

# *Understanding and designing from the older adult's point of view*

## **Meet the four user mindsets**

We identified user mindsets using a hybrid approach, cross-validating learnings from in-depth, in-context interviews with a large-scale survey. We chose four ambassadors to represent the mindsets:



**Defiant Social Butterfly**



**Organized Indulger**



**Introspective Homebody**



**Guarded Stability Seeker**



## User Mindsets



### Defiant Social Butterfly

**Aspires to**  
Grow and evolve through  
new challenges

**I want to feel**  
Understood

**I find purpose through**  
Building a professional identity  
and leading community groups



### Organized Indulger

**Aspires to**  
Reward a life of discipline  
and sacrifice with a little fun  
and adventure

**I want to feel**  
In control

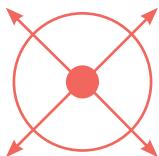
**I find purpose through**  
Taking care of others

#### SOCIAL MODEL



Reliance on friends

#### SOCIAL MODEL



Reliance on friends + family



### Introspective Homebody



### Guarded Stability Seeker

#### Aspires to

Enjoy memories and reflective activities at home

#### I want to feel

At peace

#### Aspires to

Enjoy simple pleasures with close loved ones

#### I want to feel

Safe

#### I find purpose through

Pursuing my passions solo or by joining group activities

#### I find purpose through

Putting my skills to use for my loved ones

### SOCIAL MODEL



Reliance on self

### SOCIAL MODEL



Reliance on close family



## User Mindsets



### Defiant Social Butterfly

I love exploring new places

71%

I'm controlling rather than passive

64%

Life should be fun rather than taken seriously

100%

I make decisions based on data and proof rather than intuition

61%

I prefer things that have stood the test of time

52%

I feel like I am growing older

44%

### Organized Indulger

I love exploring new places

55%

I'm controlling rather than passive

76%

Life should be fun rather than taken seriously

100%

I make decisions based on data and proof rather than intuition

69%

I prefer things that have stood the test of time

56%

I feel like I am growing older

51%



## Introspective Homebody

I love exploring new places

39%

I'm controlling rather than passive

0%

Life should be fun rather than taken seriously

100%

I make decisions based on data and proof rather than intuition

69%

I prefer things that have stood the test of time

100%

I feel like I am growing older

51%

## Guarded Stability Seeker

I love exploring new places

32%

I'm controlling rather than passive

40%

Life should be fun rather than taken seriously

0%

I make decisions based on data and proof rather than intuition

78%

I prefer things that have stood the test of time

88%

I feel like I am growing older

78%



## User Mindsets



**Guarded Stability  
Seeker**



**Introspective  
Homebody**

**LOW**

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*Openness to  
new offerings*

## *Risk of loneliness*

HIGH

HIGH



**Defiant Social  
Butterfly**



**Organized  
Indulger**

LOW



## Defiant Social Butterfly

### What does Michael care about?

Based on the photos and quotes below, guess some of his values and needs.

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#### MICHAEL ON TRUSTED RELATIONSHIPS

*"I am an HIV survivor. I learned that you need to pick your people ahead of time. It cannot be strangers. Many retired people like me live in this building. We look out for each other."*



#### MICHAEL ON COMMUNITY AND MOBILITY

*"The scariest thing as I age is to not be able to get out on my own. But I take it for granted that I have my community."*



#### MICHAEL ON PERSONALIZATION

*"I call it sensory restoration. Every time you lose a sensation with age you need something loud to pull back, like doing art, or customizing this hat for Gay Pride. That's how I survived."*

A portrait of a man named Michael. He is a middle-aged man with a bald head, wearing glasses, a light beard, and a mustache. He is wearing a yellow and grey plaid short-sleeved shirt over a pink collared shirt. A black necklace with a small pendant hangs around his neck. He is smiling at the camera. The background shows several framed artworks on a wall, including a large blue and orange abstract painting on the left, a yellow-framed painting of a sun on the right, and a white-framed painting of a stylized face below it.

