

長	者	友	善
活	動	平	台

Connecting City-Wide Users through  
an Elderly-Friendly Website



# GOActive.hk

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## 長者友善活動平台

Connecting City-Wide Users  
through an Elderly-Friendly Website

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主辦機構  
Organiser



捐助機構  
Funded By

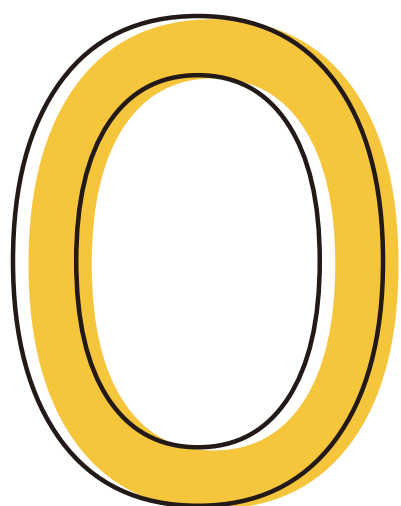


社創行動項目夥伴  
Partner for  
Action Project



社創行動項目設計顧問  
Design Consultant  
for Action Project





前言

Foreword

所有人都会老去。那么，当我们年老的时候，想过一个怎样的生活呢？

随着战后出生的「婴儿潮」世代渐渐踏入老年阶段，到2036年，香港的长者人口（65岁或以上）将佔总人口的三分之一；此外，届时香港人口中位数更会达50.9岁<sup>[1]</sup>，即全港半数人口在15年后都将成为50+，踏入「初老」的人生阶段。「婴儿潮」世代与其父母辈在身体状况、教育程度，及科技应用能力上都有很大的差异，对服务的需要和期望亦有所不同。长者服务需要不断变化以应对两代长者不同的需要。

香港长者服务发展的40多年间，一直积极演进，以满足长者人口不断变化的需求。<sup>[2]</sup>当中的长者地区中心和长者邻舍中心，在推动「积极老龄化」方面，发挥著至关重要的作用。面对长者人口改变、服务种类增加、各项资源未能互相补足等问题，我们更需要提前为长者服务作长远规划，思考20年后，甚至50年后的长者中心，应该要成为怎样的模样，才能迎合未来的长者需要。

Everyone will age. How would you like to live your life when you grow old?

As the “baby boomer” generation gradually enter the old age group, by 2036, elderly population (aged 65 year-old and above) will account for one-third of Hong Kong’s total population. In addition, the median age of the Hong Kong population by then will reach 50.9 years old<sup>[1]</sup>, meaning that half of the population in Hong Kong will become 50+ in 15 years. There are considerable differences in the physical condition, educational level, and technological literacy between the “baby boomer” generation and their parents. Their needs and expectations for elderly services are hence very different. Elderly services need to be constantly changing to meet their diverse needs.

Over the past 40 years, elderly services in Hong Kong has been actively evolving to meet the changing needs of the elderly population.<sup>[2]</sup> Among the services, District Elderly Community Centres (DECCs) and Neighbourhood Elderly Centres (NECs) play a vital role in promoting “Active Ageing”. In the face of the changing elderly population characteristics, increasing variety of services, and the lack of complementary resources, we need plan ahead for long-term elderly services and consider what the elderly centres should look like 20 years, or even 50 years, from now, so as to meet the needs of the elderly in the future.

[1] 香港统计月刊2017年10月，2017年至2066年香港人口推算，FA6，香港特别行政区政府统计处，<https://bit.ly/3liiJNx> FA6, Hong Kong Population Projections for 2017 to 2066, Hong Kong Monthly Digest of Statistics October 2017, Census and Statistics Department, Hong Kong Special Administrative Region, <https://bit.ly/3liiJNx>

[2] 第一间老人社区服务中心于1979年诞生，由耆康会柴湾创办，提供康乐、社交活动社区支援。在2002年，香港公益金表示因经济不景导致善款减少，从2003年起不再资助长者中心后，政府增拨资源发展长者服务，并于2003年重整长者地区中心及长者邻舍中心的服務。（大人雜誌，2018）

The first elderly community centre was established in 1979. It was founded by The Hong Kong Society for the Aged (SAGE) Chai Wan to provide recreational, social and community support for elderly. In 2002, after The Community Chest of Hong Kong stated that donations were reduced due to the economic downturn and funding for elderly community centres was therefore ceased in 2003, the Government allocated additional resources to develop elderly services. In 2003, the Government reorganised the service development of District Elderly Community Centres (DECCs) and Neighbourhood Elderly Centres (NECs). (Big Magazine, 2018)

2019年9月，「理大賽馬會社創『騷·In·廬』」第五季以「長者中心再想像」為題，召開「十萬分之一」社創研討會，並邀請了三間在地理位置、服務人口組成及中心定位各有特色的長者中心作為策略夥伴，一同進行「再想像」。

我們舉辦共創工作坊，與策略夥伴不同層面的持份者，包括長者會員與社工，以及不同領域的公眾人士，以能夠讓長者享受更豐富多姿的生活為目標，針對具體的設計挑戰、回應長者的需要。我們鼓勵各參加者從不同角度，大膽發揮想像，打破傳統模式的局限，以設計思維共創解決方案。

在「行動項目」階段，我們與合作的三間長者中心，從六個共創方案中，挑選了三個來試行，嘗試從不同角度推動「積極老齡化」。當中包括：「香港聖公會麥理浩夫人中心林植宣博士老人綜合服務中心」的活動報名及推廣的電子平台、「基督教靈實協會靈實長者地區服務」的便利會員自發組織活動機制，以及「東華三院方肇彝長者鄰舍中心」為促進溝通的語音互動機械人。雖然三個項目的出發點有所不同，在設計的過程中均展示了以應用科技協助長者中心發展的可能性。

這份報告紀錄了在2019年9月至2020年9月期間，我們與香港聖公會麥理浩夫人中心林植宣博士老人綜合服務中心及設計顧問Studio Doozy合作，設計GOActive.hk全方位活動資訊平台的細節及建議。過去，林植宣博士老人綜合服務中心的社工親身參與許多活動，派發傳單，以接觸長者、宣傳中心的活動。隨著年長人士運用電子平台愈趨純熟，我們可以預見這種將線下連接線上的模式(Offline-To-Online，或O2O)將改變長者中心的運作，讓長者服務

The Season 5 “One from Hundred Thousand” Social Innovation Symposium of PolyU Jockey Club “Operation Solnno” began in September 2019 with the theme “Re-imagine Elderly Centres”. We have invited three elderly centres with different characteristics in terms of location, service demographic and positioning to be our strategic partners in the “re-imagination” process.

We organised co-creation workshops with different stakeholders of the elderly centres, including social workers, elderly members, as well as members of the public from diverse sectors with the goal of enabling the elderly to enjoy a richer and colourful life, and to address the physical and mental needs of the elderly. We encouraged participants to boldly use their imaginations, break the boundaries from traditional models of elderly services, and create solutions together using Design Thinking.

During the “Action Project” stage, we worked with the three elderly centres to select three of the six solutions from co-creation workshops for trial implementation, and promote Active Aging from different perspectives. These solutions include a digital platform for event registration and promotion for H.K.S.K.H. Lady MacLehose Centre Dr. Lam Chik Suen District Elderly Community Centre (hereafter “Dr. Lam Chik Suen DECC”), a mechanism that assists members in self-organizing activities for Haven of Hope District Elderly Community Service, and an interactive voice response robot that facilitate information dissemination for TWGHs Fong Shiu Yee Neighbourhood Elderly Centre. Although the starting points of the three projects are different, all the design processes have demonstrated the possibility of using technology to assist the development of elderly centres.

This report documents the design process and recommendations of our collaboration with Dr. Lam Chik Suen DECC and design consultant Studio Doozy from November 2019 to 2021 to design GOActive.hk event listing website. In the past, the staff of Dr. Lam Chik Suen DECC have actively participated in many city-wide activities to reach out to the elderly for distributing promotional leaflets. As the elderly are becoming more proficient in using electronic platforms, we can foresee that the offline-

打破地域限制，擴闊中心宣傳活動的接觸面。作為全港首個可以報名長者地區中心活動的電子平台，我們認為 GOActive.hk 的設計研究成果能為業界帶來啟發，思考 O2O 服務模式可以如何提升長者服務的質素和效率。

儘管因為受疫情影響，令各計劃有所延礙，我們很感恩得到行動項目夥伴「香港聖公會麥理浩夫人中心林植宣博士老人綜合服務中心」的支持，積極參與 GoActive.hk 項目。沒有各中心同事熱心推動項目試行和長者參與，我們實在難以達至目前階段性的成果。

最後，我們期望「長者中心再想像」三個社創行動項目的設計成果可供不同地區的長者中心參考，亦能為長者服務的發展提出新的觀點和角度，促進長者中心的轉型，使服務內容及操作模式更切合新一代長者的生活需要，更有效地朝「積極老齡化」這個目標進發。

香港理工大學

賽馬會社會創新設計院總監

實務教授（規劃）

**凌嘉勤 銀紫荊勳賢**

to-online model (O2O) will alter the operation of the elderly centres, allowing elderly services to break the geographical restrictions and expand their service touchpoints. Being the first public registration and promotion platform for elderly centres in Hong Kong, we believe that the design findings of GOActive.hk can inspire the industry to explore how O2O service model can enhance the quality and efficiency of elderly services.

Despite the delay of projects due to the COVID-19 epidemic, we are very grateful for the support of our Action Project Partner H.K.S.K.H. Lady MacLehose Centre Dr. Lam Chik Suen District Elderly Community Centre to actively participate in the GoActive.hk project. Without the enthusiastic support from centre staff and the keen involvement of the elderly, we could hardly achieve current results.

Last but not least, we hope our three design solutions of the “Re-imagine Elderly Centres” Action Project can serve as a reference for other elderly centres in different districts and provide new perspectives for the development of elderly services, so as to facilitate the transformation of elderly centres and align the service contents and operation model with the practical needs of the new generation elderly, with the wish to facilitate the progress to achieving Active Aging.

**Ling Kar-kan, SBS**

Director, Jockey Club Design Institute for Social Innovation

Professor of Practice (Planning)

The Hong Kong Polytechnic University

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1

背景

Background





# 1

## 背景 Background

隨著許多國家逐漸步入「超高齡社會」，老齡化所帶來的問題變得越來越需要了解 and 關注。世界衛生組織指出：「個別年長人士之間，無論在身體機能或經濟能力方面，存在的差異都比其他年齡群組的人大得多，以致他們對社會服務和設施的需求也更多元。」<sup>[3]</sup>

從個人和社會角度來看，確保每個人能延長預期壽命、並維持良好的晚年生活質素是至關重要的。因此，世界衛生組織採用了「積極老齡化」一詞，將其定義為「為提高老年人的生活品質，盡可能優化其健康、社會參與和保障機會的過程。」<sup>[4]</sup>

「積極」通常是指個人可積極參與社會、經濟、文化、精神生活和公民事務的能力和機會。這不一定是體力上的貢獻；也不意味著要參與勞動市場。同樣，每個人都應該感到安全、有保障，並為社區和國家所接納。

As many countries approach the so-called “super-aged society”, it has increasingly become more important to better care and understand what ageing entails. The WHO states that “No other age group is subject to so wide a variation in their individual physical and financial conditions, and accordingly in their needs and requirements for social services and facilities.”<sup>[3]</sup>

Ensuring that each individual can extend life expectancy and sustain the quality of life through their senior years is essential from a personal and societal point of view. Hence the term “Active Ageing” adopted by the WHO that defines it as “the process of optimising opportunities for health, participation and security in order to enhance the quality of life as people age.”<sup>[4]</sup>

“Active” often refers to an individual’s ability and opportunities to actively participate in social, economic, cultural, spiritual, and civic affairs. It does not have to be a physical contribution; neither does it mean participation in the labour force. On the same token, the individual should feel safe, secure, and included in a community and a nation.

<sup>[3]</sup> Baba, S. B. (Ed.). (1993). The Super Aged Society. <https://apps.who.int/iris/bitstream/handle/10665/326201/WH-1993-May-Jun-p9-11-eng.pdf>

<sup>[4]</sup> World Health Organization. (2002). Active Ageing - A Policy Framework. [https://apps.who.int/iris/bitstream/handle/10665/67215/WHO\\_NMH\\_NPH\\_02.8.pdf?sequence=1](https://apps.who.int/iris/bitstream/handle/10665/67215/WHO_NMH_NPH_02.8.pdf?sequence=1)

## 理大賽馬會社創「騷·In·廬」第五季：長者中心再想像

### PolyU Jockey Club Operation Solnno Season 5 : "Re-imagine Elderly Centres"

為推動「積極老齡化」，香港理工大學賽馬會社會創新設計院 (JCDisi) 在理大賽馬會社創「騷·In·廬」項目第五季的行動項目中，選擇以「長者中心再想像」為主題，提出一系列改善長者生活質素的建議，並與跨學科專家探討為長者中心帶來創新的可能性，同時強調長者中心在社區中的角色。本報告重點介紹為香港聖公會麥理浩夫人中心林植宣博士老人綜合服務中心（以下簡稱「該中心」）提出的具體建議。

To promote Active Ageing, The PolyU Jockey Club Design Institute for Social Innovation (JCDisi) chose the topic "Re-imagine Elderly Centres" for their Season 5 Action Project, under PolyU Jockey Club "Operation Solnno" project, bringing to the table a set of proposals to improve the quality of living of the elderly and to explore the possibilities to bring innovation to elderly centres with cross-discipline experts while highlighting the roles of the elderly centres in the community. This report focuses on the proposal specific to HKSKH Lady MacLehose Centre - Dr Lam Chik Suen District Elderly Community Centre (referred to as "Centre" from here onwards).

## 關於香港聖公會麥理浩夫人中心林植宣博士老人綜合服務中心

### About the HKSKH Lady MacLehose Centre Dr Lam Chik Suen District Elderly Community Centre

該中心自 1973 年成立以來，為荃灣和葵青區不同年齡層的居民提供多樣化的社會活動。自 2017 年 4 月起，中心由香港聖公會福利協會有限公司擁有。

The Centre was established since 1973 and offers diverse social activities to different-aged residents in Tsuen Wan and Kwai Tsing districts. Since April 2017, it was owned by Hong Kong Sheng Kung Hui Welfare Council Limited.

該中心目標是「積極老齡化」、「長者參與」和「長者關懷」，並建立一個長者友善的社區。為了實現這一目標，他們主要提供自我發展和護理服務，為準備退休人士、長者、患有認知障礙症的長者、或缺乏社會支持和 / 或照顧者而情緒受困的長者，提供鼓勵社會參與、跨代互動和社會支持的活動。

The Centre's goals are "active ageing", "elderly participation" and "elderly caring", and to build up an elderly-friendly community. To achieve this they mainly provide self development and care services. Offering activities that encourages social participation, cross-generation interaction and social support for ready-to-retire people, elderly, elderly with dementia or emotionally distressed elderly who lacks social support and/or carers.

## 中心的會員分佈 [5]

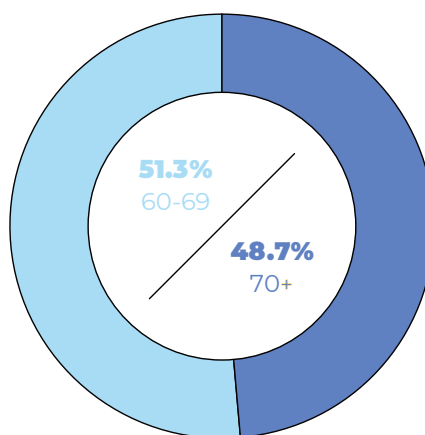
### Centre's members Demographics [5]

該中心在 2018-2019 年度有 1310 名會員。要成為會員，必須年滿 60 歲。中心有一半以上 (51.3%) 的會員在 60 至 69 歲之間，其餘為 70 歲及以上 (圖 1)。74.2% 的會員是女性，25.8% 是男性 (圖 2)。在 1310 名會員中，有 885 名會員來自葵青區 (圖 3)。

From the year 2018-2019, the Centre had 1310 members. To become a member you have to be over 60 years old. Over half (51.3%) of their members are between 60 to 69 years old and the rest are 70 years old and above (figure 1). 74.2% of their members are female and 25.8% are male (figure 2). Out of the 1310 members there are 885 members that are from Kwai Tsing district (figure 3).

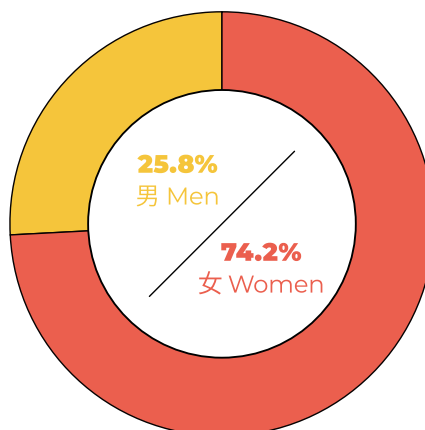
#### 年齡 Age

► 圖 1 figure 1



#### 性別 Gender

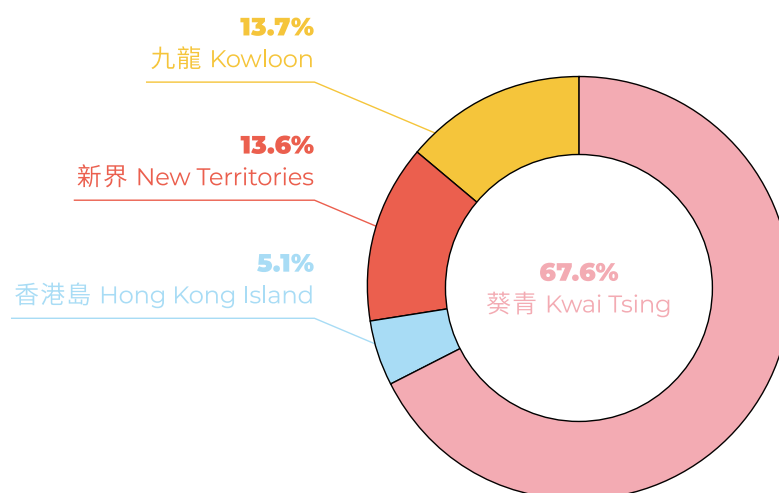
► 圖 2 figure 2



[5] 香港聖公會麥理浩夫人中心林植宣博士老人綜合服務中心 (2018-2019)。[ 中心會員分佈 ]  
HKSKH Lady MacLehose Centre Dr Lam Chik Suen District Elderly Community Centre. (2018-2019). [Centre's Members Demographics].

## 地區 District

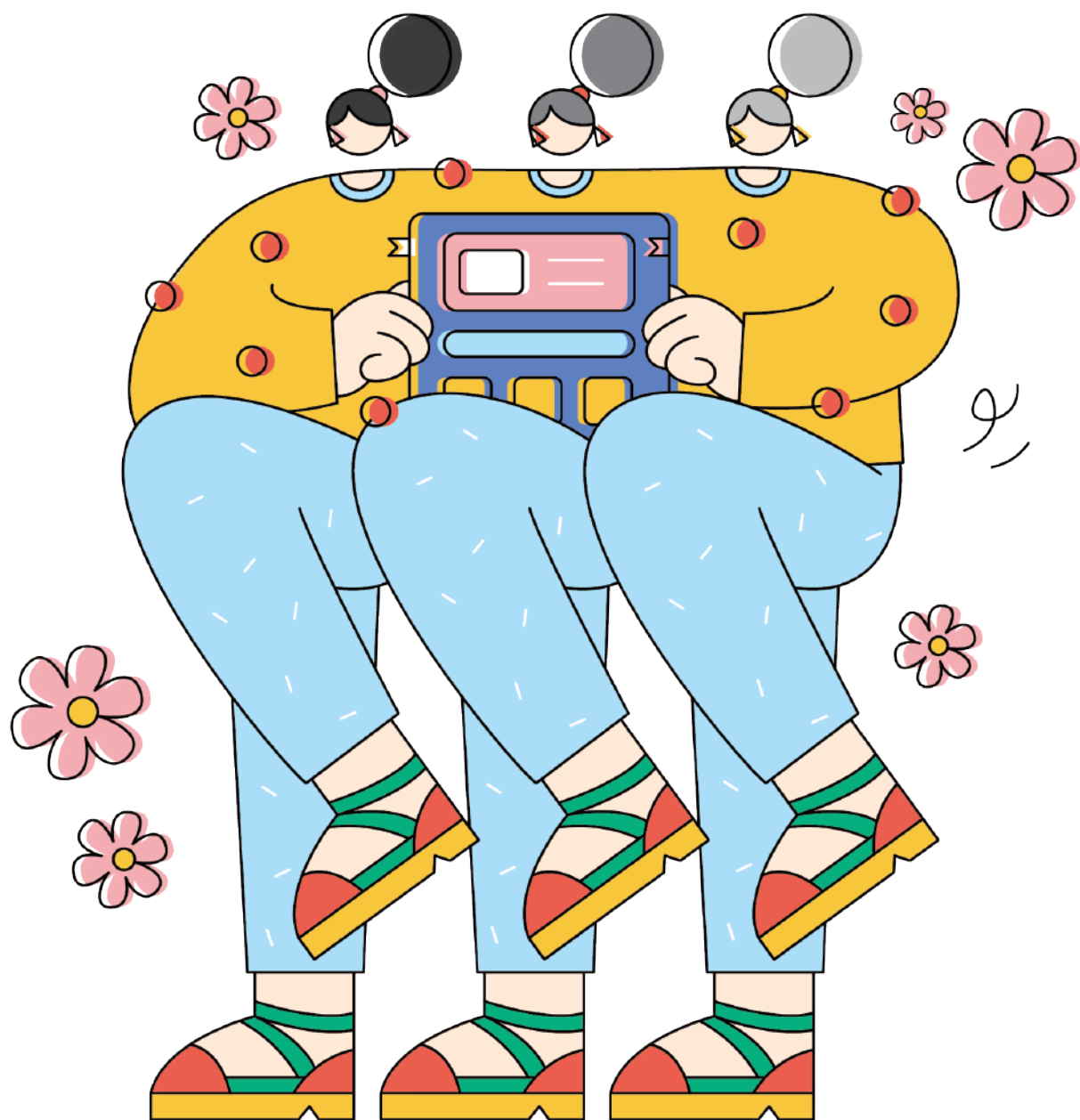
► 圖 3 figure 3





# 老齡化的現況

Current State of Ageing



# 2

## 老齡化的現況 Current State of Ageing

正如背景中所述，積極老齡化對經濟有直接和間接的影響。隨著長者人口增加，非傳染性疾病如帕金森、中風、心臟病、癌症和其他疾病，可成為全世界發病、殘疾和死亡的主要原因。這些疾病會為個人、家庭和公共財政等方面帶來沉重的經濟負擔。隨著護士和護理人員數目日益短缺，醫療保健和養老金方面的支出將會為政府帶來更大的壓力。如果社會能夠創造一個積極老齡化的環境，預防或延緩非傳染性疾病，我們的老年人口將有機會更健康地老去，並減輕其對個人和社會造成的壓力。

總括而言，積極老齡化可以為所有持分者帶來好處，最重要的是，長者亦可以在更長的時間內擁有更好的生活質素。

As mentioned in the Background, active ageing has both direct and indirect impact on the economy. As the ageing population increases, non-communicable (non-transferable) diseases (NCD) such as Parkinson's disease, strokes, heart diseases, cancer, and others, could become the leading cause of morbidity, disability, and mortality worldwide. These are costly to individuals, families, and the public purse. Along with the increasing supply shortage in nurses and carers, there will be more stress on the governments to spend on healthcare and pensions. If societies can create an environment that provides opportunities for active ageing, preventing or delaying NCDs, our older population will have a chance to age healthier and alleviate the stress on human and social costs.

All in all, active ageing can be beneficial for all the stakeholders and, most importantly, for ageing individuals to have a higher quality of living for a more extended time.



隨著嬰兒潮一代成為「社會裡較年長的一群」，與上一代人相比，他們有不同的特徵，整體教育水平提升和積極的學習態度也帶來了新的機會。2016 年，專門針對長者的香港中期人口統計結果也顯示，2016 年有長者的家庭月收入中位數（6,020 元）與 2006 年（3,400 元）<sup>[6]</sup> 相比，明顯增加了 77.1%。

隨著新一代長者（從這裡開始稱為「年輕長者」）的經濟狀況改善和壽命延長，我們預計他們將會追求更自主和更優質的退休生活。他們將不再只關注自己的興趣，還希望能與時俱進，緊貼潮流。

在整個研究過程中，我們還觀察到，大多數年輕長者對科技有足夠的掌握，而且他們傾向尋找能保持身心健康的活動。這亦為長者中心帶來許多機會，探索「用家友善」數碼平台的可能性，並通過推廣適合年輕長者的活動，鼓勵積極老齡化。

With the baby boomers becoming the “societies’ older people”, different traits are observed compared to older generations, both their overall educational level and positive learning attitude bring new opportunities to the table. Results from the 2016 population Hong Kong by-census specifically for older persons also show that the median monthly domestic household income with older persons significantly increased by 77.1% in 2016 (\$6,020) when compared to 2006 (\$3,400) <sup>[6]</sup>.

With the improvement of the financial situation and the longer life expectancy of the new generation of elders (referred to as “young old” from here onwards), it is expected that they will pursue a more autonomous and higher quality retirement life. They will not only focus on their interests anymore, but also hope to keep abreast of the times and follow the trends.

Throughout the research process, it has also been observed that the majority of young olds are sufficient with technology, and they tend to be actively looking for activities that keep them physically and mentally healthy. This, once again, opens many opportunities for elderly centres to explore options on providing digital platforms that are user-friendly and encourage active ageing by promoting events and activities catered to the young olds.

<sup>[6]</sup> 2016 年中期人口統計 – 主題性報告：長者 [https://www.bycensus2016.gov.hk/data/16BC\\_Older\\_persons\\_report.pdf](https://www.bycensus2016.gov.hk/data/16BC_Older_persons_report.pdf)  
Population By-Census. (2016). Thematic Report : Older Persons. [https://www.bycensus2016.gov.hk/data/16BC\\_Older\\_persons\\_report.pdf](https://www.bycensus2016.gov.hk/data/16BC_Older_persons_report.pdf)

## 就「香港長者地區中心採用的活動資訊發佈和活動報名方法」的研究

### Research on Event Information Release and Event Registration Methods Adopted by District Elderly Community Centres in Hong Kong (DECC)

#### 研究方法

##### Methodology

我們通過致電全港 41 間長者地區中心（以下簡稱「長者中心」）進行研究。我們直接聯絡各長者中心的職員，向他們提出以下兩個主要問題：

- (1) 非會員可否通過任何方式在網上了解中心即將舉行的活動；以及
- (2) 會員和非會員可以怎樣報名參加他們感興趣的活動。

之後我們在 Google 搜尋引擎和 Facebook (FB) 搜尋引擎上以人手搜索 41 家地區長者中心，並記錄他們的網站和 FB 專頁網址。

A research was conducted through phone calls to all 41 District Elderly Community Centres (will be referred to as “DECC” from here onward) in Hong Kong. Staff of the DECCs were contacted directly and they were asked the following 2 main questions:

- (1) Is there any way non-members can learn the coming activities of the Centre online; and
- (2) In what ways can members and non-members apply for the activities they are interested in.

After that, manual search on Google search engine and Facebook (FB) search engine of the 41 DECCs were conducted and their website and FB Page addresses were documented.

#### 研究發現 1： 通訊/活動資訊

##### Research Findings 1: Newsletter / Activities information

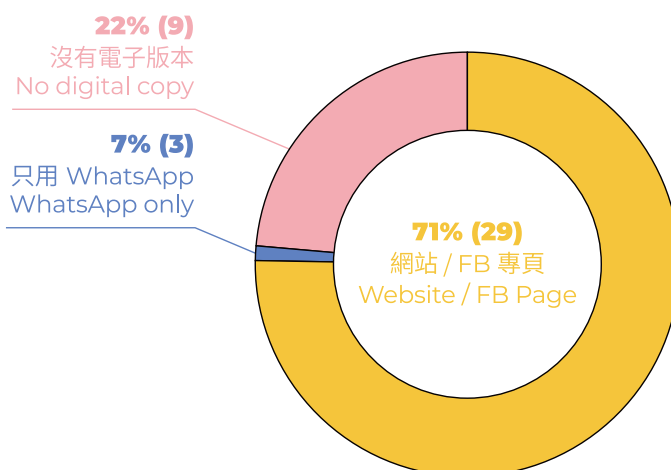
在全港 41 間長者地區中心中，有 29 間在中心的網站或 FB 專頁提供電子版通訊（包括香港聖公會麥理浩夫人中心林植宣博士長者中心）。這表示香港大部分的長者中心 (71%) 都有提供電子版通訊，讓公眾了解它們在未來幾個月的活動和服務。至於其餘 12 間長者中心，其中 3 間 (7%) 會因應查詢透過 WhatsApp 發送電子版通訊 (PDF 或 JPEG 圖像)。其他 9 家長者中心 (22%) 則不提供電子版通訊，有興趣人士需要親自到中心領取實體版通訊。（會員可以通過郵寄收到通訊。）

Out of 41 District Elderly Community Centres (DECCs) in Hong Kong, 29 of them offer their newsletter online, either on their website or on their FB Page (including HKSKH Lady MacLehose Centre Dr. Lam Chik Suen DECC). This means that a majority of DECCs in Hong Kong (71%) offer online newsletter for the public to learn what activities and services they will be providing in the coming months. For the remaining 12 DECCs, 3 of them (7%) can send digital copy of newsletter (either PDF or JPEG images) via WhatsApp upon request. The other 9 DECCs (22%) do not offer digital copy of newsletter and require interested party to visit the Centre in person to get the hardcopy newsletter. (For members, they may receive the newsletter by post.)

## 通訊的發佈方法

### Method of Newsletter Delivery

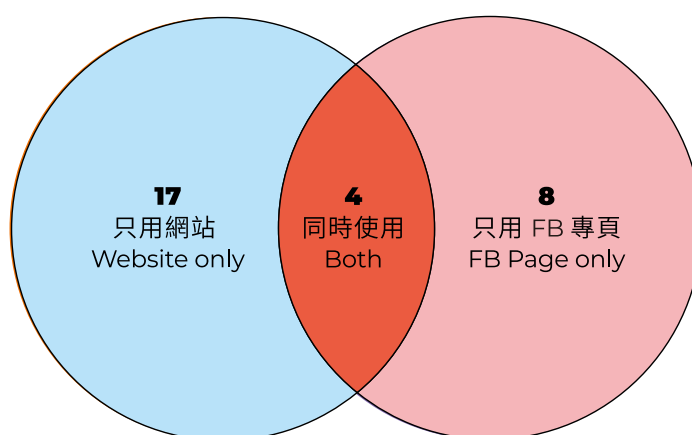
►圖4 figure 4



## 通訊的發佈方法

### Method of Newsletter Delivery

►圖5 figure 5



在 29 間有於中心網站或 FB 專頁提供電子版通訊的地區長者中心當中，有 4 間同時在網站和 FB 專頁上提供通訊。有 17 家中心只在網站上提供電子版通訊，其餘 8 間中心只在 FB 專頁上提供電子版通訊。

Among the 29 DECCs who offer online newsletter on either website or FB Page, 4 of them have their newsletter on both website and FB page. 17 of them only have their newsletter on website while 8 of them only have their newsletter on FB Page.

## 研究發現 2： 活動報名

### Research Findings 2： Activity Registration

在 32 間提供電子版通訊（網站、FB 專頁 或 WhatsApp）的 長者地區中心當中，有 5 間中心使用 Google 表格作為網上報名的途徑。

其餘沒有提供網上報名方法的長者中心，會員須通過電話聯絡負責活動的職員，或者親自到中心報名參加活動。

\*\* 這裡的「報名」只是指「留名參與活動」，中心不能保證會員留名後一定可以參加活動。其他過程如抽籤和付款程序等並不包括於這個「報名」過程中。

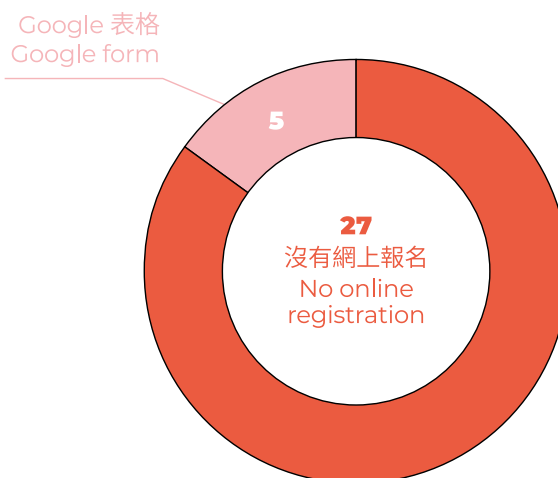
Among the 32 DECCs who offer digital newsletter (either website, FB Page, or WhatsApp), 5 of them uses Google Form for online application.

For the remaining DECCs who do not provide online application methods, members are required to either call the Activity PIC staff via phone call or visit the centre in person to register for the activities.

\*\* "Registration" here means reserve a place for the activity only. Members are not guaranteed for participating in the activity after registration. Other processes such as drawing lot and payment processes are not included in this "registration" process.

