

Creator ID: **PD24644**

Shuvam Guha Thakurta

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DESIGN TITLE

Sahaay

Elderly Care and Support App

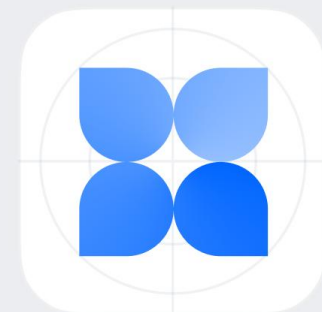
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App Name & Identity

● NAME AND PRIMARY LOGO

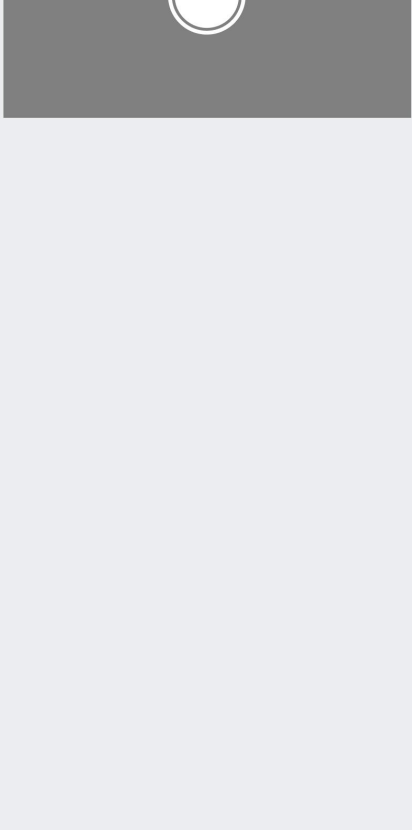
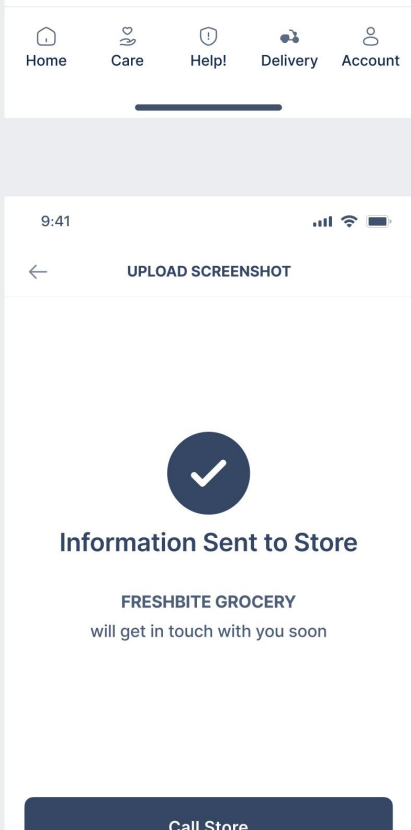
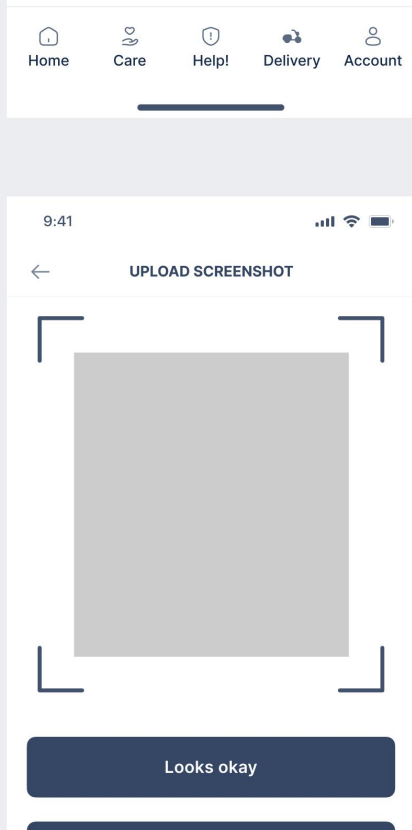
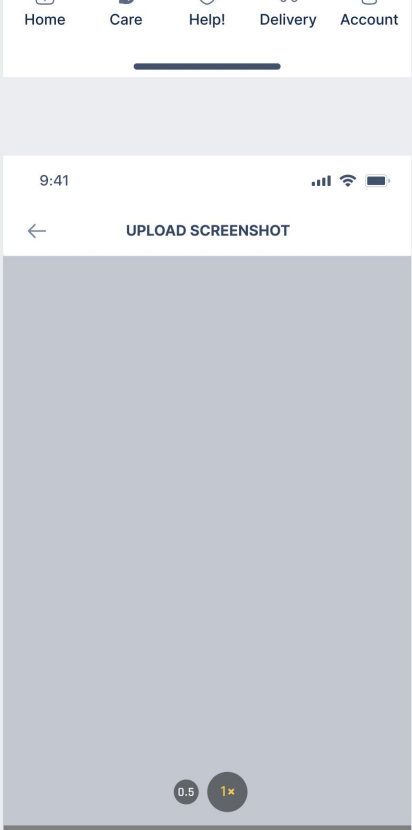
