

# spotlight

Donate Your Story



EUNJUN



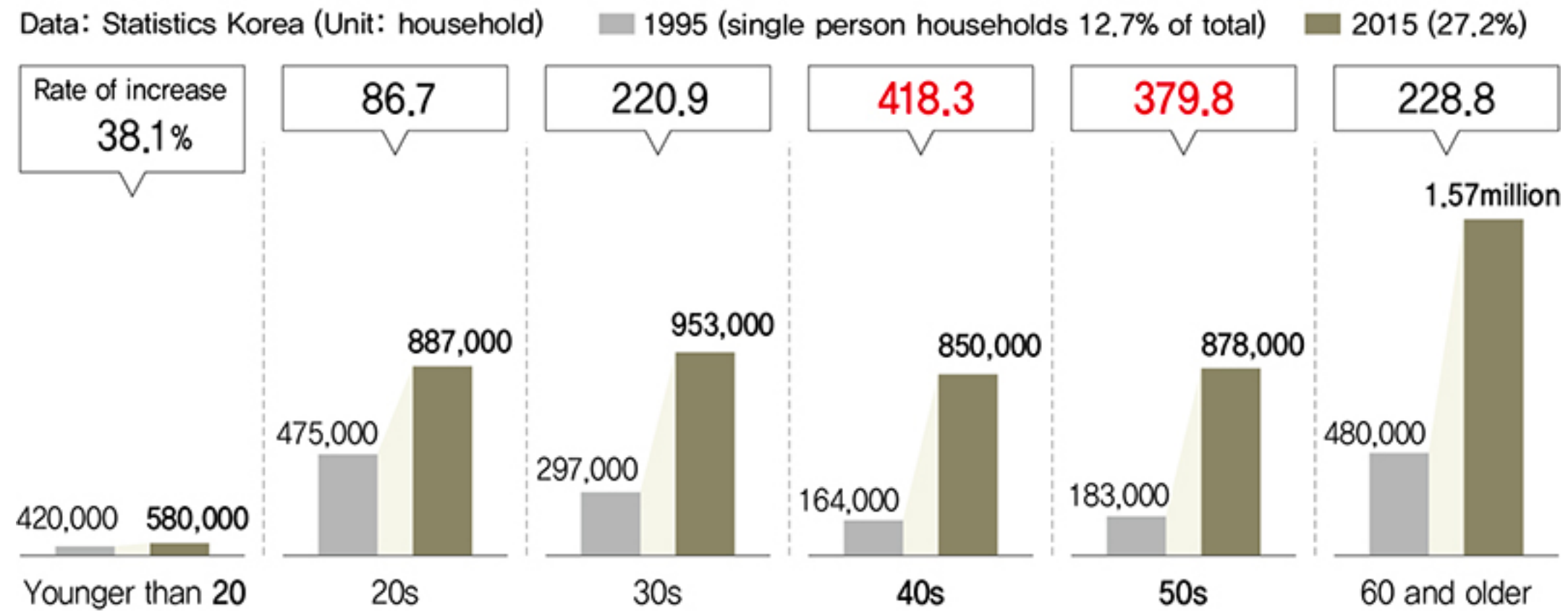
MURILO



MINTRA

# PROBLEMS

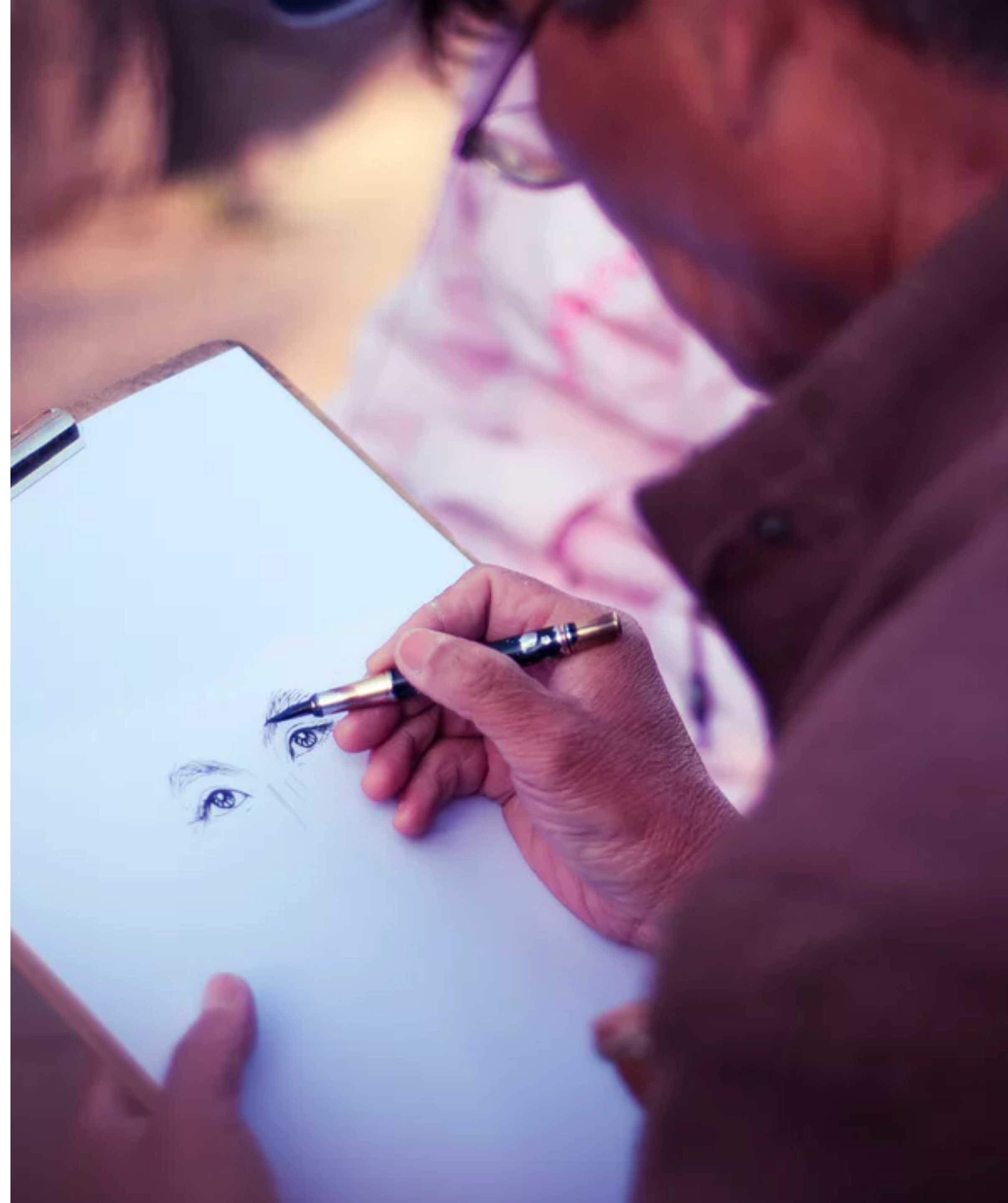
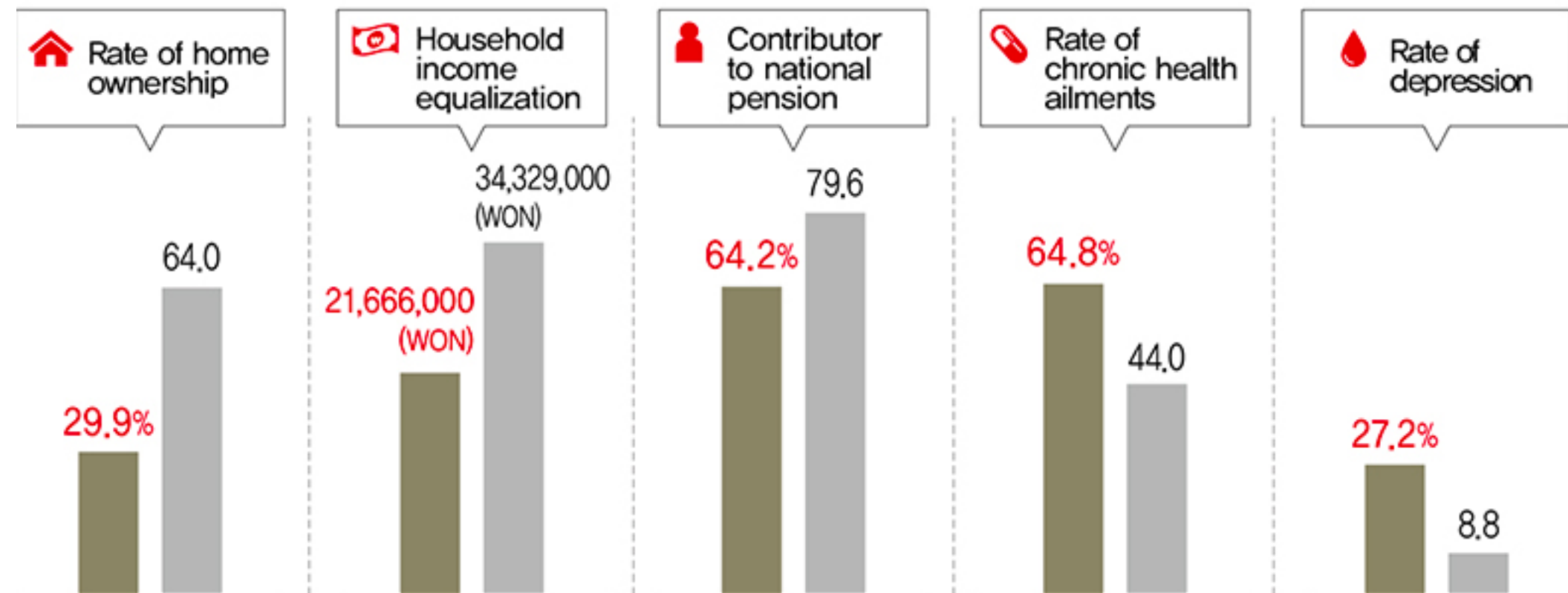
## 🏠 Increase in single person households over 20 years



