

- farmers
- leaders
- workers
- students
- patients
- entrepreneur
- elder people

What regret do you have before dying ?

The average life expectancy of Chinese people in 2019 is

1% Did not complete the dream in time

2% Did not pay attention to health

3% Did not return to his hometown before someone died

77 years old.

The population over 60 → 17.2% (248 million)

The number is expected to reach 400 million in 2050

10% Did not see the children and grandchildren

84% Can't see family and children

Ageing → Promising future

Here I approached with a concept

To create a "Last Will Bank" for the older people before dying

- Give over the residual value of the elderly
- Leave something for their children

keep the memory ?

money 
or
jewelry 



Years corresponding to equivalent exchange



candy
each birthday

or



greeting
each New Year

Purpose

- Elderly can pass away peacefully without regrets for children
- Can give some suggestions to young people — Live bravely and happily, live in the moment, cherish the joy of sharing sweets with family

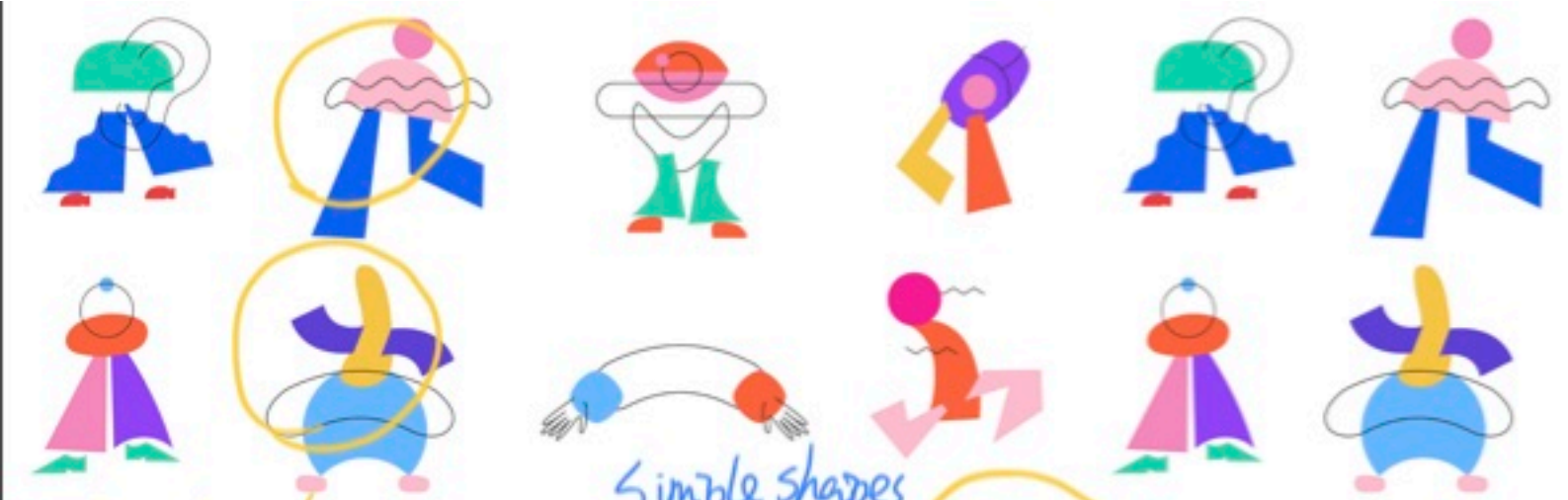
Design problem: How to promote Memory Bank through brand and campaign design. Let the elderly and their children have long term memories.

Concept/Big idea: Keep the memory

Research: (sketchbook)

1. Things that the old man can't worry about before he passes away, things he regrets
2. After the death, the legacy, how to deal with it
3. How can it be loved and paid attention to by the elderly, how is their life styles, and how to get information in their daily life
4. What kind of design is suitable for the elderly

products ? graphic design ?



Simple shapes
Light colours

Graphic Language

↓
Childish

↳ A psychological change
for the elderly.



↑ **colourful**

Old people are happier than young people
— Carson L. (2011)
They filter out negative things.

