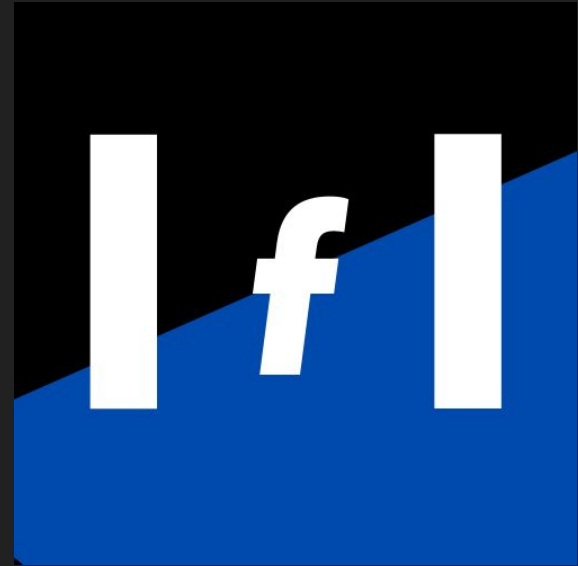




Practical Tips for Doing User Research with Older People

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About me



Dr Chloe Sharp

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PhD: First-generation Polish migrant community



Public Health: Winter Wellness Evaluation Programme



Public Health: Adult Social Care users and predictive analytics



Arthritis Charity: UX evaluation of the website



Key Takeaways

- Have **fewer questions** prepared that cover the key areas as the participants can get tired after 30-45 mins
- When doing research online, offer time before or on a separate day to set up and do a **run-through of the technology**
- **Bring refreshments**: tea, fruit, cakes and biscuits along to in-person focus groups or interviews
- Expect to **stick around for a chat**
- **Allow for disinterest** or loss of focus in focus groups
- Gently steer participants **back on to the topic**
- Choose and create relationships the **gatekeepers** for recruiting participants carefully
- **Expect timings to be long** if working with public sector organisations and charities - add in extra time into your contracts and project plans

Key Takeaways

- **Flag up** anything that you may see as a concern if you're working with older, vulnerable people
- **Provide reminders** closer to the time as they may forget you're coming and give them a call when you're close by if in-person
- **Offer transport or travel costs** if they are going to a venue
- Consider **alternative incentives** such as offering to paint a village hall or donation to charity
- **Invite a carer or family member** to join them in the interview as they can read the person and say if they need a break
- Use **visual aids** as a way to stimulate discussions about a topic

Reflections

- Be patient
- Make them feel comfortable and not rushed
- Look after yourself when sensitive topics are discussed
- Have a feedback loop in place to let them know what you did with the findings

Thank you for listening. Questions?

