GENORA

Connecting Generations Through Technology

Technovation Girls — Project Ideation Document

3. Learning Journey

3.1 What Our Team Learned

Throughout the development of Genora, our team grew both technically and personally. On the technical side, we learned how to design accessible interfaces, structure a database for user-generated content, and build features tailored to older audiences. Non-technically, we faced challenges in understanding the real needs of elderly users, which we overcame by conducting interviews with seniors in our community. Coordinating as an all-girl team also taught us the value of clear communication, task delegation, and resilience. Each obstacle pushed us to rethink our assumptions and design with empathy.

3.2 How We Verified the Reliability of Our Sources

To ensure the accuracy and credibility of our research, we used a multi-layered verification approach. We cross-referenced scientific articles and academic papers with reputable organizations such as WHO and IBGE for data on elderly populations and digital exclusion. We also conducted direct interviews with older adults and their families, validating real-world challenges our app aims to solve. Additionally, we consulted educators and health professionals to confirm that our findings were aligned with established knowledge. When in doubt, we compared multiple independent sources before incorporating any information into our project.

3.3 Bibliography

a) *Digital Inclusion & Aging:*

- **World Health Organization (WHO). (2021).** Global Report on Ageism. Geneva: WHO Press. Available at: https://www.who.int/publications/i/item/9789240016866

- **Instituto Brasileiro de Geografia e Estatística (IBGE). (2022).** Censo Demográfico 2022: Resultados preliminares sobre a população idosa no Brasil.

Available at: https://www.ibge.gov.br

- **Pew Research Center. (2022).** Tech use among older adults. Washington, DC: Pew Research Center.

Available at: https://www.pewresearch.org/internet/2022/01/13/tech-use-among-older-adults/

- **Czaja, S. J., et al. (2006). Factors Predicting the Use of Technology: Findings From the Center for Research and Education on Aging and Technology Enhancement (CREATE). Psychology and Aging, 21(2), 333-352.**

Available at: https://doi.org/10.1037/0882-7974.21.2.333

b) *Intergenerational Connection & Social Wellbeing:*

- **Cornwell, B., & Laumann, E. O. (2015). Social connectedness and aging: Health outcomes and implications. The Journals of Gerontology.**

Available at: https://doi.org/10.1093/geronb/gbu108

- **Kaplan, M. (2002). Intergenerational Programs in Schools: Considerations of Form and Function. International Review of Education, 48(5), 305-334.**

Available at: https://doi.org/10.1023/A:1021268713461

- **AARP Foundation. (2023). Connection & Social Isolation Among Older Adults: Research Summary.**

Available at: https://www.aarp.org/research/topics/life/info-2018/loneliness-social-connections.html

c) *Accessible Design & Mobile Application Development:*

- **Google Material Design. (2023).** Accessibility — Material Design Guidelines.

Available at: https://m3.material.io/foundations/overview/principles

- **Nielsen Norman Group. (2022).** Accessibility for Older Users: Key Design Principles.

Available at: https://www.nngroup.com/articles/accessibility-older-users/

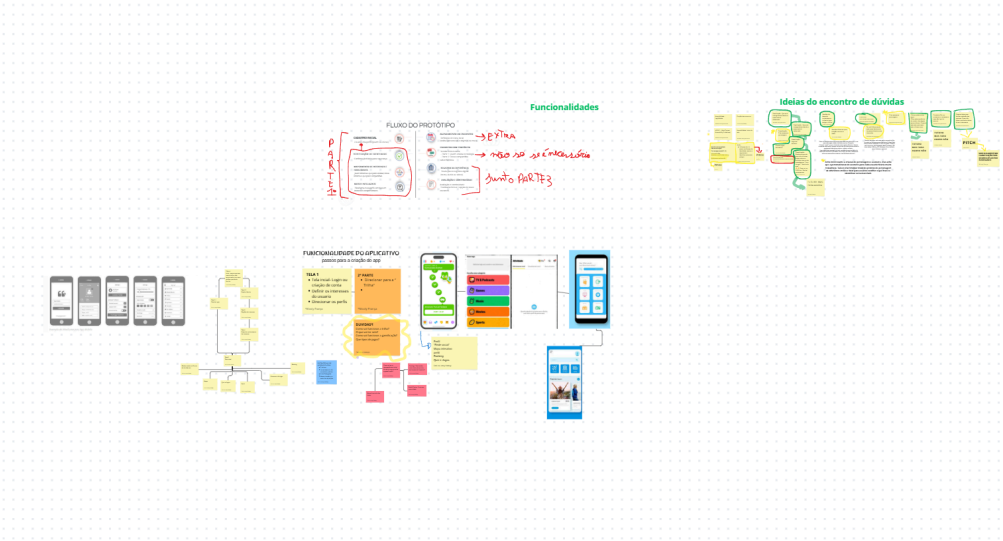
d) *Primary Research Conducted by the Team:*

- **Genora Team. (2024). User testing sessions with elderly participants aged 60+, focusing on app usability and accessibility.**

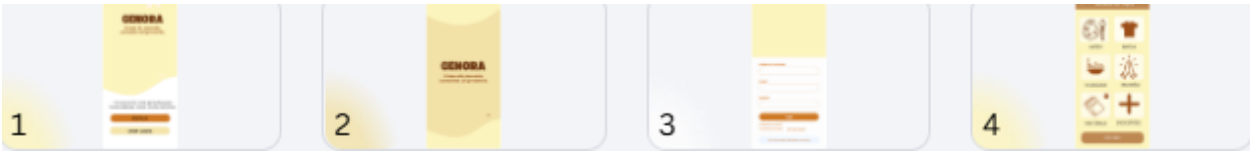
Source: Internal research documentation

3.4 Images — Our Journey at Technovation

1. *Brainstorming session —*



2. *App wireframes and prototype screens —*



3. *App feed pages —*

Made with ♥ by the Genora Team — Technovation Girls.