



Social

Distancing



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**Course ID: 2270033**  
**Experience Design: Interactions and Environments**  
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# Introduction

The year 2020 has begun in the worst way imaginable. A new coronavirus (COVID-19) was discovered.

It rapidly spread in almost all countries over the world, causing in many of the infected a severe pneumonia infection that often led to fatal events in the elder and more fragile population. The particular ability of the virus to reproduce itself among humans brought many governments to adopt new policies and rules to contain the spread of the infection, trying to prevent as much death and damages as possible. In most countries, social distancing have been adopted. According to the CDC<sup>1</sup>, a physical distance of at least 2 meters (about 6 feet) is required to prevent contagion. Also, everyone is required to wear a protective mask while outside their own household.

The new policies also caused a psychological distance among people, and the combination of mental and physical distance led to the transformation of many of the human environments and the way we interact and approach with other people.

As a full recovery for all countries still seems so far, the world is searching for new solutions to bring humanity to a “new” normal life.



Photo by @jhopkinswriting via Unsplash.com



Photo by @katetrifo via Unsplash.com



Photo by @thekiranbedi via Twitter.com

[1] CDC, “Coronavirus Disease 2019 (COVID-19),” Centers for Disease Control and Prevention, February 11, 2020, <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html>.

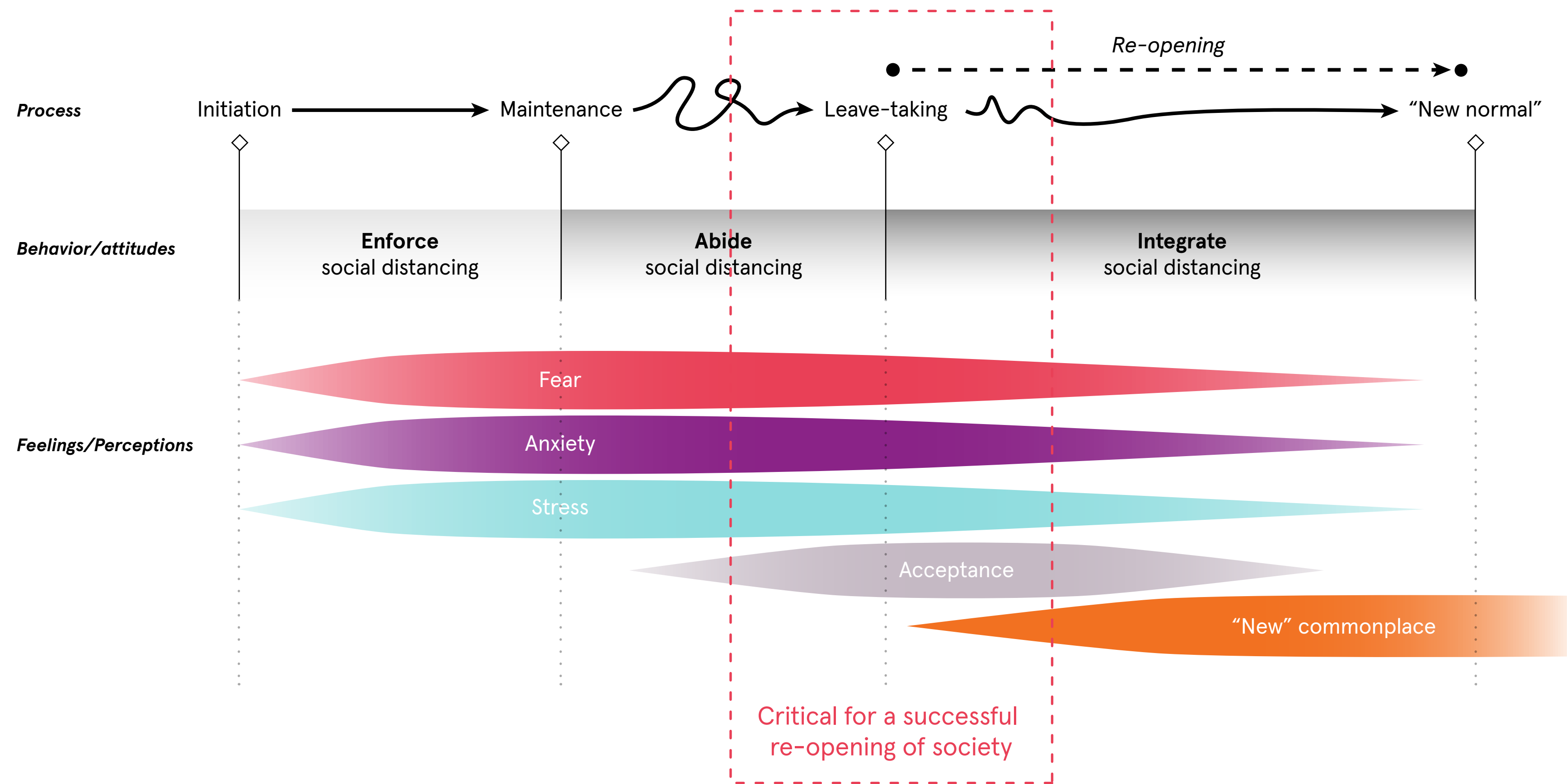


#### OUR DEFINITION

Social distancing is the experience of **new social and environmental** behaviors aimed at containing the spread of the virus. It causes a change in human environments, on oneself, and on the relationship with the others.



# Design Challenge



## DESIGN CHALLENGE

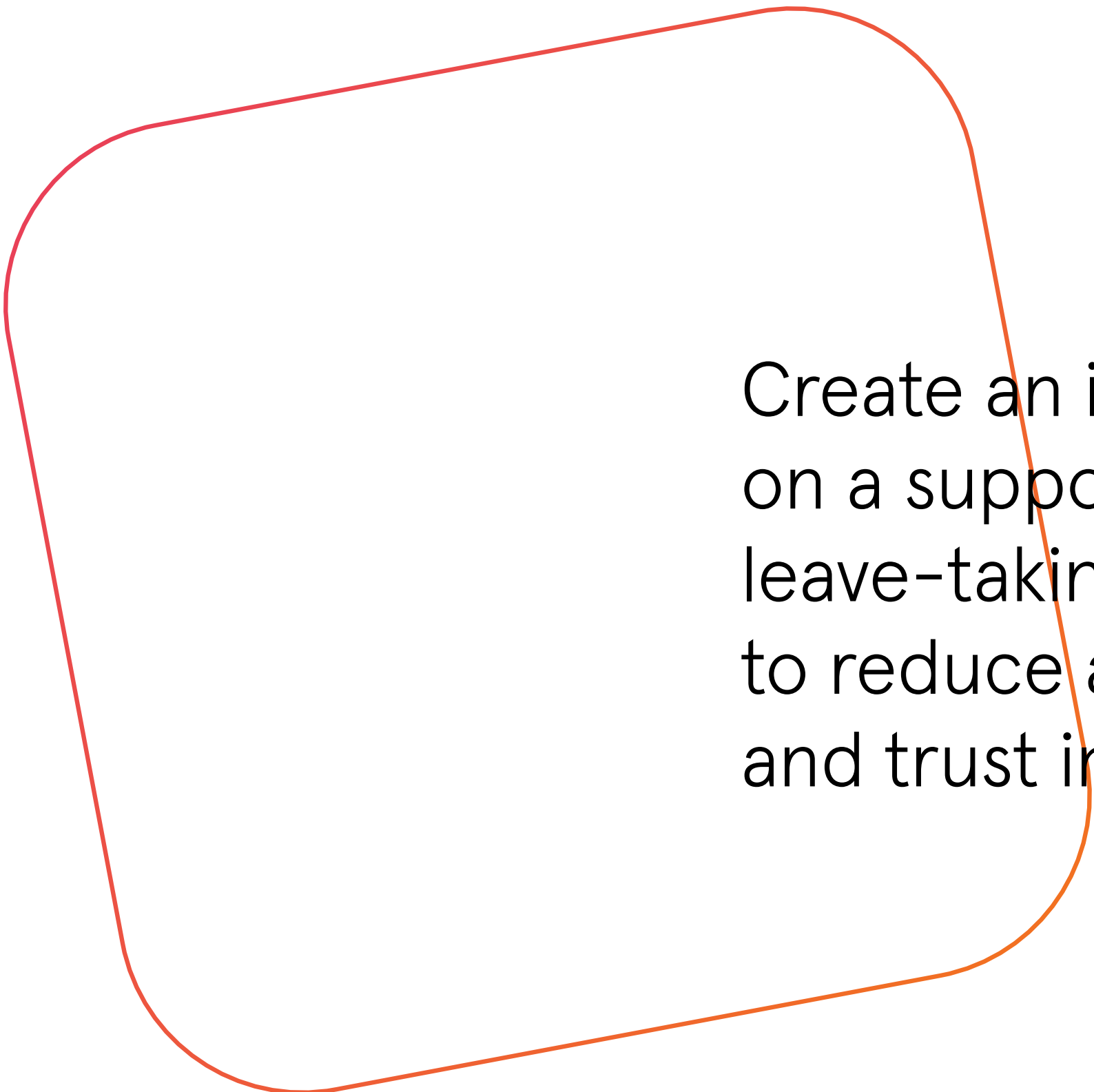
Given by professor Kaja Tooming Buchanan

How to make the transitional process of **leave-taking** from the maintenance of social distancing **less stressful and safe**, so that the initiation of **re-opening** the society (businesses, schools, etc.) reduces the **fear and anxiety** of people.





## General Purpose



Create an integrated, fulfilled experience based on a supportive environment for a more fluent leave-taking of social distancing, enabling elderlies to reduce anxieties and fears while keeping safety and trust in their home.

## Discover

Literature Review  
Concept Mapping  
Evidence Mapping  
Interpretion of Theories  
Environment Scanning

## Development

Storytelling  
Stakeholder Analysis  
Brainstorming  
Persona Creation  
Service Blueprinting





## Theoretical Framework / List of theories

..... **Buchanan**, Richard, *"Surroundings and Environments in Fourth Order Design."* Design Issues. Volume 35, Number 1, Winter 2019.

..... **Dewey**, John, *"Having an Experience."* In Art as An Experience. New York: Capricorn Books, 1958.

..... **Goffman**, Erving, *"Facial Engagements."* In Behavior in Public Places. New York: The Free Press, 1966.

..... **Spinoza**, *Ethics: Preceded by On the Improvement of the Understanding.* Ed. James Gutmann. New York: Hafner Press.

..... **Hall**, Edward T., *The Hidden Dimension.* New York: Anchor Books, 1969.

..... **Whitback**, Caroline, *"Introduction to Ethical Concepts."* In Ethics in Engineering Practice and Research. Cambridge University Press, 1998.

..... **Kotler**, Philip, *"Humanistic Marketing: Beyond the Marketing Concept,* in *"Philosophical and Radical Thought in Marketing"*, Lexington Books, 1987.

..... **Williams**, Raymond, *"Dominant, Residual, and Emergent."* in Marxism and Literature, Oxford University Press, 1977.

..... **Freud**, Sigmund, *"The Unconscious" and "Anxiety."* in Solomon (Ed.), *"What Is an Emotion? Classic and Contemporary Readings.* New York: Oxford University Press, 2003.

