



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



Co-Design: For the People, With the People, Of the People

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Leader of Social Team
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WHO are the People?



老

AGED

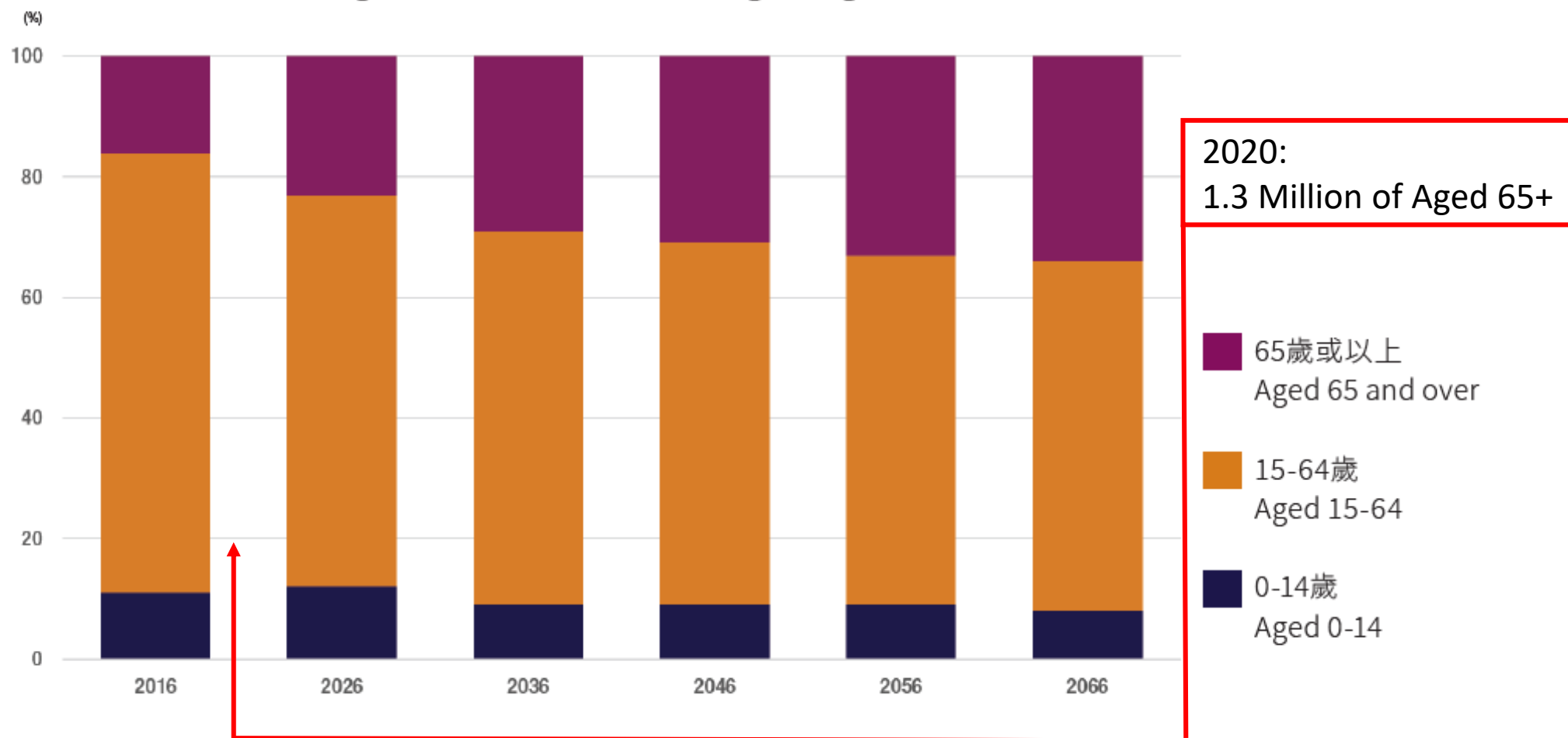




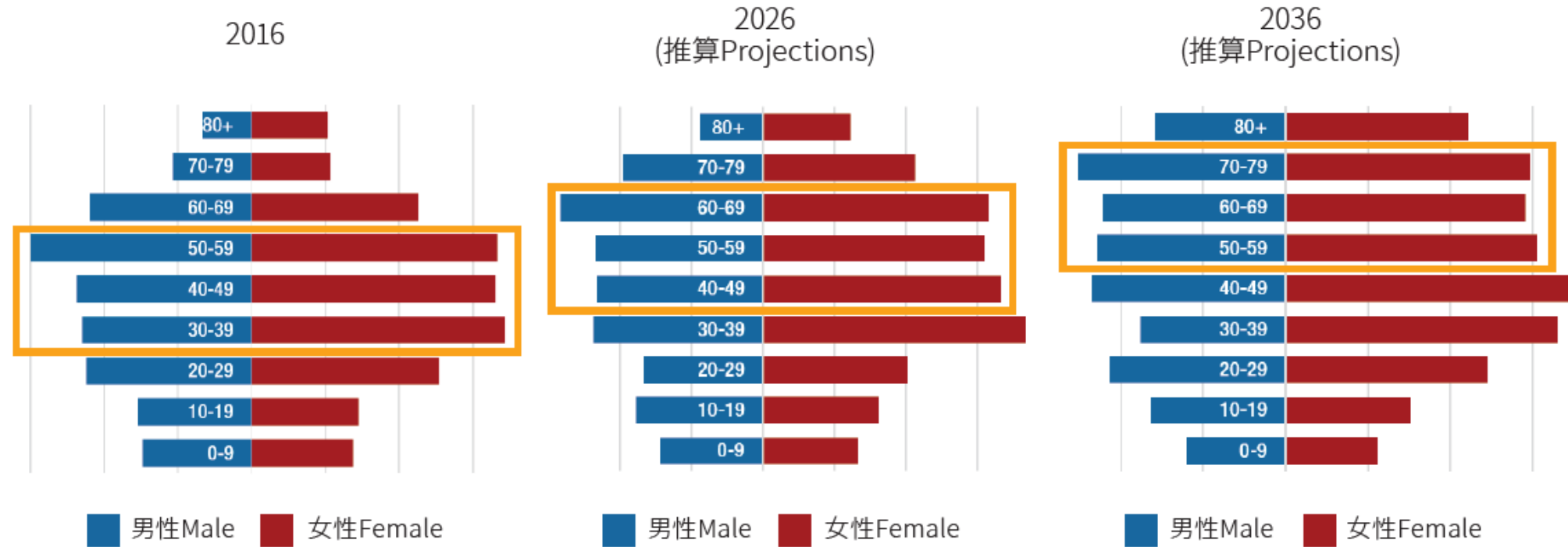
Trend of Hong Kong Population Ageing

2016-2066年香港各年齡人口百分比

Percentage of Population in Hong Kong 2016-2066



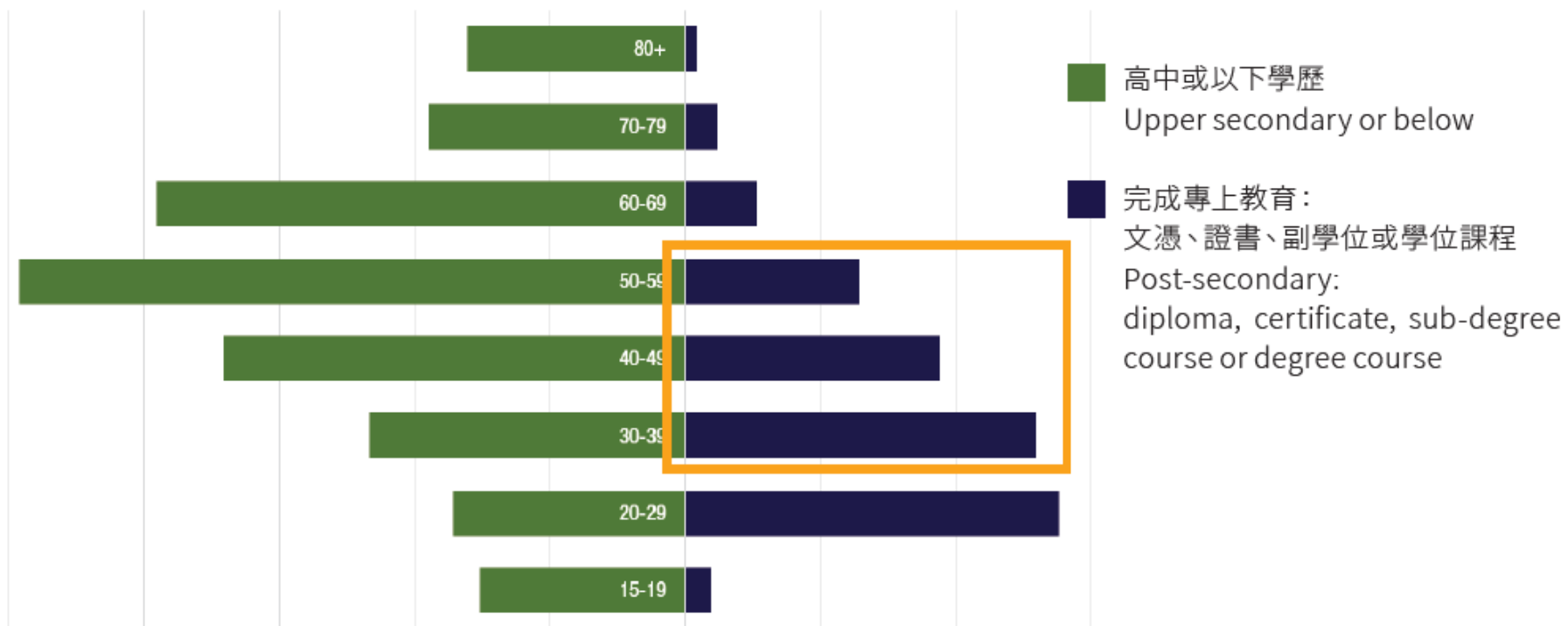
2016-2036 按年齡組別及性別劃分的人口 Population by age group & sex in 2016-2036



人口最大組別由中年變成老年，長者服務需求改變

NEED OF ELDERLY SERVICES CHANGES AS THE LARGEST POPULATION GROUP
SHIFTS FROM MIDDLE-AGED TO OLDER POPULATION

2016年15歲以上人口教育程度（最高完成程度）（不包括外籍家庭傭工）
Population aged 15 and or over by age group, sex & education attainment
(highest level of completion) (excluding foreign domestic helpers)



