

ABSTRACT

Improving Rideshare App Usability for Older Adults

Principal Researcher: Dr. Morris Huang

This project centers on improving the experience of older adults using ride-hailing apps like Uber and Lyft. Being able to get around is important for independence, especially for older adults who can't or don't want to drive or use public transit. However, using ride-hailing apps can present challenges for older individuals who struggle with using digital technology.

To better understand these challenges, students in Dr. Morris Huang's class tested the Uber app with six residents (age 75 and older) at Kavod Senior Life. The participants shared their transportation needs and scheduled an Uber ride to a nearby ice cream shop.

The study found several problems with the app, including incompatible phone accessibility settings, confusing wording, and unclear safety features. Since Medicare helps cover the cost of Uber rides in some states (including Colorado), improving the app for older adults will help them take advantage of this benefit and remain more independent.

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