

CASE STUDY

Transforming Elderly Care: A Comprehensive Digital Solution



Gleecus
TECH LABS

Forward Thinking Digital Innovation



elderly
life



About Elderly Life

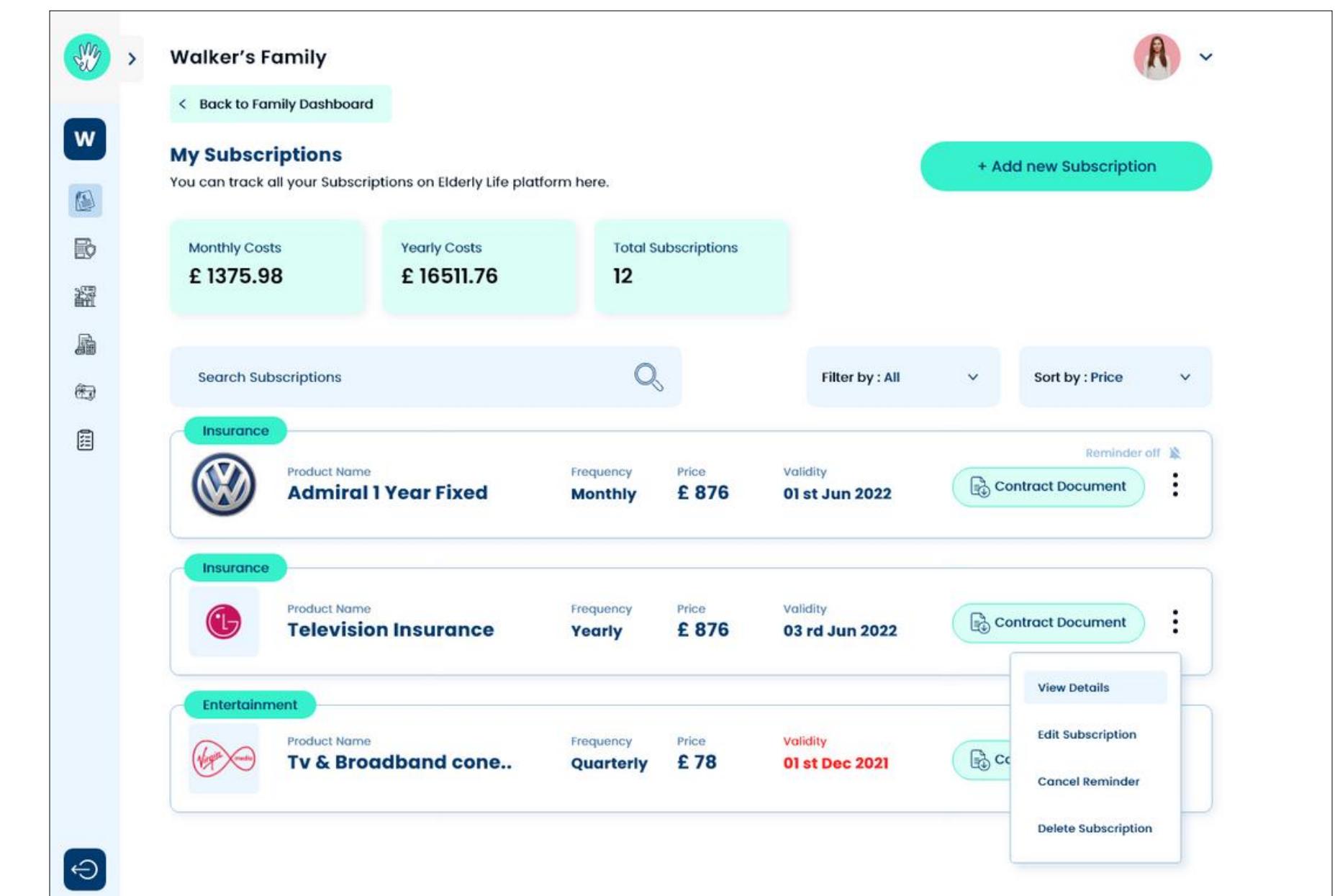
Elderly Life(www.elderlylife.com) is envisioned as a comprehensive digital solution that serves the elderly community by enhancing the quality of life for seniors using technology. Their mission is to empower seniors to live independently while staying connected with their support network through innovative 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



