Harnessing digital technologies for the well-being & inclusion of older persons

DR. OSA OMOKARO
USER EXPERIENCE RESEARCH,
GOOGLE

# Demystifying technology is what i do







Fech is Chic ™ | non-ordinary representation of 

Cutting edge tech & the Black women behind it.

The state of the s

subliminal tech education

##blackchictech











Using technology to impact the lives of women and girls in Haiti.



Engaging in Science with K-12 kids at Charlotte Nature Museum



How I increased engagement with Science and Technology for K-12 students in low-income communities

Objectives O1 Challenges O2 Solutions

Challenges

**01** Assumptions

**02 Exclusion** 

03 Acceptance

04 Infrastructure & access

# Challenges



**ASSUMPTIONS** 

About who older persons are & what they want



**EXCLUSION** 

From product research & design processes



**ACCEPTANCE** 

Of usefulness, skills & ability



**INFRASTRUCTURE & ACCESS** 

Cultural differences, language, limited infrastructure & cost

Solutions

01 Inclusive R&D

02 Reframe the narrative

03 Digital skills

**04 Incentives** 



### "FOCUS ON THE USER AND ALL ELSE WILL FLOW"

- ★ Include older people in product research and design
- ★ Design for accessibility & better affordances
- ★ Build for active daily living



# Reframe the narrative

"AGING IS NOT LOST YOUTH.

IT'S A NEW STAGE OF OPPORTUNITY"

- ★ Lifelong learning
- ★ Independence
- ★ Storytelling & legacy



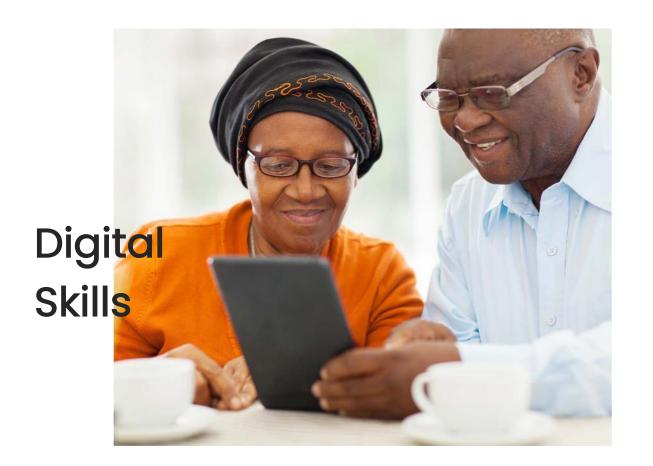
# Reframe the narrative



# "AGING IS NOT LOST YOUTH. IT'S A NEW STAGE OF OPPORTUNITY"

- ★ What story do you want to tell?
- ★ What skills can you share?
- ★ What makes you happy?
- ★ What do you want your grandkids to know about you?





### **FUNDING & INFRASTRUCTURE**

- ★ Fund intergenerational digital centers
- ★ Fund local entrepreneurs
- ★ Leverage existing support systems (e.g church)

9



### **SEIZE THE OPPORTUNITY**

- ★ Recognition & value
- ★ Social connections
- ★ Competition





01 What are you leaving behind?