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Acknowledge

During the process of my major project, there are so many people helped me and finished some tasks together. They gave me the proper gudiance and support. I really appreciate with my deepest gratitude.

As the completion of this project gave me much pleasure, It was a humours challenge and accomplishment eventually. I would like to thank Philippa, my main tutor. It was an amazing journey with these numerous tutorials. In addition, a thank you to Silvia, Hena and Cordula, all the advices from you were so useful and supportive.

Many people, especially my classmates have made valuable comment suggestions on my paper which gave me the inspiration to improve the quality of the project.

At last, many thanks to my family and my boyfriend. This project let me realise how important to be part of family. Without you, I was not able to accomplish this project successfully.

Summary

Many people asked me about what was my motivation to design this topic about death. The reason are several and inspired from my personal life, meanwhile. I also realise that the death will happened to everyone eventually. IS it a really significant topic to explore? Of course, it is.

This project aims to engage people to talk about death as a normal conversation, prepare them for the idea of death through a journey that will help them understand the end of life.

The key question was highlighted about the taboo culture of talking death in UK. In general, the perception is not positive to talk about it. Some people still choose to deny or ignore this topic. In the other hand, this topic is also essential issue for family to face eventually, but the ignorance and denial make the situation so difficult. When the death is coming, it becomes overwhelming for handle this issue and remains a lot of painful problems without any legal document about the person passed away. So it is crucial to think about how to deal it and help people talk with their loved ones and family.

Phase 00

Introduction

Statement of Intent

"Death is not the opposite of life but a part of it" - from Haruki Murakami, a Japanese writer.

The themes of my major project come from my reflection of previous experiences, I overviewed and thought carefully about what I really want to focus on for my masters thesis. I narrowed my list down to few topics, the meaning of life, and also the meaning of death became my priority.

When I was younger, I would occasionally have a conversation about the meaning of life with myself. These questions of life kept in my mind. "The meaning of why we came to this world? How about the imagination of death?"

Meanwhile, the loss of family member made me realise that every life should be granted, and comprehend the transiency of life. In my own experience, I never had any actual conversation with my family about death, because we never discussed this topic at all. Understanding death was taboo in our real life, we usually did not talk about or exchange our knowledge about it. Paradoxically, we can view many incidents surrounding the death from entertainment such as TV shows, news, movie, which makes people feel anxious

about the death, based on the instinct of a life and a human.

However, we should find a way to face the fact that all of us will die, To understand it and face it peacefully, oppositely, the awareness of death allows us to feel more alive.

This service can help people to be aware of mortality. My initial idea will be displayed as the experiential journey and let the users have death education. Meanwhile, the user can understand the value of life, to motivate them to look for a better life.

Background

From the definition of dictionary, "Death—is the cessation of all biological functions that sustain a living organism." It also means the end of life permanently. Due to the status of dying and the termination of social relationship or familial bonds with the deceased, this words has regularly been connected to sad, unpleasant, negative circumstances. Nowadays, we are trying to repress our feeling about death—even make it hidden. It seems like most of us lost the ability to face it, because death has become so distant.

The meaning of death can be further developed from philosophical perspective. German philosopher, Heidegger (1927) claimed that Death is an indefinite certainty, the existential-ontological meaning of Death. His book, Being and Time, as a philosophy of death, revealed that genuine existence was to be built on exclusively in a determined anticipation of death and that human being. His concept is that all humanity has the timeline to reveal past, present, future, and the notion of death comes up when we considering the future. For humans, it was most profoundly a "being-towards-death"—time comes to an end with our death. Consequently, it is extremely important that we have an acute awareness of death in our life. Heidegger also mentions, if we face death into the life

and comprehend it directly. This then creates angst, which generate further understanding in one that death is a possibility of existence. Thus, angst can lead to a freedom about existence, and stop denying our mortality. As the human, an anxiety of death is part of instinct, which is inevitable of our emotion. Recognition of deaths from our life allows us to feel more alive, keeping death in mind rather than avoiding the sight of it can really change oneself to be free from the anxiety of death and become conscious.

Moreover, referring to the existential philosophy, existential psychotherapy is a developed therapeutic practice of psychotherapy, which is based on the model of human nature. The applied concept also involves in death and meaning of life.

This existential approach can assist the patient to build up the personal reflection of in-depth meaningful, and self-directed choices about the life. The aims of interventions is to increase self-awareness and self-understanding. It supports the patient to confront the transiency of life.

Yalom (2008) says that for much of the time, most of us live comfortably by uneasily avoiding the glance of death and although we know about death

intellectually, the unconscious part of our mind protects us from being overwhelmed by the terror usually associated with death. He also defined different incidents often catalysed for us to develop further awareness from our life experience and a chance to have growth in dealing with the conflicts and troubles that life surrounding us.

Overall, these information conclude that every human being must face the death of his own life eventually. By understanding this context, it helps us to reflect about the meaning of life, and think about how to deal with it.

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If I take death into my life, acknowledge it, and face it squarely, I will free myself from the anxiety of death and the pettiness of life - and only then will I be free to become myself.

-Martin Heidegger

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Methodology / Timeline

Sep Oct Jul Nov Jun Aug Statement of Intent Secondary research Analysis user journey Persona / Empathy canvas Service Concept Service wheel Background Benchmarks Storyboard Co-creation Further Research Methodology/ Timeline Insights Brainstorming User Journey map Field of study (scope) User Test HMW question concept development Service Blueprint Golden Circle Stakeholder map Observation Prototyping Shadowing Value Proposition Canvas Iteration SWOT analysis Interview Review **Business Model Canvas** Action Plan Inspiration Ideation Implementation

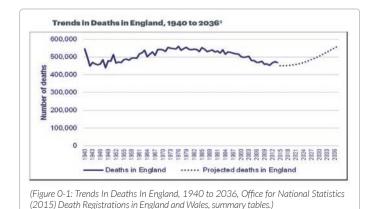
Field of study

According to the report "Death, Dying and Devolution" from Institute for Policy Research, In the UK, the annual number of mortality is over half a million at present. The number is expected to rise by 17% from 2012 to 2030. The percentage of deaths occurring in the group of people aged 85 years or more is expected to rise from 32% in 2003 to 44% in 2030. Approximately three quarters of deaths are expected. Premature deaths have also greatly reduced, to the point where 84% of deaths in England in 2013 were people aged 65 or older. 75% of all deaths were of people aged over 75, and 39% were 85 or older.

impacted by death every year, with sizeable social and economic consequences. Every death has significantly impacted bereavement for estimated four to six people. More than 2 million British people tackling with emotional, financial and practical effect from death yearly. -add refer

In the same time, a considerable number of people are

A survey from ComRes public opinion in 2016 revealed that only 7% of British adults had written down their wishes or preferences about their future care, should they be unable to make decisions for themselves.

