

UnLonely

UnLonely

A service experience design project
for lonely young adults

Major project by Sujin Park

You are not alone.

Acknowledgement

I would like to thank all people who have supported in this project.

Thank you, my tutor Phillippha Rose for the support during the project and giving positive healing vibes :)

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Background and Context

General information about loneliness

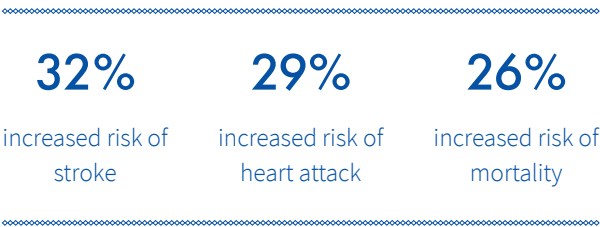
In January 2018, the UK government announced a programme of work on tackling loneliness. Accordingly, it appointed a Minister of Loneliness who was appointed to oversee the programme.

9million In the UK, over 9 million people suffer from loneliness (British Red Cross, 2016)

The UK government decided to act after the publication earlier this year of the Jo Cox Commission on Loneliness, a detailed study into the scale and extent of the problem. Labour MP Jo Cox, who had begun the work after she personally experienced loneliness following the birth of her first child, was brutally murdered by a right-wing extremist in 2016 during the UK's Brexit referendum campaign. The Commission set up in her name was intended as a lasting legacy of the power of politics to unite, rather than divide, communities (Jo Cox Commission, 2018). The UK government recognises that everyone feels lonely from time to time. But when loneliness is chronic, people are more likely to suffer significant ill health and other negative consequences (HM Government, 2018). Loneliness occurs and manifests itself in society because of the collapse of social community, an ageing society, avoidance of others, and boredom in relationships with people. This is connected to making people more comfortable with companion animals, books and smartphones. These social phenomena gradually increase, combining personal and social isolation. Anyone can feel lonely in life and fall into extreme frustration. Loneliness is a sad reality of modern life.

What is the problem

Loneliness is an individual's personal, subjective sense of lacking connection and contact with social interactions to the extent that they feel they are no longer wanted or needed (Public Health England, 2013). Disconnection from society affects not only mental health but also physical health. Loneliness caused by social disruption is as bad as smoking 15 cigarettes a day (Julianne Holt-Lunstad, 2010). The health effects of loneliness increase the risk of having a stroke by 32%, the risk of heart attack by 29% (Valtorta et al., 2016), and create a mortality risk of 26% (Holt-Lunstad et al., 2015).



In light of these figures, loneliness needs to be taken seriously, treated as a public health issue (Holt-Lunstad et al., 2015). Consequently, the UK government has designated loneliness a disease and called for strengthening the related welfare system, claiming that 'solitude has spread from personal misfortune to a social epidemic.'

Loneliness of the younger generations

Importance of social wellbeing

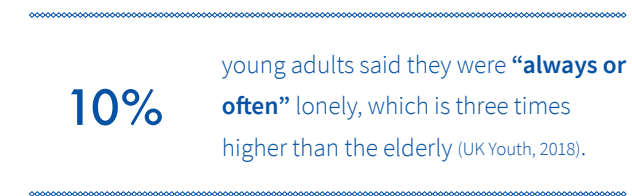
The term ‘social wellbeing’ refers to our personal relationships and social support networks and the way these can bring happiness, comfort and resilience, and ultimately contribute to our overall wellbeing. One authoritative definition of ‘health’, given by the World Health Organisation(1948), is “a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity”. The UK Office for National Statistics has highlighted the importance of social support, connections and relationships in its work on measuring national and personal wellbeing. Robert E. Lane, Professor Emeritus of Political Science at Yale University, author of the book in *The Loss of Happiness in Market Democracies* (2000), found that:

“Well-connected societies affect not only personal health but also social health. He argues that social prosperity is a natural way to reduce social isolation and that we must increase the degree of social connection and build a social safety net that allows people to feel a sense of belonging, creating an ideal and healthy social well-being.

”

John Hume, Chief Executive for the charity People’s Health Trust who distribute funds for the Health Lottery said “Social connections not only have an impact on reducing the risk of dying younger but they can also help people to recover quicker when they do become ill. That is why it is so important to support marginalised local people and communities to come together and build social links and ties.” (UK Government, 2018)

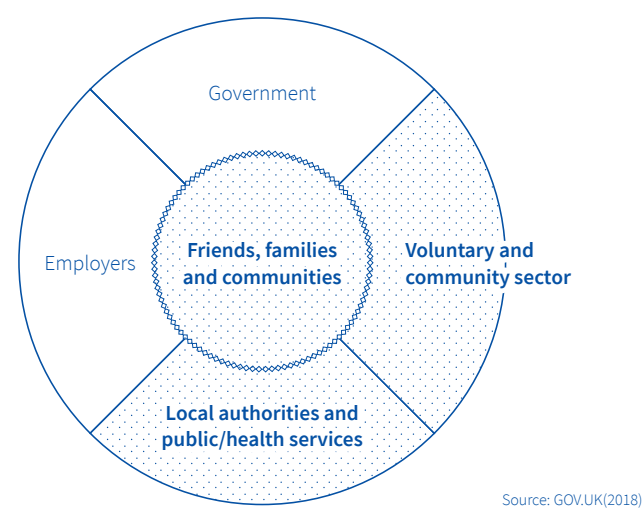
Most existing loneliness services are focused on elderly people. In general, the stereotypical image of loneliness is ‘elderly people’, but it should be noted that the existing loneliness management industry that comforts the younger generation is insufficient. 16 to 24year-olds reported feeling more like a pensioner between the ages of 65 and 74(Office of National Statistics, 2017).



The younger generations agree and acknowledge the severity of loneliness; 82% of respondents said it is a “general experience.” Because it is a sensitive and complicated subject, it is regarded as a problem of the individual and there is a tendency that it should be resolved alone. UK Youth found that despite youth loneliness being widespread, young people seemed to face barriers to talking about the problem, with 73% of youth workers disagreeing with the proposition that young people actively seek help (UK Youth, 2018).

Scope

The British government argues that mental health care is needed at the public level. Therefore, a government report states that there are different roles in public organisations to tackle loneliness. Due to the limitations of graduation project, this project focuses on three of the five core target groups: friends, families and communities; local authorities and public/health services; and voluntary and community sector (HM Government, 2018). These three target groups are described below.



Friends, families and communities Support and connect with friends, neighbours and community groups, through volunteering and participation.	Voluntary and community sector Help to build personal and community resilience, through skills, training and service delivery.
Local authorities and public/health services Commission services and provide holistic health approaches through Health and Wellbeing Board and provisioning community space.	

Aim

This project aims to alleviate the mental health impact of loneliness on the young adults, the key age group that drives our society. To tackle loneliness, which many young people experience and which is widespread, through better connections between the local community and the young to boost their social well-being. Loneliness is already recognised as a key issue for young people today, and although this project cannot solve the impact of loneliness on mental health entirely, it will help improve awareness of this serious and challenging problem.

Design process

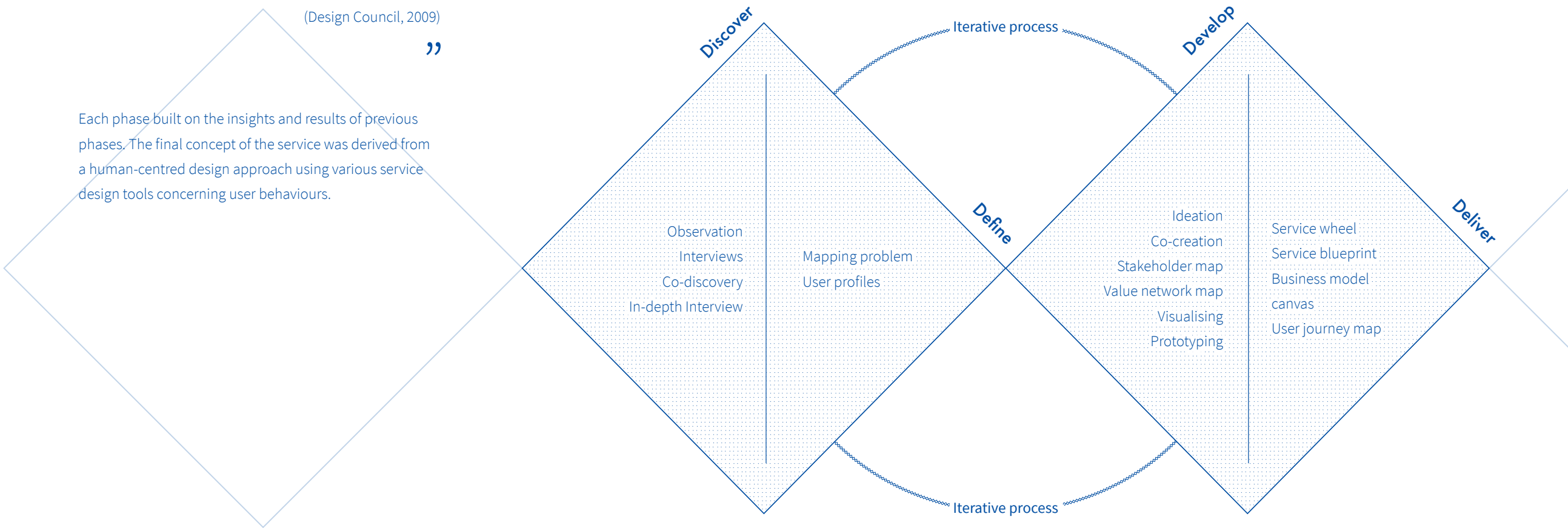
The project was developed based on the Double Diamond model, divided into four phases: Discover, Define, Develop, and Deliver, as per the Design Council (2005).

“
Divided into four distinct phases: Discover, Define, Develop and Deliver, it maps how the design process passes from points where thinking and possibilities are as broad as possible to situations where they are deliberately narrowed down and focused on distinct objectives.

(Design Council, 2009)

”

Each phase built on the insights and results of previous phases. The final concept of the service was derived from a human-centred design approach using various service design tools concerning user behaviours.





Discover

Observation

Women were consistently more likely than men to report feelings of loneliness (GPs nationwide, 2018). For this reason, the first step in the ‘desk research’ phase was to target the Facebook group ‘London New Girl’, to analyse the behaviour of young adults in London. This group was established for women who have migrated to London or women who already live in the London to get information about city and to socialise. The group is a highly active group on social media, with 11,781 (as of 18st November 2018) members and over 100 postings a day. The purpose of observations in this group was to discover how many young adults mention about loneliness. These observations revealed a variety of content produced by young people who desire to socialise, whether it is to form new connections or to interact with those outside their traditional circles. Some posts contained personal narratives describing the loneliness of the posters.

London New Girl
22 September at 02:58 · 🌐

Girls sorry I apologise it's gonna be a long post ...but I feel like I need to write it tonight.

Today, I've realized it's been 4 years ago I came to London for the first timeand I really felt in love with this city. And I decided to move there (after living in Switzerland), in March 2017. And I remember when I've moved here, I was so happy and so excited everyday and couldn't realise I was finally here ...

My first job here was Barista in Starbucks. Even if I wasn't expected to do hospitality job, I loved this experience because I've met nice people and learned a lot about myself.

But now, after one year and half living here, changed 5 times job and flat, I realize I'm not excited anymore ...and also wondering a lot of questions about myself. I feel like I'm not happy anymore here ...but in other side, I don't want to go back home now ...and still want to give time to myself here even if it's hard ...I'm still working in hospitality at the moment ...and I'm tired ...but I haven't got choice because I cannot find a job in my field and trust me, I've tried everything and done all my best in my job hunt ...

I know I am not the only one ...because I've seen many girls wrote more or less the same in this group ...but I feel like I need to say it as well ...

Why it's so hard to live in London ? Why are you feel lonely in a big city with so many people ? I remember people told me before I moved there it's gonna be hard and totally different because you used to come here on holidays ...but I haven't expected this

I am about to give up ...and trust me, I rarely give up, I always fight for what I want in life, I am quite strong (I think) but now, I feel like maybe London life's is not made for me anymoreand it's maybe time to go home ...Maybe I became too old for this kind of life ... (I am 33 by the way) anyway I fixed to myself a deadline ...and gonna see how would be my situation at this moment ...because I am tired to pretend to be happy in my life here ..and when I am at home, crying alone

Sorry, I don't get used to complain ...but as I told you before, I felt like I needed to write this ...

Please apologize for my mistakes, and also thank you for reading me !

Hugs — 🥰 feeling sad.

Like Comment

Girl
4 October · 🌐

Hi girls!
I arrived i London 1 week ago and honestly I feel quite alone🥰I know few people here ,but is not enough. I'm 20 years old and I live in Camden town!
I would like to meet new people !!!
I really enjoy the night life,go to party,drink,go to fancy places ,have dinner and brunch,explore the city and many other things! I can be a good friend as well!
(I read in the group that there a lot of Australian girls and I would love to meet you cause I was in Australia last year and I miss it so much🥰).
Sorry for the long message hope to meet all the girls in this group! 🐱

Like Comment

15

View previous comments...

London New Girl
1 min · 🌐

Warning, a lonely emotional post:
So I'm sitting in my room, all alone on a Saturday night. I've lived in London for just over a year now and still feel pretty damn lonely. I live in Bethnal Green with two guys who are great, but we all have our own lives and don't really hang out. I have work mates, but it's the same thing as most of them are from London and have their lives set up here. I miss living near a best friend and having an effortless connection. But I also know that moving to a new city, a new country, it's a struggle. You're completely starting over. The meet ups with new people are fun but can get exhausting after a while. I miss hanging out and not having to tell someone what I do for work, where I live, etc etc.
But, if you don't put yourself out there, then you're still stuck in the same position - in your room, all alone on a Saturday night.
So, I'm writing here to see who's interested in building friendships. Real, true, lasting friendships. I want to do more exploring, more seeing actual London and not just the inside of a bar (which don't get me wrong, nights out at a bar are great). Let me know if you want to walk around different parts of London, go on an architecture tour, join a book club, play in a volleyball league, volunteer at a dog shelter, hang out and have ridiculous movie marathons, get the occasional one (or 6) drinks, whatever. If you feel the same, let me know.
Sad lonely post over.

1

Like Comment

London New Girl
6 May · 🌐

So, I've been living in London for about 10 months now, and like everyone in this group has at one point, I'm beginning to feel pretty lonely. I'm finding it really hard to not only make friends, but meet people I genuinely click with like my old friends back home. I live with two guys who are super cool and down to earth, but pretty much do their own thing, so I don't really have a go-to person or roommate to hang out with.

I'm getting a bit tired of awkward meet ups or going out for drinks anytime I want to be social, which don't get me wrong, drinking is pretty much my favorite thing to do, but my liver needs a damn break and I'm pretty much dead to the world the day after a night out.
I thought maybe dating would help with the loneliness, but let's be real, it's not easy to meet a genuine guy when there's a sea of dickheads roaming around London.

I miss having friends to chill with in sweatpants and watch shit films while just effortlessly hanging with each other - no awkward silences or 'what do you do, where are you from' starter conversations. I know you have to start somewhere to find friends, but sometimes it's just fucking tiring.

So, to make myself feel better, I need to be surrounded by what always makes me happy - pups. I live in Bethnal Green and work in Old Street so am looking for a dog/animal shelter close by that I can volunteer at. I'm in desperate need of some dog love.

And if anyone still reading this novel of a post is interested in volunteering with me, let me know, I'd love a fellow loner to tag along with.

I'm also welcome to hearing some suggestions on what you've done when you've felt like this, places that feel friendly and welcoming to you in London, or whatever makes you feel better with stuff like this.

