

Hear?

Think and Feel?

See?

Reflecting on freedom

Worries about independence

Values ability to live on his own terms

Conversations about aging

Seeing people around him

Media reports about the live of elderly people

Notices, that friends get older and need care

Encouragement from frienda about health

Hobby and healthcare content in magazines

Sounds of nature

The view when he is outside fishing



Say and Do?

„Having full control of my life is the best feeling ever!“

Spends time persuing hobbies

Values social interactions

Pains

Loss of control in life

Social isolation

Feeling trapped

Gains

Independance

Social connections

Persuing hobbies

Hear?

Think and Feel?

See?

Worried about aging, health, and safety

Values family and social justice

Concerned about his granddaughter's future

Influencers promoting new Technologies

News about social issues

Aging Population

Political unrest

Friends and family discussing current Events

Technological advancements



Say and Do?

Shares political views

Spends time with Family

Stays active on social media

„Im old but not finished yet!“

Fear of falling and becoming dependent

Pains

Anxiety about the future

Frustration with the current political Climate

Gains

A just and equitable society

A long and healthy life

A secure future for his granddaughter

Hear?

Think and Feel?

See?

Love and harmony in her circle

A world that speeds up while she feels slower and slower

Ever newer technologies that seem far too complicated

Friends and acquaintances are also afraid

The family is worried about another accident

Technology is not made for the elderly

My wonderful family and lots of potential for a loving world

Frustrated senior citizens in the neighborhood



Say and Do?

„My family is the most important thing in this world to me.“

Fear of unrecognized accidents

Pains

Concern about being a burden

Age making things difficult

Current solutions not being efficient enough

Watching Grandchildren grow up

Gains

User-friendly solutions

Getting through everyday life without burdening others

Living independently for as long as possible