

FUTURE LIFE STORIES

the neighbourhood Nieuw Waldeck in 2040
from the perspective of the aging society

Master thesis

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MSc Design for Interaction
Industrial Design Engineering
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January 2020

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In collaboration with
od205

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EXECUTIVE SUMMARY

Societies are aging. This means the older population is not only growing in size, but also in proportion. Apart from this, generations are changing. The elderly of the future will in all probability not have the same needs as the elderly of today. These changes lead to new challenges for society and ask for new solutions spatially and socially.

There is a lack of understanding how these factors will influence our daily lives. Which impact will this have on aspects like safety or social cohesion? How will public space look like and how will it feel to live in a society with a lot of elderly and highly developed technology? Currently the public space of neighbourhoods in general and in *Nieuw Waldeck* in particular, does not anticipate this phenomenon of aging and the unknown needs of the elderly of the future.

This thesis aimed to integrate the human perspective of imagining the future neighbourhood, while spatial plans are made for the neighbourhood. With the purpose of empathizing all the stakeholders involved with the future elderly residents of *Nieuw Waldeck*, so they are able to create solutions which meet the residents' needs.

Observations, interviews and a literature study were done to gain insight in the current context. After ideating and additional literature research the concept for future life stories was created. Prototypes were assessed and evaluated multiple times by the stakeholders. By constantly validating and iterating the concept with the stakeholders, it was improved and adjusted to the needs of the stakeholders.

"I live in.. the future" was created as a toolkit to share experiences of future residents with the stakeholders involved in planning the restructuring of the public space of the neighbourhood. The carrier of the toolkit contains different life stories of different future residents about their daily life in the neighbourhood. This carrier is presented in a session in which the stakeholders get a clear introduction and are individually immersed into one of the residents' perspective by the carrier. This is followed by an open conversation about the stories and the stakeholders' personal reflection on them.

Evaluation tests revealed that all the stakeholders were able to empathize with the future elderly residents. The toolkit can be used as a conversation starter between the stakeholders about the future of their neighbourhood, since everything was easily comprehensible for everybody regardless of their background. The urban planners can use the outcomes of the session(s) to create spatial advices and plans, incorporating solutions which meet the residents' needs. This toolkit can be integrated into the process of making plans for the public space of neighbourhoods.



PREFACE

This thesis presents my graduation project for the master Design for Interaction of the Delft University of Technology. This project was executed on behalf of od205. The project focussed on the integration of the human perspective in the urban planning of the public space of a neighbourhood.

Five years ago I became acquainted with the value of the human perspective in designing and design research methods. In the years after I expanded my knowledge and enhanced my skills in this field. Showing the benefits of including people as experts of their own experiences became one of my ambitions by sharing this knowledge and these skills. Therefore I was delighted to get the opportunity to work on this beautiful project.

I would like to thank everybody who supported me in this last phase of my studies in Delft. Special thanks to my supervisory team Froukje Sleeswijk Visser, Catelijne van Middelkoop and Marjan Ketner for all their valuable feedback and inspiration. Thank you for sharing your knowledge and experience with me.

I want to thank all the employees of od205 for their enthusiasm and for providing all the help I needed. Your expertise and possitivity made this project a pleasure to work on.

Thanks to all the stakeholders of the 'Ervaar Waldeck' project for participating in my research. Thank you for your collaboration and honest opinions.

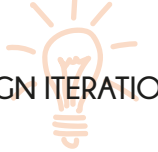
Thanks to my family and friends for supporting me throughout the entire process. A special thanks to the ones who contributed in my project and made it possible to complete this project with a result I am proud of!

Sarah Kraanen

Delft, January 2020



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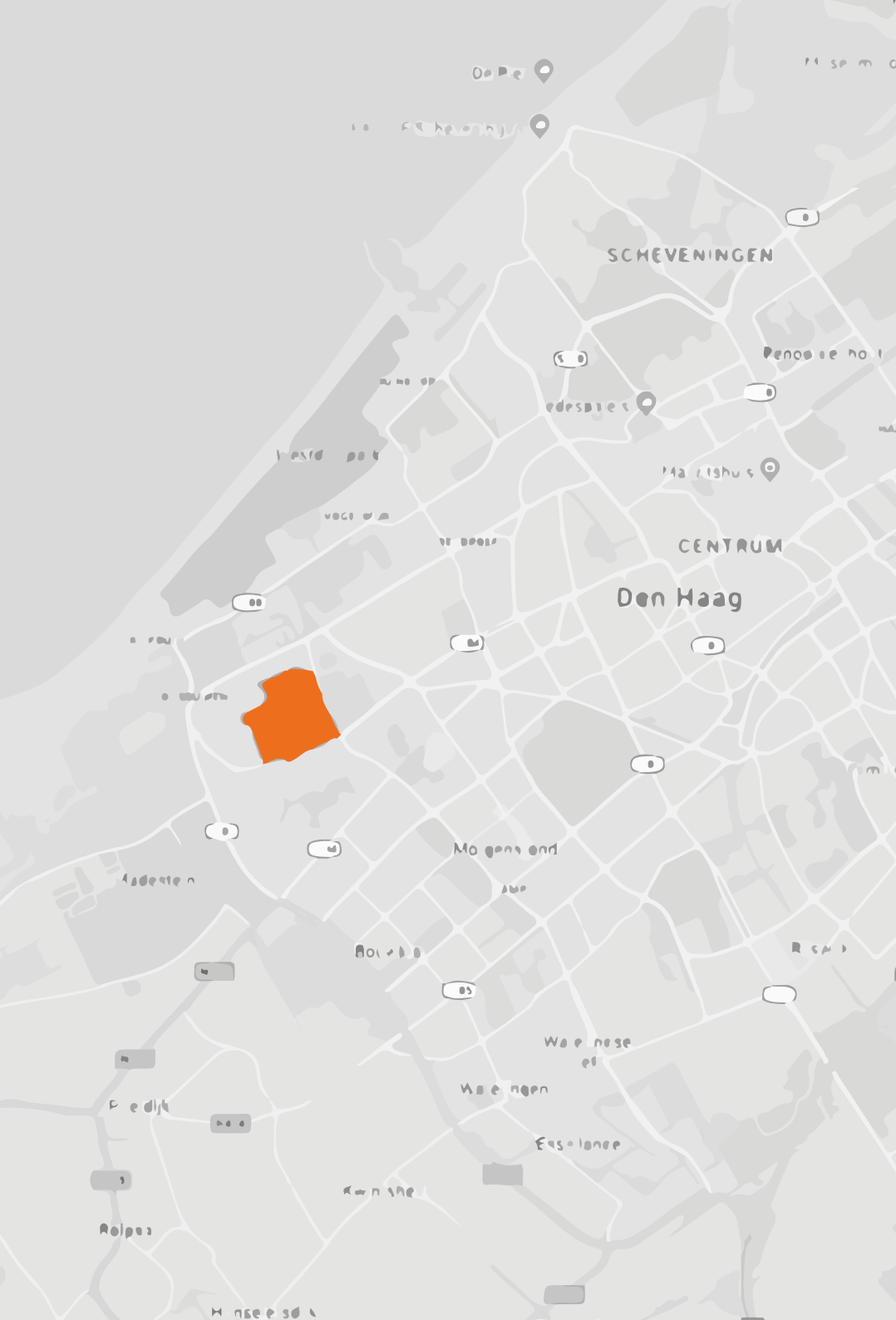
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In this chapter the introduction of the project is presented with its problem definition and approach.

DESIGN BRIEF







1.1 INTRODUCTION

Societies are aging all over the world. An aging society is a society in which the elderly population is growing, not only in size, but also in proportion in comparison to other age groups (United Nations Department Economics and Social Affairs, 2019). United Nations (2019) refers to the people above 65 years old as elderly, older population or older persons.

In 2018 the group of 65 years old and above was bigger than the group younger than 5 years old for the first time in human history (United Nations Department Economics and Social Affairs, 2019). The prognosis is that the amount of elderly globally will grow from 700 million in 2019 to 1,5 billion in 2050, which is a growth of 120 percent, while the population group younger than 5 years old will stay more or less the same. In percentages: in 2019 the elderly took up 9 percent of the world population, which will grow to 11,7 percent in 2030 and to 16 percent in 2050. In the Netherlands 19,2 percent of the population consisted of elderly in 2019 and the prognosis is that this will rise to 23,0 percent in 2030 and to 25,5 percent in 2040 (CBS, 2019). CBS (2019) predicts that the older population in the Netherlands will grow from 3,3 million to 4,9 million between 2019 and 2040. In The Hague the amount of elderly will grow relatively less compared to the Netherlands, but also for The Hague a growth is predicted. In the Hague the amount of elderly will grow from 77.945 elderly in 2019, which is 14,5 percent of the total residents, to 100.559 elderly in 2030, which is 18,5 percent of the total residents. The Hague will reach 135.300 elderly in 2040, which is 21,8 percent of the total. Globally, nationally and locally the amount of elderly is growing in size and in proportion (see figure 1).

Gemeente Den Haag (the municipality of The Hague) is planning a restructuring of the public space in *Nieuw Waldeck* and hereby preparing the neighbourhood for the future. Currently *Nieuw Waldeck*, The Hague (see figure 2) is a green and spacious neighbourhood built in the 1980s. How will Gemeente Den Haag take these demographic changes into consideration in their plans for restructuring the public space? The prognosis is that in the neighbourhood *Nieuw Waldeck* the elderly population will also grow in size and in proportion. In this neighbourhood were living 1.522 elderly in 2019, which was 20,8 percent of the residents in *Nieuw Waldeck* (Den Haag in Cijfers (DHIC), 2019). This amount will grow to 1.705 elderly in 2030, which will take in nearly a quarter of the total population of the neighbourhood with 23,0 percent. These demographic changes lead to new challenges for society and ask for new solutions spatially and socially.

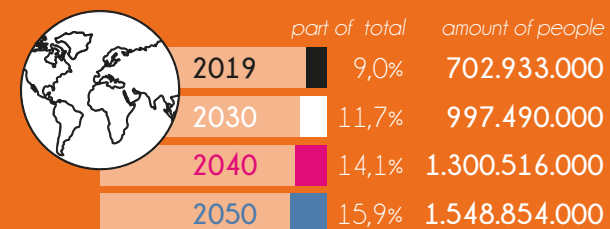
Figure 2. Location of Nieuw Waldeck in The Hague



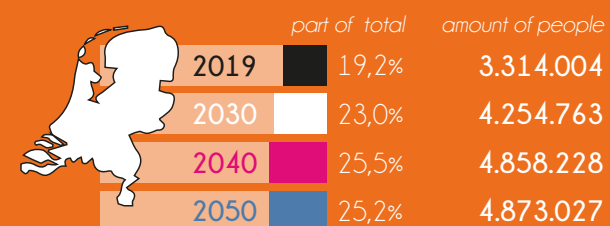
Figure 1. The aging society

THE AGING SOCIETY

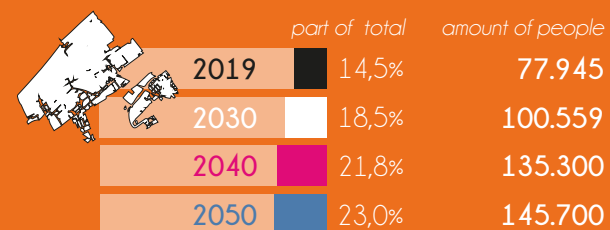
Elderly in the world



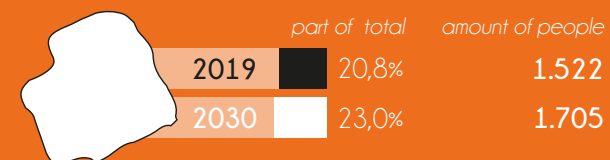
Elderly in the Netherlands



Elderly in The Hague



Elderly in Nieuw Waldeck



References: United Nations, Department of Economic and Social Affairs, Population Division (2019), CBS (2019) & Den Haag in Cijfers (2019)



So, the society is aging, and cities need to anticipate this. But who are these elderly and what will they be like in the future? A long-term research is done about the social, physical and mental well-being of 5100 adults born between 1908 and 1957 (Longitudinal Aging Study Amsterdam (LASA), 2019). This study confirmed that a new kind of elderly is rising. The elderly of 20 years ago are not the same as the elderly of today. For instance, the elderly born before 1923 have less contact with non-relatives than the elderly born after 1923 (Suanet et al., 2013). The elderly born after 1923 have access to a more diverse social network, apart from their relatives. It is likely to say that the elderly in 2040, currently the people between 35 and 55 years old, will not be the same as the elderly of today. This generation grew up in a different kind of world than the current elderly. Their behaviour and needs are and will be influenced by the changes in the world, just as these influenced the older generations. For example, by technological changes, which are progressing exponentially (Roser & Ritchie, 2019). While Dutch citizens in 1998 thought mobile phones were unnecessary (Bromet and daughters, 1998), 80 percent of the Dutch citizens above 12 years old was using a smart phone in 2018 (CBS, 2019).

This elderly generation of the future is going to be wealthier, more vital, more active, more mobile than the generations before them (van Dam & Hilbers, 2013). It cannot be assumed that the solutions for the needs of the elderly today will fulfil the needs of the elderly of the future.

Currently the public space of neighbourhoods does not anticipate this phenomenon of aging and the unknown needs of the elderly of the future. For this reason, urban planning and landscape company od205 initiated the research and design project *Ervaar Waldeck* (od205, 2019). The aim of the project was to increase the self-reliance of elderly in the public space and to explore which role technology could play within this. od205 also wanted to see if the technology and solutions of domotics could be implemented in the public space. od205 decided to approach the *Ervaar Waldeck* project as a participatory design project (see chapter 2.2 for more information about participatory design in urban planning and architecture) and to focus on the experiential aspect of the public space by its users. This means they involved all the stakeholders in the creative process at multiple moments during the entire project.

By using the neighbourhood *Nieuw Waldeck* in The Hague as case study for the project, od205 was able to translate the theoretical knowledge into practice. od205 created future visions for the neighbourhood *Nieuw Waldeck* integrating social, spatial and technological aspects of the design for public space. The stakeholders within this project were the residents of *Nieuw Waldeck* of today and of the future, the social entrepreneurs of *Nieuw Waldeck*, Gemeente Den Haag and the urban planners od205. By sharing the future visions with the stakeholders, they could be taken into account by the stakeholders making plans and hereby make the neighbourhood longer lasting (see figure 3).

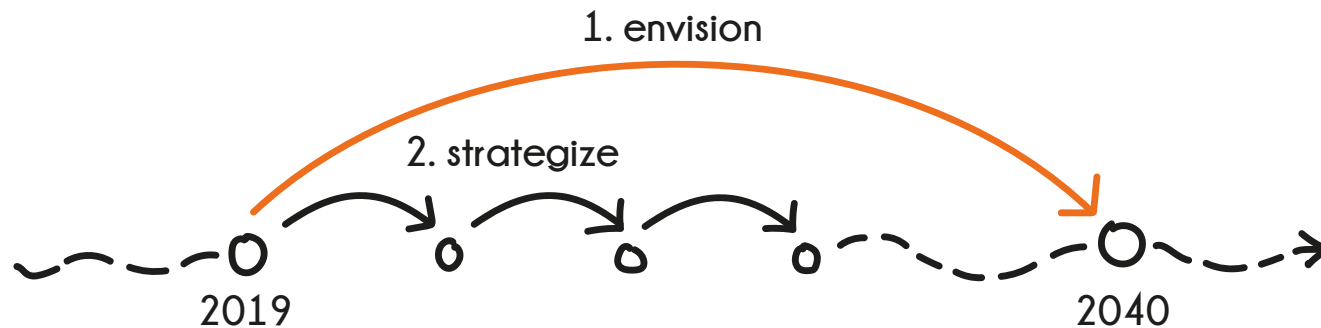
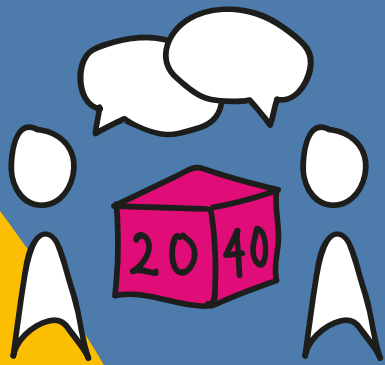


Figure 3. Process of making plans for the future

Figure 4. Common ambience of urban planning project meetings





a visions carrier which lets the stakeholders empathize with the future elderly residents of *Nieuw Waldeck* in 2040

1.2 PROBLEM DEFINITION

Society is aging, a new kind of elderly is arising, and technology is developing rapidly. There is a lack of understanding how these factors will influence our daily lives. Which consequences will this have for aspects like safety or social cohesion? How will public space look like and how will it feel to live in a society with a lot of elderly and highly developed technology? This perspective is missing in the current urban planning in general and in *Nieuw Waldeck* in particular.

Planning and designing for neighbourhoods involve envisioning and imagination. The stakeholders find this difficult to approach this from a resident's perspective. Concrete plans, policies and regulations overrule in designing for neighbourhoods (see figure 4 for an example of a common meeting between stakeholders). This project aims to integrate the human perspective of imagining the future neighbourhood, while spatial plans are made for the neighbourhood. When the stakeholders can empathize with the elderly residents' perspectives of 2040, they will be able to create solutions that meet the residents' needs (Kouprie & Sleeswijk Visser, 2009). The challenge of this graduation project was to embed the perspective of the future elderly residents of *Nieuw Waldeck* into a carrier which supports the stakeholders in empathizing with residents' experiences that are not encountered yet.

See Appendix 1 for the original project brief and Appendix 2 for the user research on the stakeholders.

1.3 RESEARCH AND DESIGN PROJECT ERVAAR WALDECK

The approach of the *Ervaar Waldeck* project was to actively involve the current residents of *Nieuw Waldeck*. First the current state of the neighbourhood had to be established. Therefore, in the first part of the project the view on the neighbourhood from the perspective of the current elderly residents of *Nieuw Waldeck* was researched. To make a neighbourhood future proof, visions for the future were needed. Based on these visions, strategies could be created which could be used to make plans taking the far future into account. In the second part of the *Ervaar Waldeck* project the visions for *Nieuw Waldeck* in 2040 were created, based on the outcomes of the first part of the project, on the expertise of the various stakeholders of the project and on extensive research about current trends and developments in the world and the elderly of the future. The aim was to let the project *Ervaar Waldeck* become an example on how to involve residents in the process of designing future proof cities.

The current state of the neighbourhood from the perspective of the current elderly residents was researched by the designers of od205. The future visions for the neighbourhood were created in collaboration with the designers of od205 (see figure 5 for the research activities used for envisioning). For this project the focus was on the future visions part of the *Ervaar Waldeck* project (see figure 6). However, the insights about the current state of the neighbourhood were used as a base for the visions.



Figure 5. Research and design activities for visions of Waldeck in 2040

Figure 6. *Ervaar Waldeck* project



1.3.1 Nieuw Waldeck in 2019

The neighbourhood is defined by its water structure which is following the water structure of the horticultural area (od205, personal communication, 2019). There is a lot of public green in the neighbourhood, but it is very dispersed. The most common way to move through the neighbourhood is by bike or by foot. See figure 7 for some photos of *Nieuw Waldeck* made by its current elderly residents. See Appendix 3 for more information.

The architecture in the neighbourhood gets different kinds of feedback. Some residents like the playful buildings and it gives them a feeling of vacation, but the little passages are perceived as unsafe, because some of the passages are dark or neglected. The neighbourhood has lots of social facilities and bottom-up initiatives, which are really appreciated by the residents.

The residents enjoy the water, the green and the playgrounds in the neighbourhood. The playgrounds are something the elderly all really appreciate, not only for themselves but also for the children in the neighbourhood. They like to see children play in the neighbourhood. The neighbourhood has a lot of small roads and spots where you can take a seat and take a rest, but some of them are a bit neglected and that is why they have not been used by the elderly.

*“A nice place to sit, but that root growth, the crooked paving stones...
The elderly don't use it.”*

The neighbourhood is appreciated by its current residents. Some areas are neglected, which make these areas less attractive to the residents. These areas need improvement. These improvements are improvements which preferable contribute to making the neighbourhood ready for the future.



Figure 7. Nieuw Waldeck through the eyes of the current elderly (od205, 2019)



"It has been an initiative of the residents, together with the municipality. I'm very proud on that, really!!"





Figure 8. Take a leap into the future

1.3.2 *Nieuw Waldeck* in 2040

To create the future visions for *Nieuw Waldeck* extensive research on the trends and developments in the world was done and qualitative research on the future elderly residents was conducted. In this research a leap was taken forward from 2019 to 2040 (see figure 8) and studied how the world in *Nieuw Waldeck* could look like in 2040. All the outcomes were translated into personas of five possible future elderly residents of *Nieuw Waldeck* in 2040. The visions, based on the research and the personas, were captured in an overview map by od205.

1.3.2.1 *Trends and developments*

This part of the chapter presents the most relevant trends and developments for the future public space. To create a complete analysis the DEPEST method was used (van Boeijen et al., 2013). All Demographic, Ecological, Political, Economic, Social-cultural and Technological factors were collected. The most relevant ones for the future of public space and for the future elderly are presented in this chapter. The complete trend analysis can be found in Appendix 4.



Inclusive cities

There is a development of urbanisation in the world (PwC, 2019) going on and the same time there is a growth of elderly populations (CBS, 2019). Because of this, there is also a significant growth of elderly in the cities. Currently we live in a society which is very individualistic and independent (APS, 2017). As a consequence, this is also expected from the more vulnerable population groups, like elderly. They are sometimes

not completely capable of living in such a society. To counter this, governments, municipalities and other organisations are aiming for more inclusivity within cities.

Inclusive cities are cities where everyone can find a place to live and where everybody is valued. To achieve this, some experiments have been initiated already to stimulate inclusivity within cities (see figure 9). For example, let people live close with more vulnerable people. In Utrecht people are living with ex-homeless people in the same building and they are very positive about it (NOS.nl, 2018). Also, at the University of Technology of TU Delft a student did research on housing for multiple generations (Fitskie, 2016). The Loosduinse Hof in *Nieuw Waldeck* will be this kind of living complex: Wonen met een plus (Staedion, 2019).



Figure 9. Example of project to connect different generations (van Pelterson, 2016)



Figure 10. Example of shared mobility (Lev, 2019)



Shared economy

Cities become bigger and more crowded and the urge of operating more sustainable is growing. This asks for a transformation of how we structure our lives. The shared economy is a reaction to this.

Within a shared economy different parties share the value of skills or goods, by exchanging them (Miller, 2019). This can be done through several different ways, for example on a shared marketplace or on collaborative platforms, but also crowdfunding and coworking are solutions for a shared economy. This sharing happens in all different segments like, transportation, consumer goods, professional and personal services and healthcare. Technology is often used to facilitate the services to exchange goods or skills between two or more parties.

Shared economy is evolving. Currently a lot of solutions to facilitate this sharing model are created. Companies responding to this with providing their product as a service. For transportation you have for example Snappcar, Car2Go, Uber, Lev (see figure 10) and Mobike. You also have services to share houses like Airbnb, Huizenruil and Couchsurfing. For consumer goods you can use eBay, Marktplaats, Peerby or Thuisafgehaald for sharing meals. When you want to share your skills, or you need help with something platforms like Werkspot or Helpper are very useful. These service companies are expanding quickly, which results now in an overload of platforms and services for the same purpose. This expansion is currently creating confusion and dissatisfaction amongst consumers.

The economic model of a shared economy is flexible, can help you to save money and gives you less worry about valuable possessions (Martucci, 2019). It is adaptable and stimulates the feeling of community, but still has some privacy and safety concerns. You need to have good cooperation with others. These services are trying to help and trying to make the system of sharing as easy and as comfortable as possible.



Smart cities

Smart cities are cities that make use of technology and data to make smart solutions in public space that are responding to the needs of users of the city (Deloitte, 2019). More concrete solutions which are already existing are products as smart urban furniture. This furniture has power supply and Wi-Fi-access, but at the same time collects data about the air quality and sound level with sensors (od205, personal communication, 2019). Also, the smart grid technology (see figure 11) is already implemented in, for example, Groningen (od205, personal communication, 2019). They placed luminous marking stripes and reflecting coating on roads, which light up when the lights of cars or bicycles shine on them. This way the road is better visible and there is no need for streetlights, it saves energy.

What you see a lot today is that 'dumb' cities use 'smart' systems, like the mentioned solutions (Vermeulen, 2019). But what still does not happen often is connecting all these systems and transform these cities into smart cities responding to its users' needs. When connecting these systems, the city can become more efficient, more sustainable and the next step is to use these smart technology and data to add new experiences for the users on a daily basis.

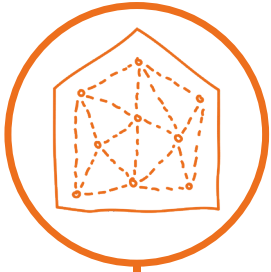
When this data collecting became known a lot of questions were raised about privacy and abuse of power. These are sensitive elements that make the realization of smart cities a more difficult matter. Also finding right ways to use all the collected data is a very crucial element when creating smart cities that actually contribute positively to the experience of the user.

Figure 11. Smart zebra crossing (PA: Press Associations, 2017)



Figure 12. Domotics in the iZi Ervaarwoning





Domotics

Domotics is the label for the technology and electronics which make a home “smart” (Borremans, 2016). It gives us the possibility to automating, monitoring and connecting systems and devices in our homes. This way living in our homes can be made more comfortable, safer and more environment friendly.

