

Prince George's County Department of Parks and Recreation; Senior ID Program

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Problem Statement

Seniors who have the Senior ID access card do not utilize the services available to them as much as the Prince George's County Parks and Recreation Department would prefer.

This problem has been made worse by the necessary safety precautions that have been implemented during the pandemic and the movement to primarily online platforms that will likely continue even after the pandemic is over.



Research Goals

- To examine how online procedures affected the seniors' experiences with the **access card** and **event signup processes**, as well as **event engagement**
- To determine seniors' **needs** during the pandemic and beyond, seeing as many programs are planning to continue incorporating online activities moving forward (i.e., the “new normal”)
- To align these **needs** with the senior center's planned programs



Main Findings

- Seniors want to have access to a wide variety of classes that are offered at times that work with their schedules (evenings, weekends)
- They want live instruction from teachers that care about their subject matter
- Signup process involves too many steps and is not automated enough
- Information about event schedule is hard to locate, outdated, and inaccurate in many email communications
- Seniors really enjoy events where they can socialize with their friends, such as Club 300 (walking club) and line dancing
- They generally expressed satisfaction with the types of classes that were offered



Demographic Information

User Number	Age	Gender	Location	Cardholder
U1	81	F	District Heights	Yes
U2	67	F	College Park	Yes
U3	70	M	Upper Marlboro	Yes
U4	69	F	Lanham	Yes



Data Collection (Contextual Interviews)

- U1, U2, and U3 were interviewed over the phone, and U4 was interviewed using Zoom
- Interviews were approximately 30-60 minutes and were conducted from November 10-13
- Our goal was to **discover insights** about our users' **lived experiences** with the center and **understand the context** that surrounds their interactions with it on a day-to-day basis
- To do this, we primarily inquired about their experiences with the **access card** and **event signup processes, online and in-person events**, and the center's **outreach** and **communication policies**



Data Collection (Interpretation Sessions)

- We spent 1-1.5 hours after each interview **discussing** the information we collected and **organizing** our findings into notes
- We placed our **affinity notes** (key findings) on the left side and **insights** that we discovered on the right side

		Interview Affinity Notes	Model Notes & Insights
7			
8	U1-1	Signed up for the senior center because she wanted to have access to the resources there.	
9	U1-2	She signed up for the access card online.	
10	U1-3	Liked to talk to her friends about upcoming events.	Relationship (I talk about upcoming events with my friends)
11	U1-4	Have to sign up for every single event.	Identity (I always think about my friends)
12	U1-5	Before COVID, she usually signed up for events in person.	
13	U1-6	She is able to independently sign up for events but it is difficult.	Signup process is complicated.
14	U1-7	She helped her friends sign up for the events because the signup system was difficult for them to use.	Relationship (I help my friends with the signup process)
15	U1-8	She used to attend events frequently but stopped recently because of her back pain.	Identity (I always think about my friends)
16	U1-9	Frustrated when the time of the class was changed by the instructor and instruction times were cut short.	Physical condition kept her from attending events. Relationship (My instructor's attitude affects my experience) - Consistency in events, layout, and communication is crucial.
17	U1-10	She hasn't been checking schedule since pandemic because she didn't receive any hard copies of schedules.	Identity (I value my time) - Time management component might be missing.
18	U1-11	She likes the hard copy of newsletter she used to receive, because it was easy to look up information in the senior section.	Identity (I'm a traditionalist)
19	U1-12	She had a hard time finding an email about an event that her friend sent her.	Relationship (My friends tells me event that they're interested in)
			Identity (I'm a traditionalist)
		+	☰
		Interview 1 ▾	Interview 2 ▾
		Interview 3 ▾	Interview 4 ▾

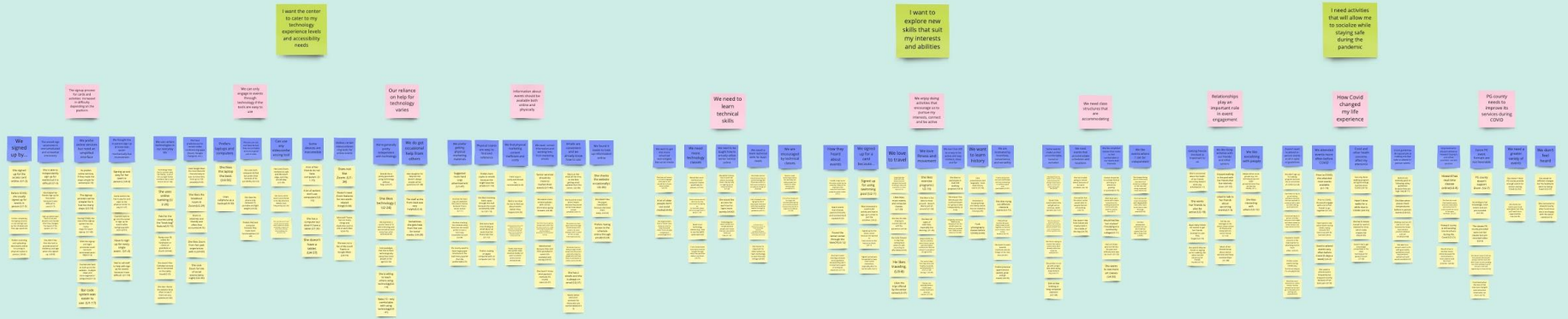


Data Analysis

- **Affinity Diagram**
 - Consolidates and organizes all the affinity notes by common issues and themes
- **Experience Models**
 - **Identity Model**
 - Captures the core values and self expressions relevant to typical users of the senior center
 - **Relationship Model**
 - Displays the important relationships in seniors' lives and how these relationships influence their decisions on signing up for the Senior ID access card and particular events



Affinity Diagram



I want the center to cater to my technology experience levels and accessibility needs

The signup process for cards and activities increased in difficulty depending on the platform

