

3A

2:00pm—2:50pm

**Using Accessible Program
Design to Meaningfully
Engage Older Adults with
Technology**



Presenter:

Alex Glazebrook

**Digital
Inclusion +
Accessibility**



NYC
Department for
the Aging

NYC
Information
Technology &
Telecommunications

NYC
Mayor's Office of the
Chief Technology Officer

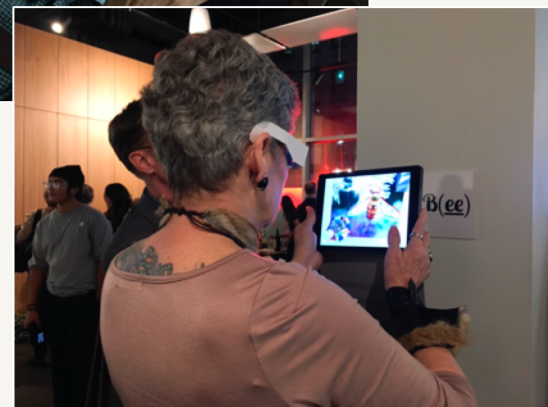
ACCESSIBLE PROGRAM DESIGN FOR OLDER LEARNERS

Digital Inclusion & Accessibility
Conference
Spring St., New York
May 17, 2018

Senior Planet – Building a New Identity for Older Adults

What we do...

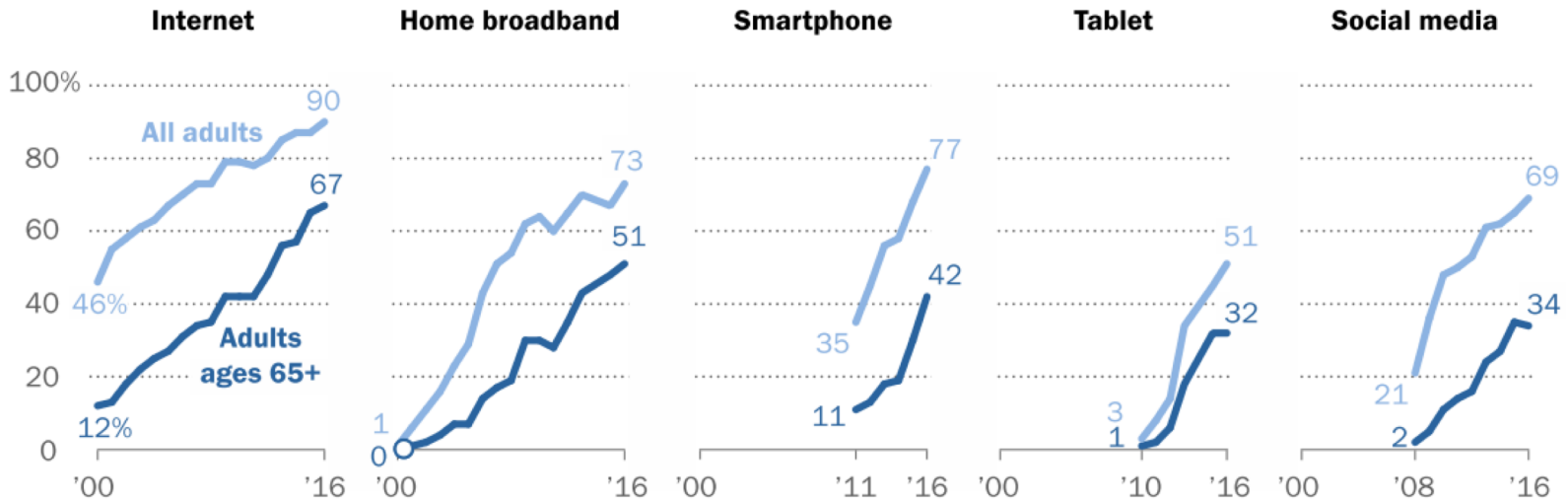
- Technology trainings as conduits to empowerment
- Founded in 2004
- 20,000+ students taught
- 20,000+ classes offered
- 100+ partner sites
- 35+ computer labs built
- 2 flagship centers



