

Break

Got a break for Break?

Project by
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App Design Project

Mentor
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Acknowledgement:

I am grateful to my faculty mentor Prof. Milly Singh for her unwavering support at each step of the project and encouraging me to carefully tackle such a sensitive topic.

I would also like to extend my heartfelt thanks to all the (non-disclosed) caregivers - family members who gave their consent and shared their valuable insights & experiences, hence making my project a milestone in the healthcare & community sector.

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You can't leave your old one feeling cornered, can you? While you take care of them; let us take care of you...

'cause you deserve a Break too!

About

Imagine your loved one getting lost on a walk, not recognizing you, or fearing your help. Now imagine that happening constantly. That's the reality for families facing dementia.

Demystifying Dementia

It's a syndrome, not just aging: Caused by diseases damaging brain cells and impacting memory, thinking, and behavior. Alzheimer's is the most common type.

- Millions affected in India: Manages a growing number of cases.
- Beyond the patient: Impacts families and caregivers emotionally and financially.
- Gender matters: Women may face a higher risk of Alzheimer's.

<https://www.alz.org/>

Beyond the patient

Dementia isn't just a disease for the diagnosed; it impacts caregivers too. Witnessing a loved one's memory fade, personality change, and dependence can trigger emotional distress, frustration, and even guilt.

Globally and in India, awareness is crucial. Caregivers need support to manage the challenges and navigate this difficult journey.

The focus needs to shift

Technology has transformed dementia care, offering patients memory aids, location trackers, and even smart home devices.

While these tools empower patients, caregivers often face immense emotional and practical challenges. They need solutions too!

It's time to empower both sides of the caregiving journey!

Now,

Why do we need another app about dementia?



ALZHEIMER'S ASSOCIATION®



There's a need for someone who provides verified & up-to-date information with warmth & empathy.



Lotsa Helping Hands



Institutional Apps/ sites
[Cold but informative]

- Verified information
- Easy to read through
- Can feel sterile & impersonal
- No community aspect

Conventional message/ community apps
[Warm but difficult to get exact information]

- Unverified information
- Large community to learn from
- Warm & personal
- Difficult to obtain information due to quantity

Gaining the caregivers' perspective

Let's see what they have to share about their experience!

"Papa's memory isn't what it was, but we enrolled him in a music therapy program. He seems calmer now. There are good days and bad days, but I hold onto the hope that things won't get too much worse."

"Family gatherings used to be my joy. Now, explaining to relatives why Maa can't remember them is heartbreaking. I avoid social events to spare everyone the awkwardness."

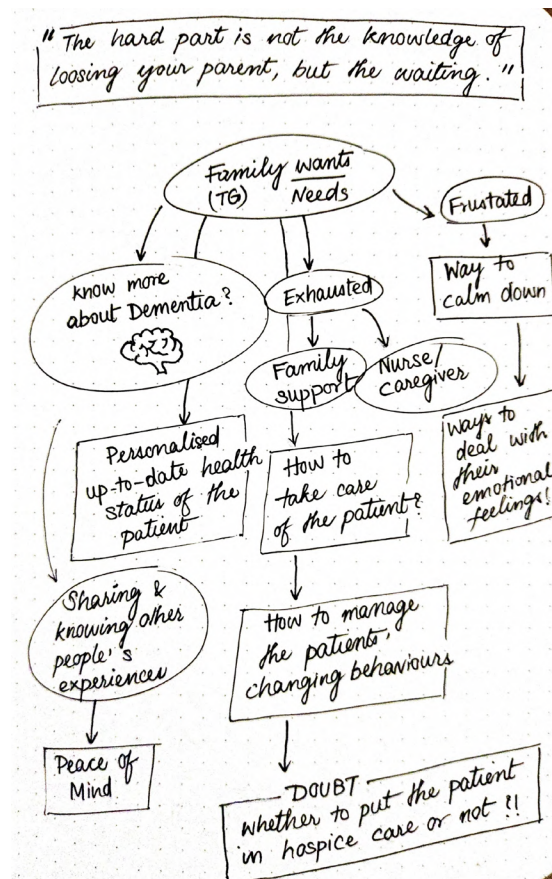
"Dad used to be so sharp. Now, he struggles to have a conversation. Seeing him like this breaks my heart. As her daughter, I'll never stop giving my best!"

"Looking after Dad after his diagnosis is a full-time job. Work is understanding, but I'm constantly on edge. My friends barely call anymore; they don't get it. Sometimes, I just want to scream."

"Maa forgets things sometimes, sure, but it's just old age! Despite the diagnosis, we choose to believe that she is healthy and can live a good life being with us!"

