



## Projet progress report April 2017 – September 2017

31 October 2017

HUG, Vilans, Reflexion, Siveco, PPI

University of Bucharest, PSNC, Kemp, SMH

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## WP1 Coordination

The objective of this work package is to ensure that the project meets its objectives within budget and scheduled timescales. Tasks will include monitoring project progress, tracking deliverables and reporting back to the consortium. The project coordinator will also report to the EC and will be responsible for management and progress reports, costs statements, and the final project report to the EC. The project coordinator will collaborate with the other partners to effectively monitor and coordinate the project in administrative, technical and financial terms; to manage the knowledge generated by the project and to monitor quality and timing of project results by resolving any internal conflicts that might appear. Vilans is the Dutch national coordinator for PaletteV2 and worked on the contracts and payments of ZonMw.

### Summary

**[UOB]** UB delivered all three (M6, M12, M18) scheduled project progress reports on time (including this one) and participated in the financial reports by sending the requested data.

**[VILANS]** Main activities of Vilans in this workpackage are performed in the role of Dutch coordinator (penvoerder) for the yearly progress reports to the Dutch NFA ZonMw and financial reporting. Furthermore, Vilans distributes the funding among the Dutch partners and performs the internal project reporting and financial management.

**[SIVECO]** In this WP we performed the following activities:

- Progress report M6-M12
- Internal meeting with the project team
- Verify whether the expenditure fits in the project budget
- Recording project costs
- Preparing monthly information in order to report quarterly
- Assigning the project team for the next period
- Updating DoW for extension with 6 months

**[PSNC]** PSNC has joined the project in May 2017 to replace the original Polish partner of the project who decided to not accept the co-financing conditions assumed by the Polish NCP. In the current reporting period activities of PSNC in this WP were therefore related with finalizing accession to the project and the consortium. To this end PSNC signed the accession document to the consortium on the one hand, and signed the grant agreement with the Polish NCP on the other. PSNC has also been responsible for the organization of the consortium meeting in September 2017.

**[HUG] Inclusion of PSNC** HUG has coordinated the inclusion of PSNC into the consortium, it has requested to to redefine the role of the new Polish partner. HUG has supervised the evolution of the DoW to reflect these change. More particularly given the evolution of the project, effort from the old polish partner have been shifted from user requirement task to development activities. Indeed, at the stage of the project the end user requirement tasks were already advanced enough no to require additional effort. On the other hand the development stage were about to begin and thus benefits from additional manpower. PSNC took also back a more central place in the development of the business strategy.

**[HUG] Update of the DoW** HUG have supervised several changes in the DoW. Additionnaly to the change due the inclusion of the new Polish partner, the effort dedicated to the WP5 that was initially more concentrated at the late stages of the project have been redistributed in earlier stages. This reflected more faithfully the integration of cocreation approach in the definition of the specification of the platform. Moreover the effort at later stage of the project have also been clarified to indicate when and how the evaluation stage will took part to integrate more faithfully an agile approche into the development process. Finally, an extension of the project end have been integrated to the DoW. This extension has not yet been validated by the AAL CMU.



### **[HUG] Organisation of Maribor face to face meeting (Mai 2017)**

HUG also participated to the organization of the face to face meeting at Maribor. As coordinator HUG prepared the programme of the meeting animate the meeting and summarize the plan of action at the end of the meeting

### **[HUG] Organisation of Poznan face to face meeting (September 2017)**

In september HUG participated to the organization of the face to face meeting at Poznan. As coordinator HUG prepared the programme of the meeting animate the meeting and summarize the plan of action at the end of the meeting

**[REFLEXION]** Reflexion has participated in all bi-weekly online WebEx meetings, as planned by the project coordinator (HUG) with the purpose of reporting on accomplished work and of planning the partnerships' next activities and solutions for possible administrative or planning issues. During these meetings we discussed and confirmed the Document of Work change that was necessary after the change of partners.

Reflexion also attended a face-to-face partnership meeting in Maribor on 17-18 May 2017 with the purpose of reviewing and discussing the intermediate results of the co-creation sessions and of establishing requirements for system functionalities from the user perspective and technical possibilities. At the meeting we were able to agree on the technology behind our product/platform and we agreed on the basic design. The other part of the meeting was devoted to the discussion of the sales and marketing model, a session where Reflexion was leading the discussion.

On 18-19 September 2017 we attended the fifth project partnership meeting in Poznan, Poland. The objective of this meeting was to approve the design (resulting form the co-creation sessions) and agree on the desired functions of the Palette platform.

**[PPI]** Attending regular bi-weekly project WebEx meetings with the purpose of administrative reporting of activities and solution of possible administrative issues. During these meeting we started and then also confirmed the Document of Work change that arose from the change of partners.

We organised a regular face-to-face meeting in Maribor on May 17-18. 2017 with the purpose to review and discuss the co-creation sessions' results and fix the basic requirements from the user and technological point of view. Partnership was able to fix the technology behind our product/platform solution and approved the basic design. Second part of meeting was devoted to the discussion of the sales and marketing model. Our activities in the framework of this meeting were also concerning the organisation and meeting infrastructure.

In September 2017 (18.-19.) we attended the fifth project team meeting in Poznan, Poland. Purpose of this meeting from our point of view was to approve the design (proposed in the co-creation sessions) and set start and manner of coding activities for the Palette platform.

We also organised and attended more (6) technology skype meetings to discuss platform technology approach, details of the Architecture document (mentioned in the chapter 4), division of technical activities and co-creation sessions details and results. During this period the Document of Work was renewed and adjusted to activities and contribution of new partners (Poznan Supercomputig and Network Center).

**[Kemp]** Attending regular bi-weekly project WebEx meetings with the purpose of administrative reporting of activities and solution of possible administrative issues.

**[SMH]** Attending regular bi-weekly project WebEx meetings, with the purpose of administrative reporting of activities and solution of possible administrative issues.

**[SMH]** Attending regular bi-weekly technical WebEx meetings.



# WP2 Dissemination, exploitation strategies and business case

## Summary

**[VILANS]** The main focus of Vilans has been on informing the (inter)national public about Palette via its web-site and contacts with insurers (Dela and Monuta). Furthermore, contact with end users was established at the Vilans web-site (<http://www.vilans.nl/docs/vilans/publicaties/helpen-ontwerp-nieuwe-dienst.pdf>) to inform and recruit end-users for the Palette co-design sessions. Johan Vesseur of Vilans – as the business director – provided relevant advice and input to the WP2 leader. It was advised to ask every country for a representative for marketing/commercialization: a ‘marketing manager’ for each country. To start with the recruitment of potential launching customers every ‘marketing manager’ has to recruit his/her own launching customer. To activate social media, conduct cold/warm calling/acquisition to get launching customers, and to share the learnings and results of the social media campaign and acquisition activities. Furthermore, advice was given on starting discussions with the potential revenue models. A marketing document was made and shared with the WP2 manager and coordinator. Finally, a stakeholder day has been organized by - among others - Dirk Lukkien of Vilans for November the 14<sup>th</sup> 2017 in Utrecht to present Palette and other AAL projects of Vilans and Movisie to stakeholders and potential clients.

