

DESIGNING A SUCCESSFUL AAL IMPLEMENTATION ROADMAP

Workshop 21
AAL Forum 2019, Aarhus

Martijn Vastenburg
Priscilla Esser

TODAY

9:00 introduction

- Challenges in bringing-to-market
- Workshop goal

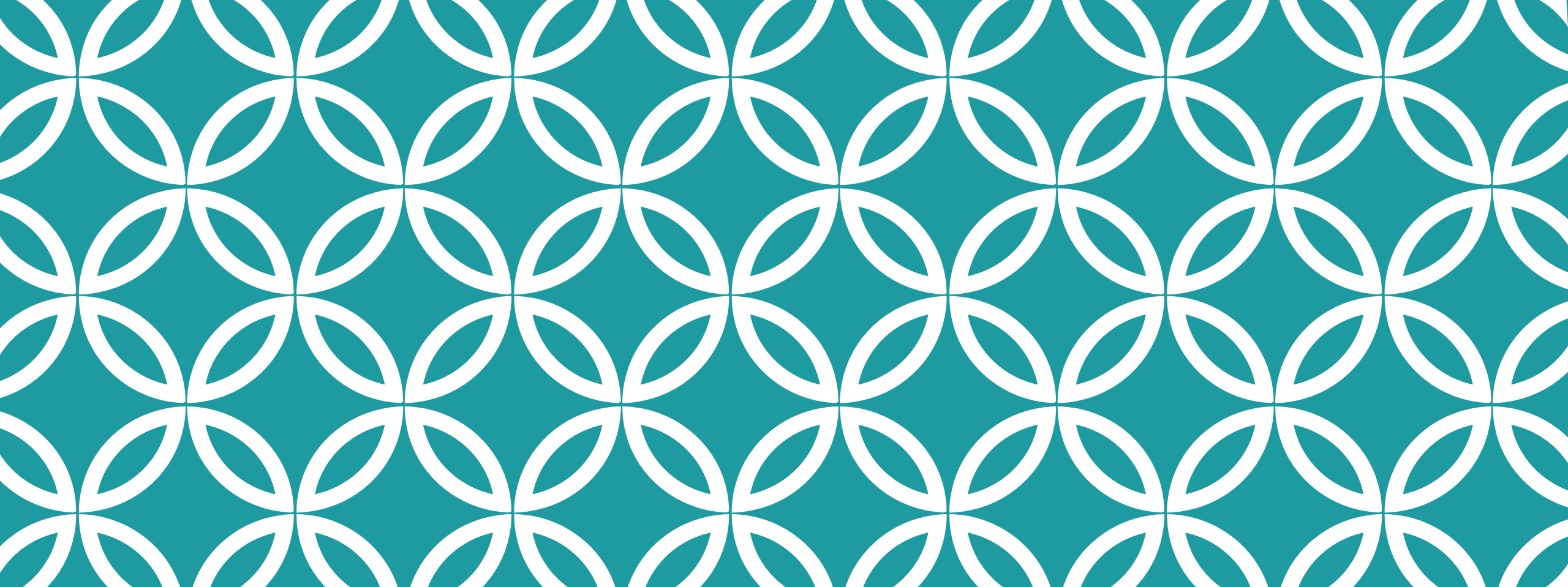
9:15 design theory

9:30 hands-on group exercise

- Introduction
- Group work (30 min)
- Show & tell (15 min)

10:20 wrap-up

10:30



INTRODUCTION



WHO ARE WE



Martijn Vastenburg

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managing director ConnectedCare
PhD in industrial design engineering



