

Design against loneliness: **Service design toolkit for social connectivity among the elderly**

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Executive summary

Loneliness, as a social problem, has drawn wide attention of the academic and public. Moreover, loneliness among the elderly is significant. Up to 32% of adults older than age 55 report feeling lonely at any given time (De Jong Gierveld & van Tilburg, 1999). Millions of euro have spent to identify the lonely elderly. With a great interest in social design, the author is intrigued by this issue and thus, initiated the project with an attempt to make contribution to it with design methods.

In the research phase, extensive literature constructed a holistic view of the loneliness and yielded a new perspective of understanding it. Loneliness is like the destination of the vicious circle between negative social interaction and negative social cognition. Moreover, it may spread through negative interaction. Thereby, the project focuses on social interaction as the entry point for intervention. Through partnering with Vierstroom, one elderly home care company who is also interested in connecting their elderly members, the project finds a context for designer's intervention. It is activities organized by the Vierstroom and Palet welfare such as bingo game, or care lecture. Investigation of the context revealed dozens of problems and opportunities. There are five pain points highlighted in the elderly activity: the reliance of facilitator, the passive social attitude, the negative social norm, the negative complaining and the one-way communication.

A new relationship between elderly and organization: sports fan and coach

Analysis and ideation provoke a vision that elderly and organization could be like sports fan and coach. With service design methods, the author paves the road to vision by seeing the activity as multiple-layers and sequential interaction. After that, a service strategy is synthesized with four steps for four sub-visions. Moreover, the strategy is translated into 15 design guidelines. Thereby, organizations could adopt the guidelines to enhance their service or generative service ideas in various cases.

Service design toolkit

Besides, this project resulted in a service design toolkit that encapsulates the strategy and the design guidelines. It conveys the essential finding of the project in a tangible way. Furthermore, the toolkit can facilitate a 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 process and spark creative thinking in the session, thus help organization internalize the strategy and develop the desired relationship with elderly.

At last, the toolkit has been evaluated with experts and design students. Based on the feedback, suggestions and recommendations are discussed for further development.

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1. Introduction

1.1 Background

1.2 Project aim and approach

This chapter describes the project background, goal, research questions and approaches. It provides a structured layout of the project structure.

1. Introduction

1.1 Background

Loneliness is a serious social phenomenon. According to Age UK, more than 2 million people in England over the age of 75 live alone, and more than a million older people say they go for over a month without speaking to a friend, neighbour or family member (Ageuk.org.uk, 2019). In the Netherlands, loneliness is a severe problem. Up to 32% of adults older than age 55 report feeling lonely at any given time (De Jong Gierveld & van Tilburg, 1999). It is estimated that more than 126,000 elderly people (75 years and older) only contact with family and friends at most once a month in the Netherlands (Iamsterdam.com, 2019).

The impact of loneliness on physical and mental health has been widely studied. Studies prove that loneliness may lead to an accelerated risk of depression, cognitive decline (Cacioppo & Hawkley, 2009), heart disease, stroke (Valtorta et al., 2016) and depression (Singh & Misra, 2009).

Moreover, the ageing population make it more important for society to address the loneliness among the elderly. It is estimated that half of the Dutch population is over 50. It is predicted that the percentage of people aged 65+ in the Netherlands is expected to increase to 26% in 2035 (Statistics Netherlands, 2010).

Different sectors are trying different ways to approach the loneliness issue. In politics, British attaches great importance to loneliness by appointing one minister specifically to take care of it. While in the

Netherlands, the Dutch government has spent over 26 million euro on the plan to address the problem. In addition to the top-down approaches, In the business and social sectors, there are organizations such as The National Elderly Fund and De Zonnebloem approaching the problem by organizing volunteer activities. And in the technology field, No Isolation, a start-up company, is trying to tackle the problem by making communication technologies easy to use for the elderly.

The external project partner

Vierstroom as the external partner is interested in the proposal. With a vision to help the senior live (longer) independently in their familiar environment, Vierstroom has more than 65,000 members in the region. Besides providing physical care such as home care, Vierstroom also organizes social activities such as their annual ‘members’ day’ in which they want to connect their members, and thereby create a community for their members. However, it is often difficult for older adults to build a new connection with strangers. In interviews with Vierstroom members in a previous project, some of their members mentioned that it is a bit awkward to socialize in that situation. Others still consider Vierstroom as a service provider other than a club or community. Thus, to shift that impression, “how to improve the quality of social tie and maintain the social relationship” is challenging for Vierstroom. Supportive tools and services are still required.

1.2 Project goal and approach

The objective of the project initially is to explore how designers could intervene in the social problem, loneliness among the elderly, with the design tools and methods. Through collaboration with Viestroom and Palet welfare, a problem context is framed as elderly activities held by the social organization. Thereby, the goal of the project was narrowed to how service design method could be applied to the organization to refine activity service offerings or develop new service with an attempt to create connectivity among the elderly. In summary, the original goal is to intervene loneliness. The scope of the project is to explore ways to create social connectivity in the elderly activity held by the social organization or elderly care organization. The approach of the project is the service design method, creative problem-solving method and other design tools.

Project structure

The project consists of four parts: Exploration, research synthesis, Design creation, Evaluation and Reflection. In the exploration

chapters, literature study about loneliness gives an overview of the loneliness problem. Besides, field research provides insight into the context as well as the stakeholders. In research synthesis chapter, vision is created with the data collected, and a strategy to the vision is generated as the path to vision. In the Design Creation and Evaluation, the conceptualization of strategy provokes design principles. At last, service design toolkit that encloses all the research insights, strategy and design guidelines are designed and tested with the experts. In the last chapter, reflection is discussed as the conclusion of the project.

Project approach

In the project, service design methodology provides the guideline to carry out field research. Moreover, the service design tool and creative problem-solving techniques are used to generate concepts and the final toolkit design. Besides, extensive research on different individual behaviour models gives clues to design ideation.

Research main question:

How can designers intervene in loneliness among the elderly with design methods and skills?

Research sub-question:

How can designers apply service design into the organization to refine their service offering or develop new service with an attempt to create connectivity among the elderly?

Project flow

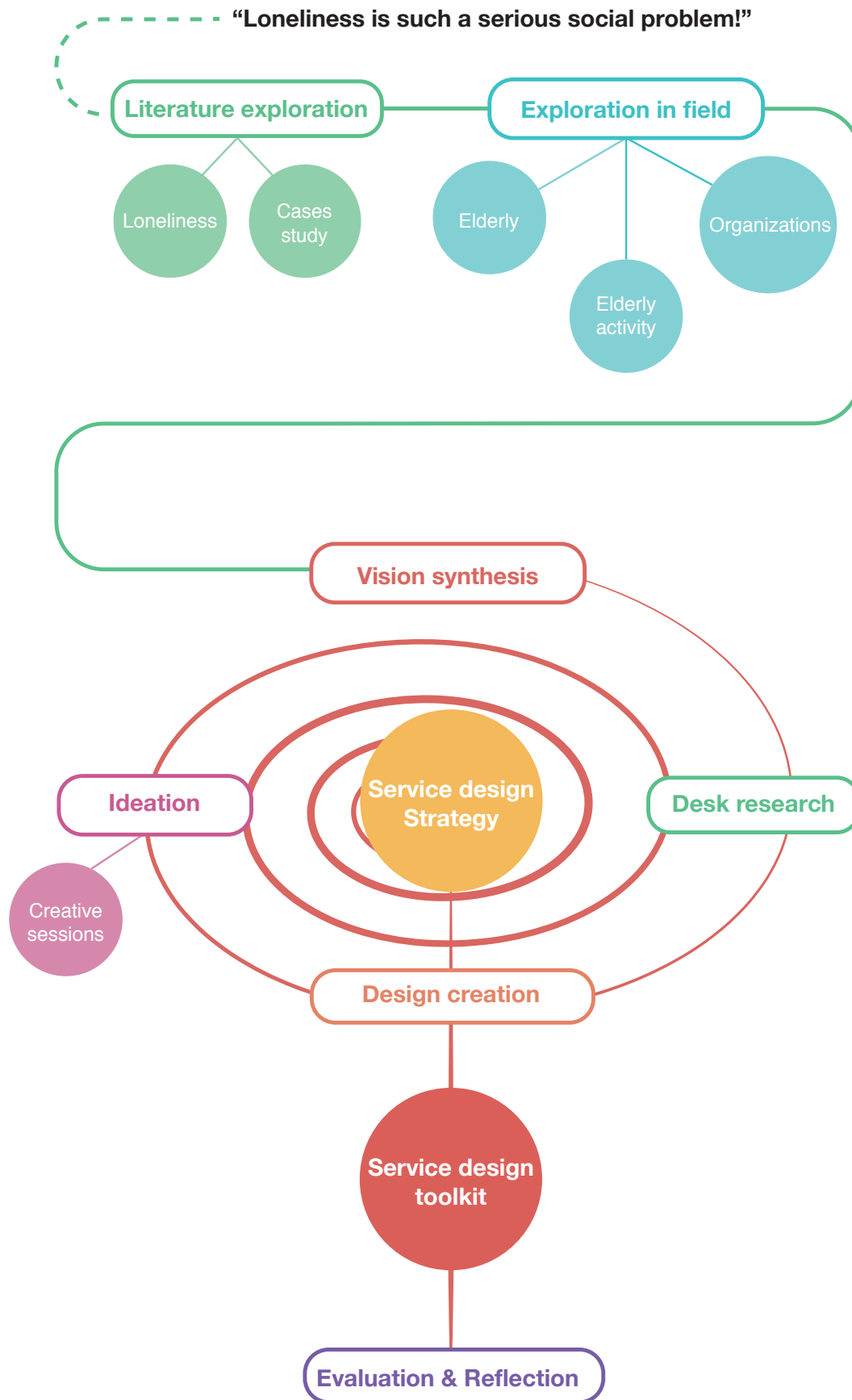


Figure 1.2: project flow

2.Literature Exploration

2.1 Literature research on loneliness

2.2 Summary of the literature

2.3 The service design and its application

Exploration of literature can give readers a deep dive into the loneliness. The extensive literature contributes a holistic perspective about it from different research fields such as psychology, sociology, medical science, and so on. In the following chapter, it will discuss the loneliness from its definition to its intervention. Base on that, author identify social interaction as the entry point to intervene the loneliness for designers.

2.Literature Exploration

2.1 Literature research on loneliness

2.1.1 Definition of the loneliness

Loneliness is often termed as social isolation in academics. To understand the loneliness in the research field, scholars use different protocols to identify it. In general, from a sociologist's perspective, the issue is termed as social disconnectedness, which is objectively presented as a small social network, infrequent participants in social activities. In other words, it could be term as „social loneliness „; From a psychologist's perspective, it is described as „perceived isolation“ which is examined by the subjective experience of social support or activity, such as the feeling of loneliness(Cornwell & Waite, 2009). Both terminologies give clues to evaluate social isolation and used in relative research. So loneliness can be measured in the form of social network analysis or self-report study of perceived loneliness.

Despite the academic way of evaluating the loneliness, there are various indicators of the loneliness, according to researchers. Some researchers indicated that retirement and bereavement are critical predictors of loneliness (Weiss, 2005) because it may lead to the loss of the social role and therefore undermine the social network. Also, health problems such as disability could indicate loneliness, as it can limit the elderly's social participant level (Thoits & Hewitt, 2001).

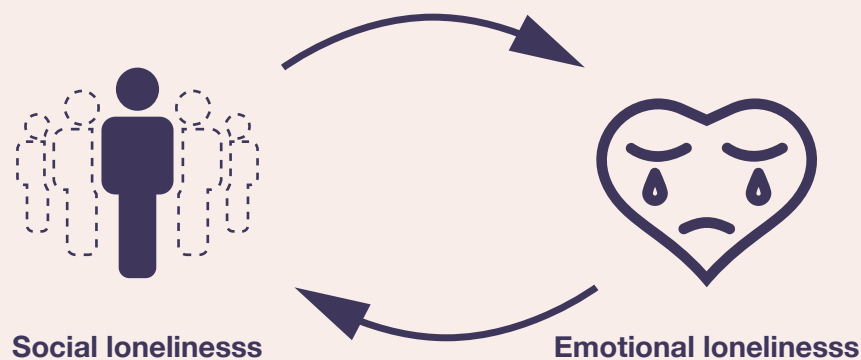


Figure 2.1.1: different definition of loneliness

The conceptualization of loneliness also varies when they build on different protocols. Loneliness is typically conceptualized as the dissatisfaction of the social networks (Russell, Peplau, & Cutrona, 1980). In other words, one may experience loneliness when their actual social relationships did not reach his/her person's desire status. Such a concept also explains the difference in loneliness in different cultures. Dutch scholar De Jong Gierveld give an example: in Italy, the social norm expects children to visit their parents regularly. However, If the adult daughter skips one visit, her mother will immediately feel lonely. Differently, the Finnish mother realizes that half of the country is snowed for several months of the year. Also, the distance is also a problem as the country is large. Consequently, she will not feel lonely even if their children only visit her a few times per year.

More recently, loneliness is conceptualized as the biological reaction similar to hunger, thirst, and pain (Cacioppo, Hawkley, et al., 2006). It aims to avoid damage and promote multiplication. That is to say; loneliness is the signal that prone individual to sensitize with potential threats and to build connection needed to survive and prosper.

In summary, loneliness is classified as subjective emotional loneliness and objective social isolation. Although researchers follow different protocols and research settings to study. Qualitative studies have suggested founded that most of the factors are strongly correlated. Thus, researchers conclude that loneliness is generally perceived and measured as a unidimensional construct (Hawkley et al., 2005).

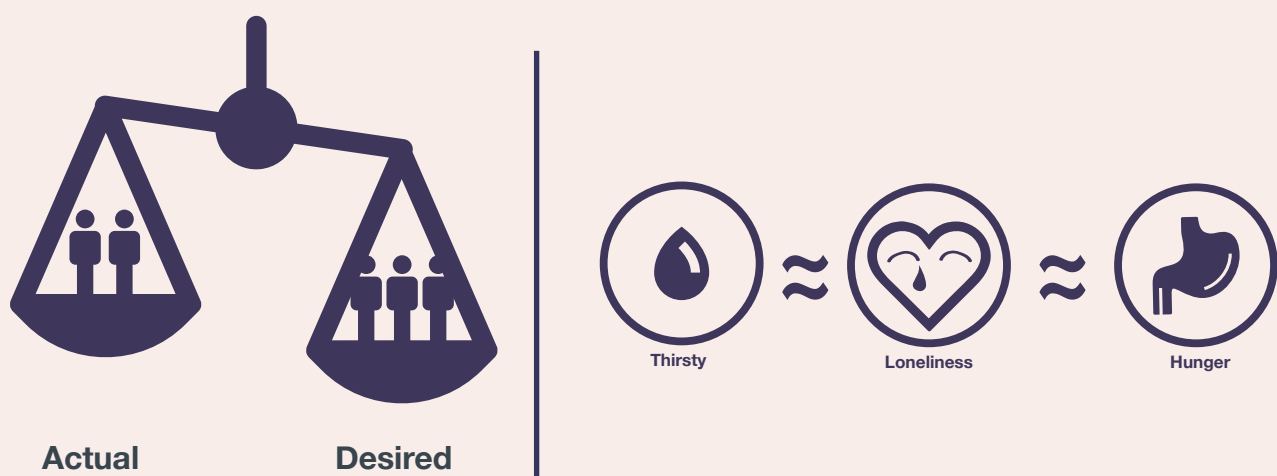


Figure 2.2.1: conceptualization of loneliness

2.1.2 Health impact of loneliness

Although loneliness is easier to tolerate than hunger in the short term, the impacts of loneliness on health are still more prevalent than we think in the long term. In a quantitative study of mortality about loneliness, researches show the loneliness leads to an increase of 26% early mortality (Holt-Lunstad et al., 2015). By comparison with the mortality rate of smoking cigarettes, Loneliness is claimed to be as lethal as smoking 15 cigarettes per day (Mail Online, 2019).

More specifically, loneliness has been linked to elevated blood pressure (Hawkley et al., 2006); increased the propensity to dementia (Fratiglioni 2000); diminished immunity (Kiecolt-Glaser et al., 1984; Pressman et al., 2005), underexpression of genes bearing anti-inflammatory glucocorticoid response elements (Cole et al., 2007), and abnormal ratios of circulating white blood cells (Cole, 2008).

Besides, there are empirical researches shown a strong correlation between social isolation with mental health problems such as depression (Gutzmann 2000; Silveira and Allebeck 2001); and suicide (Conwell 1997; Rapagnani 2002).

2.1.3 Factors related to loneliness

Dutch Researchers have summarised six key determinates for loneliness as follows(Gierveld, 1998):

Household composition

Being without a partner, such as widowed, divorced, separated, single – and living alone affects the risk of loneliness. A study found that immediately after the death of their partners, 60 per cent of widows and widowers were lonely(Gierveld, 1998).

Health

This includes the situation of the chronic, long-term or terminal illness. The health issue may affect one's mobility and gradually

isolated the elderly.

Situational restrictions

The difference between an urban area and a rural community of residence can contribute to the loneliness of the elderly.

The specific characteristics of the older adult's family and non-family relationships

For example, being caregiver for the partner will take up most of one's time and leave little time and energy for social life.

Socio-cultural constraints, the norms and values

Researcher indicates that in collectivistic societies, the absence of interactions with family was more closely related to loneliness than those in individualistic societies. Differently, in individualistic societies, the absence of interactions with friends was more closely linked to loneliness than in collectivistic societies(Lykes & Kemmelmeier, 2013). Findings support the notion that autonomy and choice with regard to interaction partners have greater implications for wellbeing in individualistic societies whereas traditional social bonds are more potent in collectivistic societies(Lykes & Kemmelmeier, 2013).

Personal constraints

Such as social skills of the person or low self-esteem, powerlessness, feelings of rejection, expectations about personal efficacy, self-perceived lack of disclosure to others, as well as personality characteristics.

2.1.4 Mechanism of loneliness

Loneliness is often strongly associated with negative social cognition and social interaction according to study. Research has shown that compared to the non-lonely, lonely individuals interact with others with greater cynicism and interpersonal mistrust (Brennan & Auslander, 1979; Jones, Freeman, & Goswick, 1981). Loneliness individual tends to rate others and themselves more negatively and are more likely to expect others to reject them or behave in a way that

increases the likelihood of rejection (Jones, 1982). Additionally, lonely individuals have lower feelings of self-worth (Peplau, Miceli, & Morasch, 1982), are more likely to blame themselves for social failures (Anderson, Horowitz, & French, 1983), are more self-consciousness in social situations (Cheek & Busch, 1981), which may make them less natural in social interaction.

Based on pieces of evidence, experts in this field construct a theoretical model to explain how loneliness develop in a loop of social interaction and social cognition (see figure below). Researchers indicate that loneliness impairs executive functioning in part because it triggers implicit hypervigilance for social threats. Heightened sensitivity to social threats results in biases in attention

and cognition toward negative aspects of the social context. These social cognitions subtly influence social behaviours. The most common term of biological response in that context is namely “flight, flee, froze”. For instance, one might behave defensively in the social encounter or even refuse social interaction. Moreover, as time goes by, it affects in a confirmatory fashion that exacerbates feelings of sadness and loneliness (Cacioppo & Hawkley, 2009). Thereby, scholars make an unexpected but evidence-based assumption that lonely individuals may view themselves to be passive victims in their social world, but they may be active perpetrator through their self-protective and paradoxically self-defeating interactions with others.

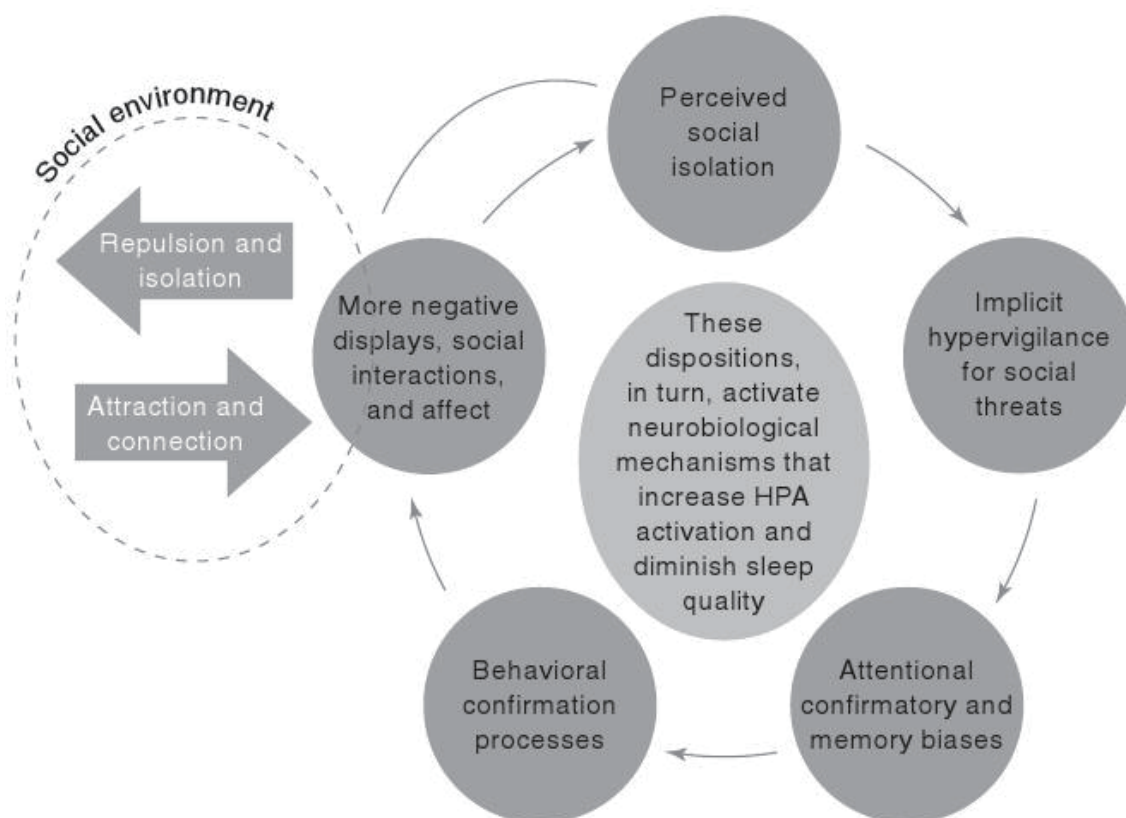


Figure 2.1.4.1: The loop of loneliness (Cacioppo & Hawkley, 2009)

Loneliness is widely described as the “epidemic“, plague” in social media. While in the academic field, experts find that loneliness is probably contagious. Based on network study, including more than 6000 participants data, they found that non-lonely individuals who are around lonely individuals tend to grow lonelier over time(Cacioppo, Fowler, et al., 2009). It is suggested that

loneliness may spread through negative interaction. In an experience sampling study including 134 undergraduates (Hawkley, Preacher, & Cacioppo, 2007), research finds patterns in their interaction and explain that lonely individuals not only communicate negativity to others but also elicit it from others and transmit it through others.

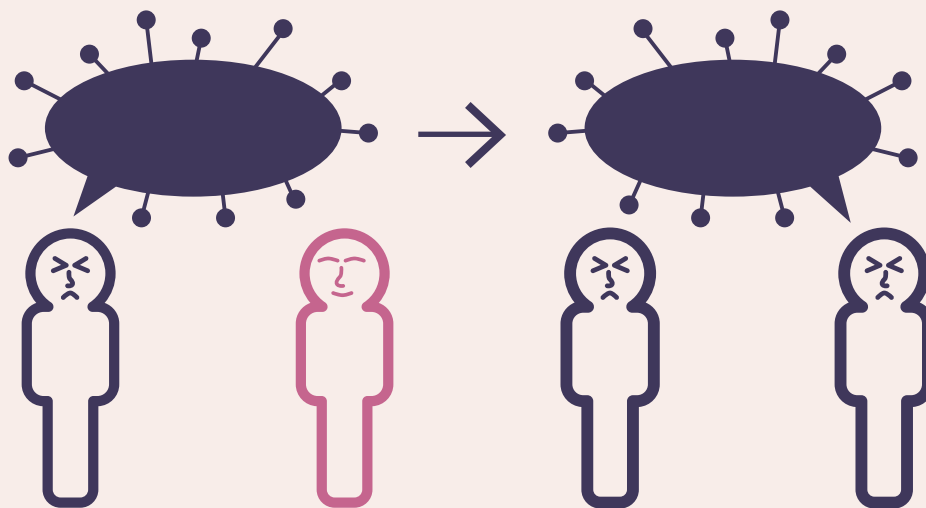


Figure 2.1.4.2: contagion of loneliness in social interaction

2.1.5 Intervention to loneliness

Based on different strategies to defeat loneliness, the classification of loneliness varies. In general, there are four strategies that interventions applied in tackling the loneliness according to a meta-analysis (Masi et al., 2010). Firstly, it is to create social contact opportunities, such as elderly activity. Typically, the activities will be held as the coffee meeting for the elderly. The external partner Palet welfare and Vierstroom are focusing on this category that they are organizing different social activities from a day trip to care lecture. Secondly, it is

a strategy to enhance social interaction. Interventions in this category mainly aim at training social skills. Third, it is to address maladaptive social cognition. In brief, it is changing the negative perception of social interaction, in academic term, cognitive behaviour therapy. The last one is to enhance social support. Research indicates that loneliness could deteriorate one’s physical and emotional health by reducing social support received(Heaney & Israel, 2008). Thus, enhancing social supporting is a palliative way to address loneliness.

