

Changing Demographics
Challenges for Service Design



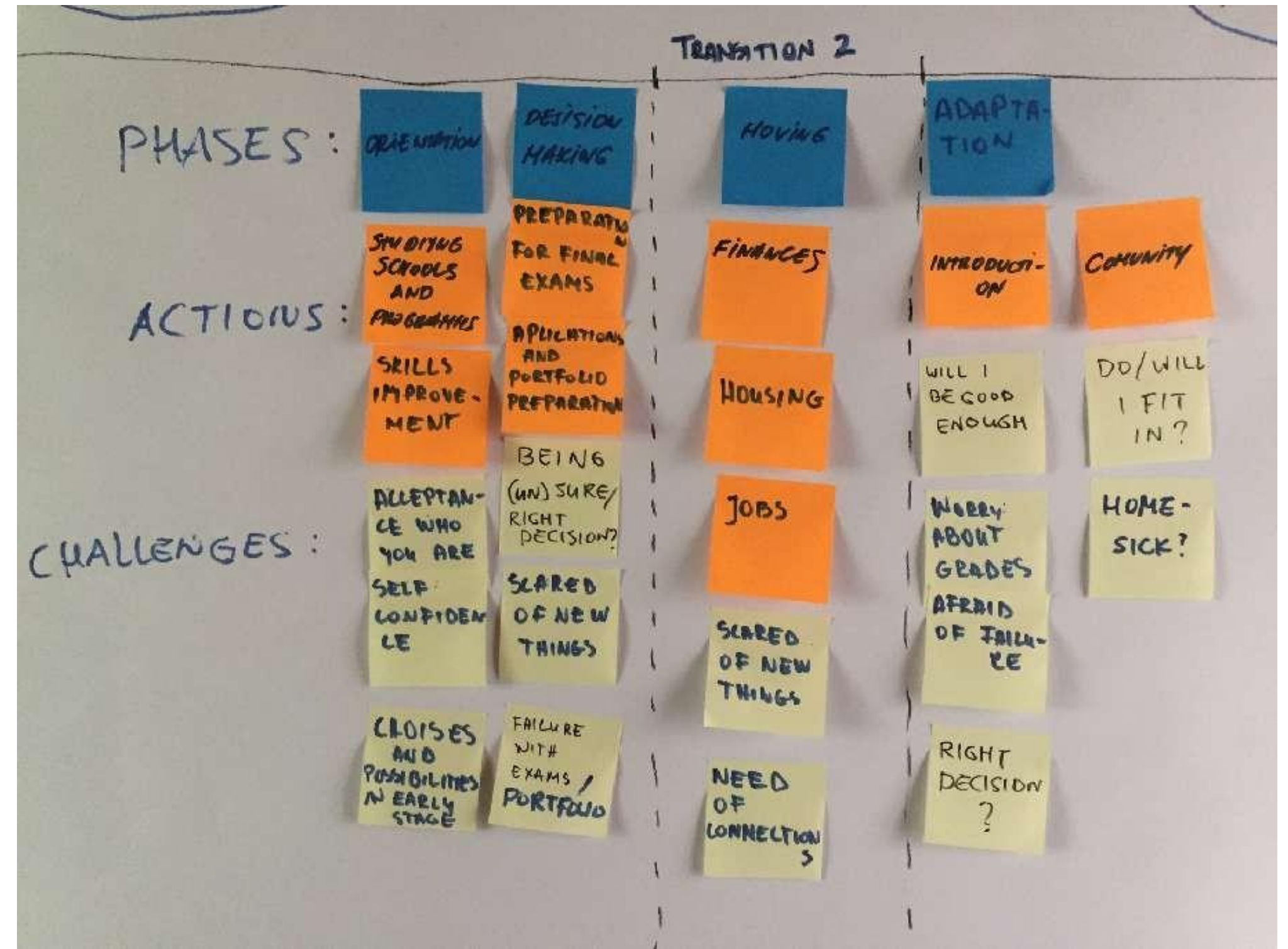
Kuldiga Creative Summer School 2018

Addressing challenges in secondary education
using service design methods



What did we learn?

- Understanding user needs
- Getting new perspectives
- Solution development
- Process design
- Decision making



Service design principles

01 User-centred

Understanding needs and preferences through user research

Making evidence-based design decisions

Service design principles

02 Holistic

Studying the whole context, challenge and experience of the user

Service design principles

03 Co-creative

Considering and involving all relevant stakeholders

Service design principles

04 Multidisciplinary

Knowledge, insights, methods, tools from different disciplines

Service design principles

05 Iterative

Not linear but cyclic processes supporting testing and improving

User-centred design: sounds good and obvious...

**Design and management decisions affect many people
but are often taken by very few**

Reflections for the way home...

