

# **Co-creation with and for the ageing population**

## **OUTCOME REPORT**

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**ad10-id3**

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## Outcome report

Title: Co-creation with and for the ageing population

Project group: AD10-ID3 2009  
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Aalborg University

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This output report presents the result of the project process and is divided into two main parts. A representation of a synthesis of the knowledge generated through the co-creation process and the proposed concept which has been developed from it.

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Irune Gonzalez Cruz

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Maria Winther Kristensen



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# A STORY OF CO-CREATION

REVERSE ENGINEERING SOCIAL NETWORKING

The following section of the outcome report describes a synthesis of the co-creation process.

# Reverse engineering social networking

The project concerns the development of a web based platform for the purpose of strengthening the social network of seniors in Aalborg.

The overall approach of the co-creation process of this project can be seen as a type of reverse engineering in service design.

On one hand, the process has been based on discovering the technological principles of Web 2.0 applications, through analysis of its structure, function and operation. It involved taking Web 2.0 applications apart and analysing its workings in detail.

On the other hand, and being the most important part of the project, much more effort has been made in finding out the social interaction mechanisms that lay behind those second generation web platforms. The benefits that motivate people to use those platforms and the way the communication happens between them have been thoroughly analysed.

Once this has been understood, all the technological parts of the existing solutions have been removed in order to enable the target group participate actively, having overcome the barrier that could prevent them from doing it.

Then gradually, in small steps, a solution has been built, together with seniors, taking into account what is relevant in their everyday life.

The purpose of this has been to create a solution fitting the opportunities and skills of the elderly, and thereby making a solution which is desirable to them and can encourage them to try to use computers to create their own value.

In practice this was done by different simplified representations of the essence of Web 2.0 interaction, that were simulated e.g. by paper prototypes and scenarios. This process has been divided in five co-creation steps which are illustrated below.

Through all the engagement events, the previously mentioned co-creation steps, three main achievements were gained. In the following pages those main achievements of the approach are defined alongside an explanation on how they were obtained.

These three elements are labelled as:

- Finding the gold
- Taming the beast
- The proud parents

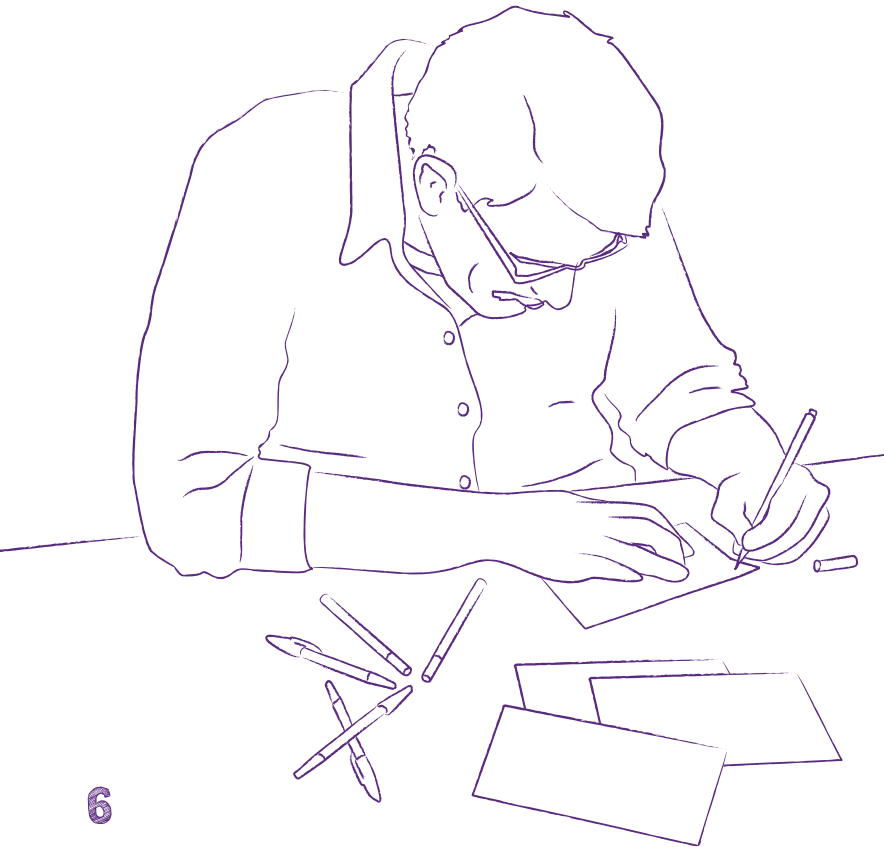


# Finding the gold

One of the main goals of the co-creation process was to find out how elderly can generate value and benefit from one another in order to strengthen their social network. It was important to create a solution that relates to the needs and resources of the users, thereby having a solution they will be motivated to use because of its relevance in their daily life.

In the different engagement events it was tried to co-create solutions from them by:

- Establishing problems, needs and interests
- Facilitating users with material that encourages participation
- Having the elderly co-create and evaluate ideas
- Generating, developing and detailing ideas further from the input from users
- Creating people to people scenarios in order for the users to experience the value of the ideas
- Simulating people to product interaction scenarios to establish interest and experience
- Testing value of ideas through having people interact with prototypes
- Evaluating and selecting of meaningful ideas from user



"I will probably use the Help market, the Activity calendar and the Story corner the most."

- Aase

"I would like to hear what others know about the subject."

- Kaj about his stories

"This is a good idea, and it could be useful in many other places"

- Ove about prototype 1

"I would never lend my drill, but I would go and make a hole for someone instead."

- Christian about Help market

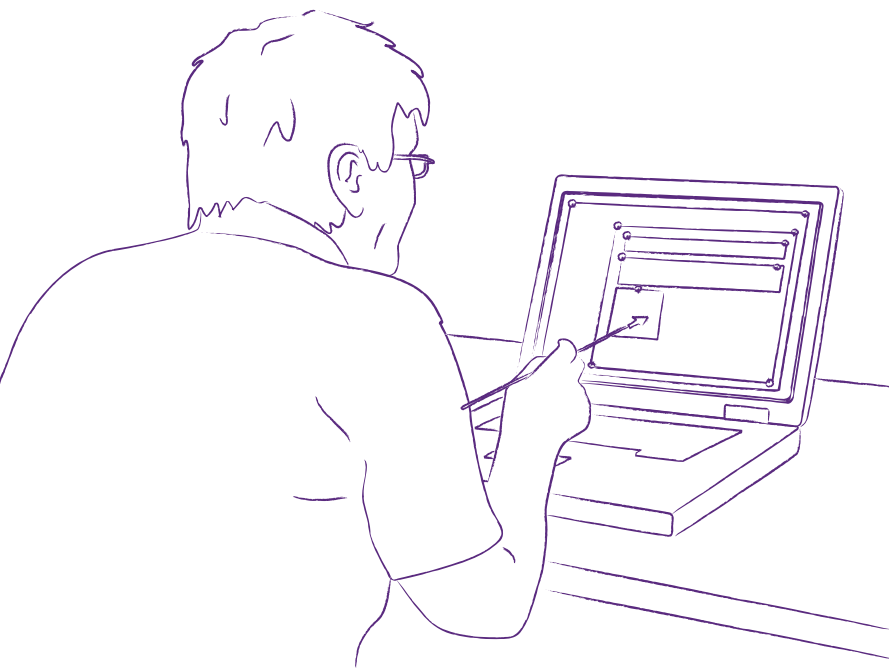
"It is good to connect people from different areas of the city"

- John about Story corner

"You can have my stories, I would like to share them."