## 👤 Middle-aged people in single person or multi-person households

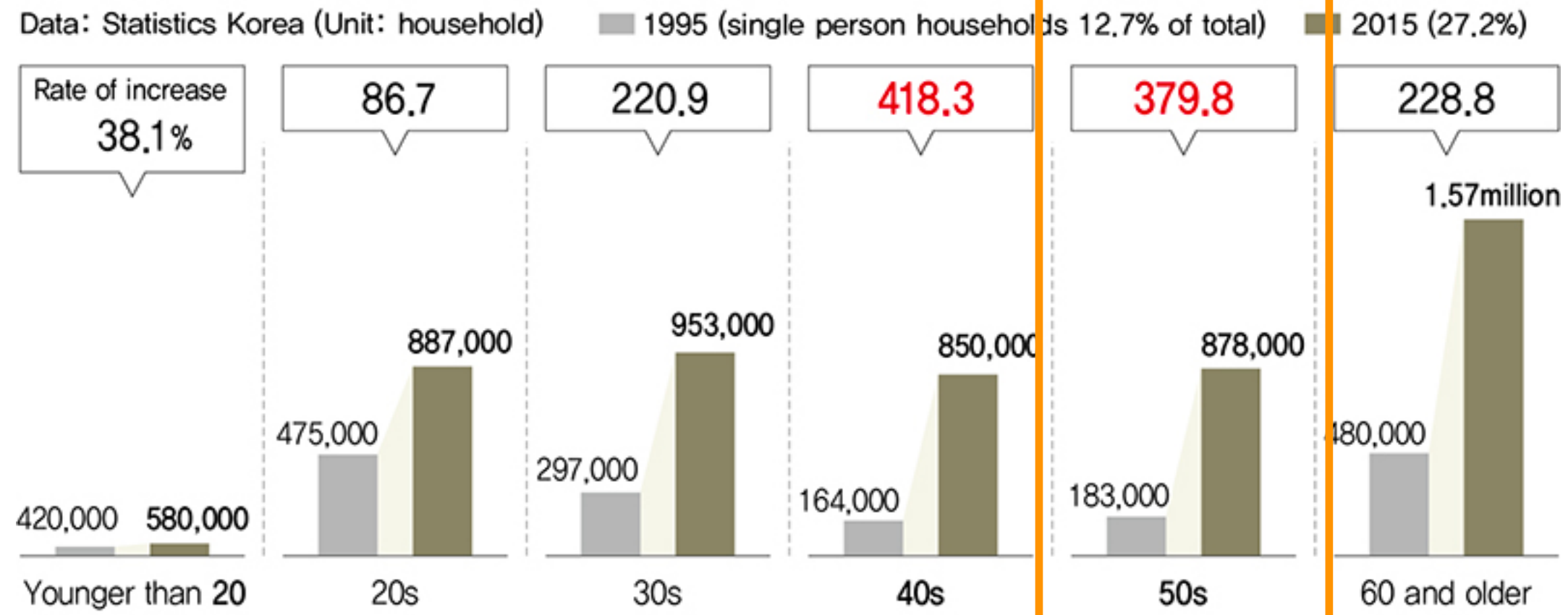
Data: Korea Institute for Health and Social Affairs (data from the ninth year (2014) of the South Korean welfare panel)

■ Single person household    ■ Multi-person household



# PROBLEMS

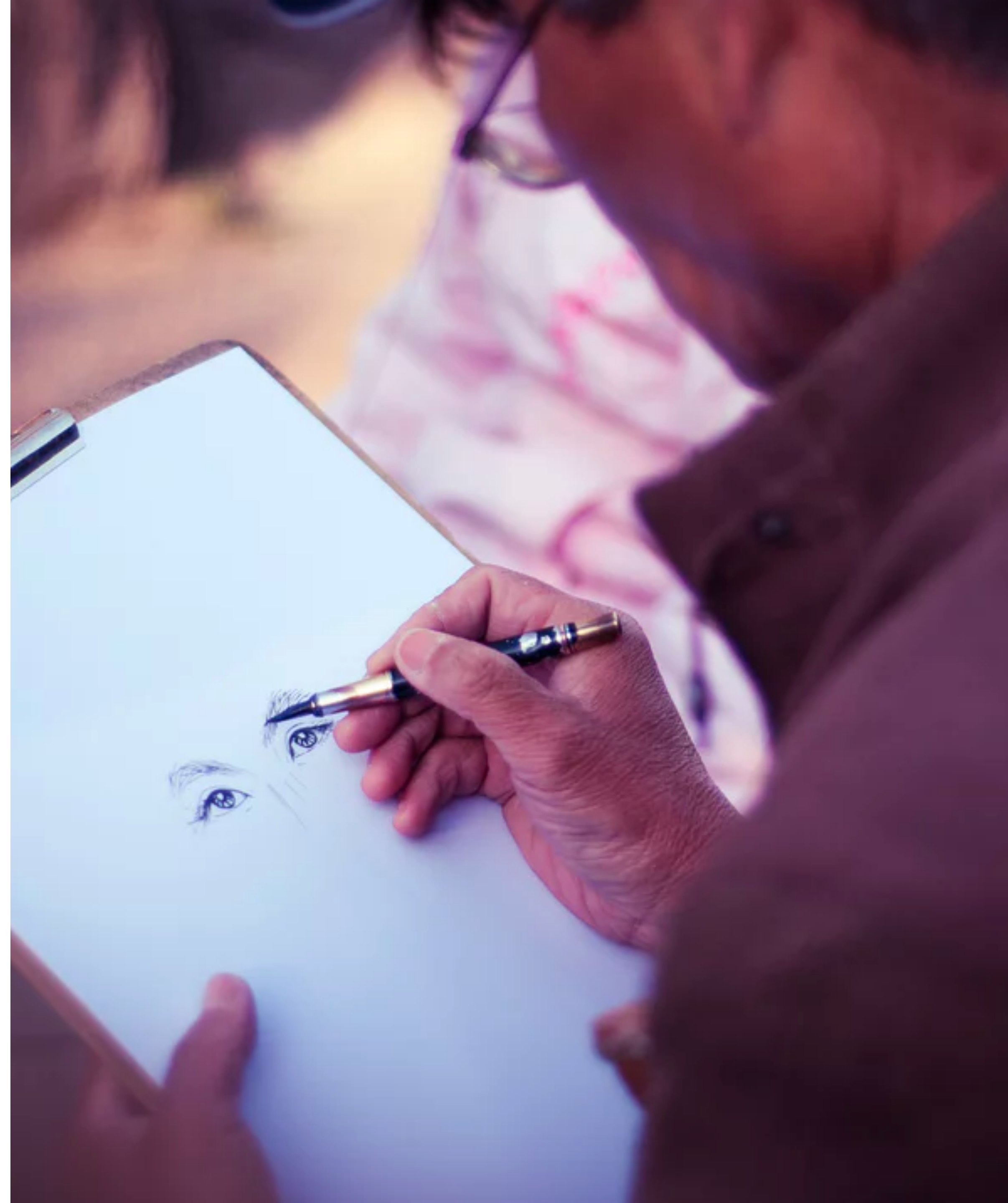
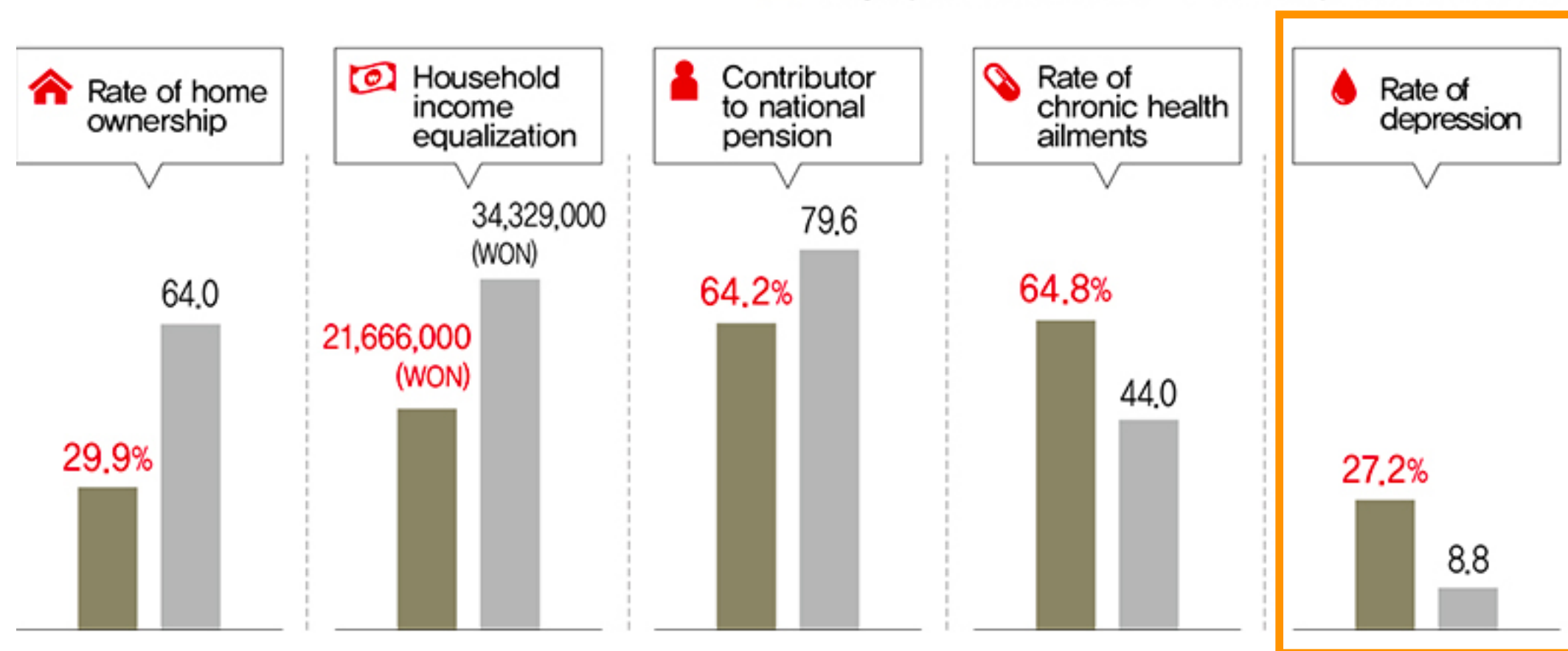
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DATA COLLECTION

# 제2회 1인가구 연속포럼 부산지역 1인가구 현황과 실태

2017. 6. 28(수) 14:00~16:00  
부산여성가족개발원 (202호)



## Single person households rise to most common form of household in South Korea

Posted on : Oct.1,2016 07:56 KST Modified on : Oct.1,2016 07:56 KST

24



An elderly man eats alone at a flophouse in Seoul's Yeongdeungpo district. (by Park Jong-shik, staff photographer)

### The relative poverty rate for people living alone is 47.6%, higher than multi-person households

Kim Gyeong-sik (49, not his real name) lives by himself in a motel in the Seongdong District of Seoul. Kim used to have a family: he was married and was raising two kids. But his transition from a four-person household to a single-person household occurred after his divorce in 2000. After losing his job, he turned to the bottle, and he began to fight with his wife more often. Eventually, they split up.