Measuring Impact with Accessibility In Mind

- We don't test on specific technical skills, since they are only important for OATS if they are used to achieve age-related outcomes.
- OATS evaluates change on five impact areas: Health, Finances, Social Engagement, Civic Participation, and Lifelong Learning. Participants complete pre and post questionnaires for each multi-week course.
- Our programs are designed in ways which promote accessibility and our assessment activities are designed to dovetail and measure these considerations.

Why this is so important, right now, and how accessibility plays a role



Source: Survey conducted Sept.29-Nov.6, 2016. Trend data are from previous Pew Research Center surveys.
 "Tech Adoption Climbs Among Older Adults"

Source: Pew 2017

American Trends in Aging

- Innovative Senior Centers
- Age-Friendly Cities
- Evidence-Based Models
- Reframing Aging
- Rural Aging



Aging + Tech: Strategies

1. Community Technology Lab Model
2. Economic Development
3. Virtual Senior Center
4. Senior-Friendly Devices
5. Senior Planet



Progressive Elaboration – Low to High Tech Solutions

1. Mainstream, consumer devices (iPads, tablets, PCs, etc.)
2. Devices developed for older adults (VSC, IN2L)
3. Robotics and assistive devices (Accessible Olli, Project Ray)



Upcoming Technology Trends

1. Accessibility
2. Smart home and IoT
3. Advanced Robotics & Telepresence





Forget about technology for a moment. What is currently the most important issue or difficulty in your life?

Top of Mind Accessibility Considerations

OATS' top 10 considerations for designing inclusive technology for older adults...

- stem from 14 years of experience training seniors and engaging them as change agents
- reflect our belief in the power of technology to change the way we age
- can generally be organized around 5 imperatives:
 - Pay Attention to Tone; Find Balance; Offer Access to Extra Help; Streamline Processes; Promote Ease

Pay Attention to Tone

Seniors' expectations for products made for them are low

1. Defy those expectations and gain trust by using language that has been tested with older adults
2. Use natural images that reflect the diversity among older adults



Find Balance

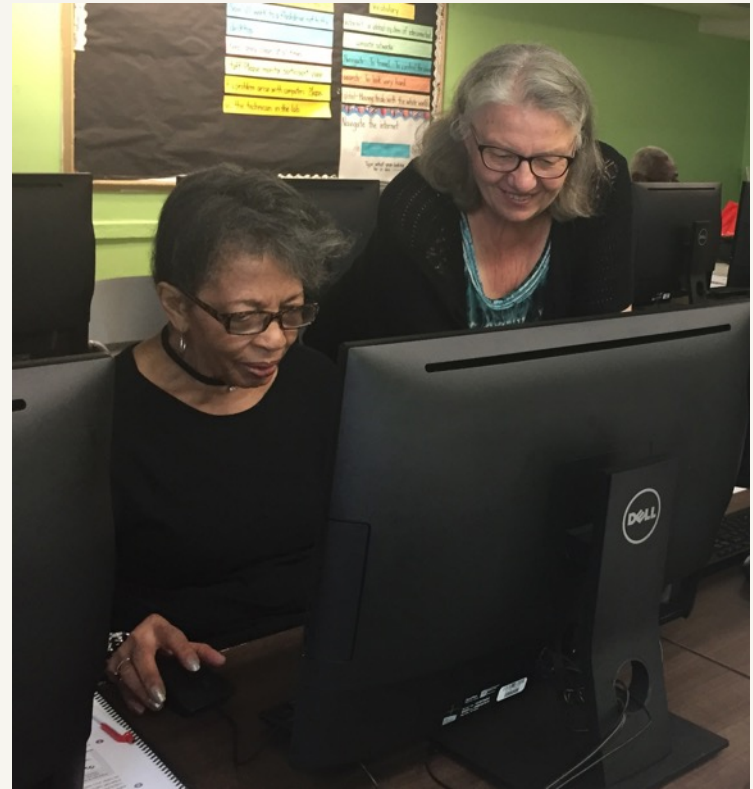
Delicate line between giving clear, comprehensive information and seeming condescending