- Karna

# Taming the beast



The second main objective of the co-creation was to overcome the barriers between elderly and technology, computers and internet in this case. Finding out why they were not using web 2.0 applications, having them understanding how it could benefit them and on basis of the motivation, and gradually introducing them to the technology while adapting it to their needs. This was done as mentioned by removing all technological aspects and adding them on along through the process.

In the different co-creation steps the barriers were overcome by:

- Finding their fears and insecurities
- Focusing in the potential of their residual capabilities and using them
- Finding the motivation and benefits for them to learn to use web 2.0 applications
- Simulating in a very simple way the people to product interaction, for them to have the understanding and experience of how to use the service, and to be able to evaluate and improve it from their experience
- Creating and testing the value of technology aspects while getting rid of the technology
- Co-creating a solution according to their skills or providing ways to improve them
- Adding on technology gradually, to get them to feel comfortable with it
- Creating a common language and knowledge frame of the co-creation sessions and material

"This computer is slow,  
but fun!"

- Anne Lise, referring to paper web  
prototype

"Now the whole thing makes  
sense to me"

- Christian, after paper web prototype test

"I would need some help  
the first time I should  
use it"

- Elinor, at scenario building workshop

"Videos and very clear instructions  
with pictures for each elements  
would make it easy to understand."

- Leif, during paper web prototype test

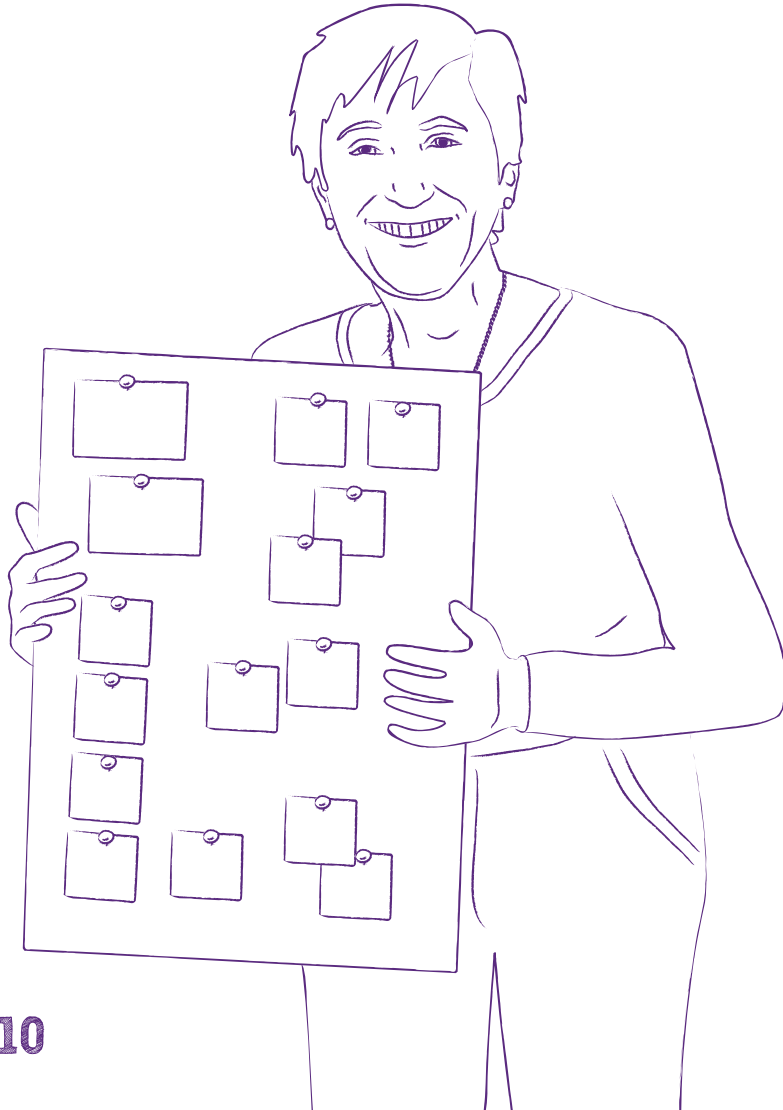
"If it is only for pensioners, I  
will feel more comfortable."

- Christian, at first workshop

"This is easy!"

- Aase, after having tried out the paper web  
prototype, referring to using the internet,  
which she never did before

# The proud parents



The third main point of the co-creation process was engaging the users in the project in a way so that they felt interested in it and build a feeling of ownership of the created solution.

This was done in order to have users that both were highly motivated for using the developed solution and also engaged in a degree so that they would tell others about the service, which can function as a sort of word of mouth advertisement. The excitement of the co-creators also served as a drive for them wanting to do good and put an effort in the co-creation work.

In the various co-creation events it was tried to build this motivation and sense of ownership by:

- Gaining their trust
- Showing a genuine interest in their problems, needs and what they have to offer
- Facilitating them with tangible material/tools to inspire their idea generation
- Giving examples for them to relate ideas to their own context
- Having them generate solutions according to their values
- Recognizing their knowledge, experience and participation and making them feel valuable and appreciated
- Listening to their opinions and ideas and letting them feel it
- Bringing their ideas to life
- Involving them once and again



"You should talk to him, he has the power to make it happen"

- Christian, talking about how to get some funds to develop the project in reality

"I will make some logos and send them to you"

- Leif

"I see that you have used my idea!"

- Hans

"I will tell the men I teach gymnastics to have a look at it..."

- Anne Lise, wanting to make more people participate in prototype 1

"Just call me any time. I'm happy to participate in the project"

- Elin



# THE CO-CREATED CONCEPT

GRÅ GULD

The following section of the outcome report describes the developed concept.

# Vision

In the near future the amount of elderly will increase compared to the current situation. The public health care system will not be equipped to cope with this challenge.

The wish for both elderly and the health care system is that the seniors can stay active and independent from help as long as possible.

The social network of elderly is important regarding their social state, but it also affects both physical and mental health. This means that the well being of individuals can be improved by reinforcing their social network.

By use of Web 2.0 applications new opportunities for social networking of seniors can be created. New relations can be made, existing ones can be nurtured and virtual communication can be used as an facilitator for physical encounters.

GRÅ GULD is targeted to people in the third age of life. These are seniors who are active and more or less independent of help from the public health care system. By strengthening their social network it is attempted to improve their well being and postpone the fourth age.

The GRÅ GULD platform connects seniors of Aalborg Municipality, and enables a horizontal information sharing between them. Keeping the system in a local level makes the communication secure and trustworthy. The platform enables users to create value for themselves and use their knowledge and skills to help one another.

All of which will lead to improvement of their social network.



# The 4 service elements

The service platform consist of 4 main elements that the seniors can use for finding information from others and apply own information to.

## ACTIVITY CALENDAR

Share and find information about the local activities going on in your local area.