## Findings

Family relations said that it is better to reduce the burden on family members and reduce the number of disputes that could arise every day. Near neighbor, few neighbors, and friends kept quiet. (Feels like they need to not disturb others)

" The most important thing is that I have to continue working on the new job because I have to continue working on the economy. (Correlates with the data in which living alone in this age are self responsible and cant get sick or miss their job days)

he quit his job because he hurt her waist. Since then, I couldn't find a job. How will you live later in life? Can I lie down and lie down? Can I make some money? I'm worried about it. " (P.6) (Need to make money to live less stressful)

Friend's relationship has been met with friendships, but the relationship between friends has been interrupted because the situation has been met with difficulties. (Needs to not be ashamed of meeting friends)

I think it's the most important thing for me to do something because I'm still young. (needs to be active)

I mean, if I want to do something like that, and I want to do whatever I want to do, I mean, honestly, I mean, if I don't do it, I'm frustrated. (needs to be active / 2)

Because of the cost of leisure activities, I feel burdened by leisure activities, and I am not good at leisure activities (don't perceive value in self)

Wouldn't anyone who has a family or a circle of friends or acquaintances in a single household need care or something like that when they get sick? I'd like to. (Need to be cared)

A one-person household doesn't require much space. I think it would be helpful if you give me the priority of renting a rental apartment. " (needs space priority)

// Findings from stats

Most of their leisure activity is passive (needs to be active)

