Team 3
Prince George's County
Department of Parks & Recreation
Senior ID Program

INTRODUCTION

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Problem Statement

The Prince George's County Department of Parks & Recreations Senior ID program allows seniors free access to various centers and the ability to participate in different events and programs. How can Senior Services increase the number of ID users in the county by providing better curated and intuitive end to end experiences, services, programs, and activities that align with the wide range of senior preferences and lifestyles?
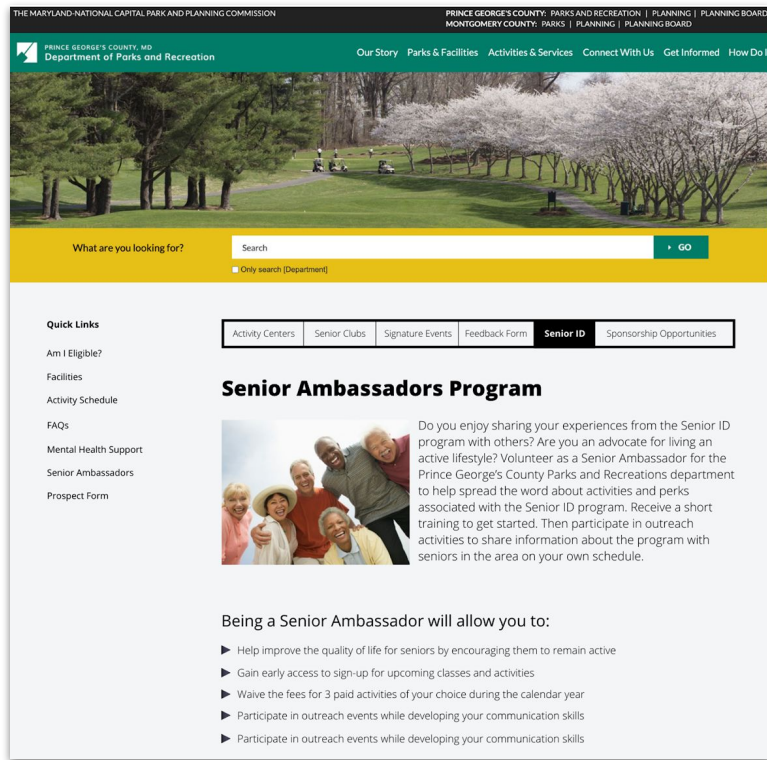
Conceptual Designs

Design ideas created through insights from our research
to increase the number of Senior ID holders

Conceptual Designs

Senior Ambassadors

Partner with seniors currently active with the Department of Parks & Recreation to help spread the word of the activities and perks of the Senior ID program.

Why did we come up this?

Our participants expressed an eagerness to help other seniors stay active and to find more ways to get involved with the community.
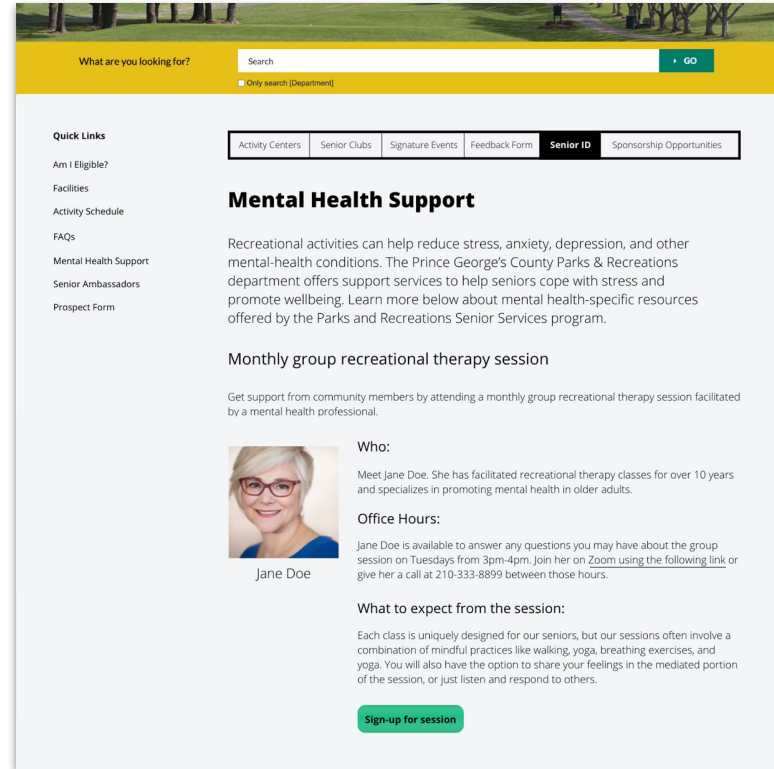
Conceptual Designs