### 報名方法 Registration Methods

►圖6 figure 6



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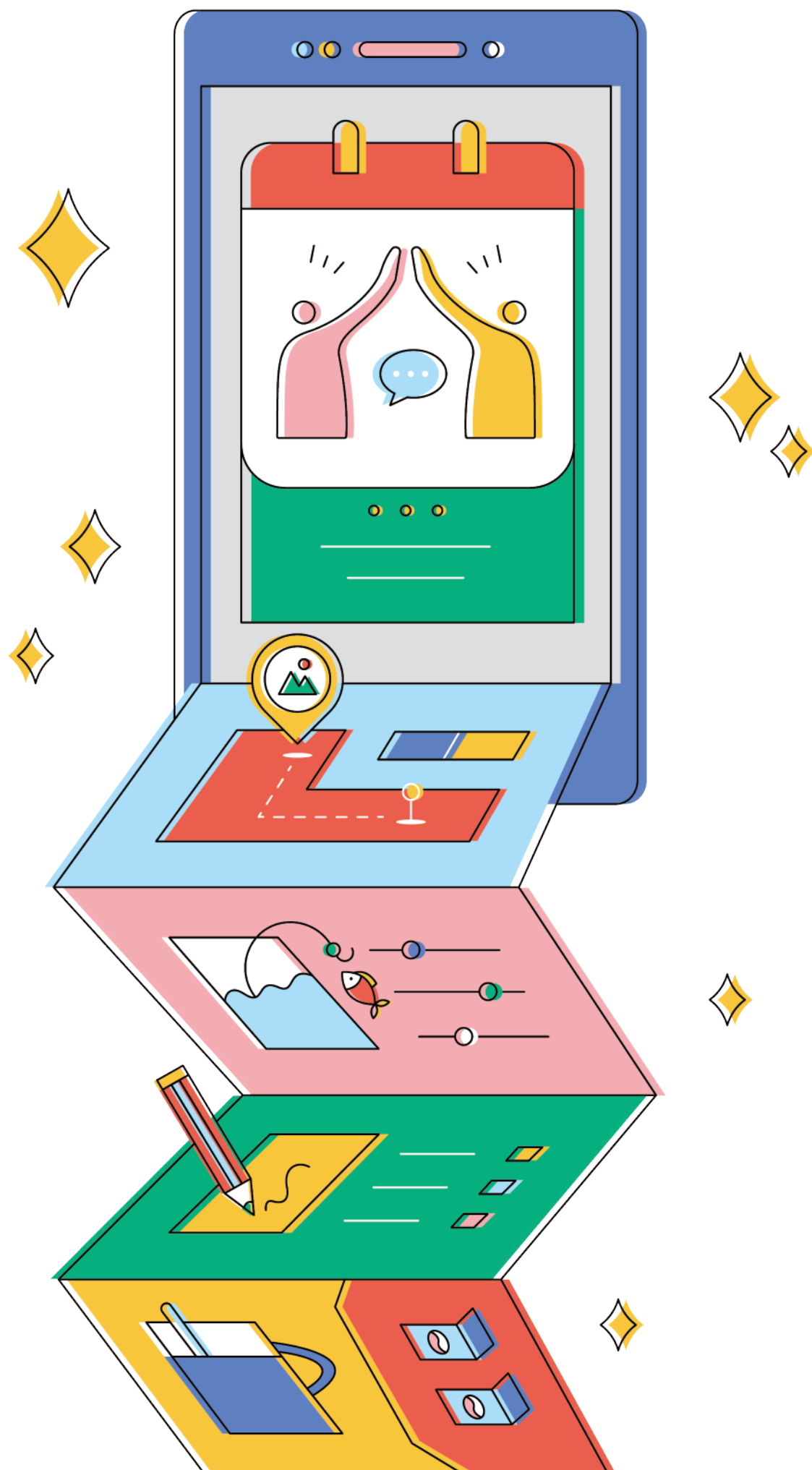
上述研究在 2021 年 1 月疫情期間進行，當時所有中心被迫暫停開放。本來只依賴線下方式推廣和報名活動的長者地區中心，在提供和推廣服務方面明顯受到限制。因此，香港迫切需要一個易於使用、資訊集中的網上平台，供長者中心推廣其活動和發佈資訊。如果能更有效地接觸更多受眾，平台將更有利於中心未來的服務發展。正是這一點，促成我們發展 GOActive.hk 這個平台。

The above research was conducted during the pandemic in January 2021, centres were forced to close and it has become evident that DECCs dependency on offline means for promotion and registration limits the Centres' outreach. The pressing need for an easily accessible, centralised online platform for DECCs to promote their activities and distribute information has emerged in Hong Kong. With better reach to a broader audience, this could benefit the centres' future development of their services. This realization has led to the development of the GOActive.hk platform.

3

設計挑戰

Design Challenge



# 3

## 設計挑戰 Design Challenge

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該中心在項目開始前提出了兩個設計挑戰。

The Centre had provided two design challenges before the commencement of the project.

### 設計挑戰 A

一個便於活動報名和推廣的線上平台

### **Design Challenge A**

An online platform that facilitates event registration and promotion

### 設計挑戰 B

一個展示積極老齡化的創新方案

### **Design Challenge B**

An innovative programme that demonstrates Active Ageing



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## 設計挑戰 A

### Design Challenge A

該中心希望有一個有效的宣傳和推廣渠道，能夠與非會員／會員和職員進行雙向溝通。中心目前主要通過 Facebook、WhatsApp 發佈活動資訊，或由公眾親自到中心取得實體通訊。基於以下原因，這些方法對於希望尋求創新活動的非會員並不有效：

The Centre would like to have an efficient advertisement and promotion channel that can allow a two way communication with non-members/members and the staff. Current event information release is either through Facebook, WhatsApp or a physical catalogue that is only attainable in person at the Centre. These methods are not efficient to reach out to non-members who are seeking for innovative activities, because of the following reasons:

#### 接觸非會員的局限性

#### Limitations reaching out to non-members

Facebook	要求非會員也是 Facebook 用戶 Require non-members to be a facebook user as well
WhatsApp	無法接觸到非會員，因為該中心需要他們成為會員才能取得他們的電話號碼 Cannot reach non-members as the Centre will need them to become a member to attain their phone numbers
實體通訊單張 Catalogue	要求非會員到訪中心才能取得單張 Require non-members to visit the Centre to obtain a catalogue

#### 地理位置

##### Geographical Location

中心的實際位置不靠近港鐵站，能到達中心的其他公共交通工具也有限。會員需要步行上山，交通十分不便。這容易使新會員不願意加入或了解該中心。

The Centre's physical location is not close to the MTR, with limited access to other public transportation. Its inaccessibility requires members to walk up a hill which may easily discourage new members from joining or discovering the Centre

#### 活動通訊單張設計並不精美

##### Aesthetically Inaccessible Activity Catalogues

活動通訊看起來往往像說明書，很難吸引會員或非會員去閱讀。然而，沒有一個職員有時間或能力去設計及製作更吸引人的活動通訊單張。

Activity brochures often look like instruction manuals, making it difficult to attract members or non-members to read through. Yet, none of the staff has the time or the design ability to create user-friendly brochures.

## 聯絡現有會員的局限性

### Limitations reaching out to existing members

WhatsApp	<b>隱私問題</b> <b>Privacy Issue</b>  1 不能將不同活動的參加者歸入同一 WhatsApp 群組 Cannot put participants from different activities to the same WhatsApp group  2 電話號碼只可以用於收集資料，中心不能使用參加者的資料來推廣其他活動。 Phone numbers are only allowed for data collection purpose but Centre can not use participants' information to promote other activities.
實體通訊單張 <b>Catalogue</b>	中心每 3 個月出版一次通訊單張，通常放在接待處，供會員取閱。然而，這種方法非常被動，對不太活躍的會員可能不起作用。 Centre publishes catalogues every 3 months and they are usually placed on the reception desk for members to take and read. However this method is very passive and may not work for less active members.

## 解決這些限制的現行方法

### Current ways to solve these limitations

目前，該中心經常參加不同的展覽，以宣傳和推廣其活動。然而，中心的職員有限，他們迫切需要一個更可持續的方法，即使在沒有面對面溝通的情況下也能接觸潛在的長者。

At the moment the Centre often attends different exhibitions to advertise and promote its activities. However, the Centre's limited staff supply, poses the urgency for a more sustainable method to reach potential elderlies even without face to face meetings.

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## 設計挑戰 B

### Design Challenge B

該中心希望有一個創新活動的提案。他們認為，未來受過高等教育的會員會越來越多，他們也會越來越活躍，中心現有的活動可能未夠創新，無法吸引新會員。

然而，資源分配是該中心決定即將舉辦什麼活動的主要考慮因素之一，同時，創新的活動也可能因資源限制而被削減。

在構思新活動的過程中，職員往往會參考以往舉辦過的活動。此外，要說服年輕長者走出他們的舒適區需要時間和耐心，因為職員已經意識到，儘管長者很健康和活躍，他們卻很少探索以前從未試過的活動，例如年輕人喜歡的「密室逃脫」或「攻防箭」等活動。

目前，中心也不太掌握其會員需求和喜好。大多數活動都是跳舞班和書法班等課程，導師和學生之間也沒有太多互動。缺乏相關資料 / 知識也使得中心很難將自己與其他中心區分開來。

因此，中心需要設計新活動，在現有局限中發揮創意，使新活動可以順利舉辦和持續。

The Centre would like a proposal for an innovative activity. They believe that with the increase of members with higher education that are more active, their existing activities may lack innovation to attract new members.

However, resource allocation is one of the major considerations for the Centre to decide on their upcoming activities and the reason that innovative activities may be cut out due to resource limitations.

During the process of creating new activities, staffs have a tendency to refer back to traditional activities. Also, it requires time and patience to convince the young olds to come out of their comfort zone because the staff has realized that even though the elderlies are healthy and active they seldom explore activities that they have never tried before such as “escape rooms” or “archery tags”. These are all activities loved by the younger generation.

At the moment they also do not have the data that illustrates their member's needs and preferences. Most of the activities proposed are classes or lessons that often do not require much interaction between the instructor and the students such as dance classes and calligraphy classes. This lack of data / knowledge also makes its difficult for the Centre to differentiate themselves from other centres.

Therefore it is important to design a new activity that strikes a balance between creativity and Centre's limitations, for the event to be executable and sustainable.

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# 設計目標

## Design Objectives

### 目前的挑戰

#### Current Challenges

- 難以吸引新會員：
  - 目前資訊發佈和網上報名的方法及性質阻礙了對非會員的推廣
- 活動通訊單張看起來像說明書
- 缺乏資金、人力和時間方面等資源
- 中心缺乏知識，使之與其他中心區分出來
- Difficult to attract new members:
  - The nature of current digital means of information distribution and online registration still hinders outreach to non-members
- Activity catalogues look like instruction manuals
- Lack of resources in money, staff and time
- Centre lacks knowledge to differentiate themselves from other centres

### 設計挑戰 A 的目標

#### Goals for Design Challenge A

- 一個所有人都能使用的平台
- 可以在任何地方使用
- 一個易於職員維護、學習和方便使用的管理系統
- 清楚地宣傳中心的願景和價值
- 有循證基礎的資料以舉辦創新活動
- 容易分享和吸引新成員
- A platform accessible for all
- Accessible in any location
- A content management system that is easy to maintain, learn and use by staff
- Clearly promotes Centre's vision and values
- Evidence-based data to organise innovate events
- Easy to share and and attract new members

### 設計挑戰 B 的目標

#### Goals for Design Challenge B

- 一種可以持續舉辦、不需太多額外資源的活動
- 一個能夠吸引非會員，並鼓勵現有會員走出舒適區的創新活動
- An event that is self-sustainable and requires as little extra resources as possible
- An innovative event that can attract non-members and encourage existing members to come out of their comfort zone



# 4

## 項目發展的各個階段

Stages of the Project Development



# 4

## 項目發展的各個階段

### Stages of the Project Development

是次項目分為三個主要階段：

The project was split into 3 main stages :





## 第一階段：共同設計（工作坊及研討會）

### Stage 1: Co-Design (Workshops & Symposium)

我們在 2019 年 9 月 28 日、9 月 29 日和 10 月 19 日舉行了三個工作坊，參加者運用設計思維的方式，為設計挑戰提出解決方案和簡單的原型測試。工作坊由香港理工大學賽馬會社會創新設計院主辦，邀請了不同持份者組成共創團隊，當中包括中心運營者（非政府組織）、中心使用者（長者）和公眾參加者。共創團隊在過程中還進行了實地考察、用家訪問、問卷調查等，收集初步結果和構想解決方案。

共創團隊在 2019 年 11 月 2 日舉行的社創研討會上發表其的解決方案。

Three workshops were organised on 28 September, 29 September and 19 October 2019, to enable participants to use design thinking strategies to generate ideas and simple prototypes according to the design challenges. Organised by JCDISI, these workshops had participants ranging from Centre Operators (NGOs), Centre Users (Elders) and public participants. The teams also carried out field research, interviewed stakeholders, sent out questionnaires to gather preliminary findings and solutions.

All the teams presented their solutions at the Social Innovation Symposium that took place on 2 November of 2019.

## 第二階段：初步的用家參與（項目開始前）

### Stage 2: Preliminary User Engagements (prior to project execution)

研討會結束後，Studio Doozy 受邀為設計顧問，根據工作坊所得的發現和意念，與中心的營運者和會員一起實現這些方案。為了進一步收集更有深度的意見，我們向 90 位中心的現有會員和 28 位來自香港理工大學活齡學院及社會企業「耆妙人生」的非中心會員發出兩份調查問卷。我們還為中心職員、現有會員和非會員（即項目的三類持分者）舉辦三個工作坊，進一步了解他們對科技的熟悉程度和他們的需求。

After the Symposium, Studio Doozy was invited as the design consultant along with the Centre operators and members to realise the concepts based on the findings and ideas generated from the three-day workshops. To further gather more insights, two questionnaires were sent out to 90 Centre's existing members and 28 non-members from the Institute of Active Ageing of The Hong Kong Polytechnic University and The Happy Grannies Association. Three introductory workshops were also prepared for the Centre's staff, Existing Members and Non-Members; the three stakeholders of the project, to better understand their level of proficiency with technology and their needs and requirements.

## 第三階段：項目執行

### Stage 3: Project execution

在 2020 年期間，我們為中心職員和現有會員多次舉辦用家參與工作坊，從中產生並完善了多個原型。本來我們預計會有一個平台發佈日，並舉辦一個可以宣傳該平台和中心的活動，但由於受疫情影響，活動需要延遲至情況恢復正常後才可舉行。

Multiple prototypes were generated and refined based on constant user engagement workshops with the Centre's staff and existing members during the year of 2020. It was expected to have a platform launch day accompanied with an event that could promote the platform and the Centre but due to the pandemic, unfortunately it has been postponed until the situation gets back to normal.

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## 第一階段：共同設計

### Stage 1 : Co-Design

如前所述，為期三天的工作坊參加者分成兩組去解決兩個設計挑戰。參加者來自跨界別背景，如中心運營者（非政府組織）、中心使用者（長者）和公眾參與者，如設計師、IT 從業員、創科公司的創辦人。

A 組負責就建立一個全方位活動報名及推廣電子平台提出想法、收集調查結果和提出解決方案 (A) ；而 B 組則負責發展一個能展現積極老齡化的創新活動 (B) 。

As previously mentioned, the participants of the three-day workshops were separated into two groups to tackle the two design challenges. The participants were from cross-disciplinary backgrounds such as Center Operators (NGOs), Centre Users (Elders) and public participants such as designers, IT personnel, design and technology startup founders.

Team A was in charge of generating ideas, gathering findings and proposing solutions for An online platform that facilitates event registration and promotion (A) and Team B was in charge of An innovative programme that demonstrates Active Ageing (B).

### A 組最後得出以下發現和解決方案：

#### Team A ended up with the following list of findings and solutions:

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##### 中心現有痛點

##### Centre's Current Pain points

- 傳統的線下推廣方式只能接觸到現有會員
  - 職員難以與會員建立關係
  - 職員缺乏「設計」知識 —— 製作宣傳單張 / 小冊子耗費時間
  - 數碼平台只能接觸到已報名的會員
  - 資源有限（資金和人力資源）
- 
- Traditional offline promotional methods can only reach existing members
  - Difficult for staff to establish relationships with members
  - Staff lacks “design” knowledge – it takes time to create the brochures/pamphlets
  - Digital platforms can only reach members that have signed up
  - Limited Resources (money & staff)

中心現有活動宣傳和報名方法  
Centre's current methods of event display and registration

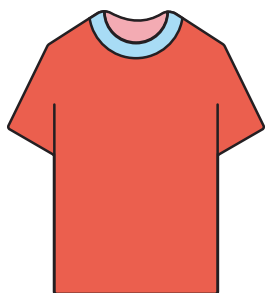
- 宣傳單張
  - 小冊子
  - 中心的電子螢幕
  - WhatsApp
  - Facebook
- 
- Brochures
  - Pamphlets
  - Electronic Screen at the Center
  - WhatsApp
  - Facebook

建議方案

Proposed Idea

T 恤設計比賽

T-Shirt Competition



鼓勵幼稚園學生和小學生與他們的祖父母一起製作可反映跨代價值觀的設計。將設計上傳到 Facebook 供公眾投票，並邀請大學設計系學生改善勝出的設計。最後將設計印在「爺孫裝」T 恤上。

Encourage kindergarten and primary students to join with their grandparents to produce designs related to their intergenerational values. Upload design onto Facebook for public voting and invite university design students to improve the winning design. The final design will be printed onto a couple t-shirt for the grandchild and the grandparent.



T 恤上將印有獲獎設計和一個二維碼，鼓勵穿著者的朋友和家人掃描二維碼，閱讀更多關於比賽的資訊，並鼓勵他們成為中心的成員。

A QR Code will be printed on the t-shirt with the winning design to encourage the wearers' friends and family to scan the QR Code and read more about the competition and to encourage them to become a member of the Centre



二維碼將連結到報名平台的登陸頁面，讓用家看到、了解、進而報名參加活動（專門為非會員而設計）。

The QR Code will lead to the Landing Page of the registration platform for the viewers to see, know and register for events (specially designed for non-members).

## B 組最後得出以下發現和解決方案：

### Team B ended up with the following list of findings and solutions:

中心現有痛點 Centre's Current Pain points	<ul style="list-style-type: none"><li>· 難以吸引新會員參與</li><li>· 缺乏多元化的活動以滿足不同長者的需要</li><li>· 資源有限（資金和人力資源）</li></ul> <ul style="list-style-type: none"><li>· Difficult to attract new members to participate</li><li>· Lack of diversified activities to cater to different elderlies</li><li>· Limited Resources (money and staff)</li></ul>
設計概念 Design Concepts	<ul style="list-style-type: none"><li>· 互相學習和分享新知識</li><li>· 擴大社交圈子</li><li>· 休閒 / 愉快的活動</li><li>· 可持續性： 減少人手安排 參與者可以持續學習</li></ul> <ul style="list-style-type: none"><li>· Learn and share new knowledge with each other</li><li>· Broaden Social Circle</li><li>· Leisure / enjoyable activities</li><li>· Sustainability: Alleviate staff arrangements Participants can continue to learn</li></ul>
建議方案 Proposed Idea	<p>一個包含動態和靜態活動的方案</p> <p>A programme with both Active and Passive activities</p> <div><p>在研究過程中，B 組意識到建立一個「展現積極老齡化的創新活動」，必須照顧到不同行動能力的會員。雖然許多會員喜歡戶外活動，但有些人可能因健康狀況問題而無法參加。基於這個原因，他們設計了一個「百搭」的方案框架，供中心日後設計新方案和活動時可以依循。</p><p>During the research team B realised to create an "Innovative" programme that demonstrates active ageing, it is important to consider members of different mobility. Although many members prefer outdoor activities some may not have the health to join. For this reason, they devised a framework for an all-inclusive programme for the Centre to follow in the future when they design new programmes and activities.</p></div>





A 組和 B 組到訪中心進行實地考察  
Team A and Team B site visit to the Centre



來自 A 組 (左) 和 B 組 (右) 的參加者分享他們的創新想法  
Participants from Team A (left) and Team B (right) shared their innovative ideas



A 組參加者正在設計和測試他們製作的原型  
Participants from Team A prototyping and testing their ideas



來自 A 組 (左) 和 B 組 (右) 的參加者在 2019 年 11 月 2 日舉行的社創研討會中展示他們的創新方案  
Participants from Team A (left) and Team B (right) presenting their innovative ideas in the Social Innovation Symposium that took place on 2 November 2019



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## 第二階段：初步的用家參與

### Stage 2 : Preliminary User Engagements

Studio Doozy 認為 A 和 B 兩個設計挑戰在某程度上是相互關聯的——設計挑戰 A 是發展一個網上平台；而設計挑戰 B 可以說是籌辦一個用以推廣平台的創新活動。所以在行動項目初始階段，Studio Doozy 便提出合併兩個設計挑戰。

我們認為，在項目實行前需要進一步的研究和使用者驗證，來為設計網上平台奠定基礎。除了共創工作坊得出的考察結果，我們與現有會員、非會員和中心職員再舉行了兩次問卷調查和三次工作坊，以收集更多意見。

問卷調查和工作坊可以讓我們掌握用家使用智能電話的習慣、他們對科技設備和版面的熟悉程度、以及目前的活動報名流程，以確保平台的設計方便用家使用，並與他們現有的工作流程和工具接軌。

When Studio Doozy took on the project, challenge A and B were merged as the two briefs were somehow interrelated. Challenge A was to execute the platform and Challenge B was considered as the marketing event to promote the platform.

Before the project implementation, further research and user validation was needed to set the basis for the platform. In addition to the findings from the co-creation workshops, two questionnaires and three workshops were held with existing, non-members and staff to gather more insights.

Both questionnaires and workshops were used to better understand the users' habits, their proficiency with technological devices and interfaces, and the current event registration logistics to ensure the design of the platform would be user-friendly and adapt to their current workflows and tools.

## 現有會員和非會員的調查問卷

### Questionnaires for Current and Non-Members

我們邀請了 90 名中心現有會員和 28 名分別來自香港理工大學活齡學院及社會企業「耆妙人生」的非中心會員進行問卷調查（問卷內容見附錄二）。

90 current members of the Centre and 28 non-members from the Institute of Active Ageing of the Hong Kong Polytechnic University or Happy Grannies Association were invited to take two questionnaires (refer to appendix II for the questionnaires).

這兩份問卷的回應讓我們更了解使用者的需求，讓我們為設計平台前端和後端的結構和用戶體驗提供了寶貴的意見。

The two questionnaires' responses provided insights on how to design better the structure and user experience of the front-end and back-end of the platform based on the users' needs and requirements.

以下概述了問卷與平台設計最相關的調查發現：

The following outline the most relevant findings:

### 會員分佈 Demographics

由中心會員的背景和問卷結果來看，「戰後嬰兒潮」一代（56-74 歲）是平台的主要目標受眾。在兩份問卷中，一份有 90 位受訪者，另一份有 28 位受訪者中。前者有 98% 在 56-74 歲這個年齡層，後者則有 98.7%。正如 2 章中提到，「年輕長者」往往擁有更高的教育水平和更多的人力和社會資源。他們比沉默的上一代更注重價值，更積極學習、並致力提高生活質素。

Given the Centre's membership profile and the results, the "Baby Boomer" generation (56-74 years old) is the platform's primary target audience. From both questionnaires, 98% of 90 respondents and 98.7% of 28 respondents, respectively, were within this age range. As mentioned in section 2, the "young old" population tends to have higher education and more human and social resources. They tend to be more value-driven than the silent generation and actively learn and strive for a higher quality of living.



## 媒介 Medium

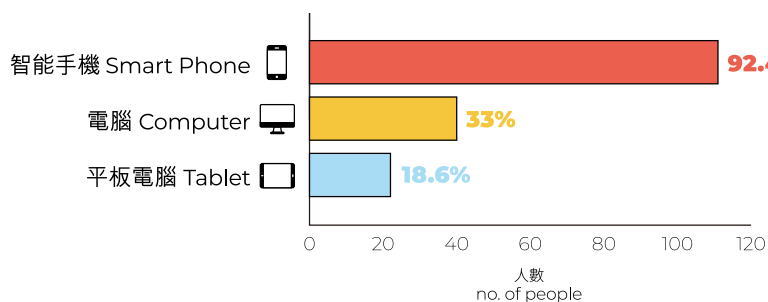
綜合兩份問卷的結果，92.4% 的受訪者在瀏覽社交媒體時喜歡使用智能手機。這反映了這一代人有能力使用智能手機，以及平台需要是手機友善的重要性。當被問及使用哪一種社交媒體時，大部分受訪者是 WhatsApp 用戶 (96.6%)，超過一半人也能自如地使用 Facebook (63.6%)。這也意味著社交分享連結對於分享和接觸更廣泛的受眾是必要的。

From both questionnaires, 92.4% of the respondents preferred using their smartphones when accessing social media. This demonstrates the generation's ability to use smartphones and the importance of having a mobile phone friendly platform. When asked about social media platforms, 96.6% were WhatsApp users, and more than half (63.6%) were also comfortable using Facebook. This also implied that social sharing links were necessary to share and reach out to a broader audience.

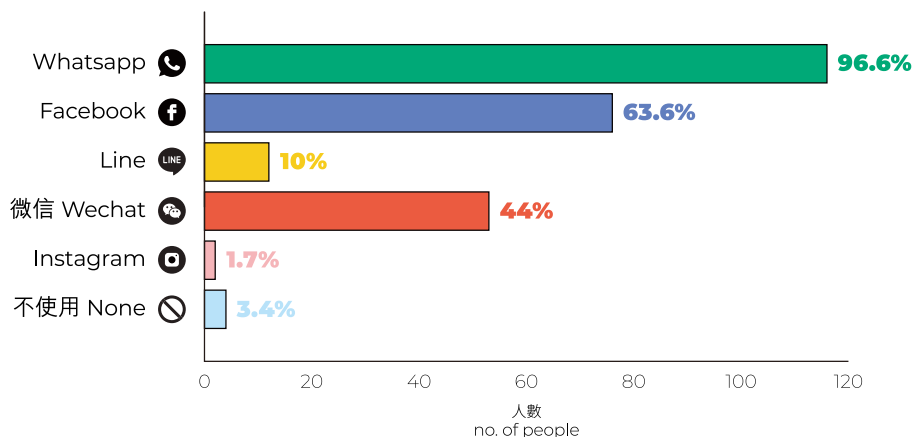
### 社交媒體工具的使用情況

#### Device Usage for Social Media

► 圖 7 figure 7



► 圖 8 figure 8



## 行銷策略 Marketing Strategy

問卷調查顯示，中心在留住會員方面有出色的表現。中心需要每年續會一次，受訪的 76.7% 中心現有會員表示已續會超過一次。當被問及他們最初是如何得知中心及其活動時，最普遍的答案是「口碑」和「展覽」。口耳相傳是最有效的行銷策略之一，調查結果顯示會員真的滿足於中心及其活動，或因而受到感動，樂意在日常對話中提及。展覽也要求中心職員有友善和熱情的態度，並令人感到可信，才能讓參觀者停下來進一步了解詳情。由此可見，中心在向公眾呈現自己時，已做得很好。

然而，中心現在需要考慮以不同的方法來吸納更多會員，而不能只靠面對面的互動招募新會員。

Responses from the questionnaire for the Centre's existing members showed that the Centre is already doing a great job retaining its members. 76.7% of the respondents extended their annual membership more than once, and when asked how they first found out about the Centre and its activities, the most popular answers were "word of mouth" and "exhibitions." As word of mouth marketing is one of the most effective marketing strategies, it shows that members were genuinely moved / content with the Centre and its organisation to incorporate it in their daily conversations. Exhibitions also require the staff to be friendly, warm, and often trustworthy for visitors to stop and learn more. Therefore it is evident the Centre is already doing a great job presenting itself to the public.

However, it is important to consider different methods to attain more members without relying heavily on physical interactions.

參加活動的  
動機

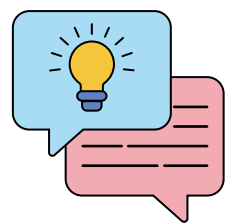
Motivation  
to  
participate  
in activities

當受訪者被問及什麼因素最影響他們決定參加某項活動時，以下是四個最多人選擇的動機：

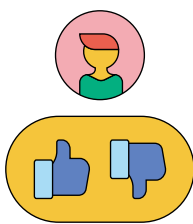
When the respondents were asked their top four motivations for deciding an activity to join, the following were the main factors:

參加活動的  
四大動機  
Top 4 motivations  
to participate in  
activities

► 圖 9 figure 9



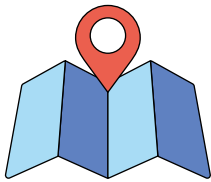
學習機會  
Opportunity  
to learn



個人喜好  
Personal  
Preference



價錢  
Price



地點  
Location

問卷中另一個有趣的發現是，在問及受訪者是否有些活動是他們以前參加過（即使是其他中心舉辦的）而會推薦或再次參加。許多答案都與跨代玩樂有關，這顯示能包容所有年齡層的活動更令受訪者感興趣和有動力參加。

Another interesting finding from the questionnaire came after asking the respondents if there were any events they had participated in before (even if other centres organised it) that they would recommend or join again. Many of the answers were related to intergenerational play activities, showing that all-age inclusive activities provide higher interest and incentives for our respondents.

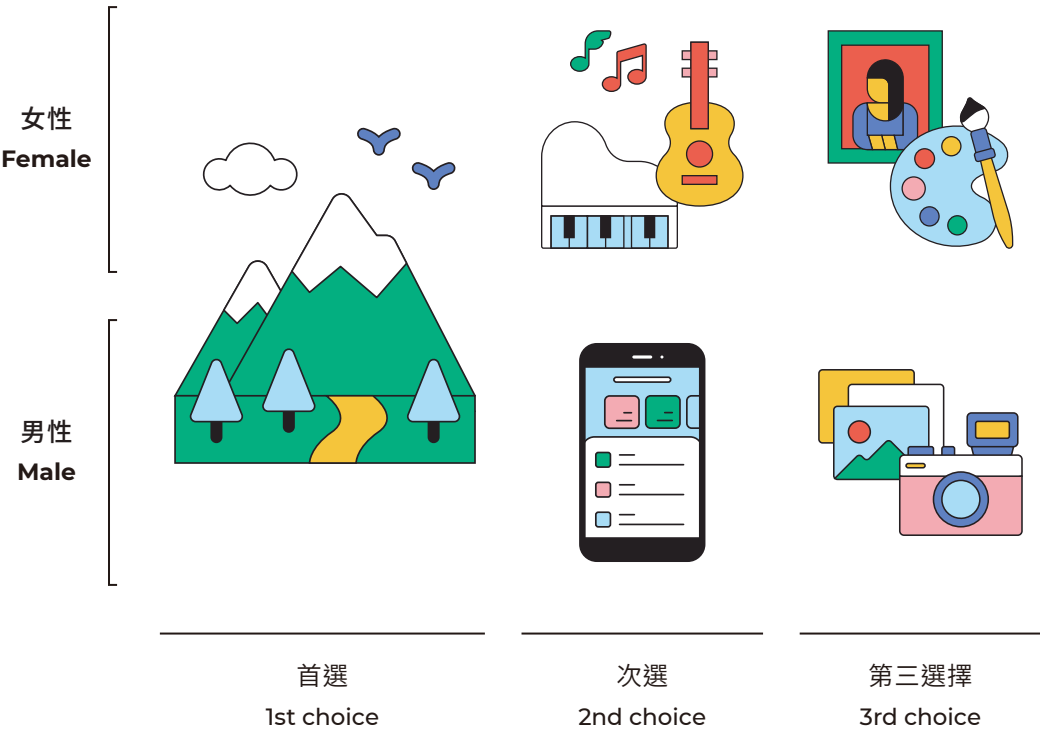
喜好的活動  
類型  
Preferred  
Activity  
Types

戶外活動在男性和女性受訪者中都  
排行榜首。然而，排行第二和第三  
的活動在不同性別上則不一樣——  
女性傾向於音樂、藝術和手工藝  
課程；相反，男性更喜歡與科技相  
關的課程，如智能手機和攝影工作  
坊。我們建議中心可嘗試設計一些  
融合科技和工藝的活動，以吸引女  
性和男性參加者。

Outdoor activities came at the top of the list for  
both male and female. However, when looking  
at the gender distribution between the second  
and third place, females leaned toward music,  
arts, and craft classes, in contrast with males  
that preferred technology-related classes such  
as smartphones and photography workshops.  
It is suggested that the Centre could potentially  
look into designing an activity merging both  
technology and crafts to attract both female  
and male participants.

不同性別的喜好  
的活動類型  
Preferred  
Activity Types

► 圖 10 figure 10



## 現有會員、非會員和中心職員的簡介工作坊

### Introductory workshops for Current Members, Non-Members and Staffs

2020年1月16日和17日，我們為不同持分者（中心會員、中心職員和非會員）舉辦了三次簡介工作坊（圖10），旨在收集更精確的用家意見。為現有會員和非會員舉辦的工作坊主要分為三個部分：

On 16 and 17 January of 2020, three introductory workshops were carried out with different stakeholders (Centre Members, Staff and Non-Members) (figure 10). Aiming at gathering better user insights, the workshops for current members and non-members were split into three sections.

#### 第一部份 Section 1

第一部分以一組用戶界面的紙本原型為工具（帶有以下功能表的登陸頁面），用遊戲的形式來了解用家使用智能手機的習慣，及他們對「螢幕」上不同元素的認知。

Section One consisted of a set of paper prototypes resembling user interfaces (a landing page with drop-down menu) used as a gamified experience to extract individual user behaviour and awareness of the elements on “screen”.



參加者在分析紙本原型  
Participant analysing the paper prototype

我們向參與者提問一些引導性的問題，如「如果你要搜尋想參加的活動，你會按哪裡？」或「如果你想了解更多關於中心的資訊，你會怎麼按？」通過這些引導性問題，設計顧問觀察、聆聽和捕捉當中的見解。這些見解有助確定參加者在瀏覽典型的網絡平台螢幕時的純熟程度，並發掘需要調整的元素，以滿足用家的需要。

Participants were asked a few guiding questions such as "Where would you go if you were to look for events to join?" or "Where would you go if you wanted to know more about the Centre?". Through these guiding questions, the design consultants observed, listened, and captured insights that helped define how proficient the participants are when navigating typical web platform screens and helped identify what elements would have to be adjusted to cater to the users' needs.

## 第二部份 Section 2

第二部以小組形式評估「活動頁面」（即顯示具體活動資訊的螢幕）上各元素的重要性，包括活動名稱、費用和活動照片等。設計顧問把頁面不同部份放大列印，分別貼在不同的發泡膠版上，讓參加者有層次地組織這些資訊（右圖）。

Section Two consisted of a group exercise to evaluate the importance of elements on the “event page” (the screen where specific event information would be displayed) from title of the activity to price to event photo etc. Blown up foam board cut outs of the page sections were given to the participants for them to hierarchically organise (the figure on right hand side).



