



SENIOR ID ACCESS CARD RESEARCH REPORT

for the Department of Parks and Recreation, Prince George's County

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PALS – Partnership for Action Learning in Sustainability
An initiative of the National Center for Smart Growth

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CLIENT DESCRIPTION

This project was motivated by the fact that many seniors from the Prince George's County Department of Parks and Recreation are not registered for the Senior ID Access Card program. Furthermore, current card holders don't use their cards regularly. The Department of Parks and Recreation would like to know why this is and how they might be able to increase their senior engagement among card holders. The question of engagement is particularly interesting given how the pandemic has put a stop to many in-person programs and activities that seniors enjoy participating in.

The stakeholders in this design challenge were the Department of Parks and Recreation, Prince George's County as a whole, staff members focused on senior services, class instructors and administrators, and of course existing senior card holders. For the purposes of this project, our team focused on gathering information from users about their experience using the Senior ID Access Card and being members of that community. By better understanding their experiences, our team was able to generate potential ideas to promote registration for and use of the Senior ID Access Card.

The County's Parks and Recreation Center is used to host various activities for senior citizens 60 years and older. The center offers access cards that can be scanned to allow people into the building and to access activities.

STUDY FOCUS

PROBLEM STATEMENT

Lynn Butler from the Department of Parks and Recreation shared information with the UMD student teams about the current flow of their Senior ID Access Card and the senior engagement they've seen both before and during the pandemic. From this, focusing specifically on card holders, we were asked by Butler to assess improvements that would encourage new sign ups and engage current card holders.

Our goal for this project was a better understanding of the senior's emotions, activities and actions when using their Senior ID Access Cards. More specifically, our goal is to understand troubles that exist for seniors after making the transition from on-site to online and virtual experiences with the Recreation Center. We also want to explore the reasons for slow and low attendance at activities hosted at the Center. As a team, we aimed to provide solutions to the Department of Parks and Recreation to help increase new members as well as find ways to help the Center retain its current active members.

QUESTIONS AND ASSUMPTIONS

The group explored a number of questions for this project:

- How are members gaining access to membership cards?
- How are senior citizens navigating membership sign ups online?
- What challenges do seniors face when setting up new technology e.g., Microsoft teams?
- Why don't people sign up for the Senior ID card?
- Are there accessibility concerns with the website?

There are also questions and assumptions we did not explore:

- How to accomplish these goals during the pandemic
- How to incorporate a mobile application

STUDY DESIGN

RESEARCH METHOD

We chose to align our method with the Contextual Inquiry (CI) research method outlined in the book *Contextual Inquiry: Design for Life* by Karen Holtzblatt. This method prioritizes understanding the user experience through the user's eyes. The foundational assumption of this method is that the user is unable to articulate or define their own needs, and so the research must immerse itself in the user's experience to ascertain those needs.

To accomplish this, the researcher takes on the role of apprentice, watching the master (the user) and asking questions to fully understand what they do and why. As a skilled observer and interviewer, the researcher is able to dive deeper when the interviewer presents interesting information or completes a task in a notable way. Our team chose contextual inquiry over other methods because of the richness of the data we would be able to collect.

Because our participant pool was small, it was critical that we collected as much data as possible from each user. This particular method allowed us into the users' worlds and provided us with an understanding of the context within which they are using the Senior ID Access Card.

PRELIMINARY DATA COLLECTION

The project's first step was to understand the design challenge and strategize ways to meet it. We began by gathering background information about the program through the literature and website. With this information, we then met with Lynn Butler of the PALS program and Senior Services on October 12, 2020 to further understand the goals and motivations for the project. The information that we gathered through this design phase informed our research plan and our interview questions.

PARTICIPANT RECRUITMENT AND DESCRIPTION

The Department of Parks and Recreation recruited current card holding users by sending an open invitation for members to participate in the study. The team received the curated contact list and emailed each respondent. Of the eight candidates contacted, five participated

in the study. All interviewees were retired women above the age of 65 living in Prince George's County. Users varied in their engagement with the card, primary community center, interests, comfort with technology, and neighborhood. For a detailed look at the demographics, see Table 1 in Appendix 1.

USER INTERVIEWS

We conducted five contextual user interviews between November 2 and 13. Three interviews took place over the phone, and two over zoom. During each interview, one team member served as interviewer, and at least one other team member served as note taker. Though the interviewer guided the discussions, note takers participated by asking follow-up and clarifying questions. Each interview followed the same general structure but veered into other topics as the interviewee brought up new and interesting information. Questions revolved around specific user experiences such as Senior ID Access Card registration, class registration, and the interviewee's thoughts, feelings, and suggestions about each.

At the beginning of each interview, the interviewer introduced the goal and interview protocol to the interviewee. They explained the researcher's role as apprentice, reminded the participant of their rights, and asked for consent to continue the interview. After the participant provided consent, the interviewer proceeded with demographic related questions, followed by questions about the card and program engagement.

After completing each interview, our team met for 30-minute interpretation sessions to review interview notes and parse the data for important insights. Once the data had been collected and shared, we created affinity notes that represented the interview findings. These were then sorted into broader and broader categories to create an affinity diagram (Appendix 3) that gave us a deeper understanding of the user experience. With this information, we created two more experience models, a journey map (Appendix 4) and a relationship model (Appendix 5).

CORE FINDINGS

OUTCOMES

Using the findings from our interpretation sessions, we created data and experience models to drive meaningful analysis and prepare for design ideation. Based on the nature of our problem and the needs of our target users, we decided to create an affinity diagram, a journey map, and a relationship model.

Affinity Diagram

An affinity diagram is a way to organize and consolidate interview notes. We create an affinity diagram because it allowed us to formulate a coherent story about the users of the Senior ID Access Card without losing any details.

The first insight was that Prince George's County Seniors are generally happy with the Department of Parks and Recreation. For the most part, they enjoy the programming, feel supported by the community centers, and are well informed about available offerings. However, they also pointed to some areas that could use improvement.

