# ngage

The Problem

Retirees struggle to maintain a strong social network after no longer being in the workplace, hindering them from finding people post retirement to do activities they are passionate about with.
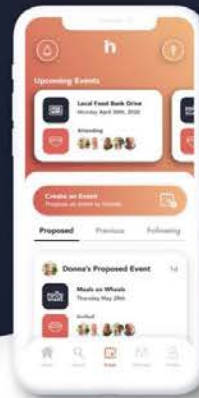
Our Solution

A mobile application where retirees can create and strengthen social relationships by finding engaging opportunities they are passionate about locally.
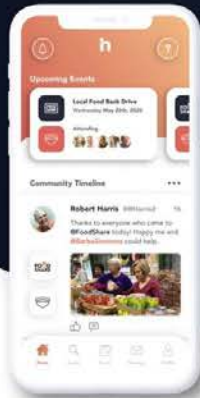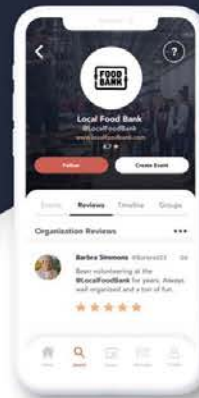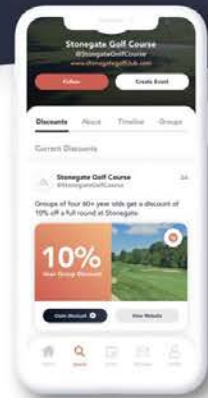
Timeline

Groups

Events

Reviews

Discounts

Professor Park
Human Computer Interaction
Spring 2020

Sullivan Wilcox

Project Lead &
Interaction Designer

Satchel Hallmark

Visual Lead &
Visual Designer

Sara Williams

Research Lead &
UX Researcher

Peter Breissinger

UX Designer

1. User Interviews

2. Secondary Research

3. Competitive Analysis

4. Online Survey

5. Mind Map

6. HMW & Five Whys

7. Expected Outcome

8. User Personas & Journey Maps

9. Storyboard, Concept, and

10. Competitive Analysis

11. Interactive Mid-fi Prototype
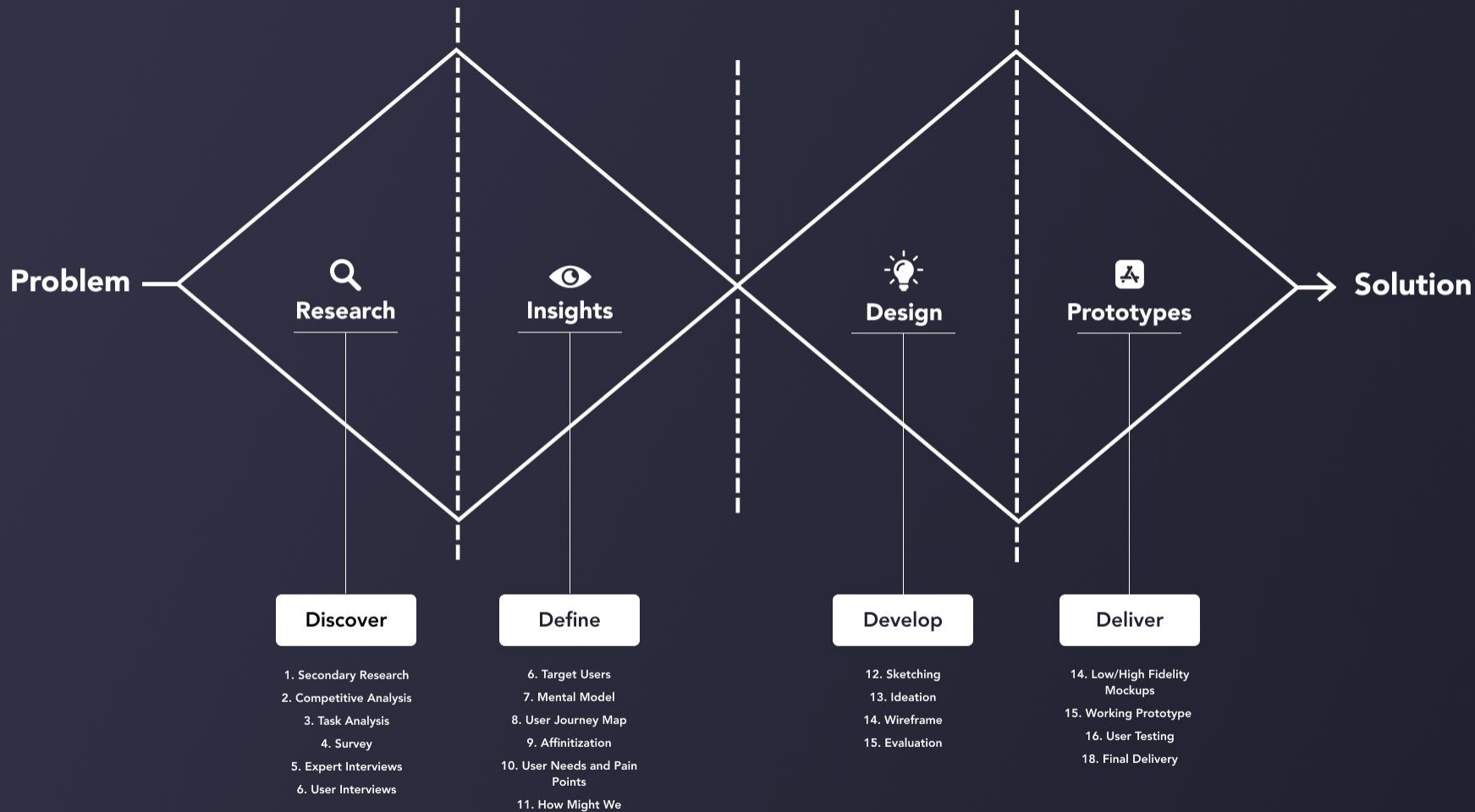
12. User Testing & Feedback
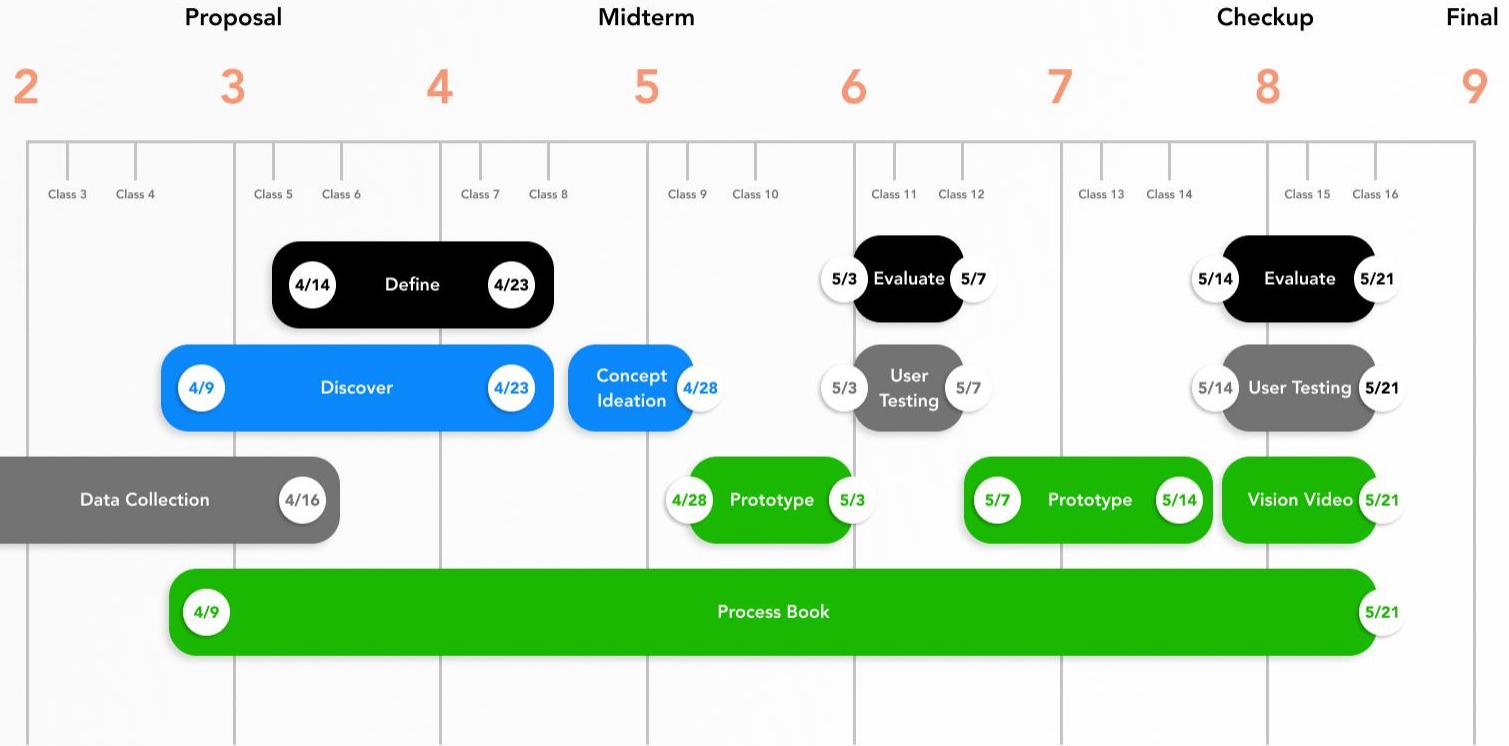
13. Questionnaire

14. logo & Brand Design

15. Final Concept

Topic of Interest.

