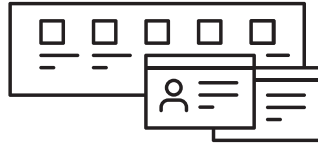


Research Methods & Tools

User experience research



Method

Understanding user experience plays a pivotal role in the development of products and services. The objective of user experience research is to study and interpret user behaviour in order to better understand the needs, expectations, preferences, and values of the current or prospective users of a product or service. User experience research may be targeted to specific questions or situations, for example people-to-people or people-to-environment interactions, but it may also take a holistic approach to map the user journey involving practical, cognitive, and emotional experiences. During user experience research a wide range of methods and tools from different disciplines may be deployed.

Contents

This document presents examples of how this method was used in practice to support research on the lifestyle and needs of seniors and topics related to population ageing.

BaltSe@nioR Virtual Library offers research, tools, and methods to support enterprises in the Baltic Sea Region in product development aimed at raising comfort and safety of seniors' home living.

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When providing a credit or making a reference, BaltSe@nioR and the EU European Regional Development Fund / Interreg Baltic Sea Region must be mentioned alongside the creators, their respective institutions, and project partners.

Issue Mapping

Organizer:	Tallinn University of Technology
Workshop leader:	Prof. Kaja Tooming Buchanan, Ph.D.
Time:	Feb 19 – 22, 2018
Place:	Tallinn University of Technology

Grete Pärtel (EST)
Juan Francisco Balcazar (EST)
Laura Saukāne (LAT)
Joanna Stanek (POL)

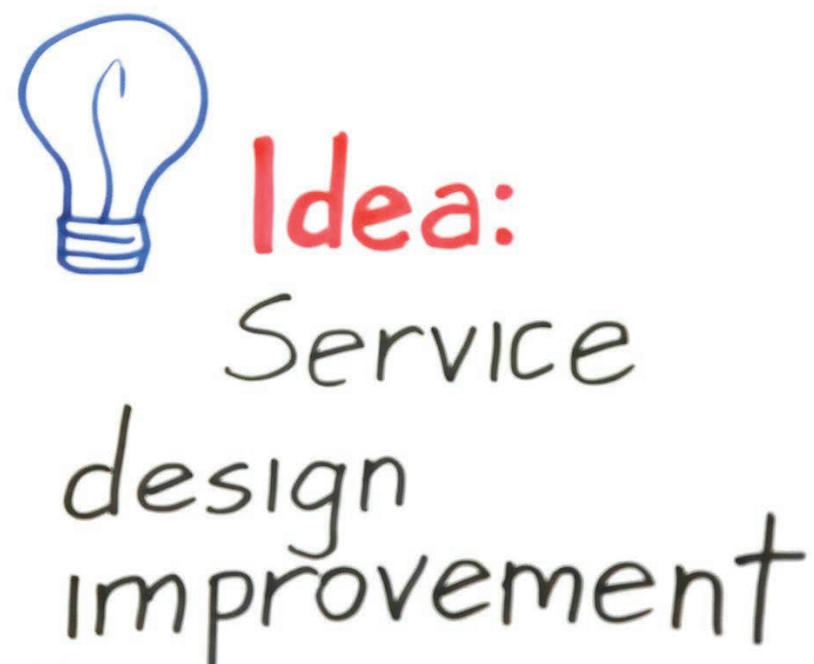


Tuesday, 20.02.2018

Grete Pärtel 15.44-17.00

Juan Francisco Balcazar 15.44-17.00

Laura Saukāne 15.44-17.00



To explore how
customer service and elderly
interaction is influenced through out
from elderly aspect

Used Theory: Goffman and Dewey

People to People interaction

People to People Interaction

Leave-taking Maintenance Initiation

Facial expressions
Tone of voice
Body language (position and gestures)
Emotional qualities

Two women Talking (5 seconds)
- in front of electronics store -
- They ~~they~~ point a TV screen
- they make eye contact and move their heads twice (3Sec)
- walk inside store

Second hand Store
- Woman standing in the counter (wearing Fur accessories) holds a purse and give it to the vendor -
- Vendor receive the purse and ~~any~~ Talk for 3 sec. -
- Woman move her head and Take Cash (in bills) from a purse
- Vendor receive bills and give back the purse
- woman keep same face during interaction
- woman walk out store
- No eye contact -
- woman has wrinkles
↳ grey hair
↳ crooked standing

A man in pharmacy is talking to salesman. His lip corners are lifted up, he makes gestures actively. Salesman gives him some items. A man keeps talking. He talks for a while, then he takes his cash and gives it to the salesman. Salesman takes the cash. A man keeps talking. A man points at an item. Salesman gives it to him. He pays again. Puts items in his bag. Keeps talking. Lip corners lifted up. Goes away.

Elderly woman stands in a line in a post office. When the screen shows a number, she goes closer to the cash desk. She gives a paper to the cashier and they both talk for a moment. Cashier goes away. Woman is standing there, looking around, knocking the desk with her hand, moving her leg fastly. When the cashier arrives with some package, she changes her facial expression - her lip corners are lifted up, stops knocking and moving her leg. Goes away.

Woman went to the pet store and greeted the sales person with straight facial expression.

