



# **Hatch:** A Project Proposal to Reduce Loneliness and Create a Cohesive Community



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## **2. Abbreviations**

App – Application

Covid-19 - Coronavirus Disease 2019

GCCSP - GateChurch Carbon Saving Project

Hatch – Name of Project Intervention

LETS - Local Exchange Trading Schemes

NCVO - National Council for Voluntary Organisations

NHS – National Health Service

ONS – Office for National Statistics

UK – United Kingdom

### 3. Executive Summary

The main incentive for this proposal is the lack of design projects aimed at those who suffer from loneliness. In response to this issue, a project called Hatch has been developed, this scheme is aimed at communities to form valuable connections.

Hatch is a scheme that tackles loneliness with sustainable and inclusive design, it is a space that people can grow and share. An adaptation modifies the function of the door, transforming the enclosed aperture into a hatch and gateway to spark company and relationships within the community. Hatch reimagines the everyday function of the door, the simple modification acts as a catalyst for connection. The relationship between the object and human increases. Hatch becomes a gateway for successful neighbourhood networks. To make Hatch free and available to anybody, it will be part of a community project scheme, through council funding. Residents will carry out the exchanges themselves with donations from their own homes and local businesses.



Figure 2. Hatch Exchange

## **Content / Aims**

This report examines the gap in the market and project opportunities for a door adaptation; Hatch. The scheme is aimed at the whole community, with the prospect of reducing loneliness and creating a cohesive community. The proposal will commence by undertaking comprehensive readings into the secondary research surrounding loneliness and the community, together with primary research that will identify existing solutions around communities' handling of loneliness. The proposal also aims to develop an informative brand identity to allow participants to recognise Hatch, and for local and global businesses to understand the scheme and contribute to it. The report contains an analysis on loneliness and the community, community living and community sharing.

## **Findings**

Discussions with community project coordinators emphasised the importance of presenting projects to everyone to avoid stigmas and rejections (see appendix 1). It also became clear that community relations increase when everyone works together. Studies show that for every £1 provided in tackling loneliness £3 can be saved in medical costs as a consequence of loneliness. (Mcdaid, Bauer, & Park, 2017). If Hatch is successful, it would mean less strain would be made on the NHS, and more money would be projected onto loneliness projects.

## **Conclusion**

The report concludes that Hatch would significantly benefit the community. Proposing Hatch to the whole community destroys the stigma associated with loneliness, resulting in more community members taking part in Hatch, allowing for more items to be exchanged, as well as more opportunities to spark conversation and relations. Following extensive market research, there is an unprecedented gap in the market for Hatch to operate successfully.

## **Future**

Further detailed grants, finances, and legalisations, along with support from relevant council departments is essential to advancing Hatch. Nevertheless, positive responses through a survey (see appendix 4) and a focus group (see appendix 3), suggest the feasibility of Hatch as project proposal to reduce loneliness and better the relations within a community.

#### 4. Introduction

Loneliness has always been prevalent within society, there are many contributing factors such as poverty, social inequality, and immigration (Halleröd & Larsson, 2007).

With the onset of the Covid-19 pandemic, the effects of loneliness, and lack of support have become more apparent. In times of trouble communities come together (Borger, 2013) which is evident within the pandemic.

Although the pandemic has brought communities together, it has also increased loneliness. Not being able to mix inside or at some points at all, has resulted in more and more people becoming lonely. If Covid-19 continues to disrupt day to day living, without a solution there will be a continuing rise in those who suffer from loneliness.

There is little evidence of home design innovation projects on the market that reduce loneliness and connect the community at the same time, this gap provides multiple opportunities for Hatch to be introduced and function successfully.

Hatch will not only value those who get lonely, but also the local and wider community. People will know their neighbours, forming ties and relationships. Local businesses can donate and support Hatch, reducing food waste and carbon emissions. Studies suggest that by sharing unwanted food around the community, it will not only benefit the recipient, but also the environment (Davies, A., Cretella, A., & Franck, V. 2019).

Due to social distancing in the UK, Hatch can function throughout the pandemic. Unlike most stores Hatch can be open 24/7, responding to the concern that loneliness can strike at any point of the day. It is a feasible way to keep in touch with neighbours, but also prevent risks of Covid-19. By presenting Hatch free of charge to the community, through a grant from the council, it will give everyone an equal opportunity to experience Hatch and eliminate stigma for those who cannot afford key necessities. The uptake will allow for defined conclusions that Hatch is a solution to the lonely epidemic.

## **5. Methodology**

To successfully present Hatch as a project proposal, research aims and objectives need to be effectively answered through qualitative and quantitative analysis.

### **5.1 Research Aim**

How can the Hatch scheme reduce loneliness and create a cohesive community?

### **5.2 Objectives**

- To understand, in depth, loneliness and methods to prevent it.
- To learn if existing community projects are successful in making people come together.
- What design features would ensure Hatch is beneficial?
- How would the project operate successfully?



### 5.3 Double Diamond Framework

The Double Diamond Model (figure 2) was launched in 2004 by The Design Council. This framework allows for a clear design process for Hatch. The diamond is split into quarters; discover, define, develop, and deliver.

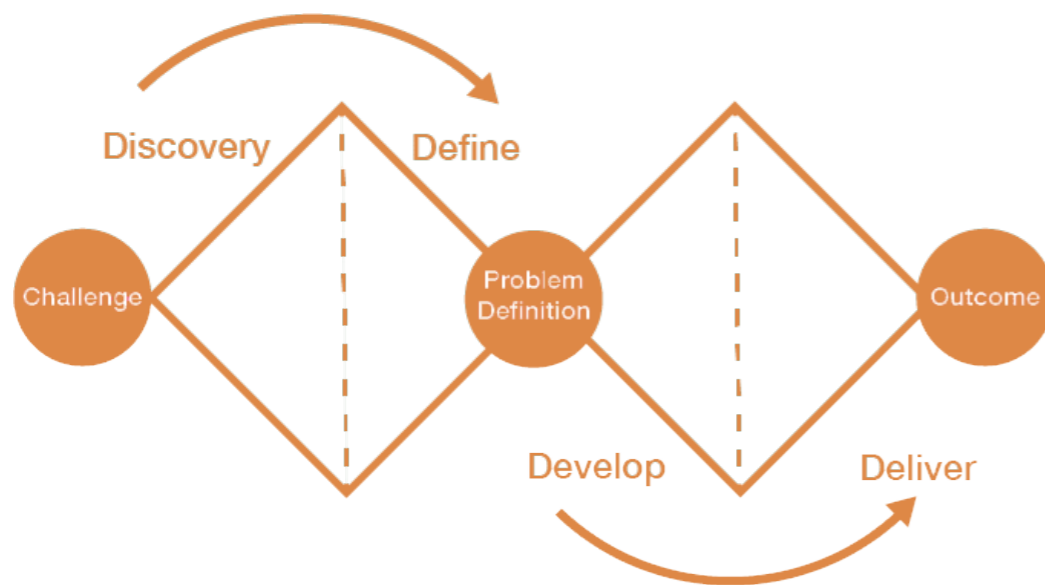


Figure 2. Double Diamond Model

**Discover** - The first quarter was used to gain an understanding of the loneliness pandemic and community involvements through a literature review. Acquiring knowledge surrounding the stigma of loneliness, as well as learning design methods to tackle loneliness were key to creating the community project Hatch. Acknowledging the problem in the market, and lack of design-based solutions.

**Develop** - Using empathy mapping in the third quarter ensured different scenarios and possible problematic designs were dealt with. These design hurdles ensures for a more robust design that is accessible to the wider community, putting no surrounding stigma on loneliness.

**Define** - The second quarter was used to gather insights into people's requirements of Hatch, through a survey and a focus group carried out with different community members. Responses enabled distinct design requirements and features that Hatch must include, ensuring the community are at the centre of the resolution.

**Deliver** - At the final quarter Hatch was presented to a focus group, every measure was taken to ensure demographics were varied when user-testing the design; confirming problems that arose before were corrected. Feedback from a stakeholder concluded that the proposal to have Hatch as a method to tackle loneliness would be a positive and successful proposal.

## 5.4 Primary Research Approaches

### Surveys

This quantitative method was used to gather primary insights into people's attitudes and outlooks on their communities; to gain early feedback for the overall design of Hatch as well as potential design features. Furthermore, the responses allowed for a defined conclusion that there is a gap in the market for Hatch. There may have been some constraints in the survey due to questions delving into personal emotions, however, to avoid issues that might have been raised, not all the questions were compulsory, therefore, the responder only answered what they were comfortable sharing. Initial struggles to gain responses for the survey were overcome by asking respondents to share the survey around. To allow for defined data, the survey ran until fifty responses (see appendix 4).

### Interviews

This qualitative method produced in-depth observations and detailed insights into existing community projects. Lynsey Penny, coordinator and project manager of the Community Fridge in Dundee, was interviewed due to her notable passion in bringing the community together, as well as emphasising the current issues with food waste on a local and global level (see appendix 1). Matthew Lesniak, founder and head of impact and innovation at Conscious Co-Living was interviewed for his vast experience and understanding around social value in a community, as well as his knowledge surrounding strategies and marketing within a business (see appendix 2).

### Focus Groups

As Hatch is a community driven project, volunteers from different ages and backgrounds were put together to see how successful the project would be as a method of connecting the community and reducing loneliness. Due to the on-going Covid-19 pandemic this was carried out online. During the focus group members were asked to see prototypes which they would comment on, as well as contribute their input into the design of Hatch. Participants took on different personas to generate empathetic relations between residents on a street where Hatch is installed (see appendix 3). To gain insights into the newest version of the design, ten volunteers participated in the online focus group. A possible issue was having no access to internet or devices, but this issue never arose. As this group consisted of volunteers the session was limited to 45 minutes.

## **5.5 Secondary Research Approaches**

### **Literature Review**

Existing academic papers, journals and research reports will be read and analysed, these insights and findings will be summarised and collected in the form of a literature review. Advantages of secondary data incorporate convenience of access in a variety of formats, and accountability to trace where the source has come from, consequently verifying reliability. The information collected will be necessary for the introduction and viability for primary research and evaluation. Looking into case studies surrounding successful community projects will be essential in validating and promoting Hatch.

### **Empathy Mapping**

Creating empathy maps allows research and data to be visualised, aligning informative understanding and links between the product and user. To understand how different demographics would interact with Hatch, hypothetical scenarios were created. These were then mapped during the focus group by different community members of various ages. This method identifies problems in the development stage that can be corrected and solidified in the final outcome (see appendix 3).

## **5.6 Ethics and Limitations**

Some limitations within the research approaches included the safety of participants during the Covid-19 pandemic. As a precaution, interviews and focus groups were carried out online. This was beneficial as full transcripts were created, to analyse in detail at a later stage. So the interviewees could respond with confidence that their data would not be shared out with the report, they were asked to read and fill out a data protection form prior to the interview.

## 6. Loneliness and The Community

### 6.1 Introduction to Loneliness

Loneliness is defined as the subjective evaluation of one's lack of social interactions (Park et al., 2012). Reportedly as bad as smoking (Holt-Lunstad 2015), loneliness is not just an emotion, but also a contributor to poor physical and mental health, cognitive decline, and a reduced morality rate (Agahi & Parker, 2008). However, McLaren, Gomez, Bailey, & van der Horst (2007) argue that there are no direct links between depression and suicide amongst loneliness. That being said, there is strong evidence that cohesive communities contribute to the health and well-being of individuals (Ehsan, Klaas, Bastianen, & Spini, 2019), as well as studies notably associating sense of community correlates in teens with loneliness (Pretty, 1994).

Social isolation refers to the structure of a person's social network, pointing to a lack of meaningful social contact with others, while loneliness captures the subjective emotion; highlighting that you do not have to be alone to be lonely (Dahlberg & McKee, 2014). It is important to note that social isolation may sometimes be a conscious decision whereas loneliness is an undesirable feeling. Admittedly, unwanted social isolation can be a factor of loneliness and still hold negative health effects. It is proven that accomplishing activities together, having experiences of sharing joy, encountering empathetic experiences, sharing mutual stories, and working as a community are methods that can reduce loneliness (The Loneliness Lab, 2020).

In addition to personal situations, the social environment is also a contributor to loneliness. Rural location may prohibit interactions due to land barriers, nevertheless the urban environment can cause security worries, as well as unwanted social experience leading to hopelessness, isolation and above all disconnection from the community (Ginwright, 2015). Loneliness can strike in any environment, evidence that the market and possibilities for Hatch are vast.

A study carried out on 51 people highlighted the positive correlation a sense of belonging in a community has on the reduction of loneliness. (figure 3). Only 2% of people had a neutral opinion, disagreed, or strongly disagreed to the statement that, 'A sense of belonging in a community can reduce loneliness'. With the introduction to Hatch it is proposed that 100% of people will either agree or strongly agree with the hypothesis; a sense of belonging in a community can reduce loneliness.

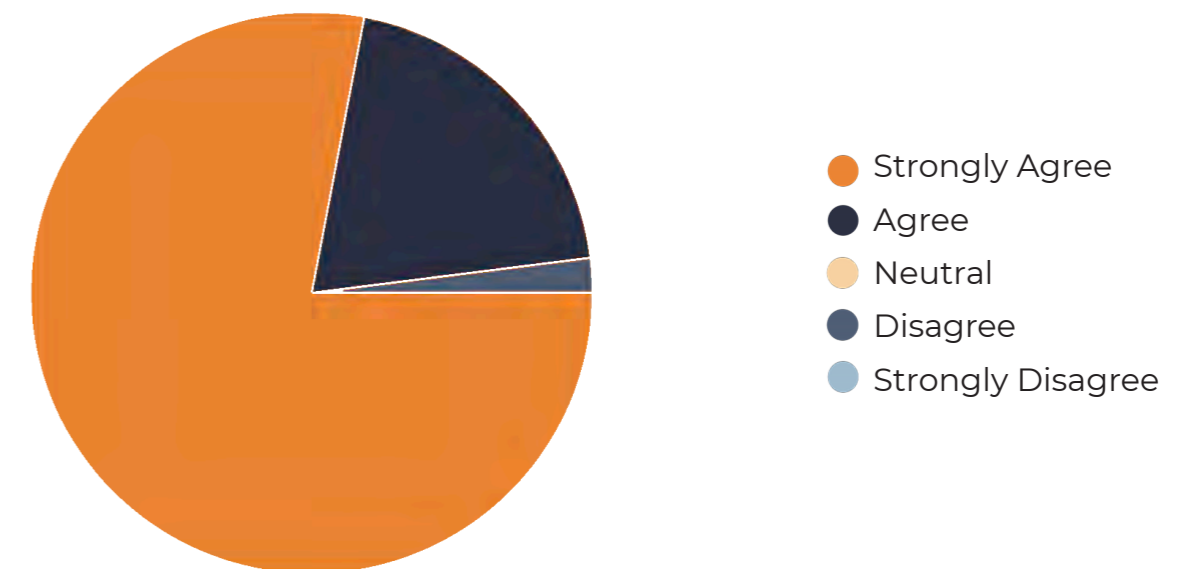


Figure 3. A Sense of Belonging in a Community Can Reduce Loneliness

## 6.2 Community Living

Bettering the quality of life within a community is a key motive of community psychology. According to Moles (1979, p.1) "Quality of life is the quality of relations between the individual and the environment." A sense of community is described by McMillan and Chavis (1986, p.8) as "a feeling that members have a belonging, a feeling that members matter to one another and to the group, a shared faith that members' needs will be met through their commitment to be together. It is based on four elements: memberships, influence, integration and fulfilment of needs, and a shared emotional connection." Many studies highlight that sense of community and belonging link with presence in the day to day running of the community (Botta, 1994).

A cohesive community is an affiliation of both individual drive and communal interactions amid a community, a sense of willingness and belonging motivates the community to work as one (Bottoni, 2018a; Bottoni 2018b). Neighbours create ties with one another that develop to rich relationships. Highly cohesive communities can however, do more harm than good, conformity and restraints from high powered community members put strain on repressed quiet members (Kearns, Whitley, Tannahill, & Ellaway, 2015), creating emotions opposite to those intended and in drastic cases create more social isolation than before as the repressed members are not emotionally connecting neither completing their fulfilments; key components of the characteristics of a cohesive community (McMillan & Chavis, 1986). In contrast, low cohesive communities can also pose a risk of loneliness due to lack of social commitment (Agahi & Parker, 2008), emphasising the importance of a well-balanced cohesive community to support a healthy mind set.

If a sense of belonging in a community can reduce loneliness (Figure 4) it is important the community member feels connected. To understand the current status quo a survey was conducted with 51 people from varying demographics and ages. 28.6% of respondents said they had a neutral connection with their community, and 14.3% of people do not feel connected within the community. The figures make it clear that there is an issue with community engagement, and a gap in the market for Hatch, to not only keep those who felt connected stay connected, but also prevent those who do not feel connected within the community to suffer from loneliness.

