

Web Usability and the Senior Market



Shana Duthie,
Founder and CEO,

We create great customer experiences – once customer at a time

A few facts...

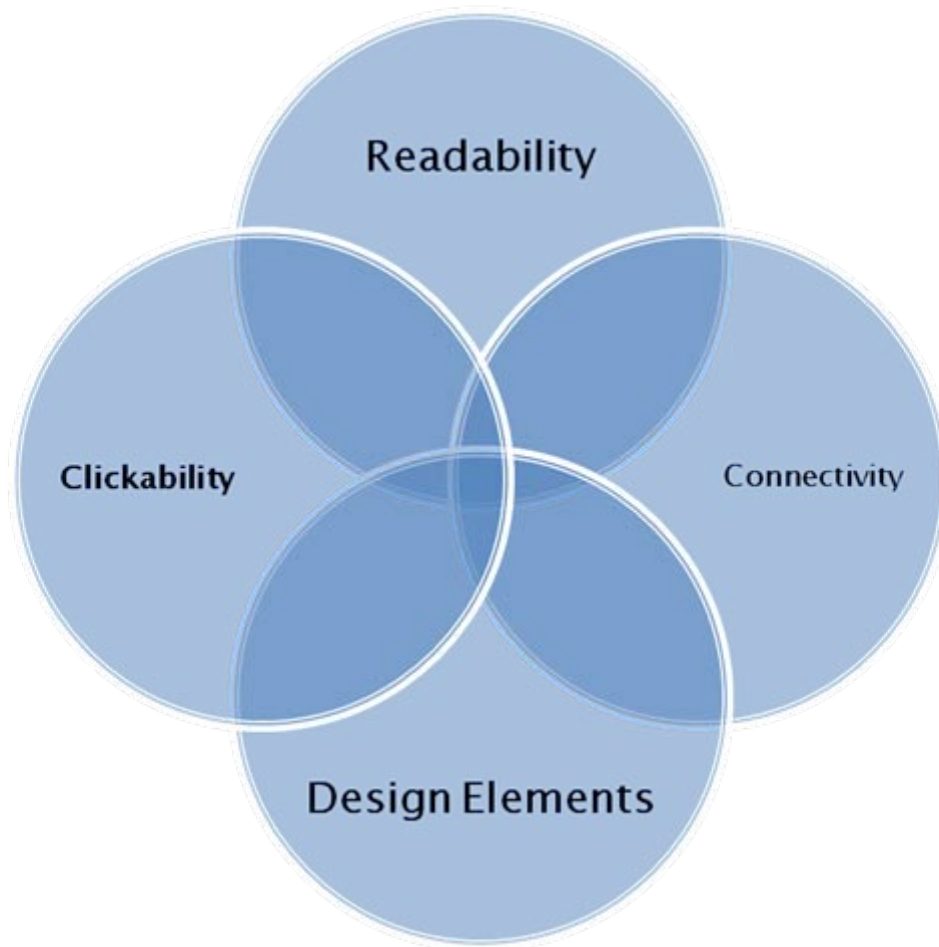
- Seniors are the fastest growing demographic on the web
- Over 25% of adults over the age of 65 report regular internet use
- They use the internet for...
 - Email
 - Research
 - Travel and Medical
 - News
 - Financial Application use growing

Why usability?



- ▶ Increased likelihood of vision problems, precision of movement and memory
- ▶ More unsure of technology and easily confused
- ▶ Many retired without having to use computers at work

Four key areas



SEARCH

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Our Partners

Just as ActiveForever abides by specific criteria in choosing which manufacturers product lines we represent, we are equally as particular when it comes to our choice of corporate partnerships. Our partnerships are based on synergies with great integrity, and on the educational value brought to our visitors and customers.

The companies featured below represent a dynamic cross section of the types of marketing programs we craft and implement with great success!



The Regenexx™ Procedure - Your alternative to traditional joint and bone surgery!

