


A black and white photograph of two women walking in a city street. The woman on the left is older, wearing glasses and a dark top with a white lace collar. The woman on the right is younger, wearing glasses and a light-colored blouse with a white lace collar. A semi-transparent white circle is overlaid on the image, containing the text 'CYCLE3 FINAL PRESENTATION' and 'anna lena van iersel'.

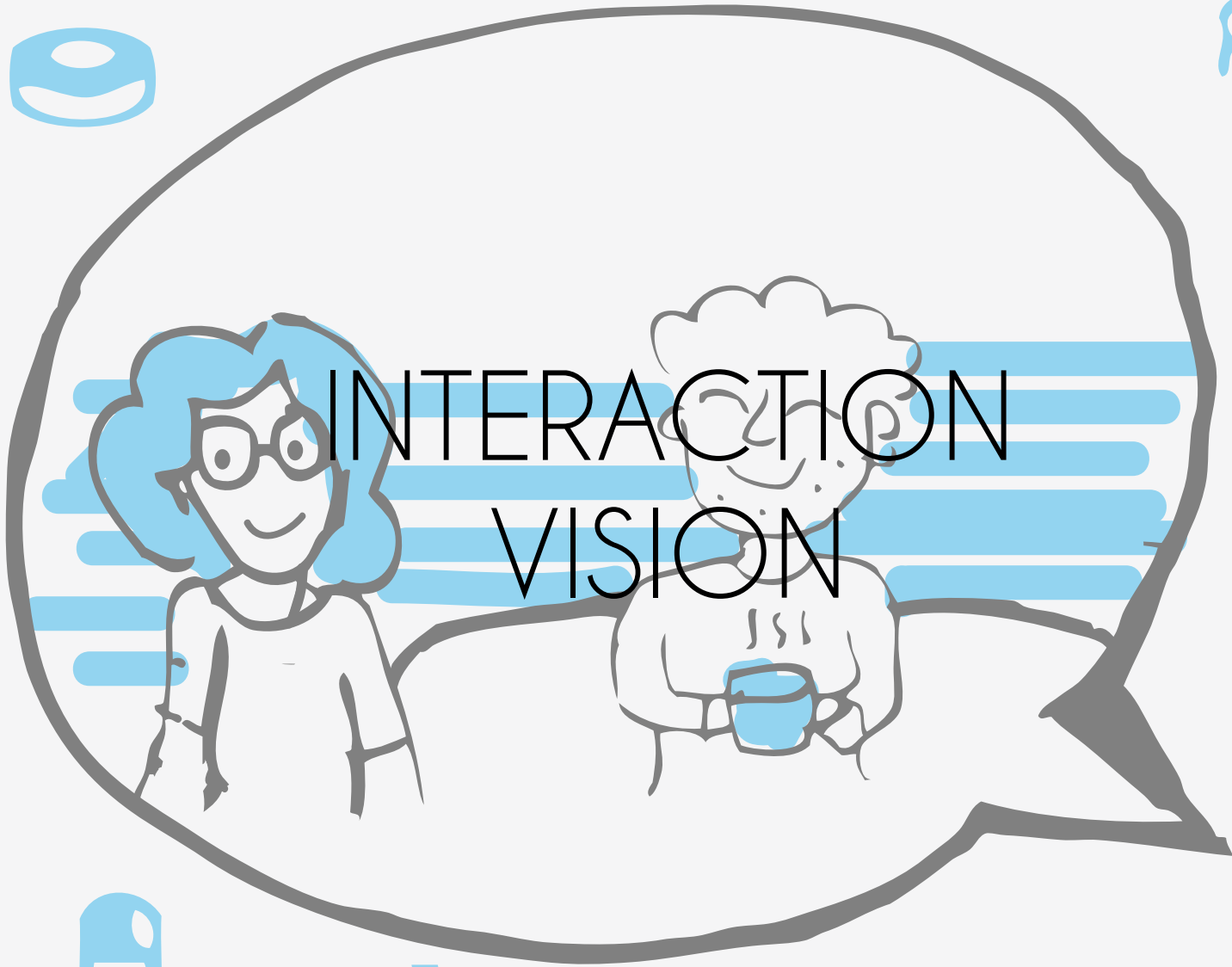
CYCLE3  
FINAL  
PRESENTATION

anna lena van iersel



“i want to design for  
*elderly* living alone,  
to help them **ask help** in their  
**neighborhood** *with daily*  
*chores.*”

INTERACTION  
VISION





I want asking for help to feel **FUN**,  
**SECRET**, **SOCIAL** and LIGHT-HEARTED



MUCH LIKE  
**DANCING**  
LIKE NO ONE  
IS WATCHING



ACTIVITY:  
SCENARIOS

need to let their neighbors know  
what's up



...voort u?  
...daar?  
...over de vloer?  
...etog?  
...anderen aan uw huis?

