Service design toolkit

for social connectivity among the elderly:

A toolkit for social organization to enhance elderly social activity

The Social problem: loneliness among the elderly

Loneliness, as a social problem, has drawn wide attention of the academic and public. Up to 32% of adults older than age 55 report feeling lonely at any given time.

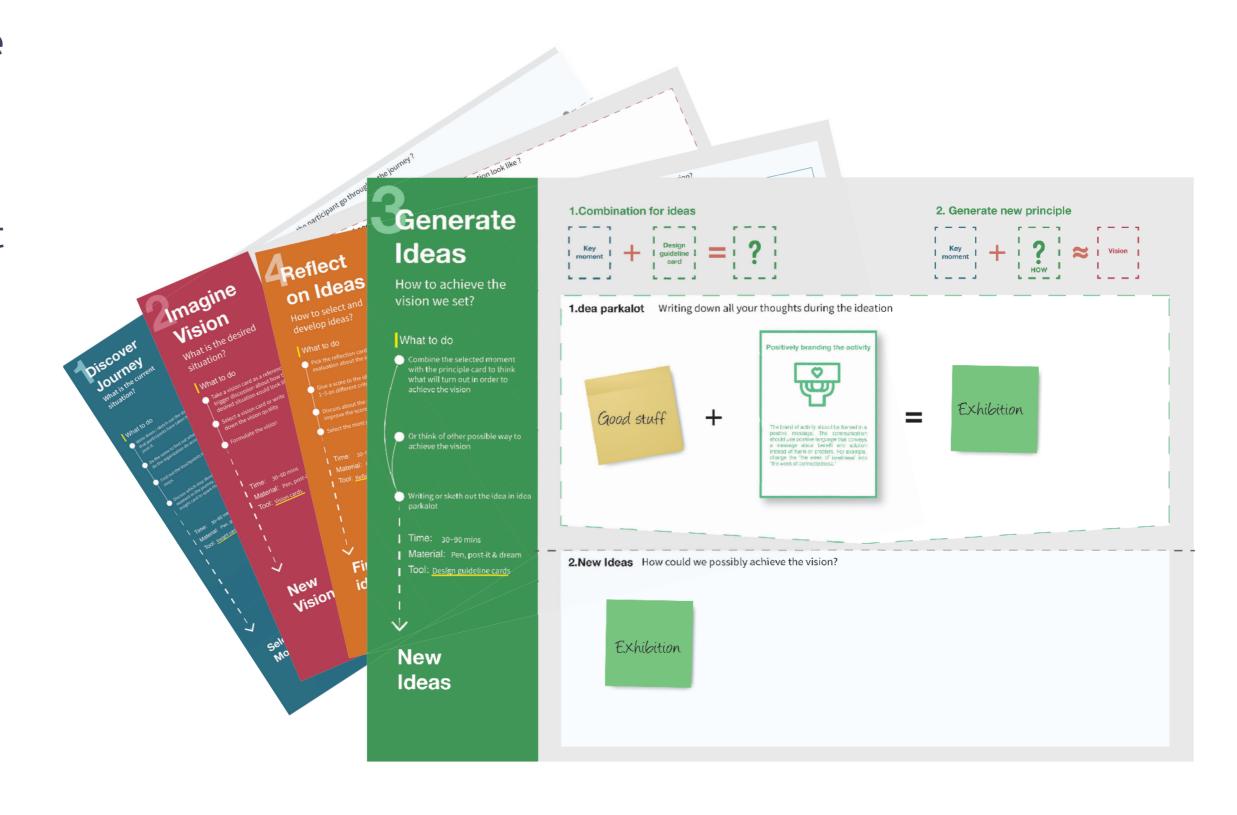
Problem Framing

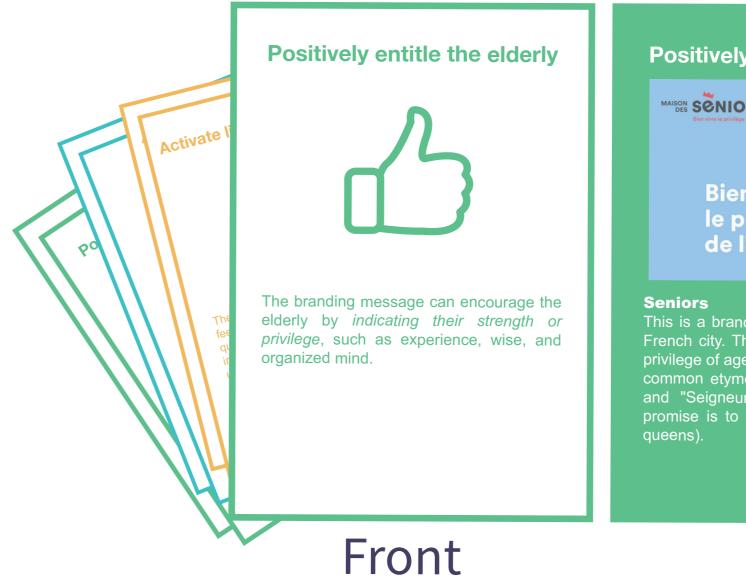
In the context of activities organized by the social organization(such as bingo game, or care information lecture) Research identified dozens of problems and opportunities in social interaction. They are highlighted as:

- The reliance of facilitator
- The passive social attitude
- The negative social norm
- Negative complaining
- One-way communication

From problem to vision

Based on the research, a desired vision states that the relationship between organization and elderly could be like *sports fan and coach*. In order to path way to the vision, a strategy with 4 steps is created as suggestion for organizations. Besides, the strategy is translated into 15 design guidelines, which could be used to trigger ideas to enhance or renew the activity.







Enhance connection through Engage elderly through Enable connection with Envision positivity fit-in and ownership facilitating the empathy social triggerst through the rebranding Based on the elderly's habit **Activate listening and imitation** Positively branding the activity Add social triggers in current activities Add social space in daily routine Positive entitlement for the **Gamify interaction to create Enable storytelling** openness to share Blend social need with other Visualize the story **Enable richer senses in** purposes communication **Create a community symbol** Enable social participation through tools Engage the elderly in activity initiating

Service design Toolkit

This toolkit conveys the strategy and design guidelines in a tangible way. Furthermore, the toolkit can facilitate the co-creation session with the organization in an accessible way. From the first step of discovering the journey with the template to the ideation phase with the design guidelines card as triggers, the toolkit can guide the co-creation process and spark creative thinking in the session.

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Use the elderly's strength

Design against loneliness: service design toolkit for social connectivity among the elderly 2019-08-23

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