Better understand what is important for students, teachers, parents

Improve internal organisational processes

Support strategy and policy making

Teach students methods to train research and problem solving skills



Service design as a discipline

Emerged early 1990s

Sister of product design

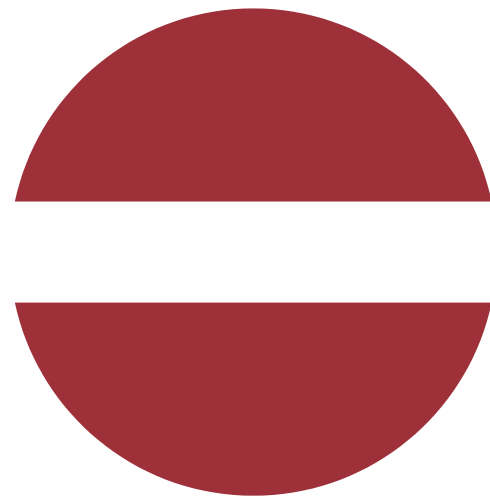
Multidisciplinary



Providing **70%** of GDP

Generating **90%** of jobs

40% of the value of manufactured products



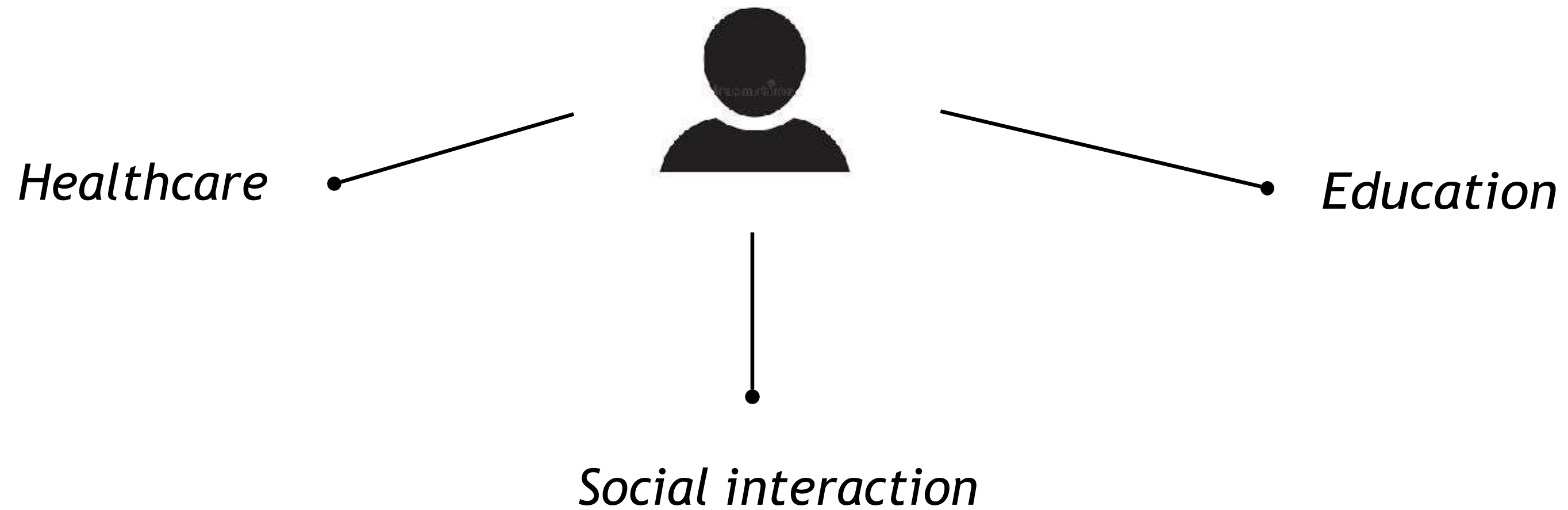
Value added **74.7%** of GDP

2nd after Denmark in Northern Europe

11th in the EU

Dependency on services

Many basic human needs involve
or are organised as services



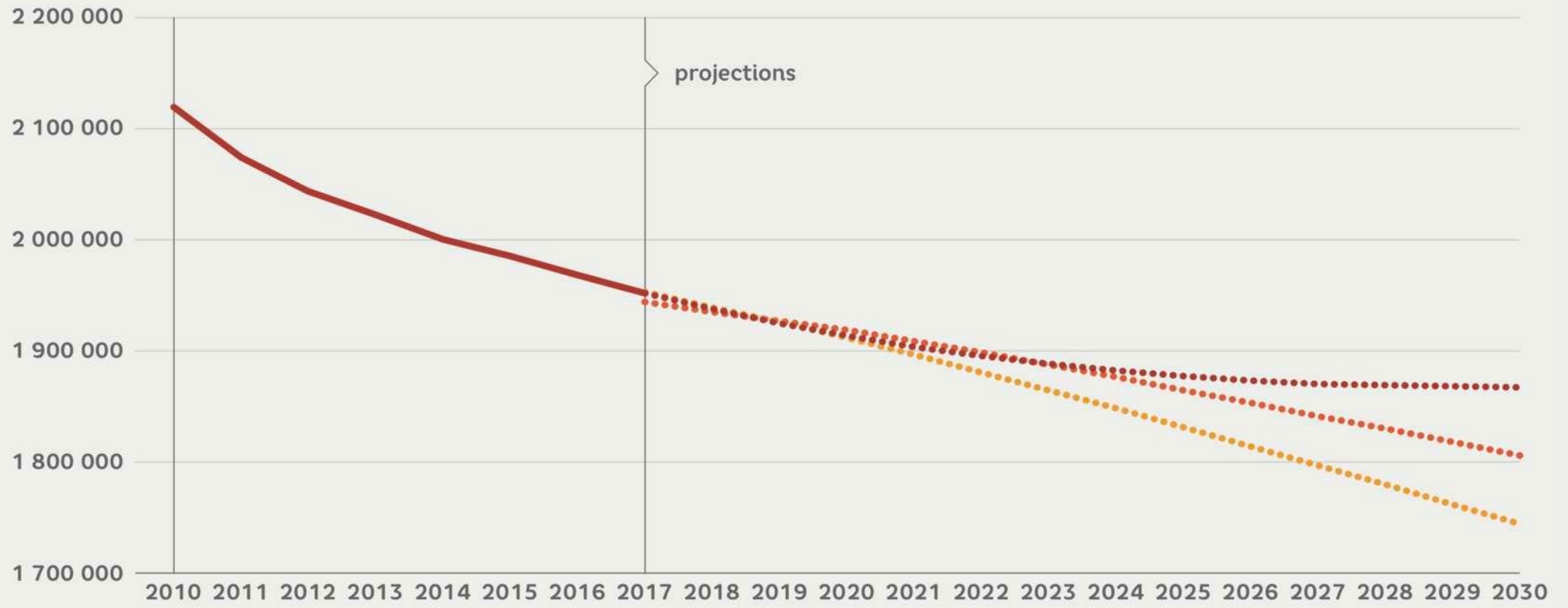
Service design context

Services as an area where we face and respond to societal challenges

