

CASE STUDY

ABOUT COMPANY

A company that makes baby products and monitors wants to expand into the aging market.

THE RESEARCH

Qualitative interviews and observations with:

- Users across socio-economic spectrum
- Mix of urban, suburban and rural
- Mostly men, minority women
- 58 - 91 y.o.

STAKEHOLDERS

- Director of Innovation
- Marketing Manager
- Lead Designer

A LEARNING

We observed that users adopt mass market products (eg Nest Camera) more often than purchasing those specifically for the aging and disabled (eg Life Alert).

There are a few reasons as to why:

For one thing, younger retirees were more comfortable with mainstream technology - it reminded them of their work days and using technology aligned with their sense of self.

In contrast, older retirees and those in rural areas rejected most technology, likely because they were intimidated by it and felt that their families should be taking care of them instead.

Either way, across the spectrum, retirees exhibited avoidance behaviors when it came to products design for the old and ill - they didn't want to talk about them, own them, or even look at them!

They said it was because the products are ugly (seemingly always of matte beige rubber). But we also believe that retirees do not want to confront their fears of aging, sickness and death. The products designed to help them with medical needs and aging reminded them too much of these fears.