



SHARE TO CARE

PROTOTYPE DEMO

HOW MIGHT WE?



- ... **connect similarly afflicted caregivers** for mutual support and exchange of information?
- ...give caregivers **access to a self-help group**, regardless of location and schedule?
- ...help caregivers form **long-lasting connections** with mutually afflicted or more experienced peers?
- ...give caregivers **on-demand access to knowledge** whenever they need it?
- ...**surface upcoming seminars** that are relevant to the caregiver?
- ...**prolong quality of life** by giving the caregiver access to information that is tailored to the circumstances and interests of the afflicted person?
- ...give caregivers **direct access to experts** and current knowledge?

HIGH-LEVEL CONCEPT

Share-to-care connects caregivers with similarly afflicted peers in **remote self-help groups** for mutual support and an exchange of knowledge.

Additionally, caregivers can connect in **1:1 and group chats**, a user-curated **forum** and **seminars** held online and in person.

Furthermore the caregivers can directly **connect to experts**.

By creating a profile of the caregiver's circumstances, the service can **surface the relevant people and information** in the moment.



HYPOTHESIS

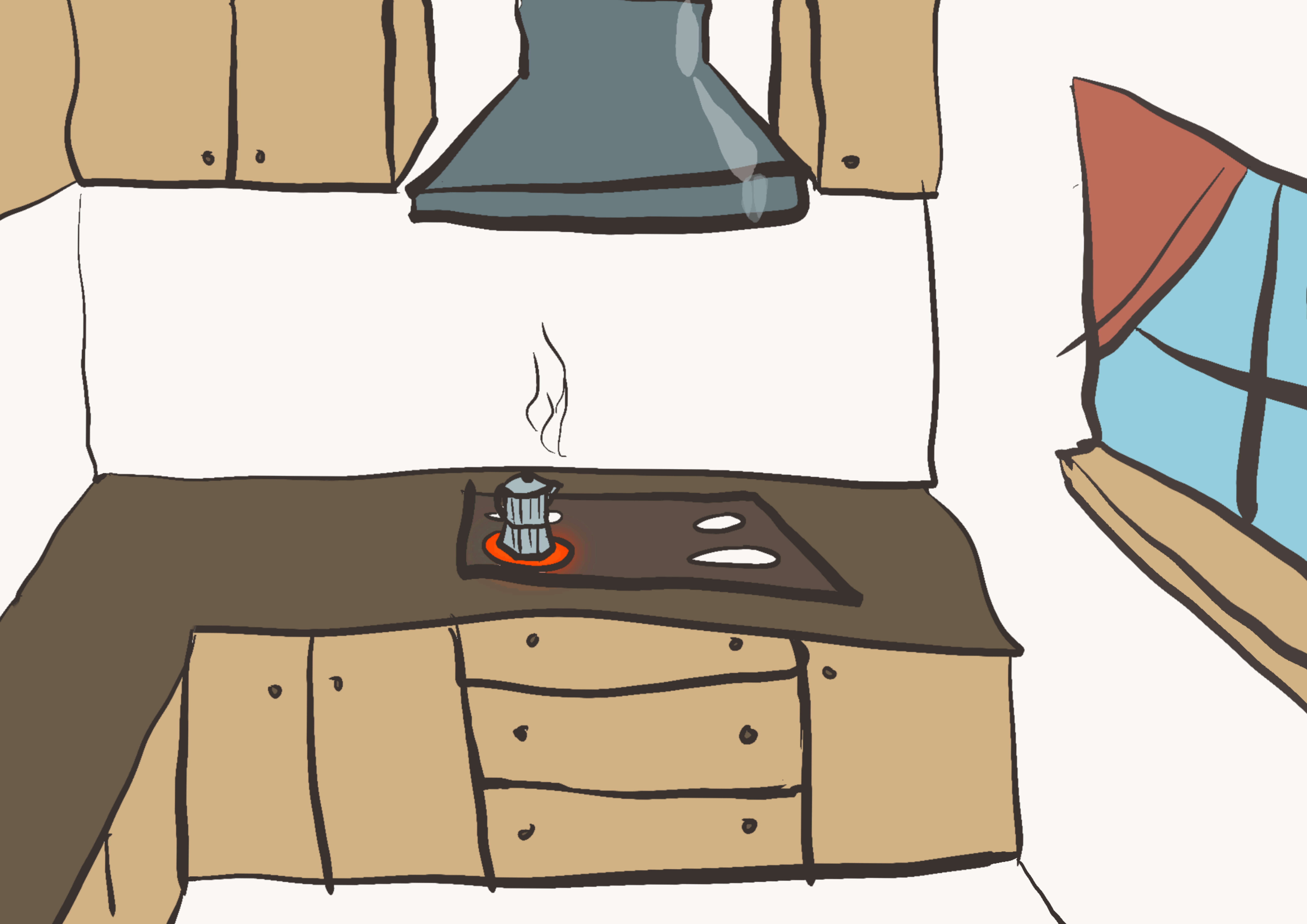
- Can our users **understand** the distinction between our three main features (Seminars, Chats, Forum)?
- Can our users **navigate** our three main menus?
- Can our users **join an upcoming seminar** easily?
- Can our users **schedule a seminar** in the future?

