

SPARK

play · connect · belong

"Play your way closer"

Intergenerational Digital Co-Design for Older Adults



Service Blueprint						
Phase	Awareness & Arrival	Welcome & Framing	Co-Design the Game	Play the Game	Close & Carry Home	Ripple Outward
Physical Evidence	Distribute community flyers, post them on the bulletin board at the senior activity center	Greets by name. Hands role cards. Introduces with warmth	Introduction Ask the opening questions, Stays present but does not lead.	Provide guidance at the start of the first round, Stays present but does not lead.	Completed game, cheat sheet, take-home card deck	Onboarding new participants
Elder Actions	Sees flyer, decides to bring Granddaughter or another young person or Hears about session from younger, agrees to come	Arrives. See the game cards. It feels like a game, not studied.	Answers 'What do YOU know that Emma probably doesn't?' Sets game topic.	Plays — wins a round, Earn rewards according to the rules they have established	Takes game home. Writes her own cheat sheet in her handwriting.	Initiates next session at home. Tells neighbor about SPARK.
Young Participant Actions	Sees flyer, decides to bring Grandma or another young person or Hears about session from elder, agrees to come	Arrives. See the game cards. It feels like a game, not studied.	Contributes structure ideas, but elder approves every decision	Follows elder's rules. Discovers she knows less than she thought.	Leaves with a new kind of respect. Asks 'when can we play again?'	Initiates next session at home. Tells neighbor about SPARK.
— — — — —		— — — — — LINE OF INTERACTION — — — — —				
Facilitator Onstage	Posts flyer. Chooses venues where elders already gather.		Let the participants take the lead, and steer the conversation back on track when it veers off course.	Observes. Only intervenes if someone is uncomfortable.	Wraps up. Celebrates what elder designed.	
— — — — —		— — — — — LINE OF VISIBILITY — — — — —				
Facilitator Backstage	Coordinates with senior center. Prepares physical materials.	Prepares card decks, game sheets. Reviews dignity-first language guide.	Holds the framework silently. Knows when to redirect without taking over.	Tracks what worked. Notes which prompts sparked the most connection.	Logs session notes. Prepares updated materials for next run.	Reviews ripple outcomes. Updates facilitator guide.
Support Processes	Senior center partnership, community trust, accessible flyer design	Card deck (printed), SPARK framework, dignity-first script, Game sheets, Pens or Pencils	Co-design methodology, role-swap structure, approval flow	Game rules co-authored by elder; no tech required to play	Take-home kit: cards + blank + sheets + cheat sheet template	Word-of-mouth channel Follow-up system

SCENARIO



ROLES

ROLE

THE Keeper

You're the one with the story.

Your memories, your experiences, your way of seeing the world — that's what this game is made of.

Your only job:
Answer honestly.



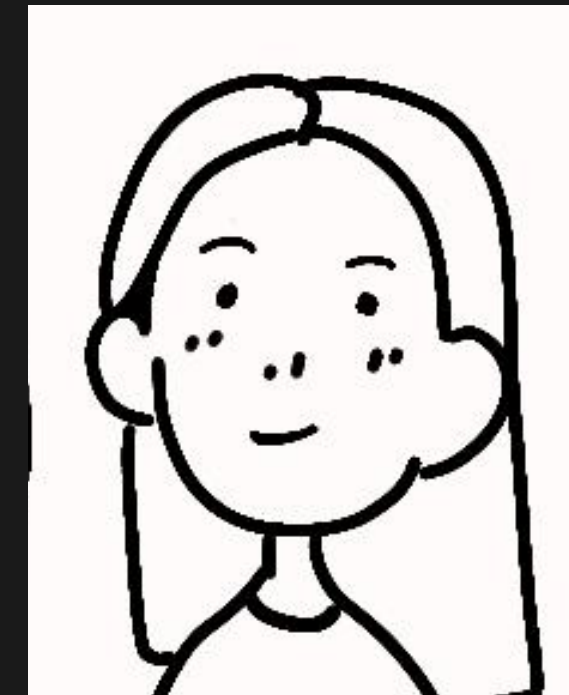
ROLE

THE Builder

You shape the story into something you can both play.

Listen first. Ask questions. Make space. The game is only as good as what they feel comfortable sharing.

Your only job:
Help bring it out.



FRAMEW
ORK

What

The surface answer.
Fast. Specific.
Concrete.

FRAMEW
ORK

Why

The meaning behind it.
Why it happened. Why it
matters.

FRAMEW
ORK



Who

The person connected
to it.
Who made it matter.

PROMPT - TRAVEL

PROMPT — TRAVEL



**WHAT'S A PLACE
THAT CHANGED
HOW YOU SEE
THINGS?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT — TRAVEL



**WHAT'S
SOMEWHERE YOU'VE
ALWAYS WANTED TO
GO BUT HAVEN'T
YET?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT — TRAVEL



**WHAT'S A PLACE
YOU'VE BEEN THAT
MOST PEOPLE YOU
KNOW HAVE NEVER
HEARD OF?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT - FOOD

PROMPT — FOOD



**WHAT'S A MEAL
YOU'LL NEVER
FORGET?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT — FOOD



**WHAT'S A FOOD YOU
REFUSED TO EAT AS
A KID — OR STILL
REFUSE NOW?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT — FOOD



**WHAT'S YOUR GO-
TO COMFORT FOOD,
AND WHEN DO YOU
REACH FOR IT?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT - MEMORY

PROMPT — MEMORY



**WHAT'S A MOMENT
FROM YOUR PAST
YOU FIND YOURSELF
RETURNING TO?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT — MEMORY



**WHAT'S SOMETHING
YOU LEARNED THAT
NOBODY TAUGHT
YOU IN A
CLASSROOM?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT — MEMORY



**WHAT'S A
CHILDHOOD
MEMORY THAT STILL
MAKES YOU LAUGH?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT - VALUES

PROMPT — VALUES



**WHAT'S SOMETHING
YOU BELIEVED WHEN
YOUNGER THAT
YOU'VE SINCE
CHANGED YOUR
MIND ABOUT?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT — VALUES



**WHAT'S ONE THING
YOU'D NEVER
COMPROMISE ON?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT — VALUES



**WHAT DRIVES YOU
TO GET UP EVERY
MORNING?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT - CREATIVE

PROMPT — CREATIVE



**IF YOU COULD
TRADE LIVES WITH
SOMEONE — REAL
OR FICTIONAL — FOR
ONE WEEK, WHO
WOULD IT BE?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT — CREATIVE



**WHAT'S A SKILL YOU
WISH YOU HAD THAT
SOMEONE CLOSE TO
YOU HAS?**

ANSWER THROUGH YOUR CHOSEN
ARC

PROMPT — CREATIVE



**IF YOU COULD GIVE
YOUR YOUNGER
SELF ONE PIECE OF
ADVICE, WHAT
WOULD IT BE?**

ANSWER THROUGH YOUR CHOSEN
ARC

ACTIVITIES

ACTIVITY

Draw It

SKETCH WHAT YOU
SEE WHILE THEY
SPEAK. SHOW IT
BEFORE
EXPLAINING.



ACTIVITY

Title It

GIVE THEIR STORY A
TITLE. ADD A ONE-
LINE TAGLINE.

ACTIVITY

Act It

NO WORDS. 30
SECONDS. BECOME
THE MOMENT.



Thank You!

Spark!: "Play your way closer"

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