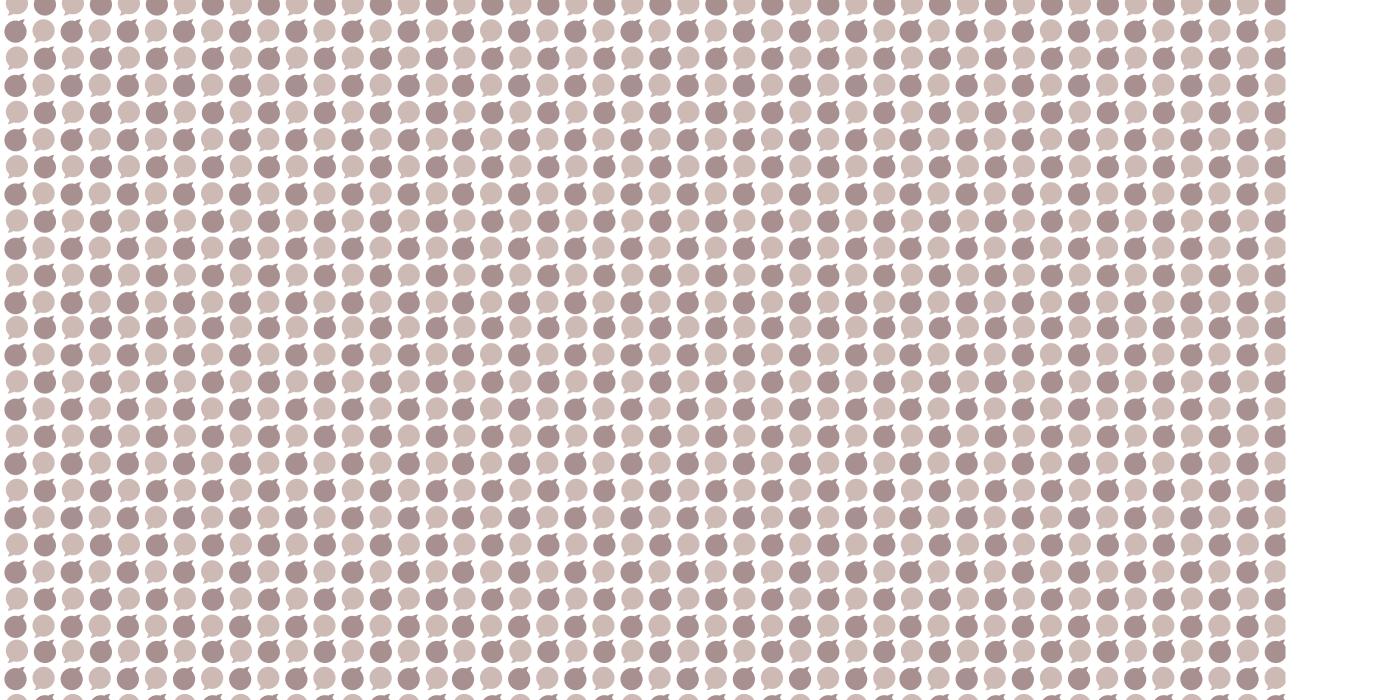


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The data from YouGov mentioned that over 90 % of British have thought about their own death. Meanwhile, the average age that British people have their first consideration of their own mortality is 26 year old. About two thirds of people from survey have not written any will in advance.

Furthermore, most people consider that most British feel uncomfortable discussing dying, death and bereavement. Even 20% of the people tend to not initiate conversations about death, as they have a worry about upsetting others.

Overall, most aspects about death are a taboo in general. However, the lack of preparation for the end of life can make both patients and their families panic. Denial, ignorance and reluctance become the elephant in the room. Emotional attachment and fear of loss force us to avoid most topics about death, and let me become more vulnerable to deal with death in unprepared situation. Without proper preparation, death becomes an overwhelming issue. In fact, it does not affect just one person, it is also related to the entire family. Eventually, all of us have to deal with it, whether our own death or others.



Phase 01 Inspiration

- · Observation
- · Death on the Fringe
- · Death cafe
- · Interview with end of life doulas
- · Secondary research
- · Social Interaction
- · Organisations
- · Benchmarks
- · Insights
- · HMW question
- · Golden Circle

Observation

Perspectives from documentary

The starting point of research was looking for different perspective about death, so various video and ted talks became the reference, which inspired me on new insight about death. The themes include suicide, hospice service, the end of life care and assisted suicide. According to these records, it helped to have a further understanding of how people experience death in different scenarios. Every embodied experience with video has challenged my own perception and expanded my horizon about different scenarios at the end of life.

Island / Steven Eastwood / 2018



(Photo Resource: Island)

A recent documentary focuses on provocation about our perception of death. It portrays different characters during the process of end of life and palliative care. The audience become the witness of one interviewee's death. It has the long shot for capturing the moment of mortality itself. It indicates that the clear picture that one death from a patient involves their family, friends, community and the system of hospice care.

End game/ Rob Epstein, Jeffrey Friedman/ 2018



(Photo Resource: Netflix)

The film records a number of patients with terminally illness in the last stages of their lives. It depicts the various comments about death from different patients. The family from one palliative care patient still keeps the faith and look for any medical intervention. It is beautiful and touching that the patient and family support and care for each other. They embrace one another at the hospital, trying to say proper goodbye in the last moment.

Grayson Perry: Rites of passage: death/2018



(Photo Resource: Channel 4)

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Observation

Culture

The cultural background is other significant perceptive for reference. People from different region have developed their rituals and attitude about death, which reflects their concept for life particularly. The following paragraphs introduce several profound attitudes about death and life from different countries and cultures. These ideas help to rethink the perception about death.

Mexico



(Photo by Eneas de Troya)

The Day of the Dead originated from Mexico.It is the festival for families to honour the lives of deceased loved ones. The concept is: death as a natural part of the human experience, believing that the dead would be insulted by mourning or sadness, which is totally opposite of the taboo culture in many western cultures.

Due to the belief that spirits from family who come to visit would feel insulted if they discovered everyone was sad in grief. Instead of mourning, the main purpose belongs to a celebration of life. People get together to share stories and memories about about deceased relatives and there is no need to feel sorry for them.

Japan



(Photo Resource: Japantrends)

Nowadays, Japan is a super-ageing society. There is a nationwide event called "Shukatsu"—means "preparing for one's end". Most seniors in Japan are concerned that even their death would cause trouble to their family. People would rather organise their possessions in preparation for death in advance. Most of the seniors have a proper plan for their funeral and final resting places. Besides a formal legal document like a will, they also write down ending notes, including making a record of their financial assets, after-death messages and instructions to relatives and friends.

Indonesia



(Photo Resource: TED Ideas)

After a person's physical death, their body is placed in a special room in the traditional residence. This is also the same shape of the building which witnessed the person's birth. It identifies the human life cycle from birth to death.

The physical cessation of life is the genuine death. For the family, a member of society would pass away when the extended family is able to consent upon and organise the entire resources for a funeral that is considered appropriate in terms of resources for the status of the deceased.

This funeral has to be public and let people know that their member is undergoing

Observation

Death on the Fringe

During the annual Edinburgh Festival Fringe, there are a series of performances and events related to the death and dying —a festival called Death on the Fringe within a festival. It was organised by Good Life, Good Death, Good Grief, an organisation that focuses on how to engage the openness about death, dying and bereavement in Scotland

It includes monologue, eulogy, theatrical performance and talk shows. However, the way they are performed might be serious, or some shows presented with humour. Each of them focuses on issues such as suicide, grieving, the widow experience, remembering someone you loved.

The content from some shows provide some insights:

- · After a person's death, certain vocabularies became taboo, because they are related to specific memories. -
- · Keeping peoples memories alive is a way they want to be remembered.
- Facing the grieving will never be fine, but you have to sugarcoat your sadness and move on from thinking on the bright side.
- · When you realise you might only have several years to live, what should you do?



(Finsbury Park Death Cafe event, October 2018)

(Breathing Corpses, Split Brick Theatre and New Celts Productions, Death on the Fringe)

The insight from Death cafe

Staring from July to November 2018, I participated about ten different death cafe event in central London. I have some observation and clustered some insights from the conversation in death cafe. Here are the following tables that categorised in different topic:

Communication

- The conversation between family is really strongly complicated
- The difficulty to talk about the death
- Emotional attachment affects the sadness level.
- Worried about the family member if the person passed away
- Individual <-> family impact

Preparation (funeral)

- Give you my phone before I die
- Prepare an item list
- The concept of living funeral
- Do you prefer your body or be buried or cremated?
- How to make your kids like your choice.
- Deal it with flexibility / just need to give them the right decision

Grieving

- It happened too much, it might be overwhelmed to accept in the early 20s.
- Loneliness from death loss
- How to deal with lost
- How to tailor their situation for grieving
- Kids are resilient to digest the meaning of death

Attitude of death

- The fear about death
- A scared feeling of lost people you love, eventually, you need to let them go
- Death denial
- Awareness about the limited time
- We don't know when the death is coming,
- but we can be prepared
- Death is the part of life, Death is the process
- My death, my decision
- Design The way you went to be treated
- Be afraid to lose the ability to face my own fear
- Life is constantly involving, mindful way
- What is a good death? -without regret
- Every moment is last moment

