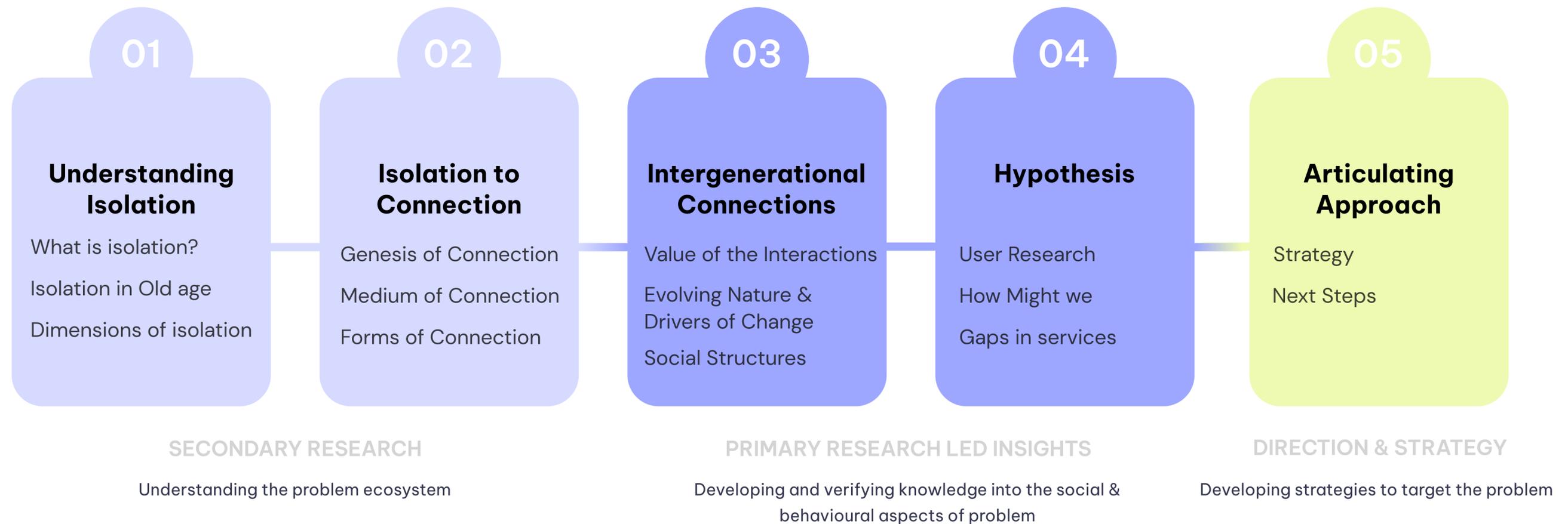


Interwoven

*Designing for Autonomy through
Intergenerational Collaboration*



Our Journey



Isolation in Old Age

Old people experiencing social isolation or loneliness are at a higher risk of –



Being admitted to emergency room or a nursing home



Heart problems, Blood pressure, weak immunity, etc



Emotional pain from loss of sense of connection



Resultant prolonged stress and anxiety response can raise risk to chronic illnesses

-NHS

24%

People aged 50+ living in England feel lonely.

2 mil

People aged 50+ are projected to feel lonely in the next decade.

11%

People aged 65+ report their social interactions are as less as merely once a month .

£3

Research shows that every £1 invested in tackling loneliness can save £3 in health costs.

-Age UK Research Studies



Ages & Culture

United Kingdom

A positive view of old age homes, known as "care homes"

Older people are often viewed as less valuable or desirable.

Age UK charity and campaigns to challenge ageism

USA

Traditions of "filial piety", where younger generations are expected to care

Old people likes to pursue new hobbies, interests, and social connections.

mixed view of old age homes

China

Cultural expectation is that children will care for their ageing parents. Older people are respected.

