THE SCAN FOUNDATION

2020 FORUM

Honoring the
Journey
of Growing Older

#AsIGrowOlder

Using a Co-Design Practice to Design Better Solutions With Older Adults

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The SCAN Foundation
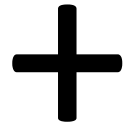
Molly Waseka
Alive Ventures

Agenda

- Our Design Journey

- Introduction to Co-Design

- Program Design

- Our Findings

- How-to: Toolkit Review
  & Take-Away

Our Design Journey

Human-Centered Design

+

Co-Design
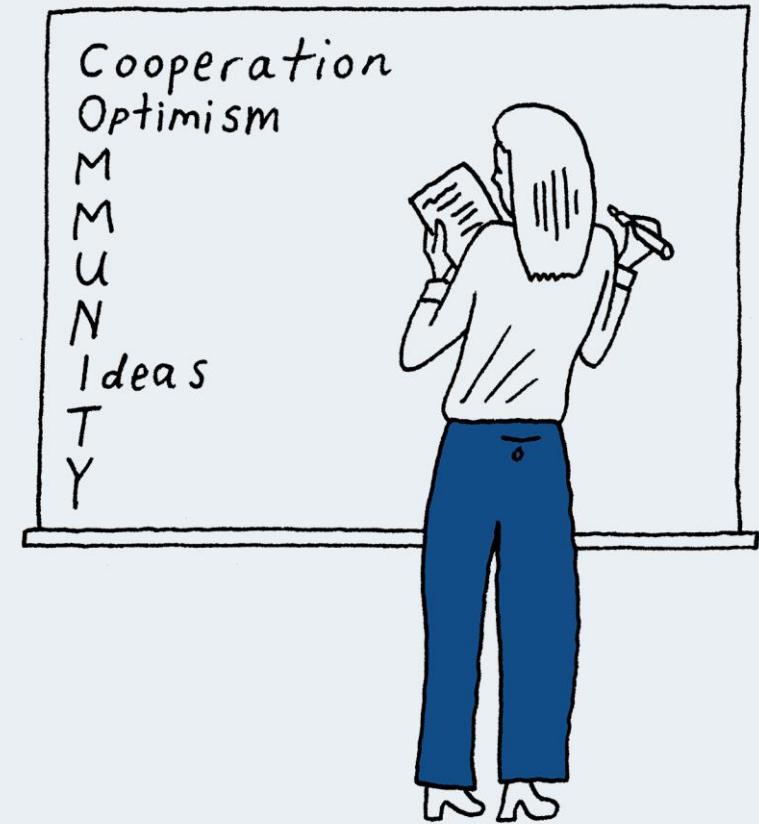
= *Empathy*

Introduction to Co-Design

Design <u>with</u>, not <u>for.</u>

Co-Design Can be Applied to Designing...

- Products

- Services

- Experiences

- Process

- Community

Our Approach

We believe that:

1) Empathy + optimism = authentic, inclusive and insightful ideas

2) Providing space and agency results in new connections and mindset

3) An increase in understanding helps us turn challenges into opportunities

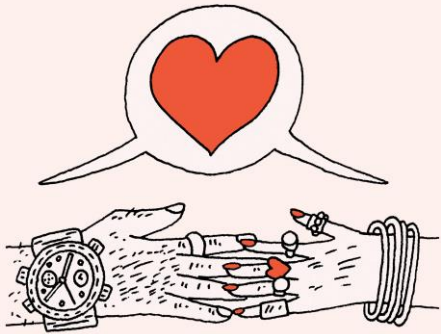# Our Goal Was to Design a System Which:

- Can be conducted by anyone

- Is easy to run

- Is predictable, and efficient

- Is optimistic and human-centered

- Results in deeper understandings

Program Design

We chose to explore four major topics through our co-design workshops:
Love, Vitality, Work, and Friendship.
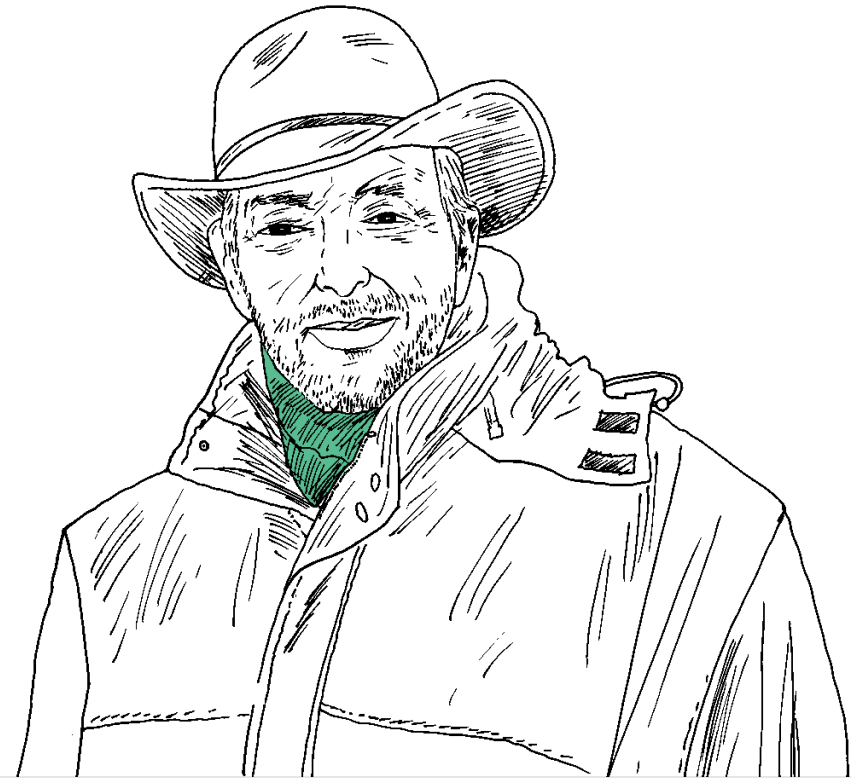
Program Design

We developed a distinct experience, with an environment that supported participants' working together, and feeling at ease.

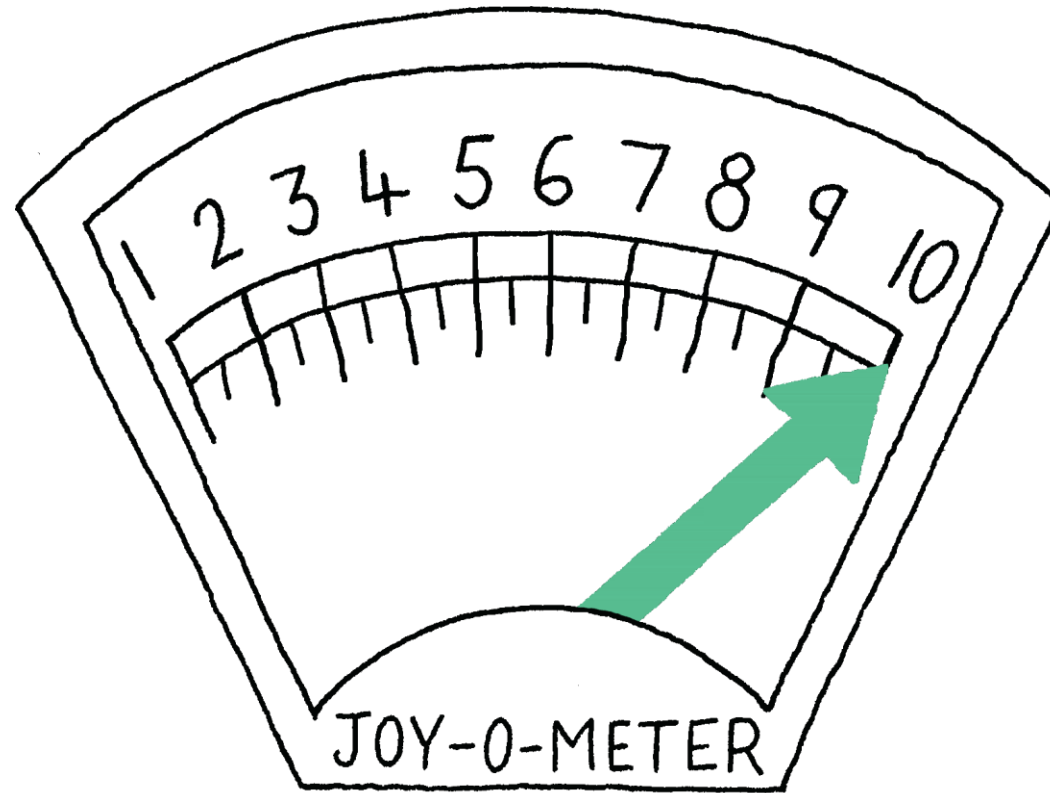This methodology led us to new ideas about what older people want.

