

GtG deliverable

D2.1 Co-creation results I

This document D2.1 reports the first findings of WP2 on Co-creation, essentially covering workshop 1 (sprint 1). It precedes document D2.2 that reports on pilot 1 and workshop 2 (sprint 2), finalising the co-creation activities towards the construction of a final value proposition canvas.

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1 Summary

Project Gift to Gift (GtG) aims to co-create a novel collaborative economy initiative, which both assists and activates the elderly population. We aim to build a senior-to-senior platform that can match a task force of 'GtG Helpers' with other less resourceful 'GtG Users' in need of help, tasks and activities, in and around their homes. To make the platform economically sustainable, we build our business model on a novel business concept, a gift card relaying model. With this model, we leverage the growing market for gift cards as a means to generate the revenue needed to run the associated services. At the same time, the helping citizen gets a token of appreciation in return, and so the concept uniquely combines intrinsic and extrinsic rewards.

The GtG project will develop this novel senior-to-senior civic citizenship-based service through the assessment of user and market needs, co-creation of the helper-user interface in workshops and small pilots (WP2), and ICT research and prototyping (WP3). This document reports on the results and lessons learned from WP2 workshop 1, the co-creation sessions, designed to get insight into the needs and aspirations of the GtG Users, specifically the GtG User and GtG Helper (and GtG Giver) and to get feedback on the GtG concept.

Co-creation activities were organised in parallel involving end users in Denmark (Vig), The Netherlands (Almere) and Portugal (Braga). Upon agreeing on a general approach, somewhat different routes were taken in the locations towards recruitment and co-creation due to the different nature of the end-user organisations and the(ir) access to elderly (rural, urban). Moreover, some additional studies, such as Facebook campaigns and an online survey, were carried out to also gain insight into the GtG Giver as a route to the GtG User.

We learned much. The rather novel GtG concept does need some explaining at first but once the elderly got it, it did appeal to them. Having said that, older adults really do not like to ask for help and so most elderly, no matter their age and abilities, saw themselves as 'GtG Helpers' and not as 'GtG Users'. We thus realised that the role of 'GtG Giver' is very important in reaching GtG Users. A small online survey showed that people like the idea of giving a gift card representing a 'task' for an older adult. 75% was prepared to pay for such a card (up to €50). Furthermore, many potential 'GtG Helpers' did not feel it was necessary to receive any compensation for their help.

Elderly showed an interest in help both from a practical point and, notably, a social perspective. Top tasks (needs) identified were jobs in the garden, requests for transport, and running errands such as shopping. We discerned the following general categories of jobs: practical tasks (shopping, painting, driving,...), mind tasks (advice on computers, smart phones, finances, ...), hobbies and companionship kind of activities and outings (walking, reading,...). The elderly in the co-creations sessions agreed that 'GtG Helpers' should be somehow screened for trustworthiness.

In terms of business idea there is obviously some overlap with existing services, such as volunteer work or housekeeper jobs. This may impact the recruitment of Helpers. The GtG Giver and the gift card relaying model, however, do make GtG stand out from this crowd. We envisage an important role for or collaboration with partners and associations to build on existing and trusted channels through which we may be more successful reaching seniors. In addition the model offers interesting opportunities to boost the local economy with Helpers redeeming their vouchers (or GtG points) at local shops.

2 Introduction

Project Gift to Gift aims to co-create a novel collaborative economy initiative, which both assists and activates the elderly population. We want to mimic the situations where a friend or neighbour does you a favour. However, to extend beyond friends and neighbours, we will be giving elderly without a local support network the chance to receive help from other senior citizens. We will build a senior-to-senior platform that can enable a task force of Helpers to assist other less resourceful with help in and around their homes.

To make the platform economically sustainable, we build our business model on a novel business concept, a gift card relaying model. We use the concept of passing on a baton in a relay race. We call the model Gift-to-Gift (GtG). With this model, we leverage the growing market for gift cards as a means to generate the revenue needed to run the associated services. At the same time, the helping citizen gets a token of appreciation in return, and the concept uniquely combines intrinsic and extrinsic rewards.

The GtG project will develop this novel senior-to-senior civic citizenship-based service through the assessment of user and market needs (WP2 and WP1 respectively), co-creation of a helper-user interface in workshops and small pilots (WP2), and ICT research and prototyping (WP3). The co-creation will take place with user-groups in Denmark, The Netherlands and Portugal and brought to market by cross-border partnerships. The potential is thus a European born social business innovation, which both assists and activates the elderly population as well as increase elderly participation in the booming collaborative economy.

The overall goal of GtG is to establish a sound base for a subsequent development, product and market maturation process. This document D2.1 reports the first findings of WP2 on Co-Creation, essentially covering workshop 1. It precedes document D2.2 that reports on pilot 1 and workshop 2, finalising the co-creation activities towards the construction of a final value proposition canvas (see more below).

3 Methodology

3.1 Design thinking

The methodology adopted in GtG applies to both analysis of the user needs and to technological development. The project follows, from the outset, an end-user centred perspective, with strong involvement of end-users (both primary -the actual elderly- and secondary -end user organisation, (GtG Giver)-). The GtG project is thus a project with a “users-first” design-thinking philosophy. The specification and implementation of the concept will be based on insights gathered through a process of co-design with our stakeholders. We aim to investigate, build and test for both known and ambiguous aspects of our ultimate goal; *connecting elderly through a gift card-supported exchange of tasks and gifts*. During the process, we will be performing agile, iterative prototype-development.

The GtG Relay project will thus base its design on “show, don’t tell” models and prototypes through a series of co-design workshops after which, pilots running through staged scenarios designed to test assumptions (“test, don’t guess”), will provide direction and insights for future development. Our approach will help us to consider all aspects of our ecosystem (see Fig1.2 below), typically difficult with designing systemic solutions for societal challenges.

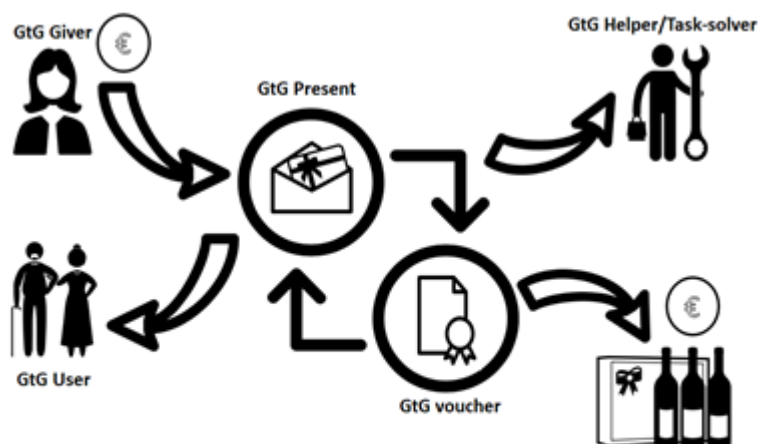


Figure 1.2. The GtG model. Giver buys a Present and gives it to User. User activates the Present and receives help from Helper. Helper received a GtG voucher, which at any time can be redeemed and exchanged to a traditional gift card.

According to our project plan we worked within a series of divergent and convergent phases/ sprints/ iterations: a divergent phase with observation, ideation and design (understanding and conceptualization) followed by a convergent phase with modelling of new artefacts and then evaluation (testing) before a new iteration was started.

As this is a relatively small project, we planned for two co-creation iterations – the first (reported here) based on co-creation workshop 1 collecting information on GtG service from potential GtG users, the second based on a) an actual end-to-end simulation of a Helper performing an identified task for a User and b) testing an ICT based prototype illustrating core elements of what could be a minimal viable product. During our kick off seminar in Vig (DK, 14-15 February 2019)

we established a baseline for the co-creation process with each iteration to be concluded by a seminar, first in Almere (NL, 8-9 April 2019) and finally in Braga (PT, 17-19 July 2019).

This document *D2.1 Co-Creation Results I* reports on the results of essentially workshop 1: covering Tasks 2.1, 2.2 and 2.3 up to the first iteration (see *in italics*). Activities on pilot 1 have started, but the results are reported in D2.2.

Task 2.1 Recruitment of end users for co-creation activities. Task Leader: Senior-Live; Other participants: Civics, siosLIFE

- *Recruitment by end user group organisations of participants (Helpers & Users) from their local communities for co-creation activities (5-10 User participants & 5-10 Helper participants in each location).*

Task 2.2 Planning & coordination co-creation activities. Task Leader: Senior-Live; Other: Civics, siosLIFE, SGWIA

- *Compose plan and toolkit for running the co-creation activities*
- *Share & align plan and toolkit with all participants*

Task 2.3 Co-creation activities. Task Leader: Senior-Live; Other participants: Civics, siosLIFE, SGWIA

- *Workshop 1: Understanding User & Helper needs and aspirations in relation to the GtG model, followed by.*
- *Pilot 1: running end-to-end scenarios with pretotype according to plan*
- *Result sharing of workshop 1 (feeding into WP3.3) and preparation of workshop 2*
- *Workshop 2: Co-creation workshop for ICT prototype specification*
- *Pilot 2: end-to-end scenarios test of ICT prototypes according to plan*
- *Results sharing of workshop 2 (feeding into the evaluation seminar)*

3.2 Value proposition canvas

In the co-creation sessions we focus on the User-Helper interface. The goal is to validate and further co-create the so called value proposition of the GtG platform in terms of improving quality of life for end-users as well as designing a system, that will be both safe and trustworthy with adequate participants from both sides of the market.

Thus, the findings from WP2 will contribute to the overall business strategy of GtG to be delivered in WP1. Information gathered on the customers and potential GtG design/ service is used to fill out a so called value proposition canvas, consisting of a value proposition map and customer profile (Fig 2). Observing and mapping the characteristics/ profile of our customers in terms of 'jobs (tasks and needs to be tackled), gains and pains' and figuring out how a new product or service answers them (through pain relievers and gain creators) is an important part of building a business strategy. The value proposition canvas is a visual tool that lets us plan what problems/ pains or desires/ gains GtG addresses in a way that allows us to find a match between GtG service and the expectations of its various customers: GtG Users, GtG Helpers, and GtG Givers/ Buyers (see Osterwalder, A., Pigneur, Y., In Clark, T., & Smith, A. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*).

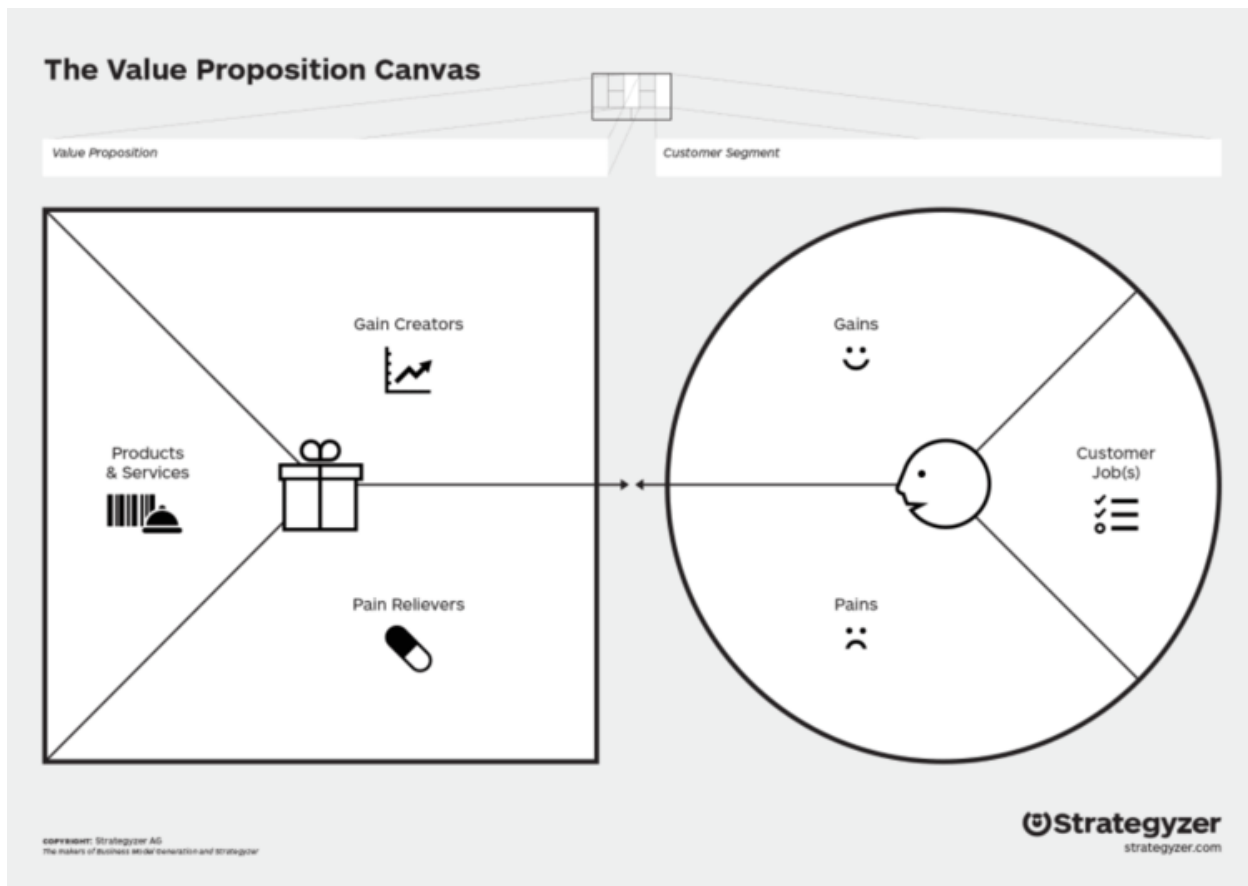


Fig 2. The Value Proposition Canvas is made up of the value proposition map (left) and customer profile (right), Strategyzer

3.3 Recruitment

As described in our project plan we planned to involve two groups of primary end-users:

- i) GtG Users, senior citizens who are in need of help to solve small tasks in or around their homes
- ii) GtG Helpers who will solve tasks mediated by the GtG system.

Our starting point are tasks of the kind one can expect a civic citizen (with appropriate skills/resources) to help with, assuming there is one such person available in a neighbourhood or network (small repair jobs, gardening, IT-help, strolls, etc).

Secondary end-users of the GtG service (apart from end-user organisations such as Senior-Live) include the relatives and friends of senior citizens in need for help, which will be the end-customer (GtG Giver or buyer) of the service (the GtG Present). We planned not to involve this end-user group in the co-creation process. However, as we found it hard to reach out directly to the GtG Users, we carried out some additional studies targeting the GtG Giver. After all, when GtG goes live it is the GtG Giver that is to bring in the GtG User.