**Klusjes:**



Maakt u zelf uw huis schoon?  
Doet u zelf uw boodschappen?  
Kookt u zelf?  
Als iemand anders dit (met u samen) doet, wie is dat dan?

**Zelf regelen:**

Schrijf op het boodschappenlijstje wat u meestal aan boodschappen haalt in de week.  
Wat moet u de komende tijd nog meer afkeer regelen?



**Mijn buurt:**

Wat voor buren hebt u?  
Kent u de andere mensen in uw straat of gebouw?  
Spreekt u ze? En zo ja, hoe vaak?  
Helpt u hen wel eens met dingen, of andersom?



**Leuke dingen:**

...als u zich niet lekker voelt?  
...end om alleen te moeten doen?  
...ulp bij klusjes en dergelijke?  
...end en zo ja, waarom?



**Leuke dingen:**

Met wie hebt u het (vaak) gezellig?  
Wat doet u graag alleen?  
Wanneer nodigt u mensen uit?  
Wat vindt u leuk aan de buurt waarin u woont?



**Handig:**

Bent u zelf een klusser of een handig iemand?  
Bent u creatief of vindingrijk?  
Als er iets kapot is in huis, maakt u dat dan?  
Maakt of regelt u wel eens iets voor andere mensen, of biedt u ze hulp?



**Handje helpen:**

Vraagt u soms om hulp?  
Bij wat voor dingen vraagt u?  
Aan wie vraagt u dat?  
Vindt u dat vervelend?

**Zelf regelen:**

...schappenlijstje wat u meestal aan boodschappen haalt in de week.  
...ende tijd nog meer afkeer regelen?

ACTIVITY:  
RESEARCHING

**Mijn buurt:**

Wat voor buren hebt u?  
Kent u de andere mensen in uw straat of gebouw?  
Spreekt u ze? En zo ja, hoe vaak?  
Helpt u hen wel eens met dingen, of andersom?



**Handje helpen:**

Geef met een kruisje aan hoe vervelend (10) of prima acceptabel (1) u het vindt om hulp te vragen bij de volgende activiteiten.

- VOORBEELD: 1 2 3 4 5 6 7 8 9 10
- Wassen
  - Drogen
  - Stryken
  - Koken
  - Boodschappen
  - Apparaten repareren of instellen (TV)
  - Afwassen
  - Was ophangen
  - Stofzuigen
  - Poltsen
  - Financiële zaken
  - Gasten ontvangen (verjaardag)
  - Spullen zoeken (indien verloren)
  - Medische zaken

**Wat ik nog:**

Vul hier in wat er niet in het...

before asking for help		upon asking for help		after and about asking for help	
<p>"I help them with computer/ipad issues and help them plan small things or run errands."</p> <p>"I help her with all sorts of things but she's very self reliant."</p> <p>"I help two elderly in my neighborhood making up beds, helping them to cook dinner."</p> <p>"I help my neighbor with grocery shopping, and ordering medication."</p>	<p>"I help my neighbor with grocery shopping, and ordering medication."</p> <p>I help the elderly person in my street with cleaning windows and explaining things about the computer.</p> <p>I help the lady in my street to clean and do some technical things.</p>	<p>Elderly are pretty stubborn, like this lady. She dislikes it when others have to help her.</p> <p>I feel like I want to help them as good as I can</p> <p>He asks me for help although he is not always aware he needs help with these things.</p> <p>If someone lives close, it's fine.</p>	<p>Sometimes i'm busy and i can't make it so i feel guilty, but i arrange it with my neighbor instead. when I can make it i feel awesome and reliant!</p> <p>I dont feel like they ask me enough</p> <p>I feel happy I can help them but sometimes, I have little time, leaving me a bit sad.</p>	<p>When they ask me last minute or really nagging or emotional, i like things nice and clean.</p> <p>It bothers me that these people are usually lonely.</p> <p>I like it when people ask me for help, because I then feel like an expert!</p>	<p>I don't always have the time, and I feel a bit guilty.</p> <p>It costs time and I don't want to invest that time in rude people. Asking the same over and over again might be annoying.</p> <p>It doesn't bother me because he really can't do it himself</p>