# Theoretical Framework / Overview

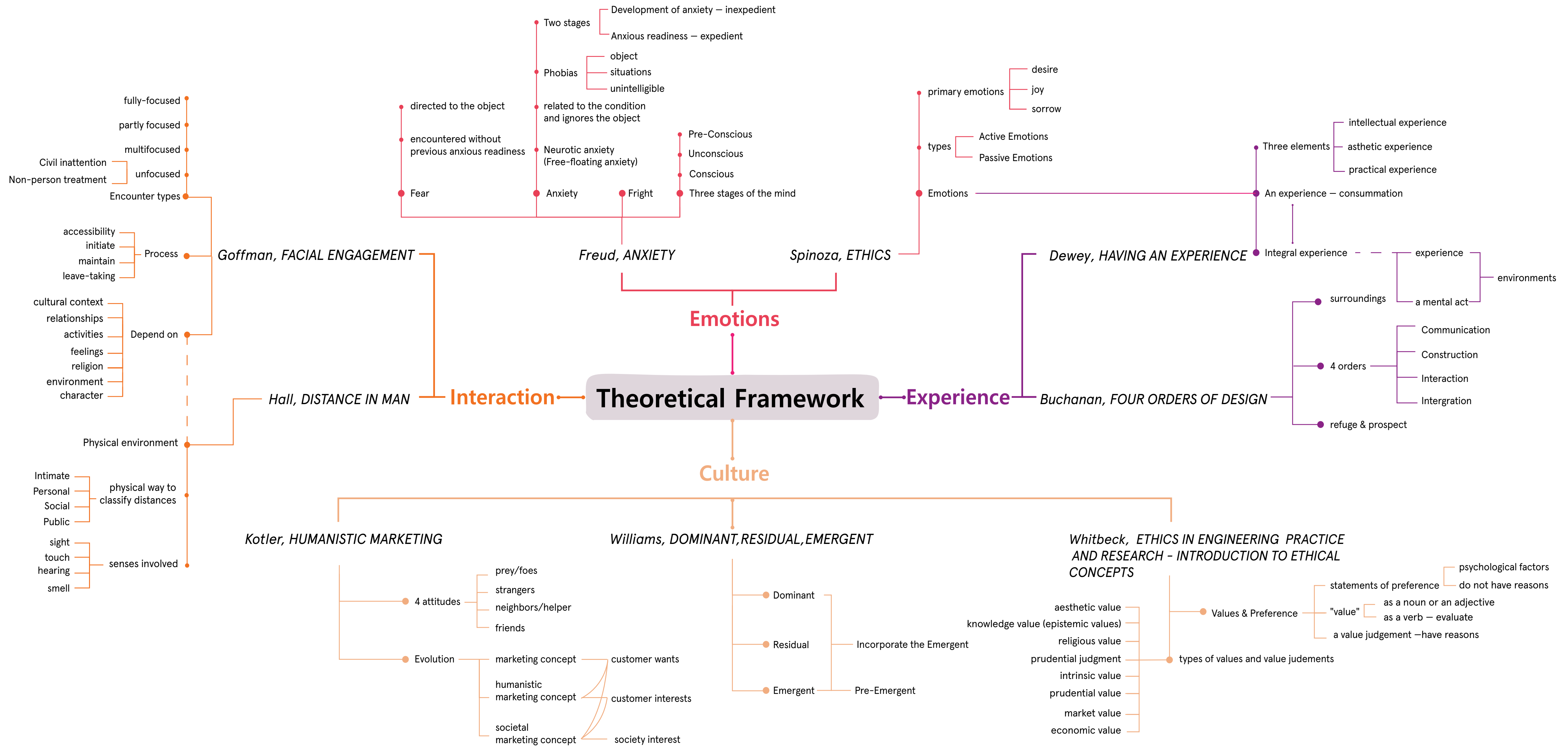


Figure 3. Theoretical framework, based on theories from Edward T. Hall, Philip Kotler, Raymond Williams, Caroline Whitbeck, Richard Buchanan, Jhon Dewey, Sigmund Freud, Spinoza, Erving Goffman.



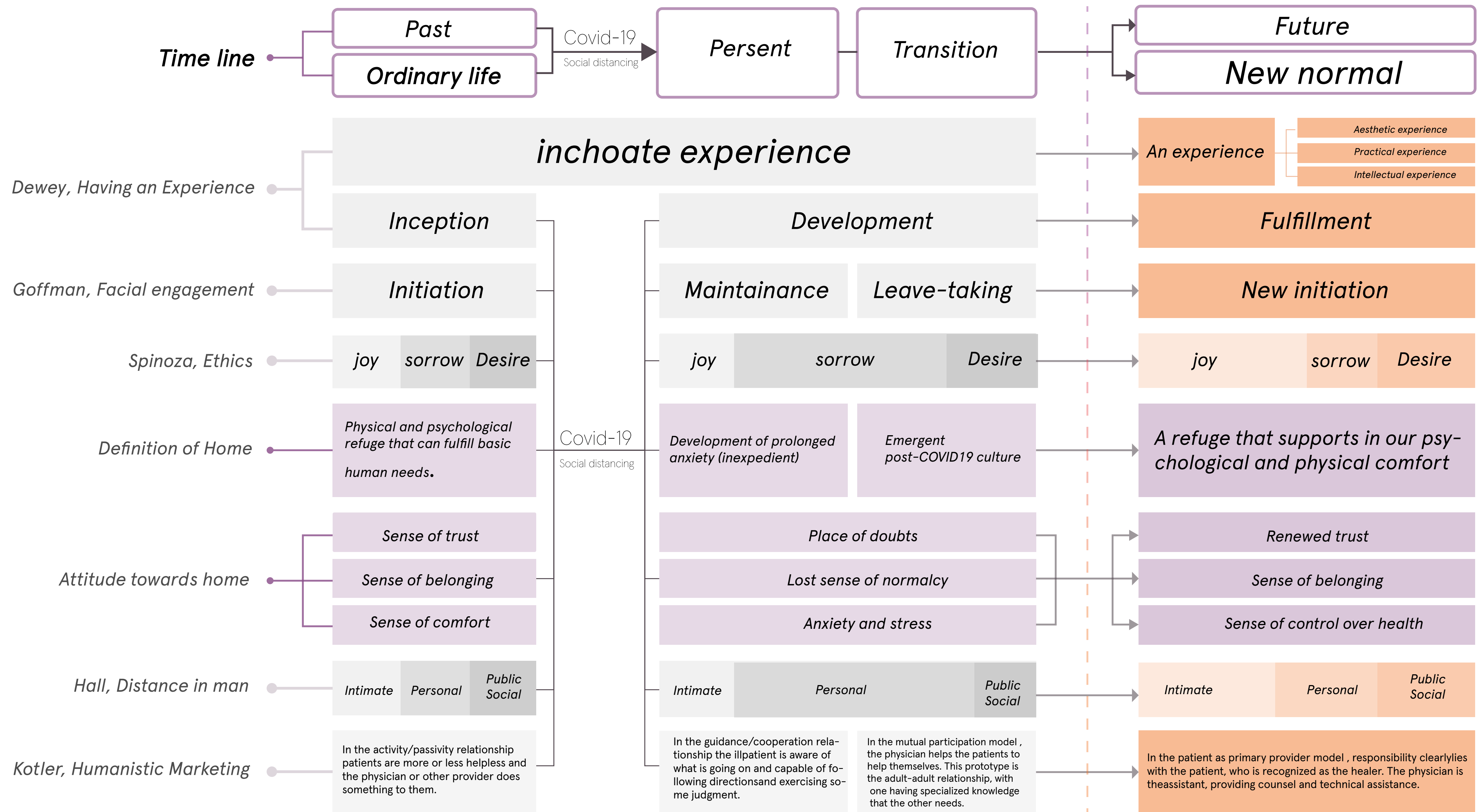


Figure 4. Strategic framework, integrated with the definition of Home and based on theories from Jhon Dewey, Erving Goffman, Spinoza, Edward T. Hall, Philip Kotler, Raymond Williams.

# Concept Map (Social Distancing)

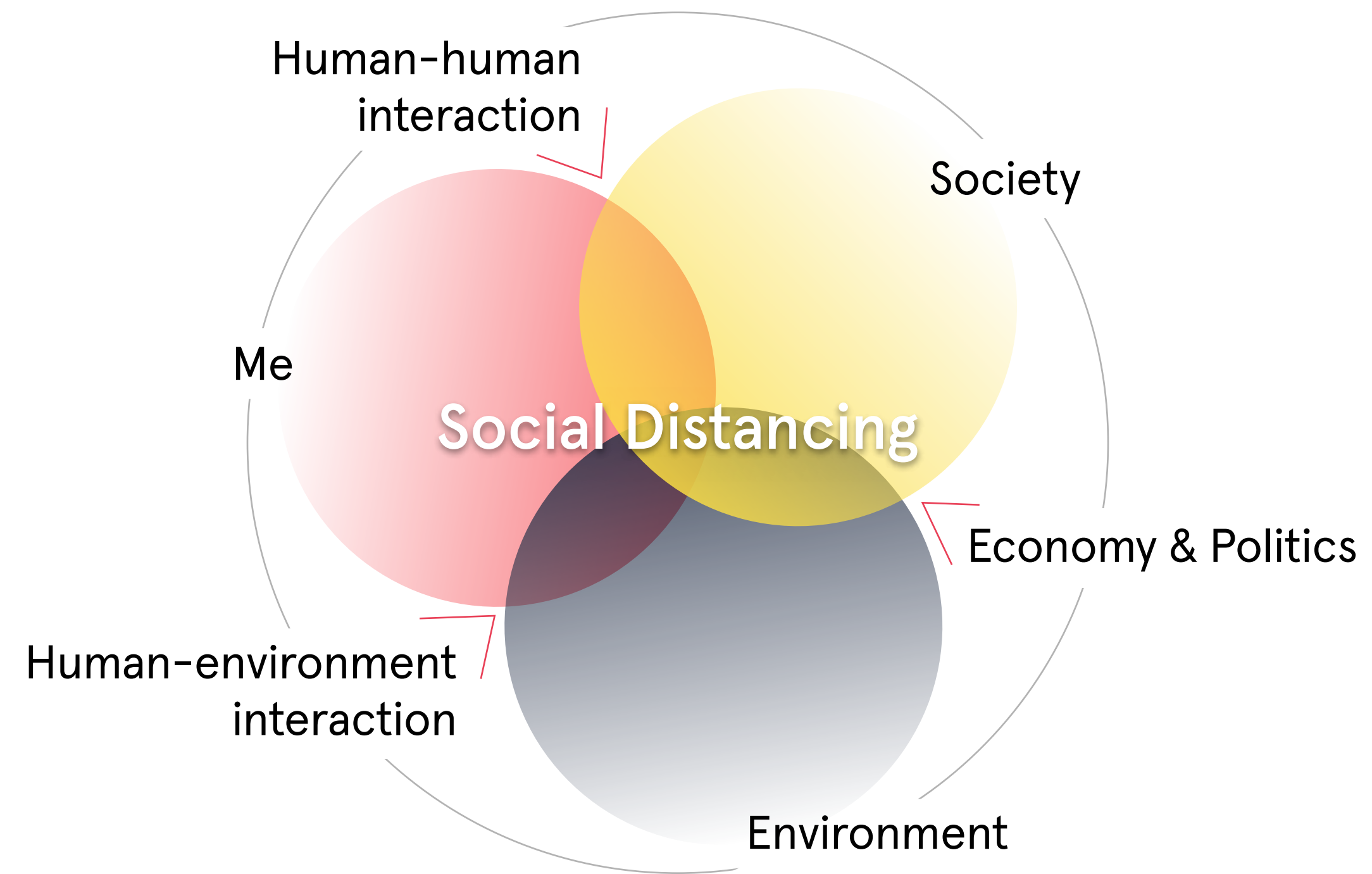


Figure 5. Social distancing concept map based on the concept of me, society and environment. Created from team brainstorming.



# Concept Map (Social Distancing)

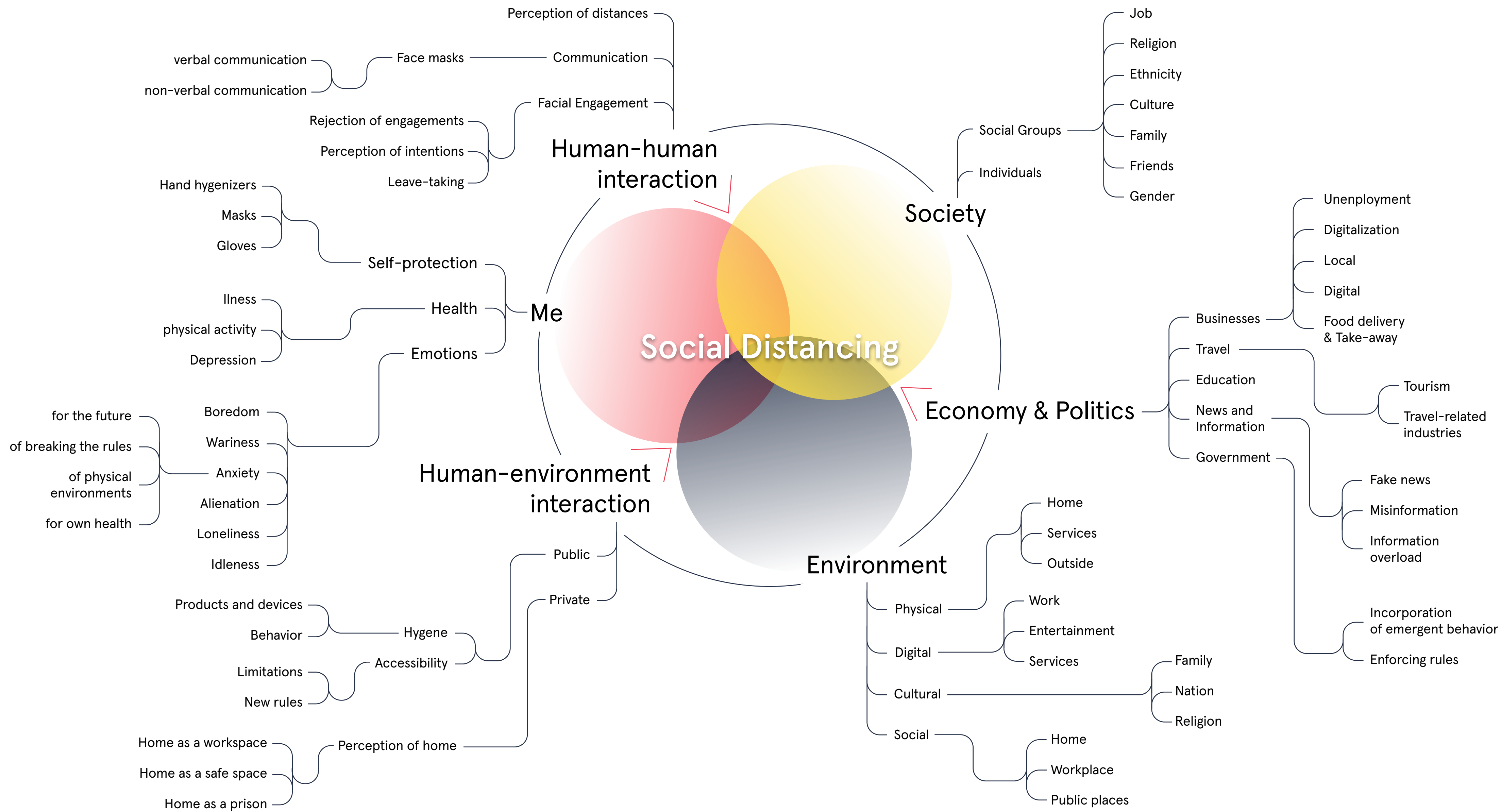


Figure 5. Social distancing concept map based on the concept of me, society and environment. Created from team brainstorming.