We can only engage in events through technology if the tools are easy to use

Our reliance on help for technology varies

Information about events should be available both online and physically

The overall sign up process is overcomplicated and somewhat unnecessary	We prefer online services but need an simplified interface	We thought the in-person sign up process was easier mechanically but inconvenient	We use certain technologies in our everyday life	Phones are not our favorite but they are portable and are a good just in case	Can use any videoconferencing tool	Some devices are inaccessible	We're generally pretty independent with technology	We do get occasional help from others	Physical copies are easy to find and reference	We find physical marketing content inefficient and costly	We need correct information and working links from marketing emails	Emails are convenient and we already know how to use
She is able to independently sign up for events but it is difficult (U1-6)	He prefers online services, if they made the steps simple for seniors(U3-19)	Signing up was easy for her (went in person). (U4-4)	Technology helps her to connect with her family - a lot of her younger family members like to text versus call (U1-44)	She uses both computer & iPad but prefer iPad because of its portability (U2-22)	Has used Zoom, conference calls and Microsoft edge, and they are all okay (U1-39)	A lot of her friends do not have computers (U 1-15)	She expresses a comfort level of 10 with technology and sees herself as more techy than other seniors(U4-59)	Asks daughter for help but she doesn't always answer all her questions (U1-38)	Prefers hard copies to emails because she might lose the emails (U1-14)	Hard copy is costly and should be minimized(U3-23)	Senior services should do more to market their events (U1-46)	She is on her email all the time, so she likes getting email updates from the center. (U2-38)
She helped her friends sign up for the events because it was difficult to use (U1-7)	Wish the signup and login processes could be more automated (auto-fill)(U3-14)	Some events she has to pay for and went to the physical center to pay (U1-27)	She uses online banking (U 2-26)	She likes the phone only because it's portable and light weight.(U4-58)	She loves online events and attends 3-4 a day (Zoom & Webex most frequently) (U2-20)	A lot of seniors don't use computers (U2 -15)	Acknowledges that she is more technologically savvy than most people at her age (U2-33)	The staff at the front desk was very helpful(U2-4)	She likes receiving hard copies through the mail because she could consistently refer to it (U1-13)	Mail is too slow for her to find out about events before they happen.(U4-26)	She wants more emails/updates with correct information going forward. (U4-38)	She found the email letters helpful because they would let her know about certain activities. (U4-11)
Sign up system was hard to use but became even harder after they changed the layout of the system (U1-16)	Courses are hard to look up on the website - multiple steps and more segments / categories(U3-13)	Found it hard to go into the center to sign up for events while being busy with work (U4-5)	Rarely uses FB unless for fundraiser or check on grandkids or church (U4-46)	Prefers iPad and computer because they have more functionalities (U3 -29)	She uses Microsoft Teams for job, Zoom for family events, webex for classes, and google hangouts for some other activities (Zoom & Webex the most) (U2-28)	She has a computer but doesn't have a tablet (U1-36)	She is willing to teach others using technology(U2 -14)	Sometimes she gets help from her son for social media. (U4-28)	She had a hard time finding an email about an event that her friend sent her. (U1-12)	Having seniors come to the physical site to ask questions or do tasks that can be done online take away from the efficiency and performance of employees(U3-36)	Misinformation because links and PDFs provided in event info outdated and wrong (U4-41)	She prefers to hear about events through emails because she needs it for work anyway and it's easier for her to track information(U4-24)
She didn't like that she had to provide proof of residency and age when she signed up. (U4-8)	Bar code system was easier to use (U1-17)	Had to call staff to help with sign up for events because it was difficult (U1-18)	She also checks the website fairly often to see if there are any updates.(U2-40)			She doesn't have a tablet. (U4-57)	Rates 10 - very comfortable with using technology(U3 -31)		Prefers reading on paper compared with on computer (U2-13)	Thinks that those who prefer mails would probably not want to attend online events either(U4-44)	She doesn't know what payment methods PG county uses (U2-27)	She has 2 emails and she is always on email (U2-31)



I want to explore new skills that suit my interests and abilities

We need to learn technical skills

We enjoy doing activities that encourage us to pursue my interests, connect and be active