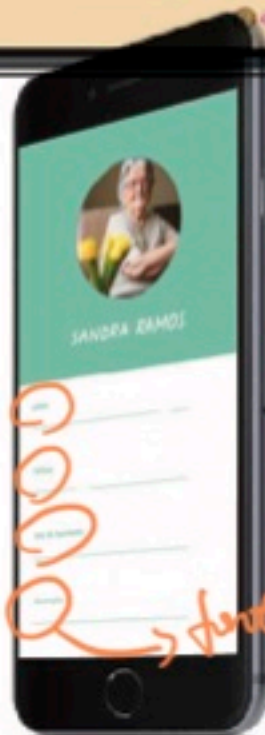
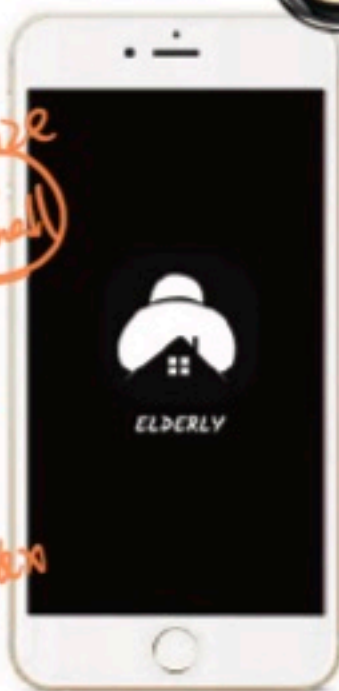
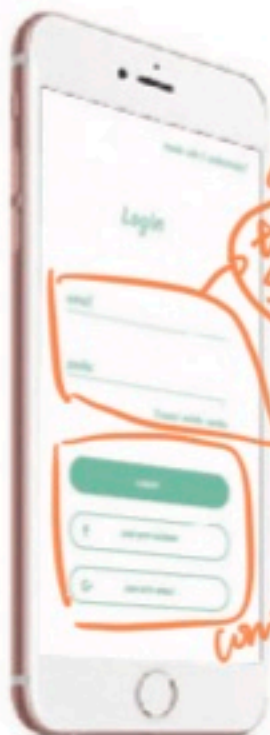
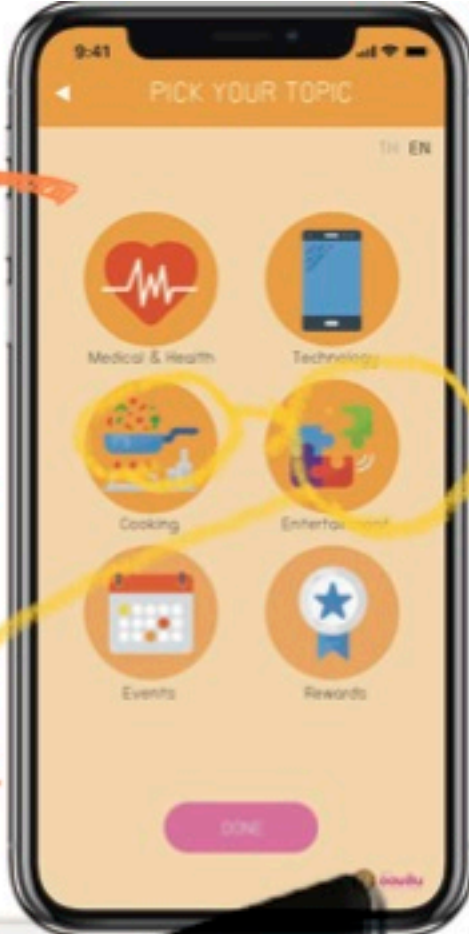
Application

Advantage:

- Colorful icons.
- Icons' size
- Logo suit for target audience
↳ old people
↳ for health

Disadvantage:

- Icons are complex
- Icons' colour are too close to the background

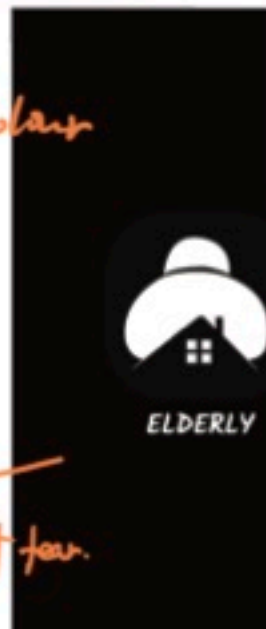


Advantages:

- Record the research, green is a nice colour for old people to use
- Logo is designed well
↳ old lady
↳ house

Disadvantages:

- Content complex → many ways to log in.
- Log in page
↳ too dark
↳ Visual pressure. a sense of fear.



