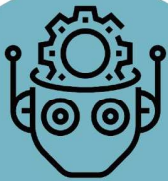


WIRED SOCIETY

WIRED SOCIETY?

Wired Society



Artificial
Intelligence



Internet
of Things



Social
Media



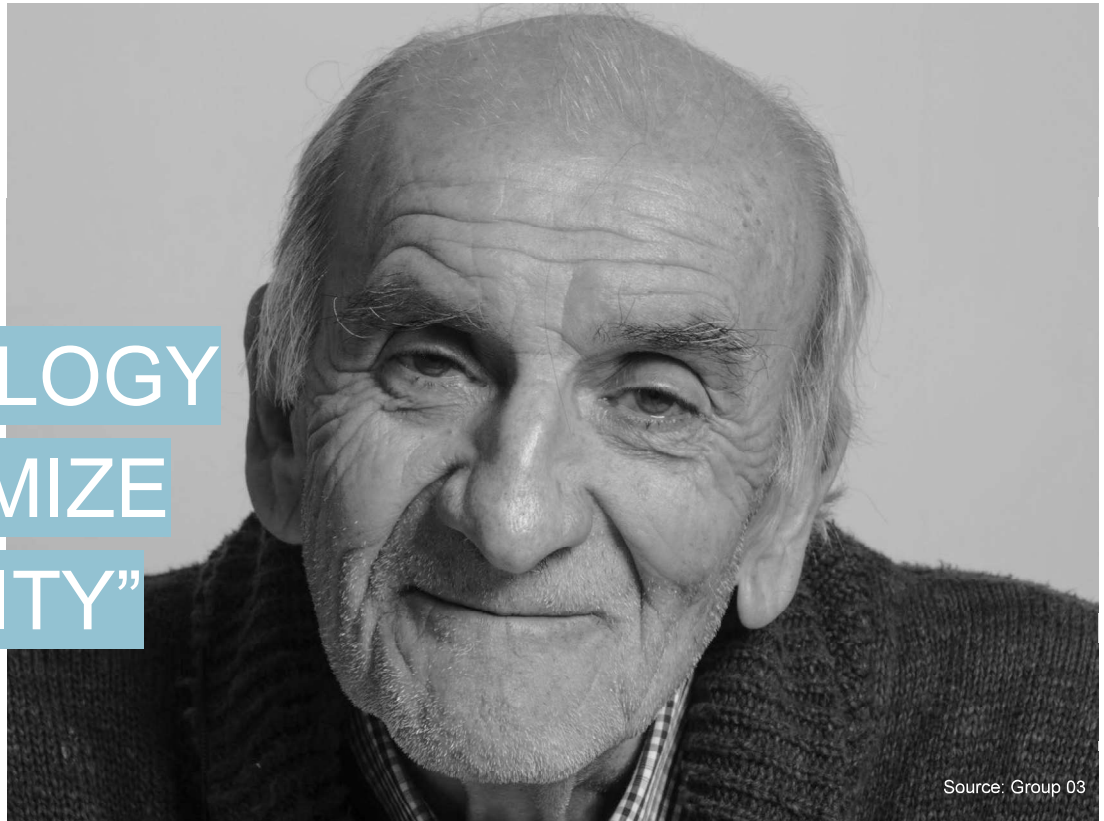
Smart
Society

“ARE WE ALL
WIRED?”



Fundación
**Oportunidad
Mayor**

“USING
TECHNOLOGY
TO OPTIMIZE
LONGEVITY”



Source: Group 03

THE ELDERS
ARE WIRED?