We need class structures that are accommodating

<p>We need more technology classes</p>	<p>We need to be taught how to actually utilize senior service online</p>	<p>We need to learn technical skills for basic needs</p>	<p>We are encouraged by technical classes</p>	<p>How they heard about events</p>	<p>We signed up for a card because..</p>	<p>We love to travel</p>	<p>We love fitness and movement</p>	<p>We see Club 300 as a way to be active and stay connect, close and far</p>	<p>We like art and culture</p>	<p>We are motivated by incentives, convenience, and versatility</p>	<p>Some events make us feel uncomfortable, bored or excluded</p>	<p>We need events that accommodate schedules and locations</p>	<p>We like simplified classes that make us feel comfortable in our space and interests</p>	<p>We like events where I can be independent</p>
<p>Would like more technical and computer classes specifically for seniors (U1-41)</p>	<p>Would like to know how to work her phone, accessing email, step by step on signing up for services/events (U1-42)</p>	<p>She thinks seniors should know how to use technology like Word document to feel more inclined to actually do things on (U4-63)</p>	<p>Need to make technology classes fun and easy can make people less scared to utilize services and events(U3-21)</p>	<p>Invited to sign up for the senior center by his coworker. Many of his employees and coworkers have been using the senior center. (U3-2)</p>	<p>Signed up for using swimming pool (U2-1)</p>	<p>Enjoys day trips (especially long-distance) before pandemic and would be willing to skip work sometimes for those trips (U4-16)</p>	<p>She likes to be able to move around - doesn't like to just sit around (U1-32)</p>	<p>She likes to participate in Club 300 (walking program) (U4-3)</p>	<p>Likes presentations and biography - loves black history events (U1-30)</p>	<p>T-shirts and prizes (not just certificates) are very motivating to achieve a goal and participate (U4-37)</p>	<p>Doesn't like events where she will get wet or cold (e.g., water aerobics (U1-31)</p>	<p>She has trouble going to certain events because of her work schedule. (U4-13)</p>	<p>Classes should be in a simple format and easy to attend (no grading or quizzes)(U3-10)</p>	<p>She stopped doing church online book discussion but ended up reading it on her own and doing occasional check-ins(U4-52)</p>
<p>Senior services should offer step-by-step instructions for signing up for technical classes and encourage them to apply (U1-45)</p>	<p>She would like an intro for each tool to learn more quickly.(U4-82)</p>	<p>A lot of people in his age group don't have basic technical skills that would be helpful during the pandemic (U3-17)</p>	<p>A lot of her friends and she might feel uncomfortable signing up for technical classes because they feel like it might be too difficult (U1-48)</p>	<p>Heard events from friends (word-of-mouth) and received hard copies(U3-22)</p>	<p>Was interested in a particular activity and had to sign up in order to join the activities. (U4-2)</p>	<p>Likes trips, music events, and computer classes. (U1-29)</p>	<p>She likes all types of exercises, especially line dancing. (U1-25)</p>	<p>She enjoys Club 300 because she could participate in a group or also independently. (U4-32)</p>	<p>Interested in knowing things and taking classes that are related to history(U3-9)</p>	<p>Likes pick up lunches because they're easy to put together to eat and put in freezer, close to her location (U4-19)</p>	<p>Doesn't like talent show because it felt like a "hidden club" because other friends perform because she didn't "fit the mold", seemingly had a different agenda.(U4-3)</p>	<p>She wishes that the senior center would cater to people that are still working. (U4-77)</p>	<p>Wish there were classes with simple instructions for cooking because he lost his wife who used to cook for him.(U3-7)</p>	<p>She finds herself more introverted and independent than other more social seniors who like large events(U4-54)</p>
<p>Need more technology classes (e.g., how to use the MATC system)(U3-20)</p>	<p>Technology (for senior center) isn't complicated but people don't know that you can call for technical help (U1-37)</p>	<p>He thinks that it's important for seniors to know technology, especially during the pandemic. People need to have basic technology skills(U3-4)</p>	<p>Found the senior center through the NAACP(U3-12)</p>	<p>Signed up for the senior center because she wanted to have access to the resources there. (U1-1)</p>	<p>She looks forward to day trips coming back when it's safe since they're affordable(U4-49)</p>	<p>Before COVID, his favorite activities were fitness classes and informative conferences that are relevant to people at his age.(U3-3)</p>	<p>Originally started as "Walk across Maryland" but the seniors were too active so it evolved into "Walk across America" (U4-36)</p>	<p>Took photography classes before COVID(U3-40)</p>	<p>She wants to work lower as incentives and do things on her own time.(U4-81)</p>	<p>She like to unplug so doesn't like online events since she's already online too much for work(U4-51)</p>	<p>She doesn't like how classes are mainly held in the middle of the day.(U4-79)</p>	<p>Would feel like "out of place" if studying at a community college(U3-11)</p>	<p>She likes independent activities that can also be group related, like Club 300 or book club. (U4-80)</p>	
<p>If one understands how internet works (maybe through class) they would be able to use Zoom. (U4-73)</p>	<p>She thinks it's important for other seniors to learn technology to save time and energy.(U4-60)</p>			<p>She hasn't been checking schedule since pandemic because she doesn't receive hard copies of schedules anymore. (U1-10)</p>	<p>Signed up because he wanted to have more social interaction, especially after he lost his wife. (U3-1)</p>	<p>Likes the trips offered by the senior center(U3-37)</p>	<p>Classes she attended before COVID were mostly travel and exercise classes. (U1-20)</p>		<p>Prefers practical appreciations (jackets, grab-and-go meals) (U4-39)</p>	<p>Did not like knitting or long computer sessions (U1-33)</p>		<p>Had LA Fitness pass but felt like the pace and difficulty level was too much (U1-23)</p>		



I need activities that will allow me to socialize while staying safe during the pandemic

Relationships play an important role in event engagement

How Covid changed my life experience

PG county needs to improve its services during COVID

Getting friends involved is important to us

She is concerned about the health of her friends since they haven't done any activities(U2-11)

She wants her friends to also be active (U2-18)

Buys many tickets for events to get her friends involved in case they forget (U2-19)

She used to help her friends on signing up for a walking club called club 300 (drives by her friends house)(U2-10)

We like doing activities with our friends and other seniors

Enjoyed walking in the park with her friends that live relatively close (U2-22)

Liked to talk to her friends about upcoming events(U1-3)

Felt like she belonged at the senior center versus LA Fitness and being with her senior friends (U1-24)

Most of her friends know about senior services and have memberships (U1-48)

We like socializing with people

Misses all her social groups (e.g., her birthday group and AARP group) because they are like her family. (U1-1)

She likes interacting with others (U2-12)

Doesn't want to attend in-person events at all in spite of guidelines

She didn't sign up for walking program because she is concerned of COVID (U2-28)

Concerned about in-person activities because some might pull down masks so other seniors can hear better.(U4-70)

Pandemic health concern is the main barrier to attending events more often (U3-27)

Would be more interested in online classes moving forward for he can't go to the park as it's getting cold outside(U3-6)

Covid and other health concerns affect my attendance

Has only done walking program and grab-and-go lunches since COVID (U4-16)

Hasn't done walks for a while due to COVID (U4-10)

She has to isolate herself for work if exposed to virus, which really impacts her life(U4-65)

Doesn't like to get dressed/get presentable in the early morning just for going on Zoom (U1-35)

Covid guidelines do a good job at making me feel safe to attend in-person events

Seniors are relatively good at following safety guidelines because they are high risk(U4-71)

She likes when places check temperatures before in person events.(U4-62)

Walking club has 3 ft rule not 6 ft rule because she thinks most seniors practice isolation and are mindful(U4-68)

She went to a concert event in PA with good safety guidelines (mask requirements, spaced out) and would revisit(U4-67)

