



The role of end users in
Ambient Assisted Living
Joint Programme
2008-2013



Project characteristics

- Project partners from industry, end-user groups and R&D community
- Partners from minimum 3 AAL states
- Active end-user involvement throughout
- Time-to-market 2-3 years after end of project
- Project budget 1 - 7 M€, max. funding 3 M€
- Realistic pilot as part of the project



Why focus on end-users?

- AAL JP aims to foster ICT-based solutions that meet end-user needs and wishes. This means that end-users should have a **decisive voice** in the selection (priority), development and application of such products and services.
 - **Active dialogue** between ICT-industry, service businesses, research and innovation communities and end-users will ensure that products and services reflect and respond to user needs and wishes.
 - By involving end-users all through the project, industry will develop more innovative and better solutions, and generate a **market pull** for their products and services.
 - AAL JP sees active end-user involvement as **essential throughout the project**, from exploration and planning to development, implementation, pilots, evaluation and conclusion: Is this a solution we should go for – is there a market for it?
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Who are the users?

- 1. Primary end-user:** The person who actually is using the product and service, alone or with the help of others. Primary end-users must always be involved. Requires specific attention to user acceptance, user interface and usability design in order to meet the expectations, cognitive capabilities and digital skills of the end-users.
 - 2. Secondary end-users:** Persons in direct contact with primary users, in a private or professional capacity. They may assist primary users in their use of ICT-based solutions and/or make use of such solutions themselves when providing support and services to primary users.
 - 3. Tertiary end-users:** Institutions and organisations (private or public) which are not individual users of the solutions in question, but are involved by creating the conditions (legal, economic, organisational) for their use by primary and secondary end-users. Tertiary users focus on potential gains in efficiency and effectiveness by increased use of ICT-based solutions by other end-users.
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Stages and roles

End-users are important in all stages – in different roles:

- **Exploration:** Ideas for new and innovative projects
 - **Understand:** What end-user needs and wishes can be served with ICT-based solutions?
 - **Identify:** Find the potential markets – and how they best can be served (business model)
 - **Organize:** Form the best consortium to run the project, who can best voice user concerns here?
 - **Design and develop:** Getting to the right solution and getting it right, especially user interfaces.
 - **Test and report:** Real users - in real life settings
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Challenges ahead!

- Identify the most relevant categories of end-users for the project
 - Distinguish between end-users and customers – crucial for market strategy and potential
 - Choose which end-users to involve and find the right representatives - also for persons with reduced cognitive and emotional capabilities
 - Get the ethics right – and describe how you do it
 - Find the right methodology: field studies, usability tests, assessment research, pilots, evaluation systems
 - Set up a system for user feedback (how and when to get it, document and use it in different project stages)
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Evaluation criteria

- End-user involvement is evaluated by reviewing both the methodology and the representation of end-users in different phases of the innovation process.
 - Proposals are expected to aim at creating innovative solutions to specific end-user needs and improving the quality of life of older persons.
 - Proactive end-user involvement throughout the project is required. The issues of accessibility, end-user acceptance and usability are fundamental.
 - The approach to specific end-user needs should be validated by evidence-based use cases (pilots).
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