**[SIVECO]** WP2 is very important in order to ensure good visibility of the project on the market. Through dissemination, exploitation activities can be identified.

Development and dissemination of the press release July 2017

Planning-Dissemination-actions-PaletteV2\_SIVECO\_4

Reporting-Dissemination-actions-PaletteV2\_SIVECO\_2



The screenshot shows a news article on the Ziare.com website. The article title is "SIVECO Romania participa la proiectul european de cercetare PALETTEV2, care isi propune imbunatatirea calitatii vietii persoanelor varstnice cu ajutorul noilor". The article features the SIVECO Romania logo and the PaletteV2 logo. The PaletteV2 logo consists of a grid of colored squares (blue, green, red, yellow) with icons representing social media, a book, a location pin, and a handshake. The SIVECO logo is a stylized globe with the text "SIVECO ROMANIA Soft care contează".

**[PSNC]** In WP2 activities of PSNC related to two tasks:

- T2.2. Business and exploitation plan
- T2.4 Dissemination of the project results



## Task 2.1 Dissemination strategy and Market analysis

The overall objective is to identify and reach stakeholders, including end users and the public, in order to raise their awareness regarding the project's activities and results. During T2.1 the partners aim to elaborate the consortium's strategy for dissemination activities and engaging stakeholders and also define present and future business areas based on market requirements and customer wishes. Considering customer-oriented user scenarios, a successful exploitation strategy should be compiled.

**[REFLEXION]** After Reflexion had produced a general dissemination strategy for the project early in 2017, several partners started to deploy dissemination actions: partners planned, executed and reported these activities, using standard formats provided by Reflexion. In some cases partners contacted NGOs and public organisations in their countries, in other cases they were focusing on the individuals that were participating in the focus-groups, or the co-creation groups. Dissemination actions are part of the attempts of the partnership to find out who could be the future paying customers for the PaletteV2 products, given the functionalities that intended to be the core of the service platform. Dissemination supporting documents were developed by Reflexion and shared on Freedcamp, including a standard leaflet and a PowerPoint summarizing the essentials of the project.

**[UOB]** We adapted the strategy to the Romanian context and suggested different areas in which the dissemination should be useful in Romania. The first step was to contact insurance companies and diverse online and print magazines, to promote the project. The online magazines took our proposal and helped UOB promote the project by publishing a couple of articles. Unfortunately, the Romanian context didn't make it possible for the insurance companies to help us with Palette. In conclusion, UOB had to change the strategy and find a different approach and a more secure one.

The Romanian Government adopted a National Strategy to promote active ageing and protection of the elderly for the period 2015-2020, and the Strategic Action Plan for 2014-2020<sup>1</sup>. Through the Ministry of Labor and Social Justice which was already involved in the promotion of active aging in Romania, UOB decided to contact the Government for promoting and in the end, selling the Palette platform. The first step into this process was to contact the Ministry of and Social Justice and to present our project. The second step will be a meeting face to face with their Representatives to discuss a future collaboration.

**[PPI]** Dissemination strategy for Slovenia stated to emerge. Slovenia does not have a focus group or user group partner, but we still see contribution opportunity in organisations, inviting people of the certain interest, organised in NGOs and public organisations. Therefore, we designed the first draft of the dissemination action plans that will provide enough feedback to form a strategy for our country. Apart from this there were no additional activities in this period.

## Task 2.2 Project exploitation plan

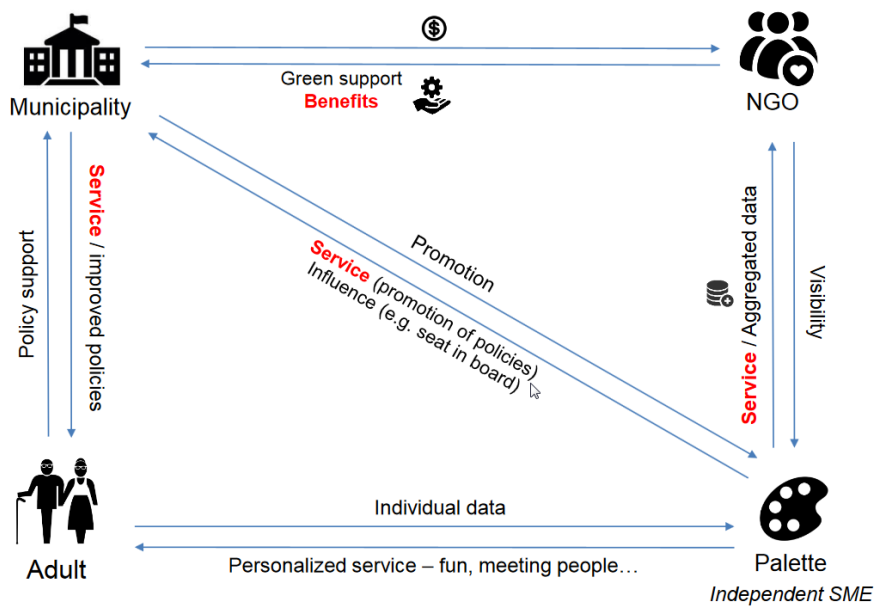
**[PPI]** Project exploitation was mostly discussed in the two face-to-face project meetings.

**[PSNC]** As far as T2.2 is concerned, the primary activity of PSNC was organization and leading of the business modeling workshop during the consortium meeting in September 2017. The workshop was led by Adam Olszewski, technology transfer officer at PSNC. The workshop, using methodologies requiring interactive

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<sup>1</sup> Official website of the Romanian Government - <http://gov.ro/en/government/cabinet-meeting/the-government-adopted-the-national-strategy-to-promote-active-ageing>

contribution from all meeting participants, resulted in several major ideas for the business models, such as one presented in figures below.



**[REFLEXION]** The Business Plan under construction has been a subject of discussion during all meetings so far. In Amsterdam a dedicated business Development training session was hosted by representatives the AAL-Programme itself and several members of the PaletteV2 team were present there. Later, at the partnership meeting in Bucharest a next session on the same subject under leadership of Jukka Hemmilä of the AAL programme took place. Finally, at the last face to face of the partnership a business development session was led by the business development specialist, Mr. Adam Olszewski of the new Polish partner PSNC. All these “instruction sessions” were useful, but the partnership could not yet move towards a final shaping of the business model. However, first parts of standard business plan have been written now by Reflexion and this work will go on in the next months, supported by the steps in the field of market analysis and research on business opportunities as agreed recently in the online meeting of the Dissemination and Business Development team (see below under section T2.4. in the last paragraph).

## Task 2.3 Community of Practice

This is a critical task since the viability and future success of the PALETTEV2 proposition will depend on growing the user target base. The consortium will aim to involve tertiary users in particular in this user community.