With the prospect of living independently, instead of living in a care home, when you are older (CBS, 2011) these solutions can be really helpful. These technologies can help aging people to live healthy and independently. To explore the possibilities of these smart homes for elderly, Gemeente Den Haag created the iZi Ervaarwoning (see figure 12). This demonstration home has integrated all different kinds of domotics solutions. They show low-tech and high-tech solutions and have different purposes, for example safety and caretaking, but also day structuring and maintaining social contacts. Some solutions are more specific for elderly, but they also have solutions which are used amongst younger people.

This demonstration home is for everybody who is interested and wants to experience the domotics solutions to see which ones are useful for them and to see which possibilities there are for living independently (iZi Gezond Lang Thuis, 2019). What is very remarkable about iZi Ervaarwoning is the testing of on-going developments and the involvement of the local residents. Elderly residents are the ambassadors of the iZi Ervaarwoning and are testing and reviewing the solutions that are presented in the house. Next to this they are the ones that give the tours in the house and explain to the visitors the possibilities and share their own experiences.

Visiting iZi Ervaarwoning

When visiting, Wim Baanen (83) gave us enthusiastically a tour around the house. He let us experience the Lea Care, a robot rollator which can for example give you directions where to go or dance with you. He showed us all the handy kitchen tools and explained how to control the lights with the Philips Hue App. He showed us all the solutions they have in the house and his personal experiences and honest opinions made the tour very refreshing. Besides the fact this demonstration home is a very good way to explain the possibilities to people, the community, which is created around it with the elderly ambassadors, gives them a meaning in their life.

Insights

All these trends and developments are supporting the aim to create a world in which everything and everyone is integrated. Offline and online environments are merging. Governments try to include all citizens. The lives of everyone become more integrated. At the same time, you see this integration in technology and systems. Inside and outside the house you see a development of connecting the systems. Everything becomes slowly more integrated. The next step is to connect everything with everyone.

1.3.2.2 Elderly residents of Nieuw Waldeck of the future

The results of the LASA study (see chapter 1.1) show, the elderly of 20 years ago do not have the same life as the elderly of today. So, what if the elderly of today will not have the same life as the elderly in 20 years? The elderly of the future are the current adults between 35- and 55-years old. Previous research (MyFutures, 2018) showed that people do not see themselves as elderly people and use this term only to refer to people older as themselves. They have a negative stereotype image on older people and aging, which sometimes activates a fear for the far future. They do not want to talk about negative aspects of the future as long as it is not urgent. Studying this future elderly today with the right methods and tools, like contextmapping, we are able to anticipate their needs in the future.

The elderly of the future in *Nieuw Waldeck* do not necessarily have to be the current residents of *Nieuw Waldeck*. These new residents can also be people that are not living in the neighbourhood yet. Dutch citizens are moving more than ten years ago and also the desire to move is growing (CBS, 2019) That is why the participants for this study are not only current residents of *Nieuw Waldeck*, but also people outside *Nieuw Waldeck*. Six participants were chosen between 35- and 55-years old living in a suburban neighbourhood of a big city in the Netherlands: four from *Nieuw Waldeck*, one from Mariahoeve, The Hague and one from Osdorp, Amsterdam.

Research questions:

- Which qualities should their neighbourhood contain for people currently between 35- and 55-years old today?
- Which qualities should their neighbourhood have for people currently between 35- and 55-years old when they are above 65-years old?
- Are people currently between 35- and 55-years old able to imagine a future with the chosen research approach?

Approach

To gain insights about the possible future needs of the elderly of the future, the design research method Contextmapping was used. When using this method, the user is approached as the expert of one's own experiences. The design researcher acts as facilitator and provides generative tools by which the user can express these experiences.

In order to gain rich information about these experiences and the context related to these experiences, the path of expression theory (Sanders & Stappers, 2012) was used (see figure 13). People's past memories and their future dreams influence their actions and

THE PATH OF EXPRESSION

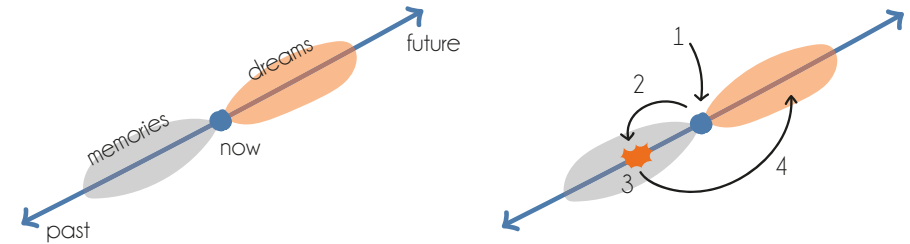


Figure 13. The path of expression (Sanders & Stappers, 2012)

feelings of the present. Both past and present experiences will influence their future. By starting with present experiences and connecting these to past experiences it enabled the participants to be conscious about which feeling is important and which is not. By using the right tools and techniques in these interviews or generative sessions we were able to stimulate the creativity of the participants and to extract the underlying needs of the participants, for today, but also for the future.

Research techniques to explore people's experiences can be divided in three categories: Say, Do and Make (Sleeswijk Visser et al., 2005). By studying what people say, do or make different levels of knowledge can be accessed (see figure 14). By interviewing people and finding out what they say and think, you can gain explicit knowledge. By letting them do or use things and observe these actions you gain observational knowledge. By doing generative sessions with people you can gain tacit and latent knowledge and discover what people know, feel and dream.

SAY, DO, MAKE

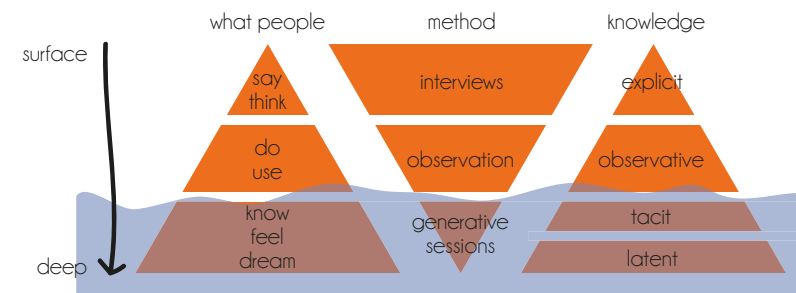


Figure 14. Methods that study what people Say, Do and Make help access different levels of knowledge (Sleeswijk Visser et al., 2005)



*"I hope I can grow old
in this neighbourhood.
That I can stay in my
familiar neighbourhood
in a safe and
accessible way."*

As preparation for the interviews the participants got an introduction letter and were asked to fill in a sensitizing booklet (see Appendix 5). The goal was to sensitize the participants to the topic of neighbourhoods. In this booklet they are asked to fill in a timeline with their activities outside of their home during a normal day. After this they had to mark three positive and three negative moments on the timeline and explain the reasons for their choice. At the end of the booklet they had to describe what their neighbourhood meant to them.



Figure 15. Examples of created pieces during interviews

Before the start of the interview all participants signed a consent form for audio and video recording of the interview (see Appendix 6 for the consent form). The interview started with a short conversation about what the participant filled in in the sensitizing booklet. After that they were asked to create their ideal neighbourhood of today on a big empty paper, by using a collage kit with random images and pencils if needed (see figure 15 (left) for examples of the collages). During this assignment they were asked to explain what each picture meant to them. When finished, the participants were asked several questions about getting older, for example if they knew somebody as a good example for how they wanted to be when they were older or if they had specific fears. See Appendix 7 for a more detailed script of the interview questions and figure 16 for an impression of the interviews. These questions let them start thinking more about themselves being older. With this mindset they were asked to mark and add elements on an overlay on the first collage about what was important for them when living in their ideal neighbourhood when being old (see figure 15 (middle) for examples of the overlay collages). While creating this new ideal neighbourhood they were asked to explain their choices. The final assignment for the participants was to create and explain their ideal



Figure 16. Impression of interviews



Figure 17. Impression of analysis with statement cards

neighbourhood for 2040 with clay, some little boxes and some wooden pawns (see figure 15 (right) for examples of the creations).

All the six recorded interviews were transcribed. The data had to be translated into knowledge to be useful for the visions of the future. To make the data manageable for this analysis, the quotes of these interviews, which were evaluated relevant for the research questions, were written on statement cards (Sanders & Stappers, 2012). These statement cards were marked with an interpretation of the quote and clustered to find patterns amongst them (see figure 17). These interpretations and clusters were discussed with other designers to review the insights.

Results

Based on the analysis of the interviews some very concrete needs for their neighbourhood became clear. All participants wanted a lot of green, everything very spacious, all facilities close-by. What was very remarkable to see is that the needs they have today are also the needs they have for when they are older. They also like to stay in their own familiar environment. One of the participants said: "I hope I can grow old in this neighbourhood. That I can stay in my familiar neighbourhood in a safe and accessible way." They do not want to be hold back by the fact that they become older. They like to be able to do the same things they do now. The same elements are needed in their neighbourhood as now. This is related to the image of older people. The people above 35 do not want to become an elderly who is dependent on others due to their health problems. One of the participants said: "Nowadays elderly are waiting for hours to get picked up by a van, a lot of time is lost waiting. . . I don't want to be so dependent." They want to have the freedom as they have now to do whatever they want and whenever they want.

"Nowadays elderly are waiting for hours to get picked up by a van, a lot of time is lost waiting...I don't want to be so dependent."

They do not want to be seen as the elderly without any value anymore. They want to be useful and be part of society. One of them said: "It is beautiful if you still participate at that age." This is why they at present feel not attracted to old fashioned looking facilities or facilities which are specific for elderly people. They do not see themselves using

these facilities when they are older. They want to be in contact with other generations. During one of the conversations, the participants changed her ideal elderly home into a community center: "Well, then all the old people are together, without anybody else, which maybe is also not that fun. Let's make a kind of community center of it." They want to matter, be included and be of value to others. For example, they want to give back to the younger generations and share their knowledge of life experience, like one said: "I have thought about a lot for a lifetime and I have searched for solutions my whole life long. It seems fantastic to be able to share that with the younger generation." How the residents translate being valued into actions can differ per person and also per generation, but this need is one that all participants have.

Also, the composition of their social relations is different for every participant, but they all have the same goal, they are aiming for connectedness. One of them said: "The idea of people around me, makes me calm." Some of them have a big group of friends, some of them value their contact with neighbours more than others or some of them like to have their family close-by. One of the participants said: "I can really imagine that when I am very old, I still have a large group of friends with whom I can do fun things." Others enjoy seeing children playing. One of the participants said: "If you are sitting behind the geraniums in front of your window in an apartment and you see that children are having fun while playing, that is something beautiful." Some of them are already conscious about the social network they want or need for later years to come and already working on this today.

Insights

Today people above 35 years old prefer a varied and integrated public space in their neighbourhood. They want to have access to different facilities and preferably close-by. They favour a mixed group of residents in their neighbourhood, especially a variety in age and generations. They appreciate the green, the calmness, the openness and the presence of other residents as aspects of their neighbourhood. When using the public space in their neighbourhood, they want to have a feeling of freedom and connectedness. They get satisfaction of feeling valuable to the neighbourhood and their fellow residents.

When speculating about the future, this group of people aims for the same qualities for the public space for today as for when they are above 65-years old. They want to have the freedom to choose where to live and what to do. They do not want this to be influenced or obstructed by the fact that they are older. They still want to participate in the neighbourhood and be part of a society which includes all the different generations. They would like to still be of value for the community.

So, the public space of the neighbourhood has to support this inclusion of all the different generations, to establish a feeling of connectedness between different people and different groups. Public space can contribute to giving elderly the freedom they want to have, by making the public space feel safe and comfortable for elderly to use it when they want and how they want. The design of the public space can assist the life in the neighbourhood in which elderly have an active purpose in the community.

The approach that was used for these interviews made it possible to imagine and speculate about the future with residents above 35. By talking about the public space of today at first really immersed them into the situation. When moving to the future by talking about examples of elderly they already know, made thinking about themselves easier and less scary. By using the reference of the current situation and the examples they know, talking and speculating about the future went very well. The participants felt comfortable and were not afraid to talk about their fears and dreams for their own future. They also felt the freedom to develop and adjust their plans for their future life as elderly during the conversation.



1.3.2.3 A neighbourhood for different paces

The public space of the future, based on all trends and developments (see chapter 1.3.2.1), where everything and everyone is integrated will be used in different ways by different residents. How residents fulfil their needs in their personal life is different for every individual (see chapter 1.3.2.2). To anticipate this, *Nieuw Waldeck* has to become a neighbourhood for different paces, where people can use the public space in their own preferred way, in their own preferred tempo and at their preferred moment. The neighbourhood needs to be adjustable to the users and not the other way around. Examples of these different ways of usage of the public space of *Nieuw Waldeck* in 2040 is captured in five different personas (see Appendix 8). Based on these personas an overview of the neighbourhood is created by od205 in a map (see figure 18) in which examples of future interventions are presented, together with five short descriptions about the neighbourhood used by the future elderly residents of *Nieuw Waldeck*.

HEALTH

Zorgen voor eigen gezondheid door sport, bewegen en gezonde voeding is bijna vanzelfsprekend geworden, net als zelf monitoring en online gezondheidsdiensten. Toch zijn we geen supersmens geworden, er zijn juist meer mensen in de wijk die in verschillende vormen chronische aandoeningen hebben. Het oude gezondheidscentrum heeft plaatsgemaakt voor Topfit-center.



EVELIEN (72)

"Ik woon al meer dan 20 jaar in Nieuw Waldeck. Iedereen is altijd welkom bij mij. Ik haal energie uit de levendigheid in de buurt. Samen met de kinderen theater maken in een van de freezones. Het is een heerlijke groene wijk en doordat we nu met bewoners alles samen zelf beheren, ziet het er altijd netjes uit. Die beheerrobots die we daarvoor gebruiken zijn makkelijk te bedienen met de tablet."



ZELFBEHEER OPENBAAR GROEN

Doordat de openbare ruimte door steeds meer bewoners initiatieven wordt beheerd, is besloten de gehele openbare ruimte van de wijk in eigen beheer te nemen. Hiervoor is een VVE opgericht die het onderhoud van groen en water coördineert. Robots zorgen voor het recht toe recht aan werk, betaalde krachten en vrijwilligers voor de bijzondere plekken.



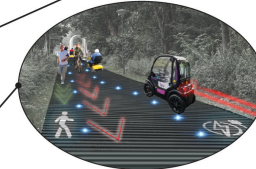
HANNAH (63)

"Ja, sommigen buren komen elkaar elke dag tegen in de supermarkt. Maar supermarkten.. daar doe ik niet aan, die vind ik verschrikkelijk. Onze boodschappen worden elke week bezorgd. Op maandag even met mn AR-lenzen op werk even kijken in koelkast wat we thuis nog hebben, bedenken dat we morgen willen eten, zo besteld zo bezorgd bij de hub, kan ik ze meteen meenemen als ik mijn deelwagentje terugzet na werk."



VERANDEREND FIETSPAD

De centrale fietsroutes in de wijk zijn door smart grid technology voorzien van wisselen- de rijstroken die zich aanpassen aan de aantallen en snelheden van de gebruikers. Zo is de route tijdens de ochtendspits ingericht op snelle elektrische fietsen, op andere momenten voor wandelaars en mensen met een rolator.



RYAN (63)

"Ja, de wijk is echt veranderd de afgelopen 20 jaar. Minder kinderen, meer ouderen. Door twee freezones in de wijk, hebben we dit uit kunnen testen en is het nu niet meer weg te denken in de wijk. Heel handig die zones voor het testen voor nieuwe buurtvoorzieningen. De gemeente is nu bezig met een test van onder andere stralingsvrije zones op verzoek van de buurt. Heel leuk al die nieuwe toepassingen natuurlijk die ons leven gemakkelijker maken en ons de vrijheid geeft om zelfstandig te wonen ook al zijn we een beetje op leeftijd. Maar die straling baart me wel zorgen, wat heeft dat voor effect op ons?"



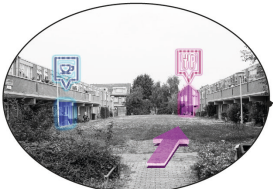
NIEUWE VERBINDINGEN

Het vervoersnetwerk is uitgebreid met elektrisch vervoer over het water. De routes over het water zijn vaak kortste verbindingen, in tegenstelling tot het netwerk van paden. Daarom worden ze veel gebruikt door mensen die zich snel door de wijk willen verplaatsen, zoals de pakjesbezorgers. De beleving van de wijk vanaf het water versterkt voor de bewoners het eilandgevoel.



WAYFINDING

Je google glasses brengen je dmv AR naar de juiste plek. Handig om te weten want plekken voor sociale activiteiten (koffiedrinken, sporten, eten) hebben geen vaste locatie meer, maar wisselen voortdurend.



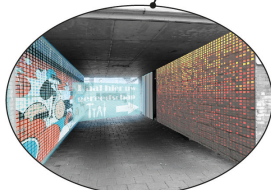
MANDY (58)

"Ik voel me erg thuis in de wijk, de wijk betekent voor mij echt gemeenschap, dat dorpse. Voor boodschappen ga ik gewoon naar winkels. Ik vind die dingen online maar gedoe. Wel gebruik ik af en toe een AR-bril met wegwijsfunctie. En die vertelt me dan suggesties voor wandelroutes en laat bewegende dingen zien die de richting aangeven in mijn beeld. Zo heb ik wel wat nieuwe weggetjes leren kennen. Ik zet hem ook op als ik mijn moeder meeneem uit wandelen naar de koffiehoeftenden bij mensen thuis, die vaak van locatie wisselen."



DEELECONOMIE / DIGITALE EXPRESSIE

De deeleconomie heeft zich uitgebreid van het delen van spullen en vervoermiddelen, naar een netwerk voor het delen van ervaringen. Hierdoor is het makkelijker, en laagdrempeliger geworden om bij elkaar naar binnen te lopen om samen een filmpje te kijken. Digitale expressie maakt zichtbaar waar er iets te doen is.



VICTOR (65)

"Ik vind Nieuw Waldeck het een heerlijke fijne wijk en van alle gemakken voorzien. Ik was ook opgelucht dat toen mijn vrouw dementie kreeg, we hier toch konden blijven wonen. Overdag heeft ze dagbesteding, waar ze gewoon zelf heen kan lopen. En als ze toch even de weg kwijt is, dan krijgen ik daar een online melding van. Ook de veranderbare paden zorgen voor een gerust gevoel als ik haar alleen de deur uit laat gaan. Ik ben heel blij dat technologie het mogelijk maakt voor haar en voor mij dat we hier in deze wijk kunnen blijven wonen."



FREEZONES

Door het aanwijzen van een aantal Freezones in de wijk, wordt sinds 2020 geëxperimenteerd met nieuwe technologie en andere pop-up activiteiten. Hierdoor heeft de wijk een bovengemiddeld aantal mensen dat aangehaakt is gebleven bij nieuwe ontwikkelingen. Deze hoge mate van data-connected zijn, ook van kwetsbare groepen, draagt bij een hoge mate van sociale verbondenheid tussen de bewoners. Dit uit zich in zorg voor elkaar en een actieve betrokkenheid bij het organiseren van activiteiten.



DEELMOBILITEIT

Een centrale vervoersHUB midden in de wijk, voorziet de wijkbewoners van elektrische deelfietsen, kleine en grote deelauto's en slimme deelscootmobiel. Al is de kans groot dat deze vanwege het oubollige karakter ervan niet meer bestaan. Op de hoofdroutes in de wijk zijn al zelfsturende vervoermiddelen te gebruiken. Door het toegenomen gebruik, is de parkeerdruk in de wijk verleden tijd. De vrijgekomen plaatsen worden nu onder andere gebruikt als Freezones.



ONLINE/OFFLINE ENCOUNTERS

Ontwikkelingen op het gebied van social media hebben ervoor gezorgd dat online communicatie nog interactiever is geworden. Hologrammen maken gesprekken levensecht. In de openbare ruimte vinden online en offline ontmoetingen gelijktijdig plaats.



1.4 DESIGN APPROACH

This graduation project is executed through a human-centered design approach (Sanders, 2006). In order to tackle the challenge of this project, activities as creative thinking, ideation, iterating and quick prototyping were used. During the entire project, prototypes were assessed and evaluated multiple times by the stakeholders. By constantly validating and iterating the concept with the stakeholders, the concept was improved and adjusted to the needs of the stakeholders. In figure 19 an overview is shown of all the kinds of research and design activities that were used in this project.

This project existed of five phases: analysing, defining, designing, iterating & evaluating. In these phases two processes were progressing parallel: the process of defining the visions for *Nieuw Waldeck* of 2040 and the process of designing the visions carrier (see figure 20 on the next page).

To gain insight in problem context, user research was conducted: interviews were done with the designers of od205 and a meeting with all the stakeholders was observed. A literature study was conducted to frame the design goal of this project and its criteria. As addition to this, a conference at the Dutch Design Week was visited to conduct information on how professionals in different working fields communicated about the future. Parallel to this context analysis, the research for the visions was done (see chapter 1.3). This part of the project was in collaboration with od205.

The design goal and its criteria were the starting point for the design phase. This is the phase where the two processes came together. This phase started with an ideation session with employees of od205 and external industrial designers. This session, together with additional literature research, was used as inspiration for the design direction and a concept. When creating the first prototypes of the concept, the future visions for *Nieuw Waldeck* were used as content for these prototypes. This phase was iterative. Several prototypes were made and evaluated with the stakeholders. The insights of these evaluations were used to adjust the concept to the stakeholders' needs.

After the iterations a prototype of the concept was tested on the 10th of January 2020 in a meeting with the stakeholders. Based on the outcomes of this test, recommendations were given for further development of the concept.

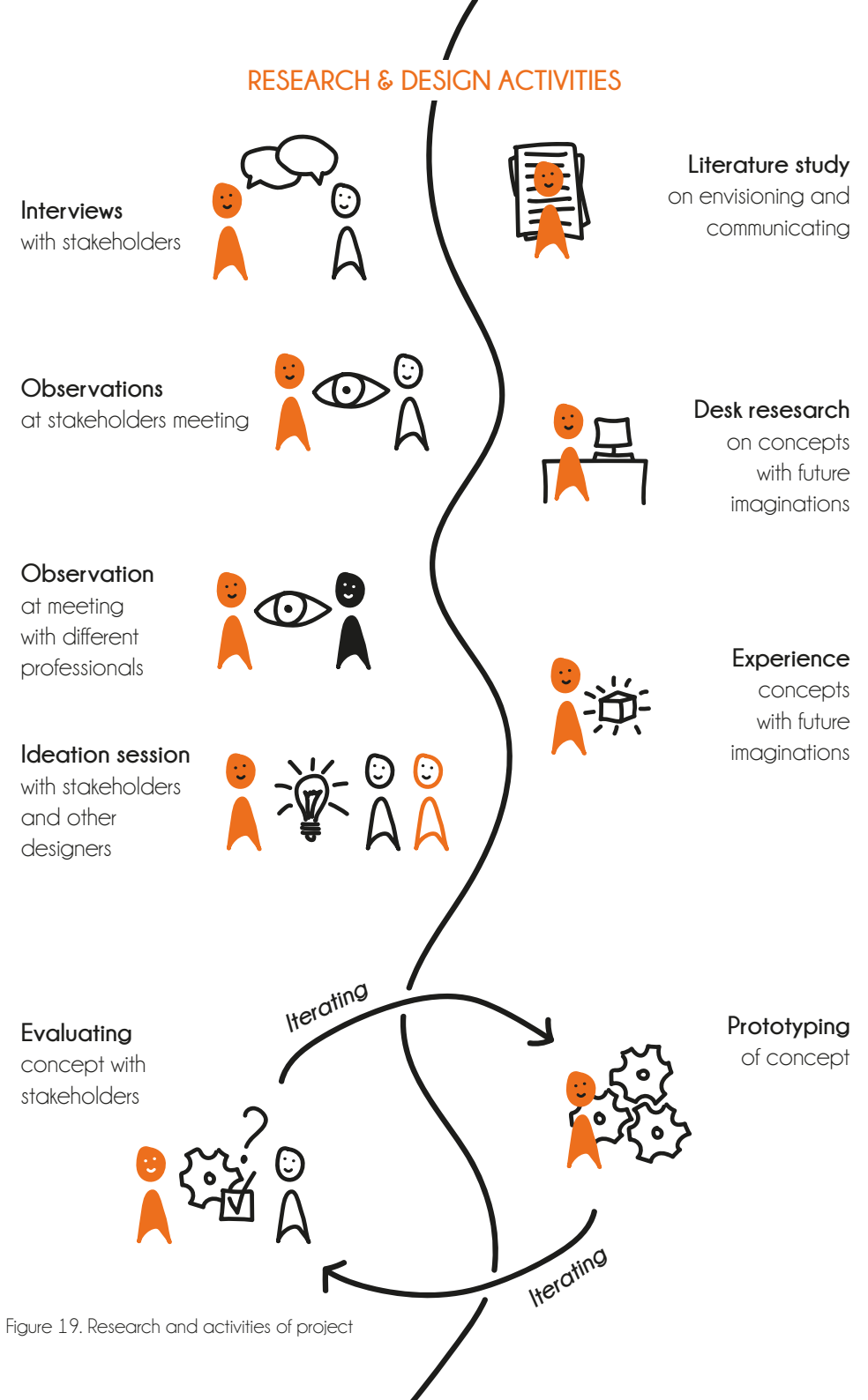


Figure 19. Research and activities of project

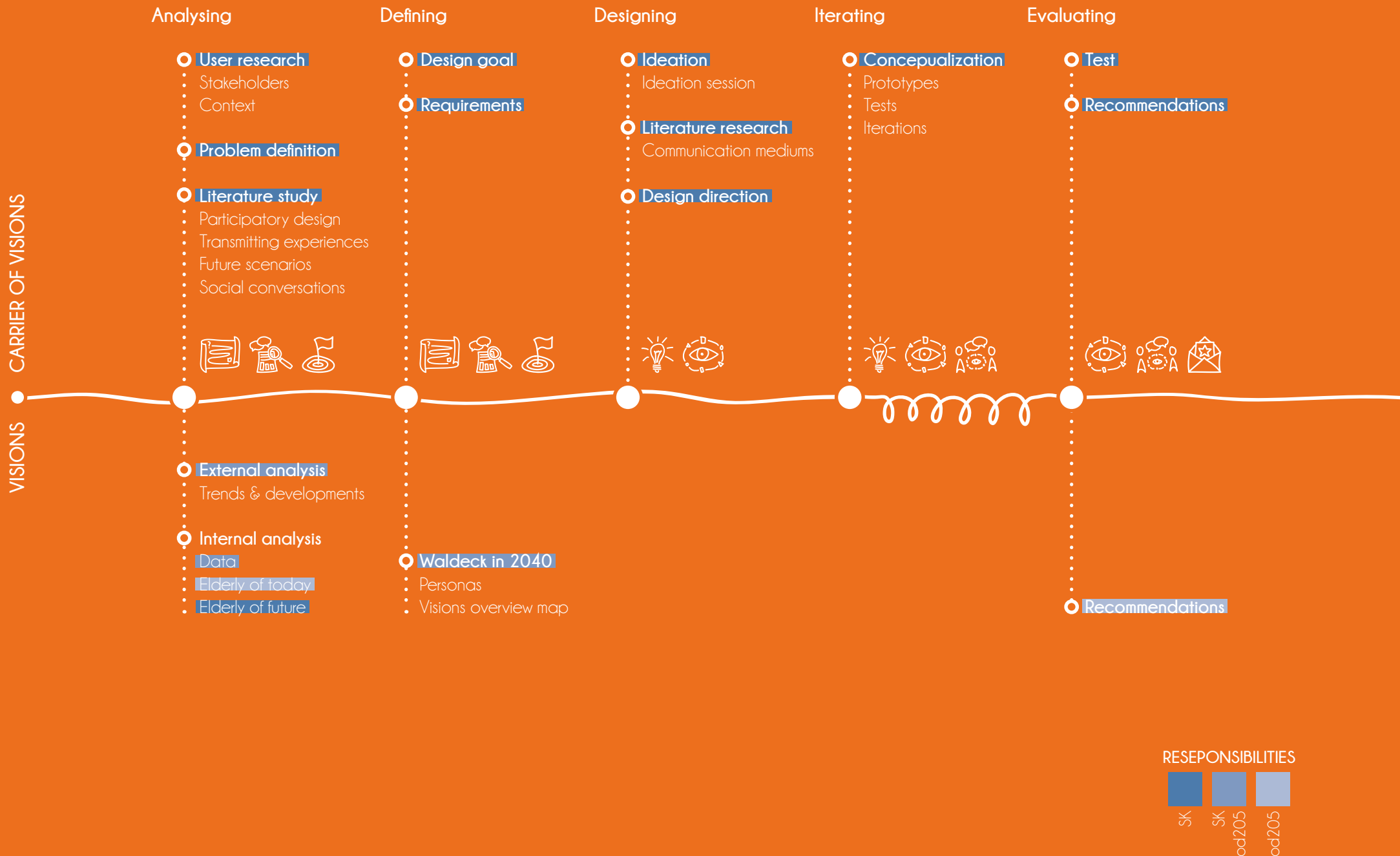


Figure 20. Process of project

In this chapter the literature study is presented which was done to specify the design goal and its criteria.