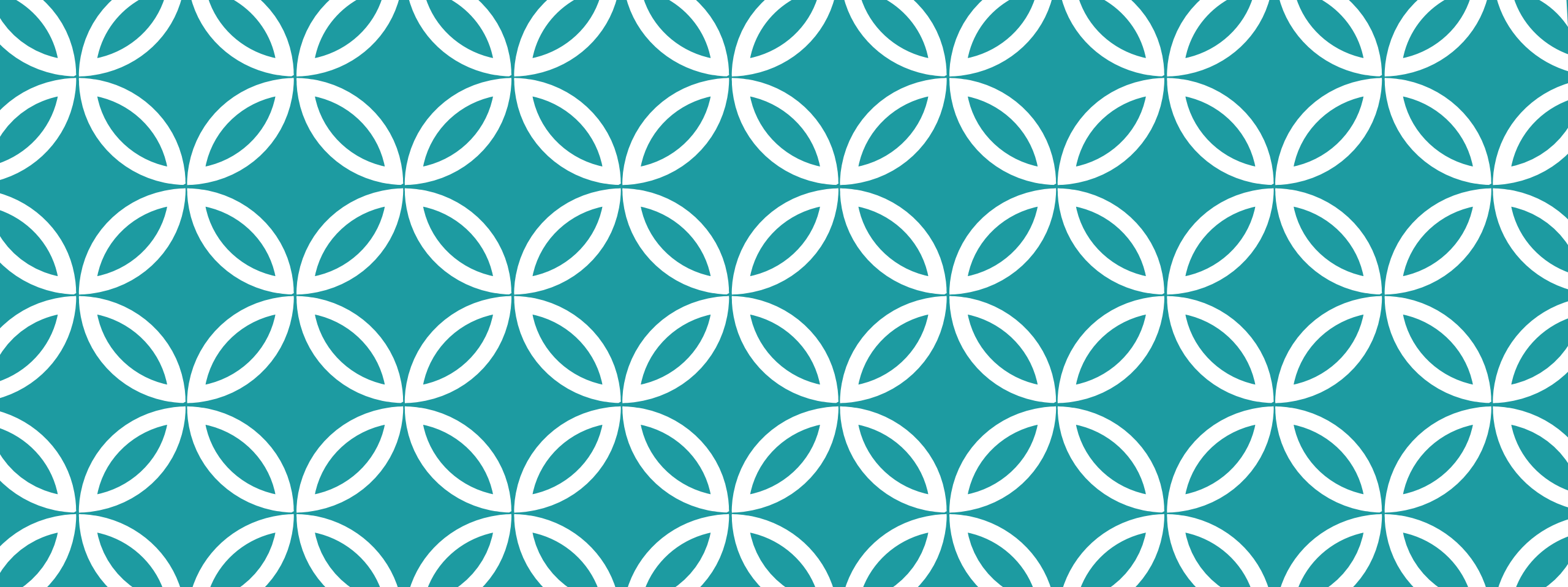
Priscilla Esser

p.e.esser@connectedcare.nl

senior researcher ConnectedCare
PhD in industrial design engineering

WHO ARE YOU

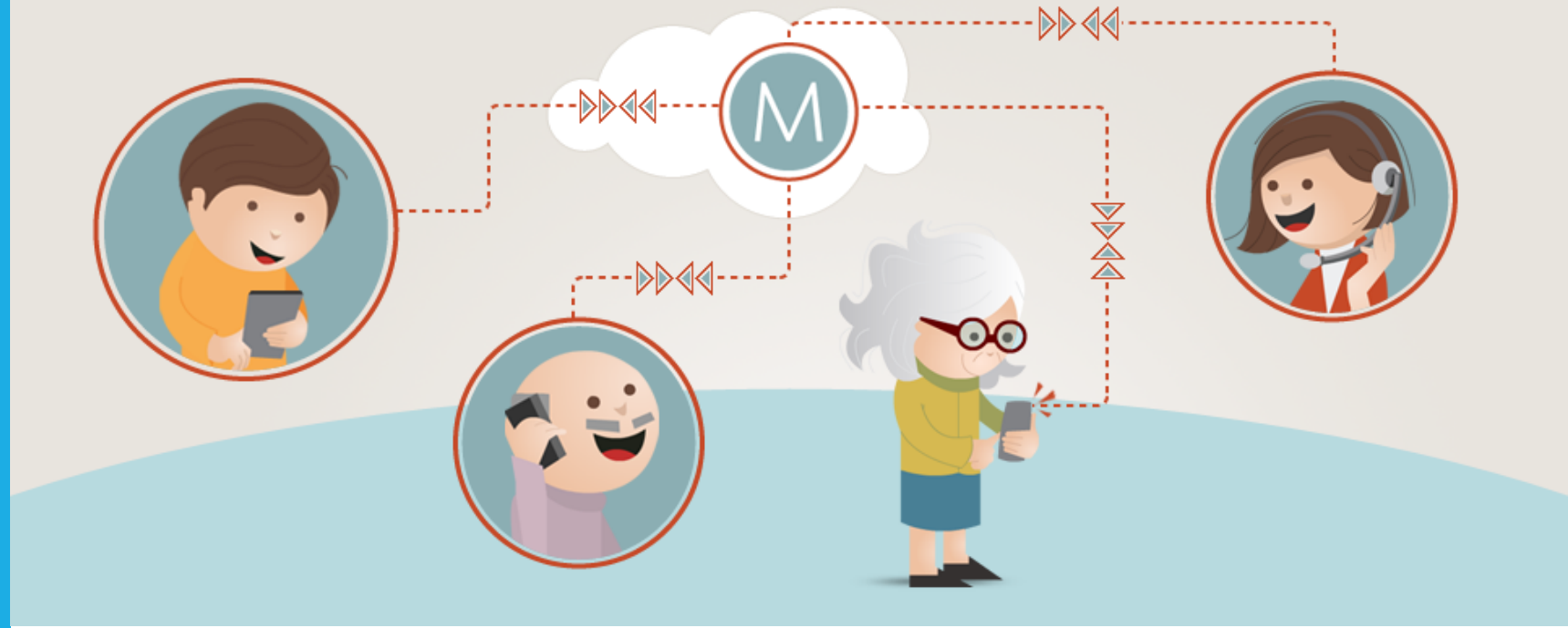
- (1) Who has experience with participatory design techniques?
- (2) Who has participated in an AAL project which has finished?
- (3) Who has successfully brought AAL results to market?



CHALLENGES IN BRINGING RESULTS TO MARKET



EXAMPLE 1: MYGUARDIAN (2012-2015)



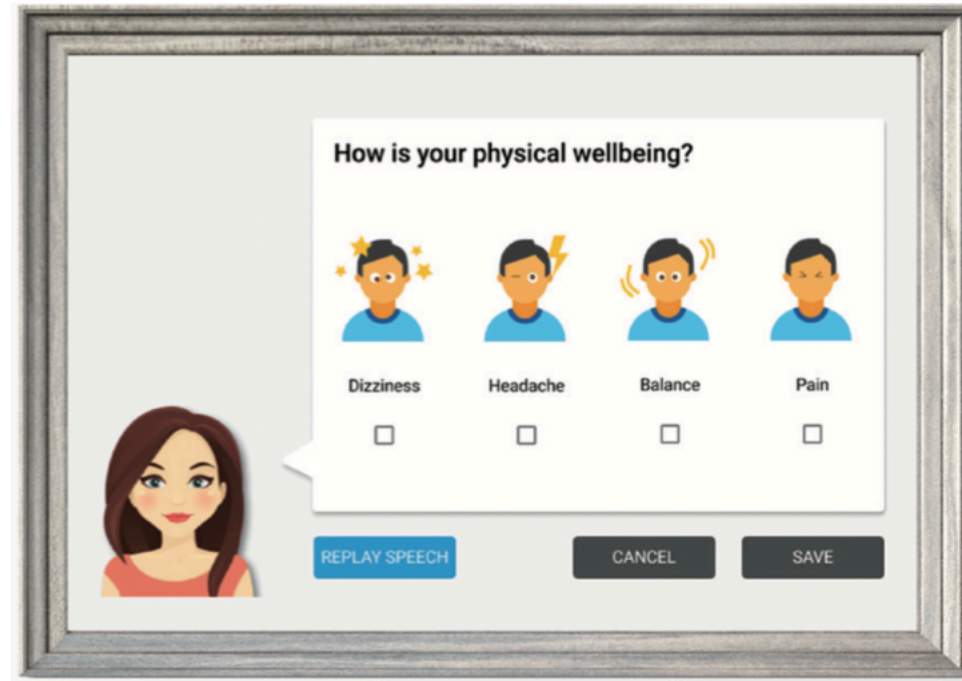
- AAL project
- platform for dynamic escalation of incidents
- participatory design, extensive testing with end users
- clear business case from the beginning, but...
- senior perspective: alarm button suffices, caregiver perspective: not my responsibility
- insufficient fit with financing structures, resulting in low priority
- it took 4(!) years for financing structures to change

