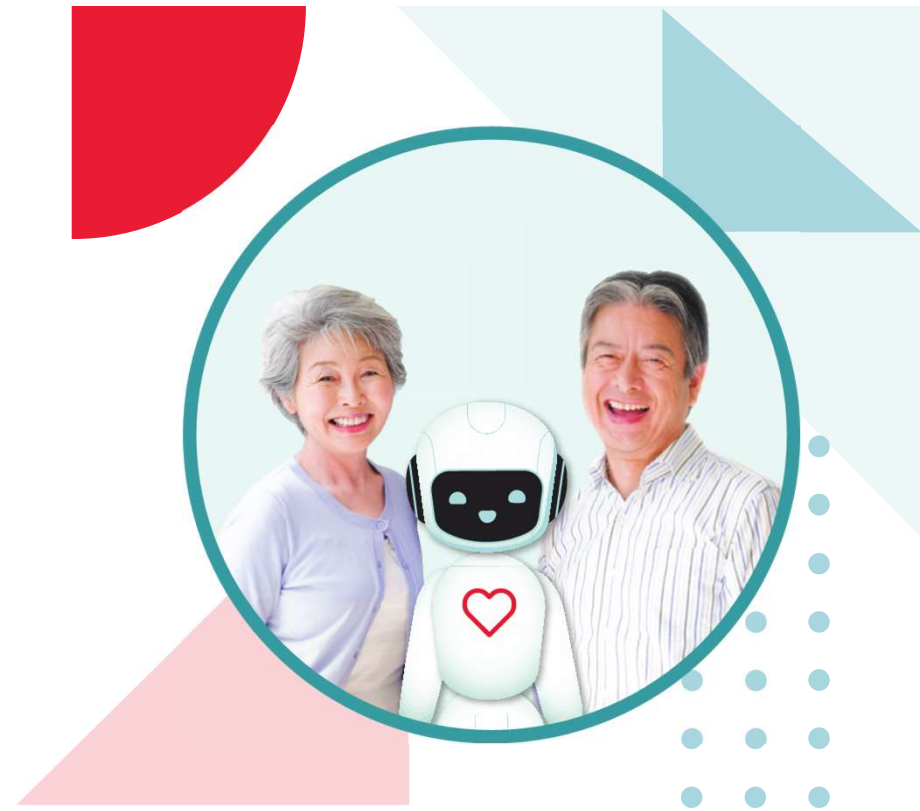


Empowering Age-Tech: Where Community Meets Human-Centered Design

DOMINIC CARTER



Living Best™
AGEING WITH TECHNOLOGY

 **cartergroup**
Japan Market Resource Network

At The Carter Group, we give a voice to everyday people

Creating a
positive impact on individuals,
communities, businesses and society



As a **human-centered research agency**, our work is to ensure that businesses succeed because they **listen to their users** and reference their needs when they create products and services



Nowhere is a voice
required more than
among **ageing adults**

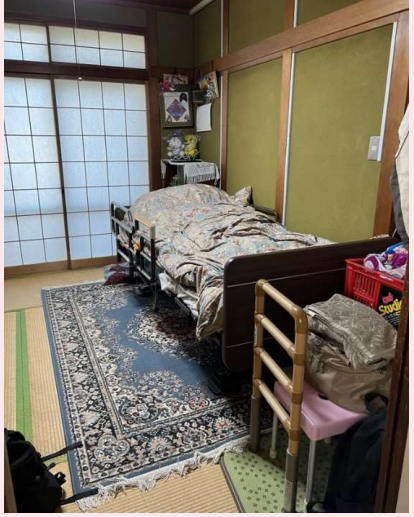
Japan is a **leader**
in aging with awesome
technological capability



But getting to a population
that fully embraces tech as
positive force **requires**
intimacy with the user

