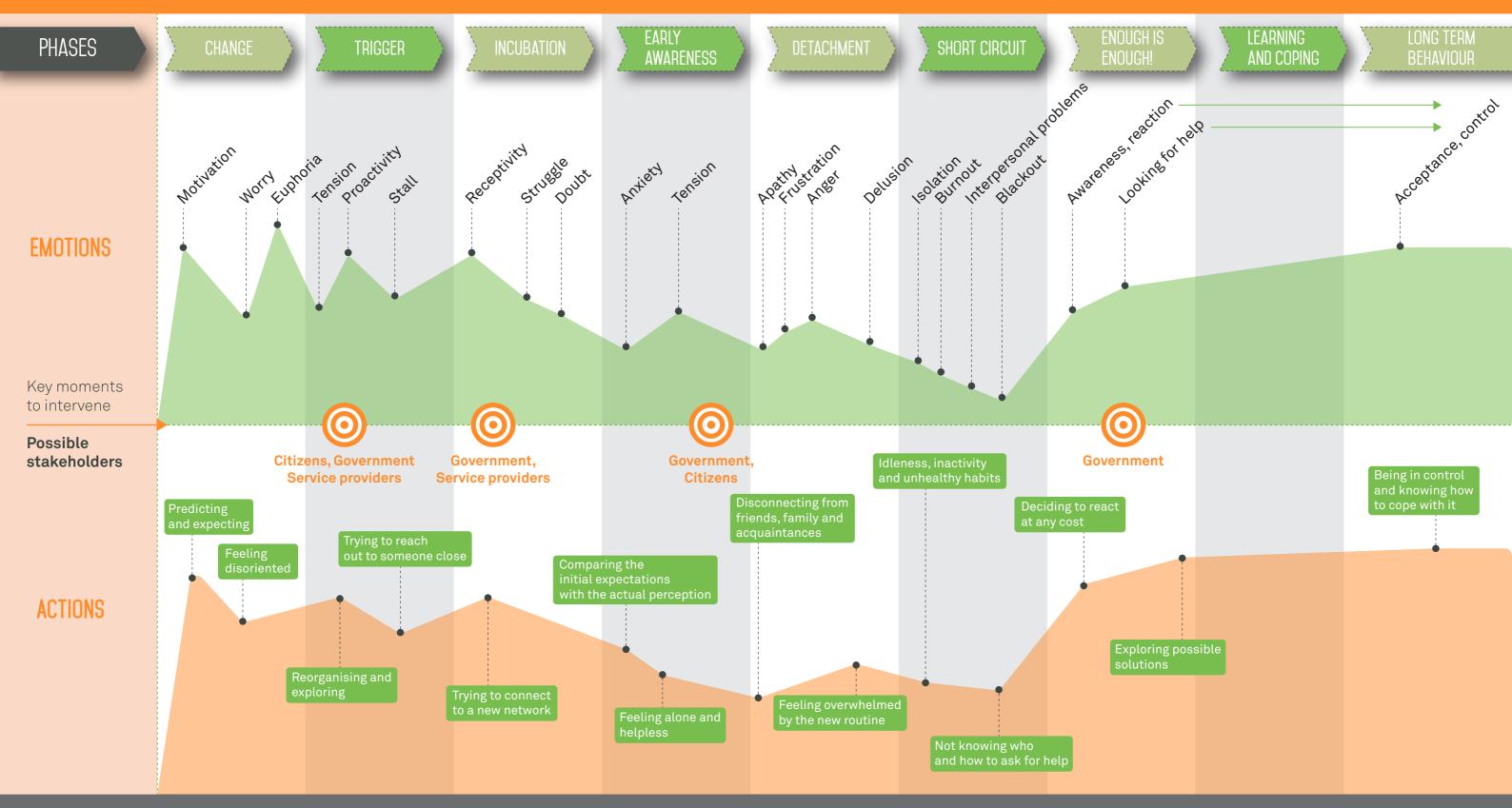
## EXPERIENCE MAP | THE PERCEPTION OF LONELINESS



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The Loneliness experience map represents a tool to empathise with people who feel or might feel lonely and to recognise their mental status by focusing on relevant emotions and actions that are taken in precise moments. Throughout the nine phases, that represent the journey of Loneliness, the model is divided into two main parts: emotions and actions. Between the two cited areas, four key moments to intervene are highlighted and the main (ideal) stakeholders responsible for these kinds of interventions are listed. In the 'Trigger' and 'Incubation' phases citizens, government and service providers can play a primary role in preventing loneliness, by helping individuals to recognise the symptoms and taking actions to overcome them. In the 'Early awareness' phase, it is possible for government and citizens to prevent the detachments of individuals from society by giving support and guidance, and lastly, in the 'Enough is enough!' the government can exploit individual's proactivity and motivation by giving them the tools to escape from their current state.