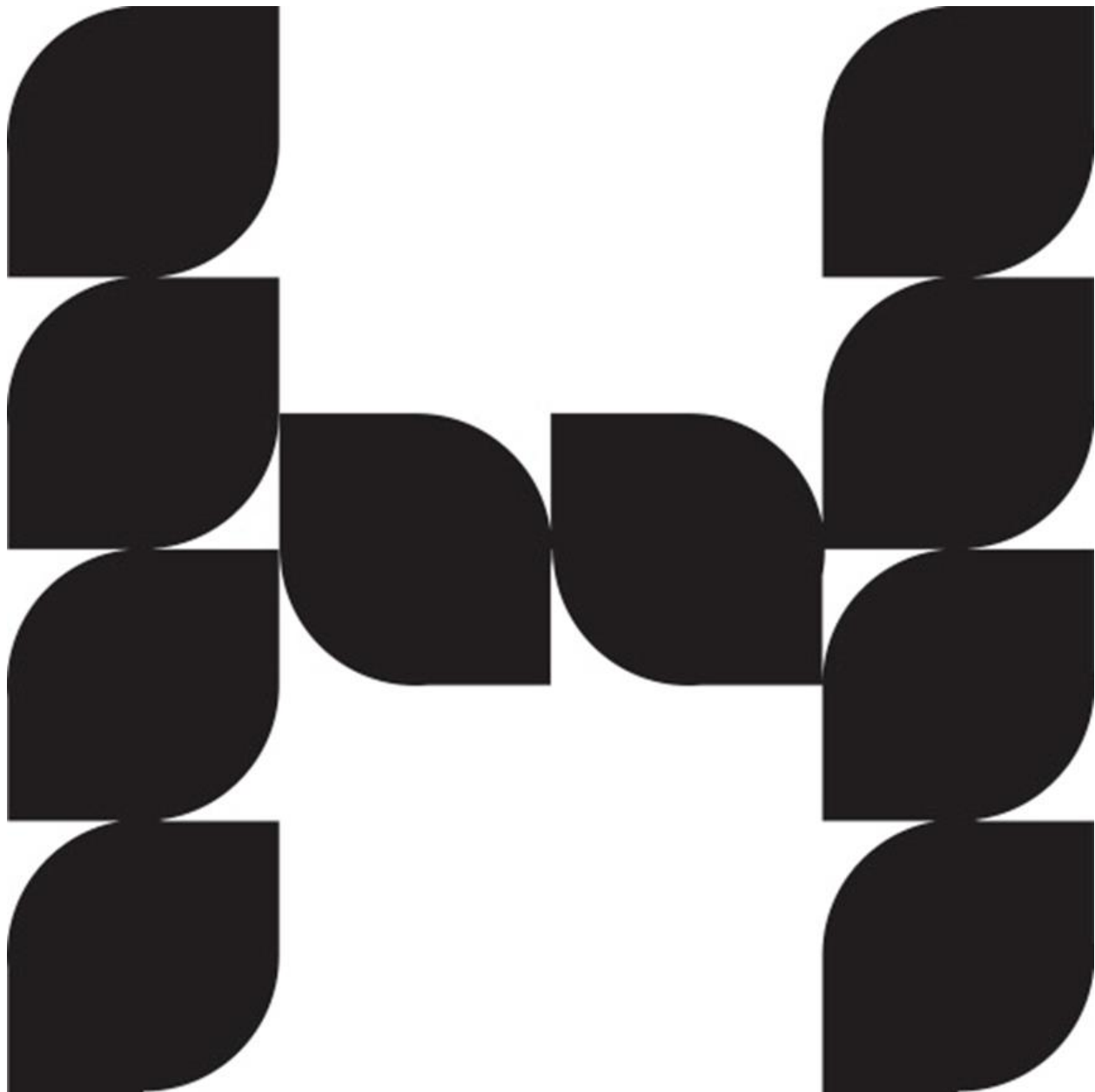


# Hand in Hand Söder

*Activation of the community for the future seniors with the usage of the online platform and participatory budgeting*

R.23:02



Kamil Dabrowski  
Samuel Killagane  
Vanja Tramosjlnin  
Zara Taha



# Preface

The report that you are about to read is the result of a creative and in a positive sense somewhat chaotic project, where students from different disciplines and universities have worked with challenges that Stockholm, as a county and a city, is facing.

***The city is our lab!*** is the motto for Openlab. The students have worked with challenges provided by Stockholm City and Stockholm County Council from a wide range of areas. Within the framework of a 15 credits master course, the students worked in project teams of 4-9 persons for one full semester. To develop an understanding of the issues at hand, the students engaged in the challenges through the use of various research methods such as interviews and observations, as well as literature studies. The students then developed a number of proposals for solutions, one of which was pursued further to create a more concrete solution that has been tested in real-world situations.

Whilst working together at Openlab, students from different disciplines met and interacted with each other – not always without complications.

Ivar Björkman

Executive Director

Sofia Vikström

Karolinska Institutet

Mats Danielson

Stockholm University

However, in these encounters, something new and exciting can emerge. The students carry with them experiences of interdisciplinary discussions and solutions - a very important competence for facing challenges in the future.

The result of all discussions, analyses, and syntheses is documented in this report. Of course, the report can only cover parts of this dynamic and creative process. We who have worked as teachers in this course have had our main function as coaches, providing tools during different phases of the project. The students work according to a process model based on *Design Thinking* and *Scrum*. Creative ideas and systematic thinking merge together to form a final project result.

For us, this is learning at its best – Freedom, Creativity, Social interaction, Engagement, and FUN! But it is also based on real challenges in society – the idea is that Openlab's projects should contribute to a better Greater Stockholm for its inhabitants.

**The city is our lab!**

Martin Jonsson

Södertörn University

Jens Hemphälä

KTH



# The Openlab Master's Course Report Series

All reports are available at [www.openlabsthlm.se](http://www.openlabsthlm.se)

*13:01 (Swedish)*

Ett värdigt åldrande  
Hitta rätt i vården

*13:02 (Swedish)*

Hem & Vision  
Rätt bil i rätt ruta  
Vårdombud och Vårdagram

*14:01 (Swedish)*

Alla kan falla  
Levande stadsrum  
LivsLabbet

*14:02 (Swedish)*

Spira  
Södersken  
Zon 164

*15:01*

Ecoflower  
Patient Involvement  
Stockholm in Motion

*15:02*

BikeMeSTHLM  
Bridging the Gap  
The Step-Up! Planning Tool

*16:01*

EduAction  
Elderly People & Warmth  
Inside Out

*16:02*

Helping Hearts  
Inspiring the Youth of Husby  
Jobbtorg

*17:01*

Childish Solutions  
MindTrip  
The Process Wheel

*17:02*

Culturama  
Cykelbanan+  
Finns i Sjön  
Stockholm Water Tap

*18:01*

The Dinner Dome  
The Magic Button

*18:02*

DiContrast  
Fireplace  
Revival  
Smart Square  
SpiderWoman 2.0

*19:01*

BUSS  
Fungi the Mushroom  
L(a)unch with us  
Life Storybook

*19:02*

Binned Light  
Cyclopath  
Future of Housing  
Preventing Child Obesity  
Unboxing a Better Start

*20:01*

Beyond Words  
Digital Preschools  
Min[d]ing the Gap  
Thriving Nightlife

*20:02*

Margaret's Incentive  
Virtual Oldfluencer  
Travel Smart  
SöderConnection

*21:01*

Match Point  
Mobility Hubbers  
Citizen Reachout

*21:02*

Sparky  
Sprinnovators  
Safer Days

*22:01*

Kista Library  
RioVival  
Safe Landing

*22:02*

Hur är läget?  
Sustainable Aging  
Greenology Care



# Abstract in English

This report provides a minutiae of a comprehensive design thinking journey taken to address the needs and challenges faced by seniors within the Södermalm city district. The initiative aimed to create innovative solutions that aspire to support and enhance current and future seniors, social engagement, and as a result creating a profound well-being among the elderly community.

