CO-DESIGNING WITH OLDER PEOPLE

REPORT

TABLE OF
CONTENTS

1.EXECUTIVE SUMMARY

This report summarizes The SCAN Foundation's Study on *Co-Designing with Older People* developed in collaboration with Birsel + Seck Design Studio and powered by designer Ayse Birsel's *Design the Life You Love* book and methodology.

Since 2016, The SCAN Foundation has investigated ways to take a more active role in driving innovation for better solutions serving older Americans. We focused on learning what older people want from life. We created a program where we could co-design with older Americans, applying creative tools we use in product design to re-imagine and redesign one's life.

We chose to explore four major topics through our co-design workshops: **Love, Vitality, Work** and **Friendship**. We worked with groups of people age 65 and older to design the life they want in 15 interactive workshops with 15-20 participants each, across the country, and in diverse communities within metropolitan, suburban and rural settings. We developed sub-topics under these major themes to deeply understand and gather unique insights on how older people see **Love, Vitality, Work** and **Friendship**, including what these topics mean to older people; how these areas have evolved or stayed the same over the course of their lives; and how older people might re-imagine the life they love in these categories.

We developed a distinct experience design for these workshops; creating a welcoming, creative and safe environment that can help participants share their authentic observations and life experiences. With this intentional design, we encouraged older people to open up and talk about their experiences. The environment we built supported participants' working together and feeling at ease about the activities. This led us to new ideas about what older people want. Workshops served our research goals of gathering deep insights, as well as a way to bring older people together to develop new connections and share information and build deeper relationships with people they might already know. We iterated the experience design, process, content and various tools we used in order to develop a repeatable co-design system that anyone who's interested in this topic can use to run a workshop and learn from people age 65 and older.

HERE'S WHAT WE LEARNED

1. OLDER PEOPLE CANNOT BE DEFINED BY WORRIES

The research that preceded this project and was our starting point defined people age 65 and older by four worries—1) Retirement and Disconnection; 2) Income Insecurity; 3) A Shift in Health; 4) A Break in Family. Our work, co-designing life with older people, has shown us that older people are not living by and cannot be reduced to these worries. In fact, they embody the opposite of this reductionist viewpoint. What we've learned from our community of older people is how optimistic, interesting, resilient, dynamic, curious and courageous they are. They are thrilled to be alive.

2. THE THRILL IS ON

Living longer is thrilling. It's about being alive, waking up excited, being yourself and being in the moment, doing what you love and enjoying things you had no time for when you were younger.

3. OLDER PEOPLE HAVE THE MOST EXPERIENCE IN LIVING AND WE HAVE MUCH TO LEARN FROM THEIR EXPERIENCES

The time period older adults are living in today—an additional 20 more years of life—didn't exist 50 years ago. In many ways, people who live long are the astronauts of life, charting unexplored territory. They have lived the longest, loved the longest, worked the most. What we learn from them can inform our point of view about designing for older people. Through actionable lessons, we can further improve older people's lives and since good design for older adults is good design for everyone, we can improve our future lives, too.

4. THE PROBLEM AND THE OPPORTUNITY ARE THE INSTITUTIONS, SERVICES, SOCIAL CONSTRUCTS THAT HAVE FAILED TO SERVE THEM.

Aging isn't inherently a problem. The challenge is that social constructs, institutions and services have failed to support all of us as we age. In fact, they've failed the people who are living the longest. This is where our opportunity as designers, entrepreneurs and problem solvers, lies: to design for the 20+ year lifespan after retirement, and all of the opportunities within it.

5. OLDER PEOPLE ARE LOOKING FOR DIFFERENT KINDS OF EXPERIENCES

We saw that older people are craving new kinds of experiences: Experiences that are designed for them and by them, rather than someone else's ideas of what older people should be doing. They are looking for inviting and welcoming experiences that give joy and make them feel visible, understood and valued. These new kinds of experiences range from finding love to making new friends, from doing the work they love to being of service and giving their time to family, friends, community and experiences that make them feel alive and thriving.

6. OLDER PEOPLE WANT THE SAME THINGS WE ALL WANT

The insight that is the backbone of our yearlong project is as simple as it is profound. We call it #samedifferent. Older people told us that if we want to understand what they want, we should think no further than what we want—**Love, Vitality, Work** and **Friendship**. The only difference is in what older people need to achieve these things. Here is what we learned about the four themes:

LOVE:
Older people have the most experience of loving and being in love. At this time in their life, they are at peace with who they are. As a result, older people refuse to lose their identities to a romantic partner. They want to be loved for who they are, and might be interested in joining lives without joining homes. Their beauty comes from within, from things they've experienced and worked at. They want to seduce and be seduced by humor, personality and laughter, a nice voice and kindness. They cannot be reduced to a photograph and a swipe.

VITALITY:
This is a time when people practice mind over body and energize their sense of self. As we age, we grow deeper, more appreciative and more sensitive to the subtleties of living well. Don Norman, the author of *Design of Everyday Things*, calls this ability to make better decisions based on longer experience "crystallized intelligence." Older people notice the small things in life, are grateful for waking up each day and feel at peace with who they are, living in the present.

WORK:
Younger people live to work. Older people work to live. At this time in their lives, they want to be their own bosses—masters of their time and work. They do what they love—working on a book they've always wanted to write, teaching their holiday traditions to younger people, or growing produce to share with friends and family all over the country. They reach into their cookie jars of talent to volunteer their expertise. Their biggest motivator is not high earnings or recognition; it is helping others who are in need. They teach, learn, fight for a cause and more. They find new ways to supplement their incomes without sacrificing their own purpose and meaning.

FRIENDSHIP:
Friendships are not found but made. Older people make new friends while talking to a fellow passenger on a bus or planting tomatoes at a community garden. Friendships are made intentionally, with people who are generally within an age range of nine years younger to nine years older than themselves. They make new friends by going to the dog park, even when they don't have a dog. They make friendships over common interests, and in between the places where older people live and what they are interested in.

7. DESIGNING FOR OLDER PEOPLE WITHIN SPECIFIC FOCUS AREAS

We found 11 focus areas driven by our insights that will help older adults design the life they love and live with greater capacity for resilience. They are: community, time, follow through, mind over body, courage, trust, service and giving, intimacy, transitions, jobs and getting out of bed. Designing strategies, structures and experiences within these focus areas will change how older people experience later life and amplify ways older people can achieve what they want: **Love, Vitality, Work** and **Friendship.**

8. COMMUNITY OF OLDER PEOPLE

Our work is based on co-designing life with older people across the United States. It's based on real people and their reality. Nurturing this community and growing it is essential to our future success.

9. OLDER PEOPLE AS THE CENTER OF OUR STUDY BRING NEW KINDS OF INSIGHTS

By making older people and their lives the center of our study, rather than industry segments or functional needs, i.e. healthcare or mobility, we arrived at different kinds of insights. When we started this work, we thought we would hear people say that they need better transportation, medication, healthcare options or housing; these are the topics the industry and policy-makers are focused on and they think the aging market needs. Contrary to what the industry is focused on, people told us they needed more self- empowerment, staying positive and finding ways to express themselves at a higher level — shifting our perspective on how we thought about the needs and wants of older people.

10. THINKING LIKE DESIGNERS

This work is founded on our principles of design—optimism, empathy, giving yourself permission to ask "what if" questions, working collaboratively and seeing the big picture to connect the dots in new ways. We designed the workshops, their spaces and interactivity to be welcoming and human-centered. We intentionally chose the subtitle, "Being Designers for A Day", for our co-design workshops. We welcomed our participants without judgment and with genuine interest in their lives. These principles are fundamental to thinking differently about aging and in breaking the old preconceptions around aging.

11. DELIVERED WITH LOVE

We have done this work and this report with love. Working with older people, observing how they design the lives they want and learning from them has been incredibly rewarding. They have taught us to be more alive. We are excited that this work might make their lives better. And also make our future lives better.

2.OVERVIEW OF
THE PROJECT

For this research and design project, we held 15 interactive co-design workshops with more than 250 people age 65 and older in New York City, New Jersey, Long Island, Los Angeles, Pasadena, San Diego, Chula Vista and northwestern Mississippi.

During this year-long project, we focused on the opportunities available after 65 years of age, rather than the experience of decline or how to mitigate this decline, currently the perspective of a large majority of aging-industry providers and policy makers. We developed a new point of view that is expansionist, optimistic and full of life and opportunity, just like the people we met during our project.

We learned that older people want **Love, Vitality, Work** and **Friendship**. Specifically, we uncovered opportunity spaces by co-designing with older people and identifying what new experiences, systems, products and services they want, in order to live the life they love. The strategies, structures and experiential quality within these opportunity spaces desired by older people are quite different from what exists today, not to mention what is currently developed for other segments of the population. We see a vast opening in the market for new experiences, systems, products and services geared for people age 65 and older.

Here we present our learnings about what Americans 65 years and older want and the structures, strategies and experiences that can be designed to meet their wants.

OUR APPROACH & PROCESS DEVELOPMENT

OUR APPROACH

We believe that: 1) using a co-design process based on an empathic, optimistic and collaborative point of view will result in the emergence of more authentic, inclusive and insightful ideas, which will be translated into opportunities for creative and business networks working on the ecosystem of care and aging; 2) providing the space, process and the agency for older adults to think about their lives in this new way will result in new connections amongst themselves and create a new mindset on aging, with greater capacity, resilience, and connection; 3) engaging from a place of empathy and optimism will allow for increased depth of understanding about the wants and needs of older people and allow us to turn these challenges into opportunities within aging.

"Co-Designing with Older People" is based on our design process called Deconstruction: Reconstruction™ and designer Ayse Birsel's "Design the Life You Love" book and workshop methodology. This method applies the same techniques of creativity that Ayse learned in designing products and systems into design our lives. Informed by our experience in co-design methods, insight gathering and workshop experience design, we designed and conducted 15 workshops across America in 2019 and 2020, with the active participation of American men and women, age 65 and older. We've continuously made changes and improvements to the experience design, recruitment and partnership methods, content, facilitation approach and insight synthesis framework to maximize our learning, keeping the system's repeatability, ease and applicability to different communities and geographies in focus.

KEY OUTCOMES

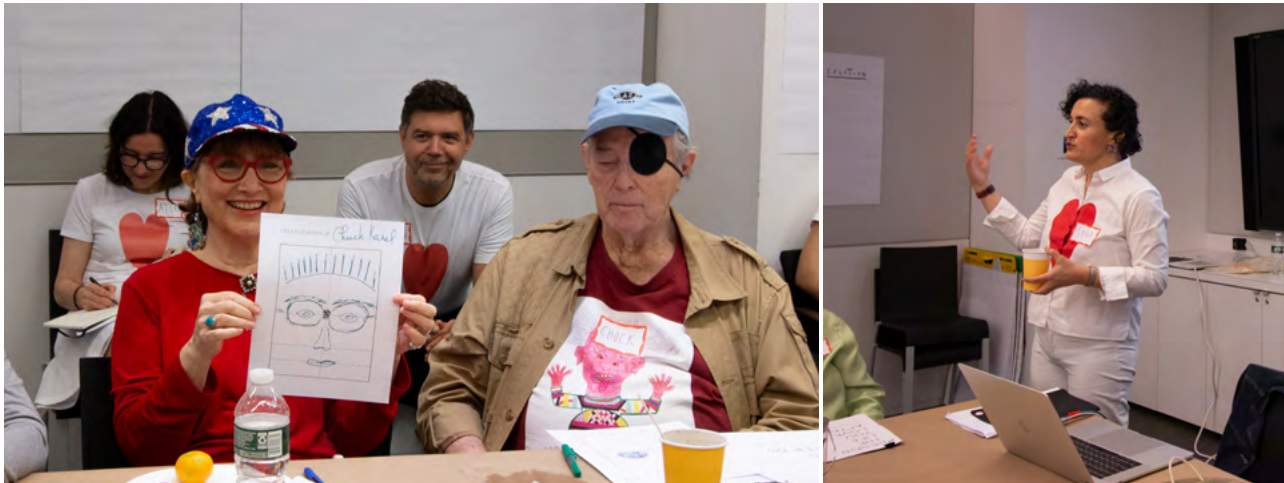| A REPEATABLE CO-DESIGN SYSTEM | INSIGHTS ABOUT WANTS AND NEEDS OF OLDER PEOPLE | A COMMUNITY OF MIDDLE-INCOME OLDER PEOPLE |

HOW WE DEVELOPED THE SYSTEM

The Co-Designing with Older People workshop experience is informed by the co-design work we've been doing since the inception of the Design the Life You Love workshops and book, supported by our point of view that ordinary people—people of all ages, backgrounds, cultures—are extraordinarily creative when it comes to designing their life. In addition to using a design approach to explore topics that matter to older adults, we have developed a very specific experience design that includes older adults in the design process and creates a welcoming, optimistic, caring and encouraging environment so our audience can truly share what matters to them without judgment.

Our goal was to design a system that:

- Can be conducted easily, by anyone who has no prior experience or expertise in design, who's simply interested in learning about aging
- Can be run easily using tools, templates, and instructions that do not require creative expertise
- Has a predictable and efficient time commitment and financial cost per workshop
- Is optimistic, human centered, joyful and stimulates participants to think differently about aging
- Results in gaining a deeper understanding of the wants and needs of older adults, from which we can derive insights and stories that will engage and motivate high-potential creative communities.

TRANSFORMING AGING EXPERIENCE IN AMERICA ONE WORKSHOP AT A TIME.

2. SEPTEMBER 2019

Starting a New Project

Meeting Friends

Retirement Gigs

Vitality

NYC

NJ & LONG ISLAND

1. JUNE/JULY 2019

Family

Financial Life

Health

3. NOVEMBER 2019

Love Relationships

Social Connections

Retirement Gigs

Vitality

CA

4. JANUARY 2020

Second Act

Rich Life

Vitality

Social Connections

MS
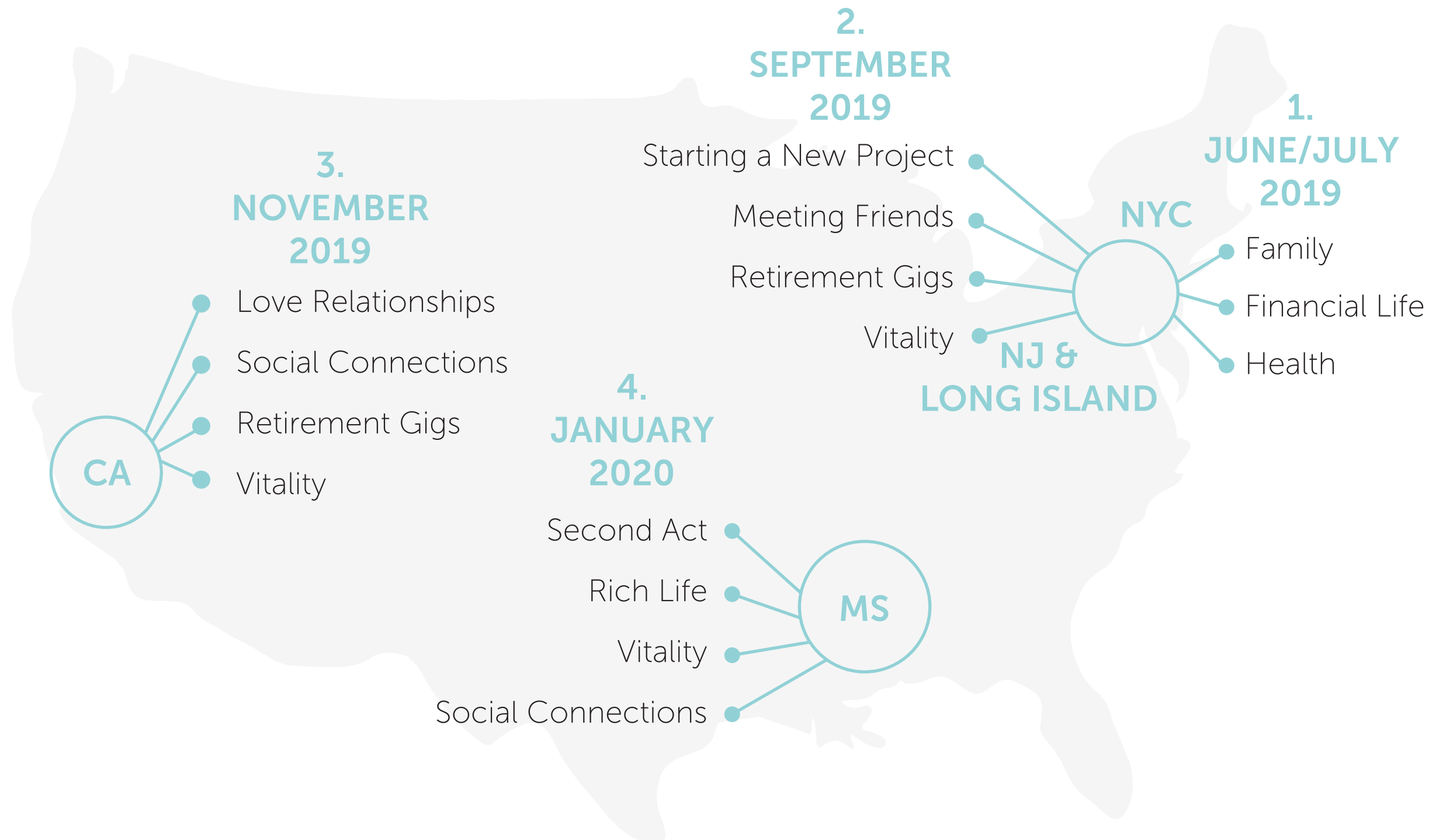
OUR APPROACH & PROCESS DEVELOPMENT

MAIN COMPONENTS OF THE SYSTEM AND ITS ITERATION OVER 15 WORKSHOPS:

During this project, we worked on developing a co-design method as a repeatable system, as well as conducting workshops to uncover unique insights about older Americans' needs and wants, concurrently. These goals fed each other and at times, generated a creative tension from which new ideas emerged. We used an iterative approach where we tested process and system ideas and then received feedback, revising and tweaking our ideas for the next set of workshops.