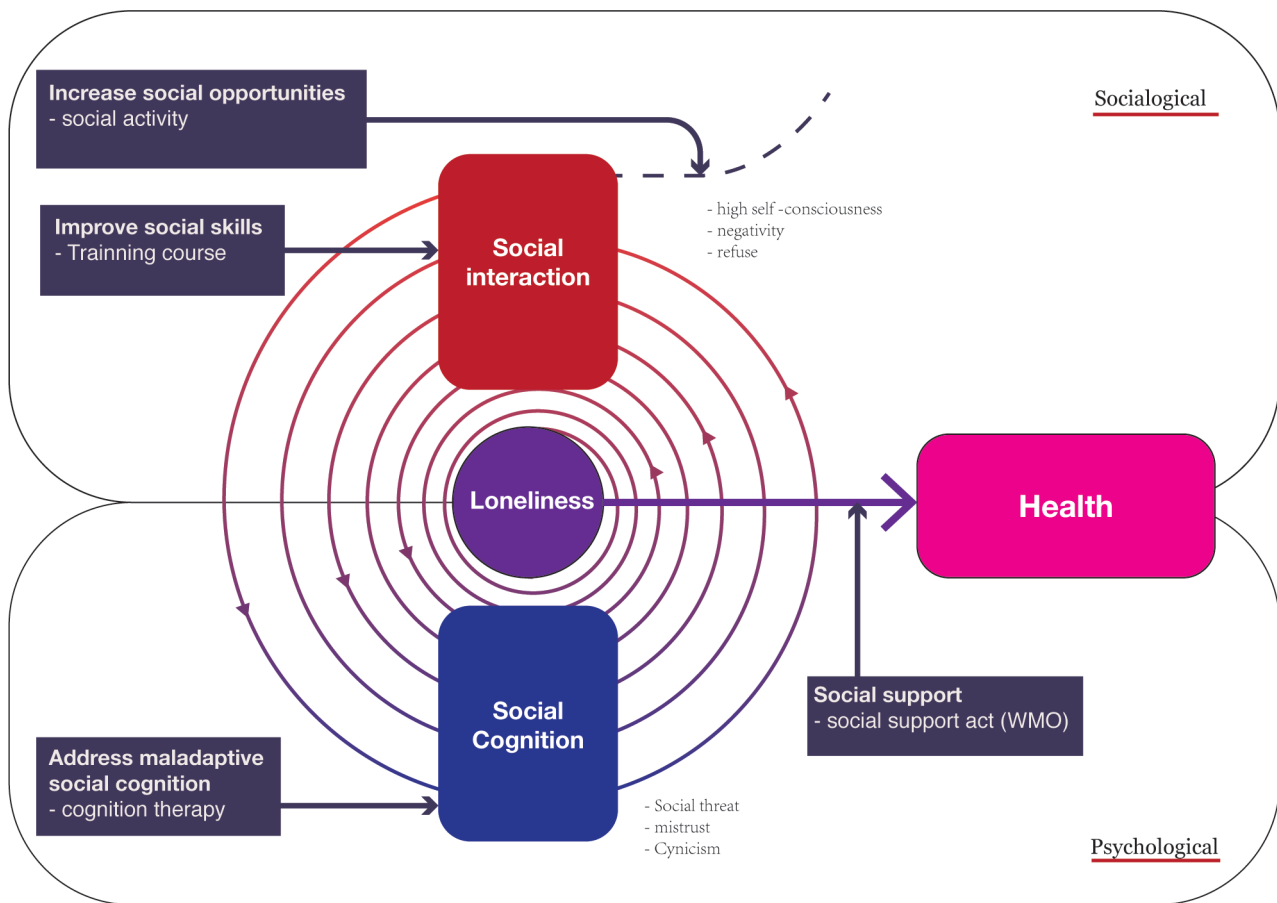


Figure 2.1.5: four strategies to intervene loneliness

Interventions of all kinds of strategies are examined to be effective with cases to support. However, reviews on intervention conclude with the doubt about the rigour in evaluating loneliness and the quality of the evidence (FINDLAY, 2003). Furthermore, there is an urge to create a theoretical frame to explain how intervention come into effect (Gardiner, Geldenhuys and Gott, 2016).

Among all four strategies, simply bringing lonely people together may not result in new friendships because the thoughts and behaviours of lonely individuals make them less attractive to one another as relationship partners (Jerrome, 1983; Stevens, 2001). While meta-analysis research (Masi et al., 2010) indicates that the interventions which address the maladaptive social cognition are most successful compared with other strategies, However, it is still hard

to implement and scale up as it requires professional psychologists to involve. Based on the regulatory loop of loneliness, researchers suggest that interventions that shift perceptions of negativity in social interactions, also have the potential to break the cycle of negativity that people experience when lonely (Masi et al., 2010). They also indicate that interventions that enhance a feeling of social connectedness can alter self- and other-perceptions along dimensions that have the potential to improve the quality of social interactions and relationships and keep loneliness at bay. Thereby, addressing social interaction is selected as the entrance point to intervene loneliness in this project.

Besides, other reviews (FINDLAY, 2003 & Sander, 2005) on intervention also summarised several key features of the successful interventions. First of all, the

quality of the facilitator or coordinator appears to be one of the most important factors underpinning the successful intervention. Secondly, Group interventions with educational purpose and social activities were found to alleviate social isolation effectively. Third, interventions with specific target groups such as women, caregivers,

the widowed, the physically inactive are examined to be more efficient than others. Moreover, the engagement of older people in planning or designing the intervention makes the invention more likely to be successful. Last but not least, the intervention built on the existing community with local resources have a higher chance of success.

2.2 Summary of the literature

In summary, we could conceptualize loneliness as the dissatisfaction of one's social network. It keeps sending the signal to prone individuals to rebuild the networks. To simplify the mechanism of the loneliness conceptualized by Cacioppo and Hawkley(2009), we construct a model to explain it. Social interaction and social cognition are interrelated. Negative interaction could contribute to negative social cognition, and in return, the social cognition is consolidated again through executing negative interaction in a regulatory loop. For example, a sad face from others because of the bad weather could be perceived as contempt. After that, one might establish defensive behaviour, and as a result, the social encounter turns into a negative interaction. As further consequences, it prompts loneliness deeper and deeper.

New understanding of loneliness

Based on the literature, the contagion of loneliness could occur in the social interaction of the elderly. In other words, negative social interaction can be regarded as the virus of the epidemic of loneliness. Moreover, loneliness

is getting more severe in the regulatory loop of loneliness. Loneliness activates defensive behaviour, and such behaviour will be internalized as bias and lead to more profound loneliness

In addition to the problem itself, literature also summarises 4 main strategies, namely increasing social opportunities, enhancing social interaction, addressing maladaptive social cognition and increasing social support. Accordingly, four different strategies address different steps of the model(figure 2.1.5).

Strategically, enhancing social interaction is identified as the entrance point. Scholars also suggest it as an indirect way to address social cognition and break the loop of the loneliness. Moreover, there are only a few solutions that have been tried in this category, which leaves room for investigation. Although the strategy addressing maladaptive social cognition is proven to be the most effective strategy, it requires professional therapy, which is not very applicable for project limitation and the external partner. Thus, enhancing social interaction is selected as the focus to defeat loneliness. Further research was carried on with the focus on it.

2.3 The service design and its application

In an attempt to apply service design as methods to approach the problem, brief research on the service design method and related service was done. Those cases provide insights into approach the problem with service design.

2.3.1 Service design method

From academic views, service design is perceived as a practice to design systems and processes with the goal to provide a holistic service to the user. UK design council emphasize five criteria that service design should aim for: useful, usable, efficient, effective and desirable. From the author's understanding, service designer should align the user-centred approach to satisfy the user's functional and emotional need as well as taking the implementation process at heart to construct an effective and efficient system flow.

Service design process

Similar to the most design process, service design is also iterative in the procedure. The service design process consists of 4 stages. At the first stage, it is to identify the problem by exploring the user context and business context. The standard tools and methods that applied in this stage include a contextual interview, cultural probes, stakeholder maps. After framing the problem with data grounded, a service vision is synthesized as the goal of the project. The next step is to create the concept and reflect on in an iterative loop. At this stage, the methods selected for the project are the creative session, design scenario, prototyping test. Moreover, the last stage is for implementation; service design blueprint is built with the cooperation with the stakeholders.

2.3.2 Cases study

Two cases are found as the proper service solutions to tackle loneliness problem among the elderly. They are the Goodgym, an exercising program combining volunteer work for elderly, and Abtswoude Bloeit, a service to create a meaningful relationship through cultural and art activities in an apartment mixing different residences. Two cases are studied through desk research and interviews with the organization manager (with Abtswoude Bloeit). Their mechanism and limitation are discussed as followed and serve as further references for design.

Goodgym

Mission and vision

Goodgym is a volunteer-and-exercise service built on the belief that training in the gym is a waste of energy. So they promote a new way of keeping fit: getting fit with doing good things. Those good things include running to help out older people with one-off practical tasks that they are no longer able to do on their own, run regularly to see an isolated elderly or helping community projects. Now, Goodgym has 50 areas open in the UK.

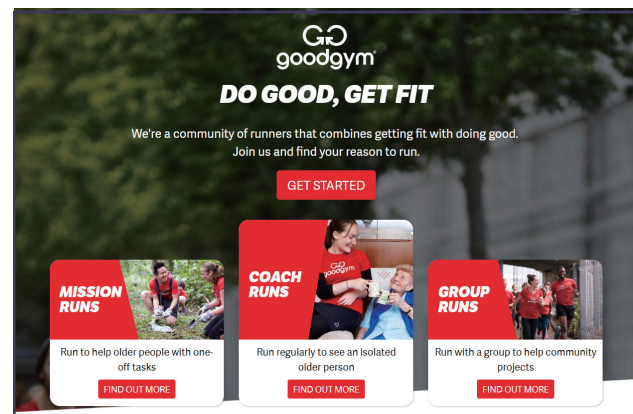


Figure 2.2.3.2: website of Goodgym

Problem framing

The elderly are lonely and wish to get connected with others, but their declining mobility is a great obstacle. Moreover, they need help with their intensive chores. While the young age working in the gym need motivation in their workout. So the Goodgym make it a perfect match by connecting them through the digital platform.

Service provision

They have a website as the major touchpoint with the user for attending the training task. In the website, users can see ongoing events and tasks. Besides, there are stories share about the experience among a forum on the websites. To boost the motivation of the members, the project owner creates a weekly ranking infographic to create a sense of achievement and competition. When one joint the goodgym club, he/she will be given a t-shirt, which can create a good promotion for the service. It is free of charge for joining the club, though the member could choose a monthly donation of 10 pounds to support the organization.

Within the session, there is a professional coach there to guide the member through the training meanwhile doing good. Currently, the organization is supported by funding companies and partly by their member's donation.

Reflection of the service

The service creates a combination which is engaging as it convinces people with sense-making and creativity: doing gym is a waste of energy, why not do good and keep

fit. In essence, the Goodgym creates a new relationship based on the unique combination between the devoting volunteer activity and beneficial exercise. Through connecting different stakeholders and matching the needs and capability, the service provides a platform for creating meaningful interaction and relationship between the young and the old. This solution for loneliness is indeed a great service innovation with an excellent reputation in social media.

Besides, GoodGym is a new model of voluntary action that focuses on the experiences of volunteers. With multiple designed touchpoint, the volunteer fits into our lives, and it is easier for volunteers to commit for the longer term. Thus, the volunteer is normal and convenient as going to the gym.

However, the service put the elderly in a passive role. It brings the young to the elderly without creating a reciprocity relationship for long term. Thus, it is hard to maintain the relationship.

Abtswoude Bloeit

Mission and vision

Abtswoude Bloeit is a renovated nursing home where students, older adults and clients of Perspektief live together under one roof. Abtswoude is a place where the neighbourhood can come together in the open Living Room, and residents support each other. The goal was to renovate the building and accommodate a wide variety of residents. Public space has been created on the ground floor: the Living Room of the Neighborhood, where residents organize activities with the entire neighbourhood.

Service provision

Besides equipment and facility, Abtswoude Bloeit also organized activities for the resident and create a platform for the resident to initiate and promote activity. Supported by the funding, Abtswoude Bloeit has a team to organize and facilitate the activity. The activities vary from music concerts to art craft workshops in collaboration with multiple cultural activity organizations. A website-based platform is created as well as. The project itself is like a laboratory of the residences integration. By bringing in

different residences and blending by cultural activity, it is expected to see mutual beneficial relationships developed.

Reflection of the service

The initiative itself is innovative with considering the mix of residences to defeat loneliness of the elderly. Although it is still at the early stage of testing. The strategy of organizing the activity is effective. The social manager applies a bottom-up strategy: they firstly talk with the residence in a casual setting to understand their need and interest, and then organize the activity with the residence as well. Several elderly are actively engaged, and one vital elderly is responsible

for the project as internal stuff. Moreover, the cultural and art activities that they choose are very accessible for different residents (student, the elderly and the homeless).

However, the majority of the elderly are still in a passive status, which takes the team some effort to engage them in the activity. The team do not use an obvious method but rely more on intuition to make decisions. The initiation of the activities relies heavily on the team, which is not very sustainable yet very labour-intensive. An autonomous setting is in demand. Otherwise, the system could not run without external funding.

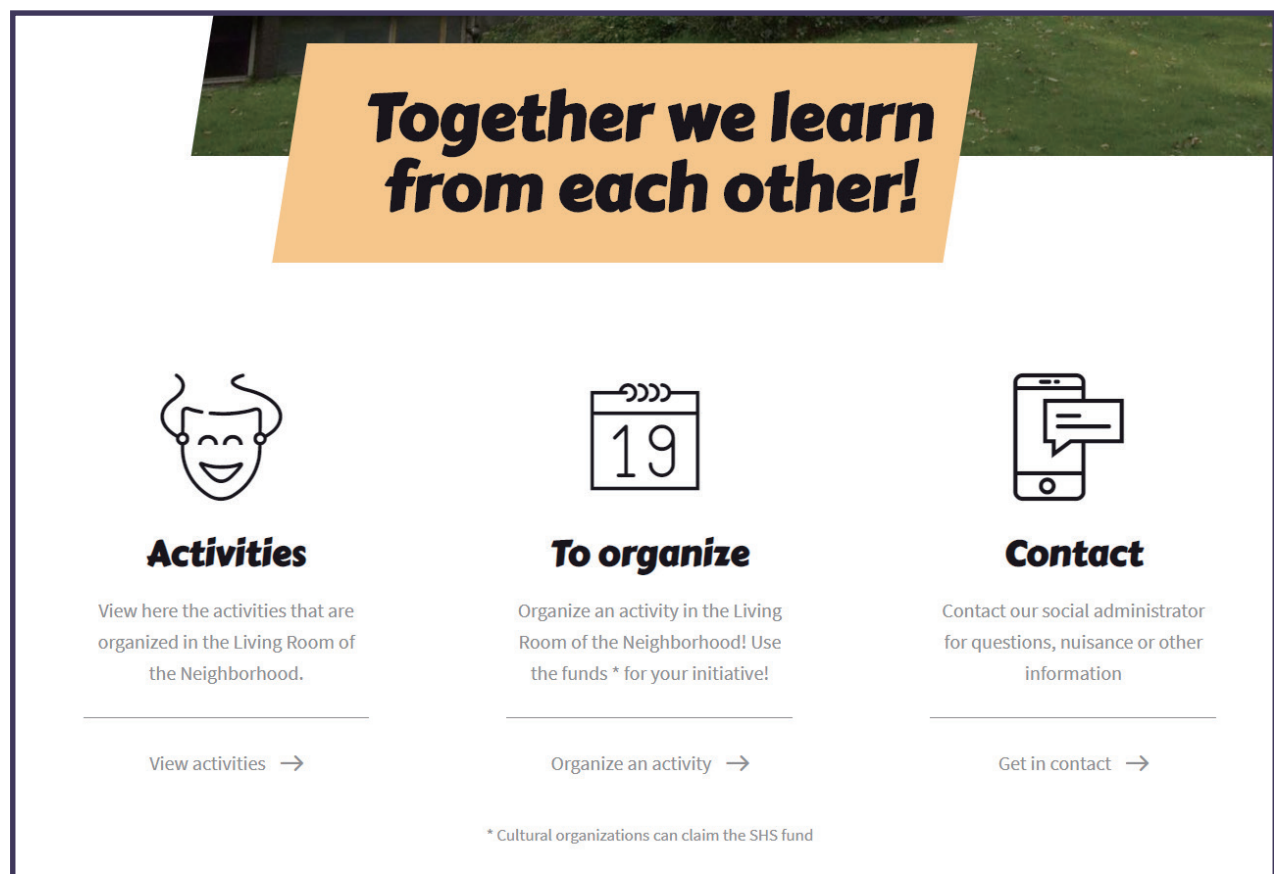


Figure 2.2.3.3: website of Abtswoude Bloeit

3. Exploration in the field

3.1 Research about elderly social life

3.2 Stakeholders research

3.3 Service Context research

3.4 Field research summary

In the former chapter, the extensive literature research presents an overview of the problem scope and hint a focus (social interaction) for the author to dig into it. In the following, the exploration in the field shows the frame of problem from different perspectives in the real context. The understanding of elderly social life and the organization's operation are discussed in this chapter. Most importantly, elderly activities, which is the research focus since it is the carrier of social interaction, are investigated and analyzed for design's intervention.

3. Exploration in the field

3.1 Research about elderly social life

To understand the social context of the elderly, the author conducted interviews with five elderly, three organization managers and two social workers for 30~90 minutes. Besides, a research project about active ageing from PhD. Yumei is highly relevant that it could be a good case for studying the elderly. From 19 interviews of Yumei's data, 5 participants are members of Vierstroom and also living alone. Although the difference of the language and culture create a hurdle for

field research, contextual observation in two elderly's home and elderly centre remedy the sense of detachment. Also, a case study of the in-depth interviews conducted by UCL research (Goll, Charlesworth, Scior & Stott, 2015) provides more insight into the lonely elderly situation. All of the data collected is analyzed to see what is the social life of the elderly and how the elderly cope with loneliness. From the data, several clusters are summarized as followed: social need, social strategy, social barrier.



Figure 3.1: one elderly interviewee showing his collection

Social need

There are different forms of social needs captured in interviews as follow:

Care

Elderly need care to feel safe. For example, the text sent by their children to ask if they all right make them feel safe. Also, in some community, there is a kind of mutual care norm that opening the curtain to reveal the status, so if one elderly did not open the curtain on the morning, their neighbour could knock at the door to ask the elderly is all right.

Attention

Despite the care, the elderly also establish a need to get attention during the interview. One of the interviewers turned exciting when describing his trip overseas. Also, there is also one elderly spent half an hour to showcase his collection from a family free to German wartime magazine collection. His expression establishes pride in it and longing for more attention. One of the social workers has mentioned:

“They want to tell you sometimes in one hour, their whole life story from when they were young, until the day.”

Social strategy

To satisfy one's social need, the elderly develop different strategies to cope with it.

Hobby

The hobby is a common way to fill in one social life such as singing choir, playing games with the group and also on. Such activities are the channel for the elderly to connect to social surrounding regularly. One of the interviewee quote :

“To find a hobby, to place a place, once or twice a week to go and participate in something, singing or baking cakes or put pearls together, be in the group and go and enjoy the group, and do something together”

If things go well and regular, the social

relation will go beyond the hobby activity that the elderly will go out together for coffee or lunch and visiting each other.

Reciprocity neighborhood

Besides interest and hobby, reciprocity among the neighbour is also a way to develop social linkage. However, it is not widely seen in every elderly neighbour elderly as a reciprocity relationship need to build on the exchange of value needed and also availability.

“Sometimes, I give her help with the dog. 4 to 3 years ago, I needed help. I was broken my eye. I can't drop the eyedrops. The neighbour helps me every day in two weeks. „

Volunteer grouping

Besides, volunteer activity is also a right choice for elderly for maintaining their social life. With a mutual purpose to help others, It's easy for them to create mutual help relationship. One of the interviewers volunteering in a second-hand shop, she expressed delight to be cared for by the volunteer organization. She said:

“I used to get to the at 10. If I was not there after 11, they would call me... That's is very good...”

Compared with other groups in the elderly centre, the volunteer group is the only group that extends the social relationships beyond the volunteer job. The social worker said that the elderly volunteer would occasionally go out for dinner together. The active participatory mindset could be the reason to activate the social connection.

Technology bridging

Last but not least, the elderly seem less unfamiliar with technology than the public think. During the interview, most elderly use the internet frequently to keep in touch with family and friends. There is one older woman who reports playing games on the iPad daily with her sister and skyping with her foreign friends. According to the statistic, in the Netherlands, 77% of the elderly over 65 use the internet at least once a week. It indicates a

huge opportunity to create social connections by utilizing technology.

Social barrier

The social barriers vary from physical barriers to psychological barriers. Among all, the physical barriers are related to the ageing and difficult to intervene fundamentally, but there are various remedies available for it from walker to daily shopping bus. While the psychological construct (personal belief, value) is the biggest hurdle. Research from UCL also reports that lonely older people avoid social opportunities and do not seek to increase their interaction levels. Worse, some even claim to give up social activity and hold a negative perception of social activity (Goll, Charlesworth, Scior & Stott, 2015).

Physical illness and disability

Physical illness and disability is a major barrier for elderly to actively participate in social activity. One of the interviewees has to give up bridge game as he and his friends turn too old to travel. The other interviewee also expressed regret that she has to stop travelling as taking an aeroplane with a wheelchair is a hassle for her. Moreover, one interviewee reports that she has to check if the visit spot has access for the wheelchair whenever going out. Thus, accessibility is also one of the major environmental barriers for the elderly.

Long-distance barrier / geographical isolation

The long-distance and environmental barrier are seen to weaken the current linkage. Several interviewees reported that the long-distance travelling is to blame of fading family/friend tie.

“We are not close. I think one of the reason is that I was travelling over the world. Only one month in Holland. So it is very short. And he is living in the north of Holland. That could be the reason.”

Psychological barrier

Among all, the most significant barrier is

inside the mind of the elderly. Some express a sense of contentment about the social while others feel reluctant to join the social activity. One reason to explain the reluctance is that social environment is not for everyone, especially for the lonely people who are more likely to be sensitive in the social environment. „They also do Christmas party. But I feel no, maybe it is too closed. I like to be outside in the zoo with other people.“

Social norm barrier

the negative perception of the elderly activity Researchers from UCL also give an explanation that lonely elderly refuse and avoid social opportunity because they are afraid of associated with the negative identity (Goll, Charlesworth, Scior & Stott, 2015). The stigma attached to loneliness should be blamed for it, and thereby, the elderly may refuse to activities related to it. An interviewee also adds to it by saying:

“They (Vierstroom) organized every year one day. I can’t go there because of my back. I think it is especially good for lonely people. You have no friends; you have no contacts and feel sad. I think it would be very helpful and worthy. I don’t need more people.”

Addition to the negative stigma, some elderly do not join the group because of fear losing the identity that they value, such as „well educated“sports fan”... One elderly avoid joining the social activity report that: *“they always play bingo, it’s boring.”*

Also, the social worker in the elderly centre explains that the well-educated elderly prefer a more challenging game than the bingo.

A quote from the UCL team proves such an exclusive attitude:

“I don’t like being an outsider ... don’t want them not to like me ... I don’t want to be scorned.”

One of the Viestroom members explains why she didn’t join the elderly activity: *“I am too young for it.”*

3.2 Stakeholders research

The stakeholders that involve in the project are Vierstroom, a home care company and a social organization, Palet Welfare. A general layout of the operation of the activity in the elderly domain is obtained through interviews with two directors, and two product managers and two social workers. Besides, a social organization, Abtswoude Bloeit, whose goal is to connect the elderly with other residents in the apartment, was visited. Interview with social managers yields insights into the context.

3.2.1 Research on external partners

Vierstroom

Vierstroom is the integrator of the elderly product/service. Vierstroom's vision is to help the elderly to remain independent in the easiest way. Vierstroom offer elderly all the care and help at home from domestic help, alarms, nursing home care to nursing and care. The Vierstroom Ledenservice is directly involved in the project. Their main activity

is integrating current commercial product/service to satisfy the elderly's need.

Main business activity

The main business activity is to arrange activities for the elderly. Through those activities such as informative elderly session or boat trip, members could get what they need with discounts or free participants. In return, external commercial companies could get connected with the elderly. Vierstroom is like the gateway that connects the elderly's needs, which are outside the welfare system with external commercial companies.

Their member

According to the director of Vierstroom Ledenservice, the members are around 69 years old.

Currently, the company does not have clear personas of the member. The member varies a lot from low income to high income.

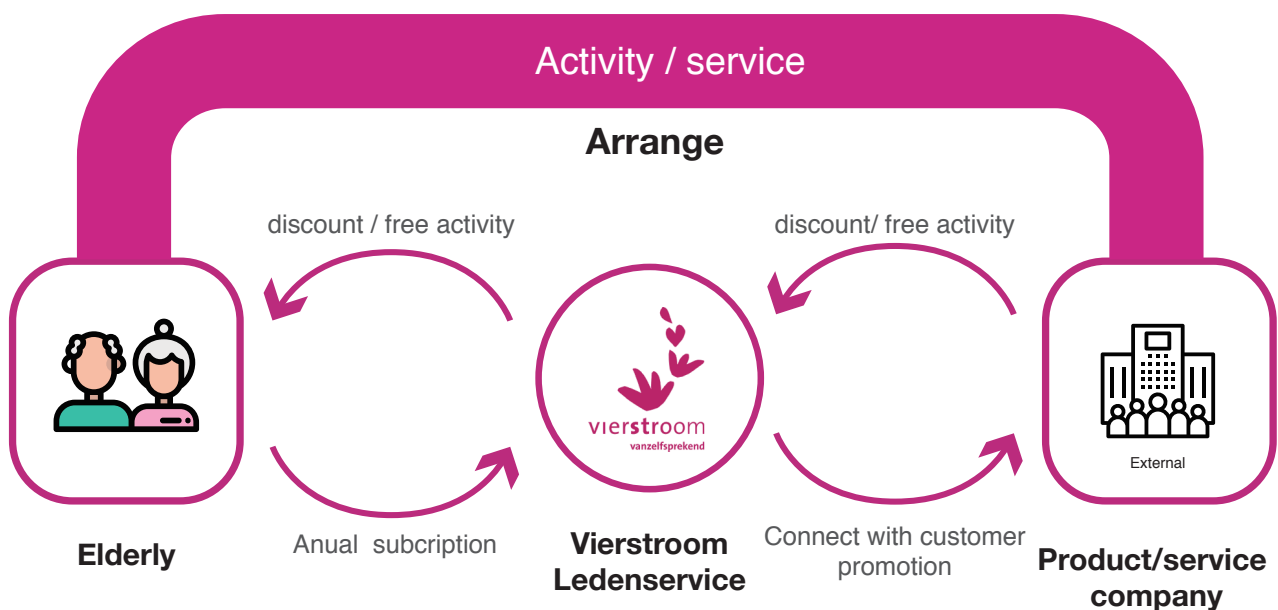


Figure 3.2.1.1: Vierstroom value map

Palet welfare

Palet welfare is a social organization in Netherlands. One of the key pillars of the Palet welfare is to support the vulnerable elderly with all kinds of activities and services. Their main target clients come from a low income and low education background.

