DESIGNING HEALTH & WELLBEING TECHNOLOGY FOR OLDER ADULTS
Case Study

SAGA Spaces
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 TO INNOVATION**

- **Research**
- **Trials**
- **Innovation**

**INSIGHT, FEEDBACK & ITERATION**
## RESEARCH INPUTS*

<table>
<thead>
<tr>
<th>WHO</th>
<th>INITIAL TARGET SEGMENT – 65+ MASS AFFLUENT WOMEN (c.2.3m in the UK**)</th>
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<tbody>
<tr>
<td>WHAT</td>
<td>Needs</td>
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<td></td>
<td>• Clear purpose, learning and discovery</td>
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<td></td>
<td>• to stay in shape as part of maintaining independence and having energy to make the most of this time of life</td>
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<td></td>
<td>• Like plenty of options and choices around how to spend time, marginally preferring a loose routine</td>
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<td>• Future focused – retirement fills with excitement</td>
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<td>• Likes to feel independent as well as being part of a group</td>
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<td>HOW</td>
<td>Parameters</td>
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<tr>
<td></td>
<td>• Quality, choice and value paramount</td>
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<td></td>
<td>• Barriers to overcome - will it do me good / will I feel good / will it broaden my knowledge</td>
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<td>• Triggers (“big” birthdays / life events)</td>
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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

There is a need for Connection to be seen, heard and tackle loneliness

Customers want Premium, aspirational experiences that give purpose and pleasure

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
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.