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### Successful User Experience Active Listening + Creative Solutions = Building Relationships, Engaging Older Adult Patrons

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# Successful User Experience

Active Listening + Creative Solutions

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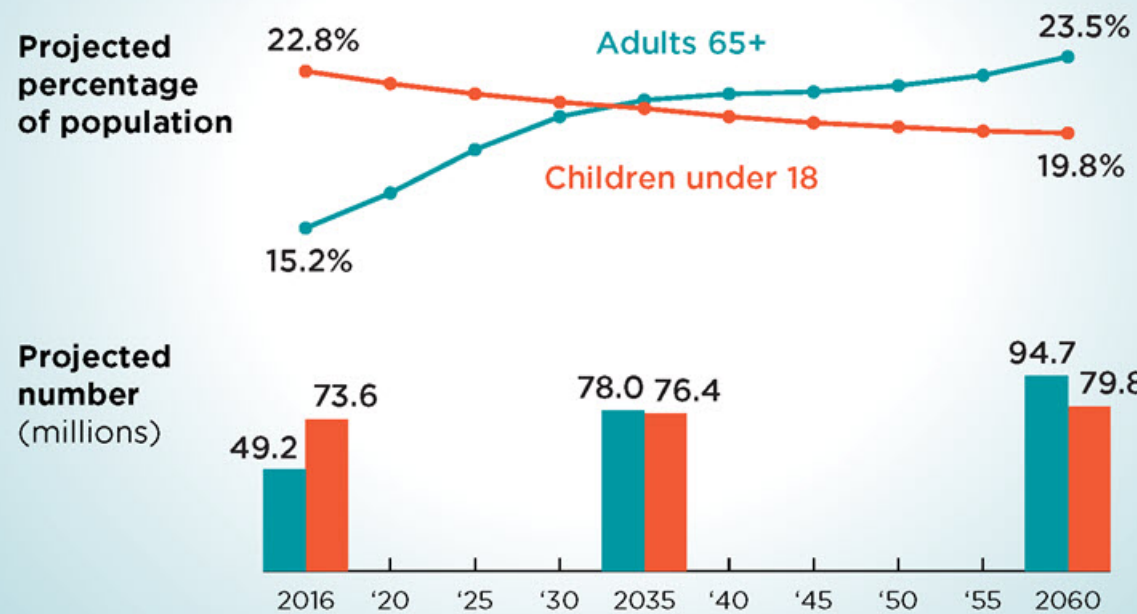
Building Relationships, Engaging Older Adult Patrons



# An Aging Nation

Projected Number of Children  
and Older Adults

For the First Time in U.S. History Older Adults Are  
Projected to Outnumber Children by 2035



Note: 2016 data are estimates not projections.

United States™  
**Census**  
Bureau


U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

Source: National Population  
Projections, 2017  
[www.census.gov/programs-surveys/popproj.html](https://www.census.gov/programs-surveys/popproj.html)



# Adult Learners

Adult learners are students who pursue degrees or other forms of education but do not meet the definition of traditional students. Traditional students are typically between the ages of 18 – 25. Older adults are those 60+



