Advanced **L**ifestyle **I**mprovement system
& new Communication **E**xperience

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The Ambient Assisted Living (AAL)
Joint Programme

Pilot Evaluation Plan

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Table of contents

6   Format of file per client   22

1 Introduction

ALICE will research, develop and integrate a set of ICT based services into the existing TV set, allowing elderly people to enjoy experiences of communication and social interaction based on ICT. By doing this, **ALICE** will lead the way for elderly people to distantly share moments of enjoyment, laughter and fun in a similar way as they were together face-to-face.

The main technology-based goal of the ALICE project is to investigate and enhance the Zydacron Set-Top Box and develop services which enable social interaction of elderly people and their family. The developed system will be tested in a large scale pilot in the Netherlands, where approximately 100 households will evaluate the system for a period of 8 months. Each household will be able to connect to like-minded persons, family members or other relatives using a soft client (software version of the system running on a home computer with webcam). Several new interactive applications will be introduced to the participants during the pilot, after which valuable feedback will be obtained. Evaluation results will allow the design of a future commercial product which is fit for the European market.

This pilot evaluation plan defines how the pilot is organized and describes what will be done during the evaluations taking place on the information and data obtained during the pilot.

1.1 Scope

Primary participants of the pilot are the approximately 100 (elderly) clients of Mens en Zorg who will test the developed services. Further participants are family and friends of elderly people who have to download and install the soft-client version of the Zydacron system to communicate with elderly people who use the set-top-box. Finally, the staffs at Mens en Zorg and at ThuisConnect who work with the system and introduce elderly people on how to use the system will also play a major role in the pilot.

2 Pre-pilot and lessons learned

At the beginning of the ALICE project the consortium decided to do a smaller pre-pilot to find out what the clients experience when using the Set-Top Box.

The pre-pilot lasted for 3 weeks, from 17 January to 4 February 2011. In this time the ALICE system was tested on 20 participants in the Netherlands, all of which were clients of the care organization 'Mens en Zorg' in Smilde. The main goal of the pre-pilot was to have a first real test of the system on the users, which would generate important in lessons learned for the full-pilot starts.

During the pre-pilot only one service-type of the Set-Top Box was tested, the video conferencing. Clients were called 3 to 4 times a week by the care organization 'Mens en Zorg'. Second clients were asked to actively use the system to call their friends and family who had soft-clients installed. The other service-types of the STB, social interaction services, and wireless application service, were not part of the pre-pilot (as they will be implemented during the project) and will be introduced to clients later on.

There was one important upgrade during the pre-pilot: On Friday January 28 the system had an upgrade to a newer version of the software. The upgrade went perfect for all clients using the STB as the new software version was rolled out automatically. But concerning the soft clients installed on the computers of friends and relatives a manual upgrade on their computer was necessary. The main lesson learned from this upgrade was that many friends & family members of the elderly people did not possess the necessary computer skills to remove a software program and then to install a newer version of it. This resulted in a drop-out of some participants. Therefore the future software upgrades will not include any manual work for the soft clients and moreover upgrades are avoided whenever possible for the soft client.

The other main lessons learned from the pre-pilot are the following:

1. The installation of the Set-Top Box should be done correctly in the first instance. The person installing the box needs to be well trained and have a complete understanding of all details of the box. A test-call to an operator is an essential part of the installation process to test if the system is working correctly.
2. The staff of the company doing installations for the pre-pilot did not have a good enough understanding of the box and its intricacies. The contract with this company has therefore been terminated and another company has been contacted.
3. The time between first contacting clients about the project (and having them agreed to participate in the pre-pilot) and installing the set top box should not be more than a few weeks.
4. It is important to stress to the clients that they participate in a pilot with all it's specialities so as to manage the expectations of the clients.

5. In the first few weeks after the installation the clients need to be contacted several times to give them the opportunity to get used to the system and actively perform calls to other parties. Because of the advanced age of the participants, continuous training of the functions of the system is be necessary.

6. Once the clients understand the system, number of contacts with the operator should be no more than a few per months. However, some clients did really enjoy having video contact with the operator and they can be contacted more often. But some clients prefer not to be contacted at all. These are the clients who only want to use the system for communication with friends and family. The wishes of these clients should be honoured, as long as they are willing to give the required feedback during the pilot phase.