Ageism - shift towards more youth culture

Japan

"Oyaji Kari" -the elderly evacuation (voluntary move to communities to socialise and care)

Respect for elders, politeness, tradition

"Ageing Anxiety" (people worry about becoming a burden)

India

Respect for elders is deeply ingrained

Perception that older women are less valuable than men

Outlook on care homes in Indian societies is mostly negative



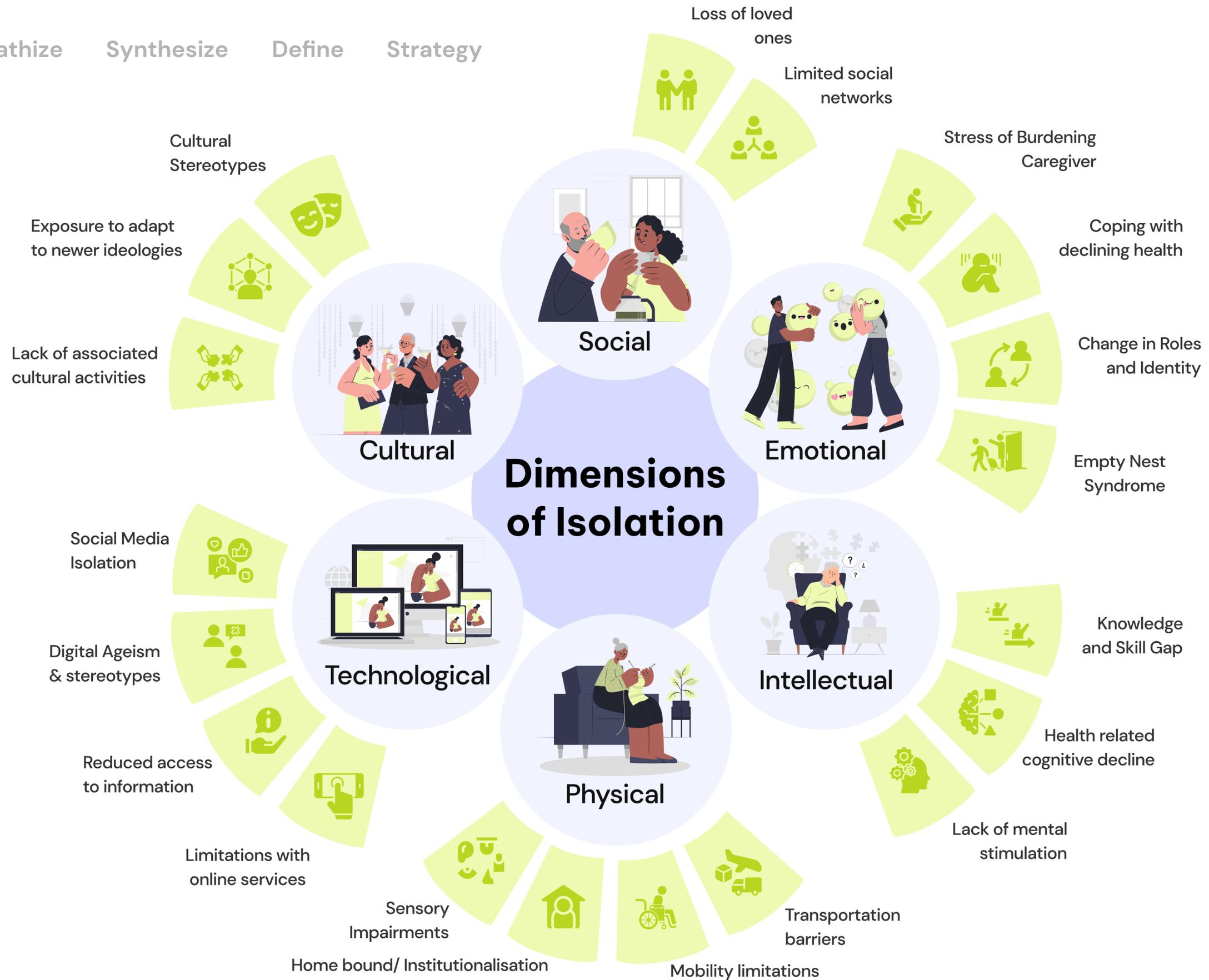
Discover

Empathize

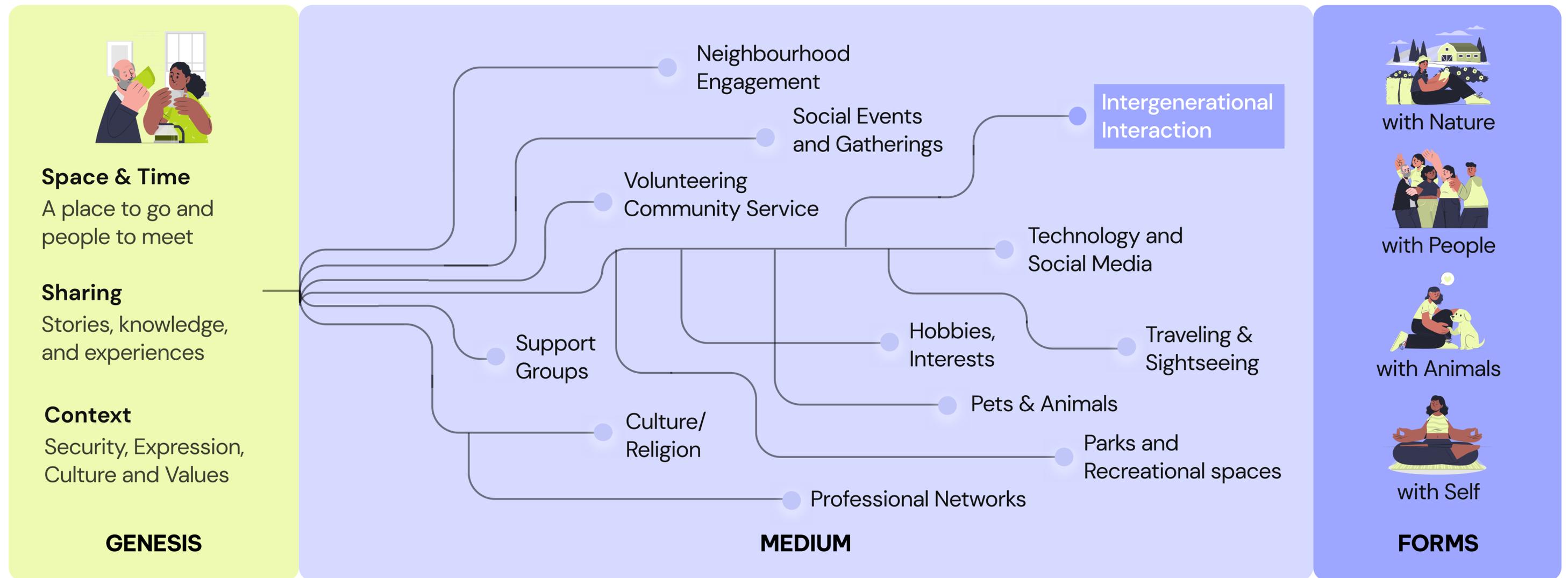
Synthesize

Define

Strategy



Sense of Connection



There is no one route from isolation to achieving connection, it can look very different for different types of people based on their life experiences, identity and purpose. To make sense of this we deconstructed the genesis, medium and forms of connection to overcome isolation across different types of people.

Evolution of Intergenerational Interactions



Generational Co-dependencies

In the past the higher rates of inter-generational conversations were a result of co-dependencies on each other and designated roles within a social structure.

History of Generational Relationships

Shift from **agrarian societies to industrialisation** changed social structures and values



Technology growth provided more choices and autonomy



Consumerism and media promoted personal fulfilment through material gains



Globalization and Mobility exposed to diverse cultures



Philosophical and political movements for liberalism and human rights, freedom



Drivers of Change



Self-Sufficiency & Individualism

We synthesised, supported by research papers, that innovations enable autonomy across generations, but conversely limits intergenerational interactions.

Emerging Attitudes Today



Design for Self-Sufficiency



Accessible & Inclusive design

Ease of access has been built in **transportation** via mobility bikes, access platforms in buses; within **food services** like delivery, custom meal boxes; within **financial services** through wellness programs and groups, medical innovations, within **social spaces** like parks and community halls, etc building a holistic ecosystem.

Self-sufficiency > safety comfort and autonomy > depending on innovations/ machines > over other human beings.



Functionally targeted design

We looked at various new emerging services in different industries like **Tourism** with generational group trips that follow fairly similar itinerary, **Social club and friend making services** focus on peers with few attempts of exploring intergenerational friendships and a continued trend across **art and craft workshops, activity zones, etc**

Design for practical needs of different age groups > a key unexplored segment > collaborative approach.