## HELP MARKET

Offer and ask for advice or practical help



GRÅ  
GULD

## STORY CORNER

Read and comment on stories of other people and write your own



## INITIATIVE WALL

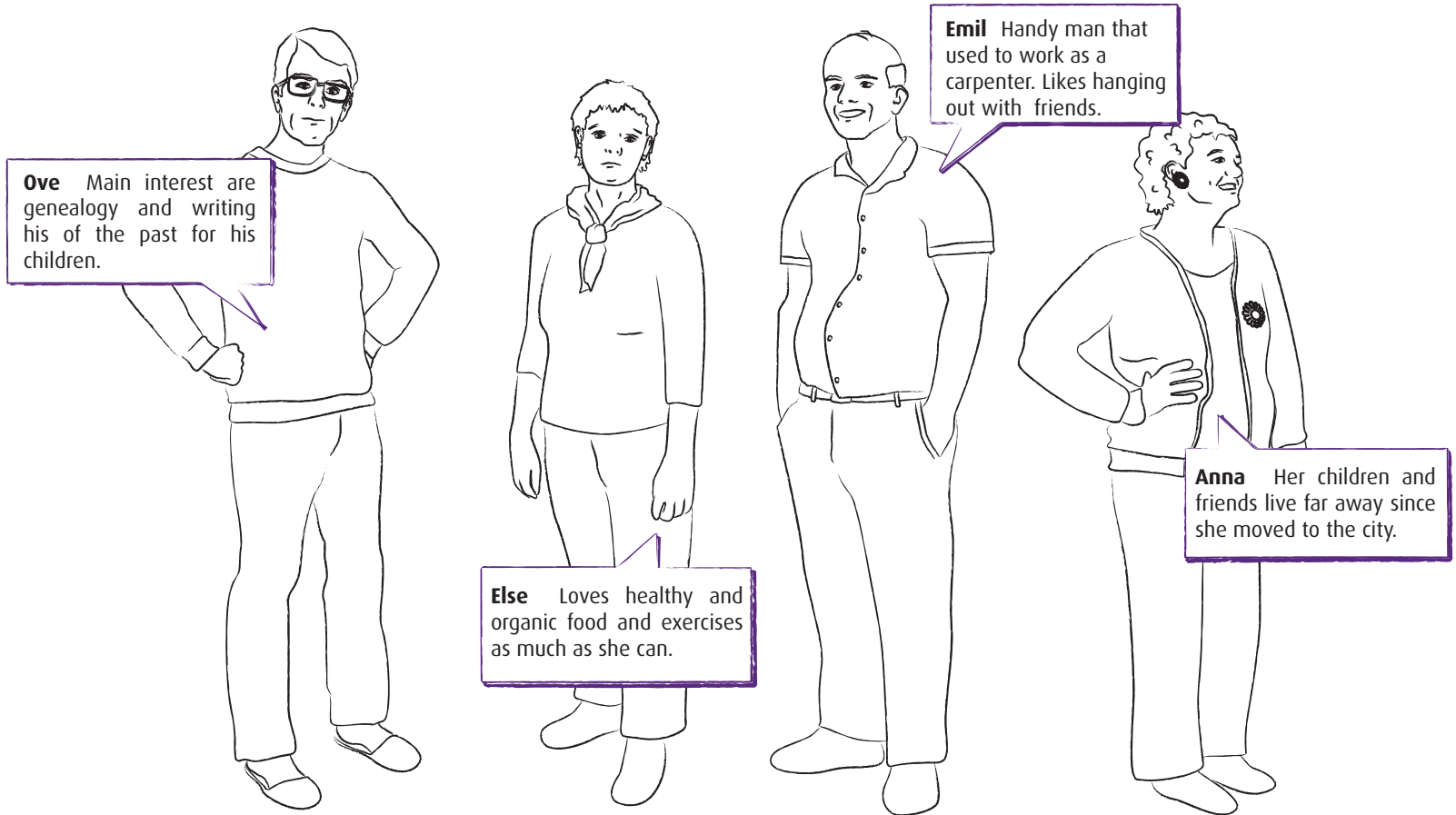
Propose initiatives for new social encounters or reply to initiatives from others



# Use scenarios

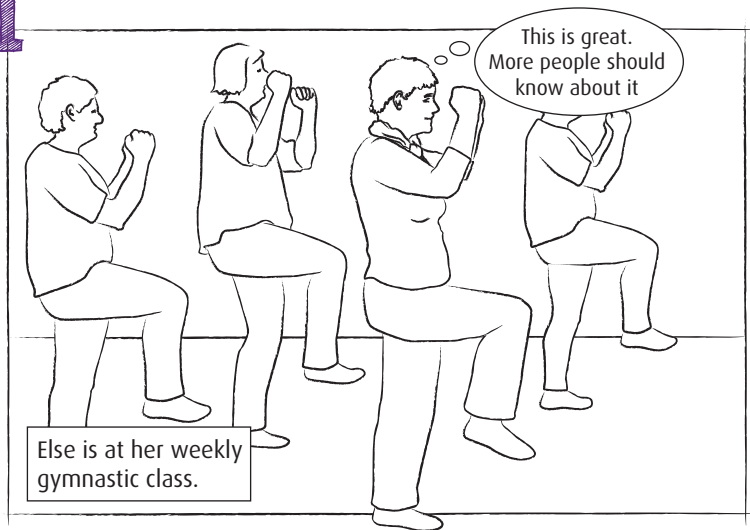
In the following pages four different use scenarios are presented, representing the social interaction that each of the four elements of the service can lead to.

The scenarios are developed around four created personas which are displayed below.