Post Retirement
Social Relationships

Problem → **Solution**

Research

Insights

Design

Prototypes

Discover

1. Secondary Research
2. Competitive Analysis
3. Task Analysis
4. Survey
5. Expert Interviews
6. User Interviews

Define

6. Target Users
7. Mental Model
8. User Journey Map
9. Affinitization
10. User Needs and Pain Points
11. How Might We

Develop

12. Sketching
13. Ideation
14. Wireframe
15. Evaluation

Deliver

14. Low/High Fidelity Mockups
15. Working Prototype
16. User Testing
18. Final Delivery

1

User Interviews

14
Interviews.

To help gain insights for survey questions we conducted **fourteen interviews.**

Our Assumptions.

1) Retirees have a difficult time transitioning into being fully retired.

2) Travel is a large part of retirees plans.

3) Retirees are interested in volunteering.

Where we were wrong.

1) Most retirees thought the transition into retirement was not difficult.

2) Retirees have priorities when traveling.

3) Retirees have had a negative volunteering experience.

2 Secondary Research

Research shows that most retirees have a difficult time adjusting to what they perceive as "a life without purpose."

"The feeling of **no longer being productive or useful** is a difficult one to come to terms with."

HolidayRetirement, Retirement Community

"In the beginning when you retire, it might feel more like a holiday, but after that, we see more of a 'use it or lose it' effect."

Gabriel Heller-Sahlgren

Ph.D. London School of Economics & Director of Research at the Center for the Study of Market Reform of Education

Dr. Heller-Sahlgren looked at the short and longer-term effects of retirement on mental health.

Dr. Heller-Sahlgren, London School of Economics and Political Science

Drawn from the **Survey of Health, Aging and Retirement** in Europe **(380,000 Participants)**, Dr. Heller-Sahlgren found data that suggests the **negative effects of retirement start to appear after the first few years of ceasing to work.**

Dr. Heller-Sahlgren, London School of Economics and Political Science

Economists Eleonora Patacchini of Cornell University and Gary Engelhardt of Syracuse University **asked 57 to 85 year olds about their social networks** in 2005 and 2010.

Eleonora Patacchini, Cornell University & Gary Engelhardt of Syracuse University

People who continued to work enjoyed an increase in the size of their networks of family and friends of 25%. The social networks of retired people, on the other hand, shrank during the five-year period.

Eleonora Patacchini, Cornell University & Gary Engelhardt of Syracuse University

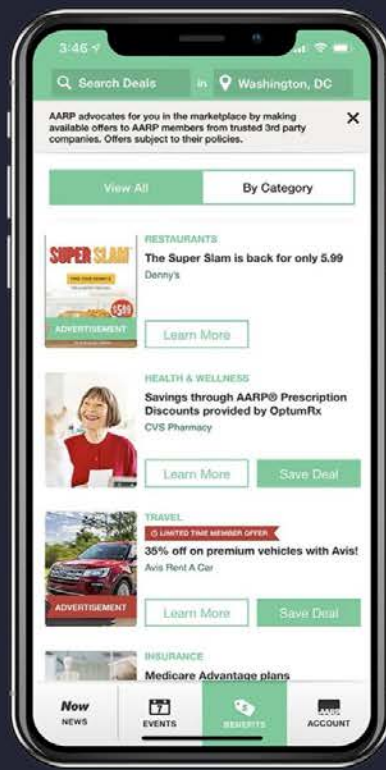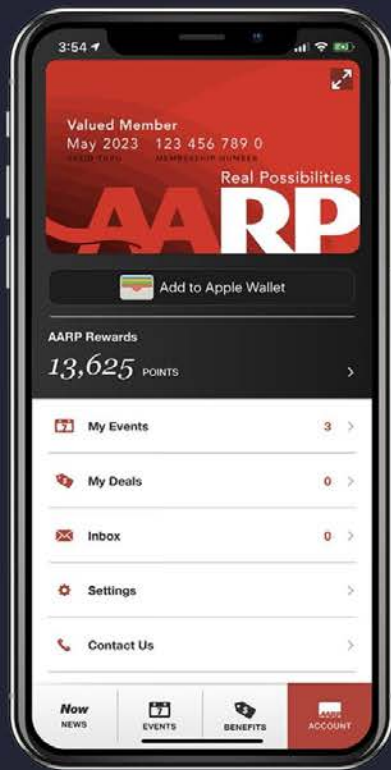# 3

Competitive Analysis

AARP

Interest group based on helping older people and "to empower people to choose how they live as they age"

Provides news, benefits, and events targeted at retiree's age 50+

Could improve upon app design, limited to AARP events with little immediate community connection
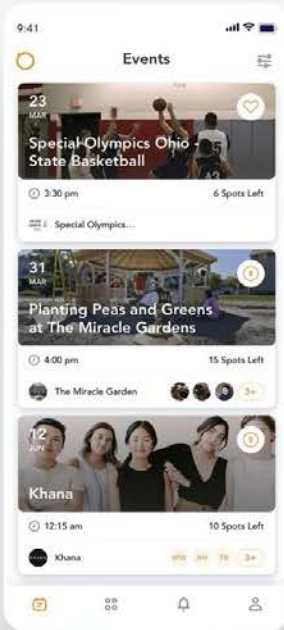
POINT

Industry Inspiration

App that allows you to find volunteer opportunities

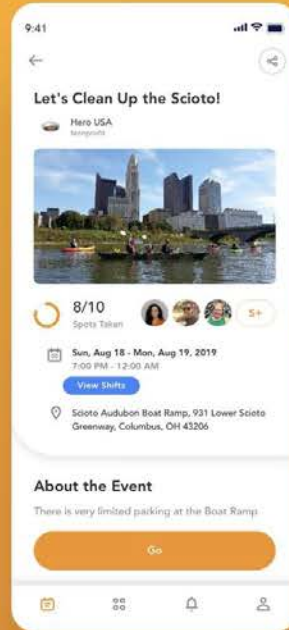Allows users to follow causes, find events, and meet people through the app

Ohio residents only

Screen 1 — "Easiest way to volunteer, everrr."

9:41

Events

23 MAR
Special Olympics Ohio - State Basketball
3:30 pm   6 Spots Left
Special Olympics...

31 MAR
Planting Peas and Greens at The Miracle Gardens
4:00 pm   15 Spots Left
The Miracle Garden   3+

12 JUN
Khana
12:15 am   10 Spots Left
Khana   HW   AN   TR   3+

Screen 2 — "Choose causes you care about"

9:41

Causes

Climate ✓   Animals   Food
Arts & Culture   Health   Water & Sanitation ✓
Poverty   Education ✓   Equality
Energy   Community Development   Conservation
Peace & Justice   Family   Crisis ✓
Religious   Homeless   Consumption

Screen 3 — "Find local volunteer events and tap "Go""

9:41

Let's Clean Up the Scioto!
Hero USA
Nonprofit

8/10 Spots Taken   5+

Sun, Aug 18 - Mon, Aug 19, 2019
7:00 PM - 12:00 AM
View Shifts

Scioto Audubon Boat Ramp, 931 Lower Scioto Greenway, Columbus, OH 43206

About the Event
There is very limited parking at the Boat Ramp.

Go

ZipRecruiter

Industry Inspiration

The leading online employment marketplace, utilizes AI to connect employers to job seekers

Targeted at 20-50 year olds

Artifical Intelligence driven job search helps promote ease of use

Layout and organization of interface could be simpler, specifically in profile area

4

Online Survey

536

Participants.

In our online survey of participants aged 50-75.

59%

of participants were retiring within 5 years.

41%

of participants are retired.

86%

86% of retirees spent most of their free time with friends and family.

74%

74% of non-retirees felt confident about the transition into retirement.

62%

62% of retirees said they still would have an interest in volunteering if they had a part time job or consulting role.

When you retire or during retirement, which of the following are most interesting to you?

Personal Hobbies **72.3%**

Personal Projects **60.3%**

Volunteering **55.9%**

Part Time Job **24.4%**

Consulting **13.8%**
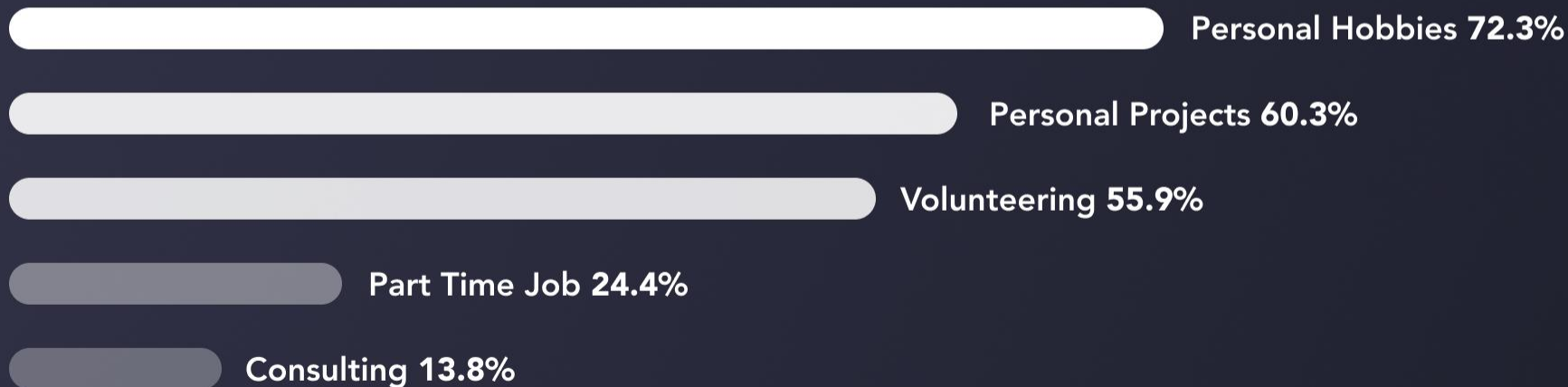
Affinitization.

After primary research, we gathered language data (Ideas, Opinions, and Issues) from our interviews and survey and organized them into groups based on their natural relations.

