

# THEME 1: HEALTHY MIND, FRAIL BODY

## Hello, I am Anni.

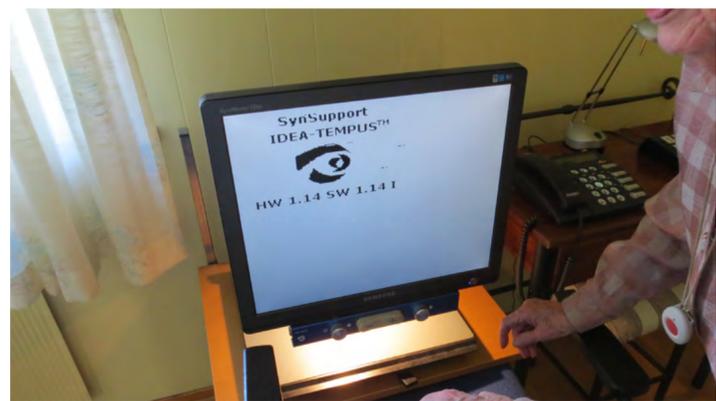
I'm eighty-six years old and live alone in my apartment. I feel lucky to live in my own home in the area where I was born and raised. I'm able to live alone, but I have physical constraints that make moving and cooking difficult for me. This is where I get help from my children and visiting workers from the elderly centre. Without their help I probably would have to live in an institution, but luckily that's not the case.

I still feel young and active, but I'm not able to do all the things I'm used to. My bad

eyesight limits my actions as well as my weak legs. Regardless, I regularly visit the elderly centre to meet with my friends. I feel that it's crucial to be as active as possible within one's abilities, meet people and learn new things.

I'm concerned about memory sickness as my late husband suffered from Alzheimer's. That's why I keep my mind fit by following what's going on in the world and local politics. Sometimes I feel like my body is holding me back but I stay positive and act within my limits.

**“I used to be able to read books with this device. It magnifies the text for my eyes. But nowadays I only listen to audio books.”**



### DESIGN DRIVERS KEEP THESE IN MIND

#### 1. HELP SOCIALISE AND CONNECT

Elderly need to stay in touch with their friends and relatives but physical limitations often make it difficult. We need to create ways of staying in touch and meeting despite failing health.

#### 2. DESIGN FOR ALL SENSES

With a bad eyesight reading normal-sized letters and moving in new places becomes difficult. Other senses support dealing with vision-related tasks.



# THEME 2: ENJOYING FREEDOM

## Nice to meet you, I'm Sonja.

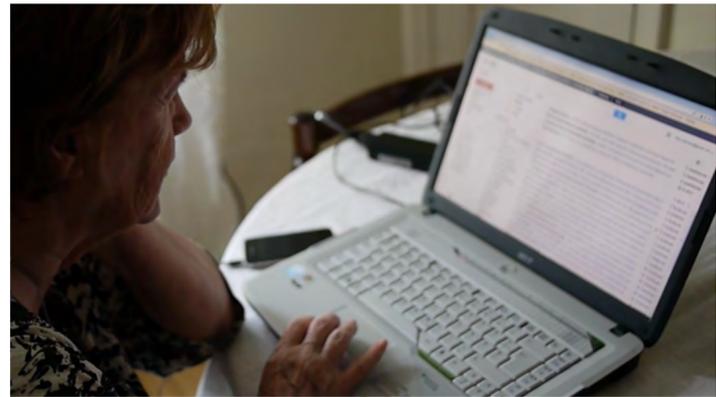
I have been retired for over ten years and I have enjoyed every year of it. I've been lucky to stay healthy and fit. So far, the only real health problem was due to falling on my bike a few years ago. I hurt my knee and it was operated. It's a bit stiff still, but I'm capable of doing anything I wish to and I try to do as much as I can.

I enjoy having my calendar full. I always have a lot of events to look forward to and a good overview of the people I will meet every week. It's important to leave your home every day, so you don't get stuck just having a coffee, watching tv, doing crosswords and not getting any fresh air. I have a theory that people who don't have any hobbies and interests age more quickly.

I play boule with friends and go swimming once a week, take painting classes and organise trips for other elderly people at the local pensioners' club. At times I enjoy being able to sleep as long as I want in the mornings and stay up late in the evening if I feel like it. I don't have to obey the schedules of others. I can manage my own time and decide what I do with it.