<p>Needs: - The neighbor needs to know the things to help the elderly out with;</p> <p>- The neighbor needs to be able to do these things;</p> <p>- The neighbor finds it relevant to be good at these things.</p>	<p>Needs: - Needs to know that help is needed;</p> <p>- Needs to have time to help;</p> <p>- Can be asked frequently;</p> <p>- To be able to find time and other arrangements.</p>	<p>Needs: - To be informed somewhere in advance to have time;</p> <p>- To know this person isn't lonely;</p> <p>- To not feel guilty;</p> <p>- To feel in control and reliant;</p> <p>- To be addressed respectfully;</p>
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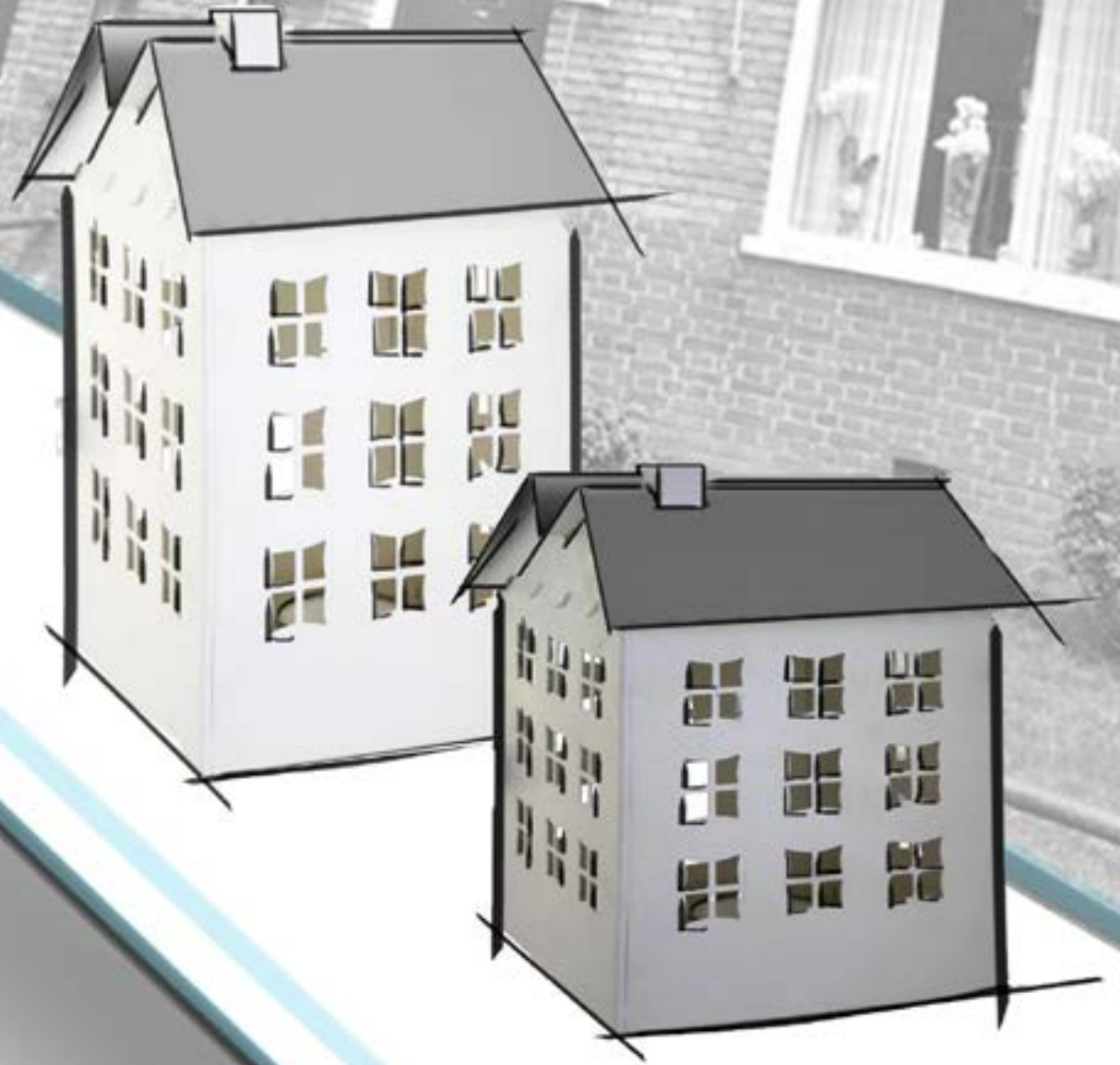