長者教育程度上升，自我期望及對服務的要求會相對提高
Expectations towards selves and services they receive rise with the higher education background



Other Trends of Population Ageing

- Life expectancy increases
- Pay more attention to health
- More mastery of information technology
- Better financial ability
- Overall health is better, but age-related diseases are more common

Theoretical Framework: Active Ageing




- A concept adopted by the World Health Organization (WHO) in late 1990s
- Shifts from a “needs-based” approach (which assumes that older people are passive targets) to a “rights-based” approach that recognises the rights of people to equality of opportunity as they grow older
- Especially the right to exercise participation in the political process and other aspects of community life



Hong Kong Context

- “The Jockey Club Age Friendly City Project” conducted baseline assessment in 18 districts on the level of age-friendliness
- The baseline study draws basic scores for 8 major areas
- Applied analysis to our Projects

【信息交流】 Communication & Information

-  長者可透過長者中心接收訊息
Accessible information through elderly centres
-  長者可透過人傳人的溝通方式，能有效地分享和交流資訊
Effective sharing of information through person-to-person communication
-  資訊發放形式不友善，如：字體太小、廣播速度太快
Unfriendly dissemination of information
(e.g. small font size, high speed broadcasting announcements)



【社會參與】 Social Participation

-  長者可參與多類型的社交活動
Wide variety of social activities for elders
-  社區及社交活動經濟上可負擔
Affordable community and social activities
-  活動場地不足
Insufficient venues and spaces for activities
-  活動名額不足導致長者難以參與部分社區活動
Inaccessibility to activities (e.g. due to limited quotas)
-  部分人士，如獨居長者、男性或高學歷長者參與社交活動的機會較少
Fewer opportunities for social participation for specific groups
(e.g. living alone; male/elders with higher education level)