LITERATURE STUDY

2

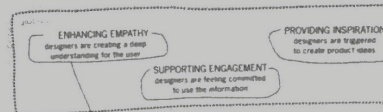


communication

of rich experience information into the design process

3.3 THE STRUCTURE OF THE FRAMEWORK

Choices about which operational means to use affect the qualities of the communication. In design literature, I have not found clear descriptions of links between the operational and theoretical aspects of communication during rich experience information. By creating a framework, I attempt to make explicit links between these domains. For example (see figure 3.3), showing a phase of a user gives a personal impression. The designer notices that this person drinks much, quickly, early at the table etc. The designer gives a feel for the situation and the person. The face on the photo gives a personal impression, and a sense of the other as a full body and blood being, and helps to gain empathy with him.



2.1 RESEARCH APPROACH

The following research question was stated to specify the design goal and the criteria for its solutions:

How to communicate user experiences to the stakeholders in order for them to empathize with the future elderly residents of *Nieuw Waldeck* and make better plans for the future?

The following sub-questions were stated:

- What is the current role of participatory design in urban planning and architecture?
- How to transmit user's experiences with the purpose of achieving empathy?
- How to create plausible future imaginations?
- How to guide social conversations in participatory design?

2.2 PARTICIPATORY DESIGN

In urban planning and architecture

In design literature terms like co-creation and co-design are often used to indicate participatory design. Sanders and Stappers (2008) reviewed both terms. Co-creation is defined by them as "any act of collective creativity" and co-design as: "collective creativity as it is applied across the whole span of a design process". They stated that this approach is already in practise for almost 40 years under the term participatory design. Amongst urban planners the term participatory design is most common (personal communication, od205, 2019). What is the current role of participatory design in urban planning and architecture?

In 2008 Sanders and Stappers created an overview of the evolution from user-centred design towards co-design and what this means for the design process and the role as designer. They stated: "We are no longer simply designing products for users. We are designing for the future experience of people, communities and cultures who now are connected and informed in ways that were unimaginable even 10 years ago." Designers have to approach the design process differently and change their angle from product perspective to purpose perspective. To adapt to this new perspective a fusion of design practises developed, and the role of the designer changed. Users became co-designers and the role of designer expanded. Being a designer is not only about designing a product anymore, but also about facilitating the design process.

Sanders and Stappers (2008) used the architecture and planning design discipline as an example where a bridge is missing in the design process between the different groups of stakeholders: the design team, the user groups and the diverse specialised consultants. The cross-cultural communication between all these different groups could be supported and facilitated by co-design methods and tools.

In 2014 Sanders and Stappers published once more an article about this change in the design discipline. They stated that again, just like in 2008, there has been a movement from designing for people to designing with people. People, companies and organisations are developing an interest in co-design. Following Sanders and Stappers (2014) the practise co-design is growing.

Architects acknowledge the quality of insights about user experience within the design process, but it is put into practice in different ways (Van der Linden et al., 2018). They often give brief attention to it and users are rarely consulted directly. Which implicates the involvement of users is often dependent on the architect's own designated value, sources and imagination. Following Van der Linden (2018) this is the consequence of the lack of accessibility to information formats to provide architects with insights usable within the creative process.

In 2018 the conference, Co-creating the City: "How to get everybody at the table?" was organised about co-creation of the city (WeMakeThe.City, 2018). This conference was part of the festival WeMakeThe.City. At this conference various visions from various

Embassy of Health Conference at Dutch Design Week

During the Dutch Design Week 2019 I attended the Embassy of Health Conference where professionals from different fields went into conversation about the future of healthcare. What this conference showed is that the issue that is tackled in this project is not only present in the urban planning sector. The problem is occurring also in the healthcare sector. People with different professions, interests, concerns and working methods in different disciplines have issues with communicating together, which hinders them when working towards the same goal. At the same time their opinions and visions focussing on keeping their own role relevant and useful, instead of focussing on the person they make plans and decisions for, which was in this case the patient.

backgrounds clearly showed that participation design is not self-evident. This was verified by the experienced designers of od205 (od205, personal communication, 2019). The experiences of the urban planners of od205 stated that in an urban planning design project often an oppositional environment arises (see Appendix 2). If this occurs, the urban planners have to deal with this and act as the connectors between the needs of the residents and the plans of the municipality. The stakeholders, who are not designers, prefer to stay with what they know instead of exploring new ideas, which can obstruct the exploration of the far future.

2.2.1 Insights

Within the design discipline, designing with people is acknowledged as the common design approach. But in practice in the urban planning and architecture design discipline co-designing is not that common. There is a need for communication tools to provide the designers with insights useful for the creative process.

2.3 TRANSMITTING EXPERIENCES

Communication of rich experience information can enhance empathy, support engagement and provide inspiration in the design process (Sleeswijk Visser, 2009). Rich experience information is “information about the details of how people experience specific situations and routines” (Sleeswijk Visser, 2009). How to transmit user’s experiences with the purpose of achieving empathy?

2.3.1 Enhance empathy

By enhancing empathy, the designer creates a deeper understanding of the user. The definition for empathy is relatively vague in the context of design, but it is widely recognised as a quality of the creative process within design practise (Kouprie & Sleeswijk Visser, 2009). Kouprie and Sleeswijk Visser (2009) use the definition “deep understanding of the user and his or her experience including the situation and feelings” to describe empathy in design.

Empathy consists of two components: the affective component and the cognitive component. The affective component is the automatic emotional reaction of the

empathizer which is activated by another’s emotional state. The cognitive component is the ability to imagine yourself in someone else’s shoes and by this getting a better understanding of another person’s feelings. These two components are strongly connected and do not function separately. It is essential for a designer to be aware of the different components and to aim for a balance between the two components when studying users. Kouprie and Sleeswijk Visser (2009) propose to “gain understanding of the user (cognitive), by feeling the user’s emotional state (affective)”. Based on their literature review they stated that for empathy in design it is necessary to step into the world of the user as well as stepping out of this world in order to distinguish and achieve empathy. Accordingly, they proposed a framework for achieving empathy in design.

2.3.2 Process of empathizing

The four phases of achieving empathy are: Discovery, immersion, connection, detachment. See figure 21 for a visualisation of the four phases, based on the framework of Kouprie and Sleeswijk Visser (2009).

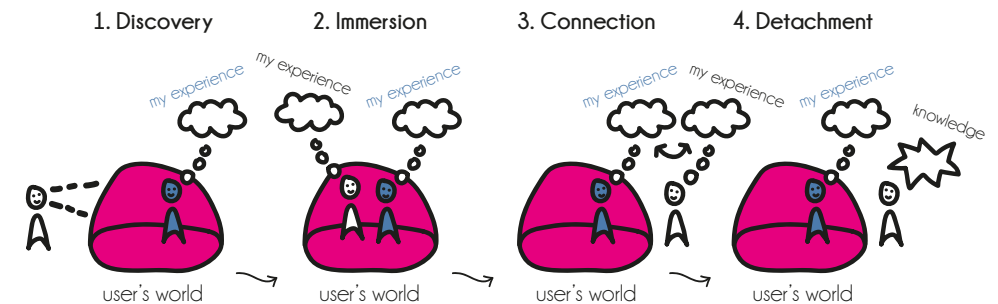


Figure 21. Process of empathizing (Kouprie & Sleeswijk Visser, 2009)

1. **Discovery** is the first phase in which the designer has to achieve willingness to explore and discover the world of the user. The designer’s curiosity and motivation needs to be stimulated, so their mindset will be more open and without judgments.
2. **Immersion** is the second phase in which the designer wanders around in the user’s world. This phase is essential in order to gain knowledge about the user’s world. It requires time and motivation of the designer.
3. **Connection** is the third phase in which the designer resonates with the user by including his own experiences in order to understand the user’s feelings.
4. **Detachment** is the last phase in which the designer distinguishes him- or herself again from the user and uses his new knowledge about the user’s world to generate new ideas which fit into the user’s world.

Achieving empathy is an individual action, but enhancing the understanding of the user is provoked by discussing with (Sleeswijk Visser 2009). During the process of empathizing the ability of imagination is essential in the connection phase when reflecting on one's own experiences. But also, during the immersion phase, when there is no direct contact with the user's world. Communication tools which share the results of a user study can support the ability of immersion in the immersion phase and support the reflection during the connection and detachment phase.

2.3.3 Empathizing asks for active communication

Gaining insights about user experiences can be done with design research methods like contextmapping as is used in the *Ervaar Waldeck* project (see chapter 1.3.2.2). The results of these studies have to be communicated to all the stakeholders in the design team in order to be able to use the information during the creative process. Communicating this information to other stakeholders who did not do the research themselves and let them empathize with the users asks for an appropriate communication medium. The challenge is to keep the richness of the data and at the same time provide information that gives freedom for interpretation. Since empathizing is a process, the achievement of empathy is not only dependent on the choice of medium, but also on the method of sharing the information in the chosen medium.

Sleeswijk Visser (2009) presented some guidelines, for the medium and the method, which are needed to activate certain mechanisms in order to achieve empathy:

- Sensitizing the designers and other stakeholders of the creative process is needed to feel motivated, which activates the curiosity mechanism and gains access to their own experiences which activates the connection mechanism.
- A representation of real people supports the immersion, personification and imagination.
- By making the communication participatory the development of empathy gets expanded. Keeping some information incomplete on purpose and inviting the designer to organize, rate and cluster, activates mechanisms as interactivity and interpretation. Inviting the designer to add their own interpretation to the information activates their feeling of ownership over the information, which results in feeling more involved, committed and responsible.

To enhance empathy when transmitting experiences an active attitude is asked from all the stakeholders in sensitizing and participation.

2.3.4 Insights

The process of transmitting experiences in order to achieve empathy asks for active communication of the stakeholders and can consist of the following phases: Discovery, Immersion, Connection and Detachment.

2.4 COMMUNICATING FUTURE SCENARIOS

We are not able to predict what the future holds for us exactly, but we can speculate about the future and envision possible future scenarios. When communicating these futures scenarios it is essential they seem plausible resulting in the receiver taking them seriously. How to create plausible future imaginations?

2.4.1 Storytelling

Manzini (2015) explains in his book 'Design, When Everybody Designs' the benefit of storytelling as a tool to tackle complex matters within co-design processes. It enables the communication about new ideas and values. By capturing a vision in a scenario, you are able to share your visions with others, which is needed when collaborating. In this case the definition for scenario is "a communicative artefact produced to further the social process of co-designing." (Manzini, 2015). Possible futures captured in scenarios should explain what the world would be like and why these visions are meaningful, in order to motivate to contribute to the conversation about the future. To make these scenarios helpful, they need to include strategies towards the visions.

2.4.2 Familiarity

To make speculative futures credible for the receiver, one of the key aspects is to create a bridge between the perception of the audience of their own world and the fictive factors of the speculative future (Auger, 2013). To create a connection between the users and the speculation, the speculation has to feel familiar to the receiver. If the speculations are too extraordinary, the receiver will not engage in it. Auger (2013) presented some bridging techniques based on the review of speculative design projects to provoke familiarity while presenting speculative scenarios:

- Use a specific space or situation based on current trends and developments
- Use general public knowledge

- Use familiar, but subtle details
- Translate complex language and science into practical solutions

By keeping elements in the speculative futures relatable to the receiver, they will adopt the new speculative futures smoothly as possible truth.

2.4.3 Future scenarios in design

Recently several future imaginations were designed for public space. Six of these projects were reviewed in this project (see figure 22).

A lot of imaginations of futures are missing the user perspective, like the Panorama Nederland (Ministerie van Binnenlandse Zaken, 2019) (see figure 23). This concept focussed on the developments and the landscape and not on the humans. The 'City of Sounds and Silence' (Universiteit Utrecht, 2019) (see figure 24), a mask you can put on that lets you hear the sounds of a future city, was very immersive, but the concept did not give enough specific context to enable a discussion in a meeting with policy makers.

Stimuleringsfonds showed at the Dutch Design Week a future vision on healthcare with the voice of a human and viewing boxes, but the connection between the voice you heard and what you saw was sometimes unclear (World Design Embassies, 2019) (see figure 25). There were no directions given when to look at which scene during which passage.

They also presented Klusplus (Stichting Humanitas, 2018), which has a really positive approach towards elderly people amongst whom loneliness often occurs. It is a prominent problem nowadays, for which Klusplus is a hands-on solution. With Klusplus elderly get activated to participate in their environment based on their own wishes and talents. The goal of the concept is to increase confidence and meaning amongst the elderly. This positive attitude is a factor which can be integrated in this graduation project with the purpose of contributing to the acceptance of becoming older.

Students of the University of Twente presented the Journalists of Future City (Design United, 2019). It had an excellent element of user input. Users were asked to create a news article about the future based on four words from different categories provided on paper cards. The product lacked providing profound information about developments that could influence this future.

Eco village, a project from Renee Noortman of TU Eindhoven (Design United, 2019), to show the impact of people's decisions regarding sustainability (see figure 26). It is an

Project	What is it and what is its goal?	Review
Panorama Nederland	Future perspective on the spatial design of the Netherlands to show major social issues of today as positive key towards structural improvements	Focus on developments and landscape and not on the humans who are living in it
City of Sounds and silence	Sound installation to experience the sounds and silence of the city of the post-fossil future	Not enough specific context to discuss in a meeting with policy makers
Up close & Personal	Five scenarios told by five people with a supporting viewing box showing scenes of the story	Connection between voice and images unclear, no guidance where to look at which moment
Klusplus	Talentscan for elderly to connect the elderly to organisations and companies	Positive approach on elderly, focus on their abilities instead of on their disabilities
Journalists of Future City	Imagination game on how urban life will change because of new technologies to research how well people are anticipating the changes	Lacked providing profound information about developments that could influence the future
ECO Village	Interactive illustration of fictive future city with AR application to show direct impact of people's behavior on the environment	Explanation in AR application by a fictive character living in the city, which was appreciated by its users

Figure 22. Future imagination projects

interactive concept which show people the direct impact of their choices on a fictive city in scale model. A AR application communicated extra information about the user's impact on the fictive city and personal reactions of the residents living in this fictive city as extra information to the users to gain more awareness of the effect of their actions.

2.4.4 Insights

To conclude, storytelling is a suitable method to use when dealing with complex issues and to use as communication method for future scenarios. It is essential to integrate familiar elements to increase the engagement of the receivers. Each of the reviewed imaginations had useful elements, but a combination of the elements was missing, which could strengthen the empathy with future residents and could make the carrier more immersive.

Figure 24. City of Sounds and Silence (Sun City, 2017)



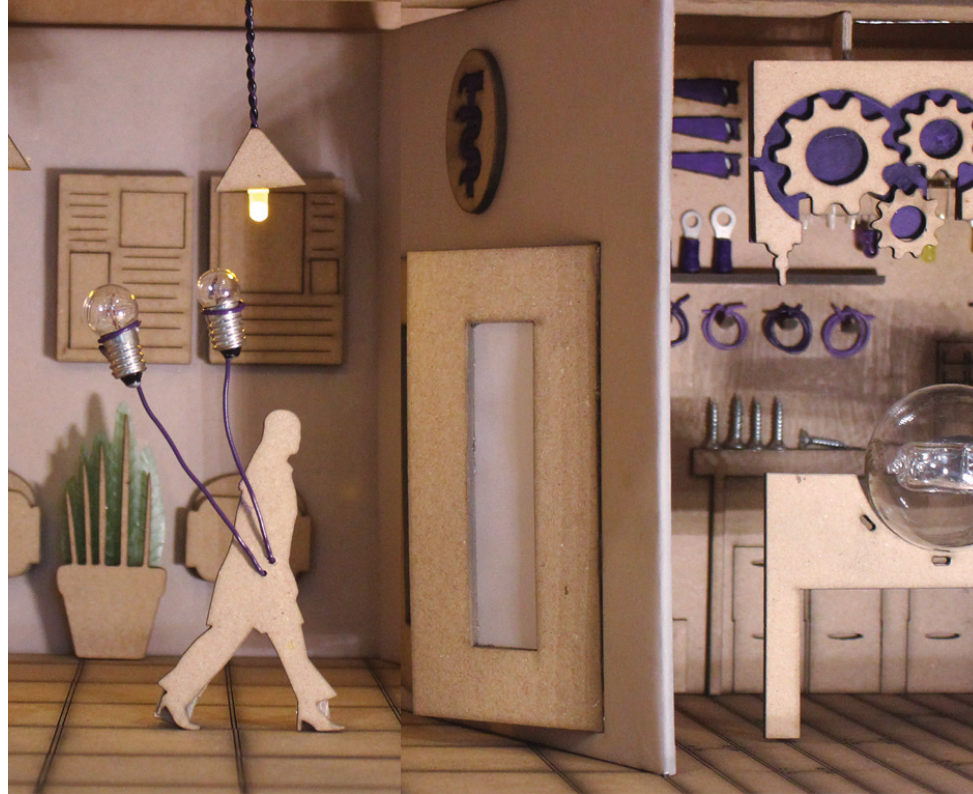
Figure 23. Panorama Nederland (Ministerie van Binnenlandse Zaken, 2019)



Figure 26. ECO Village (Design United, 2019)



Figure 25. Up close & personal (Cortenmaker Algra Feenstra & Waag, 2019)



2.5 SOCIAL CONVERSATIONS

Participatory designing includes sharing ideas with all stakeholders about possible solutions and strategies towards these solutions. These conversations in participatory design can be defined as social conversations (Manzini, 2015). How to guide social conversations in participatory design?

Manzini (2015) presents three categories of design artefacts that can be designed to trigger, support and summarize these conversations. The first one is **conversation subjects**. The vision carrier designed in this project could fit in this category. It has to support a meaningful conversation about the far future between the different stakeholders. The carrier is meant to start and feed the conversation about possible far

futures. However, only with this conversation subject the conversation is not finished yet. Next to a conversation subject, following Manzini, **conversation prompts** can be used to facilitate the conversation and further development of the visions and the strategies (see figure 27 for an example of a conversation prompt). These prompts can be used to design the strategy towards these visions, shown in the visions carrier. To summarize the conversation, **experience enablers** can be created, this could be done by prototypes, some small experiments, but also full-scale pilot projects.

2.5.1 Insights

In brief, besides the carrier additional artefacts are desired to assist the conversation after being immersed into the future and to make progress in the creative process.

2.6 CONCLUSIONS

Based on this literature study several criteria for the solutions of the design goal were set. In order to achieve empathy the concept needed to be a process in which the stakeholders are able to step into the world of the residents and to step out again. For enhancing empathy it is essential that their motivation is stimulated beforehand and that afterwards they discuss their experiences actively with others to enhance the empathy. To let the stakeholders empathize with the future residents the carrier had to show clear pieces of real people. To immerse the stakeholders into the future, storytelling could be used to make the information easily understandable for all stakeholders. To make these future visions credible and plausible, familiar elements had to be integrated in addition to the futuristic elements. The carrier needed to provide sufficient information to make it possible to have a fruitful conversation, but at the same time to leave some uncertainties to stimulate speculation.



Figure 27. Cité du Design (Strategic Design Scenarios, 2017)

In this chapter the design goal is further explained, and the requirements of its solutions are formulated based on the literature study.

DESIGN GOAL

3



3.1 DESIGN GOAL

The research to envision possible futures for the neighbourhood was very elaborated and clear visions were defined about these futures. In the interest of making innovative and futureproof plans these visions need to be communicated in the best possible way to the other stakeholders. That is why these visions need a carrier which can help the urban planners with transmitting these visions to all stakeholders.

These different kinds of people, with different interests, different concerns, different views and different knowledge are what makes this communication so challenging. But you need all these people when making plans and looking for solutions for the future. The aim is not to convert the stakeholders into speaking one language, but they need to understand each other better to work well together. They need to understand the value of looking beyond their own world and to feel free to look beyond their own world.

A **visions carrier** which lets the **stakeholders**
empathize with the elderly residents of *Nieuw Waldeck* in 2040

Transmitting these visions to all stakeholders is one thing, but when actually applying these visions when making plans or finding solutions for the future, means they need to have a feeling of empathy with the future elderly residents. If they are able to empathize with the future residents, they will be able to make plans that meet the residents' needs. The purpose of the carrier is to immerse the stakeholders into the future of a neighbourhood from the perspective of the elderly residents. If these conditions are met, they are stimulated to get inspired by the points of view of the residents in addition to their own professional perspectives. By immersing the stakeholders into the possible future world of the future elderly residents and detach them again, they will be able to get a better understanding of the residents' possible future experiences. By detaching the stakeholders from this world they are able to connect to their own experiences and reflect on the possible future from the perspective of the future elderly residents. When achieving empathy with the elderly residents of *Nieuw Waldeck* in 2040, the stakeholders could start with setting up goals for these possible futures and create strategies towards these goals.

3.2 DESIGN REQUIREMENTS

To reach the design goal of this project, a visions carrier had to be designed. To achieve empathy, the method of sharing the product was also in need of requirements. Based on the user research and the literature study the design requirements were formulated (see figure 28).

3.2.1 Requirements for the visions carrier

The setup of the visions carrier needs to be a narrative from the perspective of the future elderly residents. Personification of the future elderly residents supports the immersion into their world. The visions have to create consciousness of the fact that real people are living in the neighbourhood. The carrier needs to show the demographic changes, the influences of the upcoming trends and developments and reveal the needs of the future elderly residents.

To encourage the conversations about these experiences of the future elderly residents and the future itself, the carrier has to leave room for imagination. The stakeholders have to feel the freedom to add stuff. It has to stimulate their imagination and speculation.

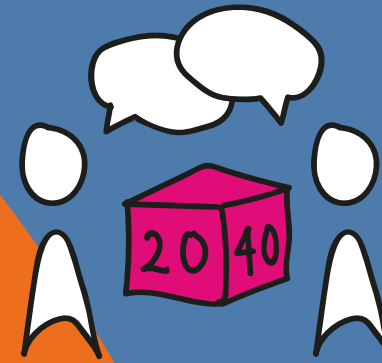
To create plausible visions which seem futuristic, but at the same time familiar, a good balance between existing and new elements is needed.