Main activity

Currently, together with social workers, Palet welfare organizes social activity such as bingo game in elderly house and community elderly centre. Besides, Volunteer activity is a key approach that Palet welfare delivers support to the elderly in need. For instance, Wheelchair Four day is the activity organized by Palet to take the elderly with disability out for a trip with a wheelchair.

to give input on the development of the new product, the product managers still think it's not sufficient to understand what are their members' needs. As a result, the activities provided did not attract a lot of members. In some cases, activity has to be cancelled out of the short of participants.

"We think we know what the elderly want, but actually, we don't know all the time.

There are only 200 members would like to go on the boat trip. They are just a small percentage of the whole group."

The missing elderly: Where is the lonely elderly

For Palet welfare, the situation is different as they are a social organization. Funded by the municipality, Palet welfare is appointed to support the vulnerable and lonely elderly.

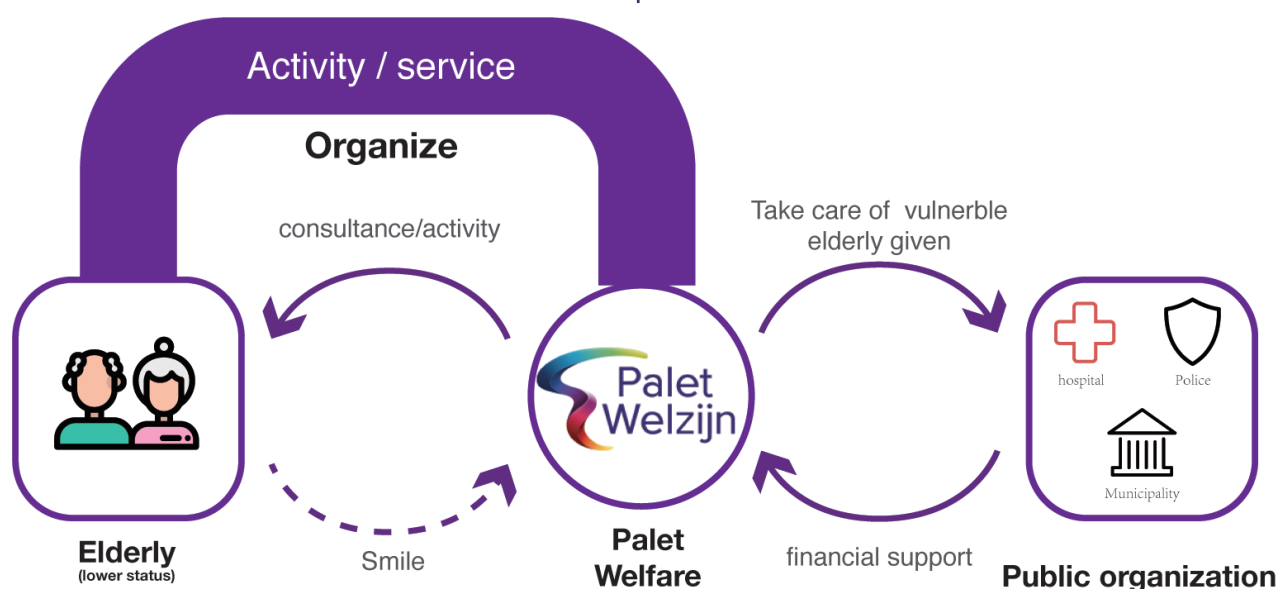


Figure3.2.1.2: Palet welfare value map

Organizations Challenges

Both parties have interests to connect elderly through the activities. However, several internal challenges and difficulties are revealed during the interview that make it hard to engage elderly into the activities.

The fuzzy members: who is the member

Vierstroom member has difficulty to get a clear layout of their member. Although digital questionnaires are carried four times a year on a panel group with thousands of member

However, since those elderly are alone at home, and they don't get connected with others, It is in nature hard to target them. Currently, they rely on the social map in which they get a contact through the medical department or city department like the police. For instance, a doctor would report to social workers about their elderly patients who are suffering from loneliness, and ask the social worker if she could visit him/her.

A few attendances of the elderly

For both parties, it seems that the activities do not appeal to the elderly. In Viestroom, only 200 members of 160,000 will join the boat trip, and it is still the same group who is attending. Moreover, for the palet welfare, one of the activities coffee morning only attract 10~20 elderly, while there are 400 lonely elderly in the neighbours.

Little time for employee's initiative

One of the social workers in the interview expressed a pity not initiating a new project because of the time. She has a creative idea to spot the vulnerable elderly in the community. However, there is little time for her to make it happen since she has to deal with social work. She thinks that that take much of her time while not much effort.

"social work is easy, but it takes up most of my time. Most of the time, I ask questions and listen, I never talk about myself...That left me little time for project (initiating visiting bus project)"----social worker

3.2.2 Interview with Abtswoude Bloeit

Besides the Palet welfare and Viestroom, interview with the social manger of Abtswoude Bloeit gave insight about organizing activity for elderly and other neighbours. Abtswoude Bloeit is a social organization that aims to connect the elderly with their neighbour in a new apartment renovated from a nursing house.

In this apartment, students and the elderly and the clients of perspective is living under the same roof. An open living room on the ground floor is built to cultivate the connection between them. However, it does not happen spontaneously. Thereby, social manager Dorian Kingma help to make it happen through cultural and art activity. Some insights are formulated as follow based on the reflection with her talk.

Connect people is not just about providing social space; it requires facilitation to make us

of the opportunities.

With the purpose to connect people, the ground floor is designed to encourage a social encounter with facilities provided. However, connection did not happen itself; the living room is empty at the beginning. The social manager think that all the physical ingredients are there, but it still missing a connection, so they decide to hold cultural activities.

Communicate in various means to close the gap between people

It is difficult to get people connected by one means. One has to approach them differently. For the elderly, paper and mouth communicate the activity better. For the students resident, they are very familiar with social networks. Such a gap needs to be identified to connect them through different means.

Difficulty to envision the value: only the one who attends the activity would know the value.

The activities though without many people joining, is very good at their quality. Some of the participants did not have music education, and for the first time they do it. They are very happy. Moreover, you could see that there is always the same people come along. Only those joint the activity and experience it could see the value of it. While for those who never join, it is hard for them to imagine the value.

Elderly have too lower efficacy and low expectation to join the activity

Some elderly are a bit resistant to the activity, they say they will never dance, but in fact when they attend the activity and under music, they dance with their walker.

The bottom-up approach increases the participation of elderly

Dorian organizes the activity by a bottom-up logic. Most of her time is to talk with the elderly and figure out their needs. In the fashion show, they manage to include several elderly residents to join and take part in the show.

3.3 Service Context research

Since the social interaction is the focus of the project. Observation and interviews with social workers and the elderly disclosed the essential patterns in the social activity held by the external parties. Five pain points of social interaction are identified as follows. Two pain points are between organizations and the elderly, and the other three are among the elderly. Further analysis summarised reasons for pain points and respectively, sparked design opportunities and directions.

3.3.1 Interaction between the organization and elderly Vierstroom

The interaction between the organization and the elderly is more like caregiver and patience, though the organization aims to support the elderly to be self-reliance. Because of the cut down on the budget for elderly care, the elderly inevitably need to live more independently with their network. The hurdles of this transition were found in their interaction. They are namely the reliance on the facilitator in social interaction and negative social norm.

"After ...they have to do it. So we pushed him to do it by themselves. And if they really don't want them, it's for over for us."-----social worker express difficulty to lead the elderly to be self-reliance.

Reliance on the facilitator:

"What do you think of thiswhat do you think of that..."

During the activity, the flow of the conversation strongly depends on the presence of the facilitator from the researcher's observation. In one coffee morning of one elderly centre, the conversation is generally monotonous that only 2 out of 7 elderly engage in a conversation while sitting in the same table. The elderly did not show interested in the conversation. After the social worker showed

up, the interaction turns more active with more elderly taking part in the conversation. The social worker facilitated the conversation by asking questions, such as "what do you think of it".

"We also have a coffee group on Monday. And this group we work with every Monday, there's another person from a different organization. So for example, I'm going this Monday to that coffee group, and there are I think 20 other people were coming and I am in the middle. So I can start the conversation or I can try to."

Since the social worker could not be there all the time, the conversation may turn bored, and on some occasion. It is very crucial as it lay the foundation of the relationship and first impression of the activities

"So with the first conversation was not going well; they will never see each other for a second for the second time."

WHY & HOW

According to the behaviour model, research makes a hunch that such passive behaviour is partly due to the passive setting at the beginning. Some of the elderly are referred to the activities by doctor's prescription. Additional, it is similar to social anxiety as researchers report the correlation between social anxiety and loneliness(Jones, Rose & Russell, 1990). Out of social anxiety, the elderly could probably hold a negative and irrational social perception, and as a result, they establish the safety behaviour to avoid the situation such as "the flight, flee, and frozen". So a passive way of not speaking up of one's mind is an example of the "frozen" behaviours out of anxiety.

"...So sometimes you go to somebody's personal space. I don't notice that. So I always have to be extremely careful before I open my mouth..."-----elderly

Such a relationship also highly aligns

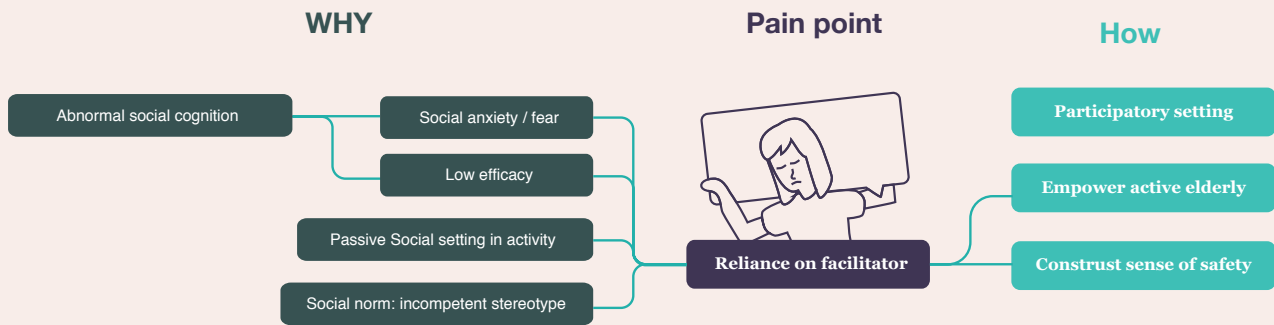


Figure3.3.1.1: analysis of the painpoint(reliance of facilitator)

with the loneliness model by Cacioppo & Hawkley(2009), which is mentioned before. Thereby, research assumes that the presence of the facilitator is not only asking “what do you think of this” but also the one who brings about a sense of safety. Elderly see her as someone on whom they could rely.

To address this pain point, understanding of the mental model of social anxiety is necessary. Moreover, the key is to overcome

the fear root from the negative social cognition such as “I need to be extremely careful”. A safety emotion is an ideal effect that design could create as the remedy for this. However, not every elderly may fall into such an explanation. There are still elderly who are actively engaging from observation. It hints the possibility that design could empower those active elderly to be the facilitator.

The Negative social norm:

“Do you need help?”

Although ageing is undoubtedly decreasing elderly physical ability and even mentally, it still varies from people to people. Some elderly are still healthy physically and mentally, though they are alone because of loss and living remotely. However, general society holds a negative stereotype towards them that the elderly perceived as incompetent, grumpy, lonely, and so on(Cuddy et al. 2005). In research, this is presented in different ways. The elderly of Palet Welfare are approached through social visits at their home. Some are even referred

to the social worker through the social prescription by doctors. In some extreme case, the elderly are convinced to join by a social worker holding hands in hands to the activity centre. Even in Viestroom, such as setting could reveal from their customer's perception of the brand. They also perceive Viestroom as the care gives rather than social activity organizer. One of the elderly said:

“Vierstroom is the home care organization. They do not have any actives. They help out if you fall, they are in the other wing”

WHY & HOW

According to the behaviour model (Fishbein, 1992), the social norm is one of the important constructs that influence one's behaviours. To make an analogy to make it clear, the social activity in the situation is like taking medicine or force-feeding, which is negative. Thus, the passive setting at the beginning of interaction hinders the elderly to get out their home and join the activity, not to mention to be self-reliance in the social activity. Thus, a positive social norm should be made. Although it is fundamentally difficult to change the societal stereotype, the organization who interacts with the elderly directly could make a difference by realizing the influence

of the social norm and provoke a more encouraging and positive communication. They could make use of the Pygmalion effect to encourage them to turn into a more positive setting. It is the psychology concept that others could influence one's view and action through expectation and belief. In this context, intervention could help the organizations to think of the elderly's positive stereotype, and such positive entitlement could enhance their interaction with elderly.

"... sometimes people need to act out of good reason"-----one elderly talking about the loneliness in the interview."

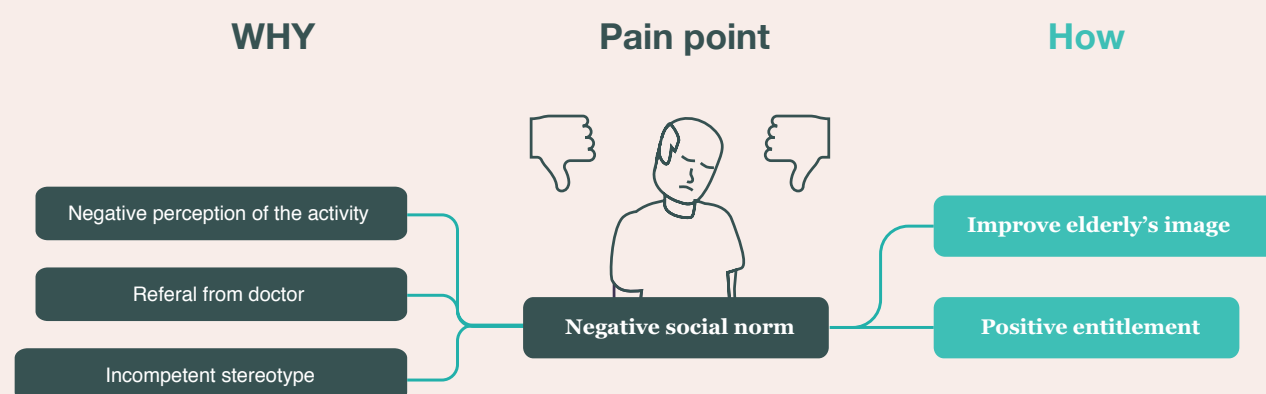


Figure 3.3.1.2: analysis of the pain point (negative social norm)

3.3.2 Interaction among elderly

In addition to the organization/elderly interaction, the interaction among the elderly also set three hurdles to create connections.

Negative interaction: complaining

"I have pain, and I have pain there...."

The elderly in the elderly centre are found to communicate negatively, such as complaining about their health problem. Although it happens due to the chronic disease related to ageing, it is harmful for social interaction as it may transmit the negative feeling in the group. A research

report that lonely people are more likely to show negativity in interaction and moreover it may transmit to others. Also, research assumes that it may even spread loneliness (Cacioppo, Fowler, et al., 2009).

"Sometimes you see that in conversations, and then everything is coming out like I have nobody anymore. And I have pain here and here, and I don't know what to do..."-----social worker.

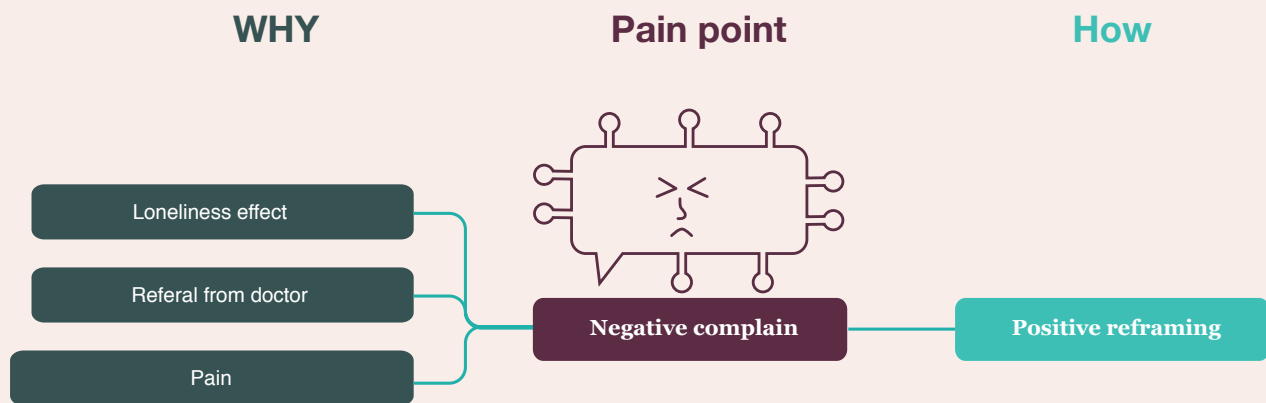


Figure3.3.2.1: analysis of the paintpoint(negative complain)

WHY & HOW

The negative behaviour could be explained by the fact that some of them are referred to the organizations by the social prescription. Thus, such setting gives the elderly a perception that the social organization is the place to make a complaint. Despite that, the loneliness effect on interaction should be blamed as well. The researcher believes that there may be more negative interactions happening in the activity according to literature research, which is not spotted in this research project.

strategy that could switch the negative into neutral, or even positive according to bestseller book Conversation intelligence. If practice well, it could turn out to be a joke. The design could create such a nudge to encourage for optimistic view. For instance, when someone complains, “I don’t feel good about myself because I make so many mistakes,” other could respond with this sentence by reframing the meaning “Those who make mistakes are taking risks – and that is how we learn.”

A positive reframing in conversation is the

One way communication: “me me me”

Without knowing each other well, it is challenging to develop first meeting into a long-term relationship. However, the lack of mutual feedback in elderly conversation happens to block the way.

“And if you put through all the people together, they always want to talk about themselves. Like you know, me, me, me, me. Me, me, me, me. I. So there is a little bit of social skills”-----social worker

WHY & HOW

A study found that the loneliness correlates with social skill deficits. Among all, conversational behaviour termed attention to partner is the most significant one that differs non-lonely people to lonely people(Jones, Hobbs & Hockenbury, 1982). The “me me me” conversation is the vivid example of the lack of attention to partner. Designing how to enhance listening skills or keep the attention to the partner will be a potential way to intervene loneliness.

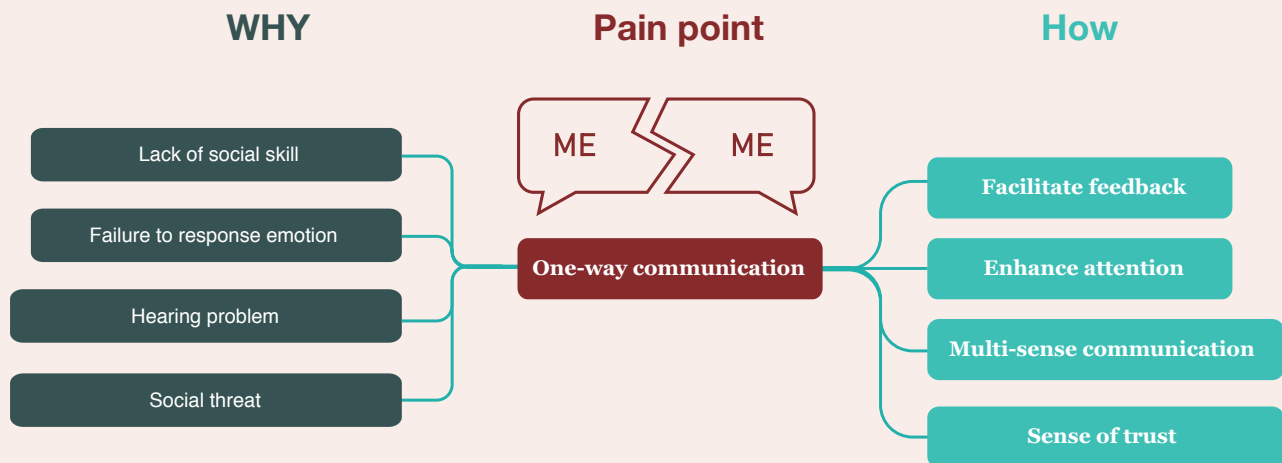


Figure3.3.2.2: analysis of the paintpoint(one-way communication)

Some scholars argued that hearing problem should be blamed for the elderly loneliness(Chen, 1994). The hearing obstacle could constrain communication to share information and even feeling. Thus, they could not give proper feedback to others. Such finding supposes an opportunity for design to make up for the communicate by other senses rather than mere hearing.

Moreover, researchers also argue that the failure to mimic emotion or give facial responses to emotion is associated with loneliness(Arnold, 2019). Also, the lack of social skill could be another factor that contributes to this issue. How to facilitate

proper feedbacks, especially the response to emotion, will be crucial for communication.

In more scientific setting, neuroscience explains that it is because of missing sense of trust and belonging. Thus, the conversation stays in the first level of conversation: transactional conversations. In this level, the main conversation is about asking and telling the fact. Without trust, the brain is activated to be sensitive to the threat and disconnect with the neocortex, which is responsible for connecting with others through the production of oxytocin and other prosocial hormones (Porges, 2009). Therefore creating a sense of trust could trigger more connected social interaction.

Passive social attitude: relationship only stays in the elderly centre

The social interaction among the elderly is limited to elderly activity. It seems that encounters seldom develop into relationships. Unlike the social strategy in which hobby extend into other social activity such as dinner or visiting, interaction in the elderly centre remain in the elderly centre.

“But most of the time, if they meet in a group, they will never do that outside of the group. So it’s not like okay, now I know you so maybe we can drink tomorrow a cup of coffee. No, we’re only doing this. And they are only doing handcrafted. And that’s what they’re doing together. So, and out of that circle, it’s difficult to find each other.”---social worker

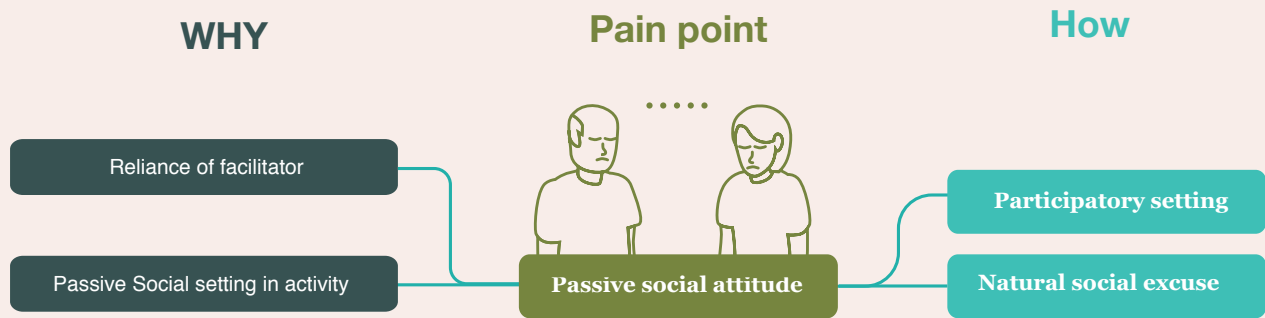


Figure3.3.2.3: analysis of the paintpoint(passive social attitude)

WHY & HOW

The possible reason may be the passive mindset that stops the elderly to initiate other activities in a broader context. Much activity in the elderly centre relies on the social worker's facilitation to carry on. While in contrast, other activities which require a more proactive mindset are shown to be a base to catalyze contact into a closer relationship. For instance, the volunteer group will go out for dinner outside the volunteer job. Thus, the shift from facilitation to participation will be the critical directions for design intervention in the future.

"... ask other people to what do you think

about this or...? They will know each other better Because now they have to talk instead of just listening. But it will be difficult always because I cannot be there always."-----social worker

Besides, the difficulty of developing a relationship could be the lack of natural reason to extend. One of the code Yumei's research also indicates that the elderly prefer to build social relationships naturally, and they do not like an activity only to make friends. To address this, designers could think of the "natural excuse" as the trigger of social relationship building.

3.4 Field research summary

Research on elderly social gave an overview of the social environment around the elderly. Insights are generated, such as their social strategies and social barriers.

Stakeholder research revealed the internal challenge of the organizations. The unclear targeting and missing understanding of the elderly may explain the few attendances of the elderly, though there are many activities offered. For example, only 10 ~20 elderly visit that coffee morning in neighbour with 400 lonely elderly. Researcher team from UCL suggested an explanation that the elderly refuse social opportunities because of fear of losing the identity that they value.

Alternatively, the stigma of loneliness is also affecting the elderly's perception of the activity. Thus, the branding or communication of the activities are opportunities for further design. Besides, a bottom-up logic of organizing activity may be a promising strategy to engage participation.

From the field research, the pain points of social interaction are identified and give a clue to spot design opportunities. Between organizations and elderly, the researcher found the reliance on the facilitator, negative social norm. While, in the interaction between elderly, research found one-way communication, negative complaining and passive social attitude as pain points. The next chapter will discuss more on the translation from research into a strategy.

4.Vision synthesis

- 4.1 Target group
- 4.2 Context framing
- 4.2 Vision creation
- 4.3 The strategy to the vision
- 4.4 Summary

In this chapter, the target group and the context are defined. Based on the research about the current situation, the trend and business proposition, the vision is synthesized. Triggered by the pain points identified in the exploration, the author envisions a desired future, and propose a new elderly-organization relationship. It is a relationship like a sports fan-coach relationship in which the elderly want a social life, and organization support them.

