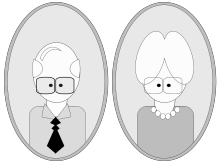# Mishpacha

Eldercare App & Responsive Website

Zev Lenchus
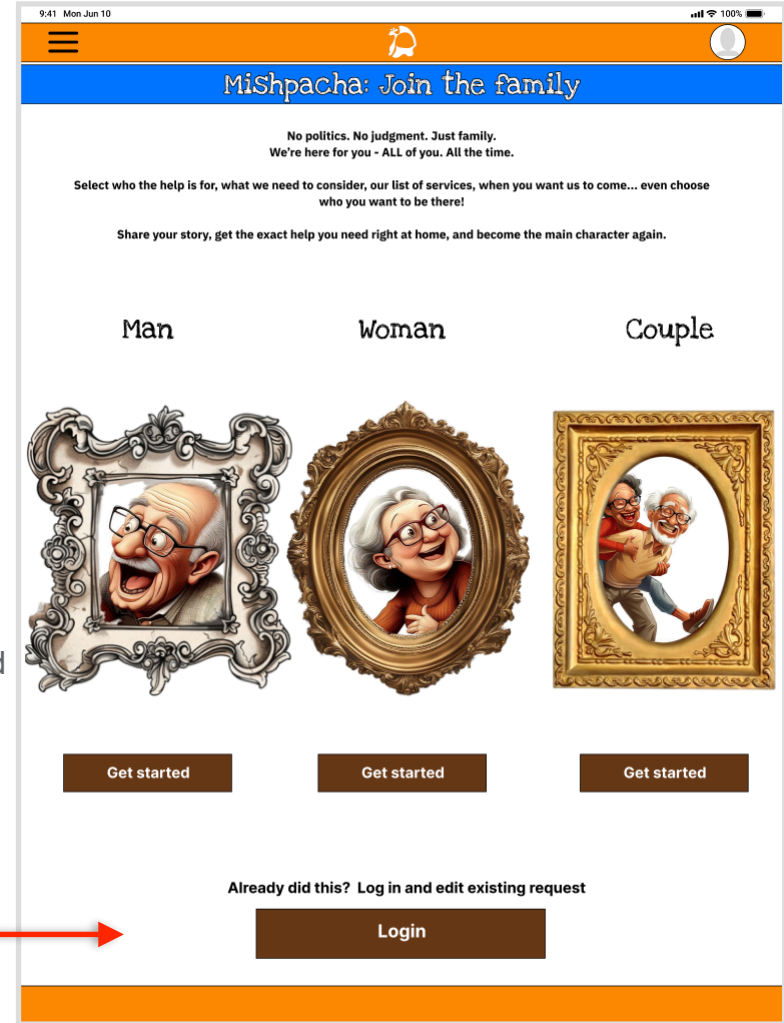
Overview

The product:

Using progressive enhancement, the product is designed to connect our semi-independent senior population with tailored assistance they need with basic daily tasks, tech help, transportation, and companionship.

Project duration:

This project was developed over 6 weeks during April and May 2025 as my final design for Google's UX/UI Design Certification program.

*Tablet home page

9:41 Mon Jun 10

Mishpacha: Join the family

No politics. No judgment. Just family.
We're here for you - ALL of you. All the time.

Select who the help is for, what we need to consider, our list of services, when you want us to come... even choose who you want to be there!

Share your story, get the exact help you need right at home, and become the main character again.

Man   **Woman**   **Couple**

Get started   Get started   Get started

Already did this? Log in and edit existing request

Login

Project overview

Problem:

The often overlooked senior population needs help completing basic tasks, errands, housekeeping, etc, while still maintaining their dignity and independent style of living. This product takes special consideration in satisfying their unique religious requirements and traditional lifestyle.
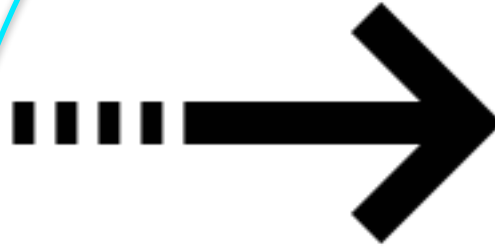
Goal:

Create an app and a responsive website that accommodates the less tech-savvy seniors and their family/caretakers, to schedule the specific help they need to retake control of their own lives.

