

2017

# Design on Aging: Connected Living

This discovery book was created to help entrepreneurs and innovators in the aging space design for older adults at high risk of isolation, provide insights to help hone value propositions, consider opportunity spaces for growth, and plan a prototype for their own ideas.

**AARP** Real Possibilities  
project

**CATALYST + IDEO**  
the power of we





## **About Project Catalyst**

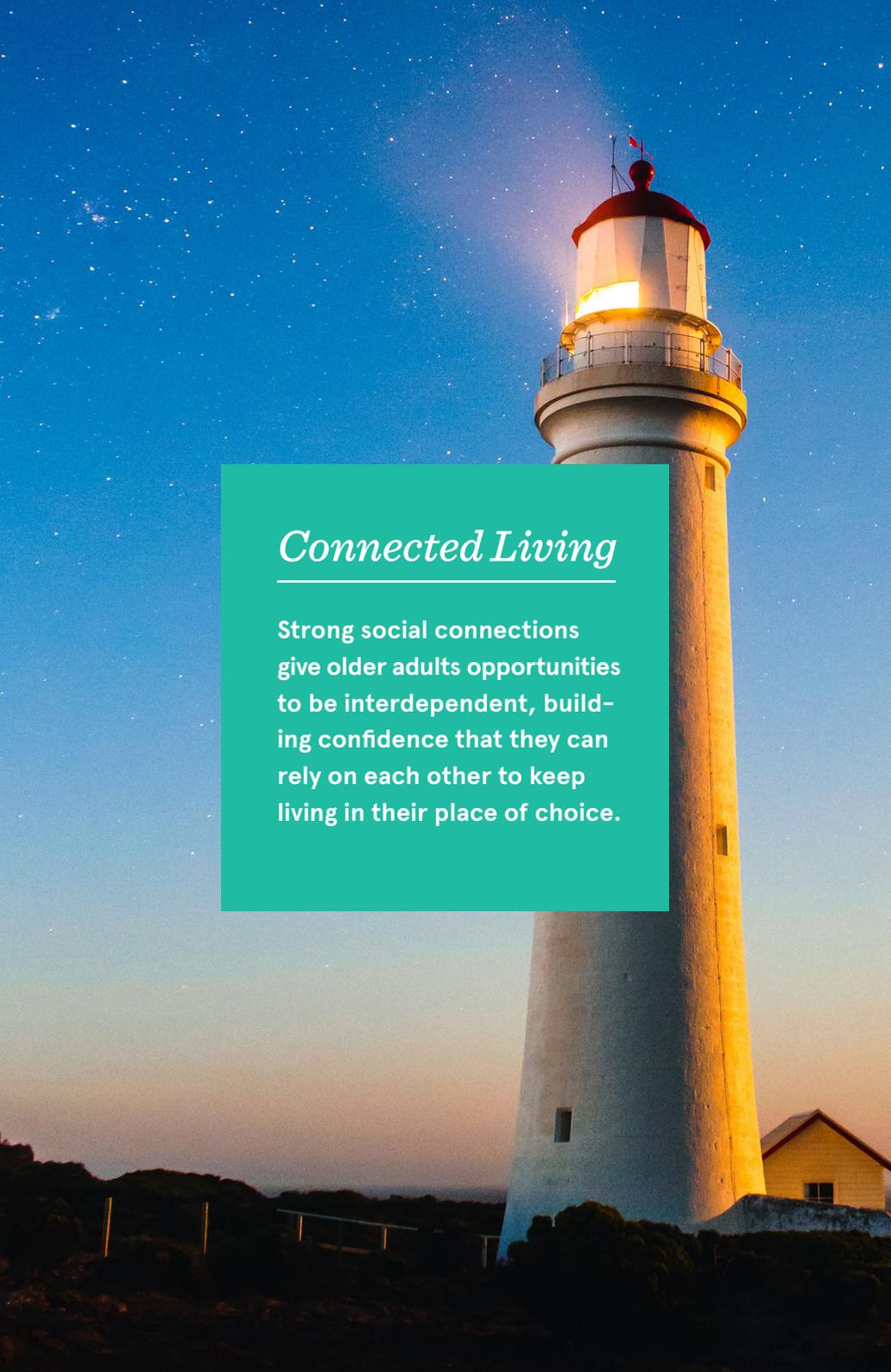
Project Catalyst fills a gap in the market by putting the 50-plus consumer at the center of innovation. By conducting consumer research on new and emerging products with this demographic, we help inform developers about how their products and services are working to improve the lives of Americans as they age. Founding partners include AARP, Robert Wood Johnson Foundation, MedStar Health, Pfizer and UnitedHealthcare.



# *“You need to invite people to be part of you.”*

## **Julia**

On the plane home to the island of Molokai, Julia looked down at the moon-like surface and suddenly realized, “It’s my turn now. I am going to become a lady of leisure.” After a lifetime taking care of her children, she dreamed of late nights playing ukulele with locals and guests at Restaurant Molokai, and afternoons chatting with old friends and practicing the hula. Her children live a few doors away and manage the only hotel on the tiny island. Many of her friends’ kids moved where their careers took them. So Julia plans regular get-togethers with the other kapunas, the older people of the island. When her friend Mary didn’t show up one night, everyone learned Mary’s husband Tom had fallen ill. Julia knew Mary would never ask for help, so she got the women together and devised a plan. Their friend Susan knew the family best, so the next day, she was on Mary’s doorstep with gifts. Julia encouraged Susan to return a few days later to invite Mary to her ukulele performance; after all, why play to an empty room? A week later, the school needed a carpenter. After his recovery, Tom, a carpenter by trade, was asked to help. Fulfilled with a new sense of purpose, he left the house after a month inside.



