



# IDE Master Graduation Project

## Project team, procedural checks and Personal Project Brief

In this document the agreements made between student and supervisory team about the student's IDE Master Graduation Project are set out. This document may also include involvement of an external client, however does not cover any legal matters student and client (might) agree upon. Next to that, this document facilitates the required procedural checks:

- Student defines the team, what the student is going to do/deliver and how that will come about
- Chair of the supervisory team signs, to formally approve the project's setup / Project brief
- SSC E&SA (Shared Service Centre, Education & Student Affairs) report on the student's registration and study progress
- IDE's Board of Examiners confirms the proposed supervisory team on their eligibility, and whether the student is allowed to start the Graduation Project

### STUDENT DATA & MASTER PROGRAMME

Complete all fields and indicate which master(s) you are in

Family name	Yu	IDE master(s) IPD	<input type="checkbox"/>	Dfi	<input type="checkbox"/>	SPD	<input checked="" type="checkbox"/>
Initials	W.Y	2 <sup>nd</sup> non-IDE master					
Given name	Wenhan	Individual programme (date of approval)					
Student number	5704286	Medesign	<input type="checkbox"/>				
		HPM	<input type="checkbox"/>				

### SUPERVISORY TEAM

Fill in the required information of supervisory team members. If applicable, company mentor is added as 2<sup>nd</sup> mentor

Chair	Lianne Simonse	dept./section	The Design, Organisation and Strateg	<p>! Ensure a heterogeneous team. In case you wish to include team members from the same section, explain why.</p> <p>! Chair should request the IDE Board of Examiners for approval when a non-IDE mentor is proposed. Include CV and motivation letter.</p> <p>! 2<sup>nd</sup> mentor only applies when a client is involved.</p>
mentor	Tingting Wang	dept./section	Human-Centered Design Departmen	
2 <sup>nd</sup> mentor				
client:				
city:		country:		
optional comments				

**APPROVAL OF CHAIR on PROJECT PROPOSAL / PROJECT BRIEF** -> to be filled in by the Chair of the supervisory team

Sign for approval (Chair)

Name Lianne Simonse

Date 14 Feb 2024

Signature

### CHECK ON STUDY PROGRESS

To be filled in by SSC E&SA (Shared Service Centre, Education & Student Affairs), after approval of the project brief by the chair. The study progress will be checked for a 2<sup>nd</sup> time just before the green light meeting.

Master electives no. of EC accumulated in total \_\_\_\_\_ EC

Of which, taking conditional requirements into account, can be part of the exam programme \_\_\_\_\_ EC

	YES	all 1 <sup>st</sup> year master courses passed
X	NO	missing 1 <sup>st</sup> year courses

Comments:

ID4060 Manage your Master ( 2,0 )

Sign for approval (SSC E&SA)

Name Robin den Braber

Date 04-03-2024

Signature RdB

### APPROVAL OF BOARD OF EXAMINERS IDE on SUPERVISORY TEAM -> to be checked and filled in by IDE's Board of Examiners

Does the composition of the Supervisory Team comply with regulations?

YES	V	Supervisory Team approved
NO		Supervisory Team not approved

Comments:

Based on study progress, students is ...

V	ALLOWED to start the graduation project
	NOT allowed to start the graduation project

Comments:

- the missing course ID4060 should be finished before the green light meeting

Sign for approval (BoEx)

Name Monique von Morgen

Date 7/3/2024

Signature M. von Morgen

## Personal Project Brief – IDE Master Graduation Project

Name student Wenhan YuStudent number 5,704,286

## PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

Complete all fields, keep information clear, specific and concise

Design for Next-Generation Technology-Enabled Elderly Care Models for

**Project title** Single Immigrant Women in the Netherlands

*Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.*

**Introduction**

*Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)*

The project aims to address the unique challenges faced by older women in the Netherlands, especially those with an immigrant background (first generation), in single elderly care, which is a research-related project. The main participants include community caregivers, community managers, children of the elderly, relatives and friends of the elderly, etc. In Dutch suburbs, older owneroccupiers express a preference for long-term independent living at home and therefore require tailored care and support [1]. At the same time, the project acknowledges that women have higher life expectancy, but also recognizes that older women, especially those with immigrant backgrounds, may experience more years of psychological problems or physical disabilities in their daily lives [2]. The resources I have are based on some of my personal experiences setting up a stall, I got to know many older women with immigrant backgrounds here, which will also help me with subsequent interviews and research. Limitations include that there is no agreement with the company or relevant institutions, so there is no way to expand the sample size and only qualitative research can be conducted. But the final result takes into account improving accessibility of community-based elderly care services for the elderly left alone by enhancing supply, delivery, and use, aiming to enhance their mental health and social identity.[3]

Key stakeholders, including community caregivers, managers, children of the elderly, and friends/relatives.

Opportunities arise in relieving loneliness and exploring innovative solutions for cultural integration, respecting diverse cultural norms.

[1] Kloet, H. (2019). Aging and smart independent living in Dutch rural areas. 26th Annual European Real Estate Society Conference. [https://doi.org/10.15396/eres2019\\_197](https://doi.org/10.15396/eres2019_197).

