Shuvam Guha Thakurta



DESIGN TITLE

Sahaay

Elderly Care and Support App

App Name & Identity

NAME AND PRIMARY LOGO

Sahaay



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







9:41				?■			
FreshBit	te Grocery						
Grocery Delivery Within 5 km Free Delivery							
4.9 ★ (85 reviews)							
Order via Call							
Upload Screenshot of Grocery List							
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	Call Store	9					
	Done						
0	© Care Help!	Delivery Account					

Final Screens







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	Home Care Help! Delivery Account	
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		- CARE & SUPPORT
Calling the nearest Fire Station	Calling the Local Police Station	\heartsuit Online Doctor Consultation $ o$
Stay assured. We've got you covered!	Stay assured. We've got you covered!	
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		House Help Services $ ightarrow$
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9:41 २ —	9:41 🔹 🖿	9:41 २
\leftarrow NURSES & PERSONAL AIDES	\leftarrow DETAILS	← HOUSE HELP SERVICES
Your Location Change	Anjali Sharma	Your Location Change
Search for nursers Q	Registered Nurse Within 5 km Full-Time	Search for cooks
Show All Medical Care Personal Care Com	4.9 ★ (85 reviews)	Show All Cooking Household Help Cleaning
	Contact via Call	
Anjali Sharma Registered Nurse	OR	Geeta Verma Cook Within 5 km
Within 5 km Full-Time 4.9 ★ (85 reviews)	Send a Whatsapp Message	₹300/hour 4.1 ★ (11 reviews)
Rohan Gupta	Reviews and Ratings	Sarita Chauhan
Physiotherapist Within 0.2 km Top Rated	Sneha Ghosh Ankit Kui	General Household Help Within 5 km) (₹300/hour)
4.2 ★ (45 reviews)	Amet minim mollit non deserunt ullamco ullamco est est sit aliqua dolor do amet sint. Velit Velit officia officia consequat duis enim velit mollit. mollit. Exerc	4.3 ★ (54 reviews)
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	Search for nursers Q	Grocery Delivery Free Delivery Within 5 km
Show All Heart Specialist General Physician	Show All Medicines Grocery Others	4.9 ★ (85 reviews)
Dr. Puneet Mehta Heart Specialist		$\checkmark View store on Google Maps \rightarrow$
Quick Response Top Rated 4.9 ★ (110 reviews)	FreshBite Grocery Grocery Store Within 5 km	
	Free Delivery 4.9 ★ (85 reviews)	
Dr. Himanshu Jha	VIEW SHOP \rightarrow	
General Physician Top Rated	Khyati Medical Store	Call Store 😥 Whatsapp
4.7 ★ (155 reviews)	Medical Store Within 2.5 km	OR
	4.9 ★ (85 reviews)	Upload Photo of Grocery List
Dr. Sonali Raut	VIEW SHOP → ○	
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		Call Store Now
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Splash Screen





Easy Access to Health and Emergency Services

Let's get started by setting up your account

Get Started



Find Nearby Caregivers and House Help

Let's get started by setting up your account

Get Started



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

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Health Management

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

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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.

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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.

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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

陀 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.

Letter 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.

A 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 <u>trust</u>, 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



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

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.



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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