Tertiary end-users such as municipalities, gift card partner organisations, were mostly considered from a research perspective.

Finding (the right) user-representatives is key for the co-creation process, hence the participation of end-user organisations in the partnership. During the kick-off seminar and throughout WP2, the conditions in all three countries on which older adults can and cannot participate in the sample of co-creation participants were aligned. Based on the different nature of the end-user organisations, different approaches to recruiting the end-users were applied. We defined older adults as persons of 65 years and older.

3.4 Co-creation workshop 1

Co-creation workshop 1 was held to understand User & Helper needs and aspirations in relation to the GtG model. The results from the workshops are translated to an end-to-end pilot, pilot 1. As various partners were already familiar with co-creation methodologies, potential exercises and activities were exchanged and a rough overall programme including the all-important preparation and setting for the workshop were established.

While different approaches could be used to collect the desired results, we agreed that the goal of the workshop was to discuss and identify:

1. Customer profiles/ Personas (addressing e.g. context, social map, digital skills)
 - GtG Helper
 - GtG User
 - GtG Giver/ Buyer?
2. Jobs (addressing e.g. type, value, other facets?)
 - Helper tasks to offer
 - User needs to meet
3. Design of GtG service and mechanism (addressing e.g. trust, exchange, ICT aspects, timing)
4. Other aspects, such as potential channels and partners, envisioned barriers and advantages (see also WP1 deliverables towards the GtG business model).

The co-creation sessions took place in three communities:

Vig, Denmark - located in Odsherred Municipality. In the municipality, with a population of 33.000, as many as 29% are retirees. Central in the municipality is Vig Community, a well-demarcated community of 1590 citizens. The community has more than 400 retirees (the Retiree Association has 262 members). This demarcated community makes it a good fit as a reference case for business case assessments as well. How many Helpers we can recruit or how many elderly will appreciate a GtG Present, easily translate into market to relative data (eg 4 ~1%).

Almere, Netherlands - located in the province of Flevoland, the newest province of Holland and built on reclaimed land from the sea during the 1970's. Almere is a relatively "new town" founded in 1976. The municipality now has a population of a little over 200.000 people. Because of its spacious setting and housing shortage in the Netherlands Almere is still expected to grow in the

coming decades. Almere has more than 20.000 inhabitants over the age of 65, growing to over 25.000 by 2020 and over 33.000 by 2025. End user organisation Senior-Live is located in the district of Almere-Haven, which has the largest portion of people over 65, mainly because it is the oldest district

Braga, Portugal – In Portugal, senior citizens represents 20% of the total population, and the country has an ageing index of 148,7%, being one of the European Union countries that is ageing fastest. The end-users that will be involved in the GtG project will be senior citizens from Braga municipality, completely autonomous with full physical and psychological capabilities that live in their own homes, as well as dependent ones, with some kind of disabilities and specific needs, having some support from health professionals from senior care institutions or entities. siosLIFE, located in Braga, collaborates with the municipality in the development and promotion of elderly programmes.

3.5 Pilot 1

The objective of Pilot 1 was to run an end-to-end scenario with pretotype according to plan. Having identified User needs and Helper tasks in co-creation workshop 1, the aim is to bring an actual User together with an actual Helper to carry out an actual desired task. This is primarily intended as a “reality check”, trying to make sure that we do not overlook or abstract ourselves away from issues in the GtG concept.

3.6 Other methodologies

Several additional research methodologies were applied when we thought this made sense in order to collect further insights into the GtG concept and mechanism, such as brainstorming sessions, interviews, and online surveys and ad campaigns.

3.7 ICT questionnaire

To find out more about the digital skills and use of ICT tools by our end-users (potential Helpers, Users) siosLIFE prepared a questionnaire and aggregated the results per location and over locations. The national and combined results are reported both in this document (for NL and PT) and in D2.2 (for DK and combined results).

4 Approach

4.1 Danish approach

A number of assumptions have guided our approach to the GtG research in the first sprint.

- Givers will want to buy our product, and there will be Givers with relatives in Odsherred.
- A location in a rural setting, geographically confined, will enable us to better measure impact.
- An active community where people help each other will hold many candidates for our Helper corps.
- Volunteers will like the GtG mechanism and appreciate something in return.
- In the countryside, people know each other, and we will be able to identify those who need help.
- A positive stakeholder environment in the local community will make our investigations easier.

Led by these (and more) assumptions, we located our project in a rural setting. We chose an area with very engaged citizens, who were excited by the prospect of the project and wanted us to place the project in their village. The assumptions influenced the way we crafted workshops, our framing and outreach, and the location had bearing on what type of informants we had access to. In chapter 5 we tally the Danish results so far and point to lessons learned and paths forward. In D2.2 we take a closer look at our original assumptions and what can be confirmed or disproven.

4.2 Portuguese approach

As mentioned, siosLIFE works with hundreds of institutionalized senior citizens and others living in communities throughout the country.

For the co-creation workshops, the focus must be on people that should be able to live in their homes, assuming that maybe need some help on day-to-day tasks.

In order to get the best participants, we choose a small association of retired people in the city center of Braga (<http://associacaobraga.com/>), which has a place for senior citizens to socialize, such as a café, where they can attend and meet with each other.

Among the community of a few dozen association members, we have been able to find people who can both fulfill the profile of GtG Helper and GtG User, so we tried to have a mix. In order to attract participants, a poster was placed at the entrance of the association two weeks before and we also asked for the collaboration of the president of the association who spread the word as he talked with people.

The session took place on April 3 2019 and lasted an entire afternoon. It was attended by 11 participants, involving all the association's staff, that are themselves potential GtG Helpers (8 community members, 3 members of the staff)

For the workshop, we mobilized 5 siosLIFE team members (including the 2 UI/UX Designers, 1 gerontologist, 1 marketing/communication and 1 coordinator/PM).

The approach took into account some of the methodologies successful used by our partners from Denmark and the Netherlands (such as “Pictogram energizer” and “Photo challenge”). We completed the session with some brainstorming exercises, in order to involve participants and our team members in a collaborative work, to get from them answers, feelings and opinions about GtG.

4.3 Dutch approach

4.3.1 Recruitment

We organised 2 co-creation sessions targeting older citizens in the City of Almere.

For session 1 we used the Senior-Live network of older citizens. An invitation was posted on the network with information about the GtG concept. 7 Respondents participated in the session on 14 March.

As we found that we had attracted mostly ‘GtG Helper type’ of participants in session 1 we wanted to involve potential GtG Users in session 2. We found ‘older older citizens’ in nearby GrandCafé WIJS. GrandCafé WIJS is organised two afternoons every week by social welfare organisation De Schoor in Almere Haven for older people who are homebound due to physical problems or need for care. We introduced the project during one of their meetings after which 9 participants (including their two mentors) spent the afternoon of April 4 in a co-creation session at Senior-Live.

4.3.2 Co-creation workshop 1

We organised 2 co-creation sessions on March 14 and April 4, 2019. For the first session (7 participants) we provided the participants with a ‘probe’, an email with 7 ‘inspiration questions’ in the week before the session, for them to come prepared. They also received an information letter with informed consent form to sign and return during the session (see example in Appendix 1, in Dutch). The 9 participants of the second session did not receive the probe.

The sessions took place at the Green Story Café. The Green Story Café is facilitated by an organization that offers young people that are difficult to place in the labour market a meaningful job. The café is open from Monday to Saturday and has a homely atmosphere, delicious apple pie and fine lunches. To thank the participants they were given a ‘Pluim’, a voucher of €25 to spend in local shops.

The programme of co-creation workshop was developed and carried out by a team consisting of Sandra Migchielsen (GezondheidFabriek/ SGWIA), Erick Schydowski (Senior-Live) and three students/ interns from the University of Applied Sciences Windesheim Zwolle: Mandy, Wishaal and Diemer. The programme (see results section Chapter 5.3) aimed for the participants to look at the GtG concept from different perspectives with the help of various (fun) exercises and activities. After the first session (in the morning) minor changes were made towards the second: we introduced a third Quadrant energizer after the group discussion now including the role of GtG Giver, the second session was held in the afternoon instead of the morning and involved less splitting up and walking around (to suit the participants’ schedule and mobility). We made

several recordings, took pictures and notes. Input for co-creation activities was taken from various sources, such as partner Civics (photo challenge), but also from Waag, Institute for technology, science and art in Amsterdam (quadrant and icon energizers).

4.3.3 Pilot 1

We identified two ‘matches’ during the co-creation sessions for follow up in pilots:

1. Task of performing garden work
2. Task of digitizing photos or slides

We shall report on the actual pilots when they are done in D2.2.

4.3.4 Other methodologies: Online survey

As we were curious to learn more about the interest of friends or family buying the GtG gift card - one of the strengths of the GtG service- we prepared and distributed an online survey through a Facebook campaign. There was no target audience defined, because Givers can be anybody (relatives, (informal) carers, neighbours etc.). The following 8 questions were asked:

Question 1	Male/ Female
Question 2	Age
Question 3	Do you know elderly persons (eg family, neighbours, friends) who regularly have odd jobs in or around the house that need to be done or who would like (more) social contact?
Question 4	What is the living situation of this person?
Question 5	If you cannot help yourself (due to distance, time, insufficient knowledge, etc.), would you be willing to hire a volunteer as a present?
Question 6	Would you be willing to pay for this service?
Question 7	What would you like to know from a volunteer in order to trust him or her to help (multiple answers possible)?
Question 8	Are you or have you been an informal carer?

5 Results and lessons learned per location

5.1 Danish results

5.1.1 On workshops

In DK, our first sprint consisted of two workshops, designed to facilitate investigation and co-creation of suitable tasks to include in the GtG platform (A detailed description is in appendix 2).

Workshop (+location)	Number of participants	Average age	Sex
WS#1a, Egebjerg	7	71	4M / 3F
WS#1b, Vig	7 + local priest who took part	74	7 F

A total of 14 seniors took part (only 13 filled in the ICT-questionnaire). They were recruited through local senior associations and through a church meeting for seniors. All participants are active seniors who take part in village life and in the associations for seniors that already exist (the respondents cannot be categorized as lonely).

(Image Workshop 1b in Vig, Odsherred. 7 participants debating which tasks to solve).



The workshops took place in Egebjerg and Vig respectively. The two communities are 5 km apart.

Workshop tools were selected to maximize co-creation among seniors.

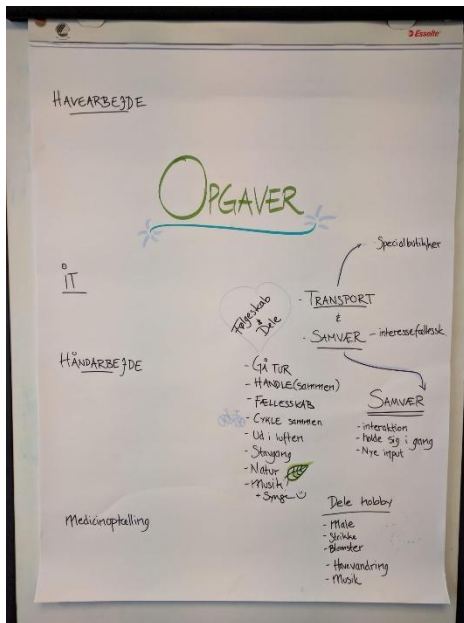
We used one-on-one conversations prompted by question cards and mood/inspirational photographs, interchanging with plenary sessions for harvesting insights and co-creation of elements such as possible tasks, reasons to help each other, and barriers to reach the lonely seniors.

Results were captured via graphic facilitation in the plenary sections.

We found that the most useful 'lists' to compile were those of "Tasks" and of "Objections and reasons to help each other". Talking about 'what one might do for others' was quite popular, and the participants enjoyed elaboration on places to take others, or on which tasks in the home

might be systematized better. Cycling came up at both workshops as something many would like to help others with. In general, the tasks of escorting people around - to shopping, museums or nature - came through as a strong candidate for what people would like to help with.

Typical Helper tasks identified in workshops are compiled in a list in the section “Lessons learned”.



(Image: Tasks collected in co-creation during Workshop 1b in Vig, Odsherred)

5.1.2 On pilots

To test assumptions and insights from our workshops, we have run two pilots and a third pilot is planned. The pilots have been “handheld” as we do not yet have a system to match tasks with Helpers. We found the Users, the tasks and one of the Helpers via workshops and interviews. The remaining “Helper” was a member of Danish Civics team. After the pilots we have debriefed respectively the Helper and/or the user. In pilot 1 (P1) we had a particular focus on the role of the Helper. In pilot 2 (P2) the focus was on the User.

Below we sketch initial findings but will cover the pilots in depth in D2.2. (Debriefings in Danish, appendices 3 and 4).

Initial findings

Pace: In both pilots the importance of aligning expectations before the actual task-performance stood out. In P2 we found that the user was very sensitive to the speed of the Helper, and often would feel rushed when being helped by those a little younger. This knowledge helped our Helper to pace the activity after User, avoiding negative vibes in this respect. In P1 our Helper initially felt very impatient as she had come with a lot of energy and a “let’s get cracking”-feeling, whereas User was very slow paced, wanted to drink coffee before performing the task etc. Only when Helper decided to pace herself after User did she stop feeling frustrated.

These experiences suggest that both Helper and User may have to pace themselves and their speed to match their 'opponent' in order for the exchange to work out successfully.

Success: Both debriefings show that the User and the Helper are ready to repeat the pilot in "real life" and we take that as an indicator of success - at least for these two women.

The pilots have shown us two examples of tasks (1: practical help in the house and 2: transportation & company for a museum visit), that we want to examine further in the second sprint.

5.1.3 On interviews

We have met with and interviewed local stakeholders at +22 meetings within the first 3 months of the project. Most of our accumulated insights have been channeled into other parts of this document, but a few main points will be treated here. (A brief summary of the interviews can be found in appendix 5).

From our interviews with health care professionals we have learned that Helpers need a possibility of debriefing after giving help - especially if something was difficult. If Helpers experience that the administration or the professionals ignore them, they quit. This is the case for volunteers in retirement homes, but we suspect that we shall need to develop a similar mechanism for GtG. Helpers will not want to come back if they experience difficult assignments or difficult people and are not able to place their dissatisfaction or difficult emotions somewhere.

There are several types of tasks that are not suited for the GtG platform. One is giving help to people with dementia, as this is a task for professionals. Other tasks are those that resemble jobs that professionals or small local businesses are offering - such as mowing the grass once a fortnight or window cleaning. Where these tasks are concerned, we risk competing with the local economy instead of boosting it, and this could prove to be costly in lost goodwill.

5.1.4 Lessons learned: Tasks

From our workshops, initial pilots, and interviews we have derived the following.