## *Connected Living*

**Strong social connections give older adults opportunities to be interdependent, building confidence that they can rely on each other to keep living in their place of choice.**

# Design on Aging: Connected Living



About Our Research



Design Insights + Principles



Mindsets



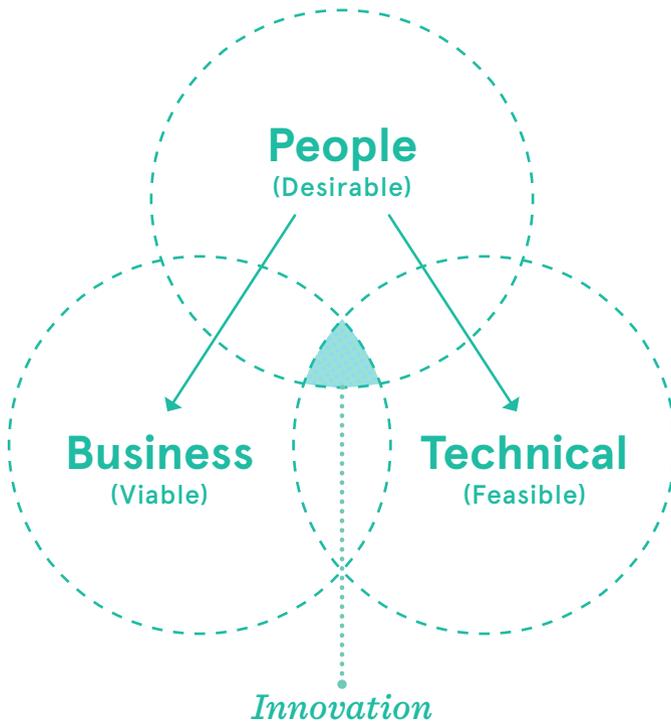
Design Prototyping



Design Strategy



## About Our Research



## Design Thinking

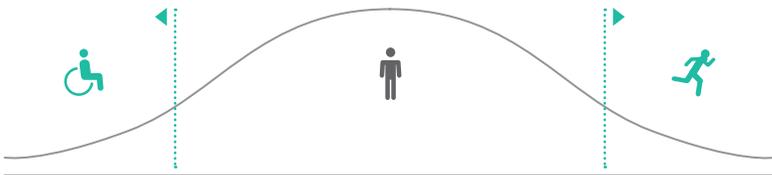
The design thinking process is human-centered. It starts with the people you're designing for and ends with new solutions that are tailored to suit their needs. It's about developing empathy, generating tons of ideas, building lots of prototypes, sharing what you've made with the people you're designing for, and eventually putting your innovative new solution out into the world.



# *Generate in the extremes, validate with the mainstream*

## **Designing with data**

The extremes are the best place to find generative inspiration for new design solutions, which later can be validated at scale with your core users. Identifying and presenting concepts to individuals who are extremely familiar or extremely unfamiliar with the challenge you are designing for can highlight issues that the target user is unable to articulate. When looking for inspiration, think about finding people who reflect the edge cases, such as those who have come up with unique workarounds for the challenges you are trying to solve.



After getting inspiration for new design solutions from people at the extremes, it is important to validate these solutions at scale with your core users. The insights shared in this book are inspired by interviews with 22 extreme users and a survey that validated the insights with 1,146 U.S. adults aged 50+ at high risk of isolation.

# *The fabric of design research*

## **Open-minded curiosity**

Design research for aging is about getting outside of your own perspective and becoming informed and inspired by the world around you. It is dedicated to understanding the lives and voices of older adults. We invite you to explore the hopes, desires, and aspirations of those you're designing for by talking with them directly.

## **Design research for aging...**

- Uncovers latent needs
- Focuses on all stakeholders, from aging individuals to caretakers
- Happens in natural contexts
- Promotes dynamic conversations
- Generates actionable interpretations



**Design Insights  
+ Principles**

# *Learning about what matters to older adults*

## **Identifying key user needs**

Insights are the result of what we've heard during our research. Our process takes us from inspiration to ideas and from stories to themes. By condensing and prioritizing what we've learned, we establish a new perspective on opportunities for innovation. Insights were inspired by interviews with more than 20 older adults as well as caregivers, then validated at scale through two surveys. More than 1,150 adults at high risk of isolation and age 60 and older took our surveys, as did 100 caretakers across the United States.

## **Design Principles**

Using the rich insights we learned in the field, we developed principles for design. These principles should serve as a checklist to help fine-tune ideas. They are human-centered guidelines for designing impactful products, services, and experiences.



## Overarching insights

### Marketing to “seniors” goes unanswered

We don't identify with being “seniors” and resent messaging that lumps several generations into one group of “old people.” We do, however, respond to marketing and products that reinforce our identities as people who are strong, healthy, independent, busy, and not easily scammed.