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Passion & Volunteering.
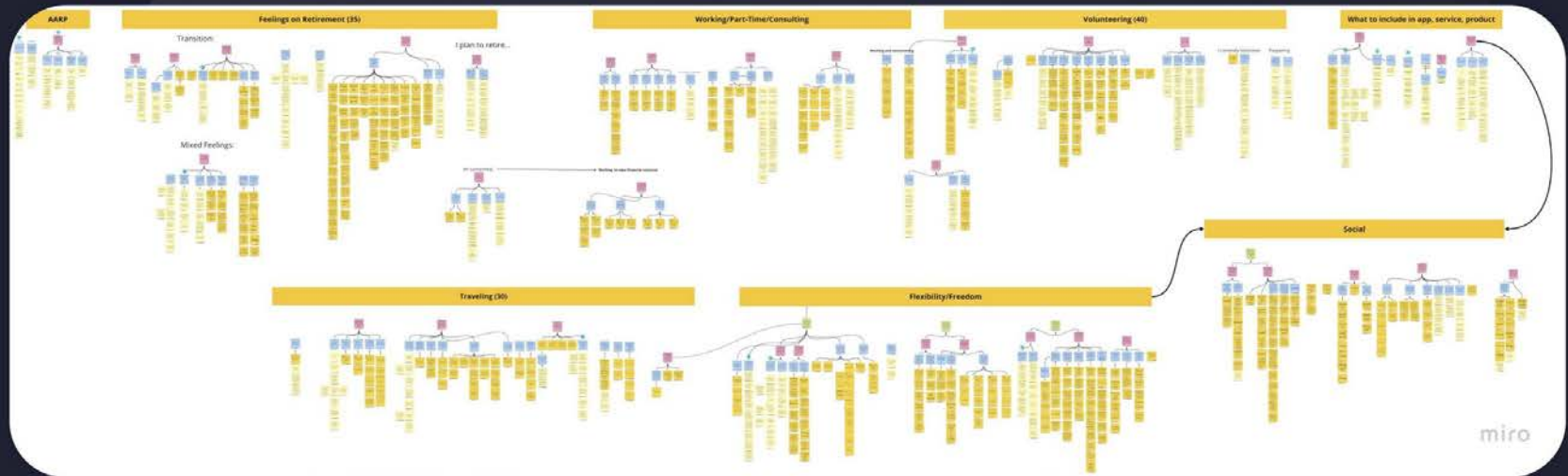
1) I enjoy having free time to...

2) Doing what I want when I want

3) I enjoy my flexible schedule
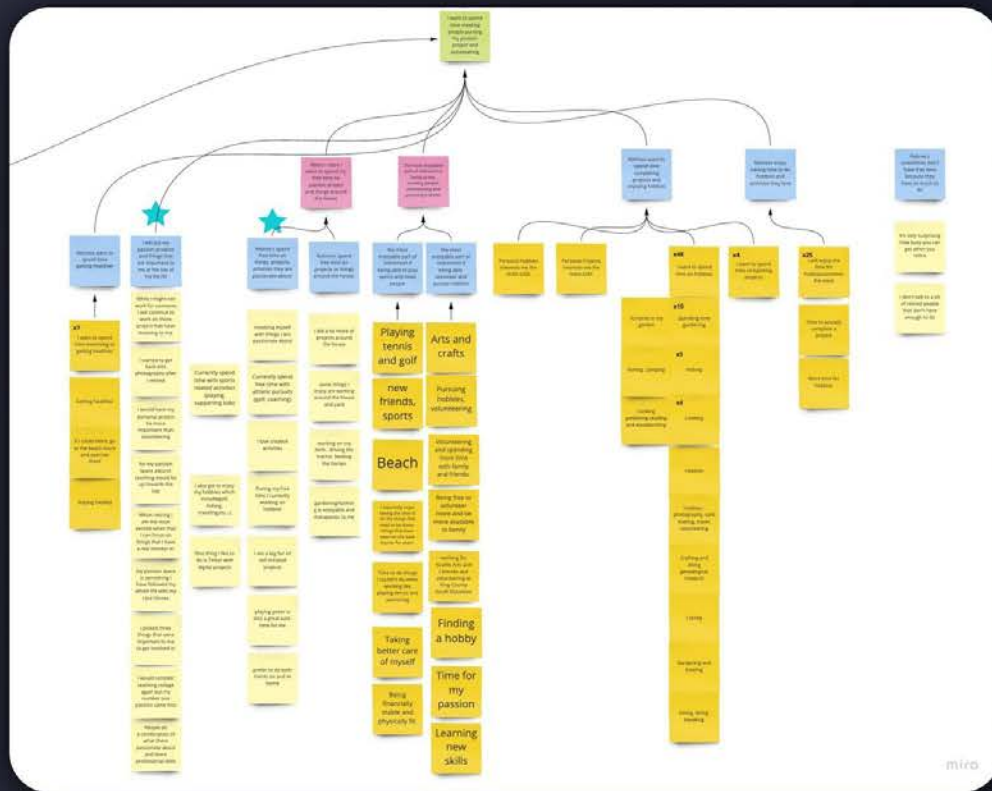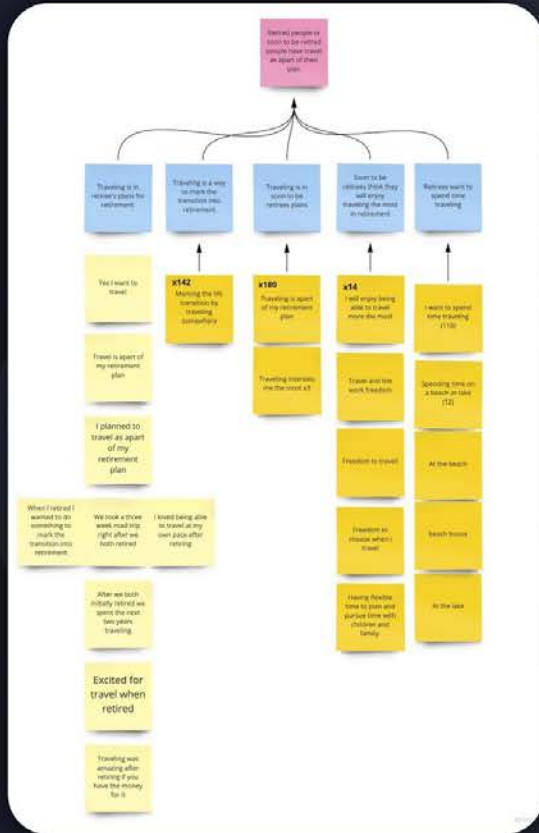
Traveling.

1) Travel is apart of my plan (254)

2) I did not travel as much as I thought I would

3) I have priorities when traveling

Mindmap.

1) What do expect in retirement and what is your experience with retirement

2) Is travel apart of your plan

3) What are you interested in doing during your free time

4) Are you interested in a part-time job or a consulting role
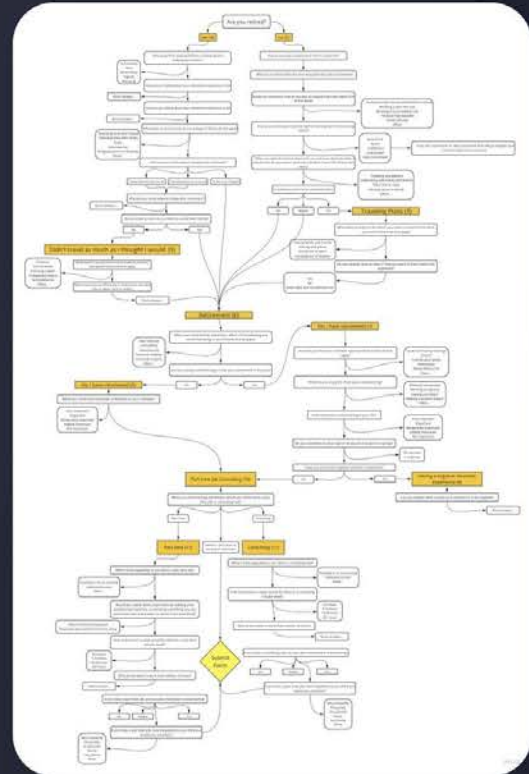
7

HMW &
Five Whys

"How might we create a fun social environment while helping retirees strengthen and maintain relationships?"

How might we strengthen retirees relationships with friends and family?

- How might we make retirees feel valued and connected?
- How might we farther develop the social network of retirees?

How might we help retirees find engaging opportunities?

- How might we connect retirees with their passions?

How might we provide retirees with resources to help them have the best retirement possible?

- How might we provide retirees with a flexible daily routine?
- How might we make our retirees feel confident by providing structure within their lives?

How might we provide long-term enjoyment post retirement?

- How might we keep retirees connected to their local communities through topics of interest?

8 Expected Outcome

Expected Outcome.

Our expected outcome would be to create an environment where the retirement community would become engaged in different activities to enrich and enjoy their retirement years.

9

User Personas & Journey Maps

Target User

Age: 60-75 years old

Those about to retire and those
who are already in retirement.

Target Audience

"Of retirees who responded with a retirement age, around **9.2%** retired recently. (Applying that to all retirees means approximately **4.5 million** people retired recently)."

Target Audience

"In 2017, **22,295,155** retired men lived in the United States – **45.26%** of all retirees."

"In 2017, **26,965,901** retired women lived in the United States – **54.74%** of all retirees."

Target Audience

64% of women are likely to spend their time **volunteering** after retirement.

47% of men are likely to spend their time **volunteering** after retirement.

