

2017

Design on Aging: Independent 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.



Grive

From
L.A.
Craig C.

From
MULTIPLE GRADED STAKES W
GOLDENCEN
with
TEAM O'NEILL
November 2, 2011. Thank you to the

“I don’t know how I would have made it through the loss of my leg without the kindness of people I met on Twitter.”

Patricia

One morning, Patricia wakes up to painful tingling and the inability to control her legs. Her medical team moves to amputate immediately. Alone in a hospital recovery room, Patricia learns how to live without a leg. She watches other patients do the same, but they’re surrounded by friends and family. Patricia leaves the hospital with a standard wheelchair and pain medication. Months later, stuck inside her home alone, the pain pills begin to take over her mind and her life. But she discovers something she finds deeply inspiring: race horses. By following the feats of these amazing animals, she has something to focus on, something that makes her feel “here” again. She follows them on social media and strikes up online friendships with their owners. These strangers start to check up on one another. The owners of a horse named Lavaman tell her, “Patricia, once you get better, we’ll bring you to the races to meet Lavaman.” That day, Patricia decides to quit the pain pills, and find a way to move her body out of the house, out of her small suburb, and into a whole new world.

A close-up photograph of a horse's eye, showing the eyelashes and the surrounding skin. The image has a blue tint, particularly around the eye. A white rectangular box is overlaid on the lower right portion of the image, containing text.

Mobility

Mobility tools and services give older adults a sense of independence, resilience, and confidence that they have the personal power to live in a way that is fulfilling to them.

Design on Aging: Independent Living



About Our Research



Design Insights + Principles



Mindsets



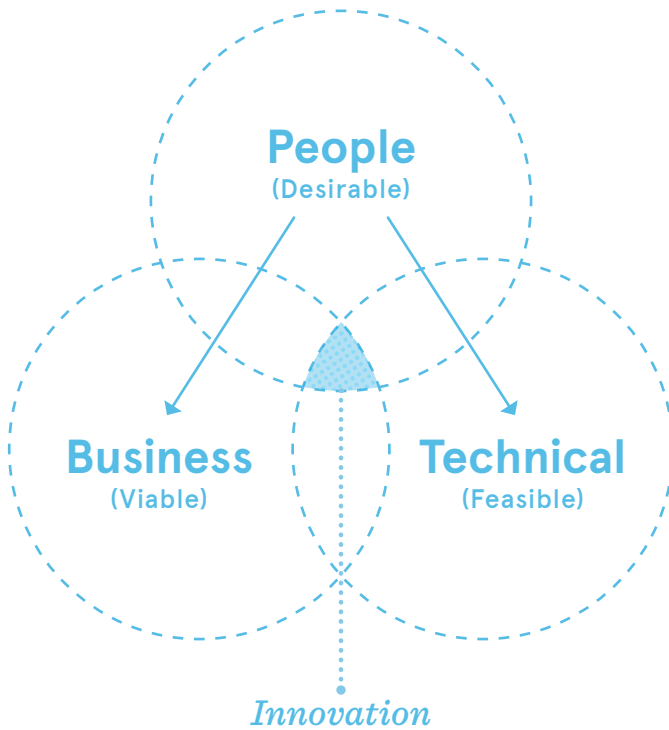
Design Prototyping



Design Strategy



About Our Research



Design Thinking

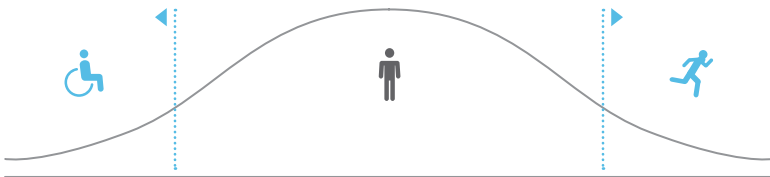
The design thinking process is human-centered. It starts with the people you're designing for and ends with new solutions that are tailored to suit their needs. It's about developing empathy, generating tons of ideas, building lots of prototypes, sharing what you've made with the people you're designing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

When designing mobility solutions for aging adults, it's impactful to consider:

The best mobility tools not only transport, they suggest possibilities

Ideal mobility tools bring delight to us by providing opportunities for connections and exploration, not simply fixing limitations. We get most excited about mobility tools that help us project our unique identities or feed our aspirations for desired lifestyles.



