Why the user matters...

https://vimeo.com/128873380
How to make eHealth a success from a user perspective?
WELCOME & INTRODUCTION

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The Agenda

1. Introduction to AAL

1. Interactive exercise: “Who is the eHealth user?”

1. Presentation: “Integrating users – Methods and examples”

1. Interactive discussion: With end users and the audience
Introduction

AAL – Experiences in End User Integration to share

AAL: Active & Assisted Living
2008-2013 / 2014-2020,
c. 200 AAL projects

Objectives

Characteristics

End User Involvement
SME – participation
Multidisciplinary collaboration
International dimension
INTRODUCTION

Who or what is YOUSE?
Youse: Our aim
Creating solutions with value for users

Our aim: Creating **innovative products, websites or apps** with genuine added value for users.

We research to be aware of future trends and make them accessible for product innovations.

We create innovations and integrate the needs of users in the process of product development.
YOUSE: Our Expertise
Holistic methodical expertise

We know which **UX-methods** provide the best results for your research issues.

**USER RESEARCH**
Who are your users and what do they require, so solution approaches do address the users' real needs?
- Shadowing / Observation
- Interviews
- Online-Surveys
- Personas / Moodboards
- Focus group
- Diary-studies
- ...

**DESIGN & DEVELOPMENT**
How is it possible to create intuitive designs, so users do not have to think actively about how to use the product?
- Customer Journeys
- Design Scenarios
- (Rapid) Prototyping
- User Stories
- Card Sorting
- Proof of Concept
- ...

**TESTING & EVALUATION**
How is the relationship of usage defined? How to improve it?
- Usability / UX Tests / Field test
- Expert evaluation / Walkthrough
- Wizard-of-Oz
- Thinking Aloud
- ...

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YOUSE: Our basis

ISO 9241-210

1. Planning of User-Centered Design Process
2. Analysis of Context and User Requirements
3. Creation of Ideas
4. Idea Selection and Realization
5. Test/Evaluation of Solution
6. Completion / Market Launch

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YOUSE: Our core philosophy
User Experience, pays dividends!

The benefits of integrating the user in the whole innovation process:

• Generation of real innovation, instead of interesting technical development for the shelf
• Creation of user-friendly products, thus an increase of customer loyalty
• Saving of resources in the product development process
• Enlargement of customer acceptance and product safety
• Boosting sales opportunities
• Minimizing service costs
• …
INTERACTIVE EXERCISE

Who is the eHealth user?
Interactive Exercise
Empathize with your possible end-user

Setting
You are a design team, developing a tool for seniors (60+) living at home alone, monitoring their food intake and supporting them with sticking to a healthy nutrition. Your goal is, to develop a tool, that meets and supports the aspirations and wishes of your user. 
But who exactly is your end-user?

Task
In groups of two, think of a archetypical user, likely to use your end-product. Emphasize with this person and fill in the profile.
Interactive exercise

Empathize with your possible end user

Name of the user: 

Age: 

Country & City: 

Next big purchase: 

My favourite product: 

My next holiday destination: 

"My daily ritual is...

"For me, technology means:

My interests:

My favourite meal: 

My 3 most frequently used technical tools:
Interactive exercise
Empathize with your possible end user

WHAT WAS IT LIKE?

What did you find out?
Any unexpected insights or new perspectives?
Is it helpful? Does it change the development process?
PRESENTATION

Integrating users - Methods & examples
User Integration
Understanding User Centered Design

Phase 1: Understanding
• Understand needs of end-user groups
• Understand state-of-the art of the technology

Phase 2: Conceptualization
• Define target group
• Create ideas to fulfil user needs
• Develop use cases

Phase 3: Testing & Iteration
• Test components or system in realistic /real environments
• Repeat tests if necessary

Business Modelling
• Create business model
  Test business model (e.g. pricing)
User Integration

Understanding: Self-Documentation

Phase 1: Understanding

Source: IDEO

Method: Self-Documentation
Phase 1: Understanding

Method: Shadowing

- driving period is regulated by law (EU law)
- maximum of 56 hours a week (90h within two consecutive weeks)
- maximum of 9h a day (twice a week it's possible up to 10h)
- 4.5h of driving at a stretch (then rest period of 45min)
- daily rest period of 11h (three times a week it's possible to reduce to 9h)

Source: YOUSE – Tran.Safe

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User Integration

Conceptualization: Co-Creation workshop

Phase 2: Conceptualization

Method: Co-Creation

Source: YOUSE
User Integration

Conceptualization: Co-Creation workshop with kids

Phase 2: Conceptualization

Method: Co-Creation

Source: YOUSE - MyCyFAPP
User Integration

Testing: Longterm fieldtrial

Phase 3: Testing & Iteration

Source: YOUSE – Guiding Light

Method: Longterm fieldtrial
User Integration

Testing: Out-of-the-Box-Test

Phase 3: Testing & Iteration

https://www.youtube.com/watch?v=hRqxHSUJEOc

Method: Out-of-the-Box-Test
Integrating users

Some hands on advice

- Integrate users, when thinking of new solutions – Find out and respect your users needs and aims
- Think of a broad target group – Who uses the solution, who pays for it, who promotes it,...?
- Use a mixture of methods – to ...
  - Get deep insights into the world of your users
  - Validate your findings on a bigger scale, identify tendencies
- Let technical developers get into contact with real users – (but make sure they do not „frighten“ them)
- Enjoy meeting the users – you will always have some stories to tell 😊
Supporting Material for Integrating Users

Knowledge Base – Guideline - Toolbox

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**Knowledge Base**

Knowledge Base

**Guideline**

Guideline

**Toolbox**

Toolbox

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Supporting Material for Integrating Users
Knowledge Base – Guideline - Toolbox

Knowledge Base

Guideline

Toolbox

www.aal-europe.eu/involving-end-users
QUESTIONS?

REMARKS?
INTERACTIVE DISCUSSION

With end users
Experiences of end users
Project: VICTORYAHOME

Mrs. Cordewener
Mrs. Nicole Cordewener (daughter)

VICTORYAHOME
• Smart phone APP - Peace of mind
• Dashbord - Alarm & follow-up
• Giraff - Request for visit / virtual visits
• Medication reminder
• Movement check
• Fall detection
Experiences of end users

Project: VICTORYAHOME
Experiences of End Users  
Project: ALFRED

Mrs. Beus  
Mrs. Fix

ALFRED, VIRTUAL BUTLER  
• Voice driven interaction assistant  
• Personalized social inclusion  
• Effective & personalized care  
• Serious gaming for physical & cognitive impairments  
• Open for new apps
Experiences of End Users

Project: ALFRED