# Home / Services / Outside

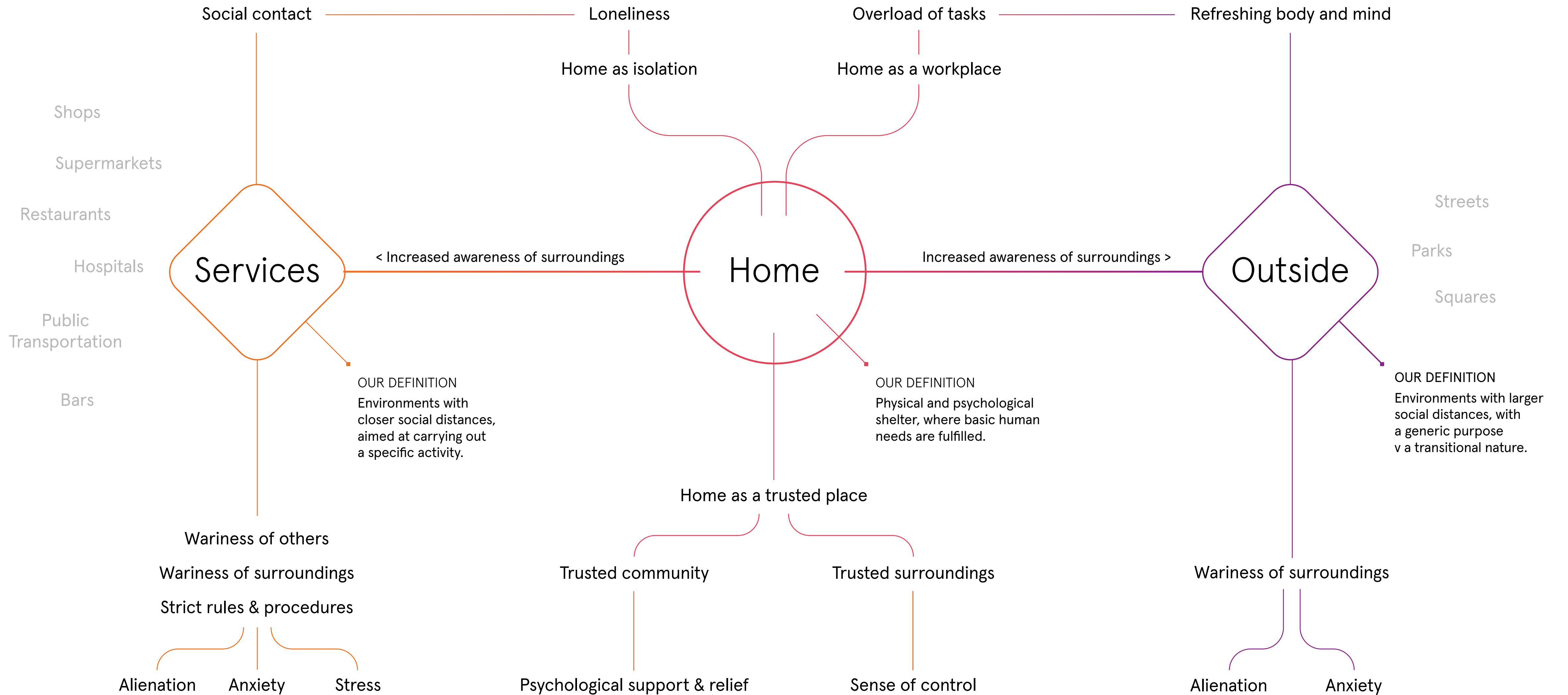


Figure 6. Home-Outside-Services diagram, defining the three environment and highlighting the contrast between them.



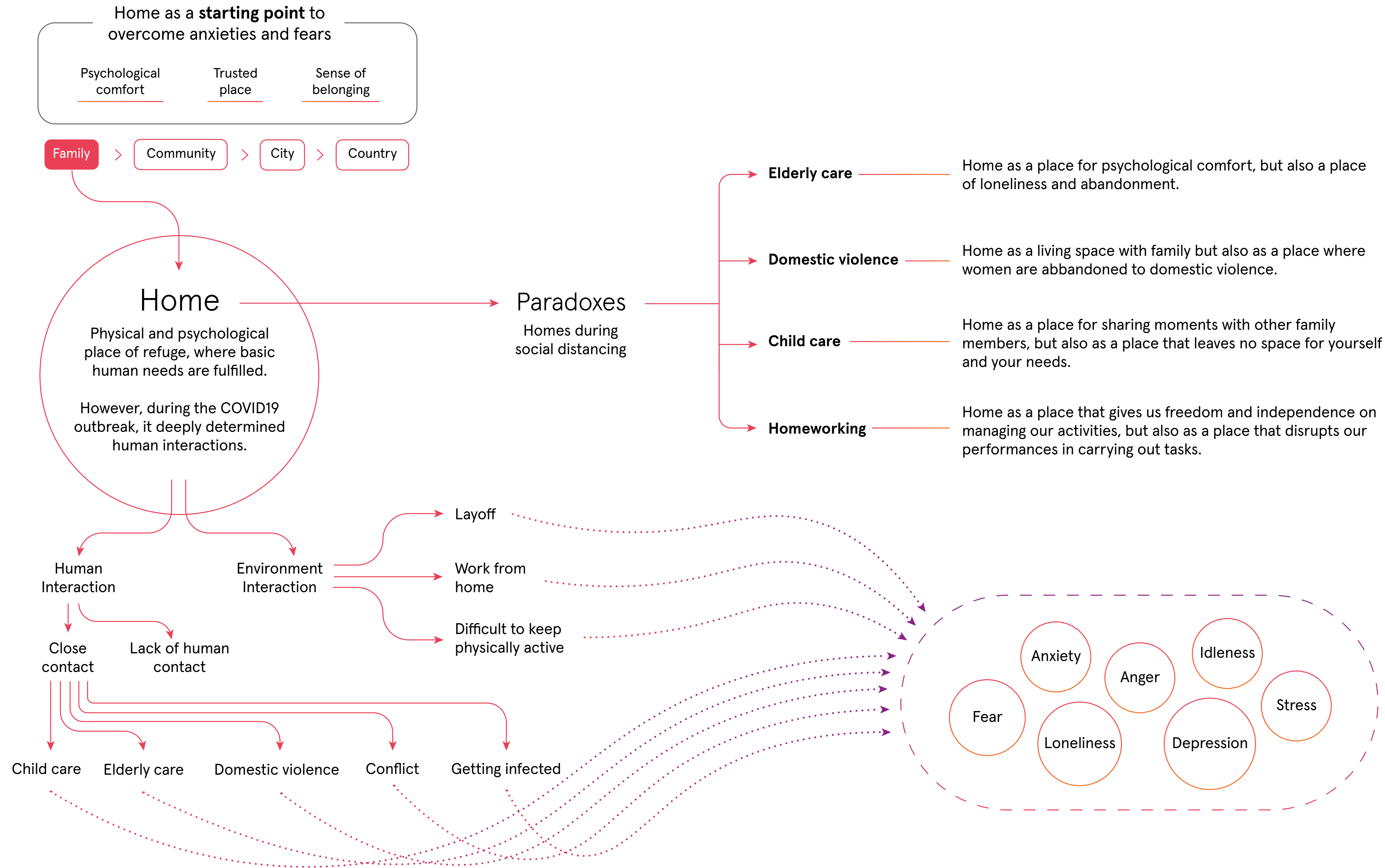


Figure 7. Home concept map, based on our definition of home environment and integrated with paradoxes.



# Areas of Issues

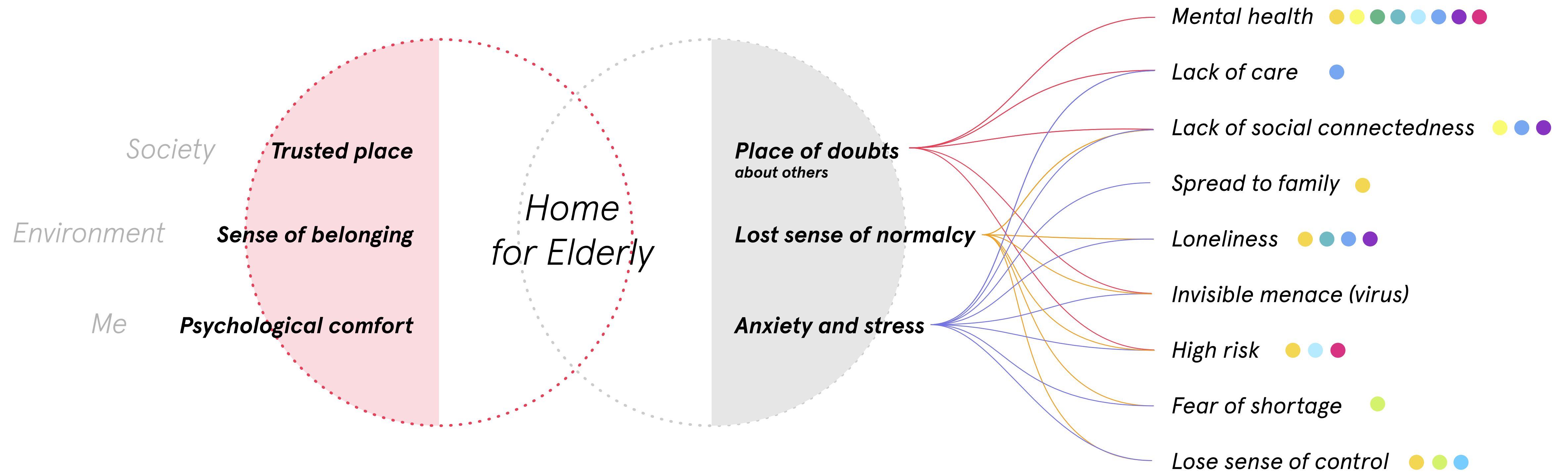
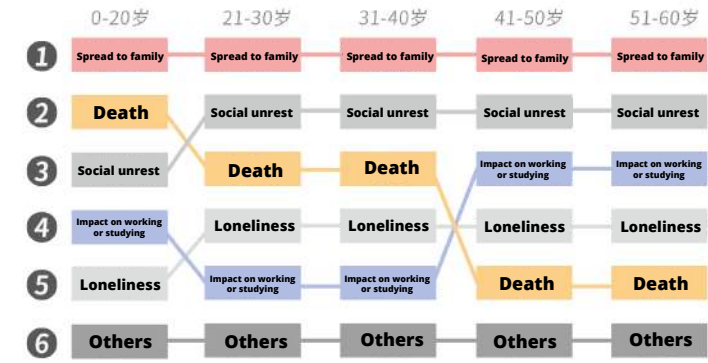


Figure 8. Areas of issues, based on the paradox of home for elderlies.

# Evidence Map

**Feb. 10th, 2020 / Keywords: Fear; Spread to family; Lost sense of normalcy; Loneliness;**

**the reasons of fear for people in different age group, when facing the virus**



[https://www.thepaper.cn/newsDetail\\_forward\\_5878357](https://www.thepaper.cn/newsDetail_forward_5878357)

**Feb. 18th, 2020 / Keywords: Increase of mental health issues; Lack of social connectedness;**

Mental health services for older adults in China during the COVID-19 outbreak. Older adults have limited access to internet services and smart phones, and as such only a small fraction of older adults can benefit from such service provision. In addition, in most areas of China, clinically stable older adults with psychiatric disorders or their guardians usually need to visit psychiatric outpatient clinics monthly to obtain the maintenance medications. **The current mass quarantines and restrictions to public transport have inevitably become a major barrier to access maintenance treatments for this group**

Source: [https://www.thelancet.com/journals/lanpsy/article/PIIS2215-0366\(20\)30079-1/fulltext#articleInformation](https://www.thelancet.com/journals/lanpsy/article/PIIS2215-0366(20)30079-1/fulltext#articleInformation)

**Mar. 7th, 2020 / Keywords: Domestic violence;**

Chinese activists say domestic violence cases have risen dramatically as people across much of the country have been quarantined during the coronavirus outbreak. **The number of domestic violence cases reported to a nearby police station had tripled in February**, compared to the same period the previous year. Wan said. Yet activists said Chinese police were not taking the cases seriously, leaving women to fend for themselves amid quarantines.