Woman goes near the counter and then started to discuss with the sales person about cat food and recommendations. Woman is looking for her wallet from her handbag. She have one handbag and then in that bag she have a black wallet. She takes her wallet from the handbag and takes out cash. Giving it to the salesperson and then looked the wallet for coins, which is also located in her handbag. She is looking for it for 10 seconds. She gives precise money while talking with the sales person.

The lady puts the two different wallets back into the handbag. And started to talk with the sales person. They share mouth side raised facial expression. Having a conversation while lady zip her coat and then puts her hat on, while talking with the sales person. Then they say farewell with each other and lady leaves.

Elderly woman is waiting in a line in a post office. When the screen shows her number, she ~~walks~~ goes to the cash desk and gives her paper and ~~item~~ to the cashier. Cashier goes away to get the item for the lady. Lady seems to be a little nervous, because she has to wait for a moment. When cashier gets her package, woman stops feeling nervous and starts smiling. then she goes away without saying goodbye. Her facial expression is ~~serious~~ again.

Second hand store
• Vendor looks just focus on The sale
• Woman looks like in the range of 65-75
• Woman looks without motivation To establish verbal comm.

A man in pharmacy is choosing some medicine and asking questions. He likes to talk to the salesman. Man seems to be really interested in this conversation. He pays with cash. Salesman helps him to count the money. The man keeps talking and smiling all the time. He chooses another item. Pays again. Salesman helps again. He keeps smiling. Puts items in a bag, he's going. Going away. Smiles on his way for a while.

• They look in the range of (65-75) by their skin
• They look engage by something in the screen
• They might want to buy or know something about a product

A wrinkled older woman is enters the store with neutral face and asked sales person questions of cat food. Can be stated that she have a cat and the cat is important part of her life, because she talked about the cat. Can be stated that she didn't want to go away from the store and wanted to interact with sales person, because she was trying to find conversation topics with the sales person. Also can be stated that it was rather positive interaction - both parts were interested and open discussion and shared smiles and being polite to each other.

Aspects

Description

Interpretation

Observations



People to people interaction	Initiation Maintainance Leave-taking	Emotional qualities Body language position and gestures Tone of voice Face expressions
------------------------------	--	--

 Team:

GRETE	
FRANCISCO	
Laura	
Asia	



Magistral
Shopping center



24 seniors
OBSERVED



 **Idea:**
Service
design
improvement



Purpose:

TO Explore
How DOES THE
CUSTOMER
service
influence THE
elderly facing
loneliness.

INTERPRETATION

How LONG ELDERLY HOLD THEIR EMOTIONS AFTER PEOPLE TO PEOPLE INTERACTION.

POSITIVE	NEUTRAL
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
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97	97
98	98
99	99
100	100

24 SENIORS OBSERVED.

ASPECTS	DESCRIPTION	INTERPRETATION
PEOPLE TO PEOPLE INTERACTION:	POSITIVE SIGNS: OPEN POSITION, SMILE, OPEN GESTURES	SEEMS LIKE ELDERLY TEND TO MAKE A CONVERSATION LAST LONGER.
LEAVE-TAKING.	NEGATIVE SIGNS: CLOSED POSITION. NO TALKING.	ELDERLY SEEM TO BE MORE INTERESTED IN STRANGERS - EYES WIDE OPEN.
EMOTIONS	NO EYE CONTACT.	LOOKING FOR AN EYE CONTACT.
BODY LANGUAGE	TALKING VERY QUIETLY.	
VOICE		

TEAM: LATER ASIA

Issue mapping workshop

by Prof. Kaja Tooming Buchanan, Ph.D.

Team:
Łukasz Kłodziński, Daila Sloka, Sofía Vega Anza

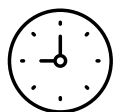
PURPOSE: To discover practical, intellectual and emotional aspects of the user experience in the payment and packaging areas in the grocery shop, in order to understand the needs of the elderly when they interact with the environment and people in it.

We followed mainly Dewey's people to environment theory, but considered also some people to people interactions.

PURPOSE: To discover practical, intellectual and emotional aspects of the user experience in the payment and packaging areas in the grocery shop, in order to understand the needs of the elderly when they interact with the environment and people in it.



Łukasz ,
Daila &
Sofía



5 hrs
15:30-17:30
15:30-16:30



Rimi, Magistral
Tallinn, EE
20.02.2018



32 people
5 men
27 women

Some images of the day we did observations:



TO DISCOVER PRACTICAL, INTELLECTUAL AND EMOTIONAL ASPECTS OF THE USER EXPERIENCE IN THE PAYMENT AND PACKAGING AREAS IN THE GROCERY SHOP.

Observation time: 2h
[15:30 - 17:30 (6 pm)]
[17:30 - 19:00 (7 pm)]

- Most of elderly have their own shopping bags (some 10, others only one elderly who 9000g)
- Most of elderly are shopping alone.
- After shopping cart area of shopping for a few items, puts their bag on trolley/shelf in the cart, after getting everything, the cashier in the cart.
- They wait until for a while while waiting ready to go outside. Don't leave the shopping cart here in its place.
- Don't buy a lot of food, only the amount that they can carry.
- Leave the shopping cart, except 1.
- Some elderly use smaller shopping cart (around 10).
- Leave (in hand) on shopping cart while waiting in line. Some use a lot while waiting. Some use a lot.
- Don't have a lot of shopping.
- Most of elderly prepare shopping bag and money early.
- Most of elderly have their own bag.

