



Implenia

Real Estate  
Products

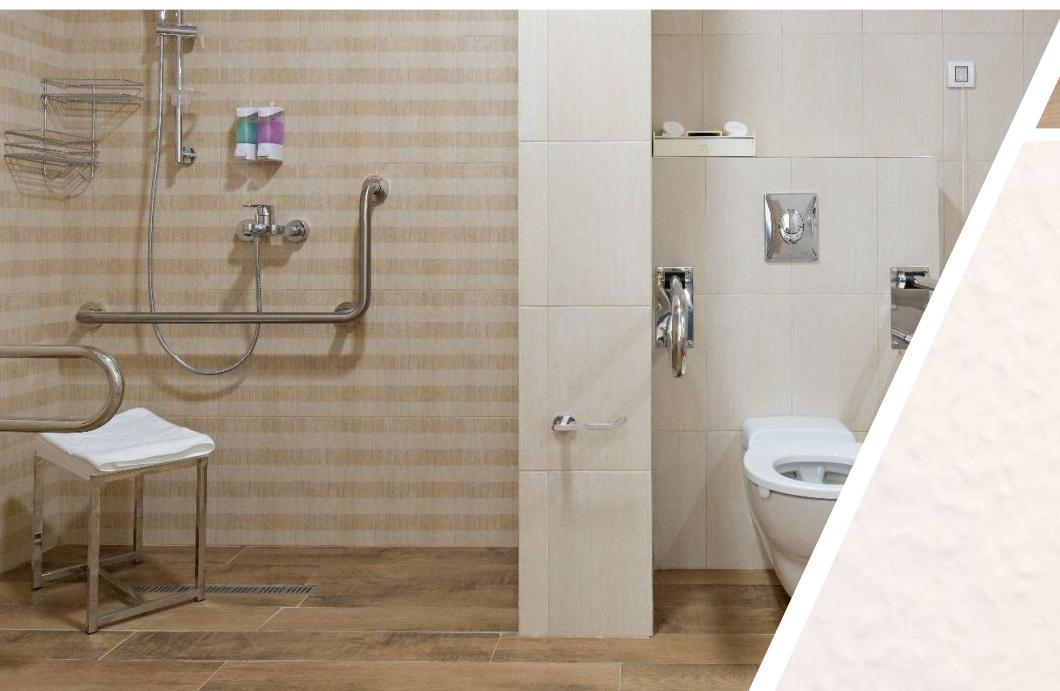
**BEST AGER  
SIND NICHT  
GLEICH  
BEST AGER**

Philippe Kaufmann,  
Implenia  
Nadine Wolf, Milani  
Design & Consulting  
14. Juni 2023



**IMMOBILIENPRODUKT FÜR  
BEST AGER AB 55 JAHREN**

# IMMOBILIENMARKT HEUTE



**«HIER «RIECHT'S» SCHON  
NACH ALTSEIN ,  
DAS IST ZU FRÜH FÜR  
MICH.»**

Proband,  
60 Jahre alt,  
Zürich, 2022

**«ALS ICH JÜNGER WAR, HABE ICH  
MIT MIR VEREINBART, DASS ICH  
DEN SCHRITT IN EINE SOLCHE  
INSTITUTION GENÜGEND FRÜH  
MACHEN WILL.**