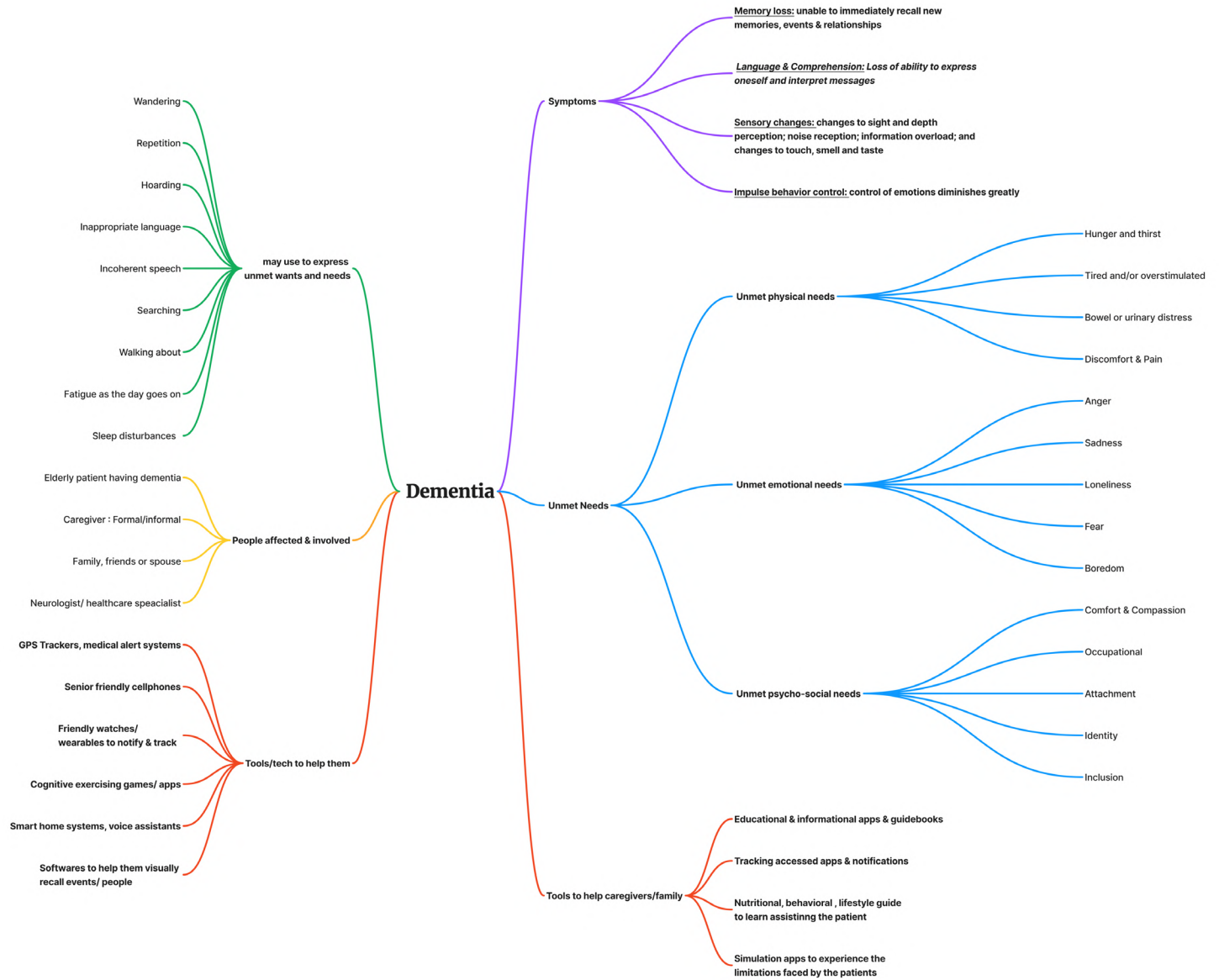
Problem area

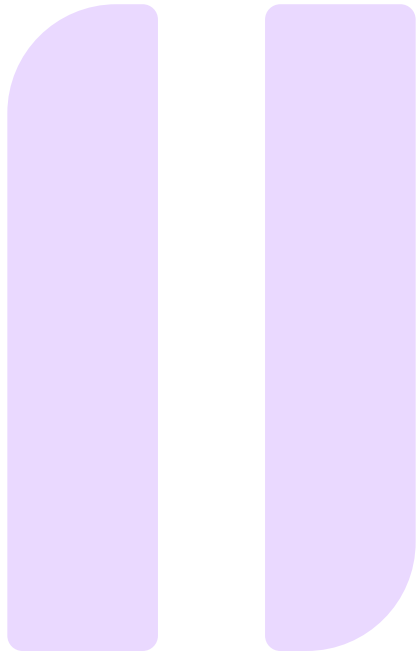
The dementia patients' family i.e. the caregivers have sudden (assumed) roles and responsibilities to take care of & bear the patient's behaviors (due to th cognitive decline & lack of emotional control) which leaves them exasperated, exhausted and downhearted.



Mind mapping







Why do we need an
app for caregivers?



Need for Caregiver Support :

Burnout:

Caregivers experience high levels of stress, anxiety, exhaustion & depression, leading to burnout and potential health problems.

Lack of self-care:

Juggling caregiving responsibilities with personal lives leaves little time for caregivers to prioritize their own well-being.

Social isolation:

Caregivers often feel isolated and struggle to find support networks that understand their unique challenges.

Limitations of Existing Solutions:

Information overload:

Caregivers are bombarded with information online, making it difficult to find reliable and trustworthy resources.

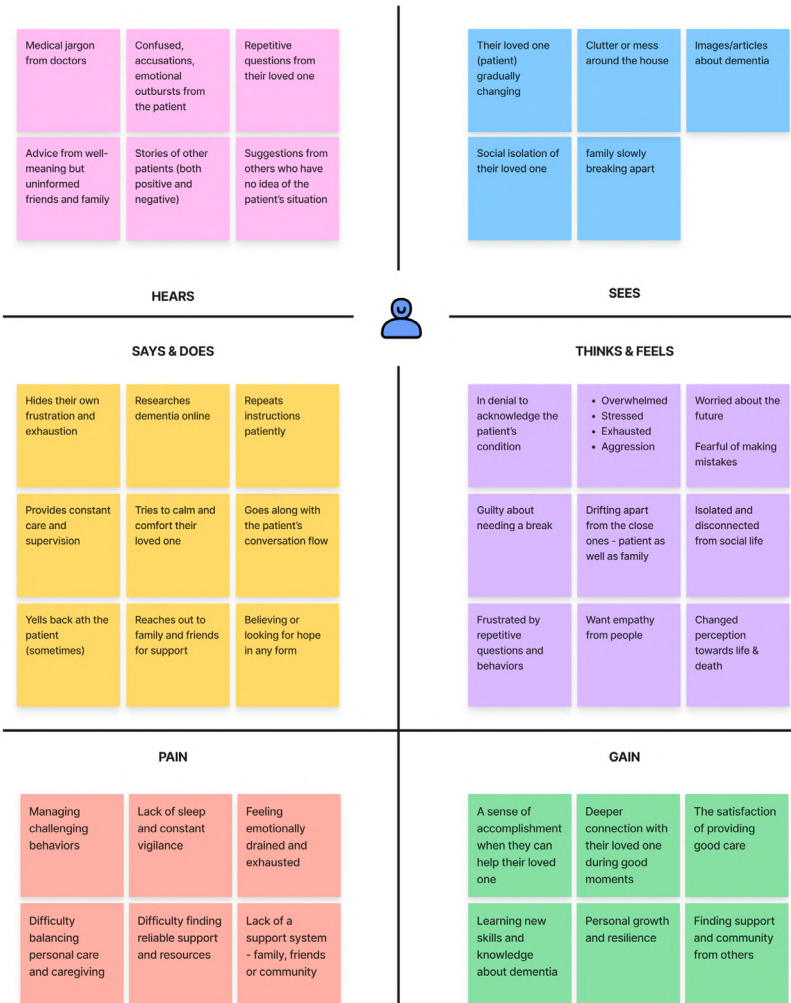
Lack of self-care:

Institutional apps are loaded with cold medical jargon, coming across as transactional and failing to build an emotional connect with a caregiver.

Social isolation:

Existing apps fail to address the specific needs & challenges of caregiving while being culturally relevant & sensitive.

Empathy map



What is in this app's concept?



Health & Fitness

Community

Feeling drained while caring for someone you love? Break is your moment of calm. We're your companion, offering self-care tools and a supportive community to connect, share, and learn. Take a Break, you deserve it!

