

Retelle

Share your stories

Process Book

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Retelle

A close-up photograph of a blue electronic device, possibly a portable music player. It features several white buttons: a circular button with a textured surface, a rectangular button with a microphone icon, and three rectangular buttons with left, right, and double-right arrow symbols. A circular speaker grille is visible on the left side.

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How can we design a Product to tackle the negative stigmas surrounding Nursing Homes and living in Elderly Care.

The Retelle Suite offers users a new way to connect with their loved ones in Elderly Care through structured storytelling.

The Retelle suite consists of.

- The Bedside Aid
- Mobile Application



PRODUCT VISION

Retelle was designed to be a non invasive bedside aid for people in elderly care. Allowing them to stay in touch with their relatives at a push of a button.

- Ergonomic
- Engaging
- Straightforward
- Non Invasive



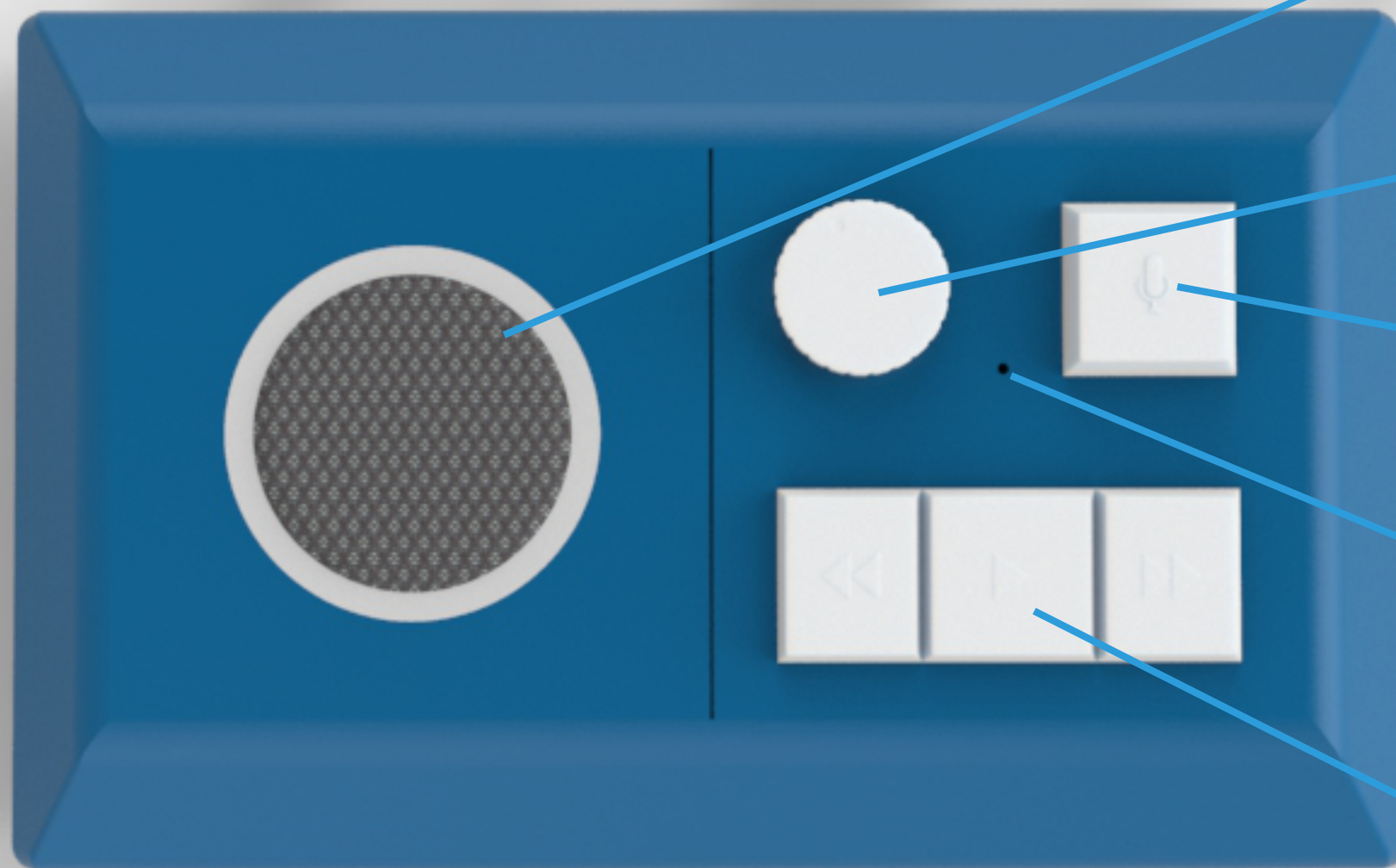


APP VISION

The Retelle app was designed to help you record stories from your past based on prompts used in reminiscence therapy. It is highly connective and allows you to collaborate with your loved ones in Nursing Homes.

