Prince George's County Parks & Recreation Department Seniors Project

Kinny Chen, Zi Lin, Aubrey Parrish,
Vivian Tang, Kayla Winbush

Team & Roles

Kinny (Yuanqi) Chen
Communicator & Designer

Aubrey Parrish
Editor

Vivian (Wei-Farn) Tang
Project Manager

Zi Lin
People Person & Designer

Kayla Winbush
Organizer

Problem Statement

Seniors who have the Senior ID access card do not utilize the services available to them as much as the Prince George's County Parks and Recreation Department would prefer.

This problem has been made worse by the necessary safety precautions that have been implemented during the pandemic and the movement to primarily online platforms that will likely continue even after the pandemic is over.

Research Goals

- To examine how online procedures affected the seniors' experiences with the **access card** and **event signup processes**, as well as **event engagement**
- To determine seniors' **needs** during the pandemic and beyond, seeing as many programs are planning to continue incorporating online activities moving forward (i.e., the "new normal")
- To align these **needs** with the senior center's planned programs

Main Findings

- Seniors want to have access to a wide variety of classes that are offered at times that work with their schedules (evenings, weekends)
- They want live instruction from teachers that care about their subject matter
- Signup process involves too many steps and is not automated enough
- Information about event schedule is hard to locate, outdated, and inaccurate in many email communications
- Seniors really enjoy events where they can socialize with their friends, such as Club 300 (walking club) and line dancing
- They generally expressed satisfaction with the types of classes that were offered

Demographic Information

User Number	Age	Gender	Location	Cardholder
U1	81	F	District Heights	Yes
U2	67	F	College Park	Yes
U3	70	M	Upper Marlboro	Yes
U4	69	F	Lanham	Yes

Data Collection (Contextual Interviews)

- U1, U2, and U3 were interviewed over the phone, and U4 was interviewed using Zoom
- Interviews were approximately 30-60 minutes and were conducted from November 10-13
- Our goal was to **discover insights** about our users' **lived experiences** with the center and **understand the context** that surrounds their interactions with it on a day-to-day basis
- To do this, we primarily inquired about their experiences with the **access card** and **event signup processes**, **online** and **in-person events**, and the center's **outreach** and **communication policies**

Data Collection (Interpretation Sessions)

- We spent 1-1.5 hours after each interview **discussing** the information we collected and **organizing** our findings into notes
- We placed our **affinity notes** (key findings) on the left side and **insights** that we discovered on the right side

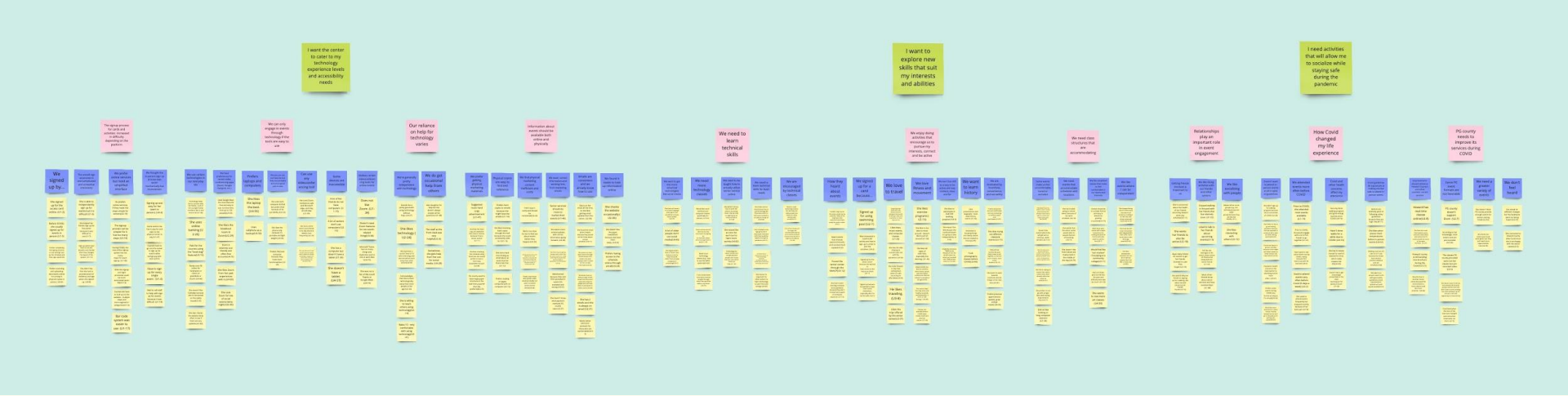
		Interview Affinity Notes	Model Notes & Insights
8	U1-1	Signed up for the senior center because she wanted to have access to the resources there.	
9	U1-2	She signed up for the access card online.	
10	U1-3	Liked to talk to her friends about upcoming events.	**Relationship** (I talk about upcoming events with my friends) **Identity** (I always think about my friends)
11	U1-4	Have to sign up for every single event.	
12	U1-5	Before COVID, she usually signed up for events in person.	
13	U1-6	She is able to independently sign up for events but it is difficult.	Signup process is complicated.
14	U1-7	She helped her friends sign up for the events because the signup system was difficult for them to use.	**Relationship** (I help my friends with the signup process) **Identity** (I always think about my friends)
15	U1-8	She used to attend events frequently but stopped recently because of her back pain.	Physical condition kept her from attending events.
16	U1-9	Frustrated when the time of the class was changed by the instructor and instruction times were cut short.	**Relationship** (My instructor's attitude affects my experience) - Consistency in events, layout, and communication is crucial. **Identity** (I value my time) - Time management component might be missing.
17	U1-10	She hasn't been checking schedule since pandemic because she didn't receive any hard copies of schedules.	**Identity** (I'm a traditionalist)
18	U1-11	She likes the hard copy of newsletter she used to receive, because it was easy to look up information in the senior section.	**Identity** (I'm a traditionalist)
19	U1-12	She had a hard time finding an email about an event that her friend sent her.	**Relationship** (My friends tells me event that they're interested in) **Identity** (I'm a traditionalist)

Interview 1 | Interview 2 | Interview 3 | Interview 4

Data Analysis

- **Affinity Diagram**
  - Consolidates and organizes all the affinity notes by common issues and themes
- **Experience Models**
  - **Identity Model**
    - Captures the core values and self expressions relevant to typical users of the senior center
  - **Relationship Model**
    - Displays the important relationships in seniors' lives and how these relationships influence their decisions on signing up for the Senior ID access card and particular events

Affinity Diagram



I want the center to cater to my technology experience levels and accessibility needs

The signup process for cards and activities increased in difficulty depending on the platform

- The overall sign up process is overcomplicated and somewhat unecessary
  - She is able to independently sign up for events but it is difficult (U1-6)
  - She helped her friends sign up for the events because it was difficult to use (U1-7)
  - Sign up system was hard to use but became even harder after they changed the layout of the system (U1-16)
  - She didn't like that she had to provide proof of residency and age when she signed up. (U4-8)
- We prefer online services but need an simplified interface
  - He prefers online services, if they made the steps simple for seniors(U3-19)
  - Wish the signup and login processes could be more automated (auto-fill)(U3-14)
  - Courses are hard to look up on the website - multiple steps and more segments / categories(U3-13)
  - Bar code system was easier to use (U1-17)
- We thought the in-person sign up process was easier mechanically but inconvenient
  - Signing up was easy for her (went in person). (U4-4)
  - Some events she has to pay for and went to the physical center to pay (U1-27)
  - Found it hard to go into the center to sign up for events while being busy with work (U4-5)
  - Had to call staff to help with sign up for events because it was difficult (U1-18)

We can only engage in events through technology if the tools are easy to use

- We use certain technologies in our everyday life
  - Technology helps her to connect with her family - a lot of her younger family members like to text versus call (U1-44)
  - She uses online banking (U 2-26)
  - Rarely uses FB unless for fundraiser or check on grandkids or church (U4-46)
  - She also checks the website fairly often to see if there are any updates.(U2-40)
- Phones are not our favorite but they are portable and are a good just in case
  - She uses both computer & iPad but prefer iPad because of its portability (U2-22)
  - She likes the phone only because it's portable and light weight.(U4-58)
  - Prefers iPad and computer because they have more functionalities (U3 -29)
- Can use any videoconferencing tool
  - Has used Zoom, conference calls and Microsoft edge, and they are all okay (U1-39)
  - She loves online events and attends 3-4 a day (Zoom & Webex most frequently) (U2-20)
  - She uses Microsoft Team for job, Zoom for family events, webex for classes, and google hangouts for some other activities (Zoom &Webex the most) (U2-23)
- Some devices are inaccessible
  - A lot of her friends do not have computers (U 1-15)
  - A lot of seniors don't use computers (U2 -15)
  - She has a computer but doesn't have a tablet (U1-36)
  - She doesn't have a tablet. (U4-57)

Our reliance on help for technology varies

- We're generally pretty independent with technology
  - She expresses a comfort level of 10 with technology and sees herself as more techy than other seniors(U4-59)
  - Acknowledges that she is more technologically savvy than most people at her age (U2-33)
  - She is willing to teach others using technology(U2 -14)
  - Rates 10 - very comfortable with using technology(U3 -31)
- We do get occasional help from others
  - Asks daughter for help but she doesn't always answer all her questions (U1-38)
  - The staff at the front desk was very helpful(U2-4)
  - Sometimes she gets help from her son for social media. (U4-28)

