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Elders-Up!: Adaptive system for enabling the elderly collaborative knowledge transference to small companies

AAL-2013-6-131

Deliverable **D.2.1 User needs analysis**

Public

VERSION HISTORY

Version	Authors	Date	Description
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0.2	Rachel Cobley	22/10/2014	Second draft
0.3	Janna Alberts, Martijn Vastenburg	29/1/2015	Third draft with raw data from NL and updated general findings
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0.5	ISOIN	30/01/2015	First review and comments
0.6	Rachel Cobley	16/02/2015	Additions and comments.
0.7	Rachel Cobley	17/02/2015	Update to add information about partners.
0.8	GEO	25/02/2015	Second reviewer
0.9	Rachel Cobley	25/02/2015	Final

Abreviations

Abbreviations	Meaning
WP	Work Package
e.g.	Example
UK	United Kingdom
DoW	Description of Work

Table of Contents

1.   Introduction

The Elders Up! Project is concerned with bringing the valuable experience of elderly to start-ups and small companies, addressing intergenerational knowledge transfer to use skills and competencies based on experience. The Elders-Up! project will build an ecosystem for collaboration on which these two groups are the main actors thus strengthening the European experts workforce and maintaining their productivity and usefulness to the society. Small companies, struggle to create their own products, to sell them and to become more consolidated and bigger businesses. However, due to the fact that their workforce usually consists of a few employees they cannot cover all the areas of knowledge that a company needs to bring their products to the market (legal, administrative, technical and much more). In small and medium sized enterprises, the support and knowledge transfer from experienced employees is vital because they have more limited resources and capacity to contract the services or experts or take over their tasks when they retire.

One of the main challenges which Elders-Up! project aims to reach is to provide the elderly a tool which enables to team up and create work teams. A *work team* is a multidisciplinary group of elderly which work collaboratively by means of the *Elders-Up! workspace* and, by using it, are able to providing counselling and support to small companies. The main *innovation* of the Elders-Up! system is that will *monitor the end user state through its interaction with the collaborative Elders-Up! workspace* in order to:

- *Adapt* the interface and content of the workspace *to the cognitive conditions of the user* applying the necessary changes to provide them an easy interaction and usage.
- *Engage and motivate the elderly in optimal collaboration in the work team* for a prolonged period of time.
- *Protect the elderly from fail into apathy and frailty* after their retirement *by providing them means to keep their minds active and to transfer their valuable knowledge.*

The Elders-Up! project follows a user-centric system design methodology, in which participatory design techniques are throughout the project. In the first phase of the project, user studies (task 2.1) are conducted in the three pilot countries: UK, Cyprus and The Netherlands.

The user studies are used to define the requirements for the Elders-Up! platform. By mapping the needs and preferences of the two targeted end-user groups, the seniors and the companies, we get to understand what would motivate these parties to use the platform and what is needed to ensure a pleasant and adoption of the Elders-Up! platform. The very open and unbiased approach that has been taken enables us to confirm the assumptions from the project plan, and if needed to adjust the system requirements to the real needs from the end users.

This document gives an overview of what questions were to be answered by the user study, how the user study has been conducted, what results were collected and how these results have been interpreted.

2.   User study

User research has been conducted in The UK, The Netherlands and Cyprus in order to better understand the target users, their needs and requirements. A research plan has been set up and a questionnaire has been made which can be used by all three countries as a guideline for their user study.

2.1   Research plan

The user study aims to answer the following questions:

Seniors

Defining target group needs
- What would be the characteristics of the seniors that would be the target users of the Elders-Up system? (e.g. age, gender)
- What is their living situation?
- What type of skills would they like to offer?
- What motivation would they have for joining?
- What type of contact would they prefer with the companies? (e.g. intensity)

Defining workspace & adaptivity
- What experience do they have with computers? What experience do they have with online communication? How do they feel about online communication?
- What cognitive processes could limit their interaction? What inabilities could they have that require workspace adaptivity? As a result, what needs to be measured with sensors?

User requirement specification
- How could they become aware of the service's existence?
- What is needed to get them enrolled to the service? What ensures a low threshold?
- What security and privacy measures are preferred? What do users feel comfortable sharing?
- How do they prefer to get matched? e.g. Do they want to take initiative themselves or get offers from companies?
- What level of complexity is preferred?
- What type of communication is preferred?
- What impairments/limitations could they experience that require adaptivity?

Matchmaking
- How would seniors describe their own skills and expertise?
- What parameters are important to them for finding a match?

Companies

Defining target group needs
- What are the characteristics of companies that would use the system?
- What type of skills/support could they use?
- What motivation could they have for joining?
- What type of collaboration/support would they prefer with the elderly? What type of role do they see the elderly having in their company?

User requirement specification
- How could they become aware of the service's existence?
- What is needed to get them enrolled to the service? What ensures a low threshold?
- What security and privacy measures are preferred? What do users feel comfortable sharing?
- How do they prefer to get matched? e.g. Do they want to take initiative themselves or get offers from seniors?
- What type of communication is preferred?

Matchmaking
- How would companies describe the skills and expertise they are looking for?
- What parameters are important to them for finding a match?

2.2   Participants

Three groups of users were contacted:
(1) **Experts** (+/- 1 expert per country)
(2) **Small companies** (+/- 5 companies per country)
(3) **Seniors** (+/- 5 seniors per country)

The "Type" of seniors that will be recruited can differ per country, e.g. in UK 55+ with cognitive problems and in Cyprus 60+ with low digital literacy. This will give us insights in what different target users / personas that we can address with the system. For each of the participating countries, the partner in charge of the local user studies will manage the interviews and can decide how the interviews will be held (e.g. physical meetings, phone, questionnaire). The interviews will be held in Cyprus, UK and the Netherlands. The focus is on qualitative data, the target numbers (1 expert, 5 companies, 5 seniors per country) are expected to provide a good view of the different types and needs of target users.

2.3   Questionnaires

The questionnaires are used as a guideline for interviews questionnaire, interviews, or focus group. Based on the setting, the questions can be adapted to the setting in each of the participating   countries.   The   partners   responsible   for   the   user   studies   conduct   the

questionnaires/interviews/focus groups, and translate the findings into their own groups, presenting different type of the target groups with their characteristics and needs.

Questionnaire to seniors: see appendix A.

Questionnaire to companies: see appendix B.

3.   Results from the UK

3.1   Introduction

Data from The UK was collated by Stockport Borough Council is a medium sized municipality in the UK's north-west which has around 300,000 residents. The Adult Social Care Department aims to help older adults to continue to live as independently as possible within the community.

The Adult Social Care Department carries out an assessment of needs, prioritised according to the urgency of the situation. If the assessed needs fit our eligibility criteria, people are assigned a personal budget to spend on meeting their needs. People can use their personal budget to receive support services such as home care, day care, respite care or breaks for carers, as well as less traditional support options, such as employing a personal assistant. We also support people to access residential and nursing care, where this offers the most appropriate type of support to meet their needs.

The information was gathered through a voluntary organisation Age UK. Age UK used an already established network of seniors to distribute the questionnaires and hold one to one interviews. Questionnaires were sent via email and returned to Age UK before being annonymised and passed back to Stockport Borough Council.

3.2   Seniors

Senior 1

The Senior	67 year old high school teacher, retired 10 years ago.
Life since retirement	Looks after grandchild one day a week and enjoys having the time to help family out more when necessary. Since retiring has taken up yoga and volunteers in a community garden.
Technical Skills	Uses the Internet most days and regularly shops online from supermarkets. Has joined some online communities in the past but does not participate. Has the internet on her phone but doesn't use it much. She doesn't like internet advertisements or promotions. Has looked at jobs online, but has little experience.

	Does most of her internet navigation using an iPad. Feels that her computer skills are ok for doing the tasks that she wants to do but is aware that she needs help from family members when wanting to do something new for the first time. Has no problems with sight or hearing for using computers.
Business and motivation	Would be interested in helping small start-up companies or charity organisations, would prefer for the help to be ad hoc unless an interesting opportunity came up which required more involvement. Wouldn't be interested in offering assistance in other office based tasks.