Commencing with stakeholder engagement through interviews and observation, to persona development and creating insight which led to a redefined challenge or a new Point of View. The project navigated through the phases of ideation, prototyping, and iterative testing with 5 concepts. Following the creation of the initial concepts was concept selection, which had the team choose a concept based on criteria and weights agreed upon by the team and to furthermore build upon that concept, perform enhanced testing and prototyping, and develop a business plan.

## Sammanfattning på svenska

Den här rapporten ger en detaljerad beskrivning av en designresa för att möta de behov och utmaningar som seniorer inom Södermalms distrikt står inför. Initiativet syftar till att skapa innovativa lösningar som strävar efter att stödja och förbättra klimatet för nuvarande och framtida seniorer samt engagera till ett ökat socialt liv.

Projektet börjar genom att intervjua och observera, följt av personutveckling och skapande av insikter som ledde till en omdefinierad utmaning, alltså den utgångspunkt detta projekt kommer att utgå från. Projektet innefattar olika faser av idéskapande, prototypframställning och testning som resulterade i 5 olika koncept. Efter att de olika koncepten definierats, fick teamet välja ett vinnande koncept/lösning. Dessa är baserade på alla de insikter och kriterier som identifierats i början av projektet. Det var med denna information och kunskap som projektet återigen testades och kunde resultera i en fullgjord plan för den ursprungliga utmaningen.





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# Introduction

The Södermalm city district faces a multifaceted challenge as it endeavors to meet the changing, evolving, and growing needs of elderly care. The core question posed by the challenge givers is:

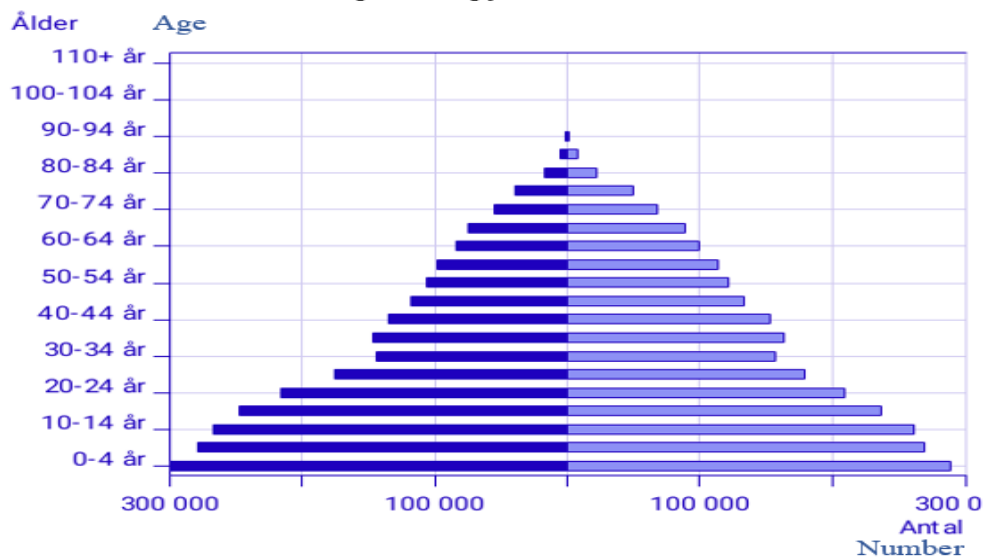
“How might Södermalm city district meet the changing, evolving, and increasing need of elderly care through this: How can we find out about the expectations of future seniors and their families to offer appreciated, spot on and sought after activities, service, support and care that contributes to an independent life for as long as possible?”

To address this complex challenge effectively, it was imperative to delve into the specific context of Södermalm and the characteristics of its elderly population. Data provided by the challenge giver, namely Södermalm city district has been instrumental in understanding the intricate layers of the challenge. Södermalm, a vibrant district in Stockholm, is home to a diverse population, including many elderly citizens. The area is characterized by a rich tapestry of history and culture, but it is also experiencing demographic shifts and evolving societal dynamics that necessitate a thoughtful and adaptive approach to elderly care, as the challenge givers have stated.

The Södermalm city district is responsible for providing services and elderly care for seniors either at their homes or by offering them a place at the elderly home. There are seven activity centers/meeting points for seniors (Stockholms stad, 2023). The centers offer activities in the form of group training, coffee meetings (fikastund), bus trips to other cities, and so on. However, as mentioned the district is facing challenges such as the senior group is growing by the year and their demand on quality is also increasing. In general, the demographic pyramid has been shifting since 1900 (See Figures 1 and 2).

### Befolkningspyramiden 1900

#### Population pyramid 1900



#### Diagramförklaring Diagram explanation

- **Män** Men
- **Kvinnor** Women

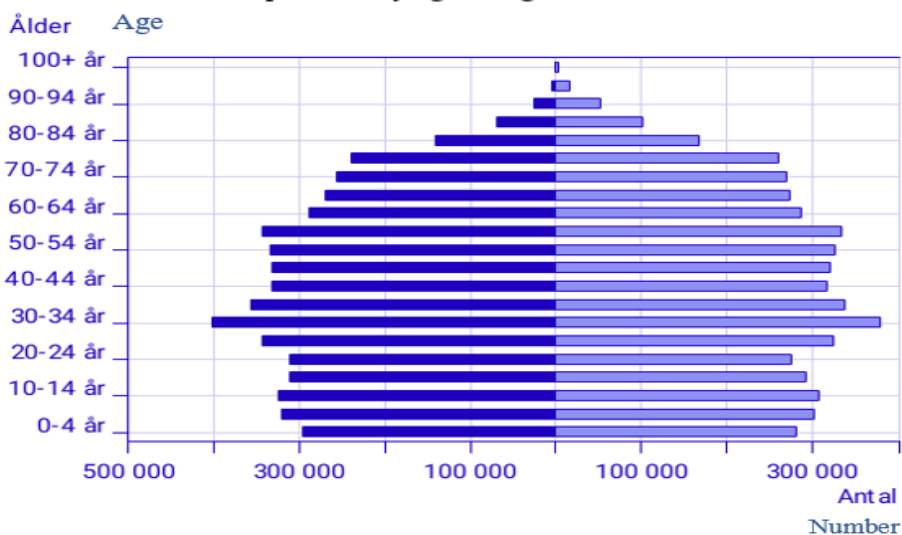
Source: SCB

Källa: SCB

Figure 1. Population pyramid 1900 (SCB, 2022)

### Folkmängd efter ålder och kön 2022

#### Population by age and gender 2022



#### Diagramförklaring Diagram explanation

- **Män** Men
- **Kvinnor** Women

Source: SCB

Källa: SCB

Figure 2. Population Pyramid 2022 (SCB, 2022)

# Our Process

Our process is based on the double diamond (See figure below), which is a part of the design-thinking tool. In order to fully understand our process a short description of each phase will be provided since the terms from the double diamond will be repeated and used throughout the report. These descriptions will be incorporated together with our process throughout the different phases.