**[REFLEXION]** Starting in M18 this task has not resulted yet in results, although dissemination actions as reported for the Netherlands in the previous section, in combination with rousing interest among potential individual users in the focus group and co-creation sessions, will certainly be helpful to get started.

**[UOB]** UB's contribution consists in creating a group of end users and maintaining the link to disseminate results within this community as well. So we shared the information about this project by translating and putting on posters, by organizing mockup testing sessions.

In the last couple of months, UOB made a dissemination plan which has as a main purpose to disseminate the idea and the goal of the project to different groups of people. For this plan UOB is trying to gather in the same room important and powerful business names from Bucharest and presenting to them the project in details.

**[Kemp]** KempenLIFE als participated in the business modeling workshop during the consortium meeting in September 2017. This input was used to prepare a pitch in an investor’s meeting at the AAL Fom in Coimbra (to be reported over M19).





## Task 2.4 Dissemination of the project results

The successful dissemination of Project results will be supported by different materials such as project website, online and offline publications, newsletters, brochures etc. The website for the project will be defined in order to disseminate the knowledge obtained throughout the project and to create market awareness. Different dissemination activities and events involving relevant actors will be organized in the countries within the project, in order to present and promote the project activities. Beside the thematic dissemination activities, two dissemination conferences will be organized. The first conference will be organized in Switzerland and will have the role of officially launching the project and the second conference, organized in Romania, will be the final project event where all the project result will be disseminated to the interested stakeholders.

### [REFLEXION]

1. An updated version of the project's web sites is online: [www.palettev2.eu](http://www.palettev2.eu). Reflexion contributed to the content of the website by writing and re-writing several pages in English. Also Reflexion wrote several versions of the user-stories that appear on the website and together with Lea Kranj of PPI, Joost Thissen read the audio versions of the user stories that were published first on a Youtube channel for internal use. Newer versions are being written and they will be read in English first by Lea Kranj. We now have 4 versions of the user stories. All are published in the AAL PaletteV2 Youtube channel: <https://www.youtube.com/channel/UC-caLx6kd5cVEHQ8rpk9yrA> and will become part of the demo material on the PaletteV2 website.
2. More or less as a "trial and error process" Reflexion started in the summer of 2017 to send out mailings to organisations that might have an interest in the solutions for seniors that PaletteV2 will offer in the future. First targeted organisation was major stakeholders in the Netherlands, like health insurance companies (commercial in nature, but often with a focus on the general interests and demands of the people they serve). Health insurance companies can be expected to care for their clients, including the seniors who may face more health problems than younger groups in society. As a second target for the mailing action, several regional and national organisations representing seniors were addressed. The initial (lack of) response was sometimes disappointing, but in most cases a short reminder of the first mail (with original message) was helpful and some promising contacts were started. Also local authorities (municipalities and local public services) will be contacted in the same way in the near future.
3. The overall aim is twofold:
  - a) Find out what kind of PaletteV2 functionalities are considered relevant by these stakeholders. Next to this we want to find out if they are to be seen as potentially paying customers. In some countries local/regional authorities have well defined responsibility and also financial means to promote useful online services for senior citizens. They could finance an intermediate stage in the process of starting the exploitation phase, i.e. after the end of the present project and until PaletteV2 has reached a number of users that will make the platform interesting for advertisers
  - b) Find out what these organisations know about our joint target group: what are the needs they perceive (from seniors reporting these), what kind of initiatives to they support already and what are the criteria for allocating that support to specific initiatives.
  - c) Follow-up actions with positively responding stakeholders in NL have been planned and will take place during the next months.
4. All dissemination actions, overviews, responses and reports are stored in the Dissemination section on Freedcamp.
5. During the summer of 2017, a dedicated Dissemination and Business Development team has been formed, consisting of representatives of all partners in the project. A first online meeting took place recently, during which some necessary steps towards business modelling were identified and distributed among the partners.

[KempenLIFE] For WP2 the activities that KempenLIFE has focused on were twofold during this period. First KempenLIFE has supported Vilans in recruiting and connecting with end-users for the iterative mock-up



testing. This was established via warm/cold acquisition activities such as calling and informal visits to participants in the Kempen area. Lastly, KempenLIFE has posted about these activities online via their social media channels (twitter, website, linkedin).

[SMH] SMH assisted KempenLIFE in the aforementioned activities in dissemination and recruitment of persons for the mock-up testing.

[UOB] Other activities related to dissemination:

- Translating the recruitment flyer
- Translating and disseminating the poster for the mockup testing sessions
- Writing dissemination plans
- Reporting dissemination activities
- Contacting and maintaining active contact with the Ministry of Labour and Social Justice

[PPI] Update of web page:

Multilingual part of the web page was implemented.



## PALETTEV2: UN PROJET DESTINE AUX SENIORS

*PaletteV2 offre une plate-forme de communication et d'information, facile à utiliser, conçue pour les personnes qui n'ont pas beaucoup d'expérience avec les ordinateurs et Internet.*

### METTRE EN RELATION DES INDIVIDUS, DES SERVICES ET DES ACTIVITES SELON VOS INTERETS ET VOS PREFERENCES

*Qu'est-ce que cela signifie concrètement?*

Lorsque vous êtes un utilisateur de PaletteV2, vous pouvez dire au système qui vous êtes (coordonnées), dans quel domaine vous avez travaillé (vos emplois), quel genre d'activités vous aimez (loisirs, sports), où vous voulez aller (vacances), et ainsi de suite. Vous indiquez ce que vous voulez partager avec les autres utilisateurs de PaletteV2 ! Le système mémorise les données dans votre profil personnel et d'autres utilisateurs peuvent y jeter un coup d'œil, comme vous qui pouvez regarder les autres profils. Aucune de vos données personnelles ne sera divulguée à l'extérieur du système: votre vie privée est assurée.

Le système peut faire plus pour vous! Il utilisera votre profil pour trouver d'autres personnes avec les mêmes intérêts. Vous pouvez recevoir des notifications si une dame dans votre quartier aime aussi le jardinage (et demande de l'aide), ou si un groupe d'ainés prévoit une journée dans une ville que vous aimez, ou s'il y a un club de joueurs de carte qui se réunit à seulement deux rues de chez vous. Peut-être que vous donnerez des conseils à un jeune ingénieur qui tente de mettre en place une entreprise et qui a besoin de vos compétences : votre aide peut être la bienvenue!

Ces notifications vont dans les deux sens : vous pouvez être contacté par quelqu'un qui recherche vos compétences ou qui est intéressé à entrer en contact avec vous car vous partagez les mêmes intérêts!