【公民參與和就業】 Civic Participation & Employment

-  讓長者參與各種義務工作
Diverse volunteering opportunities

【尊重和社會包容】 Respect & Social Inclusion

-  長者有表達意見的途徑
Different channels to express opinions
-  反映意見的渠道仍有不足
Inadequate channels for feedbacks



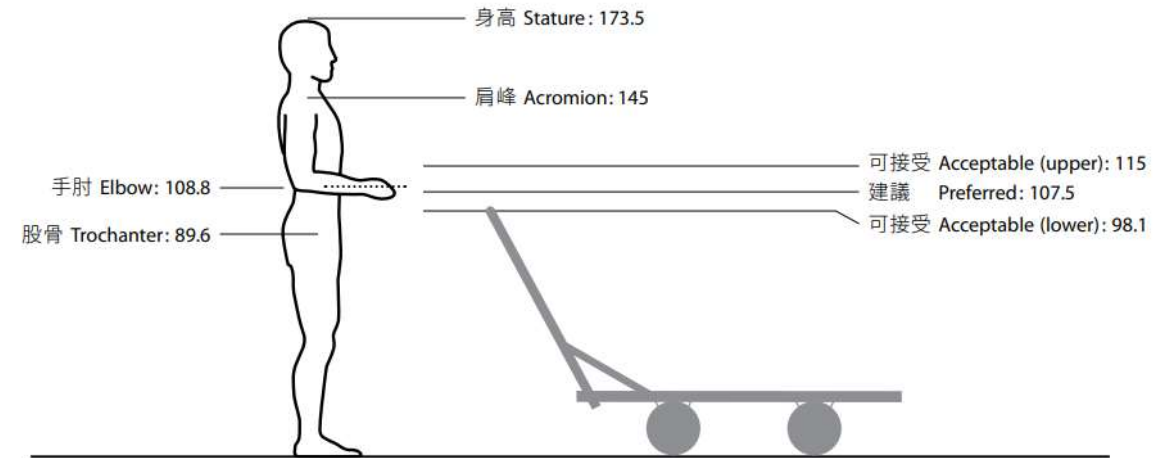
Recycling Cart for Waste Pickers

Case study 1



Waste-pickers

- Age range: 60 to 90
- Meager income from collecting and re-selling recyclables
- Iron trolley
 - Bending over the backs often
 - Heavy
 - Insufficient loading space
 - No security measures



大部份的文獻都建議把手的高度等於大約手肘高度⁶
Most literature suggested that handle height should be around the height of elbows⁶



參加者在分享自己的創新想法
Participants shared their innovative ideas



參加者用木板製作一個新手推車的原型
Participants uses plywood board to create a trolley prototype

The New Recycling Trolley

- More ergonomic
- More power-efficient
- More safe
- Easier control
- Increase storage



An inter-disciplinary design team



- Ms. Wong
- Aged 68
- Highly participated in the co-design process
 - Informant and actively testing the prototypes





