



Winter Capstone

# *Zinnia* All Day

Team Capybara  
(G02)



Sponsor: [Zinnia TV](#)

# Tables of Contents

01 - Meet the team

02 - Problem context & statement

03 - Research insights

04 - Personas

05 - Key concepts & validation

06 - Solution approach & key features

07 - Demo

08 - Ethical considerations

09 - Next steps

# 01 - Meet the Team

# Team Capybara (G02)



**Akash  
Shrestha**

Project Manager  
[akash3@uw.edu](mailto:akash3@uw.edu)



**Beliz Ozhan**

User Researcher & Data  
Science  
[beliz@uw.edu](mailto:beliz@uw.edu)



**Reid  
Alexander**

UX Designer & Researcher  
[reidcar@uw.edu](mailto:reidcar@uw.edu)



**Clark Chin**

UX Researcher &  
Front-end dev  
[chincla@uw.edu](mailto:chincla@uw.edu)



**Parker  
Huang**

Data Analyst  
[psh1@uw.edu](mailto:psh1@uw.edu)

# 02 - Problem Context

# The Problem

57 million people worldwide live with dementia (WHO, 2021)

- Caregivers experience:
  - High stress
  - Burnout
  - Cognitive overload
- Behavioral **symptoms of dementia** (distress, agitation, aggression) **increase without routine**
- **Technology solutions must support caregiving routines**, not add complexity



# What is Zinnia TV?

- Zinnia TV offers high-quality, **dementia-friendly video content**
- Designed to **reduce distress** and **support engagement**



## However, currently caregivers cannot...

---

1 Organize content around time-of-day routines

---

2 Customize schedules to support specific care needs

---

3 Build and schedule custom playlists

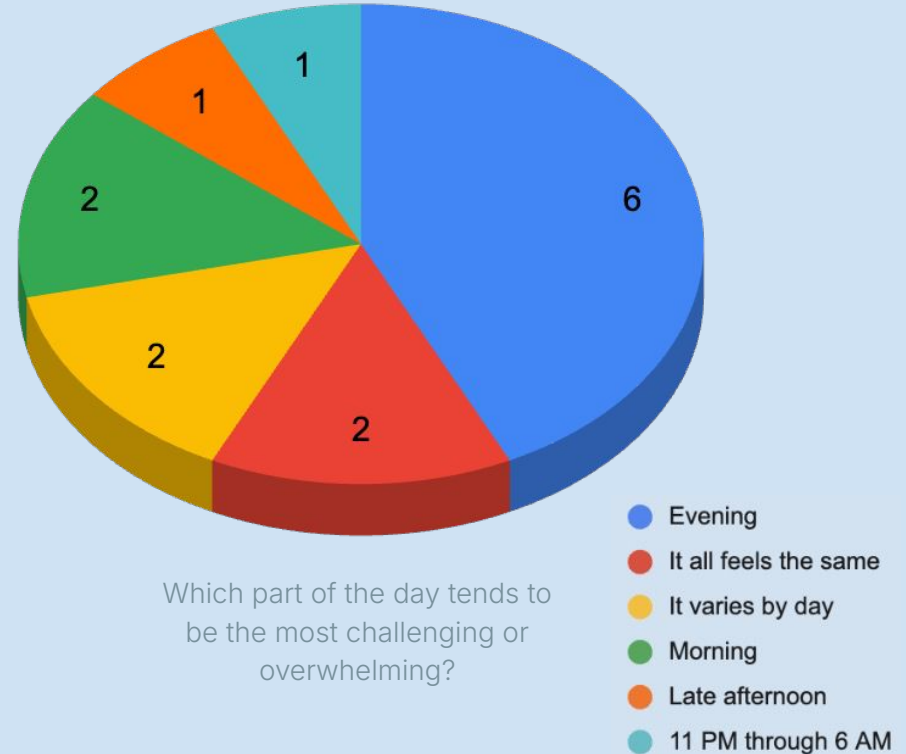
# 02 - Problem Statement

**How might caregivers who rely on Zinnia TV  
schedule daily content in a way that  
supports routine and reduces distress for  
both the caregiver and the person living  
with dementia?**

# 03 - Research Insights

# Key Research Insights

- **Late-day is hardest**
  - Evenings & transition periods were identified as the toughest times
- **Caregivers want guided control**
  - Preferred adjustable suggestions over full manual or automatic scheduling
- **Routines are not universal**
  - "Caregiving requires fluidity and customizability"



