**Introduction**   
Consumer culture is a reality around the globe, and it influences consumer decision, consumer behavior and the market situation in a connected world (Steenkamp and de Jong, 2010). Such from culture attributes as economic integration, technology and ideas between diverse groups define this culture phenomenon which has pros and cons for any service provider who targets minorities (Mukadam et al., 2013). Therefore, the wellness sector has emerged as one of the leading industries given the growing concern o those health-conscious customers. A significant, yet a rather overlooked, consumer group, is the elderly. 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, client-centered health promotion (WHO, 2024). Despite this essential need, elderlies require tailored attention due to their special needs especially the lonely, those with mental health problems, and financially challenged individuals, unfortunately, they cannot get the attention of conventional wellness providers.

An example of an integrated solution by communities 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 appropriate (Singh & Misra 2009).

Applying design thinking methodology aligns this task with a solid ground conceptually. Organisations may effectively worthwhile challenging issues by this cyclic and people-focused approach for solving problems, which ensures organisational solutions are agiler and rooted in compassion (Romero and Donaldson, 2024). The design thinking process involves the concept of understand, observe, define view points, 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 vis-a-vis wellness engagement at Yarm Wellness Centre; these are 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 devotion ensures that recommended measures contribute to the topical discursive agenda on inclusion in the global consumer culture.

This paper aims at analysing the weaknesses and opportunities of applying the design thinking concepts and marketing strategies in the development of innovative strategies of Yarm Wellness Centre to target the untapped markets across the global markets. Considering the analysis of consumer behaviour and the demographics of specific communities, it is planned to show how the ideas of community-based health initiatives can fulfil the specific needs of seniors. The story also shows how evidence-based specialised programs such as the companionship activities, gender-based initiatives and the Watch &Connect program can minimize barriers to the access of wellness provisions for those who otherwise feel out of place. Indeed, Yarm Wellness Centre is advantageously located to lead the crusade to respond to the global consumer culture within the context of wellness industry due to its twin pillars namely, innovation strategy and community involvement.

Moreover, the commentary goes further than pointing out implications of these strategies and gives insights on how organisations for managing cultural sensitivity and demographic shifts in global business environment. 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 knowledge 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 purpose of the centre.

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. YWC is the 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 loneliness, mental illnesses, 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 programming that is community lead, inclusive and individualized.

This investigation cannot be done without taking into consideration demographic and health systems of older persons. PHE 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 policies (Age UK, 2024). One of the most challenging of them is dementia The information available from Dementia Statistics Hub 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 ability as well as the capacity to do fulfilling activities emotionally and socially.

Social exclusion

Of 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 area is of equal consideration is crises, including mental illnesses. One of the key features of aging is a decline in emotional reserves; and this usually occurs when chronic diseases, death, or isolation enters the picture. More evidence suggests that CB MH care might facilitate safe structures 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: Finally, the third of the participants stated: ‘’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 LeMelia’s assumption that increased emotional capital 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 options that raise awareness, facilitate bonding, and give meaning, 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 cbo organised projects have a large bearing on the quality of life among elders.

Theory of activity

Activity theory (Havighurst, 1961) supports the conceptualizations that lasting, worthwhile engagements should be recurrent to ensure optimum aging. 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 engage in its offers through providing workable solutions to logistical issues.

Socioemotional selectivity hypothesis is the theory that people especially the older ones choose, and spend more time on emotional relationships and activities (Carstensen , Isaacowitz & Charles, 1999) this correlates with most of the heath initiatives. Consequently, the centre helps the participants get involved in its offers through offering realistic solutions to the potential logistical challenges.

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, or 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 those who cannot move around much can contribute in some manner.
* Digital Wellness: The youngest members of this generation (60–70) are actively modifying towards digital tools, but face-to-face arrangements remain optimal. Specifically, easy to follow, possible and, therefore, gradually employed on the Internet are health seminars and guided meditations (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.