PURPOSE
TO DISCOVER PRACTICAL, INTELLECTUAL AND EMOTIONAL ASPECTS OF THE USER EXPERIENCE IN THE PAYMENT AND PACKAGING AREAS IN THE GROCERY SHOP.

WHY? In order to understand the needs of the elderly when they interact with the environment and people in it.

① - 2hr TEAM: SARAH LUKAS, SOFIA
15:30 - 17:30
17:30 - 19:00
ROOM: MAGNET
DATE: 20th Feb, 2018
32 - 5 min
27 min

- 29 people were not accompanied.
- women does not look at cashier.
- woman hands €50 bill to cashier.
- cashier takes loyalty card from man and registers it.
- 17 people used shopping cart.
- 1 woman used walking aide as cart.
- 2 women used 'kid's' carts.
- 1 woman received help from shop worker/staff.

- Of the 17 people who used carts, none left it in its place (where?).
- 3 people used Puma plastic bags.
- 3 people checked their receipts after purchase.
- 5 women used the cart (as support)
 - ↳ leaned on
- 1 man used free plastic bag.
- 23 people had bags with them (not purchased there/now).
- 1 man couldn't take the coins from the change tray.
- 6 people used bench to pack & put clothes on.
 - ↳ sat in bench
- 2 people leaned forward towards the screen.
 - ↳ (some 10m)
- 1 woman looked around repeatedly while in line.
- 1 woman took bag out of handbag before purchase.
 - ↳ others did this after payment
- 19 people have their personal belongings inside the cart.
- 1 person brought bag on wheels.
- 2 people used the packing surface.
- 8 people exited with wallets in hand.

PHOTOGRAPH

INTERVIEW NOTES

PHOTOGRAPH

PHOTOGRAPH

PHOTOGRAPH

PHOTOGRAPH

PHOTOGRAPH

32 people
5 men
27 women

[illegible]

Practical Aspect

Description

She holds on to cart as she walks towards exit. The cart is located in front of her, but she is taking it by the side(not from the bar) She takes wallet and card out of hand bag. Stands in front of cashier with her wallet in hand. All this time, her posture is slightly bent. Her upper body bends forward.

A man with black hat stands together with a woman. The man looks around. The mans hand is on the counter.

Interpretation

It looks like she supports herself using the cart. She might not be very strong, that's why she takes one item at a time. she needs to support herself.

It looks like the man is waiting for the lady and leans on counter while standing.

Emotional Aspect

Description

Interpretation

A woman with white coat looks around tree times while standing in line.

The woman is worried

Woman in front of screen doesn't do eye contact with cashier during payment. She does not talk to cashier.

It seems like she is not feeling comfortable.

Cashier takes card from man with hat and black jacket's hand. She slides the card twice, in the same manner as the man. The man holds his hand up, over the counter towards the cashier.

The card was not working, or the man didn't slide properly. The cashier was in a hurry and took it from the man. The man was surprised and confused.

Intellectual Aspect



Statistical Conclusions out of 32 people observed:

24 people were not accompanied.

17 people used shopping cart.(None of them left it in its place).

1 woman used "kid's" cart.

1 woman recurved help from shop worker.

3 elderly people used Rimi plastic bags.

3 elderly people checked their receipts after purchase.

1 woman used small transparent plastic bag.

6 people used bench to pack outwear on.

14 people have their belongings inside the cart.

1 person had a bag on wheels.

7 people used packing surface.

8 people exited rimi with wallets in their hands.

Thank you!

Team

The eternal friendship of Estonia, Latvia and Poland

Carol, Jagoda, Jānis, Alvis

The purpose

1st floor



Rīmi 

Rimi self services area



The purpose

Exploring elderly interactions within the self service area

of “Rimi” grocery store in “Magistrall” supermarket (located in south-west Tallin) is order to understand the impact of the emerging automatization of consumer services and problematics of age and technoliteracy.

OUR GOAL

is to define opportunity areas for
service design improvements

The research

20th

of february 2018

starting from 15.50 - 17.30

21th

of february 2018

starting from 9.00 - 18.00

NB!

BIN BIN BIN BIN

Technically the team was not allowed

to take any pictures or do the needed observations in
close proximity due to "Rimi"
security policies.

BIN BIN BIN BIN

Aspects

1st Flow of old peoples

1st Flow of old peoples

2nd Phisical charecteristic of the space

1st Flow of old peoples

2nd Phisical charecteristic of the space

3rd People interactions to artifacts

Descriptions

1st Flow of old peoples

From 16.30 till 17.00 o' clock 56 customers went through the self service area

In midlle of the shop front are deployed six cashiers and each of them have their own cashier operator.

