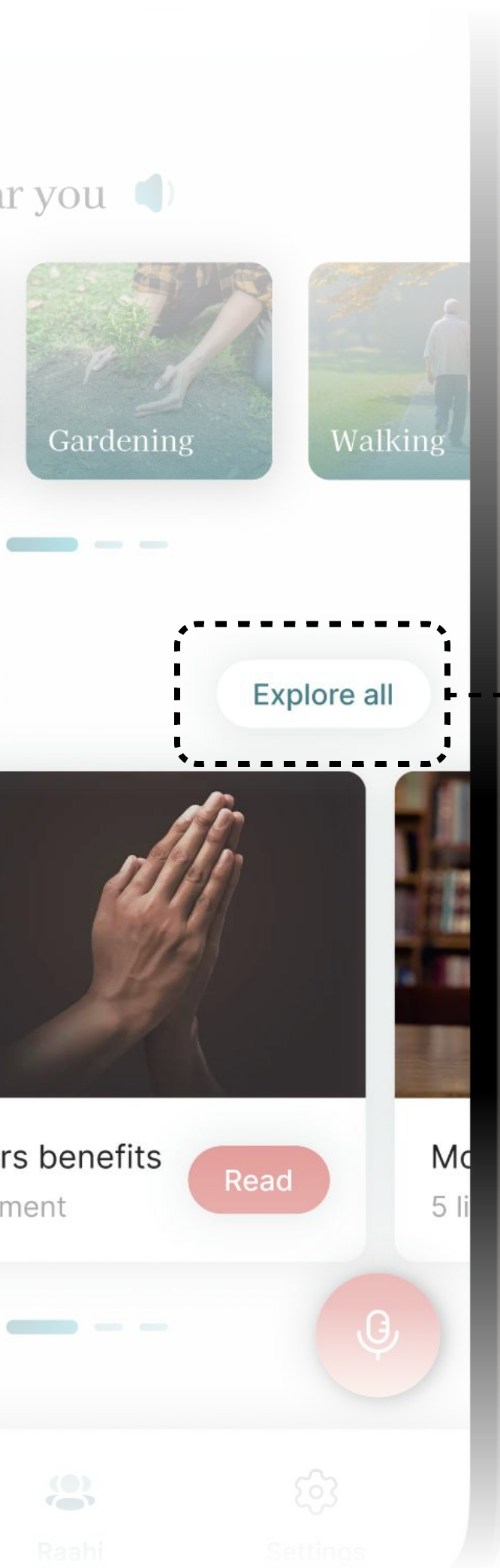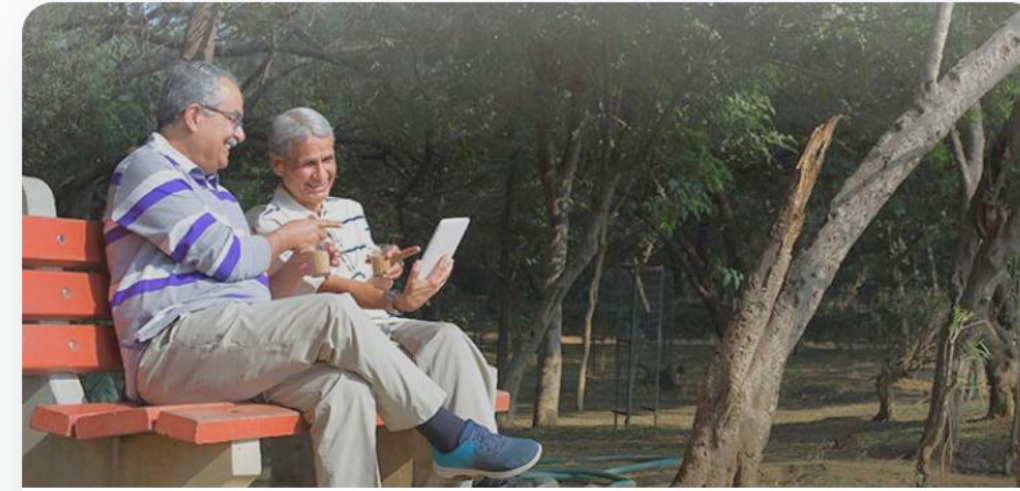
Re

