The Bengaluru, India-based company provides exclusive omni-channel clubs for seniors to offer constructive recreation.

A vision for a world where every senior enjoys independence and confidence in their daily lives.

Engagement Overview

Crownstack engaged with UnlockLife in 2024 as a Product Engineering Partner to design, develop, and deploy an integrated solution, including mobile, admin, and web applications, that connects UnlockLife & Senior Citizens.

About the Customer

Established in 2024, UnlockLife is not just a social club for seniors in Ahmedabad. It is a unique platform that organises various online and offline activities to help seniors lead fulfilling and engaging lives. These activities range from online events like virtual book clubs and cooking classes to offline social meetups, picnics, and games. Our mission is to unlock the potential and enjoyment of every senior by providing new and exciting opportunities.

Industry	Technology, Information, and Internet

Business Challenges

UnlockLife, a premium club for seniors, faces several challenges that can impact its growth and operations:

- **Attracting and Retaining Seniors:** One of our biggest challenges is getting new seniors to join the app and keeping existing members engaged. To maintain long-term interest, we must offer exciting activities like online events, social meetups, picnics, and games.
- **Compliance and Regulations:** Keeping up with changing rules and regulations requires constant effort. Non-compliance can lead to legal risks and damage to our reputation.
- **Standing Out in the Market:** The senior care industry is competitive, so we must differentiate UnlockLife by offering unique experiences, better engagement, and high-quality service.

By focusing on strategic planning, staff training, regulatory compliance, and innovative engagement strategies, we can overcome these challenges and continue growing.

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Business Solution

UnlockLife doesn't just address the challenges faced by seniors; it offers a comprehensive suite of services designed to enhance their independence and confidence. Their business solution encompasses a wide range of services, ensuring that every aspect of a senior's life is taken care of.

- **Social Clubs:** Providing online and offline platforms for seniors to connect and engage with like-minded individuals.
- **Assistance Services:** Offering support for daily tasks, accessible through calls or WhatsApp messages.
- **On-Demand Delivery:** Facilitating the home delivery of essentials such as medicines, groceries, and meals.
- **Vacation Planning:** Assisting in organising and booking personalised travel experiences.
- **Technology Support:** Guiding using modern devices and resolving technical challenges.
- **Educational Resources:** Offering access to a library of senior-friendly videos, podcasts, articles, and more to promote continuous learning and well-being.

By integrating these services, UnlockLife doesn't just support seniors; it empowers them to lead fulfilling lives with greater autonomy and support, instilling a sense of [inspiration] and [hope] in their hearts.

Technology Stack

Frontend	React Native(Mobile app), NextJS(Web app)
Backend	NestJS
Workflow	JIRA, Google chat, Github

Business Outcome

UnlockLife is a premium club designed exclusively for seniors. It aims to enhance their quality of life by providing services and fostering a supportive community.

- **Social Clubs:** Both online and offline platforms where seniors can connect, socialise, and engage in various recreational activities.
- **Assistance Services:** Personalized support for daily tasks, such as arranging deliveries, booking transportation, planning vacations, and troubleshooting technology issues.
- **On-Demand Delivery:** Facilitating the home delivery of essentials like medicines, groceries, and meals.
- **Vacation Planning:** Assisting seniors in organising and booking personalised travel experiences.
- **Technology Support:** Offering guidance on using modern devices and resolving technical challenges.
- **Educational Resources:** Providing access to a library of senior-friendly videos, podcasts, articles, and more to promote continuous learning and well-being.

By integrating these services, UnlockLife strives to empower seniors, promoting independence, confidence, and a sense of belonging within a like-minded community.

Further Links

[Learn More About Crownstack's Offerings](#)

[Learn More about UnlockLife](#)