

The image features a cityscape in the background with various buildings and a clear blue sky. A large, semi-transparent blue arrow points from the bottom left towards the top right. Overlaid on the center of the image is the Chinese phrase '愉快生活每一天' (Enjoy life every day), where each character is contained within a separate yellow rectangular box.

愉快生活每一天

食左飯未?

放假

今天天氣好 :)

What to drink
today?

有冷氣ah

Are you Healthy & Happy today?

去飲茶lu

afternoon tea?

Coffee or
Tea?

醫生話我身體好好

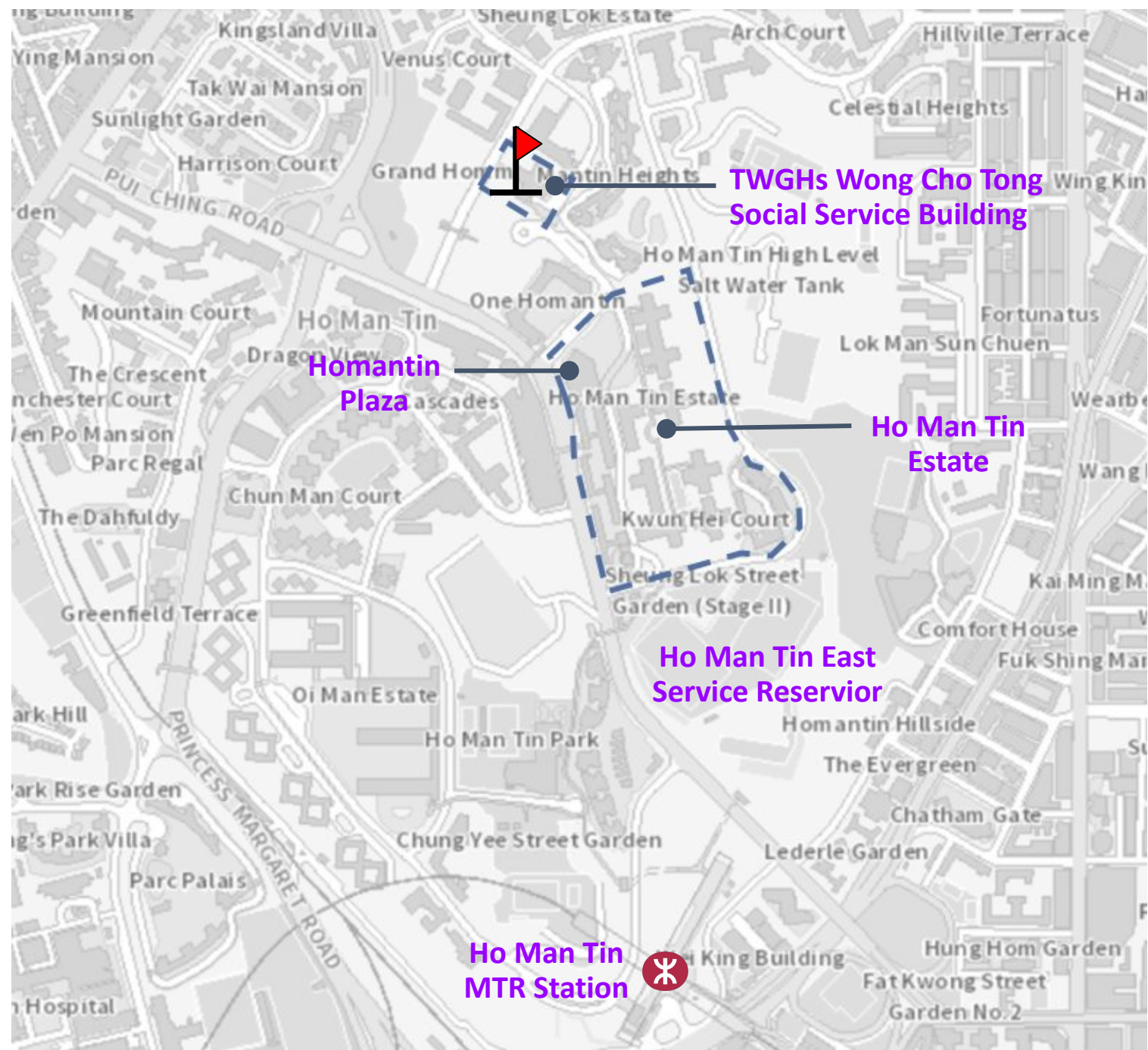
CONTENT

1. Site Introduction
2. Our Journey & Experiences
3. Observations
4. Action Plan
 - Management Upgrading
 - Public Relation
 - Physical Design
5. Lesson to Learn



