

Creating experiences for the elderly

Lehto Mia

Mäkelä Annika



Author(s) Lehto Mia, Mäkelä Annika	
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<p>There is a new growing market coming up, the “grey” market. These former baby-boomers are now 65+ and getting into their retirement. Their material needs have mostly been fulfilled and with money and time on their hands they are now seeking experiences. The concept of the experience economy is not new and the experience providers should take advantage of this growing market. It is the fastest growing demographic and will outgrow other demographics in the near future. This is the elderly segment.</p> <p>How can it be that we have taking so little consideration of the elderly segment when discussing the experience economy? Do we outgrow the need for experiences as we age? How can we improve experience design targeted towards the elderly?</p> <p>The objective for this thesis is to provide better understanding on the importance of creating experience for the elderly and research the benefits of doing so. The theoretical framework of the research is based on experience management models that are introduced in the theoretical framework. The qualitative research method has been used to evaluate whether the satisfied residents of Saga Kaskenpuisto and Saga Kaskenniitty are happy due to their vast resource of activities and events.</p> <p>The results indicate that the residents of Saga Kaskenpuisto and Saga Kaskenniitty are satisfied because they have the opportunity to maintain their social networks by taking part in activities that are fulfilling and enhance their wellbeing.</p>	
Keywords Experiences, experience design, elderly, wellbeing, happy aging, ageism	

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1 Introduction

Our nation is aging and by the year of 2030 every fourth inhabitant in Finland will be classified as old. As this generation is aging the image of what is considered to be suitable to do and be when retired needs to change. This generation has been accustomed to an active and fulfilling lifestyle (Helsingin Sanomat, 2016). If they are to be put in the elderly care existing today will it be enough to satisfy their demanding needs of experiences and wellbeing? The idea of this thesis came from the observation of the fact that it seemed as if the experience scene for the elderly were discriminatory. It felt as if all the experiences targeted towards the elderly were based on prejudice as they were so similar to each other. As if all old people would be carved from the same wood, possessing the same interests and dreams. This study will show that this is not the case. One of the authors had been working as an event coordinator for the elderly and the other on a cruise line between Finland and Sweden, popular amongst the elderly. Both authors had experienced what should be self-explanatory, that there are as many opinions and interests as there are people, regardless of their age. This thesis aims to research and address an important issue that is often forgotten when discussing the experience economy. That is the experiences designed and provided for elderly, focusing mostly in nursing homes. This will be an important and valuable segment since the population of this nation is growing older and new business opportunities will arise from this. The business of the future lays in the preventive healthcare and creating experiences to the elderly is a valuable tool to achieve this. The study will focus on the Finnish market but theory and examples used as reference are from all over the world. However this thesis does not take in to consideration the financial investments needed when possibly implanting the theories presented. This thesis will not take into consideration. The thesis may be of use when designing experiences for elderly. The thesis can be used when researching topics regarding the planning of experiences and for planning future business opportunities in the experience field for the elderly segment.

1.1 Objective of the thesis and research questions

The objective for this thesis is to provide better understanding on the importance of creating experience for the elderly and research the benefits of doing so.

The aim is also to show the growing need for experiences targeted especially for elderly and how they should be designed in order to cater for their needs and provide the best possible outcome. This thesis also presents the elderly segment as a valuable business opportunity in the experience field as this new "grey" segment continues to grow. This thesis also looks at the prejudice and attitude towards elderly in society and how it needs to

change. The topic for this thesis is creating experiences for elderly and below are the research questions that the authors are seeking answers to, from the outcome of the conducted research,

- What kind of experiences are provided for elderly living in service homes?
- Why is it important to create experiences for elderly?
- What kind of experiences are needed for the elderly segment?
- How does experiences affect the wellbeing of elderly?

What should to be taken into consideration when creating experiences for elderly?

The idea of the research came from the author's own interest in the subject of creating experiences and from the notion that the elderly demographic is not represented in experience design. The authors hope to understand the relevance

1.2 Report structure

The structure of this thesis is traditional. The thesis starts with an introduction that is followed by definitions and then the theoretical part. The theory describes what and experience is and how it should be designed to become meaningful. Saga was chosen as a study due to their high rate of satisfactory from a previous customer satisfaction survey. The authors wanted to investigate whether the high customer satisfaction had to do with the experiences and activities provided for them. More on this topic will follow later on in the thesis after discussing research methods.

1.3 Key concepts and definitions

This chapter presents key concepts and definitions, starting by experience economy and the progression of economic values. Goods and services are not enough for the customer, it has not been so for several years already. Customers crave for more. According to Pine and Gilmore the experience economy is based on experience thinking. This thinking need to consist of marketing that is done in an experiential way, customer experience management and thirdly digital experience using current media platforms and devices to enhance the experience. In order to get revenue and for it to be called experience economy a company needs to understand the value creation of an experience. More offerings should be mass customized, by customizing goods they turn into services and by customizing services they turn into experiences.(Pine,Gilmore,2011,xiv.) Companies should turn their personnel's focus towards a counteractive style of performing in a service situation, employees should be advice to consider how tasks are performed rather than on focusing solely on what the tasks are. Time is important.The currency for experiences is time, this means that organizations should find ways to make revenue from the time a customer spends

with the company. Customers should be paying for admission to access better experiences, like premium packages where the better service is regarded the value of the premium price. Companies should think of the way all services would be handled if there was an admission fee to be payed. The final value-creating opportunity is found in the way companies should generate transformation trough experiences. This means the journey a service provider encounters together with a customer as the customer is reaching their goal. This is to be thought of as something that brings value to the customer and should therefore be charged for (Pine, Gilmore,2011,xiii-xvi.)

The definition of an old or “elderly” person is 65 years in most developed countries according to the World Health Organization. However, this, as many other westernized concepts does not adapt well to all nations in the world. United Nations does not have a standard numerical criterion for this but usually old age is referred to the age when a person can begin to receive pension benefits. When UN refers to the older population it refers to them aged 60 years and older. There is no general agreement on the age at which a person is considered old. The question of age also makes it complicated when it is generally accepted that the biological age does not always equivalence with the years passed in the calendar year (WHO, 2017.) According to Statistics Finland the age structure of the population of Finland will grow up to 6 million by the year of 2050. Health 2050, a report done by The Nordic Think Tank Demos Helsinki the Finnish life expectancy will be 87 years as it was only 80,8 years by average in the year of 2015. This means Finland will face an increase of healthcare costs. In 2015 19,4% of the Finnish population was over 65 years old and in 2050 the rate is expected to increase to 26,9%. The number of people aged 100 years or more was 815 people of whom 135 were males and 680 were females. The report clearly shows that in order for the cost to not skyrocket the healthcare sector should provide efficient ways of improving people's opportunities for maintaining wellbeing and enhancing their capabilities. The report also shows that the future of healthcare lays in preventive care business. Together with modern technology there will be new markets with new cultures providing the best tools that support positive health care choices. Hopefully in the future these tools will enable a more individual health care plan. Demos Helsinki Health 2050 report states the following: “Health can be both a humane and a productive goal for society and all of its actors” (Koponen, 2015.) This thesis also strongly relies on experiences being a part of a productive and humane health care strategy

Elderly live longer than ever before, one reason for this is that these elderly people are surviving some diseases that would have been fatal for previous generations. With increased life-expectancy, the healthcare industry is in for a troublesome time. Why fight aging only with preventive healthcare and not with experiences that have the right motivation

factors to keep the elderly exploring for experiences. Experience providers should take a look at basic human motivational factors like Maslow's motivational theory and think about what different motivational factors different generations have and how to implement them for each generational segment. The different generations considered in this thesis are the silent generation also called the traditionalists. They are born before the year of 1945 and have been living in retirement homes for several years. The current senior residential homes are focusing on this silent generation; therefore, the facilities and experiences are designed to cater needs of the silent generation. The future focus should lay on the generation of baby boomers whom are born between the years of 1946-1964 and are getting into retirement age now (The Centre for Generational Kinetics, 2016.) What makes them different from one another is that the silent generation was growing up during the Great Depression and the Second World War. This has made them conscious of difficult times but by overcoming them and working hard has made it possible for this generation to spend their hard-earned money although cautiously. The silent generations preferably spent their money on acquiring materia. The Baby Boomer on the other hand have grown up with materia around and are valuing individuality and seeking experiences to spend their fairly large pensions on (Andersson, 2013.)

2. Experience –What is it?

“A meaningful experience is a positive and unforgettable emotional experience which can lead to a personal change.” (Tarssanen 2009, 10)

2.1 Experience Pyramid Model

Tarssanen suggests that an ideal experience in the field of tourism and entertainment can be presented with a model called the Experience pyramid. It is used as a tool to improve customer experiences by identifying the critical points and deficiencies of the service or product. The pyramid considers an experience from two different angles. The first angle being the service or products and the second, the levels of the guests own experiences. The elements of a meaningful experience include individuality, meaning the experience feels unique. The second element is authenticity of the experience, that it feels credible and true. A story is as important as authenticity and goes hand in hand to support each other. A good story behind the experience lets the customer connect with the experience on both an emotional and intellectual level. The fourth element is called multi-sensory perception and this refers to carefully planning that all the sensory perceptions are in line with the whole theme of the experience to strengthen it. Too many sensory perceptions might annoy and ultimately weaken the whole experience. Creating contrast from a person's everyday life means that the customer can experience something exotic, new or just out of the ordinary. (Tarssanen 2009, 10-14.) According to the experience pyramid the final element for a successful experience is interaction. Tarssanen (2009) argues that experiencing something together with others links the person close to a certain group raising the individual's social status and it makes the experience commonly accepted and appreciated.

