

Introduction

Consumer culture is a reality around the globe, and it influences people's choices, habits, and market trends in a connected world (Steenkamp and de Jong, 2010). Economic integration, technological advancements, and the sharing of ideas among varied groups all influence this cultural phenomenon, which presents possibilities as well as difficulties for service providers aiming to reach minority communities (Mukadam, Cooper, and Livingston, 2013). Therefore, the wellness sector has emerged as one of the leading businesses given the growing concern on overall health and well-being. A significant, yet a rather overlooked, consumer group, is the older adults. By WHO estimations, one in six people will be aged 60 or over in the year 2030. This is one demographic shift that cannot be compared with any other is therefore in need of an innovative, integrated, customised wellness measures (WHO, 2024). The unique requirement of elderlies requires tailored attention due to their special needs especially loneliness, mental health problems, and financial challenges, often get less attention of conventional wellness providers.

An example of a community-driven solution by is the Yarm Wellness Centre. It is an organization of volunteer managers and embraces itself as an inclusive hub. The organisation offers reasonable and relatively affordable avenues of improving social, emotional, and physical well-being of seniors. This is evident through current activities such as the Dementia Café as well as the yoga classes in which both children and seniors participate (Yarm Wellness, no date). However the centre needs to expand its focus systematically to meet many cultural and social needs that minority groups among the elderly require today should if it must be competitive in its field and to meet the market forces which are dynamic in nature. This strategy can be sighted to blend well with the principles of global consumer behavior that point to the necessity of appreciation of the customer profile and designing of solutions that are culturally sensitive and targeted (Singh & Misra 2009).

Applying design thinking methodology aligns this task with a solid ground conceptually. Organisations may effectively manage challenging issues by this iterative and human-centred approach for solving problems, which ensures organisational solutions are flexible and rooted in compassion (Romero and Donaldson, 2024). The design thinking process involves the concept of understand, observe, define viewpoints, ideation, prototype, test and reflect, the framework helps in formulating artistic and comprehensive programs for attending senior citizens. For instance, the Understand and Observe phases help identify critical challenges to wellness engagement at Yarm Wellness Centre like cost and access, and the Ideate and Prototype phases assist in developing original solutions grounded on the audience and trends (Brown, 2009). Besides addressing the need of the intended audience, such methodological rigour ensures that recommended measures contribute to the conversation on inclusion in the global consumer culture.

The critical analysis shows the weaknesses and opportunities of applying the design thinking concepts and marketing strategies in the development of innovative strategies of Yarm Wellness Centre that appeal to under-represented markets throughout the world. Considering the thorough examination of consumer behaviour and the demographics trends, it is aimed to show how the ideas of community-based health initiatives can fulfil the specific needs of senior citizens. The story also illustrates evidence-based specialised programs such as the companionship activities, gender-based initiatives and the Watch & Connect program can reduce barriers to the access of wellness provisions to promote inclusion and sense of belonging. Yarm Wellness Centre is positioned as a pioneer in responding to the global consumer culture within the context of wellness industry due to its twin pillars namely, strategic innovation and community involvement.

Additionally, the commentary goes further than pointing out implications of these strategies and gives insights on how organisations for managing cultural sensitivity and demographic changes in globalised world. The choice of practices is based on the available research evidence, while positioning Yarm Wellness Centre's strategic framework within the context of consumer culture to satisfy the expectations of the local population. It counts to the growing body of research on consumer behaviour, inclusion and well-being. As the population of the World ages rapidly the ability to deliver culturally appropriate programs will remain a crucial factor as does the necessity and significance of the centre's purpose.

2.0 Design Thinking

2.1 Recognise

The Understood phase of the Design Thinking process is crucial to identify and assess the special needs, challenges, and preferences of the target audience to lay the foundation for improved decision-making. Yarm Wellness Centre has a specific subject of this phase where the situation must be examined in terms of the local senior 60+ years old participants' experiences. Their challenges to the life they seek are social isolation, mental health issues, and difficulties accessing conventional therapies. Such factors as a review of the literature and consultation with the community aids in constructing a comprehensive understanding of these matters to design strategies that is community-led, inclusive and personalised programming.