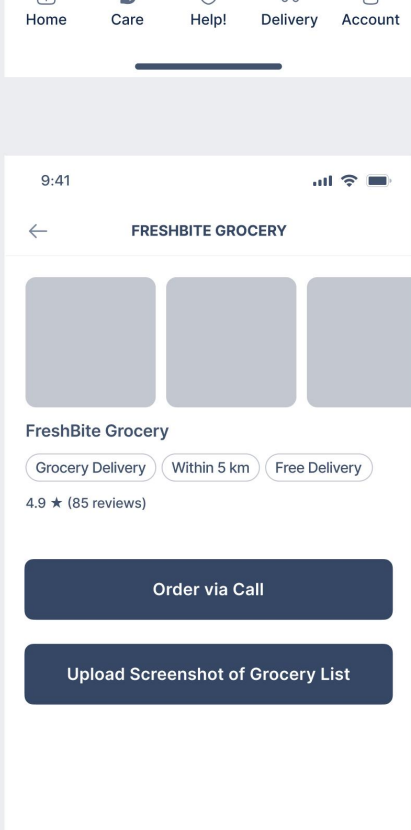
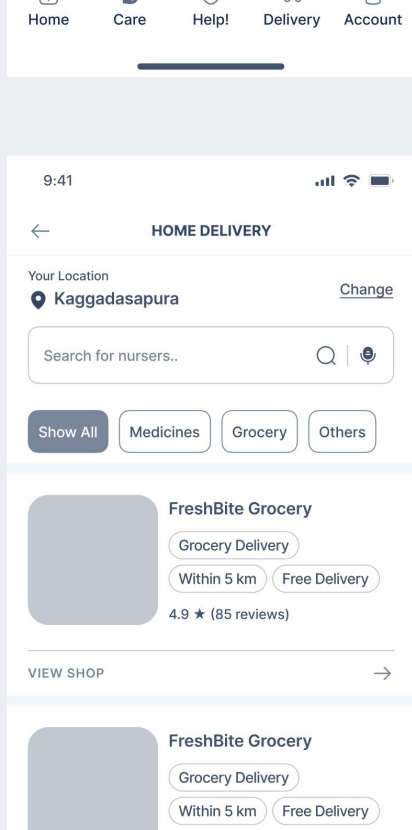
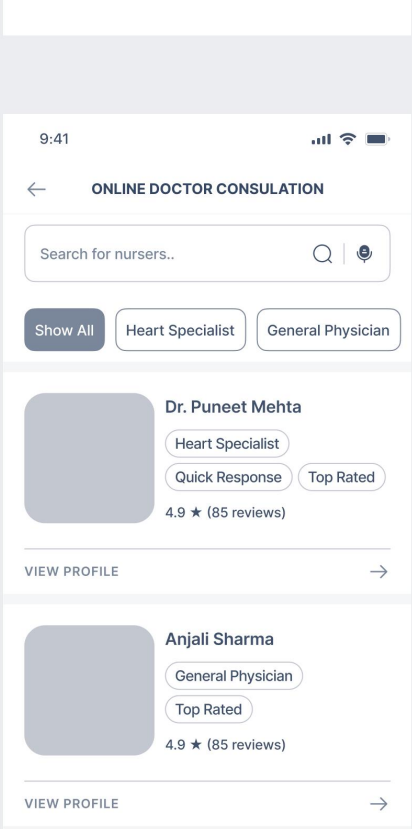
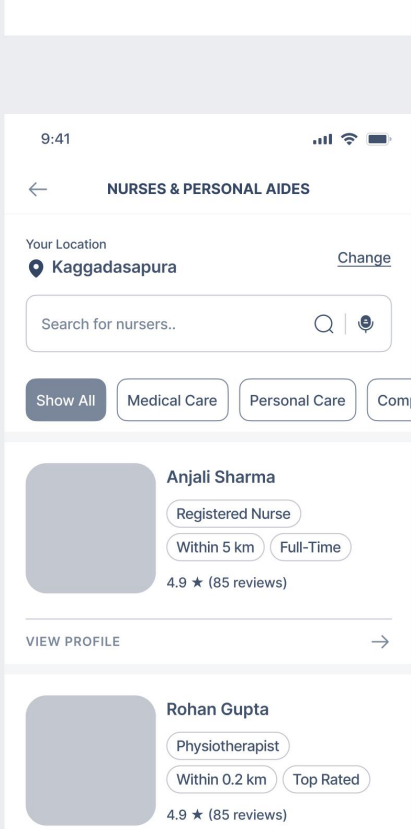
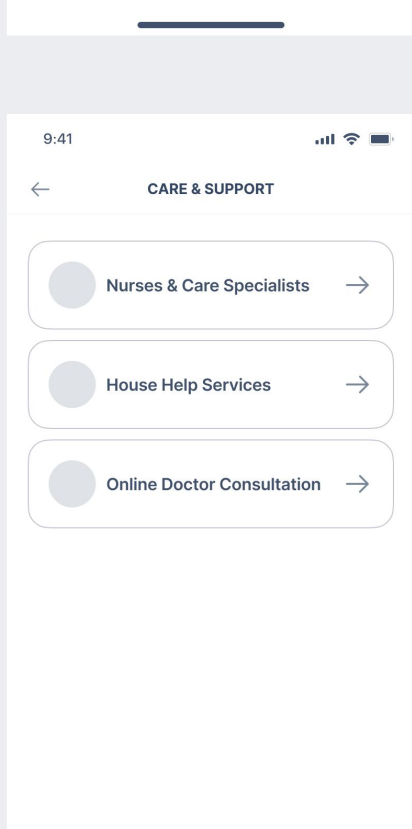
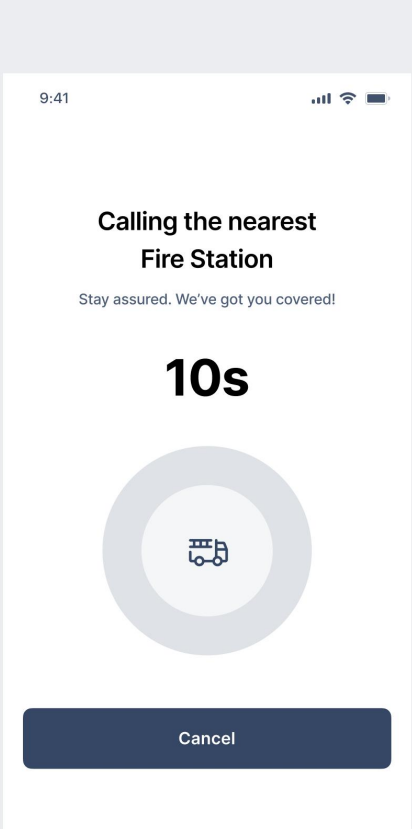
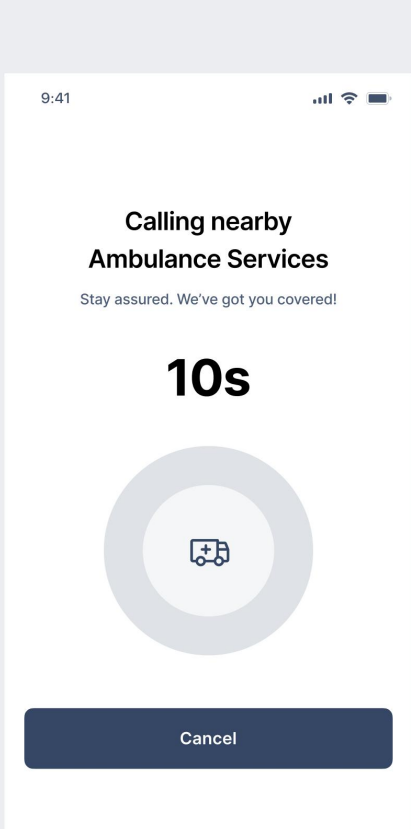
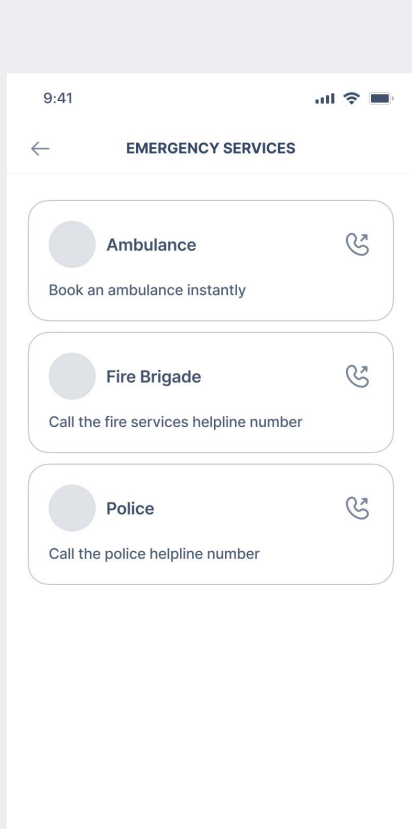
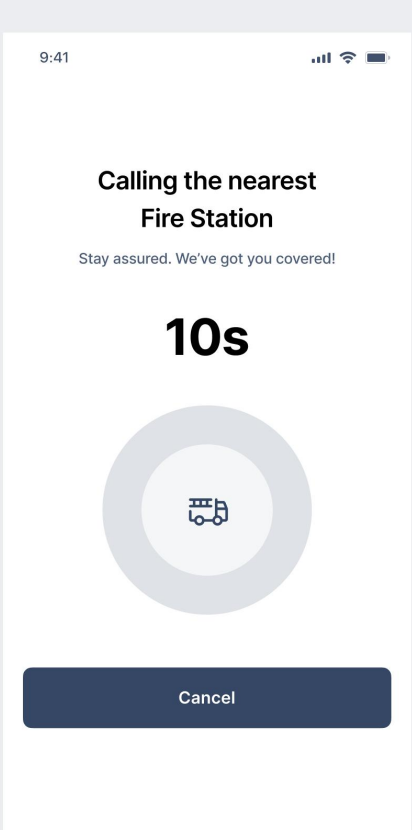
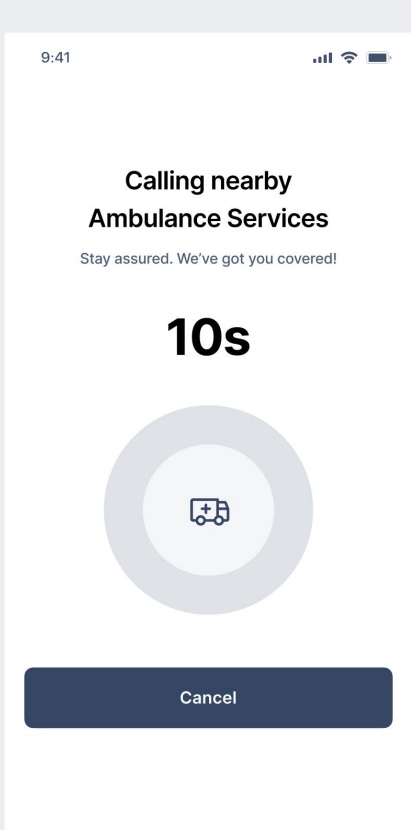
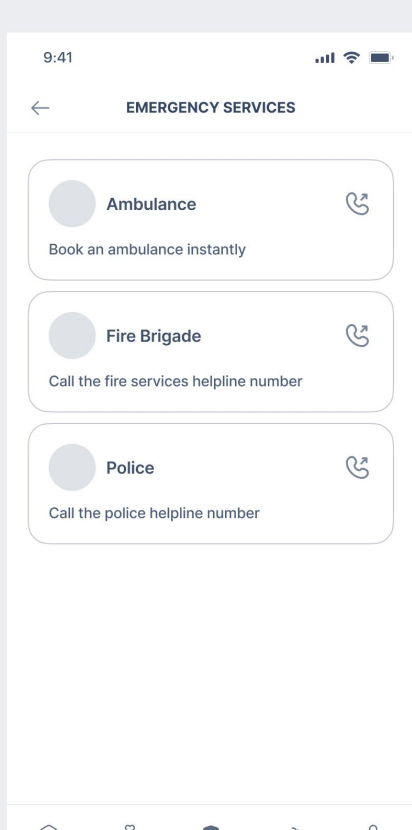
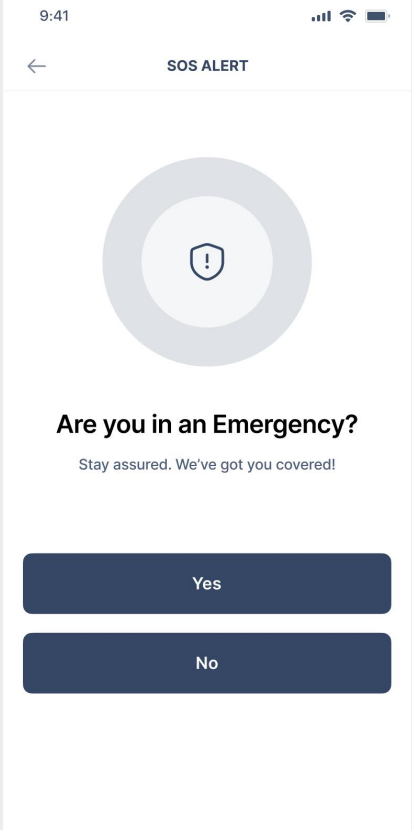