## MICHAEL

*“I’m excited about the possibilities of reinventing myself over and over again as I age. I am hoping and praying that I will be able to stay in the mix and be a part of the here and now for as long as I live.”*



## Defiant Social Butterfly

### *Constant exploration is my state of being.*

I'm all about having new and novel experiences to keep things interesting. There's so much out there to take part in. You can't do it all, of course, but I try! A good week is one with lots of activities—which is pretty much how I spend most weeks. I like being the ring leader and turning my friends onto all sorts of unusual escapades. They like to call me "the ambassador."

I believe it's very important to keep your hands and mind active as you age. Creative expression is such a great outlet. It's critical for me to be able to express who I am and never stifle any aspects of my personality. It makes me feel alive. As does doing things for the community, whether I'm teaching a class, putting together an event, caring for a neighbor, or brightening someone's day.

I know that aging is a part of life, but I'm not going to just sit in a rocking chair and watch it happen to me. Now isn't the time to wither away. I prefer to continually reinvent myself.

### **When it comes to mobility...**

I love to personalize and customize my gear in ways that reflect who I am. It makes for great conversation starters, too, which I love. I also get a kick out of trying new things and learning about the latest and greatest gizmos. Unlike a lot of my friends, I'm interested in new technology and welcome it, if it can help connect me to the things that bring me joy.



### What does Beatrice care about?

Based on the photos and quotes below, guess some of her values and needs.

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#### BEATRICE ON MOBILITY AT HOME

*“With my artificial knee, it is more difficult to get around, but I can count on the help of my kids.”*



#### BEATRICE ON ORGANIZED ADVENTURES

*"We should enjoy life. You want to eat a whole cake? Just eat the whole cake. I have been traveling a lot. I took my whole family on a cruise last year. Everything was planned because I always plan stuff for the family!"*



#### BEATRICE ON FAMILY

*"I made this painting of my daughter for her birthday [...] I drive. I don't like to be stuck somewhere with somebody else, unless it is my daughter."*

## BEATRICE

*“I raised three kids. I worked hard with my husband on the family business. And now I just want to travel. I took my family members on a cruise last year and planned every detail for them. When it comes to planning, my family comes to me...”*





## Organized Indulger

### *I'm a good planner, so I can usually handle things on my own.*

I've always lived by the book—now is my time to enjoy. I'm excited about this time in my life because I feel like I can finally get out there and travel with my family and friends. I've been oriented toward doing for others most of my life: being a good partner, raising my family.

When it came time to retire, I was really looking forward to it, but then I got bored after about six months. So I started to do a lot of traveling. I took my whole family on a cruise. I'm always planning things like that.

What can I say, I like to run a tight ship. Order and organization are two of my strong suits. I'm a fan of feeling a sense of control, but I'm also comfortable relying on experts. I trust my doctors to know what's best for me. I guess a lot of people aren't always compliant, but if it's going to give me a better quality of life, why object? Then again, I've always been a rule follower.

### **When it comes to mobility...**

I know I can count on my family helping me to make decisions; also I like to be prepared and have a plan B in place. For example, if I know I'm going to need to do a lot of walking, I'll bring a collapsible stool with me that doubles as a cane, so if I need to rest for a minute, I know I can sit down and take a breather.



### What does Carol care about?

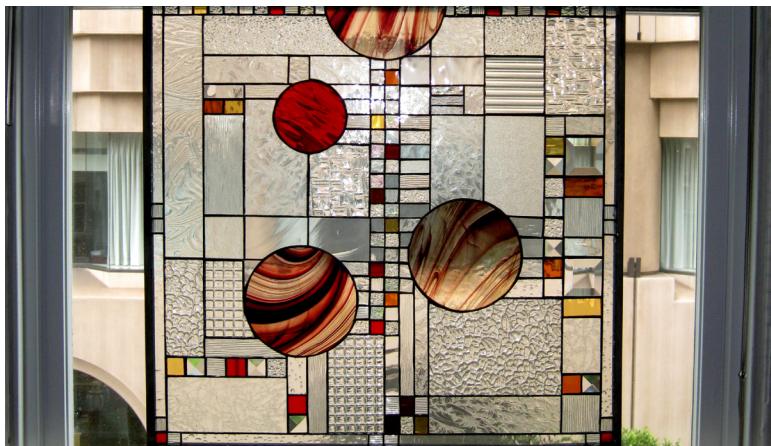
Based on the photos and quotes below, guess some of Carol's values and needs.