EXAMPLE 2: CARE4BALANCE



- AAL project
- balance care load between informal and formal caregivers, reciprocity
- 3 drivers: user needs, business opportunities, technology push
- the concept itself was highly appreciated
- (minor?) overlap with existing systems resulted in low priority
- it took 5(!) years to refocus the business case, and suddenly traction is high

EXAMPLE 3: MEDGUIDE (2017-2019)



- AAL project
- improve medication adherence, identify side effects, facilitate medication reviews
- participatory design, extensive testing with end users
- close collaboration with existing service providers
- results are promising, but... how much time will it take to bring the result to market?

CHALLENGES

- the end-user perspective is leading in many AAL projects. How to better address the perspective of other stakeholders?
- new AAL concepts have generally been extensively evaluated with users, resulting in solutions that properly address a real need
- the participatory design approach is a valuable ingredient for adoption but is no guarantee for adoption in real life nor commercial success
- even though target users often value the innovations, commercial adoption and active use tend to be low
- **gap between successfully completing an AAL project and successful commercial-roll out of the innovation after project end**

WORKSHOP GOAL

The workshop aims to change perspectives:

How to approach the getting-to-market roadmap as a macro-level design challenge.

(The underlying question is what we can learn from design theory in developing the implementation approach.)

WORKSHOP GOAL

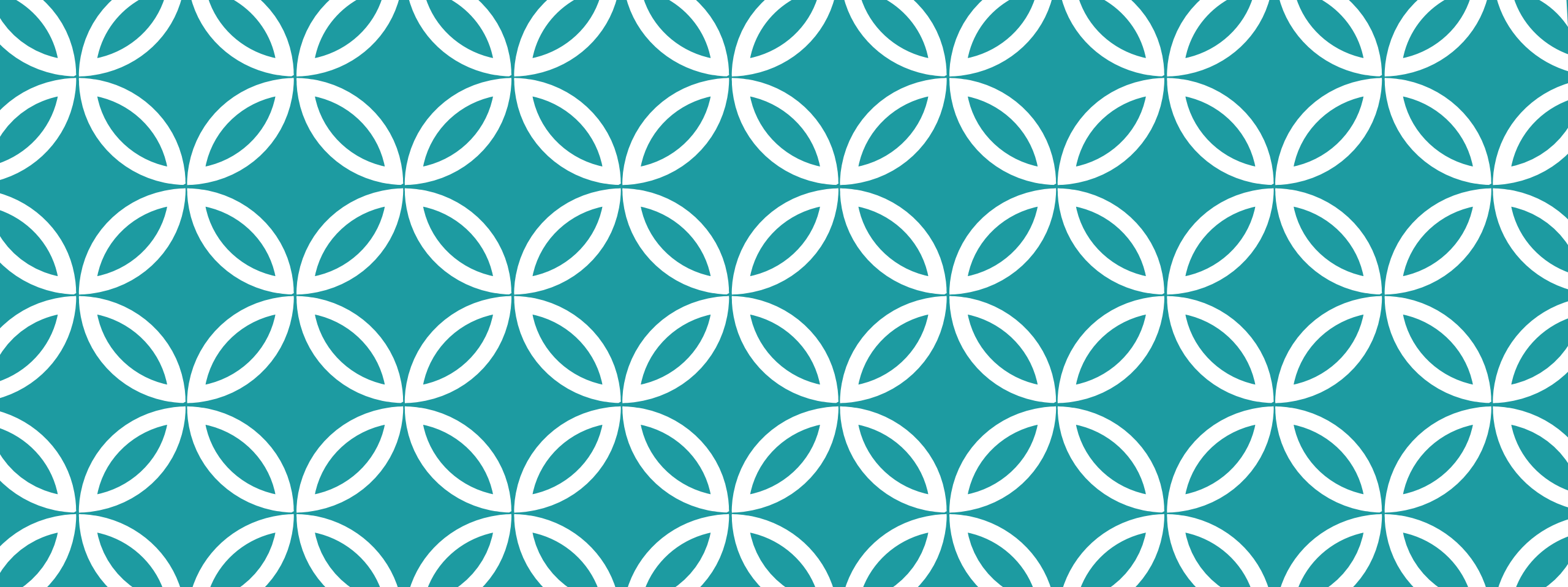
Questions:

- What can we learn from design theory when bringing AAL innovations to market?
- How do we design an implementation roadmap that properly resonates with stakeholder needs from all stakeholders?
- How can we create the perfect AAL getting-to-market roadmap?
- How can we optimally address the needs of all stakeholders when implementing the innovation in real life: end-users, care organizations, authorities and the companies.



WORKSHOP GOAL

The implementation plan should not only consider the ehealth innovation in isolation, but rather the ehealth innovation as part of a bigger ecosystem of products that are used simultaneously!