Information about events should be available both online and physically

- Physical copies are easy to find and reference
  - Prefers hard copies to emails because she might lose the emails (U1-14)
  - She likes receiving hard copies through the mail because she could consistently refer to it (U1-13)
  - She had a hard time finding an email about an event that her friend sent her. (U1-12)
  - Prefers reading on paper compared with on computer (U2-13)
- We find physical marketing content inefficient and costly
  - Hard copy is costly and should be minimized(U3-23)
  - Mail is too slow for her to find out about events before they happen.(U4-26)
  - Having seniors come to the physical site to ask questions or do tasks that can be done online take away from the efficiency and performance of employees(U3-38)
  - Thinks that those who prefer mails would probably not want to attend online events either(U4-44)
- We need correct information and working links from marketing emails
  - Senior services should do more to market their events (U1-46)
  - She wants more emails/updates with correct information going forward. (U4-38)
  - Misinformed because links and PDFs provided in event info outdated and wrong (U4-41)
  - She doesn't know what payment methods PG county uses (U2-27)
- Emails are convenient and we already know how to use
  - She is on her email all the time, so she likes getting email updates from the center. (U2-38)
  - She found the email letters helpful because they would let her know about certain activities. (U4-11)
  - She prefers to hear about events through emails because she needs it for work anyways and it's easier for her to track information(U4-24)
  - She has 2 emails and she is always on email (U2-31)

I want to explore new skills that suit my interests and abilities
We need to learn technical skills
We need more technology classes
Would like more technical and computer classes specifically for seniors (U1-41)
Senior services should offer step-by-step instructions for signing up for technical classes and encourage them to apply (U1-45)
Need more technology classes (e.g., how to use the MATC system)(U3-20)
If one understands how internet works (maybe through class) they would be able to use Zoom. (U4-73)
We need to be taught how to actually utilize senior service online
Would like to know how to work her phone, accessing email, step by step on signing up for services/events (U1-42)
She would like an intro for each tool to learn more quickly.(U4-82)
Technology (for senior center) isn't complicated but people don't know that you can call for technical help (U1-37)
We need to learn technical skills for basic needs
She thinks seniors should know how to use technology like Word document to feel more inclined to actually do things on it(U4-63)
A lot of people in his age group don't have basic technical skills that would be helpful during the pandemic (U3-17)
He thinks that it's important for seniors to know technology, especially during the pandemic. People need to have basic technology skills.(U3-4)
She thinks it's important for other seniors to learn technology to save time and energy.(U4-60)
We are encouraged by technical classes
Need to make technology classes fun and easy can make people less scared to utilize services and enroll(U3-21)
A lot of her friends and her might feel uncomfortable signing up for technical classes because they feel like it might be too difficult . (U1-43)
We enjoy doing activities that encourage us to pursue my interests, connect and be active
How they heard about events
Invited to sign up for the senior center by his coworker. Many of his employess and coworkers have been using the senior center. (U3-2)
Heard events from friends (word-of-mouth) and received hard copies(U3-22)
Found the senior center through the NAACP(U3-12)
She hasn't been checking schedule since pandemic because they don't receive hard copies of schedules anymore. (U1-10)
We signed up for a card because...
Signed up for using swimming pool (U2-1)
Was interested in a particular activity and had to sign up in order to join the activities. (U4-2)
Signed up for the senior center because she wanted to have access to the resources there. (U1-1)
Signed up because he wanted to have more social interaction, especially after he lost his wife. (U3-1)
We love to travel
Enjoys day trips (especially long-distance) before pandemic and would be willing to skip work sometimes for those trips (U4-14)
Likes trips, music events, and computer classes. (U1-29)
She looks forward to day trips coming back when it's safe since they're affordable(U4-49)
Likes the trips offered by the senior center(U3-37)
We love fitness and movement
She likes to be able to move around - doesn't like to just sit around (U1-32)
She likes all types of exercises, especially line dancing. (U1-25)
Before COVID, his favorite activities were fitness classes and informative conferences that are relevant to people at his age.(U3-3)
Classes she attended before COVID were mostly travel and exercise classes. (U1-20)
We see Club 300 as a way to be active and stay connect, close and far
She likes to participate in Club 300 (walking program) (U4-3)
She enjoys Club 300 because she could participate in a group or also independently. (U 4-32)
Originally started as "Walk across Maryland" but the seniors were too active so it evolved into "Walk across America" (U4-36)
We like art and culture
Likes presentations and biography - loves black history events (U1-30)
Interested in knowing things and taking classes that are related to history(U3-9)
Took photography classes before COVID(U3-40)
We are motivated by incentives, convenience, and versatility
T-shirts and prizes (not just certificates) are very motivating to achieve a goal and participate (U4-37)
Likes pick-up lunches because they're easy to put together to eat and put in freezer, close to her location (U4-19)
She wants to work towards incentives and do things on her own time.(U4-81)
Prefers practical appreciations (jackets, grab-and-go meals) (U4-39)
We need class structures that are accommodating
Some events make us feel uncomfortable, bored or excluded
Doesn't like events where she will get wet or cold (e.g., water aerobics)(U1-31)
Didn't like talent show because it felt like a "insider's club" (exclusive, didn't let friends perform because she didn't "fit the mold", seemingly had a different agenda) (U4-31)
She like to unplug so doesn't like online events since she's already online too much for work(U4-51)
Did not like knitting or long computer sessions (U1-33)
We need events that accommodate schedules and locations
She has trouble going to certain events because of her work schedule. (U4-13)
She wishes that the senior center would cater to people that are still working. (U4-77)
She doesn't like how classes are mainly held in the middle of the day.(U4-79)
We like simplified classes that make us feel comfortable in our space and interests
Classes should be in a simple format and easy to attend (no grading or quizzes)(U3-10)
Wish there were classes with simple instructions for cooking because he lost his wife who used to cook for him.(U3-7)
Would feel like "out of place" if studying at a community college(U3-11)
Had LA Fitness pass but felt like the pace and difficulty level was too much (U1-23)
We like events where I can be independent
She stopped doing church online book discussion but ended up reading it on her own and doing ocassional check-ins(U4-52)
She finds herself more introverted and independedntt than other more social seniors who like large events(U4-54)
She likes independent activities that can also be group related, like Club 300 or book club. (U4-80)

I need activities that will allow me to socialize while staying safe during the pandemic

Relationships play an important role in event engagement

Getting friends involved is important to us

- She is concerned about the health of her friends since they haven't done any activities(U2-11)
- She wants her friends to also be active (U2-18)
- Buys many tickets for events to get her friends involved in case they forget (U2-19)
- She used to help her friends on signing up for a walking club called club 300 (drives by her friends house) (U2-10)

We like doing activities with our friends and other seniors

- Enjoyed walking in the park with her friends that live relatively close (U1-22)
- Liked to talk to her friends about upcoming events(U1-3)
- Felt like she belonged at the senior center versus LA Fitness and being with her senior friends (U1-24)
- Most of her friends know about senior services and have memberships (U1-48)

We like socializing with people

- Misses all her social groups (e.g., her birthday group and AARP group) because they are like her family. (U1-)
- She likes interacting with others (U2-12)

How Covid changed my life experience

Doesn't want to attend in-person events at all in spite of guidelines

- She didn't sign up for walking program because she is concerned of COVID (U2-28)
- Concerned about in-person activities because some might pull down masks so other seniors can hear better.(U4-70)
- Pandemic health concern is the main barrier to attending events more often (U3-27)
- Would be more interested in online classes moving forward for he can't go to the park as it's getting cold outside(U3-6)

Covid and other health concerns affect my attenance

- Has only done walking program and grab-and-go lunches since COVID (U4-16)
- Hasn't done walks for a while due to COVID (U4-10)
- She has to isolate herself for work if exposed to virus, which really impacts her life(U4-65)
- Doesn't like to get dressed/get presentable in the early morning just for going on Zoom (U1-35)

Covid guidelines do a good job at making me feel safe to attend in-person events

- Seniors are relatively good at following safety guidelines because they are high risk(U4-71)
- She likes when places check temperatures before in person events.(U4-62)
- Walking club has 3 ft rule not 6 ft rule because she thinks most seniors practice isolation and are mindful(U4-68)
- She went to a concert event in PA with good safety guidelines (mask requirements, spaced out) and would revisit(U4-67)

Improvements should reference Howard County's and other counties' current services

- Howard has real-time classes online(U2-8)
- She likes the model that Howard county uses (live instruction) and wishes that PG county would use some of the same methods. (U2-41)
- Howard county is still sending nice brochure during the Covid (U2-21)
- Would drive to another senior center becuase the environment is more diverse and has more activities (U3-36)

PG county needs to improve its services during COVID

Some PG event formats are not favorable

- According to her knowledge, most events now are pre-recorded (U2-34)
- The classes PG county provided were not live classes but pre-recorded video (U2-6)
- She doesn't want to tell too many people about grab-and-go lunches since she didn't want to end up being taxi driver picking it up for everyone else and registering for them(U4-53)
- Frustrated when the time of the class was changed and instruction times were cut short. (U1-9)

