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

AAL P Call 2019 Central InfoDay – Brussels, 31 January 2019
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.
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.
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.