The above concept breaks down to form the 3 major sections in the app :

Self-care

- Empowers caregivers to take immediate self-care breaks,
- affirmations,
- curated library of guided meditations, mindfulness exercises, and calming audio sessions,
- tips for better caregiving & patient's behaviour management

Connect

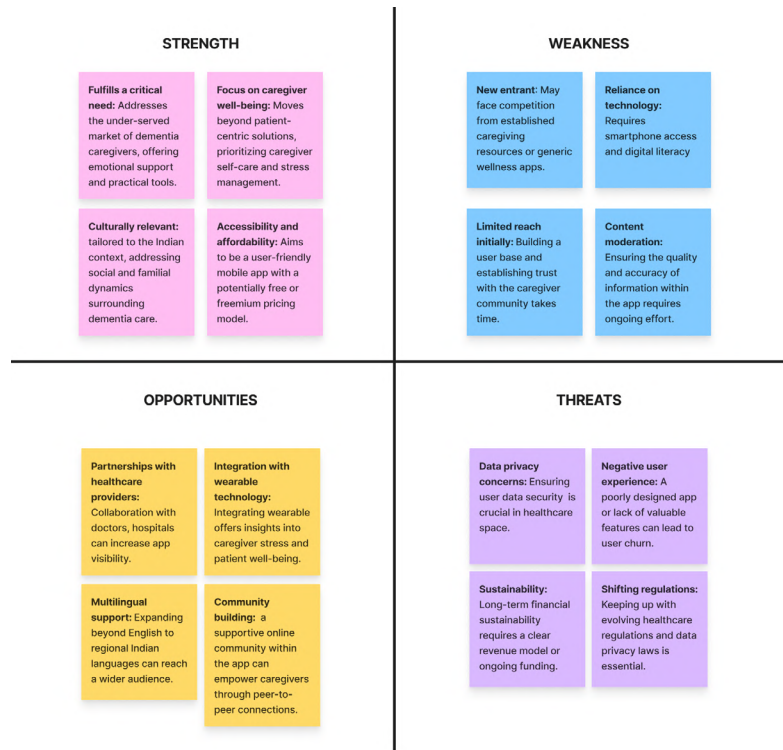
- Building a Supportive Community:
- Offers a safe space for caregivers to connect,
 - share experiences, and find encouragement from others.
 - Anonymous chat & discussion forum

Library

- Curated library of:
- Verified information on the illness
 - Personalized symptoms tracker & stage-wise information about the patient
 - Tips on how to take care of patient at every stage

SWOT analysis

SWOT analysis of the app's concept:



User persona





Anjali Nayar

'Caregiver'

- Age: 45 year old - Female
- Lives in Pune
- Primary school teacher
- Works out a lot
- Health and Fitness conscious

Personal Details:

- Anjali is a school teacher & has 2 school-going children
- For the past 6 years, she has been the primary caregiver for her mother who suffers from dementia.
- Has a younger brother, but due to geographical distance, the responsibility of caring for their mother falls largely on her shoulders.
- Her husband is a software engineer & has a busy schedule.

Professional Details:

- Anjali is a primary school teacher.
- For the past 6 years, she has been the primary caregiver for her mother who suffers from dementia.
- Has a younger brother, but due to geographical distance, the responsibility of caring for their mother falls largely on her shoulders.

User environment:

- **Physical:** Lives in a two-bedroom apartment with her husband. Her mother lives with them in a separate room modified for safety.
- **Social:**
 - Busy husband, spends less time with him except on weekends.
 - Limited social circle due to time constraints of care-giving.
 - Feels isolated and disconnected from friends.
- **Tech:** Comfortable using smartphone but doesn't have time for social media. Open to learning new technologies that can help her care for her mother.

Psychographic:

- **Attitudes:**
 - Feels overwhelmed and stressed by caregiving responsibilities.
 - Worries about making mistakes in caring for her mother.
 - Wants to be the best possible caregiver for her mother.
- **Interests:**
 - Enjoys reading and spending time outdoors when possible.
 - Misses having time for hobbies due to caregiving demands.
- **Motivation:**
 - Driven by love and a sense of duty to care for her mother.
 - Wants to improve her mother's quality of life.
 - Seeks to find emotional support and practical tips for managing dementia care.
- **Pain Points:**
 - Feels exhausted and struggles to manage her own needs alongside her mother's.
 - Frustrated by her mother's repetitive questions and behavioral changes.
 - Worries about the future progression of her mother's dementia.
- **End Goals:**
 - Reduce stress and anxiety related to caregiving.
 - Learn effective techniques to manage her mother's dementia symptoms.
 - Connect with other caregivers for support and advice.
 - Improve her overall well-being and ability to cope with the challenges of dementia

DILO:

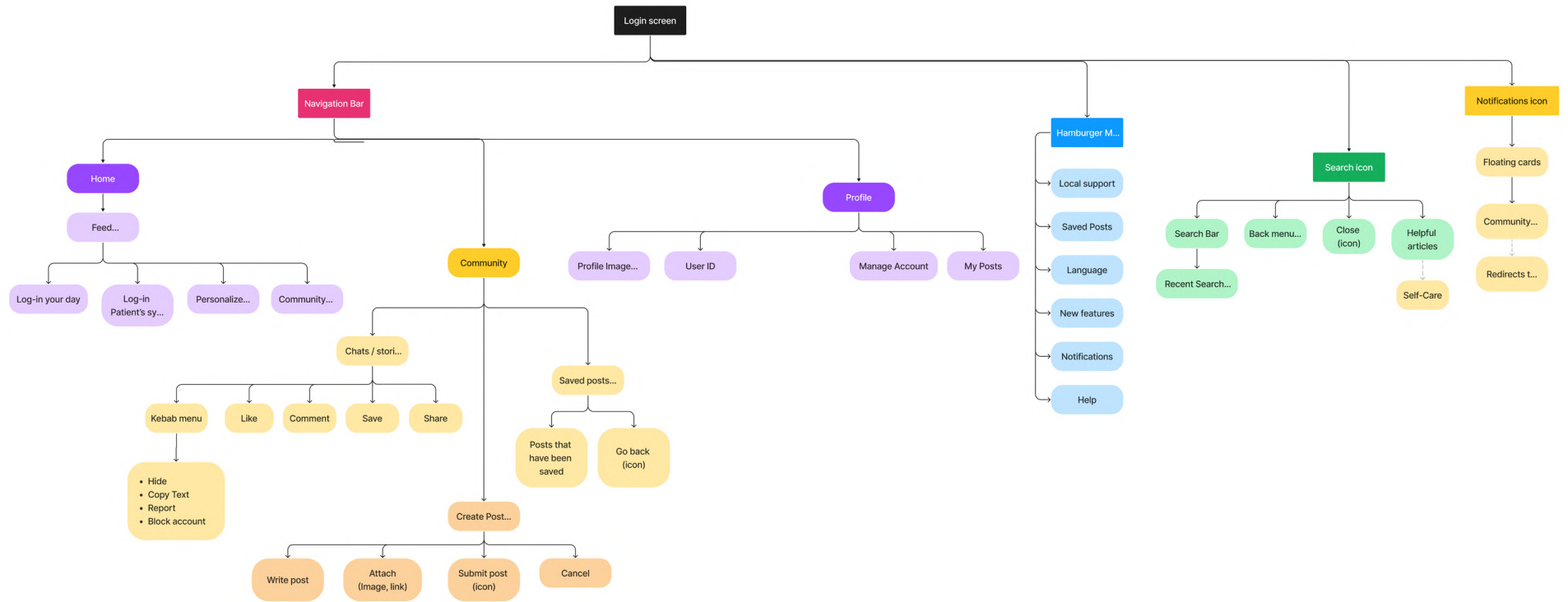
Anjali wakes up early - gets her mother ready for the day. After helping her mother eat breakfast and take medication - rushes to work, worried about being late. Throughout the day worries about her mother - steals glances at her phone - hopes there haven't been any problems at home. After work - rushes home - deals with her mother's evening routine - bears with her memory disturbances - prepares dinner - tries to feed her food & meds meanwhile everyone else have their dinner - eats alone later - is exhausted - helps her mother relax before bed - feels drained and isolated - cries/grieves in isolation after everyone has slept - talks to her husband - tries to read online about Dementia - is overwhelmed - internally debates to quit her job - finds hard to fall asleep.

