

# POSTER PRESENTATION 5: WORK AND SOCIAL PARTICIPATION

## Development of a leisure aids rental service for elderly through service scenario analysis

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**Purpose** The aim of this study is to develop the concept of a leisure aids(Tricycle tandem) rental service for elderly. Due to the aging of the global population, the number of devices and services for the leisure of the elderly has increased. Leisure activities have a positive physical, emotional, and social impact on the elderly (Lee et al., 2020), and the development and support of related services are more important because the content and quality of leisure activities have a greater impact on life satisfaction than other age groups (Choi, 2021; McGuire et al., 2009). **Method** In this study, in order to develop the concept of a rental service for leisure support aids for the elderly, a new existing rental service scenario and blue print were developed through analysis of similar rental services and stakeholder surveys. The existing service survey was analyzed focusing on the Seoul Tourism Organization's 'Travel Aid Rental Service'. In addition, stakeholder research was conducted through elderly group interviews ( $N = 15$ ), related literature, and expert interviews. **Results and Discussion** The main touch points of the customer journey map of the elderly leisure support assistance device rental service were defined as follows. It was defined as the (1)preparation stage and (2) rental, (3) use and return, (4) maintenance stage, and detailed touch points were defined in each main touch point. Existing service blueprint (as-is) was derived based on the results of the survey on 'information acquisition method', 'service utilization plan', and 'preferred place for service utilization'. Considering the requirements of the elderly, the existing service problems in the 'use and return stage' and the 'maintenance stage' were supplemented and improved, and a new service blueprint to be derived as [Figure 1]. The improvements and supplements in the new service blue print are summarized as follows. (a) User's direct information acquisition service, (b) direct rental service at amusement parks or tourist attractions, (c) same-day use and return (amusement parks, tourist attractions), (d) maintenance service supplementation. In order to improve the accessibility of the elderly, who are the main users of the service, more diverse options have been added from the existing usage methods through websites and SNS. **Conclusion** In this study, existing service analysis and elderly needs were researched. In addition, through contextual analysis based on stakeholder surveys, a new service blue print (to-be) supplemented with the existing service blue print (as is) was derived and the service concept was developed. This study is expected to be used as a reference for the development of devices and services to satisfy the elderly's leisure activities and expand welfare services.

### References

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**Keywords:** senior friendly service, leisure aids, service blue print, stakeholders analysis, user journey map

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**Acknowledgement** "This research was supported by the Assistive Technology R&D Project for People with Disabilities and the Elderly funded by the Ministry of Health & Welfare, Republic of Korea (grant number : HJ20C0032)."

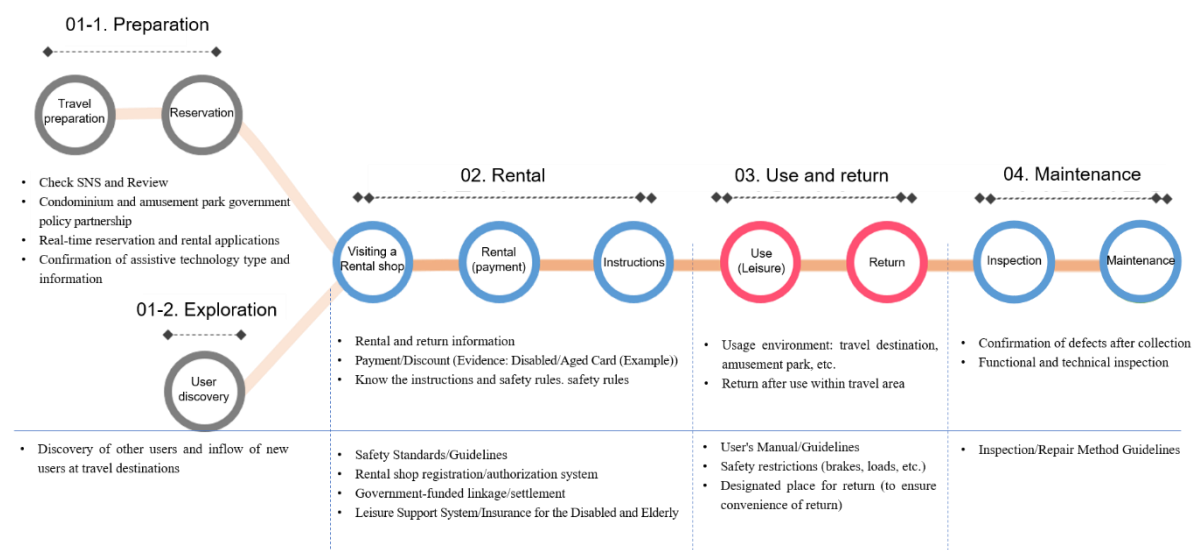


Figure 1 The concept of a leisure aids rental service for elderly (summary version)