Project overview

My role:

- UX Researcher
- Information Architect
- UX Designer
- UI Designer
- Visual Designer
- Interaction Designer
- UX Writer
- Usability Tester
- Product Designer

Responsibilities:

- Conducting user research
- Determining pain points
- Defining sitemaps and navigation
- Creating wireframes and prototypes
- Working with design elements like color, typography, and iconography
- Developing visual assets and branding
- Designing micro-interactions
- Writing copy
- Conducting usability tests
- Ideating solutions for determined insights
- Ensuring alignment with product goals.

Understanding
the user

The Hero's Journey
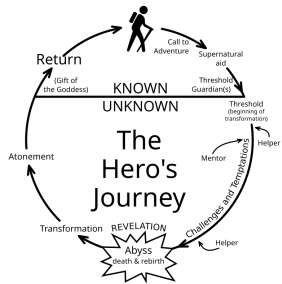
- User research
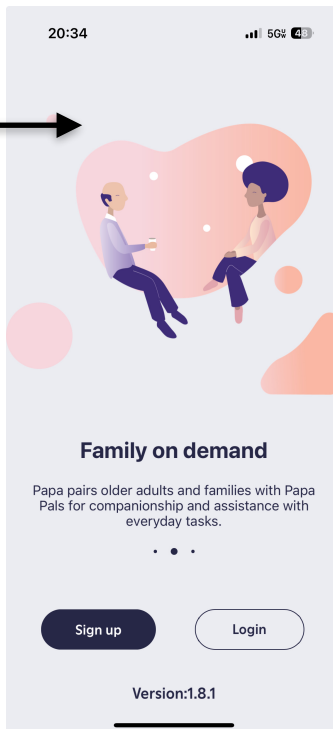- Personas
- Problem statements
- User journey maps

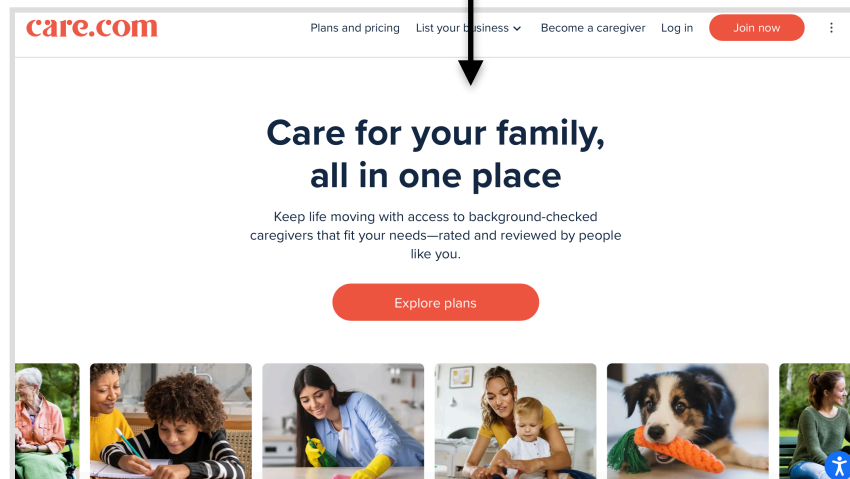# User research: summary

Competitive Analysis

"Papa" App

"Papa" and "Care" both have a strong mobile presence and overall better aesthetic than "Right at Home" and "Jewish Family Home Care."
They all have a paywall to overcome before investigating the service, which likely rules out anyone sitting on the fence or willing to pay cash. Additionally, only the latter two offered unique care considering religious customs.

20:34 5G

Family on demand

Papa pairs older adults and families with Papa Pals for companionship and assistance with everyday tasks.

Sign up   Login

Version:1.8.1

care.com

Plans and pricing   List your business ⌄   Become a caregiver   Log in   Join now

Care for your family, all in one place

Keep life moving with access to background-checked caregivers that fit your needs—rated and reviewed by people like you.