參加者按優先次序排列說明活動頁面不同部分的發泡膠板

Participants prioritising in order the foam boards which illustrates different sections of an event page

這個部份能讓我們了解哪些資訊與現有會員和非會員最相關、以及兩組參加者的意見有何不同。其中一個重要發現，就是非會員比起現有會員更注重活動的費用，希望能清楚地看到這項資訊。另外，兩組參加者同樣認為活動的參加資格非常重要，而初期的紙本原型並未提及相關資訊。

This section of the workshop was insightful in understanding what information was most relevant for the current members and the non-members and how their opinions differ. An important finding discovered between the non-members was that they care more than the current members about the price of the event and they wanted to have it clearly visible. Both groups of participants also mentioned the importance of eligibility for each event, which was a missing field in the prototypes.



### 第三部份 Section 3

在第三部分，設計顧問與參加者就網上平台、活動和社交網路等幾個主題進行討論，以了解他們對這些主題的理解、接受程度和習慣。

這部分純粹以對話方式進行。我們提出一些開放式的問題，當中涉及他們平時使用手機的習慣、對使用社交媒體的偏好、是什麼吸引他們在網上報名參加活動、網上支付與線下支付的接受程度等。

The third section consisted of an open discussion/conversation about their understanding, acceptance and habits in relationship with several topics related to online platforms, events/activities and social networks.

This section was purely conversational. Open-ended questions were asked relating to their usual practice with phones, their preferences in social media applications, what draws them into signing up for events online, online payment versus offline payment, and more.



與非會員進行討論

Non-members' open discussion



與中心會員進行討論

Open discussion with Centre's members

## 職員工作坊 Staff Workshops

職員工作坊以對話形式進行，以便了解他們目前的困境，以及從策劃到執行活動的工作方式及流程。討論的主題包括小冊子 / 宣傳單張設計、付款方式、會員費、規則和要求等。工作坊的發現會與「第三階段：項目執行」的工作坊結果一同在下一章分享。

The staff's workshop was carried out in a conversational format to better understand their current struggles and routines - from planning an event to executing it. Topics such as brochure/pamphlet design, types of payment method, membership fees, regulations, and requirements were discussed. These workshops' results are shared in the next chapter, along with the following workshops that took place during Stage 3: Project Execution.



職員工作坊  
Staff workshop



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## 第三階段：項目執行

### Stage 3 : Project Execution

#### 設計挑戰 A

##### Design Challenge A

在進行問卷調查和簡介工作坊後，我們就整個平台的設計和不同的開發階段舉行了幾次工作坊，收集用家意見，並使平台更適合目標使用者。

該平台命名為「GO Active」，理由如下：

1. 平台使長者中心活動的探索、發現和報名過程更加直接，鼓勵長者參與社區活動，從而達至積極老齡化——這正是平台鼓勵長者「積極行動」（go active）的目標。
2. 「GO」是「橘世代」（Generation Orange）的縮寫，在日本和台灣一般泛指 50 至 65 歲之間有積極參與社區活動的健康年輕長者。

After the questionnaires and introductory workshops, several more workshops took place throughout the platform's design and development stages to gather insights and cater the platform to the target-end users.

The platform was named “GO Active” for the following reasons:

1. The platform aims to encourage elderlies “go active” - by making the exploration, discovery, and registration process of elderly centre events more straightforward, encourage more social participation, thereby promoting Active Ageing.
2. "GO" is an acronym for “Generation Orange” (橘世代), which in Japan and Taiwan generally refers to the healthy young olds aged between 50 to 65 with active social participation.

#### 設計挑戰 B

##### Design Challenge B

受疫情影響，設計挑戰 B（展現積極老齡化的創新活動）的計劃並沒有執行。然而，在「設計原則」一章中，我們根據問卷調查和工作坊的結果，為設計一個創新的活動提供一個列出設計標準的清單，以及兩個建議框架。

Due to the pandemic, design challenge B (An innovative programme that demonstrates Active Ageing) was not executed. However, in the chapter “Design Principles”, a list of the design criteria and two suggested frameworks were provided to design an innovative programme based on the results from the questionnaires and workshop findings.

5

設計原則

Design Principles



# 5

## 設計原則 Design Principles

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以下概述從工作坊中總結出的所有設計原則。這些原則有助設計一個對平台用戶（前端）和工作人員（後端）同樣方便易用，而且容易維護的介面，也有助設計一個能展現積極老齡化的創新活動，及協助推廣上述平台。

The following is a quick overview of all the design principles that were concluded throughout the workshops established. These design principles provide insights to design a user-friendly and easy maintenance interface for both the platform's users (front-end) and staffs (back-end), and to design an innovative programme that demonstrates Active Ageing and help promote the aforementioned platform.

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# 設計挑戰 A

## Design Challenge A

持分者：年輕長者  
Stakeholder: Young Olds

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### 設計原則

#### Design Principles

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#### 1. 內容的版面設計 Content Layout

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### 考慮因素

#### Considerations

- 
- 資訊結構層次
  - 直接、不花巧、本能性的行文
  - 清晰、簡明的行文
  - 頁面元素的一致性
  - 圖片和文案的比例
- 
- Information hierarchy
  - Instinctual copywriting
  - Clear and concise copywriting
  - Consistency in page elements
  - Picture and copywriting proportion
- 

---

#### 2. 行動與回應 Action and Reaction

- 
- 即時回應
  - 引導式行動指示
- 
- Immediate reaction after action
  - Reaction from lack of action
- 

---

#### 3. 顏色 Colour

- 
- 可讀性
  - 含義
- 
- Legibility
  - Connotations
- 

---

#### 4. 指示/指引 Instructions / Guidance

- 
- 清晰的說明
  - 清晰的指引
- 
- Clear instructions
  - Clear guidance
-

## 持分者：職員

### Stakeholder: Staffs

設計原則 Design Principles	考慮因素 Considerations
1. 可持續性 Sustainability	容易維護（方便不同職員操作平台） Easy maintenance (even when switching between different staffs to handle the platform)
2. 減省資源（時間、人力、經費） Reduce resources (time, human, money)	配合目前職員的工作流程 Adapt to current staff's workflow and logic

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## 設計挑戰 B

### Design Challenge B

持分者：年輕長者  
Stakeholder: Young Olds

設計原則 Design Principles	考慮因素 Considerations
1. 有機會學習和應用新技能 Opportunity to learn and re-apply new skills	參加者有機會成為下一次活動的指導員 / 助理指導員 Opportunity for participants to become the instructor/assistant instructor for the next event
2. 成功感 Sense of achievement	可製作出能長期使用或賣出的成品 Realisable product that can be useful long term or can be monetised
3. 與不同世代的人互動 Interaction with different generations	跨代活動 Intergenerational activities
4. 適合所有年齡的人士 Suitable for all ages	適合不同活動能力和年齡的人的活動 Activities that are suitable for people with different mobility limitations and age

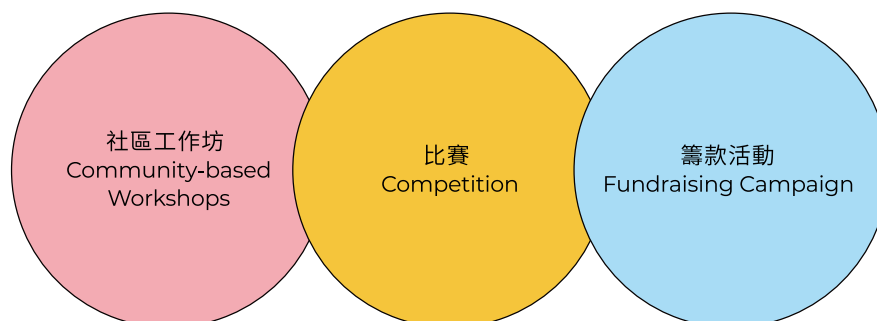
**持分者：職員**  
**Stakeholder: Staffs**

設計原則 Design Principles	考慮因素 Considerations
<b>1. 可持續性</b> Sustainability	<ul style="list-style-type: none"><li>· 可重複使用的資源或框架</li><li>· 可使用已有的網路和夥伴關係</li><li>· Reusable resources / framework</li><li>· Established networks and partnerships can be reused</li></ul>
<b>2. 減省資源（時間、人力、經費）</b> Reduce resources (time, human, money)	<ul style="list-style-type: none"><li>· 配合目前職員的工作流程</li><li>· 減少職員學習新做法所需要的時間</li><li>· Adapt to current staff's workflow</li><li>· Reduce time for staff to need to learn new practices</li></ul>



## 建議框架 #1：可自行持續的籌款活動

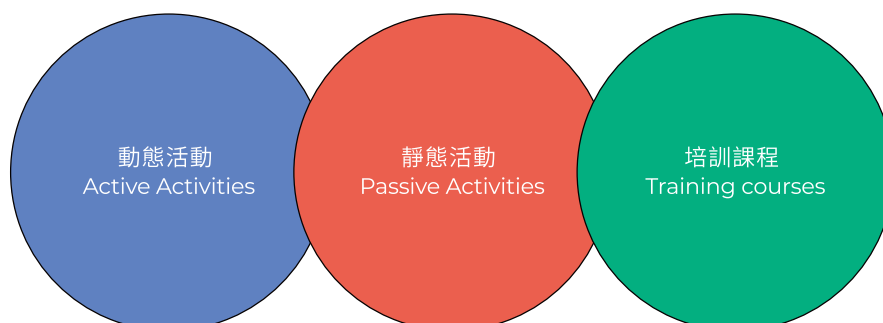
### Proposed Framework #1 : Self Sustainable Fundraising Campaign



階段 Stages	參加者 Participants	目標 Objective
社區工作坊 Community Workshop	<ul style="list-style-type: none"> <li>· 中心會員</li> <li>· 區內幼稚園 / 小學學生</li> <li>· Centre members</li> <li>· District Kindergarten / Primary school students</li> </ul>	<ul style="list-style-type: none"> <li>· 共同設計一個活動包裝或最終能變賣出售的商品</li> <li>· Co-create design for a campaign packaging or a tangible good that can eventually be monetised and sold</li> </ul>
比賽 Competition	<ul style="list-style-type: none"> <li>· 公眾</li> <li>· Public</li> </ul>	<ul style="list-style-type: none"> <li>· 網上公眾投票選出一個入圍作品，為活動作小量生產</li> <li>· 間接增加網上平台的用家流量</li> <li>· Online public voting to pick one finalist for low volume production for the campaign</li> <li>· Indirectly increase traffic to online platform</li> </ul>
籌款活動 Fundraising Campaign	<ul style="list-style-type: none"> <li>· 設計師 / 設計系學生</li> <li>· 非政府組織</li> <li>· Designers / Design Students</li> <li>· NGOs</li> </ul>	<ul style="list-style-type: none"> <li>· 把入圍者的創作變成小量生產的商品</li> <li>· 與其他非政府組織合作，贊助或減輕產品成本和 / 或商店上架費，並分享收入。收入可保留用作下一次籌款活動的經費（自負盈虧）</li> <li>· 推廣非政府組織、有關理念和 GOActive 平台</li> <li>· Transfer finalist's creation into low-volume production goods</li> <li>· Work with other NGOs to compliment and alleviate product cost and/or store rack cost and splitting the revenue. Revenue can be kept for the operations of the next fundraising campaign (self-sustaining)</li> <li>· Promote NGOs, the initiative and GOActive Platform</li> </ul>

## 建議框架 #2：包含各年齡層的可持續活動

### Proposed Framework #2 : All-age Friendly and Sustainable Events



階段 Stages	參加者 Participants	目標 Objective
動態活動 Active Activity	<ul style="list-style-type: none"> <li>· 中心會員</li> <li>· Centre members</li> </ul>	<p>舉辦一個戶外活動，讓會員帶走或創作一些可用於靜態活動的物品</p> <p>An outdoor activity that involves members to bring back or create certain goods that can be used for the passive activity</p>
靜態活動 Passive Activity	<ul style="list-style-type: none"> <li>· 中心會員</li> <li>· 區內幼稚園學生</li> <li>· Centre members</li> <li>· District Kindergarten students</li> </ul>	<p>使用在動態活動中收集或創作的物品，與幼稚園學生共同創作可以帶回家而有用或耐用的物品，如手提袋、植物等</p> <p>Use collected or created goods from the active activity to co-create with kindergarten students goods such as tote bags, plants etc that can be brought home and is useful or lasts</p>
培訓課程 Training Courses	<ul style="list-style-type: none"> <li>· 中心職員</li> <li>· 中心會員</li> <li>· Centre Staff</li> <li>· Centre members</li> </ul>	<p>中心職員對會員進行培訓，使其掌握所需的知識，讓他們在下次類似的活動中成為助理，甚至是導師</p> <p>Centre staff will train members of the knowledge that needs to be acquired for the members to become assistant or even core instructor for the next event that uses the same framework</p>

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該中心選擇了建議框架 #1 (可自行持續的籌款活動)，因其性質屬自負盈虧，活動產生的收入可用於舉辦下一次活動。他們也認為，活動有比賽元素，可以鼓勵參加者更投入參與，有助推廣 GOActive 平台。然而，如上所述，因疫情關係，活動最終並沒有執行。有關該活動的所有內容可參閱附錄三。

The Centre had chosen to go with the fundraising campaign framework #1 - due to its self-sustaining nature, revenue generated can be used for the next fundraising campaign or event. They also believe that it could encourage participants to be more involved (due to the competition aspect), and allow a greater promotion for the platform. However, as mentioned above, due to the pandemic, this event was eventually not executed. Please refer to Appendix III to see all the contents created for the campaign.



# 設計原則的應用

Design Principles Implementation



# 6

## 設計原則的應用 Design Principles Implementations

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### 6.1 現有會員和非會員的工作坊結果

#### Existing and Non-Member Workshop Findings

- A. 中心的價值觀 Centre's Value
- B. 年齡資格 Age Qualification
- C. 實體與網上付款 Physical vs Online Payments
- D. 資訊清晰度 Information Clarity
  - D.1 內容的版面設計 Content Layout
    - D.1.1. 結構層次 Hierarchy
    - D.1.2. 慣用格式 Instinctual Content
    - D.1.3. 一致性 Consistent Elements
    - D.1.4. 精簡措辭及行動指示 Wording Simplification / Call to Action
    - D.1.5. 圖片與資訊的比例 Picture and Information Proportion
  - D.2 行動與回應 Action and Reaction
    - D.2.1. 即時回應 Immediate reaction after action
    - D.2.2. 引導式行動指示 Action from Lack of Action
  - D.3 顏色 Colour
    - D.3.1. 可讀性 Legibility
    - D.3.2. 含義 Connotations
  - D.4 說明 / 指引 Instructions / Guidance
    - D.4.1. 說明 Instructions
    - D.4.2. 指引 Guidance

### 6.2 職員工作坊的結果

#### Staff Workshop Findings

- E. 活動管理功能 Event Management Features
- F. 會員管理功能 Member Management Features
- G. 一般設定功能 General Settings Features
- H. 日誌 / 編輯管理功能 Blogging/Editorial Management Features

# 6.1 現有會員和非會員的工作坊結果

## Existing and Non-Member Workshop Findings

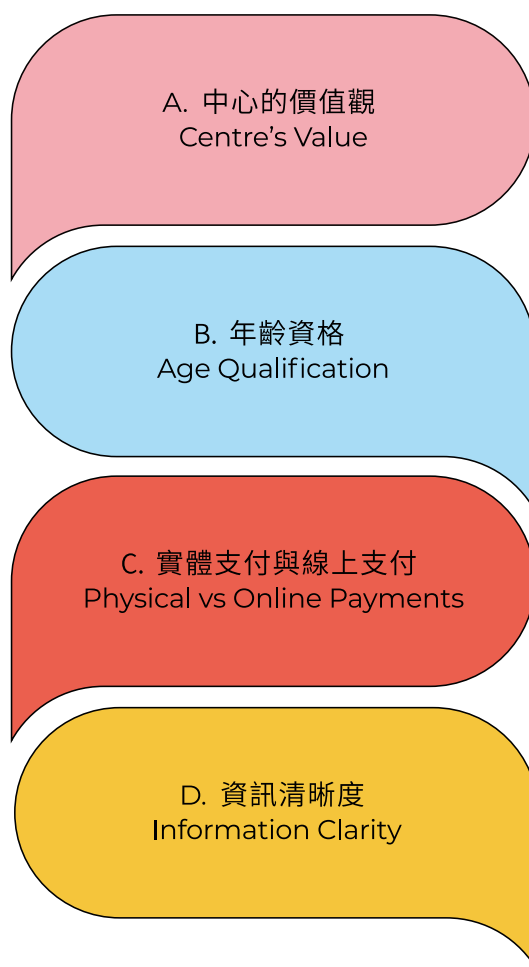
在現有會員和非會員參與的工作坊上，有四個主要議題經常出現。

Four main topics came up regularly in the user engagement workshops with existing members and non-members.

現有會員和非會員的工作坊發現

**Workshop findings for existing and non-members**

► 圖 11 figure 11



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## A. 中心的價值觀

### Centre's Value

非會員特別關注中心的價值觀。由於這個平台將是他們與中心的第一個接觸點，因此在瀏覽平台之前，必須讓他們可以了解中心的價值觀。有關價值觀的文案應該是簡短的句子，方便用家不需花太多時間閱讀便能理解。

這讓設計顧問有機會提醒中心重新考慮其價值觀的優先次序，以為他們的平台建議精煉的標語，吸引新會員加入。正如 4 章中提到，中心不經意地因為其跨代活動而吸引了新會員一樣。

Non-members paid particular attention to the Centre's value proposition. As this platform would be their first touchpoint with the Centre, it was crucial for them to further understand its value before navigating the platform. The copywriting for the value should only be a short sentence and should not require much reading to understand.

This provided the design consultants an opportunity to remind the Centre to prioritise their values and suggest a short yet concise phrase for their platform to attract new members. As mentioned in section 4, the Centre, unknowingly, had already been attracting new members due to their intergenerational activities.

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## B. 年齡資格

### Age Qualification

在不同的簡介工作坊上，年齡資格都是一個引起熱烈討論的話題，特別對非會員而言。他們建議中心應為不同年齡組別人士提供活動，好讓更多人能夠參與。從設計的角度來看，平台有必要加入一個部份說明參與活動的年齡資格，以便潛在參加者知道他們是否適合參加。

Age qualification was a topic of discussion in many of the introductory workshops, especially for non-members. They suggested that the Centre should offer a full range of activities based on different age groups – activities should be accessible to more people. From the design point of view, it was essential to implement a section informing the age qualification for each event to help potential participants consider whether they were “qualified” to attend.



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## C. 實體支付與線上支付

### Physical vs Online Payments

GOActive 作為一個網上平台，為用家提供網上報名和支付活動費用（信用卡或其他形式的線上支付）的渠道似乎十分合理。然而，大多數現有會員和非會員仍然不信任網上支付方式，害怕資訊和身份會被盜用。這導致參加者在網上報名活動後仍需親身到中心付費才能正式完成報名程序。

有工作坊參加者建議中心開設在 7-11 便利店用八達通支付的渠道。他們認為八達通需要人手增值，比較類似實體支付。最後，到 7-11 便利店支付似乎是眾多提議中最好的選擇，對於用戶來說最為方便。

可是，由於中心的行政限制，GOActive 平台上最後並沒有應用到 7-11 便利店的支付方式。請參閱「未來發展潛能」一節（8 章），看看如果要應用便利店支付方法，平台會有何變化。

非會員也建議可以舉辦一些免費的活動，以便他們親身體驗中心活動的質素。在向中心反映後，中心表示即使是免費活動，參加者仍需要有中心的會員資格才能參與。換句話說，他們仍需先登記成為會員並支付會員費。

As GOActive was conceived as an online platform, it seemed appropriate to implement a payment gateway for users to virtually register and pay for the events (credit card or other forms of online payment). However, most of the existing members and non-members still did not trust online payments and were afraid of information and identity theft. The biggest issue at this point was that the only way to pay for an event was for the participant to do it in-situ at the Centre.

Many suggested the possibility of paying at 7-Eleven convenience stores with their Octopus card which they considered a physical payment form as it needs to be topped up manually. In the end, 7-Eleven payment seemed to be the best choice as it was convenient for the users.

Unfortunately, due to the Centre's administrative reasons, the 7-Eleven payment was not implemented into the platform. Please read "Further Potential of the Platform" (section 8) to see how the platform could have looked if the convenience store payment was implemented.

Non-members also suggested the possibility of free event trials to have the opportunity to experience the quality of the activities first. After reflecting this to the Centre, it was decided that first-time participants must still first pay to register as a member even if the event is free.

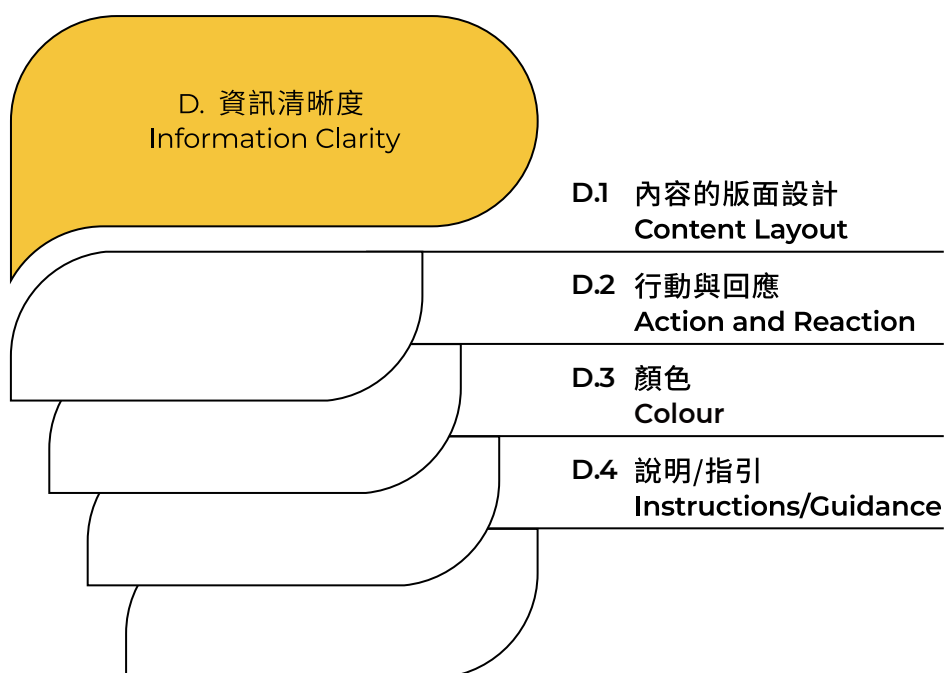
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## D. 資訊清晰度

### Information Clarity

數碼平台應該是方便所有年齡層的用家使用的。設計平台時對於登錄頁面及整個使用流程都必須要有周全考慮，確保用家可以流暢地瀏覽平台，不會覺得卡住或感到困惑。否則，一個糟糕的設計會加重職員負擔，使他們需要為用家解決問題，甚至有機會加速新會員的流失。以下內容是有關確保平台資訊清晰度而採納的設計元素和考慮因素。

The digital platform has to be all-age friendly and easy to use. Like other digital platforms, it was important that the onboarding and the overall user flow were well thought off to ensure that the users could smoothly navigate the platform without feeling stuck and confused. Otherwise, a bad design would have a negative impact on the staff having to solve the user problems and increase the drop off rates of new members. The following describes the design elements and considerations taken to ensure the information clarity of the platform.



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## D.1 內容的版面設計

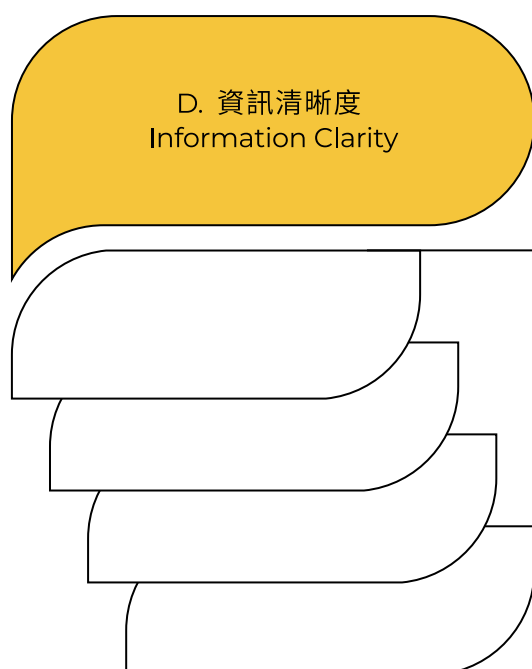
### Content Layout

內容版面設計 / 結構層次是指根據現有會員和非會員的回饋而確定的內容優先次序。內容在螢幕中的位置，以及它們之間的關係非常重要，對網站的可用性有直接影響。

以下內容根據收集到的意見和見解，展示及解釋採用這些用戶介面 (UI) 及用戶體驗 (UX) 設計的原因。

The concept of content layout/hierarchy in this context refers to the content prioritisation based on existing and non-members' feedback. The position of elements within the screen and the relationship between them is a key aspect and can directly condition the level of usability of the website.

Below we showcase and explain the reasoning behind several design choices regarding the UI (User Interface) and the UX (User Experience) based on the user feedback and insights gathered.



#### D.1 內容的版面設計 Content Layout

- D.1.1 結構層次  
Hierarchy
- D.1.2 慣用格式  
Instinctual Content
- D.1.3 一致性  
Consistent Elements
- D.1.4 精簡措辭  
Word Simplification
- D.1.5 圖片與資訊的比例  
Picture and Information Proportion

## D.1.1

### 結構層次 Hierarchy

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#### 主頁 Home Page

從登陸頁面（即主頁）開始，在整個網站設計的過程中，我們向用家展示及測試了幾種不同的方式。

圖 12 和 圖 13 中展示了兩種設計方案，兩者都優先考慮了中心主張的理念。圖 12 的外觀較有現代感，有一個歡迎用家的全屏幕橫幅。但這個方案最大的缺點是需要有特定長寬比的高質素圖片，要是有多名職員負責更新網站，就難以保證每次都有符合要求的圖片。

基於以上原因，我們選擇了圖 13 的方案。這個方案令宣傳中心理念的文字和橫幅圖片相互獨立，職員可靈活地選擇橫幅圖片，同時保持文字不變。橫幅中的圖片長寬比更接近現在的手機和相機的輸出格式，在更新橫幅時可以大大減少編輯的需要。

Starting with the Landing Page also called Home Page, throughout the development process we experimented with several design choices that were shown and tested with the users.

In figure 12 and figure 13 two design options are presented. Both prioritise the Centre's value proposition. Figure 12 has a modern look with a full-screen banner that welcomes the users. The biggest drawback of this option is the need to have great quality pictures of a particular aspect ratio being this an aspect that is hard to control when having multiple staff updating the website.

Given the previous statement, figure 13 was the option chosen. This option allows the value proposition text and the banner pictures to be independent of each other, providing the staff with flexibility in choosing their banner pictures while keeping the text always the same. The pictures in the banner have an aspect ratio closer to the output format of the nowadays mobile phones and cameras, minimising the need of edits when updating the banner.

全屏幕橫幅圖  
Full Screen Banner

► 圖 12 figure 12



緊湊型橫幅  
Compact Banner

► 圖 13 figure 13



此外，有些用家不知道在圖 12 的全屏幕橫幅中，他們需要向下滾動螢幕才能看到內容，導致他們卡在這個頁面中。另一方面，圖 13 中的緊湊型橫幅允許下面的內容同時顯示在螢幕上，使用家知悉和理解頁面下有更多的內容。

[ WCAG22 要求:2.4.6 標題和標籤 ]

It is also important to mention that some users did not acknowledge that in the full screen banner in figure 12 they had to scroll to see the content, getting in many cases stuck on this page. On the other hand, the Compact Banner on figure 13, allows for the content underneath the banner to be displayed on the screen at the same time, facilitating the acknowledgement and understanding that there are more elements on the page when scrolling down.

[ WCAG22 Requirements: 2.4.6 Headings and Labels ]

## 活動頁面 Event Page

活動頁面包含了所有活動相關的資訊。正如在「項目發展的各個階段」一章中提到，在簡介工作坊上，我們要求現有會員和非會員排列活動細節（活動日期、資訊、價格等）的重要次序。不同小組排列的順序非常相似，只有價格有不同的位置（圖 14）。

圖 14-17 展示了工作坊參加者對活動頁面安排的意見。

The event page consists of the page where all the event related information is presented. As mentioned in the “Stages of Project Development” chapter, during the introductory workshops, current members and non-members were asked to arrange the event details (event date, information, price, etc.) in order of importance. The hierarchy chosen by the different groups was very similar and only the pricing had different positions (figure 14).

Figure 14-17 showcases the final arrangement of the event page from the workshops based on the participants' inputs.

### 重要資訊 Important Information

► 圖 14 figure 14



「重要資訊」是需要放在活動頁面頂部的資訊，方便用家能快速閱讀和理解。這些資訊是年輕長者決定會否進一步了解該活動的關鍵。

參加者還提出希望在活動頁面上添加一項關於「參加資格」的資訊 (圖 15)。這個項資訊可以讓用家知道參加活動是否有任何先決條件，或者活動是否只為某個年齡層的人士而設。

報名按鈕最終設置於活動頁面右下角的固定位置中。這樣即使用家向下滾動活動頁面時，也隨時可以找到報名按鈕。

在工作坊上，原先的設計並沒有任何具體的區塊顯示活動的難度或資格，因為設計師假設「活動描述」內會有相關說明。然而，會員和非會員都表示，這個資訊是他們決定是否報名的關鍵之一，因此最好把這個資訊分開，以便他們確認自己是否能夠參加活動。

The “Important Information” are pieces of information that needs to be placed at the top of the event page for quick reads and access - these are must-have information the young olds would need to decide whether they would carry on to read further about the event.

The participants also requested adding another block to the page to describe “eligibility” for the events (figure 15). This field could let the users know whether there were any prerequisites for the event or whether the event was catered for a certain age group.

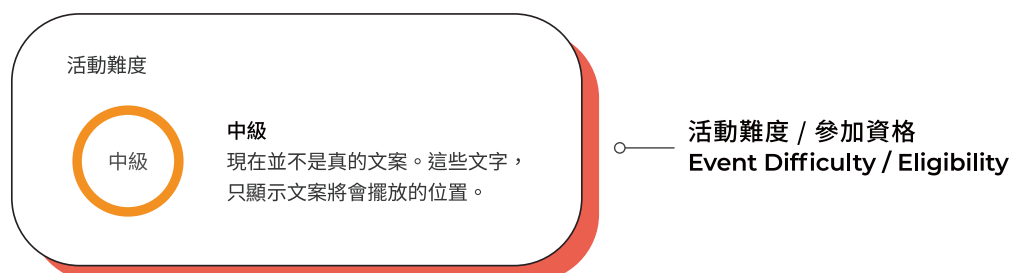
We also decided that it may be best for the registration button to be a fixed block at the bottom right corner of the event page. Therefore it is easily accessible even when the users are scrolling down to read the event's information.

There was no specific block in the workshop that indicates the event's difficulty or eligibility, as it was assumed that it would be combined with the "event description" block. However, both members and non-members voiced that this information is one of the critical aspects of decision making. Thus it is better to separate it for immediate legibility.

## 重要資訊 (活動難度及參加資格)

### Important Information (Event Difficulty and Eligibility)

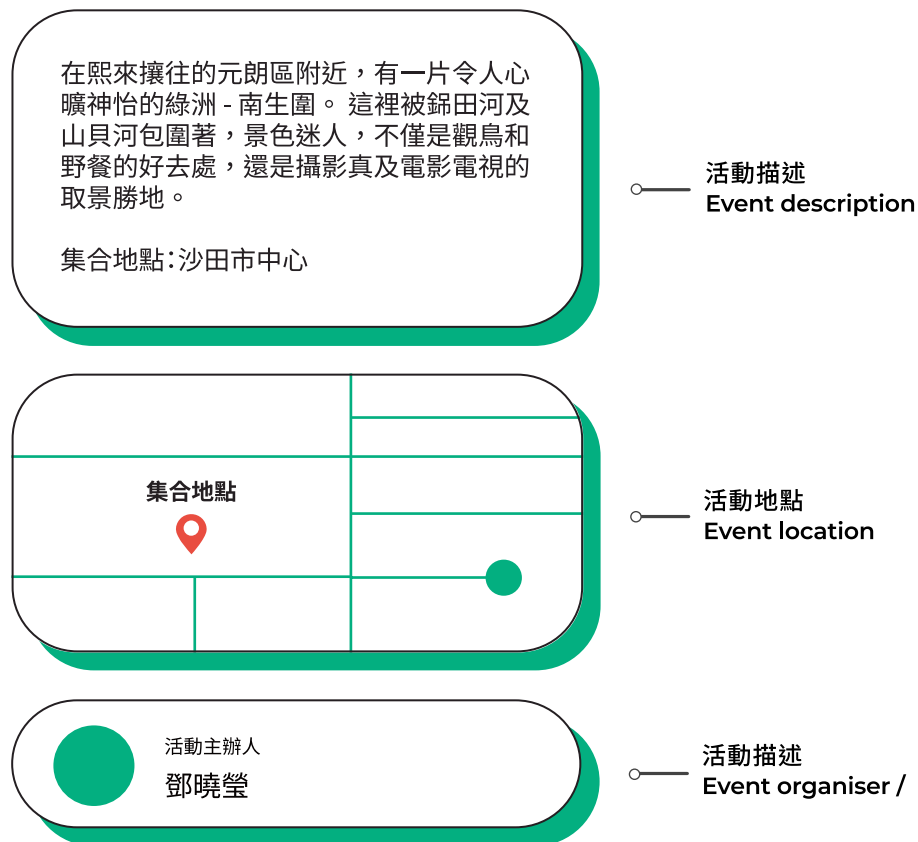
► 圖 15 figure 15



## 次輪資訊

### 2nd Tier Information

► 圖 16 figure 16



次輪資訊讓年輕長者閱讀更多關於活動的資訊，並決定是否最終報名參加該活動。

「額外資訊」是不一定影響決定的資訊。但在某些情況下，這些資訊也對年輕長者很有用，例如方便他們將活動分享給朋友，或導向和探索其他類似的活動。

由於中心在私隱和動機方面有所顧慮，所以「活動名額」和「已報名的參加者」兩個區塊沒有落實。例如，如果用家看到活動的報名人數很少，或者他們的朋友都沒有報名參加該活動，可能會減低他們參加該活動的意願。

The 2nd tier information allows the young olds to read more about the event and decide whether to finally register for the event.

