

Prepare Research

Key Stakeholder: Older Adult / Doctor / Family / Caretakers / Catering Services

Places: Wholefoods / Supermarket / Park

Questions:

- Nutrition content - what are they eating?
- Nutrition tracking tool - what do they use to manage their food intake?
- Meal plan/delivery/cooking solutions - websites and organizations that take care of meal planning...
- How comfortable are they with technology(smartphone, internet access)

User Research

Observational Research:

Watching what do they buy in supermarket, order in restaurant? Fresh product, snacks, cooking oil etc.

Location : Whole Foods Market

Time: 9/13 6:30pm

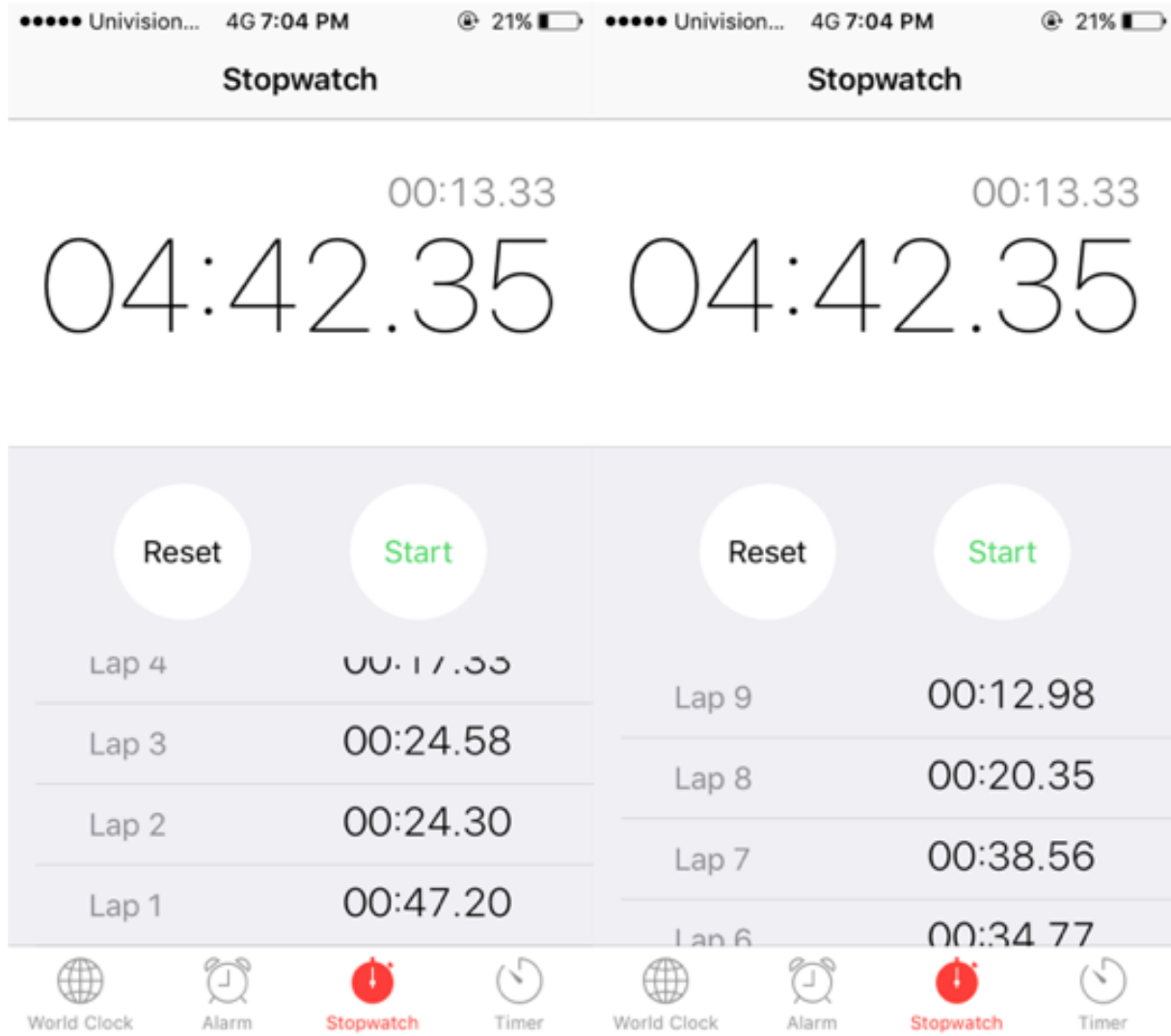
This whole foods market located in Union Square with a high flow of customers. There are lots of older adults buy cooked food, snacks and bread, but few buy fresh food. Most older adults come to the markets in pairs or groups with lots of discussion about what to buy. Based on their conversation and familiarity with the food, some of them often comes to this market.



