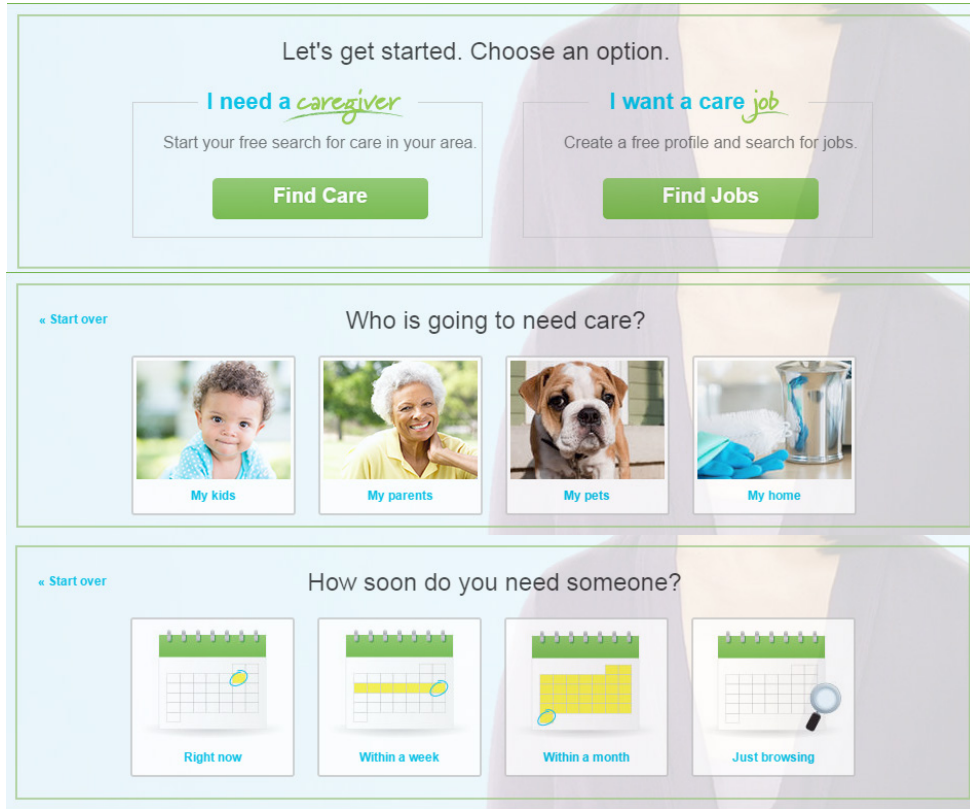


Connected Aging

Empowering Seniors to Thrive While Aging in Place

ABOUT CARE.COM



Care.com offers an online marketplace that enables seekers of family and home care services and potential providers of such services to find and interact with one another.

A family may use Care.com as a resource to search for and connect with individuals and businesses providing babysitting, nanny, adult and senior care, pet care, tutoring and other services.



"We're making it easier to find better care for your whole family."

- Sheila Marcelo, Founder and CEO

MEET THE CAMPBELL FAMILY



"My grandchildren are all so busy, but I would love to hear more about their school work."

- THOMAS CAMPBELL
(GRANDPA)



"I worry about my father and want to make sure that my family is checking up on him."

- ANN CAMPBELL-SMITH
(DAUGHTER)



"I love my grandfather's stories, but I only ever call on his birthday and holidays."

- ELLA SMITH
(GRANDDAUGHTER)



Tom Campbell lives across the country from his daughter Ann and his granddaughter Ella. He misses hearing about their day-to-day lives, but sometimes he is out bird watching when they call.

Ann tries to call her father weekly, but lately he has been out bird watching every time she calls. Since his health is a concern to her, she would love to know if anyone else in the family hears from him.



Ann also wants her daughter Ella to have a relationship with Grandpa Campbell while he is still around, but the fact that he is so far away makes it difficult. Ann wishes that Ella would call Grandpa Campbell without prompting.



THE TEAM'S MISSION

GOAL FROM CARE.COM

Help seniors to age in place for longer and with a higher quality of life

Encourage people to think of Care.com as a resource when a precipitating event occurs

PRECIPITATING EVENT

This could be anything from a fall to a stroke to being diagnosed with a serious long term illness.

AGING IN PLACE

Care.com wants to help here

CARE NEEDED

Care.com provides help here

THE TEAM'S DIAGNOSIS

Seniors want to remain independent, but feel disconnected and isolated.

Adult children want their parents to stay independent, but worry about safety.

THE PRODUCT - ORBIT

Orbit focuses on family connection and information sharing.

This application takes advantage of the hyper-connectedness of modern families like the Campbells to increase inter-generational communication and make seniors feel less lonely.



By using Orbit, family members like Ann and Ella have richer and more frequent connection with the seniors in their lives. Orbit also makes it easy for Ann and her siblings to track their father's care. This means that she can spend less time worrying and more time connecting in a meaningful way.

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