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Using Data & Design to Bring Older Adults Online

Elyse Voegeli, NYC Mayor's Office of the Chief Technology Officer



Mayor's Office of the
Chief Technology Officer

nyc.gov/cto

1 Hi!

2 Background

3 Program

4 Demos

5 Stories

01

HI !



Elyse Voegeli (she, her)

User Experience Designer & Researcher
New York City Mayor's Office of the CTO



@NYC_CTO
@evogues

We use innovation
to make New York City
future-ready

Our work and our team spans traditional disciplines



Universal Broadband

Bringing high-quality, affordable, and safe internet service to all New Yorkers.



Digital Services

Building digital services that make government work better for everyone.



Inclusive Innovation

Making NYC the place to introduce new ideas that improve lives.



Emerging Tech & Society

Advancing policies that bring about good technologies and technology use.

02

BACKGROUND

Broadband Access in NYC

40%

NYERS LACK MOBILE OR HOME BROADBAND

46%

NYERS LIVING IN POVERTY LACK HOME BROADBAND

Broadband Access in NYC

40%

NYERS LACK MOBILE OR HOME BROADBAND

46%

NYERS LIVING IN POVERTY LACK HOME BROADBAND

18%

NYERS LACK BOTH MOBILE AND HOME BROADBAND

1.5M

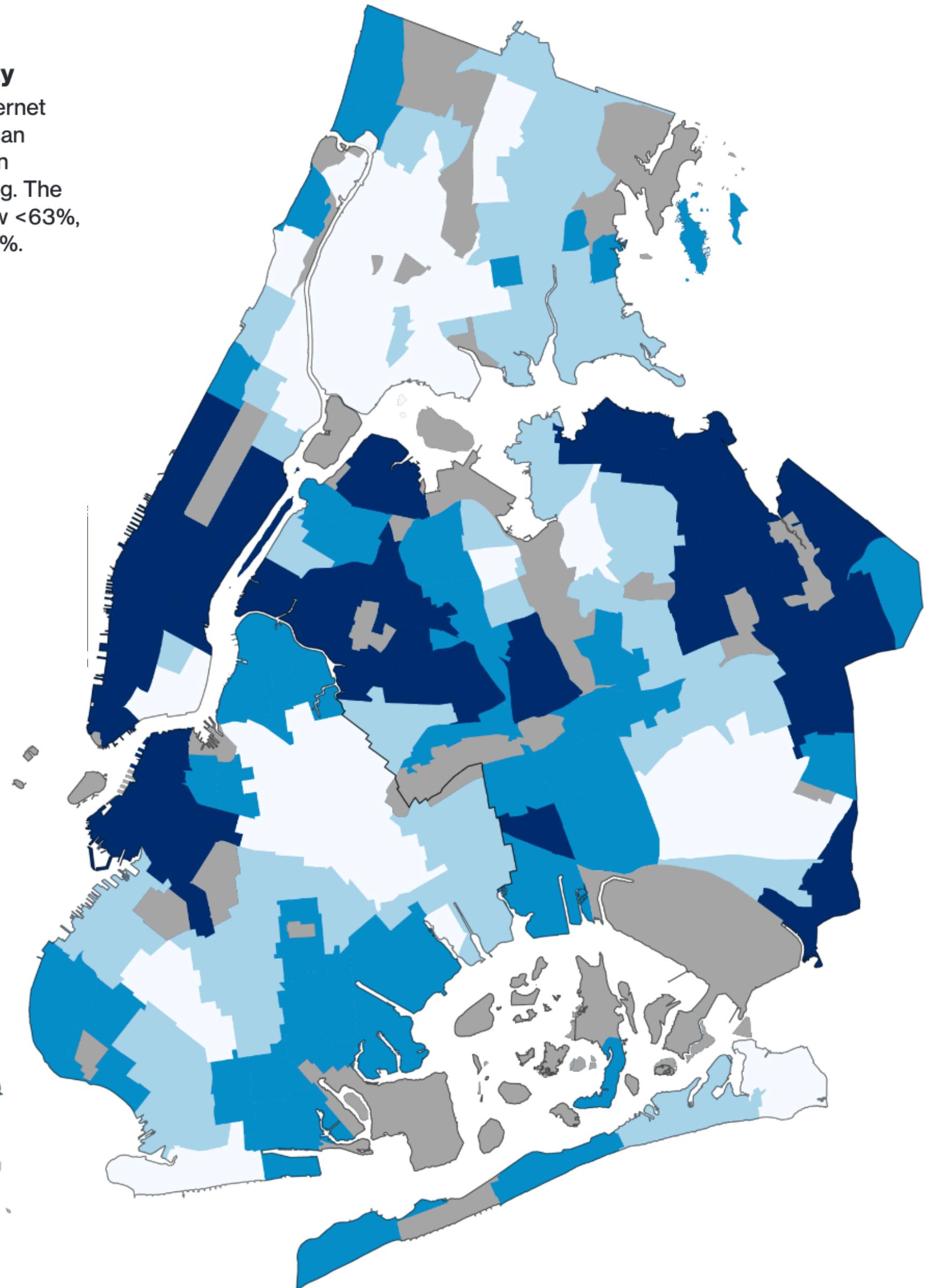
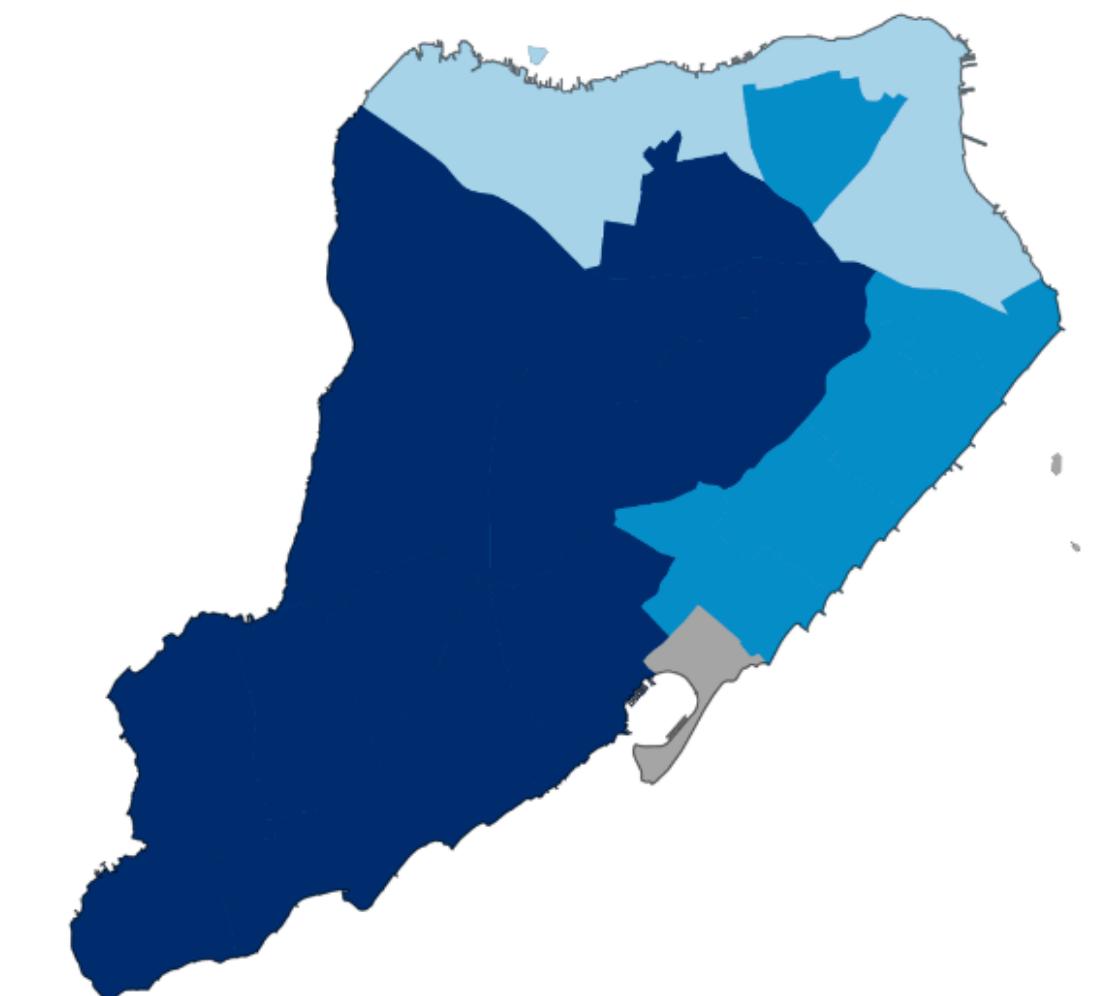
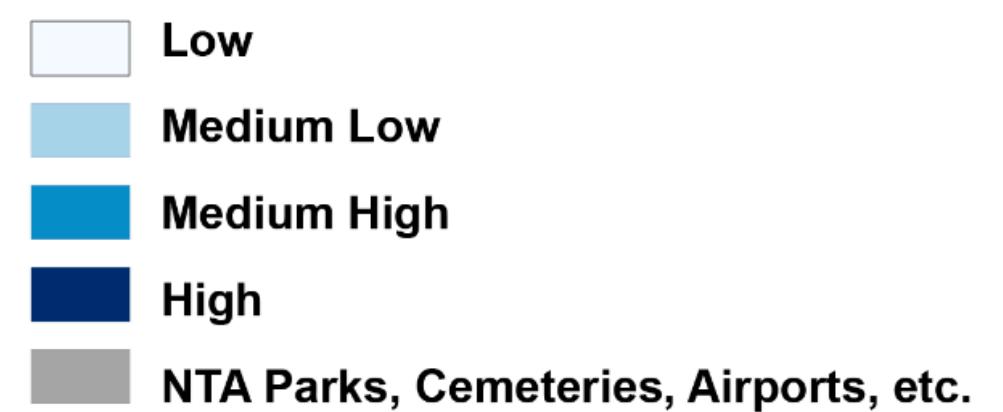
NYERS LACK BOTH MOBILE AND HOME BROADBAND

Home broadband adoption

Source: The New York City Internet Master Plan,
Data from the 2019 American Community Survey

