



Everyday Tech for Easier Living

Tools that Truly Work for Older
Adults and Caregivers



Presenter



Chelsea Bakewell
Chief Customer Officer

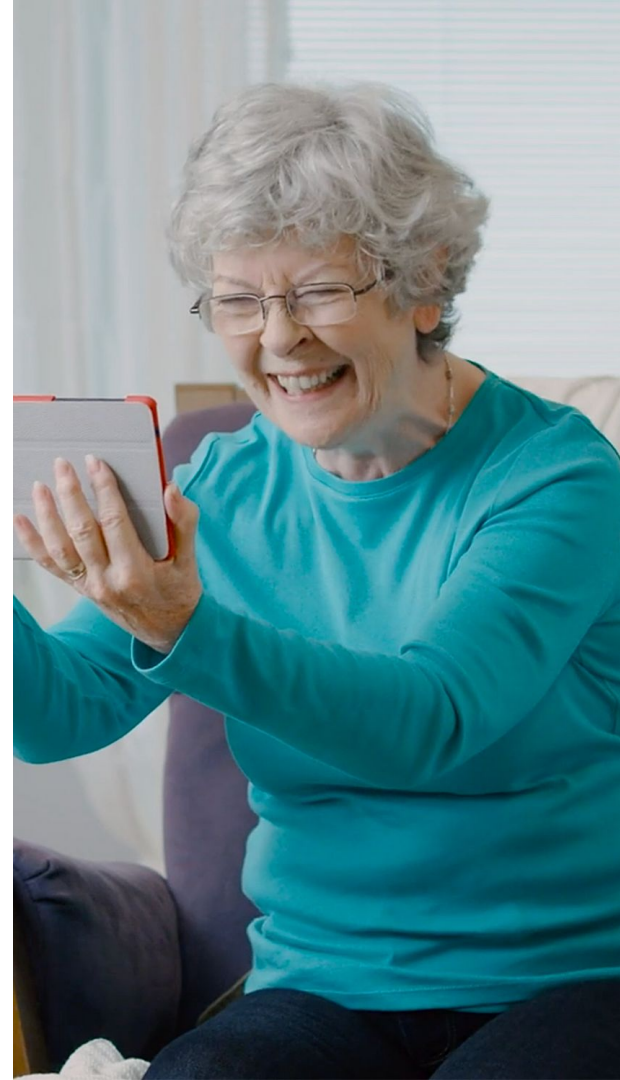
About Me

- I've spent the last 10 years at GrandPad, growing through roles in Strategic Partnerships, Member Experience and Customer Success.
- In every role, my mission has been the same: helping older adults and their families stay meaningfully connected through accessible technology.
- Now, as Chief Customer Officer, I lead efforts to scale personalized, high-touch service across both our B2B and B2C channels.
- I'm passionate about building a customer-first culture that's reflected in every part of the organization.

I'M EXCITED YOU'RE HERE!

Agenda

- Introductions
- The Challenge
- Four Pillars to Living a Healthy Life
- Real Solutions for Real Impact
- Addressing Barriers to Adoption
- Q & A / Additional Resources



The Challenge: GrandPad In Real Life Study



- **84%** of older adults **experience frustrations with technology**
- More than **77%** of older adults have been **targeted by scams**
- Over **66%** could **not participate in video calls** **87%** of older adults continue to use a landline as a primary communication vehicle
- While **81%** of older adults said they owned a smartphone, **36%** were found to not be able to actively use one
- **One in four adults** aged 65 and older in the U.S. **report feeling chronically lonely or socially isolated**