At last, the vision is framed according to the journey of the elderly in the service flow. The vision consists of 4 horizons, namely active attendance, positive perception, empowerment in socializing and delightful connection. Respectively, analysis of the point points and further research provides cues to intervene in the current situation. There are four strategic actions generated to achieve those horizons. Although presented linearly, the strategic actions and the different horizons of the vision are generated in an iterative process. In brief, this chart will explain why author synthesize the vision, what the vision will be in the service, and how an organization can do to achieve the vision .

4. Vision synthesis

4.1 Target group

Since the project focuses on the social interaction of the elderly activity, the target group is narrowed down to those who join and will join the elderly activities to satisfy their social need. Those elderly may experience a discrepancy of desired social network and actual social network out of loss or retirement. They are participants or potential participants of the elderly activity centre.

Demographically, they are above or around 65 years old, retired and live alone. Since retirement and widowed are two of the key indicators of the elderly loneliness

The project scope did not focus on the extreme lonely elderly. Those elderly who suffer from loneliness for the long term are reported to develop abnormal social cognition, and therefore, psychotherapy will be a more appropriate intervention in those situations. Moreover, no access to the lonely elderly in the project makes it difficult to understand their contextual situation. Thus, the project targets those vulnerable elderly instead of the extreme lonely elderly.

4.2 Context framing

The project focuses on the elderly activity held by a social organization like Palet Welfare. Previous field research gives an overview of the activity flow. One of the approaches applied in the project is service design. Thus, the activity is perceived as the service that organizations provide to satisfy their social need. The service flow includes two main actors: the elderly and the organization. It consists of the elderly's

journey and organization actions. Based on the interview with Vierstroom and Palet welfare, the service flow is described as follows.

The service starts with the organization's marketing research about what activity to hold to satisfy consumer's need. In this step, the elderly may join questionnaire research or other means to indicate their interest and demand;

After the activity is designed and developed internally, in the second step, the organization promotes the activity through multiple media such as the magazine, brochure or letter. There are several channels for the elderly to sign in the activities;

During the activity, the organization will appoint one of the staff to coordinate the activity with an external partner. Depending on the activity, the external activity provider may be a lecturer for care information lecture, tour guide for a boat trip, and so on.

In some cases, the organization will also facilitate the communication of the elderly to create a bond. For example, the social worker will present and facilitate discussion in the coffee morning.

In an attempt to make the service flow applicable to different projects, the elderly journey is generalized into four steps: want, aware, participate and enjoy. While the organization action is termed as correspondingly: R&D (research & develop), promote, coordinate and facilitate.

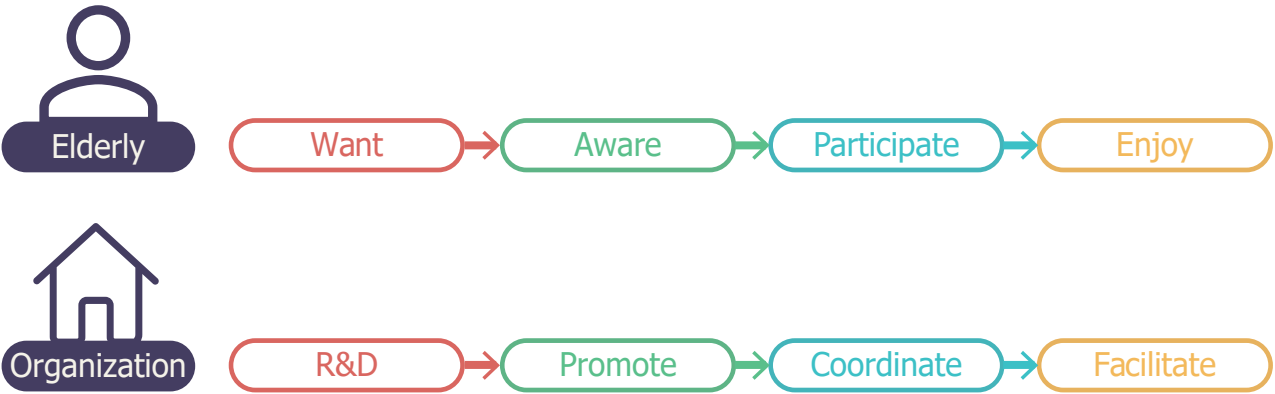


Figure 4.2: Service flow

4.3 Vision creation

To address the problems identified in research and fulfil the elderly’s social need, the author envisioned a desire situation as the reference for design. Besides, trends and stakeholder’s proposition together inspire future vision.

Problem space

Based on previous research, the original problem of loneliness is narrowed down to the problem of interaction in the context of elderly activities. Field research reveals the five critical issues of the interaction in the activities. They are namely reliance on the facilitator, passive social norm, one-way communication, negative complaining and passive social attitude.

Those pain points spark the quality of the vision as the author’s attempt to counteract them. Seven qualities of the vision are generated. They are, namely, independence, activeness, encouragement/respect, positivity/optimism and connection.

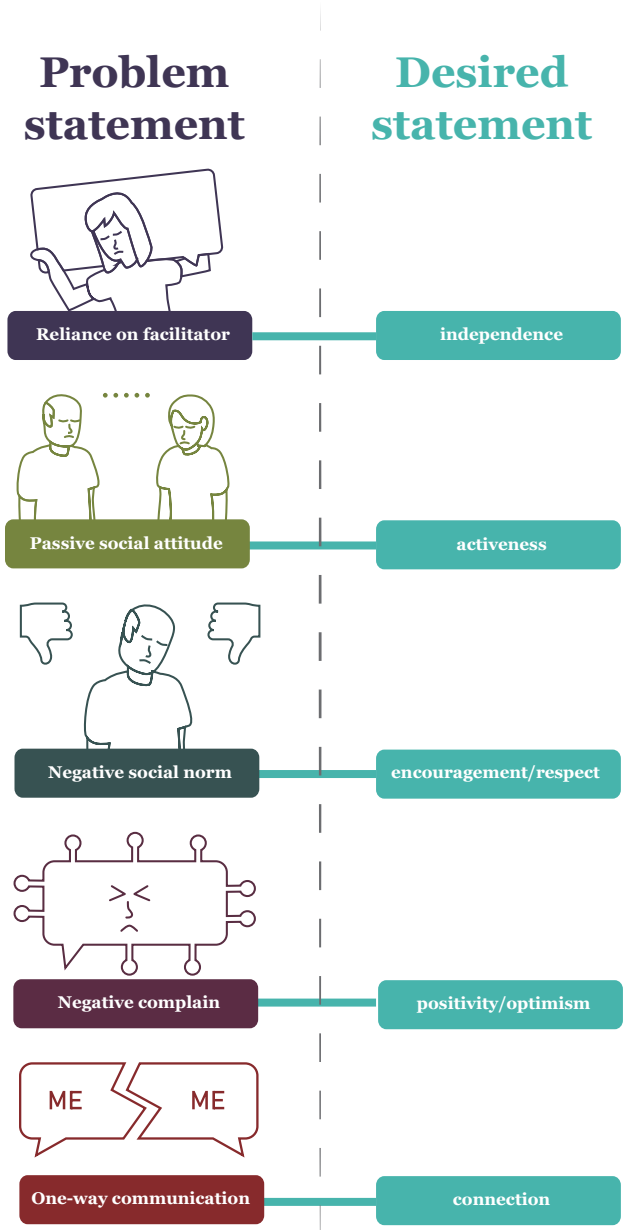


Figure 4.3.1: Problem statement to desired statement

The participatory society trend

The Dutch government is moving from Welfare State to Participation Society. The government is on the plan to cut the elderly health expense, which had accounted for nearly half of the domestic healthcare budget. The Social Support Act (Wet Maatschappelijke Ondersteuning) that went into effect in 2007 reflects such change in the relationship between government and citizens. Such policy is calling for more autonomy at local levels and more responsibility for nongovernmental organizations and individual citizens (Jager-Vreugdenhil, 2012). The shift of welfare policy is presented in the rise of home care companies like Vierstroom and shutdown of the nursing house. Thereby, the elderly are expected to be more independent and rely on their network rather than the healthcare system in the future.

The business vision: a supporter rather than a provider

The Vierstroom's vision is to help the elderly to live independently in their familiar environment. And their mission is to „arrange“. From the interview, the director of the Vierstroom also emphasizes that they aspire to support the elderly to be active. Their value proposition is shifting from a provider to a supporter.

The key qualities of the vision

Based on the paint points, trend, and stakeholder's vision, three key attributes of the vision are summarised and termed as cohesion, empowerment and autonomy.

Cohesion

In the vision, the elderly have a feeling of belonging to parts of the group. The community nurtures a collective identity.

Empowerment

In the vision, the elderly should have higher self-efficacy that they believed they could manage themselves and can participate in the activity without reliance on others.

Autonomy

At the end of the vision, the elderly group achieve a level of independence. Elderly could actively participate in decision making, initiating new activities and events and get autonomous in some operation. Although it may be a bit far-fetched, it creates the ultimate goal as the reference for design.

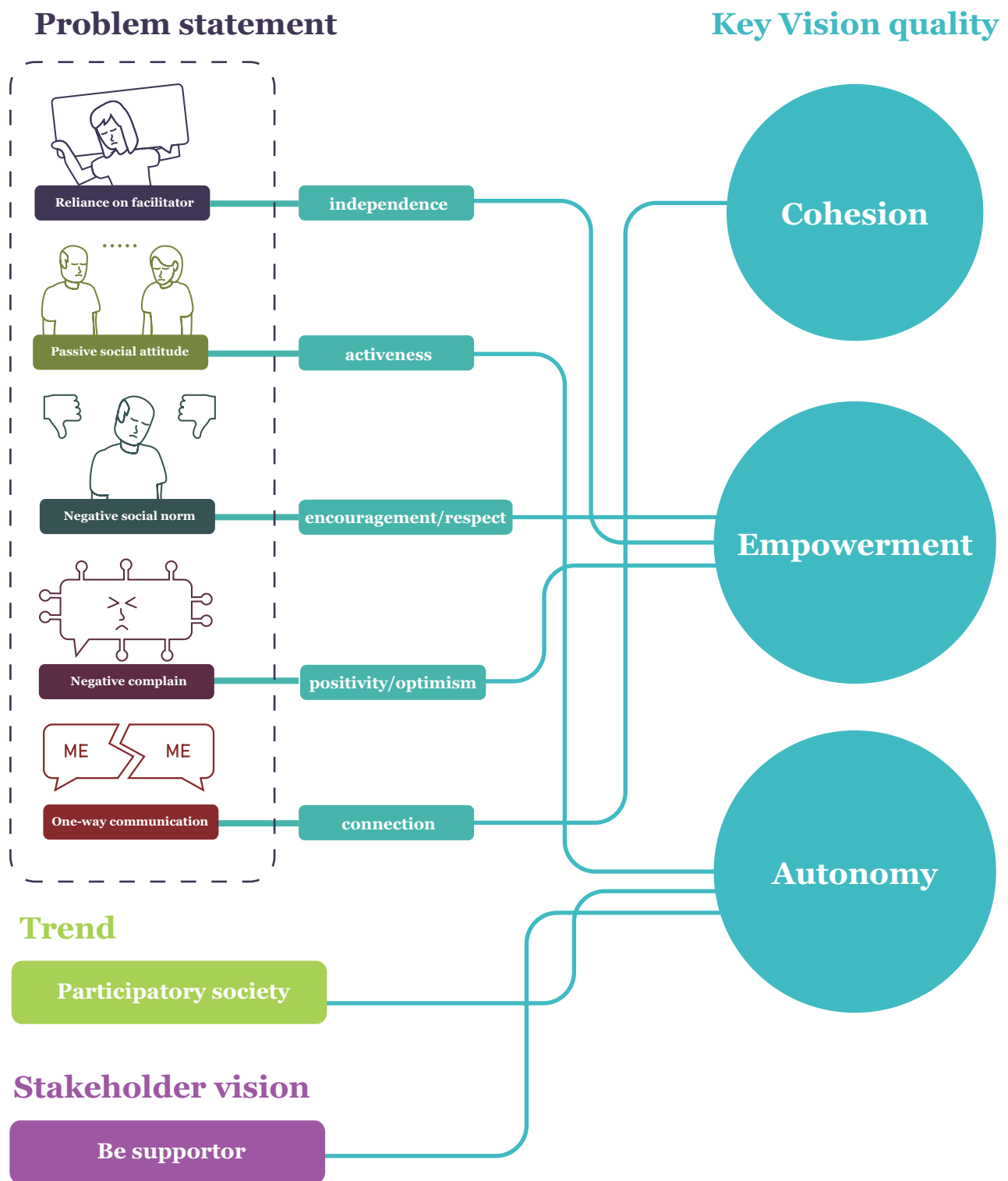


Figure 4.3.2:Generation of key vision qualities

From problem to vision: a shift of the relationship

To communicate the vision vividly, the author makes a metaphor to represent the change of the relationship from problem to vision.

In the problem space, the relationship between elderly and organization is like patience and caregiver. The elderly are placed and treated in a passive setting. The status

quo is „the elderly need...., and organization help....“

In the desired future, the relationship between the elderly and organization should be like an athlete and a coach, or sports fan and a coach. The elderly are motivated and proactive in socializing with others in the activity. The status quo turns into „the elderly want...., and organization support.“

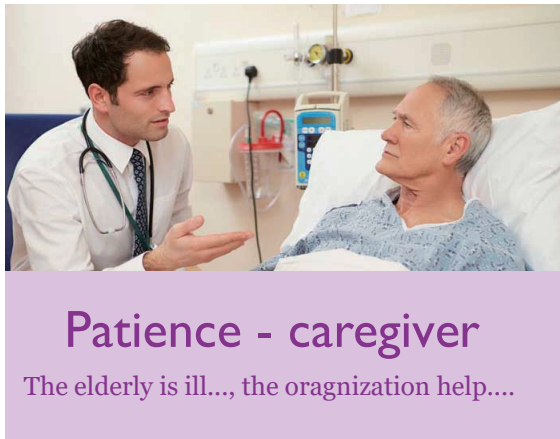


Figure 4.3.3: metaphor of the relationship shift

4.4 The strategy to the vision

The project focuses on the elderly activity held by a social organizations like Palet Welfare. Previous field research gives an overview of the activity flow. One of the approaches applied in the project is service design. Thus, the activity is perceived as the service that organizations provide to satisfy their social need. The service flow includes two main actors: the elderly and the organization. It consists of the elderly's journey and organization actions.

Strategic actions synthesis

In an iterative manner, strategic actions and horizons are generated in the service flow. The service flow works as a frame to divide the vision into four horizons. Analysis of the problem space in the previous chapter gives hints to what could be the desired and possible horizon. With the integrated behaviour model(Fishbein, 1992) and the Fogg Behaviour Model(Fogg, 2009), four

factors are identified as roots of the point points. To intervene in the situation, the author strategically focuses on external behaviour constructs, such as social skills, social environment, social norm. Also, the author avoids personal belief, which is more difficult to intervene in the organization's service.

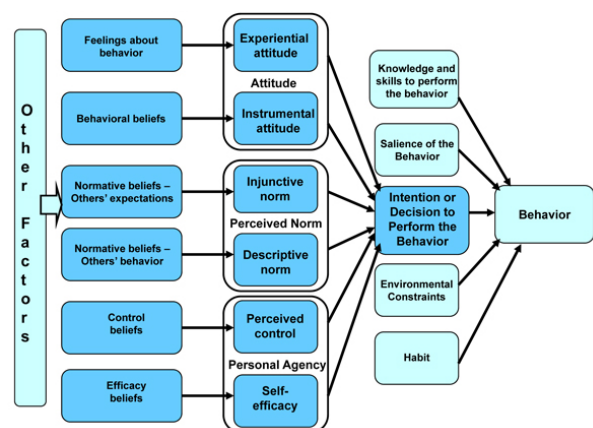


Figure 4.4.1: the integrated behaviour model(Fishbein, 1992)

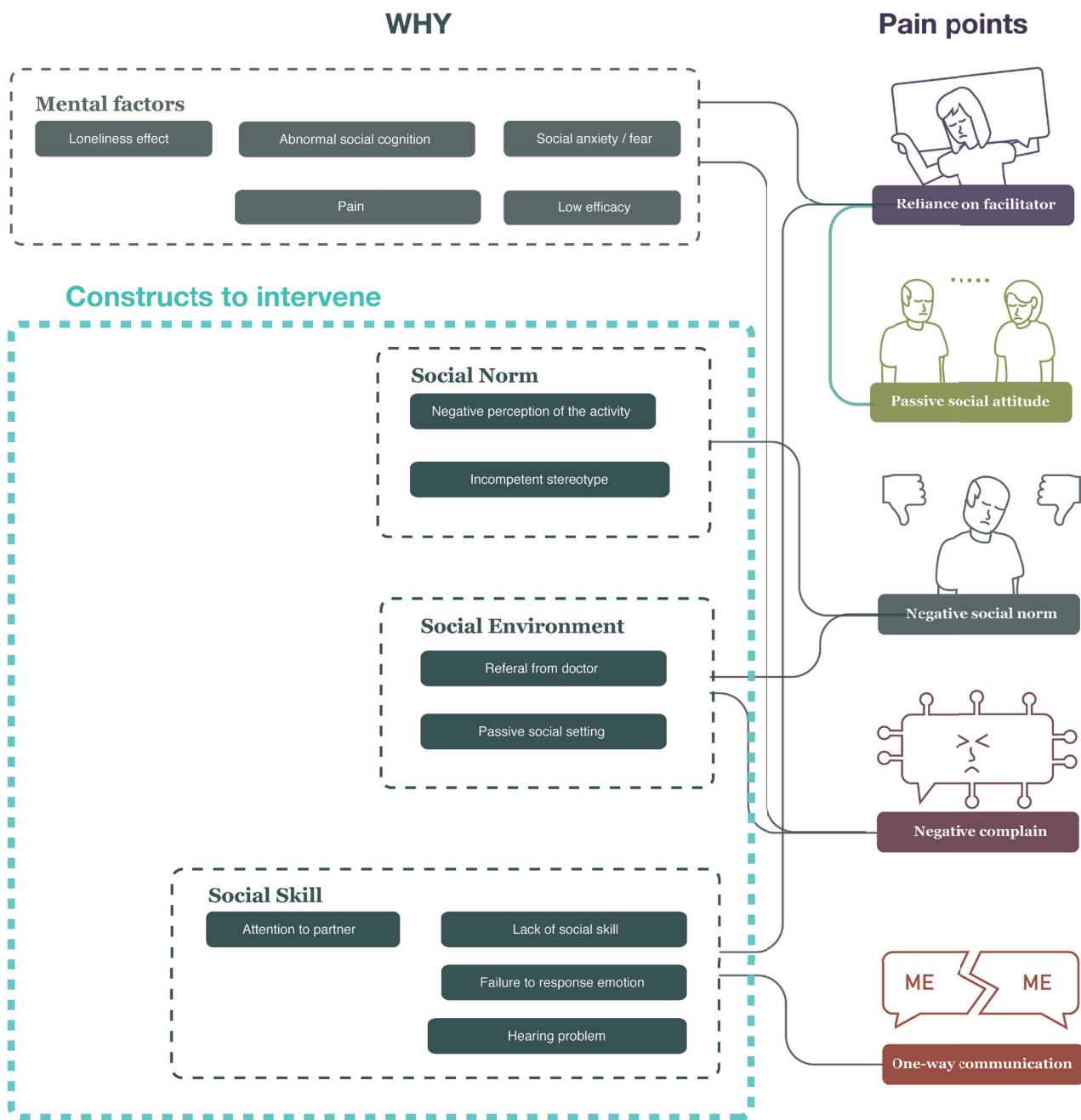


Figure 4.4.2: analysis of the pain points

Based on the BJ behaviour model, the first two steps of the organisation are to increase motivation of the elderly to persuade them to attend the activity. It happens before the activity.

#1 Engage active participation through fit-in and ownership

In the first step, the organization conducts research to determine what kind of activities to offer to the elderly. The goal should be to offer activities that engage the active participation of the elderly. The elderly will feel

The applicable behaviour strategy is to engage the elderly by elderly's habit or to create salience of the behaviour. In other

words, the organisation could design the activity that fits into the elderly's habit and engages the elderly by creating ownership. In the context, this strategy action could reply to the existing problem that there are only a few elderly that join the activity. More specifically, this strategic action is to engage the elderly and their attention in the activities. It provides an easy access for the elderly to join when activities are based on their habits. Also, the elderly should be given ownership to attend the event. It makes the elderly feel responsible and attached to the activities. If the elderly have the decision power over what kinds of activities to hold. It also gives the elderly a sense of belonging and more engagement in the activity.



Figure 4.4.3: strategic action in R&D

2# Envision positivity through the rebranding

In the second step, the organization promotes the activity to the elderly through different channels. The goal of this step should be a positive perception of the activity through communication. Thereby, it could encourage the elderly to join.

The behaviour strategy is to create a positive social norm. In the translation to the context, the organization could create a positive

brand to attract elderly and to counteract the negative stereotypes of the elderly.

This strategic action also gives reply to the existing problem that the elderly hold a negative perception of the activity. Some think that is not for them; others think the activity is for lonely elderly. Through rebranding the activity, the organization could clear off the negative perception of the activity and encourage more participation.



Figure 4.4.4: strategic action in promoting

In the third and fourth horizon, the strategic steps aim to increase social ability according to BJ behaviour model. The goal is to create social cohesion among the elderly. It is divided into two subgoals, according to Knapp’s Relationship Model(1978). Respectively, it is to initiate contact and intensify the relationship.

3# Enable connection with social triggers
In the third step, the organization coordinates the activity. The horizon(goal) of this step should be empowerment in socializing. That’s to say that the elderly feel free to socialize

with others, and social contact is created by themselves.

The behaviour strategy in this step is to increase social skills. In this step, it focuses on initiating contact. Thus organization could integrate social trigger in the activity such as a conversation starter.

Back to the problem space, this strategic action can resolve the silence and monotonous conversation between the elderly in the activity. It could enable the elderly to socialize without facilitation.



Figure 4.4.5: strategic action in coordinating

4# Enhance connection through facilitating the empathy
In the fourth step, the organization facilitates communication between the elderly. The horizon(goal) of this step is a delightful connection. More specifically, the elderly enjoy getting connected with others, and the connection between them establish gradually.

The behaviour strategy is also to increase social skills. In this step, it focuses more on sharing and accepting, which could intensify relationship according to Knapp’s Relationship Model. In other words, this strategic action is to facilitate empathy. There are multiple ways to facilitate empathy.

Among all, inspiring imitation or mimicry behaviour is highlighted as research found that lonely people are associated with failure to mimic the emotions of others (Arnold.2019). Moreover, the creating opened environment that is free of judge could encourage the elderly to share their feelings and personal information and thus develop the relationship.

Back to the problem space, this strategic action could target at the “me me me” conversation problem in the context, and gradually cultivate a sense of cohesion in the group.



Figure 4.3.6: strategic action in facilitating

4.5 Summary

In sum, the author synthesized the vision and strategy into four horizons with four corresponding strategic actions. The current situation to the desired vision is like the shift of relationship between elderly and organization from patience-caregiver to sports fan-coach.

The fundamental strategy is to engage active participation, envision positivity, enable connection and enhance connection. In the following chapter, the strategy is conceptualized into design guidelines through ideation and research.

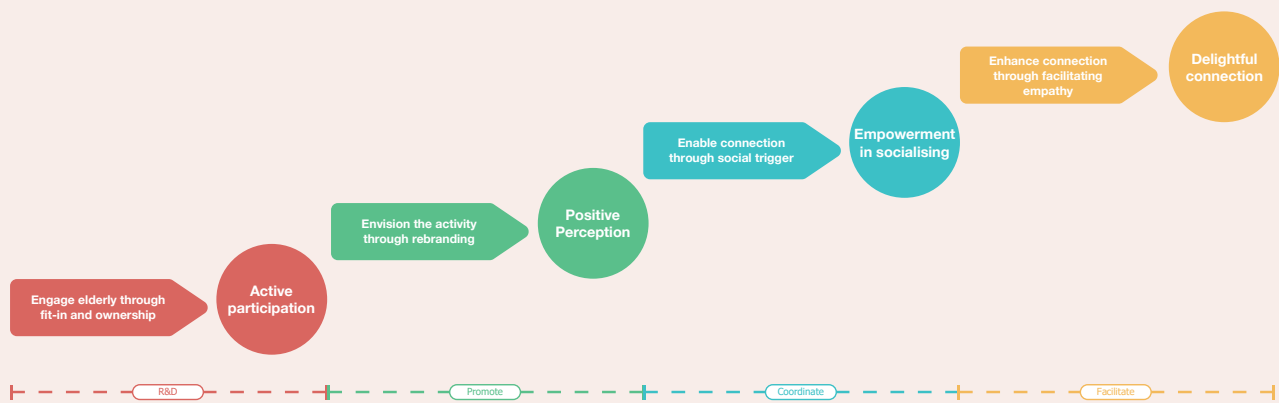


Figure 4.5: the strategy

5. Design creation

5.1 Creative sessions

5.2 Service design guidelines

5.3 Conceptualization of the design guidelines

5.4 Service design co-creation toolkit

5.5 Summary

In the chapter, the strategy is translated into design language through creative ideation, reflection on data collected and further research. Fifteen design guidelines are summarised. Relevant examples are collected for illustrating the design guidelines as well as validating their application in practice. Moreover, they trigger five concepts and at last, are encapsulated into a toolkit for inspiration in co-creation session. In brief, this chapter explains how strategy is translated into design guidelines, and what is the design embodiment of the design guidelines in practice.

5. Design creation

5.1 Creative sessions

Two sessions involving six international participants were held to generate ideas and specify the design directions in context. Besides, more exciting insights are discovered with dutch student's participation.

5.1.1 Method

Targeting at the problem: how to enhance social interaction of the elderly activity with consideration of the pain points, the creative session takes approximately 2 hours. The session starts with an introduction to the problem, and then reformulation of the problem statement and at last ideation. The author prepared a presentation and inspiration cards and facilitated the session by asking trigger questions.

At the end of the sessions, multiple direction and ideas come out. All the outcomes are reflected on and classified into inspiration for further design, insight or design solution as examples.