As system designers, we considered how the system came together, what the variables are versus what stayed constant, and its parts and pieces. We used the following framework for the system design:

SYSTEM CONSTANTS
WHAT WILL BE ALWAYS TRUE

1 PARTICIPANT PROFILE
65 and older, middle income, racially and ethnically diverse

2 LOCATION
Go where the audience is vs. making them come to us

3 WORKSHOP LENGTH
4-hour workshop experience

4 NUMBER OF PARTICIPANTS
10-15 people per workshop

5 EXPERIENCE DESIGN
North Star for the design of the system

SYSTEM VARIABLES
TESTED & PROTOTYPED THROUGHOUT 15 WORKSHOPS

1 RECRUITMENT
Open invitation vs. screening process to select participants

2 FACILITATION APPROACH
Facilitation Team
Instructive vs. Conversational

3 COST
Variables in cost, identifying cost drivers and optimizing expenses

4 PARTNERSHIPS
Participant Partners
Location Partners

5 CONTENT
Topic and the exercises

6 STAGING
Design of space, materials, food
Controlled and designed vs. simplified

7 DOCUMENTATION
Variety of documentation and visual aids

8 GEOGRAPHY
Urban, Suburban and Rural
Different Regions of United States

SYSTEM CONSTANTS

1. PARTICIPANT PROFILE

The focus was to understand the wants and needs of middle-income older Americans who live in diverse communities, from metropolitan areas to rural towns, with a range of backgrounds and outlooks on life.

ATTRIBUTES
- American men and women over 65 years of age
- Incomes in the middle 60% of US income distribution ($40,000 - $140,000); adjusted for differences in cost of living by US geography and assets in line with middle income
- Reflective of racial and ethnic diversity of their communities
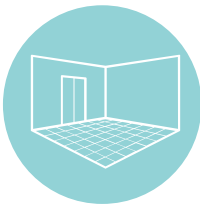
2. LOCATION OF WORKSHOPS

We chose to go where people 65 years of age and older already are vs. making them come to us.

WHY
- Approach is repeatable nationally
- Facilitates recruitment process
- Removes obstacles for older participants to attend, requiring less travel, more comfort in knowing where they are
- Available facilities where workshops can take place (community centers, libraries, etc.)
- With participant partners who can reach individuals within these areas

3. WORKSHOP LENGTH

Workshops are 4 hours long, with approx. 3.5 hours of workshop time and 30-40 minutes of breaks.

WHY
- 4 hours allows us to create a social environment as much as a learning session
- Frequent breaks and proper lunch or dinner give the participants sustenance and a chance to socialize with each other

4. NUMBER OF PARTICIPANTS

Ideally, we recommend 10-15 participants.
We've done workshops with a minimum 4 and a maximum of 22 participants during the project.

WHY
- This size is manageable and recruitable
- Allows participants to bond with each other
- Results in deeper exploration of topics and learning
- Allows for participants to hear and be heard

5. EXPERIENCE DESIGN

From the beginning, we developed a co-design experience based on principles that would guide us throughout the development of this project. Once we identified the Experience Principles, we designed the workshop experience that would meet these principles. We made the Experience Principles intentional and apparent in each step so they can be practiced by anyone who wants to run a Co-Designing with Older People workshop.

The Experience Principles are:
1. Design is at our Core
2. With Open Arms (and Hearts)
3. Just Like a Dance
4. Fun & Inspire
5. An Easy Experience
6. Reciprocity

BEFORE	DURING	AFTER
INVITATION	FACILITATION	THANK YOU
ROOM SETUP	EXERCISES	MAKING SENSE
MUSIC	LUNCH & SNACKS	
GREETING		
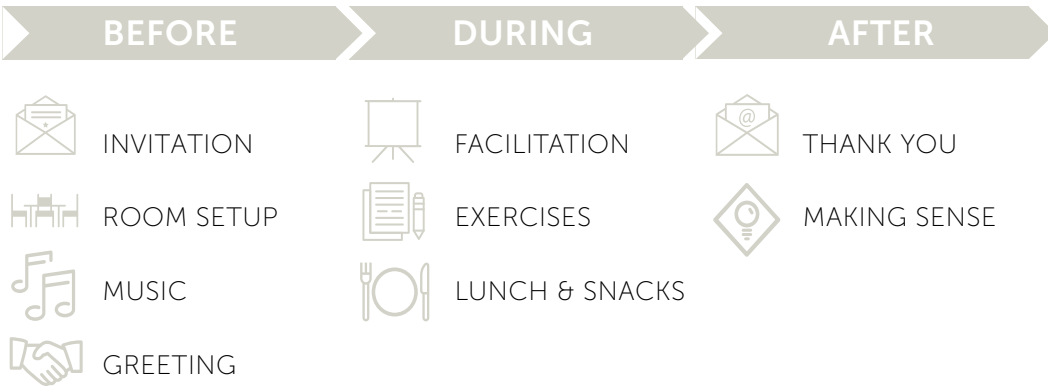
DESIGN IS AT OUR CORE

We have asked older people to come and be a designer for a day; thus co- create aging with us. Together with them, we have used design principles of empathy, optimism, collaboration, thinking holistically and asking "what if?" questions to understand what matters to them in a human-centered way.

WITH OPEN ARMS (AND HEARTS)

Older people matter to us and we want them to know it. Our goal is to make this an enjoyable experience for them, with easy to access locations, well lit and comfortable workshop spaces, and attentive facilitators. We prepare for pre, during and post workshops, to welcome them with open arms.

JUST LIKE A DANCE

There is practice and mastery at the foundation of our experience design. It is a well-timed, well-choreographed performance. It is equal parts creative exercises and open-ended conversations. The sequence goes from breaking the ice to building a sense of trust and conviviality. It starts at the present time and ends in a new future.

FUN & INSPIRE

We want to inspire our audience to think about the serious topic of older life playfully and have fun along the way.

AN EASY EXPERIENCE

We aim to create an easy, no-fuss experience for the participants and the facilitators. Easy for the participants to follow and engage. Easy for the facilitator to plan, facilitate and learn from.

RECIPROCITY

Reciprocity is at the heart of this experience. Participants give their time and wisdom and, in return, receive a new way of thinking about their life. They meet new friends or deepen their existing friendships, and feel a part of a new community. Facilitators share their tools and give their time and attention and, in return, receive new inspiration and ideas.

SYSTEM VARIABLES

1. RECRUITMENT

We tried different approaches to learn what approach works across different participant partnerships, time/resources needed and the kinds of communities. Our recruitment strategies ranged from Open Invitation to Screened Recruitment. Open Invitation worked well in communities where there is a built-in community of people age 65 and older who are interested in the topic. This option required minimal time investment by the organizer. In return, since there's no screening, very little upfront demographic information was available. Screened Recruitment was a good option when testing for very specific topics or when upfront knowledge about the participants and their feedback was critical. This option required the greatest investment of time and resources, as it involved creating a survey, reviewing the results, qualifying participants and extending invitations based on survey results both via email and phone calls.

2. FACILITATION APPROACH

We started the workshops with one facilitator and multiple helpers. We've tested multiple iterations to reduce the number of team members needed to run and support the workshop. We developed and tested different formats such as a break- out discussion, free-form ideation, small group ideation and different ways to collect and document information generated during the workshop.

Over time, we've simplified the content, exercises, documentation and format to allow for one facilitator to run the workshop with minimal help. Through various iterations, we've also changed the facilitation style from an instructive/learning model to a more conversational/interactive model, deep diving into experiences, anecdotes and conversations.

3. COST

We identified the major drivers of cost: Location fees, incentives and promotion expenses, as well as overall budget items including workshop materials, food/snacks and workbooks. We tested various engagement models and partnered with different kinds of organizations to see how these might reduce costs.

4. PARTNERSHIPS

We recognized early on that we would need to develop a comprehensive understanding on how we could develop partnerships to support our goal for repeatability and cost efficiencies. The categories of partnerships we tested were participant partners (who could provide a built-in older adult community) and location partners (who could provide a workshop space).

PARTICIPANT PARTNER
Participant partners are organizations that have direct access to audiences who are age 65 and older. Some examples are:
- Non-profits that provide services and programming for aging communities
- Educational institutions that have geriatric departments and community service programs
- Educational institutions that have specific educational programming for older people such as continuing education
- Community and senior centers
- Arts institutions with programming for seniors
- Private companies servicing communities age 65 and older for Independent Living/Assisted Living, Community Developments age 55 and older or others.
- Aging services within state or city governments

Staff members of participant partners proved to be pivotal in recruiting, promoting and enabling the reach of the workshops in their communities.

LOCATION PARTNER
Location partners are organizations that offer space for the workshops. Some examples are:
- Community service organizations: Community or senior centers, YMCA, etc.
- Schools and adult/continuing education centers
- Public libraries
- Art institutions
- Independent/Assisted Living centers
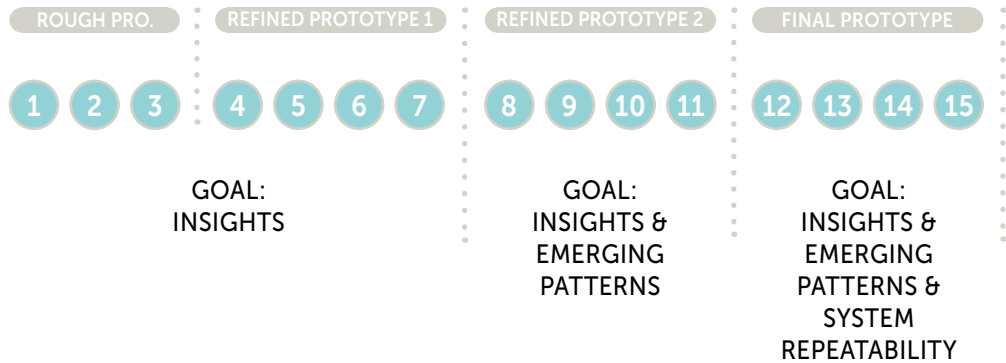- Religious organizations
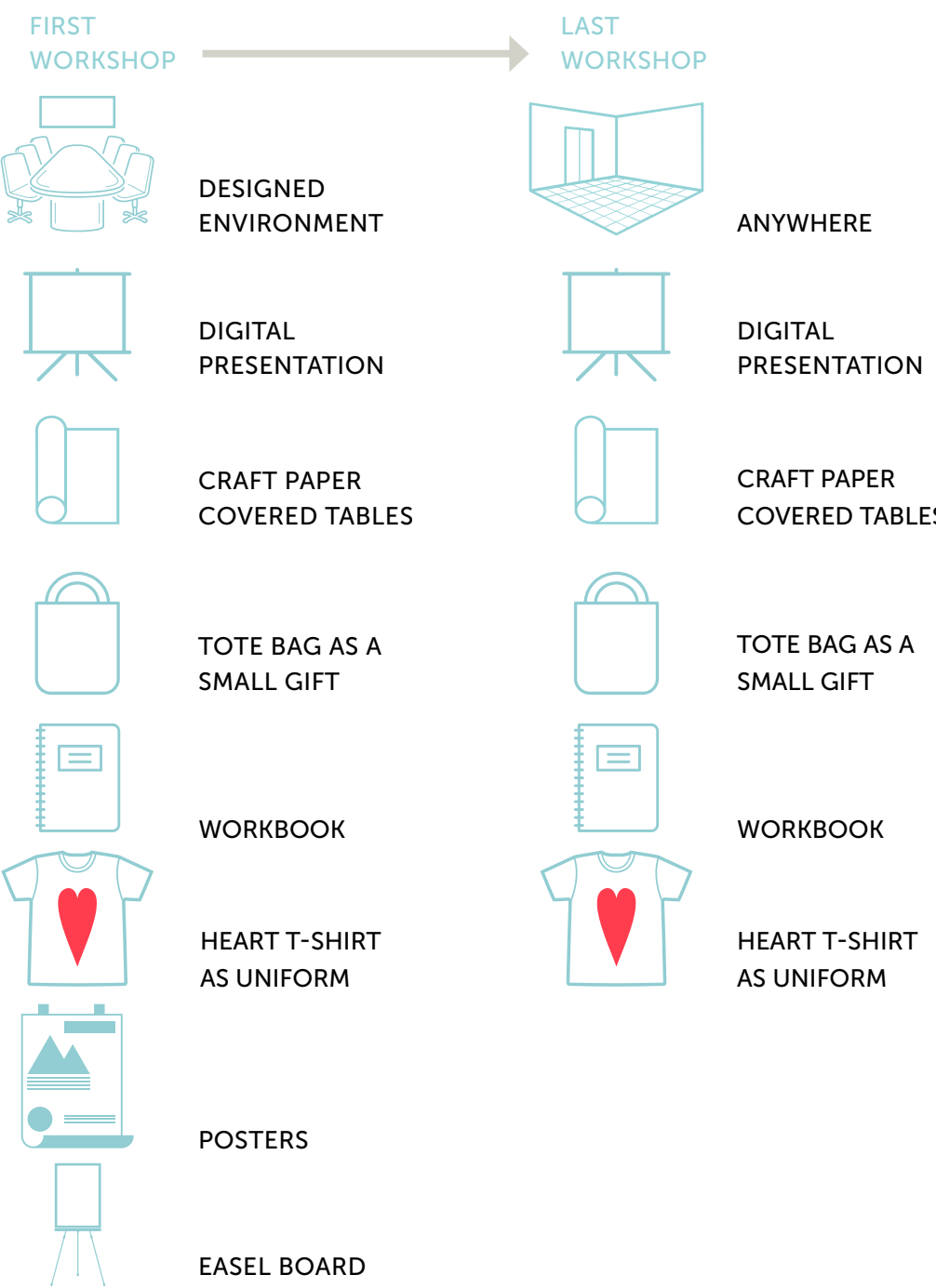
SYSTEM VARIABLES

5. CONTENT

We developed, tested and continuously revised the content of the workshops, building on what we have learned from each group, different methods we used and insights we've arrived. There were four major topics in the research and these are **Love, Vitality, Work** and **Friendships.** We've arrived at these in the initial foundational workshops and further explored these topics as a way to deeply understand what they mean for people age 65 and older in the next 12 workshops. For each major topic, we explored sub-topics: For instance, as we explored what work means for older people, we chose multiple sub-topics such as Purpose, Starting a New Project, Financial Life, Rich Life and Retirement. Exploring various sub-topics helped us develop a topic-agnostic approach that allows any topic to be chosen as a central theme to co-design with older people.

We treated each set of workshops (below) as distinct prototypes to test different content, exercises and arrive at a repeatability that would allow anyone who is interested in learning to facilitate. This required a significant level of simplification of design tools and techniques, while still honoring the experience design principles of creating a creative, optimistic, human centered, welcoming and caring environment.

ROUGH PRO.	REFINED PROTOTYPE 1	REFINED PROTOTYPE 2	FINAL PROTOTYPE
1 2 3	4 5 6 7	8 9 10 11	12 13 14 15
	GOAL: INSIGHTS	GOAL: INSIGHTS & EMERGING PATTERNS	GOAL: INSIGHTS & EMERGING PATTERNS & SYSTEM REPEATABILITY

6. STAGING

We've experimented with different types of spaces, the learning materials that participants and the team used, as well as food choices. We went from a highly controlled and designed environment to simplified spaces and materials, making it easy to implement a workshop yet still conveying the desired experience design.