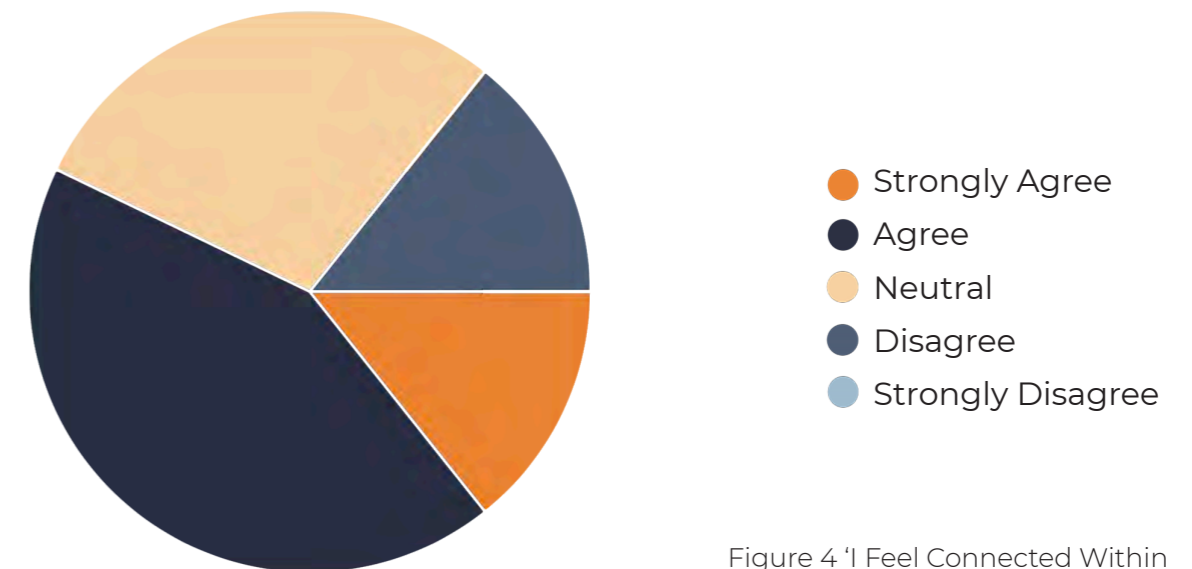


Figure 4 'I Feel Connected Within My Community'

### 6.3 Community Sharing

Detachment from each other is progressively resulting in more disintegrated societies, when individuals have little or no contact with their neighbours, they are less likely to support each other collectively (The Loneliness Lab, 2020).

A method put forward by Boyle (1999) and Cahn (2000) suggest that community currencies are a solution in creating a cohesive, close-knit community. Community currencies allow for neighbours to share, care, and provide without the worry of money. (Seyfang, 2000) To date, Local Exchange Trading Schemes (LETS) have been the most frequent mode of community currency in the UK (Seyfang, 2001). This does come with the economic downside; with no financial exchange this scheme is not favourable by local business owners who rely on purchases to support their business. That being said, in a time where we are encouraged to be environmentally conscious, LETS promotes the ideologies of up-cycling and reusing.

Volunteering is defined by NCVO (2019, p.1) as “Unpaid work to help another individual, group, or the environment. It can be both formal: through a voluntary organisation; or informal: help offered to others outside one’s family.” Research shows that volunteering is linked to enhancing mental health and lessening loneliness (The Loneliness Lab, 2020). Volunteering benefits the recipient, but also the volunteer. This is distinctly noted in older volunteers, who express that volunteering gives the opportunity to blossom purposeful relationships with the community, that in turn decreases loneliness induced by aging (Smith 2012; Musick and Wilson 2003). Despite the profound benefits of volunteering, reducing loneliness and creating cohesive communities, there are also possibilities of downfalls (Gilbert, 2020). Firstly, there are commitment worries that are associated with volunteering. Circumstances may change that either result in the volunteer not being needed or not available, this in turn may cause temporary breaks in the well-being of the community, affecting mental health and sequentially loneliness. Secondly, there are issues regarding the expectations of a volunteer; by asking too much of a volunteer it creates strain on both the ability and outcome. This can cause concerns in the well-being of the volunteer as well as the concern on being exploited by the community. As Hatch is attached to peoples’ own homes there are no commitment issues, residents can open Hatch when they want to. There will be a handful of volunteers that will oversee the running of Hatch, acting as a bridge between businesses and individuals.

Participants from a focus group within a local community believe that in order to create a successful community, residents need to form connections through shared and inclusive experiences, as well as trusting neighbours and communication with them to feel a sense of belonging (see appendix 3).

#### 6.4 Creating Cohesive Communities: Community Fridges - A Case Study

Community fridges are shared spaces, curated to share items to people in need, and to prevent food waste (Caraher & Furey, 2017). Community fridges across the globe have been fundamentally successful, they are open-access commons that are open to everyone, but the food inside is not owned by anyone (Schor, 2016). Locals handle the produce they benefit from, breaking boundaries between the supplier and recipient (Vivero-Pol, 2017).

Launched in 2019, by GateChurch Carbon Saving Project (GCCSP), The Community Fridge in Dundee, Scotland is a well-established hub, celebrating the community coming together, from local businesses to global corporations (Figure 5).

The initial goal when setting up the fridge was to reduce food waste, and in turn encourage the community to be conscious of their food waste. Over time, it became apparent to the project coordinator Lynsey Penny that people should never feel bad about needing food banks or community fridges, a conscious effort was made to communicate the fridge was open for everyone.



Figure 5. Dundee Community Fridge

The fridge has been undoubtedly popular with over 1100 people benefiting from the food donations in 2020 alone (Jones, 2021). The reason for such communal success over the few years the project has been around, is due to the overwhelming support of the community, with over four times as much food donated than initially hoped for (Penny, 2021). The fridge bridges together global food supermarkets and local organisations to create a cohesive community that both sides benefit from; the supermarkets prevent food waste, and people struggling for food can receive essentials. Another reason for the fridge's triumph in the city is due to GCCSP's understanding that the day of the week does not determine a person's hunger. Most foodbanks in Dundee are only open Monday to Friday (Dundee Foodbank, 2021), creating a clear cause of concern for those who rely on foodbanks on the weekend. Unlike most community projects, Hatch can be open 24/7. Loneliness isn't a nine-to-five weekday occurrence. During the interview with Lynsey Penny, coordinator of the Community Fridge, it was expressed that the fridge has had a positive impact in the neighbourhood (See appendix 1). The community has welcomed the fridge with open arms, a window cleaner cleans the glass free of charge whenever he walks by the fridge, and a community member made and donated bunting to liven up the appearance of the fridge (Penny, 2021).

During the first Covid-19 lockdown, there was a shift in what residents of the community would come for (Penny, 2021), the elderly generation would visit the fridge to talk to volunteers and not collect food; they were not going to speak to anyone else that day and were apprehensive about going to large capacity stores. This is evidence that human instinct is to be surrounded by people and have a conversation (Cacioppo & Patrick, 2008). The community fridge is a method of communication, an important method in reducing loneliness (Williams et al., 2021). Everybody eats, so locals visiting the fridge always have a common topic to talk about, in turn sparking relationships and connections, this will be the same with Hatch.

Figure 7. The Loneliness Lab Mission

### 6.5 Existing Loneliness Projects: The Loneliness Lab – A Case Study

The Loneliness Lab is an example of successful collaborations within a community to reduce loneliness. Founded in 2018, the organisation's mission is to design out loneliness within cities (The Loneliness Lab, 2020). Now a network of over 800 people, including designers, activist, and policy makers, The Loneliness Lab perform design sprints and workshops across the city with the aim to value the whole community. Hatch was modelled on reports and data collected by The Loneliness Lab, mainly the importance of having a well designed scheme that can reduce loneliness and benefit the whole community, regardless of age and background.

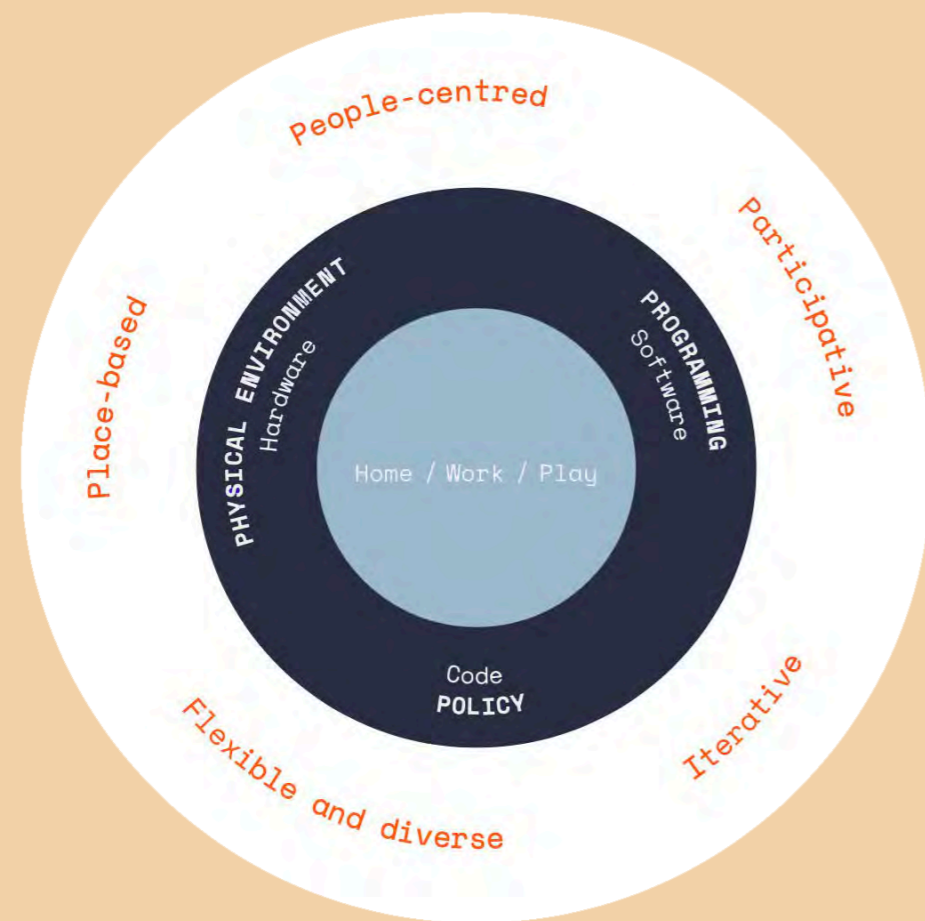
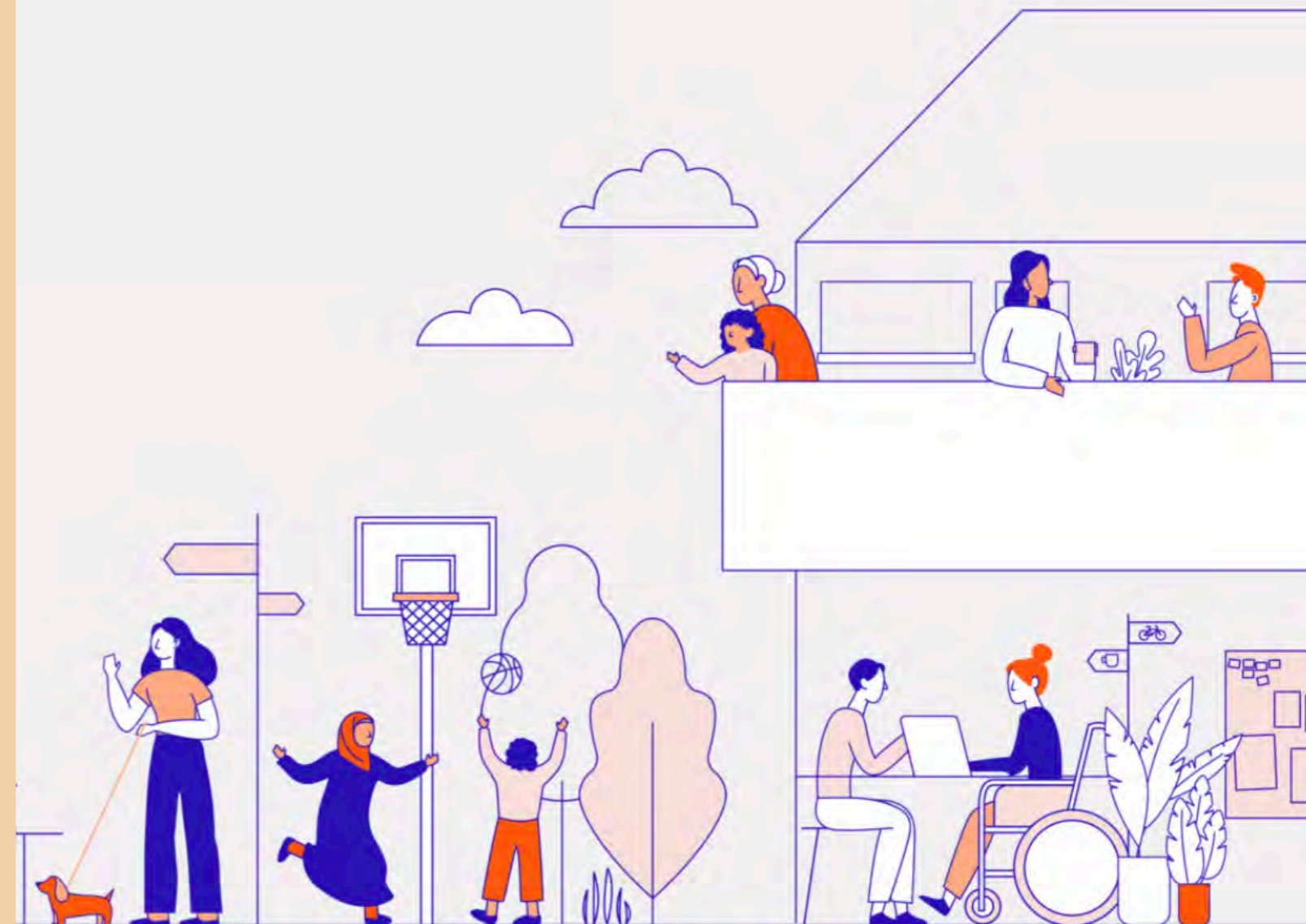


Figure 6. Five Design Conditions for Connected Place

## OUR MISSION Design out loneliness from our cities





## 7. Project Proposal

### 7.1 Reasoning

New adaptations are endlessly required due to ever growing needs and changes to the lives of residents in a community. The Loneliness Lab (2020) believe “the spaces where we live, work and play influence how connected or lonely we feel. We want to reimagine these spaces to foster connections.” Hatch is a home-based design intervention that encourages participation, willingness, and fulfilment within a community. Evidence illustrates that loneliness can affect all age demographics, furthermore, individuals can still fall victim to loneliness even when surrounded by close friends and family, as loneliness is affiliated with one’s personal expectations (Routasalo et al., 2006).

### 7.2 Project Mission

Hatch is beneficial for day-to-day use. Hatch can be used for conversation starters, to check in on neighbours’ well-being and local exchange trades; whether its food or products. Loneliness is related to daily activities and the battles to conquer obstructions (The Loneliness Lab, 2020). Considering a lot of residents do not have contacts with their neighbours, Hatch will create meaningful relationships. To be as inclusive as possible, regardless of age, ability or location, the hatch can be adapted as desired, opening a new way of connectivity in the community. Feeling safe in a community or environment plays a big factor in participation and ultimately loneliness (Talo et al., 2014). As the hatch opens outwards, it eliminates the chance of accidents in the home, furthermore, like a stable door, the hatch is modified to securely lock from the inside for security, resulting in individuals feeling safe and willing to participate in the Hatch Scheme.

### 7.3 Hatch and Covid-19

With introduced restrictions suspending indoor interactions and outdoor group activities. The government have put in protocols to stop the spread of Covid-19, if an individual contracts the virus they must isolate in their home for ten days (NHS, 2021), that individual is likely to rely on their community to support them through this period. By utilising the outward opening of the hatch, neighbours can drop off essentials to the individual without the risk of contamination. In addition, Hatch acts as a window for conversation, reducing mental and physical isolation. The Covid-19 pandemic has revolutionised the way we eat, work and play. During the height of the pandemic, local cafes were selling coffees through a hatch in their shop to obey lockdown restrictions. This was a big influence in the creation of Hatch.

With no alternatives, a lot of citizens have been forced to perform their jobs from home. 91% of individuals have said once the pandemic ends they would like to continue to work at least some of the time at home (Smith, 2020). Despite perceived comfort of working from home, it can negatively impact health and well-being. Hatch challenges the isolated notion of working from home. Individuals can open their Hatch as an invite for conversation, creating new contacts and imitate interactions individuals can have at work. The advantageous results of social engagement have been studied over an extensive demographic, with positive results strongly indicating a decline in loneliness (Agahi & Parker, 2008), highlighting the need and relevance of Hatch.

Figure 8. Hatch (Open)



#### 7.4 Values

Within a business, product and service, brand values act as trigger points in marketing products and connecting customer beliefs (Zaltman, 2003). Hatch values express the idea of building strong communities. The values are a bridge for people to understand the positive impact Hatch has on communities and reducing loneliness.

- Hatch creates shared communities.
- Hatch creates sociable communities.
- Hatch creates strong communities.
- Hatch creates successful communities.
- Hatch creates sustainable communities.

## 7.5 Target Market

Hatch will be available to the whole community, with a focus on helping those who suffer from loneliness. This may result in the elderly being the biggest demographic, as they are the group that suffers from loneliness the most (Age UK, 2018).