Explore plans

User research: pain points

1

Pain point

Seniors need in-home care that understands how to cater to their culture and unique religious standards.

2

Pain point

Seniors, their caretakers, and family want a service that's reliable, honest, easy to navigate, and priced transparently.

3

Pain point

Seniors want to build a rapport with their caretaker and be free to choose and schedule the same person.

Simon

Age: 86
Considerations: Shopping, Companionship, Meal prep, Transportation
Hometown: Boca Raton, FL
Family: Widowed, kids visit weekly
Occupation: Retired

"Think good and it will be good."

Goals

- Maintain independence and be more of a help than a burden to his family.
- Continue to honor the traditions he has kept throughout his life.

Frustrations

- Not all caretakers understand the intricate details of his tradition.
- Some tasks seem too small to trouble a caretaker for a home visit.

Since losing his wife 8 years ago, Simon has been managing his small condo in his 55+ community. Although mostly independent, Simon's family worries about him needing some company when they can't visit, or an extra hand around the apartment to run errands and make small household repairs without compromising his dignity or ego.

Marcia & Jorge

Age: 76, 81
Considerations: Exercise, Household chores, Landscaping
Hometown: Sun City, AZ
Family: Married, kids visit annually
Occupation: Retired

"Work hard, play harder."

Goals

- To keep their home for their children and grandchildren.
- Put in a new garden for the grandkids to play in when they visit in the summer.

Frustrations

- Although they do things more slowly, they still want to be treated with respect.
- Finding the right service to assist them with basic chores.

Marcia and Jorge have been in their home for 50 years. They raised their kids there. The grandkids come every summer to visit. Their dream is to keep the house in the family, passing it down from generation to generation. As time goes on, the household chores and preventative maintenance have become overwhelming, and they would rather have help instead of downsizing.

PERSONA is the character. **USER STORY** is the plot. **JOURNEY MAP** is the story's outline.

Goal: Simon wants to set up his profile, tailor his needs, schedule weekly visits, and pay for the service.

ACTION	Navigate considerations and services menus	Determine days and times of service	Compare caretakers and choose the best fit	Confirm service and pay
TASK LIST	Tasks A. Choose man, woman, or couple B. Select considerations needed for the user/s C. Select services	Tasks A. Choose the dates from the calendar B. Determine respective times for service	Tasks A. Browse caretaker list comparing skills and abilities B. Select caretaker	Tasks A. Double-check details on confirmation page B. Select payment option C. Confirm
FEELING ADJECTIVE	● Overwhelmed ● Confused ● Nervous	● Thoughtful ● Careful ● Hopeful	● Critical ● Anxious ● Trusting	● Attentive ● Cautious ● Accomplished
IMPROVEMENT OPPORTUNITIES	● Connect this part of the process with the user profile ● Add an "about me" or "other" section for users	● Allow scheduling to extend past the month ● Caretakers should be based on availability	● Favorite caretakers should be highlighted or saved	● Payment should include the option to "save to profile." ● Payment should include digital alternatives like Apple Pay or Zelle