● Retired on or before age

Percentage of retirees reporting

100%
80%
60%
40%
20%

55   60   65   70   75
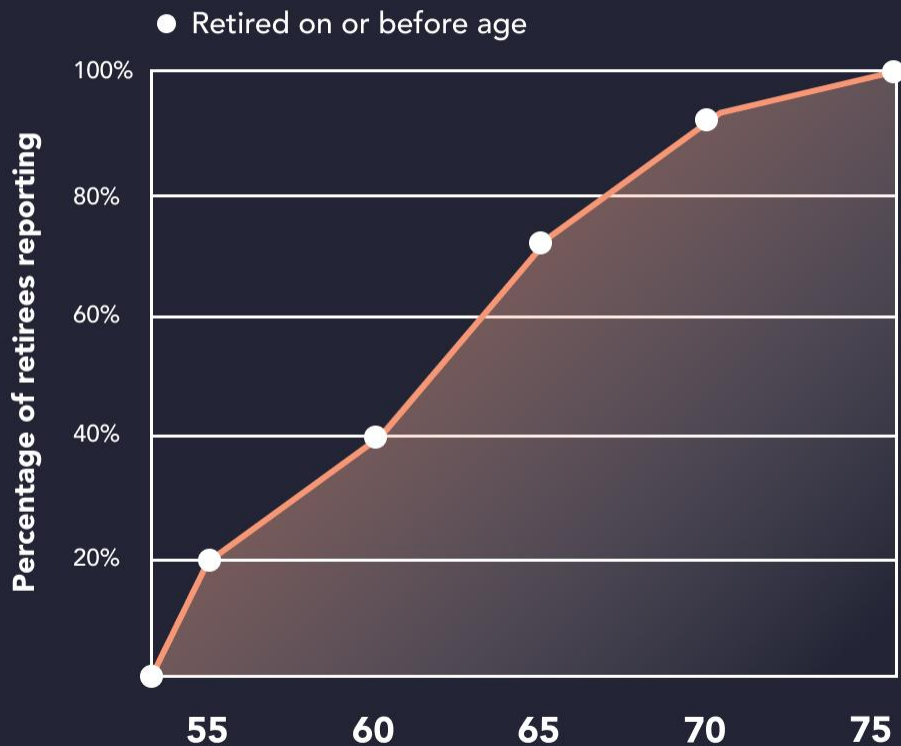
2017 Federal Reserve Survey of Household Economics and Decision Making

Target Audience

The average retirement age is 62 years old. We are selecting this age rage to include people who may have chosen early retirement and those who have already retired.

Source: DQYDJ.com

Biography

Karen has just retired this past year and has been enjoying her time off. She's a very motivated and social person and after a couple of months of relaxing she is looking to do something to fill her time and provide some structure. She's always had a passion for photography, but never had time to pursue it while working. She is not only looking to learn more about photography, but also meeting new people who share her same passion.

Photography   Consulting   Running

Personality:

Introvert ————————●——— Extrovert

Sensing ———●——————————— Intuition

Thinking ——————●————————— Feeling

Judging ————————●————— Perceiving

Motivations:

Price

Comfort

Speed

Social

Karen

Age: 61

Occupation: Retired Consultant

Location: San Jose, California

Goals:

- Spend time during retirement shooting photography
- Find things to provide structure and give meaning in her retirement
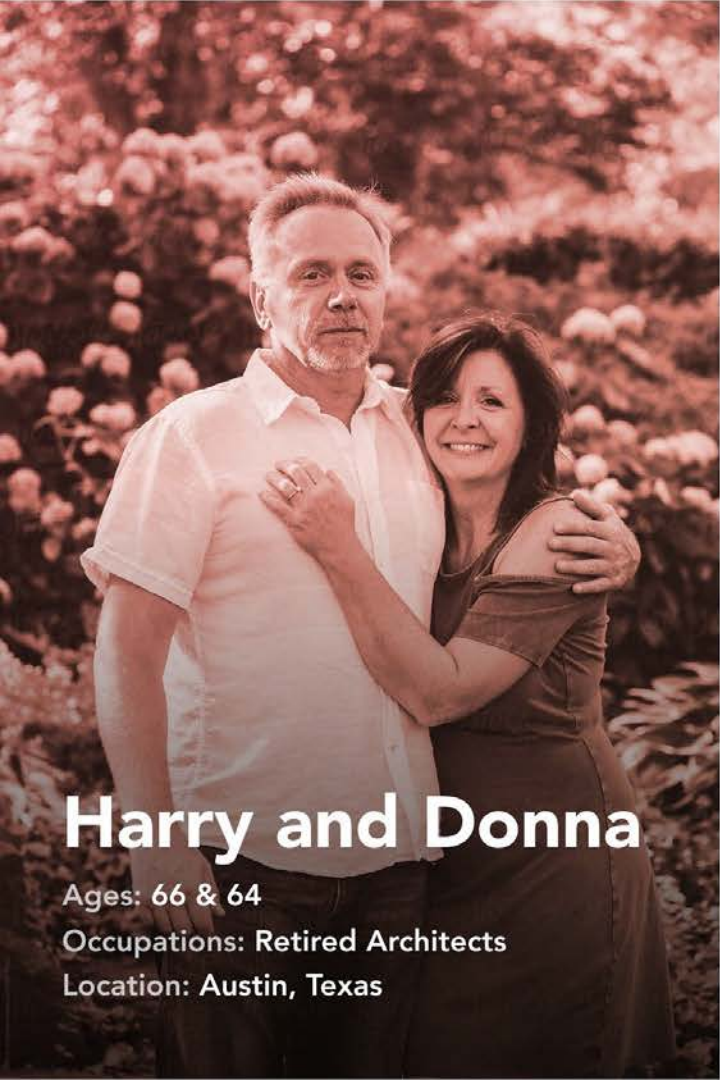- Meet new people and expand her social network

Frustrations:

- None of her close friends share her same interest in photography
- Most friends are still working and can't socialize frequently
- Unsure where to find people who share her passion

Karen's Current Journey

1 Retires from her job.

2 Thinking about what she wants to do for fun and provide some structure in retirement.

3 Decides to pursue photography and buys a new camera.

4 None of her friends share her interest, looks online for local photography opportunities.

5 Finds a club that sounds fun and signs up for an event.

6 Club is too advanced and doesn't fit in with younger crowd.

7 Doesn't have fun doing photography by herself and forgets about it.

Do	Takes a vaction and celebrates her retirement with friends and family.	Thinking and weighing what she wants to spend some of her time doing.	Finds a new camera online that she loves and buys it.	Looks on google for local photography opportunities and clubs.	Signs up for the next event through the club's website.	Goes to the event she signed up for.	Tries to do photography by herself.
Think	I'd never thought this day would come I deserve some time off to relax	I need to find something that will be fun, but also add some structure Should I finally spend my time on photography	I can't wait to start spending time shooting photos I need to learn how to use this new camera	I wish some of my friends were into photography I bet there is something around here locally that I could get involved with	This sounds fun Hopefully I can meet some new friends	This wasn't anything like I thought it was going to be like I don't fit in here	This isn't fun by myself Maybe I should just pursue other things
Feel	Releaved, Overjoyed, Happy, Free	Joyful and Conflicted	Happy and Excited	Lonely and Optimistic	Excited and Optimistic	Disappointed, Awkward, Anxious, Lonely	Disappointed and Lonely
Opportunities				Provide her with local opportunities, clubs, activites in one place based off her location.	Connect her to members of the club, provide media of previous events & work, show previous reviews.	Provide her with in depth profiles of members of people at this club before signing up.	

Biography

Harry and Donna have been both retired for 5 years now. They want to spend more time doing what they love most, traveling. They share a passion for fine art and visiting museums. After traveling inside the US early on in their retirement they now want to visit Europe before they get too old. With the amount of museums to visit in Europe regarding fine art, along with them both getting older they want go as soon as possible.
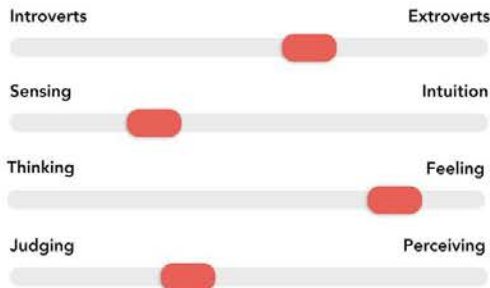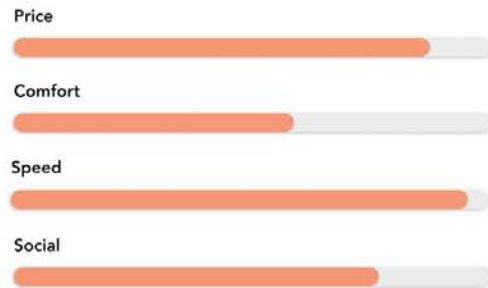
Travel   Fine Art   Museums

Personality:

Introverts ———————————————●——— Extroverts

Sensing ———●——————————————— Intuition

Thinking ————————————————●—— Feeling

Judging ————●——————————————— Perceiving

Motivations:

Price

Comfort

Speed

Social

Harry and Donna
Ages: 66 & 64
Occupations: Retired Architects
Location: Austin, Texas

Harry and Donna's Goals:

- Travel to Paris to see the Louve within the next year
- Cross off all of the bucket list places they want to visit by the time that Harry turns 70
- Spending time with friends and family while traveling

Frustrations:

- Fear they may not visit all the places they want to with growing older
- Friends are still working and don't have time to travel
- Friends don't have same interest in fine art and museums

Harry and Donna's Current Journey

1. Agree they want to travel to Paris.

2. Creates a dream itinerary for a trip to Paris.

3. Trys to convince friends to go with them, but don't want to spend the money.

4. Tries to connect with mutual friends in their social network.

5. Ends up traveling as a couple.

6. Gets lost and confused multiple times during the trip.

7. Wish they could have enhanced the experience by traveling with others.

	1	2	3	4	5	6	7
Do	Calculating how much money they are willing to spend, and thinking of the places they want to visit.	Using websites and apps to plan out what the trip would look like and how much it would cost.	Calling and meeting with friends to propose the trip.	Asking friends if anyone they know might be interested in going.	Finalize itinerary and book the trip.	Traveling inside of Paris and visiting set list of places from itinerary.	Return back home.
Think	I can't wait to go to Paris I can't believe we're going to actually go	This is going to be the best trip ever I will remember this forever	Are we just going to have to go by ourselves I wish I could share this experince with them	Hopefully we can find someone to go with Even if they want to, will they want to do the same things as us?	We will still have fun even though we couldnt find anyone to go with	This language barrier is tough Traveling with someone else would have made this easier	This trip wasn't exactly like what I thought it was going to be like I wish we found someone to go with
Feel	Excited, Overjoyed, Happy	Excited, Overjoyed, Eager	Disappointed, Optimistic	Doubtful	Excited, Optimistic, Happy	Overwhelmed, Confused	Disappointed
Opportunities		Have eveything you need to make an itinerary in one place (flights, hotels, destinations, costs, etc) and provide estimated costs.	Allow them to easily share their itinerary with friends and family.	Connect them to people who share similar interests, and want to visit the same places.		Provide them with the resources they need to be prepaired so they can just enjoy the vacation.	

