



**Mawell** | more time to care



## Adaptive Ambient Empowerment of the Elderly

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## How to optimize user involvement



**‘We need to evoke a  
revolution in care’**

*Neelie Smit*

Vice president

European Commission

September 15th 2010

AAL Forum Odense

# Revolution

You say you want a revolution  
Well you know  
We all want to change the world  
You tell me that it's evolution  
Well you know  
We all want to change the world

You say you got a real solution  
Well you know  
We'd all love to see the plan  
You ask me for a contribution  
Well you know  
We're doing what we can

But when you talk about destruction  
Don't you know you can count me out  
*(Lennon-McCartney)*



**The Beatles**



## Adaptive Ambient Empowerment of the Elderly

### **Care Culture Transformation approach**

- User involvement is one strategy for transformation of the care culture
- Combine models
  - Management Models for transformation of culture
  - Models of technological innovation



## Adaptive Ambient Empowerment of the Elderly

### **Mixed method 'toolbox' approach:**

- Normative, descriptive, prescriptive models
- Ethnographic Field studies - Quantitative validation studies
- Participant observation - observing participation
- Small *n* studies - large scale studies – living labs
- Community as well as individual based methods
- Various groups: Elderly, Family, experts, social science, etc



## Adaptive Ambient Empowerment of the Elderly

### **Focus of the Workshop:**

Share experiences on user involvement

- What problems do you see in user centric approaches?
- Did you build the right system, did you build it right?
- What is in your toolbox?



## Adaptive Ambient Empowerment of the Elderly

### **Key aims:**

- **Increase self management of physical activities in daily task of elderly**
  - **Digital coaching, sensors**
  - **Enjoyment and fun**



## Adaptive Ambient Empowerment of the Elderly

### **Specification of user groups:**

- a. Elderly: 65+ , Autonomously living (250/300)**
- b. Expert group: care givers: 35**
- c. Experts group: social science 5-7**
- d. Expert group technicians and tech: 15**





## Adaptive Ambient Empowerment of the Elderly

**What is the main impact  
of your user centric approach?**

It is leading to a transformation of care culture



## Adaptive Ambient Empowerment of the Elderly

### **Strength and weaknesses of the approach**

- + high user acceptance
- + great and deep impact of results
- conflicts are inevitable
- time consuming