“I was the first burlesque dancer to perform on-stage in a wheelchair. For my grand show, I customized my wheelchair with these blue stones to match my dress. I look down at my wheel and they remind me of that day.”

—Holiday, 67

People want to amplify the senses that they have left

As we lose certain physical abilities or experience decline of some of our five senses, we want to feel as alive as possible by focusing on and celebrating those we have left. From having sex to listening to music, we enjoy activities that we can do easily at home to stimulate our senses and keep us in touch with our physical selves.

“As I grow older, I look forward to walking along the beach. Having great sex. Eating a sumptuous meal. Attending a music concert with the performance of a maestro.”

—Survey respondent

Older adults value strong guidance in adapting their homes before a crisis hits

Crises often sneak up on us before we’ve had the chance to plan for them. Even at age 70, 80, or 90, many of us still haven’t considered where we want to live as we get older, articulated our hopes and intentions to others, or made steps toward this plan. We need guidance in finding and implementing solutions that strengthen our abilities, instead of simply retrofitting our deficiencies.

80%

of older adults at high risk of isolation want to stay in their homes as they age.

5%

have made plans to adapt their homes for aging.



People want tools they own, not tools that own them

The more we lose control over parts of our body or mind, 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.



“I am an expert on high tech, but much of what I see working well is low tech. The most helpful tool in my home is this stool. I use it in the kitchen, so that I can sit here and chop and cook.”

—Elna, 77

Home is a haven, but the outdoors is an outlet

As we begin to lose our friends and grow suspicious of strangers, we look for ways to engage safely with the world. Nature provides stability and peace when life feels uncertain. It allows us to feel part of something bigger without having to make new social connections. Some of us want to explore like never before. Travel reinvigorates our sense of being a part of the world.

Survey respondents want to spend less time doing in-home activities, like reading, listening to music, gardening, and watching TV.

47%

want to spend more time exploring.

22%

want to spend more time in nature and doing outdoor activities.

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

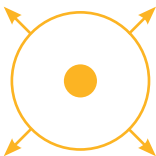
I want to feel

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

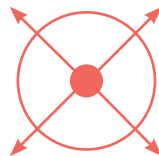
I want to feel

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

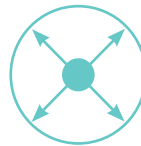
I want to feel

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

*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.



MICHAEL ON TRUSTED RELATIONSHIPS

“I am an HIV survivor. I learned that you need to pick your people ahead of time. It cannot be strangers. Many retired people like me live in this building. We look out for each other.”



MICHAEL ON COMMUNITY AND MOBILITY

“The scariest thing as I age is to not be able to get out on my own. But I take it for granted that I have my community.”



MICHAEL ON PERSONALIZATION

“I call it sensory restoration. Every time you lose a sensation with age you need something loud to pull back, like doing art, or customizing this hat for Gay Pride. That’s how I survived.”

A middle-aged man with a balding head, glasses, and a grey goatee is smiling slightly. He is wearing a short-sleeved, button-down shirt with a yellow, green, and grey plaid pattern. He has a necklace with a circular pendant. The background shows a white wall with several framed pieces of art, including abstract colorful shapes and a character illustration. A computer monitor is partially visible on the right.

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 mobility...

I love to personalize and customize my gear in ways that reflect who I am. It makes for great conversation starters, too, which I love. I also get a kick out of trying new things and learning about the latest and greatest gizmos. Unlike a lot of my friends, I'm interested in new technology and welcome it, if it can help connect me to the things that bring me joy.



What does Beatrice care about?

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



BEATRICE ON MOBILITY AT HOME

“With my artificial knee, it is more difficult to get around, but I can count on the help of my kids.”



BEATRICE ON ORGANIZED ADVENTURES

“We should enjoy life. You want to eat a whole cake? Just eat the whole cake. I have been traveling a lot. I took my whole family on a cruise last year. Everything was planned because I always plan stuff for the family!”



BEATRICE ON FAMILY

“I made this painting of my daughter for her birthday [...] I drive. I don’t like to be stuck somewhere with somebody else, unless it is my daughter.”

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 mobility...

