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**SMART Senior  
Rotterdam & Aalborg**





# **SMART Senior**

## **Building digital solutions by seniors**

Why seniors?

- Quite good at digital solutions, SoMe, shopping
- Valuable source of knowledge

## How can we make VraagWijzer easier to find and use?

Senior citizens 1<sup>st</sup> day:

- Joined a basic training in field research/interview
- Interviewed fellow citizens
- Gained insights in
  - the customer journey,
  - the work at the support desk
  - vulnerabilities in the system





# Rotterdam

## How can we make VraagWijzer easier to find and use?

### Senior citizens 2<sup>nd</sup> day:

- Worked with persona's and customer journeys through brainstorming and associations, towards actual concepts
- Ended with multiple concepts for improvement of service and new instruments to make the support desk more accessible





# Aalborg

## Workshop for SMART Seniors

Senior citizens 1<sup>st</sup> day:

- Preparation by DaneAge and the Council of the Elderly in Aalborg
- Three challenges:
  - How to make more senior citizens more digital
  - How to find out about activities in the neighborhood
  - How do citizens and the municipality communicate SMART





# Aalborg

## Workshop for SMART Seniors

### Senior citizens 2<sup>nd</sup> day:

- Program alternated between
  - Short presentations
  - Work in smaller groups
- Post-it's with challenges used to generate ideas for solutions
- The 6 groups chose one idea each and “sold” it to the others
- Results were categorized and evaluated by the municipality





## Rotterdam

- Service design training of a group of seniors
- Design session, customers journey
- Catering



## Aalborg

- Focus group worked on challenges for seniors
- 40 seniors generated ideas in a design session
- Catering is very important

Arrows showing main direction of inspiration



## Insights

- Senior citizens are valuable members of service design teams
  - Potential users
  - Human centered views on services
- Transnational collaboration
  - Sharing views and perspectives
  - New inputs to digital solutions