*“You need to disguise an emergency button as something else. People don't think of themselves as somebody who needs an emergency button, even if they really do.”*

—Michael, 61

### Decline is more terrifying than death

We're more comfortable with thinking about our legacy and the way we'd like to die than about the many uncertainties associated with physical, mental, and social decline. We need products and services that tactfully help us address critical decisions early on, and plans that will keep us feeling empowered and in control. Even when facing decline, we value solutions that point towards an upward trajectory.

**80%**

of older adults at high risk of isolation say it's more emotionally difficult to talk about their plans for losing the ability to take care of themselves than plans for their funeral service.

## Healthy aging is grounded in years of practice improvising solutions

We know that even the best-laid plans might fall through, and many of us want to be flexible about housing arrangements. However, we do not always have the social support, resources, or attitude to improvise well. Those of us who “age well” have been coming up with work-arounds for difficult situations our whole lives.

7%

have a long-term insurance plan that will help cover the costs of home health care or housing.

60%

have no social network outside of the home to help them improvise solutions.

73%

describe themselves as uncomfortable with living in the moment without a plan.

## Technology and caregiving services are for operational tasks, loved ones are for emotional support

When it is accessible and affordable, we prefer that trusted service providers or technologies help us with logistically and physically-demanding household tasks. We need solutions that free up family members for the moments of closeness and intimate support that we crave so much.



*“I’d like my daughter to paint my nails and sing to me, not change my diaper.”*

—Patty, 68

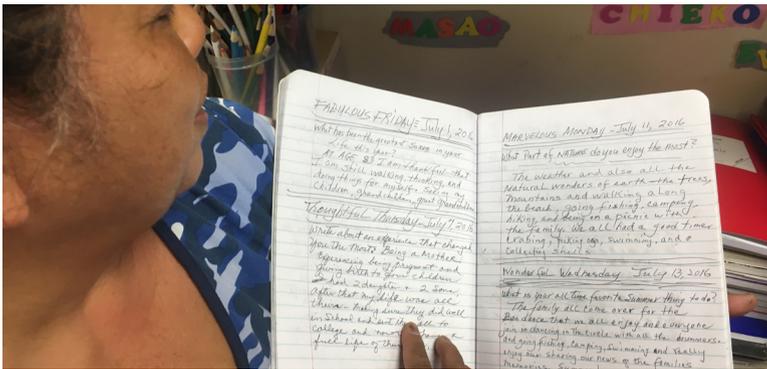


# Insights on connected living

## When designing social connection solutions for aging adults, it's impactful to consider:

### Social ambassadors and simple activities help people take the first step

While there are many options for joining communities and shared activities, participation is still low. With age, we tend to retreat inside ourselves. Many of us need more than just an invitation; we need an “ambassador” to help us join activities that feel approachable. Ambassadors can convince us that we’d be important to an activity, that we’d fit in, and that there’s value in trying something new.



*“They are afraid to come to our adult care center. They don’t think it is for them. But after we convince them to try, they come every day, rain or shine.”*

—Kala, Senior Day Center

## Extreme self-reliance is a life-threatening condition

For older adults who have never practiced interdependence, asking for help can feel like a defeat brought on by old age. We want to feel taken care of without feeling degraded, and value opportunities to explore interdependence, experimenting with giving and receiving help. The more care we need, the more we wish we could give to others. Reciprocation is vital to preserving our sense of dignity.



*“It is very important to have somebody to take care of, like my cat. When you become completely dependent on others, you need to find ways to preserve your dignity.”*

—Barbara, 93

## Older adults look for new co-conspirators for shared passions, not new best friends

Many of us have lost our dearest friends to distance, decline, and death. No virtual network can provide us with the closeness that we’ve felt with old friends. We don’t expect or want to recreate these relationships. But we do deeply desire companionship with those who share our interests, and who can be a part of what matters to us now.



*“I play golf every day. Friends my age don’t go out anymore or they are dead. I don’t expect much, but I’d like to meet somebody to play golf with.”*

—Lincoln, 80



## People want tools they own, not tools that own them

The more we lose control over parts of our body or minds, the more we want to feel full control over our assistive tools. We fear what might happen if they malfunction or the power goes out. The most popular tools feel like an extension of our bodies. They are simple to use, reliable, and often appear low-tech. They fit naturally into our lives, rather than us having to adapt to them.



*“Much of what I see working well is low tech. The most helpful tool in my kitchen is a stool. I can sit here and chop and cook. It’s as simple as that. I know exactly how it works.”*

—Elna, 77

## *Design principles*



**Focus on people's happiness and aspirations rather than assuming decline**



**Acknowledge that people feel younger than their age**



**Support the individuality of older adults**



**Provide analog mental models to high tech solutions**



## **User Mindsets**

# *Understanding and designing from the older adult's point of view*

## **Meet the four user mindsets**

We identified user mindsets using a hybrid approach, cross-validating learnings from in-depth, in-context interviews with a large-scale survey. We chose four ambassadors to represent the mindsets:



**Defiant Social Butterfly**



**Organized Indulger**



**Introspective Homebody**



**Guarded Stability Seeker**



## User Mindsets



### Defiant Social Butterfly

#### Aspires to

Grow and evolve through new challenges

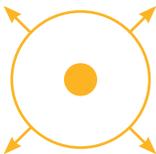
#### I want to feel

Understood

#### I find purpose through

Building a professional identity and leading community groups

#### SOCIAL MODEL



Reliance on friends



### Organized Indulger

#### Aspires to

Reward a life of discipline and sacrifice with a little fun and adventure

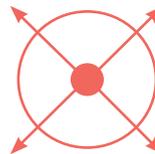
#### I want to feel

In control

#### I find purpose through

Taking care of others

#### SOCIAL MODEL



Reliance on friends + family



### **Introspective Homebody**

#### **Aspires to**

Enjoy memories and reflective activities at home

#### **I want to feel**

At peace

#### **I find purpose through**

Pursuing my passions solo or by joining group activities

#### **SOCIAL MODEL**



**Reliance on self**



### **Guarded Stability Seeker**

#### **Aspires to**

Enjoy simple pleasures with close loved ones

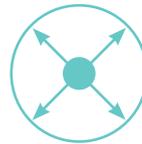
#### **I want to feel**

Safe

#### **I find purpose through**

Putting my skills to use for my loved ones

#### **SOCIAL MODEL**



**Reliance on close family**



## User Mindsets



### Defiant Social Butterfly

I love exploring new places

71%

I'm controlling rather than passive

64%

Life should be fun rather than taken seriously

100%

I make decisions based on data and proof rather than intuition

61%

I prefer things that have stood the test of time

52%

I feel like I am growing older

44%



### Organized Indulger

I love exploring new places

55%

I'm controlling rather than passive

76%

Life should be fun rather than taken seriously

100%

I make decisions based on data and proof rather than intuition

69%

I prefer things that have stood the test of time

56%

I feel like I am growing older

51%



## Introspective Homebody

I love exploring new places

39%

I'm controlling rather than passive

0%

Life should be fun rather than taken seriously

100%

I make decisions based on data and proof rather than intuition

69%

I prefer things that have stood the test of time

100%

I feel like I am growing older

51%



## Guarded Stability Seeker

I love exploring new places

32%

I'm controlling rather than passive

40%

Life should be fun rather than taken seriously

0%

I make decisions based on data and proof rather than intuition

78%

I prefer things that have stood the test of time

88%

I feel like I am growing older

78%



## User Mindsets



**Guarded Stability  
Seeker**



**Introspective  
Homebody**

**LOW**

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*Openness to  
new offerings*

# *Risk of loneliness*

HIGH

HIGH



**Defiant Social  
Butterfly**



**Organized  
Indulger**

LOW



## What does Michael care about?

Based on the photos and quotes below, guess some of his values and needs.

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### MICHAEL ON COMMUNITY LEADERSHIP

*“Seniors become depressed. It might present as unwillingness to participate. You have to pull them out. I organize shoe decoration workshops, show them pictures, and invite them to join.”*



#### MICHAEL ON CREATIVE EXPRESSION

*“In my bedroom, I am surrounded by my friends, dead and alive. Each of these paintings is from a different artist. Each of my artist friends also has one of my paintings at home.”*



#### MICHAEL ON CARETAKING AND ANIMALS

*“It is important to take care of someone else so you don’t get wrapped up in your problems. And when you are sick, people don’t know how to react. Dogs don’t care.”*



MICHAEL

*“I’m excited about the possibilities of reinventing myself over and over again as I age. I am hoping and praying that I will be able to stay in the mix and be a part of the here and now for as long as I live.”*



## Defiant Social Butterfly

### *Constant exploration is my state of being.*

I'm all about having new and novel experiences to keep things interesting. There's so much out there to take part in. You can't do it all, of course, but I try! A good week is one with lots of activities—which is pretty much how I spend most weeks. I like being the ring leader and turning my friends onto all sorts of unusual escapades. They like to call me “the ambassador.”

I believe it's very important to keep your hands and mind active as you age. Creative expression is such a great outlet. It's critical for me to be able to express who I am and never stifle any aspects of my personality. It makes me feel alive. As does doing things for the community, whether I'm teaching a class, putting together an event, caring for a neighbor, or brightening someone's day.

I know that aging is a part of life, but I'm not going to just sit in a rocking chair and watch it happen to me. Now isn't the time to wither away. I prefer to continually reinvent myself.

### **When it comes to social connection...**

I've built a large community and take part in lots of different kinds of activities. They help me live in the moment. I love adventure for adventure's sake, but also, I realize that I do keep myself busy so I don't dwell too much on the difficult things in my past. I never really thought about it, but I guess it helps me avoid feelings of pain and loss.



## Organized Indulger

### What does Beatrice care about?

Based on the photos and quotes below, guess some of her values and needs.

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#### BEATRICE ON PLANNING SOCIAL EVENTS

*“Once a month, there are eight girls and we have lunch. We’ve been doing it for the past ten years. It is my turn to organize this month, and I am enjoying picking the restaurant. We usually discuss all our problems and the world’s problems and hold each other up.”*



### BEATRICE ON CREATIVE EXPRESSION

*“My son made this tree for us during a cruise the family went on together, and then we each decorated it with a leaf.”*



### BEATRICE ON FAMILY

*“I am surrounded by a large family that I raised and that I can count on. I also help at garage sales and at the church. I support others so they will support me later on.”*

## BEATRICE

*“I raised three kids. I worked hard with my husband on the family business. And now I just want to travel. I took my family members on a cruise last year and planned every detail for them. When it comes to planning, my family comes to me...”*





## Organized Indulger

*I'm a good planner, so I can usually handle things on my own.*

I've always lived by the book—now is my time to enjoy. I'm excited about this time in my life because I feel like I can finally get out there and travel with my family and friends. I've been oriented toward doing for others most of my life: being a good partner, raising my family.