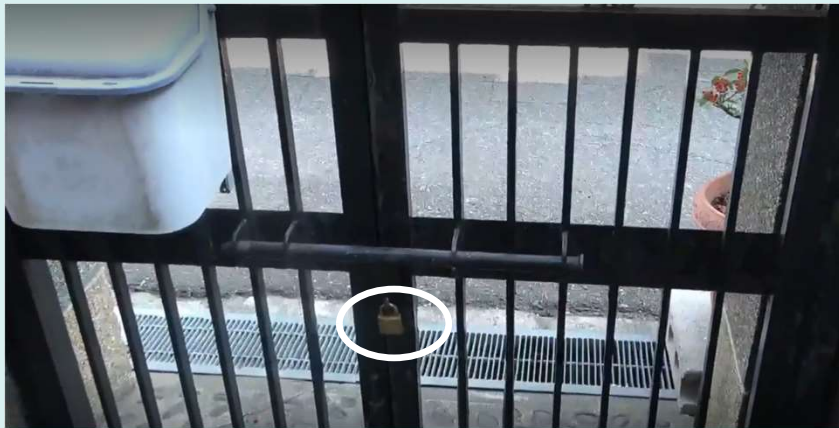
OLDER ADULT: Sato-san

Handrails installed around the home



Physical assistance

Additional locks to prevent CR with dementia from leaving the home, with keys being hidden (white circles)



Hands-on demonstration to understand physical challenges with caregiving



Close communication from the CG, such as counting “1, 2, 3” before having the CR stand up, is very important to be aligned on the next movement between the two parties, and to avoid frightening or doing anything that the CR is not prepared to do

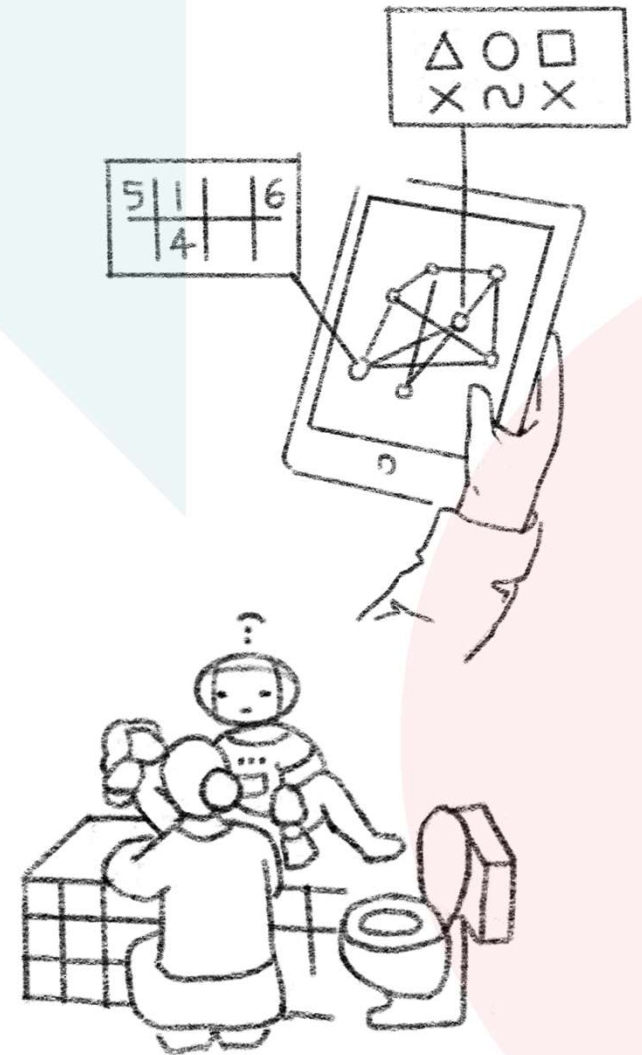
Hands-on demonstration to understand physical challenges with caregiving



For dementia patients, it is especially difficult to stand up as they do not know where to grab, etc. Thus, clear verbal and visible guidance on what to do next is needed

The **needs**
ageing creates
can be **extreme.**

So, who wouldn't want tech?



