

How might we gather insights and inspiration to design products and services for the modern 70 year old?

IDEO-U

Insights Report

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Insights for Innovation

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**Observing is listening
with the eyes**

Are the 70-year-olds online?

I was curious if I could find content created for the 70-year-olds, I was wondering about their topics and concerns.

But I haven't found much more than videos with 'funny stories' about older people who were flying for the first time, falling on the beach, or old people who wanted to "print" a YouTube video...

In the end I was able to find a few 70-year-olds talking about lifestyle, games and cooking recipes.

**Learning from
extreme perspectives
stretches our thinking,
getting us to awesome
new ideas**



LENSES:

HEALTH: DISABLED ← → HEALTHY

MOOD: JOYFUL ← → SADFUL

FINANCIAL: COMFORTABLE ← → LACKING

STYLE: INDOOR ← → OUTDOOR

BEHAVIOR: EXTRAVERT ← → INTROVERT

KIND OF: CHESSPLAYER ← → FOOTBALL PLAYER

PEOPLE PERSON: CROWD ← → ALONE

LEADERSHIP: LEADER ← → FOLLOWER

MIND: OPENMIND ← → PREJUDICED

DISPOSITION: ACTIVE ← → SEDENTARY

CULTURE: COSMOPOLITAN ← → PROVINCIAL

SAVE: CHAPPY ← → SAVER

A few lenses for 70-year-olds

Style (Indoor ... Outdoor):

There are people who prefer card games, puzzle, dance...
and there are people who prefer activities like hiking, riding bikes.

Income (Comfortable ... Lacking):

Some people have enough income, in opposite of some people
whom have a lacking economical situation.

People Person (Into Crowd ... Always Alone):

Some people are "people person" and another people
who prefer doing things alone.

Some extremes 70-year-olds

Retired:

Married, never going out without a need, receives family at home

Hiking lover:

Introvert, open-mindedness, who likes spend time with himself in silence

Young retired:

Extrovert, hyperactive, with family and friends, doing a few informal jobs

Retired:

Hyperactive, low income, without family but with a few colleagues

Part-time working:

Extrovert, lacking incomes, spending time with its teen daughter

Retired:

Enough incomes, family far away, but with friends and a new couple

**A great interview
allow us to get deeper,
which will inspire us
to great insights**

Interviewing a modern 70-year-old

I interviewed one of the postmen of our town.

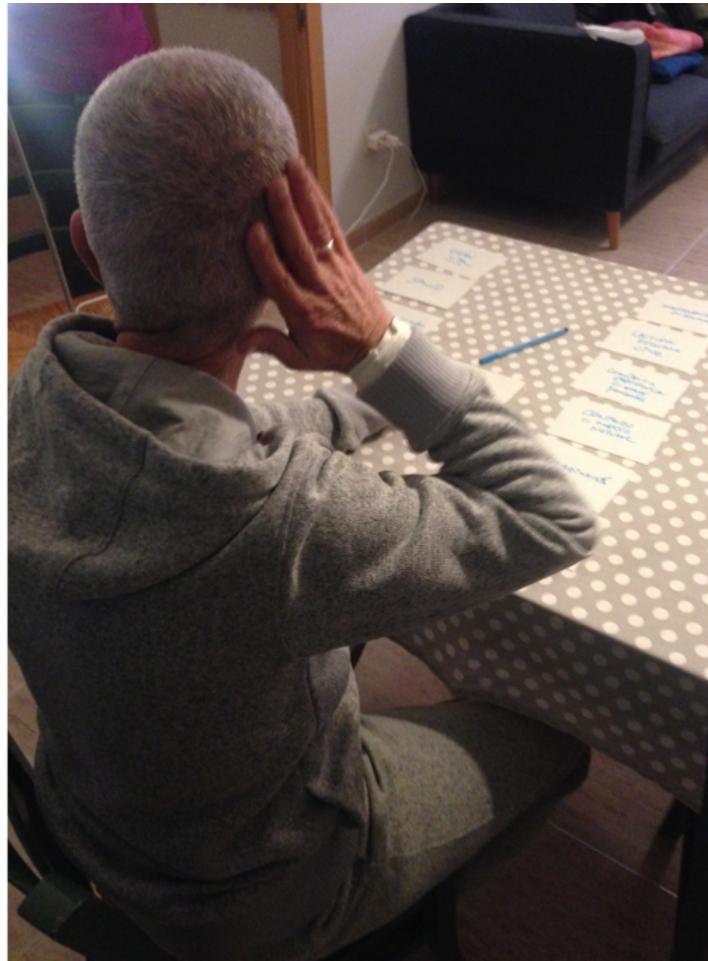
He's just over 60, and very little is left for his retirement.

And I started the interview asking him about the issues he was concerned about, then I asked him to organize the topics.

He didn't tell me anything related to the age's limitations.

The topics that most concerned him were related to how one feels about oneself and how one relates oneself with the environment.

Not so long ago, maybe 2 years ago, he had asked me for help him with his cell phone. But now, with a new smartphone, he's working perfectly with a lot of Apps, mainly with WhatsApp. He participates on several WhatsApp groups, talking with their friends and also to he talks with their daughters living abroad.