Improvements should reference Howard County's and other counties' current services

Howard has real-time classes online(U2-8)

She likes the model that Howard county uses (live instruction) and wishes that PG county would use some of the same methods. (U2-41)

Howard county is still sending nice brochure during the Covid (U2-21)

Would drive to another senior center because the environment is more diverse and has more activities (U3-36)

Some PG event formats are not favorable

According to her knowledge, most events now are pre-recorded (U2-34)

The classes PG county provided were not live classes but pre-recorded video (U2-6)

She doesn't want to tell too many people about grab-and-go lunches since she didn't want to end up being taxi driver picking it up for everyone else and registering for them(U4-53)

Frustrated when the time of the class was changed and instruction times were cut short. (U1-9)

We need a greater variety of events

She doesn't think PG county provide enough events for seniors during Covid (U2-32)

She thinks the events pre-Covid were great, but they just need more opportunities now (U2-35)

We don't feel heard

She asked for different changes but the feedbacks were not being heard (U2-37)

She connected to Howard county after Covid since she is not happy with the senior center(U2-5)



Affinity Diagram (Key Findings)

- Seniors would respond well to **gamification**
 - Goal-based events with incentives such as different prizes upon completion were very appealing to participants
- Some found the online signup processes and marketing to be decently manageable while others preferred to completely **avoid the online experience** entirely
- **Interviewees desired to learn technical skills** so that they could be open to more opportunities within their communities
- Users felt more inclined to attend activities with **simplified class structures that were customized to their age group**, accommodations for various time schedules and locations, and allowances for independency or socialization within their peer group
- Participants really gravitated towards events that implemented **safe practices and guidelines** while still allowing them to engage with others

Experience Models

Identity Model

I CARE ABOUT

I AM

I ENJOY

I really care about my friends' well-being.

The Outreacher

I love my friends and always go out of my way to take care of them. I help them sign up for events or get tickets for them, because I don't want them to miss any fun activities. I check on them often to make sure they are healthy both physically and mentally.

Give me:

- Ways to make sure my friends are staying active
- Methods to help my friends sign up for access cards and events

I care about the health of myself and others and practicing preventative measures.

The Pro-Masker

Give me:

- Strict safety guidelines for events and proper enforcement of those guidelines
- Accessible and diverse online events

I care about how my actions during the pandemic affect the health of myself and others. Before participating in any events, I think carefully about the impact that my attendance could have on my own safety and the safety of those around me. I want to do everything I can to protect myself and "flatten the curve".

I am someone who needs personal connections. I enjoy social interactions and get sad when I am alone for too long. I get energy by surrounding myself with other people.

The Social Butterfly

Give me:

- Classes that require teamwork and collaboration
- In-person classes that allow me to socialize with my friends.

I am someone who prefers not to use technology.

The Traditionalist

I like to do things in a more traditional way. I am not interested in learning new technologies, instead, I am inclined to do things the "old-fashioned way," since I'm already familiar with these methods and tend to make fewer mistakes when using them.

Give me:

- Paper copies of class schedules and newsletters
- In-person sign up opportunities

I enjoy exercising.

The Health Enthusiast

I enjoy exercising and staying fit. I really care about my body shape and overall health. I believe that getting consistent exercise will prevent me from getting sick and improve my mental health.

Give me:

- Fun and motivating ways to stay active
- Classes that are relevant and challenging for the senior population

I am someone who loves using technology.

The Techie

I prefer to use technology and know how to use many devices. I am willing to spend time and effort learning new technologies because I love the conveniences that these devices have added to my everyday life.

Give me:

- Updated email communications
- Websites with more extensive information about event schedules and sign up processes

I am someone who has a very busy work schedule.

The Worker Bee

I am career-driven and work long hours during the week. My work schedule keeps me busy and makes it difficult for me to attend recreational events on weekdays, especially during the daytime.

Give me:

- Classes that I can attend at night and on the weekends
- Asynchronous classes that I can attend on my own time

I enjoy going on adventures.

The Traveler

I prefer traveling over indoor activities. I enjoy going to new places and experiencing new cultures. Trying new foods and visiting cultural landmarks that I have never visited before are both very exciting to me.

Give me:

- New and exciting road trips
- Unique day trips where I can see and do things that I have never done before

I enjoy learning new things.

The Scholar

I love learning and am always looking for new opportunities to gather more knowledge. In my spare time, I like to sign up for classes that will teach me a new subject or help me master a new skill.

Give me:

- Insightful and thought-provoking classes or seminars
- Classes where I can learn new things or gain skills that I do not already have



I CARE ABOUT

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Give me:

- Strict safety guidelines for events and proper enforcement of those guidelines
- Accessible and diverse online events

I care about having social interactions throughout the day.