Staying connected

10 likes • 1 comment

R

Healthy ageing

3 likes • 5 comments

Read

Blogs written on Raahi 🔊

Morning prayers benefits
5 likes • 1 comment
[Read]

The joy of gardening
2 likes • 3 comments
[Read]

Explore all

The joy of gardening
2 likes • 3 comments
[Read]

Staying connected
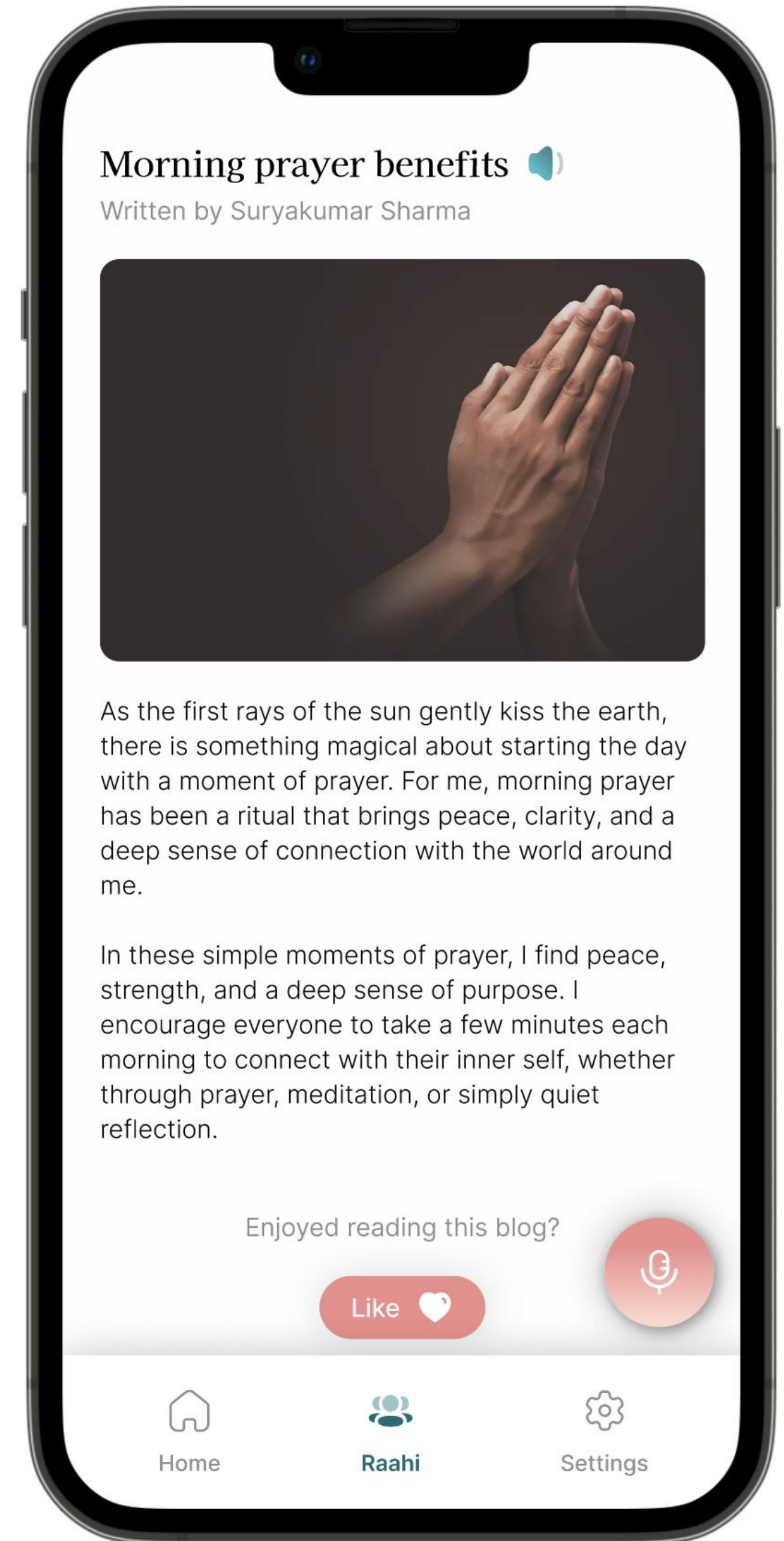10 likes • 1 comment
[Read]

Healthy ageing
3 likes • 5 comments
[Read]

Write your own blog
[Get started +]

Morning prayer benefits 🔊
Written by Suryakumar Sharma

As the first rays of the sun gently kiss the earth, there is something magical about starting the day with a moment of prayer. For me, morning prayer has been a ritual that brings peace, clarity, and a deep sense of connection with the world around me.

