

Improving Senior ID Access Card Sign Ups by Discovering Gaps and Opportunities within the Context of Use of Senior County Residents

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Our Team Members

We are grateful to have had this opportunity to work on this project and have found design insights and recommendations that will hopefully help the Senior ID access card program grow.



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Project Focus

How can the Parks and Recreation Department of Prince George's County, increase the number of new members signing up for the Senior ID access card?

Interview Focus

What enables and motivates seniors to sign up for the Senior ID access card?

What keeps Seniors engaged with Senior ID programs, including while in a virtual environment?



Findings

Technology helps to facilitate Seniors' social interaction and engagement.

Since social interaction is a **motivating factor** to participate in the Senior ID access card, there are opportunities to **improve interconnectedness of seniors in a digital environment.**

Main Focus:

- Variety of activities offered and registration process
- Pandemic impact, changed the way Seniors engage with programs and technology
- Sense of belonging



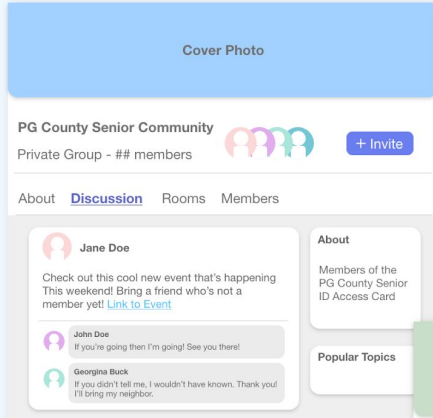
Design Ideas

1. Facilitate social connection through Facebook
2. Robust calendar of all offerings in a virtual settings for easy access
3. Build a Senior online community

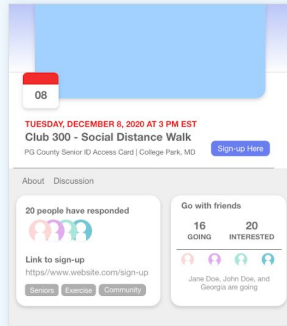


Design Idea: Utilizing Facebook Events, Pages, and Groups

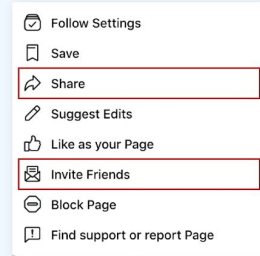
Senior ID Access Card Community Group



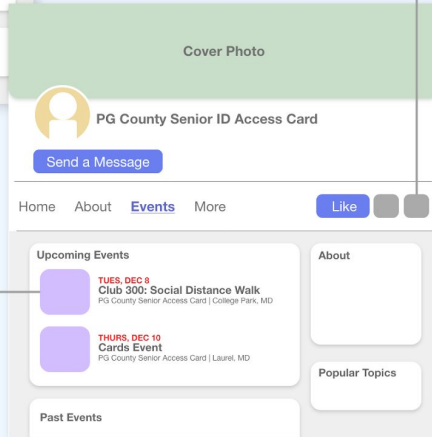
Event Interaction



Sharing/Inviting



Senior ID Access Card Program Page



Insights

"I'll go if my friends are going"

Event Participant List

Seniors will be able to see who of their friends are going to an event which can increase motivation

Networking for Recruitment

Senior Personal Networks

The program has more reach to participating senior's personal networks. This indirect link could increase the potential for more sign-ups

Community and Connection

Sense of Community

Community and connection was one of the most important aspects of the Senior ID Access Card Program for our interviewees.

An online community like a facebook group could help to strengthen and enhance that sense of community. Especially during the pandemic.