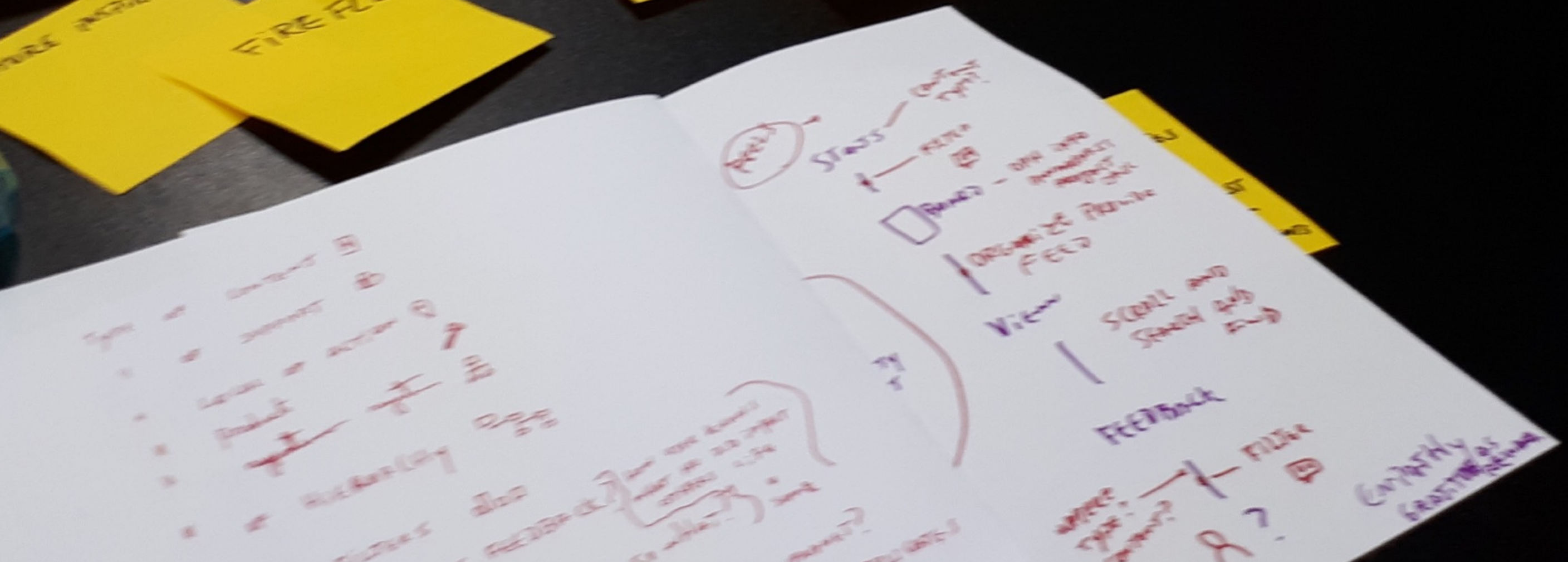
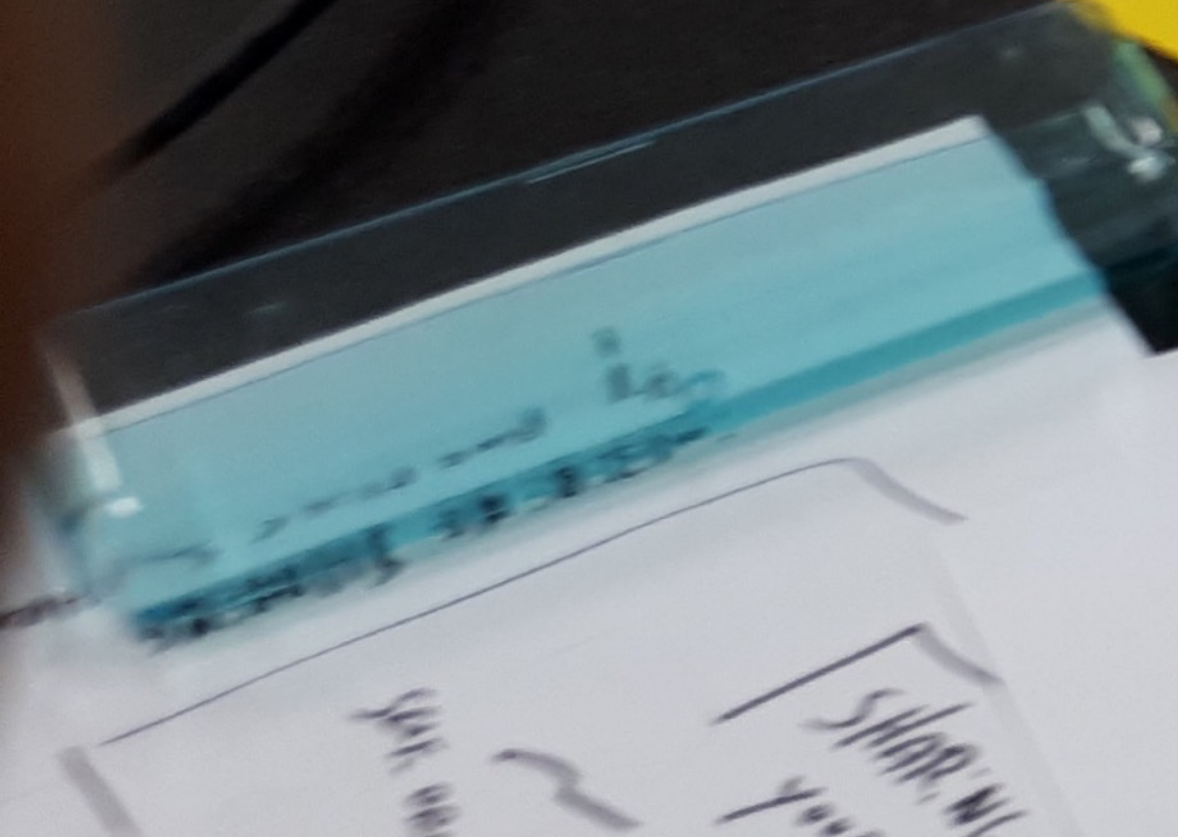
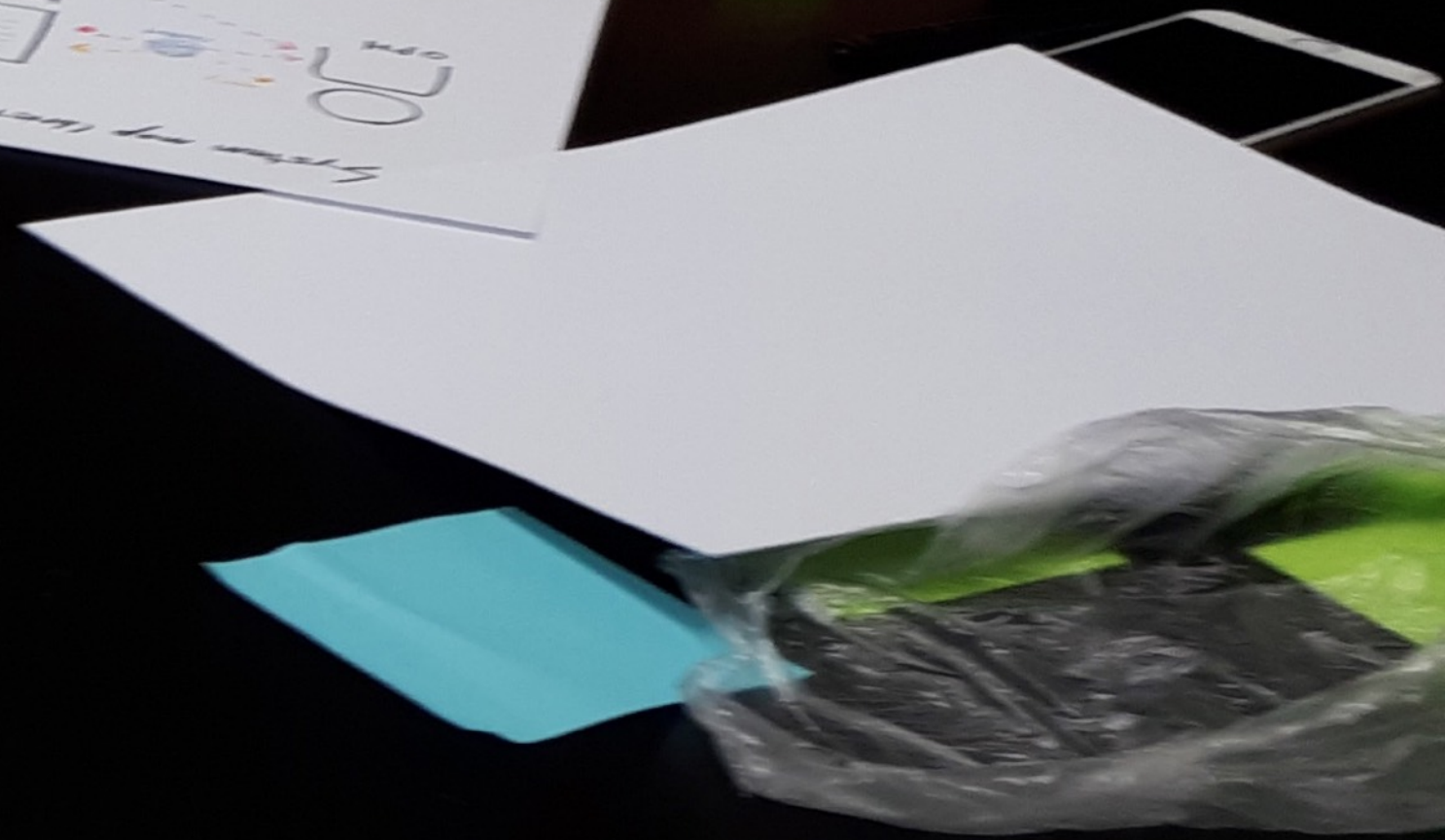
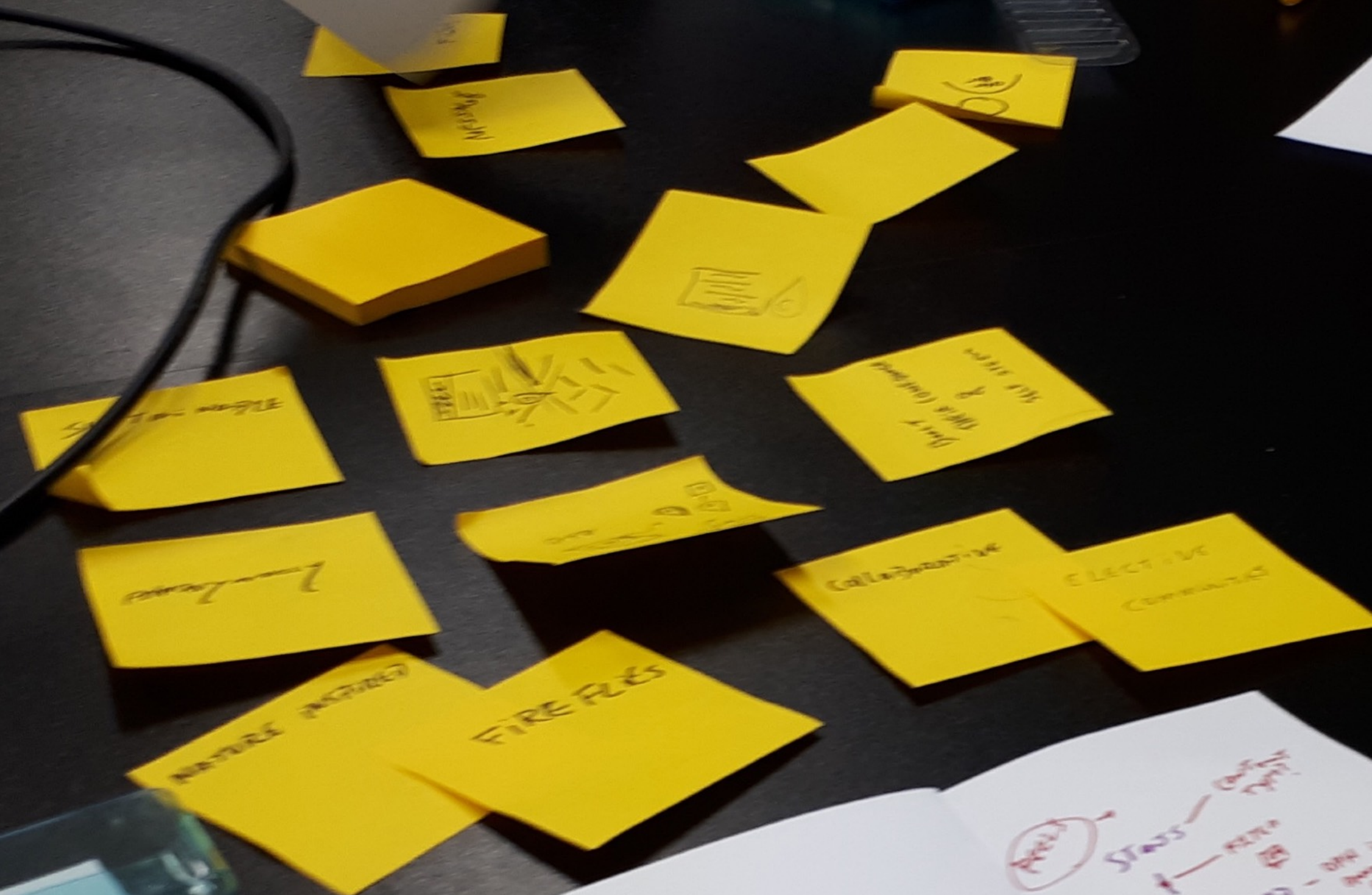
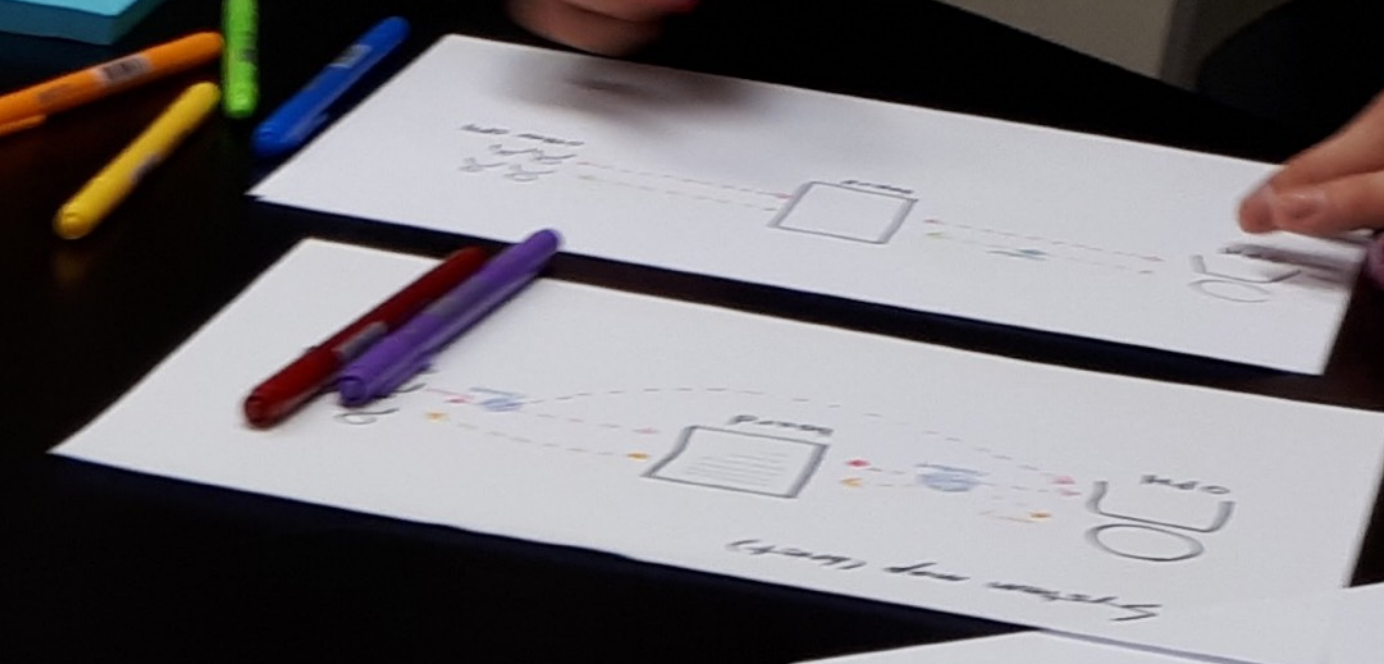
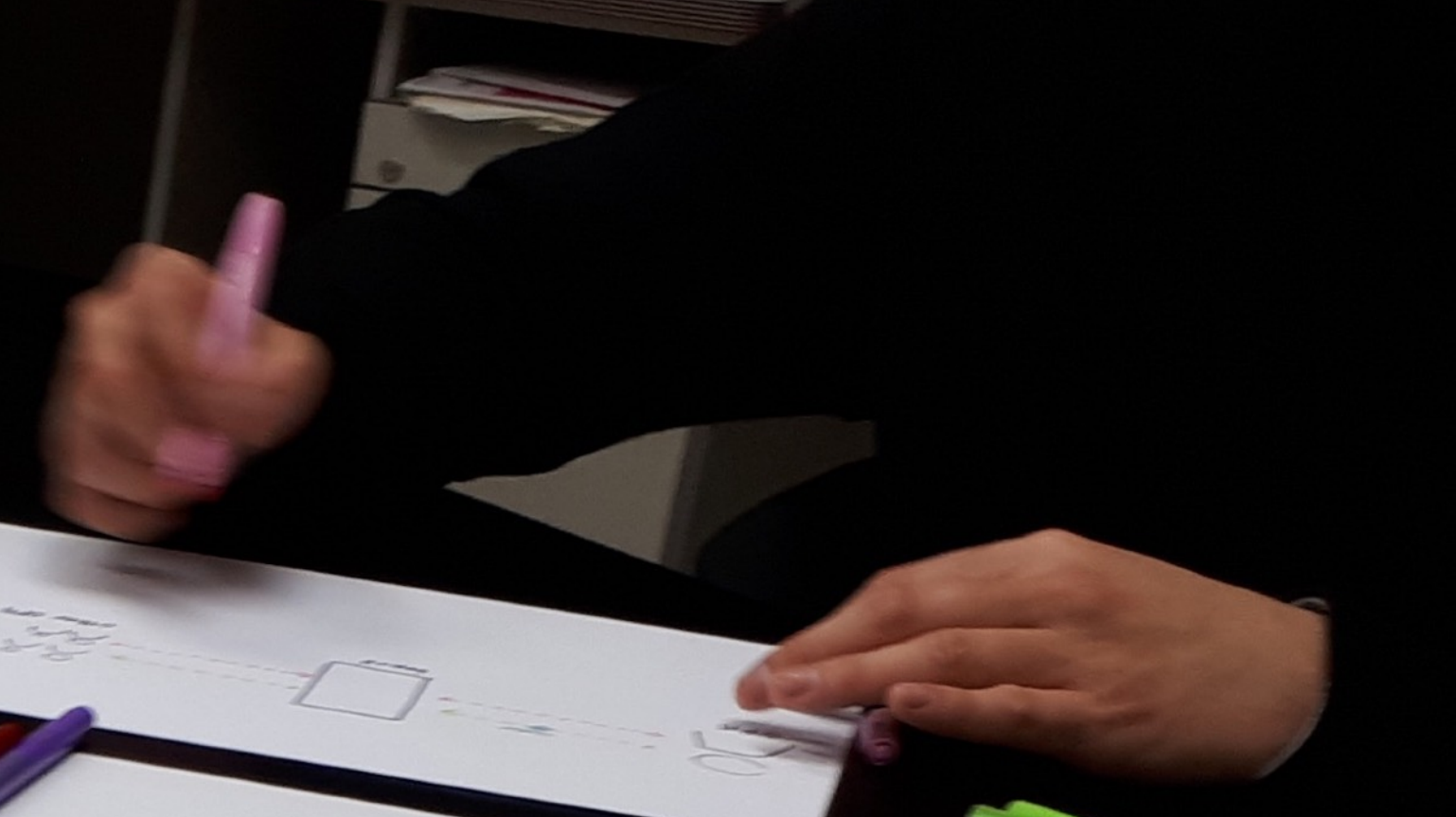
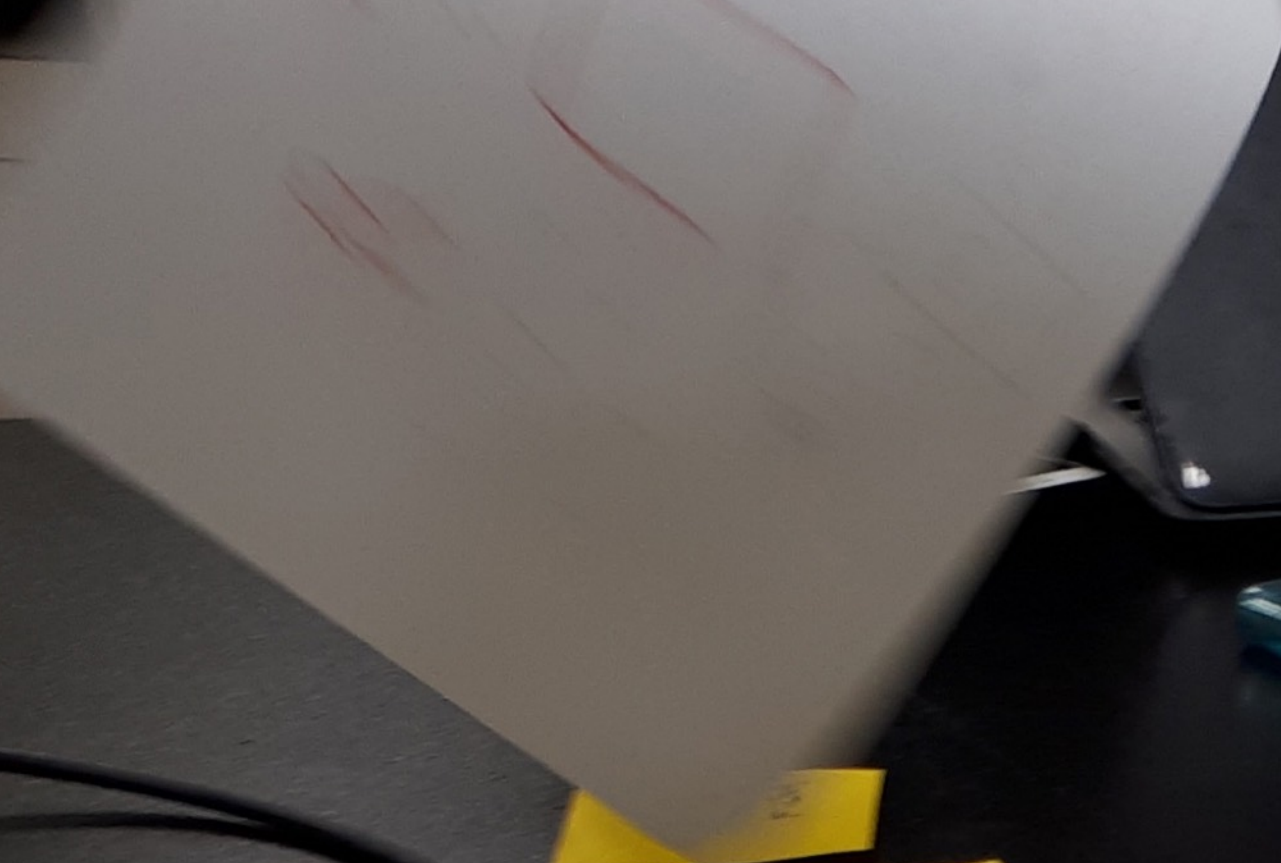
Perceive money as source of friendship and power. Maybe we can correlate that to the financial needs. Can we shift this need?

