
Practical Practices for Virtual Services

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Agenda

Everyday Ageism & Ableism

Understanding UX/UI

Person Centered Solutions

Tips, Tricks, and Tools

Questions

Everyday Ageism goes Digital

Which group has the MOST negative biases associated with them?

- Women
- Obese
- Older People
- BIPOC

Which group has the MOST negative biases associated with them?

 **Older People**

Experiences with everyday ageism

AMONG ADULTS AGE 50-80

82%

Experienced one or more forms of everyday ageism in their day-to-day lives



65%

Exposure to ageist messages

45%

Ageism in interpersonal interactions

36%

Internalized ageism

*Note: Percentages reflect responses of either often/sometimes or strongly agree/agree to forms of ageism.

Everyday Ageism & Ableism with Tech

“They don’t want to learn it.”

“They won’t use it.”

“They don’t want it.”

“They can’t learn it.”

Everyday Ageism & Ableism with Tech

Older People themselves say...

“I can’t learn that.”

“These fat fingers.”

“I messed it up again.”

“I must be stupid, I can’t get this right.”

Everyday Ageism & Ableism with Tech

We assume based on age the majority of older people will struggle or reject tech.

- [Pew Research](#) shows a 5 fold adoption rate & over 70% of those 50+ are on social media
- In 2018, [AARP](#) found 86% of people over 50 use text messaging, up 79% from 2016.

Everyday Ageism & Ableism with Tech

We assume based on age the majority of seniors will struggle or reject tech.

The tech and digital spaces we use are geared towards digital natives and those with ability.

- [34% of the population is over 50](#) and [26% of the total population have a disability](#)

Everyday Ageism with Tech

We assume based on age the majority of seniors will struggle or reject tech.

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We teach our clients tech based on our own usage and perspective.

Everyday Ageism with Tech

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It needs to be about them.

A Note About Your Clients

Those over 80 are less likely to have actively learned and used technology

Those making less than \$25K are less likely to have learned and used technology

Those without a college degree are less likely to have learned and used technology

**Other demographic data??

A Note About Your Clients

While they are less likely to have learned and used it, they **CAN** and many **WANT** to now learn and use it.

As we look to the future, more clients will be wanting virtual service delivery and **NOW** is the best time to get your infrastructure up and running.

Person Centered Solutions

Each Person is Different

- Vision
- Hearing
- Dexterity
- Cognition
- Digital Exposure
- Digital Interest

The Formula

Digital Exposure

The Formula

Digital Exposure + Digital Interest

The Formula

Digital Exposure + Digital Interest = Digital Intelligence

Person Centered Approach

Unconditional Positive Regard:

Accept the client for who they are, as they are, and provide support.

Empathetic Understanding:

You must extend empathy to the client. You must try to understand your client.

Person Centered Approach

Benefits

- Facilitate personal growth and development
- Eliminate or mitigate feelings of distress
- **Increase self-esteem and openness to experience**
- Enhance the client's understanding of themselves
- Better understanding and awareness
- **Decreased defensiveness, insecurity, and guilt**
- Greater trust in oneself
- Healthier relationships
- Improvement in self-expression
- **Improved mental health overall**

Peer Approach

- Voluntary
- Non-Judgemental
- Empathetic
- Respectful
- Honest and Direct
- Mutual Responsibility
- Sharing Power as Equals
- Reciprocal and Relational

Peer Approach

Using peers can...

- Help “adoption” stick
- Off load training from your staff
- Impact more clients (and more quickly)
- Building purposeful, meaningful relationships between clients
- Increasing socialization, decreasing isolation

How to Adapt

Vision

- At least 16 pt font
- CTRL+
- Sans Serif fonts
- Only two main fonts
- High Contrast (white background, dark text)
- Minimal Design
- Accessibility Tools

How to Adapt

Hearing

- Minimize Background Noise (Krisp)
- Face the Screen/Webcam
- Visual aids, Captions, Subtitles (StreamText)
- Upgrade your sound equipment
- Ask them to explain the instructions back to you

Fun Fact - Prior to text messaging, people who were deaf/Deaf or hard of hearing often relied on a third party services or interpreters for communication. Text messaging became an accessible tool in communication!

How to Adapt

Dexterity/Movement

- Increase Button Sizes
- Avoid Hover Interactions
- Use Click Interactions
- Simple Gestures
- Stylus
- Chronic Pain and the space you are using
- Chronic Pain and the length of time you are meeting
- Spaces on forms and Signatures

How to Adapt

Cognition

- Minimalist Design
- Consistency
- Reduced Features
- Repetition
- Recognition over Recall
- Clear, Concise language with direct, concrete, actionable instructions
- Avoid Double Questions

Accessibility Tools

Everyday Accessibility

Glasses/Contacts

Handrails

Crosswalk slope and bumps

Slip Resistant Bath/Shower floors

Lever Door Handles

Accessibility



Settings > Accessibility

Text-to-Speech

Magnification

Color Correction

Color Inversion

Accessibility



Remove Animations

Accessibility Menu

Switch Access

System Navigation (Gestures)

Sound Amplifier (with Headphones and Hearing Aids)

Transcribe and Captions

Accessibility



[Android Link](#)

[Apple Link](#)

Understanding UX/UI

UI

User Interface...

... Visually guides the user through an intuitive experience that doesn't require the user to think too much! While being consistent, coherent, and aesthetically pleasing.

(CareerFoundry)

UX

User Experience...

... The process of developing and improving the quality of interaction between a user and all facets of a company. (*CareerFoundry*)

UX design is NOT about visuals; it focuses on optimization and feeling.