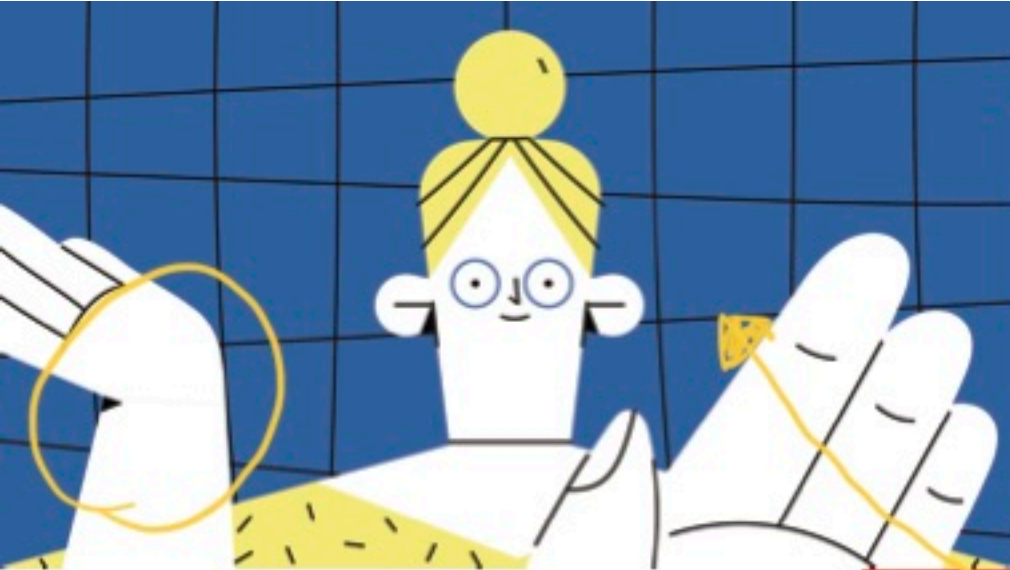


Illustrate. Drawing style. ↓
Wahr.
exaggerate
↳ details ↳ bigger
life style
↳ accent things



Childish





Absorptive style



not
normal at all
exaggerate

bright
colour < low saturation

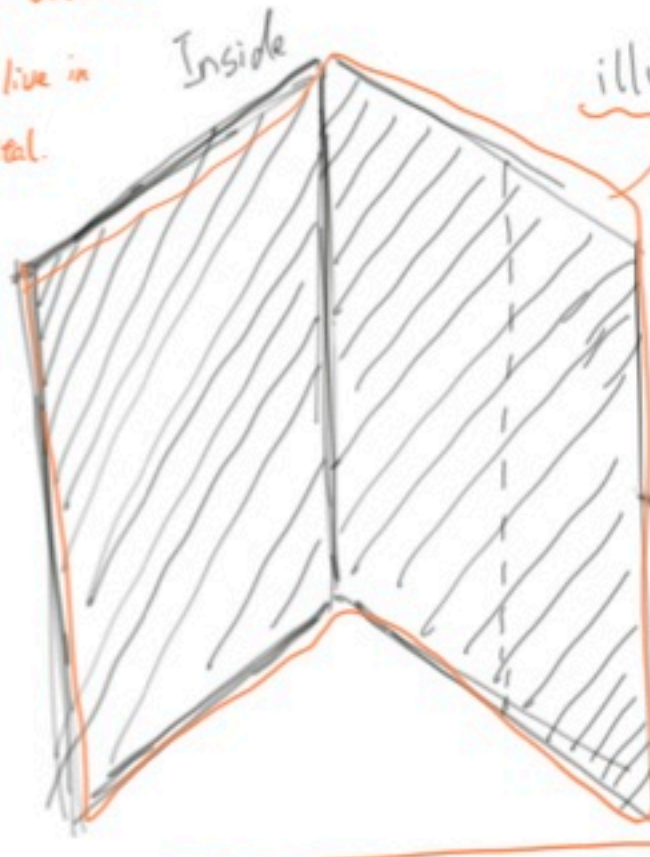


Some old people still don't use smartphones.
(Apps)

give them a brochure
booklet.