Scenario mapping

A glimpse through the user's (caregiver's) stage-wise caregiving journey:



Information architecture



User flow

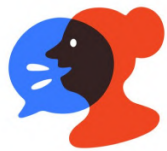
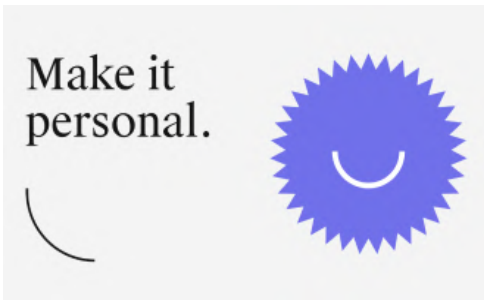


How should the brand feel like?



Feel Human:

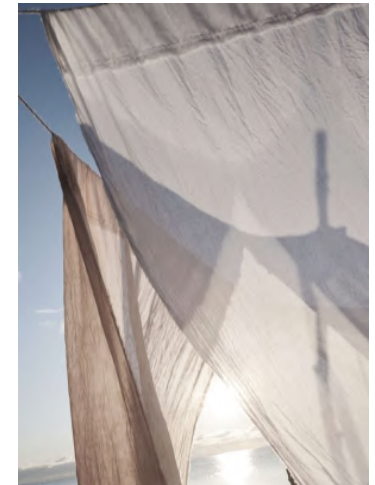
Convey warmth, empathy, and understanding of the caregiver's emotional journey.



De-jargonize the cold medical terms into easy words of comfort and hope.

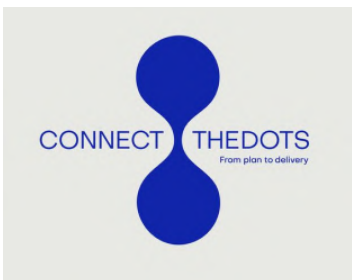
Inspire Calm:

Evoke a sense of peace and tranquility through visuals and design elements.



Instill Trust:

While opening up is part of the challenge, it's important to respect the gravity of dealing with a disease.



It's important to maintain the context of maturity & trust with such a delicate subject.

Brand persona



The Friendly Grandparent:



What it is:

Warm & human

Informative

Trustworthy & mature

Honest & authentic



What it's not:

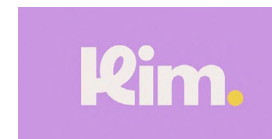
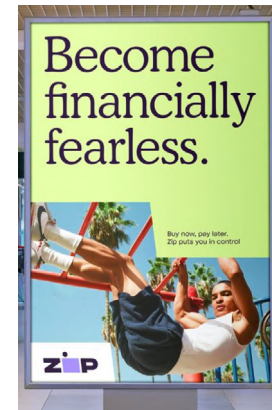
But not playful & frivolous

But not condescending or jargon-y

But not old

But not cold or criticizing the user

Visual moodboard



'cause this page deserves
a break too!

Trends in this sector



Use of sans-serifs:

Cold sans-serifs are the norm in the sector, breaking out of this with warmer sans-serifs & serifs offers potential to stand out.

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Owning the purple:

Purple is a universal marker of Dementia, using it allows us to belong with the segment.

Considering the lack of direct competitors in the Indian market, using purple in the app would create a sense of familiarity among the users.





Break ?

Memoir

Respite

Saanjh

Haven

Break: Care for givers

Captures the essence of what the brand offers to caregivers: a moment of pause

Relatable

Easy to remember

Actionable – a single word that encourages caregivers to prioritize their wellbeing

Solace

Ikshana

Care Sage

Care for giver

Samarth

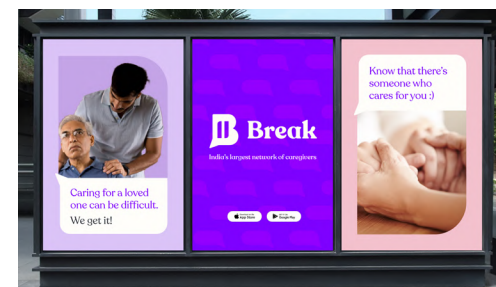
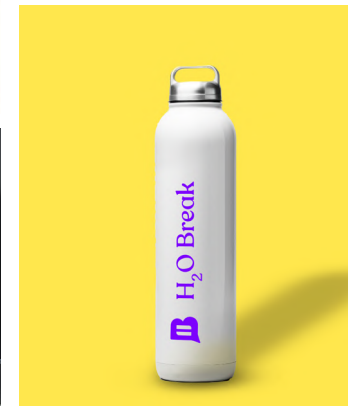
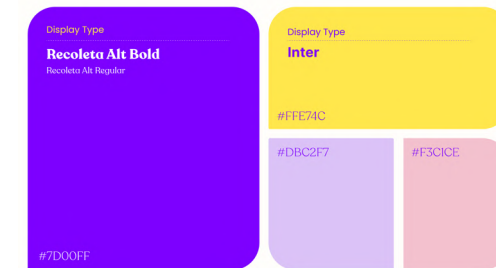
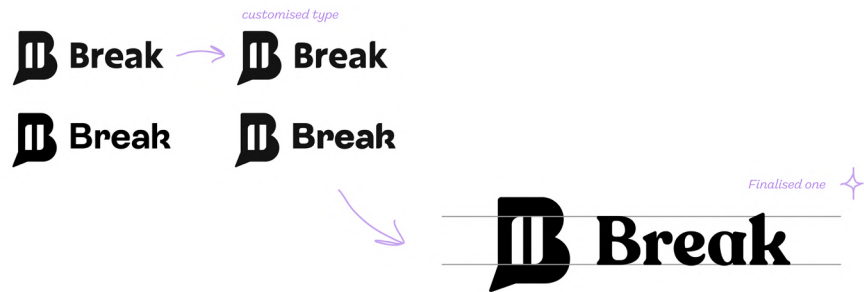
Memo care