3.2.2 Requirements for the method of sharing the visions carrier

The method of communicating the visions through this visions carrier has to begin with discovery. The stakeholders have to feel motivated to step into the resident's world. Since we cannot discover what the future holds exactly, the visions that are presented are possible futures, based on well-founded research. This needs to be explained clearly and a setting needs to be created, in which there is room for discussion.

The connection and detachment step after being immersed by the visions carrier has to be interactive in order to stimulate the feeling of being involved, committed and responsible amongst the stakeholders.

Figure 28. Requirements



the method..

has a clear introduction to motivate
has an interactive setup
stimulates the freedom for interpretation
stimulates the feeling of ownership

the visions carrier..

is from the perspective of the future elderly residents
shows the effects of the demographic changes
leaves room for imagination about possible futures
appears familiar to the stakeholders



In this chapter the development of the concept is presented.
This was an iterative process with different design and research activities.

DESIGN ITERATIONS

4



DESIGN ITERATIONS

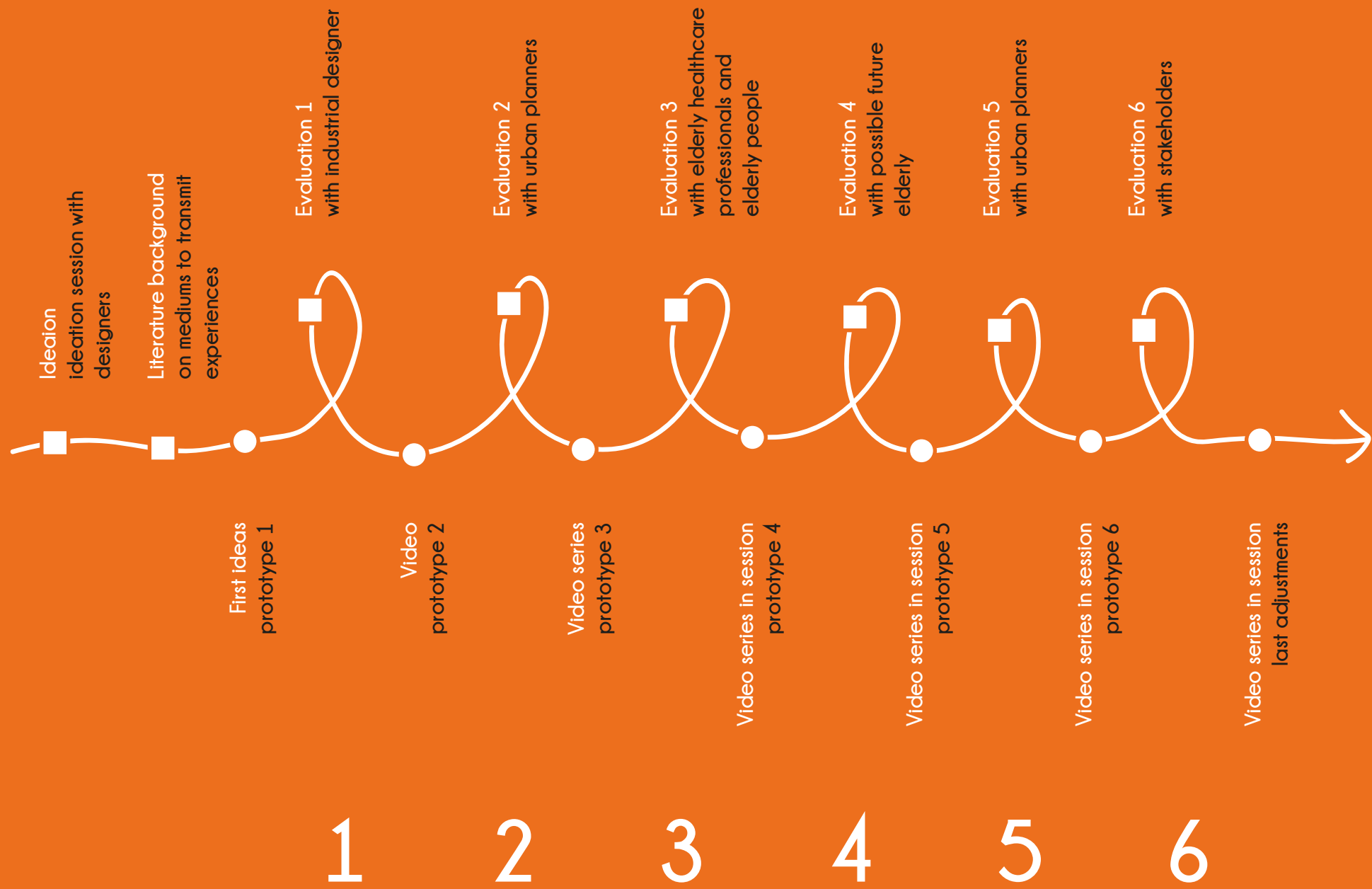


Figure 29. Iteration process

4.1 INTRODUCTION

The design phase consisted of various design and research activities. In figure 29 the iteration steps of this phase are shown. A ideation session was organised, additional literature research was done, prototypes were made and tested multiple times.

4.2 KICK-OFF

Ideation session

To kick off the design phase an ideation session was organised at the office of od205 (see Appendix 9). A session like this is a useful way to generate a lot of ideas in a short amount of time and at the same time to involve the client (which is in this case this is od205) within the design process. Besides involving the employees of the company, some external designers were invited. The goal of the ideation session was to explore the opportunities for design options for the visions carrier with some fresh pair of eyes. Involving different parties with different perspectives gives the chance to share and reflect on ideas and gather feedback. The insights and outcomes of this session are used as inspiration for the concepts. The most promising ideas and their key insights are presented on this page on the right (see figure 30).

4.3 DESIGN DIRECTION

As Manzini stated, complex issues can be made easier understandable by using storytelling (see chapter 2.4.1). Because of the complexity of the visions content, this direction was used as the design direction of the concept. A strong way of communicating the visions would be by letting the elderly residents of the future tell their own story about their life in the future. This was also inspired by the ideation session, where the idea was born to stimulate empathy amongst the stakeholders by giving them a chance to see through the eyes of the future residents. This was a challenge because it was not possible to go into the future and record their story. As alternative for real future stories, roleplaying was used. The personal stories were written, based on all the facts of the visions analysis. In the ideation session mediums like, podcasts and videos were suggested to share this kind of stories. To gain more insight in choosing the appropriate medium to transmit experiences to the stakeholders, additional literature research was done.

INSIGHTS OF IDEATION SESSION

Idea: Through someone else's eyes



Insights

- Let the stakeholders move into the role of resident, to make it immersive and personal.
- Give different personas to stakeholders to stimulate feeling of ownership.
- Start with existing place and add new elements to combine new elements with existing elements.

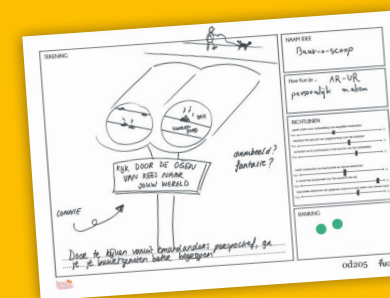
Idea: Interactive podcast



Insights

- Use audio as the dominant communication to leave room for imaginations.
- Give story an open ending to open the conversation and leave room for imagination.

Idea: Neighbour-o-scoop



Insights

- Give the stakeholders the chance to look through the eyes of the future residents to stimulate empathy.
- Use AR or VR to immerse stakeholders into the situation.

Figure 30. Insights of ideation session

4.4 LITERATURE BACKGROUND

Mediums for transmitting experiences

Currently traditional and new mediums are used to communicate user experiences (Sleeswijk et al. 2007). Traditional communication mediums that are used to communicate user experiences, are not considered as 'inspiring' by designers, like written reports, nor encourage an active role of the receiver, like highlight videos. New tools for communicating user experience are being used with the purpose of achieving empathy, providing inspiration and supporting engagement, like personas and scenarios. Several mediums, which can communicate rich information about users' experiences, were reviewed by Sleeswijk Visser (2009) to see which qualities are useful to integrate in tools and techniques, like designing with video and personas.

4.4.1 Using video to establish a creative dialogue

Designing with video is presented as a tool to establish a creative dialogue (Ylirku and Buur, 2007). A video about users' everyday lives is a suitable medium to share the richness of everyday life (Sleeswijk Visser, 2009) and to present pieces of raw data about real individual people, which is an essential element when enhancing empathy (see chapter 2.3.1). The advantage of designing with video is the possibility to create something which can immerse all stakeholders into the user's context by showing them raw data and the interpretation of the designer at the same time. Since the designer is able to choose what to share and how to frame it, which converts the data into his own interpretation. When producing a video about the user's life, the designer has to work closely together with the researcher and the users in the users' context. Because the data is passing by on the screen, the medium is labelled as intangible. Video can be made more tangible by using cards with the frames of the videos and discuss and organize these after watching the videos (Sleeswijk Visser, 2009).

Film is able to support the viewer with accessing the cognitive component of empathy and also the affective component of empathy (Stadler, 2017). The viewer is perceiving images and sounds of the story and at the same time able to reflect on the emotional state of the characters of the story.

4.4.2 Personas as representation of the users

Capturing users' experience in personas is in many cases a less shared activity (Sleeswijk Visser, 2009). When creating a persona, the designer is able to do this by himself and does not need directly involve the users, which is in contrary to designing with video.

Personas are fictional people who represent the users. Personas are formed as a result of analysing raw user data. This medium which communicates rich experience information shows an interpretation of the raw data but is lacking actual raw data itself. By showing the data in personas, the data become lively and provide inspiration to the designers. With personas a language is provided which is understandable for professionals with different backgrounds.

4.4.3 Ethno-science fiction film

In the project MyFutures, Bas Raijmakers et al. (2007) researched how to speculate about futures through so called ethno-science fiction film. They were inspired by science fiction and ethno-fiction and combined interviews of scientists and video-fragments of elderly in their daily life. The way of editing had to allow for multiple interpretations. Film as communication medium was used to make the story easily understandable for everyone. They said: "The films must provoke personal conversations about possible futures." (Raijmakers et al., 2017). This goal is related to the guidelines of this project about *Nieuw Waldeck* (see chapter 3.2). Raijmakers et al. (2017) discovered that talking about possible futures is not about planning your future. They stated that "your possible futures are about how well you are prepared to respond to these once they happen". So, it is not about planning, but about exploring the future, in order to become more prepared for it. Films with an ethno-science fiction setup can support this exploration.

4.4.4 Scenario writing for short portrait videos

According to Eva Aussems (personal communication, November 7, 2019), an experienced creative produce, the attention of the viewer of the video is influenced by the structure of the scenario. People have a limited ability to remember things with their short-term memory. Most adults can memorize seven to nine items with their short-term memory (Marieb & Koehn, 2016). One advice Aussems gave is to keep the scenarios to the point, but at the same time add enough details to keep the viewer interested. By adding a problematic thought at the end of the video the mind of the viewer will be stimulated (personal communication, November 7, 2019).

4.4.5 Insights

Video is a sufficient medium to tell stories and transmit experiences. However, supporting artefacts are suggested to make the information more tangible. Ethno-science fiction can support the exploration of futures. By keeping the scenarios to the point, the interest of the viewer will be maintained.

4.5 FIRST IDEAS

Quick first prototypes

To explore the mediums, a first storyline was written according to the advice of Aussems on scenario writing (see chapter 4.4.4). With the podcast it was possible to script the exact scenario. A soft-script variation of the scenario was written for a short video. For the setup of the videos an ethno-science fiction approach was used, which is explained in chapter 4.4.3. To make the stories plausible, recognizable, about real people and about a real neighbourhood, soft scripted interviews were combined with atmosphere video shots with the main character in her or his neighbourhood.

4.5.1 Insights

When recording the interview fragments for the video prototype it was hard to let the actor tell the story in the right way, using just a soft script. The advantage of using a soft script was to make it more natural. It was very important that the actor told the exact elements to convey the visions as the designers intended them. However, letting an actor in a natural way tell about experiences, she or he did not encounter yet, was difficult.

Recording the podcast prototype went very well. But the expectation that only voice was not enough to immerse the receiver into the experience of the story was confirmed. When presenting only the podcast prototype to another industrial designer as first test case, she felt that images of the atmosphere in the neighbourhood were missing.

4.6 FIRST ITERATION

Video prototypes

These two insights resulted in the choice for a new concept which combined the two concept ideas. See figure 31 for an impression of the design process. The ambience video fragments were combined together with the scripted audio podcast into one video. Two prototypes were made of the videos with each having their own scenario. These videos existed of video fragments and a voice recorded story.

Figure 31. Impression of design process



4.6.1 Insights

When reviewing one of these videos to the employees of od205, they pointed out that the voice was sometimes hard to follow. To support the voice, subtitles were added to the next prototype and icons of the future interventions were added to support every new fact in the story.

4.7 SECOND ITERATION

Video series

On the 27th of November 2019 a conference was organized for healthcare professionals and elderly about the new generation elderly and elderly care. The new version of the two videos, with subtitles and icons where exhibited at the exhibition area of Stimuleringsfonds Creatieve Industrie (see figure 32).

4.7.1 Goal

The goal of exhibiting the first two prototype videos on this healthcare conference was to discover which message professionals of the healthcare sector and current elderly received from the videos. Were they able to empathize with the main characters of the videos? It was an exploration test to see how people react on the videos in general.

4.7.2 Approach

At the exhibition of this conference, two monitors were placed, and each had their own headphones. Each monitor showed a different prototype video. Visitors of the conference first watched one of the videos and afterwards were asked to write down on a post-it what message they got from the story they heard. They could put the post-it on the big poster (see Appendix 10) which was positioned between the two videos.

“What do these sharing places look like? I would like to participate in the development!”

4.7.3 Insights

The participants reacted very enthusiastically after viewing the videos. They noticed the way the residents made use of their neighbourhood. They showed empathy with the residents. One of them said: “Despite all the initiatives, the woman still feels disconnected and lonely.”

The videos provoked questions, but at the same time stimulated the participants’ imaginations and opened interesting conversations about the possible future. One of the participants reacted with: “What do these sharing places look like? I would like to participate in the development!” They had the ability to speculate about the unknown, after receiving only part of the details through the video.

One of the videos was one minute longer than the other. This video was perceived as too long to one of the participants. This storyline could be told more concise.

Another participant reacted with “Is this the far future? This could be way earlier than 2040.” The question is whether this was because the visions content is too close to the present or whether the videos created a recognizable and imaginable image of the future. This presentation of the future can gain more credibility when this future is not presented as end moment, but as a moment in the future which is continuing, such as in figure 3 in chapter 1.1.

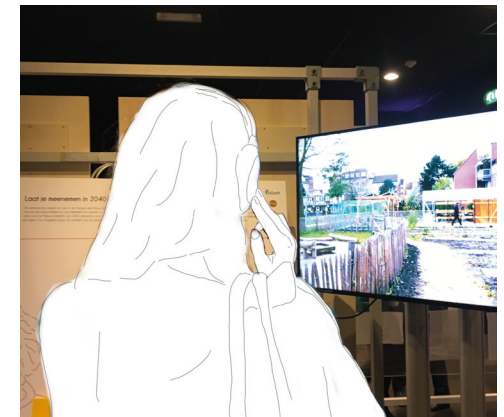


Figure 32. Impression of evaluation at conference

4.8 THIRD ITERATION

Video series with post-conversation

The two videos with subtitles and icons were also tested in a session with two possible future elderly residents to determine if the videos were comprehensible and if they were able to take in and reproduce the information. They had to view one video separately from each other. Afterwards they were asked to write down what they had seen and heard in the video. The next assignment was to explain to each other what they had seen, in order to form a more complete image of this new world in 2040.

4.8.1 Insights

This conversation was unstructured, and this resulted in a conversation that went in all kind of directions. After the conversation they were asked about the icons they had seen in the videos, which apparently, they did not remember until I showed them the icons again. For this reason, the following batch of videos will show the icons longer and more highlighted. Also, some key words of the scenarios will be highlighted in the subtitles. In the next sessions the icons will also be available at the beginning of the conversation as conversation prompts, to make the videos more tangible (see chapter 4.4.1) and to support the conversation (see chapter 2.5). During this session a new step will be integrated. After the conversations part two will be introduced, in which the users are going to use the information they received to strategize for the future, by designing the first step for the next 5 years towards some of the interventions.

Figure 33. Impression of evaluation at od205



4.9 FOURTH ITERATION

Video series in session

Two new versions of the second batch of videos was made, together with two new videos. These four videos were tested with the employees of od205 in an interactive session (see figure 33).

4.9.1 Goal

The goal of this test was to see if the series of videos could enhance the conversation about the future.

4.9.2 Approach

Each employee watched one of the videos and had to write down two things about the future resident that told a story in the video. Beforehand, they were told that they had to explain afterwards to each other what they had seen and heard. They shared their experience after watching the videos with each other. During this conversation icon cards were provided which corresponded with the icons shown in the videos. After sharing their information with each other they were asked to choose two interventions (by ranking them) and to design the first step for the next 5 years towards the two interventions.

4.9.3 Insights

During the session there was some confusion about the purpose of the videos and the conversation. The session was too open. Therefore, the introduction of the session had to be clearer and the motivation of the envisioning had to be better explained. The instruction on what to extract from the videos was still not clear enough judging the outcome. In the next version of this form, two questions were stated, to give the stakeholders more direction.

The icons as conversation prompts were a positive addition to the conversation and really helped explaining and communicating about the visions. At the same time, they also were not too explicit, which stimulated speculating and fantasising about the solutions in the second part of the session. The employees were able to develop concrete steps for the first 5 years.

4.10 FIFTH ITERATION

Video series in session

Based on the previous test, the forms provided during the session were improved together with the introduction. In the introduction two things were added:

1. The purpose of envisioning: visions were needed to make strategies for the future.
2. The goal of the session: evaluating the visions and speculating about the possible futures.

The assignment for viewing the videos was specified with two questions (see figure 34):

- Which connection does the resident have with the neighbourhood?
- How does the resident make use of the neighbourhood?

This all was tested with the stakeholders during one of the 2-monthly sessions of the *Ervaar Waldeck* project..

4.10.1 Goal

The goal of this evaluation test was to validate the visions carrier by the stakeholders.

The research questions were:

- How did they experience the use of the visions carrier when communicating about the future?
- How could this residents' perspective on *Nieuw Waldeck* of the future be part of the process of redesigning the neighbourhood?

4.10.2 Approach

The test started with a short introduction into the subject of the session. The motivation for envisioning a future for *Nieuw Waldeck* was introduced. The purpose of the session was explained. It was mentioned that the representations of the visions were possible futures and there would be room for clarifying uncertainties and adjust the visions later in the session. Each stakeholder got to watch one of the videos with the corresponding form with the two questions they had to answer about the video.

After watching the videos (see figure 35), they shared their experience with each other. They used the icon cards to explain the story they heard and saw. While sharing, they filled in the uncertainties they had by discussing the options with each other.



Figure 34. Assignment cards

"I think it is a great addition on statistics and policy documents, because you can empathize better."



Figure 35. Impression of evaluation with stakeholders

4.10.3 Insights

The videos provide the stakeholders direct insight about how the future could feel. One of the stakeholders said: "I can empathize with the future residents in this way." And another said: "I think it is a great addition to statistics and policy documents, because you can empathize better."

The acceptance of these future visions was encouraged by showing daily activities in the videos. The person that represented the residents amongst the stakeholders said: "Someone tells about this own normal daily life and includes some futuristic vision elements. This is supported by images and sound. It introduced the future imaginations which come across as very natural and make it easier to get used to."

A positive side effect of sharing multiple stories made the stakeholders realise that there is not one general perspective of the residents on the neighbourhood.

The stakeholders thought that viewing the videos and discussing them afterwards was a good way to inspire and trigger the conversation. For using the insights shown in the videos when making the plans extra supporting information would be useful to provide. The representative of the municipality mentioned: "In order to do something with it directly, we would like to know how big the chance is that the future will go into this direction. An organization such as the municipality, would want to know whether they should invest in this for the future and how high the chance is that it is going to work." She was open to learn more about the visions and delve into the substantiated information which validates the visions. She suggested to reserve some space in the plans for the preparation for these future interventions.

4.1 1 SIXTH ITERATION

Last adjustments

In the introduction of the session the phenomenon aging society is presented. To emphasize the effect of the growing amount of elderly in size and proportion more, video fragments of the existing videos can be replaced by video fragments of elderly in the neighbourhood. This is integrated in the fifth video of the series.

To enhance the empathy amongst the stakeholders the connection step is added to the session by asking the stakeholders the following question: Which of the residents do you identify yourself with?

To validate the visions as realistic possible futures, all the deliverables of the *Ervaar Waldeck* project will be presented as a complete package: The overview map of od205, the future life stories (the concept of this graduation project) and the additional background information all of which validate the results (see figure 36).

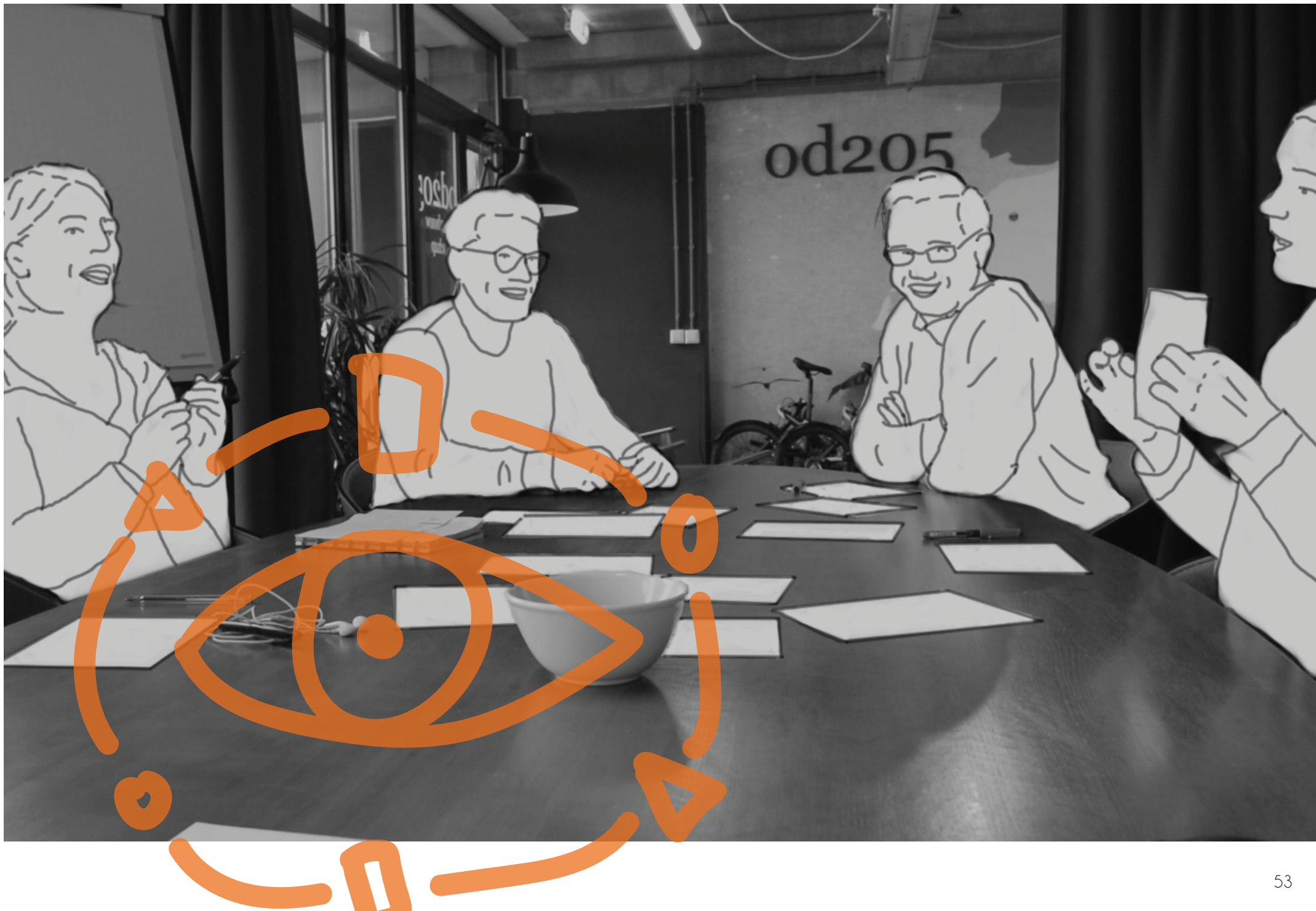
Figure 36. Deliverables Ervaar Waldeck project



The concept of the visions carrier, “I live in.. the future”, is presented in this chapter. It explains the main characteristics of the concept and its usage.

CONCEPT

5



5.1 “I LIVE IN.. THE FUTURE”

The concept is called: “I live in.. the future”. To communicate the possible future visions to the stakeholders all the elements of the visions are integrated in five future life stories. In five short videos of the series “I live in.. Nieuw waldeck” fictive future elderly residents of *Nieuw Waldeck* tell their story about their daily life in 2040 in *Nieuw Waldeck* (see figure 37). The five storylines are based on the future visions, which are created together with od205 (see chapter 1.3).