The first of these was confusion about the card. They had a vague understanding of what their Senior ID Access Cards did, and because of this they had difficulty registering for classes online. Others felt their cards were generally insignificant because they don't frequently take advantage of senior events or because their activities simply don't require the use of the card. Finally, some interviewees expressed that they would like to use their cards more but can't because of barriers such as lack of transportation, funds, or even forgetting the card. Others were simply uninterested in the current course and activity listings but would like to attend if they were interested in the topic.

Another insight revealed by the affinity diagram is that the card's perceived value hinges upon how often the user goes to the gym or the pool. Though many of the interviewees were involved in lots of programs and classes, none of them used their cards frequently. According to the interviewees, most programs don't require them to present their card, so there's no value in having the physical card. The seniors appreciated all the activities that were opened to them as a registered member, but the card itself was not perceived to be of great value.

One of the major pain points we discovered was that many users have difficulty navigating the website. They don't understand the difference between the Parks Direct page and the Park and Planning page, and were confused about why they needed to register on Parks Direct and couldn't just use their cards. Others were anxious about the online process and opted to register in person or not at all.

On the opposite side of the same coin, it seems there is an emphasis on being physically present in a recreation center to use or get the Senior ID Access Card. Seniors have been unable to use their cards since the pandemic began, and those who want to register for programs will continue to be left out until they can sign up for the card. This is a big problem now, affecting many people, during COVID-19, but this lack of accessibility will continue to be a problem post-pandemic because it affects those who don't have transportation to a center.

Journey Map

We also created a journey map, in which we identify a user persona, "Active Andrea," and map out her activities as a cardholder. Using this model, we were able to discover and understand users' emotions and pain points in using a Senior ID Access Card.

We mapped out Active Andrea's journey from her discovery of the Department's senior programs to getting her card and attending classes. Through this process, we identified a line graph of emotions and pain points that Active Andrea experiences while going through five steps: Discover, Register, Explore, Attend and Repeat.

For example, in the Register step, Active Andrea is happy that she didn't run into any issues while signing up for the Senior ID Access Card. However, in the Explore step, she experiences some pain points including not knowing which ID number to use to register online and being unsure of whether she can look up events online.

These details were critical for our team to understand where along the journey things are working or not. For example, we found that the ease of registration with in-person assistance positively promotes the user's initial sign-up experience. Also, the inconsistent IDs for online account registration and offline card registration devalues the card and confuses the user. As well, the complexity of the website experience hinders less technologically savvy users from greater website engagement.

The journey map also helped consolidate opportunities and metrics that can help solve our design problem. Coming up with opportunities helped us identify possible improvements. For example, in the Explore state, Active Andrea had problems searching and signing up for classes, which could be solved by improving the online event search experience and by reducing the confusion around registering with an ID.

We also came up with internal metrics to determine who would own those changes. For example, in the Explore state, a community outreach team could take the responsibility of increasing sign-up rates and of developing education sessions on how to navigate the site for events and online registration.

Relationship Model

Our relationship model focuses on the relationships users have with other people through the Department of Parks and Recreation and how close those relationships are. The user interviews revealed that users have various relationships throughout this program. We felt these relationships were important to highlight and were relevant to how users engage with the Senior ID Access Card. Our intention in using the relationship model was to discover who was important in the users' world.

The relationship model helped us better understand the role of technologies and communication styles in how users create connections. We can then develop ways to support and enhance those social interactions. When COVID-19 forced programs to transition from in-person to online, our results indicated that most users stayed connected to other participants using alternative communication methods. It's important to highlight and explore the ways users are navigating this challenging time.

We began building the relationship model by analyzing our data in multiple interpretation to identify any personal relationships that came up during the

interviews. When we discovered a relationship, we documented this information and rated the closeness of that relationship to the user. Then, we organized each type of relationship into three levels—very close, close, and companionship—that is close friends and family members, staff and retirement community, and class instructors and other participants. We used icons to symbolize the communication methods that users relied on such as a phone, text messaging, email, or face-to-face interactions. To clarify this data we created a key that refers to the icons.

Finally, the relationship model showed that:

- initial and continued participation of close friends and relatives is the strongest influence on the user's initial interest and continued engagement
- assistance of staff influences the program reputation among the retirement community which, ultimately, greatly influences the user's perception
- engagement of class instructors and class participants influences the user's continued interest and participation.

ISSUES AND HOT IDEAS

After completing the affinity diagram, journey map and relationship model, the team participated in a virtual wall walk to drive ideas and questions as building blocks for design visions. After all team members had reviewed the three models and noted ideas, we discussed a list of issues and hot ideas for our design problem.

From our affinity diagram and experience models, we found several issues that affect engagement with the Senior ID Access Card and the program's enrollment rate. For example, the difficulty some users have using the website, which discourages them from leveraging the online experience and further exploring program offerings. In another instance, the inconsistent IDs for online account registration and offline card registration devalues the card and confuses the user. As well, current card holders express strong interest in more activities that are either free or low cost.

With these issues in mind, we developed a list of hot ideas that respond to these discovered challenges. Hot ideas include a loyalty program that generates redeemable points for class participation; an online portal featuring advanced search filters for activities, an event calendar, account manager, and communication between class participants and instructors; pop-up sign-up kiosks along with targeted direct mail marketing; a senior fair that offers opportunities to try different classes and on-site card sign-ups. Overall, the ideas were varied and ambitious, and served as starting points for our visions.

VISION

Before designing and building our final products we had two visioning sessions. We used Miro boards, an online and interactive whiteboard, to layout data from the relationship models and four design ideas. During our first visioning session we mapped out each conceptual idea and discussed what might or might not work for each concept.

