SENIOR ID ACCESS CARD

Department of Parks and Recreation, Prince George's County
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TEAM INTRODUCTIONS

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Interviewer/Analyzer

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PROBLEM STATEMENT

Department of Parks and Recreation, Prince George's County, Senior Services offers the Senior ID Access Card, which provides several opportunities to engage in meaningful activities supporting holistic wellness.

However, a large cohort of eligible residents have not signed up for the card or use it infrequently. Therefore, Senior Services is seeking to improve senior engagement in their programs and increase Senior ID Access Card sign-ups.

HIGH LEVEL FINDINGS

AFFINITY DIAGRAM

The **value** of the physical Senior ID Access Card is **undermined** by the lack of need to present the physical after the initial sign-up.

The **difficulty** for some users with using the online website **discourages** them from leveraging the online experience.

The **lack of online presence** for the program **inhibits** users from taking advantage of the program prior to and during the pandemic.

JOURNEY MAP

The **ease** of registration with in person assistance positively **promotes** the initial sign-up experience for users.

The **inconsistent** IDs for online account registration and offline card registration **devalues** the card and **confuses** the user.

The **complexity** of the online website experience **hinders** less technologically savvy users from greater website engagement..

RELATIONSHIP MODEL

The initial and continued participation of **close friends and relatives most strongly influences** the users initial interest and continued engagement.

The **assistance of staff** influences the reputation of the program amongst the **retirement community** which, ultimately, **greatly influences** the user's perception.

The **engagement of class instructors and class participants influences** the user's continued interest and participation.

DATA COLLECTION ACTIVITIES

SCHEDULED INTERVIEWS
- Five interviews were conducted
- 30 minute interview sessions
- Virtual interview via Zoom and Telephone
- Each interview included at least one interviewer and one note taker
- All interviews were recorded

INTERVIEWED USERS
- Interviewees were:
  - Residents of Prince George's County
  - Existing Senior ID Access Card holders
  - Retired women over the age of 65 years old
- Two interviewees still working part-time

INTERPRETATION SESSIONS
- Total of five interpretation sessions
- 30 minute interpretation sessions

DATA ANALYSIS AND MODELING
- Affinity Diagram
- Journey Map
- Relationship Model

DEMOGRAPHICS

	U1	U2	U3	U4	U5
Age	69	75	66	72	73
Location	N/A	Bowie, MD	MD (originally from DC)	Glen Arden, MD	Fort Washington
Years with Card	5 (as Senior) 9 (total)	4	5	~10	8
Employment Status	Retired	Retired	Retired/Part-time	Retired	Retired/Part-time
Class / Event Interests	Gym Walking Veterans Events	Walking Club & Walking Trips (e.g., Picnic Lunches, Beach, Historical Locations)	Gym	Club 300 Classes during Black History Month	Bootcamp Line dancing
Technology Comfort	Very Comfortable	Somewhat Comfortable	Very Comfortable	Not Comfortable	Somewhat Comfortable
Other Prince George's County Programs	SAGE DC area classes AARP	N/A	N/A	SAGE	DC YMCA online classes Harmony Hall events

AFFINITY DIAGRAM

Click to view our full Affinity Diagram

AFFINITY DIAGRAM: OVERVIEW

MOSTLY HAPPY

Enjoy the social and athletic activities.

Feel supported by community centers

Feel informed of available offerings

CONFUSION ABOUT CARD

Online registration could be easier

Foggy mental model of Senior Access ID

INSIGNIFICANCE OF PHYSICAL CARD

Card is unnecessary for activities

I got it because it was cool, but I don't use it often

UNMET NEEDS

Barriers that prohibit me from using my card as much as I'd like

Unmet personal accommodations

I am more interested in other kinds of activities

AFFINITY DIAGRAM: VALUE OF CARD

We discovered the physical card is most useful for using the gym or pool. Because of this, the **card loses its value** to seniors unless they used the gym or pool frequently even if they take advantage of the programs offered to seniors in Prince George's County.

