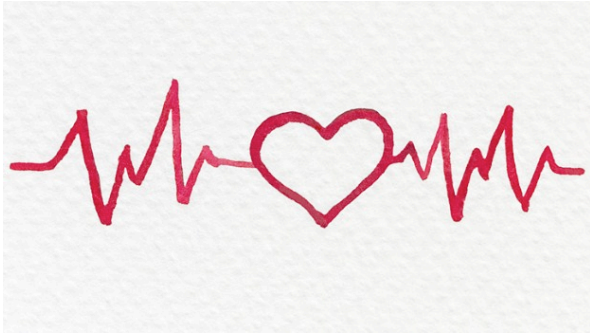


### 3 Day Creative/Method Workshop. Understanding the Aging Consumer



““What if exercises like this were part of medical training? If every medical student experienced what it was like to be in a hospital bed, wearing blurry goggles and ear plugs, might they approach the experience of providing care differently?” - NDawson <https://openideo.com/challenge/mayo-clinic/ideas/ageing-empathy-exercise>

#### Context

This workshop is predominantly for those who take part in the process of product or service development. That could imply that you are a designer, a manager, a creative director, an engineer or a marketer. We will give you the tools to really understand the aging consumer - the Senior Market. You may already use market research and information gathering for intelligence purposes, but do you really know how your customer perceives, uses and evaluates products or services, how they read and understand your communications and what effect this can have on brand and product development and brand loyalty?

During the workshop, you will discover techniques developed by IDEO and Créativité Consultants which will allow you to really understand your customers; to uncover the problems and hurdles they face on a daily basis and which factors really underpin the user experience and in consequence, brand experience and brand loyalty.

#### Specifically...

How can you *really* feel like your customer?  
How do they *really* use your product or service?  
What do they like and dislike about your product or service?  
What is your overall brand experience like - the Customer Journey?  
How do they interpret your brand communication?  
How do they interact with your product or service (including packaging)?  
What is important and unimportant to them about what you do or offer them?  
What are the key areas you need to address, now and in the future

#### Workshop Outline.

##### Day One. Morning.

Introduction to the Workshop outlining key issues and objectives.  
Warm-up Exercise.  
Presentation on the key problems facing the aging population including videos and reportage.  
Debate session after the presentation.

##### Afternoon Session.

Daily Life - rituals, use and related products. Seeing the other view.  
Feeling Old Role-playing Creative Exercise: (may be undertaken with video/camera equipment)

##### Day Two:

May take place outside of the workshop building (depending on the company or school)  
Participants will work on the several immersive exercises (a half-day on each)  
Materials will be provided.

##### Day Three

##### Morning Session

Research gathering and conclusion exercises.

##### Afternoon Session.

Individual (or team) presentations.