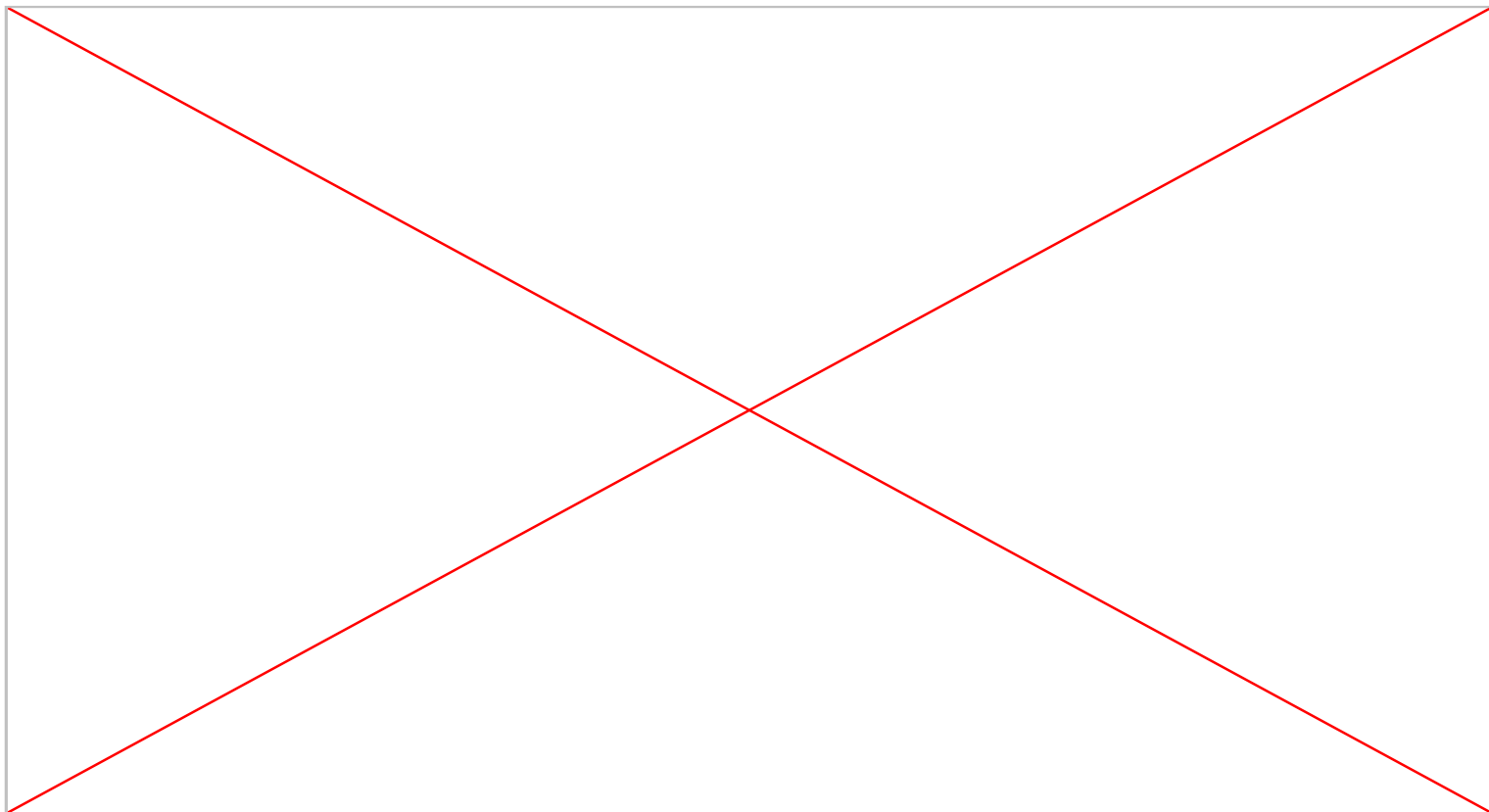
Too Many Tools,
Too Little Time!

Let's Hear from an Expert - Dr. Christina Chen



- Geriatrician at the Mayo Clinic
- GrandPad Medical Advisory Board Member
- Host of Aging Forward Podcast
- Editor of *Mayo Clinic on Healthy Aging* book

Four Pillars for Living Well - Dr. Christina Chen





Four Pillars to Living Well

1. Balanced Nutrition
2. Sleep Well
3. Stay Active
4. Have **Purpose** and **Connection**

We Believe Simple is Smart.

Real Solutions for Real Impact

Pillar 1: Balanced Nutrition



Nutrition Technologies



1. Health and Nutrition Apps

- a. **MyFitnessPal** - Tracking & Reminders
- b. **Foodsmart** - Personalized nutrition support and resources tailored for older adults

2. Coaching and Support

- a. **Amazon Alexa/“My Nutrition Coach”** - Personalized nutrition coaching
 - i. Apps: MyPlate and My Better Nutrition

First Pillar to Living Well: Nutrition

Real Solutions for Real Impact

Pillar 2: Sleep Well



Sleep Technologies



1. Wearable Sleep Trackers

- a. **Fitbit** - Sleep Score & restoration Data
- b. **Oura Ring** - Sleep stages & heart Rate

2. Sleep Enhancing Devices and Environments

- a. **Hatch Restore 2** - Sound machine & color lights, and alarms
- b. **GrandPad Moods** - Relaxation Videos
- c. **Eight Sleep Pod** - Temperature Regulation