5.1.2 Session result

Targeting at the problem: how to enhance social interaction of the elderly activity with consideration of the pain points, the creative session takes approximately 2 hours. The session starts with an introduction to the problem, and then reformulation of the problem statement and at last ideation. The author prepared a presentation and inspiration cards and facilitated the session by asking trigger questions.

At the end of the sessions, multiple direction and ideas come out. All the outcomes are reflected on and classified into inspiration for further design, insight or design solution as examples.



Figure 5.1: creative session

Inspiration including metaphor, perspectives of the elderly and new frame of the problem are generated during the session. That inspiration is used as raw material to construct design guideline.

Metaphor

- **Old jean:** the longer you wear, the more close-fitting it is

- **Vintage(second-hand shop):** the revolution of the old clothes comes from rebranding the used and old as the classic and the timeless

- **Vinyl Records:** the defect makes it unique, the time make it unique

Perspective

- **Elderly advantages:** The elderly's superiority over other generation: out of pretty much free time, the elderly develop more common knowledge than the younger generation. For instance, the elderly might know where to get the cheapest good, or they are very savvy in housekeeping.

- **Elderly crisis:** With more spared time, elderly will come to a psychological hurdle that

they would reflect on their life. This stage is the extension after 65 years till death according psychology development. By this age, people's goals and abilities have turn more restrained. The crisis of this stage is the integrity or despair in which the person finds meaning in memories or instead looks back on life with dissatisfaction. If a person has found meaning in specific goals, or even in suffering, then the crisis has been satisfactorily resolved. If not, the person experiences dissatisfaction, and the prospect of death brings despair. The declining physical health conditions, decreased income, death of a spouse, will still worsen these feelings.

• ***Elderly need a sense of achievement:***

Although the elderly have been retired, they still need achievement to sustain their life.

Reframed direction

During the session, the original problem is reformulated into new design direction. The promising directions are selected and listed.

• ***How to create a new image of the elderly through collective activity?***

• ***How to make the elderly get positive feedback from others during their chat?***

• ***How to support the elderly to be aware of their value?***

• ***How to increase a sense of achievement for activity?***

• ***How to encourage the elderly to share their skills?***

• ***How to turn skills into interest or hobby?***

• ***How to connect the elderly with the people of similar interest?***

Ideas

In the sessions, participants generated 36 ideas. Among all, five ideas are highlighted as follows:

The wise elderly mentor: A platform that connects the elderly with the young who have doubt and puzzle in their life. In this platform, the elderly could spark their wise and help the kid. It is both fulfilling and meaningful.

Elderly festival: The elderly be the main actor in a festival where they can showcase their strength, it could be a food festival or music festival. Through this public festival, the elderly could show the public the positive images of them.

Elderly shop assistance: The elderly could volunteer as a shop assistant in the shop. In the shop, they could get a coffee] at the casual setting, and tell the customer about information about the goods, for instance, what is the latest discount. The elderly may know better than anyone where could they get what they want in a grocery shop and which one is the cheapest. Their rich everyday experience makes them a good adviser in the shop.

Exhibition of my life: Exhibition of my life is the exhibition of the elderly stuff. With that personal stuff such as photos, antique, it arises the storytelling among the elderly. Moreover, it creates resonance with each other with the old memory. The organization could hold the exhibition in the elderly centre. It could be as simple as a photo wall or as formal as a public exhibition.

Sports memory: The elderly could share their sports memory with the kids as a coach. Although age may stop them from participating in some sports activities, elderly could still share those stories to inspire the youth. By sharing the story, they get the joy of the sport again.

5.2 Service design guidelines

Translation of the strategy into tactics language enables designer and organizations to intervene in the problem status through service design. According to different strategic actions, the design guidelines are summarised with the purpose to trigger more ideas in a different context. Thereby, they are framed in a general style. However, real case examples and concepts were collected to serve as the illustration, and prove the applicability of the design guidelines in practice. Besides, design opportunities are identified for designers to take a role to intervene in the problem.

1# Engage active participation through fit-in and ownership

In the first strategic action, the goal is to achieve active participation of the elderly through fit-in and ownership. Six design guidelines were generated with three specializing in fit-in and the other three in ownership.

Design guideline for fit-in

The activity needs to be natural and usual that decreases the hurdle for the elderly to take part in.

Engage elderly through fit-in

Based on the elderly's habit

Add social space in daily routine

Blend social need with other purposes

Figure 5.2.1: design guidelines for fit-in

• *Based on the elderly's habit*

Activities should be designed based on the elderly's habit. Thus, it makes it effortless for the elderly to attend.

For example, Studiekringen50plus is an engaging activity built on this rule. Some elderly like to study and write daily. Studiekringen 50plus provides them with a chance to share their study with a group and facilitate their discussion.



Figure 5.2.2: studiekringen50plus

• *Add social space in daily routine*

Beside social activity, the social contacts could also happen in their daily routine. By looking for a gap in their daily routine, the organization could add social space to it. Besides, it makes socializing as simple as a daily routine.

For instance, in the UK, the chatbus is the service that creates social talk in elderly daily transportation. Volunteer with the symbol could initiate talks with the elderly in the bus in a natural way. Without extra effort, the elderly could have a conversation in their daily transportation. This service also helps the government to approach the lonely elderly who is difficult to find.



Figure 5.2.3: the chatbus

• Blend social need with other purposes

The social activity should not be only for socializing for the elderly. In the interview, one of the elderly mentioned that she does not enjoy activities intended only for socializing. Blending the social need with other purposes make it more natural to start socializing with others. It could be a natural cue or greeting to do so. For example, Likebrary is a service that allows the book to share in the public. It is like a decentralized library that book share among the people. Through this service, people borrow the book from people who previously borrowed this book, and most importantly, people could meet people who read the same book. It creates potential social encounters, and such social opportunity is blended with meaningful sharing stuff.

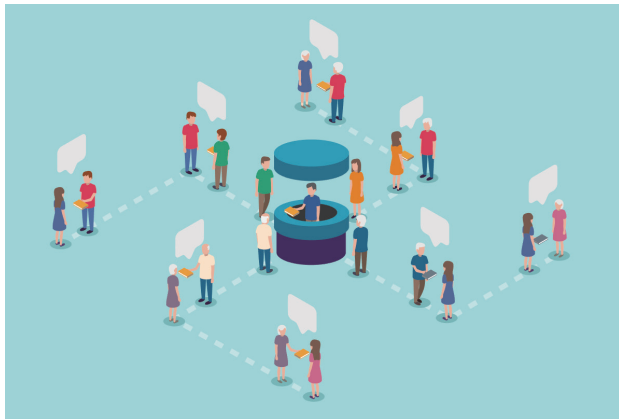


Figure 5.2.4: Likebrary

Design guideline for ownership

Ownership could increase the engagement of the elderly. When they feel responsible for the activity, they will be more into it.

Engage elderly through ownership

Create a community symbol

Engage the elderly in activity initiating

Use the elderly's strength

Figure 5.2.5: design guidelines for ownership

• Create a community symbol

Physical creating community identity such as logo, label, could create a shared symbol among the elderly. It helps to nourish a community identity.

For example, the rainbow colour is the symbol of the „LGBT“ group. It signifies a friendly message to others belonging to the group.



Figure 5.2.6: the „LGBT“ symbol

• Engage the elderly in activity initiating

Involving the elderly in activity initiating could better build activity that fits with them. Having their voice heard makes them feel valued and feel responsible. Thus, they will actively engage in the activity. This guideline is summarised from the interview with Abtswoude Bloeit interview. The social manager uses the bottom-up approach to initiate the activity, which create engagement of the elderly successfully.

For instance, Participatory board is the board that invites the elderly to initiate activity in the senior house. This board create an adapted template for the elderly to held activity by themselves and most importantly, in a collective way.



Figure 5.2.7: participatory board

• *Use the elderly's strength*

Activity that makes use of the elderly's strength could engage more elderly. Because the elderly feel more confident and are more willing to participate in the activity when it is related to their strength.

For example, De Vriendelijke Transformatie is the buddy project 'Young and Old', in which elderly and young people are linked on the basis of their talent. So they choose to believe that "Talent is inspiring"



Figure 5.2.8: De Vriendelijke Transformatie

2# Envision positivity through the rebranding

In the second strategic action, the goal is to create a positive image in the elderly mind through rebranding. Three design guidelines were generated accordingly.

**Envision positivity
through the rebranding**

Positively branding the activity

**Positive entitlement for the
elderly**

Visualize the story

Figure 5.2.9: design guidelines for the second step

• *Positively branding the activity*

The brand of activity should be framed in a positive message. The communication should use positive language that conveys a message about benefit and solution instead of harm or problem. For example, the name of a national campaign "the week of loneliness" could be changed into "the week of connectedness."

Jewish choice is an independent elderly care rebranded itself from „Edinburgh House“ to „Jewish choice“ to show their key belief in „choice not need“ – the idea that their elderly home is a place where people would want to live, not just because they had no choice, but because they wanted to enjoy an improved quality of life.



Figure 5.2.10: Jewish choice

• *Positive entitlement for the elderly*

The branding message can encourage the elderly by indicating their strength privilege, such as experience, wise, and organized mind. Such entitlement could boost elderly's self-efficacy level that creates more motivation for them to join.

For example, Privilege of age is a brand for a Senior Center of a French city. The slogan is: Living well the privilege of age. This logo inspires from the common etymology of the words „Senior“ and „Seigneur“ („Lord“ in French). The promise is to treat seniors as kings (and queens).



Figure 5.2.11: the brand design for elderly center

• Visualize the story

To envision the meaning, the organization could capture and showcase the moving story of the participant as examples to visualizing the meaning. With this story, it could give the elderly a sensitive motivation to join the activity.

For example, Story on the website: Humanitas use a feature on their website to illustrate the touching stories of previous participants. With the authentic image and the quote, the anecdote clear conveys the meaning of the participation.

I feel strong and no longer lonely

When Gerrit's friend suddenly left, his world collapsed. "I felt really lonely." He was able to share his story with volunteer Klaus of [Humanitas Tandem](#).



Figure 5.2.12: web feature of Humanitas

3# Enable connection with social triggers

In the third step, the goal is to achieve empowerment of the elderly in socializing. The strategy action correspondingly is to enable the elderly to make a connection with social triggers. There are four design guidelines provided to make up with the rusty social skills and degradation of sense of the elderly.

Enable connection with social triggerst

Add social triggers in current activities

Enable storytelling

Enable richer senses in communication

Enable social participation through tools

Figure 5.2.13: design guidelines for the third step

• Add social triggers in current activities

Activities that elderly join, such as handcraft workshop could include more conversation triggers. Those social triggers could be conversation starters or questions to invite discussion.

For example, the social bingo game is similar to the elderly activity bingo game. What makes it different is that it picks a topic card instead of a ball with number and letter. With those conversation starters, it triggers vivid storytelling.

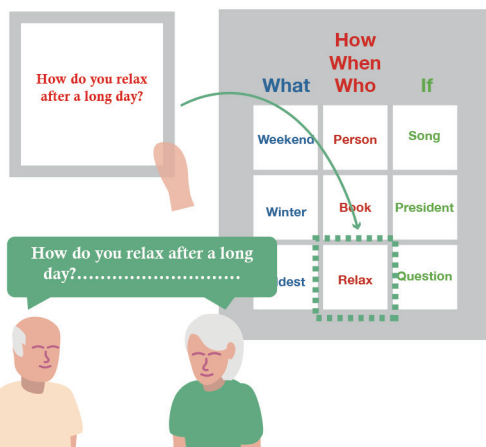


Figure 5.2.14; the social bingo game

• Enable storytelling

Storytelling triggers the conversation and creates diversity. It inspires curiosity and reminds the elderly of the shared memory. Thereby, conversations to discover will be followed by itself simultaneously.

For example, Storyville Studios develops serious games to improve contact between generations playfully. Elderly could play with personal photos and historical materials, through which it relive memories or trigger storytelling.



Figure 5.2.15: Storyville studios

• Enable richer senses in communication

Applying more senses in conversation rather than merely hearing enriches the communication. The research found that only 40% of the message is conveyed by saying. The study also indicates the association between hearing problem and social isolation (Pronk, Deeg & Kramer, 2013). Thus, enabling multiple senses in communication could be an intervention to elderly social isolation.

For example, Connected Vitality is a video communication tool. It facilitates better communication by involving body language within a remote video call. This project is initiated with the purpose to address the loneliness among the elderly as well.



Figure 5.2.16: Connected Vitality

• Enable social participation through tools

To enable the participatory action, the organization could make it as easy as possible by artefact facilitators. Facilitators could be a video explanation, graphic template, or word that simplify social participation.

For example, the slot trigger machine is an application that generates keywords for conversation in a playful way. The keywords are shown in a framework that makes it easy to think of a conversation starter for the elderly. It makes it easier for the elderly to initiate a conversation.

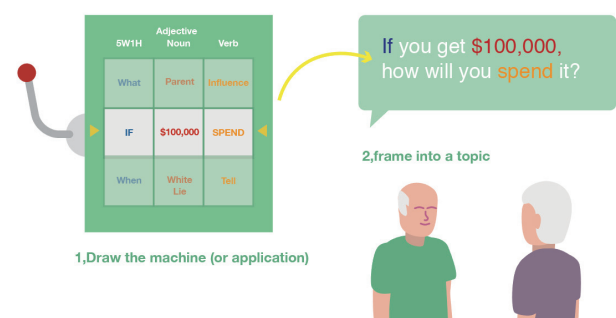


Figure 5.2.17: the slot trigger machine

4# Enhance connection through facilitating the empathy

In the fourth step, the goal is to achieve a delightful connection. With an attempt to create a connection, a conversation needs to reach deeper into understanding each other's perspectives and emotions. In this stage. The strategic action suggested for the organization is to facilitate the empathetic communication. Two design guidelines are summarised for it as follows.

Enhance connection through facilitating the empathy

Activate listening and imitation

Gamify interaction to create openness to share

Figure 5.2.18: design guidelines for the fourth step

• Activate listening and imitation

The organization inspires the elderly to give feedback such as paraphrasing or ask probe question to activate listening. Besides, imitation also helps the elderly to understand each other better according to research.



Figure 5.2.19: the empathy game

For example, Empathy game is a game that encourages listening. Players pick a card and tell their story. Afterwards, the listeners will engage in the story by exploring sensory elements of the story. For instance, asking: how do you smell of the story?

• Gamify interaction to create openness to share

Use gamification to put the interaction on a casual and joyful setting. It could create a sense of openness and postpone judgement, which constitutes a safe and open vibe for the elderly to share deeper emotion and accept others.

For example, the social games is a playful game that put aside hierarchies, roles and identities, to create environments that permit for people to say and do things they usually would not do in real-world environments.



Figure 5.2.20: the social game

Summary

Fifteen Design guidelines are formulated to fill the gap between the current problem to the desired vision. Design principles are classified into five groups based on different strategic actions. With those design guidelines as triggers, designers and organizations can

co-create new ideas that are grounded in the context. In the next chapter, five concept designs were illustrated to showcase the embodiment of the design guidelines in the context.

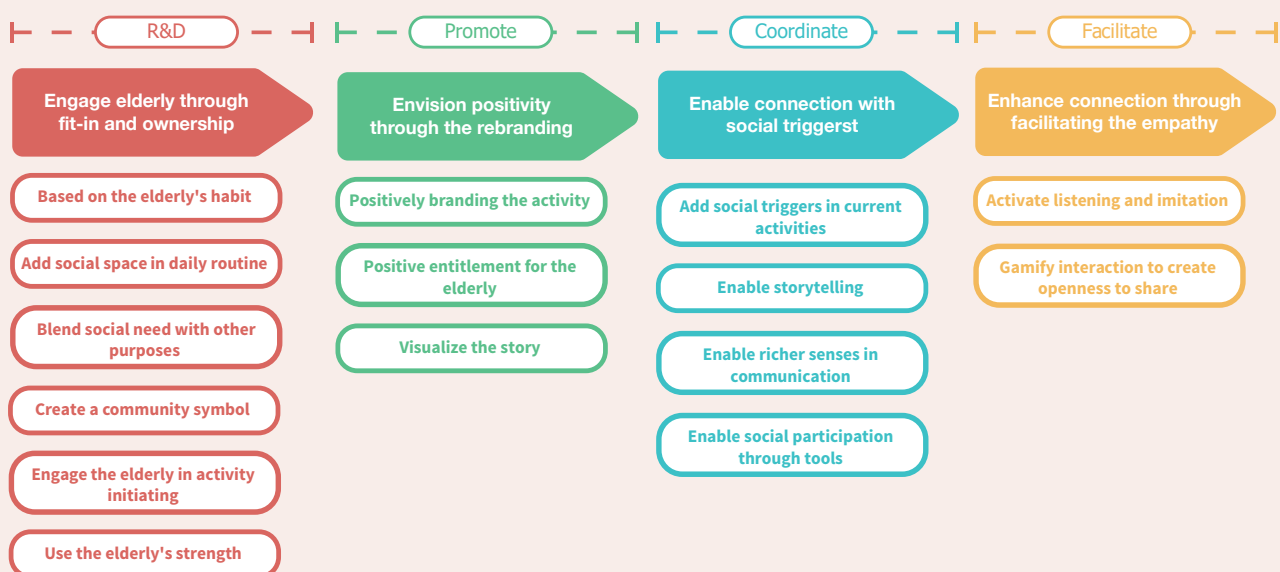


Figure 5.2.21: the social game

5.3 Conceptualization of the design guidelines

Five concepts grounded in the context of Palet welfare and Vierstroom are generated during the design guidelines generation. In an iterative process, the concepts, on the one hand, are the embodiment of the guidelines, on the other hand, also inspire design guidelines. After all, one of the service concept (interpleasure) is highlighted out of its novelty and feasibility.

5.3.1 Communication poster

How

Strategic action: *envision positivity through the rebranding*

Design guideline: *positively branding the activity*

What

This poster is an example of how the activity could be reframed differently to build up positive branding. The poster emphasizes the benefit of joining the activities with the slogan: social contact adds more vitality to the elderly. With the image visualizing the vitality in the activity, It could better encourage the elderly to join.

Why

Social media is filled with negative information about loneliness.

For instance, a piece of news states that loneliness is as lethal as smoking 15 cigarettes a day. Besides, the vulnerable elderly are referred to the Palet welfare's activity because of the doctor's prescription. Such a premise unconsciously discourage the elderly to join. Taking medicine is not an enjoyable thing, so is the activity when it is considered as a medical prescription. Also, the brochure of the activity indicates that the elderly could come to share their worry. Such a setting creates wrong and negative branding of the activity. The social worker mentioned in the interview that the lonely elderly are very afraid of everything; they are always thinking of the problem. So it is essential to reframe the message in a positive way to attract the elderly.

Reframed communication poster



Figure 5.3.1.1: communication poster

LETTERS

An Epidemic of Loneliness in America?

Does it exist, and if so, what is the cause, and what can be done?

Dec. 8, 2018

Loneliness Is as Lethal As Smoking 15 Cigarettes Per Day. Here's What You Can Do About It

Lonely people are 50% more likely to die prematurely than those with healthy social connections.

Vanaf heden weer iedere maandag morgen!

Driemanspolder

INFORMATIE ONTMOETINGSRUIMTE

Ontmoet elkaar.....In uw eigen buurt.....Deel uw blijdschap.....
Deel uw zorgen.....Vertel uw verhaal.....Stel uw vragen over welzijn en zorg in Zoetermeer.....Over de computer.....Of gewoon gezellig met uw buren een kopje koffie of thee.....!

IEDERE MAANDAG VAN 10.00-12.00 UUR

Locatie: Wijkservicecentrum De Spil
Stadhoudersring 5 2713 GA Zoetermeer
Tel. (079) 720 09 79

U bent van harte welkom!

WEEK TEGEN EENZAAMHEID
27 SEPTEMBER - 6 OKTOBER

Figure 5.3.1.2: current media



Participatory Planning board: Fancy a BBQ ?



Figure 5.3.2.1: illustration of the participatory planning board

5.3.2 Participatory planning board

How

Strategic action: *engage active participation through fit-in and ownership*

Design guideline: *engage the elderly in activity initiating*

What

The participatory planning board is a board that place in the senior house or elderly centre to give an overview of the activity. Organizer and the elderly could organize the activity interactively and tangibly by dragging and pasting and writing. Besides, there is a map on the board that illustrates where the member or the elderly life. Thus, It creates a sense of community with this. What is more, a template in the board allows the elderly to initiate the activity collectively. Other elderly could show interest in the activity by merely dragging and tasing their sticker on it.

Why

As shown in the image, the current board is lack of clarity and structure in communicating the activity. The author spots a chance for improvement and adds a participatory element into it. With the new board, it enables elderly collectively to participate in initiating or organizing the activity.

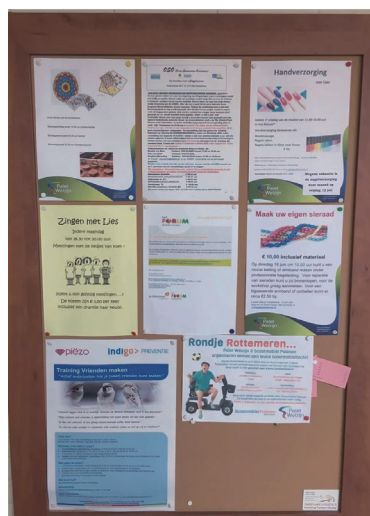


Figure 5.3.2.2: billboard in senior house

The social bingo game:

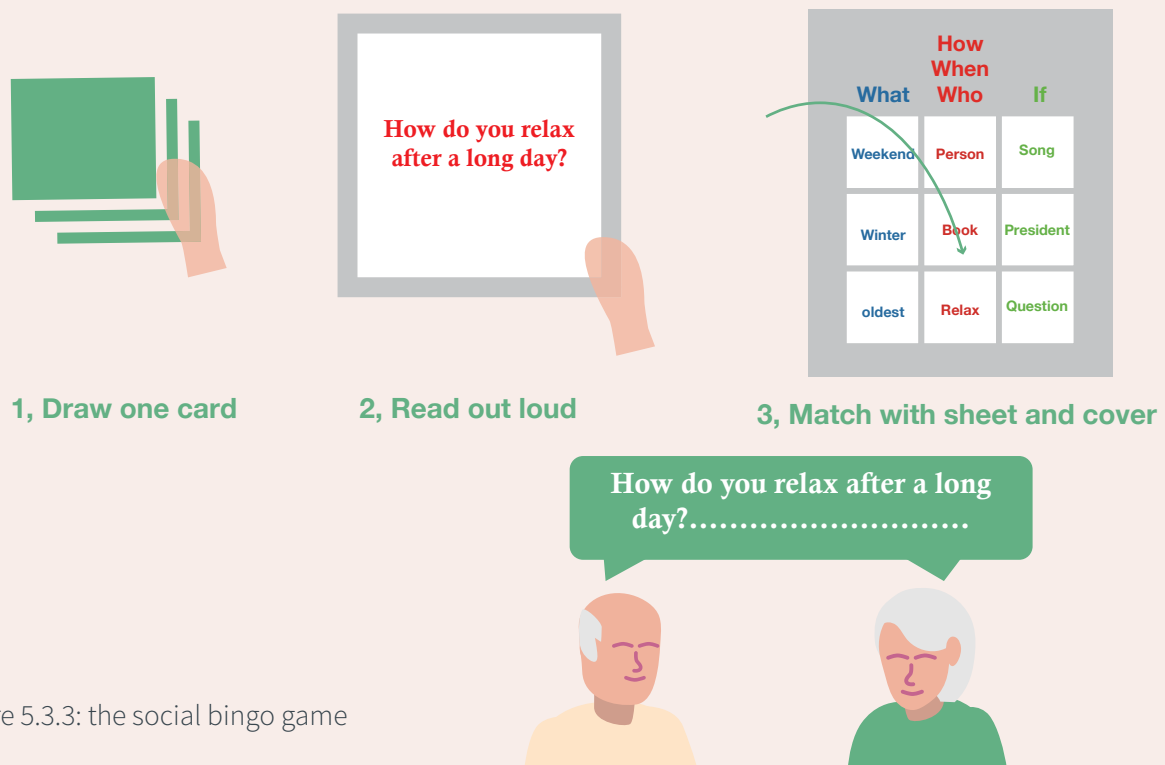


Figure 5.3.3: the social bingo game

5.3.3 The social bingo game

How

Strategic action: *enable connection through social triggers*

Design guideline: *add social triggers in current activities*

What

The social bingo game is designed based on the popular elderly activity bingo. What makes it different is that it replaces the number and letter with a conversation starter question. Through the words in the question, the elderly could find the respective block in the bingo sheet. It is similar to the typical bingo game that the first one gets the one row covered in the sheet win. With this question, it triggers imagination and storytelling. Thus, it turns the game into a social game.

Why

Although accessible, the bingo does not appeal to everyone. Some elderly shows no interest in the bingo game because it merely relies on luck. Others complain that it is annoying that some elderly may fall in sleep during the game. With this design, the game could turn into the social game that could activate them to socialize.

