

# 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.

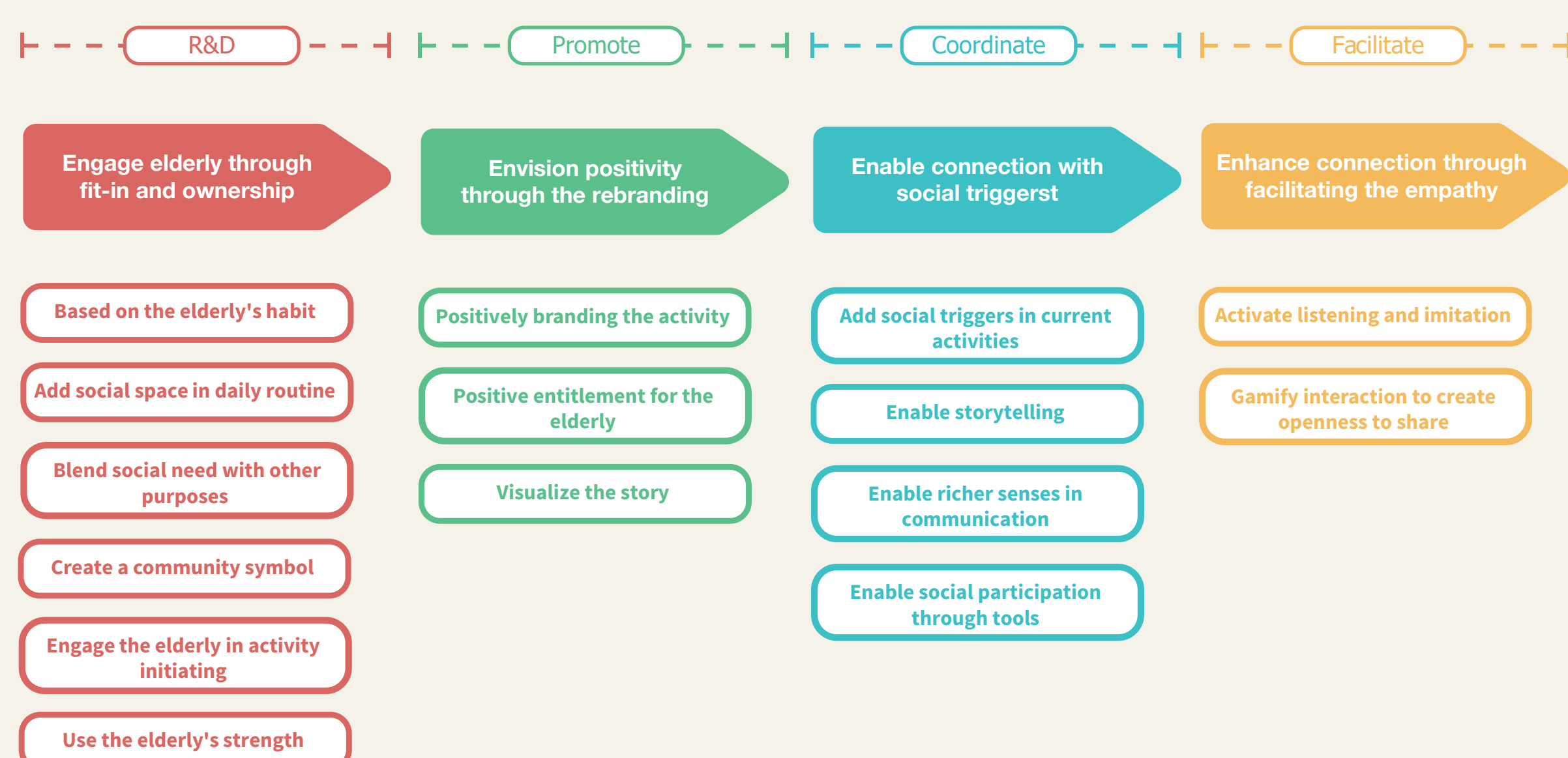
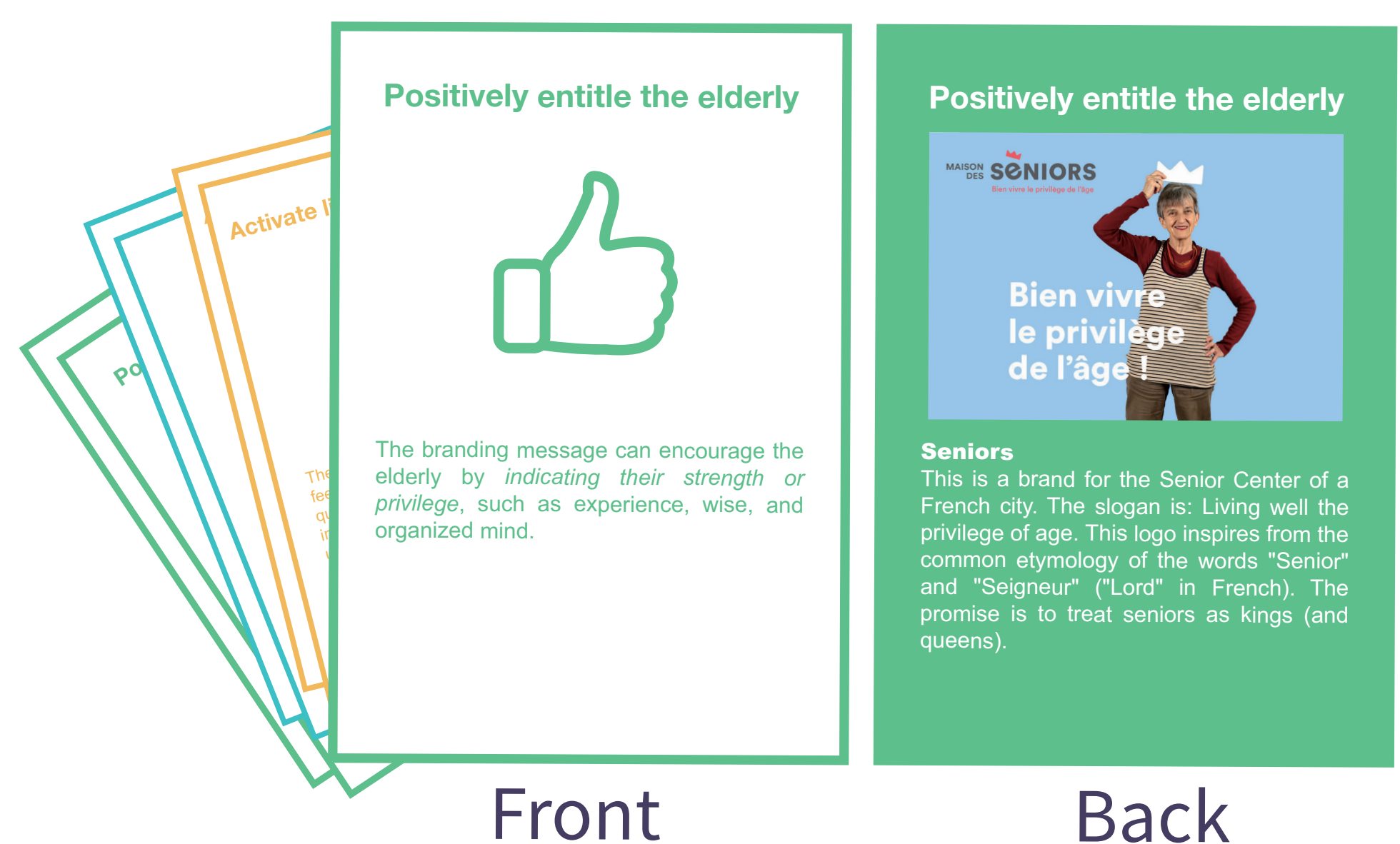
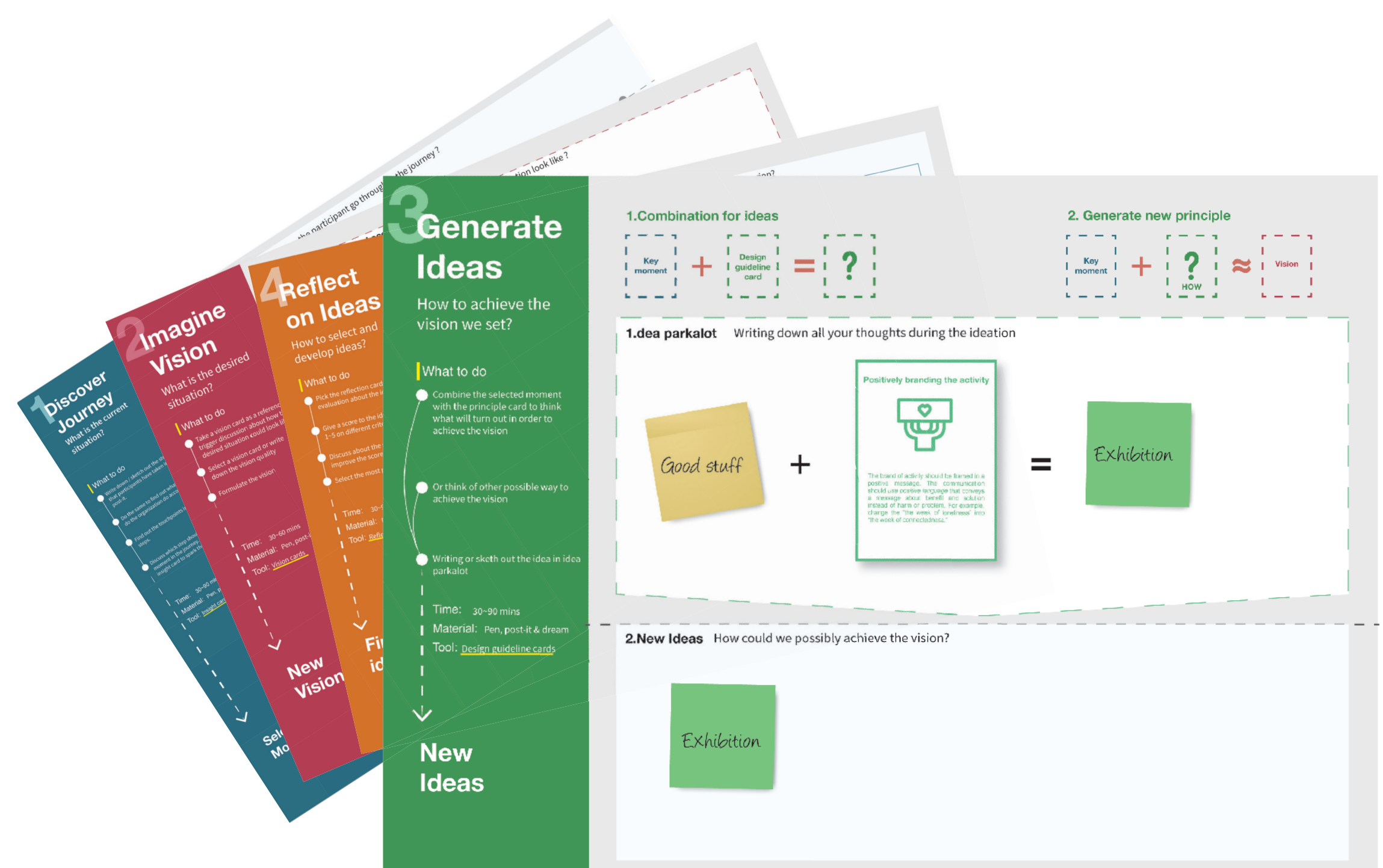
### Problem Framing

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.



### 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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Design against loneliness: service design toolkit  
for social connectivity among the elderly  
2019-08-23  
Strategic Product design (Msc.)

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