
Prince George's County Department of Parks and Recreation Senior ID Access Card Report

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CLIENT DESCRIPTION

The Prince George's County Department Parks and Recreation comprises eight senior centers and over 40 public facilities, including fitness rooms, swimming pools, game rooms, and more. Their M-NCPPC Senior ID program provides seniors—identified as 60 or older—with free access to all community and senior centers, as well as a weekly newsletter detailing upcoming programs and events offered by the Department of Parks and Recreation. Although there are between 100,000 and 125,000 eligible residents in Prince George's County, only 15,000 to 17,000 are Senior ID card holders.

The M-NCPPC Senior ID serves as a swipe access card that tracks traffic in and out of buildings by time of day. However, the Senior ID card is not needed to gain access to the building or events. To obtain a M-NCPPC Senior ID, a person must be at least 60 years old and a resident of Prince George's County or Montgomery County. Normally, they would visit one of the community centers with proof of age and residency to sign up for the program.

Eligible participants can also apply online by scanning their documents but are defaulted to non-resident status until they visit a community center with proof of residency. Applications for a M-NCPPC Senior ID are now entirely online as a result of the closure of facilities due to COVID-19. A member of the Department of Parks and Recreation reviews the scanned application documents to approve resident status.

STUDY FOCUS

The Department of Parks and Recreation is seeking to increase both the number of sign-ups and participation of seniors in the M-NCPPC Senior ID program. This project supports the Department's mission of assisting the physical, mental and social needs of Prince George's County's diverse and aging population through the Senior ID card.

The shift to an online environment has created some barriers for seniors to enroll and stay engaged with the activities and events offered through the M-NCPPC Senior ID program. For instance, seniors in Prince George's County have different levels of access to and expertise with the technology required to participate in remote activities and events.

The Department of Parks and Recreation is also aiming to mitigate social isolation during these difficult times. Although Department staff periodically perform wellness check-ins with seniors, the number of activities and events has significantly reduced. In-person activities like walking groups, also have limited space due to social distancing measures or have been cancelled altogether. Nonetheless, some of the seniors interviewed expressed an interest in staying active by walking or participating in the Club 300 Walk Across America program offered by the Department.

Therefore, the Department of Parks and Recreation is looking for ways to keep seniors engaged by facilitating online sign-up for the Senior ID program and to hear from users about their needs and desires for the program.

The goal of this research is to understand how the Department can increase the number of Senior ID users by providing activities and services that meet the diverse needs of the Prince George's County senior population. This research will identify barriers that prevent residents from signing up for a Senior ID and what opportunities exist to increase sign-ups. It will also highlight effective communication strategies to recruit new members and retain and increase participation in the Senior ID program. Finally, this research will explore how the Department can promote member socialization and connectivity in an online environment.

RESEARCH QUESTIONS

1. How can the Department of Parks and Recreation increase senior participation in the Senior ID program?
2. Why don't infrequent members use the Senior ID program more regularly?
3. What is the registration process for the Senior ID program? How has this process been impacted by the pandemic?
4. How can the Department increase use of the Senior ID cards for remote activities and programs (not just as a swipe card for building access)?
5. What are the barriers to new enrollments in the Senior ID program?
6. What is holding current users back from participating in remote activities and programs?
7. How do users learn about the Senior ID program?
8. How do users receive information about activities offered through the Senior ID program?

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9. Does a user's knowledge of technology impact their use of the Senior ID program?
 10. What are the effects of COVID-19 on users' interaction and perception of the senior services?
 11. Is there a desire to feel more connected to others in the Senior ID program? How (or through what activities) would they like to socialize with others in the program?

STUDY DESIGN

Research Method

The overall research process was driven by interviews as a means to collect rich user data that could then be used to identify opportunities and inform our models and designs. We began by interviewing Lynn Butler, a member of the Prince George's County Department of Parks and Recreation. Lynn's interview consisted of the INST710 class asking questions about Department goals, details about the Senior ID program including the registration process, member demographics, the facilities, activities offered, etc. Based on Lynn's knowledge, we were able to develop project goals and an overall research plan.

We then focused on the user interviews. Originally, we had planned to use the contextual design approach—interviews and observations of seniors while they use the Department's facilities and website. However, due to social distancing, we used interviews as our sole means of gathering user data. We developed interview questions that focused on participants' knowledge about the Senior ID and their interactions with the Department of Parks and Recreation, activities they participate in, how they receive information about the Senior ID program, and their interest in virtual activities, among other things.

We decided to focus on non-Senior ID cardholders because we saw this as an opportunity to gain a deep understanding of why members of this group have not signed up for the program, which aligned with one of our primary research objectives. As the only group to interview non-Senior ID cardholders, we believed that we would be able to offer unique insights to help the Department of Parks and Recreation enhance their services and marketing directed at this target population. From the interviews, we discovered that two of the five participants already have the Senior ID but are not active users. Therefore, we categorized our participants as infrequent or non-Senior ID holders.

The interviews allowed us to collect rich data that uncovered seniors' attitudes, behaviors, needs, and frustrations about the Department of Parks and Recreation's services and their extracurricular activities in general.

Participants

Participants for this project were recruited by the Department of Parks and Recreation. The Department then passed along their contact information to the INST710 peer mentor for group distribution. Our team focused on seniors who were not enrolled in the Senior ID program, as well as seniors who were registered with the program but interacted infrequently with the services.

We interviewed five seniors between November 2 and 13. Our participants were three eligible Senior ID cardholders and two infrequent Senior ID cardholders between the ages of 60 and 91. Two of the participants are male and three are female. All participants reside in Prince George's County. Two of our participants described feeling comfortable using technology, while three participants expressed difficulties using technology and video conferencing tools like Zoom.

Our participants had varying levels of involvement with the Senior Services department. Three of the seniors who we interviewed were members of Club 300, while another was a member of the Senior Green Team. One senior volunteered with the Department of Parks and Recreation. Many participants had visited at least one of the Parks and Recreation facilities.

Interview Structure

For our data collection method, we interviewed five seniors, three over the phone and two through video conferencing software. Three were non-Senior ID cardholders and two were infrequent Senior ID cardholders. During each interview, we had one team member speaking with the seniors and asking questions while another team member took notes recording important information. These interviews lasted between 30 minutes to an hour and were completed over 12 days.

ANALYSIS

Our research team conducted four interpretation sessions to analyze the five interviews and to document the insights related to our study focus.

During an interpretation session, an interviewer (with assistance from the person who took notes during the interview) told the rest of the research team in a narrative format what they learned from the interviewee. As the interviewer told the story of the interview, team members would ask questions to get more detail or clarify misunderstandings.

We conducted four interpretation sessions as we conducted the interviews to document the insights we found while the memory of the interview was fresh, which

allowed more information to be shared with the rest of the research team during the interpretation sessions. We conducted one interpretation session after our first interview, one after our second and third interviews, and one session after each of our fourth and fifth interviews.

During each session, one team member took notes, which were then used to create the affinity diagram described in the next section of the report. We also used the interpretation session notes to build the other experience models described below.

EXPERIENCE MODELS

Affinity Diagram

After our interviews and interpretation sessions, the research team used the interview notes to create an affinity diagram. An affinity diagram is a model that groups insights from interviews to find common themes, stories, and problems for users. We continued to group our notes until we created a hierarchical diagram that at the highest levels told a narrative of the seniors' experiences with the Department of Parks and Recreation. The following two paragraphs describe some of the most interesting insights revealed by the affinity diagram.

One of the strongest insights was how important being active is to seniors. Almost every senior interviewed specifically mentioned wanting to do activities that let them be active. The research team got the sense that being active is a part of their identity, a core sense of themselves. Being inactive or "stagnant," as one interviewee described it, is to be avoided.

Another interesting insight was that many seniors have a strong desire to participate in activities that let them learn new things. While no one topic or type of activity was more popular than another, seniors wanted to continue to learn through activity. This was another area that seemed to be part of their identity. They may no longer be working, but they want to continue learning about things that interest them.

Our participants generally are experienced in using computer technologies, but a lot of them are not interested in attending virtual activities. They don't want to spend time in front of the computer, because some of them had been doing that a lot before retirement. Some participants indicated that virtual activities are not the same as in-person ones. They don't consider them as "real" socializing, which doesn't help with the participants' lack of interaction.

Another insight was that the seniors we interviewed are confused whether they had a Senior ID or are unaware of the card's benefits. As all of the interviewees

participated in at least one Senior Services program like Club 300, it was surprising that these seniors knew so little about the Senior ID. It appears there is an opportunity to promote and provide clearer messaging about the Senior ID within these programs.

In addition to the activities, we received a large amount of feedback about the County's website. Seniors have trouble finding information and get lost when trying to do a task such as sign up for activities. Some mentioned that the website's information is very outdated, especially regarding time changes due to COVID-19.

Identity Model

We built the identity model to communicate the core attitudes, motives and emotions our participants expressed during the interview process. After creating the affinity diagram, we observed patterns in the data across several users related to preferences and characteristics central to their identity.

As such, we chose the following three categories to represent in our model: "I am," "I like," and "I do." Each identity element consisted of a brief description, a user quote, and "give me" statements that represented user needs and design opportunities. More specifically, the "give me" statements offered insights into how each identity might engage with the Senior ID program.

The "I am" section explained the type of people we interviewed—that is, how our participants saw themselves not only in the context of performing activities, but also in a general sense. We found that many are eager learners. They are passionate about staying active and building new skills. From attending a film course at the public library to exploring a new hiking trail, these seniors were excited to find new challenges. In the context of this project, this senior would want to learn about the diverse activity opportunities with the Senior ID program.

We also discovered that a few of our participants are proud analogs. They have been doing things a certain way for a long time and are not prepared to make changes. These seniors are not comfortable with technology and believe virtual activities take away from real social interaction. They don't see the point of going virtual when they are perfectly content not spending time online. They would prefer to enjoy their retirement in other ways. This senior would appreciate safe and socially distanced in-person activities and perhaps even support using new technology.

The final group of seniors in the "I am" section represented those who felt most confident when they were in the know about things and felt independent when they successfully and swiftly found information online. When these seniors were unable to confirm their Senior ID status or

find information on the Parks and Recreation website about signing up for the program, they felt confused and in the dark. The Senior ID program could easily reach this senior through email communication and updated website information.

The “I like” section described how our participants prefer to approach life. The outdoor senior captured data from all of our participants. This group of seniors likes doing things outside, from taking walks to helping neighbors mow the lawn. The outdoor senior is closely related to the eager learner, both of whom pride themselves in staying active. The Senior ID program could offer this senior fun, outdoor activities and help them find new trails and historical sites to explore, especially during the pandemic.

Many of our participants spoke about how connected they are to their families. This led to the “I like family time” senior who, as the name suggests, loves doing things with their partners, children, or grandchildren. They value the time they spend with their families and would often join them in activities, like river clean ups or exercise classes. The Senior ID program could reach this senior by offering couples events and family-oriented activities.

The last “I like” group exemplified seniors who crave social interaction. They are active within their inner circles and enjoy spending time with their friends, from going bowling to grabbing dinner. Conversations with their friends often led to new discoveries, like upcoming events in the area. They rely on a strong support network, especially during the pandemic. The Senior ID program could offer this senior a support group to talk with others in similar situations and other mental health resources.

The “I do” category referred to how seniors go about doing things in their daily lives. Our data suggested two groups: seniors who perform activities in the morning and those who execute web searches frequently. Our participants had specific requirements for when they do an activity and the amount of control they have over scheduling. These seniors did activities in the morning because that is when they felt most mentally engaged. They had other commitments in the afternoon, like church group or grocery shopping, and liked to keep to a schedule. This senior would appreciate flexibility in the Senior ID programing schedule to allow them to participate in morning activities and reminders to keep track.

Finally, our participants are particular about how they search for information online. They can immediately tell whether websites are user-friendly and easy to navigate. They identified sites like Amazon as being intuitive and simple to use, while sites like the Department of Parks and Recreation’s obscure important information. This senior would benefit from a website redesign that prioritizes the user and makes it easier for them to sign up for the program and find/pay for activities.