In our first visioning session we came up with four conceptual designs: a VIP loyalty membership program, a pop-up sign-up kiosk, a website redesign, and a senior fair to encourage use of the Senior ID Access Card. After reflection, feedback on these ideas, and reviewing notes from the first visioning session we selected two final conceptual designs: the VIP loyalty membership program and a website redesign. Both concepts provide solutions to the issues that face senior card holders.

A second visioning session focused on developing and designing features for each of design concept. Throughout this session we kept in mind our users and the problem to be addressed. Both of the visioning sessions were useful; they were an opportunity to share critical feedback during the prototyping process and prepared us to design each interface.

PRODUCT CONCEPTS

The final product concepts were developed to increase registration for the Senior ID Access Card and to increase member engagement in actively using the card. Both concepts will improve the overall senior experience:

- 1. VIP Loyalty Membership Program:** This program is an added option for the Senior ID Access Card in which members earn points for using their card. Points can be redeemed for prizes and discounts. The goal of this design is to encourage increased card use usage and entice new members to sign up.
- 2. Website Redesign:** This concept incorporates the VIP program in the website experience. It also includes general website design updates to improve the user experience. The goal of this design is to lower technology-induced barriers for seniors and increase the use of online event registration.

CONCEPT 1. VIP LOYALTY MEMBERSHIP PROGRAM

The VIP Loyalty Membership Program allows senior card holders to earn points for registering and attending events. They can also earn points by referring new Senior ID Access Card sign ups. Members can redeem points for variety of prizes.

Specifically, seniors will sign-up for the Senior ID Access Card as usual, by visiting a Prince George's County Recreation Center. No additional sign-up is needed to join the VIP program. Rather, as soon as any member registers for and attends events or classes using the card, they automatically begin earning points. Registering and attending events will also occur as usual. The only change is that either action will earn the senior a specified point value. When attending events, the seniors must show or swipe the card to earn points. The emphasis on using the physical card is to ensure the card has value beyond the original registration process.

Different events will earn different amounts of points, which the Department will determine. Seniors can find out how much events are worth and how many points they've earned at their online account, which is discussed in Concept 2. They may also choose to telephone for if they choose not to create an online account. So even users who aren't comfortable online have access.

Another website update discussed in detail in Concept 2 would allow seniors to hold a digital card via their online accounts, and ensure the card is always available and easily accessible to earn points.

The loyalty program could also include:

- automated quarterly email updates on points earned
- different tiers for points
- website messaging to celebrate tier achievements
- shared friend progress to add a competitive aspect
- bonus points for attending a full series or specific list of events
- minimum point roll-over from year to year
- 15-minute educational sessions or access to video tutorials on how to use the card the VIP program.

Prizes might include:

- free merchandise
- free or discounted classes
- ability to bring non-card holder friends to classes
- pizza party with a limited group
- other prizes.

Prizes can be added or the prize selection can be updated as the Department gathers more information on senior interests. Seniors can redeem prizes in-person for physical prizes or call in to receive a code for online class discounts.

Several methods can be used to promote the program, such as:

- sending emails
- updating the website

- putting up posters at recreation centers
- handing out brochures.

Appendix 6 showcases a brochure mockup. This brochure can be distributed to the local senior community and handed out with new card registration. The brochure showcases the program how-to's and highlights important information. The front side of the brochure explains how the VIP program works in three main steps: sign up, register and attend events, and earn and redeem points. Breaking down the steps is a quick and easy way to understand the program. The back of the brochure provides more information about the program in a "frequently asked questions" format. This brochure and the information on it can be adapted for emails and to post on the website.

Overall, the program aims to address interviewees' concerns:

- a lack of value in the physical card (i.e., they rarely show the card or use the card for event sign up)
- not motivated to actively engage in many of the program's classes.

As a result, the seniors will:

- be more excited to sign up for events, improving engagement numbers
- see more value in the card with its increased use.

With more consistent scanning use of the card, Prince George's County can also improve data analytics gathering and learn more about how seniors really use the card.

CONCEPT 2. WEBSITE REDESIGN

The website redesign (pgparks.com) will add information about the proposed VIP program and rework relevant portions of the site to promote this new program. The redesign would also include usability updates and a digitally accessible version of the Senior ID Access Card. Overall, the goal is to streamline the user flow and make the website easier to navigate (Appendix 7).

One of the primary goals of the redesign is to couple it with the VIP loyalty membership program. The website is a great place to promote the new program and provide seniors with relevant information about the point system. The other general usability suggestions are based on pain points that seniors raised during data gathering interviews. For instance, at least half the interviewees expressed hesitation or confusion about certain areas of the website, particularly the search experience and confusion regarding the different ID numbers for online and card registration. Interviewees also mentioned difficulty keeping track of the physical card, often forgetting to bring it with them to the recreation centers.

Updating the website can help bolster the VIP loyalty program and make the site more user-friendly, which will lead to more online event registration. Seniors will have an easier time registering for an online account with only one ID to remember. Promoting the card on the site will lead to increased sign-ups. Additionally, general usability of the site may improve event registration metrics. With the updates for to the VIP program, the website will reinforce the new program’s goals.

The following website design mockups illustrate the improvements, which are centered around incorporating the VIP program onto the website. The general updates are described in a separate section below.