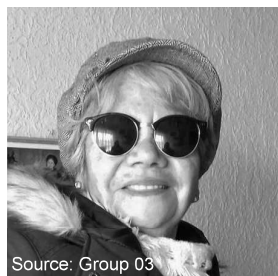
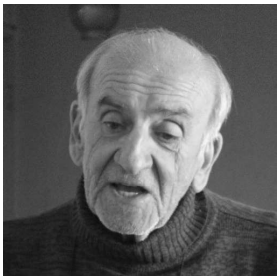
LITERATURE REVIEW



49 INTERVIEWS



17 HOURS OF
OBSERVATION



2 WORKSHOPS

RESEARCH



WORKSHOP:
MUSEO INTERACTIVO
MIRADOR

Source: Group 03



WORKSHOP:
CREATING WITH LEGOS

Source: Group 03

MAIN INSIGHTS

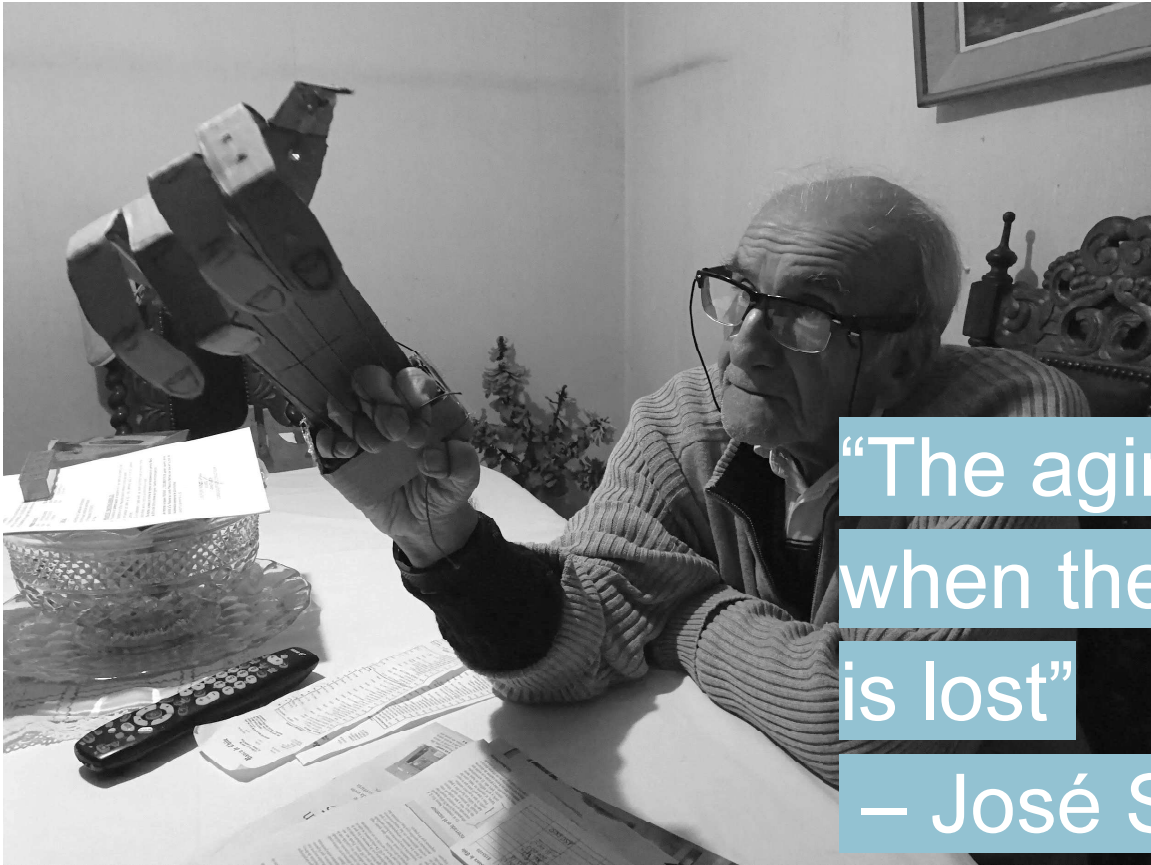
“The elders are
de-wired, missing out in
this wired society”

“The aging is different in
each person. And it
doesn't only depend on
the age itself.”