2011-07-29   **5**

3 Setup of the pilot

3.1 Overview of the pilot

The pilot phase will last for 10 months, from March to December 2011. The last two months of 2011 are foreseen for evaluation and reporting of the outcomes of the pilot. This means that all experiments and interviews have to be done before the end of October 2011.

The ALICE Set-Top Box will be installed at approximately 100 households in the Netherlands. Because of the pre-pilot, the system was already installed at 20 households. It has been agreed that the 80 remaining Set-Top Boxes will be installed at households who live in and around complexes for elderly people in the north of the Netherlands. The complex '"Complex A" consists of 24 elderly households living inside and approximately 80 elderly households living in bungalows around it, all in a range of a few hundred meters.

The contract with the company who installed the system at the clients for the pre-pilot has been terminated and another company has been contracted to install the system (this was a lessons learned from the pre-pilot). The new company) has a good understanding of the system and it is expected that the rollout within the "Complex A" can be completed within a few weeks (see next chapter for the planning of the rollout).

Update June 2011: it was not possible to install all the 80 remaining boxes in "Complex A". As of June 15 there are approximately 45 boxes installed in "Complex A" and 20 are installed in other locations (clients from pre-pilot and other elderly people). A second home for elderly people is needed to install the remaining 35 boxes. Several locations are available, most likely the complex "Complex B" in the city "City B" will be selected. The timing of the pilot will change slightly as the months of November and December 2011 will also be included in the pilot phase. However, this will not affect the overall planning of the ALICE project.

3.2 Rollout in "Complex A"

The rollout in the complex "Complex A" will commence in March 2011 and should be completed in May 2011. There are approximately 105 households in and around the complex and the system will be installed at 80 or 90 households, depending on factors such as availability of television and internet, willingness to participate and mental conditions of the clients living there.

A proper communication before and during the initial phase of the rollout is deemed to be essential for the generation of a wide acceptance of the product. The rollout of the ALICE system in "Complex A" will be handled in the following way:

Step 1: The clients are informed by the management of the complex that "Complex A" is selected as the location where the ALICE project will be piloted. Management should stress the importance of the project as this will increase its acceptance. Management should also

point to the benefits for the complex and that there are no costs at all for participants of the pilot.

Timing: This information takes place in the 3rd week of March 2011.

Step 2: The clients are visited by the 'Mens en Zorg' staff who give a personal introduction to the project, the Set-Top Box and the opportunities which it offers. Clients are also informed about the various functions which will be rolled out during the pilot.. At this visit the client will be given the 'informed consent' form and the questionnaire.

Timing: These visits take place end of March/beginning April 2011.

Step 3: The installer makes an appointment with the client, visits the client and installs the Set-Top Box. The installer also takes care of any other issue, such as installation of internet, configuring the router and connecting the STB to the television. A test call to the operator at 'Mens en Zorg' is part of the installation by the installer to make sure the system works correctly and the sound is of the required level.

Timing: The installation starts in March 2011 and will be completed at the end of April 2011. The exact time of completion depends on the speed and availability of the installer and the local infrastructure and internet providers.

Step 4: in the first two weeks after the system is installed the client is contacted on several occasions by the operator at 'Mens en Zorg' to test if the system works correctly and evaluate whether the client understands how it works. This is necessary because elderly people sometimes have difficulty in remembering the functions of such a system, which was discovered during the pre-pilot. Depending on the reactions of the clients to these calls the operator decides if further training is needed. In this period the client is asked to actively use the system to contact family members and friends who need to have the soft client installed.

Timing: This step will take 2 weeks after installation.

The main things which are to be stressed to the clients during the rollout phase are the following:

- There are no costs involved at all for participants and their relatives and friends for the duration of the pilot.
- The attitude of everybody involved is that it is a privilege for the clients to participate in the project.
- Clients are treated as VIPs, not as guinea pigs.
- Delays and/or problems with the installation are communicated to the clients as soon as possible.
- The gap between informing the client about the system and installing it at their houses or flats should not be too long, i.e. not more than a few weeks.
- There may be ambassadors in the flat centre, who will be asked to promote the system to the other clients. Several clients (3-5) may be taught to become power users. They will then convince others to participate, help when smaller problems

appear or even being part of some kind of helpdesk (e.g. general contacts to all other users) if they agree.