This is due to major barriers, while engaging community and other organized wellness programs, the elderly practice fitness, social interaction and mental health. Given that these programs aim at combating loneliness and also build support, social interaction is a chief motivation (Cudjoe et al., 2020). For instance, listening and sharing their experience with a group during the Veterans Breakfast by Yarm Wellness made the participants to feel that they are not alone with their problems as one of the participant put it as saying. The lack of, or poor, transport is still a consideration, which raises the barrier for access, as does the lack of mobility that has been previously identified through JRF’s 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 belief. It may also become expected for anyone if help were offered in large packages, such as directed at the community’s mental health. 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 price level and mission statement compared to Yarm Wellness Centre. Likewise, as community-centered, Mytime Active and Hussle do not pay enough attention to mental health support or even-above well-being. For this reason, this paper posits that 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, selecting competent teachers ensures that participants receive secure and efficient health experiences and consequently increases their satisfaction even further.

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 nature. For an organisation to stay in the process of expansion, problems such as space limitation and over-reliance on volunteerism are inevitable. Opportunities are opening for developing growth of the organizations that allow both digital and face-to-face communication, developing strategic partnerships with neighbouring companies and healthcare organizations, as well as expanding the presented programs to suit diverse preferences. These strategies should be useful for a decreasing potential threat of more advanced 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 participants of focused marketing campaigns, 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 administration of the programs. 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 physical restrictions.

This problem is worsened by the shortage of wellness programmes that meet the specific and multiple needs 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. Lack of gender-specific programs excludes additional subgroups, which have significantly different requirements for further physical and mental health deterioration, for example, retired men who have problems with vocal expression of feeling. 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, psychological, and physical health.

Statement of Opportunity

Currently operational programs like the Dementia Café demonstrate that they can handle these concerns in the wellness centre. 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, therefore, the more extensive tactical focus on diluted PP HWF is still needed for a GW IC strategy that is closer to participatory wellness approaches. Ong et al., (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 based approach offers the means to fill the gap left by competitors. Such programmes must ensure cost and affordability and in relation to emotional coping, 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 their side in terms of mental health than those elderly who do not engage themselves in any of the activities mentioned above (Havighurst, 1961).

Consequently, the necessity for the adequately directed option could be met through the union of focused remedies, which; potentially, the facility might 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 components (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.

Of relevance to the strategic aim of the Yarm Wellness Centre, Maslow’s hierarchy of needs 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 go to meet these needs. Furthermore, the principles of active ageing by the World Health Organisation (2002) are consistent with participatory wellness approach.

Thus, the Define Point of View step is an effective initial tool for program construction 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 context 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

According to the design thinking paradigm, the ideate stage is a transformational step in which the knowledge acquired during the comprehend and observe phases is combined to create concrete, workable solutions. This phase at the Yarm Wellness Centre is focused on creating customised wellness initiatives that cater to the interests, requirements, and difficulties of senior citizens—a group that is often disregarded in international marketing campaigns. The ideation process is founded on empathy and user-centric concepts, which are in line with community-based wellness approaches to address important problems, including physical inactivity, emotional detachment, and social isolation that are common among the elderly. Three separate initiatives—Watch and Connect, the Companion Program, and Wellness Workshops—were developed via creative, iterative brainstorming. To promote social inclusion, emotional well-being, and holistic health results, each project carefully incorporates behavioural insights, socioemotional theories, and current research trends.

Suggested Initiatives

To contextualise the distinct psychosocial issues that older persons confront, the ideation process mainly relies on academic frameworks and empirical evidence. For instance, Barreto et al. (2021) draw attention to older men's susceptibility to social isolation, blaming this on their hesitancy to participate in emotionally charged encounters and the disintegration of conventional social institutions.   
Connect and Watch (For Men)

Watch and connect, a weekend program focused on shared experiences via live athletic events, was created to solve this. In line with Carstensen, Isaacowitz, and Charles's (1999) socioemotional selectivity hypothesis, which holds that older individuals prioritise emotionally important activities in their later years, football games provide a relaxed setting for peer contact and fellowship. Additional measures, such as free transportation, light refreshments, and accessible features, improve the program's inclusion and guarantee that participation is barrier-free.