[2] Sialino, L.D., Wijnhoven, H.A., van Oostrom, S.H. et al. Perspectives of older women in the Netherlands: identifying motivators and barriers for healthy lifestyles and determinants of healthy aging. *BMC Public Health* 23, 664 (2023). <https://doi.org/10.1186/s12889-023-15611-0>

[3] Guo, J., & Ling, W. (2022). The relationship between the mental health status and social support of the lonely elderly with government participation in the Internet context. *Frontiers in Public Health*. 10. <https://doi.org/10.3389/fpubh.2022.10>

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introduction (continued): space for images

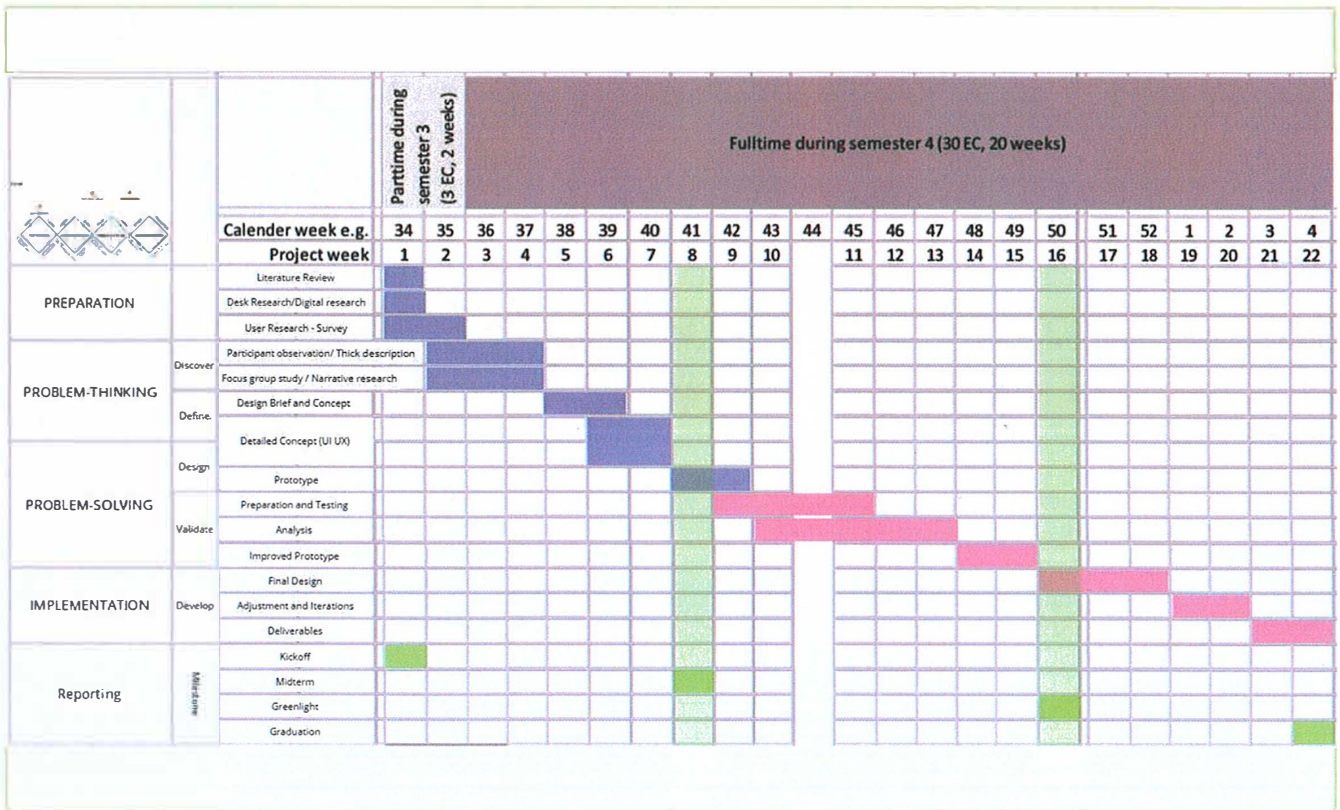


image / figure 1 Design Process (Drawn by the author)

## Stakeholders

- Single Women
- Friends
- Offsprings
- Doctor
- Government and Policy Makers
- Caregivers and Service Providers
- Community and Social Organizations