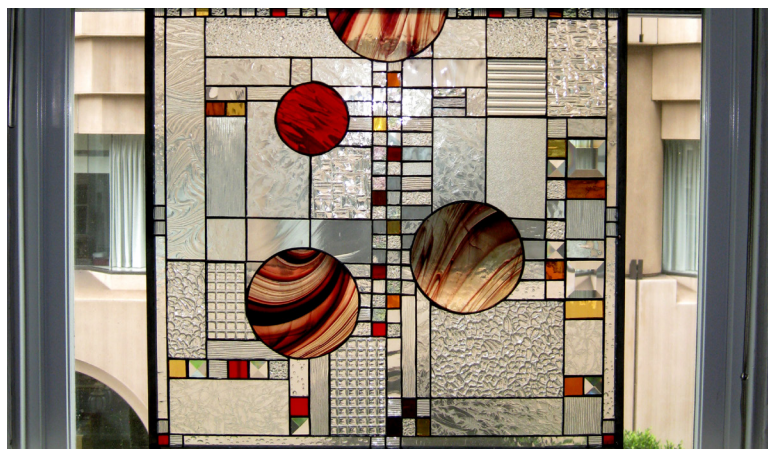
I know I can count on my family helping me to make decisions; also I like to be prepared and have a plan B in place. For example, if I know I'm going to need to do a lot of walking, I'll bring a collapsible stool with me that doubles as a cane, so if I need to rest for a minute, I know I can sit down and take a breather.



Introspective Homebody

What does Carol care about?

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



CAROL'S LIFE REVOLES AROUND TIME ALONE AT HOME

"In the heart of the city, overlooking busy streets, my stained glass art window expands my tiny abode, as its galactic beauty provides privacy and a mental journey."



CAROL FINDS PEACE OF MIND IN HOME MOBILITY

“My cane is a vital safety tool to help me maintain balance and avoid falling around the home.”



CAROL'S SENTIMENTALITY

“The pillow holds my memories of Mom’s love and vibrancy; the pennywhistle holds expression of my soul. I can remember and make my own music.”

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 mobility...

My desire is to stay in my home as long as possible. I'm open to new technology, but only if someone can walk me through how it works.



Guarded Stability Seeker

What does Gabriel care about?

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



GABRIEL ON NATURE AND THE OUTDOORS

“Having nature outside of my front door makes me feel at peace. It expands my view of the world—it’s personal freedom, but I don’t need to go all that far.”



GABRIEL ON HOUSING

“We moved into a disabled-friendly apartment after I hit my head. I didn’t even realize the sink was designed for wheelchair access, but I guess it could help in the future.”



GABRIEL ON MOBILITY CONVERSATIONS

“Once a year, they come to me and see if there’s a quick fix to make things easier. They just installed a shower bar and it helps out.”

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 mobility...

I'm looking for things that are functional and utility-based. I'm much more comfortable with things that are tried-and-true than I am with the next new thing. I'm a data-driven kind of guy, so show me the facts if you want to get my attention.



How to design for the four mindsets



Defiant Social Butterfly

- Allow creative customization of mobility tools so that they can project their identity
- Build on the need for adventure and social connections as an entry point to attract them to mobility solutions
- Design for reciprocity as they are receiving help from others to reinforce their identity as independent individuals
- Provide sophisticated mobility solutions that limit their reliance on other people and augment physical resilience



Organized Indulger

- Offer them creative products and experiences that are designed for their specific mobility constraints
- Design well-structured travel experiences and adventures that allow them to take calculated risks
- Empower them to act as caregivers, focusing on companionship or emotional support
- Partner with medical providers to provide trusted mobility solutions



Introspective Homebody

- Minimize the effort to get out of their home and plan travel. Come to their doorstep.
- Offer them trusted services to customize their homes for aging
- Provide tools and experiences that help them practice asking others for help
- Offer them opportunities to stay active and build physical resilience within their homes



Guarded Stability Seeker

- Lead with safety when offering mobility solutions
- Build on their desire to stay connected to nature and engage them in outdoor activities when providing mobility tools
- Lead with proven, trusted products and services to customize their homes for aging
- Offer them data and proof on the effectiveness of mobility solutions



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: Personalizing the mobility experience

To evaluate the desires and needs in the market for mobility tool customization, we asked how people representing our mindsets feel about a personalized experience.



We told them

“Imagine a place where you can customize tools to help you stay active, from walking sticks to wheelchairs. An assistant at a store would help you understand different ways to personalize your tools for different settings—like urban and nature exploration—with different colors and looks, and ways to make them smarter for your lifestyle. You would be able to see and try a variety of tools.”