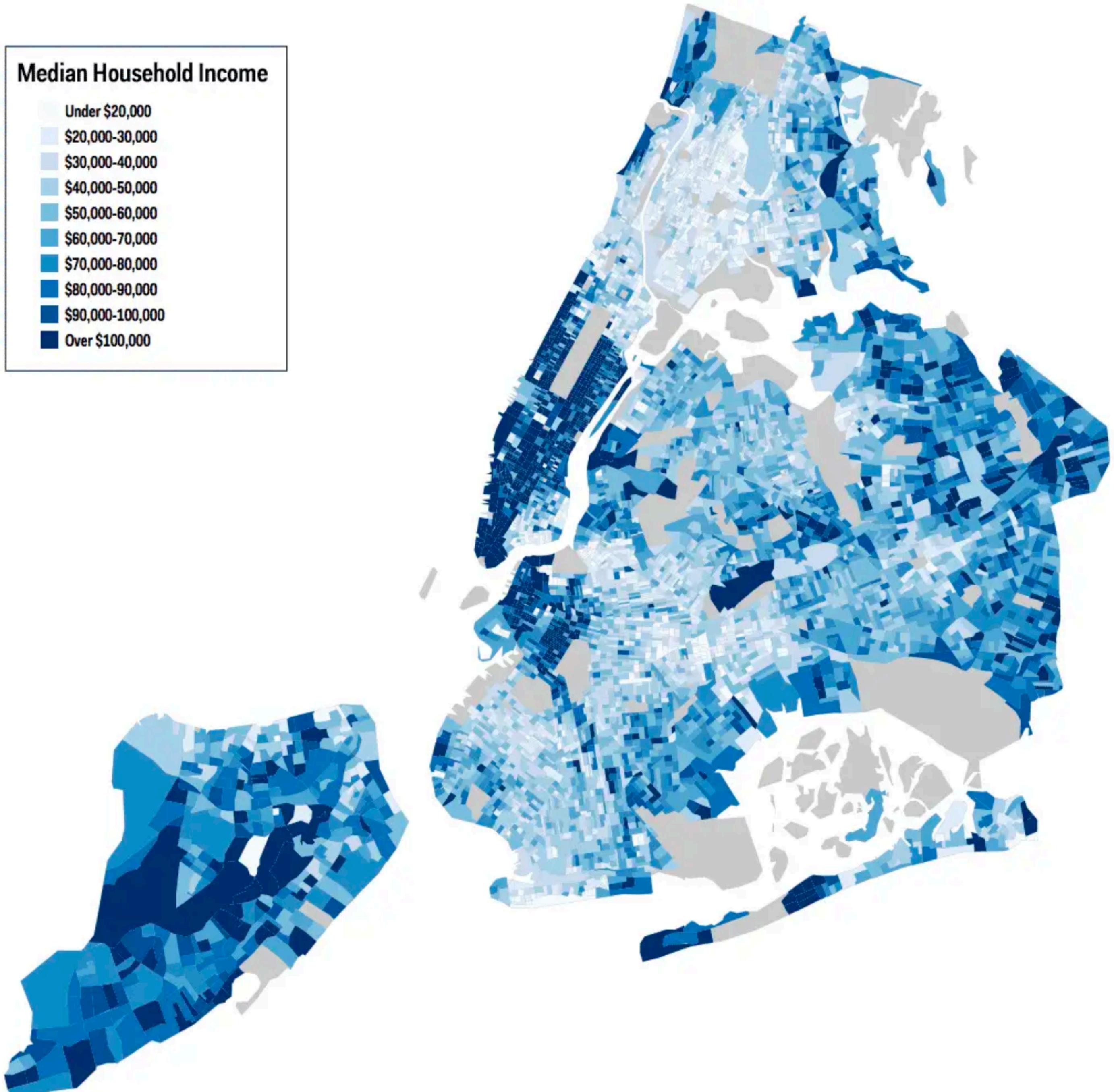
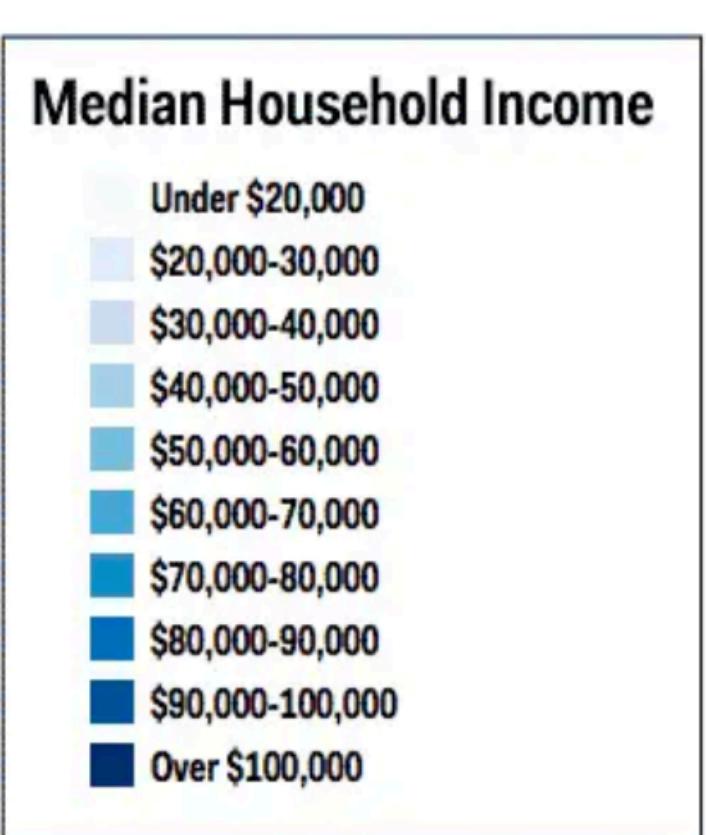
Map 3: Home Broadband Adoption in New York City

Source: 2017 5-Year Estimate of Presence and Type of Internet Subscription in the Household data, provided by the American Community Survey. October 2019 Neighborhood Tabulation Area. Data provided by the NYC Department of City Planning. The legend categories represent the following percentages: Low <63%, Medium Low 64%-71%, Medium High 72%-77%, High >77%.