Tasks / services / activities

In the workshops and interviews we have found a wide range of tasks and activities that we consider more or less suited as 'services' to perform. A few suggestions have bordered on need for professional help, i.e. helping to count and prepare medicine. Such tasks are beyond what we intend to solve and therefore we have chosen to not report them here.

The tasks may be divided into three categories; tasks of the hand (practical tasks in the seniors' home or immediate surroundings), of the mind (company, reading, talking) and of a more actionable nature (outbound excursions).

Activities	Companionship / Mind	Practical / Hand
Bicycling / rickshawing	Sharing interests (hobbies - painting, knitting, photography, gardening)	Practical tasks about the house
Walking/Nordic walking	Reading	Gardening
Garden walks	Singing	Systematizing (photos, wardrobes)
Nature walks (with/out dogs)	Being together / companionship to ensure new input and staying active (said by the active senior)	IT-help
Shopping	Cooking and eating together	Sewing/repairing clothes
Music trips (e.g. concerts)	Sharing stories from life	
Museum trips	Going to church together	
Transportation for practical purposes, e.g. a trip to the optician, the dentist or special shops	Being driven to church	
Going to the graveyard or to church on sundays		
Traveling		

Even though the tasks may be grouped, the social element, and relief of loneliness, is a potential gain in all categories. However, not all Helpers or Users will feel like chatting, and chemistry between people is also an issue.

5.1.5 Lessons learned: Personas, customer profiles and value propositions

Initial findings do not yield a sample population large enough for us to perform quantifiable segmentation and/or derive statistically representational customer profiles for the possible Givers, Users and Helpers. However, we presently work with archetypes based on individuals from our workshops and interviews, who embody the most prevalent traits, needs and opinions that we have met so far¹.

¹ We aim to be able to do a wider range of customer profiles after the second sprint, enabling us to do representative segmentation and value propositions.

Personas & Customer Profiles

The following personas are based on the aforementioned archetypes. We have constructed a customer profile for each, based on the personas.

Persona: Brigitte, Helper



About

Brigitte is 68 years old and lives in a small town in a rural area.

Brigitte retired three years ago after working 38 years as a primary school teacher.

Brigitte is married to Martin and they have three children and four grandchildren together. Brigitte collects the youngest grandchild from kindergarten every tuesday. Brigitte also helps her mother, 88 years old, with the garden

Goals

Brigitte loves reading and she often goes to the local library. She also takes a daily bicycle trip to a little forest nearby. She loves to help out where she can. Not only her own family but also neighbours and people in her community.

Challenges

Brigitte is in good health and she likes to move and to have things to do in her everyday life. Brigitte has a lot of friends. She takes bicycle rides with some of the women during the week and invites her and Martins mutual friends to dinner parties once in awhile in the weekends.

Issues re. GtG match

Brigitte is married to one of the most active seniors in Egebjerg. They are both very kind people who would like to help where there is a need. When we arrived to the village we were warmly welcomed in the community because of people's' kindness but maybe also because they could see an initiative here that would attract business to the local stores and help to lonely seniors. Brigitte has participated in our workshop 1 and helped us with pilots. But she doesn't seem very interested in more tasks and neither in the gift cards. We are therefore not 100% certain that Brigitte is an actual potential Helper.

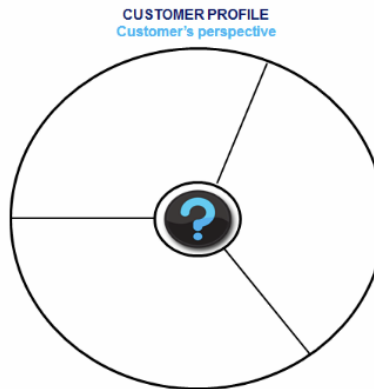
Customer profile: Brigitte, helper?

Write here Gains...

- Feeling good about herself
- Helping others
-

Write here Pains...

- Lack of time
- Lack of confidence in the GtG model
-



Jobs that the customer is trying to get done

- Helping people in need
- Good conscience/ showing fellow citizens that she does right

**Persona:
Sarah,
Helper**



About

Sarah recently turned seventy. She lives in the countryside, a few km from the nearest small town.

Sarah retired some years ago after working in various occupations; for a short time as a home nurse and in the latter part of her professional life in the couples' own shop, a goldsmith. Since retiring, periodically she's had a part time job as a guide at a local museum.

Sarah is married to Svend and has two children from a previous marriage. She also has grandchildren. The Children and grandchildren visit ever so often, but not on a weekly basis as they live far away.

Goals

Sarah enjoys art and museums. She likes getting out and about, talking to people and getting new input. She loves to help out where she can, noticing how she's made a difference to whomever she's helping.

Challenges

Sarah is in good health and likes to have things to do in her everyday life. The couple are very happy, but Sarah's husband seem more marked by age and she needs to get out of the house and 'do things' to not feel penned in.

Sarah has close friends, but don't see them as often as she'd like.

The couples' financial situation is a little strained. They have been collecting stamps for many years and are selling from their extensive collection - this brings in a little extra cash. Sarah would like to make a little extra for everyday luxuries - such as proper cheese from the local farm shop, or good chocolate.

Issues re. GtG match

Sarah is a perfect match as Helper for GtG. She doesn't mind the money involved, she likes helping and she needs to get out of the house every now and then, to talk to other people.

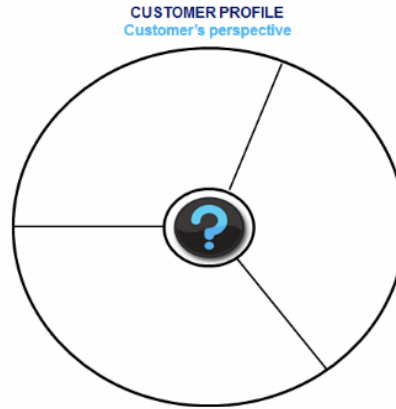
Customer profile: Sarah, a potential 'helper'

Write here Gains...

- Economic boost
- Economic security -> emotional stability
- Input for home life (something to talk about)
- Change of scenery
- Helping others brings satisfaction (emotional)
- Likes to know neighbours

Write here Pains...

- Would like a little extra to finance everyday luxuries
- Staying at home with husband all day can get a little boring
- Life seem to be passing by
- Lack feeling useful



Jobs that the customer is trying to get done

- Earn a bit extra (feel more secure economically)
- Get out of the house (new input, socializing, break from everyday routine)
- Helping others, emotional need

**Persona:
Catherine,
User**



About

Catherine is 85 years old and lives with her husband in a senior house share. She is Physically and mentally healthy and keeps her own garden. She has 2 children and 4 grandchildren but she doesn't see them very often as they live far away.

Goals

Catherine likes to read, experience art, have good conversations and keep the garden. Until one year ago she was the head of the Senior House Share where she lives. She likes to make a difference, but can't overcome to do things for others anymore.

Challenges

Catherine's husband has an undiagnosed dementia, which she is ashamed to talk about. The husband's state is a great problem to her as she doesn't get the everyday conversations she needs. She has no one to share everyday thoughts, joys and experiences with. She tells us that her children - especially her son - have a very romantic view on her life. Her son thinks that she can do anything she wants, but Catherine herself feels very limited - partly because she doesn't have a car anymore.

Issues re. GtG match

Catherine was very happy after the trip to the museum and asked: "Would you go again?", she replied: "Yes, definitely - and at least once a month!" Catherine has some reflections about match between User and Helper: to her it is very important that the Helper matches. It is no fun to visit a museum if the Helper cannot discuss art!

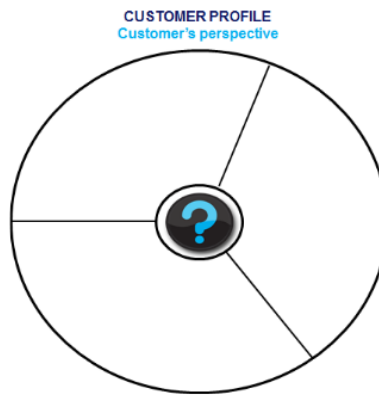
Customer profile: Catherine, potential user

Write here Gains...

- Get out of the house
- Get new inspiration
- Good company/new relation
- Joy

Write here Pains...

- Feeling lonely
- Bored
- Locked up with a husband with dementia
- Can't get out bec. of no car and living in the country side
- Longing for inspiration
- Children don't pay visits (**living far away**)



Jobs that the customer is trying to get done

- Functional: seeing landscapes, sharing the joy of looking at the landscape,, watch art and discuss it with someone/sharing an art experience
- Social: show fellow elderly (and maybe children) that she gets out
- Emotional: joy, inspiration, meaning

**Persona:
Katty
User/
Helper**



About

Katty is 86 years old and lives alone in her summerhouse, which she and her husband built 20 years ago. Her husband passed away 4 years ago. Katty retired 20 years ago after a long career as a primary school teacher. She has 2 children and 4 grandchildren and although they live far away they pay her a visit quite often. Her grandchildren help her out with tasks that she cannot overcome herself eg. practical things in house and garden. Katty has bad legs and she can only walk slowly and over short distances. She still drives her car and helps out her neighbor, driving her around.

Goals

Katty is mentally very healthy, reads lots of books and helps her senior neighbour with IT. She buys helps for her garden and for cleaning the house.

Challenges

The biggest challenge for Katty is her bad legs. She would like to be independent but has got used to paying professionals for help with the garden and cleaning, and to ask the grandchildren to help with smaller practical tasks eg. hole in the roof of the wood shelter or vacuuming the heat pump - tasks that could be ideal for an exchange of gift cards.

Issues re. GtG match

We proposed Katty help with vacuuming the heat pump, and she considered the proposal a couple of days and then dismissed the idea².

² Wrote a lengthy e-mail with questions about the size of the task vs. value of the gift card and other worries.

Customer profile: Katty, user?

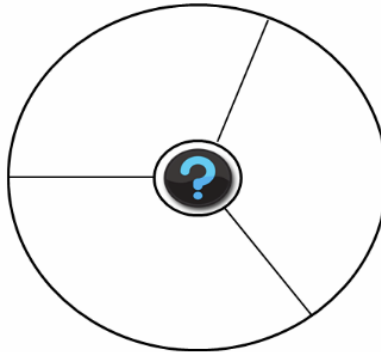
Write here Gains...

- A house that shines
-

Write here Pains...

- Being dependent on other people's help
-

CUSTOMER PROFILE
Customer's perspective



Jobs that the customer is trying to get done

- Get windows cleaned
- Feeling independent

**Persona:
Otto,
User**



About

Otto is 78 years old and lives alone in an apartment on top of the local hall, where he has a senior job as a caretaker. He is Physically and mentally healthy although his legs poses some problems. He is unmarried but has a son who is in his twenties. They don't see each other that much. His cousin helps him out in the kitchen when the Hall has many visitors.

Goals

Otto uses most of his time in the local hall. He is known in the village for having time for a chat when someone needs it. Otto is fond of helping others and loves a good chat.

Challenges

Otto has a lack of female company in his life. He thinks he is lucky to have his cousin around. Her husband passed away 2 years ago so they help each other chasing the loneliness. Typical female tasks are not Otto's favorite - and he can't always ask his cousin.

Issues re. GtG match

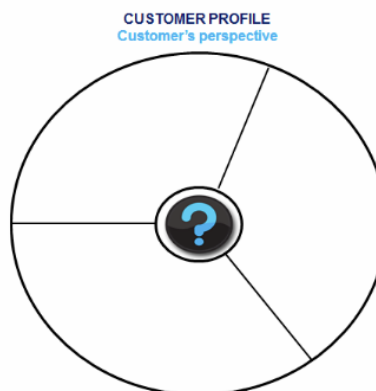
Customer profile: Otto, user

Write here Gains...

- Get the task done
- Company and a chat over a cup of coffee
- Joy
-

Write here Pains...

- Dependent on help from other people especially tasks in the household
- Lack of female companionship
- Has a strained relation to his son ie. no help from him



Jobs that the customer is trying to get done

- Functional: having 6 beds made and thereby get ready for receiving guests
- Emotional: The feeling of help and support feels good
- Social: avoid the shame it is to present unmade beds to his guests.

Persona: Martin, Giver



About

Martin is 51 years old and lives with his wife and two teenage daughters in a house north of Copenhagen- a three hour drive from his parents. Martin's parents are 78 and 82 years old and they live in the countryside in their own house. Martin is busy with his everyday life with job, family, friends and a big house. Martin doesn't have enough time to help out his parents with practical tasks in their house and garden.

Goals

Martin has a demanding job as a leader in the IT business. He loves to spend time with his family and once in a while he and his wife travel to one of the capitals of Europe.

Challenges

Martin feels guilty about leaving his old parents so much alone, when he knows that they need his help.

Issues re. GtG match

Martin thinks GtG is an obvious way of helping his parents and he is happy to be able to give them acceptable gifts.

Customer profile: Martin, giver - far away from parents

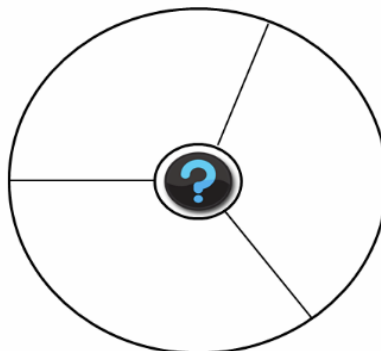
Write here Gains...

- Getting common ground over shared activities/interests
- Expressing care
- Heightening quality of life for parents
- Alleviating growing loneliness for parents
- Good price point

Write here Pains...

- Time constraints in the everyday
- **Geographically far away** from parents
- A very "online life" - but parents are not online
- Finding meaningful gifts

CUSTOMER PROFILE
Customer's perspective



Jobs that the customer is trying to get done

- *Alleviate guilt for not helping old parents*
- *Express care and consideration*
- *Find an acceptable gift*
- *(Re-)connect with parents*

Concluding on personas

Helpers: In our workshops we have found three different types of Helper personas; Brigitte, Katty and Sarah. Where Sarah is ideal as a Helper in GtG, Brigitte and Katty are not. What differs is mainly the question of the gift card, but it does so in two different ways: 1) Brigitte doesn't want to receive anything for helping (economically independent) and is somewhat appalled by the thought of being paid; she also experiences time-constraints. 2) Katty also does not need the little extra and whilst she likes helping others, she's uncertain that she can do the 'job' well enough. Introducing the gift card stops her because when she's getting paid, she wants to deliver on another level than when she's just being motivated by kindness. The Katty-persona regards 'being paid' as something that makes helping a job and sets certain standards - and she worries that she can't live up to those standards. Thus, the GtG mechanism has a double barrier effect with regard to 'being paid'. Only the Sarah-persona regards 'the little extra' an incentive.

