
Tailored Recreation for Retirees

**Creating Fulfilling
Experiences for the
Golden Years**



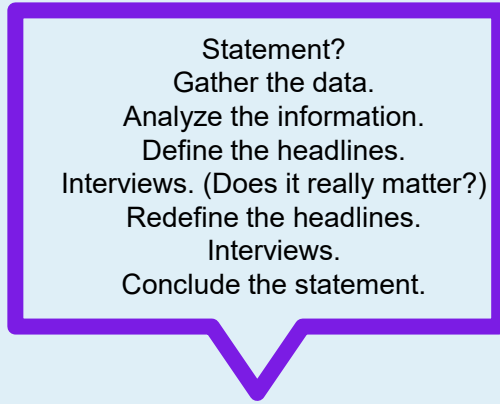


Artemis Koolivand

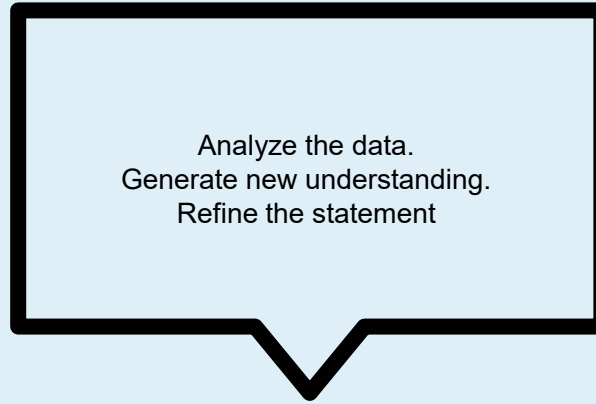
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Empowering Retirees to Make the Most of Their Time

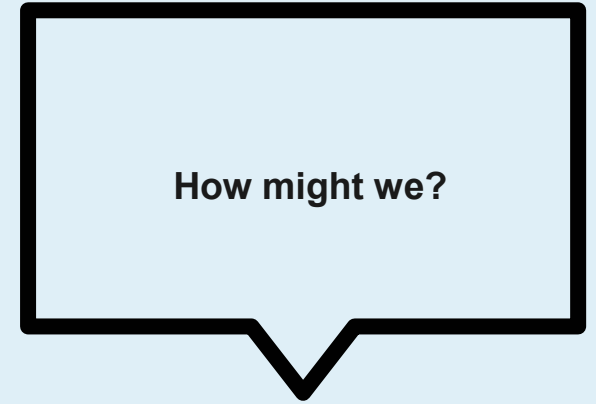




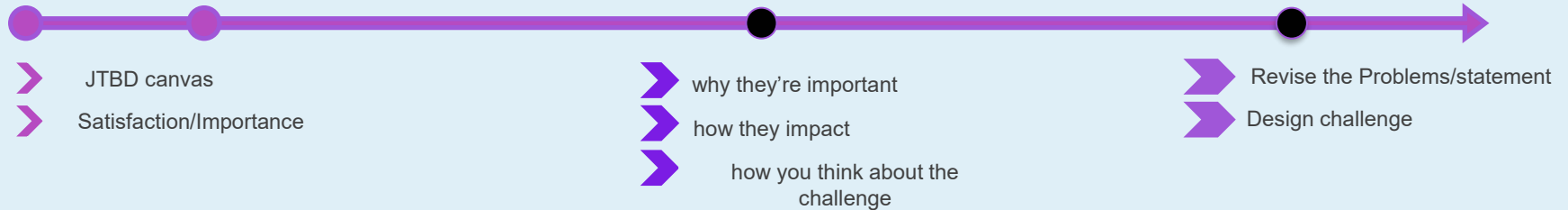
What?



Now What?



So what?



Facts

Boston Ranks 6th Best City for Aging in 2023

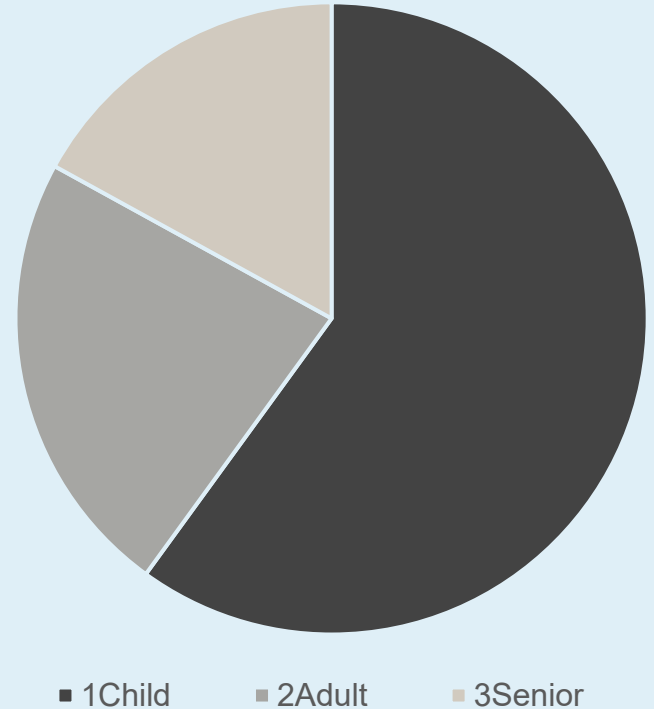
successful aging is defined as:

1. living in a safe, affordable area
2. Engaging and connecting community
3. High-quality health care and an active lifestyle
4. access to transportation, education, employment, and recreation.



Demographics of Retirees in Boston

- 1. **Children** : < 18 year
- 2. **Adults (working population)**: (18-64) year
- 3. **Seniors**: > 65 year



"Seniors Shaping Tomorrow: Crafting the Future of Recreation for Our Aging Community"

Leisure and recreational activities are important because:

- It boosts seniors' independence
- Improves cognitive function
- Enhances social life
- Promotes active lifestyle
- Enables a healthier and better quality of life





96% of seniors with the age of 65 and above prefer active activities.