We need a greater variety of events

- She doesn't think PG county provide enough events for seniors during Covid (U2-32)
- She thinks the events pre-Covid were great, but they just need more opportunities now (U2-35)

We don't feel heard

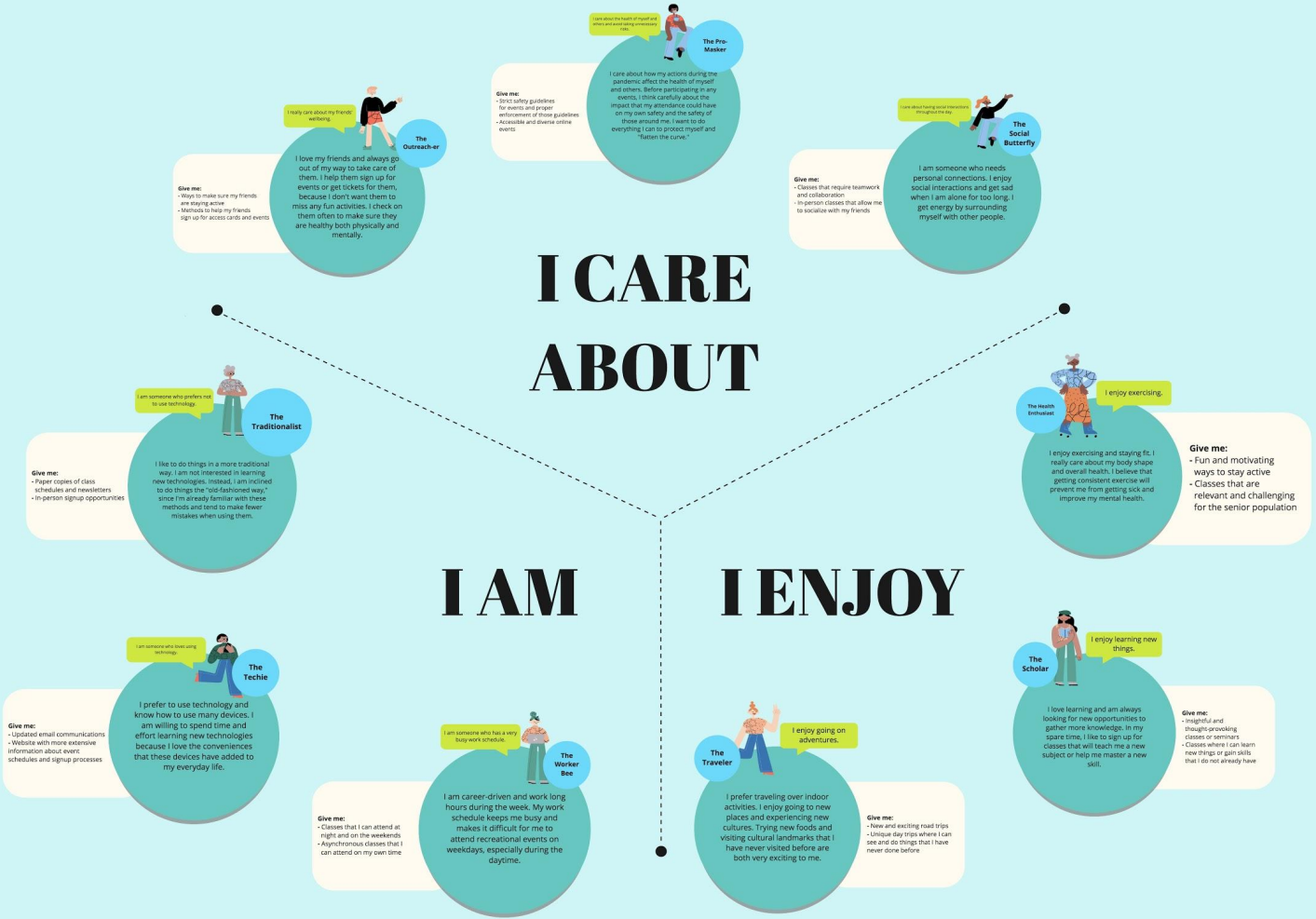
- She asked for different changes but the feedbacks were not being heard (U2-37)
- She connected to Howard county after Covid since she is not happy with the senior center(U2-5)

Affinity Diagram (Key Findings)

- Seniors would respond well to **gamification**
  - Goal-based events with incentives such as different prizes upon completion were very appealing to participants
- Some found the online signup processes and marketing to be decently manageable while others preferred to completely **avoid the online experience** entirely
- **Interviewees desired to learn technical skills** so that they could be open to more opportunities within their communities
- Users felt more inclined to attend activities with **simplified class structures that were customized to their age group**, accommodations for various time schedules and locations, and allowances for independency or socialization within their peer group
- Participants really gravitated towards events that implemented **safe practices and guidelines** while still allowing them to engage with others

Experience Models

Identity Model



I CARE ABOUT

I really care about my friends' wellbeing.

The Outreach-er

I love my friends and always go out of my way to take care of them. I help them sign up for events or get tickets for them, because I don't want them to miss any fun activities. I check on them often to make sure they are healthy both physically and mentally.

Give me:
- Ways to make sure my friends are staying active
- Methods to help my friends sign up for access cards and events

I care about the health of myself and others and avoid taking unnecessary risks.

The Pro-Masker

I care about how my actions during the pandemic affect the health of myself and others. Before participating in any events, I think carefully about the impact that my attendance could have on my own safety and the safety of those around me. I want to do everything I can to protect myself and "flatten the curve."

Give me:
- Strict safety guidelines for events and proper enforcement of those guidelines
- Accessible and diverse online events

I care about having social interactions throughout the day.

The Social Butterfly

I am someone who needs personal connections. I enjoy social interactions and get sad when I am alone for too long. I get energy by surrounding myself with other people.

Give me:
- Classes that require teamwork and collaboration
- In-person classes that allow me to socialize with my friends

I ENJOY

The Traveler

I enjoy going on adventures.

I prefer traveling over indoor activities. I enjoy going to new places and experiencing new cultures. Trying new foods and visiting cultural landmarks that I have never visited before are both very exciting to me.

Give me:
- New and exciting road trips
- Unique day trips where I can see and do things that I have never done before

The Scholar

I enjoy learning new things.

I love learning and am always looking for new opportunities to gather more knowledge. In my spare time, I like to sign up for classes that will teach me a new subject or help me master a new skill.

Give me:
- Insightful and thought-provoking classes or seminars
- Classes where I can learn new things or gain skills that I do not already have

The Health Enthusiast

I enjoy exercising.

I enjoy exercising and staying fit. I really care about my body shape and overall health. I believe that getting consistent exercise will prevent me from getting sick and improve my mental health.

Give me:
- Fun and motivating ways to stay active
- Classes that are relevant and challenging for the senior population

I AM

The Traditionalist

I am someone who prefers not to use technology.

I like to do things in a more traditional way. I am not interested in learning new technologies. Instead, I am inclined to do things the "old-fashioned way," since I'm already familiar with these methods and tend to make fewer mistakes when using them.

Give me:
- Paper copies of class schedules and newsletters
- In-person signup opportunities

The Techie

I am someone who loves using technology.

I prefer to use technology and know how to use many devices. I am willing to spend time and effort learning new technologies because I love the conveniences that these devices have added to my everyday life.

Give me:
- Updated email communications
- Website with more extensive information about event schedules and signup processes

The Worker Bee

I am someone who has a very busy work schedule.

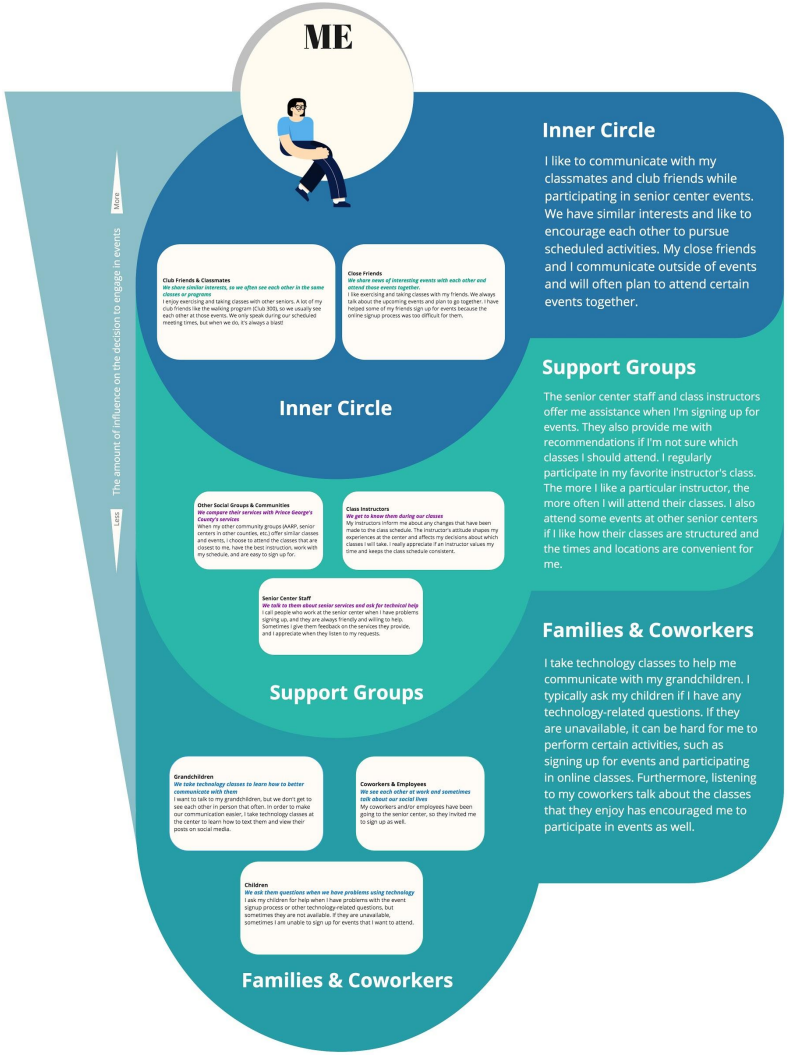
I am career-driven and work long hours during the week. My work schedule keeps me busy and makes it difficult for me to attend recreational events on weekdays, especially during the daytime.