5.2 “I LIVE IN.. WALDECK”

5.2.1 Storylines

Every story starts with an introduction of all the future residents of the neighbourhood, to show a viewer of one video, that the series consist of more than one video. Before the story starts, the main character is introduced by a voice. Every story is told from the perspective of a future elderly resident of *Nieuw Waldeck*, the main character of the video.

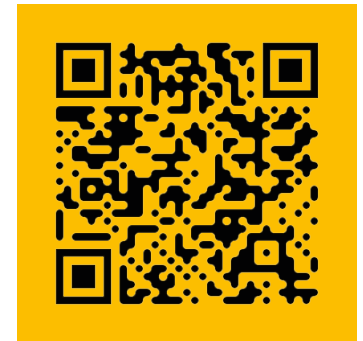
Every storyline consists of the same set of elements:

- Personal elements about the main character’s life
- The connection the main character has with the neighbourhood
- Future interventions
- The main character’s experience with these interventions in the future
- Problematic thought from the main character

How these elements are filled in by the main character is different for every storyline. In figure 38 is shown which key elements are incorporated in which storyline. See Appendix 11 for the scripts of all the videos.



SCAN ME
TO SEE ALL
VIDEOS



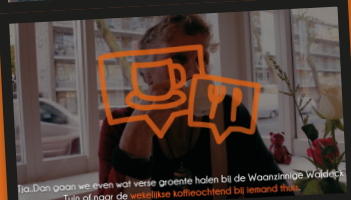
Wij wonen in.. Waldeck



Figure 37. Impression of videos

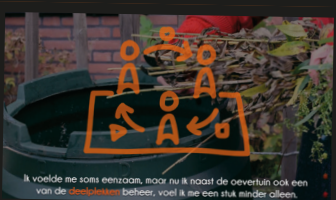
Ik woon in..

Waldeck

MANDY
72 jaar

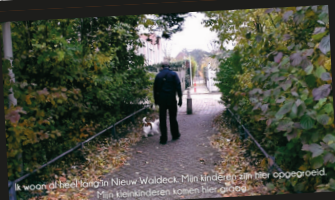
Ik woon in..

Waldeck

EVELIEN
67 jaar

Ik woon in..

Waldeck

VICTOR
62 jaar

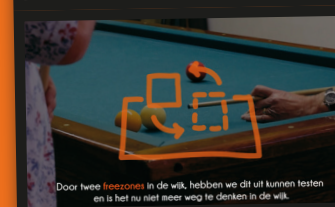
Ik woon in..

Waldeck

HANNAH
63 jaar

Ik woon in..

Waldeck

RYAN
84 jaar

KEY ELEMENTS - STORYLINES OF VIDEOS

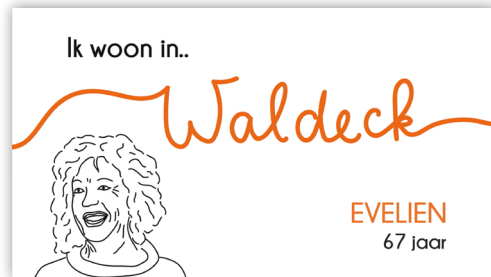
	Mandy	Evelien	Victor	Hannah	Ryan
Connection with neighbourhood	• Visits weekly coffee mornings • Family lives in the neighbourhood	• Maintains lakeside garden • Maintains sharing system • Making theater together with neighbourhood children	• Neighbours help with keeping an eye on his demented wife • Maintains community garden	• Enjoys the calmness • Social life more outside the neighbourhood	• Initiator of neighbourhood activities • Contributes to social cohesion in the neighbourhood
Future interventions for public space	• Movable coffee mornings • AR-directions • Shared mobility facilities • Delivery hubs	• Sharing system • Maintenance robots • Space to rest • Offline & online integration	• Geo-fencing • Adaptive roads • Multifunctional meeting space	• Multifunctional meeting space • Shared mobility facilities • Delivery hubs • Maintenance robots	• Diner platform • Virtual social diner facilities • New connections • Freezones • Radiation free zones
					
Aging society	• Aging independently • Social network of elderly	• Individual society • Elderly contribute to society	• Aging independently • Search for caretaking solutions	• Aging independently • Search for activities	• More elderly • Social network of elderly • Elderly contribute to society
Problematic thought	• Wants to keep her freedom in mobility, without using shared cars	• Searching for connection and being of value since she is not into the online world as everyone else	• Wants to keep his freedom within the neighbourhood when becoming more dependent on others	• Searching for connection and being of value, since everything is automatic and doing the work for you	• Worries about the amount of radiation since increased use of electronics in neighbourhood

Figure 38. Key elements of the future life stories

5.2.2 Visual aspects

To give the story visual background, while listening to the story, atmospheric video fragments are shown. At the same time to keep the focus on the story, which is told, the video has subtitles (see figure 39).

The future interventions are highlighted by showing icons of the specific interventions as overlay on the atmospheric video shots, to give the viewer a starting point of imagining the future interventions. Also, some keywords of the story are highlighted, to grab attention.



Introduction of episode

Elements about personal life



Subtitles

Problematic thought

Ik woon in.. Waldeck - Aflevering 2: Evelien

Aflevering 2 van de serie "Ik woon in Waldeck". Het is 27 november 2040 en Evelien woont al meer dan 20 jaar in Nieuw Waldeck. Evelien is 67 jaar en actief initiatiefnemer in de buurt. Iedereen is altijd welkom bij haar thuis voor een goed gesprek of voor advies. Ze haalt haar energie uit de levendigheid in de buurt.

Ik voelde me soms eenzaam, maar nu ik naast de oevertuin ook een van de deelplekken beheer, voel ik me een stuk minder alleen. Die deelplek zit hier vlak om de hoek en je kunt er van alles lenen, van tuingereedschap tot naaimachines. En uit de hele buurt komen hier wekelijks buurtbewoners voor langs. Zo heb ik Ryan, de buurman van drie straten verderop, leren kennen. Hij geeft leuke workshops in onze buurt en ook in de rest van de stad. Het bleek dat hij veel van planten weet, dus hij komt na de winter meehelpen in de oevertuin. De mooie rozenstruik in de oevertuin heb ik ook aan hem te danken. Ik beheer de deelplekken dan ook met plezier en ik maak hierdoor weer leuke nieuwe dingen mee.

Het is een heerlijke groene buurt waar we met z'n allen hard aan werken om het gezellig te maken. Jong en oud, iedereen helpt me! Die beheerrobots zijn makkelijk te bedienen met de tablet. Laatst stond Jip, van hierachter, voor de deur die een metaaldetector kwam lenen om zijn sleutel te zoeken op het pad. Bleek dat de beheerrobot deze al netjes bij Lost&Found had geregistreerd. Dus in plaats van de metaaldetector kon ik hem meteen zijn verloren sleutels teruggeven. Naast de buurt onderhouden kan deze beheerrobot dus ook nog de buurt helpen wanneer buurtbewoners iets verloren zijn. Ik ben benieuwd wat voor nieuwe functies er volgende maand worden toegevoegd bij de jaarlijkse update.

Ik vind het heerlijk om te wandelen hier in Waldeck. Er zijn leuke plekken waar je even kunt rusten. Daar kan ik gemakkelijk een paar uur lekker zitten genieten en om me heen kijken hoe iedereen bezig is. Er wordt veel gebruikt gemaakt van deze plekken door ouderen, helaas zien zij niet altijd al het moois wat om hen heen gebeurt. Ze zitten veel op hun eigen device en kijken niet om naar de omgeving om hen heen. Nu die sociale contacten online zo belangrijk zijn voor mensen, voel ik vaak een barrière om contact te maken. Ik heb hier altijd weinig mee gedaan, ik vond het nooit echt nodig. Ik heb het wel gebruikt, maar het was niet echt aan mij besteed en nu is het allemaal weer vernieuwd, ik heb geen idee wat het precies is... Het verbindt alles aan elkaar en je kunt met een bril in een digitale wereld kijken ofzo? Ik vind het ingewikkeld en ik wil niet dat alles wordt geregistreerd wat ik doe. Dat iedereen alles weet of dat alles gecontroleerd wordt. Vind het maar griezelig. Alleen ik voel me nu wel beetje geïsoleerd van de rest.

Ik vraag me af of ik nu nog in moet stappen om die connecties met anderen makkelijker te kunnen maken, of dat het toch te laat is om nog mee te kunnen komen.



Icons of future interventions
& keywords highlighted

Future interventions

Connection with neighbourhood



Atmospheric video images

Figure 39. Explanation of the videos

5.3 EXPERIENCE THE FUTURE LIFE STORIES

Since empathizing is a process (see chapter 2.3.2), experiencing the videos is not just seeing the videos itself. Empathy will be enhanced by discussing and sharing with others. To support the process of empathizing the stakeholders get a short introduction and an assignment at the beginning of the session, before viewing the future life stories of the elderly residents of *Nieuw Waldeck* in 2040. It is essential they know why they need to watch these videos and what they need to do with it afterwards. So, they know where to pay attention to. In the introduction the reason is stated why the visions were created in the first place: to stimulate their thinking and envisioning from a human perspective when making urban innovation plans. This perspective is in this case the future elderly residents point of view. It included a short explanation of how these visions were created in order to support their credibility. The introduction ends with mentioning that the visions are possible futures and that the goal of the exercise is to evaluate and speculate about these possible futures. By mentioning this an open and friendly atmosphere is created in which the stakeholders feel free to share their opinion. (See Appendix 12 for the introduction script.)

To stimulate the feeling of ownership, each stakeholder in the group gets the responsibility for one of the future life stories. Before watching the videos (see figure 40), they will be notified of this procedure. After watching the videos, they will share with each other what they saw in the videos. Not getting to see all the videos at first has multiple reasons. First, people have the ability to remember a limited number of elements (see chapter 4.4.4). Second, knowing the fact that others do not see what they see needs to stimulate their responsibility to absorb and share their knowledge they gained from the video with the other users. Third, not watching all the videos, but only one, saves time.

They get a form to fill in while watching the video, which has two questions on it (see figure 41 and Appendix 13):

- Which connection does the resident have with the neighbourhood?
- How does the resident make use of the neighbourhood?

By explaining to each other what they heard and discuss together (see figure 42), the unclear and unknown matters become clear. The goal is to provide everybody with all the different perspectives not by only seeing and hearing, but also by sharing through discussion. When explaining and speculating about the future life stories, an active attitude is asked of the stakeholders. Also, by not revealing all the details of the future interventions, the stakeholders are invited to speculate and use their imagination. This

Figure 40. One of the stakeholder watching one of the videos



Figure 41. Filled in assignment cards



post-conversation is supported with a card set of the future interventions and the three needs of the elderly of the future which correspond with the videos (see figure 43 and Appendix 14). The stakeholders could use these to support their explanation.

To conclude the conversation about the future life stories the stakeholders are asked to share with which story they identify themselves. The purpose of this is to connect the stakeholders to the future elderly residents.

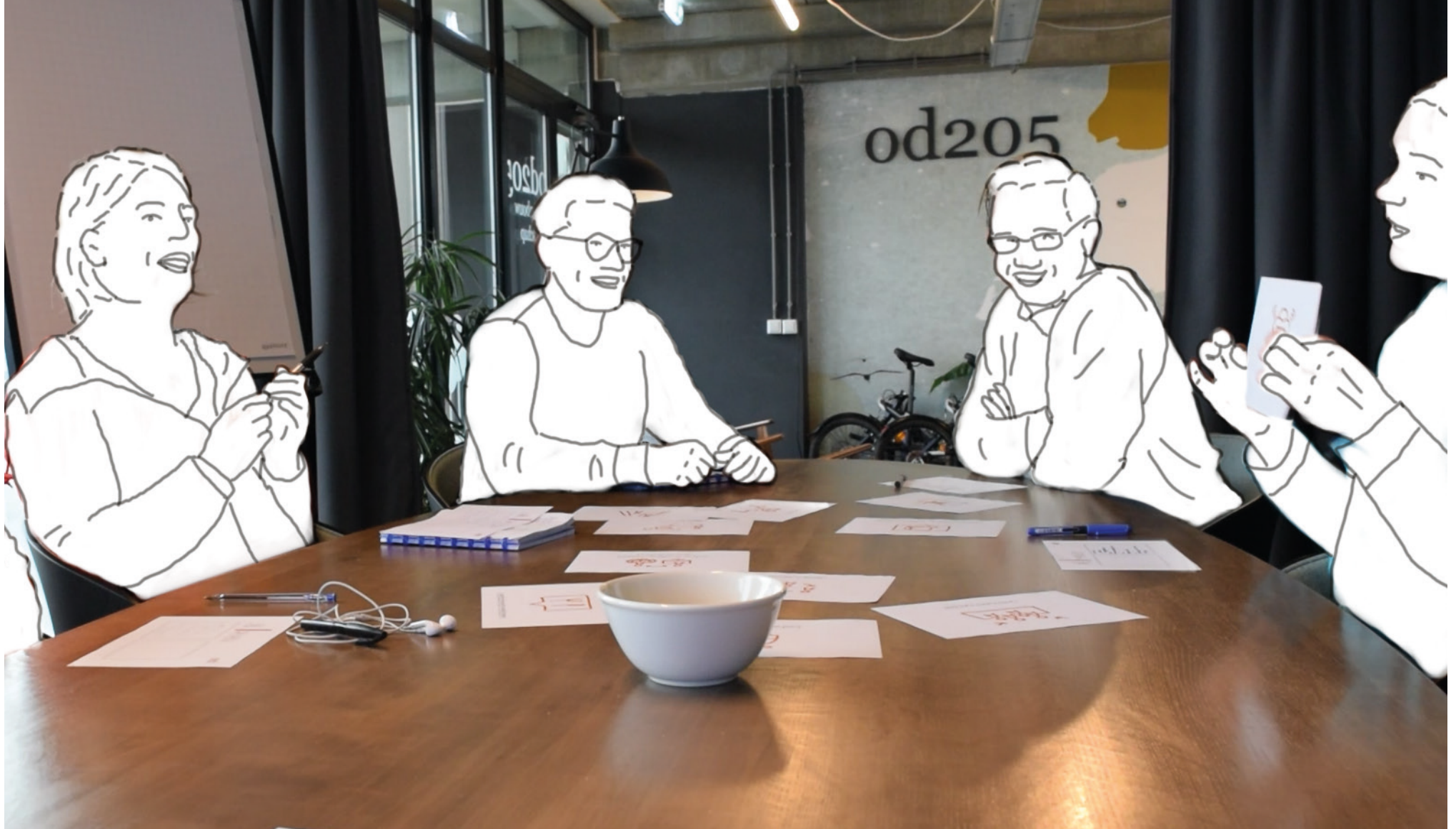


Figure 42. Stakeholders having a conversation



Figure 43. Conversation card set

5.4 USING THE FUTURE LIFE STORIES

The next step, after empathizing with the future elderly residents, is to strategize how to prepare for this future. By doing a follow-up exercise the stakeholders are invited to define which actions need to be taken and what will need more attention. The interventions presented in the videos will be used to support this strategy exercise (see figure 44).

5.4.1 From visions towards strategies

The stakeholders have to choose a couple of the interventions which interest them the most to make the exercise manageable. This can be done with ranking stickers, three for each person, so everybody has a equal say (see 45 for an example). For these interventions they will specify the first step of the strategy towards this future interventions (see figure 45 and Appendix 15 for the strategy form). In smaller groups of two to four people they will get one of the interventions and they have to brainstorm about the steps which needs to be taken to realize the interventions and specify the actions which are realistic and achievable in the next coming 5 years (see figure 46).

5.4.2 From strategies towards actions

The urban planners can use the outcomes of this session to create spatial advices and plans in which the human perspectives is integrated, incorporating solutions which meet the residents' needs. By involving all the stakeholders into this creative process with an exercise like this, their engagement of the advices and plans is stimulated (see chapter 2.3.3).

2030

2025

IDEE

inventarisatie belangrijke routes om veiliger te maken

Verouwerd types inventariseren en kijken naar trends

- stopjes
- stints
- elektrische fiets

Technologische mogelijkheden aftesten en kostenplaatje digitale looproutes met begrenzing

pilot geo-fencing

Veranderbare paden in verzorgingshuis uit testen

Hout/tielpad anders regelen per tijdstip.

NAAM

TOEPASSING

geo-fencing

veranderbare paden

od205 TU Delft

veranderbare paden

Figure 45. Example of outcomes of strategy exercise

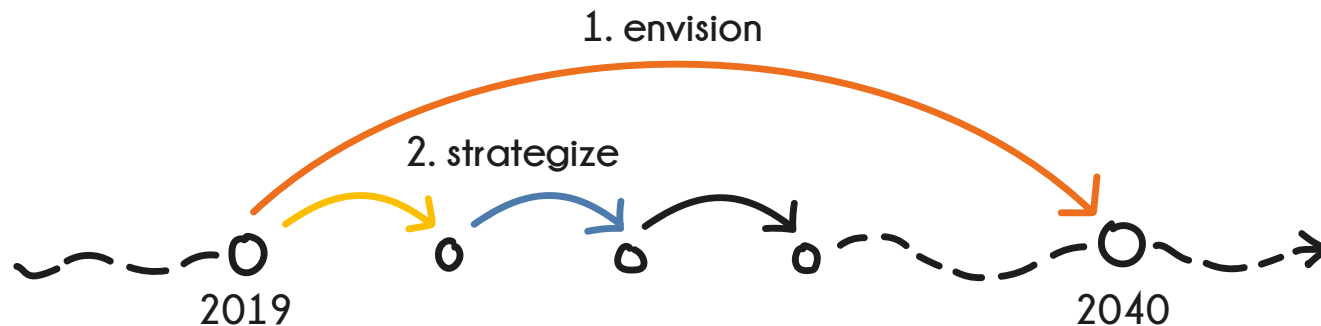


Figure 46. Process of making plans for the future



Figure 44. Stakeholders during strategy exercise

The concept is evaluated with employees of Gemeente Den Haag and designers of od205.

EVALUATION

6



6.1 GOAL

The goal of this evaluation test was to gain more insight about the validation of the concept amongst the stakeholders. The concept had to be assessed against the requirements (see 3.2). Therefore the following research questions were formulated for this evaluation:

- How did they experience the use of the concept when communicating about the future?
- How could this residents' perspective on *Nieuw Waldeck* of the future be part of the process of redesigning the neighbourhood?
- How would the stakeholders use this concept?

6.2 APPROACH

The concept as described in chapter 5 is evaluated with the employees of Gemeente Den Haag: an urban planner, a landscape architect, a district employee and a welfare, youth and participation employee which are all involved in the *Ervaar Waldeck* project and with two urban planners of od205 (see figure 47 and 48). The session ended with an evaluation conversation about the concept, guided by the research questions.

Figure 47. Stakeholders watching the videos



6.3 INSIGHTS

The setup of the session invited all the participants to actively participate. They all felt comfortable to share their personal experiences and were able to create a connection from the experiences of the characters to their own experiences. It encouraged them to focus on collaborating towards a common goal, instead of fighting for their own interests. They acknowledged the visions as a credible and a realistic possible futures and they took the freedom to speculate about the uncertainties of the future visions.

The experience provided clear insight on the possibilities for the future. It was easy to follow and the test participants appreciated the positive perspective and approach from the possibilities instead of the impossibilities. The concept inspired to speculate about these possibilities for the future. The different perspectives on the future made the participants aware of the different needs of different people and the different needs of a new generation of elderly.

In the participants' opinion it is worth the effort and essential to listen to the residents and to explore how to connect social and physical aspects. This concept is an innovative method to experience how the future interventions are experienced and can applied in daily life. It brings people 'into the future'. The participants saw the concept as a tool to stimulate thinking from a positive perspective and from possibilities instead of limitations, approaching issues with an integral perspective.

The designers thought their discipline could benefit from the concept in at least the participatory projects, but preferably in all design projects if time, money and the cooperation of client this allows.

What is remarkable to point is the fact that while showing the participants the same information as in the previous test session, it provoked different conversations and had different outcomes. These conversations and outcomes were all useful for the urban planners to work with.

The municipality suggested to use the concept as a conversation starter between residents and the municipality, since the concept was easily comprehensible for everybody regardless of their background.



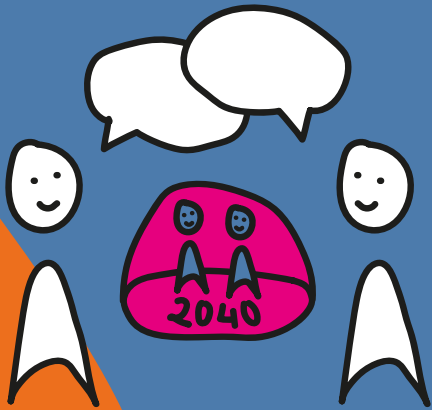
Figure 48. Stakeholders during the strategy exercise

In this chapter recommendations are given for the concept
“I live in the.. future”.

RECOMMENDATIONS

7





7.1 POSSIBLE IMPROVEMENTS

Based on the last evaluation the concept was assessed concerning the requirements (see chapter 3.2). All requirements were met, although some aspects can be further developed.

7.1.1 Optimizing visions carrier

To improve the videos, further research can be done into the effects of video editing on achieving empathy. For this the involvement of experts and researchers in videomaking is suggested. It is also recommended to involve experts in integrating visual aspects into writing to improve the scripts of the stories. Since the current videos were developed with limited time, skills and knowledge about filmmaking, progress can be made in this area.

7.1.2 Optimizing the method

To optimize the method for the interactive session the design of the conversation cards can be further explored and tested to determine how these can support the conversations best.

The strategize step needs further development in collaboration with the urban planners. The insights of the sessions can be translated to concrete advice for the plans of restructuring the public space. This advice can function as support for the stakeholders.

The multiple sessions that were done during the process show that working with different people resulted in different conversations and outcomes, which were all useful insights for the urban planners to base their advice on. This observation made them aware of the benefit of involving others into the project and demonstrate to them how to profit from a variation of experiences and knowledge. Extra sessions can be executed to gain more insight as input for their advice.

7.2 POSSIBLE GROWTH

There are possibilities to further evolve this concept. Therefore some suggestions are recommended.

7.2.1 The future is dynamic

This concept can be transformed into a 'living' project. By adding and deleting videos to the series the information can be kept up to date. The future is not set. Situations and expectations can change. Therefore, by adjusting the video series in the future they will stay relevant over time.

7.2.2 "I live in.. another neighbourhood"

To make the concept accessible for other neighbourhoods clear instruction material could be created. This way the concept is adaptable to other neighbourhoods and the human perspective can be integrated into the plans of other neighbourhoods.

In this instruction material the approach of the research into the future elderly residents can be adjusted, so the results are smoothly integratable into the concept, since the outcome format is already known. Therefore the research can be done more effeciently and effectively.



After completing the project, a reflection was done on the topic, process and results of the project. This reflection is presented in this chapter.

REFLECTION





Designing for public space

Architecture was a discipline I was introduced to when I was born, since both my parents were architects. Also, the reason why I did not want to study architecture, stubborn as I was. But my heart could not resist the passion for designing. The choice was made to study Industrial Design Engineering almost seven years ago. So, to surround me again for my final project with designers involved in the architecture, urban planning and landscape discipline, but this time not as a daughter, but as almost graduate MSc Design for Interaction.

For the last five months I got myself acquainted with the world of urban planners and landscape architects. Which was for me, before I started, the same as my world of the last seven years, but with different design challenges. How little did I know. od205 openly welcomed me and gave me the chance to explore this new discipline and to discover how a future industrial designer, like me, could contribute to this world of spatial design.

During the entire project, even in the last week, I was constantly surprised by the steps which can still be made in the design for public space in the aspect of involving users. I cherish the progressiveness of od205 in their work approach and their mindset in comparison to others in their field. I hope my work and the new knowledge I provided can contribute to this.

Process of the project

In the beginning of the project, the problem definition stayed rather vague. During intensive collaboration with the designers of od205, I was able to determine my role in the Ervaar Waldeck project as user researcher for the future vision they were creating. After convincing them to research the elderly of the future instead of today of the future, I could assist in gaining insight in this new target group bringing my skills and knowledge.

During these research activities I had the chance to observe and talk with all the stakeholders of the project. Gaining an overview of the context, the process of restructuring the public space of *Nieuw Waldeck* and the gap that needed to be filled within this process with my expertise. This supported me in specifying the problem and therefore the design goal of my graduation project.

Since I worked closely together with my supervisory team it was easy to be on the same page about the project, without writing it down. The abstractedness of the problem definition did not obstruct my design process, but when completing my story for this report I obtained some difficulties with putting everything clearly and logically into words.

I discovered my strengths are more in researching and designing and less in reporting scientifically. For this reason, I tended to focus less on reporting, which backfired on me, but opened my eyes in time.

Managing the project and keep my goals realistic was something to maintain during the entire process of this project, especially because of the abstractedness. This worked out well for me, I was not afraid to make choices and was able to keep my goals realistic and feasible.

I was pleasantly surprised by the openness of all the people I researched, both future elderly residents and the stakeholders. When being in direct contact with users it is a challenge to gain more personal information. This is what inspires me the most, but is also the most difficult to obtain. I was very pleased with the achievement of making the research participants comfortable enough to share their personal thoughts.

Results of the project

Before the start of the project I stated the ambition to achieve the goal of the project and to create a result I am proud of. Looking back, I can say I met this ambition. The results got positive feedback of the stakeholders. They were interested in using the insights in their plans. I hope also this way of working will be implemented more in urban planning and architecture. Creating something which is valuable for others is what makes designing satisfying for me.

I'm proud I did not hold back because of my personal preferences and abilities. When looking back to the past I was not a fan of presenting and story writing nor very skilled in videomaking. Somehow, I managed to integrate all these elements into the concept. Which really brought out my perfectionism and encouraged me to suppress it when it obstructed progress.