### 7.5.1 Local Communities

People are living in one of the most connected times in history, with conversation available at a click of a button, yet an unprecedented number of us feel lonely. Nothing can protect people against loneliness, someone who has lots of money and friends, may feel lonelier than someone with a small network of friends (Day, Ong & Perry, 2018). In a survey carried out in the UK, 60% of 18-34 year olds responded that they often feel lonely (Mental Health Foundation, 2010). Loneliness affects everyone, regardless of age. As Hatch is part of the home, there is no age limit to take part. If everyone on a street takes part in the Hatch scheme, the community will feel more connected.

### 7.5.2 Those who get lonely

Throughout studies there are corresponding theories that the older generation are most prone to being lonely due to widowhood, declined health and living alone (Routasalo & Pitka, 2003). Despite that hypothesis, it is still acknowledged that anyone of any age and background can get lonely. Furthermore, different conditions may induce or prolong loneliness. For example, younger adults may feel lonelier when they have a smaller circle of friends, in contrast to older adults who may feel lonelier with a smaller family network (Carstensen et al., 2003). The social environment also plays a big factor in the likelihood of suffering from loneliness. Poverty, moving homes and immigrating may form social detachment from a community and in turn loneliness (Halleröd & Larsson, 2007). Hatch is a way that residents can express that they are open for connection without the feeling of judgement or separation.

### 7.5.3 The Elderly

The number of residents in the United Kingdom above 65 is increasing (ONS, 2018). With an estimated 12 million elders currently residing in the UK, the figure is only projected to increase. By 2030, one in five people will be over 65, and therefore at a higher risk of developing symptoms of loneliness (figure 9). With an ageing population more of us are living alone. Within the next twenty years, 2 million people aged 50 and over are anticipated to be lonely if the status quo in tackling loneliness stays the same (Age UK, 2018). The elderly are more likely to be lonely if they feel detached from their community (Age UK, 2018). Loneliness is a catalyst to dementia, early death and cardiovascular disease (Sutin, et al., 2018; Holt-Lunstad, et al., 2010), As the demographic who are prone to loneliness the most, it is important to put in methods to prevent loneliness; highlighting that Hatch will benefit the community and residents.

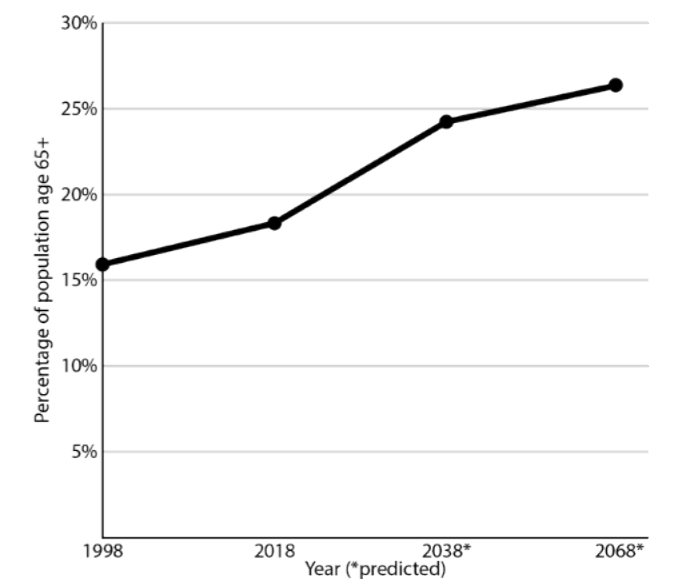


Figure 9. Percentage of UK population over 65

## 8. The Design

To create a successful design that benefits the community and reduces loneliness it needs to impact an individual's and collective's well-being. It should be able to spark both spontaneous and intentional social interactions that leave a lasting impact in community living (Lesniak, 2022).

Influence by the interaction and aesthetic of a stable door, Hatch visualises the values it embodies. Hatch has four key positions; open mesh, open interior, open exterior and closed (Figure 10). The design can educate people into trusting Hatch, once customers see the benefits they will easily adapt to the new door. Some design components responders would like to see in Hatch, were sustainability, security, personalisation, and accessibility. When looking to purchase a product, the most important features are sustainability, affordability, and aesthetic appearance (see appendix 4).

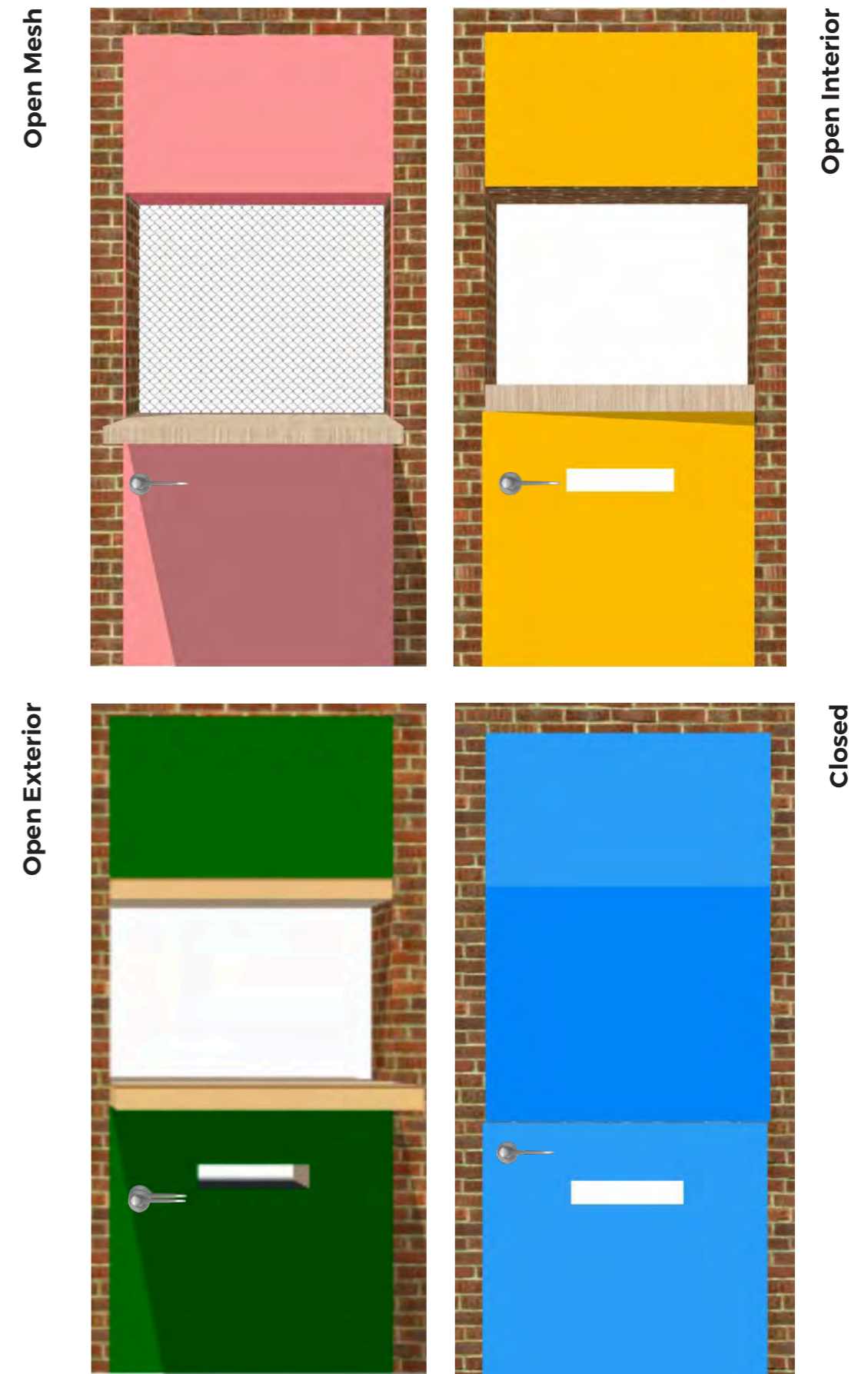


Figure 10. Hatch Positions

## 8.1 Materials

As Hatch is a design intervention on the front door, it needs to be durable for both weather and general wear and tear. For exterior doors, fiberglass can simulate the appearance of wood, yet is more affordable, insulating, and requires far less maintenance than traditional wooden doors (Vandervort, 2020). Fibreglass is often embossed with artificial grain to echo the façade of wood. As much as possible, the materials will be responsibly sourced and recycled to project the ethos of Hatch. Whilst undertaking primary research, reoccurring recommendations were the ability to personalise Hatch (see appendix 3). Being able to colour Hatch is fundamental when expressing ourselves. Historically, painted front doors were a form of communication, whether it be protecting the home from the plague, or a colour code to welcome travellers (Westerman, 2014). For durability, the Hatch mechanism is made from stainless steel.

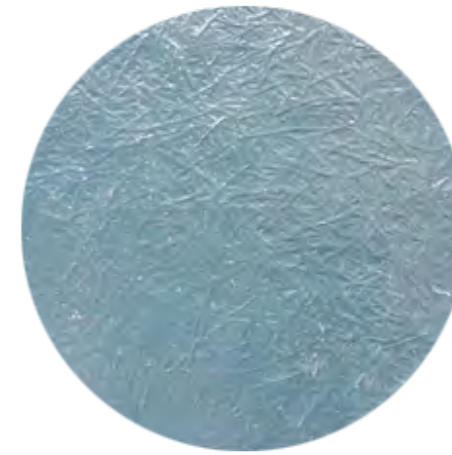


Figure 11. Fibreglass Texture



Figure 12. Stainless Steel Texture

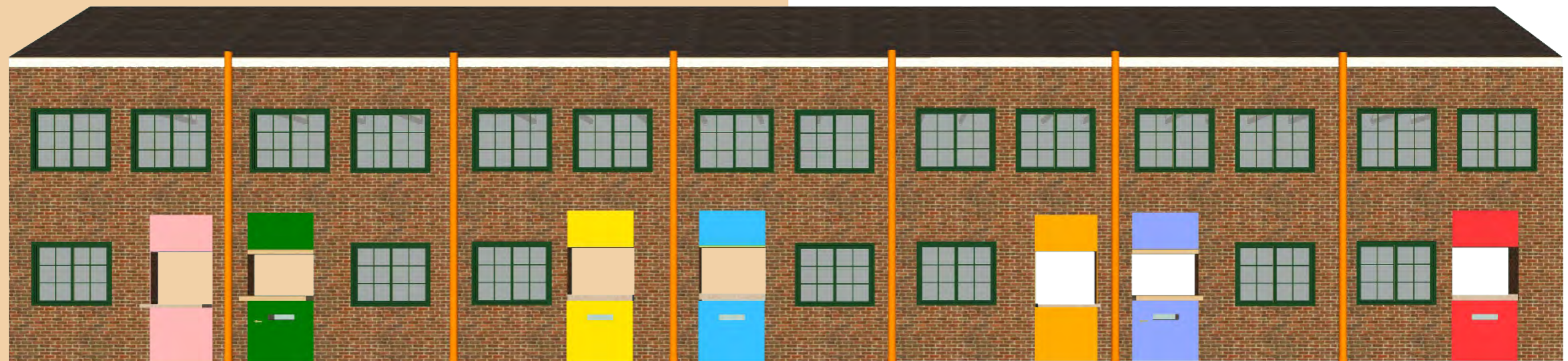


Figure 13. Hatch Personalisation

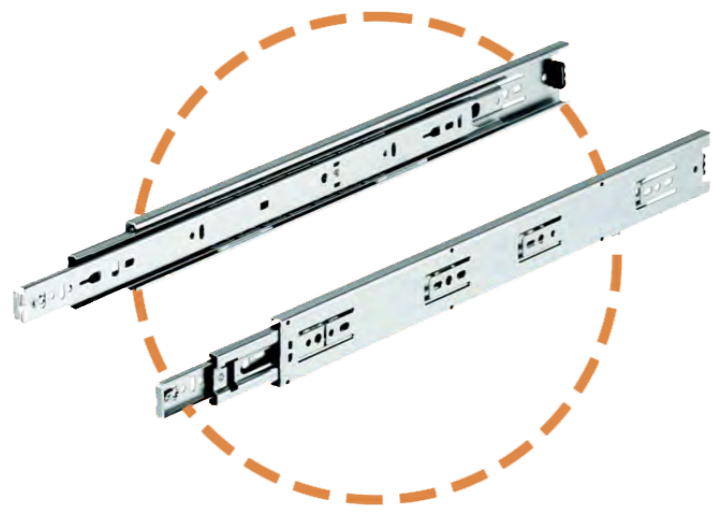


Figure 14. Runner Mechanism

## 8.2 Mechanisms

To create the push and pull interaction that Hatch imbeds, the hatch element of the door slides on a runner system. Runners can interchange the threshold of a space, making Hatch external and internal. The product is inclusive for people of all abilities. Exchanges can be slid into the home to reduce excessive bending, carrying, and stretching. This particularly benefits the elderly target market.

A key takeaway from the focus group, was the importance of security; this was within a personal reflection and that of the taken persona. A participant questioned how Hatch would be funded and were pleased to hear that Hatch would be a grant scheme and therefore accessible to everyone. Asked about the most universal design and the physical appearance of Hatch, the consensus was Hatch should slide in and out for ease of exchange (see appendix 3). Leaving existing security features from the standard door creates familiarity for the customer. Like a stable door, the hatch element locks from the inside, eliminating any possibility of security concern. To furthermore reduce the stress to the homeowner, for an extra security level a mesh screen can be pulled down from the interior of the door and secured.

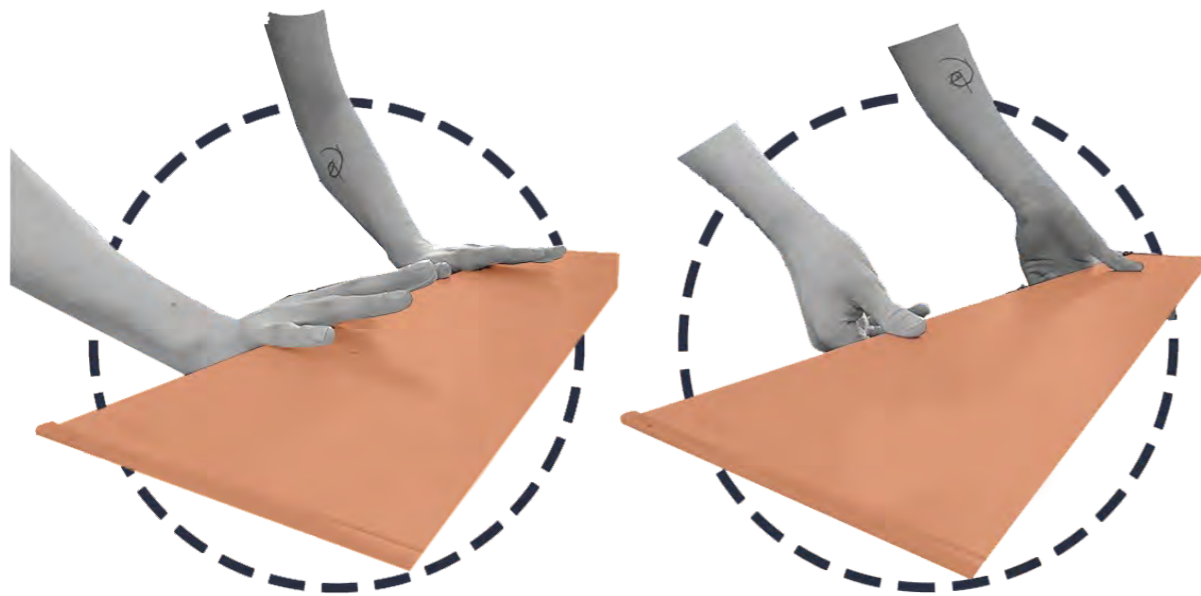


Figure 15. Push and Pull Prototyping

## 9. Brand Identity

Brand identities consist of many elements; colour pallets, logos, names, and typography to list a few. A valued brand identity has gone through a well-designed system and process, receiving user feedback and input, resulting in crafted individuality (Budelmann, Kim & Wozniak, 2010).

### 9.1 Colours

Colours are a means to imitate emotions and relations. In a survey, participants were asked what colour they associated with loneliness, 100% of those involved responded with the colour blue (see appendix 5). As Hatch is reducing loneliness, the contrasting colour on the colour wheel was also chosen as a brand identity – orange.

To make Hatch recognisable, a colour pallet was created, making the brand consistent and familiar. (Figure 16)



Figure 16. Hatch CMYK Colour Scheme

### 9.2 Logo

A logo is a flag and signature of a business, used to symbolise company values and proposals. (Rand, 1993). Utilising the similarity between the letter 'H' and the appearance of Hatch, a versatile and recognisable logo was formed (figure 17). As Hatch is for everyone of all ages and background, using a/b testing the community were asked which logo they preferred (see appendix 5).



Figure 17. Hatch Logo



Figure 18. Hatch Typeface

### 9.3 Marketing Hatch to Target Audiences Through Newsletters and Publications

It is important for Hatch to be accessible to the entire community and target market. To address Hatch to those who may not have access to internet, publication formats need to be considered. A consistent sans serif typeface means that information is easy to read and visually clear (figure 18). By promoting Hatch in publications such as community noticeboards and newsletters there is a higher chance of sign up from the elderly demographic – a key target market. There is also the opportunity to include phone numbers, websites, and social media links to those who do have access to the internet.