Senior 2

The Senior	62 year old health and safety/gas engineer trainer, retired 3 years ago. When working he designed and delivered training courses on health and safety and gas fitting/safety. Feels that he has training skills that companies would like to use.
Life since retirement	Enjoys having time to himself and the freedom to choose what he likes. Spends more time with family and enjoys volunteering at a local community theatre
Technical Skills	Uses the Internet most days and occasionally shops online from amazon but hasn't ever sold anything. Doesn't use online communities or mobile. Would be happy to see online advertisements and promotions but only if they were relevant. Has looked at and applied for jobs online, has successfully obtained a new job through an online application and found the process straight forward. Has good computing skills and little problem navigating webpages. Has no problems with sight or hearing for using computers.
Business and motivation	Would be interested in helping companies using his skills particularly in Health and Safety. He felt that based on the skill set he could offer he would expect some payment. Wouldn't be interested in offering assistance in other office based tasks. He thinks it would be a good idea if his city was to invest in technological platforms for independent living and thinks that the budget should be 5%.

Senior 3

The Senior	61 year old retired accountant, retired 3 years ago. Has been an accountant for over 30 years; feels that she would be able to help a small businesses looking for support with finance matters.
Life since retirement	Since retiring spends much more time looking after her elderly mother and disabled sister. Takes them to the day centre and is able to help round the house more. Spends the rest of her time at home or shopping. Is also able to spend more time with her family. Feels that her life is busy and her income is suitable for the lifestyle she leads
Technical Skills	Uses the internet a couple of times a week to read the news or browse internet shopping although she rarely buys things on line as prefers to go to the shops to see the goods that she is Doesn't like online adverts and wouldn't want to see promotions. Has looked at jobs online but never applied for one. Feels that her computing skills are ok but that she has excellent Excel skills. Has no problems with sight or hearing for using computers.
Business and motivation	Isn't sure if she has time to offer much to companies, most of her free time is taken up with looking after her family. Wouldn't be interested in offering assistance in other office based tasks. She thinks it would be a good idea if her city was to invest in technological platforms for independent living and thinks that the budget should be 10 - 15%.

Senior 4

The Senior	60 year old office admin worker. Retired 3 years ago. Worked in an office offering admin support a GP practice.
Life since retirement	Feels that life has got lots better since retiring. She volunteers with home start helping young families who need help. She spends 2 days a week doing this and is also active in her local church. She is also able to spend more time with her own family and enjoys the freedom to choose what she wants to do. Feels that income could become a problem if cost of living rose quickly but manages.
Technical Skills	Uses the Internet most days and shops online. She has sold the odd

	thing through ebay and is a member of Facebook. Would be happy to see online advertisements and promotions but only if they were relevant. Has looked at and applied for jobs online, has successfully obtained a new job through an online application. Likes that with the online application that is can save the information you enter. Feels that her computing skills are ok but that she could still learn. Her sight is poor but can be corrected with glasses.
Business and motivation	Would be interested in helping in an office offering admin support as a one off offer and would like paying for this. Isn't sure about cities investing in technology to support independent living.

Senior 5

The Senior	70 years old builder, been retired 10 years.
Life since retirement	Enjoys being able to rest more since having a physical job. Has an allotment and spends a few days a week there. He also meets up with friends and they go on short walks a couple of times a month. Enjoys retirement but misses being part of a building team and the friendship and fun they had when working.
Technical Skills	Uses the internet occasionally but never really knows what to look at. Would be happy to see online advertisements and promotions but only if they were relevant. Has never looked for jobs online. Computing skills are poor, he took a basic course a few years ago which helped a bit. Eyesight is ok with glasses and hearing good.
Business and motivation	Thinks that offering his building skills to companies might be a good opportunity to fill that gap in his life that he misses now he doesn't work. He would offer some of his time for free however if a company would like more commitment then he might like a small financial reward.

UK Seniors – Key Themes

The UK seniors all reported that while they used the internet regularly, at least twice per week or more frequently, most felt that their IT skills could sometimes cause them problems. It seems that many seniors are moving to using the internet through tablet computers due to their convenience.

While UK seniors are used to using the Internet they are not keen on adverts and like the web environment they are using to feel clean and uncluttered.

All the seniors involved reported that they enjoyed the freedom of retirement and that if they were going to offer a company support then they wouldn't want to be overly committed.

All seniors reported that they felt that they didn't have any physical issues that would cause them problems using the internet.

3.3   Companies

Company 1

Company characteristics	Box office/selling tickets for live events. SME employing approximately 100 people.
Skills and Expertise	Feels like the skills missing from their company are creative marketing and commercial acumen. Wouldn't be interest in using skills from seniors as they receive their support form a larger business group. If they had access to a group of seniors they would like to use them to generate specific and relevant leads, as well as come up with creative ideas. Their main motivation for using the seniors would be low cost for the skills received. They would be willing to offer a financial reward however only as part of a profit share. If they were to use Elders Up they would like to find out about relevant Elders through an online matching exercise.

Company 2

Company characteristics	Festival/theatre company. Small company employing 5 staff.
Skills and Expertise	The skills missing from their company is legal knowledge, they would be interested in receiving support from seniors specifically for international contracts.

	Their main motivation for using seniors would be low costs due to them being a funded organisation. They would like to access the seniors on demand as required.
	Automatic matching using Elders Up would be the preferred method of meeting seniors.

Company 3

Company characteristics	Photography association, employs 3 people.
Skills and Expertise	The company feels that they are missing marketing and PR skills, they can see the benefits of using a senior to help coach them develop these skills themselves.
	They are attracted by the possibility of low costs and a flexible relationship.
	The company could offer to pay expenses but not a reward as they are a non-profit making company.
	Posting the details of the project they would require a senior to support with and then having seniors contact them with their skills and offer would be the way they would like to receive matches with potential seniors.

UK Companies – Key Themes

All the UK companies reported that they would like assistance in back office functions such as marketing and legal support. The Elders Up site would be attractive to them due as they could potentially benefit from the expensive skills of the seniors for a low cost. Much like the UK seniors the UK companies liked the flexible relationship that could be developed.

All companies would like an online matching exercise to put them in touch with seniors however one company also reported that it might be useful for the company to have the ability to post the details of their project and allow seniors to submit their response.

4.   Results from Cyprus

4.1   Introduction

Data from Cyprus was collected by Elderly care centre "Agia Marina" which opened in 1972 to care of elderly people staying in Strovolos in Nicosia region. The House is managed by the Community Volunteer Council (SKE) Strovolos which falls under the Provincial Coordinating Council of Volunteers Nicosia (ESSEL) and consists of volunteers. Members of the SKE are Strovolos Municipality and other community organizations as well as the Committee of the Church.

4.2   Seniors

Senior 1

The Senior	65 years old, retired 5 years ago. Worked as an auditor as a government official in the ministry of finance.
Life since retirement	Spends approximately 3 hours per day volunteering in an elderly care center and is a member of a patient's heart association. Enjoys retirement and the freedom from the pressures of work. He spends more time with family and on his own interests. Since retiring his financial income is very good due to his pension.
Technical Skills	The skills he would be able to offer are in accounts and auditing. Senior 1 has no experience using the internet and computers and has never bought anything online.
Business and motivation	If he was to share his skills/knowledge he would only require moral satisfaction.

Senior 2

The Senior	75 years old, retired 15 years ago. Used to be a primary school teacher teaching children between the ages of 5 – 12 years old.
Life since retirement	Volunteers with children's charities by making woollen goods and selling for donations to the charity. Enjoys retirement as they have more time for themself and family. Feels that their days are full. Their income is good.

Technical Skills	They have online experience, however only use the internet once a week on a computer and don't engage in any online communities. They have never used the internet on a phone. Computer knowledge is basic and they sometimes have trouble navigating around the internet and the computer.
Business and motivation	If they had the opportunity they would like to help people by giving advice and would only like a 'thank you' for their time.

Senior 3

The Senior	80 years old, retired 15 years ago. Used to work in the hospitality/retail industry as a restaurant owner and seamstress.
Life since retirement	Attends a centre every morning and spends time with him family. His time is kept busy with activities through the senior citizens centre and shopping for household items. He is happy with his life since retiring because he is able to do nothing all day however feels that getting old affects his quality of life as he has little to contribute. His income is not enough to enable him to do thing things he might like to do.
Technical Skills	Has no computer experience and has never used the internet.
Business and motivation	If he was to offer any support financial reward would affect his choice. If money was to be spent developing technological platforms then he thinks 20% or more should be allocated to their development.

