**PRADEEP**

Hi Everyone, Thanks for taking time to listen to our report on our Intervention to promote Active Ageing.

Before We start, let me introduce you my team and myself. I am Pradeep, and we have Muni, Min Ma, and Weiyu Zheng. We are Team Fusion as we are mixture of Full time and Part time student ☺☺

Alright, let’s start.

We will present this report in typical 4 phases.

Phase 1

1. Understand Active Ageing
2. Brainstorm the initial area we want to help

Phase 2

Design, conduct and analyze interview

Phase 3

Design, conduct and analyze Surveys to understand user’s view

Phase 4

Develop the User Personas and Product prototype to promote Active Ageing.

To understand Active Ageing definition, we looked through at WHO website. It says “….”

From this definition, we brainstormed and agreed that we want to look at social participation and financial security aspects of Active Ageing. we formed the idea of improving the work opportunities through technology.

With this in mind, we moved to Phase 2 which was interview section. I will now invite Min Ma to talk about it.

~~After discussion, we choose serval aspects to promote aging people. e.g.Art and cultural Learning Opportunities, some access like removing tech barrier or Gain Job opportunities.~~

**Min Ma**

In the phase 2 which was to conduct interviews, we chose 12 samples based on convenience sampling. We conducted about 12 interviews for people aged between 45 and 70 years. They comprised of different portfolios like Public Sector employee, Businessman, Housewife etc.

They comprised mainly of family, relatives, landlords.

In the interview, we collected information about their past work experience, and current daily routine. In addition to that we asked them about the online experiences, challenges and fear of using internet.

~~Also the interview questions are mainly foucus on their daily routine (doing yoga,painting or something),profession ,and working experience, or are they facing any tech challenges during work.~~

After interview, we brainstormed the results. We found out that majority of them are socially active online users. They would like to share their knowledge in exchange of money. But they were either unaware of the freelancing job sites or found them complex to use.

Despite of spending considerable time on Internet, they had fear of using online banking and afraid to operate on websites which asks for Credit card information.

With all the understandings from Interview we wanted to reach out to a bigger sample size and survey them to improve upon our intervention. To speak about the Survey part, I welcome blake.

**BLAKE**

Hi Everyone, In the **phase 3** which was to design, conduct and understand surveys,

We wanted to know more about their internet surfing behavior and online experiences.

We were confident that they need some technology solution which could easily help them make money online. To define it in a concrete manner, we designed the survey of 10 questions at Survey Money.

<Open Survey Monkey Link>

As you can see, our survey starts with the introductory note, followed by 10 questions around user’s basic details, their social networking usage, to know if they have fear of online banking, and to know if they have experience of using online job sites.

Overall 62 people participated in our Survey and I will now Invite Muni to talk about Survey results and analysis.