From 16.30 till 17.00 customers used cashiers 4 and 2 as well

In this period of time 44 customers went through cashier nr 4

In this period of time 30 customers went through cahsier nr 2

If all the self service machines are occupied people need to make a que outside the area and wait

2nd Physical characteristic of the space

Self service area is located on the left side of the shop front

Self services area is aproximetly 40m²

Self services area is bordered from all sides with transperent glass walls which are partly covered with red signs

Self service area has one entrance and one exit

Six red self services machines are deployed around the inner walls of the area facing each other

Bulk goods must be weighed on the integrated scales

3rd People interactions to artifacts

Each self service machine is equipped with touch screen display and can be operated by three languages: EE, ENG, RU

Self services machines allow to scan purchases and pay for them using only bank or gift card

Availability of a machine is indicated by a signal light which is located on top of the machines

Each display has a written sign that in case of questions or having misunderstandings there is asistant who is standing near to wall on the right side from the self service area entrance

Most of elderly people after leaving cashier zone used benches to repack their purchases to anothers bags

Part of elderly people where using their own bags

Interpretations

1st Flow of old peoples

Out of 56 people who used ssa,
3 persons seemed to be older
than 65 y.o.

Out of 44 people who used
cashier 4 - 24 seemed older
>65

Out of 30 people who used
cashier 2 - 12 seemed older
>65

2nd Phisical charecteristic of the space

S
th

S
4

S
fr
g
c



3rd People interactions to artifacts

Self service machines are equipped in a manner which eases the use yet there are limited choice of language and paying options

E
e
to
o
E

S
s
th
c

A
ir

is located on top of the
machines

Conclusions

Seems like elderly don't want to use self service area ... Why?

- Seniors are used to pay in cash register (people don't want to change their habits)
- Seniors rather want to talk to somebody - cashier (especially if the senior is lonely one)
- Scanning all groceries can be frustrating for older people
- Using self service machines in grocery stores can be confusing for elderly, because most of them don't interact with that kind of technology in their everyday life
- Elderly often have problems with their vision (sensory disabilities), what might be a limiting factor to engage with technology with ease

Self service or exclusion by design:

Self service area is a faster way to pay for goods yet it seems that this solution are excluding elderly, therefore it opens opportunity areas to be improved.

Thank
you!

Team - MIX

Dinukshie
Krista
Michal

OBSERVATION LOCATION : MAGISTRALI SHOPPING CENTRE, TALLINN(EE)
OBSERVATION DATE : 20TH FEBRUARY 2018 (Tuesday)
OBSERVATION PERIOD : 15:30 - 17:00
TIMES SESSIONS : 16:00 - 16:15 (15 mins) & 16:30 - 16:45 (15 mins)

GROUP NAME: TEAM MIX

MEMBERS:
Dinukshie N. Gunaratne (TTU -EE)
Krista Miltina (LMA - LV)
Michal Lacinski (UPP - PL)



PURPOSE :

To understand the “change of meaning” of a shopping centre for the elderly, from a place of retail to a place of social interaction.

THEORIES :

Dewey and Goffman (Interaction Theories)
A combination of the theories were used in this process as we were observing the interaction between multiple parties: (1) People to people
(2) People to environment

ASPECTS :		DESCRIPTION :		INTERPRETATION :	ANALYSIS :
People to People Interaction	Level 1	4.30 - 4.45 (15 mins)	Customer to Employee	<ul style="list-style-type: none">- 1 female who was walking alone spent more time sitting and resting after shopping. It seemed that she was tired. It looks like she was not rushing out. It seemed like she was not waiting for someone. It looked like she enjoyed been in the public space.- It seemed like the leady was tired and was not in a hurry to leave the mall with the few things she bought.	<ul style="list-style-type: none">- This female spent her time in public space it could be that she did it to feel connected to others, as she left without meeting anyone.
	Level 0	4.00 - 4.15 (15 mins)	Customer to Customer	<ul style="list-style-type: none">- 3 females who were walking together spent less than a minute at a bench. It looked like they ere enjoying their time together. It seemed like they had plans for later. It also seemed like they were at the shopping mall together to communicate with each other.	<ul style="list-style-type: none">- 3 female who were walking together used their time in the shopping mall to communicate to each other and were enjoying privately owned public space together.
People to Environment Interaction			<p>Physical Environment</p> <ul style="list-style-type: none">- The privately owned public areas which we observed were the shopping centre corridors, seating surrounding the centrally located escalater and the service area corridors.-0 level had 5 green benches and 2 massage chairs placed around the base of the escalator.- 1 digital screen showing the fflow plan of the mall blocked the massage chairs from plain view.- 4 females used the elevator and 5 used the washroom. 3 of them spoke to each other for a brief 2 minutes.- 6 females and 3 males placed bags and rested for 2 minutes at the green benches and spoke to those passing by for about 20 seconds.- Between 16:02-1:20 one lady and a phone conversation on a massage chair while placing her bags near her feet.- Between 16:11-16:14 one gentleman rested at the bench the escalator and moved towards the exit.- 5 females and 1 male made their way to level 1 from level 0.- 2 ladies interacted with the employee and was on a first name basis.- 3 gentle spoke with the security lady for about 2 minutes.- 1 female loaded 2 items onto the shopping cart at the cashier before heading to the bench opposite rimi. Then took the bus pass out.- 1 gentleman leaned on the store windor while waiting for someone for about to minutes and made his way to the exit.	<ul style="list-style-type: none">- It seemed like the benches placed on the zero level were used as bag holders for those exiting the mall with heavy bags rather than seating for the customers.- It seemed like most of the people were using the space behind the notice board for privacy rather than look at the displayed information.	
	Level 1	4.30 - 4.45 (15 mins)	Customer to Physical Environment	<ul style="list-style-type: none">- One lady spent a long time on a phone call while sitting still and it seemed like she was having a serious phone conversation. She seemed tired from shopping but distracted while on the phone.- The man seemed tired from shopping and rested for a while before exiting the mall for his onward journey.- The vintage shop employees seemed like they were familiar with most of their customers and were having a friendly conversation with each one at the cashier counter.- A man looked like he was waiting for someone for a while so leaned again the store window. Seemed like he was tired.	
STATISTICAL CONCLUSION					
<p>In a period of 30 minutes (timed 2 observation sesssions of 15 minutes) we observed:</p> <ul style="list-style-type: none">- a total of 114 customer in level 0 and level 1.- out of 114 customers, 79 were women and 35 were men.- out of 114 customers 59 women and 23 men were walking alone (independant shoppers)- out of 114 customers 20 women and 12 men were walking together with someone.					

