



# GUARDIAN ANGEL (CARA)

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Workshops

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## Introduction

Across Europe, different studies and reports indicate that an ageing population has already become a reality that will remain over the next couple of decades. This ageing demographic is (mostly) the result of a combination of people living longer and a reduced birth rate. Simultaneously it is projected that although labour rates are expected to rise, the effective number of employed would decrease. The age-related expenditure (pension-to-GDP ratio) is expected to rise in most (but not all) EU countries<sup>1</sup>. There is strong concern that we cannot afford or maintain the same level of quality of life in the future, at least not from a monetary point of view.

Against this background, The CuARDian Angel project was initiated with co-funding by the European Commission AAL Programme (Active and Assisted Living). The project builds on keeping the ageing population mobile, active and independent as an important condition for a viable and sustainable society. Resulting benefits range from improved social life, a more independent and healthier lifestyle, to a better health prognosis. In terms of cost effectiveness, remaining independent for a longer period of time is very cost-effective. It reduces medical costs, societal costs, etc.

Within CuARDian Angel, we focus on car drivers aged 55 who are active drivers. The overall aim of the project is to gain insight in the potential use of personalised Advanced Driver Assistance Systems by the target group. To do so, we take a three-step project approach:

- Firstly, we gain insight in the familiarity, knowledge and use of (personalised) ADAS by the ageing drivers and associated end users
- Secondly, we develop a set of concepts based on the gathered knowledge. These concepts are tested a set of ideation workshops with the end users.
- Thirdly, for those concepts of personalised ADAS where the end users show most promise and interest, suitable business models are developed.

Within CuARDian Angel, three types of workshops were executed:

- Ideation workshop (internal)
- Primary end user workshops
- Tertiary end user workshops

The execution of the workshops was indicated as the Deliverable. The current document presents information on the date, place and workshop guidelines.

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<sup>1</sup> [European Commission, DG Economic and Financial Affairs](#)

# Ideation workshop (internal)

Date: February 4-5, 2019

Place: Salzburg

Methodology:

## IDEATION WORKSHOP CONSORTIUM



### Bring all information together

The workshop started off with presentations about the information that was collected during the first weeks of the projects: the literature study, the survey results and the findings from the first interviews. In this way, all consortium partners could start the ideation session with the same knowledge.



### Obtaining a good understanding of the user

In order to get a good understanding of our future customers, the seniors, the value proposition canvas was used. The consortium partners wrote down the pains (what is annoying/troubling for the customer?), gains (what makes your customer happy?) and the jobs-to-be-done (what wants the customer to achieve?) of the seniors. In this way, a good understanding of the target group was established.



### Ideation

The jobs-to-be-done, pains and gains were used as starting point for the ideation. The group divided in small groups of 2 to brainstorm about ideas to help the seniors to drive safely for a longer period of time. This led to a great amount of ideas. The ideas were gathered and similar ideas were clustered.



### Selecting ideas

Each consortium partner got 5 stickers to vote for the ideas that they considered most interesting. The most popular ideas rated on innovativeness and acceptance. In the end, 5 ideas were chosen to further develop.



### Further develop ideas

The ideas were divided over the group and in pairs the concepts were further developed into detail. This was done in two iterations.





*Figure 1: CARA ideation workshop team*

## Primary end user workshops

The primary end user workshops took place in Belgium, the Netherlands and Austria.

### Belgium:

Date: March 22, 2019

Location: JESCO Auto Training School, Puurs

### Netherlands:

Dates: March 14, 2019

Location: Delft

### Austria:

Date: March 18, 2019

Location: Vienna

### Methodology:

#### Workshop set-up

#### Goals

- Obtain insight into what (elements of) concepts are considered interesting.
- Obtain insight into the obstacles the target groups sees regarding a new system.

#### Participants

The interview will be performed with 6-8 participants. Equal distribution of gender and age is preferred. It doesn't matter if someone also participated in the interview.