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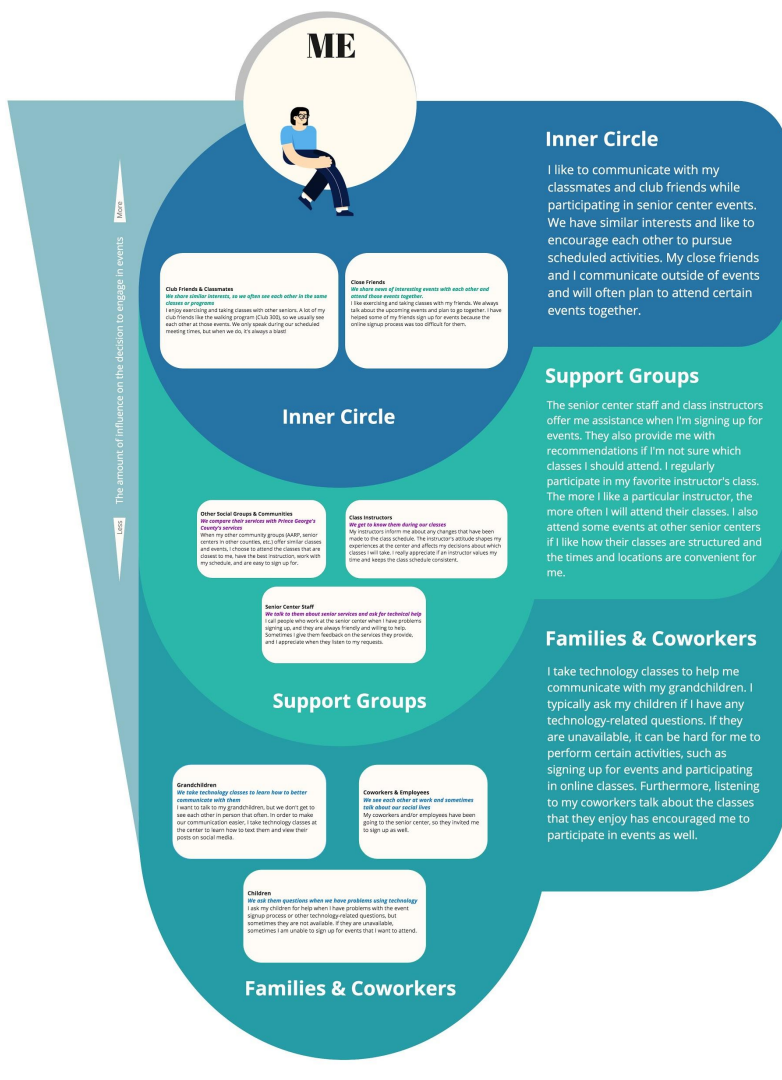


Identity Model (Key Findings)

- Seniors care a lot about the mental and physical health of themselves and their friends
- Event engagement is an awesome way to stay active through learning new skills and travel/exploration
- Many seniors have a strong desire to expand their horizons through more diverse classes and traveling
- The center should adopt solutions to cater to seniors that prefer technology and those that prefer more traditional methods of communication and engagement
- Some seniors still have jobs and need classes that fit their work schedules



Relationship Model



High Influence

ME



Club Friends & Classmates

We share similar interests, so we often see each other in the same classes or programs

I enjoy exercising and taking classes with other seniors. A lot of my club friends like the walking program (Club 300), so we usually see each other at those events. We only speak during our scheduled meeting times, but when we do, it's always a blast!

Close Friends

We share news of interesting events with each other and attend those events together.

I like exercising and taking classes with my friends. We always talk about the upcoming events and plan to go together. I have helped some of my friends sign up for events because the online signup process was too difficult for them.

Inner Circle

I like to communicate with my classmates and club friends while participating in senior center events. We have similar interests and like to encourage each other to pursue scheduled activities. My close friends and I communicate outside of events and will often plan to attend certain events together.

Inner Circle



Medium Influence

Other Social Groups & Communities

We compare their services with Prince George's County's services

When my other community groups (AARP, senior centers in other counties, etc.) offer similar classes and events, I choose to attend the classes that are closest to me, have the best instruction, work with my schedule, and are easy to sign up for.

Class Instructors

We get to know them during our classes

My instructors inform me about any changes that have been made to the class schedule. The instructor's attitude shapes my experiences at the center and affects my decisions about which classes I will take. I really appreciate if an instructor values my time and keeps the class schedule consistent.

Senior Center Staff

We talk to them about senior services and ask for technical help

I call people who work at the senior center when I have problems signing up, and they are always friendly and willing to help. Sometimes I give them feedback on the services they provide, and I appreciate when they listen to my requests.

Support Groups

Support Groups

The senior center staff and class instructors offer me assistance when I'm signing up for events. They also provide me with recommendations if I'm not sure which classes I should attend. I regularly participate in my favorite instructor's class. The more I like a particular instructor, the more often I will attend their classes. I also attend some events at other senior centers if I like how their classes are structured and the times and locations are convenient for me.



Grandchildren

We take technology classes to learn how to better communicate with them

I want to talk to my grandchildren, but we don't get to see each other in person that often. In order to make our communication easier, I take technology classes at the center to learn how to text them and view their posts on social media.

Coworkers & Employees

We see each other at work and sometimes talk about our social lives

My coworkers and/or employees have been going to the senior center, so they invited me to sign up as well.

Children

We ask them questions when we have problems using technology

I ask my children for help when I have problems with the event signup process or other technology-related questions, but sometimes they are not available. If they are unavailable, sometimes I am unable to sign up for events that I want to attend.

Families & Coworkers

Families & Coworkers

I take technology classes to help me communicate with my grandchildren. I typically ask my children if I have any technology-related questions. If they are unavailable, it can be hard for me to perform certain activities, such as signing up for events and participating in online classes. Furthermore, listening to my coworkers talk about the classes that they enjoy has encouraged me to participate in events as well.



Relationship Model (Key Findings)

- Seniors are highly influenced by their close friends and club friends when deciding when and how to engage with events
- Class instructors and staff members have slightly less influence, but they are still very important in that they help seniors navigate parks and recreation services and affect their enjoyment of classes and programs
- Children and grandchildren do help with their technology questions, but they have less influence on their decisions to attend events at the center

Ideation

Ideation

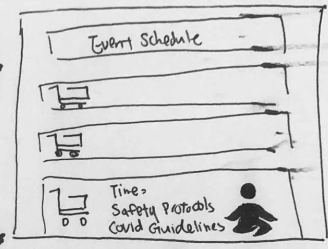
- **Wall Walk**
 - We brainstormed ideas individually based on the results of our models
 - We placed each idea on a sticky note next to the portion of the models that inspired that idea
 - We created a list of **issues** based on the Affinity Diagram
 - We created a list of **hot (design) ideas** based on our sticky notes
- **Visioning**
 - We consolidated several **hot ideas** and created **detailed sketches** that **portrayed stories/scenarios** of what those ideas would look like if implemented in a senior's life



1. Have you experienced the following symptoms during the past two weeks?
 - cough
 - Fever
 - chest tightness?
2. Have you been in contact with anyone who tested positive?