In these simple moments of prayer, I find peace, strength, and a deep sense of purpose. I encourage everyone to take a few minutes each morning to connect with their inner self, whether through prayer, meditation, or simply quiet reflection.

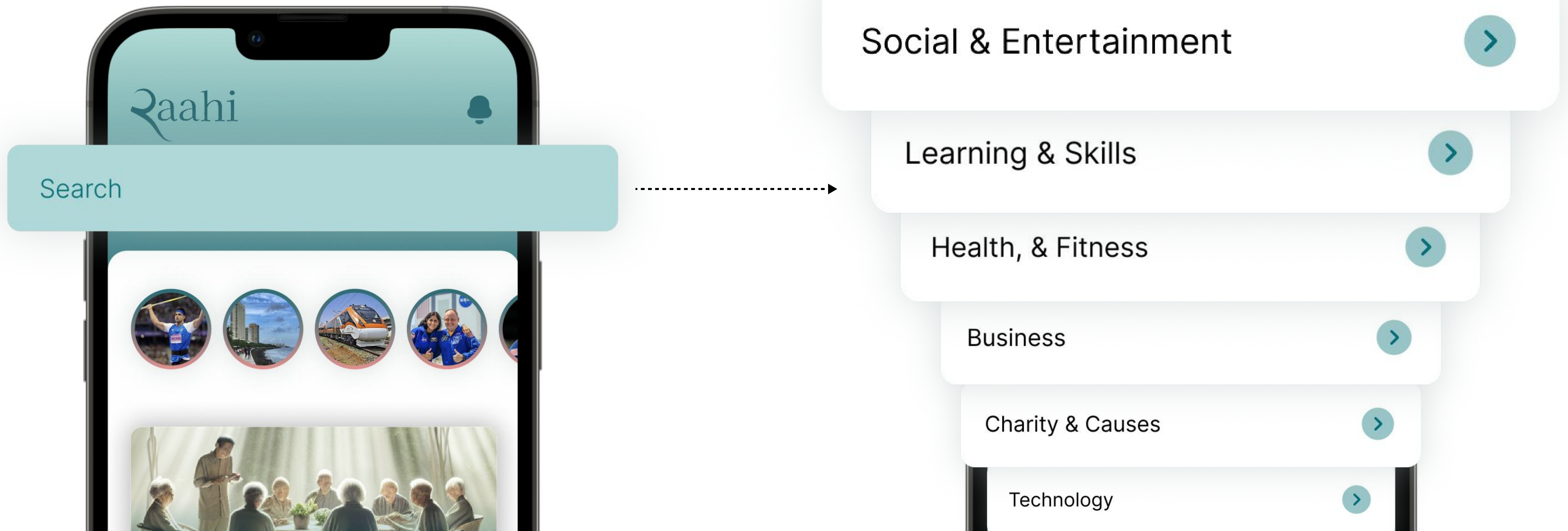Enjoyed reading this blog?