Experience pyramid model

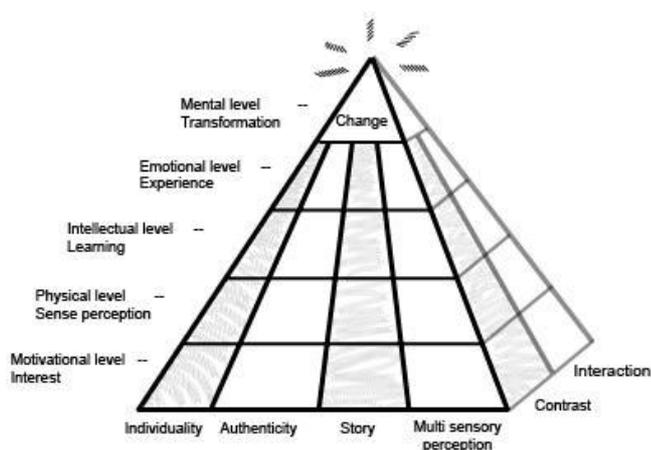


Figure 1 (Tarssanen, Kylänen 2009, 11)

The Experience Pyramid model's vertical axis illustrates how the customer experience is constructed from interest towards the experience in itself and to the conscious processing of it. This leads to a meaningful experience and ultimately to a mental change. The motivational level is where the interest of the customer is formed, Tarssanen (2009) suggests that the expectations for the experience should be created using different marketing tools that sparks an interest towards the experience. The physical level of a customer experience are the senses that are perceived when taking part in an experience where one becomes aware of the surrounding by using ones senses. According to Tarssanen (2009) the physical senses apprehend the ongoing situation, where a person is and what one is doing. According to Tarssanen (2009) the physical senses apprehend the ongoing situation, this means acknowledging the physical surrounding and the occurring activities around. The intellectual level is where the opinions are formed by the physical perceptions of the experience as well as the place where new knowledge is gained. The intellectual level analyses whether the experience at hand is satisfying or not. A good experience provides the customer with knowledge as well as an opportunity to learn something new, this feeds the intellectual mind. The final two levels are out of the experience creators reach as they are personal and subjective. The emotional level of a person is hard to predict as it is a personal emotional reaction to an experience. It can however be shaped by considering all the basic elements including motivational, physical and intellectual levels. By having experiences well planned and in line it is likely to predict the outcome of a person's emotional response. The final and ultimate level of a meaningful experience is the mental level. If all the previous elements and levels are accomplished a person can ultimately change their perception and it can lead to personal change. The modification of one's personality can be physical, altering one's lifestyle or alter one's view on life claims Tarssanen (2009) This is the most desired and sought after outcome of a meaningful experience for an experience provider. This is the level where a person has the chance to go through a lasting mental transformation (Tarssanen, Kylänen 2009, 8-20.)

2.2 Four realms of experience

According to Pine and Gilmore (2011) experience is about a customer being engaged in the performance at hand rather than being entertained. The model: Four realms of experience presents the dimensions that a customer engages by to the experience at hand. Guest participation can be found on the horizontal axis. The left of the axis is for passive participation and the right is for active participation. In an experience that is situated on the *passive participation* area the guest is not actively taking part or influence the performance. Examples of experiences that are passive are for example symphony orchestra

concerts. For a concert experience to be passive the guest takes part only by listening and observing. *Active participation* lays on the other side of the axes. When guest themselves actively take part in affecting their experience or performance like in snowboarding for example. Participants might also affect each other. In a snowboarding competition for example the audience is not regarded to as completely passive as they contribute to each other's vibe and visual of the experience, so even when merely watching a competition the crowd affects the overall experience the rest of the audience have.

The level of connection the guest or customer has with the experience or event is presented on the vertical line. Absorption is found on the top of the spectrum. When an event or performance is occupying someone's attention in a way that it brings the experience into the mind from a distance it's called absorption. Immersion can be found on the other end of the axes. This means that if a customer or guest is virtually or physically part of the experience in a way that one "goes into" the experience. Watching a movie is considered an absorbing experience whereas playing a virtual game is considered an immerse experience. There can also be different stages of connection at the same event for different participants. For example, a football game. The fans observing the game from further away are seen as absorbing to the experience due to the fact that they are observing the game. Fans following the game by the football field are immersed to the smells, sights and sounds of the game in a totally different way.

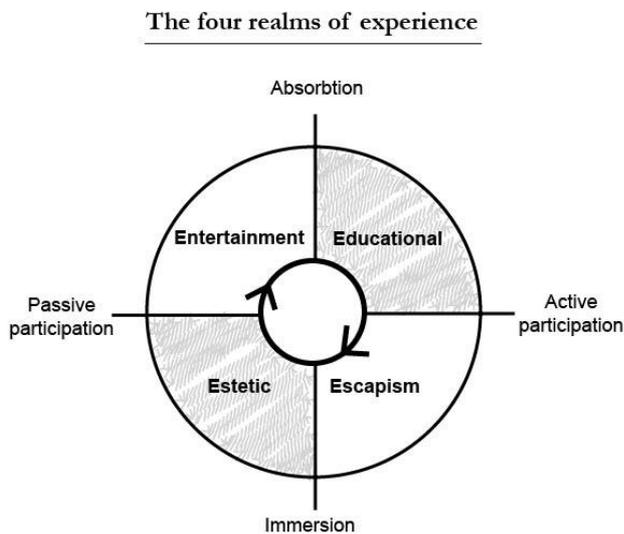


Figure 2 (Pine, Gilmore 2011,46).

The four realms of an experience are defined by combining these four dimensions: entertainment, educational, escapist and aesthetic. Even tough experiences tend to be entertaining not all of them are. Entertainment per definition is when participants passively ab-

sorb the experience at hand via their senses such as listening to music, viewing a performance or reading for leisure. As the experience economy evolves the experiences are growing to more than events that make people laugh and smile considering also the other realms of an experience (Pine, Gilmore 2011, 45-47).

The educational realm of experience is as the name also refers to an event or performance that engage one's mind where the participant is actively involved increasing a skill or knowledge or learning something totally new. It is not only the mind that may be engaged to the performance, also a physical training or activity can be seen as an educational experience, in the best way it could be both creating an interactive experience where both mind and body are involved in the process. On educational platforms of today there have also been an approach where teachers find that studying and learning don't have to be passive and boring. The term *edutainment* is used when referring to an educational yet entertaining experience (Pine, Gilmore 2011, 48).

The escapist realm of an experience is a total opposite of pure entertainment. It is an experience where the participant is completely immersed into the experience. Artificial activities such as escape rooms, trekking in a theme park gambling at casinos or chatting online are classified as escapist experiences. This is the experience where observers become actors being part of the staged environment. When customers no longer only want to observe, but take part of the experience one can see of it as the perfect example of the shift from service industry to experience economy (Pine, Gilmore 2011, 49-53). The aesthetic experience is an experience where the individual is completely immersed in the event or environment but have either little or no effect on the surrounding. This means that the person does not touch the environment, leaving no physical trace behind. Yet the greatest trace is left in the participant itself. Examples of an aesthetic experience is standing on top of a mountain watching the northern lights, admiring a painting in an art gallery. Concluding a participant taking part of an educational experience want to learn, an escapist experience want to go and do, an entertainment experience want to enjoy whereas those taking part in an aesthetic experience just want to be (Pine, Gilmore 2011, 53).

2.3 The hierarchy of needs

The introduction of Maslow's Hierarchy of needs was first published by psychologist Abraham Maslow in his paper "A Theory of Human Motivation" back in 1943 and in his subsequent book "Motivation and Personality". The theory indicates that people need their basic needs fulfilled in order to feel motivated and move on to other needs. The theory is often displayed in form of a pyramid. The reason this theory is examined is to figure out what

motivates the elderly and how this can be used as knowledge when designing experiences for the elderly. The lowest and first level of the pyramid is basic physiological needs that the human being needs in order to survive. These needs include water, food, sleep, air, and warmth. According to Maslow (Green, 2000.) the physiological needs are the most basic human needs and until these needs are met all other needs become secondary. These needs are the same regarding of the age of the people. When all the needs in the first level are met we can move up to the next level. Security needs include the need for feeling safe. This level may vary from age to age. For example children may need a home and safety of their parents when growing up while grown-ups need the safety of employment and a secure surrounding. According to Maslow (Green, 2000.) safety needs include personal and financial security, laws and stability. All these aspects help build a life with freedom from fear. Social needs are the need of belonging and love, being a part of a group weather it being a group of friends, family, work or in the case of elderly even a group of nursing home patients and staff. Social needs or the need for love as Maslow (Green, 2000) claims it include both giving and receiving love and affection. The esteem needs arise when the basic physiological, safety and social needs are met. Maslow (Green, 2000) suggests that there is a desire for reputation and respect from others and the need for attention and recognition. Self-actualizing needs. Even if all the needs above are met a feeling of restlessness and dissatisfaction are still often felt. Many have a desire to reach for something else, a wish of becoming the person created by one's hopes and dreams. According to Maslow "What we can be we must be" (Green, 2000). This indicates to the fact that there is still a need to develop oneself as a human whether it would be mastering a talent of arts and crafts or making music as a former musician. Human motivation is formed by people seeking fulfilment through personal growth according to Maslow (Green, 2000.)

2.4 Shared experiences

Daily mail reports about a study published by psychological scientist Erica Boothby, of Yale University in New Haven, Connecticut. The outcome of the study reveals that experiences become more intense when shared with others. According to the report even sharing experiences in silence with others makes us more attuned to what we perceive. The company of others strengthens the perception of the experience weather it is positive or negative (Griffiths, 2014.) It has been noted that people are shifting away from consuming things to experiences and according to an article in the guardian, new figures show that this trend is continuing to rise. By consuming less, we are experiencing more. *"If you think about the 20th century, the big dominant value system was materialism, the belief that if we had more stuff we'd be happier"* says James Wallman who works as a trend forecaster

and is the author of *Stuffed: Living More with Less*. He continues to claim that what he describes as experientialism is more about finding happiness and status in experiences. (Usborne, 2017.) Psychologist Amit Kumar explained in their paper *Waiting for Merlot* that the reason experiences provide greater satisfaction than consuming things is due to the anticipation. Before purchasing a thing, people can often feel mostly frustrated but when anticipating an experience the feelings are mostly happy. The study also found that the happy feeling after an experience stays for longer as it is imbedded in our memory (Kumar, Killingsworth, Gilovich, 2014.)

3. The Elderly

3.1 Aging and wellbeing

When work no longer determines the schedule of a day one can be called retired. However not many are capable of doing nothing day in and day out, neither should this be the case. 57000 Finnish workers retired last year in 2016. Turku University is studying about life at the brink of retirement where 6000 municipality workers take part in. The study has already showed signs of increased activity levels and healthier lifestyle including healthy dietary changes and longer periods of sleep. Challenges when retiring are clearly changes of the social structure as colleagues are left at the workplace and the person retiring needs to build the social network again or at least re-structure it. Finnish people have in average 20-30 years left of their life after retirement, it is safe to say that it is not indifferent how it is spent (Sandell, 2017.) World report on ageing and health 2015 - a report done by World Health Organization implies that sadly there is little evidence on the saying that the longer life would be, the better and healthier it would be experienced. "Unfortunately, 70 does not yet appear to be the new 60," says Dr John Beard, Director of the Department of Ageing and Life Course at WHO. However, Dr Beard still believes there could and should be a change in this. (WHO, 2015) Maybe this is something that could be changed via qualitative experiences. The research article *Association between sleep disturbances and leisure activities in the elderly: A comparison between men and women* states that both social and physical activities play an important part in whether how well or poorly someone sleeps. It is suggested that a person over 60 years old taking part in some activity during the day is anticipated to sleep well and for a longer period of time. The article presents that different sleep medication is popular amongst the elderly, which leads to undesired side effects such as impaired memory and daytime functioning. Even though poor sleeping habits often are a chronic condition amongst the elderly both memory and energy levels are believed to improve with a stimulating daytime programme.