This investigation cannot be done without taking into consideration demographic and health contexts of older persons. Public Health England (2023) estimates that elderly people in England usually have impaired good health for 8.9 years for men and 9.8 years for women, which equates to less than half of their remaining years of life. About 40% of people of this age are living with chronic diseases, which makes diseases and injuries for life more frequent. Population aged 65 and above in England is projected to reach six million by 2030 and this call for long-term solutions (Age UK, 2024). One of the most challenging of them is dementia. The information available from Dementia Statistics Hub, (2022) demonstrates that currently, it is estimated that more than 850 000 people in the United Kingdom have dementia, and they are 50 years old or older, and by 2025, this number is expected to increase to a million. These facts put into perspective the need to have wellness programs which addresses the more often neglected aspects about the elderly by ensuring they have the physical health as well as the capacity to do fulfilling activities emotionally and socially.

Social exclusion

Within this group, social isolation is somewhat more evident, particularly for recipients who either live alone or lack mobility. Research indicates that loneliness impact profoundly one's mental well-being and increases the likelihood of worrying and depressive disorders (Cudjoe et al., 2020). All these issues were further exacerbated by the COVID-19 epidemic that disrupted critical social connections and isolate many elderly people from their communities. The results of current programs of Yarm Wellness Centre participant feedback provide an example of how such concentrated efforts may bring about change. One Veteran Breakfast program member, for example, said: It has helped me to be aware that no one has things okay all the time. Giving to other has helped me see that other people are worse off than me. Taking this feeling of unity as their own, there is profound evidence to how imperative social solidarity is for decreasing feelings of isolation and strengthening the spirit.

Mental health issues

Another important area of concern is mental health issues. One of the common problems of aging is a decline in emotional reserves; and this usually occurs when chronic diseases, death, or isolation enters the picture. More evidence from studies suggests that community-based mental health care might facilitate safe spaces where the older persons feel at liberty to interact with such people (Nilsen et al., 2015). One participant in the Craft and Chat program, for instance, described their experience: "I have suffered from mental health issues and isolating myself from going outside due to the COVID-19 outbreak." After I first went to Craft and Chat, I never stopped and made a new group of friends I see quite often." These observations prove the increased emotional resilience and reduced barriers to participation is evidence of the transformative nature of properly designed programmes.

Accessibility

As to the existing barriers, the limited access seems to be an issue of even larger concern for the older persons. It reaches many who may have physical ailment or disability, or just plain difficulty, when it comes to usual methods of exercising. To further improve the increase in access, Yarm Wellness Centre employs practices such as seated yoga as well as transportation services into the wake of the service.

Conceptual structure

Theoretical frameworks like the following support the idea that older individuals' overall wellness demands include social and emotional aspects in addition to physical health: The pyramid of needs according to Maslow Maslow's hierarchy of needs. According to Maslow (1943), mental and emotional health can function significantly at the level of social existence well-being, and esteem. By educating clients through programs that promote recognition, connection, and a feeling of purpose, Yarm Wellness Centre addresses these. For example, the Dementia Café has shown quantifiable advantages for attendees, as one member noted: 'Meeting Teesside Dementia Link Services have been a life saver.' These testimonies further affirm the fact that community-led projects have a significant influence on improving the quality of life among elders.

Theory of activity

Activity theory as discussed by Havighurst (1961) supports the conceptualizations that lasting, worthwhile engagements should be recurrent to ensure healthy aging process. This idea is best demonstrated by programs such as Craft and Chat and Watch and Connect that make people sit up and interact and in the process reduce loneliness through shared experiences across generations. Research shows all the forms of inclusion in society have an impact on comprehensive well-being and combining intergeneration activities eradicate loneliness besides boosting a feeling of belonging in a purposeful society.

Theory of Socioemotional Selectivity

The socioemotional selectivity hypothesis is the notion that people especially the older ones focus on and invest time in emotional relationships and activities (Carstensen, Isaacowitz & Charles, 1999) this is in conformity with several of the health initiatives. Thus, the centre makes it possible for the participants to actively participate in its offers through providing workable solutions to logistical issues.

Here, the discussed problematic issues reflect the premises of Yarm Wellness Centre's working while maintaining an inclusive and individualised approach. The centre is meeting current needs and creating

secure foundation for programs by grounding itself in what it is like for older people to live today. It is strikingly clear that its focus on people's overall health and well-being is consistent with the functional goal and principles of evidence-based designs such as group therapies; seated yoga, or building resistance, accessibility, and meaningful relationships. These steps lay a good foundation to the subsequent phases of the Design Thinking process, ensuring that proposed solutions make a positive impression on the target group and aligns with the strategic intentions of Yarm Wellness Centre.