### 9.4 Marketing Hatch to Primary, Secondary and Tertiary Benefitters Through Social Media

In the modern age 4.55 billion people use social media, over half of the worlds population (WeAreSocial 2021). Social media is a method of channelling potential investors and users towards to website, as well as promoting and marketing Hatch to the digital community. Social media acts an incentive for local businesses, not only are they able to help the community, but also get advertisement across social media.

### 9.5 Visualising the Front Face of Hatch as a Website

To keep the community connected within Hatch a website is required. Linked to social media accounts, the website acts as a visual library and base for useful information and guides regarding Hatch. It is the front face of the project, for potential investors and users to explore (figure 19).

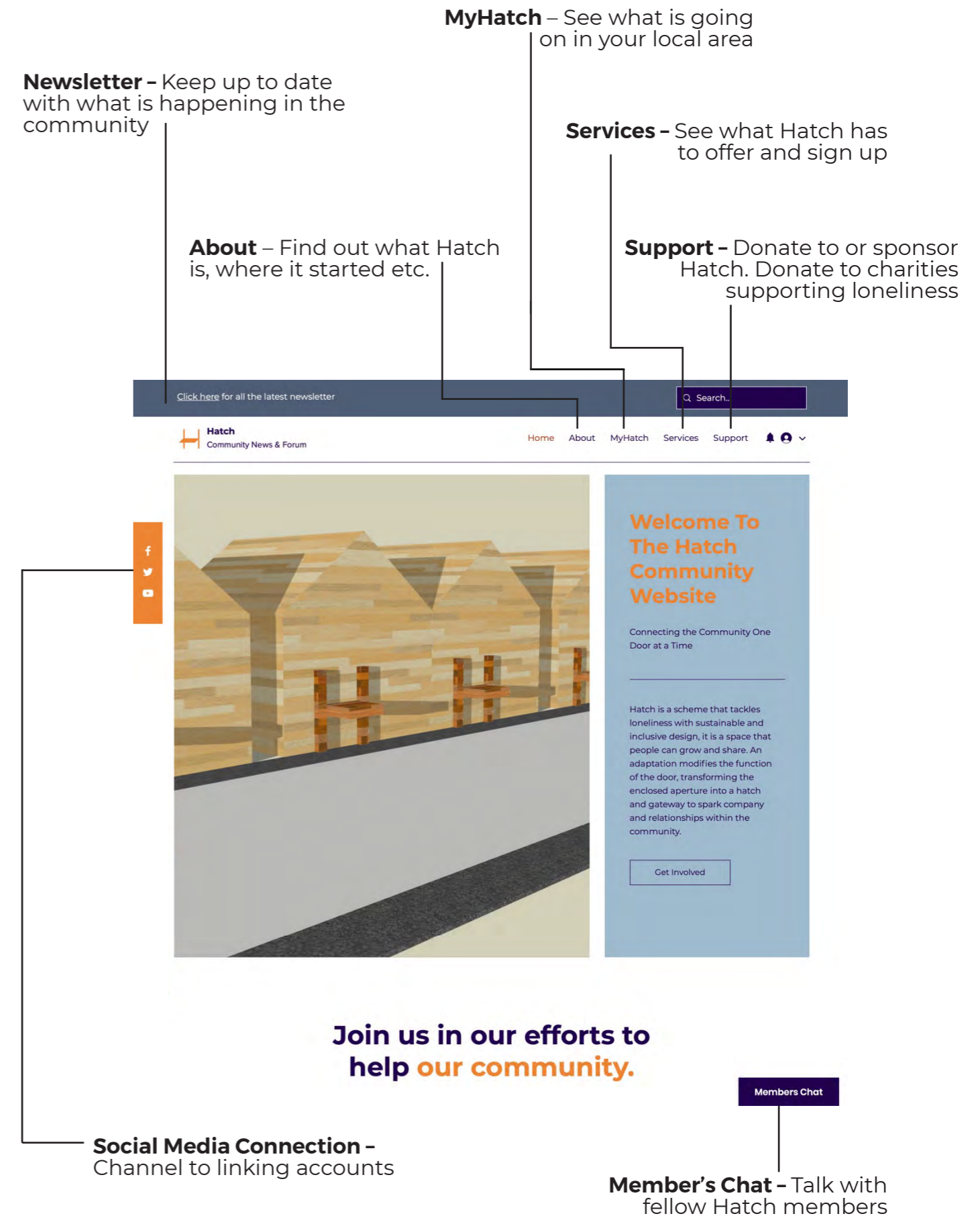


Figure 19. Website Homepage



## 10. Marketing Hatch

As Hatch is a community-based installation it is important to promote the interaction to all community members and target audiences, they must be aware of Hatch, and how to use it. To initially have Hatch installed into a community, the council will be approached with documents supporting the positive effects of Hatch. Once agreed, a grant will be proposed to fund a community. Studies show that for every £1 provided in tackling loneliness £3 can be saved in medical costs as a consequence of loneliness. (Mcdaid, Bauer, & Park, 2017). It is evident that if the council support Hatch less strain would be put on the NHS and more money can be used to fund likeminded projects.

### 10.1 Market Analysis

After the design and branding, the project needs to go through market analysis to understand project interest and how the community facilitators work with community members (Lesniak, 2022).

To gain a broad range of market understanding, participants from the survey had the option to submit their age, this confirmed that all age demographics would be interested (see appendix 2). Responses on the survey present that Hatch is a scheme that 100% of the respondents would participate in (figure 20). Of which 2% would install Hatch into their homes, 64% would visit hatches in the community and 34% would install Hatch into their homes, as well as visit hatches (figure 21). The most popular exchanges would be conversation, unwanted items, and food.

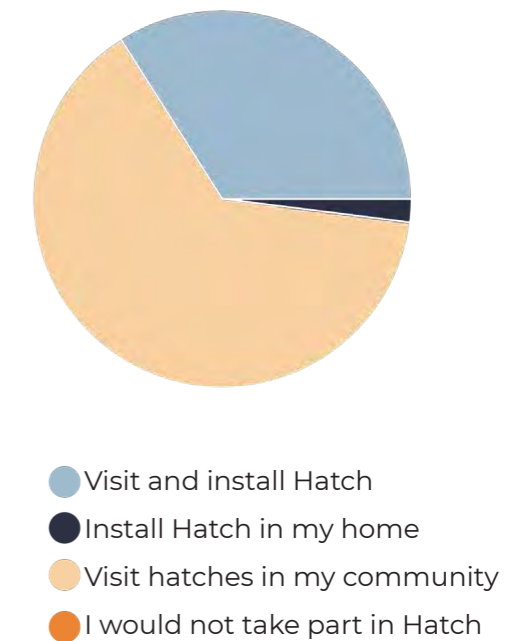


Figure 21. Hatch Involvement



Figure 20. 'Would you take part in Hatch?'

To further understand the up-take of Hatch, sharing circles and social events within the community will be organised for community members to open-up and express concerns within the community and the project. This holistic strategy may take the form of a meditation or yoga classes to better well-being and social circles.

## 10.2 Inbound Marketing

Inbound marketing is a business methodology that forms connections with customers, prospectors, and promoters without interrupting the experience of the project (Shah, 2005). Within Hatch, inbound marketing is particularly important as Hatch is both an individual and collective interaction. Adding hyperlinks to the website from businesses that support Hatch strengthens relationships and publicity. Backlinking cross promotion means if a business features on the Hatch website, it is likely to feature on the partner’s channels too; promoting Hatch, but not changing the experience of the project (Lesniak, 2022).

### Attract Tools

- Ads
- Video
- Blogging
- Social media
- Content strategy

### Engage Tools

- Lead flows
- Email marketing
- Lead management
- Conversational bots
- Marketing automation

### Delight Tools

- Smart content
- Email marketing
- Conversations inbox
- Attribution reporting
- Marketing automation

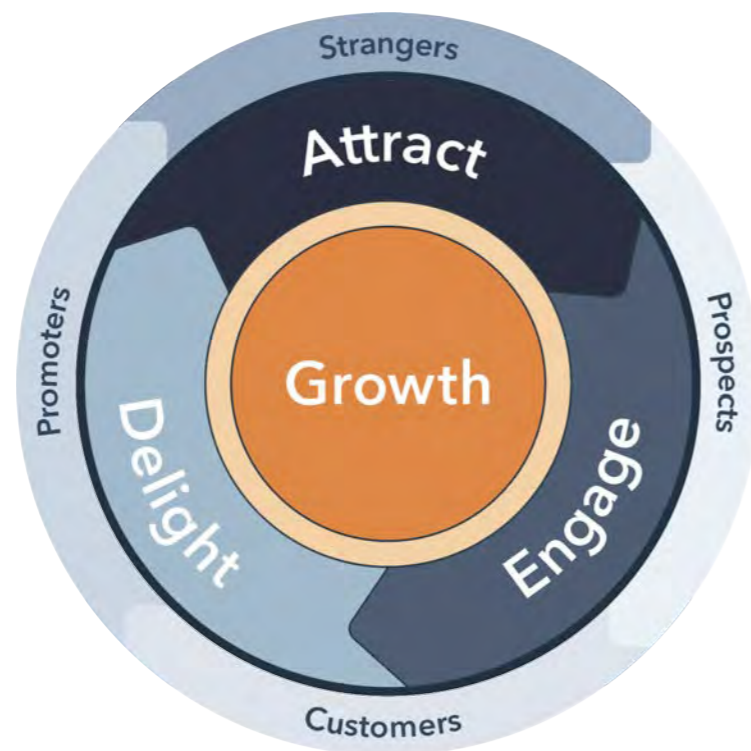


Figure 22. Inbound Methodology Flywheel

## 10.3 Customer Journey Maps

Personas created to understand how different demographics interact with Hatch allow for a refined conclusions. By creating ideal clienteles, aligning brand values and consumer needs Hatch can be presented as an established and respected scheme.

The characters personas are divided into the different sectors that benefit from Hatch.

Primary	Secondary	Tertiary
Community members that suffer from loneliness	Local businesses that can donate to the exchange	The NHS that can support and fund the scheme
Unfortunately, Jane cannot get out the house much after having a hip replacement. After her husband died, she has found it hard to socialise with friends. She loves to read and has a vast book collection.	Following the COP26 Climate Change Conference. Lidl are looking at ways they can support their local community and reduce food waste.	Pursing studies related to supporting loneliness projects and saving medical resources, the NHS are looking for local communities to collaborate and fund.

Figure 23. Personas and Scenarios

A customer journey map is used to visualise both strengths and issues with a curated persona. The journey starts before Hatch is purchased, then continues until a relationship is formed with the product. Using a target market persona of an elderly person, helps predict possible pain points that may happen during the installation of Hatch, such as not having internet to sign up with. A possible solution to this problem is to create a helpline number that users can call for assistance; this may be used most by the elderly, but the option of a friendly phone call is still there for other community members. It also acknowledged the importance of marketing Hatch both physically and digitally. Without creating a business-to-customer journey map, this issue and others may not have been picked up.

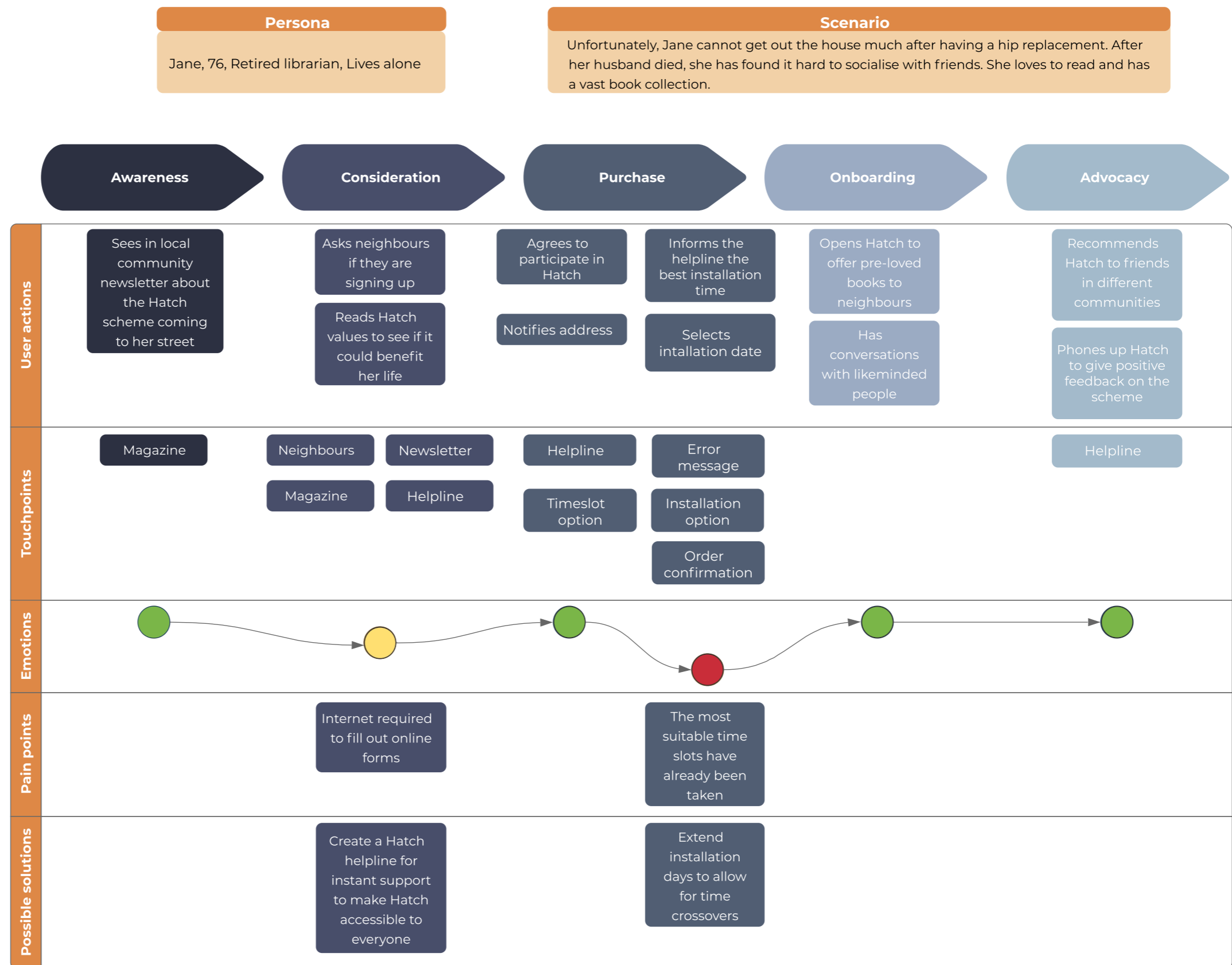


Figure 24. Business-to-Customer Journey Map

It is also important to understand the business-to-business relationship in order to determine how team members successfully link local businesses and Hatch. It is evident that a hub would need to be established for businesses to donate their waste before it is distributed to local Hatches.

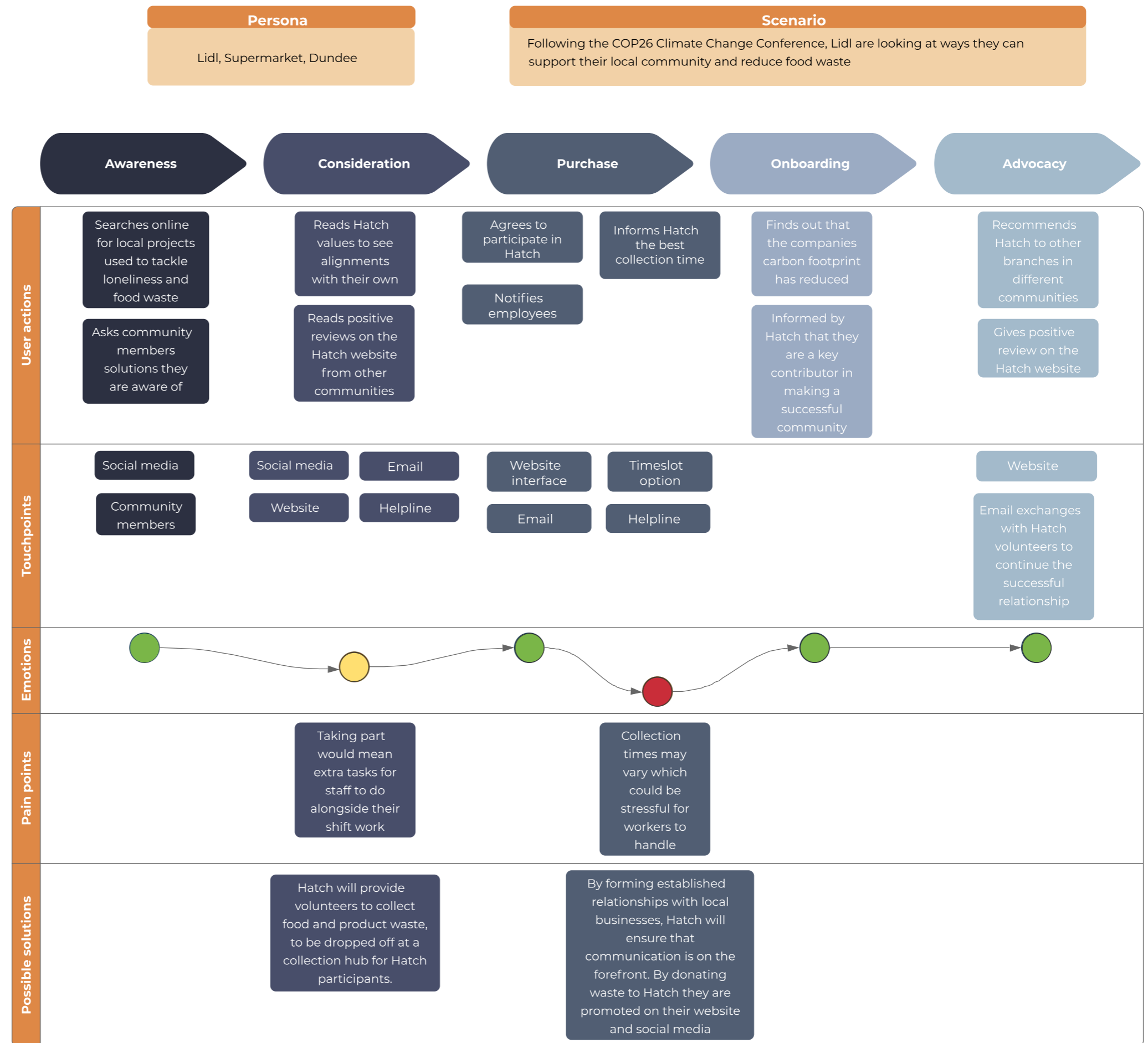


Figure 25. Business-to-Business Journey Map

## 10.4 Funding

There should be no stigma around loneliness or home finances, therefore Hatch will be free for everyone. To make Hatch a successful scheme, funding must be available in order to present the project to the community. Applications and project proposals will be presented to local councils to request funding. Grants from global businesses and Kickstarter schemes may also be considered if the council fund is insufficient. Number of participants within a local community will factor the required funding as well as varying council locations. Funding may also come in the form of charitable donations, if Hatch is marketed as a charity, it has the status to become tax deductible (GOV.UK, 2022). The Scottish Government's Climate Challenge Fund awarded GCCSP £199,796 to support the local community (Fisher, 2021). This a fund Hatch would qualify for as they are encouraging a better existence for the individual, the community, and the environment.