1. SITE INTRODUCTION

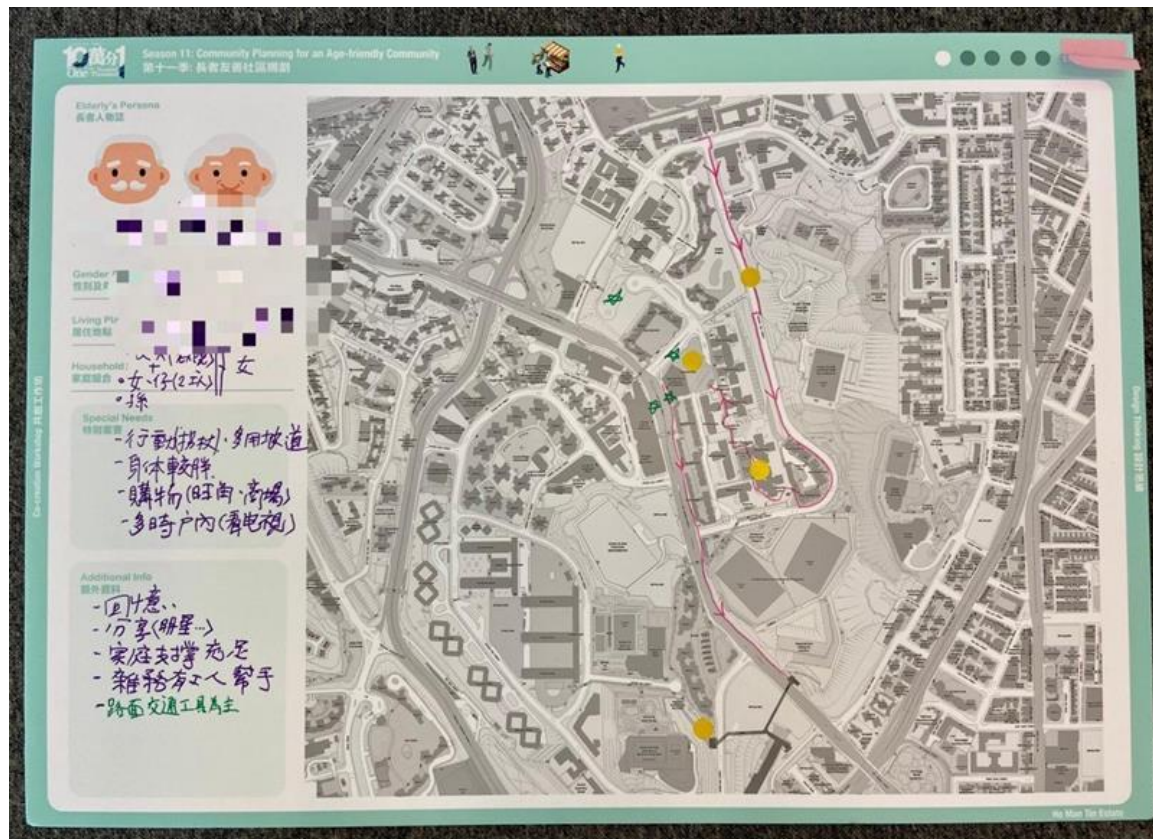
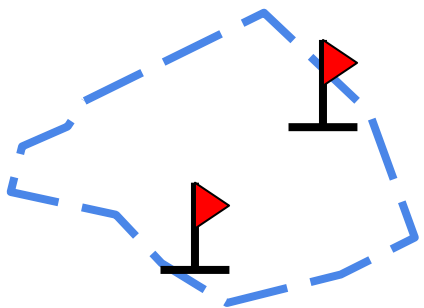
- Ho Man Tin Estate
- Ho Man Tin Plaza
- Ho Man Tin East Service Reservoir



2. OUR JOURNEY & EXPERIENCES



USER JOURNEY MAP



CLINIC SESSION

- Road closure = Traffic congestion
- Poor neighbourhood relationship
- Low accessibility to the walk around, to the plaza, bus stop, MTR station
- Intergeneration
- Lack of daily essentials stores



S11

順發行

S10

3. OBSERVATION



Transition / Destination 遷途中 / 目的地

Events / Actions 事件 / 活動

少去何文田街市
好貴!

習慣:
1) 土瓜灣
2) 旺角
3) 何田
街市

MARKET
去商場:
- 有 Discount Shopping!
H759 - 買 meat
H8野家 - 下午茶

交通 ①
2-3天外出購物
返住搭車

做義工
興趣班

Emotions 情緒

😊 街市門口
靚!

😞 何文田街市
好貴!!!

😞 得兩間
→ 少選擇

😞 街市好靚!!!

😞 冷氣不足
街市

交通 ②
社有交通黑點
路面不平, 人車爭路,
多條道路交汇, 不銜通行。

開心
😊

充實

From your observation, What does the elderly... 從你的觀察, 長者...