<https://www.axis.com/china-domestic-violencecoronavirus-quarantine-7b00c3ba-35bc-4d16-afdd-b76cfeb28882.html>

**Mar. 13rd, 2020 / Keywords: Domestic violence;**

Avoiding public spaces and working remotely can help to reduce the spread of COVID-19, but **for many survivors, staying home may not be the safest option**. We know that any external factors that add stress and financial strain can negatively impact survivors and create circumstances where their safety is further compromised. Abuse is about power and control. When survivors are forced to **stay in the home or in close proximity to their abuser more frequently**, an abuser can use any tool to exert control over their victim, including a national health concern such as COVID-19. In a time where companies may be encouraging that their employees work remotely, and the CDC is encouraging "social distancing," an abuser may take advantage of an already stressful situation to gain more control.

<https://www.thehotline.org/2020/03/13/staying-safe-during-covid-19/>

**Mar. 16th, 2020 / Keywords: Fear of shortage; Lose sense of control;**

"We're seeing people engaging in things that give them illusory control, like **panic buying and compulsively checking the news as a reassurance**," says Vaile Wright, PhD, the director of clinical research and policy at the American Psychological Association. The level of **uncertainty** around the coronavirus brings **a sense of threat or danger**, which exacerbates people's anxiety and stress, because the uncertainty reminds people of all the things **out of their control**. Dr. Wright explains.

<https://www.everydayhealth.com/infectious-diseases/ways-the-coronavirus-is-changing-everyday-life/>

**Mar. 18th, 2020 / Keywords: Domestic violence;**

For people who are experiencing domestic violence, mandatory lockdowns to curb the spread of COVID-19 (the disease caused by the new coronavirus) have trapped them in their homes with their abusers. **Isolated from the people and the resources that could help them**. From Europe to Asia, millions of people have been placed under lockdown, as the coronavirus infects more than 183,000 people. But Anita Bhatia, the Deputy Executive Director of the United Nations Women tells TIME that "the very technique we are using to protect people from the virus can perversely impact victims of domestic violence." She added that "while we absolutely support the need to follow these measures of social distancing and isolation, we also recognize that it provides **an opportunity for abusers to unleash more violence**."

<https://time.com/5803887/coronavirus-domestic-violence-victims/>

**Mar. 19th, 2020 / Keywords: Domestic violence;**

While intimate partner violence may initially seem unrelated to the COVID-19, one police station in China received 162 reports of domestic violence in February 2020. In the previous year, the police station received only 47 reports. **Leading anti-domestic violence advocates attribute this rise in reported cases to the lockdown**. Data from settings impacted by humanitarian crises indicate that intimate partner violence is highly prevalent, and women's vulnerability to such violence increases during emergencies.

<https://womensmediacenter.com/news-features/what-does-coronavirus-mean-for-violence-against-women>

**Mar. 23rd, 2020 / Keywords: Increase of mental health issues; Cognitive abilities;**

As local Covid-19 infections surpassed 300, the elderly woman, who suffers from mild dementia, has **experienced a deterioration in her cognitive abilities after being stuck indoors for more than a month**.

<https://www.scmp.com/news/hong-kong/society/article/3076378/coronavirus-online-day-care-keeping-elderly-hongkongers>

**Mar. 24th, 2020 / Keywords: Domestic violence;**

Those who may have felt safe once their partner left for work or their children were at school **now live without any window of relief as businesses and schools shutter**. "When the mind is constantly in fight, flight, freeze [mode] because of perpetual fear, that can have a lasting impact on a person's mental health," Burns said.

<https://www.nytimes.com/2020/03/24/us/coronavirus-lockdown-domestic-violence.html?searchResultPosition=2>

**Mar. 25th, 2020 / Keywords: Domestic violence;**

There has also been a rise in domestic violence cases. According to Under Blue Sky Women and Children's Rights Association, an anti-domestic violence group in Hubei province – which was hit hard by the epidemic – **police in Jianli county in Hubei received 175 reports of domestic violence in February, compared with 47 during the same period last year**.

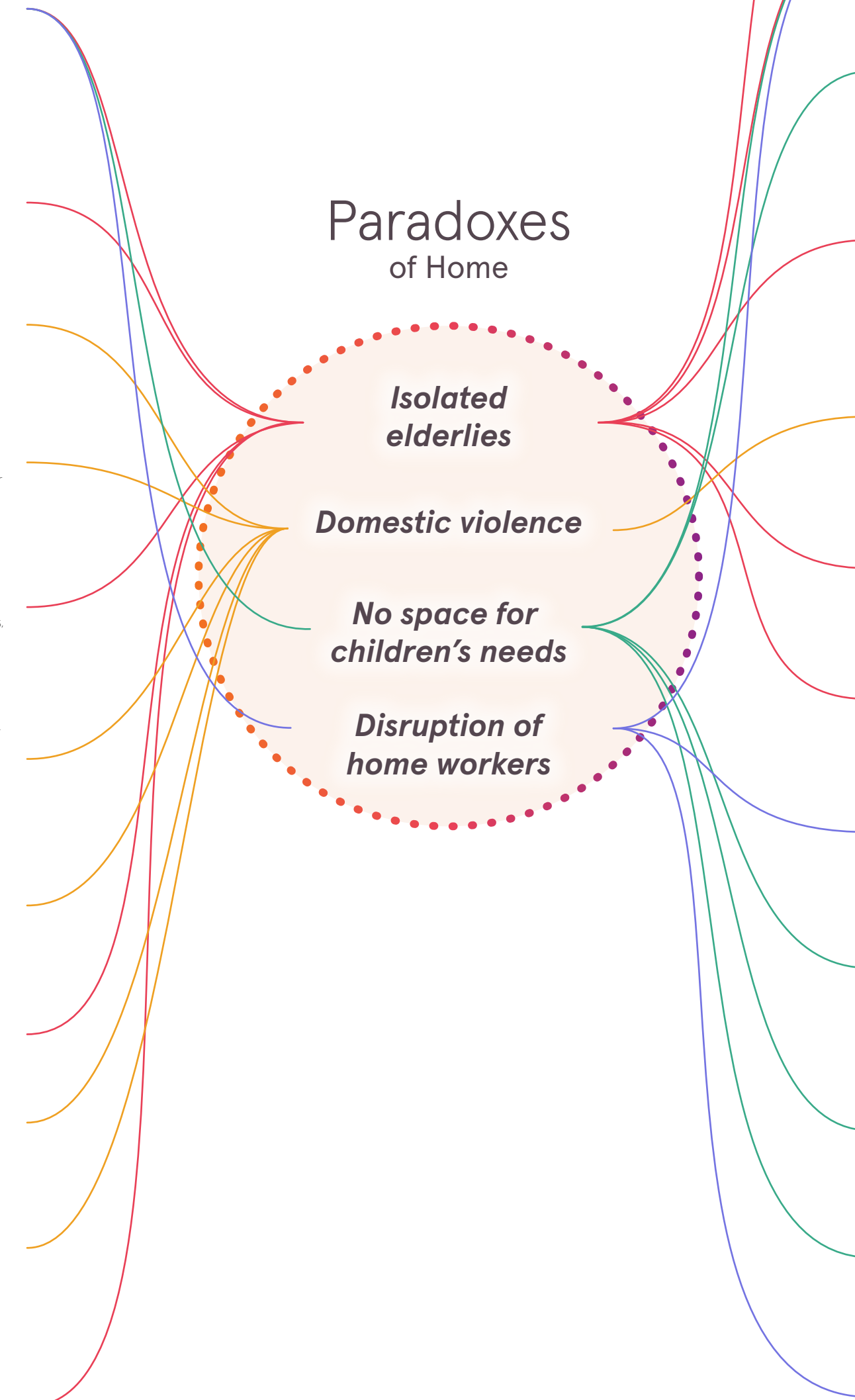
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**Mar. 25th, 2020 / Keywords: Loneliness; Fear;**

**For some elderly Italians, loneliness brings more fear than virus**. "Elderly people find themselves in a particularly difficult situation," said Fabio Sbatella, professor of emergency psychology at the Cattolica University of Milan. **"One of the emotions that prevails in this moment is confusion, as the epidemic carries a message saying that in order for the community to survive, we need to stay alone,"** said Sbatella who provides assistance to people who are psychologically vulnerable to the coronavirus outbreak. From healthcare workers to the elderly.

Aljazeera: <https://www.aljazeera.com/indepth/features/chk-elderly-italians-loneliness-worse-covid-19-fears-200323154948211.html>

Among all age groups, the highest reason of fear is spreading the virus to family members, followed by social unrest. It seems that as the fear of death by virus decreases with age, the impact on the working life increases.



**Mar. 25th, 2020 / Keywords: Stress and disorders; Other diseases;**

"Elderly people find themselves in a particularly difficult situation," said Fabio Sbatella, professor of emergency psychology at the Cattolica University of Milan. "Just not being able to do a simple walk, to visit a doctor or to see family members can **create stress and disorders** prompting irregular nutrition and forgetfulness in the assumption of regular medicines, hence heart diseases increase and **the immune system weakens**," Sbatella said.

Aljazeera: <https://www.aljazeera.com/indepth/features/chk-elderly-italians-loneliness-worse-covid-19-fears-200323154948211.html>

**Mar. 30th, 2020 / Keywords: Lost sense of normalcy;**

**Most Americans say their personal life has been affected by the coronavirus outbreak**

Across age groups, similar shares say the coronavirus outbreak has had a major impact on their personal life. For example, 43% of adults younger than 30 say the outbreak has changed their life in a major way, as do 45% of those ages 65 and older.

<https://www.pewsocialtrends.org/2020/03/30/most-americans-say-coronavirus-outbreak-has-impacted-their-lives/>

**Apr. 9th, 2020**

Prenatal care might change for good. Gynecological care, contraception and abortion access are threatened during this pandemic. Yet when it comes to pregnancy and the weeks immediately afterward, providers do see some cause for optimism. In addition to the rethinking of in-person visit schedules, the coronavirus could motivate the creation of a central set of resources on prenatal care. And doctors have suggested that postnatal care schedules may change from in-person appointments six weeks after delivery to televisits two to three weeks post-birth to check in with parents in this high-anxiety period. It's a change that could stick and lead to better postpartum experiences for parents and babies.

<https://www.nytimes.com/2020/04/28/parenting/pregnancy/coronavirus-prenatal-care.html?searchResultPosition=8>

**Apr. 14th, 2020 Keywords: Loneliness; Anger;**

**The unspoken COVID-19 toll on the elderly: Loneliness**

"The elderly as a group is very diverse," she said. "Those with more education and resources will come through this social distancing just fine, while those who don't have the ability you engage in tech supported replacements, for example, may feel particularly isolated."

Shirley Strauss, 93, lives alone in Brooklyn. While she remains positive, she admits that the last couple of weeks have not been easy.

"I was able to go out and do certain things, but **now I'm stuck in the house and it's like the walls are coming down on me. I am feeling lonely**, now it's the holiday and I can't see the family and that upsets me," she said.

Abcnws: <https://abcnews.go.com/Health/unspoken-covid-19-toll-elderly-loneliness/story?id=69958717>

**Apr. 22nd, 2020**

It's always hard to measure the scope of domestic violence—and it's particularly hard during a pandemic when families are essentially confined to **homes, where a victim can't easily escape an abuser**. News outlets across the country have written about advocates' concerns that crime statistics are masking an uncounted rise in domestic violence, relying on anecdotes and fragmented data points.

<https://www.themarshallproject.org/2020/04/22/is-domestic-violence-rising-during-the-coronavirus-shutdown-here-s-what-the-data-shows>

**Apr. 25th, 2020 / Keywords: Loneliness; Lack of social connectedness;**

**Coronavirus pandemic: How to help senior citizens**

"When I call my patients, they're so happy to hear my voice," says Paul. "They ask me how I am doing and they want to prolong the conversation. I will ask them, 'Do you have a smartphone?' And many of them do, but haven't used FaceTime before. Once I tell them about it, they are surprised by how easy it is. A big thing we can do as a community is to help seniors stay connected digitally. **Now is a time to practice social distancing but [also a time to discourage] social isolation by helping seniors become better at technology**."

<https://www.nbcnews.com/better/lifestyle/how-help-senior-citizens-during-coronavirus-pandemic-ncna190591>

**Apr. 26th, 2020 / Keywords: Threat to mental health; High mortality; High infectivity;**

Coronavirus: suicide experts warn of pandemic's impact on **mental health**, with Hong Kong's jobless, poor and **elderly most at risk**. **Among those most at risk** are workers who have lost their jobs, those facing severe financial hardship and **elderly people who feel cooped up at home because of restrictions on movement during the crisis**.

<https://www.scmp.com/news/hong-kong/health-environment/article/3081582/coronavirus-suicide-experts-warn-pandemics-impact>

**Apr. 28th, 2020**

Others, though, recounted the challenges of distance learning, **from struggling to understand assignments and getting easily distracted to not having reliable internet**. "If you had told me a few months ago that I would be praying to go to school, I would've laughed and called you crazy, but I would do anything to go back to my school," Hannah from Nashville said.