The Slot trigger machine

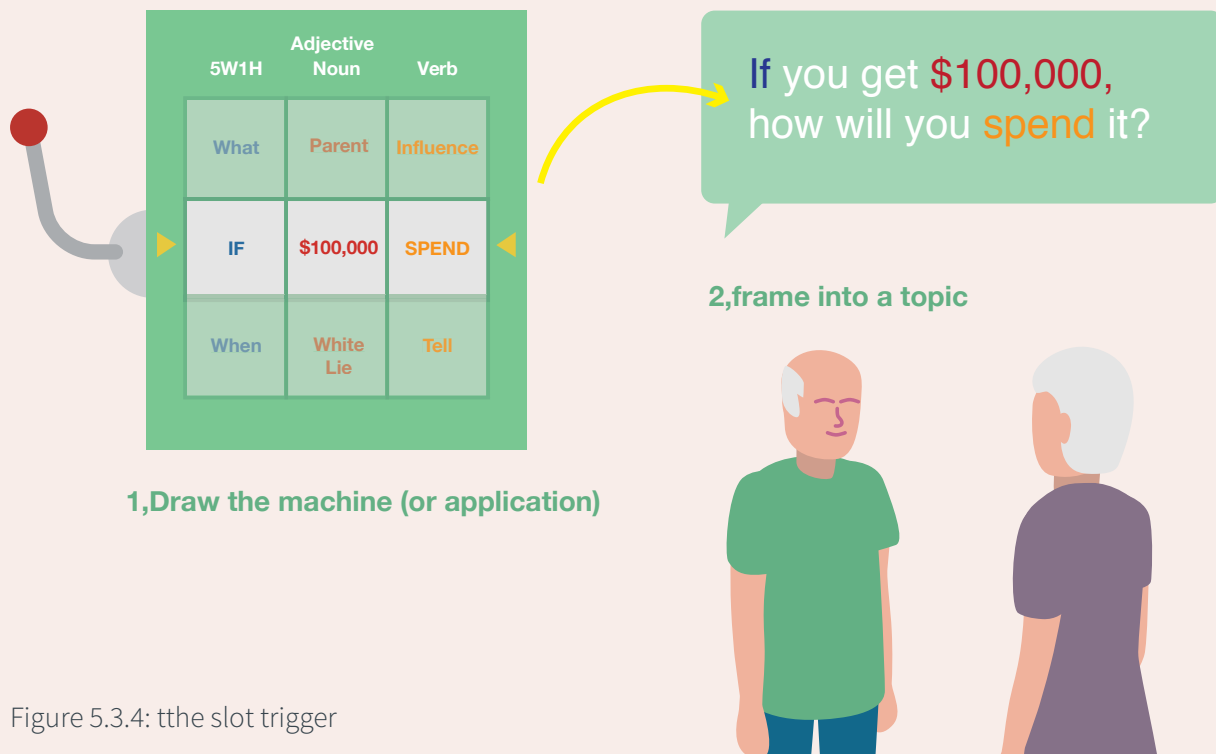


Figure 5.3.4: the slot trigger

5.3.4 the Slot trigger

How

Strategic action: *enable connection through social triggers*

Design guideline: *enable social participation through tools*

What

The slot trigger is slightly similar to the social bingo game, but it leaves room for the elderly's active participation rather than giving a question to start. It provides conversation starter through a playful and interaction experience: elderly draw a slot machine (in application). The slot machine will generate keywords to trigger conversation. Elderly could use the keywords to phrase a question by themselves. The keywords are generated with a template: one adverb, one verb, and one noun. Therefore, it makes it easy for the elderly to think of the question with those words. Moreover, the

elderly have more engagement because they have ownership over the topic.

Why

To feel empowered, the elderly should take active roles in the interaction, instead of following rules. In this design, the elderly have the freedom to phrase the question as they want. It enables the elderly to be an active role through the template.

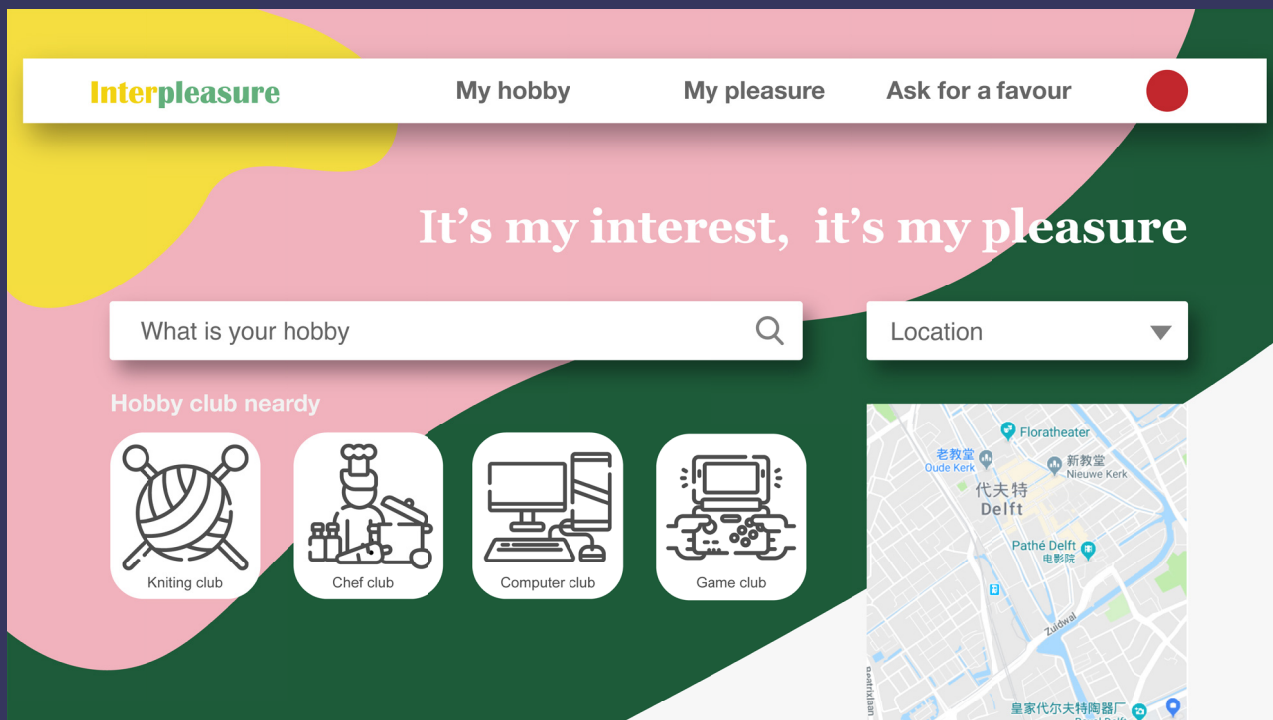


Figure 5.3.5.1: website of Interpleasure

5.3.5 The Interpleasure

How

Strategic action: *engage active participation through ownership and fit-in*

Design guideline: *based on the elderly's habit, Use the elderly's strength*

What

Interpleasure is an interest-based volunteer platform. Its vision is to make personal interest socially meaningful and connects people. This service aims to blend the boundary between helping others and doing a hobby by oneself. In the platform, It connects users to the hobby group by informing of related events and activities. Moreover, it recommends the volunteer job according to user's interest and hobby. For instance, when the user joins in the cooking hobby group, the system may recommend cooking volunteer job to the user. After that, incentive such as voucher is provided to the user for further engagement into the hobby. Through this service, users could experience

a special combination of helping others and doing one's interest, and more importantly, it can create multiple social relationships such as hobby buddy, volunteer buddy.

Do(learn) new hobby + do a favour = Engagement & connection

Although accessible, the bingo does not appeal to everyone. Some elderly shows no interest in the bingo game because it merely relies on luck. Others complain that it is annoying that some elderly may fall in sleep during the game. With this design, the game could turn into the social game that could activate them to socialize.

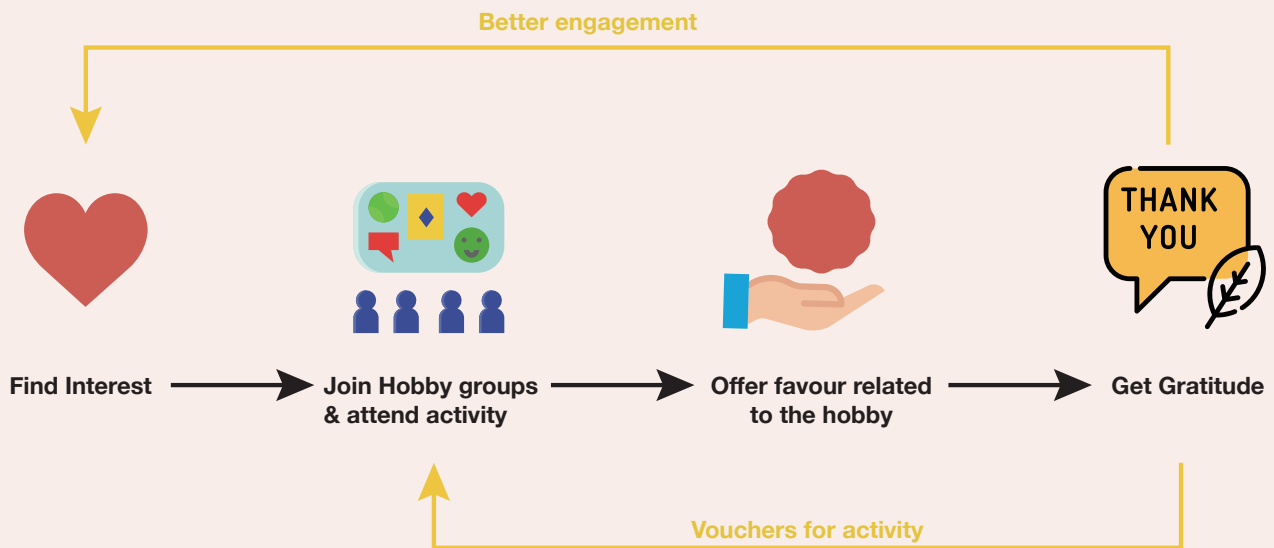


Figure 5.3.5.2: the loop of engagement

WHY: Social meaning makes the elderly more into the hobby

Through research, we find that it is not easy to build a hobby when one gets old. One elderly says: „you cannot have a hobby instantly; it takes years to have one.“. It is even more difficult when one is alone. Thus, the author detects an essential element of developing a hobby is to get social feedback or positive feedback; it could be a compliment or appraisal. So blending the hobby with the volunteer job, it can create better engagement for the elderly to stick to the hobby, because it makes the hobby socially meaningful. It is like playing the piano of the happy birthday song at a birthday party when one starts to learn the piano. One will feel great to do so even if it is an elementary song and may not even fluent. However, that moment will make him/her feel pride and more determined to learn it.

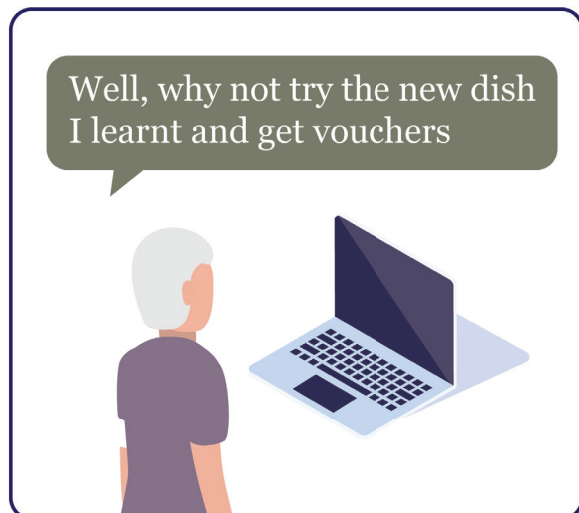
1.Find an interest



2. Join a hobby group/activity



3.Recommend a volunteer job



4.Offer a favour



6. Offer a favour



7.Engagement



Figure 5.3.5.3: Storyboard of Interpleasure

5.3.6 Prototype test of the concepts

Among the concepts, the social bingo game was prototyped for testing with students and two elderly, while the other concepts were evaluated by visual representation with two managers of the organization.

The feedbacks are positive in general. However, test with more elderly to draw a sound conclusion for it. Also, further development will be needed as it is still at the conceptual level.

Key feedback

The Social bingo game

- The game is good that it keeps your brain active.
- the game is easy to play
- The game triggers compelling storytelling among the elderly
- Elderly recognized it instantly as the bingo game
- One elderly may not like too many obligations/rules

Interpleasure

Both managers show interest in this proposal

and choose it as the favourite

- It needs more details to understand the whole concept
- more argument to support the potential of the idea
- A launch plan will be needed with consideration of the competition.

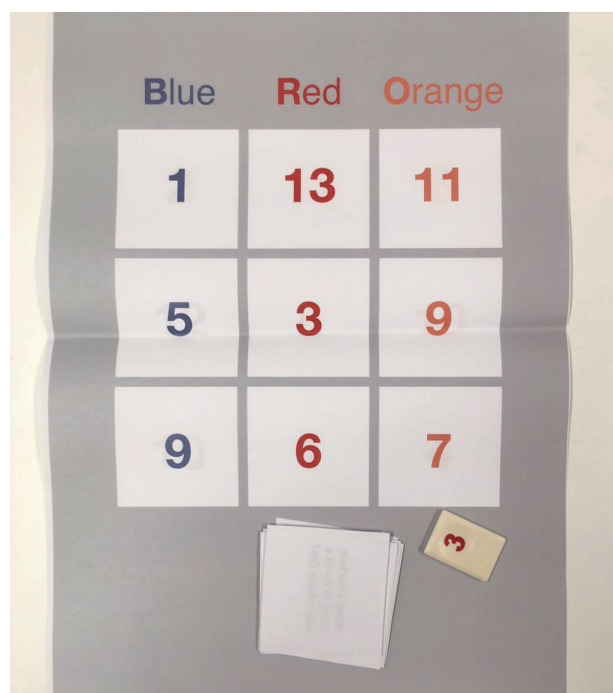


Figure 5.3.6: prototype of the social bingo game

5.4 Toolkit design

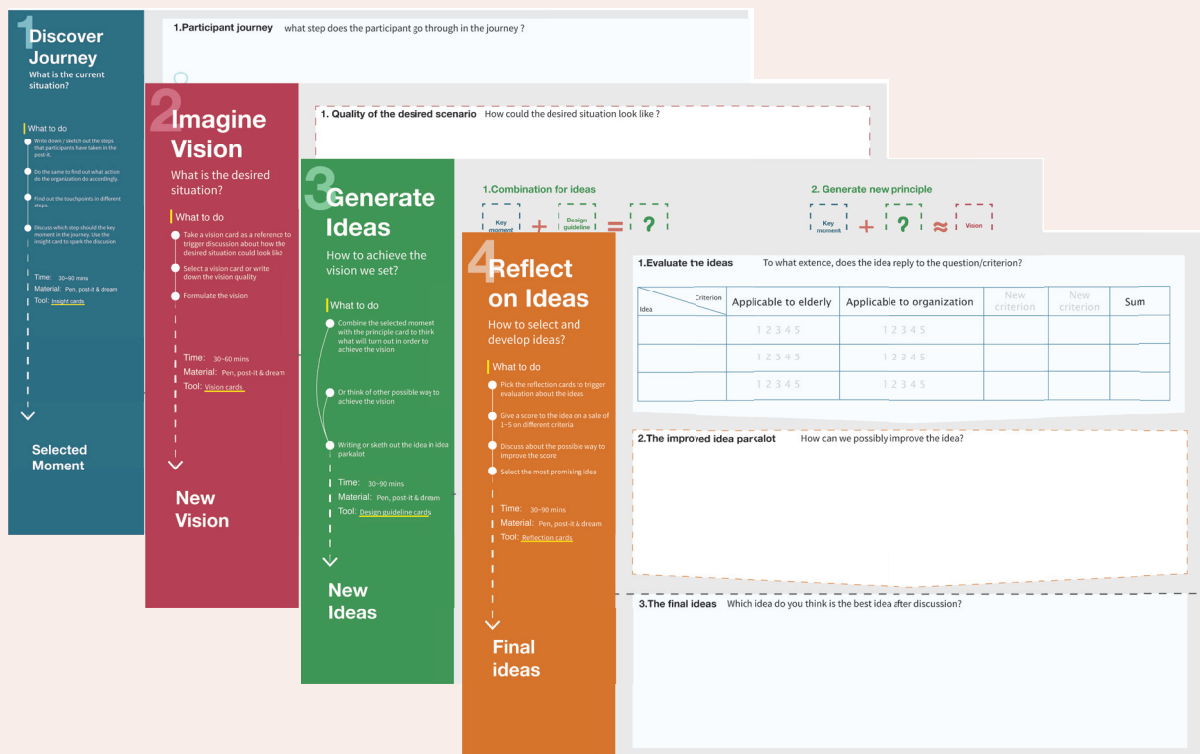
In addition to the concepts generated, the final design creation result is a service design co-creation toolkit for organizations and designers to enhance their service offering or generate new service idea. The toolkit consists of 4 templates for different phases of the session and 48 cards of different function as raw material for inspiration.

Purpose of the toolkit

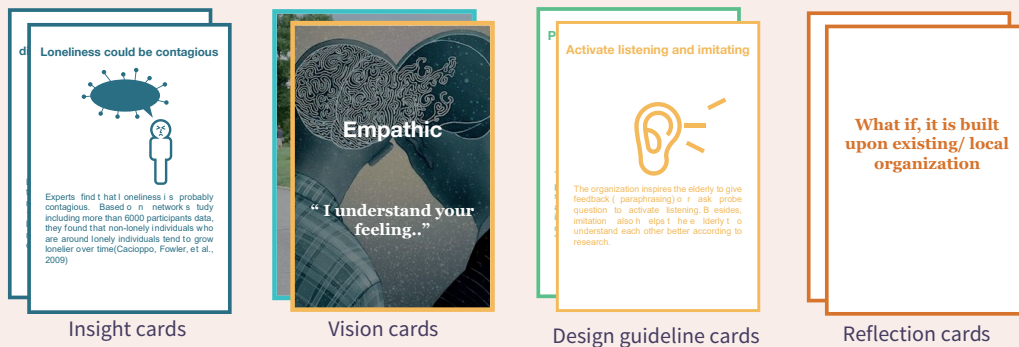
In an attempt to deliver project results to the relevant stakeholders, author compress the strategy and the research findings into this toolkit. The toolkit is designed for organizations who organize activities to connect the elderly as the means to address loneliness among the elderly. The ideal example will be elderly care companies like

Vierstroom, welfare organization like Palet welfare or non-governmental organizations like Humanitas.

It is recommended to have a designer presented as a facilitator during the ideation process. This toolkit focuses on ideating ideas in co-creation session. After the session, the ideas generated during the session require a designer's further development. With the toolkit, users can record the important information in the templates. When it is delivered to a professional designer, the templates could serve as the design brief to inform the designers. Through the filled template, a designer will have a holistic understanding of the design task, which includes the context of the design, the vision of the design and the design guidelines.



Templates



Design method

The toolkit is designed based on integrative creative problem solving process and service design method. The templates are designed to facilitate the process. User can write, sketch or post-it their thoughts in the template. Moreover, the cards are created to trigger content in the session.

The toolkit consists of four templates, which respectively guide the users through different stages. They are namely Discovery Journey, Image Vision, Generate ideas and Reflect on ideas. They align with the IDEO

design process model from Discover, Define, Design to Develop. With an emphasis on ideating ideas, it does not cover the full spectrum of the service design process. However, the context is constructed and analyzed in sequential and multiple layers of action according to service design method. Since service design is not a linear process according to the theories, it needs the designer's facilitation to guide through the iterative process considering its complexity. In the following, the toolkit is explained step by step.

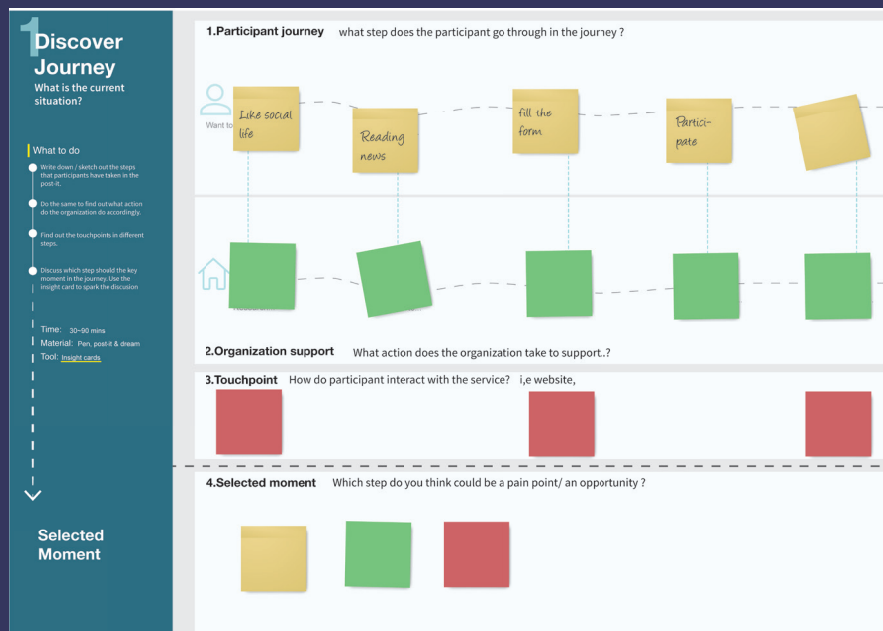


Figure 5.4.1: example of Discover Journey

1# Discover Journey

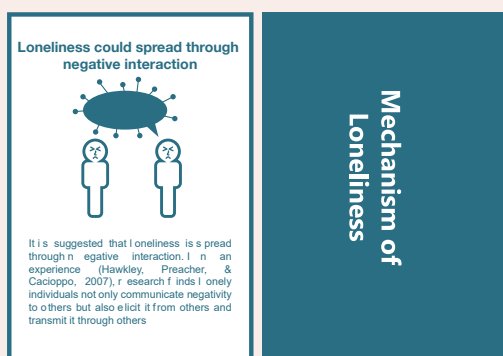
In the first phase, the task is to discover the journey of the elderly as well as the organization's operation. Through discussion, the designer, together with the experts in the field, could identify the key moment as a pain point or opportunity to intervene or enhance.

The template visually indicates the steps for the users to do. Also, it provides a simple version of service blueprint for them to map the journey. There are three layers: participate journey, organization support and touchpoint (such as website, brochure). In the participant journey and the organization support layer, there are general paces as the reference. They are termed according to the strategy pace.

Thus, each moment has a corresponding strategy that use could identify and apply. There are a few questions that facilitator could use to trigger discussion in order to identify the key moment.

- Which important do you think is the most important to the experience of elderly?
- Which moment do you think is the pain point/opportunity?

Besides, insight cards are prepared for finding the key moment. Those insights are summarised from research about loneliness. It could help users to gain a quick understanding of loneliness and lonely people in a visualized and playful way. With the insight cards as trigger, they can find which moment is crucial to intervene.



Front

Back

Figure 5.4.2: example of insight cards

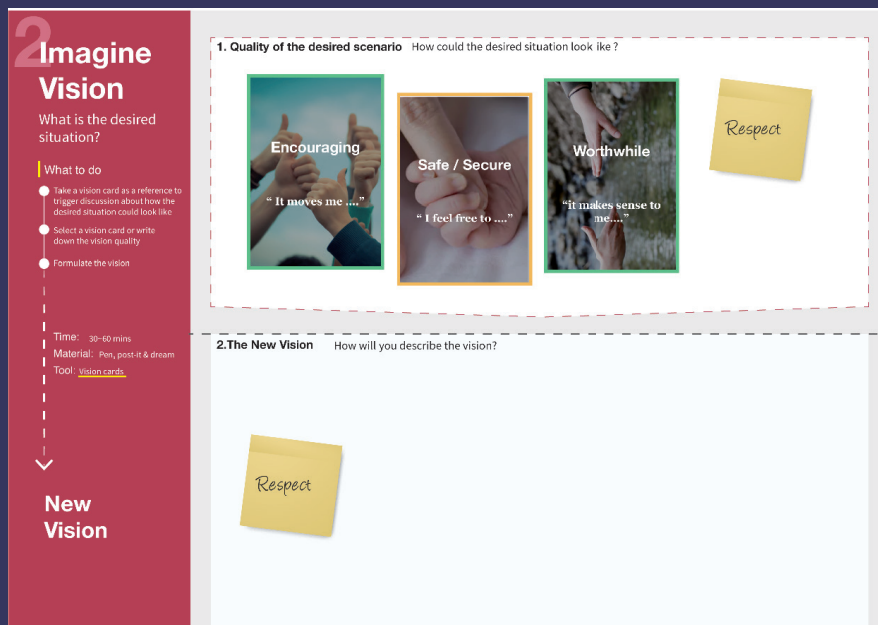


Figure 5.4.3: example of Imagine Vision

2# Imagine Vision

In the second phase, the goal is to imagine a vision as the goal for the project. The vision is created based on the key moment selected in the previous phase. The vision is the desired experience that the organization wants to provide. In the phase, the first step is to think of the effect/quality of the vision. And then, among that, users pick the key vision quality to formulate the final vision of the project.

Vision cards are provided to make it accessible for non-designers to imagine the vision. Each pace has a corresponding vision card set. For example, in „research“ pace of the organization support, there are four vision cards. Each vision card is visualized with the

image, quote of the elderly, and quality of vision. Users could pick the vision card as a reference or use it to trigger a new vision.

Facilitation question to trigger vision:

- What do you want the elderly to feel in the future?
- What will be the opposite scenario / desired scenario of the key moment?

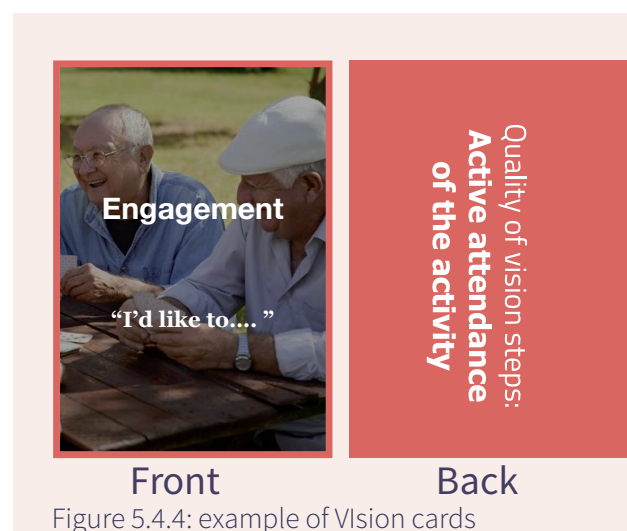


Figure 5.4.4: example of Vision cards

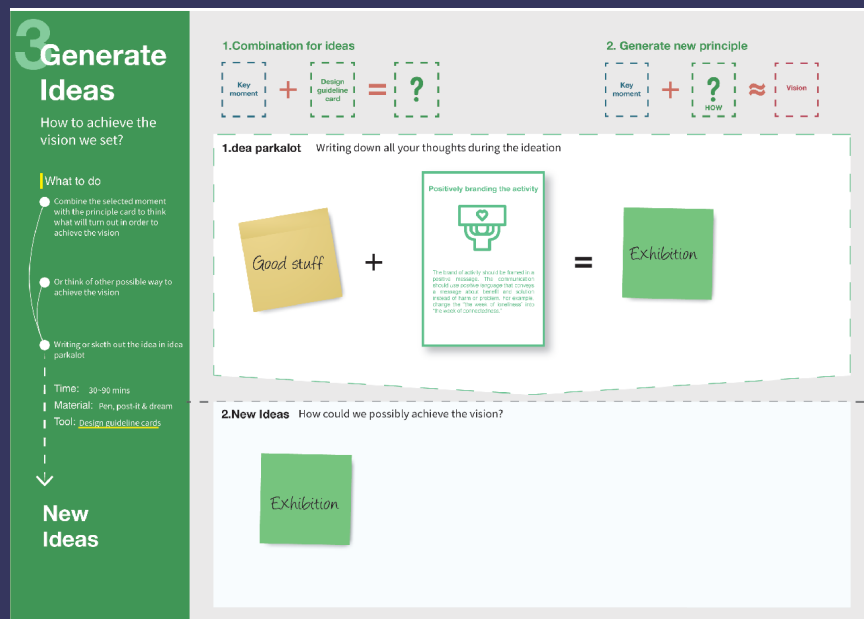


Figure 5.4.5: example of Generate ideas

3# Generate ideast

In the third phase, the most challenging and exciting activity of the session is to generate ideas. In the former phases, users have chosen a key moment as the context and created a vision as the goal. In this phase, users need to generate new ideas based on that.

