Using a Co-Design Practice to Design Better Solutions With Older Adults
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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 with, not for.
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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