<https://www.nytimes.com/2020/04/09/learning/what-students-are-saying-about-remote-learning.html?action=click&module=RelatedLinks&pgtype=Article>

**May 6th, 2020**

**Parents Nervously Return to Work in Italy, Children Are Still at Home.**

Italy, once the epicenter of the coronavirus outbreak in Europe, became the first European country to impose national lockdown restrictions on March 10. On Monday, it lifted some of those restrictions, and **around four million Italians returned to work, with more to follow. But schools, nurseries, day cares and summer camps have remained closed**. Italy has one of the lowest fertility rates in Europe. If those numbers were to decrease even further as a consequence of growing **uncertainty among potential parents**, it "would be a disaster," Ms. Bonetti said.

<https://www.nytimes.com/2020/05/06/world/europe/italy-coronavirus-reopening-parents.html?searchResultPosition=38>

**May 9th, 2020**

Also, your need for care may not have gone away, even if the entity that was going to provide it is closed down. **If you're working from home and your child's school is closed, the need might have gone up**.

Unfortunately, you can't use money from the account to pay your 14-year-old to watch your 4-year-old while you work. (Yes, I asked, and Ms. Dielert laughed at me, or maybe it was with me.) But you could use it to pay your 14-year-old's best friend. You can even use it to pay a relative who is not a dependent of yours.

<https://www.nytimes.com/2020/05/09/your-money/dependent-care-account-coronavirus.html?searchResultPosition=7>

**May 13rd, 2020**

**So many parents are burnt out from trying to educate their children at home, and while there are calls to give up on distance learning all together**. "I'm not ready to quit just yet. So I asked a teacher, a learning specialist and a head of school how parents can keep going when every minute feels like an eternity.

<https://www.nytimes.com/2020/05/13/parenting/coronavirus-remote-learning-burn-out.html?searchResultPosition=3>

**May 14th, 2020 / Keywords: Disrupting work;**

For some people, that lack of structure can feel like a deeply personal loss. Dr. Blustein said, **Disrupted workers may have trouble organizing their time or even creating expectations for the day**. "It can almost feel surreal to them," he said. But even men who are able to work remotely during the emergency period may **feel extra pressure** to prove their productivity to employers who value long hours and displays of devotion to the job.

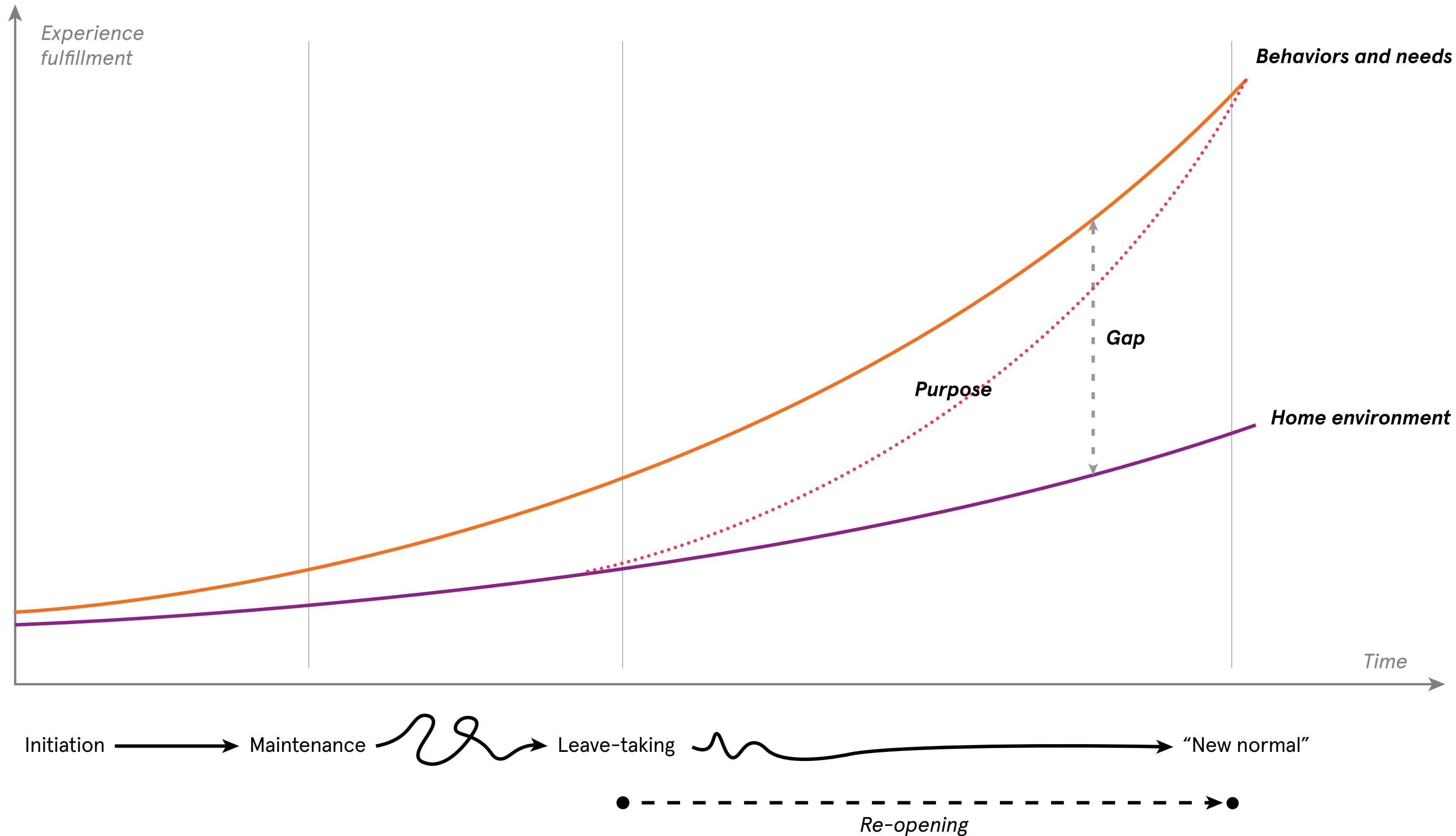
<https://www.nytimes.com/2020/05/14/well/mind/coronavirus-work-stress-unemployment-depression-anxiety.html?searchResultPosition=7>

Figure 9. Evidence map, collecting articles from various online sources, and grouped by paradox





# Problem statement



## PROBLEM STATEMENT

The maintenance of social distancing rapidly transformed our behaviors and needs. The home environment couldn't keep pace with these unexpected changes, **limiting the satisfaction of psychological and physical needs**. This gap generated an **inchoate experience** vulnerable to anxieties and fears.

## GENERAL PURPOSE

Create an **integrated, fulfilled experience** based on a **supportive environment** for a more fluent leave-taking of social distancing, enabling **elderlies** to reduce anxieties and fears while keeping safety and trust in their home.

Figure 10. Problem statement, integrating theories from Erving Goffman, the general purpose and the concept of home.



# User profiles

## PRIMARY USERS

### ELDERLY

**Age:** over 60 years old

**Gender:** 60% Female 40% Male

**Job title:** retired

**Work hours:** 0h/week

**Location:** Italy

**Technology skills:** very basic, functional to his needs, partially independent

**Risk of severe illness:** high

**Isolation:** high (loneliness, need care)

**Family:** married with children or widower/widow

**Attitudes:** conservative on new technologies, in need of care and attention

## SECONDARY USERS

### ADULT FAMILY MEMBER

**Age:** 20–50 years old (family member)

**Gender:** Male or Female

**Job title:** any part-time/full-time job that allows some time at home

**Work hours:** 40h/week (they help in turns with the other family members)

**Location:** Italy

**Technology skills:** functional to communication and entertainment, independent

**Risk of severe illness:** low-medium

**Isolation:** average, they are allowed to visit the family member in need

**Family:** married, engaged in a relationship or single

**Attitudes:** willing to help others, busy for work, attached to the family

## TERTIARY USERS

### PROFESSIONAL CAREGIVER

**Age:** 30–50 years old

**Gender:** Mostly female

**Job title:** nurse

**Work hours:** 40h/week or 24/5

**Location:** Italy

**Technology skills:** functional to communication and entertainment, independent

**Risk of severe illness:** medium

**Isolation:** average, they are allowed to go to work

**Family:** married with children or engaged in a relationship

**Attitudes:** willing to help others, knowledgeable, knows proper time management

### YOUNGER FAMILY MEMBER

**Age:** 6–20 years old (family member)

**Gender:** Male or Female

**Job title:** student, or any part-time job

**Work hours:** school time or less than 20h/week (they are close to the elderly outside work/school hours)

**Location:** Italy

**Technology skills:** functional to communication and entertainment, faster in learning, independent

**Risk of severe illness:** low

**Isolation:** high, during social distancing they can leave home only if necessary

**Family:** single

**Attitudes:** friendly, playful, energetic, willing to help their grandparents



Four orders of design  
to support elderlies' need of

# Connectedness

	<b>Communication</b> <i>Symbols</i>	<b>Construction</b> <i>Things</i>	<b>Interaction</b> <i>Actions</i>	<b>Integration</b> <i>Thoughts</i>
<b>Inventing</b> <i>Symbols</i>	<b>Information</b> what kind of news or information will make the elderly feel connected?			
<b>Judging</b> <i>Things</i>		<b>Devices</b> How can the product help the elderly get a better connection?		
<b>Deciding</b> <i>Actions</i>			<b>Activities</b> Which kind of service or activities will bring a sense of connectedness?	
<b>Evaluating</b> <i>Thoughts</i>				<b>Organizations</b> How can the community or organizations support the system?

Figure 13. Four orders of design for the elderlies' need of connectedness, based on the four orders of design from Richard Buchanan.



## PROBLEM STATEMENT

The maintenance of social distancing rapidly transformed our behaviors and needs. The home environment couldn't keep pace with these unexpected changes, **limiting the satisfaction of psychological and physical needs**. This gap generated an **inchoate experience** vulnerable to anxieties and fears.

## GENERAL PURPOSE

Create an **integrated, fulfilled experience** based on a **supportive environment** for a more fluent leave-taking of social distancing, enabling **elderlies** to reduce anxieties and fears while keeping safety and trust in their home.

## WORKING HYPOTHESIS

If the home environment can match the needs of caring for the elderly **through communication, product, interaction and humanistic design**, then **an experience** will take place through the integration of intellectual, aesthetic and practical experiences.

This integration can bring comfort, security and sense of belonging to the elderly, reducing their anxiety and fear in the process of **maintenance and leave-taking** from social distancing.

## Central Idea: A self-managed health community

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Create a community-based platform, connecting together elderlies and medical professionals in both in the online and offline world, aimed to improve elderlies' quality of learning about their physical and mental health.

# Framework of working hypothesis

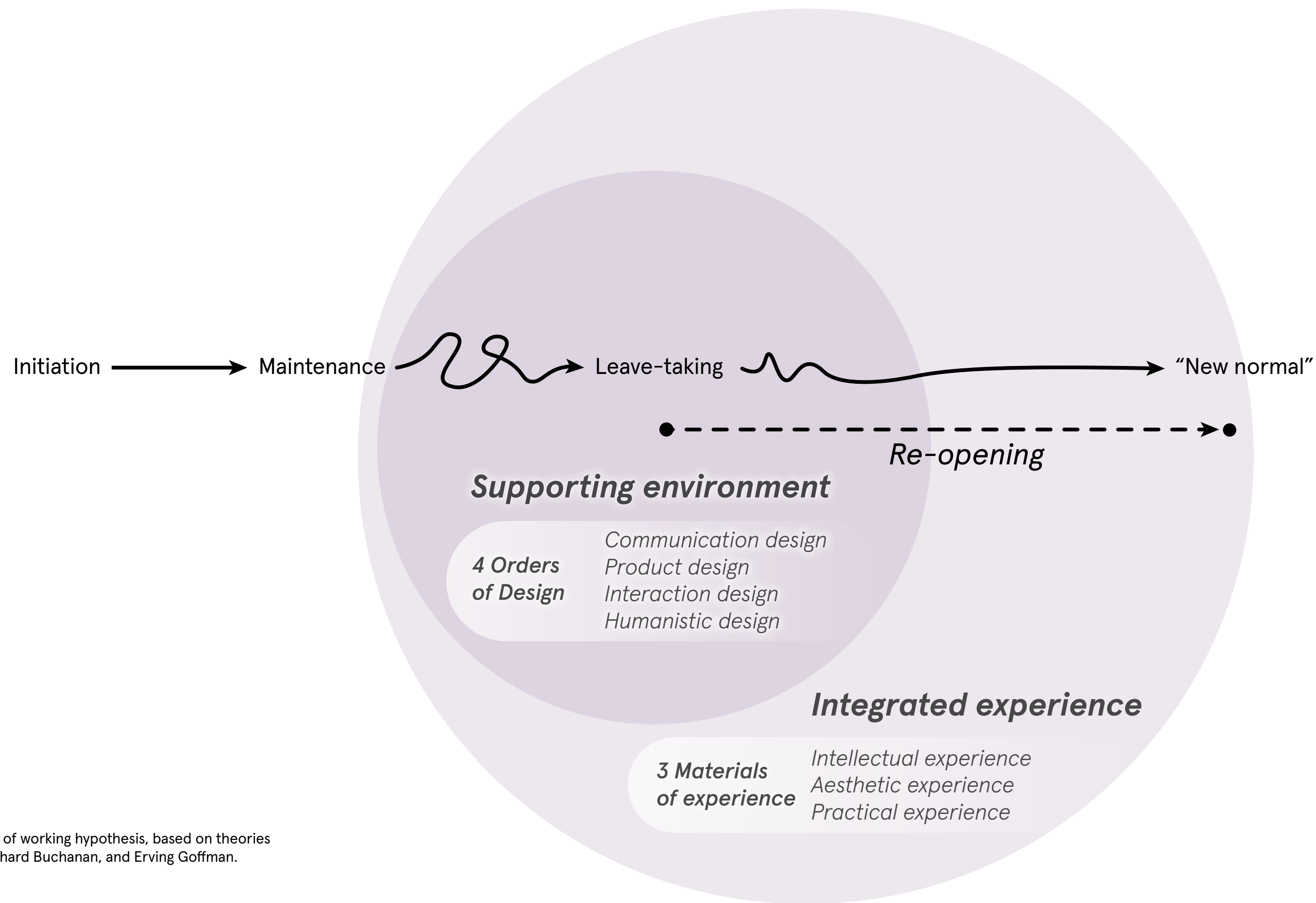


Figure 14. Framework of working hypothesis, based on theories from Jhon Dewey, Richard Buchanan, and Erving Goffman.