Community Kitchen

Case study 2

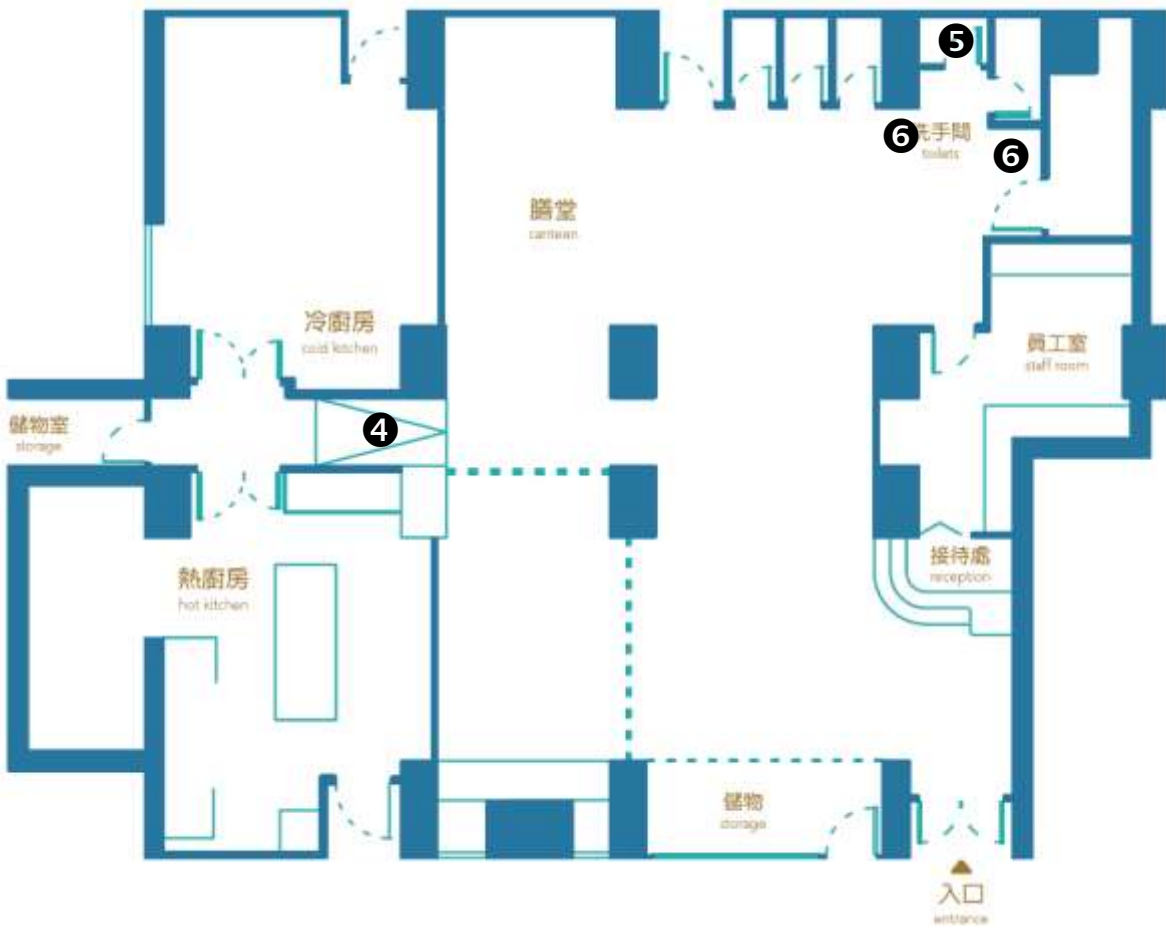
- TWGH Chan Un Chan Third Age Volunteers Centre cum Community Kitchen
- A community kitchen for the needy neighborhood
- Serving 100 to 200 meals per day for dine-in and deliver away
- Operated by Third-aged workers and volunteers, enjoyed by Third-aged users



- Social Design Students, Professors, practitioner and Professional Design consultant
- Eight areas, over 100 items to improve the working conditions and services
 - Layout & Furnishing
 - Operational Routing & Logistics
 - Labels & Signage
 - Equipment
 - Training
 - Inspections & Records
 - Menu and Recipe
 - Incentives



Anti-slippery measures in slope and wet areas



④ Anti-slip tape on the ramp outside the kitchens

⑤ Wall mount walking stick holder inside the urinal toilet



⑥ 3M carpet matting under the sink

Visualize the workflow and instructions



東華三院羅深軒 社區廚房及飯堂 第三齡義工注意事項

- 1 日常方面**
 - 所有義工請準時出席服務，並帶備親友及車証。
 - 貴重物品請隨身帶走，手提袋需存放於儲物櫃內。
- 2 穿著方面**
 - 進入廚房必須穿著圍裙並帶上圍裙。
 - 進入廚房必須穿著圍裙。
- 3 食物處理方面**
 - 處理食物時請帶上手套及口罩。
 - 已變熱的食物需保攝氏75度或以上，而存放溫度需於攝氏60度以上。
- 4 清潔方面**
 - 用消毒洗手液洗手，(每小時一次)，保持地方乾爽、整潔。
 - 刀具及用品在使用後需抹乾淨及放回原處。(擦乾後)

小 鐘

東華三院羅深軒 熱廚房 第三齡義工服務流程

- 1 準備工夫**
 - 開菜爐
 - 計算飯盒數量
 - 計算食料數量
 - 計算耗量
- 2 準備堂食及飯盒**
 - 洗米及蒸飯
 - 洗菜切菜
 - 煮食
 - 處理餐盤
 - 點算飯量
- 3 整理廚房及各清潔事務**