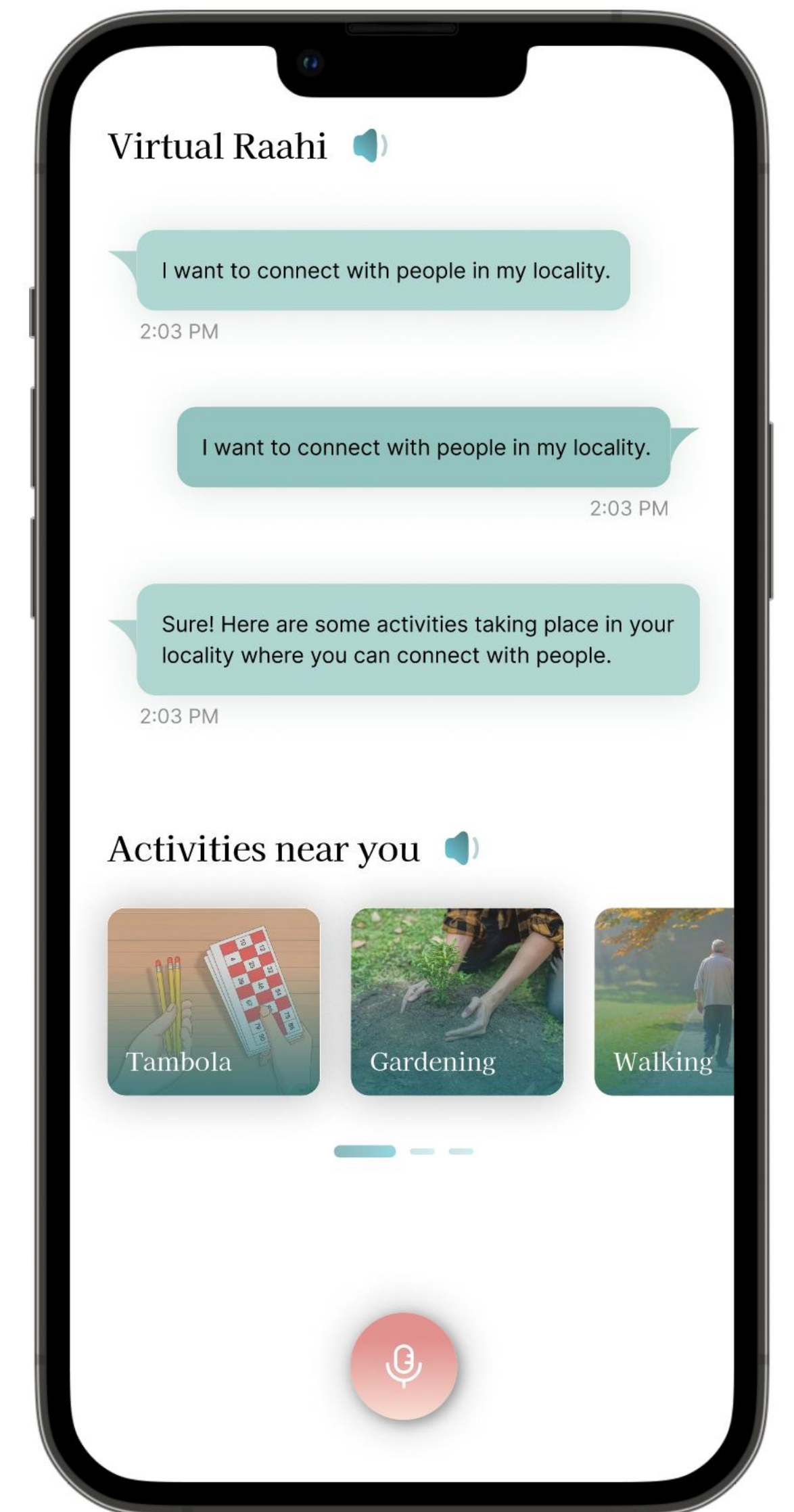