This includes jogging, walking, food preparation, and playing sports.

Source: sciencedirect.com



Professionals and Retirees are different in seeking recreation.

Technology usage	Interest and energy level	Social interactions	Financial considerations	Preferences	Health and wellness	Travel and exploration	
Potential challenges in adapting to and using technology for entertainment	Often prefer leisurely and relaxing activities, such as reading, gardening or cultural events. Energy level might be limited	Highly values in-person interactions, storytelling, and community engagement.	Financial constraints may impact recreational choices, leading to a preferences for affordable or free activities.	Benefit from trailered programs and events centering to their age group, fostering a scenes of belonging and inclusivity.	Focus on activities promoting physical and mental well-being, such as gentle exercises, yoga, or mindfulness practices	Exploring new destinations and enjoying cultural experiences	Retirees
Rely heavily on technology for various recreational activities, gaming and social media	Lean toward more energetic and dynamic pursuits. Such as sports, adventure activities and vibrant social events.	Socialize through a mix of in-person and online interactions.	May have more disposable income for various recreational options	My actively seek diverse and dynamic programs that align interests, often favoring novelty and variety.	Engage in a mix of fitness activities, and wellness trends, driven by desire for health and self-improvement.	Seek travel and adventure as a means of exploration	Professional

Unique Needs and Preferences



Fostering Social Bonds



Tailoring Recreation to Health



Embracing Leisure

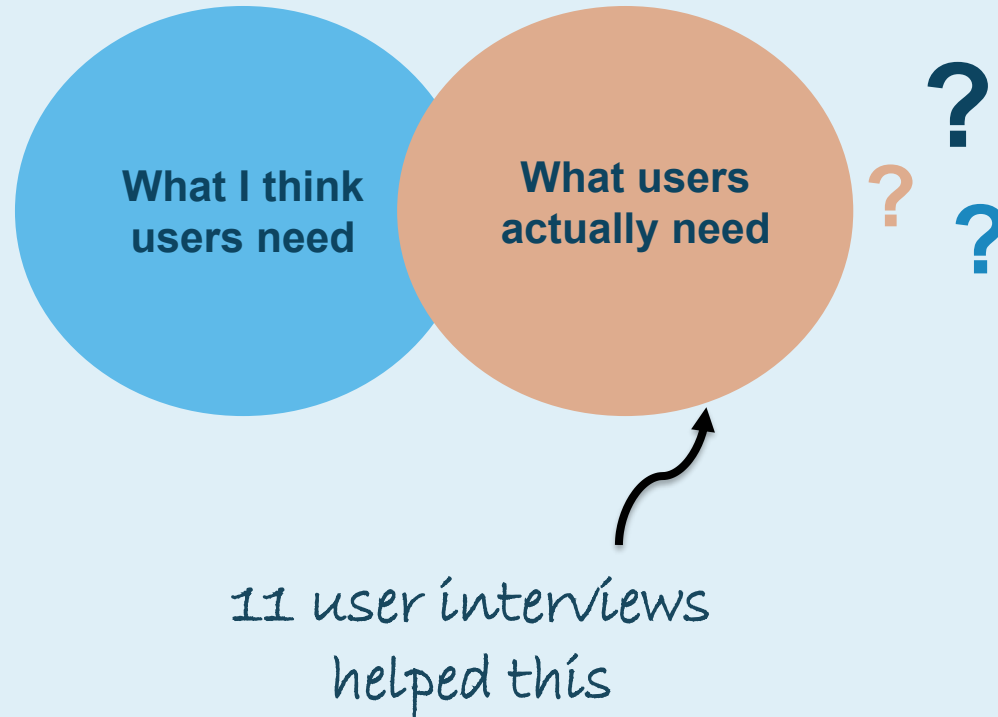


Inclusive Recreation



Balancing Recreation on a Budget

How can we cultivate a culture of well-being among retirees by developing recreational solutions that are accessible, inclusive, and enriching?



What I think...!

promoting an active lifestyle and enhancing overall physical and mental well-being.

fosters social engagement, connecting retirees with peers, family, and the community for a vibrant social life.

enjoyable activities for retirees with varying abilities, overcoming physical and cognitive challenges.



Tailoring experiences to diverse retiree interests fosters inclusivity. A well-designed app ensures everyone can participate and enjoy.

aligns with interests, fostering fulfillment and contributing to improved mental well-being and purpose.

ensures easy, intuitive interfaces for retirees less familiar with technology, prioritizing simplicity.

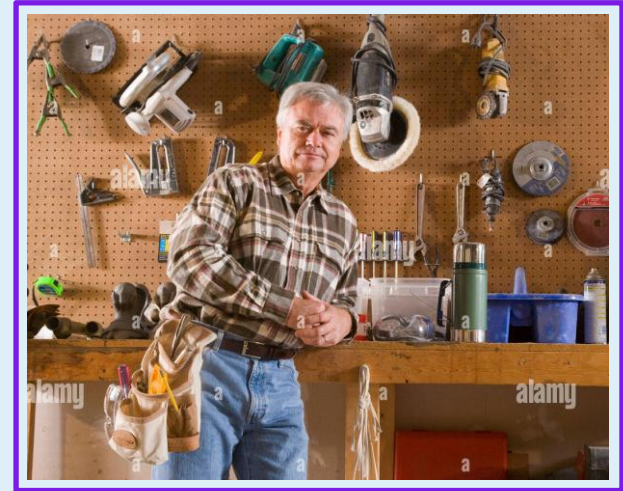
John is a mechanical engineer retiree in Boston area

- **I have time to:**

- Build things as a part of recreation
- Discover Boston's culture
- Explore desired points in Boston area
- Embrace a wide range of activities

- **Challenges:**

- Recreational activities in Boston centered toward young crowds (Not age-friendly)
- Mobility and accessibility
- Not economic for retiree



Maria was a elementary school teacher retiree in Boston.