2.2 Take note

Examine the Stage Analysis

The Observe stage of the Design Thinking stresses a critical evaluation of external factors influencing the market-related strategic orientation of Yarm Wellness Centre, such as, customer behaviour and competitors' activity. This stage is essential to understanding how the centre might apply industry studies, market statistics, SWOT analysis to develop wellness programs, which are tailored for the needs of the older people, one of the minority groups in the global wellness industry. They are all practical ideas at this stage, for the purpose of finding ways to enhance inclusion and sculpt wellness.

Market Trends for Seniors' Wellness

The need for inclusive, accessible programs and growing awareness of mental health issues are driving a fast evolution in the older adult wellness industry. The following trends highlight key elements impacting the market:

- **Awareness of Mental Health:** Compared to other populations, the older persons reported being more lonely, sad and anxious during the COVID-19 epidemic. The demand for wellness programs to solve such issues has risen including mindfulness and group therapy (Global Wellness Institute, 2022). With Craft and Chat and Wellness Workshops, Yarm Wellness is well placed to meet this need.
- **Intergenerational Programs:** Activities, including intergenerational yoga and mentoring of young people by older people, and the other way around, are gaining more traction. These interventions enhance the psychological quality of life, reduce prejudice of a certain age and increase tolerance between representatives of the two groups of people (Ong, Uchino, and Wethington, 2016).
- **Accessible Wellness:** The elderly are in search of cost effective, yet moderate wellness solutions that can address the type of physical needs that are there. To meet this need there is seated yoga or gentle exercises which ensure that people with mobility issues can participate in a meaningful way.
- **Digital Wellness:** The youngest members of this generation (60–70) are gradually adopting digital tools, but in-person arrangements remain optimal. Simplicity-focused online health seminars and guided meditation applications are gradually gaining popularity (Antunes et al., 2019).

These patterns highlight how crucial it is to design inclusive and flexible programs that allow senior citizens to obtain wellness services in ways that best fit their needs and preferences.

Recognising the Wellness Preferences of Elderly People.

Major barriers impacts accessibility, while engaging community and other organized wellness programs, the older persons practice to maintain physical fitness, improve social interaction and treat mental health

issues. Given that these programs aim at combating loneliness and build support, social interaction is a chief incentive (Cudjoe et al., 2020). Sharing experiences, for example, helped participants in Yarm Wellness's Veterans Breakfast program feel less alone; one participant wrote, "It's made me more aware that it's not just me that has problems." The poor transportation is still a consideration, which raises the barrier for access, as does the lack of mobility highlighting the need for transport-assisted workshops. Also, there is a concern of stigma, which discourages persons from availing these therapies, or the older persons are hesitant to go for the sessions due to generations prejudices. Participation may also become more commonplace if mental health assistance is included in larger programs. In addition, the current study has revealed that younger seniors continue to express poor uptake of the digital tools, thus the need for technology that integrates with seniors' capacity, is simple to use, accessible and designed with their needs in mind. The realities that this group experience in their day to day are some of factors that needs to be considered when handling their challenges.

Analysis of Yarm Wellness's Competitors and Distinctiveness

Market deficiencies that Yarm difficulties advantage of are identified through competitor analysis. For instance, although leisure facilities like Edinburgh Leisure and Bannatyne Group offer completely comprehensive wellness services, they bear major differences in terms of affordability and community-focused philosophy compared to Yarm Wellness Centre. Likewise, as community-centered, Mytime Active and Huddle do not pay enough attention to mental health support or even-above well-being. For this reason, Yarm Wellness Centre has an opportunity to enhance its value proposition with the usage of targeted and innovative strategies.

However, Yarm Wellness Centre is unique in the wellness organization mainly due to the full-blown approach that concerns the person's mental, emotional, and physical conditions. Its focus on belongingness, as epitomized by Craft and Chat and the Dementia Café makes people feel as if they are part of a community. Direct feedback retrieved from attendees such as "get to connect with Teesside Dementia Link Services they have been a god send," express the fact that the programs change lives. Also, hiring highly skilled teachers ensures that participants receive secure and efficient health experiences and raises participant satisfaction even more.