- User Friendly
- Engaging
- Enjoyable
- Reminiscence Therapy

FEATURES



• **Speaker System**

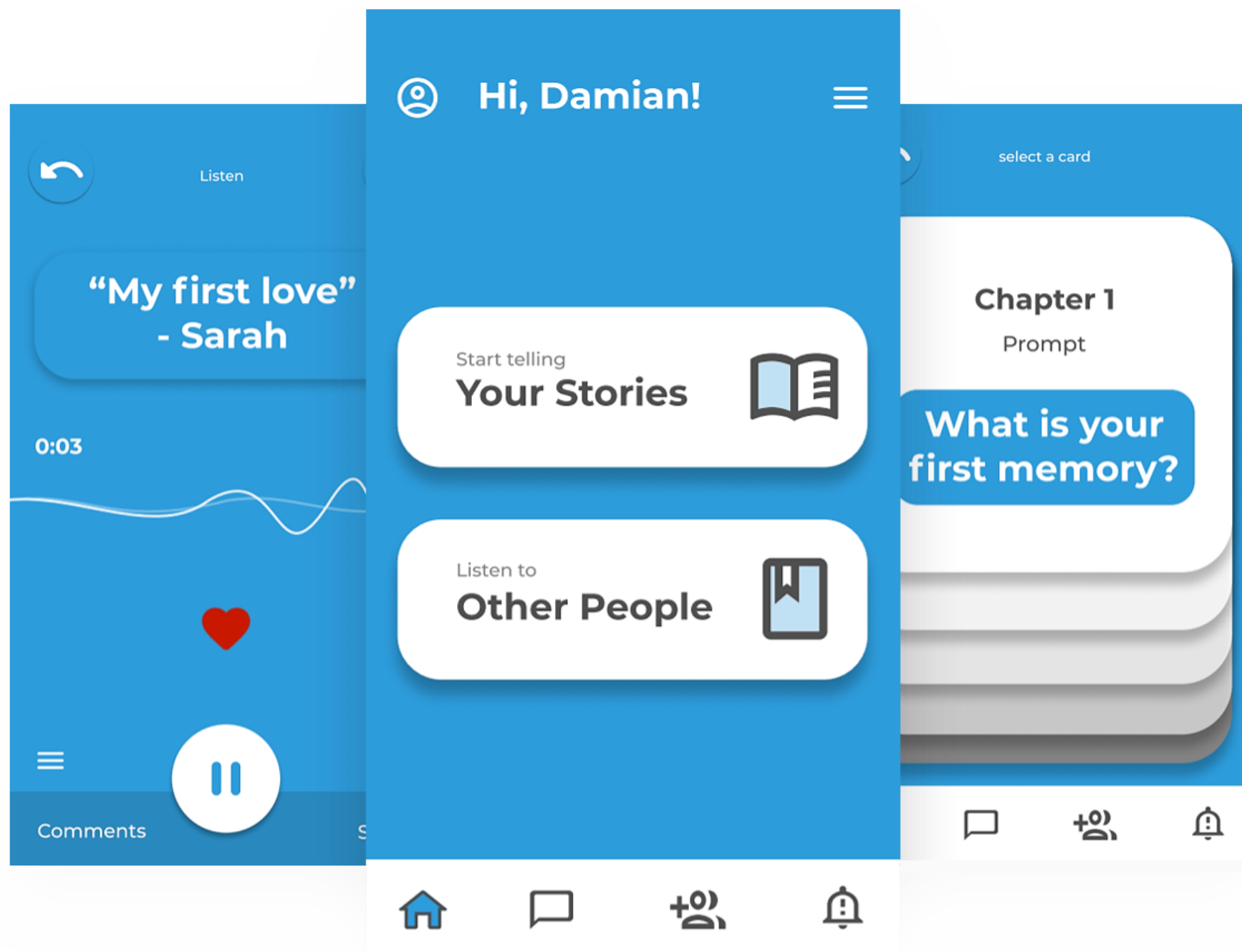
• **Volume Screw**

• **Record Button**

• **Microphone**

• **Toggle play interface**

APP FEATURES



- **Connect to Product**
- **Record your stories**
- **Send story prompts**
- **Browse the community**

