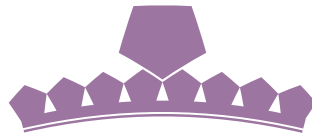


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**Enhancement For All**

Developing technology that enhances ability for the able, inherently provides support for those with differing ability.

Q



**Inclusion in Mainstream**

Ensures economies of scale, as well as social acceptance, minimising stigmatisation.



A



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**Beyond Medical**

Beyond medical products at points of crisis to aspirational age inclusive design.



**Smart Robots**

Autonomous artificial intelligence (AI) systems that can collaborate with humans.



**Mobility-as-a-Service**

Integrates various forms of transport into a single point-of-access available on demand.



J



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**Energy Harvesting (RF)**

Ambient power derived from radio waves for low-power devices.



**Brain Computer Interface**

Brain signals translated into commands offering 'mind control' over a range of activities.



**Augmented Reality (AR)**

Adds to the real physical world with digital visual elements, facilitating virtual participation.



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**Smart Rings (Wearables)**

Alternative form factors for wearables, beyond watches and bracelets.

4



**Autonomous Driving (level 4)**

Hand/Eyes/Mind Off - no driver attention required within geo-fenced areas.

3



**Autonomous Driving (level 3)**

Hands/Eyes Off - driver attention not required in specific conditions, e.g. traffic jams.



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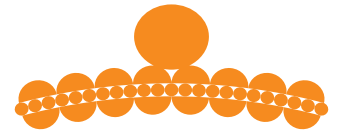
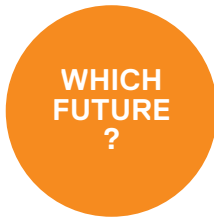
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**Amara's Law**

Overestimating the short term impact of technology, while underestimating the long term impact.



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**Futures Past Interfaces**

People prefer technology interfaces familiar from their lived experience.



**Next Digital Divide**

Next emerging digital divide to be defined by familiarity with app cultures.

**Fourth Industrial Revolution**

Largely defined by automation in every aspect of human existence.



Q



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**Emerging Climate Crisis**

Significant population relocation, and increasing re-wilding to compensate for rising carbon emissions.

**UK Adopts Euro**

After rejoining the EU.

**Regulation of Big Tech**

Meaningful regulation will be passed to enable the cultural acceptance of emerging technologies.



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**Welsh Independence**

Following Scottish independence.

**50-55 Year Olds**

Future mostly determined by the future needs of today's 50-55 year olds.

**Stagnating Productivity**

Economy shows little growth, with reduced competition, lower standards of living, and increased unemployment.



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**Friendly Alien Invasion**

They share lots of future technology.

WHO ARE THE USERS ?



3



2



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**Future Selves**

Design technology for your future selves, rather than ageist stereotypes.

Q



**Self-Ageism**

Older people can hold ageist attitudes towards themselves.

J



**Diverse Functional Capacity**

Older age group is the most diverse, ranging over 40 years, and with the greatest intra-group differences.



K



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*"Technology should be something we all need and not a fashion accessory."*

**Neutral On Tech**

Married, works part time, lives alone, no children, terminally ill.

*"Technology interfaces should be stable for several years before change."*

**Neutral On Tech**

Married, retired, lives with spouse.

*"Technology is used to enhance my day to day life."*

**Keen On Tech**

Divorced, works part time, lives alone, ethnic minority (south east Asian).



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*"I do not do technology, my spouse does it. I cannot be bothered with the changes, which seem to happen daily."*

**Non-User of Tech**

Married, retired, lives with spouse, severe mobility issues.

*"Staying up to date with technology becomes harder."*

**Neutral On Tech**

Married, retired, lives with spouse, diagnosed with Parkinson's.

*"I don't worry about technology as I already use it and take it as it comes."*

**Keen On Tech**

Married, retired, lives with spouse who has health issues.



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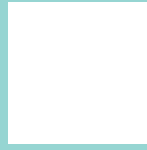
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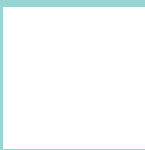
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"Technology should be simple and there when you need it."

**Neutral On Tech**

Single, retired, lives alone, no children, mobility issues.

3



"Don't want to do online banking. Too much info about people online."

**Highly Sceptical of Tech**

Widowed, retired, lives alone, (grandson staying in the short term), ethnic minority, mobility issues, arthritis.

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**Ageing in Place**

Most people prefer to age in familiar environments.

Q



**Age-Friendly Community**

Supporting participation and social inclusion.



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**Increasing Urbanisation**

Greater distance between traditional family patterns.

**Societal Participation**

full/part time work?  
volunteering?  
un/paid caring roles?

**Digital Environment**

un/supportive?  
online with assistance?



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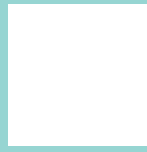
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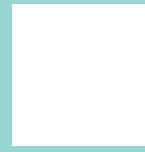
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**Social Environment**

**Urban Living**

**Rural Living**

un/supportive?  
friends, family  
and/or neighbours?



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**Sheltered Living**

**Assisted Living**

**Independent Living**

For those usually able to  
live quite independently,  
but occasionally need help.

More support than sheltered  
housing, with tasks such as  
washing and dressing, still  
allowing independent living.



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**Granny or Spinster**

But, older women  
are not just their age  
or marital status.



**Wise Elder**

But, such 'sage-ism' can  
create expectations that  
older people cannot meet.



2

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### **Frail & Weak**

But, the majority of older people (60%+) are in fact fully able.



### **Technologically Ignorant**

But, older people are in fact the fastest growing online demographic.

**STEREOTYPE**



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