SWOT evaluation

The conclusions made by the SWOT analysis contribute to the strategic opportunities of Yarm Wellness Centre. Some of the strength of the system include its cost, focus on the patient's mental health as well as the community-based approach. For an organisation like Yarm to stay in the process of expansion, problems such as physical space limitation and over-reliance on volunteerism are inevitable. Opportunities are opening for developing growth of the organizations that allow both digital and in-persons communication, developing strategic partnerships with neighbouring companies and healthcare organizations, as well as expanding the presented programs to suit diverse preferences. These strategies are essential for a decreasing potential threat of more financially experienced adversaries and for the fluctuating economic environment. Further to the above results, there are several strategic recommendations that Yarm Wellness Centre must put in place. Thus, desiring more personas, it will create appeal by furthering program options with gender and cultural memorandum programs. Social media advertising, involving participant testimonials, will enhance the general awareness of its worth. On the other hand, the adoption of hybrid models will ensure that persons having challenges in mobility or accessibility to personal means of transport will access services without challenges. Improving relations

with grant organisations and healthcare organizations will also produce the necessary resources to bolster and improve the sustainability of the program.

2.3. Point of View (POV) definition

The Define Point of View stage links the findings of the research and observation with two key components – Primary and Secondary Target Audience main issues, and the strategic opportunities for Yarm Wellness Centre. This segment agrees that the following problems are inherent to older persons: loneliness, limited access to wellness services, and unmet mental and physical health demands through the integration of the Understand and Observe findings.

Statement of the Problem

The absence of affordable and quality wellness services intensifies the already well-documented social problems of loneliness and emotional abandonment typical of elderly people in the Yarm Wellness Centre community. Holt-Lunstad, Smith, and Layton (2010) posit that additional levels of isolation increase the likelihood of death by 29%. A limitation of this study is that the drugs developed do not meet mental and social requirements of the people. Due to the COVID-19 epidemic, several population groups of older individuals claimed to feel lonelier, have agonizing mental health, and restrict themselves from branching out and receiving essential community support (Cudjoe et al., 2020). Although physical seclusion used to be intended for health, it made people feel sadder; loneliness was heightened – especially for the elderly, who already had emotional or mobility issues.

This problem is worsened by the shortage of wellness programmes that meet the distinct and complex requirements of older individuals. Notably, Glasgow and Berry (2013) have defined that rivals offer a lot of programs which are either very general or far too costly, with an emphasis solely on the physical aspect and no concern for the emotional or social. It does not capture the holistic aspect of well-being and hence the older persons from lower incomes backgrounds are left out. Subgroups with considerably different health requirements, including elderly males who often have difficulty expressing emotional vulnerabilities, are further alienated by the absence of gender-specific programs (Schladitz et al., 2022). Thus, the authorised Yarm Wellness Centre has a unique opportunity to address this systemic void by developing highly specific, affordable, and easily accessible programmes that address the totality of the individual's social, mental, and physical well-being.

Statement of Opportunity

Currently operational programs like the Dementia Café demonstrate that they can handle these issues. As socioemotional selectivity hypothesis postulates which suggests that as people grow older, they become more selective in prioritising interactions that are emotionally important to them then these programs presented channels vital to the promotion of engagement and connectivity (Carstensen, Isaacowitz, and Charles, 1999). While the centre currently has limited coverage, the more extensive tactical focus that is closer to participatory wellness approaches is needed. Ong, Uchino, and Wethington (2016) stresses the benefits of using participatory approaches in which older people contribute towards programme outcomes rather than being recipients of a programme. This creates satisfaction in the person that stems from the belief that they have a role to fulfil and belong to a certain circle, which are a key part in improving mental health.

This may be offered as a strategic imperative for Yarm Wellness Centre to set up itself as a pioneer of community-based solutions to wellness for the older population depending on findings from Understand and Observe phases. With the current capabilities put to service to transform initiatives this way, the centres' volunteer-led and community-based approach offers the means to fill the gap left by competitors. These programmes must ensure cost and affordability while addressing to emotional resilience, loneliness and overall wellbeing. Activity theory also proves the notion about the elderly who engage themselves in activities such as own business and being engaged in any society that the elderly are happier and have some advantages in terms of mental health than those elderly who do not engage themselves in any of the activities mentioned above (Havighurst, 1961).

