

CASE STUDY

Transforming Elderly Care: A Comprehensive Digital Solution



Gleecus
TECHLABS

Forward Thinking Digital Innovation



elderly
life

About Elderly Life

Elderly Life(www.elderlylife.com) is envisioned as a comprehensive digital solution that serves the elderly community by enhancing the quality of life for seniors using technology. Their mission is to empower seniors to live independently while staying connected with their support network through innovative technology solutions. By leveraging cutting-edge technology and user-centric design, the platform bridges the gap between independent living and comprehensive care support, enabling seniors to age gracefully in their preferred environment.



Challenges – Non-Technical Leadership

➤ Founder's Barriers:

- ✓ No prior software development experience
- ✓ Limited understanding of software product lifecycle and costs
- ✓ Uncertainty in market validation and go-to-market strategy
- ✓ Need for guidance on regulatory compliance (e.g., HIPAA)
- ✓ Concerns about escalating development costs
- ✓ Worries about platform scalability and long-term maintenance

Walker's Family

< Back to Family Dashboard

My Subscriptions

You can track all your Subscriptions on Elderly Life platform here.

+ Add new Subscription

Monthly Costs £ 1375.98 Yearly Costs £ 16511.76 Total Subscriptions 12

Search Subscriptions Filter by: All Sort by: Price

Category	Product Name	Frequency	Price	Validity	Reminder off
Insurance	Admiral 1 Year Fixed	Monthly	£ 876	01 st Jun 2022	Contract Document
Insurance	Television Insurance	Yearly	£ 876	03 rd Jun 2022	Contract Document
Entertainment	Tv & Broadband cone..	Quarterly	£ 78	01 st Dec 2021	Contract Document

- View Details
- Edit Subscription
- Cancel Reminder
- Delete Subscription

Challenges – Market Gaps

➤ Industry Pain Points:

- ✓ Lack of senior-friendly digital platforms with intuitive interfaces
- ✓ Inadequate family-centric communication and care coordination
- ✓ Limited integration with third-party devices (e.g., health monitors)
- ✓ Low adoption of technology among seniors due to complex UX
- ✓ Insufficient focus on accessibility standards for elderly users
- ✓ Fragmented care solutions lacking holistic support

The screenshot displays the 'Walker's Family' dashboard. At the top, there's a navigation bar with a home icon, a back button to the 'Family Dashboard', and a user profile icon. Below this, the 'All Reminders' section is active, with a 'Change reminder settings' button. A 'Products & Services' section follows, featuring a table with columns for Type, Product, Supplier, Amount, and Due Date. Below this is a 'TO DO's' section with a table for tasks, including columns for Who, What, and When. Both tables include pagination controls at the bottom.

Type	Product	Supplier	Amount	Due Date
Outgoing	Insurance	Admiral	£876	04-02-2022
Warranty	TV	Samsung	£100	08-02-2022
Gift Card		Sainsbury	£100	08-02-2022
Voucher		Amazon	£250	08-02-2022
Warranty	TV	Samsung	£100	08-02-2022

Who	What	When
Me	Prescription	06-05-2022
Clive	Grocery	06-05-2022
Clive	Grocery	06-05-2022
Clive	Grocery	06-05-2022
Clive	Grocery	06-05-2022

Why Gleecus TechLabs?

Why Chosen:

- Proven expertise in building scalable, user-centric platforms
- Deep experience in accessibility and EdTech solutions
- Full-stack capabilities: UX/UI, backend, and integrations
- Agile methodology with ISO-certified quality assurance
- Ability to guide non-technical founders through product development

QUICK FACTS

CERTIFICATIONS



PARTNERSHIPS



LEADERSHIP EXPERIENCE

100+ Years

GLOBAL PRESENCE

USA, UK & India

GROUP COMPANIES



PARTNERS



Solution – Comprehensive Approach

✓ **Discovery & Strategy:**→ ✓ **Design-Thinking:**

- Conducted 50+ interviews with seniors, families, and caregivers
- Analyzed competitor platforms to identify market gaps
- Developed user personas and journey maps for seniors (65–85)
- Created a scalable technical architecture and project roadmap

- Accessibility-first design (WCAG 2.1 AA compliance)
- 15+ iterative prototypes tested with seniors for usability
- High-contrast, intuitive UI tailored for elderly users

Solution - Technical Implementation

➤ Architecture:

- Cloud-native AWS infrastructure for 99.9% uptime
- Modular design for flexible feature scaling
- API framework for seamless third-party device integration

➤ Development:

- MVP approach for rapid market validation
- Agile sprints with weekly demos for founder transparency
- Continuous user testing with seniors and caregivers

➤ Security:

- HIPAA-compliant, end-to-end encryption
- Regular security audits to ensure data protection

Solution – Key Features

✓ Platform Highlights:

- Holistic care: medication reminders, financial management, social connections
- Family-centric tools for remote caregiving and updates
- Senior-friendly interface with high accessibility standards
- Scalable for individual users and care communities
- Integration with health devices and third-party services

