

FOURTH QUARTILE

Designing for an Active Transition into a Retirement Lifestyle

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CS 147 • F23 • Stanford University

INTRO – TEAM



Name: Adam Barry
Year: Junior
Major: Computer Science (HCI)



Name: Amy Chang
Year: Junior
Major: Computer Science (HCI)



Name: Ethan Hellman
Year: Senior
Major: Computer Science (AI)



Name: Brendan McLoughlin
Year: Senior
Major: Computer Science (HCI)

Problem Domain

What does an *active* and *fulfilling* lifestyle mean to individuals of retirement age, and how might we help facilitate this way of life?

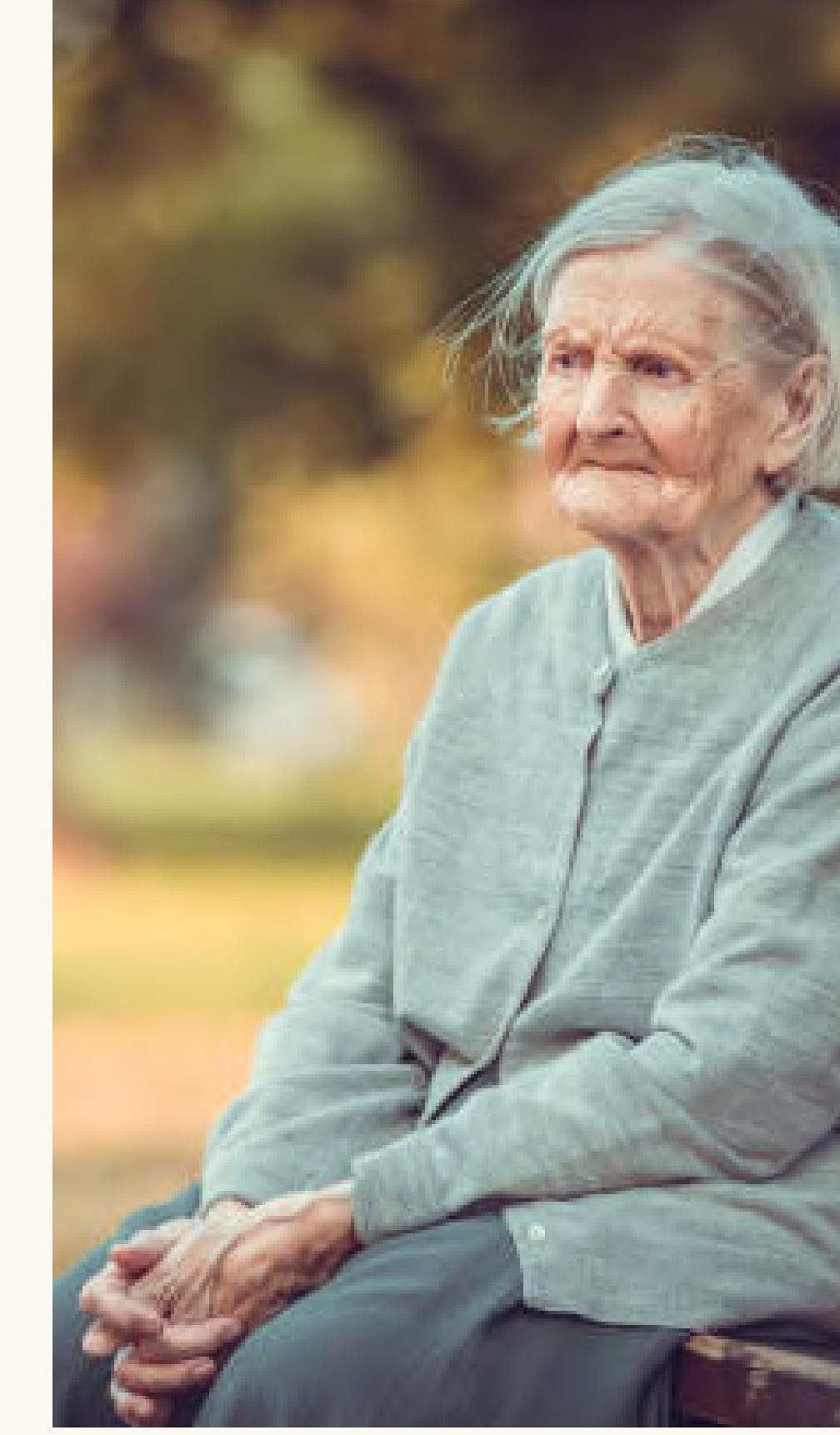
METHODOLOGY – PARTICIPANTS



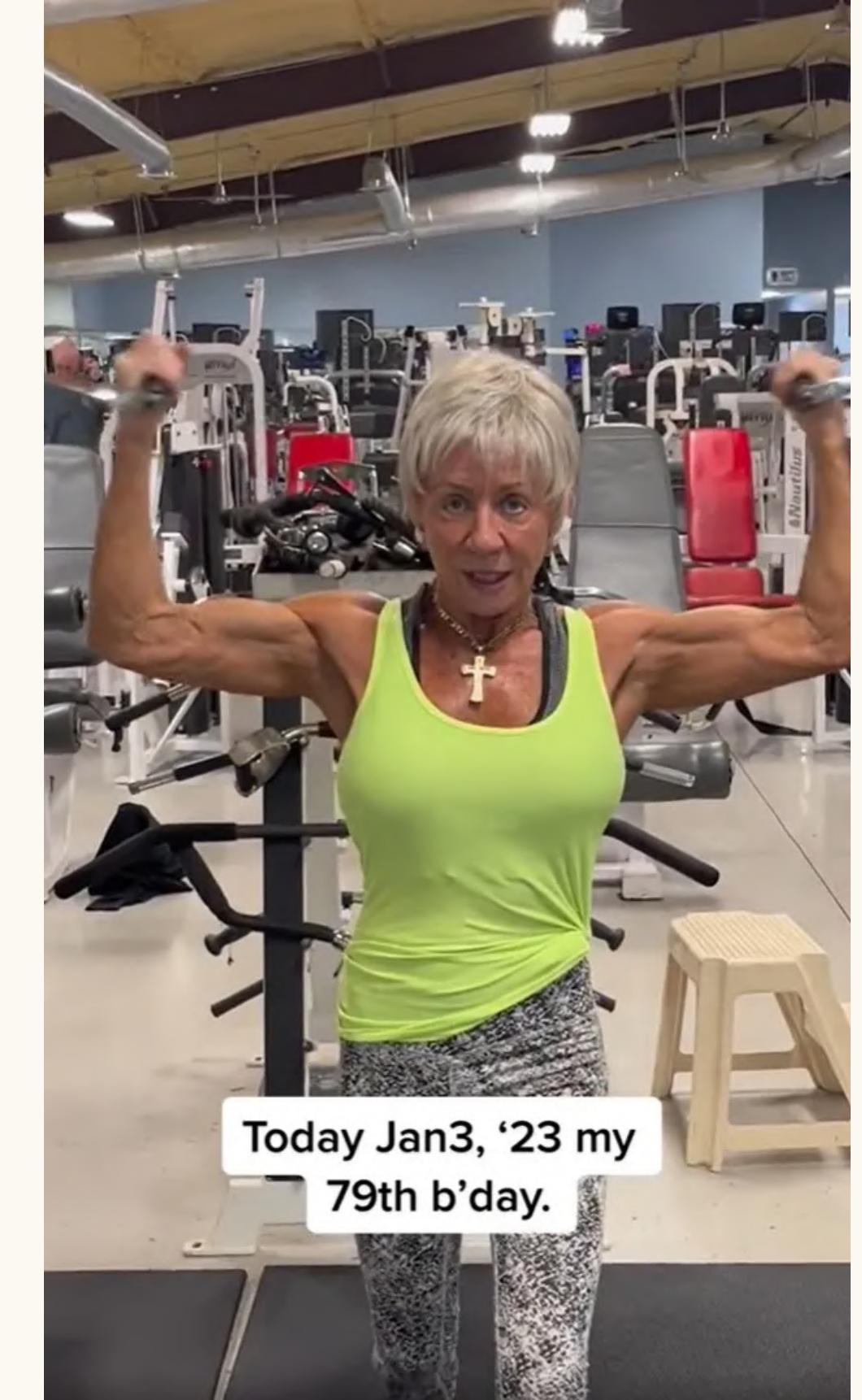
Gail (78)