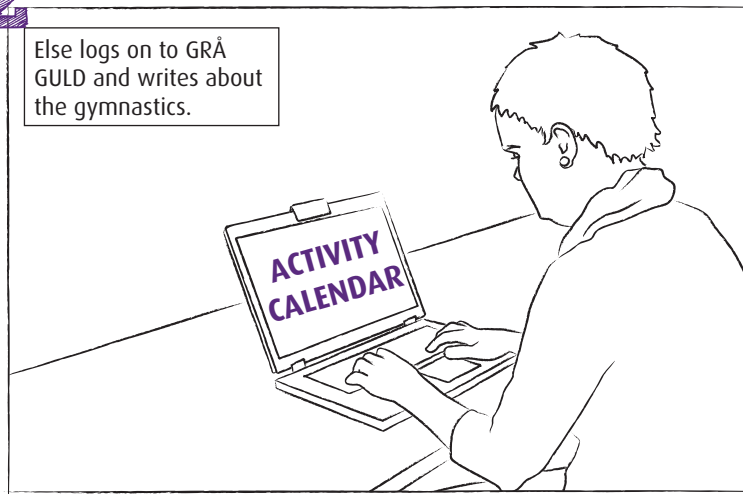


# ACTIVITY CALENDAR

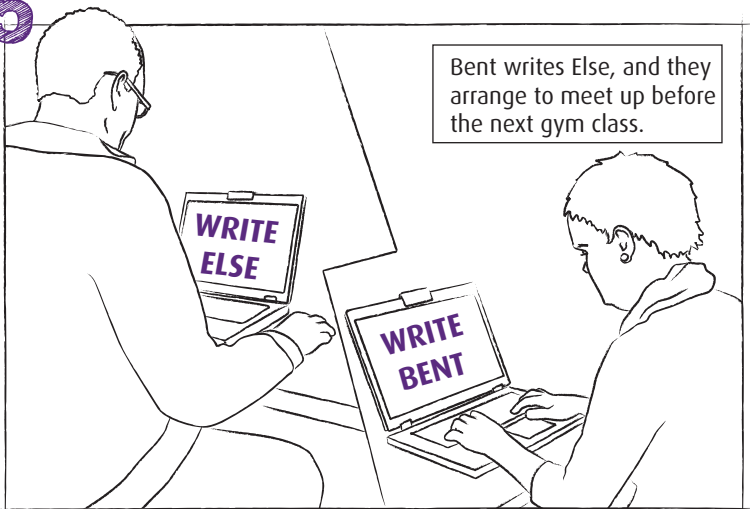
1



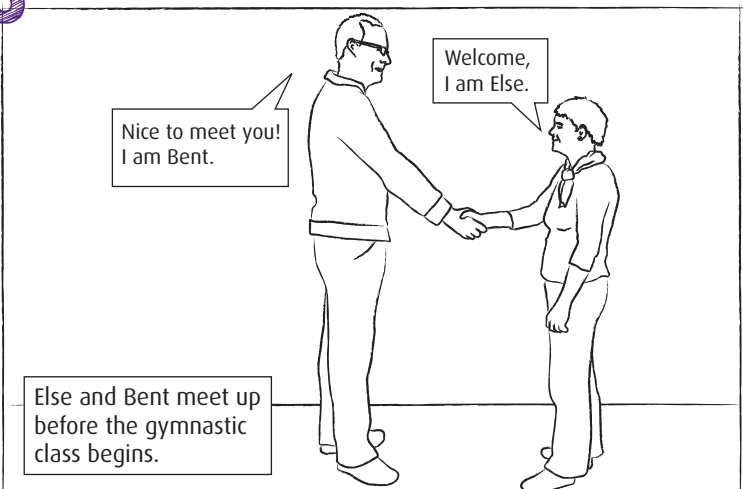
2



5



6





3

My doctor told me I should exercise some more, what can I do?

Bent is sitting at home thinking.

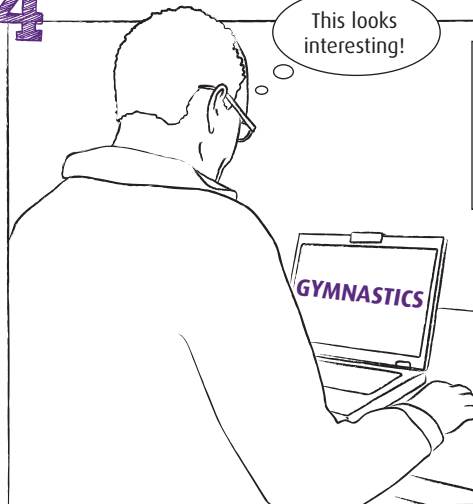


4

This looks interesting!

Bent logs on to GRÅ GULD, searches for activities in his area and finds Else's gymnastic add.

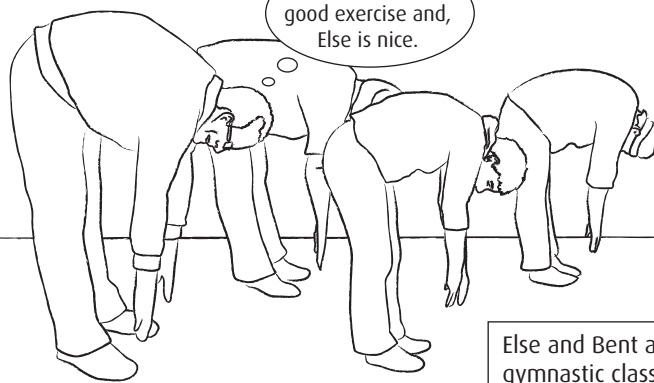
GYMNASTICS



7

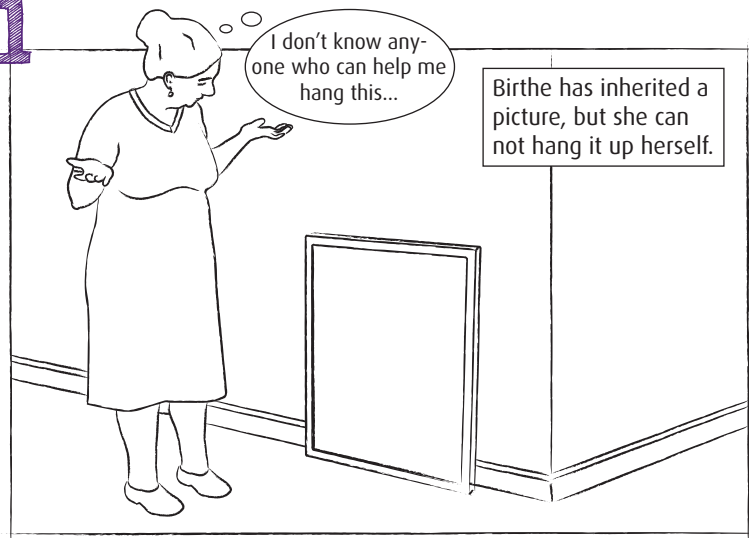
Phew, this is good exercise and, Else is nice.

Else and Bent at gymnastic class.