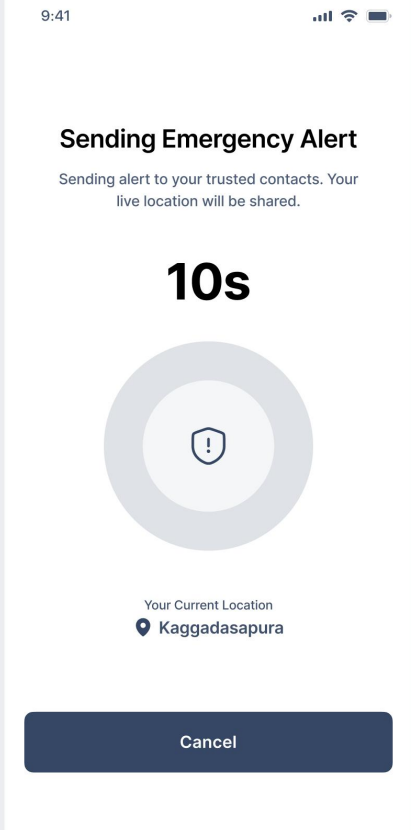
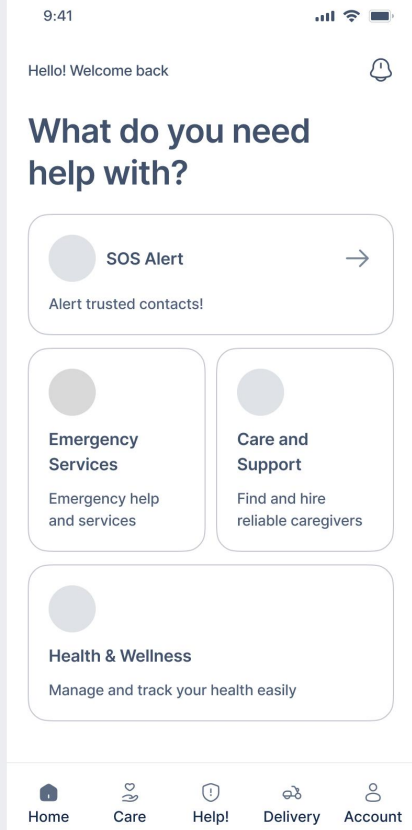
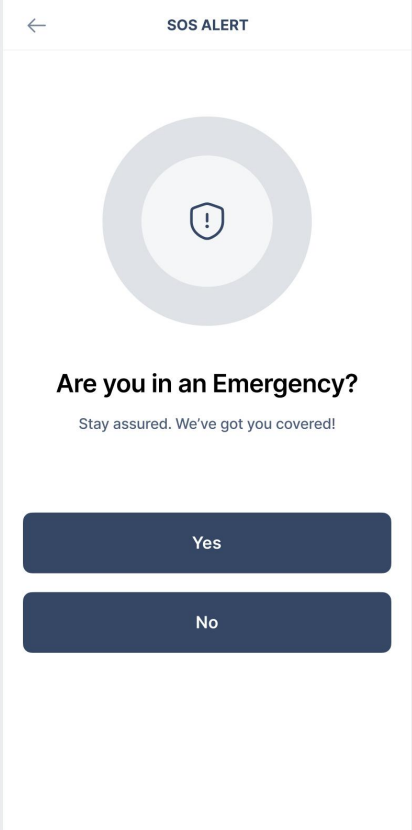
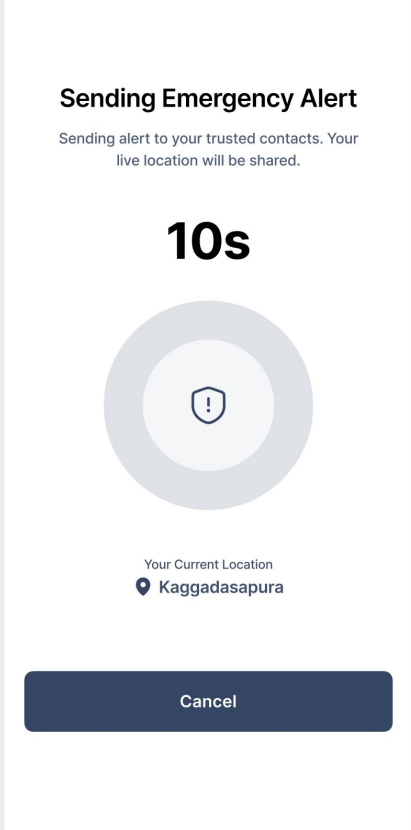
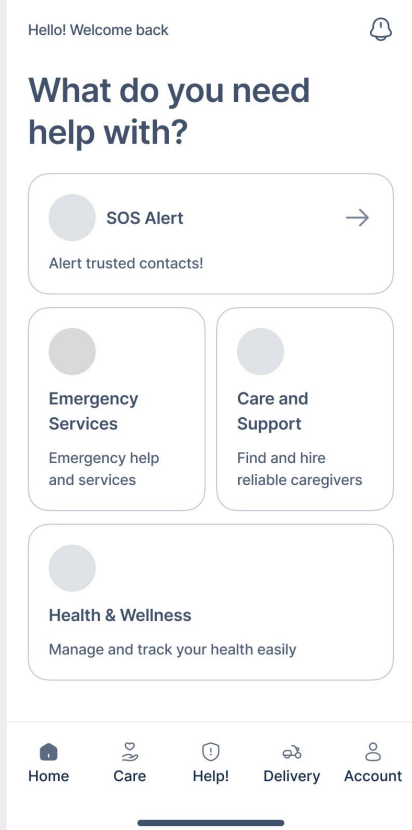
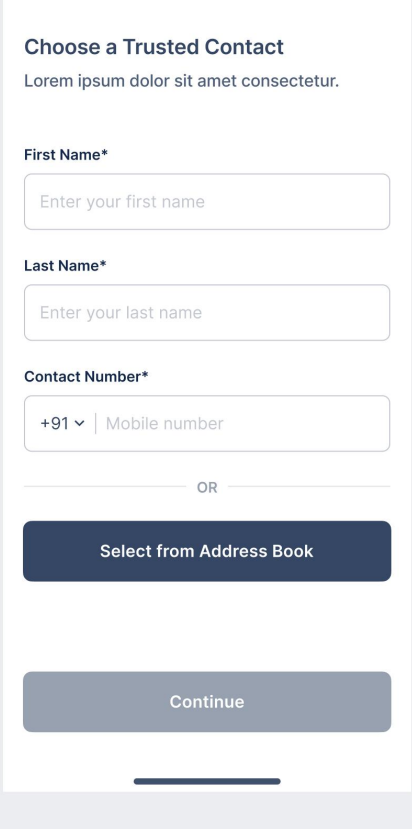
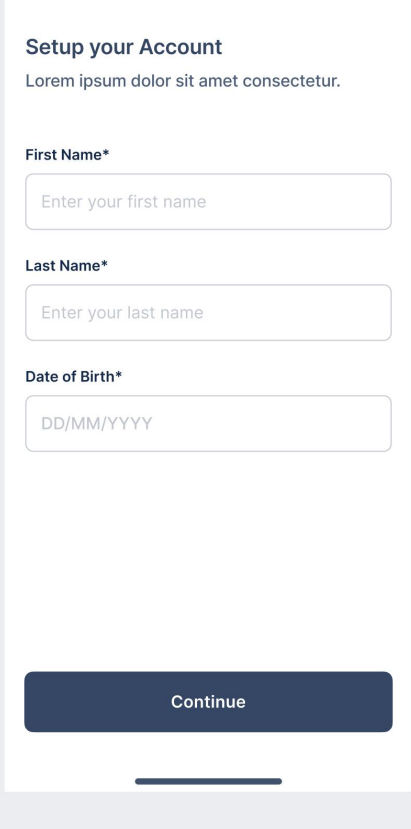
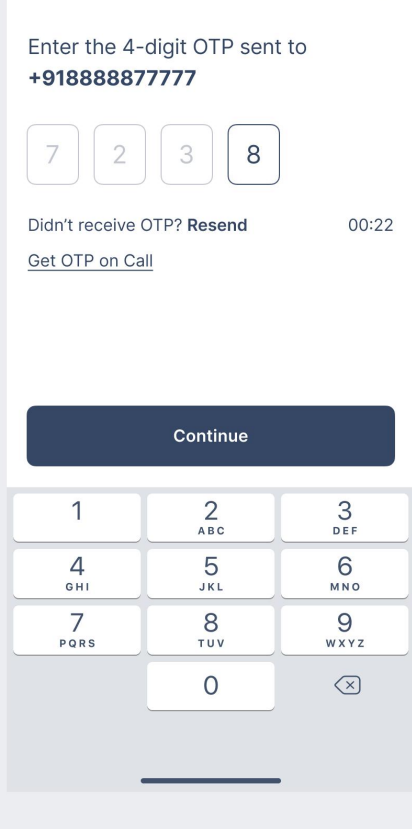
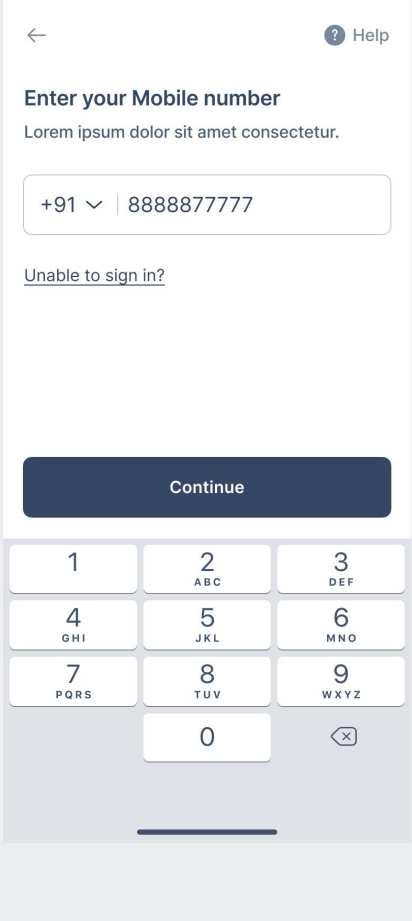
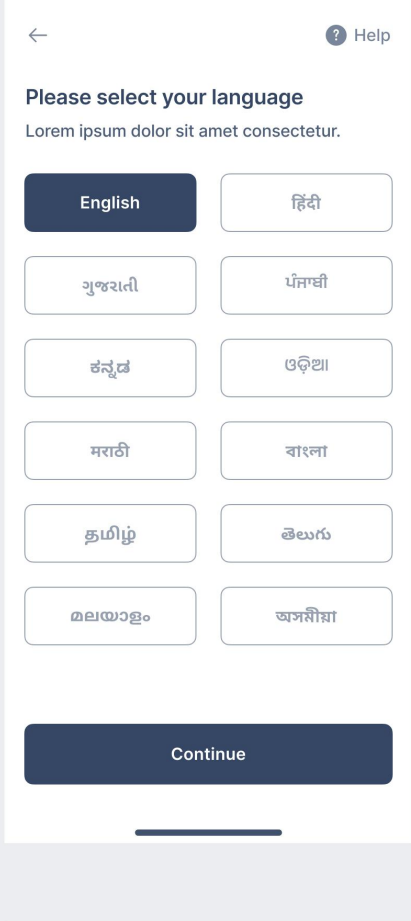
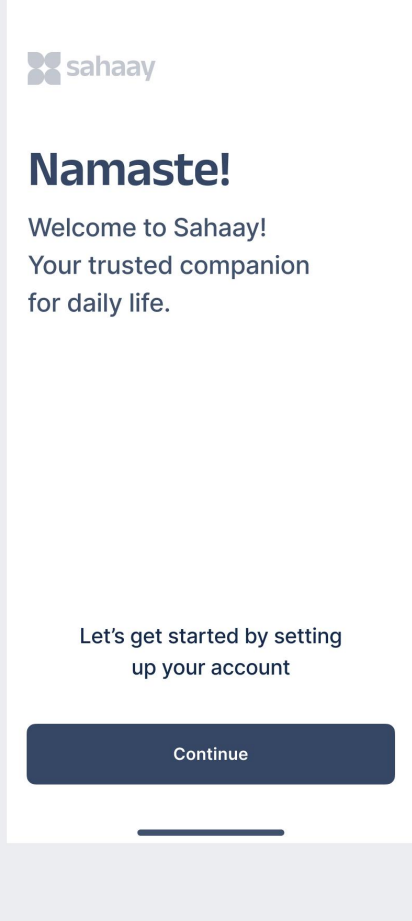