“Extra information” are information that will not necessarily affect the decision making but in some occasions it is good for the young olds to be able to share the event to their friends easily and also navigate and explore for other similar events.

The “occupancy of event” and “participants that has registered to the event” blocks are not implemented as some privacy and motivation concerns were raised by the Centre. For example, if users see that not a lot of people have registered or none of their friends have signed up to the event, it may demotivate them to register for the event.



## 額外資訊 Extra Information

► 圖 17 figure 17



## D.1.2

### 慣用格式

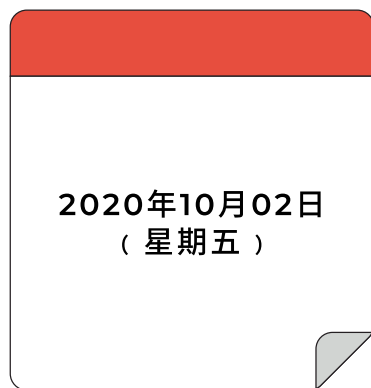
#### Instinctual Content

「慣用格式」是指目標使用者日常會看到的資訊版面設計，或者只是讓他們容易記住或找到的內容。

Instinctual content refers to information layouts that our target end-users may encounter daily or simply content that is easy for them to remember or find.

#### 日期格式

##### Date Formatting



► 圖 18 figure 18



► 圖 19 figure 19

顯示活動的日期時，我們發現圖 18 中的日期格式太長，難以快速閱讀。通過幾次測試，我們發現用家對圖 19 中顯示的設計格式更為熟悉。

[ WCAG22 要求: 2.4.6 標題和標籤 ]

When displaying dates for the events, it was observed that the format in figure 18 was too long and it is not easy to read the content quickly. Through several usability tests, it was determined that the target end-users were more familiar and comfortable with the design format displayed in figure 19.

[ WCAG22 Requirements: 2.4.6 Headings and Labels ]

## 登錄資料 Login Information

人們往往容易忘記登錄資料。為了盡量減少忘記登錄資料的機會，平台以用家的電話號碼作為「用戶名稱」，因為它是一個獨特的用戶資料，可憑直覺記住／更難忘記（圖 20）。至於密碼，最重要的是簡單又安全。我們要求密碼需要至少六個字元，而且至少有一個英文字母和一個數字。

Login details tend to be easy to forget, to minimise the chances of forgetting the login information, the platform uses the user's phone number as the "username" because it is a piece of unique user information that may be more intuitive/harder to forget (figure 20). In regards to the password, it was essential to keep it safe yet simple. The requirements are that the password needs to be at least six characters, and it needs to have at least one character and one number.



► 圖 20 figure 20

## 活動搜索和過濾 Activity Search and Filter

與登錄頁面一樣，平台越令人容易掌握，目標用家的接受度就越高。從問卷調查和工作坊中可以看出，有很高比例的潛在用戶精通使用 WhatsApp 和熟悉表情符號。在整個平台的應用中，表情符號被用來描述不同的活動類別，因為它們的意思更明確、更容易令人理解。個字元，而且至少有一個英文字母和一個數字。

另一方面，將表情符號用於活動搜尋網頁面 (圖 21)，可以方便職員在將來更新或添加新類別。他們既不需要花時間設計一個全新的圖示，又可以保持視覺上的一致性。

Login details tend to be easy to forget, to minimise the chances of forgetting the login information, the platform uses the user's phone number as the "username" because it is a piece of unique user information that may be more intuitive/harder to forget. In regards to the password, it was essential to keep it safe yet simple. The requirements are that the password needs to be at least six characters, and it needs to have at least one character and one number.

On the other hand, using them for the Activity Search page (figure 21) makes it easy for the staff to update or add new categories in the future. They do not have to spend time designing a completely new icon, and visual consistency can be kept.



► 圖 21 figure 21

### D.1.3

## 一致性

### Consistent Elements

一致性是指在整個平台上各元素要維持相同位置、顏色、形式和功能，以確保用家瀏覽和行為的一致性。這有助使用者在促進導航和理解行為的元素之間建立精神上的關係，對於優良的用戶體驗非常重要。

Consistent elements refer to elements that are kept in the same position, colour, form, and function throughout the platform to maintain navigation and behaviour consistency. This aspect is very important for a good user experience as users are able to create mental relationships between elements facilitating the navigation and understanding behaviours.

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#### 活動詳情頁面 Event Detail Page

#### 固定的懸浮按鈕 Fixed Floating Button

固定的懸浮按鈕是一種在螢幕上長期保持在同一位置的按鈕，通常在最頂層。當用家滾動頁面時，只有頁面內容在移動，行動按鈕並不會移動，而且滾動螢幕也不會影響按鈕的位置。當鍵盤出現時，按鈕仍然會出現在它的正上方。

[ WCAG22 要求：2.1.1 鍵盤 ]

A fixed floating button is a type of button that stays always in the same position on the screen, usually on the top layer, when you scroll the page, the button does not scroll but only the content of the page, being independent of the scrolling. When the keyboard is visible, the button remains right on top of it.

[ WCAG22 Requirements: 2.1.1 Keyboard ]

考慮到頁面的一致性，在活動詳情頁面中（圖 22），報名用的按鈕永遠懸浮在螢幕的右下角。此外，按鈕的形狀是一個帶有圓角的矩形，這個形狀有助用家快速識別到它。該按鈕只有在活動或用家的狀態改變而轉變顏色——當它是一個可按下的按鈕時，它寫著「按此報名」；當活動已額滿時，按鈕會變成紅色；

Keeping consistency in mind, within the Event Detail Page (figure 22), the action button for registration is always floating at the bottom right corner of the screen. Additionally, the button shape is always a rectangle with fully rounded corners to help the user quickly identify it. Only its colour changes based on the status of the event or the user – when it is a pressable button, it says "Press here to register", when the event is full, the button

► 圖 22 figure 22



懸浮的報名按鈕  
Floating Sign-up Button

即使用家向下滾動螢幕閱讀更多活動資訊，按鈕仍然出現在同一地方  
Still floating at the same place even though user is scrolling down to read more about the event

而當用戶已經報名參加特定活動時，按鈕變成較透明的藍色，表示它不能被按下，並寫著「已報名」。

使用固定的懸浮按鈕可確保用家接收到明確的行動呼籲，同時讓他／她可以繼續滾動頁面，並在準備好時採取行動。

[ WCAG22 要求：1.3.3 感官特徵，2.1.1 鍵盤，3.2.3 一致的導航 ]

turns red, and when the user has already registered for the specific event, the button is muted changing to a lower opacity blue to indicate that it cannot be pressed and it says "already registered."

Using fixed floating buttons ensures that the user has a clear call of action at the same time that he/she can scroll through the page and trigger the action when ready.

[ WCAG22 Requirements: 1.3.3 Sensory Characteristics, 2.1.1 Keyboard, 3.2.3 Consistent Navigation ]



當活動已額滿，按鈕會變成紅色  
Floating button turns red when it is fully booked



用戶已報名時，按鈕會變成較透明的藍色  
Floating button turns muted blue when users have already signed-up for the event



## 標籤系統

### Tab Navigation System

在設計活動詳情頁面時，不同的用戶很明顯有不同的需求，而且沒有必要在一個頁面中提供所有資訊。因此，活動資訊被分在不同標籤中：活動資訊、活動地點和活動策劃（圖 23）。

「活動資訊」標籤內包含關於活動的主要資訊，而這些資訊都是就工作坊的討論結果而定的。標籤系統在所有的活動詳情頁面中都是明顯而一致的，它還可讓用戶快速瀏覽所有資訊，而不需要向下滾動螢幕太多才看到。

[ WCAG22 要求：3.2.3 一致的導航 ]

When designing the Event Detail Page, it was evident that different users had different needs, and it was not necessary to have all the information in one page. The event information was separated into three umbrella blocks: event information, event location, and event organiser and the information was separated in tabs (figure 23).

The main information about the event was placed on the "event information" tab and its content was defined throughout the several workshops and user engagements. The tab system is apparent and consistent in all the Event Detail Pages. It also allow users to quickly overview all the information without having to scroll more down too much.

[ WCAG22 Requirements: 3.2.3 Consistent Navigation ]

► 圖 23 figure 23





## 從初版設計改良 First Design Iteration

以下是幾個以前的活動詳情頁面設計。如圖 24 所示，頁面並沒有固定的懸浮按鈕，而是在底部功能表之上有一個固定的區塊，列出活動的價格和報按鈕。這個設計是聽取非會員意見（他們提出價格的重要性）後的首個設計。但當現有會員看到它時，他們認為沒有必要強調活動價格。

這個設計還有另一個問題，就是底部的功能表和價格 / 報名按鈕區塊共佔據了螢幕的約四分之一，用家因此很難看到頁面上其他資訊。

The following is an example of a previous design for the Event Detail Page. As illustrated in figure 24, instead of a floating button, a fixed block on top of the bottom navigation bar was implemented containing the event's price along with the action button. This design was first implemented after listening to the non-members, who suggested the importance of pricing. Still, when the current members saw it, they felt it unnecessary to make the price so obvious.

An additional problem with this design is that the combination of the bottom menu bar and price/action button block was occupying about 1/4 of the screen, making it difficult for the users to see the information on the page.

► 圖 24 figure 24



## 底部導航功能表 Bottom Navigation Menu Bar

儘管 GOActive 是一個網站式的平台，但由於用家習慣使用 WhatsApp 等應用程式，為了配合用家的經驗，這個平台中的部分元素需要與應用程式的設計相約，令它看起來像一個應用程式。

因此，主導航功能表模仿了應用程式的設計和定位，並設置在頁面的底部，讓用家可以隨時看到（圖 25）。

[ WCAG22 要求：3.2.3 一致的導航 ]



► 圖 25 figure 25

Despite GOActive being a web platform, to match the experience the users were accustomed to with applications like WhatsApp, it became essential to keep certain elements looking like a native app.

For this reason, the main navigation menu was designed and positioned mimicking a native app, it is always visible and positioned at the bottom of the page (figure 25).

[ WCAG22 Requirements: 3.2.3 Consistent Navigation ]

當用家瀏覽不同頁面時，相應的圖示和文字將變成平台的主要顏色——橙色；而導航功能表中的其他圖示則保持深灰色。這種對比有助使用者清楚知道自己所在的頁面。

[ WCAG22 要求：2.4.11 焦點外觀 (最小) ]

開啟鍵盤時，導航功能表會自動移動到鍵盤的頂部，使用家任何時候都能看到它。

[ WCAG22 要求：2.1.1 鍵盤 ]

When navigating to different pages, the corresponding icon and wording will change its colour to the platform's accent colour –orange. The rest of the icons in the navigation bar stays dark grey. This contrast helps indicate the active page clearly for the users.

[ WCAG22 Requirements: 2.4.11 Focus Appearance (Minimum) ]

When the keyboard appears on the screen, the navigation menu automatically moves to the keyboard's top, allowing it to be visible at all times.

[ WCAG22 Requirements: 2.1.1 Keyboard ]

在每個頁面的底部，都有中心的聯絡資料，包括中心地址、開放時間，以及以電話、WhatsApp 和 Facebook 直接聯絡中心的三個捷徑。這種一致性對於確保用家熟悉這個平台非常重要，同時方便用家在有需要幫助時可以盡快與中心職員聯絡。

[ WCAG22 要求：3.2.3 一致的導航 ]

At the bottom of every page, there is a footer with the Centre's contact information. It has the Centre's address, opening hours, and it also has three shortcuts for direct contact via phone, WhatsApp, and Facebook. This consistency is essential to ensure familiarity, at the same time that they provide a quick and useful escape when the user needs help or wants to quickly get in touch with the Centre's staff.

[ WCAG22 Requirements: 3.2.3 Consistent Navigation ]



► 圖 26 figure 26

## 主頁和返回按鈕 Home and Return Button

在整個網站的每一個頁面中，有兩個按鈕一直出現在螢幕頂部，GOActive 標誌的兩側。在標誌左邊，有一個返回的箭頭按鈕，讓用家回到上一個頁面；在標誌右邊，有一個主頁圖示，用家可以按這個圖示返回主頁（圖 27）。這兩個按鈕能確保用家在任何時候都不會感到迷失，即使他們到訪了不需要的頁面，也可以快速退出和返回。兩個按鈕的顏色會根據頁面的背景顏色而改變，確保它們清晰可見。

[ WCAG22 要求：3.2.3 一致的導航 ]

Throughout every page of the website, two navigation elements are always kept at the top of the screen on both sides of the GOActive logo. On the left side, there is a back arrow that allows the user to go back to the previous page they had visited. On the right side, there is a home icon that the user can press to go back to the home page (figure 27). These elements were included to make sure that the users did not feel lost at any step, always having a quick exit and return in case they had visited an unwanted page. The icons change in colour depending on the background of the specific page to ensure visibility.

[ WCAG22 Requirements: 3.2.3 Consistent Navigation ]



► 圖 27 figure 27

## D.1.4

### 精簡措辭及行動呼籲

#### Wording Simplification / Call to Action

在幾個工作坊中，參加者表示螢幕上的文字盡量縮短，配合他們瀏覽網站時有限的專注度。如果螢幕上文字過於冗長，而且並非自己主觀認為必須要閱讀的文字，那麼潛意識就會阻止他們繼續閱讀。在設計平台的過程中，網站上的文字在長度和意思上都經過反覆修改，使其更直接和容易明白。

Throughout several workshops, the participants expressed the importance of minimising the amount of text on the screen. The main reason being related to their attention span that subconsciously could stop them from reading all the text on the screen if they were wordy and not subjectively identified as necessary. Throughout the development process, several texts on the website were altered in their length and their meaning, keeping them more straightforward and understandable.

行動按鈕

Action Buttons

按此報名

Press to Register

圖 28 中顯示的按鈕就是一個用字過多的例子。由於懸浮按鈕上的字數太多，參加者並沒有將之識別為一個按鈕，並下意識忽略了它。當措辭經過簡化，它在概念上和行動上也更容易被人理解成一個按鈕。

A good example of excessive wordiness is the button displayed in figure 28. Given the number of characters on the floating button, the participants did not identify it as a button, and subconsciously ignored it. With the wording simplified, it was more understood both in concept and in action.



► 圖 28 figure 28

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## 活動搜尋頁面

### Event Search Page

在某些情況下，行動按鈕中的文字因為其長度和語境而令人難以理解。圖 29 顯示了活動搜尋頁面中按鈕的演變。

由於用家已意識到他 / 她在篩選活動類型後需要作進一步行動，因此這裡沒有必要用過多的文字來解釋按鈕的作用，故現在只保留了「搜尋」一詞。

On some circumstances, the text in action buttons was not understood as expected because of its length and context. In figure 29, the evolution of the button used in the Event Search page is shown.

Given that the user was already aware of the actions he/she was going through by filtering the type of events, there was no need for any excessive wording to explain the action of the button and instead, only the term “search” was kept.



► 圖 29 figure 29

## D.1.5

### 圖片與資訊的比例

#### Picture and Information Proportion

---

**圖 30** 顯示整個設計過程中幾個不同版本的活動卡設計。每張活動卡由一張圖片和特定活動資訊組成。為了決定最適合螢幕空間的比例，而且讓用家能清晰閱讀，我們考慮到以下幾個準則：

1. 圖片必須有足夠的大小來吸引用家。
2. 字體的粗幼和大小必須根據層次和清晰度保持平均的比例。
3. 文字的長度和間距必須足以讓職員寫上所有主要資訊（活動名稱、時間、日期）。
4. 螢幕上應能看到一定數量的活動卡，而不需要滾動螢幕太多。
5. 文字和圖片之間應保持良好比例，確保頁面看起來不會有太多文字，分散用家的注意力。

**Figure 30** is showing several versions of the event cards developed throughout the design process. Each card consists of a picture and description text for a specific event. To determine which proportion would fit best the space of the mobile screen and was clear enough for the user, the following criteria were considered:

1. The picture had to be of an adequate size to attract the users.
2. The text weight and size had to be evenly proportioned based on hierarchy and visibility.
3. The text length and space had to be sufficient for the staff to put all the primary information (Title, Time, Date, and Day).
4. A good number of cards should be visible on the screen without having to scroll too much.
5. A good proportion between text and picture should be kept to make sure the page did not look too wordy as it would divert people's attention.



► 圖 30 figure 30



緊密鋪排 1  
Compact v1



緊密鋪排 2  
Compact v2



資訊性鋪排 1  
Informational v1



資訊性鋪排 2  
Informational v2

我們最後選用了「資訊性鋪排 1」的排列方式，因為它能滿足大多數準則。雖然這個設計未能完全滿足上述第 4 點的要求，但我們有必要在可讀性、圖片大小和資訊版面設計之間找到一個平衡。活動卡最小闊 220px，以便使用家能夠清楚地閱讀資訊。

[WCAG22 要求：2.4.6 標題和標籤]

The card format chosen was "Informational V1" as it satisfied most of the criteria. Despite criteria number 4 not being fully satisfied, it was necessary to find a balance between legibility, picture size, and information layout. The minimum pixel size for the card should be 220px wide for users to still be able to read the information clearly.

[WCAG22 Requirements: 2.4.6 Headings and Labels]



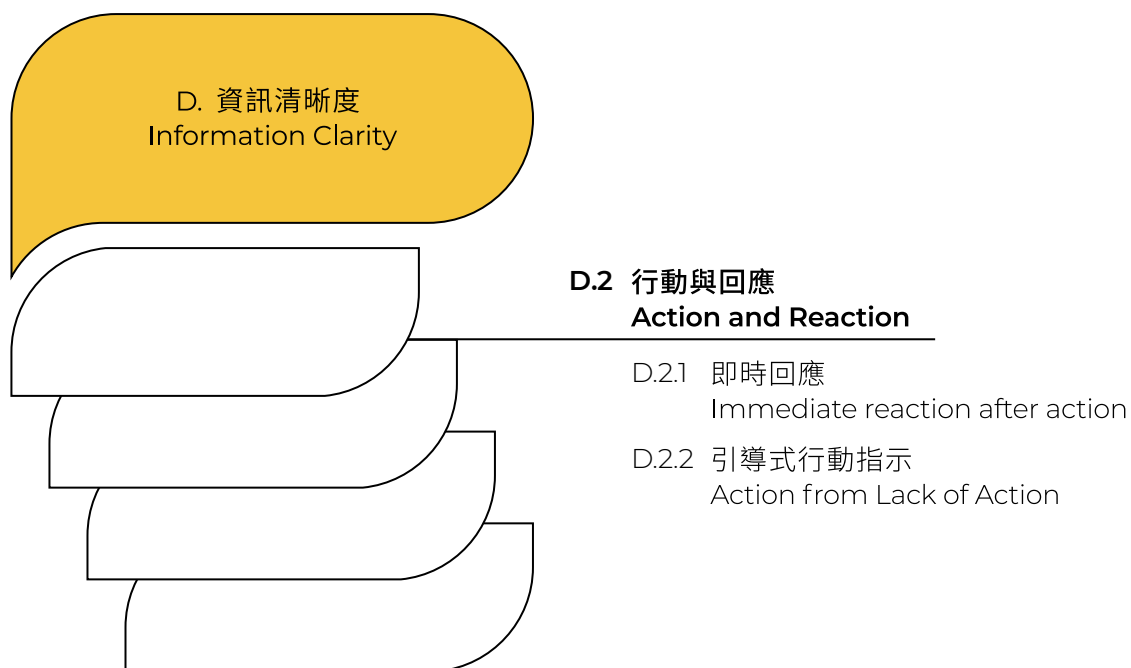
---

## D.2 行動與回應

### Action and Reaction

有時候因為伺服器及 / 或 WIFI 的速度緩慢，在用家按下一個按鈕後，如果平台沒有即時反應，有可能會增加用家的挫敗感。因此，有一個能顯示系統正在處理指示的回應是必不可少的。

Due to slow server and/or wifi, the platform's lack of responsiveness after a button or element has been pressed increases the users' level of frustration. A reactional component to showcase an action is processing is essential.



## D.2.1

### 即時回應

#### Immediate reaction after action

##### 載入頁面 Loading Page

在整個工作坊中，許多參加者在點擊行動按鈕後感到迷茫。與其他應用程式相比，該網站由一個頁面轉至另一個頁面的等待 / 載入時間較長。在載入時間內，參加者會感到困惑，以為網站沒有反應而不斷點擊按鈕。然而，不斷點擊會令頁面自動取消載入，並重新處理指令。

Throughout the workshops, many participants were disoriented after clicking on the action buttons. Compared to a native application, the waiting/loading time of the website between screens required a longer wait. During the loading time, participants' were confused and would keep clicking on the button, thinking the website is not responding. However, this constant clicking causes the page to cancel and restart the request.

► 圖 31 figure 31



為了解決這個問題，我們加入一個載入畫面，在網站處理一個指令時，阻止用家再次點擊任何按鈕（但仍然可以點擊主功能表）（[圖 31](#)）。這個載入圖示可以清楚顯示用家的指令或行動正在載入狀態，改善了用戶體驗之餘，也大大減少用家的挫敗感。

[ WCAG22 要求：4.1.3 狀態資訊 ]

To solve this issue, a loading screen was designed and implemented that blocked the user from clicking any button while a request was being processed (keeping the main navigation buttons clickable) ([figure 31](#)). This loading icon served as a confirmation that the page or action they wanted to access was being loaded, improving the user experience and reducing greatly the frustration of the users.

[WCAG22 Requirements: 4.1.3 Status Messages]



## 活動搜尋頁面 Event Search Page

行動與回應的重要性也反映在活動搜尋頁面之中 (圖 33)。在這個頁面上，用家會看到一組可選擇的圖示，代表不同的活動類別。在之前的設計中 (圖 32)，在按下類別按鈕後，只有背景顏色轉為橙色。我們觀察到，許多用家並不完全理解發生了什麼事。

經過多番修正，在最新的設計中 (圖 33)，當點擊類別按鈕時，除了背景顏色有所改變，按鈕周圍還增加了一個深橙色的邊框，並且在按鈕的右上角增加一個選取方塊，使選擇變得非常明顯。

[ WCAG22 要求: 2.4.11 焦點外觀 (最小) ]

Another example of the importance of action and reaction is presented on the Event Search page (figure 33). On this page, the user is presented with a set of selectable icons that represent different event categories. In the previous design (figure 32), only the background colour was altered after pressing the category button. It was observed that many users did not fully understand what was going on.

In the latest design iteration (figure 33), when the category button was clicked, besides the change in background colour, a dark orange border was added around the button, and a checkbox tick was also added on the top right corner of the button to make the selection very obvious.

[ WCAG22 Requirements: 2.4.11 Focus Appearance (Minimum) ]

► 圖 32 figure 32



► 圖 33 figure 33



## 更改密碼頁面 Change Password Page

## 表格導航 Form Navigation

在網站上填寫表格時，「鍵盤導航」是很重要的。當填寫一個欄位時，用戶不需要點擊下一個欄位，相反，他們只需按下鍵盤上的「換行」按鈕，游標就會移動到下一個欄位 (圖 34)。這種鍵盤功能可大大減少用家輸入錯誤或感到混亂，令用家專注於輸入相關的資訊，在填寫完所有資料後點擊確定便可。

[ WCAG22 要求：2.1.1 鍵盤 ]

An important aspect that was implemented when filling forms on the website was “keyboard navigation”. When filling a field, the user does not need to click on the next field, instead they can press the “Go” button on the keyboard and, the cursor will move to the next field (figure 34). This keyboard function minimises input errors or confusion on the users' side as they can focus on inputting the relevant information and hitting enter once everything is filled.

[ WCAG22 Requirements: 2.1.1 Keyboard ]

► 圖 34 figure 34



## D.2.2

### 引導式行動指示

#### Action from Lack of Action

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##### 活動搜尋頁面 Event Search Page

如前所述，反應過敏或缺「預期反應」是用戶體驗的主要障礙。

在活動搜尋頁面上，許多用戶在選擇了他們想要搜索的類別後，不知道下一步該做甚麼。導致這種情況的原因有幾個，例如螢幕上看不到「搜尋」的行動按鈕、一些參加者期望網站在點擊類別按鈕後會立即進行搜尋等。

為了解決這個問題，我們加入了一個向下滾動頁面的自動機制。這個機制會在用家點擊分類後開始計時，在數秒後自動滾動將頁面至「搜索」按鈕在螢幕中間（[圖 35](#)）。

As mentioned before, the responsiveness or lack of “expected response” was a major block in the user experience.

An issue experienced on the Event Search page was related to the fact that many users did not know what to do after selecting the categories they wanted to search for. Several reasons for this behaviour were discussed, from the fact that the action button to trigger the search wasn’t visible on screen to the fact that some of the participants were expecting the website to search right after clicking on the category buttons.

To solve this issue, an automated mechanism to scroll the page down was implemented. This mechanism consisted of a timer triggered after a certain amount of seconds had passed since the user had clicked on a category button, moving the page down until placing the “Search” button in the middle of the screen ([figure 35](#)).

► 圖 35 figure 35

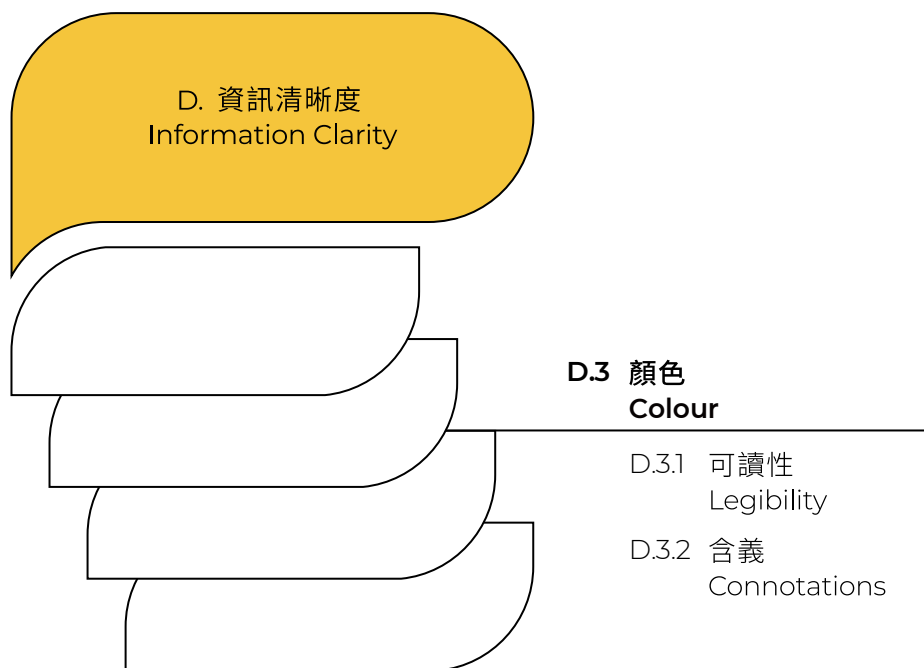


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## D.3 顏色 Colour

在設計用戶介面時，顏色有著十分重要的作用。在實際操作時，顏色會對可用性產生正面或負面的影響。它可以引導用家進入頁面的某些區域，同時也可以用來表示每個元素的不同重要程度。

Colour plays an important role when designing user interfaces. It can impact positively or negatively the usability, depending on how it is implemented. It can help lead the user to certain areas of the page at the same time that can serve to denote the levels of importance of each element.





### D.3.1 & D.3.2

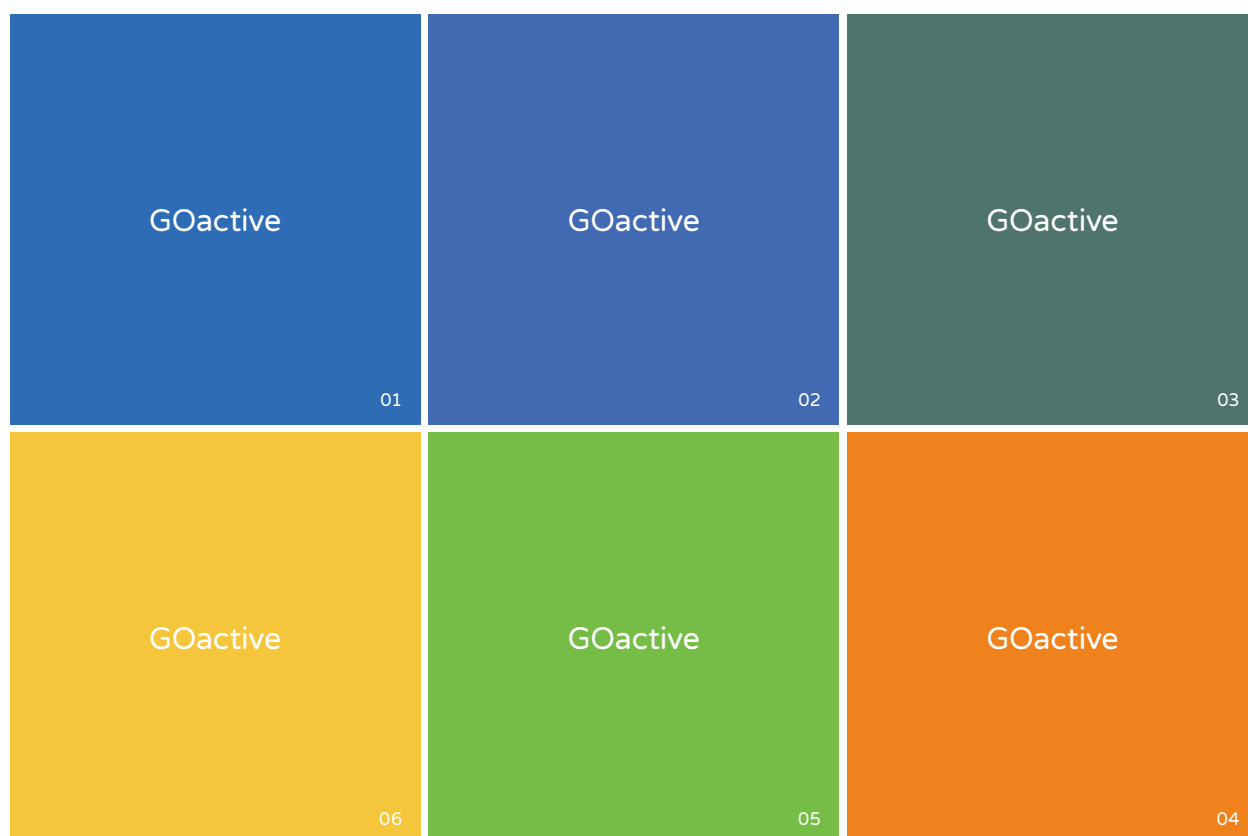
## 可讀性與含義

### Legibility and Connotations

在整個設計過程中，我們反覆測試了幾種顏色，以衡量用家的喜好和顏色對平台功能的影響。圖 36 展示了我們曾測試過的顏色。

Throughout the development, several colour iterations were tested to gauge the user preferences and the impact on their performance. Figure 36 illustrates some of the colours explored.

► 圖 36 figure 36



最早期的設計以藍色作為主要顏色，因為藍色與白色有強烈的對比，能加強可讀性（圖 37）。

儘管如此，部分長者認為藍色帶有負面含義，故比較喜歡其他顏色。

在最新的設計中，我們以橙色作主要顏色。除了因為參加者在更喜歡橙色，還因為平台名稱「GO Active」中的「GO」有「Generation Orange」的意思。值得一提的是，雖然平台廣泛使用橙色，但由於藍色和紅色更為顯眼，所以在行動按鈕和錯誤訊息中都應用上這兩隻顏色（參考 D.4 節說明和指引）。

One of the first designs used blue as the key colour, chosen for its high contrast and legibility when displayed against white (figure 37).

Despite its legibility, most of the users found the colour blue to have some negative connotations and prefer other colours.

On the latest design, orange was used as the key colour, not only because the participants visually liked it but also because of the name of the platform “GO Active” where “GO” is an acronym for “Generation Orange”. It is important to observe that despite orange being used extensively, blue and red are still used in action buttons and error messages as they are more legible (refer to section D.4 Instructions and Guidance).

► 圖 37 figure 37

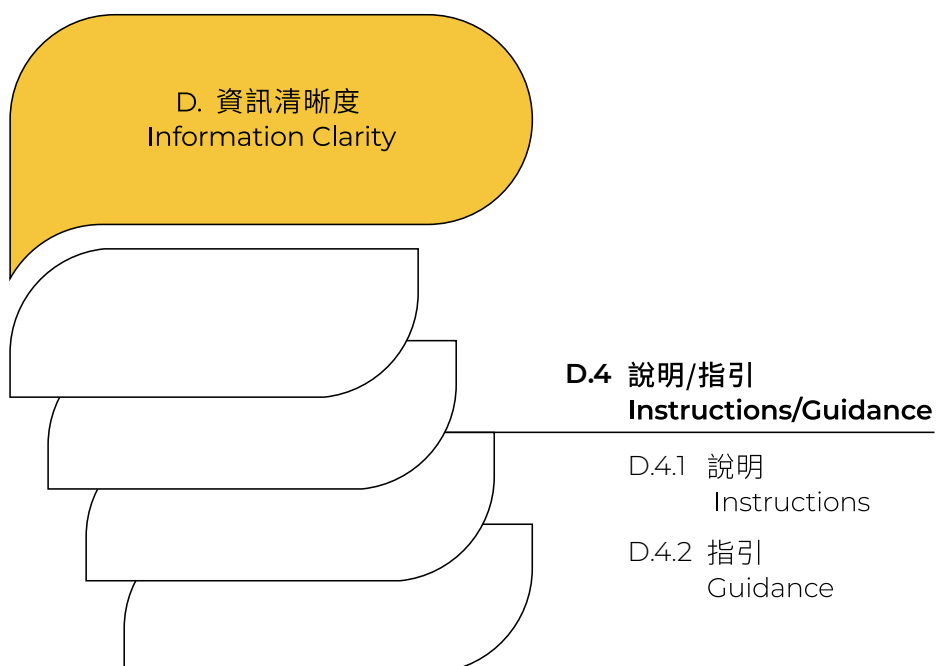


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## D.4 說明/指引 Instructions/Guidance

說明和指引是為輔助使用者瀏覽網站的文字和資訊。

Instructions and guidance are texts and information elements displayed to help the user navigate the website.



