

EDMUND PHILIPP



DEMOGRAPHICS

- ♂ Male 63 y.o.
- 📍 Berlin, Germany
- 💔 divorced, has a 24 y.o. son
- 🧰 handcraft with wood
industrial salesman
researcher/inventor

PERSONALITY

introvert ————— ● ————— extrovert

partly, so-so, only in touch with close friends & appreciates quality communication

analytic ————— ● ————— creative

a mix, learns from experiences rather than analysis, ausprobieren means a lot, trusts a feeling, loves creativity

passive ————— ● ————— active

most of the time passive and doesn't have any energy, sometimes active - all depends on health and mood

conservative ————— ● ————— open-minded

offen - always looking for new experiences. has conservative sides, but trying to bring them to the new point, development is important

QUOTE

*"Dumb people do smart things,
and smart people do dumb things"*

— Forrest Gump

HOBBYS

- 📷 photography & literature
- 🔧 inventions & handcrafts
- 📦 sustainable materials & equipment

LEISURE

- 📷 photography
- 🎵 music (jazz & classical)
- 🗣️ talking with good friends
- 🧠 science & education
- ♟️ playing smart games (chess)

PASSION/GOALS

to be careful, calm and in piece, be mindful.
to get the patent for the invented textiles,
but still doesn't want to be depended from
it, thinks about his place in life in general







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IDEAL PLACE TO AGE

green with a garden (which is important for elderly, but sometimes they can't take care of it - so better common garden with others), peaceful and has accessible furniture

STRESS FACTORS/PAINS

-  existential problems and thought of death, not much time left
-  a lot of health problems - joints and vision are getting worse
-  changes in self-attitude, self-control
-  doesn't need status symbols anymore, more self-reflection
-  climate change
-  old-age poverty




ROUTINE

8.00-8.30 wake up & eat
check e-mail & kontostand
grocery shopping
listen to music & read magazin
chess occasionally
12.00-12.30 lunch
house-keeping routine
time for work and/or hobbies
around 22.00 night-time routine

WAYS

 old auto or bike

SITUATION

-  public transport is too expensive and is too difficult to use for elderly (same for the shopping - service to improve)
-  a lot of older people are suffering old-age poverty or just don't have enough money to cover all their needs
-  Edmund hosts a lot of guest students and thinks reality is going to be so that elderly will live together and/or with younger people - new form of Zusammenleben (co-existence)

SOME NEEDS

Edmund says the most important thing in his life now is to really take care of his health and be aware of the changes in his body

he also often feels lost, helpless, lonely and sad because he's spiritual needs are not satisfied and therefore life feels meaningless

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COUPLE HOURS IN LIFE

WALK IN A PUBLIC GARDEN

- for Edmund it was easier to sit and talk then to walk and have an active discussion due to shortness of breath
- he was much more attentive and excited about nature and surroundings → therefore he wanted to walk slow and enjoy, be present
- Edmund thinks walks are great for the health, but at the same time they're exhausting & take to much of his energy needed for the more important activities

QUICK GROCERY SHOPPING

- Edmund wanted to buy some yogurts, so we went to aldi, which is "cheap & good"
- it took him much more time to find the fridge and needed products than it would take me
↓
- it was not easy for Edmund to navigate in the shop
- he also checked the prices precisely to be sure the items are affordable