



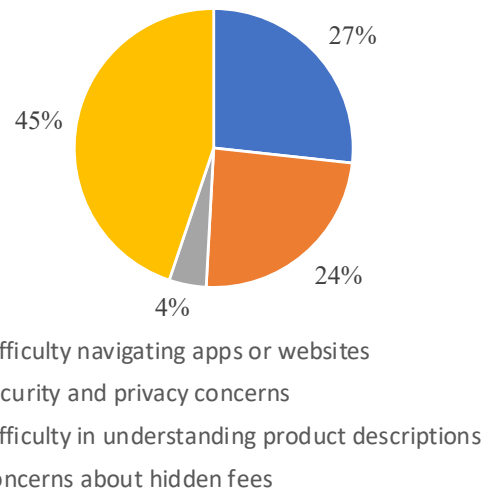
Delivery Accessibility Improvement for Older Adults in Tompkins County

Emergencies like the COVID-19 pandemic block citizens' access to daily necessities, but technology makes many services accessible via smartphones and the internet. There is a large older adults population in Tompkins County who live separately from their children and don't use these services. This project is aimed to analyze and address the challenges they're facing regarding online delivery ordering.

There is a gap between older adults and delivery services accessibility

- Many of them believe they don't need online delivery services, thinking it's not important because they can do everything by themselves. However, there are always emergencies where they can't do it themselves.
- They often mistakenly think ordering online delivery services is complicated or expensive, so they are reluctant to learn about and use these services.
- They are interested in using online delivery services but don't know which stores offer delivery services and whether they are within the delivery range.
- Many can't take advantage of technology because they don't know how to use delivery apps.

Challenges or concerns while using delivery apps



" People crave connection and convenience, and a tech-linked world serves both well"

Help older adults overcome challenges in accessing delivery service

Data Collection

- Collect delivery information for each grocery store and pharmacy in the county, including whether they provide store delivery and third party delivery, as well as the delivery range, and charges.
- Online survey and interview with local older adults and delivery drivers.

Data Analysis and Visualization

- Synthesize the data and feedback, make them into Table Chart, Pie Chart and Buffer Zone Maps.

Through the interviews with older adults and delivery drivers, we understood seniors' usage patterns, preferences, and obstacles in ordering delivery services. By collecting data, we integrated the delivery methods and ranges of grocery stores and pharmacies.

Based on the data, we processed integration and visualization to make the delivery information of each store easier to check. We believe our findings will help to create an educational program to enhance seniors' skills in using online delivery services.