## D.4.1

### 說明

### Instructions

#### 活動報名頁面 Event Registration Page

#### 登錄 / 報名 Sign in / Sign up

在報名參加活動時，有兩個用戶流程需要考慮。

一方面，對於未登錄的用家和新用家來說，當他們嘗試報名參加一個活動時，他們會看到一個標籤系統（圖 38），讓他們選擇是否已經是會員或不是會員，標籤下的欄位會根據用家的選擇而有所不同。對於現有會員來說，他們只需要提供電話號碼和密碼。

Two user journeys were observed and considered when registering for an event.

On one side, for non-logged-in users and new users, when trying to register for an event, they are presented with a tab system (figure 38) that allows them to choose whether they are already members or they are not members, each tab has specific information to be filled based on those prerequisites. For existing members, they need to provide their phone and password.

► 圖 38 figure 38

► 圖 39 figure 39

現在會員報名前的登錄畫面

Existing member login before event registration

現有會員登錄後的報名畫面

Existing member event registration (when already logged in)

相比之下，非會員則需要提供更多資料，並且需要在活動費用之上加上每年的會員費。在整個新會員報名標籤 (圖 40) 中，對於需要特定格式的欄位，如出生日期或密碼，我們也提供說明，確保用家在任何一個步驟上都不會遇上障礙。

另一方面，如果用家已經登錄，標籤系統就不會出現在活動報名頁面上，令頁面更加簡潔 (圖 39)。

這兩個用戶流程也包括他們的「訂單」摘要，以及在行動呼籲按鈕「立即留位」之前有一段文字，解釋他們正在報名的內容，以及報名後所需作出的行動。

[ WCAG22 要求 :2.4.6 標題和標籤, 3.3.2 標籤和說明, 3.3.4 防止出錯 (法律、財務、數據) ]

In contrast for non-members, more information is required and a yearly membership cost is added to the cost of the event. Throughout the new member registration tab (figure 40), instructions are provided for fields that require a specific format like the date of birth or the password, making sure that the user does not get blocked at any step.

On the other hand, for already logged in users, the tab system is not present on the event registration page, decluttering the page (figure 39).

Both user flows include a summary of their “order” and a paragraph before the call to action button “reserve a seat immediately” that explains what they are registering for and what needs to be done right after registering for the event.

[ WCAG22 Requirements: 2.4.6 Headings and Labels, 3.3.2 Labels and Instructions, 3.3.4 Error Prevention (Legal, Financial, Data) ]

► 圖 40 figure 40

The image displays three sequential mobile app screens for the 'Go Active' app, illustrating the new member registration process.

**Screen 1: Registration Form**

- Header: Go Active
- Navigation: 會員登入 (Member Login), 新會員註冊 (New Member Registration)
- Section: 重要信息 (Important Information)
  - Text: 由於中心活動僅開放供會員參與，首次註冊會員需支付年度會費(60歲以下 = HK\$29, 60歲或以上 = HK\$21)。必須填寫資料。
- Form Fields:
  - 姓 \* (Last Name)
  - 名 \* (First Name)
  - 電話號碼 \* (Phone Number)
  - 出生日期 \* (Date of Birth) (如1960年6月1日 請填寫 1960-06-01)
  - 密碼 \* (Password) 6-20位字元，包括最少1位字母以及1位數字 (如 abc123)
  - 確認密碼 \* (Confirm Password)
- Bottom Bar: 活動搜尋 (Activity Search), 會員報號 (Member ID), 最新消息 (Latest News), 關於我們 (About Us)

**Screen 2: Event Details and Membership**

- Header: Go Active
- Form Fields:
  - YYYY-MM-DD
  - 密碼 \* 6-20位字元，包括最少1位字母以及1位數字 (如 abc123)
  - 確認密碼 \*
- Section: 確認活動詳情 (Confirm Event Details)
  - Item: 一年會員資格 (1 Year Membership) HK\$ 21
  - Item: 中環大館展覽 (Central Public Works Warehouse Exhibition)
    - 代辦(轉代) (Agent/Transfer)
    - 09/10/2020 (星期五) (Friday)
    - 下午02:30-下午04:00
  - 總費用 (Total Amount) HK\$ 150
  - 總費用 (Total Amount) HK\$ 171
- Section: 付款方式 (不適用於免費活動) (Payment Method (Not applicable for free activities))
  - Text: 請在完成登記程序後的72小時內去中心付款，否則我們將取消您的預約。(中心地址: 新界葵涌和宜合道22號 / 付款方式: 現金)
- Bottom Bar: 活動搜尋 (Activity Search), 會員報號 (Member ID), 最新消息 (Latest News), 關於我們 (About Us)

**Screen 3: Payment and Confirmation**

- Header: Go Active
- Section: 一年會員資格 (1 Year Membership) HK\$ 21
- Image: 中環大館展覽 (Central Public Works Warehouse Exhibition)
- Text: 代辦(轉代) (Agent/Transfer), 09/10/2020 (星期五) (Friday), 下午02:30-下午04:00
- Section: 總費用 (Total Amount) HK\$ 150
- Section: 總費用 (Total Amount) HK\$ 171
- Section: 付款方式 (不適用於免費活動) (Payment Method (Not applicable for free activities))
  - Text: 請在完成登記程序後的72小時內去中心付款，否則我們將取消您的預約。(中心地址: 新界葵涌和宜合道22號 / 付款方式: 現金)
- Section: 立即留位! (Reserve a seat immediately!)
- Section: 聯絡我們 (Contact Us)
  - Text: 請點擊以下選項與我們聯絡
  - Text: 中心地址: 新界葵涌和宜合道22號
  - Text: 營業時間: 早上 7:00 至 下午 8:00
- Bottom Bar: 活動搜尋 (Activity Search), 會員報號 (Member ID), 最新消息 (Latest News), 關於我們 (About Us)

## D.4.2

### 指引 Guidance

---

#### 活動報名頁面 Event Registration Page

#### 登錄 / 報名出錯指引

#### Sign in / Sign up Error guidance

在網站中，所有表格都有一個驗證使用者輸入的系統。當用家錯誤填寫一個欄位時，系統就會自動發出提示，而不需要待提交表格後才發現錯誤。這種回應可以即時指導和提醒用家，避免在輸入登錄資料時出現任何格式錯誤。

如圖 41 所示，報名表以紅色文字表示錯誤內容及建議，讓用家知道如何正確填寫表格。同樣，在圖 42 中，在提交表格後，頁面頂部顯示一個錯誤訊息，指出用家的年齡不符合參加活動的資格，故無法報名活動。

[ WCAG22 要求 :3.3.1 錯誤識別, 3.3.3 錯誤建議 ]

Throughout the website, all the forms include a system to validate the user input. This system is triggered when the user incorrectly fills a field without the need to submit the form to see the errors. This live feedback provides guidance and awareness to help the user avoid any mistakes in the data input format.

As seen in figure 41, the user registration form showcases the error suggestions in red to let the user know how to fill the form properly. Similarly, on figure 42 an error is showcased at the top of the page right after the form submission that states that the user is not eligible for this event given their age.

[ WCAG22 Requirements: 3.3.1 Error Identification, 3.3.3 Error Suggestions ]

► 圖 41 figure 41

Go Active

電話號碼\*

9558949

電話號碼需為8位數字

出生日期\* (如1960年6月1日 填填寫 1960-06-01)

YYYY-MM-DD

你輸入的出生日期為錯誤的格式

密碼\* 6-20位字元, 包括最少1位字母以及1位數字 ( 如 abc123 )

● ● ●

你輸入的密碼格式錯誤。請再次確認您輸入的密碼至少包含1位字母以及1位數字。密碼需包含至少6-20位字元。(例如 abc123)

確認密碼\*

確認活動詳情

一年會員資格 HK\$ 21

活動搜尋 會員帳號 最新消息 關於我們

► 圖 42 figure 42

Go Active

活動登記狀況 過去活動日誌

適合60歲以上

電話號碼

密碼

忘記密碼? [請按此重設密碼](#)

還不是會員? [請按此登記做會員](#)

確認活動詳情

中環大館展覽

代辦(時代)

09/10/2020 (星期五)

下午02:30-下午04:00

HK\$ 150

活動搜尋 會員帳號 最新消息 關於我們

另一個指引的例子在會員帳號頁面裡。根據長者的活動報名狀態，向用家提供幾個回饋 / 狀態資訊。

如圖 43a-c 所示，在會員帳號页面的主畫面下主要有兩個部分。一個是「尚未付款登記活動」，另一個是「已付款登記活動」。在「尚未付款登記活動」部分，用家會看到活動有以下狀態：

1. 待付款 (圖 43b) —— 這個狀態的活動下有一個計時器，提醒用家在登記被取消前還有多少時間可以付款。付款的時間由職員根據活動而定。
2. 免費活動需要由職員確認報名 (圖 43b)。
3. 逾期付款 —— 會員需要重新報名或聯絡中心職員 (圖 43c)。

這種明確的指引能避免用家對於下一步行動感到迷茫。

[ WCAG22 要求: 3.3.2 標籤和說明, 3.3.4 預防出錯, 3.3.8 重複輸入, 4.1.3 狀態訊息 ]

Another example of guidance is found on the user's Profile Page where several feedback / status messages are presented to the user, based on the status of the events they have registered for. Error Suggestions

As shown in figure 43a-c, in the main tab of the user's profile page, two main sections are present. One showcases unpaid events and another one showcases the paid events. Within the "unpaid" section, the user is presented with the following statuses for the event:

1. Pending Payment (figure 43b) – This status showcases a time countdown to remind users how long they have left to pay before their registration is cancelled. The time for payment is defined by the staff on an event basis.
2. Free event needs to be confirmed by the staff (figure 43b).
3. Payment overdue. Please register again or contact the Centre's staff (figure 43c).

This clear guidance reduces the chances of people not knowing what needs to be done.

[ WCAG22 Requirements: 3.3.2 Labels and Instructions, 3.3.4 Error Prevention, 3.3.8 Redundant Entry, 4.1.3 Status Messages ]



►圖 43a figure 43a



►圖 43b figure 43b



►圖 43c figure 43c



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## 日期選擇工具 及格式 Date Pickers and Formats

日期選擇工具是一個通過使用滑動列表或日曆輔助用家選擇特定日期的工具。它的目標是減少在表格中手動輸入日期的需要，令輸入變得更容易。

在第一個版本的網站設計中，所有涉及日期的欄位，手機系統的日曆便會彈出。在整個用家參與的過程中，我們看到這個模式有一個缺點。鑒於 iOS (圖 44) 和 AndroidOS (圖 45) 的日曆並不一樣，許多用家無法順利輸入日期。

為了解決這個問題，我們使用一個「輔助」系統 (圖 46)。用家只需輸入適當的數字——即四位數字的年份，以及兩位數字的月份，系統就會自動在中間畫上連字號。用家在表格上點擊輸入數字前，可以看到輔助文字「YYYY-MM」。為了提供進一步的指引，在表格的正下方以文字解釋正確的日期格式。

[ WCAG22 要求：3.2.2 關於輸入 ]

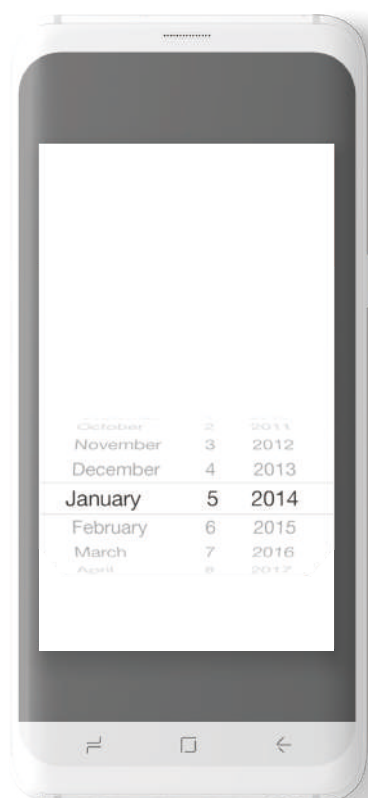
Date Pickers are a set of visual helpers to semi-automatically help the user select a specific date by using wheels or calendar views. Their goal is to minimise the need to manually type a date in form fields and instead allow for an easier input interaction.

In the first version of the website, all the date fields on the website triggered the native phone calendars when tabbed on. Throughout the user engagements, we encounter a major flaw in such behaviour. Given the visual inconsistency between iOS (figure 44) and AndroidOS (figure 45), many users were unable to input the dates.

To solve this issue, an “assisted” system was implemented (figure 46). The user only needs to type numbers, four digits for the year followed by two digits for the month. The system automatically draws the hyphen in between. Before the user inputs any number within the form field, a helper text “YYYY-MM” is visible. For further guidance, right below the form field, a more detailed explanation of the correct format is shown.

[ WCAG22 Requirements: 3.2.2 On Input ]

►圖 44 figure 44



►圖 45 figure 45



►圖 46 figure 46



## 6.2 職員工作坊的發現 Staff Workshop Findings

與為中心會員和非會員而設的用家參與工作坊一樣，我們也為中心職員舉辦了幾次工作坊，以更了解他們日常工作的難處。

Similarly to how user engagements were executed with members and non-members of the Centre, several workshops were done with the staff of the Centre. The purpose of these engagements was to better understand their pain points.

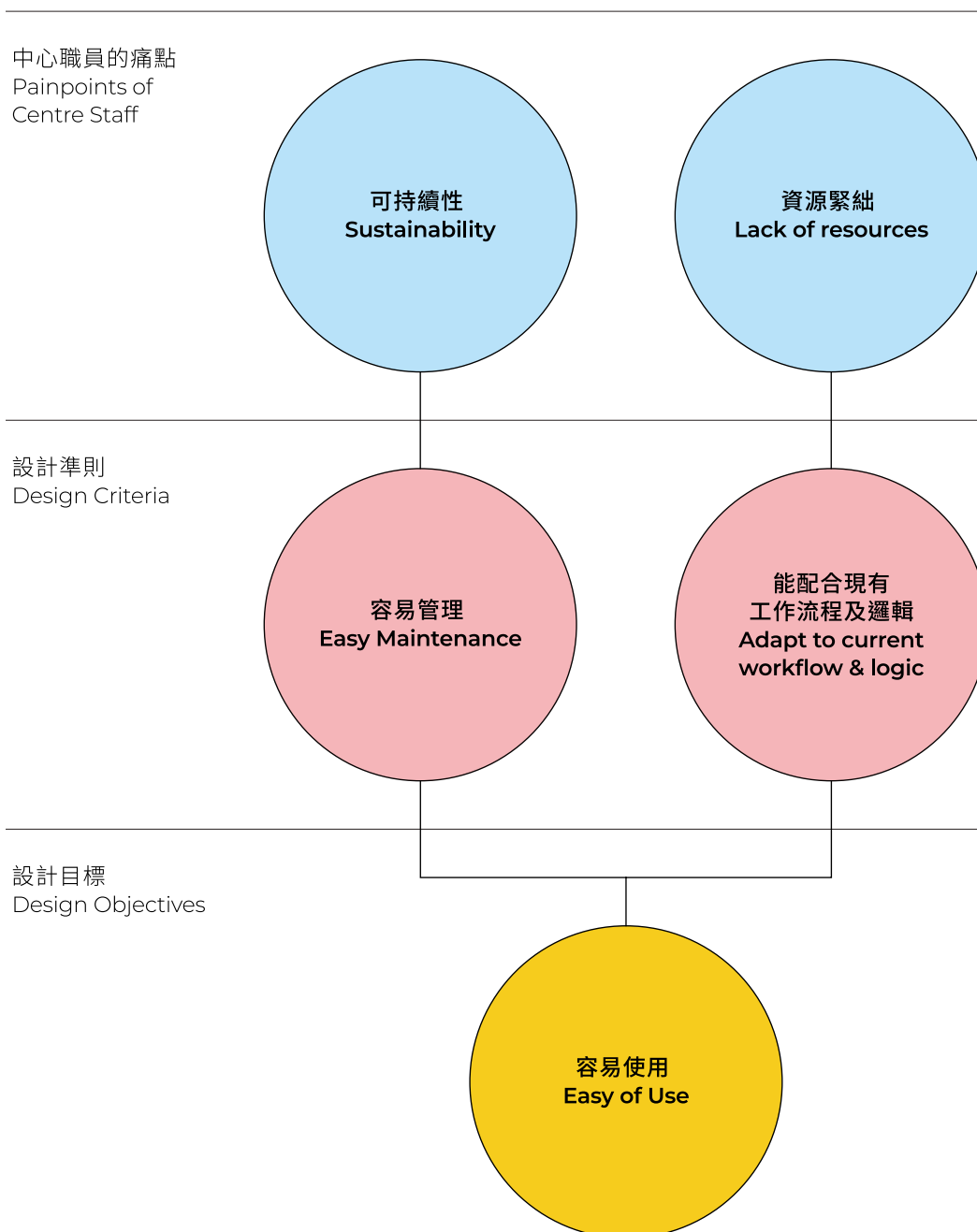
從工作坊中得知，我們在設計平台時必須優先考慮平台的可持續性和資源緊絀（人手、時間和金錢）兩個問題。因此，其中一個設計準則就是要確保平台後端容易管理，而且其用運作流程需要基於職目前的工作流程和邏輯設計（圖 47）。平台後端的最終設計目標是確保職員可以有一個良好用戶體驗，以配合改善他們現有的工作流程。

基於中心職員的意見，我們決定將活動報名平台建成 WordPress（一個頗受歡迎的內容管理系統，為 35% 互聯網網站服務）的外掛程式。鑒於其特性和現有說明的數量，使用 WordPress 建立平台便利職員管理和使用。值得注意的是，職員還希望能夠在網站上發表關於活動的網誌，這一點與 WordPress 的內置功能一致。

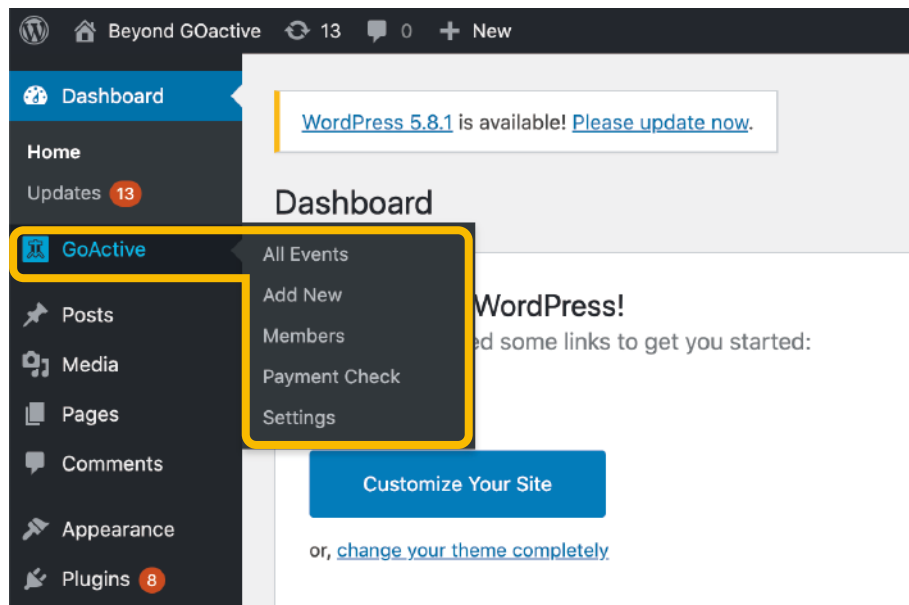
Throughout the workshops, it became apparent that both sustainability and lack of resources (staff, time and money) had to be prioritised when designing the platform. To tackle both pain points (figure 47) it was part of the design criteria to ensure that all the elements of the platform's back-end is easy to maintain and its user experience is designed based on the staff's current workflow and logic. The ultimate design objective is to ensure a system that has a good user experience and would fit and improve their current workflow.

Based on the Centre staff's feedback, it was decided to build the event registration platform as a plugin for WordPress, a popular CMS (Content Management System) known to power about 35% of the web. This would allow for easier maintenance and ease of use given the tool's properties and the amount of existing documentation. It is important to note that the staff also wanted to be able to blog about events and other activities on the website, an aspect that aligns with the built-in functionalities of WordPress.

► 圖 47 figure 47



► 圖 48 figure 48



如圖 48 所見，GOActive 外掛程式的功能表位於儀表板下，與 WordPress 無縫結合。當滑鼠停在「GOActive」標籤上時，側面會出現一個下拉式功能表，使用者可以管理裡面列出的所有項目。

以下描述了基於職員意見而落實的所有功能。

As seen in figure 48, the plugin developed integrates seamlessly within WordPress. The GOActive menu can be found below the Dashboard menu. When hovering over the “GO Active” tab, a side drop-down menu opens with options to manage all the different aspects listed previously.

Below describes all the features implemented based on the staff insights gathered throughout the development process.

## 平台應用的特點和邏輯

### Features and logic implemented

GOActive 平台的後端主要由四個部分組成，分別是活動管理、會員管理、一般設定和日誌 / 編輯管理。

The back-end of GOActive platform consists of mainly four pillars, namely Event Management, Member Management, General Setting Management and Blogging/Editorial Management modules.

#### E. 活動管理功能 Event Management Features

##### 活動概覽 Event Overview

- 活動資料編輯 Event Information Edit
- 活動出席情況 Event Attendance
- 刪除活動 Event Deletion
- 訂單付款檢查 (確認、待處理、取消) Order Payment Check (Confirm, Hold, Cancel)

##### 建立活動 Event Creation

- 標題 / 描述 Title / Description
- 名額 Available seats
- 類別 Category
- 主持人 Host
- 地點 Location
- 級別 (資格 / 要求) Level (Requirements)
- 活動日期 (經常性活動 / 非經常性活動) Event dates (Recurrent events / Non-recurrent events)
- 報名日期 Registration date
- 付款截止時間 Payment Cut-off time
- 封面圖片 Featured Image
- 年齡限制 (50,55,60,所有) Age Limitations (50,55,60,All)
- 折扣價選擇 (正價 / 折扣價) Optional two prices for event (Regular/Discounted price)
- 折扣價的說明 Description for the discounted price
- 活動狀態 (草稿 / 發佈) Events Status (Draft/Published)

#### F. 會員管理功能 Member Management Features

##### 創建會籍 Membership Creation

會員付款檢查 (添加、確認、取消) Membership Payment Check (Add, Confirm, Cancel)

#### G. 一般設定功能 General Settings Features

活動類別 CRUD (創建、讀取、更新、刪除) Event Category CRUD (Create, Read, Update, Delete)

活動主持人 CRUD Event Host CRUD

會員 CRUD Member CRUD

- 因年齡劃分不同會籍 (60歲以下, 60歲以上) 2 types of membership based on age (60-, 60+)
- 會員資格到期日 Membership expiration based on date

#### H. 日誌 / 編輯管理功能 Blogging/Editorial Management Features

活動後撰寫日誌 CRUD Editorial blogging for post event CRUD

最新消息 CRUD News Feed CRUD

## E. 活動管理功能

### Event Management Features

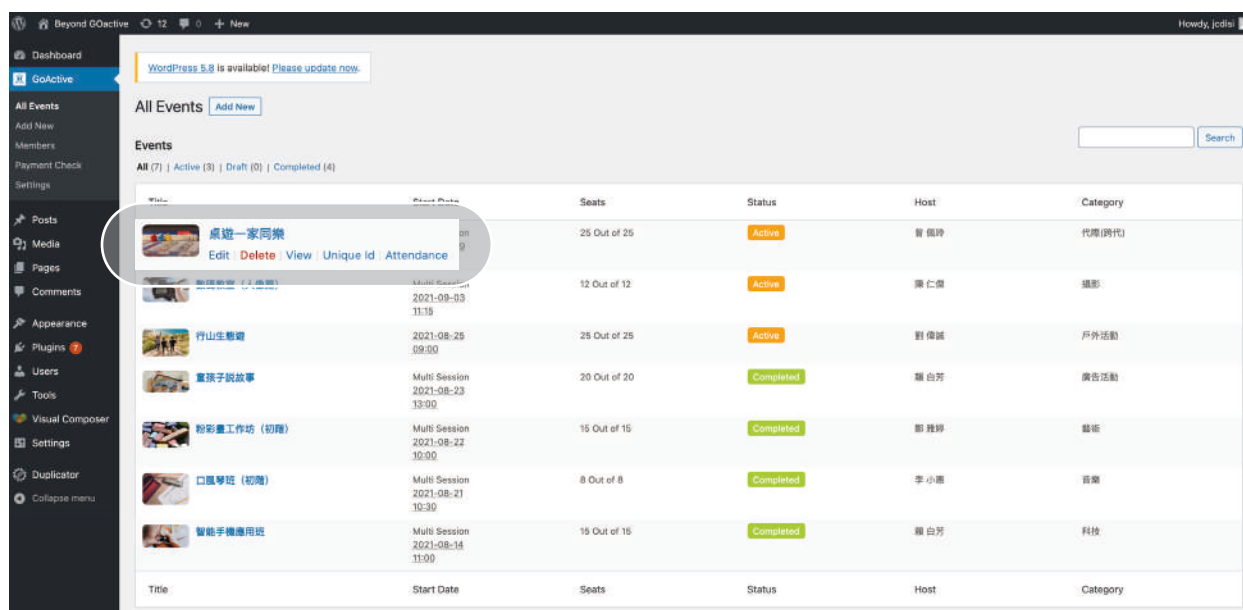
#### 活動概覽

#### Events Overview

這個頁面展示職員創建的所有活動列表，及這些活動的最重要資訊，如日期、參加人數和狀態 (圖 49)。

This page showcases a list of all the events the staff has created with their most important information such as date, amount of people attending and the status (figure 49).

► 圖 49 figure 49



Title	Start Date	Seats	Status	Host	Category
桌遊一家同樂	2021-09-03 11:15	25 Out of 25	Active	曾佩玲	代辦(跨代)
行山生態遊	2021-08-25 09:00	12 Out of 12	Active	陳仁傑	攝影
重現子說故事	Multi Session 2021-08-23 13:00	25 Out of 25	Active	劉偉誠	戶外活動
粉彩畫工作坊 (初階)	Multi Session 2021-08-22 10:00	20 Out of 20	Completed	羅白芳	廣告活動
口風琴班 (初階)	Multi Session 2021-08-21 10:30	15 Out of 15	Completed	鄭雅婷	藝術
智能手機應用班	Multi Session 2021-08-18 11:00	8 Out of 8	Completed	李小燕	音樂
		15 Out of 15	Completed	羅白芳	科技

如果職員想編輯、刪除、檢查活動出席情況或檢查訂單付款記錄，他們可以將滑鼠停在活動名稱上進行選擇 (如圖 49 中的放大部份)。

In the case that the staff would like to edit, delete, check event attendance or check order payment records they can hover over the event to pick their choices (as enlarged in figure 49).



## 添加新活動

### Add New Event

在添加新活動頁面 (圖 50)，職員可以輸入所有必需的資料來建立一個新活動。頁面上設有的選項符合中心的運作和需要。

In the add new page (figure 50), the staff can input all the necessary information to create a new event. The options on this page are based on the Centre's requirements.

► 圖 50 figure 50

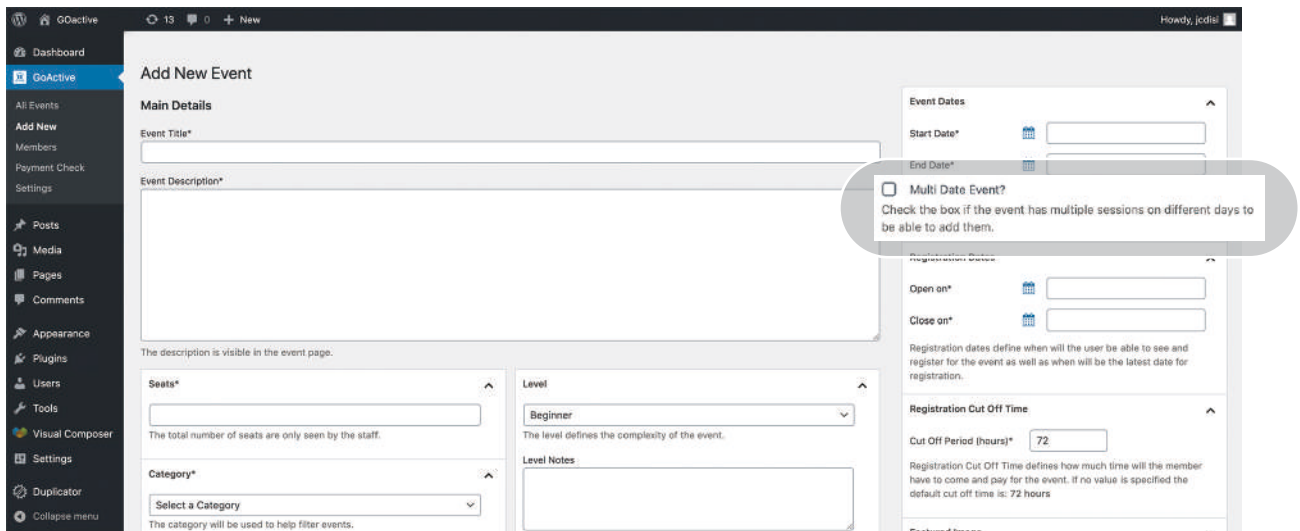
The screenshot shows the 'Add New Event' interface. The sidebar on the left contains navigation links: Dashboard, GoActive, Add New, Payment Check, Settings, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Visual Composer, Settings, Duplicator, and Collapse menu. The main area is titled 'Add New Event' and has a 'Main Details' section. It includes fields for Event Title, Event Description, Seats, Category, Host, Level, Location, and Google Map Link. On the right, there are sections for Event Dates, Registration Dates, Registration Cut Off Time, Featured Image, Age Group, Prices, and a Publish status dropdown. A 'Create Event' button is at the bottom right.

## 週期性的 活動系統 Recurrent Event System

為減少職員的工作量和潛在的人為錯誤，我們設立了多重日期活動的自動輸入系統 (圖 51)。

An automatic input for the multi-date events was developed and implemented to reduce the staff's workload and potential human errors (figure 51).

► 圖 51 figure 51

The image shows a screenshot of the 'Add New Event' form in the GoActive system. The form is divided into several sections: 'Main Details' with fields for 'Event Title\*' and 'Event Description\*'; 'Seats\*' with a text input and a note 'The total number of seats are only seen by the staff.'; 'Level' with a dropdown menu set to 'Beginner' and a note 'The level defines the complexity of the event.'; and 'Category\*' with a dropdown menu set to 'Select a Category' and a note 'The category will be used to help filter events.' On the right side, there are sections for 'Event Dates' with 'Start Date\*' and 'End Date\*' fields, a 'Multi Date Event?' checkbox with a note 'Check the box if the event has multiple sessions on different days to be able to add them.', 'Registration Dates' with 'Open on\*' and 'Close on\*' fields, and 'Registration Cut Off Time' with a 'Cut Off Period (hours)\*' field set to '72'. A callout box highlights the 'Multi Date Event?' checkbox.

只要勾選「多日的活動」方框，系統會自動提供開始和結束日期之間的天數。例如：有一個活動從 9 月 16 日至 10 月 7 日逢星期四 10:30 - 12:30 舉行，職員只要在「開始日期」和「結束日期」欄位中輸入適當的日期和開始 / 結束時間，並勾選「多重日期活動」，系統就會自動列出該期間的所有星期四 (圖 52)。如果其中一個星期需要改成星期五，職員可以手動更變該星期的日期。如有必要，還可以手動添加額外的日期 (圖 53)。

Once the "Multi Date Event" box is checked, the system automatically provides the days between the start and end date. Take an event happens every Thursday at 10:30 – 12:30 starting from 16 September to 7 October as an example. As long as the staff input the day and start/end time into the "Start Date" and "End Date" fields and check "Multi Date Event," the system automatically lists all the Thursdays within the period (figure 52). If one of the weeks needs to be changed to a Friday, the staff can manually change the date of just that week. Extra dates can be added manually if necessary (figure 53).

► 圖 52 figure 52

Event Dates

Start Date\*

2021-09-16 10:30

End Date\*

2021-10-07 12:30

☒ Multi Date Event?  
Check the box if the event has multiple sessions on different days to be able to add them.

Session 1

Delete

Start Date\*

2021-09-16 10:30

End Date\*

2021-09-16 12:30

Session 2

Delete

Start Date\*

2021-09-23 10:30

End Date\*

2021-09-23 12:30

Session 3

Delete

Start Date\*

2021-09-30 10:30

End Date\*

2021-09-30 12:30

Session 4

Delete

Start Date\*

2021-10-07 10:30

End Date\*

2021-10-07 12:30

Add Session Delete All

► 圖 53 figure 53

Event Dates

Start Date\*

2021-09-16 10:30

End Date\*

2021-10-07 12:30

☒ Multi Date Event?  
Check the box if the event has multiple sessions on different days to be able to add them.