Homepage



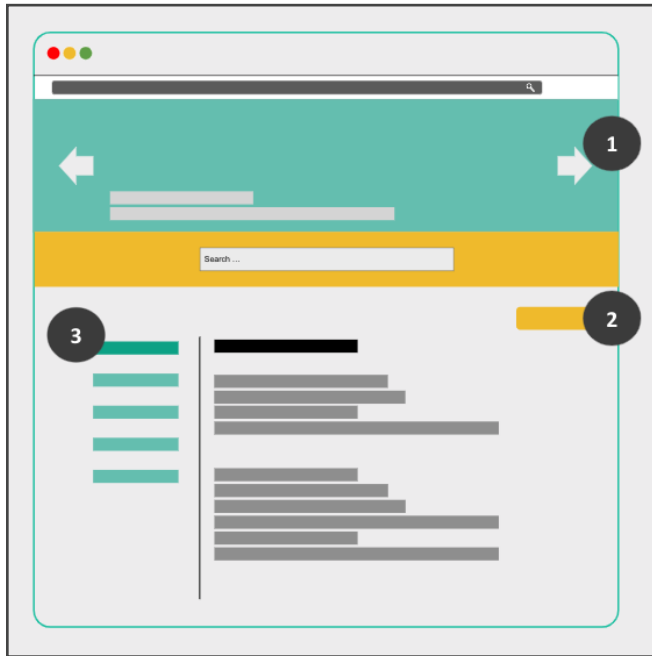
Appendix 8 includes a low-fidelity mockup of the pgparks.com homepage. The following updates are recommended in this web page design:

1. **Hero Carousel:** Currently there is a hero carousel that could used to promote different events. We suggest updating this area of the page to more consistently promote the Senior ID Access Card and the new VIP loyalty membership program.

From our interviews, we found that most seniors heard about the card and programs or events through word of mouth. However, during the pandemic, word of mouth is less effective. There is an opportunity here to spread the word about the card and the new loyalty program online. Making it

a direct link from the homepage also reduces the number of clicks to get to the information. This will increase visibility and help ensure the success of the card and VIP program, improving online registration sign up and program engagement metrics.

Seniors Landing Page



Appendix 9 includes a low-fidelity mockup of the seniors landing page, which is currently accessed through the pgparks.com navigation menu under “Activities & Services > Seniors.” There are three suggested updates to this page:

1. **Hero Carousel:** Instead of a static image, we recommend converting to a smaller version of a carousel to promote different classes and events. Seniors find it hard to know what events to search for on the website. Although the hero won’t be able to promote every event, it gives a starting point and a peek into events they can search and register for. This could decrease confusion and may increase registration metrics for certain events.
2. **Login/Sign-up Call to Action:** Adding a login/sign-up call to action button directly on the page would direct seniors to the online registration flow. Currently, pgparks.com and Parks Direct appear to be two separate site experiences. Seniors need to be on Parks Direct to login or register for an online account. This was a point of confusion expressed in one interview. Instead of linking to Parks Direct, which seniors may not be aware of, linking directly to the login/sign-up experience will reduce the amount of time and frustration in finding the right link to the desired destination.

3. **In-page Navigation:** Additional, smaller improvements could be made to the in-page navigation/body of the seniors landing page. Each of these targets create a more user-friendly page experience to reduce confusion and ultimately make seniors more open to using the website.
 - a. Clarify the language around Parks Direct; a new user may not know what it is.
 - b. Include a tab for information on the VIP Loyalty Membership Program.
 - c. Include an event calendar tab with upcoming events and a clear link to the event search or calendar page.

Search Page

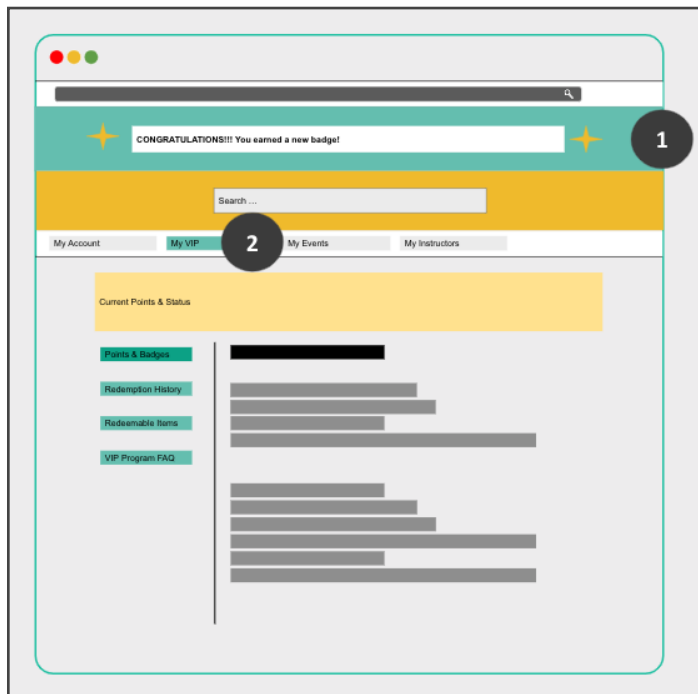


Appendix 10 includes a low-fidelity mockup of the search page for events. There are two suggested updates to this page:

1. **Search Filters:** The current search filters vary depending on the type of activity the user clicks from into the search page. Consolidating the filters while graying out irrelevant filters for certain categories may provide a more unified search experience. Additionally, adding a “filter by points” option would help reinforce the VIP program.
2. **Search Results Cards:** Updating the search results cards to a simpler design with only key unique information would give seniors the information they need. And, of course, adding VIP program point information on the results cards is another way to incorporate the VIP program. Improved presentation of event information and inclusion of VIP point information will help

improve event and class registration metrics.

User Account Section



Appendix 11 includes a low-fidelity mockup of the user account section where the users access their profile and account information, VIP points information, event registration information, and any other relevant information. There are two suggested updates to this page:

1. **User Account Section Banner:** This area will shout-out user point achievements. These small and consistent bits of encouragement can remind seniors of the loyalty program and maintain their participation.
2. **My VIP Section:** Adding this section would be a way for seniors to view and manage their VIP points. It will keep them well informed about the program and offer a user-friendly format to check their VIP points. With this easily accessible information, VIP program participation will increase and lead to increased general participation in the Senior ID Access Card program.

Other Recommendations

The following additional recommendations can improve the general user experience:

- Consolidate the online registration ID and the physical card ID.
- Develop a digitally accessible Senior ID Access Card available on the senior's online account.
- Consolidate the navigation path between pgparks.com and Parks Direct sites.
- Ensure accessibility of the entire site.