Charges of the Delivery Services

Charging Mechanism

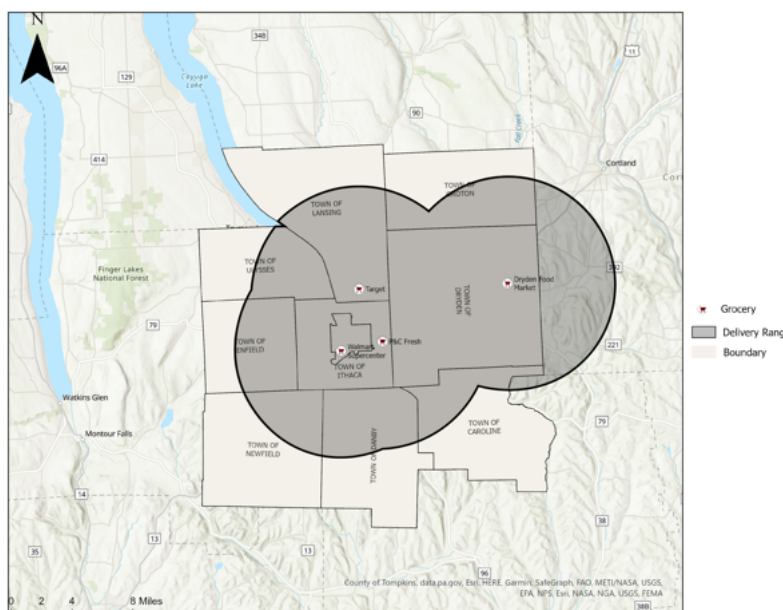
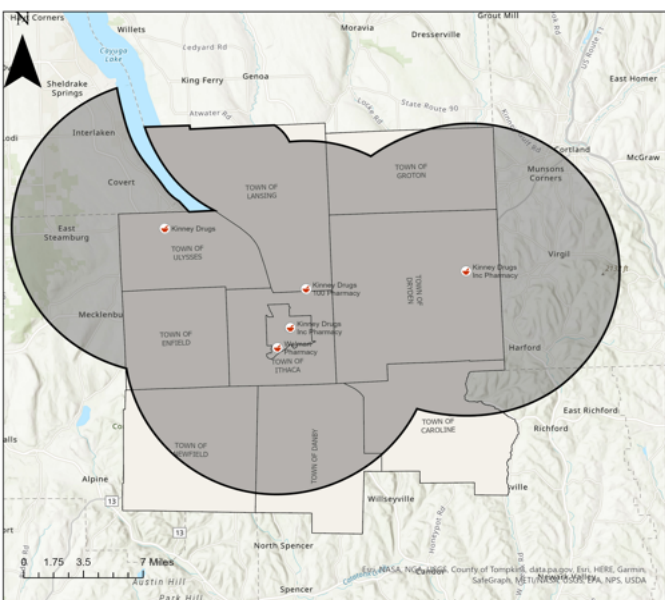
Item subtotal	Checkout bag fee	Checkout bag fee tax	tip	Services fee	Delivery fee
\$93.00	\$0.48(A small charge depending on the size of items)	\$0.03(A very small tax)	\$4.67 (you can chose by yourself, at least 5% of subtotal)	\$3.96 (Normally not more than 10%)	\$0 (Some stores provide free delivery if you spend up to a certain amount)



Delivery Information Chart (Pharmacies)

Pharmacies	Delivery service	store delivery range (need prescription)	third party range (normally don't need prescription)
CVS Pharmacy	YES		6-7 miles
Kinney Drugs	YES	free, 10 miles (have morning delivery service only on Mon/Wed/Fri)	6-8 miles
Kinney Drugs	YES	free, 10 miles (everyday delivery in the morning)	6-8 miles
Kinney Drugs	YES	free, 10 miles (have morning delivery service only on Mon/Wed/Fri)	
Kinney Drugs	YES	free, 6 miles (Mon,Tue,Wed,Thur in the morning)	5 miles
Walgreens Pharmacy	YES		6-10 miles, need prescription
Tops Pharmacy	YES		6-7 mins
Walmart Pharmacy	YES	free, 8 miles	
Wegmans Food Markets Pharmacy	YES		Almost cover Tompkins County (both prescription and non-prescription use Instacart)
CVS Pharmacy	YES		9.99\$, 8-10 miles (use Target APP, must purchase more than \$35)
Nature's Apothecary	NO		
Walgreens Pharmacy	YES		6-10 miles, need prescription

Delivery Range (Areas covered in the county)



Pharmacy Delivery Range

- Most pharmacies who cooperate with third parties generally provide 8-10 miles delivery, and more businesses involved with third parties. In particular, the Wegmans pharmacy's delivery range covers the whole county by Instacart. In comparison to its store delivery, the range of third-party delivery is wider.

Grocery Store Delivery Range

- The average delivery range of both store and third party is 8 miles, except Wegmans, which serves anywhere within 60 minutes driving distance (which covers the whole county) from the store (+\$5 for every 30 mins additional driving distance).

Recommendations

- Delivery Accessibility Enhancement: Distribute delivery accessibility maps, delivery information charts and tutorial brochures to every older adult in the county.
- Training Provision: Brochure of everything you need to know about online delivery services, Tutorial video, Face-to-face workshop. Collect feedback, and continually adjust educational materials to align with users' needs.
- Community Involvement: Establish a network of volunteers, older adults, and community members to achieve pair help for problem-solving. Collaborate with third parties and Stores in the county to share information.