- **I have time to:**
 - Engaging with personal interests such as painting
 - Socializing with neighborhoods
 - Volunteering at the local library
 - Integrating everyday challenges into meaningful design solutions.
 - Embrace wide range of activities
- **Challenges:**
 - Alignment of recreation activities with personal desires
 - Mobility and accessibility
 - Not economic for retiree



For me; recreations means nourishments for the mind, heart and spirit.

It rejuvenates, uplift and sustains, ensuring the fulfilling and



Interview Results

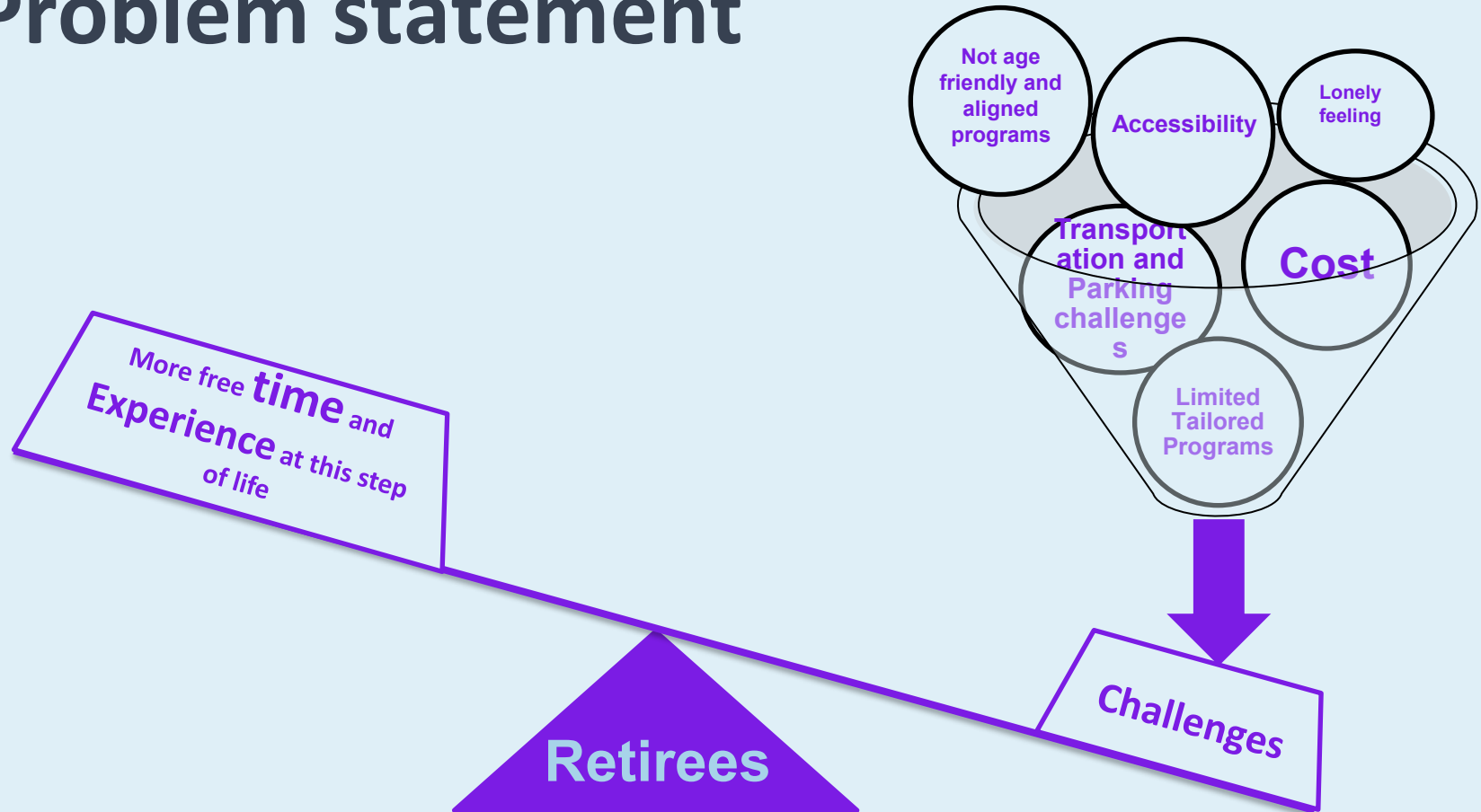


yes

Pain Points



Problem statement



Customer Journey

2. Interest and exploration

Express interest in specific recreational activities based on their preferences and hobbies, and explore detailed information about these activities, including schedules, locations, and social aspects.

3. Decision making

Make decisions based on factors like accessibility, cost, and alignment with their interests.



6. Continued Engagement:

Satisfied with their initial experience, retirees continue to engage in regular recreational activities. They may explore new opportunities and build a routine that contributes to a fulfilling retirement lifestyle.

7. Advocacy and Community Building

Retirees become advocates for the recreational programs, recommending them to peers and friends. They actively contribute to building a sense of community, fostering social connections among retirees.



4. Participation

Retirees actively participate in chosen recreational activities, such as group outings, classes, or events. They engage with the community, forming connections with peers who share similar interests.

5. Feedback and Reflection

Provide feedback on their experience, expressing what they enjoyed and suggesting improvements. They reflect on the positive impact of recreational activities on their well-being and social life.



8. Adaptation to Changing Needs

They needs evolve, the customer journey accommodates changes, ensuring continued satisfaction and engagement. The journey remains adaptable to new interests, abilities, and preferences.