"I show my card when I attend classes, but most people just give their phone numbers instead."
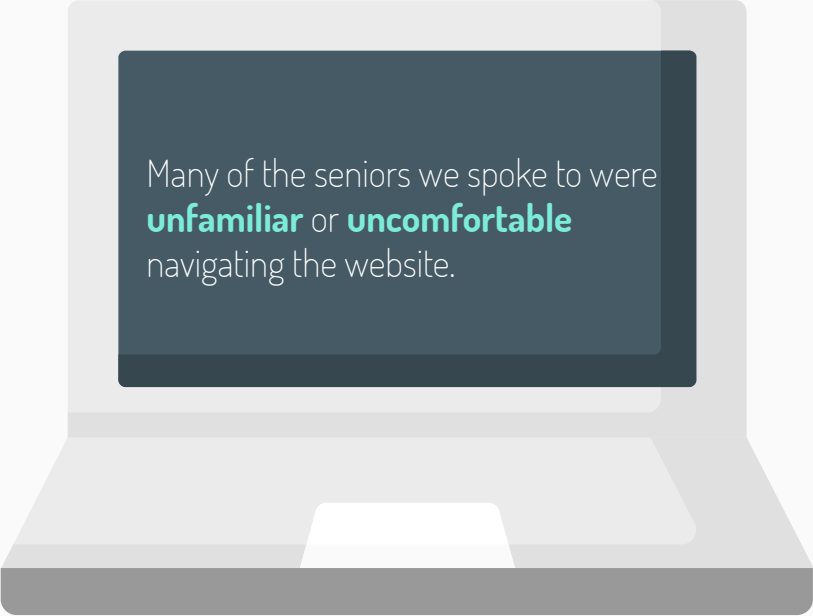
"I only used my card in the beginning, now everyone knows me so I don't need it."

"If I go to a new center, I have to show my card, but that's just the first time."

"I can't remember if I used my card to go to the Christmas Dinner. I think I just gave them my name."

AFFINITY DIAGRAM: WEBSITE DIFFICULTY

Many of the seniors we spoke to were **unfamiliar** or **uncomfortable** navigating the website.

"You can't just use the number on your card to sign up for classes, you need to sign up online for a new one."

"There are two websites for parks and planning, but they both look the same and it's confusing."

"I haven't ever signed up for anything online. It's just easier for me to wait in the line."

"Unless I have the exact name of the activity, I have a hard time finding it easily online. You have to know what you are looking for online"

AFFINITY DIAGRAM: EMPHASIS ON BEING IN THE REC CENTER

There is a large focus on things that can happen in the facilities. This excludes anyone who cannot get to the facility, or everyone in the case of a global pandemic.

"I don't know if there is a way to get the card other than in person"

"I would like to see the cards become more accessible within the community for people who can't go to the centers"

"I haven't been able to use my card at all since COVID started."

EXPERIENCE MODELS

Journey Map: Journey maps are a convenient and popular way of communicating a lot of information about the user experience in a single diagram, useful in overseeing the whole user process. We felt that this would be useful in mapping out what it looks like for cardholders when using their senior id access card at the rec center as well as taking note of emotion/thought process. We can then identify pain points in order to get a better understanding of what is making them to continue their use of the card as well as identify areas of improvement that can made with the cards.

Relationship Model: A Relationship model looks at connections. This model does a good job in showing how people connect to others who matter in their world, at work, and at home, as relevant to the target activity. Our use of the relationship model aided in us being able to understand what connections are playing an important in how cardholders use their cards.

JOURNEY MAP
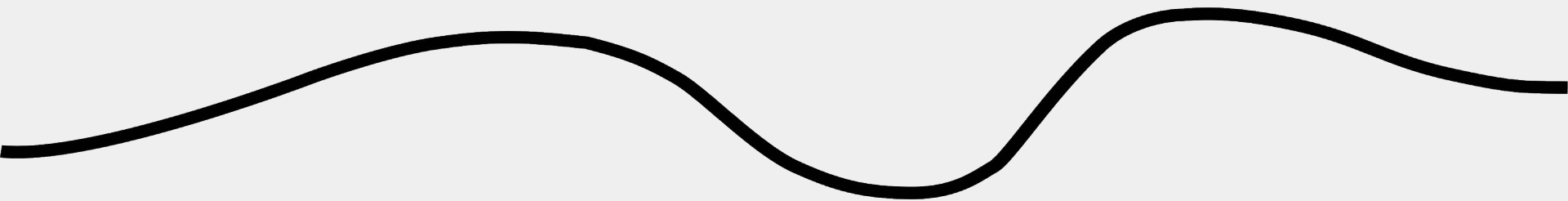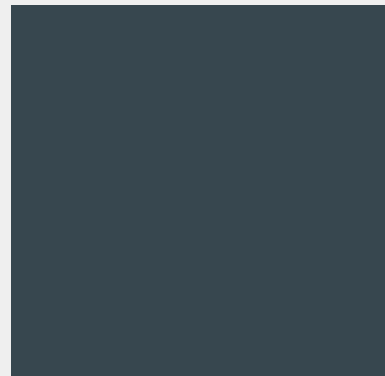
Click to view our full Journey Map!