- Update the online registration form.
- Develop an event calendar page that is filterable and searchable to provide a new view of events.
- Create an instructor portal that allows instructors to register, login, post messages to class participants, and cancel classes.
- Update the user account section to include event management of past, current, and upcoming events.
- Update the user account section with a messages section where users can view messages and cancelation notifications from instructors.

APPENDIX

APPENDIX 1. PARTICIPANT DEMOGRAPHICS

	U1	U2	U3	U4	U5
Age	69	75	66	72	73
Location	N/A	Bowie	MD (originally from DC)	Glen Arden	Fort Washington
Years with Card	5 (as senior) 9 (total)	4	5	~10	8
Employment Status	retired	retired	retired/ part-time	retired	retired/ part-time
Class/Event Interests	gym, walking, veterans events	Walking Club and walking trips (e.g., picnic lunches, beach, historical locations)	gym	Club 300, classes during Black History Month	bootcamp, line dancing
Technology Comfort	very comfortable	somewhat comfortable	very comfortable	not comfortable	somewhat comfortable
Other Prince George's County Programs	SAGE DC area classes AARP	n/a	n/a	SAGE	DC YMCA online classes Harmony Hall events

Table 1: Participant Demographics

APPENDIX 2. INTERVIEW QUESTIONS

PG Parks and Recs Senior Access - Interview Questions

Team 1 - Rahidah Banavai, Thi Nguyen, Alea Oakman, Jas Strong, Jiening Wu

PRELIMINARY QUESTIONS

- Tell me a little bit about yourself. Where are you from, who do you live with, are you working or retired, etc.
- Do you have a Senior Access Card?

CARD HOLDER QUESTIONS

- How long have you had your Senior Access Card?
- How did you hear about the Senior Access Card program?
- How did you get your Senior Access Card?
- Could you describe to/show us how you went through the signup process?
 - What are your thoughts on the signup process?
 - On a scale of 1 to 5 (1-very difficult, 5-very easy), how would you rate the process?
 - Is there anything you would change about it?
- How often do you use your Senior Access Card?
- Why do you continue to use your Senior Access Card?
- What is your favorite part about having a Senior Access Card?
- What kinds of programs do you like to take advantage of?
- Can you tell or show us how you find out about programs that you want to take part of?
 - What kinds of barriers (if any) do you face in regard to taking advantage of the programs put on by PG Parks and Recreation?
- Is there anything else you'd like us to know about your experience with the Senior access ID?

NON-CARD HOLDER QUESTIONS

- Have you heard of the Senior Access Card before?
 - If so, from whom and what did you hear about it?
- Why haven't you signed up for a Senior Access Card?
- Would you like to sign up for a Senior Access Card? Why or why not?
 - If no, is there anything that you would like to see that would convince you to get a Senior Access Card?
- Are there any barriers you face because you don't hold a Senior Access Card?
- Do you know about any programs organized by PG Parks and Recreation Senior Services?
 - If so, have you attended any?
- What information do you know about signing up for a new card?
- Do you know where to look to get more information about the Senior Access Card?

APPENDIX 3. AFFINITY DIAGRAM



APPENDIX 4. JOURNEY MAP

CUSTOMER JOURNEY MAP *Obtaining and using the Senior ID Access Card*



ACTIVE ANDREA

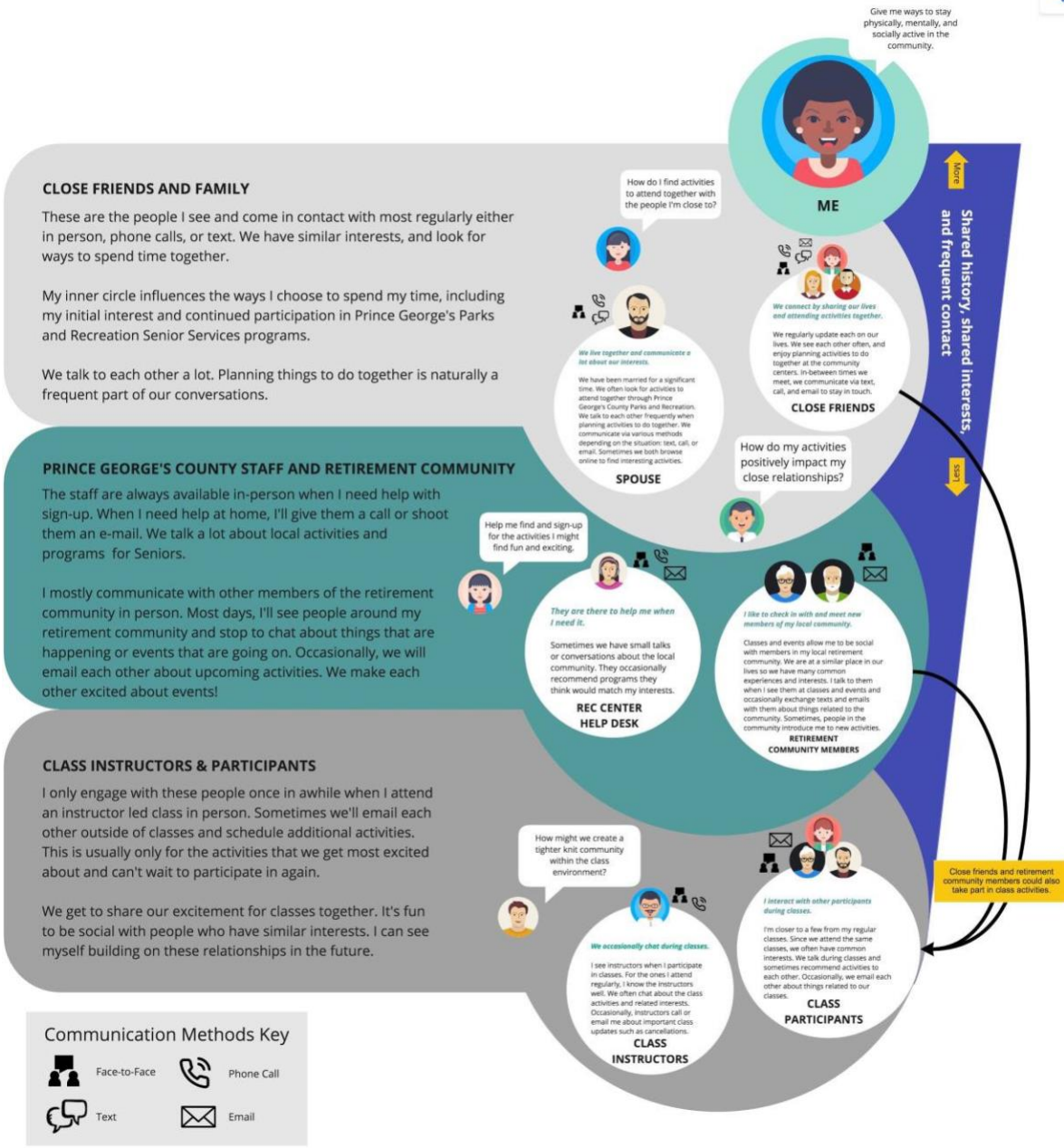
Active Andrea wants to find new ways to stay active in her retirement. She wants a way to do so without spending too much money and while continuing to be social. Through her search, she discovers the Department of Parks and Recreation, Prince George's County Senior ID Access Card and believes this might address her needs.