Relationship Model

Interview data revealed that the people in our participants' lives influence their interaction or lack thereof with the Department's Senior Services. These are people who join in their activities or support and encourage them to engage in activities. Based on the data, we concluded that the people who influence participants' activities and consequently, their engagement with Senior Services, can be categorized into three groups: Senior Program Activity Buddies, Senior Program Acquaintances, and External Activity Influencers. Interactions with the Department and between seniors and each of these groups varies, with the Senior Program Activity Buddies having the most interaction, and External Activity Influencers having the least.

Senior Program Activity Buddies directly influence seniors to participate in the senior-specific activities offered by the Department of Parks and Recreation. They are the most influential because they participate in the activities with the seniors and coordinate to meet and do them together:

- Spouse: seniors consult with their spouses regarding which activities to participate in. Spouses might even convince seniors to do activities that they wouldn't do on their own. They also tend to visit Parks and Recreation facilities together.
- Club members: the Senior Program Activities Buddies group also consists of the club members that seniors participate in, such as Club 300 and the Senior Green Team. These clubs were frequently mentioned by participants when describing their engagement with the senior program; both clubs are facilitated by the Department of Parks and Recreation. Club 300 and the Senior Green Team members share some of the same interests with the participants and they encourage them to remain active and do things outdoors.
- Grandkids: the final members of the Senior Program Activity Buddies group are seniors' grandkids. They visit the recreation centers with their grandkids and bring them to activities that serve the community like those performed by the Senior Green Team. This suggests that some seniors are likely to participate in activities where they can bring their grandkids along and help them make a difference in their communities.

Senior Program Acquaintances are people who our participants met exclusively through the Department of Parks and Recreation. Their interaction with each other is limited to the Department's activities and services. Unlike the Senior Program Activity Buddies, they don't influence the type of activities seniors participate in. However, they keep them engaged with Senior Services by providing support or doing activities together:

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- Department of Parks and Recreation Staff: some participants mentioned that Department staff is very helpful in answering their questions about activities or providing instructions for signing up. Therefore, staff members encourage seniors to remain engaged with Senior Services by being a resource for seniors seeking help.
 - Golfers: other members of the Senior Program Acquaintances group are the golfers. One of our participants mentioned that other than his wife, the only other Senior ID holders he knows are the people he plays golf with. He indicated that he doesn't keep in touch with them regularly but he enjoys playing golf with them whenever he encounters them at the facilities. Therefore, we decided to include golfers as an example that is representative of people who seniors don't know very well, but who motivate them to participate in activities by being present at the facilities when they visit.

During the interviews, participants shared that they are involved in many activities outside of the Prince George's County Department of Parks and Recreation. They indicated that they hear about these activities from other people or do the activities with them. This was especially the case for participants who do not have the Senior ID. As a result, we decided to depict how people in seniors' lives inadvertently discourage them from being more engaged with the Department Senior Services by providing them with other options that allow them to be active and social. These people are part of the External Activity Influencers group:

- Neighbors: these people support seniors' desire to be active by giving them tasks to do around the yard. One participant mentioned that he remains active by helping his neighbors to clean their pools or cut their grass. As a result, he stated that he does not need to exercise at one of the Department's recreation centers, which is the only service he is aware of associated with the Senior ID.
- Local Friends: these people live near participants, so they meet up regularly to socialize and engage in activities. They often recommend new services and activities to seniors and many of them are unfamiliar with the Senior ID. Therefore, local friends influence seniors to participate in activities that fulfill the same needs that Parks and Recreation Senior Services aims to meet, consequently keeping them less engaged with the Department's Senior Services.

Journey Map

The journey map is a model that describes the process someone goes through to complete a task or achieve a goal. Our journey map models the journey a senior would take to accomplish the goal of signing up for an activity with the Department of Parks and Recreation. The model describes a scenario, user expectations about the journey, the journey's stages, steps in each stage, the

user's thoughts (represented by bubble quotes) and emotions (represented by a line), and the touch points the user has with the Department of Parks and Recreation. Finally, the model describes opportunities to improve the journey and metrics to track.

For this model, we created a persona named "Active Agatha" who represents a prototypical senior based on our research. Agatha wants to find activities that help her remain active in retirement. Her expectations of what she needs to do to participate in these activities include finding information online about Senior Services programs, identifying what class and activities are offered, locating a schedule of when these activities take place, and then signing up for these activities.

There are four stages to Agatha's journey to sign up for activities:

1. Consulting friends and family

At this initial stage, Agatha begins to search what activities are available by asking friends and family how they spend their time and stay active. At this stage, her interest might also be piqued to look at senior activities offered by the Department of Parks and Recreation when she receives an activity booklet in the mail. There is a lot of information in the booklet though, so it is a little difficult to find relevant activities for seniors.

2. Searching online

Now that Agatha has discovered what the Department offers for seniors, she searches online for more information about the activities and when they are scheduled. She may also search activities she found in the activity booklet using their activity number. However, Agatha becomes discouraged and frustrated in trying to sign up for activities on the website; she can't figure out why the site won't let her sign up for the activities she's interested in.

3. Calling the Department of Parks and Recreation

After being unable to sign up for activities online, Agatha is still determined to participate. She calls Senior Services and asks for help on where to find sign-up information. She also asks questions about how activities are operating during the pandemic. She speaks to a Senior Services staff member, who is very helpful and walks Agatha through the website to sign up for her activities. This is also an opportunity for Agatha to discover the Senior ID program and learn about its benefits.

4. Assessing the Senior ID program

With the information provided by the Senior Services staff member, the final stage in Agatha's journey is to sign up for the activities she's interested in and then to review the information about the Senior ID on the Department's website. She considers the benefits of the Senior ID and again calls the Department to sign up.

We found the following opportunities to improve the user's journey in signing up for activities:

- Provide an online form that allows seniors to request more information about Senior Services if they are interested in activities.
- Remove canceled and past activities from the online list of activities offered.
- Create a feature to join a waitlist to sign up for an activity that is full.
- Update the Senior Services website to describe the changes to activities and programming for seniors due to the pandemic.
- Create a paper activity booklet specifically for seniors so they don't have to sift through the larger activity book.
- Program the website to provide better error feedback when a user fails to achieve their intended task.
- Send out emails and physical mail to eligible seniors with instructions on how to sign up for the Senior ID program.

Additionally, Senior Services can track the following metrics to improve the journey:

- Survey prospective Senior ID members on what activities they are looking to sign up for.
- Use a program like Google Analytics to determine how seniors use and access the website to identify areas of improvement.
- If a form to capture seniors who are interested in Senior Services is implemented, the activities and programs that interest seniors should be documented.
- Track how members learned about Senior Services when they sign up for an activity, event, or program to determine which marketing methods are effective.

CORE FINDINGS

The experience models described above informed the team's design exercises in which we synthesized core findings and brainstormed design concepts. The first exercise was a "wall walk," where each team member individually reviewed each experience model and took notes on anything that came to mind—questions, design ideas, issues, etc. Our notes were eventually synthesized into two lists, an issues list and a hot ideas list. With these two lists, our team then participated in a group

visioning exercise, where we explored the most interesting issues and ideas from our two lists to create the product concepts described later on in this report.

Issues List

After the wall walk, our team devised an issues list. We attempted to answer the following question: “If this is the world of the user what must we address, support, or solve to add value and improve their world?” (Holtzblatt 259). This list represented pain points and other observations we identified in the data.

1. Seniors can’t find updated information on the Department of Parks and Recreation website.
2. Seniors can’t easily navigate the Department’s website.
3. Seniors can’t locate an activity list or schedule for the Senior ID program on the website.
4. The website doesn’t provide error feedback.
5. Seniors can’t find where to sign up for the Senior ID program online.
6. Seniors are frustrated with virtual environments.
7. Seniors aren’t receiving mail or email communications about the Senior ID program.
8. Seniors are feeling socially isolated during the pandemic.
9. Seniors are unsure whether or not they have the Senior ID.
10. Facilities are sometimes crowded, which prevents seniors from participating in the activities that interest them.
11. Some seniors are uncomfortable using video conferencing tools for virtual events.
12. The activities offered across the different facilities are inconsistent.

Hot Ideas

We then compiled a list of “hot ideas,” which captured potential design solutions. Here, we recorded several possibilities that could then be explored in the visioning process.

1. Establish a “senior ambassadors” program to foster community, coordinate outreach strategies, and promote interaction with the Senior ID program.
2. Provide seniors with mental health resources and group sessions with a mental health professional to encourage seniors to stay active and healthy, especially those who are feeling isolated due to the pandemic.
3. Record virtual activities offered by the Senior ID program and then post them on the Senior ID program webpage for seniors who don’t like group activities or are uncomfortable with technology to view on their own schedule. There could be a monthly fee to view all recordings, or each video could be priced according to the activity fee.

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4. Develop a video guide for how to sign up for the program and embed it in the main page of the Senior ID program on the Department of Parks and Recreation website.
 5. Create an “seniors only” app for the more tech-savvy seniors to find and sign-up for activities in the Senior ID program.
 6. Create one place on the website where seniors can sign up and register for all Parks and Recreation programming.
 7. Create a senior services Facebook page that announces important information and provides another avenue for them to sign up for activities in a way that may be more straightforward than navigating the Department’s website.
 8. Sponsor friendly exercise competitions for seniors when they are using the exercise facilities on Monday, Wednesdays, and Fridays.
 9. Provide guest passes for seniors to use with family and friends.
 10. Market the Senior ID at children’s sports activities hosted by the Department of Parks and Recreation that seniors may attend to support their grandchildren.
 11. Provide more senior programming that includes families.
 12. Create a website feature that allows seniors to easily share activities with the people they do activities with.
 13. Conduct outreach to organizations and institutions like churches that seniors heavily participate in.
 14. Create a prospect form on the website where seniors interested in the Senior ID can indicate their interests, ask questions, and express their interest before signing up. The metrics from the responses could be used by Department of Parks and Recreation staff to measure engagement in the Senior ID program.
 15. Create an activity booklet that is specific to seniors.

Visioning Exercise

After compiling the lists of issues and hot ideas, we began a visioning exercise. For this exercise we visually fleshed out the insights and concepts from the two lists. One team member acted as an illustrator, drawing in a story-like fashion the team members’ ideas. Each concept was illustrated in multiple frame/drawing boards. After creating visual representations of our concepts, we agreed on which ones to move into the next phase of the process to become product concepts.

PRODUCT CONCEPTS

Senior Ambassadors Program

During the research process, we recognized that some seniors are very active and would like to spread that spirit to other seniors. Considering the current limited amount of advertising for the Department of Parks and Recreation, we propose setting up a Senior Ambassadors Program.

This will be a volunteer opportunity but will offer some incentives. Seniors are encouraged to apply and go through a quick training session before they start. Their duties could include participating in outreach activities on their own schedules that share information about the Senior ID program with area seniors. This program could help more seniors become aware of and get more involved with Senior Services.

Mental Health Support

From our research and data collection we learned that some seniors remain social and active with people outside of their families. However, others have not. For those who have not, we learned that they've felt isolated and expressed the desire for social interaction. These insights suggest that mental health services and activities for seniors would help address these issues and unmet desires. Seniors who either discover on their own or are made aware of the Department's website can find mental health services and activities based on how they're feeling (stressed, depressed, anxious, isolated, etc.).

The service will provide access to a licensed therapist who will facilitate group recreational therapy sessions. Seniors are able to schedule appointments with the therapist and can receive the session from either phone call or video call. We hope this Mental Health Support Service will help more seniors during the pandemic and also help them get basic mental health support during normal times.

Website Redesign

Our research team chose to focus on redesigning the Department of Parks and Recreation website because we received significant unsolicited feedback from research participants on their frustration with using the site to sign-up for the Department's activities, events, and programs.

Before creating our product concept, we reviewed the website to understand its architecture and design, then used our experience models and research notes to better understand the experience of seniors when using the website.

Based on this review and our interviews, we focused on three website elements for our conceptual design:

1. The Senior ID page
2. The Activities listing page
3. Sign-up pages

Our research team discovered that interviewees were unaware of the Senior ID or confused whether they had one. A redesigned Senior ID page adds more engaging content to help seniors understand the benefits of the Senior ID and help them decide whether to sign up for one. This new content includes a calendar of events and activities, and a promotional video that explains the Senior ID program. Quick links to other related information, like frequently asked questions, provide easy access to more detailed information. The page redesign also includes buttons to sign up for the Senior ID. Currently, the page does not include any way for seniors to immediately sign up. Our research team believes that an immediate call to action on the page, like a sign-up button, will increase the number of seniors who sign up for the Senior ID.