When it came time to retire, I was really looking forward to it, but then I got bored after about six months. So I started to do a lot of traveling. I took my whole family on a cruise. I'm always planning things like that.

What can I say, I like to run a tight ship. Order and organization are two of my strong suits. I'm a fan of feeling a sense of control, but I'm also comfortable relying on experts. I trust my doctors to know what's best for me. I guess a lot of people aren't always compliant, but if it's going to give me a better quality of life, why object? Then again, I've always been a rule follower.

### **When it comes to social connection...**

I have a core group of trusted friends and family who I enjoy being with. I definitely seek out social situations, and prefer ones that are structured vs. ones that are a little more unpredictable. Always happy to make a new friend, though!



## Introspective Homebody

### What does Carol care about?

Based on the photos and quotes below, guess some of Carol's values and needs.

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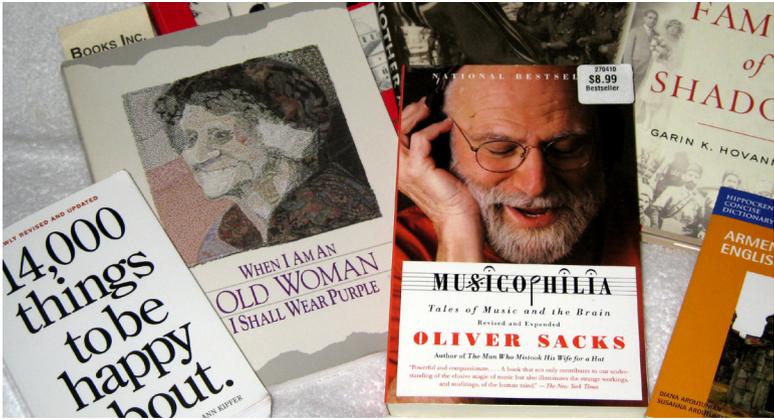
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#### CAROL ON LEGACY + SENTIMENTALITY

*“I’m the family genealogist. Pictures of loved ones let me visually ‘visit’ each day to treasure anew the lifetimes we share even when we cannot be together. Memories make my home.”*



### CAROL ON FEELING LESS LONELY THROUGH BOOKS

*“In my heart I’m an introvert—I like my own company. I would be happy as a clam spending time in my space so long as I can do research, read about nature, music...”*



### CAROL ON GROUP ACTIVITIES

*“The choir is therapy. It forces me to get out once a week. I’m so glad I was invited, and you know, if you mess up or forget a word, there’s enough other voices to cover up for you!”*

A close-up portrait of an elderly woman with short, wavy, light-colored hair. She is smiling warmly, showing her teeth. The background is dark and out of focus.

CAROL

*“There are a lot of exciting things about growing older: working in the yard, decorating the house, reading, and indulging in memories of great friends. I can go to my grave with peace of mind...”*



## Introspective Homebody

### *I value time alone, but that doesn't mean I'm lonely.*

I'm most at peace when I'm enjoying simple pleasures and reflective moments at home. I take comfort in memories of those who enriched my life over the years.

My definition of a great adventure isn't traveling abroad or thrill-seeking. I'm most content when I'm reading, gardening, or listening to music. These things help me keep in touch with my emotions.

I'm happy to live vicariously and explore the world through others' experiences and stories. I enjoy quiet and solitude. It's not that I'm a recluse. I do enjoy one-on-one visits with friends, especially in my home.

I'm reluctant about technology until I really see it work. I'm not one who needs the best new gadget. I've made it this far without it, though I did finally get a smartphone a few months ago.

I've always been independent. I'm most comfortable doing things for myself. I wouldn't say no to receiving help, but I also wouldn't ask for it, for fear of putting anyone out. I know eventually, I'll need to lean on others. I'm not crazy about the idea, though.

### **When it comes to social connection...**

I'm most comfortable when people come over to the house. I'd rather make coffee for a close friend than go out and meet them at a fancy cafe. I'm a "together alone" kind of person: If I do engage in something social, I enjoy going to choir, where I can be in the company of others without being in the spotlight.



## Guarded Stability Seeker

### What does Gabriel care about?

Based on the photos and quotes, guess some of his values and needs.

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#### GABRIEL ON PRIVACY

*“I picked up this book because of the title. I am selective. I might come across as rude. I don’t initiate the conversation. But when I am spoken to, I reciprocate. My wife is the social one.”*