EXPECTATIONS

- Easy to sign up for activities
- Inexpensive cost
- Ease of transportation
- Activities that match her interests

	DISCOVER	REGISTER	EXPLORE	ATTEND	REPEAT
STEPS	<ol style="list-style-type: none"> 1. Wants to access the gym at the recreation center. 2. Talks to the help desk 3. Finds out she is eligible for a Prince George's County Senior ID Access Card 	<ol style="list-style-type: none"> 4. Gives ID to desk attendant 5. Completes registration with help of desk attendant 6. Obtains Senior ID Access Card 	<ol style="list-style-type: none"> 7. Hears about an event from a friend 8. Goes online to register for the event 9. Needs to create an online account 10. Searches for the event 11. Finds the event 12. Completes registration 13. Receives a confirmation number 	<ol style="list-style-type: none"> 14. Goes to the event location 15. Signs in with her name 16. Attends event 	<ol style="list-style-type: none"> 17. Enjoys the event 18. Returns for the same event on other days. Attendance varies over time based on event interest, schedule, and other motivations.
EMOTIONS + PAIN POINTS	<p>"This facility is so well maintained, I'd like to come back."</p>	<p>"It was minimal hassle, no problems at all!"</p>	<p>"I don't think I can browse events online"</p> <p>"Why is the ID on the card different from the ID I need to register online?"</p>	<p>"This is going to be so much fun!"</p>	<p>"I have to tell my girlfriend about this!"</p>
OPPORTUNITIES	<ul style="list-style-type: none"> • Improve visibility and marketing of the Senior ID Access Card program 	<ul style="list-style-type: none"> • Increase education about how to leverage the Senior ID Access Card 	<ul style="list-style-type: none"> • Reduce the confusion of having one id number via the card offline vs having a different id number when registering for an account online (event registration) • Improve the online event search experience 	<ul style="list-style-type: none"> • Increase the purpose and value of having a physical card/ID in order to enhance rec center overall experience 	
INTERNAL OWNERSHIP + METRICS	<ul style="list-style-type: none"> • Marketing Team: increase awareness of Senior ID Access Card program 	<ul style="list-style-type: none"> • Community Outreach Team: increase sign up rate and develop program education sessions 	<ul style="list-style-type: none"> • Digital/Web Team: reduce number of help requests • Community Outreach Team: increase sign up rate and develop program education sessions 	<ul style="list-style-type: none"> • Programming Team: develop new registration opportunities 	

APPENDIX 5. RELATIONSHIP MODEL



APPENDIX 6. CONCEPTUAL DESIGN VIP BROCHURE MOCKUP



JOIN TODAY

BECOME A SENIOR ID ACCESS CARD VIP →

1

SIGN UP

Go to any one of the recreation centers to sign up for the Senior ID Access Card!

Our help desk staff are ready to help you get a card. **No fuss! No hassle!**

Keep this card handy. **You'll need it to obtain points!**



2

REGISTER & ATTEND EVENTS

Go online to pgparks.com/903/Seniors.

Register for an online account and sign up for events. **Each event you register for will get you points!**

Different events will earn you different point amounts. **Try out different events to earn more points!**

3

EARN & REDEEM POINTS

Use your card to **become a VIP member!**

EARN POINTS
+ Register and/or attend events. The more you attend the more you earn!

CHECK POINTS
✓ Login to your online account or give us a call! You'll also get quarterly email updates to track your points.

REDEEM POINTS
👤 Use your points to redeem free or discounts on classes, merchandise, and more! Check out the FAQ for more details →

FAQ

Where do I sign-up for the Senior ID Access Card?

Make your way to one of the Prince George's County Recreation Centers. We'll be happy to help you sign-up for a card!

How do I become a Senior ID Access Card VIP member?

Once you sign-up for the card, you can earn points. The more events you attend, the more points you'll earn! Earn 1,000 points to become an official VIP member!

How do I register for events?

You can register for events in-person at a recreation center or online. If you register online, make sure to create an account so you receive points for the VIP member program!

Where do I find out how many points an event is worth?

Each event will earn you registration points and attendance points. Events will list point values online or you can call in to ask how much each event is worth!

How many points can I earn from attending an event?

Each event is worth a different number of points. Please check online or call us for point values.

Do I have to use my Senior ID Access Card to earn points?

Yes. You will need to have your card handy to earn your points!

What if I don't have my card on me when I'm attending an event?

No worries! You can access an online digital copy of your card. Simply login to your account with your phone to show us your card.

What else does the Senior ID Access Card VIP program include?

