



FROGTHINK AGING BY DESIGN IN THE U.S.

March 24th, 2015

frog

FROG IS A GLOBAL PRODUCT STRATEGY AND DESIGN FIRM



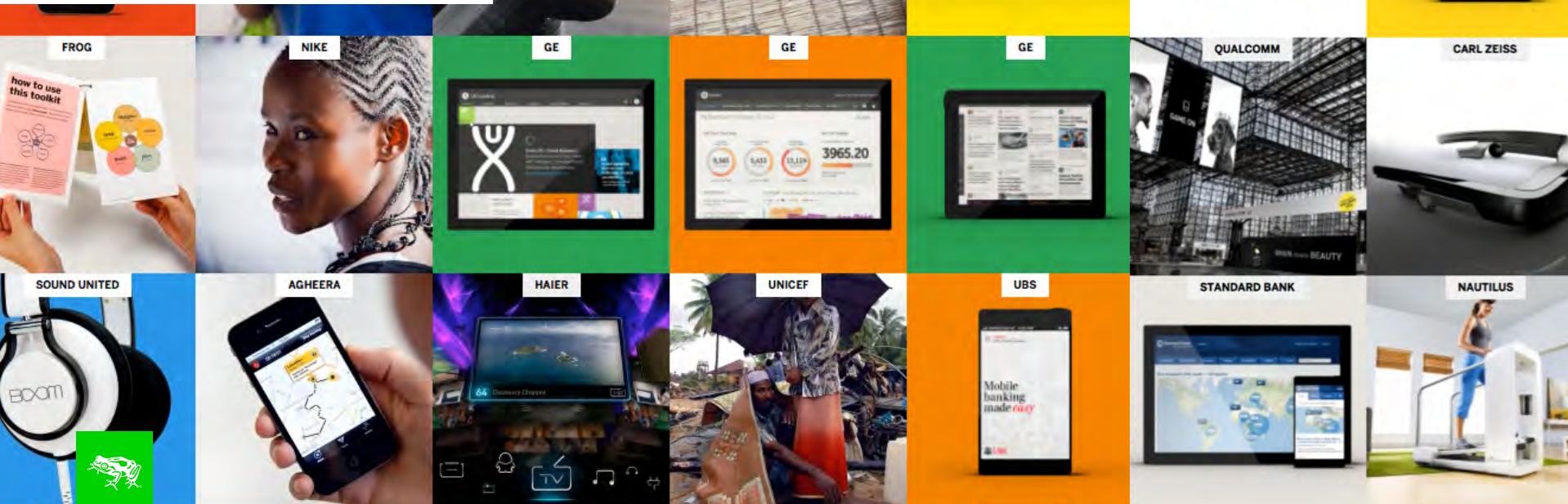


WHAT GOT US STARTED



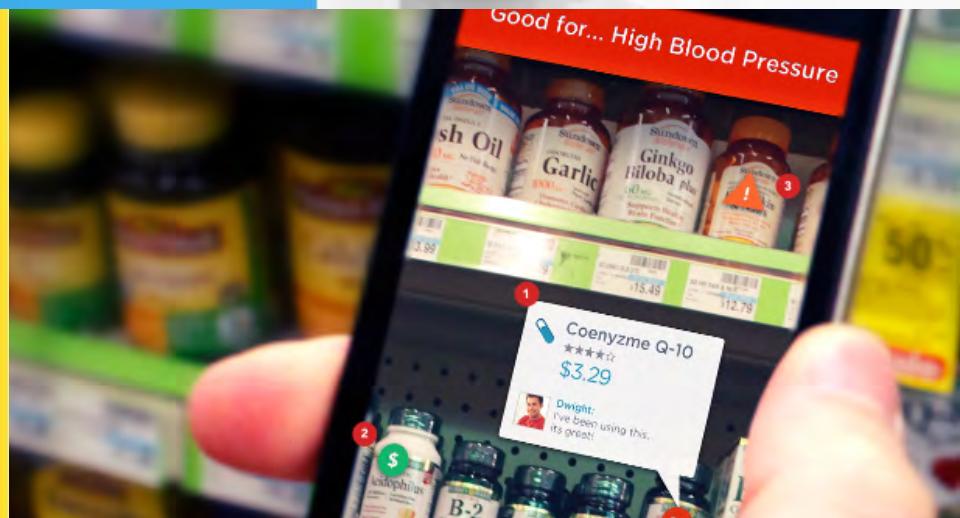


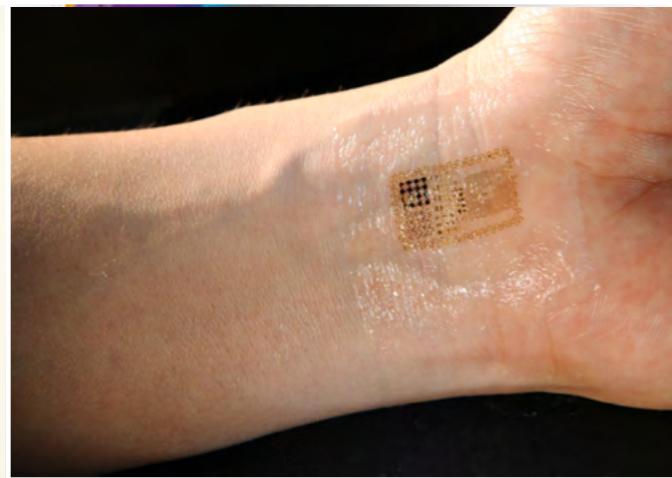
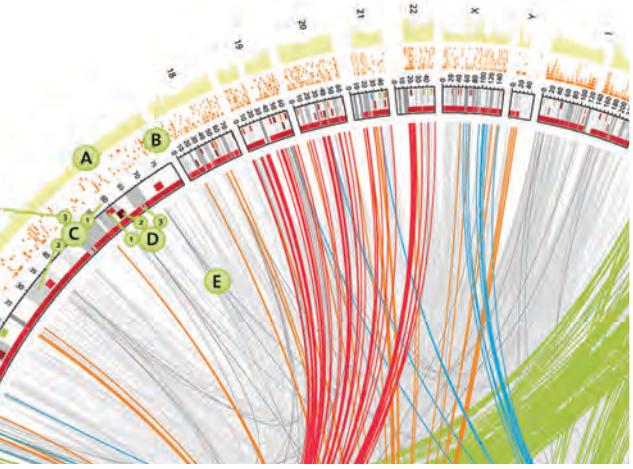
WHAT WE DO NOW





**WE DESIGN
EXPERIENCES**





WE ALL KNOW THE WORLD OF CARE IS CHANGING...



