Longevity Planning Block Design for Inclusive Financial Planning Services

Human Behavior and Service Design

Sheng-Hung Lee | Ph.D. Candidate at MIT
FPA Annual Conference 2023

September 27-29
Phoenix, Ariz.

Speaker
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Designer, MIT AgeLab

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Speaker
Joseph Coughlin, PhD
Director, MIT AgeLab
How do you better prepare for your longevity?
Maintaining a good quality of life in later years relies on strategic financial planning [1].

Financial Security: Longevity Changes Everything

Figure 14.1 The Retirement Ecosystem
Longevity planning framework 4 (Mauterstock, 2020)

Making the Transition from Financial Planning to Longevity Planning

- Making the Transition from Financial Planning to Longevity Planning (Mauterstock, 2020)
Longevity planning framework 3 (Coughlin, 2019)

Planning for 8,000 Days of Retirement: Advisor Value in Today’s Longevity Economy

- Planning for 8,000 Days of Retirement: Advisor Value in Today’s Longevity Economy (Coughlin, 2019)
Longevity planning framework (Hasling and Ræbild, 2017)

Sustainability Cards: Design for Longevity

Figure 6. The six Design for Longevity categories: Material, Production, Transport and Retail, Practice and Use, Recovery, and Design and Concept in relation to a product life cycle.
Longevity planning framework 5 (Wang, Sierra Huertas., et al, 2021)

Rethinking the urban physical environment for century-long lives: from age-friendly to longevity-ready cities

Fig. 1 | Eight interconnected domains of the WHO's age-friendly cities framework. These domains reflect different aspects of urban physical environments, social environments, culture, and health and social services. Adapted from ref. 4.

- Rethinking the urban physical environment for century-long lives: from age-friendly to longevity-ready cities (Wang, Sierra Huertas., et al, 2021)
Longevity planning framework 6 (Carlsson, Mallalieu, et al, 2021)

Design for Longevity: A Framework to Support the Designing of a Product's Optimal Lifetime

Service scale

Design for Longevity Mindset

Figure 2. The flowchart illustrates the main blocks of the Design for Longevity Mindset and how it should be anticipated.
Longevity planning framework 6 (Carlsson, Mallalieu, et al, 2021)

Design for Longevity: A Framework to Support the Designing of a Product’s Optimal Lifetime

Longevity planning frameworks overview

<table>
<thead>
<tr>
<th>Focus</th>
<th>Product-centered</th>
<th>Advisor-centered</th>
<th>Relationship-centered</th>
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<tbody>
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<td><strong>Influence</strong></td>
<td><strong>Product scale</strong></td>
<td><strong>Service scale</strong></td>
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- **Financial Security: Longevity Changes Everything** (Houston, 2014)
- **Making the Transition from Financial Planning to Longevity Planning** (Mauterstock, 2020)
- **Rethinking the urban physical environment for century-long lives: from age-friendly to longevity-ready cities** (Wang, Sierra Huertas, et al., 2021)
- **Sustainability Cards: Design for Longevity** (Hasling and Ræbild, 2017)
- **Design for Longevity: A Framework to Support the Designing of a Product's Optimal Lifetime** (Carlsson, Mallalieu, et al., 2021)
- **Planning for 8,000 Days of Retirement: Advisor Value in Today's Longevity Economy** (Coughlin, 2019)
Macro-Trend Study Under Service System: Preliminary Research in Service Innovation and Emerging Technology

Sheng-Hung Lee, Maria C. Yang, Joseph F. Coughlin, Chaiwoo Lee, Olivier L. de Weck, and Eric Klopfer
Publishing and Preliminary Research Result

**Macro-Trend Study Under Service System: Preliminary Research in Service Innovation and Emerging Technology**
Sheng-Hung Lee, Maria C. Yang, Olivier L. de Weck, Chaiwoo Lee, Joseph F. Coughlin, and, Eric Klopfer
In: Service Design for Emerging Technologies Product Development, Publisher: Springer, 2023

**Inclusive Financial Planning Service Design Considerations for an Aging Population**
Sheng-Hung Lee, Alexa Balmuth, and Joseph F. Coughlin
In: Design in Action, Publisher: INTELLECT, 2023

**Inclusive Retail Banking Service Design Under System-Theoretic Process Analysis**
Sheng-Hung Lee, Joseph F. Coughlin, and Eric Klopfer
In: Design in Action, Publisher: INTELLECT, 2023

**Inclusive Retail Experience Transformation under Causal Analysis Based on System Theory (CAST)**
Sheng-Hung Lee, Maria C. Yang, and Joseph F. Coughlin
In: Design in Action, Publisher: INTELLECT, 2023

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Sheng-Hung Lee, Taylor Patksanick, Alexa Balmuth, and Joseph F. Coughlin
In: Cumulus Antwerp 2023 — Connectivity and Creativity in times of Conflict

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Sheng-Hung Lee, Joseph F. Coughlin, Maria C. Yang, Olivier L. de Weck, Chaiwoo Lee, Eric Klopfer, and John Ochsendorf
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In: Arte, entre paréntesis, December 19, 2022

**Envision Longevity Planning: Services, Systems, and Sustainability**
Sheng-Hung Lee, Joseph F. Coughlin, Sofie Hodara, and MIT AgeLab
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Sheng-Hung Lee
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**From Brainstorming to Bodystorming: an applied ethnographic perspective to view co-creation workshops**
Sheng-Hung Lee
In: DesignWanted, December 28, 2022

**Reshaping financial planning through a co-creation workshop**
Sheng-Hung Lee
In: MIT AgeLab, November 7, 2022

**Transformative Service Innovation and Design: From Touch Points to Data Points**
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**Systemic Service Design**
Mari Suheimo, Sheng-Hung Lee
In: Bloomsbury Publishing, 2024

**Designing Longevity Planning Blocks through Experimental Participatory Observation and Interviews**
Sheng-Hung Lee, Joseph F. Coughlin, Alexa Balmuth, Chaiwoo Lee, Lauren Centro, Maria Yang, Eric Klopfer, Olivier L. de Weck, and John Ochsendorf
In: International Association of Societies of Design Research Congress — Life-changing Design, 2023

**Design Gaming Transform Financial Planning Services**
Sheng-Hung Lee, Joseph F. Coughlin, and Eric Klopfer
In: Journal of Financial Planning, 2023

**Design Artifacts and Gaming Transform Financial Planning Services**
Sheng-Hung Lee, Joseph F. Coughlin, and Maria Yang
In: Industrial Designers Society of America (IDSA) — International Design Conference (IDC), 2023

**From Brainstorming to Bodystorming: Co-creation Workshop Analysis Using Applied Video Ethnography**
Sheng-Hung Lee
In: Industrial Designers Society of America (IDSA) — International Design Conference (IDC), 2023
Redesign
Human-centered
Financial Planning
Toolkits and Services
for an Aging Population
• Topic: Design Healthcare Service for Longevity
• Date: June 26, 2023
• Location: Taiwan Design Research Institute (TDRI) workshop space
• Host: Sheng-Hung Lee and Sofie Hodara
Design for Longevity (D4L)

Project Your Future Self through Service, Technology, and Design.

https://www.drs2024.org/theme-tracks/#2
The only way to retire is to retire to something, not from something.
Sheng-Hung Lee
Board Director at IDSA • Ph.D. Researcher at MIT • Adjunct Associate Professor at SCU