Active Andrea

Active Andrea wants to find a way to stay active in her retirement. She wants a way to do so without spending too much money and while continuing to be social. Through her search, she discovers the Department of Recreation, Prince George's County Senior ID Access Card and believes this might address her needs.

Expectations

- Easy to sign up for activities
- Inexpensive cost
- Ease of transportation
- Activities that match her interests

JOURNEY MAP

Discover	Register	Explore	Attend	Repeat
1. Wants to access the gym at the recreation center 2. Talks to the help desk 3. Finds out she is eligible for a Senior ID Access Card	4. Gives ID to desk attendant 5. Completes registration with help of desk attendant 6. Obtain Senior ID Access Card	7. Hears about an event from a friend 8. Goes online to register for the event 9. Needs to create an online account 10. Searches for the event 11. Finds the event 12. Completes registration 13. Received a confirmation number	14. Goes to the event location 15. Signs in with her name 16. Attends event	17. Enjoys the event 18. Returns for the same event on other days. Attendance varies over time based on event interest, schedule, and other motivations.

"This facility is so well maintained, I'd like to come back."

"It was minimal hassle, no problems at all!"

"Why is the id on the card different from the id I need to register online?"

"I don't think I can browse events online"

"This is going to be so much fun!"

"I have to tell my girlfriend about this!"

JOURNEY MAP

	Discover	Register	Explore	Attend
Opportunities	• Improve visibility and marketing of the senior id access program	• Increase education about how to leverage the access id access card	• Reduce the confusion of having one id number via the card offline vs having a different id number when registering for an account online (event registration) • Improve the online event search experience	• Increase the purpose and values of having a physical card/ID in order to enhance rec center overall experience
Internal Ownership + Metrics	• Marketing Team: increase awareness of senior id access program	• Community outreach Team: increase sign up rate and develop program education sessions	• Digital/Web Team: reduce number of help requests • Community Outreach Team: increase sign up rate and develop a program for education sessions	• Programming Team: develop new registration opportunities

CLOSE FRIENDS AND FAMILY

These are the people I see and come in contact with most regularly either in person, phone calls, or text. We have similar interests, and look for ways to spend time together.

My inner circle influences the ways I choose to spend my time, including my initial interest and continued participation in Prince George's Parks and Recreation Senior Services programs.

We talk to each other a lot. Planning things to do together is naturally a frequent part of our conversations.
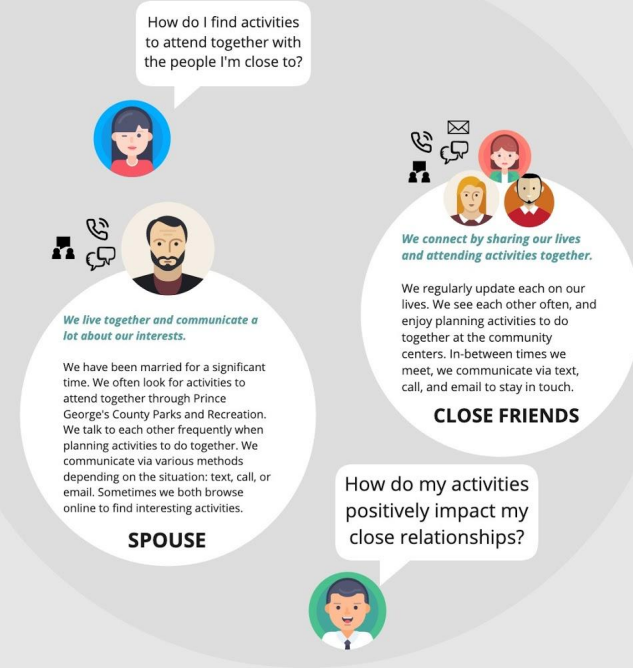
Communication Methods Key

Face-to-Face

Phone Call

Text

Email

CLASS INSTRUCTORS & PARTICIPANTS

I only engage with these people once in awhile when I attend an instructor led class in person. Sometimes we'll email each other outside of classes and schedule additional activities. This is usually only for the activities that we get most excited about and can't wait to participate in again.