Senior 4

The Senior	Aged 76 been retired for 16 years. Used to be a police officer.
Life since retirement	Since retiring they feel that they have more time for doing what they want and spending more time with family this gives life satisfaction.
Technical Skills	Has no computer experience and has never used the internet for online communities, shopping or browsing.
Business and motivation	Doesn't have any interest in sharing their skills as they feel tired.

Senior 5

The Senior	Aged 66, been retired for 6 years. Worked as a nurse in an operating theatre in the General Hospital. Her expertise and skills lie in the nursing area.
Life since retirement	Since retiring spends time being active in her church and working for charities participating in their committees. Also able to spend more time looking after grandchildren. Doesn't feel that much has changed in her life since retiring. Is satisfied with life as she has the time to support the people who need her. She feels that is status since retiring is good due to being recognised as an elected counsellor.
Technical Skills	Has experience using computers and is online once a week either via mobile phone or a computer. She is a member of an online community in Facebook and has bought shoes online. However has never sold anything online. She finds online advertisements helpful and would like to see promotions and offers based on her interests. She has never looked for a job online. She experiences trouble when using a computer as she has never taken any lessons and for this reason experiences trouble when navigating websites.
Business and motivation	Would like to share the job skills that she has because she likes to help people, give advice and exchange ideas and practices. The only reward she would require is recognition of thanks. She thinks that investing in technological platforms to promote independent living would help older people and those with disabilities to feel more settled and live longer. Feels that if budget for the elderly was to be spent on technological platforms then they should spend 10 – 15%.

Cyprus Seniors – Key Themes

The seniors from Cyprus all drew similarities in that they didn't have many online skills, they mostly used the internet once a week and were not active members of online communities.

It was evident that the seniors from Cyprus did not expect a monetary reward on the whole, most reported that the satisfaction of helping small companies would be their motivation. The seniors that did specify a preference for a reward would only expect a small nominal reward for their time.

All seniors reported that they enjoyed the freedom that retirement brings and so would not like to feel too tied to regular expectations from companies.

4.3   Companies

Company 1

Company characteristics	George Charalawbous Ltd. SME coffee manufacturing business.
Skills and Expertise	Feels that the skills missing in their company are sales expertise. A senior with sales experience would be helpful to progress the company with sales promotion, merchandising and market research. Would like to use the support on demand and would be happy to pay. They would like to find out about matching seniors through a database.

Company 2

Company characteristics	NVK Advent Consulting. SME with 4 employees offering management consulting services in the education sector.
Skills and Expertise	Feels that the skills missing from their company are IT skills and experience in EU project development. Would like to receive support from a senior to help operations and business development. If they had access to a group of senior experts the support they would require is as follows; Advice and Coaching: Use of IT, EU project writing and implementation. Use of seniors network, in order to: Improve operational capacity, develop a better company profile and enable them to complete projects that have EU funding. The specific task would be: To design website and manage content, identify funding opportunities for local authorities in the area of social

	policy and project development.
	The main motivation for asking for help from senior would be low costs and a flexible/free schedule.
	They would like to ask for help periodically and would be happy to offer a financial reward as it will develop the company profile and enable the promotion of their business. They would like to search for seniors through a database.

Company 3

Company characteristics	Small electrical installations company.
Skills and Expertise	Feels that the skills that are missing from their business are more frequent seminars. They would like to have the opportunity to receive skills and knowledge from senior experts as they value their knowledge and it would help them improve.
	If they had access to a group of senior experts they would like to receive advice and coaching on management procedures.
	The main motivation for getting their support would be the experts experience and expertise which they would like to receive periodically.
	They would be happy to give a financial reward as it will help their skills and performance.
	They would like to find out about seniors through post project/request and receive offers.

Company 4

Company characteristics	CITI Pharmacy Ltd, small dispensing pharmacy and store owner.
Skills and Expertise	Would like to receive help from seniors to increase business and roll over.
	Their main motivation for getting support would be low costs and a flexible/free schedule that they could access on demand.
	They would not be willing to give any financial compensation and

would like to find out about seniors through a database.

Cyprus Companies – Key Themes

The predominant areas that companies from Cyprus would like to receive support with are back office functions such as IT, Sales and management procedures.

All companies reported that they would like to search for seniors through an online database. Whether this means that the companies would be happy being given potential matches from Elders Up or if they would like to see all seniors available is unclear.

Most companies reported that they would be happy to provide a small financial reward.

5.   Results from the Netherlands

5.1   Introduction

Data has been collected from The Netherlands by connectedcare services b.v. develops innovative communication and collaboration applications for independent living and ageing. The core competencies are ICT (social networks and sensor systems), industrial design (user-centered design, design methodologies) and care (family care, professional care, independent living). A team of ICT-experts, designers and caregivers collaborate through connectedcare on the design on innovative communication concepts targeted at seniors, family caregivers and professional caregivers. connectedcare was founded by two Delft university researchers in 2010 in order to accelerate the transition from academic research in ambient assisted living to commercial application.

5.2   Seniors

Senior 1

The Senior	75 years old, retired 10 years ago from civil service.
Life since retirement	Busy with family and is also a chairman for elderly foundation. He is very busy and enjoys his freedom. Loves to drive and travel a lot. Enjoys volunteering and feeling indispensable. Financially he isn't as well off as when working but can afford the step back.
Technical Skills	Uses the internet regularly for shopping and banking. He has used online communities but doesn't feel that they much use to him. Regularly uses a tablet computer.
Business and motivation	Feels that his skills lie in a not for profit organisation and that he is too busy to help entrepreneurs.

Senior 2

The Senior	Retired 15 years ago, now aged 80. Experience in horticulture and working in a school.

Life since retirement	Volunteers for three organisations and is busy. Her motivation is to feel useful and to fill time.
Technical Skills	No mention of technical skills.
Business and motivation	Would like to offer skills such as general office duties, doesn't want to feel tied to an organisation.

Senior 3

The Senior	79 year old, retired 15 years ago due to rheumatism. Worked as a nurse and babysitter.
Life since retirement	Has been involved in many groups at the church and involving crafts. Life is busy and she doesn't feel disconnected from the community.
Technical Skills	Uses the internet frequently and accesses many websites. She has some experience with Facebook however felt uneasy about her data being available to all, asked a family member to remove it. Prefers a simple platform and uses tablet computers.
Business and motivation	Misses nursing and would like to still be part of that community. Is used to her financial situation so wouldn't ask for additional reward.

Senior 4

The Senior	Aged 80 plus and been retired for 20 years. Worked in social services, accountancy and as a gardener.
Life since retirement	Has kept busy picking up other things.
Technical Skills	Has concerns about online safety and never used video calling. He has used Facebook.
Business and motivation	Misses work but can entertain himself and fill time.

Senior 5

The Senior	Aged 80 been retired 20 years. Worked as a nurse
Life since retirement	Been involved in lots of activities but does miss contact with people.
Technical Skills	Has some technical skills but is not confident. Searches for holidays and uses internet banking.
Business and motivation	Loved nursing and would have like to be able to continue, this would interest her but would not require a financial reward.

The Netherlands Seniors – Key Themes

Most seniors in the Netherlands reported that they used the internet frequently however many did feel insecure while online.

The seniors didn't feel that they would like a financial reward.

5.3   Companies

Company 1

Company characteristics	Money Monk, financial services company. Employs 5 people and has been in business for a year and a half.
Skills and Expertise	Would be looking for marketing skills. They are interested in the Elders Up platform as they cannot afford to pay market rate for the skills however they have concerns that the seniors won't be up to date. They would rather not give a fee to the seniors. They feel that face to face contact is crucial to developing a relationship. Matching should be done through the platform however the database should protect all information.

Company 2

Company characteristics	Creative consultancy company. Employs 4 people and has been running for 7 years.
Skills and Expertise	They would be looking for legal, finance and HR skills. They would like mentoring to help develop the skills themselves. They would like face to face contact periodically to develop relationships. Matches should happen automatically through the platform but companies should also be able to review the CV of the senior.