FIRST WORKSHOP → LAST WORKSHOP

FIRST WORKSHOP	LAST WORKSHOP
DESIGNED ENVIRONMENT	ANYWHERE
DIGITAL PRESENTATION	DIGITAL PRESENTATION
CRAFT PAPER COVERED TABLES	CRAFT PAPER COVERED TABLES
TOTE BAG AS A SMALL GIFT	TOTE BAG AS A SMALL GIFT
WORKBOOK	WORKBOOK
HEART T-SHIRT AS UNIFORM	HEART T-SHIRT AS UNIFORM
POSTERS	
EASEL BOARD	

SYSTEM VARIABLES

7. DOCUMENTATION

We've tried different types of documentation and visual aids during workshops for presentation and note-taking to be used by our team as well as workbooks and visual aids to be used by the participants. At the end of the project, we developed a customizable digital presentation for the facilitator to follow and a workbook for participants to write and draw in.

As a result of the project, we developed a **co-design kit and facilitators guide**.

CO-DESIGNING
[YOUR TOPIC]

A PROGRAM SUPPORTED BY A GRANT FROM THE SCAN FOUNDATION
POWERED BY AYSE BIRSEL'S DESIGN THE LIFE YOU LOVE™

CO-DESIGNING
[YOUR TOPIC]

Name: _____   Date: _____

8. GEOGRAPHY

Our focus was to understand the wants and needs of middle-income older Americans who live in diverse communities, from metropolitan areas to rural towns, with a range of backgrounds and outlooks on life.

We started in our own backyard: New York City and its various diverse neighborhoods. Then we went to suburban New Jersey and Long Island. Our next testing ground was California, both urban and suburban locations in Los Angeles and San Diego. Our last stop was small, rural towns of Northwestern Mississippi.

We sought to vary our locations to cast a wide net to test different research variables:
- Population density
- Home to workshop distances and ease of transportation
- Racial and gender composition
- Income

METRO/URBAN	SUBURBAN
1. MANHATTAN, NY	4. QUEENS, NY
2. HARLEM, NY	5. QUEENS, NY
3. MANHATTAN, NY	8. PASADENA, CA
11. LOS ANGELES, CA	9. SAN DIEGO, CA
	10. CHULA VISTA, CA

MICRO	RURAL
6. SOUTH ORANGE,NJ	13. STURGIS, MS
7. MAPLEWOOD, NJ	14. MABEN, MS
12. STARKVILLE, MS	15, BATESVILLE, MS

OUR APPROACH & PROCESS DEVELOPMENT

OUR KEY LEARNINGS ABOUT THE PROCESS OF CO-DESIGNING WITH OLDER PEOPLE

We had a different point-of-view from the start. We believed co-designing with older adults, using human- centered creative tools and process, would bring us closer to what they want in later life.

Here is how our process changed what we learned:

- Putting older people and their lives at the center of the exploration, rather than industries or challenge areas such as healthcare, housing, mobility, etc., changed our insights and learnings.
- Using a design process and creating a specific experience with its own rituals for caring, collaboration and welcoming, an insightful content and design, we created a safe space that unlocked participants' ability to talk about their experiences freely.
- Co-design tools and the collaborative, creative process allowed people to learn from each other without judgment and build trust quickly. Participants scored the workshop high on whether they would recommend this to their friends (New Promoter Score) and we had a high rate of word-of- mouth referrals.
- Old people were open to, seeking, and were hungry for highly engaging, well-designed, stimulating experiences everywhere we went.

WORKSHOP EXPERIENCE LEARNINGS:

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- It was more difficult to get men to join. Once they showed up, they were energetic and insightful participants. In exit surveys, male participants mentioned that they really liked the "I Need..." exercise. We think this exercise gave them an open space to ask for help and discuss options. Most men who participated in the workshops were there because of an influential female in their lives — wives, girlfriends, ex-wives or staff members of the community organizations they belong to.
- We conducted exit surveys and asked for feedback on workshop design. Most participants gave high marks for the workshop, especially for being able to learn new ideas and make new friends.

PARTNERSHIPS LEARNINGS:

- We learned that it was more critical to work with participant partners than with location partners when it came to putting together the workshop in a repeatable and cost-conscious way. It was easier to find spaces to hold workshops but not as easy to find 10-15 qualified participants. Often participant partners had spaces we could use, free of charge, which helped with managing costs as well.
- Each community used different mediums to disseminate information (in-person, digital) and had different preferences for meals, topics they were interested in and time of th day they preferred to hold the workshop. We relied heavily on participant partner staff members' knowledge and insights about their communities to guide us on preferences.

RECRUITMENT & PROMOTION/LEARNINGS:
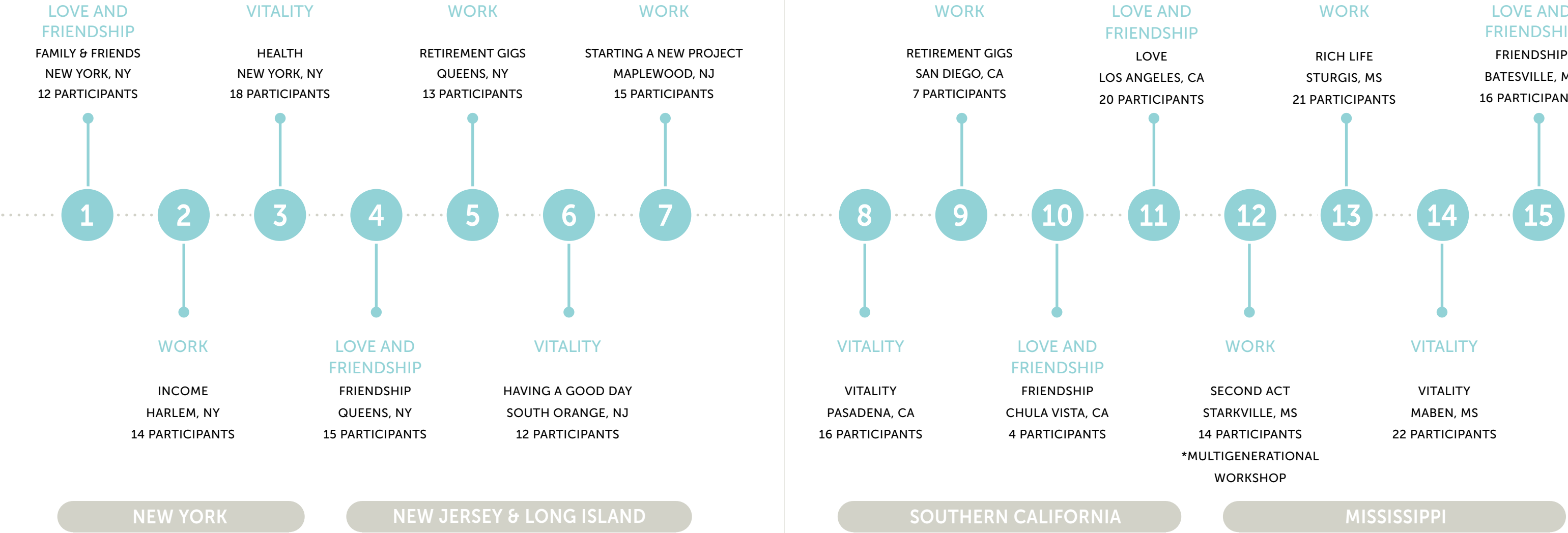
- Working with participant partner staff members was the most effective method for recruitment and promotion of the workshops.
- We also found that previous participants were very effective in promoting the workshop & referring potential new participants.
- In communities that were used to digital platforms, Facebook ads worked well while the Meetup platform did not work as well.
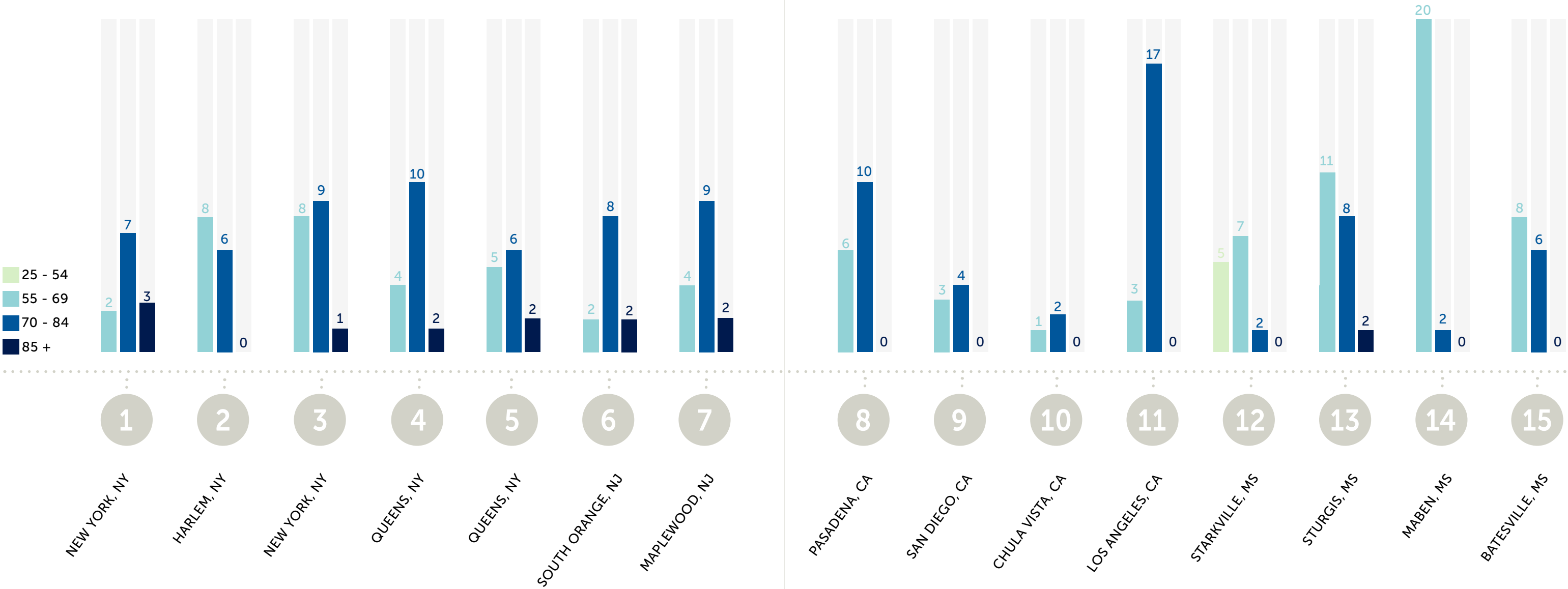
15 CO-DESIGN WORKSHOPS IN REVIEW

TOPICS & GROUP SIZE

We held 15 co-design workshops in New York, New Jersey and Long Island, Southern California and Mississippi. We explored a range of topics under the four themes: Love, Vitality, Work and Friendship. For instance for Work, these subtopics ranged from income, retirement gigs, starting a new project to second acts. Workshops were free, and in certain communities we provided incentives such as small token gifts or transportation to encourage participation.

LOVE AND FRIENDSHIP
FAMILY & FRIENDS
NEW YORK, NY
12 PARTICIPANTS

(1)

VITALITY
HEALTH
NEW YORK, NY
18 PARTICIPANTS

(3)

WORK
RETIREMENT GIGS
QUEENS, NY
13 PARTICIPANTS

(5)

WORK
STARTING A NEW PROJECT
MAPLEWOOD, NJ
15 PARTICIPANTS

(7)

(2)
WORK
INCOME
HARLEM, NY
14 PARTICIPANTS

(4)
LOVE AND FRIENDSHIP
FRIENDSHIP
QUEENS, NY
15 PARTICIPANTS

(6)
VITALITY
HAVING A GOOD DAY
SOUTH ORANGE, NJ
12 PARTICIPANTS

WORK
RETIREMENT GIGS
SAN DIEGO, CA
7 PARTICIPANTS

(9)

LOVE AND FRIENDSHIP
LOVE
LOS ANGELES, CA
20 PARTICIPANTS

(11)

WORK
RICH LIFE
STURGIS, MS
21 PARTICIPANTS

(13)

LOVE AND FRIENDSHIP
FRIENDSHIP
BATESVILLE, MS
16 PARTICIPANTS

(15)

(8)
VITALITY
VITALITY
PASADENA, CA
16 PARTICIPANTS

(10)
LOVE AND FRIENDSHIP
FRIENDSHIP
CHULA VISTA, CA
4 PARTICIPANTS

(12)
WORK
SECOND ACT
STARKVILLE, MS
14 PARTICIPANTS
*MULTIGENERATIONAL WORKSHOP

(14)
VITALITY
VITALITY
MABEN, MS
22 PARTICIPANTS

NEW YORK

NEW JERSEY & LONG ISLAND
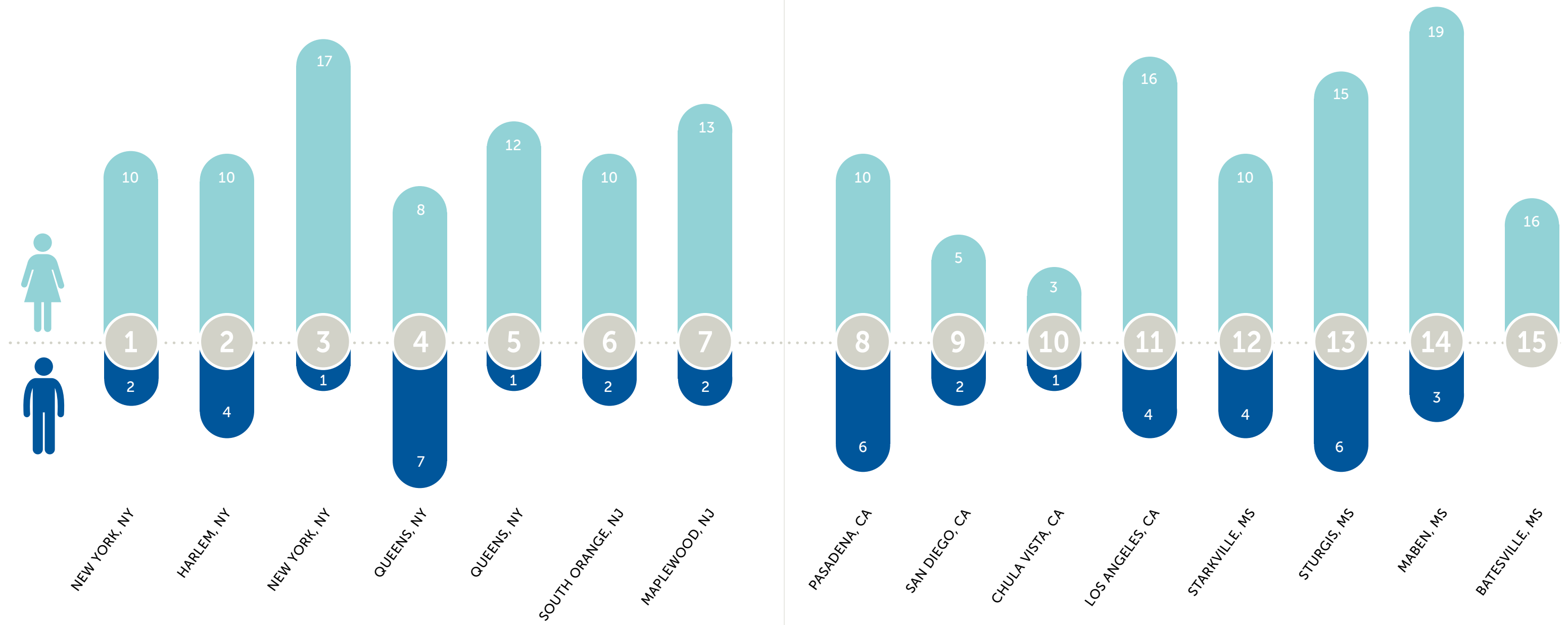
SOUTHERN CALIFORNIA

MISSISSIPPI

AGE

Our focus was learning and co-designing with participants 65 years of age and over. In some locations such as small rural towns in Mississippi, we accepted participants as young as 55 due to the small pool of participants available. We also conducted one experimental, multi-generational workshop (#12), with participants younger than 55.