3. Don't assume digital fluency
4. Do assume common sense



Offer Access to Extra Help

5. Clearly display where to click for more help
 - Don't force detailed instructions on users, but make it easy to find the help section
 - Give phone number for a helpline
6. In the help section, provide in depth tutorials for first-time users



Streamline Processes

7. Keep design simple and direct

- Avoid too many options on one screen

8. Minimize unnecessary steps

- NCOA's Benefits Checkup site clearly brings users from question to question

Let's start with some basics.

The screenshot shows a web form with the following elements:

- A yellow location pin icon above the question: "What is the zip code for the area you would like to get help?"
- An input field containing the text "11216".
- A blue button labeled "Update Zip Code" to the right of the input field.
- A green success message box: "Success! Brooklyn, Nueva York 11216".
- A yellow person icon above the question: "Who are you completing this for?"
- A dropdown menu with the text "-- choose an option --" and a downward arrow.
- A grey "Continue" button at the bottom of the form.

**National Council on Aging (NCOA),
Benefits Checkup*

Promote Ease

9. Include options to enlarge text, change contrast, turn on audio
10. Consider ease of use
 - Make buttons, text fields, etc. larger and easier to tap
 - Avoid moving elements



■ Top 10 Trouble Areas

These common issues that arise when older adults learn new technology...

- are based on the experience of designing and delivering thousands of courses to seniors in New York City and beyond
- vary according to what the user is doing:
 - Signing up
 - Signing in
 - Using the technology

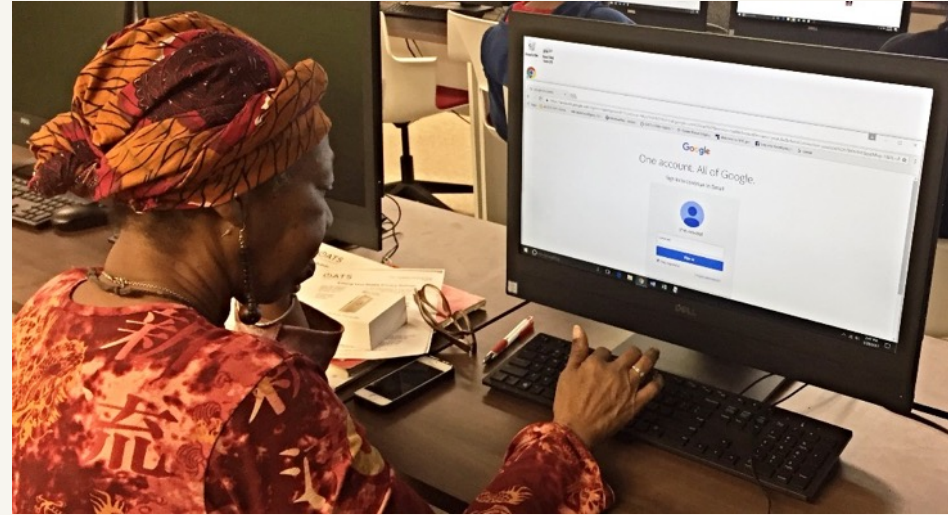
Signing Up

1. Overly complicated password requirements (i.e. a number, symbol, and a capital letter)
2. Verification process that only allows for a mobile phone
3. Complicated CAPTCHA



Signing In

4. Hard to find password recovery button
5. Complicated password recovery process



Using the Technology

6. Lack of back and/or auto save options
7. Difficulty with scroll bar
8. Extra features that distract or detract from completing task
9. Sacrificing usability for excessively large font size
10. Stereotypical or unrepresentative images and a patronizing tone



Thank you!



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