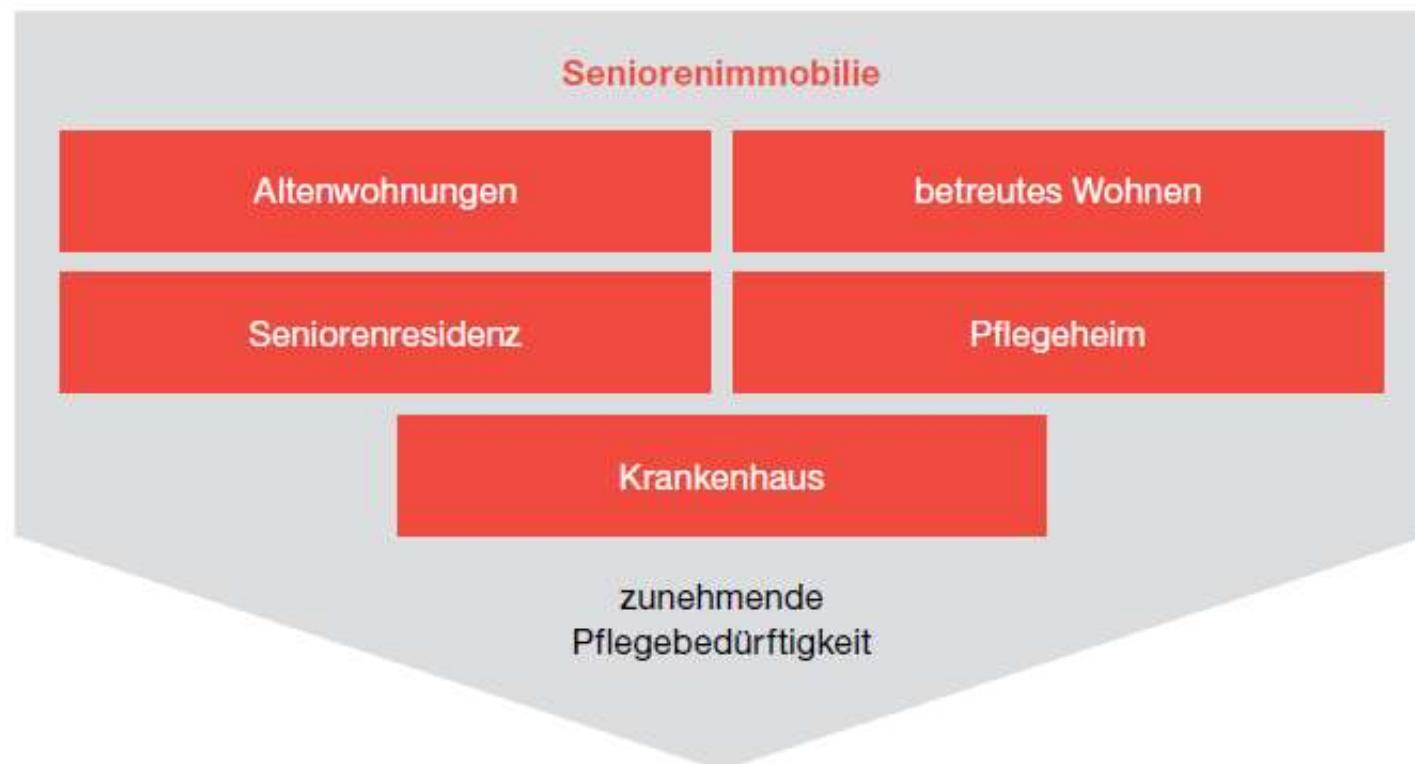
**HEUTE SAGE ICH MIR: ICH WILL  
MICH DOCH JETZT NICHT MIT  
ALTEN, GEBRECHLICHEN  
MENSCHEN UMGEBEN!»**