We also found that it is difficult to find senior activities because there are too many cancelled or outdated activities listed and because the information on the activities list page is poorly organized. Our research team imagined a new activities list page that uses a more conventional and familiar page layout: a column of filters down the left side of the page and a search bar above the list of activities. When seniors are redirected to the activities list page from the senior services section, the page would default filter for senior activities, so seniors would immediately see activities related to them.

Our research team also redesigned how a senior would sign up for Department events, activities, or programs. The conceptual design gives special attention to making it easier to sign up for the Senior ID, as this was the main focus of our study.

We noticed during our website review that there are different ways for seniors to sign up for activities or programs. Seniors can sign up for most activities through the Parks DIRECT! interface, but also had to fill out a separate form to sign up for Club 300, and yet another form for the Green Team.

We propose a new process that allows seniors to sign up for everything offered by the Department. By creating one account on the website, seniors could then sign up for activities, get tickets for events, join Club 300 or the Green Team, and receive a Senior ID card, all in one place.

For a senior signing up for the first time, this process would require five steps:

1. Enter demographic information

This step would eliminate some current inefficiencies in signing up for Club 300, the Green Team, and activities in Parks DIRECT!, as currently seniors must enter the same demographic information in three different places to sign up for something through each of these on different forms.

2. Sign up for events and activities

Based on the demographic information entered in the first step, if the user is eligible for senior services programming, they would have the opportunity to sign up for the Senior ID, Club 300, the Green Team, and other activities.

3. Provide communication preferences

There was some diversity among the seniors we interviewed in how they prefer to communicate with the Department—mail or email. A form that captures the preferred format for news and marketing material as well as the information they're interested in will help Senior Services tailor communication with each senior.

4. Review information

Seniors can verify their demographic information, the events and activities they signed up for, and their communication preferences before creating their account.

5. Create a password for account

Seniors finalize their enrollment by creating an account password, which allows them to manage their sign-ups and sign up for more events and activities.

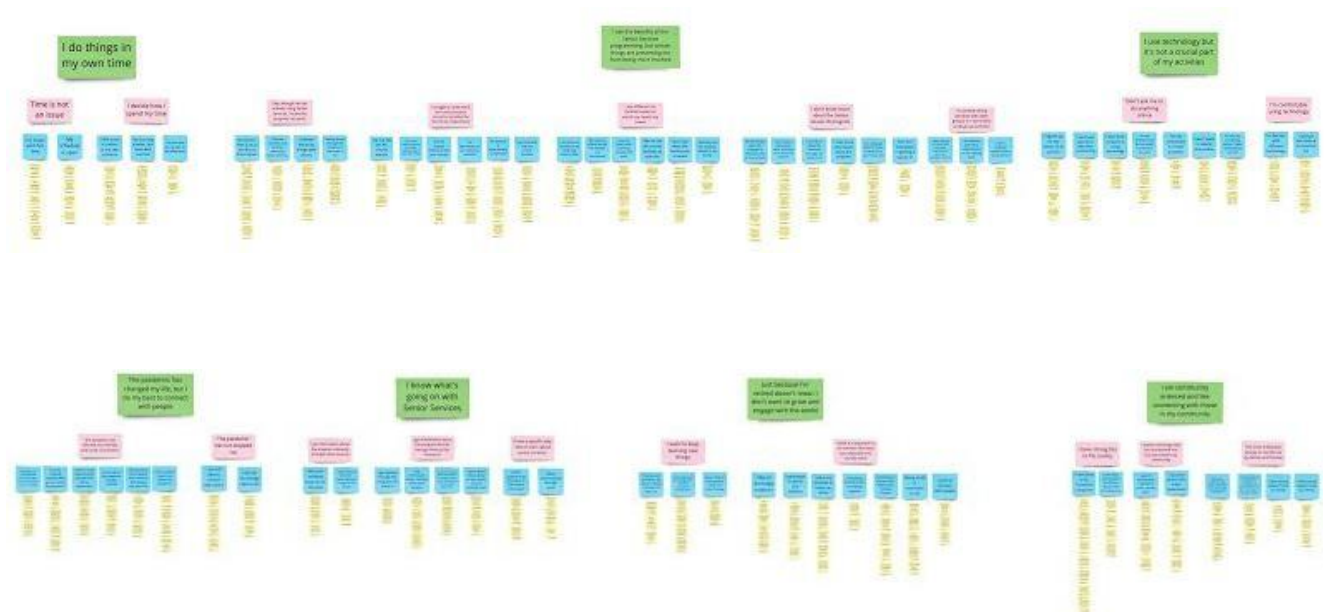
We believe that this single, consolidated workflow to sign up for all activities would both increase the number of people signing up for the Senior ID and create a more pleasurable sign-up experience.

Holtzblatt, K., & Beyer, H. (2015). Contextual Design: Design for Life (2nd ed., Ser. Interactive technologies). Elsevier Science.

APPENDIX

Appendix 1: Affinity Diagram

Link to Miro board: https://miro.com/app/board/o9J_ki_J-ww=



I do things in my own time

Time is not an issue

I decide how I spend my time

I no longer work full-time

I have been retired for 10 years [T3.U2]

I am retired [T3.U4]

I do all the stuff that retired people do [T3.U3]

I'm retired and enjoying it! [T3.U3]

I am retired and have a lot of free time on my hands [T3.U5]

My schedule is open

My schedule is wide open [T3.U3]

My schedule opened up since the pandemic started [T3.U2]

I'm ready to take on more activities [T3.U2]

I'm interested in PG county cooking or exercises classes or anything to pass the time [T3.U5]

I like to be in control of my own schedule

I want to make my own schedule, not coordinate with the Senior Services [T3.U2]

I like doing things after dinner [T3.U2]

I pick and choose what I want to do and what benefits me [T3.U2]

I still walk with a group of friends, independent of Senior Services [T3.U2]

The morning is when I am most alert and free

I wake up early [T3.U2]

I feel more mentally engaged in the morning [T3.U2]

I used the track and fitness center in the mornings (Monday, Wednesday, Friday) [T3.U2]

I prefer doing activities in the morning or in the evenings [T3.U2]

I do activities on my own in the afternoon

I take "geezer naps" in the afternoon [T3.U2]

I go grocery shopping in the afternoons [T3.U2]

I see the benefits of the Senior Services programming, but certain things are preventing me from being more involved

Even though I'm not actively using Senior Services, I know the program has perks

My spouse does a lot of activities in the program

My wife used to go on trips to New York through the program [T3.U3]

My wife is an active swimmer and used the county swimming pools (pre-pandemic) [T3.U3]

My wife was more active in the program than myself (pre-COVID) [T3.U3]

My wife has participated in a virtual activity involving flowers [T3.U3]

My wife often participated in activities offered by the program 2-3 times a week [T3.U3]

I like the activities and services offered by Senior Services

I am taking advantage of picking up meals offered by the Senior Services [T3.U2]

I've enjoyed the Talent Shows put on by the Senior Services, though I never participated in them [T3.U2]

I like the variety of activities offered for seniors [T3.U1.6]

It allows me to do things with others

I play golf with some other men who are also part of the program [T3.U3]

I like the group activities offered by Senior Services [T3.U5]

I used the walking trail with my wife [T3.U3]

I think this program can enrich the quality of life for seniors [T3.U1.6]

Saving money through the program is important to me

I get a discount for golf through my Senior ID [T3.U3]

The senior discounts are a bonus [T3.U3]

I like free activities [T3.U3]

I struggle to understand the communication resources provided by the PG Rec Department

I do not like the PG County website

I really don't like the PG County Parks and Rec website [T3.U3]

I do not like the PG County website where you sign up for activities [T3.U5]

The Montgomery website is just as bad [T3.U5]

The website doesn't point me in the right direction when I need help using it.

Lynn had to assist me in adding a family member to my web account [T3.U5]

I have to figure out on my own what goes wrong on the website. It doesn't give me error feedback which would be helpful [T3.U5]

The PG County website is not user friendly

The website is not as user friendly as Amazon [T3.U3]

I don't think the website is user friendly [T3.U3]

The PG websites are not well designed [T3.U5]

Tell them to fix the website [T3.U3]

The information on the website is outdated

I went to look for golf hours on the website and the website said the course was open, when in fact it was closed due to the pandemic [T3.U5]

It's hard to find information on the website [T3.U3]

The information on the website is very outdated [T3.U3]

The information on the website is regularly outdated since the pandemic and I have to scroll through a lot of past events in order to find upcoming events [T3.U5]

The website is unnecessarily complicated

I visit the website to explore the schedule of activities and I find there are too many layers and it's not clear where to find information [T3.U5]

It seems that the website starts with a limited amount of information and then keeps adding more information and features without redesigning the site to have it make sense [T3.U5]

The steps to take in order to find information on the website is not clear and you have to jump through hoops just to find what you need

It's complicated to sign-up and pay for activities [T3.U3]

I can usually find information online easily except on the PG county website [T3.U5]

I get frustrated with the activity booklets

The booklet has all activities throughout the county, not senior activities only [T3.U3]

It would be helpful for the booklet to be specifically targeted to seniors [T3.U3]

My wife gets frustrated trying to find senior activities in the booklet [T3.U3]

It's hard to weed through the entire booklet looking for senior activities [T3.U3]

I use different rec facilities based on which one meets my needs

I visit different facilities to see what they have to offer

I went to the Sports and Learning Complex to see what activities they offered [T3.U2]

I've visited a few of the facilities [T3.U3]

I usually visit the facilities with my wife [T3.U3]

The services offered across the facilities are inconsistent

Programming across the different facilities is inconsistent - each offers different activities and the hours are different [T3.U3]

I visit different rec locations because each location has different exercise equipment that I want to use [T3.U1,10]

I use the Sports and Learning Complex the most

I liked the Sports and Learning Complex best because it's big and not as crowded as the other facilities [T3.U3]

I used the Sports and Learning Complex the most [T3.U3]

I'm willing to make the drive because of the equipment and quality of the Sports Complex even though there are other facilities that are closer [T3.U3]

The Sports and Learning Complex is about 12-15 miles away driving [T3.U3]

I like to use the county facilities to exercise

I used to use the gym and fitness facility [T3.U3]

I like to swim at the county pools [T3.U5]

I went to the facilities for swimming [T3.U5]

I don't like when the facilities are crowded

I dislike how crowded the facilities can get [T3.U3]

It's hard to use the trail because when the weather is good, there are people camping there [T3.U3]

My wife and I used to play pick ball in Virginia, but it was usually crowded [T3.U3]

I will wait around for a few minutes if there's a crowd at a facility, but if it doesn't clear I leave [T3.U3]

I typically use the facilities closest to my house

Rolling Crest is the closest pool to me which is 3 or 4 miles away and I drive there [T3.U5]

The Rec Center is pretty close to where I live [T3.U5]

I don't know much about the Senior Access ID program

My knowledge about the program is limited to one or two services

I do not know what the program has to offer other than the Recreation Center and I am not interested in the Rec Center [T3.U4]

I've never attended and am not interested any of these trips offered by the program [T3.U3]

I only know people from the Club 300 program who participate in senior activities [T3.U1.9]

The Seniors Green Team is the only group activity that I participate in [T3.U4]

Club 300 is the only rec program I participate in, but I do use rec facilities independently [T3.U1.10]

I don't make a deliberative effort to find out more about the program

I do not seek out information about the program [T3.U4]

I am not an ID holder but Lynn has been encouraging me to get one [T3.U4]

I do not receive information about the program via email [T3.U4]

I don't go looking for information about the program and I do not receive it, so that leaves me up in the air [T3.U4]

I don't actively seek out information about activities and programs but if something comes up that I'm interested in, I will do my research [T3.U5]

I don't hear about the Senior ID through my social circle

My friends are not interested in the Senior ID program either [T3.U4]

I do not know anyone with the Senior ID [T3.U4]

