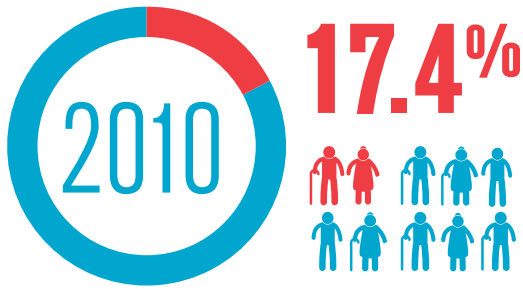
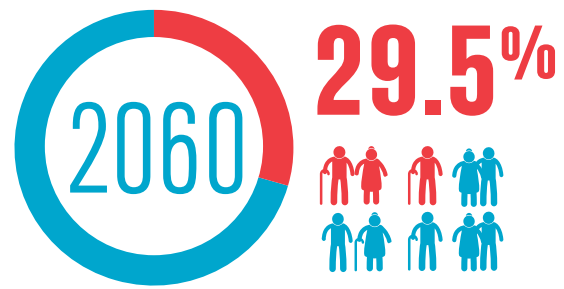


OUR CHALLENGE: AGEING EUROPE



In 2010 the share of persons of age 65 or older was 17.4% in the EU countries.



In 2060 the share is anticipated to be 29.5%.

Demographic ageing is one of the major challenges Europe is facing in the coming decades. In 2060, the share of people over 64 years is anticipated to be almost 30% of the EU population. This will increase the burden on social and health care sectors, meaning that less people will be active in the workforce. The project **Design Led Innovations for Active Ageing (DAA)** brought together eight cities that were seeking sustainable solutions for demographic ageing. Innovations for senior care were developed through service design. The partner cities concentrated on different problems, learned new methods of innovation and gained a deeper understanding of senior care problems.

WHAT IS SERVICE DESIGN?

Service design is a methodology of improving the quality of services and processes as well as innovating new ones.

Service design brings the users' point of view to innovation processes. Taking a design approach ensures that solutions meet the needs and demands of the users. These include not only customers or end-users, but all the people involved in the ecosystem, such as stakeholders and staff who provide the services.

Involving users and stakeholders

Service design is adaptable to different situations or problems. The method is ideally suited for organizations in the public domain; those that provide important services and work in different, often complex, contexts.

Service design is a holistic approach that considers all the factors that influence the context in which a service is rendered. The design process starts from observing the prevailing situation and identifying problems. To determine new solutions, service users and other stakeholders are involved in the innovation process from the onset. This is called "co-designing" or "co-creating".

Interdisciplinary ideation and development

The service design process includes distinct phases such as mapping stakeholders, ideating, and prototyping new practices. Feedback from stakeholders is gathered in every phase of the process to accommodate new insights in a continuous cycle.

In the end, service design should become a specific way of looking at day-to-day service delivery. Service design is a process of constantly analysing, defining, and re-evaluating your service and searching for ways to improve it. "Design" should always be a verb.



User-centered

Service design aims at delivering services that meet the needs and the demands of users. The methodology acknowledges humans as drivers of service innovation and focuses on gaining insights from users.



Contextual and diverse

Service design looks at the complete experience of how the service is delivered. Interdisciplinary work groups include all kinds of insights and forms of expertise – even contradicting ones.



Stakeholder involvement

Stakeholders participate actively in the process, which also helps strengthen their future commitment.



Dialogue tools

Dialogue in co-design workshops and brainstorm sessions is encouraged to inspire new ideas and explore different options.



Visualisation

Often ideas can be communicated most effectively when they are visualised into drawings, models, schemes, or icons. Visualisation is not just reporting, it can simplify complex ideas during the process.



Iterative process and feedback cycle

Often the process must be reassessed to accommodate new insights in a continuous feedback cycle during the design work.



Prototyping, trial and error

Just as in product design, services can be prototyped and tested, using research, analysis, trial and error testing, and simulations.



WARSAW

SERVICE DESIGN HELPS WARSAW ENCOURAGE ACTIVE SENIORS

WHY **Need for a new intergenerational space**

Senior citizens in Warsaw do not fully use all the municipal and non-governmental services available in the city. They are often unaware of the options and there is no centralised location where actions take place. Seniors have expressed interest in various kinds of activities but would like to have more coherent information about them. The need for a solution such as a new activity center for senior citizens has been identified by residents and other stakeholders. Service design methodology was employed to help create a workable solution.

GOAL **Nowolipie: new activity centre designed for seniors**

The City of Warsaw had two main goals for the project. Firstly, to activate and integrate older people in their local communities and to improve the communications and dialogue with senior citizens. Consequently, the City of Warsaw commissioned the redesign of an existing social center for seniors to transform it into a new activity center. The center aims to improve the lives of senior citizens by bridging generations and initiating social dialogue.

METHODOLOGY **A multi-step process to rethink solutions**



Warsaw's design team involved all stakeholders in the process in order to consider different needs and vantage points. The design process was divided into four stages including research, focus, development, and delivery. The research stage aimed to understand the context and environment of the study. This consisted of reviewing literature and documents, analysing the market, and meeting with different stakeholders. In the focus stage the team started to work together with actual service users. They conducted sociological research with the focus group to define the needs and functional possibilities of a senior citizens' centre. The focus stage included ethnographic observations and a strategic workshop. The first two stages revealed the potential and critical areas which can work as the basis for the new service. The stages defined users and conditions which will prove important for functionality.

In the development stage ideas and impressions were used to create concrete solution scenarios. The design team created service user profiles, first scenarios, organized a workshop, and prepared initial design briefs. At the final delivery stage, previous assumptions and gathered opinions were verified with users and the final design brief was created.

RESULTS **A roadmap is defined**



Data collected during the process enabled the design team to create a "Personas Model" – a key tool for the design process. This model presents the users as individual customers, defines their needs, and determines specific solutions for them.

The design team created a strategy for the new service – Intergenerational Activity Centre – and defined its mission relating to the needs of the customers. The main goal is to activate seniors according to their capabilities and needs so they will be able to live independently in society for as long as possible.

WHAT'S NEXT **Better activities and communications for seniors**



The outcome of the project is a new strategy for the senior activity centre. The strategy includes a redesign of the existing space; new ways of organizing activities; and a revised communications strategy.

The designers proposed short, medium and long term strategies for the centre. Among various ideas, the following solutions were put forward: an internet website, a hub for non-governmental organizations, cooperation with students and youth, workshops, sport activities, outdoor fitness and many more. All these ideas will be soon implemented in the new intergenerational center.

The main goal is to activate seniors according to their capabilities and needs so they will be able to live independently in society for as long as possible.