Sur la base des profils personnels, **PaletteV2 connecte les utilisateurs**. Les gens qui sont (par exemple) à la recherche de bénévoles ou de professionnels peuvent venir chercher l'expérience de personnes à la retraite qui sont prêts à offrir leurs compétences et expertise. PaletteV2 connecte des personnes, des services, des activités et vous aidera à

There were also different approaches to demo clips developed, proposed and teste. At the end we decided for combination of some narrated clips and some described. We prepared 4 versions of user stories. All are published in the AAL PaletteV2 you tube channel: <https://www.youtube.com/channel/UC-caLx6kd5cVEHQ8rpk9yrA> and will become part of demo material on Palette's web page.





[PSNC] With regards to WP2.4 PSNC undertook first dissemination activities at the local level. The major activity was presentation of the PaletteV2 platform/solution idea during an interview which was the part of the August edition of "Kwadrans starszaka". "Kwadrans starszaka" is a monthly program on the Wielkopolska regional radio station Radio Poznań, addressed at the Wielkopolska seniors. The PaletteV2 idea was presented by Michał Kosiedowski, the leader of the PSNC's PaletteV2 team.

The program is available for access at Radio Poznań's website (see figure below) at the following address: <http://radiopoznan.fm/audycja/kwadrans-starszaka/kwadrans-starszaka-sierpien-2017>.



## WP3 End user requirements

### Summary

**[UOB]** During the mockup testing sessions (see WP5) for the platform we continued to report users' feedback to improve the mockups and discussed users' needs. During the mockup testing sessions, we also discussed different versions of a presentation video for the PaletteV2 platform, with short stories of fictive PaletteV2 users. We offered feedback from the respondents related to the content and structure / presentation of these stories.

**[VILANS]** WP3 is aligned with WP5, from requirement analyses, co-design sessions and mock-up tests, to Alpha and Beta prototype evaluations. Vilans reviewed D3.1 and provided considerable input in July 2017 and send it to SMH. For WP3, Vilans initiated and coordinated the co-design sessions in 4 countries and performed the co-design sessions from paper prototyping to 3 iterative mock-up studies in The Netherlands with support of Smart Homes and KempenLife. We set up the methods, analysed results on effectiveness and usability. First preliminary requirements were developed for the Palette platform. Three iterative mock-up tests were performed in the 4 participating countries (The Netherlands n = 25; Romania n = 16; Switzerland n = 9 & Poland n = 14; Total N = 64 end-users). The mock-ups were developed together with the Poznań Supercomputing and Networking Center PSNC (see Mockup-1 to 3). It was found that the mean usability, usefulness, information and interface quality is below the scale mid-point of 4, which is positive. The largest (preliminary) positive effect was found on information quality, which increased in The Netherlands from approx. 3.5 to 1.5 from mock-up 1 to mock-up session 3.



**[KempenLIFE]** For WP3 KempenLIFE has assisted Vilans and Smart Homes during the 3 iterative mock-up studies which followed the co-design and paper prototyping sessions in the Netherlands. KempenLIFE was involved in the sessions by both carrying out the specified methods with end-users as well as translating these to technical requirements for the development of the Palette platform. The mock-ups were developed together with the Poznań Supercomputing and Networking Center PSNC

**[SMH]** For WP3 Smart Homes has assisted Vilans and KempenLIFE during the 3 iterative mock-up studies, which took place in the Smartest House of the Netherlands.

**[SIVECO]** End users needs and wishes are the main objective for WP3 in order to identify and to define the user interaction with different input and output devices.

In this WP we performed the following activities:

- Bi-weekly consortium conf call
- Identifying user need requirements
- Bi-weekly technical conf call
- Analyze of the Co-creation results per country
- Updating D3.3 IPR
- Discussions with the legal department regarding updating D3.3 IPR

**[PSNC]** Tasks assumed by PSNC in WP3 were related to the practical design of 3 subsequent mock-up designs of the user interface for the PaletteV2 platform. In this task PSNC closely collaborated with Villans, who developed the methodology of the platform co-design and coordinated its execution.

The first mock-up, enabled at the beginning of July 2017. This mock-up was a low-fidelity mock-up, presenting general ideas of the PaletteV2 concept in a schematic design. Interactivity was provided through the use of the tool called Balsamiq.

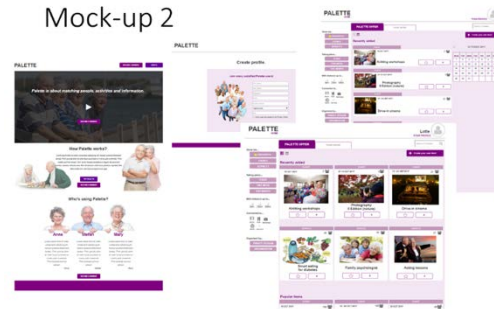
The next two mock-ups were designed as higher fidelity mock-ups, with an example graphical design of the user interfaces (such as colours) and with a high level of interactivity. Mock-ups were provided with the use of the Axure solution.

The design of these mock-ups was closely related to the feedback received from the co-design user testing performed by WP5 in Poland, Netherlands, Romania and Switzerland. The feedback, after analysis performed by Villans was included as part of next mock-ups.

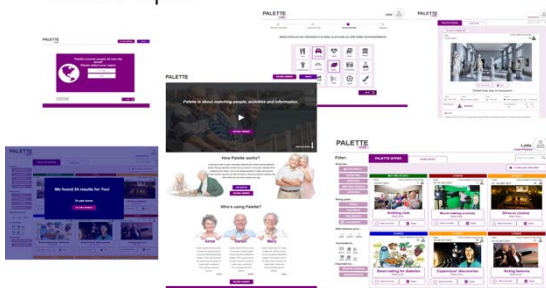
Mock-up 1



Mock-up 2



Mock-up 3



### Task 3.1 End user requirement analysis

**[PPI]** Our contribution to end user requirements document is in the review and questioning of the technical feasibility and purpose of specific parts of the presented requirements document. It is not possible to give final input/feedback until the user requirements are defined to the stage that we can start planning the solution architecture. We are certainly very motivated to realise a product that is in line with users' needs. Our focus is therefore stability, supportability and scalability, since we do not work with end users.

**[REFLEXION]** Our contribution to end user requirements is limited, since Reflexion has a very restricted role in this part of the work. In the beginning (first project year) we helped the Dutch Research partners to recruit participants for the focus-groups, but after that we mainly contributed to discussions on the desired functionalities of the PaletteV2 platform during face to face meetings. All partners in this project are motivated to contribute to a product that is in line with users' needs. However, Reflexion does not work on a daily basis with the end users of PaletteV2.



## Task 3.2 Usability aspects

## Task 3.3 IPR, Ethical and Privacy Issues

**[REFLEXION]** Like all other partners, Reflexion participates in the discussions on the IPR of the solution (platform service) under construction. Selling/licensing of the product seems at the moment very complicated after the project conclusion, since the source code may be owned by one of the partners, while some part of the foreground may be developed by other partners. We are working towards final IPR document can will be approved by the all partners. The latest version of IPR is available on Freedcamp.