My husband has never participated in the Senior Services program, except for the meal service [T3.U2]

I have not told my friends about the program and I do not know whether they have the senior ID or not [T3.U5]

I need more information about the program

I am new to senior services and I don't know anything about the program [T3.U5]

I need to find out more information before signing up for the Senior ID [T3.U5]

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 access pass [T3.U5]

I am not interested in getting a Senior ID

I am not considering signing up for the Senior ID program [T3.U4]

I do not use the gym so I see no point in getting the Senior ID [T3.U4]

I'm already doing activities with other groups or I don't want to do group activities

I started doing virtual activities with other organizations when the pandemic started

When the pandemic start, other programs offered more activities for me to participate in that Senior Services didn't [T3.U2]

I attended a 1hr virtual dance offered by Kaiser Permanente, which is offered once a month [T3.U2]

I do weekly exercise offered by the YMCA over videoconferencing [T3.U2]

A friend of mine connected me with Metro Health, where I take virtual exercise classes [T3.U2]

I do activities with other organizations on an ongoing basis

The senior athlete group I socialize with is not associated with Senior Services in any way [T3.U1]

I'm an active church-goer [T3.U2]

I have bible study on Thursday afternoons [T3.U2]

I would not be interested in any educational classes because there are better resources like the libraries or local colleges [T3.U5]

I don't consider myself to be a social person

I'm not into group activities [T3.U3]

I'm not a very social person [T3.U3]

I use technology but
it's not a crucial part
of my activities

Don't ask me to
do anything
online

I'm comfortable
using technology

I signed up
for the
Senior ID in
person

I signed up for
the program in
person at one of
the facilities
[T3.U6]

I signed up for
the ID program
in person at a
one of the
facility [T3.U2]

I signed up for
the program 5
years ago
[T3.U8]

It was very
easy to sign-up
for the Senior
ID [T3.U2]

I don't have
experience
with video
conferencing

I have never
used my
phone before
to Zoom
[T3.U1]

I am not familiar
with any of the
video
conferencing
tools [T3.U4]

was the reason
I did not use it
I did not know
how to use it
[T3.U4]

I have heard of
Zoom but I do
not know how
to use it
[T3.U4]

I don't think
I'm good at
using
technology

I have technical
difficulties in
video
conferencing
[T3.U1]

Do not a techy
but older people
are probably
worse off than
me [T3.U2]

Virtual
environments
do not satisfy
my desire to
be social

The virtual
environment
takes away
from the
activity [T3.U4]

Social interaction
which is the
main reason
I go to the
activities is
already in person
[T3.U1]

There is no real
interaction in a
virtual
environment
[T3.U8]

I'm not
interested
in virtual
activities

I am not
interested in
virtual events
[T3.U4]

I don't like
virtual
activities
[T3.U3]

I don't want
to spend
time online

I want to enjoy
interaction and
not spending
time on a
computer [T3.U2]

The workload is if
my phone is and
don't want to
spend my time
online [T3.U2]

I am not interested
in doing virtual
activities or
anything online
because the things
I want to do are
offline [T3.U1]

If I can't do
something
online, I'll pick
up the phone
and call

I would go to
the website for
signing up, or
by calling
Lynne

I am not a tech
person so I don't
know how to use
the Zoom app
[T3.U1]

I am from the
generation that
will pick up the
phone if I need
help [T3.U2]

I'm familiar
with
different
technology

I pay for the
airway through
the FL County
website [T3.U1]

I am familiar
with the Zoom
platform
[T3.U2]

I'm tech
savvy
[T3.U3]

I learned
tech skills at
my previous
job

I worked
in IT

My wife worked in
system analysis
and is also
technically ahead
[T3.U1]

My wife
also
worked in
IT [T3.U3]

My job always
required me to
stay current with
new technologies
[T3.U2]

The pandemic has changed my life, but I do my best to connect with people

The pandemic has affected my activities and social connections

The pandemic has not stopped me

I'm ready to go out and meet people in public, but I'm worried if it is too crowded

We are all thinking about traveling and planning to travel together to see how we feel about getting it [73.U2]

I'm uncomfortable going to the training why during the pandemic because it's usually crowded [73.U2]

This will be the first time I go out to eat since the pandemic hit [73.U2]

I am not meeting regularly with groups during the pandemic

I haven't played golf since the pandemic [73.U3]

I have not met with my social groups since the pandemic started [73.U1]

I used to go bowling with friends outside of the program pre-pandemic [73.U2]

I have not met with the Green Team since the pandemic started [73.U4]

I used to meet regularly with a group from the rec department

Pre-pandemic, the Green Team met on a weekly basis and would coordinate activities [73.U4]

I used to play golf once a week [73.U3]

I was very involved in some of the senior activities and the pandemic hit [73.U2]

The pandemic has made me socially isolated

I am not getting enough social interaction right now [73.U1]

I have less human interaction with others since the pandemic which is unfortunate [73.U2]

I have not been able to see my family during the pandemic which has really been a bummer [73.U1.U6]

The pandemic has changed how I interact with people and what I do

I've been inactive during the pandemic [73.U3]

The pandemic has really affected me in ways I couldn't imagine [73.U1]

I go out and come right back home there is nothing fun or exciting anymore since the pandemic [73.U1]

I miss activities I used to do before the pandemic

Traveling is what I miss most about my life pre-pandemic [73.U2]

I can't wait to go bowling again when things are safe [73.U2]

I have not been active since the facilities shut down [73.U2]

I have traveling internationally (pre-pandemic) [73.U2]

I am still able to connect with others

I've adjusted well and have been able to keep my connections through the pandemic [73.U2]

I have actually once a month with the senior group of whom I used to connect with before the pandemic [73.U1]

I'm able to maintain my social life during the pandemic [73.U2]

My interaction with others has not been impacted by the pandemic [73.U4]

I still do the things I like to do

I've also taken cooking classes since the pandemic started [73.U2]

The activities that I like to participate in have not been impacted by the pandemic [73.U4]

I recently visited my son in Nevada [73.U4]

I know what's going on with Senior Services

I get information about the program indirectly through other sources

My close contacts keep me in the loop

My wife first heard about the program and introduced me to it [T3.U1]

My friend, who is also in the program, alerted me to this service [T3.U2]

I get information about the program through my wife [T3.U3]

I never received info from Senior Services. I sought it out myself

I've never received mail to alert me to participate [T3.U5]

I used to look directly for the program and I found it on the internet [T3.U6]

I get updates through the programs I'm active in

I sometimes hear about events and activities from people and other members of the Senior Center [T3.U4]

I heard about the Senior Services program when I was in the program for the Virtual Walk Across America [T3.U7]

I get information when I visit the Parks & Rec facilities

I've used the bulletin board at the facility to get information about the program [T3.U12]

I heard about the program from the Parks & Rec facility when I was there [T3.U13]

I hear about upcoming events when I volunteer at Parks and Rec [T3.U14]

I learned about the senior program at the Senior and Learning Complex [T3.U15]

I get information about the program directly through Parks & Rec resources

I receive information about the program through booklets and packets sent by the Parks & Rec Department

We got a booklet on a quarterly basis from the Parks & Rec Dept with all of the activities they offer [T3.U8]

My wife and I use the weekly newsletter in the booklet and enter the number on it to receive the sign-up for the activity [T3.U9]

I received an information package from Senior Services with program info [T3.U10]

I learn about what's going on with senior services through email

I learned about the Walk Across America State 500 program through an email from Prince George's County [T3.U11]

My primary means of communication with the program is email [T3.U12]

I hear about upcoming events and activities through email [T3.U13]

I have a specific way I like to learn about senior services

I prefer physical mail and paper to learn more information

I think email is okay but it's easy to miss information [T3.U14]

I prefer physical mail such as booklets for information [T3.U15]

I like Magway's cards to keep a record of a communication about activities. Booklets, printed cards are ok [T3.U16]

I like to communicate through email

Emails and phone calls are my preferred methods of communication [T3.U17]

I check my email pretty often [T3.U18]

I prefer email communication [T3.U19]

Just because I'm
retired doesn't mean I
don't want to grow and
engage with the world

I want to keep
learning new
things

The job I had
and what I did
before I retired
is still part of
who I am

I previously
worked as
a translator
[T3.U5]

I am a
former
athlete
[T3.U1.1]

I was a program
manager at the
federal
government
[T3.U2]

I've thought about
some things that I
would be
interested in
learning about

Computer classes
don't interest me
but I would be
interested in
improving my
powerpoint skills [T3.U5]

I am interested
in being an
Energy Auditor
[T3.U5]

I like dancing,
physical fitness,
walking and
cooking [T3.U2]

I'm interested
in participating
in visiting
historical sites
[T3.U5]

When I find an
activity that's
worth my
time, I'll know

I'm not looking for
something
specific until I'm
looking for
something
specific [T3.U5]

I'm a curious
person and I'm
open to trying
new things
[T3.U5]

I think it's important to do activities that keep you physically and socially active

I like to do things outdoors

- I like outdoor activities [T3.U4]
- I like working outdoors with my hands [T3.U4]
- I look for outdoor activities through Parks and Rec [T3.U5]
- The Club 300 program and the walking trails are a great discovery [T3.U5]

I participate in sports and athletics

- I'm interested in bowling [T3.U2]
- I was ranked #1 in my age category in 2019 for the athletic events I participate in [T3.U1.1]
- I participate in hammer throwing, javelin, and shotput [T3.U1.1]
- I consider the women athletes that I work out with to be fierce women [T3.U1.1]

I want my activities to make me active

- I make sure I am active by walking outside during the pandemic [T3.U1]
- I remain active by helping my friends show their lawn and clean their swimming pools [T3.U4]
- I think I would enjoy line dancing if offered [T3.U2]
- I am very active [T3.U4]
- I don't care if a group is large or small, as long as it keeps me busy and active [T3.U4]

I find being inactive to be something negative

- I am always trying to get other seniors to be active [T3.U1.6]
- I live in a senior building and 90% of the seniors are stagnant [T3.U1.6]

I participate in the Club 300 / Walk Across America program

- I still am participating in the Club 300 program [T3.U1.4]
- I walk with my Club 300 group every Monday [T3.U5]
- I participated actively in the Walk Across America program [T3.U2]
- I still participate in Club 300 during the pandemic [T3.U5]
- I participate in Club 300 [T3.U5]

Being social is important to me

- I think man is a social animal [T3.U1.14]
- I like being involved with other seniors [T3.U1.6]
- Social interaction is important to me [T3.U4]
- I have developed new relationships with members of the Club 300 group but I do not check in with any of the members [T3.U5]
- I like being social [T3.U2]

I want to connect with people

- I walk with my Club 300 friends (all women) [T3.U2]
- I am not one of those solitary people. I really like being in social situations and connecting with others [T3.U1.14]
- I value human interaction because you get to learn about other people's lives and share their experiences [T3.U5]

I am community oriented and like connecting with those in my community

I have strong ties to PG county

I want to do things that not only benefit me, but also benefit my community

I have lived in PG County for a long time

I live in Springdale area in PG County [T3.U2]

I lived in Landover, MD before that for about 20 years [T3.U2]

I have lived in St. Paul Senior Living in Capitol Heights for the past 20 years [T3.U1.2]

I have lived in Temple Hills, MD for over 50 years in the same house [T3.U4]

I have strong social ties in the area [T3.U2]

I have lived in this area for 21 years [T3.U2]

I'm a resident of Clinton, MD for 45 years [T3.U3]

I have lived in PG County in Adelphi since 2004 and in MD for 30 years [T3.U5]

I have been involved with the PG Rec department for a long time

I've been involved with the Parks & Rec department for over a decade [T3.U2]

I first heard about the Senior ID program 8-10 years ago [T3.U4]

I have volunteered at the PG Parks and Recreation department for over 20 years [T3.U4]

I first heard about the program when I retired in 2010 [T3.U2]

I want to contribute to making the world a better place

I am a member of Clear Water Nature Center [T3.U4]

I help build bird cages and check on bird boxes as part of the Clear Water Nature Center [T3.U4]

I served as an Election Judge [T3.U4]

As a member of the Seniors Green Team, I clean up trash on trails and clean up rivers [T3.U4]

