Towards personalized persuasive strategies for active ageing

Abstract:
As Europe is ageing, the healthcare system is experiencing dramatic strain. Increasing physical activities is important to promote independent living among seniors due to its impact in preventing chronic diseases and long-term care. Smart wearable technologies have been already developed to support citizens to be more physically active. However, the impact of these wearable technologies on seniors is still requires more research. Persuasive system design (PSD) strategies may be applied to motivate seniors to adopt a more active lifestyle.

This paper examines 12 student team design concepts which aim to add values to one existing wearable product by redesigning the accompanying application to suit an elderly user group using the PSD principles. From clustering the resulting re-design concepts, we identified themes, suggesting values suitable for an elderly user group that aim to stimulate a more active lifestyle. Furthermore, we identified common persuasive principles applied to redesign concepts in each value theme so as to create design guidelines for active ageing lifestyle.

Stichworte:
Active ageing, behavior change, persuasive strategies,