iFocus 大使 2018

參賽者編號：019

Activity Name: English name: <u>Travel Seniors</u>

中文名稱：<u>老友搭車記</u>

Introduction
Aging population is one of the most serious problem in Hong Kong. The percentage of population of those who aged 65 + will increase from 15% in 2014 to 33% in 2064.[1] At the same time, there are more than 92% of Hong Kong citizens aged 10-54 had used a PC in the past 12 months but only 32% of elderly had used once[2]. This again shows a large portion of Hong Kong citizens are digitally deprived and hard to keep up with the society due to lack of technological experience. Therefore, we hope that we can introduce new technologies to them and by using these technologies, they are able to solve difficulties in modern life, especially those who are poor or solitary, thus having a better living quality.

Why do we choose transport?
According to a survey by the Chinese University Jockey Club Institute of Ageing, it was found that 60 percent of our retirees named "resting and sitting" as their favourite pastime, raising concerns about their physical and mental health.[3] Therefore, we should encourage elderly to go out more often, not only to prevent them from having illnesses like depression, but also keep their contact to the society. Moreover, another problem Hong Kong is facing is elderly poverty. In 2016, there are more than 330 thousand elderly suffering poverty. These people highly rely on public transport to travel, but they often don't know what transport to take or where they should go, therefore we choose to introduce them to travel apps so that they will be more willing to go out.

What is Travel Seniors?

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[1] Retrieved from Hong Kong Population Projections 2015-2064
https://www.statistics.gov.hk/pub/B1120015062015XXXXB0100.pdf

[2] Retrieved from https://www.statistics.gov.hk/pub/B71711FB2017XXXXB0100.pdf

[3] Retrieved from https://www.scmp.com/comment/insight-opinion/article/2040003/hong-kong-can-and-must-do-more-help-elderly

Travel Seniors is a service program which aims to teach the participants the use of the apps HKeTransport and Google Map. HKeTransport is an app developed by the Transport Department, which provides users easy route guidance and traffic information of all public transport, including MTR and KMB. Google Map is the most popular worldwide app which provide all web mapping service, for example route suggestions and voice navigation. As our service target are elderlies aged 60 and above, this service will help them to familiarize with the functions of HKeTransport and Google Map, and as well help them to use the apps on their own.

Objectives
We hope that we can achieve the following goals after the service workshops:
- To let the elderly know how to use the basic functions of HKeTransport and Google Map by themselves
- Encourage them to go out more frequently and get to meet more people outside
- Make their trip more convenient
- Willing to learn and accept new things/ new technology
- Removing all their fears and prejudice towards new technology.
- Enjoy the process of learning new technology

Feasibility of our service:
- HKeTransport already has an elderly mode, which are designed for elderly, with the places categorize into medical, leisure facilities etc which are places where elderly usually go. The buttons mainly has images so that it is more easy for elderly to learn and use. Also, the font of the words in the interface can be enlarged or reduced to facilitate those with eye problems such as presbyopia. For Google Map, it is in graphical user interface which are also easy for elderly to learn.
- The language of these apps can be set to Traditional Chinese, which the participants are most familiar with, this can speed up the learning process.
- We will be helding fun games related to the two apps, this can make the participants having a deeper impression on the knowledge they just learnt. Also, this can also let the participants to engage more into the workshop and make the workshop more fun and relaxing.

Workshop content
There will be 3 workshops in total, each workshop will last for 90 mins. All workshops will take place indoor and will make use of mobile phones and powerpoint. Elderly will bring their own smartphone and we will also prepare 2 spare smartphones (from home therefore no cost is needed). Cantonese will be the teaching language.

Workshop 1 (90 mins)	1. Introduction of our service (5 mins) 2. Ice breaking games (15mins) 3. Briefly introduce and demonstrate the functions of the app HKeTransport + Installation and try out the functions and give task to the participants: Functions: - "路線搜尋" - "我的書籤" Tasks: - Find the route and transports to take from Mong Kok Mtr station to YMCA in Yau Ma Tei - Save the route inside bookmark (40 mins) 4. Games related to HKeTransport (20 mins) 5. Ask questions and evaluation (10 mins)
Workshop 2 (90 mins)	1. Introduction of today's service (10 mins) 2. Briefly introduce and demonstrate the functions of the app HKeTransport + installation and try them out : Functions: -"交通工具" -"交通資訊" (35 mins) 3. Briefly introduce and demonstrate the functions of the app Google Map+ try out: - Our location and search routine (Voice navigation) - Basic map reading skills (35 mins) 4. Ask questions and evaluation (10 mins)
Workshop 3 (90 mins)	1. Introduction of today's service (10 mins) 2. Briefly introduce and

	demonstrate the functions of the app Google Map + try out : - Location sharing - Explore Nearby and Your Timeline - Street view (40 mins) 3. Play games related to the use of Google Map (30 mins) 4. Ask questions and evaluation(10 mins)

Target

Our service target: Elderlies who age 60+.

Numbers of participants: around 10

Venue: YMCA

Promotion

We will promote our service through different social media like Facebook and Instagram to let the young people to bring back the message to the elderly.

We will also design a poster and post it on YMCA notice board and on the YMCA website.

Budget

Stationary : Marker and CardBaord	$100~200
Prize : Biscuits	$100

Evaluation methods and measuring tools

We have an evaluation sections at the end of each workshop which last around 10 minutes, to let the participants to ask questions and share their views on the day of service. Moreover, we will give them survey at the end of the third workshop to let them summarize their learnings and feelings throughout the service. With the approval of the participants, we will take photos and videos as reference.

Effectiveness

This service teaches apps that can be used even after the service ends. Participants can be benefited from the workshop directly as it is practical and useful in daily lives. After the workshop, participants will be able to use travel apps to help them to travel more conveniently, this can allow them to get closer to the modern society and remove the barriers between them and the rest.