Median household income

Source: Business Insider,
Data from the 2009-2013 American Community Survey



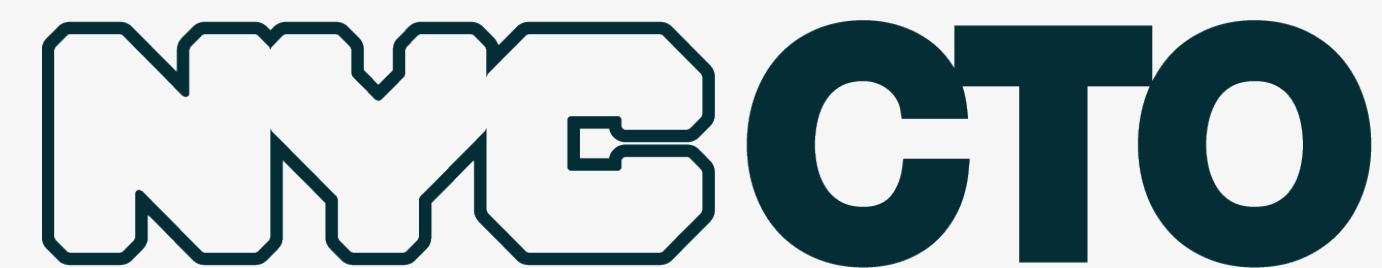
03

PROGRAM

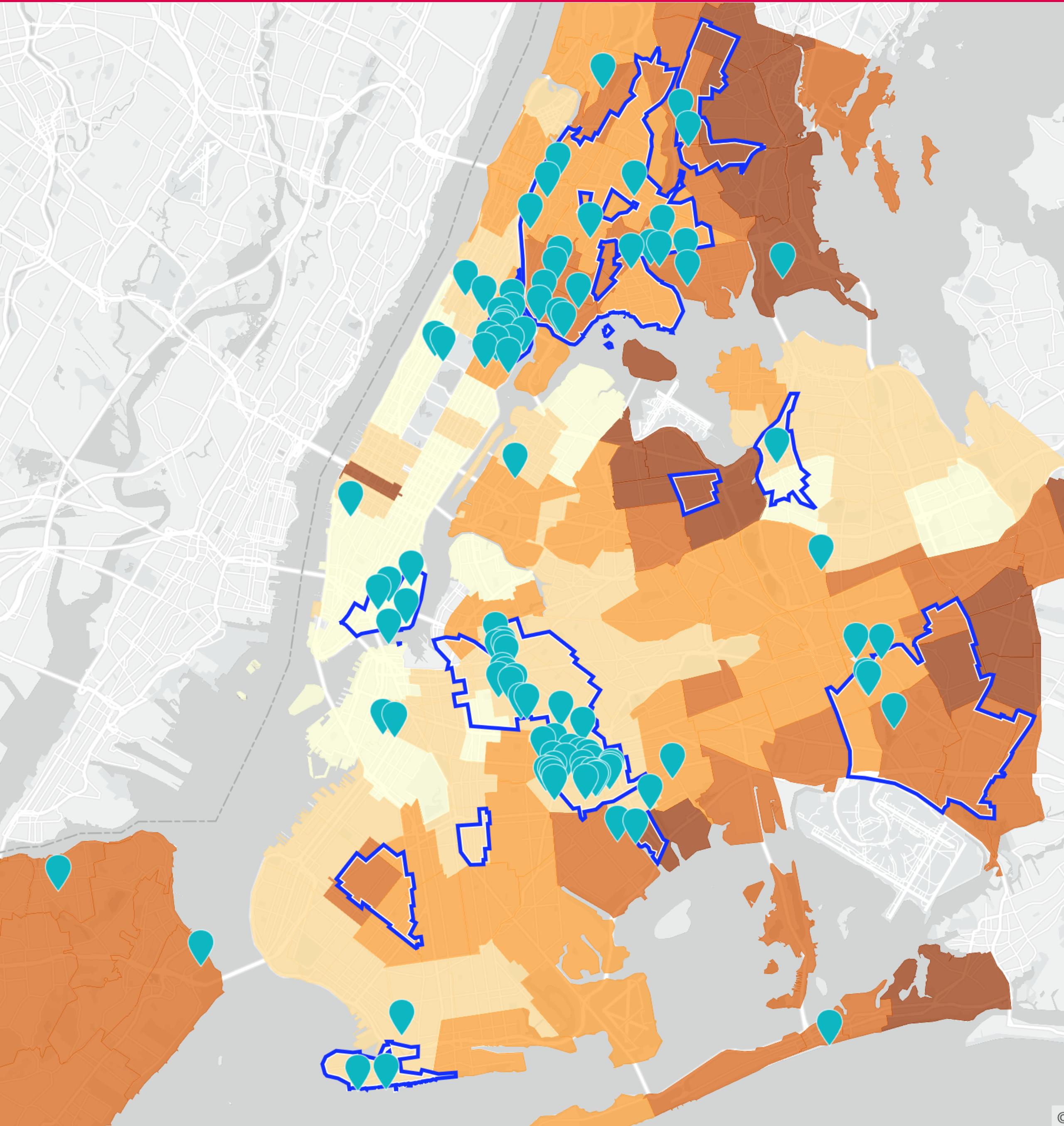
Partners



Department for
the Aging



10,000 internet-connected tablets for vulnerable low-income older adults.