Give me:
- Classes that I can attend at night and on the weekends
- Asynchronous classes that I can attend on my own time

Identity Model (Key Findings)

- Seniors care a lot about the mental and physical health of themselves and their friends
- Event engagement is an awesome way to stay active through learning new skills and travel/exploration
- Many seniors have a strong desire to expand their horizons through more diverse classes and traveling
- The center should adopt solutions to cater to seniors that prefer technology and those that prefer more traditional methods of communication and engagement
- Some seniors still have jobs and need classes that fit their work schedules

Relationship Model



High Influence

ME

Club Friends & Classmates

We share similar interests, so we often see each other in the same classes or programs

I enjoy exercising and taking classes with other seniors. A lot of my club friends like the walking program (Club 300), so we usually see each other at those events. We only speak during our scheduled meeting times, but when we do, it's always a blast!

Close Friends

We share news of interesting events with each other and attend those events together.

I like exercising and taking classes with my friends. We always talk about the upcoming events and plan to go together. I have helped some of my friends sign up for events because the online signup process was too difficult for them.

Inner Circle

Inner Circle

I like to communicate with my classmates and club friends while participating in senior center events. We have similar interests and like to encourage each other to pursue scheduled activities. My close friends and I communicate outside of events and will often plan to attend certain events together.

Medium Influence

Other Social Groups & Communities

We compare their services with Prince George's County's services

When my other community groups (AARP, senior centers in other counties, etc.) offer similar classes and events, I choose to attend the classes that are closest to me, have the best instruction, work with my schedule, and are easy to sign up for.

Class Instructors

We get to know them during our classes

My instructors inform me about any changes that have been made to the class schedule. The instructor's attitude shapes my experiences at the center and affects my decisions about which classes I will take. I really appreciate if an instructor values my time and keeps the class schedule consistent.

Senior Center Staff

We talk to them about senior services and ask for technical help

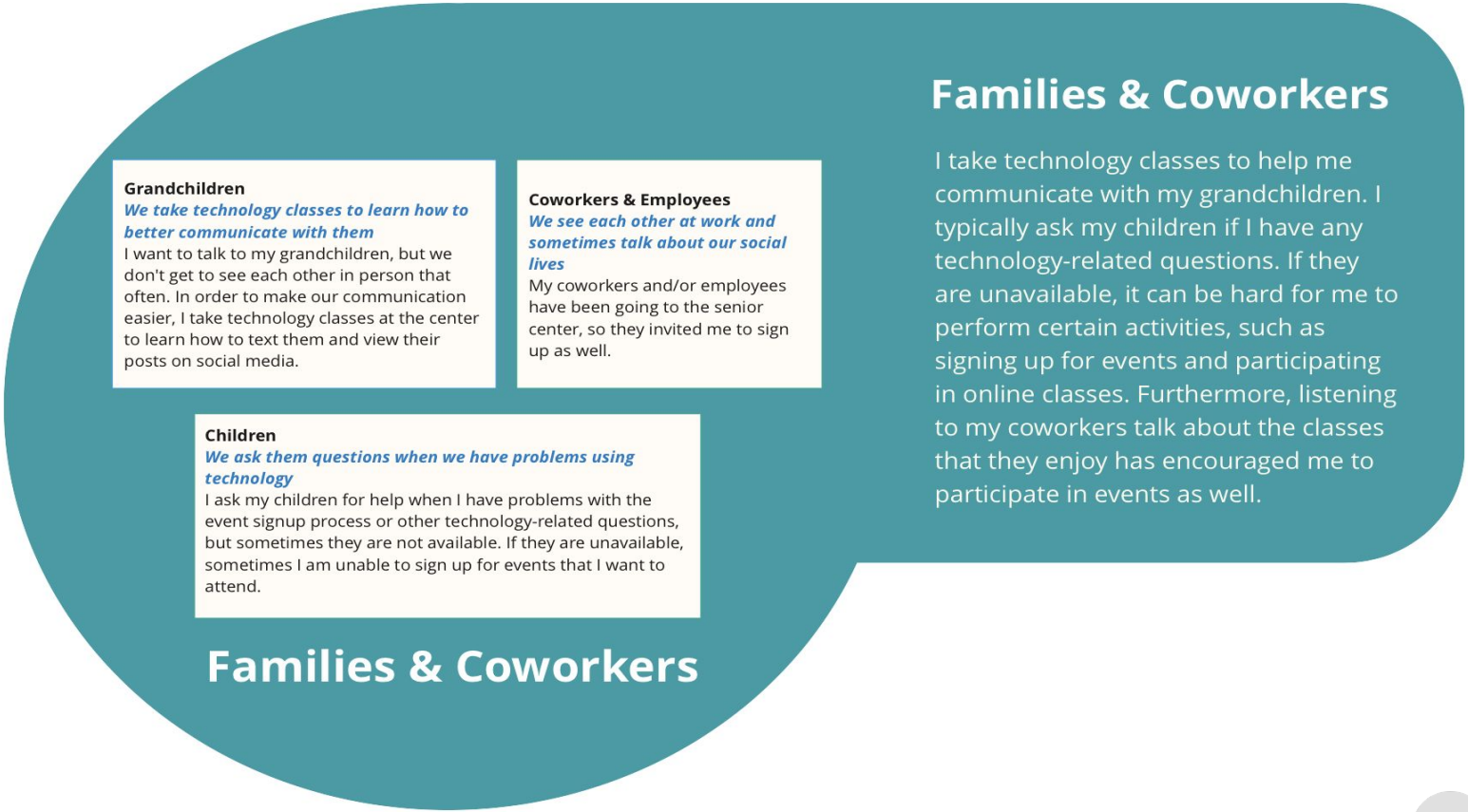
I call people who work at the senior center when I have problems signing up, and they are always friendly and willing to help. Sometimes I give them feedback on the services they provide, and I appreciate when they listen to my requests.

Support Groups

Support Groups

The senior center staff and class instructors offer me assistance when I'm signing up for events. They also provide me with recommendations if I'm not sure which classes I should attend. I regularly participate in my favorite instructor's class. The more I like a particular instructor, the more often I will attend their classes. I also attend some events at other senior centers if I like how their classes are structured and the times and locations are convenient for me.