They normally spend their leisure time alone (53% 40-50 / 63% 60 +)  
Dislike their leisure time (need to have a better leisure time)

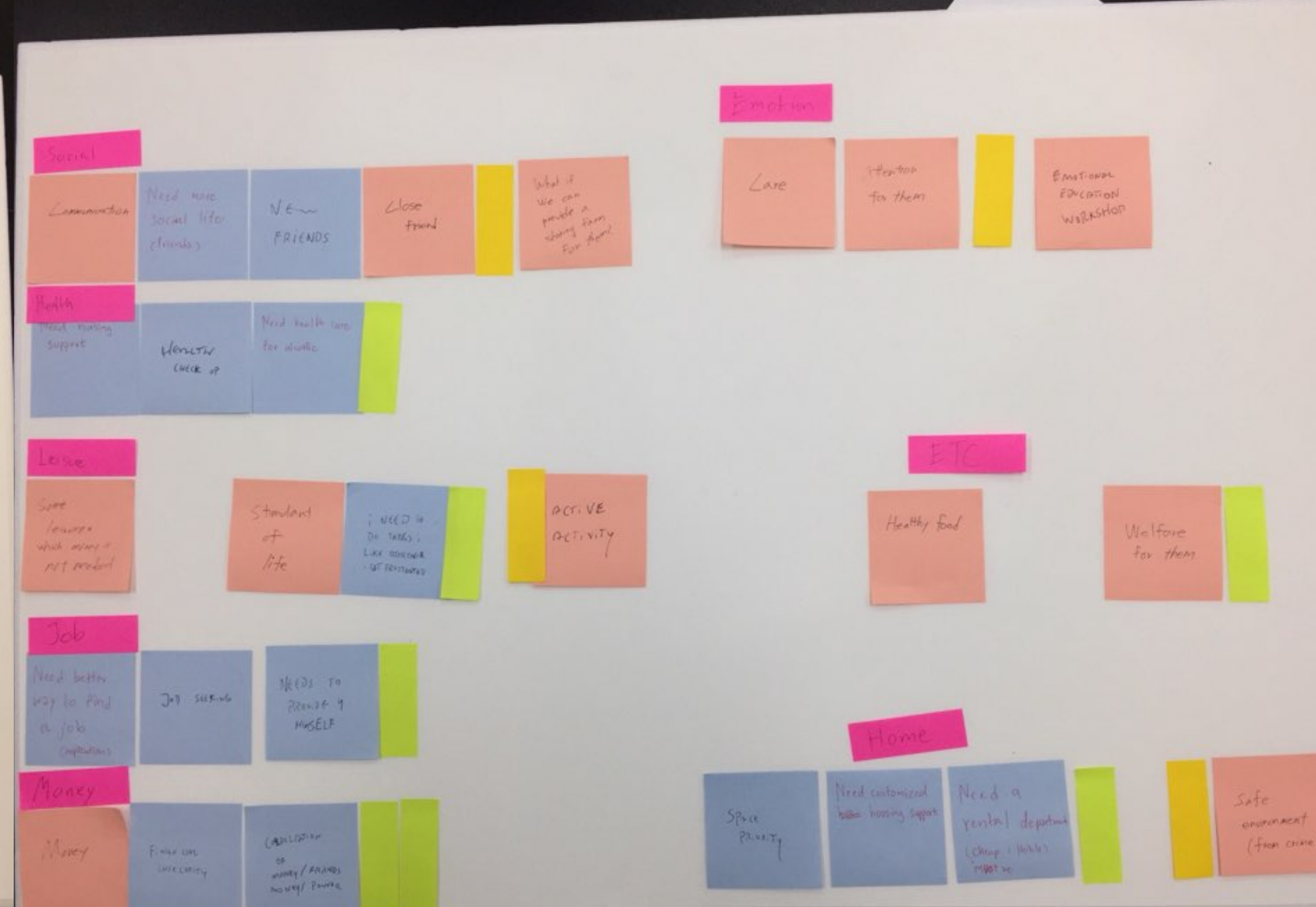
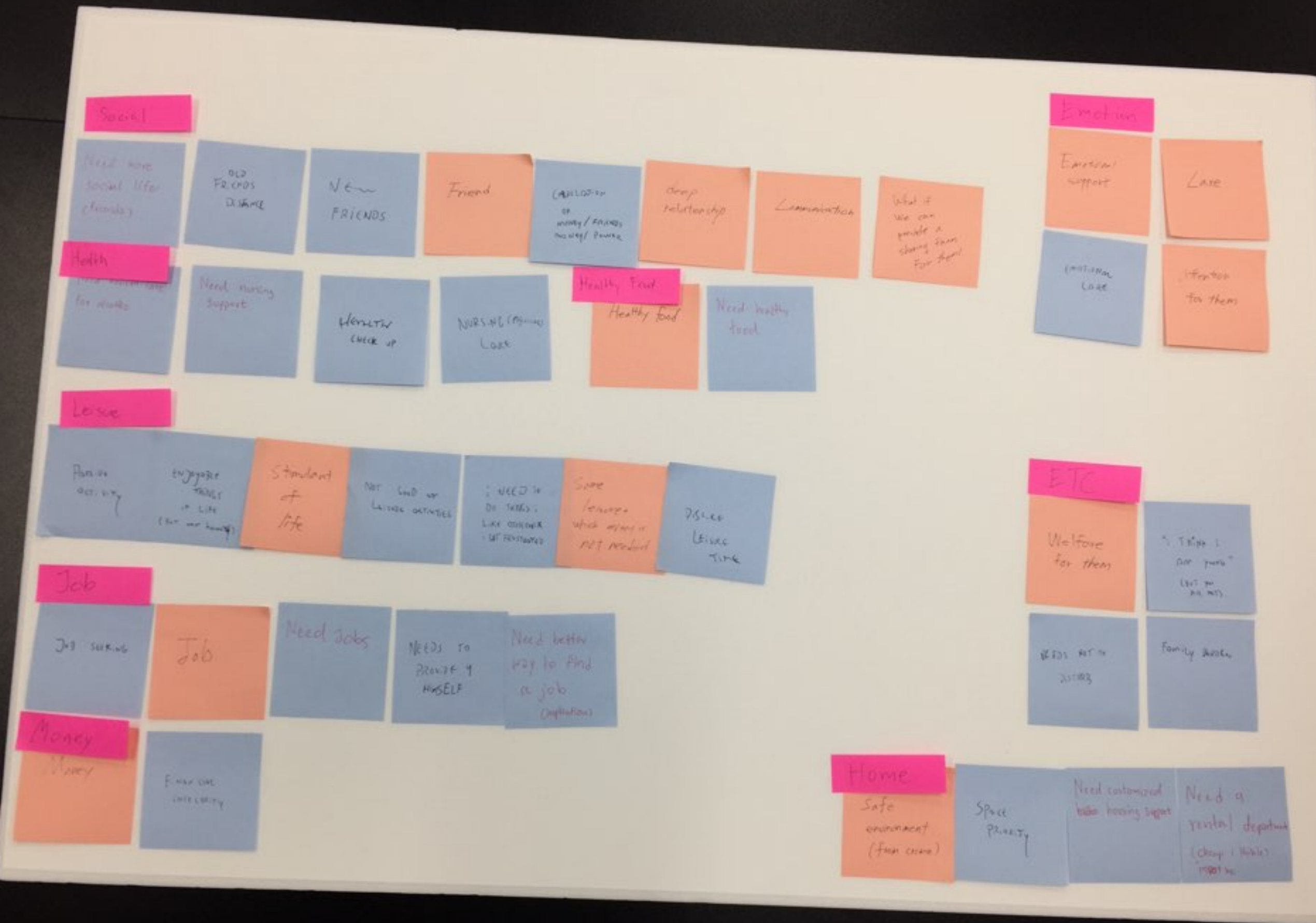
Drinking and smoking. (needs to do what they enjoy) (my mom don't stop smoking because she says this is one of the few things that gives her pleasure, even though it hurts her health).

