As a result of the research of the target audience we learned from our grandparents about the Moscow longevity program. This project offers free classes in sports sections, creative studios and educational courses for retirees. They can choose interesting courses for them. 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.

Classes of Moscow longevity program were canceled during the pandemic. Some classes are being resumed now, 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.

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. It needs to be decorated in the style of some Russian fairy tales.

Of the three initial ideas, we liked the idea of dance classes the most (idea №2).

Our designers made 2 versions of posters, of which we liked 1st version more. But they didn’t take into account that posters should be made in the style of Russian fairy tales and added new icons only after our request. They also offered us different variants for floor mats for dancing.
Our designers presented us a poster that we really liked. It matched the brief completely. They also designed a dance mat but we didn’t use it to implement because it wasn’t in our brief.

We also asked to make a version in Russian, because our grandmothers do not know English. We sent the necessary translation to the designers to do it.

We really enjoyed working with the girls. They always listened to us and tried to do the best job possible. But there was one serious problem in our communication - not all members of our team know English well. So our Zoom meetings took longer than they could have. However, it was comfortable to communicate in WhatsApp, because we could use a translator.

The dimensions of the mat are so small that we couldn’t see them clearly. So we asked our designers to show us the sizes at our meeting additionally. But since we did not print the mat, the font size is not critical for us.

We really enjoyed working on this project. Why did we give 8 stars instead of 10? First of all, we had some problems with communication.

Secondly, there were problems with the timeline.

Third, the initial ideas were not related to Russian fairy tales as indicated in the brief.

But in general, the posters turned out great. We were happy to introduce them to our grandparents.

*Printed poster in Russian*