Probandin,  
75 Jahre alt,  
Köln, 2022

IMPLENIA IMMOBILIENPRODUKT FÜR BEST AGER 55+

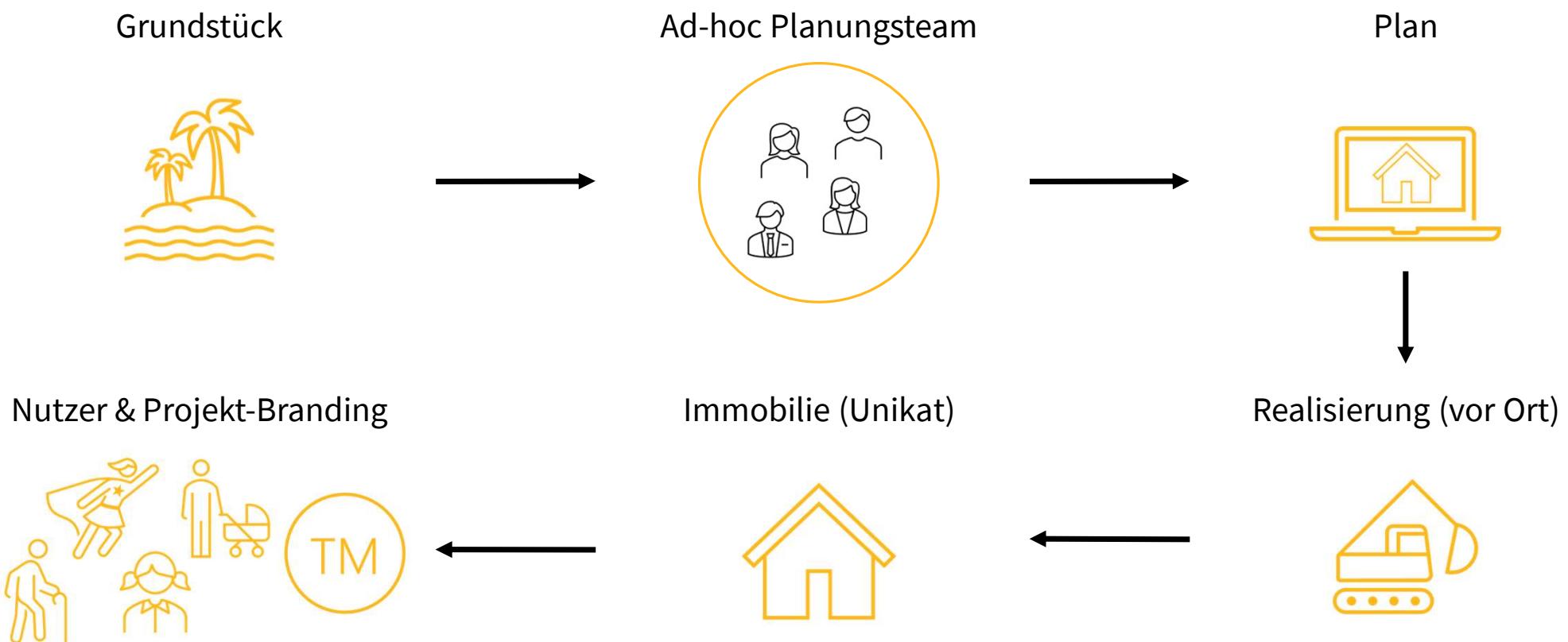
## SCHUBLADE «SENIOR LIVING»: SEGMENTIERUNG NACH ALTER

Abb. 1 Arten von Seniorenimmobilien



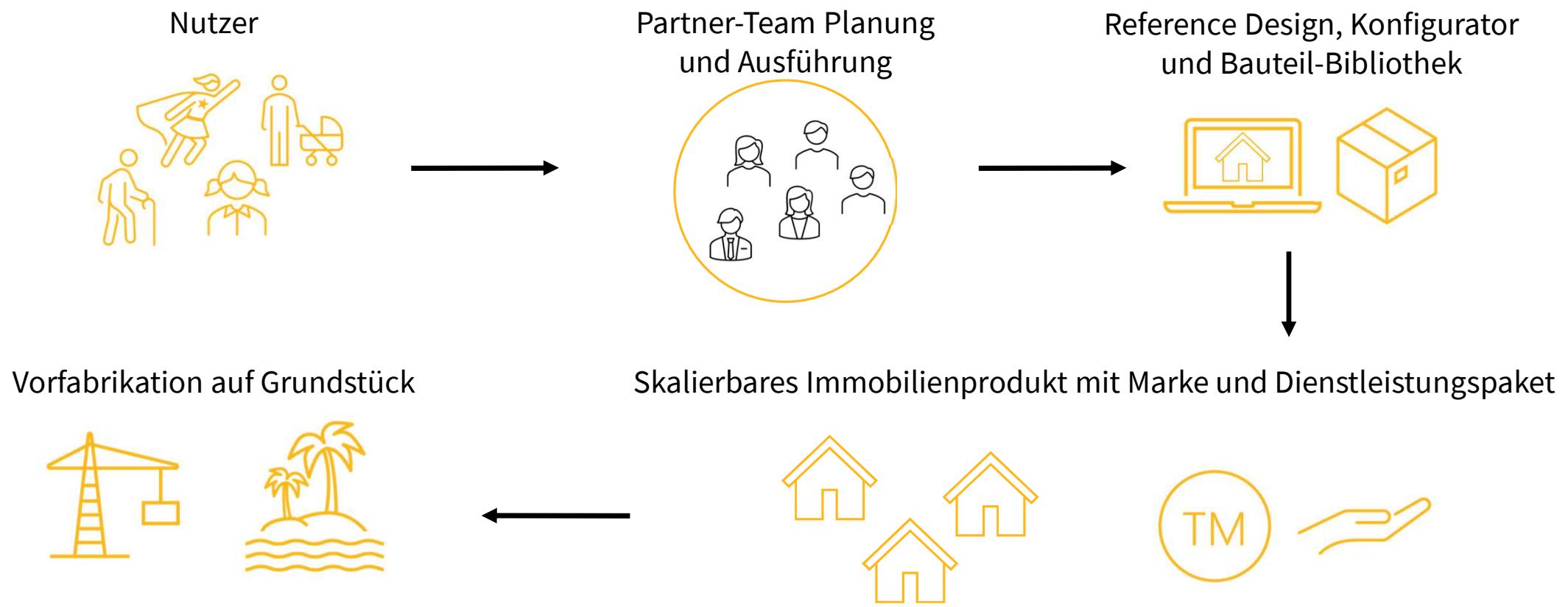
IMPLENIA IMMOBILIENPRODUKT FÜR BEST AGER 55+

