

FIND OUT THE LATEST NEWS ABOUT THE ACTIVEADVICE PROJECT



NEWSLETTER
10/2017



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

AAL FORUM 2017: HANDS-ON PRACTICE OF "VALUE PROPOSITION CANVAS"

Participants at the AAL forum 2017 had the possibility to participate in a workshop on how to use the tool "Value Proposition Canvas" to improve the quality of their business plans or models. Some 25 persons participated in this hands-on workshop. The starting point for the exercises they went through were 'personas', archetypes of potential users of the ActiveAdvice platform, and the ActiveAdvice platform itself: the potential portfolio of services that could be included. We at ActiveAdvice have discovered that this tool can help in fine-tuning the services from the customer point of view. We were positively surprised by the energy in the workshop and got very positive feedback. The work done is also valuable to us, as it challenged our own understanding on how to respond to customer needs.

AAL FORUM 2017: HOW TO MAKE THE PROCESS OF USER-CENTRED DESIGN (UCD) EASIER IN AAL PROJECTS

In order to provide insights in the challenging process of end-user involvement, this workshop aimed at experience-sharing about user integration throughout all iterative stages of the innovation process, for instance understanding, conceptualization, testing and business modelling phases. Especially involvement of end users in the business model testing is still low. The workshop therefore aimed at showing the value of this involvement and start a collaborative discussion about the main challenges and strategies to better promote a UCD approach. Based on the ActiveAdvice project and the approach we chose to involve three very different kinds of stakeholders – consumers, businesses and governments –, this workshop proved inspiring and very interesting, especially in discussing challenges in user involvement and solutions to overcome those difficulties.

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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

ACTIVEADVICE END-USER TESTS

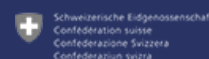
The user tests for the first ActiveAdvice platform demonstrator are about to start! Three pilot iterations are planned. The platform will be tested in realistic but controlled environments, addressing first, the core functionalities and lastly the complete solution. The tests will be carried out first with the three segments identified for the 'clients' target group, and later with business and government representatives as well. A mixed method approach will be adopted and among foreseen techniques are task analysis, think aloud protocol assessment, video analysis and questionnaires. We plan to collect both objective and subjective metrics in order to get a comprehensive view of users' perspectives and be able to further refine the platform.

BECOME PART OF THE ACTIVEADVICE INTELLIGENT PRODUCT & SERVICE CLOUD

With the development of the ActiveAdvice Intelligent Product & Service Cloud, **businesses and service providers are invited to become part of our database** to present their AAL solutions to a broader audience! This will present the opportunity to become part of the Digital Advisor Service the ActiveAdvice is developing. It also allows businesses to reach out to our different target groups. Any inclusion of products or services is free of charge at this point of the project, so don't miss the chance to join us now. **Contact us at office@activeadvice.eu for more information if you are interested!**

ACTIVEADVICE
DECISION SUPPORT FOR INDEPENDENT LIVING

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