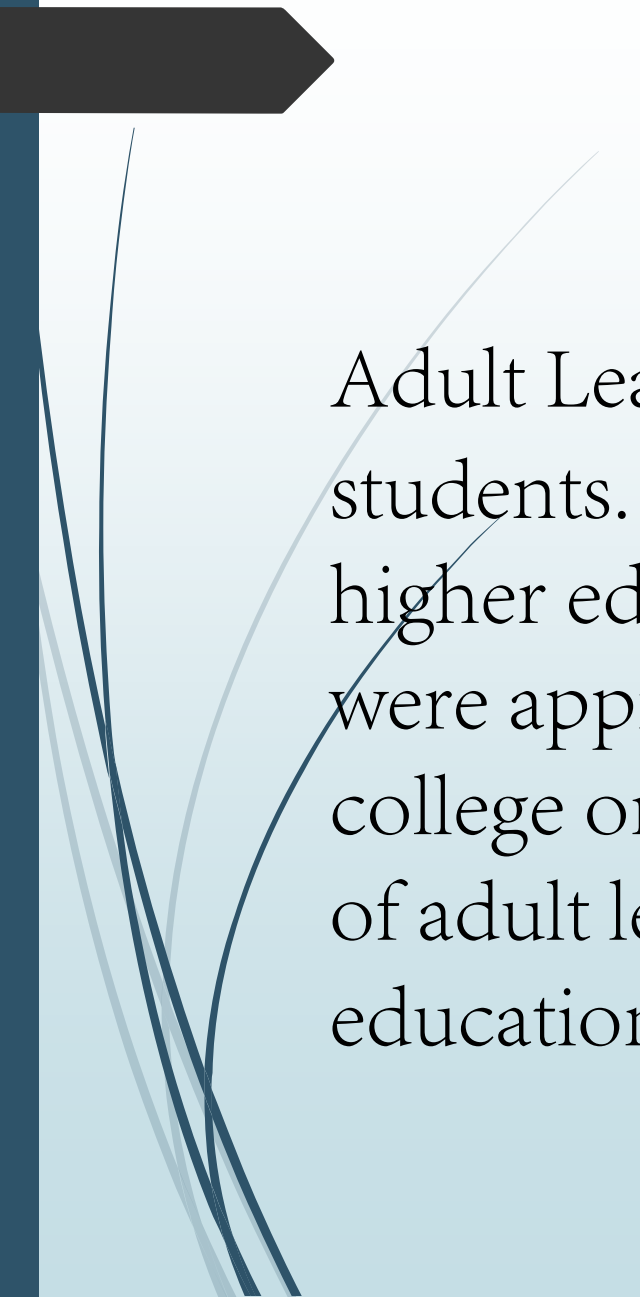
The National Center for Education Statistics reported that during the 2011-12 academic year, at least **70%** of undergraduate students were **non-traditional students**.



# Non-traditional Students

Non-traditional students have one or more of the following characteristics:

- Over age 25
- Independent for financial aid purposes
- Has one or more dependents
- Is a single caregiver
- Lacks a traditional high school diploma
- Delayed postsecondary enrollment
- Attends school part time
- Is employed full time

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# The Trend

Adult Learners are the **fastest growing group** of students. It is projected that by 2024  $\frac{1}{2}$  of the students in higher education will be adult learners. As of 2013, there were approximately “2 million Baby Boomers taking college or university level coursework; accounting for 56% of adult learners and 20% of all students in higher education” (Palazesi & Bower, 2006).

# 3 Forms of Adult Learning

- Self-directed
- Organized Instruction
- Degree-seeking



# 3 Motivations for Adult Learning

- Activity Oriented
- Goal Oriented
- Learning Oriented

# Topics of Interests

## Personal Interests or Academic Research

- Career Change or Enhancement
- Census Data
- Continuing Education
- Computer Literacy
- Elections / Voting
- Family Services
- Genealogy / History
- Social Media
- Health Information
- Historical Newspapers
- Politics / Politicians
- Social Media
- Special Collections
- Taxes
- Undergraduate or Graduate work
- Wills, Estate Planning

# Opportunities for librarians

**Design Thinking.** A process for creative problem solving.

- Learn the information seeking behavior of older adults.
- Increase skills in searching databases for older adult issues.
- Develop cultural humility.