Mental Health Support

Provide access to activities and services to help with seniors' mental health for those with a Senior ID.
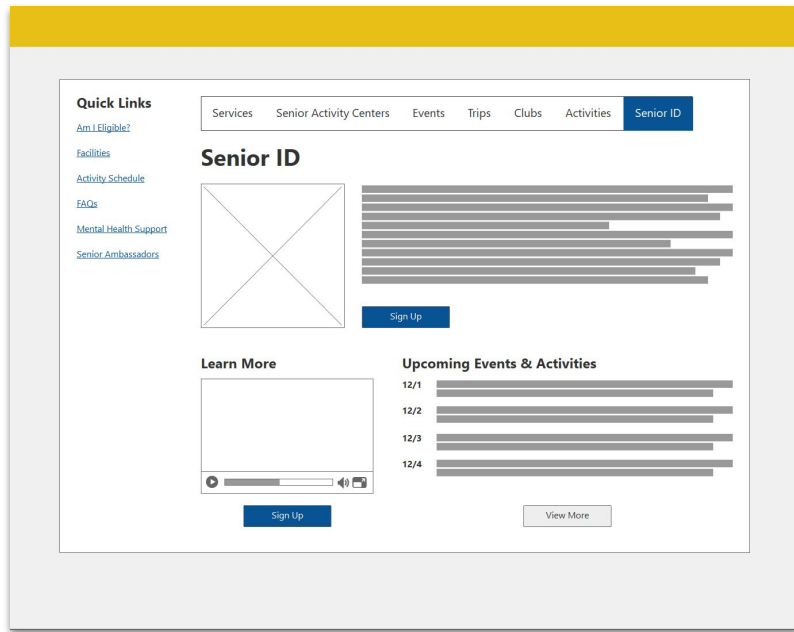
Why did we come up with this?

Some seniors expressed having little social interaction. They can't see their family and friends, which has left them inactive and feeling lonely.

Website Redesign and Single Signup

Update the Senior ID page on the website to provide content and details on the benefits of the Senior ID card and how to sign up.

Why did we come up with this?

Frustration with the website was a common, unsolicited topic among our participants.

DATA COLLECTION

- Interviews with multiple Seniors
    - Interviews consisted of a senior being interviewed and two team members, one as an interviewer and the other as a notetaker
    - Interviews conducted over the phone (3)
    - Interviews conducted through video conferencing software (2)
    - November 2nd - November 13th

- Interpretation sessions
    - Recounting interviews to team members
    - Open discussion around the collected data
    - Deeper insights

DEMOGRAPHICS

|	Age	Location	Status
User 1	74	Capitol Heights	Non ID holder
User 2	73	Springdale	Infrequent ID holder
User 3	68	Clinton	Infrequent ID holder
User 4	91	Temple Hills	Non ID holder
User 5	60	Adelphi	Non ID holder

Go to Affinity Diagram

Affinity Diagram

A model showing common themes and problems that came up across all interviews

Affinity Diagram

The most interesting insights from our affinity diagram:
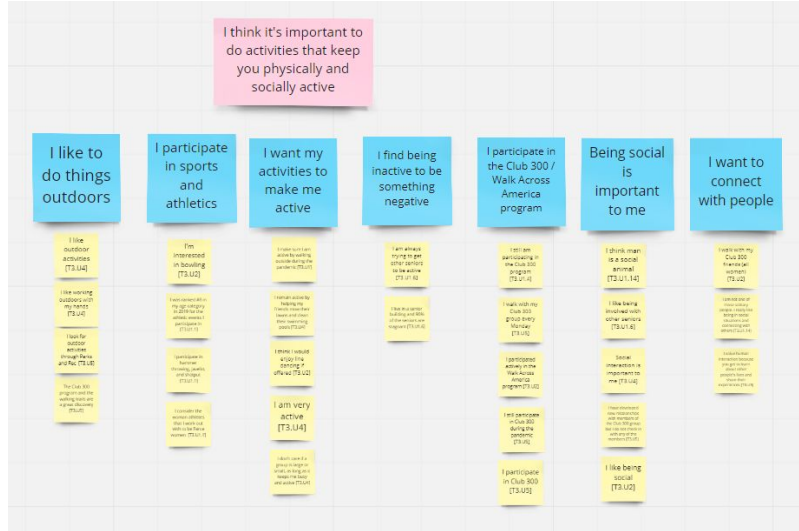
I am most interested in activities that let me be physically active with friends

I don't care if a group is large or small, as long as it keeps me busy and active.