**AND FOR MOST OF US IT
CAN'T COME SOON ENOUGH**





**SAVVY HEALTHCARE
LEADERS UNDERSTAND
THAT EXPERIENCE IS KEY**





**FROG BELIEVES GREAT
EXPERIENCES COME FROM A
FIRST-HAND UNDERSTANDING OF
PEOPLE, PLACES, AND THINGS**



AGING IN AMERICA





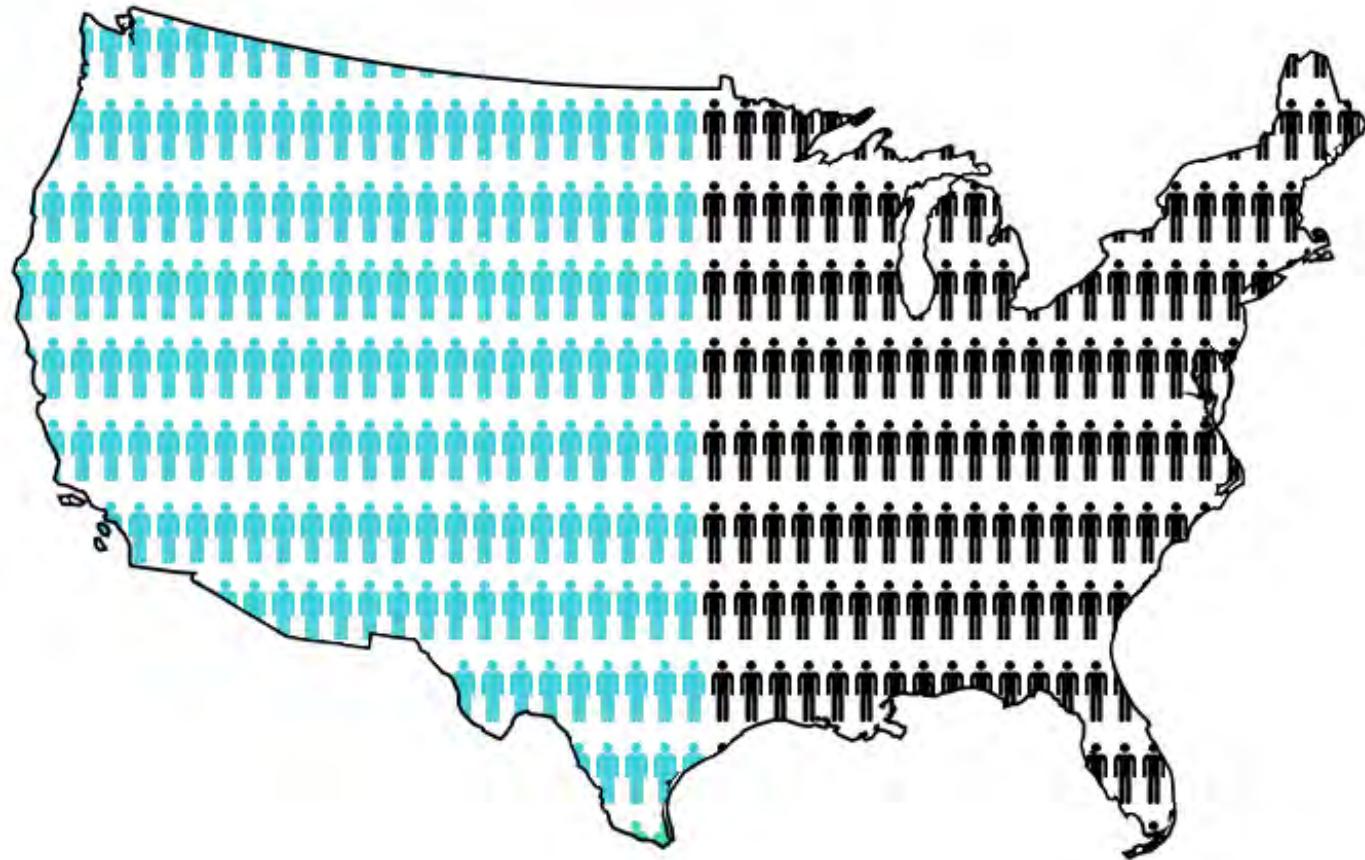
NOT YOUR EXPECTED ELDERLY





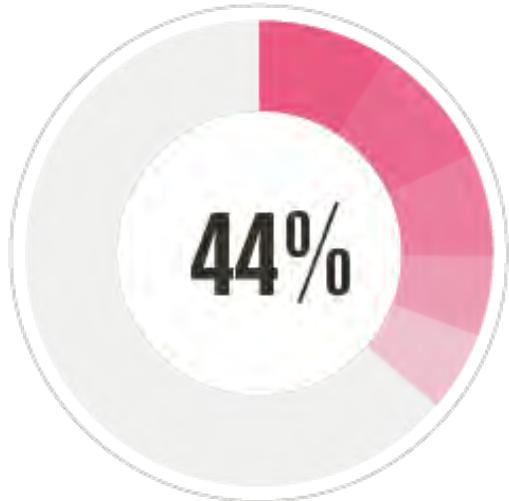
2015 = 100M 50+ AMERICANS



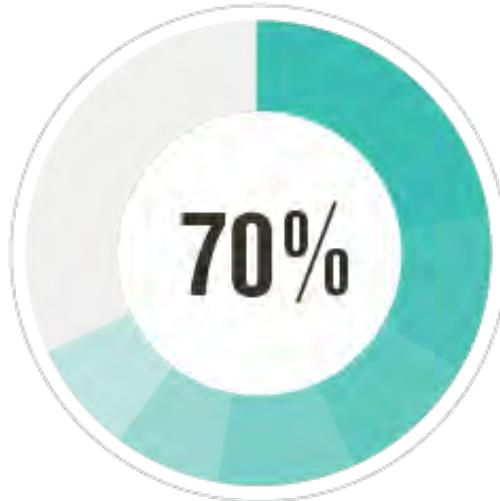


2030 = 130M 50+ AMERICANS

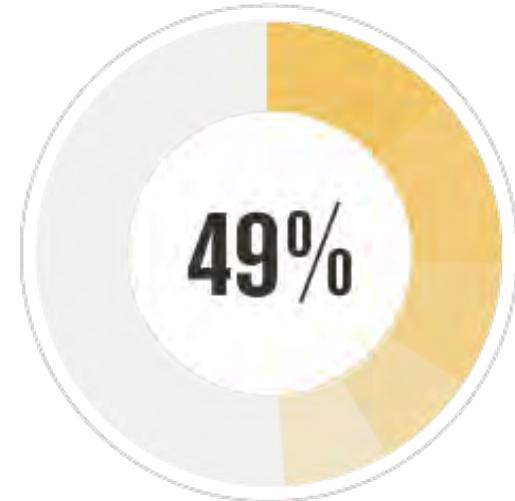




— POPULATION —



— DISPOSABLE INCOME —



— SPENDING ON CONSUMER GOODS —

AND BOOMERS GOT BANK



**TV DINNERS &
MOON LANDINGS.
CIVIL RIGHTS &
WOODSTOCK. THE
POST- WAR PRIVILEGED.**

**THE ORIGINAL
INNOVATION
GENERATION.**





**53% of Boomers
are on Facebook**



A close-up photograph of a man with a full, grey beard and glasses, wearing a dark hoodie. He is looking down at a blue smartphone he is holding in his hands. In the background, there is a colorful, patchwork-style wall and another person sitting at a table. The lighting is warm.

**41% of Apple
customers are Boomers**



A group of senior citizens are playing basketball in an indoor gymnasium. In the foreground, two men are in focus. One man, wearing a white t-shirt under a black tank top with "COLBURN" and the number "5" on it, is leaning forward with his arms outstretched, attempting to steal the ball from another player. The other man, seen from behind, wears a yellow t-shirt with "BOONE" and the number "33" on it, along with "75+" indicating he is in the 75+ age group. He is holding a red basketball. In the background, several other players are visible, some wearing jerseys with numbers like "1" and "42".