A lot! We have prizes, badges, and we're always working on more! Visit our website for more information.

Where do I check how many points I've earned?

Head on over to your online account on our website or give us a call!

What can I get with my points?

A ton! From discounts and free classes, free merchandise, to class access for non-card holders, there's something for everyone. Check online or give us a call for more details.

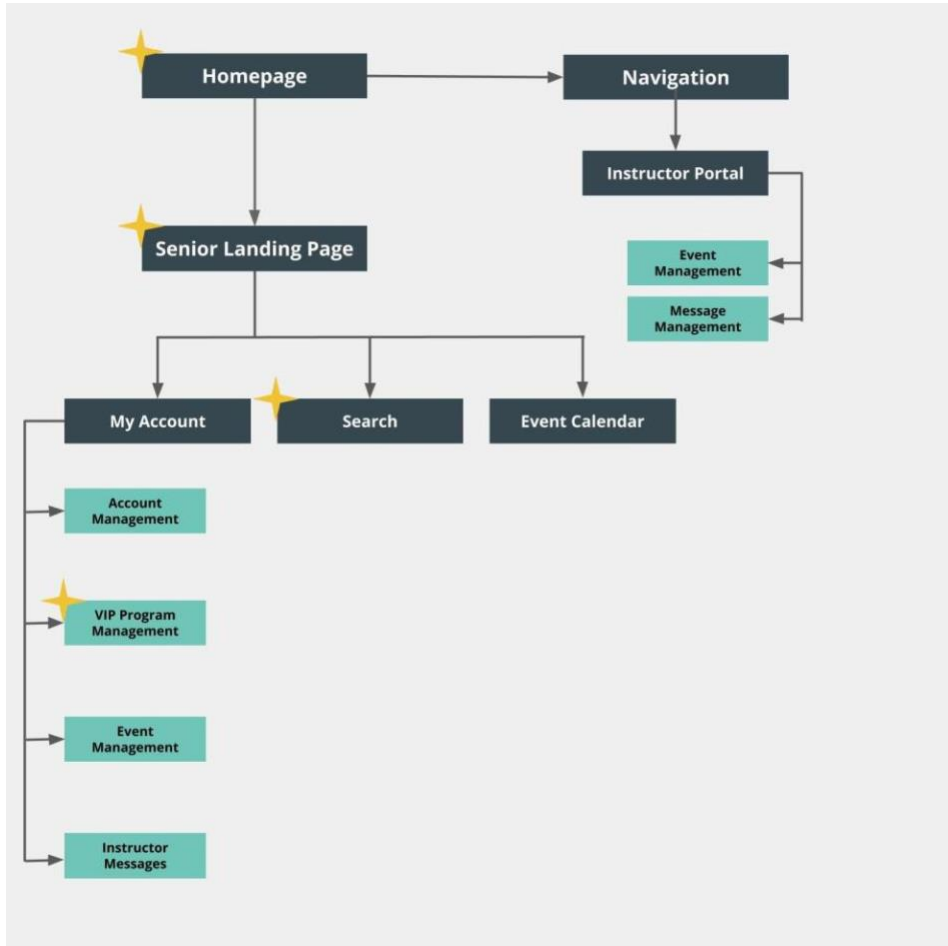
How do I redeem my points?

You can redeem points in person or online depending on the prize. Merchandise must be obtained in person.

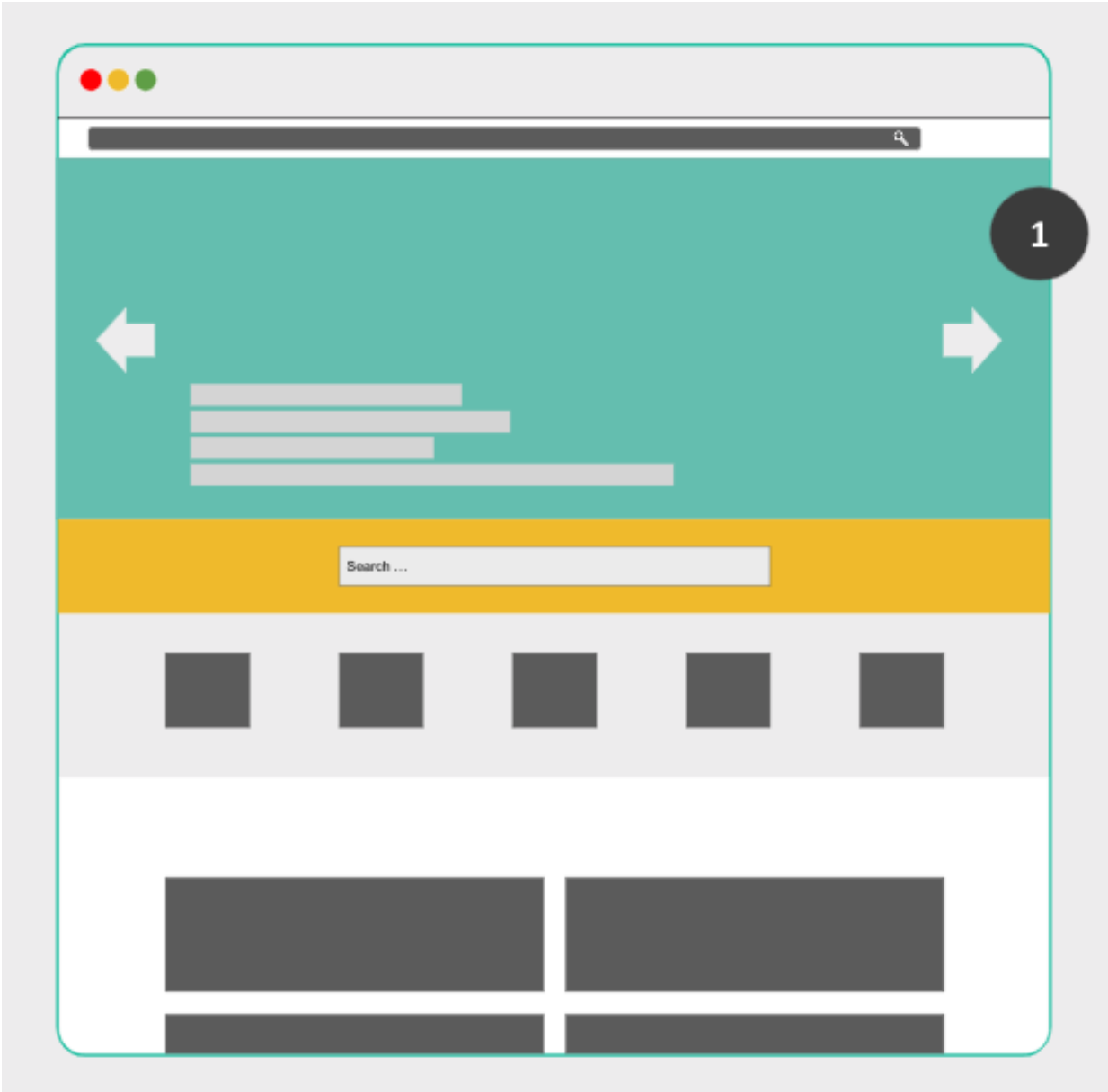
What happens to my points if I don't use them?