Starting the design

Paper wireframes

Digital wireframes

Low-fidelity prototype

Usability studies

Paper wireframes

1. First look at the mobile-first design as seniors become more tech literate.
2. User images designed to resemble family photos solidify "family" brand.
3. Changes can be made right on the home page for easy user experience.
4. Gestalt principles of similarity are applied to "considerations" and "services" pages for familiarity.
5. Back button included so users don't get lost.
6. Calendar view helps scheduling make sense.
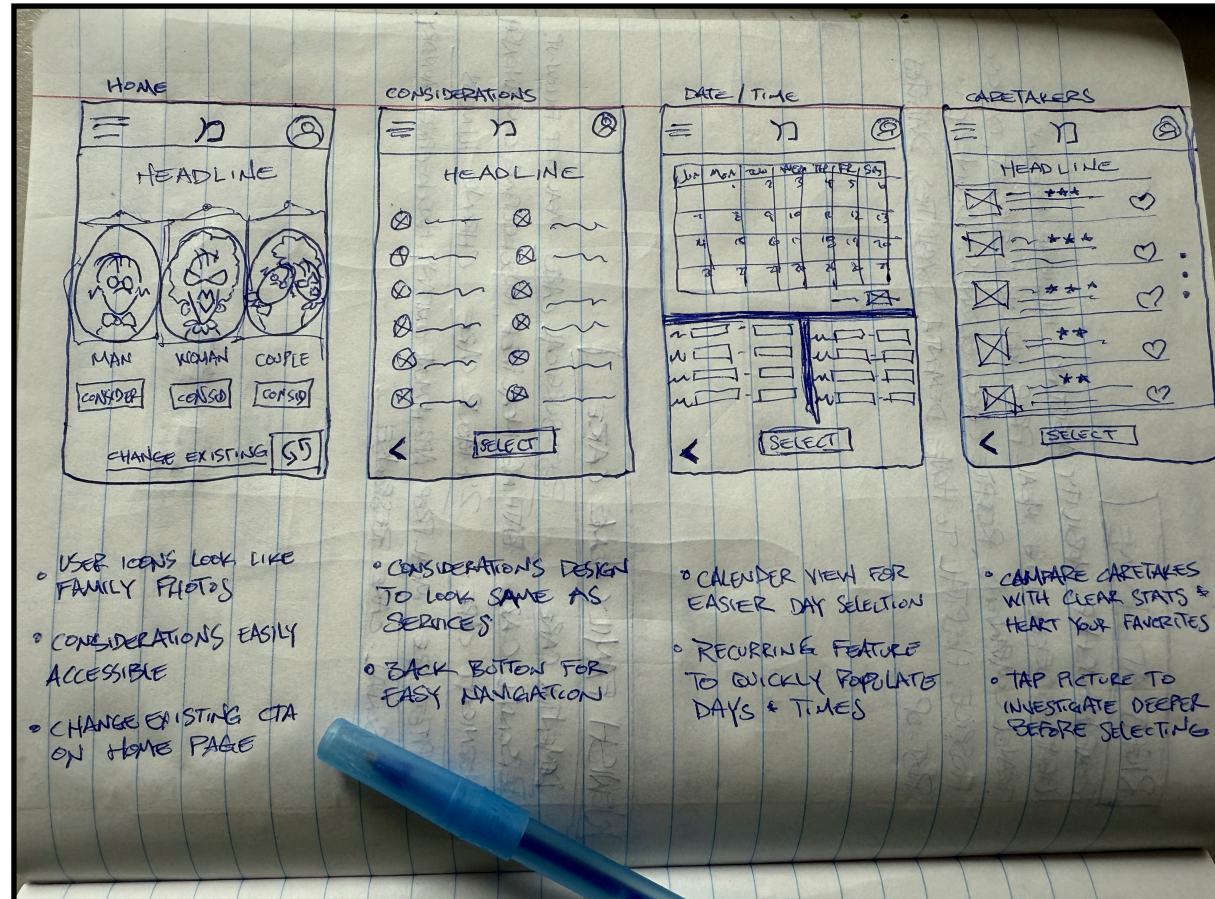
Digital wireframes

Users could select their caretakers based on skills, certifications, background, or availability.

These sample digital wireframes show the progression of the mobile-first design to include more columns as the platform increases in size.