Program Overview

10,000

INTERNET-ENABLED TABLETS

60%

INTERNET ADOPTION RATE IN TARGET AREAS

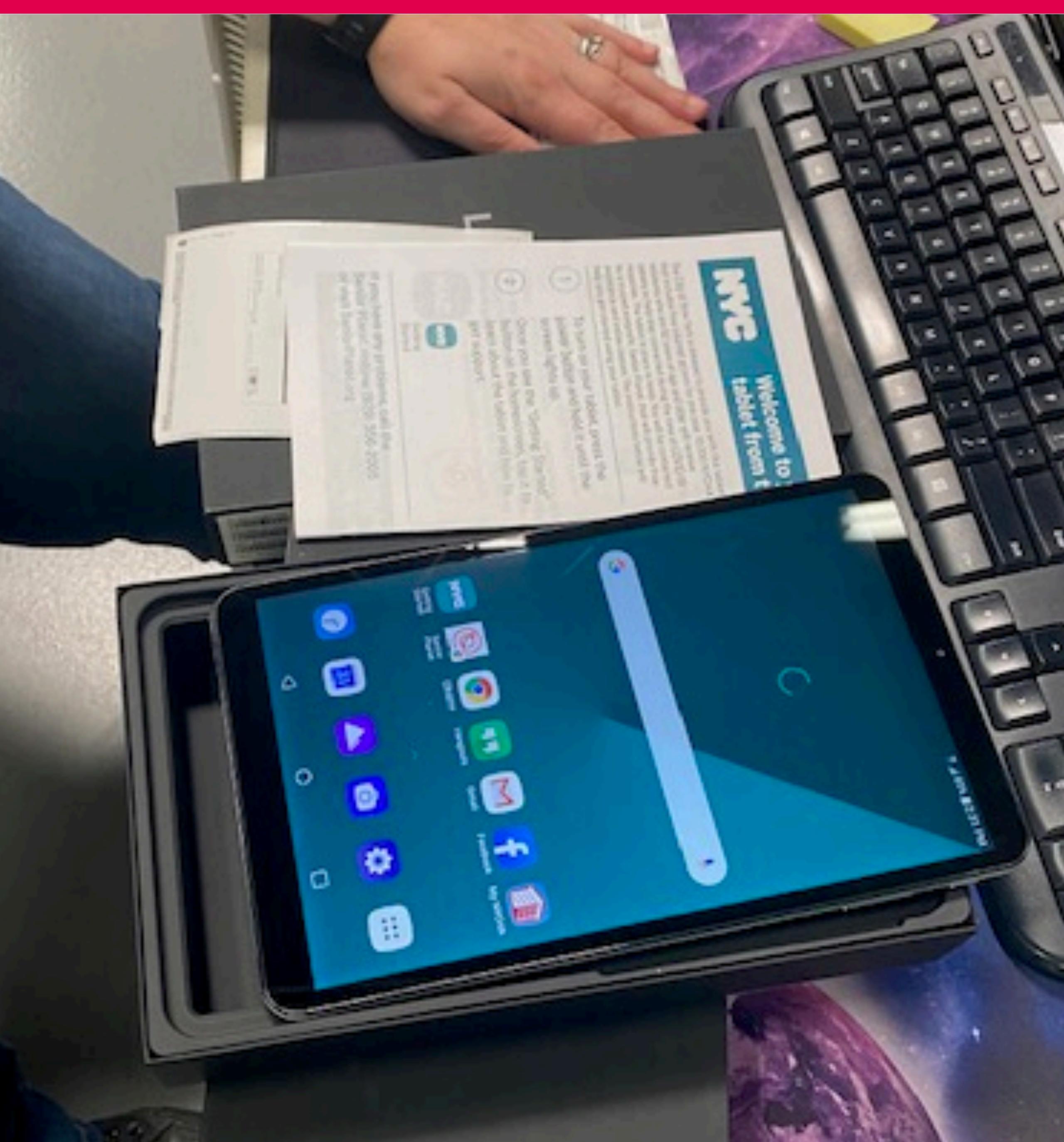
288

NYCHA DEVELOPMENTS

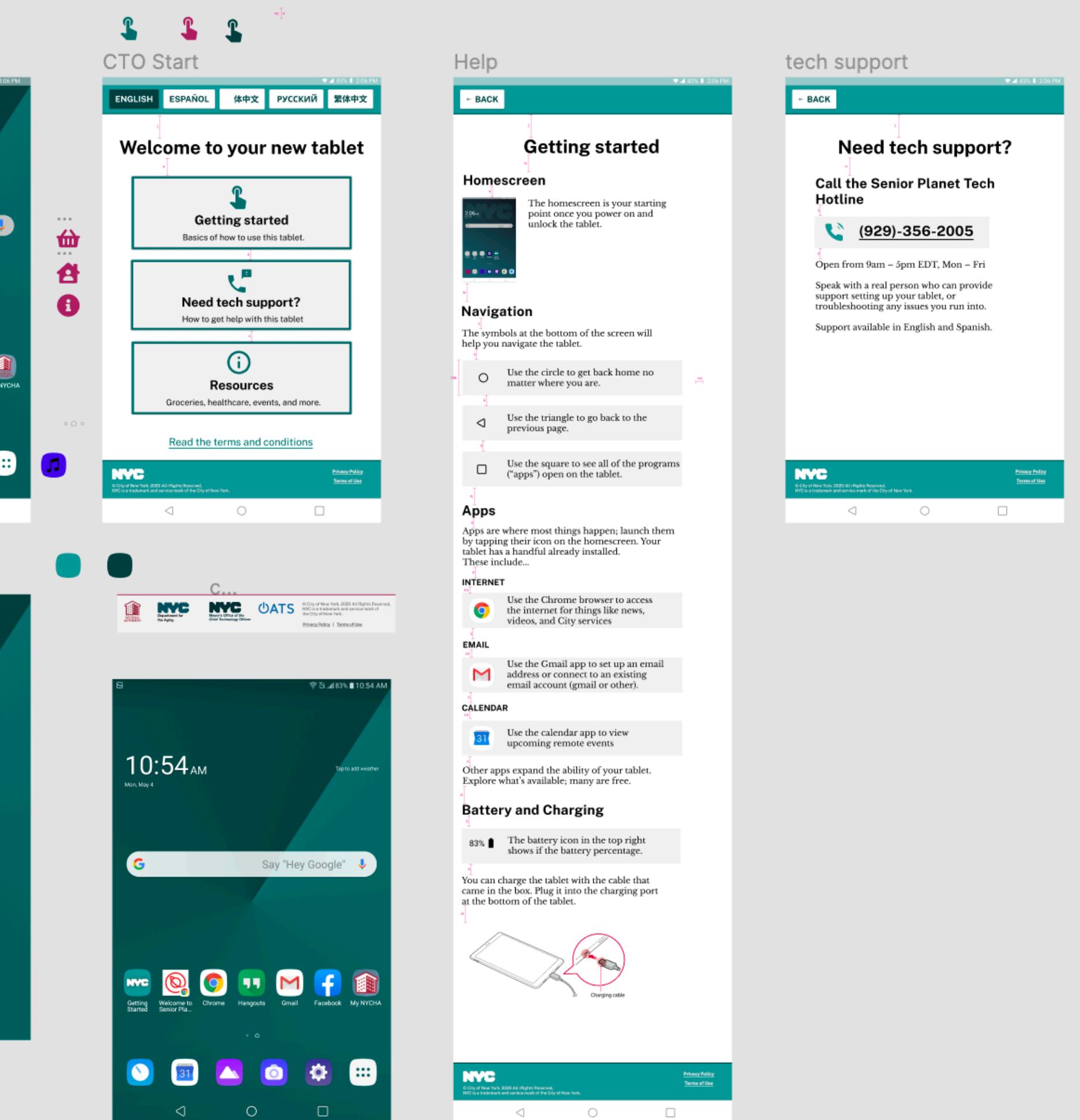
37

COUNCIL DISTRICTS

Service design for the holistic experience



Onboarding app with focus on accessibility, readability, and ease of use



Default ...
PRESS HERE TO LEARN MORE

Design Proto

Background E5E5E5

Text Styles

Ag H1

Ag H2

Ag H3

Ag H4

Ag body

Ag large-button

Ag small-button

Ag Homescreen

Ag Spec Announcement

Ag large-button

Ag homepage

Ag homepage

Color Styles

- pop-1-light
- pop-1
- pop-1-dark
- pop-2-light
- pop-2

Considerations across 13 languages

LANGUAGES 

IDIOMAS 

언어 

Welcome to your new tablet

 Getting Started
The basics of how to use this tablet

 Need tech support?
Get help with this tablet

 Resources
Food, healthcare, events, and more

اللغة 

أهلاً بك بجهازك اللوحي الجديد

 أبدأ
أساسيات طريقة استخدام هذا الجهاز اللوحي

 هل تحتاج إلى دعم فني؟
الحصول على المساعدة بشأن هذا الجهاز اللوحي