One of our assumptions has been that we need to recruit Helpers from the very *active* seniors, who are already *volunteering* for other things. This assumption has turned out to be wrong as the very active are far too busy, and the volunteering types appear to do what they do motivated by altruism.

As we move on into the second sprint, we shall be looking at other segments for the Helper-role. For instance, the discount supermarket chain REMA1000 have developed an app that allows customers to shop for each other for a small amount. We know of seniors who use this service to shop for groceries for others, oftentimes someone they don't know. But some shoppers become 'regulars', and the opportunity for a coffee and a chat arises. Who are these shoppers, and how can we reach them? This is a persona to investigate!

Users: We have worked with three potential User personas. Whereas Otto and Catherine are a good match as GtG Users, Katty is not.

Katty is a very good example of a GtG mechanism pitfall: Katty is so used to paying professionals for work that she was unable to accept help without paying a salary pr. hour³. Additionally, she worried over the value of the gift card vs. the actual task, that she was uneasy about the whole concept and backed out of a pilot.

What has become clear is that we are very far from reaching the groups of seniors who need the help for emotional reasons: the ones who are isolated, feeling lonely. This is discussed further in the section "Identified needs for GtG". We are closer to the groups of seniors who need help for practical reasons, but as Katty illustrates, getting them to use the GtG mechanism may be more difficult than initially imagined.

As we move into the second sprint we will be investigating what difference going through relatives will make, as receiving a gift card from a relative may very well imbue the initiative with quite a bit of goodwill and trust.

³ In addition the tasks that she felt was the most urgent was washing all windows and clearing the garden for leaves and weed - tasks that we think are for the small enterprises in the village.

Givers: In the first sprint we have not dealt with Givers much and the above persona is a mix of the project initiators who came up with the idea based on personal experience. However, as we have found it difficult to identify and reach Users, we are aware that we may need to 'go through' Givers to do so and we will test that in the next sprint.

The difficulties in reaching both Helpers and Users lead us to look to new channels and segments.

5.1.6 Lessons learned: Channels & partners

Local stakeholders (the nurse, the priest, head of senior NGO "Egebjerg Pensionistforening", head of Carecentre, owner of clothes-shop) offer to help us handing out leaflets to potential Givers, Users and Helpers. These are channels to consider.

In retirement homes, seniors, or their relatives, are already paying extra to have tasks done (weed the private patio of a senior, rearrange furniture). This may mean that paying for something extra will not seem unusual to this target group. In retirement homes, 80% are demented, but the remaining 20% really need company and help to go on excursions. This is a market that we have not initially been focusing on.

Local shop owners etc. have great expectations re. GtG as they see a potential for a boost to the local economy. We have talked to several local traders who would like to collaborate. Also, the locals who are invested and active in their community are very aware that many shopkeepers are barely hanging on in rural areas. As a result we have been met with much enthusiasm from this group as they would very much like to help the local community survive, and see a possibility of keeping the money in the local economy.

With regard to gatekeepers and reaching our target groups, the following two organisations are of particular interest:

Ældresagen (senior NGO ("DaneAge")): Initially, we had been told, that Ældresagen are already doing something similar to GtG and might be a competitor. As we have uncovered that their solution is far from meeting the needs of the seniors, and does not seem to reach the target group, the competition element dissipates. (See resume of interview in appendix 5). What is left is the possibility that Ældresagen might be turned into a partner. Ældresagen enjoys much goodwill and trust in the senior population and would be a formidable partner to GtG.

DGI (Danish gymnastics and sports association): Through a project aimed at involving seniors in the sports- and hobby associations of Odsherred, we have come into contact with DGI. They appear keen to explore a collaboration as they need help bringing inactive seniors into the associations. We, on the other hand, could benefit from their goodwill and organisational clout, as we might be able to use a partnership to reach both Helpers, Users and Givers through their platform. (1,5 million members nationwide (of a population of 5,5 million) and more than 250.000 senior members).

5.1.7 Lessons learned: Identified barriers to GtG

In the Danish context we've been met by various assumptions on the solutions already in place, on competing initiatives and by a range of local narratives about "what we do here." These have challenged our basic concept and business model. In this section we introduce the ones most prevalent and comment on their relevance.

Stakeholders' and participants' perceived barriers or objections to GtG

Some of the stakeholders are very aware of barriers to the project. To some, the barriers justify their rejection of the whole concept of GtG. In the following we list the objections/barriers and go into detail with the three objections that have seemed the most prevalent or risky.

- There is no need
- We're already too busy [from the potential Helper segment]
- More IT? No thanks! [pot. Helper]
- Will it be misused so that I'll be doing things that the person could do himself? [active senior]
- I help the people I know [active senior]
- It's already being done (and for free)
- Is it safe? [broached by both pot. Helpers and Users]
- Money shouldn't be involved [pot. Helper]
- Asking for help makes me feel a burden [pot. User]
- Will this aid politicians to cut even deeper into welfare?
- I just use my network [potential User]
- I feel insecure around seniors helping if they're very much younger than I am as I can't keep up [pot. User]

On the most prevalent objections

"There is no need"

The first and strongest barrier we found was whether there is a need for GtG as "*We already have The Helping Hand*" (Initiative under the NGO for seniors in Denmark, Ældresagen). Our interview with The Helping Hand's volunteer in Vig revealed that he primarily helps active seniors who are acquaintances of his. He has no interaction with relatives of the seniors. In 2018 he gave a helping hand 6 times. In addition, we found that there is a Helping Hand in 18 of 215 local volunteer groups of Ældresagen (Please find a summary of the interview with The Helping Hand in appendix 5).

We theorize that this objection to GtG is more to do with resisting change and that the real issue might be a trust-barrier, as Ældresagen is a trusted organisation and GtG is not. We are presently exploring two options to get around this barrier:

1. We need to communicate very precisely what is special about GtG and how GtG differs from The Helping Hand and from the help from peoples' own private network. These are tasks for the second half of the project and for the commercial pilots.
2. We seek collaboration with Ældresagen themselves.

3. Additionally we are in a process to map the possibility of collaboration with DGI (Sports-organisation). More on this in the section Partners.

Another variant of “*We don’t need GtG*” comes from the ‘active seniors’ with a strong network. They can easily do without external help, because they get help from neighbours and network whom they themselves help when needed. The active seniors don’t need a giftcard as they ‘return favours’ with help when needed.

Lesson learned: This segment of seniors are neither Helpers nor Users of GtG.

On the other hand we find the local nurse and the priest who both point out that the (lonely) seniors with the hardest needs will not reach out to GtG. We have not yet found a way to overcome this barrier, but we work with the assumption that we must focus on collaboration and communication: we hope to collaborate with the local nurse and the priest as they know about the seniors with needs. And we will communicate with the relatives of these seniors in order to let them know that there is a possibility of getting extra help. From the local nurse we know that relatives are positive about paying for extra help.

Money between people vs. altruism

During our workshops we have met barriers against the idea of getting rewarded with a gift card: “*Receiving payment for your help isn’t proper*”. This barrier is strongest among the participants who see themselves as volunteers and/or good neighbours. This barrier is therefore about personas: we seek Helper-personas who accept the advantage of the gift card: there is no risk of debt of gratitude and the Helper has the possibility of adding a little extra to a strained economy as retired.

Adding to the complexity, our informants have suggested that this reservation about paying for help is also both a generational issue as well as a question of local context. Therefore, in some parts of the country, this may be more present than others, and we assume a difference between urban and rural areas.

Trust

“*The most important issue for your project is to build up trust - Ældresagen (NGO for seniors in DK) already has that and you will have a hard time because of the trick-crimes we have seen towards seniors lately*”. (Interview with the local nurse). We seek a solution for the trust issue. Other platforms in the gig economy, operating in Denmark, eg. AirBnB and GoMore, use “NemID” to authenticate their Users. NemID is a personal internet authentication provided by the State. The adoption of this verification process will allow us to 1) know who is actually getting access to the homes of the Users and thereby minimise misuse, and 2) will lead to a heightened sense of security on the part of the Users. Another path to trust is to collaborate with Ældresagen (NGO for seniors in DK) or DGI (Danish sport association), see more in the section Partners.

5.1.8 Lessons learned: Reactions to the GtG mechanism

When explained, the GtG mechanism has attracted very different responses.

The local stakeholders who are hard at work keeping the rural community afloat would like to be part of a project that helps the seniors in the community. They also see a potential to funnel money into the local economy. Here GtG is perceived as a win-win project.

To the active seniors, on the surface it seems like a good idea to help seniors who need it. But the mechanism of someone paying to get help is a barrier. Also, the seniors we have found already in the volunteering community and at first as such in the 'potential Helper'-segment (age and fitness-wise) are actually averse to the idea of receiving 'payment' for helping and do not see themselves as potential Helpers for this reason. We have met with only one, who thought that getting a little something for her effort was an incentive.

Among potential Users of GtG, there has been worries about how the various tasks would be priced - both in relation to what someone might be able to afford, and in relation to whether a given gift card would be 'enough' for the service rendered.

The reasons for these objections to the GtG mechanism may be many, and may work in combination.

- Rural vs. urban areas. Our tests are done in a rural area, far away from major cities. The mentality here may differ substantially from more urban areas. The stories of "who we are" are rooted in the old agricultural traditions, where neighbours helped each other with many tasks during the year, and there was no help to be gotten from 'the welfare system'.
- Intergenerational differences. In our workshops, some participants have pointed out that among the younger seniors, there may be a different attitude to 'getting rewarded for help', and that it would be even easier with the next generation of retirees. Possibly, it is the eldest generations that are the most difficult to sway in favour of this solution.
- Our first investigations have been primarily amongst elderly who are already active and volunteering. They are doing this for the community, companionship etc. - and they are doing it "for the good of others". They are internally motivated to help others, and do not need extrinsic motivation and are maybe even of the opinion, that is "shouldn't be necessary." Stakeholders that DO need extrinsic motivation might be found in other circles and we will try to identify these in the next sprint.

5.1.9 Lessons learned: Identified needs for GtG

We have identified a need for help and a need for companionship. However, *reaching* the groups of seniors with the need who also fit into the GtG model is a challenge. As we saw with Katty, she does need help but her norms won't let her accept it through a system such as GtG. The hardest recipients to reach are lonely seniors in summerhouses. As they most often have not been living there full time for more than a few years, they do not have strong social connections locally and there may not be a neighbor to keep an eye on them. In addition, according to the local priest and nurse, they will not reach out and ask for help - possibly not even if the help is offered freely. (Suggestion from the nurse: put leaflets in the homes of these seniors before holidays so that their relatives might get acquainted with this opportunity).

The need:

- Loneliness among seniors is a general problem - 50.0000 seniors are feeling lonely in DK⁴.
- There is a lack of volunteers in the retirement homes, which also creates a need.
- There is a serious lack of “besøgsvenner” (Red Cross visitor service, volunteer based).
- Social services for retirees have been cut by nearly 50% over the last 10 years⁵, which leaves a lot of practical tasks unattended (as well as some which we cannot solve, see bullit below). As public funding has been cut, there has been a significant rise in the private funding of some of the tasks that are no longer being performed; however, a sizeable group of elderly (a third of pensioners, or 300.000, see details on pensioners’ economy in appendix 6) are not in a situation where they are able to afford this.
- Only 24% ⁶of the retired population are defined as “vulnerable” and receive help from social services. This leaves 76% who are not automatically receiving help for practical tasks in their everyday lives. Of these, many have a functioning social network, but we know from our informants, that some of these in their networks still find it very difficult to ask for help without giving something in return. Those without network rely solely on relatives - who may live far away.
- Quality of life is greatly enhanced through social interaction and sharing experiences⁷. Some of the Users we have talked to have expressed precisely this need.

The GtG model compatibility - Or: whom we can and cannot help.

- With 80% of residents in retirement homes demented (and outside our target group), 20% are, on the other hand, in a great need for companionship and conversation, because they are isolated in communities where the majority are not able to engage in conversation or ‘give anything back’.
- Also, in an ideal system, our Helpers will not turn up to an assignment in a home, where the senior living there has completely let go and both person and home is coming apart. This need is too grave and therefore a job for social services. This points to the importance of aligning expectations and describing the task well, as well as some kind of support-function in administration.
- The seniors hit by the cutbacks in welfare services need both practical and personal help. Bathing and other personal hygiene tasks, for instance, are beyond the scope of GtG.

5.1.10 Value propositions

On the basis of Personas and Customer profiles - which are still on a fairly individualized level - we have derived the following two Value propositions. They are directed at a Helper (Sarah) and a User (Catherine) respectively.

⁴ <https://www.aeldresagen.dk/viden-og-raadgivning/helbred/ensomhed>

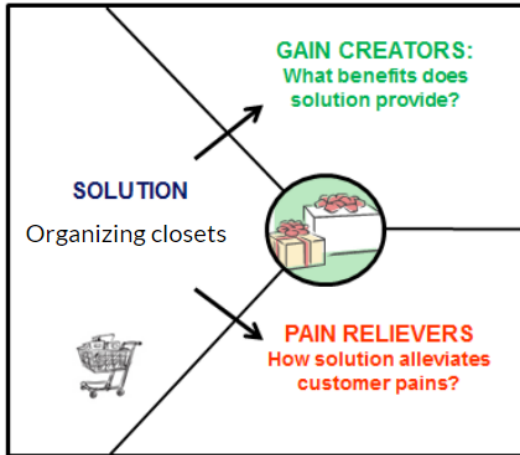
⁵ VIVE: Hjælp til svage Ældre, 2019 <https://www.vive.dk/da/udgivelser/hjaelp-til-svage-aeldre-12270/>

⁶ <https://www.vive.dk/da/udgivelser/hjaelp-til-svage-aeldre-12270/> page 27

⁷ Bluezones.com

Sarah Value Proposition

VALUE (PROPOSITION) MAP
Service provider's perspective



Solution for the Sarah-persona:

Write here the Gain creators:

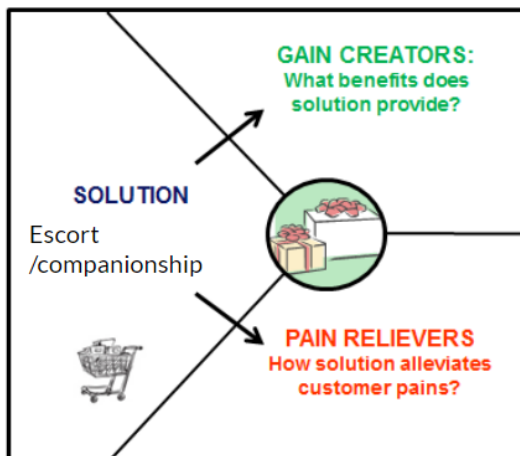
- 1) Altruistic satisfaction
- 2) organizing = fun

Write here Pain relievers:

- 1) Economic boost
- 2) Input (relieves boredom)

Catherine Value Proposition

VALUE (PROPOSITION) MAP
Service provider's perspective



Solution for the Catherine-persona:

Write here the Gain creators:

- 1) Social interaction
- 2) Cultural input

Write here Pain relievers:

- 1) Activity (relieves boredom)
- 2) Mobility restrictions sorted

Both Sarah and Catherine are good matches for GtG as we are able to supply them with several gains and relieve several pains through our intended services. What now remains is to find more Helpers and Users resembling Sarah and Catherine, and testing whether they as a group are also served by the mechanism and solutions of the GtG platform.