Visual identity



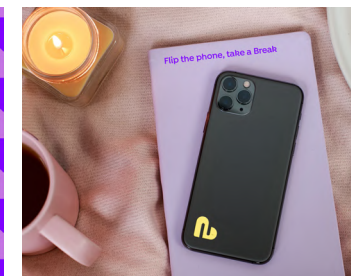
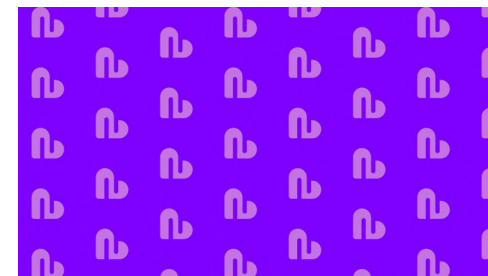
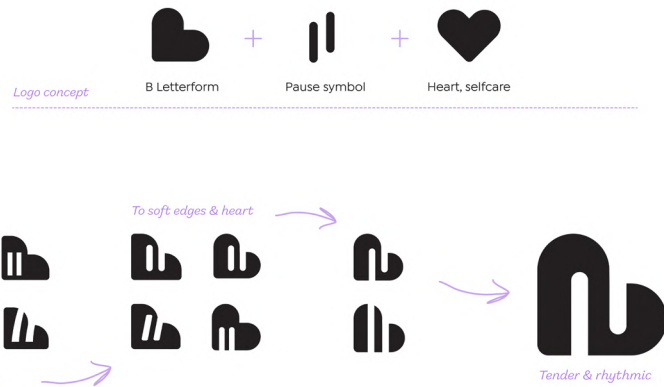
Option 1:

Can we engage with caregivers to start talking about their experiences and troubles, with a universally understood symbol of conversation?



Option 2:

Self care starts with self love, and forms part of the flow of being a caregiver. Can we combine a heart (a universally understood symbol of love) with the rhythmic, almost musical connotation of selfcare?



Option 3:

The word 'Break' comes with inherent negative connotations. Can we rethink it not as a break but as a part of a necessary connection to oneself and a vital part of the process of being a caregiver?



break

B structure changed

break
break
break

Rounded corners

Tried different R

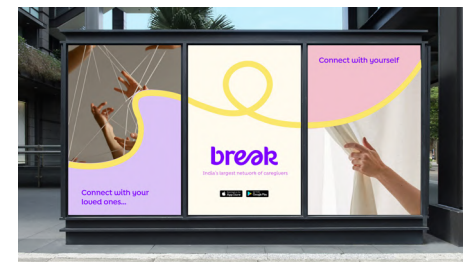
break
break
break

B closed counter

break
break
break

e + a joint fixed

break



break.
break.
break.
break°

Break Time

Calm

Pause

break
break°

break
break°

R B b

"Breaks that help prevent you from breaking apart, 'cause you are important too"

pause + B

chat bubble

e+a

too angular

no pause, loose letterform

flower

'b' from distorted

curvive 'b'

free, airy lighter

pause, stylized

pause?

heavy elements

community

i) B + chat bubble + pause

ii) B + ♥ + pause

iii) B

liquid circles

Pause abstract

More :) cz looks good.

After doing these many explorations,
Here's the one which got finalized...



B Break

Wondering, why this
one got chosen?
Because

Direct emotional connect:
/ sparking conversations &
finding support in community

The round -softer edges of the logo
symbol & the wordmark add to the
warmth & approachable side.

Checks off all the brand
values: human, conversational,
approachable, warm, informative

Flexible & open to different
interpretations!

For brand communication :

Recoleta alt

Primary typeface

Reddit sans

Secondary typeface

For app UI :