All things considered, I believe I have executed a wonderful project which contributed to my personal growth and resulted in future life stories we can all learn from.



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9



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Figure 7: od205. (2019). Happy routes.

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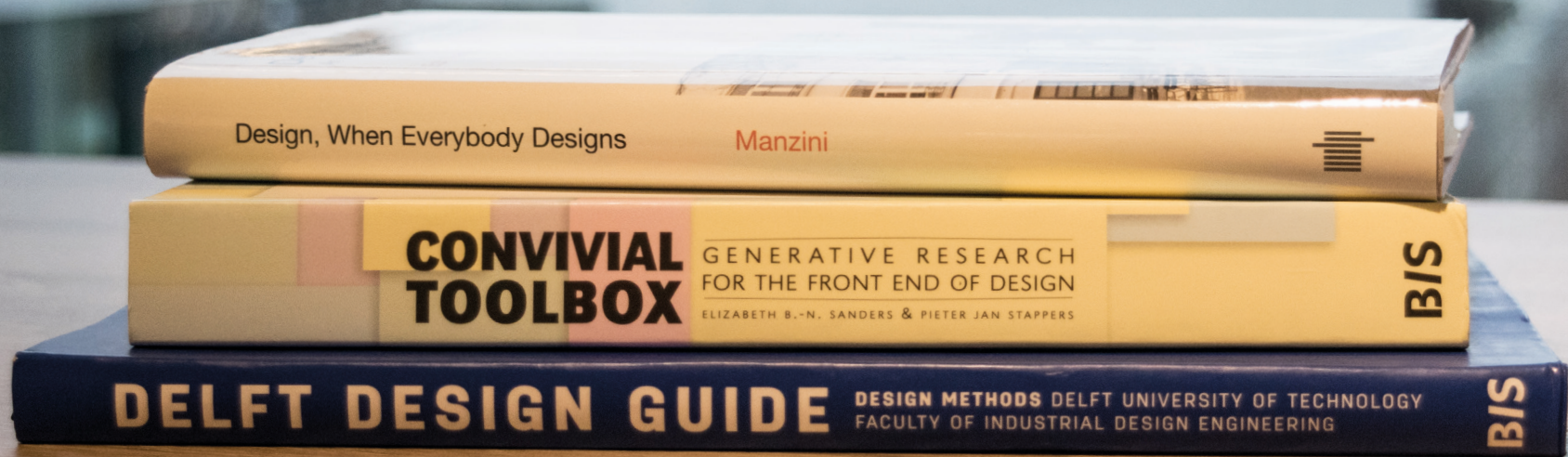
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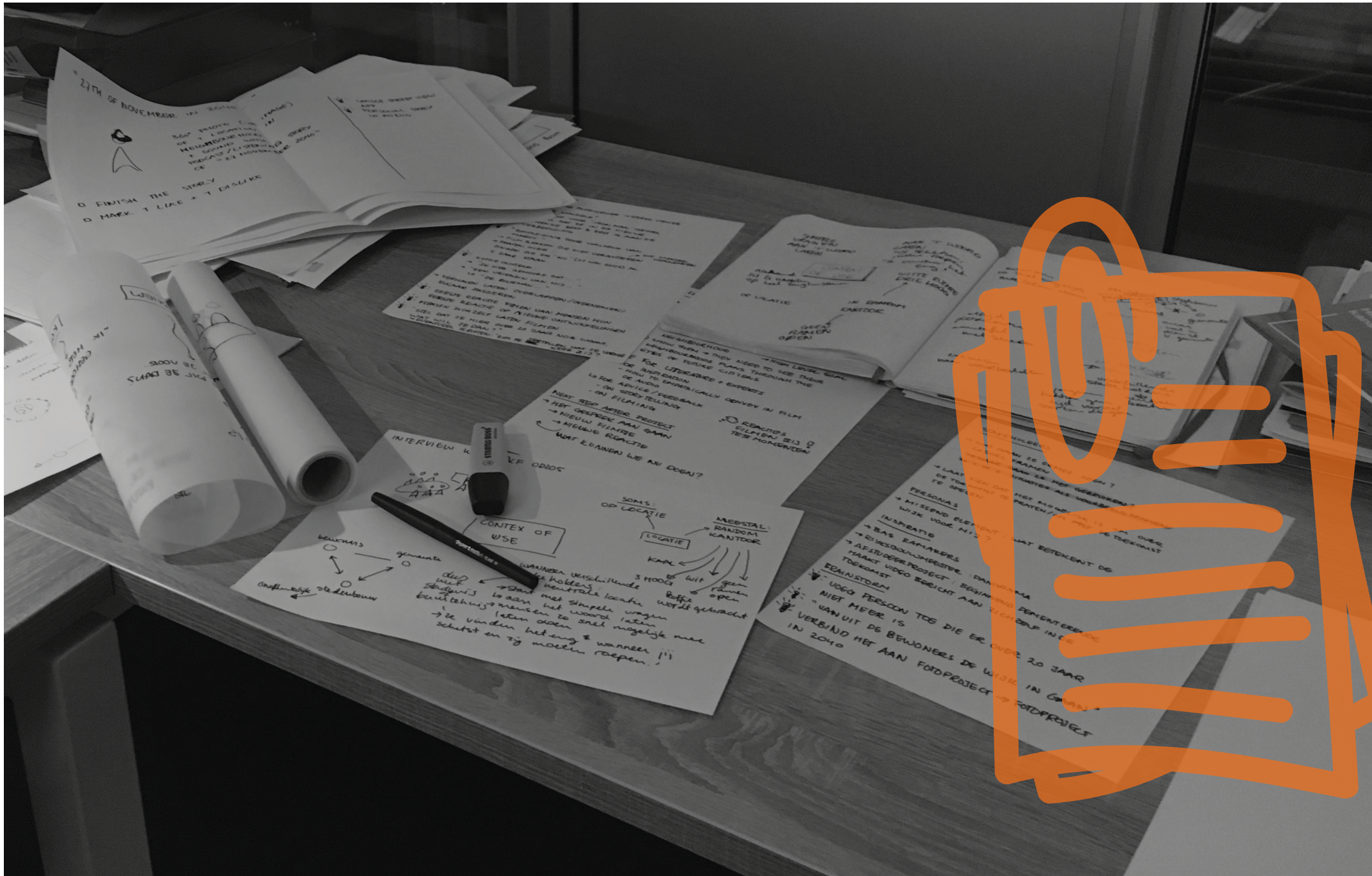
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APPENDICES

10



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2. USER RESEARCH - STAKEHOLDERS

In order to get a grip on the context of use of this project, the stakeholders were analysed by doing interviews with the urban planners of od205 and by participating one 2-monthly meeting of the project *Ervaar Waldeck* which involved a representative of all the different stakeholders which are presented in this appendix.

Research questions were formulated for this analysis:

1. Who are the stakeholders?
2. How are different stakeholders involved in a design process of a public space?

Stakeholders of the *Ervaar Waldeck* project

When (re)designing a public space, different stakeholders are involved. In this project the municipality, urban planning designers, the current and future residents of the neighbourhood *Nieuw Waldeck* and the social entrepreneurs of *Nieuw Waldeck* were involved.

The urban planners of this project are employees of the company od205. They initiated the project for *Nieuw Waldeck* and got funding to execute a project which uses the current residents as experts and use their knowledge to envision a future for the neighbourhood. Their approach was not focussed on disadvantages of the neighbourhood, but on strengths and how to use these to improve the neighbourhood. They created a collaboration between the residents of *Nieuw Waldeck*, the municipality and the social entrepreneurs of the neighbourhood.

The residents of *Nieuw Waldeck* were represented by three groups:

- The organization Wijkberaad, the residents organization of the neighbourhood.
- The elderly of *Nieuw Waldeck* of today.
- The elderly of *Nieuw Waldeck* of the future.

The municipality of The Hague (Gemeente Den Haag) is represented by three different parties: Stadsdeel Loosduinen, Dienst Stedelijke Ontwikkeling and Smart City Den Haag:

- Stadsdeel Loosduinen is the local department of the city, focussing on the welfare issues and maintenance of the neighbourhood Loosduinen.
- Dienst Stedelijke Ontwikkeling is responsible for making the plans and policies for the spatial organization of the city.
- Smart City Den Haag is the innovation platform of the municipality that focusses on new technologies and how to implement them into the city.

The social entrepreneurs involved in the neighbourhood are: Voor Welzijn, Resto van Harte and Verzilveren.

- Voor Welzijn is a welfare organization which aims for a society where everybody is included and able to participate.
- Resto van Harte an organization who organizes together with the residents events in the neighborhood concerning food, music, dance and games.
- Verzilveren is a foundation for the residents above 55 years old. They organize events and workshops for and by elderly.

During the start of the project *Ervaar Waldeck*, od205 discovered the different needs of the different stakeholders. The needs of the stakeholders are mapped out in figure 6.

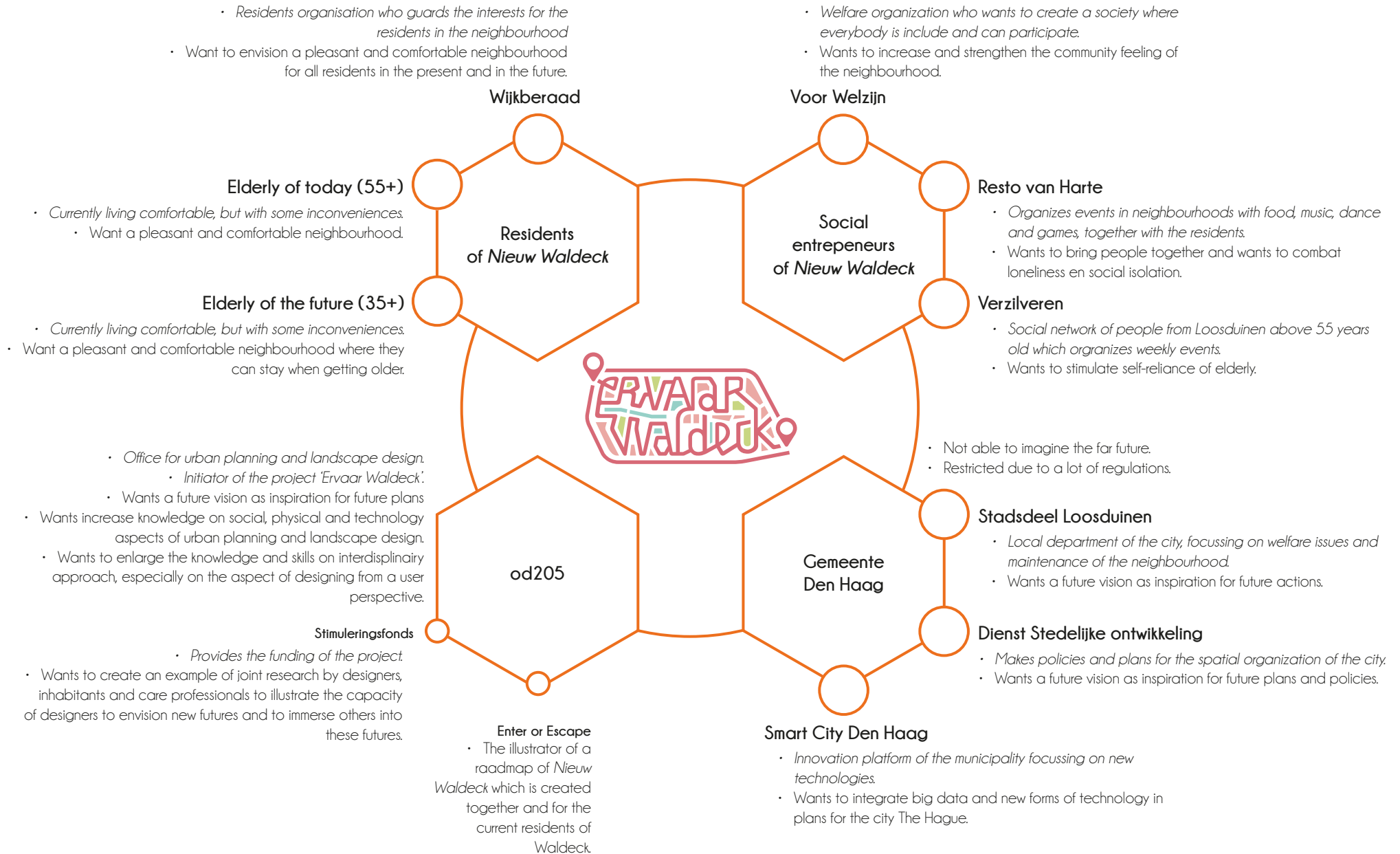
Involving different stakeholders in the process of designing a public space

The experiences of the urban planners of od205 (personal communication, 2019) show that in an urban design project often an oppositional environment arises. This can be caused by the differences in interest, but also by different working methods and differences in jargon, which can evolve in passivity and miscommunication. If this occurs, the urban planning designers have to deal with this and act as the connectors between the needs of the residents and the plans of the municipality. When starting a project, the designers try to reveal the needs of all the stakeholders. It is important to let all the stakeholders participate within the project as soon as possible. Nevertheless, they have often a reserved reaction in the beginning of the project. The stakeholders are scared to make decisions, about something that is not in their expertise. They prefer to stay with what they know instead of exploring new ideas. It is essential to involve them in exploring the unknown. When making a decision, even though it is not final, this opens up the conversation about why a choice is made and what could be the consequence of it. It is the task of the designer to translate these decisions, demands and needs into a good design. Therefore, he needs to work closely with the other stakeholders.

Conclusions

Having a conversations with people from different disciplines is a challenge. All the different parties involved have different interests, concerns, limitations, understandings, expectations and working methods. All these different parties have different viewpoints on a scale of conventional towards progressive. This makes communicating, creating, envisioning and designing together challenging. Experiences of urban designers show that a mutual understanding is required. This asks for the ability of imagination and the ability to empathize with each other.

STAKEHOLDERS OF 'ERVAAR WALDECK' PROJECT



3. NIEUW WALDECK IN 2019

BENCHES



"Wel een mooi plekje om te zitten, maar wortelgroei, scheve straatstenen... Ouderen maken er geen gebruik van."



"Speelse bouwhuizen, verre inkijken. Een vakantiegevoel."



"Het poortje is erg donker. Dat mag van mij wel opgeteerd worden met kunst of graffiti."

PASSAGES



WATER



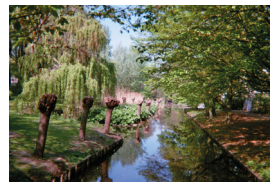
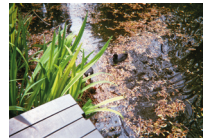
"Kinderen spelen hier graag. Ik snap niet hoe het werkt, maar de kinderen wel."



"Heel leuk hier. Het water is ondiep. Mensen stoppen, kinderen lopen erover en fietsen ze daar weer door."



"Zoveel mooi groen. Schitterend!"



GREEN

"Bospad in het groen, heel veel groen. Ja het is een groene route!"



"Er is veel groen en water in de wijk. Heel mooi."



"Er is veel groen in de wijk, maar er is een groot verschil in kwaliteit."



PLAY AREAS



"Het verkeersplein is bedoeld voor gehandicapten. Om te oefenen met verkeer, maar ook kinderen gebruiken het veel."



"Bij de grote sportvelden is het altijd druk. Het is het dorpsplein van Waldeck. Het wijkfeest was daar ook."

SOCIAL FACILITIES



"Het Windaelercentrum is een belangrijk punt. Er zijn veel activiteiten, zoals sjoelen."



"Het 'Dushuis': Fijn voor de kinderen: die rust en dat vakantiegevoel in het park."



"De wandelclub! Ja het geeft je wat te doen! Gezonde lucht, rust, geestelijke rust. Ja, dat is wel belangrijk in een drukke wereld!"



DIFFICULT ROADS



"Wat moet je hier nou als je gehandicapt of in een rollator/rolstoel zit? Lelijk en onduidelijk."



"Oude buslus. Hier gebeurt nu niks. Tja, wat doe je ermee?"

DEFERRED MAINTAINANCE



NEIGHBOURHOOD FACILITIES



"Goed plan! Het is een initiatief van bewoners geweest samen met de gemeente. Daar ben ik echt trots op, hoor!"

PARKED CARS



"De auto's hebben de mooiste plaats. Terwijl mensen daar in de zon zouden kunnen zitten."

4. TRENDS AND DEVELOPMENTS

To create a complete analysis the DEPEST method was used. Relevant Demographic, Ecological, Political, Economic, Social-cultural and Technological factors were collected.



D

Urbanisation

People are moving to the cities, this big trend is going on for a long time and is still ongoing. This is why cities become more important and are growing. According to PWC (2019) in 2030 60% of the world population will live in cities.



D

Elderly population is getting bigger

The group of elderly people in the Netherlands is growing. The prognosis for the group of people with an age above 65 is to grow in size and proportion (CBS, 2019).



D

Elderly move to the cities

Due to the urbanisation and the aging of the population, the amount of elderly that move to the city is also growing (HelpAge International, 2016).



E

Sustainability

People are becoming more aware of the importance of maintaining the planet. People becoming more aware of their impact on nature and therefore demanding for sustainable solutions (Baizley, 2019).



S

Growing old at home

The amount of elderly is growing, but the ones living in care homes or nursing homes is decreasing. More elderly live independently at home, some with care support. (CBS, 2011)



S

Individual and independent

Society is becoming more individualistic and more independent (APS, 2017). The younger generation is more used to this and can better cope with this, but it is harder for the more vulnerable groups, like older generations, low-educated people, not-western immigrants and the unemployed. This is also why governments and organizations are focussing more on the goal of the inclusive city.



S

Inclusive cities

Inclusivity within cities means that everyone can find a place to live and where everybody is valued. This goal is becoming more important for cities and society. This challenge is getting more and more attention.



S

Shared mobility

(and micro mobility, on-demand mobility)

Shared mobility is a product-service phenomenon. Vehicle sharing services like Mobike, Car2go, Felyx are upcoming. These companies are more focussed on a sustainable and circular business. The cars and scooters are electric and therefore more sustainable. Since the cities getting busier these services can contribute to less unused vehicles within the city, when people don't have their own vehicle anymore, but just rent one when they need it.



S

Shared economy

The product-service phenomenon has become part of everyday life and this phenomenon is growing (Martucci, 2019 & Miller, 2019). More and more services are popping up which are based on a shared economy model.



T

Augmented reality

Augmented reality is used to enrich the reality. Nowadays it is used with glasses and phones to create a virtual overlay on the real world. This technology is in development, new uses are constantly invented. This development is interesting within public spaces. Architecture can become more dynamic with this extra dimension of this augmented world. Also new ways of using this technology is explored, for example AR contacts.



T

Virtual reality

Virtual reality is a digital world. You are able to enter this world by VR-glasses which gives you the illusion you are standing in this world for real with its 360-degree simulation (Harman, 2019). This technology is in development, new uses are constantly invented.



T

Autonomous vehicles

Technology in self-driving vehicles is developing. Small interventions like adaptive cruise control are already in use. Fully self-driving vehicles are not on the market yet, but it is expected these will going to be developed.



T

Smart cities

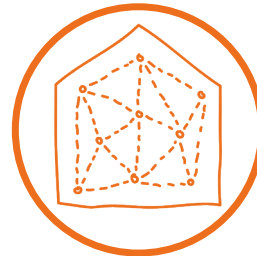
Smart cities are cities that make use of technology and data to make smart solutions in public space that are responding to the needs of users of the city (Deloitte, 2019). More concrete solutions which are already existing are products as smart urban furniture and smart grid technology (od205, personal communication, 2019). What you see a lot today is that 'dumb' cities use 'smart' systems, like the mentioned solutions (Vermeulen, 2019). But what still does not happen often is connecting all these systems and transform these cities into smart cities responding to its users' needs.



T

E-health

Digital solutions which provide care and support to improve the life of people with a need for care or support and increase their self-reliance. But it also can support the caregiver with taking care and monitoring a person. These solutions contribute to safety, caregiving, daystructuring, activation and social contact. Due to e-health solutions people can have more control of their own health. Examples: telemonitoring, telecoaching, care on a distance, e-consult. (od205, personal communication, 2019)



T

Domotics

Domotics is the label for the technology and electronics which make a home "smart" (Borremans, 2016). It gives us the possibility to automating, monitoring and connecting systems and devices in our homes. This way living in our homes can be made more comfortable, safer and more environment friendly.

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5. GENERATIVE SESSIONS - SENSITIZING BOOKLET

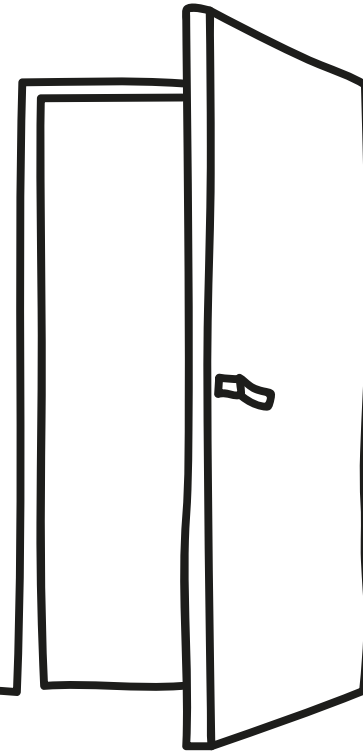
Mijn leven buiten de deur

IK HEET

IK BEN JAAR

IK WOON IN

IK BEN VAN BEROEP



1. MIJN DAG BUITEN DE DEUR

Wanneer ga je naar buiten en wat ga je daar doen? Beschrijf dit op de onderstaande tijdlijn.





2. DE LEUKE EN DE MINDER LEUKE MOMENTEN BUITEN DE DEUR

Kies 3 leuke momenten en 3 minder leuke momenten op de vorige pagina's en markeer deze met blij en minder blij smileys.
Geef vervolgens hieronder aan waarom je deze momenten hebt gekozen.

A large, empty rectangular box with a slightly wavy bottom edge, intended for writing notes about a happy moment.A large, empty rectangular box with a slightly wavy bottom edge, intended for writing notes about a sad moment.A large, empty rectangular box with a slightly wavy bottom edge, intended for writing notes about a happy moment.A large, empty rectangular box with a slightly wavy bottom edge, intended for writing notes about a sad moment.A large, empty rectangular box with a slightly wavy bottom edge, intended for writing notes about a happy moment.A large, empty rectangular box with a slightly wavy bottom edge, intended for writing notes about a sad moment.

3. WAT BETEKENT MIJN BUURT WAARIN IK WOON VOOR MIJ?

Alles mag, schrijven, tekenen, plakken. Leef je uit!

A large, empty rectangular box with a slightly wavy top and bottom edge, intended for drawing or writing. The box is defined by a thin black border and occupies the majority of the lower half of the page.

6. GENERATIVE SESSIONS - CONSENT FORM

Toestemming om te participeren in onderzoek

TU Delft Industrieel Ontwerpen & Od205 stedenbouw, landschap en planologie

Title of study: Het leven buiten de deur van de ouders van de toekomst

Onderzoeker: Sarah Kraanen

Dit onderzoek onderdeel van het afstudeerproject van Sarah Kraanen voor de master *Design for Interaction* van de faculteit *Industrieel Ontwerpen TU Delft*. Dit onderzoek is in samenwerking met *od205* en onderdeel van het onderzoeksproject *Ervaar Waldeck*.

We vragen je de volgende voorwaarden te lezen en vragen te stellen hierover te stellen voordat je akkoord gaat met het onderzoek.

Doel van het onderzoek:

Het doel van het onderzoek is om erachter te komen wat belangrijk is voor de wijk in de toekomst om aan de verwachtingen van de ouders van de toekomst te voldoen.

Omschrijving van onderzoeksprocedure:

Van te voren is een exploratieopdracht ingevuld. Aan de hand van deze opdracht zullen wat vragen gesteld worden. Daarna wordt je gevraagd nog twee opdrachten te doen, waar naderhand verschillende vragen over gesteld worden.

Vertrouwelijkheid:

De opnamen van dit onderzoek zullen alleen binnen het project behandeld worden. Er zal geen informatie gepubliceerd worden waaruit je te identificeren bent, zonder jouw toestemming.

Recht op weigeren en terugtrekken:

De keuze om deel te nemen aan dit onderzoek is geheel aan jou. Je hebt het recht om vragen niet te beantwoorden en om je terug te trekken uit dit onderzoek op elk moment tijdens het onderzoek.

Recht op het stellen van vragen:

Je hebt het recht om vragen te stellen over dit onderzoek en deze vragen beantwoord te krijgen voor, tijdens en na het onderzoek. Mocht je nog extra vragen hebben dan kun je mij altijd contacten: Sarah Kraanen, [REDACTED]

Toestemming

Jouw handtekening hieronder geeft aan dat je hebt besloten om deel te nemen als onderzoek participant aan dit onderzoek en dat je alle bovenstaande informatie hebt gelezen en begrepen.

Naam

Handtekening

Datum

.....

.....

.....

7. GENERATIVE SESSIONS - SCRIPT

Exploring the outside life of the elderly of the future

Jouw leven buiten de deur

Ik wil van JOU leren

Wat is belangrijk voor JOU in de buurt waar JIJ woont?

En hoe JIJ JEZELF later ziet in deze wijk?

1. Jouw buitenruimte van nu

- Hoe ziet jouw leven buiten de deur eruit eruit?
- Wat vind je belangrijk in de buurt waar je woont?
- Heeft *Nieuw Waldeck* als deze kwaliteiten?
- Wat vind je het allerprettigste aan de wijk?