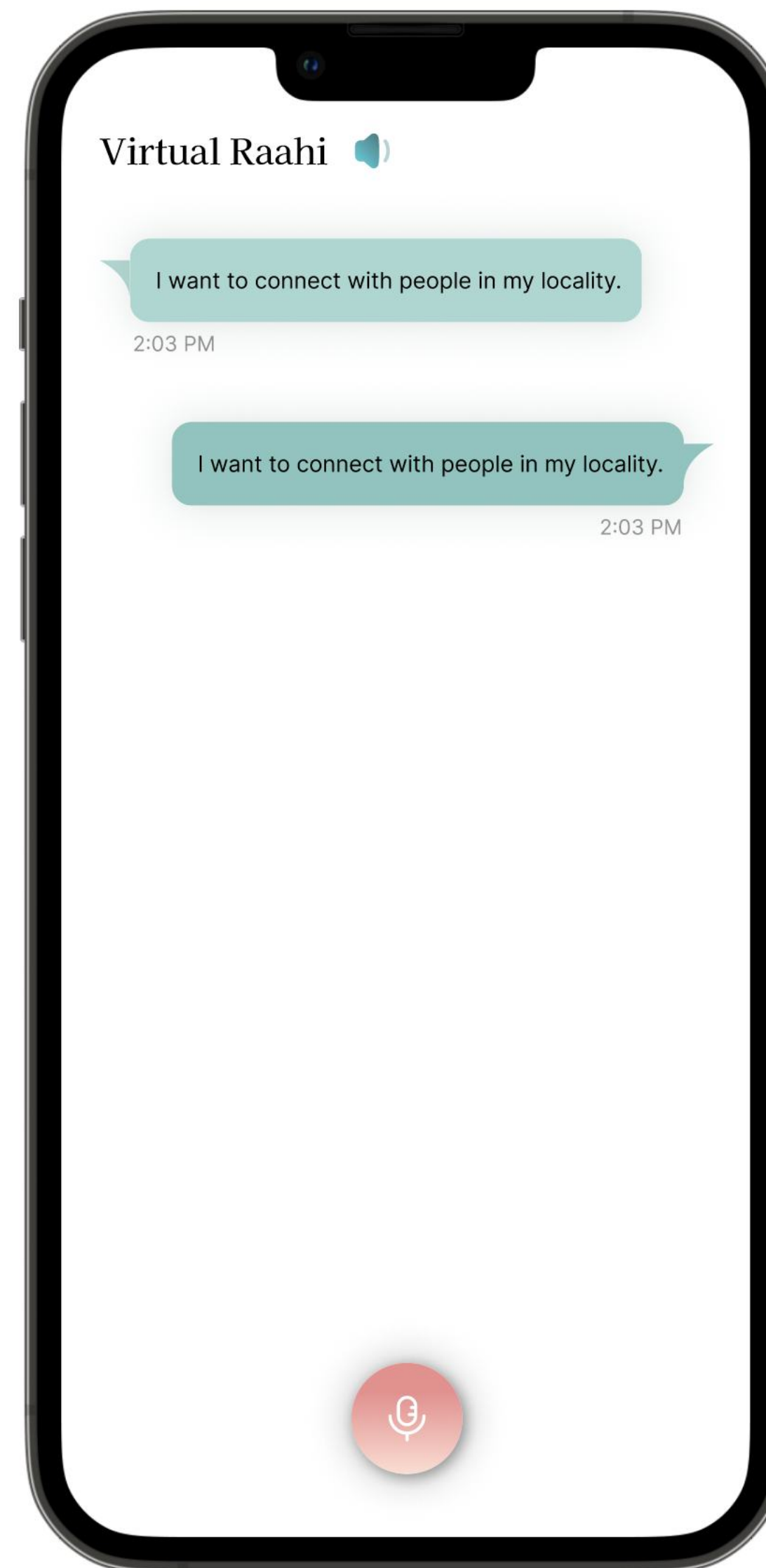