

AGENDA





9:30 am Welcome (5 min)

9:35 am Workshop introduction (10 min)

9:45 am Aging by Design US POV presentation and Q&A (60 min)

10:45 am **Icebreaker activity**

(15 min)

Aging by Design China POV presentation and Q&A

(60 min)

12:00 pm Lunch Break (30 min)

AGENDA



AFTERNOON 12:30PM~5:00PM

12:30 pm	frogThink® ideation - Session 1 (40 min)
1:10 pm	Team share back ideas (20 min)
1:30 pm	frogThink® ideation - Session 2 (40 min)
2:10 pm	Team share back ideas (20 min)
2:30 pm	Coffee break (10 min)
2:40 pm	Storyboarding (120 min)
4:40 pm	Closing (20 min)

GROUND RULES



☑ FOCUS ON HUMAN VALUES

Empathize with the people you are designing for and what matters to them.

☑ VISUALIZE AND PROTOTYPE

Tangible representations help communicate your ideas in an impactful way.

■ EMBRACE EXPERIMENTATION

Explore unconventional and extreme approaches to inspire and uncover new ideas.

☑ DEFER JUDGEMENT

Indulge ideas and viewpoints despite technical or business realities.

☑ BE COLLABORATIVE

Offer your unique viewpoints and be receptive to other perspectives.

After all, we're designing for a better tomorrow!

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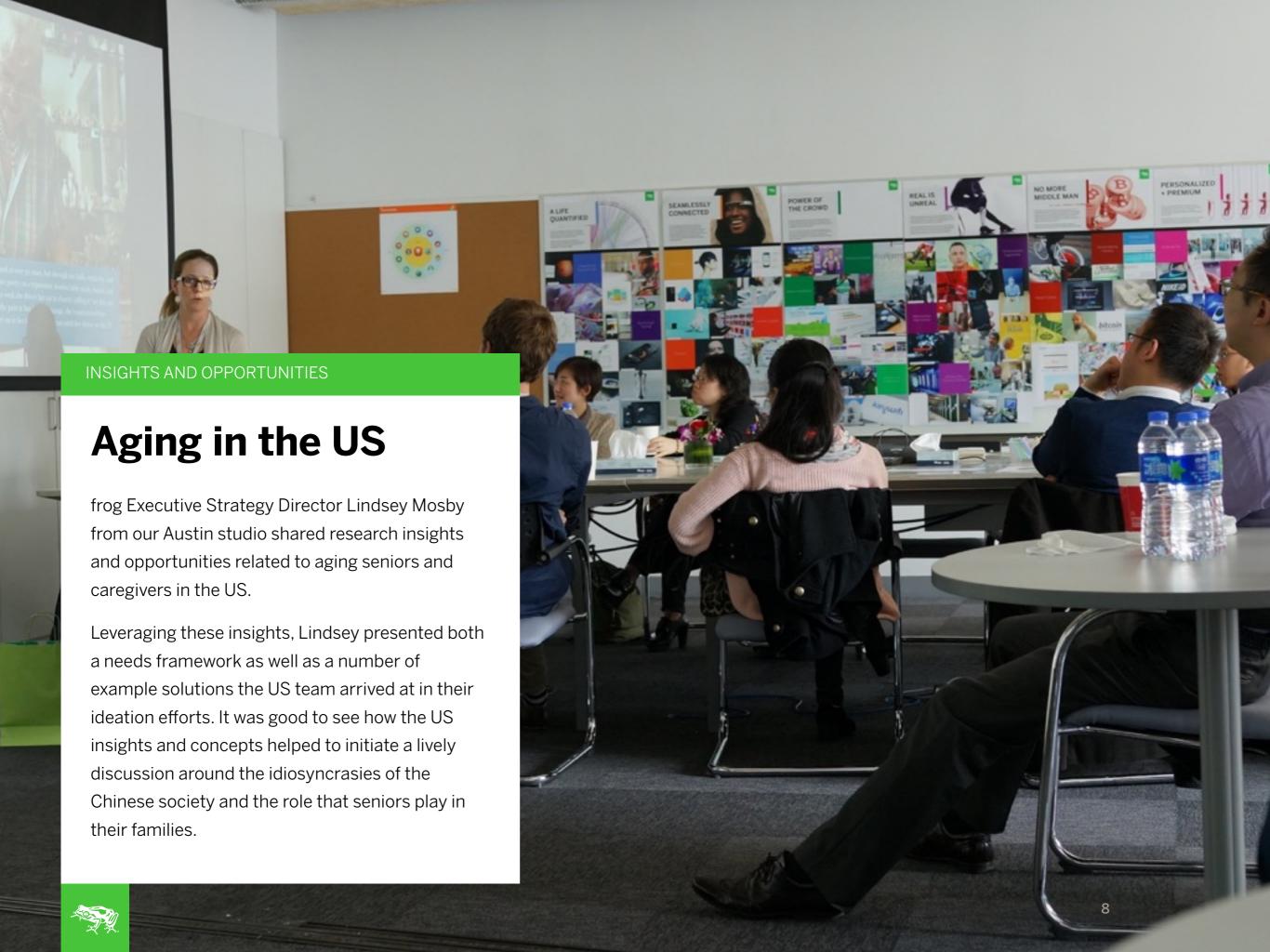