↳ like the people live in
hospice care hospital.

Use the brochure
to join the bank.



illustrate

↳ someone cannot
recognise words can
understand the pictures
and animations

cut

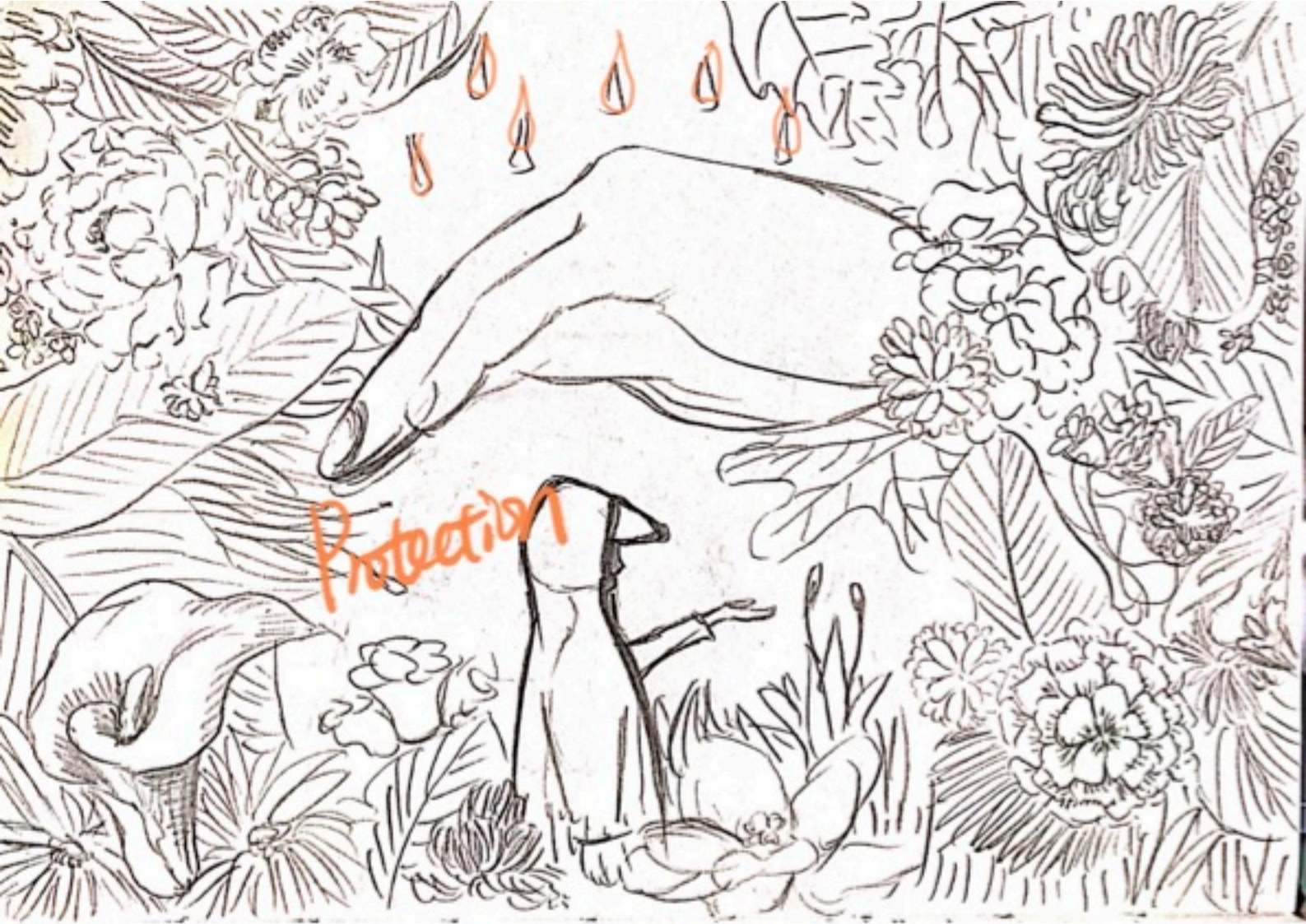
↳ fill the form to join us
↳ from others' help.