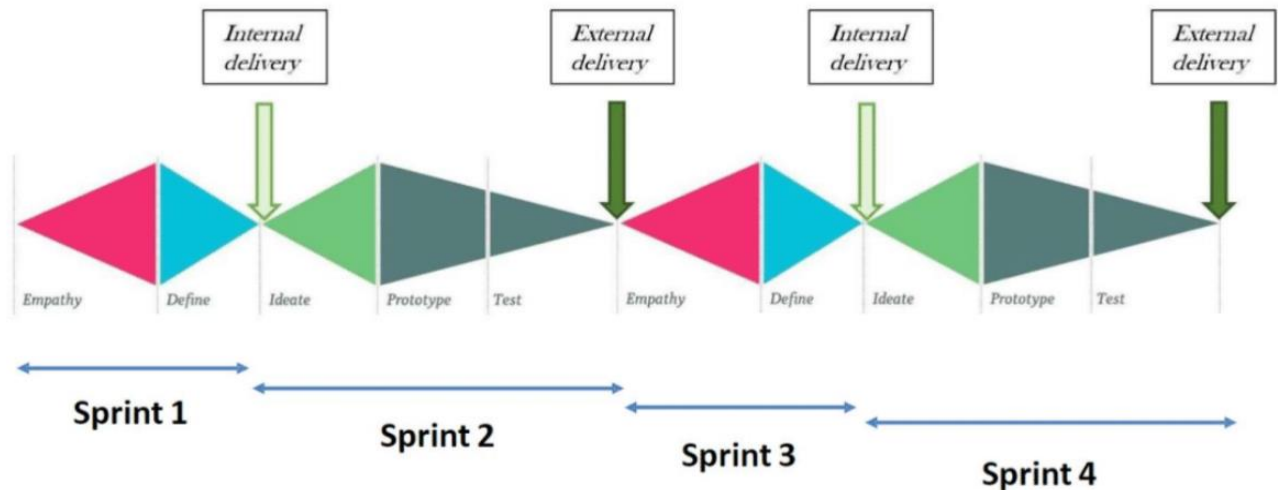


Figure 3. The phases of the double diamond

Our process started when we received the initial challenge mentioned in the introduction. To get a better understanding of the challenge some research and reading were done before meeting with the challenge givers from Södermalm city district, this is a part of the empathize phase. The meeting provided us with more information and some statistics about the district. Also, we received contact information for activity centers that are open for visitation.

Our vision was to conduct as many interviews as possible during the empathize phase, therefore we divided the group and visited different activity centers. In total, we managed 30 persons in our initial interview that were documented, the majority were seniors and some were workers at the centers and the district. We visited Nytorgräffen, Tellus, Lusthuset, and Kanelbulle IT-café. In addition, some interviews were done unplanned on the streets with short questions to collect more data. Based on the material from the interviews we developed the personas and insights that were crucial for the next phase which was the define phase, we went further into actively understanding the personalities of diverse seniors and future seniors.

After the empathize part, the define phase started. We established a point of view (PoV), an actionable problem statement (d.school, 2018), which shows us direction for our next steps and visible problem(s) to solve. We redefined the challenge in this way through talks and reflections about the empathetic design to really understand what the community wants and needs. It means including perspectives and dreams both for today's seniors as well as tomorrow's seniors, to ensure that our solutions would serve a wider range of age groups' interests and tastes.

With the redefined challenge we proceeded to the succeeding phase of ideation which was packed with multiple brainstorming and foot-storming sessions both on an individual level and as a group. We came up with 4 initial concepts or ideas that quickly turned into a foundation of sought to build into the 5 final concepts and solutions.

Following the ideation, we created prototypes for each concept but chose to merge our concepts into one prototype after the concept selection. The concept or at this point the solution was then susceptible to extensive user testing, feedback gathering, and continuous refinement. Given this, the first diamond was completed and afterwards the process was repeated again with more insights and possibilities to further develop, prototype, and test. The following parts of the report follow the structure of the double diamond, having titles that indicate each phase.

# Phase 1 & 2: Empathy and Define

## Stakeholders

These are people or entities that have a great importance in our project and our case can either affect or be affected. We meticulously mapped out the stakeholders involved in elderly care within the Södermalm city district. This included representatives from local government bodies for example our challenge givers, healthcare professionals such as nurses who are in elderly care, community or activity center supervisors and staff, volunteers, seniors, and their families. Engaging with these stakeholders allowed us to comprehend the multifaceted ecosystem surrounding senior care, uncovering various perspectives, needs, and challenges. Later on, we also came to understand that elderly care exists in the bigger context of the whole society, even though it is not clear at first.

## Interviews

To kickstart the empathize phase of this process it was our utmost requirement to deeply understand the nuances and problems faced by different stakeholders within Södermalm city district but also in Stockholm in general. To begin with, the initial interview was conducted with our challenge givers. They expressed the major challenge is reaching the current seniors and future seniors to know what they want and need at a particular point in time in their senior years. The current seniors are reserved and closed to the communities and do not want to be disturbed, consequently, future seniors do not want to talk about their senior life since they do not want to think about their senior years. Also, future seniors are regarded as busy and working-class people in the community. These challenges were expressed by our challenge givers.

Moving over to interviewing other stakeholders, we proceeded with an effort to ensure inclusivity. We visited the following activity centers including Nytorgräffen, Tellus, Lusthuset, and Kanelbulle IT-café. Here, we engaged with seniors, center workers, and decision-makers in various sectors that involve senior care. Additionally, improvised street interviews were conducted, allowing us to collect additional data from passersby, supplementing our understanding of the community's needs. As previously mentioned, 30 interviews were conducted in our initial empathize phase.

## Personas & Insights

In design thinking tools, personas are used to characterize and simplify the collected needs and insights that were collected from the empathize phase. Presented below are our four personas that each represent a collective need that we found important from our interviews. Our personas Gunnar, Maria, Annette and Camilla will be described in turn below.

## **Gunnar, 79-year-old**



Gunnar is a senior living alone in his home. He lost his wife to illness approximately two years ago. Following this significant life event, he struggles to maintain regular social interactions. He has two adult children and three grandchildren living near his place and they visit him at least once a week. Previously, he worked as a construction worker in Stockholm and was accustomed to a life filled with physical activity and the camaraderie of co-workers daily. Since his retirement, he has grappled with maintaining social interactions and fulfilling his need for activities that align with his interests. Therefore, joining craft and hobby groups that meet his interests and satisfy his need for physical engagement, such as woodworking or DIY projects, can provide opportunities for social interaction and creative stimulation.

Valuable insights on Gunnar is that he places a high value on social interactions. The loss of his wife left a void in his daily life, making it essential to seek opportunities for engagement with others. His need for companionship is not only emotionally fulfilling but also critical for his overall well-being. Considering the emotional toll of losing his spouse, it is necessary to offer him mental health support. This may include grief counseling and support groups, addressing the psychological aspect of Gunnar's life. His previous career as a construction worker has instilled a preference for physical activity, implying a strong desire for physically stimulating activities. Gunnar enjoys the support and companionship of his immediate family, with his children and grandchildren living in proximity, affording him a potential source of emotional sustenance and social interaction.

## **Maria, 67 years old**



Maria is married and has three adult children who live outside of the city. She recently retired from her teaching career, leaving her and her husband with ample free time. Maria's main desire is to spend more time participating in social events and activities outside of her apartment. Furthermore, she still wants to make use of her teaching skills, even without financial compensation. Maria is enthusiastic about volunteering at schools or libraries to assist children with their homework and academic challenges. Unfortunately, she lacks the necessary information to find appropriate volunteering programs that match her interests.

Given the above-mentioned description of Maria, there are some valuable insights. Maria values social interaction and seeks opportunities for social engagement and active participation in events and activities outside her home. Her desire to volunteer and continue using her expertise in teaching reflects

her altruistic nature and passion for education. Maria's main obstacle is her lack of information about how to find the right volunteer programs. Addressing this gap can facilitate her involvement and enable her to support children in improving their academic performance.

### **Annette, 60**



Annette is a married woman and mother of one. She has a background in the health service sector, with experience as a nurse and an advisor for a school board. Currently, she dedicates her efforts to tackling the various challenges in elderly care in Södermalm. Her primary goal is to maintain independence and self-sufficiency for as long as possible. In her work, she is passionate about creating an environment that caters to the needs of seniors. Furthermore, she is motivated to give back to society through active volunteer work, and she is especially passionate about addressing the prevalent issue of loneliness among seniors.

Based on Annette's persona we conclude the following insights. As a future senior herself, her background in healthcare and advisory roles positions her as an exceptionally valuable resource for addressing challenges in elderly care. Annette's desire to maintain independence as she grows older reflects her desire to retain control over her life and be engaged in societal activities. Her involvement with Södermalms reflects her dedication to addressing the challenges in elderly care, manifesting her commitment to making a difference. Annette's passion for volunteering indicates her generous nature and her readiness to contribute to her community.