Inter

Tertiary typeface

#9C40FF

#F5DB33

#f09C1E

#D7B3FF

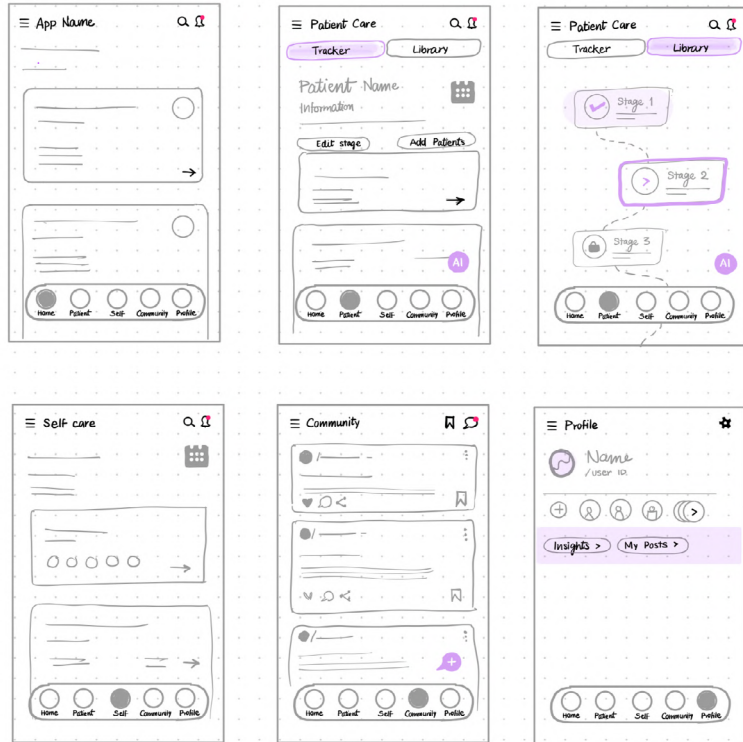


The most awaited section,

App UI

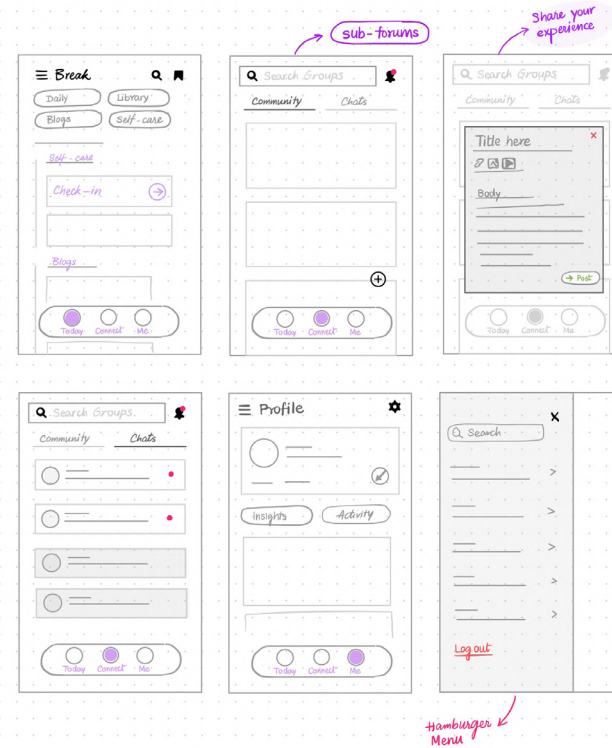


Low-fidelity sketches

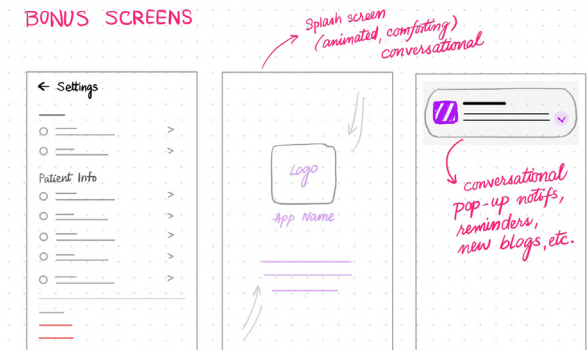


Too many tabs in the navigation bar, a lot of features - core function is overpowered, more about the caregiver than around the patient.

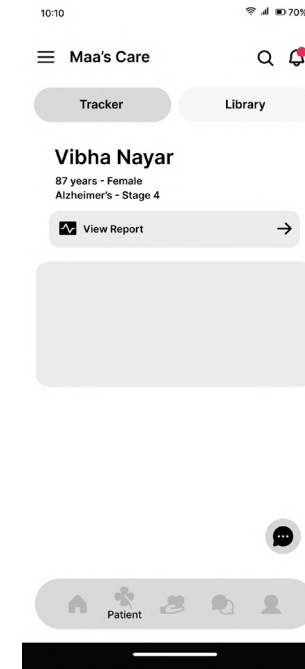
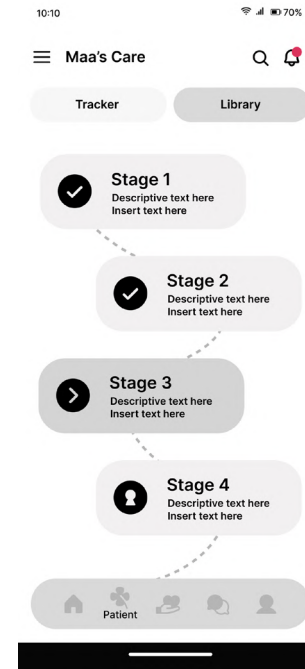
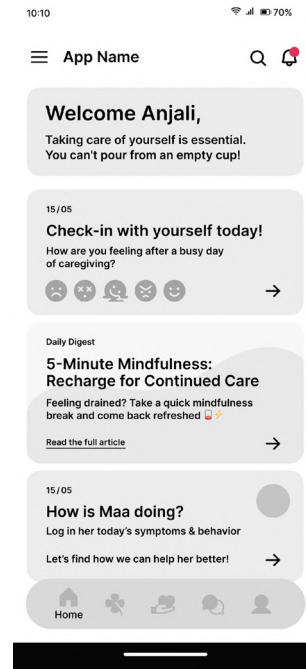
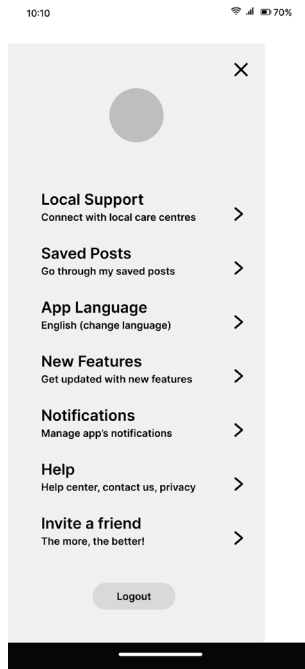
WIREFRAME SKETCHES #2



BONUS SCREENS



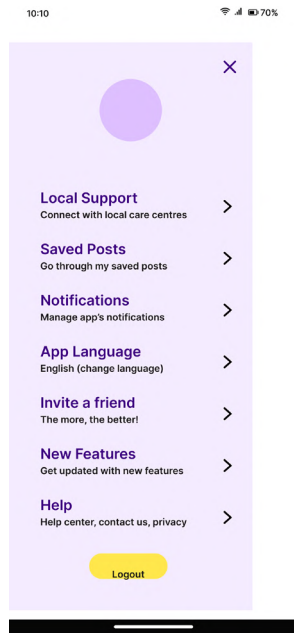
Mid-fidelity wireframes



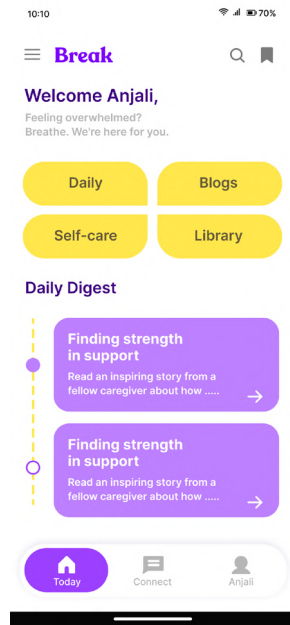
Went ahead with bento box-grids to organise the information in well-defined spaces for easy navigation & easy access to priorities.

The home feed looks too cluttered for even the important functions to pop-up. Make it more calming & stress-relieving for the users.