Company 3

Company characteristics	Technical development company employs 2 full and 8 part time employees. Been running for 1.5 years.
Skills and Expertise	Would be looking for technical experts relevant to their projects which are very specialist. They would like to pay a minimum fee to the senior for their work. When matched with a senior they would like to see their skills. The senior should be able to commit to a certain length of time working with the company.

The Netherlands Companies – Key Themes

Companies would be willing to offer financial reward.

Most companies are looking for seniors with back office skills for example finance, HR, marketing. They would like the senior to help coach them to develop the skills themselves. Building up a relationship is key to a successful match.

Companies specified that they would find periodic face to face contact invaluable.

6.   General findings

6.1   Senior Insights

Age

Seniors are most valuable to start-up companies when they have recently retired (60-70) and don't have a work gap. Seniors quickly loose touch with their sector and over time become deskilled. A common fear is that seniors are not up-to-date enough with the latest developments in their sector.

Reach

Few seniors have a clear and focused expertise. This group would be interesting for start-ups, but neglects the need of other seniors to stay active. The amount of 50+ employment agencies shows the need of these seniors to stay active.

Activeness

Companies are interested in active seniors. However most active seniors already have their own network and side-projects going on. Less active seniors who do wish to get support in becoming more active, are slightly less interesting to companies and presumably harder to reach.

Disconnection

Companies tend to be a bit hesitant and sceptical when it comes to retired seniors. They wonder whether seniors still have enough feeling and affinity with the sector. For fast-changing sectors such as IT, this could particularly be an issue.

Freedom

Seniors experience the freedom of retirement as liberating and would like to remain unattached and uncommitted. Companies want a certain level of commitment from a senior to have certainty.

Flexibility

Small companies require flexibility from the senior, however their impression is that these seniors might desire more stability. However, seniors are believed to be more reliable and available in time.

Personal

When seniors get themselves involved in projects and activities, this is often because of a personal connection. Otherwise it would just feel like work instead of a favour.

| | **Professional** | Most seniors are eager to stay active and working. However, the work should matter to them and they desire a genuine work-relationship. They want to be taken seriously. |

6.2   Company Insights

	Intense support	Small companies frequently desire all-round coaching. The market is already saturated for start-ups, but there is still a gap from companies in growth-phase (2-8 years old). Current limitations are that there's always an agent involved, which inhibits the sense of transparency and that there's a lack of intensity: companies can't fully appeal to mentors to take the collaboration one step further. Building up a relationship is key to the match being successful and a variety of media's should be used to develop this including face to face support.
	Outsource	Somewhat bigger companies often have tasks they want to outsource but they're too small to finance it. To enable growth, help of seniors could be useful, as they are reliable and often willing to help out. A common concern is that it might be hard to implement such a structure, as other labour-groups in society could feel like this takes away employment opportunities from them.
	Occasional help	Although single moment help is generally not interesting to companies, sometimes a specific subject becomes relevant of which the company does not have in-house experience. The opportunity for a quick inventory and sending out a question, would then be useful.
	Long-term involvement	Single moment help is often not valuable as it takes a lot of time to invest. Most companies desire long term support by an experienced specialist, but cannot afford their usual price. Seniors would need to be asked to commit their time to developing the relationship with the company.

6.3   Service Needs and Preferences

Quality check   Companies need to be convinced that the quality of seniors is ensured. Where possible professional qualifications should be checked and a company should be offered the opportunity to interview the senior to ensure they are suitable. Likewise, the senior will be able to interview the company to check that they are happy with the match and expectations.

Privacy   Companies are careful with sharing information in public. They are concerned to keep sensitive information safe and insurances that your can trust the system. Seniors are also concerned about their personal data being made available to companies. No personal data should be passed to either party until both are in agreement.

Control   Companies want to control over which seniors have access to or receive their request and whom they find suitable to be in contact with.

Compensation   Companies cannot pay a full price for the work or advice of senior and belief this also opposes a seniors intrinsic motivation. For many companies giving away a share in the business is also a no-go. Most seniors are willing to help free of charge, but giving advice for free is often considered useless as there is no certainty of commitment. Reward for the seniors services should be agreed between the senior and company.

Ignorance   Companies don't know what help they exactly need in advance. They usually hire experts a bit too late, because in advice they do not yet know what they need. Also, formulation of specific tasks can be misinterpreted and selection can become too much a beauty contest. Seniors could help develop the companies needs.

6.4   Online needs & Preferences

Digital experience   Digital experience of seniors is highly variable and completely age-independent. Most seniors have sufficient experience with email and google. Whilst some enjoy the online environment, the majority of seniors will only do the most necessary online, do not check their accounts regularly, dislike complexity and avoid the computer when possible. Most are cautious of sharing personal data online.

Less, less, less   The participating seniors did not want many choices. Interaction should be as minimal as possible, no more than the bare necessities. Seniors can be easily discouraged when an interaction consists of too many steps. Lengthy procedures are difficult and a common frustration is when seniors cannot bring back previous actions.

Impairments   Some seniors have problems with eyesight or with the small buttons on the keyboard. Cognitively, seniors need a fixed and unchangeable layout and settings to avoid confusion.

Communication   Hardly any seniors interact with open online communication platforms. They experience this as impersonal and unfriendly. By both seniors and companies, face-to-face contact is strongly preferred. After matchmaking, the desired procedure is contact through email followed by further offline communication.

Remembering   Stimulating the current generation of seniors to interact online is likely to lead to little response. It lacks necessity and is easily forgotten in their daily lives. Often seniors don't check unless they want to contact someone themselves. Both seniors and companies will not keep track of their activities online, such as the amount of projects done, out of own initiative.

Network   A big advantage of an online database of experts, is that people can get to know each other's skills and can pass on projects or work together.

7.   Design directions

This final section answers the questions outlined in the research plan. First we will get focus on the seniors and then on the companies point of view.

7.1   Seniors

7.1.1   Defining target group needs

The main target users would be recently retired people, once people have been retired for a long time they become deskilled and lose interest in the work environment. The main target age would be between 55 – 65. Seniors over this age reported that they felt that they didn't have any skills to offer.

The motivation for seniors to join the Elders Up network would be keep skills current that they used while working and to feel they were able to help small start up businesses. Most seniors reported that they would like to help small businesses that needed direction, it is important however that seniors don't feel that they are being used for cheap labour. Seniors have valuable skills that they are happy to share with a well matched company.

Most of the seniors have a full social life and are happy with how busy they are since retiring. They are happy to offer their skills to companies for either a small fee or to give them a sense of feeling involved and to keep their skills they acquired while working relevant. Most seniors want to offer the skills that they used during their career. They would like to help companies in person rather than using technology as many feel they lack skills in this area.

Is was apparent from the studies that seniors are not all using the internet from laptops and PC's many are now choosing to use tablet computers. It is important that the website developed sits comfortably in this environment.

7.1.2   Defining workspace and adaptivity

Most seniors feel that they would lack the technical computing skills that would be required to offer their expertise online. Few have used online communication so would require a lot of support to use this. It is imperative that the site is easy and intuitive to use. The workspace developed would need to be clear and uncluttered.

Most seniors feel that they don't have any significant cognitive impairment that would require any sensors or adaptivity to the computer/website they were using. Most reported sight problems which were corrected with glasses.

7.1.3   User requirement specification

As most of the seniors were not heavy online users much work would need to be done to make them aware of the available service. This should be through groups and networks that they are already involved in.

The site should feel simple and uncluttered. It is imperative that the first page seniors come to explains simply what the site is about and what is can offer to the user. Research has shown that people are easily put off using a site if it is difficult to navigate and they do not feel the site can offer them a pleasant and useful experience.

Seniors need to feel that the information they post online about themselves is protected and will only be made available to suitable companies through a fair matching process. The initial communication could be via email/online community however most seniors feel more comfortable talking in person with the companies.

The site should allow different methods of communication including; message posting, online chat, voice and video. Seniors using the site should feel that the environment they are using is safe and secure.

The seniors that are likely to use the Elders Up network are those who have recently retired, this group of people do not generally have serious impairments and limitations, those that do tend to focus around sight or problems with using a mouse. It is important that the website is easily scalable and can be viewed and navigated through a tablet touch screen device as well as a traditional environment. Where possible options for free text should be replaced by selectable lists of text.