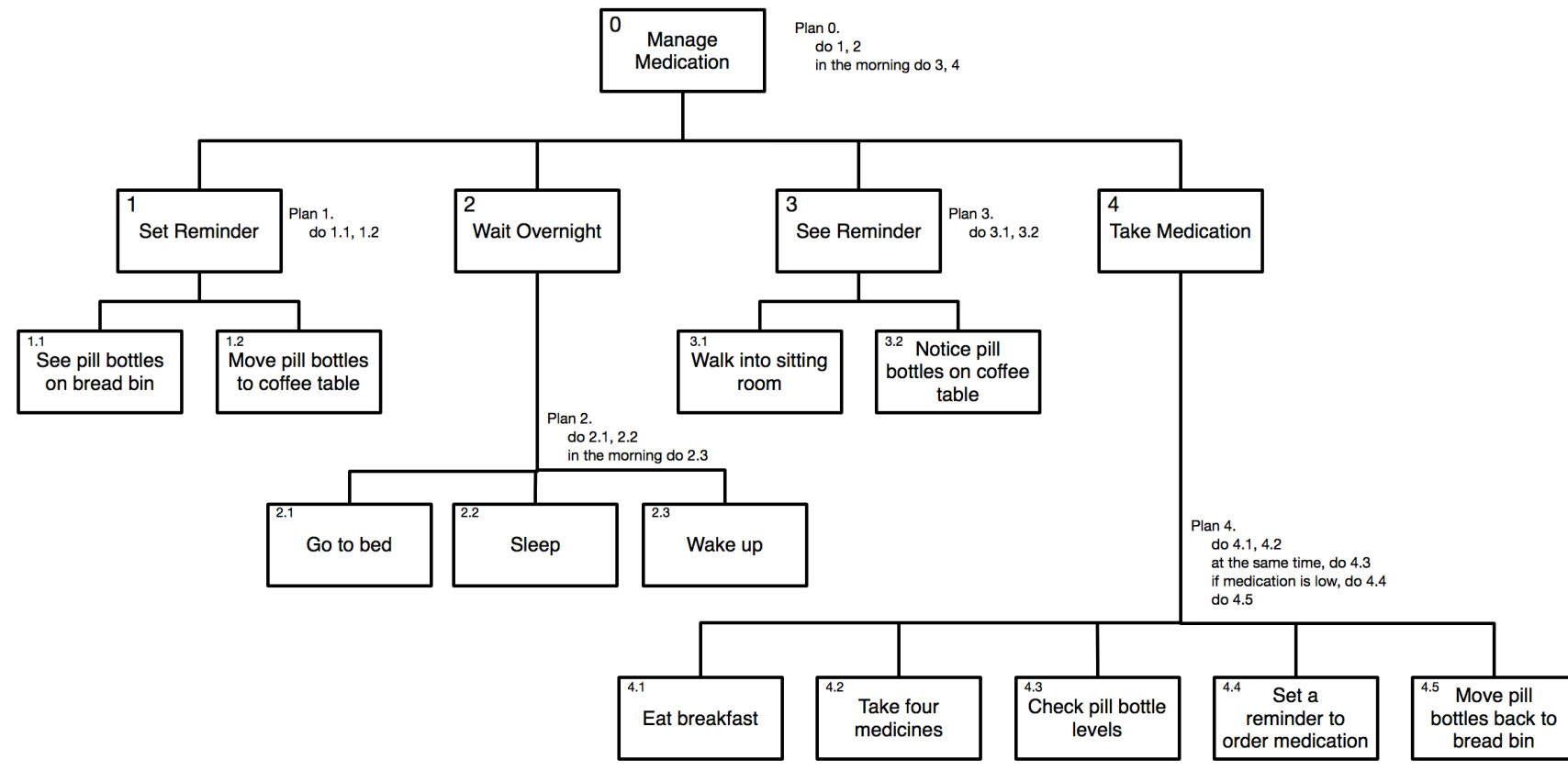


DESIGN THEORY



HISTORY: 90'S

- functional perspective
- task-based
- usability



HISTORY: 00'S

Design approach:

- product experience
- functionality & user experience

Company perspective:

- Product
- Marketing
- Sales
- Support



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NOW

Design approach:

- products embedded in everyday life
- evaluation in the field
- products as part of ecosystem
- multi-channel interaction



Company perspective:

- & Product
- & Marketing
- & Sales
- & Support



PARTICIPATORY DESIGN TECHNIQUES

Persona's

Scenario's

Co-creation sessions

Storyboards

Use cases

Etc. etc.

Focus on product (rather than ecosystem)!

