

FIND OUT THE LATEST NEWS ABOUT THE ACTIVEADVICE PROJECT



NEWSLETTER
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Decision Support Solutions for Independent Living Using an Intelligent AAL Product and Service Cloud

ADDRESSING DIFFERENT STAKEHOLDERS AND TARGET GROUPS

Who are the main target groups of AAL products, solutions and technologies, and how can they be addressed? In order to answer these questions, the ActiveAdvice consortium analysed current research in the field of AAL to identify target groups and the best ways to address them. Even though in the literature older adults have been clearly identified as the main stakeholders of AAL technologies, there is a whole ecosystem of stakeholders that needs to be taken into consideration. Therefore, ActiveAdvice not only takes account of consumers, i.e. older adults and their relatives (AAL2C), but also of businesses in the fields of care and technology (AAL2B) as well as governments and public bodies (AAL2G). This broader view of the main target groups leads to new conceptual and technological developments, and opens up the design process to various stakeholders, making it a collaborative effort.

ANALYSING EXISTING AAL, CARE AND SOCIAL PLATFORMS

In order to be able to develop the ActiveAdvice decision and support platform, the ActiveAdvice consortium carried out research for existing AAL, Care and Social Platforms. One of the main results shows that the AAL community currently fails to provide a majority of people with information. This is one of the problems ActiveAdvice aims to address: The platform will furnish different stakeholders with much needed information, giving a comprehensive overview of AAL technologies, services and products. Furthermore, although it is recognized that older adults have a minor inclination to embrace new technologies than younger people, it is not true that age alone predicts technology acceptance and use. In fact, the "technophobic" image frequently used to depict older adults has been shown to be skewed. Research has been demonstrating that if older adults recognize the technological solutions as beneficial, they will be motivated to use it. Addressing precisely this lack of knowledge, ActiveAdvice will provide knowledge about technical solutions and their benefits.

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Project Objectives



RESEARCH



AGGREGATE



IMPLEMENT



CONNECT

CONSIDERING THE USER'S NEEDS

Finding out the future user's needs is one of the most elementary aspects in creating and designing the ActiveAdvice platform. Therefore, semi-structured interviews with the three identified stakeholder groups were carried out in the six different consortium members' countries. The results of these interviews show that the implementation of a European advisory platform will have positive effects on all three stakeholder groups. The possibility to be informed easily and in-time is greatly welcomed. Moreover, even though care is experienced as a clearly regional if not local reality, considering AAL technologies, products and solutions from a European-wide perspective has distinct advantages such as allowing businesses to learn about developments in other countries and thus profit from synergies.

DEVELOPING THE ACTIVEADVICE ENVIRONMENT

Narrative literature review showed that usability problems are reported to be a major issue for older adults and other end-users in terms of accepting AAL technologies and interacting with them in a successful way. For the ongoing ActiveAdvice platform development, acceptance, usability and usefulness thus are main aspects to be kept in mind. The ActiveAdvice platform will also have to deal with challenges such as reliability, data accuracy, cost, security, and privacy issues. Furthermore, different values for each stakeholder group have to be taken into account. With these challenges in mind, the development of the ActiveAdvice digital solution continues.



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