Low Influence



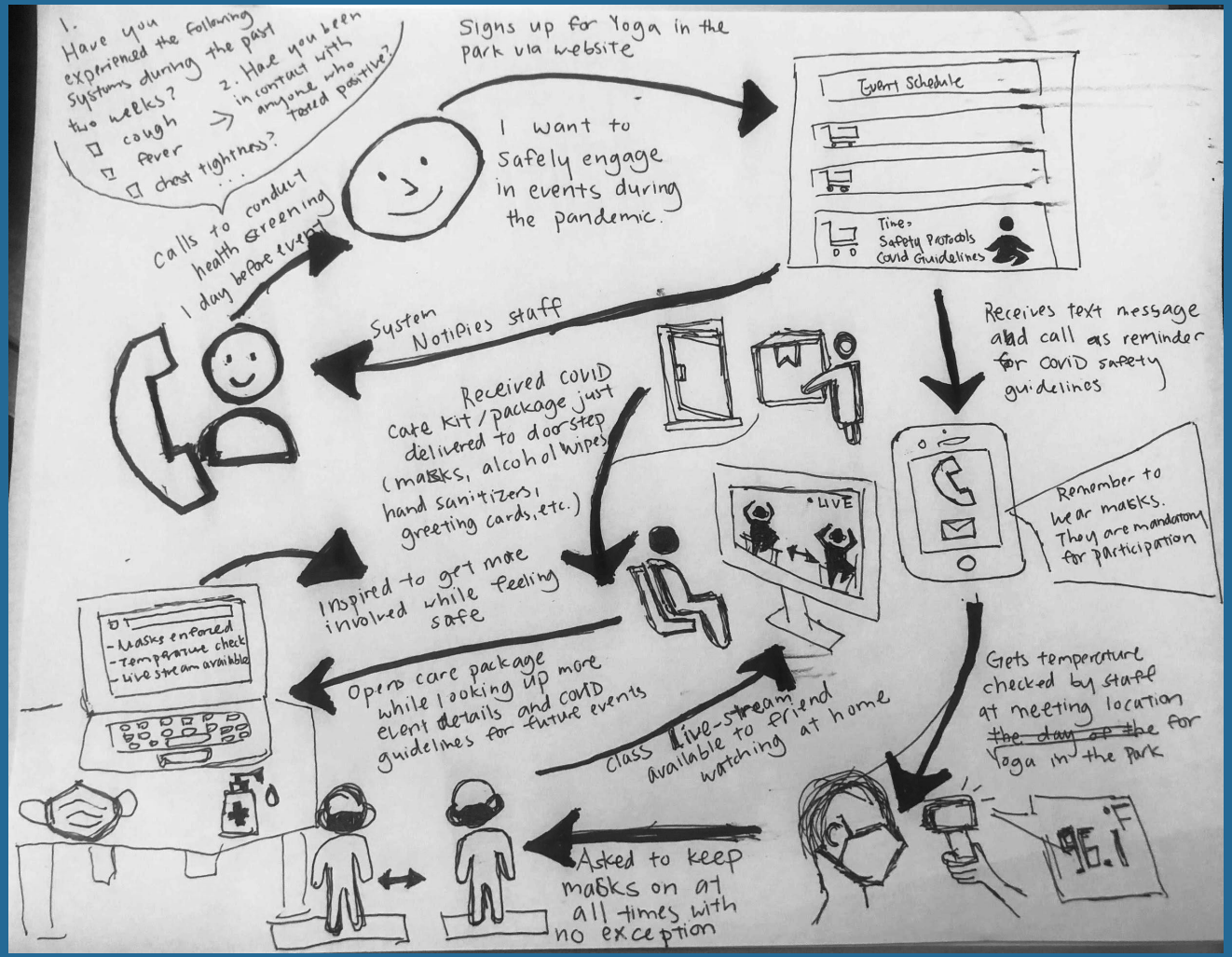
Relationship Model (Key Findings)

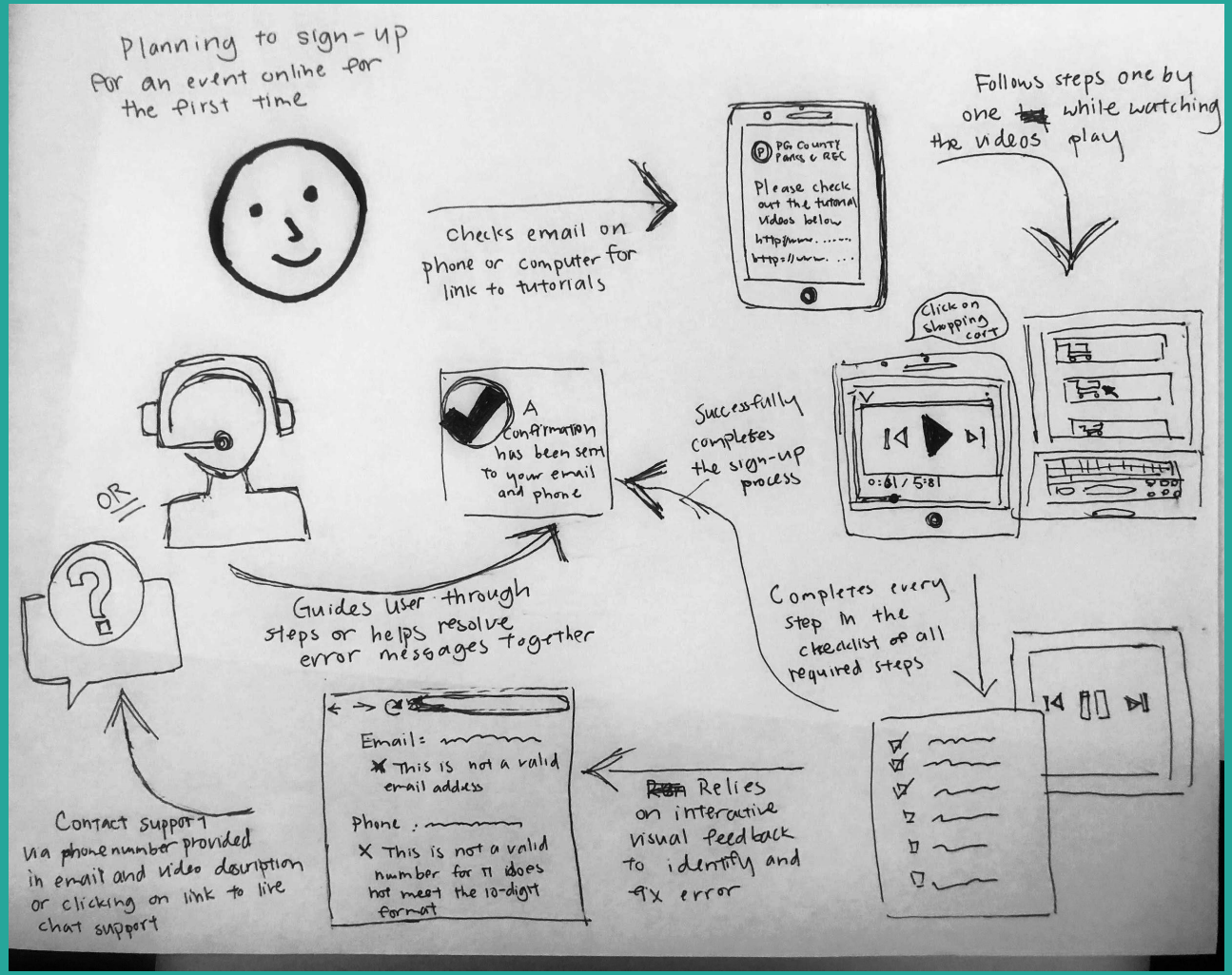
- Seniors are highly influenced by their close friends and club friends when deciding when and how to engage with events
- Class instructors and staff members have slightly less influence, but they are still very important in that they help seniors navigate parks and recreation services and affect their enjoyment of classes and programs
- Children and grandchildren do help with their technology questions, but they have less influence on their decisions to attend events at the center