## GENERAL PURPOSE

Create an **integrated, fulfilled experience** based on a **supportive environment** for a more fluent leave-taking of social distancing, enabling **elderlies** to reduce anxieties and fears while keeping safety and trust in their home.

## PROBLEM STATEMENT

The maintenance of social distancing rapidly transformed our behaviors and needs. The home environment couldn't keep pace with these unexpected changes, **limiting the satisfaction of psychological and physical needs**. This gap generated an **inchoate experience** vulnerable to anxieties and fears.

If the home environment can match the needs of caring for the elderly **through communication, product, interaction and humanistic design**, then **an experience** will take place through the integration of intellectual, aesthetic and practical experiences.

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## CENTRAL IDEA A SELF-MANAGED HEALTH COMMUNITY

Create a community-based platform, connecting together elderlies and medical professionals in both in the online and offline world, aimed to improve elderlies' quality of learning about their physical and mental health.



Four orders of design

# A self-managed health community

	<b>Communication</b> <i>Symbols</i>	<b>Construction</b> <i>Things</i>	<b>Interaction</b> <i>Actions</i>	<b>Integration</b> <i>Thoughts</i>
<b>Inventing</b> <i>Symbols</i>				<b>Information</b> What kind of information should elderlies exchange?
<b>Judging</b> <i>Things</i>				<b>Devices</b> What kind of physical products can help elderlies communicate and learn without high cognitive loads?
<b>Deciding</b> <i>Actions</i>				<b>Activities</b> What kind of activity elderlies should engage on? What kind of interaction?
<b>Evaluating</b> <i>Thoughts</i>				<b>Organizations</b> What changes we want to bring to the elderly community?

Figure 15. Four orders of design for a self-managed health community, based on the four orders of design from Richard Buchanan.



Concept map

# A self-managed health community

Create a community-based platform, connecting together elderlies and medical professionals in both in the online and offline world, aimed to improve elderlies' quality of learning about their physical and mental health.

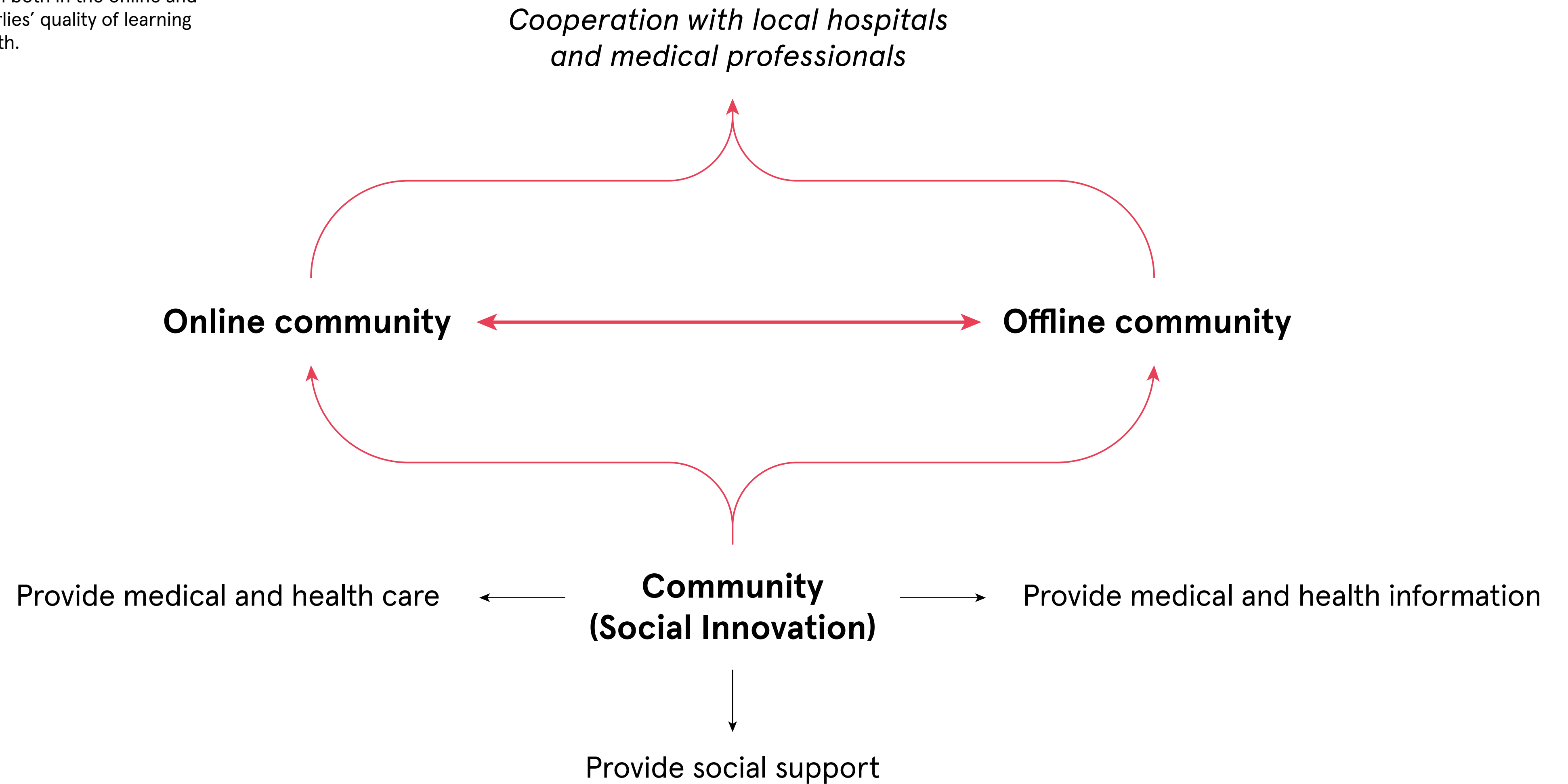


Figure 16. Concept map for a self-managed health community, based on theoretical framework, the central idea and the four orders of design insights.



# Elderly communities

*Sense of belonging and connectedness*

Elderlies socialize in their daily lives

*Health information and medical services*

Give health informations, access services to **communities**

*Healthcare management*

Give directives to **healthcare facilities**

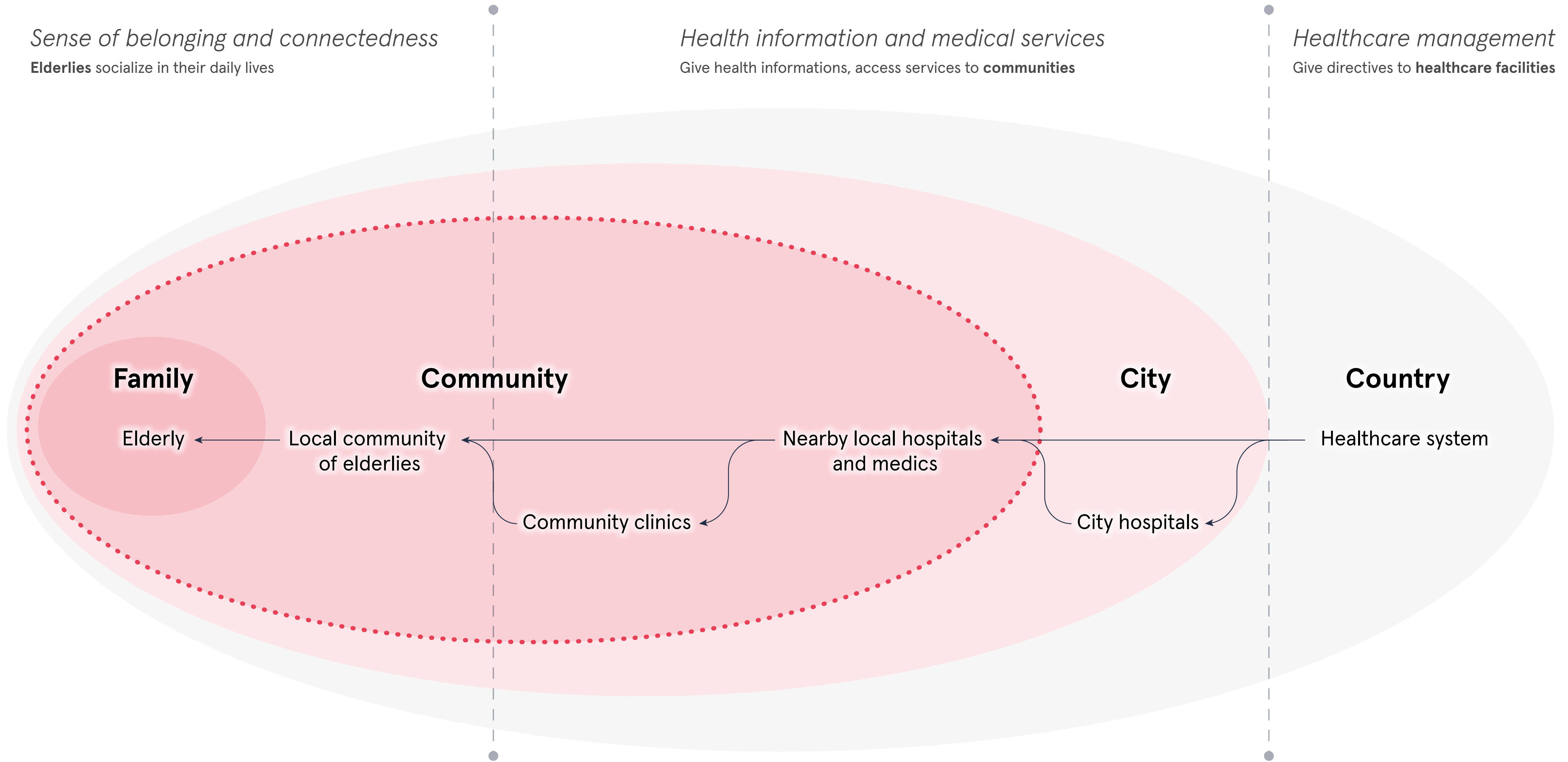


Figure 17. Elderly communities diagram, based on the central idea.