# HELP MARKET

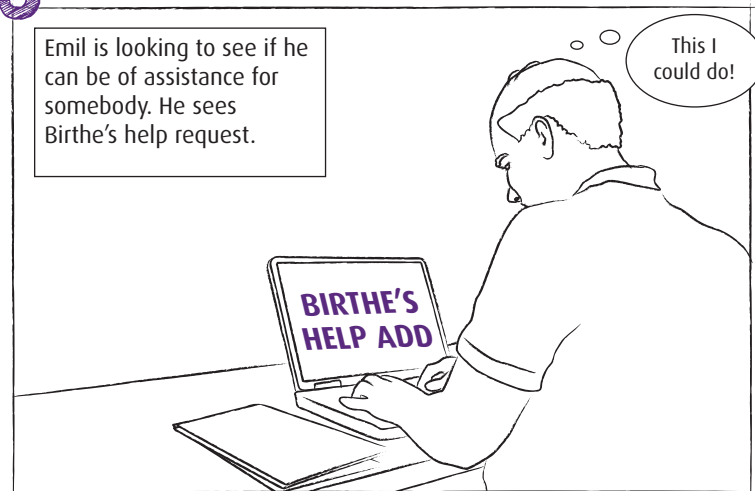
1



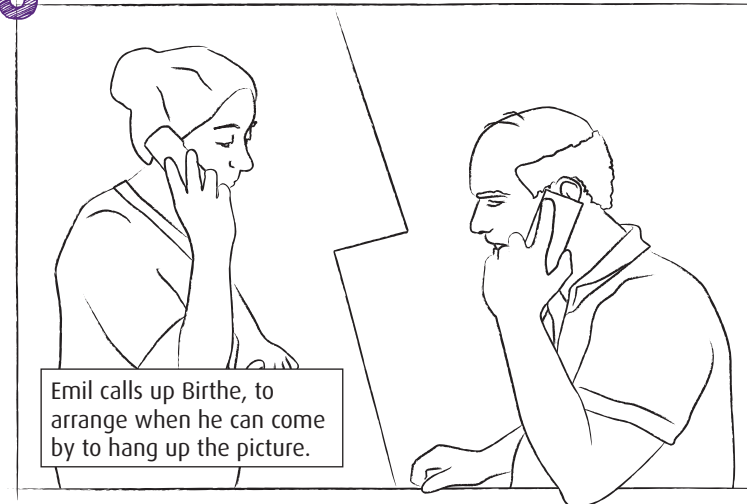
2



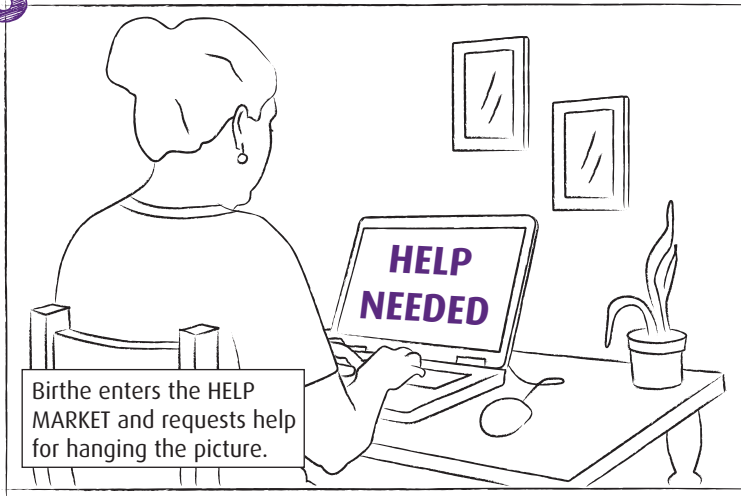
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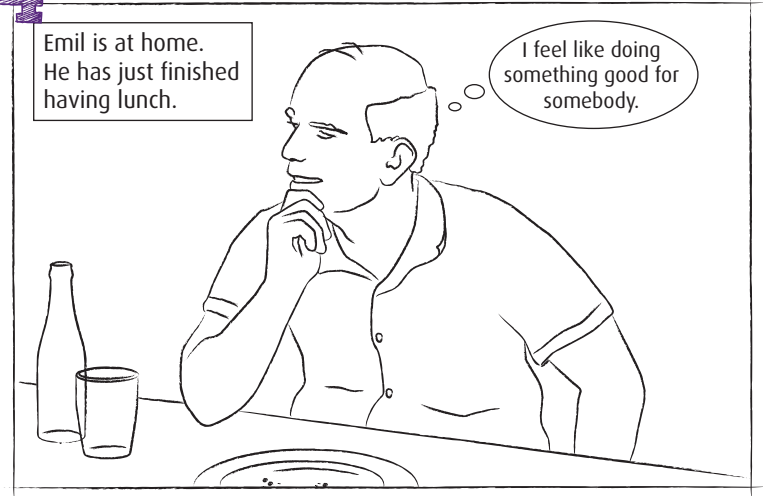
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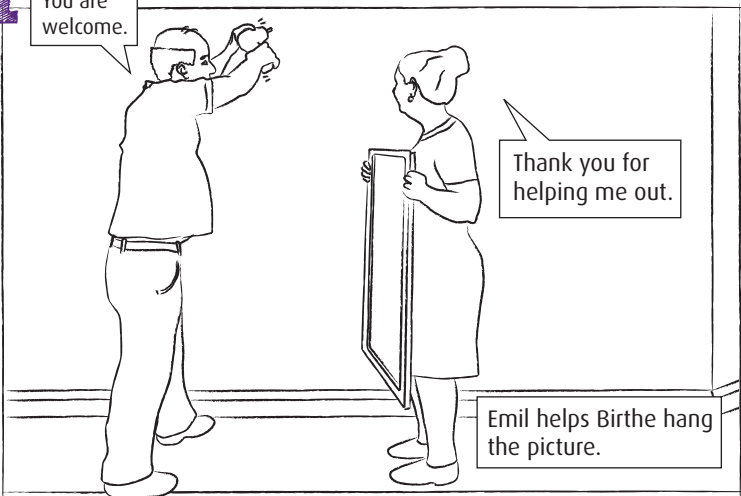
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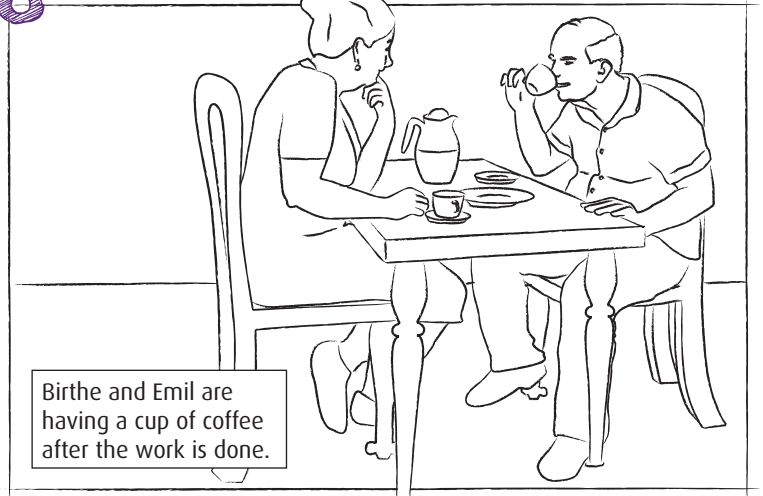
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7



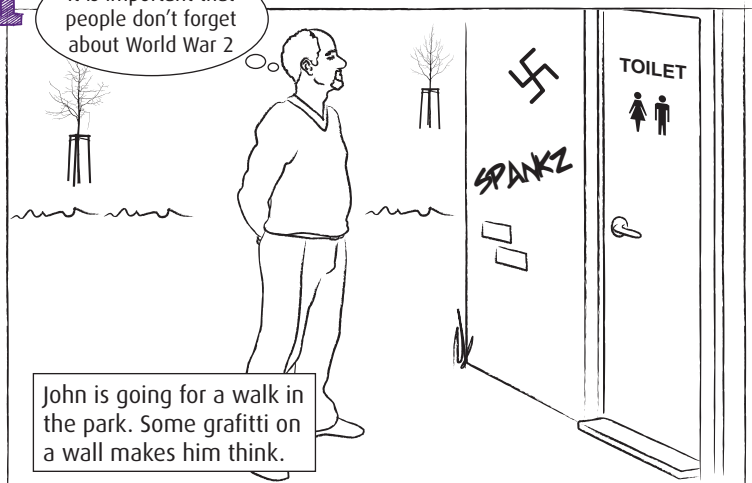
8



# STORY CORNER

1

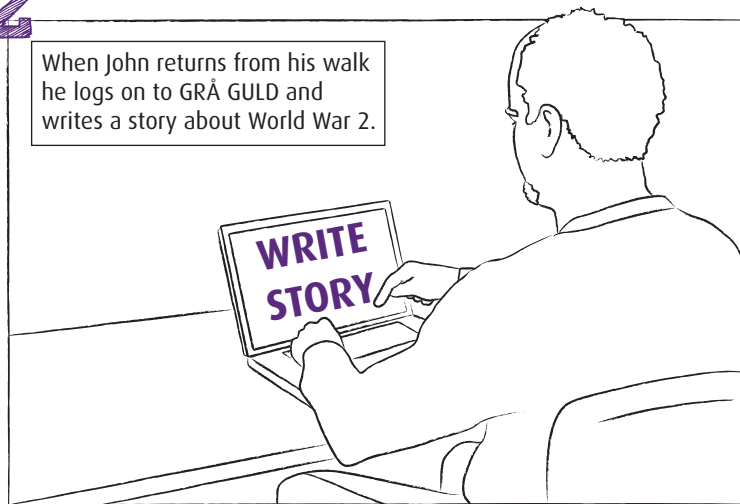
It is important that people don't forget about World War 2