Potential for social change and positive impact on quality of life

Demographic challenges

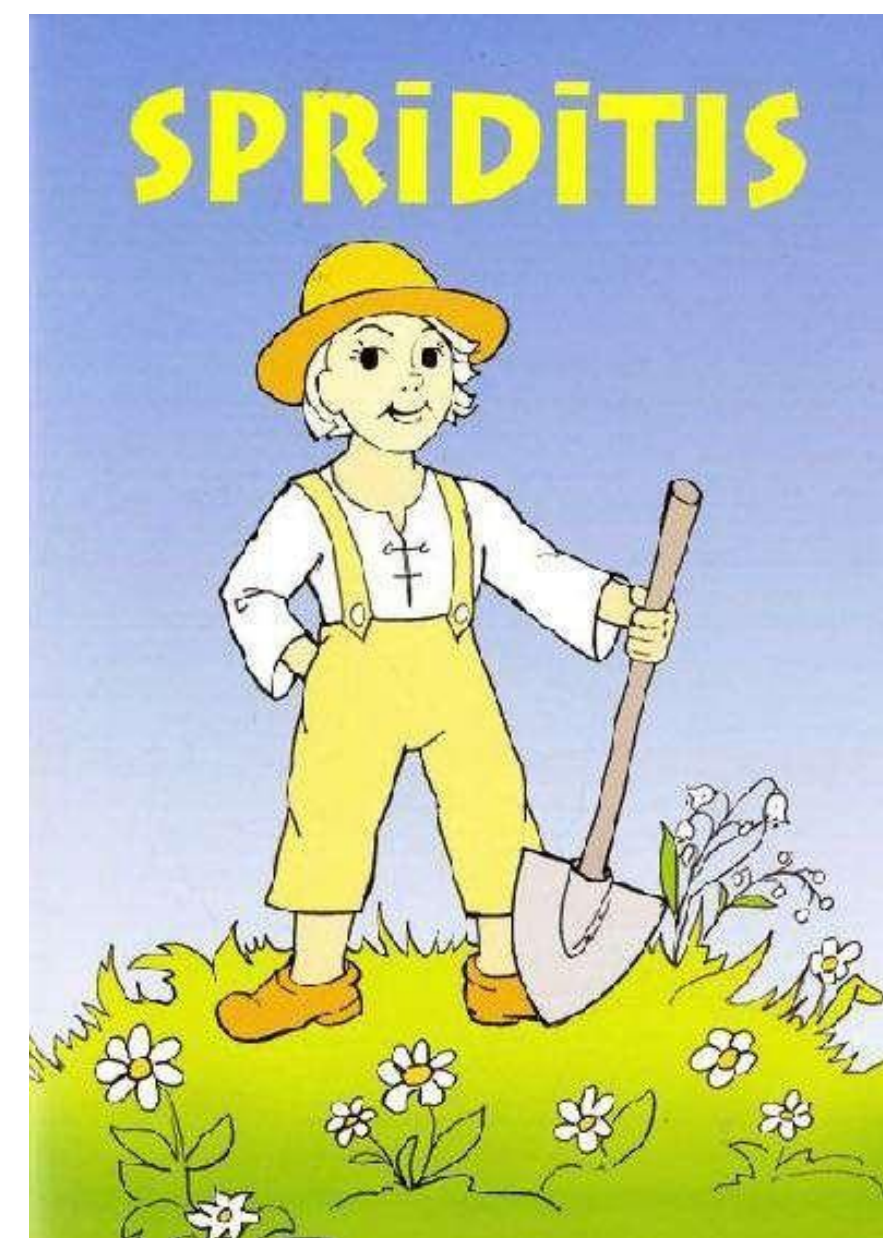
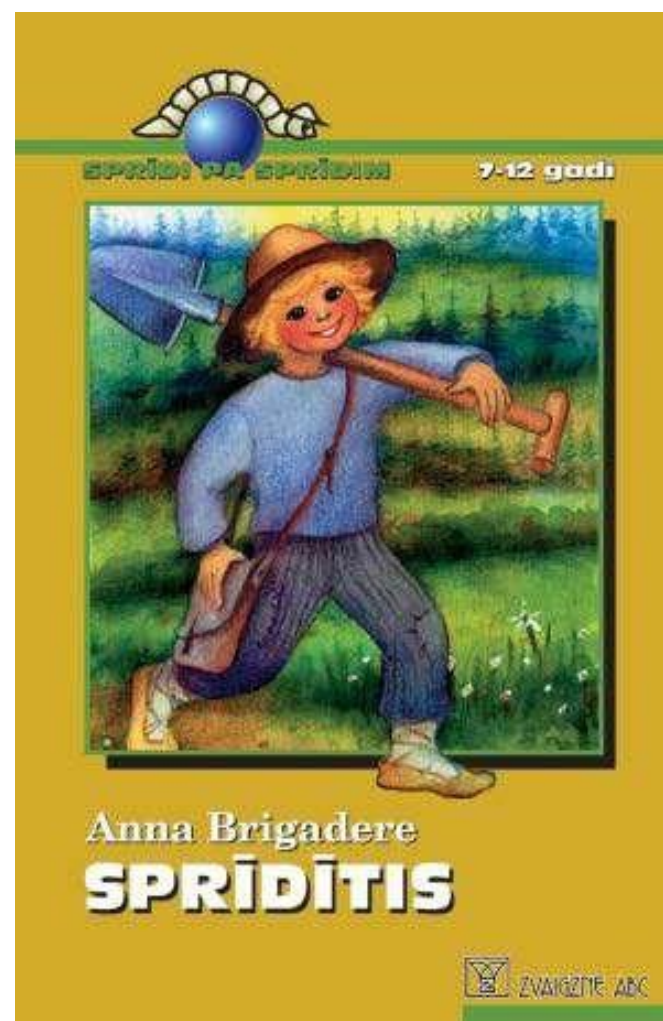
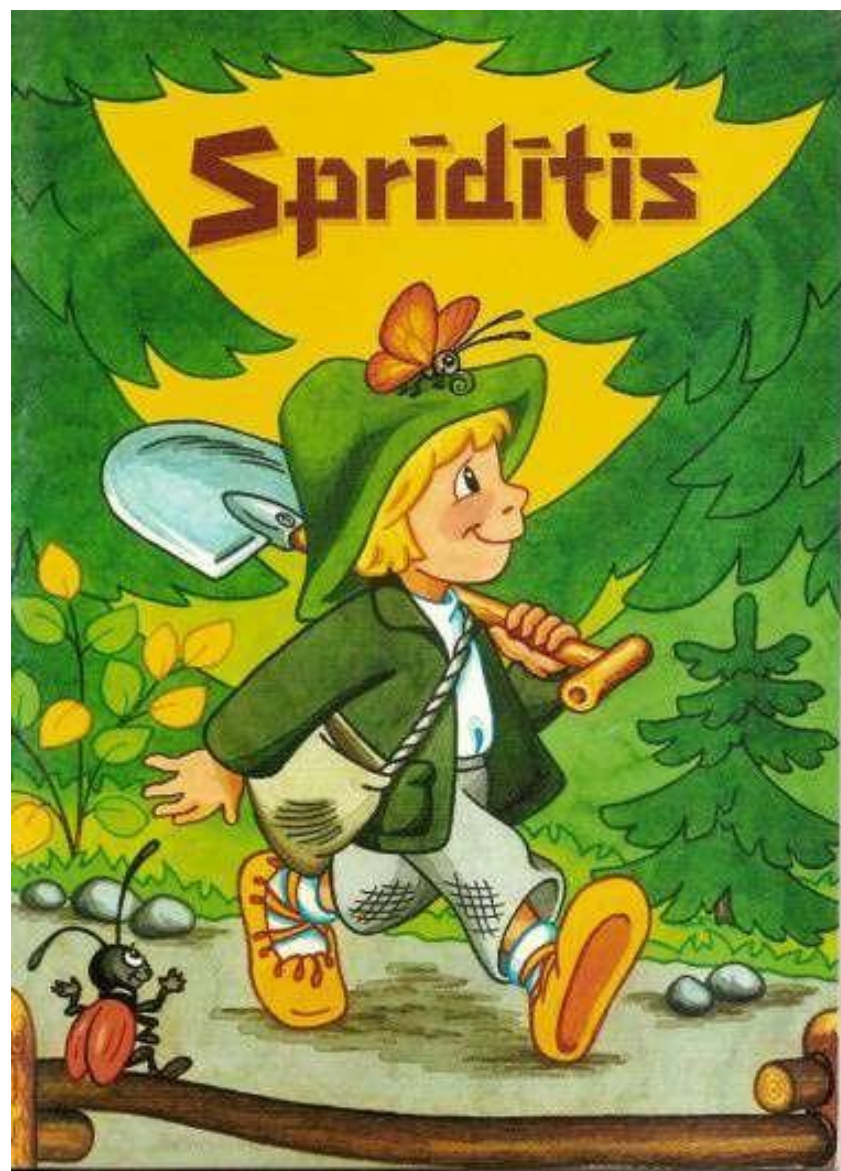
- 01 Scaling down: Overall population decline**
- 02 Mixed planning: urbanisation vs depopulation**
- 03 Growing old: Ageing society**
- 04 Emigration: Brain drain, labour shortage**
- 05 Culture & Identity: Diaspora communities**