I like to stay up to date with what goes on in the world around me. I read all sections of the newspaper every day and follow the news on tv and online to stay tuned in to the world. Things happening around me are also important, I like going to the park theatre, movies and events on the local market square.

**” I mostly send emails and update the newsfeed on our club webpage. And recently I bought two bookshelves at an online auction.**



### DESIGN DRIVERS KEEP THESE IN MIND

#### 1. HELP ARRANGING ACTIVITIES FOR OTHERS

Some seniors act as social hubs by organising events for their network. They can spend considerable amounts of time doing it and are a valuable resource. Helping them coordinate better builds the whole community.

#### 2. DESIGN FOR SENIORS

Many seniors are open for new solutions and technology in their lives. Still, many programs are designed with a younger user in mind. New technology should take into account the specific needs brought by age.



# THEME 3: 24/7 CARING

## Hello, I am Aune and this is Henri.

I'm seventy-nine years old and live with my husband Henri who is eighty-four. He is paralysed and I take care of him around the clock. The situation has been the same for the past six years, ever since Henri got a stroke. I'm in relatively good condition myself, otherwise I wouldn't be able to take care of him and we wouldn't live in our own place.

Most of my life revolves around taking care of Henri nowadays, ever since I retired. He spends most of his time in his bed in the

living room except for when we're outside and I push him around in his wheelchair. For now I get along with him quite well, being able to lift him up and move outside with him, but some places can be difficult with the wheelchair.

Sometimes life feels quite hard, but then I get strength from praying. I'm fine with the current situation as long as my health holds up.

” ***As going places is relatively difficult due to my husband's illness the balcony offers a way to be outside more and get fresh air.***



### DESIGN DRIVERS KEEP THESE IN MIND

#### 1. FACILITATE FINDING PEOPLE TO SHARE DUTIES

All of Aune's time revolves around taking care of Henri. Part of the problem is Henri's strict requirements for people he interacts with. By helping her find people to share her duties she'd have time for herself as well.

#### 2. HELP DEAL WITH OLD BELONGINGS

Aune's and Henri's apartment is filled with their belongings and mobility aids, most of which are not used. These things take up much of the space and become a mental burden.



## THEME 4: BEING ALONE

# Hello, I am Esther.

I am seventy-five years old and I live alone in my own apartment. For me, life has always been a struggle. That's why I am used to letting things go and living with less. I feel that the world is changing too fast and for the worse. People were better off before. At times I feel that my home is the only thing that is not changing.

I am happy with my life, but one thing that I would like to live without is this dizziness that makes moving around difficult. The doctor says it's because of

eating too many pills. At this age, meeting people is not my priority any more. Besides, I think that people look down on me wearing these old rags. My friends used to visit me at home, but since I cannot bake what can I serve them?

It's important to keep my home tidy and I get help in daily tasks from my son. There is somebody from the city who comes to clean, but she simply doesn't know how to do it the right way.

**” When I was able to bake I used to get visitors. Now I don't want to invite anybody since I can't offer them anything.**



## DESIGN DRIVERS KEEP THESE IN MIND

### 1. CREATE SOCIAL SUPPORT

Many seniors have trouble in establishing and maintaining social contacts. They need support in overcoming their insecurities and doubts when in new situations.

### 2. MAINTAIN OR INTRODUCE EVERYDAY PRACTICES

While getting older one gradually loses abilities that are related to one's everyday life. Knitting relates to a sense of achievement and baking can be related to social life. Practices and routines are important in many ways and should be supported or if lost, replaced with new ones.

### 3. MAKE CHANGE LESS SCARY

Many seniors are struggling with change and would rather avoid learning new things. Especially technology can feel strange and most tend to avoid overly technical solutions. Solutions need to be easy and presented one small positive step at a time.