Update June 2011: Only 45 boxes were installed at the "Complex A" complex. Another complex for elderly people has been selected to get to the 100 participants for the pilot. This is the complex "Complex B" in "City B". The rollout of boxes in this complex will follow a similar rollout as is described for the "Complex A" complex. The timelines of the visit will also be the same.

3.3 Activities during the pilot

The only service offered by the Set-Top Box at the beginning of the pilot is video conferencing, social interaction services will be piloted later on in the project. Once the system is working and the clients have a solid understanding of how video conferencing works the number of calls from the operator at 'Mens en Zorg' is reduced to an average of 2 per months per person. Clients are asked to actively use the system to stay in contact with friends and family who have the soft client installed. Some clients may like to use the system to contact other clients who also use the Set-Top Box. This should be figured out by the operator when calling to create contact groups. All people joining a contact group shall be asked about their willingness to participate before.

The second type of services which are to be tested during the pilot are the social interaction services. Those social services will be integrated and rolled out one after the other when available (a plan for that is provided in deliverable D5.1 – Integration Plan). The social services will be started via the link list which is provided in the box menu.

The social services will include:

1. Photo service
2. Greeting card service
3. Calendar & News service
4. Game service
5. A Facebook based service is envisaged

The order of services 3 to 5 is not yet fixed. It may be re-arranged due to the outcome of the questionnaires and results.

A new version of the main Set-Top Box user interface will be tested in August 2011. This can be evaluated by having one group of clients using the current interface and another group testing the new interface. It will be checked if the new interface concept can be also applied to the social services.

The plan foresees that each service will be available via a particular link. When the number of links becomes too large there may be the need for restructuring but this has to be properly planned. Especially the roll out and delivering proper information to clients are important aspects within such activity. The navigation is done with direction buttons on the remote control.

The photo service will need a manual set up from the operator before clients can use it and watch photos from their relatives. The relatives create an account at Picasa and upload their photos there. (Newly) added photos can then be viewed by the clients whenever uploaded to Picasa by their relatives.

3.4 Potential enhancements of services available for the Set-Top Box

An additional social service (not yet planned or implemented) may be complex news (events, new services etc.) in connection with a Calendar service. The news would have to be provided by the company running the complex several times a week. A content management system (CMS) may be of help for that. Content is added with that and checked for proper appearance on the box.

Another service to be provided on the Set-Top Box can be ordering meals. This is not a social service but this is of interest to service providers (i.e. the company running the centre). Such a service would be a simple web page providing the menu for the week and allowing ordering meals.

Such a web page has to be developed by the external meal provider. These kinds of add-ons have to be carefully tested and integrated before being provided to the clients because the pilot should not be interfered by adding problems with external parties. Needless to say, that the service must have its follow up in real offering of the ordered meals. And further it has to be clear that all activities of such a use cases are thoroughly planned and performed.

4 Pilot Evaluation Planning for Business Plan

One of the main goals of ALICE is the development of a successful business plan at the end of the project. The pilot is a perfect time to get an understanding of the characteristics of the target audience and therefore to find out what is needed to develop the business plan for a commercially successful product.

This chapter will therefore start with the outlines of the business plan. Based on this, the second subsection has an overview of the information which is missing at this moment and has to be gathered during the pilot. Finally, the third subsection gives a detailed plan on how to collect the missing information during the pilot.

4.1 Outline of the Business Plan

4.1.1 Target population

The main target population for the ALICE Set-Top Box are the elderly people of Europe. In this case the term elderly is defined as over 65 years old. The percentage of the population which is over 65 years old is expected to almost double in size in the next decade, which means ALICE will operate in a market which is growing rapidly. A second possible target audience for ALICE are people with a physical disability. However this is not in scope of the AAL programme and therefore not covered in the project.

The population of people over 65 years old can be divided in several groups (age, income, usage of social media, health, lifestyle etc). It is expected that the demand for ALICE is influenced by these characteristics.