Sorry for the whiny 'poor me' post, and sorry for all the cussing. I cuss a lot, and, well, it helps with pretty

London New Girl
12 May · 🌐

Hello friends, I'm starting to feel a little lonely in big old London town...*cue sad music...Anyone live near Kingston? Or Wimbledon? Or Clapham junction? Are there any "book" clubs I could join? (I'm 30, a teacher, a fan of red wine and snacking, and yoga although I'm pretty shiat at it. Basically all things that involve making friends. Haha
Xx

Like Comment

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Girl
25 September · 🌐

So, when I moved to London last winter (Jan/Feb), I didnt realize how depressingly depressing being in a big cold city could be. I was bored lonely and a little lost. I saw other people making friends and I felt absolutely exhausted by the effort it took to meet people (making friends as an adult is hard work). It took a while but life here became really good (once summer started) and I fell in love with the city. When you become settled here/if you move here already knowing people it's really easy to forget what it's like for people when they first move here.

So, if you're new/old and feeling a bit lost and lonely in London town, feel free to give me a shout. I can't guarantee that I'll be free to meet up/we'll get along, but I am more than happy to listen to you: vent/ask for advice on getting past the winter blues/ settling in/ things to do etc.

Enjoy the last few days of warmth... Winter is coming
❤️

Like Comment

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London New Girl
17 October · 🌐

I feel super weird doing this and it's a down in the dumps kind of post so I apologise in advance!
I'm a 25 year old Aussie who has lived in the UK for 3 years but only lived in London 8 months, I have recently split with my boyfriend of 2 and a half years and after dealing with the stress of a breaking up, finding somewhere to move to and realising I only really have one good mate left in London, it's all caught up with me and now I've never felt so alone. I was wondering if anyone was keen to meet up for a drink or even a walk around a park or whatever? I'm down to meet new, real people that I'll be friends with for a long time! Thanks x

Like Comment

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London New Girl
23 September · 🌐

Seen many posts lately about people feeling lonely and wanting to meet new people 🥰 if you're free tonight there's a really cool party at a club with candy floss, popcorn, ball pits, face painting etc which me and my friends are going to. Let me know if you'd like to join!💕💕💕

Like Comment

13



Hi girls,
I'm so happy to be a part of this group, with the possibility to meet new, thriving and inspiring young ladies.

Long post, apology ahead of time

I do find that i hinder my own chances at forming friendships from some social anxiety and lack of self confidence issues, and im so lonely here in london.

Ive been here 10 months doing my masters, and just received my new 2 year work visa, i like london as a city with opportunity, but its vastness also leads to countless nights alone.

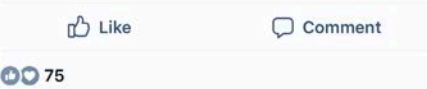
I do see myself as a bit of an introvert, i guess a social introvert, i love going out and having fun, but i can definitely break down if i dont get away from people for a little bit.

Im 25, a former makeup artist (Sephora), i love food, i love animals, i love to explore, im hating this extensive heat, im progressive, im a feminist, i watch a lot of crime docu/drama series, i study crime and forensics.

Ive recently gone through some heart hardship, and struggling with myself and my appearance and ive been so unhappy that i restrict myself from going out or meeting people because im afraid of being judged, and im really looking for a support system here. Id love to have the support of other amazing females living in such a diverse city.

I dont even know what i want from this post, im just tired of being alone. I want london to be my home, but i want it to be somewhere im happy too.

Feel free to add me on Facebook/instagram or anything, id like to have some genuine conversations
Thank you all



Hi everyone 😊
I moved to Roehampton a month ago (near Putney) to start university and I'm really struggling to make friends as I'm a mature student. I'd look to meet some people to hang out with, for gym trips, running, drink, lunch or random hobbies.
If any of you would fancy this please feel free to get in touch. It would be lovely to have a really nice group of friends in London as I'm feeling really lonely.
I've also just been dumped having partly moved here to be with him lol.
Happy to make friends with anyone in London 😊 I love the excuse to travel around the city haha x



#who can relate#
You know how it is ...you start to date bad guy ,really toxic relationship and in one moment u think u deserve more and move to big city but feel lonely cause obviously u don't have friends...so let's meet ,living in Fulham and need some positive friends :)



Guess it's time I wrote one of these for myself 😊

I'm 27, a kiwi, and I've been in London just over a year. I've made some good friends, but recently ended a relationship I've been in for most of the time I've been in London and really wanting to meet new people. Hate to admit it but it's been lonely the last wee while in ol London town. I live in Kennington and work in Kings Cross in events.

Friends that you can get drunk with are great (I still need more friends do who this 😊) but ultimately I'm not a big boozier every weekend. My body just ain't built for it!

I really want to meet some new besties who are happy to just hang out and not necessarily have to *do* anything. Wine nights and shitty movie nights on the couch are a fav! The tricky thing with London I've found is I have plenty of acquaintances but not as many people that I can just go to dinner with or whatever and be very low key, with a friendship more substantial than just a drink every now and then.

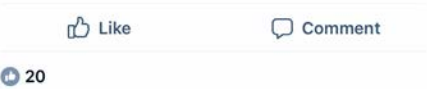
On my agenda for summer: I want to start doing some dance classes again, I'd love to do a terrarium course, want to hang out in the sun after work in the park, maybe start going on little hikes anywhere. I'm a massive foodie and want to try some yum new food places. I love a good pub quiz, live music and good comedy. I love travelling - solo and with friends :)

tl;dr: please be my friend 😊

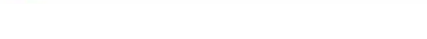


Hey girls! x
I have now been here over a year and made a few friends here, but still feeling lonely from time to time and would be awesome to get to know more people here!

I love going to gigs, open mics, bars and cafes, museums, walks...I also love making food at home with people and just chilling with a glass of wine! I would very much like to have a group of people who I could call and keep in touch often and do meetups!
<3 Is anyone free on Saturday for a night out somewhere in Soho, Camden, Clapham? Would be great!!!! xx



Hiya Girlies.
Im Darcy. I'm 21 and I've just moved over a few months back from Ireland to work as Cabin Crew with Virgin! Have no friends here and feeling pretty lonely on my own! Would love to meet up and chill, get to know some girls!
Not really into night clubbing but up for anything else 😊



*** another friendless post***

Hey girls! I'm starting to feel like a small girl in a big city. I've made a friend here but she's moving back home and I don't want to feel more lonely than I already am!!

I really want some good friendships here in London
About me:
Australian🇦🇺
I'm 18 (my best friend in Australia is 27 so pls don't be afraid of my young age😊)
I LOVE to party, I love wine tours/ pub crawls/clubs/ parties literally anything to do with drinking IM IN
But I also love girly sleepovers where we just eat and watch movies! I want friendships that I can literally tell you anything and it's a good bond
I travel a lot and it would be amazing to make friends I can travel with!
Pleaseeeeeee please message me if you would like to be friends because I'm so desperate😭💕💕💕

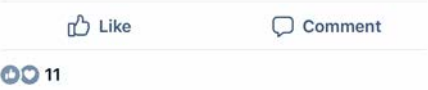


Hi everyone! I'm new to this group, I hope you don't mind me posting.

I've recently moved to East London with my boyfriend and I'm struggling to make it my home. I feel really lonely and it's getting me down that I have no friends here yet. I've noticed it can be so, so hard to make friends as an adult. I've only moved 30 miles too 🙄

I'm a newly qualified nurse, so often have time off during the week. I'm not into nights out, I prefer coffee shops. I really like doing things like ice skating, I like an adventure! I like baking (I'm not that great), shopping, just hanging out. I would like people to maybe show me their favourite parts of London, places that are maybe hidden away and not so touristy.

I just want to meet some people, chat and hopefully make a friend :)



Hey girls! Yet another lonely London girl here 🙄 After being taken up by my master thesis the last few months and being away in Copenhagen for the past 2 months for my thesis as well, where all my friends live - I realized I really miss some true gal pals here in London to do all the fun stuff: brunch, shopping, Netflix marathons, gossiping over some good cocktails, just getting casually drunk on a weekday, you name it🙄

I am a German/Polish girl living in Aldgate East, who yet also feels Danish, and is a bit shy to begin with but don't be fooled as soon as you get to know me I am always ready to have a good time 🍷🍻🍸🍹🍺🍾
🍷🍻 - Sounds like your kinda girl pal? Well, let's plan something!



Findings

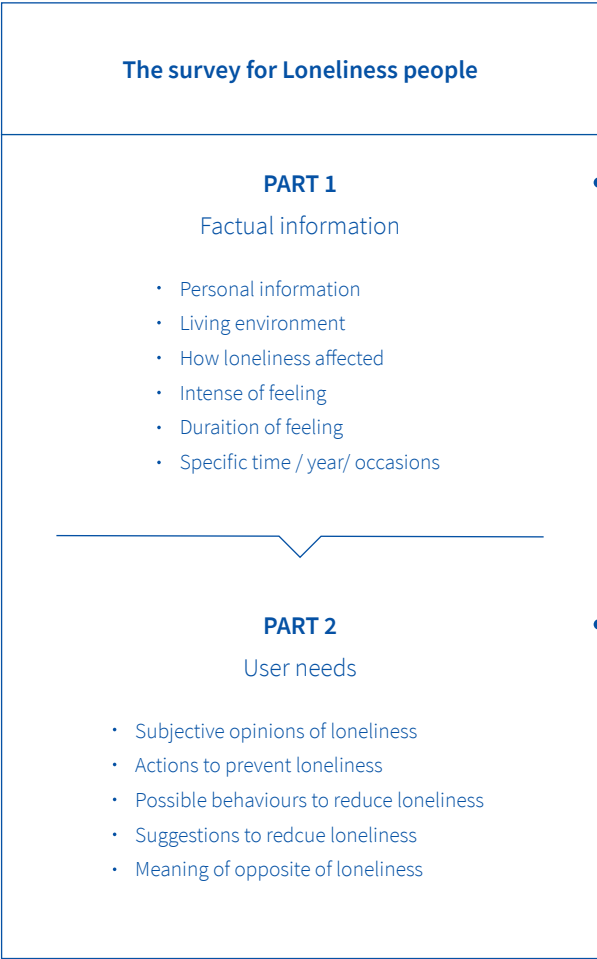
The main finding in this social media group was ‘locality’. Most of the relevant content which involved ‘Meetup’ or other gatherings included the names of specific areas (e.g. in West London, East London and Elephant & Castle).

- Locality
- Searching word ‘lonely’



Interviews

Interviews were conducted on the aforementioned social media group. These online interviews consisted of two sections: a fact-based information survey and a user-needs survey. The Google Survey Form was used to gather as much information as possible in a short period of time. Twenty-four interviewees responded to the questionnaire.



Factual information

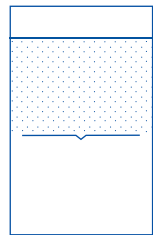
The main purpose of the factual information survey part was to obtain data about how young adults conceive loneliness. The questionnaire included multiple choice questions and questions in which answers would fall on a scale, in order to obtain more objective information. The questions began with enquiries about personal information, then about the living environment in London, how loneliness affected the respondent, and its duration. One interesting point was that young people responded that loneliness did not depend on time of year, season or on special occasions or events (e.g. Christmas, summer holiday).

User needs

The second half of the survey – the user needs section – attempted to find out what would be needed to tackle loneliness. The survey allowed for narrative replies on the topic of loneliness from respondents. Questions covering the following topics were included: subjective opinions of loneliness, actions to prevent loneliness, possible behaviours to reduce feelings of loneliness, suggestions of the surrounding people, and the opposite of loneliness. Regarding how one might address loneliness in those around them, most of the respondents ‘I don’t get suggestions from people,’ It can be said that they are not talking about loneliness to others.

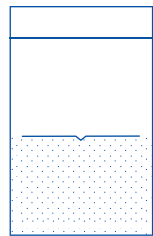
Findings

In the factual information section, the following keywords were extracted from the young adults' responses about loneliness.



- **Companionship**
- **Negative**
- **Social disconnection**

In the user-needs survey section, respondents mentioned the following words most often



- **Social activities**
- **Social fulfilment**
- **Being in social community**

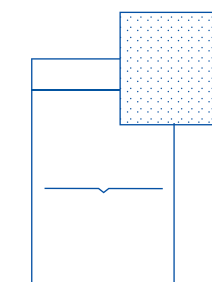
Insights

Based on the responses from the user needs survey, the following insights noted

1. **People feel different types of loneliness depending on their situation.**
2. **There is no objection to meeting and talking to others via digital means, but they are afraid to meet people physically.**
3. **Young people are well aware of what they are interested in (e.g. social activities, interests).**

Additional survey

A simple additional question was added on Facebook to find how young adults met new people, which had emerged in the interviews as the greatest need to reduce loneliness. The findings from the previous questions were as follows:



- **I do not know where to start.**
- **It is really hard to meet new friends.**

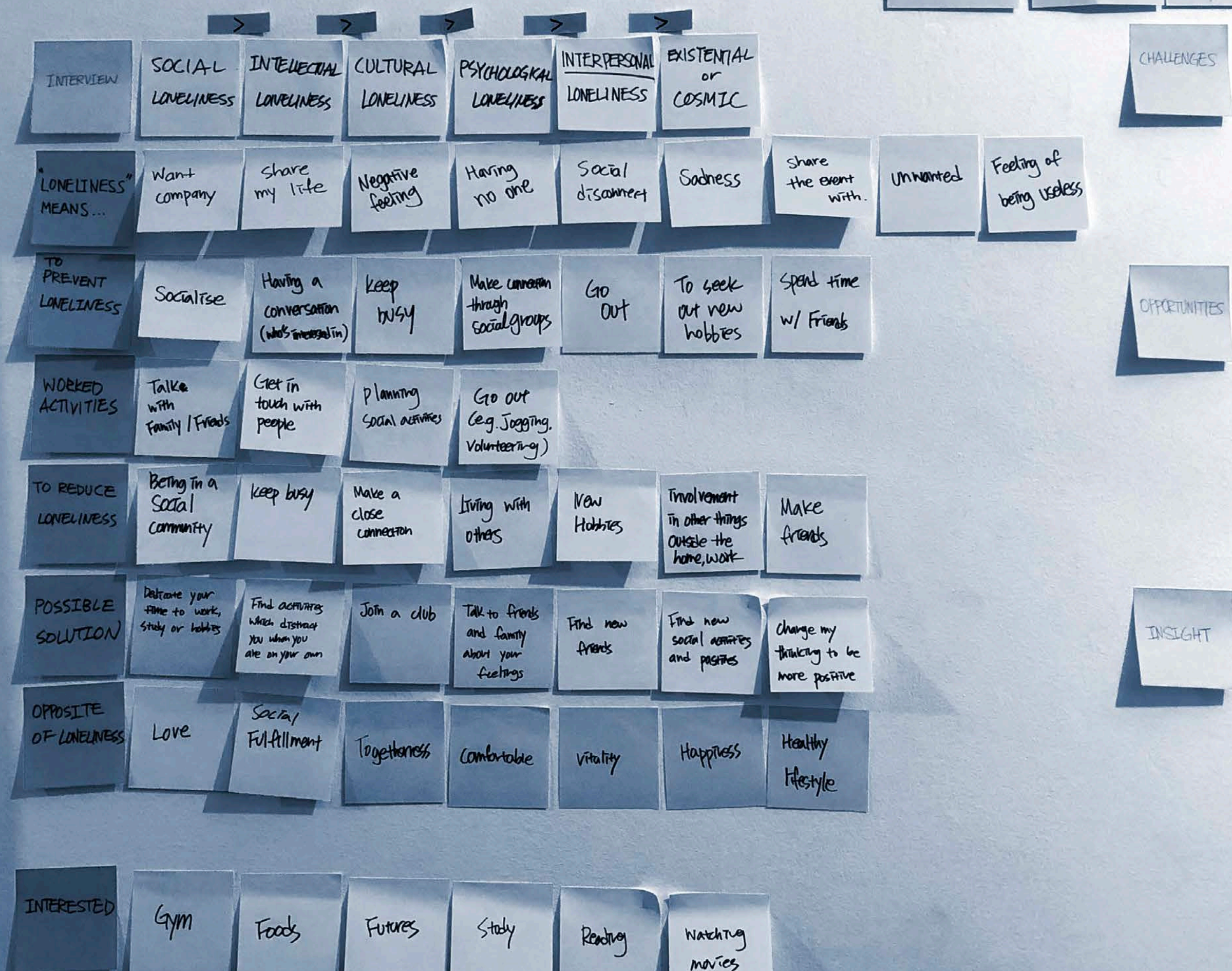
“

Sometimes I try to
make eye contact
with people on the
Tube just to feel
connected, to feel like
I actually can connect
with another human.