街市缺乏話
字

包返回
- 無標明價格!

交通 ③
商場出入口有障礙
推車不便
行人路窄
路面不平
Age-unfriendly

我好唔滿意呢
個位, 人車爭路,
好難推車, 路面不平

『我曾經係照顧者,
幫媽媽換尿嘔!』
『要去到屯門!』

『好喜歡皓吹
的木仔蘭。』
②

中心
方便
到達

『會去 Marketplace
買水果, 藍莓。』

『樂心, 只 16 元
貴一半。』

社區
認同

See 看 Hear 聽 Say 說話 Do 做

What are the gains / painpoints / frustrations the elderly encountered in the journey? 長者在旅程中有甚麼收穫/ 遇到甚麼痛點和難題?

交通 painpoints ①
- 有交通黑點, 人車爭路, 路面不平
- 推車不便
- unwalkable

交通 painpoints ②
- 需要繞道而行
- 行人道窄, 有障礙

去商場:
✓ 有得剪頭髮
(平過啲)

商場內:
- 要有酒樓!!
(無咗明星酒家,
有欠貨)
⇒ 少畀腳點, 無得飲!!

街市門口
- 無障礙!
④

④ 積分計劃
⇒ 難理解
如『好容易過期』

商場自動門
- 好方便!!!

gain points:
- ♥ 95%
[Chocolate!!]
⇒ ♥ Wellbeing

!! 何文田!!
老人生活設施
佩裝不足!!

美化
街道

路邊
有花
有噴泉

現金
找贖
不足

- 街市缺乏
選擇
- 物價太貴
- 特登去遠嘅
呢無街市

商場 (格價樂)
- 購物是一個
娛樂
- 享受挑選產
物的過程

😞 街市好靚!!!

😞 冷氣不足
街市

GAIN & PAIN

做義工
興趣班

『我曾經係照顧者,
幫媽媽換尿嘔!』
『要去到屯門!』

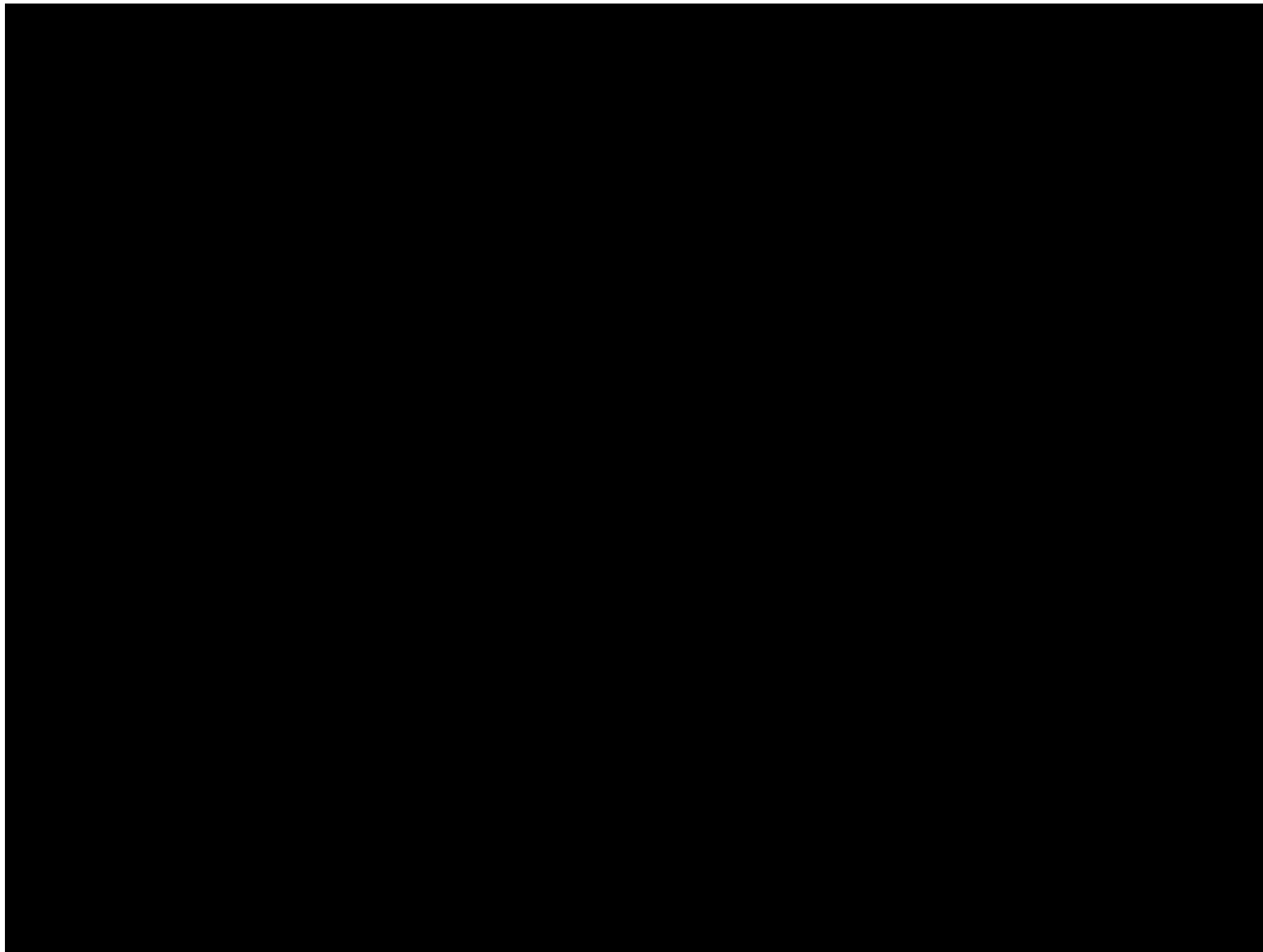
Elderly's opinion (gain/pain points)