Legend:
- 25 - 54
- 55 - 69
- 70 - 84
- 85 +

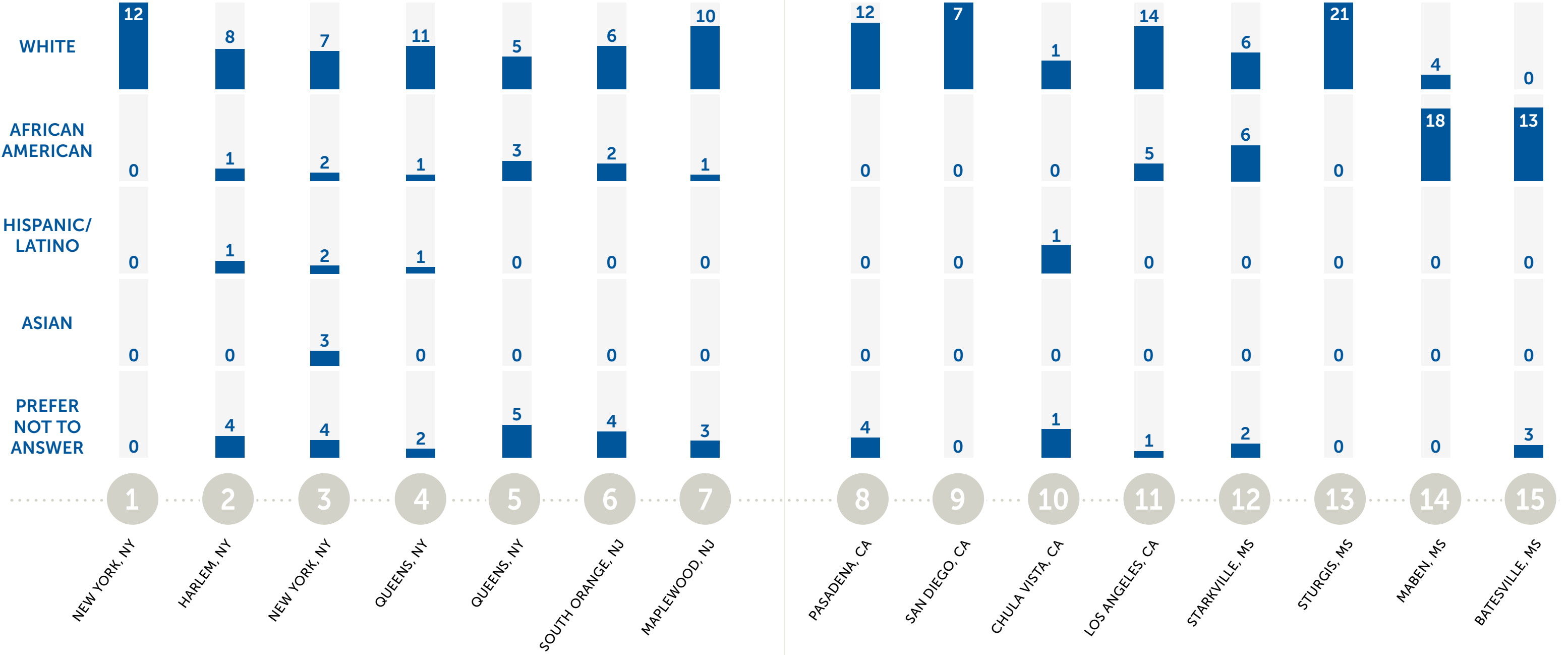| #	Location	25-54	55-69	70-84	85+
1	NEW YORK, NY		2	7	3
2	HARLEM, NY		8	6	0
3	NEW YORK, NY		8	9	1
4	QUEENS, NY		4	10	2
5	QUEENS, NY		5	6	2
6	SOUTH ORANGE, NJ		2	8	2
7	MAPLEWOOD, NJ		4	9	2
8	PASADENA, CA		6	10	0
9	SAN DIEGO, CA		3	4	0
10	CHULA VISTA, CA		1	2	0
11	LOS ANGELES, CA		3	17	0
12	STARKVILLE, MS	5	7	2	0
13	STURGIS, MS		11	8	2
14	MABEN, MS		20	2	0
15	BATESVILLE, MS		8	6	0

GENDER

Our goal was to reflect the gender ratios within a given community. Across the United States, women came in droves while we had difficulty recruiting men. In workshops where men participated, we found out that an influential woman in their lives - wives, girlfriends or ex-wives - suggested that they join. Once at the workshop, both genders found the workshop helpful and gave high marks. Our net promoter score (willingness of participants to recommend the workshop to others) is 9.5 out of 10.
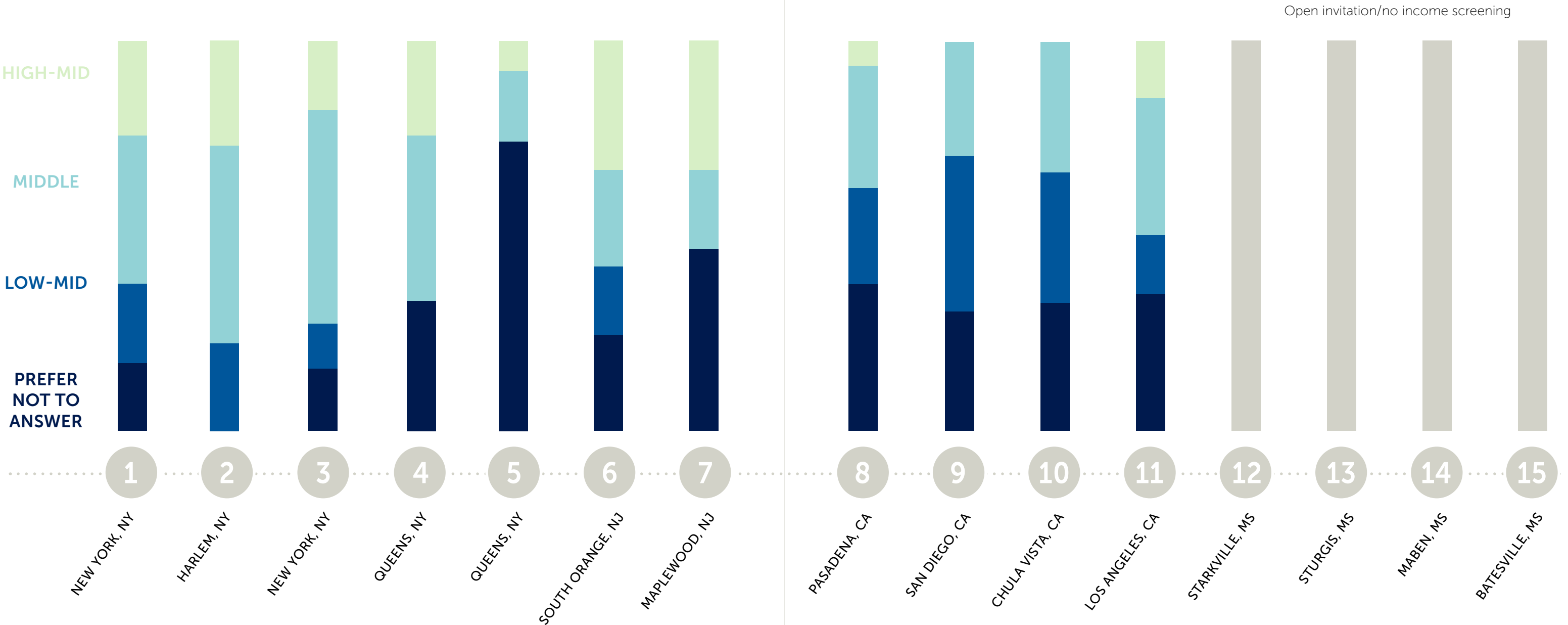

#	Location	Women	Men
1	NEW YORK, NY	10	2
2	HARLEM, NY	10	4
3	NEW YORK, NY	17	1
4	QUEENS, NY	8	7
5	QUEENS, NY	12	1
6	SOUTH ORANGE, NJ	10	2
7	MAPLEWOOD, NJ	13	2
8	PASADENA, CA	10	6
9	SAN DIEGO, CA	5	2
10	CHULA VISTA, CA	3	1
11	LOS ANGELES, CA	16	4
12	STARKVILLE, MS	10	4
13	STURGIS, MS	15	6
14	MABEN, MS	19	3
15	BATESVILLE, MS	16	

RACE

Our goal was to recruit participants representing the racial makeup of the communities we held the workshops in. With the exception of San Diego and Chula Vista workshops, we were able to meet that goal. We understood the importance of participant partners to promote and ensure participation; and leveraged local and rural connections in Mississippi to ensure racially reflective participation.
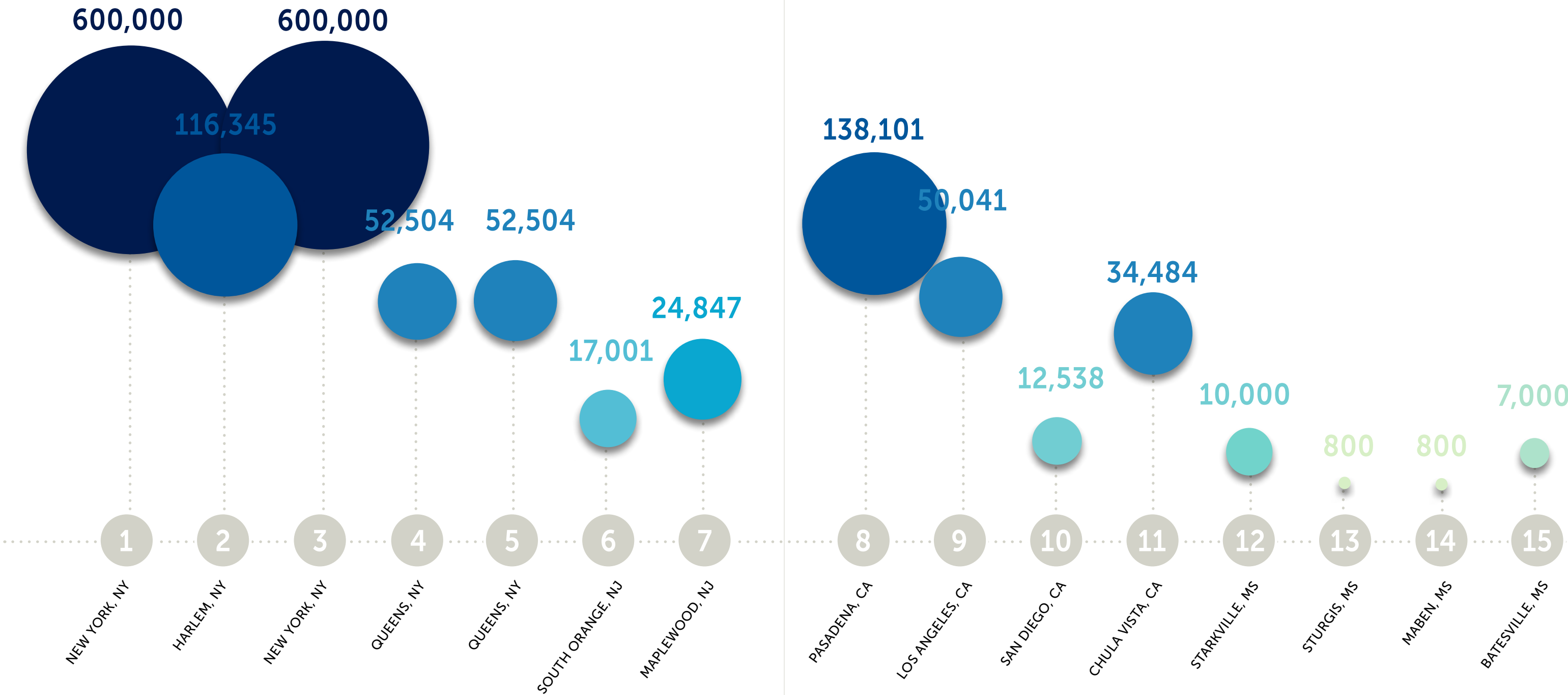
	1 NEW YORK, NY	2 HARLEM, NY	3 NEW YORK, NY	4 QUEENS, NY	5 QUEENS, NY	6 SOUTH ORANGE, NJ	7 MAPLEWOOD, NJ	8 PASADENA, CA	9 SAN DIEGO, CA	10 CHULA VISTA, CA	11 LOS ANGELES, CA	12 STARKVILLE, MS	13 STURGIS, MS	14 MABEN, MS	15 BATESVILLE, MS
WHITE	12	8	7	11	5	6	10	12	7	1	14	6	21	4	0
AFRICAN AMERICAN	0	1	2	1	3	2	1	0	0	0	5	6	0	18	13
HISPANIC/ LATINO	0	1	2	1	0	0	0	0	0	1	0	0	0	0	0
ASIAN	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0
PREFER NOT TO ANSWER	0	4	4	2	5	4	3	4	0	1	1	2	0	0	3

INCOME LEVEL

Our goal was to understand the wants and needs of middle income people age 65 and older. This happened to be a wide range and also varied vastly across the States due to changes in cost of living, so the participants belonged to high-mid, mid and low-mid income ranges. Since income is a sensitive topic, for those participants who didn't want to disclose this information, we asked to identify whether they felt like they belonged to middle class.

Open invitation/no income screening

HIGH-MID

MIDDLE

LOW-MID

PREFER NOT TO ANSWER

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |

NEW YORK, NY
HARLEM, NY
NEW YORK, NY
QUEENS, NY
QUEENS, NY
SOUTH ORANGE, NJ
MAPLEWOOD, NJ
PASADENA, CA
SAN DIEGO, CA
CHULA VISTA, CA
LOS ANGELES, CA
STARKVILLE, MS
STURGIS, MS
MABEN, MS
BATESVILLE, MS

POPULATION SIZE AND DENSITY

We sought to go to different communities with a range of population density - from metropolitan areas, suburban and rural towns with different racial backgrounds.

600,000 **600,000**

116,345

52,504 **52,504**

24,847

17,001

138,101

50,041

34,484

12,538

10,000

7,000

800 **800**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |

NEW YORK, NY

HARLEM, NY

NEW YORK, NY

QUEENS, NY

QUEENS, NY

SOUTH ORANGE, NJ

MAPLEWOOD, NJ

PASADENA, CA

LOS ANGELES, CA

SAN DIEGO, CA

CHULA VISTA, CA

STARKVILLE, MS

STURGIS, MS

MABEN, MS

BATESVILLE, MS

3.WANTS & NEEDS

A NEW POV AND NEW INSIGHTS ABOUT WHAT OLDER PEOPLE WANT

We believe that gaining new insights requires a new point of view and a new way of learning.

In our workshops, we focused on wants rather than needs, explored human experiences rather than industry topics like healthcare, mobility, housing and finance, and used a welcoming, optimistic and people-centered co-design experience rather than a traditional research or focus group approach.

WANTS
VS. NEEDS

HUMAN EXPERIENCE
VS. INDUSTRY TOPICS

CO-DESIGN
VS. FOCUS GROUP

28 THINGS OLDER PEOPLE WANT

What follows is a short collection of what older people across America said they want:

1. I'd like to find love where I can show up as I am, bring my emotional and experience depth as well as physical attraction. I want to have human interaction in addition to computers to find me a match.

2. I'd like the experience of looking for intimacy to be fun. The current experience is so difficult and it's so much work to weed out non-compatible matches that I don't even want to get started.

3. I want to spend more time and connect more often with my neighbors and friends. There are not enough inviting, well-designed and inexpensive places to go and meet old and new friends of all ages. I want new places that are neither home nor traditional senior centers.

4. I want to find fresh friends and be more consistent as a friend to deepen my relationships. I'd like to be more accountable to myself to follow-through with new activities, new projects, deepen new friendships and start new connections.

5. I want to find work that I enjoy, that I can search and evaluate based on things that matter to me— how much I want to travel for it, the type of work, the social environment, what I get in return— connections, money, intellectual stimulation or a combination.

6. I want to earn additional income by expanding my home business—whether it's dog-walking or health insurance consulting. I'd like to learn and/or acquire skills easily, especially marketing, promoting, finding clients, setting a price and the confidence to get started.

7. I want to do "warm-up"s before I commit deeper: short outings or meetings to get to know someone better for friendship or love. Without investing too much time or money. Discover each other while discovering new things and places.

8. I want to host people easily and safely. I want to host pot-luck dinners, book clubs or just be together without leaving my home or in places that feel like home.

9. I want to find people who are interested in the same things that I am interested in. It's a lot of effort to meet new people even when I have a lifelong hobby, as groups depend on a motivated and organized leader and a regular place to meetup. Those leaders and places are not easy to come about or get replaced when lost.

10. I want more places where I can practice and show off my mastery, i.e. places to dance, play music, write, paint, that are inexpensive, exciting and inviting. I know how to dance well and want to   dance with others who are as good as me, without feeling like I am intruding into "their" space. I'd like to be with people who are younger and older than me, who are masters of that skill.

11. I want experiences that encourage me. To do new things with new people (i.e. offer bargain prices if we do something with a friend), to be open to new experiences (like going to the dog park even when I don't have a pet), to uncover what I want to do next.

12. I want to travel, near and far. It's not easy to find companions, figure out the logistics of carrying a medicine cabinet or finding the courage, without spending a lot of money. I'd like to see my own city, my state and cross America with companions if I am single or if my partner doesn't want to do it, inexpensively and in my own time.

13. I want my time, skills and knowledge to reach whoever needs them. I want to serve others without getting tangled or limited in the structures, inflexible schedules or requirements of outdated volunteering systems and politics of organizations. I want to serve and help easily, getting to choose how I want to help.