5.1.11 Summary

Identified need for GtG

There is a need for seniors helping seniors both from a practical and a social perspective. And as helping with practical tasks oftentimes will lead to social interaction, many GtG tasks will solve two problems in one go.

Volunteers vs. 'quid-pro-quos'

As stated, pursuing the 'volunteer-segment' has proven the wrong path as there is a disconnect between volunteering and getting paid. Thus, identifying different Helper-segments is a priority. This is undertaken by looking to other sharing economy initiatives such as the Rema-1000-app-users (described in the persona paragraph), to see where seniors are actually motivated to do something for others whilst getting a little something in return.

Another path we're investigating is identifying whether it is rather among those who are members of senior associations (i.e. sports, knitting, cooking) that we may find our Helper- and User segments. An additional upside to collaboration with associations is that they supply trusted channels through which we may reach the seniors.

Location

Also being considered is whether we are in the wrong location. That which at first seemed a strength - the small, close knit rural community - may have turned out to be a barrier: people are used to helping each other and they do so without wanting anything in return. Could we do better in a larger community?

Givers as gatekeepers - what the future holds

To reach the Users, and test our business idea re. Givers, a facebook campaign giving away free gift cards to GtG, aimed at our Giver segment, is in the pipeline. This way we hope to test whether we can engage Users by way of their relatives. - If Giver is someone close to you, whom you trust explicitly, will you activate the gift card, just because this person thinks it's a good idea? - This is an assumption that we look forward to testing.

5.2 Portuguese results

5.2.1 Co-creation workshops

We decided to optimize the effort and gather as many people as possible in one session. We have got 11 participants.

In order to get participants more comfortable and confident, and to get accurate feedback, we used a set of little exercises that stimulate the brain. Also, we combined these exercises with the interaction of our team members, that have experience in gerontology and psychology areas.

The main objectives was to learn about the participant's profile (hobbies, likes, ICT habits, needs and tasks) and about the GtG concept to help us in the creation of personas and value proposition mapping.

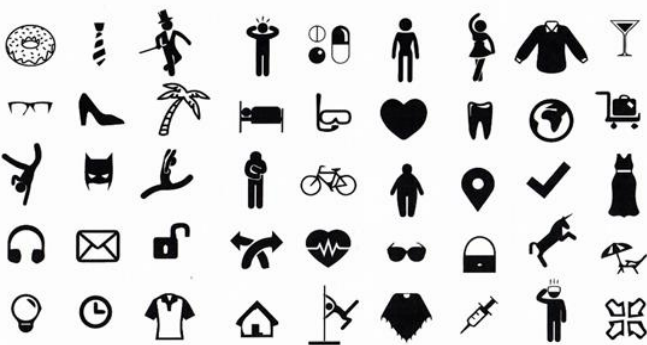
The workshop was promoted before and it captured the interest of all participants. Everyone wanted to be part of it, give their opinion and be aware of it. We started after lunch with a little presentation of the concept, what we were doing there and why their collaboration was important to us. See pictures of workshop below.



After that we had a sequence of exercises:

1 - Know themselves

We asked everyone to choose an icon that describes themselves and asked them to think about their personality, likes/dislikes, etc. After that they needed to tell each other outspeaking their thoughts.



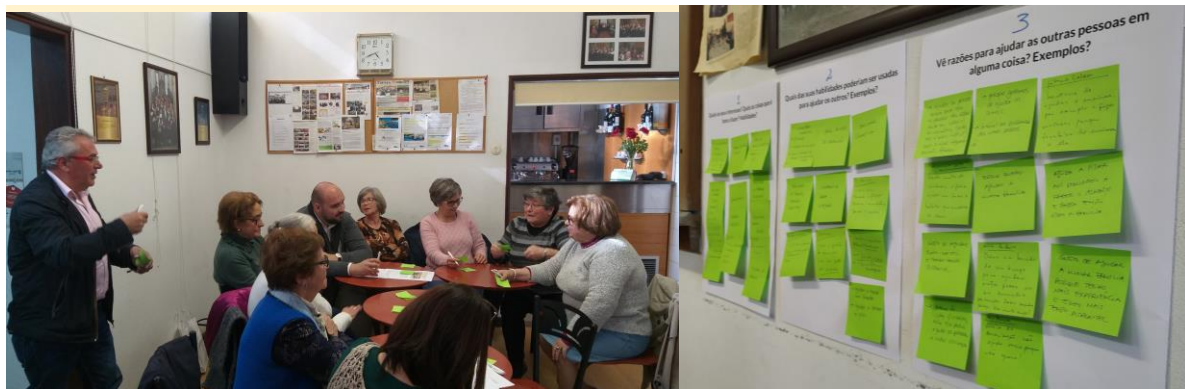
...and here are the results:

#	Gender	age	Hobbies / interests	Profile match
1	male	64	Music, sports, help	Helper
2	female	71	Walk, playing small guitar(cavaquinho)	User
3	female	75	Dancing, playing small guitar(cavaquinho), socializing	User
4	female	75	Dancing, fitness, knitting	Helper/User
5	male	66	Bicycle, walking, traveling	Helper/User
6	female	75	Dancing, knitting, talk, writing	Helper
7	female	67	Ironing clothes, cooking, playing small guitar(cavaquinho), traveling	Helper
8	female	72	House cleaning, hand-craft works, knitting	Helper
9	male	62	Beach, gardening, drink with friends, relax	Helper
10	female	83	Sports, walking	User
11	female	70	Cooking, walking, knitting	Helper/User
	Average	71	Music, knitting, walking, traveling, cooking, sports	

2 - Identifying needs & tasks

I used an exercise (Inspirational cards) which consisted of getting answers to 7 questions about participant's needs and tasks that they have the potential to provide.

Here we had some facilitators placed around the room to ensure that answers were being recorded and unlocking participant's interaction. In the end, we collect post-its with everyone's answers.



3 - Coffee break & ICT habits survey

As this target is very specific and typically value human relations, it made perfect sense to have a small coffee break with them that would promote a greater interaction between participants and moderators.

We took advantage of the moment to apply a survey about the Technology habits of the participants.



ICT Habbits	
Computer usage	I use my computer I run into problems/require help to use the computer
E-mail	I send e-mail I consider sending e-mails
Internet Browsing	I find information on the internet I require help to find information on-line
ICT Help	My family members/children/grandchildren help me with the use of ICT I get professional help with the use of ICT
Phone	My current phone has a keypad

4 - Getting values & emotions

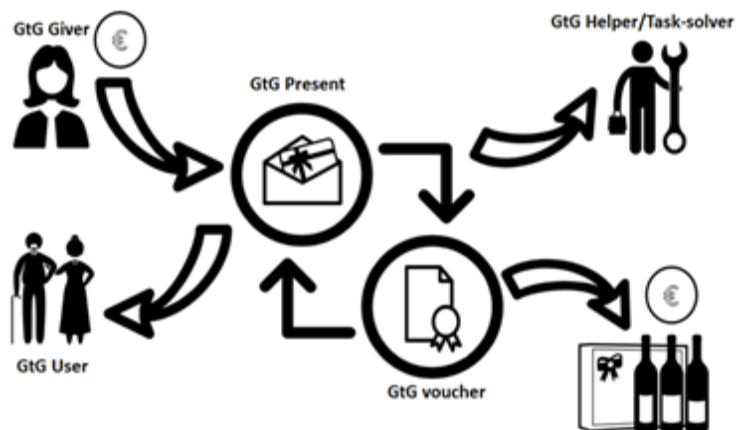
Following the general ideas we got together with our partners, we applied the “Photo challenge exercise” to get some values and emotions from the participants. We also used post-its to write the answers.

5 - Open brainstorming

We ended with an open brainstorming, putting together the participants and the moderators.

First we gave a complete explanation about GtG, after all the exercises it was very easy for all of them to understand the concept.

We started with a real case scenario, and after that... time to “fight” each other opinion about: trust, interest to be part of GtG system, gains, money/value involved, alternatives, etc.



5.2.2 Lessons Learned: Needs & tasks

Top identified needs:

- Mounting furniture
- Gardening (cut trees, spread pesticides)
- Repairing TV/internet/phone/electronics
- Bricolage (fix things)
- Painting
- Plumbing
- Cleaning up the house/roof/etc.
- Companion (for a walk, supermarket, etc.)

Top identified tasks:

- Cooking
- Walking
- Teaching music (singing and playing instruments)
- Companion (walk or traveling)
- Housewifery
- Fitness, sports & dancing
- Administrative/Financial help
- Gardening
- Drive
- Electronics

5.2.3 Lessons Learned: GtG concept

Results Open discussion (non-technical aspects of GtG platform)

Gift card concept:

- Most of them like the concept and found it useful and a good option to give someone
- Some people thought that is a way to not be creative, so don't like it
- Almost everyone likes the possibility to have different types of gifts

Trust:

- Most participants say that they will not open the door to a stranger. Just 1 person was ok with that.
- This changes a bit if they trust the person who offers them the gift card
- The system would be more reliable if Helpers were accredited professionals or part of a physical organization. At least they should be approved in the system
- If someone recommended a particular Helper that would be more reliable
- Some participants would feel more comfortable if they see a photo and bio of the helper or if they even talk by phone.
- Some participants (with ICT habits) suggested things like “review” and “comments” for the Helpers and the system to be more reliable

Payment/Appreciations:

- We asked participants about the payment to the Helpers for providing the service. We received some ideas:
 - Bottle of wine
 - Service exchange
 - A dinner/ ham
 - A voucher (consensual)
 - Money + appreciation

5.2.4 Results ICT habits

Some results:

- We found 45% of participants that never used a Computer and 36,4% that never sent an email;
- They are familiar with smartphones, 8/11 have a smartphone that they use mostly to make and receive calls and take pictures;
- 36,4% never made a videocall, 45% never used a social network and 81% never used internet to buy goods/services.
- 18,2% of the participants have daily problems using PC
- They usually get help from family and only 9,1% get professional help
- 36,4% consider it hard/very hard to add apps onto a smartphone

5.2.5 Personas

User

Persona:

Fátima

[User]



About

Fátima is a 75 years old woman that lives in the center of Braga. She lives alone now, because her husband died 5 years ago and her children grew up and moved to the other side of the town.

However they are together every weekend to lunch. She is very active and doesn't like to be alone at home, so she joined a little association of retired people 2 years ago. There she made some friends and found occupation for her time. Now she goes there almost every day.

Interests

Fátima likes to be active, practice exercise, listening to music, dance, socialize with friends and traveling. She loves to be connected with family, although she is not with them every day.

Challenges

After her husband died, she stayed sad for a long time and as she lives alone, she needs to have some companion.

To be more connected with family and friends she has thought of buying a smartphone, but she fears that it will be difficult to learn how to handle it.

She knows family would probably be able to help her but as she doesn't want to upset them with that.

Persona:

Vasco

[User]



About

Vasco is 64 years old and lives in the city of Braga. He spent his life working at a bank and is now retired.

He lives with his wife in a nice house and has a very close relationship with his family.

Because they are still young they feel the need to keep active so they lead a small association of retired people where they organise a lot of activities such as music lessons, English lessons, handcraft works, and much more.

Interests

Vasco is very good at mathematics, so he easily uses a computer, and does a lot of administrative stuff in it.

He likes to help others and helps all associates with a diversified bunch of things (technology, administrative stuff, etc.).

Challenges

As Vasco manages the association, he is always busy, with numerous things to care about, such as events, activities schedule, subscriptions, etc. But he also likes to be active, so he does exercise 2 or 3 times a week to keep his body and mind healthy.

Still he has some time to travel and share his experiences with friends.

Persona:

Ana

[Giver]



About

Ana is 44 years old and lives with her husband and their two daughters, in a great house in a small locality of Vila Verde, near Braga city.

She and her husband have a small constructions company where he takes care about the operational tasks and she deals with administrative stuff.

In addition, Ana works in a small lactation factory, so she doesn't have much time to family.

Ana's parents are 71 and 65 years old and live close to her. They usually take care of a small a farmhouse.

Ana would like to help them, but as she is very busy, she can't.

Interests

Ana likes to be active and practice exercise. She usually walks and she likes to be with family and friend as much as possible.

She likes to get her family connected and prepare family dinners (usually at the weekend), when possible.

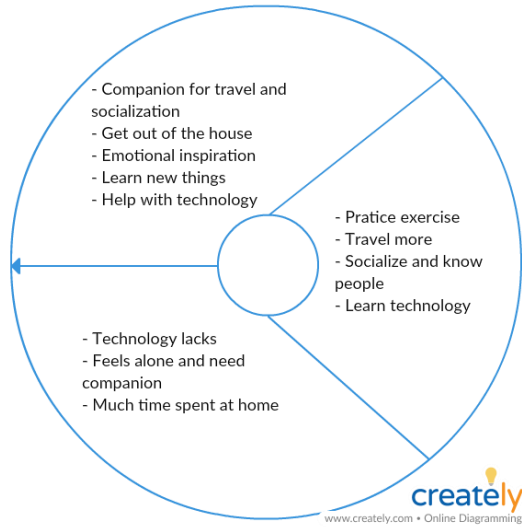
Challenges

She is happy with her life but the fact of combining two different works takes her a lot of time to family.

She dreams to more available. She also knows that her parents are getting old and will probably need more help soon.

5.2.6 Value propositions

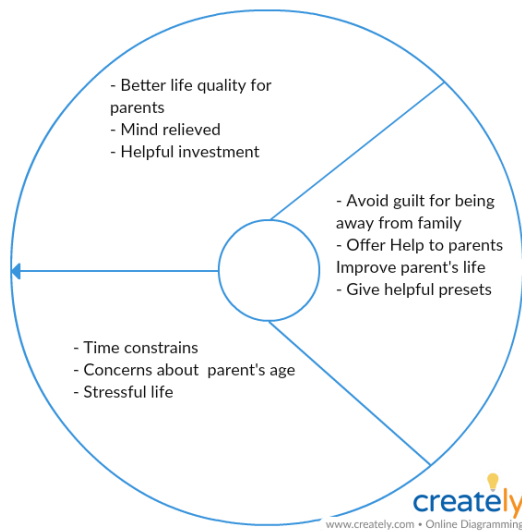
User



Helper



Giver



5.3 Dutch results

5.3.1 Results co-creation workshop 1

Based on the recordings made, pictures and notes taken, we here present the results from the two co-creation sessions in workshop 1 per individual programme item/ co-creation exercise.