STATISTICAL CONCLUSION

In a period of 30 minutes (timed 2 observation sesssions of 15 minutes) we observed:
- a total of 114 customer in level 0 and level 1.
- out of 114 customers, 79 were women and 35 were men.
- out of 114 customers 59 women and 23 men were walking alone (independant shoppers)
- out of 114 customers 20 women and 12 men were walking together with someone.

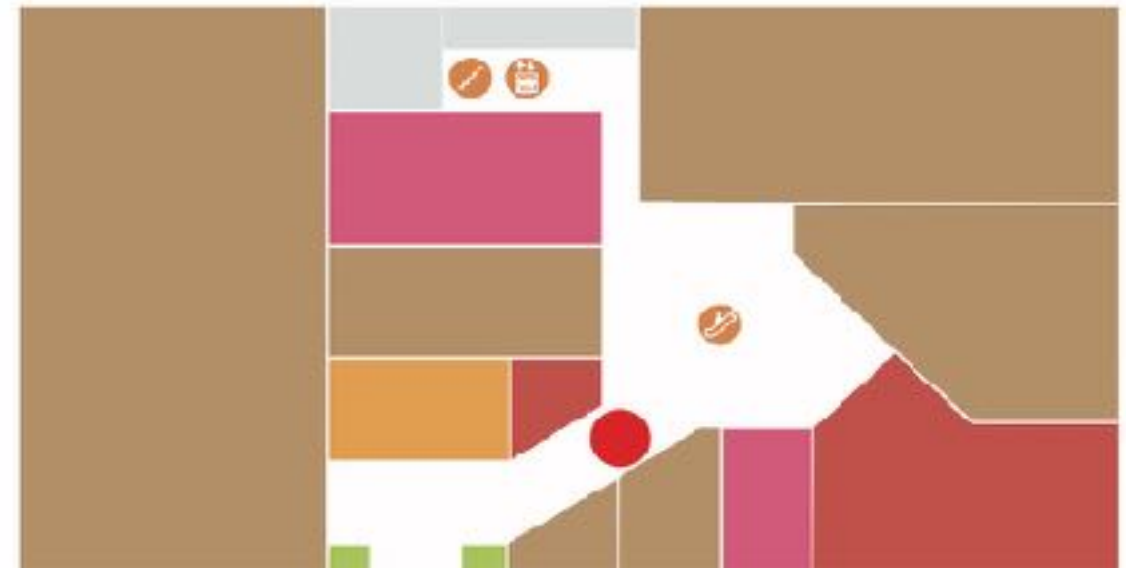
- **Observation place**

Magistrali shopping centre

- **Observation time**

20/02/2018 from 15:30 - 17:00
(1,5 h)

- **Target group for observation** the elderly



Purpose:

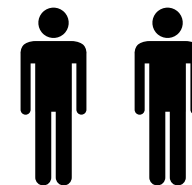
To understand the “change of meaning” of a shopping mall from a place of retail to a place of social interaction for the elderly.

Theories : Dewey and Goffman

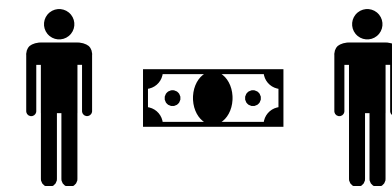
Aspects

**PEOPLE
TO
PEOPLE**
interaction

customers to customers



customers to employees



**PEOPLE
TO
ENVIRONMENT**
interaction

customers to retail space



customers to public spaces



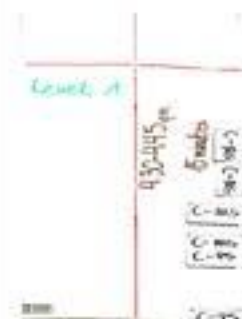
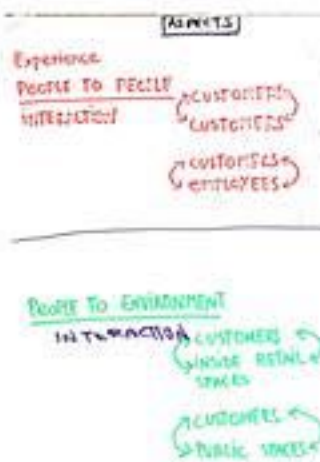
DATE: 20/02/2018 - Tuesday
 PLACE: MANISTONVILLE SHOPPING CENTRE
 DURATION: 10:00 - 11:00 (1h 00m)
 FORMER: CHAMPIONNAGE
 LEVEL: 10:00 - 11:00 (1h 00m)

TEAM MIX
 KRISTA
 DINUKSHIE
 MICHAŁ

PURPOSE:

To understand the "change of meaning" of a shopping mall from a place of retail to a place of social interaction for the elderly.