Photo Credit: <https://www.usertesting.com/blog/ui-vs-ux>

Typical Support Cycle

Notes from IT

~Goal is to make the client feel like they had a streamlined experience with a competent professional.~

Receive the Notification of an Issue

- You should have multiple streams available to your participant base
- You should have a method of assigning “tickets” to staff
- Often issues and staff are tiered to handle certain types of complex obstacles
- Mentally categorize the issue as a common or uncommon problem.

Notes from IT

Make Initial Contact

- Hear explanation of the experienced issue.
- Gather critical details such as “When did it start?”
- Mentally (re)categorize the issue as a common or uncommon problem.

Notes from IT

Common - Resolve

- Sometimes you can fix the issue right away.
- Sometimes you need to schedule time to fix the issue when the client is not using the device.

Uncommon - Research then Resolve

- Research 3-5 similar instances and solution.
- Then set up a time to observe the problem. This reduces the time the tech needs to spend doing research and reduces the time for the client waiting for resolution

Notes from IT

SOMETIMES... A seemingly common problem becomes an uncommon problem.

- Reassure and Reschedule
- Research
- Resolve

Educate the participant

Document internally and externally

IT Cycle

IT Support Goal:

To make the participant feel like they had a streamlined experience with a competent professional.

by Kovir LLC & KovirTech (TM)

01

—
Receive the Notification

02

—
Make Contact

03

—
Research

04

—
Resolve

05

—
Educate

06

—
Document

Good Questions to Ask

Can you show me what was happening?

When did this start?

Are there other issues you have been experiencing?

What was the most recent update you did to your device?

Have you restarted the device?

Common Caller Issues

Issue: I lost my Password

Walk them through the reset process.

Assist in setting up back-up codes and back-up numbers.

Issue: My device is too slow.

Good information:

- Age of the device
- Number of applications open
- Last time it was updated
- Last time it was restarted
- Bloatware
- Clicked a link in a email or webpage that could have produced a Virus

Issue: My printer won't print.

The computer

The application

The printer

- Is it online? Is it displaying any errors?
- Is it a locally attached printer with cables?
- Is it a network printer and can anyone else print?
- Is the printer installed on the computer and updated?
- When did it last print?

Issue: My mobile email/calendar isn't syncing.

Verify wireless connection.

Verify sync settings.

Restart.

Remove the application and reinstall.

Three way call with service provider.

Issue: The internet is slow!

While sometimes the “my computer is slow” steps can help, often the internet has to do with the

- Plan purchased
- Modem/Router
- Number of devices using the network

Issue: I think I deleted my files. Can I get them back?

Maybe.

Are you backing up to the cloud?

Have you looked in the recycle bin?

Issue: I think my Facebook was hacked!

Tell me more about what you have been experiencing.

Explanation of how ads, algorithms, and data tracking works.

Change your password.

Alert friends.

Alert Facebook.

Issue: How do I use....

Facebook

Google Assistant

YouTube

Bluetooth

Google

Word

Email

Bookmarks

The Cloud

Google Photos

Issue: The Angry/Upset Participant

DON'T:

- Tell them to calm down.
- Get angry/upset with them.
- Take it personally.
- Force through it.

Issue: The Angry/Upset Participant

DO:

- Validate
- Empathize
- Reflective Listening
- Ally questions: “Can we work on that together?”

Adapting for Older People



Directions and Navigation

Glyphs Theory

- Refer to something based on what it looks like instead of by its name.
- Your participant is able to complete the task
- Your participant could also fill in the word, let's their tech-vocab to drive the conversation

Directions and Navigation

Cognates Approach

- Web Browser → Internet Explorer, Chrome, Mozilla, Safari
- Operating System → Windows, Macintosh, Linux, Android, iOS, Unix
- Word Processor → Microsoft Word, MacBook Pages, Google Doc, Notes

Directions and Navigation

Glyphs Approach

Cognates Approach

These are not about “dumbing” it down. These approaches are about finding a common language and building on that. Empowering your participant to be in the driver’s seat of their learning and understanding.

Accessibility

[Android Link](#)

[Apple Link](#)

[Bureau of Internet Accessibility FREE Website Assessment](#)



Further Research Links

Convoy Theory Lit Review - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7283809/>

Internet-Based Interventions with Older Adults - <https://www.imir.org/2017/9/e313/>

Certified Peer Specialists and Older Adults - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6209327/>

Peers Support Independence, Mobility, and Socialization -

<https://doi.org/10.1080/01621424.2020.1778594>

Older Adults Learning Computer Programming - <https://doi.org/10.1145/3025453.3025945>

Aging, Media Discourse, and Self Determination with ITC -

<https://pdfs.semanticscholar.org/aa60/20735a986718b691cbfb4663b94612ac8848.pdf>

[Book on Aging Theories](#)

[Aging Theories](#)

Further Research Links

[Worth a Read: A Guide to Ageism for Media Peeps \(and everyone else\)](#)

[Income and Poverty in the United States](#)

[Myths and Stereotypes of Aging](#)

Chonody, J. M. (2015). Positive and negative ageism: The role of benevolent and hostile sexism. *Journal of Women and Social Work*, 1-12. doi: 10.1177/0886109915595839

[The Ugly Truth About Age Discrimination](#)

[Video: Representation of Seniors in Popular Media](#)

<https://www.healthyagingpoll.org/report/everyday-ageism-and-health>

Ageism in an Aging Society: The Role of Knowledge, Anxiety about Aging, and Stereotypes in Young People and Adults. [Int J Environ Res Public Health](#). 2019 Apr; 16(8): 1329. Published online 2019 Apr 13. doi: [10.3390/ijerph16081329](https://doi.org/10.3390/ijerph16081329)

Q&A

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