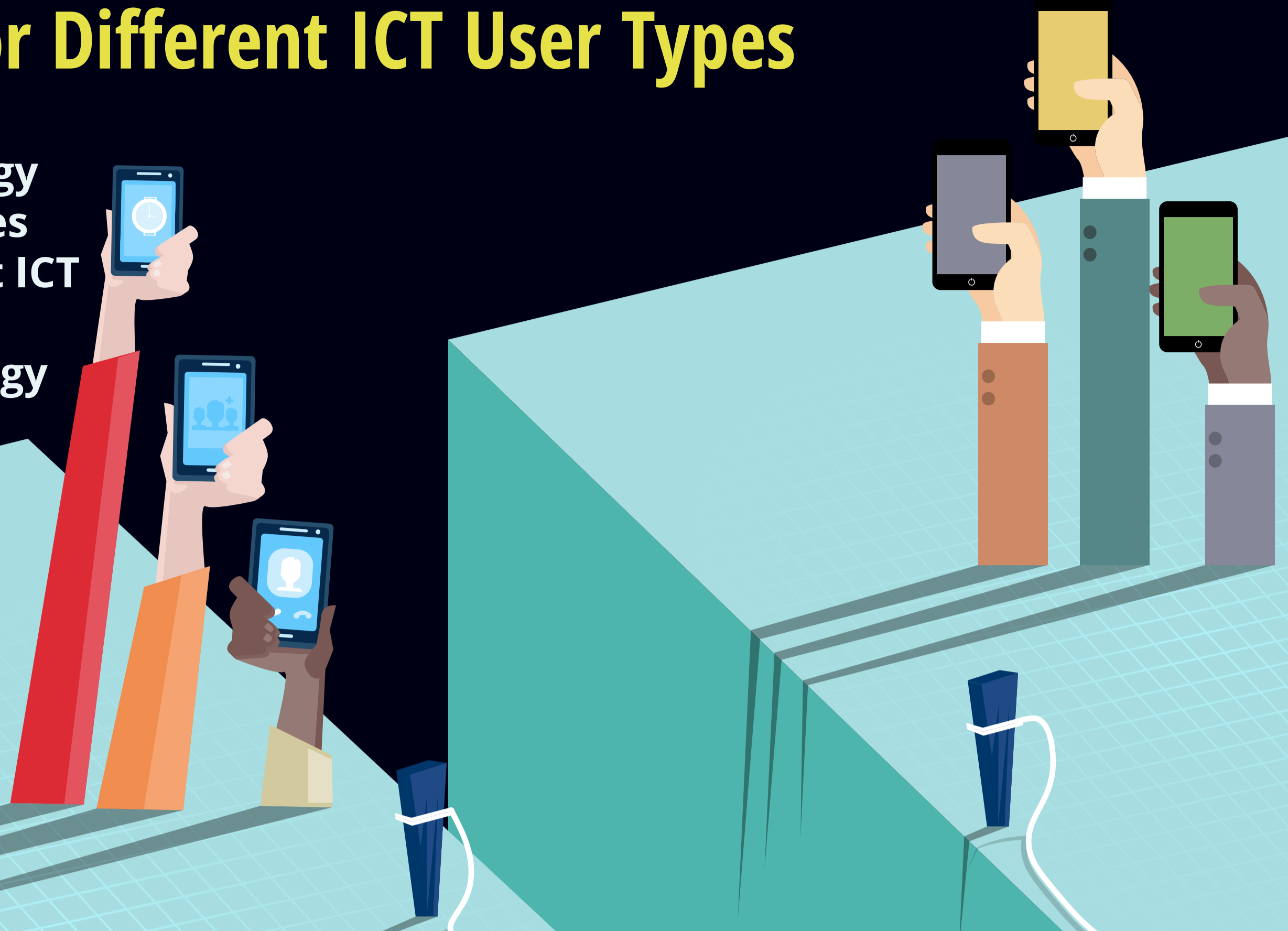


Breaking the Digital Divide: How to Customize Experiences for Different ICT User Types

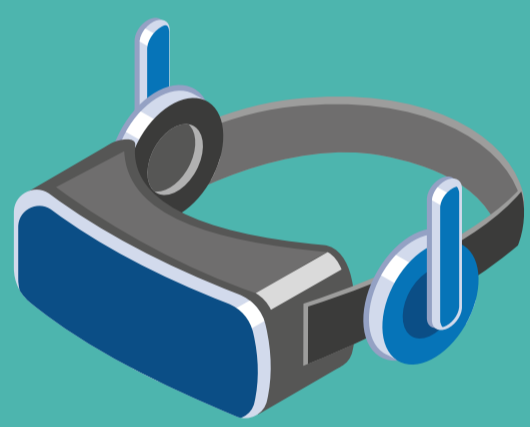
Information and communications technology (ICT) user typology captures the diversity of older adult ICT users based on their relationship with technology



ICT user typology can help customize experiences to maximize life satisfaction for each user type, to meet the needs and wants of an aging society

How can the ICT user typology be used for tailored ICT service and product design?

Enthusiasts



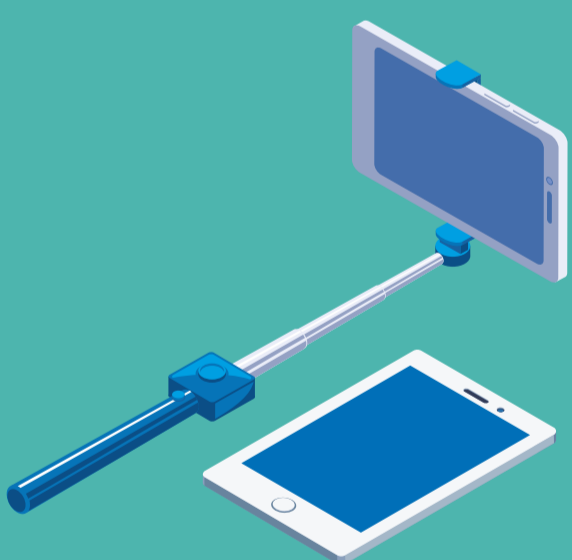
Love technology and its fun aspects
Genuinely want to use the best available products
Present use as: Play

Practicalists



Prefer functionality
Will not explore new products; usefulness must be proven
Present use as: Practical

Socializers



Function in intergenerational networks
Value connection, socialization, and engagement
Present use as: Bridging

Traditionalists



Enjoy media of their youth and young adulthood
Often rely on others to access online services
Present use as: Comforting and traditional

Guardians



Interested in secure, discreet, and controllable ICTs
Concerned that technology is all-consuming and unsafe
Present use as: Unobtrusive and safe

Beyond Older Adults



ICT typology emphasizes the importance of introducing technological mentorship to children and young adults

The goal of tailoring services based on ICT user typology should be to meet the needs of all user types while recognizing the role and value of each type in the society