THESES: Dewey & Giffman (interaction) [interaction - meaning - leave taking]



DESCRIPTION

1. Female who was waiting alone and was sitting on a bench in the public area. She was waiting for someone to join her.
2. 3 female who were waiting together and were sitting on a bench in the public area. They were waiting for someone to join them.
3. Female who was waiting alone and was sitting on a bench in the public area. She was waiting for someone to join her.
4. 4 female who were waiting together and were sitting on a bench in the public area. They were waiting for someone to join them.

DESCRIPTION

1. Female who was waiting alone and was sitting on a bench in the public area. She was waiting for someone to join her.
2. 3 female who were waiting together and were sitting on a bench in the public area. They were waiting for someone to join them.
3. Female who was waiting alone and was sitting on a bench in the public area. She was waiting for someone to join her.
4. 4 female who were waiting together and were sitting on a bench in the public area. They were waiting for someone to join them.

INTERPRETATION

1. Female who was waiting alone and was sitting on a bench in the public area. She was waiting for someone to join her.
2. 3 female who were waiting together and were sitting on a bench in the public area. They were waiting for someone to join them.

STATISTICAL CONCLUSIONS

- In period of 30 minutes we observed 114 customers in Level 1 and Level 0.
- Out of 114 customers, 79 were women and 35 were men.
- Out of 114 customers 59 women and 23 men were waiting on their own (ALONE)
- Out of 114 customers 20 women and 12 men were waiting together (with someone)

Dinukshie N. Gunaratne (TTU - EE)
 Krysta Miltina (LMA - LV)
 Michał Lacinski (UPP - PL)

Description

Female who was walking alone spent 6 min sitting on orange bench in the public area after putting her groceries in her bag.



Interpretation

Female who was walking alone spent a lot of time sitting and resting after shopping. It seems like she was tired. It looks like she was not rushing any where. It seems like she was not waiting for anyone. It looked like she enjoyed being in public space.



Analysis

This female spent her time in public space it could be that she did it to feel connected to others, as she left without meeting anyone.



Description

3 female who were walking together in a group spent only less than a minute on the bench. They used bench only to put there groceries in their bags and after left that place.



Interpretation

3 female who were walking together in a group sent less than a minute on the bench . It looked like they were enjoying their time together. It seems like they have plans for later.



Analysis

3 female who were walking together used their time in the shopping mall to communicate to each other and were enjoying privately owned public space together.