MY PROCESS



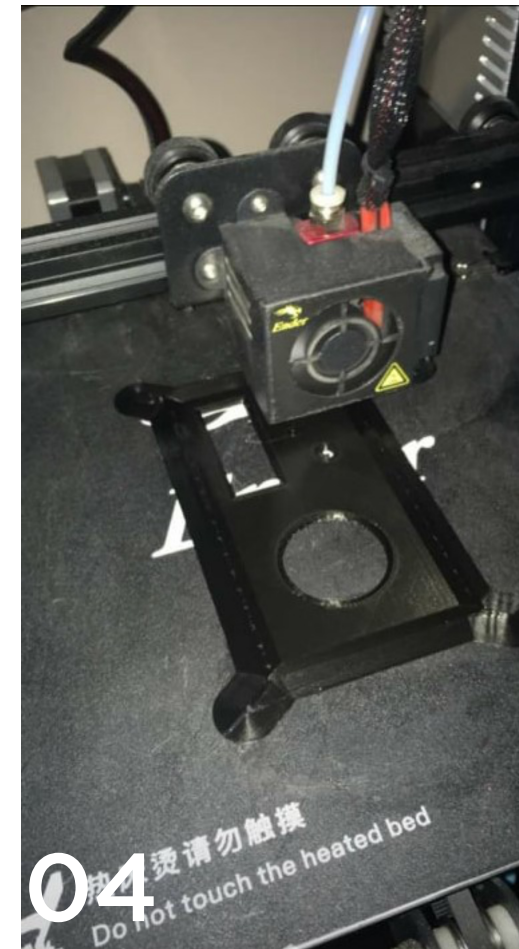
01

Empathise

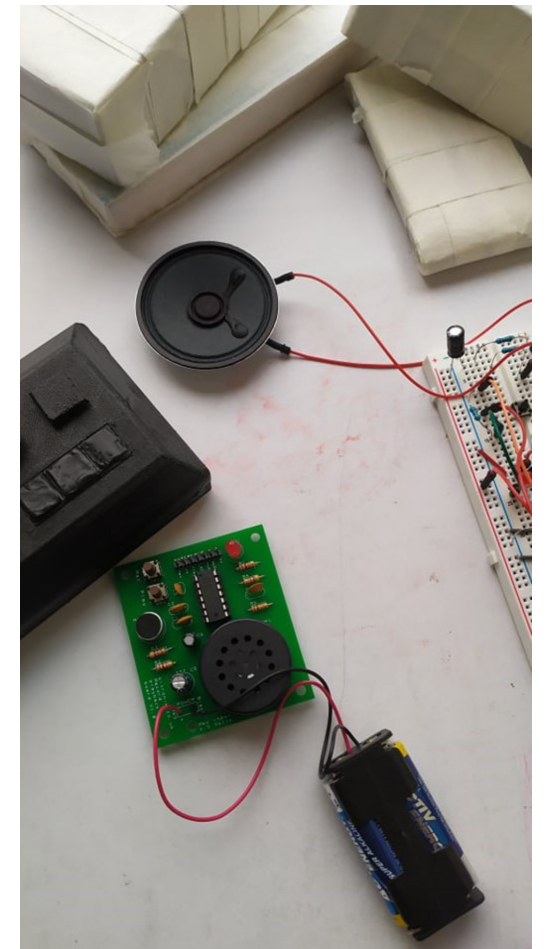
02

Define

03

Ideate

04

Prototype**Testing**

MARKET

Population of people over the **age of 65** is projected to **double** by the year **2040**.

20,000+ people in long term care in Ireland.

437 private and other nursing homes in Ireland.

Average cost of a bed is **€896** per week.

75% of people interviewed said they would not like to live in a Nursing Home in later life.

2.5% said they would be open to living in a nursing home themselves in later years but would not choose to.

85% of people surveyed said that they would more likely to visit a loved one in their own home compared to a nursing home.