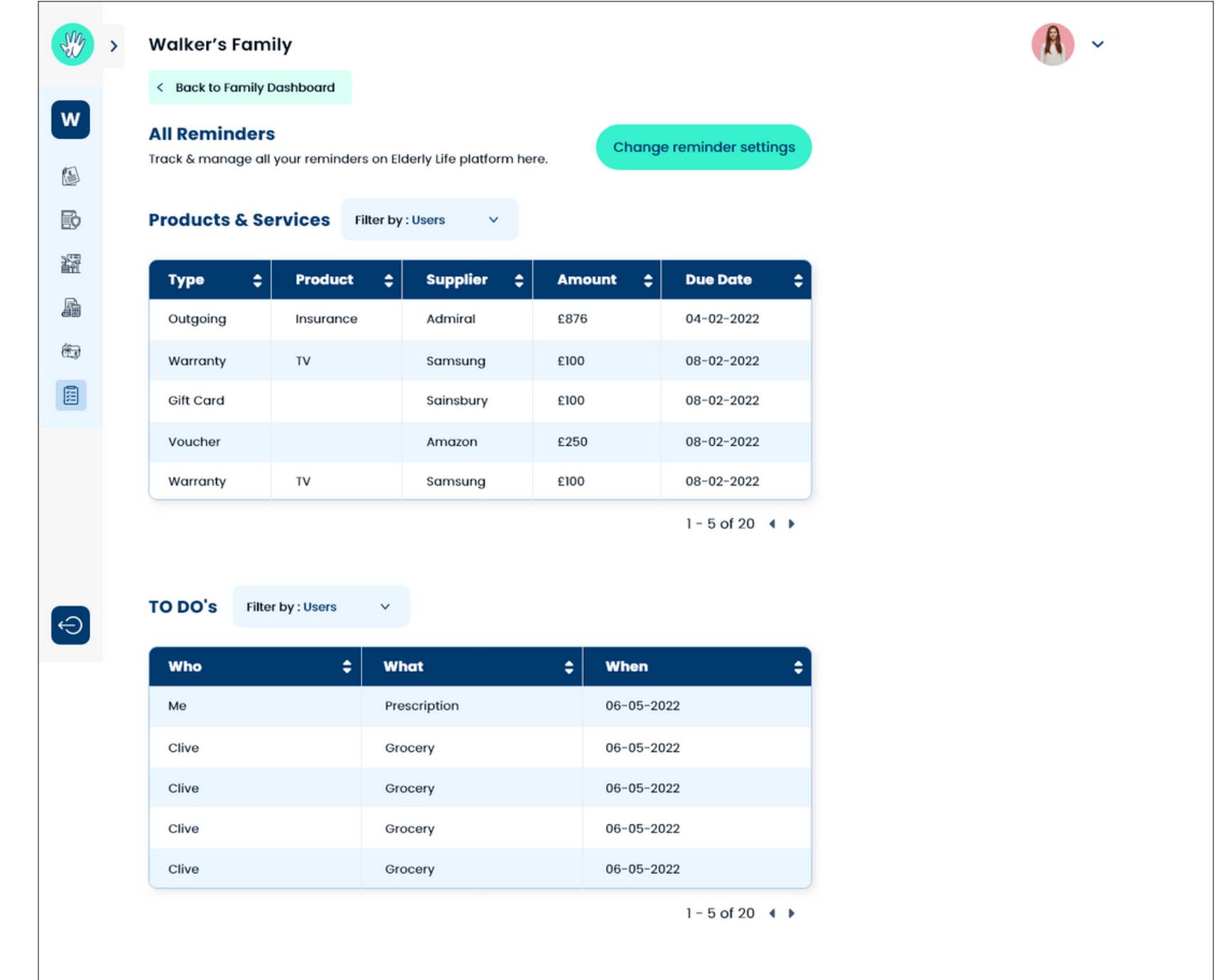
The screenshot shows the 'My Subscriptions' dashboard for 'Walker's Family'. At the top, it displays monthly costs (£1375.98), yearly costs (£16511.76), and total subscriptions (12). Below this is a search bar and filters for price and sort order. The main area lists three subscriptions: 'Admiral 1 Year Fixed' (Insurance, monthly, £876, valid 01st Jun 2022), 'Television Insurance' (Insurance, yearly, £876, valid 03rd Jun 2022), and 'Tv & Broadband cone.' (Entertainment, quarterly, £78, valid 01st Dec 2021). A context menu is open for the first subscription, showing options: View Details, Edit Subscription, Cancel Reminder, and Delete Subscription.

