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Purpose The effective use of technology amongst the elderly is often inhibited by design limitations as assessment protocols have traditionally reflected the behavioural and functional needs of the larger market segments, which, until recently, were defined as under 65 years of age¹. This paper will report the results of an investigation into user requirements and aspirations as part of a New Dynamics of Ageing research project funded by the ESRC, UK. Techniques have been developed to capture user information relating to personal behavioural preferences; individual differences (physical and mental, coping strategies², self esteem³), health (general, well-being, specific medical conditions, proactive health implications and well-being), activities (situational and personal requirements, both current and aspirational), clothing and fashion (use, perception), and specific ways in which technology could assist the user⁴ (including general technological and emergency assistance).

Method The sample populations for the behavioural studies are drawn from a range of relevant groups of those aged 65+ to include members of the University of the Third Age (U3A). These individuals are highly active and participate in many different activities, thereby providing a substantial sample for lifestyle of the active aging. The data collection approach comprises a mixture of questionnaires, semi-structured interviews and facilitated workshops and thereby provides a basis for both qualitative and quantitative analysis. In order to align market capacity with both technological and user function, the study will also measure the market's awareness of this segment's end-user needs; understanding of technological innovations available (combining clothing and electronics technologies), their functionality/usability and how and where such products and services may be promoted, accessed or, eventually, purchased. Limitations of existing models will be identified and improvements proposed. **Results & Discussion** The developed framework includes several subscales focussed on the psychological implications of technological assistance for the elderly.

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