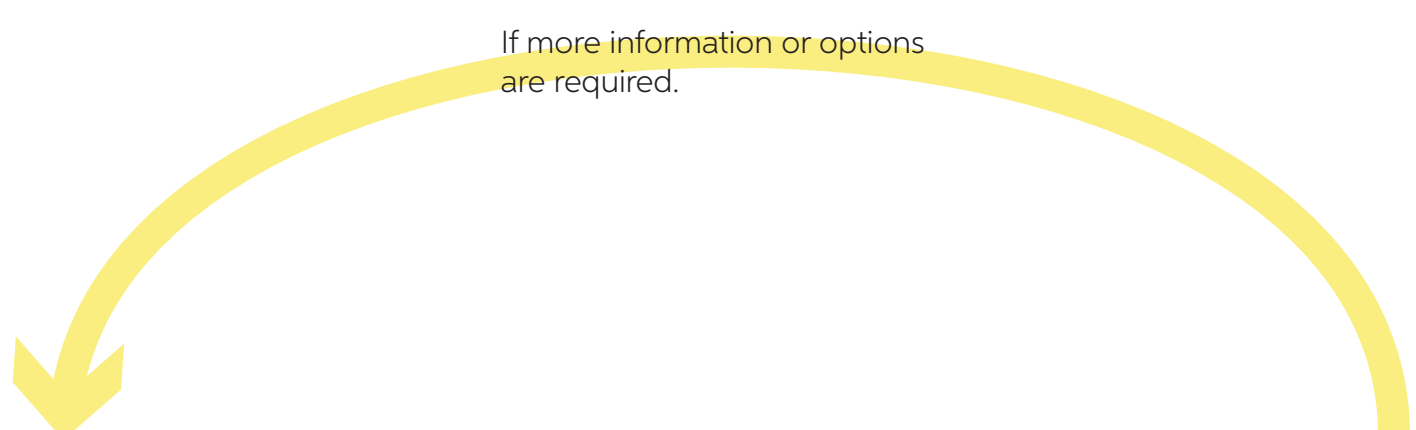


If more information or options
are required.



Stages	Problem Identification		Problem Analysis		Internal Discussion of Options		External Research		Comparison of Options		Tours & Interviews		Purchase Decision		Post-purchase							
User Tasks	Define Need—1-2 weeks				Search and Share—2-4 weeks				<table border="1"> <tr> <th>Choose Retirement Living</th> <th>Choose Other</th> </tr> <tr> <td>Select homes to short-list (~4) Compare options (rental price, care type, location) Share information with stakeholders Complete needs analysis of homes based on parent needs/wants</td> <td>Select from: Home care Renovations Social supports Family support</td> </tr> </table>		Choose Retirement Living	Choose Other	Select homes to short-list (~4) Compare options (rental price, care type, location) Share information with stakeholders Complete needs analysis of homes based on parent needs/wants	Select from: Home care Renovations Social supports Family support	Final Review—2-3 weeks		Commit—1 -2 weeks		Moving into home		Living at home	
Choose Retirement Living	Choose Other																					
Select homes to short-list (~4) Compare options (rental price, care type, location) Share information with stakeholders Complete needs analysis of homes based on parent needs/wants	Select from: Home care Renovations Social supports Family support																					
Planning funeral Attending specialist's appointments Spending time at the hospital Consulting with government funded services	Search for resources (offline, internet) Speak to experts or family/friends who have gone through the experience Consult with loved one Setting up supports to assist with activities of daily living	Work with publicly available supports (e.g. CCAC coverage) Hire home care or family take on care/daily responsibilities. Explore long-term options: i. retirement home living ii. make home senior friendly iii. hire home care provider	Conduct Google search Seek out word of mouth referrals Seek out referral to resources by service providers (legal, medical, psychological, financial, workplace) Work with publicly available supports (e.g. CCAC coverage)	Family Service providers (retirement home sales staff, Our Business) Resource providers	Service providers (banks and institutions, Our Business) Trusted advisors (lawyers, financial advisors) Resource providers Social Workers Family	Book tours M-F during working hours or aft Coordinate times with other stakeholders Schedule life around tours Go on actual tour	Looking at finances/sale of the house Discuss with stakeholders Review whether the home meets parent's needs and wants Discuss with parents	Pack up the old home Downsize belongings Sell old belongings Prepare parents for move, make sure new apartment is set-up (painted, carpets changed)	Shift from being a caregiver to being an advocate Visiting parents to check in and spend time together													
Players	Service providers (care staff at hospital or rehabilitation clinics) Immediate family members and close friends	Service providers (Seniors transportation providers, grocery delivery, pharmacy, Our Business) Immediate family members and close friends Trusted advisors (HR, workplace support programs, lawyers, financial advisors)	Service providers (real estate agents, government assistance—ie, CCAC worker, Our Business) Immediate family members and close friends Trusted advisors (lawyers, financial advisors)	Adult children Service providers (retirement home sales staff, home-care providers, Our Business) Resource providers Workplace supports/HR department Social Workers	Family Service providers (retirement home sales staff, Our Business) Resource providers	Family Service providers (retirement community staff, Our Business) Resource providers	Family Service providers (retirement community staff, Our Business) Resource providers	Service providers (downgrading company, moving company, real-estate agents, auction houses)	Family (immediate) New friends made at the retirement home Service providers (retirement community operational staff, care providers)													
Relevance	Low	Medium	Medium	High	High	Medium	High	Medium	High	Medium	Moderate	Low										
Media	Social channels Advertising PR	Ask our experts Blog Resources	Search locations Share locations	Shortlists Comparitive view of locations Share location shortlists	Ask our experts Blog Resources	Tour booking & confirmation	Ask our experts Blog Resources	Customer followup	Important date notifications													