**[PPI]** There was much effort invested in the question of the IPR of the already existing part of the solution, since it was tied to the owner of source code before the start of the project. This would make selling/licensing of the product very complicated after the project conclusion. It seems that we found the solution but are waiting for the final IPR document that will be approved by the whole partnership.

Actual version of IPR is currently published on:  
[https://freedcamp.com/Frederics\\_Work\\_Proje\\_U8j/PALETTE\\_V2\\_VjC/files/versions/3063016](https://freedcamp.com/Frederics_Work_Proje_U8j/PALETTE_V2_VjC/files/versions/3063016)



# WP4 PALETTEV2 System and services development

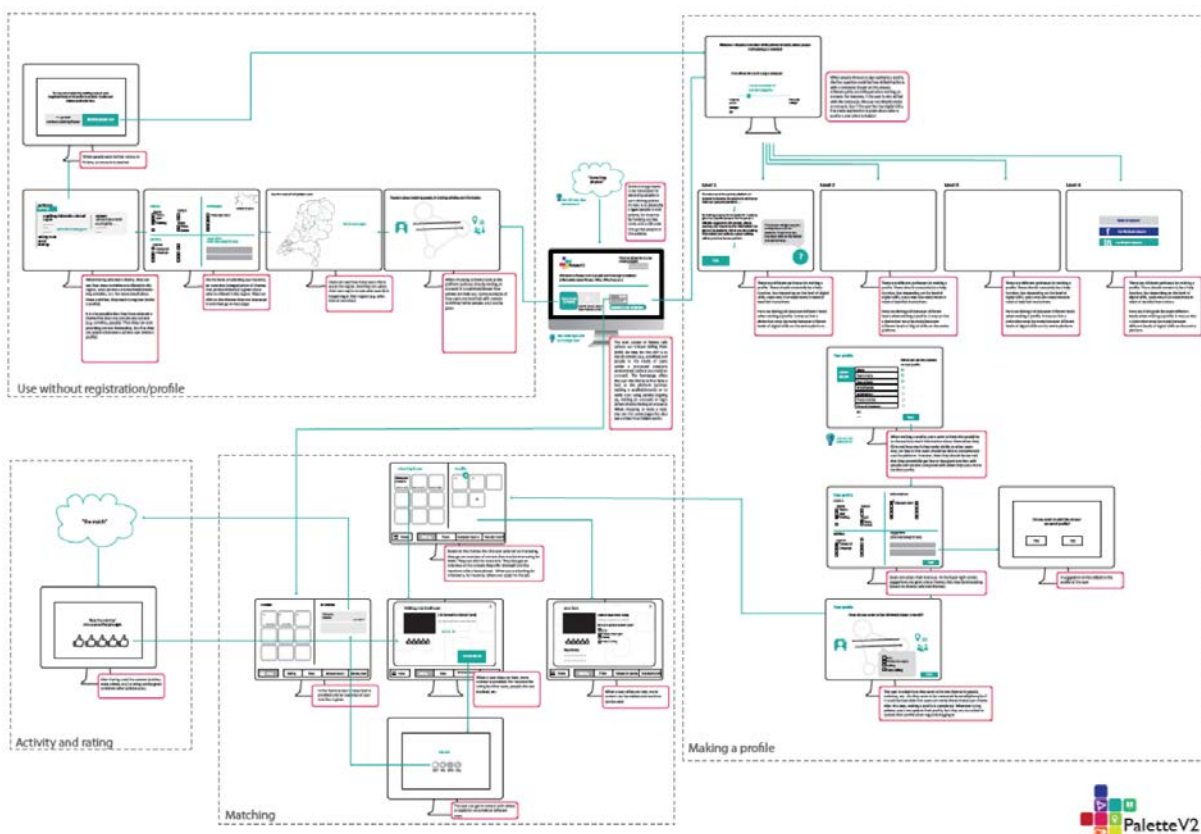
## Summary

**[REFLEXION]** Reflexion has again a limited role in this work package. We will contribute mainly to the analysis and assessment of desired functionalities with perhaps extra attention for the market potential for the service platform under construction: we cannot only follow what users tell us that they like or want, we also need to focus on what paying customers will be willing to pay for. At a later stage when user manuals need to be designed and written, Reflexion will definitely contribute to that process.

**[Kemp]** KempenLIFE participated in regular technical telco's and was involved in writing the design documents to provide constant feedback to the development team(Siveco).

**[SMH]** Smart Homes participated in regular technical telco's, with the special task as technical advisor to provide constant feedback to the development team(Siveco).

**[VILANS]** The results from WP3 and WP5 are constantly fed back to the development team at Siveco, in design documents and in regular telco's with the design and technical partners. Vilans made a conceptual layout scheme - supported by SMH - for the Palette system to be used by Siveco (see below).



**[PSNC]** Within WP4 PSNC has collaborated with the other technical partners in designing the technical architecture of the PaletteV2 system. PSNC was responsible primarily for defining the functional architecture of the system.

PSNC has also agreed with the technical team and the project coordinator to provide server resources for hosting the system. These resources will enable to host two versions of the system: the development version (i.e. the version on which development works will be ongoing) and the production version (i.e. the version



used by the end user, especially during the actual field trials). The process of enabling these resources has been started at the end of the reporting period and will continue in the next period.

## T4.1 Technical specification analysis and design

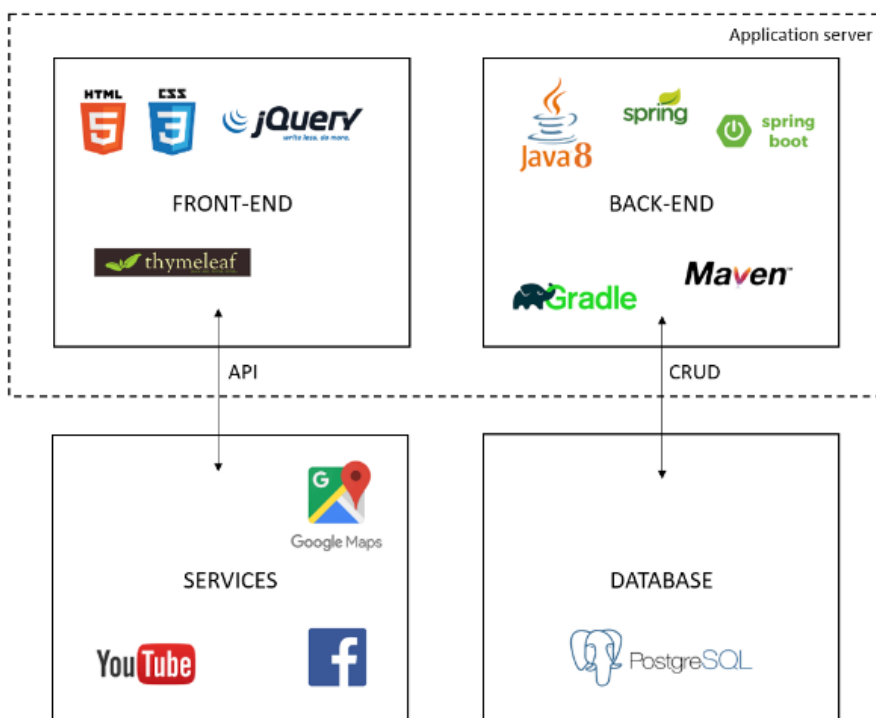
[PPI] After agreeing on the technical solution for the platform we worked (together with SIVCO and PSNC) through many tech-skype meetings to elaborate and finish the Technical Architecture report (D 4.1.) [https://freedcamp.com/Frederics\\_Work\\_Proje\\_U8j/PALETTE\\_V2\\_VjC/files/versions/3003497](https://freedcamp.com/Frederics_Work_Proje_U8j/PALETTE_V2_VjC/files/versions/3003497)

Our development focus was on

- database design
- design of architecture layers
- design of main processes and
- internal modules

as agreed on our regular tech meetings.