testing the direction and  
generating ideas with students,  
and two grandparents

ACTIVITY:  
IDEATION

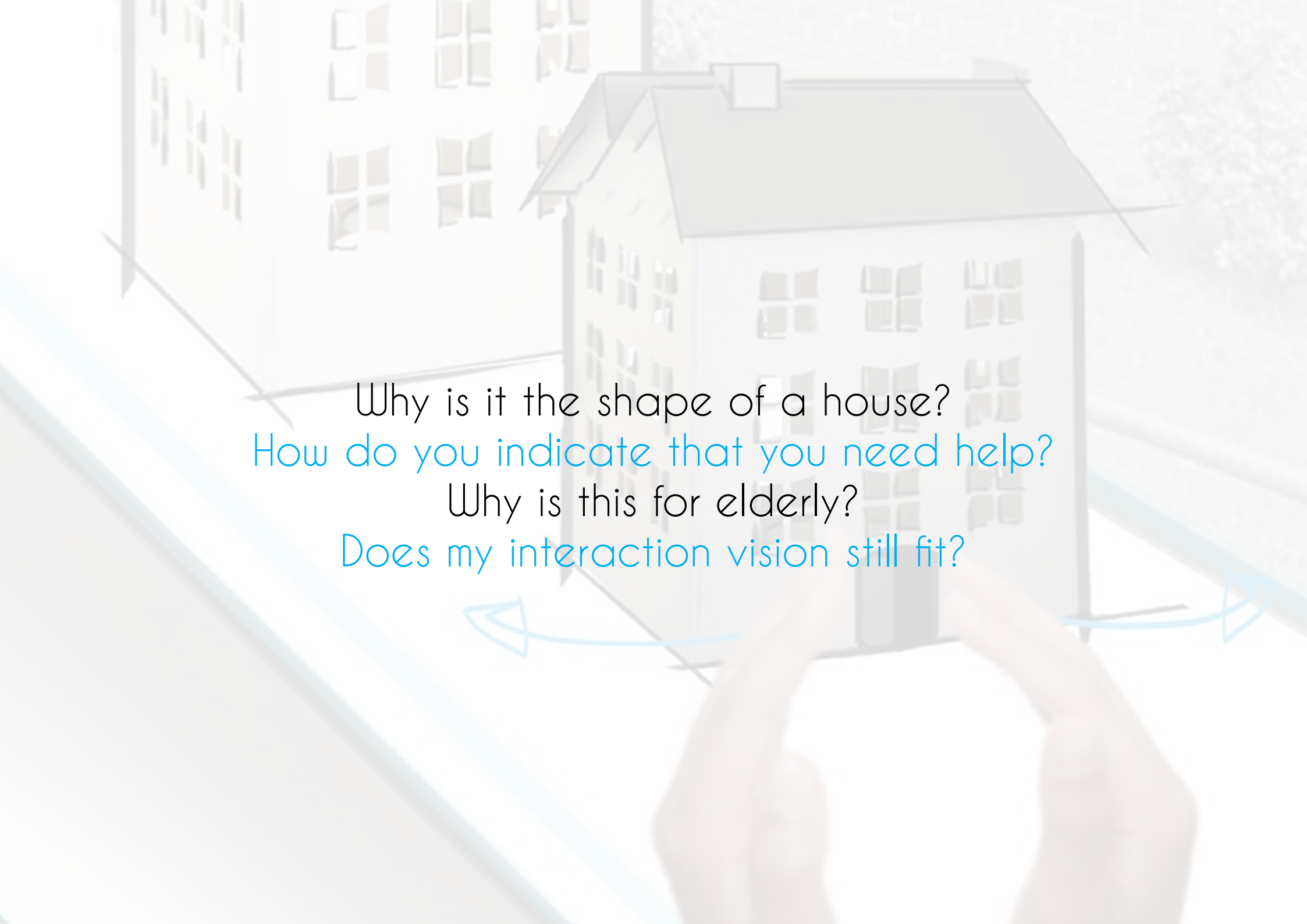
A black and white photograph showing a hand holding a paper cutout of a tall building with many windows. The cutout is being held up to a window with horizontal blinds. Another cutout of a shorter building is visible in the background. A magnifying glass is partially visible at the bottom of the frame. A circular overlay in the bottom left corner contains the text "ACTIVITY: CONCEPTUALIZATION".