 الموارد
الأغذية والرعاية الصحية والمناسبات وأكثر من ذلك

a su nueva tableta

 para comenzar
básicas para usar la tableta

 a asistencia técnica?
sistencia con esta tableta

 Recursos
tención de salud, eventos y mucho más

BROR HBA ZO AYUUR NI

 ANAHOBIN
DI UIKIRIM FON DI AZO ZO TZON D

 DARAPUT AIR TUCUNISHU
BAKOMUN HILF MIT DUM

 RIESAROSUO
USNOOARG, HULTEKUIR, FAOSIRO

nan nouveau tablet ou a

 시작하기
태블릿 기초 사용법

 적 도움이 필요하세요?
태블릿으로 도움을 받으세요

 자료
식품, 의료, 행사 등

Ann Kòmanse

 Ann Kòmanse
ON ki eksplike kijan pou itilize tablèt sa a

 zwen Asistans Teknik?
venn èd ak tablèt sa a

 Resous yo
en sante, evènman, ak anpil lòt bagay

Connected-older-adults/#yi/getting-started-yi

Older Adults Technology Services (OATS) outreach calls for tech support



Photo: Akshar Dave from Unsplash

04

DEMOS

Participant Identification



Broadband Adoption Data

First we identified the areas of the city with the lowest quartile of home broadband access from the Broadband Adoption Basic Indicators on NYC Open Data.



