Involving stakeholders in the service design of a new consumer-focused assistive technology service

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Outline

• Overview of the context for service development
• Co-creation methods used
• Service design process
• Trial results
The dallas Project:

- Delivering Assisted Living Lifestyles at Scale
- £23 million - Technology Strategy Board
- 4 communities to show how assisted living technologies and services can be used to promote well-being, quality health and social care and enable people to live independently
- Need to demonstrate services can be provided at sufficient scale and cost to enable independent living
- Thinking beyond traditional health and social care provision
dallas i-focus Community

• Led by Advance Digital Institute (ADI)
• Design a new consumer focused assisted living technology service
Need for a consumer service?

1. A growing number and proportion of older people, with high spending power and increasingly dispersed support infrastructures.

2. More people with a long term health condition or disability that limits daily activities.

3. Tightly squeezed statutory health and social care budgets.

The UK Demographic context
Consumer led service design
Participatory Design Approach

Co-creation “any act of collective creativity, i.e. creativity that is shared by two or more people”.

Sanders and Stappers (2008)
In the beginning……..

• Group 1 – 12 participants, a third under 64, two thirds over 65 years old

• Group 2 – 10 industry and service representatives
Daily routines
Bus Journey
Ada is a 75 year old widow, who lives alone in a cottage in a small village.

Alison is 70, she is a friend of Ada’s who lives in the same village. She often helps Ada out.

Marie (Ada’s daughter) is 44 and lives 50 miles away from Ada in the town with her husband and young son.
## Ada’s customer journey

<table>
<thead>
<tr>
<th>Customers</th>
<th>Aware</th>
<th>Join</th>
<th>Install</th>
<th>Use (sensors)</th>
<th>Use (reminders)</th>
<th>Leave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ada</td>
<td></td>
<td></td>
<td>Ada thinks the service is a great idea, and fills in an application form</td>
<td>A person from the company visits Ada’s house. After chatting with Ada, Marie and Alison, they all agree on sensors to be installed and reminders to be set up. The person installs the system.</td>
<td>Marie receives the ‘everything is ok’ reminders from Ada’s sensors</td>
<td>A few years later, Ada’s health deteriorates, and she moves into a residential care home</td>
</tr>
<tr>
<td>Marie</td>
<td>Marie becomes aware of the service through watching a television advert</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marie fills in a form, giving a month’s notice to terminate their contract with the service</td>
</tr>
<tr>
<td>Alison</td>
<td></td>
<td></td>
<td>Alison becomes aware of the service when reading a leaflet in her GP’s office. Friends who already use the service tell Alison that it might be helpful for Ada’s situation, and that they find the service very useful</td>
<td>However, Alison receives ALL the reminders, including reminders which occur when something might be wrong—this is because she lives nearer to Ada than Marie does</td>
<td></td>
<td>Marie and Alison send the equipment back to the company in the Freepost envelopes they receive once the contract has been terminated</td>
</tr>
</tbody>
</table>
Winter Trial 2012/13: Putting AroundMe™ into practice

- 12 neighbourhoods
  - 14 users (two houses had couples as the main users)
  - 19 carers and responders
  - 3 families had a user with dementia
- Users aged 55 – 85 years
- 12 week trial period
- Midpoint and endpoint in depth interviews
- Classic analysis approach

(Krueger & Cassey 2010)
Trial results

- **AroundMe™ service overwhelmingly positive response**
- Promoted greater understanding, awareness, reassurance and involvement between the personal networked neighbourhoods
- **Focus on positive wellbeing and activity messages was highly valued by participants**
- Issues around installation and set up, personalised messaging and temperature monitoring
- **Everyone wanted to continue to use the equipment**
Participants' views

“It takes the worry off me knowing that she’s up and about. I’m not having to call her every day to see if she’s alright. I think we’ve just got more of a relationship now, rather than her thinking she’s a burden on me ….She does have a bit of independence now, and she doesn’t feel like she’s a burden on me anymore so it’s made her a lot more relaxed as well.”

“I wouldn’t say it has changed the relationship, I think it makes me much more aware of when he is having bad days and good days.”

“It’s perfect. I wouldn’t know how to improve them. There’s absolutely no problem”
Video

http://www.youtube.com/watch?v=7NsNgaK7hZk
Next phase - Commercialisation

What’s in the box?
Conclusions

- Overwhelming positive response during the winter pilot, co-creation was key to achieving this
- Users able to ‘carry on as normal’ with daily activities
- Increased sense of independence for users
- Increased occurrence of social contact
- Text messages perceived as simple and positive
- Some felt the system needed to be more flexible to allow for changes in activity, e.g. weekend lie-ins

The Warm Neighbourhoods - AroundMe™ service will help older people to age in place and support their friends and family to care for them.