7.1.4   Matchmaking

Seniors could be prompted to enter their skills into the database with closed questions with areas where they are able to explain their own experiences.

Where possible the information entered into the site for seniors and companies alike should be from a selectable list of information. Having to type lots of information into the site makes a registration process lengthy; this could put off seniors from completing the page.

Once registered with the site Elders Up should work hard to match seniors and companies quickly. Any seniors or companies that register with the site and then do not hear anything back quickly will soon become disinterested and not visit the site again.

7.2   Companies

7.2.1   Characteristics of the companies that would use the system

The majority of companies that would use the system are SME's they vary in the support they would require from Sales advice, finance, IT, HR and report writing. The key theme here is that the companies are looking for are back office professional skills.

The main motivation for companies joining the scheme would be low costs for the experience they would gain but also retired people are more able to be flexible with their availability.

The help would generally be required periodically and quickly when an issue arises. Companies would like seniors to respond promptly when they need their assistance. They would like to build up a relationship with the senior who could begin to understand their business.

7.2.2   User requirement specification

Elders Up will need to be advertised in locations where small and new business will find out about it. Local business groups would be an excellent means of getting the information out to the target audience. Often start up businesses are started by people who are completing of have recently completed courses at local colleges and universities, this could be an excellent meant of getting the Elders Up site information out to the people that might use it.

Companies generally would like to search for matches to their requirements through an online database of seniors who have previously been checked. They would like to take the initiative to find the seniors however recognise that some work would have to be done to promote the service.

Companies feel that if they are receiving support from a senior then they are happy to offer a financial reward however this might be at a lower rate.

Companies do have concerns about the quality of the seniors they might be matched with. They would like to know that some checks have been completed for seniors offering professional skills such as legal and financial.

Security is paramount to companies, they should not feel that any private information is being shared which seniors before they are happy for this to take place. Companies might feel that by posting the areas they would like help with they are revealing weaknesses about their business. Basic annonymised information should only be shared with seniors in advance of communication starting.

Communication in the first instance should be done in the secure Elders Up environment. This is to protect both companies and seniors. Communication could initially be via messages/email before moving to online chat/video. Companies suggested that they would prefer the method of communication to initially be via email, this is should be convenient for both companies and seniors alike.

7.2.3   Matchmaking

Companies would like to post the skills and expertise they are looking for in an online database and then have communication with the proposed seniors this would help them assess if they think a senior is suitable for their business. The communication could be online chat or video.

It is important that the seniors and companies alike feel that each is benefiting from the relationship. Elders Up should continue their involvement with seniors and companies through out the connection to ensure that both parties are happy.
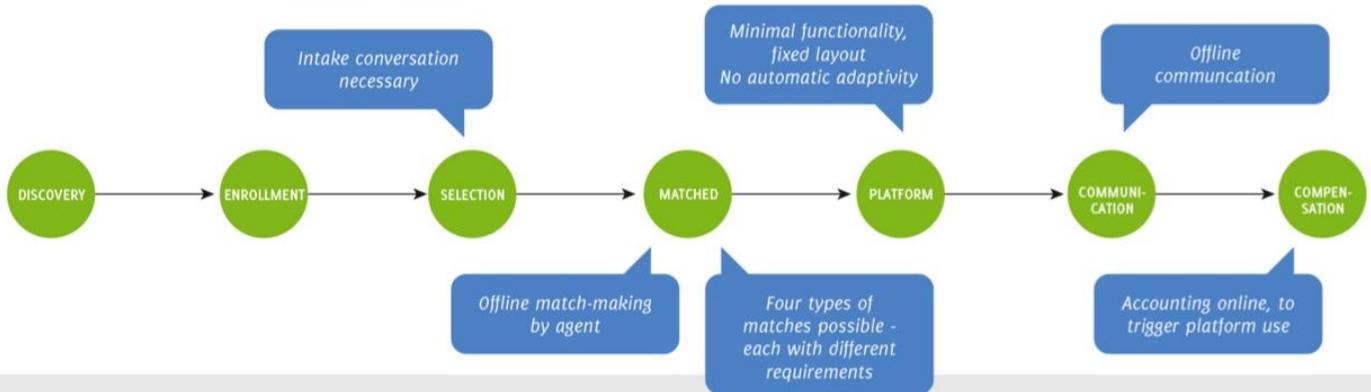
8.   Overall Summary

Seniors have valuable skills to offer small companies often asking for little reward. The research conducted for this document shows that seniors are interested in helping companies when they are recently retired and their skill set still current and relevant. People who have recently retired have used computers daily as part of their career and have little requests in terms of accessibility and adaptions that might be required for the Elders Up site. Seniors instead reported that it is important that a website is simple to use and works well on both the traditional environment and tablet devices .Small companies have explained that they lack experience and would value the support of someone who can help them grow their business or assist with areas where their employees lack skills and would benefit from the guidance of a more experienced person. However, seniors with the skills and experience that are genuinely valuable to small companies are not common.

Many seniors who have had a successful career have planned well for retirement and have busy and active social lives engaging this cohort of people is difficult, they are happy to leave behind the world of work.

The match between the senior and the company is the key to a successful relationship developing and therefore seniors and companies alike returning to the site. It should not be under estimated how important this is, an initial online match would start the process of matching seniors and companies however human intervention might be necessary to ensure that both parties are happy with the suggested match and that they can both see benefits in the relationship.

The diagram below shows an example of how the Elders Up site might work for both seniors and companies.

Intake conversation necessary

Minimal functionality, fixed layout No automatic adaptivity

Offline communcation

DISCOVERY → ENROLLMENT → SELECTION → MATCHED → PLATFORM → COMMUNI-CATION → COMPEN-SATION

Offline match-making by agent

Four types of matches possible - each with different requirements

Accounting online, to trigger platform use

• For companies, a unique selling point would be the reliability and availability of seniors.

• There is potential to open up the platform to more than just expert seniors and start-ups. A service like this would also be interesting to seniors without business or entrepeneur background and 'companies' like shop owners or bigger organizations. This way the broadest group of seniors gets the opportunity to stay active in their work-field.

• Seniors need to be actively triggered (e.g. at elderly organisations or events) to make use of the platform. This makes it possible to reach out to less active and less digital-experienced seniors.

• There is poterial to allow all seniors (50+) who are willing to share their expertise t enroll, even those that are still work-ing.

• Focus the platform on seniors with less than 10 yrs of retirement and no more that 1 year work gap, as this better matches the needs of companies.

• To ensure quality and privacy, it might be useful to build a service around the platform, which consists of an intake conversation by an agent. From experience, fully automated enrollment haven't been working well.

• By means of a monthly fee, commitment of all parties can be ensured.

• The user types can be used as input for the matching. According to the type of match that can be made, different search possibilities apply. See next page.

• Seniors and companies have been placed into different match types (type I, II, III or IV). For each type, different match-making procedures within apply. See next page.

• Less is more. The platform should present essential functionality and the most basic interface. It could be useful to give users the option to add any additional functionality manually.

• Seniors have a strong need for clarity. It would be desirable to be to be careful with adaptivity.

• Keep prodecures as short as possible. The number of pages should be brought to a minimum to keep the overview. Previous pages can be shown on a timeline.

• Minimize information per page.

• The platform should facilitate matchmaking. It is desirable to let users choose other type of communication channels (e.g. email, phone) after matchmaking.

• People should be able to choose whether they want to discuss details on the collaboration face-to-face or on the platform.

• It would be possible to ask each member to pay a membership free. This triggers people to make use of the platform.

• Payment happens online, which ensures people stay active on the platform.

• It would be possible to ask a certain percentage of all the financial exchanges that have been made through the platform.

• For further financial income per match-type, see next page.