# Service channels over time

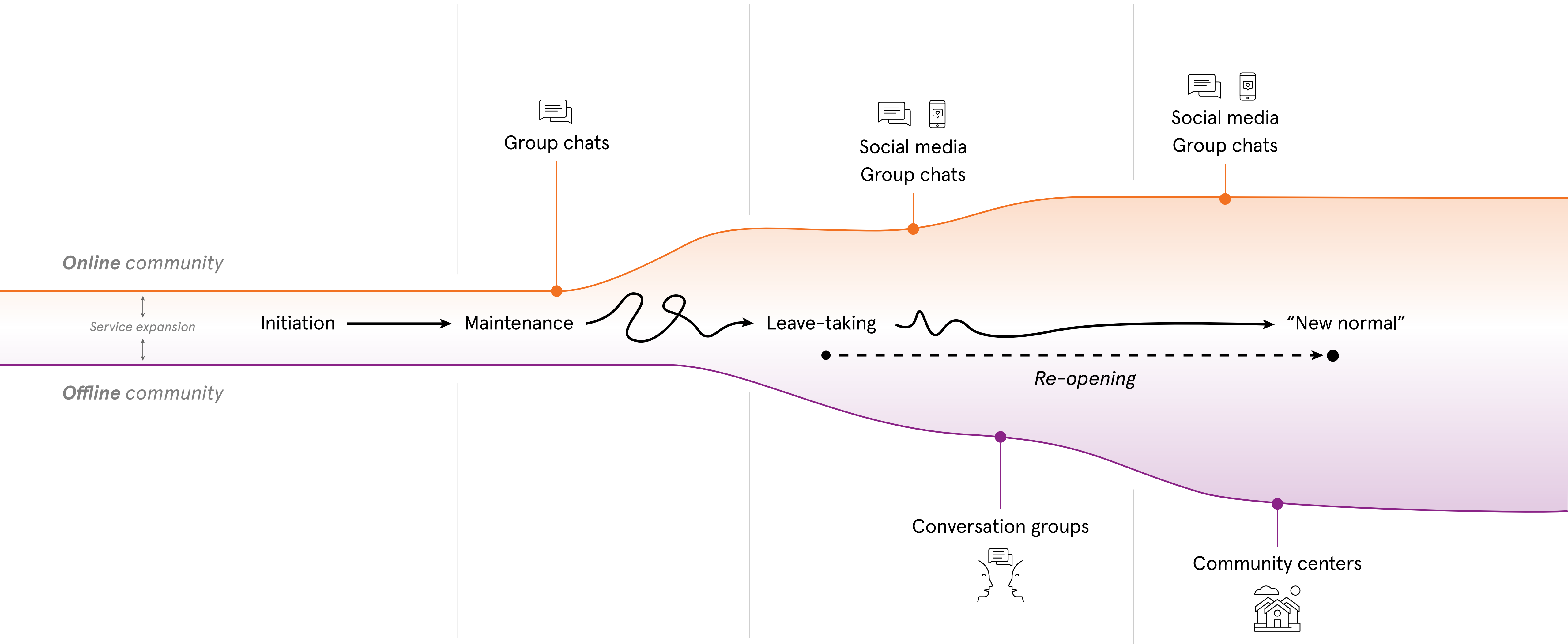


Figure 18. Service channels over time, based on the theories of Erving Goffman.



# Activities and interactions



Figure 19. Activities and interactions map, based on the scenario and the channels over time.





# Maria Brambilla

- **Age:** 71yr
- **Location:** Lombardy, Italy
- **Education:** middle school
- **Free time:** most of the day
- **Hobby:** cooking and watching TV
- **Job:** retired, housewife
- **Income:** €6000/yr
- **Family:** widow, 3 children, 4 grandchildren, lives alone
- **Technology:** smartphone, basic knowledge of messaging
- **Disabilities:** minor physical disabilities, bad eyesight
- **Needs:** **CONNECTEDNESS** with her family; understand her own **HEALTH**; make sure her family is healthy too.
- **Goals:** Collaborate for the wellbeing of the family
- **Hopes:** Getting back to the previous “normality” she was used to.



Images from pixabay.com and unsplash.com

Worrisome

Willing to help

Sociable

Talkative

Wise

Maria is a 71-year-old grandmother that lives in her own apartment.

Before social distancing, she was used to periodically meet with her family and friends, but during the epidemic, she needed to spend a long time at home alone.

The only way to communicate with them is through messaging applications, which she finds a bit difficult to use and often makes her frustrated.

She is very anxious about her health and she always wants to make sure everyone in her family is healthy and safe. Being helpful to family and society gives meaning to her daily living. She hopes she will soon be able to gather with her friends and family and get back to her daily tasks.



# Scenario - storytelling prototype

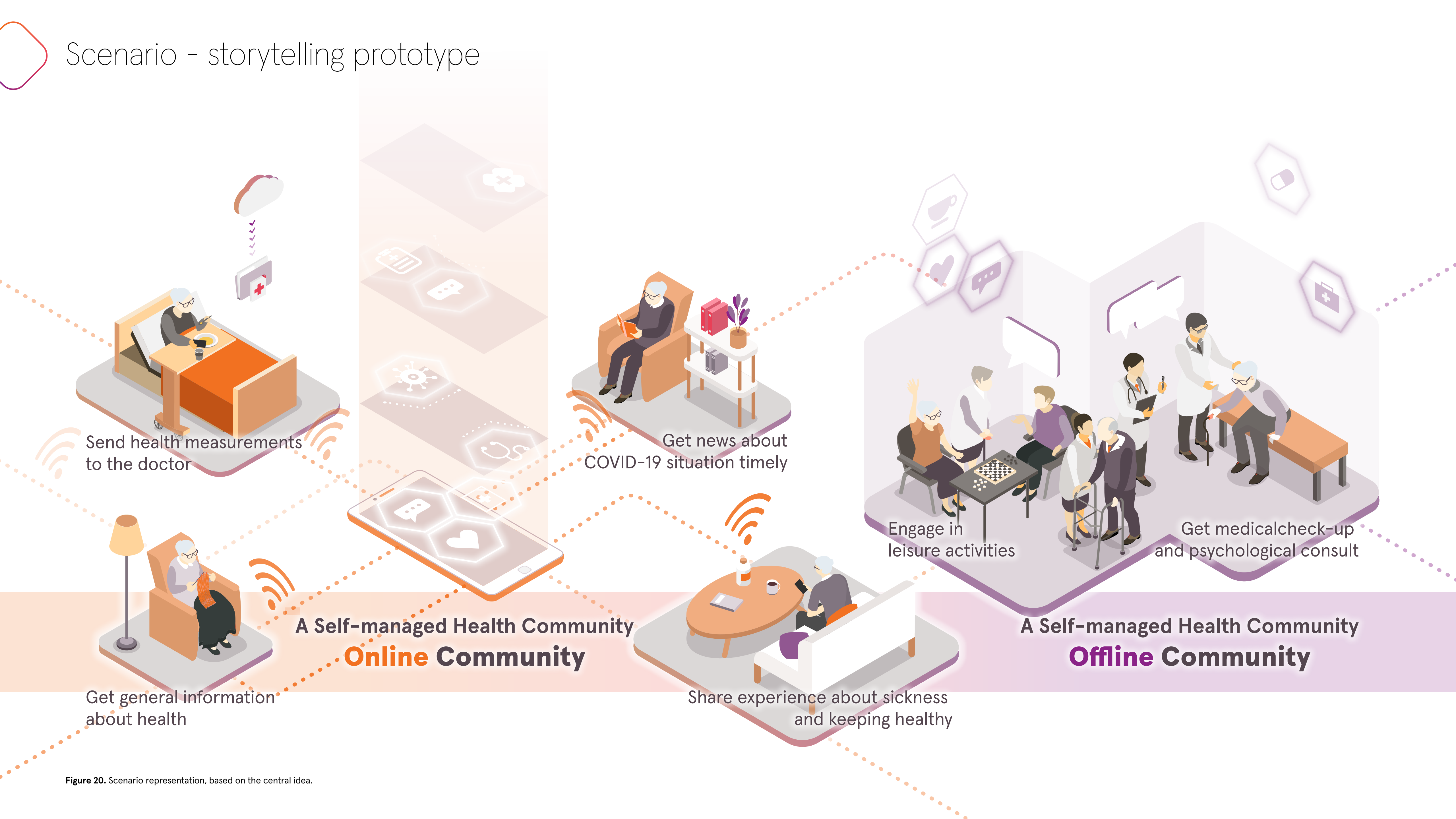


Figure 20. Scenario representation, based on the central idea.





# Service Blueprint

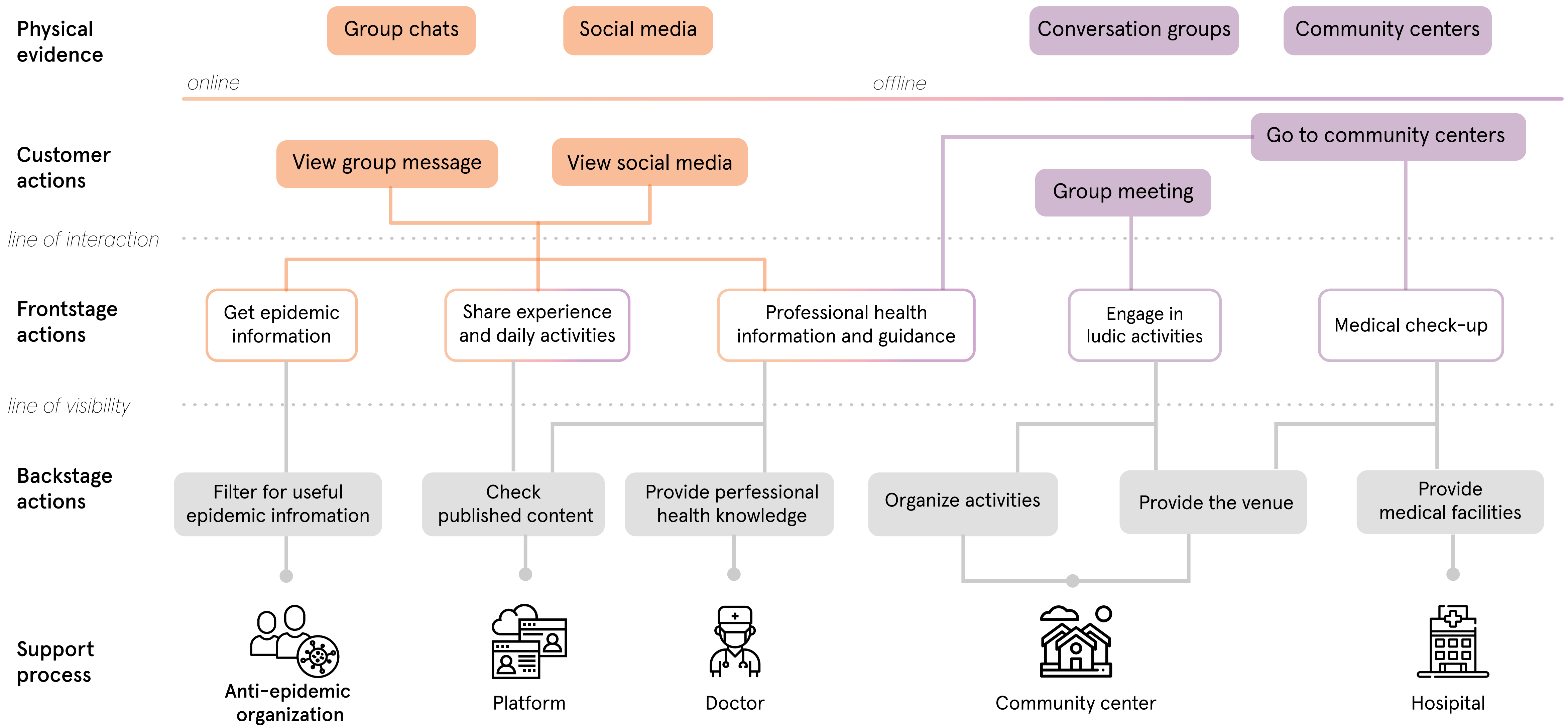


Figure 21. Service Blueprint, based on the scenario and the channels over time.



# An experience

Scenario 01 : Online / elderly - elderly

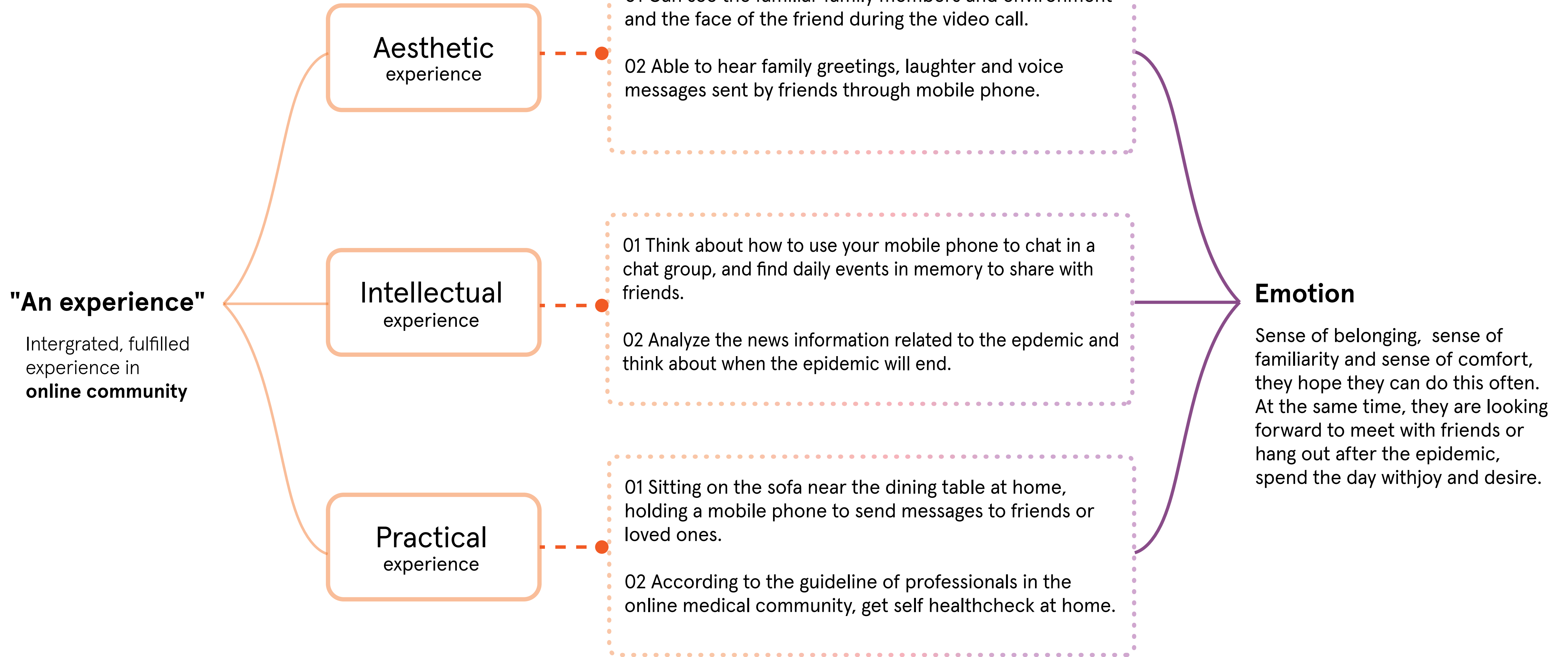


Figure 22. Three materials of experience online diagram, based on the theories of Jhon Dewey and the central idea.



