AUDIENCE RESEARCH AND DESIGN BRIEF

TEAM 18 - KALINKA MALINKA
INTERVIEW

1. Name, age
2. Marital status and family members
3. How does the day usually go?
4. Which of the last events pleased you the most?
5. How do you spend time with your family and friends?
6. How important is it for you to spend time with them?
7. What moment did you enjoy today?
8. What activities bring you the most joy?
9. What did you do at home yesterday when you were alone?
10. Is it convenient for you to communicate with your loved ones via mobile programs? Do you know how to use them?
11. Do you now about the program «Moscow longevity»? Have you attended any programs before the pandemic? Do you know that this program is currently working online?
Taisiya Yunikova, 78 years old

- I am a widow and live alone
- I get up, wash my face, drink warm water, exercise for 30 minutes, cook breakfast, do chores around the house and garden every day. When I'm tired, I take my laptop and sometimes watch TV
- I was pleased that my granddaughter called me today. I was waiting for this call
- When I go for a walk with my friends we usually go show each other photos and communicate, help each other with advice, and sometimes play cards
- It is important for me to spend time with my family. I love when my family comes to see me
- I am happy that I have become more engaged in flowers. I read a lot about hydrangeas and blueberries, I began to take good care of them. I am glad that internet is now available. Thanks to him, I acquire new knowledge, which is very pleasing
- The greatest pleasure I get from doing exercises and I like to squeeze vegetables
- Yesterday I cut off the branches of an apple tree, heated the stove, cooked, washed dishes, played with a tablet
- I know how to use social networks. I would also like to register in Odnoklassniki to see my friends from the University. It's a pity that not everyone knows how to use the phone, they even do not know how to save numbers. I am very happy that I am so advanced and constantly communicate in social networks
- I am an active participant in the Moscow longevity program. I really like it. I used to do Nordic walking and drawing, but during the pandemic, all classes stopped. I only found out that they are available online today when my granddaughter told me about it
She loves gardening and doing sports every morning.

She likes when her granddaughter calls.

It is very important for her to communicate with her family and friends.

She likes to meet guests and surprise them with new food.

She knows how to use the Internet and thinks it helps her a lot.

She likes to attend yoga, drawing, and Nordic walking under the Moscow longevity program.
Natalia Barkova, 64 years old

- I live with my husband and we have a lot of fun together.
- My day usually goes like this: I wake up, eat, rest, cook dinner and lunch, go to bed at a quiet hour, surf the Internet or go to the store.
- The last thing that pleased me was a video where my infant grandson Timofey eats a cucumber. My daughter sent me this video.
- Today I really enjoyed the taste of dumplings.
- I love to walk with my husband in the park.
- It is very important for me to spend time with my husband, otherwise I get bored.
- I enjoy cooking and communicating with my grandchildren.
- I like to use social networks, I use WhatsApp.
- I've heard about the Moscow longevity program, but I've never taken part in it, because I don't know how to join.
INSIGHTS

She loves spending time with her husband

She likes to share funny videos with her daughter

It is very important for her to spend time with her family

She likes cooking

She knows how to use the Internet, uses mostly What's up

She would like to take part in the Moscow longevity, but does not know how to do it
Raisa Nizhebovskaya, 72 years old

- I am a widow and live alone
- I was very pleased that the children came to visit me
- I'm happy when my brother helps me with the farm work
- I like to learn new things, communicate with domestic animals
- I enjoy looking at old photos, dreaming, watching movies
- My working day goes like this: I go to work in an ambulance (I have been working here for 52 years). On a non-working day, I wake up at 6 am, do water treatments for half an hour, then go to see my farm (ducks, chickens, milking and feeding a goat), take care of the garden, then I have breakfast at 10 am. Then I have time to relax - socializing with children and grandchildren, friends, using the Internet, watching TV or reading a book. Then I go back to gardening and take care of my animals, cooking porridge for them. I usually go to the store or to the post office, and in the evening I have dinner, watch TV, and go to bed at 12
- We usually go to the forest with our family, swim in the pool, meet and communicate with classmates, but meetings are less and less frequent
- It is very important for me to see my loved ones, but it is not always possible, I would like to see them more often
- I partially know how to use messengers, I use Viber, but I would like to be able to do more.
- I know about the Moscow longevity program, but I don't attend classes because my day is always very busy. But if it's done online, I'd like to try it
INSIGHTS