● APP ICON

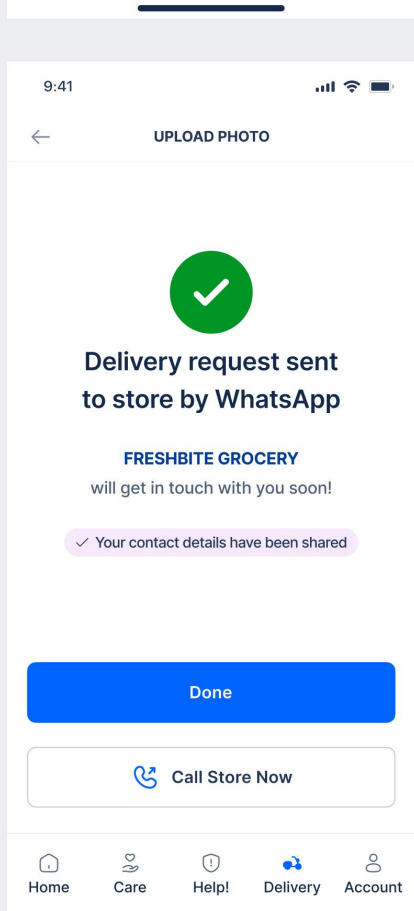
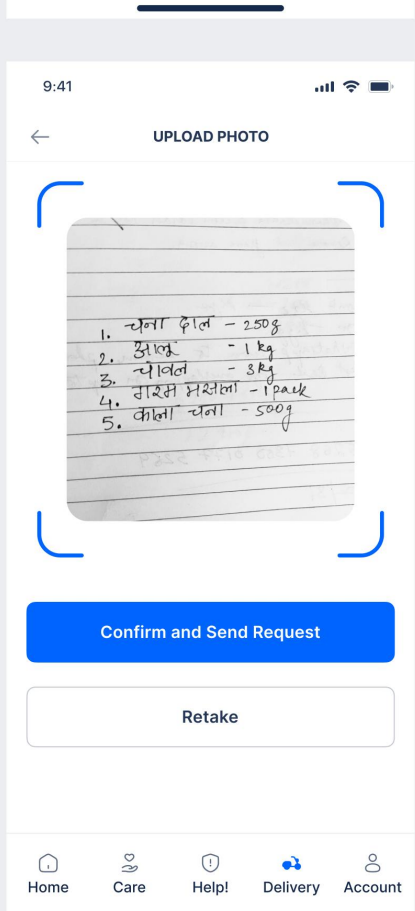
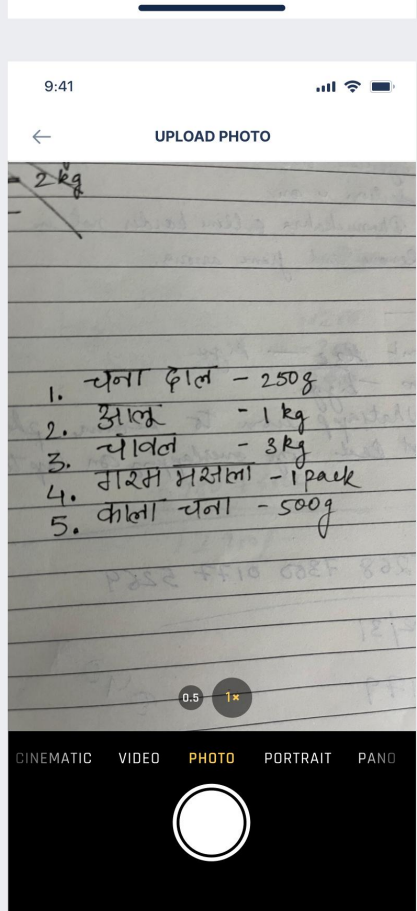
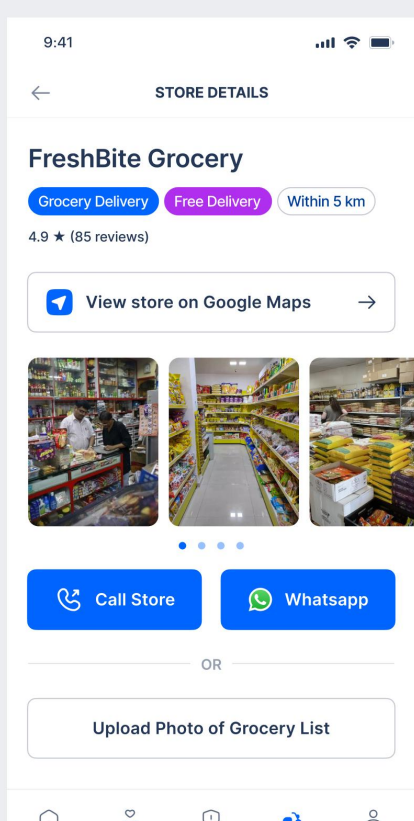
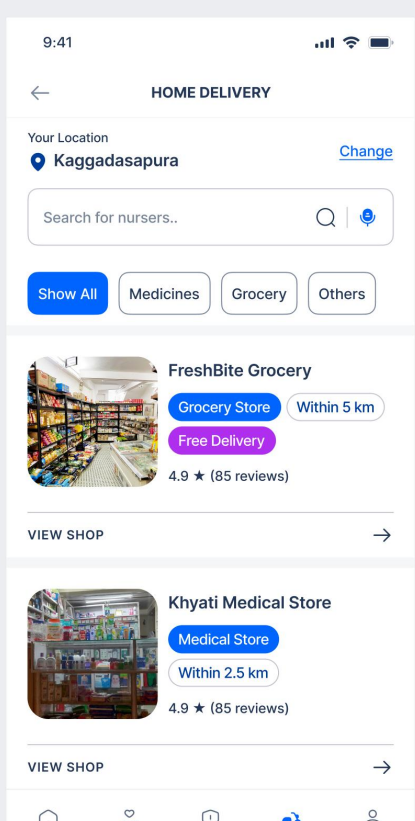
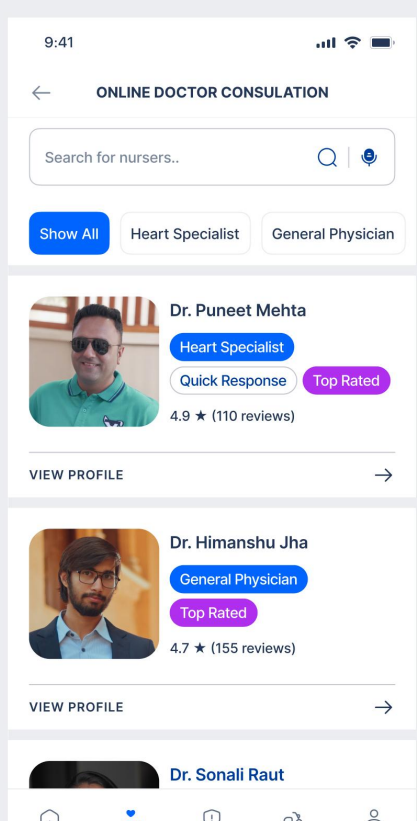
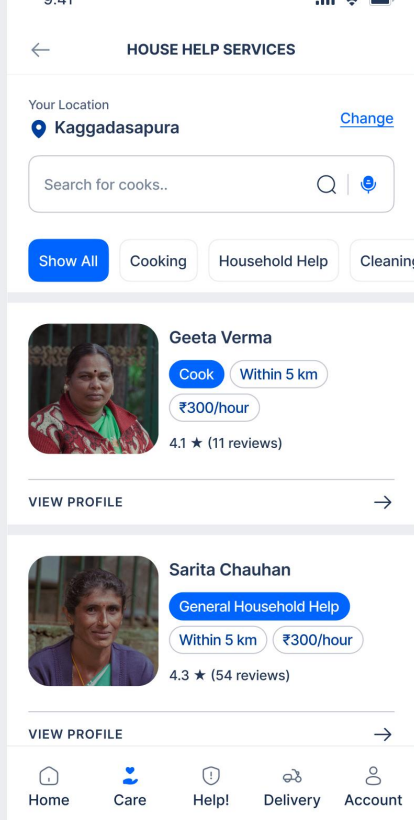
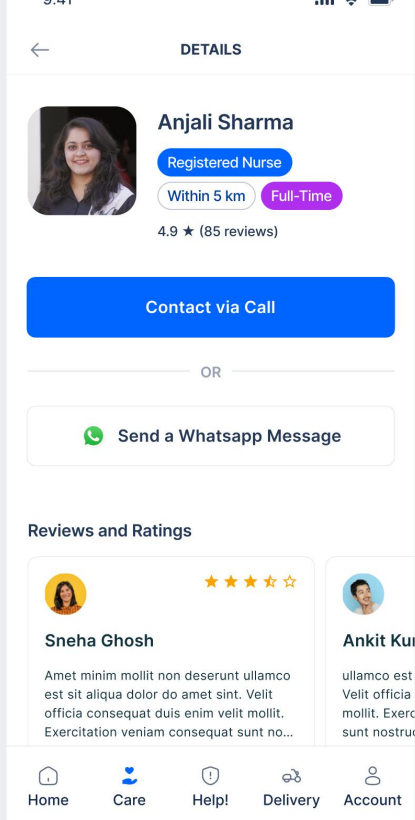
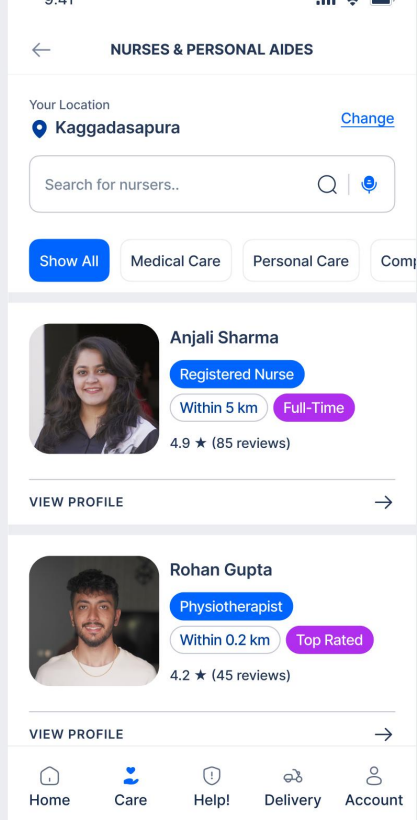