14. I want to connect, teach and share the art of living with people of all ages. I have a lifetime of experience to share: from making friends (smile first), to being a good listener (to teenagers, kids, busy parents) from making good food from scratch to great holiday traditions. My "Good-at-Life" skills.

15. I want to find things to do and schedule/plan them easily. I get disengaged and unmotivated when I don't have a structure to my time and a commitment to others to stick with. I want to be motivated to try new activities for community, love, friendship and purpose.

16. I want to get things done with joy and feel good about how I spend my time, without feeling guilty about productivity. Current calendars or time management products are all about productivity and no joy. I want to be able to focus when needed, have short and long term direction, with a gentle nudge of a sage and not a bossy boss.

17. I want activities, people and services that can adapt to my and my friends' hours of operation. I have different living hours, and so I want everything else to support that.

18. I want to gift my time to my loved ones, family, friends and community. I want to have the oomph when I am needed.

19. I want to easily find out what goes on in my neighborhood and city; what new activities and opportunities to meet new people are available to me. I don't know how to get to this information unless I hear it through word of mouth. Digital resources are not designed for how I am used to consume and find information.

20. I want to start new projects and find my community for U.S.P.'s, Un-Started Projects. I want to get together with others for a few days to focus on a project I've always wanted to do but never got around to starting. And have them as my community so we can motivate each other to continue what we started. I've always wanted to write a thriller that takes place in Africa. I want to be in a group with others who're writing their first books, have guidance about how to start and finish, how to publish, and have a place to do it at.

21. I want to finish my projects and find my community for U.F.O.'s, Un-Finished Objects. I want to get together with others for a few days to focus on things I have started but never got around to finishing.

22. I want to increase my "pain arsenals", have a routine for pain management and learn and improve on this so I can go about my day.

23. I find big tasks daunting. Tasks like downsizing and moving to a new smaller place, or writing my family history book. I'd like help with breaking these into smaller steps, manage my time and energy while feeling accomplished.

24. I am tired of feeling invisible. I want to be visible physically with color and great design and the courage to deploy them.

25. I know that my neighbors, my family members or acquaintances need help at times — like cleaning the yard, building a fence, taking care of their younger children, going to the doctor. I want them to reach out to me for help easily, I want to be able to help them easily and show that I am there for them, in the moment.

26. I want to ask for help from loved ones, friends and my community with ease and without feeling an emotional burden.

27. I know what I am good at — chess, origami, tax prep, resume writing. What I don't know is how to teach or share what I know with those who might find it valuable. I'd like easy guidance on how to teach what I know, an easy structure to follow, how to reach and find people who are interested in learning what I know and the motivation to keep doing it, and not giving up because of all the newness.

28. I haven't found what I want to do with my time. I'd like to figure out what excites me, what gets me out of bed, even for a few days or few hours a day. I'd like some guidance and new ways to figure out what I like and the support to get started.

I NEED HELP WITH...

We were endlessly curious about what older people wanted and needed.

To discover what they needed, we used an interactive exercise called Feedforward, developed originally by Marshall Goldsmith, executive coach and author of "Triggers". You simply answer the question: I need help with......

We were expecting to hear about challenges and needs around better healthcare services, getting around with better mobility and transportation solutions, housing options or boosting retirement income — what the industry currently focuses on when it comes to the aging market.

Sure, we heard some people needing help with better medical advice, access to information about local mobility options or a better way to select health plans, but these were overall a small percentage of what was shared.

We heard needs of a different nature: Older people need self-empowerment help. They needed help with having more control. They needed help with staying positive. They wanted help with finding ways to express themselves to more people or connect with more people.

What follows is a short collection of what older people across America said they need help with:

FOCUSING ON JUST ONE SKILL OR HOBBY

BEING MOTIVATED

COMPUTER SKILLS

STOP FEELING SORRY FOR MYSELF

MAKING MONEY

MANAGING MY TIME

DECLUTTERING

FINDING PLACES & PEOPLE TO TELL MY JOKES

COOKING SMALL PORTIONS

GETTING STARTED

GETTING ADVICE

LEARNING TO BLOG

4.OPPORTUNITY AREAS & INSIGHTS

In this section, we will share our research findings and insights we've gained throughout the project.

Our most profound insight was that older people want the same things we all want—**Love, Vitality, Work** and **Friendship**. We arrived at this insight after the first set of foundational workshops where we focused on unpacking the four key worries The SCAN Foundation's research had pinpointed. Our journey and shift from worries into these opportunity areas helped shape our process, topics we chose and how we approached our user group.

In the first part of this section, you will find how older people see and define what they want for **Love, Vitality, Work** and **Friendship** and the experiential quality for these wants. These four themes are ripe with opportunities of innovation and new offerings in the form of services, products, systems and markets.

We also heard eleven top-of-mind, recurring themes across the fifteen workshops. These are broad and overarching insights that have impact on how older people can achieve what they want: **Love, Vitality, Work** and **Friendship**. We included what we heard from older people, summarized the opportunities for innovation and our recommendations for designing strategies, structures and better experiences in these areas.

FOUR OPPORTUNITY AREAS

Once we started co-designing with older Americans the life they want, recurring opportunity areas emerged. People told us again and again that they wanted what we all want—**Love, Vitality, Work** and **Friendship**. It's an insight so simple yet so profound, it became our rallying cry, #SameDifferent.

Very quickly, we decided to test these four pillars with our participants in promoting and conducting the workshops. Based on the positive feedback from our participants, we continued to use them as our constants.

" IF YOU WANT TO UNDERSTAND WHAT WE WANT, THINK NO FURTHER THAN WHAT YOU WANT- LOVE, VITALITY, WORK, FRIENDSHIP WHAT IS DIFFERENT IS WHAT WE NEED TO ACHIEVE THEM.

LOVE

WE NEED HELP MEETING A SPECIAL PERSON TO EXPERIENCE LIFE WITH.

VITALITY

TAKING CARE OF MY MIND AND SOUL IS AS IMPORTANT AS MY BODY'S HEALTH.

WORK

WORK & FAMILY STRUCTURES NEED TO GIVE WAY TO NEW, MORE DYNAMIC STRUCTURES WHERE I'M THE BOSS OF MY TIME.

FRIENDSHIP

WE WANT TO INCREASE OUR CHANCES OF MEETING NEW PEOPLE AND WE WANT TO BUILD TRUST QUICKLY.

LOVE

> ## WE WANT TO FIND LOVE IN LATER LIFE, WHILE STILL LOVING OURSELVES.

- We are at peace with who we are.
- We have learned to love ourselves first.
- We refuse to lose their identities to the other.
- We are more sure of what we want in a romantic partner.
- We will join lives without joining homes.
- Beauty comes from within, from things we've accomplished.
- We seduce and are seduced by humor, personality and laughter, a nice voice and kindness.
- We don't want to be reduced to a photograph and a swipe.

TRANSFORMATION OF LOVE

65+

I LOVE
YOU!

I LOVE
MYSELF +
YOU!

LOVE IS AN EXPERIENCE

20'S

30-40'S

60'S +
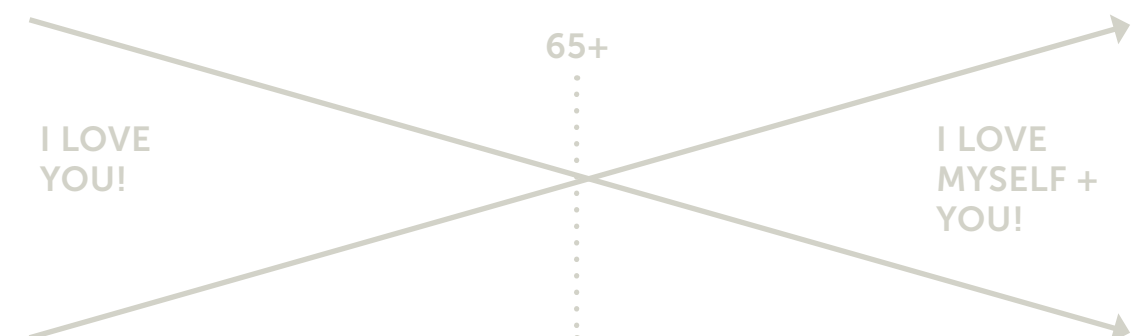
YOUNG LOVE
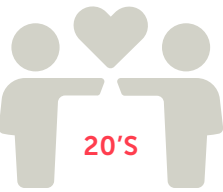
MID-LIFE LOVE

LATE LOVE

TOOLS OF
ATTRACTION ARE;

- YOUR LOOKS
- YOUR HAIR
- YOUR CAR
- YOUR BODY
- YOUR ENERGY

TOOLS OF
ATTRACTION ARE;

- STABILITY
- DEPENDABILITY
- COMFORT
- SECURITY

TOOLS OF
ATTRACTION ARE;

- HUMOR
- STORIES
- YOUR HISTORY
- YOUR VOICE
- YOUR KINDNESS AND
  THOUGHTFULNESS

YOU BRING YOUR
YOUTH TO IT.

YOU BRING YOUR
COMMITMENT TO IT.

YOU BRING YOUR
EXPERIENCE TO IT.

YOU PROCREATE
ADVENTURES
TOGETHER.

YOU PROCREATE
CHILDREN, PROJECTS,
HOMES, BUSINESSES,
PASSION PROJECTS
TOGETHER.

YOU PROCREATE
EXPERIENCES
TOGETHER.

" I NEED MOTIVATION TO MAKE
THE FIRST CONTACT.

I NEED HELP WITH MEETING
A NEW SPECIAL FRIEND. "

VITALITY

" WE WANT TO NOURISH VITALITY FROM WITHIN, AS WE GROW DEEPER, MORE GRATEFUL FOR WAKING UP EACH DAY.

- We have learned to notice the small things in life, become grateful for waking up each day, feel at peace with who we are, living in the present.
- We want to practice mind over body and energize our sense of self.
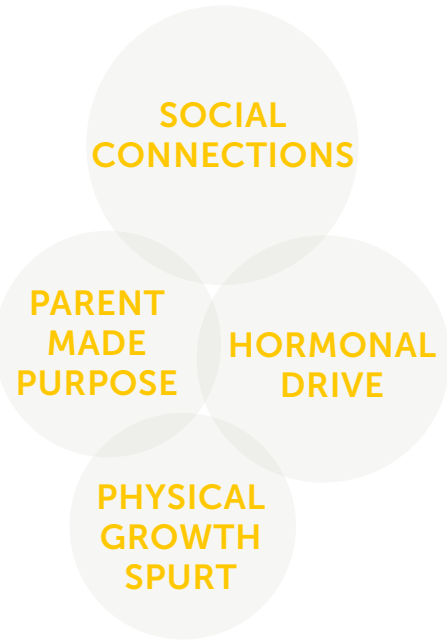- We want to be more sensitive to the subtleties of living well.

TRANSFORMATION OF VITALITY

65+

BODY OVER MIND
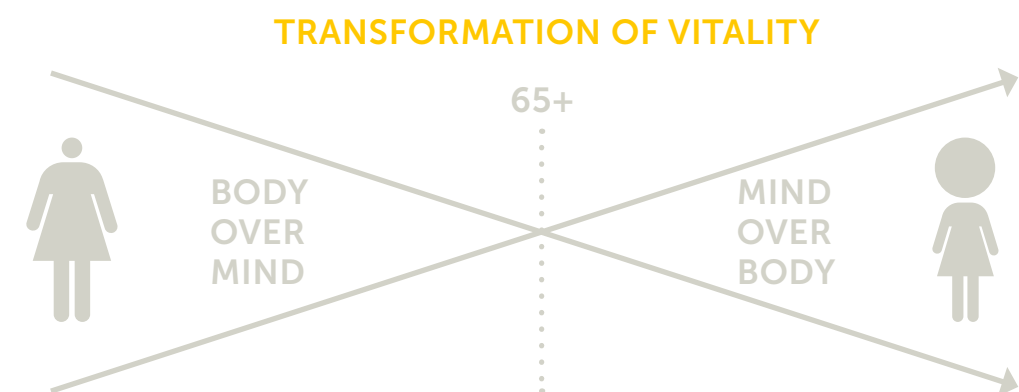
MIND OVER BODY

ALIVENESS + VITALITY INDEX

EARLY (20'S)

BODY OVER MIND

SOCIAL CONNECTIONS

PARENT MADE PURPOSE

HORMONAL DRIVE

PHYSICAL GROWTH SPURT

PARENTS + FRIENDS

YOUR LIFE IS DEFINED BY PARENTS, THEN FRIENDS.

MID (30-40'S)

EQUILIBRIUM

FAMILY CONNECTIONS

READY MADE PURPOSE

FINANCIAL DRIVE (WORK)

INTELLECTUAL GROWTH SPURT

FAMILY + FRIENDS + WORK

YOUR LIFE IS DEFINED BY FAMILY + FRIENDS + WORK.

LATE (60'S +)

MIND OVER BODY

SOCIAL CONNECTIONS

SELF-MADE PURPOSE

INTERNAL DRIVE

SOUL GROWTH SPURT

SELF

YOUR LIFE IS DEFINED BY YOUR SENSE OF SELF.

" HEALTH MEANS THAT YOU CAN DO ALMOST ANYTHING YOU WANT TO DO AS LONG AS YOU FEEL WELL

EVERLYN

WORK

> ❝ **WE WANT TO DO WHAT WE LOVE AND BE OUR OWN BOSS.**

- We want to do what we love—working on that book we've always wanted to write, teaching our holiday traditions to others, growing produce to send to friends and family all over the country, helping people do their taxes for fun.
- We want to reach into our cookie jars of talent to volunteer our expertise: teach, learn, and fight for a cause.
- We want to find new ways to supplement our incomes without sacrificing our own purpose and meaning.
- We want to have a structure to our days, balancing joy with productivity.

TRANSFORMATION OF PURPOSE

65+

READY-MADE PURPOSE

SELF-MADE PURPOSE

A LIFE OF WORK

BIRTH

5

WORK TO
LEARN   STUDENT

20

LEARN TO
WORK   NOVICE

30

EXPERTISE

LIVE TO
WORK   50

MASTERY

65

WORK TO
LIVE   WISDOM
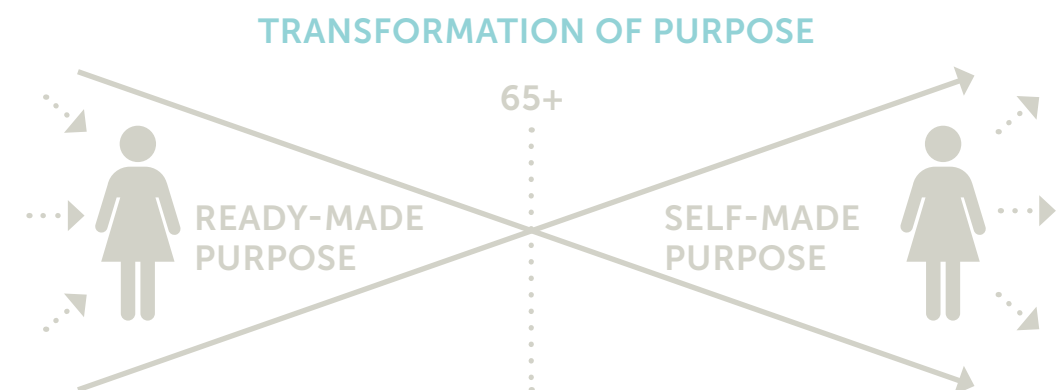
WORK
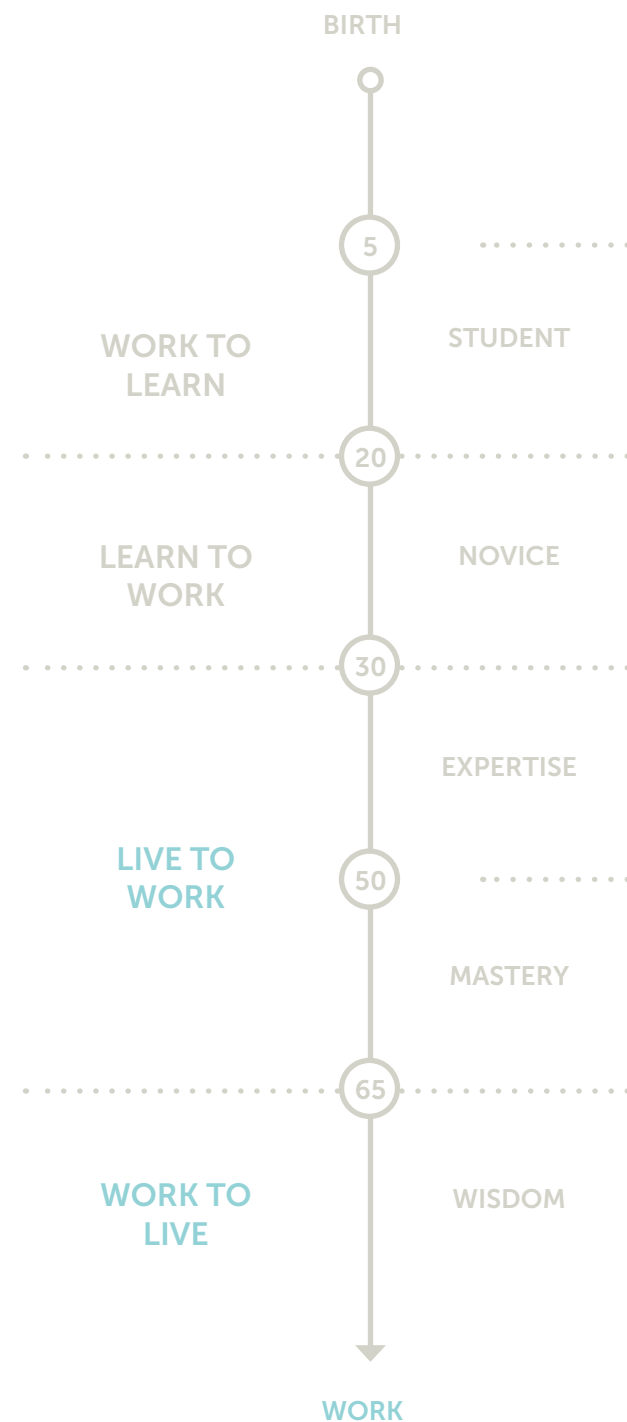
" I LOVE CONCENTRATING ON
THOSE THINGS I HAD NO TIME
FOR WHEN I WAS YOUNGER.