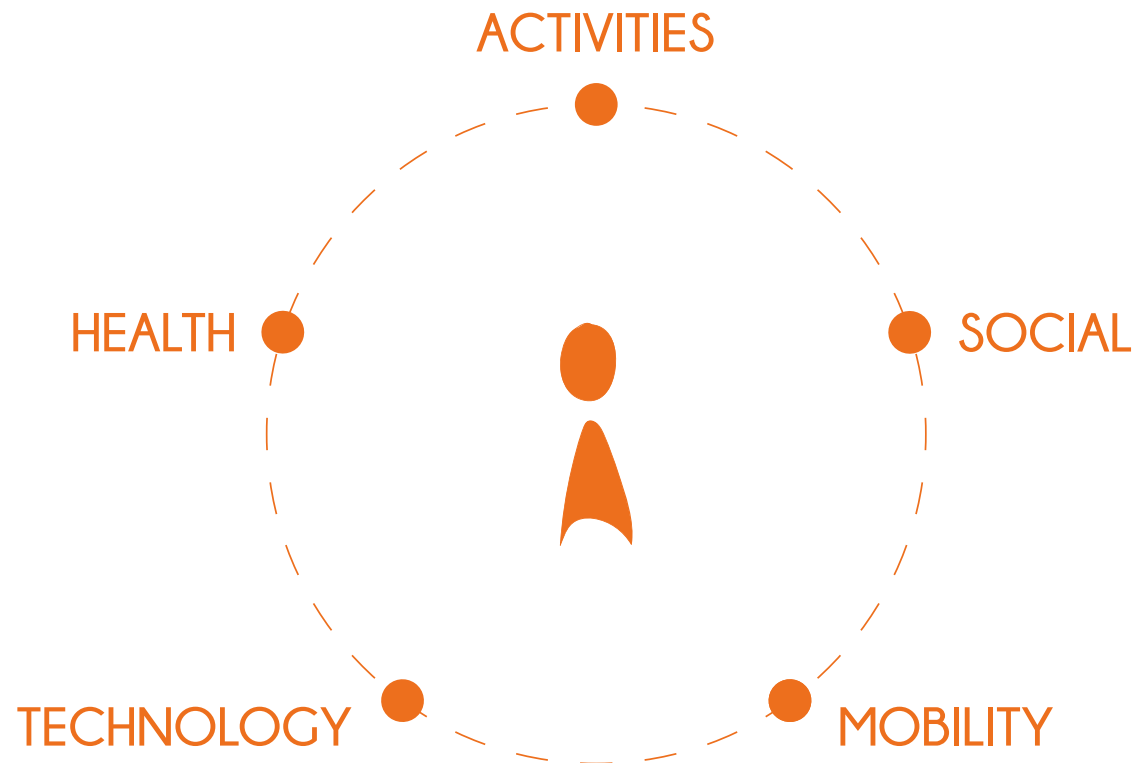
2. Jouw ideale buitenruimte van later

- Wat vind je belangrijk voor de toekomst?
- Denk je wel eens aan ouder worden?
- Zoals wie zou je wel oud willen worden?
- Zoals wie zou je niet oud willen worden?
- Heb je zorgen over oud worden? Als je kijkt naar de ouderen van nu, wat zijn dan je zorgen?
- Kijk je uit naar ouder worden?
-
- Waar verheug je je op later als je ouder bent?
- Wat zou jouw buurt kunnen betekenen voor jou als je ouder ben?
- Als je ouder bent, zou de buitenruimte er dan nog steeds zo uit moeten zien?
- Wat zou je graag willen hebben in je wijk in de toekomst?
- Waar word je bang van?
- Wat zou het allergegste zijn wat er zou kunnen gebeuren in de toekomst?

3. Maak in twee minuten jouw ideale wijk van 2040

8. PERSONAS

To create a complete image of *Nieuw Waldeck* in 2040 five personas were made. The information about the residents of *Nieuw Waldeck* in 2040 is categorized in five themes: Activities, Social, Health, Mobility and Technology. In the interviews the participants differed in some of these themes. The translation of their needs into their personal life was different for every person. After analysing these differences and combining these with the context and trends and developments, five personas were made to capture the future elderly residents of *Nieuw Waldeck*. See the following five pages for the five personas.



MANDY

is 68 jaar

woont met vriend - heeft een zoon

werkt als roostermaker

dorps	→	stads
sociaal afhankelijk	→	sociaal onafhankelijk
bekend	→	anoniem
behoudend	→	progressief



Activiteiten

Mandy voelt zich erg thuis in Nieuw Waldeck. Ze vindt daar de gezelligheid die ze dan ook graag op zoekt. Ze gaat graag wandelen met haar moeder. Ze ontmoeten andere bewoners bij de wekelijkse koffieochtend bij iemand thuis of lopen even langs de Waanzinnige Waldeck tuin voor verse groenten. Op zaterdag gaat ze met de nieuwe buurvrouw en de hond graag uitwaaien op het strand vlakbij.

"We gaan altijd wel winkelen, of ja winkelen boodschapjes doen, dat is een beetje bij ons één. Want je kan ook lekker eten voor de avond halen, dat vinden we ook gezellig en leuk."

Familie • Winkelen • Wandelen met de hond

Gezondheid

Ze vind sporten niet leuk, maar wel belangrijk. Dus doet ze dit toch maar wel 2 of 3 keer per week met grote tegenzin. Zeker nu haar schouder van en toe wat lastig doet.

"Ik vind sporten dus wel iets belangrijks. Of je dat nu buiten doet of binnen. Een beetje voor de gezondheid."

"Nou ik vind het helemaal niet leuk. Ik dwing mezelf. Maar ehm ik vind het belangrijk en ook wel nodig, want ik heb een zittend beroep."

Noodzakelijk • Fitness • Bij voorkeur in de buurt

Sociaal

Haar sociale leven speelt zich voornamelijk af in de wijk. Ze is actief bezig met het onderhouden van sociale contacten en zorgt er dan ook voor dat ze genoeg activiteiten heeft met buurtbewoners. Haar familie woont dicht in de buurt, waar ze dan ook vaak over de vloer komt.

"Als ik met mijn moeder op straat loop, dan worden we altijd aangesproken. Dan kom je die tegen en dan kom je die tegen."

"Het idee dat er mensen om me heen zijn geeft wel wat rust."

In Nieuw Waldeck • Actief • Dwingt zichzelf om eruit te gaan

Mobiliteit

Als ze ergens buiten Nieuw Waldeck moet zijn, dan gaat ze met haar eigen auto. Ze vind het fijn om te weten dat er in nood altijd vervoer voor haar klaar staat. Ze heeft het niet zo met al die deelvoertuigen in de wijk.

"Je moet wel makkelijk ergens naar toe kunnen."

"Fietsen heb ik niet zoveel mee, dat doe ik 10 minuten op de sportschool om warm te draaien."

In Nieuw Waldeck • Eigen kleine elektrische auto

Technologie

Ze is niet bezig met technologie. Vroeger was ze wel up-to-date, maar nu kan ze wat moeilijk meekomen. Gelukkig heeft ze haar zoon die haar af en toe te hulp kan schieten. Daarom kan ze nu redelijk overweg met haar AR-bril.

"Ik bestel nooit wat, ik wil altijd gewoon kopen en hebben, vasthouden. Ik wil het 't liefst altijd gewoon gelijk hebben. Ik ga gewoon naar de winkels."



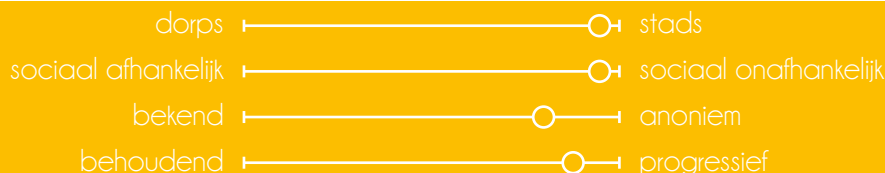
Mobiele telefoon • AR-bril

HANNAH

is 71 jaar

woont met man - heeft twee zoons

werkt als adviseur



Activiteiten

Sinds de boodschappen elke week worden bezorgd bij haar thuis in Nieuw Waldeck heeft ze meer tijd voor andere dingen. Hannah gaat graag met haar man wandelen op het strand in het weekend. Af en toe gaan ze naar een voorstelling en ze verheugen zich dan ook op de Waldeck voorstelling waar haar jongste zoon in speelt. Ze vinden het dan ook fijn wonen in Nieuw Waldeck en Hannah voelt zich er erg thuis.

"Wandelen in de natuur, want dan kom ik tot rust, vind ik fijn. In het bos of in het park. De geluiden de geuren, vind ik prettig."

Sociaal

Af en toe gaat ze met haar man in Nieuw Waldeck koffie drinken, maar dat is hooguit een keer in de maand. Over het algemeen is ze toch wel meer te vinden in het centrum van de stad met collega's en vrienden. Samen met deze vrienden gaat ze ook al jaren elk voorjaar op skivakantie. Verder heeft ze best goed contact met de burens.

"Mijn leven speelt zich veel meer af buiten mijn wijk. Kijk voor mijn werk ben ik best wel even onderweg, ik zit aan de andere kant van de stad. Maar ik vind het fijn dat die actieradius groot is."

Vrienden • Culturele uitjes • Natuurwandelingen

Gezondheid

Om gezond en fit te blijven is ze elke week te vinden bij het Waanzinnige Waldeck Tuin voor de bootcamples. Waar ze na afloop gelijk wat verse groenten meeneemt voor de rest van de week. Wanneer ze last heeft van haar knie, die eens in de zoveel tijd weer begint te zeuren, gaat ze ook gelijk even langs bij de aanwezige arts in de tuin.

"Mooie parken en plekken waar je kunt sporten. Dat vind ik leuk, om even lekker eruit te gaan. Ik ga in de sportschool, maar ook in de natuur."

Bewust eten • Veel sporten

Mobiliteit

Naar haar werk neemt ze een van de deelauto's die bij haar om de hoek in de hub staan. Naast het wandelen maakt ze ook graag af en toe fietstochten met haar man en zoons. Met haar MaaS account kan ze heel gemakkelijk voldoende fietsen gebruiken voor het hele gezin.

"Een auto kost veel geld en eigenlijk is het best wel onnodig."

De hele stad • MaaS

Buiten Nieuw Waldeck • Actief • Hechte groep vrienden

Technologie

Ze gaat nergens heen zonder haar AR-lenzen. Deze zijn verbonden met al haar andere apparaten, inclusief haar smart home. Zo is ze altijd up-to-date en connected waar en wanneer ze maar wil. Zo houdt ook haar fitbit haar up-to-date via haar lenzen tijdens het bewegen. Boodschappen laat ze elke week bezorgen en ze probeert graag nieuwe snufjes uit.

"Ik kan echt niet zonder dat ding leven."



Mobiele telefoon • Tablet • Fitbit • AR-lenzen

EVELIEN

is 67 jaar

woont met **alleen** - heeft twee dochters

is **groenbeheerder** in Nieuw Waldeck



Activiteiten

Evelien is een actieve bewoner in Nieuw Waldeck, ze is dan ook de initiatiefnemer van de jaarlijkse Waldeckvoorstelling. Samenmet een groep kinderen uit de buurt is ze een voorstelling aan het maken die tijdens het Halloween buurtfeest zal worden opgevoerd. Ook is ze actief bij de wijkcoöperatie. Ze heeft het groenbeheer op zich genomen en beheert ook de deelvoorzieningen.

"Op de meest ingewikkelde vragen, omdat ik een leven lang heb nagedacht en een leven lang oplossingen heb gevonden. En het lijkt mij fantastisch omdat het kunnen delen met de jongere generatie."

Sociaal

Haar beste vrienden wonen niet in de wijk, maar iedereen in Nieuw Waldeck weet dat je altijd welkom bent bij Evelien. Haar deur staat dan ook altijd open. Ze zou graag wat meer inloop hebben, iedereen om haar heen lijkt toch een beetje af een toe een beetje veel met zichzelf bezig.

"Ik heb dan in Frankrijk gewoond en daar zegt iedereen elkaar gedag en dan maak je een praatje op straat. Een beetje wat levensvreugde, wat gewoon door je dagelijkse dag heen sluimert."

Initiatiefnemer • Vrienden • Niet materialistisch • Natuurliefhebber

In en buiten Nieuw Waldeck • Actief • Staat altijd open voor contact

Gezondheid

Ze focust zich vooral op mentale gezondheid. Ze leest graag over de filosofie en psychologie en deelt haar kennis graag met de jongere generatie. Fysiek blijft ze fit door te blijven fietsen naar haar vriendinnen die minder dicht in de buurt wonen.

"Ik ben een zoeker en ik ga filosoferen in mezelf en speuren naar mijn eigen vragen. En de waardes waar het mij aan ontbreekt en die ga ik dan proberen vorm te geven."

Mobiliteit

Als ze ergens heen moet buiten de wijk gaat ze op de fiets, maar ze fietst ook graag zonder een specifiek doel te hebben. Haar elektrische fiets geeft haar dan ook de vrijheid om overal heen te fietsen in de stad waar ze maar heen wil.

"Dan ga ik de wijk uit, als ik naar vrienden ga en dat vind ik ook altijd leuk, want er gebeurt op die plekken waar zij wonen altijd wel meer dan dat er in Loosduinen gebeurt, of het sluit beter bij mijn persoonlijkheid aan."

Technologie

Ze gebruikt haar mobiele telefoon alleen voor noodgevallen, maar inmiddels is ze wel goed in het bedienen van de beheerrobots met de tablet die haar helpen met het onderhouden van de buurt.

"Ik hou me niet zo bezig met sociale media, omdat ik het directe contact zo interessant vind. Ik heb het wel, maar ik doe er gewoon niet zoveel mee. Ik preferer gewoon het sociale contact."

Filosofie • Psychologie • Educatie • Fietsen

De hele stad • Eigen elektrische fiets

Mobiele telefoon • Tablet • Beheerrobots



RYAN

is 84 jaar

Woont met zijn vrouw

Is vrijwilliger in Nieuw Waldeck



Activiteiten

Ryan is graag actief bezig met het verbinden van mensen. Hij gaat graag in een van de pop-up wijkrestaurants eten en neemt dan nieuwe bewoners mee. Hij geeft workshops in de buurt en in de stad over de eetbare bomen aan jong en oud.

"We hebben een wijk met heel veel eetbare bomen en weinig mensen weten dat. We hebben hazelnoten in overvloed, nu op dit moment kun je gewoon kilo's hazelnoten rapen. Eikels zijn er veel, kastanjes ook, maar geen eetbare kastanjes."

Iniatiefnemer • Verbinder • Vrienden • Natuurliefhebber

Gezondheid

Hij zwemt elke week om gezond en fit te blijven en wandelt graag in en buiten Nieuw Waldeck. Hij is vooral bezig met zijn mentale gezondheid daarom komt hij graag in aanraking met de jongere generatie en met andere buurtbewoners.

"Ik ben daar heel bewust mee bezig. Mijn levensstijl is daar zeker goed op aangepast. Ik sport, wandel, fiets, en veel.. Ik ben veel in beweging."

Zwemmen • Wandelen • Educatie

Sociaal

Hij kent veel mensen uit de buurt en helpt graag mee bij het organiseren van buurtactiviteiten. Zeker omdat zijn familie niet heel dicht bij woont, heeft hij veel geïnvesteerd in contacten in de buurt. Iedereen weet wie hij is en maakt vaak een praatje met hem als ze hem tegenkomen. Hij is goed op de hoogte wat er in Nieuw Waldeck gaande is.

"Familie en vrienden heb je. Maar die zitten niet altijd naast jouw deur. En dat is natuurlijk gewoon heel belangrijk. Dat je zeker als oudere een fijne wijk hebt waar je gewoon prettig in kunt wonen en waar als het nodig is je bij iemand kunt aankloppen."

In en buiten Nieuw Waldeck • Actief • Toch vaak oppervlakkig contact

Mobiliteit

Hij heeft zijn eigen auto, waar hij graag zelf in rijdt. Wanneer hij een lange dag heeft gehad en moe is, dan vindt hij het toch wel fijn dat zijn auto hem gewoon voor de deur af kan zetten.

"En dan voor de deur afgezet moeten kunnen worden."

De hele stad • Eigen elektrische auto • Gebruikt af en toe zelfrijdende functie

Technologie

Hij wil graag met zijn tijd mee gaan, wat op sommigen vlakken dan ook wel lukt. Naast live TV kijkt hij nu ook af en toe een programma terug met interactieve TV. Maar hij houdt het 't liefst bij wat hij gewend is. Al dat VR gedoe vindt hij dan ook niks.

"Als ik 's avonds na het eten televisie wil kijken dan ga ik kijken wat er op tv is."



Mobiele telefoon • TV

VICTOR

is 62 jaar

Woont met zijn vrouw - heeft twee dochters

Werkt als welzijn medewerker



Activiteiten

Het liefst is hij elke dag te vinden in de Waanzinnige Waldeck Tuin. Zeker nu de kleinkinderen elke week er zijn. In het weekend gaat hij graag samen met zijn vrouw een avondje uit naar een cabaretvoorstelling. Hij vindt het dan ook fijn dat alles lekker in de buurt is. Hij voelt zich veilig in Nieuw Waldeck en komt hier lekker tot rust.

"Zij kunnen hun hart ophalen en ik ook met die moestuinen. Dus ja het is heerlijk. Hier in de omgeving is het ook groen, dus je kunt lekker gaan wandelen. Het is allemaal lekker dichtbij, dus dat is hartstikke fijn."

Sociaal

Zijn dochter brengt elke week de kleinkinderen langs voor een dagje bij opa en oma. Familie staat dan ook bij hem voorop, maar omdat deze niet in de buurt wonen, hecht hij ook veel waarde aan zijn vrienden uit de buurt. Hij maakt altijd graag met iedereen die hij tegenkomt tijdens het wandelen met de hond een praatje.

"Ik vind voornamelijk hier op de kade vind ik dat heel fijn. We hebben met z'n allen heel goed contact als burens onderling. Dus als je hier de straat in rijdt, dan voelt het voor mij wel echt als thuiskomen."

Familie • Klussen • Tuinieren • Culturele uitjes • Natuurliefhebber

In Nieuw Waldeck • Actief • Familie

Gezondheid

Hij doet niet echt aan sport, maar is graag actief bezig buiten. Hij eet graag gezond en zorgt ervoor dat hij genoeg te doen heeft om bezig te blijven. Door zijn werk is hij bekend met het gezondheidsmonitoring systeem. Hierdoor gebruikt hij het thuis ook om zijn gezondheid en die van zijn dementerende vrouw in de gaten te houden.

"Buiten bezig zijn. Niet alleen maar picknicken, of naar het strand, ook gewoon actief zijn in de natuur."

Mobiliteit

Voor zijn werk fietst hij heel de stad door, maar nu op zijn oude dag en met het slechte weer pakt hij toch liever een van de deelvoertuigen of het openbaar vervoer als hij geen zin heeft om zelf te rijden.

"Ik zou het onwijs tof vinden om van die rondvaarten door de sloten te hebben. Daar kun je ook weer andere activiteiten aan koppelen. Het is voor jong en oud. Gewoon lekker genieten, praten en samenkomen met elkaar."

De hele stad • Eigen elektrische fiets •
Deelvoertuigen • Openbaar vervoer

Technologie

Hij kan goed met al zijn apparaten overweg, maar hij prefereert toch meer de offline omgeving. Hij kan dan ook makkelijk zijn bril en tablet per ongeluk een dag vergeten. Des al niet te min facetimed hij graag met zijn dochters en dit doet hij dan ook meerdere keren in de week.

"Toch wel fijn dat ik op deze manier toch veel contact kan houden."



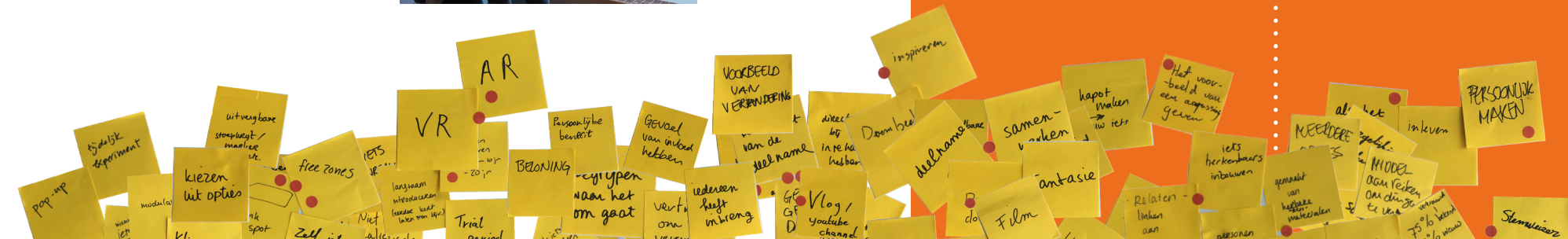
Tablet • AR-bril

Wandelen • Bewust eten

After an introduction of the project, design goal, the design guidelines and some first insights about *Nieuw Waldeck* of 2040 the participants started in two groups of three with brainstorming about How-to questions which were created based on the design goal and guidelines. Every group had three questions and 5 minutes per question. After the brainstorm the ideas were clustered by the facilitator. After the clustering all the participants had the chance to choose individually 5 favourite clusters or ideas, the most favourite cluster per question was discussed with the whole group. The next step was to generate some concepts based on a combination of ideas or clusters. The group was divided in duo's and everybody consisted of one member of od205, which owned the background knowledge about the future visions of *Nieuw Waldeck* and one external industrial designer. In 20 minutes, every duo created 2 to 3 concepts on the provided ideation form (see next page). At the end of the session every duo presented their ideas to the rest of the group.



-
- | Duration | Activity |
|----------|-----------------------|
| 10 min | Introduction |
| 5 min | Rules |
| 15 min | Brainstorm |
| 15 min | Clustering Break |
| 15 min | Ranking |
| 30 min | Ideation |
| 15 min | Ranking concept ideas |
| 15 min | Discussion |



TEKENING

NAAM IDEE

Hoe Kun Je ...

RICHTLIJNEN

geeft ruimte voor verbeelding van mogelijke toekomst

Nee ● ————— ● Ja

stimuleert het gevoel van zeggenschap over de toekomst

Nee ● ————— ● Ja

motiveert om te participeren in het proces van het verbeelden

Nee ● ————— ● Ja

heeft combinatie van bestaande en nieuwe elementen

Nee ● ————— ● Ja

is vanuit het perspectief van 'het wonen' in de wijk

Nee ● ————— ● Ja

bepaalde elementen zijn gegeven, maar er is ook ruimte voor nieuwe input

Nee ● ————— ● Ja

RANKING

Ik woon in.. Waldeck - Aflevering 1: Mandy

Aflevering 1 van de serie "Ik woon in Waldeck". Het is 27 november 2040 en Mandy is 68 jaar en is opgegroeid in Nieuw Waldeck waar ze nog steeds woont. Ze voelt zich hier erg thuis in de kleinschalige wijk. Haar familie woont allemaal in de buurt, waar ze dan ook vaak over de vloer komt.

Voel ik me thuis in de wijk? Ik voel me erg thuis in de wijk, de wijk betekent voor mij echt die gemoedelijkheid, dat dorpse. Lekker samen met mijn moeder wandelen door Nieuw Waldeck. We komen dan vaak iemand tegen die we kennen. Tja..Dan gaan we even wat verse groente halen bij de Waanzinnige Waldeck Tuin of naar de wekelijkse koffieochtend bij iemand thuis. De gezelligheid die hier in de wijk te vinden is, zoek ik graag op. Mijn zoon, Levi, woont bij die eerste boom links op de hoek met die mintkleurige gordijnen, daar kom ik dan ook graag over de vloer. Lekker even koffiedrinken, en in de zomer in de tuin van de zon genieten. Toch wel een fijn gevoel dat hij zo dichtbij is, als er dan iets is, dan staat hij zo bij ons voor de deur.

Hij houdt ons ook nog lekker een beetje jong. Zo had hij laatst een AR-bril meegenomen voor me. Het duurde even voordat ik alles snapte, gelukkig is hij lekker geduldig met z'n oude moedertje, hahal Hij heeft me geleerd hoe ik de wegwijsfunctie, Google Maps directions AR, ofzoiets kan aanzetten. En die vertelt me dan suggesties voor wandelroutes en laat bewegende dingen zien die de richting aangeven in mijn beeld. Toch grappig om af en toe te doen. Zo heb ik wel wat nieuwe weggetjes leren kennen, notabene in mijn eigen buurt. Ik zet hem ook op als ik mijn moeder meeneem uit wandelen naar de koffieochtend die van locatie wisselt.. maar haar moet ik er niet mee vermoeien, pff, nee, daar raakt ze alleen nog maar meer van in de war. Die had het al moeilijk met die nieuwe versie van facetimen waar ze al aan moest wennen tien jaar geleden.

Ik ben heel zelfstandig hoor. Mijn Renault Star E staat daar bij die grote eik. Daar kan ik overal mee naar toe wanneer ik maar wil. Handig als we even een boodschap moeten doen bij een winkel die we niet in de buurt hebben, ofzo.. Gek hoor zo'n elektrisch dingetje, heel wat anders dan die Volkswagen die ik eerst had. Maar het is een heerlijke auto en makkelijk te herkennen, want verder staan er in de buurt alleen maar van die rare koekiemonsterblauwe deelwagentjes die er allemaal hetzelfde uitzien. Gelukkig is mijn Renault knalrood, dus altijd makkelijk te vinden.