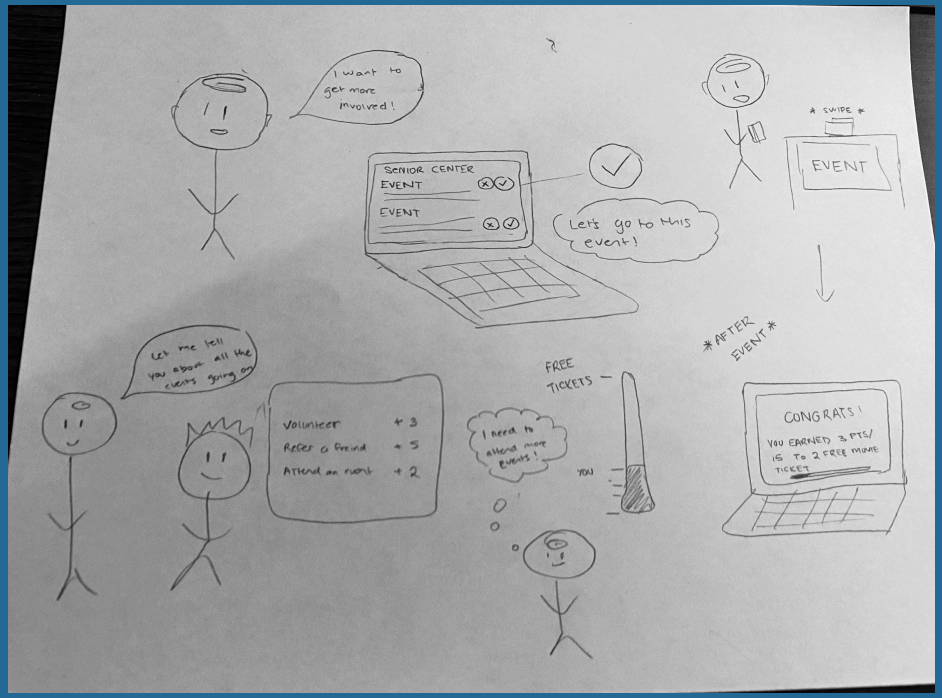
Ideation

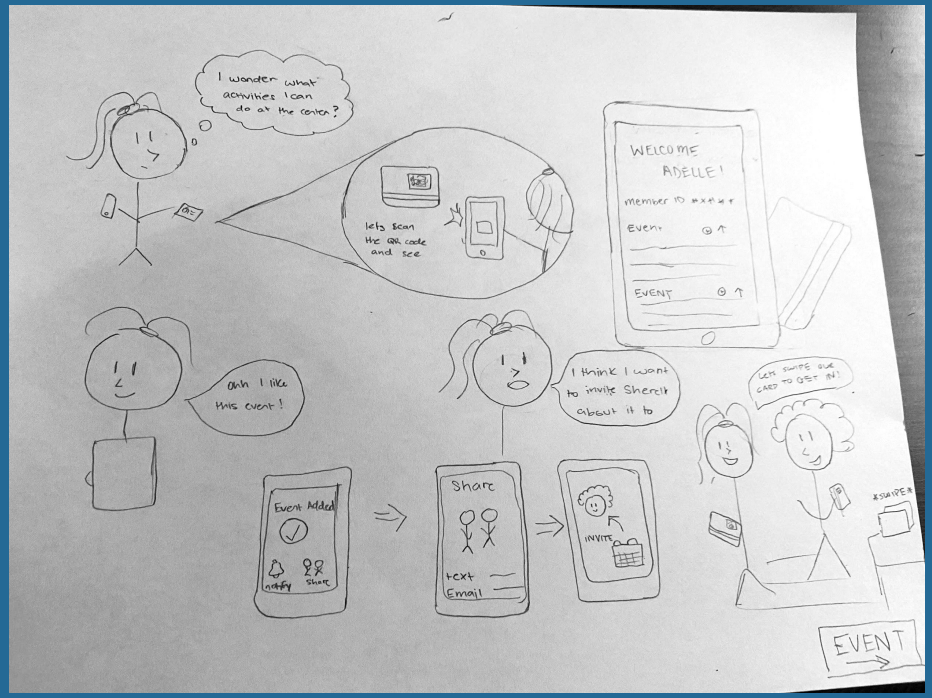
Ideation

- **Wall Walk**
  - We brainstormed ideas individually based on the results of our models
  - We placed each idea on a sticky note next to the portion of the models that inspired that idea
  - We created a list of **issues** based on the Affinity Diagram
  - We created a list of **hot** (design) **ideas** based on our sticky notes
- **Visioning**
  - We consolidated several **hot ideas** and created **detailed sketches** that **portrayed stories/scenarios** of what those ideas would look like if implemented in a senior's life


1. Have you experienced the following systems during the past two weeks?
cough
fever
chest tightness?
...
2. Have you been in contact with anyone who tested positive?
Signs up for Yoga in the park via website
Event Schedule
Time
Safety Protocols
Covid Guidelines
I want to safely engage in events during the pandemic.
Calls to conduct health screening 1 day before event
System Notifies staff
Receives text message and call as reminder for COVID safety guidelines
Remember to wear masks. They are mandatory for participation
Received COVID care kit / package just delivered to doorstep (masks, alcohol wipes, hand sanitizers, greeting cards, etc.)
LIVE
Inspired to get more involved while feeling safe
- Masks enforced
- temperature check
- Live stream available
Opens care package while looking up more event details and COVID guidelines for future events
Class live-stream available to friend watching at home
Gets temperature checked by staff at meeting location ~~the day of the~~ for Yoga in the Park
96.1 °F
Asked to keep masks on at all times with no exception

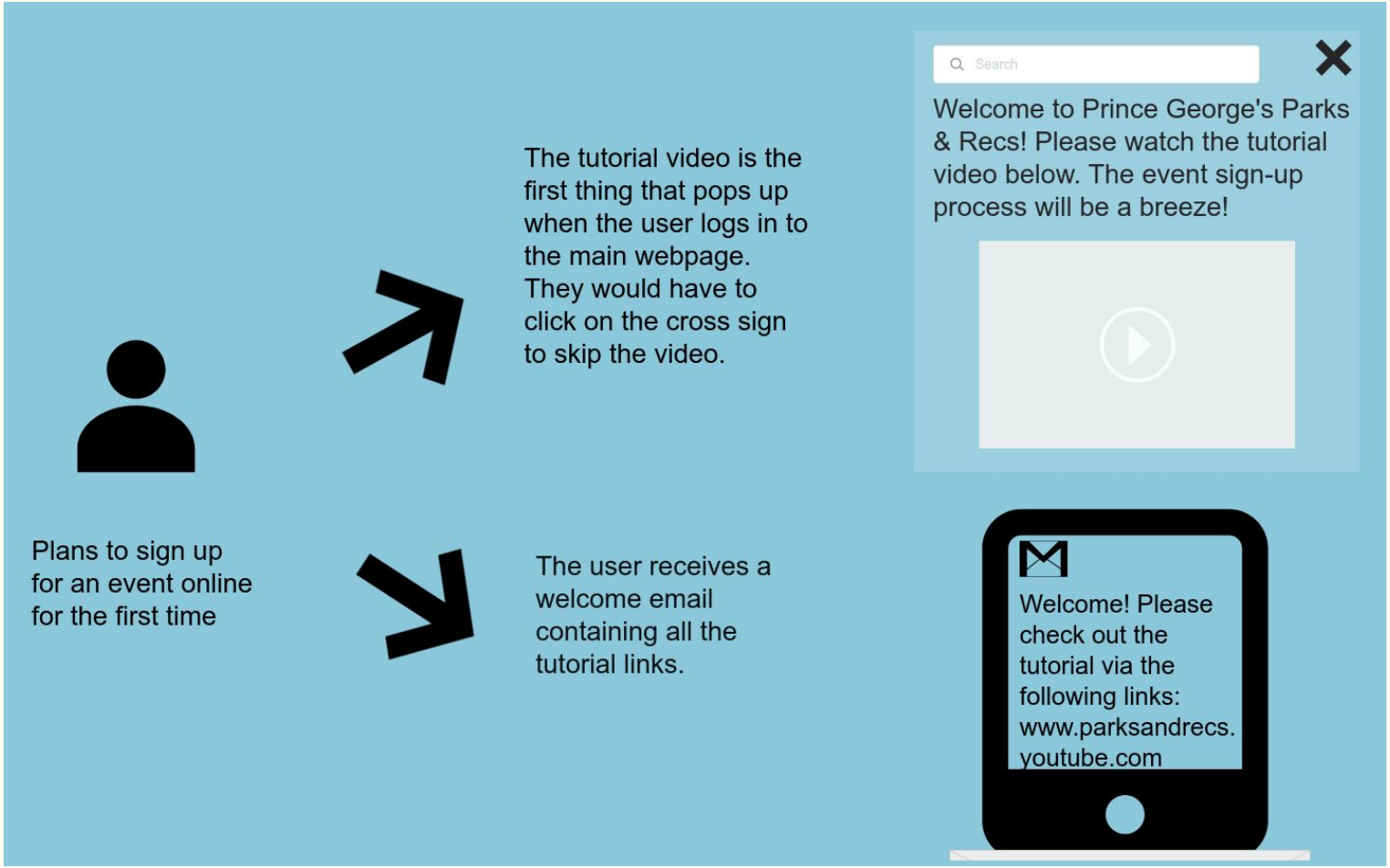

Planning to sign-up for an event online for the first time
Checks email on phone or computer for link to tutorials
PG County Parks & Rec
Please check out the tutorial videos below
http://www.....
https://www. ...
Follows steps one by one while watching the videos play
Click on shopping cart
0:01 / 5:01
Successfully completes the sign-up process
A confirmation has been sent to your email and phone
OR
Guides user through steps or helps resolve error messages together
Completes every step in the checklist of all required steps
Email:
This is not a valid email address
Phone :
This is not a valid number for it does not meet the 10-digit format
Relies on interactive visual feedback to identify and fix error
Contact support via phone number provided in email and video description or clicking on link to live chat support


I want to get more involved!
SENIOR CENTER
EVENT
EVENT
Let's go to this event!
* SWIPE *
EVENT
AFTER EVENT
CONGRATS!
YOU EARNED 3 PTS/ IS TO 2 FREE MOVIE TICKET
FREE TICKETS
Let me tell you about all the events going on
Volunteer +3
Refer a friend +5
Attend an event +2
I need to attend more events!
YOU


I wonder what activities I can do at the center?
lets scan the QR code and see
WELCOME ADELLE!
member ID ****
Event
EVENT
Ohh I like this event!
I think I want to invite Sherrie about it to
Event Added
notify
Share
Share
text
Email
INVITE
LETS SWIPE OUR CARD TO GET IN!
SWIPE
EVENT

