

# Research on the Design Strategy of Artistic Therapy Products to Enhance the Subjective Well-being of the Elderly

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## ABSTRACT

As the issue of societal aging intensifies, enhancing the quality of life and subjective well-being of older adults becomes a significant challenge. Art therapy, as an effective intervention method, demonstrates unique advantages in improving the mental health and social skills of the elderly. However, currently available art therapy products for this demographic lack specificity and innovation. Consequently, this study aims to design innovative art therapy products that cater to the psychological and physiological needs of older adults, thereby boosting their subjective well-being. Through comprehensive analysis and empirical research, this study proposes effective product design strategies aimed at strengthening the social skills, self-worth, and life satisfaction of the elderly. The findings offer practical guidance and theoretical support for the design of art therapy products for seniors.

**Keywords:** the elderly; Subjective well-being; Art therapy; Product design

## How to Cite

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