In the first session 7 older adults participated (average age 65 years, see below). In the second session we had 9 participants (average age 83 years), 7 visitors of Cafe Wijns plus their two mentors. In the first session one participant was in a wheelchair, recovering from a hospital visit. In the second session two participants used walkers to move around. The second session was organised as we did not succeed in attracting many 'GtG Users' in the first session.

We started the session with coffee and apple pie (session 1) or lunch (session2). The project was introduced briefly and all consent forms (signed and) collected. All participants agreed to the sharing of their information.

Programme and Results Co-creation sessions Workshop 1

12:00-12:30 Lunch (taking in / handing out consent forms, handing out name badges)

12:30-12:35 Welcome and a short introduction to why we are together today ...

12:35-12:55 **Introductory exercise with 'Pictogram energizer'**



To get to know each other please pick one pictogram that you like, and then please tell us your name, your age, which pictogram you chose and why.

Results 'Pictogram energizer' for getting to know each other

We asked "What is your name, your age and which of these pictograms suits you why?" This exercise worked really well as an ice breaker. In Session 1 (average age 65 years) almost

everybody appeared to do volunteer work (with Senior-Live) and people mentioned many hobbies and leisure activities such as going on vacation, painting or cycling. Most participants, 5/7, had a partner at home.

The participants in Session 2 (average age 83 years) took their time to introduce themselves with (long) stories about their long lives. For example, a heart was chosen as the icon that stood for being grateful for life so far. The participants appeared less active than those of session 1. Here only 2/9 participants were still living together with their partner. See an overview of the participants per session in the tables below.

Cocration session 1

Gender	Age	Hobby / activity	Domestic situation
Male	65	Theater, volunteer Senior-Live	Partner
Female	68	Active, informal carer	Single
Female	75	DIY, France fan, children Australia, partner active volunteer	Partner
Female	66	Painting	Single
Female	65	Cycling, running B&B, founder Senior-Live	Partner
Female	59	Volunteer, language support, humanitas, giving computer lesson Senior-Live	Partner
Female	59	Volunteer Senior-Live doing administration	Partner

Co-creation session 2

Gender	Age	Pictogram chosen	Domestic situation
Male	88	Globe. Indonesia born, loves traveling to the Philippines	Partner
Female	69	Eternal child	Partner
Female	89	Bicycle, Previously cycled throughout the Netherlands (vacation) with her husband	Single
Female	61	Globe. Wondered what it was, answered by Male 88	Partner
Male	86	Woman, Always committed to women's emancipation and member of Dutch political party D66	Single
Female	91	Parasol and sun, been camping in Schoorl for 45 years, loved gardening and now enjoys it on the balcony	Single
Female	87	Parasol, camping person	Single
Male	83	Hart, satisfied with life. Very grateful, was married for almost 60 years	Single
Male	91	Parasol with lazy chair, enjoys the sun on the balcony and a good book	Single

12:55-13:15 **Exercise Inspiration Questions part 1: Dialogue** - 2 x 5 minutes per person, in groups of 2 plus support.

We formulated 7 questions to prepare, inspire and guide the session:

1. If you were in charge, what job would be taken care of today in or around your home?
2. Do you need any job done in or around your house that you (alone) cannot do? What tasks or activities are they?
3. Are there any jobs for which family, neighbours or friends can knock on your door? What tasks or activities are that?
4. What are you yourself good at? Think of interests, skills, what do you like to spend your time on?

5. Do you ever ask for help to get a job done in or around the house? If so, to whom do you go for help? If not, why not?
6. Would it be nice if the elderly in your neighbourhood helped each other with small jobs or joint activities?
7. Do you offer to help others? If yes, what kind of help do you offer. If no, why not?

Today's goal is to investigate what the Gift-to-Gift platform should look like. For that we have given you a number of inspiration cards with questions. What are your interests, talents, wishes and needs? We would like to ask you first to discuss your ideas and answers in groups of 2: Each group has 3 roles, a storyteller, an interviewer and a listener / observer. The observer is someone from the project team. The interviewer may ask the storyteller 5 minutes per group about the 7 inspiration questions. The observer / supervisor is asked to write down important information on a sticky note in simple verbs. We change roles every 5 minutes, so that you are all a storyteller and interviewer. (make a recording of the discussion if ok to not lose any information)

13:15-13:35 Exercise Inspiration Questions part 2: Structuring and valuing input - in one large group

We are curious about what you have exchanged in your group and we ask you to tell something about this per group (not per person). Each group may also stick as many sticky notes as they think are important on top of the questions in question. We will come back to this later.

13:35-13:50 Break with filling out of questionnaire on ICT habits (meanwhile looking at collected sticky notes and sorting them by type of jobs, tasks and needs, sticking together similar responses)

Results: Dialogue on GtG concept based on 7 inspiration questions

We discussed the 7 questions, formulated to inspire and guide a dialogue with the purpose to understand the wishes and needs (jobs, pains and gains) of the participants and gather their input on the GtG concept. Questions 1 and 2 provided an answer, from different perspectives, on jobs needed in and around the house (potential Users). Questions 3, 4 and 7 provided an answer on potential tasks older adults may provide (potential Helpers). And questions 5 and 6 (and 7) provided answers and insight into the interest people may have in the GtG concept.



Question 1. If you were in charge, what job would be taken care of today in or around your home?

Question 2. Do you need any job done in or around your house that you (alone) cannot do? What tasks or activities are they?

Jobs to be done session 1	Jobs to be done session 2
<ul style="list-style-type: none"> ● Heavy garden work ● Heavy physical work ● Placing a fence ● Placing windows, double glazing ● Garden: taking away leaves, reorganize, gardening ● Take care of outside of house, painting (wood) ● Technical jobs, advice ● Computer help <p><i>No help needed, we/ my husband can do it ourselves.</i></p> <p><i>I have a handyman that helps with the garden (paid)</i></p>	<ul style="list-style-type: none"> ● Electricity matters, ● Garden around the house/ Garden maintenance becomes difficult ● Get groceries ● Connect TV radio ● Setting mouse traps... ● Looking for a lost hearing aid... <p><i>No help needed yet</i></p> <p><i>Do everything myself as far as possible</i></p> <p><i>I have a handy man.</i></p> <p><i>I have home care for showering</i></p> <p><i>I have domestic help</i></p>

Question 3. Are there any jobs for which family, neighbours or friends can knock on your door? What tasks or activities are that?

Question 4. What are you yourself good at? Think of interests, skills, what do you like to spend your time on?

Question 7. Do you offer to help others? If yes, what kind of help do you offer. If no, why not?

Jobs I can do session 1	Jobs I can do session 2
<p>Practical jobs/ interests like:</p> <ul style="list-style-type: none"> ● Shortening pants ● Get groceries ● Walk the dog ● Cleaning ● Bring someone somewhere ● (light) garden work ● Knit socks ● Creative activities, textile, DIY ● Handyman ● Redecorate summerhouse 	<p>Practical jobs/ interests like:</p> <ul style="list-style-type: none"> ● Restore clothes and socks ● Home maintenance (though technique has changed) ● Taking care of children in the street. ● Helping people ● Volunteering ● Do groceries, shopping ● Babysitting children neighbour ● Help neighbour after accident

<ul style="list-style-type: none"> ● Cooking ● Painting ● House Sitting in summer ● Cleaning up ● Decorate/ wallpapering <p>Mind work like:</p> <ul style="list-style-type: none"> ● Administration ● Financial advice ● Tax return ● Computer/ technology help ● Perform (digital) analyses, advice ● Organise volunteering work <p>Hobby/ entertainment/ company:</p> <ul style="list-style-type: none"> ● Drinking tea together ● Undertake things <p><i>Neighbours help each other Important to do something in return</i></p>	<ul style="list-style-type: none"> ● Volunteer work ● Care for animals (weekly task) <p>Mind work like:</p> <p>Hobby/ entertainment/ company:</p> <ul style="list-style-type: none"> ● Eat together ● Go out together ● Have outings and trips ● Play games ● Go on vacations for seniors ● Keeping company ● Doing puzzles ● Reading ● Knitting ● Photographing
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Question 5. Do you ever ask for help to get a job done in or around the house? If so, to whom do you go for help? If not, why not?

Asking for help, session 1	Asking for help, session 2
<p>Yes</p> <ul style="list-style-type: none"> ● Small things ● People in the neighborhood ● Good neighbour and son ● Good friends ● Befriended handyman (small payment) ● Cleaner for the house ● Get jobs done together <p>No</p> <ul style="list-style-type: none"> ● Not necessary, I do it together with my (handy) partner ● Asking a neighbour is difficult 	<p>Yes</p> <ul style="list-style-type: none"> ● Neighbour for electricity ● Curling hair by neighbour ● Getting groceries, cooking by son, ● Home care ● Ask children <p>No</p> <ul style="list-style-type: none"> ● I can still do everything myself

Question 6. Would it be nice if the elderly in your neighbourhood helped each other with small jobs or joint activities?

Helping each other, session 1	Helping each other, session 2
<p>Yes</p> <ul style="list-style-type: none"> ● Nice, social contact ● Company is important ● Get to know each other ● Do stuff together is more fun ● Everybody does something <p>Loneliness and language are obstacles for joining</p> <p>Importance of reciprocity</p> <p>Important topics: AED closeby Neighbourhood BBQ House Sitting in the summer</p>	<ul style="list-style-type: none"> ● Yes! We have a 'Burendag'(Neighbour day) with people in our apartment ● No, they are all "very old" ● It would be nice... ● Everyone lives their own life, their own worries, their own priorities...

13:50-14:15 **Deepening Exercise 1 via Photo challenge** - in one group

We have collected a number of pictures for you and would like to ask you to choose that photo (1 or 2) that appeals to you most and to explain why. Goal: Are there (latent) wishes, needs among the elderly in areas for which they might also mean something to one another? Note these new interests, tasks, activities on sticky notes and collect them on a separate poster "Photo question".

Results Photo challenge as deepening exercise on interests, needs and aspirations

Photo challenge comments, session 1	Photo challenge comments, session 2
<ul style="list-style-type: none"> ● Being socially active, interaction! Young and old together ● Checkout slip, Analyze and advise, spend money wisely ● Garden. Keep the garden together with neighbour, growing vegetables (I can do it, but I don't!). Dream to have allotment garden ● Party, Togetherness ● Family visit (France) 	<ul style="list-style-type: none"> ● Travel. Much done in Indonesia, now only within the Netherlands New trips are on the agenda. ● Handyman. She's still looking for someone ● Suitcases. For all journeys she has made, Thailand, Indonesia etc. ● Walking and walking. Still 3 times a week, every day shopping to get out of the house.

- Holidays
- Reading, reading, reading, Reading (newspaper digitally) + using the internet
- Vegan food: healthy, feel much fitter
- Painting. Inspirational in group, classroom
- Textile, knitting
- Cinema, Live opera, Music subscription
- Exercise, Exercise together
- Doing digital 'stuff', communicate via modern media



- Reading books, all sorts (male books on war too), she reads real paper books...
- Sailboat. Her husband's hobby, she loves being on the water every time with nice weather.
- Eating together. Important to have fun and to have fun with people who are pleasant
- Dancing. Together with his wife he has always danced in all community centers of Almere, including teaching. Now he doesn't do it anymore
- Food and drink. It is a hobby, also cooked in community centers to let people come together.
- Sailboat. Husband had one until they had children
- Woman in vegetable garden. She has always worked in the vegetable garden and her garden always looked very well cared for
- Setting sun. Now she likes to look at beautiful skies from her apartment overlooking the water.
- Walking, she used to walk much, but less now (crooked spine)
- Knitting. Making things, such as scarves for other people. Daily activity.
- Eating together, socializing (done often now)
- Taking a photo with a camera. He did this since he was 17, started with analogues and now digital. Technical equipment to convert analog to digital!
- Classical music, always listen to Brava 607 on the TV

	<ul style="list-style-type: none"> Shopping list. Such a long list is something from the past, food for an entire orphanage.
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14:15-14:35 **Quadrant energizers** with LEGO figures - in one group

Quadrant 1: *You see here a quadrant with 4 cartoon characters, asking you to place a LEGO figure on the characters that appeals to you most (e.g. Bambi, Daisy/ Katrien Duck, Olie B. Bommel, Obelix, Snow White)! Choose a position (take photo)*

Quadrant 2: *In this quadrant you see the different roles that you can choose in the Gift-to-Gift platform. Which role suits you best - this can be more than one: I am a User (with a wish or need), I am a Helper (with expertise or solution), I see no role for me (no interest?), I don't know yet?*

Please explain why did you choose the position in question? (to take a picture)

15:35-15:45 **Quadrant 3:** *In this last quadrant of today you once again see the different roles that you / the elderly can choose in the Gift-to-Gift platform. Which role suits you best - this can be more than one: I am a User (with a wish or need), I am a Helper (with expertise or solution), I am a Giver, I do not know ?*

Results Quadrant energizers 1-3

Quadrant energizer 1:	Cartoon Bambi	Cartoon Daisy Duck	Cartoon Olie B. Bommel	Cartoon Snow White (session 1)	Cartoon Obelix (session 2)
1, Session 1	1	3	3	2	-
1, Session 2	4	3	3	-	2
Quadrant energizer 2:	GtG User	GtG Helper	No interest	? Don't know	No choice
2, Session 1	2	5!	2	1	-
2, Session 2	2!	5!	0	3	
Quadrant energizer 3:	GtG User	GtG Helper	GtG Giver	? Don't know	
3, Session 1	-	-	-	-	
3, Session 2	0!	4!	0	2	



Session 1 Quadrant energizer 2

Session 2 Quadrant energizer 2

Quadrant energizer 1 with cartoon figures

During the first quadrant energizer people could choose Bambi, Daisy Duck, Olie B. Bommel, and/ or Snow White. In session 1 the respondents often chose two (opposite) figures. When asked the bear and lord of class Olie B. Bommel was picked because he radiates coziness and enjoys life. Daisy Duck was chosen to show that they were still very active. Bambi was associated with 'trial and error'. In session 2, the older older adults appeared to have little connection with cartoon figures and did not know them (well).