(Hellström, 2014.) This clearly shows that by providing stimulating and enjoyable experiences of all sorts it would generate to less medication and therefore healthier humans. Senior researcher Erja Rappe from Ikäinstituutti claims that even a slight visit to the outdoors has a tremendous impact on the ability to function and lifts the spirit of the elderly while the quality of sleep improves (Pölkki, 2016).

Elderly people, especially people living in service homes can often lack a sense of purpose in life, according to journalist Jeanette Östman. Reasons that creates well-being in elderly people's life is often found in everyday tasks and builds on the person's self-image. The idea of life purpose being one of the most important forces of human life can be understood as having the need to perceive existence and one's place in the world. A person needs to feel that one's life and actions in life has meaning. Having purpose alone is not enough and according to a study about the mind of the elderly by Ikäinstituutti an elderly person also need something to achieve and strive for in life. The study indicates that elderly people have the desire to keep developing oneself and reaching minor goals. Everyday life for the elderly should build on the person's interest and former habits (Folkhälsan 2015, 28.) For every individual, as important as it may be to feel a sense of purpose in life, it is also of great importance to feel valued and cherished by someone. The human species is wired to feeling purposeful, respected and needed. A study conducted already in the late 70s proved that residents of a nursing home who had more personal responsibility had better physical and mental well-being. The study was done by psychologist Ellen Langer and Judith Rodin. In the study one group of residents were told to arrange furniture in their room as they desired and to choose what plants they wanted and got to nurture them by themselves. They also got to choose which movie night they wanted to attend. The other group had less power to make decisions. The residents were told when to participate in movie nights, the nursing home staff took care of the plants and chose furniture from them. After three weeks, the residents of the nursing home in the first group showed significant increase in their physical and mental wellbeing. The other group showed declines and some stayed the same (Fried, 2014.)

One of the most important factors in elderly wellbeing aside from nutrition and exercise is a social network. It is inevitable that an elderly person's social network will change when a person moves into a service home or after a spouse has deceased. This is why it is important when designing experiences for elderly to plan out social interaction and how they can happen naturally. Christoffer Treis gives examples of activities for elderly to increase well-being in an article regarding tips for elderly to age happily. Christoffer says that a good exercise for an elderly person is to lie straight down on the floor and then get up again. This is both a mental and physical exercise since many elderly have difficulties with

these kinds of movements. This can be seen as a metaphor for designing experiences, for an elderly person the exercise can be a small individual step that one has to conquer both mentally and physically. Treis also presents the three most important factors of happy aging: the first being good nutrition and enough hydration. Exercise is the second factor and he argues that even a little bit of exercise can have a big impact on the overall wellbeing of the elderly. The final element in his tips for happy aging is social networks. Interactions with others stimulate the brain and makes us practise responses and flexibility. Christoffer argues that dance is a great activity for elderly; it practices both physique and coordination and provides social interactions. These aspects help to produce happy feelings. (Folkhälsan 2016, 39.) According to a fairly recent article in Helsingin Sanomat the care industry has woken up to the benefits of implementing art and nature activities for the elderly in the care programme. Christine Oesch-Börman from Ikäinstituutti - Centre for research and development in applied social gerontology says there have been many positive results for the personnel as well as the patients when doing creative art (Pölkki, 2016). Neurobiology professor Jarno Mikkonen claims that “We are made to move, we are designed for the nature” (Päivänen, 2017). Mikkonen claims that nature elements in life calm down and the concentration increases giving more capacity for creativity (Päivänen, 2017). People working with elderly in service homes should not think of working in a hospital treating elderly as patients but rather that they are coming to work in elderly people’s home treating them as human individuals. There is happening a clear change in attitudes that is well needed but it is a slow process describes Jari Piihonen, who I currently writing his doctoral thesis about good life for elderly people in service homes (Vanhalakka, 2015.)

3.2 Designing experiences for elderly

In order for experiences to occur for elderly living in service homes some details must be designed in the structure of the milieu. Many new service homes for elderly are increasing the importance of designing a homelike atmosphere for the elderly to make their stay both more functional and enjoyable. The milieu and atmosphere has an incredible impact on us according to Folkhälsan Syd, it has to do with interior design, the aesthetics, for e.g. colours on the walls and lighting. The executive chief Kira Exell-Paakki claims that by dampening the lighting before bedtime we can signal that it is time to go to bed and she also suggests that it is important to take all the side noises and smells into account. When designing service homes one thing to take into account is to take away the smell of a sterile hospital and replace it with the smell of freshly brewed coffee in the morning. For residents with memory loss the smell sensations can be very activating. Another important factor is designing spaces where social interactions can occur naturally. How the environ-

ment is designed can affect our social relations. With long narrow hallways without meeting points there are no natural places to sit down and have a discussion. It can be difficult to create a homelike feeling since the perception of home differs from one to another. It is however possible to design an atmosphere where social interactions happen more naturally and how we interact with each other, both staff and residents of the service homes. Milieus can in fact have a strong impact and promote wellbeing. It can also lead to negative effects if it is poorly designed and if the personnel is stressed and not feeling well it can have a negative consequence on the elderly and vice versa. When designing service homes, it should be taken into considerations to create spaces where experiences can happen as experiences can have a positive effect on the well-being of elderly (Folkhälsan 2015, 27.) The World Health Organization defines active aging as “the process of optimizing opportunities for health, participation and security in order to enhance quality of life as we age.” (Viglund, 2013). Elderly people living in nursing homes are medically well cared for but many other aspects of their life could be improved (Viglund 2013, 5.)

Riikka Janatuinen has worked as an event organizer amongst the elderly for 11 years. Janatuinen says that one should first think about the event or activity that is about to be organized and then think about how it is adapted to certain segments, in this case the elderly. She would like to see more cooperation between different generations. Activities bring people together says Janatuinen and thinks that specially for elderly people the social aspect is important as family or friends might not be able to socialize as often. Many times, the elderly people claim they have a spirit of a youngster and a body of a retired person. In order to be able to keep providing experiences to the aging generation some aspects are good to take into consideration. It is always useful to have enough space since many use different tools of aid for example a rollator or a wheelchair. For the same reason, it is good to know the whereabouts of doorsteps, steps as well as the materials or the terrain of the venue the participants are going to walk on. Materials like sand or snow can be difficult to operate on if the wheels on a wheelchair are small or if the surface is very soft. For some people steps are manageable if there is a handrail available and clearly the amount of steps is also a deal breaker. It is of importance to consider the guests whole journey at the venue or event, are there going to be any problems at the toilet, is the elevator big enough and do the doors open automatically or is assistance required. Janatuinen has noticed that often humans tend to be ashamed of their weaknesses or lack of strength therefore it is good to offer help and assistance without asking, preferably discreetly due to the realization of one's body aging and not being able to perform as before is a process that takes time to make amends with. Knowledge is power, be attentive to the small yet significant details that keep the guests calm and on top of things such as where the restroom is and what the timetable looked like. In a group people tend to

have different “disabilities” for example if someone has trouble memorizing something, answer in a polite and informative way in order to spare the person of feeling ashamed. Repetitive questions from a person with memory problems might cause irritation or awkwardness in the group, make sure to address this in a neutral way. Even though someone doesn't hear, remember everything or have problems speaking persons can still feel bad vibes in the room, this leaves the event organizer with the task to read the room and act accordingly in order to consider to individual needs even though catering for a group of people. There are always stereotypes but as event organisers it would be important to think outside the box or at least recognize that not all old people love bingo.

As discussed earlier in the thesis, multisensory perception is considered an important element in the experience pyramid when creating meaningful experiences (Tarssanen 2009, 13-14). Using senses when creating events and activities make the experience cater for a wider audience as all senses are provided with an element of entertainment. A study has shown that patients rated their experience at the therapist higher when waiting in a room that was aesthetically more appealing and comfortable than patients waiting in a clinical and sterile room rated their experience with the same therapist. When rating an experience the concept of a milieu also includes the social milieu, how the staff treats the elderly and how social interactions with other residents occur (Folkhälsan 2015, 27.) This shows that by designing spaces with a more enjoyable aesthetics we can affect the overall experiences of the elderly when designing activities and experiences. This indicates that sight plays an important role when designing experiences for elderly. Although elderly people might lack the ability to use some of the 5 senses to a full extent, when taking part of an experience, using elements that strengthen the other senses can result in stronger perceptions of an experience. When designing experiences for elderly one should take into account that colours have an impact of how we perceive things and how they make us feel. An example to demonstrate the feelings colour produced is what colour of clothing one uses when training. The colour red should be used when training in a more intensive way as the colour red is a driving force. For social training one should use the colour yellow as it gives out the most positive vibes. For calm and slower training white or pink can be a good choice (Folkhälsan 2016, 41.)

Music can awaken feelings throughout our emotional register. The reactions towards music is based on an individual's taste in music and their former music experiences. The emotional effect can come very quickly and even overwhelmingly. This is because music enhances nerve impulses that travels to the brain cortex and to the brain's emotional centre called the amygdala. This fast track to the emotional centre is faster and can therefore awaken memories and feeling that the music produces in the brain before the intellectual

brain starts to make sense of it all (Folkhälsan 2015, 19.) Therefore, music can be used for creating experiences for elderly, even if their functionality has slowed down. The same applies with the sensation of smells. The Srivastava's (2016) report in their study about fragrance, aroma and emotion that: *"Inhaling a pleasant aroma can be a pleasurable experience and pleasant fragrances can improve our mood and sense of wellbeing. Smell can evoke strong emotional responses and when we like or dislike any smell that is completely based on emotional connections"* (Srivastava, Srivastava 2016, 252-256.) The subject of aromatherapy in elderly care has been studied for over 20 years and some evidence has been found of positive health effects such as that diffusing lavender at night caused the reduction of sleep disturbance in elderly. A study in Japan by Salotu found that even a five-minute aromatherapy massage twice a week reduced psychological stress. The study was done with 11 elderly long-term hospitalized patients. A third study claims that aromatherapy massages increased the self-esteem of elderly women in Korea when used in elderly-care (Buckle 2000, 240-248.)