10

Storyboard, Concept, and Competitive Analysis
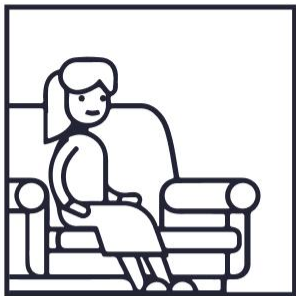
Karen just retired and has been looking forward to taking time off to relax and transition into retirement.

She takes time to enjoy her first couple of months of retirement by traveling and seeing friends and family to celebrate this transition in her life.

After those first couple of months of relaxing, Karen wants to find something to do to fill her time and provide structure in her life.
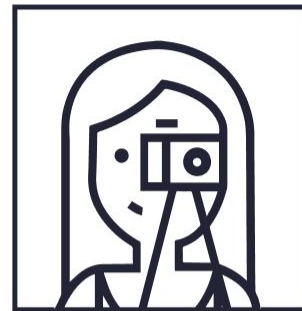
Karen has always had a love for photography, so she buys a new camera and is excited to spend time doing what she loves the most.

None of her close friends share her same passion for photography though. She's unsure where to go to find people who share her passion.
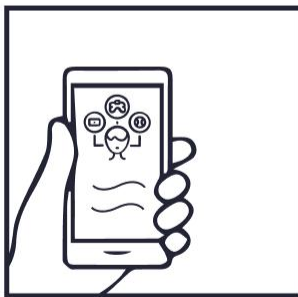
Karen then finds "Emer" on the app store. She is able to sort for events and groups revolving around photography in her local community.
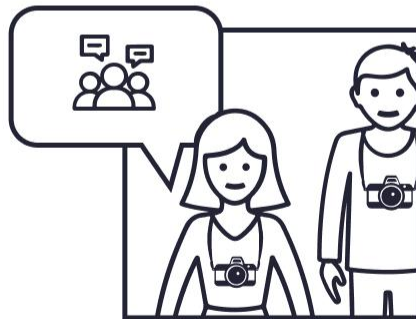
She finds a group of retired photographers like herself who meet every week and pursue local photography opportunities.
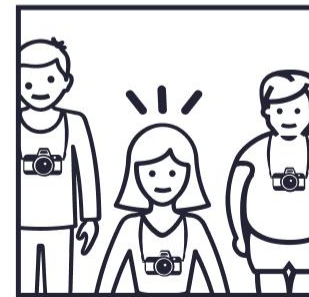
Karen has now met some of her best friends after retirement and is able to spend time pursuing what she loves the most.

Concept 1

A travel based app that allows retirees to connect with other retired people to travel together.

Harry and Donna have been enjoying their retirement over the last couple of years. They always have had traveling being a big part of their retirement plan.

They've done a lot of traveling inside the US during their first couple of years, but are looking to travel more internationally before they get too old.
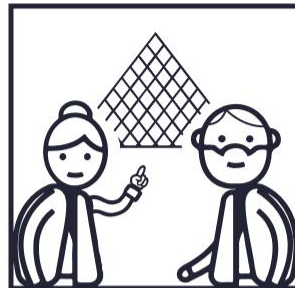
Harry and Donna have always dreamed of going to see Paris and specifically visit the Louvre because of their interest in fine art.

They have always wanted to go on this trip with their friends, but they don't want to splurge with their limited savings to go.
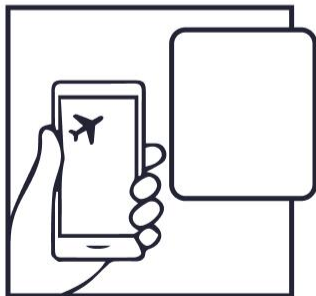
Harry and Donna post on "Tourus" their ideal itinerary of traveling to paris, including seeing the Louvre, and when they want to go.
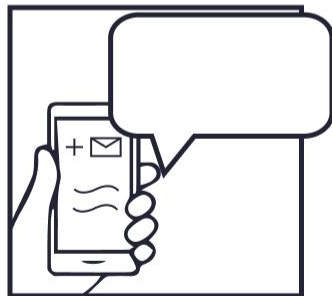
A retired couple who are also into fine art and are looking to travel to Paris to see the Louvre find them on "Tourus" and reach out to Harry and Donna.

Harry and Donna start talking back and forth get to know each other better. They agree on the itinerary and book their trip to Paris.

During their trip to Paris they create a close friendship with the couple. During the trip they agree to travel to go see the Prado Museum in Madrid later that same year.

Concept 2

A post retirement app that helps grow social relationships through passions and volunteering opportunities.

Concept Decision Reasons

1) Travel concept isnt as focused on our target demographic.

Could easily be used by a wide range of users.

2) Community based volunteer apps are not available to our demographic.

Struggled to find a wide varity for competitive analysis

"POINT" app had excellent UX, but limited by location

3) Help retirees make new connections and find those with common interests.

Passion spaces was an underserved area that we wanted
to capitalize on.

Target User Experience

Design a system where retirees can strengthen and maintain relationships by finding engaging opportunities they are passionate about.

Evaluation Questions

Does this encourage seniors to **grow and strengthen their social network?**

Is the **interface logically consistent and easy to use** for our senior target audience?

Does this help retirees **find a fun environment and engaging opportunities?**

Does this **provide resources for retirees to have a more enjoyable retirement?**

Evaluation Methods

User Testing

- Quick way to meausre usability

- Easy scale for our participants (target audience)

- Can be used on small sample sizes and receive reliable results

- Can determine if our app is a usable or unusable system

Questionnaire

- Quantitative Data

- The System Usability Scale (SUS)

- Questionnaire for User Interface Satisfaction (QUIS)

- Usefulness, Satisfaction, and Ease of Use (USE)

Why jump to Mid-fi?

- Older demographic of 60+ doesn't have to focus on imagining interaction.

- More detailed insights on usability of UI for our older demographic.

- Completed interactive prototype in same rapid time span (2 days).

Interactive Mid-fi Prototype
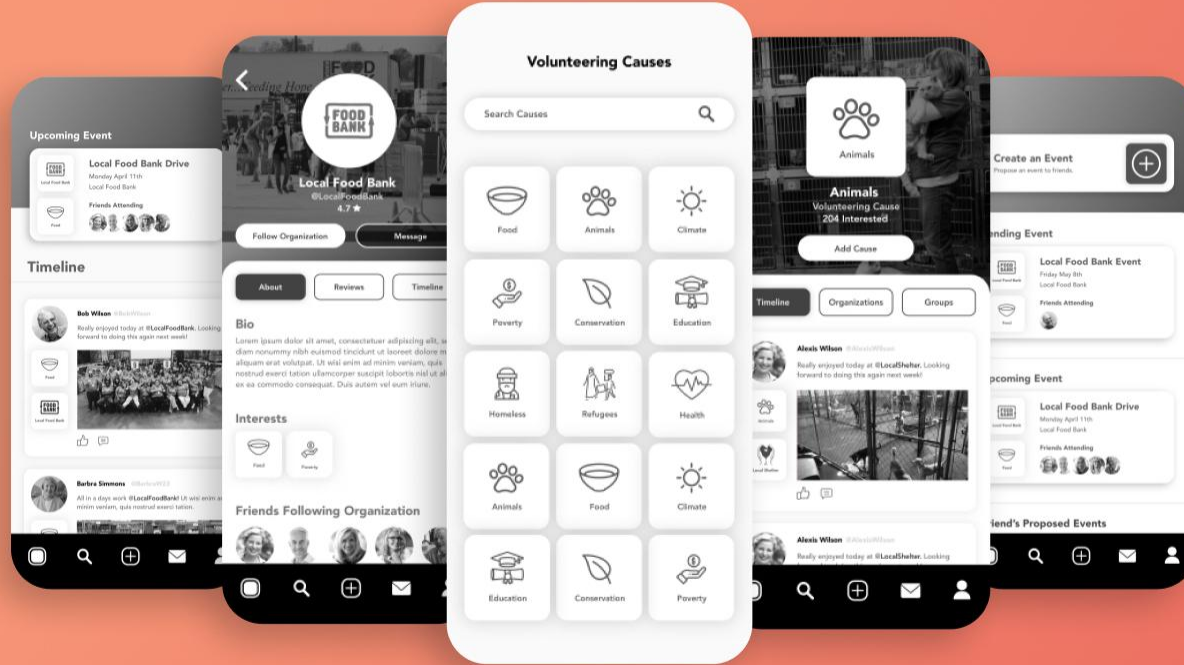
Adding Causes & Interests