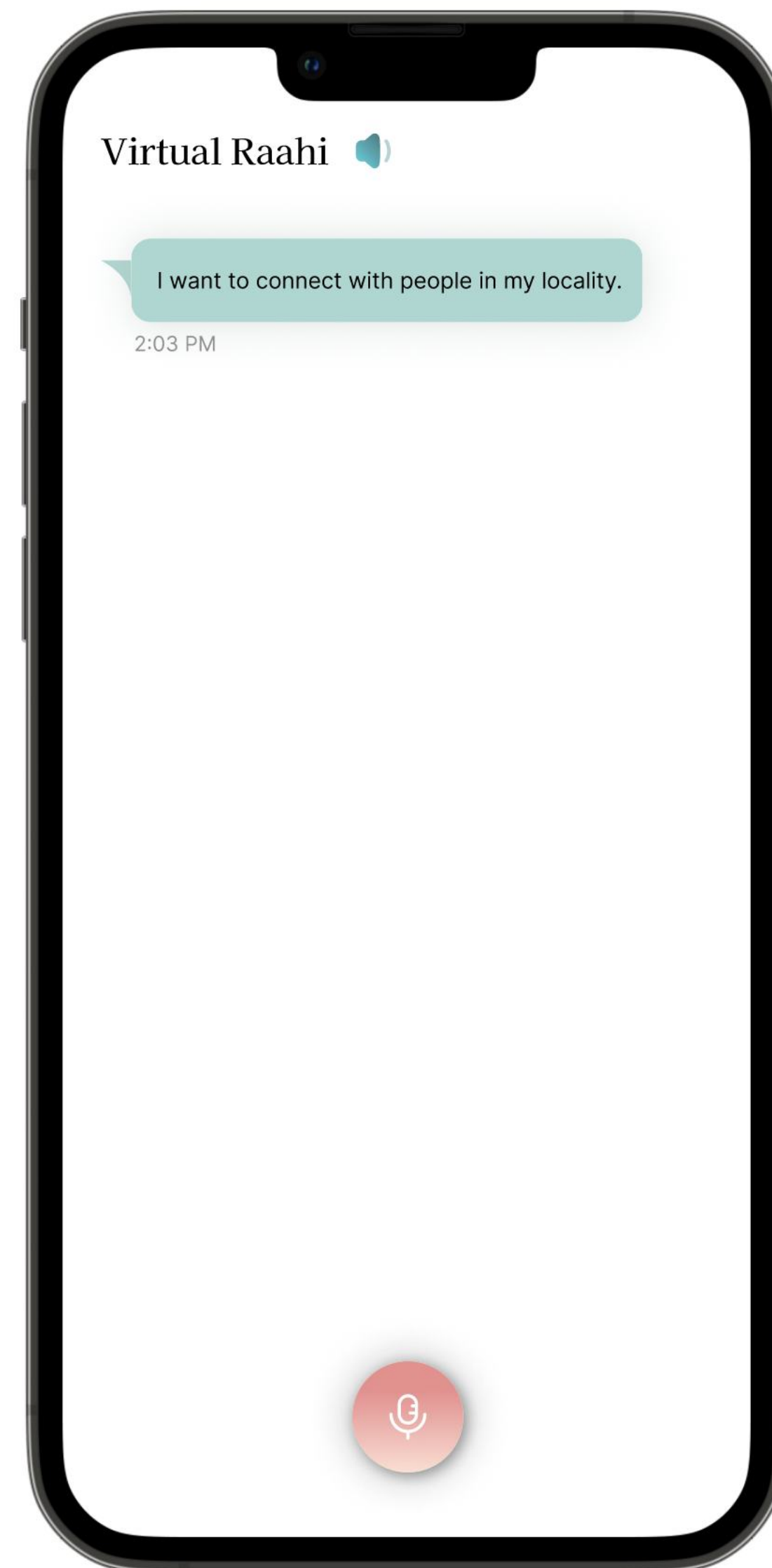[Like ♥]