1. Awareness



Become aware of available recreational options through word of mouth, advertisements, or community announcements. through local community centers, social groups, or digital platforms.

End



Opportunities in retirees Recreation

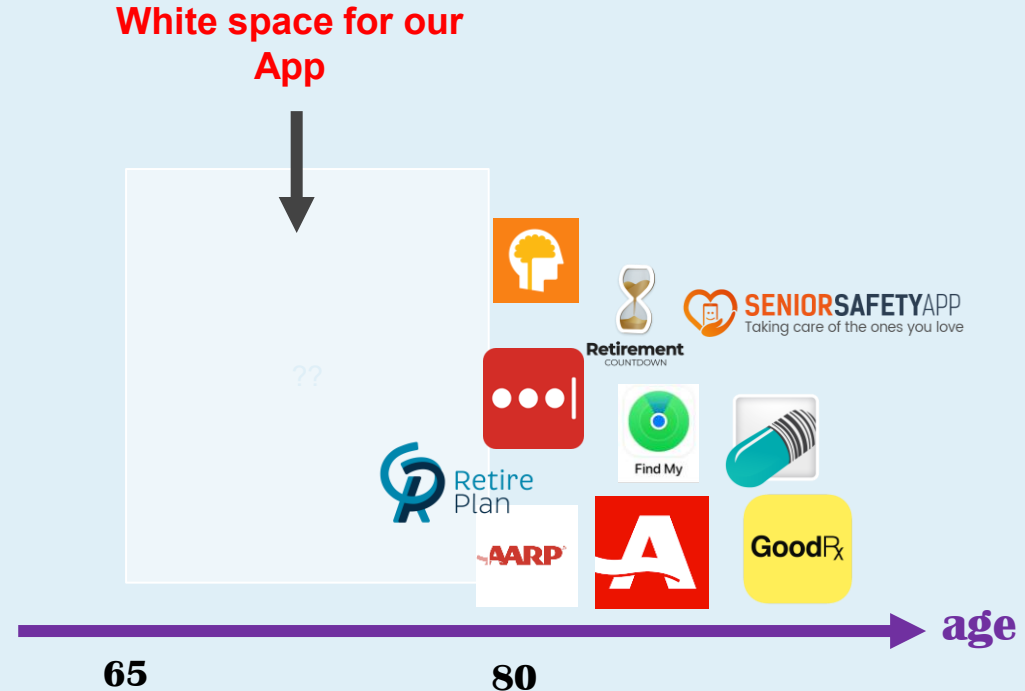
- **Exploring Intuitive Interfaces**
 - **Collaborations with Local Organizations and Tech Providers**
 - **Creating Seamless User Experiences**
- 
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White space for Retiree's related Mobile Apps

Most of the senior-friendly apps assume that Retirees have severe disabilities that need to be managed, which might be true mostly after 80 yd.

Such as apps to help them to:

- ❑ Find their car or home
- ❑ Hear the sounds
- ❑ Write by voice
- ❑ See small texts
- ❑ Find low-cost medication
- ❑ Life-Insurance
- ❑ Medical insurance
- ❑ Consultant apps
- ❑ Reminder apps
- ❑ ...senior-friendly



Key insight

Community engagement

Retiree enjoy community events and group activities because being social matters for them.

Cost matters

they prefer recreational options that are affordable and enjoyable

Diverse interests

Retirees like wide range of activities, from classes to outdoor activities

Accessible technology

Many retirees prefer easy way to technology for their recreational activities

Wellness focus

Staying healthy is important, so they Enjoy fitness, classes and outdoor activities

Intellectual stimulation

Experience new things is a priority. They like educational programs and workshops



Problems & Insights

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"How Might We" Questions

How might we create a tailored recreational program to make a strong social network of retirees?

How might we create a tailored recreational program affordable?

How might we expand a tailored recreational program that can cover a wide range of activities?

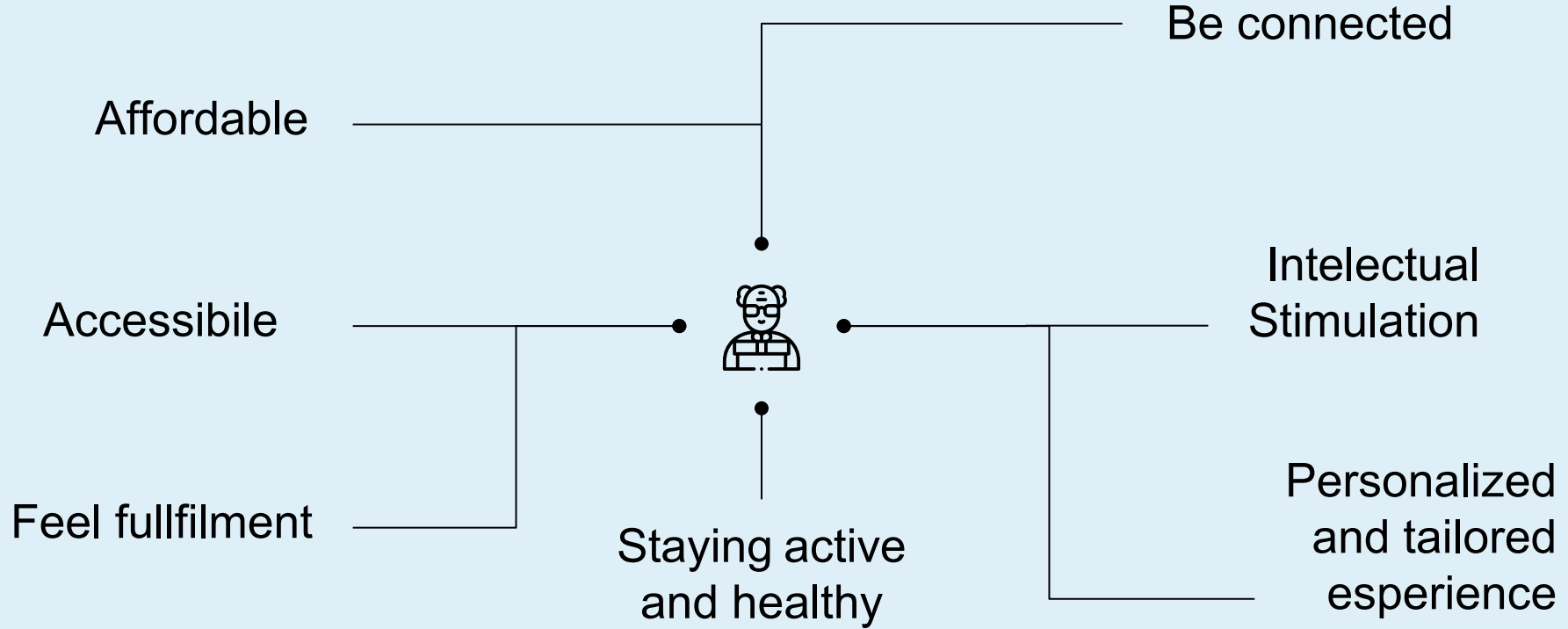
How might we create a tailored recreational program easy to access and use?