**45% of people aged
65-74 engage in regular
physical activity**





**Their kids are caught
in the middle**



**OVER 90% OF THOSE
AGE 65 AND UP WANT
TO STAY IN THEIR
HOME FOR AS LONG
AS POSSIBLE.**



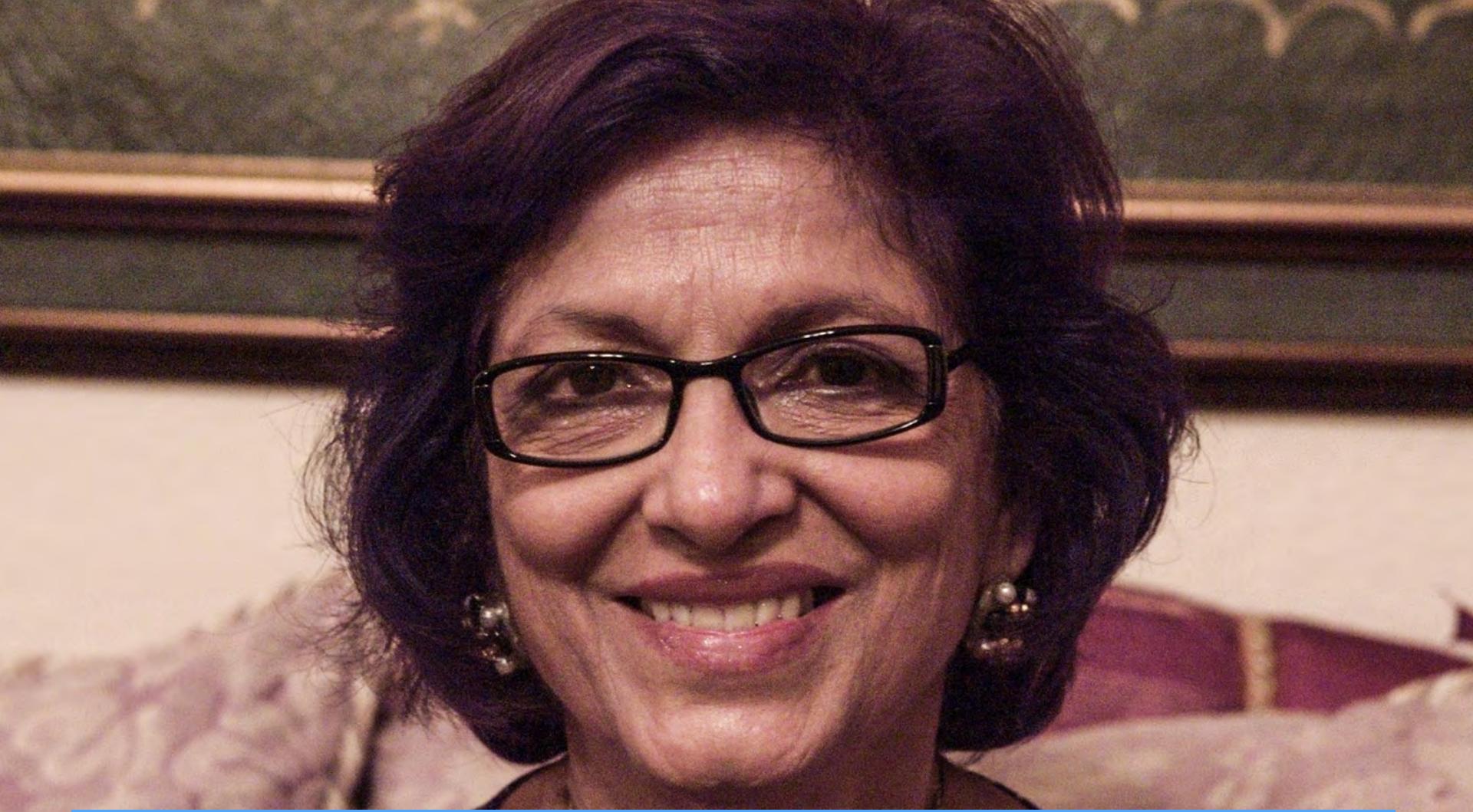


**NURSING HOMES ARE
CONSIDERED WORSE THAN DYING**



WHAT WE SAW AND HEARD IN OUR RESEARCH





SOPHIA has taken care of her husband, Salvadore, for the past 23 years of their 50 year marriage. In 1990, a diabetic episode resulting in a fall completely turned their world upside down. Once the provider for the family, Salvadore now struggles. Even as he retreats, Sophia continues to lead an active and engaged life. Sophia's days are difficult – she must balance her own vitality against the exhausting task of caring for Salvadore's failing health and optimism. Even so, she remains positive; "Friction is fun," she says.





Once the breadwinner for his family, **SALVATORE** now works to make himself participate in the life he used to love. Tremendously dependent on Sophia to care for him, Salvatore is often frustrated and depressed with his inability to take care of himself. The good days are precious to both of them as they reclaim bits of their earlier years - cooking, eating, talking and enjoying small, daily routines. The bad days find Salvatore depressed and argumentative, in both physical and emotional pain.





In her late 80s, **BLANCHE** recently lost her husband of over 50 years, but through her faith, creativity, and zest for life, she's persevered. She plays piano, writes poetry on a typewriter, teaches bible study classes, and collects stuffed animals (she has hundreds). Once a week she drives her car to church, calling it "my day out". She gets about 5 hours of sleep a night because of the pain in her hip. To manage, she's customized two reclining chairs in different rooms and a daybed set up in her kitchen so she can catch her shows on the TV that sits on a countertop.





As the eldest daughter, **VIRGINIA** is the point person for her aging mother's care options. As her caregiver, Virginia concentrated on supporting and loving her mother after her father's death, protecting her from unnecessary arguments and pitfalls as her Alzheimer's became more advanced. Virginia makes the best of her mother's nursing home experience by duplicating precious family jewelry, giving her plenty of books and activities, and bending the truth when it is easier to appease her Mom's increasing confusion and demands.





As the only child, **JAMES** always anticipated being the primary caregiver for his parents. What he hadn't anticipated was how completely and totally his life would be changed as he assumed full care of his mother after his father passed away. No longer able to afford to live on her own, James brought his mother home to live with him. While he would never change this decision, he's very aware of how much of his own life he's had to put on the back burner. Now he wonders, who will take care of him?