Gp1: Some prefer *more intergenerational play area*;
Some prefers *ramps* than stairs;
Low connectivity between destinations

Gp2: Food Prices at Ho Man Tin Market are *too expensive*;
Some refers Markets at Mong Kok or To Kwa Wan for more varieties & cheaper prices; Homantin Plaza is *missing living essentials* e.g. YumCha, banks and Chinese Pharmacy Store

Gp3: Some prefers *buses or minibuses rather than MTR*.

**Very
SHORT
VIDEO
CLIP**



HOW MIGHT WE?

Strengthen the neighbourhood relationship in Ho Man Tin Estate?

Better travelling experience for daily living? (esp. to MTR station)

A more elderly-friendly living environment?

----> Ideas on Action Plan



Air-conditioned Space?

Semi-open space with natural ventilation?

A more opened space for outdoor activities?

Pathway only limited to Evacuation
Vehicular Access?

festive and vibrant environment?

Elderly-friendly shopping mall?

A more diversified shopmix?

Easier way to reach the smart signal system? (age-friendly)

親臨商場推廣計劃

- 租務指引
- 歡樂時光
- 購物便利



租務指引
令你的生活無憂無慮
你一定歡喜

歡樂時光
非常忙呀間長者優惠
- 購物折扣 - 特色銷售
- 餐飲折扣 - 推廣產品
- 額外服務
例如: 送餐服務、
送貨服務、
臨時壓枱

購物便利
加倍服務
- 免費! -
Cross-sell Services

長者優惠
2 免費茶介
2 早茶時段
- 7 折

愉快生活 每一天

店舖 服務
超市 理髮
西餅 診所
各種雜貨 藥房
銀行

4. ACTION PLAN

流動玩具倉



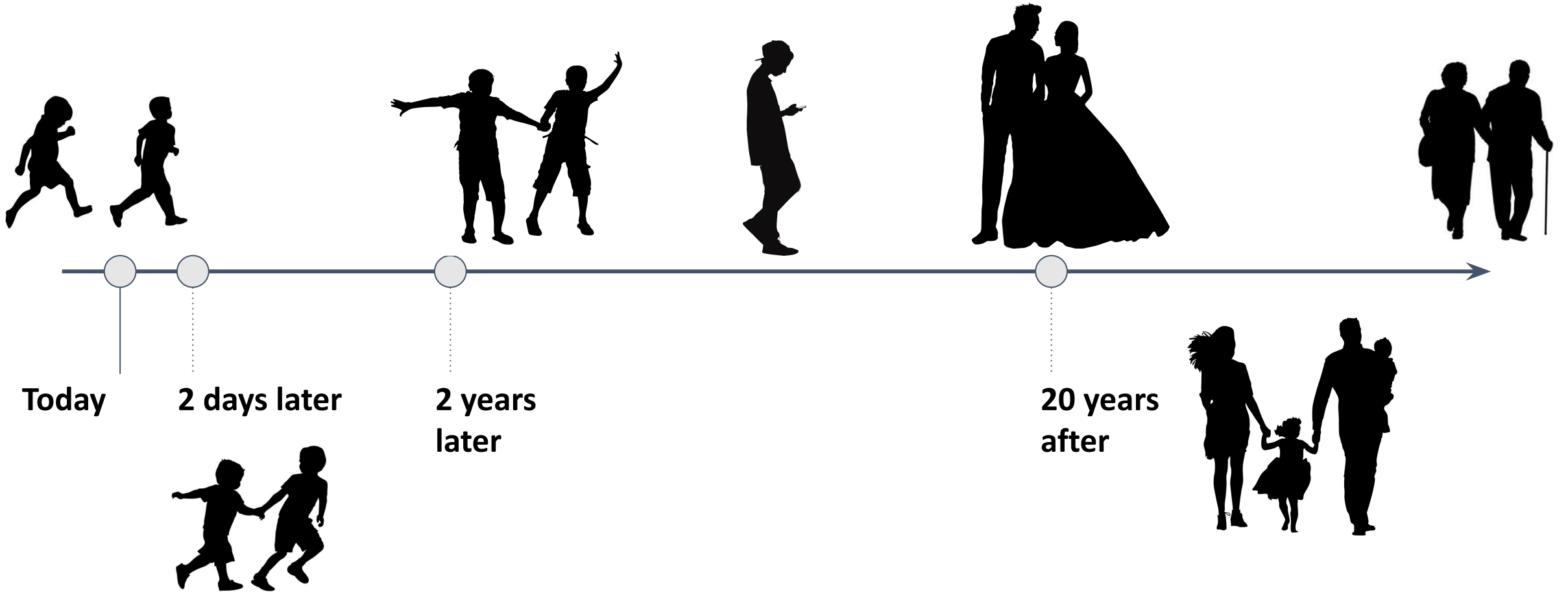
創新指示系統 2







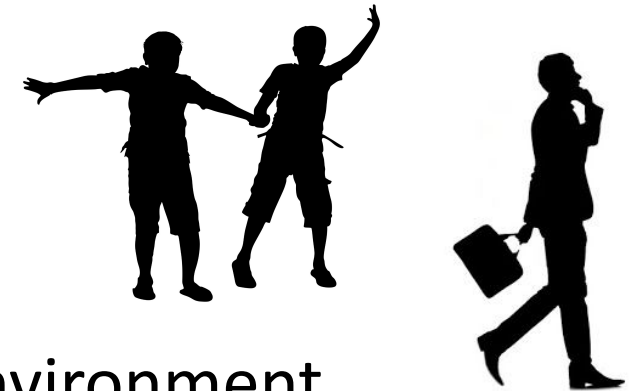
Road man: 2 days. 2 yrs. 20 yrs.



2-day: changing the mindset of decision makers (BABY STEP)



2-year: management model, design proposal, PR position should be established (YOUTH & TEENAGE)



20-year: a *holistic approach* to streamline age-friendly environment with physical actualisation of community-based design. (ADULT)



a) Management Upgrading

LINK: to promote Corporate Social Responsibility

KMB & minibus companies: to provide real-time next-stop announcement signal inside the public housing estate area e.g. lobby notice board

Hong Kong Housing Authority (HKHA): to enhance age-friendliness of public housing estates

District Councilor: to invite local residents to voice out to uplift their living environment and work together with HKHA and LINK to manage the estate together