I NEED HELP WITH ASKING
FOR HELP. "

" WHAT I'M MOST PROUD OF AT
THIS POINT IN MY LIFE IS MY
ABILITY TO NEVER GIVE UP ON
THE GOAL I WISH TO ACHIEVE...
NO MATTER HOW LONG IT TAKES.

FRIENDSHIP

" WE WANT TO MAKE FRESH FRIENDS IN LATER LIFE WHEN OUR TRIBES HAVE MOVED, GROWN APART OR WERE LOST.

- There are so many layers to friendships — from a 15-minute connection while talking to a cab driver or planting tomatoes at a community garden.
- Friendships are made intentionally, with people who are between nine years younger and nine years older than themselves.
- Friendship can be found at a dog park you go to, even if you don't have a dog.
- They're made over common interests, in places in between where we live and what we are looking for.
- Friends are found in new social places that are neither home nor work.

A LIFE OF FRIENDSHIP

65+

FRESH FRIENDS

OLD FRIENDS

BIRTH

| PLAYGROUND: PLAY | SCHOOL: LEARNING | WORK: PURPOSE | FAMILY: CHILDREN | TO BE INVENTED: |
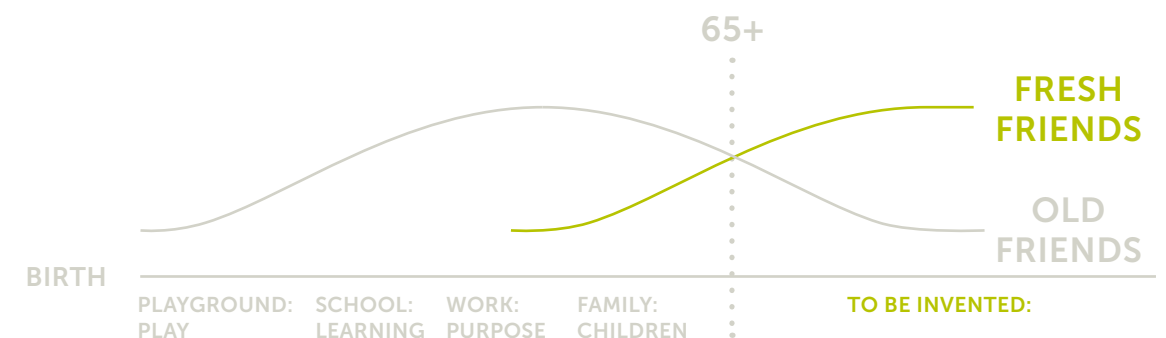
IN LATE LIFE YOU MAKE FRIENDS

MANUFACTURING SOCIAL TIES

MAKING FRIENDS IS A SKILL THAT BECOMES EVEN MORE IMPORTANT AS WE AGE.

PEOPLE   +   TRUST   +   COMMON INTERESTS   +

RECIPROCITY   +   PHYSICAL SPACE   +   SHARED TIME
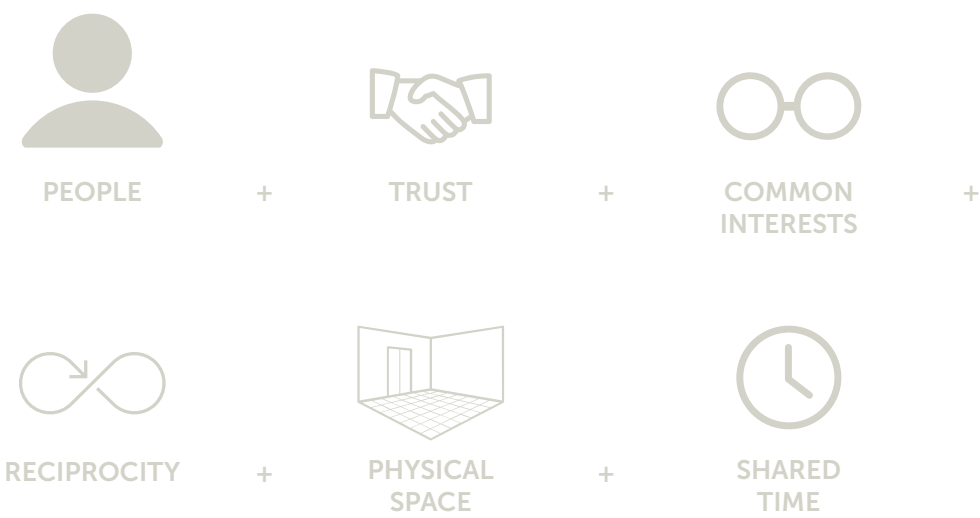
= MAKING FRIENDS

"
THERE ARE PEOPLE OUT THERE WHO'VE THE SAME DIFFICULTIES THAT I HAVE. ALL I NEED TO DO IS FIND THESE PEOPLE.

ONE-TO-ONE, DEEP FRIENDSHIPS WHERE YOU CAN SHARE WHAT'S INSIDE OF YOU ARE MORE MEANINGFUL TO ME.
"

OVERARCHING INSIGHTS

Older people brought up recurring themes in the co-design workshops, regardless of the topic, geography or the various types of communities across America.

These are:

- Community
- Time
- Follow Through
- Mind Over Body
- Courage
- Trust
- Service and Giving
- Intimacy
- Transitions
- Jobs
- Getting out of Bed

These are overarching insights that span the four opportunity areas we've identified. They become important ingredients that enable what older people want and create a path to true resilience. For instance, to make new friends, older people want to have the time and motivation, community and trust. Service and giving, jobs, getting out of bed and mind over body were important top of mind themes to enable work for older people. The next section explores each overarching insight, what older people said about their wants and needs, and the strategies, structures and experiential quality for designing for each.

COMMUNITY

TIME

FOLLOW THROUGH

MIND OVER BODY

COURAGE

TRUST

SERVICE AND GIVING

INTIMACY

TRANSITIONS

JOBS

GETTING OUT OF BED

COMMUNITY TRANSITIONS FOLLOW THROUGH MIND OVER BODY TIME TRUST

LOVE

VITALITY

WORK

FRIENDSHIP

COURAGE INTIMACY SERVICE AND GIVING JOBS GETTING OUT OF BED
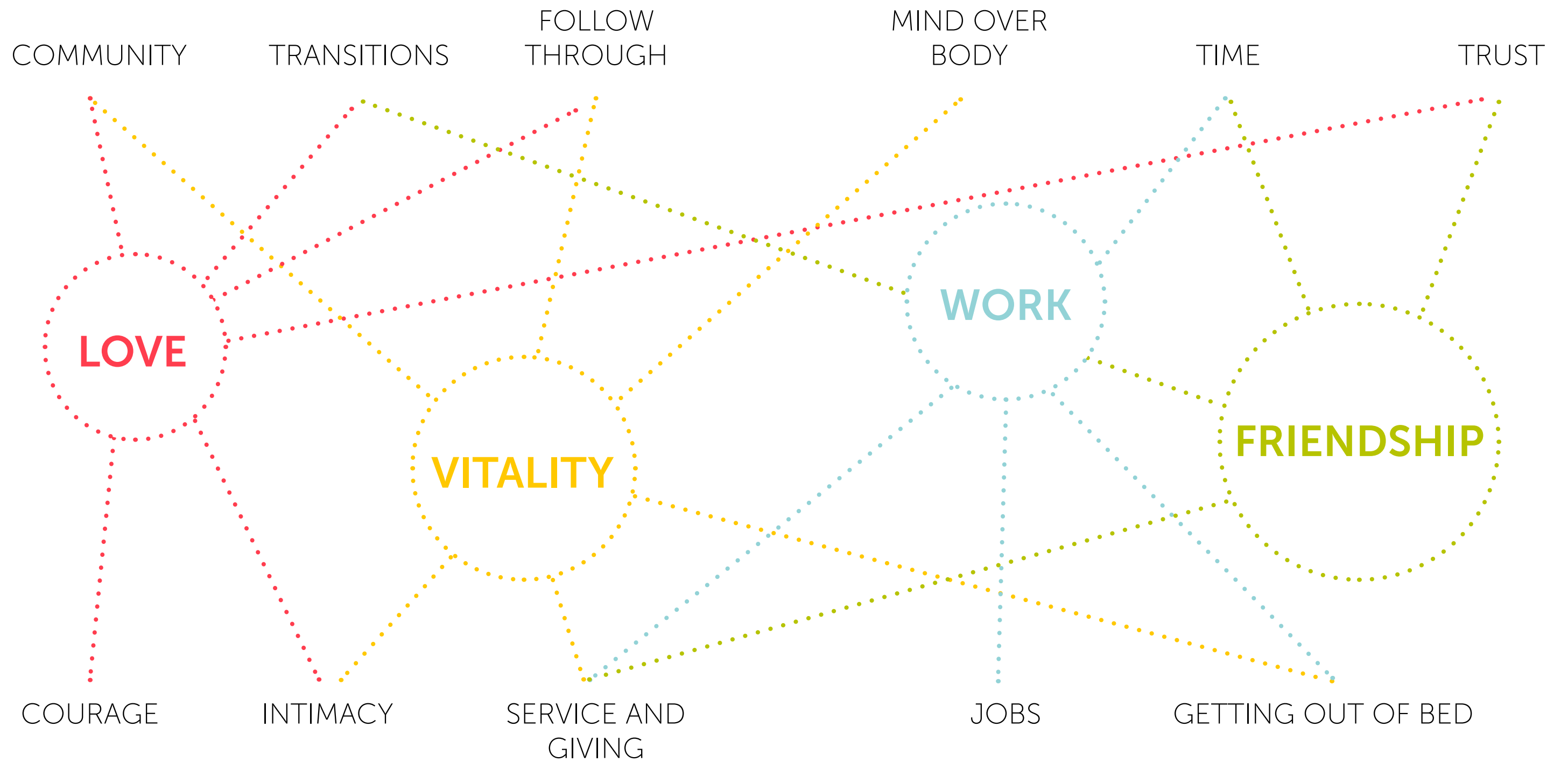
COMMUNITY

We are actively seeking to build or join communities we can be a part of, especially if they're not already a given, like church, work and family often are.

"
Being away from family is challenging. Having neighbors close by who I genuinely enjoy seeing, even if it's just saying "Hello, how are you? Good to see you!

I don't go to the senior center; I don't feel like I belong there.

I have a trash picker. I clean my street, showing what kind of a neighborhood I want to live in.

I need help with finding the time to be together with friends. "

OPPORTUNITIES

#1. STRUCTURED COMMUNITIES
Make it easy to create structured communities with a way to opt-in and opt-out effortlessly. We want to have a rhythm to the unstructured time we get in later life.

#2. UNEXPECTED CONNECTIONS
Make it easy for me to have unplanned, spontaneous exchanges with my neighbors, people I know or people I have yet to meet. Things like cleaning the yard, building a fence together or having coffee and cake. We want spontaneity for love, companionship, enrichment, service and asking for help.

#3. BEING IN-THE-KNOW
We want it to be easy to be in-the-know about opportunities and events to meet others through social and cultural activities, across metropolitan and suburban areas and even in small towns.

#4. OPTING IN FOR MOTIVATION
We are interested in opting in to new activities for community, for love, for friendship. Having things planned is motivating.

#5. NEW SOCIAL PLACES
Make it easy to have and find communities and places of connection, that are neither home nor work. We want to have new social places, like coffee shops, dog parks, dance halls, craft studios. Well-designed, inviting places where we meet old and new friends of all ages, gathering over shared interests, warmth, laughter, food.

DESIGNING FOR
COMMUNITY

STRUCTURES

Strong communities are built on structures that create a natural routine, effortless consistency and provide a natural structuring of time. They make joining effortless; opting in easier. They create spaces for both planned and spontaneous exchanges among their members, accommodating both elements of comforting sameness as well as delightful surprise and spontaneity. Structures for communities are self-starting, or externally organized and managed. They have the opportunity to plan for different times of the day or the week—when older people are typically more active than others. Alongside time, distances also matter. Our participants told us that whether they can walk, drive or commute easily to a community activity or space determines their participation. Great communities cultivate elements of "manufacturing social ties."

EXPERIENCE

Some of the most successful communities—like Master Gardeners, Institute for Retired Professionals, UFO (Unfinished Objects) Quilters—bring masters together around their lifelong experience and expertise. Activity is the center of such communities and the older people are the masters. "We are experts/masters and not just there to be "taught to."" Great communities cultivate the experience of feeling invited and special, even if it's not an exclusive or invitation-only community. They are intergenerational as well as multi-disciplinary, creating opportunities to meet different kinds of people and experience adjacent experiences. There's a shared goal, underlying values and active participation, albeit at different levels. These communities are encouraging, open-to-progress and reciprocal vs. competitive and one-sided.

STRATEGIES

When designing for community, having new social places that are beautifully designed rises to the forefront for a generation of users who are used to well-designed environments, like Starbucks. They are not "old people places" but places which are intergenerational. They're "one-stop" shops that make trying new experiences easier and provide information about a number of community activities vs. distinctly separate activities that require a lot more effort to learn, opt in or out. These communities have clear reciprocity principles with different options—what people can give, such as time, money, skills, knowledge and what they can gain, such as connections, new skills, help & support, money, self-awareness, etc.

These communities offer different kinds of connection opportunities:

- Spontaneous (15-minute connections in the post-office or with a driver)
- Interest/Skill-based (quilting or writing)
- Place-based (neighbors, community organizations) and
- In-depth connections (family, church, alumni) that overlap multiple community types (activity-based, faith-based, place-based).

> " We enjoy unplanned, spontaneous exchanges with neighbors; helping them in the moment like cleaning the yard or building a fence together.

TIME

We love that our time is our own to decide what to do with it. Yet, we want help to structure it, balance personal and community time, focus, and a better way to gift time - our biggest common resource — to ourselves, people we love and our communities.

"Sometimes scheduling becomes an issue with many medical appointments, social time and time alone.

A little work. A little play. A little nap.

My time. My choices. I don't have other people's rules or agendas I must follow.

I need help with pacing myself.

Sometimes several days pass before I realize I haven't talked to anyone. I need help scheduling social time.

I'm busy doing nothing."

OPPORTUNITIES

#1 GIFTING TIME
Make it easy to gift our time, our biggest resource: for things we want to do, for things we can help others do and for us to feel joy. We gift our time and we want to do more of that, easily.

#2 CALENDAR SAGE
Make it easy to structure, manage and prioritize our time, our biggest resource, in an adaptable, flexible and forgiving way. We want to focus when needed and have short and long term direction, with a gentle nudge of a sage and not a bossy boss.

#3 GENTLE PRODUCTIVITY
Make it easy to get things done with joy, feel better about ourselves and not guilty about productivity. We want to start and finish things for ourselves, gift our time and be of service to others.

#4 FLEX LIVING
Make it easy and fun for me to set my own schedules and have flexible living hours. I can sleep during the day and be awake at night. I want activities, people and services that can adapt to my and my friends' hours of operation.