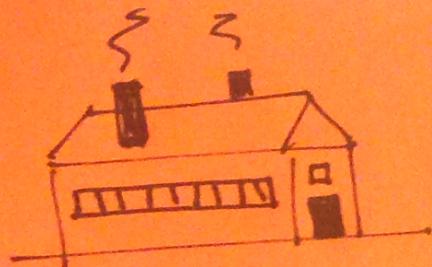


**Putting ourselves
in the shoes of the people
we're designing for,
get us beyond
our assumptions**

Walking in another's shoes

- Could the 70-year-olds manage to find deals and promotions for them?
- How 70-year-olds without family manages their holidays?
- Are there 70-year-olds looking for new couples?
- Could receive guests the 70-year-olds living in a nursing home?
- Could use mobiles with one hand the 70-year-olds?
- Are there podcasts for the 70-year-olds?
- Could 70-year-olds who use a wheelchair go to the beach and swim?
- What is the offer of language courses for the 70-year-olds?
- What is the offer of newsletters or YouTubers for the 70-year-olds?
- Is it economically feasible to cook healthy food for one person?

LOOKING FOR
70-YEAR-OLD
DISCOUNTS



LIVING IN A
NURSING HOME

WITHOUT
FAMILY



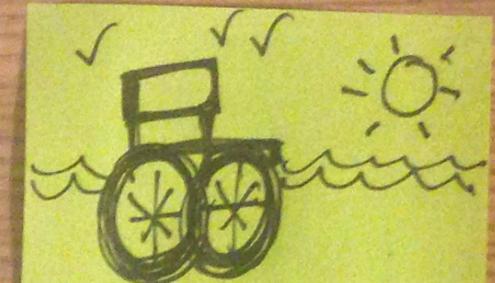
ONLY WITH
ONE HAND

LOOKING FOR
A COUPLE

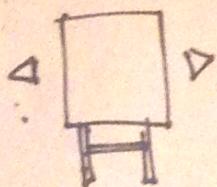


HEARING TO
70-YEAR-OLD
PODCASTS

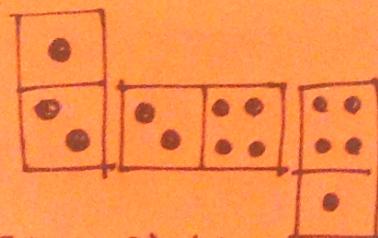
WITH KIDS
WITHOUT INCOMES



GOING TO BEACH
BY WHEELCHAIR



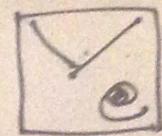
TO ATTEND LOCAL
TALKS/WORKSHOPS



SPENDING
TIME WITH TABLE
GAMES



REDUCED MOBILITY
MANAGING EVERYTHING
ONLINE



RECEIVING
LOCAL NEWS/
events
NEWSLETTERS



HEALTHY



LANGUAGE CLASS



DIVERSITY



Poor memory

Running an Empathy Experience

Pretending I was looking for classes for my grandfather, I called some language schools near me, and no one had a course dedicated for the 70-year-olds.

Moreover, I spent an hour using mobiles apps (emails, WhatsApp, Twitter ...) with only one hand (I'm right handed, but I used the left one). I noticed that it's very slow to operate the smartphone with only one hand, and I wasn't able to do some tasks, like screen shots.

At the end, I cooked only for myself (usually I cook for four)... and I realize that it's a bit expensive, and something boring.

**Crafting insights
is a fundamental step
that turns insights
into fuel for innovation**

YEAR-OUT
ED TO SHARE
ff / tasks / experiences
us knowledegment

TECH
SAVY

US SUSITA
Concentrarse
per no
EXPONENTE PERO

pesta persona
SON
ADICTOS A
Tecnologia

TIENEN SUS
COCHECITO
Y SUS REDES

Spending time
with insta
Games

NO TIENEN
PROBLEMA
TECNOLOGIA

SE FUE
EXPERIMENTAR
Y DESARROLLAR
ALGO NUEVO

NO NECESSARIO
REGALAR
EL EQUIPO
ESPECIALES

heading to
to yourself
Bad users

SOLO TECNICO
MUY BUENO

Mejorar
manejo
redes

Cambiar
los so
habitos

No tiene
expresión
social

REPORTS

TIENEN
que
necesitamos
que
necesitamos

Los
tienen
que
necesitamos

TIENEN
que
necesitamos
que
necesitamos

real
working

ELA
que
que

To: Year-out people
Are tech-sawy
But we nearly focus on
them

NOTICIAS
que
que

looking for
informacion
informacion

LEEMANIA
(el resultado
de la red)

DIARIO
que
que

que
que

que
que

Insight #1: "Sharing"

Inform:

70-year-old people feel comfortable sharing experiences.

Inspire:

Sharing stuff, 70-year-old could have a better quality of life.

Memorable:

Sharing things, 70-year-old could feel part of the community.

Insight #2: "Being part"

Inform:

70-year-old people can be technological savvy.

Inspire:

70-year-old could be online consumers and creators.

Memorable:

70-year-old should use their voice and be content creators.

Insight #3: "Keep going"

Inform:

70-year-old people want to keep control over their lives.

Inspire:

70-year-old should be able to keep the control of their lives.

Memorable:

To keep going, 70-year-old need to have control over their lives.

Here we go!

**Special thanks to IDEO-U
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