To make the ideation process easier. Two logics are formulated as formulas to generate ideas. The one is deductive reasoning in which the key moment(what) and guideline(how) are prepared for generating new ideas. In other words, users could use the key moment as the “ingredients” and design guidelines as the “recipe” to “cook” a new dishes. Since there is only a limited number of design

guidelines, they may satisfy the diverse situations. Then the designer should guide the user to apply inductive reasoning. In inductive thinking, users think of principles (how) as the means to transform the key moment(what) into the vision. In this logic, it relies strongly on user’s previous knowledge, thus requires intensive participation of the users.

To achieve different visions, respectively, different design guidelines are prepared and embodied in the cards. Vision cards and design principle cards are synchronized through colour-coded. In the front of a design guideline card, there is a visual representation and a description of the design guidelines, and at the back, there is a real case example or concept visualizing the design guidelines.



Figure 5.4.6: example of Design guidelines card

1. Combination for ideas



2. Generate new guidelines



Figure 5.4.7: Ideation logic

4 Reflect on Ideas

How to select and develop ideas?

What to do

- Pick the reflection cards to trigger evaluation about the ideas
- Give a score to the idea on a scale of 1-5 on different criteria
- Discuss about the possible way to improve the score
- Select the most promising idea

Time: 30-90 mins
Material: Pen, post-it & dream
Tool: [Reflection cards](#)

Final ideas

1. Evaluate the ideas

To what extent, does the idea reply to the question/criterion?

Idea \ Criterion	Applicable to elderly	Applicable to organization	New criterion	New criterion	Sum
Social bingo	1 2 3 4 5	1 2 3 4 5			8
Exhibition	1 2 3 4 5	1 2 3 4 5			5
Fun bingo	1 2 3 4 5	1 2 3 4 5			6

2. The improved idea parkalot

How can we possibly improve the idea?

Add more topics

give guidance

share story

3. The final ideas

Which idea do you think is the best idea after discussion?

Social bingo

Figure 5.4.8: example of Reflect on ideas

4# Reflect on ideas

In the last phase, the goal is to reflect on the idea and pick the most promising idea to develop. Ideally, there will be a dozen of ideas generated in the former phase. In order to filter the ideas, reflection on the idea with regards to two criteria can help to improve the idea and pick the most promising one. Those criteria are the applicability to the elderly, the applicability to the organization. Based on the criteria, the ideas are scored, and at last, the one with the most cum is selected as the final idea. During reflection, users may think of the way to improve the ideas, and they could store that information in the template.

In order to trigger discussion during reflection, reflection cards provide questions for use to evaluate the idea according to the criteria. Users can pick the reflection cards and initiate the discussion with the question. After discussion, the users would be more assertive to rate a score and pick the final ideas.

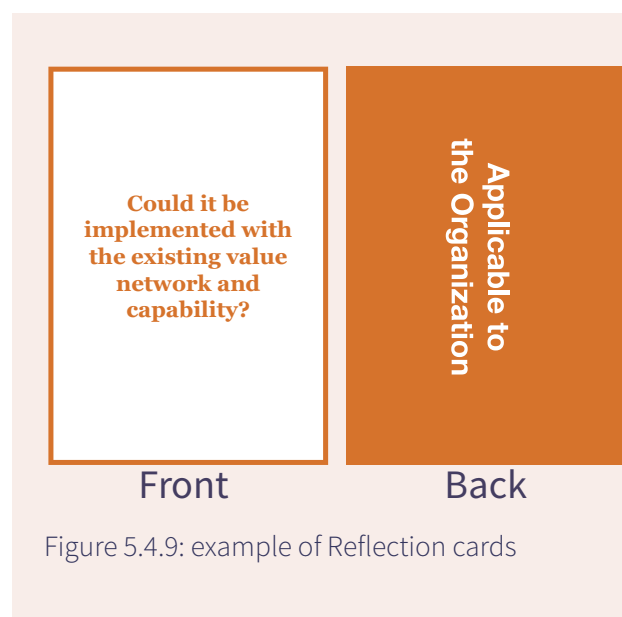


Figure 5.4.9: example of Reflection cards

Cards for further developments

In addition to 14 insight cards, 15 vision cards and 15 design guideline cards, there are template cards designed to capture insights, design guidelines that emerges during the session. With the those template cards, the

toolkit could grow as along the sessions. In the author's vision, the toolkit could become a means that different stakeholders can share knowledge from practise and apply knowledge into practise again.



Figure 5.4.10: example of template cards

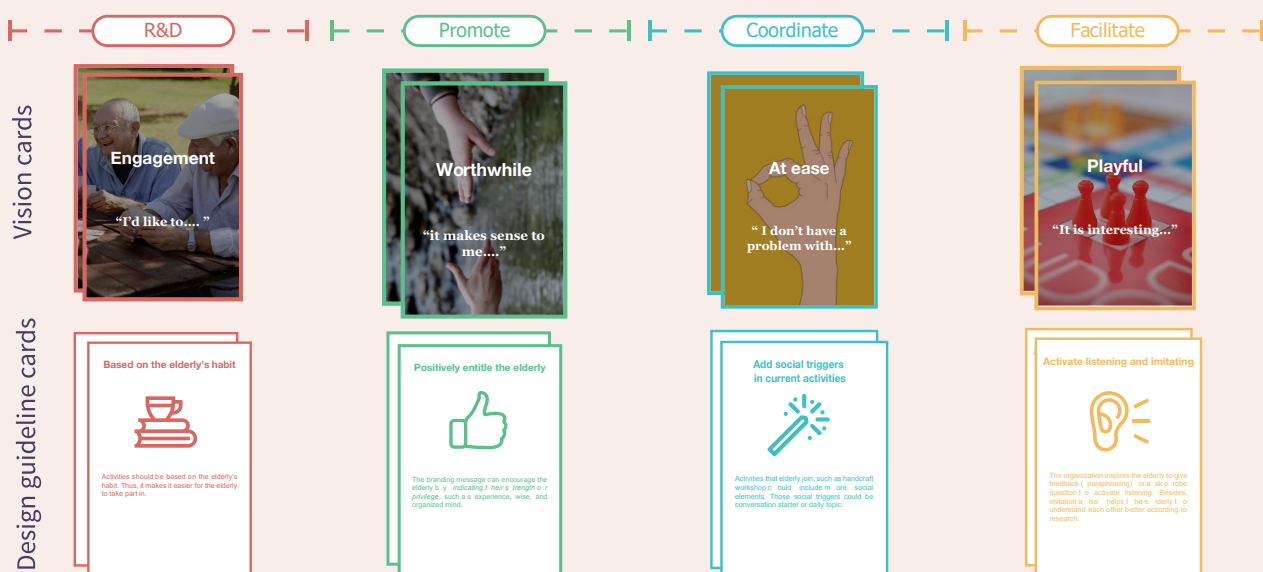


Figure 5.4.11: classification of Vision cards and Design guidelines cards

5.5 Summary

At the end of the design creation, the project finding including insight, strategy, design guidelines are compressed into the service design toolkit as the project result. Through this toolkit, organizations and designer could generate ideas to improve or renew their

service offering in co-creation session, and ultimately, creates social connectivity among elderly with the enhanced service. After that, the toolkit is evaluated, and further recommendation for development is discussed in the later chapter.

6. Evaluation

6.1 Evaluation session with experts

6.2 Evaluation result and further suggestion

This chapter includes evaluation of the toolkit. It suggests the key metrics for the toolkit and discusses the session result and ended with conclusions for further development.

6. Evaluation

6.1 Evaluation session with experts

An evaluation session is carried out in the Vierstroom. The goal of the session is to evaluate if the toolkit could facilitate the co-creation session to generate ideas. With Vierstroom service director Katja Westgeest's and product manager Yvonne Roelofs's participation, the session lasts for 90 minutes, which includes a quick tryout of the toolkit, questionnaire and interview.

Besides, prototype review with IDE students also gives valuable feedback to the toolkit. Three students have reviewed the toolkit.

Evaluation set up

Steps	Description	Time
Introduction	Brief introduction of service design toolkit, and the session set up	20 mins
Discover Journey	Find out the journey of the customer in the activity and identify pain point and opportunity	10 mins
Image Vision	Create a goal and visualize the goal	5 mins
Ideate concept	Think of ideas to achieve the goal	15 mins
Reflect on idea	Discuss and pick/develop the ideas	5 mins
Discussion	interview/questionnaire about the use of the toolkit	30 mins

Figure 6.1 : evaluation session plan



Figure 6.2 : experts using the toolkit in the session

Metrics for evaluation

Three aspects of the toolkit are addressed during the evaluation session. One is the **process support** of co-creation, which functions through the template and designer's facilitation. The other one is the **content trigger** which performs by cards with information. The last element is the **usability** of the toolkit.

Process support: template

- **Facilitation:** Does the toolkit help to facilitate the co-creation process
- **Generativeness:** Does the toolkit help non-designer to generate new ideas
- **Adaptability:** Can the toolkit be used in different context/project

Content trigger: cards

- **Informative:** Does the insight cards provide useful insight
- **Imaginative:** Does the vision cards help to imagine the vision
- **Inspiration:** Does the design principle cards help to inspire new ideas

Usability: toolkit

- **Intuitive:** Is the toolkit easy to use without much explanation

6.2 Evaluation result and further suggestion

Process support

"It is an easy way in clear steps to come into an idea."-----Product manager of Vierstroom

Although it is a short session, the participants still managed to come up with ideas and they are very positive about the ideas that they want to implement them in the future. The confidence of the participants reveals that the toolkit helps to steer the creative process step by step. At the end of the session, the group is very positive about one of the ideas they generate.

"If you give me the toolkit now, and we say Monday, we start to do with our other colleagues; then I find it a little bit difficult to start."-----Director of Vierstroom service

It is still not possible to run the session with toolkit internally without a facilitator. The complexity of the process and plenty of the card make it very difficult to conduct by non-designer.

A manual or instruction is required to explicit the session flow. Besides, the toolkit is designed based on the creative problem-solving process. Moreover, the creative process is dynamic nor linear by nature. Thus, the author believes the toolkit works best in the session with a facilitator who has an affinity with the creative problem-solving methods.

"... we start again, with another subject. What if we pick other cards? Yeah. I would be very curious if new ideas come out. it feels like there's so much more to explore."-----Director of Vierstroom service

The participants expressed the possibility to use in other projects, and are long to take over the toolkit for internal use. It reveals the adaptability of the toolkit that organizations could apply it to various projects. Based on different contexts, different choices of the cards may generate different results.

However, the adaptability of the toolkit exposes the participant to too many options. Participants expressed the concern that the one with structured mind may get lost in the session. Also, it is difficult to pick the right card. Participants did not have a clear clue about which card should they pick to start.

"There are too many cards, on the one hand, it triggers creativity.....on the other hand, you don't know where to startyou feel overloaded with all the possibility"----Director of Vierstroom service

The cards are designed to embody the strategy. They are classified according to different organization actions and corresponding strategy. Although the cards are colour-coded to be differentiated, it is still not very intuitive to the participants. It is recommended to include systematic storage/display of the cards in the toolkit in further development as well as the rules of picking the card. Since the toolkit is the material embodiment of the strategy, the introduction of the strategy before the session could help the participants understand the toolkit better. Also, It requires the facilitator to understand the strategy in order to steer the choice of cards during sessions.

Difficulty in the first step for non-designer

In the first step, mapping the journey of the elderly is not easy and smooth for non-designer for the first time. The participants from the organization tend to frame the activity from the perspective of the organization. Moreover, the tool did not visually guide them to do it in sequential order. Thus, the facilitator should encourage

the participants to step into the shoes of the elderly. In addition, more visual cues could add to the template to indicate the order. Last but not least, research on the elderly's activity as the preparation for the session would be very constructive to the first step of the session.

Content trigger

"The cards help to create context and good frame"-----product manager

"...it sharpens the vision as well..."-----director of Vierstroom

"But now, you see, we think from another perspective as well... it triggers to go a little bit deeper." "It works because it triggers my creativity"-----Director of Vierstroom

From the participants' quotes, the cards are proven to assist in understanding the context, imaging the vision and inspiring new ideas.

In the quantitative questionnaire, the cards were rate 4 out of 5 at average at its function for the corresponding steps, thought the sample is not large enough to be scientific. More experiments will be needed to validate them scientifically.

Form design

"There are too many texts....maybe you could use more visual to present it...."-----IDE student

There are four steps, and each step has multiple tasks. It takes a bit longer to understand the whole toolkit by merely reading the text. The toolkit could use more visual elements to guide the process intuitively.

"Why don't you frame it as "elderly" here... (use "participant" in the template)
Besides, the naming of the different elements should be precise, at the same time, general that it could be adapted to different projects.

A detailed polishing of the toolkit is also required in the later development in choice of words.

In summary, the feedback from the session with the Vierstroom is generally favourable with regards to its process value and content trigger. However, there is still room for further refinement of it, especially the usability of the toolkit.

Recommendation for the session

The author suggests that the introduction of the strategy prior to the session will give a structured overview to participants. A level of affinity to the strategy is suggested that make it easy to make decisions in the session. Besides, quick research about the elderly before the session is also recommended. It could provide rich data for the first step.

Suggestion for the Toolkit design

The card deck should be displayed in a structured way that can guide the participant to pick the right cards for corresponding steps. Also, the template should include more intuitive graphics to guide the participants. A manual of the toolkit is suggested considering the complexity of the process.

Recommendation for further research

There is still plenty of room to add more information to the toolkit. Although the toolkit consists of 14 insight cards, 15 vision cards and 15 design guideline cards and 4 reflection cards, there is still a lot that this project has not covered. For example, the insights card focus only on the loneliness. It will also be worthwhile to include more insights about the elderly since the service is not only targeting at lonely elderly. In the future, further research finding could integrate into the toolkit with the template provided. Besides, ten design guidelines are validated indirectly through the existing design cases, while there are four design guidelines need further validation. Besides, further investigation for the successful cases is expected to enrich the design guidelines.



Characteristic of lonely people

Applicable to the elderly

Applicable to the Organization

Final

Is the design simple enough for the elderly to utilize?

How to select and develop ideas?

Discover Journey

Generate Ideas

Engagement

Vision Card

1. Evaluate the ideas			To what extent, does the idea reply to the question/criterion?		
2. The improved idea park			How many possibly improved ideas?		
3. The final ideas			This		
Applicable to elderly			Applicable to organization		
Sum					

7. Conclusion & Reflection

7.1 Result

7.2 Limitation

7.3 Personal reflection

This chapter draws a conclusion of the project with the project result: strategy and toolkit. The limitation is discussed, and finally, the author gives a personal reflection on the project.

7.1 Result

The project aims to support social organization to enhance service offering and ideate new service ideas with an attempt to create social connectivity among the elderly. Service design methods, integrated creative problem-solving methods and design tools are exploited to address the problem. At last, the project result consists of 2 parts: a service strategy for the organization as a suggestion, and service design co-creation toolkit for the organization to generate ideas.

The service strategy

Within this service strategy, there is a vision of a new relationship between the organization and the elderly. The organization could use it as the reference for strategic development. Besides, four strategic steps to the vision are synthesized for the organization to take to achieve the vision, and 15 design guidelines translated from the strategy could inspire the organization to generate ideas in developing service and ground the strategy in their operation. Five concept examples are generated for illustrating the implementation of design guidelines.

The service design co-creation toolkit

The service design co-creation toolkit is created with the purpose to establish a service strategy in practice. Furthermore, the toolkit is designed to facilitate the co-creation session in which designers and organization together generate ideas steps by steps. The strategy is embodied in the toolkit through cards to inspire imagination and ideation. Through the use of the toolkit, the organization could internalize the strategy and turn the strategy into context-based ideas.

7.2 Limitation

Although the project is originated with the aspiration to design against the social problem: loneliness, the engagement of with lonely elderly is absence. I have approached the issue through academic papers, which are

theoretical and logical. A lack of empathy may propose the gap between the project result and the elderly.

The framework of the toolkit is established, but it still requires further investment to refine the details. The toolkit is only tested with two experts in a brief session and reviewed by design students, and it still needs more tests in order to improve it and draw a sound argument. Additionally, the complexity of the toolkit and co-creation session makes it impossible for designer to use internally without a designer's facilitation.

With limited time, not all the design guidelines are validated by finding related theory and examples in real cases. Although fifteen guidelines are summarised, the author believes there is a lot to explore and capture. Further research and validation are expected in the future.

A gap between the idea and the implementation is not well addressed in the project. The project result could only help to generate service ideas with the strategy. For holistic service development, further steps are required to consolidate the ideas, such as back-end development, business modelling.

7.3 Personal reflection

Through the project, I have spent too much time on framing the problem. Out of its abstraction and distance, the topic: loneliness among the elderly gave me much struggle. Also, that is partly due to the unrealistic ambition to tackle the problem as a whole. Setting a balanced and feasible scope of the project, considering the time and resources is one of the biggest lessons for me in this project. After all, I am pleased to test my limitation, and hopefully, learn to act smartly in the future project. Besides, the personal metric of the project could have been more practical that would give me a sense of achievement in every small step. Again, I come to gradually realize and experience how small can one designer be, but more

encouraging, what he/she could play a role in the face of a big social problem.

The interest of social design initiated the project at the beginning. So the experience in the project clarifies the role of designers for me. To address the social problem, it requires no singular force but multiple forces. I have a strong understanding that social design is not a solo song but an orchestra. The role of a designer could be a director that guide band, or the drummer that set the pace. In other words, a designer's role is to facilitate the creative process and assist in collaborating the different stakeholder by cross-discipline manner such as visualization. Although designers used to design a product as the outcome in the project, I experience the other promising form of deliverables of designer :process. In the face of a challenging and complex social problem, design methods and skills may not result in a all-in-one solution, but they could result in a collaborative process that enables a social transition.

The language and culture barrier establishes an enormous challenge for me during the project. Besides, the very limit access to contact the elderly makes it harder. Without sufficient context information, it makes it challenging to get strong empathy with the elderly and create concept idea that is grounded in reality. Unexpectedly, I was exposed to a great deal of uncertainty. Although very struggling, afterwards, I think it is still a meaningful experience. More than believing, I experienced that design is iterative in essence. The scholars concluded that the core of design thinking is abductive thinking. In plain language, it is making the best guess with incomplete information. Thus, it is right to make guesses and try again and again. Failing to tip the idea with analytical thinking, I came to believe that there is no such a way to create new things with purely logics, otherwise it is not new things. As designers, we are like exploring in a dark room(problem space) to find the gate(the solution) out with light(design method) as Richard indicating. Such experience will give me more courage

and confidence in the face of chaos and uncertainty.

In the project, I have spent so much time on understanding the problem rather than designing a solution. Out of curiosity, I have read many papers and articles about loneliness and even dig into other related psychological issues such as social anxiety. Such broad and extensive research does not always support satisfying outcome considering the time spent. In the future, more purposeful research is required for me to have a more efficient project flow.

Last but not least, I come to realize that a healthy dose of optimism is essential for a designer. It is reasonable and also wise, considering the working principles. Inspired by one of the ideas that an elderly suggested for tackling loneliness: acting for goodness, I would like to say: social design is to imagine the goodness, and then to act for goodness, and then optimistically imagine and act again and act again, and again...

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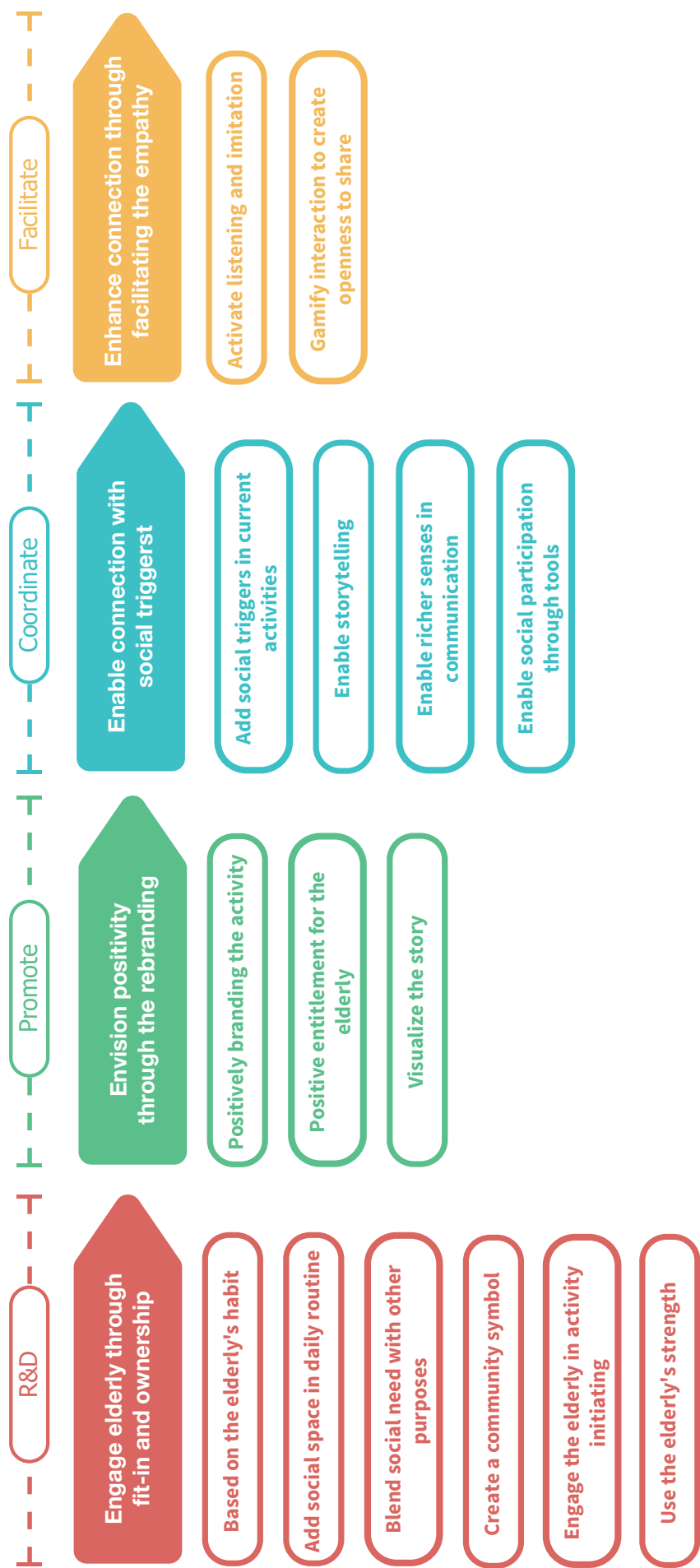
A big thanks to my lovely friends who always on my side for their sincere suggestions and mental supports.

Last but not least, my deepest gratitude to my family for supporting me along my journey.

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Appendix A: The service strategy





Participatory Planning board: Fancy a BBQ ?

Calendar

Ma	Di	Wo	Do	Vr	Za	Zo
						5
		1234				
67		Bingo	89	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	BBQ	25
Bingo	27	28	29	30		31
						26

Activity initiation

BBQ at the yard

Time: 06-06
Location: xxx
Host:

Going

Interested

The social club

The social club

Monthly activity

Bingo	Dinner	craft	show	Billiard		

drag & stick

drag & stick

Draw



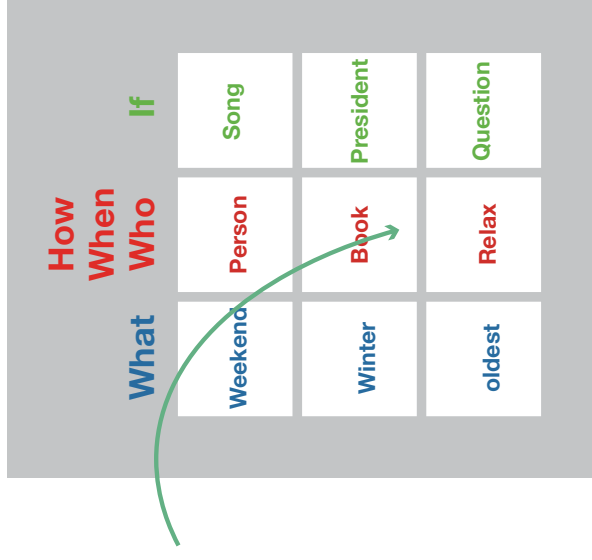
The social bingo game:



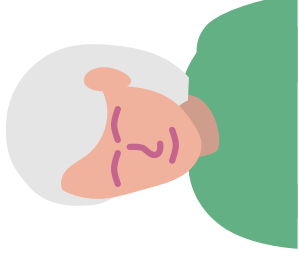
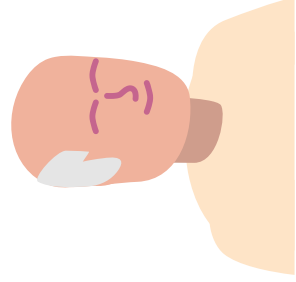
1, Draw one card



2, Read out loud



3, Match with sheet and cover





Do you know?

