



How To Find Out What Your Older Customer Really Wants

UX Design in Action

WHAT: Products and services that will delight your customers start with finding out what they need, regardless of their age. But to get actionable insights, you have to know how to ask. If stereotypes about older people shape your questions, you'll get bad answers. If you ask the wrong questions or ask the wrong people, you'll get bad answers. We'll talk about how to redefine the longevity market in ways that help you find meaningful niches and the best method -- surveys, focus groups, interviews -- for each situation.

Join us at Senior Planet -- Denver's newest technology resource for older adults to gain a new perspective on reaching your customer and the chance to formulate an action plan in small groups with your peers.

WHO: *Presenter: Kay Newman, Spry Design*, is a UX (User Experience) Designer who is on a mission to give older people a voice in the products that shape our world. As a UX Designer in an industry dominated by people under 30, she brings an awareness of how stereotypes about aging often compromise the human-centered design process and leave older people with technology that fails them. She is based in Denver. Connect with her on LinkedIn at <http://www.linkedin.com/in/kaynewman>.

Co-Host: Karen Brown – Aging2.0 Denver Chapter/iAging/Strategic Action Planning Group on Aging, is a thought-leader in technology and innovations for older people focusing on products, services and policy that positively impact older adults and their families. Brown is connected to, supportive of and a consultant to a network of innovators in Colorado and across the globe that are tackling the Grand Challenges of Aging. Connect with her on LinkedIn at <https://www.linkedin.com/in/karenmariebrown/>

WHEN: Feb 26, 2020, Wednesday	5:00 pm – 5:30 pm	Social
	5:30 pm – 6:00 pm	Presentation
	6:00 pm – 6:30 pm	Small Group Breakout
	6:30 pm – 7:15 pm	Continued Social

WHERE: [Senior Planet](#) – 7585 E. Academy Boulevard, Denver, CO 80230. Phone: 720-328-0875

HOW: Register online at the [Aging2.0 Denver website link](#).

MORE INFORMATION: Check the website or email Karen Brown, karen.peffer.brown@gmail.com