Researcher Taina Kinnunen from the University of Eastern Finland is currently leading a research project on how touch can impact the care of elderly people. According to her Finnish people have improved their hugging skills but that there is still room for improvement as the undertone for showing affection and taking human contact is still quite conservative. The younger generation seem to find touching more natural than the older generation. Touching amongst men is still easily found sexual and therefore patients may find the touch coming from a male nurse for example sexual when undoubtedly this is not the case. When using the sense of touch when interacting with the elderly it should always be respectful and communicate caring not dominance nor power. The touch is always perceived and interpreted in some way by the recipient regardless of the sender's intention. When gently tapping a person's shoulder or pressing someone's hand oxytocin begin to produce in the body, this gives a calming effect and makes the person feel safe and cared for (Oksanen, 2016.) Therefore, when creating experiences and activities for elderly the sense of touch is something to consider to the programme to maintain a relaxed and happy atmosphere. In situations where other senses amongst the participants are degraded such as hearing touch is a good communication method as it is highly personal and strongly interpreted, at times more powerful than the spoken word. The final sense of the five is the perception of taste. Although it is reported that many elderly people have reduced taste perception when they eat they still have oral somatic sensations from the texture of the food (Fukunaga, Uematsu, Sugimoto 2005.)

An experience designed for the elderly segment does not have to involve all the senses and can be as little as listening to a musical performance that brings back memories from

one's childhood or an aromatherapy session that evokes feelings and enhances wellbeing through smell and touch. Experience creation is starting to pay greater attention to the multi-sensory experiences. The Peabody Museum in Salem, Massachusetts has recently hired its first full-time neuroscience researcher to help develop its neuroscientific initiative. Dan Monroe, the executive director and CEO, who has done a large amount of reading about the brain and its functions said *"If you are actually committed to trying to create experiences of art that are as compelling and meaningful and as rich as possible, it would be a good idea to better understand how brains work. It's such a basic idea, I'm astounded that it never struck me before"*(Ziv, 2017). Last year the Peabody Essex Museum held an exhibition comprising of a multisensory experience by using smells and tactile stations. Spoken narratives and infographics were also used; it was the museum's first attempt to incorporate ideas from the brain science into the works of art. (Ziv, 2017.)

3.3 Ageism

Ursula Staudinger, the director of the Robert N Butler Columbia Aging Centre at the Mailman School of Public Health argues in her research about positive aging that negative mind-sets towards age is preventing us to see that the vast group of elderlies are robust, active, highly functional as well as capable and talented. This narrow-minded way of thinking has resulted in the lack of social structures or roles for these active elderly people to participate in society. The benefits of an active lifestyle in the later years is thought to add years to life by adding meaning to the years (Fried, 2014.)

Staudinger said that many of her elderly patients felt it difficult to find a role for them in the world where they could make a difference because they felt like they were treated as socially useless. When the elderly move into retirement age they suddenly have to shift their purpose, meaning and opportunities into something unknown. This space in their mind however can often be filled with fear (Fried, 2014.) According to McEwen, director of support and development at Shared Live Plus there are stereotypes of the elderly and her suggestion for breaking them down is co-operation across generations. This is an efficient tool when tearing down barriers between groups of people as this will create understanding among the people of different ages. She continues to describe how the elderly have a wealth of skills and experiences that would be valuable to share with the younger generation. However, when reaching an old age, especially when the needs for care and support comes in, the experiences and knowledge are at risk to be forgotten (Johnson, The Guardian 2015.) Elderly people used to be treated with dignity and respect, which seems to have changed over the years. A 60-year old man from Sweden said that when he was young the elderly people were treated with respect. He talks about the fact that when an

elderly person stepped aboard a tram, people used to stand up and give away their seat, nowadays that rarely happens if at all. Elderly people should be treated with respect, one reason for it is their special vulnerability. Both physical and mental vulnerability. Elderly are more prone to diseases and injuries. As humans grow old it is natural to think about mortality and specially those coping with sickness and injuries might suddenly become closer to death. This can be perceived as mentally challenging and is referred as existential vulnerability. It is the responsibility of the younger generation to change their view on elderly by showing support and empathy towards them so they can find motivation to live a meaningful live after making these realisations (Nordenfelt 2010, 94-99.)

4. Business Opportunity in the Experience Field

There is a new growing market coming up, the “grey” market. These former baby-boomers are now 65+ and getting into their retirement. Their material needs have mostly been fulfilled and with money and time on their hands they are now seeking experiences. However, most companies are not serving the needs of this “grey” segment and many 65+ people feel as if the advertisements are not directed at them. This is mainly due to fact that young people often dominate the marketing departments. A Lot of stereotype is still around although the elderly today as consumers have radically changes from their previous generations. Fast.Map, a marketer, and Involve Millennium, a consultant, found in their study that up to 68% of the British aged 65-74 “don’t relate” to advertising they see on TV. As discussed earlier the definition of elderly is over 65 years old although a person aged 85 is not the same as 65, this is a big issue when targeting the older generations. According to the estimates of the United Nations the global over-65 population will rise by 181% by 2050 while the 15-65 populations will rise 33% in the same time (Murgia, 2015.) The economist argues this will be the “biggest and richest group of pensioners in history” (Schumpeter 2016). The aging population of the world is driven by declines in fertility and people living longer (National Institute of Aging). Many industries are treating the “grey segment” as simply old people and targeting their marketing to old consumers. Writing “for age fifty-plus” on consumer goods only produces poor sales. Some industries have seemed to take notice of the growing “grey market” and those industries include healthcare and automobiles. McKinsey Global Institute reports that: *“The older consumers are one of the few engines of growth in an otherwise sluggish global economy.”* (Shumpeter, 2016). A research done by BCG found that material possessions are no longer as important for this new segment of “grey’s” as for previous generations, and they are more interested in acquiring experiences, especially through travel and study (Schumpeter, 2016.)

As people grow older then before many are in fact living longer in retirement stage of life then in their working career. It is about time that the experience industry starts taking notice of the business opportunity of the “grey” segment! The situation in Finland seems to be taking baby steps but some companies are starting to recognize the importance of this topic and for some voluntary work regarding the issue has evoked. Automies is run voluntarily and it offers transportation for elderly people to visit friends, family or for recreational purposes such as visiting cultural and natural attractions. The purpose of Automies is to promote wellbeing of older people.

4.1 Technology and elderly

“Every person should use and spend their own money. Even relatives are pleased when grandmother is feeling well. Use your own money for your own wellbeing” (Larsson, 2016). Aira Samulin 90 years old, said that her proposal for elderly is to spend their money on technology that enhance their wellbeing in an interview for Uusimaa News. Aira speaks on behalf of the older generation and claims that the elderly who live at home and can take care of themselves with the use of new technology even makes their relatives pleased when they know that their grandmother is feeling well. Her house is equipped with technology in every room, there are sensors that send notifications to her granddaughter if she has fallen or if she leaves the doors open. There are even sensors in her fridge to remind her to eat. The elderly should not be afraid of technology according to Samulin, it can really be of great use (Larsson, 2016.) Technology can also be used for social interactions. There are a lot of prejudice regarding the use of technology among elderly, both towards the elderly by younger generations and among elderly that tend to think that they have coped well without computers for this long and see no point in using them now. Thomas Morton, from the University of Exeter physiology department said the following *“Human beings are social animals, and it’s no surprise that we tend to do better when we have the capacity to connect with others. But what can be surprising is just how important social connections are to cognitive and physical health.”* (Morris, 2014) Morris suggests that the concept of computers should shift away to using tablets that are more intuitive and easy to use. By focusing on apps that enhance their quality of life and are easy to demonstrate, such as Skype that lets you stay in touch with loved ones far away. and instead (Morris, 2014).

4.2 Social Media use among elderly

A research conducted in Italy and England has shown that teaching elderly to use social media improves their cognitive abilities and can therefore have a positive impact on overall mental and physical wellbeing. The study argues that those elderly people who are capable of using social media sites feel less isolated due to connections they make with family, friends and even strangers who share the same interest (Morris, 2014.) Founder and owner of David York Home Healthcare Agency Anita Kamiel suggests in an article regarding The internet, Social Media and The elderly that elderly people emphasize mostly the informational and educational aspects of the internet. Some have discovered the beauty of having everything at hand through a simple click from book reviews to governmental issues. The Internet can be used as a gateway to the outside world from the comfort of one's home, this is especially important when mobility is starting to get harder. As

youngsters are moving away from Facebook onto other social media sites, it serves the needs for the elderly quite well. Elders have also found that Skype brings relatives closer than a traditional phone call. As the younger generation tend to use social media in a self-centred way, the elderly, who tend to be more private in their matters, use it to connect with other like-minded people (Kamiel, 2016.)

In Finland you can find Facebook groups for almost anything and groups for directed for elderly wellbeing and for elderly with a specific interest are increasing. In a group called Proud Age there are about 4600 members who share articles about elderly and promote the positive image of aging. In the group description states the following *“Proud Age is a visionary revolution for the sake of valuable aging. It is time to see the wrinkles as beautiful, to make the field of elderly work desirable and to create new success stories for Finland by supporting the wellbeing of the elderly”* (Proud Age, 2017). Proud Age comes out with a magazine that provides concrete examples of how to develop elderly work on an individual level as well as in our society. Proud Age is a force that drives the need for changes in the attitude of aging in a creative, inspirational and professional way. An example of a Facebook group intended for elderly to find others with the same interest would be the Facebook group “Tanssivat Eläkeläiset”. The group is indicated towards all elderly people who like dancing, for sharing thoughts and finding like-minded people. The purpose of the group is to activate the elderly so that they can make dancing their hobby. Using social media and technology when designing experiences for elderly can increase the sense of community. Even elderly with mobility restrictions can have a better experience sensation with the use of technology. For example, creating better hearing aids or spaces easily accessible for elderly in wheelchairs.