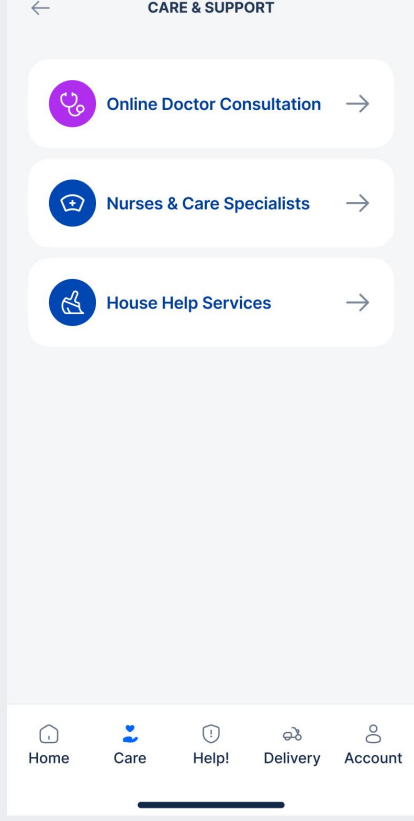
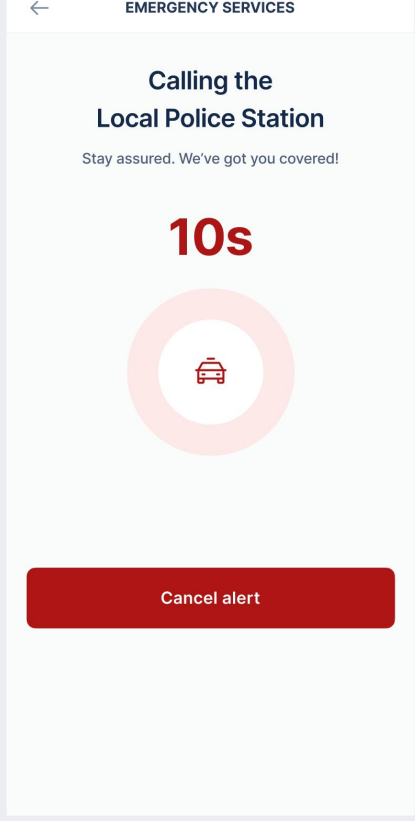
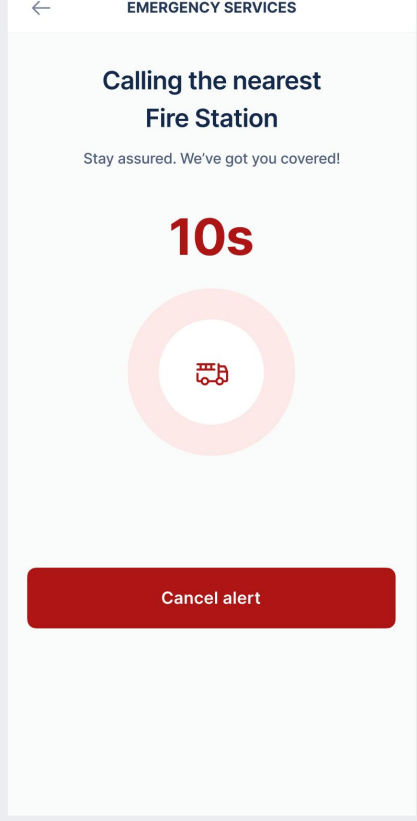
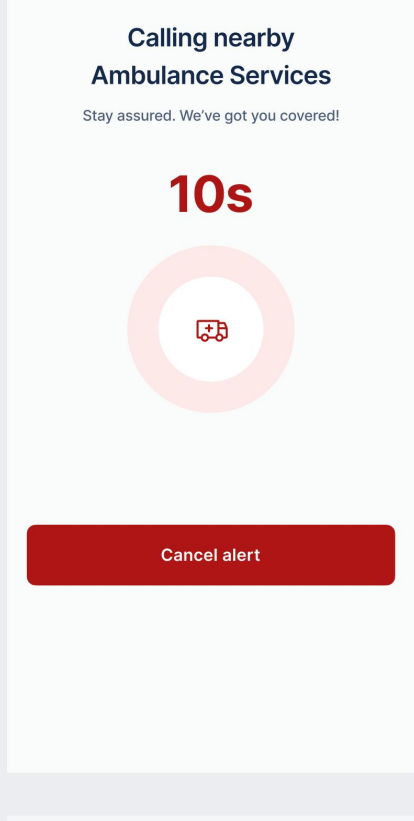
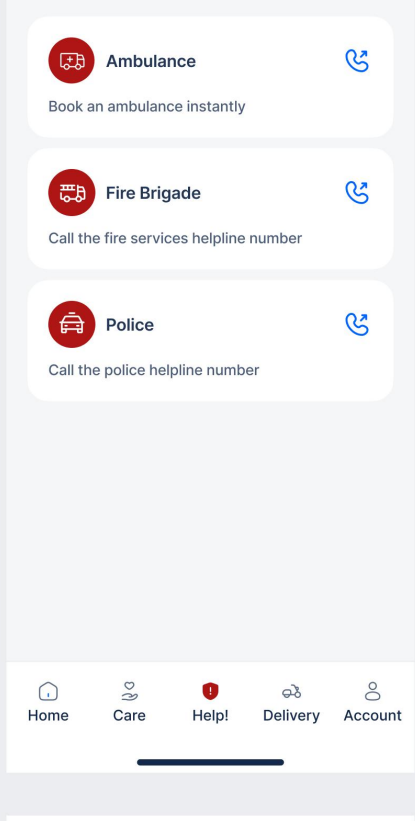
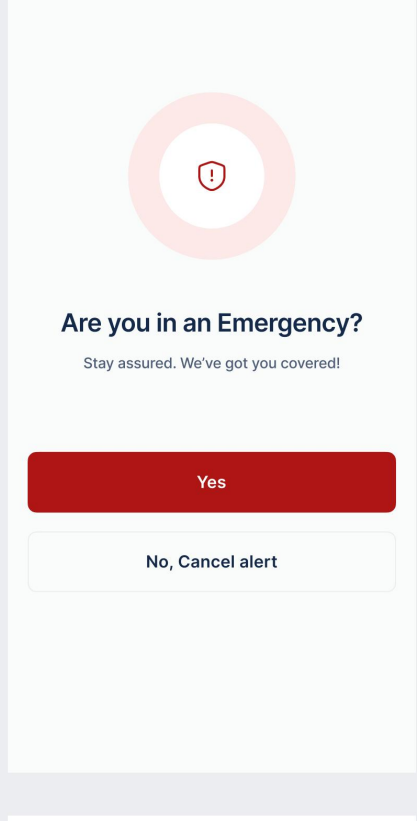
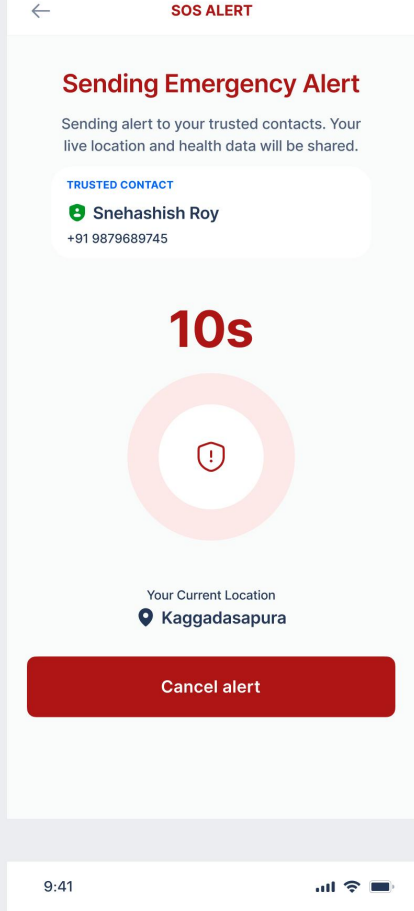
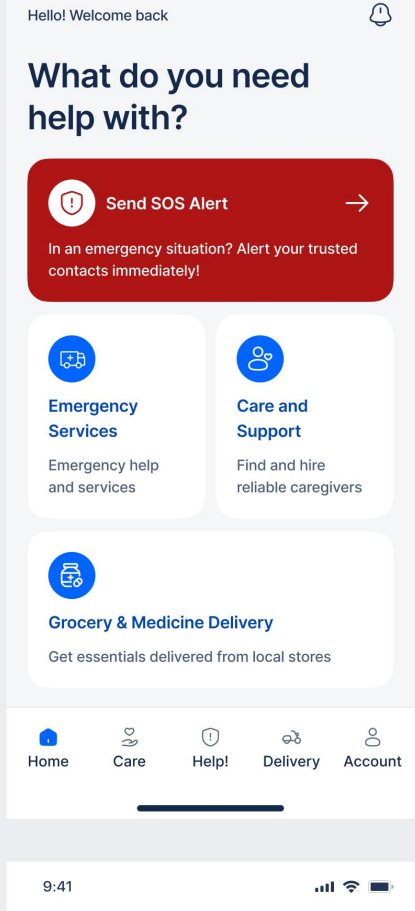
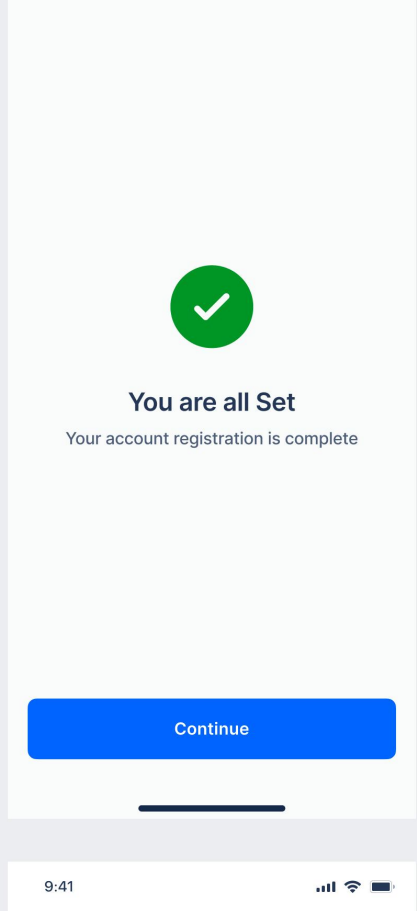