Outside

Cover



Decorates with
calligraphy
old people may
familiar with.

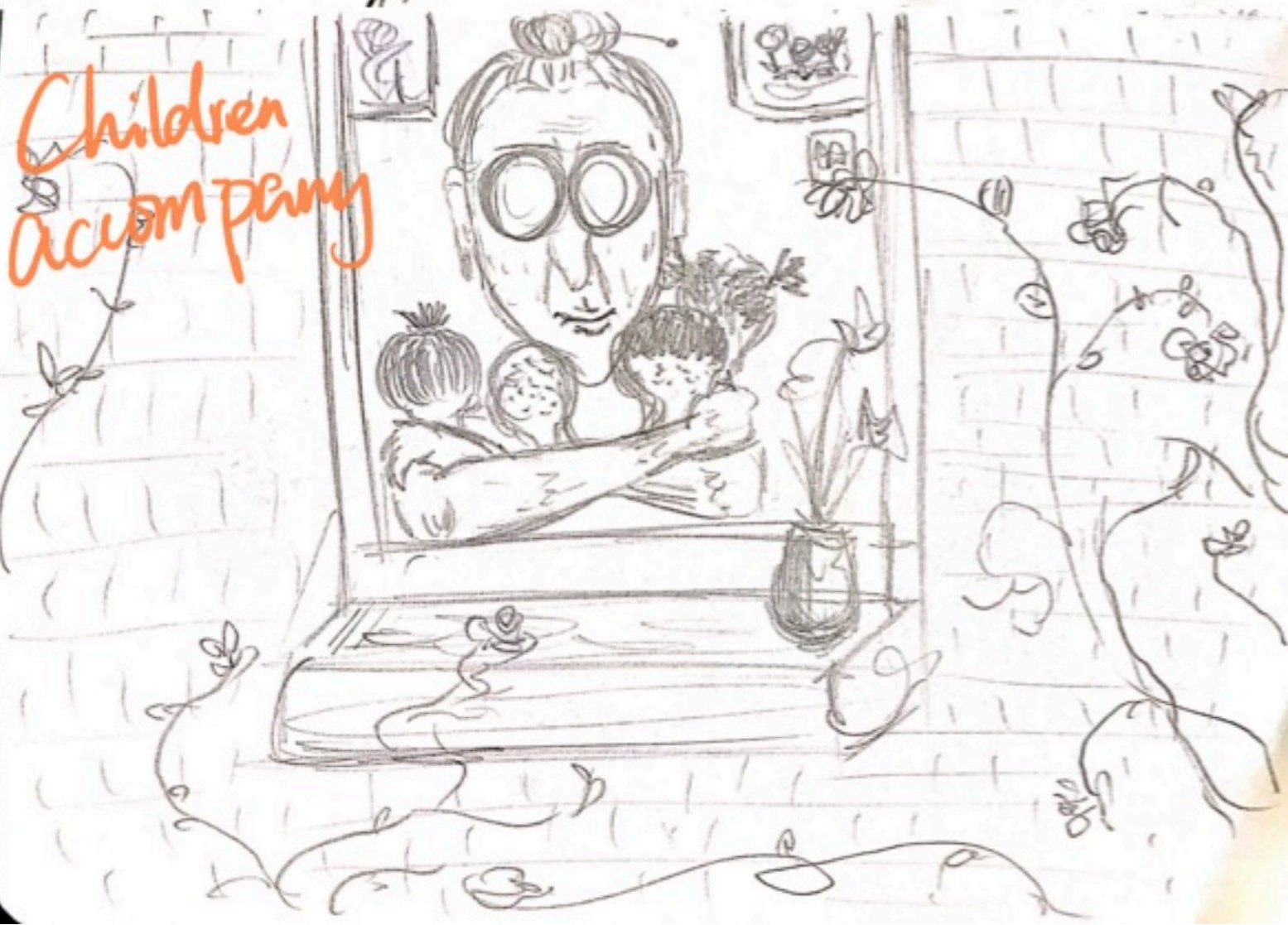


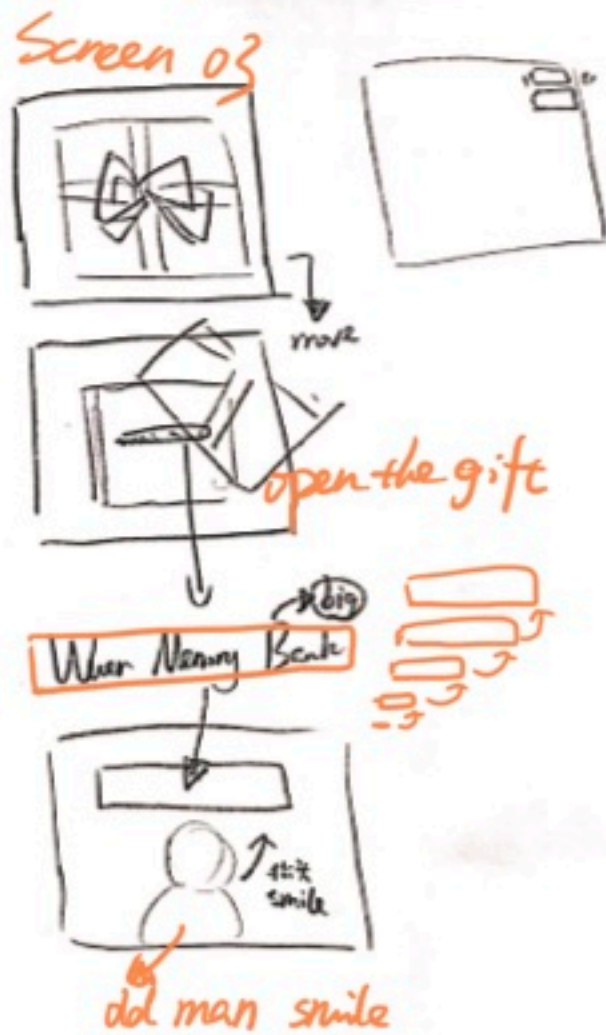