Some experience providers have already started to pay attention to the elderly segment. The yearly music festival in Turku, Ruisrock has started providing free entrance and logistics to elderly 70 and above. It sparked media attention a few years ago when it started as part of the festival turning 40-years, and has had positive feedback since (Ruisrock, 2017). This type of experience with motivators like free entry might interest the elderly population today. The elderly generation that grew up during difficult times and have gotten accustomed to saving their hard-earned money and taking advantage of discounts and things free of charge. However, as previously mentioned every generation is different and we must study their needs and interests for the future in order to design experiences that will benefit the elderly as well as the experience economy. The baby-boomers are next in line and they are ready to spend their relatively large pensions on experiences, this is why the designing of them needs to start now.

5. Research Methodology

This chapter will demonstrate the process of conducting the research. Research methods will be discussed and the decision of the methodologies that have been used. The term research is very general and it refers to an activity that involves getting information and finding out more in a systematic way. Different research methods are a set of tools used to explain what you have researched. There are both quantitative and qualitative research methods. (Walliman 2011, 1-15.) The later one will be explained briefly and how it has been utilized in this research. At the beginning of this thesis desk research has been used as a type of research methodology. Desk research refers to secondary data collection from internal sources including the Internet, from libraries and published reports and from secondary data that includes the library, newspaper articles, internet sites, and the authors own perceptions after working closely with the target group of elderly people and discussions with elderly people and people working with elderly.

The second part of the research method of this study was conducted with a qualitative approach with the use of two focus groups. When conducting a research there are two different ways: qualitative and quantitative. In this study, a focus group has been used to conduct the study since it gives a deeper insight into how people think. Other alternatives would have been to use a survey as part of a quantitative research. As the target group are elderly using focus groups seemed like the appropriate way to go. The data for the thesis was collected during the months of March and April of 2017, and the focus group study was conducted during the beginning of May.

5.1 Focus Group

The following section of this thesis will focus on the methods that were used when collecting data for the arguments presented in the introduction and based on them conducting a focus group research to get answers to those questions. Focus groups are a type of quantitative research that gives more in-depth information. Focus groups are group interviews where each member is asked the same questions and it may later spark a conversation giving valuable information. The optimal group size of an effective focus group has 7-12 participants; this is because it promotes discussions yet enables the facilitators to hold the group on point. Questions asked can be both open ended or close-ended depending on if the facilitators want to promote conversation or not. The facilitator often talks to the whole

group and can sometimes also address questions to an individual in the group. The facilitator is responsible for maintaining the discussion. Group discussions in the focus group produces valuable data and insights. (Hirsijärvi, Hurme 2011, 61-63)

5.2 Focus group introduction

The purpose of the study done at Saga was to examine whether the previously conducted satisfaction survey results had anything to do with the experiences provided at Saga. When conducting interviews with elderly it is important to remember certain restrictions of the group members such as memory loss and bad hearing. These factors are however not an obstacle for conducting interviews and this is why the focus group method seemed suitable for the target group. After the decision had been made that the suitable research method of the study would be using a focus group the timing of the interviews had to be considered. It is important to consider the location of the interview. It is crucial for the study to succeed that the participants would feel comfortable sharing their thoughts and opinions. The material needed for the interview should be gathered in advance (Breen, 2007). For this case, an iPhone will function as a tape recorder and pens and paper for taking notes. For the focus group interview to run smoothly a focus group schedule was conducted. The planned duration of the session was one hour. The session outline begun with the welcoming of the focus group, followed by a brief introduction of the topic and the duration of the interview. This followed by the assurance of the confidentiality of the interview and asking for permission to use the answered questions for conducting this study. The questions that were asked during the focus group interview were designed to answer the research questions of the thesis. The questions were formed as following:

- Travel back in time. Can you describe a particular event when you remember being especially happy?
- Can you describe a happy memory from your time here at Saga?
- Can you describe the highlight of your day?
- In what types of activities/experiences do you like to participate, are there something you would like to add to the programme?
- What would you find challenging when participating in an event or activity?
- When was the last time you learned something new? How did it make you feel?
- What would make Saga a better place to live?

Themes found in the theories such as the wellbeing of elderly, importance of sharing experiences and self-development were carried out in the questions presented to the focus group. The authors of this thesis wanted to find out what activities the elderly were participating in and what motivated them to participate. When generating the question for the

focus group the essential information was first asked such as name, age and how long the residents had been living at Saga. The focus lay not so much on gender and length of stay, although them too are interesting factor too, but rather on the specific answers regarding what made them like living in Saga and their memories regarding their stay there. The authors of this research wanted to find out whether the participants thought the activities and experiences provided at Saga where of meaning to them as well as what could be improved in that field.

The residents of Saga were then invited to participate in the interviews. The focus group session was marketed in the Saga weekly activity schedule and as every activity on the schedule it was voluntary. The residents are given leaflets with the programme of the following week each Sunday. Gathering of the group was rather easy. The authors had been marketing their quest of a focus group in the weekly leaflet When conducting a focus group study it is important, as earlier mentioned, to have a peaceful and relaxed setting therefore a familiar space that invites to discussion was chosen. For focus group number one this meant the hobby room and for focus group number two this meant a sofa setting next to the library. The turnout of the participants where more than expected but the group size was moderate as the preferred group size of a focus group is 7-12 participants. Altogether there where 24 participants who joined the focus group session. The focus group were sat down in a circle in order to spark casual and natural conversation. The questions were asked in timely manner and the facilitators remained firm and clear with the questions but also allowed some spontaneous conversations to flow. The participants seemed to enjoy the session and found it effortless to speak and share their stories.

The questions were not mandatory for everyone to reply to and due to this the discussion arose within the focus group providing valuable insight and insight into the mind of the elderly. However, some of the answers were mostly agreeing with the response of the previous participants reply. Therefore some participants might not have given original answers, as they might have if the questions would have been asked individually in an interview instead of presented in a focus group.

6. Does experiences matter for Saga senior residents?

Saga Kaskenpuisto and Saga Kaskenniitty were chosen for the study since one of the authors was familiar with the company since she had been working there organizing events and activities. Saga orders surveys from Innolink on customer satisfaction at a regular basis. In the survey, all aspects of customer's service are measured from patient care to restaurant experiences. However, this thesis mainly focuses on the data concerning leisure time activities and general satisfaction. The results of the previous customer satisfaction survey indicate that the residents are very happy at Saga. The senior resident homes, according to the same study have several long-term residents, some of the residents have lived at Saga since it was built. An interesting result in the study is that it seems that those residents that have lived longer in Saga also enjoys their time better than a resident that has only lived in Saga for one year. Every year leisure activities and programmes have gained positive results. One of the reasons Saga was chosen as a case study for this thesis is to examine whether the satisfactory of the residents is due to the experiences and activities provided at the Saga. This thesis was neither commissioned nor sponsored but created in cooperation with Saga Care Finland.

6.1 Saga Care Finland

Saga Care Finland is a part of the Esperi Care concern. Saga Care is one of Finland's biggest serviced housing and residential provider for seniors. It offers rehabilitation, wellbeing services and care for seniors in a purpose built homelike environment. Esperi Care provides medical service as well as assisted housing services to elderly, mental recovery patients and to the disabled. Their mission is to forecast the needs of the society and the healthcare industry in order to be the leading service provider on the market. Esperi Care aims to develop new and diverse forms of living to support a humane and good life to their customers. The company was founded in 2011 and the CEO is Marja Aarnio-Isohanni. At the moment there are six Saga Care homes in Finland, in Turku, Rauma and Helsinki. They are maintained by Ruissalo Foundation, a Finnish non-profit organization founded in 1993. Ruissalo Foundation have made it their goal to make the Saga homes a special and qualitative place worth experiencing.

Saga Kaskenpuisto is the first Saga senior residence built by Ruissalo Foundation and was opened to the public in 1995. It is conveniently located a few kilometres from the city center in Turku with good services nearby. Saga Kaskenpuisto has 126 apartments ranging from 34m² to 65m². All the apartments have an open floor plan and have a private

kitchen and bathroom. The rental apartments are built for independent living and can be either furnished or left to be furnished by the liking of the residence. Housing is available for long- and short term rental. Saga Kaskenpuisto is designed for interaction and the common areas include a gym, sauna, in and outside swimming pool and a library as well as a winter garden that is green all year around. Wellbeing services such as physiatrist and a hairdresser can also be found in the building. Saga Kaskenniitty is situated next to Saga Kaskenpuisto in a green, park like environment in Turku. Saga Kaskenniitty has 207 apartments and was opened in 2008. This building as well has gym, sauna, in and outdoor swimming pool. The wellbeing of the residents is kept up to date by the physiatrists, spa and the hairdressing and barbershop services. One of characteristics of Saga senior residences is the programme offered. There is a variety of programmes and activities both mental and physical. The number of attendees at the programs is high (Lehto 2017). The programme is designed and planned by the in house event coordinator and the residents have a chance to impact the programme. The schedule changes with the seasons providing up to date activities and entertainment. Special holidays and other festivities such as Christmas and independence day are celebrated with musical performances and speeches to name a few. Saga Kaskenpuisto and Saga Kaskenniitty are situated close to each other, only one street separates the two buildings from each other. Their proximity to each other means that both houses have the same management team and several members of the staff work on both sides. However, the residents have a strong feeling of community within the building and are proud of living in their chosen senior residence. The event coordinator works in both houses and most of the programmes are provided on both sides. The week contains programmes such as led exercise and gym sessions, arts and craft, language clubs, discussion and reading sessions as well as in and outdoor games. Once a week there is a music or dance performance for the residents to enjoy. Come summer every Tuesday is an experience day as a trip is organized to different sights and beautiful locations in the nearby area. Theatre and musical trips are made throughout the year depending on interest. Every summer for example Kaskenniitty has its own garden party to start the summer and Kaskenpuisto has a venetian nights themed garden party to end the summer with. Entertainment is ensured by music and art performances as well as delicacies from the grill. These are just a few examples of annual events that are very important gatherings for the residents and are a perfect opportunity for the residents to mingle and build relationships and strengthen the community. It is also valuable for the staff-resident relationship so see the nurse in a little different surrounding, this opens new windows of discussion and makes memories that can be looked back at on a rainy day (Appendix 3, Viikko Ohjelma).