Life education

- The kids are not allowed to attend the funeral
- The school hid the fact that the teacher committed suicided
- The adult always protect the children, hide the fact to avoiding they get hurts but kids have their ideas

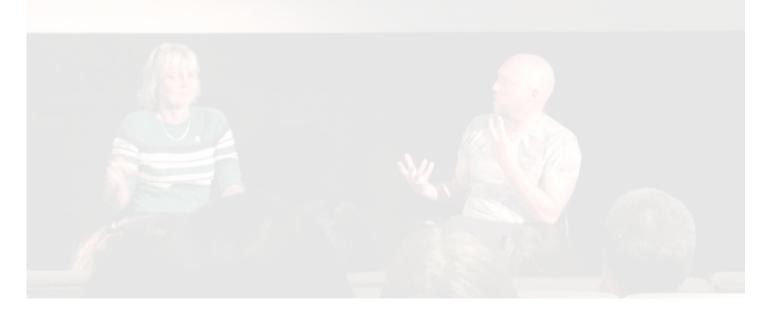
Innovative ideas

- Death anniversary in social media
- Grief cards
- The Day of the Death in Britain

Interview with end of life doula

About End of Life Doulas, the concept is doula who helped the birth, they are professionals to help the people and their families at any stage - from the diagnosis of an illness, the onset of fragility, through to dying and death. They support to make the transition and decision about the end of life care plan.

In middle September, I had the chance to have a phone interview with one professional End of Life Doulas, who is also working in the organisation called "Living Well, Dying Well", specifically provides the training session of End of Life Doulas.



The insight from Interview

- Trying to understand the users preference, medical treatment.
- · More preparation makes the death easier.
- · To make the conversation really, really normal.
- · Just follow the flow of conversation naturally, and draw the plan.
- · Go to with the pace,
- · The family or health care professionals can support
- · How to help the person make the way to live in the end of life
- Some people don't feel comfortable, but others are really into it.
- · People did not learn how to expect /act
- · Spend time to talk with the person what they want and share with the family to open up the conversation

- · You can not force it, but you can try your best to talk.
- · Establish the relax environment for the conversation at first, then keep the information.
- · Use the formal form in last part, not in the beginning
- People might use the board game for groups, but not use them for the actual end of life plan, but it helps to stimulate the conversation.
- · The role is mainly supportive in the side, not involving.
- · Reflecting on what they said, then we customise their end of life plan.
- The information comes backward and forward, until what they want
- · If you break the back, it takes away all horrible things, tries to kickstart again

Secondary research

Based on the data from the previous activities, I received various comments and potential opportunities for developing concrete ideas, especially the interview from an expert was crucial to think actual situation in one family.

It was the clear situation that people do not want to discuss and involve in all the topic about death. So the following stage focused on defining the factors and reasons, also looked for current solutions and what kinds of organisations is working on this kind of situation.

Why people don't talk about death

Based on the previous content, clearly there is a fact that some people do not talk about death. There might be a variety of motivations from different personal experiences or perceptions. Some people even think some people have symptoms such as death anxiety, one kind of anxiety caused by ideas of death. It could be the feeling of dread, apprehension or solicitude (anxiety) when one thinks of the process of dying for individuals. Meanwhile, it is also defined as thanatophobia (fear of death).

"The fear of death is a universal phobia experienced by humans, with societal preference strongly advocating the preservation of life in many fields, such as in medicine. Individuals have their own attitudes towards death influenced by personal, cultural, social and philosophical belief systems that shape a person's conscious or unconscious behaviours. These attitudes are attached to human emotions, which are in turn attached to actions taken towards the object of the emotions in this case, death. " - Definition by Farley G.: Death anxiety. National Health Service UK. 2010,

Many factors in general, referring to Dying Matters

Why relatives and friends won't talk about it

Reasons may include:

- · Fear of saying the wrong thing and making matters worse
- · Fear of loss
- Cure collusion (refusing to face the truth, or pretending everything's alright) with relatives.doctors and carers
- · Fear of what other relatives might say
- · The notion that professionals know best, so nothing is addressed
- · Fear of own mortality
- · Guilt/shame about what has happened in the past
- · Denial I can't face the truth of what's happening

Why people who are dying won't talk about it

The ability or willingness of someone who is dying to talk openly about what they're going through may be affected by some or all of the following:

- · Fear of being burden to family and friends
- · Lack of privacy, particularly in hospital wards
- · Inner conflict and unfinished business
- · Fractured, strife-ridden families
- · Secrets that have never been shared
- · Denial I don't want to face the truth
- · Fear of upsetting relatives
- · Never been a talker, and don't want to start now
- Trusting the right person (a dying person may chose who they want to talk to, and this might not be a relative, trained nurse or doctor).

(Talking about death and dying , Dying Matters)

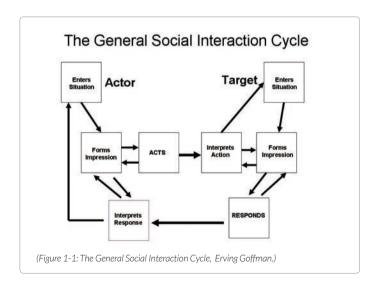
Social Interaction

A social interaction is a social exchange between at least two or more people. These interactive activities are the main object of basic social inquiry and analysis. Inspired by an article called "A Sociology of My Death", it is quite interesting to discover the relationship between the social interaction and how people talk about death. The author is Peter Kaufman, a professor of sociology at the State University of New York. He was diagnosed with incurable, stage IV lung cancer in June 2017. In this article, he outlined different sociological themes, which were inspired by his own diagnosis. He mentioned that all experience from one person's birth to death, belongs to the personal experience, which are still inherently social as well. He also declared "people in my situation know that death and dying make for uncomfortable social interactions that most of us, myself included, would rather avoid" and "Most of us have never been taught the language to converse comfortably with someone who is dying. " (Kaufman, 2018)

Another point he quoted by another sociologist called Erving Goffman is that people usually tend to be supportive during social interaction. People prefer to have positive atmosphere and do not want to let others feel uncomfortable or embarrassed in

the process of communication. Actually, this point resonated that people are keen to avoid the topic of death, because they would not like to take any risk to upset others when they are chatting.

Also, we always look for any social cues, follow the similar attitude of others. We can try to behave appropriately and imagine the content they share for facilitating a successful interaction.



Organisations

According to the awareness of death and the demand of the end of life care, there are various organisations / charities that focus on helping people to talk about death, and prepare logistics in advance. Meanwhile, some organisations also provide a consultant service about pre-paid funeral and life insurance. Some of them have their own community ecosystem and the visitors can share their personal experience, or ask for any advice about funeral planning.

Dying Matters

led by Hospice UK, alliance of individual and organisational members across England and Wales, which aims to help people talk more openly about dying, death and bereavement, and to make plans for the end of life.

Compassion in dying

This organisation supports to plan for the treatment. This helps the patients get the support. When what matters most to them is known and recorded.

Gentle Dusk

We always think of advance care planning as providing choice and control to patients while enabling us to deliver the best care at the end of life.

The Arts of Dying Well

The Art of Dying Well offers practical and spiritual support to those faced with the prospect of death and dying. It is a site for everyone.

Good Life, Good Death, Good Grief

an Alliance of organisations and individuals that want to work together to raise public awareness of ways of dealing with death, dying and bereavement, and promote community involvement in these topics.

BrumYODO

a community collective aiming to encourage and support the people of Birmingham to have open and honest conversations about death.

Marie Curie

They provide care and support for people living with any terminal illness, and their families. Last year we cared for over 40000 people across the UK.

Death Social

Information and resources for sorting out your digital legacy, including tutorials for people who want to put plans in place for their online accounts at the end of life.

Benchmarks

At this stage, it is crucial to search for any similar products /services surrounding this topic and try to find out if any gap is still missing at this moment. Understanding the existing product helped to rethink about how to interpret this project in reality and to avoid the overlapping same context in the further stage.

Hello



(Photo by Common Practice)

This is a conversation game. It's the easy, non-threatening way to start a conversation with your family and friends about what matters most to you. The goal is to get people talking about end-of-life issues in a way that's easy and non-threatening. The most revolutionary aspect of it—and it's such a simple thing—is that everyone can and should play.