Select Interests & Passions

Cause & Passion Questionnaire

Timeline, Post, and Profile
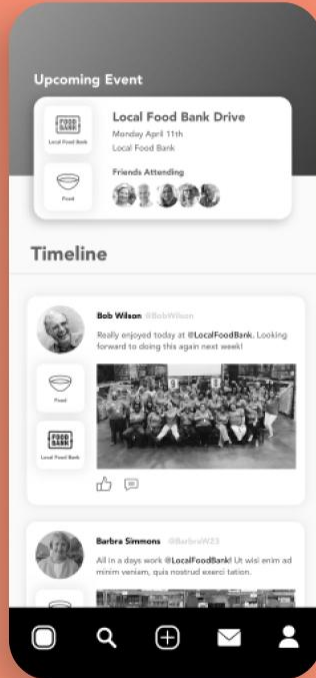
Timeline & App Homepage
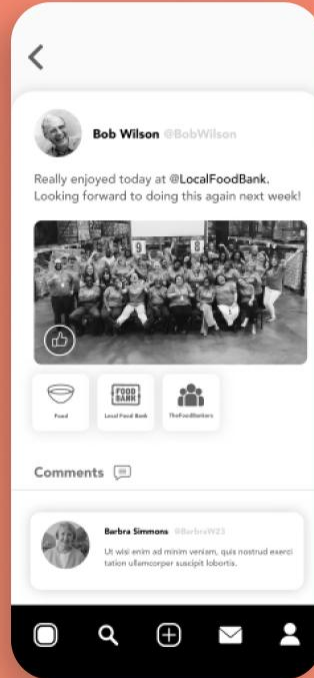
Timeline Post
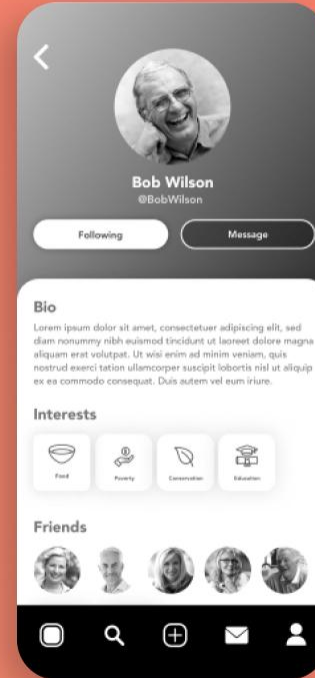
User Profile

Search & Organization Pages
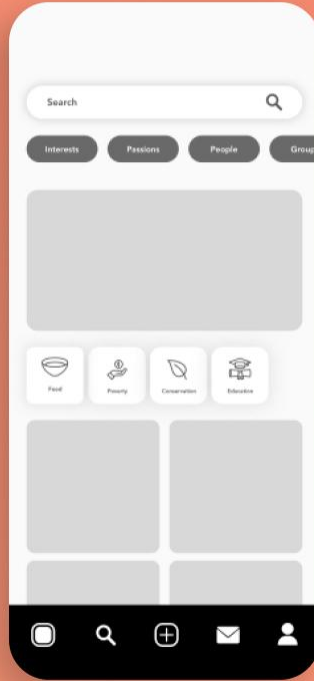
Search Tab Homepage
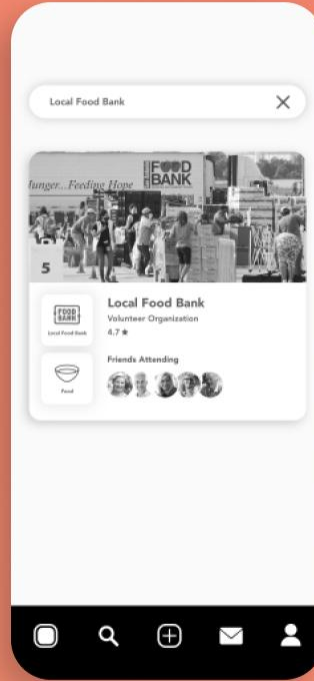
Search
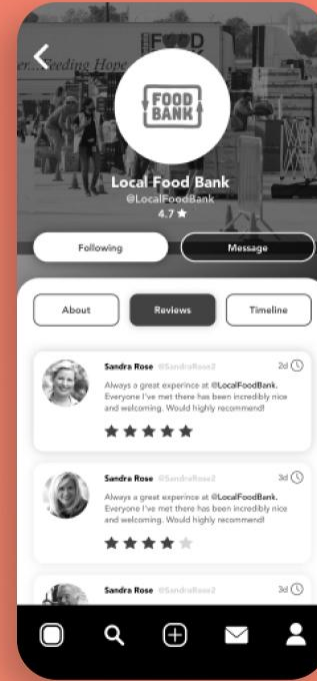
Organization Page & Reviews

Events
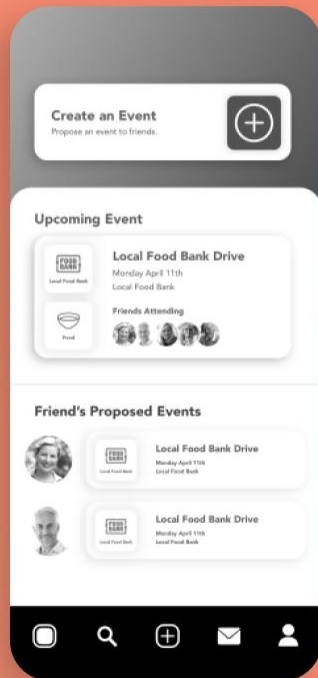
Event Tab Homepage
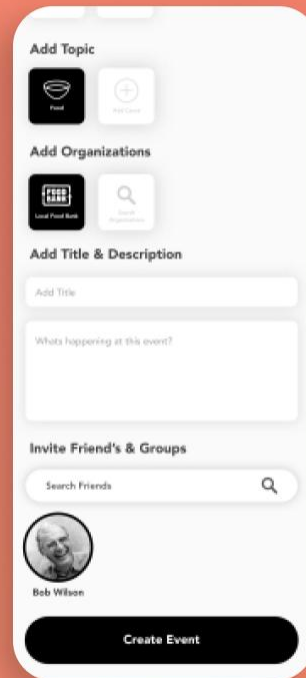
Creating an Event

12

User Testing & Feedback

.32

10
Evaluators

The evaluators were in our target demographic of 60-75 years old.

User Testing Tasks

1) Add a volunteering cause and complete the onboarding process.

2) Follow a user from their timeline.

3) Search for a volunteer organization through the "search" tab.

4) Follow a volunteer organization on the app and view the reviews.

5) Create an event in the "Event" tab by inviting the user and volunteer organization they just followed.

6) Add another volunteer cause and find a user group involved in that cause.

Post Testing Interview

To gain specific insights on what to improve on, we interviewed our evaluators right after they finished testing.

What parts were most confusing or difficult to use?

Is there anything that feels unnecessary or awkward?

Was the interface easy to use and read?

If you could add or change anything in the app what would it be?

What parts were most confusing or difficult to use?

*"Somewhere that told you what each of the **tabs** at the bottom are"*

*"Not knowing what the **icons** meant at first. I didn't know what they were"*

*"**Icon** for Events was confusing. It could be a calendar like icon instead"*

*"You could also maybe include the name of **tabs** underneath them in the bottom bar to help out when you are first using the app"*
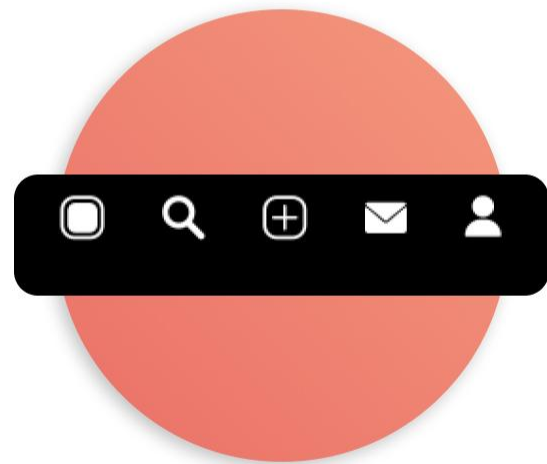
Was the interface easy to use and read?

*"If your dealing with older people the **font** could probably be a **little bigger**."*

*"The only thing is making some of the **small text a little bit bigger** so it's easier to read for older people"*

*"I think some of the **text was a little bit small** and hard to read. I had to zoom in with my phone for some parts."*

If you could add or change anything in the app what would it be?

*"A **tutorial** when you first get the app. I just would need to go through it a few times"*

*"The **tutorial or help page** with the things identified in a brief description"*

*"If there is something like a **tutorial** the first time you used it that would help me"*

*"If there was a **help section** where you could see the layout of what things were"*

Evaluation Observations

Some evaluators struggled to tap the corrrect button to create an event in the event tab.

"I kept wanting to tap the white bar when I was trying to create an event when it was the button on the right"

Evaluation Observations

Some evaluators struggled to figure out how to follow a user from there timeline.

"I also **found following someone to be confusing** as there were many steps to do so. If there were a little button by his post that I could just press that would be ideal."

"I think adding a **quick or shortcut follow button** would be a good idea"

Bob Wilson
@BobWilson

Following

Message

Bio

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure.