Session 1

Delete

Start Date\*

2021-09-16 10:30

End Date\*

2021-09-30 12:30

Session 2

Delete

Start Date\*

2021-09-23 10:30

End Date\*

2021-09-23 12:30

Session 3

Delete

Start Date\*

2021-09-30 10:30

End Date\*

2021-09-30 12:30

Session 4

Delete

Start Date\*

2021-10-07 10:30

End Date\*

2021-10-07 12:30

Add Session Delete All

## 付款截止時間 Registration Cut Off Time

► 圖 54 figure 54

### Registration Cut Off Time

Cut Off Period (hours)\*

72

Registration Cut Off Time defines how much time will the member have to come and pay for the event. If no value is specified the default cut off time is: 72 hours

付款截止時間指的是會員去中心支付活動費用的時限 (圖 54)。在預設情況下，截止付款時間被設定為 72 小時。然而，職員可以修改每個活動的付款截止時間。

為方便理解，以下展示為平台前端看到的「確認活動詳情」和「成功註冊活動」頁面 (圖 55)，以及會員帳號頁面 (圖 56)。

Registration cut-off time refers to the amount of time the members have to go to the Centre and pay for the event (figure 54). By default, the cut-off registration time is set at 72 hours. Yet, this value can be customised for each event.

To put things in context, this time is shown in the front-end in the Event Registration Checkout and Successful Registration Page (figure 55) as well as on the User's Profile (figure 56).

► 圖 55 figure 55



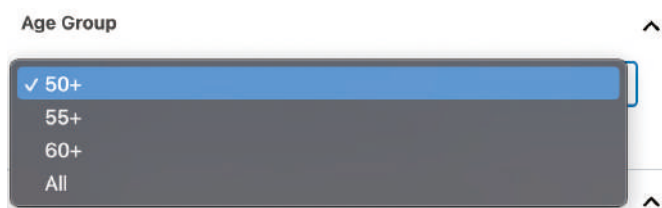
► 圖 56 figure 56



## 年齡組別

### Age Group

► 圖 57 figure 57



中心的另一個要求，是需要在每項活動加入年齡限制。這個功能根據報名人士的年齡來限制報名（圖 57）。年齡組別的選擇有 50 歲以上、55 歲以上、60 歲以上及所有。

中心對於年齡限制有嚴格的要求，是因為政府補貼的活動只能讓 55 歲及以上的會員參加。中心補貼的活動則有對 55 歲以上或對 60 歲以上人士開放的活動。因此，中心職員需要提供多種選擇。對於非補貼活動，年僅 50 歲及以上的會員也有資格參加。

在平台介面，年齡要求出現在活動詳情頁面上。如果會員試圖繞過年齡限制，就會出現一個錯誤訊息，告知其資格問題（圖 58）。

Another important option requested by the Centre was the need to implement an age requirement for each event. This feature limits registration based on their age (figure 57). The choices of age groups are 50+, 55+, 60+ and all.

The rigidity of age limitation is because the government-subsidised events are only eligible for members that are 55 years old and above. As for the Centre, subsidised events are open to 55+ or 60+. Hence they need to have both options. For non-subsidised events, members as young as 50 years old and over are eligible to join.

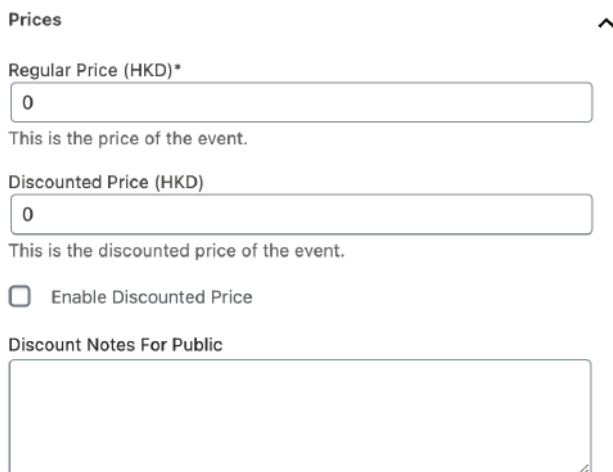
In the front-end the age requirement is present on the Event Details Page. If a member tries to bypass this limitation, an error is presented informing of the eligibility issue (figure 58).

► 圖 58 figure 58



## 價格 Prices

► 圖 59 figure 59



The screenshot shows a form titled 'Prices' with an upward arrow icon. It contains three main sections: 1. 'Regular Price (HKD)\*' with a text input field containing '0' and a label 'This is the price of the event.' 2. 'Discounted Price (HKD)' with a text input field containing '0' and a label 'This is the discounted price of the event.' 3. A checkbox labeled 'Enable Discounted Price' which is currently unchecked. Below these is a 'Discount Notes For Public' section with a large text area for notes.

中心部分活動設有折扣價。因應中心的要求，我們為每個活動增設折扣價的選項 (圖 59)。

除了折扣價，我們還加上一個可選填的備註欄，讓職員輸入享有折扣價的條件。

這些資訊可以在平台介面的「活動詳情」頁面和「確認活動詳情」頁面中自到 (圖 60)。

Given that some events need to have a discounted price, the option to add a discounted price for each event was added upon the Centre's request (figure 59).

Along with the discounted price, there is an optional notes field for more information regarding who can apply for such a discount to be shown.

This information is presented in the front-end on the Event Details page as well as the Event Registration Checkout page (figure 60).

▶ 60 figure 60

### 確認活動詳情



#### 中環大館展覽

 代際(跨代)

 09/10/2020 (星期五)

 下午02:30-下午04:00

HK\$ 150 / HK\$50 折扣價\*

☒ 折扣優惠的適用條件(由中心職員填寫)

總費用

HK\$50

付款方式 (不適用於免費活動)

請在完成登記程序後的**72小時**內去中心付款,否則我們將取消您的預約。

(中心地址:新界葵涌和宜合道22號 / 付款方式:現金)

立即留位!

### 確認活動詳情



#### 中環大館展覽

 代際(跨代)

 09/10/2020 (星期五)

 下午02:30-下午04:00

HK\$ 150 / HK\$50 折扣價\*

☐ 折扣優惠的適用條件(由中心職員填寫)

總費用

HK\$150

付款方式 (不適用於免費活動)

請在完成登記程序後的**72小時**內去中心付款,否則我們將取消您的預約。

(中心地址:新界葵涌和宜合道22號 / 付款方式:現金)

立即留位!

職員在報名人士前往中心付款時，需要核實他 / 她是否有資格享有已選取的折扣價。因此，在「付款檢查」頁面中（**圖 61**），職員可以在核實資格後隨時改變會員需要支付的價格。

Another important aspect to keep in mind is that ultimately the staff needs to verify whether that person qualifies or not for a discount when they go to pay for the event at the Centre. For this reason, within the “Payment Check” page (figure 61), the staff can always alter the price that the member needs to pay after verifying the eligibility.

▶  61 figure 61

[< Back to Payment Check](#)

梁曉瑩

Age: 70  
Phone: 99905787  
Member ID: 88888888  
Membership Expiry:

Use Orders

All (1) | Paid (0) | Unpaid (1) | On Hold (0) | Expired (0)

Event Name	Transaction UID	Status	Date	Payment Type	Price	Notes
<input type="checkbox"/> 數碼教室 (人參圖)	1708886191438920	Unpaid	Due On: 2021-09-26 20:14:00	Cash	<div><div>150.00 HKD</div><div>50.00 HKD</div></div>	<a href="#">Add Note</a>
Event Name	Transaction UID	Status	Date	Payment Type	Price	Notes

Confirm Payment



## F. 會員管理功能

### Member Management Features

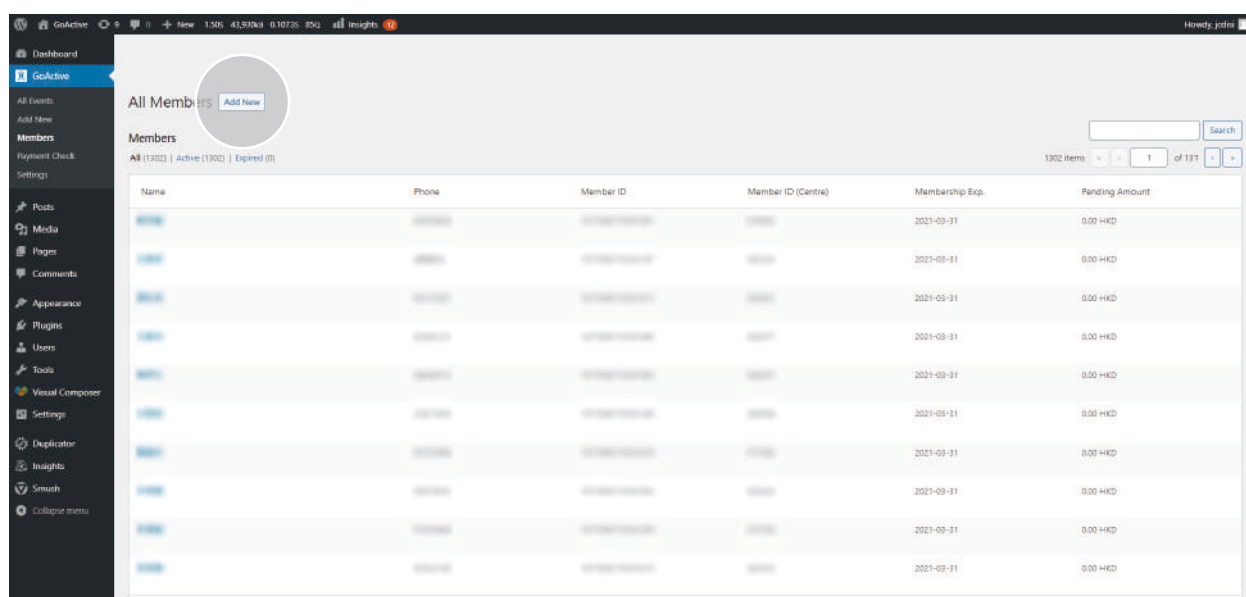
#### 會員

#### Members

會員頁面列出所有在平台上註冊的會員，以及其聯絡電話、會員編號和會籍有效期等有用資料 (圖 62)。在這個頁面上，職員可以點擊「添加新會員」按鈕，手動添加新會員或編輯現有會員的資料。

The members page, lists out all the members registered to the platform along with useful information like contact number, membership ID as well as the expiration date of the membership (figure 62). From this page, the staff can manually add new members by clicking on the “Add New” button or edit existing ones.

► 圖 62 figure 62



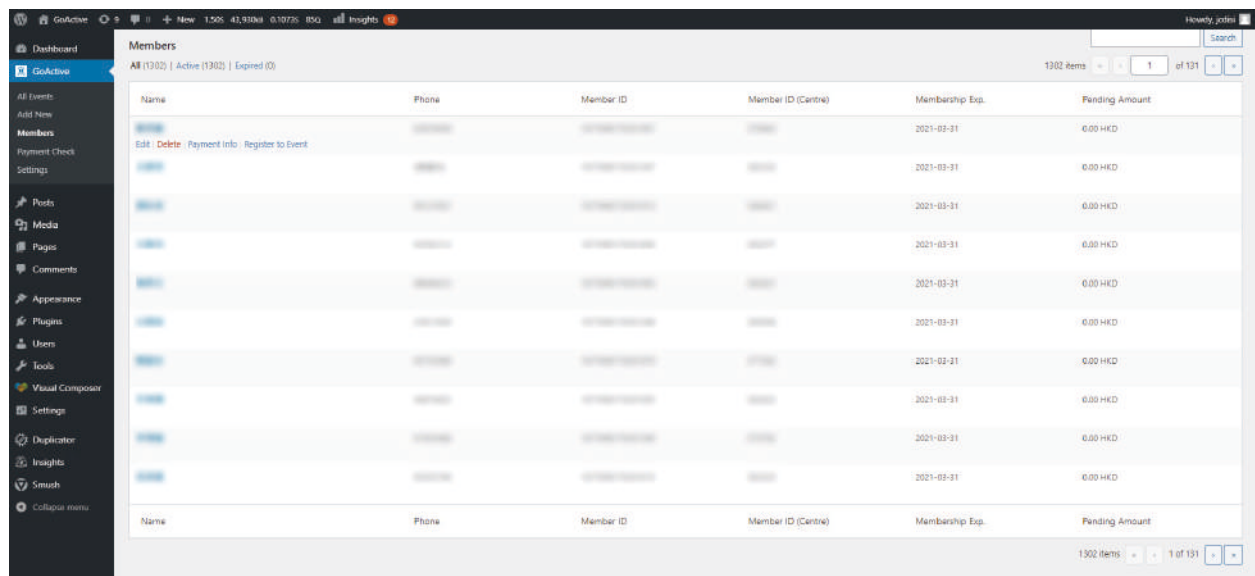
Name	Phone	Member ID	Member ID (Centre)	Membership Exp.	Pending Amount
[Name]	[Phone]	[Member ID]	[Member ID (Centre)]	2021-09-31	0.00 HKD
[Name]	[Phone]	[Member ID]	[Member ID (Centre)]	2021-09-31	0.00 HKD
[Name]	[Phone]	[Member ID]	[Member ID (Centre)]	2021-09-31	0.00 HKD
[Name]	[Phone]	[Member ID]	[Member ID (Centre)]	2021-09-31	0.00 HKD
[Name]	[Phone]	[Member ID]	[Member ID (Centre)]	2021-09-31	0.00 HKD
[Name]	[Phone]	[Member ID]	[Member ID (Centre)]	2021-09-31	0.00 HKD
[Name]	[Phone]	[Member ID]	[Member ID (Centre)]	2021-09-31	0.00 HKD
[Name]	[Phone]	[Member ID]	[Member ID (Centre)]	2021-09-31	0.00 HKD
[Name]	[Phone]	[Member ID]	[Member ID (Centre)]	2021-09-31	0.00 HKD
[Name]	[Phone]	[Member ID]	[Member ID (Centre)]	2021-09-31	0.00 HKD

鼠標停留在會員的名字上時，畫面會顯示一系列的選項 (圖 63)。這些選項可用於編輯和刪除會員、檢查會員的付款歷史 (付款資訊)、以及手動為會員報名參加某個活動 (活動報名) (圖 64)。

When hovering the members' name a set of options are made visible (figure 63). These options can be used to Edit and Delete the member, to check the payment history of the user (Payment Info) and to manually register the user to an event (Register to Event) (figure 64).



► 圖 63 figure 63



Members

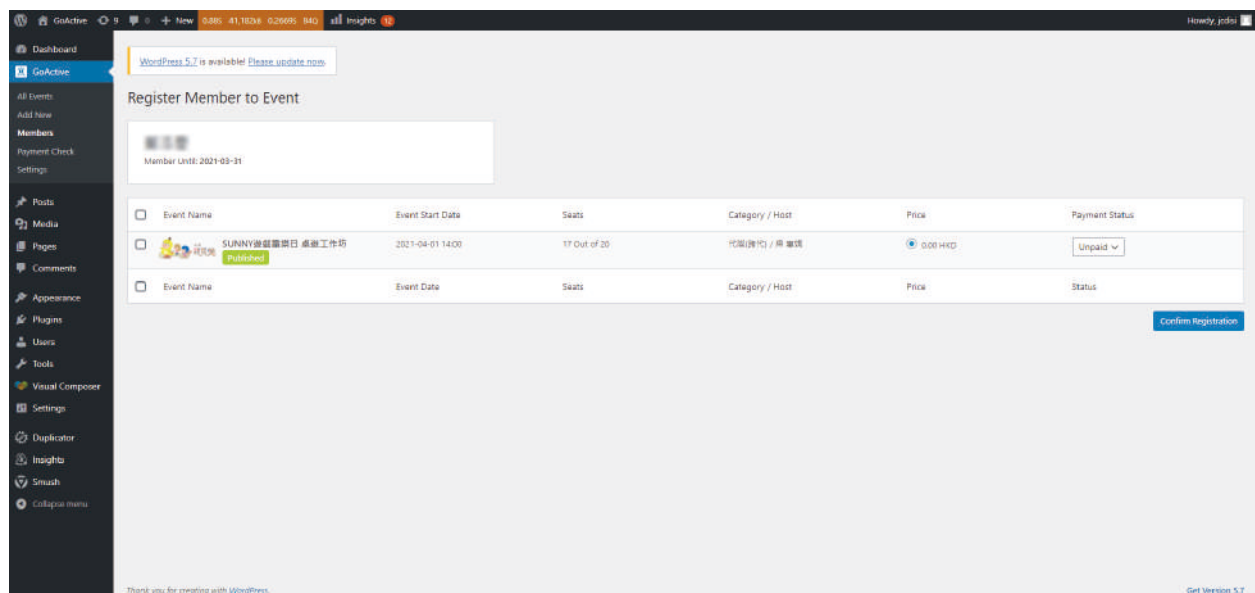
All (1302) | Active (1302) | Expired (0)

1302 items 1 of 131

Name	Phone	Member ID	Member ID (Centre)	Membership Exp.	Pending Amount
<a href="#">[Profile]</a>	[Phone]	[Member ID]	[Member ID (Centre)]	2021-03-31	0.00 HKD
<a href="#">[Profile]</a>	[Phone]	[Member ID]	[Member ID (Centre)]	2021-03-31	0.00 HKD
<a href="#">[Profile]</a>	[Phone]	[Member ID]	[Member ID (Centre)]	2021-03-31	0.00 HKD
<a href="#">[Profile]</a>	[Phone]	[Member ID]	[Member ID (Centre)]	2021-03-31	0.00 HKD
<a href="#">[Profile]</a>	[Phone]	[Member ID]	[Member ID (Centre)]	2021-03-31	0.00 HKD
<a href="#">[Profile]</a>	[Phone]	[Member ID]	[Member ID (Centre)]	2021-03-31	0.00 HKD
<a href="#">[Profile]</a>	[Phone]	[Member ID]	[Member ID (Centre)]	2021-03-31	0.00 HKD
<a href="#">[Profile]</a>	[Phone]	[Member ID]	[Member ID (Centre)]	2021-03-31	0.00 HKD
<a href="#">[Profile]</a>	[Phone]	[Member ID]	[Member ID (Centre)]	2021-03-31	0.00 HKD
<a href="#">[Profile]</a>	[Phone]	[Member ID]	[Member ID (Centre)]	2021-03-31	0.00 HKD

1302 items 1 of 131

► 圖 64 figure 64



WordPress 5.7 is available! [Please update now.](#)

### Register Member to Event

Member Unit: 2021-03-31

<input type="checkbox"/>	Event Name	Event Start Date	Seats	Category / Host	Price	Payment Status
<input type="checkbox"/>	SUNNY 康健園 桌球工作坊	2021-04-01 14:00	17 Out of 20	代派(健園) / 桌球	0.00 HKD	Unpaid

[Confirm Registration](#)

Thank you for creating with [WordPress](#). [Get Version 5.7](#)

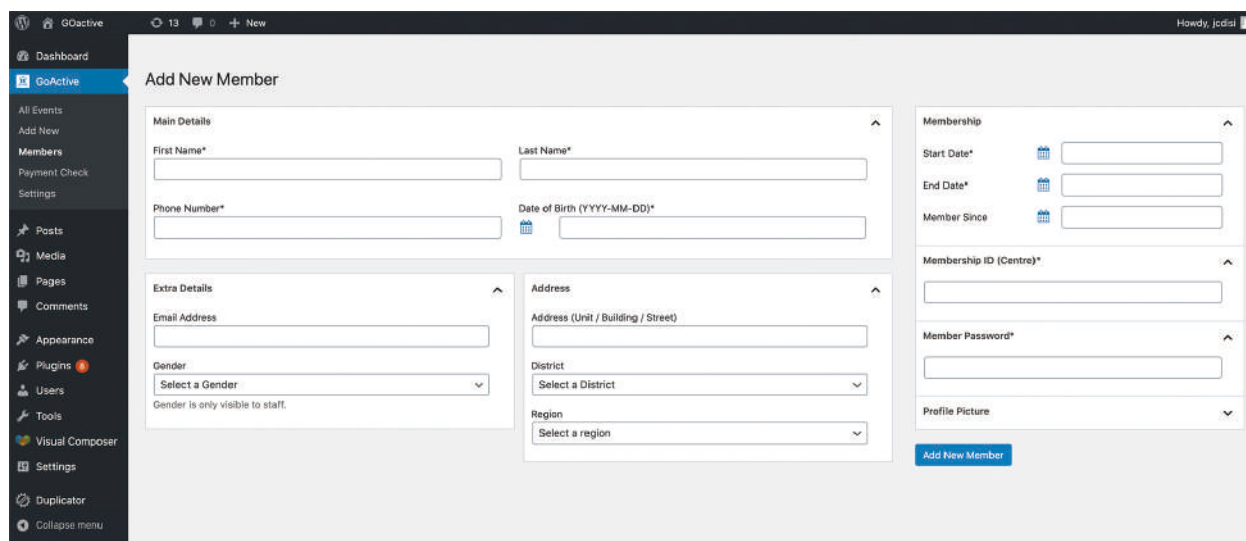
## 添加新會員

### Add New Member

此頁面讓職員手動在系統中新增會員 (圖 65)。增加這個功能的目的，是為了應付當非會員在不知道如何報名時，中心職員協助其報名。

This page allows the staff to manually input a member into the system (figure 65). This option was added just in case a non-member did not know how to register and required assistance from the Centre's staff.

► 圖 65 figure 65



The screenshot shows the 'Add New Member' form in the GOActive system. The form is divided into several sections: Main Details (First Name, Last Name, Phone Number, Date of Birth), Extra Details (Email Address, Gender), Address (Address, District, Region), Membership (Start Date, End Date, Member Since, Membership ID, Member Password, Profile Picture), and an 'Add New Member' button.

## 付款檢查

### Payment Check

付款檢查是最重要的頁面之一，職員可以追蹤活動狀態和會員訂單 (圖 66)。這頁面顯示了會員的名字，以及他們已報名的活動和付款狀態。職員只需點擊會員的名字，就可進入一個詳細的頁面，去核實和確認會員已在中心的付款項目 (圖 67)。

This is one of the most important pages where the staff can keep track of event and membership orders (figure 66). A list of members' names along with the event they registered for and the payment status are shown. By clicking on the member name, the staff can access a detailed view from where they can verify and confirm the payment once it is made in the Centre (figure 67).

► 圖 66 figure 66

WordPress 5.8 is available! [Please update now](#)

### Payment Check

Event Orders (6) | **Membership Orders (10)**

All (6) | Paid (1) | Unpaid (1) | On Hold (0) | Expired (4)

Member Name	Event Name	Date	Transaction ID	Status	Membership ID	Total
梁曉瑩	桌遊一家同樂	2021-08-23	170888670271741	Paid	88888888	50.00
梁曉瑩	數碼教室 (人像照)	2021-08-23	1708886191436920	Unpaid	88888888	50.00
花木蘭	桌遊一家同樂	2021-08-12	1707870263129666	Expired	88888888	50.00

► 圖 67 figure 67

WordPress 5.8 is available! [Please update now](#)

[Back to Payment Check](#)

### User Orders

All (1) | Paid (0) | Unpaid (1) | On Hold (0) | Expired (0)

Event Name	Transaction UID	Status	Date	Payment Type	Price	Notes
<input type="checkbox"/> 數碼教室 (人像照)	1708886191436920	Unpaid	Due On: 2021-08-26 20:14:00	<div> <input checked="" type="radio"/> Cash           <input type="radio"/> Octopus           <input type="radio"/> Credit Card           <input type="radio"/> Cheque           <input type="radio"/> Bank Transfer           <input type="radio"/> Other         </div>	<input type="radio"/> 150.00 HKD <input checked="" type="radio"/> 50.00 HKD	<a href="#">Add Note</a>

[Confirm Payment](#)

### User Membership Orders

Type	Transaction UID	Status	Date	Payment Type	Price	Notes
<input type="checkbox"/> Membership	1708886191439119	Unpaid	Due On: 2021-08-26 20:14:00	Cash	<input type="radio"/> 29 HKD <input checked="" type="radio"/> 21 HKD	<a href="#">Add Note</a>

[Confirm Payment](#)

---

## G. 一般設定功能

### General Settings Features

在一般設定頁面中有三個子標籤，讓職員編輯或添加一般活動的資料。編輯這些資料將對整個平台產生影響。

這些三個子標籤包括：設定、主持人和類別。

On the general settings page, there are three tabs that allow the staff to edit or add aspects that are not specific to an event. Editing these aspects will have a global effect on the platform.

These tabs are Settings, Hosts, and Categories.

#### 設定標籤

##### Settings Tab

在設定標籤中 (圖 68)，工作人員可以調整所有活動預設的付款截止時間。如前所述，這個截止時間決定了會員在成功報名後有多少時間來支付活動費用。

在這個標籤中，中心還可以在有需要時修改兩個年齡組別 (60 歲以下和 60 歲以上) 的會員費。這個價格將來可能需要因應政府對長者中心會員費的規定而更改。

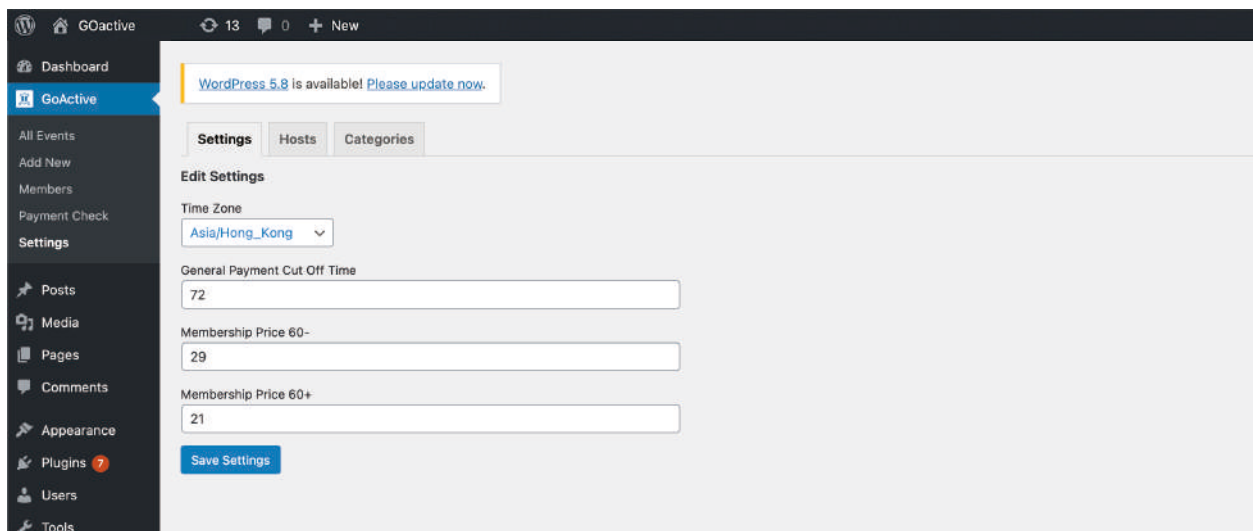
這裡可以改變的另一個設定是平台的時區。當把平台應用於在不同時區的中心時，時區選項能發揮其作用。尤其在疫症出現之後，不同國家的長者中心可能會更積極鼓勵長者使用網上平台報名，並組織更多網上活動。

The settings tab (figure 68) is where the Staff can adjust the global payment cut off time applied by default to all the events created. As previously mentioned, this cut off time determines how much time the user had to pay for an event after a successful registration.

In this tab, the Centre can also modify the default prices of memberships of the two age groups (60- and 60+) when necessary. The reason why this price may need changing in the future is because the government has a set of regulations for Elderly Centre's and one of them is a price limit to their membership fees.

Another setting that can be changed here is the time zone for the platform. The time zone option would be useful when installing the platform in a centre that is in a different time zone. Especially after the pandemic, there may be more incentives for elderly centre's from different countries to implement an online registration platform and organise more events online.

► 68 figure 68



## 主持人標籤

### Hosts Tab

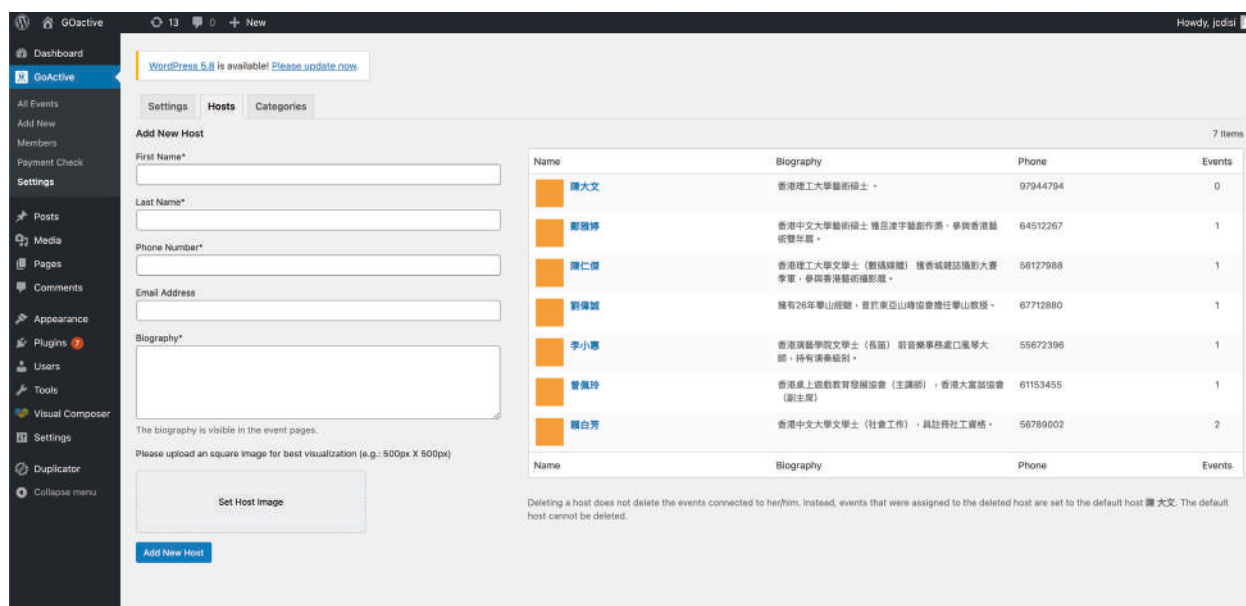
在「主持人」標籤中 (圖 69) 中，職員可以添加新主持人或編輯主持人資料。在建立新活動時，已新增的主持人將成為「選擇主持人」下拉式功能表中的選項 (圖 70)。

主持人資訊會出現在平台介面的「活動詳情」頁面的第三個標籤中 (圖 71)，向用家說明活動的負責人是誰。

Within the hosts tab (figure 69), the staff can add new hosts or edit them. These hosts will then become available as an option when creating a new event in the “Select a Host” drop down menu in the “Host” section (figure 70).

The host information is also visible in the front-end in the third tab of the Event Details Page (figure 71) to show the users who the organiser of the event is.

► 圖 69 figure 69



Name	Biography	Phone	Events
譚大文	香港理工大學藝術碩士。	97944794	0
鄭瑞輝	香港中文大學藝術碩士 擔任滾字藝術作秀，參與香港藝術雙年展。	64512267	1
陳仁傑	香港理工大學文學士（數碼媒體） 獲香港雜誌攝影大賽季軍，參與香港藝術攝影展。	56127988	1
劉偉誠	擁有26年攀山經驗，曾於康翠山嚨協會擔任攀山教練。	67712880	1
李小姐	香港演藝學院文學士（表演） 前音樂事務處口風琴大師，持有演奏級別。	55672396	1
曾麗玲	香港處女電影教育發展協會（主講師），香港大富源協會（副主席）	61153455	1
賴白芳	香港中文大學文學士（社會工作），具註冊社工資格。	56789002	2

► 圖 70 figure 70

The total number of seats are only seen by the staff.

**Category\***

Select a Category

The category will be used to help filter events.

Add New

**Host\***

✓ Select a Host

陳大文  
鄭雅婷  
陳仁傑  
劉偉誠  
李惠  
曾佩玲  
賴白芳

► 圖 71 figure 71



## 類別標籤

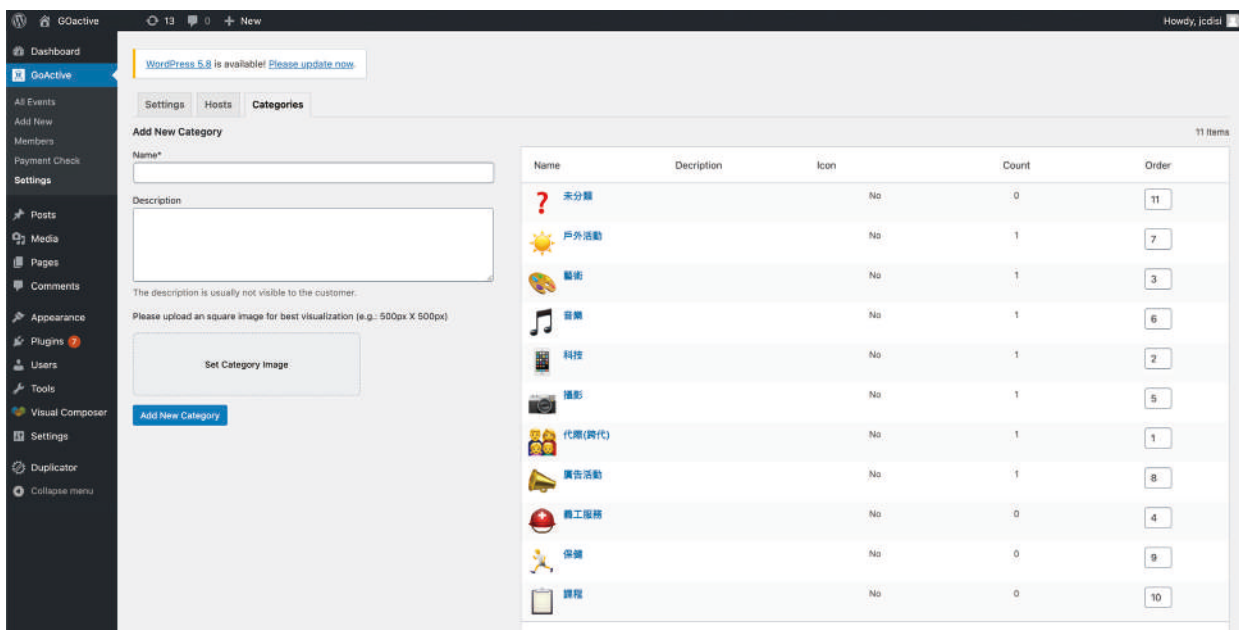
### Category Tab

與主持人標籤一樣，職員可以在類別標籤中添加新活動類別。這個功能可以讓中心以最簡單的方法，輕鬆地增加或刪除類別。如前所述，職員可以使用表情符號來代表不同的類別，以保持視覺上的一致性（圖 72）。

Similar to the host tab, the staff can use the category tab to add new event categories to the system. This option aims at allowing the Centre to easily add or subtract categories following the low maintenance requirement.