### **Camilla, 50**



Camilla is divorced, and a mother of two teenagers, 17 and 19, living with her. As an entrepreneur successfully running her own business, Camilla's schedule is often packed, leaving her with limited personal time. She lives near her parents, who struggle to maintain their independence while waiting in line for elder care, this brought her face-to-face with the complexities of elder care. She has concerns about her parents' lack of social activities and support, so access to information about services for seniors is one of her basic needs. This situation has led her to question her role as a daughter, feeling that she might not be doing enough to enhance her parents' well-being.

Camilla, as a busy entrepreneur, grapples with the balance between her demanding work life and her responsibilities towards her aging parents who struggle with loneliness. Her keen interest in gathering information about elderly care indicates her commitment to providing the best possible support for her parents. Camilla's emotional conflict, stemming from the perceived lack of social activities for her parents, demonstrates her strong sense of duty as a daughter and her desire to enhance their quality of life.



## Redefined Point of View (PoV)

After gaining insights from our personas that are based on the interviews we conducted, there were some general thoughts that have been incorporated throughout the report. For example, the health risks that loneliness entails is something that we aim to further discuss in our report and is something we hope our idea can reduce. In terms of health issues, physical illnesses have been the most prominent. Given this, we introduced the redefined point of view that is as follows;

“How can Södermalm city district address the needs of seniors, ensuring they can confidently take the first step by making the activities well-matched, eye-catching, and approachable while promoting independence, social engagement, which will result in better well-being?”

As can be seen, the redefined point of view differs from the initial challenge. Because of the scope of the Openlab-course and the level of complexity this societal challenge provokes, it was needed to narrow down the challenge. Additionally, our experiences from the field limited us to incorporate all of the given aspects from the initial challenge. The redefined PoV incorporates not only one group of people that is limited by age, but seeks to encourage multigenerational meetings through the solutions that will be presented throughout this report.

# Phase 3, 4, 5: Ideation, Prototype & Test

## Ideation

After the formulation of the PoV statement, and have narrowed down the areas where solutions should be targeted. The succeeding phase was ideation, building upon the redefined challenge the team explored diverse concepts rooted in empathy and understanding of the seniors' and future seniors' community's needs.

To begin with, the team started with the ideation rules, these rules were used to guide our ideation process in a creative but still systematic and organized manner. We settled for the following rules:

1. Build on each other ideas.
2. Everyone must say something.
3. Pass and Speak.
4. All weird ideas are welcomed.
5. Any ideas after the sessions should be documented on the Drive.

Next followed by the construction of the How Might We-questions which were built upon the PoV statement. Each member of the team drafted several How Might We questions and from this step, the team selected 3 How Might We questions which were:

- How might we craft entrances that evoke feelings of comfort and familiarity, making seniors more willing to take the first step inside?
- How might we ensure seniors have easy access to varied activities by establishing specific centers focused on their needs?
- How might we make the initial step into social activities more accessible and less intimidating for different people in the community?

With these How Might We questions, the team started the brainstorming session and it initially ended with 4/5 initial concepts/ideas created from building each other's ideas. These ideas will be presented in turn below.

### **Visual/Welcoming entrances**

This idea is aimed at triggering the initial first step by creating an ambiance or atmosphere that makes it easy for different people in the community to find and feel at ease with approaching the activity centers and being a part of that community of people who go to those centers. This idea resonated with our observations where when the team decided to visit the centers it was difficult for us to find and spot if there were activity centers or not. This was proved when further interviews were conducted to figure out what was the general public opinion on knowing if there were any activity centers around, most of the interviewees when asked were shocked to know that there were activity centers in their communities and few who knew had the same opinion with the team.

## **Informative posters about activities**

Informational posters are an important part of making people and specific seniors aware of activity and current happenings. These posters will also serve to introduce seniors and future seniors to the activity centers, and various programs. Through clear, encouraging information, people who have grown old or are interested in the centers can go choose try activities which interest them. By presenting programs, workshops, and events in a clear, concise, and reachable manner, everyone has a chance to make an independent choice, a chance for both the visitors and participants, a choice that helps them actively participate in activities of their appeal, and to their liking. As people find these activities easily and they find things that meet their interests, they also, in turn, raise their welfare up. Which seems to be an excellent opportunity to extend one's affiliate with the community.

## **Surveys**

1. Robot Survey
2. QR Code → Survey

The concept of using technology also directly tackles the challenges outlined in both the initial and redefined perspectives. This idea meets these aims. It gives existing seniors a new and intuitive way of expressing their wishes and lets them engage actively in shaping the programs offered for activities. By using technology that is convenient and easy to operate, it makes sure seniors face no major obstacles to taking part whatever their lack of familiarity with the technology may look like.

Moreover, with the challenge framework redefined in this way, such conduct establishes major methods for future senior citizens and creates a clever feedback mechanism driven increasingly close at hand into which any person can enter, ensuring that seniors from successive generations are always involved and heard.

## **The Importance of the First Step**

By addressing psychological barriers to taking the first step, we can be of benefit to both current and future seniors. For today's seniors, providing a congenial environment puts the importance of their initial participation in perspective (so that they'll go out, participate, and be independent) which raises their overall well-being. For future seniors, it lays the groundwork that values inclusiveness and psychological comfort. It makes people more likely to be active in community activities from the start.

These initial ideas were later refined to the following concepts after having another interview session with the challenge givers, coaches, and the general public. These concepts are based on our personas and the new redefined point of view. These concepts are welcoming entrances, Themed activities, Philipp the Waiting Buddy and its reformed version of a web platform, Participatory Budget, and Fresh air bonds. Each concept will be discussed in turn below.

# Main Concepts and Ideas

## Friendly entrances

At the moment entrances are not welcoming and do not catch the attention of the people from the outside. Our idea is to add more colors to the entrances of the meeting houses to encourage the seniors who never visit them to step in. Clear and memorable identification and promotion could make the places more attractive to visitors. Places could share the color scheme and logotype but have various small details in their decoration according to the specification of the place. That way we could create immediate recognition of the place to people passing by. Seeing this specific color identification a senior could create an association and be more likely to step by, even just to get direct information regarding the program offered by the point.



Figure 4. Mockup of the friendly entrance (Made by authors)

Moreover, our interviews have so far provided insights and information about potential tools to attract elderly people to be a part of the activity centers. One common theme among our interviewees was the importance of the first step, which will be considered continuously throughout the project. The first step is about the courage to decide to show up to activity centers or other common places to socialize with other seniors. The purpose of the first step is for the seniors to have the feeling of wanting to go back again. Therefore, it is important to create friendly entrances to the activity centers to encourage more visitors to enter them.

Part of this concept is the logo. Green represents growth, soothing feelings of safety, and overall connections to well-being. The splash of yellow represents the activity part of our project - it is connected with joy, optimism, and friendship (SAE Alumni, 2016). The mix of these colors perfectly connects with our goal for this project as we want seniors to have positive feelings and more motivation to activate themselves.

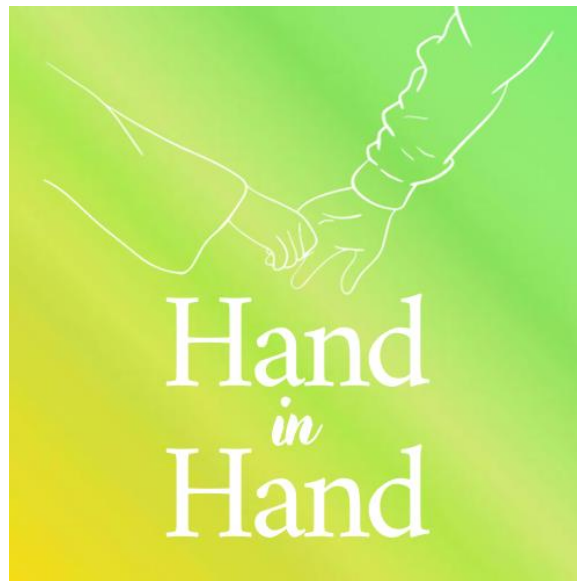


Figure 5. Logo as part of a solution (Made by authors)

## **Themed activities**

Currently, there are seven senior activity centers in Södermalm. One might ask, what is the problem then? The problem is most of these places have different types of activities that do not relate to each other, so if you are an active person you might only have one suitable activity per week.