What We Learned

Older people cannot be defined by worries.
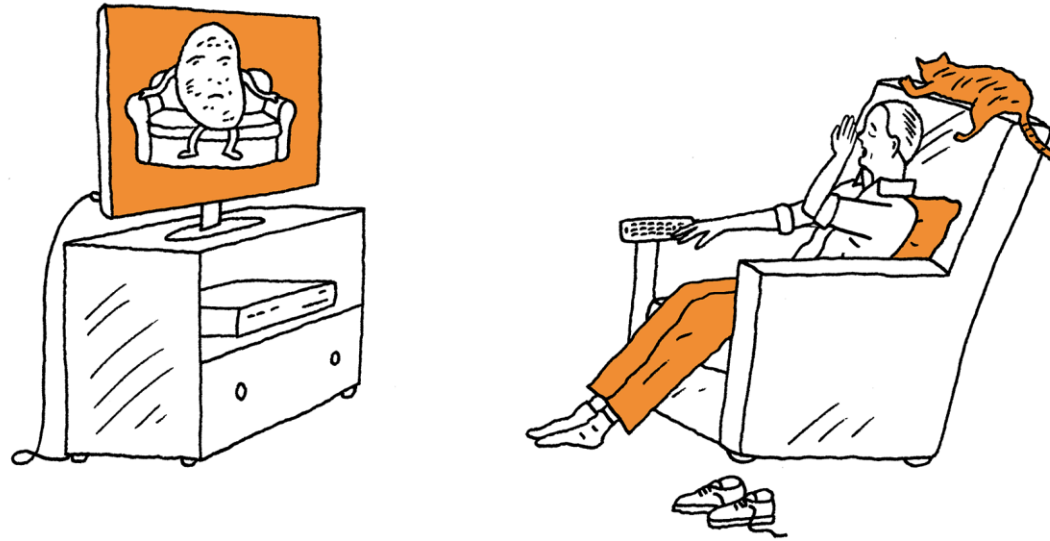
The Thrill is On

Older people have the most experience living, and we have much to learn from them.
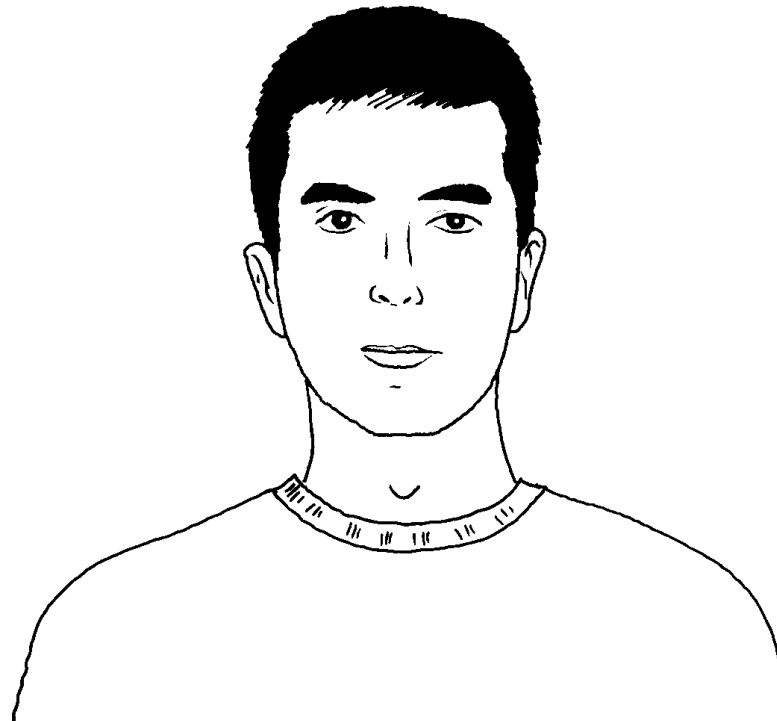
Older people are looking for different kinds of experiences.

Older people want the same things we all want, the difference is how they get them.

Same, different.

You Can Co-Design, too!

To create or bond with your community *or* learn about what your community wants.

Toolkit and Full Report

Your co-design kit: what you need to prep and run a co-design session

Thank You!

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