Program for Companions (For Women)

The companion program, on the other hand, addresses the unique social and emotional issues that older women encounter. According to Holt-Lunstad, Smith, and Layton (2010), older women often experience loneliness because of dwindling family ties and the loss of socially defined roles after retirement, even though they are often proactive in pursuing emotional connections. By matching patients with trained volunteers who provide sympathetic company via shared activities like walking, handicraft, or informal talk, this program adopts a personalised approach. This program, which has a gender-sensitive design that considers psychosocial requirements, revitalises their feeling of purpose and belonging by filling the emotional and relational gaps in their life.

Workshops on Wellness (For All Genders)

The third project, Wellness Workshops, promotes a comprehensive approach to mental, physical, and nutritional health by extending its emphasis to gender-neutral wellness requirements. To encourage active ageing, research from the Global Wellness Institute (2022) highlights the rising need for integrated wellness solutions that include social connection, cognitive engagement, and physical exercise. The Wellness Workshops, which are based on evidence-based practice, provide monthly programs that include topics including yoga, mindfulness, and healthy eating. A key component of effective ageing is consistent participation in social and physical activities, which is supported by Havighurst's (1961) Activity Theory. To accommodate participants with mobility difficulties and increase the program's accessibility, the workshops use a hybrid delivery strategy that combines in-person sessions with digital components.

Novel Features of the Suggested Programs

These programs stand out due to their focus on creativity, inclusion, and awareness of gender-specific preferences and habits. While the Companion Program emphasises relational and emotional assistance specifically designed for older women, Watch and Connect provides an organised but casual social outlet for older males. The results of Barreto et al. (2021), which highlight the different psychological requirements of men and women in later age, support these gender-specific therapies. In the meanwhile, the health workshops serve as a welcoming forum for group education, encouraging relationships amongst people of all ages and genders as they work towards common health objectives.   
All suggested solutions continue to be based on the fundamental idea of accessibility, which reflects community wellness frameworks and best practices in active ageing (Global Wellness Institute, 2022).

To reduce financial, physical, and technical obstacles, policies including wheelchair-accessible locations, free transportation, and hybrid workshop formats are implemented. The user-centred concept that is essential to the design thinking process is reinforced by this dedication to inclusion. Additionally, these programs perfectly complement Yarm Wellness Centre's primary goal of fostering holistic well-being in its target audience. The centre is in a good position to carry out these initiatives successfully with little extra funding by using its volunteer resources and community-driven approach. The suggested remedies resonate with worldwide trends that support active, healthy ageing while addressing important issues including social isolation, emotional detachment, and decreased physical activity. By doing this, the Yarm Wellness Centre becomes a proactive leader in meeting the diverse wellness requirements of senior citizens, a hitherto under-represented sector in the worldwide wellness industry.

To sum up, the ideation stage acts as a vital link between identifying the issue and putting the solution into action. The Wellness Workshops, Companion Programme, and Watch and Connect are examples of evidence-based, creative, and inclusive approaches to improving the well-being of senior citizens. These programs, which are based on thorough research and user-centric concepts, promote accessibility and community involvement while addressing wellness requirements that are both gender-specific and universal. The ideation process shows a capability to achieve substantial, scalable effect across a group that has historically been under-represented in wellness interventions by coordinating these activities with the operational capabilities of the Yarm Wellness Centre.

2.5 The prototype

Stage of Prototyping: From Idea to Concrete Solutions

A crucial transition between ideation and execution occurs during the prototype stage of design thinking, when abstract notions are transformed into tangible, tested ideas. This stage of Yarm Wellness Centre's development focuses on creating visual prototypes and early designs for its three main projects: Wellness Workshops, the Companion Program, and Watch and Connect. To establish the Centre as a paradigm of inclusion, accessibility, and user-centred design, these prototypes are purposefully made to evaluate viability, usability, and alignment with the requirements of senior populations.

Process of Developing Prototypes

By using an iterative approach, prototyping allows for ongoing improvement based on user input. According to Brown (2009), iterative prototyping helps reduce implementation risks by spotting design defects early on and guaranteeing responsive and adaptable program development. Prototypes for Yarm Wellness Centre are physical artefacts like posters, brochures, and example schedules that serve two purposes: they encourage stakeholder interaction to provide actionable insights and mimic real-world implementations of the suggested initiatives (Antunes et al., 2019). To address age-related impairments and low levels of computer literacy among senior populations, the development process places a high priority on clarity and accessibility, using elements like big fonts, user-friendly images, and simplified layouts (Menezes, Guraya, and Guraya, 2021).