Death Deck



(Photo by Death Deck)

The Death Deck has everything for a fun and memorable night of lively conversations with friends or family. Play the new party game that lets you explore a topic we're all obsessed with but often afraid to discuss. There are 112 cards with a mix of multiple choice and open-ended questions guaranteed to spark lively discussion around the topic of death.

Cake



(Photo by Cake)

Cake helps you discover, store, and share your end-of-life preferences with everyone who needs to know. Their primary goal is to help as many people as possible to successfully complete their end-of-life planning for their own digital product.

Death Over Dinner



(Photo by RoundGlass)

Let's Talk About Death (over Dinner) offers keen practical advice on how to have these same conversations. It is a thought-provoking and practical guide encouraging us to change the way we talk about death There's no one right way to talk about death. By transforming the most difficult conversations into an opportunity, they become celebratory and meaningful.

Insights

Before ideation stage, there are some points to be highlighted, based on the previous research and received data.

The attitude and perception

In general, the attitude about death is always not positive. Some people might still be frightened by this topic. The problem is how to change the perception about the mortality, which will happen to everyone eventually. The death is inevitable, so everyone has to face this situation in a calmer way. It is time to stop being negative and to deal with death more objectively.

Moreover, participants in death cafe would like to normalise this topic, but actually this part is already normal, it is a part of our life cycle. We need to raise the awareness about life cycle and that death is nothing special.

The preparation in advance

The static and information indicate that majority of people are lack of preparation about the death. The reason might be to ignore this issue, to avoid any unpleasant ideas, and no priority about preparing this part. We think about a lot to plan out in future, but forget that death is a part of future as well. It is common that people do not know the procedure of dealing with someone's death, such as the details of legal document, the patient's care plan, and the list of financial assets. The situation becomes so difficult for family to deal with these documents if the person passes away without any message. How to deal with your account? How to know what is your funeral preference? The proper preparation can really help the family and loved ones to handle logistic stuff simply and less stressfully. For the patient, it is a necessary part to end up without having any regrets.

Different families, different situation

In the early stage of observation, some people mentioned that they had a hard time to discuss about the death with their family or loved ones. The common situation is the channel between family was broken, one person tends to bring up the discussion, but another person shut it down, declines to talk about, or becomes furious. The worse situation is: there is a family member that has terminal illness, but it seems that everyone in the family ignores and pretends nothing special. For some families, this topic is never mentioned. This topic becomes taboo and disappears completely. It does not seem like all families welcome to bring it on the table.

The life education

During some conversations, it is noticeable that life and death education had not mentioned evidently, it had even vanished for some people. Adults are afraid to teach their children anything about death. They think that it is too early to talk about it. The problem is if the younger generation does not learn any information about the death then, they have no idea how to deal with it. It is crucial to share knowledge about life-and-death topic, from family and school. For example, the starting point could be taught from the pet's death, or knowing about The Day of the Dead instead.

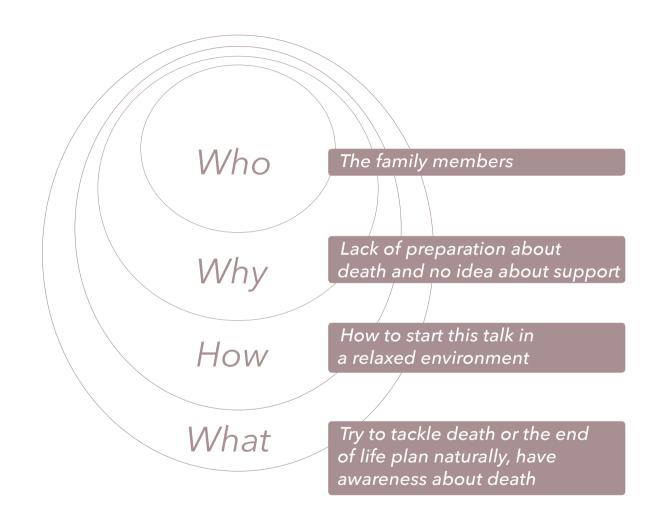
Golden Circle / HMW question

This tool is supportive to define the question, and it helps give focus on what kind of user and motivation. It represents an explanation about the products or services a company sells, also creating a value proposition.

66

How might we open up the conversation about the death with our loved ones and family?

"



My reflection

To sum up all these insights, two-way communication plays important role, all the problem starts with the lack of knowledge/ failing exchange between both or multiple sides. People have no idea how to express the feeling and taking control of it, or how to engage and understand each other's ideas about death in certain situation.

Death, as birth in the family, is exclusively familyoriented event. The process of dying does not work individually, it involves in the participation of loved ones and family members.

The relevant content is so intimate and private within your family circle, hence the decision that it is reasonable to focus on the family as my target users.

Living and dying' by Michael Buerk

"There are ways to make things a little better. Voicing fears and concerns aloud can provide a sense of relief. Planning for the future, and thinking and talking about a time when you are going to be less well, including when you are dying, means that your hopes and views can guide decisions about your treatment, care and support.

Those who love and care for you will be more reassured that they know what matters to you instead of having to guess.

If you can talk, you can take more control over what's happening to your health and your life.

- Michael Buerk

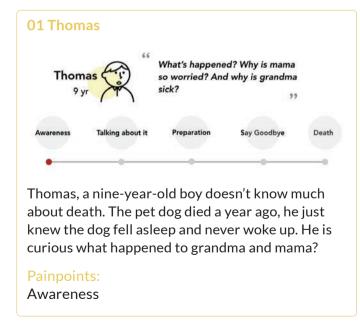
Phase 02 Ideation

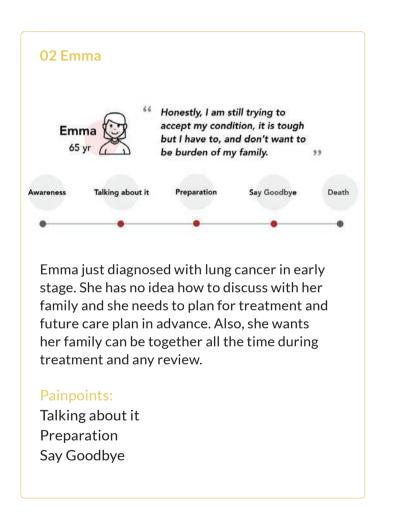
- · Analysis user journey
- · Co-creation workshop
- · Sketching/brainstorming
- · Concept development
- · Persona / Empathy canvas
- · Storyboard
- · Further Research
- · Prototyping
- · User Test
- · Iteration
- · Review

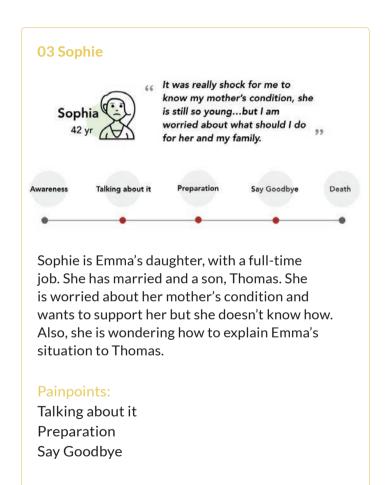
Analysis user journey

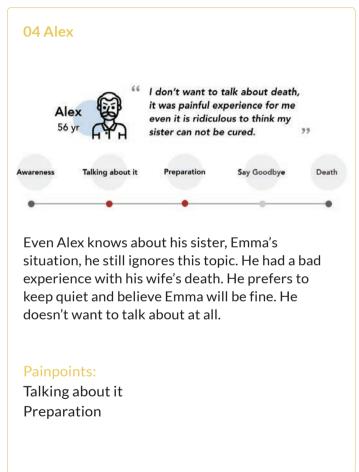
Four diffrerent scenario

Based on the conclusion from previous stage, it generates four type family member persona with different situation. This also demonstrates the simulated scenario which might happen in certain families in reality. There are various relationships between four persona in different generational position.









