Preliminary feasibility analysis of the entertainment platform for the elderly in China

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Abstract. This paper presents the entertainment platform integrating assistive living services for elderly in their homes. The entertainment platform is acting as a user-centered to provide communication that connects the elderly to their formal care network, family, friends, communities, and provides services including household help, healthcare, exercise programmers and entertainment. We first analyzed the positioning and needs of the elderly for life entertainment platforms, and analyzed the user portraits of the elderly, so as to advance the preliminary design framework and key deployment content of entertainment platform products, including article section, short video and live broadcast and community board to enhance the happiness of the elderly's lives.

Keywords: Entertainment platform; User portrait; Community board; Design framework.

1. Introduction

Since reform and opening up, China's comprehensive national strength has continued to grow, and various social welfare undertakings have continued to flourish. Policy documents concerning the care of the elderly have been issued one after another, providing legal guarantee for the protection of the rights and interests of the elderly. The state advocates that governments at all levels take it as an important responsibility to protect the legitimate rights and interests of the elderly. For example, several Opinions of The State Council on Accelerating the Development of pension Service industry (Guofa [2013] No. 35) pointed out that we should ensure the material supply of the elderly, vigorously strengthen the construction of pension institutions, support social forces to set up pension institutions; We will run government-subsidized old-age care institutions well. We will carry out trials to reform government-run institutions for the elderly, further develop the consumer market for elderly care services, expand elderly care services, develop products and supplies for the elderly, foster industrial clusters for the elderly, and deepen reform to integrate medical and health care services with elderly care services. In the first three quarters of this year, the central government has invested 5.44 billion yuan to support the elderly service industry, said Zhang Weixing, spokesperson of the Ministry of Civil Affairs, at the ministry's regular press conference in the fourth quarter of 2018. This news is enough to make us feel the attention of the national pension team and see the broad prospects of the pension industry. With the surge of the elderly group, the pension mode is changing from institution to home. The elderly population, which is mainly at home, has a large scale, and the vulnerable elderly, such as old age, empty nest alone, disability and semi-disability, are rapidly increasing. The institution pension has been unable to meet the increasing demand for pension. Community and home care become the main body of the pension market. People can use the Internet to realize the optimal allocation of pension service resources. Big data processing and information with the help of the Internet brings the advantage of rapid spread, large data analysis function of using the Internet to build a community home endowment service information platform, collect and update the old man in all kinds of demand, thus for resource allocation and accurately provide the pension services, can achieve cross-regional allocate resources endowment.

One of the fastest growing population groups in China is people aged 60 to 80. In recent years, China's population aging is very serious. According to China's seventh national population census, the proportion of the population aged 65 and over in China is 13.50%, which is higher than the world average (9.3% of the population aged 65 and over), but lower than the average level of developed

countries (19.3% of the population aged 65 and over). And the main characteristics of aging population in China are as follows:

First, the elderly population is huge. China has 260 million people aged 60 and above, of whom 190 million are 65 and above. Sixteen of China's 31 provinces have more than five million people aged 65 or above, and six of them have more than 10 million. Lack of references

Second, the aging process has accelerated significantly. From 2010 to 2020, the proportion of the population aged 60 and above increased by 5.44 percentage points, while that aged 65 and above increased by 4.63 percentage points. Compared with the previous decade, the increase rate increased by 2.51 and 2.72 percentage points respectively. Lack of references

Third, there are significant differences in the level of aging between urban and rural areas. Nationally, the proportion of people aged 60 and 65 and above in rural areas was 23.81% and 17.72% respectively, 7.99 and 6.61 percentage points higher than those in urban areas. In addition to economic and social reasons, the difference in the level of aging between urban and rural areas is also closely related to population mobility. Lack of references

Fourth, the quality of the elderly population continues to improve. Among people aged 60 and above, 36.69 million have a high school education or above, an increase of 20.85 million over 2010; The proportion of the population with high school education or above was 13.90 percent, up 4.98 percentage points from 10 years ago. In the past decade, the life expectancy of China's population has also continued to improve. In 2020, the number of people aged 80 and above was 35.8 million, accounting for 2.54% of the total population, an increase of 14.85 million and 0.98 percentage points compared with 2010.