As previously mentioned, emojis are used to represent categories to facilitate the process as well as to keep a visual consistency without much effort (figure 72).

► 圖 72 figure 72





## H. 日誌編輯管理功能

### Blogging/Editorial Management features

長者會員在工作坊上表示，他們喜歡通過文字或照片重溫他們參加過的活動。中心也希望在網站上設立一個欄目，讓他們通過文章（無論是否與活動相關）和消息發佈，直接與公眾交流。

為了滿足這些需要，我們開設了兩個欄目：一個欄目讓中心發佈任何通知或重要消息，另一個欄目供中心撰寫有關不同的主題或活動的文章（圖 73）。由於 WordPress 已內置日誌功能，我們只需簡單步驟便可以加入這項日誌功能。

Elderly members expressed in the workshops that they enjoyed revisiting the events they have joined by text or photos. The Centre also requested to have a section on the website that allowed them to have direct communication with the public through editorials (related or not to the events) and news.

Two sections were developed to fulfil the requirements. One for the Centre to publish any notices or important news and another one where the Centre could write about different topics or events (figure 73). Given the already built-in blogging properties of WordPress, adding these features was straightforward.

► 圖 73 figure 73



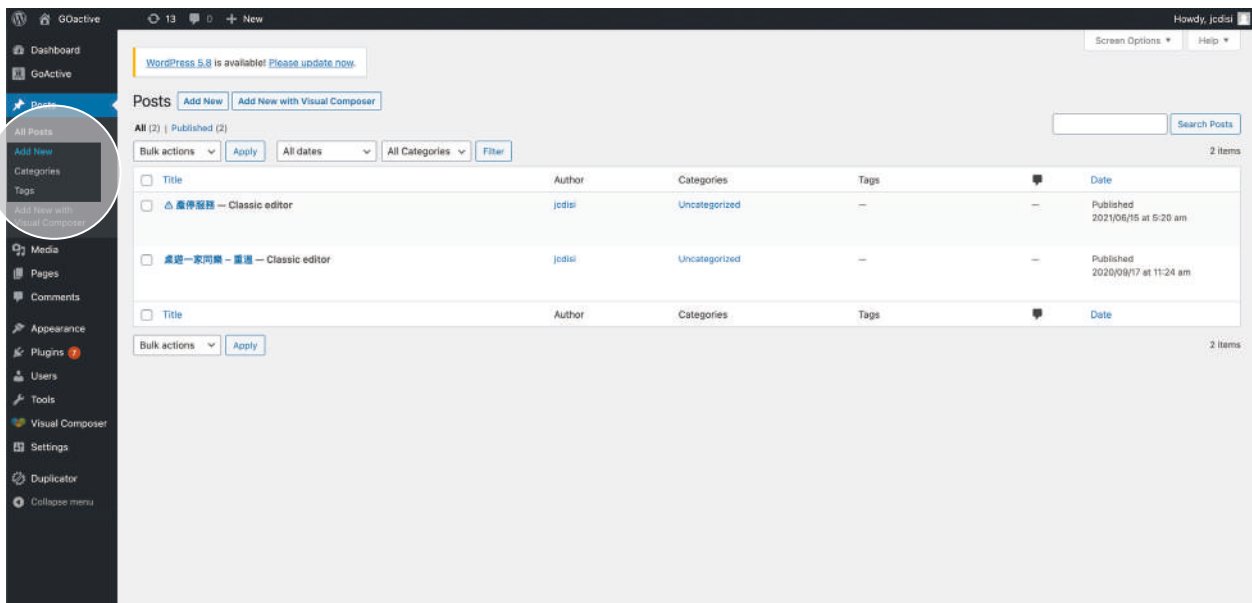
要撰寫一篇文章或通告，職員只需建立一個新的 WordPress 帖子 (圖 74)，選擇它的類型 - 「GOActive 通告」或「GOActive 文章」，並填寫圖 75 中的具體選項。

例如，要寫一篇關於過去活動的文章時，職員可以輸入具體的活動資料，並選擇誰能夠閱讀這個帖子 (圖 75)。這個篩選程序可以只讓參加過活動的人、GOActive 的所有會員、或所有用家 (會員和非會員) 看到帖子。

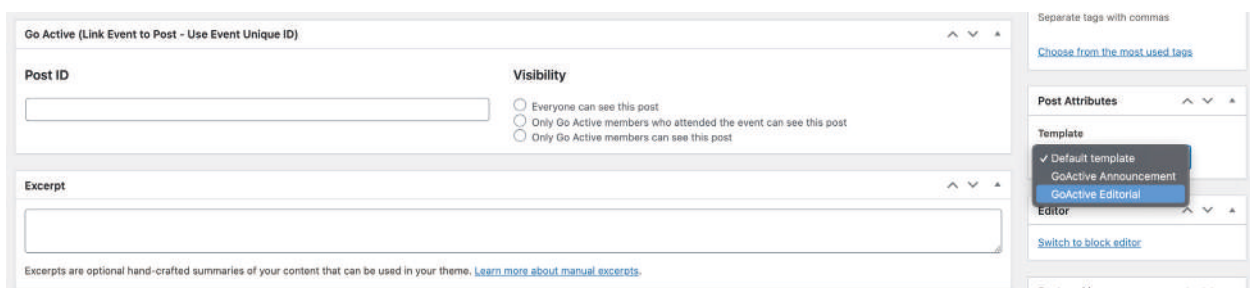
To write an editorial or an announcement, the staff can simply create a new WordPress Post (figure 74), select what type of post it is - “GOActive Announcement” or “GOActive Editorial” and fill in the specific options shown in figure 75.

For example, to write an article about a past event, the staff can input the specific event id as well as choose who will be able to see the post (figure 75). This visibility filter allows them to make a post only visible to the people who attended the event, all the members of GOActive, or all the users (members and non-members).

► 圖 74 figure 74



► 圖 75 figure 75



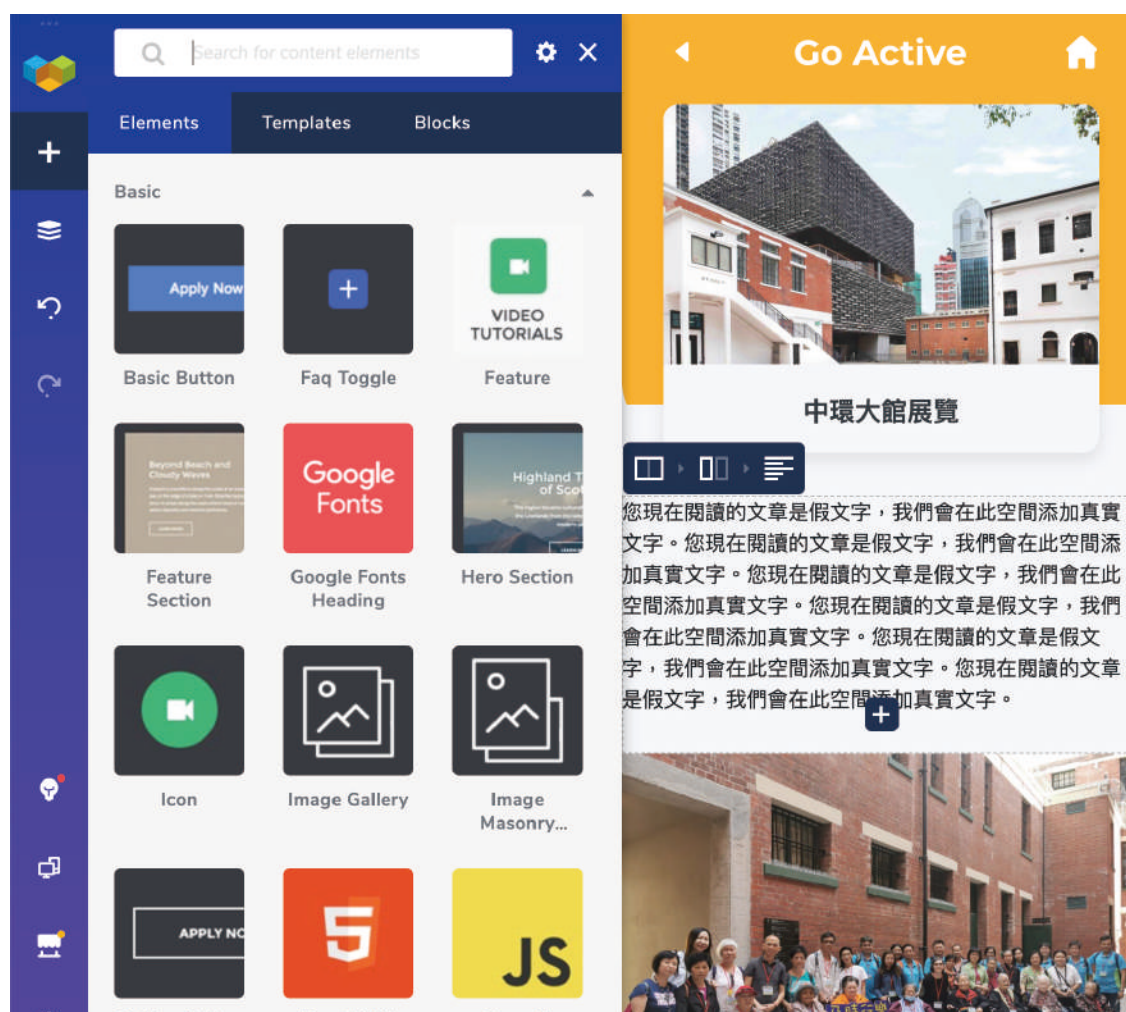
## 視覺合成器

### Visual Composer

職員之前提到的其中一個重點，是平台需要盡可能簡單，以便他們簡易更新。所以我們加入了外掛程式 Visual Composer 讓職員設計每個帖子（圖 76）。Visual Composer 提供一個簡單的視覺介面，讓用家只需拖拉適當的元素至頁面便可以輕鬆設計帖子。另一個要點是，Visual Composer 有大量的文檔和教材，可供職員有需要時學習如何使用它。

One of the pain points previously mentioned was the need to make this platform as simple as possible for the staff to not have trouble when updating it. This is why a plugin called Visual Composer is used to visually design each post (figure 76). Visual Composer makes creating posts with WordPress easier as it presents the user with a simple visual interface where elements can be dragged and dropped to layout the page sections. Another important aspect is that Visual Composer has extensive documentation with tutorials just in case a new member of the staff needs to learn how to use it.

► 圖 76 figure 76





成品展示

Final Product Showcase



# 7

## 成品展示 Final Product Showcase

GOActive 平台架構：

GOActive Platform Architecture :



登陸頁面  
Landing page



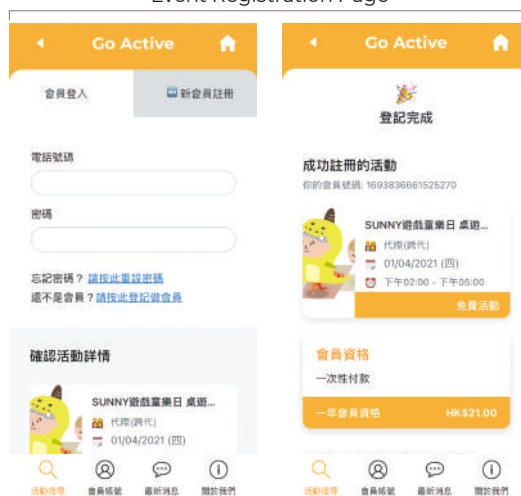
活動搜尋頁面  
Event Search Page



搜索結果頁面  
Search Result Page



活動報名頁面  
Event Registration Page



特定活動頁面  
Specific Event Page



活動搜尋



## 會員帳號

會員帳號頁面  
User Page



會員帳號參與過的活動  
User Page  
Record of Past Events



會員帳號頁面過去活動日誌  
User Page  
Past event diary



最新消息 – 最新資訊  
News Feed – Announcement



最新消息 – 活動日誌  
News Feed – Diary



## 最新消息

關於我們  
About Page - Centre



關於平台資訊  
About Page - Platform



## 關於我們

## 登陸頁面

### Landing page

登陸頁面以一些照片和小標語說明中心的價值觀（參考 D.1 內容版面設計）。當用戶向下滾動頁面時，可以看到新活動（非會員）或根據會員的搜索歷史為而建議的活動。作為一個活動報名平台，最重要就是讓用家一進入平台就能看到活動，為用行提供「行動」的理由。

The landing page consists of an image gallery and caption that illustrates the Centre's value (refer to chapter D.1 Content Layout). When the users scroll down, new events (for non-members) or events catered to members based on their search history will be visible. As this is an event registration platform it is important for the users to see the events as soon as they enter the platform to provide “action” points for the users.

► 圖 77 figure 77



活動搜尋



會員帳號



最新消息



關於我們



## 特定活動頁面

### Specific Event Page

當點擊一個活動時，用家會進入特定活動頁面，他 / 她可以在那裡找到該活動的所有細節。這些細節被分成三個不同標籤，資訊的優先順序是基於我們在工作坊得出的結果而排序。這三個標籤使用家不需不斷滾動屏幕便可讀取訊息。

第一個標籤顯示活動的主要細節，包括活動類別、日期、時間和費用，以及活動的描述。第二個標籤顯示前往活動地點的交通資訊，第三個標籤為用戶提供更多活動組織者的資訊。

每個頁面都有一個懸浮的藍色「按此報名」按鈕。懸浮按鈕是指無論用家如何滾動屏幕，該按鈕都始終出現在右下角。由於這是「行動」按鈕，所以必須確保用家隨時可以看到它，而不必去刻意尋（請參閱 D.1 章內容版面設計——一致性）。

When clicking on an event, the user is redirected to the specific event page where he/she can find all the details of the event. These details are separated into three different tabs and the priority of the information is based on our workshop findings. The 3 tabs enable users to not have to scroll too much.

The first tab shows the event's main details: category, day, time and cost of the event as well as a description of the event. The second tab shows the transportation details to get to the event venue and the third tab gives the user more information about who is the organiser.

Each page also has a floating blue button which says “press here to register”. Floating button means that no matter how much the user scrolls the button will always stay at the bottom right corner. As this is the “action” button, it is important to ensure that it is always visible to the user and they will not have to look for it (refer to Chapter D.1 Content Layout – Consistent Elements).

► 圖 78 figure 78

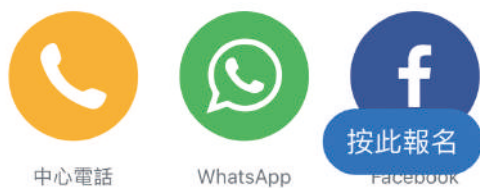




### 聯絡我們

請點擊以下方式與我們聯絡。

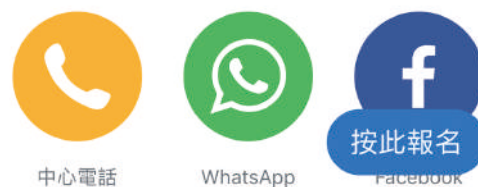
中心地址：新界葵涌和宜合道22號一樓101室  
辦公時間：星期一至六 上午9時至下午5時  
星期日及公眾假期：休息



### 聯絡我們

請點擊以下方式與我們聯絡。

中心地址：新界葵涌和宜合道22號一樓101室  
辦公時間：星期一至六 上午9時至下午5時  
星期日及公眾假期：休息



► 圖 79 figure 79



當活動已經滿額或用家已經報名參加該活動時，報名用的懸浮按鈕轉為不可點擊，並以顯示紅色。

When the event is already full or the user has already registered to the event, the floating button for registration is no longer clickable and displays a red colour.

## 活動搜尋頁面

### Event Search Page

另一個尋找合適活動的方法，就是從主功能表左邊的第一個圖示進入活動搜尋頁面。在用家參與工作坊中，其中一個重點設計原則是「行動與回應」。用家在平台上點選按鈕後，平台必須立即給予回應，表示系統已經接收到用家的指令。如圖 80 中所顯示，只要用家點選某個類別的按鈕，圖案的右上角便會立即彈出一個橙色圓圈，裡面有一個剔號，表示該類別已被選取（更多資訊請參閱 D.2 章行動與回應）。

Another way to find events that are specifically to the users' preference is by going into the Event Search page which is the first icon on the left side of the main menu. Based on the user engagement workshops, one of the core design principles was "action and reaction". This means when something has been selected, it is important to have an immediate reaction from the platform to show the users their action is being or has been processed. Figure 80 illustrates that once a category button has been selected, an orange circle with a tick inside immediately pops up on the top right corner to indicate that the button has been pressed (refer to Chapter D.2 Action and Reaction for more information).

## 活動搜索頁面

### Event Search Page

► 圖 80 figure 80



## 搜索結果頁面

### Search Result Page

► 圖 81 figure 81



活動搜尋 會員帳號 最新消息 關於我們

活動搜尋 會員帳號 最新消息 關於我們

## 活動報名頁面

### Event Registration Page

從用家參與工作坊中，也許是因為長者們在其他應用程式或線上平台的經驗有所不同，我們意識到個別會員和非會員對活動報名有不同的理解。我們發現平台需要有三種不同的報名流程，才能確保大多數用家能夠順利報名。以下是用家可能會面對的三種不同的情況：

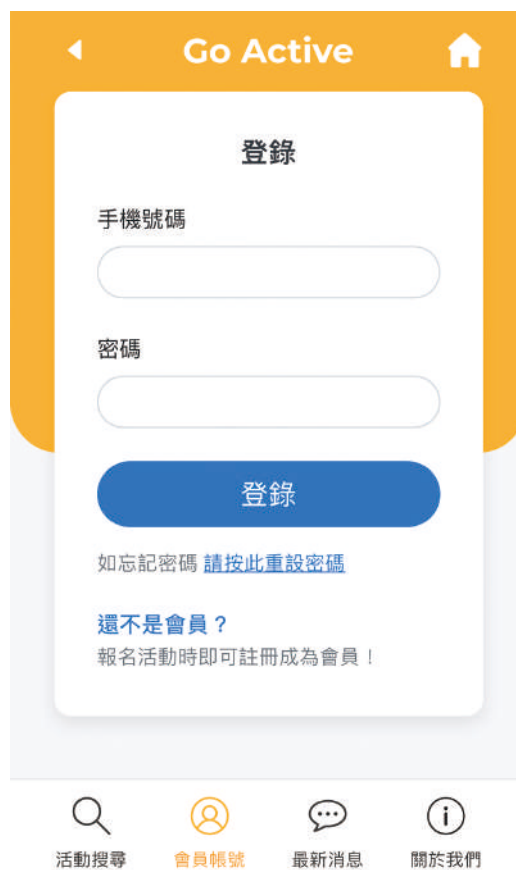
From the user engagement workshops, we realised that individual members and non-members had a different understanding of event registration, perhaps based on their experience with other applications or online platforms. Three main user flows were discovered, and thus all three flows were implemented to ensure that most users can register for an event smoothly. Below are the different scenarios:

#### 1. 已登錄的會員報名活動 Event registration for logged in members

圖 82a 是現有會員的登錄頁面。這個頁面可以從主功能表左邊的第二個圖示進入。從用家參與工作坊來看，當我們參加者在報名前先進行登錄，或註冊成為會員，然後繼續從登陸頁面尋找活動，或在活動搜尋頁面中搜尋活動。

Figure 82a is the login page for existing members. This page can be found in the second icon from the left of the main menu. From the user engagement workshops, when the participants were asked to “register for an event”, they went into the login page first to sign in, or sign-up as a member then proceeded to look for events from the landing page or search for events in the Event Search page.

► 圖 82a figure 82a





當會員按下懸浮的報名按鈕，如果他 / 她已經登錄，用家就不需要再輸入任何額外資料。

(圖 82b) 該頁面只會顯示活動和費用摘要，作為雙重確認，確保用家有多一次機會查看活動細節和價格，以減少任何誤解或出錯。

另一種情況是當用家登錄系統後，他們將在兩星期內保持登錄狀態。因此，如果他們在這兩星期內使用相同的裝置進入平台，他們也不必再次登錄。

Figure 82b illustrates that when a member presses the floating registration button, and he/she is already logged in to the system, the user does not need to input any additional information. The page only consists of the event and price summary, which acts as a double confirmation to ensure that the users are given another opportunity to look through the event detail and price to reduce any misunderstanding or mistakes.

Another scenario is once the user has logged in to the system, they will stay logged in for two weeks. Therefore, if they use the same device to enter the platform within those two weeks, they will not have to log in again either.

► 圖 82b figure 82b



## 2. 未登錄的會員報名活動 Event registration for non-logged in members

當會員進入報名程序，但未有登入，他 / 她會看到一個簡單的登入表格，要求他 / 她提供電話號碼和密碼作登錄，然後才能報名。

When a member goes through the registration process, but this member is not logged in, he/she is presented with a simple login form where the member phone number and the password are requested before they can register for the event.

► 圖 83 figure 83



### 3. 非會員報名活動 Event registration for non-members

當非會員想報名參加一個活動時，他們會在活動和費用摘要頁面內，看到登記成為會員的表格。簡單的登記步驟可以令用家更專注於報名活動這個核心行動，而不需要切換到不同頁面去登記成為會員。值得注意的是，非會員在活動和費用摘要頁面上，除了看到活動的價格外，還會有會員費的費用。

When non-member wants to register for an event, they are presented with a membership registration form on the same page as the event and price summary page. The limited steps allow users to focus on the core action rather than having to switch between different pages to register and become a member. It is important to note that non-members will have the membership's fee and the price of the event on the summary page.

► 圖 84 figure 84

Go Active

會員登入

新會員註冊

重要信息

由於中心活動僅開放供會員參與，首次註冊會員需支付年度會費(60歲以下 = HK\$29，60歲或以上 = HK\$21)。  
必須填寫資料 \*

姓 \*

名 \*

電話號碼 \*

出生日期

YYYY-MM-DD  
(如1960年6月1日 請填寫 1960-06-01)

密碼 \*

6-20位字元，包括最少1位字母以及1位數字 (如 abc123)

確認密碼 \*

確認活動詳情

一年會員資格 HK\$21



SUNNY遊戲童樂日 桌遊...

代際(跨代)

01/04/2021 (四)

下午02:00 - 下午05:00

免費活動

總費用 HK\$21

付款方式 (不適用於免費活動)

請在完成登記程序後的559小時內去中心付款。  
如果23天後仍未付款，我們將取消您的活動預約。(中心地址：新界葵涌和宜合道22號 / 付款方式：現金)

立即留位!

## 會員帳號頁面

### User Page

當用戶成功報名參加一個活動時，他們會看到「成功註冊活動」的畫面(圖 85)。畫面上會顯示成功報名的訊息，以及他們需要支付的費用。活動和費用詳情下面有一個倒數計時器，讓他們知道還有多少時間可以去支付活動的費用。頁面中還有兩個按鈕，分別可以進入活動搜索和會員帳號頁面。

When a user successfully registers to an event, they are presented with the "Register for event success" screen (figure 85). They are shown with a success message and the price that they will need to pay on this screen. Below the previous elements, there is a countdown to let them know how much time they have left to pay for their seat reservation for the event. There are also two buttons to the event search and user page.

### 活動報名成功

#### Register for event Success

► 圖 85 figure 85

在訪會員帳號頁面內 (圖 86)，會員可以看到他們的個人資料和三個與活動相關的標籤。第一個標籤是「活動登記狀況」，顯示關於他們即將參加的活動，這個標籤中的活動會按已付費和未付費分類。未付費的活動是指會員已報名但尚未支付費用的活動。在第二個標籤中 (圖 87)，是「參與過的活動」，會員可以看到他們過去曾參加的活動歷史，以作參考。第三個標籤是 (圖 88)「過去活動日誌」，顯示任何有相關過去活動的文章。例如，如果中心職員撰寫了一篇活動日誌並上載活動照片，曾參與該活動的會員就會在「過去活動日誌」標籤中看到日誌內容。

When accessing the user page (figure 86), the members are presented with their personal details and three tabs with event-related information. The first tab is dedicated to upcoming events. The events within this tab are classified by paid and unpaid. Unpaid events are those that the member has registered but not paid for yet. On the second tab (figure 87), "past event details", the members are presented with a history of the events they attended in the past for their reference. The third tab (figure 88), "past event diary", shows any past events that have an editorial. For example, if the staff writes a post about the event and adds pictures, the members who attended that event will see that post in the third tab.

## 會員帳號頁面活動登記狀況

### User Page Event Registration Detail

► 圖 86 figure 86



## 參與過的活動

### User Page Past event detail

► 圖 87 figure 87



沒有過去登記活動紀錄

## 會員帳號頁面過去活動日誌

### User Page Past event diary

► 圖 88 figure 88



沒有過去登記活動紀錄

## 聯絡我們

請點擊以下方式與我們聯絡。

中心地址：新界葵涌和宜合道22號一樓101室  
辦公時間：星期一至六 上午9時至下午5時  
星期日及公眾假期：休息



中心電話



WhatsApp



Facebook



活動搜尋



會員帳號



最新消息



關於我們

## 聯絡我們

請點擊以下方式與我們聯絡。

中心地址：新界葵涌和宜合道22號一樓101室  
辦公時間：星期一至六 上午9時至下午5時  
星期日及公眾假期：休息



中心電話



WhatsApp



Facebook



活動搜尋



會員帳號



最新消息



關於我們

在會員帳號頁面中 (圖 86)，會員可以點擊頁面上的灰框「更改個人信息」按鈕 (圖 89)，更改個人資料或登錄密碼。

主功能表的第三個圖示是最新消息 (圖 90)，它由兩個標籤組成，一個是「最新資訊」，顯示與中心有關的一般通告，另一個是「活動日誌」 (圖 91)。在「活動日誌」標籤中，會員和非會員都可以看到中心職員撰寫的文章。這些文章可能是關於中心希望向平台用戶家分享的過去活動點滴或其他教育資訊。

From the user page (figure 86), the members can click the grey outlined button on the top of the page to “edit their personal information” (figure 89). In this page they can also change their password.

The main menu’s third icon is the News Feed (figure 90) icon. Which consists of two tabs. One for general announcements related to the Centre and another tab for Editorials (figure 91). In the editorial tab, members and non-members are presented with articles written by the staff. These articles could be about past events or educational information the Centre would like to share with their members or visitors to their platform.

## 會員帳號頁面編輯個人資料 User Page Edit Information

► 圖 89 figure 89

Go Active

### 更改個人資料

姓  
Tang

名  
Emily

出生日期 (如1960年6月1日 請填寫 1960-06-01)  
1950-10-22

電話號碼  
95589494

### 額外信息

電子郵箱

性別  
Select a Gender

### 編輯密碼

密碼至少需超過包含6位數 並且包含大小寫英文字母以及阿拉伯數字 (例如 Abc1234)

舊密碼

新密碼

確認更改內容

### 聯絡我們

請點擊以下方式與我們聯絡。

中心地址：新界葵涌和宜合道22號一樓101室  
辦公時間：星期一至六 上午9時至下午5時  
星期日及公眾假期：休息

中心電話 WhatsApp Facebook

活動搜尋 會員帳號 最新消息 關於我們

## 最新消息 – 最新資訊

### News Feed – Announcement

► 圖 90 figure 90



## 最新消息 – 活動日誌

### News Feed – Diary

► 圖 91 figure 91





## 關於我們頁面

### About Page

在主功能表的最後一個選項 (圖 92)，用家可以進入「關於我們」頁面。這個頁面有兩個標籤，右邊的標籤描述並展示中心的理念和歷史，左邊的標籤則是關於 GOActive 平台的資訊以及參與平台發展的夥伴。

On the last option of the main menu (figure 92), users can access the “About us” page. Within this page, two tabs are displayed, the one on the right describes and showcases the values and history of the Centre and the tab on the left talks about the GOActive platform and the parties involved in the development of this initiative.

► 圖 92 figure 92



#### 發揮長者新生命力

為回應香港正逐步邁向高齡化社會，如何讓長者活用黃金歲月？將知識、經驗、智慧、中國人價值、文化等傳承予下一代，對社會將是無價寶。

廿年後香港有三分之一人口為長者，現在的青少年、兒童將成為社會的支柱，他們對長者有多少認識？他們知道長者有甚麼需要？

所以我們鼓勵長者持續學習新知識，運用新理念和服務策略團結長者，推動長幼共融這重要方向，讓長者們實踐和重塑家庭與社會功能。



我們以五個服務策略推動長幼共融的工作，包括繪本共讀、跨代生活教育、互動藝術、資訊科技和永續綠色生活。我們相信：長者可以與年青人攜手，成為社會發展的推動力！

#### 【小紅帽長幼讀書會】

介紹：於2009年組織「長幼繪本共讀計劃」，透過訓練退休人士，學習向小朋友講繪本故事，藉閱讀培養長者與孩子的溝通和了解，提升長者在社會及家庭的角色，建立正面和健康的形象。我們一直積極推廣由長者為小朋友講故事，迄今已與超過100間學校、機構及團體合作，並舉辦超過50場的閱讀工作坊，透過以繪本作為媒介，增加社會的閱讀風氣。



活動搜尋



會員帳號



最新消息



關於我們



未來發展潛能

Further Potential of the Platform





# 8

## 未來發展潛能

### Further Potential of the Platform

由於 GOActive 這個平台是建基於：

1. 「年輕長者」使用智能手機時的喜好和習慣，以及

2. 中心職員的需求，確保平台符合日常的工作流程，並加快他們的工作進度，

因此，這個平台上的所有設計原則都可以在其他以「年輕長者」和長者中心為目標使用者的平台上應用。

以下是設計 GOActive 平台時出現的六個限制。然而，如果我們要為其他長者中心建立另一個報名平台，這些限制或許可以成為機遇。

As this initiative is based on:

1. The "Young Olds" preferences and habits when using a smartphone and

2. Centre's staff's needs, ensuring that it matches their workflow and speeds up their process,

all the elements considered in this platform are transferable and implementable to other platforms aiming to target other "Young Old" generation and other elderly centres.

The following are six constraints appeared when designing GOActive platform. Yet, they are also opportunities for improvement if we were to implement and create another registration platform for other Hong Kong elderly centres.

## 行政限制 Administrative Constraints

如前所述，中心的一些限制阻礙了平台的潛力。這些限制包括長者只能到中心支付活動費用，而不能在便利店或網上付款，也不能以短訊方式告知會員報名情況。

As previously mentioned, some constraints from the Centre hindered the potential of the platform. These constraints include the limitation to only be able to pay in the Centre instead of online or offline payments in convenient stores and using mobile messaging to inform the members of their registration.

## 付款方式 Payment

如 6.1C 章「實體與網上付款」所述，工作坊參加者建議，到 7-11 便利店繳費是一個非常方便又安全的付款方式，而且無需前往中心。然而，如果要增設這個支付選項，中心必須與 7-11 便利店簽訂合約，而 GOActive 平台目前並未能安排這個選項。

As stated in section 6.1C “Physical VS Online Payment”, some participants from the workshops suggested that using 7-Eleven payments would have been a very convenient and secure way to pay without the need of visiting the Centre. However, to add 7-Eleven payments, the Centre had to get into contractual agreements with 7-Eleven, which was unfortunately not possible at the moment.



故此，平台目前只能作為瀏覽活動和報名之用，用家到最後仍需要前往中心付款。圖 93 顯示了早期的一個設計，用家在成功報名後會收到一個 QR 碼，憑此 QR 碼可以到便利店付款。

This is why the platform, at this moment only serves as an event browsing and space reservation platform, and users are still required to go to the Centre to complete the reservation payment. Figure 93 shows one of the early design iterations where the QR code was shown after a successful registration. With this QR code, users can pay at convenience stores.

► 圖 93 figure 93

## 手機短訊 Messaging

工作坊參加者曾經提出，中心可以用手機短訊通知用家成功報名（圖 94）。這項功能也可以發送尚未繳付活動費用的提醒，或通知他們已報名的活動有任何變動。然而，與 7-Eleven 便利店付款的問題一樣，這項服務也需要收費，所以平台目前也未連接到手機短訊系統。

Mobile phone messaging as means to notifying the user after successful event registration was another requested feature by the participants of the workshop (figure 94). This feature could also have been used to notify the user of an unpaid event or of any changes on an event they were registered to. Similar to the 7-Eleven payment, this service costs money and the Centre could not implement it at the moment.



► 圖 94 figure 94

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## 免費活動 Free Trials

從本質而言，免費活動為非會員提供更大的動力去體驗中心的活動質素。在用家參與工作坊上，許多非會員建議中心舉辦免費試玩活動，作為吸引長者成為會員的誘因，讓他們測試中心的活動質素。

目前，非會員在參加任何活動之前，都需要支付會員費，一些非會員認為會員費未必物有所值。中心在未來可考慮舉辦一些免費活動，向非會員宣傳他們的活動。

By nature, free trials are always great incentives for non-members to experience the quality of the Centre's activities. During the user engagement workshops, many non-members suggested having free trials as an incentive to test the activities before becoming a member.

At the moment, non-members are required to pay for the membership before joining any activity making it hard for some of the non-members to trust that paying for the membership will be worth it. Alternatively, in the future, the Centre could consider having a free activity to promote their events among non-members.