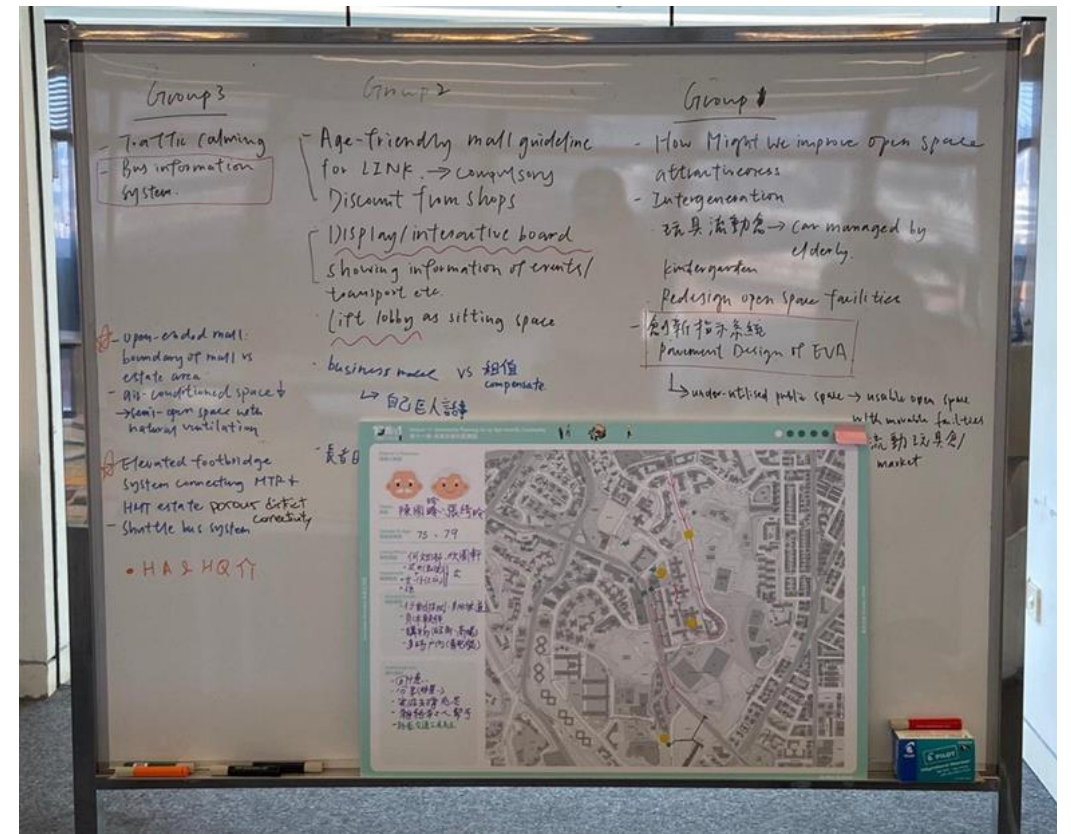
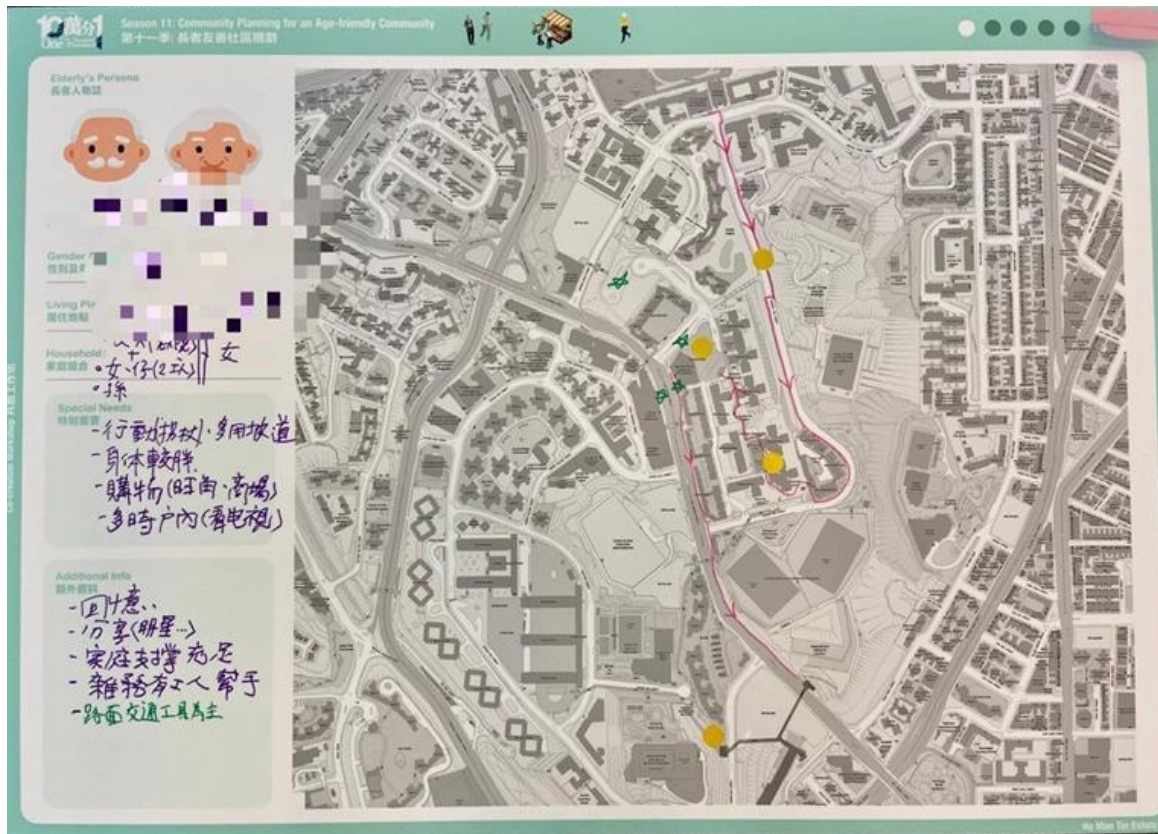
b) Public Relation

Ho Man Tin Estate as a **demonstration** and **showcase** of an age-friendly estate located next to HAHQ