MEET PEOPLE WHERE THEY ARE





LISTEN TO THEIR STORIES



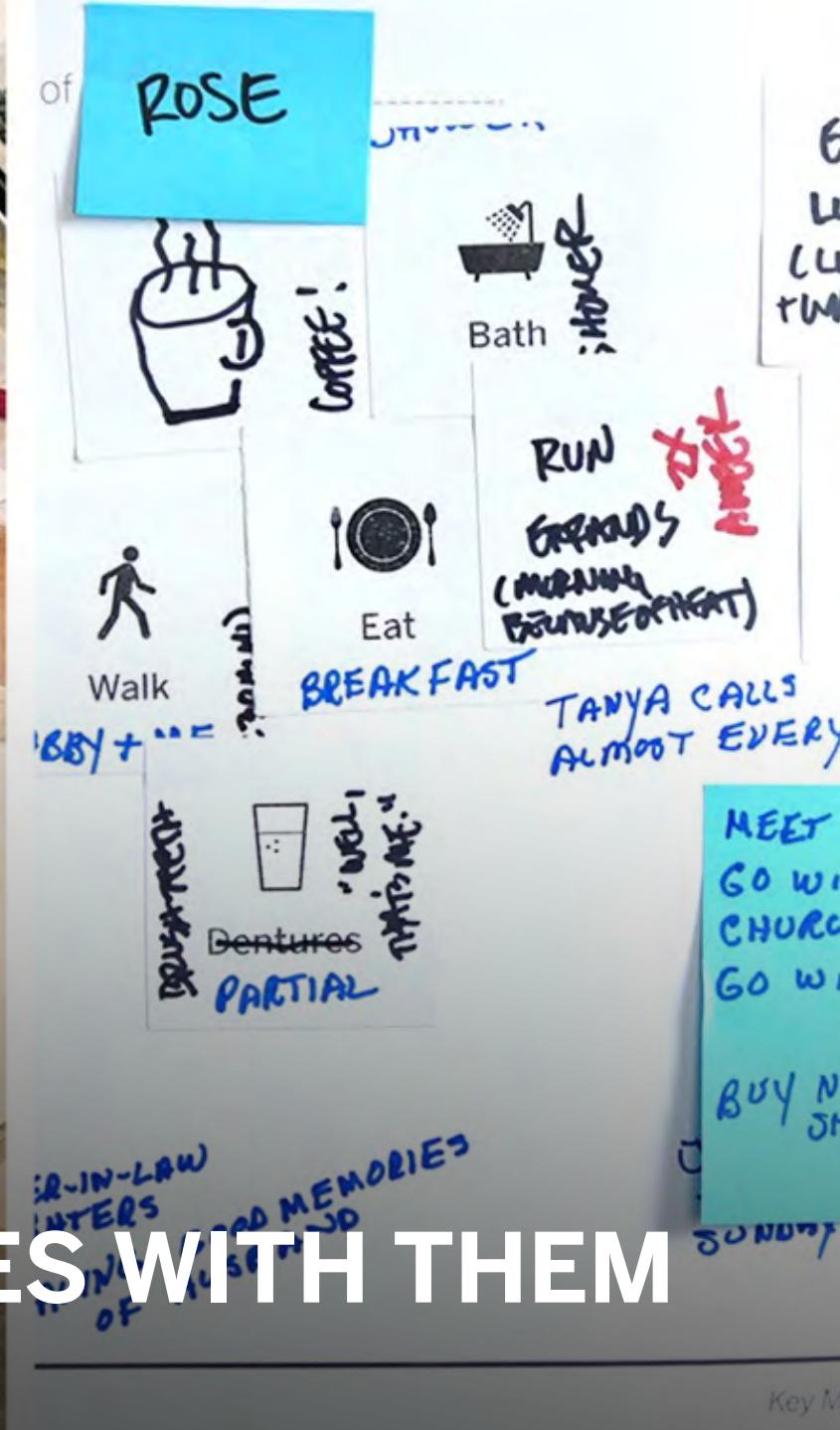


TRY TO EMPATHIZE





EXPLORE THEIR LIVES WITH THEM



OBSERVATIONS

- 1. PEOPLE WANT TO FOCUS ON WHAT THEY CAN DO, NOT WHAT THEY CAN'T DO.**
- 2. HEALTHY AGING IS INEXTRICABLY LINKED TO SOCIAL PARTICIPATION.**
- 3. HOME, AS A LIVED-IN SPACE, IS FUNDAMENTAL TO THE EXPERIENCE OF AGING.**
- 4. THE COMMON PERCEPTION THAT SENIORS ARE AFRAID OF TECHNOLOGY SHOULD BE VIEWED WITH SKEPTICISM.**



**WHAT SENIORS WANT
IS CONTROL —
OVER THEMSELVES,
THEIR SURROUNDINGS
AND THEIR LIFE
DECISIONS**



DEFINING A DESIGN FRAMEWORK



CORE NEEDS

Four needs emerged across the different seniors we interviewed and provided a foundation for building models to think through the problem (such as archetypes and a journey map) and generate product and service concepts.



Senior archetypes (US study)

THE INDEPENDENT



High functioning and able to stay at home alone.

THE TRANSITIONER



Mid functioning and recently moved to a senior community.

THE STRUGGLER



Low functioning and in need of assistance with daily tasks.



Senior archetypes (with a Chinese spin)

From the research we discovered that besides their physical condition, the level of emotional dependency has a big influence on seniors expect to be cared for.

← LEVEL OF EMOTIONAL DEPENDENCY →



THE AUTONOMOUS

The autonomous show most awareness and respect of caregivers' needs. They maintain their own network of personal relationships to keep busy and entertained.

"I don't want to move in with my children because my life is here. I am free to do whatever I want."



THE RESPONSIBLE

The Responsible enjoy to do their own things. They make reasonable requests but expect caregivers to respond right away whenever they need anything.

"The only help I need from my son is to bring my medicine from hospital to me every week."



THE DEPENDENT

The Dependent are often sensitive and insecure. They tend to be self-absorbed and get upset easily when they don't receive enough attention from caregivers.

"Why haven't my son and daughter called me today?"



SUPPORTING ROLES

THE CAREGIVER



Point person for the family.
Could be a senior or a member
of the Sandwich Generation.



We also identified two supporting roles in two types of caregivers:

- another senior family member or a son or daughter
- a professional caregiver with access to healthcare resources and a broader ecosystem of care

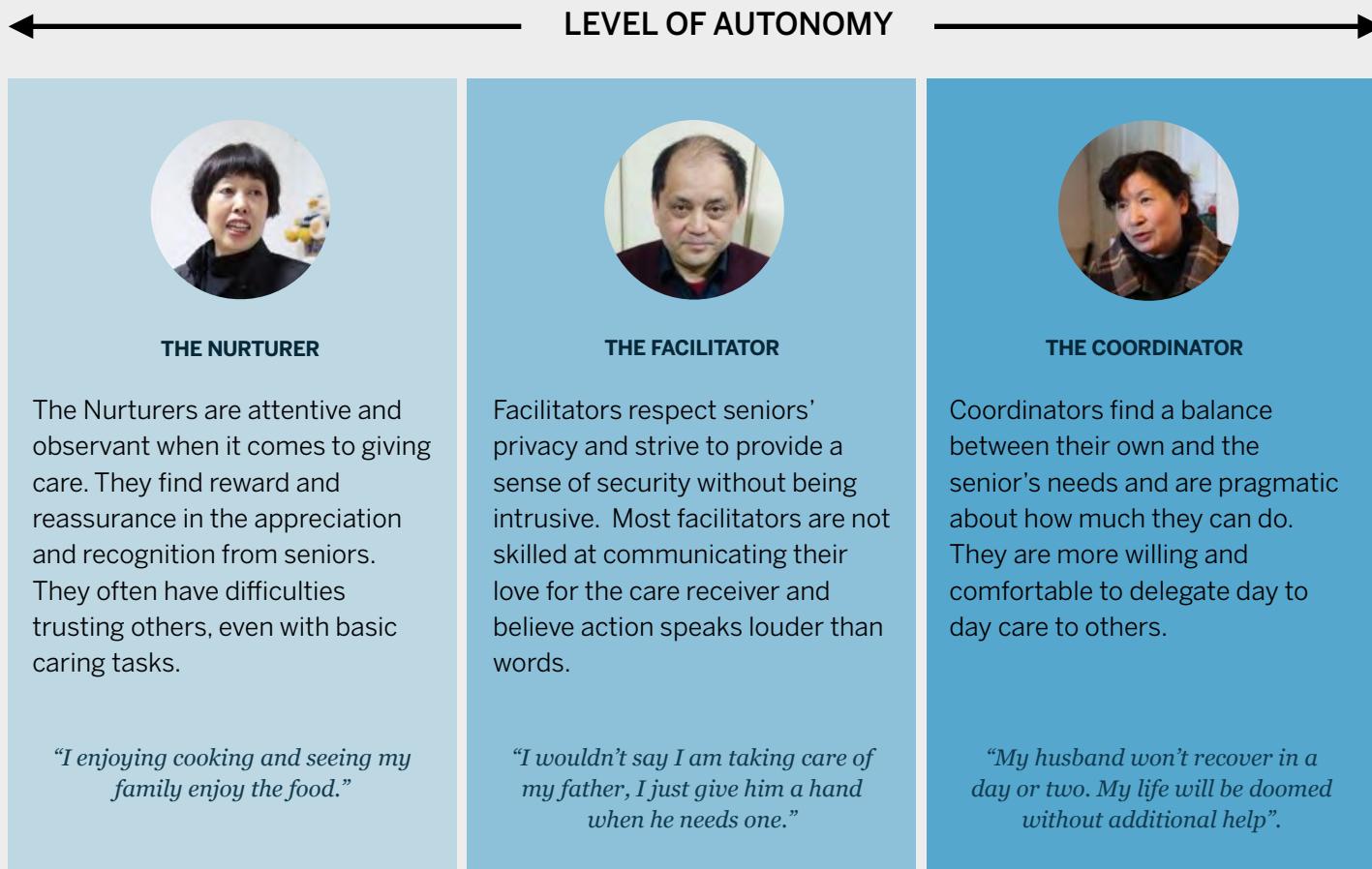
HOME HEALTH PROFESSIONAL



Has the clinical know-how and
is a bridge to the larger healthcare
system.