## THEME 5: FIT AGING

# Hi there, I am Max!

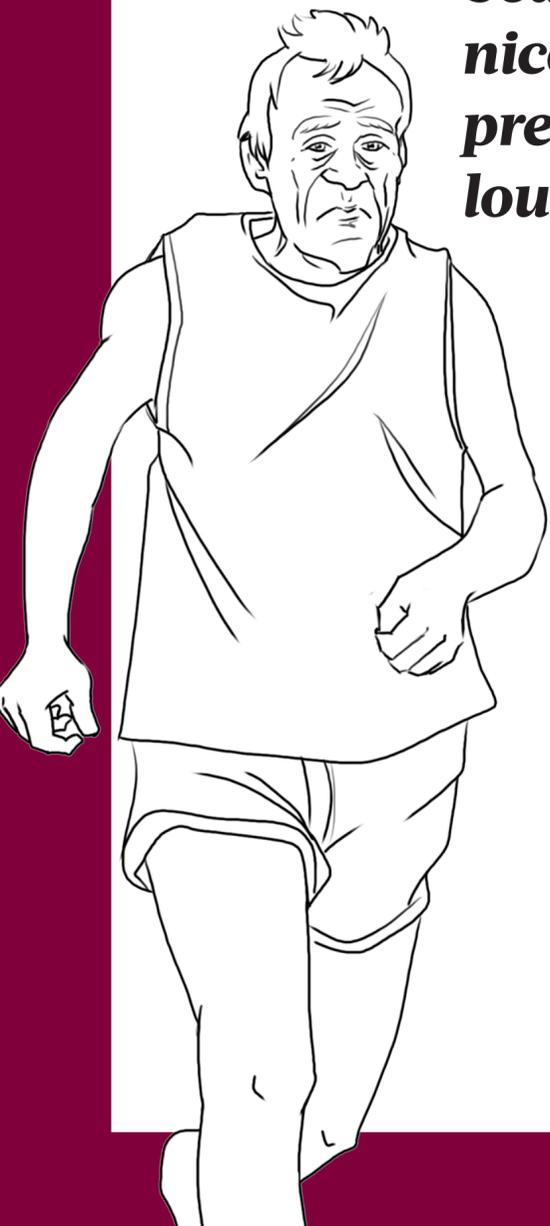
I work out every day to stay fit. I swim once a week and go to the gym three times a week. Earlier I used to play tennis, but lately I haven't had anyone to play with. I enjoy exercising and I think it has kept me feeling much younger than I actually am. Sometimes I wonder how it's possible that I am already eighty-six years old. I don't feel like it. When I was fifty I had a stroke. It made me realize in a radical way what an unhealthy lifestyle I had for a long time. I was overweight, stressed out and tired all the time.

Many of my friends have lost their appetite and don't eat enough. Now I try to take good care of myself on every level. I try to eat lots of

fruits, vegetables and fish. I believe sports have helped me also to keep on eating almost as I used to. I think the positive effects don't even stop there. I believe that my mind is actually one of my muscles that needs work out of its own as well. And when I keep my body fit my mind also feels more clear.

In my opinion all people should start exercising regularly at the latest when they turn fifty. People of all age need more support in getting themselves in better physical condition. I encourage my friends to come to the gym with me because I think they could definitely benefit and also enjoy it.

**“I don't know if it helps, but I have memorised hundreds of poems. Some of them are really beautiful and it's nice to be able to present them out loud.”**



## DESIGN DRIVERS KEEP THESE IN MIND

### 1. SUPPORT AND ENCOURAGE AN INTEREST TO EXERCISE

Exercising is often a social affair. Help people like Max encourage his peers to exercise by building or helping to build support networks.

### 2. OFFER DIFFERENT WAYS TO EXERCISE THE BRAIN

Not everyone is as creative when it comes to training the memory and challenging the brain. Crossword puzzles seem to be a usual brain exercise, but there could be others suitable for different seniors.

# THEME 6: SOCIAL BUTTERFLY

## I'm Torhild, nice to meet you!

I have always been very social and I like being around other people. Since my husband died two years ago I live alone in my own house so I'm visiting my friends all the time. Even though I'm already eighty. I visit the elderly centre almost every day to meet with others, play cards and have lunch together. It would be so boring to just stay home alone, so I rather go and socialise with others. I like to go there by bus and the good thing about it is that you often meet some of the neighbours already at the bus stop so you can catch up on the latest news in the neighbourhood.

I don't want to be only with one group of people as people often talk about the same

things over and over again. Sometimes I take the bus to the elderly centre a bit further away or take a course at the Open University to meet new people and discuss new things. Mostly I stay quite close to home because I can't walk long distances.