We get to share our excitement for classes together. It's fun to be social with people who have similar interests. I can see myself building on these relationships in the future.

How might we create a tighter knit community within the class environment?

We occasionally chat during classes.

I see instructors when I participate in classes. For the ones I attend regularly, I know the instructors well. We often chat about the class activities and related interests. Occasionally, instructors call or email me about important class updates such as cancellations.

CLASS INSTRUCTORS

I interact with other participants during classes.

I'm closer to a few from my regular classes. Since we attend the same classes, we often have common interests. We talk during classes and sometimes recommend activities to each other. Occasionally, we email each other about things related to our classes.

CLASS PARTICIPANTS

Communication Methods Key

Face-to-Face

Phone Call

Text

Email

CONCEPTUAL DESIGN SOLUTIONS

CONCEPTUAL DESIGN SOLUTIONS SUMMARY

VIP LOYALTY MEMBERSHIP PROGRAM

What: A loyalty program where seniors with the card can earn points for registering and attending events. They can also earn points by referring new Senior ID Access Card sign ups. Members can redeem a variety of prizes with points earned.

Why: The interviewees expressed a lack of value in the physical card (i.e., they rarely show the card or use the card for event sign up) and many indicated that they do not actively engage in many of the programs classes.

Impact: Seniors will be more excited to sign up for events, improving engagement numbers. Additionally, they will see more value in the card with the increased usage of the physical card. With greater consistent scanning usage of the card, Prince George's County could also improve data analytics gathering to learn more about how seniors really use the card.

WEBSITE REDESIGN

What: Redesign portions of the Seniors website portal to include information about the VIP program, as well as, general portions of the site to promote the new program. This redesign will also include small usability updates and a digitally accessible version of the card.

Why: The interviewees expressed confusion about the different ID numbers, challenges using the online portal, and difficulty keeping track of the physical card.

Impact: Seniors will have an easier time registering for an online account with only on ID to remember. Better promotion of the card on the site will lead to increased sign-ups. Additionally, general usability of the website may improve event registration metrics. With the additional updates related to the VIP program, the website will reinforce the new program's goals and impact.

LO-FI SENIOR ID ACCESS CARD VIP MEMBERSHIP

JOIN TODAY

BECOME **A SENIOR ID ACCESS CARD**

VIP →

1

SIGN UP

Go to any one of the recreation centers to **sign up for the Senior ID Access Card!**

Our help desk staff are ready to help you get a card. **No fuss! No hassle!**

Keep this card handy. **You'll need it to obtain points!**

2

REGISTER & ATTEND EVENTS

Go online to **pgparks.com/903/Seniors**.

Register for an online account and sign up for events. **Each event you register for will get you points!**

Different events will earn you different point amounts. **Try out different events to earn more points!**

3

EARN & REDEEM POINTS

Use your card to **become a VIP member!**

EARN POINTS
Register and/or attend events. The more you attend the more you earn!

CHECK POINTS
Login to your online account or give us a call! You'll also get quarterly email updates to track your points.

REDEEM POINTS
Use your points to redeem free or discounts on classes, merchandise, and more! Check out the FAQ for more details →

LO-FI SENIOR ID ACCESS CARD VIP MEMBERSHIP MOCK

FAQ

Where do I sign-up for the Senior ID Access Card?

Make your way to one of the Prince George's County Recreation Centers. We'll be happy to help you sign-up for a card!

How do I become a Senior ID Access Card VIP member?

Once you sign-up for the card, you can earn points. The more events you attend, the more points you'll earn! Earn 1,000 points to become an official VIP member!

How do I register for events?

You can register for events in-person at a recreation center or online. If you register online, make sure to create an account so you receive points for the VIP member program!