I like getting out of the house to help people [T3.U4]

I volunteer at the Parks & Rec department

I volunteer at several different facilities [T3.U4]

I have volunteered at the Parks and Recreation department since I retired [T3.U4]

I visit the facilities when I volunteer [T3.U4]

As a volunteer at Parks & Rec, I get involved with anything they ask me to do [T3.U4]

As a volunteer at Parks & Rec, I help out with events [T3.U4]

The most influential people in my life are my family and friends

My spouse influences and supports the type of activities that I participate in

My wife was influential in my joining the program [T3.U3]

My wife is likely to engage in several activities [T3.U3]

I participate in the activities my wife is interested in [T3.U3]

My wife volunteered me for this research project [T3.U3]

I'm more likely to participate in activities my grandchildren can also participate in or help me with

I visit the facilities when my grandkids want to visit the Rec Center [T3.U4]

I went to a river clean up event with my grandkids which sparked my interest in the Clear Water Nature Center [T3.U4]

My grandchildren also help me with technology [T3.U2]

I have strong support from my family

I am very connected to my family and friends [T3.U4]

I have family in the area and we stay connected [T3.U5]

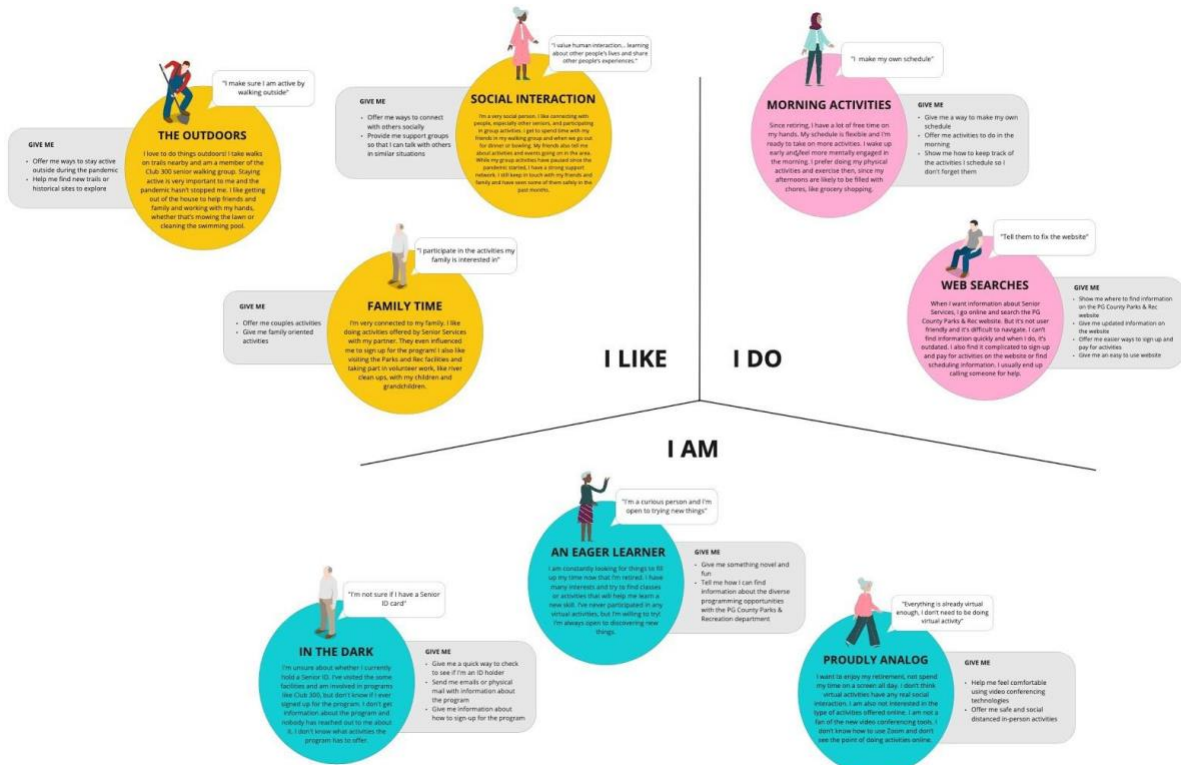
I have strong support from my friends

I have a wide network of people for support [T3.U2]

I enjoy the Club 300 program for the social connection and because I get to spend time with friends [T3.U1]

I have friends in the area who I stay in touch with [T3.U5]

Appendix 2: Identity Model



"I AM"



"I'm not sure if I have a Senior ID card"

IN THE DARK

I'm unsure about whether I currently hold a Senior ID. I've visited the some facilities and am involved in programs like Club 300, but don't know if I ever signed up for the program. I don't get information about the program and nobody has reached out to me about it. I don't know what activities the program has to offer.

GIVE ME

- Give me a quick way to check to see if I'm an ID holder
- Send me emails or physical mail with information about the program
- Give me information about how to sign-up for the program



"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



"Everything is already virtual enough, I don't need to be doing virtual activity"

PROUDLY ANALOG

I want to enjoy my retirement, not spend my time on a screen all day. I don't think virtual activities have any real social interaction. I am also not interested in the type of activities offered online. I am not a fan of the new video conferencing tools. I don't know how to use Zoom and don't see the point of doing activities online.

GIVE ME

- Help me feel comfortable using video conferencing technologies
- Offer me safe and social distanced in-person activities

"I LIKE"



"I participate in the activities my family is interested in"

GIVE ME

- Offer me couples activities
- Give me family oriented activities

FAMILY TIME

I'm very connected to my family. I like doing activities offered by Senior Services with my partner. They even influenced me to sign up for the program! I also like visiting the Parks and Rec facilities and taking part in volunteer work, like river clean ups, with my children and grandchildren.



"I make sure I am active by walking outside"

GIVE ME

- Offer me ways to stay active outside during the pandemic
- Help me find new trails or historical sites to explore

THE OUTDOORS

I love to do things outdoors! I take walks on trails nearby and am a member of the Club 300 senior walking group. Staying active is very important to me and the pandemic hasn't stopped me. I like getting out of the house to help friends and family and working with my hands, whether that's mowing the lawn or cleaning the swimming pool.



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

GIVE ME

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

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.

"I DO"



"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



"Tell them to fix the website"

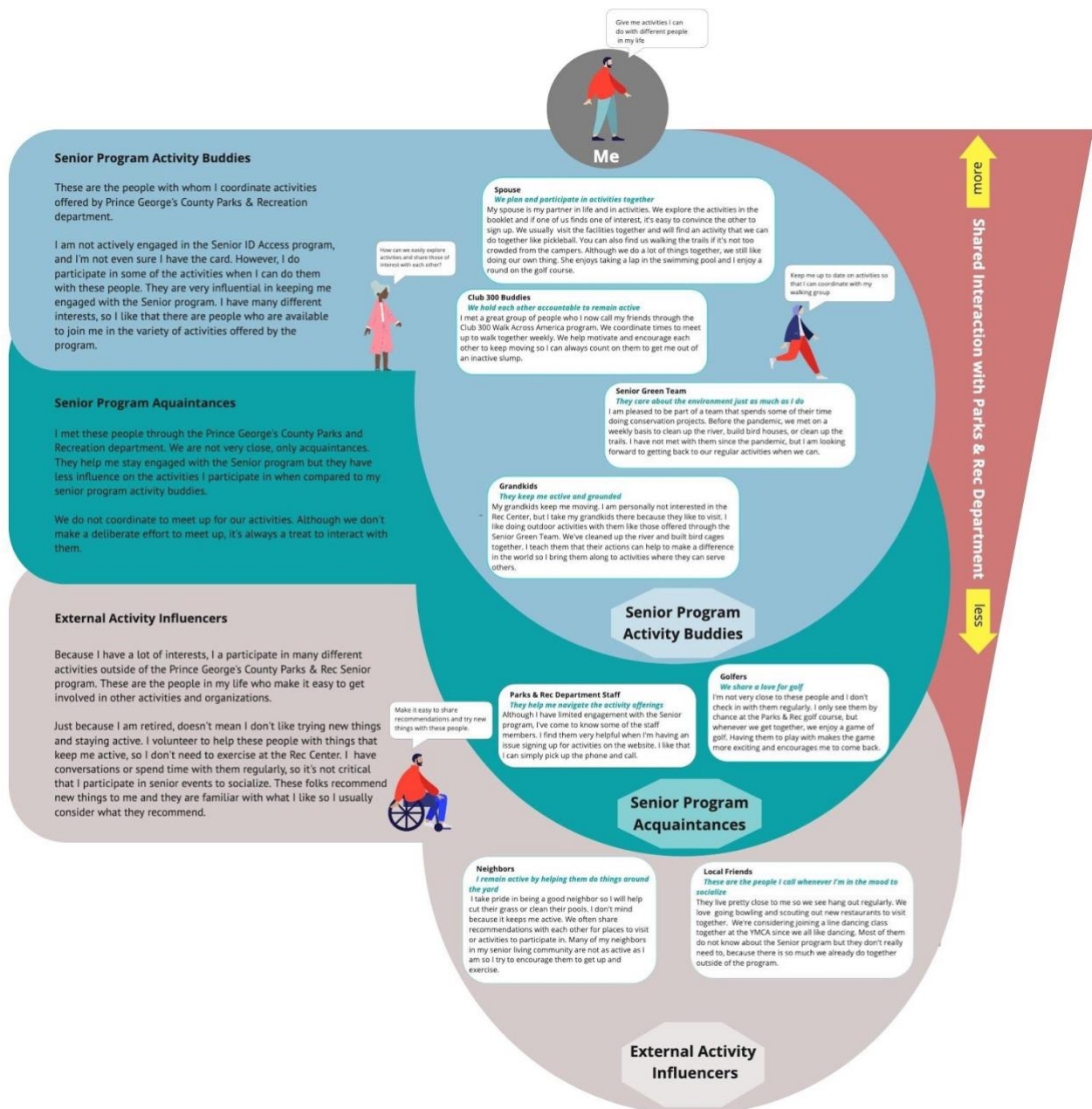
WEB SEARCHES

When I want information about Senior Services, I go online and search the PG County Parks & Rec website. But it's not user friendly and it's difficult to navigate. I can't find information quickly and when I do, it's outdated. I also find it complicated to sign-up and pay for activities on the website or find scheduling information. I usually end up calling someone for help.

GIVE ME

- Show me where to find information on the PG County Parks & Rec website
- Give me updated information on the website
- Offer me easier ways to sign up and pay for activities
- Give me an easy to use website

Appendix 3: Relationship Model



Senior Program Activity Buddies

These are the people with whom I coordinate activities offered by Prince George's County Parks & Recreation department.

I am not actively engaged in the Senior ID Access program, and I'm not even sure I have the card. However, I do participate in some of the activities when I can do them with these people. They are very influential in keeping me engaged with the Senior program. I have many different interests, so I like that there are people who are available to join me in the variety of activities offered by the program.

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



Me

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.

Keep me up to date on activities so that I can coordinate with my walking group

Club 300 Buddies

We hold each other accountable to remain active

I met a great group of people who I now call my friends through the Club 300 Walk Across America program. We coordinate times to meet up to walk together weekly. We help motivate and encourage each other to keep moving so I can always count on them to get me out of an inactive slump.



Senior Green Team

They care about the environment just as much as I do

I am pleased to be part of a team that spends some of their time doing conservation projects. Before the pandemic, we met on a weekly basis to clean up the river, build bird houses, or clean up the trails. I have not met with them since the pandemic, but I am looking forward to getting back to our regular activities when we can.

Grandkids

They keep me active and grounded

My grandkids keep me moving. I am personally not interested in the Rec Center, but I take my grandkids there because they like to visit. I like doing outdoor activities with them like those offered through the Senior Green Team. We've cleaned up the river and built bird cages together. I teach them that their actions can help to make a difference in the world so I bring them along to activities where they can serve others.

Senior Program Activity Buddies

Senior Program Acquaintances

I met these people through the Prince George's County Parks and Recreation department. We are not very close, only acquaintances. They help me stay engaged with the Senior program but they have less influence on the activities I participate in when compared to my senior program activity buddies.

We do not coordinate to meet up for our activities. Although we don't make a deliberate effort to meet up, it's always a treat to interact with them.