How might we create a tailored recreational program that helps retirees to stay healthy and active?

How might we create a tailored recreational program to help retirees have new experiences and skills?

Rewrite

JTBD



JTBD(few explanations)

Seeking Social Interaction: Retirees may be looking for opportunities to engage with others, make new friends, and combat feelings of isolation.

Enjoying Leisure Time: The desire to spend leisure time in a meaningful and enjoyable manner, pursuing activities that bring joy and fulfillment.

Maintaining Physical and Mental Well-being: Engaging in recreational activities that contribute to both physical health and mental well-being, promoting an active and balanced lifestyle.

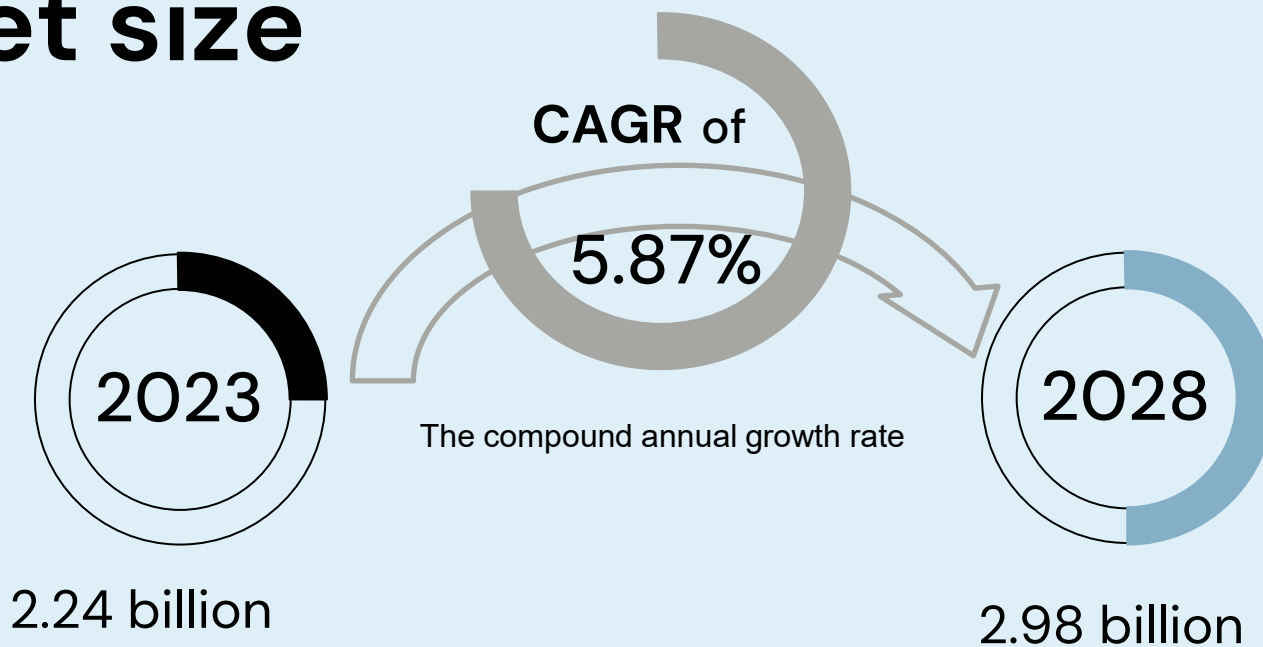
Continued Learning and Growth: Seeking opportunities for personal development, using experiences, learning new skills, or exploring new hobbies and interests during retirement.

Relaxation and Stress Relief: Looking for recreational activities that provide relaxation and stress relief, creating a positive impact on mental health.

The Recreation Services Market size is expected to grow from USD 2.24 billion in 2023 to USD 2.98 billion by 2028, at a CAGR of 5.87% during the forecast period (2023-2028). The Recreational Services program offers fun-filled, health-promoting physical activity and is helpful to wellness and personal development.