## 2. Platform Architecture Diagram



On our meeting in Poznan we defined development next steps and divided development work between technical partners:

PAGES:

Create Profile page	general details
Create Profile page	image / avatar
Create Profile page	interests
Create Profile page	permissions on personal data
Privacy Protection rules page	the text is provided by other partners





FUNCTIONALITIES:

Functionality	Iteration
Maps integration	1
Register user	1
Audit / logs	1
Subscriptions	2
Company / community management	2
Content moderation	2
Advanced search	2
Analytics	2

[SIVECO] In this WP we performed the following activities:

- Individual environment development setup
- Requirement platform analysis - Performance
- Requirement platform analysis - Capacity
- Requirement platform analysis - Availability
- Requirement platform analysis - Comparison between LMS platform analysis
- Requirement platform analysis - Integrated authoring tool
- Requirement platform analysis - Administrative module
- Requirement platform analysis - Monitoring the test sessions
- Requirement platform analysis - Content Management
- Requirement platform analysis - Integrated authoring tool
- Requirement platform analysis - Course creation, administration and planning
- Requirement platform analysis - Monitoring the training process
- Requirement platform analysis - Content objects library and Loading resources
- Requirement platform analysis - Searching; Testing
- Requirement platform analysis - Administrative module
- Requirement platform analysis - Reports
- Requirement platform analysis - Learning module – self registration course
- Requirement platform analysis - Quizzes
- Requirement platform analysis - Reliability
- Requirement platform analysis - Integrity
- Requirement platform analysis - Recovery
- Requirement platform analysis - Compatibility
- Requirement platform analysis - Security - key security requirements
- Requirement platform analysis - Audit requirements
- Requirement platform analysis - Encryption
- Requirement platform analysis - Serious games
- Requirement platform analysis - Social and interaction module
- Requirement platform analysis - Security - key security requirements
- Requirement platform analysis - Audit requirements
- Requirement platform analysis - Encryption
- Ensuring the required performance and scalability
- Defining the system architecture - Platform Architecture Diagram
- Defining the system architecture - Functional architecture. Integration and communication.
- Defining the system architecture - Requirements summary
- Defining the system architecture - User requirements
- Defining the system architecture - Outstanding issues and conclusions



- Defining the system architecture - General system concept
- Defining the system architecture - Core idea
- Defining the system architecture - Privacy
- Defining the system architecture - Content quality control
- Defining the system architecture - Domain model
- Defining the system architecture - Data model
- Defining the system architecture - Main processes
- Defining the system architecture - Matching
- Defining the system architecture - Connecting
- Defining the system architecture - User onboarding
- Defining the system architecture - Item rating
- Defining the system architecture - Content reporting
- Defining the system architecture - Content moderation
- Defining the system architecture - System showcasing
- Defining the system architecture - Functional modules
- Defining the system architecture - Internal modules
- Defining the system architecture - External modules
- Defining the system architecture - Identity providers
- Defining the system architecture - Other modules
- Defining the system architecture - Google Maps API
- Defining the system architecture - Google Analytics
- Defining the system architecture - Implementation Architecture
- Defining the system architecture - Web Presentation Layer(SIVECO)
- Defining the system architecture - Application Layer
- Defining the system architecture - Presentation sub-layer
- Defining the system architecture - Logical sub-layer
- Technical presentation for face-to-face meeting
- Face-to-face meeting in Poznan
- Internal discussions regarding the modules that needs to be developed, after face-to-face meeting
- Defining the system architecture - Persistence sub-layer
- Defining the system architecture - The data layer
- Defining the system architecture - External services integration layer
- Defining the system architecture - Performance and scalability architecture
- Defining the system architecture - Disaster recovery techniques
- Defining the system architecture - The scaling plan for improving the system performance
- Individual environment development setup
- Defining the system architecture - Availability, reliability and stability
- Defining the system architecture - Deployment architecture
- Updating the system architecture - Platform Architecture Diagram
- Updating the system architecture - Functional architecture. Integration and communication.
- Updating the system architecture - Requirements summary
- Updating the system architecture - User requirements
- Updating the system architecture - General system concept
- Defining the system architecture - Outstanding issues and conclusions
- Updating the system architecture - Core idea
- Updating the system architecture - Privacy
- Updating the system architecture - Content quality control
- Skype Palette architecture and work division
- Discussions with the technical team regarding the developemnt status
- Updating the system architecture - Domain model
- Updating the system architecture - Data model



- Updating the system architecture - Main processes
- Updating the system architecture - Matching
- Supervising the development of D4.1
- Updating the system architecture - Connecting
- Updating the system architecture - User onboarding
- Updating the system architecture - Item rating
- Updating the system architecture - Content reporting
- Updating the system architecture - Content moderation
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- Updating the system architecture - The scaling plan for improving the system performance
- Updating the system architecture - Availability, reliability and stability
- Updating the system architecture - Deployment architecture
- Updating the system architecture - Outstanding issues and conclusions
- Functional architecture
- Architectural layers
- Preparing the test environment
- Analyzing the architectural of the system, deliverable
- Layout of web presentation
- Layer of application
- Layer of data
- Preparing the test environment
- Analyzing the architectural of the system, deliverable
- Discussions with the designers in order to create the platform interface mock-ups
- Mock-ups validation
- The techniques of disaster recovery
- Scaling plan to increase system performance
- Security solutions at the application level
- JOSSO (single sign-on)
- Scalability and availability
- Reliability and stability
- Extensibility
- Architecture of integration and communication
- Create mockups training module - dashboard area
- Create mockups training module - player materials