The facility may be able to successfully meet the various demands of its audience by integrating focused solutions. The facility must be ready to adjust for a diversity of requests from the audience. Special programs for the distinct gender for example the Companion Program for women and Watch and Connect for men offers an opportunity to develop safety necessary for social and emotional attachment to develop. Such programs allow for the gendered aspects of emotional well-being established by Schladitz et al. (2022), especially when it comes to older males who benefit from social endeavours leading to forming friendships. Like with the wellness seminars inclusive of community development and knowledge gaining, could reduce feeling of loneliness and exclusion. The centre might also enhance perceived ease of use for people with physical impairment using integrated wellness models that contain both online and offline activities (Páez et al., 2024).

Strategic Priority

The centre must carry out focused programs that comprehensively address the underlying causes of loneliness and unfulfilled wellbeing requirements to do this. These programs need to:

- Lessen isolation: Programs like Watch and Connect may use common interests to create deep social networks that enhance mental health and promote enduring friendship.
- Boost emotional resilience: Individualised programs, such as the Companion Program, provide involvement and emotional support based on each person's requirements, tackling psychological issues made worse by loneliness.
- Encourage holistic wellness: Practices like yoga, mindfulness classes, and nutrition instruction combine mental and physical well-being, which is consistent with the ideas of active and engaged ageing.
- Ensure accessibility: To ensure inclusion for underprivileged older persons, cost-effective, hybrid program forms may eliminate logistical and financial obstacles.

The strategic aim of the Yarm Wellness Centre aligns theoretically with the Maslow's hierarchy of needs which specifies self-actualization and a sense of both personal safety and social inclusion as fundamental human requirements (Maslow, 1943). Since trust and connection depend on one-on-one encounters, programs such as the Companion Program directly meet these needs. Furthermore, the principles of active ageing by the World Health Organisation (2002) are consistent with participatory wellness approach which emphasise how crucial it is to preserve security, involvement, and health as one ages.

Thus, the Define Point of View step is an effective starting tool for program creation and development. Using a foundation in the psychological and sociological theories, Yarm Wellness Centre can, therefore, end up developing sensitive, practical, and research-based programs. Apart from responding to the

current exigent needs of seniors, this strategic opportunity posits the Centre as the vanguard in holistic Community Wellness Solutions. By so doing the organisation will enable the provision of a support system that call for improved health and well-being of older people together with purposeful and meaningful belonging in line with active ageing and participative health.

2.4 Concept

The redesigning of the idea in ideate stage is discussed in the design thinking paradigm as the cognitive alteration of the knowledge obtained during the comprehend and observe phases into concrete, practicable solutions. The second phase for the wellness centre in Yarm is developed to design and establish various types of wellness programs for the senior citizen which is a particular interest group that is usually excluded in the international marketing strategies. It is therefore based on the concepts of empathy which are commensurate with user-centered processes and community-based wellness models to tackle crucial issues such as a lack of exercise, social withdrawal or depression familiar to elderly. The three integrated projects Watch and Connect, the Companion Program, and Wellness Workshops were created through innovative, iterative thinking. To foster social inclusion as well as improved effect on subject emotional well-being and overall health, each project is designed to encompass behavioural insights, socioemotional theory, as well as the current research trends.

Suggested Initiatives

While contextualising the various psychosocial problems that the older persons meet, the ideation process primarily depends on academic frameworks and empirical evidence. For example, Barreto et al. (2021) note that older men can get easily lonely as they avoid engaging in the emotionally charged interaction; and the breakdown of traditional social institutions.

Connect and Watch (For Men)

Watch and connect, a weekend program for people to share common feelings based on live athletic events – was developed to address. As for Carstensen, Isaacowitz, and Charles, (1999) socioemotional selectivity hypothesis which postulates that socioemotional selectivity increases in later age; watching football games allows participants to have peer contact and fellowship in relaxed atmosphere. Other factors, including free transport, light refreshments, and features, enhance the program's accessibility to ensure all participants focus on the program and is barrier-free.

Program for Companions (For Women)

The companion program, however, focuses on the social and emotional needs that are experienced by older women for instance. In the studies by Holt-Lunstad, Smith, and Layton (2010) the authors argue that loneliness is evident among older women due to the erosion of family relationships and the loss of socially prescribed roles on retirement even though these women initiate contact to establish intimate relationships. This specific program works through routine community serving by offering company and sympathetic companionship to patients with physical health issues and mental health problems, hence creating personal touch. Through this program the gender sensitive aspects of the psychosocial requirements for this group are met to reject the psychosocial gap in their life that destroys their feeling of hope, purpose and belonging.

