

# DESIGNING HEALTH & WELLBEING TECHNOLOGY FOR OLDER ADULTS

## Case Study

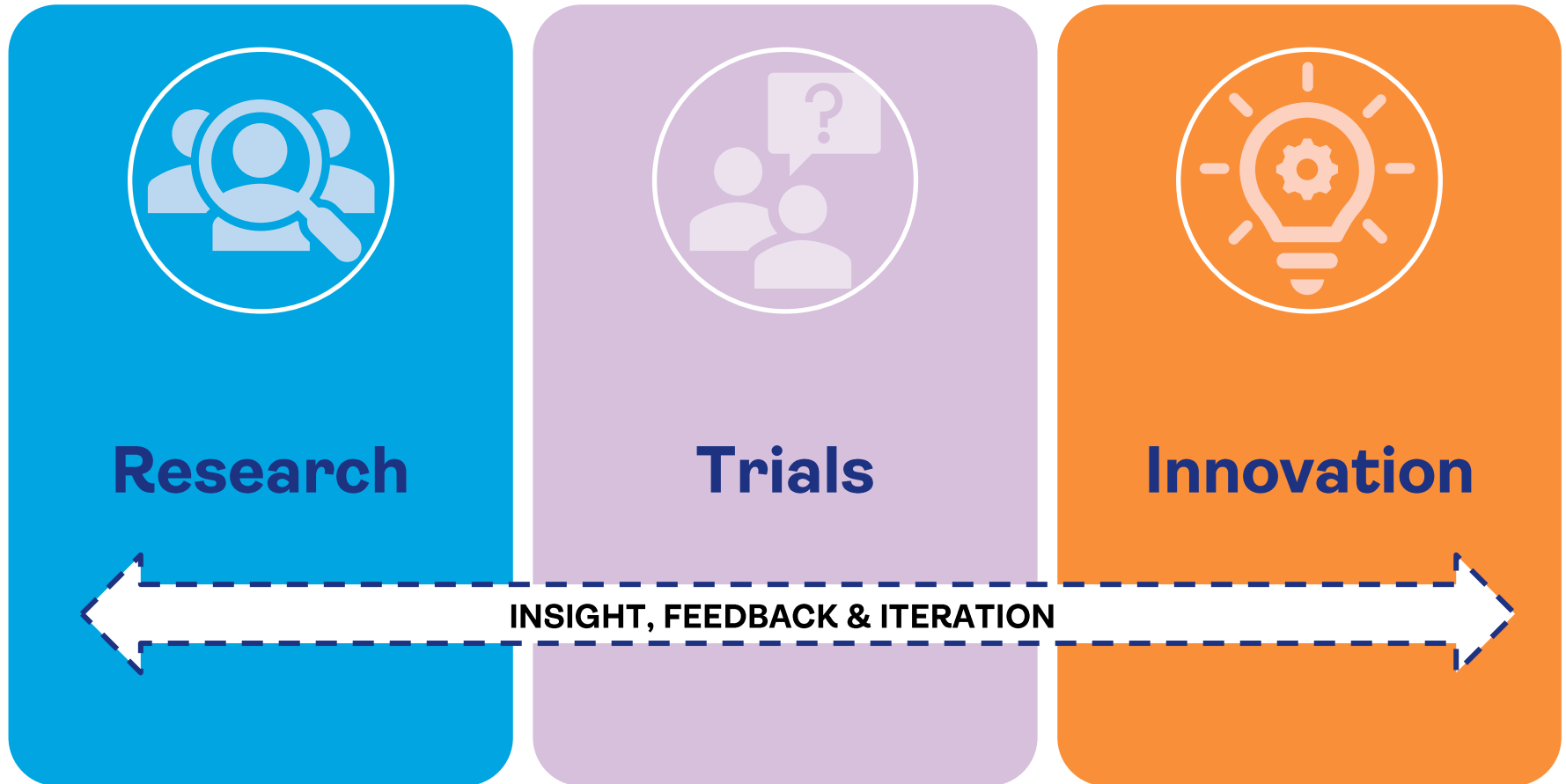


# SAGA Spaces



# RESEARCH TO INNOVATION

The purpose of this session is to bring to life how we've approached turning research and insight into health tech solutions for older adults through a case study of a recent launch and what we've learned so far.



# RESEARCH INPUTS\*



<b>WHO</b>	INITIAL TARGET SEGMENT – 65+ MASS AFFLUENT WOMEN (c.2.3m in the UK**)
<b>WHAT</b>	<b>Needs</b> <ul style="list-style-type: none"><li>• Clear purpose, learning and discovery</li><li>• to stay in shape as part of maintaining independence and having energy to make the most of this time of life</li><li>• Like plenty of options and choices around how to spend time, marginally preferring a loose routine</li><li>• Future focused – retirement fills with excitement</li><li>• Likes to feel independent as well as being part of a group</li></ul>
<b>HOW</b>	<b>Parameters</b> <ul style="list-style-type: none"><li>• Quality, choice and value paramount</li><li>• Barriers to overcome - will it do me good / will I feel good / will it broaden my knowledge</li><li>• Triggers (“big” birthdays / life events)</li></ul>

# TRIALS



**Hypothesis – that online learning or digital health coaching with older consumers’ needs at their heart could be potential, scalable solutions**

There is a lack of



Trusted Product and Services framed to give and build confidence

**Confidence**

There is a need for



Connection to be seen, heard and tackle loneliness

**Connection**

Customers want



Premium, aspirational experiences that give purpose and pleasure

**Contribution**

**And we learned that the solutions we tested in isolation are only part of the answer**

# INTRODUCING SAGA SPACES AND THE WELLBEING SPACE



# INNOVATION – OUR SOLUTION

**A premium digital subscription community for connection, enjoyment and self discovery:**

- online events
- staying fit with a wide choice of exercise opportunities that are fun and not a chore
- learning, exploration and access to academics, influencers and celebrities live and interactive, talking about their area of expertise and / or lived experience
- curated partner propositions so its easy to find the latest, trusted solutions, tested and recommended by us – all at discounted prices
- discussion and sharing experience
- 121 and group coaching
- access to private GP and other clinicians, 24 hours a day so you can keep well
- UX is highly bespoke to older audience- uplifting, joyful, fresh and familiar with care taken on branding, colourways and tone of voice

- Soft launched in the UK July 2023



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# VERY EARLY INDICATIONS ARE GOOD

- Marketing campaigns performing **above Saga benchmarks**
- Solid level of **account creation and multiple x improvement on conversion to paid and churn** vs business tests last year
- **Customers are choosing live, interactive talks** over on demand – preference for participation with others?
- **Daily habits are starting to form** - top customers are returning more than once a day - much more to do to develop changing behaviours
- **Female early adopter is playing out** – 2/3 of members are women
- Top performing content relates to **sleep, meditation, flexibility and mobility, digestive health and getting started (again) in exercise**



# KEY TAKEAWAYS

1 **Consumer need is misunderstood** and there's a huge role for research and consumer insight to correct this and help us better understand needs and wants and put older people at the heart of aspirational product design

2 **Older consumers are a diverse and highly discerning group.** Quality, value and choice are hygiene factors and solutions need to be uplifting and lean into the underlying need for Confidence, Connection and Contribution

3 **The older female consumer is the early adopter.** We've seen multiple x performance in marketing campaigns and participation in this customer group