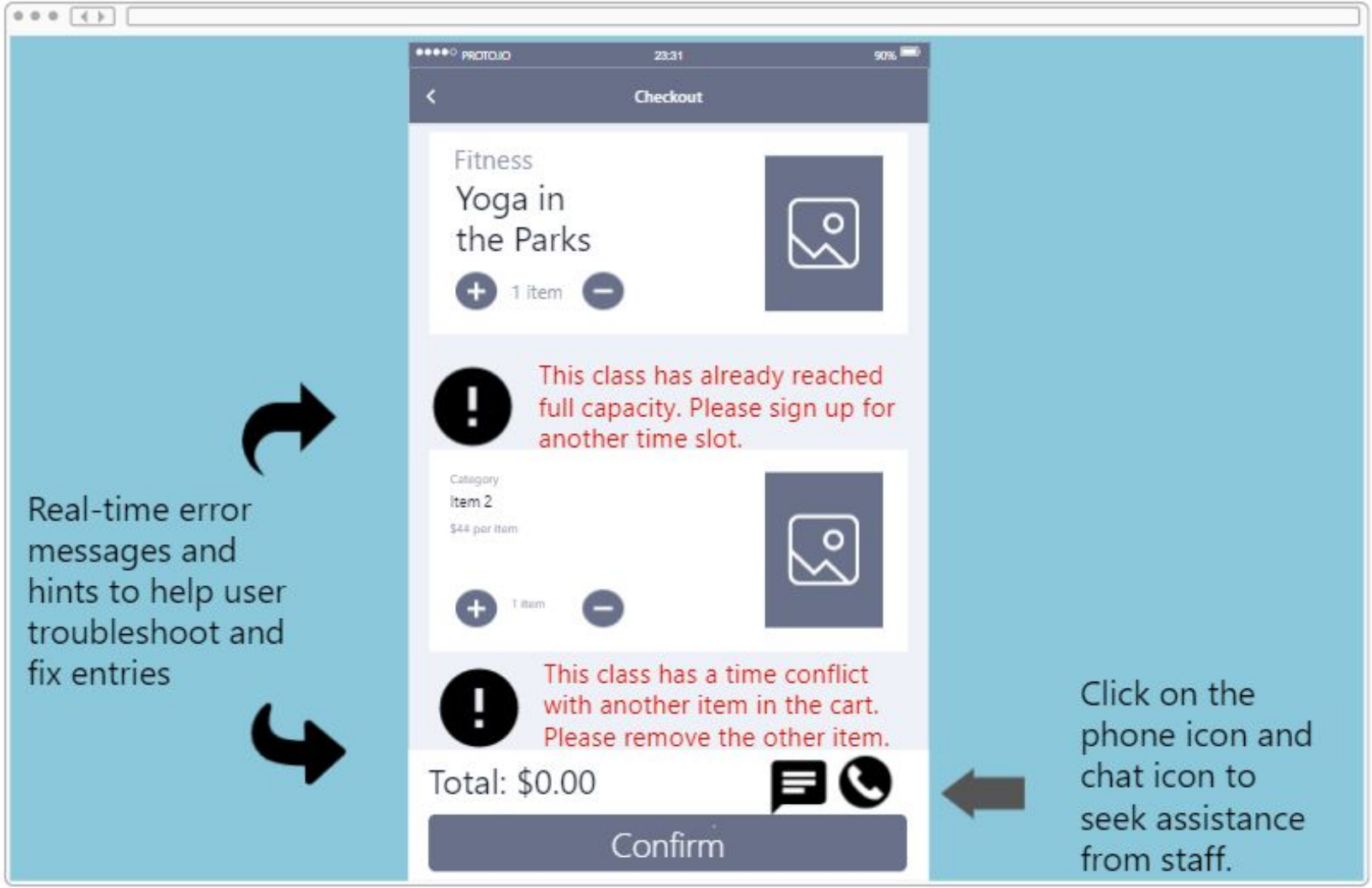
Conceptual Designs

Product Design 1: Video Tutorials

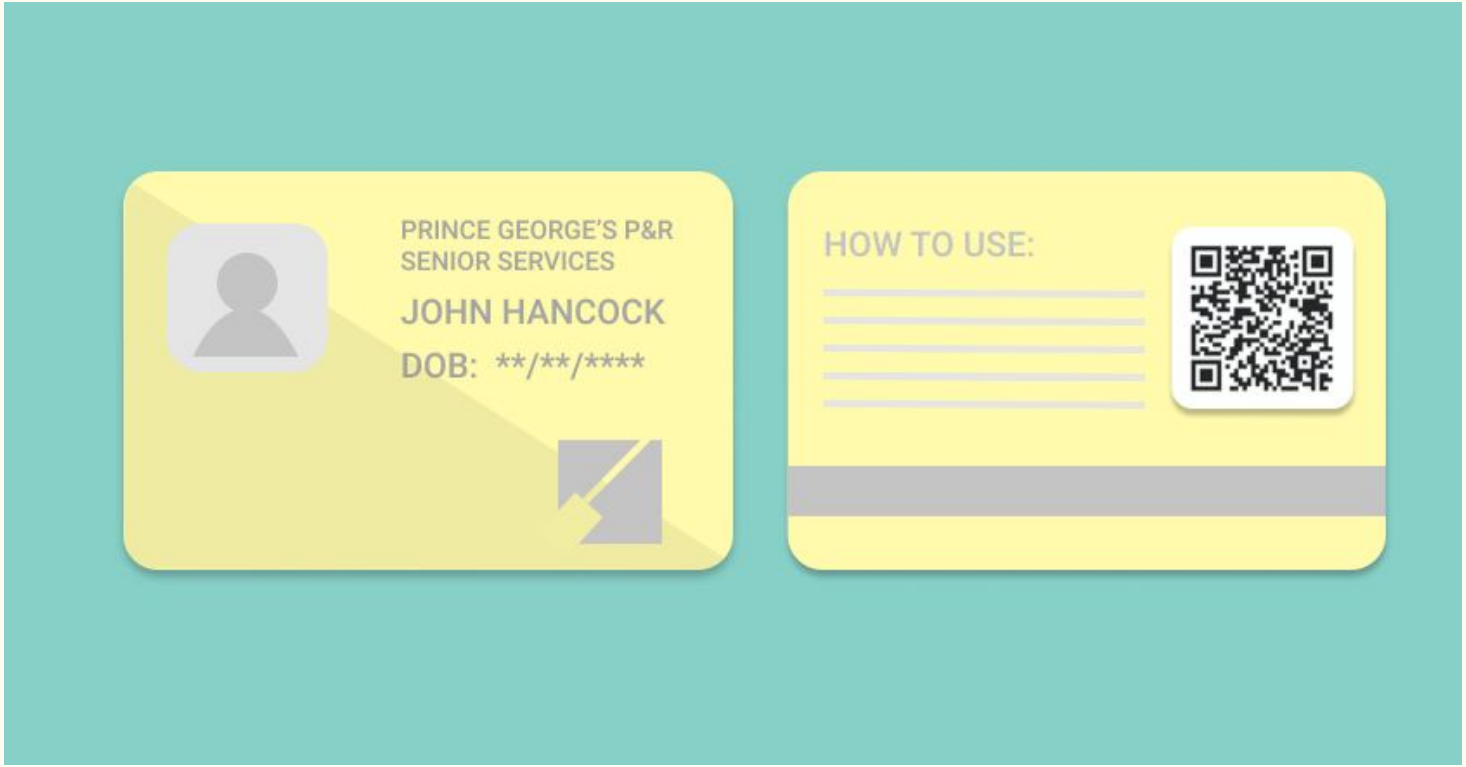


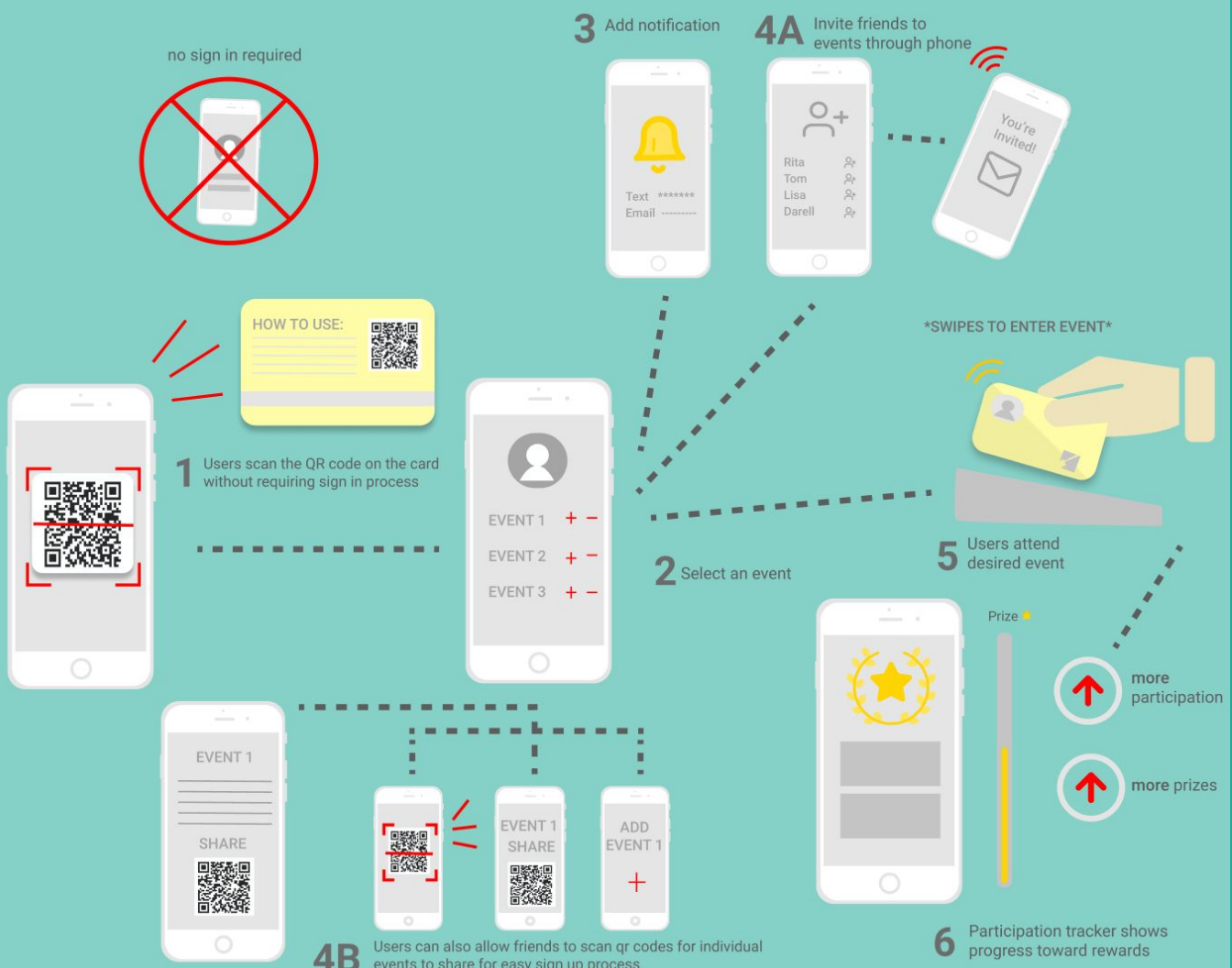
- [ ] Overview of the Interface
- [x] Search for a particular event
- [x] How to sign-up