The Gestalt Principle of similarity is used here to keep the options objective and not favor one caretaker over the other.
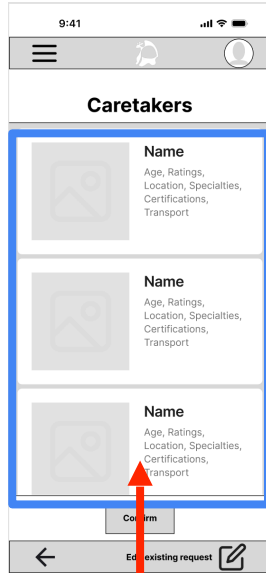
Mobile - one column
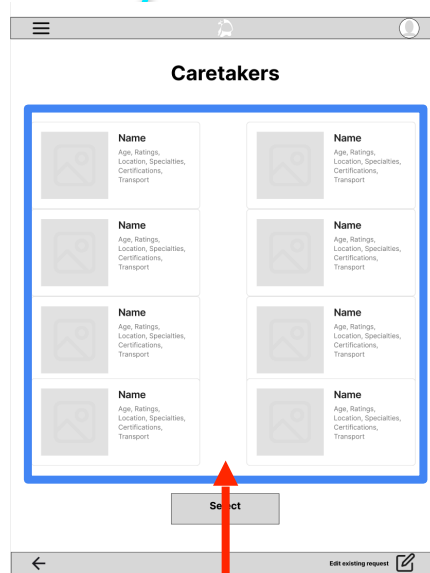
Tablet - two columns
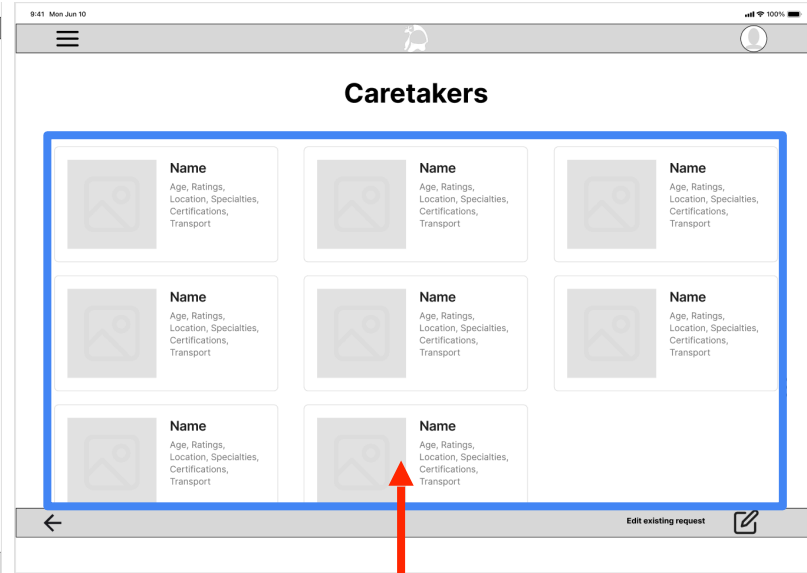
Desktop - three columns

Digital wireframes

Dates and times
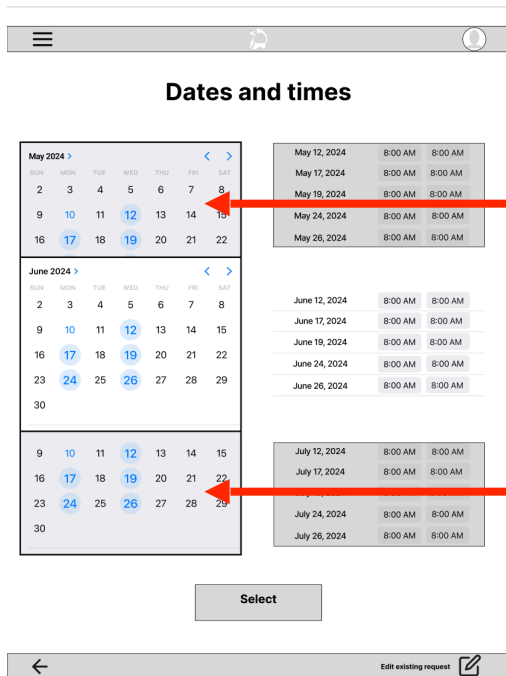
Previous and next months' calendars are added to the date picker when going from the app. The addition encourages the user to plan their care months in advance.

"About you" stays above the fold, prioritizing the user. It also allows user to reconfirm their information.

A message to the user encourages user to continue scrolling to avoid confusion.

Below the fold, are the ordered services, caretaker and dates. .

Confirmation

About you

Scroll down to see how we can help you...