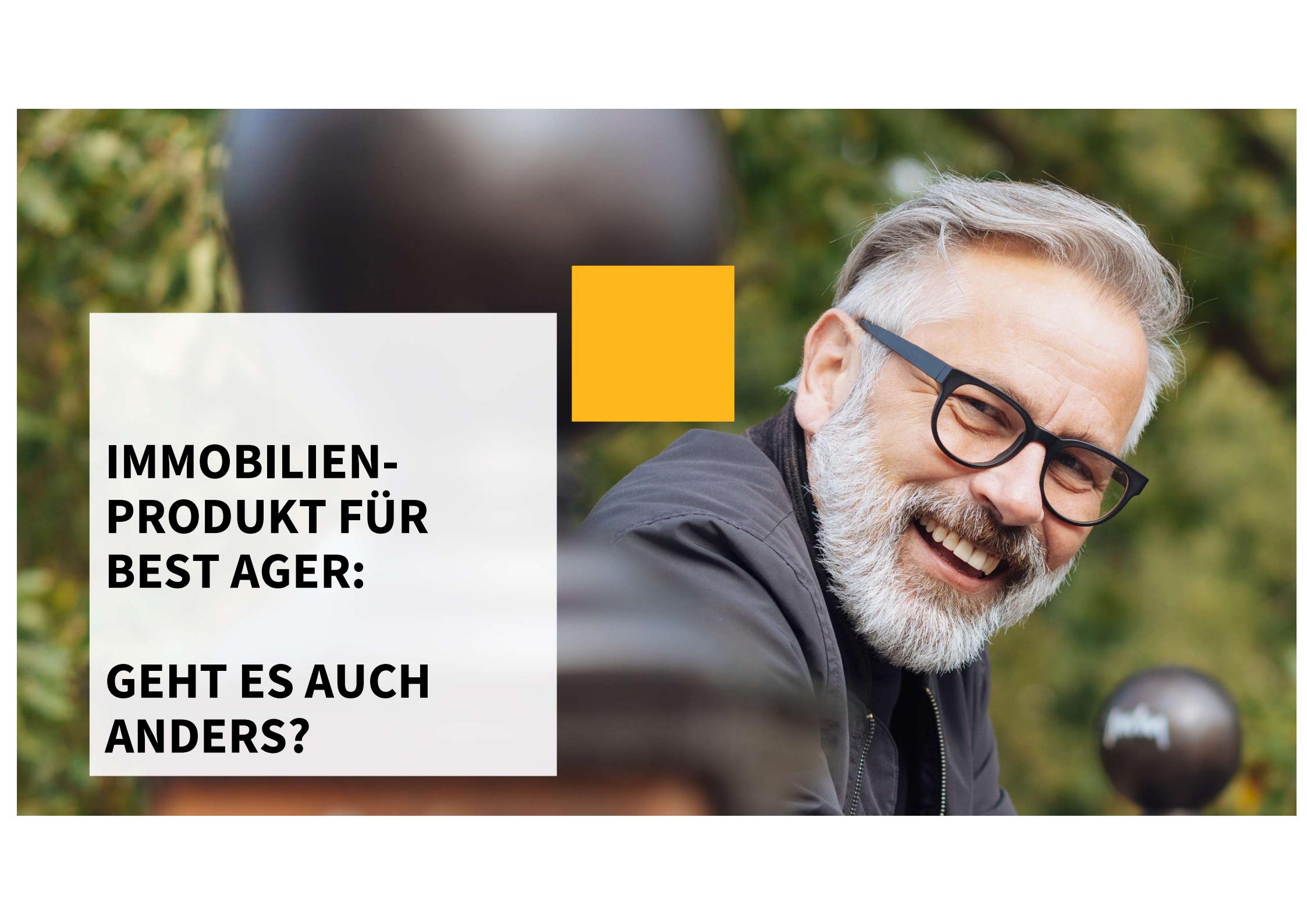
## TRADITIONELLES BAUPROJEKT



IMPLENIA IMMOBILIENPRODUKT FÜR BEST AGER 55+

## UNSER SKALIERBARER ANSATZ





**IMMOBILIEN-  
PRODUKT FÜR  
BEST AGER:**