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.

Golfers

We share a love for golf

I'm not very close to these people and I don't check in with them regularly. I only see them by chance at the Parks & Rec golf course, but whenever we get together, we enjoy a game of golf. Having them to play with makes the game more exciting and encourages me to come back.

Senior Program Acquaintances

External Activity Influencers

Because I have a lot of interests, I participate in many different activities outside of the Prince George's County Parks & Rec Senior program. These are the people in my life who make it easy to get involved in other activities and organizations.

Just because I am retired, doesn't mean I don't like trying new things and staying active. I volunteer to help these people with things that keep me active, so I don't need to exercise at the Rec Center. I have conversations or spend time with them regularly, so it's not critical that I participate in senior events to socialize. These folks recommend new things to me and they are familiar with what I like so I usually consider what they recommend.

Make it easy to share recommendations and try new things with these people.



Neighbors

I remain active by helping them do things around the yard

I take pride in being a good neighbor so I will help cut their grass or clean their pools. I don't mind because it keeps me active. We often share recommendations with each other for places to visit or activities to participate in. Many of my neighbors in my senior living community are not as active as I am so I try to encourage them to get up and exercise.

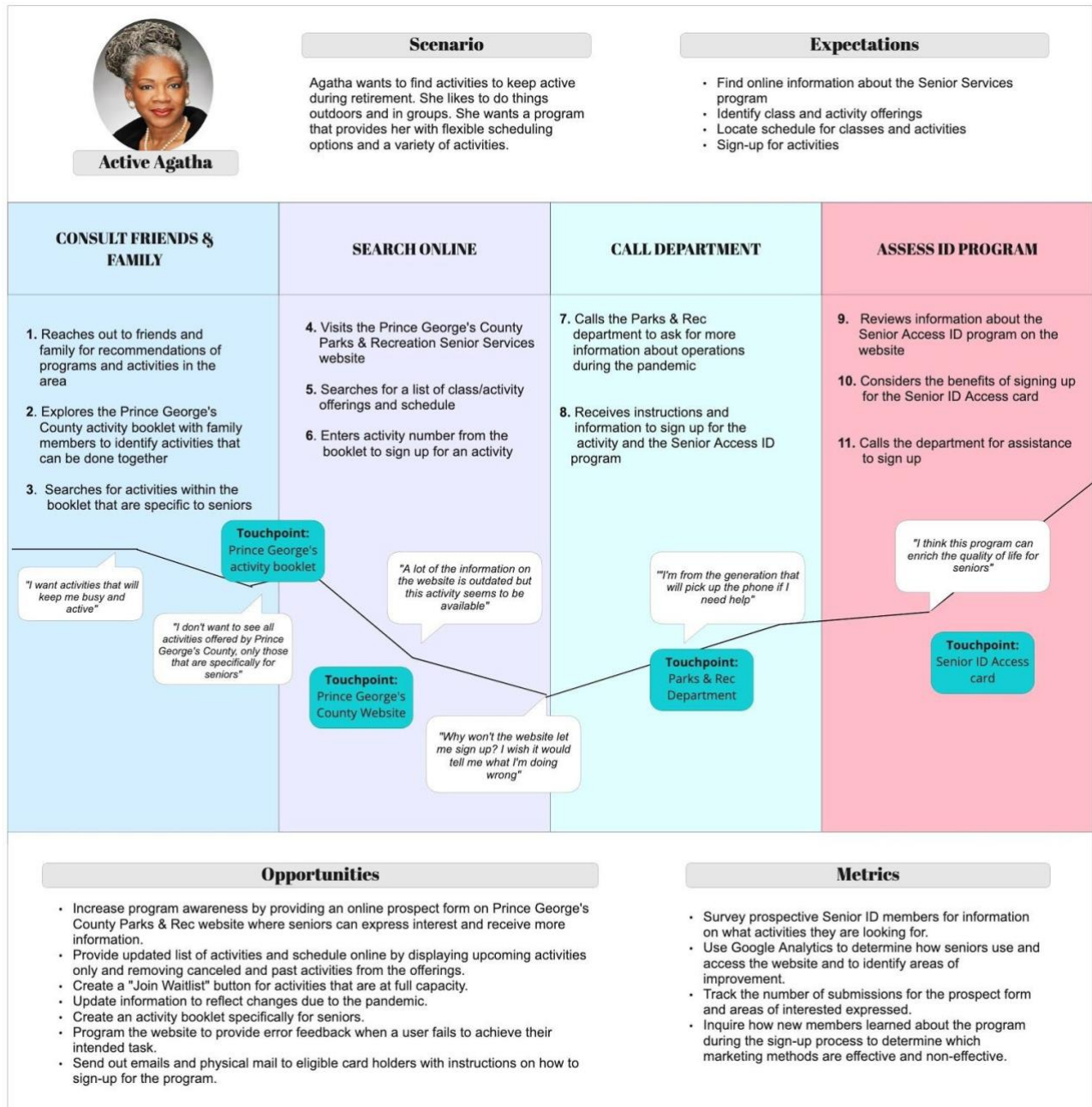
Local Friends

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 Senior program but they don't really need to, because there is so much we already do together outside of the program.