I am not one of those solitary people. I really like being in social situations and connecting with others.

Affinity Diagram

The most interesting insights from our affinity diagram:

Being retired doesn't mean I don't want to keep learning new things

I'm a curious person and I'm open to trying new things.

Seniors had a wide variety of topics they wanted to learn and explore, like energy auditing, learning PowerPoint, cooking, and visiting historical sites.
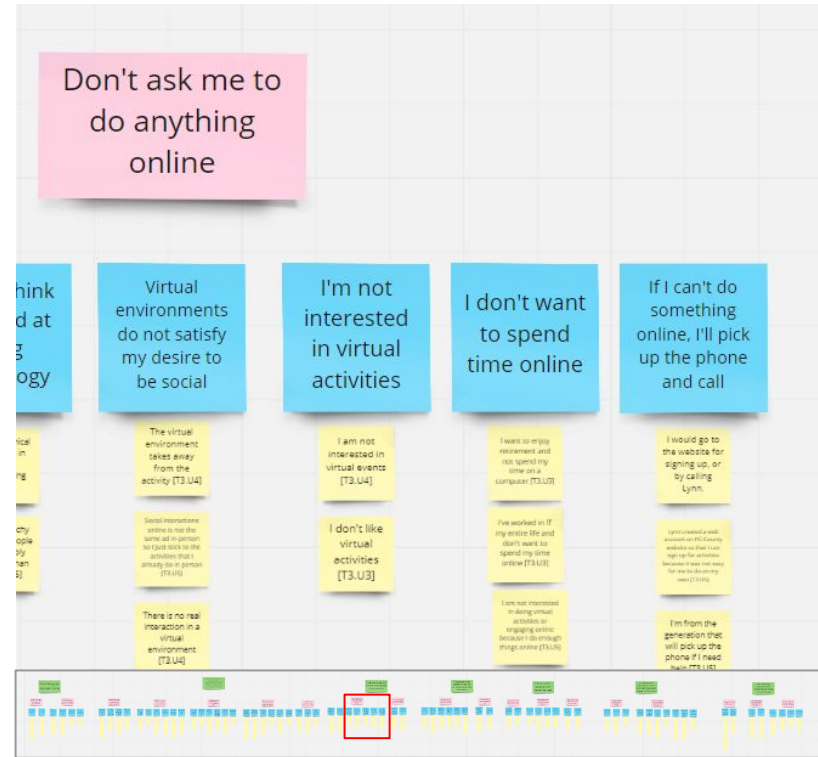
Affinity Diagram

The most interesting insights from our affinity diagram:

Virtual events are not real social activities

I want to enjoy retirement and not spend my time on a computer.

Social interactions online is not the same as in-person so I just stick to the activities that I already do in person.

Affinity Diagram

The most interesting insights from our affinity diagram:

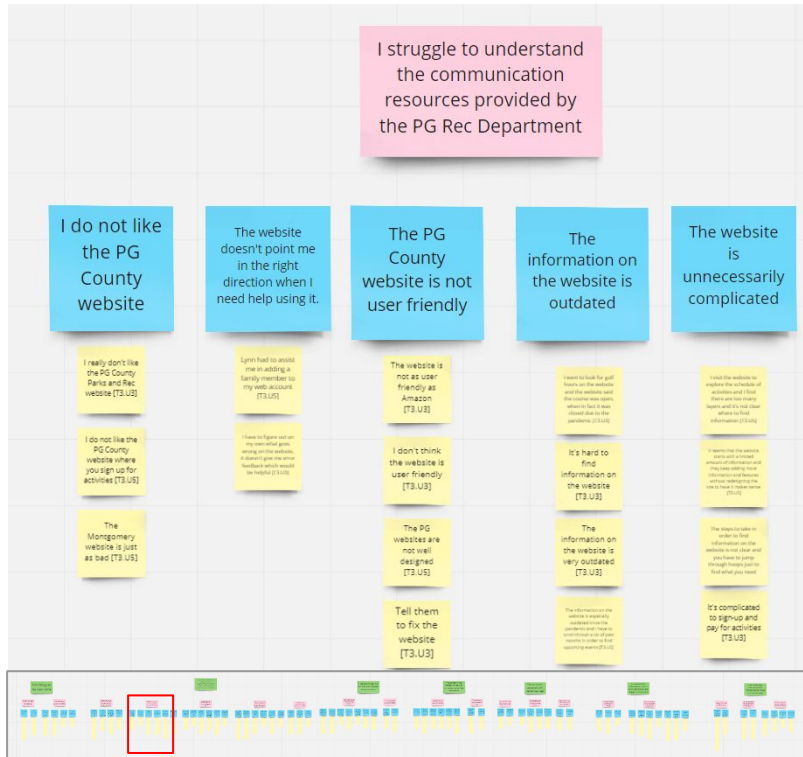### I'm not sure if I have a senior ID or not

Seniors who described using the perks of the Senior ID pass were not aware whether they had the Senior ID pass.