4.1.2 Competitors

There are many companies and projects which offer similar services as the ALICE project does. However, the combination of Video Conferencing and Social Interaction Services offered over a Set-Top Box which is connected to a TV set is unique. Since the ALICE pilot is held in the Netherlands, the following is an overview of the competitors in the Netherlands:

Philips Net TV
- Part of Call3 of the AAL programme
- Video conferencing and other Services
- New TV is needed

Isolectra/Realive, www.realive.nl
- Several technical solutions for their services, see services
- Services
    - S2S via TV, PC, Videophone for family and care providers
    - Personal Alarm System with camera and social alarming

- o Online Personal Health Record
- Focusing on B2C- & B2B-market (care)

Pal4, www.pal4.nl
- Via touch screen, PC and TV
- Services
  - o S2S with family and careproviders
  - o Games
  - o Online information
  - o TeleCare with modules Pal4-Alarm, Pal4-Access, Pal4-Alzheimer
  - o TeleMedicine with module Pal4-Telemedicine

Fifthplay, www.fifthplay.com
- Via Touch screen, PC. Gateway is used for wireless communication with sensors
- Services
  - o Home monitor, monitor home and loved-ones
  - o Home control, remote door-access, thermostat control etc.
  - o Home safety, several sensors: smoke, burglary
  - o Health and Wellness: telecare (sensors) and telehealth (telemedicine), Personal Health Care site
  - o PAS with videocall and monitoring via camera's, possible to include caresensors

Tunstall, www.tunstall.nl
- Via gateway which can communicate via IP and analogue telephone line
- Services
  - o Telecare, PAS including other sensor e.g. smoke, gas, fall etc.
  - o Telehealth, via Mobile connection (GPRS)

VieDome, www.viedome.tv
- Via TV (STB), PC or Touch screen
- Services
  - o S2S
  - o PAS, and other sensors e.g. smoke, burglary
  - o Access safety and control
  - o Games
  - o Infotainment
  - o Social Community
  - o Telemedicine

Boomerweb, www.boomerweb.nl
- Technology: interface is a Touchscreen Computer, WiFi, Bluetooth, USB
- Services
  - o S2S
  - o Agenda (also for family and healthcare providers and their personnel)
  - o Games
  - o Internet
  - o Infotainment
  - o Personal Assistant via voice and images

Ascom, www.ascom.nl
- Touchscreen/display fixed to wall
- Services
    - Home automation, for example Intercom and dooraccess for comfort and safety
    - PAS with extra telecare sensors e.g. fall detection, smoke detection
    - Telemedicine, diabetes, bloodpressure
    - Comfort services, delivery services etc.

Zibber, www.voipnvideo.com
- Videophone (VOIP) or PC
- Services
    - S2S
    - Family community
    - PAS with videocall and other telecare sensors
- Missing services
    - Telemedicine
    - S2S not via TV

Vicasa (simac), www.vicasa.nl
- Touchscreen, videophone
- Services
    - S2S (SIP)
    - Teleconsult
    - Home automation, burglary-alarm, video-intercom, fire-alarm
    - PAS, other telecare sensors, fall-detection
    - Remote access for care providers
    - Telemedicine via USB

4.1.3 Marketing and sales

One of the conclusions of the pre-pilot is that elderly people are sceptical towards new and innovative technology. The marketing and sales of the ALICE project therefore needs to be geared specifically towards the target population. It is expected that a large part of the marketing will be aimed at the people and organizations around the elderly people (relatives, friends, hospitals and care organizations).

4.1.4 Business Model of ALICE

During the pilot there are no costs for clients who participate in the ALICE project. This will change once the project terminates on the 29th of February 2012. It is expected that the following pricing schedule will be introduced from then on.

1) When a consumer wants to start using the product there is an initial fee of EUR 59.95. This fee is a commitment from the consumer and covers the costs of the installation of the box.