Population aging is an important trend of China's social development and also a basic national condition in a long period of time in the future. (Source: 7th National Census (stats.gov.cn))

A summary of all the above data, number of elderly people continue to increase, the aging population continues to increase quality in addition to this, the affection between parents and children in blood, but as the time between two generations of decreasing, the two sides to understand each other's spiritual demand reduction, two generations of people affected by the different times, formed their unique living habits and ways of thinking, In daily life, there are more or less all kinds of differences. In the face of special situations, there are also great differences in cognition and reaction ability, and the transmission channel of affection between the two generations is blocked. The gradual lack of communication between parents and children has been the norm throughout history, but the love between the two is also an eternal theme. In recent years, the demand of children to find a convenient and comfortable lifestyle more suitable for their parents has been increasing. Therefore, the development of a special platform for the elderly is to meet the human ethics, enhance the real requirements of feelings. Now the children of pension mode generally includes material or a rare holiday home care, so few old people daily life the spirit of the hierarchy of needs are met, the spiritual life content lack of forced the children and the old man looking for a more rational, more suitable, more human way of life, also spawned new market demand, make suitable for the elderly pension life entertainment platform. In addition, the society ushered in the era of big data, the Internet in all aspects of the application ability has been improved, derived from the application platform and location services and other technologies. These technologies make it possible to provide services tailored to local populations. Therefore, from the background and technical analysis, the development and promotion of this platform is feasible.

2. User portrait positioning

According to the analysis of user survey results, retirees living with their children in first-tier and second-tier cities have the strongest intention to use social pension platforms, and they are more willing to pay to experience the services of the platforms because they have a lot of leisure time and middle and high-end consumption. There are other parts of the crowd are also more interested, especially talent, single old people show the most obvious.

1. Pensioners: pensioners living with their children in first-tier and second-tier cities still feel lonely when their children go to work or go to school and leave their hometown where they have lived most of their lives.

2. Talent talent: It is a great pleasure for them to let more people see and appreciate their talent. The platform can develop the live broadcast segment and the short video segment similar to the current domestic craze to meet their expectations.

The sixth national census shows that 13.26 percent of China's population is aged 60 or above, and about 30 percent are single. They are lonelier and more eager for companionship than other elderly people. Therefore, the platform fits their needs very well and can provide them with a warm social entertainment environment, so that they will not be lonely in their old age. At the same time, the survey shows that about half of the single elderly people hope to find "the other half", so the platform can also start from this point, develop similar "community", "friends" board to attract more users.

3. Preliminary framework recommendations:

To make the elderly feel easy to understand and operate is a part of the design platform that needs to be taken into account. Although many elderly people understand and know how to use the Internet, there are still some elderly people who are not proficient in using the Internet, so the platform needs to take this aspect into consideration. When the platform advertises itself online or offline, it can make downloaded and used tutorials and distribute them to the elderly. Of course, the premise is that the platform itself needs to be simplified in design.

The main content of the platform can correspond to pension, social contact and entertainment respectively, which can be divided into several smaller sections. The platform can be designed to let users choose their favorite small plate platform when registering and then recommend content to users through big data.

Article section. Provide users with articles they are interested in through big data, such as articles on health issues concerned by the elderly, cooking articles, sports articles, etc. The articles recommended to them are determined by the small section preferences selected during registration.

Short video and live broadcast. In recent years, short video software has become popular all over the world. In China, the elderly group also accounts for a large part of short video software. The platform can develop a short video segment and attract more users by cooperating with some well-known and high-quality middle-aged and elderly people. At the same time, the live broadcast can also meet the needs of the talent groups mentioned above, so that their talents can be seen by more audiences.

Community board. Following the example of wechat circle of Friends and Weibo, users can share dynamic information in the community board and get to know friends with the same hobbies as themselves, so as to better eliminate the loneliness of the elderly.

Survey data source (in middle-aged or aged Internet map: social circle outside insight | Internet life everyone is the product manager (woshipm.com))

4. Conclusion

Now, about the old social entertainment endowment preliminary promotion platform is feasible, the main target group explicit (average consumption level higher city retiree), and the accurate find their needs, in addition to the government in recent years has also been gradually strengthening the support of the pension industry, the market now for this piece of business model also is less; The promotion of the platform can initially adopt the mode of simultaneous online and offline promotion, collect as much user experience feedback as possible, and continuously improve the platform through feedback.

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