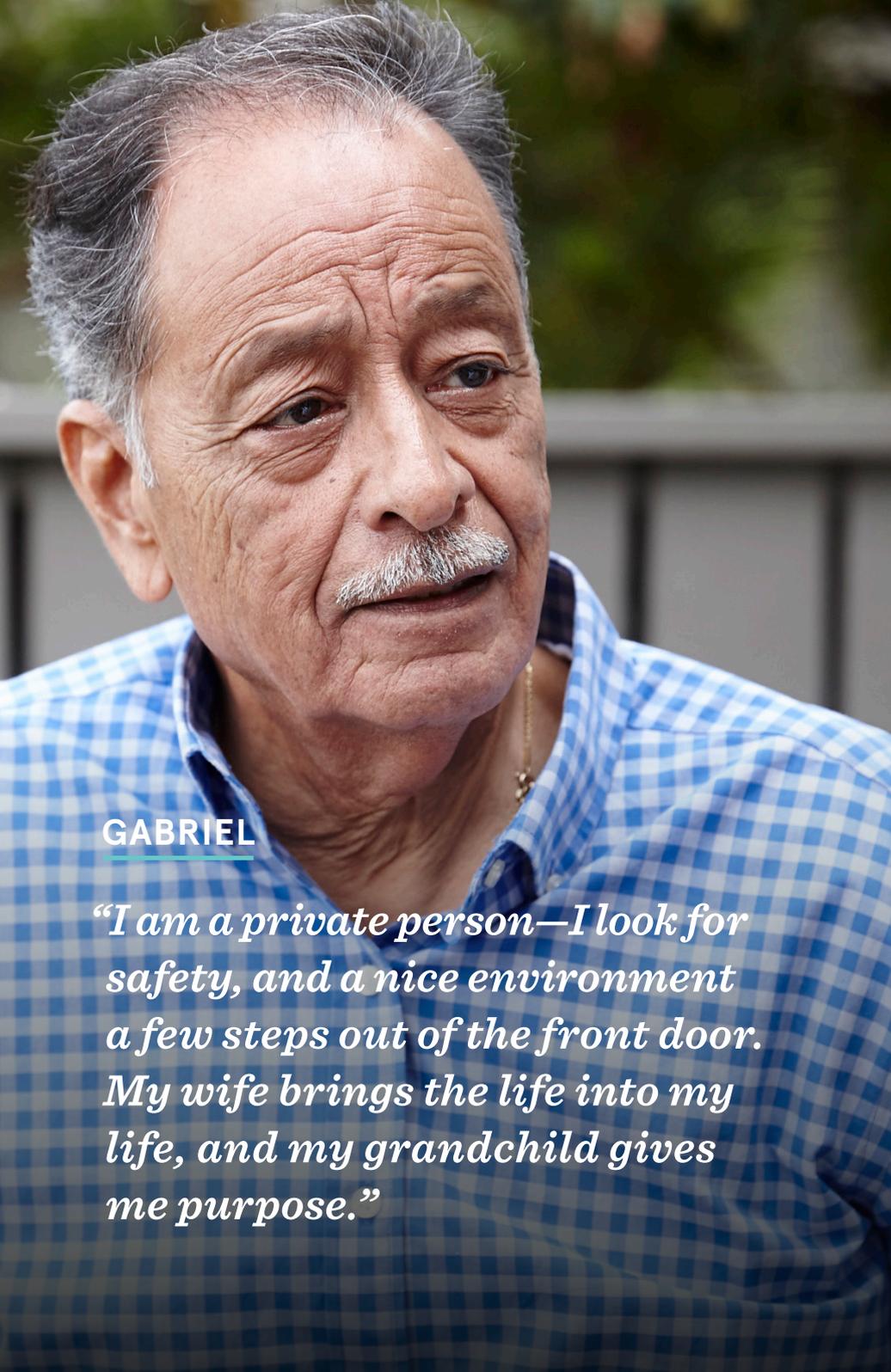
#### GABRIEL ON TRUSTED COMMUNITIES

*“We moved into this neighborhood because everybody is background-checked. Plus it is peaceful. Nature is at our doorstep.”*



#### GABRIEL ON CLOSE RELATIONSHIPS

*“My wife deserves a lot of credit for my recovery. She has been taking care of me for all these years. I love Juanita more now than forty years ago. Our relationship makes it wonderful to be alive and to grow older together.”*

A close-up portrait of an elderly man with grey hair and a mustache, wearing a blue and white checkered shirt. He is looking slightly to the right with a thoughtful expression. The background is a blurred outdoor setting with a grey fence.

GABRIEL

*“I am a private person—I look for safety, and a nice environment a few steps out of the front door. My wife brings the life into my life, and my grandchild gives me purpose.”*



## Guarded Stability Seeker

*I've built an emotional fortress that makes me feel safe and secure.*

I think people may perceive me as selective or rude, but I'm just a quiet, pensive, private person. I may not be the type to initiate conversation, but if you do, I'm happy to engage for a little bit.

I don't follow my intuition—I'm more of a rational facts-and-figures kind of guy. There's no one I love being with more than my wife. She brings so much to my life. She's my connection to the world. We're active in our church. It provides an important foundation of community that I can tap into on a regular basis.

Having our granddaughter over is one of life's great joys. It not only melts my heart, it gives me a purpose, a job to do.

I'm aware that people prey on people my age. I'm cautious about not getting taken advantage of by scams. You have to be a little suspicious of things when you're an older person.

### **When it comes to social connection...**

I don't need much. But when I do, I'm looking for quality time and one-on-one experiences with people I love and trust. I'm pretty emotionally guarded, and generally only open up when I feel most comfortable, like when I'm with my wife or my granddaughter. Church friends are another important connection, both socially and spiritually.