Appendix A. Questionnaire to seniors

<u>**Living situation**</u>

- What is your age?
    - Open
- For how many years have you been retired?
    - Open
- Describe your social life. (e.g. social contacts, activities)
    - Open
- Describe what keeps you busy since retirement. (e.g. daily activities, weekly activities)
    - Open

<u>**Satisfaction of retirement**</u>

- After retiring, what aspects positively changed in your life?
    - Open
- After retiring, which aspects negatively changed in your life?
    - Open
- Are you satisfied with how useful you feel since retirement?
    - o Yes, because …
    - o No, because…
- Are you satisfied with how busy you are now you have retired?
    - o Yes, because …
    - o No, because …
- Are you satisfied with the status you feel you have retired?
    - o Yes, because …
    - o No, because…
- Are you satisfied with the social life you have now you have retired?
    - o Yes, because …
    - o No, because…
- Are you satisfied with your financial income since retiring?
    - o Yes, because …
    - o No, because…

<u>**Expertise**</u>

- In what sector did you work?
    - o Finance
    - o …

- Could you shortly describe what type of work you have done?
    Open
- What expertise would you say you have?
    Open
- What additional skills would you say you have?
    Open

Motivation

- If you had the opportunity to share these job skills and expertise with small companies that could use your advice and knowledge, would you be interested in doing so?
    o Yes, because …
    o No, because …
- What type of companies do you believe you could help?
- What kind of appreciation/reward would you want to get for your work/advice? (e.g. financial, involvement in business)
    Open
- In what way would you prefer to help a company out? (e.g. tasks/advice, regularity)
    Open
- Would you consider doing other type of tasks (e.g. office work, small chores, day care) which aren't necessarily related to your expertise?

Online experience

- Do you use internet on your computer? If yes, how often do you use it?
    o Yes, every day
    o Yes, once a week
    o Yes, less than once a week
    o No
- Do you use internet on your mobile phone? If yes, how often do you use it?
    o Yes, every day
    o Yes, once a week
    o Yes, less than once a week
    o No
- How often do you navigate in web platforms and forums online?
    o Every day
    o Once a week
    o Less than once a week
    o Never
- Explain the experience you have with tablets, smart-phones, webcams / microphones.

Open

- Are you a member of any online communities? If yes please indicate which or describe them

  Open

- Have you ever bought products/services online? What kind of products/services?

  Open

- Have you ever sold products/services online? What kind of products/services?

  Open

- Do you find online advertisements helpful?

  Open

- Would you like to see promotions and offers based on your interests in a web platform?

  o Yes

  o No

  o Depend on…

- Have you ever looked for a job online? Where you successful? What can you say about your experience?

  Open

Adaptivity

- Do you ever experience trouble when using a computer?

  o Yes, because …

  o No

- Do you ever experience trouble when navigating a website?

  o Yes, because …

  o No

- Do you ever experience trouble with…

  o Reading/sight

  o Hearing…

  o Language

  o Abstract sign understanding

  o Memory

  o Motoric (finger precision, speech articulation,

  o Navigation / Interaction / Presentation / Content

Business perspective

- Would you like your city/country to invest in technological platforms promoting more independent living? Or would you rather have the city invest in something else?
    - o   Yes, I would like the city to invest in technological platforms because..
    - o   No, because..

- If yes, what percentage of the "Budget for elderly" do you think should be allocated to developing these platforms?
    - o   No, none
    - o   Yes, 5%
    - o   Yes, 10-15%
    - o   Yes, 20% or more

- Would the financial support of members of the web platforms for service exchange affect your choice in favour of those?
    - o   Yes
    - o   No

Appendix B. Questionnaire to companies

<u>**Company characteristics**</u>

- What is the name of your company?
    Open
- Please describe what you do in one sentence.
    Open
- What sector do you work in?
    - o Culture
    - o Finance
    - o Industrial
    - o IT
    - o Retail
    - o Education
    - o Transport
    - o Public
    - o Healthcare
    - o Science
    - o Other: …
- What kind of business are you?
    - o Freelancer
    - o Self-employed
    - o Start-up
    - o Store owner
    - o SME
    - o Other, being…
- What is the size of your company?
    Open

<u>**Skills & expertise**</u>

- What kind of expertise / experience do you feel is missing currently in your company?
    Open
- If you would have the opportunity to receive skills and expertise from senior experts that could share their advice and knowledge, would you be interested in doing so?
    - o Yes, because …
    - o No, because …
- If you had access to a group of senior experts, what type of support would you be interested in receiving?
    - o Advice and coaching, on: …

- o   Use of senior's network, in order to: …
- o   Specific task, being: …
- What would be your main motivation for getting their support?
  - o   Low costs
  - o   Expert with flexible schedule / much free time
  - o   Expert with much experience / expertise
  - o   Other, …
- How frequently would you prefer to get this support?
  - o   Single time
  - o   On demand (contact senior when needed)
  - o   Periodically (e.g. every 3 months)
  - o   Fixed hours (e.g. 2 hrs a week)
- Would you be willing to give financial compensation for this and in what way?
  - o   Yes, because …
  - o   No, because …
- In what way would you like to find out about matching seniors?
  - o   Search for seniors in a database
  - o   Post project/request and receive offers from seniors
  - o   Automatic match-making between my project/request and all matching seniors

Appendix C. Raw results Netherlands

INTERVIEW 1 - ICT start-up looking question beam

Who: Money Monk

What: Financial Services, IT

Online accounting software for freelancers

Exists: 1.5 years

Knowledge of: IT, Finance (both owners)

Size: 5 people

Challenges: Marketing, how do we reach our target market and sell our service?

Why defect:

- Due to financial reasons we haven't hired anyone, we now have a cheap intern.
- In itself it would grow faster, but we now grow slowly and that is basically just that fine. Grow too fast is unhealthy.

Imago seniors:

- Not really, because in online marketing industry. We have the idea that older people will not have enough feeling with it.

Need experts:

- We get a lot of advice and feedback through start-up processes and ...
- We would like to ask for occasional help, but it is too expensive. Incidental help would be useful.
- We would especially like help from (former) entrepreneurs. They will understand how it is to have their own business.
- For us it would not matter whether someone is retired or not. The difference doesn't matter, it is the knowledge and experience of someone.
- Support based on the theme is better than based on the issue.
- What about mentoring ...

Disclaimer:

- It would be a no go to give away shares. That is the most precious thing we have.
- It would be best if there is no fee. Seniors want to do it out of goodwill, they do it out of good will.

Matchmaking:

- We want to approach seniors for incidental questions.
- With mentoring it would be different, than we need less control.

Others:

- Not publicly. Only logged seniors who can see our profile, or even just matched seniors.
- Face-to-face contact is crucial. The platform should only be valuable for matchmakn itself, not for further communication.

Marketing / business:

- Trigger: You want to see that there is something to find. We would never pay for it if you do not know what's there.
- There must be a database built for the elderly. Wishing well, perhaps even willing to pay? After that businesses manage search.

INTERVIEW 2 - Small service company is looking for 2nd phase mentorship

Who: Jongens vd Tekeningen

What: Consultancy, communication, creative sector

Communication and facilitating group process

Exists: 4 years

Knowledge of innovation, creative processes

Size: 7 persons

Challenges: Legal, financial, HR

Why defect:

When you decide to hire a professional, you're usually too late.

- Experience in coaching programs and mentors.
- Mentors who do not ask for a full rate are more suitable for us, they have a different motivation.

Imago seniors:

- Knowledge remains knowledge, seniors also. But actually it is more interesting for us to have experts who are still active and working, they still have feeling for the sector. Perhaps an unjustified prejudice, but do seniors still understand the profession or is there too big of a gap?

Need experts:

- Seniors can assist with tasks at other companies. We ourselves have been too small to outsource all of tasks.
- Mentoring is abundant in start-up phase, but still lacks in-between stages, when you have to re-invent yourself to really grow. Therefore many companies remain in certain size, and will never grow. Maybe a coaching gap?
  I'll see added value in Q & A: ask specific questions to an expert. Why? + when, for the in between stage?

Disclaimer:

- Once a month real people are involved. Structural mentor, it should not be a therapy for the elderly.
- Main Motivation should be trust, maybe share a compensation.
- A small fee is required. It should be flexible. It provides assurance that someone is involved.

Matchmaking:

- Be matched has its advantages, you might learn new things of people you would not expect. Change once every while might give new refreshing ideas.
- For Q & it is relevant to see the CV. We want to choose ourselves.
- We want to compose our own team.

Other:

- Confidentiality is a condition> how?

- Initial contact may be online, but face-to-face is the most important.