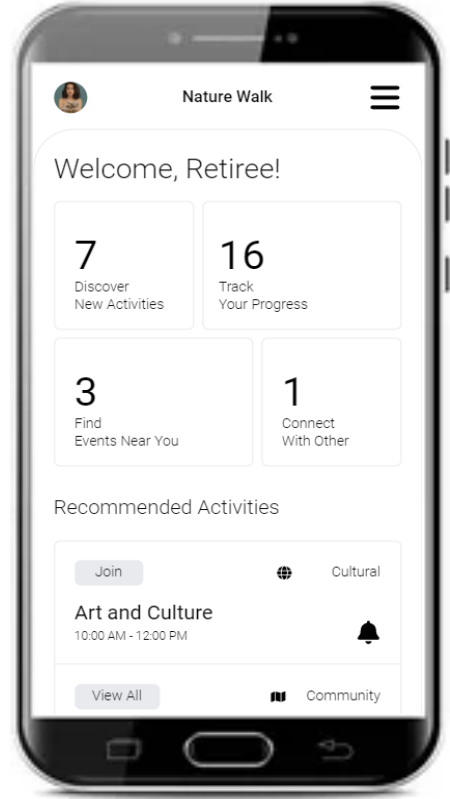
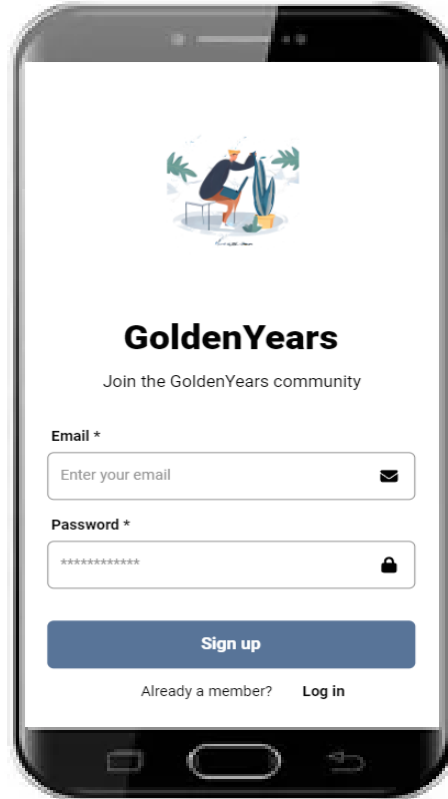
Through our forecast period, the Leisure and Recreation applications market size is expected to reach \$4.8 billion by 2026, compared with \$4.3 billion in 2021 at a compound annual growth rate of 5%.

Market size

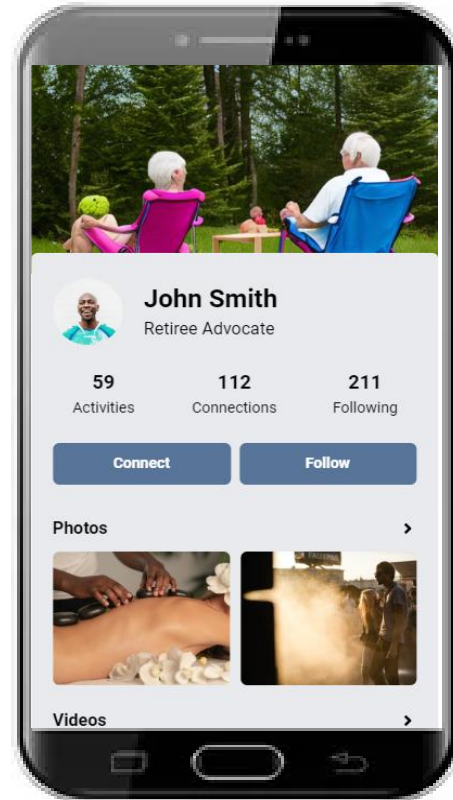
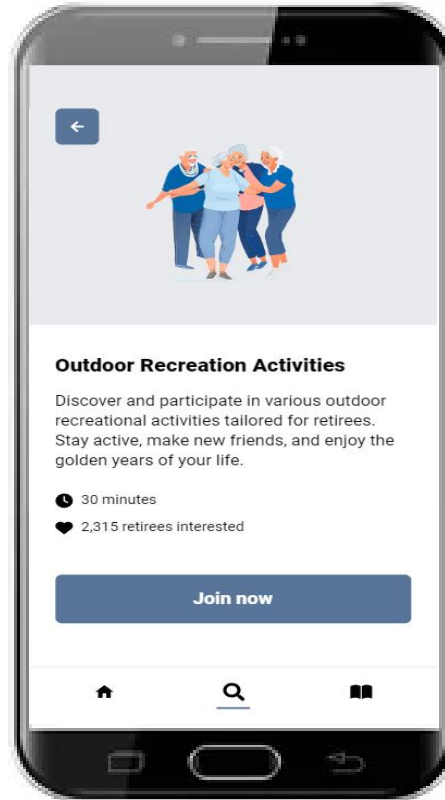
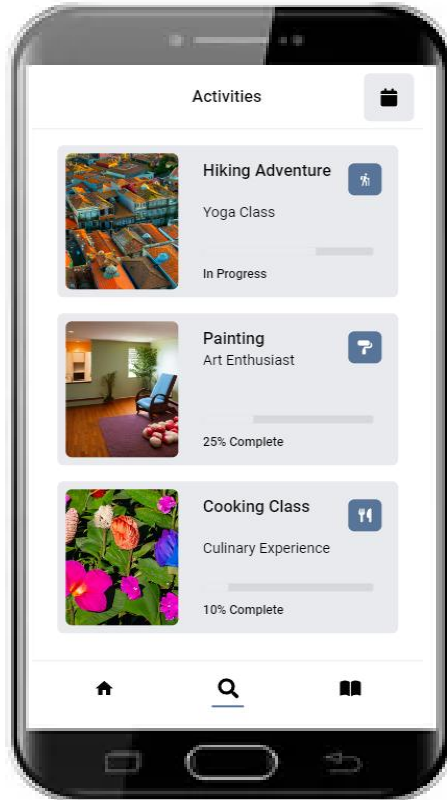
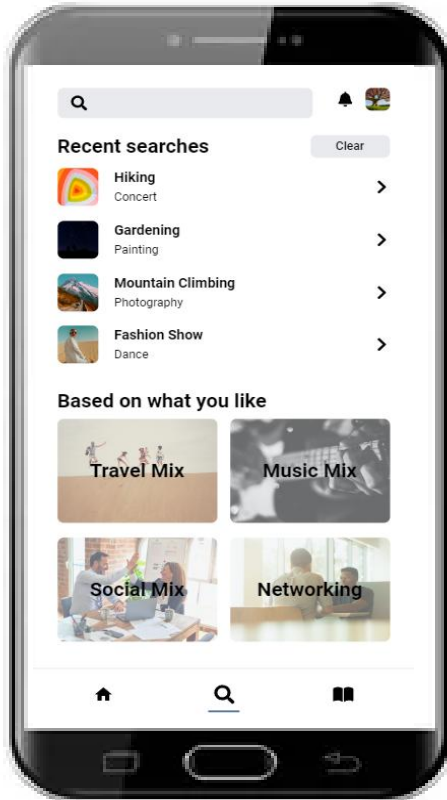