High-fidelity wireframes



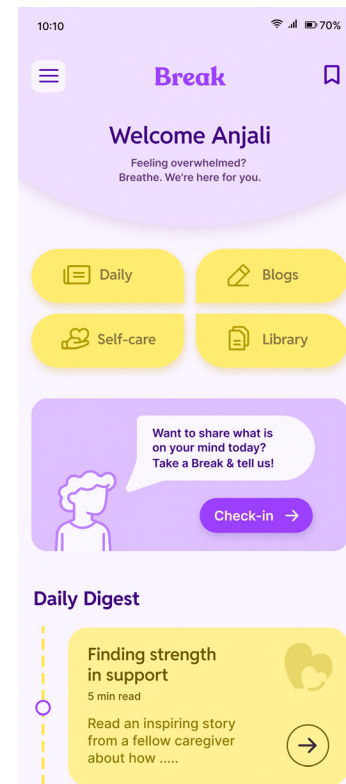
Hamburger menu



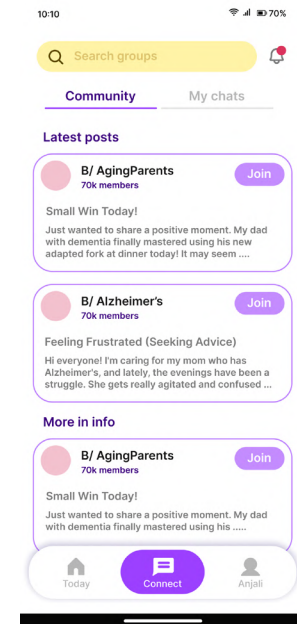
Home feed

The home screen feels lighter & clean now. But the overall app's UI can be more warm & welcoming!

Added icons, visuals elements (like illustrations, shapes) to break the heavy text-flow. Tried adding the logo's characteristics throughout the app's UI.

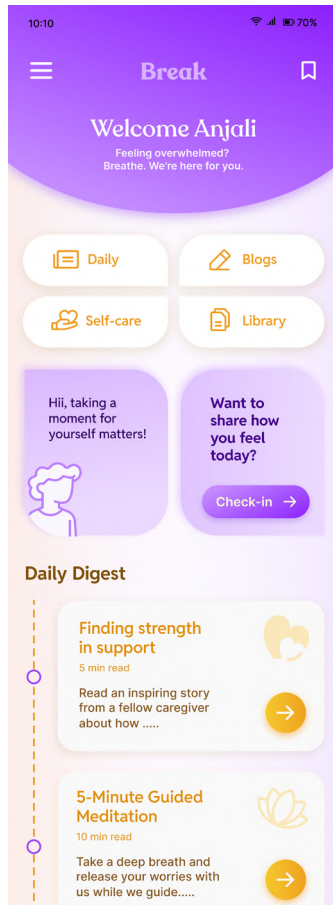


Revised : Home feed



Community section

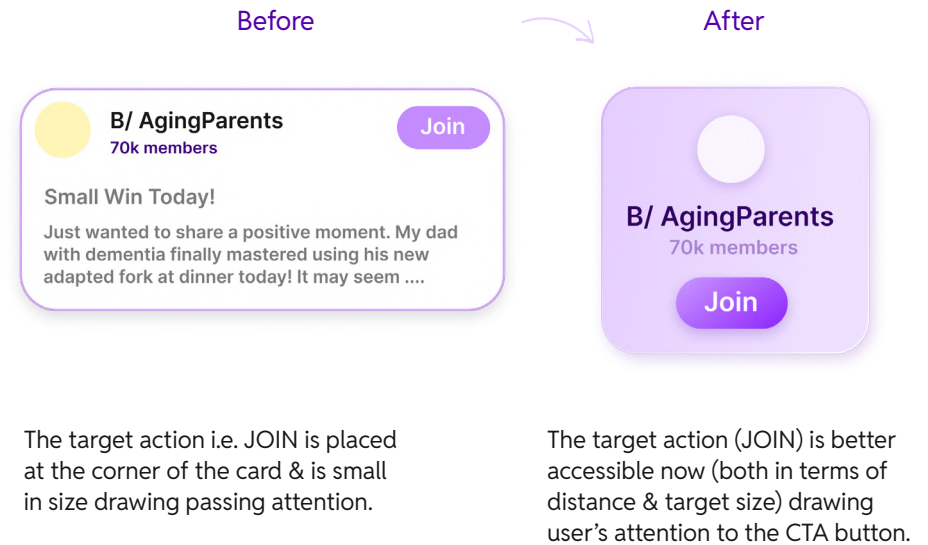
Law of Proximity:



The 4 sections are grouped together close appearing as similar in functioning i.e. target action buttons.

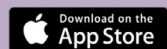
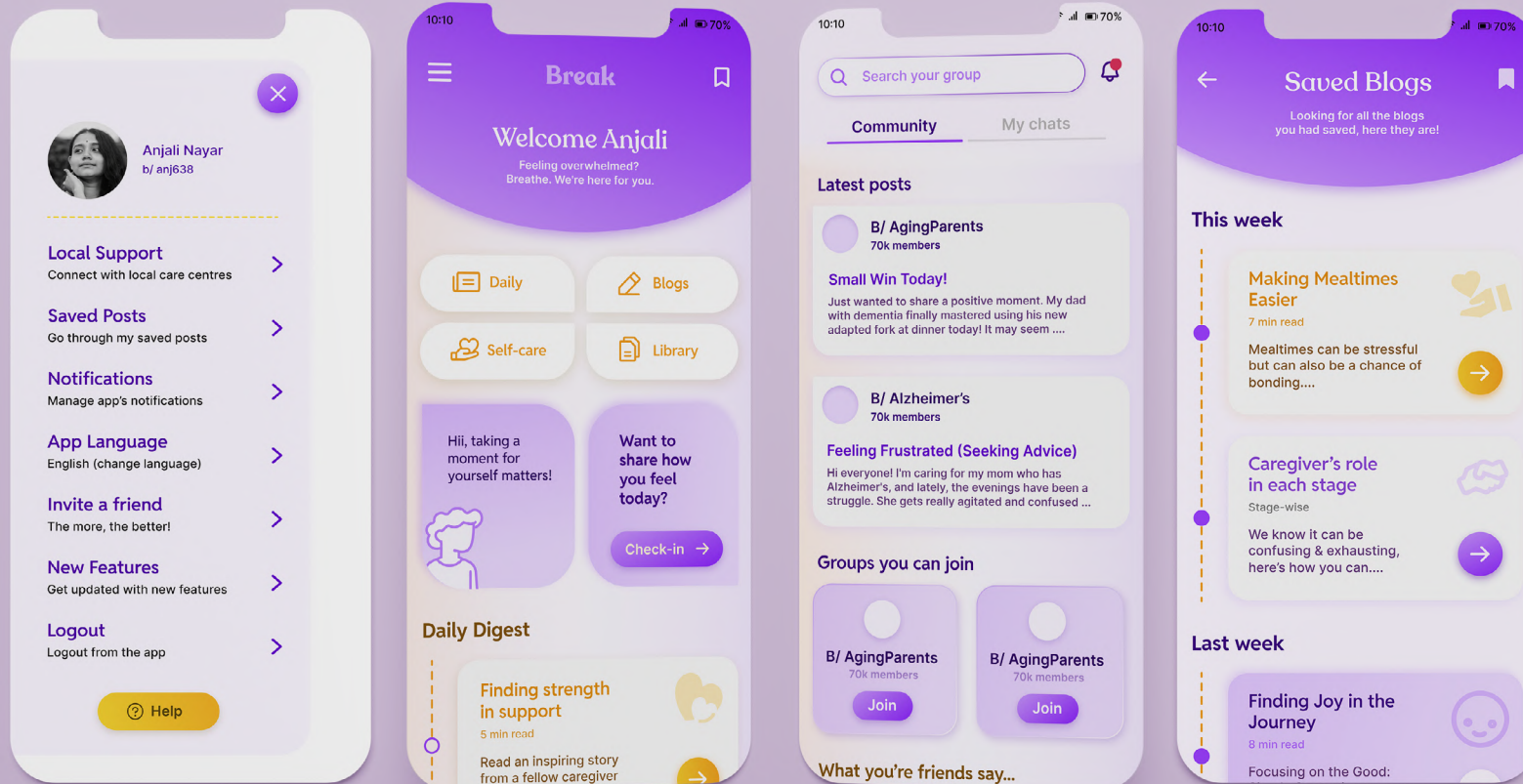
The cards in the sub-sections are grouped together with a side line & color-coded for easy navigation.