Seniors heavily involved in other Senior Services programs were not aware of the Senior ID.

I'm confused about if I have a Senior ID or don't have one

I don't know if I have the Senior ID or not [T3.U2]

I am unsure of whether or not I have the Senior ID [T3.U1]

I do not have the Senior ID [T3.U5]

I did not know about the Senior ID acess pass [T3.U5]

Affinity Diagram

The most interesting insights from our affinity diagram:

The PG County website is not user friendly

"The website is not as user friendly as Amazon."

The information on the website is outdated

"Tell them to fix the website."

It's complicated to sign up and pay for activities

Identity Model

Understanding how seniors see themselves and their motives, attitudes and emotions

"I AM"

- *A user's identity approaching an activity*
- From our data we identified three types of users in this category: the eager learner senior, the proud analog senior and the in-the-dark senior.

"I'm a curious person and I'm open to trying new things"

AN EAGER LEARNER

I am constantly looking for things to fill up my time now that I'm retired. I have many interests and try to find classes or activities that will help me learn a new skill. I've never participated in any virtual activities, but I'm willing to try! I'm always open to discovering new things.

GIVE ME

- Give me something novel and fun
- Tell me how I can find information about the diverse programming opportunities with the PG County Parks & Recreation department

View the full identity model

I LIKE

"I value human interaction... learning about other people's lives and share other people's experiences."

SOCIAL INTERACTION

I'm a very social person. I like connecting with people, especially other seniors, and participating in group activities. I get to spend time with my friends in my walking group and when we go out for dinner or bowling. My friends also tell me about activities and events going on in the area. While my group activities have paused since the pandemic started, I have a strong support network. I still keep in touch with my friends and family and have seen some of them safely in the past months.

GIVE ME

- Offer me ways to connect with others socially
- Provide me support groups so that I can talk with others in similar situations

"I LIKE"

- *Users' preference when doing an activity*
- We found three types of users that fit this category: the socializer, the outdoor enthusiast, and the family-oriented senior.

View the full identity model

"I DO"

- *Activity specific identity elements*
- A preliminary look at our data shows that seniors have preferences for when an activity is done and the amount of control they have over scheduling

"I make my own schedule"

MORNING ACTIVITIES

Since retiring, I have a lot of free time on my hands. My schedule is flexible and I'm ready to take on more activities. I wake up early and feel more mentally engaged in the morning. I prefer doing my physical activities and exercise then, since my afternoons are likely to be filled with chores, like grocery shopping.

GIVE ME

- Give me a way to make my own schedule
- Offer me activities to do in the morning
- Show me how to keep track of the activities I schedule so I don't forget them
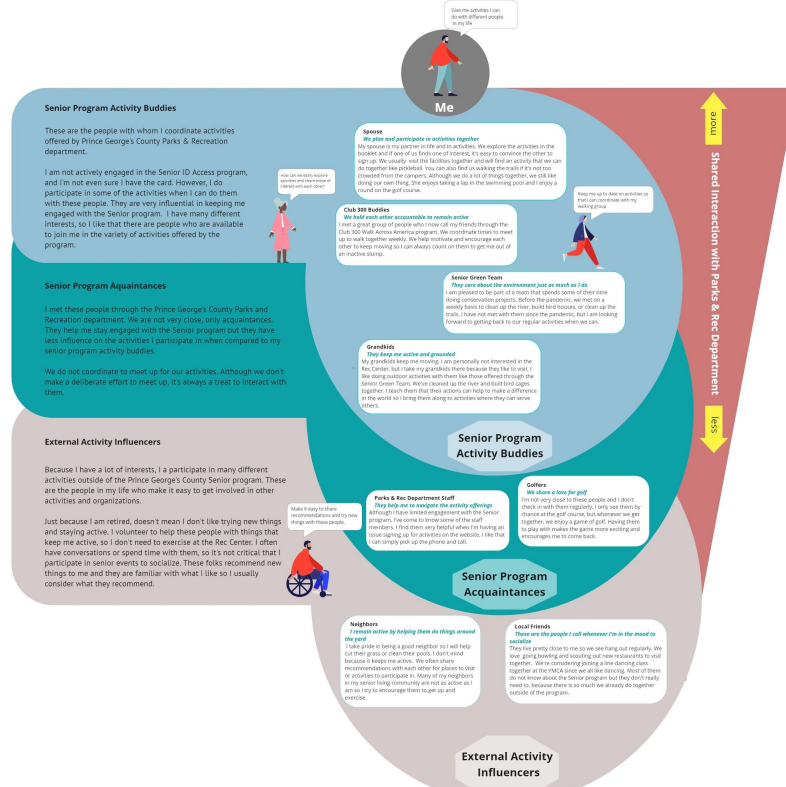
View the full identity model