The phone is the most important technology I have in the house, because it gives me possibility to call my friends and it makes me feel secure as well. My children call me on a daily basis to check how I'm doing. I think it's really nice that we share our thoughts and have stayed close over the time. They still appreciate my musings even though I'm old. That's not the case for everyone.

” ***I attended a painting class once a week. It was a lot of fun, both the painting itself and hanging out with the other participants.***



### DESIGN DRIVERS KEEP THESE IN MIND

#### 1. ENABLE SOCIAL CONTACTS ALL DAYS OF THE WEEK

For people living alone the weekends might become lonely. Create possibilities for socializing during quiet times as well.

#### 2. THE SOCIAL BUTTERFLY AS CREATOR OF ATMOSPHERE

The social butterfly is nice to be around, she includes people in her network and is welcoming to newcomers. This ability can be turned into an advantage when arranging events or starting new groups.



# THEME 7: MEMORY PROBLEMS

## Here is Signe!

I have a disability, which makes it difficult to remember even simple things like laundry. I need my days clearly structured and planned ahead. I love routines, they make it easier for me to organise my life.

I try to live one day at a time. I can't plan much ahead, because I never know what will happen tomorrow. At times I miss being spontaneous. It would be nice to not always

have to plan everything so much.

I use my mobile phone a lot to organise my activities. It reminds me when it's time to do something. I still use my paper calendar as a backup, but it's more like a diary where I can go back and forth, see what I did yesterday and what I'm doing tomorrow. With them, I get an overview of what I need. And it does it in my own way.

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***I like it when there is structure and order in that way... when everything is under control you can say. If there is not order in things I don't like it. I want to avoid that as far as possible.***



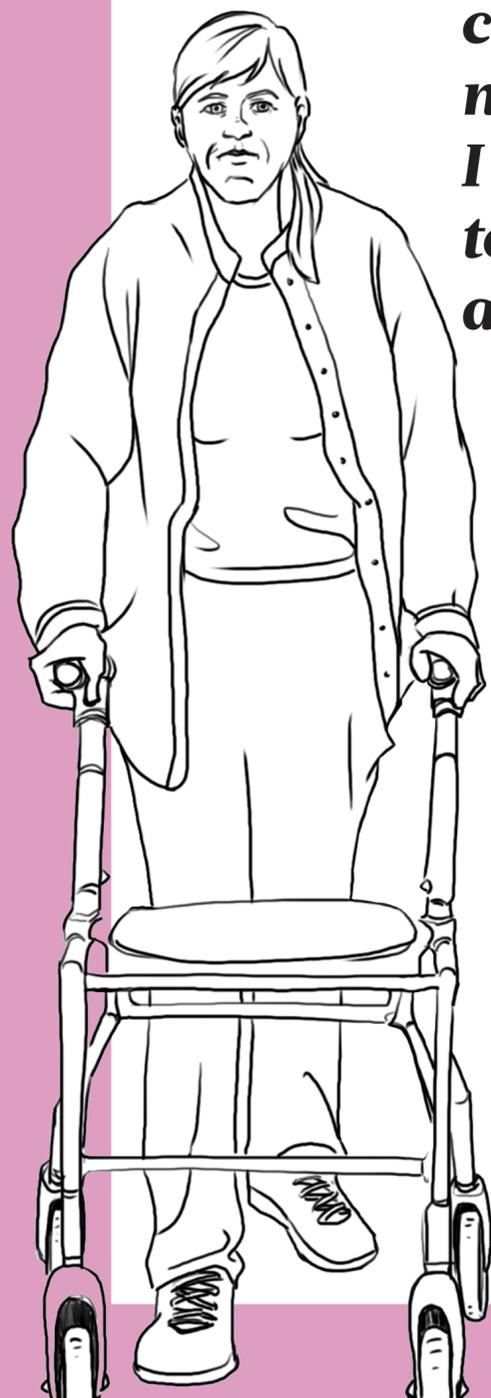
### DESIGN DRIVERS KEEP THESE IN MIND

#### 1. GIVE STRUCTURE BUT ALLOW SPONTANEITY

There should be a careful interplay between order and breaking free of the constraints. The everyday routines should be in place and supported. On the other side there should be room for elevating the everyday by doing something different.

#### 2. DESIGN FOR SLOW AND LONG USE

Having a cognitive disability everything takes longer to do due to concentration and coordination difficulties. On the other hand, taking time to do things can give pleasure to the user. Services and technology should take this into account.