NYCHA Locations

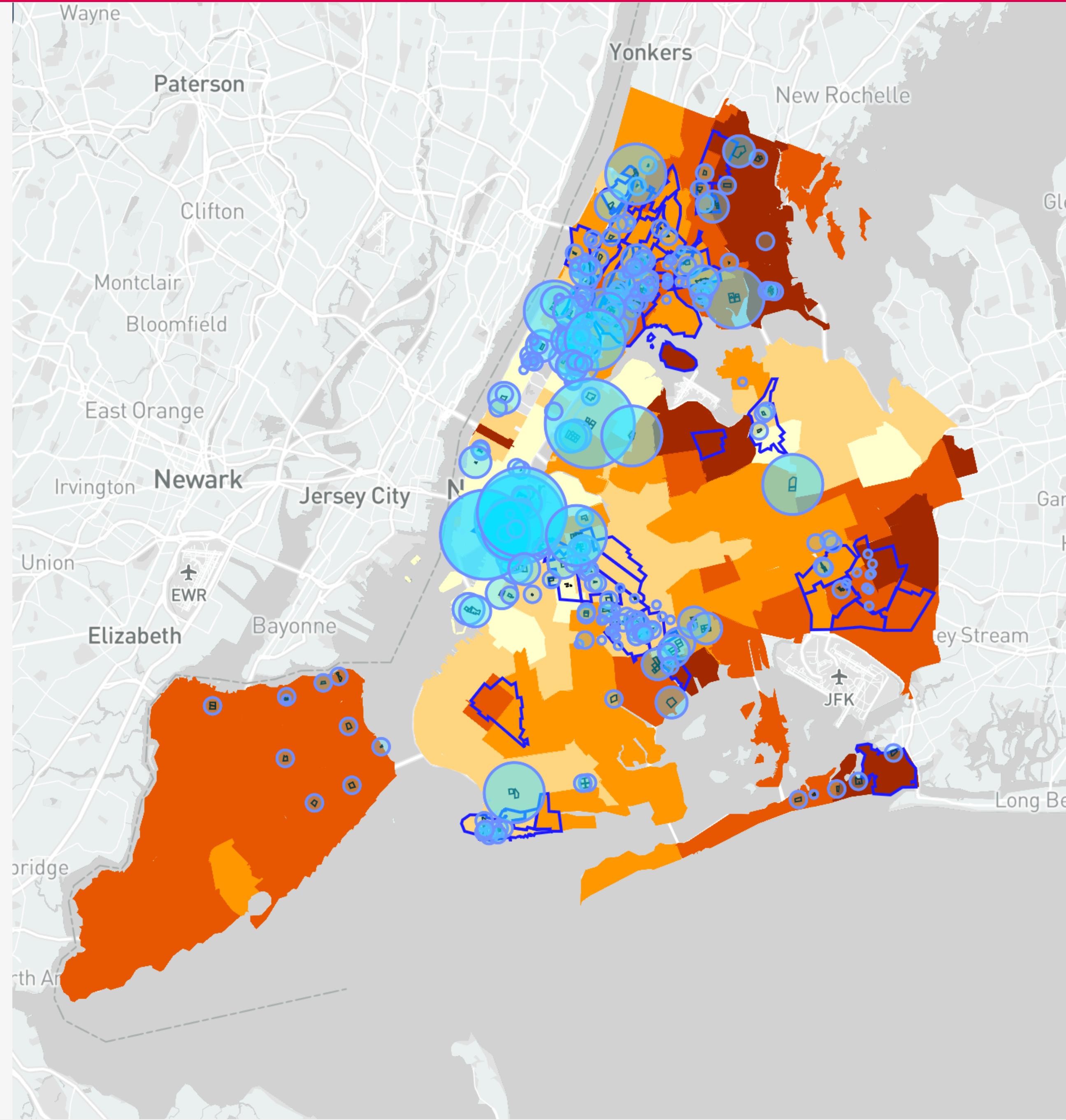
Next we mapped locations for all NYCHA developments from NYC Open Data, and overlaid this with data on number of adults over 65 per development from NYCHA.



Covid Rates from DOHMH

Finally, we mapped per-capita COVID-19 rates in all NYC neighborhoods from a snapshot in time in April. This data came from DOHMH.

Visualization of vulnerable older adults in need of internet-connected devices.