Home   Raahi   Settings
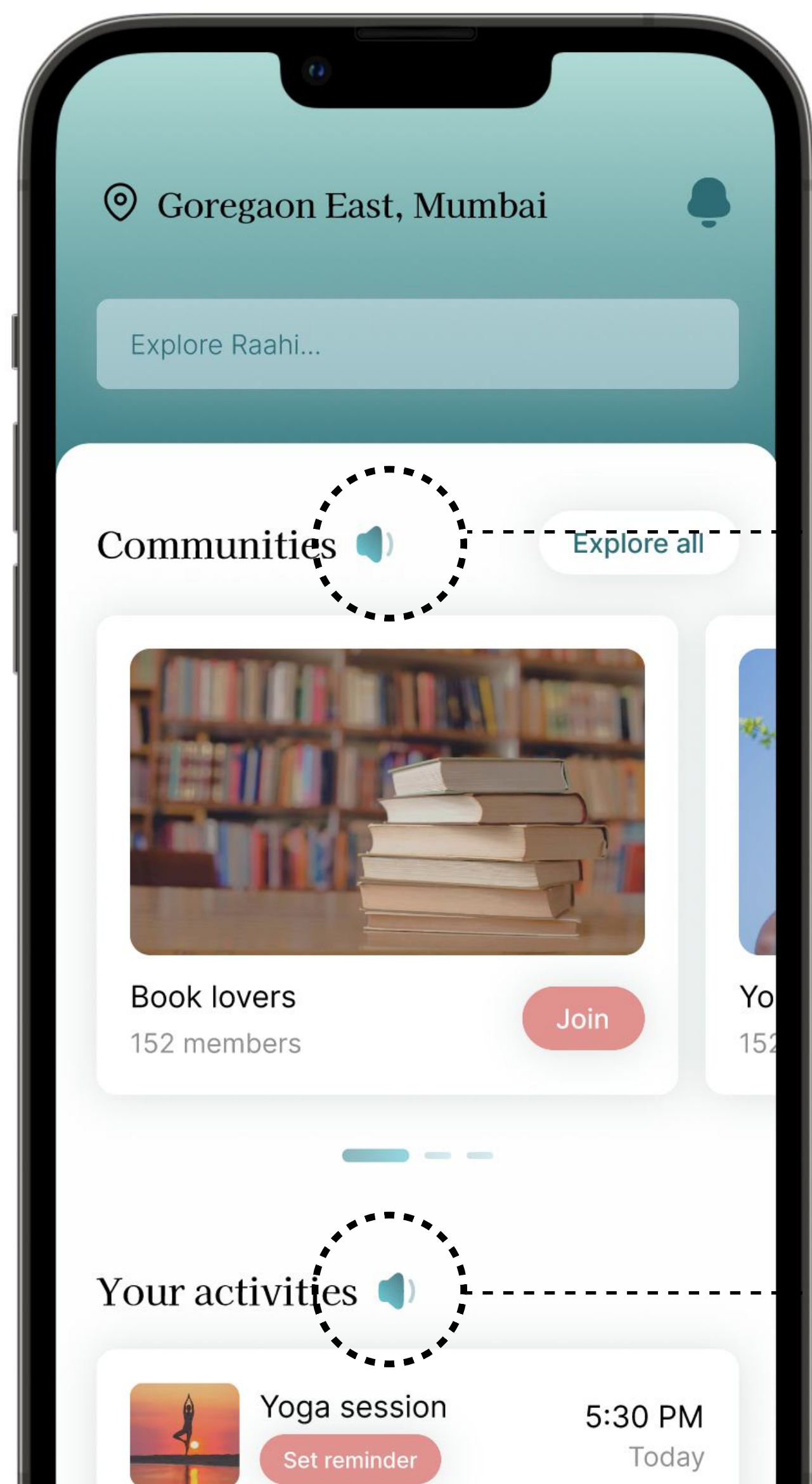
Dynamic search

Users can use the search engine to look for **categories** that **interest** them, helping them quickly connect with **relevant content** and communities.

Voice assistant

"Virtual Raahi" adds a **human touch** by offering friendly, conversational help, making the app feel more personal and **easy to use**.

Virtual Raahi 🔊

> I want to connect with people in my locality.

2:03 PM

Virtual Raahi 🔊

> I want to connect with people in my locality.

2:03 PM

> I want to connect with people in my locality.

2:03 PM

Virtual Raahi 🔊

> I want to connect with people in my locality.

2:03 PM

> I want to connect with people in my locality.

2:03 PM

> Sure! Here are some activities taking place in your locality where you can connect with people.