- She likes to take care of her garden and animals (ducks, chickens, goats)
- She likes to read books and watch TV
- She is very happy when her children and grandchildren visit her
- It scares her that meetings with friends are happening less often
- She knows how to use the Internet a little, but would like to be able to do more
- She would like to take part in Moscow longevity online
Vasiliy Shantakov, 73 years

- I am a widower, I live with my son, his wife and my granddaughter.
- I am very happy that my granddaughter called me.
- I like it when there are a lot of guests at home and there are delicious pastries. It is important for me to communicate with my family and friends, I miss them.
- I like to watch football on TV and listen to different music.
- I spend a lot of time with my younger granddaughter and very little time with my older grandchildren. It makes me sad.
- I wake up in the morning and do exercises, I try to run outside, but now because of the pandemic it is difficult to do it, we can't go outside. After it, I take my granddaughter to school, go home and talk to friends on the phone, sometimes with my daughter and older grandchildren. I'm sorry we don't call each other often. After it I pick up my granddaughter from school, go to play football, but it happens 3 times a week.
- I have my own retired sports team as part of the Moscow longevity program. I'm interested in football. It gives me great pleasure but I can't do it over the Internet.
- We usually chat on the phone or play football with friends. We spend our days with my family in different ways, sometimes we go to cafes, sometimes we go to rest in the forest.
- I can use different programs, write messages in Viber, watch children and grandchildren photos on Instagram, but I can't upload photos.
He likes to have a lot of guests at home.

He likes to watch TV, listen to music, and spend a lot of time with his granddaughters.

It's sad that eldest grandchildren rarely call.

It is difficult to do sport on the street because of Covid-19.

He wants to learn how to use social media to communicate more with his grandchildren.

He is a member of the retired football team under the Moscow longevity program and really enjoy it.
Elena Bahabaeva, 70 years

- I am a widow, I live alone, I have no my own children
- Most of all, I was pleased that I learned how to use an e-book
- I really like gardening, it's my hobby
- It's important for me to spend a lot of time with my family, but they have a lot of work to do
- My day starts with exercise and breakfast, then I go to the store. After that, I usually take care of the garden, water the beds. I like to play with my cat during the day. However, it is already old and deaf
- I usually go to gymnastics classes with my friends and have dinner with my family. But I rarely see my family
- I really enjoyed the fact that I was able to bake a delicious apple pie from my garden today
- I can use Viber and Instagram. I can even write comments on Instagram on a photo of my granddaughter. I still want to learn Odnoklassniki to find friends
- Of course, I know about Moscow's longevity. I do gymnastics thanks to this program. Now our classes are held online, and it is very convenient for me. My great-granddaughter showed me how to connect to classes via the Internet
INSIGHTS

She is glad that she can use an e-book

Her hobby is gardening

She is very upset that all the relatives have a lot of work and they can't spend a lot of time with her

She likes to play with her cat

She is very good at using the Internet, most of all uses Instagram and Viber

She goes to gymnastics (Moscow longevity program), now she is engaged online
They love to do sports and exercises every day

They love spending time with their children and grandchildren

They know enough about Moscow longevity and do their exercises online

They like to talk on the phone with friends and relatives

They enjoy watching TV programs and movies

Age: 70-78
PORTRAIT OF A PERSON NOT PARTICIPATING IN «MOSCOW LONGEVITY» PROGRAM

Based on Raisa’s and Natalia’s interviews

Age: 64-72

They are busy with their housework or work on the farms

They love spending time with their children and grandchildren

They don’t know about the program or how can they join it

How can we start participate in Moscow longevity?

