

# surfboard

## senior community messaging

Surfboard is a system of wall-mounted digital message boards designed to encourage social engagement and connection among retirement home residents.



## opportunity

Many older adults move to retirement communities for the social opportunities they provide. But even within these facilities, residents may have a hard time meeting their neighbors, finding out about local events and activities, and staying socially engaged.

## key findings

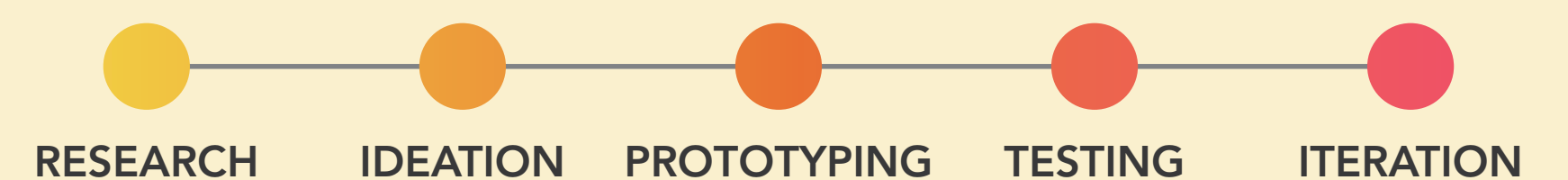
- Had some degree of visual, hearing, motor, or cognitive impairment that make standard devices more difficult to use
- Had a strong interest in nurturing existing relationships, with less interest in meeting new people or rekindling old friendships
- Had strong desire to pass their time on personally enjoyable and meaningful activities that the home wasn't always able to provide
- Common design patterns were not always intuitive to this group due to lack of familiarity with standard interfaces
- Simplicity of use was more important than abundant features

“As it is now, we put posters up in the elevators, outside the elevators, different places to try to get everybody. But if we had something in our rooms, it would be nicer. Much nicer.”

— Seattle-area retirement home resident and project participant

## process

Each step of product development was informed and validated by participating residents of a local retirement home. Through individual and group interviews, storyboard reviews, and user testing, the team was able to gain insight into the needs of our user group and develop features that would be most useful to them.



## product highlights

### MINIMAL INTERFACE

Only necessary options are visible, written in natural language with icons for clarification

### READABLE TEXT

Large, high-contrast text specifically formatted for older adults with low vision

### VOICE INPUT

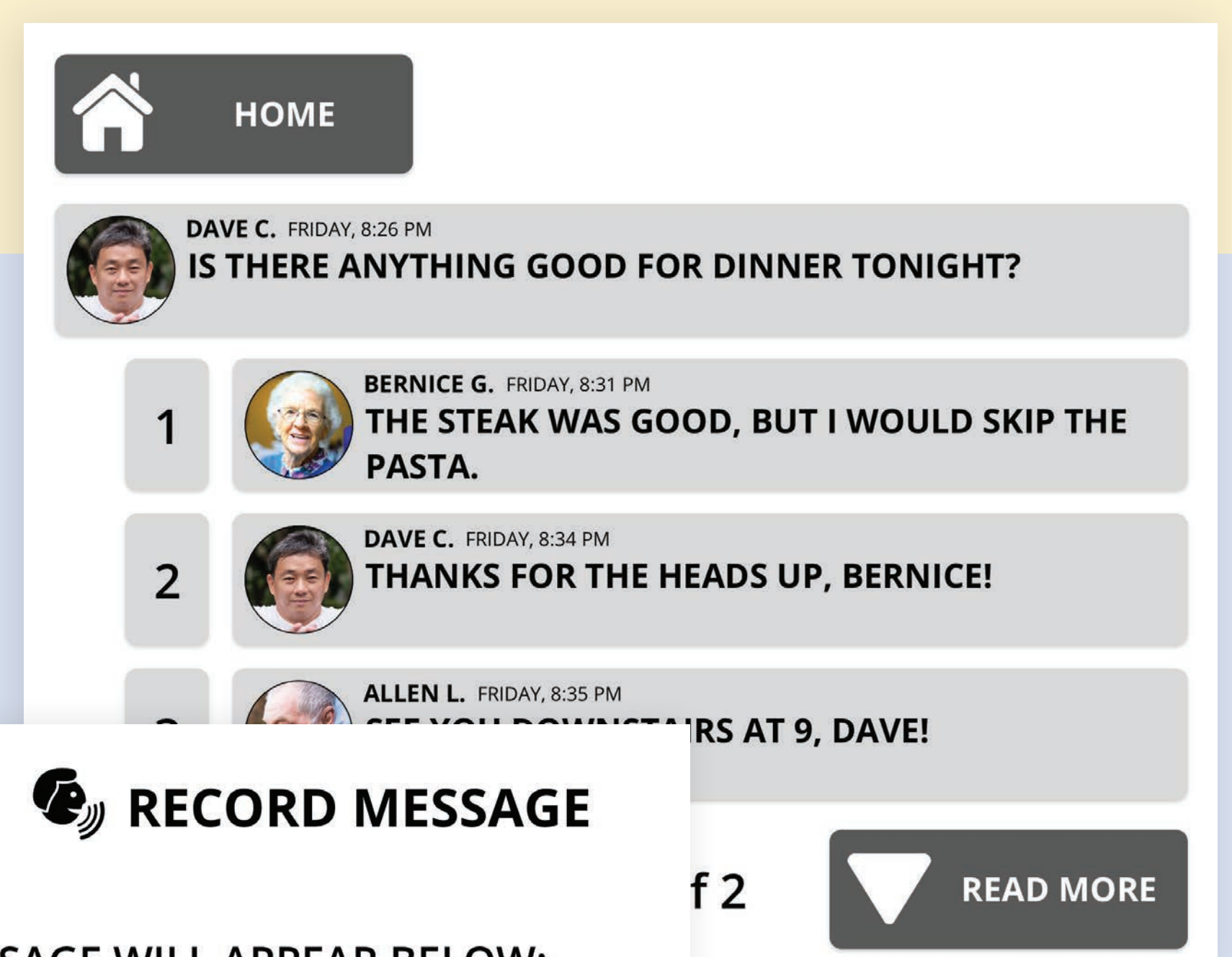
Facilitates message posting for those with visual and dexterity using speech recognition technology

### MOVABLE ARM

Allows adjustment for standing or seated use while

### DEDICATED SERVICE

Maintenance, troubleshooting, and replacement are taken care of by centralized tech support service



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