Mental health – more probable / less probable to feel Loneliness

# DESIGN PROCESS



# AFFINITY DIAGRAM

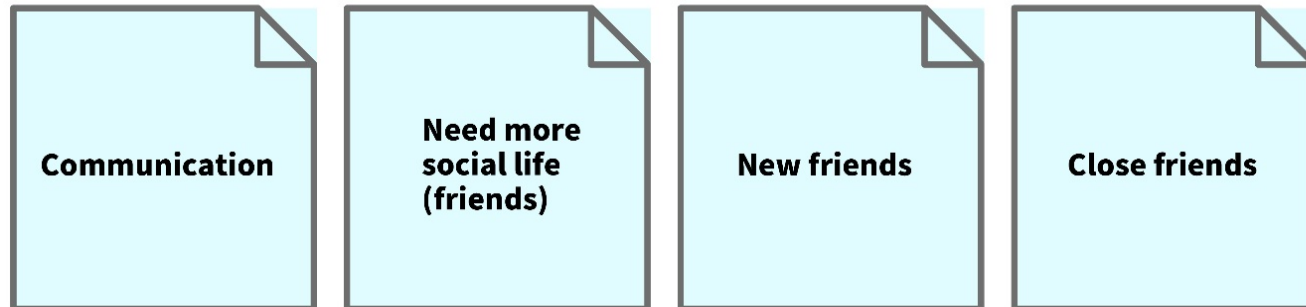




# SOCIAL AND USER NEEDS

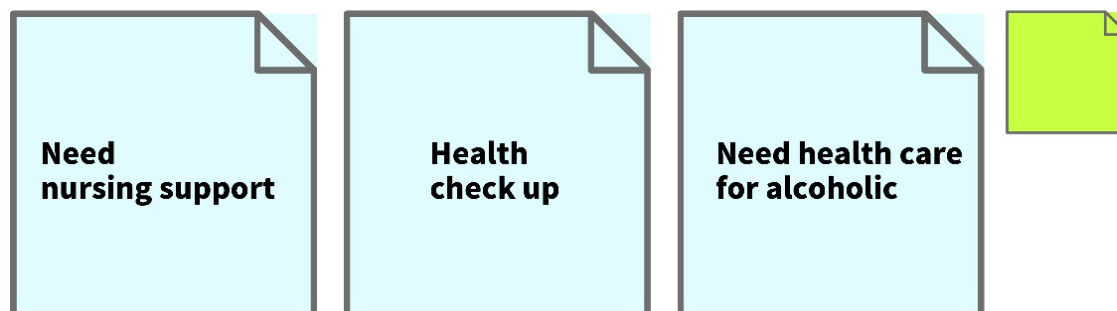
## Social

F 15  
C 14  
G 12  
Total 41



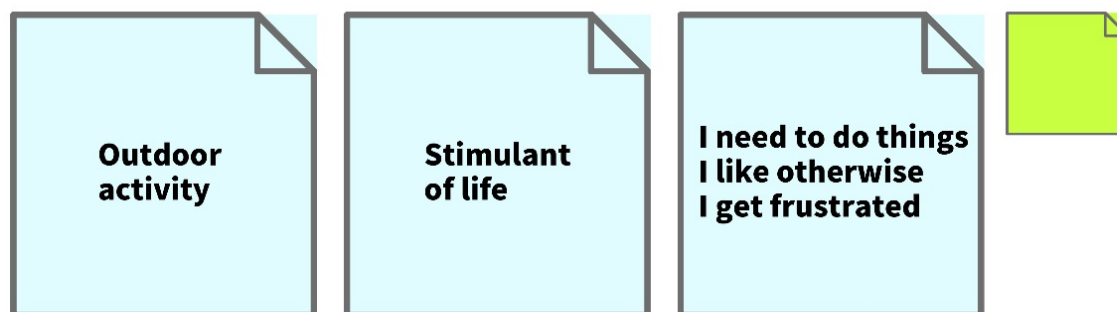
## Health

F 10  
C 14  
G 5  
Total 29



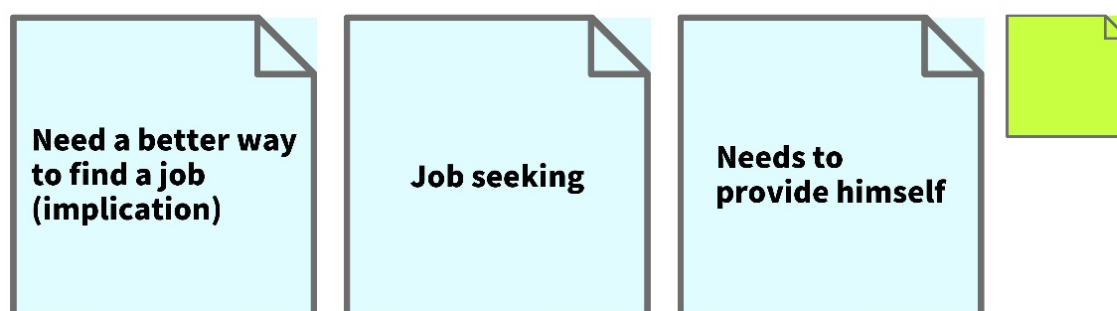
## Leisure

F 15  
C 15  
G 9  
Total 39



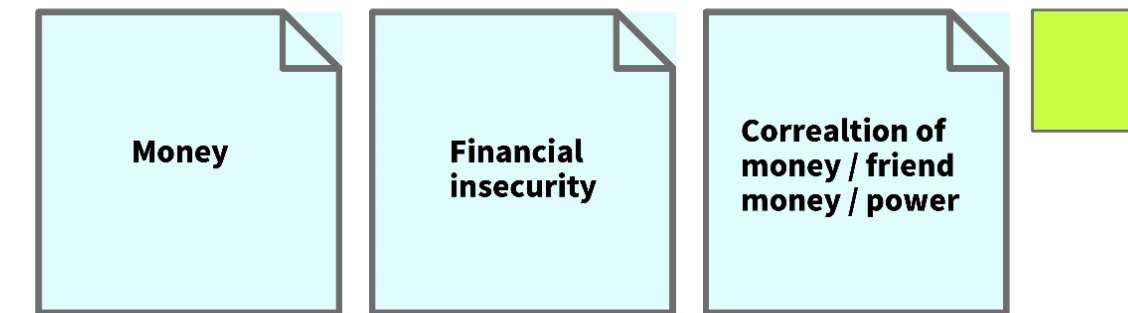
## Job

F 0  
C 3  
G 2  
Total 5



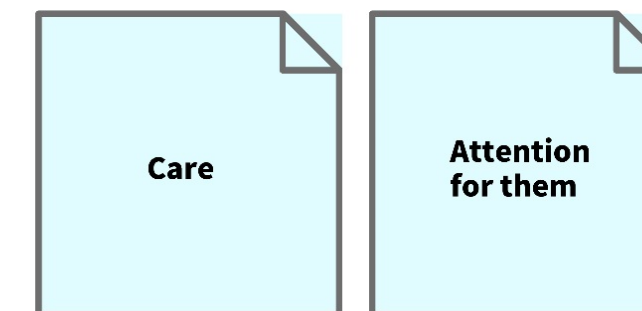
## Money

F 0  
C 0  
G 0  
Total 0



## Emotion

F 14  
C 15  
G 13  
Total 42



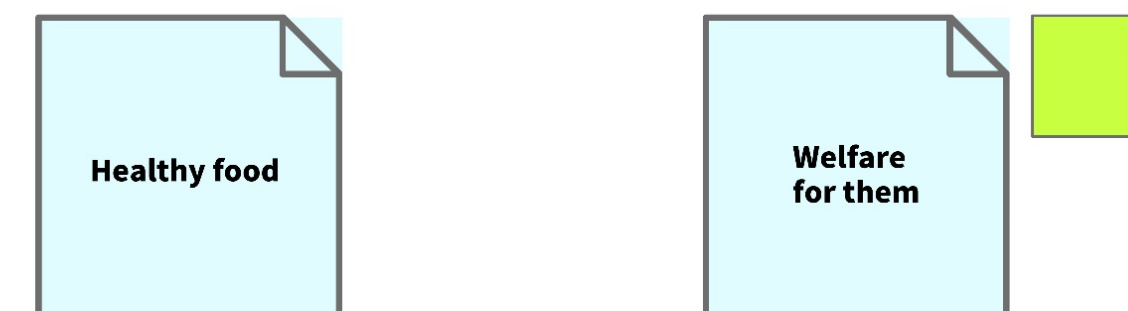
## Home

F 3  
C 4  
G 0  
Total 7



## ETC

F 13  
C 15  
G 14  
Total 42



**“There are no friends to contact right now.  
After divorce, I do not want to meet anyone.”**



Name	<b>Jin-su Kim</b>
Gender	<b>Male</b>
Age	<b>54</b>
Job	<b>Car repair shop worker</b>
Personality	<b>Sentimental / Irritated / Isolated / Shy / Anxious</b>
Income	<b>Earns 1.2m / month</b>
Situation	<b>Divorced, living alone in Ulju-gun, Ulsan.</b>