# Design Thinking

**Design thinking** has a human-centered core. It encourages organizations to focus on the people they're creating for, which leads to better products, services, and internal processes. (<https://www.ideo.com/blogs/inspiration/what-is-design-thinking>)

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# Understanding by Design

- Soft Skills
  - Empathy
  - Pliable artistry
  - User-centric
  - Interaction-motivated
  - Relation-configured

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# Perspective Ply

- Non-judgement stance
- Change agent tactics
- Sales agent persona

# A Cycle of Intent

- Appraise

Note-take mentally

- Acquire

Repeat intentionally

- Ask

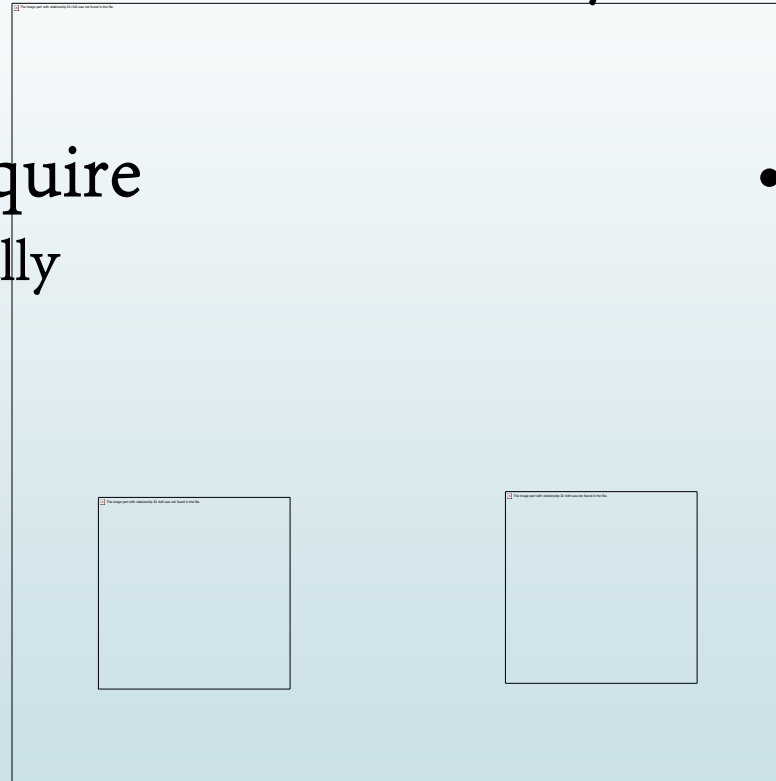
Listen actively

- Act

Respond positively

- Apply

Present deliberately



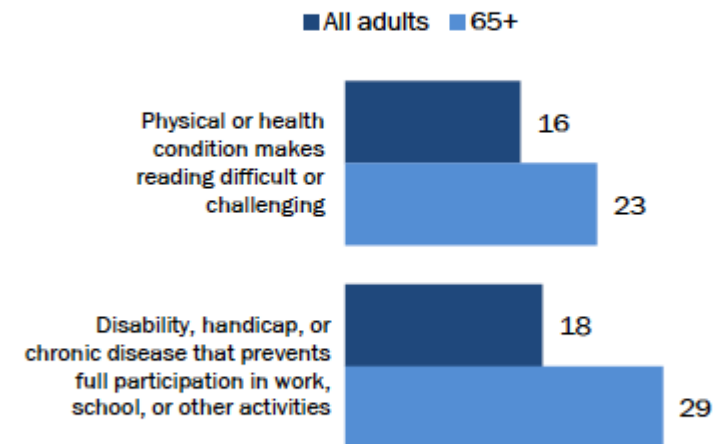
# Problem Solving

“I know what I do not know” - Socrates

- Issues vs. Needs
  - Recognize the issues
  - Practice patience
  - Self-regulate
  - Be mindful
  - Communicate to connect

## Older adults more likely to have physical or health conditions that make tech use challenging

*% of adults in each age group who have ...*



Pew Research Center's Internet Project July 18-September 30, 2013 tracking survey.

PEW RESEARCH CENTER



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# Shape & Show

- Authenticity
- Socratic method of questioning
- Inter-cultural competence
- Emotional Intelligence
- Goal-directed behavior
- Repeat, Reword, Retrieve and Review

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# Questions

Building Relationships, Engaging Older Adult Patrons



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