ACTIVITY:  
CONCEPTUALIZATION

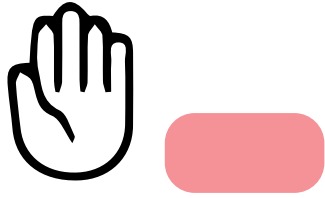


ACTIVITY:  
CONCEPTUALIZATION

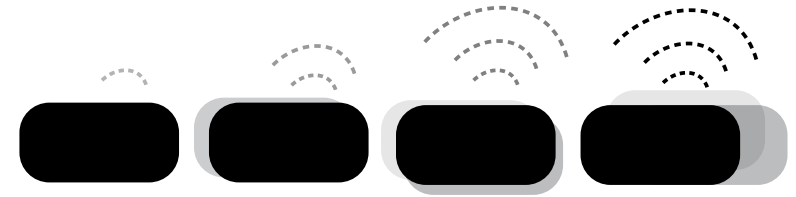




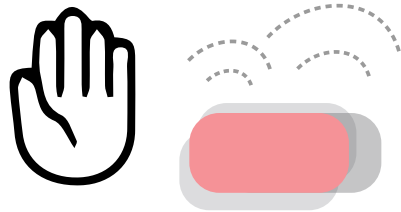
Why is it the shape of a house?  
How do you indicate that you need help?  
Why is this for elderly?  
Does my interaction vision still fit?