Edit existing request

Help is on the way

Edit existing request
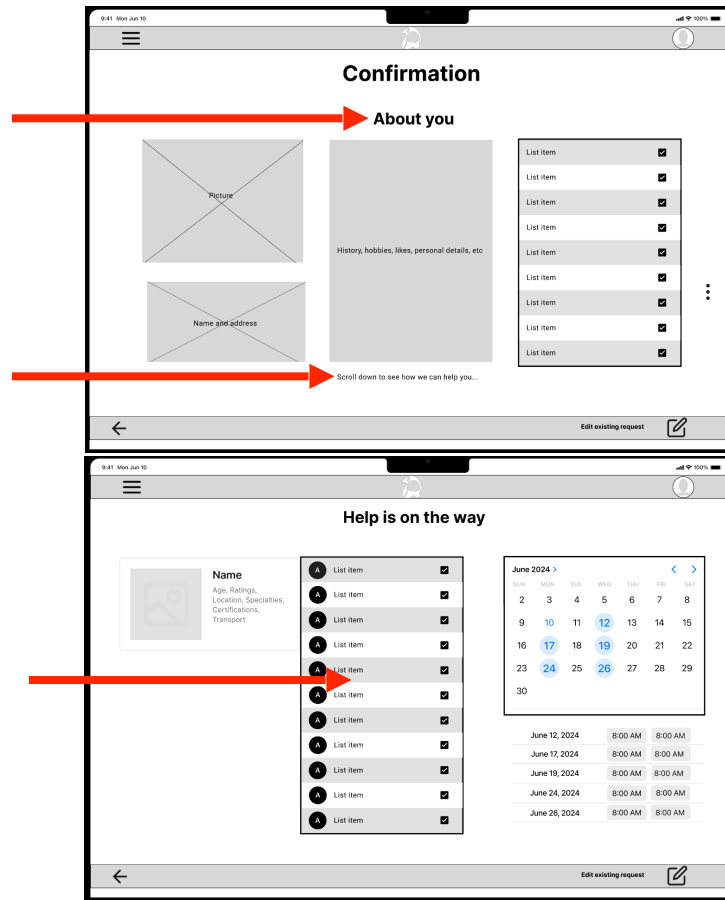
Low-fidelity prototype - Mobile
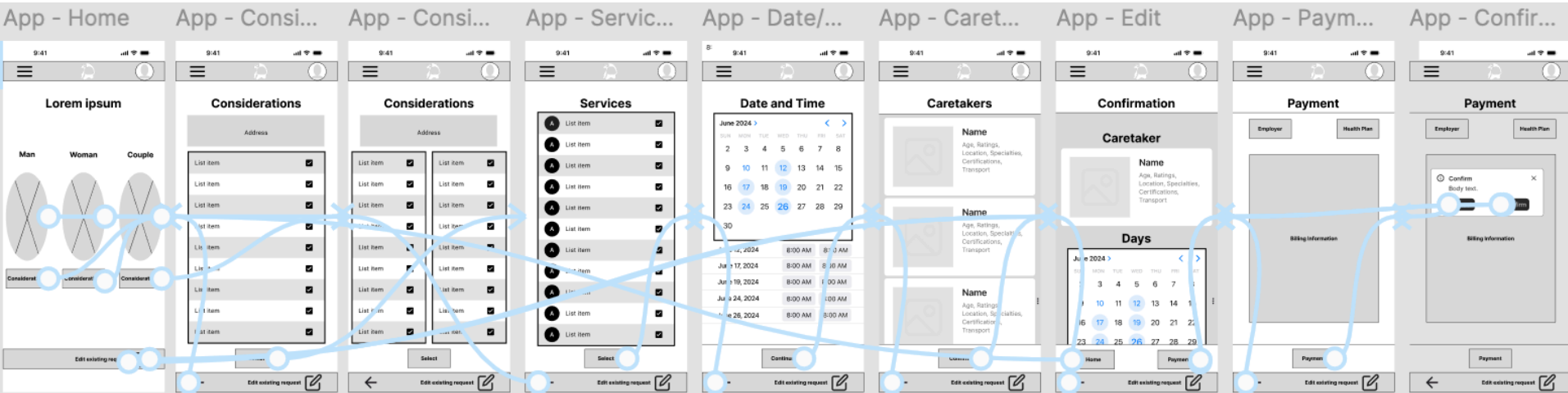
https://www.figma.com/proto/yaPSDmoaEbjlPYjawpwdOt/Mishpacha-LoFi-Wireframes?node-id=3311-862&p=f&t=B2vecUQmMXMHthHo-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=3311%3A862

