Age Friendly Business

Sponsor: City of Seattle
Team LEMOND: Davis Huynh, Estelle Jiang, Liuyang Fu, Muhammad Hariz

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With our passion for social impact, our mission is to provide resources for businesses and organizations, so they can promote age-friendly practices in terms of employment and customer service for all ages.

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Problem Statement

Problem

With a larger number of Seattle's population becoming older, we noticed that older people sometimes at a disadvantage with being in the workforce. While it is a problem that they are currently struggling with being in the US workforce, we believe that the problem can get bigger in the future.

Solutions

In response to this existing problem, we are creating a business tool website that calculates the age-friendly scores for a business so that business and their managers can recognize what it means to provide age-friendly customer service and to be an age-friendly employer.

Targeted User Groups/ Audiences

Business owners/ Manager

Their environments might be either age-friendly or not. Their motivation to run self-tested survey might be low. They want to make benefit from the business.

Pain Point:

They have no ideas about how to improve

City Of Seattle

As a City, they want make the community a more age-friendly environment by empowering older adults in Seattle is one way they are striving to do so.

Pain point:

City of Seattle don't have the manpower and funds to establish a city/system that can record all the information.

Market Research

- 44 states being a part of the age-friendly network (AARP)

Market Research cont.

Elders in Action

- Based in Oregon
- Offers business toolkit which includes:
    - Self evaluation
    - Business tips and resources
- Cost $150
- https//eldersinaction.org/age-friendly

Workforce Development Council

- Based in Washington State
- Offers business toolkit which includes:
    - Self evaluation
    - Resources
- http://www.employexperience.com/employeeresources.html

AARP

- Based in Washington D.C.
- Offers tools and resources for older adults which includes:
    - Job board
    - Blogs
    - Travel kit (for members)
- https://www.aarp.org

Our Solutions

- A website where business owners, human resource employees, and directors can get resources and take assessment tests to see if their work environment is age-friendly and get suggestions about how to improve.

The Quantified Impact:

- This will be more of a opportunity gain but also a potential money gain from the business.
    - Opportunity gain: By being more age-friendly, the organization/business will be able to cater better to their older customers and additionally have a better work environment for their older employees which will help them with their job.

Our Solutions cont.

Why is the solution appropriate?

- Supporting humans: Just like all other resources the City of Seattle has, we are helping support our community by making another website that will give out resources and information about how a business can be more age friendly.
- Through this, organizations can learn how to provide help to mature job seekers and employees who face difficulties and do not have enough support in the job market/ work environment and improve their working situation.

Potential Impact

With the City of Seattle's population of older people being expected to rise dramatically in the next 20 years, there will be a spike in older adults looking for jobs. With our website we plan to help employers and businesses learn:

- The benefits of hiring older workers
- Strategies for tapping the wisdom and experience of older workers
- Strategies for becoming a more age-friendly workplace
- How to attract, serve, and retain older adults as customers
- How to provide age, disability, and dementia-friendly service
- How to prevent ageism and ableism

Conceptual Design

How it will be used

In the real world, we expect business owner come to our website and take the assessment test. When they finish the test, a score with detail explanation will be shown, along with suggestions on how to improve.

MEET OUR TEAM

Davis Huynh

Front End Developer
System Analyst

davish22@uw.edu

Estelle Jiang

User Experience
Designer/Researcher
Project Manager

yichej@uw.edu

Liuyang Fu

Front End Developer
Back End Developer

liuyaf@uw.edu

Muhammad Hariz

Front End Developer
Data Analyst

harizm@uw.edu

THANKS!

If you have any questions,
you can email one of us !