"Openness to using **new technology** as I age"

Japanese
aged 60-89



Enthusiasts

12%



Convertible

40%



Indifferent/ opposed

48%

Base: Nationwide, Internet
enabled Japanese
(males/females aged 60-89) n=490

Carter Japanese Sentiment Survey March 2022 – "Q2.15 I am very open to utilising new technologies
such as robotics and enhanced digital services as I age."



HEY SIRI



Towards

A Human Narrative

Living Best™
AGEING WITH TECHNOLOGY

It's about...

Validating people's needs

Listening and acting upon their ideas

Developing concepts/prototypes and refining solutions designed to meet those needs

Best Practice Age-Tech Design: **From Idea to Impact**

1



Begin with Empathy:

Big Idea in Mind?

Dive Deep First!



Best Practice Age-Tech Design: From **Idea** to **Impact**



2



Step into Their World:

Understand **Stories**, *Lifestyles and Needs*

Spend Quality Time: *Observe* users in their natural setting



Best Practice Age-Tech Design: From Idea to Impact



3



Concept over Creation:

Before Prototyping:
Validate the Idea

Seek feedback early and often



Best Practice Age-Tech Design: From Idea to Impact



Craft, Refine, Perfect:

Build the Prototype

Test, Iterate, Repeat!

Living Best **Communities**

Providers and users working together

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Purpose driven community:
Senior Japanese with an early-adopter/ influencer mindset

The community is a key resource, allowing appraisal and development of concepts

THE COMMUNITY WILL:



Participate in research studies to develop concepts, products and UX

Filter concepts



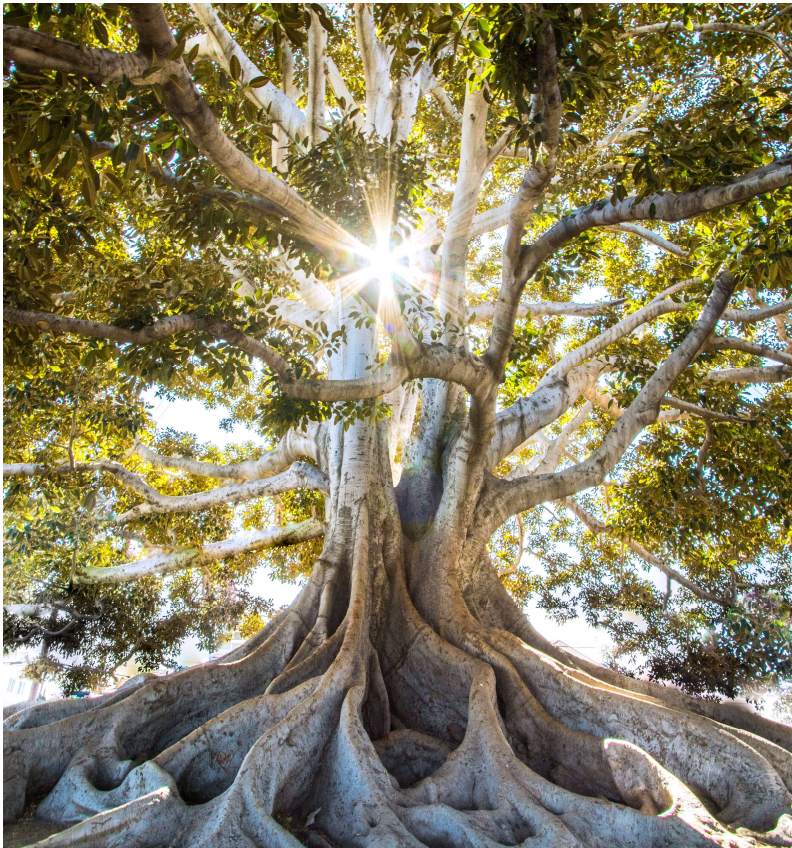
Act as a channel/ word of mouth for new launches that the community has helped develop



EMPATHY

research:

CAMERA DELLA FELICITA



Currently appraising
22 age-tech concepts
from prospective
market entrants



Living Best: “Age-Tech is Now!”