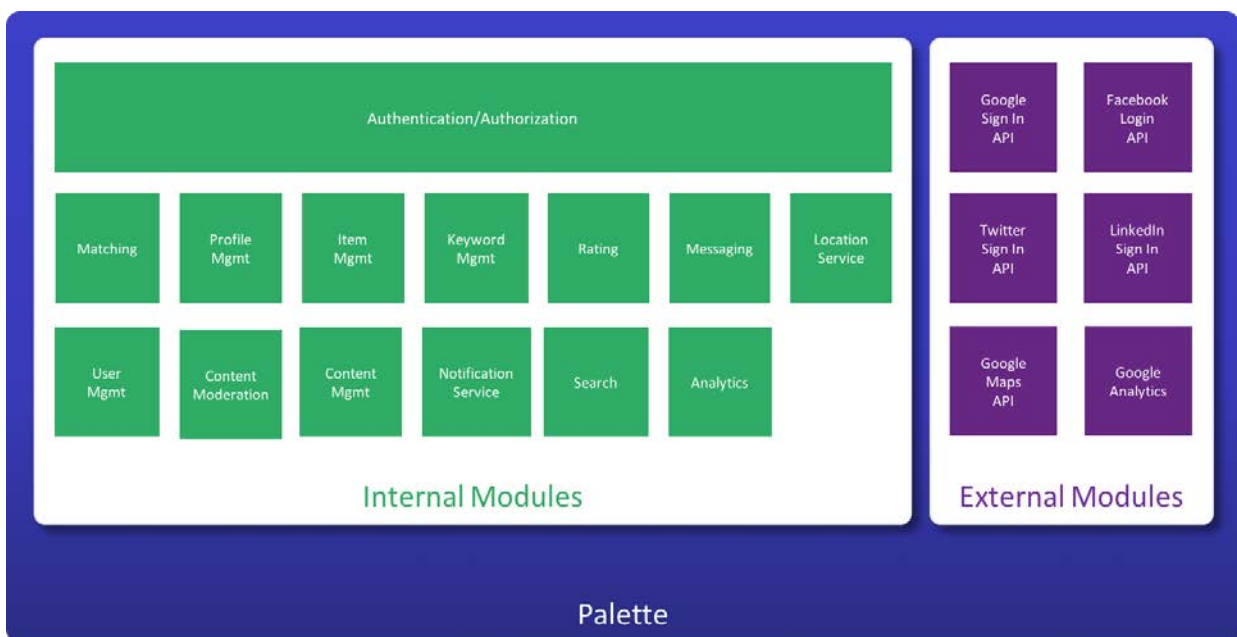
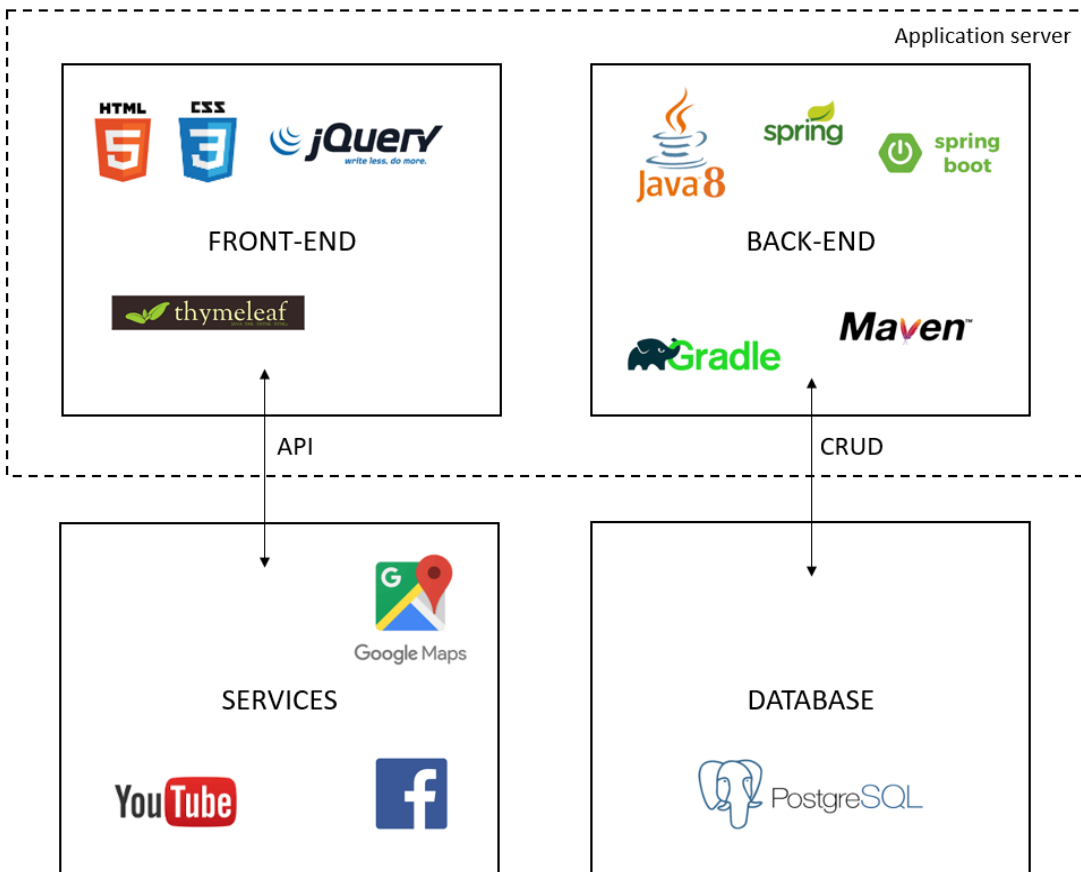


- Create mockups administration module
- Initial project setup - create branch
- Initial project setup - installing and configuring the database
- Initial project setup - build system configuration
- Set up application-level settings
- Individual environment development setup
- TIN-CAN standard integration model analysis
- LRS integration model analysis in LMS
- Analysis - discussion of use cases
- Coordination, testing, bug fixing
- Create mockups registration mode and authentication
- Create mockups training mode
- Analysis of Tin Can specifications
- Initial project setup - create branch
- Initial project setup - installation and confusion of the database
- Initial project Setup - Configuration build system
- Migration Events and Services - planning migration
- Migration of events and services - administration of participants migration
- Migration events and services - course migration
- Components UI - form
- Components UI - object search box (lov)
- Components UI - grid
- Components UI - text input
- Components UI – text area input
- Components UI - date/time input
- Components UI - boolean input
- Components UI - chart
- Components UI - tree
- Learner interface - view current / future / completed events
- Notification system - email
- Notification system - automated messages in the platform
- UI design analysis - event screens
- Documentation framework
- Planning calendar
- Send notification by mail
- Search – backend filtering
- Search - filtering features
- Search – frontend integration
- Rating – rating migration
- Registration form
- User profile - model
- Relational metadata - analysis
- Relative metadata - model of relationship
- Related metadata - Content-level application
- Predictive learning - analyze
- Predictive learning - metadata change
- Social network integration documentation - FB
- Documentation for social networking integration - Twiter
- Social Networking Documentation Documentation - Google
- Share documentation on LinkedIn
- Facebook - Share integration documentation



- Feature Taxonomy - frontend / drag & drop
- Lov - generic component
- Predictive learning - tag association to user
- Defining the system architecture - Outstanding issues and conclusions
- Defining the system architecture - General system concept
- Defining the system architecture - Core idea
- Defining the system architecture - Privacy
- Defining the system architecture - Content quality control
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- Defining the system architecture - The data layer





# WP5 Testing, validation and evaluation

## Summary

### Objectives of the WP

WP5 will focus on testing, validation and evaluation of the system and services developed. All specifications and functions shall be evaluated, refined and improved after each development process. The evaluation shall include the end user as often and as far as possible in order to ensure that the solution meets their requirements and needs.