# *How to design for the four mindsets*



### Defiant Social Butterfly

- Offer new, exciting adventures that help them build and strengthen networks beyond their families
- Help them gain insights into who they are, as an entry point into products and experiences
- Give them opportunities to lead and mentor others through professional or community activities
- Give them opportunities to express themselves creatively through art and physical activities



### Organized Indulger

- Give them structured social activities that offer them a sense of control
- Offer them creative activities that strengthen their connections to their loved ones and their communities
- Pair them up with a more adventurous individual or group who can hold their hands as they take their first steps toward new adventures
- Enhance their sense of purpose by offering opportunities to be crafty and take care of others in their communities



### Introspective Homebody

- Offer them tools to cultivate passions at home, like playing or listening to music, reading, or collecting and reliving memories
- Invite them to group activities in their communities where they don't stand out, but can feel "alone together"
- Identify trusted ambassadors in their communities who can hold their hands and encourage them to try new activities, products, and experiences
- Design for social interactions within their homes, which can become small social hubs for their communities



### Guarded Stability Seeker

- Offer them opportunities for creative expression through crafty activities they can do with their partners or closest loved ones
- Enable them to serve local communities and trusted neighbors as a way to build a sense of purpose
- Design products that enable social connections, building on their desire to enjoy the simple pleasures in life



# Prototyping

## *Making ideas tangible*

### **Brainstorming creative solutions**

Rapid prototyping is an incredibly effective way to make ideas tangible, learn through making, and quickly get feedback from the people you are designing for. Prototypes are only meant to convey an idea—not to be perfect. You can quickly move through a variety of iterations and build on what you've learned.

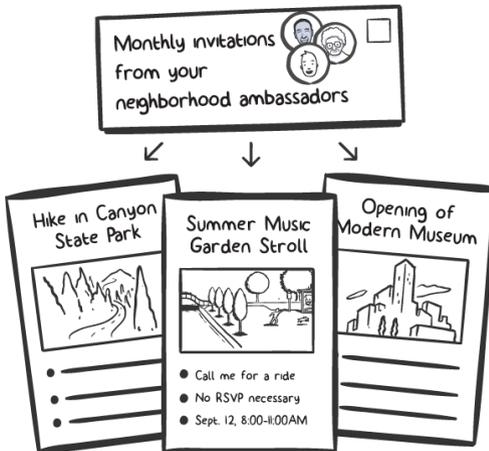
### **Answering questions**

Prototypes can come in many forms, such as sketches, storyboards, role-playing, models, mock-ups, etc. The goal is to make something tangible that conveys the idea you want to test. There is no need to make it perfect. A prototype needs to be just good enough to get the idea across.



# Experiment 1: Neighborhood outings

To evaluate how the different mindsets would react to social outings, we prototyped these neighborhood events.



## We told them

Imagine receiving monthly invitations by mail from neighbors to join outings to local events and attractions. Your neighbors offer you optional transportation to and from the events. Even busy neighbors could join in for just an hour or so.

## Their reactions



### Defiant Social Butterfly

*“I kind of do this already—I love leading these types of gatherings. The most amazing thing is seeing somebody who doesn’t usually come out really open up. I’d like some more access to know what facilities I can use and what I have to work with.”*



### Introspective Homebody

*“It would depend totally on the event. It probably would have to be something that I enjoy doing, even challenging, that captures my imagination. I’d like it if there was an expert, and access to transportation”*



### Guarded Security Seeker

*“As long as I have a spouse, I don’t need much. If she was no longer around, then I would have to consider other options. I’d still be a little hesitant to want to do this, but I might try it depending on who was doing it and what was taking place. I would probably need a job to do.”*



### Organized Indulger

*“I usually like to have control over how, where, and with whom I spend my time with, but it could be an excellent way to connect with community and get out with familiar people.”*



## *Experiment 2: Iterating on neighborhood outings*

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After understanding reactions to our rough sketch, we moved up in fidelity by creating a new prototype of the invitation and hone our messaging.

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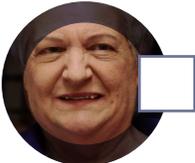
### **We told them**

Imagine receiving monthly invitations, slipped under your door by a neighbor, to join outings and learn new skills. Neighbors could carpool. Even busy neighbors could join in for just an hour or so.

# Guess which mindset would join

- A. to cultivate a personal passion with a larger group
- B. for the opportunity to teach a class
- C. because it seems like a trusted offering that requiresing limited conversations
- D. because it would be rewarding to organize the event

	SEE
	<b>A tour of Jill's local secret gardens</b>
	LEARN <b>How to raise heirloom tomatoes anywhere!</b> <b>How to make your own composted fertilizer</b>
	<b>\$15 general admission</b> \$10 LOCALS \$6 SENIORS
	OTHER UPCOMING EVENTS: Movie + Filmmaker Q/A led by Robert G. Museum opening + Painting course led by Sierra F.



**Your Community Guide Certification** 

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- ✔ Security check
- ✔ Guide training
- ✔ HR practicum
- ✔ Expertise: Art History, Woodworking, Gardening

*Orange: D; Red: B; Gray: A; Green: C.*



## Prototyping

*It's time to start trying out ideas in the real world.*

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**Once you understand the needs of the mindsets and the importance of neighborhood ambassadors, you can experiment with a platform to help organize local events.**

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You can take this concept and build on it. Start with a live prototype—still low fidelity, but a real experience that can be tested out with real people. Create a local pop-up “neighborhood outing.” Identify a few neighborhood ambassadors to facilitate events and have them help you pick a passion topic and guest list. Create invitations in a variety of mediums, so you can learn what works best for outreach. Is it postcards? Facebook? SMS? Handwritten invitations that come in the mail? Coupons? Now, go out and learn by doing.