Activities have to be centered on the seniors' personalities, but seniors should have the option of doing such activities daily. That is why part of our proposal is to have more “specialized” or “focused” activity centers. This means that one activity center might be focused on physical activity like dancing, exercising, and sports; another could be the artistic center where you can have painting and singing activities; and another could be more handy activities such as carpentry and repair work.

Additionally, this would benefit seniors by having a “spot” or a place where they know they will always feel welcome. It would be easy to remember the same place for all the same activities. “Hey, let's go to the artistic center” or “Let’s go to the IT center.”

## Philip-Waiting Buddy and Web Platform.

In this concept, we suggest having a robot called Philip that we envision being situated in areas where there is a high chance or probability of seniors and future seniors being present such as medical centers, clinics, and other waiting rooms, or be recommended by a practitioner or personnel present in those areas. The way the robot would work is the person will be approached by the robot or approach the robot then the robot will interact with the person by asking a few questions to the person and after the person responds to the question, the robot will then match different activities and services offered in the district with the person prefers using AI, the person will then get a list of different activities, locations and call to actions to those activities. With this concept, the aim is to alleviate challenges faced by seniors and people alike in taking the first step and having well-matched activities that fit the people well.



Figure 6. Prototype of Philip the Waiting Buddy and on the go (*Made by authors*)

In addition to this concept the web platform was created, which initially was inspired by Philip the robot.



Figure 7. Welcoming page on the platform.

Our proposed web platform is designed to capture Philip's mindset by integrating an interactive survey system that will support two-way communication. This type of dynamic tool can be used by seniors and future seniors to share and gather their preferences, their activity preferences, where they like to go for entertainment, comfort levels inside various activities etc. We thus collect invaluable information from them to increase their senior life independence and overall well being. In Figure 8, 9 and 10 different stages of the interactive survey powered by AI which gives direct feedback to a user.

1 2 3 4 5

Before you dive in, we're curious about three things

Asö

45

Gender  
Female

[Home](#) [NEXT →](#)











Figure 8. Survey available on our website.

1   2   3   4   5

## Interests

Please select on the  your preferred activities for enhancing independence and social integration.

<p>Social Clubs &amp; Group</p>  <p><input type="radio"/></p>	<p>Music and Party</p>  <p><input type="radio"/></p>	<p>Outdoor Activities</p>  <p><input type="radio"/></p>	<p>Art And Creativity</p>  <p><input type="radio"/></p>
<p>Teach And Learn</p>  <p><input type="radio"/></p>	<p>Sports, Fitness and Wellness</p>  <p><input type="radio"/></p>	<p>Technology Workshops</p>  <p><input type="radio"/></p>	<p>Cultural Events</p>  <p><input type="radio"/></p>

Other (please specify)

Figure 9. Question about interests in the survey.

- Art and Creativity: Södermalm Art Studio - This art studio offers various art classes and workshops for seniors. They provide a supportive and creative environment for individuals to explore their artistic talents. Address: 123 Art Street, Södermalm. Contact: 123-456-7890.
- Teach and Learn: Södermalm Senior Learning Center - This learning center organizes classes and workshops where seniors can teach and learn from each other. They offer a wide range of subjects, including history, literature, and languages. Address: 456 Education Avenue, Södermalm. Contact: 987-654-3210.
- Sports, Fitness, and Wellness: Södermalm Senior Fitness Club - This fitness club focuses on providing exercise programs specifically designed for seniors. They offer group fitness classes, strength training, and wellness workshops. Address: 789 Fitness Lane, Södermalm. Contact: 567-890-1234.

Figure 10. Philip's response to user's request



## **Participatory Budgeting**

The participatory budget feature was inspired by Philip's role in directing and connecting individuals with activities. Users can track, vote on, and propose their own project ideas in this section. Seniors and prospective seniors are enabled to actively engage in decision-making processes about resource allocation for various community activity programs. In the later phase of the process we took inspiration from participatory budgeting - democratic practice in which citizens have the opportunity to directly decide how municipality funds are spent in the voting process. Moreover, citizens are able to submit their own ideas. Participatory aspect of our project could bring a dialogue about the spending in the district and inspire citizens to take an active position in this decision making process.

This element offers a democratic atmosphere reminiscent of Philip's welcoming and supporting personality, enabling community engagement and a sense of ownership in determining the future landscape of activity centers. The platform, with its information, aims to find an easy way for the community to be involved in decisions, catering to requirements. In the long run, this will help to find information and needs from those of the previous generation and therefore also have accessible data on future projections.

## **Fresh Air Bonds**

Fresh Air Bonds is a community initiative aimed at promoting social integration and building stronger bonds among diverse groups of people through a series of outdoor picnics and barbecues. This project recognizes the importance of connecting individuals of all generations in a natural and relaxed environment, fostering a sense of belonging, and promoting local activity centers. Fresh Air Bonds is dedicated to making outdoor gatherings a vibrant and inclusive part of community life. Fresh Air Bonds is a community initiative with a central objective to bring people of all generations together in Södermalm's parks during the summer months, fostering a sense of belonging and promoting local activity centers.

By creating vibrant picnics and barbecues open to everyone, including seniors, future seniors, and families, we aim to break down social barriers, encourage intergenerational connections, and raise awareness about the importance of community engagement. These gatherings also offer a unique opportunity to engage seniors in activities without the need for them to step into traditional meeting points, effectively bringing the activity centers to them. Our mission is to reach out to people where they naturally gather, make outdoor gatherings a convenient and inclusive part of their lives, and ultimately strengthen the community's social fabric, creating lasting bonds among its members while highlighting the valuable services offered by local activity centers. The financing model is up for discussion, but one of the ideas is to invite local vendors sponsoring such as companies sponsoring these events

# Testing

In total we got 23 comments on the robot. While the concept of Philip, the interactive survey robot, sparked great attention, several issues about privacy and comfort with a talking robot appeared. Individuals voiced concerns about disclosing personal preferences in public. Furthermore, most of the commenters (18 out of 23) advocated for the ease of doing the survey from the comfort of their own homes, arguing for an online platform that could be accessed remotely.

The idea of redesigning entrances to make activity centers more physically appealing and recognized was widely supported. In our testing session for this idea, we received 43 comments underlining the need to put this notion into action, citing the problems that both current and future seniors have in discovering and accessing such services. Something that we found striking was that all of the respondents agreed to some extent that implementing this notion would be a critical step in improving elder accessibility.

The idea of Fresh Air Bonds, aimed at fostering community bonds through outdoor gatherings, was met with enthusiasm. However, individuals sought clarification regarding the incentives and benefits of participating in these gatherings. Clarity on what participants could gain from such community initiatives was highlighted as essential in encouraging greater involvement and engagement.

# Concept Selection & Development

## Concept Selection

A systematic evaluation approach was utilized to determine the most viable concept for implementation using Concept Selection Matrix. To achieve a thorough and fair selection, we assigned particular criteria, Feasibility, User-Friendliness, Activation, Affordability, and Sustainability, with associated weightings ranging from 1 to 3. Each member of the team individually assigned their points to the matrix and collectively performed the summation of all points and got the final score for each concept. We then set the matrix to our challenge givers to get their selection/takeaway of the concepts. A comparison revealed the team and the challenge giver had the same ranking of concepts on the matrix.

	Criteria					
Weights	2	3	3	2	3	
Concepts	Feasibility	User-Friendly	Activation	Affordability	Sustainability	Sum
Friendly Entrances, Logo and Branding	2.6	3	2.6	1.6	1.6	2.28
Themed activity centers (e.g: Art, sports, teach & learn)	2	2.3	2.6	2.3	2.3	2.3
Philip "the Robot"	1.3	2	2	2	2.3	1.92
Fresh Air Bonds	1.6	1.6	1.3	1.6	2	1.62

Table 1. Overview over criteria for the different solutions

While the themed activity centers concept had a higher overall score, qualitative factors were important in the decision process. Notably, the challenge providers underlined that most ideas could be executed almost rapidly, except for Philip or the mindset of it, which presented a

novel and engaging viewpoint. They indicated an interest in further investigating the Philip concept, emphasizing its originality and ability to match with Södermalm city district's ambitions for a forward-thinking approach. Furthermore, the District intends to incorporate Philip's mentality into future initiatives, making it an attractive prospect despite its somewhat lower score.