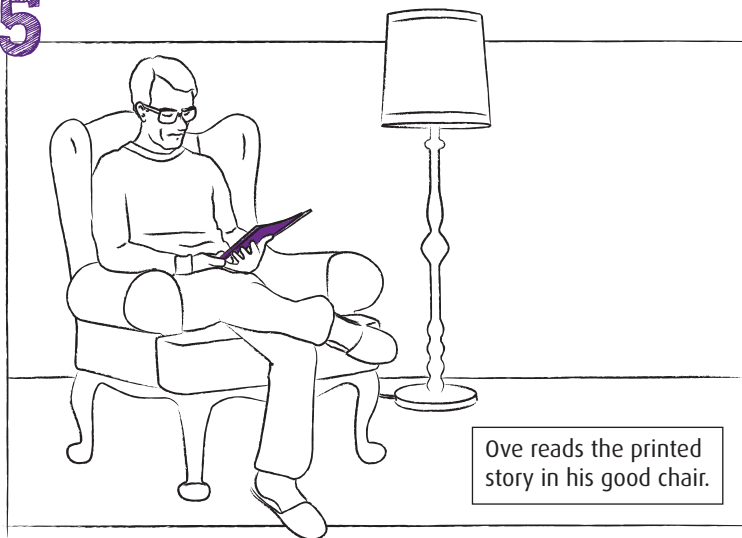
John is going for a walk in the park. Some grafitti on a wall makes him think.

2

When John returns from his walk he logs on to GRÅ GULD and writes a story about World War 2.



5

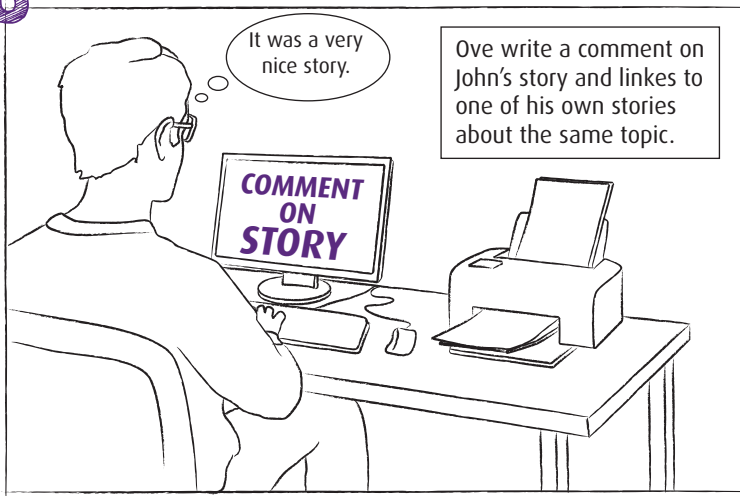


Ove reads the printed story in his good chair.

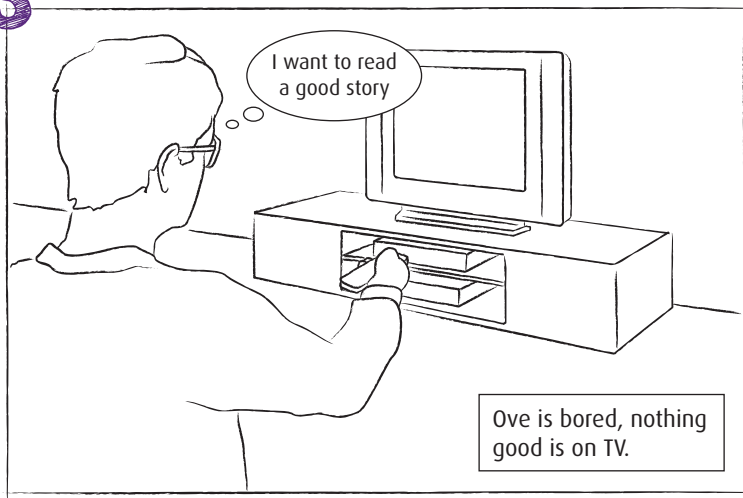
6

It was a very nice story.

Ove write a comment on John's story and linkes to one of his own stories about the same topic.