”

- A survey respondent





Co-discovery

To ascertain the key concerns of the main target group, a co-discovery session was conducted using a tool which is the new types of format of an online digital socialisation platform service for meeting new people, which is the most user needed activity from former surveys. The following feedback was obtained from three identical sessions.

“

I am an introverted person, so it takes a long time to decide to participate in social activities.

What if I meet a strange person?

If the service is only for connecting with new friends then it seems to be forcing new relationships and have no sustainability.

I do not know where to start and find all social activities that I interested in.

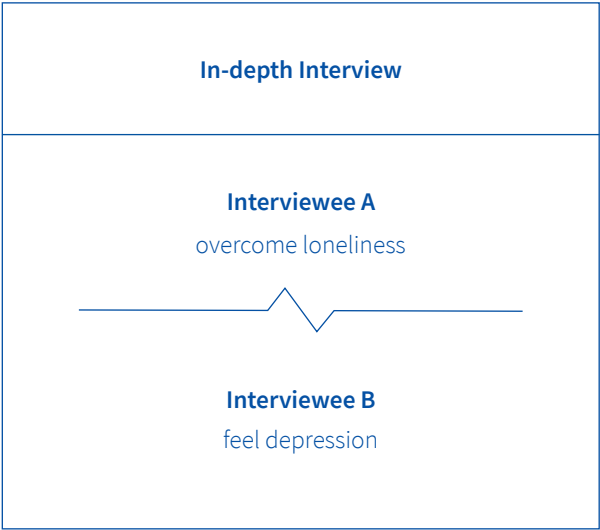
”





In-depth Interview

With loneliness being a subjective feeling, the emotions associated with it are perceived and dealt with differently. To explore more personal and private stories on this topic, two in-depth interviews were conducted. In the first interview, the participant tried to overcome their loneliness and the other interviewee had hardly experienced it. In order to focus on their own stories, the interview questions were kept to a minimum and focused on their emotional flow and on the behaviour they manifested when reacting to their own feelings.



Case 1

“

When I first moved to London and was feeling particularly vulnerable and alone, I turned to social media to seek out possible friendships. I got a lot of responses and this lifted my spirits but eventually I lost contact with these girls as we all had our own things going on or we lived in different locations and it was too hard to coordinate a meeting. I think I was lucky to meet my friends from MeetUp. Because we are similar age group and have common interests. The most important part is that we are living quite close to each other. It is easy to get along together.

”

– Interview Respondent 1

Case 2

“

Loneliness to me is time spent alone that is unwanted. For example, when you don't want to be alone and you want to talk to someone, go on a walk with someone, see a movie with someone but you can't. Because you're not choosing to be alone but the option isn't there. Loneliness to me are moments of complete loss and almost depression. I am not sure about whether I am lonely or not, but I feel that I need to meet someone in general. I stayed only at home during the whole holidays because of my depressed feelings. I am living with other people, but none of the flat mates have ever wondered or care about

my feelings. If I have to go to a professional mental health clinic, it is not easy to decide. Because I am afraid of other peoples' views and I have no convictions about whether I should go to the mental health clinic or not. I did not take any action because I thought time would solve it, but the feelings at that time are vividly memorable to this day.

”

– Interview Respondent 2

Key findings

• Case 1	• Case 2
Location	Uncertainty over emotions and behaviours

Key findings were extracted from the parts of interviewees' stories that could trigger to solve an entire service design. In the process of building an entire landscape of services from the above storytelling, key points lead to find the possibility of the concentrate on uncertainty about the loneliness and guide how to cope with it in the initial stage. In addition, from the participant in Case 1 who was actively trying to cope with their situation, it was observed that locality and common interests can be key trigger points for building a new human network.



Define

Key Insights

The following three key insights were selected from the different types of insights obtained from various research tools used in the discovery stage. These were used as potential points from which to solve problems in the service ideation process.

Awareness

- Self-evaluation of loneliness is possible.
- However, the young adults are conscious of other people's viewpoints.

Different types of loneliness

- Young adults feel different kinds of loneliness depending on their circumstance.
- The way of dealing with loneliness differs according to each type experienced.

Uncertainty

- Uncertainty about feelings of loneliness
- There is significant pressure against seeking mental health care in a professional clinic.
- Do not know how to start to tackle their feeling of loneliness.
- Young adults are afraid to talk about their emotions honestly even to those closest to them.

Problem Space

Desk research narrowed down the potential problem space to two perspectives: the social perspective and the main target user perspective.

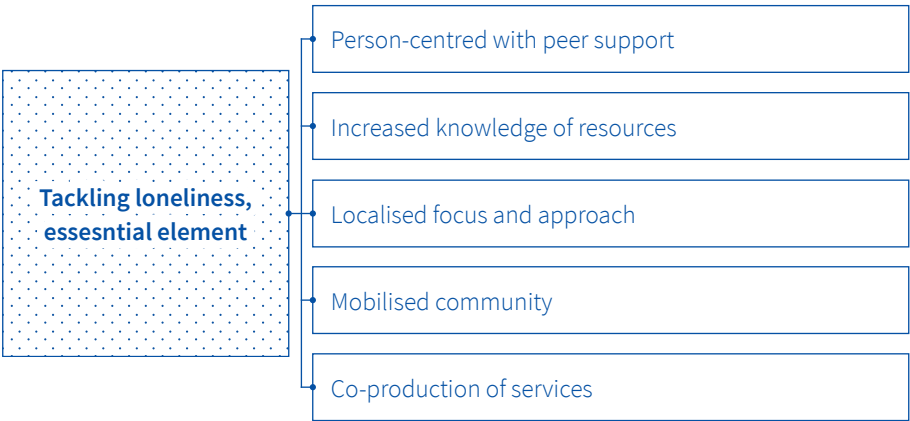
Social perspective

- The loneliness management industry for the elderly is active, while there is insufficient support for young people suffering isolation.

Main target perspective

- Uncertainty of whether or not what they are feeling is loneliness.
- They are focusing on their personal development.
- They are aware of what they want and what they like but they don't know how to get it.

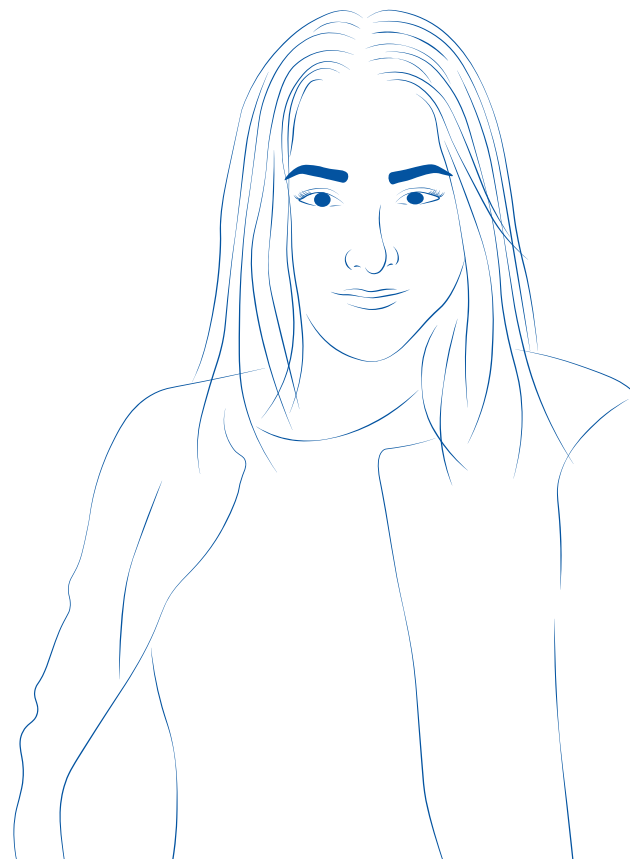
These two perspectives uncovered the essential elements needed to tackle loneliness.



User profiles

To sum up all secondary research, two users were created for the ideation process. Each user created based on the description of loneliness that pertained to them. These service design tools were inspired by respondents in the in-depth interview section and helped to improve the further process.

-
- | | |
|-----------------------|----------------------|
| • General Information | • Living Environment |
| • Personality | • Value |
| • Interests | • Needs |
-



Catherine, 22

Occupation

Studio Assistant

Nationality

Australian

Living environment

Living alone, Moved to London a year ago for work.

Personality

Extroverted, Sociable, Kind

Interests

Working out, Learning new skills, Movies

Needs

New friends who are living close (not relating work)

Feel belonging

Social fulfilment

Social activity

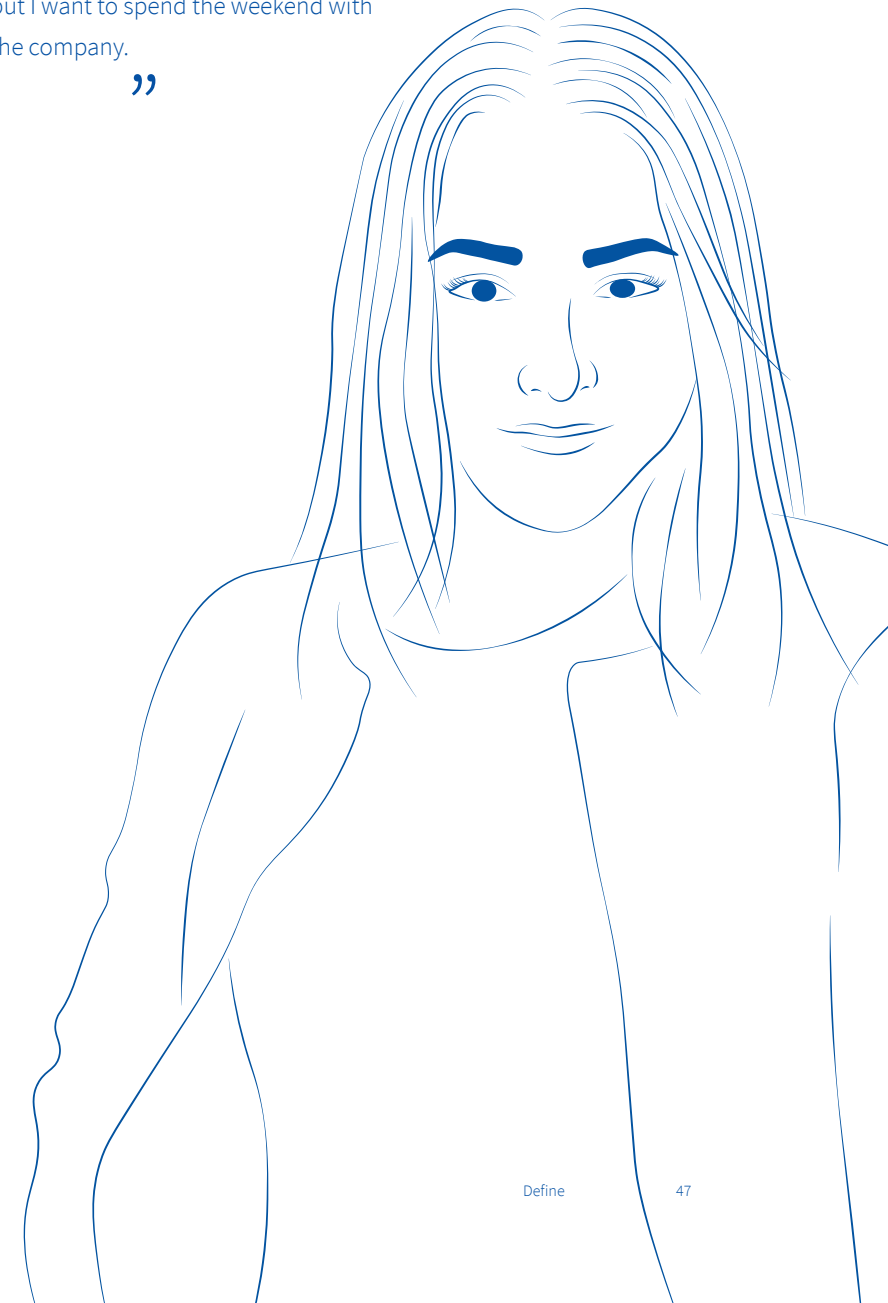
Value

Catherine value to being alone, but she can not withstand unwanted alone. Her priority is self-development, therefore, she has a lot of passion for learning new things. The reason she moved to London is to develop her career. She wants to meet new people in various fields because she realised that she does not have a human network outside of the work.

“

After arriving in London, I spent a bit of time adapting to my new environment and work-place. After used to living in London, I realised that there were no friends in my neighbourhood who would have a drink on Friday night except for my colleague. Maybe that is the first time I felt lonely, but I am not sure. It is good to be with my colleagues, but I want to spend the weekend with nice people outside the company.

”



“

I do not know whether I fit in this country because it is a different culture from my culture. I often feel lonely, and I feel a lot like being away from this community. I can talk to anyone else who is in the same situation as me, but I do not think anyone can start these kinds of conversation easily.

”



Jaeha, 25

Occupation

Student

Nationality

Korean

Living environment

Sharing flat with random flatmates in London, Moved to London 5months ago for study.

Personality

Introverted, Polite, Quiet

Interests

Animals, Foods, Languages

Needs

Understanding cultural difference

Belonging in the social community

A conversation partner in the same

Feeling stable

Value

Jaeha decides to study abroad by herself. She respects different cultures and she regards adapting to the culture to which currently attached. She does not like to hurt others and cares about surrounding people's view. She feels satisfied with supporting people at the backstage.