#### Planning

	Time	2 h	Activity	Material
1	13.00 - 13.30	30 min	Walk-in / consent form	
2	13.30 - 13.35	5 min	<b>Start</b> Short introduction project and planning of the workshop	Slides
3	13.35 - 13.45	10 min	Introduction round	Slides
4	13.45 - 13.50	5 min	Present concept 1 + questions	Slides
5	13.50 - 14.00	10 min	Discussion about concept 1	Post-its, pens, flip over sheets
6	14.00 - 14.30	30 min	Repeat this for concept 2 and 3	
7	14.30 - 15.00	30 min	<b>Break – Host presentation</b>	

8	15.00 - 15.30	30 min	Repeat this for concept 4 and 5	
9	15.30 - 15.35	5 min	Rate concepts	
10	15.35 - 15.40	2 min	<b>Closure</b> Word of thanks, next steps project, provide presents	Presents
11	15.40 – 16.10	30 min	<b>Additional discussions</b>	
		8 min	<b>Extra time</b>	

### Needed

- Beamer / screen / audio
- Video camera (tape whole session to share with Belgium)
- Photo camera
- Post-its (green and orange/red/pink)
- Stickers for rating
- Markers and pens
- Flip over sheet for each concept
- Food (cookies, fruit, chocolate)
- Small present (gift cards in Belgium/the Netherlands)

### Structured overview

#### 1. Walk-in

While participants wait till the workshop starts, you can let them fill out the consent form.

#### 2. Introduction project and workshop

Introduce the project and the planning of the workshop.

#### 3. Introduction round

Let everyone **briefly** introduce himself/herself (name, age, place of residency).

*Optionally: As nice activity, you can let the other participants guess which car belongs to the person. Therefore you should ask the participants on forehand to send a picture of their car.*

#### 4. Present concept

Order presentation concepts:

- 1) Carlexa (movie)



- 2) Car buying guidance (interfaces)
- 3) Observe yourself (interfaces)
- 4) Preventive driving (movie)
- 5) Best driver feedback system (interfaces)

- **Video**

When the concept is presented with help of a video, the video is self-explanatory and no extra information is required from the facilitator.

- **Interfaces**

When the concept will be presented with interfaces, the facilitator will be explaining the concept while explaining the concept.

Give the participants the opportunity to ask questions after presenting the concept.

## **5. Discussion**

After showing the concept, let the participants write down things they think are good/interesting or that they like (**yellow** post-its), and things that they think are not good, that they don't like or that they think can be improved (**orange/blue/red** post-its). Gather the post-its, hang them on the sheet and ask people to explain a bit about what they wrote down. Ask the questions drawn up for each concept (if not answered yet).

## **6. Presentation and discussion concept 2 and 3**

## **7. Break – Host presentation**

## **8. Presentation and discussion concept 4 and 5**

## **9. Rate concepts**

Provide the participants with stickers and let them vote for their favourite concept, from which they think 'I would like to have this for myself'. Provide them 5 stickers and let them vote for their favourite concepts. It is not allowed to put more than 3 stickers on a sheet.

## **10. Closure**

Thank the participants for participating and explain the next steps of the project.

## **11. Extra time**

It will take more time to discuss certain concepts than others. So this time can be used during the session when more time is needed to discuss a concept.



Figure 2: CARA primary end user workshop



Figure 3: CARA primary end user workshop

## Tertiary end user workshops

The tertiary end user workshops take place at two distinct times within the CARA project:

- A first workshop with relevant tertiary stakeholders is performed in the first half of the project to gain insight in the acceptance of the concepts by such stakeholders.
- A second workshop with tertiary stakeholders is performed in the last month of the project to gain insight in possible business models.

### First workshop

Dates: January 23<sup>rd</sup>, 2019 & April 11<sup>th</sup>, 2019

Place: Delft

Methodology: pains & gains analysis; business model canvas (Osterwalder)



Figure 4: CARA tertiary end user workshop





Figure 5: CARA tertiary end user workshop