下午1:00前完成

小 鐘

東華三院羅深軒 冷廚房 第三齡義工服務流程

- | | |
|---------------------|---------------|
| 10:00 - 15:00 | 11:45 - 16:45 |
| 開一碟
煎炒四碟
白飯焗燉 | 點算剩餘
供堂食備用 |
| 清洗碗碟 | 將飯清洗好待開飯 |
- | | |
|----------------|----------------|
| 10:30 - 15:30 | 12:45 - 17:45 |
| 處理社福單位
處理堂食 | 清理場地
清洗熱下焗爐 |
- | | |
|---------------|---------------|
| 11:30 - 16:30 | 13:00 - 18:30 |
| 派發餐券 | 完成整理預備堂食清潔事務 |

上午 下午

小 鐘



Original instructions

Acknowledge the contributions of senior workers and volunteers



今天的飯餐

湯: 菜:

A: B:

加餸:

當值職員

當值小膳蜂

Smart ageing gadgets



夾子可伸縮，不使用時可縮入隱藏。



香港聖公會麥理浩夫人中心林植宣博士老人綜合服務中心
HKSKH Lady MacLehose Centre Dr. Lam Chik Suen
District Elderly Community Centre



基督教靈實協會靈實長者地區服務
Haven of Hope District Elderly
Community Service



東華三院方肇彝長者鄰舍中心
TWGH Fong Shiu Yee Neighbourhood
Elderly Centre



Services for Members in Elderly Centres

Case study 3



DECC

長者地區中心

DISTRICT ELDERLY COMMUNITY CENTRE

- 在地區層面（約17萬人的社區）為長者提供社區支援服務，幫助長者在社區過著健康、受尊重及有尊嚴的生活。
Provides services at district level (with a population of 170,000 persons) to enable elders to remain in the community, leading a healthy, respectful and dignified life.
- 由不同的社福機構營辦，目前全港共有41間。
Operated by different NGOs, there are currently 41 DECCs in Hong Kong.
- ★ • 透過推動積極老齡化，為區內長者提供諮詢、外展、轉介等服務，並舉辦社會和娛樂活動。
Promotes active ageing, provides counselling, outreaching, and referral services as well as social and recreational activities.
- ★ • 聯繫地區上各服務單位，包括長者鄰舍中心，更有效地運用社區資源，共同建立一個關懷長者的社區。
Plays a supporting role in the relevant sub-districts by coordinating with NECs and other stakeholders to provide services to elders through an integrated approach.
- ★ • 近年增聘護士、職業治療師等護理專業人士，照顧體弱長者的需求。
Recruit additional nursery professionals such as nurses and occupational therapists in recent years to address the needs of weak olds.
- 「淨運營建築面積要求」為424平方米。
Requires a net operational floor area (NOFA) of 424 square meters.

NEC

長者鄰舍中心

NEIGHBOURHOOD ELDERLY CENTRE

- 在鄰舍層面（約1.5-2萬人的社區，包括公共和私人屋苑），為長者提供一系列適切而便捷的社區支援服務，以協助長者在社區過著健康、受尊重及有尊嚴的生活，並鼓勵長者積極參與，貢獻社會。
Provides community support services at neighbourhood level (with a population of 15,000 to 20,000 persons, including both public and private housing) to provide a range of comprehensive services.
- 配合長者地區中心的工作，共同推動社會大眾建立一個充滿關懷的社區。
Collaborates with DECCs to involve the public in constructing a caring community.
- 「淨運營建築面積要求」為303平方米。
Requires a NOFA of 303 square meters.