1. Help needing person interacts with object to indicate intensity of need for help



2. Object is **quietly** asking for attention  
sweetly  
needily  
urgently



3. Person replies by soothing or ignoring the object

4. When soothed, the object starts showing pleasedness and asks for attention to show the reply has been given



5. Help needing person affirms the help exchange by holding it, and the objects give a dance/happy thing/reward.

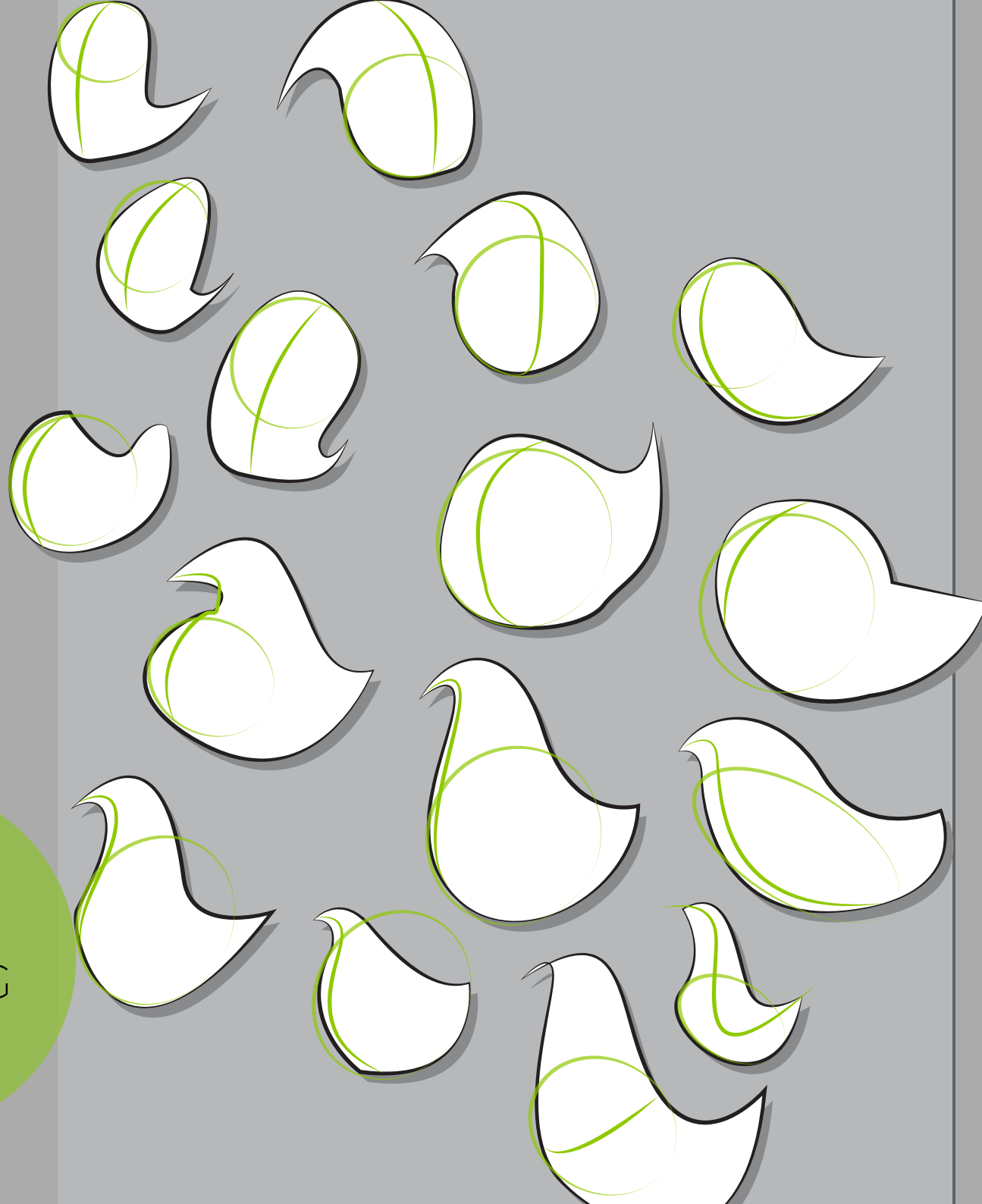




**CAN I BUILD  
“DANCING  
LIKE NO ONE  
IS WATCHING”?**

ACTIVITY:  
CONFUSION

ACTIVITY:  
SKETCHING





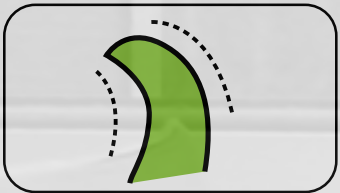
ACTIVITY:  
MODEL MAKING



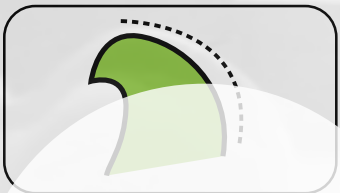
social



secret



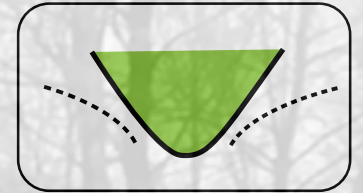
fun



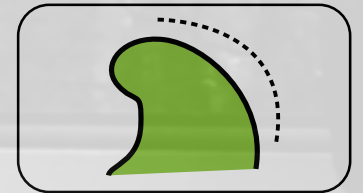
light-hearted  
ACTIVITY:  
VISUAL LANGUAGE