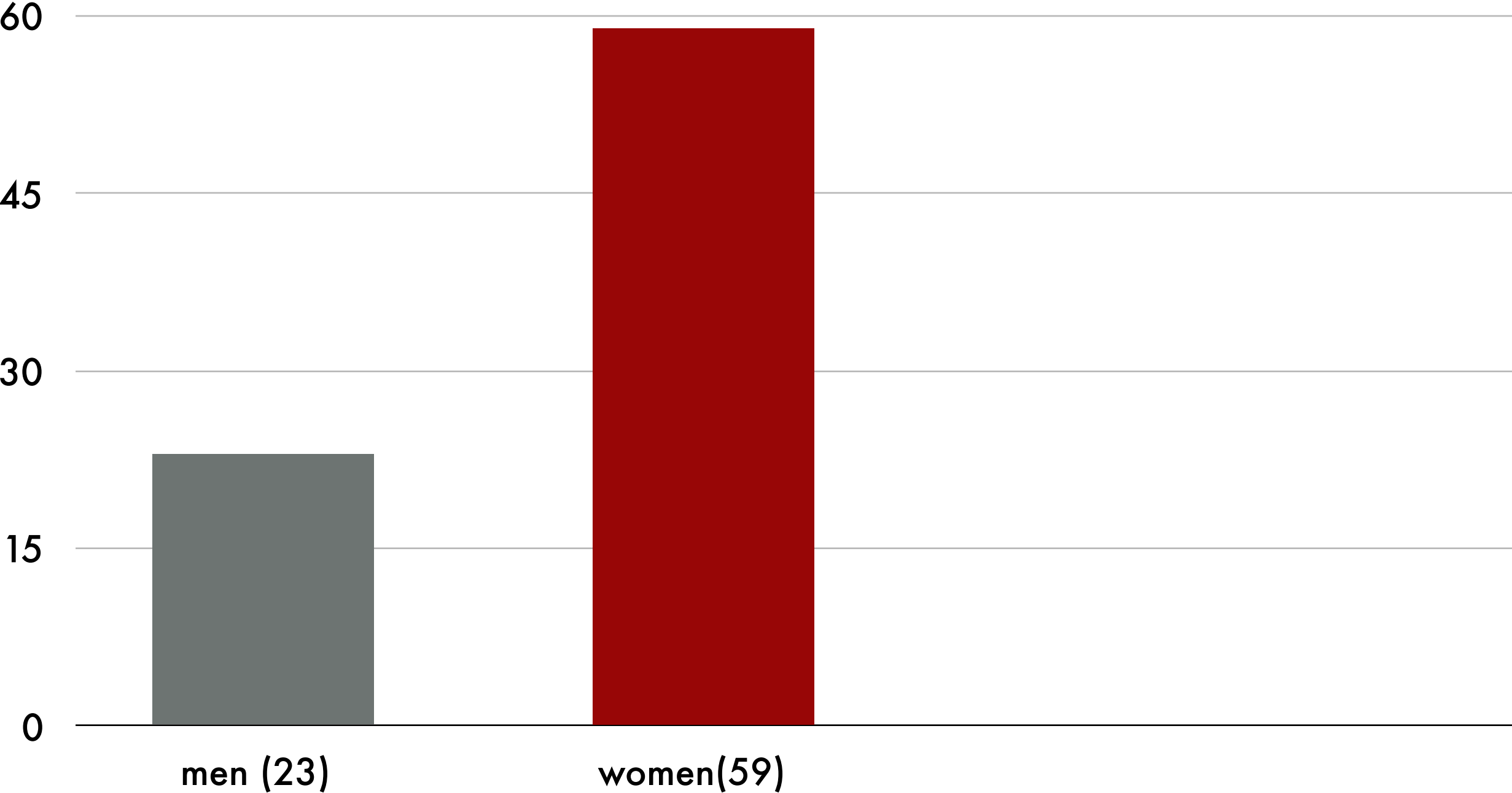




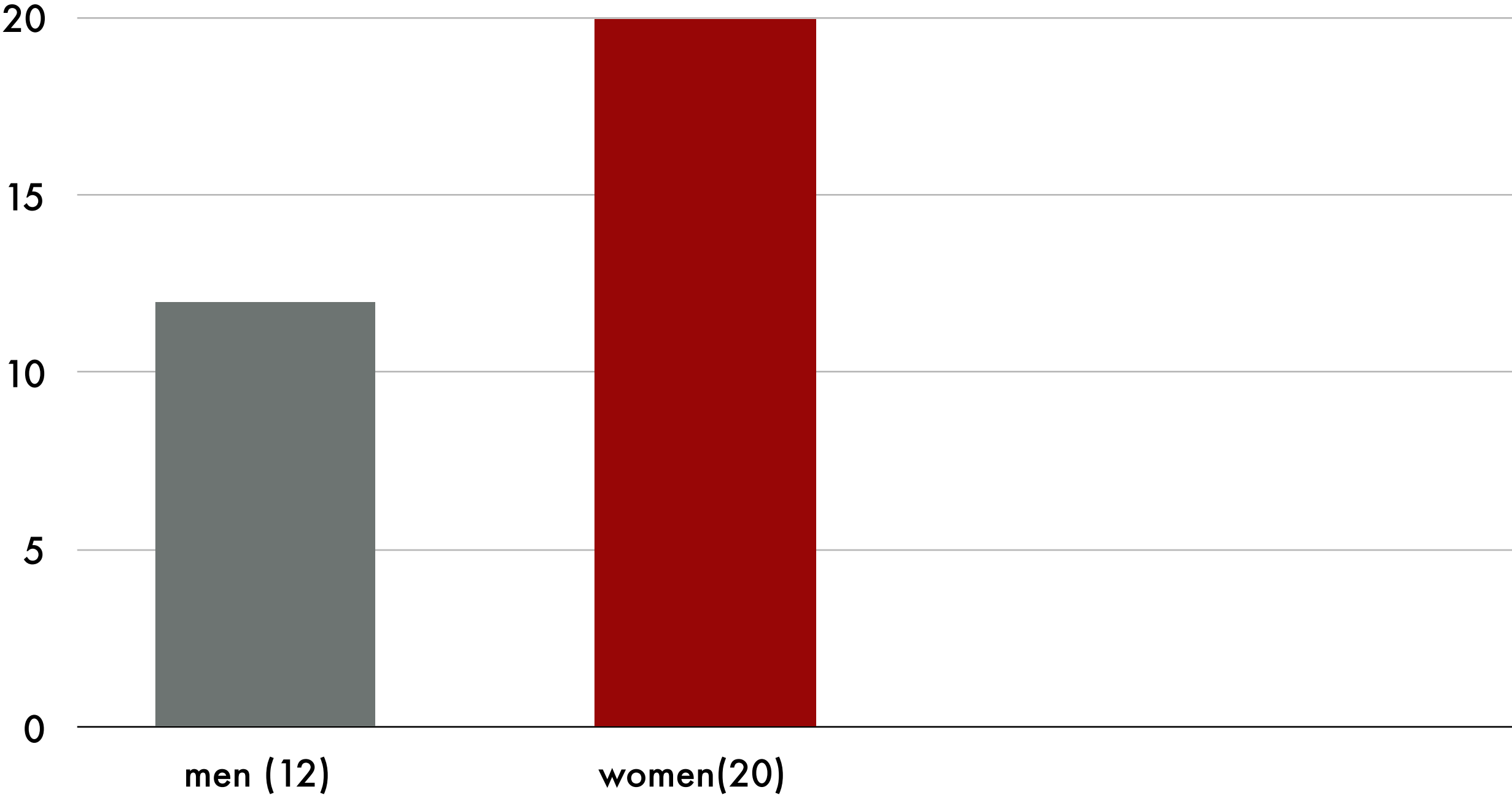
Observed target group : 114 customers



Observed target group : 82 independent



Observed target group : 32 customers walking in groups



Thank you for attention



care & experience



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Map basic needs of elders (objective)