- It is interesting to know whether and how a filter is: how do you know if a coach is suitable? Is there a personal check or experts get a score?

INTERVIEW 3 - Tech start-up looking for expertise

Who: Solar Wing

What: Technical, product

Development and sale of interior

Exists: 1½ years

Knowledge of: engineering, development

Size: 2 fixed and eight part-time

Challenges: Business, but you learn that throughout the process, we already have some support. Plastic, now we are dependent on one supplier

Imago seniors:

- Advantage: Seniors are trustworthy/fixed employees.

- Disadvantage: Seniors have the image that they stick to their routine, that doesn't fit a start-up. That is something to watch out for.

Need experts:

- One-time assistance is not interesting. Too much trouble to invest. A coach who can invest and use their network might be interesting.

- But: not only need coaching. At least (a) investment or (b) collaboration.

- Investor / business angel. But this is already filled by wealthy older people (executives, entrepreneurs).

- The coaching that is available now, has a certain limit. It often goes via an unnecessary middleman. It is also limited because ultimately you do everything yourself.

- (B) Someone we can employ, and invests. For example, an expert on plastic.

- We are able to get labour force through cheap employees such as interns and graduates.

- But, we are unable to pay a specialist. Once we have investments, we have the money to take to an expert. Now we don't have that. An expert is thus too expensive. Sees what in construction: government rewarded the elderly remain active (instead AOW), we pay a little extra.

Disclaimer:

- Can elderly be flexible?
- We do not believe in voluntary help. To get something done you really need to go one step further.
- At least 1 day in the office, two days commitment, with specific assignments.
- I do not believe in free. Minimum fee or share.

Matchmaking:

- Selection: We are a kind of orientation, not in large list (?)?
- Able to see the background info.
- Ask specific questions.

Others:

- Perhaps sensitive issues before orientation in who sees what
- Push? Cheaper construction?

INTERVIEW **4** - EXPERT (Brown Cow)

Need for experts:

- Most need when business is in growth phase: market for post-accelarator, as companies have been around 2-8 years
- There is more demand for all-round coaching than for specific questions
- Now you cannot really rely on a coach. You cannot bring it one step further.
- However, many entrepreneurs questions

Business model:

- We are now doing a pilot program for 10euro per month, companies have an intake with a coach, linked to the sector and they receive access to the entire network.

- Example: PUM Dutch experts to emerging economies.

Price Fixing:

- To make it work, both parties must take each other seriously. For that, price agreements are needed, and thus customization.

- Profit Model: we capture 10% of each invoice.

- Business model pyramid: start for 10euro subscription. Business coaching (with sweat equity) or angel investment (10% to us). Business week.

- In addition, modules with topics (eg HR / Finance)> fixed fee

Matchmaking:

- Our idea to a make first match and that both parties could interact, that did not work at all. Startups are not aware of the exact question. Moreover, both parties can interpret the questions differently. It was therefore too much a beauty contest.

- Selection: Now check at the start. Because: companies will not put everything online, we want to match ourselves.

- Selection: As we do here, by linking checkmarks, it did not work. If people are not approached in person, nothing happens.

Target group seniors:

- Part of the current group of seniors was not interesting: not up-to-date, not real experts.

- Entrepreneurs have the attitude to always keep working and stay active, such as a shareholder. Therefore suitable.

- Specialists are more often done with their job. They may not really for a company to solve a problem, but to provide insight into a problem.

- Companies often have specific knowledge itself: it is rare that they need a specialist. Otherwise they buy one in.

- In some sectors the knowledge ages, eg, engineers and physicians.

- Negative image of 'retired', therefore now younger experts, 50+. We note that the limit is around 70, but it's not quite black and white.
- We have a requirement that a person should not be retired for more than a year? > why again?
- Does indeed that seniors have enough side projects.
- It can certainly be valuable to link other types of pensioners and businesses. The number of agencies for 50s gives this already.

Advantages:

- Advantage of network is that you can pass the ball to each other.

INTERVIEW 5 - Active in committee

Who: Pete Duijndam

Age: 75 years

Retirement: On 65th (10 years ago)

Why: Retirement age reached

Sector: Public management

Work experience / background:

- Civil service, municipal, General Management, Economics, rights.
- Others support, motivate, meetings. Secretary, director, officer.

Need occupations:

- It is already very busy with best hours: president two pension funds, voluntary chairman CBE Delft, elderly association, foundation for financial need of> many meetings
- Driving is my hobby. Blood is thicker than water.
- Grandchildren, organ. No other hobby-man.
- I roll automatically everywhere.

Experience pension:

- No daily obligations, put in more hours best. Lovely to have freedom.
- Transition went smoothly, had many connections and things to do alongside my work.

- When volunteering you quickly get stuck and lose your freedom, they don't want to lose you. , they cannot lose more quickly.

- Feel so much more useful now, now even more than before. In a company, you are replaceable, and as a volunteer with the tasks that I have now, I'm just indispensable.

- Status never been relevant.

- Financial step back, but I can afford it.

- The first ten years of retirement are as busy as before. But from now (may drive no longer do) it will be quieter, so now I want things to do, but I will see what opportunities arise.

- "I am perhaps a special case have many diverse contacts, which I'm involved in so many foundations. Some others have no such access, and complain that they (other target> a need for platform but will not find himself?).

Demand platform:

- I am too much involved in non-profit organisation in order to be of help for entrepeneurs. I am not commercial.

Digital skills:

- "If something can go wrong, it goes wrong"

- Internet Experience: postal, banking, google.

- Is oke, I am familiar with it, but I do not do more than necessary.

- Knows his way with help of others and manuals.

- Expect little response to motivate people to go online. But more and more people are experienced, maybe the new generation?

- I already need to use the ipad during meetings, If I have to I am able to. I don't have the motivation myself.

- Do not try to save and organize things, therefore it is difficult to find things back.

- Some tasks exist of many steps difficult steps (scan, save, send).

- Some things (video calling) are possible, but I don't have the interest in it.

- I have experience with forums, but have a negative image (not my type of people).

- Doing business (such as purchase products and look for work) through old familiar way.

INTERVIEW 6 – Enjoys life & is focused on self development

Age: 80 years

Retirement: On 65th (15 years ago)

Why: Retirement age reached

Sector: Horticulture & office / administration / school

Work experience / background / tasks:

- Horticulture:
    - Representative seeds ("lay not, me too harsh world").
- Concierge:
    - contact with pupils
    - office

Need occupations:

- After retirement: volunteering
    - AA office
    - Board positions
    - Activities in the Church, develop myself
- Motivation to do something other than work. Experience / expertise can be just the thing that you don't want to focus on.
- Motivation is also to feel useful. I wanted to give something back to the AA who also helped me. My passion is there.
- At one point you become fed up with all these activities and quit all. Now I don't feel the need, I do games, puzzles drive to the hospital.
- Only want to do nice work activities, > wouldn't mind copying documents for colleagues (experiment, access to equipment), but I don't want do schoolwork.
- Changes in industry. I noticed in recent years that world is changing.

Experience pension:

- Positive, more time for other things.

Demand platform:

- Self always doing enough things, no specific expertise.

Financial:

- Financially interesting to keep on working for a few years, it's a nice extra.
    - We have to start again financially

INTERVIEW 7 - want to remain in the world

Age: 79 years

Retirement: On 50th (19 years ago)

Why: Rheumatism, can no longer work

Industry: Care

Work experience / background:

- Nurse
- Babysitter

Need occupations:

- Would have liked to get the opportunity to continue doing something with nursing. Because: you now just stand there, stay active and involved.
- Formerly (50-65 years), but, at that time filled private babysitting, daily.
- Also in World Shop go to work,
    - Voluntary but sometimes I received a small fee. That was not my motivation, but it fitted the task since some tasks I perceived as more   compulsory / mandatory
    - Did this work because of the contact with colleagues.
- Experience / expertise can be just the thing that you want to keep just not working. Did not want to help an association for rheumatism.
- The sector where I used to work feels like home, and you understand the context.