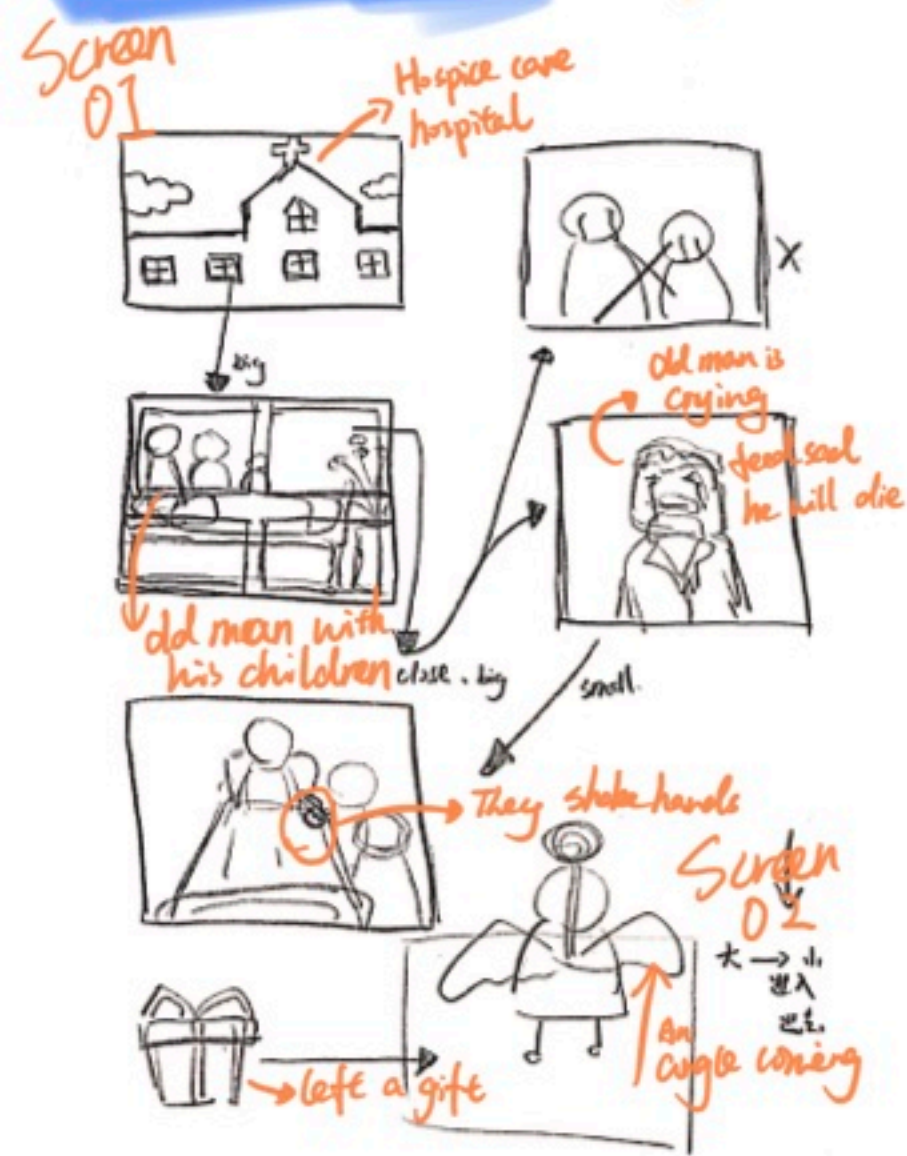
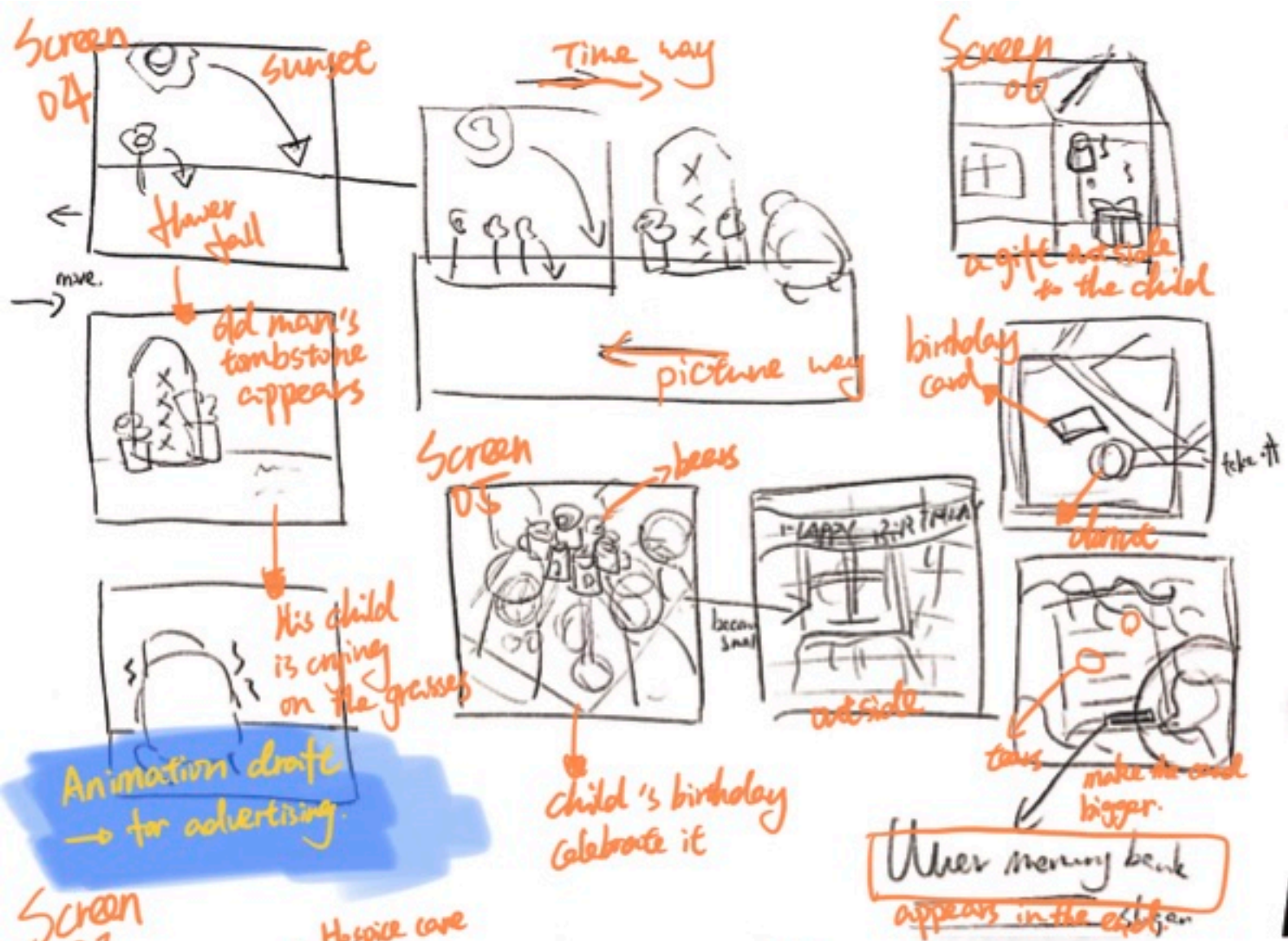
Friends