Bij die blauwe autootjes staan van die van zelfde kleur blauw wat kastjes, waar bewoners hun bestellingen kunnen ophalen. Ik bestel nooit wat, ik wil het altijd gewoon kopen en dan meteen hebben en vasthouden. Ik ga gewoon naar winkels. Ik vind die dingen online maar gedoe.

Nu ik last begin te krijgen van mijn schouder, maak ik me soms zorgen. Wat als ik niet meer in mijn Renaultje kan rijden omdat ik te veel last heb? Ik kan moeilijk mijn zoon elke keer optrommelen me te laten rijden. Maar die automatische wagentjes vind ik maar een heel beangstigend idee. Die dingen kunnen gewoon..zo plons!.. in de sloot rijden als ze dat willen, pff, nee hoor... je hebt er niks meer over te zeggen met automatische systemen. Laat mij maar lekker zelf rijden. Alleen wat als ik niet meer zelf kan rijden en niet in de rare wagentjes durf te stappen zit ik dan voor de rest van mijn leven vast aan die stoel achter de geraniums...

11. CONCEPT - SCRIPTS



Ik woon in.. Waldeck - Aflevering 2: Evelien

Aflevering 2 van de serie "Ik woon in Waldeck". Het is 27 november 2040 en Evelien woont al meer dan 20 jaar in Nieuw Waldeck. Evelien is 67 jaar en actief initiatiefnemer in de buurt. Iedereen is altijd welkom bij haar thuis voor een goed gesprek of voor advies. Ze haalt haar energie uit de levendigheid in de buurt.

Ik voelde me soms eenzaam, maar nu ik naast de oevertuin ook een van de deelplekken beheer, voel ik me een stuk minder alleen. Die deelplek zit hier vlak om de hoek en je kunt er van alles lenen, van tuingereedschap tot naaimachines. En uit de hele buurt komen hier wekelijks buurtbewoners voor langs. Zo heb ik Ryan, de buurman van drie straten verderop, leren kennen. Hij geeft leuke workshops in onze buurt en ook in de rest van de stad. Het bleek dat hij veel van planten weet, dus hij komt na de winter meehelpen in de oevertuin. De mooie rozenstruik in de oevertuin heb ik ook aan hem te danken. Ik beheer de deelplek dan ook met plezier en ik maak hierdoor weer leuke nieuwe dingen mee.

Het is een heerlijke groene buurt waar we met z'n allen hard aan werken om het gezellig te maken. Jong en oud, iedereen helpt mee! Die beheerrobots zijn makkelijk te bedienen met de tablet. Laatst stond Jip, van hierachter, voor de deur die een metaaldetector kwam lenen om zijn sleutel te zoeken op het pad. Bleek dat de beheerrobot deze al netjes bij Lost&Found had geregistreerd. Dus in plaats van de metaaldetector kon ik hem meteen zijn verloren sleutels teruggeven. Naast het groen onderhouden kan deze beheerrobot dus ook nog de buurt helpen wanneer buurtbewoners iets verloren zijn. Ik ben benieuwd wat voor nieuwe functies er volgende maand worden toegevoegd bij de jaarlijkse update.

Ik vind het heerlijk om te wandelen hier in Waldeck. Er zijn leuke bankjes waar je even kunt rusten. Daar kan ik gemakkelijk een paar uur lekker zitten genieten en om me heen kijken hoe iedereen bezig is. Er wordt veel gebruikt gemaakt van deze plekken door ouderen, helaas zien zij niet altijd al het moois wat om hen heen gebeurt. Ze zitten veel op hun eigen device en kijken niet om naar de omgeving om hen heen. Nu die sociale contacten online zo belangrijk zijn voor mensen, voel ik vaak een barrière om contact te maken. Ik heb hier altijd weinig mee gedaan, ik vond het nooit echt nodig. Ik heb het wel gebruikt, maar het was niet echt aan mij besteed en nu is het allemaal weer vernieuwd, ik heb geen idee wat het precies is... Het verbindt alles aan elkaar en je kunt met een bril in een digitale wereld kijken ofzo? Ik vind het ingewikkeld en ik wil niet dat alles wordt geregistreerd wat ik doe. Dat iedereen alles weet of dat alles gecontroleerd wordt. Vind het maar griezelig. Alleen ik voel me nu wel beetje geïsoleerd van de rest.

Ik vraag me af of ik nu nog in moet stappen om die connecties met anderen makkelijker te kunnen maken, of dat het toch te laat is om nog mee te kunnen komen.



Ik woon in.. Waldeck - Aflevering 3: Victor

Aflevering 3 van de serie "Ik woon in Waldeck". Het is 27 november 2040 en Victor woont al 25 jaar in Nieuw Waldeck. Hij is 62 en in zijn vrije tijd beheerder van de Waanzinnige Waldeck Tuin. Hij is dol op zijn kleinkinderen en geniet van de rust in Nieuw Waldeck.

Ik woon al heel lang in Nieuw Waldeck. Mijn kinderen zijn hier opgegroeid. Mijn kleinkinderen komen hier graag. Ik vind het een heerlijke fijne wijk van alle gemakken voorzien.. heel groen, vlak bij de zee.. Ik was ook zeker opgelucht dat toen mijn vrouw haar eerste dementie verschijnselen kreeg, we hier toch konden blijven wonen. De ontwikkeling van haar ziekte is langzaam, ze heeft gelukkig nu nog wel veel heldere momenten. Overdag heeft ze dagbesteding, waar ze gewoon zelf heen kan lopen. En als ze toch even de weg kwijt is.. letterlijk en figuurlijk.. dan krijgen ik en ons netwerk daar een melding van, na kort overleg wordt er dan snel een beslissing gemaakt wie haar ophaalt. Ik werk nog twee keer per week, dan is er gelukkig altijd wel iemand in ons netwerk die haar op kan pikken, gerust kan stellen en naar de dagbesteding kan brengen.

Ik ben heel blij dat technologie het mogelijk maakt voor haar en voor mij dat we hier in deze wijk kunnen wonen. Stel je voor dat ze de hele dag maar beetje binnen had moeten zitten, tot ik weer thuis ben... Toen ze bijvoorbeeld tien jaar geleden die veranderbare paden hebben aangelegd, had ik nooit gedacht dat ik die zo nuttig zou gaan vinden. Het maakt de wijk een stuk veiliger. Dit zorgt ervoor dat ze altijd genoeg ruimte heeft om op het pad te lopen en andere verkeersdeelnemers, zoals fietsers duidelijk zien dat er iemand aan het lopen is. Dat geeft mij een gerust gevoel als ik haar alleen de deur uit laat gaan. Tegelijkertijd geniet zij van de zelfstandigheid die ze nog steeds heeft. Ze is niet graag afhankelijk van mij en geeft veel om haar eigen vrijheid.

Het maakt mij ook een stuk zelfstandiger. Ik beheer samen met wat burens de Waanzinnige Waldeck Tuin, waar ik nu met een gerust hart lekker bezig kan zijn.. lekker in het zonnetje, heerlijk fris briesje.., omdat ik weet dat mijn vrouw zich wel redt. De tuin is de afgelopen jaren een centrale ontmoetingsplaats geworden voor iedereen uit de buurt. De hele buurt komt vaak langs, om allemaal verschillende redenen. Buurtbewoners kunnen verse groente komen halen. Er zijn virtuele sportklassen die vanuit hier worden georganiseerd. En sinds kort is het daarbij nu ook het centrale punt geworden van de buurtarts.

We genieten hier in Nieuw Waldeck met volle teugen van onze oude dag. Wat ik me wel afvraag is hoe dat straks moet gaan wanneer ik ook mentaal of fysiek slechter wordt. We redden het nu prima met z'n twee en hebben graag ons leven zelf in de hand. Hoe kunnen we in deze vrijheid blijven leven, als we beiden fysiek en mentaal achteruitgaan. Wie zorgt er dan voor ons, als ik niet meer voor ons twee kan zorgen? Hoe lang kunnen wij nog zelfstandig de deur uit?



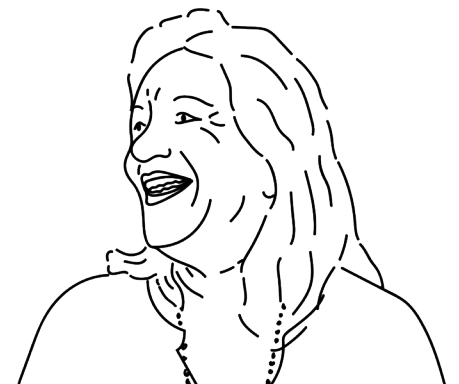
Ik woon in.. Waldeck - Aflevering 4: Hannah

Aflevering 4 van de serie "Ik woon in Waldeck". Het is 27 november 2040 en Hannah woont met haar man en jongste zoon in Nieuw Waldeck. Ze is 71 jaar en heeft een druk leven voornamelijk buiten de wijk. Maar toch vindt ze het altijd fijn om weer thuis te komen in haar eigen buurt.

Zo door de jaren heen is wijk langzaam maar zeker ons thuis geworden. De twee vogeltjes op het dak die je elke ochtend hoort fluiten, onze krakende hekje die in het slot valt als mijn man thuis komt..Dat is thuis.. In het begin moest ik wel wennen, ik was er ook niet zoveel..overdag werk ik en 's avonds was ik ook altijd de deur uit, met vrienden in het centrum drankjes doen en in het weekend of lekker thuis of juist gezellig samen een weekendje weg. Maar toen er de stadboerderij in de wijk, daar bij dat driehoekige pleintje.. een terras opende, waren we op een gegeven moment 's zomers elke zaterdag met het hele gezin niet weg te slaan daar. Zij samen spelen met de buurtkinderen en met de geitjes, en wij met alle ouders op het terras, heerlijke middagen waren dat. Maarja ehm, nu ze daar te oud voor zijn, wij de andere ouders niet meer echt kennen die daar komen.. Ja dan ga je er toch ook minder makkelijk heen.. de drempel voelt op een of andere manier groter. . . Ik ga nu elke week braaf naar de Waanzinnige Waldeck Tuin voor bootcampen, voor mijn gezondheid voornamelijk, maar ook om een beetje meer contact te maken in de wijk.

Ja, sommigen burens komen elkaar elke dag tegen in de supermarkt. Maar supermarkten.. daar doe ik niet aan, die vind ik verschrikkelijk. . . botsende karretjes.. gedring bij het brood.. Onze boodschapjes worden elke week bezorgd, heerlijk! Op maandag even met mn AR-lenzen op werk even kijken in koelkast wat we thuis nog hebben, bedenken dat we morgen willen eten, zo besteld zo bezorgd bij de hub, kan ik ze meteen meenemen als ik mijn deelwagentje terugzet na werk. Ons jongste doet graag het uitladen voor ons, dan kan ik heerlijk meteen als ik thuiskom op de bank ploffen. En dan roep je "licht aan" en "favoriete programma aan", effe lekker chillen voor het koken en eten. Na een hele dag werken heb ik geen zin in dat gekeuvel in de supermarkt, ff lekker met mijn gezin gewoon op de bank.

Vorige maand hebben Finn en ik besloten dat we wat minder gaan werken als de kinderen uit huis zijn. Dan hebben we wat meer tijd voor elkaar en voor mezelf. Hem leek dat een uitstekend idee, ik voel nog enige twijfels. Ik vraag me af wat ik dan moet gaan doen. In de tuin werken, tjaa die wordt automatisch bijgehouden, beetje onnodig als ik daar beetje naast ga staan koekeloeren. Alhoewel het is ook wel een manier van contact maken, zoals die mevrouw bij de oevertuin, altijd als ik daar langskom staat ze met een andere buurtbewoner lekker te kletsen. Maar voor de onze tuin hoef ik het niet te doen, die blijft vanzelf wel netjes. . . Dus heb ik tijd om andere leuke dingen te doen.. Alleen wat voor dingen? Zou leuk zijn als ik me wat nuttiger kon maken in de buurt op een leuke manier, als is het maar om beetje contact te hebben...



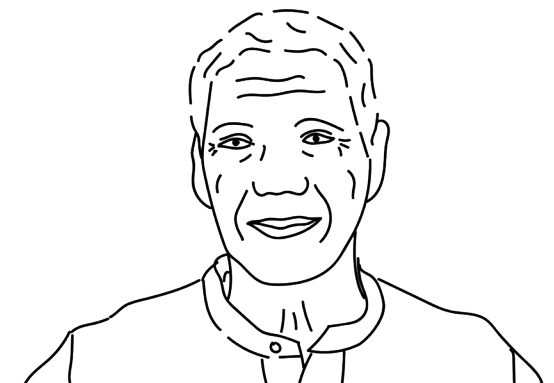
Ik woon in.. Waldeck - Aflevering 5: Ryan

Aflevering 5 van de serie "Ik woon in Waldeck". Het is 27 november 2040. Ryan is 84 jaar en woont al jaren in Nieuw Waldeck. Hij is graag actief bezig met het verbinden van mensen, zo ook in zijn eigen wijk. Hij helpt altijd mee met het organiseren van buurtactiviteiten en hij is goed op de hoogte van wat er in Nieuw Waldeck gaande is.

Familie en vrienden heb je, maar die zitten niet altijd naast de deur. Zeker nu ik wat ouder word, is het gewoon nodig dat je af en toe bij iemand aan kan kloppen. Maar die verbinding leg je niet zo 1,2,3. Daar heb ik sinds ik in Nieuw Waldeck woon, hard aan gewerkt, voor mezelf, maar ook voor anderen. Je ziet toch dat er een stuk meer ouderen in de wijk zijn gaan wonen de afgelopen jaren, he, ik geef ze geen ongelijk, het is prachtig wonen hier. Dat zelfstandig wonen voor de iets ouderen vraagt wel wat van de wijk. Het eetnetwerk bijvoorbeeld biedt echt een uitkomst. Dat heb ik 20 jaar geleden opgezet en loopt nog steeds als een tierelier. Eerst hadden we maar een stuk of vier eetkamers waartussen gewisseld werd. Maar inmiddels doet er in elke straat wel iemand mee. Door het enthousiasme in de buurt kunnen alle buurtbewoners binnen een beloopbare afstand toch lekker eten en tegelijkertijd hebben ze sociaal contact met andere buurtbewoners. Ik ben blij dat ik daar toch een steentje aan heb kunnen bijdragen. Van invulijst aan het prikbord bij het wijkcentrum is het getransformeerd tot een zelfdenkend platform, wat alles voor ons regelt en het mogelijk maakt dat buurtbewoners heel makkelijk mee kunnen doen.

Nu dat werkt, zijn we met het wijkberaad aan het kijken wat we kunnen bieden aan zelfstandige ouderen die toch wat minder mobiel zijn. Naast al die eetkamers, hoe kunnen we alleenstaande bewoners, nog meer helpen? Toen er flink griep heersten in de herfst van 2032, konden veel bewoners niet naar de avond toe komen. Jip van hierachter is toen met zijn elektrische fiets rondgereden om iedereen van zijn bordje eten te voorzien, maar het sociale contact kon natuurlijk niet op een bordje geserveerd worden. Toen zijn we met het wijkberaad om de tafel gegaan en voilà! Als je nu een keertje niet kunt komen, dan komt het avondje gewoon naar jou, naast het bordje eten krijg je dan ook de VR eetkamer voor een avondje. Net alsof je erbij bent. Je tafelgenoten zullen je niet meer hoeven te missen. Jouw hologram wordt gelivestreamd aan tafel.

Ja, de wijk is echt veranderd de afgelopen 20 jaar. Minder kinderen, meer ouderen. Nu hebben we zelfs bootjes in de wijk, voor een snelle overstap. Dat had ik 20 jaar geleden echt niet gedacht. Door twee freezones in de wijk, hebben we dit kunnen testen en is het nu niet meer weg te denken in de wijk. Heel handig die zones voor het testen voor nieuwe buurtvoorzieningen. De gemeente is nu bezig met een test van onder andere stralingsvrije zones op verzoek van de buurt. Heel leuk al die nieuwe toepassingen natuurlijk die ons leven gemakkelijker maken en ons de vrijheid geeft om zelfstandig te wonen ook al zijn we een beetje op leeftijd. Maar die straling baart me wel zorgen, wat heeft dat voor effect op ons?



12. CONCEPT - SCRIPT

Introductie (10 minuten)

De samenleving vergrijsst en ook in de Haagse wijk *Nieuw Waldeck* wonen steeds meer ouderen. (Zie cijfers). Dit zijn cijfers waarmee rekening moet worden gehouden bij het herinrichten van een wijk.

Dit project is gestart met het doel om te kijken op welke manier de wijk de zelfredzaamheid, zelfstandigheid van ouderen in de wijk kan worden bevorderd.

- Hoe kan de wijk toegankelijker en aantrekkelijker worden gemaakt voor de toekomstige ouderen?
- Hoe kan de openbare ruimte hieraan bijdragen?
- Welke fysieke, sociale en technologische middelen kunnen hiervoor worden ingezet?

We hebben een mogelijke visie gevormd door onderzoek te doen naar: *Nieuw Waldeck 2019*, *Ouderen van nu en hun wijk*, *Trends en ontwikkelingen*, *Ouderen van toekomst*.

Dit heeft geresulteerd in een tentoonstelling in NW, een geïllustreerde kaart van NW en een visiekaart voor 2040 en een videoserie. Met tot slot een tentoonstelling en evenement in februari.

Ervaar Waldeck

Jullie gaan vijf bewoners ontmoeten uit *Nieuw Waldeck* van 2040. De filmpjes geven een mogelijk perspectief van de wijk *Nieuw Waldeck* in 2040 door de ogen van de mensen die daar wonen. Voor wie jullie de buurt gaan herinrichten. Mandy, Evelien, Victor, Hannah en Ryan wonen in het *Nieuw Waldeck* van 2040 en geven allemaal een kijkje in hun dagelijks leven. Ze vertellen hoe ze gebruik maken van de wijk en welke maatschappelijke en technologische ontwikkelingen hierop van invloed zijn geweest.

Jullie krijgen allemaal een verhaal van één buurtbewoner te zien. Neem het goed in je op en schrijf de dingen op die je uit het verhaal van de buurtbewoner hebt gehaald. Niet iedere persoon krijgt hetzelfde filmpje te zien.

- Welke connectie heeft de persoon met de wijk?
- Welke toepassingen worden er gebruikt in de wijk door jouw bewoner?

Er zal hierna een mogelijkheid zijn voor vragen en eventuele uitleg. Schrijf het op het dan komen we er later op terug.

Videos bekijken (10 minuten)

Deel je ervaring (20 minuten)

- Je gaat nu vertellen over wie en wat je informatie hebt gekregen
- Het is nu de mogelijkheid om onduidelijkheden samen in te vullen.
- De visie is nog niet af, geeft vooral je eigen invulling!
- Denk aan de persoon die je hebt gehoord, hoe zou die bijvoorbeeld erin staan?

Voor jullie liggen de toepassingen die in de verhalen voorkwamen. Deze kun je gebruiken om het deel van de visie die jij hebt gezien met elkaar te delen.

- Met welke persoon identificeer je jezelf?
- Zijn er nog vragen en onduidelijkheden?

Strategie oefening

Nu is natuurlijk de vraag, wat moet je nu met zo'n visie. Om het wat concreter te maken hebben we een korte opdracht voor jullie.

Wat spreekt je aan? (10 minuten)

Welke van deze toepassingen spreken jullie aan? Iedereen mag 3 stickers plakken bij de favoriete toepassingen.

Uitleg (5 minuten)

Een visie al deze kun je gebruiken om concrete plannen te maken voor de komende jaren. De visie kan een houvast zijn tijdens het maken van plannen. Als je weet waar je naar toe werkt, kun je daar in eerdere stappen al rekening mee houden.

2025 (20 minuten)

Kies een van de favoriete toepassingen. Wat zou hiervoor een eerste stap kunnen zijn die in 2025 al haalbaar is om tot die toepassing te komen van 2040?

Let op, elke idee is een goed idee, dit is een eerste exploratie!

Voorbeeld: egaliseren van die weg, zodat veranderbare paden mogelijk zijn, of de paden alvast een minimale breedte geven.

13. CONCEPT - ASSIGNMENT FORMS



MANDY



Welke connectie
heeft Mandy met de wijk?

Hoe maakt Mandy
gebruik van de wijk?



EVELIEN



Welke connectie
heeft Evelien met de wijk?

Hoe maakt Evelien
gebruik van de wijk?



VICTOR



Welke connectie
heeft Victor met de wijk?

Hoe maakt Victor
gebruik van de wijk?



HANNAH



Welke connectie
heeft Hannah met de wijk?

Hoe maakt Hannah
gebruik van de wijk?



RYAN



Welke connectie
heeft Ryan met de wijk?

Hoe maakt Ryan
gebruik van de wijk?

14. CONCEPT - CONVERSATION CARDS



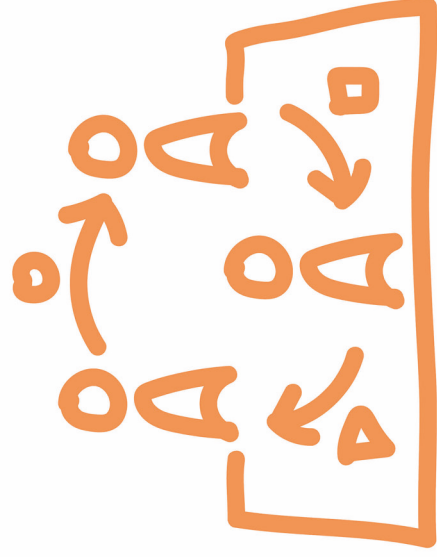
geo-fencing



veranderbare paden



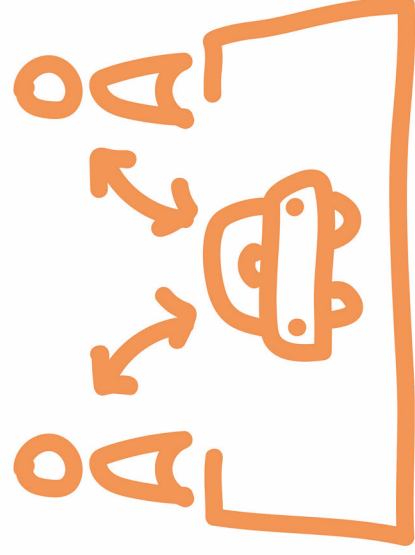
beheerrobots



plek voor delen
van producten & diensten



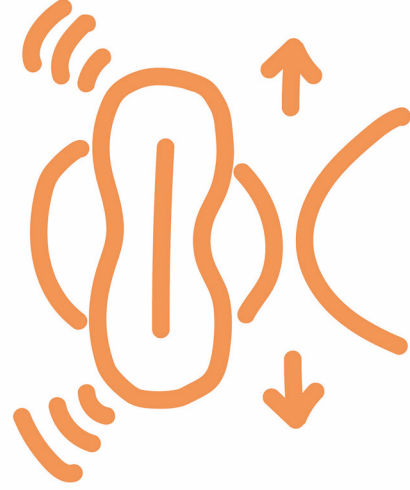
bezorhub



plek voor delen
van vervoer



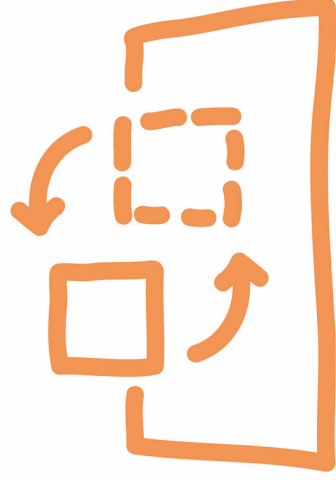
flexibele voorzieningen



wegwijzer



online & offline wereld
geïntegreerd



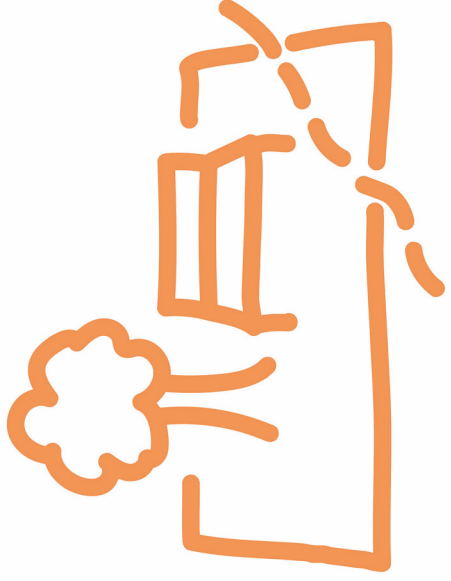
freezones



VReetkamer



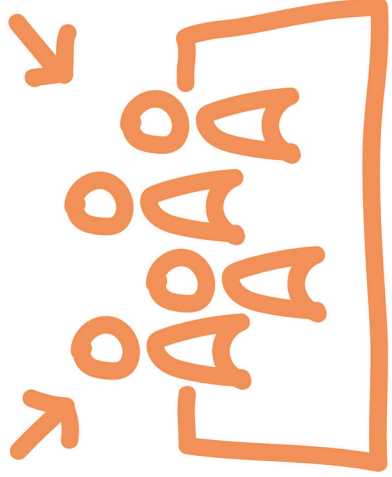
stralingsvrije zone



rustplekken



nieuwe verbindingen



ontmoetingsplek

VRIJHEID



VERBONDENHEID

ER TOE DOEN

15. CONCEPT - STRATEGY FORM

IDEE

2025

NAAM

TOEPASSING



od205

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