6.2 Focus group participants

The focus group in this study consisted of 24 participants in total of whom 21 persons were female and 3 persons were male. The age of the participants ranged from 78 to 97 years old. They had lived in Saga Kaskenpuisto and Saga Kaskenniitty from 1 to 20 years. The participants came from different areas in Finland, the majority had been living in the Southwestern parts of Finland but representatives from the Karelia and Central Finland could also be found. The residents of Saga were invited to participate in the interviews and those that attended did so by their own will. The focus group session was marketed to the participants in the weekly activity schedule and as every activity on the schedule it was a voluntary. When conducting a focus group study, it is important, as earlier mentioned, to have a peaceful and relaxed setting therefore a familiar space that invites to discussion was chosen. It is crucial for the study to succeed that the participants would feel comfortable sharing their thoughts and opinions. For focus group number one this meant the hobby room and for focus group number two this meant a sofa setting next to the library. The focus group were sat down in a circle in order to spark casual and natural conversation. The participants seemed to enjoy the session and found it effortless to speak and share their stories. As the session was voluntary and no registration was required there was a slight risk that participants would not attend the focus group session. Luckily for the authors the amount of participants was good. The participants were divided into 2 groups as the optimal size of a focus group is 7-12 people.

6.3 Results of the focus group questions

Question 1. Travel back in time. Can you describe a particular event when you remember being especially happy?

Focus Group 1. The first question in the focus group session was about blissful memories in the participants youth. This was a very personal question however the answers were quite similar, many seem to experience the happiest moments when surrounded by friends and family. Everyone described their memorable times being with their husband, children or someone in their close social network. Christmas, childbirth and weddings were dominant memories amongst the participants in focus group one. All of the memories shared one thing, they all involved sharing an experience with someone else.

Focus Group 2. The dominating factor in the second focus group when asked for a particularly happy memory from the past seemed to be a memory containing elements of self-actualization. One participant described a the feelings of happiness when she was chosen

for the lead role in her school's Christmas play and after hours of practising at the mothers she finally got to perform on the main stage of her elementary school. Another participant described how she got to sing at the school's graduation and a third participant described how she learned to dance at the local dance in a barn. After further discussion about the subject many memories of shared experiences with loved ones came up.

Question 2. Can you describe a happy memory of your time here at Saga?

Focus group 1. The members of focus group number one interpreted this question a bit differently. The most dominant interpretation was to describe what makes the participant happy about living in Saga rather than sharing a specific event or happy memory from the time during their residence in Saga. Several things made the participants happy. They enjoyed the activities and they all agreed that that is what keeps them active and sharp minded. One participant especially pointed out the joy of card games and another the enjoyment of outdoor games. One participant wanted to point out the feeling of home that is present and another the cozy and positive atmosphere in the building. A woman felt happy just by being able to live at Saga and feel safe. All participants agreed upon that it had been a satisfying decision moving to Saga. The importance of family was also present in this question as one woman said a very happy moment for her was when her sister came to visit, this event made the participant feel at home

Focus Group 2. When asked for a particularly happy moment from the time living in Saga the participants described the feeling of safety and relief after moving to Saga. Many of the participants praised Saga for the good quality of Service as well as the large amount of activities and experiences they provide. Some of the participants pointed out that the development of new friendships with other residents and staff at Saga had made their stay more enjoyable.

Sinikka 83:

"I moved here in September and I only brought a few things with me. I took measurements of my room and thought not that wont fit there and this won't fit here. December came and I didn't even have a carpet on the floor or curtains by the windows. I could not think of anyone who could help me with fixing carpets and sewing curtains and myself I could physically not do it. One evening I panicked and opened my computer and went online. I then wrote the search words Turku and curtains. What I then found was a company that said they will come to your home to take measurements and make suggestions and then comes and sets everything in place for you. I called them the next morning. They came, took measurements and together we planned the colour scheme and in a few day my new small apart-

ment at Saga felt like home. Christmas was just around the corner and I felt excited about having family visit me there and show them my new home. After this experience, I have suggested the firm to all my friends!"

Sinikka later described the feeling of satisfaction she felt from tackling the problem on her own and accepting the help from an outsider and how it made her feel so happy she now has a place to call home in the new period in her life. Sinikka described that it can be such a big process moving into a small apartment but after this experience she felt great about it. Many of the other participants agreed that the process is difficult but all agree that the choice to move here was right. Sinikka has given the authors the right to quote her in this thesis.

Question 3. Can you describe the highlight of your day?

Focus group 1. The dominant opinion when asked about the highlights in a day amongst the participants in focus group one was clearly built by ordinary events. A participant started by saying that in her age it is the simple things that mean the most, this was followed by many agreeing nods. Two persons said their best time is in the morning when they realize they are still alive and in good physical condition, that they can move their limbs by themselves. It was clear that the autonomy and the ability to independently move was cherished and valued every day. The smell of freshly made coffee was a dominant reply since all the participants mentioned that a coffee break either in the morning or afternoon was a particularly enjoyable moment. Activities and some stimulation during the day was so important it was mentioned as a highlight by some of the participants from the focus group number one. Many considered the afternoon a pleasant time, as several participants seemed to be occupied by errands earlier during the day. This left the afternoon for relaxation such as afternoon naps. A woman told that her highlight was when she could snooze of in her chair next to her husband after enjoying an afternoon coffee together. Food brought joy to many in the focus group as stated above, however one participant described the frustration of losing the appetite for food and therefore on those rare occasions when food brings joy it is felt as a valuable moment.

Focus Group 2. Many of the participants described their favourite part of the day as something in their routine and the comfort of living in a service home and accepting it. The participants either described their moorings or the fact that they get food that they do not need to prepare for himself and one participant said that not having to deal with dishes was her favourite part of the day. One participant said her favourite part was when her children visited. Another responded that her favourite part of the day is when she gets to

sit down for lunch and the fact that she does not have to take care of the dishes afterwards makes her glad. The group agreed that a big part of daily happy moments is the fact that the body and mind is still functional but also accepting that the help is around when needed. Everyone also agreed that being able to make a cup of coffee in the morning served in the fancy cup while reading the newspaper is a happy moment. Pirkko 90, told that her favourite part of the day is her morning swim that she does every day except for Thursday, that is the day they are cleaning the pools.

Question 4. In what types of activities/experiences do you like to participate, are there something you would like to add to the programme?

Focus Group 1. The focus group number one started by praising the programme already existing in Saga. Many of the activities the participants found enjoyable such as excursions, competitions, quizzes, exercises, games, musical events, theme nights and special interest clubs exists at Saga but this is also activities the participants want to continue taking part in. The participants enjoyed the diversity of the programmes but agreed that the activities were mainly a reason to socialize and have fun, regardless the nature of the scheduled programme. A few new ideas were also presented. The participants said they desired to keep up to date and found language- and IT-courses interesting, something they wished to see on the programme in the future.

Focus Group 2. The residents of Saga all agreed that there were a lot of activities provided for them and they like to participate in most of them. Some participants of the focus group said that they like all the exercising and other liked listening to performances while some liked activities that involved conversations. one could agree that all the activities described involves a sense of community. Focus group number two were satisfied with the existing programme.

Question 5. What would you find challenging when participating in an event or activity?

Focus Group 1. A dominant answer in focus group number one when asked about possible difficulties faced when participating in an event or activity was unanimous: mobility and hearing. However, all the participants felt this had been well taken into consideration in Saga, however not as well in facilities outside of Saga.

Focus Group 2. Focus group number two found this question self-evident as many had arrived to the session using some sort of aid for walking such a walking stick or rollator. The participants gave a short answer. Moving is difficult, it is not as easy to walk independently anymore but this is well considered in the events at Saga. In general, the participants of

focus group number two wanted to point out that help is offered if one dares to ask, also from strangers. Many of the residents of Saga pointed out that they would like to move more outside of Saga but there are many tricky obstacles in the way, for instance always asking for help from the staff or relatives. Some agreed that it would be nice to go on more field trips if they had the chance.

Question 6. When was the last time you learned something new? How did it make you feel?

Focus Group 1. Focus group number one found this question a bit challenging and did not recall learning anything before the moderator gave tips on simple, everyday skills that can be learned by watching the news or listening to the radio. After a while of wondering many of the participants recalled when learning using the computer and found it interesting. The participants found learning new skills satisfying and agreed that learning may also occur without active participation. One participant commented that she has recently learned to accept the help of others. Most of the participants agreed that it would be nice to learn more languages and other skills.

Focus Group 2. Some of the participants of the focus group had trouble remembering the last time they felt like they learned something new. Some explained how they had recently learned a new crochet technique and felt so happy about it. Others stated that by reading and listening to radio or tv shows they constantly learn new things and therefore feel like they are a part of society. One participant mentioned the use of a computer and how she thinks it is so useful and fun to learn new things on how to use it, it makes her feel like she still has the learning ability even though she is considered an old person. Everyone in the focus group agreed that learning new skill is fun and makes you feel good about yourself.

Question 7. What would make Saga a better place to live?

Focus Group 1. All participants in the focus group found Saga a good place to live and wished that laughter, friendships and activities would continue. Many agreed that the best thing here are the friendships they have made and these would not be possible without all the activities and mutual coffee breaks they have shared. more experiences that can be shared with friends are always welcome, especially some that encourages discussions during or after the experience. More possibilities to study languages and other new skills were also discussed.

Focus Group 2. The final question lead to a lot of discussion about the greatness of Saga and how everyone is so pleased to live there. The facilities are good and movability is easy. The staff and other residents are nice and many new friendships have been established here. The group the agreed that laughter is the thing that there could be more of. the discussion then led to questions of how laughter can be increased. Some agreed that children visiting the premises bring a lot of joy. One resident suggested that there should be theme weeks for smiling. Another pointed out that discussions with strangers should be more encouraged. Everyone eventually agreed that laughter comes from experiencing things together and suggested there'd be laughter yoga and activities that involves discussions with others. The participants also pointed out that the information flow of the premises is sometimes inadequate and leads to one missing an event or some important news regarding Saga. Overall the residents seemed happy with the experiences provided and wished they continued to pay attention to the importance of providing them and also adding some new activities and fieldtrips.

To summarize the results of the focus group answers, experiences are important for the elderly at Saga. Some of the factors that brings joy to the residents are the sense of community, and the new friendships that are maintained and gained from activities and experiences provided at Saga. The elderly spoke about the importance of feeling safe, to know that the help is at hand and accepting the help of others. Daily routines and activities gave some meaning to their life.

7. Discussion

This chapter will present the results of the theoretical part and the results of the research that was conducted at Saga. The objective for this thesis was to provide better understanding on the importance of creating experience for the elderly and to research the benefits of doing so. The research aimed to illustrate that experiences are important even for the elderly. As well as to demonstrate that experience providers today are not targeting their experiences towards this valuable segment and are therefore missing out on a business opportunity. The research questions where defined as following.