Delivery and outreach tracking dashboard

TARGET COMPLETION

5.56%

556 OF 10,000 DELIVERED

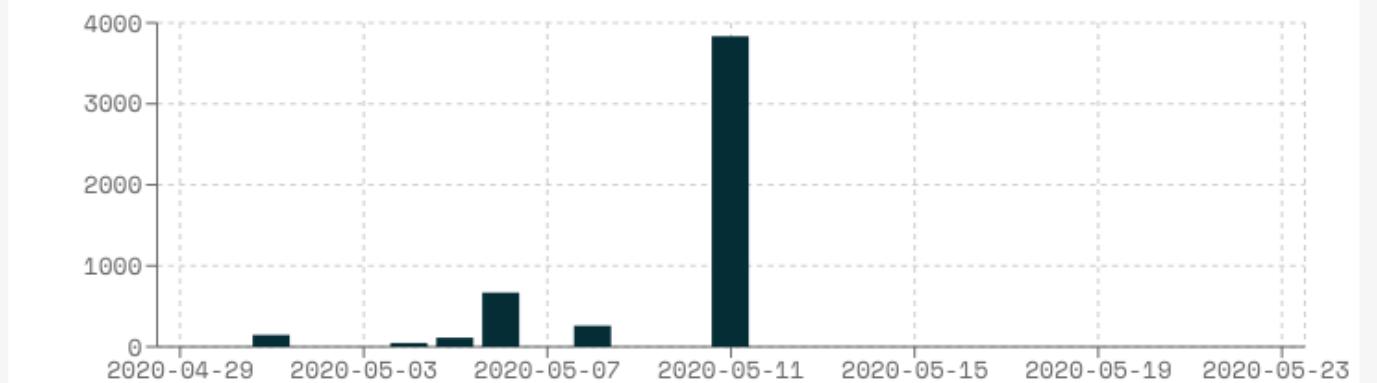
USER ACQUISITION

56757

ROBOCALLS MADE

5070

RECIPIENT DETAILS RECEIVED



DEVICE PREPARATION AND SHIPPING

3281

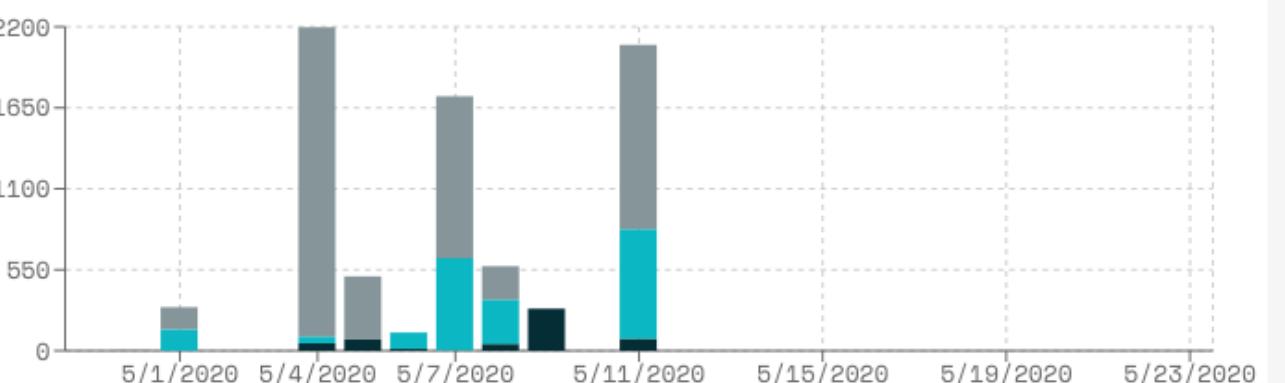
KITTED & READY TO BE SHIPPED

1979

SHIPPED

556

DELIVERED



OATS DATA

44

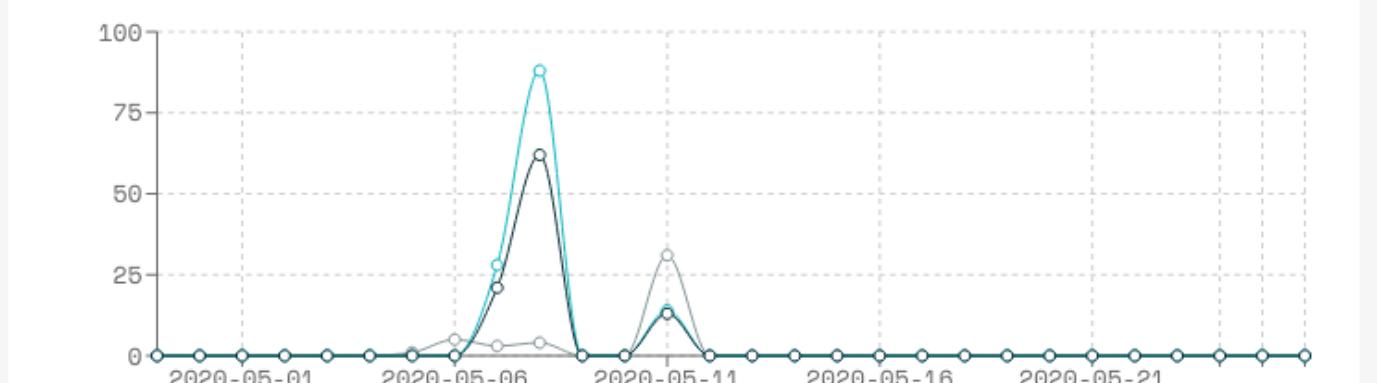
TOTAL INCOMING

130

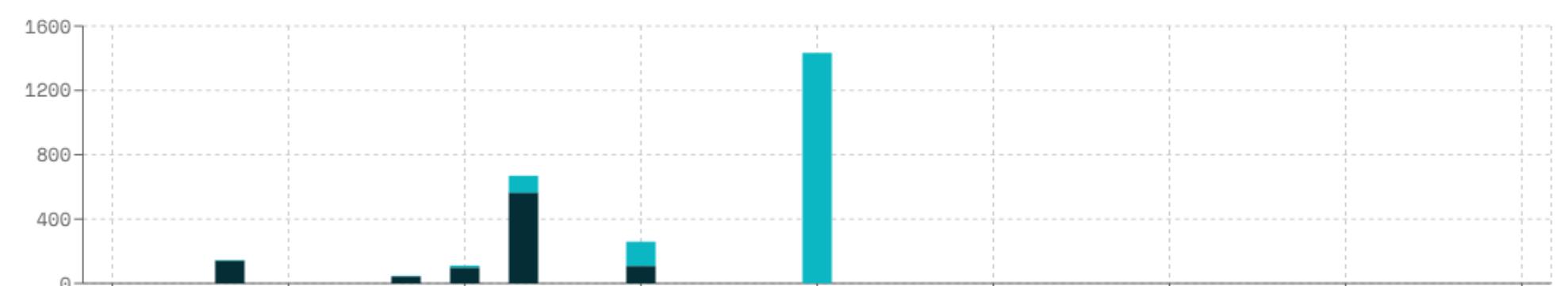
TOTAL OUTGOING

73.85%

CONFIRMED RECEIVED %



COHORT ANALYSIS



05

STORIES

People used their tablets in delightful and unexpected ways.



Photo: The Mighty Clouds of Joy from YouTube

Connection,
mental health, and
staying positive in
dark times.



Photo: Roblox

“

When I got the tablet I didn't realize how lonesome I was, without visits from my children.

It's like a **connection to the outside**, without the fear of catching the virus. The tablet brings you closer to people, without physical contact.

NYCHA resident & tablet recipient



Thank you !

If you have any questions, feel free to reach out to me!
evoegeli@cto.nyc.gov, @evogues on Twitter,
and I'm the only Elyse Voegeli on LinkedIn.



Mayor's Office of the
Chief Technology Officer

nyc.gov/cto



These are all
based on feather
icons.

feathericons.com