## 10.5 Costs

Costing strategies are required so Hatch can perform to the highest ability. Costing models can provide understandings between the business and supplier, appreciating labour, material, management, and time costs (Ask & Laseter, 1998). Hatch will initially function on volunteers and donations, however, there are finances that are essential for the successful running of the business.

**Installation Cost** - Material and labour costs, paying for travel between the supplier and home.

**A Hub** - This is a space that local businesses can drop off donations before they get distributed.

**Key Staff** - Full time workers, whether this is helpline callers or people based within a community.

In terms of purchasing materials for Hatch, relationships will be formed with businesses to ensure companies are aware that Hatch is a community project and is supported by council funding.

## 10.5 Future Expansion

Hatch has a high potential for expansion. Once Hatch has been established in a community, connecting stakeholders that donate products to Hatch may want to also sponsor Hatch. This money will be used to launch Hatch in other communities and pay for upkeep and recycling cost. Using a circular economic model has positive effects on the environment (Webster 2015). It is important to reflect the core values within growth and maintenance of Hatch.

With further sponsors, this may result in volunteers being paid, or essential products being paid for as donations may not be consistent

In the future, there are possibilities for new builds to be built with Hatch already incorporated in the home, doing so will cut out installation costs. Restaurants, libraries, and other communal spaces may also be adapted to be part of the Hatch scheme. Hatch will become part of the day-to-day function of a community and part of the spatial environment.

## 11. Conclusion

To conclude, it is evident from user research and the report that Hatch is a beneficial and realistic proposal. By presenting the proposal to the whole community Hatch reduces the stigma around loneliness and expands the target market. Hatch is a successful method to reduce loneliness.

Limitations in primary research due to the on-going COVID-19 pandemic meant that no interviews could be carried out in person, lacking the personal element and behavioural observations that would have benefited the research. Nevertheless, as interviews had to be performed online, it meant meetings could take place with individuals across the world, including Matthew Lesniak from Conscious Co-Living in America, acknowledging that Hatch could expand further afield. Lesniak validated that Hatch is a successful scheme that blends the line between public and private co-living, a project that he would be interested to try out (see appendix 6).

Validation from Lynsey Penny, a professional standpoint, concluded that Hatch is a fresh and welcoming solution to reduce loneliness and bring the community together (see appendix 7).

The majority of the initial feedback on Hatch was positive, acknowledging that Hatch is an inclusive, flexible and welcoming design, with the potential to bring communities together (see appendix 3).

The next steps in going forward with Hatch include physically prototyping, receiving additional validation and feedback from stakeholders and the community before going into production. Further considerations surrounding finances need to be solidified to present Hatch to local councils, to receive grant proposals and funding. There is room to develop the 'myhatch' segment of the website, it may be also beneficial for an app to be created for community members to express their Hatch is open or if they need assistance. This may not appeal to the elderly generation if they are not as familiar with technology as other demographics, highlighting that further research and focus groups would need to be carried out.

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## 12. Appendices

Interviewer: Alice Potter (AP)  
 Interviewee: Lynsey Penny (LP)  
 Date and Time: 13<sup>th</sup> October 2021, 15:00BST  
 Conducted via Zoom

- AP: What is your position that you have within the community fridge?
- LP: So, I'm the overall project manager now, so I look after the fridge, I started the fridge and I look after that and the volunteer's coordination side of it, and I also oversee our whole projects, so coordinator technically is my title.
- AP: So how did you come about starting the fridge?
- LP: So, our project started about eight years ago which was initially about making the church itself more energy efficient, because you know these old buildings used to leak energy. And then they brought me in in 2017 to do more community focused stuff so we did a couple of other projects and I started, and it became clear that food waste was a huge problem, so we decided we want to do something about that. So yeah, we applied for funding, I can't remember where I saw the idea for a fridge, some Jamie Oliver tv programme or something. And we thought yeah that would look pretty cool in Dundee and look nice in the west end with all the students and everything.
- AP: So how did you get the word out with the community then that you were setting up a fridge?
- LP: Good question, yeah so because the project had already been running for a while and I had already been in the job a year or two before started it, so we had quite a following on social media, so it was it was mostly to social media and then I went to like community council meeting, I went to the council to talk about it, and I think we put up some posters on some of the community boards that we were going to start. I think we did a community consultation night that people could come find out about it and volunteer and all that stuff. A few months before opening, because the whole process took white a while, so we did that a month or two before we started.
- AP: How many people are involved in it then?
- LP: Currently you mean like volunteers or?
- AP: Or in general background and in the front team.
- LP: Yeah, so on my team, the staff team there four of us, but they all do different parts of the projects as well, so I don't know if you know but we also have a community wardrobe.
- AP: Yeah, I've seen that as well.
- LP: We do lots of workshops and events in normal times, obviously with covid that's been quite difficult um and then we have another colleague who does all the admin stuff. All of us have little part in fridge, but obviously I do

most of it and then volunteer wise we've probably got about 15 people who do the same days every week . we have about the same again who fill in all the gaps if some are away or if some or on holiday. Probably about 30 volunteers.

- AP: That's really impressive.
- LP: And then there's obviously all the supermarket that we are in contact with too, several supermarkets that are all local.
- AP: So, do you contact them directly then or were they happy to sign up how did that come across?
- LP: Yeah, a little bit of everything really, so we, when we first started the project, we contacted hubbub.
- AP: I looked up then yeah big fridge corporation isn't it?
- LP: Yeah, it's a network really and when we first joined it was still quite quite a new concept there wasn't that many then it's maybe about 50 but I think now there's probably 100?
- AP: I think I think I saw there was 250 they've got now on their website yeah is crazy!
- LP: I think with the pandemic it really encouraged people.
- AP: I think you were the second one in Scotland yeah yeah, I know you had the idea first so yeah there wasn't many I'm is there any good thing. So, what were your goals when you first set up the fridge?
- LP: Um our main aim was to always to save as much as we could from going to waste so you know that's why we decided to be open seven days because you know a lot of projects they just do it one day or two days or even just weekdays but we decided you know that even weekends because a lot of the other food charities don't operate over the weekend there was little lot more food to collect at the weekends so we just thought we'd go for seven days it doesn't mean that I virtually been on call for seven days which is a little bit too much. I mean we might have to look at that in the future. Our main thing was save as much food as we can I and obviously also help people who need food we never want them to feel bad about it so we make it very clear that is it for everybody and then that is really good because everyone's going too.
- AP: That's very good.
- AP: So, do you think your goals have changed then since you started it?
- LP: Good question, well I think we still want to save as much food as possible, but we never ever dreamed how much food there was going to be I think we had a target, or hubbub gave us an initial target of what most fridges go for which was about a tonne a month, in normal times recently there's been a lot less food because of supermarkets wrote short so yeah think a bit

rubbish lately although the last few days have been busier. So, we we aim for about a tonne a month, but we actually get a tonne of week in normal times.

AP: Really good so four times the amount?

LP: So, we reached our target in two months or something, our two-year target and so you know it was it was just a lot more food. I guess changing priorities I think we just wanted to try and help more people in need as well probably um but yeah, we would never want to create that stigma about people not wanting to come here cause I feel like you know other people need it more or whatever so we try to keep that message very strong finished oh it's going to be in the back trip or doing more work towards helping people in need yeah.

AP: Would you say think about opening another location then or do you want your focus on this one?

LP: I wouldn't really just because it's really already a bit too much, the volunteer coordination takes up a lot of my time you know coz I'm doing the rest of the project as well, so you know it's a lot sometimes, at points we thought maybe we could have volunteers doing some of the roles I do to free up a bit more of my time but actually volunteers are great they really are a great bunch of people, but they are not very reliable at the end of the day they're volunteers, it's not their job, some of them do but not all of the things that you need to keep.

AP: Your focus in one place as well?

LP: Yeah, definitely it will set this up as a kind of tester and then if anybody else likes it and wants to do it will help them do it absolutely like I get contacted almost daily by other groups or like students wanted to know more about it so yeah there's one setting up in their favourite Broughty Ferry just now and there's one and I'm not sure where they opened earlier this year and maybe Tayport, yeah one over in Tayport. Since Covid started and even before covid there was a lot more of these community enlargers setting up as well so you know all the time Dundee there's already a lot of other food projects, they all doing it a bit definitely I don't think anyone has as much focus on the environmental side as we do like a lot of do Safeways as well but they don't shout about it like we do, they're more antipoverty focused.

AP: That's really good, so how do you feel that the fridge has impacted the community?

LP: I think, I think we were surprised how much they cared about it I think we we knew this was a cool idea and we ask that people may said yes that cool idea so we felt right will do it, but the level of care that some people have for you know like there's a little window cleaner guy that just comes along sometimes and cleans the windows.

AP: Aww that's so nice.

LP: Yeah, yeah so someone made us some bunting, many little things like that where people just really care.

AP: Yeah, they go out their way and not even ask for.

LP: Yeah, I think the level of like love that we go for it we hadn't really expected.

AP: That's really nice, and do you feel there's a change in the people that are coming as well in terms of mentality?

LP: It's hard to say because obviously covid's changed along yeah so like you know even through the pandemic which had different kind of stages like the first lockdown was very much people who we, we got a lot of older people basically it was maybe more they were coming to talk to someone it is just because they weren't going to speak to anybody else that day, so they were coming just to chat. So, I think it's not changed too much but we go through little waves so you know like students are back now, other times a year is more families maybe round Christmas times who realise they might not be able to afford to buy all the stuff they need to buy. It changes all the time, but we get a bit of everybody.

AP: That leads on to my project quite nicely, so I'm not sure if you saw the little artwork, I can share my screen again. So why I'm interested in you is because I wanting to create a hatch which goes it in like your actual homes, that's the idea mainly going around loneliness and having like a chat it's not just exchanging food but it's also exchanging conversation so wondering if that's that does happen within the fridge which you did mention earlier that the elderly are coming.

LP: Yeah, so not just even the elderly but just, I don't know, even some students just really wanting a chat, they don't know many people here yeah or yeah so, many people want to chat and it's it's not necessarily that they're lonely, they just want to talk about food. that's the amazing thing about the fridge side of this kind of community initiatives is that everybody eats food, so everyone has something to talk about it so it's quite a nice common. They don't have to talk about their job or lack of job or whatever it is they can always talk about the food.

AP: I wonder if you could have any insights like maybe proposal that you will like comments you can make or my design, potentially even or any tips you have?

LP: So, you're saying people would have this in there in that house?

AP: So, it would be a secure hatch which would open up to invite the conversation or in exchange.

LP: Okay if people were passing, they just stop and see.

AP: In an ideal world there be like a whole street which everyone would have and take part in hatch.

LP: Alright okay.

AP: So then so you like you said it's the stigma that anyone's welcome like you can just come along, and you don't need a reason to.

LP: Yeah, my my immediate thought is, I've been burgled recently so I'm ooo safety. But you only do it when you're in I suppose, yeah. I wonder if that was scare some older people in terms of having an in part to their house but yeah you would just have it open for a wee while wouldn't you?

AP: Yeah, that's a nice comment that you've made

LP: Yeah, just feedback but yeah, I'm sure you've thought of that as well. I certainly feel like you know a lot of our project is community focused and like yeah because we're in a climate emergency, and a lot of you know, we're going to have some repercussions from climate change. Anyway, what we do there is going to be repercussion. So, what were kind of focusing on, or what a lot of discussion within climate change is focusing on is like community resilience and you know it's about building community and I think Covid helps us see how that is possible in a lot of ways people were having conversations and I think we're going to be talking about there that next while. It's about how can we further cementing that community feel, because we know we did throughout projects but realise there's bigger space for more of that going forward so I like that angle of it promotes community, and community is everything for me.

AP: I'm a strong believer that having a community can reduce loneliness.

LP: Yeah, that's such a massive problem know, nobody knows their neighbours, and then I don't know my own neighbours not really. Yeah, I've lived in that house for 10 years now, I hardly know anyone about, I think the more we can do to cement that then yeah absolutely.

AP: So out of interest would you take part in hatch if it was offered for you?

LP: I don't spend that much time in my house, which is quite problematic. In principle the idea yeah.

AP: Or visiting each other not even you having one installed, but would you then visit other people's if they had one?

LP: Absolutely.

AP: And then what would you want to exchange?

LP: Food, conversation, literacy, yeah so obviously my job is very food orientated, so I would be sharing food. I only know the couple of neighbours I know because I go with leftovers, and we need to get rid of it. I'll go round to my neighbours 'can you use these doughnuts?' so I think food is a great way to do that. I also feel very strongly by the whole loneliness thing. I see elderly neighbours and I think of I would really like to do something for them just so they know that I'm there and approachable so just conversations yeah.

AP: Yeah, no I think that's really nice coz yeah definitely the last like researching this I wasn't really aware of loneliness as an isolated issue, but I am coming across it it's there isn't much out there in terms of anything design even design alone is not much even in the general idea of it.

LP: Especially with covid, we've been thinking about how we can make this year better for people. How can we persuade people to come out their homes? There just come here and talk to us, it is very difficult thing. How do you access those people that have been stuck in their homes yeah but they're not coming out, maybe they're not online because they're older or you know, how are we going to do that? It's difficult.

AP: Thanks very much for your time and I don't know if there's anything you want to ask me at all any other comments that you might want to say that I haven't asked

LP: Yeah, it's tricky I love the idea so yeah just well done

AP: Thank you.

Interviewee: Alice Potter (AP)  
 Interviewer: Matthew Lesniak (MP)  
 Date and Time: 12<sup>th</sup> January 2022, 15:30BST  
 Conducted via Google Meet

- AP: Thank you for agreeing to do this interview with me
- ML: Of course I mean I'm a fan of the loneliness lab network. It is always willing support wherever researchers or anybody in the in the network they do a lot of cool stuff. I know I've got some valuable resources from there so I'm open to helping out as well.
- AP: Amazing, thank you. So first can I ask how did conscious co living come about?
- ML: So I was working in London at a place called the collective which is like one of the first coding spaces in London and around the world, kinda the first large scale ones, and they have like a vertically integrated model so they invest development operated the co-living space. Last year got hit hard by like covid and the impact on the business and kind of going through some rough like financial patches but I was working there on like impact strategies and community experience strategies so I was in charge of developing different ways to measure and report on their social environmental and economic impact like their social value. Then also working on the ground like community experience strategies and events activities initiatives. So while I was there some some some like Co living researchers they kind of were snooping around the collective and we bumped into one another and then we started talking about coliving we started realising we had some mutual connections and those are now some of my Co founders at conscious coliving. So we started doing just like kind of research sprints together really thinking about like what's the potential come living and then we develop the conscious coding manifesto.
- AP: Yeah I had a read at that, it's really interesting.
- ML: It actually all started with that, with the manifesto and then we started talking at a few conferences and we noticed actually people were kind of like they were grabbing on to this, they were aligning with it and we were like okay let's do something more with this and that's how we became more like a consultancy leadership platform but everything is based around those core aspects of the manifesto so community while being a sustainability and really about fostering spaces that creating spaces that foster connections to self, others and nature. We really believe like society as a whole is is is kind of disconnected or disconnected from self or disconnected from others or disconnected to nature and co-living is an alternative for can be an alternative to bring it all back together.
- AP: Sounds really interesting yes yeah cause I didn't really know much about the topic of like communities or co-living before they stumbled across, well you replied to my reach out and I came across it, I was reading it all as just

so fascinating all the research you've done and how they align with my proposal that I'm putting on.