● Certus ● UN ● Eurostat







A
275



Sprihditis



PĒ VĒJA SĀTES

Purvaino airi maiz. Dabotā liecoknis. Air eglis galotān Vāln mātēs pils. Un tuojam
pauzta pēkši, smagi mākot. Dimp mākotiem jostas skaidras dabas. Kas iedegta vālnā
sūstas slēptā. Pa sūstas, dīgļus maiz maiz šūnās mākototņus.

PIRMAIS SKATS

Spriditis

Uzāk pēkšņi po labi ar lūpa piecas. Mākototņus no maiz liecokņiem it kā kaitoh
šūnās sāk arvien tevāki. šūnās viņam pēdās ar pašas kājām.

Spriditis

Pieciņi.

Ā-a! Redz, ka man taisnība! Ir gan nauda! Zāvējas gan nauda!
Kad tik Liene to redzētu!

Strādāmieši.

Ūja! Un kas te daudz! Kur lai visus tos podus lieku! Te jau var
rakt izlasidāmieši! Es tik pamanīšos, kur mikstoka vieta.

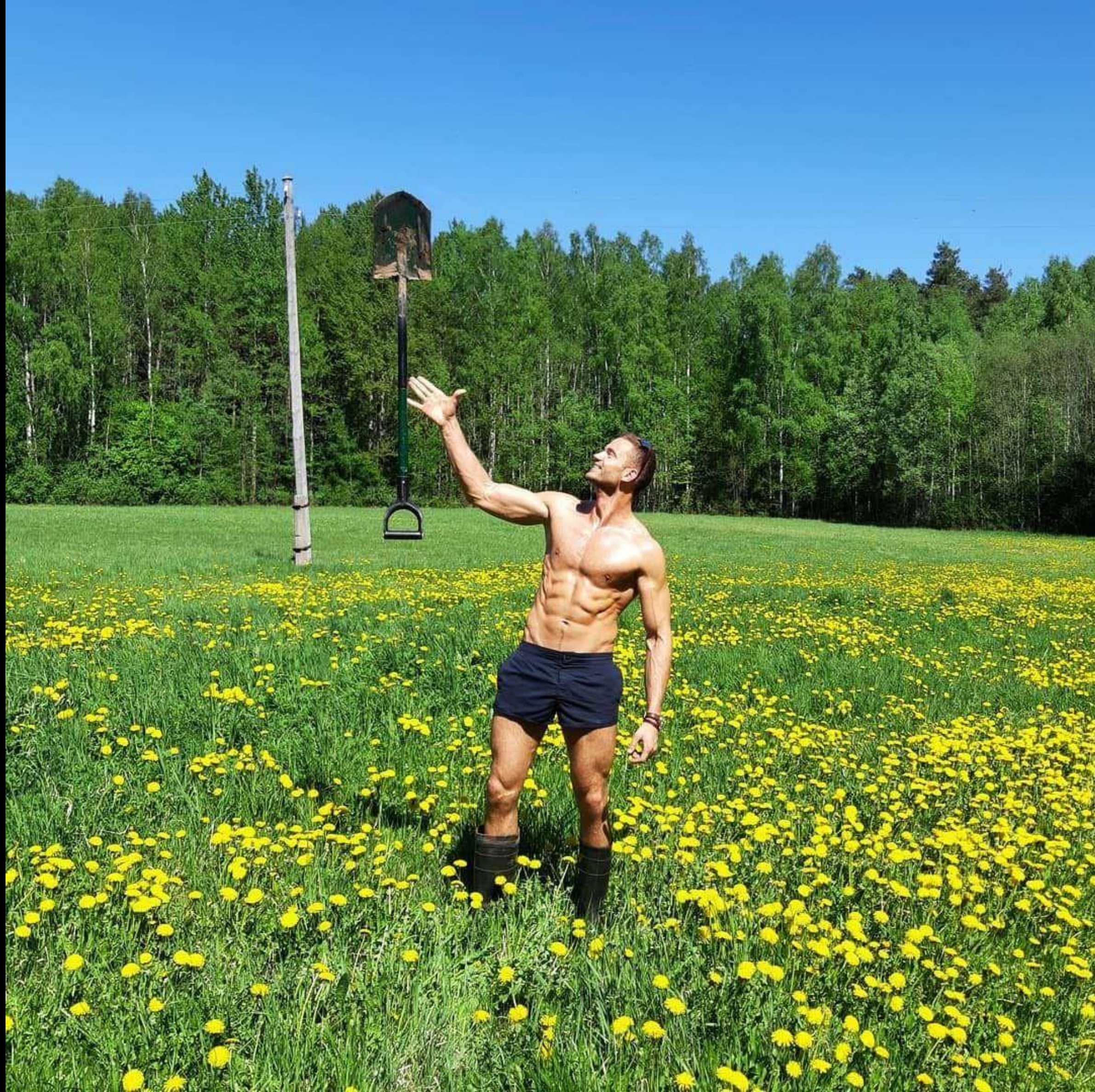
Taisns ar lūpa rakt. Kur lūpa pietiek, uzreiz ar sūstas.

Āre! Kas tad tas? Kur tad nu bij? Atkal tur! Un atkal tur! Ak kāds
mānitājs tu esi!