Social contact adds more vitality to you

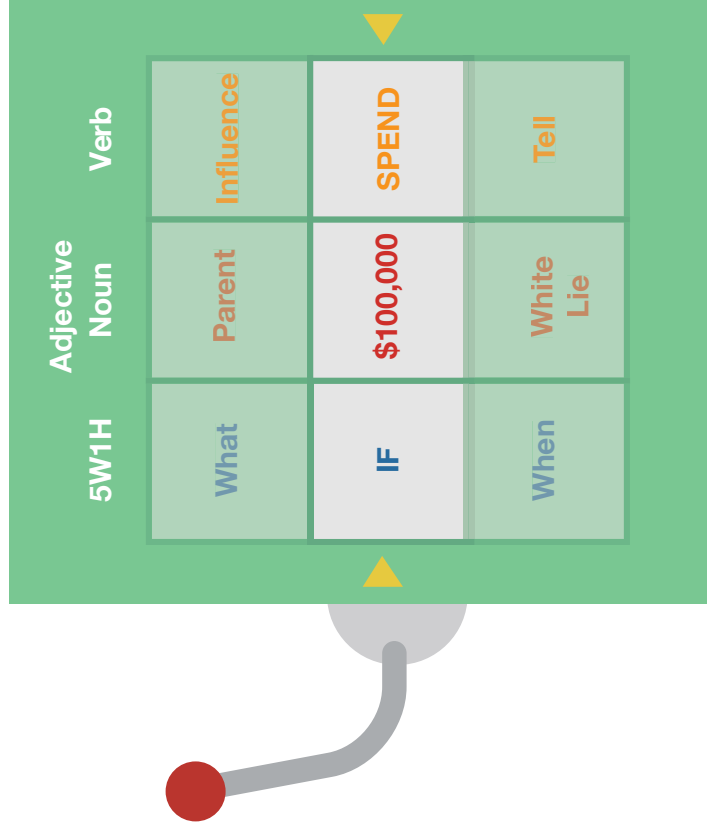
Come and get connected
Share your story and your joy with coffee&tea

Time: 2019-06-08

Location: xxxxxxxxxx



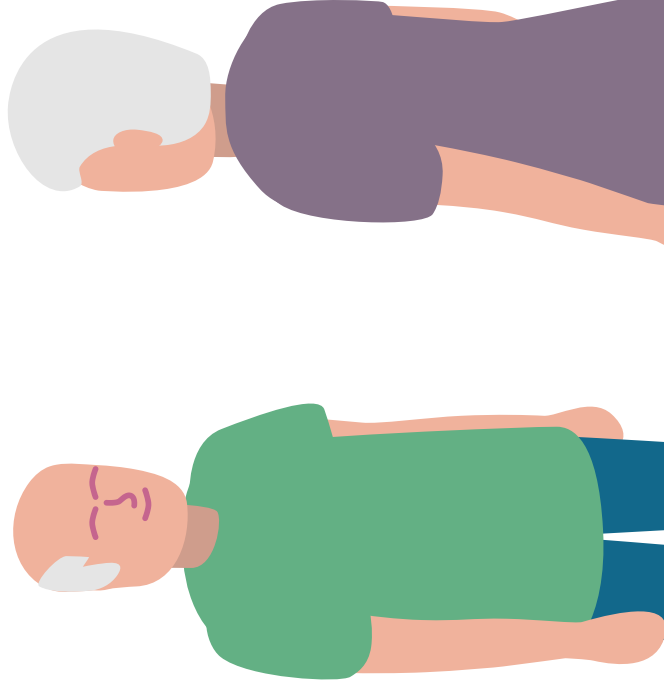
The Slot trigger machine



1, Draw the machine (or application)

If you get \$100,000,
how will you spend it?

2, frame into a topic



Interpleasure

My hobby

My pleasure

Ask for a favour



It's my interest, it's my pleasure

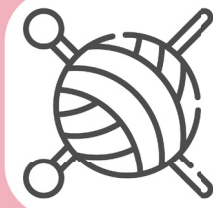
What is your hobby



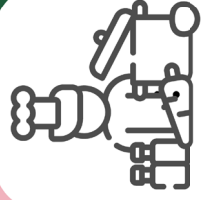
Location



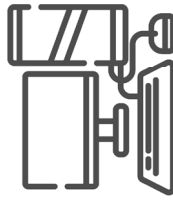
Hobby club nearby



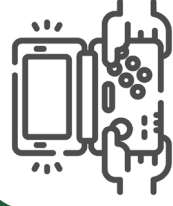
Knitting club



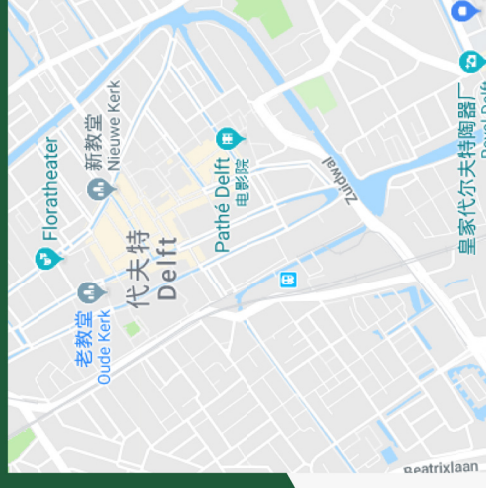
Chef club



Computer club



Game club



Appendix C: Toolkit (templates)

1 Discover Journey

What is the current situation?

What to do

- Write down / sketch out the steps that participants have taken in the post-it.
- Do the same to find out what action do the organization do accordingly.
- Find out the touchpoints in different steps.
- Discuss which step should be the key moment in the journey. Use the insight card to spark the discussion

Time: 30~90 mins

Material: Pen, post-it & dream

Tool: Insight cards



Selected Moment

1.Participant journey what step does the participant



Want to socialize....

Aware of....



Marketing Research...

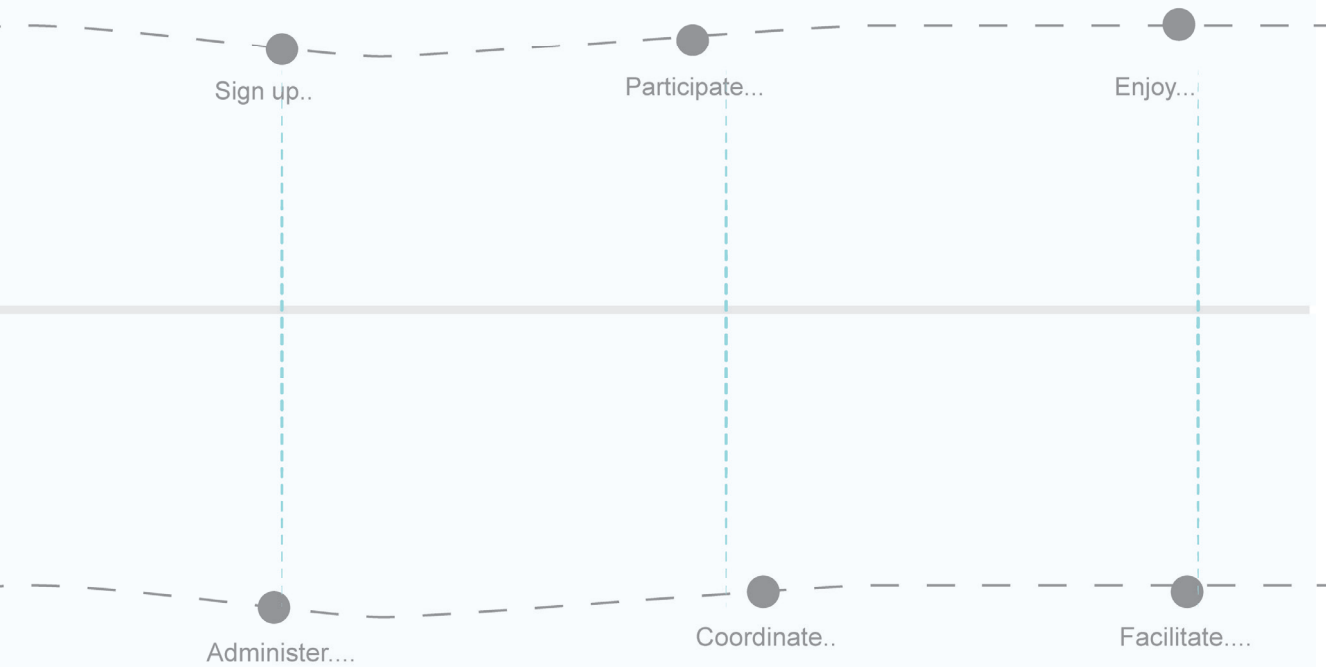
Promote...

2.Organization support What action does the organization

3.Touchpoint How do participants interact with the service

4.Selected moment Which step do you think could

What do you go through in the journey ?



What can the organization take to support..?

Service? i.e website,

What could be a pain point/ an opportunity ?

2 Imagine Vision

What is the desired situation?

What to do

- Take a vision card as a reference to trigger discussion about how the desired situation could look like
- Select a vision card or write down the vision quality
- Formulate the vision

Time: 30~60 mins

Material: Pen, post-it & dream

Tool: Vision cards



New Vision

1. Quality of the desired scenario How could the

2.The New Vision How will you describe the vis

the desired situation look like ?

ion?

3 Generate Ideas

How to achieve the vision we set?

What to do

- Combine the selected moment with the principle card to think what will turn out in order to achieve the vision
- Or think of other possible way to achieve the vision
- Writing or sketh out the idea in idea parkalot

Time: 30~90 mins

Material: Pen, post-it & dream

Tool: Design guideline cards



New Ideas

1. Combination for ideas



1. Idea parkalot

Writing down all your thoughts

2. New Ideas

How could we possibly achieve the

2. Generate new principle



during the ideation

vision?

4 Reflect on Ideas

How to select and develop ideas?

What to do

- Pick the reflection cards to trigger evaluation about the ideas
- Give a score to the idea on a scale of 1~5 on different criteria
- Discuss about the possible way to improve the score
- Select the most promising idea

Time: 30~90 mins

Material: Pen, post-it & dream

Tool: Reflection cards



Final ideas

1. Evaluate the ideas

To what extent, does t

Idea \ Criterion	Applicable to elderly	App
	1 2 3 4 5	
	1 2 3 4 5	
	1 2 3 4 5	

2. The improved idea parkalot

How can we po

3. The final ideas

Which idea do you think is the be

he idea reply to the question/criterion?

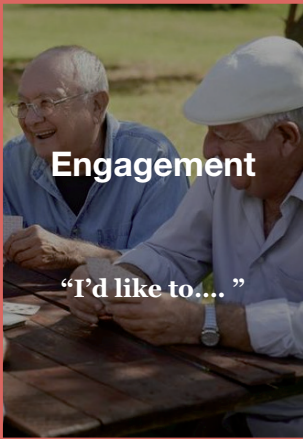
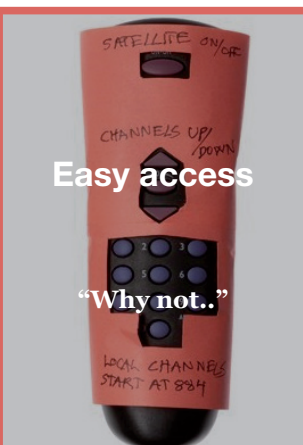
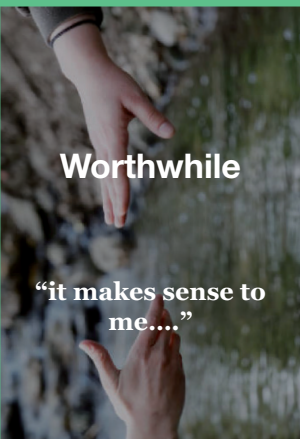



licable to organization	New criterion	New criterion	Sum
1 2 3 4 5			
1 2 3 4 5			
1 2 3 4 5			

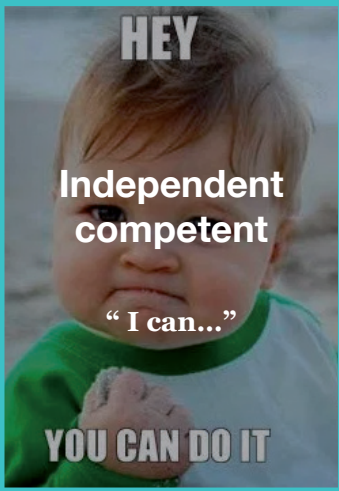
possibly improve the idea?

est idea after discussion?

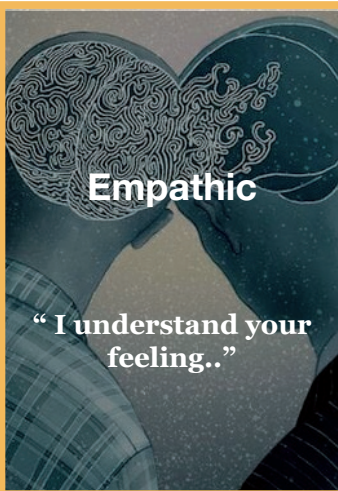
Appendix D: Toolkit (cards)

<p>Is the design simple enough for the elderly to utilise ?</p>	<p>Applicable to the elderly</p>	<p>What if, it could be fit in the elderly ordinary life routine.</p>	<p>Applicable to the elderly</p>
<p>Does the design solution take consideration of the elderly's physical capability, sensory capability?</p>	<p>Applicable to the elderly</p>	<p>Does the design solution take consideration of the elderly's physical capability, sensory capability?</p>	<p>Applicable to the Organization</p>
 <p>Initiative</p> <p>"Shall we...."</p>	<p>Quality of vision steps: Active attendance of the activity</p>	 <p>Attracting</p> <p>"Sounds great"</p>	<p>Quality of vision steps: Meaningful entitlement of the activity</p>
 <p>Proactive</p> <p>"I choose to.."</p>	<p>Quality of vision steps: Active attendance of the activity</p>	 <p>Inclusive welcoming</p> <p>"it's for all..."</p>	<p>Quality of vision steps: Meaningful entitlement of the activity</p>

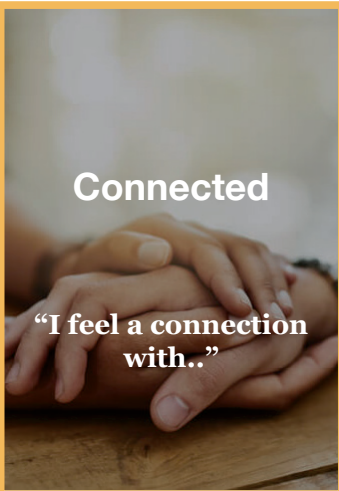
<p>Could it be implemented with the existing value network and capability?</p>	<p>Applicable to the Organization</p>	 <p>Engagement</p> <p>"I'd like to...."</p>	<p>Quality of vision steps: Active attendance of the activity</p>
<p>What if, it is built upon existing/ local organization</p>	<p>Applicable to the Organization</p>	 <p>Easy access</p> <p>"Why not.."</p>	<p>Quality of vision steps: Active attendance of the activity</p>
 <p>Worthwhile</p> <p>"it makes sense to me...."</p>	<p>Quality of vision steps: Meaningful entitlement of the activity</p>	 <p>Spontaneous Intuitive</p> <p>"It just happens by itself...."</p>	<p>Quality of vision steps: Empowerment in socializing</p>
 <p>Encouraging</p> <p>"It moves me"</p>	<p>Quality of vision steps: Meaningful entitlement of the activity</p>	 <p>At ease</p> <p>"I don't have a problem with..."</p>	<p>Quality of vision steps: Empowerment in socializing</p>



Quality of vision steps:
**Empowerment
in socializing**



Quality of vision steps:
Delightful connection



Quality of vision steps:
Delightful connection



Quality of vision steps:
Delightful connection

[illegible]

Quality of vision steps:



Loneliness is the dissatisfaction of social network



Loneliness is typically conceptualized as the dissatisfaction of the social networks(Russell, Peplau, & Cutrona, 1980). In other words, one may experience loneliness when their actual social relationship did not reach his/her person's desire status.

Conceptualization of loneliness

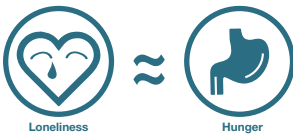
Social Loneliness



From a sociologist's perspective, loneliness is termed as social disconnectedness, which is objectively presented as a small social network, infrequent participants in social activities

Definition of loneliness

Loneliness is like hunger



loneliness is conceptualized as the biological reaction similar to hunger, thirst, and pain (Cacioppo, Hawkey, et al., 2006). It aims to avoid damage and promote multiplication. That's to say, loneliness is the signal that prone individual to sensitize with potential threats and to build connection needed to survive and prosper.

Conceptualization of loneliness

Emotional Loneliness



From a psychologist's perspective, loneliness is termed as perceived isolation which is examined by the subjective experience of social support or activity, such as the feeling of loneliness.

Definition of loneliness

Lost of household partner



Being without a partner, such as widowed, divorced, separated, single – and living alone affects the risk of loneliness. a study found that immediately after the death of their partners 60 per cent of widows and widowers were lonely.

Causes of loneliness

Situational restrictions



Such as an urban area versus a rural community of residence.

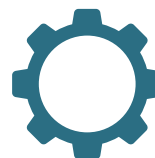
Causes of loneliness

Health problem



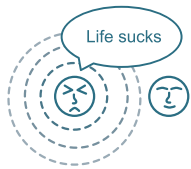
This includes the situation of the chronic, long-term or terminal illness. The health issue may affect one's mobility and gradually isolated the elderly.

Personal constraints



Such as social skills of the person or low self-esteem, powerlessness, feelings of rejection, expectations about personal efficacy, self-perceived lack of disclosure to others, as well as personality characteristics.

Lonely people tend to interact negatively in social activity



Research has shown that compared to the non-lonely, lonely individuals interact with others with greater cynicism and interpersonal mistrust. Besides, loneliness individual tends to rate others and themselves more negatively.

Characteristic of lonely people

Lonely people are more likely to have social anxiety



Researchers found that loneliness and social anxiety go hand in hand. The lonely people are more sensitive and more likely to perceive some social cue as threat. Thus, they feel anxious and difficult to communicate in social setting.

Causes of loneliness

Lonely people tend to think negative about themselves



Research find that lonely individuals have lower feelings of self-worth, are more likely to blame themselves for social failures.

Characteristic of lonely people

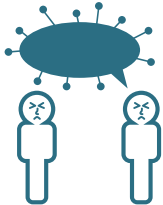
Loneliness could be contagious



Experts find that loneliness is probably contagious. Based on network study including more than 6000 participants data, they found that non-lonely individuals who are around lonely individuals tend to grow lonelier over time (Cacioppo, Fowler, et al., 2009).

Mechanism of Loneliness

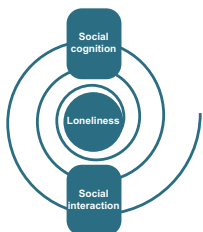
Loneliness could spread through negative interaction



It is suggested that loneliness is spread through negative interaction. In an experience (Hawkey, Preacher, & Cacioppo, 2007), research finds lonely individuals not only communicate negativity to others but also elicit it from others and transmit it through others.

Mechanism of Loneliness

Loneliness is a vicious circle



Researcher constructs a regulatory model to explain the mechanism of loneliness (Cacioppo & Hawkey, 2009). In brief, negative social cognition lead to negative social interaction, and in return, it worsens the social cognition again, in the end, it leads to loneliness.

Mechanism of Loneliness

Question for reflection

Positively branding the activity



The brand of activity should be framed in a positive message. The communication should *use positive language* that conveys a message about benefit and solution instead of harm or problem. For example, change the "the week of loneliness" into "the week of connectedness."

Positively branding the activity



Jewish choice

An independent elderly care rebranded itself from "Edinburgh House" to "Jewish choice" to show their key belief in 'choice not need' – the idea that their elderly home is a place where people would want to live, not just because they had no choice, but because they wanted to enjoy an improved quality of life.

Visualize the story



To envision the meaning, the organization could *capture and showcase the moving story* of the participant as an example to visualizing the meaning.

Visualize the story

I feel strong and no longer lonely

When Gerit's friend suddenly left, his world collapsed. "I felt really lonely." He was able to share his story with volunteer Klaus of Humanitas Tandem.



Story of Humanitas

Humanitas use a feature on their website to illustrate the touching stories of previous participants. With the authentic image and the quote, the story clear conveys the meaning of the participation in a tangible way.

Positively entitle the elderly



The branding message can encourage the elderly by *indicating their strength or privilege*, such as experience, wise, and organized mind.

Positively entitle the elderly



Seniors

This is a brand for the Senior Center of a French city. The slogan is: Living well the privilege of age. This logo inspires from the common etymology of the words "Senior" and "Seigneur" ("Lord" in French). The promise is to treat seniors as kings (and queens).

Postive framing the activity



To construct a positive brand of the activity, the brand message should be reframed into positive way. The communication should use positive language that convey more message about benefit and solution instead of harm or problem. For example, change the "the week of loneliness" into "the week of connectedness".

Postive framing the activity



Jewish choice

An independent elderly care rebranded itself from "Edinburgh House" to "Jewish choice" to show their key belief in 'choice not need' – the idea that their elderly home is a place where people would want to live, not just because they had no choice, but because they wanted to enjoy an improved quality of life.

Based on the elderly's habit



Activities should be based on the elderly's habit. Thus, it makes it easier for the elderly to take part in.

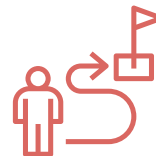
Based on the elderly's habit



Studiekringen50plus

Some elderly like to study and write daily. Studiekringen 50plus provides them with a chance to share their study at the same time facilitate the group.

Blend social need with another purpose



The elderly don't like the social activities which are only for socializing. Blending the social need with other purposes make it more natural to start socializing for them. It could be a casual cue or greeting to do so.

Blend social need with another purpose



Likebrary

Likebrary is a service that allows the book to share in the elderly. Through this service, people borrow the book from people and give it to the next people who read it. Most importantly, people could meet others who like the same book. It creates potential social encounters and they are blended with sharing stuff.

Add social space in daily routine



Beside social activity, the social contacts could also happen in their daily routine. By looking for a gap in elderly daily routine, the organization could add social space to it.

Add social space in daily routine



Chatbus

The Chatbus is the service that creates a social talk with elderly in daily transportation. Volunteer with the symbol could talk with the elderly on the bus. Without much effort, the elderly could have a conversation with the elderly in their daily transportation.

Create community symbols



Physically creating community symbols such as logo, label, and so on, could help to nourish a sense of community identity.

Create community symbols



Rainbow color

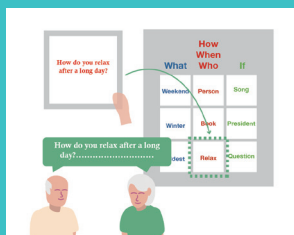
The rainbow colour is the symbol of the "LGBT" group. It signifies a friendly message to others belonging to the group.

Add social triggers in current activities



Activities that elderly join, such as handcraft workshop could include more social elements. Those social triggers could be conversation starter or daily topic.

Add social triggers in current activities



The social bingo game

The social bingo game is similar to the elderly activity bingo game. What makes it different is that it picks a topic card instead of a ball with number and letter. With those conversation cards, it triggers vivid conversation.

Enable richer senses in communication



Applying more senses in conversation rather than merely hearing enrich the communication. The research found that only 40% of the message is conveyed by saying.

Enable richer senses in communication



Connected Vitality

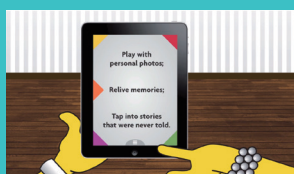
Connected Vitality is a video communication tool. It facilitates better communication by involving body language.

Enable storytelling



Storytelling inspires curiosity and creates diversity. Thereby, conversations to discover will be followed by itself simultaneously.

Enable storytelling



Storyville Studios

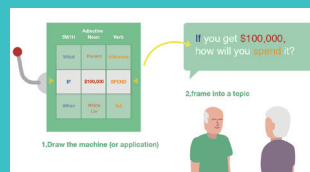
Storyville Studios develops serious games to improve the contact between generations in a playful way. Play with personal photos and historical materials; relive memories or tap into old stories that were never told.

Enable social participation through tools



To enable the participatory action, the organization could make it as easy as possible by tools. Tools could be a video explanation, graphic template, or words that simplify the social activities.

Enable social participation through tools



Slot trigger

The slot trigger machine is an application that generates keywords for conversation in a playful way. The keywords are shown in a framework that makes it easy to think of a conversation starter for the elderly.

Activate listening and imitating



The organization inspires the elderly to give feedback (paraphrasing) or ask probe question to activate listening. Besides, imitation also helps the elderly to understand each other better according to research.

Activate listening and imitating



Empathy game

Empathy game is a game that encourages listening. You pick a card and tell your story. Afterwards, the listeners will engage with your story by exploring sensory elements of the story.

Engage the elderly in activity initiating



Involving the elderly in activity initiating could better build activity that fits with them. Having their voice heard makes them feel valued and feel responsible. Thus, they will actively engage in the activity.

Engage the elderly in activity initiating



Participatory board

The participatory board is the board that invite elderly to initiate activity in the senior house. This board create an adapted template for the elderly to held activity by themselves and also collectively.

Gamify interaction to create openness to share



Use gamification to put the interaction on a casual and joyful setting. It could create a sense of openness and postpone judgement, which constitutes a safe and open vibe for the elderly to share deeper emotion and accept others.

Gamify interaction to create openness to share



Social game

social games is a playful game that put aside hierarchies, roles and identities, to create environments that give permission for people to say and do things they normally wouldn't in real-world environments.

Use the elderly's strength



The activity that makes use of the elderly's strength could engage more elderly. Because the elderly feel more confident and are more willing to participate in the activity when it is related to their strength

Use the elderly's strength



De Vriendelijke Transformatie

De Vriendelijke Transformatie is the buddy project 'Young and Old', in which elderly and young people are linked on the basis of their talent.