External Activity Influencers

Appendix 4: Journey Map





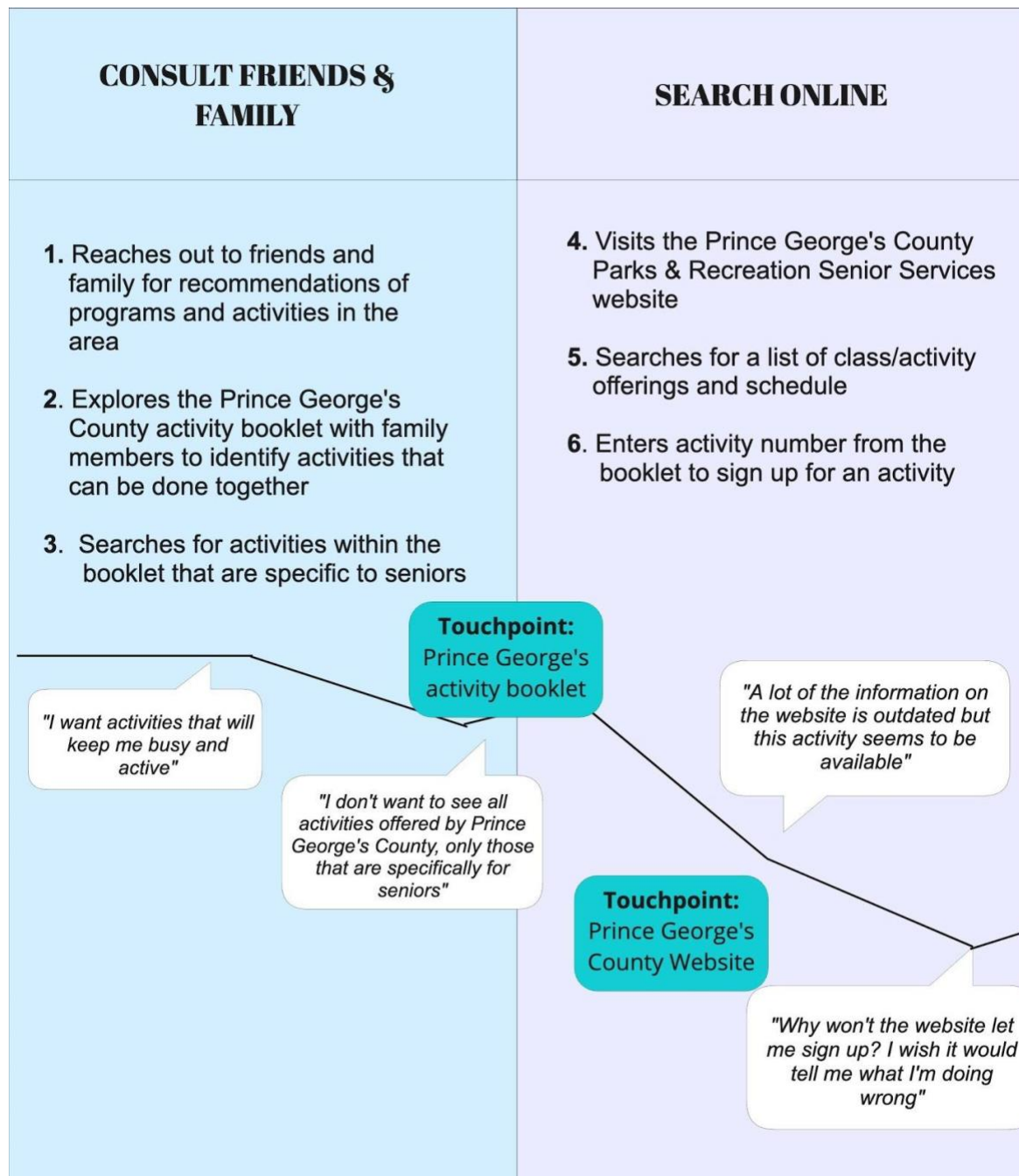
Active Agatha

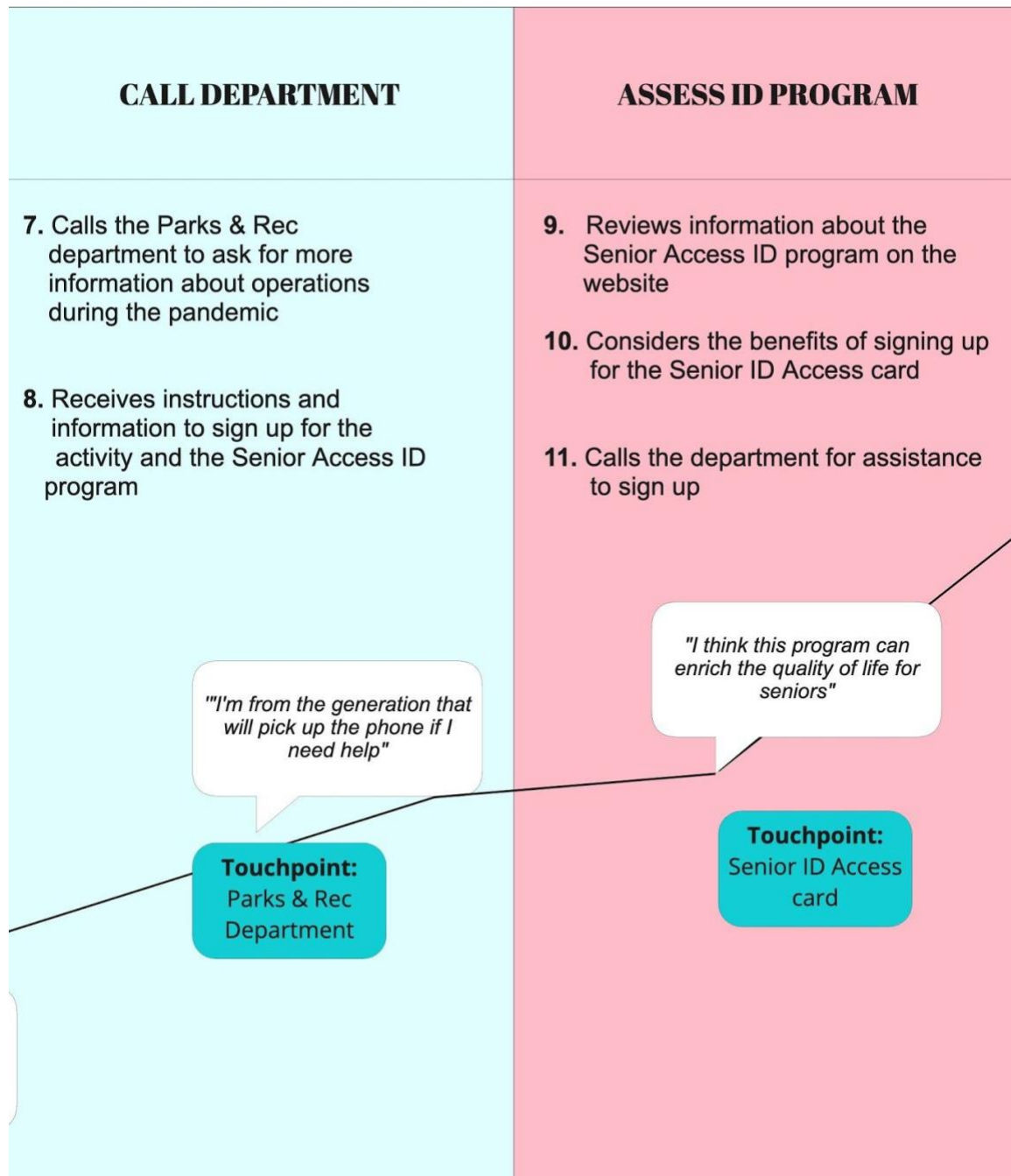
Scenario

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

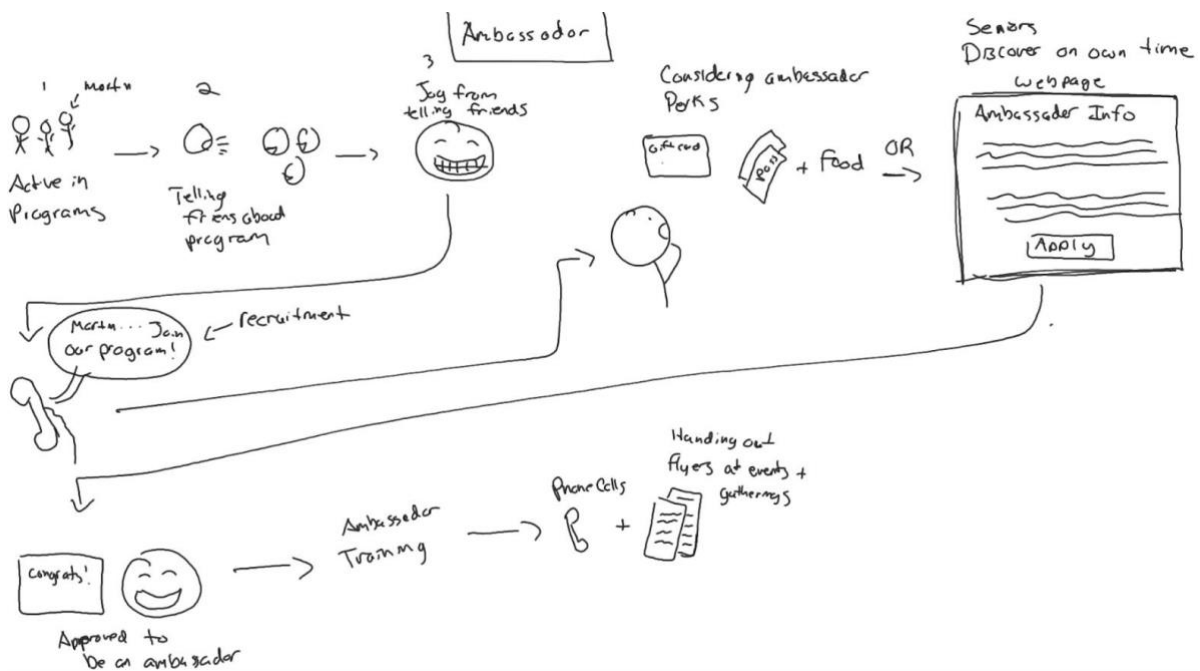
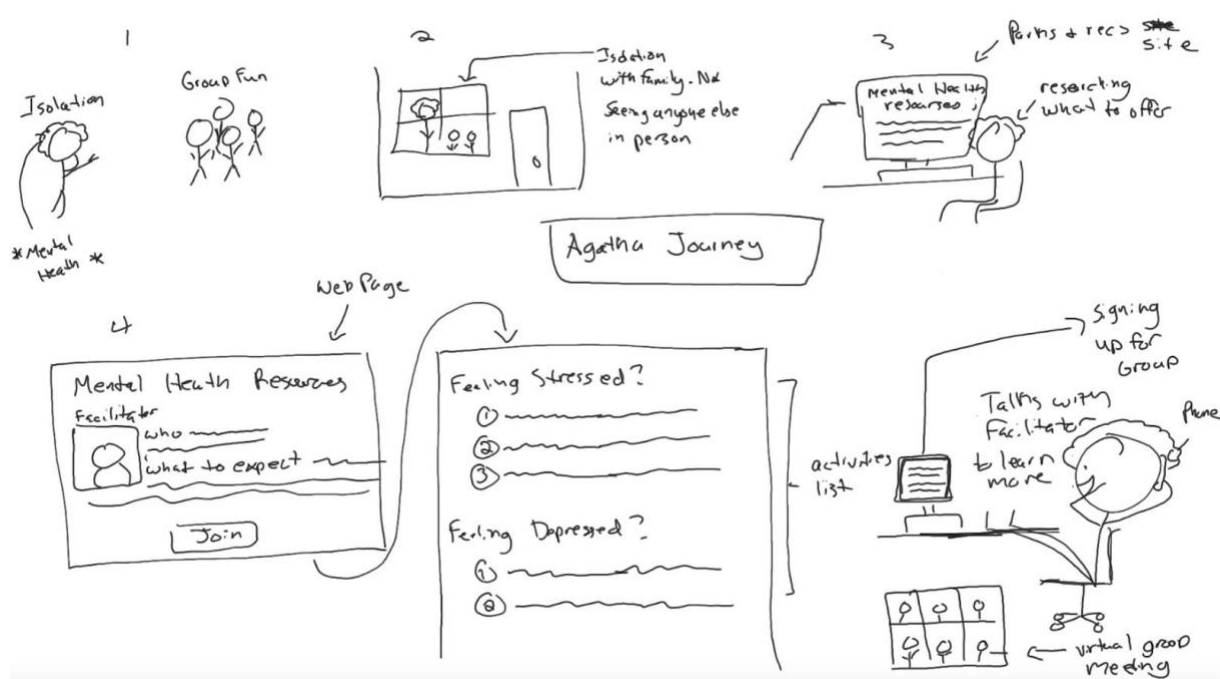




Opportunities
<ul style="list-style-type: none"> • Increase program awareness by providing an online prospect form on Prince George's County Parks & Rec website where seniors can express interest and receive more information. • Provide updated list of activities and schedule online by displaying upcoming activities only and removing canceled and past activities from the offerings. • Create a "Join Waitlist" button for activities that are at full capacity. • Update information to reflect changes due to the pandemic. • Create an activity booklet specifically for seniors. • Program the website to provide error feedback when a user fails to achieve their intended task. • Send out emails and physical mail to eligible card holders with instructions on how to sign-up for the program.

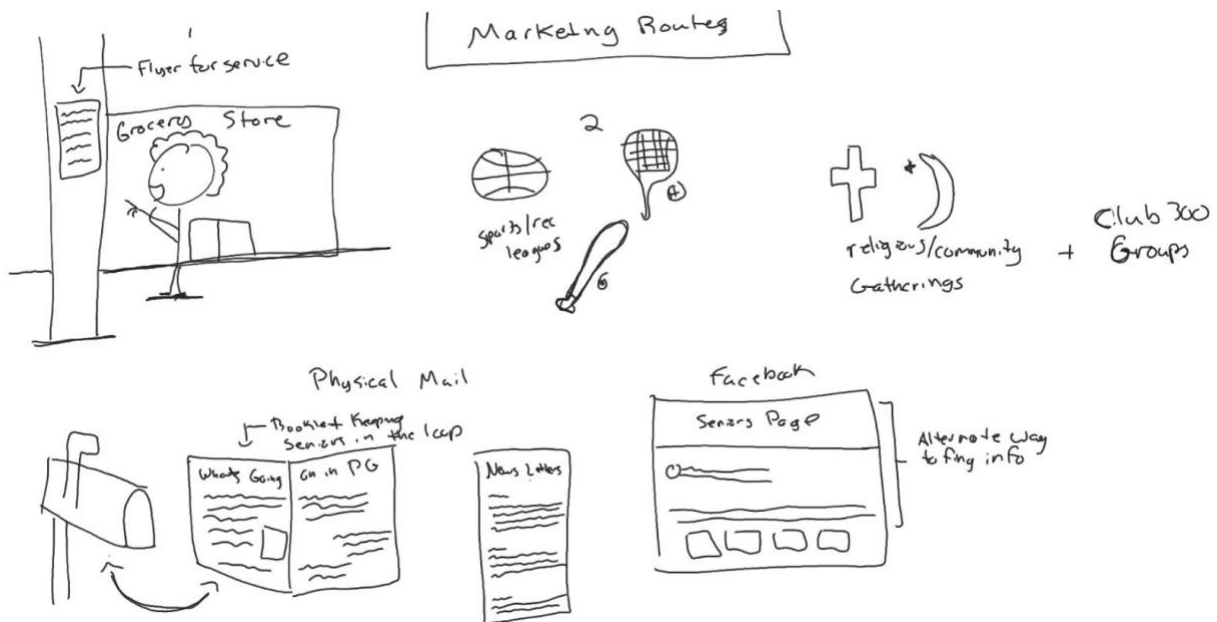
Metrics
<ul style="list-style-type: none"> • Survey prospective Senior ID members for information on what activities they are looking for. • Use Google Analytics to determine how seniors use and access the website and to identify areas of improvement. • Track the number of submissions for the prospect form and areas of interest expressed. • Inquire how new members learned about the program during the sign-up process to determine which marketing methods are effective and non-effective.

Appendix 5: Visioning Exercise





Landing Page
 Sign up page for program (Sr program + separate program)
 redesign parns direct upcoming events page




Appendix 6: Conceptual Designs


SENIOR AMBASSADORS

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](#)



What are you looking for?

GO

☐ Only search (Department)

Quick Links
[Am I Eligible?](#)
[Facilities](#)
[Activity Schedule](#)
[FAQs](#)
[Mental Health Support](#)
[Senior Ambassadors](#)
[Prospect Form](#)

Activity Centers

Senior Clubs


Signature Events

Feedback Form

Senior ID

Sponsorship Opportunities

Senior Ambassadors Program



Do you enjoy sharing your experiences from the Senior ID program with others? Are you an advocate for living an active lifestyle? Volunteer as a Senior Ambassador for the Prince George's County Parks and Recreation department to help spread the word about activities and perks associated with the Senior ID program. Receive a short training to get started. Then participate in outreach activities to share information about the program with seniors in the area on your own schedule.

Being a Senior Ambassador will allow you to:

- ▶ Help improve the quality of life for seniors by encouraging them to remain active
- ▶ Gain early access to sign-up for upcoming classes and activities
- ▶ Waive the fees for 3 paid activities of your choice during the calendar year
- ▶ Participate in outreach events while developing your communication skills
- ▶ Participate in outreach events while developing your communication skills

Eligibility

- ▶ Must be a Senior ID card holder for at least one year
- ▶ Participate in at least 2 activities or events per month
- ▶ Passion for community service and engagement with other seniors
- ▶ Available for 2 hours a week to do outreach

How to apply

To apply for the Senior Ambassador program, please fill out the application form linked below. Your submission will be reviewed by one of our team members. If selected, you will be contacted via phone and will be required to take a short training before getting started. You can then determine how to share information about the program with other seniors in the area, like calling them on the phone, visiting recreation centers, staffing informational booths, or participating in specific outreach events facilitated by the Prince George's County Parks and Recreation department. Scheduling is flexible so you will be allowed to select days/times in the week that work best for you.

[Senior Ambassador application](#)

Questions?

If you have any questions about the program or application form, please feel free to reach out to our team!



Phone: 301-699-2255

Email: customerservice@pgparks.com

OUR ONLINE FAMILY

Arts
College Park Aviation Museum
Health & Wellness
History
Outdoors
Park Police
Prince George's Sports & Learning Complex
Prince George's Xtreme Teens
Show Place Arena
Southern Area Aquatics & Recreation

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CONTACT US


6800 Kenilworth Avenue
Riverdale, MD 20737
Phone: 301-699-2255
TTY: 301-699-2544

Email Us



 Employment

 Bid Opportunities


 Volunteers

 Website Survey


MENTAL HEALTH SUPPORT

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

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MONTGOMERY COUNTY: PARKS | PLANNING | PLANNING BOARD

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What are you looking for?