@_agnese__r



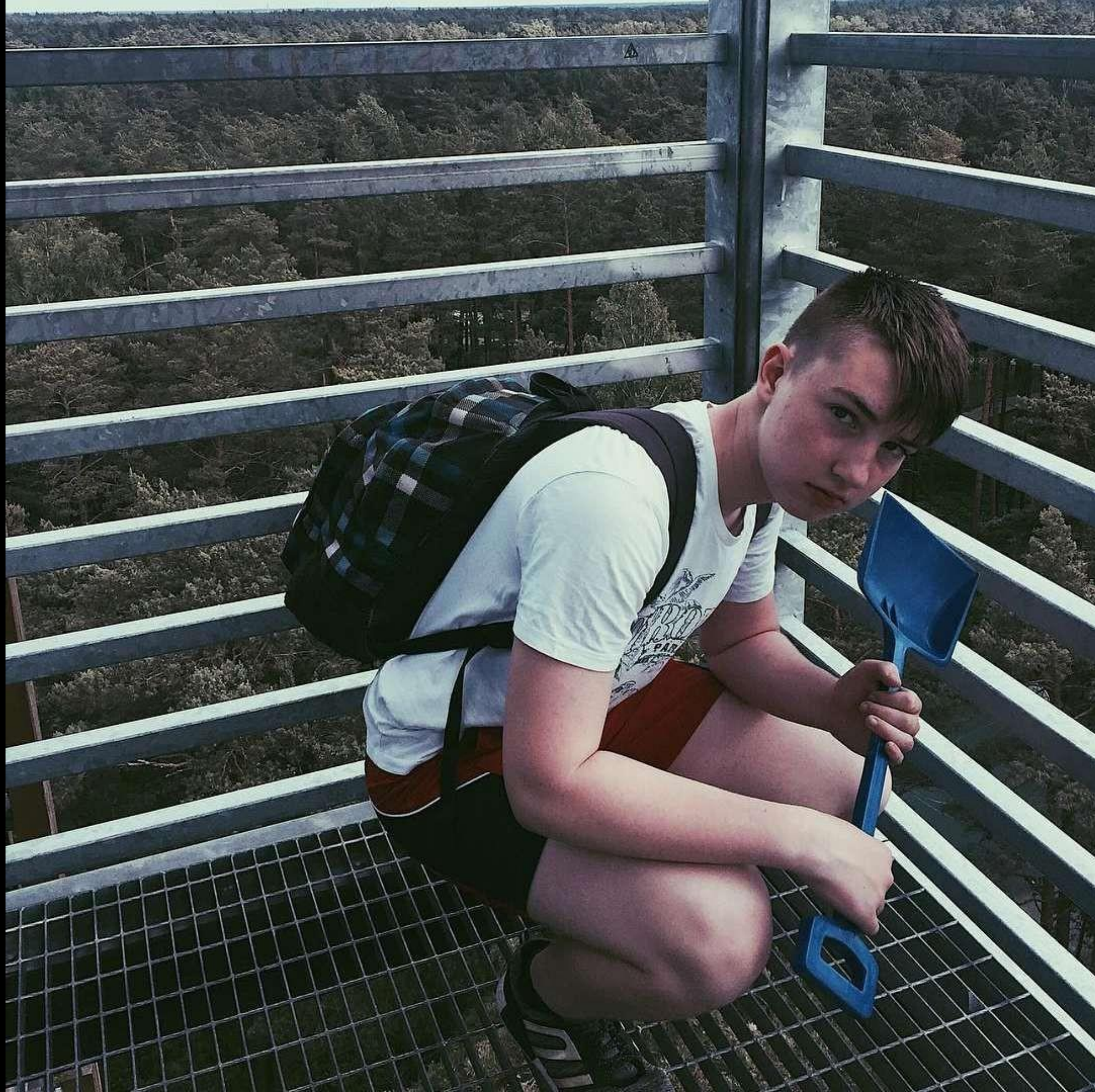
@kristapswish



@keittattoo



@saivajece



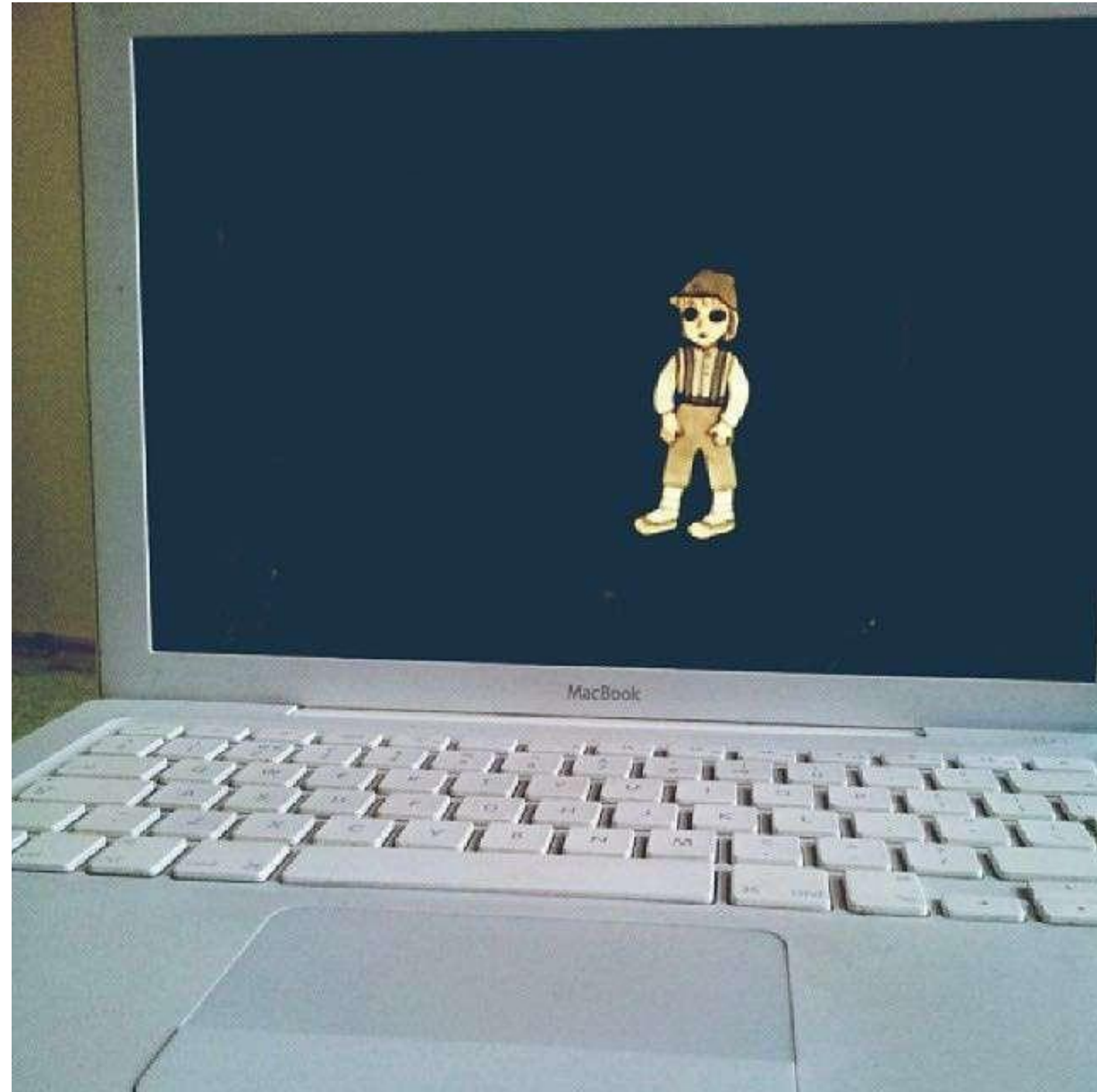
@renaatea



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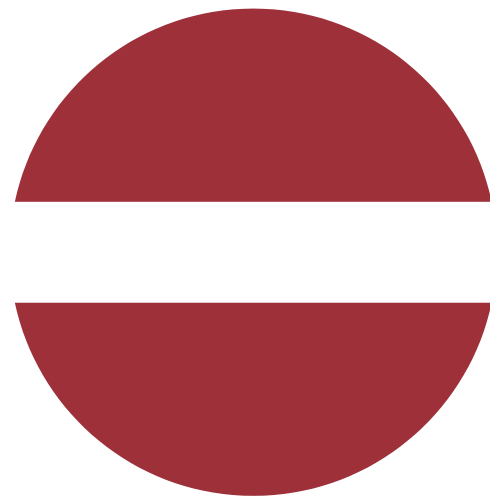