Co-creation workshop

Lego serious role play

The first prototype used the lego model to demonstrate the scenario between different persona, meanwhile, the interviewee is also involved in one of the role play, asked them if they were one of the family members, what kind of actions they would handle with this situation. The experiment to know if using role play scenario can work for generating creative solutions, if this can validate the conversation with empathy, by putting themselves in other people's shoes to understand different perspectives.

Feedback from death cafe



During one death cafe event, some participants provided their comments about role-play activities and presenting with lego was too playful for some interviewees for this death topic, they preferred using formal medium instead of lego. It was quite difficult for them to seriously imagine this scenario by lego, especially the senior group.

Feedback:

"The lego, role play is too playful, do not suit the serious topic like death." - Male, 80 yr "I prefer the actual planning and share the ideas, rather than imaginative content." - Female, 77 yr

Peer Review



The class of SEDI had two hours prototyping event, all the student presented their project and their prototype for peer review. It had more content of the feedback from people you are familiar with, It was less pressure and more interesting in peer review, or the groups brainstormed together how to generate the better solution, usually, it was useful to discuss some insight and inspire some ideas from peers. The first version worksheet was not clear enough for testers, so the content was revised and added more information like user journey and quotes for avoiding confusion.

Feedback from SDFF



In Service Design Fringe Festival, LCC got a two hour for organising an "unconference" event, which had about ten participants to brainstorm the solution from the simulated situation in the workshop time. The method in the workshop included a brief introduction and some questions about how to start the conversation about death. The participants were facilitated to think about the scenario about the awareness of death, and to use role play for brainstorming the potential solution, based on four stereotypes of family. The aim was to help the participants raise their awareness of death conversation.

My reflection after workshop

The Problem & What I learnt

Losing focus

Another issue was that the choices of target users was too much and lost the focus. During the testing in different place, users had common problems for choosing one persona, because of too much information. This situation made the users more confused, they were not able to understand the scope easily, then spent more time explaining the situation. It could be improved to provide limited information in certain range. After co-creation session, the main issue was to focus on one or two personas from four family members, which helped to tailor the service to target groups.

Age

The age range of interviewees included from early twenties to late eighties, the difficulty was the interviewees were not able to simulate the situation by their imagination. Most of them preferred to think about their own experience instead of guessing the content. During the process of co-creation, people tried their best to think about the barriers from different characters.

For next stage

From tutorial session, the feedback was to choose the seniors who might be diagnosed with the illness in the early stage and their children. This situation prioritised to trigger the conversation about life care and death. Secondary, it is able to have deep conversions and deliver cross-generational stories between these two groups.

Lightning talk chances

There were two shots for pitching the concept of my project during SDN London Chapter Conference in September and Service Design Fringe Festival in October. The opportunities for sharing the work-progress project, it helps to organise the structure and current information to reflect if the project was in the right stage or not. Meanwhile, it helped to gain feedback from a new perspective and assure that the content was appropriate for the public, and observed the perception of talking death in public in general. In addition, these changes were ideal practices for sharpening the communication skill and promoting the concept of projects.

Review User Journey

Where is the current gap?

In term of creating the concept concretely, it has to rethink again about the hidden gap and to find out where is the potential opportunity in the current user journey. After reviewing the journey between chosen personas, it is clear that various services from different organisations already exist in the market. The organisation provides much information about how to face this issue. Although It has not many services /products to help the communication between patients and families. The potential gap might be to focus on designing a certain medium, which can encourage the family to start the conversation.

Another point is to consider expressing the feeling. I notice that this is an emotion-driven journey, the patients and families have to deal with both logistic and emotional problem at the same time. It is crucial to be supportive of each other.

This is a challenge due to lack of preparation before the end of life, the effective conversation can be the foundation to generate this future plan about death in advance for family. It should not happen that no one in the family acknowledges if the patient has the registration of organ donation or not.



Sketching/brainstorming

After developing the initial concept, I tried to look for some ideas with relevant implementation. There are some ideal conditions for further development:

- · Simple easy-entry approach
- · Interactive
- · A support tool to express the feeling
- · The method to engage people talking
- · The way to prepare.

The initial idea was to use the cards and different worksheets for conversation. Also, it contain all the problems with communication, emotion and preparation. This session became three different part in this card game





Concept development

The initial concept

The 'Death talkit' will be a tailored card game to support family members to start the conversation around death, prepare them for the idea of death through a journey that will help them understand the end of life. The target group will be senior patients who face an illness and need to have a talk with their children and grandchildren, cross-generationally.

It contains three different layers of conversations.

- 1. Logistic for preparation: The first part will help the participants make a concrete logistic preparation such as organ donation, or the end of life care.
- 2. Curate / share the memory: we will brainstorm together for curating the memory of life, wisdom that can be kept and shared with the next generation
- 3. The difficulties / challenge / feeling you face
 The next stage will be for sharing emotional
 experiences, how to support and share difficulties and
 feelings between each family member.



Thinking as "service"

What happened after using this kit? how people know it?

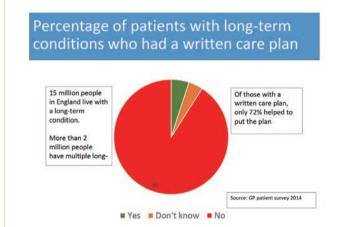
This initial model of the solution was determined. From the feedback of tutorial, the problem was this current solution was not developed as the service yet. It just seemed like a product as just single touchpoints, which becomes the similar card game from other competitors. It has to think the service with various touchpoints in the entire journey.

On the other hand, I also consider for researching again if there were any existing pathway for implementation for patients in actual situation when they are using national healthcare system.

Further research

For referring to the current service, the research indicated there are about how to care plan framework within the National Healthcare System (NHS).

According to the data from "Commissioning personcentred end of life care" by NHS, approximately 1% of the people on a GP's list will die each year -this equates to an average of 20 deaths a year. About 70-80% of all deaths are likely to benefit from the planned end of life care. It mentioned that the key is to identify those likely to be in their last year of life and to decide how best to reach them. All GP practices should have an agreed mechanism for identifying people approaching end of life. This indicates the importance if the patient can have preparation about end of life in advance, it will help the professional to support them for tailored care until death.



Percentage of patients with long-term conditions who had a written care plan 90 Yes Don't know No Source: GP patient survey 2014 15 million people in England live with a long-term condition. More than 2 million people have multiple long-Of those with a written care plan, only 72% helped to put the plan.

(Recource: Why care planning is not happening in the NHS with Angela Coulter, NHS Improving Quality, 2015)

Benchmarks

End of Life House of Care Model

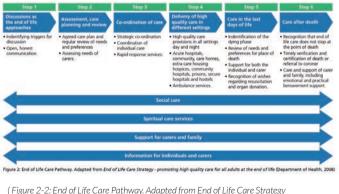
From ANHS England's Actions for End of Life Care, It declares that NHS England and its partners are using a organising framework to deliver person-centred coordinated care for people with long-term conditions. It helps to focus attention on the elements that need to be in place to enable the high-quality person-centred care to be experienced, and it provides a continuum from long-term conditions through to the end of life care. It assumes an active role for patients and carers in individual care planning, working with health and social care staff, services and other support agencies.



(Figure 2-1: ANHS England's Actions for End of Life Care, NHS England.2014)

The end of life care pathway

At each stage of the commissioning, cycle commissioners need to work closely with service users and the public, the voluntary sector and other stakeholders, including providers of health and care services. The diagram below is a reference about the nationally-recognised six-step End of Life Care Pathway, which is aligned to the mapped areas of care set out in the quality standard from National Insitute for Health and Care Excellence.



- promoting high quality care for all adults at the end of life ,Department of Health, 2008)

Benchmarks

Advance Care Planning (ACP)

This is a voluntary discussion between an an individual who has capacity to anticipate how their condition may affect them in the future and their care provider. ACP is to make clear a person's wishes and usually conduct in the situation of an anticipated deterioration of the individual's condition. It tends to document the discussion with the individual's agreement, constantly reviewed and communicated to key persons involved in their care. ACP includes the choices about their care and treatment and/or an advance decision to refuse a treatment in specific circumstances, so that these can be referred to by those responsible for their care or treatment (whether professional staff or family carers) in the event that they lose the capacity to decide once their illness progresses.

