

Baker Ripley



Our Team



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Melody Dao



Vivian Lin



Walsh Klineberg

Agenda

1. Problem space background, why it's important & what is used now (walsh)
2. Clear statement of the design problem (walsh)
3. Background (Bryan)
4. Define problem space
5. Define users
6. Define stakeholders
7. Define community partner(s)
8. Broad HCW (Melody)
9. Key Insights from research (Vivian)
10. Narrow HCW (Vivian)
11. Measures of Success (Melody)
12. Design Goals (chloe)
13. Next Steps (chloe)

Activity!

Raise your hand if you know
someone (family member,
friend, loved one etc) who is
above the age of 65

**Keep your hand up if they
exercise for over 150 minutes a week**

Per CDC:

150 minutes of **moderate** exercise

Or

75 minutes of **vigorous** exercise

And

2 days of **muscle strengthening/balance**

Raise your hand if you know
someone (family member,
friend, loved one etc) who is
above the age of 65

Keep your hand up if they see
a friend/call a loved one twice
time a week

Social isolation/loneliness:

- **50%** percent increased risk of **dementia**
- **29%** increased risk of **heart disease**
- **32%** increased risk of **stroke**

Problem Space Background

Seniors in Houston struggle to access health and wellness resources



Shorter Life Expectancy



Depression & Loneliness in
the elderly



Lack of events and senior
resources

Our Partner

Angie White &
Baker Ripley



Baker Ripley



What they do:

- Provide senior wellness classes
- 16 Locations
- Free transportation in a 3.5 mile radius
- Provide meals



Barriers to user access:

- Locations don't offer all 8 domains of wellness
- Funding restricts senior accessibility
- Transportation struggles



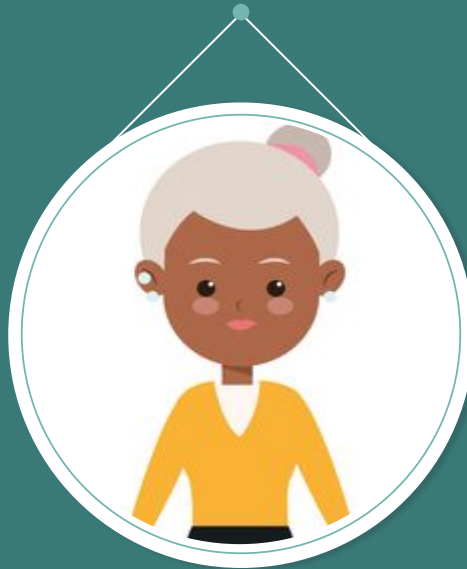
INITIAL QUESTION

How can we increase
senior awareness of
opportunities and
activities at Baker Ripley
centers?

A Typical User *~*

INFORMATION

Name	Claire Moore
Age	78 years old
Gender	Female
Job	Retired
Status	Widowed
Wants	Opportunities to meet other seniors



HOLISTIC INTERESTS

Social	● ● ● ● ●
Physical	● ● ● ● ●
Intellectual	● ● ● ● ●
Emotional	● ● ● ● ●

A Typical User *~*

INFORMATION

Name	Ron Harris
Age	66 years old
Gender	Male
Job	Retired
Status	Married
Wants	Open to change but happy with current life



HOLISTIC INTERESTS

Social	● ● ● ● ●
Physical	● ● ● ● ●
Intellectual	● ● ● ● ●
Emotional	● ● ● ● ●

Stakeholders

Families of Seniors



Caregivers



Senior Homes

Key Insights



BINGOCIZE
For Seniors 60+ years old

Everyone loves BINGO, now you can play the timeless game and exercise with your friends by joining us for BINGOCIZE! This 10-week program offers fun gameplay & low-impact exercises. BINGOCIZE was designed with you in mind. Come and join the fun!

Every Monday
& Wednesday at 1:00 PM
Beginning August 7, 2023
Law Harrington Senior Living Center

BakerRipley
Community Development

BINGOCIZE

Narrowing our Problem Space

How can we take advantage of **meal times** to **foster program engagement/participation**?

How can we harness senior **innate curiosity and passions** to their **pursuit of wellness**?

How can we redesign the transportation system Baker Ripley has to **accommodate more seniors** in Houston?



Measures of Success *~*

SHORT TERM

Even out number of activities within each of the 8 domains.



LONG TERM

Senior participation in holistic wellness activities increases by 20%.

Seniors feel more educated about their health and well being by 15%.

Design Goals



1

LOW COST

Baker Ripley is a non-profit organization

2

SENIOR FRIENDLY

- Accessible
 - Physically
 - Language
 - Medium
- Appeals to interests



Next Steps

Go Over
Data



Re-group
Key Insights



Additional Visits
to Baker Ripley



Brainstorm
Solutions





*Any Questions or
Feedback*