The Recreational Services program offers fun-filled, health-promoting physical activity and is helpful to wellness and personal development.

EventHarbor App prototype



EventHarbor App prototype





Case study

**Features of the
EventHarbor
App**

1.Community Connection Platform

1. **Objective:** Facilitate social connections among retirees
2. **Strategy:** Introduced a user-friendly platform with clear profile setups and interest-based matching.
3. **Outcome:** Retirees reported an increase in social interactions and a sense of community, highlighting the success of the user-centric design.



Be **Healthy**
and **Happy**

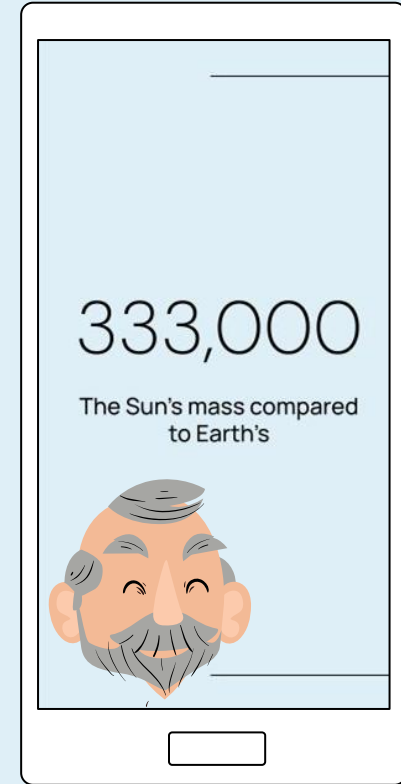


2. Wellness App for Retirees

1. **Objective:** Promote health and wellness activities tailored to retirees.
 2. **Strategy:** Implemented large, easy-to-read fonts and simplified navigation for seamless access to fitness programs and health resources.
 3. **Outcome:** Positive health outcomes were observed, with retirees engaging in regular wellness activities, showcasing the effectiveness of user-centric design principles.
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3. Educational Workshop Portal

1. **Objective:** Provide a platform for continuous learning.
2. **Strategy:** Designed an intuitive workshop portal with clear categorization and straightforward registration processes.
3. **Outcome:** Retirees actively participated in diverse workshops, demonstrating the success of the user-centric approach in fostering a culture of lifelong learning.



4. Local Events Notification System

1. **Objective:** Keep retirees informed about local events and cultural activities.
2. **Strategy:** Introduced push notifications and a calendar feature for personalized event reminders.
3. **Outcome:** Retirees actively attended local events, showcasing the positive impact of tailored notifications on user engagement.



5. Outdoor Adventure Network

1. Objective: Connect retirees with shared interests in outdoor activities.

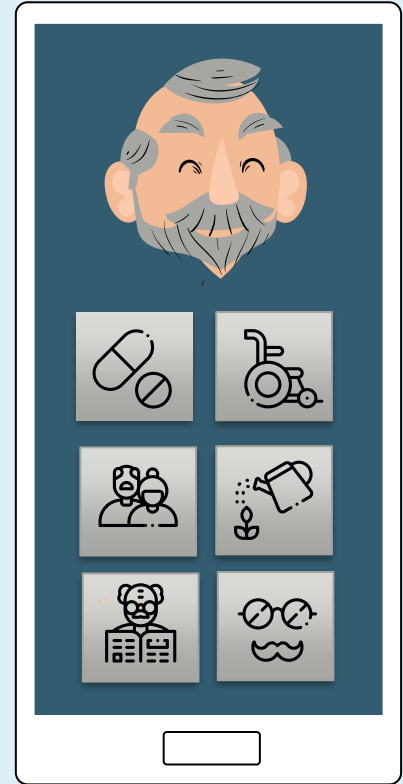
2. UX Strategy: Implemented an interactive map for easy event discovery and a simple RSVP system.

3. Outcome: Increased participation in outdoor adventures, fostering a sense of camaraderie and promoting an active lifestyle among retirees, informing about the weather, Routh finder, cost optimization.