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### CAROL'S LIFE REVOLVES AROUND TIME ALONE AT HOME

*"In the heart of the city, overlooking busy streets, my stained glass art window expands my tiny abode, as its galactic beauty provides privacy and a mental journey."*



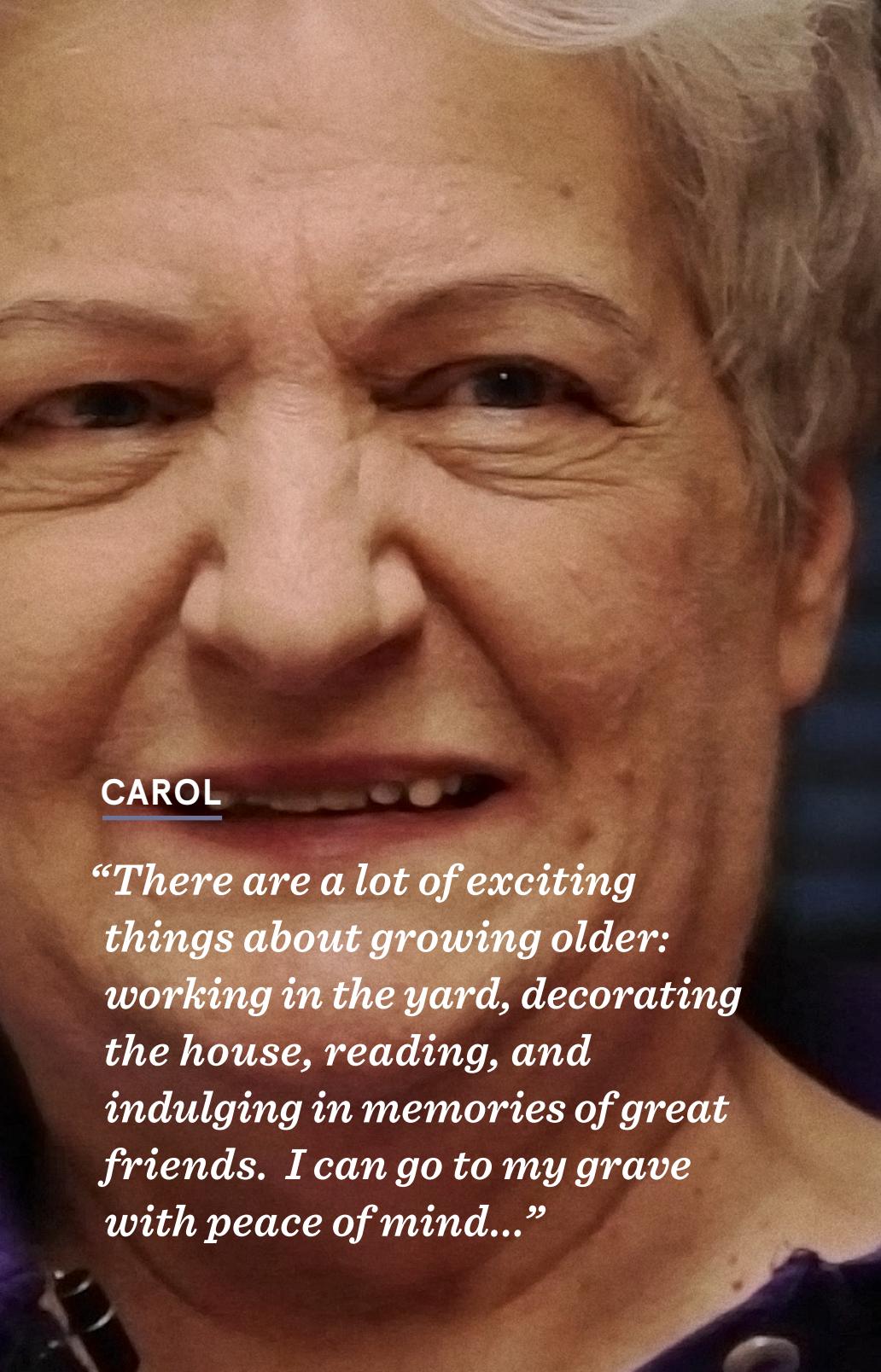
#### CAROL FINDS PEACE OF MIND IN HOME MOBILITY

*“My cane is a vital safety tool to help me maintain balance and avoid falling around the home.”*



#### CAROL’S SENTIMENTALITY

*“The pillow holds my memories of Mom’s love and vibrancy; the pennywhistle holds expression of my soul. I can remember and make my own music.”*



## CAROL

*“There are a lot of exciting things about growing older: working in the yard, decorating the house, reading, and indulging in memories of great friends. I can go to my grave with peace of mind...”*



## Introspective Homebody

### *I value time alone, but that doesn't mean I'm lonely.*

I'm most at peace when I'm enjoying simple pleasures and reflective moments at home. I take comfort in memories of those who enriched my life over the years.