TOUCH POINTS



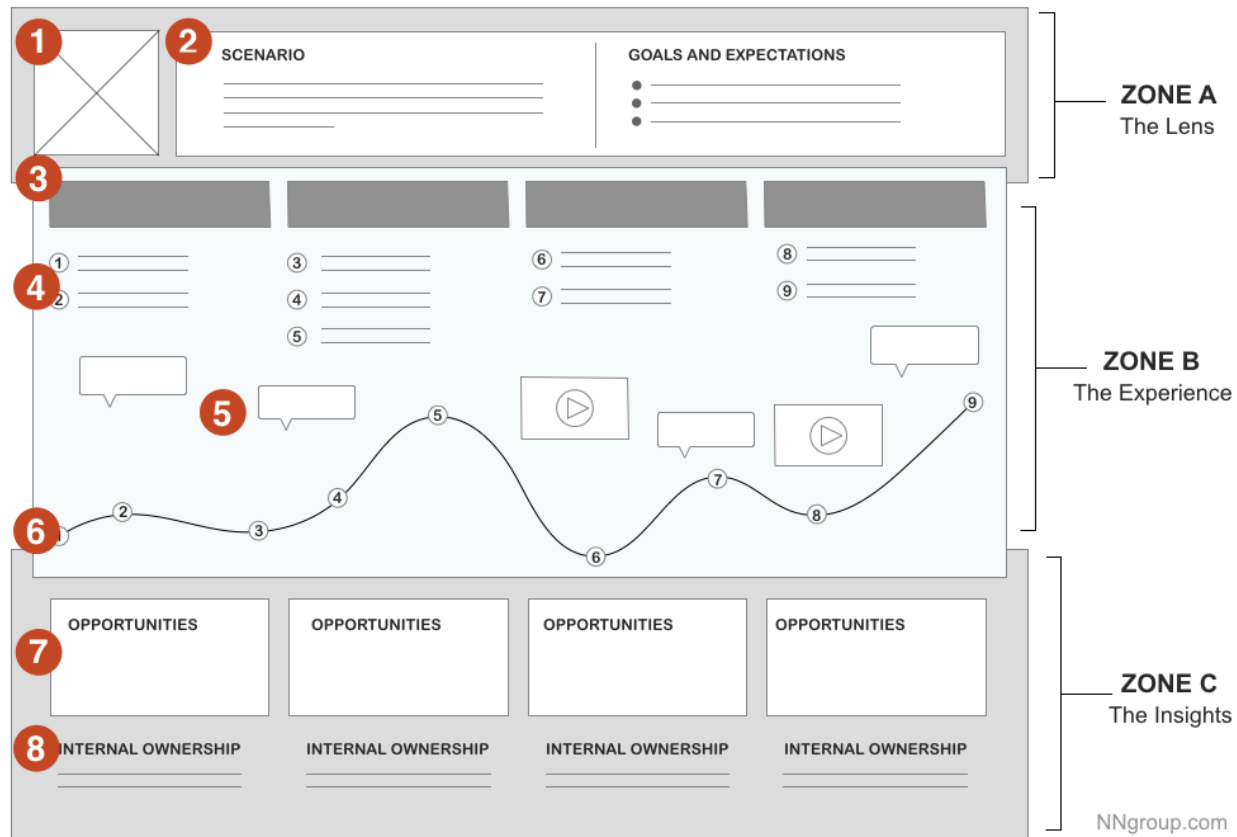
USER JOURNEY

User journeys are the step by step journey that a user takes to reach their goal.

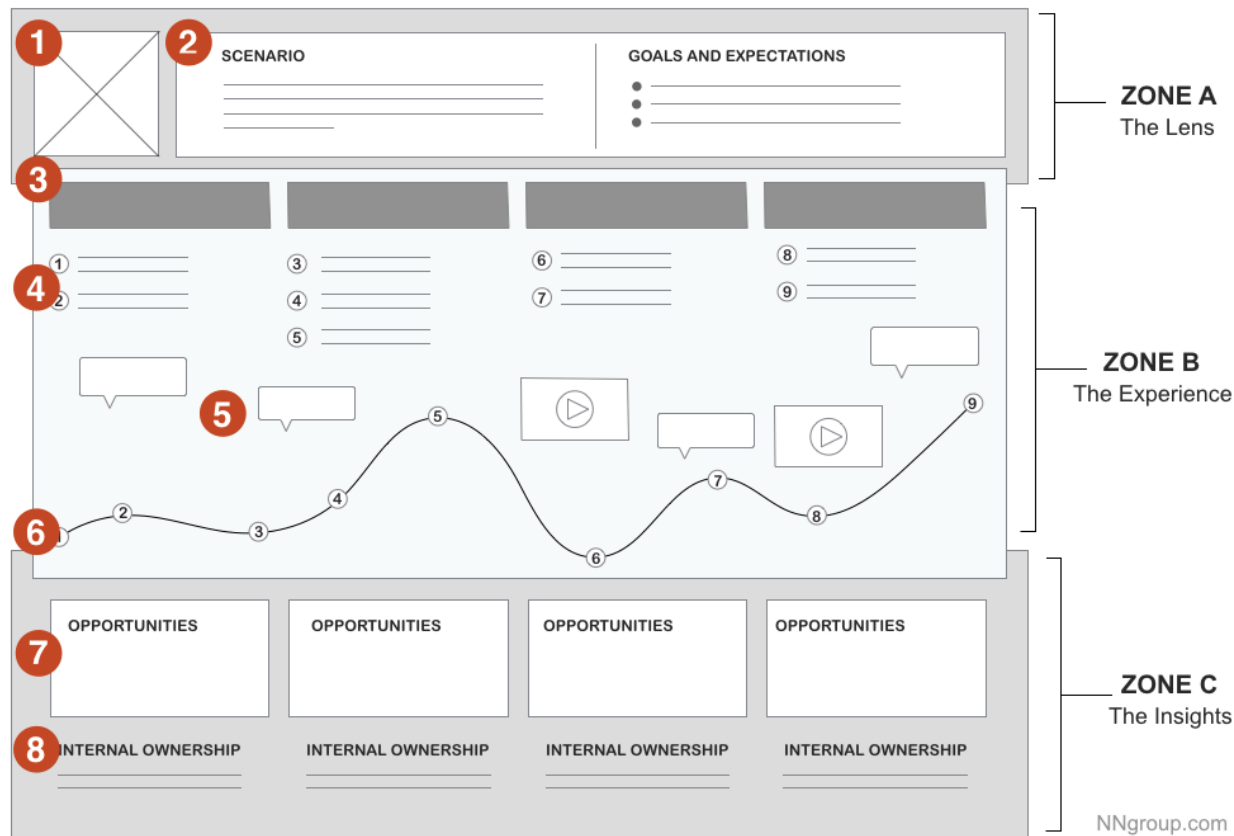
User journey for AAL product/service: the journey that the user makes from first encounter to prolonged use.

Journey mapping combines two powerful instruments: storytelling and visualization.

HOW TO VISUALIZE A USER JOURNEY



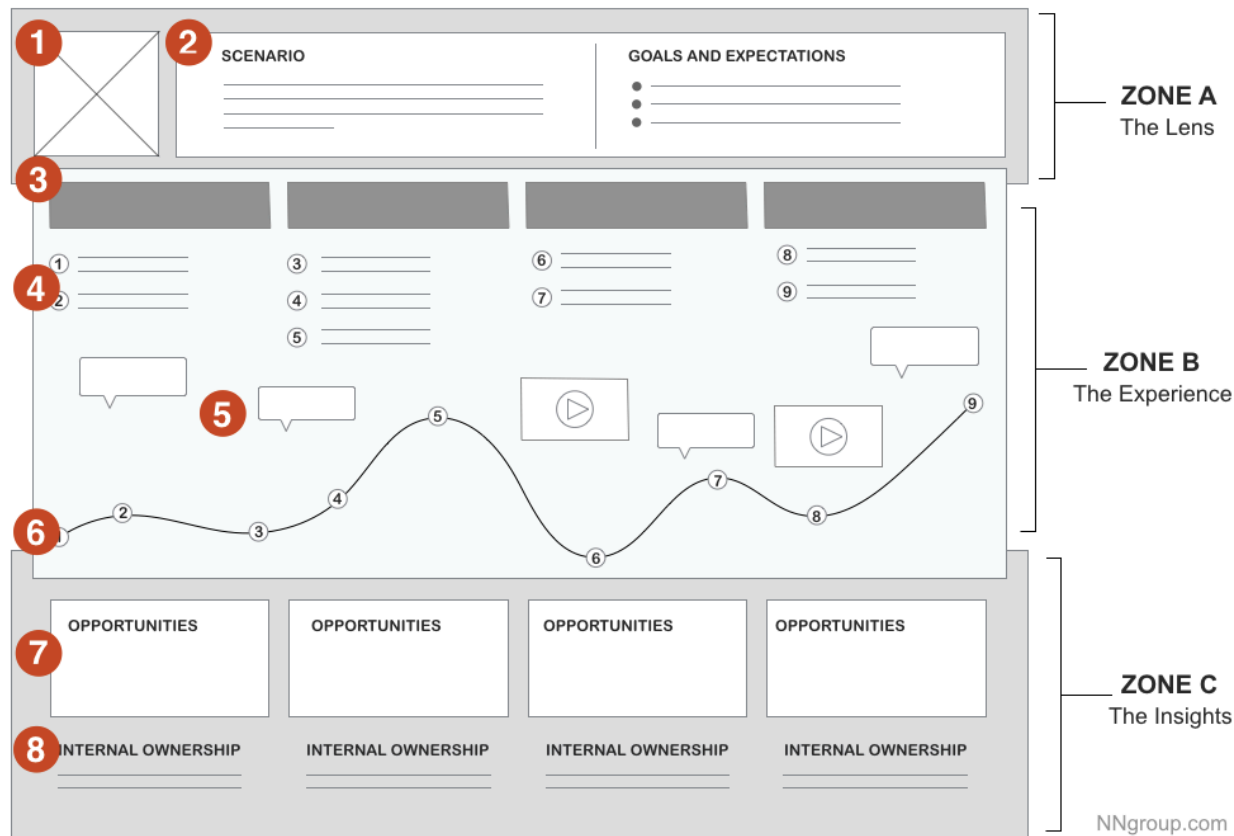
HOW TO VISUALIZE A USER JOURNEY



Zone A: The lens provides constraints for the map by assigning (1) a persona (“who”) and (2) the scenario to be examined (“what”).

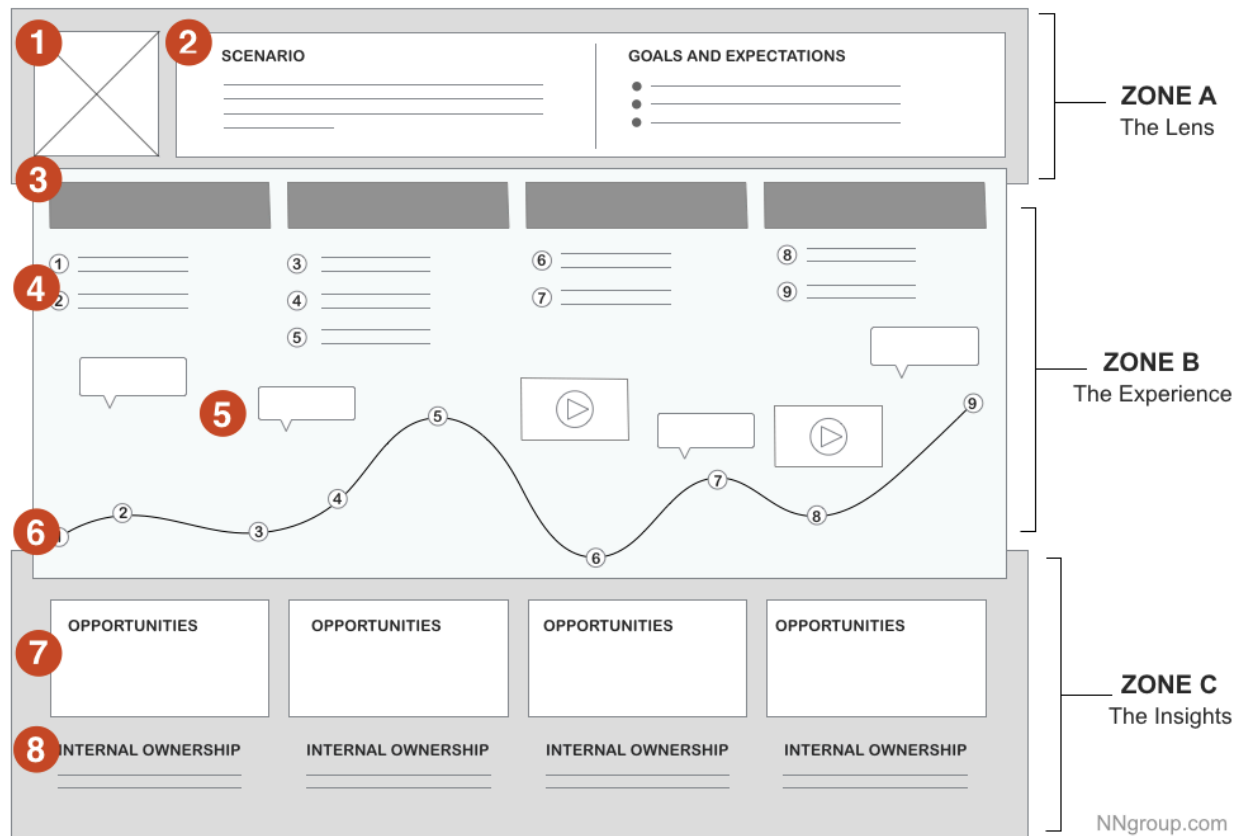
“point of view”

