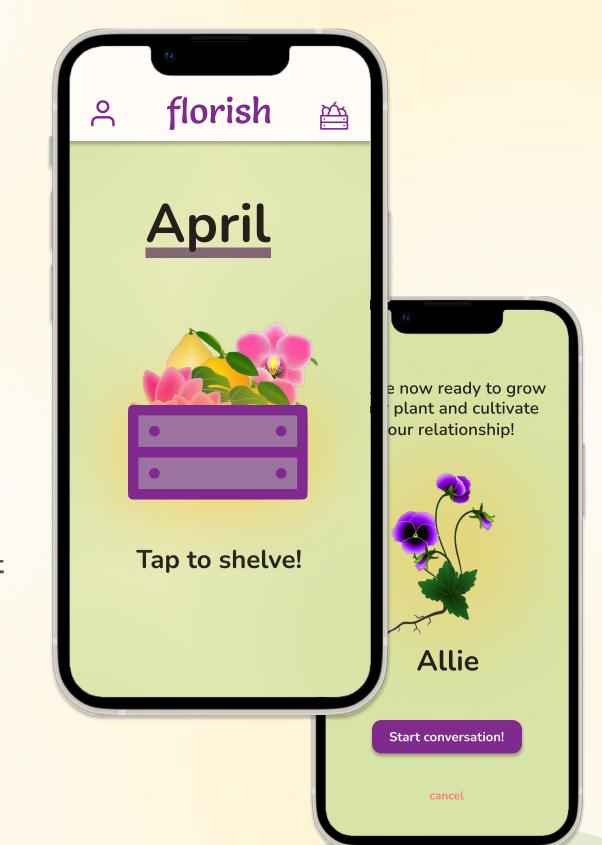
florish

Growing cross-generational relationships

Jordan Mann • Danni Lu Dartmouth CS25 / 3-Week Final Project



florish is a dedicated, rewards-based messaging platform for loved ones to engage in conversation and cultivate their relationships.

design, and prototyping with Figma to produce this concept app.

We engaged in user research, UX wireframing, UI

How might digital technology bring people of different ages together?

Guiding Question

Humans need cross-generational communication to promote connection, reflect on life, foster

learning, and strengthen understanding.

Still, aging family members often find themselves lonely and isolated, their stories forgotten, and their experiences disconnected from this rapidly changing world.

How might we design a digital tool to bridge the generational divide and offer people a chance to listen to each other, learn from each other, and feel connected?

no longer knows how to have "casual

interactions" with family

immediately around them



dad

jordan

• feels guilty when they haven't

Challenges

- interacted with loved ones in a while doesn't have time to talk to those not
- digital interactions don't feel very deep and are increasingly superficial

19-30 years old

How

5/5

tech literacy

The Nostalgic Empathizer Goals build up a system of habit for consistently communicating with loved ones

- do so in a manner that is not timeintensive, yet doesn't feel superficial wants to return to the simplicity of
- engaging with loved ones as a child ultimately break out of the paradox of it being "too hard to catch up"

we...

might

...create a short-form digital interface that motivates users to go beyond superficial interaction?

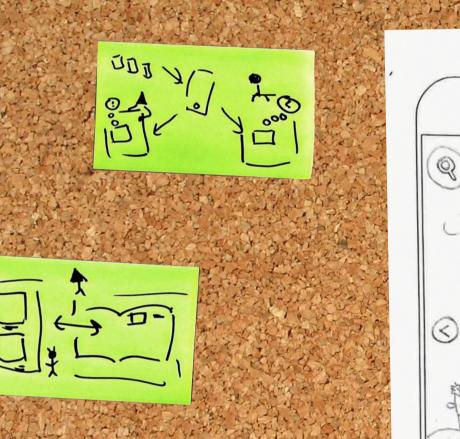
letter garden

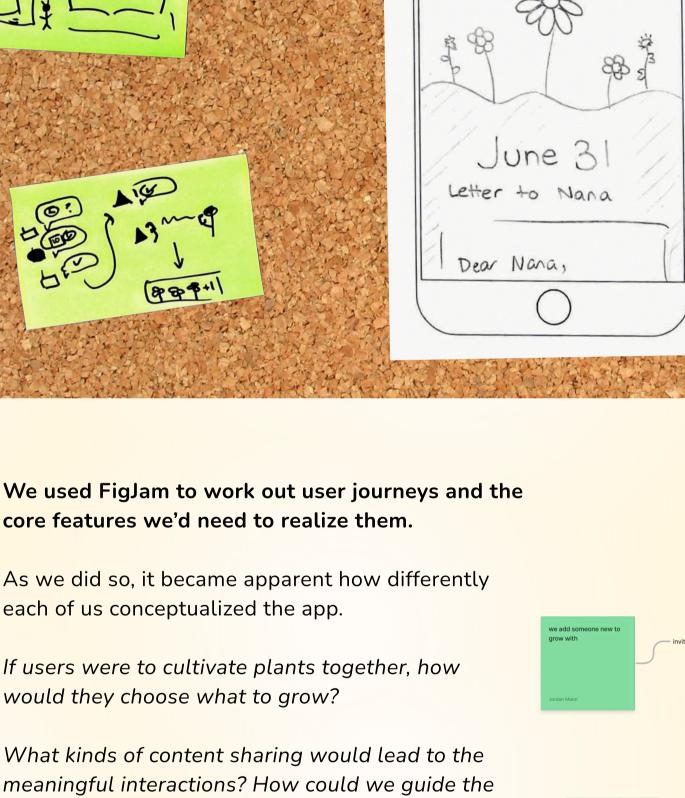
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...lower the cognitive barrier of keeping in

touch with loved ones who are not

geographically close?







So many

stickies!

Dylan

Yar sampbooks

From the past week:

Discussions amongst ourselves and with our user testers helped us iron out these questions.

How would we balance rewards and timing to spark

short-term interest and maintain long-term

each of us conceptualized the app.

would they choose what to grow?

user to communicate with intention?

Messaging

engagement?

reflects growth.

might be harvested to provide direct visual feedback.

We licensed graphics demonstrating

the growth cycles of plants and what

florish 双 0

> Looks like the month of April has ended!

Harvest your plants and turn a

coming month!

loved ones.

technology.

email.

new garden bed to start fresh this

- Harvest your bed! Dylan
- florish 0 April! • We aimed to create a reward-based messaging experience that was just as intuitive as general-purpose communication apps while also simple enough to not compete for attention. Nana Mom • Associating monthly message threads with a seasonal plant builds communication rituals through rewards and visually Dad Lauren

compounded testers' feelings of accomplishment and prompts users to reflect at the end of the month. Correlating threads with monthly harvests makes it easier for the user to track how their relationships grow over time. Users have the choice to look back at crops grown with a specific loved one, or browse a larger gallery with each harvest.





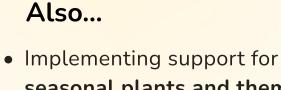


Harvesting

Giving users the ability to cultivate a harvest basket

• In its current iteration, Florish's key features make it





- seasonal plants and themes!
- An onboarding experience with a simplified, guided tutorial.

Accessibility testing and settings

for contrast, color, motion, etc.

Next Steps

 While our goal is to connect Nostalgic Empathizers with all of their loved ones, we designed this app for

that specific age range and proficiency with

easier to build healthy communication habits with

• So, going forward, we look to expand support to other platforms and device sizes. And, for loved ones who might not have easy access to technology, we also investigated how the

compile newsletters and scrapbooks over print and

platform might simultaneously enable users to