An excellent illustration of this prototype process is the Watch and Connect campaign, which is aimed at older males. A visually appealing mock-up flyer was made to convey the advantages, features, and timetable of the program. It uses pictures of elderly men engaging in comfortable and familiar activities, such as watching football, to create a feeling of inclusion. Icons that have been thoughtfully created—a coffee cup, a football, and a handshake—act as natural representations of friendship, hospitality, and connection. The prototype has clear directions for in-person sign-ups as well as QR codes for online registration, acknowledging the digital gap that affects older populations. By bridging technical divides, this dual-format accessibility guarantees inclusion for users with different degrees of digital proficiency. The Centre may evaluate how well this leaflet communicates the program's goals and encourages participation—two crucial steps in alleviating social isolation through shared experiences—by evaluating it with focus groups (Fiock, 2020).

Through a comprehensive brochure prototype, the Companion Programme, which supports older women, takes a tailored and sympathetic approach. By including sections like "Meet Your Companion," which showcase volunteer bios and images, this brochure humanises the program and promotes connection and trust. Participants are emotionally drawn in by the accompanying graphics, which show realistic activities like socialising, strolling, and making. A colour-coded activity calendar divides sessions into three theme areas—physical, creative, and social—to improve usability and make it simple for participants to explore and personalise their participation. Furthermore, fictitious testimonies serve as stand-ins to demonstrate expected social and emotional advantages. The Centre may ensure a participant-focused delivery model by testing this prototype and using the input to improve the program's structure and identify any unmet requirements (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. Monthly sessions on wellness-related and practical subjects, like “Yoga for Beginners,” “Healthy Eating on a Budget,” and “Mindfulness Practices,” are outlined in a prototype schedule. Instructor biographies and images showing active participation support the workshops’ legitimacy and welcoming atmosphere. With both print and digital versions, the dual-format design demonstrates the Centre's awareness of the technical obstacles and mobility restrictions that older people often encounter. Furthermore, the hybrid delivery strategy removes geographic restrictions and expands participation chances by providing both in-person and virtual attendance alternatives. By testing this prototype, the Centre can confirm that the workshop subjects are appealing and that the hybrid framework is logistically effective, guaranteeing maximum accessibility and relevance (Kolko, 2015).   
Gathering and evaluating iterative input from stakeholders, such as volunteers, carers, and senior participants, is essential to the prototype stage. Kolko (2015) emphasises that a strong assessment system is essential since prototypes are only as good as the input they get. Three interrelated criteria—usability, relevance, and accessibility—are used to evaluate feedback. Accessibility guarantees inclusion for those with physical, sensory, or technical disabilities; relevance assesses if the initiatives successfully meet participants' needs and objectives; and usability concentrates on the clarity and intuitiveness of prototypes. This methodical assessment procedure guarantees that prototypes are dynamic and adapt to feedback from the actual world.

In summary, Yarm Wellness Centre's prototype stage exemplifies the design thinking tenets of inclusion, user-centredness, and iteration. The Centre can carry out activities that are both useful and significant by converting abstract concepts into physical prototypes and involving stakeholders in feedback-driven improvements. In addition to reducing any dangers, this stage makes sure that programs support the Centre's main objective of promoting senior citizens' well-being and community involvement. With the use of evidence-based feedback and an iterative prototyping process, abstract concepts may be turned into durable, concrete results that address the complex demands of a disadvantaged population.

2.6 Examine and Consider

Using iterative feedback procedures, the Test and Reflect stage of Design Thinking is a crucial step for assessing the overall effect, usability, and 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. The process's findings provided a detailed picture of user involvement, pointed out areas that needed work, and showed how to best design the program to be inclusive and effective in promoting the well-being of senior participants.

During the testing phase, a mix of quantitative and qualitative methods was used to guarantee methodological rigour. With 8–12 participants (including volunteers, carers, and older persons), focus groups offered a lively setting for conversations and produced a range of viewpoints on program relevance and usefulness. Interestingly, gender-segregated focus groups were crucial in identifying gender-specific preferences, especially for programs like the Companion Programme and Watch and Connect (Morgan, 1996).