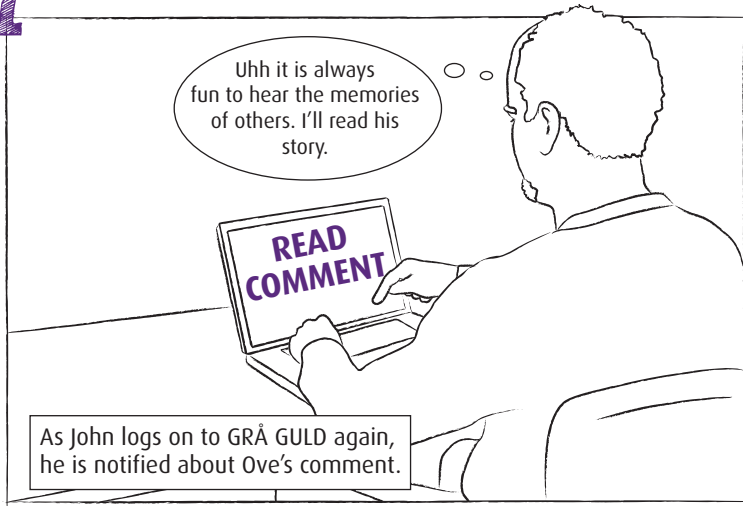
3



4

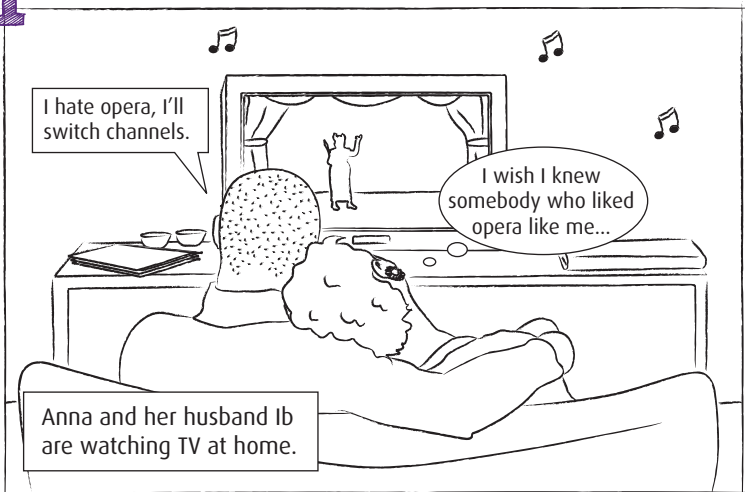


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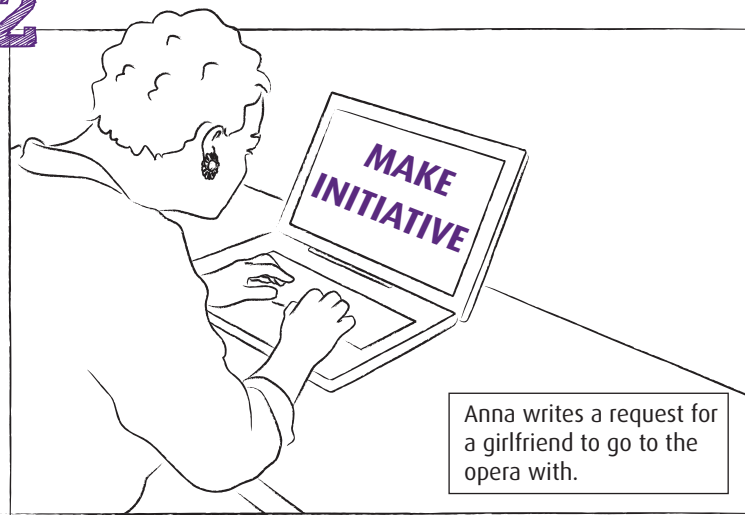


# INITIATIVE WALL

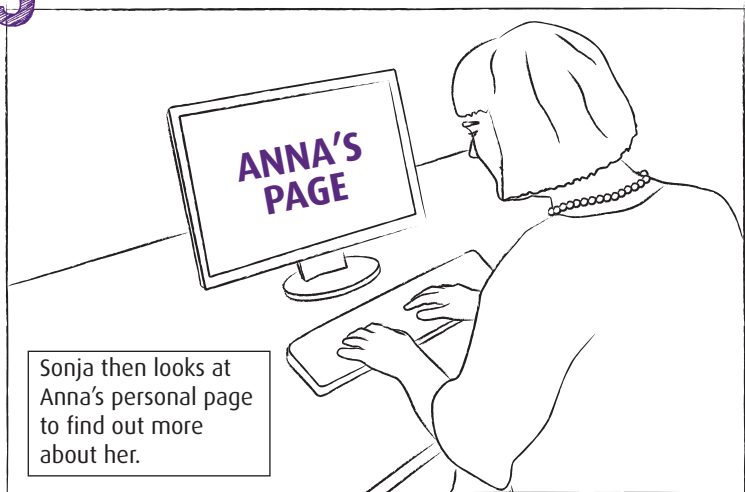
1



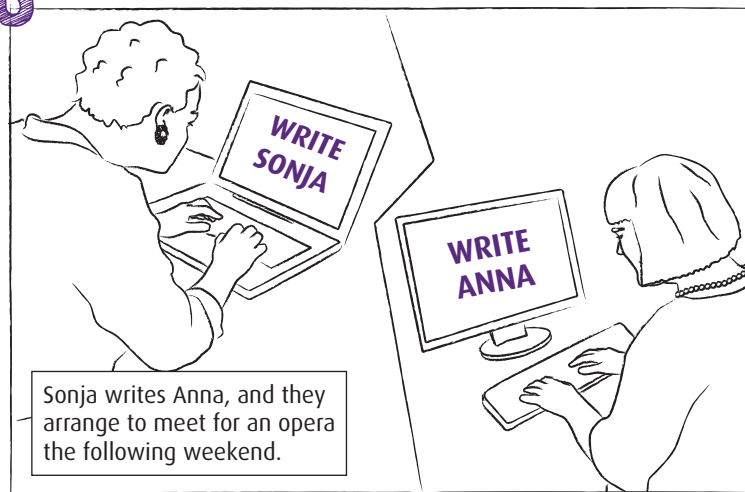
2



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6



3



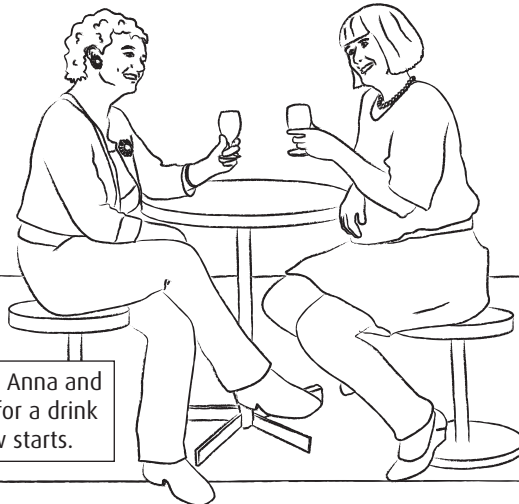
Sonja is at home.  
As she logs on to GRÅ  
GULD she sees Anna's  
request on the front  
page.

4



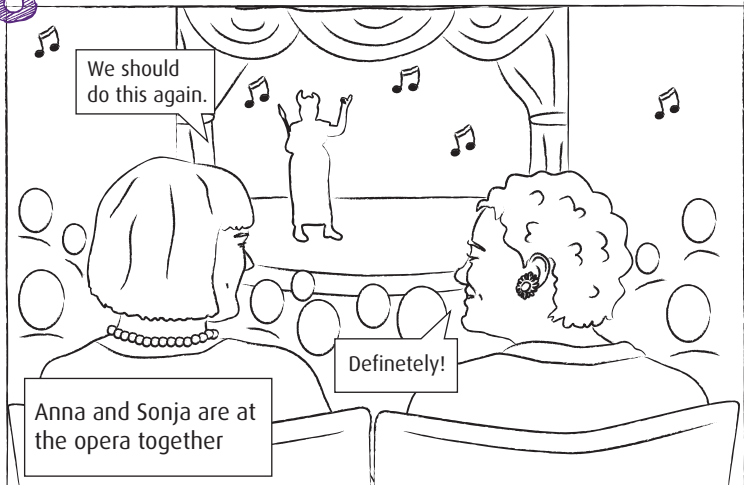
Sonja looks at Anna's  
initiative which she  
finds interesting.

7



In the weekend Anna and  
Sonja meet up for a drink  
before the show starts.

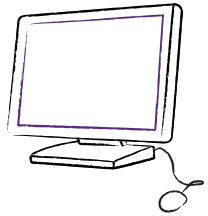
8



Anna and Sonja are at  
the opera together

# Touchpoints

The service has four main touchpoints for the users to interact with the system. The are explained in the diagram below.



**WEB INTERFACE**

## **Web interface**

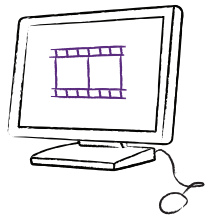
The web interface is the main touchpoint of the concept. This space makes possible for people to get connected and facilitates sharing and communication.



