

SEAFIN –

Smart and Easy accessible Finance and
Insurance management for elderly people

Who We Are

rapid·user·feedback

www.userfeedback.at

USER TESTING AS A SERVICE



UX MEASURING & RESEARCH



Project idea

Problem

- Currently, elderly people have no easy way to keep track of their spendings and finance contracts.
- Smart Banking and InsurTech-Solutions are tailored towards young and technology savvy people.

Project idea

Solution

We propose a solution for elderly people to manage their finances and (insurance) contracts which focuses on:

- Machine Learning to facilitate decision-making.
- Easy to understand visualization, projections and suggestions for income and spendings.
- The application is device-agnostic and can be accessed via smartphones, tablets, smart TVs and voice user interfaces.

Looking for

We are looking for the following partners:

- Banks
- Insurances
- Machine Learning & Software

- We bring end users (through care homes) into the Konsortium and are responsible for app design, data analysis & visualization as well as user and usability testing.