EXPERIMENT PLANNING WORKSHEET

POV + HMW

We met ▨▨▨, the director of the Mountain View Senior center.
We were surprised that the turnout of the FBI fraud prevention workshop he organized was 3x more than expected despite doing nothing differently in promoting the event, and patrons were telling each other to share the information they learned with others that couldn't attend.
We wondered if this surprise means that learning how to prevent fraud and stay safe is an important and underserved area of interest for older adults.
It would be game changing if ▨▨▨ could make his older adult patrons feel better equipped to navigate through fraud and stay safe.

How might we share the burden/guilt of fraud and help educate older adults in a compassionate and personalized manner?

SOLUTION

We could build a chatbot that is targeted and trained on models of interactions with seniors so that older adults feel they are getting personalized and appropriate responses to their incidents of fraud without judgment. This chatbot could also allow older adults to submit emails or scans of mail that is then checked to guess how reliable the information is that they are receiving, and then gives them suggested next steps to take to verify the information they are questioning.

ASSUMPTION TO TEST
Older adults struggle with fraud detection
Older adults feed burdensome when they ask for help about fraud detection
Older adults trust fraud related suggested actions from ChatGPT
Older adults trust text less than a human teaching them
The level of trust generated from a chatbot is enough for an older adult to take action on potential fraud

EXPERIMENT OVERVIEW
Sit down with the older adult and go through ChatGPT with them, letting them offer ChatGPT personal data or not

DETAILED EXPERIMENT DESIGN

1. Participants (target participants, how many, recruiting strategy, compensation)

~2 older adults

2. Preparing for study & prototype creation (including any required software, supplies, additional people, etc.)

Have a ChatGPT account and computer with access to internet, a plan for what we want to run through (types of prompts), an interviewer and an observer

3. Running study (length, plan for mgmt during study if needed)
<1hr

4. Analysis plan
Ask the participants if they feel like they learned from ChatGPT, and if they feeling more comfortable with that technology? If they learned about how to handle potential fraud

OPEN ISSUES
1. I'm sort of scared of all the technology that collects a deep amount of information.
2. So if you were ordering something online and you had a way to verify that your creditcard was not being scammed. So if you could put in the website and where you are going to pay and make sure that the information is valid.

Appendix:
Suggested prompts:
- I am a senior citizen that has an understanding of basic technology. Can you give me personalized and appropriate responses to their incidents of fraud without judgment. I want to submit you emails or scans of mail that is and have you check how reliable the information is that I am receiving, and then get suggested next steps to take to verify the information that I am questioning.

- As a senior citizen with a basic understanding of technology, I am concerned about potential incidents of fraud and would like your help in verifying the reliability of information I receive. I would like to submit emails or scanned mail for you to review, and for you to provide personalized and appropriate responses without judgment. Specifically, I am looking for suggestions on next steps to take to verify the information that I am questioning. Thank you in advance for your assistance.

- Hello ChatGPT, as a senior citizen with a basic understanding of technology, I am worried about falling victim to fraud and would like to use your expertise to help me verify the reliability of information I receive. I am looking to submit emails or scanned mail for you to review, and receive personalized and appropriate responses without judgment. Specifically, I am hoping to get suggestions on next steps to take in order to verify the

information that I am questioning. Can you please assist me with this? Thank you in advance for your help

- Here is one email I would like you to look over: