A large, stylized yellow graphic on the left side of the page, consisting of several overlapping, thick-lined shapes that resemble a maze or a series of interconnected paths, extending from the top to the bottom of the page.

Next Door Digital Tool

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1. Introduction

According to the workplan, the goal of IO2 is to develop a tool targeting three main target groups:

- one for organizations
- another for the neighbours - with info and hints on being a proactive citizen and spotting possible problems acting with preventive measures on elderly people
- and the last one for elderly people - with info on the existing resources in the community to solve different problems, etc.

Elderly people will also have a space for interacting with the community, an “help me” section where they can ask help for any problem they have (i.e., go grocery shopping, go to the hospital, etc). The digital tool will be developed considering already existing platforms.

The first activity is aimed at mapping needs & community involvement for the definition of key aspects of the tool’s core structure, namely its areas, sections, information to be covered, as well as its “background construction”. The main objective of this first activity is to involve the end-users in the design process of the digital platform, in order to incorporate their most relevant ideas and suggestions in the development of the final product to make it as suitable as possible for the target groups.

In order to reach the desired results, each partner implemented at least **2 co-designing workshops** to help create the backend (structural part) of the tool targeting at least **6-8 participants** per workshop from:

- neighbours;
- elderly people; and
- organizations and community workers.

In order to receive specific suggestions on the design and technical aspects of the platform, the following were also involved by the consortium expert designers and ICT developers.

2. Methodology for co-production sessions

Scenarios for ideation

Considering the target group and the innovativeness of the digital tool to be created, it was decided to include in the workshop the scenario mapping methodology. This is a group exercise that helps a design team think about how their segments of people might approach an activity using the product or service being developed and ideate around the type of experience the developers want to provide them, producing candidate solutions for future design. In order to create a practical context, scenarios were used for ideation - short stories of a person using your product or service to complete a specific task. Like storytelling, they bring a potentially abstract idea (the main task) to life, making it easier to empathise with users and provide insightful solutions. Because they are essentially short narratives, they are more memorable than a simple

user task and set of requirements. They therefore provide your design team with useful context and common ground as they try to arrive at design solutions.

Presentation of the Mock-up

In order to clarify what is meant by a digital platform supporting outreach assistance to older people, a mock-up of the platform was developed to concretely illustrate the idea of the partnership. Considering that not all people involved in the workshops are familiar with digital tools, it was useful to provide a concrete overview of what the consortium wants to create in order to verify that it is going in the right direction and to add essential elements for the target group. The mock-up offers the opportunity to show a prototype of the platform divided into its various sections and activities and at the same time to provide participants with a concrete stimulus to be developed in discussion.

Brainstorming

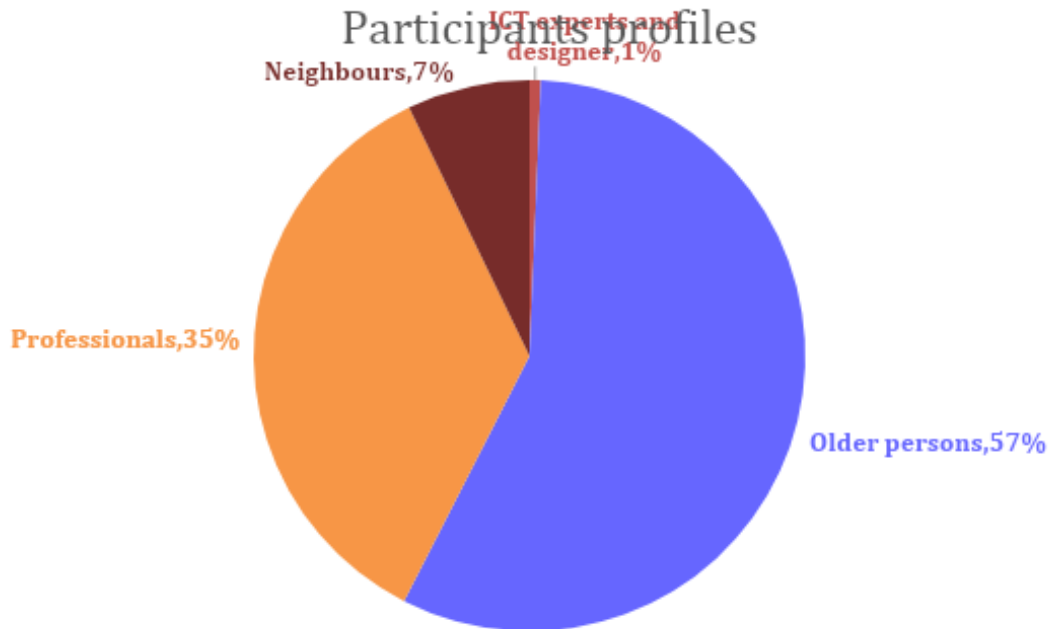
After providing the inputs to the participants, brainstorming sessions were planned in order to collect and comment on their ideas, questions or comments regarding how should the web-platform offer and support the users. The brainstorming applied to these co-production sessions pursues the dual objective of collecting initial ideas concerning the needs of older people and how a platform could respond to them, as well as ideas concerning design, accessibility and technical aspects (Active ideation) and discuss individual ideas in groups in order to identify the most relevant ones or to generate new ones (Discussion and debrief). Considering the several areas to be explored, it was necessary to use sticky notes of different colours in order to divide the ideas into categories. These discussions were supported by a wall of ideas, which could be realised either in presence through a blackboard and 3-4 sticky note blocks of different colours or online through special digital tools such as *Ideaboarz* or *Jamboard*. Once the first ideas had been collected and the first brainstorming phase was over, the facilitators reviewed each sticky note, recognised it and opened it up for quick group discussion. From this second discussion phase further ideas or solutions may arise, as well as some not so relevant ideas. The results of the discussions are the starting point for the design of the platform and its implementation.

3. Implementation and results

Between October 2021 and January 2022, the project partners implemented the co-production workshops, through meetings that were either face-to-face or online depending on the availability and possibilities to carry out the workshops in full compliance with the Covid-19 containment regulations and restrictions.

Participants

In total, 16 workshops have been implemented with the involvement of 87 older persons (with an average age of 70 years), 11 neighbours, 54 professionals, 1 designer and 1 ICT expert, for a total of 154 participants.



In particular, the profiles of the professionals involved were very different, in order to collect suggestions and opinions based on their different expertise. The main profiles were:

- Community workers
- Community social services
- Social workers
- NGO representants
- Psychologists
- Project managers
- Municipality representants

Some workshops were dedicated to one of the above participant categories, while others saw a number of categories joining together. The purpose of bringing some categories together in the same workshop session was to stimulate as much discussion as possible between different points of view. The following chart shows how many of the 16 workshops in the partner countries were addressed to the different categories involved and how many were organised with the categories combined.



Implementation

All workshops, both online and in-person, lasted between 90 minutes and 2 hours and followed the following agenda:

- A. **Introduction the project:** Briefly introduction the project, by sharing the overall goals and the needs identified in IO1 and then by illustrating the fact that we would like to develop a web-platform able to support the implementation of proximity services at local level.
- B. **Presentation of the scenario:** The facilitator presented the scenario relevant for the target group and then started the brainstorming by asking participants to think how should the web-platform support the fulfilment of the illustrated intention.
- C. **Active Ideation:** All participants encouraged to brainstorm relevant design ideas, questions, or comments as per the categories.
- D. **Discussion and debrief:** Following ideation, the facilitator leads a discussion to review the ideas the group came up with.
- E. **Showing the mock up:** The facilitator then explained to participants that the partnership has developed an initial proposal of a platform and showed the mock-up of the platform
- F. **Collect feedbacks:** the facilitator encouraged discussion to get feedbacks from participants in relation to the mock-up.
- G. **Closing:** The facilitator debriefed the group around the next steps, i.e., that all inputs received will be elaborated and will serve to develop the web-platform in a way which is as much as possible respondent to the needs and suggestions they highlighted.

Results

Many comments and suggestions on platform development were collected during the various workshops, which are summarised below:

- Ensure the clarity of the service offered by the organisations during the registration and application phase

- support the creation of virtual groups outside the platform through recommendations for end-users to promote a conscious and safe use and management of groups on Facebook or WhatsApp
- Collect the services on the platform in an alphabetical list
- Include among the services the delivery of products or services at home
- Add 3 initial questions to help the user filter what they are looking for
- Allow users to filter their search
- Allow the platform to be used in different languages (through the use of tools such as Babel)
- Use different colours to highlight and identify the type of service, event or initiative
- Divide the calendar into weeks or bi-weekly, as monthly may be too dense
- Use Bootstramp to simplify the development of informative web pages and to ensure respect of accessibility criteria for people with disabilities
- Use big fonts and give the possibility to enlarge fonts
- Include in the platform all the cultural activities, free time activities and other programmes that are carried out in the territory
- Use accesible language, avoiding formal terminology
- Use videos or pictures as tutorials to help users in the use of the platform

As far the topics that would be interesting to cover in the resources/blog, participants considered useful to include:

- For older people:
 - o A list of older persons' rights
 - o Carpooling - would help with the socialisation and transport issue
 - o Dissemination of support networks - platform serves as a facilitator
 - o Hints and tips section, how to combat social isolation
 - o Solidarity line for psychological assistance
 - o Legal, functional and health information in concise format
 - o Health information (e.g., awareness actions on falls, accompanied by a video on how to act)
 - o Games and activities for people to do (like card games or soup letters)
 - o Financial aid that they could access
 - o Book reviews
- For caregivers and general public:
 - o Provide basic notions of how to care for the older people, but also refer them to other institutions and specialised services
 - o Meeting the needs of the older people, things they like to do
 - o Social services; volunteering; where you can help
 - o Timebank management - matching volunteers and older people needs (of those who seek it)
 - o Awareness of active ageing (focus on prevention)
- For organisations:
 - o Resource centre for institutions, knowledge sharing, training suggestions, etc.

4. Conclusions

The co-production sessions organized in each country were an important opportunity to collect opinions and suggestions in order to make the Next Door Platform as much as possible relevant for the target groups and responsive to their needs.

While maybe it won't be possible to incorporate all requests, because of limitations related to scope, budget and technical constraints, the partnership will discuss internally and with the ICT developers to take these proposals as much as possible into consideration.

Annex 1 – France

Workshop with elderly and professionals.

In France, have been organized two workshops in two of Afeji establishments.

The first one was held on the 17th of December in a services residency in Bachant which is a home for seniors that provides all sorts of service that does not involve medical care, it gathered 13 seniors and 3 professionals.

The second workshop took place on 18th of January in an autonomy residency (similar establishment for seniors with more autonomy) in Bois Grenier. 7 residents and 4 professionals participated.

The workshops did not separate the professionals from elderly people because both establishments had limited availability and insisted on this organization.

In both establishments, the rundown was the same. We started by presenting the Next Door project. Then we took time to discuss the use of technology in general with the resident to introduce the goal of the workshop.

We then proceeded to the presentation of the scenario and had a first ideation time.

For sanitary reasons, we did not use post-it nor asked the participants to come write themselves on the board, we wrote the ideas directly on the board as the discussion went on.

The scenario we created is about Gisèle, 81 years old, living in a house in the town of Rousies.

Gisèle has been a widow for 2 years now and lives alone in her house. She has a daughter who lives 1 hour away. A nurse comes by in the morning to give her pillbox and to give her the care she needs. A caregiver comes once a week to accompany her on her shopping trip.

Gisele has been lonely since the loss of her husband and has no friends to visit her regularly. Gisele enjoys watching TV but would like to share more social time with people who live near her. She has difficulty walking for long periods of time so she can only go to the pharmacy which is very close, the other shops being a little too far away.

How could a digital tool be beneficial to her?

The following input came out of the exchange:

- The platform should include a listing of all services available for seniors in the area, to facilitate the research
- The seniors mentioned they would like to see proposals from neighbors to spend time together to go for a walk, play some cards, offer a class about something they are good at etc... They explained that it would be nice to be a place to get in touch with others, to learn new things and maybe create friendship.
- However, there were also some reservations on how to protect seniors in the use of such options.
- They would like to see offers to go grocery shopping with volunteer neighbors.
- Professionals said the platform could be a good tool to invite “outside” people into establishments for seniors, to break the barrier.

- Then we introduced the mock up to the participants and the feedback was the following:

Accessibility:

- What is the name of the platform? “Next Door” might not be explicit enough regarding the goal of the digital tool.
- Participants (both seniors and professionals) agreed they are more likely to use a website than an application. Seniors because the website does not require a download and professionals because they mostly work on computers.
- Accessibility should be considered with big fonts and not too many options on each click to not overwhelm seniors.
- The registration for professionals should be available next to the MAP but not right at the when they arrive on the platform. This way they’ll understand more easily why the information is asked.

Content:

- Seniors said they would like to have information about all the help (Financial, at home services etc) available in the area. They said it could be interesting to have a listing of all the at home services structures on the map.
- On the resources, they were wondering if it could be used to share some book reviews with the possibility to see ratings from others.
- On the resources, seniors said they would like to see some sort of training / tutorial to go on social media
- On the resources for seniors, all participants insisted that it should be available in a format that is easily printable.
- They also said they would like to see the different local grocery stores offering deliveries, as well as local farmers.

Getting to know your neighbours:

- Professionals and seniors had some reservations about the use of Facebook groups. A lot of seniors are still struggling with the use of technology in general and social media is not something a lot of them use on a daily basis.
- The platform should come with a tutorial or a dedicated training on how to use it easily.

Annex 2 - Italy

Workshop with older persons

In the Italian context, the co-production session with older persons was held online on 18th October 2021 and lasted about 90 minutes with the participation of 8 seniors aged 67 to 75 years.

After a short introduction of the project and its aims, as well as a presentation of the objectives of the meeting, an active ideation session took place. Starting from the stimulus to the participants through the use of a scenario talking about an elderly woman living in a neighbourhood with few services and needing to do her shopping, the participants were asked how a digital platform could help her in what she needed. The participants provided the suggestions summarised below:

- offer services that promote the elderly person's autonomy and going out, if they are in a position to go out. In this way, it will be possible to avoid that the elderly person is passive in receiving services and that he/she is encouraged to go out and have contacts with the outside world;
- allow the user to identify a person who makes him/her feel comfortable and is available to accompany the elderly person to the places where he/she needs to go;
- networking the different realities of the area, both support services and volunteers and people, including older people who may wish to devote their time to others.

Once closed this active ideation session, thanks to the Mock-up of the digital tool, participants were shown the idea that the Next Door partnership intends to develop and asked for their opinions, which we collect below in three main categories:

Contents:

- Older participants suggested ensuring that there is a clear presentation of who is providing the services to them. In this regard, it was discussed that it would be useful to require organisations to have a two-level registration. The first one to be submitted to the platform administrator through a detailed curriculum regarding the organisation's profiling and the services offered with their respective modalities (e.g., the service charter in Italy), the second one addressed to users which is more synthetic but exhaustive and contains references for further investigation;
- Participants agreed that the section "Get to know your neighbours" might be unused because Facebook groups are often very dispersed, covering large areas and including content that an older person might not always find useful or interesting. They therefore recommend paying attention to the objectives of the individual groups and including a short description of them;
- Add shops and delivery of groceries to the services on offer;
- Explication of which initiatives offer physical services (e.g., accompanying, shopping delivery) and which ones offer online services (e.g., paying a bill, booking a visit).

Technical aspects:

- To have an initial list showing all types of services offered and available in the area, so that it is possible to have an overview of what is provided and what can be useful to the elderly person;

- Add the possibility to filter immediately what is useful to the user so that it is not confusing to see all the initiatives offered;
- Pay attention to the catchment area and the size of the territory, which must be carefully assessed by administrators;
- Map:
 - o Use different colours for each service/pin so that it is easier to identify what is needed on the map;
 - o Pay attention to the map graphics, which can be difficult to understand and navigate (i.e., do not overfill, favour the size of icons);
 - o Adding three-dimensional and identifying components to the map (e.g., recognisable buildings that help orientation).
- Calendar:
 - o Use different colours to highlight and identify the type of event or initiative;
 - o Allow an overview of monthly events;
 - o Divide the calendar into weeks or bi-weekly, as monthly may be too dense.

Facilitation of access and use:

- Offer the possibility to receive telephone assistance to learn how to use the platform;
- Promote intergenerational digitisation by inviting younger people to teach older people how to use the platform.

Workshop with professionals

In the Italian context, the co-production session with professionals was held online on 28th October 2021 and lasted about 90 minutes with the participation of 3 representatives from the community social services of Carpi (2 persons) and Novi (1 person) and 1 representative of an NGO, for a total of 4 participants.

After a short introduction of the project and its aims, as well as a presentation of the objectives of the meeting, an active ideation session took place. In this case, the proposed scenario was integrated with an experience currently ongoing in the area with frail older persons. We therefore referred to an older person with limited autonomy looking for some help at home and socialization opportunities. The participants provided the suggestions summarised below:

Contents:

- In relation to the dimension / scope of the proximity area, it is suggested to allow two options: what I can find close to me (within “x kms” / for example 15 min. on foot max) and what can be delivered to me (and this would refer to a bigger area).
- Similarly, for the calendar of events it is suggested to allow to filter between events close to me and events in a larger area
- It is recommended that the form to offer services includes a consent to data treatment and dissemination according to the GDPR
- It is suggested to create a section to match needs of users with availabilities of neighbours to respond to such needs (for example: I need help with shopping / I am available to support with shopping). Of course, there is a need to balance this with protection of potentially vulnerable users.

Technical aspects:

- For the user it should be possible to establish the scope of the area he/she wants to explore.

Facilitation of access and use:

- Option to see all services available in the area of interest and then being able to choose. This is because it is useful to start from the perspective “what can I find close to me?”
- It is important to carefully select essential information (not to overload users with too many data).

Workshop with ICT developer and ICT designer

In the Italian context, the co-production session with ICT developer and ICT designer was held online on 29th October 2021 and lasted about 60 minutes with the participation of 1 ICT developer and 1 ICT designer.

After a short introduction of the project and its aims, as well as a presentation of the objectives of the meeting, we presented the mock up and asked for feedbacks based on the specific skills of the two experts. The participants provided the suggestions summarised below:

Contents:

- Events might also be included in the Map – it should be possible if they have a specific location

Technical aspects:

- To ensure inter-operability with other system it would be important to make sure that the list of services included in the map can be exported in CSV or other standard format – this would allow to use the same information in other existing platforms
- Maybe it could be included a function that locates the device and automatically shows to the older person services closer to his/her current position
- Including the Google Map option that allows to see different level, including satellite view / street view

Facilitation of access and use:

- It is recommended to use a standard interface like BOOTSTRAP <https://getbootstrap.com/> that also ensure respect of accessibility criteria for people with disabilities
- It is suggested that services / events can be seen in the map but also as a list and that the list could also be printed if necessary
- Filters are useful but might make the use for complicated: it is recommended to use a limited number of filters
- Big fonts / possibility to enlarge fonts

Annex 3 - Portugal

Workshop with professionals

In the Portuguese context, for the professionals' contributions have been organized a co-production workshop divided in 2 sessions online of 2 hours each one the 9th of November. Each workshop was facilitated by 2 staff members from Aproximar and involved NGO representatives, social workers and psychologists and community workers. On the specific, for the first session have been involved 3 Community Workers in a Social Center and 1 Psychologist in APACID, while for the second session have been involved 3 Psychologists, 1 Project manager and 1 Social worker.

The workshop guidelines were followed, we started by presenting the organization and the project as well as the main goals of the workshop.

Based on 1 one-page-profile selected from those created during IO1, an interactive discussion emerged, providing useful information about general features and aspects that need to be considered.

During the workshop, facilitators noticed some common ideas to what partners have already thought of regarding the platform development. Challenges were identified and suggestions were provided by participants.

Relevant results

Design ideas

- It must be simple.
- It is pertinent that the platform is adapted to be used on mobile phones and tablets (few use computers).
- Clear language and short texts.
- Accompany information with images and videos to be more explicit.
- Visual adaptation - large letters, familiar pictures.

Content ideas

Information for older people

- Rights that senior citizens have.
- Carpooling - would help with the socialisation and transport issue.
- Dissemination of support networks - platform serves as a facilitator.
- Sharing experiences through the platform can be an asset.
- Sharing information about problems, signs, symptoms and talking about how they overcame them. This helps those who are going through similar situations (creates awareness and diminishes the feeling of being the only one with that problem).
- Solidarity line for psychological assistance
- Meeting the needs of the older people, things they like to do.
- Legal, functional and health information in concise format.
- Health information - E.g., Awareness actions on falls, accompanied by a video on how to act.

Information for caregivers

- Provide basic notions of how to care for the older people, but also refer them to other institutions and specialised services.
- Information for the ordinary citizen
- Social services: volunteering, where you can help.
- Timebank management - matching volunteers and older people needs (of those who seek it).
- Awareness of active ageing (focus on prevention).

Information for organizations

- Resource centre for institutions, knowledge sharing, training suggestions, etc.
- Subsidies and who can access them.
- It could be a communication channel.

Other ideas

- Having reliable information.
- Provide voice commands instead of typing.
- Separate resources for carers from resources for the older people - especially those showing situations of greater dependency.
- It is important that the benefit of the platform is demonstrated so that there is motivation to use it.
- Explanatory video or short course that teaches how to use the platform.
- The platform should have examples from the type of support people can have access

Challenges

- The most fundamental issue is internet access and knowing how to work with a computer.
- Internet connection (in some places it does not exist).
- Digital literacy. People can have the material conditions but sometimes don't know how to use it. It is important to teach them.

Mock-up feedback

- The way the website is designed seems simple and accessible. If it becomes more complex users may not have the patience to use it.
- The map of the organisations in the locality facilitates the services access.
- The "google maps" function is very useful, and the fact that it is limited to one location helps.
- Seems intuitive.
- It must be in the mother tongue (Portuguese), and it must be clear and simple.
- Letters should be large.
- The information should be associated with an image.
- Be aware of the icons used.
- The dissemination of the platform should be done by credible entities, creating a relationship of security because it's provided by someone they know and trust.
- The platform must be something that generates identification.
- On the platform, there must be eye-catchers to capture and maintain the interest of users.



workshop with older persons

For the co-production workshop with elderly have been organised in Aveiro City (Parque de Merendas de Nariz; Centro Social de Requeixo) on 23rd November 2 sessions, the first with 2 hour and the second with 1h30 hours. Each workshop was facilitated by 2 staff members from Aproximar. At the first session participated 11 persons and at the second one participated 7 persons. All participants are residents from Aveiro City, more specifically from Requeixo, Nariz and Fátima, with more than 65 years old. Among the 18 participants involved 16 were women and only 2 were men. All of them could read but most of them don't use ICT.

The workshops took place in person, facilitated by two professionals from Aproximar, in two sessions 9:30am-11:30am and 2pm-3:30pm. We started by briefly presenting the organization and the project as well as the main goals of the workshop. Then, each participant was asked to introduce himself by stating his name and age. Then, a discussion was held about the potential of the platform and how it could be better suited for the users. A printed Jamboard with post-it were used for the facilitators to take notes of the contributions made by the participants. The feedback on the mock-up of the platform was also collected.

Relevant results

Design ideas

- The platform should have large characters
- Could have games and activities for people to do (like card games or soup letters)
- It should be simple

Content ideas

- Information for older people
- The platform should include delivery services from Pharmacy and Medical Center.
- The platform should include information from credible people that provide support
- Must contain transport information
- It should have policy information- security.
- Must have the cultural events and activities
- The platform should show programs for visiting older people who live in isolation
- The doctor's prescriptions could be sent by email. It would be much more practical
- Services do not answer the phone. Therefore, only information about the services may not be enough
- It should have handicraft groups (painting, embroidery). The parish council does this once a week

Information for caregivers

- The platform should have volunteers available to keep company with people who live more alone

Information for the ordinary citizen

- Social services: volunteering, where you can help.

Other ideas

- Neighbours, family members or volunteers can help older people who do not know how to use ICT



- Interest for the celebration of grandparents' day
- Need for ATMs

Challenges

- Some older people need to learn how to use internet and the platform
- Most of the participants don't use ICT and don't have androids or computer
- Social Centres also don't have informatic classes
- Distrust of ICT, negative associations related with the Internet
- Paid services are less adhered to by older people
- People in need of socialization

Mock-up feedback

- Can be very useful for people who don't have any support
- They could have topics of the kind of support people usually need such as: 1. person doesn't feel well 2. needs transportation/Carpooling
- Must include a doctor at home or transportation to take people to the doctor

Annex 4 – United Kingdom

Workshop with professionals

In the United Kingdom for the professionals' contributions have been organized a co-production workshop divided in 2 sessions online of 2.5 hours per session on the 4th of November. Each workshop was facilitated by 2 staff members of MEH staff and involved NGO representatives, social workers and psychologists, community workers and Project Managers of community initiatives. On the specific, for the first session 8 Community Link workers have been involved, while for the second session have been involved 6 Project Managers, 1 psychologist and 1 social worker.

The workshop guidelines were followed, MEH introduced the project and aims and objectives of the workshop. We shared the agenda with participants in relation to content and timing, the agenda was accepted by all attendees.

We introduced the concept behind one-page profiles and how they had been used within the project stimulating discussions among professionals within the contexts of their work and how they are being used. It was suggested that this concept would be beneficial within the platform itself and a useful source of communication.

When gaining input from the participants in relation to the platform, there was a wealth of feedback including recommendations and considerations, challenges and a solution focused approach to overcoming potential barriers within the platform.

Relevant results

Design ideas

- Clear and understandable language, more visual than written text
- Accessibility, it should be able to be accessed using various devices such as mobile phones and tablets
- Very basic and not complicated to navigate
- Audio to accompany written words to ensure understanding
- Large text and attractive to look at

Content ideas for older people

- Welfare Rights information, financial information and legislation relating to older people
- Goings on in the local community
- Volunteering Opportunities
- Updated travel information including bus routes and train links
- Befriending service
- Sharing local history knowledge
- Health Promotion Material

Information for caregivers

- Information about the key components of good care
- Welfare Rights such as financial support for caregivers
- A network/peer support for other care givers

INFORMATION FOR CITIZENS

- What's going on in the local area such as community events
- Healthy Active Aging Promotion
- Volunteering Opportunities
- Mapping of Services in community

Information for organizations

- A community needs map, what do the community especially older people want from organisations?
- A means to communicate
- A resource bank

Other ideas

- Information is relevant, current and up to date
- Accommodate multiple learning styles such as audio and visual
- Have sections of the platform dedicated to the desired audience
- Tutorials to demonstrate how to use the platform

Challenges

- How to access or even use the platform
- Internet connection- It is temperamental much of the time
- If people will actually use it

Mock-up feedback

- There is a risk of focussing upon the aesthetic rather than functionality and accessibility
- The font should be large so that it is clear and readable
- The use of questions is helpful to direct where to go on the platforms
- Good use of headings
- Can be off putting to have to register and sign up
- The map of services is useful providing it is up to date and the correct information
- The events calendar is useful and a good visual

Workshop with older persons

For the co-production workshop with elderly have been organised on 8th November in The BIG Onion, Bootle New Strand 2 sessions and the duration was 2 hours per session. Each workshop was facilitated by 2 members of staff from MEH. At the first session participated 10 persons and at the second one participated 12 persons. All participants are local community members, 6 males 16 females, and all were aged 65 +. The workshops took place over one day at our community venue, the BIG Onion in Bottle New Strand. We invited local older community members to join us in a workshop we provided coffee, tea and biscuits and some light refreshments. We introduced the project and the aim and objectives of the workshop and began the session with informal introductions and getting to know each other. We opened the discussion about the platform proposal and showcased the mock up to gain feedback.

Relevant results

Design ideas

- Not too busy, it will be distracting, simple and clear is best
- Interactive activities as well as information given
- Neutral colours, not too bold or bright

Content ideas

Information for older people

- What's happening, coming up, local events
- Be friending, meeting up services
- Information about support services available
- Local transport updates
- News of interest for the local community
- Useful hints and tips how to combat social isolation
- Social Media Tutorials
- Volunteering Opportunities

Information for caregivers

- Where to access support for mental health, it can be really difficult to be a carer and having an outlet is important

Information for citizens

- How to be an active member of the community
- What is happening in the local community

Other ideas

- More support to understand ICT and how to use such platforms

Challenges

- Lack of skills to use the internet or navigate apps
- Having to rely on family members to show how to use things, it would be better to have better teaching

Mock-up feedback

- The idea is brilliant, lots of people are isolated and need support
- Mapping is really good and the visual of a map
- It is well organised and sectioned
- It is like the platform is talking, asking what we want to know

Annex 5 – Romania

Workshop with professionals and neighbours

In Romania the 29th of October has been organized a co-production workshop online involving organisations and neighbours (9 total) and lasting 2 hours. On the specific, NGO representatives, social workers, community workers and social services representatives took part in the event. The workshop guidelines were followed, having an interactive discussion with participants, based on the provided scenarios. During the workshop, facilitators noticed some common ideas to what partners have already thought of regarding the platform development. Challenges were identified and suggestions were provided by participants. The workshop was recorded with participants' consent.

Relevant results

Design ideas

- Interactive, modern platform, like a virtual journey of the regions on the map.
- The listed services should be divided into counties (in Romania), then cities/towns/rural areas.
- Organisations should register by filling in a questionnaire where they tick the sections appropriate for their provided services.
- It should be easy to use and navigate.
- An example of a similar platform to our idea was provided: <https://www.parisencompagnie.org/> (Paris)
- There should be a services map – for each type of service there should be a different colour (visual identity) and the pin on the map should be the logo of the organisation. Each logo should be coloured according to the provided service.
- A forum was suggested – where older people could write and ask for help.
- Include a filter option by types of services (homecare, seniors' clubs, etc.) or by county/city.
- Separate section for events – notifications for new events should be sent to organisations. In this way, they could invite older persons to participate.
- Visual identity: larger text size, light colours
- Images and/or videos can be used for promotion of services

Content ideas

- There should be 2 user categories: organisations and beneficiaries
- Short text – the pages should be light, easy to read
- Organisations should provide the following: name, contact details, website, programme, target group of their services
- It could include a good practice example or a testimonial of how an older person/neighbour received help via Next Door platform
- The platform would act as a catalyst of organisations with similar services and would facilitate their connection
- Events section: location (and directions to get there), duration, contact details of the organiser, criteria for participation (e.g., age), if there are any prizes or rewards offered
- An accessible language should be used, avoid formal language. Moreover, even synonyms could be used (words that are more familiar for the older persons, for example, “housekeeping, meal preparation, laundry, grocery shopping” instead of “homecare services”)

- Besides social services, the platform could include offers/ announcements from travel agencies

Other ideas

- Integrate a dimension for the business environment – if a company finds out about someone they can help, they could access the platform and get in contact with organisations which provide social services. The platform would encourage networking and collaboration between sectors.
- Involve other stakeholders, such as owners’ associations (from various buildings) as they could easily reach older persons; also, older persons may trust them more than someone they do not know - social work public bodies, local initiative groups, county agencies for payments and social inspection, churches.
- Include a feature where older people could fill-in a request “If you have a request, please fill in here” where they provide their name, phone number, need, location. The platform would collect all of them (for each country) and further send them to suitable organisations.

Challenges

- Website maintenance
- Sustainability
- Persuading organisations to register on the Next Door platform – what would be their benefits if they would do so?
- Issues with the Facebook group moderator – How could we ensure constant community management?
- The moderator should receive some training regarding their responsibilities and how to keep the groups active.

Mock-up feedback

- The resources section for community members should be revised in terms of information/articles.
- The feedback form should ask about whether the older person, for example, received help or not after using the platform.
- The platform should be optimised for mobile and tablet

Using the platform as a neighbour

- Information for neighbours should be simple - some informative materials to read – for example, on how to report abuse of an older adult? How to recognize the signs of abuse in an older person?
- Neighbours would need to know about what the older persons’ rights are (list of rights).
- Include a list of the institutions in proximity that could help me (a neighbour) help an older person? (e.g., police, dispensary, social assistance, firefighters, vaccination centres)
- Similar platform with services:
- <https://serviciisociale.ro/> (Romania)
- Information on the importance of socialisation for the older persons, communication and understanding of their needs
- In what activities could the older people get involved in? For example, if they were a teacher, after retirement, they could tutor children – on the Facebook groups/forum, the older people could make announcements of “services” they could provide as well for the community.
- Include a motto on the platform, something motivational for the community, for example: “An older person is not a burden, but a resource.”

Workshop with older persons

For the co-production workshop with elderly has been organised on 1st November an online workshop lasting 2 hours. To the event participated 9 older persons from different districts in Bucharest, aged between 60 and 70 years old. The workshop guidelines were followed, however, with some adaptations to the participants' characteristics. Given that the event was held on Zoom with older persons, facilitators considered it more efficient to ask some guiding questions based on the scenario and to encourage an open discussion in the plenary, instead of brainstorming based on the scenario breakout. The Jamboard was used to prompt the scenario and one facilitator took notes with participants' ideas. Feedback on the mock-up and other suggestions for the development of the platform were also collected. The workshop was recorded with participants' consent.

Relevant results

Design ideas

- The platform should be mobile optimised.
- Colours should be bright and attention captivating.
- Participants suggested the platform should have more images and videos, and less text content.
- The text size should be larger than the one in the mock-up.
- Content ideas
- List of existing services (social, medical, homecare, etc.) and contacts of professionals from those providers
- Examples of other services to be included on the platform: hospitals, clinics, pharmacies, nearby churches
- Participants insisted on creating a user guide for the platform to be shared with the older persons.
- Regarding the community groups, some participants suggested to use WhatsApp instead of Facebook, as not all older persons have a Facebook account. However, the issue with WhatsApp is that a lot of shared content can load the mobile's storage.
- Information about how to help an older person/neighbour without being intrusive would be of help for participants (from a neighbour perspective)

Other ideas

- Other activities to be included: painting courses, face-to-face socialisation activities in their proximity, theatre clubs for seniors, psychological counselling (by telephone, for example), volunteering opportunities.
- Insert a section where older people could offer their own services. For example, a participant who was an economist said she could offer financial consultancy to other neighbours, if they need it.
- During the discussion, participants have indirectly highlighted the importance of community and social capital. They mentioned that newly retirees could help older seniors in using the platform. Newly retirees could gather information about the platform and then present it to other seniors.

Challenges

- Participants raised the issues of how less digitalised older persons would access the platform and how they can be reached.
- Suggestion in reaching older people: integrate a person of contact (by telephone) who can present the services on the platform to the older people.



- Another raised issue was that not all older persons have a smartphone or a computer from which they can access such a platform.

Mock-up feedback

- Pro: Not having to create an account as an older person.
- Con: Participants believe the platform can be a bit difficult to navigate by an older person (who might not be very digitalised).
- Participants would keep all features from the mock-up.
- The mock-up was evaluated as very well structured, accessible, providing relevant information, comprehensive.

Annex 6 – Germany

Workshop with older persons

In Germany the 27th of October has been organized a co-production workshop online involving senior citizens (6 total) and lasting 1h 30 min. On the specific, senior retired citizens from small and big cities throughout Germany aged from 55 to 70 took part in the event. The workshop guidelines were followed, having an interactive discussion with participants, based on the provided scenario. During the workshop, the facilitator noticed some common ideas to what partners have already thought of regarding the platform development. Pain points were identified and suggestions were provided by participants. The workshop was not recorded but notes have been taken.

Relevant results

Design ideas

- Filter location (e.g., by km from where the elderly person lives, location, same day delivery, etc.)
- Allow account sharing (e.g., family and carers should also be allowed to have access to the account)
- Design for accessibility for those people who may not be so fit at using the internet
- Keep everything in the platform rather than linking the other websites
- Design along the motivation (e.g., being alone, mobility, etc.)
- Keep in mind the font size and colours (bright colours needed)
- The shops/pharmacies must be checked and vetted to make sure there is no room for scamming

Pain points

- Could get very complex if there are many pages. Keep it short
- The pages should be easy to digest
- Could the user pay using the Next Door app?
- The app should also include medical services (e.g., to have your prescription delivered to you)
- Can you shop through the platform or will there be just a set of links to other shops?
- Can prices be compared?

Mock-up feedback

- The website looks simple and easy to understand
- For IT security reasons, users should register an account. It will also help with building trust
- There should be more languages available
- We need a home button
- Try to keep everything in the platform

Workshop with professionals

On 29th October has been organised an online workshop lasting 1 hours 15 minutes involving 3 community workers from different institutions working with elderly people. Their age ranged from 33 to 56. The workshop guidelines were followed, having an interactive discussion with participants, based on the provided scenario. During the workshop, the facilitator noticed some interesting ideas regarding to the website's features. Furthermore, pain points were identified

and suggestions were provided by participants. The workshop was not recorded but notes have been taken.

Relevant results

Design ideas

- Font size is very important
- User ergonomic questions
- Dark background is important for accessibility. A connection that would make it easy to switch between light and dark backgrounds would be useful
- Filter system on the basis of the postal code

Pain points

- Data privacy: No indication of address, E-mail or phone number on the actual website only link where providers can drop a message without seeing any contact details or only the elderly people being able to drop messages to the providers

Mock up feedback

- Really comprehensive and pleasingly looking
- A lot of valuable features
- Possibility to change between dark and light background should be included to increase accessibility
- Not everything can be operated via the platform as several institutions have their own booking system for event which are easier for them to operate --> in this case the tool can be a marketing tool with a link to the institution's website.

Workshop with neighbours

The 3rd of November has been organized a co-production workshop online involving neighbours (6 total) and lasting 1h 40 min. On the specific, the participants were from small and big cities throughout Germany and were aged from 28 to 40. The workshop guidelines were followed, having an interactive discussion with participants, based on the provided scenario. During the workshop, the facilitator noticed some interesting ideas regarding to the website's features. Being the last focus groups, some of the ideas proposed have been similar to those proposed by the senior citizens and neighbours. Furthermore, pain points were identified and suggestions were provided by participants. The workshop was not recorded but notes have been taken.

Relevant results

Design ideas

- The list of groups should be optimised according to the user's preference
- There should be a function to allow the user to see the activity of the participants
- Filter function is needed
- The groups should have a description and some internal rules

Pain points

- There should be an admin and moderator for each group
- How do we keep scammers away?
- Will the groups be private or public?
- Is there a vetting procedure for whoever wants to join a group?

Mock-up feedback

- It would be nice to have some pictures accompanying the events calendar
- The resources should be kept as they are. More categories make things clear for the users



- I am not sure how helpful the feedback form would be
- There should be a similar register step for neighbours as it is for organisations (e.g. what kind of help I am willing to offer, etc.)

Annex 7 – Spain

Workshop with older persons and neighbours

In La Ribera (Spain), the co-production session with older persons and neighbours was held face to face in Algemesí the 14th of October 2021 and lasted around 90 minutes with the participation of 4 seniors aged 62 to 77 years old and 5 neighbours.

After a short presentation of the project and their goals, an active session took place. So, for starting the analysis of the needs for older people and neighbours that the digital could have, some questions were proposed:

- What type of digital tool do you prefer?
- What kind of services would you like that this digital tool offers?
- services offered by the institutions, associations and NGOs
- Activities to improve daily life: free time activities, cultural activities, gymnastics
- Do you think it would be helpful to have a help button?

The participants with notes of different colours were writing their comments about it and then they put them in a poster. Later each one was explaining what they had written in the notes.

This way, the participants provided the following suggestions:

- Most of them preferred the digital tool as a website platform but some of them said that it would be good to have an app because it is easier to use and everybody has a cell phone.
- They all agree that it would be very good to have all the services provided by the city councils, associations and NGOs in the digital tool, because it is difficult to go to every web page of all the institutions that offer services to old people and most of the times are not known.
- Also, they agreed that it would be very good to have all the cultural activities, free time activities and other programmes that are carried out in the region in the platform.
- They all agreed that the help button would be very useful.

After this session, the participants were shown the Mock-up of the digital tool, developed at the Next Door partnership so they could make suggestions about it. Their comments are exposed below:

- Participants commented that they do not link the classification of the different groups by age. For them it would be better to classify the information in topics, so anyone regardless of age could have the information.
- Participants agreed that the section "Get to know your neighbours" would be useless because the region is quite wide and it would be very difficult to get the information you need.
- To include a calendar with all the activities by topic.

Workshop with professionals

In La Ribera (Spain), the co-production session with professionals was held face to face in Sueca the 28th of October 2021 and lasted around 120 minutes with the participation of 9 representatives from the community social services of la Ribera Baixa region, 1 from the

following municipalities (Noya, Ribera de la Ribera, Llafranc, Fontaneres, Tàrrida, Benicull de Xúquer, Corbera) and 2 from the Ribera Baixa County Council.

After a short presentation of the project, its aims and the goals of the workshop, an active session took place. So, in this case some questions were proposed to the professionals so they could say what would be useful for the old people they are working with. The questions proposed were the same that the ones proposed in the workshop for old people and neighbours:

- What type of digital tool do you prefer?
- What kind of services would you like that this digital tool offers?
- services offered by the institutions, associations and NGOs.
- Activities to improve daily life: free time activities, cultural activities, gymnastics.
- Do you think it would be helpful to have a help button?

Later, the participants with notes of different colours wrote their comments about it and put them in a blackboard. After that each one was explaining what they had written in the notes and why.

This way, the participants provided the following suggestions:

- On the contrary to the old people and neighbours' workshop, most of the professionals said the it would be better to have the digital tool as an app because it is easier to use and everybody has a cell phone and give some training to the users. Some of them said that it would be good to have it in both ways, as a website and app.
- They all agree that it would be very good to have all the services provided by the city councils, associations and NGOs in the digital tool, because it is difficult to go to every web page of all the institutions that offer services to old people and most of the times are not known.
- Also, they agreed that it would be very good to have all the cultural activities, free time activities and other programmes that are carried out in the region in the platform and also the ones offered at regional and national level.
- They all agreed that the help button would be very useful.

After this active session, the professionals were shown the Mock-up of the digital tool, developed at the Next Door partnership so they could make suggestions about it. Their comments were the following ones:

- Professionals expressed that the classification is very difficult and old people could think that they are not part from the community. So it would be better to classify by topic or intervention area and change the language.
- Participants agreed that it is adequate the part, know your neighbour with the link to all the villages and the feedback for any suggestion.
- They asked about the maintenance of the web page and how all the information would be updated. There were several proposals to do something similar and they all failed because everybody was very busy to upload the information in the platform and there was not budget for doing it.

