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Elders Up!: Adaptive system for enabling the elderly collaborative knowledge transference to small companies

AAL-2013-6-131

Deliverable

D.4.5b Report on pilots deployment

Restricted

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1. Introduction

The Elders-Up! project aims to bring the valuable experience of the elderly to start-ups and small companies building an ecosystem for collaboration on which these two groups are the main contributors. Maintaining the senior adults' productivity and usefulness to the society, while providing companies with affordable counselling of people who have retired. In order to remain focused to make a product that is satisfying to senior users, we asked for their feedback several times. After two years and a positive first prototype of the platform, we are ready to release the second prototype of the Elders-Up! platform, that was developed having in mind all the user comments of the previous field trial. In order to evaluate the second prototype, we referred yet another time to seniors and companies willing to test the newly developed platform.

1.1. Roadmap of WP4

In order to have a clearer view of the milestones (marked in red) and the deliverables associated with WP4, we present a brief timeline that comprises the roadmap summarizing the most important WP4 moments. It should be highlighted that P1.5 (M24) was not included in the initial DoW, however the consortium decided that there were quite a few changes after First Prototype that needed to be shown and tested before the final (second) prototype. As such, it was agreed to develop P1.5 that included all the necessary changes that were taken from the users' feedback of the First Prototype



Month	Description
M07	Services mock-up
M09	D4.4 Mock-up evaluation plan
M10	D4.6a Mock-up report (evaluation and recommendations)
M15	First integrated prototype
M16	D4.5a First prototype evaluation plan
M21	D4.6b First prototype report (evaluation and recommendations)
M24	D4.5b Final prototype evaluation plan
IVIZ4	P1.5 Prototype1.5
M27	Second integrated prototype
M30	Final integrated prototype
14150	D4.7 Final prototype evaluation and users validation

Table 1: WP4 Roadmap, with related milestones

1.2. Second prototype

The second prototype is a close-to-final implementation of the Elders-Up! platform, designed according to the findings of the previous prototype evaluation. In particular, the following things were improved:

- Translation of the platform in the languages of the pilot countries (Cyprus, the Netherlands)
- Platform user experience was added as a means to receive feedback from the users
- Platform look and feel was improved so that it fits more the taste of the users
- **Platform flow** was ameliorated, so that the several actions have a more logic flow and place
- An introduction tour was added so that the new user can easily get a quick first impression of what the platform does and how it works
- A landing page was added, that explains the platform and project goals and strengths in an appealing way

1.3. Scope and contents of this deliverable

This document summarises all the necessary information on how to successfully perform the evaluation of the second prototype of the Elders-Up! platform in order to assess the procedures and adjust all necessary parts to have a better final product.

To this end, around **10-15 seniors** and **6-7 companies** from each of the participating pilot countries (the Netherlands, UK, Cyprus) will be recruited to test the second prototype developed

The importance of a proper evaluation is high, as it depicts the course of the final product later on. As such, the consortium pays a lot of attention in meticulously conducting this pilot assessment, by including all the steps that need to be taken in a very straightforward and understandable way.

The present document will firstly describe the evaluation protocol to be followed, consisting of the evaluation tools and the data collection analysis. Afterwards, the evaluation setup will be explained in detail, along with the material needed and the timeline that will take the Elders-Up! facilitator step-by-step through the whole process. Finally, conclusions will be drawn, along with a small discussion, while the appendix of the

deliverable includes the questionnaires and the material that will be handed to the senior experts and companies.

2. Evaluation goals and means to succeed

2.1 Evaluation goals

The goal of the second prototype test is threefold. On the one hand the focus is on the **user experience**, understanding what aspects of the prototype are appreciated by the user and what aspects can be improved. Secondly, the prototype testing will focus on the usability of the prototype, the flow and the logic of the platform, the comfortable interface and the distinct buttons. Moreover, the final prototype test will be focusing on communication and marketing strategy.

RedNinja created a product brochure and landing page. The brochure was designed to either be emailed for use in newsletters or printed for handouts at conferences and events. The landing page helps to capture all of the information and resources a user needs to understand the platform and how to use it.