They like to communicate with friends and relatives by phone, but don’t know enough how to use it
<table>
<thead>
<tr>
<th>DO</th>
<th>THINK</th>
<th>SAY</th>
<th>FEEL</th>
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<tbody>
<tr>
<td>I do exercises</td>
<td>the Internet is very useful</td>
<td>I learned a lot about plants due to the internet</td>
<td>I am sad that I can't often play sports on the street</td>
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<tr>
<td>I do the garden</td>
<td>I need to learn how to use different social networks</td>
<td>I love delicious food</td>
<td>I'm happy when my grandchildren call me</td>
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<tr>
<td>I watch football in the evenings</td>
<td>it is very important to communicate with your family</td>
<td>I have good Internet skills</td>
<td>it's sad that I don't see much of my friends now because of the pandemic</td>
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<tr>
<td>I take my granddaughter to school</td>
<td>I want to communicate my family and friends more often</td>
<td>I like to talk on the phone</td>
<td>I am happy that I can learn a lot of new things on the Internet</td>
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<tr>
<td>I look for the necessary information on the Internet</td>
<td>I want more walk, but that is impossible due to pandemia</td>
<td>I love listening to music</td>
<td>I like to take care of her garden and animals (ducks, chickens, goats)</td>
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<td>I attend yoga, drawing, and Nordic walking under the Moscow longevity program</td>
<td>I would like to take part in the Moscow longevity, but do not know how to do it</td>
<td>I like to meet guests and surprise them with new food</td>
<td>I am happy to be a member of Moscow longevity program</td>
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<tr>
<td>I go to gymnastics (Moscow longevity program), now I am engaged online</td>
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This project offers free classes in sports sections, creative studios, and educational courses. You can choose interesting circles for you, which will be convenient for you to get to. At the beginning of this year, the Moscow longevity project reached its maximum popularity among Moscow pensioners. More than 215 thousand people were engaged in clubs and sections. The program was joined by 1,440 partners — 980 state and 460 non-governmental organizations.

**Participants can be resident of Moscow who:**

- have reached 55 years of age (women) / 60 years of age (men) or are recipients of an early old-age insurance pension or a superannuation pension, regardless of their age;
- permanently registered in Moscow;
- there are no medical contraindications*

* Participation in some programs and classes may be restricted depending on the state of health.
HOW DO I BECOME A MEMBER?

1. Choose an online activity you like using the schedule

2. Submit an application
   You can sign up at the social service center or the My documents public services offices. Now you can register for classes by calling the Territorial social service center

3. Get an invitation
   When you receive an invitation, start your classes.

*The Moscow longevity project has prepared new online classes for citizens*
LIST OF ACTIVITIES AVAILABLE FOR ONLINE CLASSES

• Gymnastics
• Literature
• Photo-video
• Housekeeping
• Beauty and style
• Information technology
• English language
• Financial and legal literacy, personal security
• History, art, local history
• Psychology and communication
• Educational workshop
• Foreign language
• Chess and checkers
• Painting
• Singing
• Dancing
• Silver University
• Intellectual clubs
SIGN UP FOR ONLINE CLASSES

• Indoor events are temporarily closed! BUT there are video TUTORIALS https://www.youtube.com/c/mosdolgoletie

• You can connect to the lessons either from a desktop computer or from a smartphone. It allows older people not to interrupt classes and continue to lead an active lifestyle, even without leaving home

• A project participant can sign up for any activity or group that they are interested in

• A list of open groups for online classes and a schedule can be found on the website http://mosdolgoletie.online

• To sign up for online classes of the Moscow longevity project, please contact the district social service Center or call the hotline

8 (495) 777-77-77
MOODBOARD
DESIGN BRIEF

Problem: there is a special program «Moscow longevity» for pensioners in Moscow, capital of Russia. Many residents of Moscow know about it, but do not do it. Classes were canceled during the pandemic. Some classes of this program are now being resumed, but in an online format or on the street. Many retired people don't know about it. Many of those who know about the possibility of studying online do not attend classes, because they do not know how to connect to them.

Target users: women over 55 and men over 60

Design requirements: 1) to develop design posters that will inform older people about the possibility of attending Moscow longevity classes online; 2) create clear and colorful instructions for older people on how to join online classes.

Both components must be made in 2 formats: a paper version and an electronic version, which we can send to them, for example, in messengers. They need to be decorated in the style of some Russian fairy tale.

Facilities: all design programs required to complete the project; A3 paper for posters and A4 paper for instructions.

Timeline:
29 October - briefing
5 October – idea generation
13 November – initial 2 design concepts
20 November – final design concept