Over the course of four weeks, complementary pilot sessions allowed participants to experience the programs in real-world settings and enabled real-world testing. Semi-structured interviews, pre- and post-session questionnaires, and observational methods were all carefully used to collect detailed information on participant satisfaction, engagement, and new issues.

The assessment found important areas for improvement in addition to notable achievements. By encouraging peer relationships via common interests, particularly football, the Watch and Connect program—which was largely created for men—showed significant effectiveness in reducing social isolation. About 90% of participants expressed high levels of satisfaction, which they attributed to the program's approachable and casual nature. However, schedule difficulties and other practical issues brought attention to the need for more flexible session delivery. Concerns about physical accessibility, such as better transit options and easier on-site navigation, also surfaced as important elements for maximising involvement.

Because of its emphasis on meaningful and individualised social contact, the Companion Programme, which was mostly attended by women, received equally excellent comments. Participants emphasised the emotional advantages of regular companionship, with one commenting that "having someone to talk to every week gave me a sense of purpose." Preparatory training increased volunteer confidence, which improved program delivery even more. However, several schedule conflicts were noted, which emphasises the need for flexible time slots. To enhance the program's overall appeal and augment its current structure, several participants indicated interest in extracurricular activities like creative workshops or light exercise.

Using a hybrid delivery approach, the wellness workshops, which were designed for both genders, showed adaptability and accessibility. The ability to join courses virtually or in person was valued by almost 75% of participants, greatly increasing inclusion. Workshop subjects, including "Healthy Eating on a Budget" and "Yoga for Beginners," proved to be very influential, encouraging high levels of participant participation. The urgent need to solve infrastructure deficiencies that impede smooth participation was highlighted by technological obstacles, such as connection problems during virtual sessions. Additionally, participant comments suggested that breaking up bigger workshops into more focused, smaller sessions might improve interaction and the way the subject was delivered.

The results highlight how crucial it is to strike a balance between structure and flexibility. Although the programs' planned format was praised for its clarity and consistency, schedule flexibility turned out to be a crucial factor to meet the varied habits of the participants. This is especially important for programs like the Companion Programme, where individualised, one-on-one interaction is still essential to its success. To promote equitable participation, it is equally important to overcome multifaceted impediments to accessibility, such as logistical, digital, and physical difficulties. According to Smith et al. (2021), breaking down these obstacles is essential to attaining inclusion in wellness programs aimed at under-represented populations, such as senior citizens.

Additionally, the significance of instant relevance and interaction in program material was often underlined in participant response. For instance, participants in the wellness workshops were much more engaged with hands-on activities than with lecture-style presentations, highlighting the importance of experiential learning. Another major issue that surfaced was emotional connection, as participants emphasised the significant effects of programs that place a high value on deep social connections. This result is consistent with a larger body of research that highlights the negative consequences of loneliness in older persons as well as the effectiveness of focused treatments in reducing social isolation (Victor & Yang, 2012).

To further improve the wellness programs, several practical suggestions may be made considering these discoveries. By putting in place flexible scheduling tools, such as extra sessions and prompt reminders, disputes may be avoided, and participation can be increased. Enhancing accessibility by offering digital literacy training and transportation assistance, such as shuttle services, would remove technical and logistical obstacles and promote more equal participation. Workshop formats may be reorganised to enable more participant involvement and customised material delivery by breaking sessions up into smaller, interactive groups. The effect of the program will be further strengthened by extending volunteer training to include complicated group dynamics and emotional support.

At Yarm Wellness Centre, the Test and Reflect phase has produced priceless insights into the planning and implementation of wellness projects. The Centre can guarantee that its programs continue to be powerful, inclusive, and responsive by integrating user input into program improvements. This iterative method is a prime example of design thinking, allowing programs to adapt to the changing requirements of senior citizens while promoting social interaction, emotional stability, and overall wellness. These results add to larger discussions about sustainability and inclusion in wellness programs, especially for marginalised groups in a globalised world.