Discover Empathize **Synthesize** Define Strategy

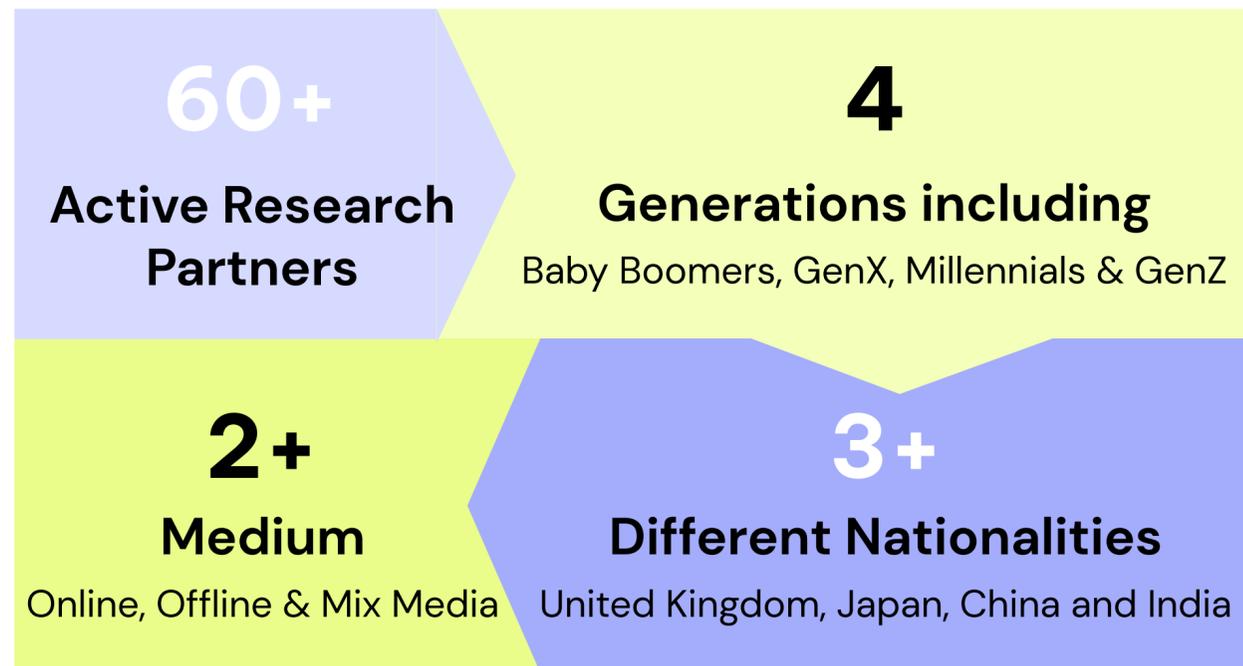
Hypothesis

Can self-sufficiency lead to isolation?



User Research

Participant data



Goals & Methodology



Experimental Conversations

Understanding the concepts of autonomy, self-sufficiency, purpose and identity across different phases of life to learn about people's influencing factors.

[Conversations](#) • [Story Journaling](#)



Behaviour Projection

Explore the factors shaping social connection, isolation, loneliness of baby boomers in old age, tracing to their early age experiences, habits influencing their trajectory.

[Volunteering](#) • [Neighbourhood Clubs](#)

Existing Services to address isolation

From our experience Volunteering at intergenerational events



Awareness Gap

Lack of awareness among different generations about the benefits and opportunities for intergenerational interactions events.



Communication Gap

Difficulty in navigating differences in communication styles between generations due to factors like language, technology usage and medium.



Cultural Gap

Limited insight on including and building volunteer sensitivity towards culturally diverse people to ensuring representation and engagement.



Sustainable Engagement Gap

Inconsistent volunteer-based programs lack specific guidelines and vary as these relationships are time bound and less sustainable in long term.



Evaluation Gap

Lack of systematic evaluation of the impact and effectiveness of programs in addressing the needs and challenges of different generations.