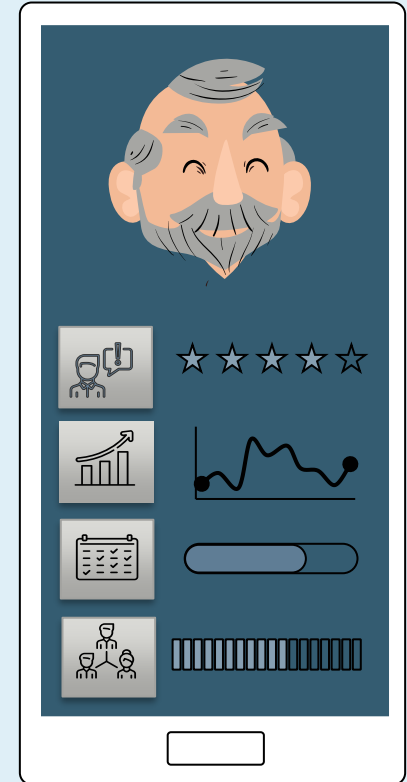
User's Journeys in the app

- **Personalization:** The app acknowledges the diverse backgrounds, interests, and physical abilities of retirees, offering tailored user journeys to cater to individual preferences.
- **User-Focused Design:** By understanding the unique needs and lifestyles of retirees, the app ensures that each user's journey is customized for a more engaging and fulfilling experience.



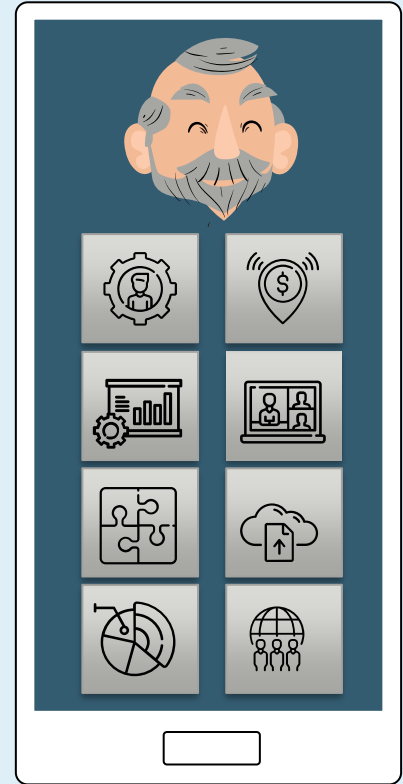
Collaborative Prototyping with Retirees

- **User Involvement:** Involving retirees in the prototyping process emphasizes a collaborative and inclusive approach, allowing direct input from the end-users.
- **Feedback Integration:** By incorporating feedback from retirees during the prototyping phase, the app is refined to better suit their preferences, ensuring a more user-friendly and effective design.



Addressing Accessibility Challenges Through Design

- **Inclusive Design:** The app recognizes and addresses accessibility challenges faced by retirees, ensuring that the design is inclusive and accommodating to various levels of technological proficiency.
- **Easy Navigation:** The design incorporates features that make the app easily navigable for individuals with varying degrees of comfort with technology.



Objectives, we are aiming to achieve with our project.

Activity Coordination

The app facilitates the organization of activities such as hiking, short weekend trips, and picnics by connecting retirees with similar interests. It acts as a platform for individuals interested in forming groups for these activities.

Secure Conversations

To foster a sense of community, the app provides a secure space for retirees to engage in conversations. The emphasis on high security ensures a safe and private environment for discussions within the user's home.

Profile-Based Matching

The app utilizes a profile-based matching system, suggesting potential activity partners or group members based on retirees' profiles and preferences. This personalized approach enhances the likelihood of forming meaningful connections.

What objective are we aiming to achieve with our project?

Two-Way Trade	Introducing a two-way trade feature, the app facilitates exchanges between retirees and local businesses. This can include services, goods, or experiences, creating a mutually beneficial interaction between retirees and the local community.
Event Notifications	Retirees receive email notifications about local events, ensuring they stay informed and encouraging active participation. This feature not only enhances social life but also serves as a marketing tool for local businesses, attracting more customers to their events.
Monetization for Local Places	Local businesses hosting events can leverage the app for visibility among retirees. The app acts as a promotional platform, attracting retirees to participate in events and generating additional revenue for the businesses.

Benefits of User-Centric Recreation Design



Enhanced User Satisfaction

User-centric design ensures that recreational activities align with the preferences, needs, and expectations of the users, leading to a more satisfying and enjoyable experience.



Increased User Engagement

By tailoring recreational experiences to the interests and lifestyles of users, the app encourages active participation, fostering increased engagement and interest.



Improved Accessibility

User-centric design considers the diverse capabilities and technological proficiency of users, making the app more accessible to individuals with varying levels of expertise and comfort with technology.

Benefits of User-Centric Recreation Design



Greater User Adoption

User-centric design ensures that recreational activities align with the preferences, needs, and expectations of the users, leading to a more satisfying and enjoyable experience.



Positive User Feedback

A user-centric approach involves gathering feedback and insights from users throughout the design process. This iterative feedback loop helps refine the app, leading to positive user reviews and recommendations.
target audience.



Increased Retention and Loyalty

Users are more likely to stick with an app that consistently meets their needs and provides a positive experience. User-centric design contributes to increased user retention and loyalty over time.

Benefits of User-Centric Recreation Design



Collaborative Community Building

Collaborative features, such as group activities and community-building initiatives, enhance the social aspect of the app. Users feel connected, fostering a sense of community and shared interests.



Adaptability to User Changes

User-centric design is adaptable to evolving user preferences and behaviors. The app can evolve alongside user needs, ensuring continued relevance and usability

EventHarbor App



The app concept revolves around creating a dedicated local network tailored for retirees, providing them with Limited Tailored Programs. This network serves as a valuable opportunity for nearby retirees to connect and participate in various activities. Key features include connecting retirees in proximity, facilitating group activities like hiking and picnics, providing a secure space for house-based conversations, matching retirees based on profiles, enabling two-way trades, notifying about local events via email, and allowing for event participation to generate income.

The app is designed with simplicity in mind, utilizing voice activation similar to Alexa to accommodate users uncomfortable with technology. By connecting people in local areas, the app encourages the formation of communities for shared transportation, with group members taking turns in charge of transportation duties."

Thanks!

