

# FIND OUT THE LATEST NEWS ABOUT THE ACTIVEADVICE PROJECT



NEWSLETTER  
08/2017



## Decision Support Solutions for Independent Living Using an Intelligent AAL Product and Service Cloud

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### ACTIVEADVICE MIDTERM REVIEW: GOOD PROGRESS

External experts, CMU representatives, and the lead National Contact Persons (NCPs) of Austria, the Netherlands and Portugal evaluated the progress of ActiveAdvice in the course of the Midterm-Review meeting in Vienna. The project consortium presented major project results including the first phase of end-user involvement, the business plan and the status of the development, including challenges and insights. A lively discussion resulted in a better understanding of project achievements and shortcomings with constructive feedback and clear next steps to be taken within the project. The focus in the coming months will be put on the further development of the digital advisors, as well as on the elaboration of the business model and the user tests.

### ACTIVEADVICE @ AAL FORUM 2017

In taking the next steps within the dissemination activities, the ActiveAdvice project will be represented at the AAL Forum in Coimbra, 2.-4. October 2017. Two workshops are held by consortium members: "Hands-on practice of 'value proposition canvas' as a tool to develop innovative financial models" will focus on the value proposition canvas tool; "How to make the process of UCD easier in ALL projects: increasing adoption through UCD" will focus on user centred design (UCD). Additionally, the ActiveAdvice project will be represented with its own booth, and a poster tackling the design of the ActiveAdvice personas will be presented at the poster session. We are looking forward to meeting our followers and subscribers in Coimbra!

## CONTACT



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ActiveAdvice is a project co-financed by the European Commission, AAL Joint Programme and the related National Agencies in Austria, Belgium, the Netherlands, Portugal, Switzerland and the United Kingdom.

# Project Objectives



RESEARCH



AGGREGATE



IMPLEMENT



CONNECT

## HANDS-ON PRACTICE OF "VALUE PROPOSITION CANVAS"

This workshop will allow participants to collect hands-on experience on the tool of the value proposition canvas, giving them the confidence to apply it in their own project and build more innovative business models. At the same time, the ActiveAdvice project can benefit from it in involving target groups of the platform to contribute in defining the value proposition from their perspective. The workshop will take place on Tuesday, 3 October, 9:00-10:30 at the AAL Forum 2017.

## HOW TO MAKE THE PROCESS OF UCD EASIER IN ALL PROJECTS

Involvement of the actual primary end-users in the development process is still low and a challenging process. The aim of this workshop is to gather and share experiences and practices, through a process of collaborative learning, on usability and user experience tests and the end-users' involvement in the research, design and development of AAL solutions. This should engage a collaborative discussion about the main challenges and solutions in UCD in AAL projects. The workshop will take place on Tuesday, 3 October, 16:00-17:30 at the AAL Forum 2017.

Supported by



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