- · Advance statements to inform subsequent best interest decisions.
- · Advance decisions to refuse treatment (ADRT) which are legally binding if valid and applicable in the circumstances at hand.
- · Appointment of Lasting Powers of Attorneys (LPA) for health and welfare and/or property and affairs.

Key stakeholders

From the following organisations/teams would be for initial consideration:

- · Primary care
- · Secondary care
- · Charity sector (including local hospices)
- · Nurses and Allied Health Professionals across settings
- · Senior managers
- · Social care
- · Education providers
- · Care home managers
- · Service users/people with experience
- · GPs
- · Out of hours service providers
- · Ambulance services
- · Clinical Commissioning Groups (CCGs)
- · Clinical nurse specialists
- · Domiciliary care providers

(Advanced care planning: it all ADSE up, 2013, National End of Life Care Programme, NHS)

Person-centred planning

Person-centred planning (PCP) is a method to discover how people want to live and be supported, what they need and how they can get it. The aim is to guarantee that individuals' values and concerns, tailor the way in which they are supported to live with and self-manage their long-term condition(s). It is an evidence-based practice that assists people in leading their life independently and inclusively.

Person-centred planning is both an empowering philosophy and a set of tools for change, have an impact on a different level for an individual, a team and an organisation. Both the individual and professionals can collaborate the plan together. The process of using person-centred plans to guideways of working for support staff needs to be central to how teams work and integrate resources.



Figure 2-3: Person centred coordinated care. Why care planning is not happening in the NHS, NHS Improving Quality

Benchmarks

Shared records

NHS.

record between different stakeholders.

"Care records for all people living with a long term condition must encompass their needs and their preferences even as they approach the end of life. With the person's consent, these records should be shared with all those involved in their care." - from Commissioning Guidance: Thames Valley & Milton Keynes Strategic Clinical Network, September 2016,

Another point is thinking about how to share the

It has to be shared with those professionals who probably are involved in their care in order to ensure the plan can guide a person-centred approach it has to be available to the person and with their consent. The access needs to include all electronic systems for sharing health-related preferences. It must encompass the recording and sharing of preferences at the end of life. The widespread use of digital systems should be encouraged across health and social care providers in the statutory, voluntary and private sector.

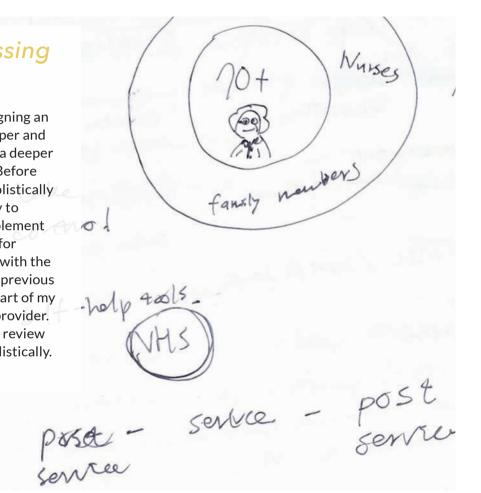
Key stakeholders

- · GPs
- · GP Out of Hours
- · 111 Services
- · Care Homes
- · Specialist Palliative Care
- GP Practices
- · Acute Trust
- · Ambulance Services
- · District Nursing
- · Community Trust

Clarification

Understanding the missing part of my service.

It was crucial to keep in mind about designing an entire service, not just a product. The paper and report from research helped me to have a deeper understanding of the entire procedure. Before this further research, I hadn't thought holistically about my service. The journey is not only to talk about death, but it also needs to implement the content people talked as a database for preparation. Linking the innovative idea with the current service is the missing part in the previous stage. I realised where was the missing part of my service and had to consider the service provider. Before developing the final concept, this review was a key part of shaping my solution holistically.

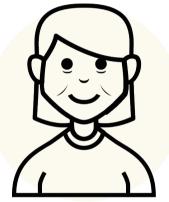


Persona 01

"I am stilling trying to calm myself and accept this situation. It will be difficult to face it alone. I want to be with my family"

Emma 71 year

Diagnose with stagetwo lung cancer Retired Stay at home volunteer in the local community



Need to do:

She has to accept her medical situation
She has to communicate with her family for more discussion
She needs to think about the end of life care and death

See

Too many new information to learn

Hear

Her situation is not so clear at this moment

Do

Want to understand more information about treatment Want to discuss with her family Want to know to prepare more plan

Feel

Don't know how to do Confused Anxious

Pains

Afraid to face this current situation alone No preparation about death she did not leave any message before she dies

Gaine

Hope to be cured Have proper goodbye with loved ones Have to list to achieve before death

Persona 02

"I really want to support my father and let him feel comfortable in the rest of his lie. Preparing will be the priority soon and I want to be with him in the journey"

Sophia 45 year

An account
A mother has a son
Visit her father once a week regularly
Her father, Ron has dementia

Need to do:

She needs to discuss with Ron about his end of life plan She wants her father can be more positive / active to face this topic.

See

Ron's situation becomes worst Read more information about the end of life plan

Hear

Hear about death cafe event from a friend
The carers told her the situation is getting worse

D

Visit Ron regularly Trying to bring up the preparation Have more conversation with Ron's carer

Feel

The pressure is coming Worried feel not so close with Ron

Pains

Afraid not try her best to support Ron fear that Ron passes away without remaining any message

Gair

Spend more time with Ron If Ron wants to do something, she wants to help Want to know how to help in this situation

Storyboard: Emma







1

Emma has longterm toughing problem. She goes t to see her GP, who suggests her to have advance test.

2

The result shows that she had diagnosed with early stage of lung cancer. It is stock for Emma. She has no idea how to discuss with this topic with her family

3

She gets the leaflet about Death Kit from hospital. Her therapist recommends her to using it for preparation.







4

She asks her son to order one kit online. He also agrees to play together after the dinner.

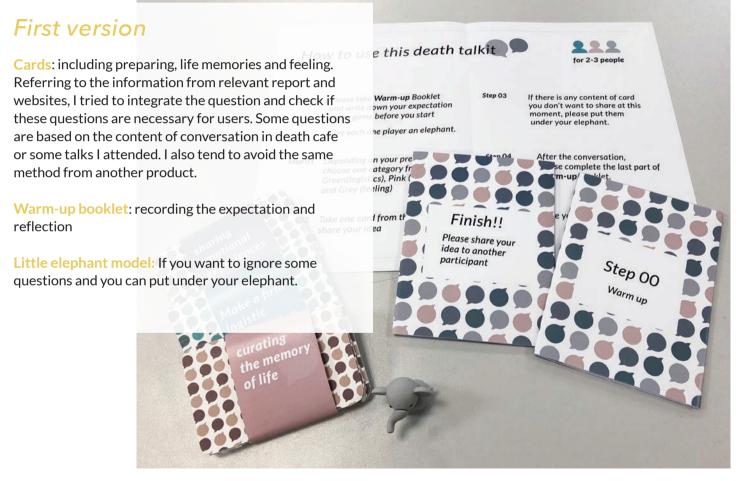
5

Emma and her son try together to record her preference. They have a good time to know each other more. It helps her to think about her life and how to prepare some documents about the end of life

6

She tells her professional carers with the record from the kit. She feels a bit relieved and wants to focus on the treatment.

Prototyping



User Testing

Peer review

I invited one tutor and four students from 20 to 40 age. They used the prototype alone or with their spouses. I had about five testers with various culture background.







User Testing

Conference

On November 9th 2018, I attended the Facing Death Creatively- Art and Art Therapy in the Age of Austerity conference, organised by St Christopher Hospice in south London. During the conference, I gained much feedback from Art therapists, priest, professional from hospice. Surprisingly, they had higher interest in this project and agreed that this talk kit would have the potential in the future.







