

Group: Open Group

Sub-theme: I&T for Community (Community Wellness)

Project Code: O-001430

Epilogue AI : grief with less pain (內容只提供英文版)



User Pain Points

Caretakers face numerous challenges after an elderly loved one's passing, including administrative tasks, limited time to grieve, and scarce resources for funeral planning in Hong Kong. A digital marketplace for funeral services is currently unavailable, and accessing local funeral directors can be costly. The bereavement process often impacts work performance, and dealing with post-death affairs can take up to 18 months. In Chinese culture, discussing death is considered taboo, leading to avoidance and lack of advanced life planning. There are limited educational platforms addressing grief for Chinese individuals.

Solution Benefits

The digital funeral planner streamlines funeral planning, enabling users to focus on grieving and supporting loved ones. It offers comprehensive information on Hong Kong funeral services, facilitating informed decision-making tailored to cultural practices, preferences, and budget. The integrated marketplace and vendor partnerships save users time and money by efficiently comparing funeral products and services.

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Additionally, the platform provides grief counseling and educational resources, helping users cope with loss and navigate emotional challenges during bereavement.

Technologies Applied

AI algorithms analyze user preferences to offer personalized funeral product and service recommendations, and curate relevant grief support resources. Machine learning refines suggestions based on user feedback. Accessible as a responsive web or mobile app, the platform ensures seamless, user-friendly experiences. Geolocation technology locates nearby funeral facilities and local vendors, while large language models drive a chatbot for real-time emotional and practical assistance. The chatbot answers questions, directs users to resources, and provides emotional and educational support, easing the grieving period for the users.

Target Users

User Profile / Persona:

Epilogue AI targets working-age individuals, typically aged 25-60, who are often responsible for funeral planning. These users work full-time in various occupations, including professional, managerial, and clerical roles. Psychographically, they value efficiency and support during emotionally challenging times and prefer digital solutions that streamline complex processes. They often feel overwhelmed by the administrative and emotional burdens of funeral planning and seek comprehensive, culturally sensitive assistance. This group typically has limited experience with funeral logistics and values reliable, easy-to-access information and resources. Epilogue AI provides a user-friendly platform that simplifies planning and offers practical and emotional support.

User Scenario and Goals:

Alex, a 26-year-old professional in Hong Kong, has recently lost his grandmother. Living in a busy urban area and working full-time, he uses Epilogue AI to handle funeral arrangements and post-death tasks. Initially, he uses the platform to obtain the death certificate, notify family, and arrange transportation. He then explores and compares local funeral services and products, selecting the best options. Post-funeral, Alex manages ongoing administrative tasks and accesses grief support resources. His goals are to reduce emotional burden, streamline tasks, make informed decisions, and access support for grieving.

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