Search

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Activity Schedule

FAQs

Mental Health Support

Senior Ambassadors

Prospect Form

Activity Centers

Senior Clubs

Signature Events

Feedback Form

Senior ID


Sponsorship Opportunities

Mental Health Support

Recreational activities can help reduce stress, anxiety, depression, and other mental-health conditions. The Prince George's County Parks & Recreation department offers support services to help seniors cope with stress and promote wellbeing. Learn more below about mental health-specific resources offered by the Parks and Recreation Senior Services program.

Monthly group recreational therapy session

Get support from community members by attending a monthly group recreational therapy session facilitated by a mental health professional



Jane Doe

Who:

Meet Jane Doe. She has facilitated recreational therapy classes for over 10 years and specializes in promoting mental health in older adults.

Office Hours:

Jane Doe is available to answer any questions you may have about the group session on Tuesdays from 3pm-4pm. Join her on Zoom using the following link or give her a call at 210-333-8899 between those hours.

What to expect from the session:

Each class is uniquely designed for our seniors. Our sessions often involve a combination of therapeutic practices like walking, yoga, breathing exercises, and arts and crafts. You will also have the option to share your feelings in the mediated portion of the session, or just listen and respond to others.

Sign-up for session

Activities to support your mental health

Below, find activities and exercises to do at your own pace recommended by our mental health facilitator.

- ▶ [Weekly motivation board](#)
- ▶ [Walking trails](#)
- ▶ [Journaling exercises](#)
- ▶ [Breathing exercises](#)

OUR ONLINE FAMILY

Arts
College Park Aviation Museum
Health & Wellness
History
Outdoors
Park Police
Prince George's Sports & Learning Complex
Prince George's Xtreme Teens
Show Place Arena
Southern Area Aquatics & Recreation

EXPLORE


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TTY: 301-699-2544

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 Employment

 Bid Opportunities

 Volunteers

 Website Survey

ACTIVITY LIST PAGE REDESIGN

Prince George's County Department of Parks and Recreation

https://web1.sermcitysystems.com/wbws/mdpgparksat.scs/search.html?Action=StartSubAction=age=Senior&type=location=primarycode=keyword=keyword&option=Match

Filter By:

☐ Only show sections with available spots

Age

☒ Senior
☐ All Ages
☐ 3 Months
☐ 6 Months
[Show more](#)

Location

☐ Abbott Drive
☐ Neighborhood Park
☐ Abraham Hall
☐ Accokeek Academy
[Show more](#)

Type

☐ Aquatic
☐ Dancing
☐ Gym
[Show more](#)

Format

☐ In-person
☐ Virtual

Search by keyword or activity number

Sort by Start Date

PGPR Swim Team: Level 1 - 10621

[Add to Calendar](#) [Sign Up](#)

Computer Skills: Seniors, Level 1 - 14501

[Add to Calendar](#) [Sign Up](#)

Aerobics: Seniors - 17521

[Add to Calendar](#) [Sign Up](#)

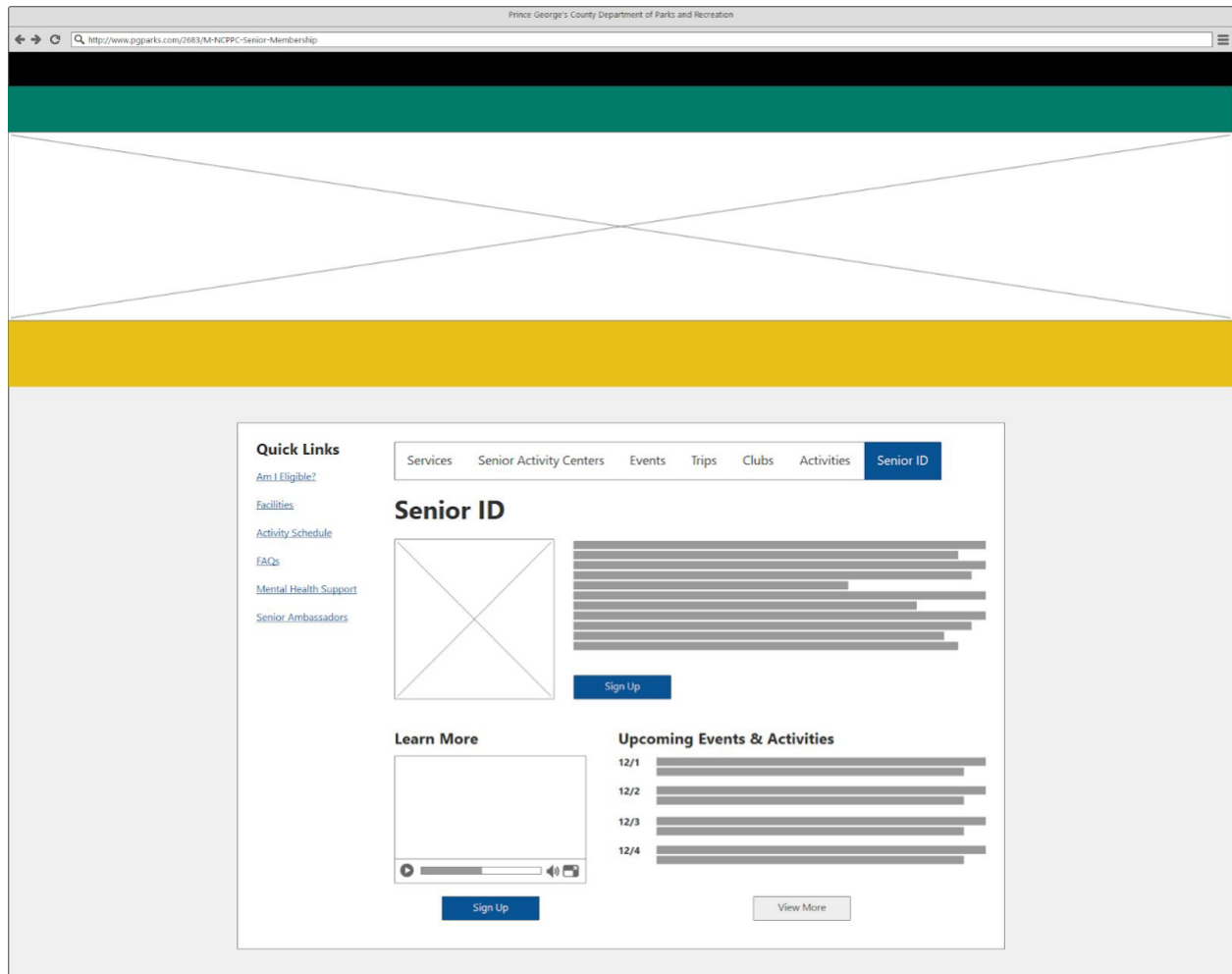
Zumba: Gold, SEniors - 17529

[Add to Calendar](#) [Join Waitlist](#)

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SIGN UP FOR SENIOR ID

STEP 1: SENIOR ID PAGE



STEP 2: LOGIN/SIGN UP PAGE

The screenshot shows a web browser window with the URL <http://www.pg parks.com/login>. The page features a dark green header bar, a large white area with a faint 'X' watermark, and a yellow horizontal bar. Below the yellow bar is a white box containing the 'Log in' form. The form includes fields for 'Password' and 'Confirm Password', a 'Log in' button, and a link that says 'Don't have an account yet? Sign up here'.

STEP 3: DEMOGRAPHIC INFO

The screenshot shows a web browser window with the URL <http://www.pg parks.com/sign-up-step-1>. The page features a dark green header bar, a large white area with a faint 'X' watermark, and a yellow horizontal bar. Below the yellow bar is a white box containing the 'Demographic Information' form. At the top of the form is a progress bar with five steps: 1. Demographic information (active), 2. Events and Activities Sign Up, 3. Communication Preferences, 4. Review information, and 5. Create Password. The form fields include: First Name, Last Name, Date of Birth, Address, City, State, Zip Code, Phone Number, and Email. At the bottom right of the form are 'Back' and 'Next' buttons.

Prince George's County Department of Parks and Recreation

http://www.pgarks.com/sign-up-step-2

1 Demographic Information

2 Events and Activities Sign Up


3 Communication Preferences

4 Review Information

5 Create Password


Event and Activities Sign Up

Based on your information, you are eligible for the following opportunities:




Senior ID

☒ Sign Up



Green Team

☐ Sign Up



Club 300

☐ Sign Up

Back Next

STEP 5: COMMUNICATION PREFERENCES

The screenshot shows a web browser window with the URL <http://www.pgiparks.com/sign-up-step-3>. The page features a green header bar and a large white area with a large 'X' watermark. Below this is a yellow bar. The main content area is a white box with a light gray border. At the top of this box is a progress bar with five steps: 1. Demographic Information, 2. Events and Activities Sign Up, 3. Communication Preferences (highlighted with a blue circle), 4. Review Information, and 5. Create Password. The title 'Communication Preferences' is centered. Below it, the text 'I prefer to receive information:' is followed by two radio buttons: 'In a paper format' and 'Electronically through email'. Underneath, the text 'Notify me about:' is followed by three checkboxes: 'Upcoming Events', 'Volunteer Opportunities', and 'Program Updates'. At the bottom right of the box are 'Back' and 'Next' buttons.

Prince George's County Department of Parks and Recreation

<http://www.pgiparks.com/sign-up-step-3>

1 Demographic Information 2 Events and Activities Sign Up 3 Communication Preferences 4 Review Information 5 Create Password

Communication Preferences

I prefer to receive information:

☐ In a paper format ☐ Electronically through email

Notify me about:

☐ Upcoming Events
☐ Volunteer Opportunities
☐ Program Updates

Back Next

STEP 6: REVIEW INFO

The screenshot shows a web browser window with the URL <http://www.pgiparks.com/sign-up-step-4>. The page features a green header bar and a large white area with a large 'X' watermark. Below this is a yellow bar. The main content area is a white box with a light gray border. At the top of this box is a progress bar with five steps: 1. Demographic Information, 2. Events and Activities Sign Up, 3. Communication Preferences, 4. Review Information (highlighted with a blue circle), and 5. Create Password. The title 'Review' is centered. Below it, the content is organized into three columns. The first column, 'Demographic Information', lists: Name: Jane Doe, Date of Birth: 12/6/1955, Address: 123 Main Street, Upper Marlboro, MD 20772, Phone Number: 240-555-5555, and Email Address: jdoe@gmail.com. The second column, 'Activities, Clubs and Events', lists: You signed up for the following activities: Senior ID, Club 300. The third column, 'Communication Preferences', lists: Preference: Email, Notify me about: Upcoming Events, Volunteer Opportunities. At the bottom right of the box are 'Back' and 'Next' buttons.

Prince George's County Department of Parks and Recreation

<http://www.pgiparks.com/sign-up-step-4>

1 Demographic Information 2 Events and Activities Sign Up 3 Communication Preferences 4 Review Information 5 Create Password

Review

Demographic Information Name: Jane Doe Date of Birth: 12/6/1955 Address: 123 Main Street Upper Marlboro, MD 20772 Phone Number: 240-555-5555 Email Address: jdoe@gmail.com	Activities, Clubs and Events You signed up for the following activities: Senior ID Club 300	Communication Preferences Preference: Email Notify me about: Upcoming Events Volunteer Opportunities
---	---	---

Back Next

STEP 7: CREATE ACCOUNT PASSWORD

Prince George's County Department of Parks and Recreation

http://www.pgprarks.com/sign-up-step-5

1 Demographic Information 2 Events and Activities Sign Up 3 Communication Preferences 4 Review Information 5 Create Password

Create Password

Password

Confirm Password

Your password must:

- be at least 8 characters long
- contain 1 number
- contain one symbol (!@#\$%)

Back Create Account


STEP 8: CONFIRMATION

Prince George's County Department of Parks and Recreation

http://www.pgprarks.com/sign-up-success

Congrats!

Your account has been created and you have signed up for the following:



Senior ID

Come pick your Senior ID up at any of our rec centers during your next visit.

One more thing! To finalize your registration, please visit one of the [recreation centers](#) and bring a proof of residency, a proof of age, and proof of identity. Or upload file(s) by clicking the button below and one of our team members will review your documents.

Upload Documents Finish