## THEME 8: BEING LIKE EVERYONE

# Hi, I'm Rasmus!

When I was little I had a brain tumor which was operated. I have difficulties in remembering and focusing on things. Despite my problems I am aiming to live like a normal person. Actually, often people don't even notice that I have a cognitive disability.

I think everybody needs to be good in something. That's why I am learning new things all the time. I have completed my training as a tailor and did an internship.

Some day I'd like to have my own clothing brand. I also often do origami. It's creative and helps me concentrate.

I'm always talking and making new friends, also ones who are not disabled. Sometimes my disability comes as a surprise to people. At times I play the hero even though I would need to have help. It's important to have help from someone who can see through your facade.

“*It's a very exiting world, the world of designing and sewing.*”



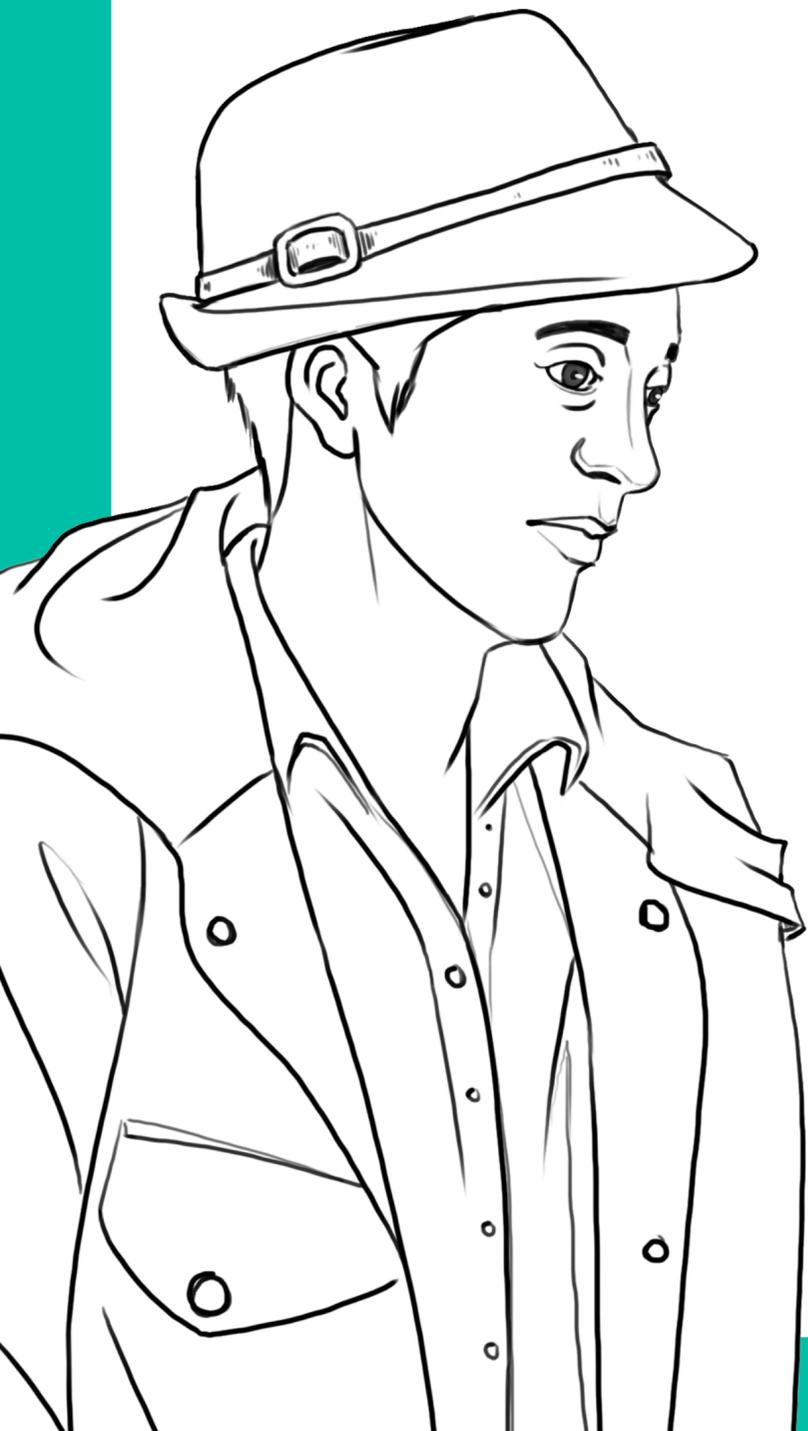
## DESIGN DRIVERS KEEP THESE IN MIND

### 1. STRENGTHEN INDEPENDENCE IN SUBTLE WAYS

Independence means making it on your own, but with help and support. Address weaknesses such as remembering things or focusing in a subtle way.