**GEHT ES AUCH  
ANDERS?**

# **NUTZERZENTRIERTER INNOVATIONS- PROZESS**



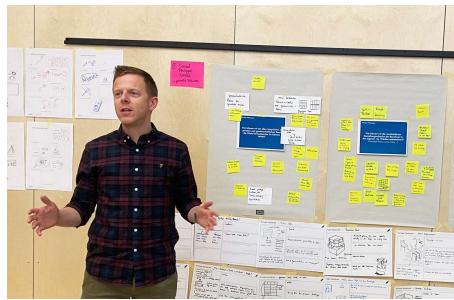
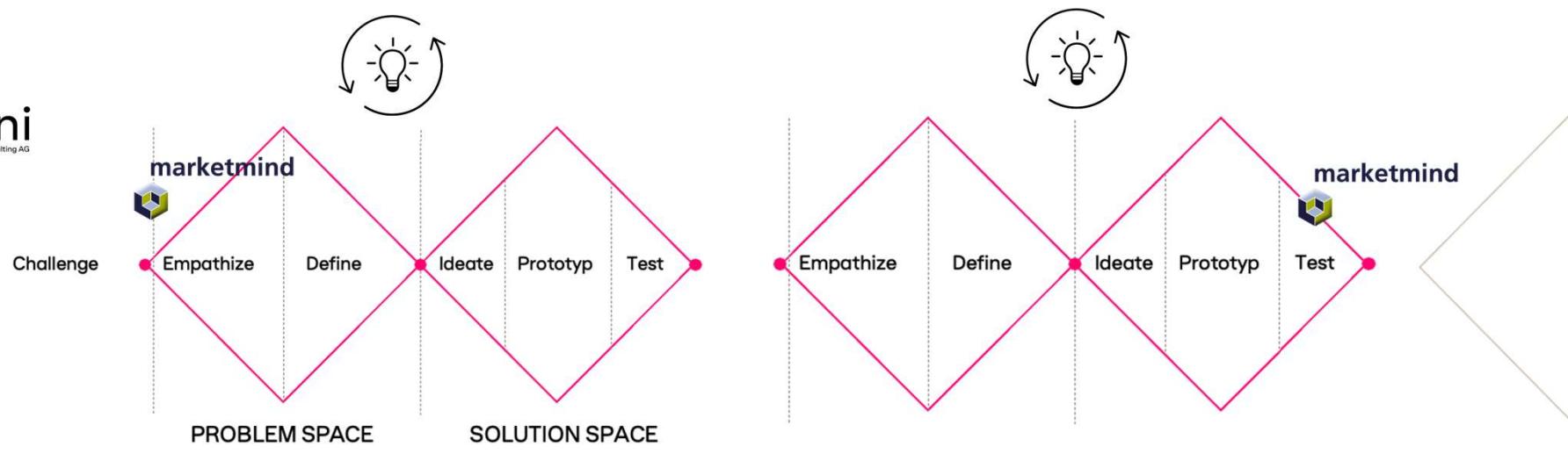
Tiefgründiges  
Zielgruppen-  
verständnis auf  
bauen