Experience pension:

I was always ran out of time. I had enough to do, (workshop quilting, reading groups, church activities, sports)

- To be part of the community, be around people, it always comes along the way.
- After our retimerement we have been involved in getting to know ourselves thorugh workshops. Own We have after our retirement much involved learn better know ourselves through various courses ranging. Self-education is an important need after being retired, want to stay active.
- Everyone said you would fall into a hole, but I don't have that problem
    - Others have difficulty with changes after retirement, I've heard
    - Others travel a lot, we had too little time for that.

Needs from platform:

Financial:

- We have accusotmed our lives to little financial means. A small fee would be important but not decisive.

Digital skills:

- Extensive experience. With: useless search (google), financial affairs, news, games, facebook. daily use

- With pleasure I use the computer. Fun to learn to deal with computers. Therefore I life to fill in online questionnaires for research companies. Nice to keep up with your computer.
- Find tricky when you have to react quickly (like Facebook), takes a lot of time.
- Some things are difficult (in-law had to help get rid of Facebook).
- Do not start something without a motivation/reason. Would not like obligations wants to stay free.
- Loves basic. Normal phone because buttons are still tricky, I have the idea that it is costly.
- Privacy: at facebook I have the feeling that everyone can read it. Email is more personal.
- Only accessible as self-searching. Phone always with me but almost never on.

INTERVIEW 8 - Own world

Age: 80+

Retirement: 59½ (20 years)

Why: Early retirement

Sector:

Work experience / background / tasks:

- Grower, grow tomatoes
- Social service, accountant

Need occupations:

- Do not continue to work in old sector. Has idea that being members in committee is for younger people.
- Well treasurer because no one else could. Nevertheless fun.
- Developed the Club Magazine.

Experience pension:

- Missed my work, can entertain me well on my own.
- Transition went smoothly. Other things picked up.

Demand platform: Not really.

Digital skills:

- Nice pictures> wants to respond to facebook
- No video calling, never missed

- Likes to call, direct answer

- "Don't try something new, everything changes so fast". Eg. XP is not safe anymore.

INTERVIEW 9 - Share useful tasks

Age: 80+

Retirement: 62

Why: OBU regime

sector:

Work experience / background / tasks:

- Nurse

Need occupations:

- Motivation:
    - contact! Bit
    - are busy
    - Structure, something weekly
- Didn't realise that I wanted to keep on working. Would have loved to stay involved in the industry, but unfortunately my BIG registration expired. I did volunteering work, but wasn't able to be nurse.
- I saw that things could be improved but wasn't able to do anything about it. Have years of experience.
- Most activities I automatically got involved, I knew someone something I liked it.
- Times change, but you can grow.
- I Miss activties in which I visit others, contact with people.
- Need for activities but not through the Church
- Volunteering: reading group for juniors with language issues
- Somewhere attached to is not annoying. Structure is actually enjoy.

Experience pension:

- Positive:
- Negative: missed my colleagues

- Need platform: can provide access to useful projects where contact is important.

- financial:

  o Financial does not matter. Fee no interest, rather a flaw. Does not feel right.

- Digital skills:

  o Unexperienced, but would like it.

  o What? Word, email, photo books, internet, banking, search holidays

  o No facebook or phone, I'm not waiting.

  o Problems: not always able to> download, logins, too many steps> I do it but not anymore. Find that annoying.

SURVEY 1 - Specific employment ink

Age: 64 years

Retirement: not yet

Experience: Worked in butchery

- Making Process meat, sales ready

- Department Manager

Interested in sharing expertise?Yes

- Because: I love the butcher industry

- Who: other shops, especially butcher

- Frequency: Regular

Compensation?

- Charges minimum

- AOW is not rich so guess I could use

Suitable audience: persons

Other type of work? Yes, small jobs

Internet: NO

SURVEY 2 - Highly educated former manager

Age: 63

Retirement: 62.5 (1/2 years ago), involuntary early

Entertainments:

- Voluntary financially
- Debt Relief
- Walking, traveling, sports

Pension experience:

- Positive: Freedom in time planning,
- Negative: absolutely nothing

Experience:

- Consulting services & financial sector
- Large projects, invent and design solutions
- WO technical mathematics, logistics, management functions, policy consultant, advising management

Interested in sharing expertise? Yes

- Required: As long as it's fun
- What: Help with logistical and financial issues
- Frequency: regularly

Compensation? Yes

- Depends on business. Klein: share. Large: reasonable fee.
- Free advice is not appreciated. Experience it as worthless.

Other type of work? Only if I have appropriate knowledge

Internet: YES

- Every day.
- PC computer.
- know more than average users.
- Uses prefer not skype, forums negative, purchase products, or sought work.

SURVEY 3 - Coaching ex-director

Age: 74 years

Retirement 66 years (8 years ago), reaches retirement age

Entertainments: Grandchildren, controlling, coaching entrepreneurs, puzzles, gardening, traveling, reading

Pension experience:

- Positive: not bound

- Negative ?: less crowded

Experience:

- Government, knowledge

- Trade Union Director

- Councilor

- Director various organizations

    Interested in sharing expertise? YES

- What: Coaches all start-ups, several companies

- Frequent frequently

- All mentor

Compensation?

- Nothing, knowledge sharing is voluntary

Other type of work? No

Internet: YES

- Every day

- PC

- No problems (slow wifi)

- No skype, forums, work. Or booking trips.

SURVEY 4 - Craftsmanship pass (fits profile Nine?)

Name: Mieke

Age: 65 years

Retirement: 65 (0 years)

Entertainments: work as a goldsmith try to continue

Pension experience:

- Positive: No responsibility, no more meetings.
- Negative ?: less pressure

Experience:

- Arts Sector
- goldsmith
- Missions and free work, teaching

  Interested in sharing expertise? Yes

- Motivation: Saves lost so much time as you get right tips
- Will it good for dealing with the next generation.
- Who: ZZPers.
- What: not zoveer knowledge, organizational knowledge more!
- Frequency: occasional

Compensation?

- Do not Expendable. Only time.

Other type of work? FOR SURE

Internet: YES

- Every day
- PC

- Rarely problems

- However, Skype, no forums, buying online is a necessary evil, not work online.

   SURVEY 5 - Highly qualified specialist

Name: Anonymous

Age: 70

Retirement: 64 (8 years)

Entertainments: Maintenance house, Art Painting, italian leather, traveling

Pension experience:

- Positive: no abnormal working hours, no big responsibility, no longer suffer from increasing regulations

- Negative: Occupation rating decreases / disappears, less useful, less status, less contact, less finances

Experience:

- Medical sector
- Specialist Internal Medicine
- Internist, Nephrologist

Interested in sharing expertise? Yes

- Motivation: Do not like to have my knowledge fade away.
- Motivation: Pleasing to be busy
- Who: medical institutions, artificial division
- Frequency: Regular

Compensation?

- Any compensation (costs and time employed)

Suitable target:

- Active in work, self-confident that they have something to offer

- Proper adjustment is needed, have time yet, experience and knowledge

Other type of work? -

Internet: YES

- Every day

- Mobile phone

- Problems: Settings

- However, Skype, no forums, or buy, no work

EXPERTS

SeniorenWeb

So many different groups. Not match with age, depends primarily on health

- Eg: 45/50, unemployment, still available

- very old, unexperienced in latest technology

- 70/75: not never seen computer, but interested

Many seniors are willing to still work. Must (A) do matter, (B) actual work relationship. Seniors want to feel taken seriously.

Volunteers are already over. Perhaps there is a gap between commercial and volunteer. There should still be a working model.

Some retirees have so many hobbies and activities that they have there enough to do. Others have never had much in addition to their work and then fall into a black hole

Some elderly start from scratch.

- Limitations: Whole concept of folders, use your mouse, make something and save it.

- Partly already advanced, but still difficult to switch (not directly understand as something a bit different)

- Physical limitations: small screen keyboard, font, cognitive (layout settings and want to have fixed and not per application / website differences)

Most older people have some knowledge of Internet, mail and photo program. Nothing more.

Older people want no choices! As minimal as possible, no more than necessary in terms of (online) opportunities

Online (BROWN COW):

- You notice that seniors (and companies) do not track everything online, such as the number of projects they have done. Here there is no need for an incentive to keep something active online, is a digital accounting system.
- What remains online? Anonymous questions, there is enough response to (forum idea)
- Frequency and duration of cooperation? > We have to figure out