Signs up for Yoga in the park via website

I want to safely engage in events during the pandemic.

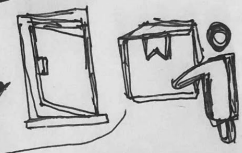


Calls to conduct health screening 1 day before event



System Notices staff

Received COVID care kit/package just delivered to doorstep (masks, alcohol wipes, hand sanitizers, greeting cards, etc.)



Receives text message and call as reminder for COVID safety guidelines



Remember to wear masks. They are mandatory for participation

Inspired to get more involved while feeling safe



Opens care package while looking up more event details and COVID guidelines for future events



Class live-stream available to friend watching at home

Gets temperature checked by staff at meeting location ~~the day of the~~ for yoga in the park



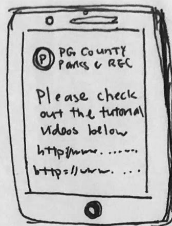
Asked to keep masks on at all times with no exception



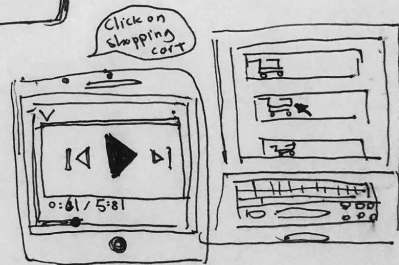
Planning to sign-up
for an event online for
the first time



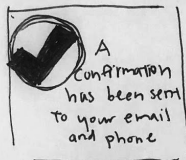
checks email on
phone or computer for
link to tutorials



Follows steps one by
one ~~to~~ while watching
the videos play



Successfully
completes
the sign-up
process

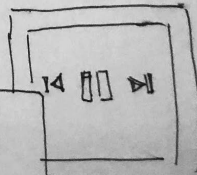


OR

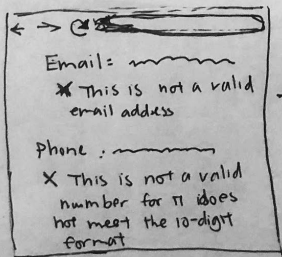


Guides user through
steps or helps resolve
error messages together

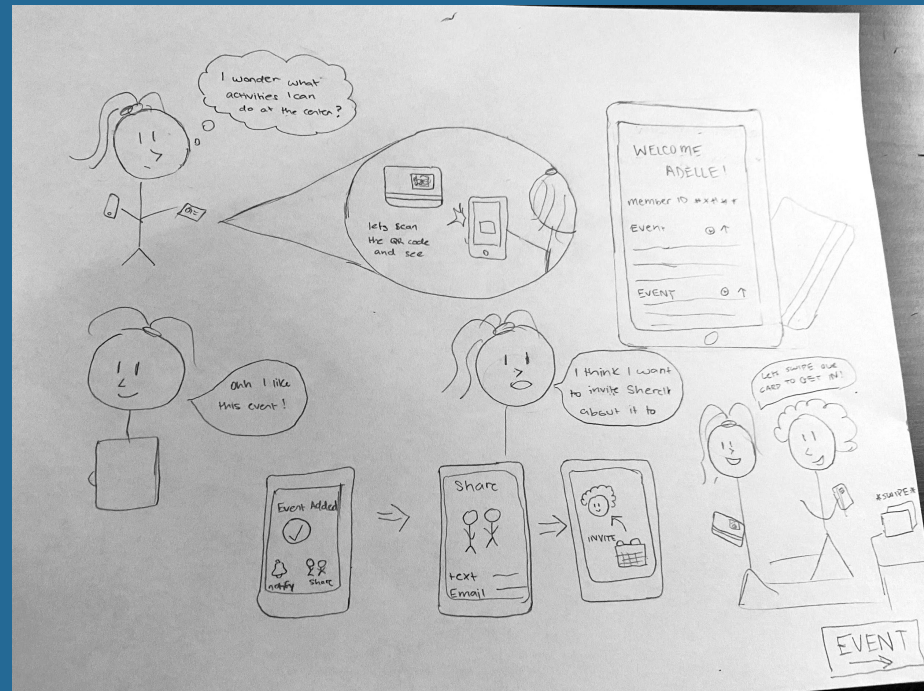
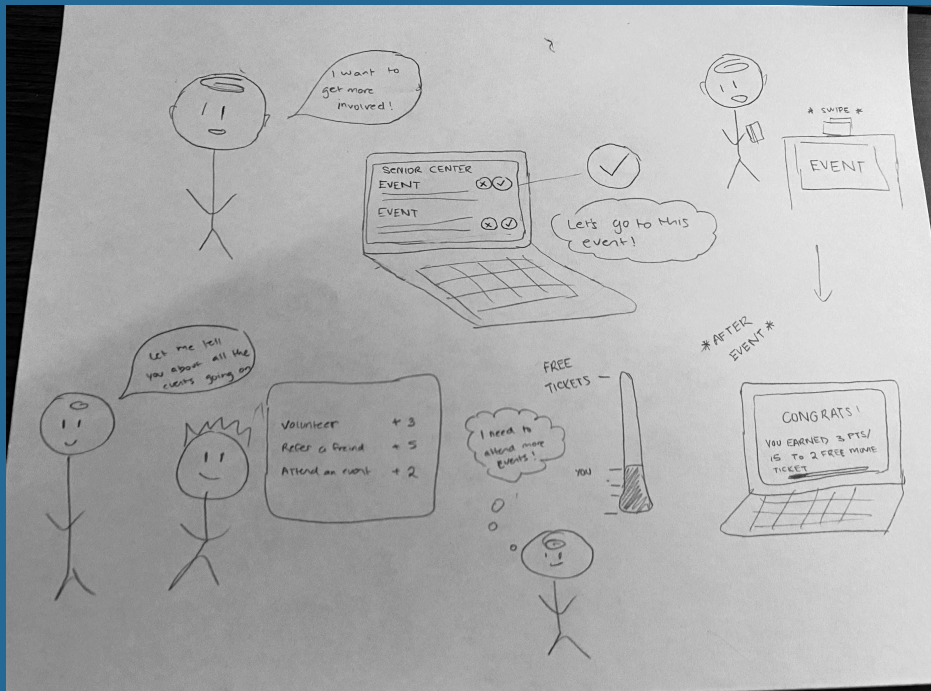
Completes every
step in the
checklist of all
required steps