- Information / flows
- Artifacts / ease of use
- Activities / capability
- Services / availability

Aspects of user experience (to be taken in account)

- Practical exp / mechanics
- Intellectual exp / knowledge production
- Cognitive exp / information processing
- Emotional exp / how one is made to feel while doing something

User profile (should be represented)

- Needs
- Feelings
- Expectations
- **Values**

Intro / setting the scene

Why - purpose of this (value) / to raise awareness and develop service design research skills

Where - **geographies / Latvia**

What - was done (critical content) / simple mapping

Who - participants / relatives and neighbours

How - method / an interview - conversations – ethnography – personal experience

1st case / Rita 79

Lives alone, but close to her relatives.

Times when she needed help from her relatives:

Help with physical works:

- Fix the broken cupboard
- Fix the broken attic doors
- Pull out the table
- Put on curtains
- Help with renovation works in her apartments

Help with technologies:

- Television is not working properly
- Setting up dishwasher
- Problems with her car
- Issues with mobile phone







1st case / Rita 79

Rita says that she is quite privileged because she has people to call and ask for help, but at the same time she realizes that not everyone has this possibility and mentions her friend who has a disabled son and because of that she has much harder life.

Rita says that the most difficult is to deal with loneliness, especially after her husband passed away. She misses talking and even arguing to someone.

2nd case / Aija 91

- Jelgava (Latvia)
- Lives alone
- Difficulties with walking - mostly sleeps or moves in the chair (wheeled but not the wheelchair); **most activities occur during night due to the light conditions**
- Weak sight and hearing
 - Books
 - TV and radio
 - Conversations
- Reason to have a day carer / domestic helper (denies going to 24/7 care):
 - Hygiene
 - Food (preparation)
 - Tidying up home

3rd case / Līvija 80

- Priekuļi village (Latvia)
- Lives alone
- Capable of taking (making?) care of herself
- Overall / average day:
 - Wakes up early and prepares for the day by cleaning the house
 - Goes to the bus stop and drives to Cēsis
 - Visits local grocery shops to buy food for grandchildren lunch
 - Goes to the daughter's apartment and prepares lunch
 - When daughter comes home she is leaving
- Day repeats itself next day
- Overall health conditions are good - reads a lot and follows the local and national news
- Loves to sing

4th case / Aina 85

- Riga (Latvia), city centre
- Living alone
- **Has lived in a same apartment for the last 40 years**
- **Sees her apartment more valuable, because of her memories there**
- Values - family. Have one child, but no grandchildren
- Information – TV, Aina can't read anymore.
- Feelings – loneliness.
- Need help for going outside of her building, because of the stairs (she is living on 4th floor)

Name: Aina

age: 85

Living in Riga, city centre.

Have lived in same apartment for last 40 years.

Aina sees her apartment more valuable, because of her memories there.

Have been married 2 times. Have one child, but no grandchildren.

Now living alone, because her husband died from cancer 8 years ago.

Information – TV, Aina can't read anymore.

Biggest problem – loneliness.

Hard to go outside, because of the stairs (she is living on 4th floor).

Me: Hi, how do you feel today?

Aina: Hi, today is a good day, my leg doesn't hurt as much as yesterday.

Me: Good to hear that! Did you went outside today?

Aina: No, I haven't been outside today, because Guntra (her sister) couldn't come to visit me today.

I can't leave my apartment alone anymore.

Me: When was the last time when you went outside of your building?

Aina: Let me think...it was on Monday. (5 days ago)

Me: Do you feel good and safe at your apartment living alone?

Aina: Yes, I wouldn't change this place to anything. **I have used to it. I know where I can find everything as my eyes are getting older and I can't see so well.**

I don't like surprises anymore (laughs).

Me: What would happen if you need to move out? For example, if someone is selling your house.

Aina: Oh God! That would be sad! I like this place because we lived here with Voldemars (her husband). I still see him and I am saying every night – goodnight to him, I know that he is in a good place now.

Me: So you see your apartment more valuable, because of your memories, right?

Aina: Yes, **memories is everything**, of course I can learn how to use new apartment, because my **head still works fine** (laughs). I just can't stand my hurting leg and eyes are not working so well.

Me: Ok, last question, if you can change something at your apartment and things around you what should it be?

Aina: Oh, I am happy to talk with someone, so I am glad about your questions. But if I can change something, it would be stairs. It is hard for me to go outside, because I am living on 4th floor.

Me: Thank you very much about your time!

Aina: Thank you for remembering me!

5th case / Guna 76

- Valmiera (Latvia)
- Living alone
- Have lived in a same house since her childhood
- Her favourite place in a house is the living room, because there's her TV and comfortable sofa
- Likes to watch movies, but doesn't like watching news
- Likes to read books, but has problems with finding posture and vision
- Works in her kitchen garden

6th case / Velta 73

- Location - Rēzekne (Latvia)
- Living alone
- She don't have own childrens
- Long time she was caring about her sister but now she is living alone
- Use her free time to visit other of hers elderly friends or going to shop
- In her life the main value is to take care about others
- Like to watch soap operas and read news
- Very often visits church
- **She sometimes feels alone but never are showing it or speak about that**

Conclusions?

