



WPI

Increasing Public Awareness of MemoClock to Assist the Elderly in Social Isolation During the COVID-19 Pandemic

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Introduction

In December 2019, SARS-CoV2, known as COVID-19, quickly became a worldwide pandemic beginning in Wuhan, China. Social isolation is the only effective preventative measure to reduce transmission of COVID-19 as of writing this, and by February 2020 countries around the world began implementing stay-at-home orders. The elderly, the immunocompromised, and people with existing medical conditions are most at risk for developing fatal complications related to COVID-19 and have been strongly encouraged to stay in self-isolation. While social isolation is an effective preventative measure for COVID-19, it can have detrimental effects on psychological and emotional well-being of the individual.

To reduce the effects of social isolation felt by the elderly, an easy and affordable way to communicate with family and friends was needed. MemoClock is an easy-to-use application that aims to improve the lives of the elderly by enabling family and friends to remotely send them messages. This app helps maintain social distancing, while facilitating communication from family and friends to their older, less technologically savvy loved ones.

Our aim was to develop innovative ways for MemoClock to utilize social media to increase its public awareness and provide the millions of elderly people in social isolation an easy way to receive messages from their loved ones. We conducted a market analysis of MemoClock that informed our decisions when developing a marketing strategy to target potential future MemoClock users.

Objectives

1. To interview current MemoClock users to determine app usage
2. To conduct a market analysis and develop effective marketing materials
3. To conduct an assessment of data collected and provide feedback on improvements for MemoClock

Marketing Strategy

A marketing strategy was created for MemoClock to increase its public awareness by targeting marketing materials towards the children or loved ones of elderly individuals in social isolation due to COVID-19.

Infographics



- Quotes from the interviews
- Images related to the topic mentioned in the quote
- Light pastel color scheme in the background to elicit happiness and tranquility

Social Media Posting Schedule

| | | | | | | |
|---|--|--|---|--|--|--|
| 1 Tablet Graphic Infographic 4 One message feature of MemoClock MemoClock is free Infographic 10 | 2 Infographic 1 One message feature of MemoClock How MemoClock works-Text or Infographic Infographic 5 | 3 Infographic 2 One message feature of MemoClock Infographic 6 MemoClock is free | 4 Infographic 3 One message feature of MemoClock Infographic 7 How MemoClock works- Text or Infographic | 5 Infographic 8 Infographic 4 Tablet graphic MemoClock is free | 6 Infographic 1 One message feature of MemoClock How MemoClock works Personal MemoClock story (video or image) | 7 Infographic 5 MemoClock is free One message feature of MemoClock Tablet graphic Infographic 9 |
|---|--|--|---|--|--|--|

- Blue posts are for Twitter, Red posts are for Facebook
- Lifespan of a Twitter post is 15 to 20 minutes, multiple posts throughout the day are needed to reach the maximum number of feeds
- Lifespan of a Facebook post is five to six hours. Recommended posting up to five times per month

Social Media Analysis Tools



- Facebook Pixel is a section of code that can be added to MemoClock's website and Facebook page to track audience demographics and help target certain audiences.
- Twitter analytics gives MemoClock the ability to identify their most popular tweets by providing them with the accounts of who has viewed, retweeted, liked, and replied to their tweet.

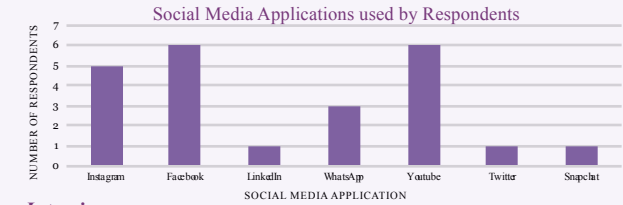
Developing a Marketing Strategy

1. Identified Target Users: Family members and friends of the elderly in social isolation due to COVID-19
2. Analyzed MemoClock's competitors
3. Additional data gathered by interviewing and surveying MemoClock users
4. Market Analysis used inform marketing strategy decisions

| | MEMOCLOCK | AMY AI ROBOT | RECALLCUE | CAREZONE | REMINDER ROSIE |
|-------------------------------|-----------|--------------|-----------|----------|----------------|
| PRICE | Free | \$7,299 | Free | Free | \$79.99 |
| REMOTE REMINDERS | ✓ | ✓ | ✓ | ✗ | ✗ |
| REMINDERS WITH IMAGES | ✓ | ✓ | ✓ | ✗ | ✗ |
| AUDIBLE REMINDERS | ✓ | ✓ | ✗ | ✓ | ✓ |
| PROGRAMMABLE | ✓ | ✓ | ✓ | ✓ | ✓ |
| TABLET OR SMARTPHONE REQUIRED | ✓ | ✗ | ✓ | ✓ | ✗ |

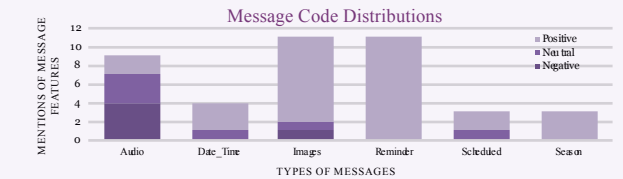
Surveys

- Sent out to all MemoClock users
- Seven survey respondents
- Recorded demographic information, application feedback, and social media usage of respondents



Interviews

- Interviewed five current MemoClock users
- Transcribed and coded interviews into six main categories
- Categories also were tagged as positive, negative or neutral



Recommendations & Conclusion

- We identified the following features as potential improvements to the app:



Multiple Senders



Multiple Receivers



Video Chat

- To carry out our mission, we interviewed current MemoClock users, developed marketing materials, and conducted a survey of MemoClock users. We successfully compiled results from interview and survey data as feedback for The MemoClock Team. We also transcribed interviews that have more quotes for future marketing materials. We hope that with these resources and recommendations, MemoClock can continue to impact lives during the current pandemic and into the future.

Acknowledgements

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