My definition of a great adventure isn't traveling abroad or thrill-seeking. I'm most content when I'm reading, gardening, or listening to music. These things help me keep in touch with my emotions.

I'm happy to live vicariously and explore the world through others' experiences and stories. I enjoy quiet and solitude. It's not that I'm a recluse. I do enjoy one-on-one visits with friends, especially in my home.

I'm reluctant about technology until I really see it work. I'm not one who needs the best new gadget. I've made it this far without it, though I did finally get a smartphone a few months ago.

I've always been independent. I'm most comfortable doing things for myself. I wouldn't say no to receiving help, but I also wouldn't ask for it, for fear of putting anyone out. I know eventually, I'll need to lean on others. I'm not crazy about the idea, though.

### **When it comes to mobility...**

My desire is to stay in my home as long as possible. I'm open to new technology, but only if someone can walk me through how it works.



## Guarded Stability Seeker

### What does Gabriel care about?

Based on the photos and quotes, guess some of his values and needs.

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#### GABRIEL ON NATURE AND THE OUTDOORS

*“Having nature outside of my front door makes me feel at peace. It expands my view of the world—it’s personal freedom, but I don’t need to go all that far.”*



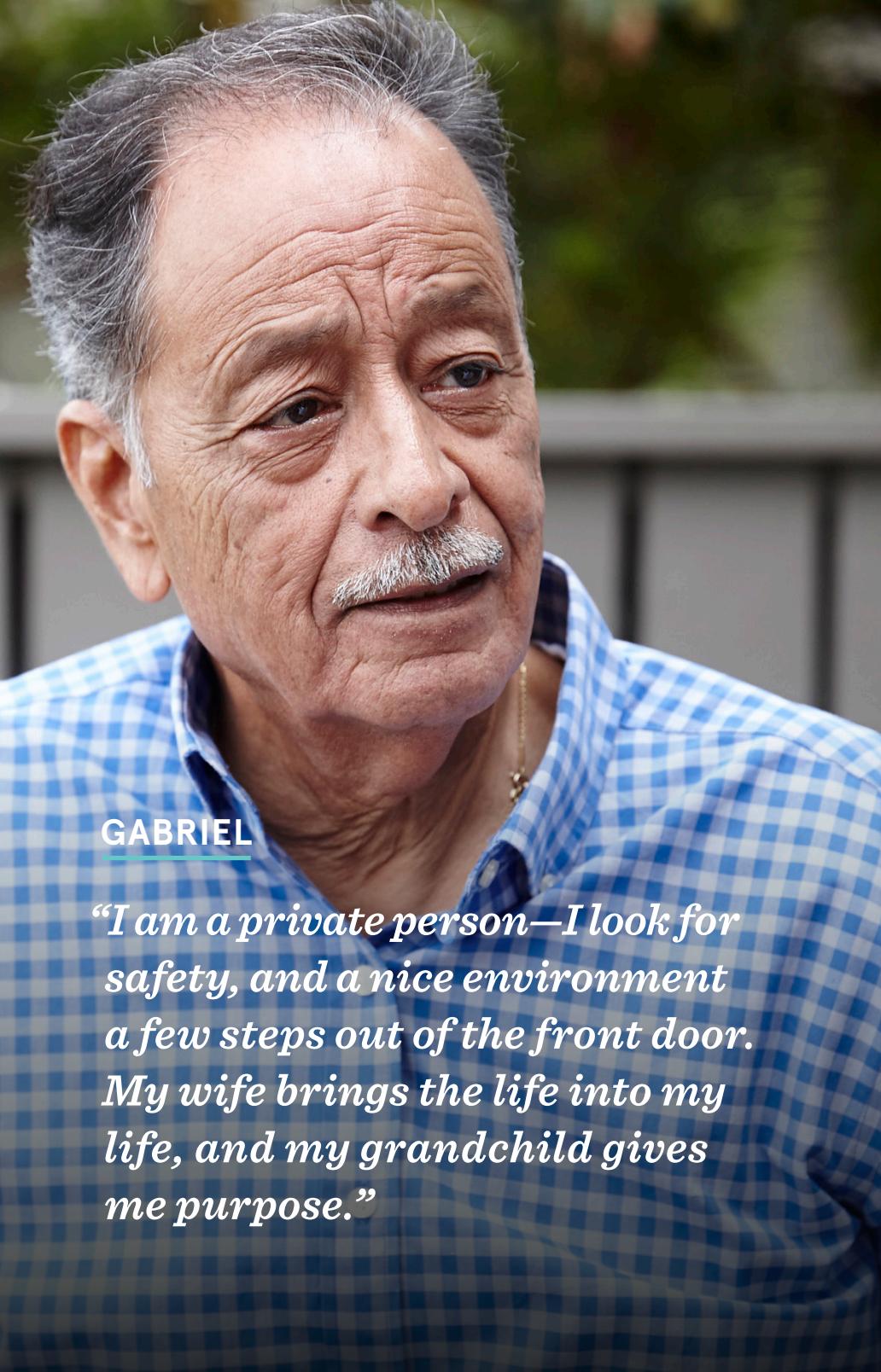
#### GABRIEL ON HOUSING

*“We moved into a disabled-friendly apartment after I hit my head. I didn’t even realize the sink was designed for wheelchair access, but I guess it could help in the future.”*



#### GABRIEL ON MOBILITY CONVERSATIONS

*“Once a year, they come to me and see if there’s a quick fix to make things easier. They just installed a shower bar and it helps out.”*



## **GABRIEL**

*“I am a private person—I look for safety, and a nice environment a few steps out of the front door. My wife brings the life into my life, and my grandchild gives me purpose.”*



## Guarded Stability Seeker

*I've built an emotional fortress that makes me feel safe and secure.*

I think people may perceive me as selective or rude, but I'm just a quiet, pensive, private person. I may not be the type to initiate conversation, but if you do, I'm happy to engage for a little bit.

