

FamConnector

In this section, please present the results of your project, including the following information:

- *what is your product/service (result of the AAL JP project work)*
- *what needs/problems does your product/service respond to*

According to the results of the requirements analysis, face-to-face communication and activities between grandparents and grandchildren have many characteristics and advantages, e.g., the children's development can be observed, individual preferences can be discussed and the respective activities conducted directly, parents can be involved easily. These characteristics have to be taken into consideration when developing intergenerational online activities. For the platform this has meant to provide a variety of activities regarding age, attention span, ICT skills, kinds of activities, allowing different levels of parents' involvement and taking into account different preferences and likes. One of the most important implications is the connection between offline and online world, e.g., by using physical artefacts like print-outs of online created paintings. Furthermore, the grandparents should not get the impression that online activities will replace their physical meetings with their grandchildren, but are enriching their contact while not having a possibility to meet physically.

- *what are the target groups of users and payers*

The target group consists of grandparents, who do not have the possibility to physically meet their grandchildren often, e.g., due to a geographical distance. In several studies (e.g., workshops, surveys, field study), the end users have indicated interest and curiosity in the FamConnector platform. Furthermore, in the field study the participants stated that they would be willing to pay for a service like this, but only if there were improvements of the stability of the platform, as well as if there were further (more diverse) content and activities added.

- *what is the technological innovation of your product/service (in terms of novelty of concept, approach to the development etc.)*
- *what is the social innovation of your product/service (benefits to society and economic impact)*

The FamConnector platform intends to foster the relationship of grandparents and grandchildren, who nowadays do not always live close enough to meet very often. Furthermore, a volunteering model could provide the opportunity for older adults and children, who are not related to them, to connect socially on the platform.

- *which type of end-users have been involved in the project (how many and in which way)*

End users (i.e. older adults) have been involved from the beginning of the project until its end. Initially, grandparents were invited to take part in the requirements analysis. Thereby, workshops were conducted (15 participants from Austria and Switzerland), end user

interviews (11 participants from Austria and Finland), as well as a survey (301 respondents in Austria, Finland, Switzerland, UK, and USA). Furthermore, 10 experts in Austria and Switzerland were invited to assess the grandchildren's perspective (e.g., needs, developmental stages, or importance of relationship to grandparents). After the first prototype of the platform was ready to be tested with end users, 20 grandparents in Austria and Finland evaluated the first two activities (i.e. playing and reading together) on the platform in a laboratory setting, then further 16 participants took part in workshops (Austria, Finland, and Switzerland) for evaluating the design concept and sketches for activities three and four (i.e. painting and learning together), and 23 grandparents were recruited for the 4-week field study, whereof seven grandparents (in Austria, Finland, and Switzerland) remained in the field study together with their grandchildren until the end of the study. For assessing the volunteering model, 3 older adults with three unrelated children took part in the study.

- *what is the expected time to market and what are the main possible barriers*

Assuming that technical development is completed successfully the actual time for go-to-market depends on the chosen business model. As outcomes from WP4 show there are several realistic options, namely the *white label scenario* in cooperation with distribution partners already having a well-established customer base (thereby accelerating time-to-market) on the one hand and the *own brand scenario* aiming at building up an own brand towards the customers on the other hand. For the white label scenario, the accumulated break-even-point can be reached after 7 months and an additional go-to-market investment of about EUR 310.000 is needed. Not surprising, corresponding figures are higher for the own brand scenario where we expect to reach the accumulated break-evenpoint after 23 months resulting in necessary go-to-market investments of about EUR 1.3 million. The main barrier in both scenarios is cooperation of publishing companies who need to provide content for the different activities offered on the FamConnector platform. Whereas small to medium sized publishers stated their interest in such cooperation, larger companies were rather reluctant and stated that they would rather buy the technical solution to set up a solution like FamConnector by themselves (which might be an exit strategy for FamConnector).