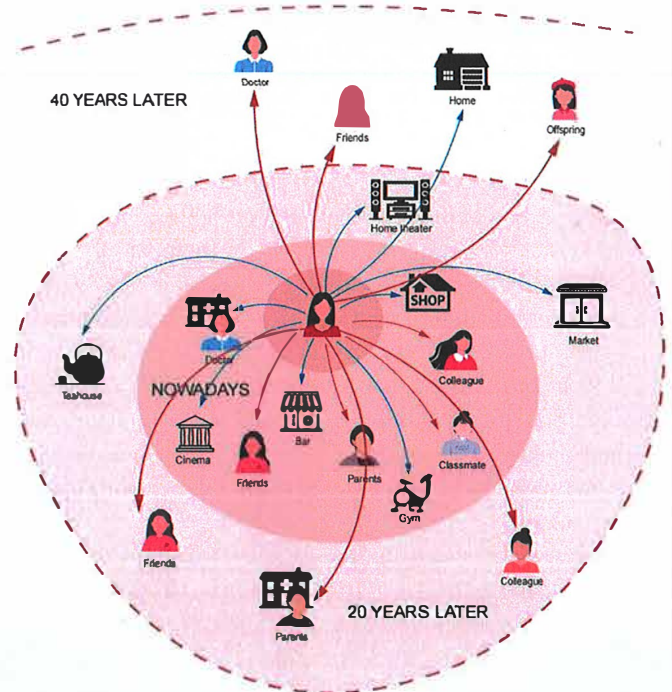


image / figure 2 Stakeholders (Drawn by the author)

## Personal Project Brief – IDE Master Graduation Project

### Problem Definition

What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice.  
(max 200 words)

This Master Graduation Project aims to develop strategies and interventions to mitigate the sense of separation and loneliness experienced by elderly women living alone, particularly those with immigrant backgrounds. Issue Addressed: Isolation and mental well-being of elderly women in solo living arrangements. focusing on how service design and system design methodologies can be employed to address potential challenges effectively. Examples of methodologies:

Co-creation Workshops: Approach: Engage elderly women, caregivers, and other stakeholders in collaborative workshops to generate ideas and co-create solutions. Implementation: Conduct design thinking workshops or participatory design sessions to gather insights, build empathy, and collaboratively design interventions.

Persona Development: Approach: Create detailed personas representing different segments of elderly women with immigrant backgrounds to understand diverse needs and preferences. Implementation: Use personas to guide the design process, ensuring that solutions are tailored to the unique characteristics, cultural backgrounds, and challenges of the target users.

Service Blueprints: Approach: Visualize the entire service journey, including touchpoints, interactions, and back-end processes. Implementation: Identify key moments in the user journey where AIoT and digital health solutions can be integrated to address loneliness and enhance well-being.

Usability Testing: Approach: Evaluate the user interface and functionality of digital solutions to ensure accessibility and ease

### Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for. Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence) As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:

*Design/Investigate/Validate/Create* a (what will be the deliverable -> prototype/ roadmap/process/ intervention/approach/ guideline/strategy/...) to (what should it do -> create/ understand/evaluate/validate/improve/execute/analyse/...) (the objective -> experience/ value/process/product/...) for (whom -> target group/ client/...) in (what context).

Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)

Research question:

How to design future elderly care (whithin 20/40 years) for single women in Netherlans with an immigrant background in a digital age

The assignment involves researching, designing, and creating a culturally competent care model tailored to the unique needs of elderly women with immigrant backgrounds, with a specific focus on enhancing the quality of single care. The aim is to address challenges related to cultural diversity, language barriers, and differing health expectations, ultimately creating a framework that promotes inclusivity and provides effective care for this demographic.

Primary end-users: Single Women

Secondary end-users: Doctor, Children of the elderly, Relatives and friends of the elderly, Community Manager, Community Carer.

Description: Establish a system for continuous evaluation and feedback. This could include surveys, focus groups, and regular

## Project planning and key moments

To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a **kick-off meeting**, **mid-term evaluation meeting**, **green light meeting** and **graduation ceremony**. Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any (for instance because of holidays or parallel course activities).

Make sure to attach the full plan to this project brief. The four key moment dates must be filled in below

<b>Kick off meeting</b>	24 Jan 2024
<b>Mid-term evaluation</b>	26 Mar 2024
<b>Green light meeting</b>	24 Jun 2024
<b>Graduation ceremony</b>	1 Jul 2024

In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	<input type="checkbox"/>
For how many project weeks	<input type="text"/>
Number of project days per week	<input type="text"/>

Comments:

## Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five.

(200 words max)

The project was founded on an in-depth study of the complexities of elderly care life for Dutch women with a migrant background, combined with the knowledge I gained during my MSc course. The aim is to explore entrepreneurial opportunities in the aged care sector, driven by the need for innovative solutions to changing demographic trends.

Competencies that need to be demonstrated and learned:

In this project, my goal is to demonstrate and develop capabilities critical to success in the entrepreneurial aged care market. I will apply strategic concepts and frameworks learned during my MSc studies to identify and evaluate entrepreneurial opportunities in the growing aged care industry. Additionally, I plan to use design thinking and innovation methods to come up with optimized service and system solutions.

Personal learning ambitions:

Comprehensive understanding of senior care entrepreneurship: Strive to gain a deep understanding of the complexities of senior care entrepreneurship, going beyond academic insights to gain practical knowledge of market dynamics and potential challenges.

Cross-Cultural Competency Enhancement: Improve cross-cultural competency by skillfully navigating the cultural nuances inherent to the senior care market. The aim is to provide culturally sensitive and effective solutions for diverse groups of people.