Tactics	Awareness	FAQ Resource Content SEO	Advisors Partnerships	Advisors Partnerships Advertising SEO	Resource for when living at home is no longer an option Support caregiver through useful dialog or information Support caregiver through retirement calculator																	
User Thoughts	I'm afraid for my parent's safety. Will my parents be able to meet needs of their daily living? It's taking too much time to organize interim solutions while planning for the future.	How serious is it? How safe is it to live at home? How long will the problem last? What supports exist in my community? How much money do we have to put towards the problem?	How long can the family take on care/daily responsibility? Will my parent(s)/other family members be able to come to a decision together? Do we want to move the parent out of their home? Should we sell the home or renovate it?	I don't know where to begin. I don't have enough time to dedicate hours of research and making calls can be difficult at work. I'm letting things drop at work and with my other responsibilities. Both home-care and retirement living are expensive. If I sell the house, I have to deal with all of the downgrading and moving	Will my parent be able to live here until RIP? What are my parents needs versus their wants? Are the people that live here happy? How do I continue to care give once my parent moves in? Are there social activities available? Is the food tasty? Is it clean? Is there access to transportation? Do the staff care about the residents? What's included in the rental price and what is extra? I have to plan to pay more for care on top of the costs of monthly rent. Is my parent going to be with people that are sicker than them?	Who is running the tour, where is it, what time is it, how far is it from the next tour? What if the people at the home seem a lot older than my parent? What kinds of social programs are around?	This process is taking over my life and I want the decision to be made What is my parent's monthly allowance? How much can we get from the sale of the house? Do I have to supplement costs? Will the costs rise as they need more care?	No looking back now What belongings do me/my family members keep and what do we sell? Do we need to set up any other services for the retirement home? E.g. transportation, CCAC care coming to the home	How can I make my parent know that I care about them? How can I become involved with my parent at the retirement home? Do my parents need any additional support that I have to pay for? Life is returning to normal													
User Feelings	Panic Crisis mode Reacting to immediate needs Stress around how time consuming caring for their parent is Grief	Helplessness Fear for their parent Ambiguity around the unknown Guilt that you have to change the course of their parent's life	Guilt and sadness Worry about making the right decision Confusion/helplessness around where to go for resources, Fear that their loved one is socially isolated because they're losing independence	Overwhelmed Guilty Shock	Overwhelmed at the variables to be considered Frustrated by the lack of consolidated/ comparable information Confused as to the various care options Guilt/fear towards choosing the wrong place Anxious once they realize the costs associated Frustrated because information online requires calling resources Upset imagining their parent living at a home	Ambiguity around what to expect from retirement homes Fear that their parent will "break down" at any point Shock at wait-list information (if applicable, usually only in urban areas) Stress managing the tour information	Guilt regarding the feelings of burden this is causing them Stress because they are dropping other work/family responsibilities Tension communicating with parent(s) around shifting their lifestyle Overwhelmed because juggling real-estate conversations around sale of the house and figuring out monthly allowance for living + care costs Relief around making a decision Worry about making the best decision	Sadness to be giving up the old family home/belongings Tension organizing everything with parents Overwhelmed because juggling multiple service providers	Relief but also guilt about not visiting parents enough													