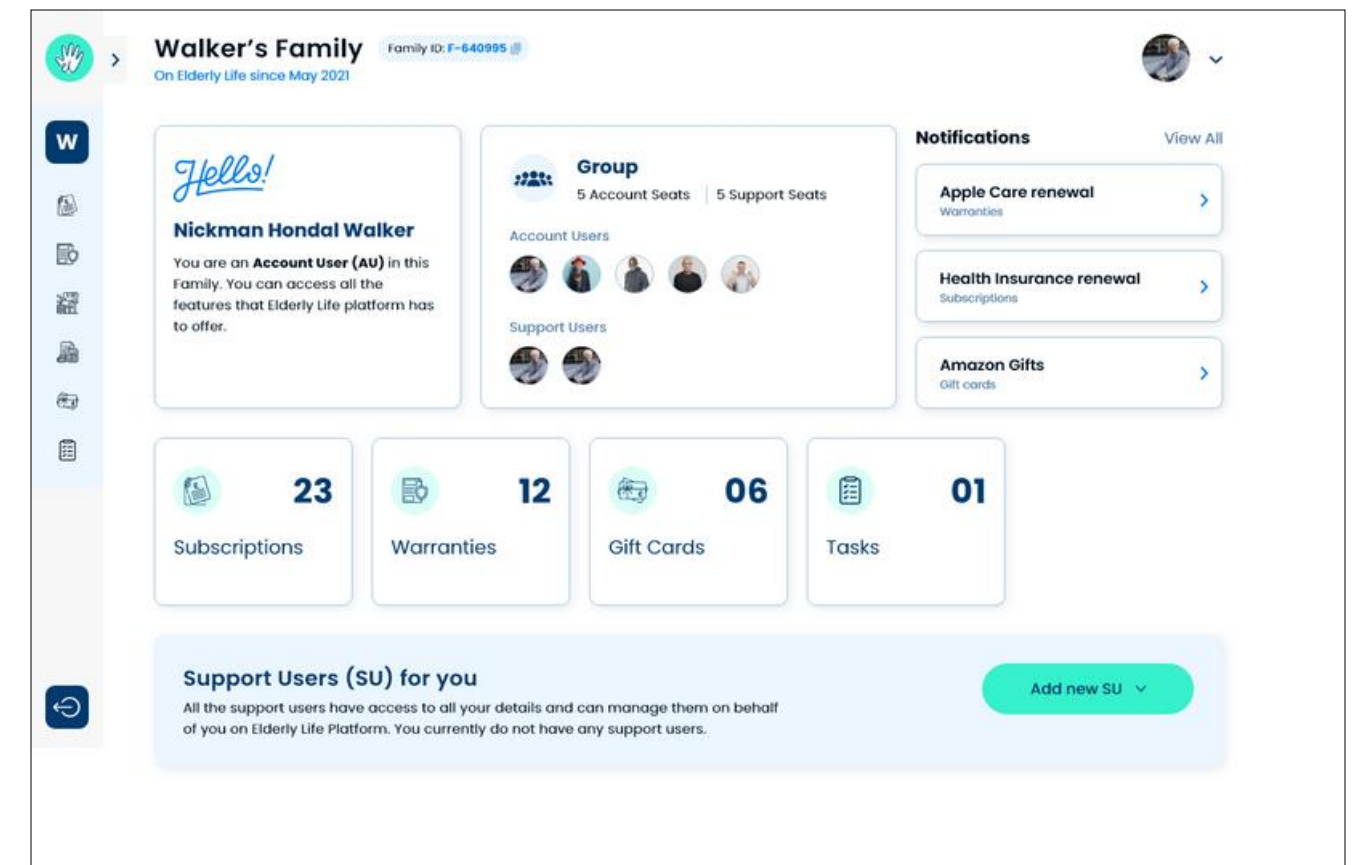
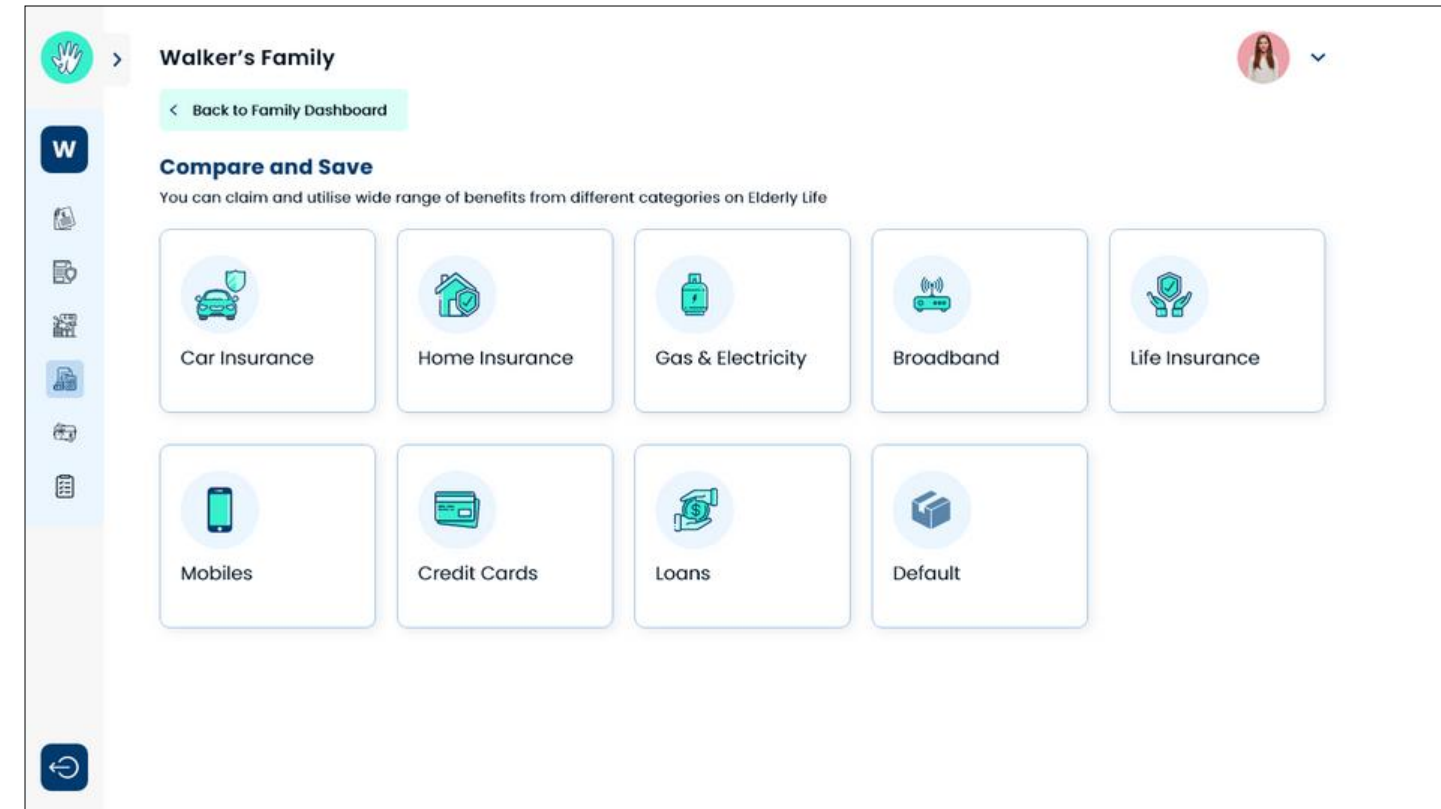
✓ Benefits:

- Simplifies daily tasks for seniors
- Reduces caregiver stress with real-time updates
- Enables rapid market entry with robust tech

The screenshot displays the 'Walker's Family' dashboard for Family ID F-640995. The interface is clean and user-friendly, featuring a top navigation bar with the family name and ID. Below this, there's a 'Hello!' greeting and a brief introduction to the user's role as an Account Owner (AO), Account User (AU), and Support User (SU). A 'Change Plan' button is visible. The dashboard is organized into several sections: 'Notifications' (Apple Care renewal, Health Insurance renewal, Amazon Gifts), a central summary area with four cards (Subscriptions: 23, Warranties: 12, Gift Cards: 06, Tasks: 01), and two main panels for 'Account Users in Family' and 'Support Users in Family'. The 'Account Users' panel shows John Walker, Elsa Walker, and Hilmary Clint, with options to remove users or invite new ones. The 'Support Users' panel shows Hendrall Houi and several vacant seats, with options to remove users or invite new ones. A sidebar on the left contains navigation icons, and a bottom navigation bar is also present.

Technology Stack

- **Frontend** - ReactJS, WCAG 2.1 AA compliant
- **Backend** - NodeJS, ExpressJS
- **Database** - PostgreSQL, AWS S3 for storage
- **Cloud** - AWS and Civo for scalability
- **Security** - End-to-end encryption, authenticated access



Measurable Impact

Platform Metrics:

- 99.97% Uptime: Robust infrastructure ensures reliable access
- Sub-2 Second Load Times: Optimized performance enhances user experience
- Zero security breaches (HIPAA-compliant)

User Metrics:

- 94% Onboarding Success: Seniors onboard within 30 days, reflecting intuitive design
- 68% Daily Active Usage: High retention among users aged 70+
- 76% prefer platform over traditional methods
- 89% of adult children report reduced anxiety
- 92% Family Satisfaction: Improved communication for caregivers

Why Gleecus TechLabs?

Gleecus TechLabs Inc.(ISO 9001:2015 and ISO 20000-1:2018) is a fast growing **Forward Thinking Digital Innovation Company** that empowers businesses to achieve their Digital Transformation goals.

We partner with leading Enterprises, SMES and Startups to realize their true digital potential leveraging our deep focus and expertise on Cloud, Data, AI/GenAI, Automation, Product Engineering, Cyber & Salesforce.

Our solutions are deployed in various industries such as Healthcare, Life Sciences, Fintech, Education, Publishing, Retail, F&B, Manufacturing, Energy, Entertainment and Hyper-Local.



Thank you

Feel free to connect with us.

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