Search For A Particular Event


PROTO.IO
23:31
90%
Checkout
Fitness
Yoga in the Parks
1 item
This class has already reached full capacity. Please sign up for another time slot.
Category
Item 2
$44 per item
1 item
This class has a time conflict with another item in the cart. Please remove the other item.
Total: $0.00
Confirm
Real-time error messages and hints to help user troubleshoot and fix entries
Click on the phone icon and chat icon to seek assistance from staff.

Product Design 2: The QR Code System



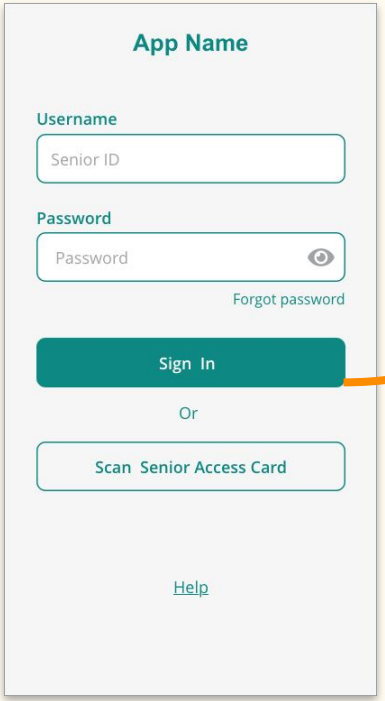

no sign in required
3 Add notification
Text *******
Email --------
4A Invite friends to events through phone
Rita
Tom
Lisa
Darell
You're Invited!
HOW TO USE:
1 Users scan the QR code on the card without requiring sign in process
EVENT 1
EVENT 2
EVENT 3
2 Select an event
SWIPES TO ENTER EVENT
5 Users attend desired event
Prize
more participation
more prizes
6 Participation tracker shows progress toward rewards
EVENT 1
SHARE
EVENT 1 SHARE
ADD EVENT 1
4B Users can also allow friends to scan qr codes for individual events to share for easy sign up process

Product Design 3: Senior Activity App

- A mobile app for Prince George's County Department of Parks and Recreation, Senior Services

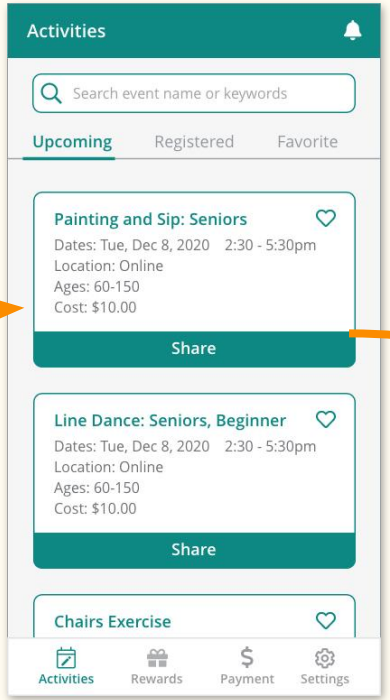
Two Sign-up Options

- Sign in with username and Password
- Scan senior access ID card



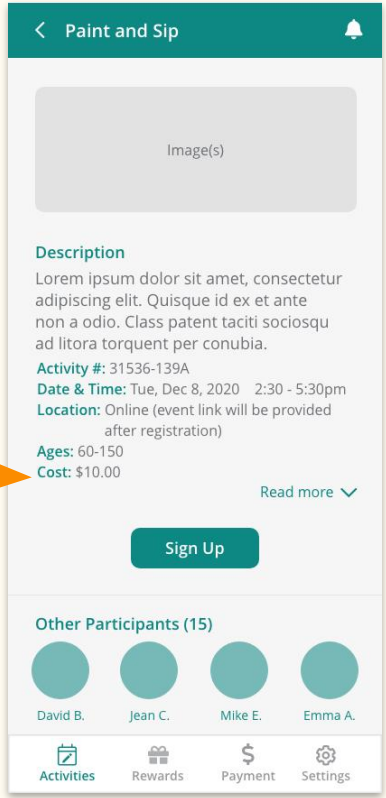
Activity Schedule

- See upcoming Activities
- See registered Activities
- Save favorite activities
- Share event with friends easily and quickly



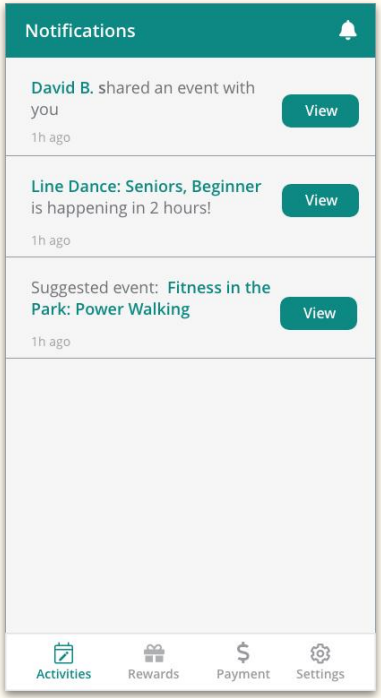
Activity Details

- See detailed information about the activity
- Sign up for the event on the app
- Save favorite activities
- See people who already signed up for this activity



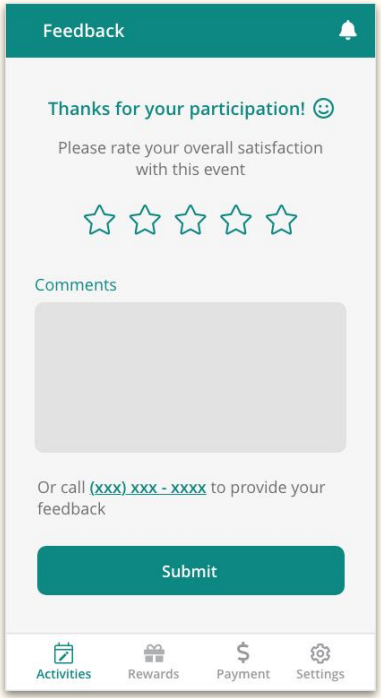
Notifications

- Check out an events shared by a friend
- Receive reminders of upcoming events
- See suggestions on events that you might be interested in



Feedback

- Get quick feedback on each event
- Users can give feedback in different ways



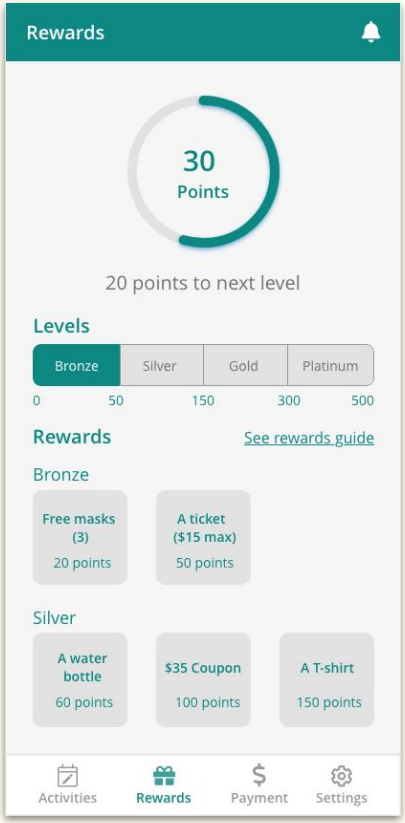
The Rewards System

- See current points and level
- See how many points user still needs in order to go to the next level
- View rewards

How to get points?

- Participate in events & classes
- Refer a friend
- Share an event
- Provide feedback
- Volunteer to help with a class or program at the senior center

……



Further Suggestions

- Create buddy system that pairs seniors that are experienced with using technology with seniors that need help improving their skills
- More classes need to be offered on the weekends and in the evenings
- Live stream in-person events for those who can’t attend due to the pandemic but still want to participate
- Record classes and allow people who can’t attend to view later
- Deliver Covid care kits/packages
- Conduct health screenings and enforce more strict mask rules

Thank you for watching!