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## 疫情 Pandemic

這個社創行動項目是在 2019-2020 年期間計劃，當時 2019 冠狀病毒病開始肆虐，大部分戶外活動和大型集會都被禁止。

因此，當時已準備好的方案 B「展示積極老齡化的創新方案」活動被迫取消，也沒有正式發佈 GOActive 平台。

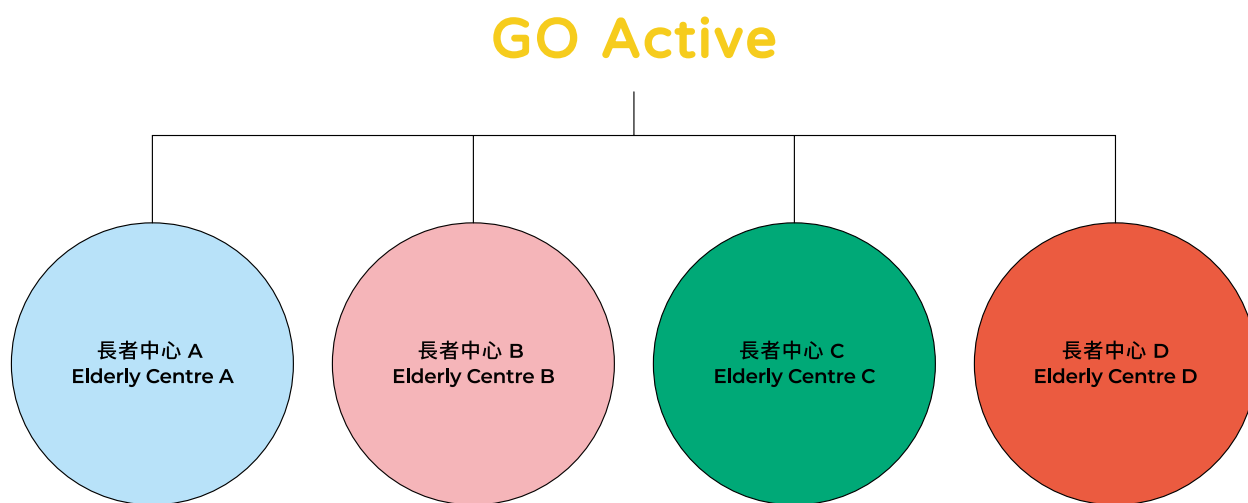
This Action Project was conceived during 2019-2020 which was the beginning of the COVID-19 pandemic when many outdoor activities and big gatherings were banned.

For this reason unfortunately it was not possible to carry out Brief B "An Innovative programme that demonstrates Active Ageing" neither was the platform officially launched given the lack of public events.

## 未來展望 Future Vision

從技術上而言，只要有長者中心希望以數碼方式進行活動宣傳和會員管理，GOActive 平台便已經準備就緒供這些中心使用。此外，GOActive 平台也可以重新設計成所有長者中心都可以提供活動的平台，並最終成為推動「積極老齡化」的專屬平台 (圖 95)。

Technically speaking, the GOActive platform is ready for adoption by other elderly centres whenever they would like to adopt digital way of event marketing and membership management. Alternatively and ultimately, the GOActive platform could be redesigned to become a platform where all the elderly centres could offer their activities, becoming an exclusive platform for Active Ageing (figure 95).



► 圖 95 figure 95

# 附錄一

## Appendix I

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術語和縮寫  
Terminology and abbreviations

下面是本報告中使用的簡稱或縮寫。

The following describe the short names or abbreviations used throughout this report.

香港聖公會麥理浩夫人中心林植宣 博士老人綜合服務中心 HKSKH Lady MacLehose Centre Dr Lam Chik Suen District Elderly Community Centre	中心 Centre
中心現有會員 Existing members from the Center	現有會員 Existing Member
任何 60 歲以上並可能成為潛在會員的人 Anyone over 60+ and could be a potential member	非會員 Non-Member
數碼平台 Digital Platform	GoActive
Studio Doozy	設計顧問 Design Consultant
目標 A - 全方位活動報名及推廣電子平台 Objective A - An online platform that facilitates event registration and promotion	設計挑戰 A Design Challenge A
目標 B - 展現積極老齡化的創新活動 Objective B - An innovative programme that demonstrates Active Ageing	設計挑戰 B Design Challenge B
用家瀏覽平台時使用的界面 The interface of the platform that users interact with	前端 Front-End
中心職員管理平台時使用的界面 The interface of the platform that the staff interacts with	後端 / 內容管理系統 Back-End / Content Management System (CMS)



# 附錄二

## Appendix 2

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非會員及會員問卷  
Questionnaire for Non-Members and Members

## 非會員問卷

### Questionnaire for Non-Members

問卷對象為香港理工大學活齡學院的會員，共有 28 位受訪者。

This questionnaire was sent to members from the Institute of Active Ageing – PolyU. There were 28 respondents in total.

1.

歲數？\*

What is your age? \*

- ☐ 55-59
- ☐ 60-64
- ☐ 65-69
- ☐ 70-74
- ☐ 75-79
- ☐ 80+

2.

性別 \*

What is your gender? \*

- ☐ 女 Female
- ☐ 男 Male

3.

你來自哪個區？

which district are you from?

4.

您是否使用任何社交平台？（如有必要，請選擇多個）\*

Do you use any social platforms? Please feel free to choose more than one \*

- ☐ Whatsapp
- ☐ Facebook
- ☐ Line
- ☐ Wechat
- ☐ 其他 Other: \_\_\_\_\_
- ☐ 我不使用任何社交平台 I don't use any social platforms

5.

你通常使用哪種電子產品瀏覽社交平台？（如有必要，請選擇多個）

Which device do you usually use to check your social networks? Please feel free to choose more than one

- ☐ 智能手機 Smart Phone
- ☐ 平板電腦 Tablet
- ☐ 電腦 Computer

---

6.	<p>您有否參加了由其他地區中心或其他機構組織的活動？ *</p> <p><b>Do you participate in activities organised by other district centers or other institutions? *</b></p> <p>○ 有 Yes</p> <p>○ 沒有 No</p>
----	---

---

7.	<p>如果您在問題 6 中選擇 “有”，您能否讓我們知道您曾經參加 / 也在參加的其他組織或地區中心的名稱。如果問題 6 中選擇 “沒有” 請跳至問題 8。</p> <p><b>If you chose "yes" in Q6, can you let us know the name of the other organization or district center you attended/are also attending. If you chose "no" please skip to Q8.</b></p>
----	--

---

8.	<p>如果您問題 6 個問題選擇 " 沒有 "，為什麼沒有？如果您在問題 6 中選擇 “有”請跳至問題 9。</p> <p><b>If you chose no for the Q6, why not? If you chose yes please skip to Q9.</b></p> <p>○ 沒興趣 Not interested</p> <p>○ 尚未找到我感興趣的活動 Have not found any activity I am interested in</p> <p>○ 太忙了 / 沒時間 Too busy / No time</p> <p>○ 我不知道有什麼活動可以參加 I am not aware there are activities I can join</p> <p>○ 其他 Other: _____</p>
----	--

---

9.	<p>請選擇影響您決定參加活動的首 4 個因素 *</p> <p><b>Please choose the top 4 factors that affect your decision making in choosing an activity *</b></p> <p>○ 地點 Location</p> <p>○ 價錢 Price</p> <p>○ 個人愛好 Personal Interest</p> <p>○ 同伴 Companion</p> <p>○ 持續時間 Duration</p> <p>○ 組織者 / 組織 Organiser</p> <p>○ 評論 / 推薦 Reviews / Recommendation</p> <p>○ 能學以致用 Can learn</p> <p>○ 能擴闊社交圈子 Can make new friends and expand social circle</p> <p>○ 其他 Other: _____</p>
----	---

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- 
10. 您經常會參加哪些類型的活動？ / 您經常對哪些類型的活動有興趣？  
(請最多選三個活動)\*  
**What types of activities do you often sign up for? Are interested in? (Please choose at most 3 activities)\***
- ☐ 戶外活動 (觀光，遠足，戶外運動)  
Outdoor activities (sightseeing, hiking, outdoor exercises)
  - ☐ 音樂 Musical/Instruments/Singing
  - ☐ 手作 Art
  - ☐ 如何使用智能手機課程 Smart Phone courses
  - ☐ 如何使用電腦課程 Computer courses
  - ☐ 攝影課程 Photography Classes
  - ☐ 視頻課程 Videography Classes
  - ☐ 釣魚 Fishing
  - ☐ 看電影 Movie
  - ☐ Other: \_\_\_\_\_
- 
11. 對於你喜歡的活動，您會否重覆參加？\*  
**Would you join an activity more than once if you enjoyed it?\***
- ☐ 有 Yes
  - ☐ 沒有 No
- 
12. 如果您有興趣或喜歡的活動，您向朋友或家人推薦活動的可能性有多大？\*  
**How likely is that you would recommend an activity to a friend or family if you are interested or had fun? \***
- ☐ 不太可能 Unlikely
  - ☐ 或許 Maybe
  - ☐ 很可能 Very likely
- 
13. 有哪些因素影響您投入某項活動？請選出 2 個您認為最重要的因素。\*  
**What are the top 2 determinants to rate whether you enjoyed the activity or not? \***
- ☐ 不太可能 Unlikely
  - ☐ 或許 Maybe
  - ☐ 很可能 Very likely
-

- 
14. 您認為一個活動維持多久最適合？ \*
- What is your preferred duration for an event? \***
- 1 小時 (1 hour)
  - 1-2 小時 (1-2 hours)
  - 2-3 小時 (2-3 hours)
  - 3-4 小時 (3-4 hours)
  - 我不在乎，只要這是我喜歡的活動  
No preference, as long as it is an event I enjoy
- 
15. 您通常如何接收活動通知？（如有必要，請選擇多個） \*
- Where do you usually get information about events that are happening around you? (Choose more than one if necessary) \***
- 朋友的推薦 Friend recommendation
  - 您加入的中心 Center that you have joined
  - 網上平台（例 Facebook / Whatsapp） Online Platform (Facebook/Whatsapp)
  - 診所 / 醫院公告欄 Clinics/hospital notice board
  - 其他 Other: \_\_\_\_\_
- 
16. 如果您參加了由地區中心或其他組織的活動，通常如何獲得活動的最新信息？ \*
- If you usually join activities organised by a centre, how do you usually receive the updates? \***
- 傳單 Leaflets / Flyers
  - 中心佈告欄 Notice boards in Center
  - 短信 SMS Text messages
  - Whatsapp 短信 Whatsapp Messages
  - Facebook 平台
  - 其他 Other: \_\_\_\_\_
- 
17. 您認為最佳方法接收中心組織的活動信息是什麼？ \*
- What is the most convenient method for you to receive activity information organised by the centre? \***
- 傳單 Leaflets / Flyers
  - 中心佈告欄 Notice boards in Center
  - 短信 SMS Text messages
  - Whatsapp 短信 Whatsapp Messages
  - Facebook 平台
  - 其他 Other: \_\_\_\_\_
-

- 
18. 以往有否參加過一些活動是很有意思和好玩的？如有，能否推薦或介紹一下？  
**Any activities you recommend or you have joined and you really enjoyed?**
- 

## 會員問卷

### Questionnaire for Members

問卷對象為中心會員，共有 90 位受訪者。

This questionnaire was sent to members from the Centre. There were 90 respondents in total.

- 
1. 歲數？<sup>\*</sup>  
**What is your age? <sup>\*</sup>**
- ☐ 55-59
  - ☐ 60-64
  - ☐ 65-69
  - ☐ 70-74
  - ☐ 75-79
  - ☐ 80+
- 
2. 性別 <sup>\*</sup>  
**What is your gender? <sup>\*</sup>**
- ☐ 女 Female
  - ☐ 男 Male
- 
3. 你來自哪個區？  
**which district are you from?**
- 
4. 您是否使用任何社交平台？（如有必要，請選擇多個）<sup>\*</sup>  
**Do you use any social platforms? Please feel free to choose more than one <sup>\*</sup>**
- ☐ Whatsapp
  - ☐ Facebook
  - ☐ Line
  - ☐ Wechat
  - ☐ 其他 Other: \_\_\_\_\_
  - ☐ 我不使用任何社交平台 I don't use any social platforms
-

- 
5. 你通常使用哪種電子產品瀏覽社交平台？（如有必要，請選擇多個）  
**Which device do you usually use to check your social networks? Please feel free to choose more than one**
- ☐ 智能手機 Smart Phone
  - ☐ 平板電腦 Tablet
  - ☐ 電腦 Computer
- 
6. 一開始您是如何認識香港聖公會麥理浩夫人中心的活動並決定成為會員？<sup>\*</sup>  
**At the beginning how did you find out about this center and decided to become a member? <sup>\*</sup>**
- 
7. 你已成為香港聖公會麥理浩夫人中心會員有多久？<sup>\*</sup>  
**How long have you been a member of this center? <sup>\*</sup>**
- ☐ 少過 1 年 (less than 1 year)
  - ☐ 1-2 年 (1-2 years)
  - ☐ 3-6 年 (3-6 years)
  - ☐ 7-9 年 (7-9 years)
  - ☐ 多過 9 年 (9+ years)
- 
8. 您多久參加香港聖公會麥理浩夫人中心的活動？<sup>\*</sup>  
**How often do you participate in this center's activities? <sup>\*</sup>**
- ☐ 很少：每年一至四次 (Rarely)
  - ☐ 間中：每年五至八次 (Sometimes)
  - ☐ 經常：每年八至十二次 (Usually)
  - ☐ 常常：每年多過十二次 (Always)
- 
9. 您有否參加了由其他地區中心或其他機構組織的活動？<sup>\*</sup>  
**Do you participate in activities organised by other district centers or other institutions? <sup>\*</sup>**
- ☐ 有 Yes
  - ☐ 沒有 No
- 
10. 如果您在問題 9 中選擇“有”，您能否讓我們知道您曾經參加 / 也在參加的其他組織或地區中心的名稱。如果問題 9 中選擇“沒有”請跳至問題 11。  
**If you chose "yes" in Q9, can you let us know the name of the other organization or district center you attended/are also attending. If you chose "no" please skip to Q11**
-

---

11.

請選擇影響您決定參加活動的首 4 個因素。\*

**Please choose the top 4 factors that affect your decision making in choosing an activity.\***

- ☐ 地點 Location
  - ☐ 價錢 Price
  - ☐ 個人愛好 Personal Interest
  - ☐ 同伴 Companion
  - ☐ 持續時間 Duration
  - ☐ 組織者 / 組織 Organiser
  - ☐ 評論 / 推薦 Reviews / Recommendation
  - ☐ 能學以致用 Can learn
  - ☐ 能擴闊社交圈子 Can make new friends and expand social circle
  - ☐ 其他 Other: \_\_\_\_\_
- 

12.

您經常會參加哪些類型的活動？ / 您經常對哪些類型的活動有興趣？

(請最多選三個活動)\*

**What types of activities do you often sign up for? Are interested in? (Please choose at most 3 activities)\***

- ☐ 戶外活動 (觀光，遠足，戶外運動)  
Outdoor activities (sightseeing, hiking, outdoor exercises)
  - ☐ 音樂 Musical/Instruments/Singing
  - ☐ 手作 Art
  - ☐ 如何使用智能手機課程 Smart Phone courses
  - ☐ 如何使用電腦課程 Computer courses
  - ☐ 攝影課程 Photography Classes
  - ☐ 視頻課程 Videography Classes
  - ☐ 釣魚 Fishing
  - ☐ 看電影 Movie
  - ☐ Other: \_\_\_\_\_
- 

13.

對於你喜歡的活動，您會否重覆參加？\*

**Would you join an activity more than once if you enjoyed it?\***

- ☐ 有 Yes
  - ☐ 沒有 No
-



- 
14. 如果您有興趣或喜歡的活動，您向朋友或家人推薦活動的可能性有多大？<sup>\*</sup>  
**How likely is that you would recommend an activity to a friend or family if you are interested or had fun?**<sup>\*</sup>
- ☐ 不太可能 Unlikely
  - ☐ 或許 Maybe
  - ☐ 很可能 Very likely
- 
15. 有哪些因素影響您投入某項活動？請選出 2 個您認為最重要的因素。<sup>\*</sup>  
**What are the top 2 determinants to rate whether you enjoyed the activity or not?**<sup>\*</sup>
- ☐ 不太可能 Unlikely
  - ☐ 或許 Maybe
  - ☐ 很可能 Very likely
- 
16. 您認為一個活動維持多久最適合？<sup>\*</sup>  
**What is your preferred duration for an event?**<sup>\*</sup>
- ☐ 1 小時 (1 hour)
  - ☐ 1-2 小時 (1-2 hours)
  - ☐ 2-3 小時 (2-3 hours)
  - ☐ 3-4 小時 (3-4 hours)
  - ☐ 我不在乎，只要這是我喜歡的活動  
No preference, as long as it is an event I enjoy
- 
17. 您通常如何接收活動通知？（如有必要，請選擇多個）<sup>\*</sup>  
**Where do you usually get information about events that are happening around you? (Choose more than one if necessary)**<sup>\*</sup>
- ☐ 朋友的推薦 Friend recommendation
  - ☐ 您加入的中心 Center that you have joined
  - ☐ 網上平台（例 Facebook / Whatsapp） Online Platform (Facebook/Whatsapp)
  - ☐ 診所 / 醫院公告欄 Clinics/hospital notice board
  - ☐ 其他 Other: \_\_\_\_\_
-

---

18.

如果您參加了由地區中心或其他組織的活動，通常如何獲得活動的最新信息？ \*

**If you usually join activities organised by a centre, how do you usually receive the updates? \***

- ☐ 傳單 Leaflets / Flyers
- ☐ 中心佈告欄 Notice boards in Center
- ☐ 短信 SMS Text messages
- ☐ Whatsapp 短信 Whatsapp Messages
- ☐ Facebook 平台
- ☐ 其他 Other: \_\_\_\_\_

---

19.

您認為最佳方法接收中心組織的活動信息是什麼？ \*

**What is the most convenient method for you to receive activity information organised by the centre? \***

- ☐ 傳單 Leaflets / Flyers
- ☐ 中心佈告欄 Notice boards in Center
- ☐ 短信 SMS Text messages
- ☐ Whatsapp 短信 Whatsapp Messages
- ☐ Facebook 平台
- ☐ 其他 Other: \_\_\_\_\_

---

20.

以往有否參加過一些活動是很有意思和好玩的？如有，能否推薦或介紹一下？

**Any activities you recommend or you have joined and you really enjoyed?**

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# 附錄三

## Appendix 3

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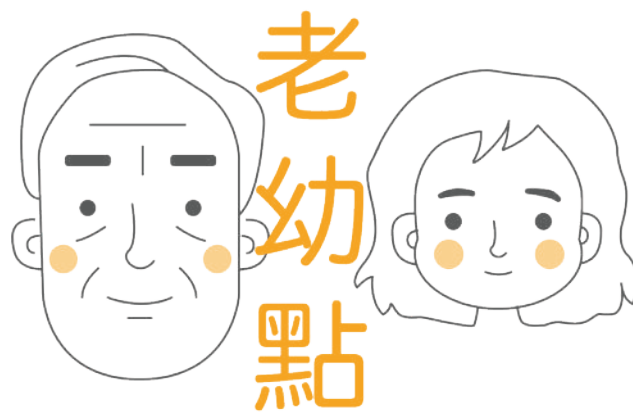
挑戰 B – 「老幼點」籌款活動  
Challenge B - Lau Yau Deem Fundraising Campaign

正如在「設計原則」一章中提到，設計挑戰 B 的試驗活動因受疫情影響而取消。然而，在決定取消活動之前，活動的準備工作已經相當完備。以下是當時活動的計劃及細節。

籌款活動名稱為「老幼點」，意思是年輕人和長者聚集在一點。然而，當讀到這三個字時，大家也可以聯想到廣東話中「老又點？」（我老了，那又怎樣？）的意思。

As mentioned in the “Design Principles” chapter, challenge B was not executed due to the pandemic. However the preparation for the event was already quite finalised before it was decided that the event would be cancelled. Below is some of the materials that were prepared.

The Fundraising Campaign was given the name 老幼點 (Lau Yau Deem). The literal translation for Lau Yau Deem is a spot where young and old comes together. However, when the three words are read, one can also associate it with the Cantonese expression “I’m old, so what?”.



活動的暫定標誌 / 圖案  
Campaign tentative logo/graphic

「老幼點」活動旨於促進跨代溝通，並嘗試挑戰「一個人的幸福和能力與年齡有關」的社會規範。人類的才能是無限和不老的，無論你是 10 歲還是 80 歲，你都可以熱愛和享受生活。年齡只是一個數字，是每個人的思維決定其幸福指數和正向力量。

The campaign is to promote intergenerational bonding and challenges the social norm that one's happiness and capabilities are based on their age. Human capabilities are limitless and ageless. No matter if you are at the age of 10 or 80, you can love and enjoy life. Age is just a number and it is your thinking that defines your happiness and positivity.

## 活動目標及合作夥伴

### Campaign objective and partnership



「老幼點」活動原定於 2020 年聖誕節舉行，希望與市面上的麵包店（暫定為 The Nest Bakery）合作，推出一個 2020 年聖誕節的套裝產品。

The campaign was originally scheduled for Christmas 2020 and the aim was to work with an existing bakery (tentatively was The Nest Bakery) to create a 2020 Christmas collection set.

The Nest Bakery 是一家非牟利的社會企業，由根據香港第 88 條註冊的慈善機構 The Nesbitt Centre 經營，而這機構主要為有學習障礙的人士創造真正的工作機會。當我們與 Nest Bakery 接觸時，他們正好打算為他們的套裝產品設計一個新包裝。因此，經過討論後，我們決定舉辦一個創意工作坊，讓年輕人和長者共同創作聖誕套裝的包裝。The Nest 會負責製造餅乾套裝，並提供他們的店面來銷售套裝產品。

The Nest Bakery is a not for profit social enterprise operated by The Nesbitt Centre, a Section 88 registered Hong Kong Charity. They create real jobs for individuals with learning disabilities. Coincidentally, when we approached the Nest Bakery, they wanted a new packaging design for their sets. Therefore, it was discussed that the creative workshop could have the young and old co-creating the packaging of the Christmas set. The Nest would provide their resources to create the content (cookies) of the set and also their store front to sell the sets.

#### 創意工作坊

##### Creative Workshop

10-20 對祖父母 / 孫子女

- 5-7 對中心會員 + 孫子女
- 5-10 對祖父母 / 孫子女 ( 公開招募 )

10-20 pairs of grandparents / children

- 5-7 pairs of Centre Members + Grandchildren
- 5-10 pairs of Grandparents / Children (publicly recruited)

#### 商業化（品牌聯乘）

##### Commercialisation (brand crossover)

中心 x The Nest Bakery 聖誕套裝

Centre x The Nest Bakery Christmas Set

#### Go Active

彙編活動短片，加入參加者的訪問片段，用以宣傳活動和平台

Video compilation of campaign, interviews with participants to promote campaign and platform

## 創意工作坊

### Creative Workshop

#### 目標 Objectives

- 為年輕長者和他們的孫子女創造美好難忘的時光
  - 鼓勵跨代合作
  - 宣傳中心和 GOActive 平台
  - 為 2020 年聖誕套裝設計包裝
- 
- To create a good and memorable time the young olds and children
  - To encourage intergenerational teamwork and team building
  - To promote Centre and the GOActive Platform
  - To co-create artwork for the packaging of the Chistmas Set 2020

#### 地點 Location

創意工作坊選址於觀塘海濱的「The Vessel」。不少家庭在週末都會到這地方遊玩，所以非常適合舉辦跨代活動。此外，「The Vessel」還在 2020 年 3 月至 8 月期間為非政府組織和社會企業提供免費場地。

For the creative workshop location, "The Vessel" at the Kwun Tong Promenade was chosen due to its venue suitability. In the weekends, there are normally a lot of families that already visits the area. Additionally, there are also facilities provided by "The Vessel" which had free venues for NGOs and Social Enterprises during March to August 2020.

免費場地：  
2020 年 3 月至 8 月 31 日  
資格：  
非政府組織、社會企業、慈善機構

Free Venue:  
March to August 31st 2020  
Eligibility:  
NGO, Social Enterprise, Institutions

時間：  
- 室內空間為 2 小時或以上  
- 戶外空間為 4 小時或以上

Timing:  
- 2 Hours and up for Indoor spaces  
- 4 Hours and up for Outdoor spaces



---

**流程**  
**Rundown**

老幼點：創意工作坊暫定流程

Lao Yau Deem : Creative Workshop Tentative Rundown

---

5-10 分鐘 (min)

破冰

- 互相認識 (姓名、年齡、什麼使你快樂?)
- 果盤對對碰
- 音樂定格遊戲 (年輕長者的代表成為怪物)

Ice Breaking

- Get to know each other (Name, Age, What makes you happy?)
  - Fruit Bowl
  - Musical Statue (one representative from the young old becomes the monster)
- 

15-30 分鐘 (min)

塑造角色

Character building

---

15 分鐘 (min)

小休

Snack / Break Time

---

30-40 分鐘 (min)

賦予角色生命

Giving life to your character

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**「塑造角色」**  
**環節**  
**Character**  
**Building**  
**Segment**

活動：根據已有材料設計角色，如不同顏色的形狀

Activity : Build a character based on some set premises such as colour palette, templates etc.

目標：為聖誕套裝的包裝創作一個角色

Objective : To create a flat drawing for the Christmas Set Packaging

---

---

構建角色  
Build  
Character

每個小組根據以下題目聯想出一個詞：

Ask each team to come up with one word based on the following:

- 1) 形狀 A shape
- 2) 顏色 A colour
- 3) 名字 A name
- 4) 情感 An emotion
- 5) 動詞 A verb

---

創作基礎  
Create base

每個小組選擇一種顏色，以海綿填充所選的形狀模型。

Each team pick up a shape template, sponge and a colour to fill in the chosen shape

---

添加個性  
Add Personality

根據聯想得出的關鍵字，為形狀添加個性。

Based on keywords, add personality to the shape

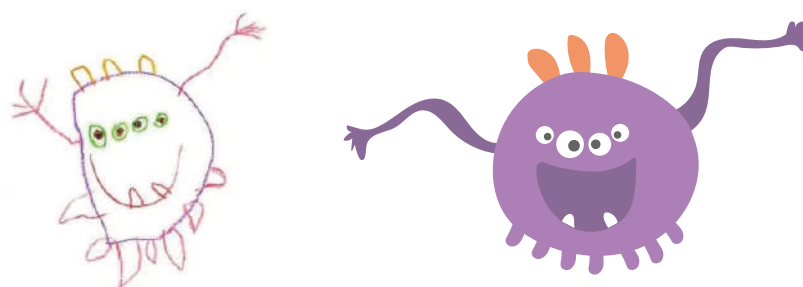
---

調色板  
Colour palette



---

形狀模型  
Shape  
Templates



圖畫完成後加以「提煉」的例子  
Example of how the drawings will be “refined”

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「賦予角色生命」環節  
**Give life to your character segment**

活動：根據他們在「塑造角色」環節中創造的怪物，製作一個小盆栽（一個有生命的角色）  
Activity : Create a plant (a living character) based on the monsters they created in the character building segment.

目標：參加者可以從工作坊裡帶作品回家，孩子們可以學會負責任地照顧他們的盆栽怪物  
Objective : Participants can bring something home from the workshop and the children can learn to be responsible on taking care of their plant monster

---

活動  
Activity

用繩和黏土製作盆栽的腳  
Use rope and clay to create legs of plant pot / creature

---

在花盆上畫出角色的眼睛、眉毛和嘴巴  
Draw chosen character's eyes, eyebrow and mouth on pot

---

放入種子！  
Plant Seeds!

---

學習如何確保植物健康成長  
Educate family on how to make sure there is healthy growth

---



「賦予角色生命」環節的參考資料  
References for the “Give life to your Character” segment

---

## 簡介如何將「角色」結合到包裝設計

### Quick Exploration on how to combine the “creatures” into a packaging design

以下是關於我們如何將參加者在創意工作坊中建立的角色結果到包裝的簡介。根據 The Nest Bakery 和中心的進一步交流，我們可能有 2-3 個包裝設計（不同曲奇口味）。

The following are quick exploration of how we can combine the “creatures” (characters built by grandparents and grandchildren during creative workshop) into a packaging. With 20 creatures we may have 2 to 3 packaging design based on further conversation with The Nest Bakery (different cookie/biscuit flavours) and the Centre.



\* 設計可能有變化 Designs are subject to change\*

\* 以上包裝是根據網上搜尋到的兒童畫作設計 Creatures created based on children drawings we found online\*

最終的設計會因應不同角色的互動，在包裝上創造一個更有連貫性的故事。

For the final design, it will be important to see how the creatures interact with each other to create a more coherent story on the packaging.

#### 包裝上的 QR 碼 QR Code on packaging

當顧客購買這套產品時，The Nest Bakery 和中心的工作人員會鼓勵顧客掃描 QR 碼。這個 QR 碼會引導他們進入老幼點在 GOActive 平台上的活動頁面。頁面內將有一條短片，講述這個活動的意念和參加者的訪問片段，從而間接推廣 GOActive 平台。



When customers purchase the set, it would be important for the staff from The Nest Bakery and the Centre to ask them to scan the QR code. This code will bring them to enter Lau Yau Deem's campaign page on GOActive platform. Where we will have a video that talks about the initiative of this campaign and interview snippets with participants. This also helps to indirectly promote the GOActive platform.

已設計之宣傳品  
Promotional  
Materials  
designed

# 老幼點

創意藝術工作坊

2020.08.08

觀塘海濱道90號 Dream Room

第一節 10:30 - 12:30  
第二節 13:30 - 15:30

LOGO



Facebook 宣傳品

Facebook Marketing Material

LOGO

怪獸仔來襲！老頑童和小頑童快啲發揮你嘅無限嘅創意同想像力，一齊攜手創造一個屬於你哋嘅得意迷你植物怪獸仔！記得帶埋孫仔孫女過嚟參加㗎~

2020.08.08  
觀塘海濱道90號 Dream Room

第一節 10:30 - 12:30  
第二節 13:30 - 15:30

主視覺圖

LOGO

副視覺圖

LOGO

行動項目詳情

LOGO

A3 和 A0 海報

A3 and A0 Poster Marketing Material

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## 關於理大賽馬會社創「騷・In・廬」

### About POLYU JOCKEY CLUB “OPERATION SOINNO”

由香港理工大學（理大）賽馬會社會創新設計院主辦及香港賽馬會慈善信託基金捐助，於2018年8月1日正式啟動，計劃為期三年，以期匯集社會各方，以創新理念和務實可行的社會創新方案，應對多項社會挑戰，共同改善香港的生活。以應對香港「雙老化」（即人口老化及住屋老化）的複合效應為工作的策略焦點，聯合學術界、非政府組織、專業團體、熱心的社會人士、企業和政府，攜手構建創新方案，並按此制訂建議的實際行動。

Organised by the Jockey Club Design Institute for Social Innovation (JCDISI) at The Hong Kong Polytechnic University (PolyU) and funded by The Hong Kong Jockey Club Charities Trust, the 3-year social innovation project commenced in 2018 aims to innovate solutions, in collaboration with a wide spectrum of stakeholders, to respond to social challenges with a view to improving life in Hong Kong. JCDISI puts its strategic focus on tackling the combined impact of “Double Ageing” (ageing of people and building) in Hong Kong, the programme would engage the trans-disciplinary forces of academia, non-governmental organisations, professional bodies, members of the public, corporations and the Government to generate innovative ideas and practical actions.

## 項目四大範疇

### The Four Pillars of the project



ONE FROM HUNDRED THOUSAND  
「十萬分一」社創研討會

「十萬分一」社創研討會 - JCDISI 相信，假若每十萬人之中有一人，即香港七百多萬人口當中的七十多名市民，能貢獻時間、熱誠、知識與創意，攜手合作，定能為特定的社會議題帶來創新的解決方案。透過一系列的參與式研討會及工作坊，收集市民對社會議題的意見、促進討論，並共同設計務實和創新的方案。

“One from Hundred Thousand” — to organise a series of participatory symposia and workshops open to the public to collect views on social issues, facilitate discussion and co-create solutions. JCDISI names the platform based on the belief that if one person from every 100,000 people (i.e. 70+ persons from the 7 million+ population of Hong Kong) can sit together and contribute their time, passion, knowledge and creativity, they can innovate solutions for a specific problem.



ACTION PROJECTS  
社創行動項目

社創行動項目 - 聯合非政府組織、專業團體和學術界，把「十萬分一」社創研討會上衍生出來的創新理念，轉化成可以執行的設計及專案原型。

“Solnno Action Projects” — to collaborate with non-government organisations, professional bodies and academia for developing innovative ideas generated at “One from Hundred Thousand” into designs or prototypes.



DESIGN EDUCATION  
啟迪創新習作

啟迪創新習作 - 將社會創新和設計思維引入中學課程，培育青年成為社會創新推動者，內容包括為中學師生開設社會創新工作坊、製作多媒體互動教材等等。

“Solnno Design Education” — to introduce social innovation and design thinking into the curriculum of secondary school education to nurture students as social innovators. Social innovation workshops will be organised for students and teachers and multi-media interactive teaching kits will be developed in this regard.



KNOWLEDGE PLATFORM  
社創知識平台

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“Solnno Knowledge Platform” — to document and disseminate for public use the social innovation experience and knowledge generated from the programme through various formats, including academic papers, videos, design and practice guidelines, case study reports, workshops, regional and international conferences and exhibitions.

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###### A 組

###### Team A

梁敬文

張偉根

潘潤華

Albert Au

Amos Lai

Cathy Man

Clarence Cheung

Jeff So

Terry Yim (Facilitator)

###### B 組

###### Team B

霍健明

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## 免責聲明

### Disclaimer

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Some of the photos in this report were filmed before the outbreak of COVID-19 epidemic. For all activities and filming under the epidemic, all those present strictly followed the anti-epidemic measures enforced at that time.

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## 查詢 Enquiry

賽馬會社會創新設計院

Jockey Club Design Institute for Social Innovation

香港九龍紅磡香港理工大學

賽馬會創新樓 V1218

V1218, Jockey Club Innovation Tower

The Hong Kong Polytechnic University

Hung Hom, Kowloon, Hong Kong

T: (852) 3400 3433

E: [disi.enquiry@polyu.edu.hk](mailto:disi.enquiry@polyu.edu.hk)

<https://polyujcsinno.hk>