Workshops on Wellness (For All Genders)

The third project, Wellness Workshops, expand the gender-neutral wellness necessities of its focus on mental, physical, and nutritional health by their promotion in the occurrence of Wellness Workshops. Based on the research by Global Wellness Institute (2022), there is a growing necessity for the newer, all-encompassing wellness solutions which embrace the social, mental and physical components of active aging. The evidence-based practice Wellness Workshops offer monthly programs that encompass yoga, mindfulness and eating healthy among others. Social and physical activity participation is a hallmark of successful ageing and is well explained by Havighurst's (1961) Activity Theory. Because of an increased participation of participants with some mobility hindrances when coming for the workshops, a dual model of delivery is adopted whereby the workshops are conducted both virtually and physically.

Novel Features of the Suggested Programs

These programs are very valuable because of their orientation to the values of creativity, integration and knowledge of gender choice and behavior patterns. whereas the Companion Program offers relationally, and emotionally oriented care targeting only older women, Watch and Connect offers a community formula for isolated older males that seems nicely structured but rather informal. These gender-specific therapies are supported by the results established by Barreto et al. (2021), indicating further psychological demands of individuals of different sexes in the later stage of their lives. Meanwhile, the health workshops provide an open platform for grouped learning and social relationships among different people regardless of age and gender while achieving the set health goals. All the proposed solutions are still founded upon the primary concept of access – that is in line with the community well-being approaches, and the principles of active ageing (Global Wellness Institute, 2022).

To minimize costs in investing, physical and technical barriers, such as wheelchair access to locations, free transport, and hybrid workshops are employed. The user-centred concept that is essential to the design thinking process is reinforced by this dedication to inclusion. Also, these programs align well with Yarm Wellness Centre's main mandate of promoting the physical, mental and spiritual health of the intended audience. With a little extra funding, the centre is in a good place to perform these initiatives with relative ease, given the volunteer networks and community-centred approach. It is compiled with the suggestions, which reflect the trends in the individual's active and healthy lifestyle during the ageing period with reference to the problems, such as isolation, emotional isolation, and inactivity. This way, the Yarm Wellness Centre achieves the status of an proactive leader of demand for products and services that fulfil the diverse wellness needs of senior citizens, a category that has not received much attention globally.

In conclusion, ideation means linking the discovery of the problem with implementation of a solution. The Wellness Workshops, Companion Programme, and Watch and Connect are clear, innovative and sensitive to the benchmarks which may be adopted to enhance the quality of life for senior citizens. These programs are derived from sound research and user-centric concepts with clear emphasis on access and utilization by the community together with focusing on gender as well as wellbeing needs that are so universally needed. The ideation process demonstrates the ability to reach quantitative and qualitative impacts in an underserved population through a coordinated implementation with the operational capabilities of the Yarm Wellness Centre.

2.5 The prototype

Stage of Prototyping: From Idea to Concrete Solutions

One of the most important phases of design thinking is the prototype phase, that situates such abstract concepts into serviceable concepts subjected to various tests. This stage of Yarm Wellness Centre's development focuses on creating visual prototypes and early designs for its three main projects: There are the Wellness Workshops, the Companion Program, and Watch and Connect. To make the Centre a model of integrating inclusiveness and employment of a universal design approach, these prototypes are intentionally developed to determine technical feasibility, user-friendliness, and relevance to the needs of the senior populations.

Process of Developing Prototypes

Through successive development and active participation of a user, prototyping enables continual enhancement. Iterative prototyping in the opinion of Brown (2009) is a way to minimize risks of implementing a system because the errors in a system's design can be identified before the implementation phase; the process also ensures the creation of responsive and flexible programs. Prototypes for Yarm Wellness Centre are physical artefacts like posters, brochures, and example schedules that serve two purposes: they allow stakeholders to engage to offer relevant advice and have deliberations resemble actual application of the recommended measures (Antunes et al., 2019). Due to the common tendency of elderly population to have some age-related impairments or low computer literacy, during the development process a high priority is placed on clarity and accessibility, using elements like big fonts, user-friendly images, and simplified layouts (Menezes, Guraya, and Guraya, 2021).