Low-fidelity prototype - Tablet

https://www.figma.com/proto/yaPSDmoaEbjlPYjawpwdOt/Mishpacha-LoFi-Wireframes?node-id=3576-6706&p=f&t=8GyPt8AzpuYSApzo-1&scaling=scale-down&content-scaling=fixed&page-id=3353%3A1703

Low-fidelity prototype - Desktop

https://www.figma.com/proto/yaPSDmoaEbjlPYjawpwdOt/Mishpacha-LoFi-Wireframes?node-id=3576-10973&p=f&t=ocrmvEI1anPJpyKU-1&scaling=scale-down&content-scaling=fixed&page-id=3379%3A1748
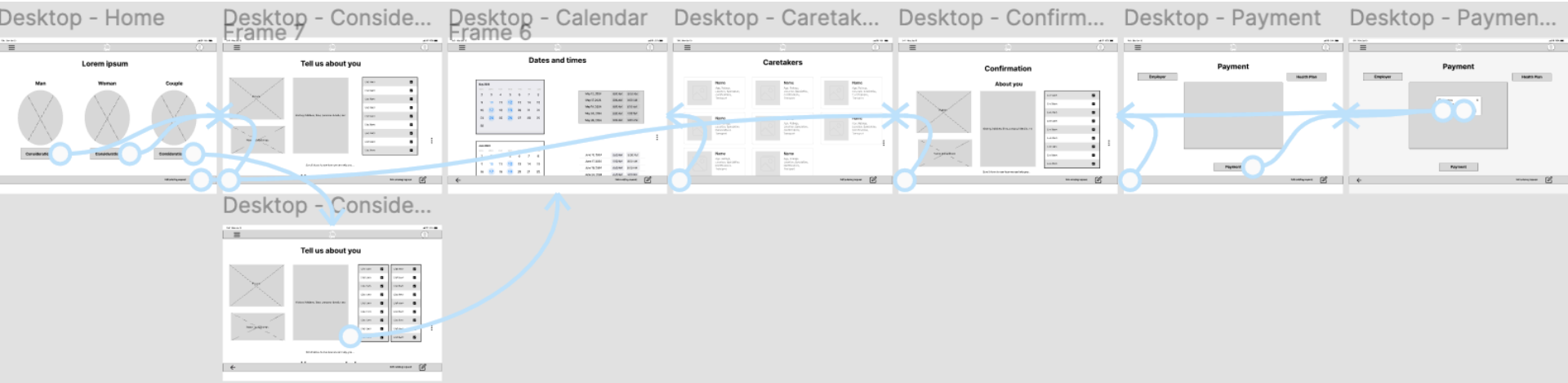
Usability study: findings

The first usability test was an overall success with lessons applied from earlier projects. The challenge here was how to populate user profiles and process payments. Another challenge was how to fill the extra space when designing with progressive enhancement.

Round 1 findings

1. Users wanted to have a login option so they could reference their particular job.

2. Users needed a clear and concise scheduling tool to keep track of tasks.

3. Users wanted prompts to help guide them in filling out personal information.

Round 2 findings

1. Users wanted caretaker calendar access to determine availability.

2. Users wanted an "other" dropdown to explain unique circumstances.

3. Users wanted the invoice to be larger and more distinctive.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility
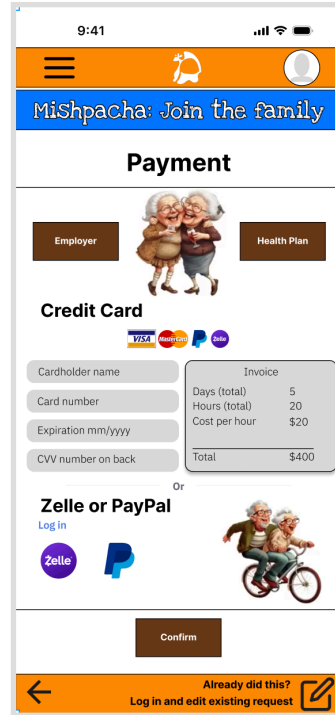
Mockups

The change to the payment screen was made to better differentiate the credit card info, and prioritize the invoice.