no with the selected items

SENIORS DAILY ONLINE

Daily information for people 50+
www.SeniorsDaily.net



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Monday, November 16, 2009

Thought of the Day

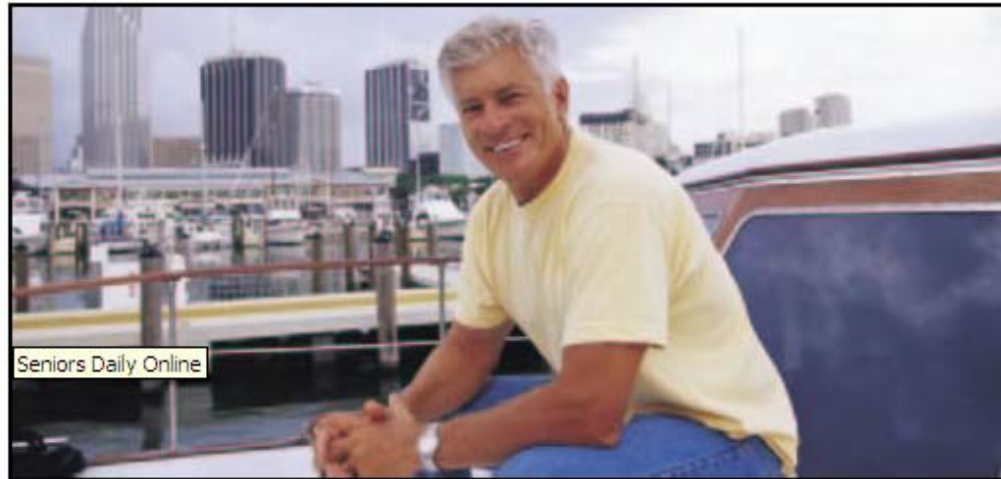
"Every great advance in science has issued from a new audacity of the imagination."

John Dewey, from The Quest for Certainty

Trivia of the Day

Novelist Doris Lessing was awarded the 2007 Nobel Prize for Literature.

Pet Picture of the Day



Seniors Daily Online

Daily News

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MeetSeniorFriends.com

Featured in part by
Seniors Daily Online



New
PET PHOTO CONTEST
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SENIORS DAILY ONLINE

Daily information for people 50+
www.SeniorsDaily.net



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HEALTH



Cardiac risks associated with cesium chloride



Health Canada is warning that the use of stable cesium compounds (non-radioactive form of cesium salts...

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Seniors cope better with cancer pain



Seniors with cancer pain cope better than their middle-aged counterparts and report personal growth ...

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MeetSeniorFriends.com

Featured in part by
Seniors Daily Online



Feel Better in
Just 14 Days



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Fulfilling New Needs for New Markets

A consumer bonding program in China helps
Johnson & Johnson develop new and affordable products.

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Featured Stories



World Diabetes Day



Green Power



Fulfilling New Needs





Johnson & Johnson

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- Recent Products
- Consumer Products
- Medical Devices & Diagnostics
- Prescription Products
- Products By Country

A Girl On The Go

Madi's diabetes pump lets her take her insulin privately and discreetly. That's important for a girl on the go.

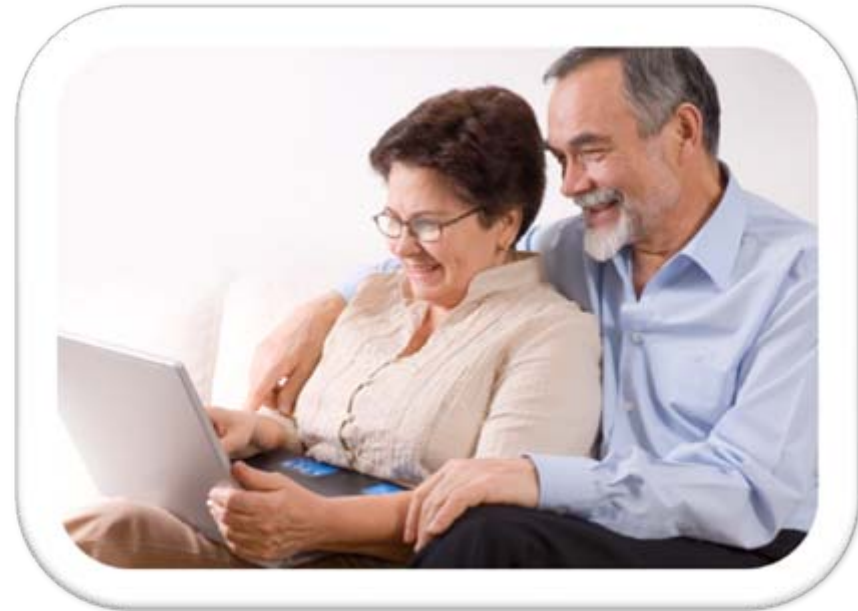
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Featured Stories



Final thoughts

- ▶ Give your web designer a requirements checklist
- ▶ Do some usability testing
“The Grandma Test”
- ▶ Make the most common acts – SIMPLE
- ▶ Test connectivity with different connections and also test using older computers and monitors



Make sure your website gets the thumbs up!