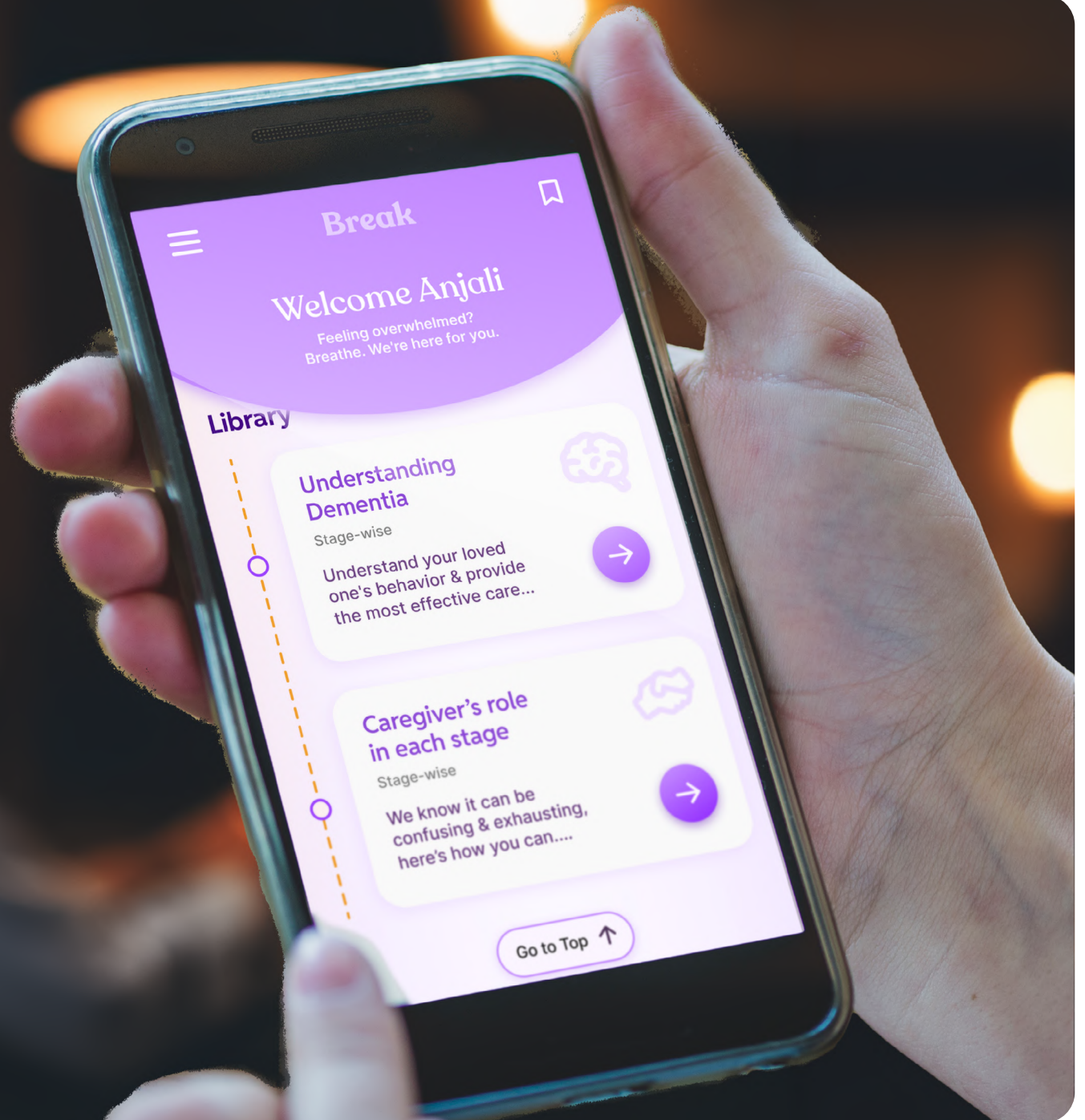
Applying Fitt's law:





Don't let caregiving weigh you down, take a break!





[Scan to view the app prototype](#)

Latest posts

 **B/ AgingParents**
70k members

Small Win Today!

Just wanted to share a positive moment. My dad with dementia finally mastered Using his new adapted fork at dinner today! It may seem

 **B/ Alzheimer's**
70k members

Feeling Frustrated (Seeking Advice)

Hi everyone! I'm caring for my mom who has Alzheimer's and lately, the evenings have been a struggle. She gets really agitated and confused ...

Groups you can join

 **B/ AgingParents**
70k members

Join

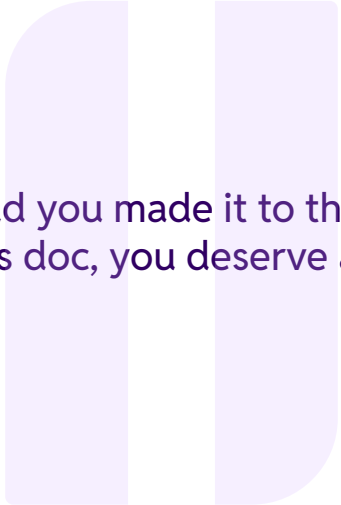
 **B/ AgingParents**
70k members

What you're friends say...

 **b/ sid532**
online

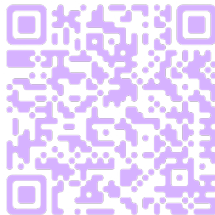
Small Win Today!

Just wanted to share a positive moment. My dad with dementia finally mastered Using his



Glad you made it to the end
of this doc, you deserve a break!

Meanwhile



[Scan this to view the app prototype](#)