HOW TO VISUALIZE A USER JOURNEY



Zone B: The visualized experience, usually aligned across **(3)** chunkable phases of the journey. The **(4)** actions, **(5)** thoughts, and **(6)** emotional experience of the user has throughout the journey can be supplemented with quotes or videos from research.

HOW TO VISUALIZE A USER JOURNEY



Zone C: The output should vary based on the business goal the map supports, but it could describe the insights and pain points discovered, and the **(7)** opportunities to focus on going forward, as well as **(8)** internal ownership.

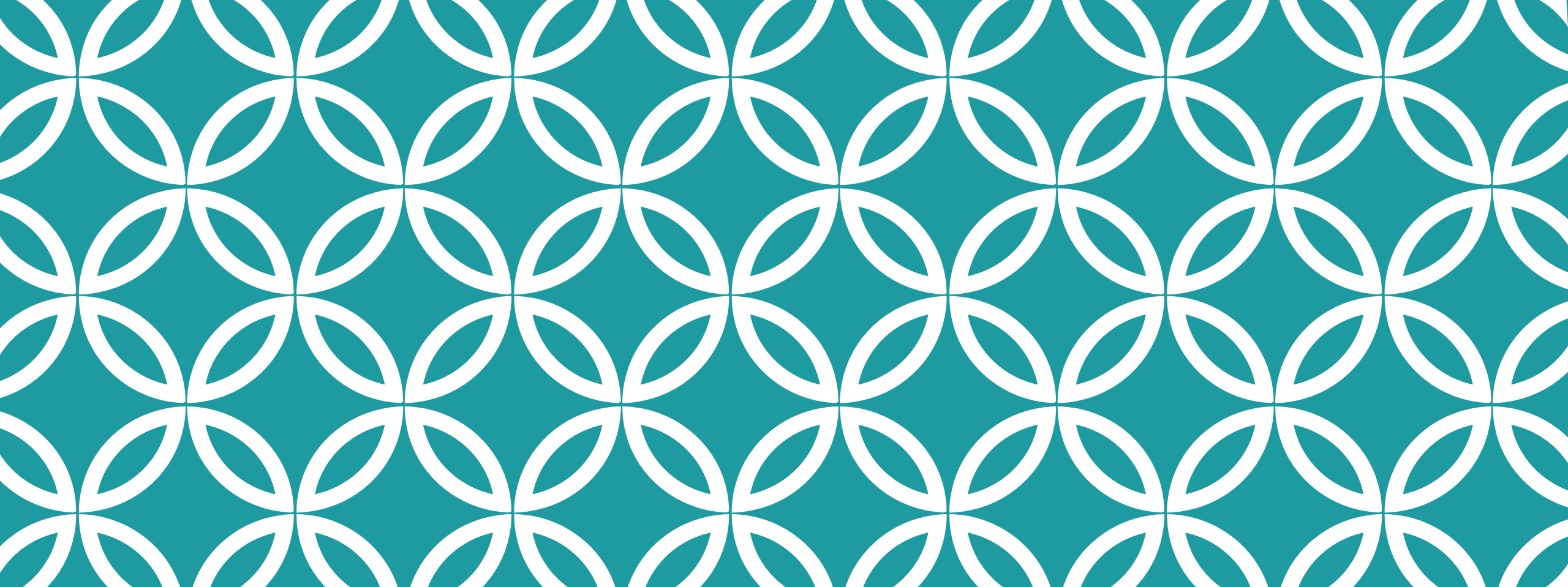
WHY USE USER JOURNEY MAPPING?

- High-level perspective - better addresses 'embedded in everyday life' ambition
- Identify opportunities to improve user experience
- Identify gaps & opportunities
- Improve coherent experience over different channels
- **Ecosystem perspective!!**