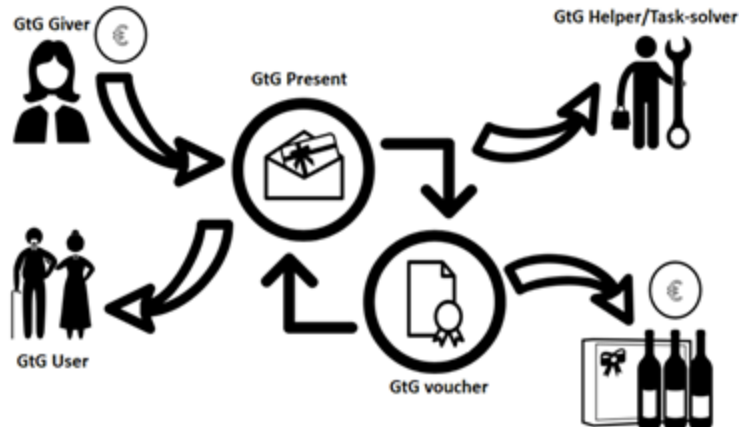
Quadrant energizer 2 with GtG roles of User, Helper, a question mark and No interest

The participants, young and older older adults clearly associate more with the role of Helper than that of User. Some people are very used to help others (with no interest in receiving money). Also in session 2 someone mentioned to rather help than to have to ask for help. Asking for help (with computer, electricity) is always quite difficult. Three people indicated not to know what or whether to choose. They already have (paid) support. Up till now they did everything themselves and if really needed they would go and ask someone. It also depends per the situation, whether you can offer help of use help...

Quadrant energizer 3 with GtG roles of User, Helper, Giver, and question mark

Only in session 2 did we do a third quadrant after we introduced the Helper role during the group discussion. Unfortunately, when we were at the end of the session some of the participants were already being picked up to be brought home. We therefore were not able to collect replies from all 9 participants in the last Quadrant energizer. Nobody indicated to be a GtG Giver (though they liked the concept). And again, unexpected perhaps considering their age and personal situations, five participants indicated to feel for the role of GtG Helper and none for the role of GtG User!

14:35-15:35 **Group discussion about the non-technical aspects of the Gift-to-Gift platform** based in part on an inventory of the input (sticky notes) collected this day - in 1 group at the table, using Fig 1.2 (see also above) to explain concept including GtG Giver:.



For example:

- Take 1 job that has been mentioned frequently (gardening?) and ask participants to think about how that would work in real life (investigate role of trust, role of IT)
- Ask about the current use of gift cards and other service systems ((un) paid?)
- What would you like to know about someone before you let them into your home (photo, telephone, screen / ID, profile, choose your own Helper?)?
- Who gives / buys / supports the GtG gift card
- (What is reasonable compensation for what? Intrinsic vs extrinsic remuneration).
- can we arrange an interview with some potential Buyer / Giver / children?

Results Group discussion about the non-technical aspects of the Gift-to-Gift platform

Feedback on GtG concept

The flow diagram (Fig 1.2) was used to visualize and explain the different roles of the GtG service, introducing the role of Giver for the first time. This did not come across well in session 1. The young older adults ('GtG Helpers types') indicated that the platform was too cumbersome and that they actually do not have to be paid. And for heavy tasks, they can hire a gardener. Only after explaining the process again, did it become clear that it is a platform not only **for**, but also **by** elderly citizens. Then they could empathize with people (GtG Givers) struggling with what to give, and living far away not always able to offer help, so GtG could be a nice gift to give

In the second session with older older adults the GtG service was understood faster. In this second group, they thought it was very welcome and useful that a son or daughter could do an odd job. Everyone had trouble asking their children for a job in or around their house. They really saw the Gift-to-Gift proposition as a viable alternative.

Messages received:

- Make it fun to use!
- People will use GtG when there is an urgency to use it/ get a task done.. Which urgency?
- Similar support services are present, but often based on reciprocity = different from gift card concept

- Consider live helpdesk for those elderly that cannot work with tech (80+). Then again people are getting more and more used to tech.
- People recognize that it is hard to find a suitable present for elderly person, and like the idea of a GtG gift card as a present.
- People recognize that it is hard to ask for help, and also not to give something in return. Even though from a Helper perspective one actually does not want or need to receive money or a gift. Users/ people like to give something in return, if only a cup of coffee with a cookie in case of the homecare professional.
- Explain that the Helper is also an older person. Questions about heavy tasks, too heavy for older people?
- Also consider those elderly people that are perfectly capable of doing tasks, but do not wish to do them themselves.
- Might be very difficult to get to people that really need tasks done/ Users. They may not wish/ dare to ask for help...
- (Some) older people even do not like to ask/ want their own children to help them out > especially interesting to provide card as a gift by family or others.
- Team up with suitable partner, that does have access to e.g. Users, or Helper – volunteers, home care provider, municipality

'Asking for help is always quite difficult.'
'I rather help than to have to ask for help.'

Feedback on valuing tasks:

How do you value/ price requested jobs/ tasks?

- Time needed to perform the task?
- Difficulty or effort involved?
- Expertise needed to perform a certain job?
- By amount of money spent (€25-50?)

Gain points, e.g. comparable to Noppes (www.noppes.nl/npps/index.php)

Converting from voucher to gift card is unclear.

Offer the possibility to upload pictures of task to be able to judge it.

'Keep it affordable. It may cost a bit ok. But pay attention to the small purse.'

Feedback on trust

How are privacy and security organized/ guaranteed?

- Screening of Helpers? Screen Helpers for both skills and trustworthiness. Have all Helpers provide certain data.
- It helps a lot when you know the Helper

- Check reviews/ References, Set condition that each Helper needs 3 references to become Helper
- Provide insight into recommendations from previous Users. Check personally with other Users (by phone)
- Show Gift-to-Gift related identification prior to first visit
- Video calling: ideal to talk to and/ or see person in matching process
- Check is this who he says he is? (ID? Declaration of good behaviour? – found too heavy to ask for)
- Users like to see picture of Helper, but one person said that as Helper she would not want to be present with a picture for fear of being chosen based on looks...
- Service must be reliable and you must know whether someone can do a job for you (allow an old person on a ladder?)
- Screening by volunteers?
- Involve ANBO (THE interest group for the elderly),

Feedback on (digital) process

Platform should be simple and easy to use

Platform should be fun to use!

Feedback on partnerships/ collaboration

Seek cooperation with trusted third parties. Use trusted and well known organizations (for the elderly), to build trust and confidence: Volunteer organisation Almere VMCA, welfare organisation De Schoor, ANBO, Zonnebloem.

We have sought active cooperation with Windesheim College (higher education institution) that has a specialized department Applied Gerontology that provided support in advance of the start of the project.

Knowledge and network sharing in order to gain credibility.

Collaboration with existing concepts is important (chance of success).

Do not want to do everything yourself but instead support sharing knowledge and network.



15:45-16:00 **Cool down**

Thank you for all your input this afternoon. If you could choose 1 word for what you now think or feel, what would it be? Explaining next steps - second workshop/ pilot (take in inspiration cards with answers, check all consent forms, arrange possible travel expenses reimbursements, hand out vouchers)

Materials & preparation:

- Various coloured sticky notes, lots, markers, pencils
- 7 A3 Poster sheets with 1 inspiration question each and space to stick sticky notes
- Poster sheet for photo question, 1 Poster sheet for group discussion
- 6 sets of (A5?) 7 cards with inspiration questions 1 to 7 for each dialogue / triologue table
- Apply a large quadrant to the floor with adhesive tape
- Name stickers for all participants (stick on clothes)
- Extra copies of consent forms
- Copies of ICT habits questionnaire (anonymous)
- Approx. 40-60 (color) photos for Photo challenge, A4
- Energizer copy icon
- A4 Posters of 4 cartoon characters and 2x4 Posters with different GtG roles for Quadrant energizer
- Copy of 'flow diagram' of GtG service / mechanism
- Take photos and recordings
- Need a travel reimbursement form?

5.3.2 Results ICT readiness and habits

Of the 16 co-creation participants 12 filled out a (Dutch translation of the) ICT habits questionnaire depicted below. All 7/7 participants of session 1 and 5/9 participants of session 2. Four participants did not fill out the questionnaire as they did not use a PC or smartphone. Detailed country and combined results plus conclusions are given in D2.2.



Technologie gewoontes						
Computer gebruik	Ik gebruik mijn computer	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
	Ik ervaar problemen/heb hulp nodig bij het gebruik van de computer	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
e-mail	Ik gebruik e-mail	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
	Ik vind het sturen van e-mails	Zeer makkelijk	Makkelijk	Gewoon	Moeilijk	Zeer moeilijk
Browser	Ik zoek/vind informatie op internet	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
	Ik heb hulp nodig om informatie op internet te vinden	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
Help	Mijn familie/kinderen/kleinkinderen helpen me met technologie	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
	Ik krijg professionele hulp met het gebruik van technologie	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
Telefoon	Mijn huidige telefoon heeft een toetsenbord	Ja	Nee			
	Mijn telefoon is een	iPhone	Android Phone	Windows Phone	Anders	
Apps	Ik gebruik apps op mijn telefoon	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
	Ik vind het installeren van nieuwe apps op mijn telefoon	Zeer makkelijk	Makkelijk	Gewoon	Moeilijk	Zeer moeilijk
Belangrijkste gebruik	Belangrijkste dingen die ik gebruik op mijn telefoon/computer zijn:					
	Gesprekken voeren	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
	Beeldgesprekken voeren	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
	Berichten sturen (e-mail, SMS, Whatsapp etc.)	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
	Social Media	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
	Foto's	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
	Het kopen van goederen en diensten	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
	Internet browsen	Dagelijks	Wekelijks	Maandelijks	Zelden	Nooit
Anders	Specificeer:					
Vertrouwen	Ik vertrouw mensen die online iets verkopen of aanbieden	Zeer makkelijk	Makkelijk	Gewoon	Moeilijk	Zeer moeilijk

Session 1

Almost all of these participants use a smartphone and/or computer on a daily basis. They are highly computer literate. Obviously the recruitment via Senior-Live helped to find older adults with digital skills. They could support Gift-to-Gift Users/ Givers who have no or limited access to online tools and environment!

Session 2

Only 5/9 participants have access to a mobile phone and/or computer. In order for them to use online tools like Gift-to-Gift independently they would need intensive training and access to technology. Most likely, this group will never use the Gift-to-Gift platform without support from (informal) carers like family (GtG Givers?!), neighbours or friends.

5.3.3 Results online survey

GtG Giver

Originally Givers were not included in the co-creation activities of the GtG project. However, we became interested to find out more about them as it occurred that potential GtG Users might be difficult to target directly. (The co-creation participants confirmed that they find it difficult to ask and accept help.) After all, the GtG concept is cleverly designed to target GtG Givers to get to the GtG Users. How hard would it be to find the GtG Giver and how do they perceive the GtG concept?

To get a feel of the GtG Giver an online survey was designed and promoted through a brief social media campaign. 30 People, potential GtG Givers, responded within a week as follows: The majority of respondents was female. 70% replied affirmative to the question whether they knew someone who might need help, and also 70% would hire a volunteer to do a job for someone. 75% of the respondents are willing to pay for hiring a volunteer (23,3% was even willing to pay an amount between € 25 and € 50). 45% of the respondents said they were or had been an informal carer.

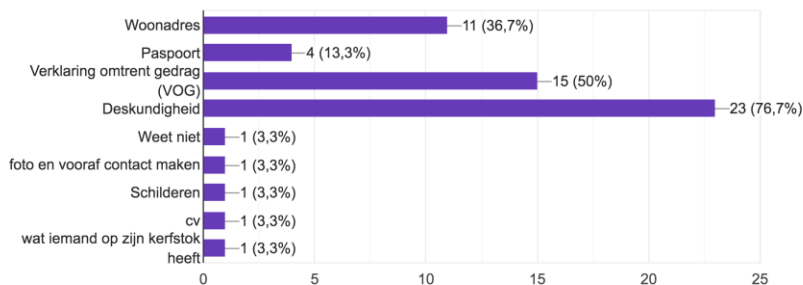
Trust & security

We asked: What would you like to know from a volunteer (Helper) in order to trust him or her to help (multiple answers possible)?

Most people say that a home address or statement of good conduct for checking whether someone is reliable is relevant information to have. The fact that the volunteer is an expert is found most important. This could possibly be requested during the registration process as this is free to request for volunteers.

Wat zou u willen weten van een vrijwilliger om deze te vertrouwen (meerdere antwoorden mogelijk)?

30 antwoorden



Trust, privacy and security are seen as an important issue when inviting an unknown person to your home. So screening of 'Helpers' appears important to the success of GtG. Initiatives like GtG need to pay attention to tools that minimize the risk of attracting volunteers with malicious intentions. In The Netherlands there are a number of (digital) tools available to identify and establish the authenticity of unknown persons. Some examples:

- 'Verklaring Omtrent Gedrag' (declaration of good conduct). A government issued formal document of a possible criminal history.
- DIGID. A nationwide issued digital ID tool used to login when communicating with the government. Also available for non-government organisations.
- iDIN. A digital identification tool that makes use of the security infrastructure of the Dutch (online) banking sector.
- Validata is an internationally available screening solution. It seems like this in a validation option that can be used in all of the EU countries. For more detailed information go to: <https://validatagroup.com/screening/?lang=en>

Due to the differences in availability and pricing of security tooling in the various countries of the EU, this needs to be investigated for each of the countries/ regions where GtG wishes to launch operations.

Pricing

Are you willing and what would you be willing to pay? The answers on what to pay are quite similarly distributed (see Fig 3.). Some people do not want to pay while the largest group, 70%, is willing to pay between 0-15, 15-25 and 25-50 euros.

Bent u bereid hiervoor te betalen?

30 antwoorden

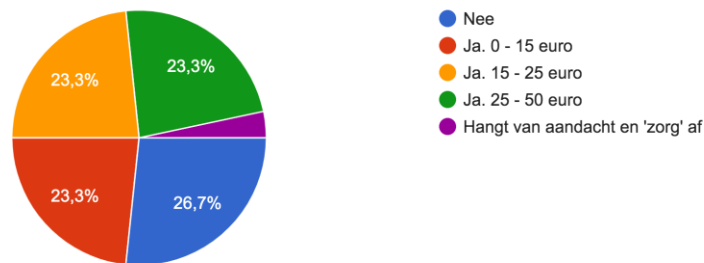


Fig 3. Would you be prepared to pay? (30 answers) Blue: No; Red, yellow, green: Yes; Purple: it depends.

5.3.4 Lessons learned: Tasks

From the needs and tasks, activities and services mentioned and discussed in the co-creation sessions, we derive the following conclusions:

We can classify the tasks mentioned in various ways, e.g. by the following categories:

- **Handyman/ practical tasks**, to be divided in heavy tasks/ work and lighter tasks: e.g. gardening (popular), painting, decorating, sewing, shopping, move fridge...
- **Tech tasks/ mind work**, e.g. smartphone and computer support, internet lessons, admin advice work, filling out tax return, install tv and radio, electricity and lighting jobs
- **Hobbies**, e.g. needlework, cooking, knitting, photography
- **Companionship**, e.g. visit museums, listening to music, drinking coffee, eating together, shopping, reading...