- What kind of experiences are provided for elderly living in service homes?
- Why is it important to create experiences for elderly?
- What kind of experiences are needed for the elderly segment?
- How does experiences affect the wellbeing of elderly?

This research proved that experience providers are not targeting the elderly segment but the senior service residences such as Saga are implementing elements of experience in their daily operations and with our research we found that these factors affects the elderly residents wellbeing and general happiness.

The study at Saga was done to understand whether the high satisfactory of the residents is due to the experiences and activities provided at the Saga. According to the findings the authors made from the study was that people living at Saga were happy living there and a big indicator in their happiness is the sense of community that they feel they have. Establishing new relationships was also an important factor. For many the decision of moving to a service home had been difficult and the result of a long process of thinking and evaluating the alternatives. All the participants of the focus group agreed that moving to Saga had been the right decision and were happy to call it their new home. One obstacle had been learning to accept assistance from personnel, that ultimately lead to the feeling of safety and learning to trust that help is at hand. When asked for happy memories a common factor was that all the memories were of experiences they had shared with others. Some of the participants pointed out that the new friendships that they had made at Saga where one of the reason they enjoyed living there. Something they felt had contributed to the development of new friendships amongst the residents was the activities and events organized by Saga. It came to our notion that simple thing still matter. A cup of coffee in a fancy cup or a morning swim session brings joy and positive energy to last for the whole day. Everyone agreed that Saga provides a good amount of activities and experiences and this contributes to their wellbeing. One of the aspects that could improve their happiness would be the providence of more activities and fieldtrips such as language studies, musical performances and walks outside of the premises. Another development idea was better announcement, some of the participants felt that they were sometimes missing out on activities and current issues at Saga due to insufficient communication channels.

As proved in the theory part of the thesis, experiences make us happier since the memory of them lingers on for longer than when buying goods. These memories can also help to create new relationships for elderly and that is proven to make the lives of the elderly more enjoyable. Experiences are at their best when shared with others, and elderly people, especially in service homes can find it difficult to make friends at this new stage in their lives. These new friendships that have been made are highly valued according to our research. These new social relationships have been strengthened through shared activities and events at service home. Experiences designed for elderly must be accessible and promote the building of relations and strengthening them. One of the most important thing to consider is that our elderly segment is wide and diverse so this is why experiences

should be designed in a sense that they can be tailor made for everyone's needs. Society should change the way it sees elderly and not define all elderly as old people who only need medical care but rather as a group of diverse people with lots of knowledge and experiences to share but even more so to learn and gain. As for example the endless possibilities of technology and the internet. As the theoretical part proves, the elderly people still want to feel like they are in control of their choices although they might need help in some areas of life. This is why it is extremely important to plan experiences according to their needs and taking into consideration their capabilities such as designing spaces with easy access, and using equipment that can be easily used. Fonts should be bigger and the sounds should be planned with care, some elderly people have better hearing than others and some might need hearing aids. This fact could also be found in the results of the study of the Saga residents who participated in the focus groups.

7.1 Conclusions and suggestions

Whilst the importance of qualitative health care is increasing, so is the need for experience creation. It is clear there are many advantages in providing experiences for the elderly in their daily life, clear evidence is shown that it is even beneficial for one's health. Attitudes towards aging are still somewhat negative, something that needs to change as it will oppose a otherwise negative picture on the majority of the inhabitants in Finland as the population is growing older. Providing meeting points where natural interactions can occur will help generations to find similarities rather than differences. Activities for elderly are often thought of as arts and crafts but it is important to remember that a person who has never liked arts and crafts in the first place will probably not like gluing things on paper at an elderly age either but would rather spend time doing things of their own interest.

Experience providers should not neglect the elderly segment, it is they who brought us in the world and everyone will eventually become part of this demographic, as the population of the world will only grow older. It is hard to predict the need for experiences in the future for the elderly segment but this study gives an insight of how we can prepare experience creation and design for the growing elderly population. Experiences are design by younger generations for younger generations but they should also be designed for the elderly. The years between the young and old generation are many but this study also has proven that there are many binding factors as well between the generations, the same needs and desires.

The experiences need to be catered to individual needs and interest rather produced as a mass product hence the fact that elderly can not be seen as only one market segment but

as a group of individuals with diverse wishes and needs. Elderly people also live longer and have more money than before and a lot of them do not feel old despite their chronological age. Many may have physical restraints of some kind but this is where the experience designers should see opportunities rather than restrictions. These elderly people will stay economically active for longer than ever before. There is a vast market opportunity in this “grey” segment in the experience field and we would be dumb not to embrace it.

Could senior resident homes be managed in the same way as destinations in the future?

The study did not give an insight of those who are at the age of retirement but not living in retirement homes and how they perceive experiences catered for them. This might be an interesting topic to further investigate. It would be interesting to study about the health impacts of experiences in the elderly segment. It would also be fascinating to study multisensory experience in the field of neurosciences in order to see how the brain function when encountering stimuli whilst taking part in an experience. Future research on how destination management could be implemented into the design of senior residence homes would be an interesting aspect experience design for elderly. This thesis did not take the cost calculations of implementing experience design of who should be funding this development into account.

Technology could be utilized more when finding the right customer for the right experience. Heila Matchmaking uses what technology knows about finding love combined with the human expertise provided by psychologists (Heila matchmaking 2017). Technology like this could as well be used in order to encourage elderly to participate to different activities. In the same way as people living a hectic lifestyle might not have time to search for love the elderly might not have the energy or time to find the right experience. If psychologists have figured out the possibility to match the perfect partners with their algorithms, couldn't experience providers use the same thinking when customizing experiences for elderly? Think about all the endless possibilities there are when combining different fields to the field of experience creation with the elderly as a target market. Let's revolutionize this “grey” market! It is the future experience creators who should be designing and implementing experiences together with the healthcare industry for the elderly segment, as now it is only the healthcare industry implementing it alone. For this to happen there needs to be a shift in the attitudes and prejudice towards the elderly.

7.2 Evaluation of the thesis process

The creative process of the thesis grew slowly. Both authors had wiggled ideas back and forth on their own without much progress when suddenly a shared interest of the state of

experiences for elderly sparked the idea of a shared research of the subject. Working together on a thesis has had its advantages both in the planning phase as well as in the writing phase when sharing thoughts and ideas regarding the subject. Another valuable learning opportunity has been to use one another's strengths and helping the other author out when writer's block has struck. It is self-evident that learning how to perform with a partner under pressure and working under a strict timeline will come of great use later on in life. The learning experience in the thesis process has been tremendous, the subject of the thesis only grew as the authors found out more. It has definitely changed the perception of the way the elderly are seen and what amazing opportunities there are in this fantastic field. The methods chosen for this thesis felt as if they were the right ones to get a better understanding of the situation of experience design and how to improve it for the future. Both of the authors felt as if the research part gave enough insight and the research methods used for the focus group study gave valuable insight of what the target group is feeling.

7.3 Ethical considerations and reliability of the research

The research can be found both ethical and reliable due to the following facts. The setting of a focus group should be one where the attendees are put at ease and it should assure the confidentiality between participants and the facilitator. For a focus group to be considered ethical it should avoid being bias and it should also keep the timeline that has earlier been presented. It is important to explain the format of the interview and to present the topic of the interview before starting the focus group interview. (Breen, 2007) At the start of the interview the topic and the format was briefly introduced. Before the interview questions started the participants were informed that he or she could abstain from answering questions and stop the interview whenever he or she felt the need without giving any reason. Saga Kaskenniitty and Kaskenpuisto both approved the study. The study can be considered reliable, as there were many participants. However, the participants knew one of the moderators from before and this might have effect on how biased the answers were. To avoid this the moderators asked the participants to speak honestly. The residents had all lived at Saga for a different length of time yet all were satisfied with living at saga and with the activities and experiences provided, the answers can therefore be considered reliable.

7.4 Limitations of the research

As the session was voluntary and no registration was required there was a slight risk that participants would not attend the focus group session. Luckily for the authors the amount

of participants was good. Saga is not a typical service home in Finland and the results of this study can therefore not be generalized of the situation of all service home residents in Finland. According to Statistics Finland 2,6 million of the population in Finland lived alone in 2015, this stands for 42% of the population. The number of single households increased most amongst people over 65 years old. However, the information is lacking in liability as the number of single households in service homes are not considered (Statistics Finland, 2016). Another limitation of the research is that the authors only used two senior residences of the same company. No study was done regarding the situation of the elderly living at home.

When conducting interviews with elderly certain restrictions may occur, such as memory loss and bad hearing of some of the participants and might therefore limit some of the answers. These factors are however not an obstacle for conducting interviews and this is why the focus group method seemed suitable for the target group. Some of the research questions spin off topic due to the fact that the research was conducted as a focus group and the participants were elderly people living in Saga who may suffer from memory loss and bad hearing. However, this cannot be considered entirely as a limitation since many of the conversations sparked memories in the elderly that otherwise might have remained unheard.

