PROBLEM/OPPORTUNITY

In order to maximize the personal connection between older and younger generations we want to make a device that closes the technology gap and maximizes simplicity for both users to stay in contact and connect.

- Aging generations are less likely to use social media than younger generations.
- Aging generations are less likely to invest time in figuring out how to use and maintain a profile online.
- Additionally there is a technology learning curve that comes along with many mobile devices that connect the user to their social media sites.
- Finally privacy is a concern for generations that are not as adjusted to a public profile. Social networking could be easier and more tempting for aging generations to use.

SOLUTION

We propose a device that hijacks a user's pre-owned digital frame and transforms it into a social media device. This device would display personalized pictures, letters and video that have been sent to the owner of the frame via an application or website.

Ideally, a friend or relative would gift the item to a less technology savvy recipient, though the idea could be expanded to easily put children’s drawings and photos up around the customer’s own home or office. Friends and family would then be able to remote update the frame with pictures, messages and audio.

On the software end, the app and website would include fun add-ons like ‘stickers’, as well as picture and video editing tools.

The heart of the hardware would be a small “box” that plugs into power and internet connection that contains most of the device drivers for interfacing. The second piece of hardware would be connected to the frame itself and communicate with the first “box” wirelessly. The portion connected to the frame could be mounted on the back using double sided tape and connect to the frame electronically via USB.

HUMAN IMPACT

As people get older, sometimes they are forced to spend more of their time indoors without the ability to easily travel. This makes it difficult to communicate with the outside world, especially younger generations and family members that now rely heavily on technology.

CONCLUSIONS

Older generations are more likely to use a device that is user friendly, secure and simple. Younger generations are comfortable and more likely to communicate through the technology they already own. This device would allow for both the sender and the receiver to have a device that meets their needs and help younger and older generations communicate.