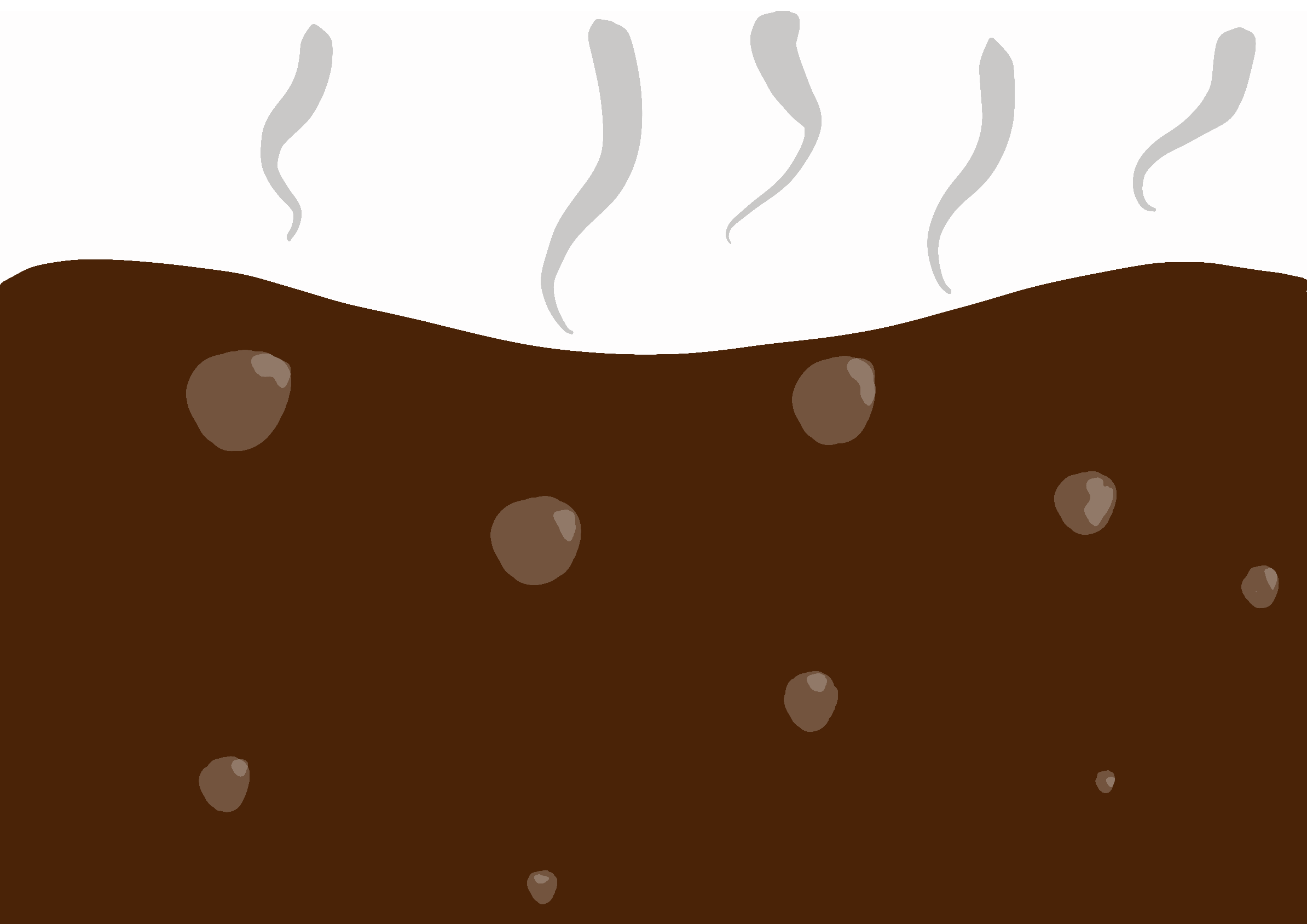


WHY THIS PROTOTYPE?

- Service interface needs to be **digital** and equipped for **video conferencing**
- Phone / tablet application is **fast and familiar interface**
- **Self-help seminars** are most important aspect.
- **Interconnectedness** between main features highlighted.











Share

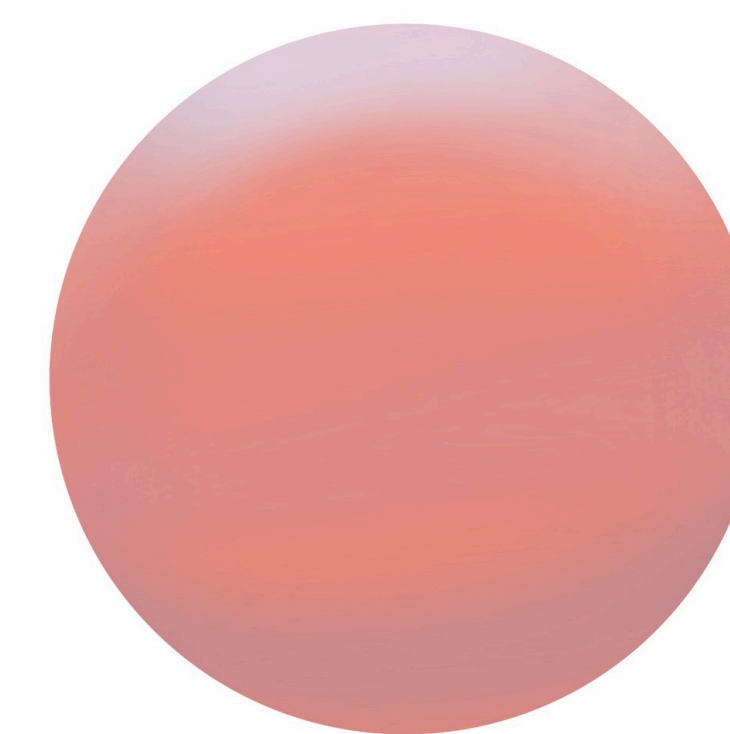
to

Care

DEMO TIME 

SERVICE BENEFITS

- Emotional support
- Outlet for worries
- Potential problem solutions
- Access to expertise and services
- Emergency contacts
- Sense of purpose
- Better care / reduced stress



NEXT STEPS



- Develop and implement **look & feel**
- Implement (hypothetical) cooperation with **Alzheimer Schweiz**
- Explore embedding of existing **services** (WhatsApp / Zoom / Slack)
- Brainstorm **positive enforcement** mechanisms for a higher engagement
- **Test prototype** with users of target demographic / personas
- **Iterate Storyboard** in accordance with prototype

QUESTIONS?



Thank you for your attention.

Guan Arobei, Johannes Reck,
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