“Using analog methods to introduce technology is friendly for the elders”



Source: Group 03



“The aging begins,
when the curiosity
is lost”

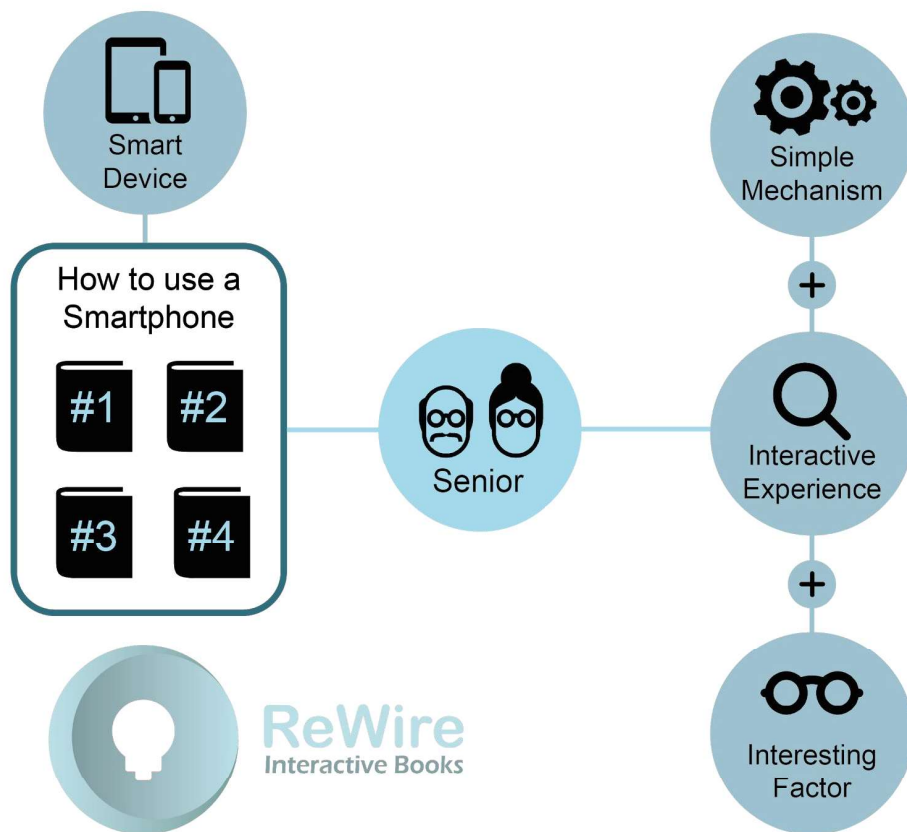
– José Saramago

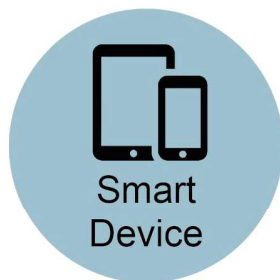
OPPORTUNITY

“Take advantage of the interest and curiosity of the seniors to re-wire them in the society, using analog participatory practices for learning technologies”

SOLUTION

“Create a collection of interactive books to introduce smart devices to seniors”





How to use a Smartphone

"Setting up a Smartphone."

#1

#2

"Making calls and texts."

"Internet Navigation."

#3

#4

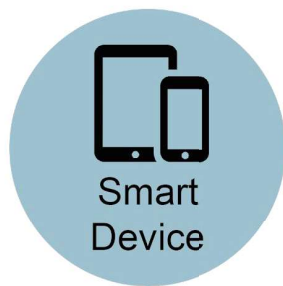
"How to use a communication app."



Source: Group 03



MOCKUPS + TESTS



How to use a Smartphone

"Setting up a Smartphone."

#1

#2

"Making calls and texts."

"Internet Navigation."

#3

#4

"How to use a communication app."



PROTOTYPE

TO COMMUNICATE

FOR THEIR HEALTH

TO LEARN NEW
THINGS

KEEP IN TOUCH

FIND OUT ABOUT
NEWS



Source: Group 03



GROUP 3

Source: Group 03

LATIN AMERICA PRACTICES AND SOFT SKILLS FOR

LAPASSION
■ ■ ■ ■ ■ AN INNOVATION ORIENTED NETWORK



THANKS!



LAPASSION
TECHNOLOGY+LONGEVITY