Mary-Lue (80)



Robin (77)



Marie (82)

METHODOLOGY – WHERE & WHEN

Little House Activity Center

- “Strive to empower older adults with the freedom to stay active in their community...lead independent lives, and continue to get the most out of life.”
- Offers a variety of health and wellness services to enrich lives of seniors: Fitness & Wellness, Arts & Technology, Social Activities & Games
- Serves seniors with a variety of backgrounds: those recovering from hospitalisation, with disabilities or age-related illness, below the federal poverty level, or simply facing the challenge of aging.



METHODOLOGY – WHERE & WHEN

Menlo Park Library

- Public space providing access to books, computers, internet, etc. dedicated to the pursuit of **active lifelong learning**.
- Public libraries often serve as a **community hub** where people of **all ages** can gather, interact, **socialise**.
- Offers potential for **volunteering opportunities** serving as a good way to **engage** seniors.



Key Inquiries

How do you define an *active* and *fulfilling* lifestyle”?

How has your perception of an active and fulfilling lifestyle changed as you have eased into retirement?

What is something new you have tried recently?

Can you tell us about a particularly (not) fulfilling day you had recently?

Do you have any plans for the future? What is something that you are excited about?

Walk me through a day in your life in detail.

METHODOLOGY – EXTREME USER

Robin

- Stanford '68, CS Major
 - Former HP engineer
 - Prefers not to use the internet now!
 - Does not have an email address
- Fatigued, skeptical, and negative outlook on life
- Lost all her loved ones during COVID
 - After losing all of her seemingly healthy relatives, now believes that a “healthy lifestyle” is essentially pointless.
 - “I have an inactive lifestyle especially since COVID”
 - “My health is not up to me”
- “I just want to enjoy my days”



METHODOLOGY – APPARATUS



+
A NICE SMILE
&
A GOOD ATTITUDE

Key Quotes and Surprises

Disassociation

“
I'm not the usual person who comes
in here.
”

Inactivity

“
I have an inactive lifestyle especially
since Covid-19.
”

Lack of Control

“
[my health] is not up to me.
”

Even-Keel Life

“
... and then I do it all again the next
day!
”

Lack of Purpose

“
My goal now is to enjoy my days.
”