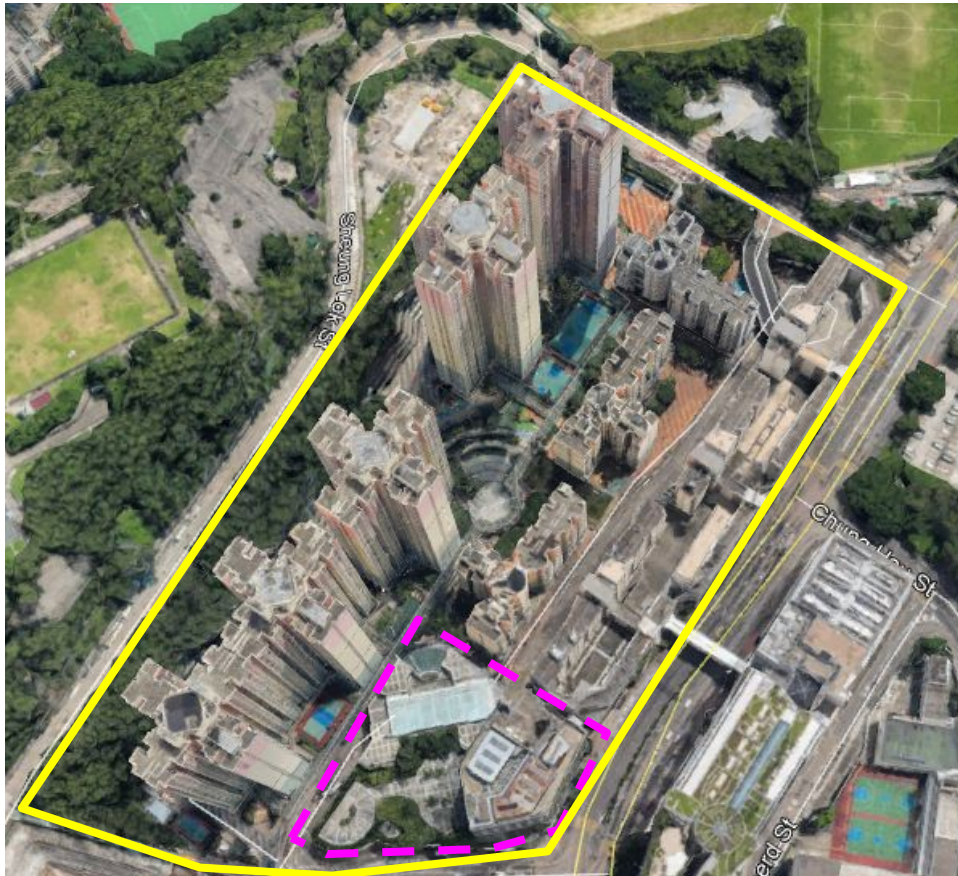
c) Physical Design

1. **Open-ended mall and lobby**: boundary of mall vs estate area
2. **Elevated footbridge system** connecting MTR & Ho Man Tin Estate