### T5.X Iterative user-centered design (M9-M30); Leader: VILANS; Participants All

In this task we will continuously/iteratively design the PALETTEV2 user interface in formative evaluation phases, from low-fidelity prototyping connected to T4.1, to mid-fidelity prototyping studies and heuristic evaluations from M12 to M16 (in parallel with T4.2). At least 3 low and mid-fidelity prototyping sessions will be organized at the various pilot sites. The alpha evaluation with 20 end-users will last from M20-M21. Feedback/results from the studies is used as input for T4.2 (improvement of the system). T5.X will be followed by T5.2 and T5.3 (beta/summative evaluation).

**[REFLEXION]** Reflexion has no specific responsibility in this work package.

**[PSNC]** WP5 activities were concerned with the execution of co-design testing with a group of target end users. The target end user group was recruited with the support of the Centre for Senior Citizen Initiatives in Poznań (a municipal agency responsible for executing innovative activities targeted at senior citizens of the City of Poznań). The tests took place within PSNC's living lab facility – FutureLab (more precisely: e-Inclusion Space of FutureSpace section of the living lab). Overall 14 individual co-design test sessions were held.

**[UOB]** The mock-up tests were designed in order to test the ideas obtained in the focus group sessions and co-creation sessions. Also, the mock-ups were designed in order to observe if the features, the design and the options are friendly enough for the users. The purpose of the tests was to obtain some final ideas for an upcoming alpha test of the platform.

The research activities involved the following sub-activities:

- Selection of relevant actors for inclusion in research activities
- Organizing three mockup test meetings with end-users
- Making lists of attendance and consent forms
- Moderating the meetings
- Record audio and video of mockup testing sessions and take photos within them
- Transcription, translation and analysis of the three mockup test meetings
- Reporting the results following the proposed templates

Mock-up testings

- After the co-creation sessions, a first mock-up of the platform was released.
- UOB organized 3 mock-up testings
- After each test, UOB reported results based on the evaluation of each end user
- Each end user was evaluated separately by the researchers and their suggestions and comments were taking into account for improving the mock-up
- Collecting information – applying the questionnaires, managing the discussions
- Translating and reporting the results

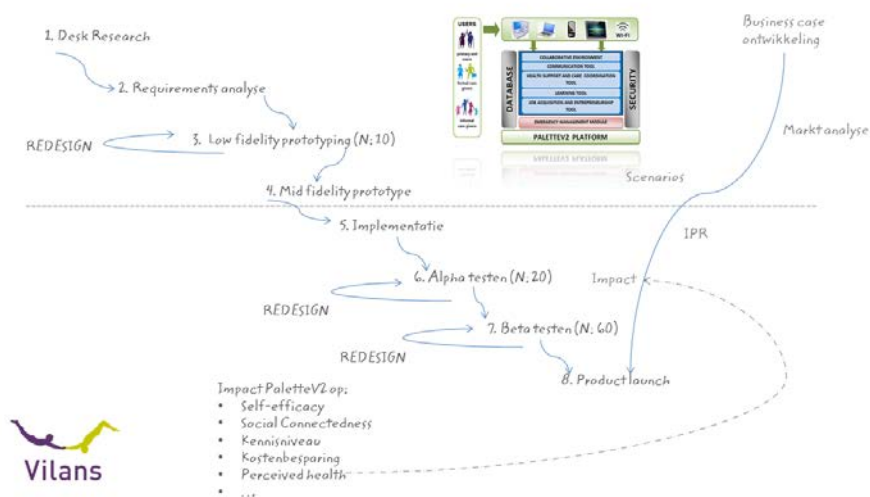
Detailed contribution of the University of Bucharest

- Organizing three mock-up tests



- The first mock-up test took place on the 31st of July. The number of participants was 6: 2 men and 4 female. For the first mock-up, the test took place at the same time with all the end users.
- The second mock-up took place on the 30th of August. This time each user was tested individually. On this test 4 users participated: 2 males and 2 females.
- The third and the last mock-up test took place on the 26th of September. This time 6 users were tested individually: 4 females and 2 males.
- After each mock-up test UOB reported to the other partners the suggestions of the end users. Each time the mock-up changed and was improved by the technical partners. The users tested the mock-up on android tablets.
- During the mockup testing sessions we made sure the participants read and understood the content of the consent form, we ran the tests, recorded feedback, offered assistance to the users when filling up the questionnaires, took pictures, and recorded their answers.
- After the mockup testing sessions, we reported the information using the proposed standardized report form and uploaded all the requested information on Freedcamp.

**[VILANS]** Vilans is WP5 leader and WP5 has been updated in the DoW. An appendix was added with in-depth descriptions of the plans for the iterative mock-up tests and the Alpha & Beta studies. Vilans worked on the methodology for the evaluations and started working on the methodology for the Alpha and Beta studies. D5.2 (Evaluation Methodology) and D5.3 Iterative end user testing and validation report). All data from the iterative mock-up testing and design related requirements results from the Alpha studies will be included in D5.3. Impact analyses will be included in D5.4



**[HUG]** HUG participates in the first and third mock-up tests by following the manual created by Vilans. The first iteration of the mock-up test was held from 31st July 2017 to 3rd August 2017 with 5 participants. The third iteration of the mock-up test was held on 15th September 2017 with 4 participants. HUG reports their results from the session using the template made by Vilans.





Our detailed tasks were as follows:

- On-line meeting concerning the mock-up tests planification
- Recrute the participants for the mock-up tests in Geneva
- Translate the materials for the the mock-up tests in french (informed consent, manual, questionnaire)
- Lead the the mock-up tests with the end-users
- Record the audio and take some pictures
- Translate and report the results for the other partners

[**Kemp**] KempenLIFE assisted in translating user research input to development requirements, in accordance with the methodology that Vilans (WP5 leader) has devised. KempenLIFE focused mostly on the qualitative data collected from the iterative mock-up testing. These will be added to deliverable D5.3 (to be finalized).

## T5.1 Test and evaluation specification

## T5.2 Iterative user-centered design

[**PPI**] We see the co-creation process in the core of the product development from technological as well as from the exploitation viewpoint. Therefore, we followed the co-creations and mock-up designs:

<http://t05jqw.axshare.com/#g=1&p=home&c=1> used in that sessions as closely as possible for the technological implications that it imposes for the final solution and the process to build and test and verify it.