~~Relies~~ Relies
on interactive
visual feedback
to identify and
fix error



Contact support
via phone number provided
in email and video description
or clicking on link to live
chat support



Conceptual Designs



Product Design 1: Video Tutorials



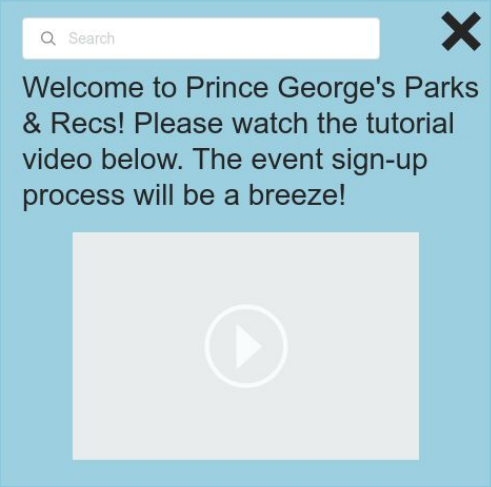
Plans to sign up for an event online for the first time

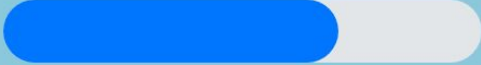


The tutorial video is the first thing that pops up when the user logs in to the main webpage. They would have to click on the cross sign to skip the video.



The user receives a welcome email containing all the tutorial links.





Overview of the Interface



Search for a particular event



How to sign-up

Search For A Particular Event



Real-time error messages and hints to help user troubleshoot and fix entries



PROTOJO 23:31 90%

Checkout

Fitness
Yoga in the Parks
+ 1 item -

! This class has already reached full capacity. Please sign up for another time slot.

Category
Item 2
\$44 per item
+ 1 item -

! This class has a time conflict with another item in the cart. Please remove the other item.

Total: \$0.00

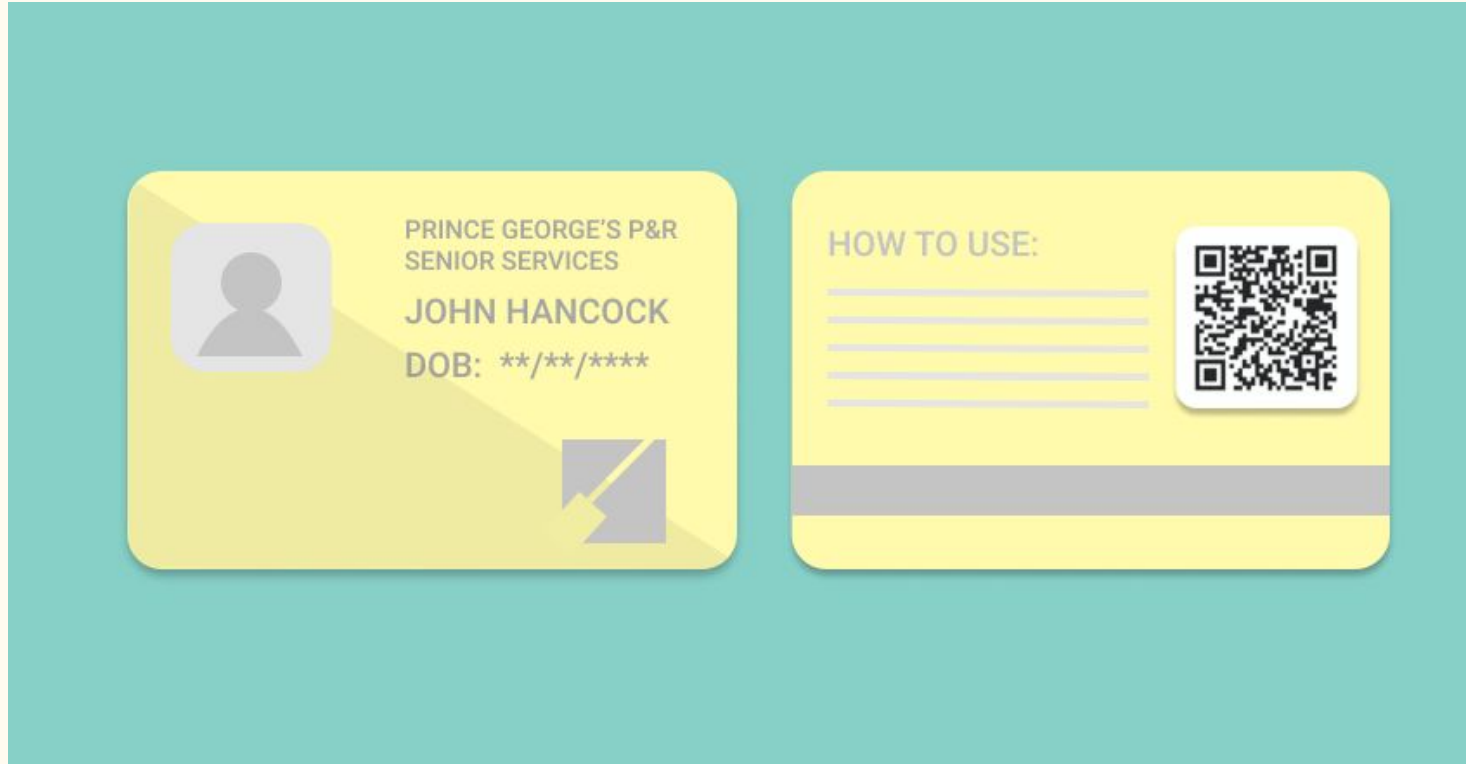
☰ ☎

Confirm

Click on the phone icon and chat icon to seek assistance from staff.