Their reactions



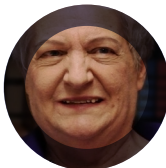
Defiant Social Butterfly

“I have a beautiful clear crystal cane I bought just so that I could have my artist friend paint it. I’m waiting to have enough money to ask her to do that. So I’ve already thought about that. Customizing stuff really helps make it your own.”



Organized Indulger

“Being able to try the devices ahead of time is a smart idea. I think the key is reliable and dedicated customer support, not just a sales gimmick.”



Introspective Homebody

“I would look into different canes for nature exploration and in my house, but I don’t want to stand out in a crowd. If there was a consultant in a store or online who would be easily accessible, I would contact them.”



Guarded Security Seeker

“I am not into decorating a wheelchair, for instance, but might need an explanation how to best use a device.”



Prototyping

Experiment: Iterating on the reimagined mobility experience

After hearing the reactions to our store concept and learning about the shortcomings of the current mobility shopping experience, we moved up in fidelity by creating a branded flyer to evolve the experience and hone our messaging.



getaround.co

the nationwide store for the essentials
of getting around without a car.

Reframing Our Value Proposition

We reframed our offering from mobility customization to an intergenerational shopping experience. Users desire mobility tools that don't remind them of their deficiencies, but rather suggest possibilities. Our concept is a mobility store that is appealing to everyone, and sells wheelchairs and walking sticks next to skateboards and bikes.

Guess which mindset responded to which message

To understand how our service would best speak to different mindsets, we targeted our messaging towards each one. Overall reactions from people representative of each mindset were very positive. Guess the favorite statements of each mindset. Connect each person to one statement.



ABOUT US

We're a store run by experts on getting you from point A to point B on your own terms. Tell us about yourself, and we'll guide you with

WE PROVIDE

Mobility around the globe

Tell us of your life goals and hopeful adventures, and we'll find the ideal set up to make them happen.

Mobility the latest & greatest

Our experts help personalize tools from bikes to walking sticks with the latest in smart technology and self-expression.

Mobility at home

We can recommend and install tools to ensure your home is adaptable to long-term needs.

Mobility tried & true

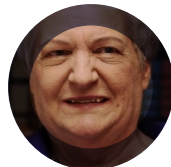
Function forward and time-proven devices are offered and tailored to you.



A. Defiant Social Butterfly



B. Organized Indulger



C. Introspective Homebody



D. Guarded Stability Seeker

A = the latest and greatest
 B = around the globe
 C = at home
 D = tried & true



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

Next steps

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. For instance, create a branded micro-site for a new, intergenerational mobility store. To gauge the value of service ideas, showcase a few experiences of the shop, like the co-creation of tools, online chat with an expert, and in-home consultations.

How?

- Design a quick, templated website that can evolve dynamically.
- Illustrate details and benefits of the specific shop experiences.
- Encourage people to get in touch, ask questions, and leave their contact details for more information.

What questions does this answer?

- How will people react to the actual experiences of this service?
- Which mindsets are most likely to respond to your messaging?
- What is the most effective way to achieve interest?
- What are the most popular service ideas, and how can they be further tailored?

- 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 fuel older adults' passions and sense of purpose through this concept?

How will we evaluate the prototype?

INTERVIEW: Asking 5–10 users questions about this prototype 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. Pay attention to user responses to the concept. How are they reacting to the prototype? Can they imagine a recent situation where they would have walked into this store or purchased something online? What leaves them indifferent, or makes them excited or annoyed? When are they chatty, at-home, or energized?

LARGE-SCALE FEEDBACK: Survey a sample of your ideal users to get large-scale feedback (for instance, via the mock-up website or a 10–15 minutes survey that shows your illustrated concept to 100+ users). Inquire about the appeal of the features of the store and the likelihood that someone will shop there or recommend it to a friend. Collect data to help you describe the demographics of your respondents and understand their mindsets. Record analytics on people visiting the website, what questions they have, and whether they leave their contact details for more information.



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

Idea description

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



Who is the consumer?

Which of the mindsets will your idea appeal to?

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

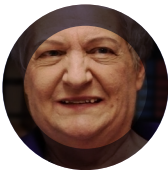
Note: If you pick several mindsets, consider how each of them would perceive your idea differently.



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.

B. How?

What do you need for your experiment?

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?

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?



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.?

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.