Co-creating the New Possibilities of Elderly Centres



- Elderly Centres Operators
- Social workers
- Elderly members
- Technical professionals
 - Eg. IT, designers, architects
- Enthusiastic youths

Design Point of Views

全方位活動報名及推廣電子平台

AN ONLINE PLATFORM THAT FACILITATES
EVENT REGISTRATION AND PROMOTION

此長者中心經常發展創新活動，除了區內長者，亦希望招募其他地區的長者參與。不過，由於中心現有的宣傳手法未能有效接觸到他們的目標年輕長者，很多適合的長者都無法獲取這些創新活動資訊，或對這些他們未接觸過的活動作進一步查詢。共創團隊的預定設計方向是發展一個更配合現今長者行動習慣的宣傳和溝通平台，吸引他們留意中心創新活動的資訊。

This Elderly Centre often develops innovative activities. In addition to the elders in the district, it also targets elders from other regions in their recruitment. However, the current promotion method is not effective for the Centre to reach its target young-olds. Many elders who may be interested in the innovative activities are not exposed to the information. Therefore, the direction for Group A is to develop a platform for the Centre to advertise their programmes and communicate with potential users, encouraging them to join the innovative activities.

設計觀點：長者中心需要有效宣傳、推廣和讓會員查詢活動的方案，因為：

1. 長者中心向現有會員發放資訊的手法不夠全面
2. 現時中心接觸不到需要創新活動的長者
3. 部分長者未有發現自己對創新活動的期望和需要

Design Point of View:

The elderly centre needs an effective platform for promoting their activities because

1. current approach of distributing information to members is incomprehensive,
2. the Centre cannot reach elders who want innovative activities, and
3. some elders fail to discover their expectations and needs for innovative activities.

A組

SoMeLa

全方位活動報名及推廣電子平台

如何吸引新會員，從而：

- (長者) 知道何時可以報名、名額 (有無位)、容易找到自己感興趣的活動
- (同工) 不用逐個長者及放訊息 (WhatsApp)、知道宣傳成效、可以讓長者分享内容

目標對象需求

對象：50 - 75歲 / 活躍 / 行動能力高 / 有動力學習

宣傳(Competition Event) / 有趣 / 新鮮課程 / 找不到自己感興趣的活動 / 不用親到中心才知道幾時可以報名和有無位

測試過程及發現

測試/反應：
QR Code → Facebook (成功)/長者用手機及QR Code的情況(fb不是大部份長者都用，未必有QR Code Scanner / T-shirt 設計 + 海報設計 (加入文字在QR Code旁，加入公仔)

新發現：
(1) 要有Landing Page，多方法獲取資料
(2) 可利用年青人(孫)幫助宣傳 → T-shirt Competition Event

這個方案改變了什麼？

年輕長者能被教育使用社交平台影響長者使用智能電話

創新地方：
線上線下參與平台

SoMeLa

Aged-friendly digital platform



Running an
online radio
programme
hosted by the
elderly
members



促進中心與會員溝通的方案

A STRATEGY THAT PROMOTES THE COMMUNICATION OF MEMBERS AND STAFF

長者中心會負責把不同政府部門和社福機構的最新服務資訊或相關資源，發放給會員和所屬地區的長者。不過，這些服務資訊或資源的發放並不定時，很多時未能配合中心的月會或通訊發佈日程，而且只有很短的時間讓中心宣傳。加上中心大部份年老會員仍未有使用智能手機的習慣，中心難於透過網上平台讓他們掌握最新資訊。共創團隊的預定設計目標為創造簡單而有效的資訊發放方案，針對宣傳時間較短的事務，避免這批年老長者錯過合適活動和服務的機會。

The Elderly Centre is responsible for disseminating latest information about activities and related resources from the Government and other NGOs to members and elders living in their areas. However, this kind of information usually releases irregularly. It cannot be released together with the monthly magazine of the Centre, leaving very limited time for advertising work. In addition, since most of the members in the Centre are not used to smartphones, building an online platform can hardly assist them in receiving the latest news. Therefore, the direction for Group E is to design a solution that is simple and effective for releasing both regular and urgent information to elders, so that they will not miss the activities and services that are suitable for them.

設計觀點：

長者中心需要更有效發布資訊的渠道，因為會員未必經常到長者中心閱讀最新服務海報。

Design Point of View:

The elderly centre needs an effective channel for distributing information because members may not visit the Centre and read the latest posters frequently.