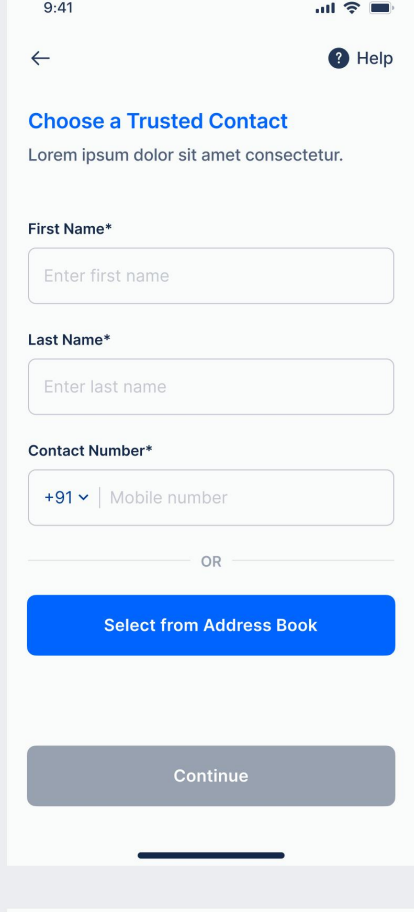
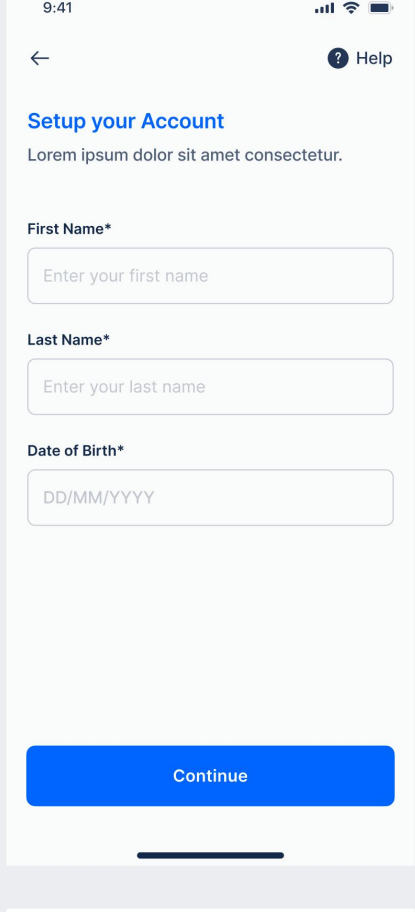
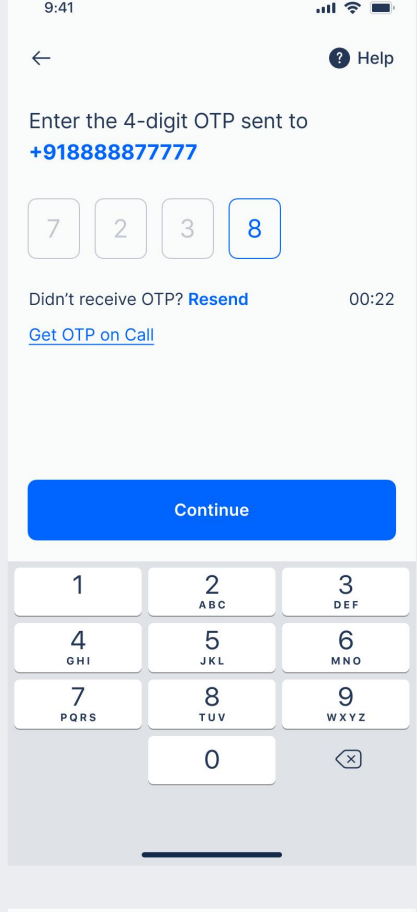
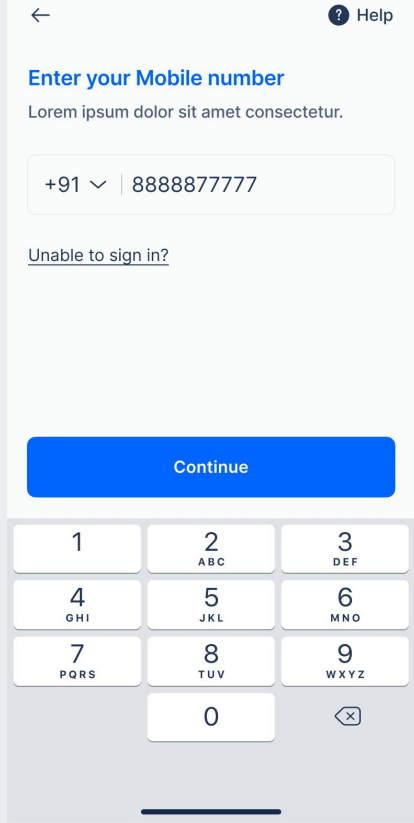
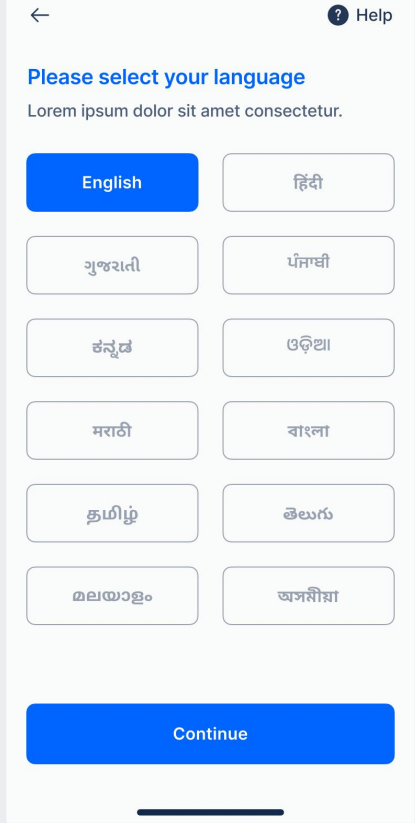
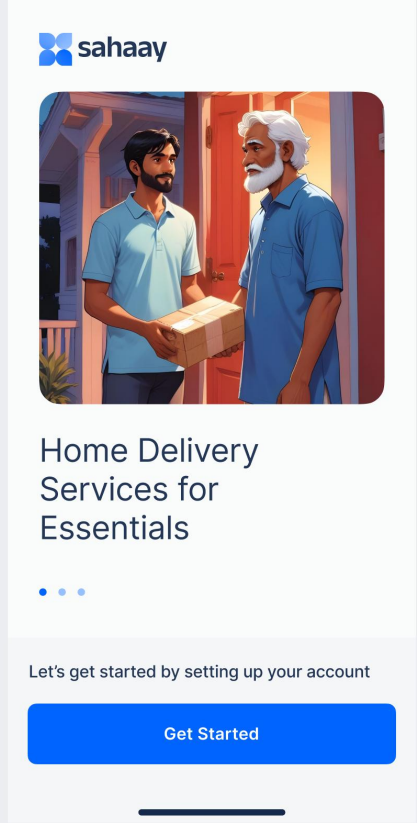
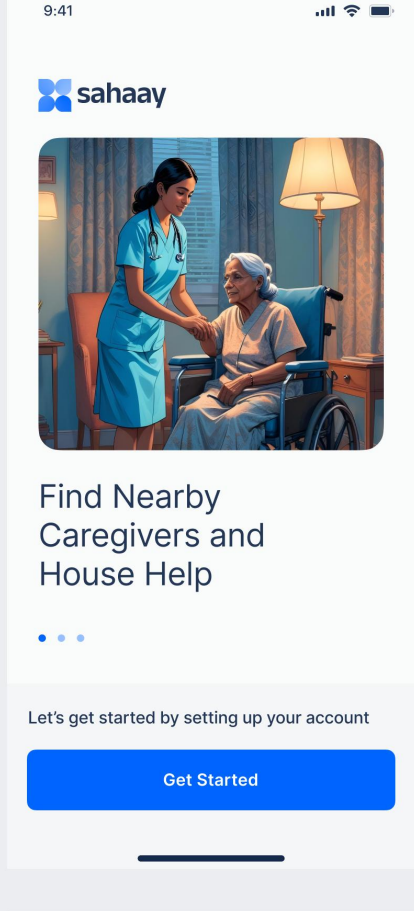
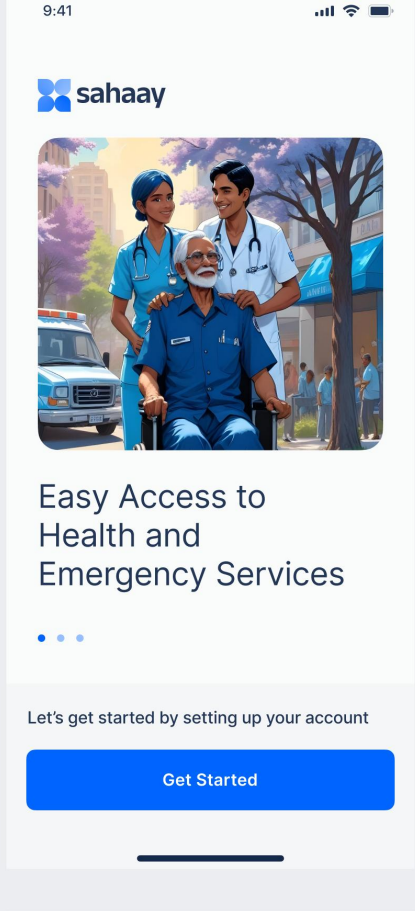
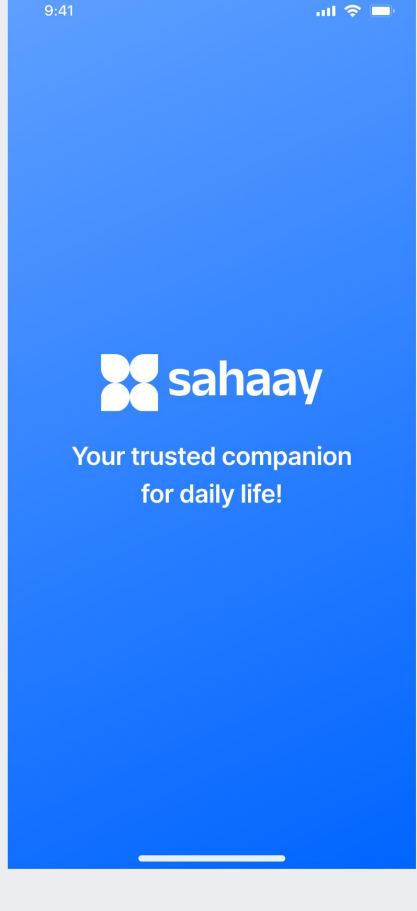