2) Depending on the exact service level the consumer wants there is a monthly fee for the use of the Set-Top Box. This monthly fee covers all the costs for the box

(including the costs of the box itself). There are 3 levels of services offered to consumers:

    a. **'Light':** Consumers get video conferencing and some additional services (games, information). This can be integrated in a home for the elderly. Costs: EUR 7,95 per month

    b. **'Medium':** Same service as 'light' but with a connection to an alarm station. Costs: EUR 15,95 per month

    c. **'Full':** The complete version, all available services are offered (banking, shopping etc). Costs: EUR 24,95 per month

3) There is no fee for family and friends who use the soft clients.

4) Once the product reaches a certain 'critical mass' of users it becomes interesting for companies to use ALICE. Examples are supermarkets, newspapers, banks and care organisations.

4.1.5 Timelines after ALICE

ALICE will finish on the 29th of February 2012. This will leave us with an installed base of some 100 users. From this date the ALICE product will no longer be free of charge, but a commercial fee (as specified in the previous section) will be charged. Note: the initial fee of EUR 59.95 will not be charged to this group as the product is already installed.

From March 2012 onwards the main goal is to rapidly increase the number of users in the north of the Netherlands. In order to test for regional differences there will be pilots in various European countries in 2012 and 2013. This will allow the ALICE partners to develop more services on the platform and gain more insight in cultural differences with regards to technology and care.

The detailed planning of the rollout of the ALICE services will be covered in the report D7.5 "Business case for ALICE services in Europe". This report will include a detailed plan on rollout after the pilot terminates. The plan is to be active in at least 3 European countries before the end of 2013 and to have at least 10.000 users in Europe at this date. In order to achieve this, ThuisConnect will contact business partners in at least two other European countries (other than the Netherlands) to have further testing of the ALICE product. ThuisConnect has partners in Poland and France who have expressed an interest in working together in this field. Information to be gathered during the pilot

4.2 Information to be gathered during the pilot

The outline of the business case is described in paragraph 4.1. In order to make sure this is achieved, a better understanding of the market characteristics needs to be developed. This paragraph lists the information which is deemed essential for the development of the business case and is missing or incomplete at the start of the pilot.

4.2.1 How to reach consumers

It has become clear in the pre-pilot and in various research papers on the subject that elderly people in general are not very open-minded to use technology. Any change in the situation of elderly people is viewed by them as a threat, which makes it difficult to convince them of the benefits of technology. The main possibility to overcome this is by gearing the marketing and sales activities towards the environment of the elderly. An extra complicating factor in this is that elderly people generally do not have many social interactions during the day. The main channels to reach the elderly are therefore:

- Friends and family
- Medical staff
- Care organisations
- Other points of contact:
    - Dentist
    - Hairdresser
    - Pharmacist
    - Supermarket

4.2.2 Segmentation in the population

The target population for ALICE are all people who are 65 years and older. It is clear that this is not a homogeneous group and that there are many different subgroups. First of all, these subgroups need to be defined. The second step is to map the demand and price characteristics of the main groups of elderly people, which will allow for a specific approach to each group. The elderly people can be distinguished according to the following criteria:

- Age
- Income
- Marital status
- Health
- Lifestyle
- Openness to technology
- Current usage of social media

4.2.3 Other services on the ALICE platform

The main service offered over the ALICE Set-Top Box is video conferencing. On top of that 4-5 other services will be developed during the pilot:

- Photo sharing
- Greeting cards
- Calendar & News service
- Game
- Facebook based service

There are many possibilities for further developments over the platform. The platform supports internet-based services, which means that it is possible to offer almost all services which are found on the internet. The main thing to discover is what services the elderly consumers are interested in specifically.

4.2.4 Willingness to pay

The final market characteristic to be mapped is the price sensitivity and willingness of the different groups of consumers to pay for the ALICE product and services. It is expected that especially income, marital status and openness to technology have a large influence on the willingness to pay for the ALICE product.