## Behaviors

Became offensive due to divorce and online toxic behaviour

He always feels happy when he receives a phone call and can use the phone

He normally expresses his opinion and tries to advice younger co workers

When he walks for a long time his left leg hurts, so he dislikes to walk for a long time

Prefers playing computer games than outdoor activities, stay most of the time at home

After divorce became more isolated, feeling less likely to meet people for leisure activities

Always tries to buy the cheapest option and use internet coupons

Always skips a meal on a day, making his nutrition worst

## Needs & Pain points

Needs someone to share & communicate (understand what he is going through)

Needs outdoor time / activities

Needs encouragement to meet new people

Needs a safer place to live

Even though he has a job, he is worried about losing it

He needs to feel more emotional stability and motivation to live, after divorce

Feels stressed often after the divorce because he is home alone and has no one to talk with

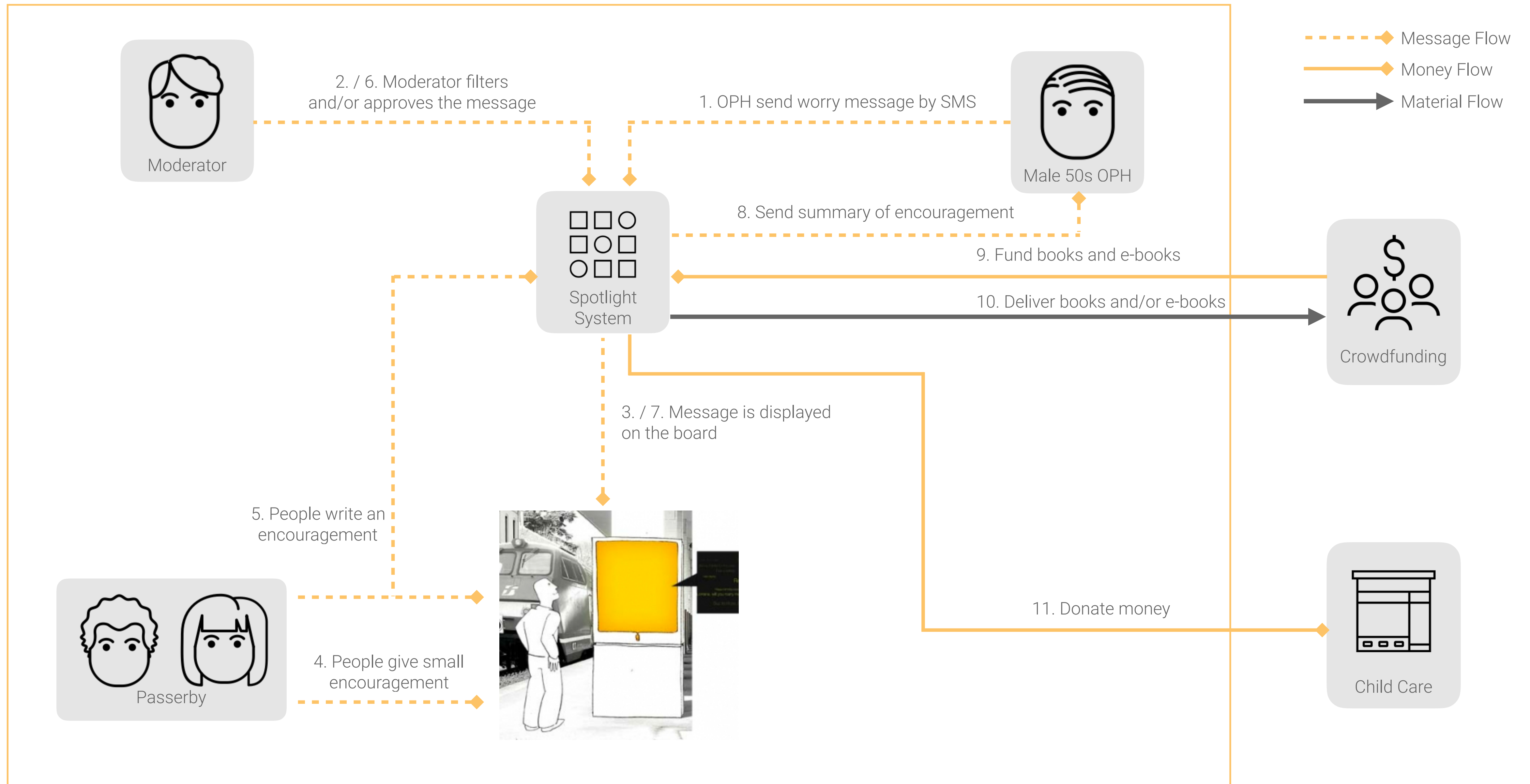
Needs a better nutrition and healthier food for his own health

INSPIRATION FROM NATURE



DESIGN CONCEPT

SERVICE CONCEPT  
SYSTEM MAP



SERVICE SYSTEM  
STAKEHOLDERS



OPH

Male

50s



Moderator

A Staff

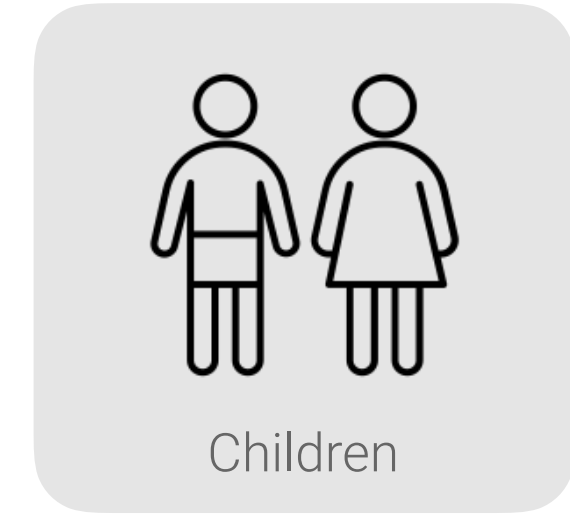
Childcare



Passerby

pass by the board

Give encouragement



Children

get helped  
by  
final outcome

Involvement

High

High

Moderate

Yes

Influence

Low

High

Low

No

Contribution

High

High

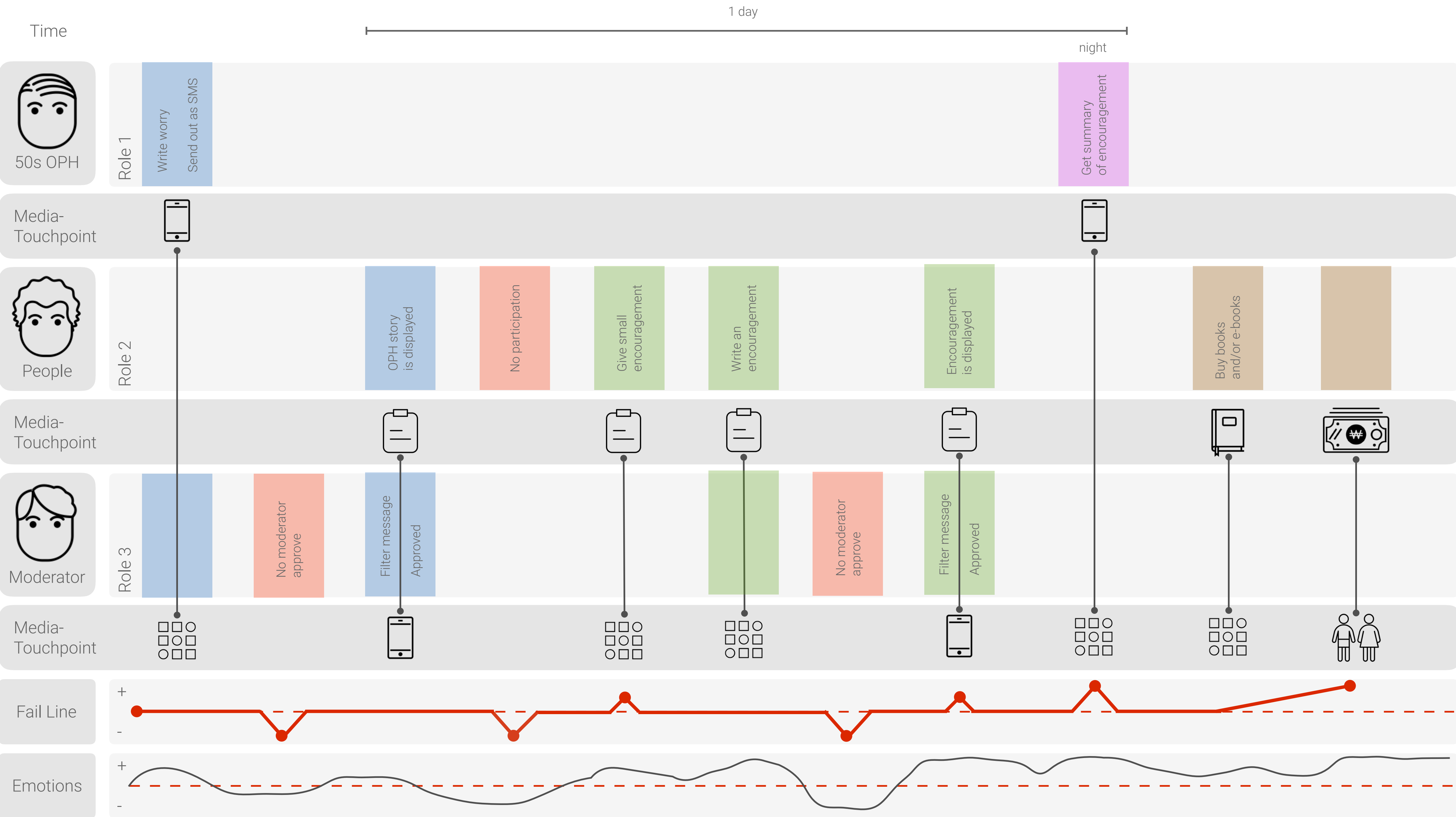
High

No



# SERVICE PROCESS

## SERVICE BLUEPRINT



# SERVICE EVIDENCES

BOARD

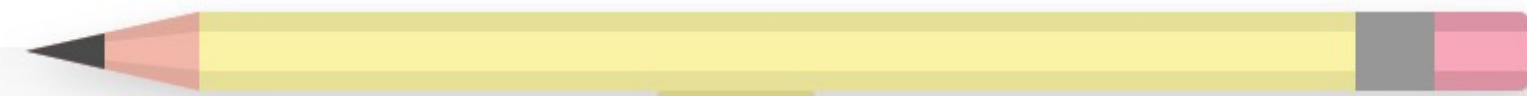
WEBSITE

### 김민수 (49, 가명)

"If someone gives me a cheer word when I'm in the bad situation, it becomes an energy. And if someone use this service and if others see that, more people will participate"

20 people say you can do it

send your support.



write your thoughts

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### 김민수 (49, 가명)

"If someone gives me a cheer word when I'm in the bad situation, it becomes an energy. And if someone use this service and if others see that, more people will participate"

20 people say you can do it

I had a project a few days ago, and I really didn't want to do it. But I could finish the project very well because someone cheered me.