Where do I find out how many points an event is worth?

Each event will earn you registration points and attendance points. Events will list point values online or you can call in to ask how much each event is worth!

How many points can I earn from attending an event?

Each event is worth a different number of points. Please check online or call us for point values.

Do I have to use my Senior ID Access Card to earn points?

Yes. You will need to have your card handy to earn your points!

What if I don't have my card on me when I'm attending an event?

No worries! You can access an online digital copy of your card. Simply login to your account with your phone to show us your card.

What else does the Senior ID Access Card VIP program include?

A lot! We have prizes, badges, and we're always working on more! Visit our website for more information.

Where do I check how many points I've earned?

Head on over to your online account on our website or give us a call!

What can I get with my points?

A ton! From discounts and free classes, free merchandise, to class access for non-card holders, there's something for everyone. Check online or give us a call for more details.
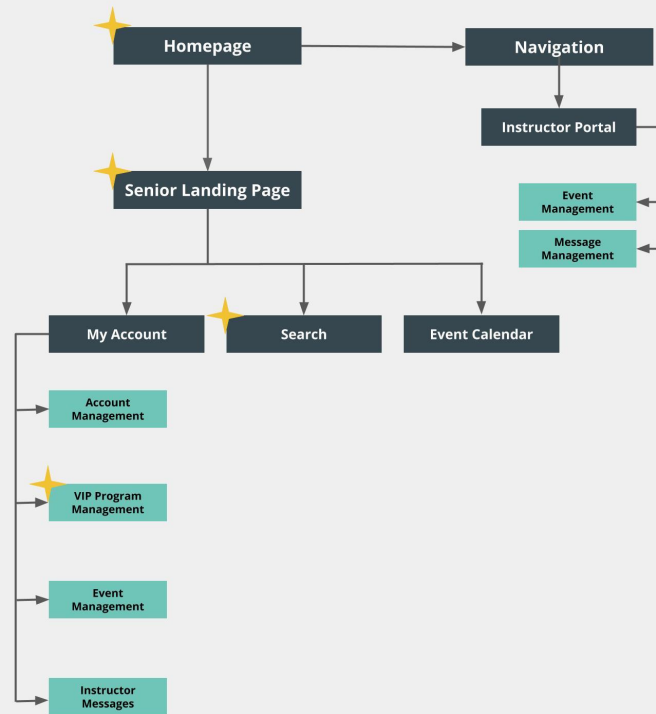
How do I redeem my points?

You can redeem points in person or online depending on the prize. Merchandise must be obtained in person.

What happens to my points if I don't use them?

Don't worry, up to 250 points can be rolled over from year to year.

