



Advancing Research 2022

by Rosenfeld

@advancingresrch #AR2022
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OLDER ADULTS & TECH Getting to the truth

MYTH: Everyone 65+ is 'old' and we can assume what they need

TRUTH: Old age is divided into nuanced segments and our societal understanding of age is constantly changing

MYTH: Older adults do not use technology

TRUTH: 77% of adults 50+ have a smartphone; in the past year 51% of older Americans bought tech product(s)

23%. 12%. 12%. 11%. 10%. 7%
SMART COMPUTER/ SMART PHONE LAPTOP SMART TABLET HOME TV WEARABLE DEVICE

MYTH: OK, some older adults use tech, but they aren't a top market

TRUTH: There is pressure on Medicare Advantage programs to drive a wave of tech-enabled services combining care management and consumer-facing tech tools to enable high-value care delivery at scale. **CHRONIC CONDITIONS | AGING IN PLACE OTHER GENERAL USE (LIFESTYLE)**



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▼ MYTHS and HOW to MOVE THROUGH THEM Sourced from our clients, providers, UXRs and older adults themselves

RECRUITMENT

1 EVERYONE HAS THE INTERNET and IF THEY DON'T, THEY ARE NOT OUR TARGET AUDIENCE

DEFINE YOUR TARGET POPULATION FIRST AND ADAPT TO THEIR NEEDS

42% of those 65+ DO NOT HAVE WIRED BROADBAND AT HOME! Ignoring them is ignoring inclusive design

DIGITAL ≠ INTERNET
• SMS WORKS
• OLD SCHOOL METHODS WORK

MAIL

TELEPHONE

88 IN PERSON socially distanced

OBSERVATIONAL RESEARCH

2 PEOPLE SHOW UP BECAUSE YOU SENT AN EMAIL

MAKE IT EASY FOR PEOPLE TO SHOW UP AND HAVE A BACKUP PLAN IF THEY DON'T

consider:
• Is connecting to a session intuitive?
• Have you given enough instruction?

REMINDER PHONE CALLS OR AN EMAIL (the day before) ARE STILL THE GOLD STANDARD

LIFE HAPPENS.
Plan on no-shows and schedule floating or backup participants

SET CLEAR EXPECTATIONS

3 DISCUSSION GUIDES AND CONTENT ARE INDEPENDENT ASSETS

CREATING DISCUSSION GUIDES IN PARALLEL WITH CONTENT WILL STRENGTHEN INTERVIEWS

Content is a tool - use it to establish and strengthen rapport:

• Tone and copy should be simple, warm, friendly

• Health literacy

CONTENT IMPACTS THE TYPES OF QUESTIONS WE ARE ASKING and, AS A RESULT, THE INTERVIEW CADENCE

• Research studies should be Oprah experiences, not an interrogation

GIVE YOURSELF TIME TO ENJOY THE INTERVIEW

4 FAMILIARITY WITH TECHNOLOGY IS THE SAME AS FLUENCY

LEAVE TIME FOR TECH CHECKS TO BRIDGE POTENTIAL GAPS IN KNOWLEDGE

SCHEDULE A BRIEF TECH-TEST SEPARATELY

• Bonus: this helps build early rapport

BE CLEAR ABOUT WHAT SOFTWARE AND ACTIVITIES ARE REQUIRED IN YOUR SCREENING CRITERIA AND HOW THEY WILL BE USED

5 A SINGLE INTERNAL PILOT IS ENOUGH TO PREPARE

PILOT WITH AN ACTUAL PARTICIPANT AND CREATE RESOURCES TO USE AS BACKUPS

PILOT MORE THAN ONCE WITH A REPRESENTATIVE PARTICIPANT

CREATE RESOURCES FOR YOURSELF - DETAILED INSTRUCTIONS

• Examples
• Screenshots
• Troubleshooting

CONSIDER ALTERNATIVE WAYS OF CONDUCTING THE SESSION IF THERE ARE UNEXPECTED ISSUES

• Static images of prototypes and think aloud techniques

6 YOU CAN SAVE ON TIME DURING THE INTERVIEW BY DOING A SHORT INTRODUCTION AND DEBRIEF

TAKE THE TIME TO GET TO KNOW YOUR PARTICIPANT

TO BEST UNDERSTAND THE USER TAKE THE TIME AT THE START OF THE INTERVIEW TO BUILD RAPPORT

• As we age, we increasingly prioritize connectedness & volunteering

ADEQUATE DEBRIEFING TIME ALLOWS YOU TO ASK YOUR FINAL QUESTIONS AND ANSWER THEIRS

GET TO KNOW THE COMMUNITY -

• Consider regular touchpoints and/or return of data

7 PEOPLE WILL TELL YOU IF THEY ARE STRUGGLING

NOT EVERYONE WILL SPEAK UP AND WHAT YOU DON'T KNOW CAN HURT YOU

ASSESS ACCESSIBILITY EARLY AND OFTEN

• Participants face response pressure

• Attentiveness in initial interviews can give you time to iterate on issues

OLDER PARTICIPANTS MAY NOT BE FAMILIAR WITH OUR ASSUMED MENTAL MODELS

• Swiping vs. tapping, up vs. down, left vs. right click

8 IF THE RESEARCH IS GOING TO BE CONSISTENT, YOU SHOULD STICK TO THE SCRIPT

EMPLOY EMPATHY & EMBRACE THE UNEXPECTED

OLDER AGE CAN BE DIFFICULT, AND RESEARCH QUESTIONS MAY SPARK DEEP EMOTIONAL EXPERIENCES

• Consider the wording and timing of questions that might be triggering

PLAN HOW TO ADDRESS A SITUATION WHERE SOMEONE MIGHT FEEL EMOTIONAL AND HOW TO HONOR WHAT IS HAPPENING

FINDINGS CAN COME FROM THE UNEXPECTED OR UNPLANNED

Theme 3: Advancing Our Practice curated by Dr. Jamika D. Burge

The Joys and Dilemmas of Conducting UX Research With Older Adults

CALL TO ACTION

Listening to users is incredibly important, and the best way to do that is to **ASK WHAT THEY WANT**. **TALK WITH THEM DIRECTLY**. We will learn, add to our datasets, and create engaging, effective digital products that stand out and **CHANGE LIVES**.

Amanda tells of helping her father w/scheduling Covid vaccine appointment online [NOT EASY!]

She went on to help other seniors with this, spending hundreds of hours... THE NEEDS OF OLDER ADULTS REQUIRE MORE ACCESSIBLE UX!

ACCESSIBILITY IS NOT AN ADD-ON
WE NEED TO INCLUDE OLDER USERS IN THE PRODUCT DEVELOPMENT PROCESS AT START

OLDER ADULTS are a population of GREAT NEED + OPPORTUNITY