Given the redefined challenge and the insights gathered, the Philip concept in a revision form of a web platform emerged as the best solution. Despite its lower score, the solution aims to thoroughly solve the redefined challenge, catering to the evolving requirements and needs of not only current seniors but also future seniors while encouraging social engagement and independence.

## Concept development

Based on the feedback from our challenge givers, colleagues at Openlab, and people we prototyped our previous ideas, we decided to let some ideas go while keeping and expanding others. Our idea was to keep *Philip - Waiting Buddy* but in a different format, through the platform called *Tillsammans på Söder*. The platform is one part of the solution, together with the themed activities, participatory budgeting, and Open Air Bonds. The idea is that our solution provides a service, rather than a single solution. Within our solution and the service, multigenerational meetings are encouraged (through mainly participating in PB) and possible as well as finding like-minded people with common interests.

Through themed activities, open-air bonds, or the different stages of participatory budgeting, people will gather and share thoughts and ideas with each other, creating a richer social life. The service we provide encourages meeting new people, based on their interests and hobbies, which is an important element of solving the initial challenge given by Stockholms stadsförvaltning. After the decision was made to integrate elements together, it was time to ideate and emphasize followed by prototyping and testing.

### Prototyping and testing

Previous insights from the testing phase of Philip, surveys, etc. have been taken into account in the creation of the platform as well as the themed activities, participatory budgeting, and open-air meetings. The prototyping of the 'new' ideas was done by making the webpage, designing it in an appealing way, taking into account our colleague's opinions, making it accessible for seniors, and designing the different parts of (Participatory budgeting, open-air bonds, voting, etc). After the prototype was done, it was time to test it. In order to get as many responses as possible, we implemented an online feedback box on the webpage where the user could write the feedback directly in the webpage. This way, the feedback would not be bound to a physical meeting but could be done by anyone anywhere. We tried to have the voices of Södermalm residents, but people from other districts were also encouraged to give feedback since our solution fits any district.

### Implementation

Given the brief background of what the platform, themed activities, open-air bonds, and participatory budgeting entail, it was necessary to have a clear plan about how the process should proceed. Since our solution to Stockholms' Stadsförvaltning challenge enhances a

service, rather than one single solution, it is important to present the envisioned plans for each concept. In the following section, a yearly plan for the participatory budget, the themed activities, open-air bonds, and the business case will be presented. It will showcase how the different solutions integrate with each other followed by a brief explanation of the general costs of the solutions.

## Yearly plan for Participatory budget (PB)

In our proposed yearly circle, we suggest starting every year of PB in spring and finalizing it in winter as it would have to be parallel to the budget decisions made by the municipality. This time schedule is of course up for discussion and changes. As illustrated in Figure 11 below, a kickoff meeting where instructions and a general introduction will be presented. This specific event will be held in early spring, March. Shortly after the kick-off event, submissions will open and the participants will be able to submit their ideas. These events for kick-off meetings could be held in the activity centers to further engage and encourage multigenerational meetings.

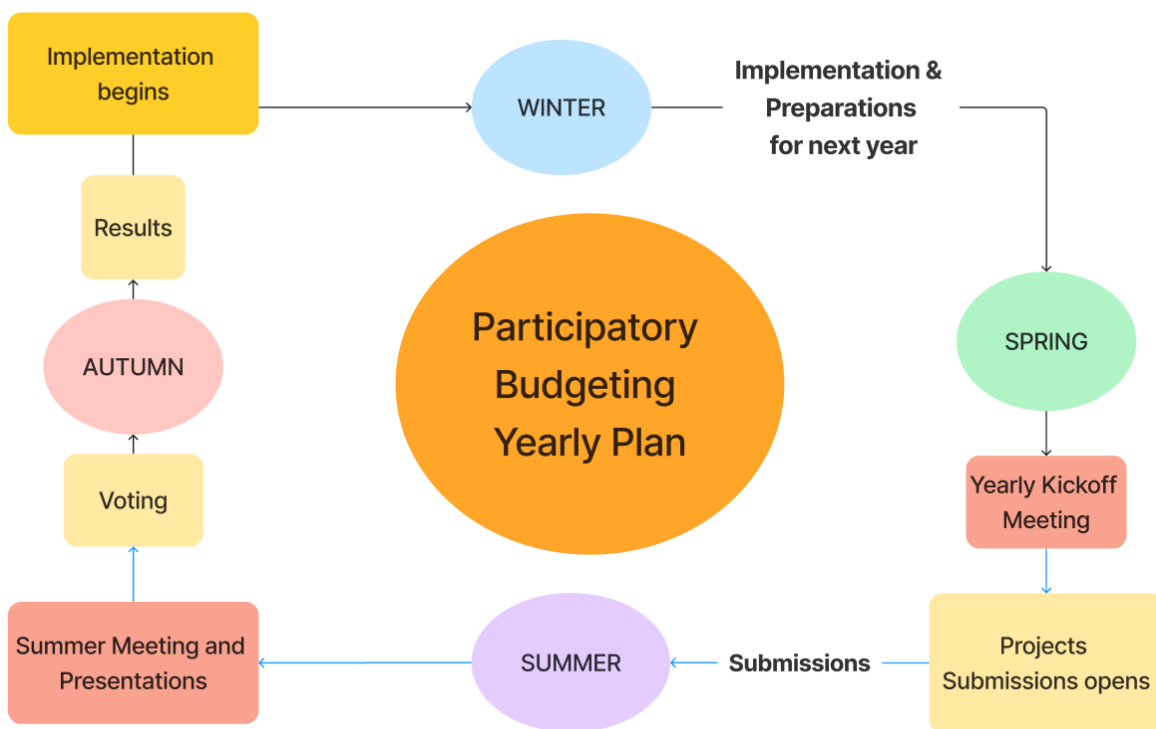


Figure 11. Overview of the yearly plan for participatory budgeting

After the summer meetings and the participants' presentation about their ideas, voting will begin. As previously mentioned, participatory budgeting can enhance the well-being of the community and also have positive effects on democratization. As mentioned, the advertisements will differ depending on which phase of the participatory budgeting it is. For the voting period, which will begin after the summer meeting and presentation, flyers with short descriptions of each idea will be distributed in the community (activity centers, schools, etc).

## Plan for the themed activities and Open-Air Bonds

Using the data from the platform, themed activities will be held for those who want to participate. In order to encourage as many as possible to engage in the activities, the data will help to understand what the interests and hobbies are of the people. In that way, themed activities can be organized and held for people sharing an interest or hobby.

Additionally to the platform and the participatory budgeting, we would like to incorporate more physical meetings between inhabitants of Södermalm of different ages. Events organized by the district in collaboration with different organizations would create a space for meetings between different generations. We believe that it will enhance the collaboration and sense of belonging between Södermalm *locals*.



Figure 12. Mockup of the brochure for the yearly meeting Hand in Hand. The printable version attached in the appendix.

# Business Case

## Project Statement

Hand in Hand Söder is a project, introduced by an interdisciplinary team of master's students at OpenLab, aims to establish effective ways of communication that assist the City District of Södermalm's Elderly Care Unit to address the evolving needs of their target demographic. The project actively engages the Södermalm community in creating activities that meet their needs and address loneliness and social isolation, particularly among seniors and future seniors. Recognizing loneliness as a risk factor, alongside considerations for diet, and exercise, is crucial for a society aspiring to maintain health and independence for as long as possible (Strang, 2014, p. 132-142). It is a comprehensive package of services designed to bring the people of Södermalm together, fostering a social spirit that responds to the needs of future seniors, seniors, and their families. The initiative combines a dynamic, user-friendly online platform, participatory project planning, revitalizing senior activity centers, and a unique outdoor community engagement event named "Fresh Air Bonds."