E組 宣傳易

“宣傳易”善用現有宣傳渠道，非常“易做”，重新將資訊展示分類及改進海報設計，令人“易睇、易明”！我們活用生活上的觀察，首創錄音公仔傳播資訊，大大提升活動資訊傳播的吸引度！由此可見，宣傳易“行出一小步”，將現有事務重新整合，便能大大提升宣傳效力，達到“宣傳一大步”！

測試過程及發現

如何測試

- 兩款海報設計配置
- 中心內的不同位置：牆、櫃面、電視機、電視室用

測試結果

- 大海報較吸引長者閱讀
- 圖畫顯示活動資訊
- 日期置於左上角有助閱讀
- 活動名稱及性質為主要資訊
- 一張海報顯示一個活動資訊最為簡單

最需已修改的地方

- 白底，顏色具鮮明對比
- 增加文字行距
- 活動展示方式及位置
- 張貼高度應為胸口以上
- 茶水間位置張貼活動資訊
- 放置月會通訊於接待處，以留空位置放置海報
- 緊急活動資訊張貼於通道位置

原件：

- 作非文字，多感官，互動宣傳方式
- 重新編排電視機版面，吸引會員注目



新宣傳海報原型



原件原型

這個方案改變了什麼？

(A) 職員行為

- 清晰的分類去展示海報，以突顯活動的緊急節省溝通時間，減低工作量

(B) 老友記行為

- 清晰知道活動資訊所在：易睇，易懂，易問活動資訊
- 感到有趣，從而增加詢問的自發性
- 問東仔

創新點

- 宣傳渠道：多元化，多感官
- 運用吉祥物，容易令用家(長者)接受
- 鼓勵長者自發查詢

目標對象需求

目標對象

- 中心會員
- 識字及不識字
- 活躍及非活躍
- 中心職員



目標對象需求

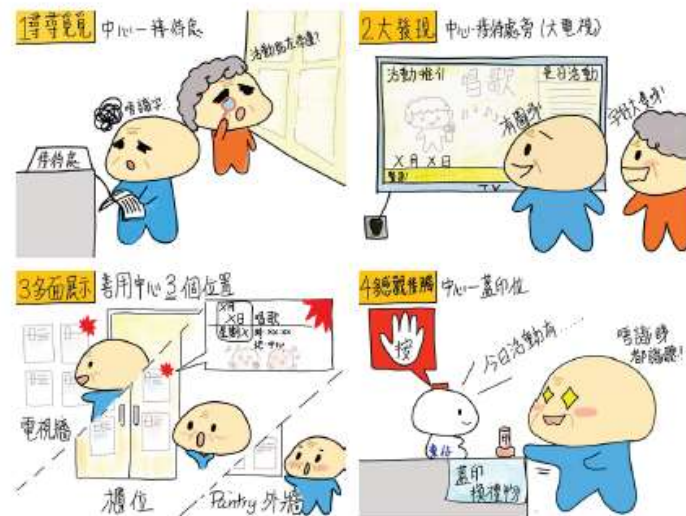
- 會員及中心職員：1) 清晰集中的活動資訊展示方式
- 2) 簡單有效的宣傳位置
- 不識字的會員：非文字的活動資訊的發放方式
- 中心職員：善用現有中心資源



現在的困難和挑戰

- 發放消息的主要渠道有限：欠缺位置擺放所有活動資訊
- 政府部門和其他中心的活動宣傳期很短，展示期較緊急，難以安排合適空間展示
- 中心大部分年老會員未有使用智能手機習慣

最後設計



設計特點

海報設計

- 多圖少字，一目了然

海報展示位置

- 集中，分類，張貼在注目位置

善用電視

- 利用其動態畫面及顏色，突顯重要活動

東仔

- 互動公仔，提升注意度，多感官接觸，令不識字的長者能接收活動資訊，減省人手



A communicative robot with characters to build the rapport



東仔技術





共創回收手推車報告

Report on
Co-Designing Iron Trolley for
Cardboards Recycling

年齡友善的

社區廚房

THE TOOLKIT FOR
THE AGE-FRIENDLY
COMMUNITY KITCHEN

實用指南





Create Values

- In favour of the underprivileged or underrepresented
- Change images and perceptions



Bring in perspectives

- Understand the needs of users & stakeholders directly
- Empower to speak up for themselves



Creation of Knowledge

- Disseminate experience
- Allow continuous experiments