4.3 How to gather information on the clients

The following tools will be used during the pilot to gather information about the clients and their reaction on the ALICE system:

- **Recruitment:** The visits by 'Mens en Zorg' staff will be used to start an individual file per client and their expectations. The format of this file can be found in chapter 6 of this document.
- **Questionnaire:** This is a second source of valuable information about the clients and their preferences.
- **Regular calls by 'Mens en Zorg':** In these biweekly calls with all clients questions are asked about the system. This information is stored in the individual file created for each client. To allow thinking about further questions and also for feedback to improve technical solutions the information will be translated to English. This information will be also made available in a biweekly interval. Questions and topics to be discussed with the clients have to be prepared in advance to the calls. More information can be found in chapter 5.2.
- **Interviews:** At the end of the pilot all clients will be interviewed. The information will be added to the individual file.
- **Monitoring and stimulation** for the usage of the system
- **Logging of video conferences and for use of social services** will be done to get usage statistics. This information allows steering the pilot a little (e.g. to know what to ask in interviews or how to stimulate usage of the system).

Reporting bugs: Any not properly working systems or errors found in one of the services will be reported by IKV and THU as soon as possible and in the most available level of detail. Two systems are made available at JRS and ZYD for that purpose. The pilot evaluation will include hard and soft facts (i.e. statistics on usage and qualitative statements). An interesting point for the evaluation may be the change in perception of the services over time. For achieving this information appropriate questions and interviews have to be done with participants.

Three kinds of outcomes are expected: Outcomes for the formal project reports to the AAL programme, for publications and more important information that helps defining and setting up a business case and improving the solution.

Useful information (also from the questionnaire) can be extracted to define topic groups within participants and to get topics to talk about in the regular calls.

5 Information assessment during the pilot

This chapter explains how the necessary information for the development of the business case will be gathered. It also provides the specific dates of the deliverables as discussed in the previous chapter. The overall timing can be seen in the following figure.
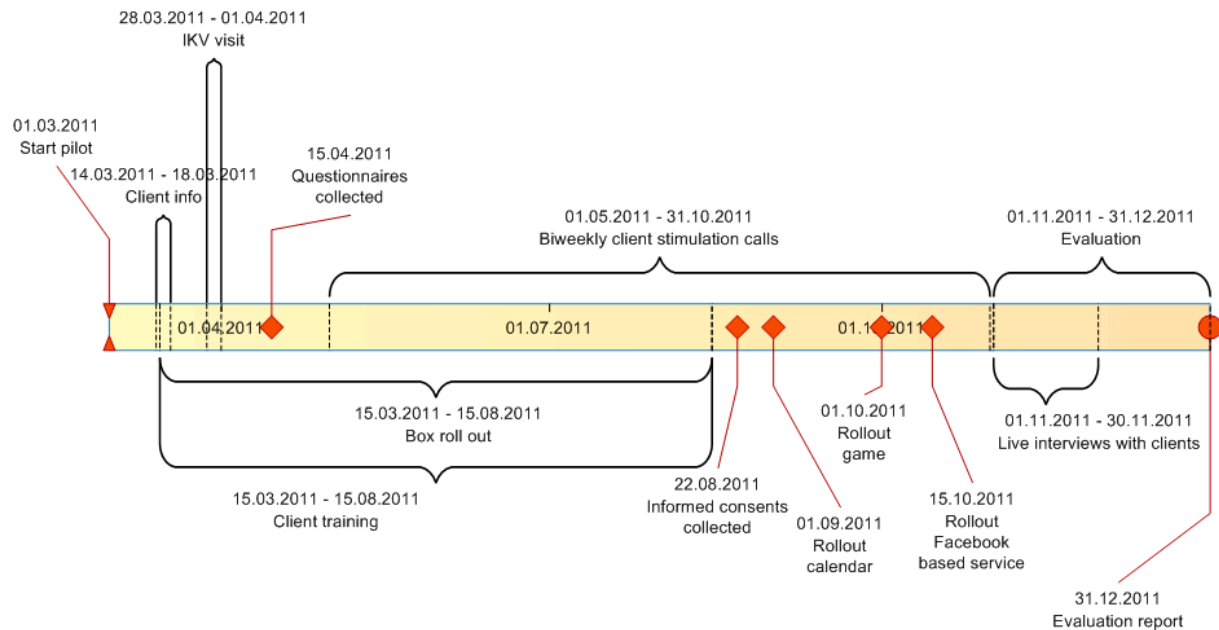
5.1 Questionnaires

The questionnaires will be given to the clients when staff from 'Mens en Zorg' visits the clients in their home. This will ensure that the questionnaires are available at the early stages of the pilot so the results are available for possible adjustments in the rollout or scope of the social services tested during the pilot.