Upcoming Living Best Community Event

DATE AND TIME:

Wednesday, October 11th, 2023
16:00 - 21:00 (TBD)



THEME:

Market Update & **Pitch Contest**

MC:

Debbie Howard

EXPECTED PARTICIPANTS:

Corporations, startups, investors, researchers, government agencies, etc., with 100-150 attendees.

PROGRAM (TENTATIVE):

1. **Dominic Carter** "User Experience & Age-Tech" (20 minutes)
2. **Panel Discussion** "Global Ecosystem of Age-Tech" (40 minutes)
3. **Carol Chiang** "Case Studies of Age-Tech Implementation in the US and Europe" (40 minutes)
4. **Startup Pitch Contest** (60 minutes)
5. **Networking** (60 minutes) - During this time, the jury will select the winners
6. **Pitch Contest** Results Announcement & Closing

Living Best: “Age-Tech is Now!”

Guest Speaker: Carol Chiang

CEO of **Evolving Home**, which assists in the design of senior housing. An Age-Tech expert and occupational therapist, with skills in design and technology, she plans for the future to ensure people can live safely and independently at home. She provides specialised knowledge on "Aging in Place".

Note: "Aging in Place" refers to the concept of continuing to live in one's familiar home or community while maintaining or improving one's quality of life (QOL), even as physical aging occurs.

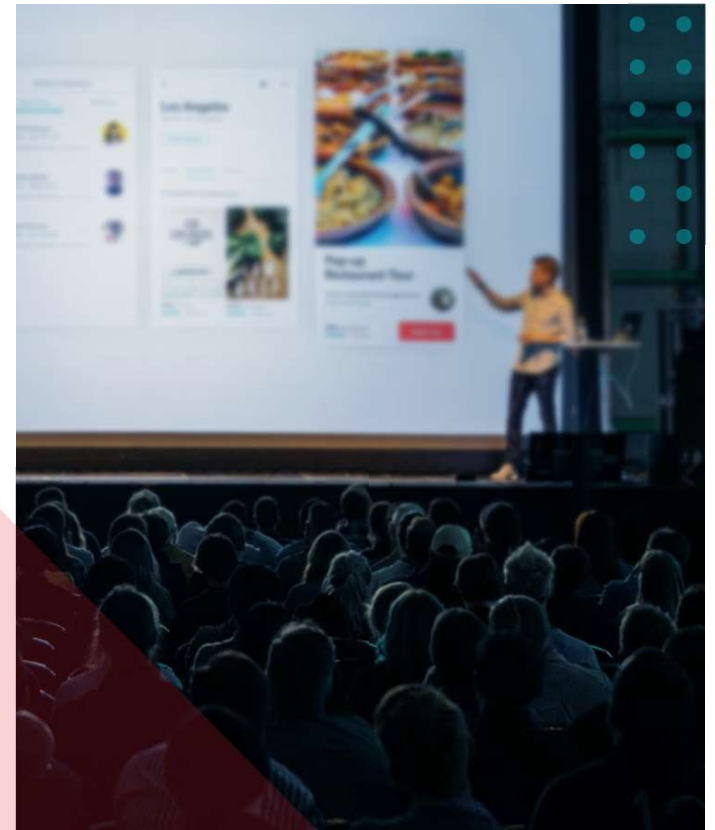


Living Best: “Age-Tech is Now!”

Startup Pitch Contest

From the open call in May 2023, 22 companies were carefully selected. In August, a concept survey is being conducted on the products and services of the target startups, and finalists will be chosen based on the results. The final selection will be held as a contest during the event.

Startups ranking from 1st to 3rd place will be awarded prizes, including support ranging from entry into the Japanese market to acquiring sales networks.



Living Best: “Age-Tech is Now!” will be followed by:



Expo and Convention Independent Ageing 2023

Introducing the Independent Ageing Expo!

Living Best Community will gather in Nagoya on the 13-15th October at Aichi Sky Expo Conference Center.





living-best.tech

Thank you!

ありがとうございました!

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