USER INSIGHTS

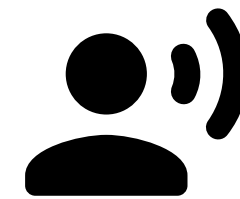
To properly design for the target market during this research phase, it was important to become familiar and empathise with their specific challenges.

This process took the form of.

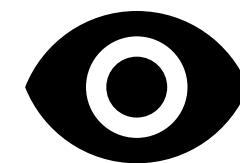
- Multiple online surveys
- User Interviews
- Field Observation



**3 Online Surveys
with over 100
participants.**

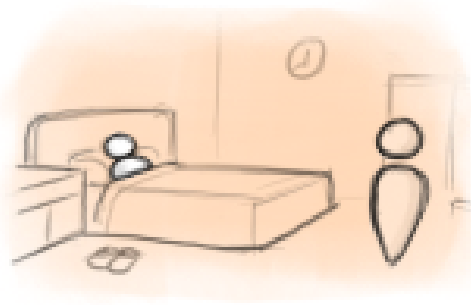


**6 User Interviews
& Meetings with
matter experts.**

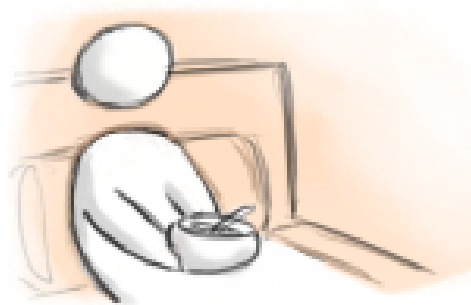


**Field Observation
within elderly care.**

STORYBOARDING



User is woken
at 8am



Served breakfast by
very busy carer



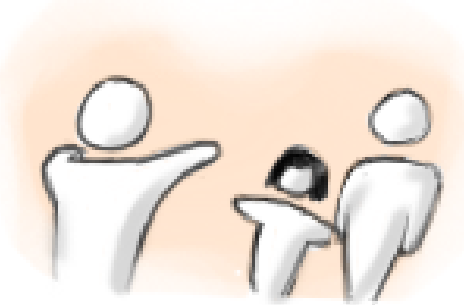
Washed with carers
assistance



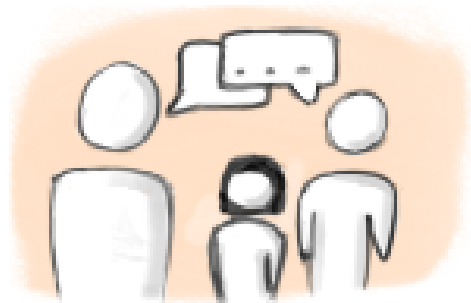
User attends
group exercise



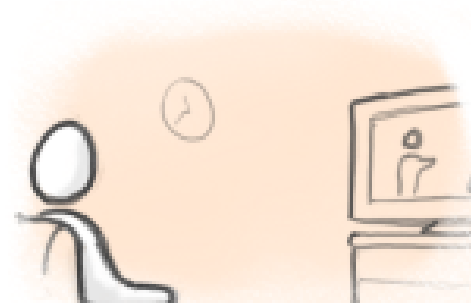
Served dinner in
large group at 1pm



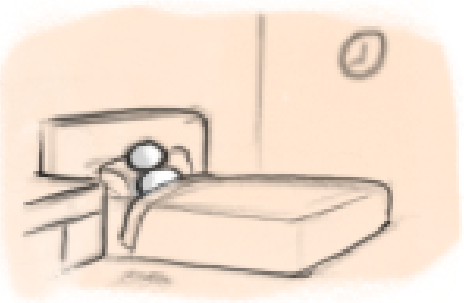
Visiting hours between
2pm and 7pm



Visit usually last
10-20 mins



Rest of evening is
watching TV/films



Repetitive day with
little independence

Storyboarding was used throughout this project to make sure the user's emotional needs were not being overlooked.

It became very useful in considering both of the two primary users and how they would interact with the Product.

IDEATION

With the goal of this stage in the process to explore as many possible solutions as possible, several different types of ideation was completed.

This process of exploration took the form of.