Relationship Model

Demonstrate how other people in the senior's life influence the target activity and the level of emotional connection the senior has with them.

3 Levels of Relationships:

- The data revealed that the relationships in the seniors' lives matter when participating in activities offered by the Parks & Rec department.

- The people who influence seniors to engage with the Parks & Rec Senior program the most are their Senior Program Activity Buddies.

- The External Activity Influencers inadvertently reduce seniors' engagement with the program by influencing them to participate in activities outside of the program.

View the full Relationship Model

Spouse
We plan and participate in activities together

My spouse is my partner in life and in activities. We explore the activities in the booklet and if one of us finds one of interest, it's easy to convince the other to sign up. We usually visit the facilities together and will find an activity that we can do together like pickleball. You can also find us walking the trails if it's not too crowded from the campers. Although we do a lot of things together, we still like doing our own thing. She enjoys taking a lap in the swimming pool and I enjoy a round on the golf course.

How can we easily coordinate activities and share those of interest with each other?

View the full Relationship Model

Seniors coordinate activities with others:

● The research revealed that seniors tend to participate in activities offered by the Parks & Recreation department when they have someone to coordinate with like their spouse or club members.

Seniors have infrequent contact with acquaintances through the Parks & Rec department:

- Seniors expressed that there are people who they know through the Parks & Rec department exclusively. Although they are not close to these people, they help keep them engaged with the Senior program by providing them with support or joining them in activities

Parks & Rec Department Staff
They help me navigate the activity offerings

Although I have limited engagement with the Senior program, I've come to know some of the staff members. I find them very helpful when I'm having an issue signing up for activities on the website. I like that I can simply pick up the phone and call.

View the full Relationship Model

Local Friends

These are the people I call whenever I'm in the mood to socialize

They live pretty close to me so we see hang out regularly. We love going bowling and scouting out new restaurants to visit together. We're considering joining a line dancing class together at the YMCA since we all like dancing. Most of them do not know about the Parks & Rec Senior program but they don't really need to, because there is so much we already do together outside of the program.

Help me share recommendations and try new things with these people

People in seniors' lives influence them to participate in a variety of activities outside of the Parks & Rec department:

- Seniors stay active and busy by participating in many different activities offered by a variety of organizations and people. They do not turn to the Parks & Rec department exclusively for activities because people in their lives share information about other programs and encourage them to try new things.

View the full Relationship Model

Go to Journey Map

Journey Map

Visualize the process that the senior goes through in order to achieve a goal

Journey Map

Active Agatha

Scenario

Agatha wants to find activities to keep active during retirement. She likes to do things outdoors and in groups. She wants a program that provides her with flexible scheduling options and a variety of activities.

Expectations

- Find online information about the Senior Services program
- Identify class and activity offerings
- Locate schedule for classes and activities
- Sign-up for activities

Consult Family & Friends	Search Online	Call Department of Parks & Recreation	Assess ID Program

Emotions

To see more details about each step in the journey map and learn about opportunities to improve the journey and metrics to track, view our complete journey map here.

Call to Action

- Create a Senior Ambassador program to bring awareness to the Senior ID Access card.
- Facilitate monthly mental health support group sessions focused on recreational therapy to help seniors cope with stress while engaging in activities.
- Create a consolidated and seamless online sign-up process for the Senior ID card, Club 300, and Senior Green Team.
- Redesign the activity offerings webpage to default to senior-specific activities and include filters for in-person vs. virtual activities.
- Create a prospect form on the website where prospective ID holders can express areas of interest and any questions or concerns they may have about the Senior ID.
- Create an activity booklet that is specific to seniors.

Any questions?