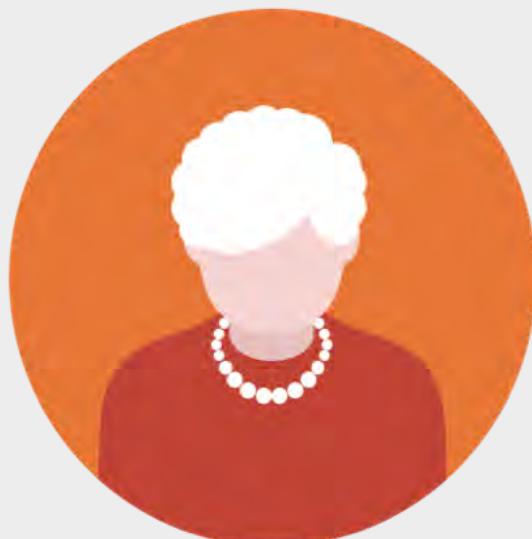
Caregiver archetypes (with a Chinese spin)

We also found 3 different caregiver archetypes, each displaying a different behaviour and attitude towards caring for the senior.



We expected something like this ...

Governed by the traditional concept of “養兒防老“ (the purpose of raising children is to prepare myself for ageing) seniors expect their children to be their primary caregiver supporting all their needs.



ELDERLY

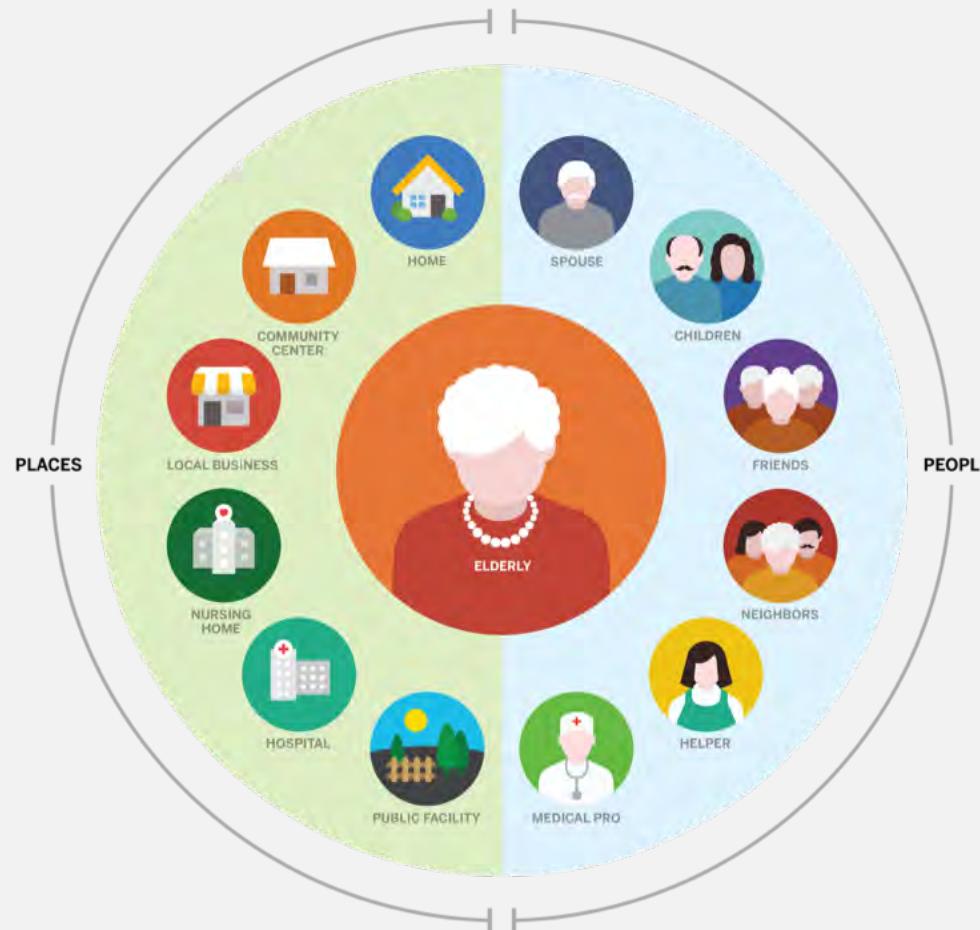


CHILDREN



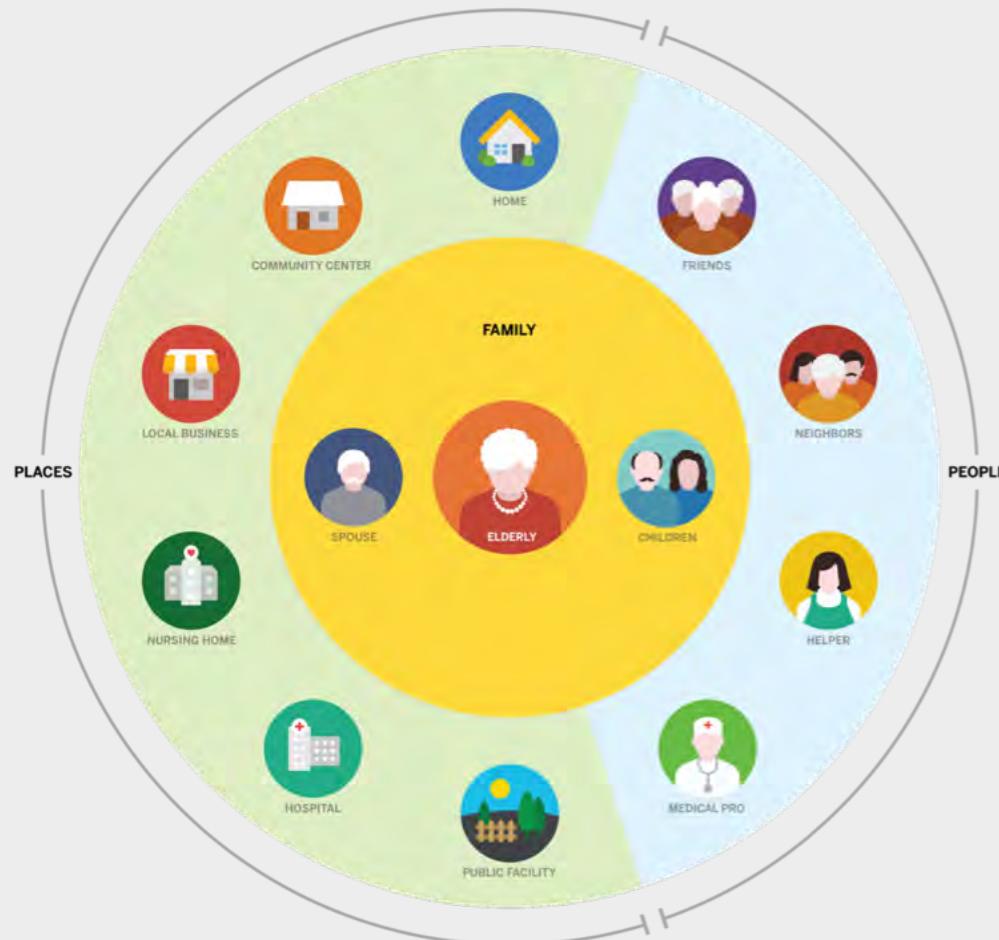
... then we discovered that it's more like this ...

In many cases, the senior is supported by a network of people and places and children are only a part of it. It can be the spouse or even a helper who acts as the primary caregiver of the senior, assisting the senior with daily routines such as cooking and cleaning.