Exhibition

Here was an opportunity to curate a small exhibition in Central Saint Martins, supported by Student Unions in UAL. According to this exhibition, it had a chance to meet more visitors to ask their feedback about the first version prototype. It was experimental to use the space for displaying my project and interact with the audience with more discussion. The audience in CSM was mainly younger, between 18 to 35 age.





Feedback from user test

I spent about two weeks on conducting user testing. Totally I had about eleven users with feedback from 18 to 85 group age. Majority of testers were female. Most feedbacks from users were positive and they also provided much constructive advice for upgrading the next version. Here are some highlighted suggestions:

Key feedback

- Changing the brighter colour tone for the visual identity
- · Adding a bit of humour in the serious topic
- The warm up booklet was not so useful for the entire game.
- There was no place for recording the conversation
- · There was no sequence and it was confusing
- · How to transform from the positive life memories to serious preparation
- The way to deliver the message was confusing. It needs consistency.
- · The language is not appropriate enough

My Review

Before finalising the concept and the deliverable, these feedbacks from users were really useful to narrow down the scope and confirmed if the talk kit is accessible for people to conduct the conversation. I was delighted that the users were able to resonate with this project and provided their personal perception about death. These stories became so important to support me and encouraged me, achieving this idea in reality.

Iteration

After clustering the feedback from the user, the talk kit had a new improved version. It was not much time remaining for conducting enough test as the first round. In general, the feedback from users was mostly positive. Only the words in cards have to be chosen more appropriately and some content needs to change sightly. What were your best Another point from one feedback is about age restriction. After rethinking about the concept, this talk kit should be inclusive for all the age. The personas are just for reference in the research approach.

Phase 03 Implementation

- · Service Concept
- · User Journey map
- · Service Blueprint
- · Stakeholder map
- · SWOT analysis
- · Value Proposition Canvas
- · Business Model Canvas
- · Action Plan



Service Concept

Main concept

The 'Death talkit' is a tailored card game to support family members to start the conversation around death, to prepare them for the idea of death through a journey that will help them understand the end of life.

By using a medium to start a conversation, it is easier to understand death in a comfortable way. It helps cope with the end of life plan, become aware of death, which consequently, will allow us to feel more alive.

The target group will be seniors who face an illness and need to have a talk with their children and grandchildren, cross-generationally.

This kit contains instructions, creative booklet and cards and elephant model for each player. The cards have three different colour with different meaning. Players need to follow the sequence by number. It means to start from 01 Playful session, then 02 Practical and 03 Profound.

Service Concept

Cards

By different sessions, these cards contain various questions for players to explore. The sequence is crucial for the player to start the entry level questions to the advanced level questions, which is hard to talk about emotion eventually.

1 Playful



Reflecting on all meaningful moment and memories of your life, sharing the story for the next generation.

2 Practical



Planning about crucial decision about your care plan and having proper preparation at the end of life.

3 Profound



Expressing your feeling to your loved ones and family to let them know how they can support.

Instruction

This instruction indicates the brief introduction and the method to play this talk kit in two different scenarios. The following pages will show the content.

Creative booklet

The aims of these creative booklets are to record what the player mentioned during the game. It can be a personal diary and also be a database for users to discuss their care plan with their carers.









How to play



For 2-3 people

Step 00

Give each one player one little elephant.





Step 01

Start from Playful category (pink), then move on to Pratical(yellow), and last one is Profound (apricot).







2 Practical



Profound

Step 02

Take one card from the pile and share your ideas

Write down any ideas in the **Creative Booklet** during the coversation if it needs.







Step 03

If there is any content you don't want to share at this moment, please put them under your elephant.



Step 04

After this activities, you can choose to keep some private information with you, or you also use these data for care plan discussion.

Final

Give your loved ones a hug:)



How to play



(Or If it is tough challenge to talk with your family in the beginning.)

Step 00

Take one little elephant.



Step 01

Start from Playful category (pink), then move on to Pratical(yellow), and last one is Profound (apricot).



1 Playful



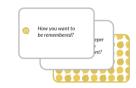
2 Practical



Profound

Step 02

Check all cards and choose the questions you want to write down in the **Creative Booklet**.







Step 03

If there is any content you don't want to discover at this moment, please put them under your elephant, and write these question down in Profound Creative Booklet



Step 04

After fullfilling this booklet, please share it to one of your family member you trust.



Final

Invite your loved ones and family to join this talk



Digital version

The digital version is alternative channel for users to know about Death Talkit. The users can have the trial version of talkit and understand what kinds of problems includes in this game. If they like the trial version and would like to buy, they can use the online shopping system for purchase. Also, this website can provide the users to record their data if they choose to after they have any record in the booklet or they can record digitally in the website.

User Journey

Aware



Know this talkit from death cafe event

Engage



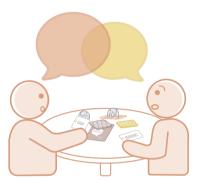
Check the content from website and play the trial version

Join



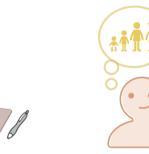
Order one kit and receive the parcel

Use



Invite the family to play together

Exit



Record the content in the booklers



Rethink the meaning of life



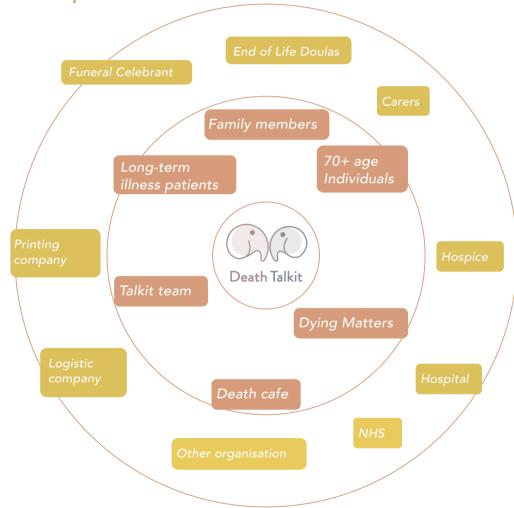


Use the booklet to discuss with GP about the care plan

Service Blueprint

	Aware	Engage	Join	Use	Upgrade		Incident	Exit
User Actions	Check the leaflet about Talkit when the user participant the death cafe	Check the content from website and play the trial version for free	Order one kit and receive the parcel	Using the card game Check more instruction from the website	Add feedback and contribute new questions	Create online content about the care plan as same content from booklet from talkit	Change the mind and want to play again Demand the extra booklet from website	Use the content from talkit, discuss with professional carers what the user wants
Touchpoints	Leaflets and posters	Email Website	Website Email for tracking	Talkit Website	Survey from email	Website	Website	The booklet from Talkit
Frontstage	The leaflet were displayed in the place hold death cafe.	Introduce the Talkit and engage the user to play the online trial version, interface of trail version Email to user the result	Confirm the order and send the confirmation email	FAQ session for users Tutorial video	Provide the newsletter interface of survey	Encourge the users to record digitally	The page can order the supplements	
Backstage	Build the partnership up for placing the posters and leaflets Print the posters and leaflets.	Maintain the website and operating the trial version constantly	Prepare the order and shipping	Prepare the tutorial video and list down FAQ ques- tions	Collect the feedback and analyse Upgrading the content which is based on feedback	Generate the record and email it to users	Prepare to ship the supplements from the order	
Resource Support	Networking The budget for printing	Technical support for website	Logistic system Mail tracking by Royal Mail	Videomaking and editing	Data collection and analysing system	Technical support and data storage	Logistic system Mail tracking by Royal Mail	

Stakeholder map



SWOT analysis

Strength

- · It's a relief for families to deal with work related task.
- · Inclusive approach for all ages
- · Easier to engage in conversation
- · Clear goal for achievements
- · Building closer relationship with family
- · Generating database for professional carers
- · Help people to collect life memories
- · Reflect upon their life
- · Deeper understanding of what they want
- · Delivering valuable life lessons to the next generation

Weakness

- · Refusal from the patient to participate
- · Refusal from family members to participate
- · Topic/ subject oriented
- · The message cannot be effectively delivered