Framed Design Question

The definition of key insights and the scope of the problem, including all of the secondary research mentioned above, led to the formation of the following design question;

**How might this service easily
access the topic of loneliness for
young adults and provide
appropriate solutions to reduce?**



Develop

Ideation approach

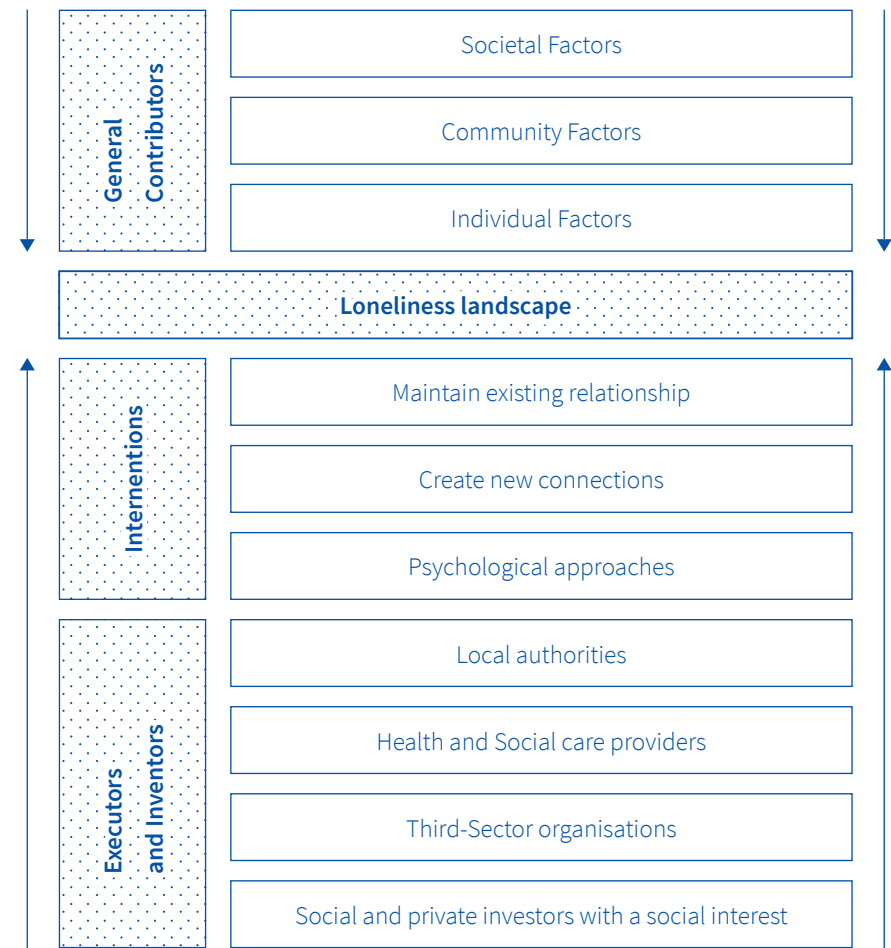
Interventions seeking to tackle social isolation and loneliness typically take one of three approaches.

Firstly, interventions seek to enable individuals to better maintain their existing social interactions.

Secondly, interventions try to facilitate the creation of new social connections.

The final approach is to use psychological therapies to help the individual reassess the way they think about their relationships.

Tackling loneliness landscape



Ideation

In the initial ideation process, the service was divided into three stages, and the service was designed by focusing on each step.

Stage	First stage	Second stage	Last stage
Applied key insights	<ul style="list-style-type: none">• Different types of lonelinss• Awareness• Uncertainty	<ul style="list-style-type: none">• Awareness• Uncertainty	<ul style="list-style-type: none">• Uncertainty
Actions	Categorised different types of loneliness	Self-diagnosis tool	Get social prescription
Solving point	Simplify, self-directed	Interactive	Reliability, geo-graphical barrier
Goal	Easy access	To solve to uncertainty	Connectection in local level

First stage

Loneliness seems to fluctuate over the course of a person’s life, with different causes and needs at different ages. The causes of loneliness will also vary from person to person and people don’t always know exactly whether it is about a specific experience, or how these different factors might interact and build up over time. Most young people

feel loneliness differently and find various solutions depending on their individual circumstances. Therefore, the project used the following six categories in the first stage.

Interpersonal loneliness	This is most common kind of loneliness children and adults experience. This is where a person is socially isolated, or perceives him or herself as cut off from a significant other.
Social loneliness	This where children or adults are excluded, rejected or perceives themselves to be disconnected from a group or community.
Cultural loneliness	When a person feels a disconnect from their own culture or the mainstream culture so much so that they feel they don’t belong anywhere.
Intellectual loneliness	Where a child or an adult feels a lack of intellectual stimulation and connectedness to others or a group.
Psychological loneliness	When trauma disrupts a person’s sense of belongingness, loneliness can result. Because no one else can understand the trauma, social withdrawal can occur.
Existential loneliness	When mortality is faced by a child or an adult, an isolating sense of loneliness can develop.

(Psychology Today, 2017)

Categorised loneliness can offer to young adults have the option of choosing the type that best describes how they feel. It also makes it easy for users to approach the topic in relatively neutral terms rather than as a severe health problem.

Second stage

Due to the uncertain circumstances surrounding loneliness, major action that self-diagnosis tool is required to young adults for recognise the symptoms or medical sign of loneliness. Self-diagnosis is appropriate for all over-the-counter (non-prescription) medications, offered on the assumption that people are capable of self-diagnosis, determining first that their condition is unlikely to be serious. Loneliness affects depression and severe mental and physical health, as can be seen in previous desk research. Those who self-diagnose have already determined themselves to be lonely. At the same time, self-diagnosis can be deceptive. Therefore, the most crucial part of the service is an enjoyable self-diagnosis tool that requires a lot of interaction with the diagnostic tool itself and contains various UX / UI motion design, rather than a serious and obtrusive self-diagnosis method. The tool is delivered via website platform for young people already familiar with digital technology.

Last stage

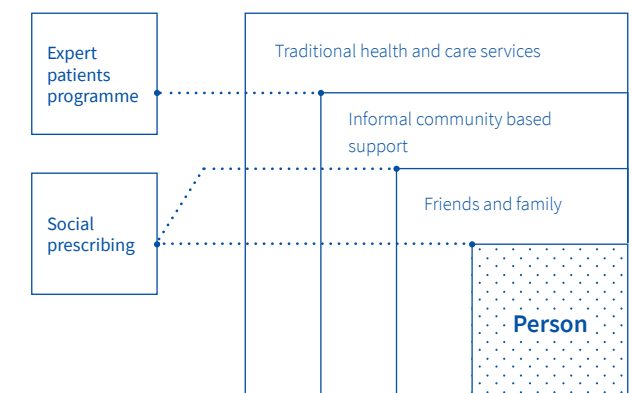
Following the use of the self-diagnosis tool, users will receive the results in the form of a social prescription. This social prescription suggests possible solutions tailored to user's social, emotional, and practical needs that reflecting their geographic characteristics to improve the health and well-being.

Social prescription interface in service



Social prescription's relationship to the other approaches

Social prescriptions can stimulate creativity and innovation and enable access to a whole range of interventions and activities, developing locally through small groups connected to local communities, to meet local needs.



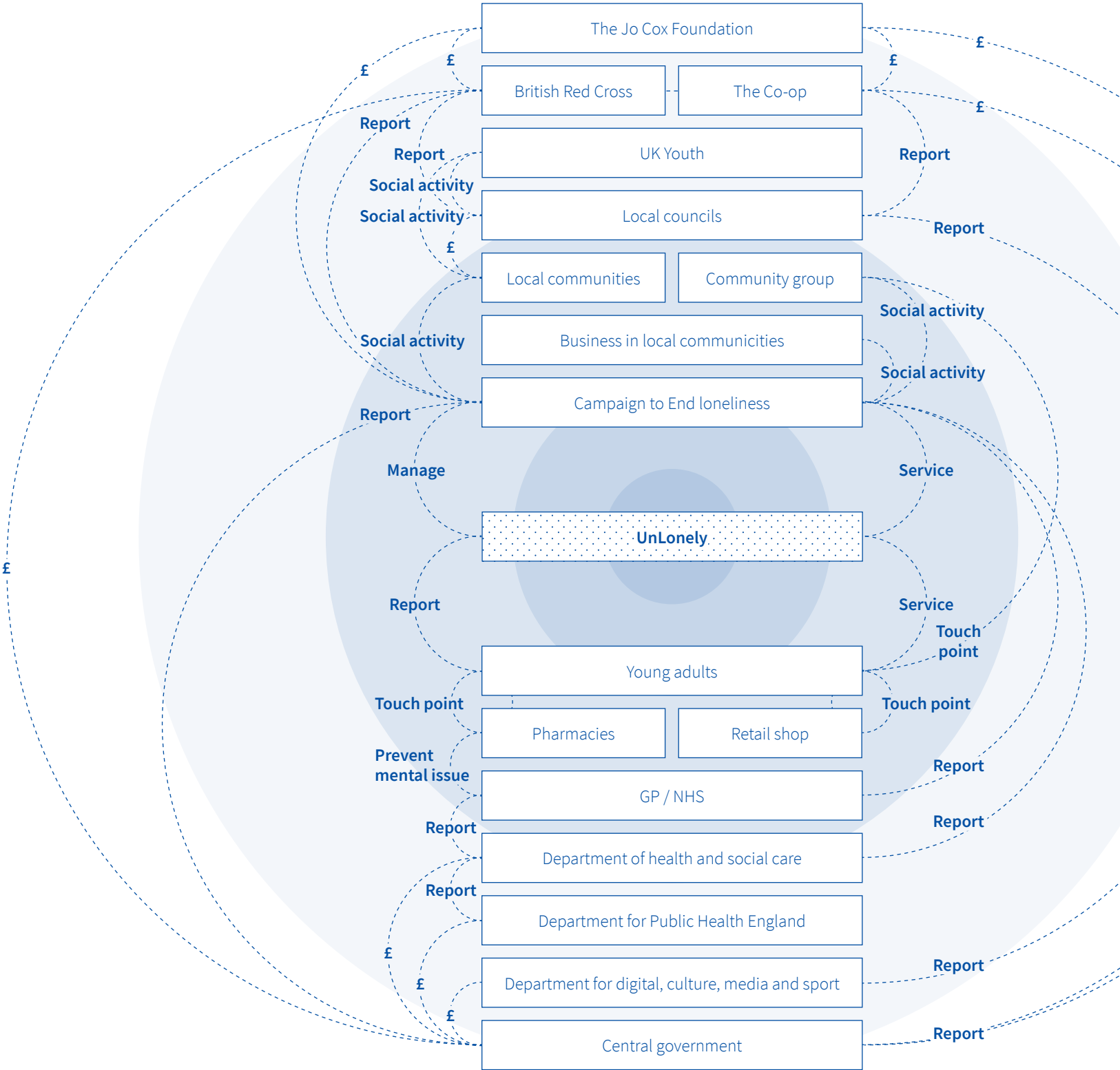
The social prescription schemes may include:

- Advice and the provision of general information about loneliness.
- Befriending and self-help.
- Suggestions for social activities run by local sectors.
- Peer support.

System map

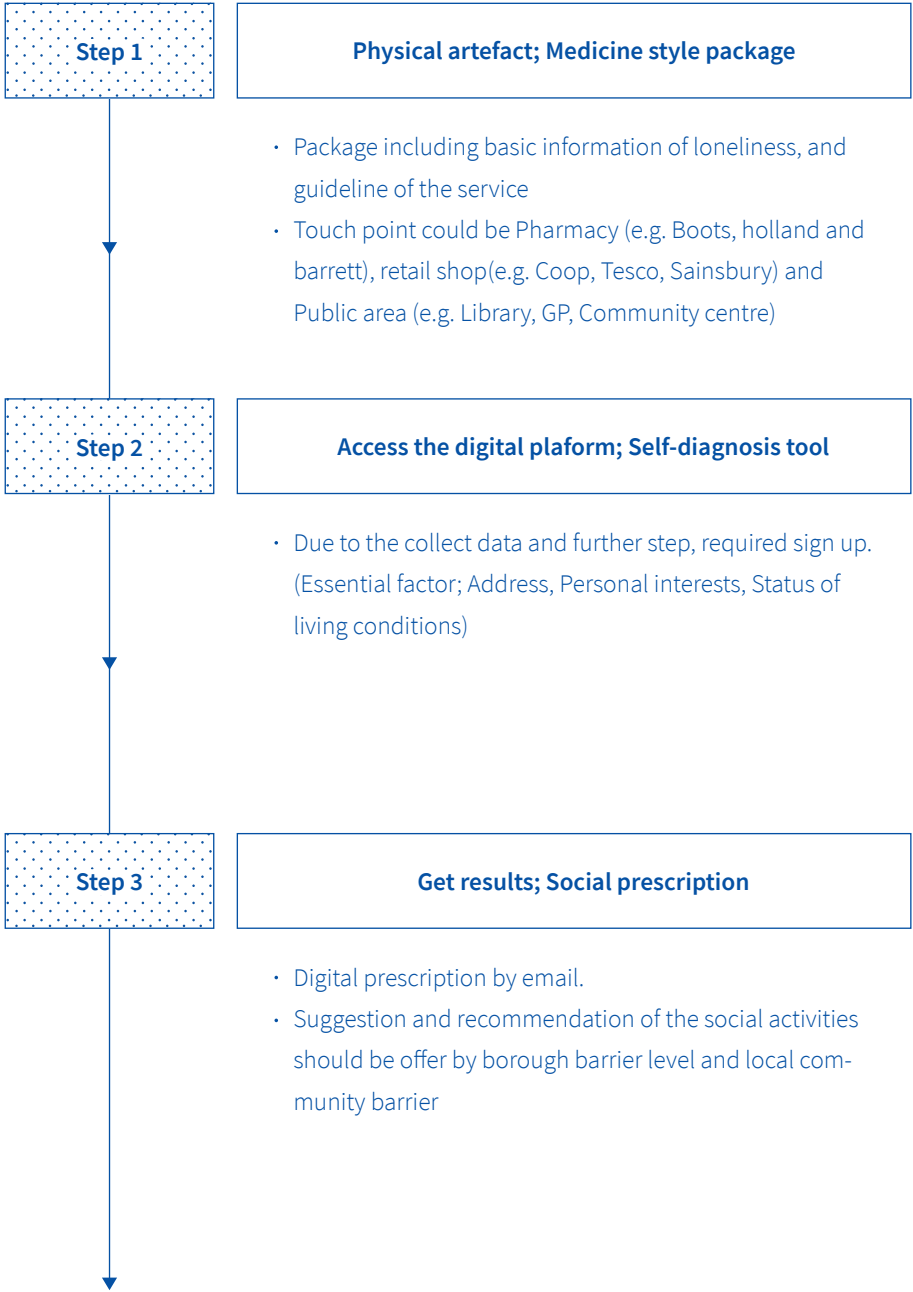
As the UK government is actively working on tackling loneliness, many organisations already have entered into partnerships with governments to address the loneliness issue. Including organisations that support the government, a stakeholder map was created with additional stakeholders for the project and a value network map built a value network map to show each stakeholders connection.

The leading service provider could be The Campaign to End Loneliness. The Campaign to End Loneliness have been experts in the field of loneliness and connection since 2011. They share research, evidence, and knowledge with thousands of other organisations and the public to make a difference. (Campaign to End Loneliness, 2011) They currently focus on the elderly, but this is an opportunity to expand their scope as the current loneliness industry does not target young adults.



