Marketing Manager

Lead Designer

Innovation Director

1. READ LEARNING	1. READ LEARNING	1. READ LEARNING
I'm looking at this here…	*I'm looking at this here…*	*I'm looking at this here…*
Older retires 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.	**Users adopt mass market products more often than purchasing those specifically for the aging and disabled … They said it was because the products are ugly.**	**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 of these fears.**

2. ASK QUESTION	2. ASK QUESTION	2. ASK QUESTION
And I'm wondering…	*And I'm wondering…*	*And I'm wondering…*
Did we hear this from more than one person?	**Will they buy a product for the aging market?**	**Are we looking far enough out?**

3. CIRCLE AROUND THE TRUTH	3. CIRCLE AROUND THE TRUTH	3. CIRCLE AROUND THE TRUTH
Well, I guess what I mean is…	*Well, I guess what I mean is…*	*Well, I guess what I mean is…*
It just feels like maybe…	*It just feels like maybe…*	*It just feels like maybe…*
That's not exactly what I meant…	*That's not exactly what I meant…*	*That's not exactly what I meant…*

4. REVEAL YOUR QUESTION	4. REVEAL YOUR QUESTION	4. REVEAL YOUR QUESTION
What I am really asking is…	*What I am really asking is…*	*What I am really asking is…*
Can we focus on learnings about _affluent, recent retirees_?	**Can this research _challenge design assumptions in our industry_?**	**How can this research help _redefine perceptions around aging_?**

5. LET RESEARCHER KNOW THEY GOT IT!	5. LET RESEARCHER KNOW THEY GOT IT!	5. LET RESEARCHER KNOW THEY GOT IT!

Researcher

Researcher

Researcher

LAER
method

Listen
(Intently)

I hear that...

Acknowledge
(Validate what they say & feel)

It is valid that...
You feel that...

Explore
(Ask questions to understand)

It seems like...
Tell me more about...

Respond
(Reply to the real question)

... Did I address your
concern?