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LATVIJA - ES 2004

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LATS

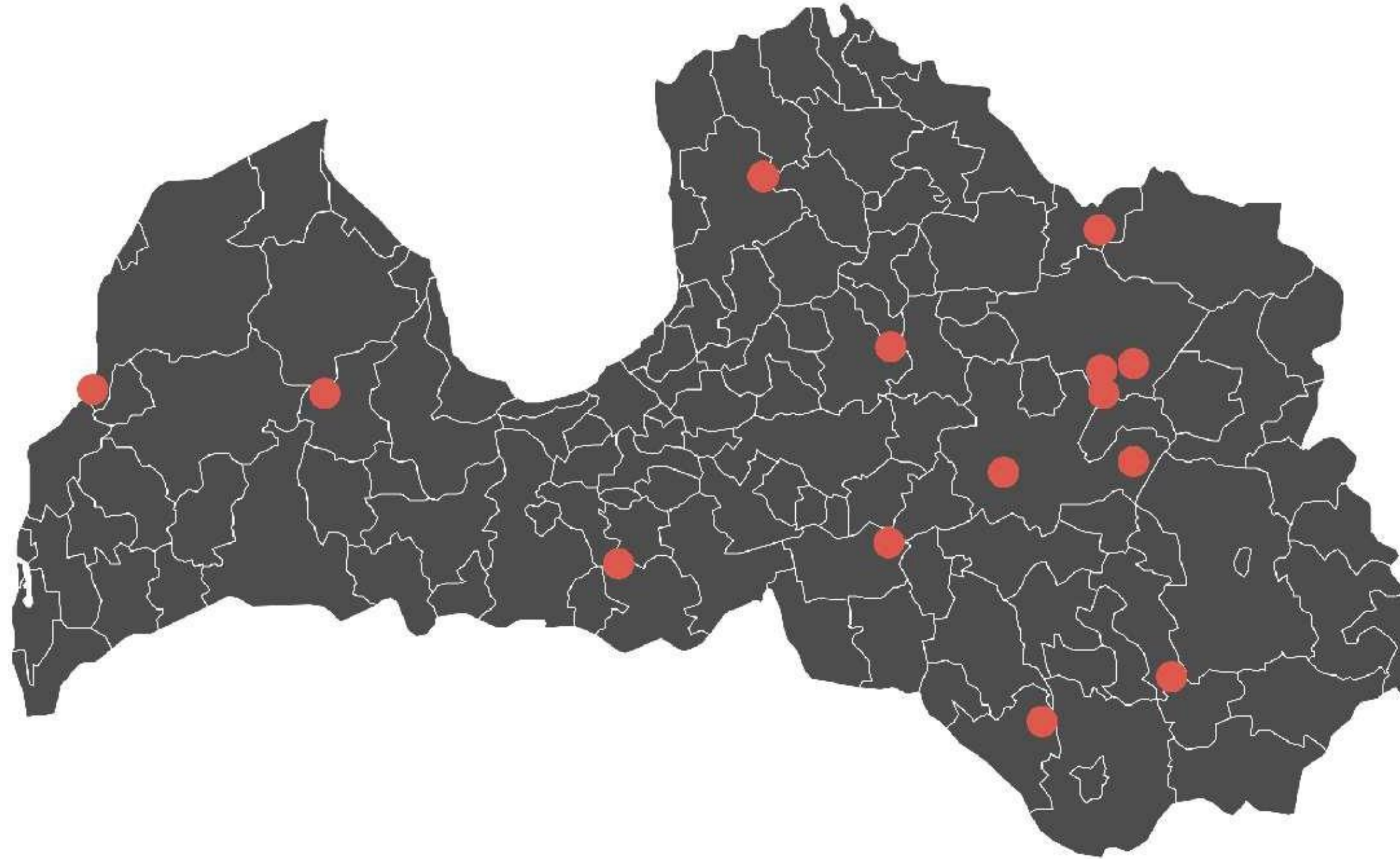


By 2030, almost half of Latvia's inhabitants are projected to be over the age of 50, 1 in 4 people will be over 65



Currently 65s outnumber under 16,
by 2020 over 50 will make up nearly half
of the adult population