Activity Search/ Event Calendar

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
PRINCE GEORGE'S COUNTY: PARKS AND RECREATION | PLANNING | PLANNING BOARD
MONTGOMERY COUNTY: PARKS | PLANNING | PLANNING BOARD

PRINCE GEORGE'S COUNTY, MD
Department of Parks and Recreation

Our Story Parks & Facilities Activities & Services Connect With Us Get Informed How Do I

Activity Search Criteria

Age

Senior ☐ 4

Adult ☒ 4. Colors correlate with calendar for age related activity

Lorem ipsum ☐

3-12 months ☐

Activity Type

Memberships

Senior Access Card (80+) ☒

Youth Member card (5-12) ☐

Teen Card (13-17) ☐

Adult Member (18-59) ☐

Location

Prince George's Sports & Learn Cmplx ☒

Camp Springs Senior Activity Center ☐ 1

Potomac Park Community Center ☐

Virtual Online Programming ☒

Advanced Criteria

1. Check box acts as send to cart feature once users are ready to register

Day Week Month

< June 2020 July 2020 August 2020 >

W T F S

03 04 05 06 07 08 09

10 11 12 TUE 13 14 15 16

17 18 19 20 21 22 23

24 25 26 27 28 29 30

Today

Spinning: Aqua

July 12, 2020

T,Th

7:00 PM

Available

2. Leads User to registration page

Computer Skills: Level 1

July 12, 2020

T

5:00 PM

Closed

Upcoming

Zumba: Adult, Fitness

July 20, 2020

M,W

6:30 PM

Cancelled

Quilting: Seniors, Intermediate *

July 24, 2020

S

11:00 AM

Available

*Master Class

Registration

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
PRINCE GEORGE'S COUNTY: PARKS AND RECREATION | PLANNING | PLANNING BOARD
MONTGOMERY COUNTY: PARKS | PLANNING | PLANNING BOARD

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Registration

Day Week Month

< July 10th July 2020 July 16th >

S M T W T F S

10 11 12 13 14 15 16

8 9 10 11 12 13 14 15 16

Noon

1 2 3 4 5 6 7 8 9

Today

Spinning: Aqua

July 12, 2020 - July 28, 2020 T,Th

7:00 - PM - 6:00PM

Prince George's Sports & Learn Cmplx

3. When hovering a information card appears with event details

7:00 PM

Available

2. Leads User to registration page

5:00 PM

Closed

6:30 PM

Cancelled

11:00 AM

Available

Quilting: Seniors, Intermediate *

July 24, 2020 11:00 AM - Noon

S

Virtual Online Programming

\$ 25.00

REMOVE

\$ 0.00

REMOVE

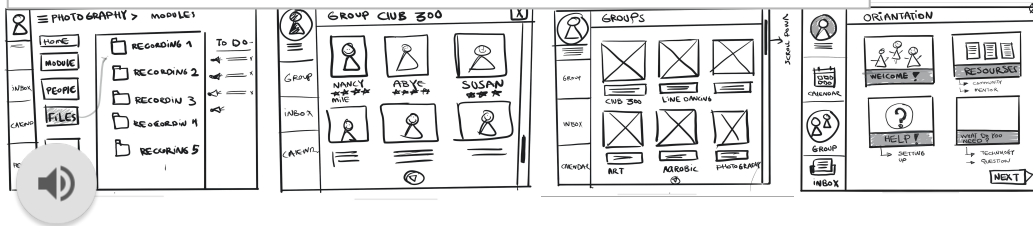
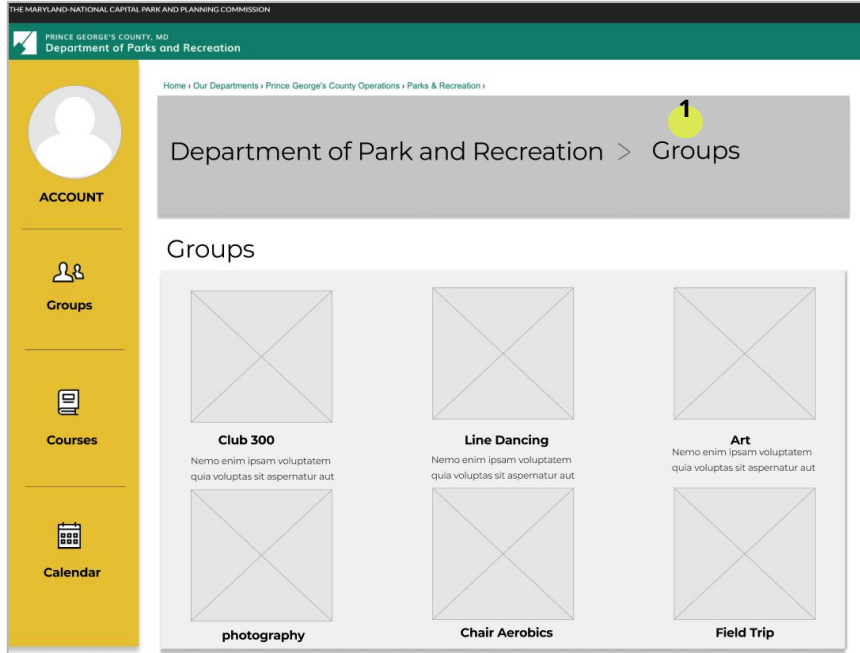
Total