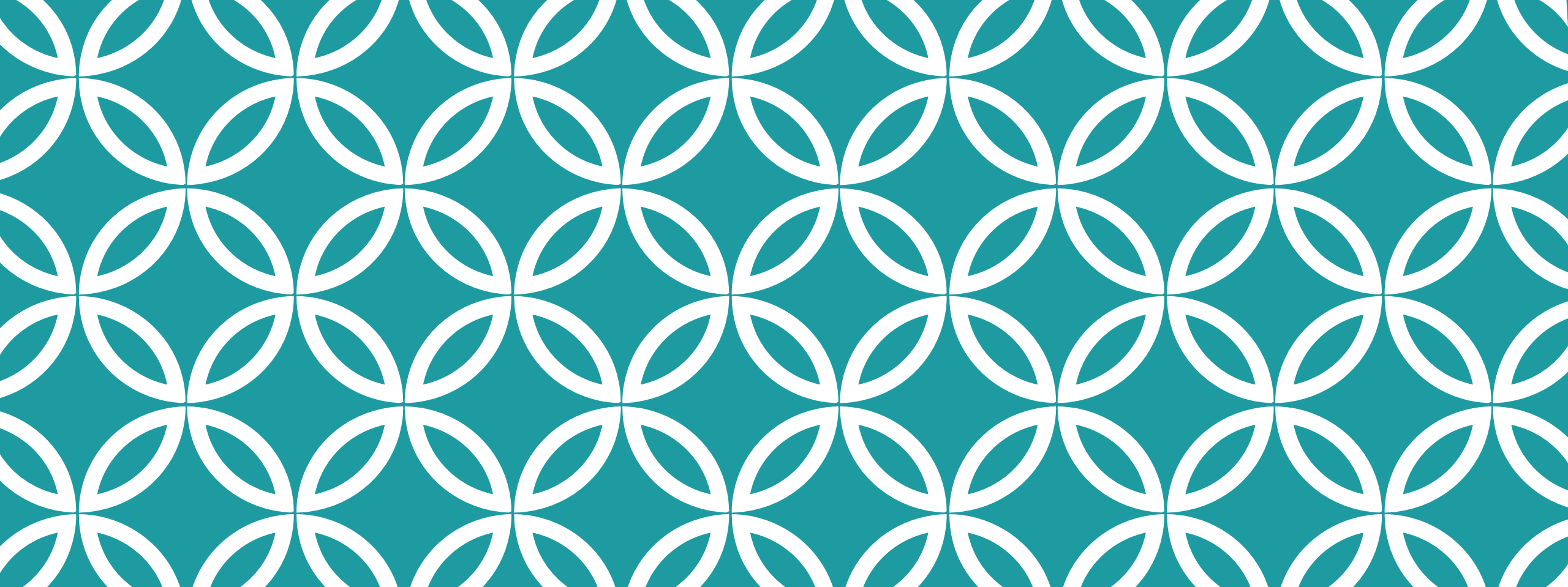
STEPS

- (1) Choose point of view (lens)**
- (2) Choose specific experience (scenario)**
- (3) Map actions, mindsets, and emotions**
- (4) Identify touchpoints and channels**
- (5) Uncover insights (challenges) and ownership**

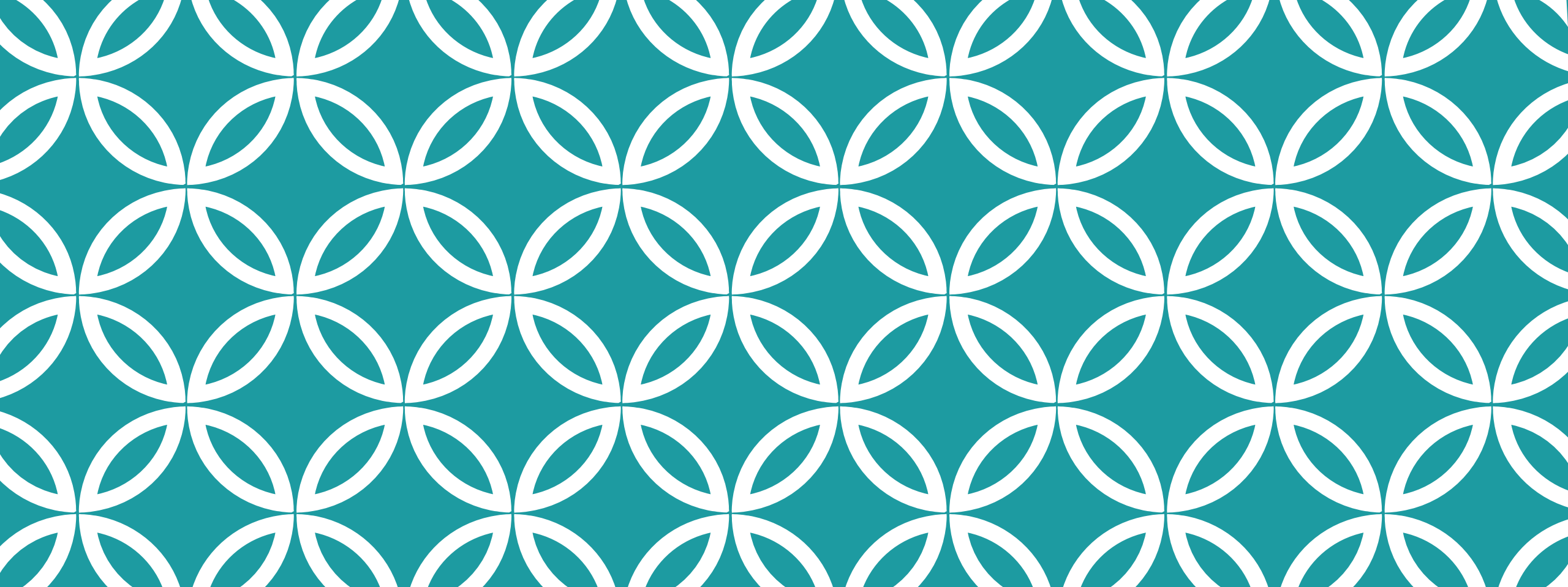


GROUP EXERCISE





SHOW & TELL |



WRAP-UP |

WRAP UP

- it's not easy
- using user journeys you better realize all facets of implementation
- with user journeys you can design the implementation process with tangible users (single stakeholders) in mind
- it's hard not too focus on the product
- ehealth innovations should be considered as part of an ecosystem
- AAL has subsidized product innovation (targeting end users); the new calls should focus on ecosystem innovation rather than product innovation
- a challenge with the ecosystem redesign (transformation)– there are many parameters you can't change
- value based models make it much easier to get to the right solutions
- It would be good to make it cheaper to change the ecosystem, in order to facilitate adoption of new innovations

Further reading:

- <https://www.nngroup.com/articles/customer-journey-mapping/>
- if you would like to have the presentation – send an email to m.h.vastenburg@connectedcare.nl