### 2. SUPPORT AND MOTIVATE CREATIVITY

People have ambitious plans in developing their craft and profession, but with disabilities they need extra support and motivation. At times they need a reminder or a push in the right direction.



## THEME 9: BECOMING A CYBORG

# Hey, I'm Björn.

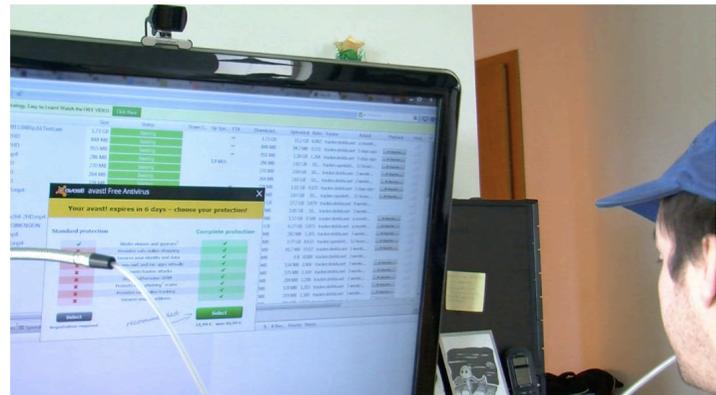
I have a spinal cord injury which means I can't move my legs at all and my arms only very roughly, so I need to consider accessibility in different ways to many others. I live in an apartment building of the union for people with physical disabilities. Like me, most people here move by electric wheelchairs, but still I notice everyday that my apartment is not really well designed for that.

I spend a lot of time on my computer, tablet and two smartphones, both working

and enjoying my free time. Internet is an easy way to have social connections, but I also make it a point to leave my home and go outside every day.

I believe that in the future technology will solve a lot of my issues. At the moment I use a lot of technological aids as I move around in a chair and drive my specially tailored car by joystick. I think in the future we may all become cyborgs riding in our driverless vehicles.

” *The mouse system with camera and hat is for gamers but it works well for me.*



## DESIGN DRIVERS KEEP THESE IN MIND

### 1. ENABLE SHARING OF CLEVER FIXES

Many create ingenious solutions to help them in their everyday life, but there are no established ways of sharing this knowledge with others. Leveraging new technology and new mentorship models and social media can enable sharing of the solutions with others.

### 2. STRETCH THE LIMITS OF THE ACCESSIBILITY

Aim for products and services that support wider participation in the society by removing physical and social barriers. Support people with disabilities to engage with motivational incentives.

# THEME 10: SERVICES AT HOMES

## My name is Johanna.

I have been working for the municipal home care service for the past ten years. I visit fragile elderly, bring them food, help them to get up from the bed, do grocery shopping and help with many other things. I like helping people and enjoy the mobile nature of my work. Most often my customers are happy for the help and support they receive.

Lately my job has become more and more hectic and pressured as everything is scheduled to the minute. For example bathing

is set to a standard of 15 minutes, which is too little time. Taking longer makes me late for the next one. There is little or no flexibility for judgement calls on what would be good for the individual.

There are so many elderly who would need more time and a social connection - someone to talk with. It feels like I can't give enough. It would also be rewarding for me to hear more of the stories people wish to share.

” **Homes are often too cramped for operating a walker or wheelchair.**



## DESIGN DRIVERS KEEP THESE IN MIND

### 1. MEDIATE COMMUNICATION OF CARETAKERS

Caretakers have a lot of knowledge about their customers, but no efficient way of sharing it. There needs to be a way for caretakers to share knowledge.

### 2. HELP TO DEEPEN RELATIONS DESPITE THE LACK OF TIME

At the moment caretakers find it difficult to give personalized service or build relationships with their customers. They experience chronic time pressure at their work due to tightly regulated processes.