\$ 25.00

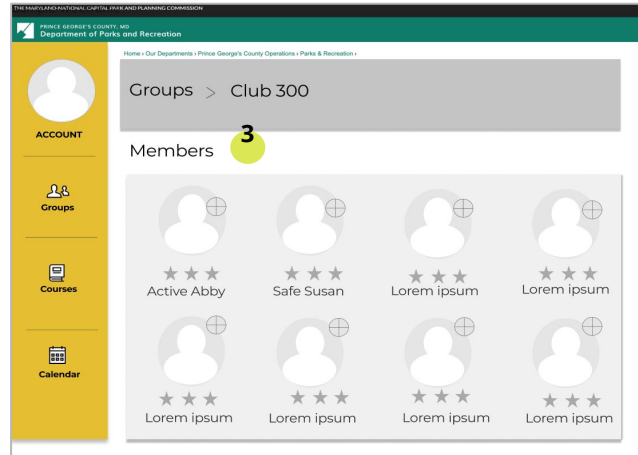
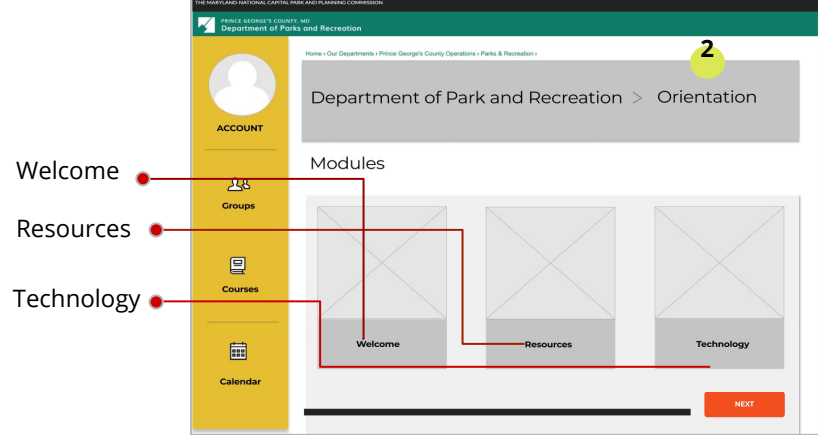
Register

Online Community/ Blackboard Concept

Blackboard- Groups



Blackboard- Orientation



Our Users



User	Age	Sex	Technology Comfort	Feelings towards "senior" card label	Favorite Programs
U1	76	F	Willing	negative	Club 300, Line Dancing
U2	65+*	F	Comfortable	positive	Club 300, Chair Aerobics, Photography Club, Field Trips
U3	65+*	F	Comfortable	positive	Club 300, outdoor activities, Field Trips

** Age not provided or asked, however, we did gather understanding that these users had retired*

Data Collection



U1: interviewer + note taker, Zoom recorded

U2: interviewer, Zoom recorded

U3: interviewer + note taker, phone call

Persona & Journey Map

Who Are they?