In the co-creation sessions participants mentioned both tasks they needed to be done (and could not do themselves) and tasks they could help others with. Interestingly, the list of tasks they could perform themselves was far longer than the list of tasks they needed to be done in and around their house. The reason for this being the presence of a partner (for younger older adults) or presence of already existing support (for the older older adults), or perhaps the novelty of the concept.

The 'heavier' type of tasks were mentioned most often (understandably also by the younger older adults) as tasks that one could use help with, such as heavy garden work, the placing of a fence, the use of a ladder. They wondered whether one could actually ask an older person to carry out such heavy jobs.

People were all forthcoming with tasks they could help with. We identified a clear difference between the older and younger older adults. Older older adults did not suggest any of the more mental tasks, and suggested mostly hobbies and companion type of tasks as well as the less demanding practical tasks. Younger older adults, on the other hand, suggested the more demanding practical tasks and (modern) technical, mental tasks. Clearly, depending on the task, older adults can all be a Helper, and/ or combine the role of User and Helper.

Tasks can be divided into tasks that can be done together with the User or by the Helper only, e.g. running errands such as getting groceries, walking the dog! Deriving from the photo challenge and answers to question 6, the importance of social interaction and company is very high! We expect that also practical tasks, when carried out, can provide interesting social support and connections.

We came across one original task during the photo challenge that met quite some interest: one male (83) is skilled in converting analog pictures (slides) to digital ones. He has the technical equipment to do this. We imagine that it might be a wonderful gift for an elderly person (with dementia?) to see old pictures and slides again and talk about them. Digital pictures can be shown in all kinds of ways, or printed and framed.

Top tasks mentioned (in no particular order):

- Garden work (mowing, weeding, pruning etc.)
- Shopping (groceries, heavier goods)
- Socialising (cooking together, join for lunch or dinner, go for a walk, etc.)
- Electricity and lighting
- Installing and re-tuning media devices (television, radio etc.)
- Computer assistance (PC, laptop, (smart)phone)
- Small jobs outside the house (painting a door or window,
- Creative hobbies (together). Painting, redecorating, knitting, sewing etc.)

5.3.5 Lessons learned: Personas

We identified several aspects to consider in the light of GtG Users and Helpers, and have incorporated these in a description of the various types of personas below:

- Family situation – presence of partner, kids?
- Local network - neighbours, friends, other family members?
- Work situation – still working, volunteering or retired?
- Geographical situation – urban or rural setting, distance to services?
- Health and care situation – vital or vulnerable older adults?

The most remarkable observations made during the 7 questions dialogue were:

In session one, the younger older adults ('Helper types') required relatively little help from (unknown) others. The effect of having a partner at home to carry out tasks (with) was meaningful. One clearly has no need for a GtG gift card in that case. They have their own network in the area or know who they can go to, for example, to paint their house.

In session 2, the older older adults (one would assume to be 'GtG Users') all mentioned to have some help in their household but could often use additional help with e.g. keeping up their garden. They often need help with practical (heavy) tasks that they can no longer do themselves. But they also find it important that they can do things for others in the neighborhood or for family and friends, such as taking care of children and/or animals.

Persona:

Bep

[User]



About

Bep is 88 years old and lives alone in a nice apartment with balcony in Almere-Haven, the oldest part of the City of *Almere in the Province of Flevoland*. She moved here from Amsterdam as one of the first settlers in 1976, and saw Almere being built. Recently her husband Friso passed away. Bep never followed post-school courses because raising her two daughters was her priority. She has always done a lot for her neighbours and friends, as well as volunteer work. Bep has always ignored the development of the internet and the computer and in fact only uses the TV. However, she recently received a smartphone from her daughters Tina and Hanneke to communicate with her.

Interests

Bep loves plants and takes good care of them on her balcony. She likes to read and listen to music. She cooks for her two girlfriends every week and once a month she sees her daughters. She adores her grandchildren.

Challenges

Bep has started to develop some functional problems, and now uses a rollator to move around in the house. To see friends she needs someone to drive her as since her husband passed away the car is sold. Bep is responsible for arranging financial affairs and maintaining the house. She finds this more and more demanding. Her daughters both live too far away for regular visits even though they try to help her as much as possible. They both have families to take care of now.

Persona:

Frans

[Helper]



About

Frans is 64 years old and lives in the City of Almere. Frans retired early after working for 40 years as an IT specialist with Dutch Railways.

Together with his wife, he built his dream spot in beautiful Almere. He has been living there for 4 years now and doesn't really know many people in the area yet. He has two children and a first grandchild. They still live in Utrecht. He helped to remodel and improve their homes.

Interests

Frans actually can't sit still and likes to repair and fix things around the house. He is not easily satisfied and therefore often provides real craftsmanship. Because he doesn't know many people in the area yet, he would like to use his talent, experience and knowledge to help people as a volunteer. He makes contact easily.

Obviously, having had a career in the IT and automation, he is also quite handy with computers, smartphones and the internet. People can always come to him with questions.

Challenges

Frans is not someone who likes to read a book or watch a movie in order to relax. He likes to help his children, but he doesn't want to intrude too much in their lives. He has few real friends, and not one nearby, because he was always busy working or spent the time he had with his wife and children.

Persona:

Tina

[Giver]



About

Tina is 49 years old and lives in Eindhoven, an hour and a half drive from her mother. Her father recently died. She has one older sister.

Tina studied mathematics at the Radboud University and is now a computer scientist.

Tina's oldest son has just left home, her daughter is doing well at secondary school. They live, together with their father/ husband, in a spacious family home.

Interests

Tina loves her (demanding) job. She adores her family and has a good relationship with her sister and mother. If time allows, she likes to cook and cycle with friends.

Challenges

Tina has moved from her birthplace Amsterdam, via Almere to Eindhoven, where she studied and stayed. At this stage in her life her career and job take up most of her time, with regular international travel.

Tina has no driver's license and is therefore dependent (on public transport, her husband) if she wants to go somewhere.

She enjoys life in Eindhoven, but regrets that she has come to live so far away from her mother in Almere.

5.3.6 Lessons learned: GtG concept

Especially the results from the Quadrant energizer showed and confirmed expectations that older persons do not like to be associated with being in need of help. So even the older adults in sessions 2 preferred to see themselves as Helper and not as GtG User. We assume that the pleasant atmosphere in the co-creation sessions as well as some form of peer pressure has contributed to this result. People mentioned that if someone does them a favour they prefer to pay for it, but that this is often not accepted. They do not like this much.

When the GtG Giver role was introduced, the participants were generally quite enthusiastic about the GtG initiative. These results were confirmed by the online survey that showed that 70% of respondents can imagine to buy someone old a gift card (against payment) that represents a task.

In terms of tasks to be 'given as a present' some tasks seem more feasible than others. We best start with the top identified tasks, find suitable Helpers, and take it from there.

It is clear that some sort of (not too severe) screening will need to be part of the process of recruiting GtG Helpers to prevent ill will, confirm trustworthiness, etc.

5.3.7 Lessons learned: Channels and partners

As there are all sorts of potentially competing services (volunteer work, household services, transport services) out there, it will take an effort to put GtG on the market. In addition the population of elderly itself has to be motivated and convinced, especially to build a solid base of GtG Helpers (of different expertises). The co-creation sessions confirmed that potential Helpers have a life as well, and they may need to free up time they are now dedicated to other activities, such as providing help in their family, neighbourhood and network. And how to reach those potential Helpers that are perhaps lonely at home? Loneliness and also language are mentioned as obstacles for joining.

All in all, it seems wise to not do GtG alone, but collaborate in some way with parties that already reach older Helpers, i.e. organisations that already have dealings with elderly (care and welfare (De Schoor), volunteering and informal care (VMCA), elderly interest groups (Senior-Live, ANBO), Zonnebloem, municipality of Almere). Even if they offer what one may think are competing services, it might be worthwhile to look at the combination and possibilities.

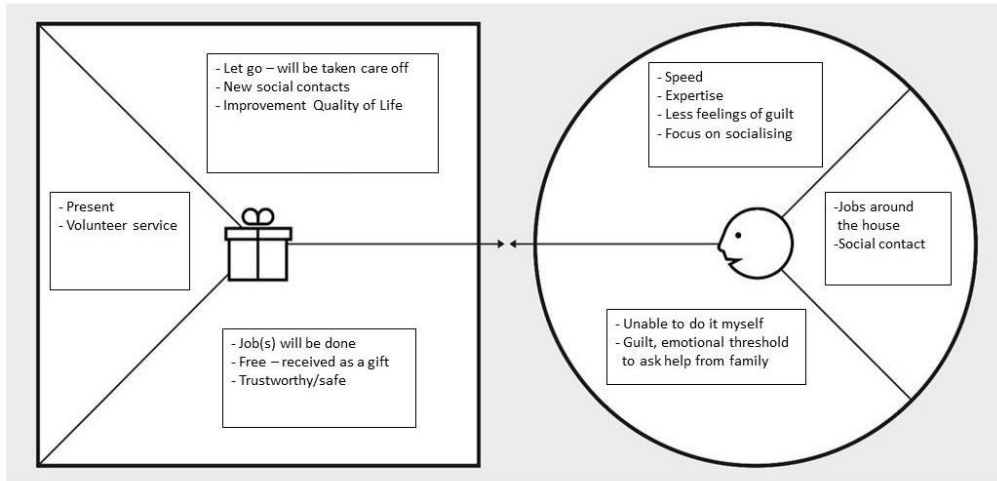
We considered that in the final product, the Helper might perhaps even be a (volunteering) institution using GtG to reach out to Users and the Giver (buyer) might be a foundation or municipality, promoting the collaborative economy and active and healthy ageing amongst its older citizens. The latter is high on the agenda these days.

We did not get much feedback on the business model and potential partners and channels.

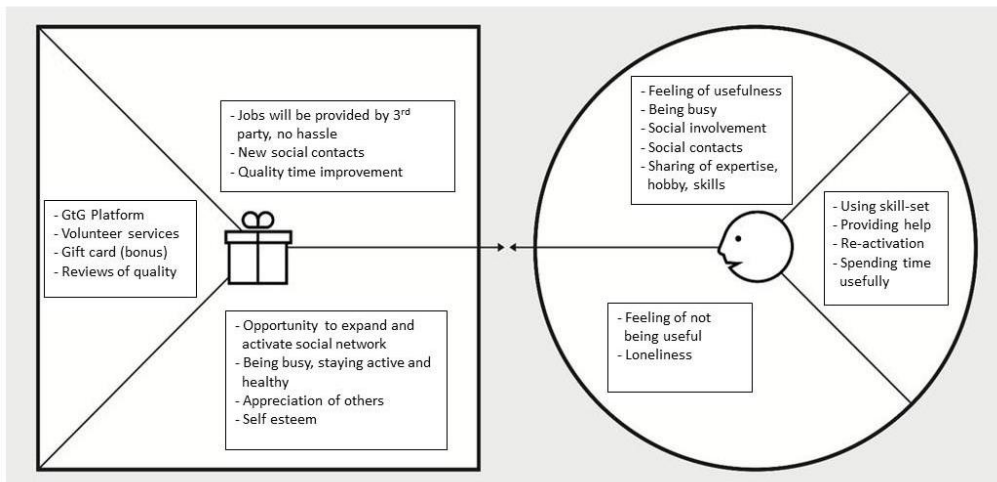
5.3.8 Value propositions

On the basis of the combined results and personas - which are very generalized - we have compiled the following three Value proposition canvasses, combining customer profile (right) and value proposition map (left). They are directed at a Giver (Tina), a Helper (Frans) and a User (Bep) respectively.

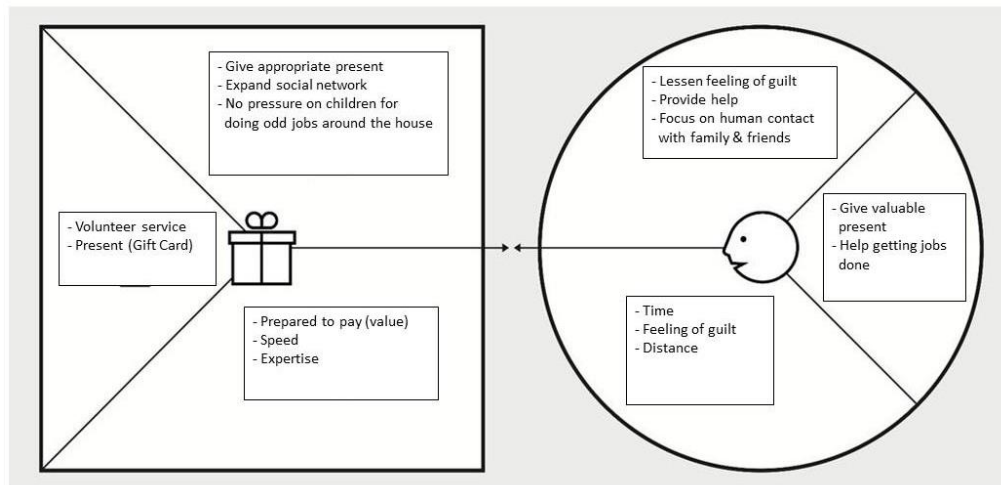
User - BEP



Helper - FRANS



Giver -TINA



5.3.9 Summary

We have gained much information on the GtG concept through two co-creations sessions with a total of 16 younger (9) and older (7) older adults. The GtG concept does appeal to the elderly. Having said that, older adults do not like to ask for help and so most elderly saw themselves as 'GtG Helpers' and not as 'GtG Users'. The 'token of appreciation' was often felt unnecessary as compensation (by these 'GtG Helpers').

We thus realised and confirmed that the role of GtG Giver is very important in reaching the GtG User. A small online survey showed that people like the idea of giving a gift card representing a 'task' for an older adult in need of help. 75% was prepared to pay for such card (€12,50-€50). We identified an interest in support both from a practical and a social perspective. Top tasks identified were (practical) jobs in the garden, shopping and electricity and lighting. We discerned the following general categories of tasks: practical tasks (shopping, painting, driving,...), advisory tasks (advice on computers, administration, ...), hobbies and companionship kind of activities (walking, reading,...).

In terms of business idea there is obviously some overlap with existing services, such as volunteer work, transport or housekeeping services. The GtG Giver and its gift card model, however, make GtG stand out from this crowd.

We envisage a role for/ collaboration with partners and associations to more successfully reach both Helpers and Givers. The 'GtG Helpers' should be screened for trustworthiness. The concrete value proposition towards a viable product needs further thinking.

6 Appendices

The appendices to D2.1 Co-creation Results I have been clustered in a separate document named Appendices to D2.1 Co-creation results I.