An excellent example of this kind of prototype construction is the Watch and Connect campaign, targeted at older males. A visually appealing mock-up flyer was designed to present the benefits, key selling points, and schedule of the program to be offered. It employs pictures of elderly men in familiar and comfortable activities like watching football to trigger the feeling of belongingness. Designed icons that include a cup of coffee, a football, and a handshake offer a natural and organic feel towards friendship, harbouring and inclusiveness. There are specific instructions on how to register in person, and links to sign up online with specific QR codes for registration, though they recognize that the group, specifically the elderly, are less equipped to navigate the digital divide. Through technical compatibility in both formats, this equality guarantees access comprehensively in terms of ability, and particularly in terms of digital skills. The Centre may assess the extent to which this leaflet effectively delivers the message informing people about the program's goals and increases their willingness to participate in the process of counteracting social isolation through sharing feelings and experiences – two essential processes – with the help of focus groups (Fiock, 2020).

The Companion Programme for older women detailed in a brochure prototype shows a tailored approach with sympathy and compassion. Due to incorporating such parts as 'Meet Your Companion,' the potential clients are introduced to volunteers' photos and profiles, and thus, trust the program. Participants are emotionally hooked to this accompanying graphics, which portrays realistic activities such as socializing, walking, and making. An activity matrix is colour-coded and presents the daily schedule of the sessions based on three major thematic groups, physical/physiological, creative, and social areas, to ease and facilitate participants' convenience and freedom to select and modify their activity preferences. Also, because real-life testifying is totally counterproductive, fictitious exemplary testifying acts as fillings for the expected social and/or emotional benefits. The above-mentioned prototype, in return, may help the Centre to check the extent of participant centricity inherent in this program; and then further fine tune the mechanism, and possibly uncover any unmet need (Pavani et al., 2020).

All genders are welcome to participate in the wellness workshops, which use a hybrid paradigm to meet a range of accessibility requirements. In outline form, a prototype of the monthly sessions is as follows: “Yoga for Beginners,” “Healthy Eating on a Budget,” and “Mindfulness Practices”. Thus, the instructor biographies, as well as images indicating the instructor’s participation in the activity, contribute to the workshops’ credibility and Openness. The availability of a printed version and a digital version shows that the Centre is aware of the technical challenges and limitations of movements of older people. Moreover, the chosen hybrid delivery strategy also uncovers geographical constraints while also increasing the possibility of participation by offering options for face-to-face and remote access. Through showing this prototype to the Centre, the Centre can be assertive about the attractiveness of the workshop subjects and the practicality of the hybrid framework – all in terms of the schedule of the event – that thoroughly ensures and provides the most possibilities and pertinence (Kolko, 2015).

Gathering sample feedback into comparable data and evaluating this feedback during each stage of the Stakeholder Engagement Map is critical when producing the prototype stage. There is agreement that a robust assessment system is particularly important because prototypes are only as good as the information fed into them by other systems, as Kolko (2015) suggests. To this end, three integrated parameters, namely, usability, relevance, and accessibility are used in determining feedback. Availability enables full participation in the projects by persons with physical, sensory, or technical impairments; relevance determines whether the efforts are commensurate with the participants’ requirements and goals; usability is focused on how easily concepts are understood from prototypes. This methodical assessment procedure guarantees that prototypes are dynamic and adapt to feedback from the actual world.

In conclusion, the ideas put forward during the work on Yarm Wellness Centre and at the prototype phase can be characterised as including the ability to implement the design thinking approach along with the principles of inclusion and focus on the end-users, and the possibility of repeating the process of idea creation throughout the existence of a venture. The Centre can perform useful and meaningful activities by translating discourse into material objects and having stakeholders engage in refinement based on experience. As well as to minimize any risks, this stage ensures that they do this while enhancing the well-being and interaction with the community of the Centre’s focal patrons – senior citizens. It is with support of evidence-based feedback and the resulting iterative prototyping approach that what has been presented as abstract ideas regarding the needs of a disadvantaged population may become concretized in a permanently constructed form that meets that complex need.

2.6 Examine and Consider

Using Iterative feedback procedures, the Test and Reflect is the stage of Design Thinking which is a crucial step in determining the impact, usability as well as functionality of prototypes. This phase at Yarm Wellness Centre focused on using focus groups and pilot sessions designed especially to meet the requirements of older individuals to evaluate three suggested wellness programs: Watch and Connect, the Companion Programme, and Wellness Workshops. Findings gathered from the process presented a clear picture of user involvement, identified areas that required improvement and showed how the program could be almost perfectly structured to facilitate seniors’ well-being of the participants in the program.