- Active Abby & Safe Susan

Why we chose these Models

- **Persona** - Profile and define the two types of people encountered in our interviews and reflect an individualized experience of Parks and Rec members.
- **Journey Map** - Provide a snapshot of the emotional and personal experience of each persona as they interact with the activities and Parks and Rec interface.



Persona



Active Abby

independent, proud, engaged

"I want to beat my Club 300 walking goal this year, I've already walked America once with this program!"



67
Laurel, MD



Club 300 | Billiards | Chair Aerobics |
Field Trips



Smart Phone | Laptop | Tablet

CARD ACTIVITY

Abby has been a Senior ID Access Card holder for over three years. She joined just after retiring because she wanted to prioritize structure in her new lifestyle. Abby likes to plan out which events she will attend, so she goes in person with a circled schedule of upcoming events.

FRUSTRATION

- "Looked at 2019 calendar, reflected on all activities she did, it was her life line to be involved with all of these activities."
- "Photography course taught by someone who loves photography, but not by a formal instructor."

PANDEMIC IMPACT

Abby has found ways to stay engaged with her beloved community online. She has a standing Friday afternoon chair aerobics virtual class and regularly logs her miles on the Club 300 website. Abby also joined the grab and go program because she lives alone and it was too convenient.

PROGRAM INTERESTS

Abby has a tight circle of friends that attend classes with her, but she also feels comfortable trying new things on her own. For example, Abby joined the Billiards group so she could learn how to play. She also attended field trips independently because they matched her interests.

CARDHOLDER GOALS

- Hold a routine
- Try every program once
- Participate in physical exercise
- Visit local destinations with a new eye

COMFORT LEVEL

Abby's likelihood of attending events in person upon the Department of Parks and Recreation, Prince George's County reopen.