DESIGNING FOR
BETTER TIME

STRUCTURES

Longer life is a time when conventional structures of time give way to more customized and organic time structures. These structures are more flexible, adaptable and forgiving and allow for four ways that older people want to use time:

- Sage-time: Give time to life, medical institutions, people and projects with balance
- Oomph-time: Getting things done with meaningful deadlines
- Joy of time: Self-direction and enjoyment of long stretches of unplanned time
- Me-time/We-time: Enabling a better balance of alone and together time

With longer life, time is both more ample and more valuable, which creates an interesting binary for structuring time. Users are very generous when they want to be of service to others and lend time as a resource. In contrast, there's an urgency to start projects and/or finish projects that are meaningful, especially legacy projects, without delay.

EXPERIENCE

When it comes to designing "time," our co-designers have expressed the following criteria—

- Give me a feeling of being done
- Have a feedback from a gentle guide or a sage rather than a bossy boss, a gentle nudge versus a warning
- Enjoy long stretches of unplanned time
- Flexible, adaptable and forgiving—not guilt ridden about productivity
- Help with prioritization and focus, potentially with made-up deadlines
- Gifting, giving and joy are the main experiences

STRATEGIES

Time management has a different quality for older people that is less about maximization and more about balance: balance of me-we time, balance of getting things done and feeling joy and balance of external motivators like money vs internal satisfiers like helping in exchange for the time given.

Older people tend to have different time frames and schedules that are outside of the 9 to 5 work hours, which opens the door to utilizing existing unused capacity of built environments, social hubs and open areas for activities, experiences and services that fit this "flexible living."

Time itself emerges as a new and valid currency, where people gift and give time as a way to expand their lives. This lends itself to developing disruptive strategies that use time as currency in new creative ways.

> " We enjoy this time immensely. We worked hard and we want small joys sprinkled in our days.

FOLLOW THROUGH

We don't talk about purpose with a big "P" but we want to feel useful and be needed. Taking a friend to the doctor or cooking for your grandkids. If not useful, you lose your motivation.

> " I have a hard time motivating myself to start a new pursuit and work as an artist.

Everyone needs a non-bossy bossy friend who motivates them.

I push myself everyday to come out and see my friends.

It's better than 25 when I lacked confidence. I feel that the wisdom that accompanies experience ease the pains of aging.

If I don't have anything planned, I don't do anything. "

OPPORTUNITIES

#1 GIVER PLATFORMS
Current work platforms are geared towards business and employment for people who are motivated by better jobs, earnings and recognition. Later in life people are not motivated by income, position or fame but by being of service to others. The opportunity is to create platforms that connect us to others who need our kind of help and expertise. The kind of fame we're looking for is being known as a giver, helper, a true friend, a good neighbor.

#2 UFO'S
For many, what's hard is finishing what you started. The opportunity is to set up what one participant called UFO's, Un-Finished Objects. Gathering 2-3 times a year to solely focus on finishing unfinished objects, like quilts, with your group/community/club. This can be developed so that it can become a weekly or monthly event to motivate people to get together and focus on one thing that they need to finish.

#3 USO'S
This is a time when we want to do what we love, a project we've waited our whole life to do. The opportunity is to motivate us to get started and show us the smaller steps that take us from start to finish. A version of this could be USO, Un-started Objects. To encourage people of all ages to start a project that they're interested in. There can be different categories: object-based projects, like quilts, knitting, ceramics, painting; writing-based projects like starting or finishing a book, etc.

DESIGNING FOR
FOLLOW THROUGH

STRUCTURES

People 65 years of age and older are responding to self-motivation by identifying what truly matters to them—something they're passionate about and that makes them feel useful. They're starting projects they've always wanted to and/or finishing projects they've started but never got around to finishing. They express the need to focus on just one thing, versus a plethora of possibilities, and push it forward. They identify being needed and helping others as a great source of motivation and seek networks that will connect them with family, friends, neighbors and even strangers to help.

EXPERIENCE

Designing for follow through requires a true understanding of what makes us human—the emotions, conditions, what we associate with having purpose and meaning in our lives. You're motivated when you're needed. Designing for motivation and follow through means creating an experience where you feels useful and needed, doing something for others. Experiences can include:

*   Belonging to a community where you can give back, do something well and where you're recognized for what you're good at.
*   Creating the intellectual conditions of motivation—practicing your skills, learning continuously, getting in the flow and excelling.
*   Feeling motivated enough to get over your pain or fatigue.
*   Going out of ones comfort zone to get stuff done because they are needed or because they love what they do.

The experience of doing what you really like increases your desire and motivation to follow through.

STRATEGIES

Follow through is a journey. On this journey, road mapping—planning and scheduling activities to help you get things done—emerges as a foundational tool. Then comes community—being part of a community where you're recognized for your skills and having people who appreciate your work and what you do, creating a motivational feedback loop.

This goes hand in hand with being in the know about and anticipating the needs of others so that you can be of service even without being asked, gifting your time, your skill, your output as a way to make others happy. It requires focusing on one thing, making a decision and sticking to it. As one of our participants said, indecision is a cat chasing its tail.

Participants mentioned that they get stuck in an indecision loop: Creating a practice for gratitude, giving people a reason to go out and do something and showing them what a difference they make when they do help with that. And as one of our participants told us, having a "non-bossy bossy friend" who urges you to do things also helps. This motivator can be an accountability partner, team or community of like-minded people with whom you share skills and interests.

> " I want to find something I'm good at and pursue it with the same enthusiasm my son has for backgammon.

MIND OVER BODY

Everything is a matter of attitude for us. It's good or bad depending on your attitude, how you treat yourself and others. Practicing self-compassion, not feeling sorry for yourself, being in the moment, appreciating the small things in life and being grateful.

" I waited all my life to garden, and now I have arthritis.

I need help with oomph.

How do I keep an optimistic perspective?

I need more self-discipline to exercise.

Getting out of my house is getting out of my own head. "

OPPORTUNITIES

#1. INNER PEACE
Make my calmness, contentment and experience I've reached at this age accessible and easily shareable with others who might need these.

#2 CARPE DIEM
Make it easy to connect me with what I love earlier, and doing it sooner vs. later when I don't have the capability to do it. Avoid the Great Retirement Myth by not leaving things to later life as well as preparing for later life earlier.

#3 DISCOVERY IN PLACE
Make it easy to discover my surroundings with new eyes and a feeling of adventure and inject "newness" to my new life -- meeting new cultures, new people, architecture and interests without traveling afar.

DESIGNING FOR
MIND OVER BODY

STRUCTURES

Different structures—from religious to secular, from individual to community-based, from physical to mindful—help older people practice and strengthen mind over body. They can be designed to deliver better, more meaningful and joyful experiences for older people.

- Religious structures can help older people have faith that things will turn out alright and that a higher power is in charge.
- Mentorship models can help them listen to the advice and coaching of somebody else to practice optimism, courage, strength and build habits for resilience, curiosity and motivation.
- Activity models, like travel, community gardens and libraries help them get out of the house and put them in contact with others, with nature, with learning.
- Service models can enable older people to help others and find meaning in sharing their time and skills.
- Intellectual models can help older people create and make things with their hands and mind, from writing to doing ceramics or quilting, participating in book clubs and workshops.
- Club models bring people with common interests together to learn or practice something they're passionate about as a group, from music to surfing, dancing, hiking or travel.

EXPERIENCE

Mind over body experiences need to be thought of as platforms and be adaptable to different user experiences and formats. Imagine a meditation platform developed for older people. It should have options for a class (community/shared) as well as at home experience (individual/private). It should have an analog (printed book) and digital (screen) option. It should be geared towards learning as well as towards daily practice. It should incentivize people to practice and encourage habit building.

STRATEGIES

Here are strategies we identified that older people use to practice mind over body.

- Prayer and faith: Acknowledging that they're not in control—God is in charge.
- Meditation and/or yoga: Being in the moment and not thinking about your worries.
- Exercise: Doing physical activities like walking, dancing, swimming. Getting out and about. Stronger body, stronger mind.
- Mentor/Pastor/Coach: Putting your faith in someone else and embracing their point of view and advice.
- Friends: Sharing intimately and without judgment, having compassion, belonging and feeling they're not alone and learning from their experiences.
- Support groups: Sharing and feeling that they're not the only one with these problems.
- Getting out of the house: Keeping their minds busy by running errands, especially when helping others.
- Medication: Using medicine as ammunition to have control over their pain and aches.
- Being of service: Helping others and feeling useful. Treating others well makes them feel better about themselves and gives meaning to their lives.

> " Previously I would look for a feeling of accomplishment and I needed to feel that I had accomplished something. I have learned that it is possible to smile and chatter in a space that is very quiet and non-judgmental. It's that reaching outside vs. looking within.

COURAGE

New things make us come alive. Even with all our life experience, we still cherish having a beginner's mind. But trying something new takes courage. No matter what your age. Give us ways to find the courage to try new things.

" I'd enjoy teaching music to little kids but it's so far out from my comfort zone. Learning how to actually do this will take a lot of encouragement.

I know I can be fearless in accomplishing my goals.

Rejection still happens. And it still hurts. But you are not as vulnerable as you were when you were a teen.

If the other person doesn't start, you start. It's one word. Just say hello! "

OPPORTUNITIES

#1 ENCOURAGE MY GO-GETTER SIDE
Create experiences that encourage doing. Remove our obstacles by anticipating our needs and enable us by tapping into what's unique about us. Offer us bargain prices if we do something with friends. And since you know our schedules are flexible, add incentives that favor flex-time planning.

#2 BREAK IT DOWN
Make it easy for me to break down complicated tasks — from retirement planning to downsizing — into smaller, manageable sizes.

#3 DO IT NOW
Create experiences of coaching and motivation that understand what I want to do, match me to an accountability partner and help me try new things out of a menu of choices, providing a new approach to things I want to accomplish in retirement.

DESIGNING FOR
COURAGE

STRUCTURES

Who wouldn't want to have the courage to try new things? And who among us doesn't feel fear in the face of new experiences. Structures that promote courage often help by repeating things until they become a habit. Habits and rituals take the fear away. Another structure that helps us navigate new experiences is breaking the experience into smaller pieces or steps so that your confidence builds, one manageable step at a time. Scheduling and paying for something–committing time and money–makes it harder to back out easily. Confidence builds when you have guidance to make the right decision at the right time. Courage is built as you understand what you will gain from a new experience. Trying new things expands your sense of time and brings joy.

EXPERIENCE

Designing for courage is designing for emotion. Emphasize the thrill. New things can be scary but they're also thrilling. Encourage processing what makes a new experience scary by talking to others and/or journaling about it. Have a friend guide you so that you feel secure and supported on the journey. Build up your courage through warm-up rounds and smaller steps. Intellectually model someone else trying this experience, even your younger self. Spiritually lean into the sense of wonder that comes from trying something new and succeeding.

STRATEGIES

In the face of something new, strategies for courage create experiences that encourage doing. They remove obstacles by anticipating the needs of older people, enable them by tapping into what's unique about their life. Strategies for overcoming fear of the new can include offering bargain prices if older people can do something with a friend. And since schedules are different and might be more flexible at times, these strategies can include incentives that favor flex-time planning.

Some other strategies: Break something new and potentially daunting down to its smaller steps. Give guidance from one manageable step to another for big undertakings like downsizing and moving to a new place or big self-actualization projects like writing the novel and getting it published. Help schedule each step so it can be planned. Gain a sense of accomplishment, like checking steps off a to-do list.

What's familiar creates a safety net even as one practices the courage to try new things: Make finding new things easy and delightful, even in what's familiar–like doing something new every day in one's own neighborhood (trying that new bakery, or a new pastry, or sitting at a different park bench).

> " I need courage to keep going and have an artillery of courageous acts: say hi, smile, go to new places, learn something new.

TRUST

We want to be able to know who
to trust. When opening the door to
someone, answering a phone call,
meeting new people, reading a news
article. Trusting with confidence
allows me to grow my community, my
experiences, my knowledge.

" Trusting family to help with financial troubles if you
can actually share your troubles and ask for help.

I want to be safe and know who and when to
be trusting. "

OPPORTUNITIES

#1 TRUST BUILDER
Make it easy for me to deepen relationships by rapidly verifying, and validating the trust factor of a
new acquaintance through networks, referrals and other trust building factors.

#2 WAYS-TO-TRUST
Make it accessible to deepen our understanding of new ways and methods to assess and trust --
with facial expressions/body language tips, practical digital tips, inter-personal relationship tips.

DESIGNING FOR
BUILDING TRUST

STRUCTURES

When deciding who to trust, our social networks play a big role, perhaps even more than our own judgment and first impressions. We latch on to recommendations from a trusted entity or community we belong to, like a church, a book club or a school. We listen to trusted authority figures and experts, like a coach, pastor, doctor or a community leader, and our trusted friends. Trust gets transferred from person to person—I trust you and if you trust them, then I can trust them.

EXPERIENCE

Trusted people—friends, family, authority figures—are the bedrock of building trust. We can read a person through their facial expressions and body language, but often that's not enough to create trust, and we look to recommendations from people we know. People on the phone, online, people who show up on your porch or doorstep do not inspire trust, unless coupled with a referral from a friend, neighbor and/or authority figure. You expand the circle of trust when trusted people introduce you to new friends, experts, services.

STRATEGIES

Trust begets trust. Strategies for building trust are more effective if you partner with an already trusted entity, advisor or friend. Each serves as a trust accelerator. You partner with a trusted entity—establishments and brands users already trust—through co-branding or partnerships, testimonials, referrals or guarantees. Partnering with a network of trusted community leaders, neighbors, or people connectors also helps expand the circle of trust quickly. We saw this phenomenon in action when promoting our own workshops—in locations where we had a community advocate, people showed up in large numbers. You're also more likely to opt in if someone you know and trust invites you to an event or activity. A network of trusted friends serve as trust accelerators.

" I want to trust more so I can build new relationships and expand my community.

SERVICE AND GIVING

People everywhere talked about helping,
being of service and gifting. There's
an abundance of giving: Time, love,
attention, skills, money & belongings if
possible, knowledge, family history and
memories. These come from reciprocity
or generosity or both.

"

> I want to volunteer and help without
> worrying about the inner politics.

> I know what I am good at. I don't know how to share
> or teach what I know easily.

> I am good at loving, encouraging, listening, motivating and
> paying attention.

"

OPPORTUNITIES

#1 EASY SKILLS SHARING
Make it easy to share what we know by finding others who're interested and setting up a structure
for it. We want new friends, ideas, stronger relationships, recognition and some extra money is
good too.

#2 GENEROSITY OF TIME
Make it easy to give and gift our time to our loved ones, family and friends, neighbors and
community. We want to get out of bed, have the motivation and oomph to be needed.

#3 EZ GIFTING
Make it easy to gift our time, skills and knowledge to reach whoever needs it. We want to help
without barriers of internal politics, inflexible schedules or requirements of outdated volunteering
systems.

DESIGNING FOR
SERVICE AND GIVING

STRUCTURES

It's easier to know what you're good at the more experience you have, unlike when you're younger. What is not easy is communicating, sharing and gifting these skills. Especially when you are not part of a traditional workforce, family and/or religious community. There are not many structures currently in place for the kind of abundant service and giving we are capable of. Give us new structures that make it easy and flexible to find others who are interested in what we have to offer. Create new structures for institutional and non- institutional helping, alongside volunteering.

Helping is people-centered and not institutional, even if it's done at an institution. Flexible structures are needed to govern, regulate and manage both helping and volunteering with ease. Our time can be remunerated in multiple ways—credits for skills shared, credits for in-the-moment help, memories, good karma. Money is a nice to have but not the main or sole driver.

EXPERIENCE

Experience of service and giving is reciprocal or generous. Some interactions are purely generous—giving with no expectation of a return or gain, while others are more reciprocal—a give and take. The experiential quality of service and giving needs to allow for either to happen. A good service and giving experience is,

- Peer-to-peer and unencumbered by rigid structures or out-of-date ways of serving,
- Helping without the intervention or bureaucracy of an institution,
- Is about human and life skills; like a school of life and being a better person.

STRATEGIES

Innovative Service & Giving strategies will shift the thinking on giving time by making it the new currency of value. Create a new marketplace for giving in multiple ways—time, history and memory, kindness, skills and know-how. Time is the biggest consistent resource for people age 65 and older, unlike money or financial tools. Giving, managing and getting time for others are the best motivators and a big driver of purpose. New strategies will emerge to manage and maximize gifts of time across multiple recipients— family/friends, neighbors and even strangers.

GIVING			
MY TIME	**MY HISTORY & MEMORY OBJECTS**	**MY SKILLS**	**MY KNOWLEDGE**
1. VOLUNTEER • Beyond institutions, politics • Causes I care about • Social, Intellectual gain **2. HELP** • Family: Grandkids, activities • Friends: Take a friend to doctor • Neighbors: Clear out the yard • Neighborhood: Pick up trash - model behavior.	• Declutter: Separate what's valuable and not • Gift existing possessions • Make legacy objects: Books, quilts, scarves	**1.LIFE CRAFTS** Loving, encouraging, listening, motivating, paying attention **2. COOL CRAFTS** Quilting, knitting, woodworking, canning **3. PROFESSIONAL SKILLS** Financial literacy, design, resume writing, taxes	• Life Skills and Knowledge • Family History and Knowledge • Professional / Technical Skills

> " We help others so we can stop thinking about ourselves.