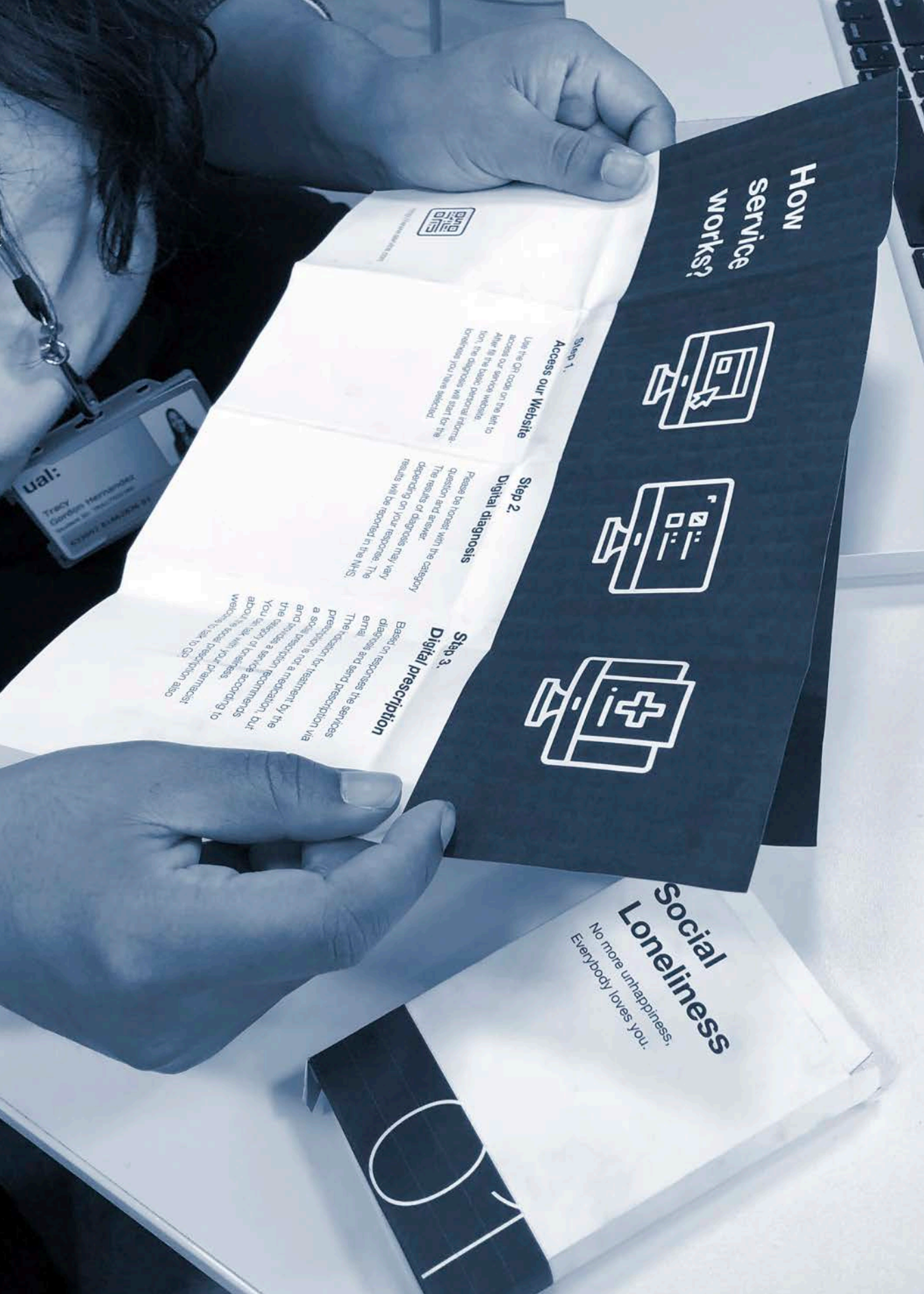
Prototyping

The service landscape



Based on the guide drawn up for the service landscape, an initial version of the prototype was developed. For productive and quick iteration, a digital platform was sketched out by creating rough paper prototypes to get feedback from users. The paper prototype was tested with the primary users and afterwards utilised insightful feedbacks to add a further step to the whole service flow.





Feedback

“

I like the whole concept, it's more **enjoyable** and I can try it even when I am not feeling lonely.

Even after receiving a suggestion via social prescription, how about the use **who does not participate in social activities?**

Users who are really feel loneliness on a serious level are likely to have **points to referral to professional organizations.**

Regarding the package design, which will be the user's first touch point to escape from loneliness, **it would be nice if it were enjoyable.**

”

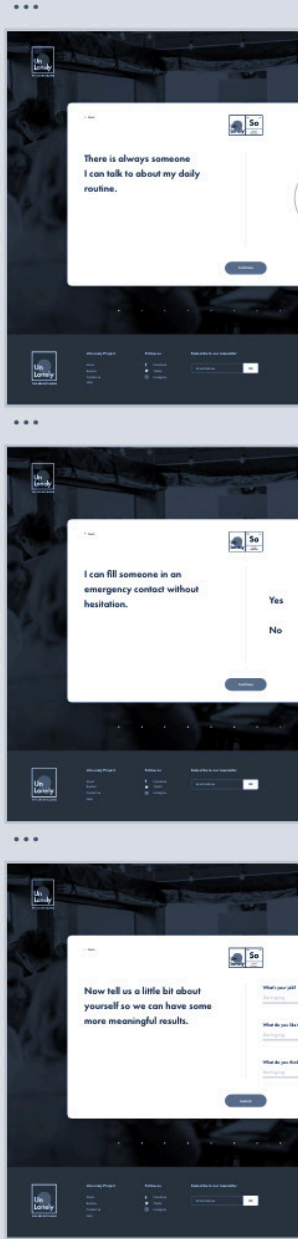
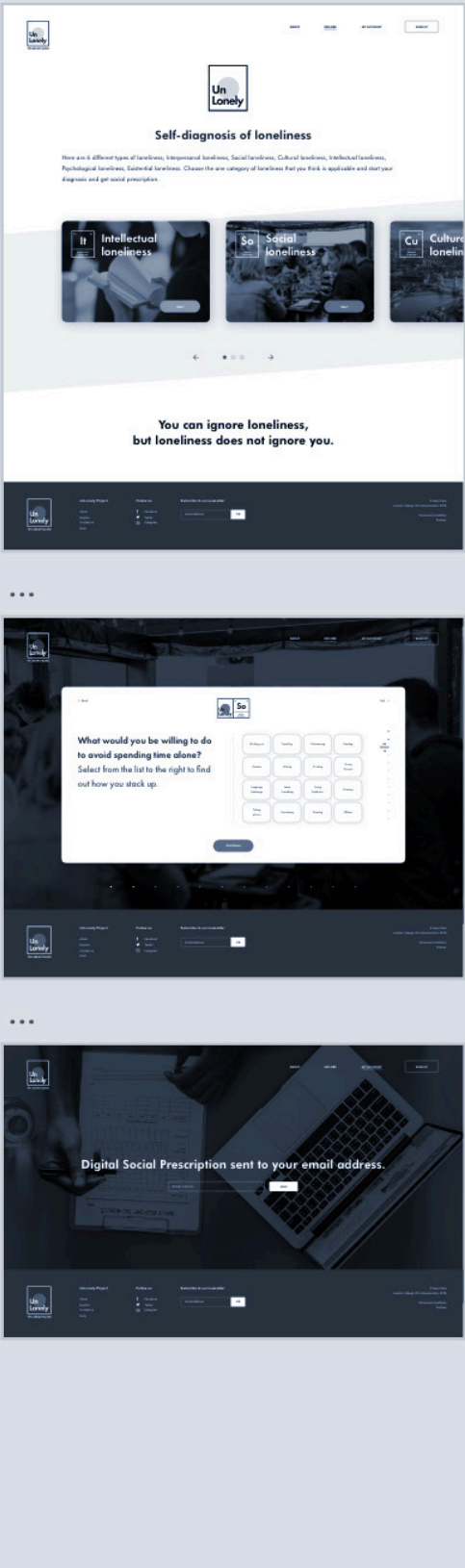
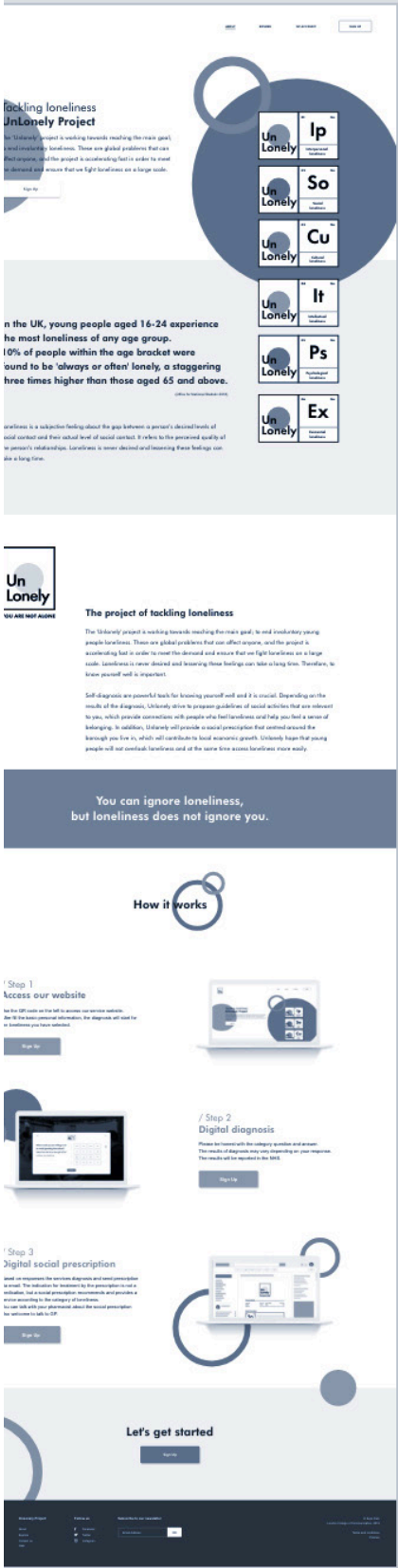
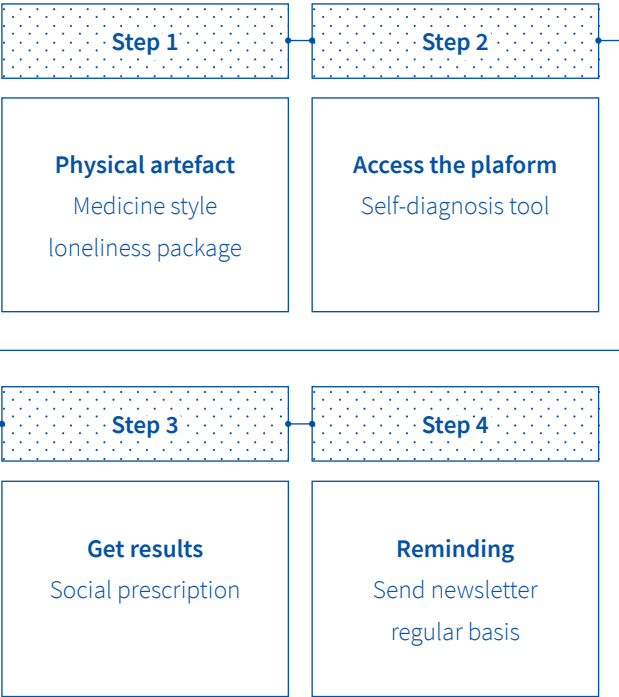


Deliver

Final service concept

Overview

Unlonely is a loneliness mental healthcare service targeting young people who feel lonely. Through the digital platform, users are being given social prescription by using the self-diagnosis tool. They are able to make the new friend through social activities in the community barriers, build human networking, and furthermore influence the development of the local community and social well-being. The ‘Unlonely’ project is working towards reaching the primary goal; to end involuntary young people loneliness.



Value proposition

Products & Services

Unlonely package

- Basic information and guideline to carry out about different types of loneliness

Digital platform

- Self-diagnosis tool, social prescription
- Suggestion of social activities based on users living area

Pain relievers

Young adults

- Feel less loneliness
- Know how to cope with mental health problems
- Get information about local community services, activities or events

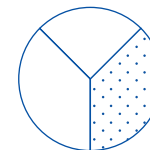
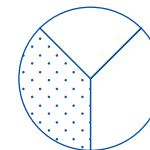
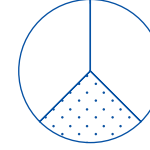
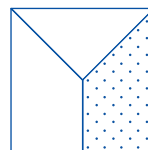
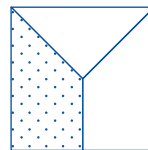
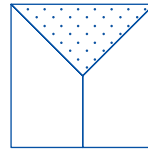
Gain creators

Young adults

- Can access loneliness relatively neutral terms rather than as a severe level
- Enjoyable
- Increase awareness of loneliness

Local community

- Can promote local activities
- Get income stream from advertising
- Get and record data about young adults loneliness issues through this can prevent the acute mental health issue



Customer jobs

Young adults

- Do not want to feel loneliness
- Want to feel belongings, companionship
- Want to focus on personal development

Local communities

- Want to form healthy relationship with the community
- Contributes to supporting local social relationships and community ties

Pains

Young adults

- Uncertainty about feelings of loneliness
- Do not know how to start to tackle their feeling
- Feel pressure against seeking mental health care
- Afraid of talking about their emotions honestly

Gains

Young adults

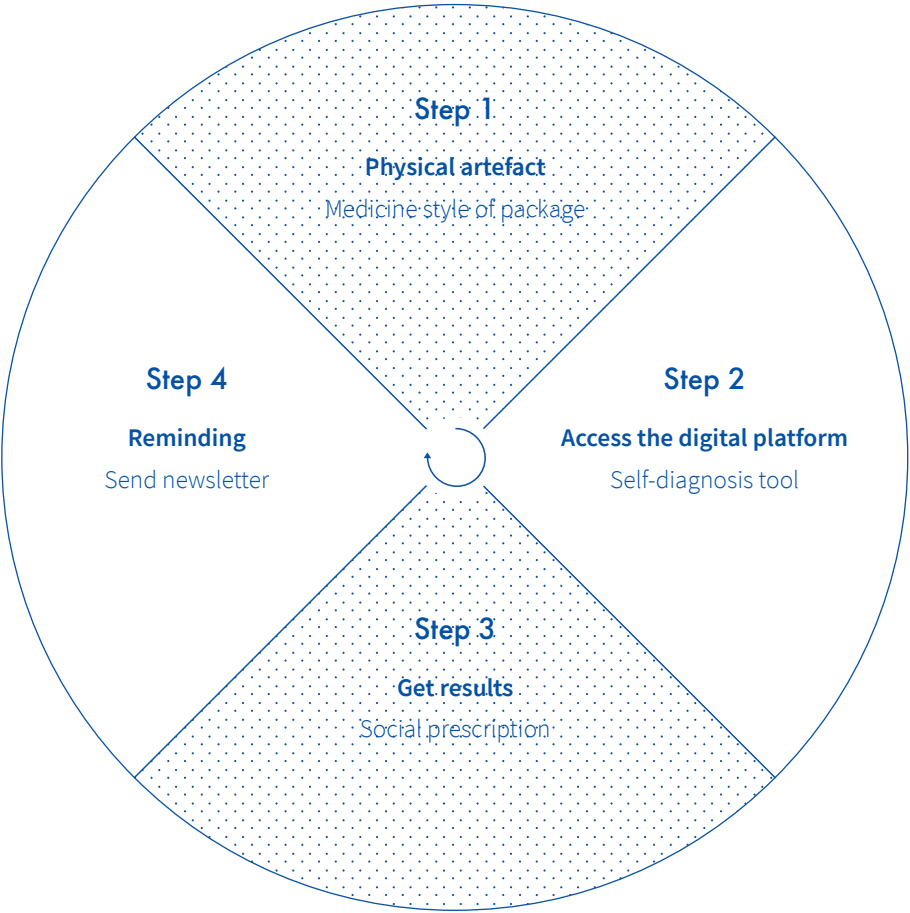
- Build new human network
- Get basic guideline of problems
- Increase the awareness of loneliness
- Involve in social activities like volunteering

Local communities

- Introduce and promote the local events or activities
- Connect other local communities
- Get young adults human resources
- Contribute to social wellbeing

Service process

Service wheel



Physical artefact;

Medicine style of package

- Package including basic information of loneliness, and guideline of the service.
- Touchpoint could be Pharmacy (e.g. Boots, Superdrug, holland and barrett), grocery store(e.g. Co-op, Tesco, Sainsbury, Waitrose) and Public area (e.g. Library, GP, Community centre).