Journey Map

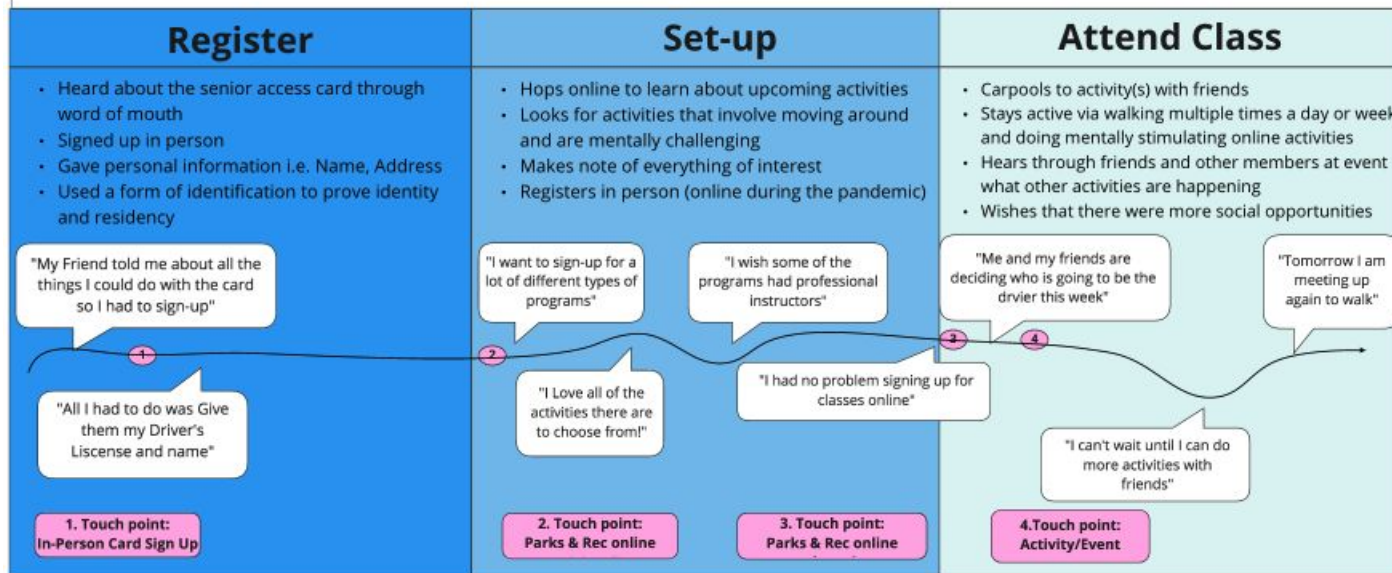


Active Abby

Scenario: Abby is a positive and outgoing member of the Senior Parks and Rec Community. She's looking to stay active with her friends. With the convenience of online accessibility to find the best home and outdoor active activities available despite the pandemic.

EXPECTATIONS

- Stay active alone or with friends
- Find available activities online
- Consistent structure
- Stimulating and new experiences
- Socialization



Opportunities

- Community forum for members to keep in touch and learn about meet-ups and other activities
- Expansion of Outdoor activities that maintain socialization and social distancing

Persona



Safe Susan

eager, cautious, active

"If there's something I'm interested in, I'll find a way to get involved. If I'm not interested, you lose me"



76
College Park, MD



Club 300 | Arts and Craft | Line Dancing



Smart Phone | Laptop | Tablet

CARD ACTIVITY

Susan has been a Senior ID access card holder for eight years. She joined because of folks she met in the Club 300 walking meet ups. Even though she is independent, she prefers to plan and attend activities with her friends.

FRUSTRATION

- Susan has problems setting up her devices to have a good view for her online exercise class.
- She also wants to use the website which is user friendly and easy to understand.

PANDEMIC IMPACT

If a class she likes is offered, she will find a way to join the online meetings. Because of her vulnerability, she always tries to be cautious. Even though she misses her friends she has doubts to go back to in-person classes.

PROGRAM INTERESTS

Susan knows that keeping up with a social life and being engaged with the community would be good for her mental health and lifestyle. She wants to be active and she wants to be flexible with her time.

CARDHOLDER GOALS

- Be socially active
- Participate in physical exercise
- Have flexibility to choose different classes at different times

COMFORT LEVEL

Susan's likelihood of attending events in person upon the Department of Parks and Recreation, Prince George's County reopen.



Journey Map



Safe Susan

Scenario: Susan is being cautious about her activities due to COVID-19. She misses her regular exercise classes and seeing her friends from the Senior ID Access Card program. She decides to try an online chair aerobics class.

Expectations

- Easy registration process
- Simple set up
- Good work out with some social interaction

Register

Susan attended the chair aerobics class when it was offered in-person. She successfully registers for the online class on the Department of Parks and Recreation, Prince George's County's website.

"I miss seeing my friends at activities and events."

"I am better at using the mouse with my desktop computer than I am using my fingers or pen with my iPad. I'm just more comfortable with it."

Set Up

She's most comfortable using her desktop computer in her bedroom, but there's not enough space in her bedroom to exercise.

She sets up for the work out in another room. She spends a long time trying to log in with her iPad and then spends a bit more time making sure it's set up in the right places for the class.

"I participated in one online exercise class. It was hard to set up my room so I would have enough space for the activity. It was also hard to make sure I could see the instructor and my friends could see me!"

Attend Class

She attends class and sees her friends.

She might try to join an online class again if she is really interested in the topic or activity being offered.

"If I'm really interested in the class and my friends are signed up too, I will find a way to make the technology work so I can join."

Opportunities

- Build in time for social connection at the beginning and end of each online class
- Coordinate with independent living communities to provide safe dedicated spaces for seniors to attend online exercise classes
- Offer iPad stands for seniors
- Continue to offer engaging and interesting online class options

Thank you!

[\(Link for Miro board\)](#)