The questionnaires will be analyzed in April and May 2011 to assist further implementation work of services for a future solution. Evaluation and analysis of interviews and logging results will be done from November to December 2011 and will be documented in ALICE deliverable D6.2 Pilot Evaluation Summary.

5.2 Interviews

The interviews consist of 2 parts:

1. Biweekly calls will be conducted from the operator station at 'Mens en Zorg' with all clients.
   These biweekly calls will be made continually during the entire pilot and consist of a call through the ALICE system to the clients. The questions of the calls are prepared

in advance and the answers are stored in the file which is kept for each individual client. The English translations will be made available directly after recording or latest after two weeks when all files were updated. This ensures quick feedback for updates and continuous monitoring of satisfaction with the Set-Top Box solution or the social services provided.

2. A live interview over the system with each individual client at the end of the pilot will be conducted.
   This interview with the clients is held at the end of the pilot and consists of a visit by the 'Mens en Zorg' staff to each client. These interviews will be done in November 2011.

5.3 Assessments of other services

The measurement of the two types of services offered by ALICE (video calls and social interaction services) is a continuous process. Most of the work will be done by 'Mens en Zorg' with the help of the other partners. It is important to have a thorough understanding of the services being measured and the criteria which define success or failure. These are the following:

- Quality of video conferencing
- Usage of video conferencing: how often and how long
- Usage of social services: how often
- Other services requested by clients

5.3.1 Quality of video conferencing

During the pre-pilot and in the initial stage of the pilot there was intensive contact between the staff of 'Mens en Zorg' and the clients. The clients were asked about the quality of the sound and the video of the calls. It is essential that both are of a perfect quality. The sound should be similar to or better than that of a normal telephone. This means that the sound will have to be of a high level (compared to other clients) as elderly people often have hearing difficulties. The quality of the video will generally need to have a high resolution since the elderly often suffer from bad eyesight.

The only way to assess the quality of the services is by continuously asking the elderly about their experiences. This will be done in the bi-weekly calls. Success is defined as the willingness to use the system after the initial 2 months. This means that if clients choose to use the system after the first 2 months have passed, it is assumed they are satisfied with the quality of video and sound.

5.3.2 Usage of video conferencing: how often and how long

The ALICE system keeps track of all calls being made by users of the system: the date and the length of the call. In this respect success is also defined as the willingness to use the system after the initial two months. Therefore an assessment will have to be made on the number of calls and the average length of the calls (after the first 2 months have passed).

The success criterion is set to at least one call per week, i.e. the client uses the system at least once a week to have a video conference. The calls from Mens en Zorg do not count in this criterion.

5.3.3 Usage of social services

The five social services which will be introduced during the pilot will have to be tested and used as often as possible in order to get meaningful feedback from the users. In general, the introduction of a new service during the pilot will have to be measured by the staff from 'Mens en Zorg' in the first month after its introduction. This will give the developers time to make changes in the design and functionalities of the services.

Not all users will be willing or interested in testing a certain service. It is important to keep track of why this is the case by asking them in the call. The number of users interested and their use should be tracked, as well as their continued use of the services. All this information is gathered in the bi-weekly call and stored in the document (as defined in chapter 6).

The success criterion for the social services is in the willingness to use the service after the initial month. A service is considered to be accepted by the target audience if it is used at least 2 times per (calendar) month. At the end of the pilot the users who used the service at least twice per month are considered as clients who will continue using the service after the pilot terminates.

5.3.4 Other services requested by clients

A likely outcome of the pilot is that users make requests for other services besides the five which are tested in the pilot. So far the main feedback is that clients would also like to have an alarm function on the system. 'Mens en Zorg' will ask the clients on a few occasions during the bi-weekly calls about their desires for other services. This will also be an important part of the final interview. The maximum number of services offered over the ALICE platform is foreseen with 10, as it is assumed that more services will not add value to the clients but will in many cases actually have the opposite effect, i.e. lead to confusion and thereby decrease the value of the ALICE system.