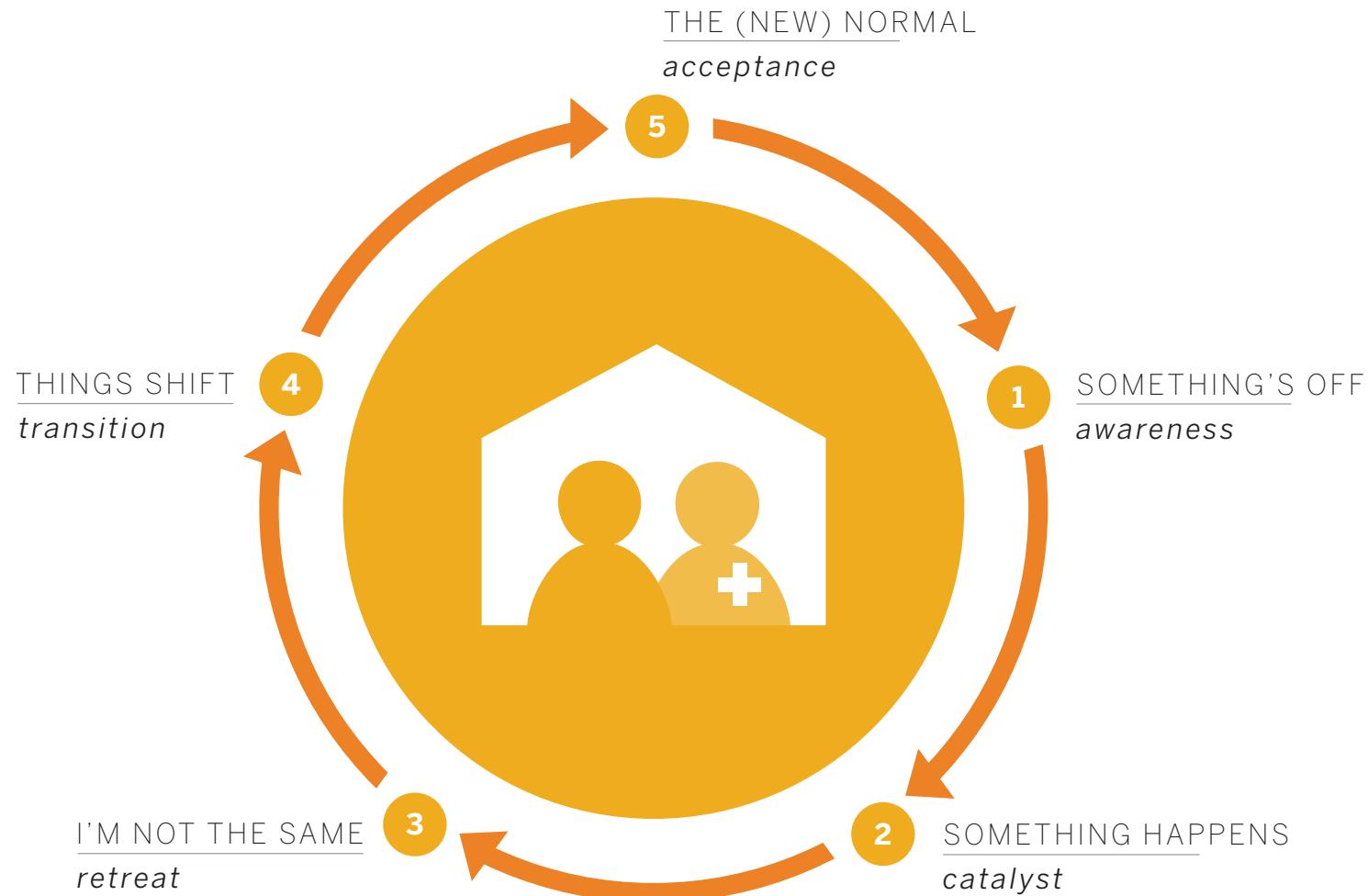


... but finally settled on this.

At a closer look we uncovered that in many cases, family members are actually managing aspects of daily life such as money matters and other decisions. In case of any bigger problem, family members are the first people to whom seniors will refer to for support.



THE EMOTIONAL JOURNEY



SENIOR LIVING ENVIRONMENTS



AT HOME
ALONE

Able to take care of yourself and living independently.



AT HOME W/
CARE

Living at home or with family and receiving care from a loved one.



INDEPENDENT
LIVING
W/ CLINICAL
ACCESS

Living at home or in a facility. Predominantly taking care of yourself, but need occasional assistance from a medical professional.



ASSISTED
LIVING

Living at a facility and rely with a varying degree on supervision & assistance from professional caregivers.



NURSING
HOME

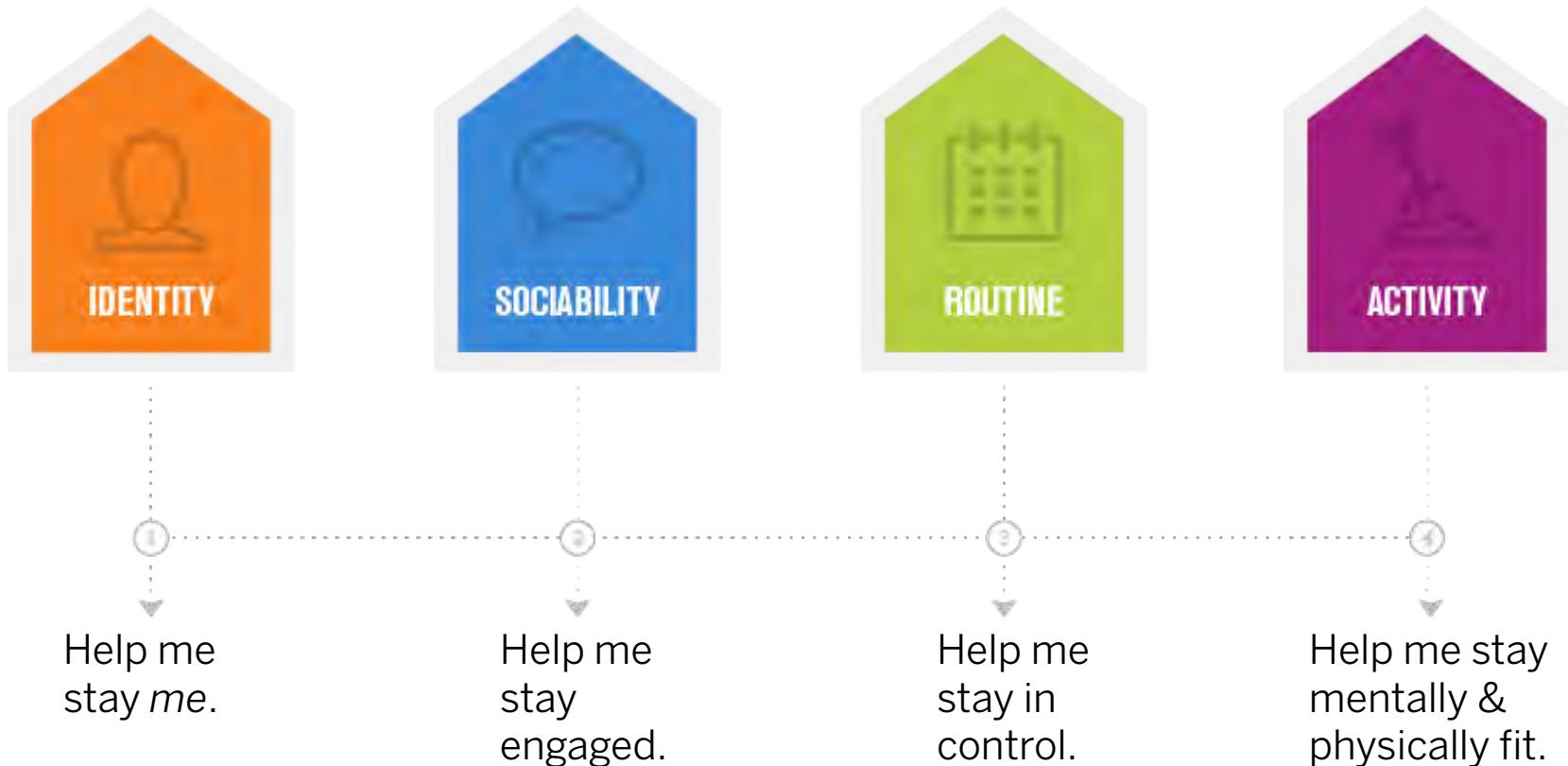
Living in a long term care facility, with hands on care available 24/7. Help is offered for most activities of daily living.