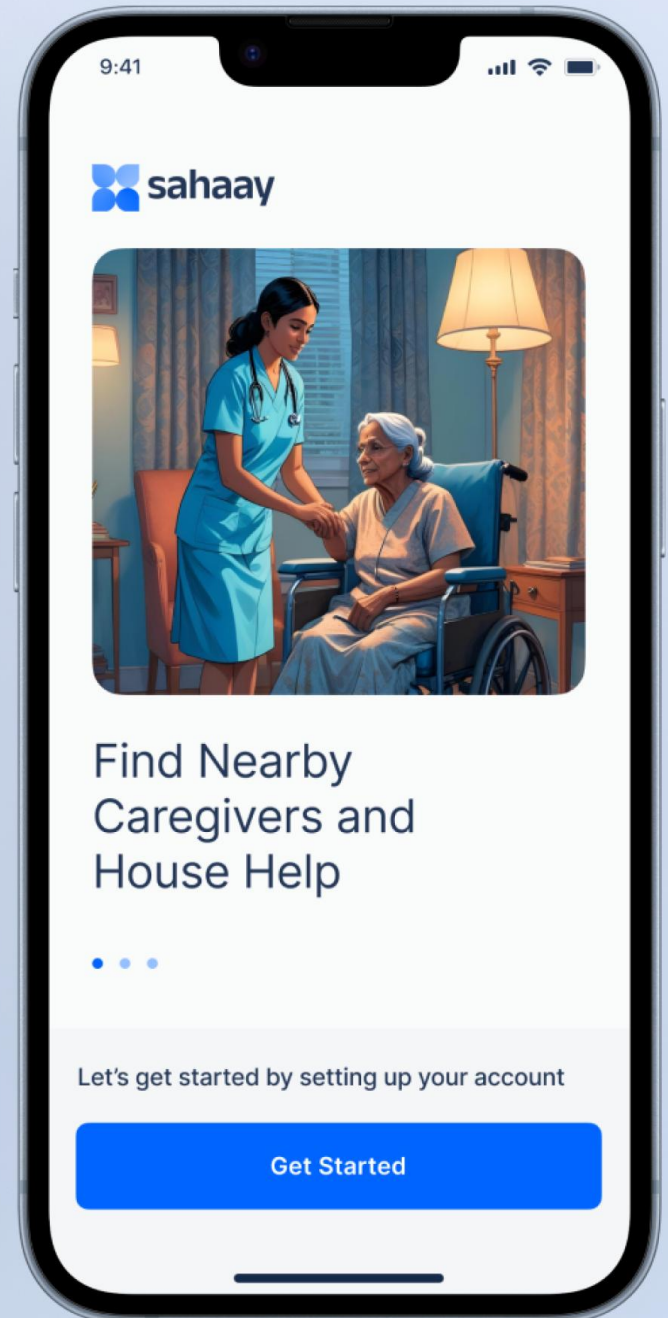
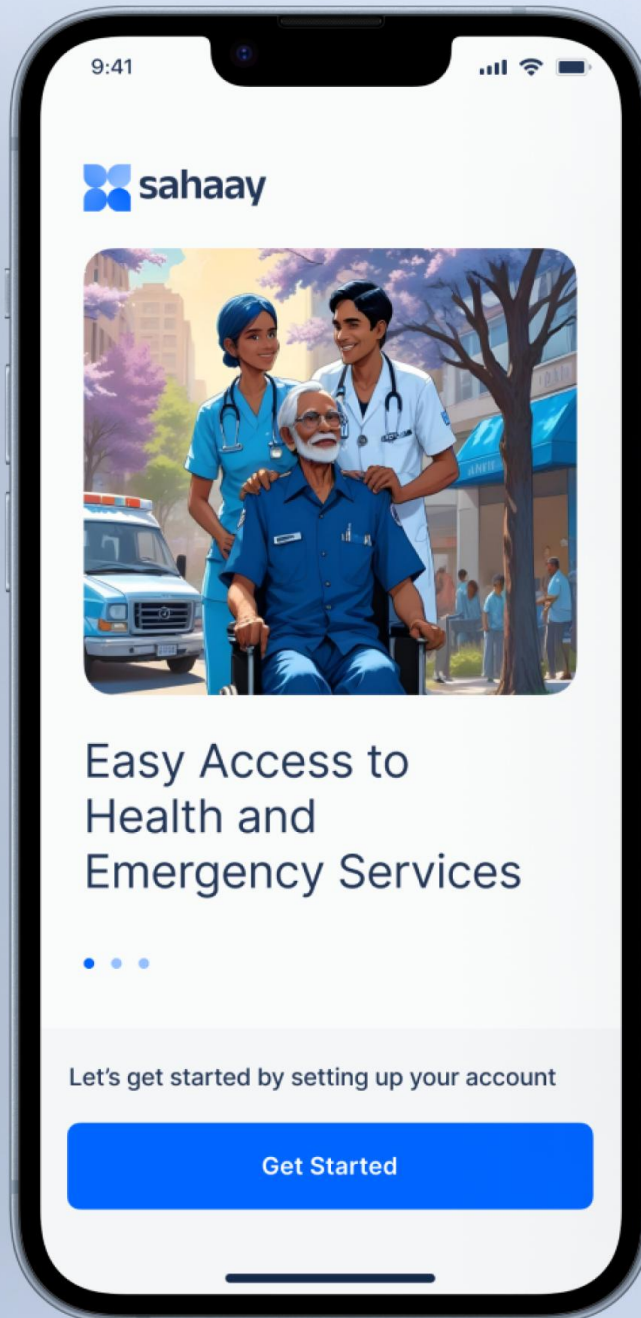
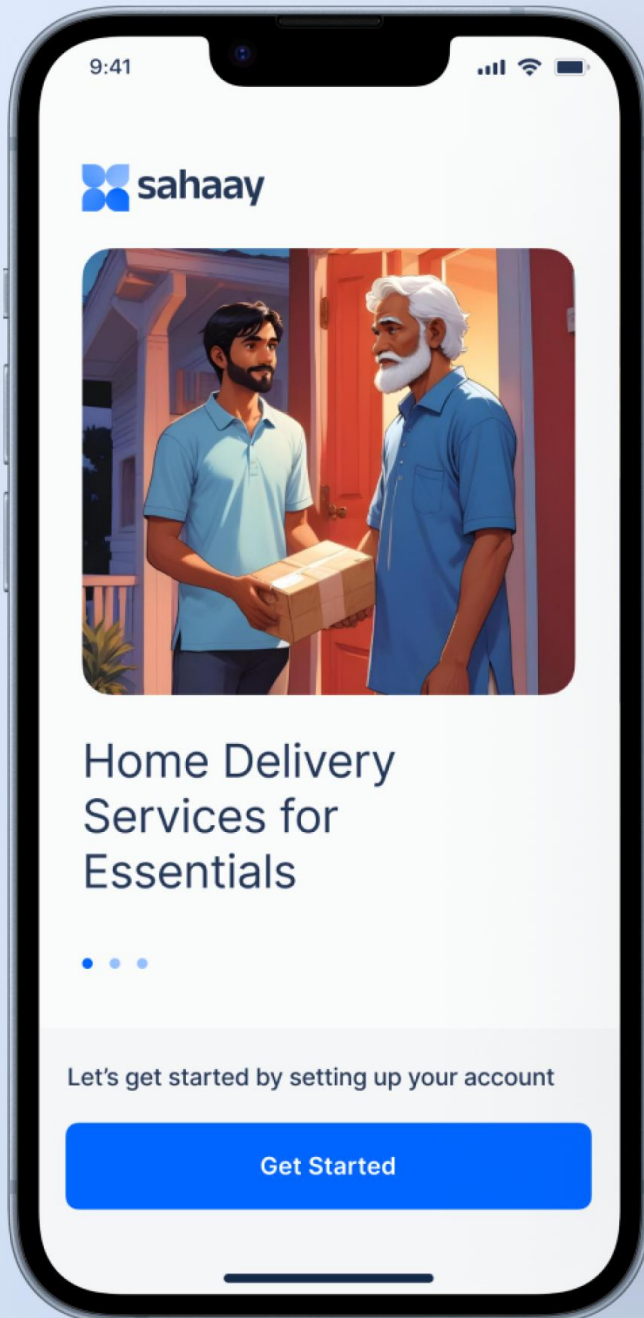
The name "Sahaay" is derived from the Hindi word "Sahaayak", which means "helper" or "assistant." This name is not only deeply rooted in the Indian linguistic and cultural context but also resonates with the app's core mission: to provide reliable support and assistance to the elderly.