Second Pillar to Living Well: Sleep

Real Solutions for Real Impact

Pillar 3: Stay Active



Tech Tools for Physical and Cognitive Wellness



1. Physical Wellness

- a. **SilverSneakers App** - Fitness locations, classes and guided workouts

2. Cognitive Wellness

- a. **GrandPad Games and Music App** - Memory, attention and mental flexibility training
- b. **Alexa or Google Assistant** - Answer questions, brain exercises and knowledge
- c. **New York Times Games App** - Problem-solving and language skills

Third Pillar to Living Well: Stay Active

Real Solutions for Real Impact

Pillar 4: Purpose and Connection



Engaging Tech for Purpose and Connection



1. **Communication/Connection**
 - a. **GrandPad Tablet** - Easy-to-use, safe, seamless video calling
 - b. **Zoom, FaceTime or WhatsApp:** face-to-face video calling
2. **Companionship and Support**
 - a. **Grandie Chat** - An AI-powered virtual companion
 - b. **Eldera** - Fosters intergenerational connection by matching older adults with young people

Fourth Pillar to Living Well: Purpose & Connection

Barriers to Adoption & Engagement

1. Cognitive & Psychological Barriers
2. Physical & Sensory Limitations
3. Access & Affordability Challenges
4. Design & Usability Issues
5. Lack of Support Systems
6. Privacy & Security Concerns
7. Low Perceived Value or Motivation



Overcoming Barriers to Adoption

Challenge	Design Solution
Cognitive load	Simple interfaces, step-by-step guidance
Motor/vision issues	Voice commands, large fonts, tactile-friendly design
Affordability	Offline tools, subsidy programs
Lack of support	Peer-led tech education, remote help setups
Motivation	Show personal relevance: connection, independence, health

Takeaway: Thoughtful design, clear value, and human support are key to bridging the tech gap for older adults.

Evaluating Tech for Older Adults - A Fit Based Approach

Step 1:

Clarify the Individual's Goals

- What outcome does the person want to achieve?
- Is this for independence, entertainment or health?
- Is this for short-term or long-term use?



Evaluating Tech for Older Adults - A Fit Based Approach

Step 2:

Gauge Comfort with Technology

- Digital literacy
- Learning Style
- Past Experiences



Evaluating Tech for Older Adults - A Fit Based Approach

Step 3: Understand Lifestyle and Daily Routine

- Living Situation
- Routine
- Sensory or physical limitations



Physical Challenges

Technology can be a great fit for older adults, but it also comes with inherent challenges. While the design may be visually appealing, accessibility can be difficult—especially for those with physical limitations.

Difficult Unboxing and Handling of Product



- Tight fit box lids are both challenging and painful for arthritic hands
- Products wrapped in cellophane with hard to find openings are a struggle with poor vision and low dexterity

Small Power Ports and Fragile Cables



- Poor vision and shaky hands are extremely challenging when locating and inserting power cables
- Short and fragile cables often pose a challenge and much frustration

No Remote Setup and No User Onboarding



- Other tablets need to be setup by first-hand prior to gifting
- No training or support, which leaves the user feeling helpless and full of anxiety—typically unwilling to learn

Frustrating, Confusing and Hard to Use

Evaluating Tech for Older Adults - A Fit Based Approach

Step 4:
**Use a Senior-Focused
Evaluation Checklist to Assess
the Following Areas:**

- Accessibility, Simplicity, Relevance, Support and Cost/Value



Evaluating Tech for Older Adults - A Fit Based Approach

Step 5: Involve the Older Adult in the Decision

- Explore Tool
- Provide Guidance
- Ask for Feedback
- Reaffirm Autonomy



Safe and Sound Podcast



Safe and Sound is a cyber security podcast focused on older adults and keeping them safe and secure in a technology driven world. Key topics include how to protect older adults from cyber criminals and common scams that target loved ones.

Listen on [Spotify](#) or [Apple](#)

Questions



Thank you!

Chelsea Bakewell

Chief Customer Officer, GrandPad, Inc.

Email: chelsea@grandpad.net

Phone: 319-213-5539

Website: grandpad.net, grandpad.biz



Appendix

Source: Evaluating Tech for Older Adults - A Fit Based Approach

Framework Citation:

Ollevier A, Aguiar G, Palomino M, Simpelaere IS. How can technology support ageing in place in healthy older adults? A systematic review. Public Health Reviews. 2020;41(1):26.

[PublicHealthReviews](#)

Handouts

1. [Evaluating Tech for Older Adults - A Fit Based Approach](#)
2. [Evaluation Checklist](#)