A FEW FROG CONCEPTS

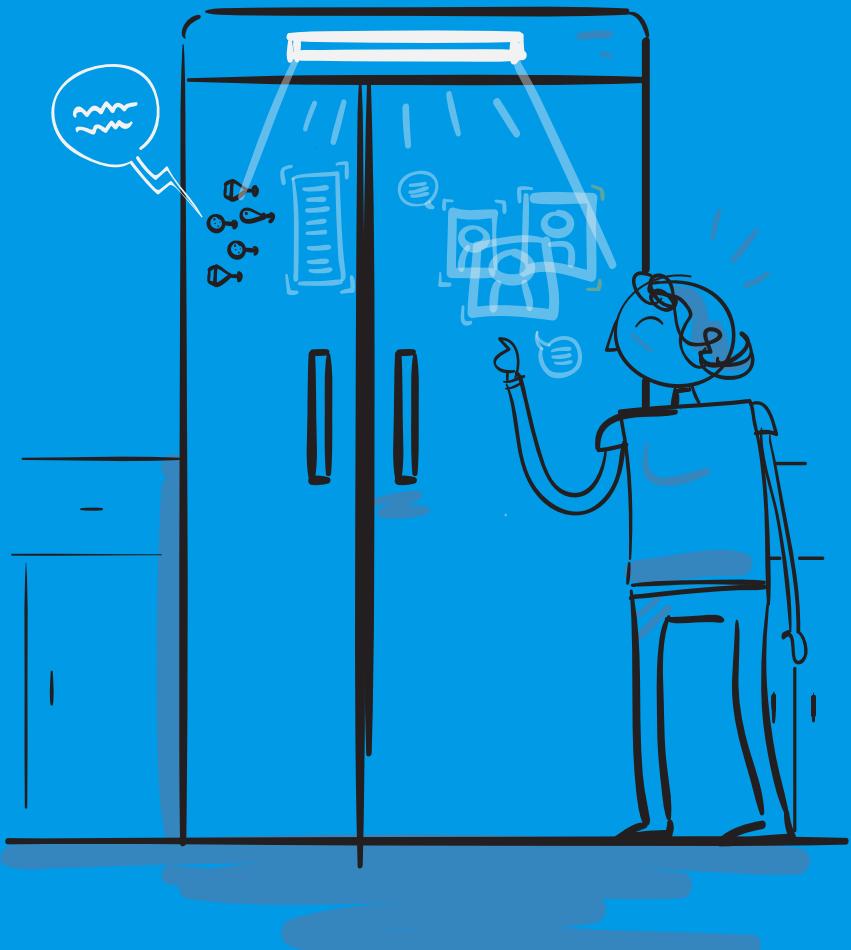


FIRST, REMEMBER THE CORE NEEDS



FRIDGE APPS

A simple and fun way for seniors to stay in touch with friends and family, keep track of appointments, manage their diet and keep track of to-do's — all from the “center of the home.”





**DOCTORS
APPOINTMENT**



**FAMILY
PHOTOS**



**PHONE
NUMBERS**

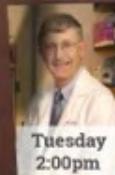


**GRANDCHILDREN'S
ARTWORK**



MESSAGING

ToDo
wash dishes
buy soap



Tuesday
2:00pm

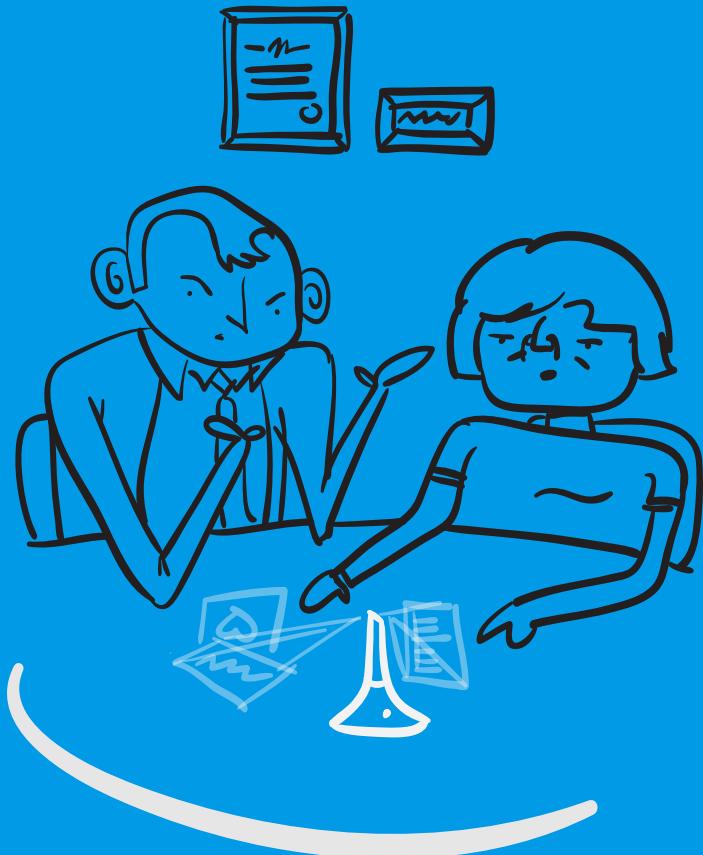


to this low sodium dinner!