- Thumbnail sketches
- Rapid Prototyping
- Wireframing



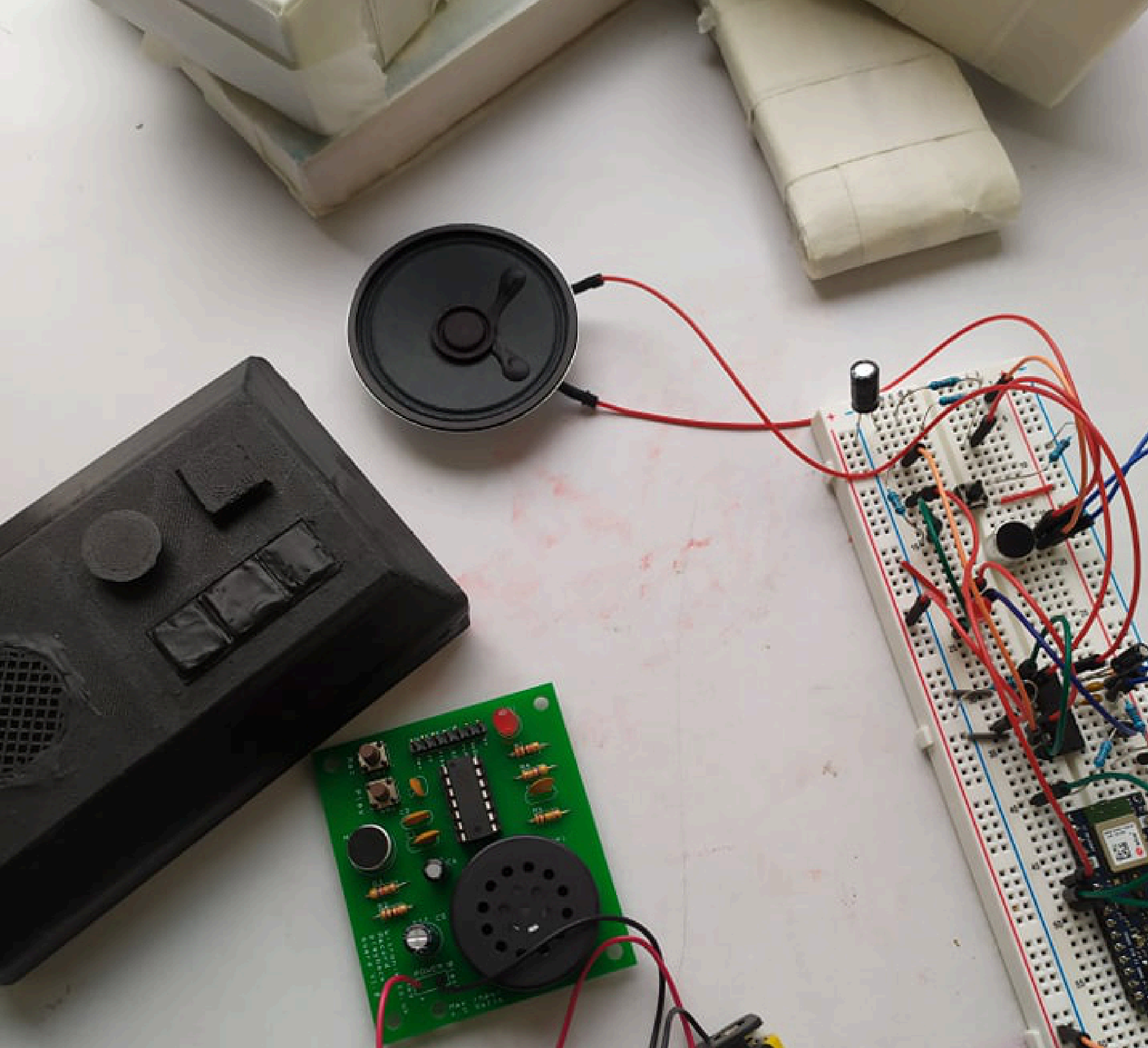


PROTOTYPING

The prototyping phase began very crude using cardboard and tape as the main medium to build rapid prototypes.

As the form became more established, mocks up in CAD software was done to 3D print parts.





热床烫请勿触摸
Do not touch the heated bed

Due to the sensitive nature of the Covid 19 pandemic, It was not feasible to seek feedback from Nursing Home residents specifically at this time.

USER TESTING

The User testing of the app was completed by reaching out for feedback online amongst family and friends and forums. This and the feedback received when pitching became useful in shaping the projects.

Retelle





Thank you for
your time