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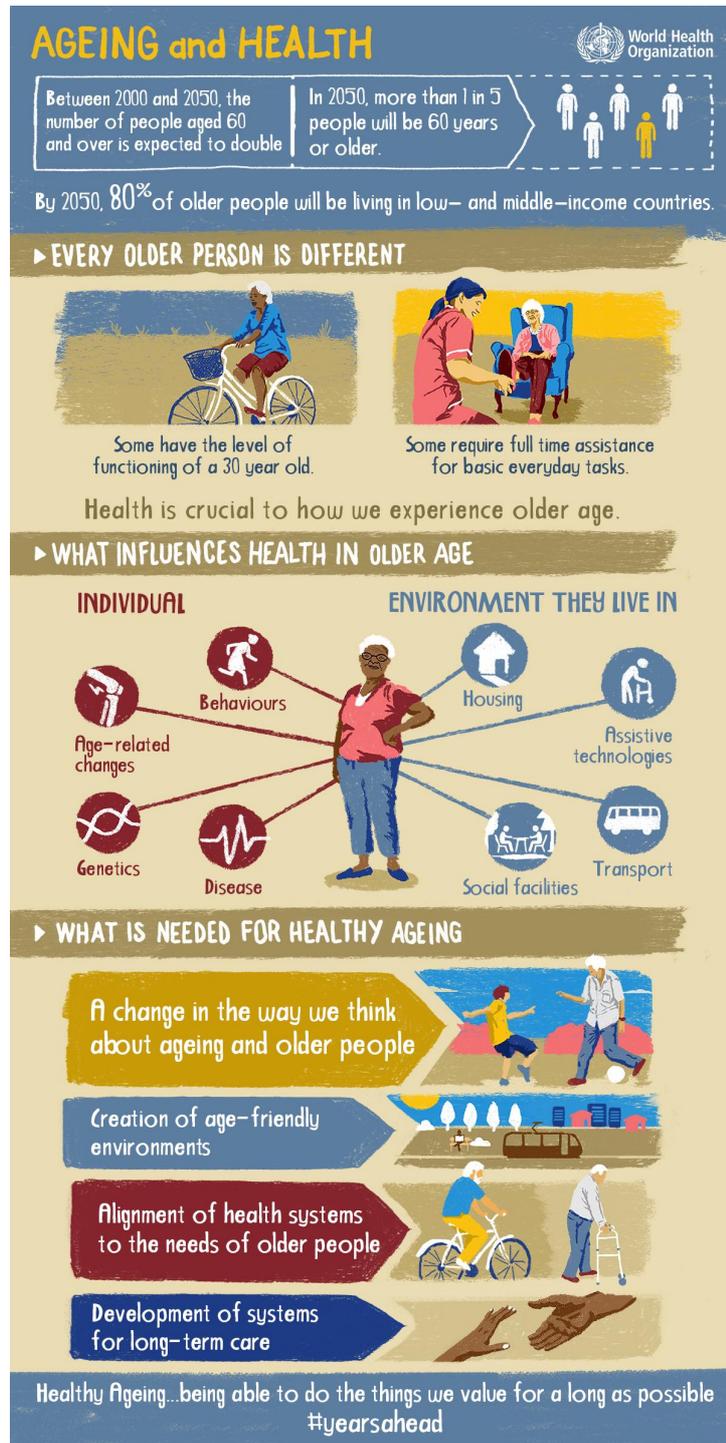
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9. Appendix

Appendix 1

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Appendix 2.

Focus ryhmä haastattelu kysymykset

Me teemme tutkimusta elämysten ja aktiviteettien merkityksestä vanhusten elämässä. Te osallistutte vastaamalla esittämiimme kysymyksiin. Keräämämme data tulee osaksi päätötyötämme.

Vastaajan profiili:

Nimi:

Ikä:

Asunut Sagassa:

- 1) Matkusta ajassa taaksepäin. Milloin muistat nuoruudessasi olleesi erityisen onnellinen?
- 2) Kerro onnellinen muisto/tapahtuma Sagan ajalta?
- 3) Mikä on päiväsi kohokohta? (voit mainita useampia, ei tarvitse olla mitään erikoista)
- 4) Minkä tyyppisiin tapahtumiin/aktiviteetteihin haluaisit osallistua?/ Mitkä asiat koet haastaviksi osallistuessasi aktiviteetteihin/tapahtumiin?
- 5) Miten yllä mainitut asiat voitaisiin helpottaa?
- 6) Mitä aktiviteettejä/tapahtumia kaipaavat ohjelmasta?
- 7) Koetteko että vanhuksiin kohdistuu ennakkoluuloja, minkälaisia?
- 8) Milloin viimeksi koit tai opit jotain uutta, miltä tämä tuntui? Mitä opit? Onko jotain mitä haluaisit oppia tai kokea?
- 9) Mikä tekisi Sagasta paremman paikan asua.

Appendix 3, Weekly Activity Schedule for Saga Kaskenniitty



KASKENNIITYSSÄ TAPAHTUU 2016, viikko 15

PÄIVÄ	AIKA	MITÄ	MISSÄ
ma 11.4.	10.30	KEVYTJUMPPA. Viikon avaus kevyin liikkein	Voimala 3.krs
	13.00	LUKU & KESKUSTELUPIIRI. Tervetuloa!	Toimela 2.krs
	16.15	AFTERNOON TEA IN ENGLISH Englanninkielinen keskusteluryhmä kokoontuu mukavan rupattelun merkeissä teekupposen ääreen.	Toimela 2.krs
ti 12.4.	10.00	SENIORIJUMPPA. Haasteellisempi liikuntahetki. Tervetuloa!	Voimala 3. krs
	11.30	UNO-KORTTIPELIT. Helppo ja viihdyttävä korttipeli. Kaikki mukaan!	Toimela 2. krs
	13.00	PIHAKÄVELY. Nautitaan ulkoilmasta ja kävellään yhdessä pihapiirissä.	Lähtö pääovelta
	14.40	BINGO! Jännittävä onnenpeli. Nyt on tilaa, tervetuloa kaikki!	Toimela 2. krs
ke 13.4.	10.00	MUISTIJUMPPA. Jennan visaiset kysymykset pienryhmissä	Niittylä 1.krs
	14.00	ASKUKASPALAVERI. Ajankohtaista asiaa kaikille asukkaille. Tervetuloa!	Aula
	15.20	KIRJASTOAUTO (25min). Kattava valikoima mm. äänikirjoja!	Pääovella
to 14.4.	11.00	PELIHETKI. Mölkkyä, bocciaa tai curlingia	Voimala 3.krs
	13.00	KUNTOSALI. Fysioterapeutit opastavat laitteiden käytössä.	Kuntosali 3.krs
	14.30	NOVA APTEEKIN KIPU-LUENTO. Tällä kertaa aiheena kipu ja kivun hoito. Tervetuloa kuuntelemaan Sagasaliin!	Sagasali
pe 15.4.	10.00	TUOLIJUMPPA. Istuen tapahtuvia harjoitteita reippaan musiikin tahdissa.	Sagasali
	14.00	ILOISTA MUSIIKKIA ESITTÄÄ DUO KAIJO. Kajo on duo jossa yhdistyy tunnelataus ja ilo. Se säveltää, koluaa arkistoja ja sovittaa perinnemelodioita tähän aikaan. Kappaleista välittyy mm säveleitä menneestä mytologiasta sekä karjalaisten röntyskälaulujen ilo. Tervetuloa!	Sagasali
la 16.4.	14.00	OMATOIMISET SKIP-BO-KORTTIPELIT	Toimela 2. krs

- o Kaskenpuistossa elokuvaesitys maanantaina 11.4. klo 17. Tervetuloa katsomaan, varovasti tien yli!
- o VIELÄ EHDIT ILMOITTAUTUA: Tulossa retki la 21.5. Viides taivas esitykseen, jossa Aurinkobaletin tanssijat ja laulajatar Anneli Saaristo kietoutuvat tangon pyörteisiin. *Sitovat Ilmoittautumiset respaan pe 15.4 mennessä.*

*” Hymy maksaa vähemmän kuin sähkö ja valaisee paremmin.
- Skotlantilainen sananlasku ”*

Appendix 4, Weekly Activity Schedule for Saga Kaskenpuisto



KASKENPUISTOSSA TAPAHTUU 2016, viikko 15

PÄIVÄ	KELLO	MITÄ	MISSÄ
maanantai 11.4.	11.00	SKIP-BO –KORTTIPELIT	Askartelutila K-krs
	13.00	KUNTOSALI. Fysioterapeutit opastavat laitteiden käytössä	Kuntosali K-krs
	15.00	MUISTIJUMPPA. Jennan visaiset kysymykset pienryhmissä. HUOM: AIKA! AULAELOKUVA ESITTÄÄ: The best exotic Marigold Hotel	A-siipi
	17.00	Ylistetty näyttelijätiimi tähdittää sukkelasanaista ja ihastuttavaa romanttista komediaa. Seitsemän taloudellisesti tiukilla olevaa britti-eläkeläistä päättää muuttaa senioriasuntolaan eksoottiseen ja edulliseen Intiaan. Uudet ja yllättävät ystävyudet sekä romanssit puhkeavat kukkaan tässä värikkäässä ja hyvätuluisessa elokuvassa. Pääosissa Judi Dench, Maggie Smith ja Bill Nighy. Kesto 2 h. TEKSTITYS SUOMEKSI.	Aula
tiistai 12.4.	10.00	PELIT. Mölkkyä, bocciaa tai curlingia	B-siipi
	13.00	PIHAKÄVELY. Nautitaan ulkoilmasta ja kävellään yhdessä pihapiirissä	Lähtö pääovelta
	15.15	ISTUMASÄHLY. Tervetuloa vauhdikkaaseen peliin	B-siipi
keskiviikko 13.4.	11.00	SENIORIJUMPPA. Haasteellisempi liikuntahetki. Sisältää mm. lihaskuntoa parantavaa harjoittelua, tasapainoharjoittelua. Osa harjoitteista tehdään seisten ja usein mukana erilaisia välineitä.	B-siipi
	13.00	LUKU- JA KESKUSTELUPIIRI. Tervetuloa kuuntelemaan ja keskustelemaan! Uusi kirja Aiju von Shönemanin elämästä	Askartelutila K-krs
	14.40	BINGO! Jännittävä onnenpeli, tervetuloa!	Ravintola
torstai 14.4.	10.15	JENNAN KEVYTYJUMPPA. Päivän avaus kevyin ja venyttävin liikkein	B-siipi
	13.00	NOVA APTEEKIN KIPU-LUENTO. Tällä kertaa aiheena kipu ja kivun hoito. Tervetuloa kuuntelemaan B-siipeen!	B-siipi
	15.25	KIRJASTOAUTO (25min) Sympaattinen bussi, jossa kattava valikoima mm. äänikirjoja	B-siiven päädyssä
perjantai 15.4.	11.00	TUOLIJUMPPA. Istuen tapahtuvia harjoitteita reippaan musiikin tahdissa.	B-siipi
	14.00	ILOISTA MUSIIKKIA ESITTÄÄ DUO KAIJO. Kajo on duo jossa yhdistyy tunnelataus ja ilo. Se säveltää, koluua arkistoja ja sovittaa perinmelodioita tähän aikaan. Kappaleista välittyä mm säveleitä menneestä mytologiasta sekä karjalaisten röntyskälaulujen ilo. Tervetuloa!	Aula
lauantai 16.4.	15.30	OMATOIMINEN MUSIIKKIKUUNTELU. Tämän ajan on televisio suljettuna	Aula

- o VIELÄ EHDIT ILMOITTAUTUA: Tulossa retki la 21.5. Viides taivas esitykseen, jossa Aurinkobaletin tanssijat ja laulajatar Anneli Saaristo kietoutuvat tangon pyörteisiin. *Sitovat ilmoittautumiset respaan pe 15.4 mennessä.*

*” Hymy maksaa vähemmän kuin sähkö ja valaisee paremmin.
- Skotlantilainen sananlasku ”*