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

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 on the Elderly Life platform. The top navigation bar includes a user profile icon, a back arrow, and a 'Back to Family Dashboard' link. On the left, a sidebar features a hand icon, a 'W' icon, and several small icons for documents, a house, and a calendar. The main content area is divided into two sections: 'All Reminders' and 'Products & Services'.

All Reminders
Track & manage all your reminders on Elderly Life platform here.

Products & Services Filter by : Users

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

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TO DO's Filter by : Users

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

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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

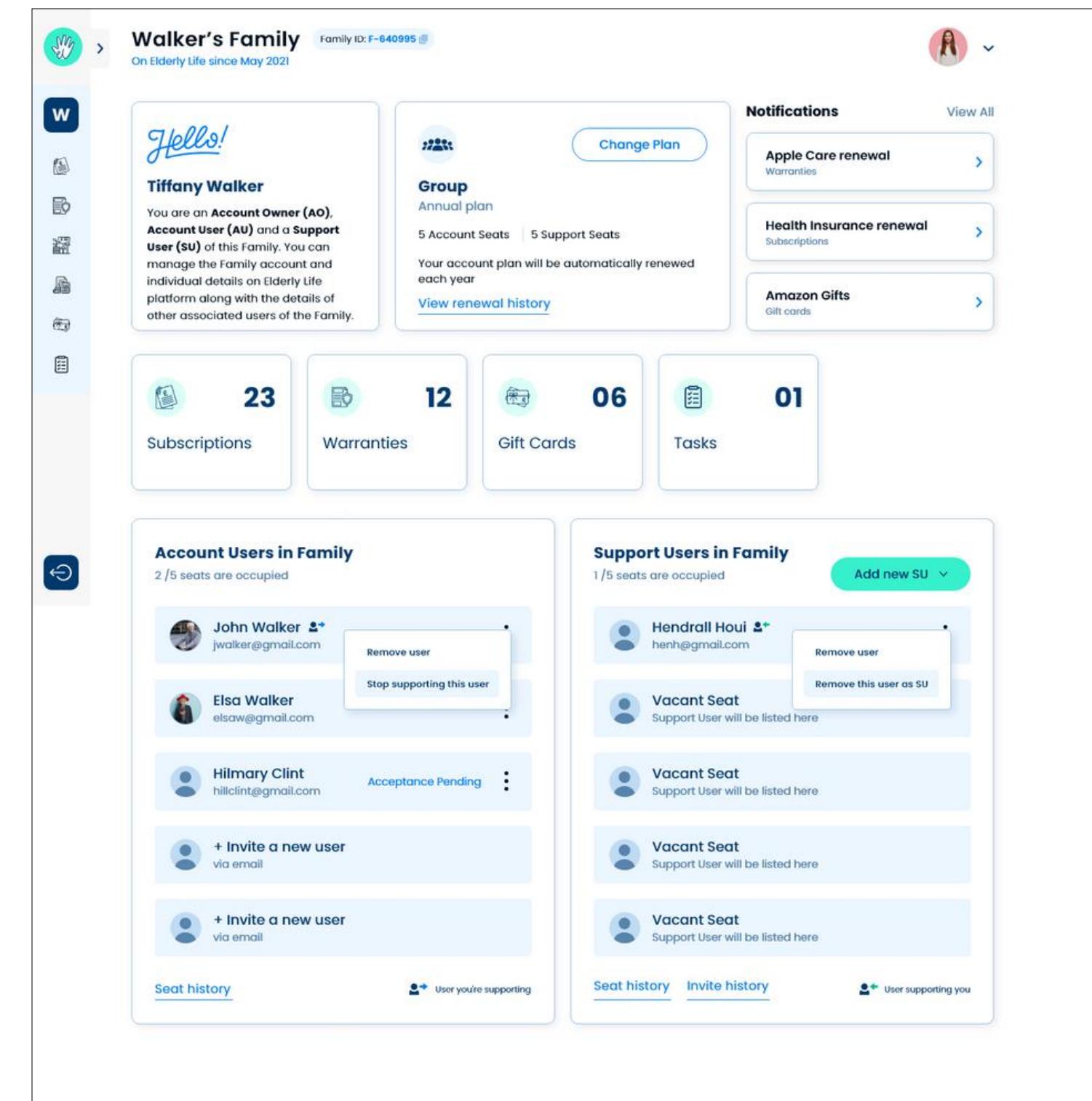
Solution – Key Features

✓ 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

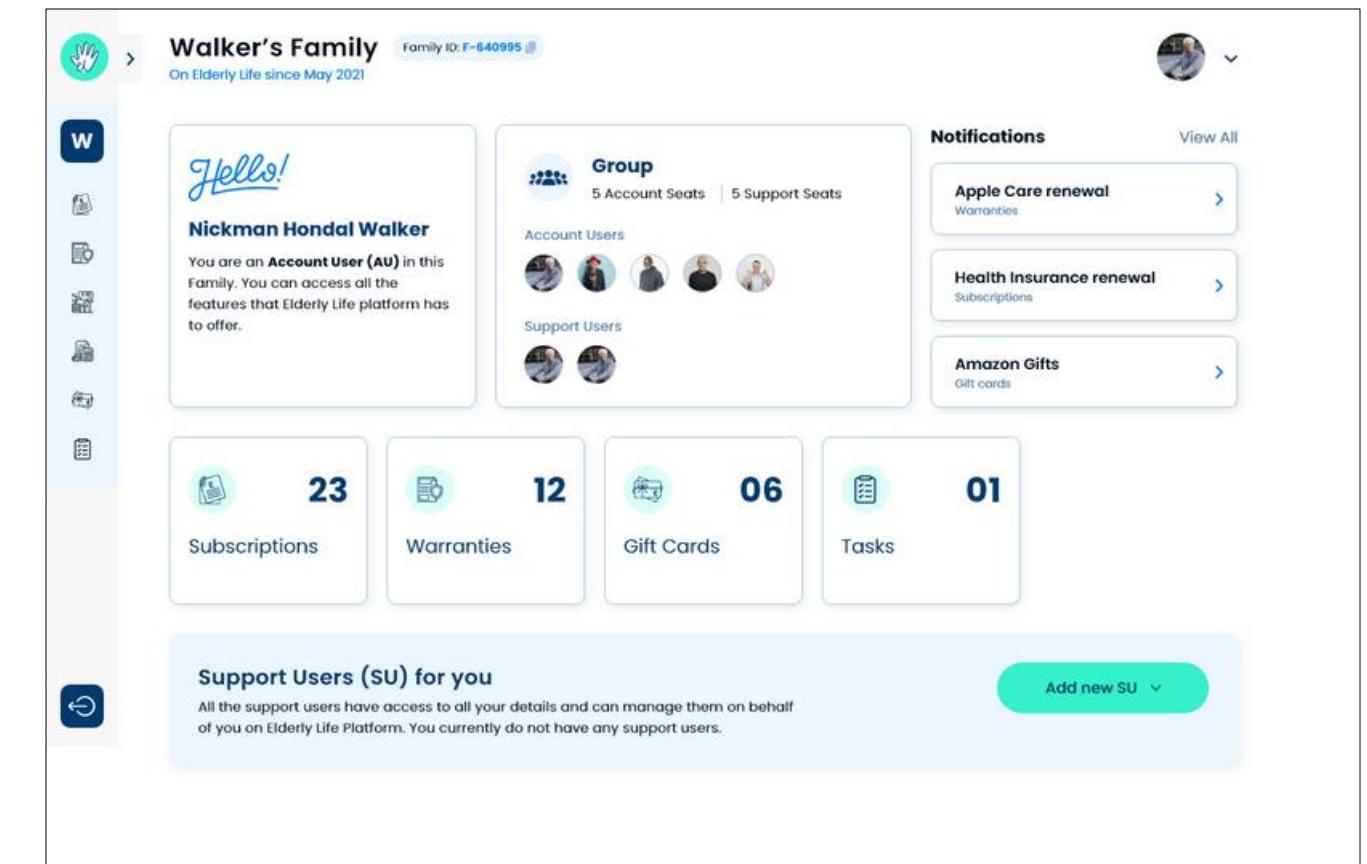
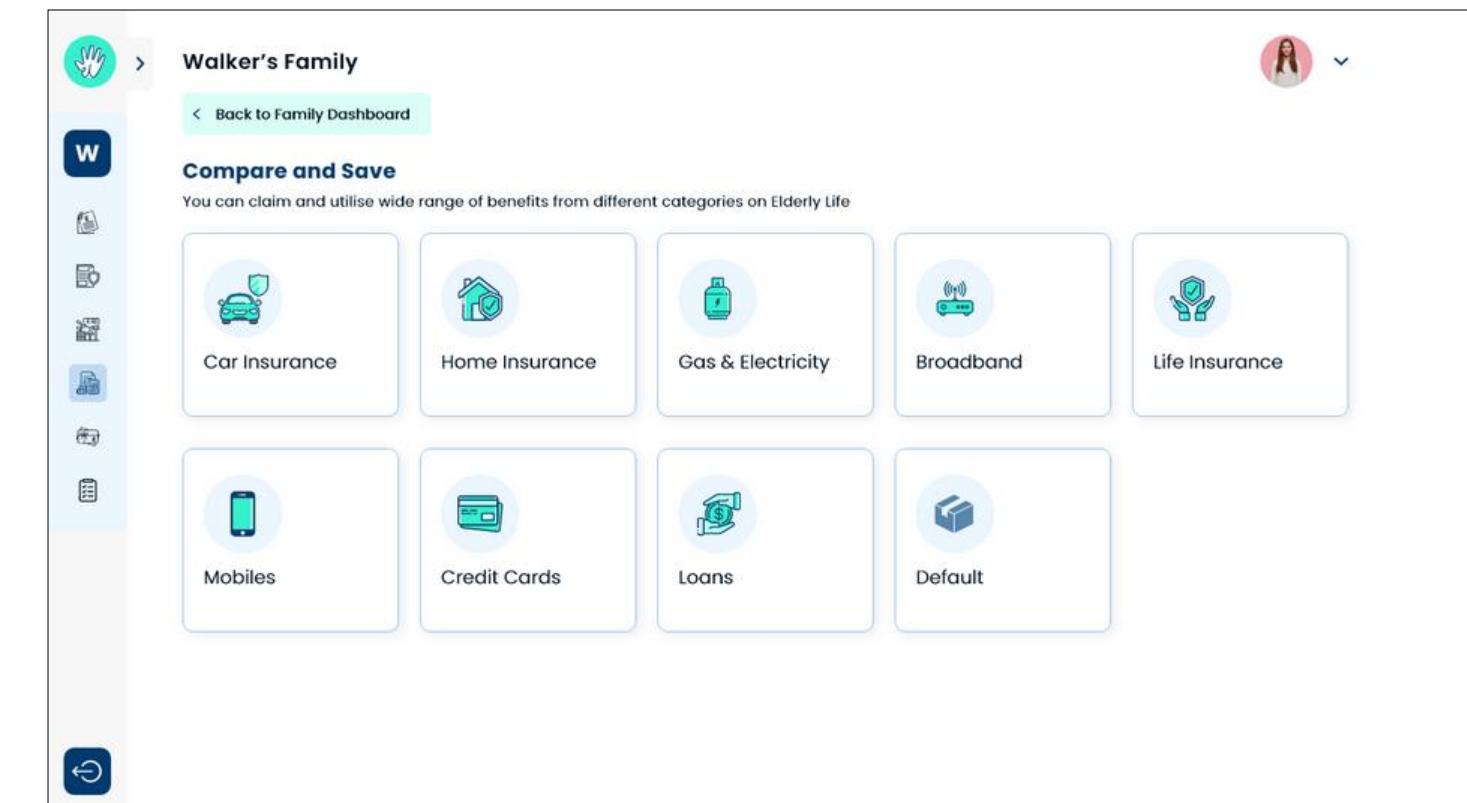
✓ Benefits:

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



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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