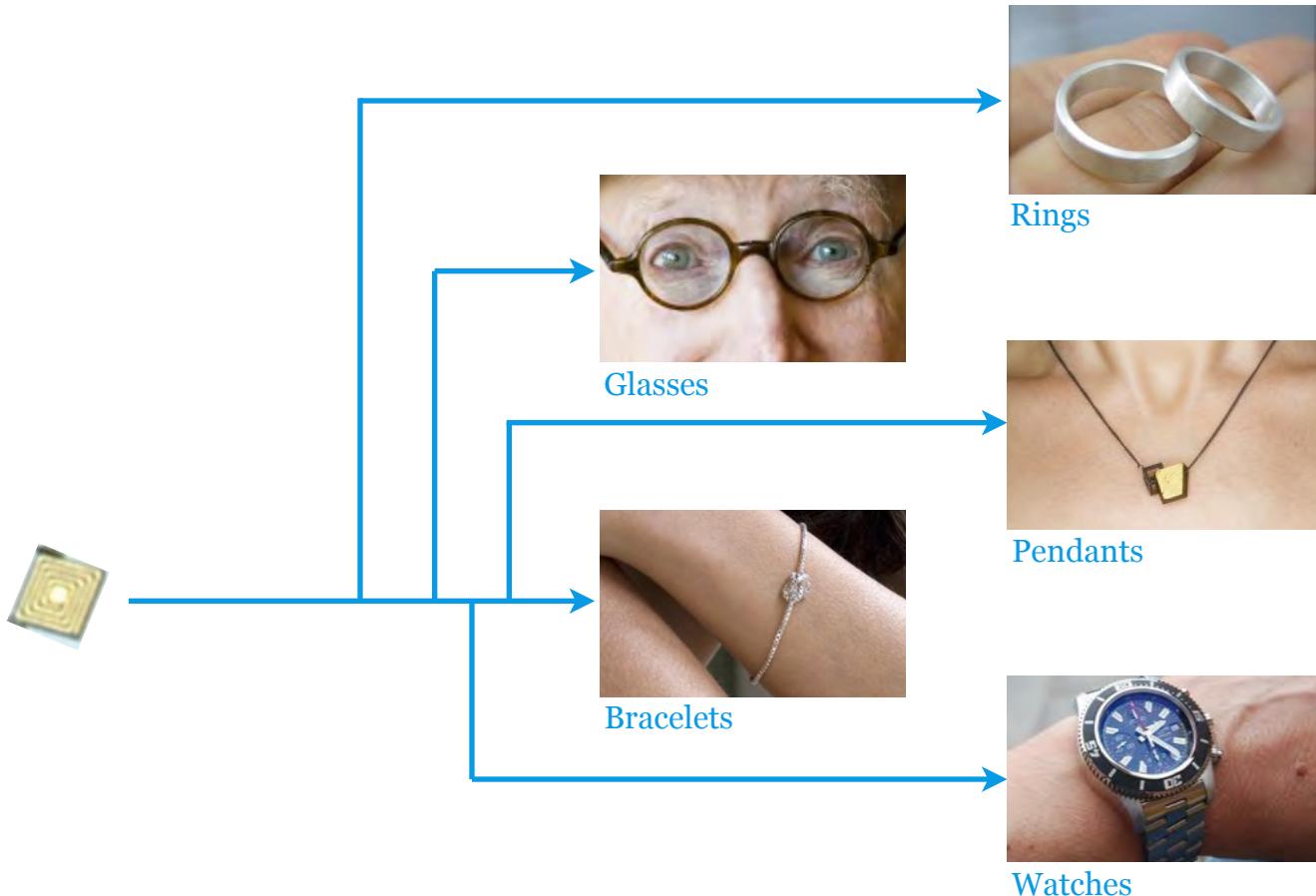


SAGA

RFID technology securely keeps track of vital information and can be shared by permission. Allows seniors to stay in control of their health information and identity.



ENCRYPTED RFID TECHNOLOGY



ENCRYPTED RFID TECHNOLOGY



Vitals & Biometrics



Records & Results



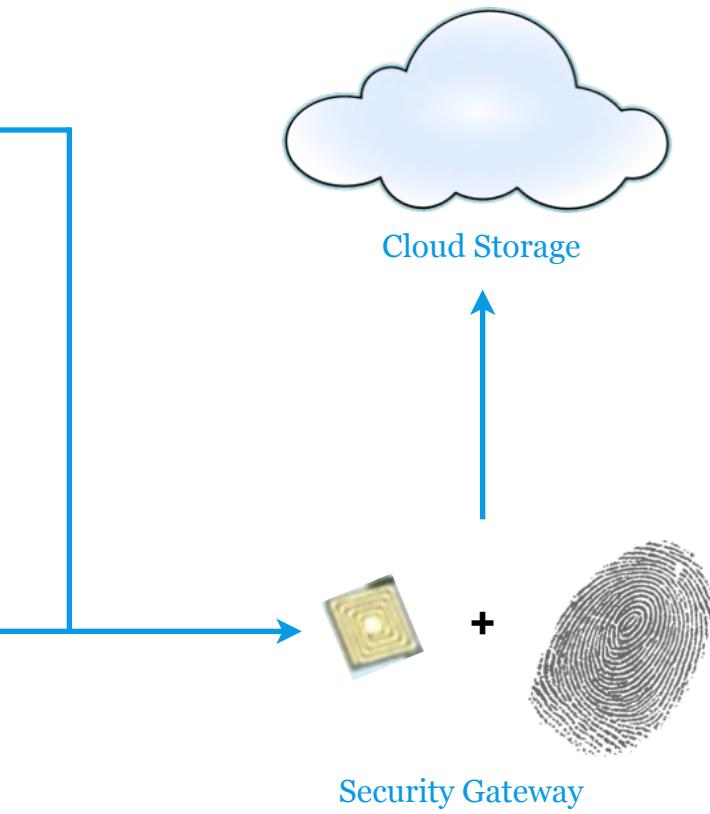
Genomics



Medication



Care Providers







SNOOZE

Passive biometric data collected while you sleep gives valuable insight into your overall health. Temperature, heart-rate, respiratory rate and activity can all be monitored and tracked over time.





CUE

A subtle, contextually aware, touch-enabled smart glass application that could help seniors with early stage dementia maintain higher levels of independence and social function.







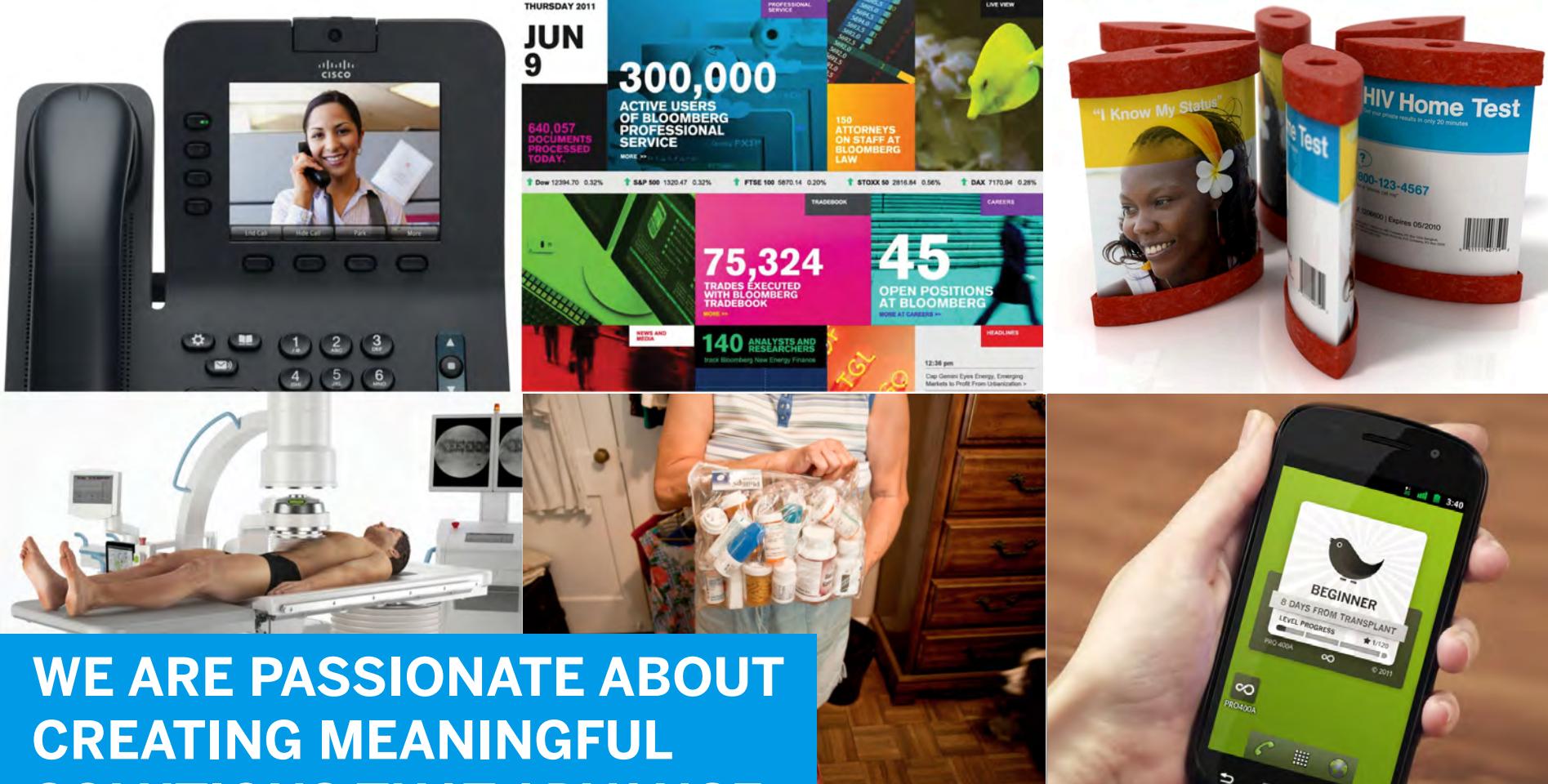
Aarika,
your niece.

P

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WE ARE PASSIONATE ABOUT
CREATING MEANINGFUL
SOLUTIONS THAT ADVANCE
THE HUMAN EXPERIENCE.



FOR MORE INFORMATION:

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