Access the digital platform;

Self-diagnosis tool

Due to the collecting data and further step, required sign up. (Essential factors; Address, Personal interests, Status of living conditions)

Get results;

Social prescription

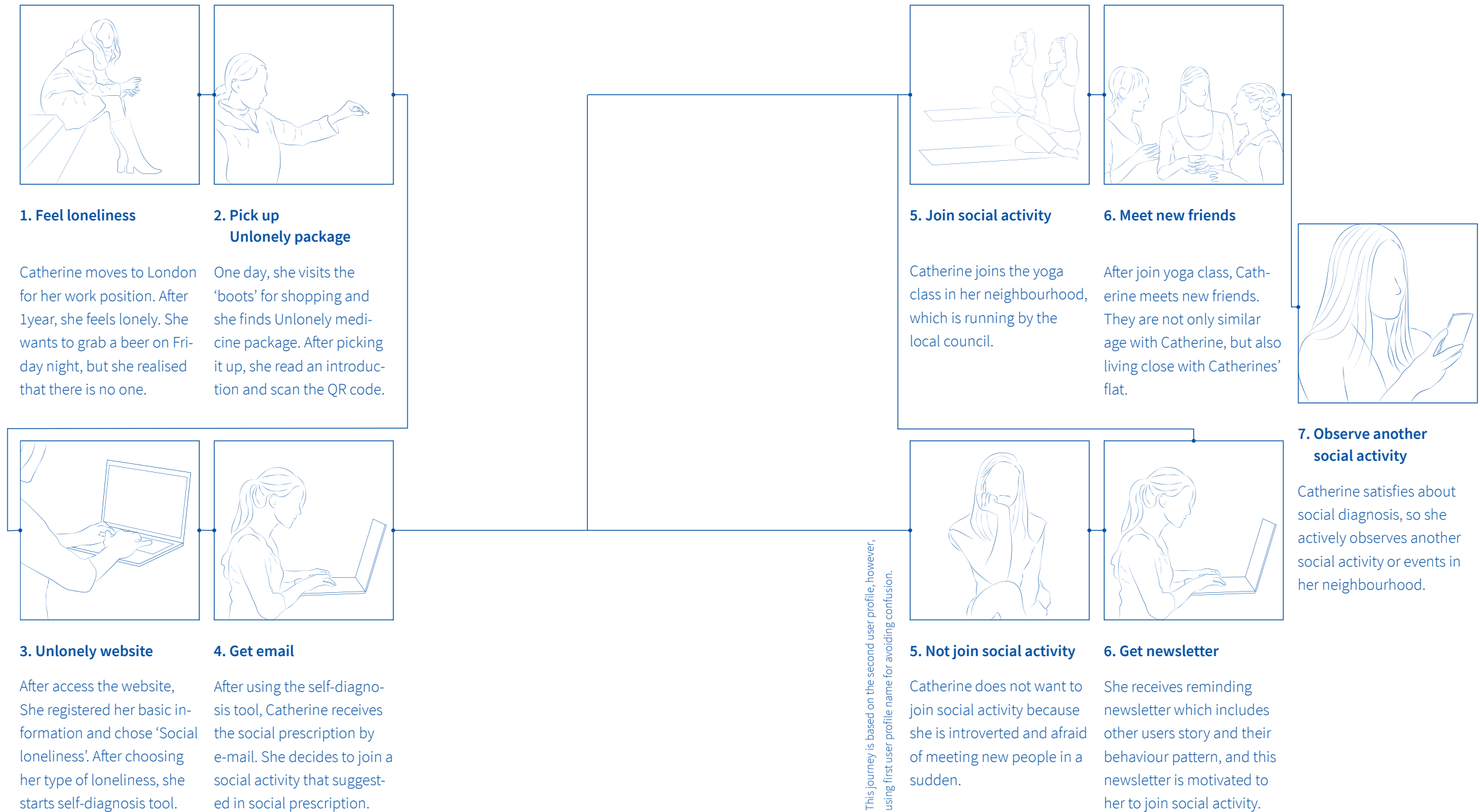
- Receive digital prescription by email.
- Suggestion and recommendation of the social activities should be an offer by borough barrier level and local community barrier.

Reminding;

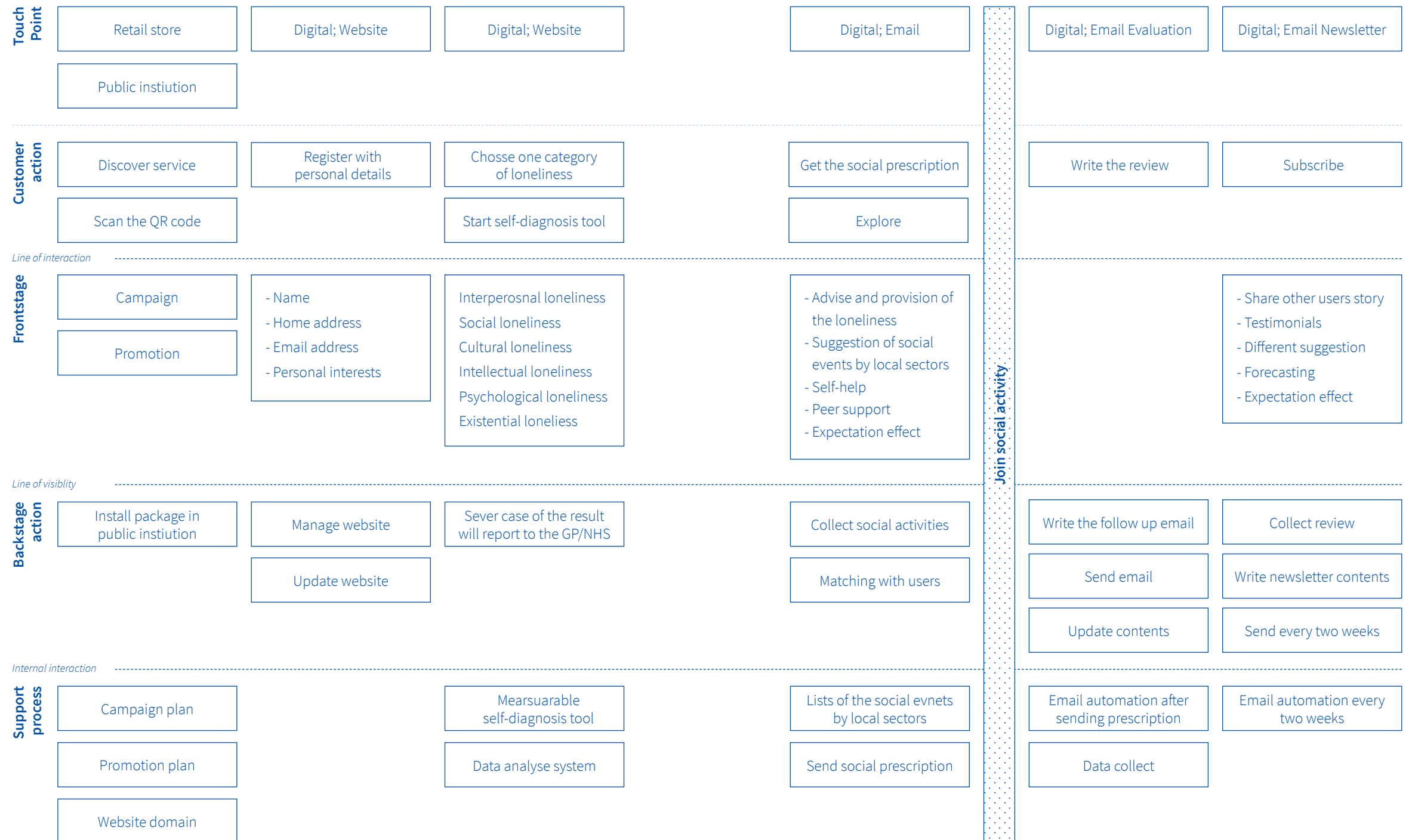
Send newsletter

- If the user does not change the behaviour in Step 3, proceed to Step 4.
- The Reminding newsletter will include the patterns of users who had behavioural changes in Step 3 and the expected consequences of behavioural changes.
- For improving the further service, collecting the mental health information and evaluation with feedback mechanism from users who have changed behaviour.

User journey map



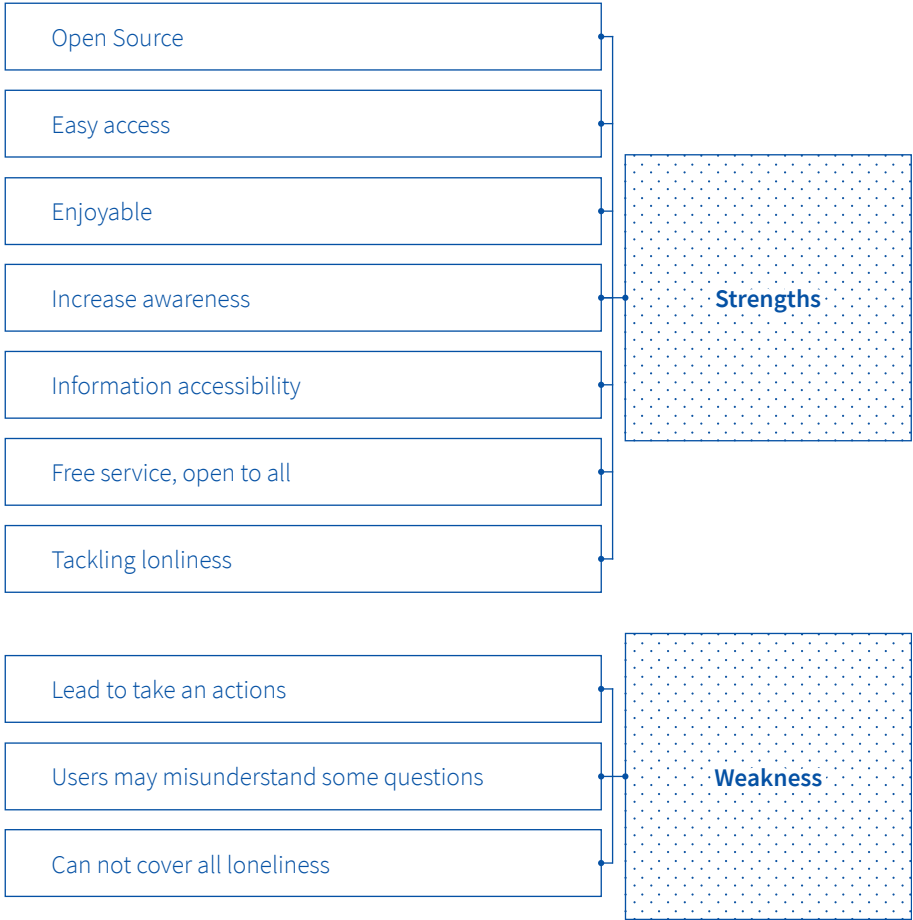
Service blueprint



Business model canvas

Key Partners UK government - Department for a digital, culture, media and sport - Department of Health and Social care Campaign to End loneliness British Red Cross Local Council UK Youth Local communities	Key Activities - Generate loneliness measurement tools - Build self-diagnosis tools - Promote the service through all channels - Build the digital platform - Abstract local communities events - Sharing information of loneliness as a public health issue-level Key Resources Digital platform Physical - Production Intellectual - Loneliness measurement data Human - Newsletter manager - Users	Value Propositions Tackle to young adults' loneliness - Raise awareness and reduce the stigma of loneliness - Prevent mental health problems - Social activity participation Local communities - Social wellbeing - Strengthen local social relationship and communities ties Open Source	Customer Relationship Uncertainty about feelings of loneliness - Do not know how to start to tackle their feeling - Feel pressure against seeking mental health care - Afraid of talking about their emotions honestly Channels Retail shop (e.g. Pharmacy, Grocery store) Public places Digital platform - Website, Email Loneliness package	Customer Segments Young adults who feel loneliness Local communities
Cost Structure Building the platform Generate loneliness measurement tools Generate self-diagnosis tool To promote service Make an arrangement with the pharmacy (In the beginning)		Revenue Streams Unlonely is a non-profit service - Not generate income Possibility - To promote local events, Digital advertising space in social prescription or newsletter		

SWOT



Touchpoints

Physical

As loneliness is a serious disease that should be addressed as a public health issue, the package of the medicine concept, including the introduction of the entire service flow that reminds users of medicine to inspire awareness, will be the starting touchpoint of the service. On the other hand, the package was designed as a user-friendly form of medicine package that is easier to access and enjoyable for users to avoid the characteristics of users who take mental health care themselves seriously.

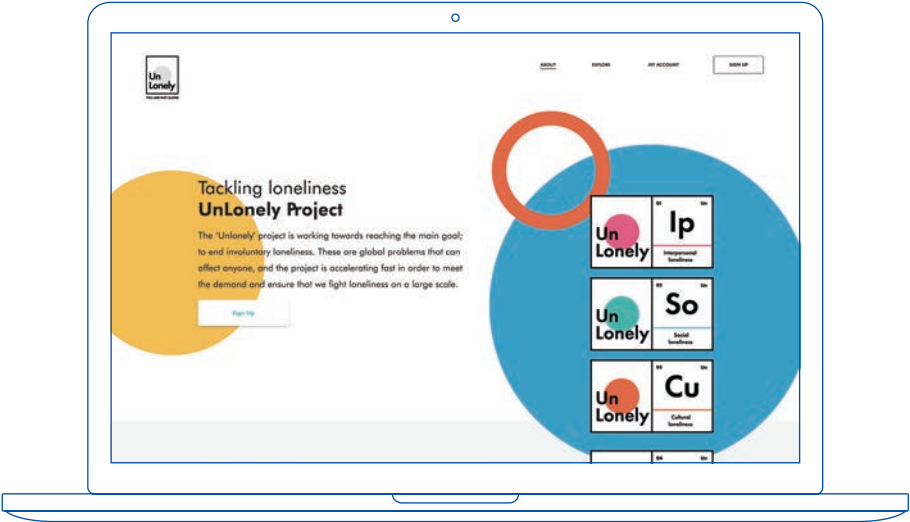
By categorising the six different types of loneliness into colour codes, giving users the option of choosing the right type of loneliness and will be the trigger point to guide to next step; self-diagnosis.

In order to spread the loneliness issue easily and broadly, a pharmacy that consumes a lot of young people is the main accessible physical point, and the user can also find medicine package at the grocery stores like Co-op or a local public service such as a library.