In the testing phase, both quantitative and qualitative form of analysis were employed to ensure methodological rigor. With 8–12 participants (including volunteers, carers, and older persons), Each focus

group involved 8–12 participants. Focus groups were stimulating and yielded a variety of ideas on the relevance and usefulness an identifiable variety of views were expressed. Notably, gender-segregated focus groups were vital in understanding gender needs because analogized programs such as the Companion Programme and Watch and Connect (Morgan, 1996).

Complementary pilot sessions after four weeks were dedicated to test the programs in a real context to get real practice. All the methods used were deliberately employed to generate pertinent information on participant satisfaction, engagement and new issues such as the following. The assessment indicated significant opportunities for development as well as significant success. As the programme, which was mainly developed for men, the Watch and Connect program that facilitates comradery based on shared interests, especially play making football, demonstrated strong impact in the fight against social isolation. 90% participants reported high satisfaction levels with the program, which they said was due to the informal vibe. However, problems in schedule and other concerns raised awareness about the necessity of the flexible sectioning. Issues concerning physical access like; improved transport system within the premises and improved signages within the compound emerged as other aspects if increased participation.

Also because of its focus on meaningful and individualised social contact, the Companion Programme, which most participants were women, provided similar highly positive feedback. Daily report let participants name the emotional benefits of receiving regular companionship, people say, “having someone to talk to every week gave me a sense of purpose.” The preparatory training of volunteers empowered them more concerning the delivery of the program a lot more. However there were a few schedule-timing clashes pointed out, and this supports the idea of flexible timing slots. Additional he added that to make the programme more attractive and to add to the existing framework that was proposed, some participants suggested activities such as creativity classes or light exercising.

Offered as gender neutral, the wellness workshops that delivered through a hybrid delivery approach proved adaptability and accessibility. Freedom to attend classes physically or virtually was reported positively with nearly 75% participants, thus enhancing learning accessibility immensely. Topics such as “Healthy Eating on a Budget”, “Yoga for Beginners” was a topic that had high levels of persuasive influence among participants. Technological challenges, for example, poor connectivity during virtual engagements, as highlighted by the need for an expeditious resolution to infrastructure problems that hinder efficient participation. Furthermore, the participant’s comment showed that if large workshops were divided into more topical and smaller parts then perhaps the communication within the session and way the topic is delivered would also be enhanced.

Although the results are encouraging, they underscore the need to achieve an optimal level of formalization and flexibility. While the planned specifications of the programs were applauded for their coherence, ‘time optionality’ emerged as an essential characteristic to address the participants’ diverse patterns. This is more relevant for the programs such as the Companion Programme which presupposes one-on-one interaction still being crucial for this program’s success. Thus, it becomes equally crucial to address diverse barriers to involvement in the process that can be logistics, digital, and physical ones. In Smith et al’s (2021) frame of reference, these barriers must be broken down to achieve participation in wellness program for under-represented samples like the senior citizens.

Also, an important emphasis for participants was made when discussing the values of instant relevance and interaction in respect to program material. For example, while participants in the wellness workshops

claimed that they enjoyed the messages being presented, the level of interest and activity was much higher when participants were given tasks, as opposed to merely listening to a lecture. The second major concern that arose in the study was affection aiming at the impacts set by programmes that attach more importance to affectional relation. This is in line with other previous studies showing detrimental effects of loneliness to older persons in addition to targeted interventions to decrease social isolation (Victor & Yang, 2012).

With reference to these findings some practical suggestions to enhance the wellness programs could be made which are as follows: By using more flexible schedules including having more sessions and timely reminders, conflicts may be prevented as well as the attendance enhanced. Additional ways for improving access include teaching participants basic computer skills or providing shuttle services – actions that would eliminate realistic barriers to engagement and increase parity. Workshop structures may be adjusted to increase participant engagement and deliver customized materials through segmentation of workshops into smaller groups, based on the participants' preferences. The impact of the program will be further strengthened by expanding the training of volunteers to cover complex group interactions as well as emotional support.

This Phase of Test and Reflect at Yarm Wellness Centre has given invaluable feedback on planning and implementation of the Wellness projects. The Centre can ensure it sustains delivery of those favourable program characteristics of power, inclusion and responsiveness by incorporating users into program enhancements. This iterative process is a clear example of design thinking by which need can evolve with seniors' needs, while fostering socialization, emotional support, and wellbeing. These findings contribute to the broader discussions on how the concept of sustainability impacts and integrates with the social determinants of health in wellness programs, as currently embodied by various atypical employees in different parts of the globalised world.