Anforderungen  
und  
Designprinzipien  
entwickeln

IMPLENIA IMMOBILIENPRODUKT FÜR BEST AGER 55+

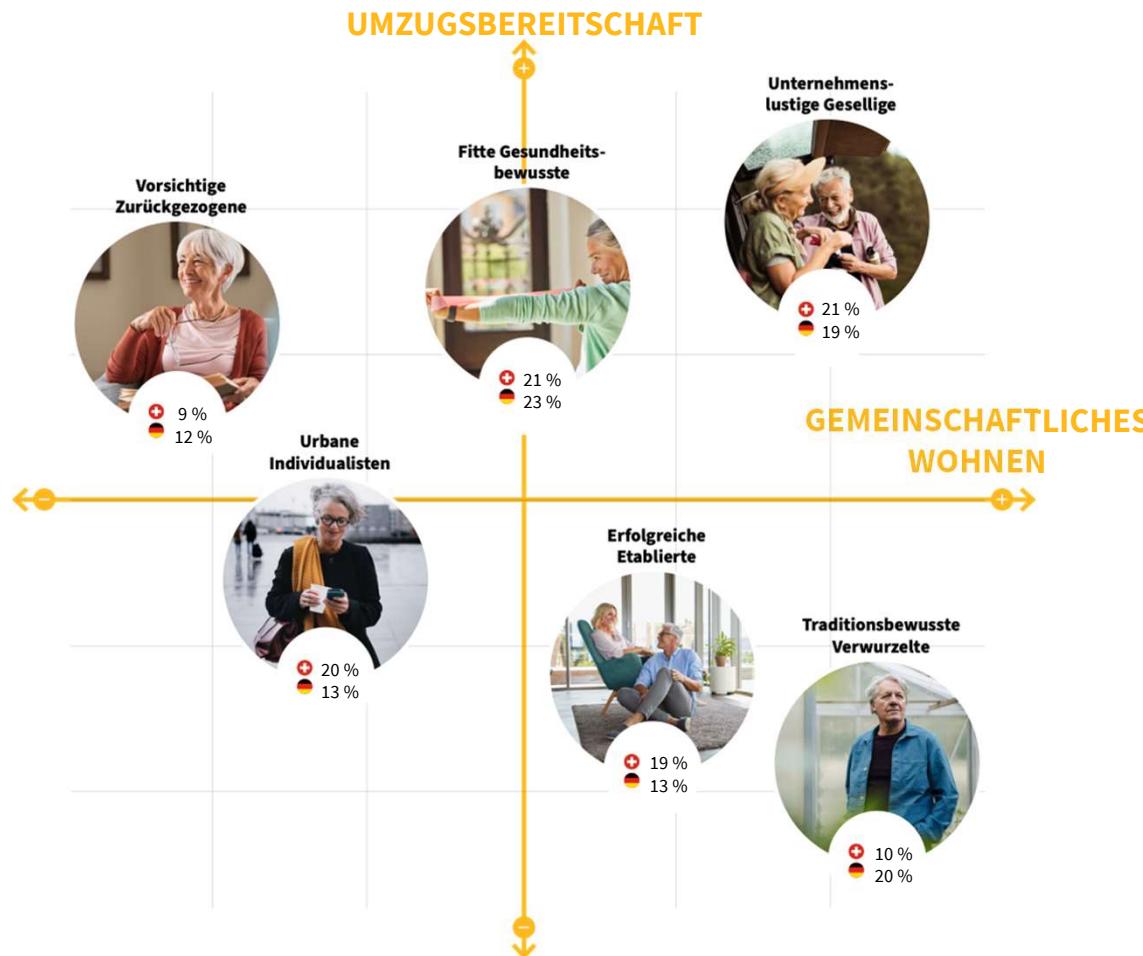
# NUTZERZENTRIERTER INNOVATIONSPROZESS

Milani  
Design & Consulting AG



IMPLENIA IMMOBILIENPRODUKT FÜR BEST AGER 55+

## TYPOLOGIE UND SEGMENTIERUNG



### INSIGHT

**Best Ager ist nicht gleich Best Ager.**  
Im Alter vereint, aber durch den Mindset differenziert.

IMPLENIA IMMOBILIENPRODUKT FÜR BEST AGER 55+