Nursing homes in school buildings





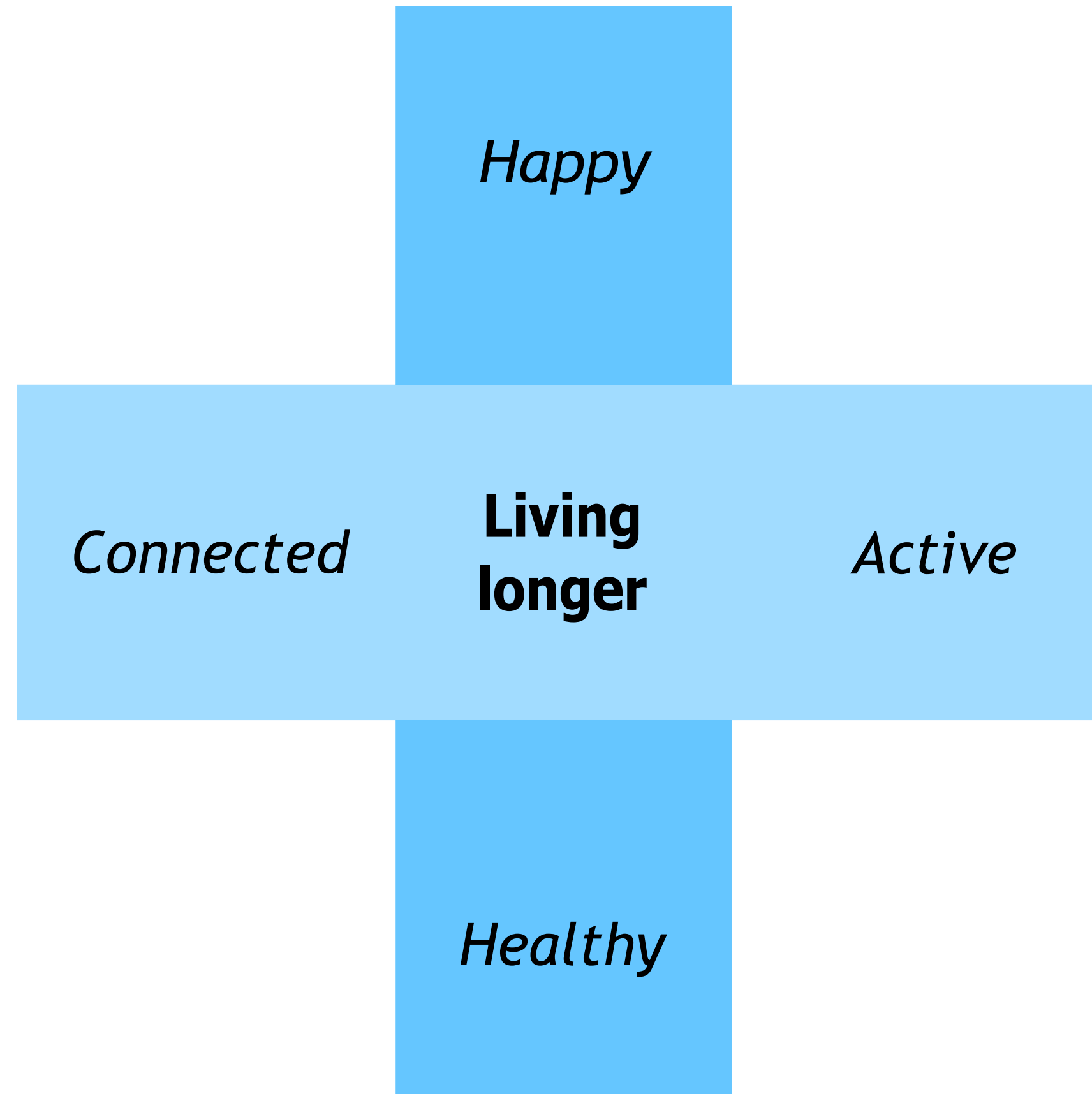
Daukstes
secondary
school



Changing demographics not as **circumstance**
but as a **context and challenge**

Reactive → Proactive approach

Ageing experience



Challenges

Help at home, social isolation, economic activity

Solution

Community currencies





Erkend le



De winkel is 24 uur per dag elektronisch bereikbaar.



Wij accepteren Makkies!
m a k k i e s
Samen is het een makkie

Challenge

Early detection and prevention of illnesses

Solution


Mobile healthcare



www.oogbus.nl



De OOGbus
brengt
oogzorg
dichtbij

 het oogzorgnetwerk
the eye care network

Dr. John Lee



Challenge

Responding to age-related illnesses

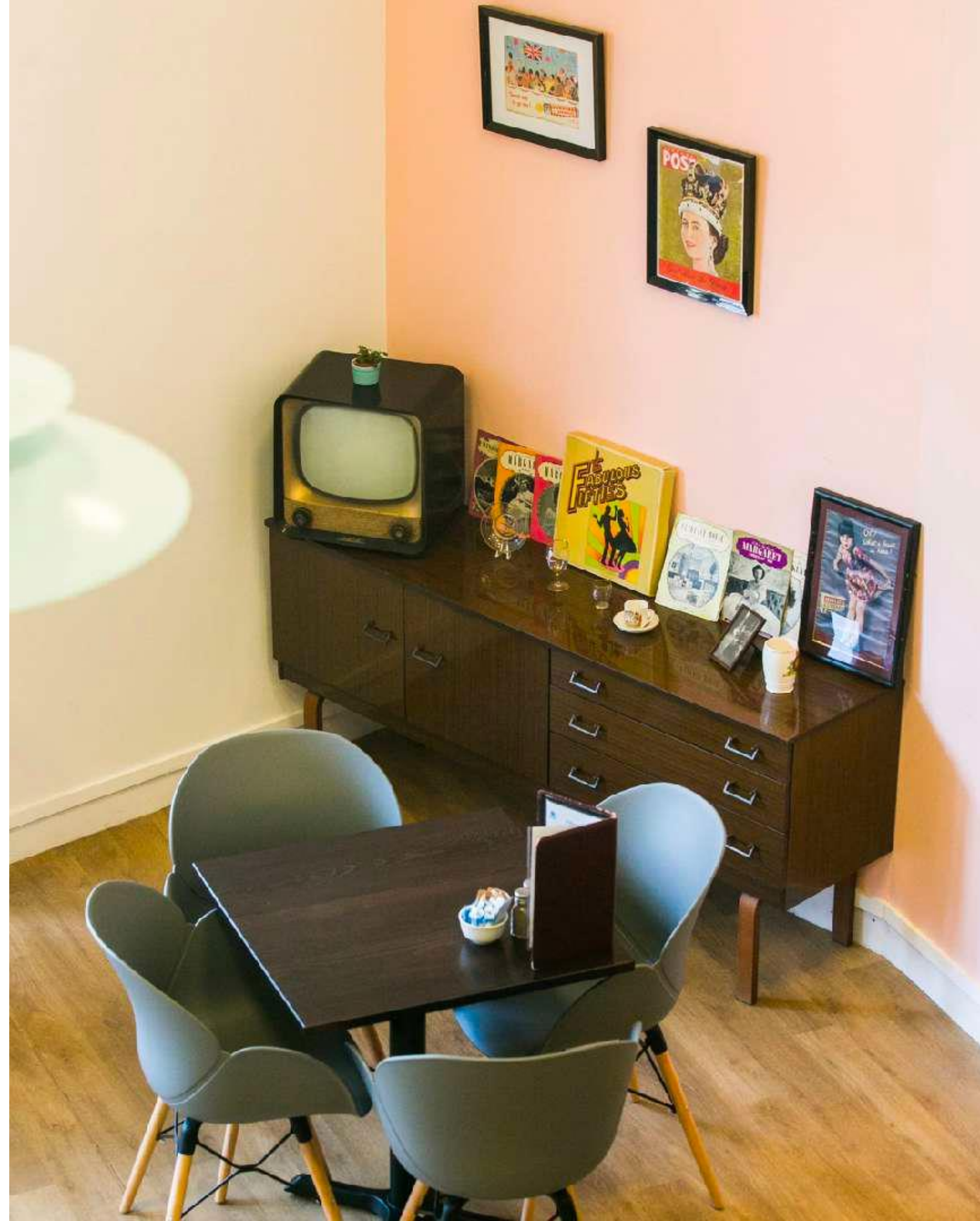
Solution

Therapy tools for dementia









Challenge

Care gap: elderly without family support

Solution

Informal community-based care



An estimated 2 million aged over 65 in UK will lack informal care from adult offspring by 2030



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Our story

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Welcome

Southwark Circle is a membership organisation that provides on-demand help with life's practical tasks through local, reliable Neighbourhood Helpers, and a social network for teaching, learning and sharing.

Being a member



Find out about the benefits of joining Southwark Circle and meet some members.

Being a helper



See how you can be rewarded for using your skills to help out in the community.

Dine out



Southwark Circles discount club for members who enjoy eating out.



The Dine Out card is here



See what members have planned for this week

Take a look at the calendar to see what's on...

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Thank you

LLI-338 project CCI & Sustainability

