

The logo for "Seniors & Tech Focus Group" is displayed in a dark grey rectangular box. The text is in a bold, sans-serif font, with "seniors" on the first line, "& tech" on the second, "focus" on the third, and "group" on the fourth. The text is colored in a bright yellow or orange hue.

seniors & tech focus group

Retired & Wired is conducting focus groups to learn more about older adults and their use of mobile technology like tablets and smartphones. Specifically, we are interested in exploring how apps are being used by an older adult population, and what common frustrations are being encountered.

HOW IT WORKS:

Each group consists of a maximum of 6 participants. Each participant should own a mobile device (tablet or smart phone) and use apps on the device on a fairly regular basis. Proficiency with the device is not a requirement, all skill levels can participate. Participants will be asked specifically about their challenges and frustrations with the apps they use.

Note: this is not a troubleshooting session or instructional workshop, we are looking to understand usage patterns and challenges with devices in an older population. Participants do not need to bring their device to the focus group, just their thoughts!

WHY PARTICIPATE?

Participants will be given the opportunity to express their digital needs and challenges with the aim to create an understanding of how to develop more 'senior-friendly' apps.

WHAT IS NEEDED?

The focus group takes 30-45 minutes, depending on how much each particular group is sharing. There is no cost associated with this focus group nor is there any compensation offered for participating. We only need a common room/space with chairs and a table. Wifi access in the room would be helpful, though not required.

INTERESTED?

If you are interested in having your residents participate, or if you have any additional questions please contact us at: info@retiredandwired.com