INTIMACY

Looking for love is a (full time) project. We are looking for courtship and intimacy but with freedom.

" If you want to meet men, go to Macy's Men Department.

I know what I want in life, and I am not willing to stay in a relationship just to avoid being alone.

I am more comfortable in my own skin. "

INTIMACY STORY:

I was at the ATM one evening. I noticed a handsome man come in. It was later so I must have turned and looked at him. He said "Don't worry, I am here to just get some money, I'm not going to rob you." In the moment, I said "I was actually wondering if you are getting money to take me out for breakfast in the morning," in a playful way. He chuckled and we exchanged phone numbers, and indeed we went for a breakfast the next day. We dated a bit after that. It wasn't the biggest love of my life but sometimes you just need to be playful. He could have just laughed at my joke and moved on and that would have been okay too.

OPPORTUNITIES

#1 EXPERIENTIAL LOVE
Make it easy to attract people who like me the way I am: by being playful, taking small chances, bringing humor and my comfort in my own skin.

#2 WARM-UP
Make it easy for me to go on "warm-up" trips. Short outings I can take to get to know someone better, as a friend or love interest. Without investing too much time or money. Where we discover each other while discovering new things and places.

#3 CASTING CALLS
Make it easy for me to have "casting calls." Meet and greet people on my own turf. Have a good moment, be in my element, even if the date doesn't pan out. I want to have places to spend time with someone that are not my home but where I feel at home.

#4 COURTSHIP IS FUN
Make it a fun and delightful experience that I want to devote my time to.

DESIGNING FOR
INTIMACY

STRUCTURES

Structures around looking for and finding love include qualities and criteria older people value and are seeking. Some of the filters that emerge are:
- Freedom vs. Dependency
- Self-care vs. Caregiving
- Photographic representation vs. Experiential representation (voice, laughter, wit, story-telling, humor, etc.)
- Co-habitation vs Independent-living
- Various degrees of romantic love: Flirting, companionship, doing things together, deep love, living together, marriage

These filters can be deployed through a "matchmaker" or algorithms and AI.

EXPERIENCE

Later love is an experience. This experience is about people who've learned to love themselves and who are seeking to be loved as they are. Older people know who they are and less willing to compromise. Looking for intimacy is much more focused on experience than physical qualities, and involves attraction and sexiness through humor, voice and stories. It is about being real and true to one's self rather than striving for perfection. It allows for spontaneity. The experience is greatly augmented when it feels like there's human touch or thought in the selection/matching.

STRATEGIES

Looking for love in later life with a lifetime of experience in loving and being loved is different than falling in love for the first time or young love. Different and more sophisticated strategies are called for. Strategies that create clever experiences to meet and get to know a potential romantic partner. People age 65 and older develop different kinds of selection criteria for partners, beyond physical and visual attraction. They use a combination of digital and physical tools to enable finding love, such as a human intervention/ matchmaker aided by AI.

> " I like myself—funny and spontaneous. I want to meet people who like me just the way I am.

TRANSITIONS

We go through important transitions when we stop working; when our kids grow and leave the nest; when we downsize and move into a new apartment, neighborhood or city. We want it to be easy for us to figure out what we are going to do with our new-found time. To know who we want to be now that we are not defined by our work. How will we make new friends. How will we be more self-sufficient. Where we will choose to live. What will motivate us and make us feel useful.

"
I want to work on making a family history book. My late husband was great at this. I am the only person who can do this. The problem is other projects consume my time and energy.

Transitions in my life usually give me a pause and I have to really work through them.

I need help downsizing. "

OPPORTUNITIES

#1 AGE 65 AND OLDER DISCOVERY PLAYBOOK
Make it easy to help me decide and know what to expect in retirement practically and spiritually, have guidance on various options on what I might want to do next, earning potential (income, karma, social....), time management/structure training, and have a built-in commitment/accountability partner for follow- through.

#2 READY-MADE RETIREMENT
Make it fun to imagine retirement by having ready-made retirement paths for different personas: Self-starter, Community-builder, Life-long worker/learner, Laid back leisurer. Structure seekers vs Structure-builders.

#3 EXPAND MY REACH
Stretch who I reach out to by making it easy to reach out to people I wouldn't normally meet or deepen my friendships with. Expand my reach to new activities/hobbies.

DESIGNING FOR
TRANSITIONS

STRUCTURES

Life transitions—retirement, downsizing, moving to a new city or community—can be facilitated by peer groups, communities and support groups. Some of these can be self-organizing peer groups, similar to social groups new mothers form. Coaches, advisors and experts can also play an important role in navigating transitions to retirement or free-lance work, just like they do during job-related transitions. Training and workshops for learning how to manage later life transitions, as well as books that help us prepare or manage transitions can be equally beneficial.

EXPERIENCE

Life transitions are the beginning of something new as well as the end of something we're accustomed to. As such, they're as thrilling as they're terrifying. Designing for these transitions often requires managing both ends of the spectrum, emotionally, physically, intellectually and in spirit.

- Managing the emotion of transitions: both fear of and excitement for the new.
- Managing the physical side of transitions: the fatigue that comes from making many decisions and the energy of new beginnings.
- Managing the intellect of transitions: from being overwhelmed by the unknown to embracing the benefits of the transition.
- Managing the spirit of transitions: having a beginner's mind while also being an expert, drawing on all of our years of life experience.

STRATEGIES

Like other seasons of life, later life presents challenging changes with accompanying opportunities to learn. The fear and uncertainty associated with life transitions can be mitigated through learning—learning what to expect when retiring, downsizing, moving in with children, moving to a new city—through books and workshops. Another strategy to deal with change is by creating a feeling no one is alone in this experience through peer groups or workshops . Prototype and experience it in small portions before making the actual changes. Prepare for a transition ahead of time, rather than after the fact. Break it down into smaller, more manageable steps so that it doesn't happen all at once but is a step-by-step process. Having an objective, empathic coach can help guide you through the process and facilitate your to-do's. For example, have someone help sort what to keep, what to give away and what to sell, and see the process through, when downsizing.

> " I don't think I realized how the stress of my work affected me physically and mentally. I feel so much healthier and happier than I have in years.

JOBS

People who tap into their skills and desires, who ask questions and for help fare better & feel more secure even as changes in disposable income happen.

" I want to find a gig that's around my house, that is part time and that fits my schedule. I like being around young people and being in a work environment. Some extra money is good too.

I need interest more than money now.

Becoming a musician after retiring is like having a second life. I'm surrounded by very different people because I am doing something very different.

I am more capable of learning what I need to learn.

Put pride aside to seek the help you need. "

OPPORTUNITIES

#1 GUIDED SHARING
Make sharing and teaching my skills easy to use and guided. Find my community to teach, structure a plan, initiate the first lesson, etc. with digital + non-digital learning and teaching options, with a focus on helping my neighbor (rural/small/suburban) and volunteering/share my legacy/community building focus (everywhere).

#2 GOOD@LIFE
Make it fun and rewarding to share our life skills - nourishing self and others, making sense of life, listening, motivating, encouraging, loving, organizing.

#3 ACTIVITY STITCH-FIX
Make it convenient and inexpensive to try a menu of new things and access to information for new activities, localized. Opt-in effortlessly keep doing what we like.

#4 SKILL EXCHANGE
Make bartering my skills for things I want and need easy; Expand my ability to teach or share skills (work as an artist, woodworking, cooking for picky eaters) and learn how to scale, bring structure, reach an audience (learn Instagram, learn how to publish a blog, a book, internet marketing, time management, cleanup studio space, computer/digital privacy and security) across my family, extended community and possibly strangers. A marketplace for time/money/skills/friendship exchanges.

DESIGNING FOR
JOBS

STRUCTURES

Older people are actively looking for work opportunities that tap into their skills, fit their goals, schedules and priorities. Structures that are flexible, serving the various needs and personas of older people, that allow them to choose and pursue opportunities are needed. Some motivations and needs include:

- **Stimulation-seekers** who want to work for a flexible organization. Positions are flexible for schedule, driving/commuting distance and type of work; provides a social environment to make new connections/friends, offer opportunities to teach or learn, with enough compensation to make it worthwhile. This engagement level is a bit higher than a non-compensated volunteer experience, where the older person is looking for social, intellectual, emotional or physical stimulation and financial gain is important but not the priority. "Making some money is good too."

- **Joyful income boosters** who are looking for ways to build a freelance or micro-business. Build know- how of reaching new customers, marketing, storytelling, promoting and structure to significantly boost a fixed income. This engagement level is high, similar to pre-retirement in terms of time commitment, yet older people prioritize what they enjoy and want to do— dog-walking, since I love dogs and nature vs a desk job just to earn income.

- **Passion project or non-monetary recognition seekers.** Some people are simply looking to do what they've always wanted to do without any desire or motivation to make money from it - playing and making music, baking Irish Soda bread from a traditional family recipe. These people might sell their goods or earn income with their gigs but they don't actively seek it.

- **Discoverers or continuous-triers** who are looking for ways to figure out what they want to do, similar to high schoolers looking to figure out what career or college they want to pick. Others try many different things, hopping from one opportunity to the next; with various levels of expectation of financial gain.

STRATEGIES

For job seekers of 65 years of age or older, creating highly personalized and customizable work opportunities — hours, time commitment, schedule, type of work, type of gains (social, emotional, intellectual), social environment (being with younger people, a mix of ages, etc.) is key for engaging older people and creating a desired paid work experience. For older people, paid work experiences focus on gains such as:
- Social: Friends and new people (older/younger/mix)
- Intellectual: New approaches, new ideas
- Emotional: Teach and share, recognition
- Physical & Mental: Getting out of bed and mind, and sometimes actual physical exercise (walk, exercise, nature)
- Financial

"Discoverers" are looking for experiences that are playful, fun, and guided, offering "casting calls" and invitations to try new experiences in peer groups.

EXPERIENCE

When designing for increasing income for older people, considering various personas and different motivations around money is key. Offering customizable and personalized schedules, commitment levels, drive/commute distances and social benefit options becomes critical:
- Time commitment (balance self and work)
- Mobility: Driving/Commuting distance
- Joy as a criterion for paid work: Enjoyment level and how enjoyment is achieved (Share/ Teach/Plan/ Organize/Be with people/animals)
- Gains: Social, Intellectual, Physical, Emotional, Financial, or a combination of these.

Also consider the need for:
- A combination of digital and physical tools to help older people find and/or build paid work
- A guidance aspect to help the Discoverers or Continuous triers.

GETTING OUT OF BED

We are using "Getting Out of Bed" both figuratively and literally. We wake up and think, I am alive! Then we get out of bed, then out of our room, then out of our house, out of our neighborhood, out of our city and, beyond it, out of our country. Getting out of bed is both a physical reality and a mental state. It is the prerequisite for expanding our circle of reach, places we go and activities we inhabit.

GETTING OUT OF BED STORY:

My brother built me a cabin in the woods with two steps in front and a swivel chair. I go up there, sit in my chair and swivel. And when I see something, I shoot it. I share what I shoot and I don't kill anything I won't eat.

OPPORTUNITIES

#1 EXPANDING THE CIRCLES

Make it easy for me to travel, near and far, on my own terms. My time is flexible and there are so many places I still want to discover but it's not easy to find companions, figure out the logistics, find the courage to travel, without spending a lot of money. I'd like to see my own city, my state and go across America and beyond, alone or with others, inexpensively, at my own pace and feeling safe and adventurous at the same time.

#2 AUGMENTING THE OOMPH

Make it easy for me to figure out what excites me, what gets me out of bed, even if for a few hours a day and do it regularly. I'd like some guidance to figure out what I like, how to have that "oomph" feeling that comes from having something you look forward to doing, and then going and actually doing it.

#3 PAIN ARSENAL

Make it easy for me to be educated about my "pain arsenals" so that I can improve my pain management routine, wake up and go about my day pain free and/or with minimum pain.

DESIGNING FOR
GETTING OUT OF BED

STRUCTURES

After 65 years of age, when most of the conventional structures that require us to get out of bed go away and we come the boss of our own time, we need new structures to get us out of bed and into the world.

Time management structures can help get things planned and scheduled ahead of time. People, friends, family or aids, can get us out of bed by calling us or showing up at our door. Services can provide a call and a voice (AI or live) that reminds us why we want or need to get out of bed that day, like a wake-up service that is customized to our daily program. Apps can help us build new habits for getting out of bed even if we don't have a boss waiting for us. Time-release medication we take the night before can be activated in the morning for pain relief, motivation and energy.

EXPERIENCE

Getting out of bed is both a physical experience as well as a state of mind. We need to train ourselves to manage physical obstacles like bad weather, pain and aches, and lack of oomph (as one of our participants put it). Just as importantly, providing opportunities for people to help others, like their family, friends, neighbors, and/or community members, are the best motivators to help us get out of bed. Healthy daily habits like establishing a daily morning routine or scheduling events in advance also help. Mind, body and soul—when it comes to getting out of bed, we need experiences that activate all three.

STRATEGIES

Our participants told us simple, effective strategies for getting out of bed. Plan things ahead of time, even if it's doing it the night before. Help others. Helping others is the best motivator for getting out of bed. Identify why and how you procrastinate. Have new social places and activities, that you can go to without a friend but where you feel welcome and among people who share same interests. Build regular habits that get you out of bed and out of the house, like having a dog to walk, having coffee at a cafe, or a daily walk through the neighborhood to pick up trash.

" We all only get one day at a time. No one gets more. No matter if you're the richest or the poorest person in the world. We all only get one. We all get the same.

5.CONCLUSION

## ACTIONS YOU CAN TAKE TO CHANGE AGING IN AMERICA

The time to change aging in America is now. In 2020, 55.9 million people will be 65 years of age and older. This number is projected to nearly double over the next three decades.

They want the same things they have always wanted, the same things you want. To love and be loved. To feel useful and help others. To have friends and belong. To get out of bed and feel the thrill of being alive.

To change their life now, and yours in the future, consider what you can do:

- **Same, different.** Explore the intersection of how similar we are, even if we go about things differently.
- **Design good goods for older people.** Destroy the last vestige of bad design—products and services for older adults.
- **Make the invisible visible.** See and make visible the older people who feel they've become invisible.
- **Tap into this new market.** These 25 years of life didn't exist before. Service it to create new businesses, new jobs and improve millions of lives.
- **New old are exciting.** Change the story on aging, beyond the old preconceptions. They are interesting, resilient, dynamic, curious, courageous.
- **Empower spending with alternative models.** Like millennials, older people have spending power but often prefer alternatives like bartering, renting, sharing and daily smaller payments.
- **Solve for aging, solve for everyone.** As Don Norman, author of Design of Everyday Things said, help older people and the results will help many more, including yourself, someday.
- **Nurture reciprocity.** Create opportunities for older adults to teach and learn with each other, and across generations.
- **Simplify the complexity of life.** In designing for older people, aim for simplicity. Make normal life easier.

You too can co-design with older people. Visit The SCAN Foundation website (INSERT LINK) to download the Co-Design Kit & Facilitator's Guide, for a step-by-step guide on our process and experience this transformation first-hand.
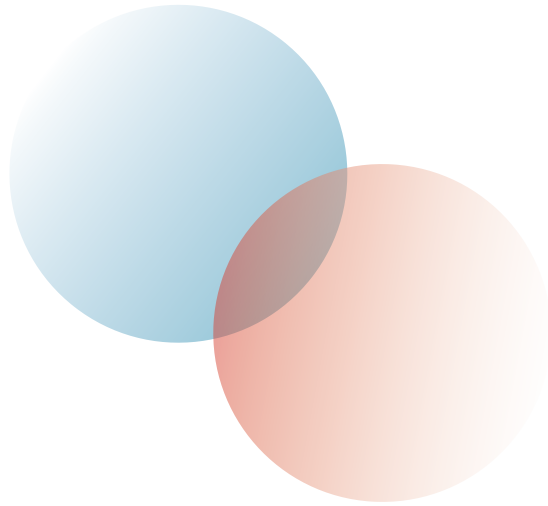
The *Co-Designing with Older People* report was designed and written by Birsel+Seck, supported by a grant from The SCAN Foundation - advancing a coordinated and easily navigated system of high-quality services for older adults that preserve dignity and independence. It is powered by the process and learnings of *Design the Life You Love*, a book written by Ayse Birsel and fifteen Co-Design workshops that were conducted across the United States in 2019 and 2020.

We'd like to thank our community of participants whom we've learned so much from, communities across America who've welcomed us into their lives, and our collaborators across many fields—designers, researchers, entrepreneurs and social impact practitioners.

In memoriam: Cissy Sherman

For more information, visit www.TheSCANFoundation.org.
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