Even though we are suffering from financial problem, we can always count on each other. Take my energy.

Good thing is that everyone can participate to solve your problem. Please feel encouraged. You can do it!

send your support.



write your thoughts

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## Donate your Story

### Social and User Needs

Today, the number of OPHs in the 50s in Korea is surging. Despite the fact that most of them live in difficult circumstances, they are not enjoying the benefits of appropriate welfare from the state. Thus, they suffer from various problems ranging from basic



# EVALUATION

LIKERT SCALE AND SEMI-STRUCTURED INTERVIEW

# EVALUATION INFO

## Time

4:30~5:15 pm (total 45min), 13th of December 2017

## Place

Twosome place, Sinjeongnegeori station, Seoul

## Participants

5 OPHs from in their 50's ~ 60's

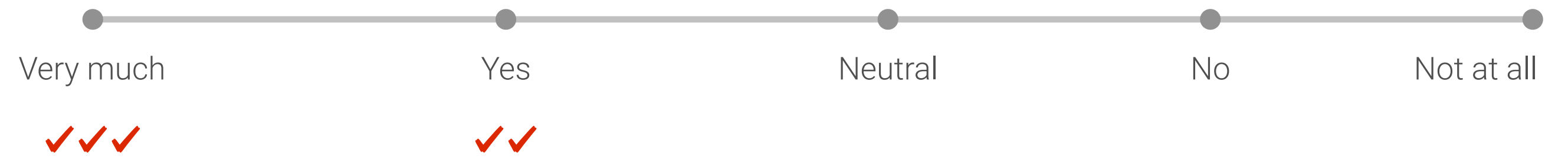
## Details

4 likert scale questions, 4+1 interview questions

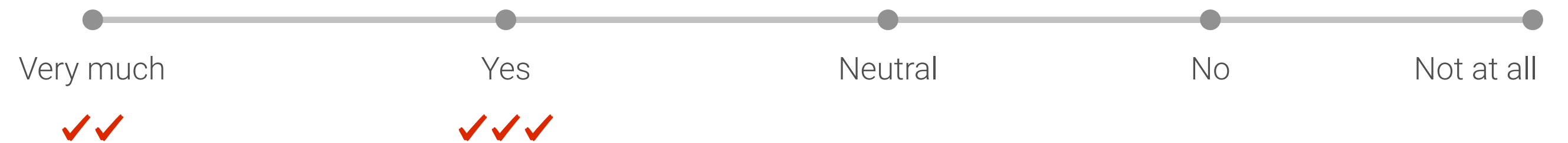


# LIKERT SCALE

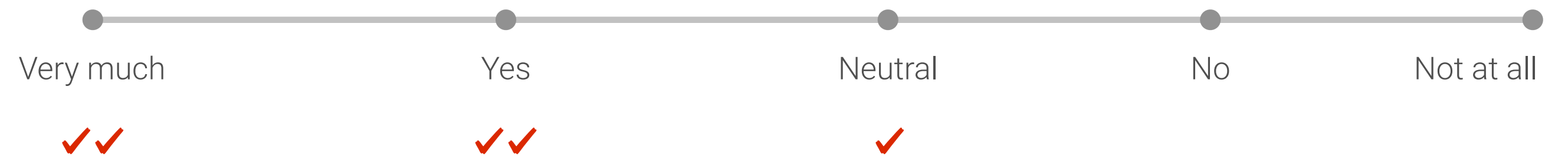
Would you feel good or relief if you knew your story helped someone else?



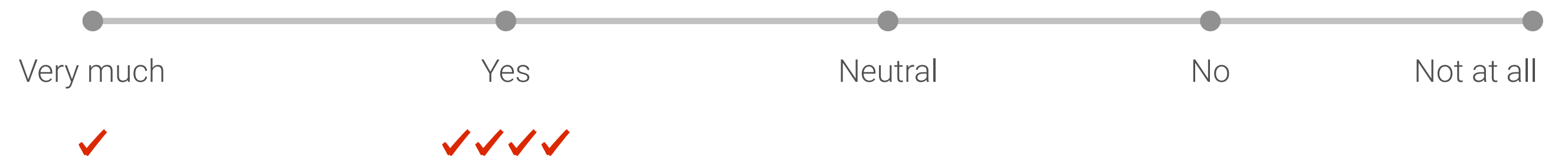
Do you think this design solution makes you want to connect more to your neighbors?



Would this design intervention encourage you to share stories?



Would you use this service?





# SEMI-STRUCTURED INTERVIEW

1. What do you think about our design idea?



Voice message

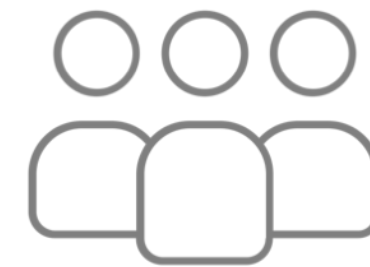


Upload for me



Education

2. What is the strong point of our design idea?



People's participation



Children

3. What do we have to revise?

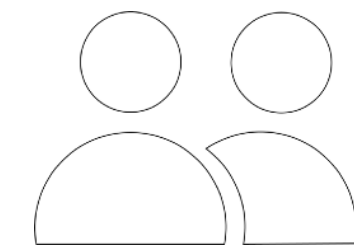


Diversification

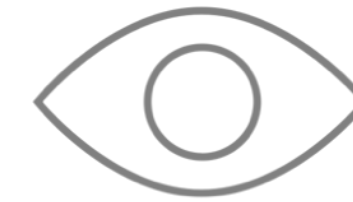
# SEMI-STRUCTURED INTERVIEW

Additional Q. If someone send your story for you, isn't it difficult to write honest story?

4. Do you have additional comments that you want to give to me?



No secret



Exposure



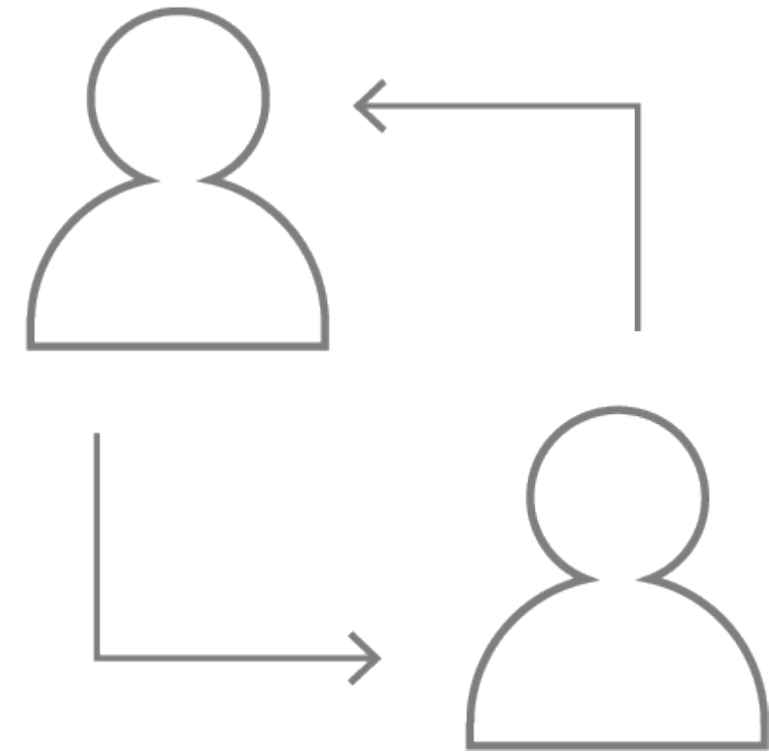
Warm word



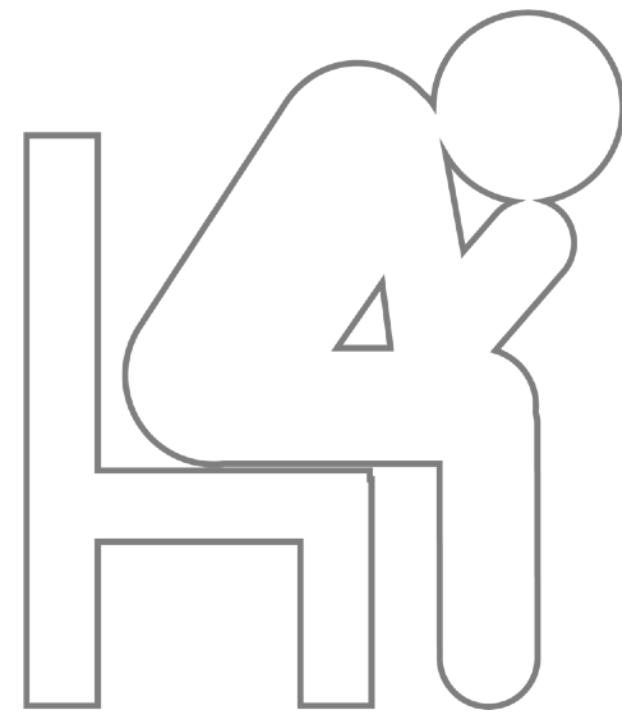
Just do it

POTENTIAL IMPACTS

# SPOTLIGHT WILL



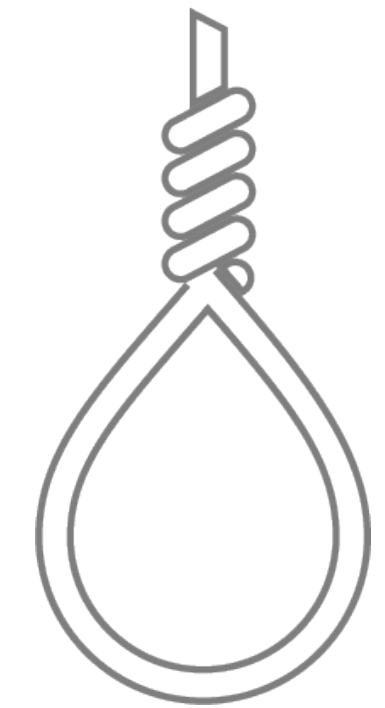
Make them communicate  
Raise awareness



Cure depression



Return to society



Reduce suicide rate

THANK YOU