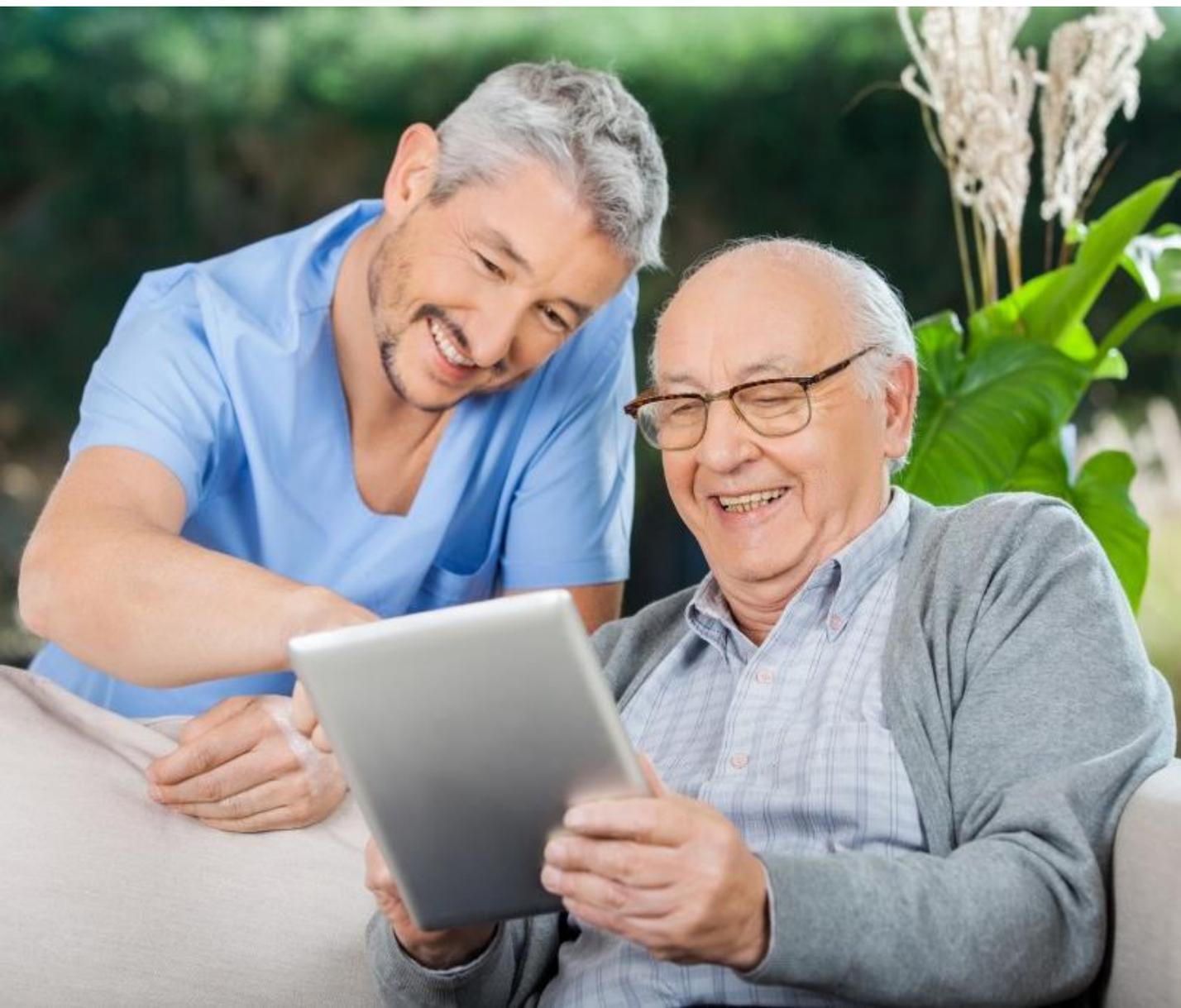


2017 CODE SUMMIT ONLINE HACKATHON

Applying Digital Technology for the Silver generation in ASEAN



Background

As the population growth rate slows down in most countries in Asia in the next two decades, the portion of the young population will decrease over time while improved healthcare services and medical technologies extend the ASEAN's life expectancy. Consequently, the proportion of aging population (over 65 years old) will grow larger. In ASEAN, the proportion of the aging population nearly doubled over two decades, from 7.73% in 2015 to 15.49% in 2035

Introduction

Here is the challenge for the 2017 CoDE Summit Online Hackathon. Your team will develop its response to the challenge and submit a video and prototype that will be judged. We hope that you will have a challenging and rewarding educational experience. Please remember that this case represents a complex scenario and that there is no single “right” approach. Your challenge is to develop and justify an approach. We encourage teams to consider a balance of innovative yet realistic solutions. Note that the challenge in this case study is hypothetical but many government and technology companies are currently considering how to proceed with this topic. This challenge was created exclusively for use in the 2017 CoDE Summit Online Hackathon. Any reuse, reproduction, or distribution of this material must be approved by UXArmy. For questions, please email hello@uxsea.info

Overview of the Challenge

Additional efforts are urgently need to improve technology application for the silver generation in ASEAN region, which has one of the highest rate of aging population in the world. This project's goal is to make the older generation more engaged in the world of technology and make use of your product/service to improve their life quality.

Technological products such as mobile phones have the potential to increase the quality of life among older people through enhancing communication networks and recreation. However, surveys have shown that older populations are slower to adopt new technological products compared with younger populations.

The Proposal

In this challenge, your team will plan to develop a prototype/service that employs a new and innovative approach: using technology as means to improve life quality of silver generation. For this challenge, your team has been hired as developers and designers to help with developing and designing the product/service to make elderly in ASEAN more technology-adapted. The product/service should incorporate innovative, up-to-date and culturally-appropriate technological strategies to address this issue. Team can choose any country and address any specific difficulty that elderly might experience; it does not have to be their own country and team are required to address difficulties that can include, but not limited to physical, psychological aspect of elderly's daily life. Teams should consider real-world opportunities and challenges and come up with a prototype that is also realistic and could be implement in practice.

Instructions

Submission

- You need to submit two items before the deadline - November 24, 2017 (23:59 PM SGT)
- a video about the submission
- a working prototype
- names of Technologies and Tools used to create the working prototype

Language Requirements

All materials submitted in connection with the Hackathon must be in English or, if not in English, the Maker must provide an English translation of the demonstration video, text description, and testing instructions as well as all other materials submitted.

Video

The video portion of the submission should include:

What problem does it solve for silver generation in ASEAN to adapt technology

Demonstration of working prototype - functionality and benefit

How would you plan to scale it in real life

This video:

- a. Duration should not exceed six (6) minutes;
- b. must include footage that clearly explains the Application's features and functionality
- c. must not be uploaded to YouTube, Vimeo, or Youku before submission;
- d. must not include third party trademarks or copyrighted music or other material unless the Maker has permission to use such material.

Provide a link to the video on a shareable cloud service (Google Drive, OneDrive or Dropbox) via email to hello@uxsea.info by 11:59PM SGT on November 24, 2017. At the beginning of the video, please provide a slide with full name, affiliated institution or organization for each team member, and the competing category for your team.

Please review our website for more details on judging and conditions –

<http://code-2017.uxsea.info/wp-content/themes/illdy/sections/hackathon.html>

Please note: All teams that submit videos give consent to allow UXArmy to screen their videos at 2017 CoDE Summit and to post them on our website.

We look forward to your exciting project.

Thank you!