Shine Chu



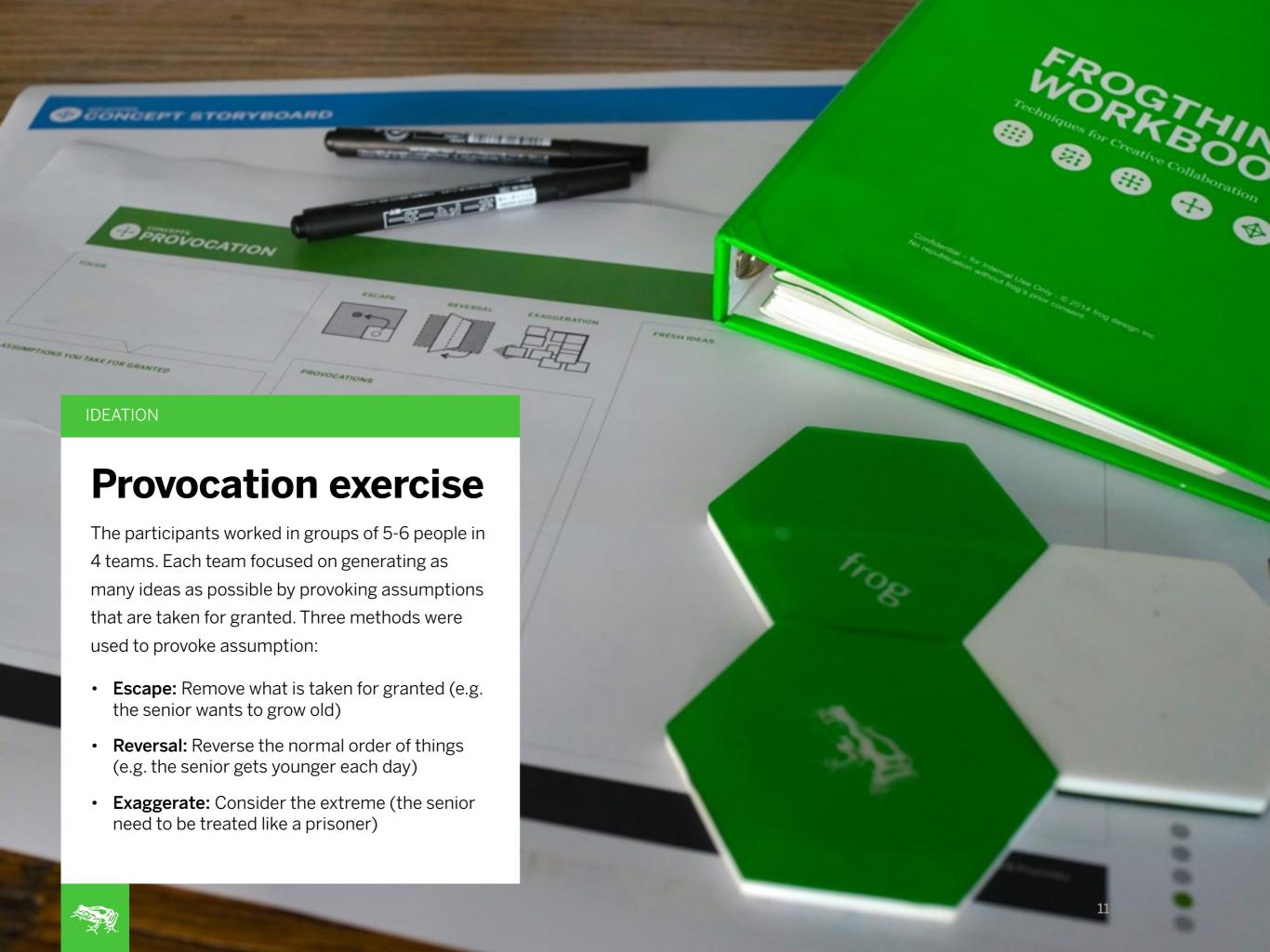
Alex Ai