Wireframes



Final Screens







Core Idea Behind the App

A mobile app designed to support the elderly in managing their daily lives with ease. The app offers a comprehensive suite of features tailored to the unique needs of elderly users in India, focusing on basic health monitoring, safety, emergency services, caregiver coordination, and home delivery services.

● PRIMARY USER PERSONA

Elderly Individuals

Users who face challenges in managing their health, ensuring their safety, and handling everyday tasks. These individuals often have chronic health issues, are at risk of falls, and struggle with the complexities of daily routines and technology, requiring supportive solutions to help them live independently and confidently.

● USER PAIN POINTS



Health Management

Challenge: Elderly individuals often find it difficult to manage chronic health conditions, adhere to medication schedules, and monitor their overall well-being.



Safety and Emergency Support

Challenge: Elderly people are at a higher risk of health deterioration and accidents, and they may not always have someone to help when needed.



Daily Assistance

Challenge: Navigating through regular needs like groceries, medicines, and household items might not be easily accessible to elders due to lack of mobility.



Finding Caregivers

Challenge: Finding good & responsible caregivers while staying at home is difficult. Family members often struggle to trust an external person leading to stress and timely focus in elderly care.

● TACKLING CORE CHALLENGES WITH THE APP



Care, Support and Health

- ▶ **Find Nurses, Doctors and Care Specialists:** Users can browse and hire nearby caregivers or specialists like nurses, physiotherapists, and online consultation with doctors for medical assistance.
- ▶ **Find House Help:** Users can also find and hire house help for daily tasks like cleaning, cooking, or shopping assistance.



Emergency Support

- ▶ **One-Touch Emergency Button:** A prominent SOS button will instantly alert pre-set contacts with users live location to alert family members & take necessary action.
- ▶ **Quick Emergency Calls:** For quick assistance, users can contact emergency services like ambulance, police, or fire brigade with just a tap.



Daily Assistance

- ▶ **Home Delivery Services:** Users can easily order groceries, household essentials and medicines, either by calling the store directly, via WhatsApp or uploading a photo of a handwritten list, making the process simple and convenient.
- ▶ **Customisable Reminders:** The app offers reminders for daily tasks like drinking water, eating on time and attending appointments.

Colour Usage Guidelines

PRIMARY COLOURS

Shades of Blue

The blue tones evoke trust, calmness, and reliability—qualities essential for a care-focused app. The different shades help create a clear visual hierarchy.



Dark Blue: Anchors the design, used for key navigational elements and headers to ensure prominence and readability.



Medium Blue: Highlights interactive elements like buttons and links, guiding users through the interface.

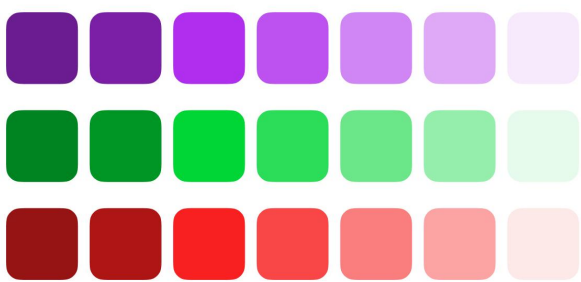


Light Blue: Softens backgrounds, providing a calm, supportive atmosphere without overwhelming the user.

ACCENT COLOURS

Shades of Violet, Green, Red

Violet introduces a touch of focus, green conveys health and positivity, while red ensures that critical alerts are immediately noticeable.



Violet: Adds emphasis to important features, using deeper tones for critical information and lighter hues for subtle accents or decorative elements.



Green: Signifies positive actions and health metrics, with deeper greens highlighting key actions and lighter shades providing background elements that suggest wellness.

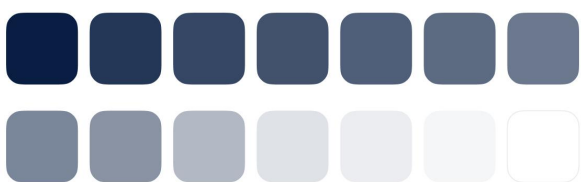


Red: Draws attention to critical alerts or errors, using darker reds for urgent messages and lighter reds for less critical notifications.

NEUTRAL COLOURS

Shades of Grey

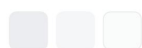
Neutral greys balance the design, ensuring that the primary and accent colours effectively highlight and guide the user's attention where needed.



Dark Grey: Used for primary text and icons, offering strong contrast for readability without the harshness of black.



Medium Grey: Applied to secondary elements like borders and dividers to create a balanced layout.



Light Grey: Forms a clean, unobtrusive background that allows primary content and interactive elements to stand out.

Typography

UI FONT

Inter

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