c) Physical Design

1. Open-ended mall and lobby: boundary of mall vs estate area



c) Physical Design

after renovation of the lobby



**OPEN-ENDED MALL
INTEGRATED WITH
OPEN SPACES**

**OPEN-ENDED
LOBBY AS A
CO-LIVING ROOM
INTEGRATED WITH
OPEN SPACES**



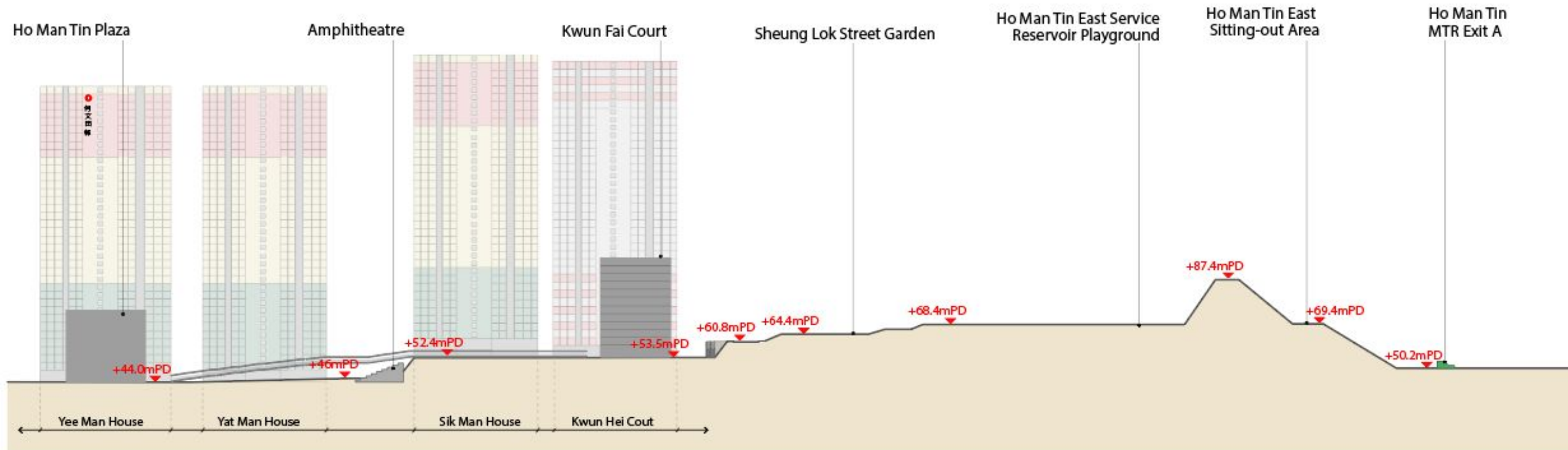
c) Physical Design

2. Elevated footbridge system connecting MTR & Ho Man Tin Estate



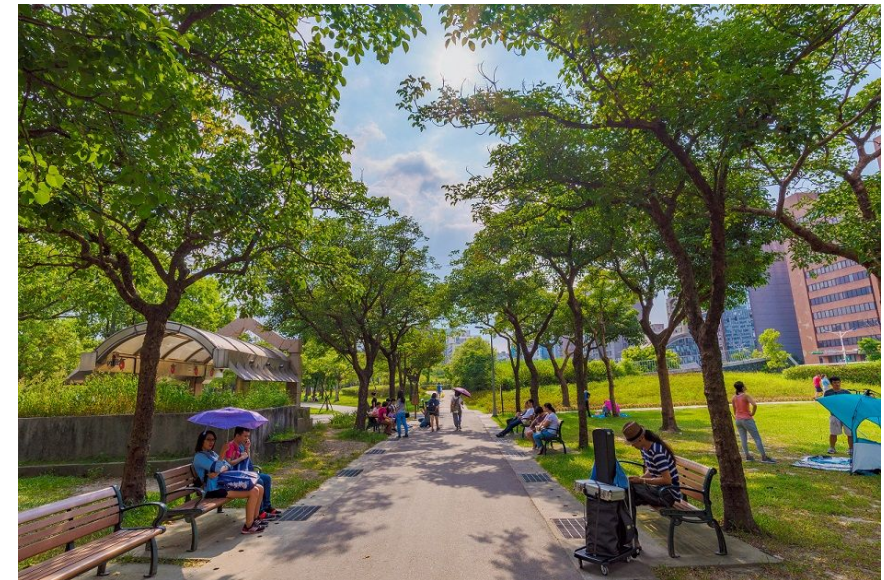
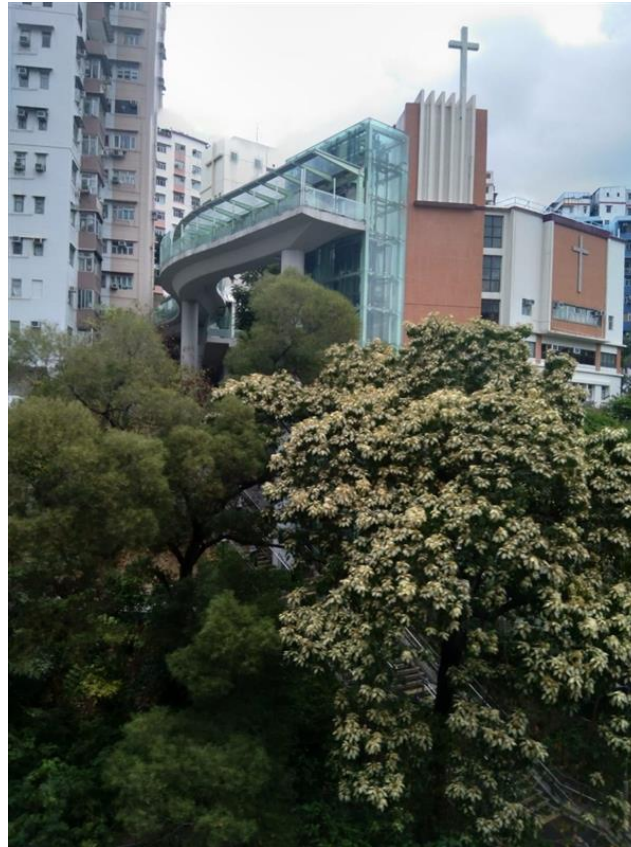
c) Physical Design

2. Possible Linkages connecting MTR & Ho Man Tin Estate



c) Physical Design

2. Elevated footbridge system connecting MTR & Ho Man Tin Estate



5. Lesson Learnt

- **Breakthrough** barrier under existing mechanism
- **Cooperation** among different parties to promote age-friendliness, including
 - government department (HKHA),
 - private company (Link & bus & minibus companies),
 - public representative (district councilor) and
 - mutual aid committees of estate.



**how can you build a healthier &
happier life?**

THE END & THANK YOU