

# my futures

## Research Question:

How would elderly people like to age in place?

## Client:



### MAIN INSIGHT

# Elderly need their social network to age in place.

As the physical restrictions of elderly increase, they adjust their home, behaviour and attitude towards life. Elderly need people around them to deal with their new situation.

The needs, wishes and dreams of elderly change according to their new physical and mental situation. The way elderly deal with their situation is dependent on their social network. Elderly with people around them to help, can more easily keep a positive attitude towards life. Elderly with a small social network around them have more practical needs and wishes for Woonbron, such as

help with maintenance, cleaning and burglary prevention. Elderly with a large social network have a need for social activities, such as volunteer work, going to eatclubs and doing things together with other elderly. Woonbron has to keep in mind these various personas and their mental and physical situation to provide fitting services.



### PROCESS

Six elderly were interviewed at their house. A map of their house was used to talk about their current home, what they (dis)liked about it, what they would like to change and why. Finally, the elderly were asked to make a collage about ideal living. This gave insight in their values for living beyond just the values for the house.