Additionally, the logos for PayPal and Zelle were removed from the credit card logos to reduce confusion and redundancy.

Before usability study

After usability study

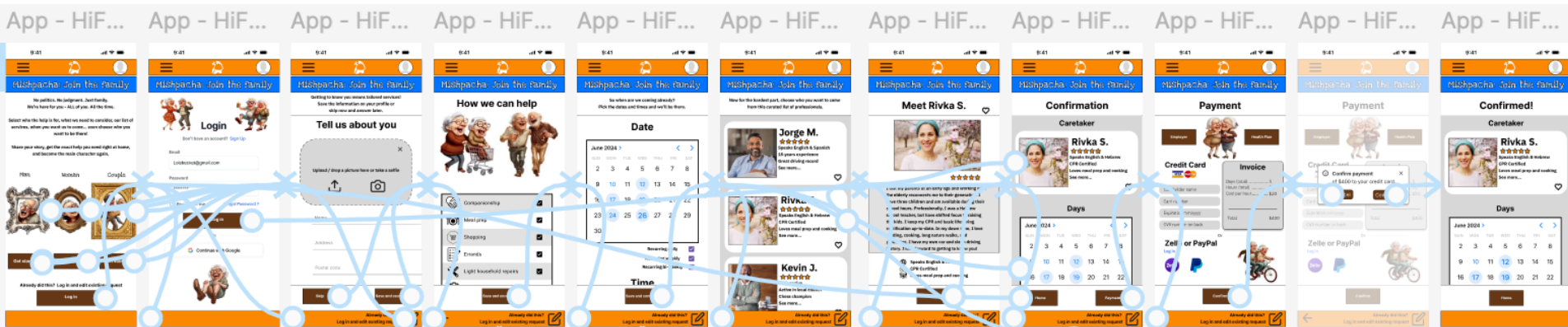# Mockups

Mobile App High-Fidelity Prototype

https://www.figma.com/proto/9plPFiSj32GKpKcQwX3frm/Mishpacha-HiFi-Mockups?node-id=2-3980&p=f&t=cGC7QXodrbOga9sN-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=2%3A3980

Accessibility considerations

1

The most significant accessibility consideration taken here was overcoming the technology barrier. Most seniors have difficulty navigating their smartphones, but we believe this is scaling down with each generation.

2

Considering our audience has a higher chance of vision and hearing complications, the design took bth into extra consideration from descriptions for screen readers to clear font choices and lots of negative space to avoid confusion.

3

Additional considerations were made for the uninsured. In the competitive study, insurance was the only way over the pay wall. Mishpacha offers multiple payment options so even those without insurance can access our services.

Going forward ⏩

- Takeaways
- Next steps

Takeaways

Impact:

"Airport exchange kiosks usually have a high commission, so their rates aren't the best. This responsive website empowers global travelers with the ability to shop rates and provides key information on where they can actually make the exchange." -Jennifer

What I learned:

Like filmmaking, design is a conscious, functional art form. In public speaking, we learn how to pause and allow for silence instead of filling it with meaningless noise. Negative space has the same value in design. I found the Gestalt Principles and color psychology to be fascinating.

Next steps

1

Continue designing! Every design naturally gets more inclusive, accessible, and aesthetic. Colors and fonts feel more organic and employ more psychology.

2

Continue to develop features that facilitate the user journey. Elder care has so many variations.

Connect with me

Stay tuned as this is only the first step in the itsknottv UX/UI Design journey.

See more at https://itsknottv.com/ Email at itsknottv@gmail.com Call 786-237-4355.

Danke
Thank
Teşekkür
Obrigado
You
Ederim
謝謝
Merci
Grazie
Bedankt
شكرا
ありがとう
Gracias
תודה
спасибо

itsknottv