2:03 PM

Activities near you 🔊

Tambola

Gardening

Walking

Accessibility

The audio feature makes the app more accessible for elderly users who may have **difficulty reading**.
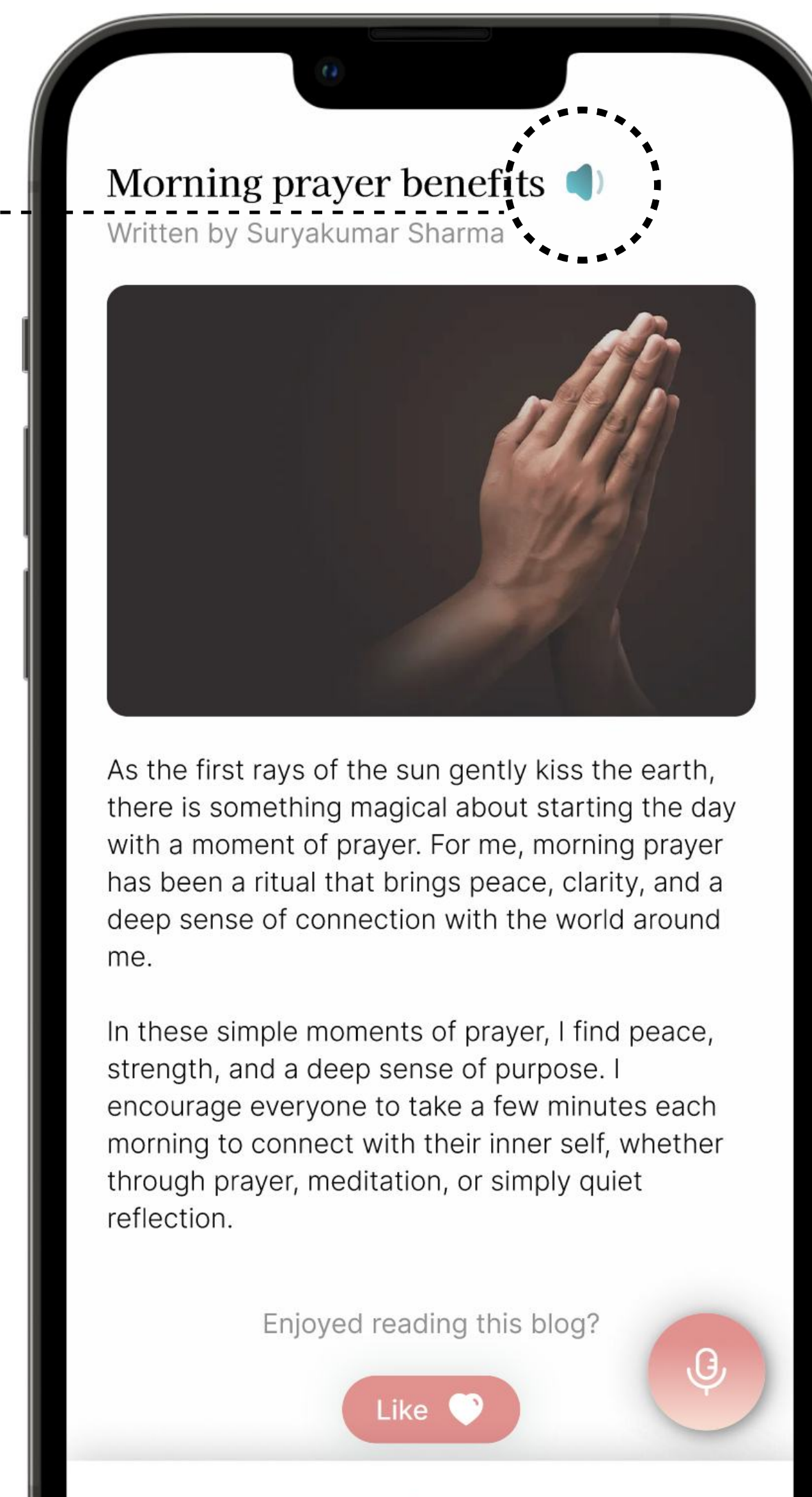
Vision

> To empower elderly individuals to **live with dignity**, **independence**, and meaningful **social connections**.

Through the app "Raahi", the goal is to **reduce social isolation** and **loneliness** by providing a supportive platform that **connects** users to communities, activities, and essential resources. "Raahi" is designed to promote **healthy living** and foster a **sense of belonging**, making it easier for seniors to manage daily tasks, stay engaged, and **feel valued**. By leveraging intuitive and accessible technology, the aim is to enhance the quality of life for the elderly, ensuring they **age with respect and support**.
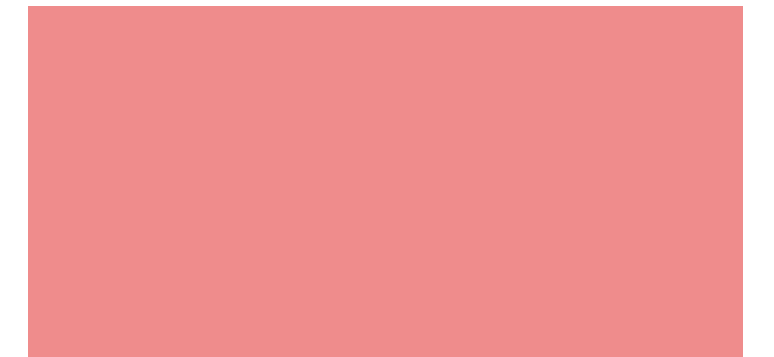
Colour palette & Typography

Primary colour

006D77

Secondary colour

83C5BE

Accent colour

EF8C8C

Primary font

Kaisei Tokumin

a b c d e f g h i j k l m n o p q r s t u v w x y z

Secondary font

Inter

a b c d e f g h i j k l m n o p q r s t u v w x y z

The app has been designed for IOS

Use of AI as a compulsory element

Profile pictures of the community members were generated using the AI tool **Adobe Firefly**.

The prompt used was "*Indian individuals, in their 60s, in traditional attire, facing the camera and smiling*".