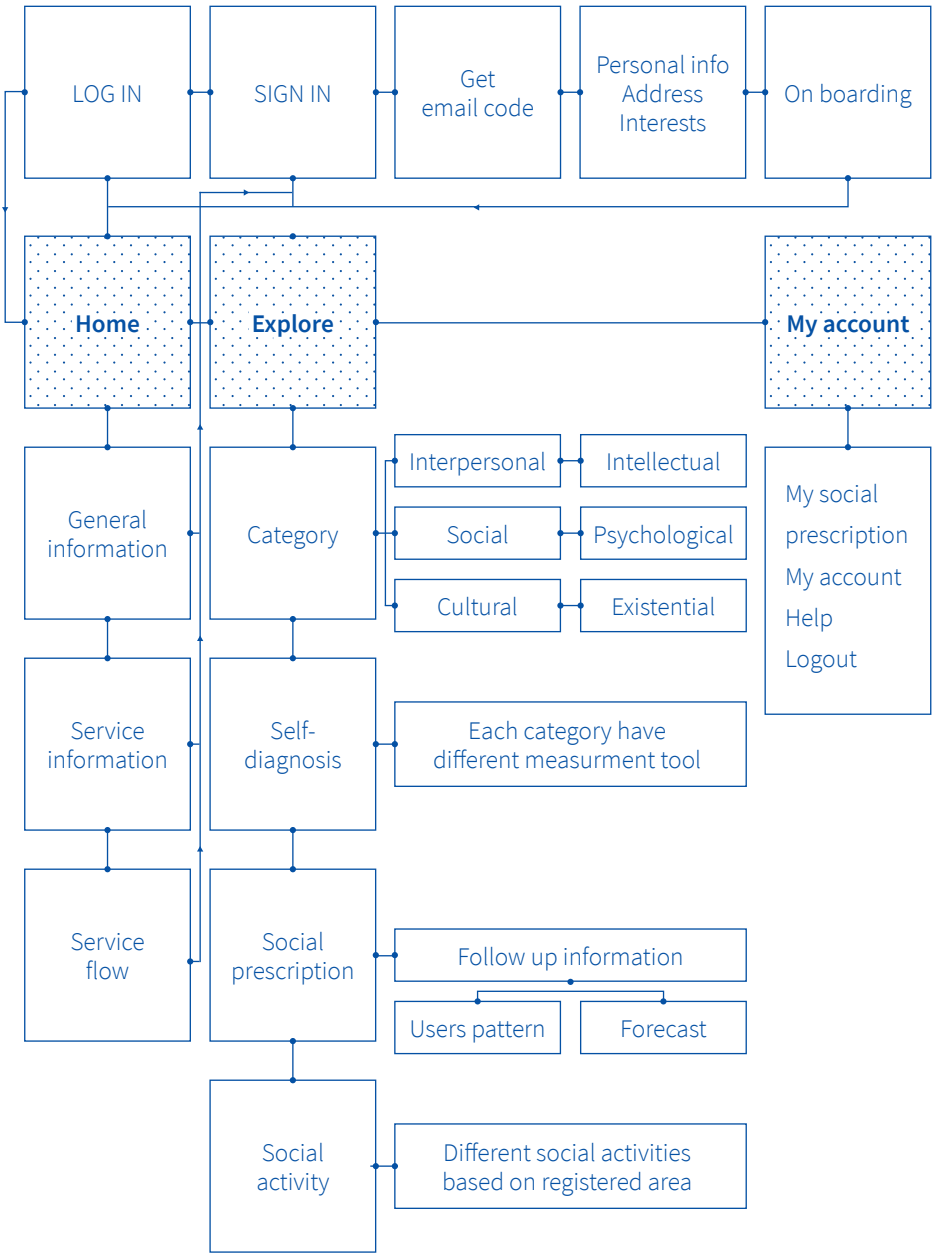


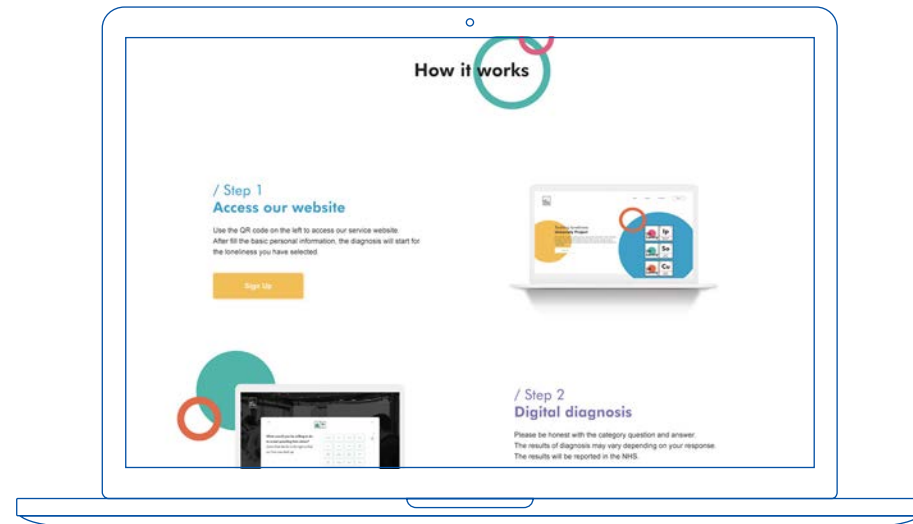
Digital (Website)

The Unlonely website is a digital platform that can serve as a key interface for understanding the whole flow of services and for conducting self-diagnosis tool which is the core of overall service flow. The digital platform is essential for recording user responses in the database. Websites are divided into About / Explore / My account sections.



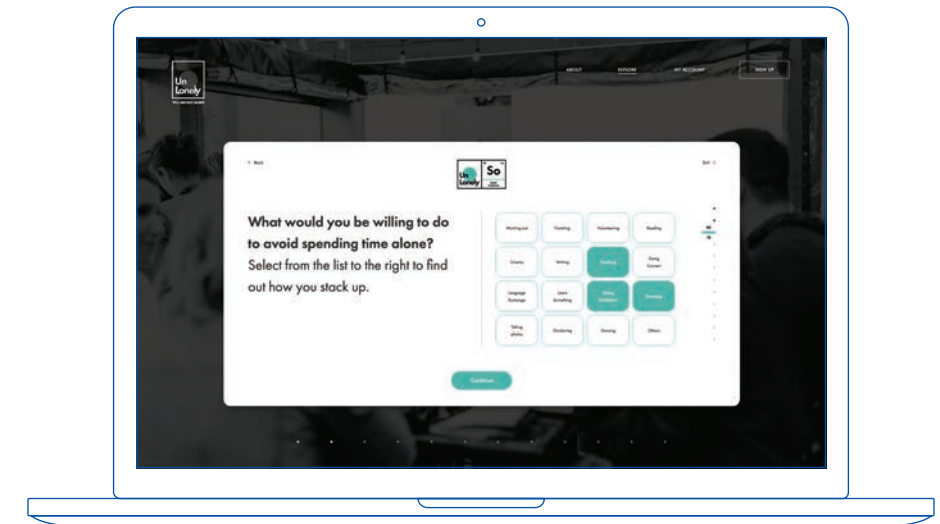
Flowchart





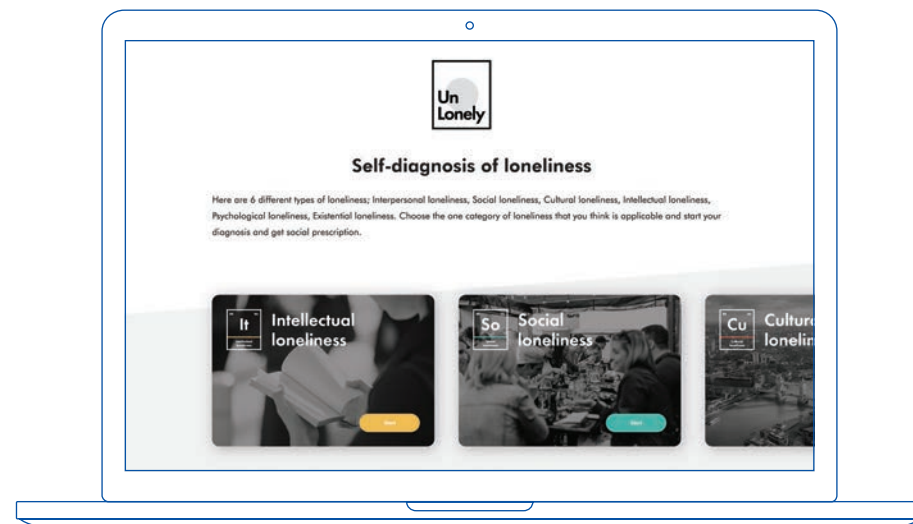
Main page; About

Information of the entire service flow can be easily understood at once in about page. It shows general information about loneliness, project outline and service overview.



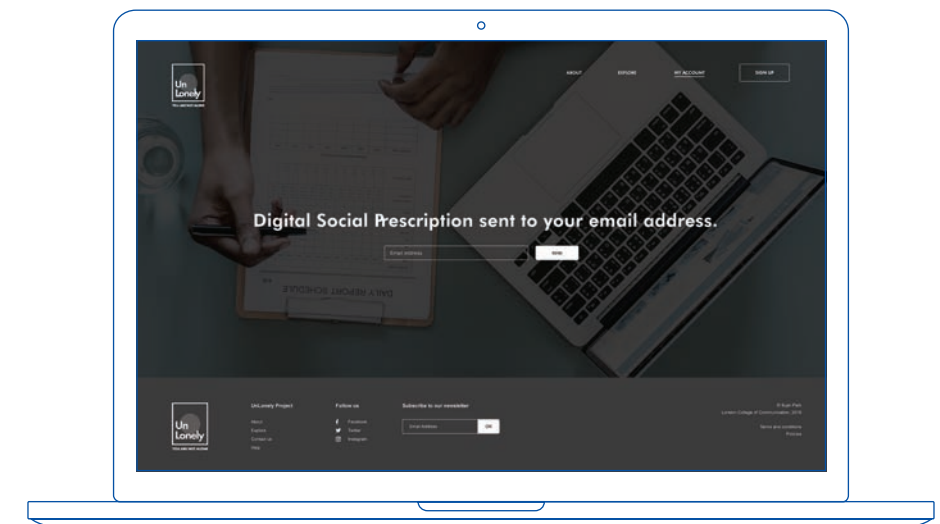
Explore; Self-diagnosis

This section is conducted self-diagnosis, and the diagnostic tool with various interactive and UI motions is provided for the enjoyable concept.



Explore; Chosse the category of lonelinsess

At the starting point of the self-diagnosis tool, website shows six different types of loneliness. User can choose one of loneliness which is more fit to them.

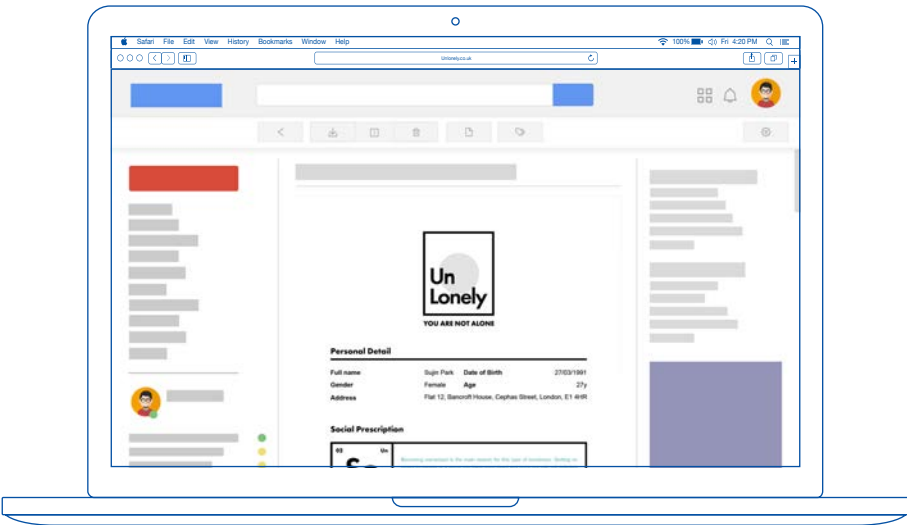


My account; Social prescription

This page includes personal information management to receive the customised social prescription, and the function to receive social prescription by mail after using self-diagnosis tools.

Digital (Email)

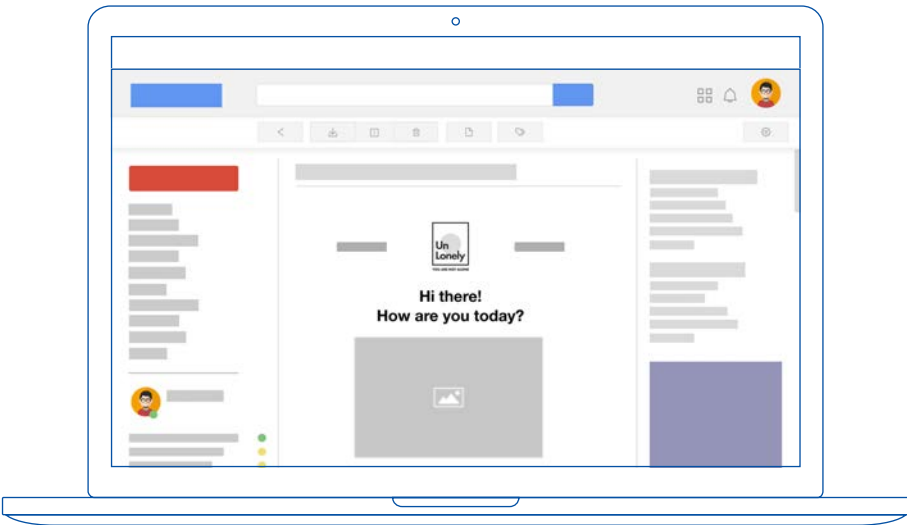
Newsletters are an easy way to communicate with users and engage them as regular basis. Maintaining regular contact is important if the service s operate in markets. Another purpose of the newsletter channel is, users might be interested in knowing about how the services can solve others loneliness problems. Due to keeping contacting and reminding with users, newsletter channel selected.



Social prescription

After exploring the self-diagnosis through the website, you can get results in the form of social prescription. The social prescription contents of schemes may include:

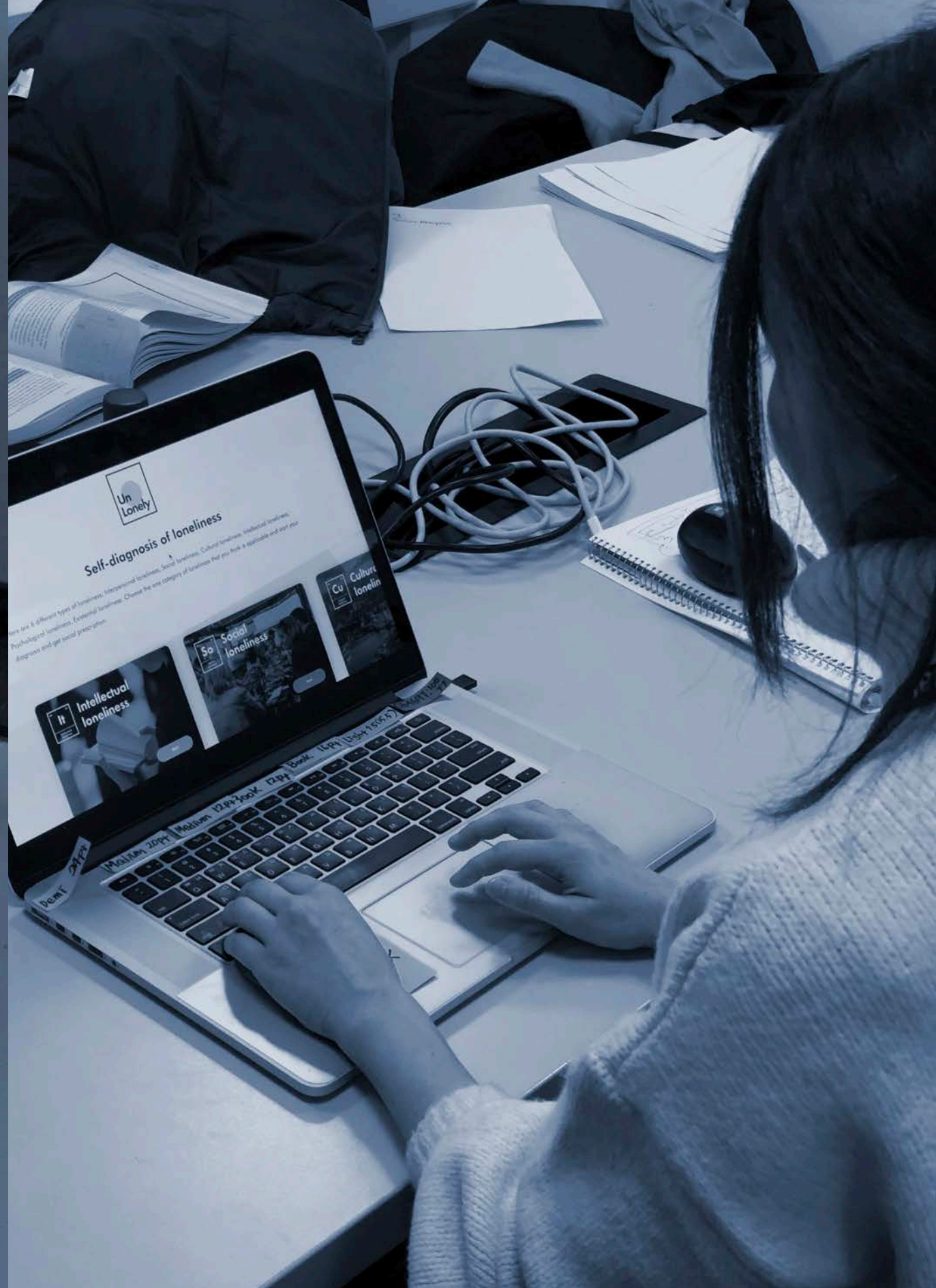
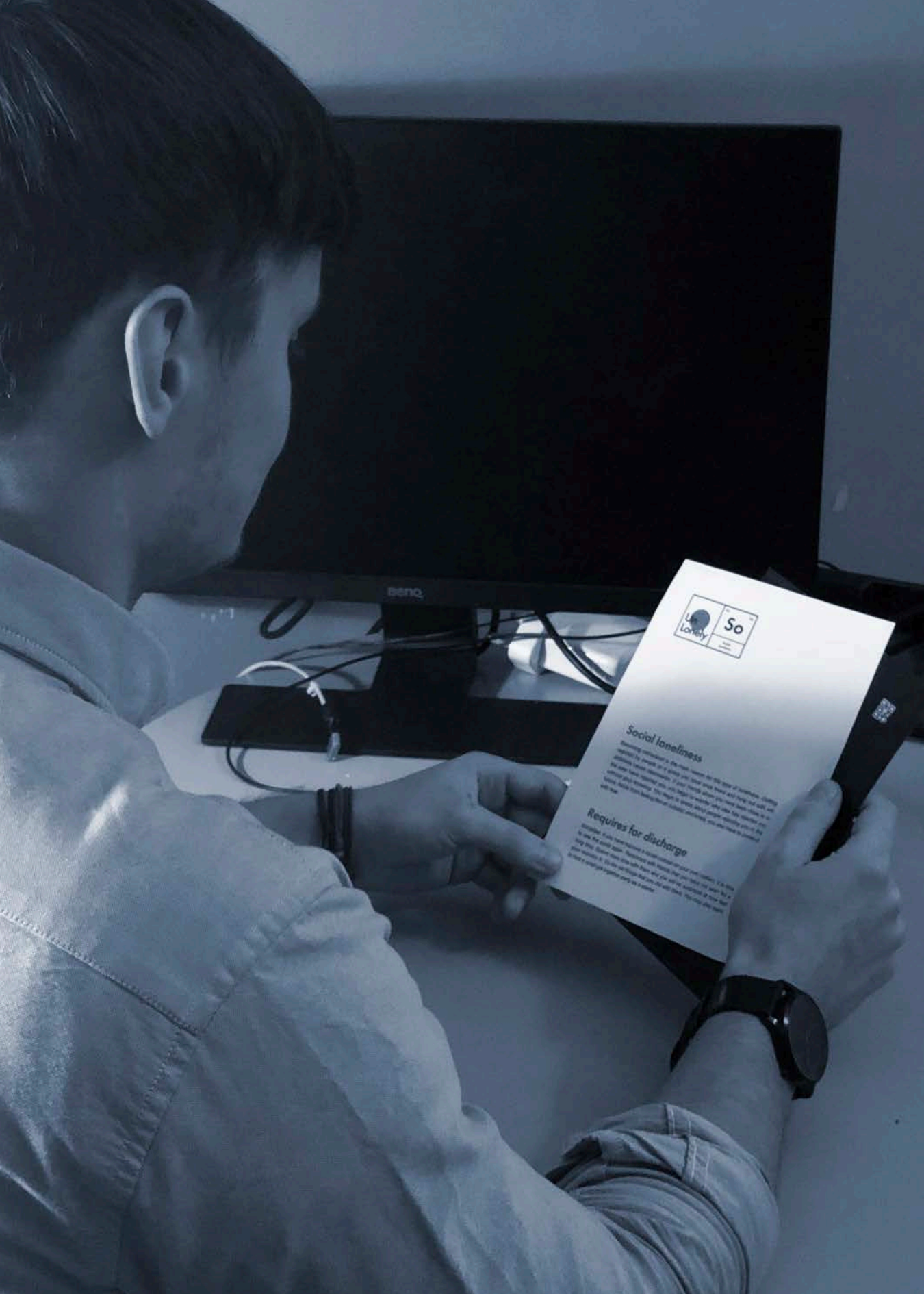
- Provision of general information about loneliness and advice
- Suggestion of all social activities which is running by local sectors (e.g. Physical activity, Learning and Volunteering)
- Self-help
- Peer support
- Expectation effect



Remind newsletter

As an extension of the previous service step, the evaluation report is sent to the person who participated in the social activity through social prescription, and the user who does not change their behaviour despite the social prescription is the step to induce the action participation. Never underestimate the power of a great story. The final stage of the services, remind newsletter contents to include below lists.

- Share other users story
- Testimonials
- Forecasting
- Expectation effect
- New suggestion



Impact

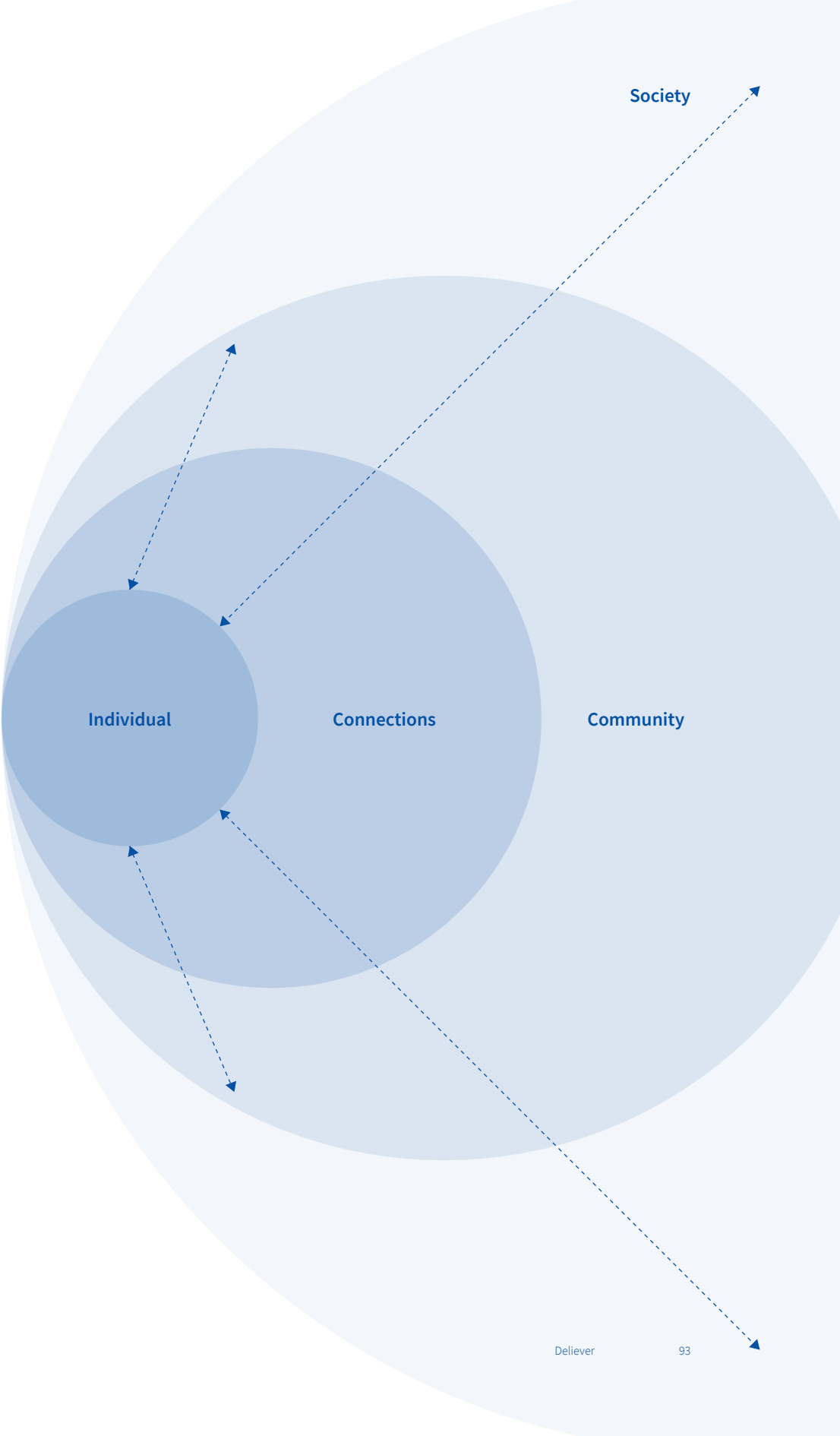
Generally, there are many difficulties in causing human behaviour change. Based on user needs, the proposed service concept will influence the eradication of loneliness, which is prevalent in young people, and induces behavioural change so that young adults take actions to socially connected society.

Drivers of loneliness services and barriers to connection

As a way of summarising and making sense of varied and complex drivers of loneliness, a below model which show the key drivers of services and barriers mapped to help organise the interplay of different types of drivers. Lonely young adults identified barriers to the connection from individual-level characteristics or circumstances (e.g. work environment, anxiety and other mental health difficulties).

Individual	Sense of self, health, income, energy, confidence, emotions, perceptions
Connections	Friends and acquaintances, family, colleagues
Community	Social activities, funding cuts, services, neighbourhood safety
Society	Social and cultural norms, work/life balance, stigma, digital age, insular communities, political landscape, financial hardships

Source: Trapped in a bubble report (2018)



Personal health

Tackling loneliness

The proposed service aims to reduce the harmful effects of loneliness on mental health by inducing behavioural changes through self-diagnosis.

Community Health

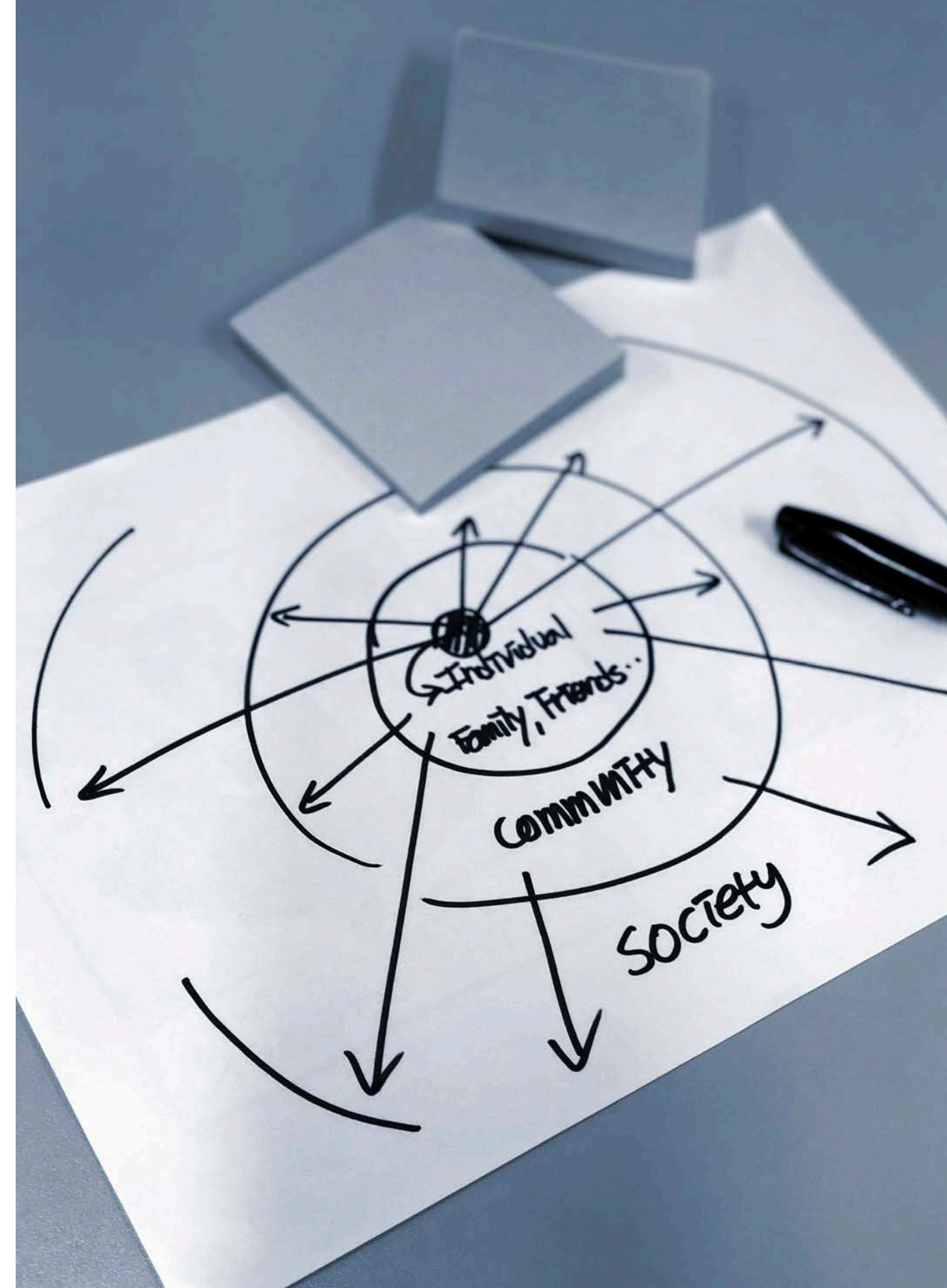
Well connected local community

Reflecting the geographical characteristics which discovered at the stage of research, at the stage of inducing the change in the behaviour of the young adults, a healthy relationship with the community will be formed, which in turn contributes to supporting local social relationships and community ties.

Social health

Social wellbeing

Young people, the key age group that drives our society with healthy mental health and communities with healthy social relationships will form stronger societies that enable to affect the social wellbeing of the society.





Conclusion

Conclusion

Unlonely project was able to create valuable services through the design process. Using a variety of service design tools has helped to clarify and improve maturity logically. Unlonely service is aimed at reducing the loneliness, which is attracting a great deal of attention from the UK government, as the primary target for young adults who feel lonelier than seniors. Unlonely encourages the young generation not to view loneliness as a light heart emotion, but also to promote awareness, to change the behaviour of young people who value self-growth. It is designed to connect with the social activities of the existing community and to have the power to help develop the community. This service has the power to transform a big society, starting with small behaviour changes, and is designed with a focus on human-centred design.

Unlonely service has been carried out with value in the first step and final step in whole service flow. The whole service was designed with the focus on easy access and enjoyable, and the proposed service was designed in such a way that it solved the problems based on insights through research and interviews already announced by the government and many public organisations.

In addition, feedback suggests that the self-diagnosis tool, which will be the core of the service, has a strong impact not only on the Unlonely project but also on overall health-related services (e.g. bad eating habit). There is another possibility that the service can be carried out in the form of a campaign, and according to the user's reaction, a profit structure can be formed by attracting various third parties in the last social prescription stage. The feasibility

of service lies in measuring the loneliness, and this service might be a proactive measure that prevents loneliness from becoming a chronic disease and leading to severe mental health.

**You can ignore the
loneliness,
but loneliness
does not ignore you.**



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