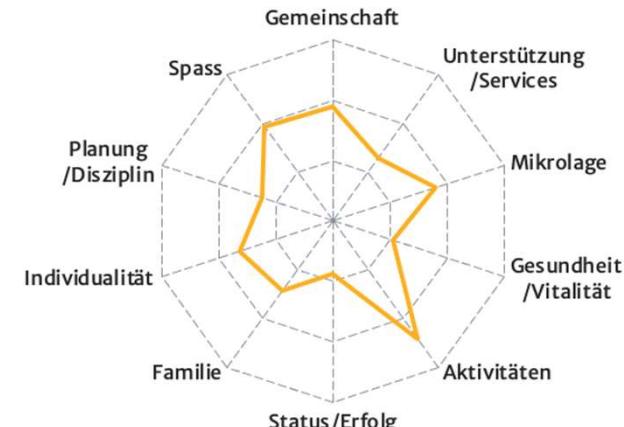
## TYPOLOGIE UND SEGMENTIERUNG



«Ich betreibe  
regelmässig Sport  
und möchte  
meinen Körper  
damit fit und vital  
halten.»

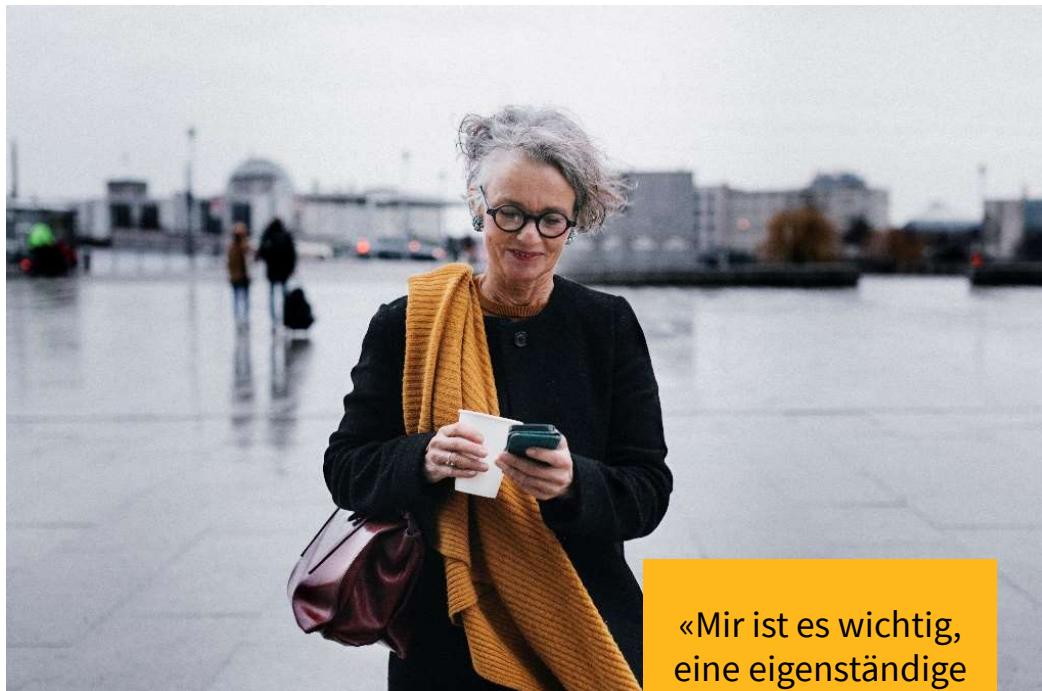
### INSIGHT

#### Fitte Gesundheitsbewusste



IMPLENIA IMMOBILIENPRODUKT FÜR BEST AGER 55+

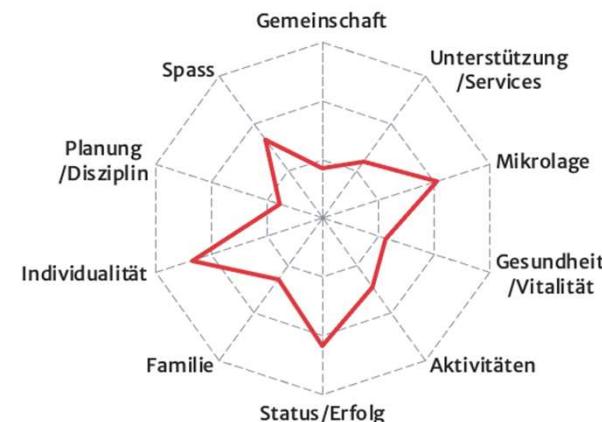
## TYPOLOGIE UND SEGMENTIERUNG



«Mir ist es wichtig, eine eigenständige Persönlichkeit zu haben und mich selbst zu verwirklichen.»