Interests

13 Questionnaire

System Usability Scale

Five Point Likert Scale

1 - Strongly Disagree
2 - Disagree
3 - Indifferent
**4** - Agree
5 - Strongly Agree

N = 10

Sus Score	Rating
>80.3	Excellent
68-80.3	Good
68	Okay
51-68	Poor
<51	Awful

Questionnaire

(Modified questions to fit our prototype)

1. Does this encourage seniors to grow and strengthen their social network? **5**

2. Is the interface logically consistent and easy to use for our senior target audience? **3**

3. Does this create a fun environment where seniors can find engaging opportunities? **4**

4. Does this provide resources for retirees to have a more enjoyable retirement? **4**

| 1 | 2 | 3 | 4 | 5 |

Strongly Disagree   Strongly Agree
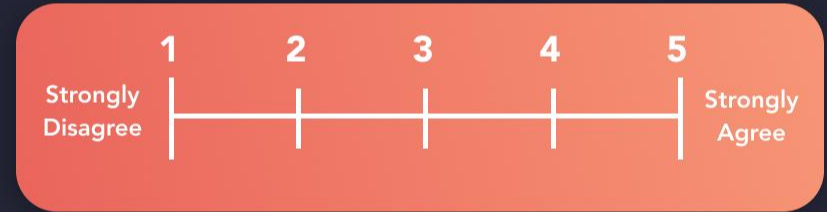
Questionnaire Feedback

- Interface was very organized and easy to navigate

- Opportunities were presented and clear

- User tasks were completed with ease other than understanding tabs

Average SUS Score = **85.625**

Sus Score	Rating
>80.3	Excellent
68-80.3	Good
68	Okay
51-68	Poor
<51	Awful

High Fi Prototype Improvements

1
Add titles to the tabs in the bottom bar.

2
Remove and replace small text.

3
Include a tutorial and add a help button on all screens.

4
Change information hierarchy on event tab.

5
Add shortcut follow button.

High-Fi User Testing

High-Fi Feedback

- Didn't understand why the questionare was needed after selecting an interest in the onboarding

- Continuing to increase some of the small text size

- Didn't like the implementation of shortcut follow button

- Liked having the help button to ease navigation

- Loved the addition of discounts involving passions

High-Fi Addition: Senior Discounts

A place where retirees can find senior discounts revolving around the topics they are passionate about, saving them money and creating local buisness.

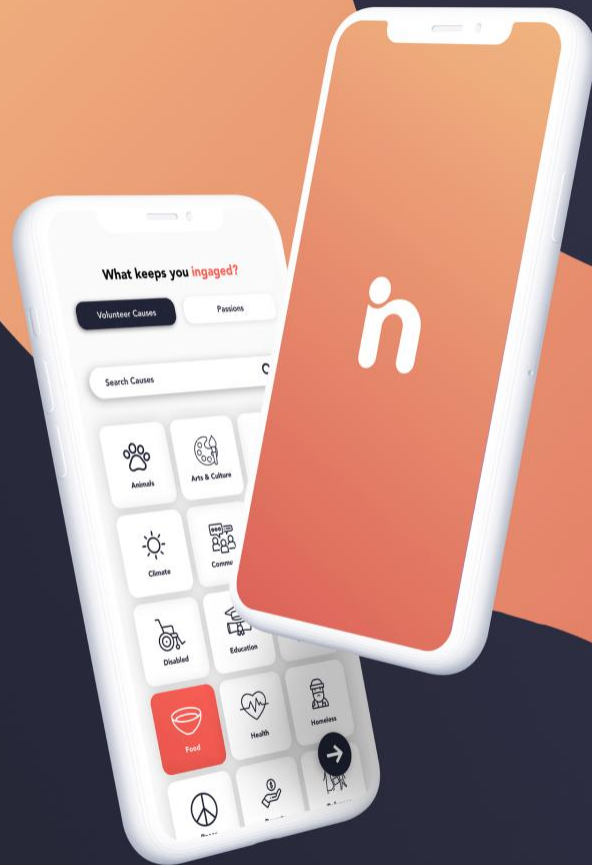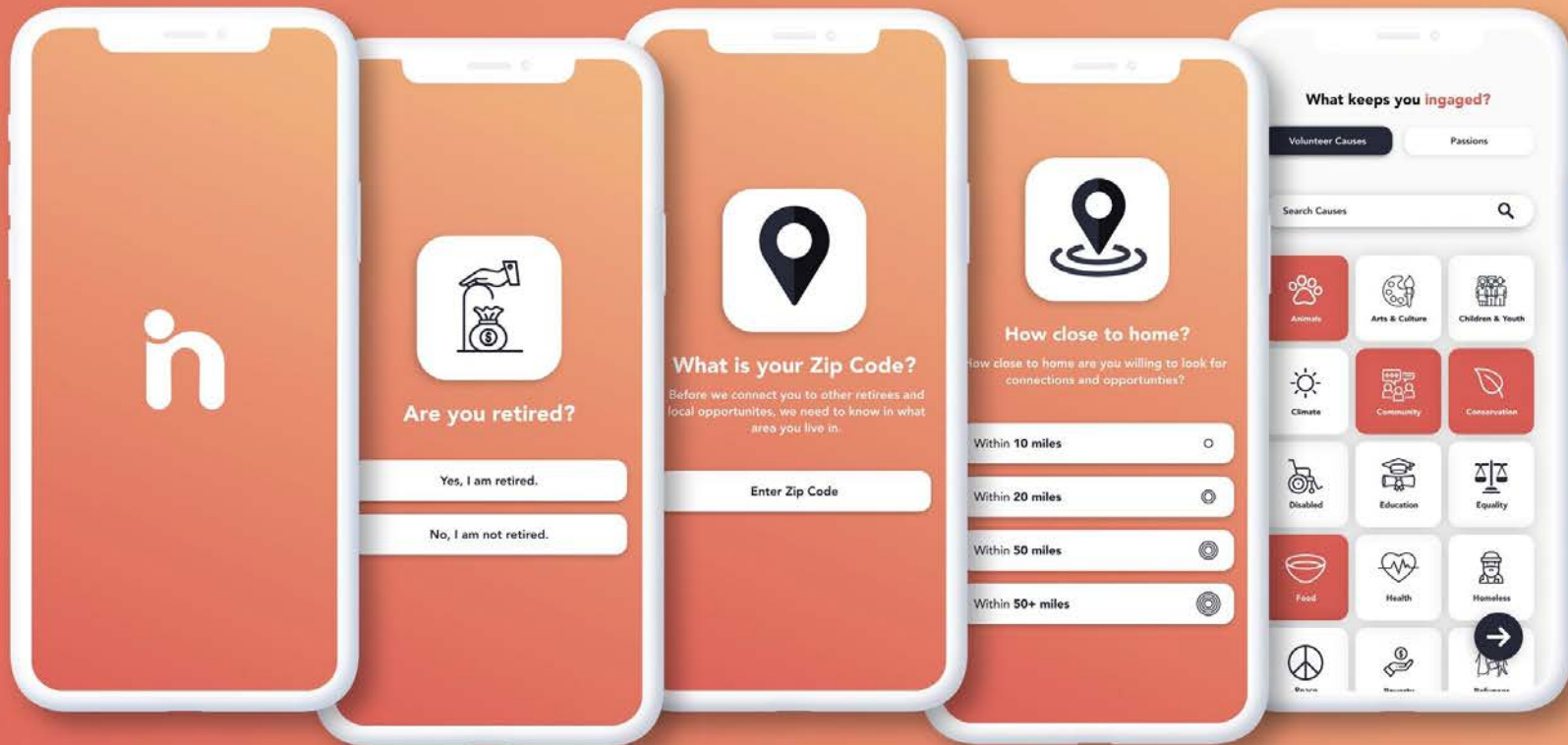**14** Logo & Brand Design
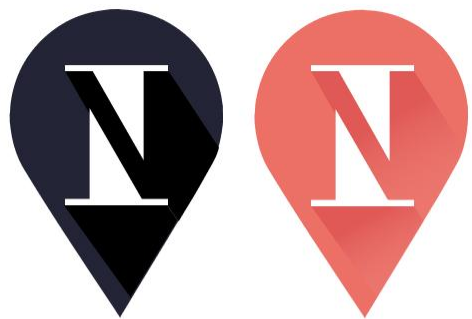
ingage

ingage

ingage

15 Final Concept

Introducing

ngage

What is ingage?

A mobile application where retirees can create and strengthen social relationships by finding engaging opportunities they are passionate about locally.

Access to help on navigating UI at all times.

View upcoming events you've signed up for.

View posts from other users in your community who follow the same volunteer causes and passions.

View volunteer organizations along with the causes or passions associated with post.

Name of tabs in bottom bar.

Upcoming Events

Local Food Bank Drive
Wednesday May 20th, 2020

Attending

Community Timeline • • •

Robert Harris @RHarris2 1h

Thanks to everyone who came to @FoodShare today! Happy me and @BarbaSimmons could help.

FOOD SHARE

Home Search Event Message Profile

Follow groups and message group leaders.

View group's events, timeline, and member profiles.
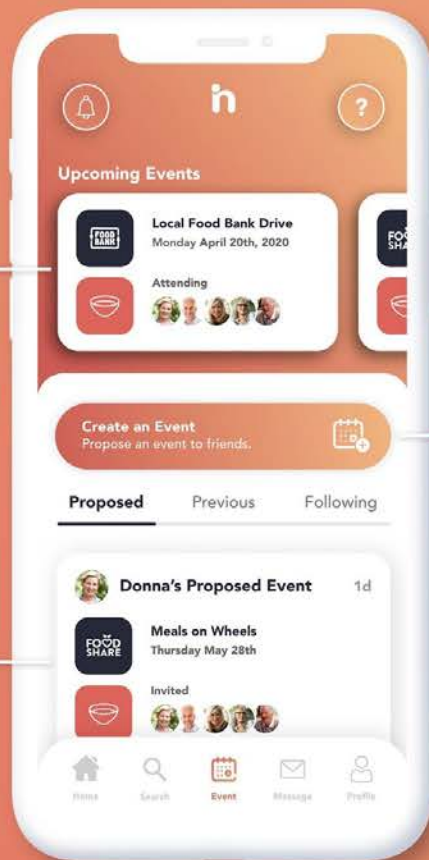
View what volunteer causes/passions and organizations groups are involved with.

View upcoming events you've signed up for.

Create an event and propose it to friends.

See pending proposed events by friends.