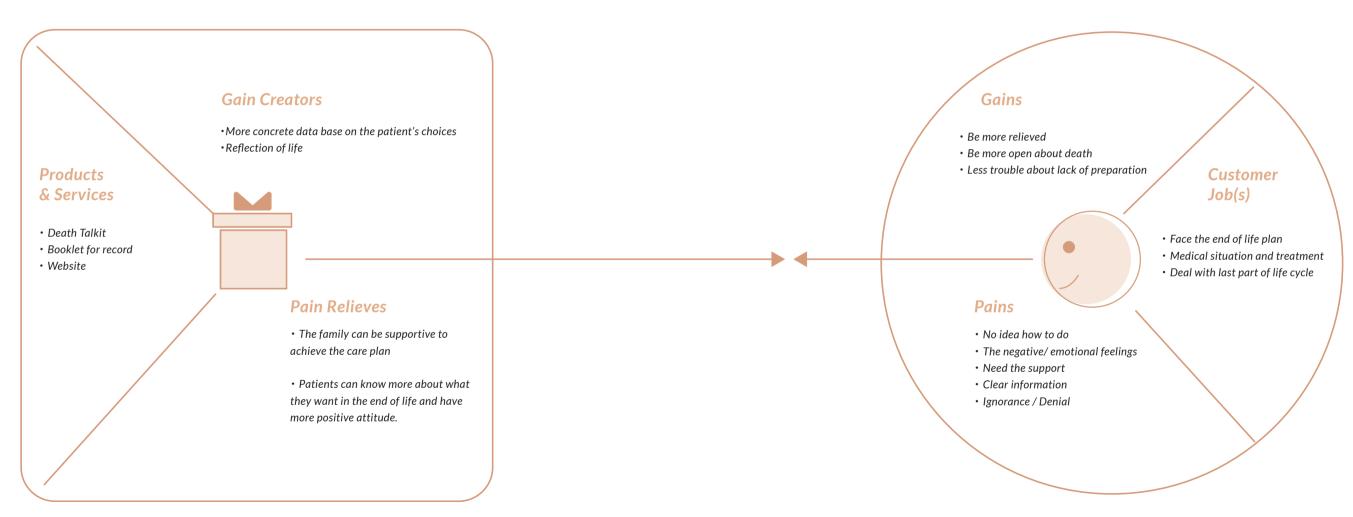
Opportunity

- · Collaborate with hospice /relevant charity
- · Develop new tools for helping people
- \cdot A new channel for family members to talk about death
- · Educate the public and normalise the perception of death
- · Help professional carers, therapists facilitate communication with patients

Threat

- · Upgrade questions and make revision regularly
- · Similar tools from different competitors
- · Copyright infringement

Value Proposition Canvas



Business Model Canvas

Key partners

End of life doulas
Nurses
GP
Therapists
Funeral celebrants /
directors
Family /friends

Key activities

Share ideas about preparation
Express one's feelings
Let each other know how to be
supportive
Know what the patient needs
Tailor the service they want
Create proper data

Key resource

family support
proper end of life
Financial budget plan
Legal will
Clear medical information

Cost structure

Printing cost

Maintaining the website

Promotion fee

Shipping cost

Value propositions

The patients and their family can support each other
Preparing in advance to avoid painful situations
Be more relieved, calmer to face death-related issues

Customer relationships

Provides the safe environment to initiate the conversation about death

Customer segments

seniors ranging aged 70 and above Diagnosed long-term illness

Channels

NHS
Funeral company
Hospice/care home
Hospital
Charity
Death cafe

Revenue streams

Collaborating with organisations to reach more people Crowdfunding

Action Plan

Short-term Goals

2018-2019

· Finalise the death kit

· Create the official website

· Build up the partnership and network with stakeholders

· Looking for the funding

Mid-term Goals

2019-2021

· Have the logistic and online shopping system

· Host the meet up about life / death education

· Develop the new version of Talkit for professional carers

· Available for retail

Long-term Goals

2021-2025

· Organising the conference about talking death

· First store available

· Have multilingual version and have distributor globally.

Summary

This project is the longest individual project so far and it is really a huge challenge for me to achieve before I have the proper solution. I realised that my time management skill needs to be improved and I had not the concrete timeline for achieving each tasks. The progress was a bit messy and there was no proper schedule to remind me. This point was the main weakness about my professional skill, and I must improve this part in my future project.

Furthermore, during this six month journey, I truly learn various life lesson about death and life cycle, also have deeper understanding about the meaning of life. There were so many emotional moment when I did different research activities, which I realised life is really beautiful and irreplaceable. Meanwhile, it is really important if everyone has the awareness about their own life and think about how to plan it properly. None of us can predict when the death is coming, but all of us knows it will happen eventually. So why don't we prepare this and be more relieved? In the further stage, I would like to plan this Death Talkie can be available in the market, which provides another channel for people who have some issue.

When I was working on the user tests, many testers

told me that it will be great to have this kit and help them to talk about this issue. I also believe that it can be a different vision if we can review our life and have reflect on it. All memories belongs to you are your personal achievement.

Overall, this project helped me to rethink about the meaning of life and have new ideas about my future plan about death.

Appendix

Card contents: Playful

- What you wish you could learn earlier?
- How about writing a love letter to someone you love?
- Do you have any favourite pictures? where you keep them?

- Do you want to have a personal memory box?
- What are the most important life lessons for you?
- Any items you want to give away?

- Do you think about your life timeline?
- Want to leave a message to _____ you love?
- Do you have any lovely recipe to share?

- Do you have someone who you want to say "thank you"?
- Who are significant people for you?
- Any advice for different life stage?

Anything you would like to bring in the coffin with you?

Do you have any important keepsake?

What were your best memories in life?

Where is your favorite spot to stay?

Do you have any favourite poem/ book to share?

Do you have some suggestions which are useful for you?

What you want to share to the next generation?

Do you have a song list as your iconic songs?

How you describe yourself?

What is your favourite food/ meal?

What do you think about afterlife?

Do you have any beautiful story to share?

What kind of event changed your life? how?

Appendix

Card contents:

Practical



- Do you want DNR if your life stop? yes or no?
 - Do Not Resuscitate (DNR), also known as no code or allow natural death
- If you have your will, did you ever upgrade them?

Did you prepare any will or testament?

NHS Organ donation

(1) Making a will - GOV.UK

What is your preference for end of life care?

Include financial issues, and how and where you prefer to be cared for? Where you want to spend in the end of life? home? hospital?

Oid you prepare a power of attorney?

A legal document that mentions someone to make decisions for you.

Do you think about Advance Decision Refuse Treatment (ADRT)?

any treatments that you do not want to have if you are ever unable to make decisions.

Who you want to stay with in last day of life? and do what?

Do you want to have a living funeral?

 A pre-funeral, is a funeral / ceremony held for a living person. Do you ever think about pre-paid funeral service?

Which way do you want to treat your body? be buried or cremated? Anything you would like to bring in the coffin with you?

Do you want to keep your email / social media account? or delete them?

Do you have any themes for the funeral?

How do you want to be remembered?

Do you want to play any or musical performance for the funeral?

Do you want to throw any item and clear the house?

Did you make a list about bank account / physical asset?

What content will be presented in the obituary?

Do you have any religious preference for the funeral?

Who you will invite to your funeral? Who you will not invite?

Have you signed any life insurance?

If you have pet(s),
who do you assign to
take care of your pet(s)?

Who will be the keeper if you want to keep social media account?

Do you choose any content as funeral reading?

Do you list down your digital asset? such as important data, files?

Appendix

Card contents:

Profound

How do you feel when you are talking about death?

Do you have any challenge at this moment?

Are you afraid of something at this moment? What are your thoughts about death?

What are your current needs?

Any things you never mentioned before?

How do you feel at this moment?

What do you want to have at this moment?

If you can achieve one thing, what you want to do?

Any issue you want to make peace with?

Do you have any broken relationship which you tend to fix?

Do you have any challenge at this moment?

Do you have someone who you want to say "I am sorry"?

What can help you to relax at this moment?

Do you have any regret in life?

If we can live in
"no elephant in the
room" scenario, what
you will do or say to
deal with the issue?

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