"Majiang"



Children
accompanying





Stickers

Emotions

chat. communicating

Stickers



1. Hello!

2. Bye!

3. OMG

4. Love U

5. Sad (cry)

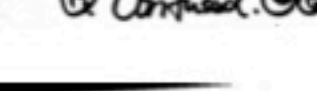
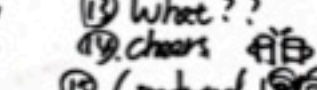
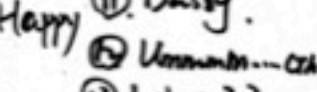
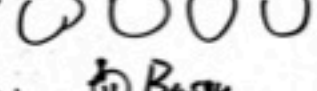
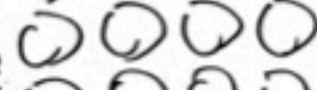
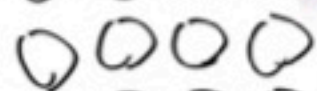
6. I'm OKAY

7. Sorry

8. Smile. Happy

9. Angry

10. Gool!



11. Bussy.

12. Uncomfortable... Chinky

13. What??

14. cheers

15. Confused.



Hi



Bye!



w m 3



Hi

Hi

"o"

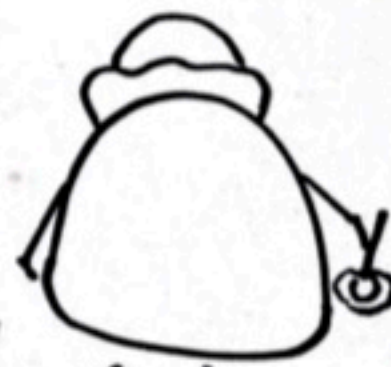
OMG

OMG

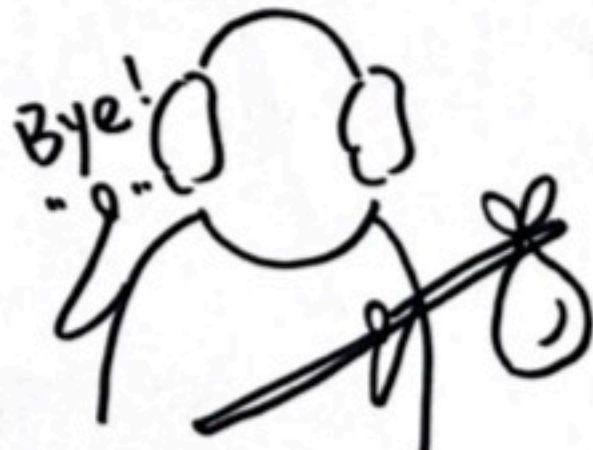
Hello ↑ BYE ↓

OMG

Love U ↓



Sad.



Bye!