Upcoming Events
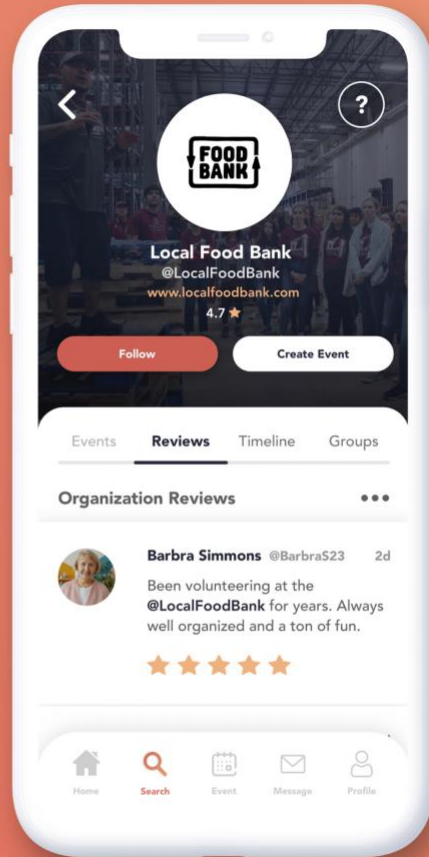
Local Food Bank Drive
Monday April 20th, 2020

Attending

Create an Event
Propose an event to friends.

Proposed   Previous   Following

Donna's Proposed Event   1d

Meals on Wheels
Thursday May 28th

Invited

Home   Search   Event   Message   Profile
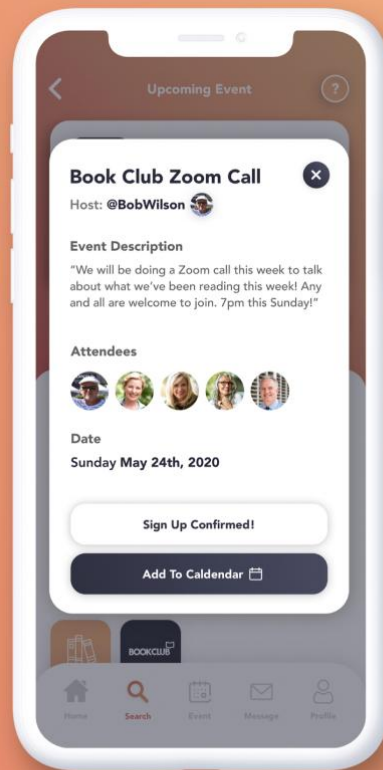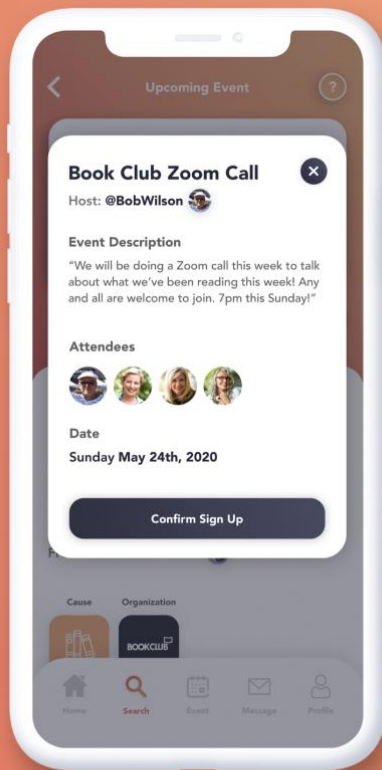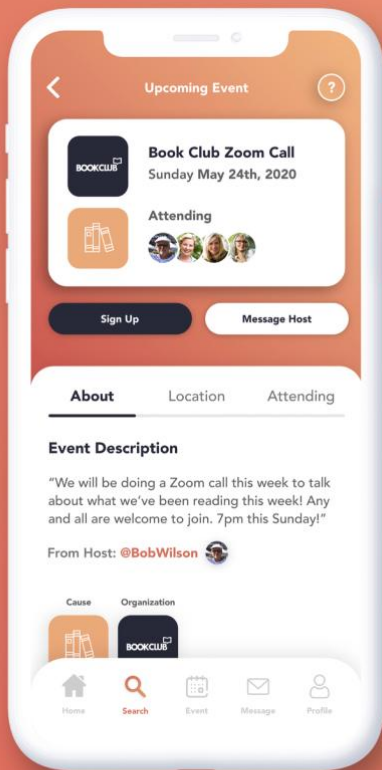
Search for causes, passions, organizations, events, people, and discounts.
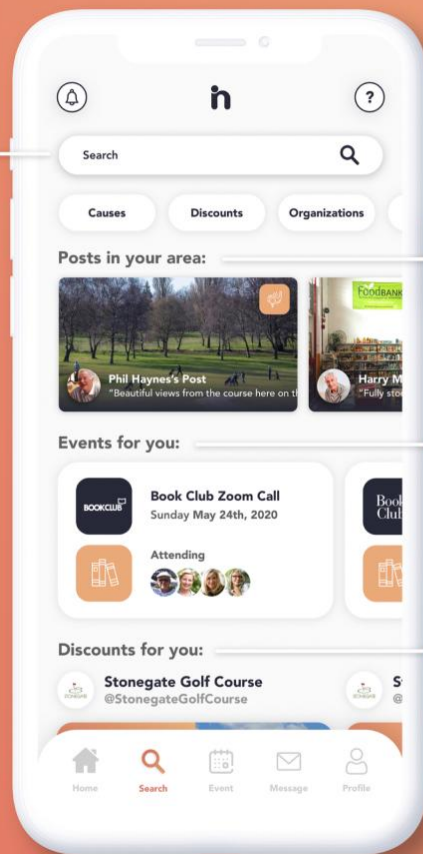
Suggested Posts, Events, and Discounts.

Search

Causes   Discounts   Organizations

Posts in your area:

Phil Haynes's Post
"Beautiful views from the course here on t...

Harry M...
"Fully sto...

Events for you:

BOOKCLUB
Book Club Zoom Call
Sunday May 24th, 2020

Attending

Bool
Club

Discounts for you:

Stonegate Golf Course
@StonegateGolfCourse

S...
@...

Home   Search   Event   Message   Profile
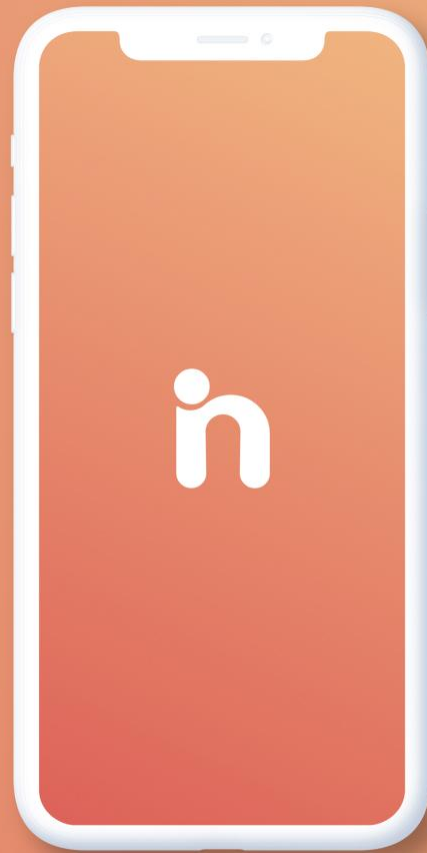
View user reviews of volunteer organizations.

Claim senior discounts at passion location pages.

in
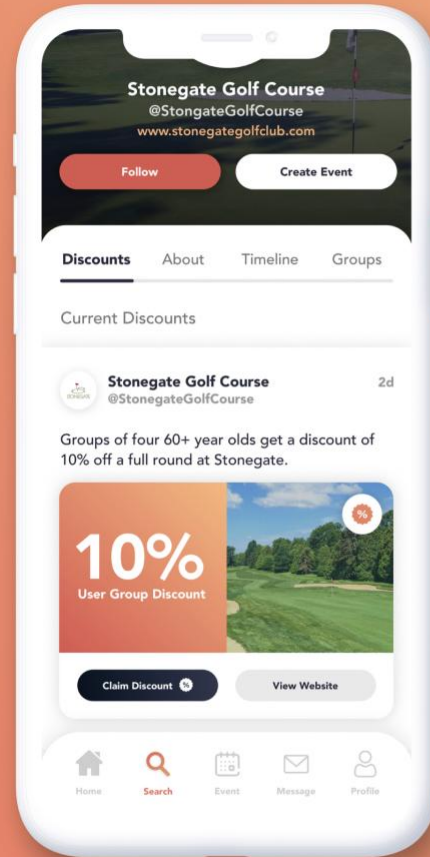
InVision Interactive Prototype

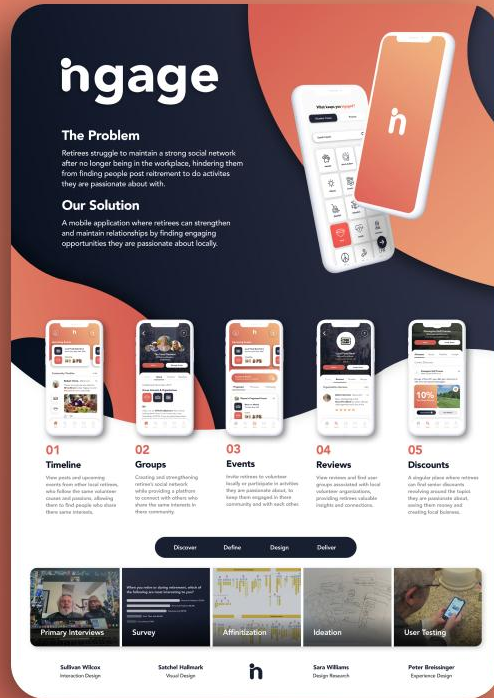https://invis.io/K5XCB7ZBCVN

Poster

Lookbook