Don't worry, up to 250 points can be rolled over from year to year.

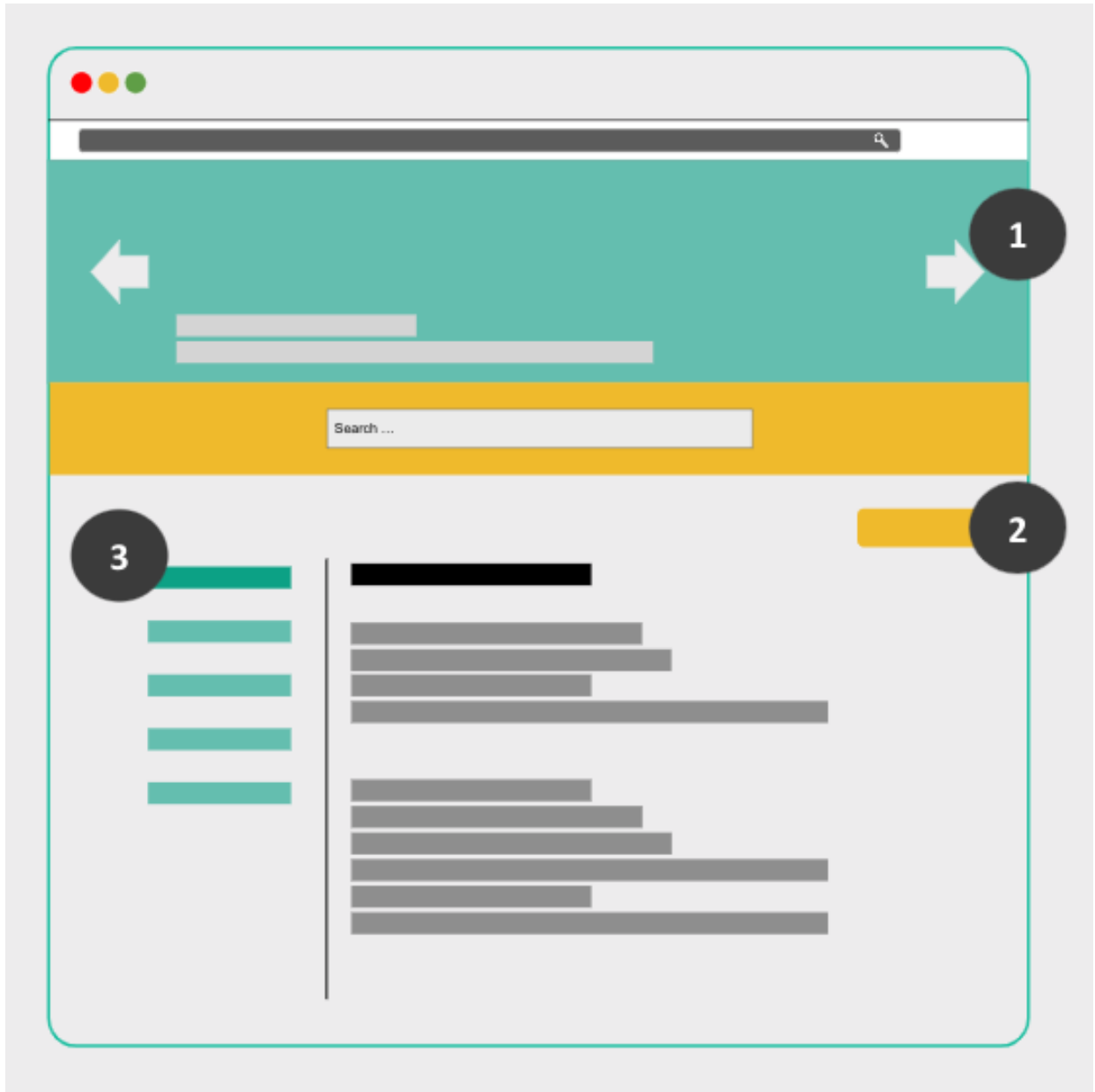
APPENDIX 7. CONCEPTUAL DESIGN WEBSITE REDESIGN USER FLOW



APPENDIX 8. CONCEPTUAL DESIGN WEBSITE REDESIGN HOMEPAGE



APPENDIX 9. CONCEPTUAL DESIGN WEBSITE REDESIGN SENIORS LANDING PAGE



APPENDIX 10. CONCEPTUAL DESIGN WEBSITE REDESIGN SEARCH FILTERS & RESULTS CARDS



APPENDIX 11. CONCEPTUAL DESIGN WEBSITE REDESIGN USER ACCOUNT SECTION