LO-FI WEBSITE USER FLOW

Homepage

Navigation

Instructor Portal

Event Management

Message Management

Senior Landing Page

My Account

Search

Event Calendar

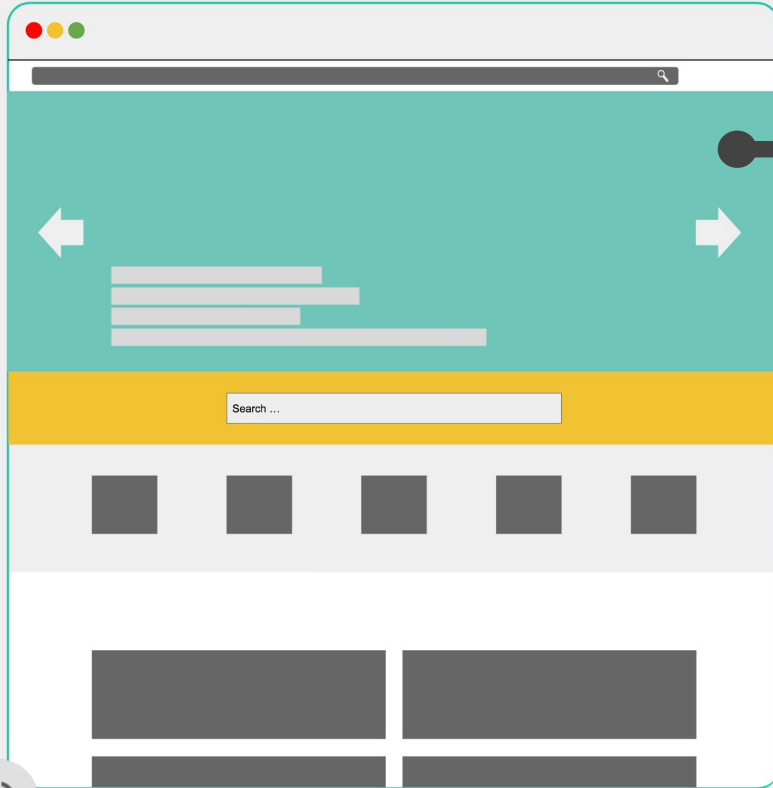Account Management

VIP Program Management

Event Management

Instructor Messages

Click to view our full Conceptual Design Solutions

LO-FI WEBSITE PORTAL MOCK: HOMEPAGE

HERO CAROUSEL (directs user to Senior Landing Page)

Actively promote the Senior ID Access Card

➔ **Why:** Interviewees mostly found out about the card from going to the recreation centers or word of mouth. There is an opportunity here to spread the word online in addition to in-person.

➔ **Impact:** Increased visibility of the Senior ID Access Card program and VIP membership design solution. This will lead to increased interest and sign-up metrics.

Promote the new VIP Loyalty Membership Program

➔ **Why:** The program aims to increase both sign up and and engagement metrics. To ensure Seniors in Prince George's County are aware of the new program, promotion is needed.

➔ **Impact:** Ensure the success of the new VIP membership program and, subsequently, improve sign up and engagement metrics.

LO-FI WEBSITE PORTAL MOCK: SENIORS LANDING PAGE

HERO CAROUSEL (directs user to Events and Classes)

Actively promote Events and Classes

➔ **Why:** Interviewees expressed not knowing how to best search for specific events.

➔ **Impact:** Promoting specific events will decrease potential confusion with event search and may increase sign up for those events.

Login/Signup Call to Action (directs user to online registration)
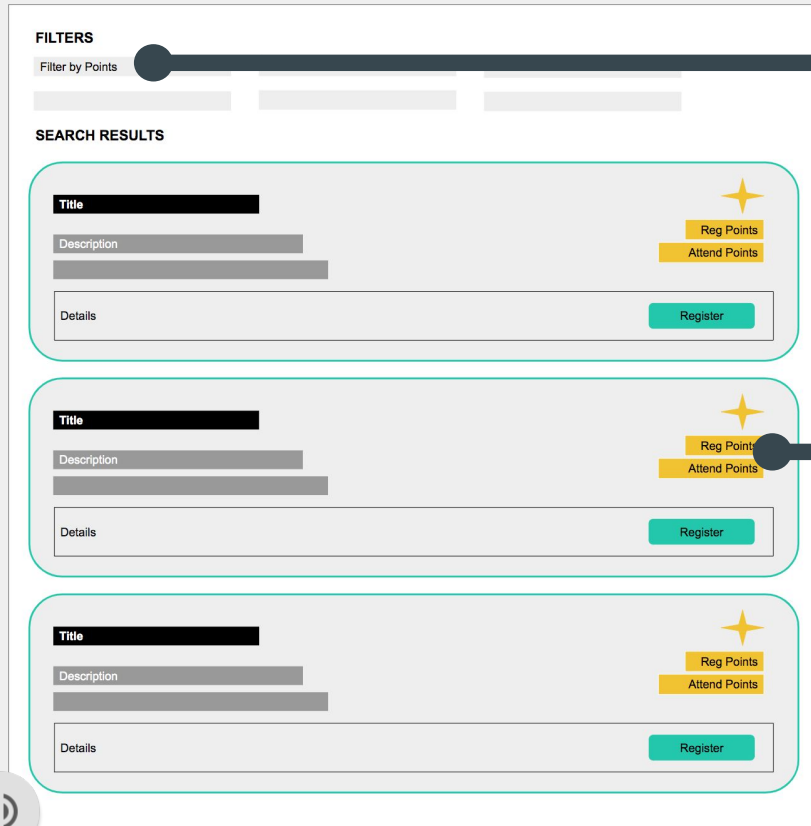
Intuitively link to the login/registration section

➔ **Why:** Interviewees expressed difficulty using the website, especially with online registration.