- ML: Loneliness is a big thing and it's like a big kind of argument or or, hate to call this, but selling point for co-living. As as a solution for loneliness
- AP: So what do you think the most important thing an individual could do within a community to reduce loneliness?
- ML: Like to combat loneliness?
- AP: Yeah
- ML: Well I would think it kind of all starts from from the beginning so you have to be really intentional about the design you need to you need to think about like how does the design impact individual well being? How does it impact collected well being? is it how does how is it designed for social interaction like spontaneous interactions but also more intentional interactions and really just thinking like through a lot of design hacks that are that are specifically for communal living shared living community community living. So it really starts with the design and then it goes into the branding and marketing and then it goes into the facilitation of the space as well so how are the community facilitators working with community members to maybe do like sharing circles or types of events better more based on being kind of open and vulnerable with my other events around the well being kinda like transformation events like breath word, meditation, yoga, sharing circles like I said so yeah it's kind of a bit of a holistic strategy needs to be holistic strategy.
- AP: I'm not sure if you're doing remember my propose I had? I can share my screen if you want me to?
- ML: Maybe maybe just yeah share your screen.
- AP: So my idea is that in every community people would take part in this scheme called hatch where turns your front door into an aperture to open up for conversation or exchange. The idea that you can either have it open and then have a mesh door to protect your home and then to leave objects or then you can arrange exchanges but then doesn't have to be just a physical exchange it could also be a conversational exchange. So then it's the idea that will be part of a funding scheme so is you're not taking the stigma way that he can't afford it or if you don't want to reach out for help it's the idea that if everyone takes part then increase more of a balance and cohesive community. So yeah that's kind of like my proposal, completely went in theory at the moment. So I think more of the question for you would be how do you go about like promoting that to community?
- ML: Yeah like promoting that kind of idea?
- AP: Yeah and then to get involved, kind of like gathering an audience.
- ML: Are you studying architecture?

AP: Interior and environmental design, it's kind of architecture but is looking at spaces

ML: Yeah cool. I mean it doesn't have to just be co-living right? It could be co-working in the library or the cafe it could be co-living right?

AP: Yeah definitely

ML: How do you go about like pitching at your saying?

AP: Yeah, so how do you gather audiences then make communities aware? So what methods do you use? Are you more social media or is it more word of mouth?

ML: Yeah we we publish a lot content actually okay so where do like very like value driven or like providing value and it's a lot about like inbound marketing so like organic inbound marketing and really building out our are like websites trying to play to our strengths through the content we produce. Then producing content with different partners, so making sure we get different hyperlinks, which is part of the ways you can strengthen your website. and yeah just like backlinking cross promotion is kind of how we work with a lot of our partners is we'll feature them in some of our content and then they'll also feature us on their website or in different blogs of theirs or things like that. We are more are more on LinkedIn or than other other social media platforms we use Instagram as well but we are more focus on LinkedIn. Then like email communications is our main kind mode of communication. We're not on TikTok or any other those.

AP: Do you think my proposal is a feasible thing or do you think it is anything that will stop it from working

ML: What are you thinking in terms of like implementation? Like what you just showed me is made in like an existing building and then they would have to retrofit it into it yeah?

AP: Yeah so it is your entrance, your front door changes to hatch

ML: okay okay yeah I mean I I love I love that kind of stuff like that kind of idea I've seen other types of projects where it's about like blending the lines between public and private, and co-living is kind of like that too. especially when you have like private areas but you have communal spaces as well within the building and it's about like find the right like scale of intimacy of private and public

AP: So I think it's about changing like the threshold between the interior and exterior then also like your personal space and then the whole of the community as well, is what I'm really interested in challenging

ML: Yes about breaking down different barriers creating invitations right creating an invitations to connect. Yeah so I mean I'm all about that for sure. Then are you familiar with library of things?

AP: No I'm not

ML: It is these sort of like hubs where they exchange resources it's it's physical resources but there's actually a London company based company called library of things resources. It's about borrowing different resources. They've nailed it down to like 150 kind of tools and products that are the most used and it kind of reminded me of what you're saying the intention of the Hatch could be as kind of like a like an exchange of not only ideas and then maybe interaction but also a different kind of resources so library things could be it could be an interesting one to look into

AP: Yeah that's really interesting

ML: And this is this one from mini living which was the BMW's like innervation add and they created this thing called it was like a prototype at the I think it was 2018 or 2016, it's called do disturb so it's like all about breaking those boundaries as well as like private and public space through like different kinds of modular construction. In terms of feasibility of the project, it's understanding when you can intervene within the development life cycle right? so whether whether it's right at the right at the get go so that is actually integrated into the design or whether it's about like retrofitting which potentially could be a little more complicated if you're working with like private owners landowners developers like working with range of different kind of actors you know. But I think narrowing it down to certain types of community minded spaces could be could be a good idea. A lot of the times co-living spaces are sometimes a bit more like ground up and like a bit more large scale so and then they have like pretty make strong security measures they have like smart locks you know everything is kind of like regulated in a way. Kind of like a hotel so I'm not sure they would be interested in like knocking down their doors to create a hatch, but it could be it could be something that's implemented like into the into the individual rooms you know because everyone has their own private studio and then they and then they can open up into the communal areas.

AP: So would you take part you think if it was offered?

ML: I'm always interested in trying things out so yeah.

AP: That's good to hear

ML: So I think it would then be thinking about the kind of it's feasibility and then like the development life cycle I think it's important

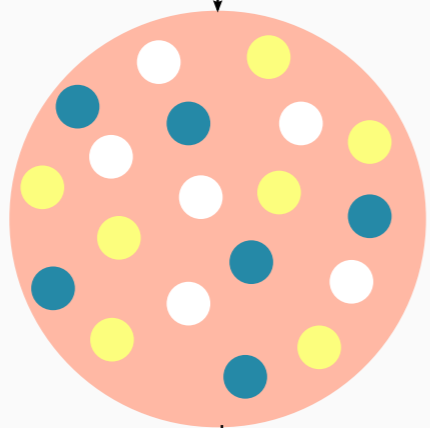
AP: Okay, perfect I think us all my questions done, I have lots of have a look at thank you.

ML: Thank you, and good luck with your research

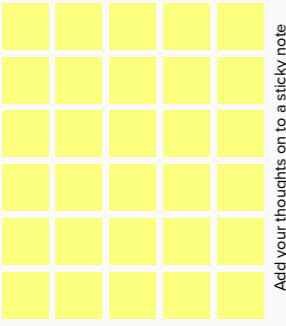
Hello! Welcome to my focus group, please see group members below

- Amy Fraser
- Nathan McWilliams
- Alfie Packham
- Clara Potter
- Rory Doyle
- Shannon Wilson
- Caitlin Dolan
- Emma Dempster
- Lucy Rendall
- Sophie Fleming

1. What makes a successful community?



2. Take a look at Hatch, what are your initial thoughts?



Add your thoughts on to a sticky note

3. Read all the profiles and pick a person

**Jane**  
 Age: 76  
 Occupation: Retired librarian  
 Household: Widowed, lives alone  
 About: Unfortunately Jane can't get out the house much after having a hip replacement. After her husband died she has found it hard to socialise with friends. She loves to read, and has a vast book collection.

**Katie**  
 Age: 26  
 Occupation: Artist  
 Household: Lives with two other artists  
 About: Katie is keen artist and loves to paint. She is vegan and tries to be as environmentally conscious as possible. Her house recently got broken into, so she had to replace all the locks.

**Matt**  
 Age: 21  
 Occupation: Student  
 Household: Lives with four other students  
 About: Matt is in his last year of university. He isn't a good cook so eats ready meals most nights. In his free time Matt likes to socialise with his friends and go for runs.

**John**  
 Age: 37  
 Occupation: Chef  
 Household: Divorced, lives alone  
 About: John recently got a divorce so moved house by himself. He is struggling to make friends but keeps himself busy at work. His daughter visits him on the weekends and they like to go to the park together.

**Sarah**  
 Age: 32  
 Occupation: Teacher  
 Household: Husband, new born baby and dog  
 About: Sarah has just had her first baby so is on maternity leave from work. She is sleep deprived, and getting to grips being a first time mum. Her husband goes to work five days a week, so Sarah is on her own with the baby and dog.

Empathy Map

Sarah

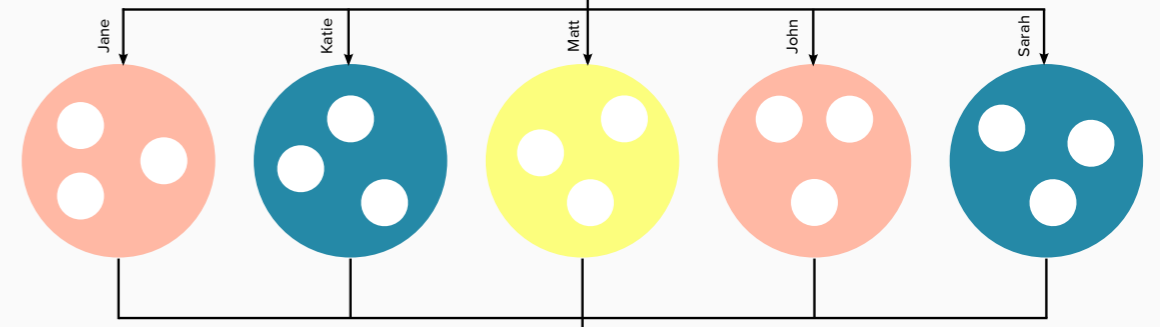
John

Matt

Katie

Jane

5. What are the most important design features needed for your person?



6. Which design do you feel is the most universal?



Drag a circle to your favourite design



Double Hatch



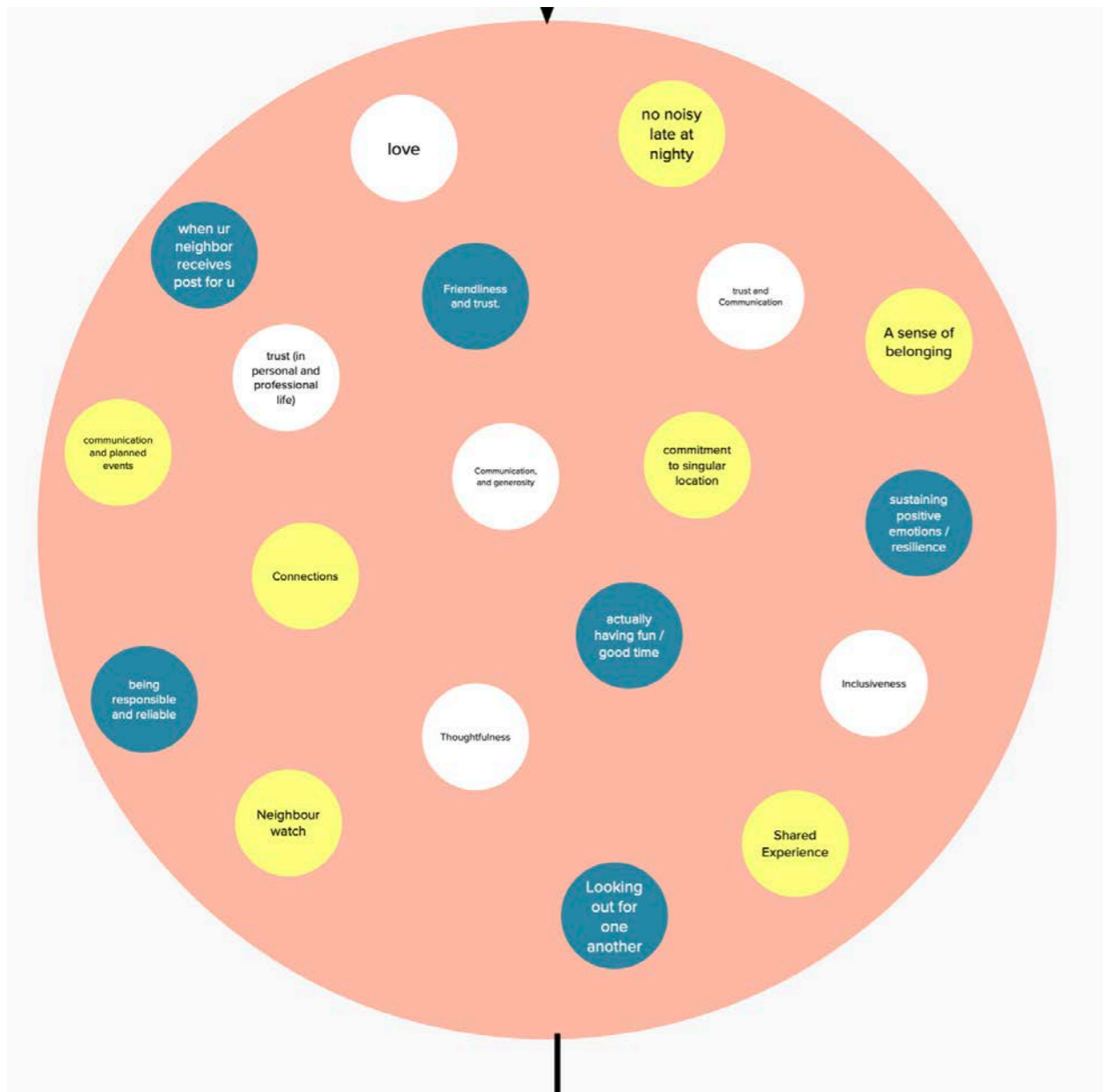
Single Hatch



In & Out Slide Hatch

4. Create an empathy map for one of the profiles

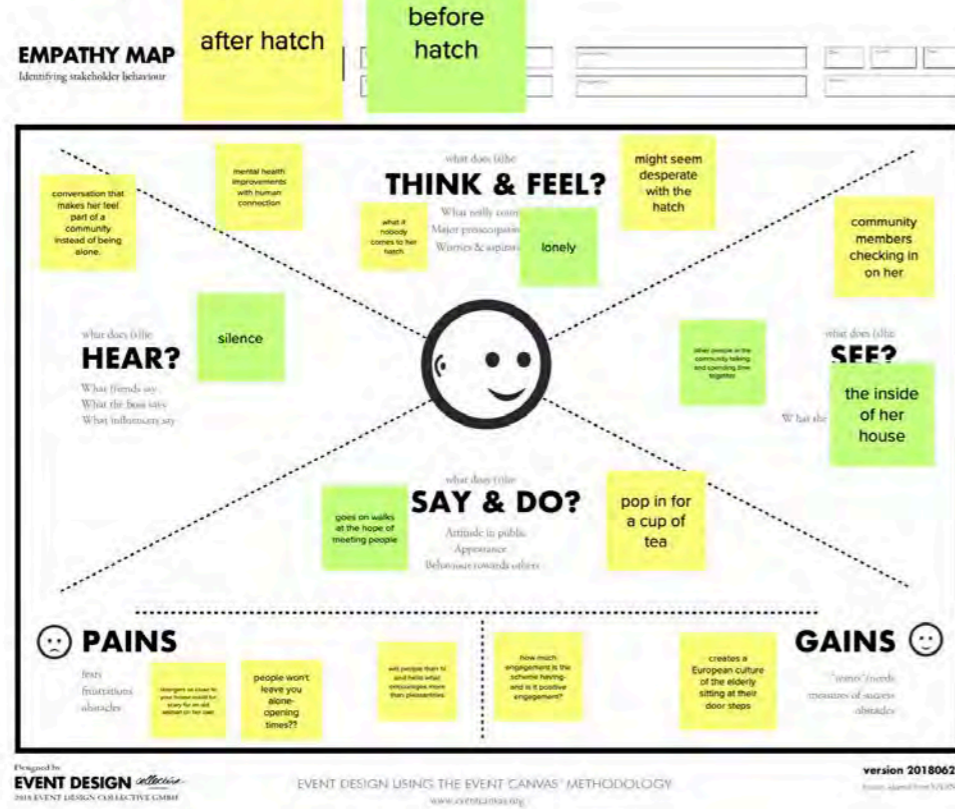
Thank you for taking part!



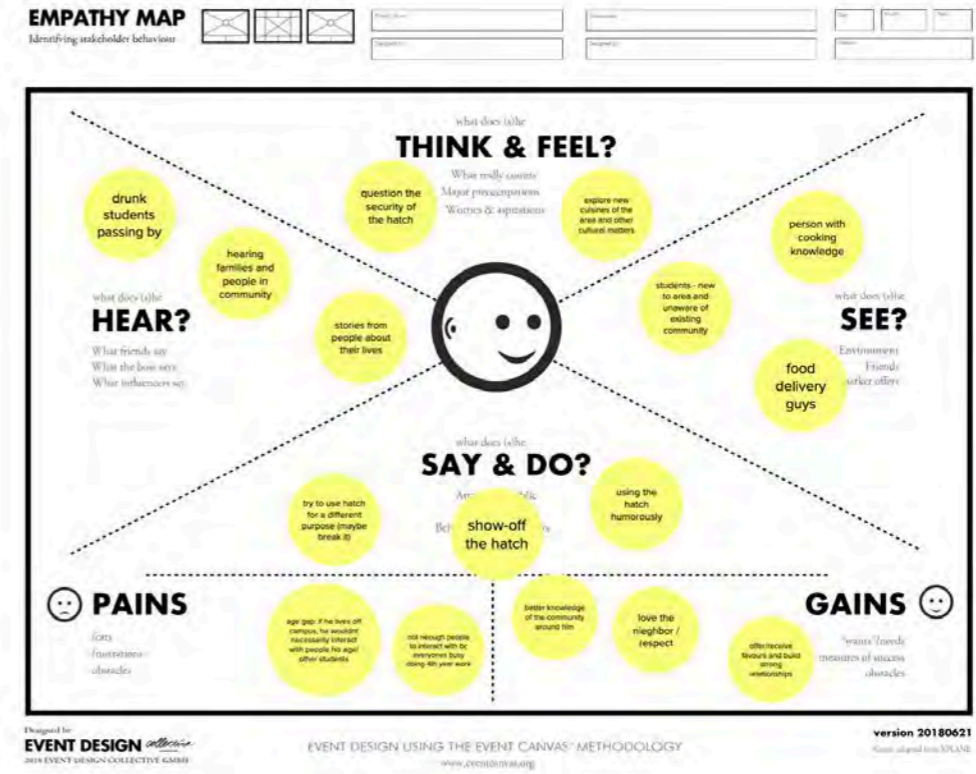
inclusive	potentially intrusive	welcoming	would it be possible in rented accom	sounds cool!
unexpected	Bring community together	Thiefs could ruin it		concerned about security; could ppl break in using hatch, could people leave stuff in the hatch i wouldnt want them to
Diverse	limited to safer communities, wouldn't put it in the hilltown	interactive object	simple mechanism	Forward thinking
body language or interaction (showing interest to other person)	could actually see it happening	price?	will it make noise	playful
Good you are thinking sustainable	Flexible design	viable	could it exclude people who don't have one	security concerns
Seems inclusive		age range Target?		how will it be implemented?



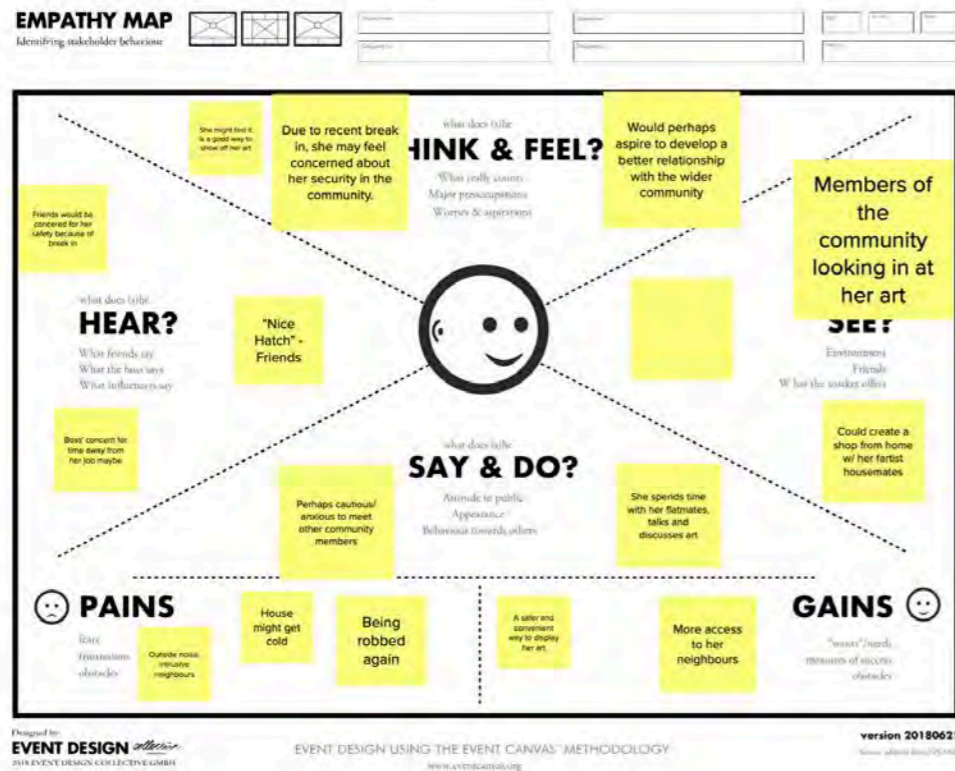
# Empathy Map



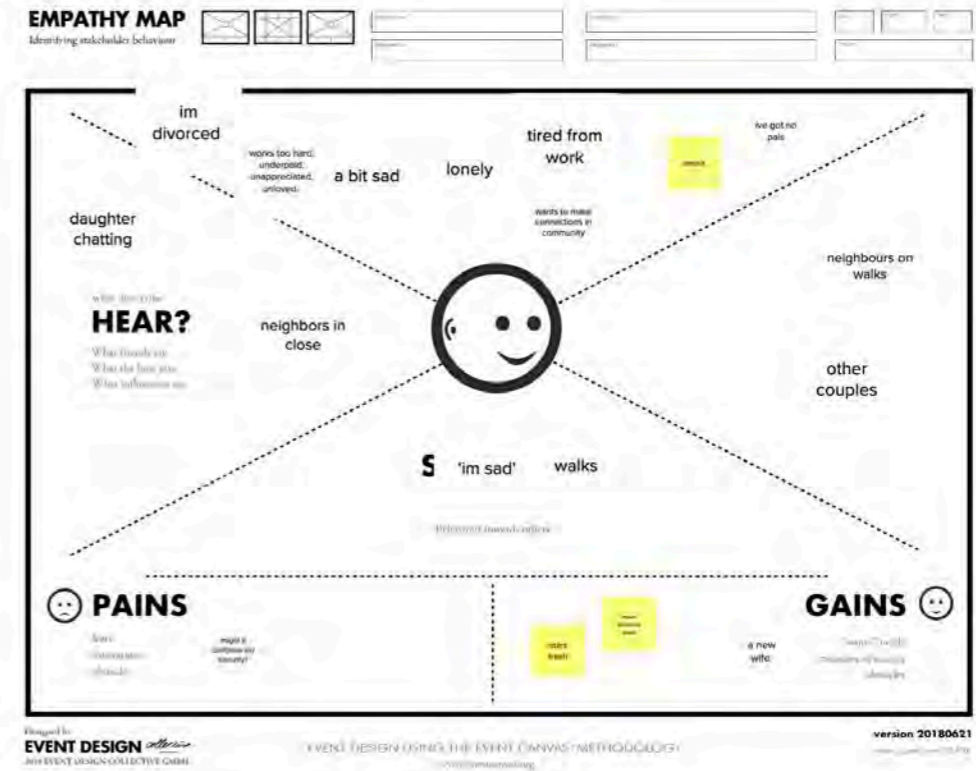
# Empathy Map



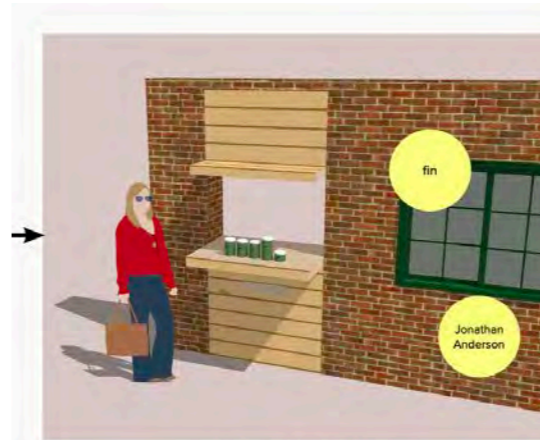
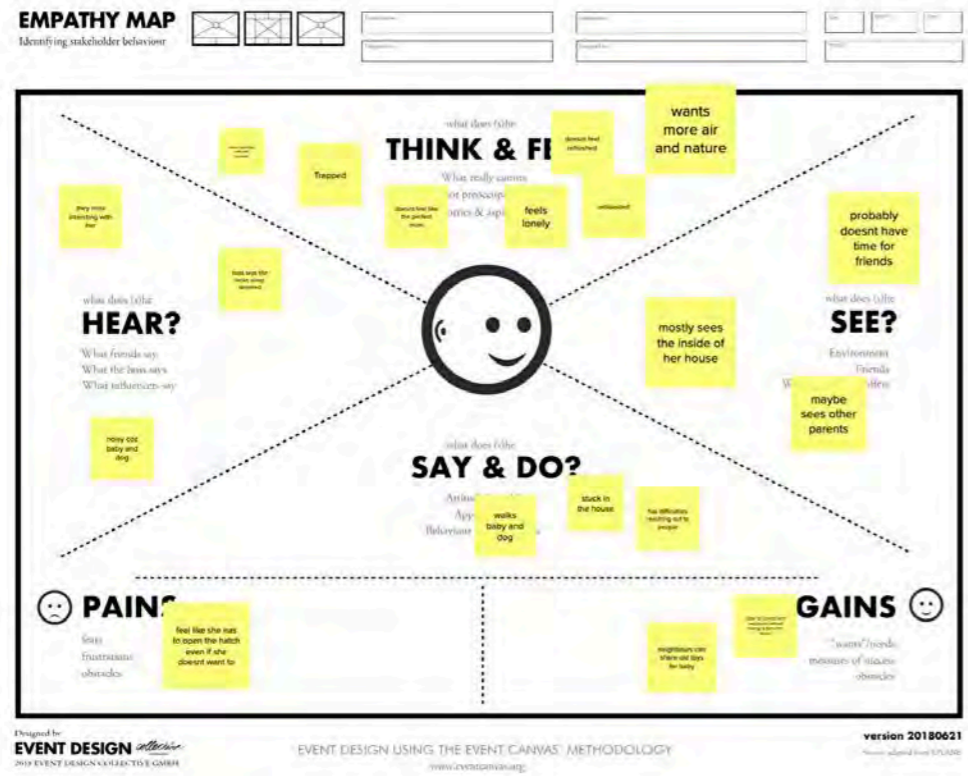
# Empathy Map



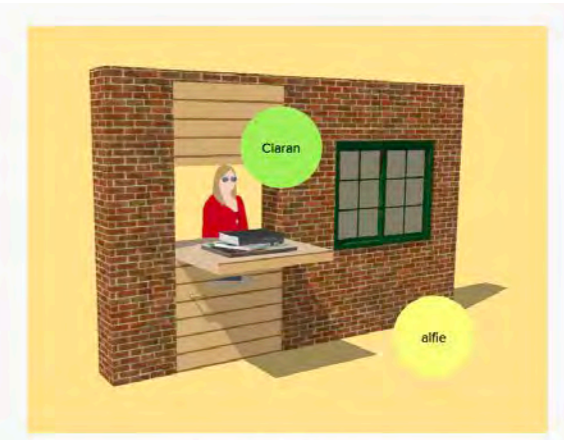
# Empathy Map



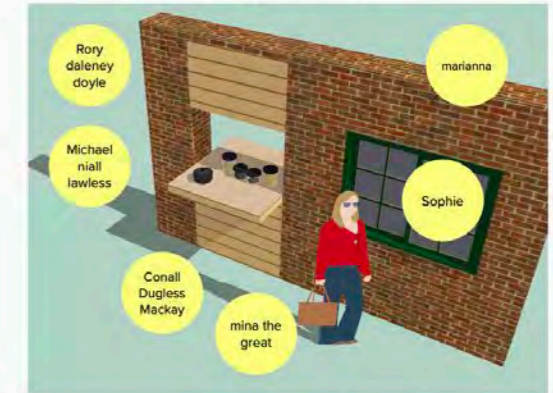
# Empathy Map



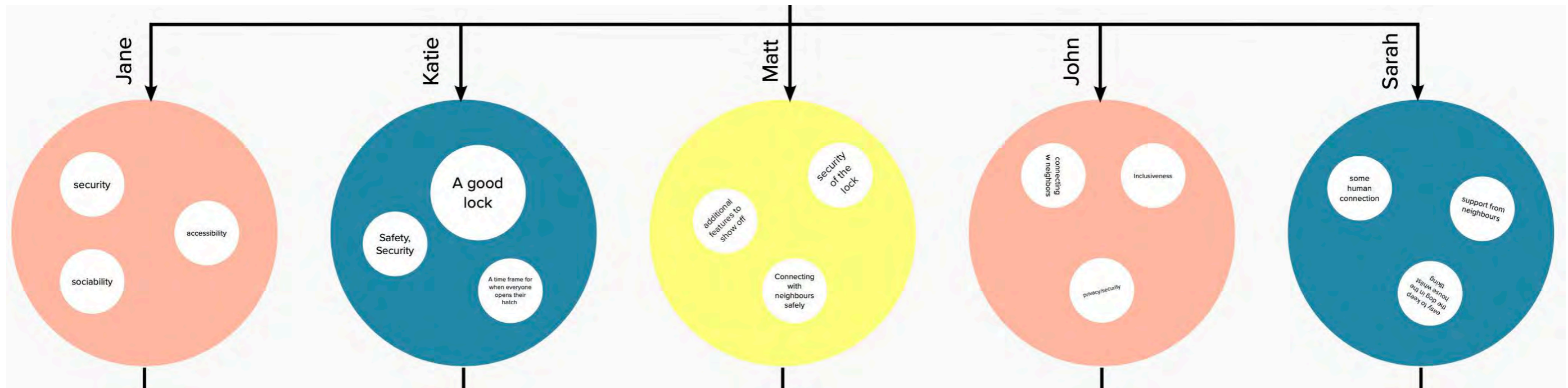
Double Hatch



Single Hatch

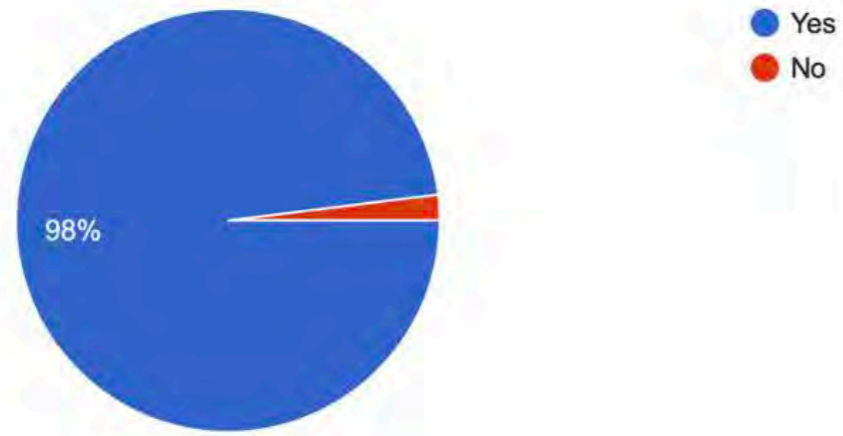


In & Out Slide Hatch



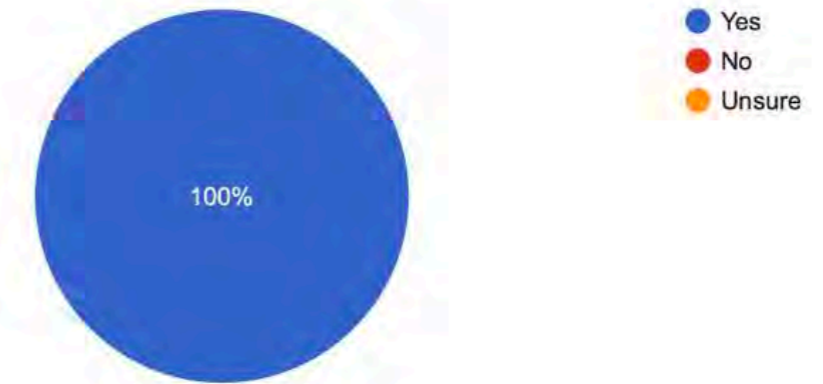
I have read and understood the Participant Information Sheet

51 responses



If hatch was offered in my community I would take part?

