J. Leikas, P. Saariluoma. 'Worth' as the motivation of aging citizens to purchase a technical product or service. Gerontechnology 2008; 7(2):149. Information about mental representations of the users has become an important alternative basis for technology driven design practices. Nevertheless, this new approach does not rise without serious conceptual analysis. This means searching for efficient conceptual perspective to everyday life and how it is represented in users' minds. One of the new promising attempts to conceptualize essential aspects of life for designers is Value Sensitive Design (also known as Value-Centred Design). It is a theoretically grounded approach to the design of technology[1,2]. It is primarily concerned with values that centre on human well-being, dignity, justice, welfare, and human rights. The approach also addresses values of usability and personal taste. It covers the assumption that human values can be imparted to the artefacts and things that we develop and use. Value Sensitive Design methodology involves, for instance, social-scientific research on the understandings, contexts and experiences of the people affected by the technological designs. According to van den Hoven[3], the approach greatly matters since information technology has become a constitutive technology, i.e., it partly constitutes the things to which it is applied. It shapes our practices, institutions, and discourses in different ways. What health services, transport and communication will look like in the future will in many ways be determined by the ICT applications people decide to use in these domains. Cockton[4] brings additional insight in this discussion by arguing that Value-centred Design should move from a vision of the future to concrete proposals and should thus be called a worth-centred development process. Here worth covers key design requirements such as 'needs', 'quality', 'values' and 'wants'. In this paper, we empirically investigate the possible contents of worth as elderly people experience them. **Methods** The study focuses on *worth* as the motivation of individuals to purchase or use a product or service with specific characteristics. Instead of questioning what specific technologies could offer for aging people, we wanted to examine different sections of everyday life of ageing persons and review them in the light of technology and user needs and wants. The sections were the following: (i) Activities of Daily Living, (ii) Learning and Communities, (iii) Culture and Entertainment, and (iv) Mobility. Around 400 Finnish citizens, with the age of 50-89 and with different backgrounds, participated in the study. The data was collected in 2006-2007 using a questionnaire with rating scale questions on a five point scale. The respondents stated their subjective opinions concerning significant walks of life and prioritized their five most important walks of life in the usage of products and services. **Results and discussion** The results illustrate the user needs, wants and values of aging citizens concerning different sections of everyday life. They provide valuable data for ICT designers since these experienced *worths* of aging citizens can constitute a potential business value for the product developers and service providers. The focus in our study was on Finnish aging citizens and the results thus reflect the aspects of the Finnish information society and the welfare state. There is a clear demand to expand the study into other countries as well, in order to find out cultural similarities and differences in this area. Our study emphasized how important it is to investigate the information contents of users' mental representations, i.e., their mental contents, in order to create rational grounds for designing services and devices.

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