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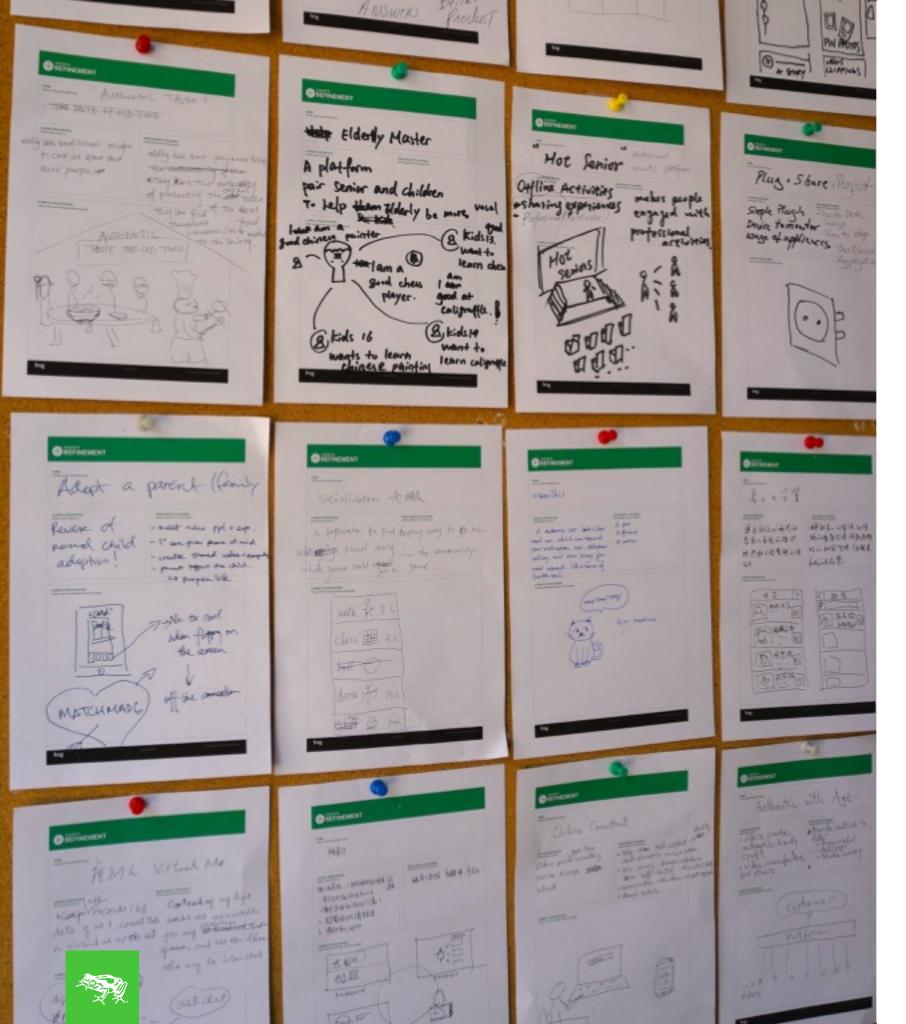








