

# TOO OLD FOR TECH? CO-CREATING WITH OLDER PEOPLE

## Exclusive webinar

Gain access to first hand results of our co-creation workshops



Hosted by

# SIEMENS

Expert



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Older people are a demographic massively overlooked by tech companies. Designing for and with older people is a way to unlock the market potential they represent.

In early June 2019 Siemens holds a highly innovative co-creation workshop with older people.

This webinar provides first hand insights and results from this workshop. Join us for a discussion on

- how to **co-develop solutions** that are non-intrusive, not stigmatising, affordable and, in the best case, disruptive;
- how Siemens is using **co-creation with older people** to design products suitable to their needs;
- **do's and don'ts** of designing for and with older people

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