# An experience

Scenario 02 : Offline / elderly - community center

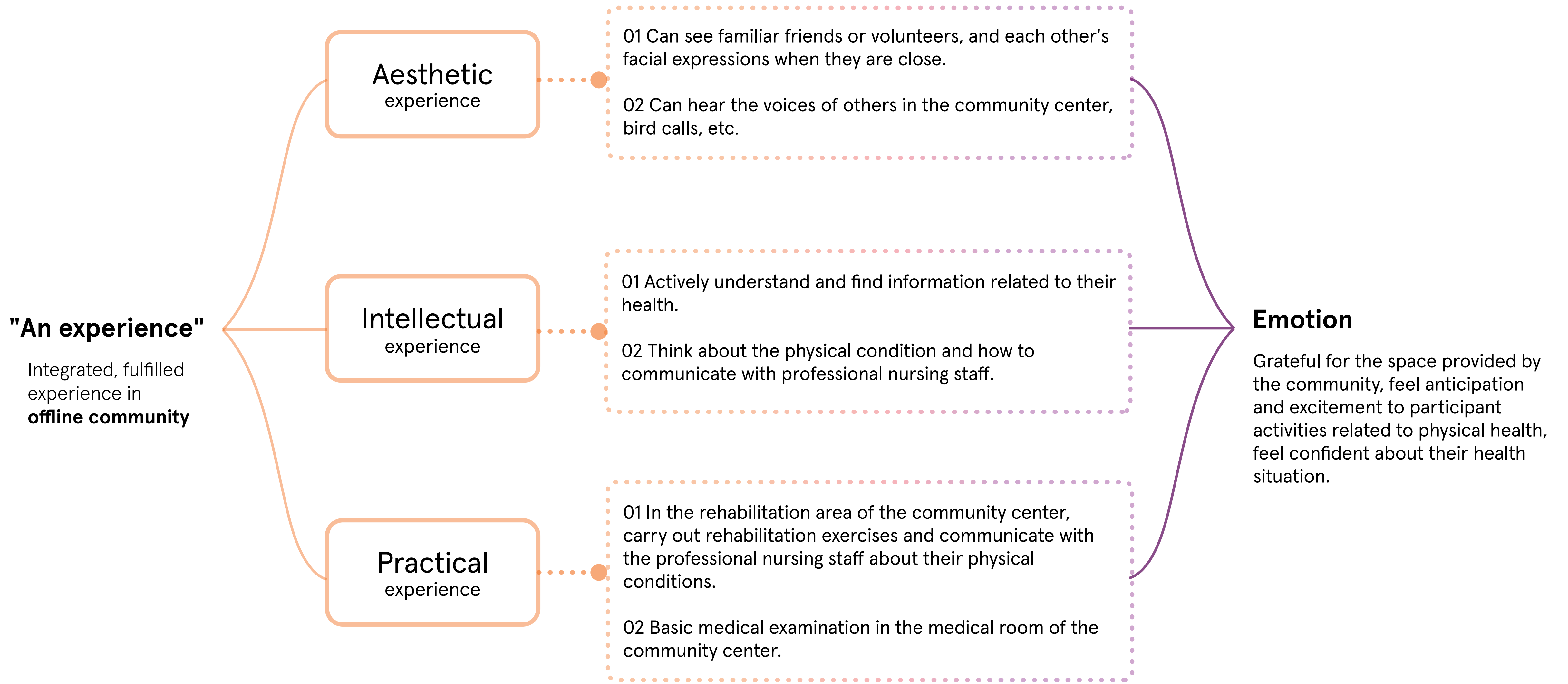


Figure 23. Three materials of experience offline diagram, based on the theories of Jhon Dewey and the central idea.





# Timeline

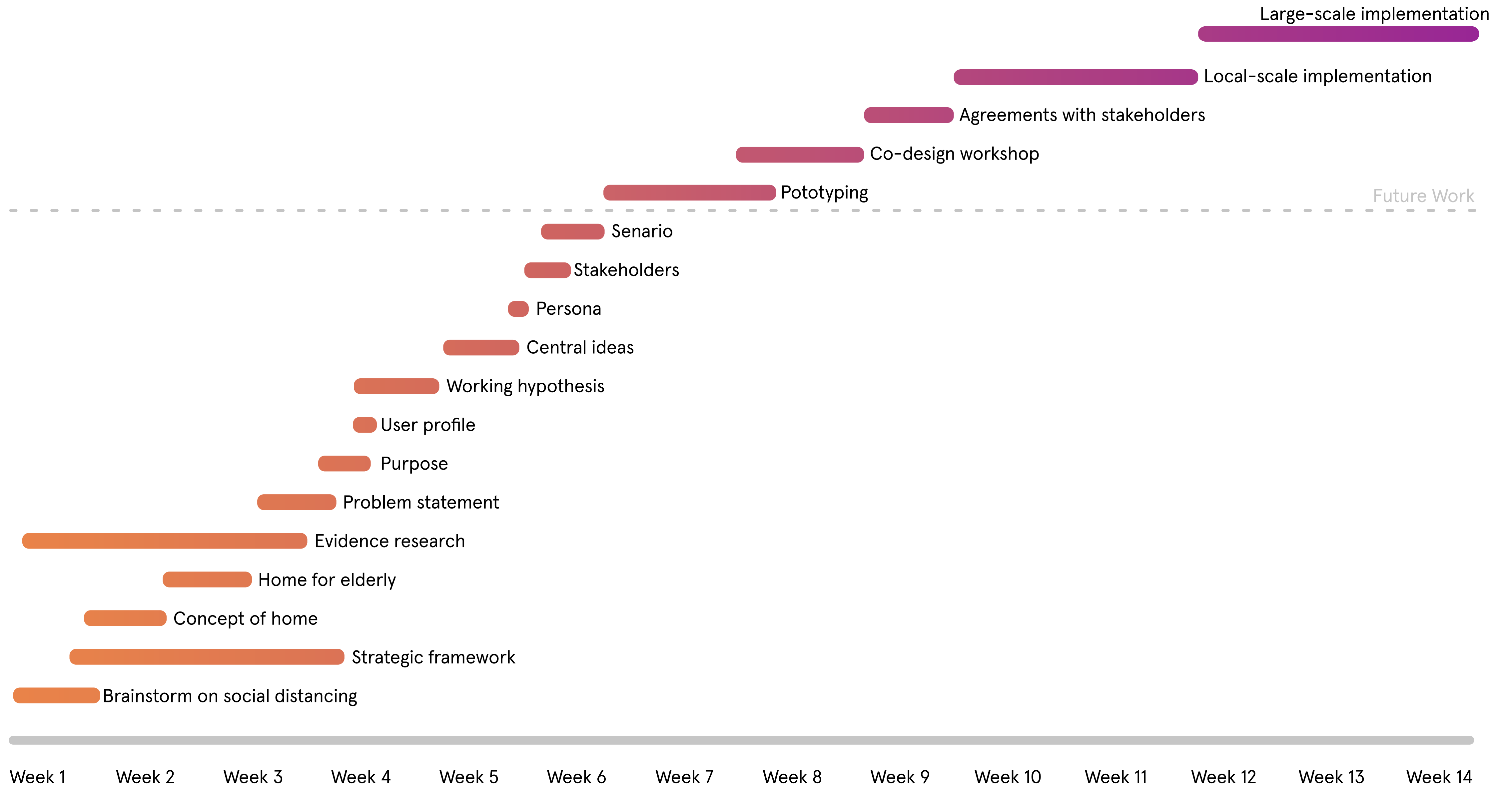
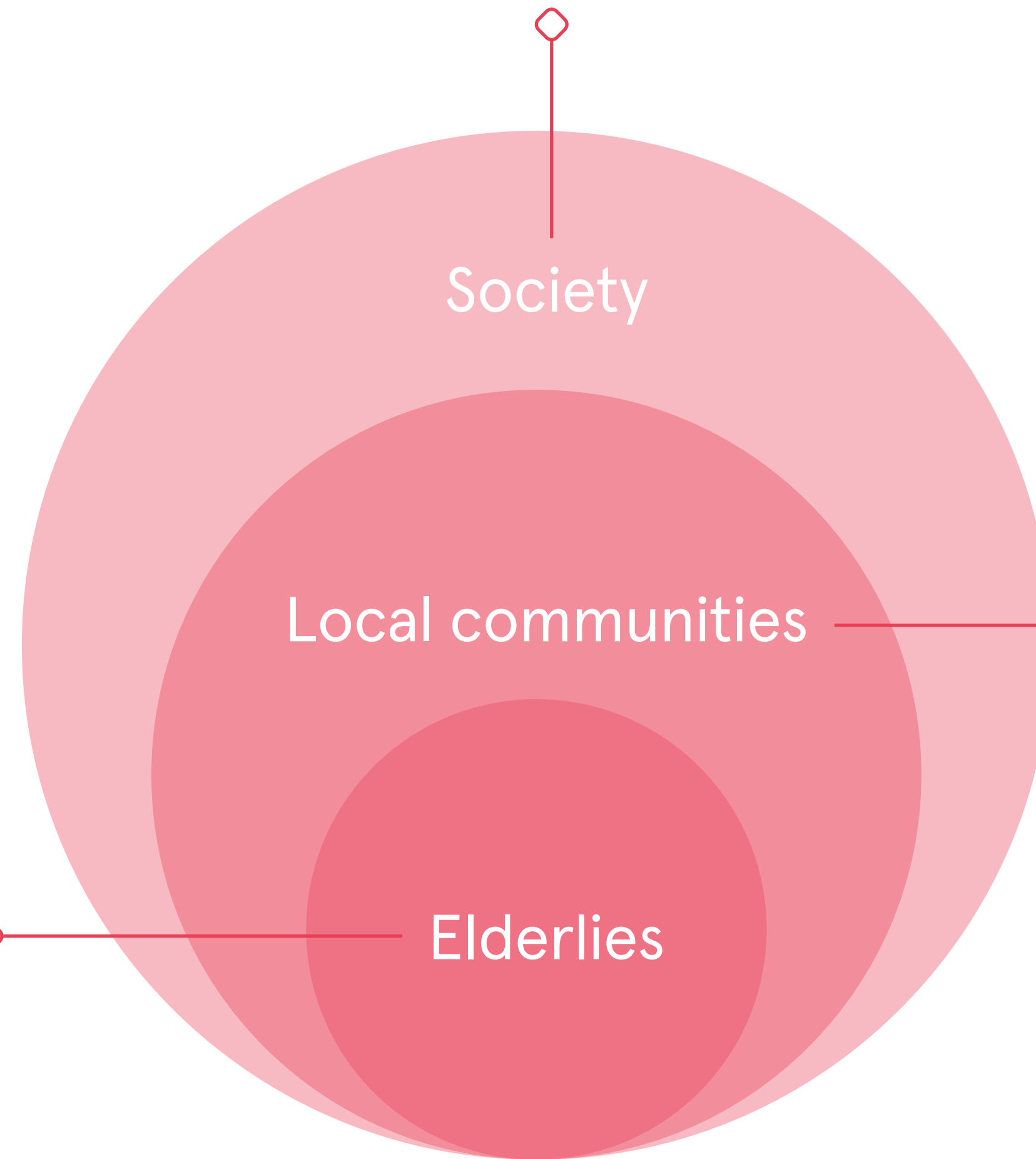


Figure 24. Timeline, based on team planning over 14 weeks.



# Significance

Lead to a more **inclusive society** towards senior citizens, and mobilize different social stakeholders to **face the social problem** of elderly well-being.



Society

Local communities

Elderlies

Local communities would benefit of a more lively participation, **improving the power of mutual assistance** among the neighborhood. Meanwhile, a cohesive local community will become a powerful promoter of a **sustainable ways of living**.

Improving elderly's capabilities of **self-management**, helping them to get quick support for their physical and mental well-being as well as supporting them in leading a more **digitalized lifestyle**.

Figure 25. Significance based on the development of the central idea.

◆◆◆ Thank you! ◆◆◆

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