➔ **Impact:** Providing a directly link will reduce the amount of time and frustration spent trying to find the link in the text or in the different tabs of the Seniors page.

Other Improvement Suggestions

- Clarify language on site (e.g., what is parks direct?)
- Include information about the VIP Loyalty Membership Program
- Include an event calendar tab with upcoming events and a link to the event calendar page

Search …

LO-FI WEBSITE PORTAL MOCK: SEARCH PAGE

FILTERS

Filter by Points

SEARCH RESULTS

Title

Description

Details   Register

Reg Points
Attend Points

Title

Description

Details   Register

Reg Points
Attend Points

Title

Description

Details   Register

Reg Points
Attend Points

Search Filters

Consolidate and Enhance Search Filters

→ **Why:** Filters for different categories of activities vary. This could cause confusion for users especially since interviewees expressed their lack of comfort using technology. Additional filters such as "Filter by Points" would also reinforce the VIP program design solution.

→ **Impact:** Decrease confusion and frustration and improve search usability to ultimately improve event and class sign up metrics.

Search Results Cards

Update and Simplify Search Results Cards

→ **Why:** Some of the links on the search results cards presents redundant information to the users. This could cause confusion and frustration as the user clicks into specific links. Only key event information should be included. Additional information about VIP program points should be added to reinforce the design solution.

→ **Impact:** Keeps the cards simple and user friendly to improve event and class sign up metrics.

LO-FI WEBSITE PORTAL MOCK: USER ACCOUNT SECTION
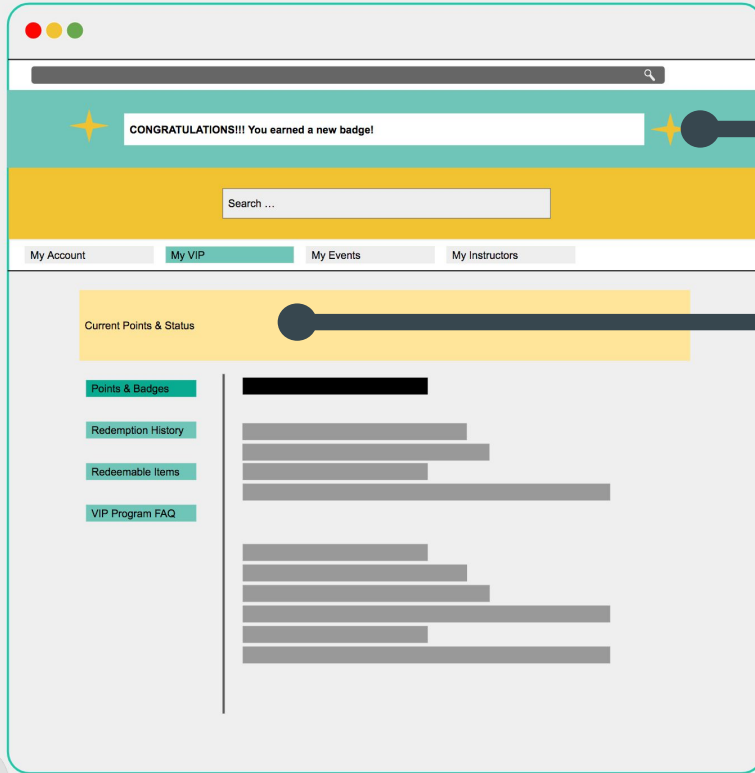
User Account Section Banner

Celebrate VIP Loyalty Membership Program Achievements

→ **Why:** Encourage and remind cardholders to continue registering and attending events with positive reinforcement.

→ **Impact:** Keeps cardholders engaged in the program and maintains participation in program activities.

My VIP Section

Provide relevant VIP Loyalty Membership Program Information

→ **Why:** Ensures cardholders are well informed about the program and their current status. Giving users the information they need in a user friendly format educates and, thus, makes it easy for them to actively utilize the VIP benefits.

→ **Impact:** Increases participation in the VIP program will lead to increased general participation in the Senior ID Access Card program.

NEXT STEPS

- Review the report and portfolio and/or the Miro board for additional details around the models and our conceptual design solutions

- Let us know what you think

- Ask us questions and let us know how else we can help

THANKS

Questions anyone?