### **Questions?**

As you implement your live prototype, try to find answers to these questions:

- How might we expand outreach to those people who are normally hard to reach, such as the Guarded Stability Seeker and the Introspective Homebody?
- How might we make organizing events easier for neighborhood ambassadors, like Organized Indulgencers and Defiant Social Butterflies?

- How might we inspire trust among people who are new to our service?
- How might we ensure access for people with mobility constraints?
- How might we compose and support groups that will enjoy each others' company?

How might we fuel older adults' passions and sense of purpose?

## How will we evaluate the prototype?

**OBSERVATION:** Pay attention to user responses to the experience. How are they behaving and feeling about it before, during, and after? When are they quiet, flustered, or annoyed? When are they chatty, at-home, or energized? Take notes, pictures, and videos.

**INTERVIEW:** Asking 5–10 users questions during and after the experience can help you learn more about what stood out to them, what they'd do differently, and how to overcome barriers to participation. Interviews are an opportunity to dig deeper and co-design with your users.

**SURVEY:** Survey all of the people who participate in your experience to get large-scale feedback (for instance, a 10–15 minutes survey with 100+ users) on the features of the experience and the likelihood that someone will participate again or recommend the experience to a friend. Collect data to help you describe the demographics of your respondents and understand their mindsets.

Collect statistics along the way to measure the basic outcomes of your prototype. For example, gather data on the number of people who respond to invitations of different types, visit a website, make a reservation, attend an outing, or refer your idea to other users.



## **Design Strategy**

# *Making your idea desirable*

## **Evolving our strategies**

Successful innovations hit the sweet spot between desirability (will people like it?), feasibility (can we do it?), and viability (does it make business sense?). The first step is to ensure that our ideas meet real user needs. Sketch an idea inspired by the insights described on pages 14–45 of this book.

### **Idea name**

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### **Idea description**

In a few words, describe your idea in a language that anyone can understand.

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## Desirability

# Who is the consumer?

### Which of the mindsets will your idea appeal to?

Using our identified mindsets, identify who this idea best suits.

*Note: If you pick several mindsets, consider how each of them would perceive your idea differently.*



**Defiant Social Butterfly**



**Organized Indulger**



**Introspective Homebody**



**Guarded Stability Seeker**





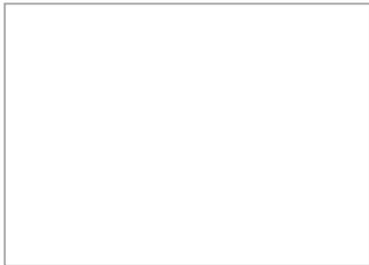
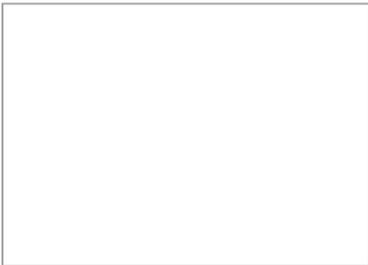
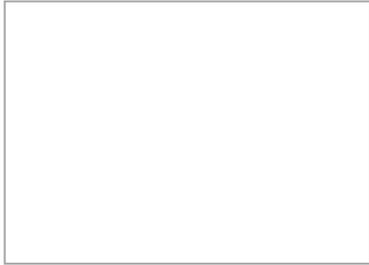


## *Consider the journey*

### **Sketch the user journey**

Imagine how one of the users you are designing for would experience your idea, step by step. Here are sample questions that can help you think about the user journey:

- How will this person find out about your idea?
- Where would this person go to try it out or learn more?
- How would this person feel the first time they tried it?
- How would the experience change (if at all) with continued use?
- What would this person say to other people about it?
- How would this idea influence friends and family members?



## **Sketch an experiment**

Making your ideas tangible is an effective way to get valuable feedback from users that can help you make your idea stronger. Come up with a quick experiment to test your product or service and think about two or three metrics to help you measure the impact of your idea. Look at pages 46–53 for inspiration.



## Sketch an ad

Create a bus stop ad for your idea. Think of a headline and images that can best communicate it. The ad does not have to be beautiful—just try to sell the value and benefits of your idea to one or more specific mindsets.



## *Next steps for your experiment*

### **A. What?**

Describe your experiment. Consider what experience you're creating and why.

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### **B. How?**

What do you need for your experiment?

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**C. What needs do we want to address?**

Why do consumers want or need this idea? What problem is this idea helping to overcome, and what desire is it tapping into?

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**D. How will we evaluate this idea?**

How will this idea impact the quality of our users' lives? What qualitative and quantitative metrics can help you understand whether this idea is impactful, and how to make it better?

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## What are the primary ways a partner could benefit from this idea?

Look at the list of suggestions below and then try to prioritize them:

### 1. Money

Does this idea bring in revenue from the outset?

### 2. Customer value

Does this idea build on brand values by creating a better customer experience?

### 3. Learning

Does this idea allow a business to experiment and learn something new about their customers or business opportunities?

### 4. Building internal capabilities

Does this idea help a business become more skillful, adaptive, flexible, etc.?

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**Thank you for joining our community of entrepreneurs and innovators who are creating solutions for older adults. As you learn, prototype, and launch, please share inspiration and experiments with us on Instagram or other social media channels using #DesignOnAging. We'd love to learn about your work.**