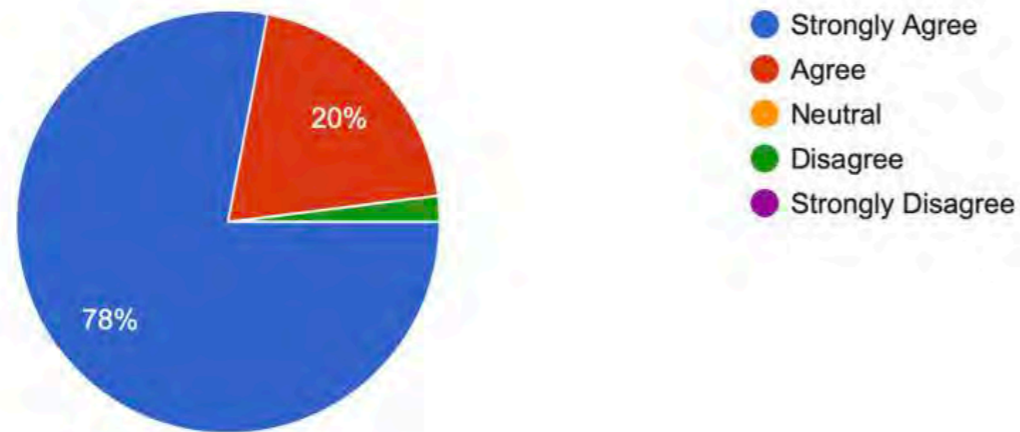
50 responses



Appendix 4 - Survey

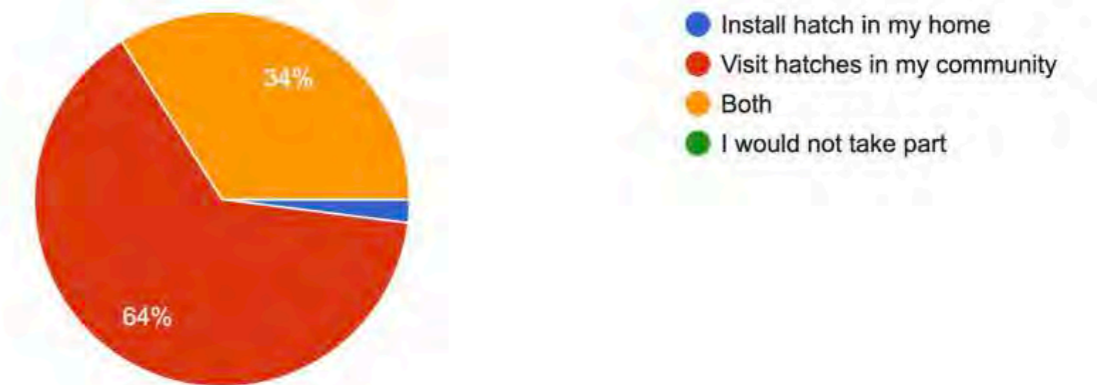
A sense of belonging in a community can reduce loneliness

50 responses



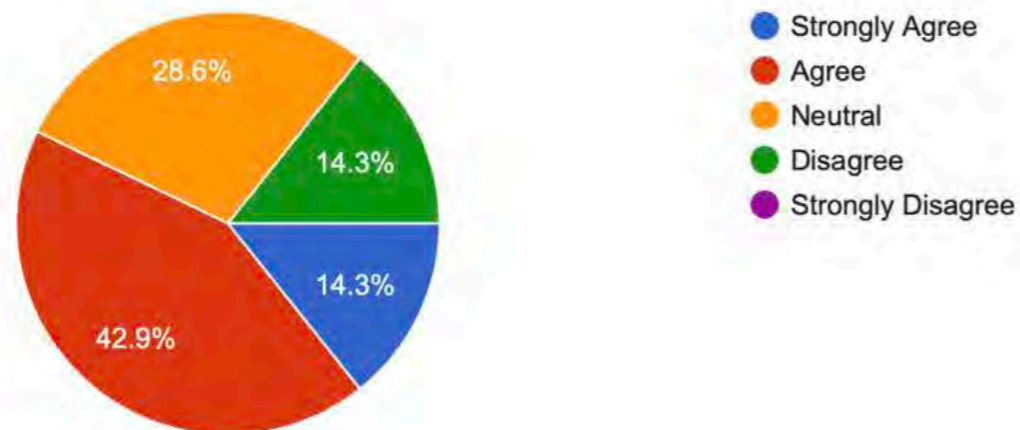
How would I take part?

50 responses



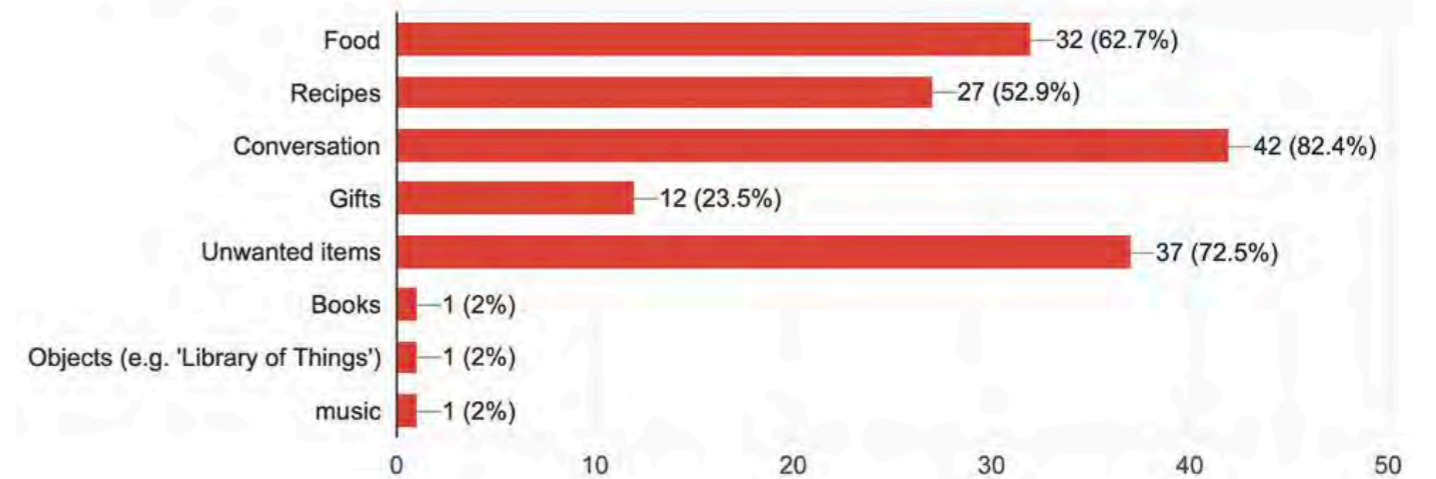
I feel connected within my community

49 responses



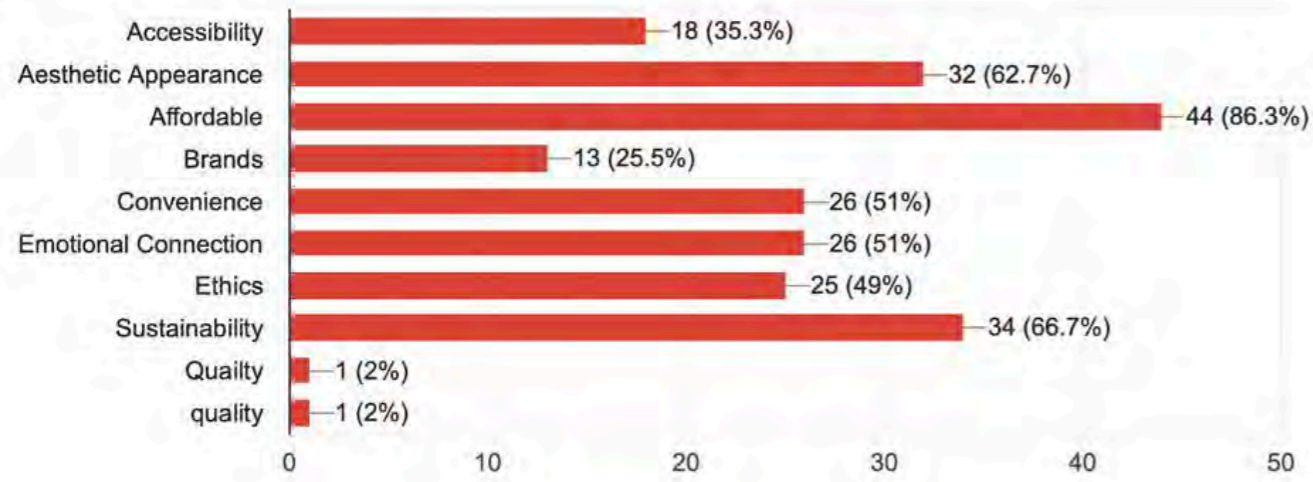
What would I exchange?

51 responses



### What I look out for when purchasing products

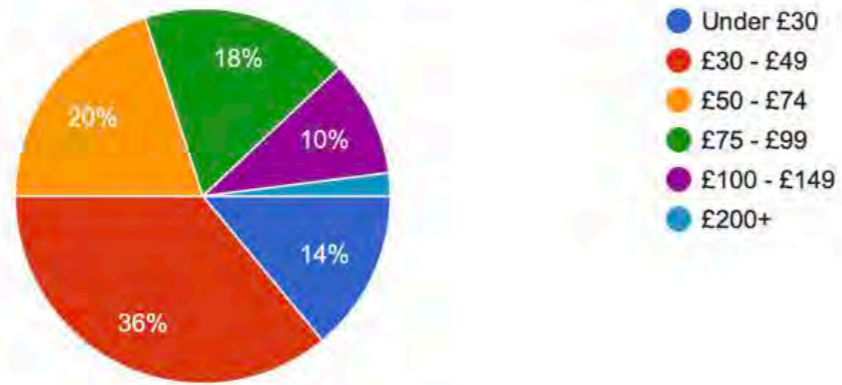
51 responses



Appendix 4 - Survey

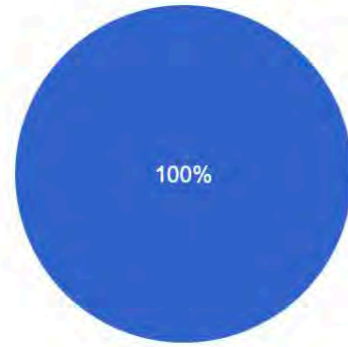
### What is the most you are willing to spend to install hatch in your home?

50 responses



I have read and understood the participation sheet?

50 responses



● Yes  
● No

I have read and understood the participation sheet?

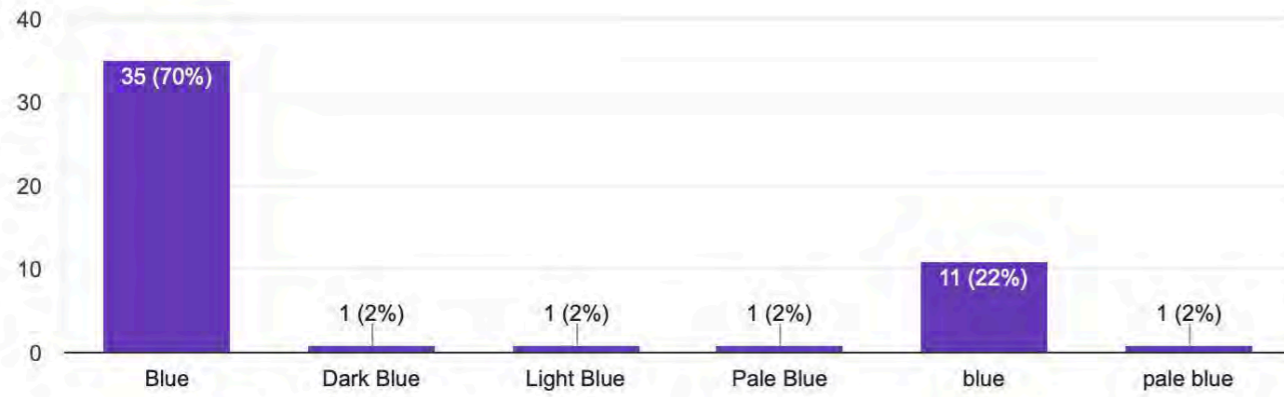
50 responses



● Yes  
● No

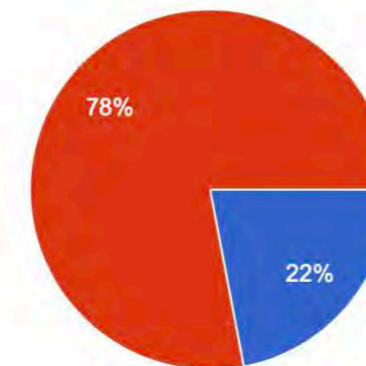
What colour do you associate with loneliness?

50 responses



Which Hatch logo do you prefer

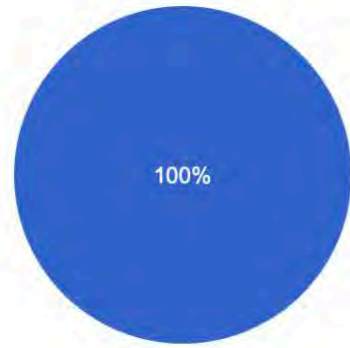
50 responses



● A (Top)  
● B (Bottom)

I have read and understood the participation sheet?

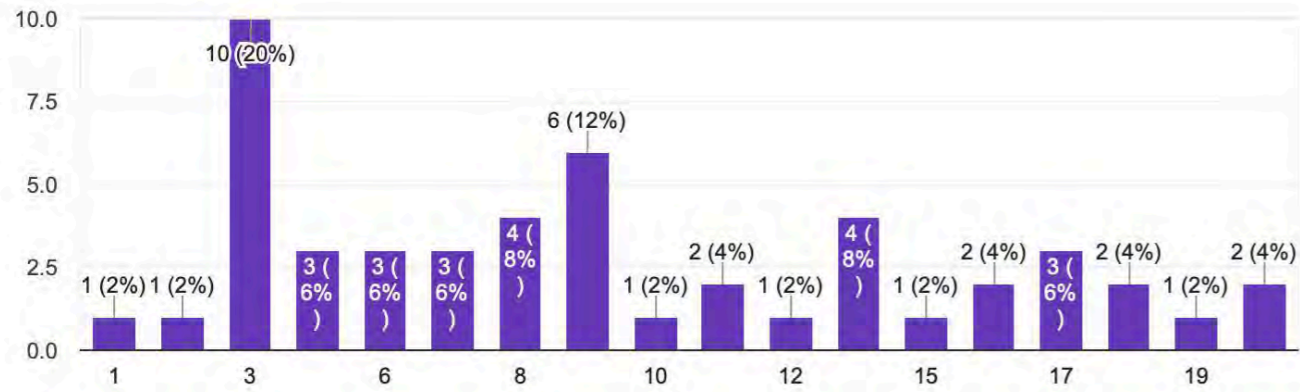
50 responses



● Yes  
● No

Which colour scheme is your favourite?

50 responses



## DJ42001 Design Enterprise 2 dissertation project validation

### Invitation

Design Enterprise dissertation projects aim to investigate real-world problems and/or business opportunities and use design methods and skills to propose innovative solutions and/or new business propositions. Based on my research topic: How can the Hatch Scheme Reduce Loneliness and Create a Cohesive Community?

I would like to invite you to review my initial output and provide your comments and suggestions to help me refine the project proposal Hatch from a project coordinator's perspective to better fitting to the real-world situation.

### Research aim and key research questions

Hatch: A Project Proposal that Reduces Loneliness and Creates a Cohesive Community

#### Research Aim

How can the Hatch Scheme Reduce Loneliness and Create a Cohesive Community?

#### Objectives

- To understand, in depth, loneliness and methods to prevent it.
- To learn if existing community projects are successful in making people come together.
- What design features would make hatch beneficial?
- How would the project operate successfully?

### Research methods

The main incentive for this project is the observation of lack of design projects aimed at those who suffer from loneliness. In response to this issue, a project called Hatch has been developed, this scheme is introduced to communities to form valuable connections.

### Key findings and initial output:

Hatch is a scheme that tackles loneliness with sustainable and inclusive design, it is a space that people can grow and share. An adaptation modifies the function of the door, transforming the enclosed aperture into a hatch and gateway to spark company and relationships within the community. Unlike most community projects, Hatch can be open 24/7. Loneliness isn't a nine to five weekday occurrence. Hatch reimagines the everyday function of the door, instead of a mechanism to enter and leave a home, the simple modification acts as a catalyst for connection. The relationship between the object and

humans increases, Hatch becomes a gateway for successful neighbourhood networks. To make Hatch free and available to anybody, it will be part of a community project through council funding. Residents will carry out the exchanges themselves will donations from their own homes and local businesses.

### Reviewer's feedback

- Are the key findings and initial output addressing the research aim and key research questions?
- Could you please comment on improvements and give suggestion on further development or considerations?
  - "Conscious Coliving" can be defined as: shared living that promotes a culture of connection and flourishing, in which individuals and the collective share resources and an intention of living sustainably and harmoniously with each other and the planet. This approach to coliving embraces connection with self, others, and nature to pursue more meaningful, emotionally fulfilling, and environmentally sustainable lives.
  - Narrow Hatch down to a certain type of community minded space. It could be something that is implemented into the individual rooms then open up into communal areas.
  - Check out project BMW mini living project [https://www.mini.co.uk/en\\_GB/home/mini-news/mini-living.html](https://www.mini.co.uk/en_GB/home/mini-news/mini-living.html)

Reviewer: Matt Lesniak

date: 14/01/2022



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### Reviewer's feedback

- Are the key findings and initial output addressing the research aim and key research questions?
- Could you please comment on improvements and give suggestion on further development or considerations?
  - Interesting to see how you've marketed Hatch with thoughts on Covid and post Covid
  - Have a look into funding. "We have been awarded a grant of £199,796.77 from the Scottish Government's Climate Challenge Fund to help the local community adopt low carbon lifestyles while providing help to those experiencing poverty across Dundee"

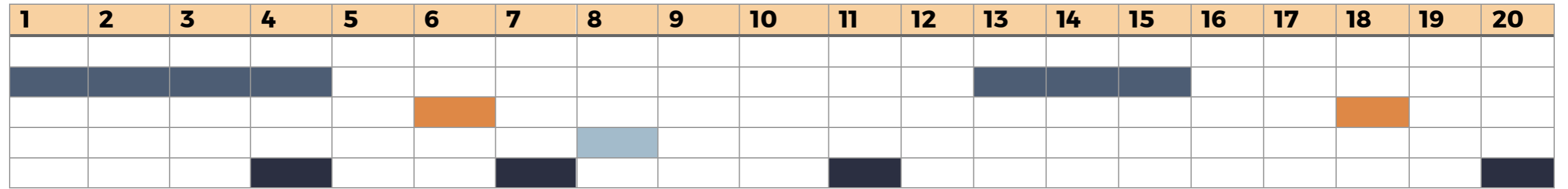
Reviewer:



Lynsey Penny  
12/12/2021

date:





- Week
- Survey
- Interview
- Focus Group
- Submission