Workplace → Volunteering

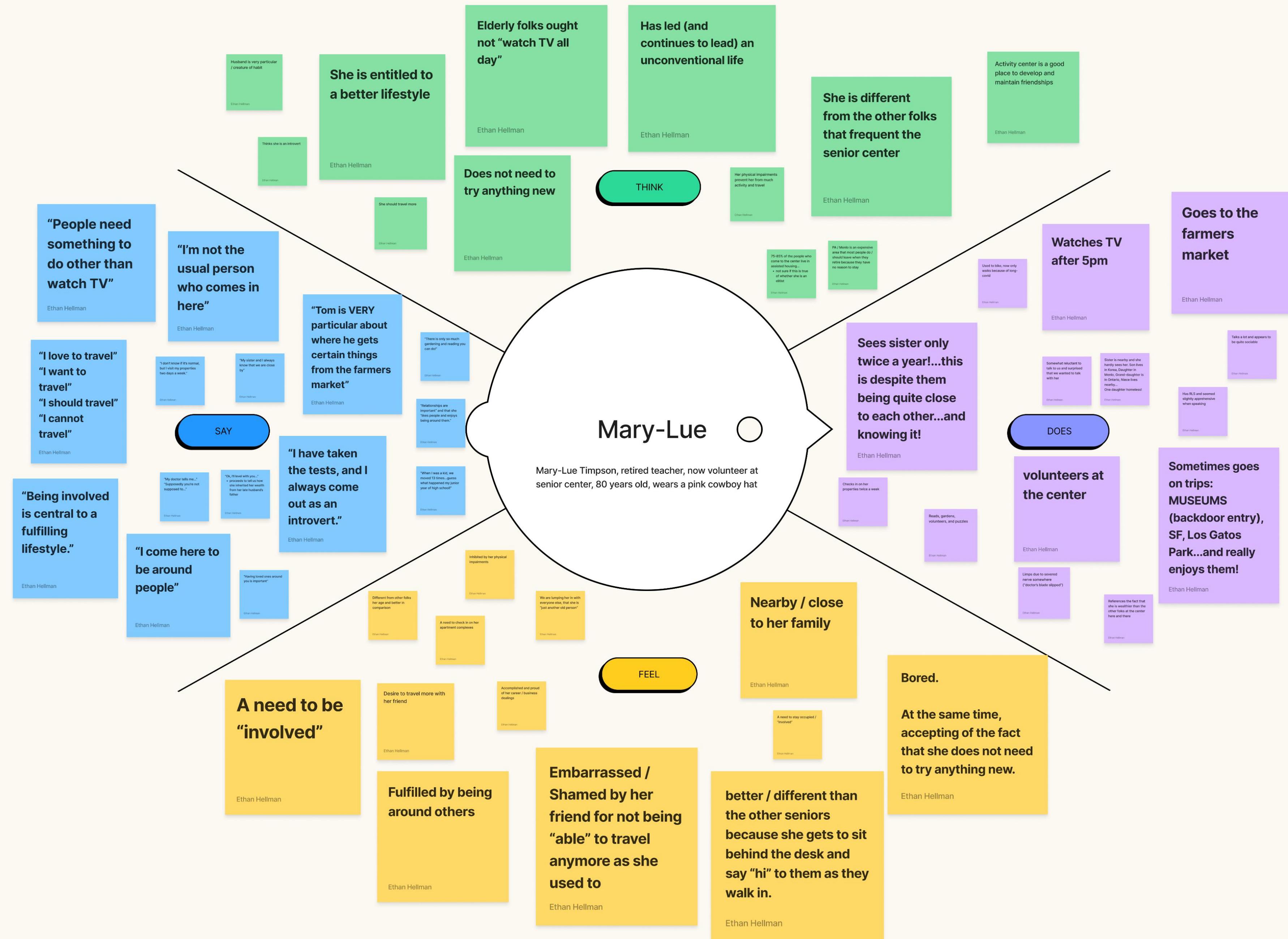
“
I found it difficult, as I had to hold
back more and not express my
opinions as much.
”

ANALYSIS – EMPATHY MAP – TRUST THE PROCESS



Mary-Lue

Mary-Lue Timpson, retired teacher, now volunteer at senior center, 80 years old, wears a pink cowboy hat



ANALYSIS – SYNTHESIS

Was a stewardess when younger, so had fitness requirements - always been fit

Sedentary during career
→ sedentary during retirement

Have not seemingly tried anything new recently

Ethan Holman

Does the same thing every day

Brendan McLaughlin

CONTRADICTION



"I might be ready for a lifestyle change once I am more emotionally settled from these losses"

Brendan McLaughlin

"Retirement allowed me to focus on things I couldn't focus on during my tenure, like art and ceramics"

Adam Barry

Decades of 14-16 hour SV work days caused her to give up consistent exercise (swimming) and adopt a very sedentary lifestyle

Brendan McLaughlin

"A fulfilling and active lifestyle to me is realising potential, subject to the circumstances and opportunities available to you"

Adam Barry

"Being involved is central to a fulfilling lifestyle."

Ethan Holman

Structure in retirement is extremely important, even though there aren't as many expectations or responsibilities.

Adam Barry

"I need structure, it's paramount to be in a community. When I retired, I figured I needed to be around people."

Adam Barry

"I have formed many friendships in this group, and some of the ladies have been here for 20 years even though it's a newcomer group."

Adam Barry

Joined the Midpeninsula Newcomers Group (most women in their 50s to 90s) to do activities, such as hiking, book club, movie club, social hour on Fridays, lunch, etc.

ANALYSIS – SYNTHESIS

Was a stewardess younger, so had requirements - I've been fit

Insight:
Habits are largely formed by the time you reach retirement

Ethan Hellman

I have not seemingly tried anything new recently

Ethan Hellman

Sedentary during career
→ sedentary during retirement

Inference:
The transition to retirement is a short window of opportunity for lifestyle changes before habits become set in stone.

Ethan Hellman

It's the same thing every day

Brendan McLaughlin

"I might be ready for a lifestyle change once I am more emotionally settled from these losses."

Insight:
Retirement offers the opportunity to try new things, but change is difficult.

Ethan Hellman

allowed me to focus on things I couldn't focus on during my work and

Inference:
Your habits entering into retirement largely form the type of retirement you experience.

Ethan Hellman

work days caused her to give up consistent exercise (swimming) and adopt a very sedentary lifestyle

"A fulfilling and active lifestyle to me is realising potential, subject to the circumstances and opportunities available to you"

Adam Barry

"I need structure, it's paramount to be in a community. When I retired, I figured I needed to be around people."

Adam Barry

Insight:
Seniors build structure into their lifestyle to ensure staying active.

Ethan Hellman

"Being involved is key to a fulfilling lifestyle."

Ethan Hellman

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Structure in retirement is extremely important, even though there aren't as many expectations or responsibilities.

Adam Barry

ANALYSIS

Key Insights

Insight

 Habits are largely formed by the time you reach retirement



Inference

The transition to retirement is a short window of opportunity for lifestyle changes before habits become set in stone

 Seniors build structure into their lifestyle to ensure staying active



Your habits entering into retirement largely form the type of retirement you experience

 Retirement offers the opportunity to try new things, but change is difficult



Begin changing habits and attempting new things early into retirement before your routine is set

SUMMARY

Key Learnings

Engagement

- Elderly people are generally quite **willing to engage** with us and sacrifice their time!
- It was quite easy to tag along with what our interviewees were doing – most of them were **seated with limited activity**.
- How might we engage participants in places where they are more **actively engaged** with something?

Diversity

- One drawback was a glaring lack of diversity.
- Our sample population primarily consisted of white women.
- We can and should certainly strive to engage a more **representative cohort**.

Commonalities

- It would appear that some of our key questions garnered largely similar responses.
- Perhaps we can tweak our questions to dig at something deeper...
- How can we do better to get our participants to tell us **stories**?

SUMMARY

What's Next?

Analysis

- Further unpack the content from our existing interviews to better understand our “users.”
- Start using our data to build out PoV’s.
- Understand key insights in more depth.

Iteration

- Use our analysis to supplement approach for further research.
- Iterate on our script so as to pull at key areas of interest and tighter scope.
- Design questions to provide more room for story-telling

Interviews

- Go to new places to find potential interviewees. Ideas: dog park, farmers market, gardens, local events, religious or spiritual institutions...
- Seek out a more representative sample population - look for elderly men and ethnically diverse population.
- Try and engage interviewees while they are actively doing something...
- Collect more artifacts!

Appendix

Nothing to report!