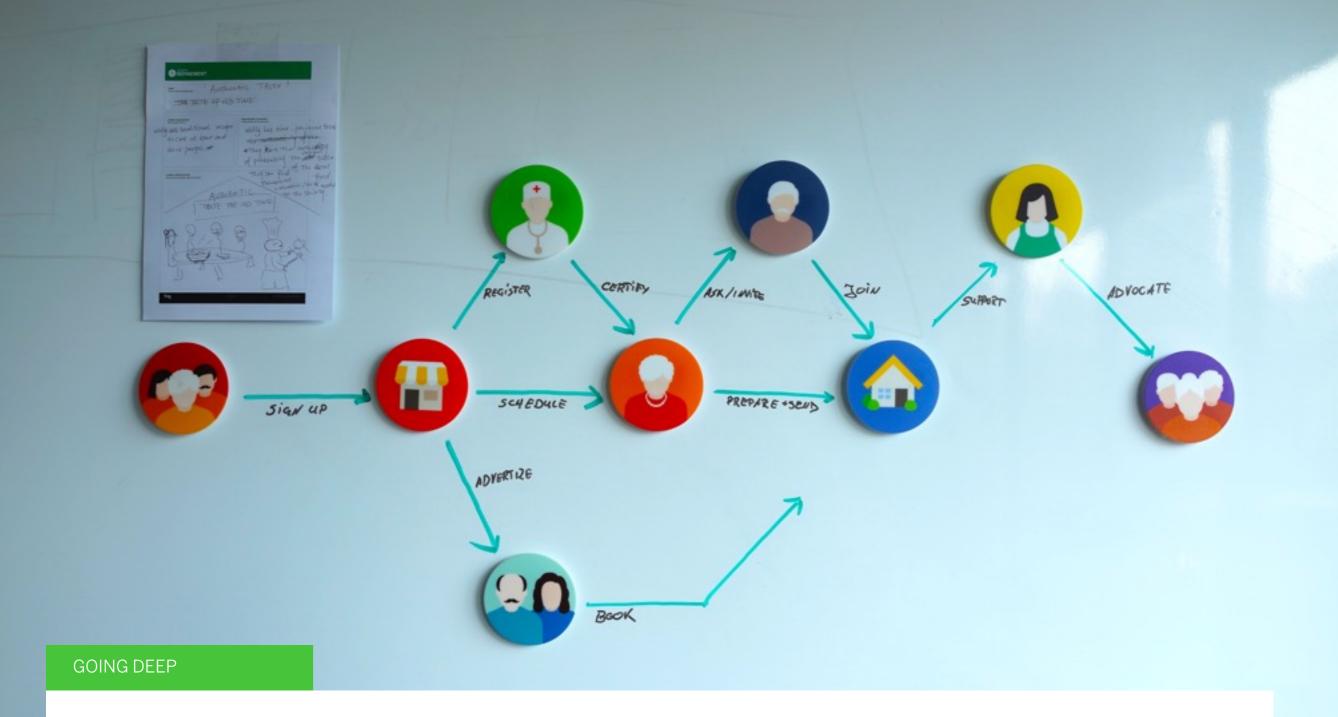




30+ ideas

Using the provocation ideation method, the teams were asked to generate as many ideas as possible. In total, the groups created over 30 ideas in one round of ideation. Looking across them we identified the following key themes:

- 'Sensing seniors and caregivers' includes concepts that leverage either wearables or environmental sensors to understand key changes in daily routines as well as emergencies.
- 'Building networks' between seniors, their peers and their community.
- 'Celebrating wisdom and experience' includes concepts that aim to empower seniors to put their experience, know-how and knowledge to good use to create purpose and reciprocal value.



Storyboarding exercise

Each team then down-selected the most interesting concept for further refinement. Using the network of people and places magnets and structured worksheets, the team discussed a usage scenario of the chosen concept. Next, they storyboarded the scenarios by defining the roles and contribution of the seniors' and caregivers' immediate and extended networks.













THANK YOU:-)

谢谢

Thank you again for your enthusiastic and active support during our frog workshop. We had a great time and hope you share our enthusiasm and passion for this topic and our collaboration.

We hope that this workshop was helpful to share our thinking, tools and processes and would like to encourage you to apply these in your own professional or private context. We look forward to continuing our collaboration towards a fulfilled and happy life for aging seniors and their caregivers.



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