I don't follow my intuition—I'm more of a rational facts-and-figures kind of guy. There's no one I love being with more than my wife. She brings so much to my life. She's my connection to the world. We're active in our church. It provides an important foundation of community that I can tap into on a regular basis.

Having our granddaughter over is one of life's great joys. It not only melts my heart, it gives me a purpose, a job to do.

I'm aware that people prey on people my age. I'm cautious about not getting taken advantage of by scams. You have to be a little suspicious of things when you're an older person.

### **When it comes to mobility...**

I'm looking for things that are functional and utility-based. I'm much more comfortable with things that are tried-and-true than I am with the next new thing. I'm a data-driven kind of guy, so show me the facts if you want to get my attention.



## User Mindsets

# *How to design for the four mindsets*



### Defiant Social Butterfly

- Allow creative customization of mobility tools so that they can project their identity
- Build on the need for adventure and social connections as an entry point to attract them to mobility solutions
- Design for reciprocity as they are receiving help from others to reinforce their identity as independent individuals
- Provide sophisticated mobility solutions that limit their reliance on other people and augment physical resilience



### Organized Indulger

- Offer them creative products and experiences that are designed for their specific mobility constraints
- Design well-structured travel experiences and adventures that allow them to take calculated risks
- Empower them to act as caregivers, focusing on companionship or emotional support
- Partner with medical providers to provide trusted mobility solutions



### Introspective Homebody

- Minimize the effort to get out of their home and plan travel. Come to their doorstep.
- Offer them trusted services to customize their homes for aging
- Provide tools and experiences that help them practice asking others for help
- Offer them opportunities to stay active and build physical resilience within their homes

### Guarded Stability Seeker

- Lead with safety when offering mobility solutions
- Build on their desire to stay connected to nature and engage them in outdoor activities when providing mobility tools
- Lead with proven, trusted products and services to customize their homes for aging
- Offer them data and proof on the effectiveness of mobility solutions