### INSIGHT

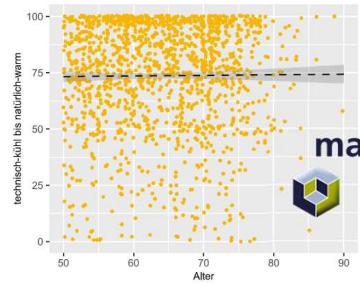
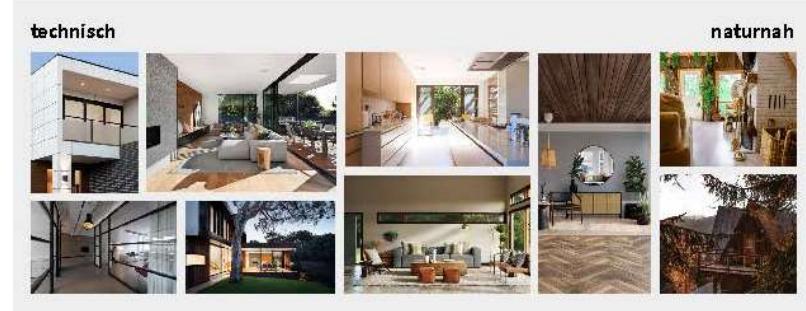
#### Urbane Individualisten



IMPLENIA IMMOBILIENPRODUKT FÜR BEST AGER 55+

# PROTOTYPING UND TESTING MIT ZIELGRUPPENSEGMENT

Milani  
Design & Consulting AG

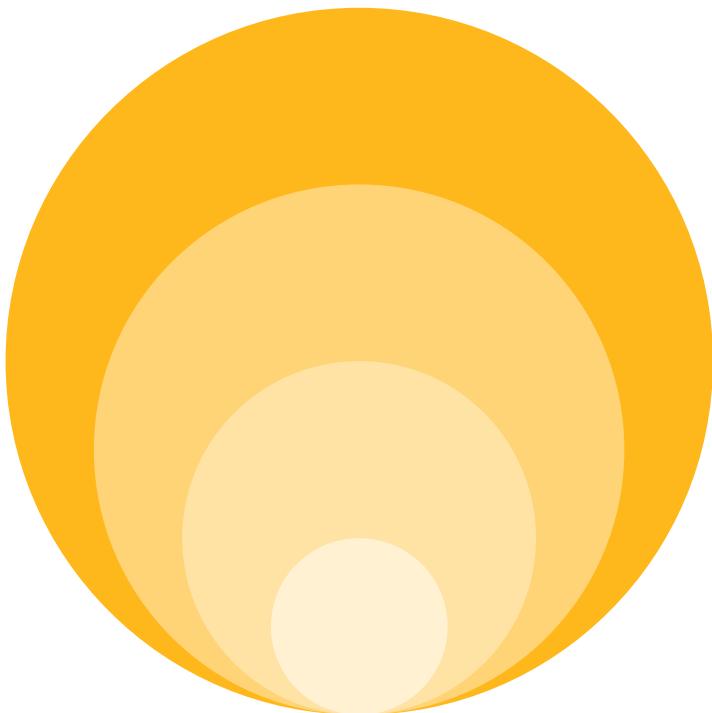


# LIVING EXPERIENCE

# **VON DER ENTWICKLUNG BIS ZUM BEZUG: EINE MARKENSTORY**

IMPLENIA IMMOBILIENPRODUKT FÜR BEST AGER 55+

## EIN HOLISTISCHES ANGEBOT



Living Experience & Marke

Dienstleistungen

Raum

Standort

# White Paper

An advertisement for Implenia Real Estate Products. The top left corner features the Implenia logo with a daisy flower and the text "Real Estate Products". The main image shows three seniors (two men and one woman) sitting around a table, playing cards. A text overlay on the left side reads: "So wollen Best Ager 55+ wohnen und leben" and "WHITE PAPER".

Implenia  
Real Estate Products

So wollen Best Ager  
55+ wohnen und  
leben

WHITE PAPER

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