# 04 - Personas



**Melissa**  
*Spouse caregiver*

**Key Need:** An automated daily schedule that keeps Daniel engaged & reduces her own decision fatigue

**Age:** 71

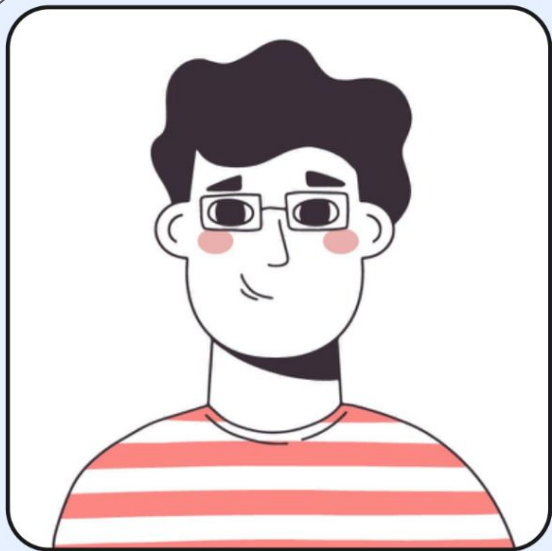
**Tech Comfort:** Minimal

**Motivations**

- Keep Daniel safe & calm at home, reducing her own stress
- Maintain predictability in daily routine

**Pain Points**

- Daniel becomes restless when idle
- Managing content is exhausting
- Worries about leaving him alone



## Matthew

*Adult child caregiver of  
parent in another state*

**Key Need:** A remote system to support his mother's daily routine without constant oversight.

**Age:** 41

**Tech Comfort:** High

### Motivations

- Ensure his mother's days stay structured & active from afar, keeping her independent & safe

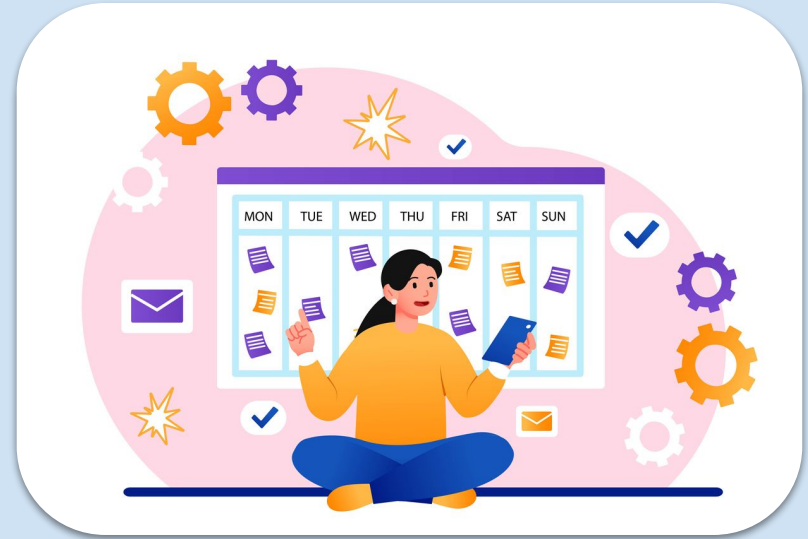
### Pain Points

- Hard to support his mothers routine remotely
- Unsure how his mom spends her day

# 05 - Key Concepts & Validation

# Key concept #1

- **Structured daily scheduling**
  - ◆ *Significance:* Organize dementia friendly content into morning, afternoon, and evening **routines**



## Key concept #2

- **Pre-planned programming**
  - ◆ *Significance:* Caregivers can schedule **content in advance**, reducing constant decision-making



# Key concept #3

## → Engagement

- ◆ *Significance:* Simple and interactive content allows caregivers and people living with dementia to **connect over media**



# User Validation

Concepts we validated with **real Zinnia users**:

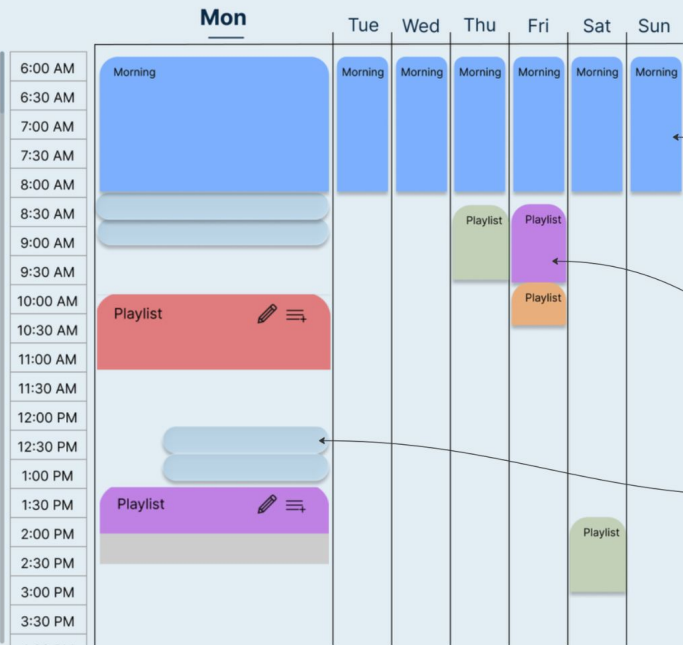
“Caregivers want  
**scheduled  
content**  
routines”