5.4 Timelines of Social Services

This paragraph has an overview of the timelines of the introduction of the social services, more specifically when they will be developed, introduced to the clients and when they will be evaluated. Once a service has been developed and tested, it will be actively introduced to the clients in the following ways:

The promotion consists of:

1) Explanation to users in biweekly calls

2) Email to soft clients about the new service

5.4.1 Photo Sharing

The photo sharing service has been developed in February to April 2011 (the basic mechanisms/frameworks on the middleware for providing services on the box were developed from October 2010 to January 2011). The first testing has been done in June 2011. In July 2011 the service was introduced to the participants in the pilot. The first outcome is that some more work is done to get rid of some bugs in the software. Once these are removed the service will be promoted actively, this will most likely take place in the middle of August 2011. The photo sharing service will have an introduction time of 1.5 months, which means the results of the usage will be tested in October, November and December 2011.

5.4.2 Greeting cards

This service has been developed in May and June 2011 and was introduced to the clients in July 2011. The first outcome is that there are still some minor bugs in the software. These will be removed by the beginning of August 2011, allowing the active promotion of the service afterwards. The greeting card service will have an introduction time of 1 month, which means the results of the usage will be tested in September, October, November and December 2011.

5.4.3 Calendar & News service

This service will be developed in July and August 2011 and will be ready by the end of August 2011. Introduction and promotion will take place in September 2011. The service will have an introduction time of 1 month, which means the results of the usage will be tested in October, November and December 2011. If needed, the testing can continue in the month of January 2012. If needed, the testing can continue in the month of January 2012.

5.4.4 Game

The first discussions about the game have started in July 2011. The development of the game will be in August and September 2011, and the introduction is expected to take place in October 2011. The game will have an introduction time of 1 month, which means the results of the usage will be tested in November and December 2011. If needed, the testing can continue in the month of January 2012. If needed, the testing can continue in the month of January 2012.

5.4.5 Facebook based service

The Facebook based service will be developed in August and September 2011, and the introduction is expected to take place in October 2011. The Facebook based service will have an introduction time of 1 month, which means the results of the usage will be tested in November and December 2011. If needed, the testing can continue in the month of January 2012. If needed, the testing can continue in the month of January 2012.

5.5 Success criteria

The main criterion for the success of ALICE is the willingness of consumers to continue with the ALICE product after the pilot has stopped and when they are charged for the use of the system. Further success criteria are:

- Percentage of clients dropping out of the pilot is less than 25%
- Software and hardware is tested by the end users (100 people) on all phases of the project (development, validation, pilot project)
- Acceptance of the service (price, functionality) is more than 75% within the whole end-user group, i.e. at least 75% of the final participants of the pilot (defined as clients who use the system on the 29th of February 2012) express their willingness to continue with the product when it has a commercial price.
- The business model is checked and valid. The business model includes a detailed plan on rollout after the pilot terminates and includes plans for a rollout in at least 3 European countries before the end of 2013 and the estimated number of users within two years from the end of the project is more than 10 000.

5.6 Service continuity

This paragraph defines the plan for continuation with the participants in the pilot after December 2011. Until that date all participation in ALICE is free of charge for the clients. All participants of the pilot will be asked in the first week of December 2011 if they are willing to continue using the ALICE system after the pilot has finished. From the 1st of March 2012 the clients will be charged a monthly fee for their continued interest, but not the installation fee of EUR 59.95. The fee charged to the clients who want to continue is the lowest available fee of EUR 7.95 per months. This will apply to the entire year 2012. By the end of 2012 there should be more information available on the different service models available to consumers.

6 Format of file per client

The clients who participate will receive a biweekly call through the ALICE system by the Mens en Zorg staff. The staff will keep track of all conversations with the clients by storing important information in an Excel file. Each participant of the pilot has an individual file in which every conversation with the Mens en Zorg staff is stored. An example of this Excel file is given:

Format Biweekly conversations with Clients	Name Client	Address
	(name)	Street, Number, City
Date conversation		
Time conversation		
How are you?		
Can you hear / see me?		
Is the sound too soft or loud?		
Are you still happy with the system?		
How often do you use the system?		
What do you think of the social services (specify)		
Any other comments?		