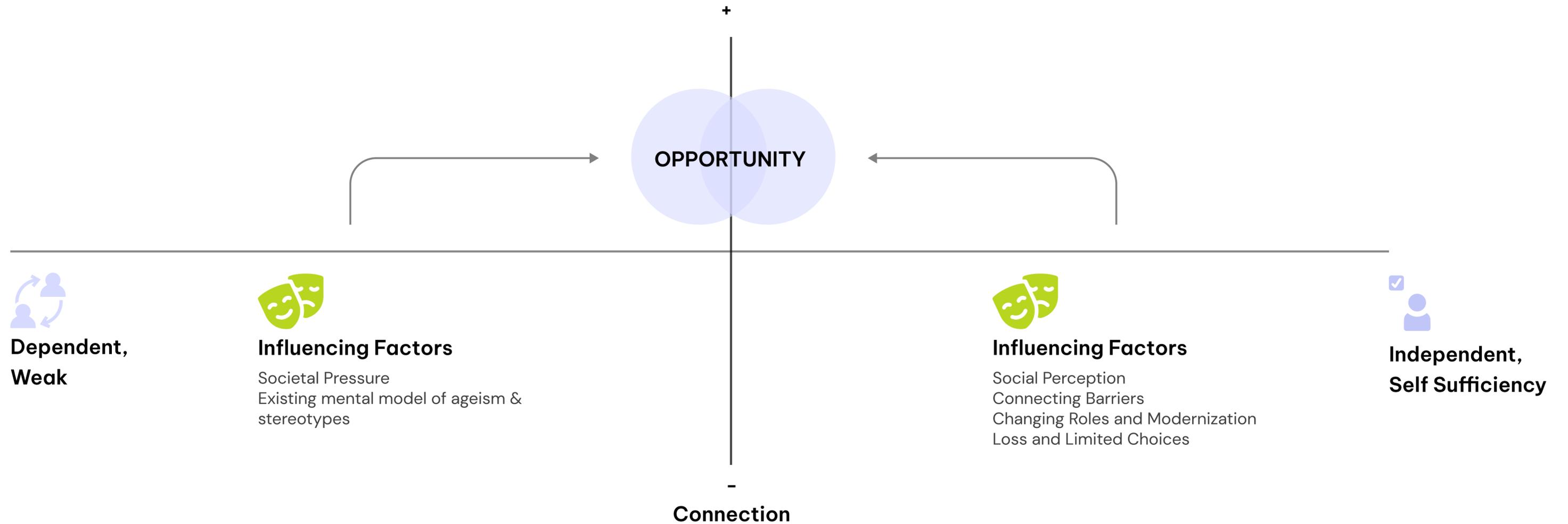
Resource Gap

Insufficient resources, funding, and support for initiatives focused on intergeneration interactions, leading to limited program offerings and reach.



Insight Mapping

From our research and story journals



How might we ensure self-sufficiency & autonomy for older adults through multi-generational interactions to address the issue of isolation in old age.

How might we approach the problem with a preventative lens of preparing for Gen-X (55-65 year olds) and their old age to create greater impact.



Our Approach

For
(Target Audience)

Generation X who wish to maintain an active lifestyle in old age but are hindered by intrinsic or extrinsic influences

Generation Z who have parent approaching retirement and old age

Because
(Needs)

Need Sense of Belonging
Social & Cultural

Growth through enriching
experience sharing

Autonomy
& Choice

Reinventing Self-
Identity

Through
(Approach)

To create a ritual/routine surrounding inter generational interaction by re imagining dependencies through valuable connections

Pathway
(Micro-changes)

1. Awareness

2. Conversations

3. Activities



Next Steps

01

Partners & Collabs

We want to spend some time further building relations and support in this space to guide us further in the process.

02

Co-creation Workshops

With the help of our partners and connections we want to hold workshop by creating prompts and interactive materials.

03

Exhibition Planning

We hope to plan our exhibition to enable ideation, feedback and a way to share and test interactive prototypes.



*“Building community is not just an act of trust and respect,
it’s an act of hope.”*

THANK YOU!

A Special thanks to our tutor John for his unwavering support and guidance. We would also like to thank North London Care for guiding us through their workshops and all the participants who contributed to the project!