**HELP**

## **Help**

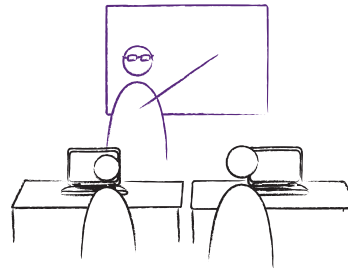
Assistance is provided by lecturers in courses where seniors can learn how to benefit from the platform. There are different courses for the different applications of the network and skills of attendants.



**INSTRUCTION VIDEOS**

## **Instruction material**

The web site itself should also helps users get to know more about it through step by step explanations in instruction videos. The videos show not only how to interact with the platform but also values, scenarios and benefits. Instructions can furthermore be printed in PDF format.



**COURSE**

## **Course**

Person to person assistance is also an important touchpoint. Medium skilled people can get more specific one to one help regarding any aspect of the platform.



# Web interface

The interface of the platform is suggested to be represented as below, designed according to requirements for the platform.

**MAIN MENU:**  
Each of the 4 main elements has an individual shade of the same overall colour to distinguish them

Log on is required to see the detailed entries and personal information

**SUB MENU:**  
With drop down menus as primary interaction elements for searching for entries.

Button for making new entry.

Colour of buttons correspond to colour of main menu segment.

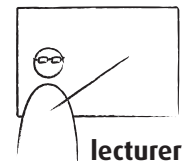
When entering one of the elements of the main menu, the newest entries are listed.

**Help buttons:**

- Change text size
- Print page
- Help video

# Systemic map

The systemic map displays an overview of the flow of information between the different actors and elements of the service platform when it is in use.



## **Users - givers and receivers**

Seniors of Aalborg that give and receive information from the platform and get connected with other uses through it. They have been simplified as user and receiver, but the users will most comonly be givers and receivers at the same time

## **Helper**

Person assisting unskilled users to get to know about the web site

## **Lecturer**

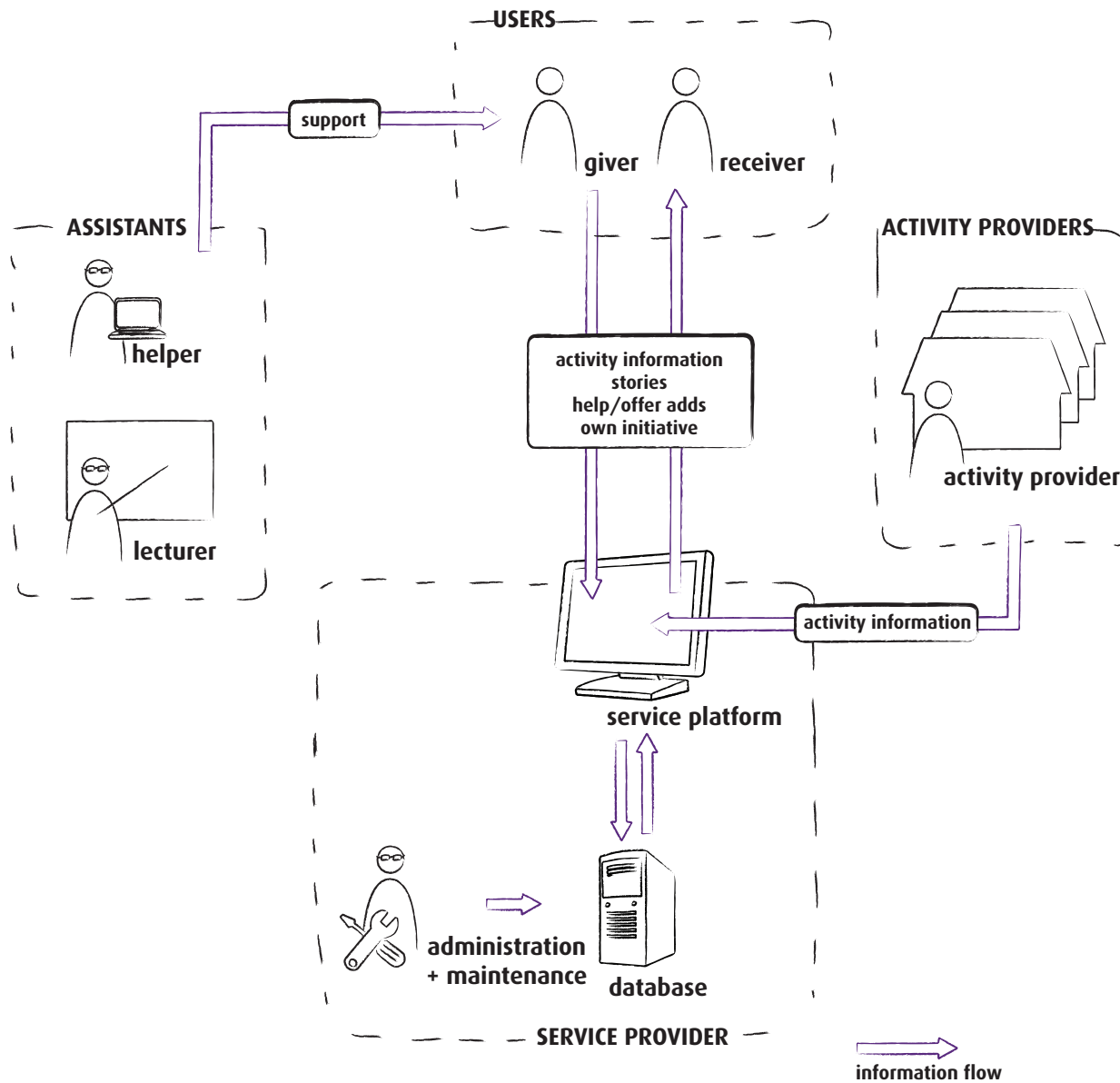
Volunteers giving courses about different functions of the platform

## **Activity provider**

Different activity providers, that put information about their offers

## **Administration + maintenance**

People in charge of the administration of the content and the maintenance of the service platform



# Perspectives

If the concept were to be realised, a better and more realistic version of the platform should be developed and tested. Even though the requirements are already defined, more users should be involved in co-creating the final interface and navigation of the web site.

The platform could also be applied to other municipalities and larger cities such as Odense, Århus and Copenhagen. This way the development expenses and the running costs could be divided among the cities.

Within a decade or so, a larger share of elderly will be more familiar with computer technology. The need of help related touchpoints will probably be reduced and some could be eliminated if the relevance of them is totally lost.

Looking at the start up process of the concept it can be said that the system will have few users in the beginning. Once that people start using it, the amount of users will increase exponentially.

Even though it is impossible to predict the success of the system and its four elements, some hypothesis can be made.

As activity providers have an interest in advertising their offers entries about activity information for the activity calendar would be created from the beginning.

As many seniors are writing their memories already, the entries for the story corner could be made relatively fast, as the basic material is created.

The entries for the help market and the initiative wall will possibly take time at the beginning. As those mechanisms start being used, people will be more active taking benefit from them.

However, the last two applications will possibly be less used than the other ones, as e.g. people do not need practical help very often.

It would be very interesting to see how people start using the network site for other purposes.

A continuous development of the platform will have to take place, related to the opportunities to the usage of elderly. New values for social interaction would possibly occur from the use of it, which the platform has to be ready to adapt to at any time.