## Desired Outcome

The primary goal of Hand in Hand Söder is to create a vibrant, connected, and supportive community where seniors feel valued, engaged, and included. The initiative aims to reduce loneliness, improve mental and physical health, and build intergenerational connections, through the different solutions our project has presented. The desired vision is that people of Södermalm actively participate in well-matched activities, experience a sense of belonging, and enjoy an improved quality of life. The interactive character of our tools with instant feedback from the system driven by collected data allows its users to stay connected and get actual information regarding initiatives happening in the district.

Through insightful surveys, we've discovered that seniors derive joy from meaningful social interactions and engaging in physical activities. Hand in Hand: Söder, therefore, aspires to be the catalyst for a community that is not only vibrant but interconnected, a place where the acknowledgment and active addressing of loneliness become second nature.

The primary goal is clear: Hand in Hand Söder seeks to shape Södermalm into a safe place where people feel valued and engaged. The initiative hopes to be a part of reducing loneliness, uplifting mental and physical well-being, and encouraging intergenerational bonds. The desired outcome is nothing short of a Södermalm where seniors actively participate in activities tailored to their preferences, experience a profound sense of belonging and overall improved quality of life.

# Current Situation

Södermalm currently faces a pressing issue of loneliness among seniors, contributing to mental health challenges and increased healthcare costs. Existing senior activity centers lack cohesion, something this project wants to address. The current situation necessitates a transformative approach to bridge the gap between seniors' needs and the available resources.

In the vibrant district of Södermalm, the current state of senior community engagement is marked by a need for transformation, in order to fulfill the given challenge. The seven activity centers, while making dedicated efforts, face systematic challenges characterized by a lack of cohesion and scattered activities that face challenges to meet the diverse, ever-changing, and increasing needs of seniors. Entrances to these activity centers go unnoticed, which can be an important first step for persons feeling lonely. Loneliness can contribute to mental health challenges and increased healthcare costs. This multifaceted problem represents a societal challenge that affects not only current seniors but also their families and future seniors. Unmet expectations, mismatched services, and unwelcoming environments demand a comprehensive, community-driven strategy.

# Scenarios

In order to better understand the desired outcomes for our project, we have created a table that showcases the values our solutions bring (See Table 2).

Table 2. Scenarios

Scenario	Status Quo	Base case	Best Case
Description	No Action	Introduces well-matched activities and welcoming entrances	The full package, including an innovative website, participatory approach, well-matched activities, welcoming entrances and Open-air bonds



<p>Implications</p>	<ol style="list-style-type: none"> <li>1. Seniors remain underserved</li> <li>2. the community disjointed</li> <li>3. Missed opportunities.</li> <li>4. Continued dissatisfaction among Södermalmsers</li> </ol>	<ol style="list-style-type: none"> <li>1. A Quick step forward</li> <li>2. Lacking the transformative power of deep community involvement</li> <li>3. Seniors continue to be socially isolated without inter-generational contact.</li> <li>4. Falls short of delivering the transformative change the district deserves.</li> </ol>	<ol style="list-style-type: none"> <li>1. Seniors thriving</li> <li>2. Innovative and transformative with depth in community engagement.</li> <li>3. Facilitate interactions between seniors and younger generations, fostering understanding, empathy, and mutual support.</li> <li>4. Fulfilling the district's social and strategic needs.</li> </ol>
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# Recommendation/Solution

Hand in Hand Söder presents a comprehensive solution to bridge the identified gap in senior care and community engagement. This initiative includes a dynamic online platform for accessible communication and data collection, participatory project planning to empower seniors in decision-making, the revitalization of activity centers for tailored and diverse services, and the implementation of Fresh Air Bonds for community building.

In comparing the envisioned scenarios, the full package of Hand in Hand Söder stands out as an indispensable strategic imperative. It transcends the conventional role of providing support to seniors by actively nurturing the community's soul and addressing the aspirations of future seniors, seniors, and their families. This approach ensures not only the well-being of seniors but also encompasses broader social, financial, and strategic success. This innovative participatory design addresses current challenges while proactively anticipating and adapting to the evolving needs of a vibrant and connected Södermalm.

## Success Criteria/Measure

Success will be measured through tangible improvements in seniors' social engagement, decreased levels of loneliness, and increased participation in community activities. Key metrics include the number of seniors actively involved in project planning, increased attendance at revitalized activity centers, and positive changes in mental health indicators in the district. As previously mentioned, the aim is to contribute to reduced feelings of loneliness that in the long run also will benefit Success will also be reflected in reduced healthcare costs associated with mental health issues in the long run.

## Support Required

The section below describes the support that is needed for our idea to become possible.

### Financial Support

- Initial investment required for website development, marketing, and changes in activity centers.
- Exploring local partnerships for ongoing financial backing, especially for events like Fresh Air Bonds.

### Human Resources

- Appointment of a dedicated workstream lead for project oversight and coordination.
- Training programs for staff, volunteers, and participants focusing on website usage, facilitating activities, and creating welcoming environments.

### Community Engagement

- Foster community participation, emphasizing senior involvement and ownership.
- Volunteer recruitment and retention.

### Technological Support

- Ongoing website development and maintenance for user-friendly experiences.
- AI integration for survey analysis and personalized activity suggestions requiring continuous technical support.

### Marketing and Communication

- Effective marketing strategies for initiative promotion and volunteer attraction (e.g: posters, flyers newspaper ads, holiday cards)

### Institutional Support

- Municipal department support for facility enhancements and logistical assistance.

By navigating these dependencies, our ambition is for Södermalm city district to position itself as a pioneer, delivering on the promise of a revitalized community where seniors not only participate but lead, creating a legacy of connectedness and well-being.

## SWOT Analysis

Swot analysis is a tool that helps the reader to capture the strengths, weaknesses, opportunities and threats of the project. We have conducted a SWOT analysis of our project that can be seen below.

Strengths	Weaknesses	Opportunities	Threats
<p>Informed decisions are made with data as soon as it is acquired.</p> <p>Intergenerational Bonds.</p> <p>Community involvement in decision making.</p> <p>Innovative tech integration.</p> <p>Outdoor activities as a catalyst for social integration.</p> <p>Physical and digital interactions with seniors, their families and future seniors that contribute to greater trust and satisfaction.</p>	<p>Initial investment needed.</p> <p>Innovative initiatives face institutional resistance to changing processes and models in the city district of Södermalm.</p> <p>Need for ongoing marketing for sustainable community engagement.</p>	<p>Increased tax-payer's/ community satisfaction.</p> <p>Meet the evolving needs and preferences of the senior population.</p> <p>Opens doors for external funding and community partnerships.</p> <p>Boosting community spirit by volunteering and community involvement.</p> <p>In line with Stockholms senior care policies and the RUFs's strategic regional growth plans (Social Health Impact Center, 2019).</p>	<p>Resistance from established systems in Sweden.</p> <p>Tech challenges and cypersecurity concerns.</p> <p>Public skepticism or lack of awariness.</p> <p>Existing or future initiatives with similar goals may compete for resources, volunteers.</p> <p>Seniors 65+ may require special attention to enhance their familiarity and comfort with tech.</p>

# Conclusion

With Hand in hand Söder we envision a future where seniors not only receive top-notch care but actively contribute to a vibrant, tightly-knit community. This proposal aims to mark the beginning of a new era in seniors support where innovation, collaboration, and compassion converge to create a safe place for seniors on the storied streets of Södermalm.

Our experience with this project has demonstrated the value of empathy-driven design thinking and collaborative problem-solving. We began this project to meet the changing requirements of seniors and ensure that they could confidently engage with the services and possibilities provided by the Södermalm city district. We gained essential insights into the numerous difficulties encountered by elders and future seniors in our community through comprehensive stakeholder engagement, compassionate interviews, persona development, and iterative brainstorming.

We were able to explore a more nuanced and inclusive approach by redefining the problem, which took into account not just the urgent requirements of today's seniors, but also the goals and expectations of tomorrow's aging population. This shift in emphasis resulted in the creation of an evolving idea aimed at creating inviting surroundings, promoting various activities, embracing technology integration, and strengthening community relationships.