Location: CVS

Time: 9/13 7:00pm

I went to CVS, Walgreens Pharmacy several times in an hour, and stayed there for 10-15mins each time . Almost no one stood in front of the shelves of nutrition. Except for an old lady selected nutrition snacks in CVS. She carefully looked through almost all the brands of nutrition candy. I used the stopwatch on my phone to record the time she changed to a new brand. In the end, she grabbed two brands with both hands and compared them for 12 seconds, and bought both brands. During the selecting process, she didn't talk to any shop staff, or check with her mobile phone, which I do a lot for choosing brands.



Individual Interview-(with Catering service,Caretakers. Family member, Doctors):

Eating habit? Cost on food? How often do you cook at home? How often do you eat out? How regular do you see nutritionist? Do you have a smartphone? Do you know how to use phone app? What's the common way for you to gather info?

Interviewee: Catherine Diggins

Age: 71

Place: Whole Foods Market at Union Square

Time of Interview: 9/12 3:45pm

Questions are majorly about meal plan/ preparation and whether she has caretaker or some sort of food delivering service to help her with everyday meals.

She is 71 years old and visit doctor every 3 month. She doesn't go to gym nor run regularly, but she would walk her dog twice a day, every day. She claims to be in a healthy lifestyle since young age and keep such good healthy way of living. She had 2 sons and they all currently working in California. She lives with her husband who is 78 years old and in a good health condition.

She always have good sense of nutrition facts under her father's influence from early ages. Her father was a football coach and later fitness trainer, so she tends to eat very healthy and cook by herself.

I've come to notice her was because she would actively check the labels on the food she bought, even broccoli she would weight by hand but not just grab the nearest one on the shelf. So i walked over and started to ask if she would participate in a research for my class about nutrition for seniors.

She considers herself as an "extreme example" because she has been living in such healthy lifestyle from her late 20s, where the notion of nutrition was not that popular compares to today's situation. And she did associate her choice of life to her early awareness of nutrition in general, for example, her father would cook russell sprouts and broccoli everyday, and she was kind "get used to eat all those veggies, it's not that hard", according to Catherine.

She cooks everyday and shop at either Whole Foods or Trader Joe's every Monday for fresh product and fruits. She is not vegetarian but eat majorly chicken and fish to satisfy protein needs. She does not have hard set limit on calories intake for each meal, but generally she would have ideas on balancing the nutrition needs. Normally her 3 meals in a day would include oatmeal and berries for breakfast, veggies, protein(if no meat would supplement with tofu and chickpeas). She mentioned as she is aging, she sometimes skip meat and take tofu and mashed beans instead, since they are easier to digest. She does eat chocolate and dessert often but never indulgent herself. She eat out every weekend and sometimes on weekdays if friends are visiting. She takes nutrition supplements under her doctor's advice.

She has people coming to help with some household stuff, but never had anyone to cook for the family nor use any meal plan services. She always cooks or eats out.

Takeaway point -- she feels whether seniors need help with diet/nutrition is very much decided by the lifestyle they live in. They could live in healthy lifestyle for a long time thus would have strong knowledge on general nutrition facts, and when time comes, they could adopt to diet plan easily and make sense of it. And according to her, "I believe old people who lived healthily for some time, they wouldn't eat stupidly and they really take care of themselves. Just like me.

I only interviewed one senior, thus the result in Catherine's case is highly biased towards people who knows a lot about nutrition and need not to worry about maintaining a healthy lifestyle. In

order to average out the research result, we need to engage more seniors to participate and narrow down/expand our designed questions.

Location: Senior Center

Time: 9/13 4:20pm

Jenny

I'm (87) years old now.

I can't eat bread, I only eat something that's softer.

I worked in the Church and they provide me the food.

Manhattan college family

Healthy recipe sounds cool.

If you ask for nutrition professionals you may need some funding (

As for competitive part, it could be a burden if you're traveling for a while and cannot cook, then you can't get the highest score anymore. Maybe make it year

Louis and Jim

As we're growing old we're trying to eat healthy.

Ohh, there's a specific kind of food that Louis have to avoid at all.

Nutrition? Don't listen to those experts! Just eat more vegetables and fruits, a little protein, a little vegetable oil, a little bit grain. And that's it. You'll get everything way better than just a specific kind of vitamin.

There are so much myths about nutrition, they are just so confusing.

Water myth (8 cups? several cups? Ohh just drink more water ok?)

Iodine: Restaurant usually use salt without any Iodine because plain salt is cheaper than Iodized one. Unless you eat seafood then you're fine.

Sodium restaurant - If you're eating out, you don't know how much salt they add, and you end up have to add no salt at all in the meal you cook at home.

Louis said one of the main goal of senior center is to provide them with healthy meal every day. If they don't eat healthy they'll get ill and in hospital and that was sad.

Shadow observation:

Location: Space Market

Time: 9/13 6:00pm

The process of food selecting in a market for an older adult.

He got meat, salad, soup, diet coke. Then checked out. It took about 10 mins. He hesitated for long to select food and soup but went to diet coke directly.