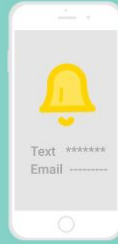
Product Design 2: The QR Code System



no sign in required



3 Add notification



4A Invite friends to events through phone



HOW TO USE:



1 Users scan the QR code on the card without requiring sign in process



2 Select an event

SWIPES TO ENTER EVENT



5 Users attend desired event



4B

Users can also allow friends to scan qr codes for individual events to share for easy sign up process



Prize



6

Participation tracker shows progress toward rewards



Product Design 3: Senior Activity App

- A mobile app for Prince George's County Department of Parks and Recreation, Senior Services

Two Sign-up Options

- Sign in with username and Password
- Scan senior access ID card

App Name

Username

Password

 [Forgot password](#)

Sign In

Or

[Help](#)

Activity Schedule

- See upcoming Activities
- See registered Activities
- Save favorite activities
- Share event with friends easily and quickly

Activities

Upcoming Registered Favorite

Painting and Sip: Seniors

Dates: Tue, Dec 8, 2020 2:30 - 5:30pm
Location: Online
Ages: 60-150
Cost: \$10.00

Share

Line Dance: Seniors, Beginner

Dates: Tue, Dec 8, 2020 2:30 - 5:30pm
Location: Online
Ages: 60-150
Cost: \$10.00

Share

Chairs Exercise

Activities Rewards Payment Settings

Activity Details

- See detailed information about the activity
- Sign up for the event on the app
- Save favorite activities
- See people who already signed up for this activity

Paint and Sip

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque id ex et ante non a odio. Class patent taciti sociosqu ad litora torquent per conubia.

Activity #: 31536-139A
Date & Time: Tue, Dec 8, 2020 2:30 - 5:30pm
Location: Online (event link will be provided after registration)
Ages: 60-150
Cost: \$10.00

[Read more](#)

Sign Up

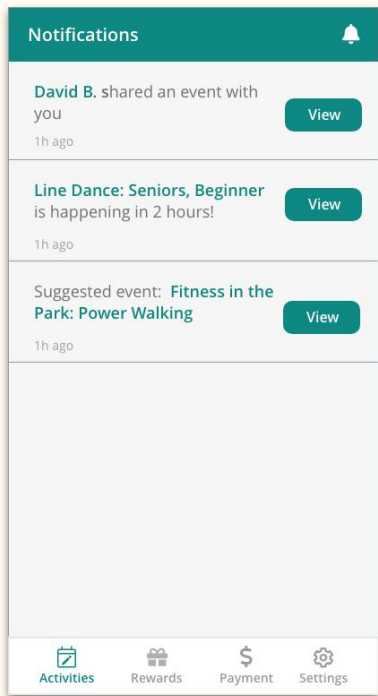
Other Participants (15)

David B. Jean C. Mike E. Emma A.

Activities Rewards Payment Settings

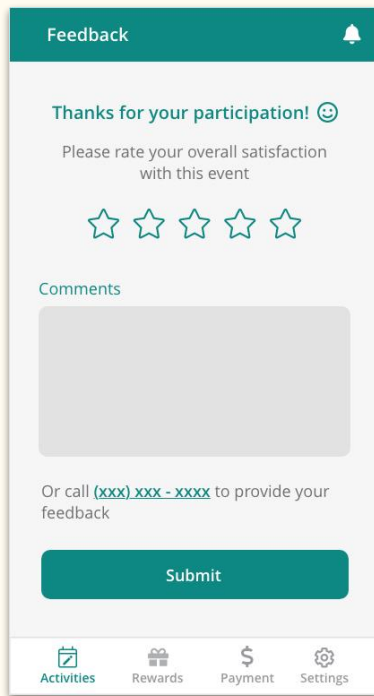
Notifications

- Check out an events shared by a friend
- Receive reminders of upcoming events
- See suggestions on events that you might be interested in



Feedback

- Get quick feedback on each event
- Users can give feedback in different ways

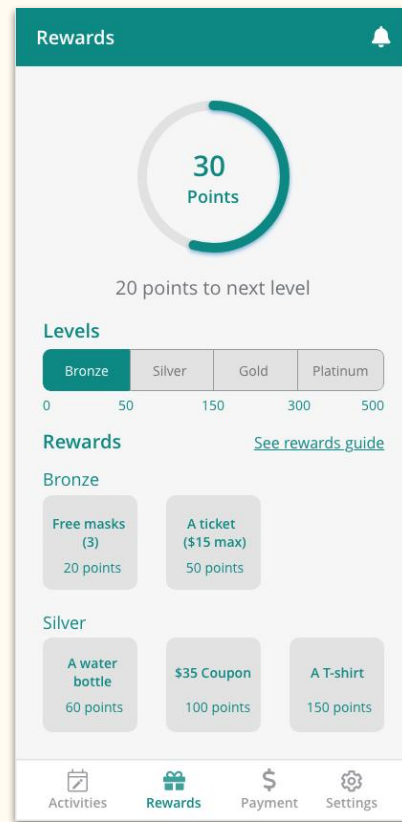


The Rewards System

- See current points and level
- See how many points user still needs in order to go to the next level
- View rewards

How to get points?

- Participate in events & classes
- Refer a friend
- Share an event
- Provide feedback
- Volunteer to help with a class or program at the senior center
-



Further Suggestions

- Create buddy system that pairs seniors that are experienced with using technology with seniors that need help improving their skills
- More classes need to be offered on the weekends and in the evenings
- Live stream in-person events for those who can't attend due to the pandemic but still want to participate
- Record classes and allow people who can't attend to view later
- Deliver Covid care kits/packages
- Conduct health screenings and enforce more strict mask rules





Thank you for watching!