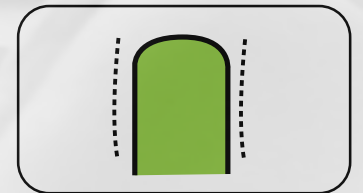
individual



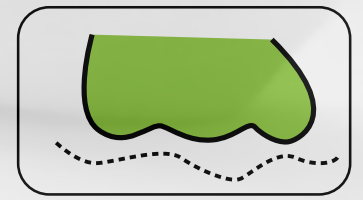
blunt

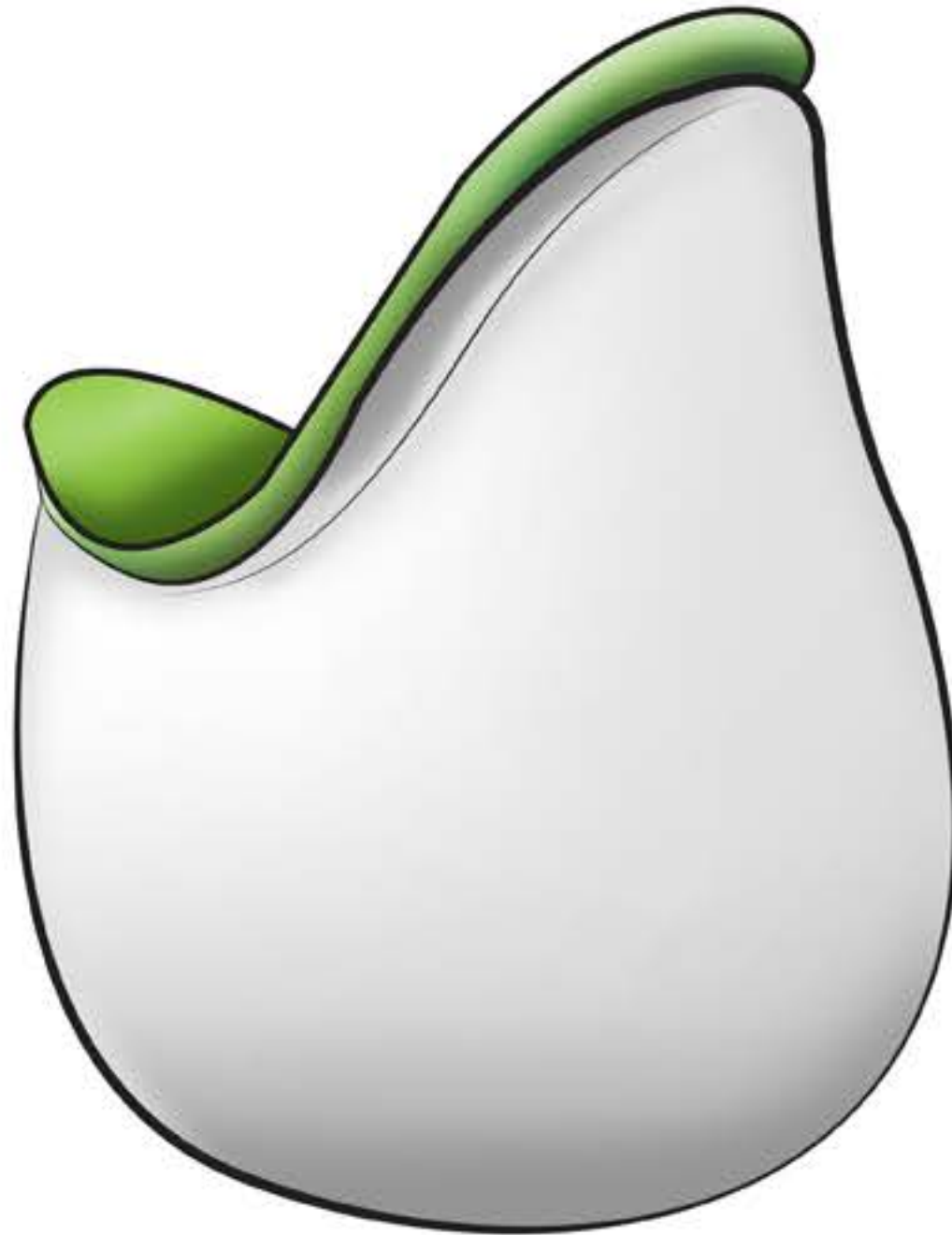


boring



heavy





ACTIVITY:  
VISUAL LANGUAGE



ACTIVITY:  
VISUAL LANGUAGE



ACTIVITY:  
PROTOTYPING

ACTIVITY:  
VIDEO + BUILDING



“The green back really attracts the attention. I think it’s pretty and simple but it doesn’t really fit my house so I would not use it as a statue. I like it better than the alarm button I got from the thuiszorg though, this is nicer.”

“All my grandchildren should get one so I can keep in touch with them. I think I would give it to my neighbor as a request to keep an eye out for me, just as a re-assurance.”

“I think the shape is round, bold and lovely. It feels like an actual animal. The material feels cool and comfortable.”

“I think it looks beautiful and has the right size for my hands. I like that it’s a bit heavy.”

ACTIVITY:  
TESTING



THANK YOU  
FOR YOUR ATTENTION