While each concept presented had its merits the process of selecting concepts emphasized the significance of factors in addition to quantitative assessments. The decision to choose the Philip the Robot concept along with the platform showcases a looking approach that aligns with the goals of the Södermalm City District. Despite receiving a score in the quantitative evaluation, its capacity to bridge generational gaps, utilize technology for engagement, and bring about impactful changes made it a suitable choice.

Our partnership, with the individuals who presented the challenge and those who have an interest in it, played a role in shaping these solutions. Their perspectives, assistance, and input were incredibly valuable in determining the path our initiatives should take. Additionally, the District's willingness to embrace Philip's concept reflects a forward-thinking attitude, toward improving the well-being of individuals.

In summary, this project demonstrates the potential that emerges when we apply design thinking principles to address issues. Our solutions aim to not only fulfill the needs of senior citizens but also establish a foundation for a more inclusive and captivating future for people of all ages in the Södermalm community.



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# Appendix

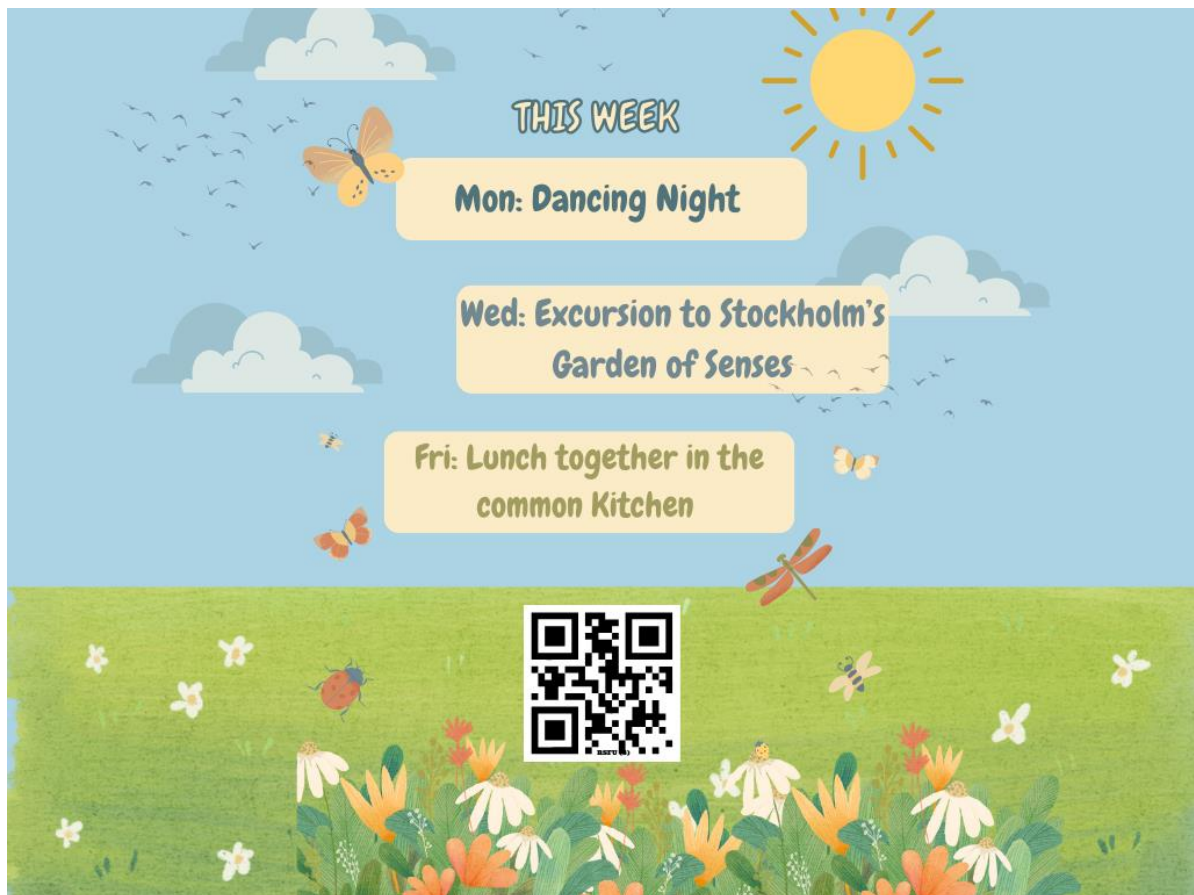
Example materials developed for the project:

**This Week:** A poster example that could be used in activity centers to motivate seniors and address their physical, social, and mental wellbeing.

**Movie Festival 2024:** Hand in Hand:Söder poster at bus stops, train stations, or to södermalmers mailbox. Unite, enjoy, and save this Easter with an exclusive 30% discount at Söder.

**Söder MOAI:** Represents one of the themed activities at the activity centers, where seniors connect by singing, playing instruments, dancing. Music teachers and other interested individuals who are in the platform database are encouraged to participate.'

**Hand in Hand Söder:** Annual meeting flier with agenda for the activities.



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MEET US EVERY FRIDAY @ 17:00 IN TELLUS





# Hand in Hand Söder

Event Agenda

10:30 a.m.

## Intro

Event starts. Welcoming all the guests. Introduction and agenda for the day presented by Sven Svensson.

11:00 - 12:30 a.m.

## Retrospective of the first year

In this part you can hear what has been implemented this year.

The representatives of project creators will have opportunity to speak about their experiences with citizen-driven projects.



## Welcome to the annual spring event

Step into a realm of citizen empowerment and community-driven decision-making as we celebrate another year of participatory budgeting.

We will present the achievements in projects which succeeded last year, but also the plans for budgeting for this year.

Petra Petersson prepared the workshop for those of you who would like to know more how to plan a successful community project.



1:30 p.m. - workshop with  
Petra. Petersson

## How to be a neighbourhood activist?

Interested in how to start your  
initiative? Or you already have  
an idea but you are worried about  
the financial plan? Petra will answer  
all of your questions.

2:30 p.m.

## Fika break

3:00 p.m. - Workshop  
with Alba Castro

## Senior+ Talks

Florentina from Senior+ Talks  
presents their innovative project  
about sharing knowledge between  
pensioners and high school  
students. What were the outcomes  
of the meetings for Gen Z and X?

4:00-6:00 p.m

## Barbecue and social mingle

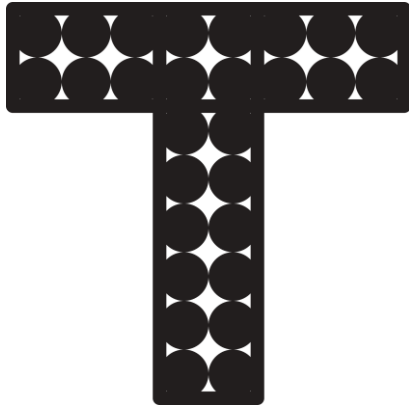
Occasion to meet and talk with  
representatives of the district  
and other locals.



# Enjoy!

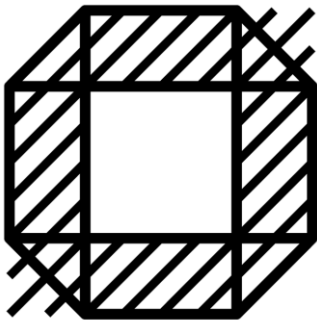


# Hand in Hand Söder



This report provides a minutiae of a comprehensive design thinking journey taken to address the needs and challenges faced by seniors within the Södermalm city district. The initiative aimed to create innovative solutions that aspire to support and enhance current and future seniors, social engagement, and as a result creating a profound well-being among the elderly community.

Commencing with stakeholder engagement through interviews and observation, to persona development and creating insight which led to a redefined challenge or a new Point of View. The project navigated through the phases of ideation, prototyping, and iterative testing with 5 concepts. Following the creation of the initial concepts was concept selection, which had the team choose a concept based on criteria and weights agreed upon by the team and to furthermore build upon that concept, perform enhanced testing and prototyping, and develop a business plan.



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