“**Time-of-day  
structure**  
matches how  
caregivers plan  
care”

“Scheduling tools  
can **reduce**  
caregiver  
**burden**”

# 06 - Solution & Key Features

## February 2026



Search genres

Q

Daily Living

Animals

Caregiver education

Exercise &amp; Meditation

Faith

Fun &amp; Games

Holidays

Interests

Nature

Quizzes

My Stuff

Favorites

Urgent calming

Today

Selected

Play now

Add to playlist

Start from scratch

Playlists

Playlist

Playlist

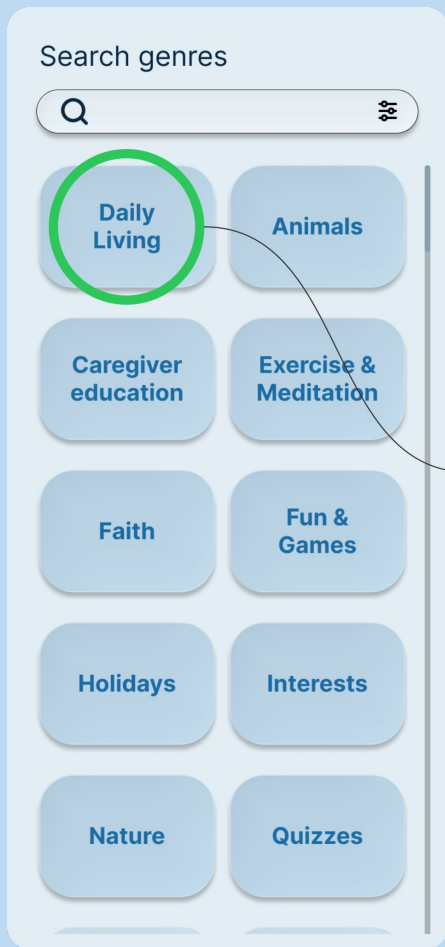
Playlist

Playlist

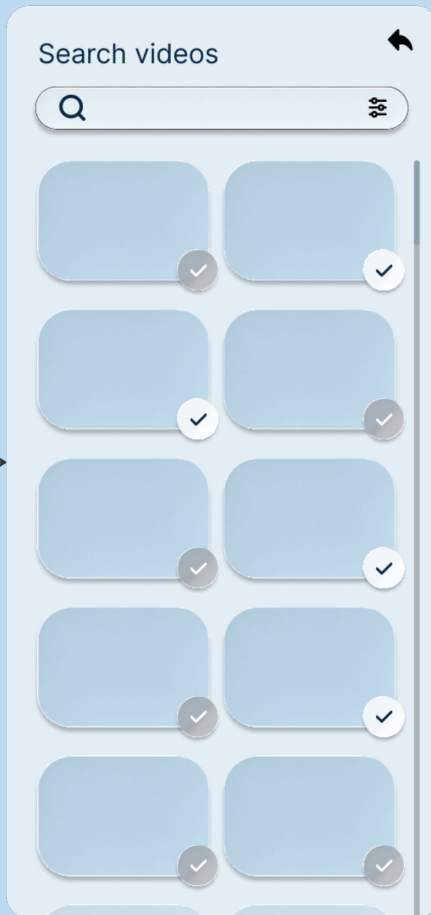
Playlist

Playlists at the ready for more spur of the moment usage

Drag-and-drop scheduling feature. Pull curated content or specific videos from the two sections into your daily schedule.



1) Pick genre



2) Select video(s)

## Selected

Play now

Add to playlist

Start from scratch

3) Choose an option and start building or watching!

# 07 - Demo Video



# *Zinnia* All Day



# 08 - Ethics

# Ethical Considerations

## → Values guiding our design

- ◆ **Team:** Communication, respect, transparency
- ◆ **Zinnia:** Inclusivity, simplicity
- ◆ **Users:** Accessibility, cultural inclusivity

## → Ethical risks + mitigations

- ◆ **Caregiver burden:** Reduce effort with templates & quick edits
- ◆ **Privacy:** Collect minimal data with clear consent
- ◆ **Screen overuse:** Support, don't replace, human interaction



“

*“The most valuable button is not the play button, it is the pause button. That is the moment to pause and connect over the content being shared on the screen, prompting conversation between the caregiver and the person they support.”*

- Bill Uniowski, Zinnia Founder

# 09 - Next Steps

## Challenges to resolve

---

- 1 Misalignment between sponsor expectations and capstone requirements
- 2 Limited access to Duke research data due to privacy constraints
- 3 Translating caregiver routines into a scheduling interface that is simple but still flexible

## Areas to expand

---

- 1 Complete one additional caregiver persona
- 2 Further develop the Schedule Builder interaction model
- 3 Improve usability for caregivers

# Next steps for spring quarter

## Expand

Expand current wireframes into a fully usable prototype platform

## Implement

Implement simulated back-end for scheduling system

## Test

Conduct further usability testing and iterate

**Thank you!**