As analysed in D4.4, the basic evaluation pillars of the Elders-Up! platform are Functionality, Convenience and Appeal. Functionality is self-explained, we need the platform to be able to work properly, grant the ability to end-users to perform all the necessary tasks in order to find a matching person or company and "understand" the difficulties that the end-user may face while browsing through the platform. Convenience is needed so that senior adults and companies have an easy time utilizing the platform. Since functionality usually works against convenience, as multi-functioning technological achievements are hard to manipulate, developers take extra care to keep things simple, especially for senior users. Finally, appeal is crucial in order to make people like the look of the interface, encouraging them to use it.

2.2 Evaluation tools

To evaluate the second prototype, we use different tools than the ones of the first prototype, in order to test the platform in a real life situation. The evaluation of the second prototype will consist of two phases.

During the first phase, the subject (senior adult or company) will be asked to test the platform in their own home environment. The subject will receive by e-mail an introduction and corresponding communication material. The participant will be asked to register onto the platform, search for a match and test the platform in a more natural way than in previous evaluations since being in a home environment they will have the

opportunity to interact with the platform as they wish. At the end of the test the participants will be asked to fill-in a questionnaire (can be found in the appendix), in order to have a clearer view of their experience as users of platform, and their recommendations. Those questions aim to capture the feeling of the participant while using the platform, and they are connected with the three main targets mentioned in previous deliverables (functionality, convenience and appeal). In case the participants find a real life match with another participant during the first phase, they are free to use the platform for a longer period of time.

During the second phase of the evaluation, a long term test will be carried out. (At least 8 more days than on phase 1). Out of all the participants of the first test, 3-5 seniors and 2-3 companies will be asked to test the platform for a longer period of time. A virtual collaboration between the participant and a researcher who represents a virtual company/senior will take place. The goal of the second phase is to test the effect the platform might have when interacting with other users via the platform.

The whole process of the evaluation and its two phases it is described in section 3.3.

3. Second prototype evaluation setup

The evaluation sessions of the second prototype will take place in the Netherlands, United Kingdom, and Cyprus. The prototype test will include around 10-15 seniors and 5-7 companies in each country. The sessions will include the evaluation tools described in the previous section. In this chapter, the evaluation process for second prototype will be described in detail.

3.1. Recruitment

The corresponding partner from each of the evaluation countries will be responsible for finding and recruiting the appropriate number of senior experts and company representatives. That will be AgiaM from Cyprus, CCare from the Netherlands and Stockport Council from the UK.

The senior expert participants must be retired, or close to retirement, professionals that have stopped working for no more than five years and used to work in different occupations so that there is a variety of samples for more accurate results. They must also have an e-mail for registering and interaction with the companies.

The companies participating in the evaluation must be start-ups, or companies with no more than 20 employees. Again, it is advised to select companies from different sectors to ensure sample variety.

The participant will be approached by the Elders-Up! representative in a way he or she sees more fit. Politeness must be a key feature and always keep in mind that respect is earned by respect.

The first introductory e-mail will consist of a brief explanation of the project, its goals and the reason for asking feedback from the senior experts and the companies in this stage (see *Appendix*).

The main idea behind **Elders-Up!** project is to bring the valuable experience of elderly to start-ups and small companies, addressing intergenerational knowledge transfer to use skills and competencies based on experience. The Elders-Up! project will build an ecosystem for collaboration on which these two groups are the main actors thus

strengthening the European experts workforce and maintaining their productivity and usefulness to the society.

Small companies, struggle to create their own products, to sell them and to become more consolidated and bigger businesses. However, due to the fact that their workforce usually consists of a few employees they cannot cover all the areas of knowledge that a company needs to bring their products to the market (legal, administrative, technical and much more). In small and medium sized enterprises, the support and the knowledge transfer from experienced employees is vital because they have more limited resources and capacity to contract the services of experts or take over their tasks when they retire.

The Elders-Up! representative will also send a written informed consent. Moreover, it will be mentioned to the participant that he/she can always stop his/her participation on the pilot without any penalties.

3.2. Human resources

The second prototype evaluation session, just like the mock-up and the first prototype session, will be carried out by one facilitator (at least) who will get in touch with the participant via e-mail or phone. The facilitator will describe the scope of the project and encourage him or her to test the platform on their own place and time within a short period.

After a week the facilitator will again get in touch with the participant and ask to fill in the questionnaire. The facilitator will encourage the participant to ask questions if in doubt.

For the second phase of the test, the collaboration between companies and experts will be evaluated. During that phase, the facilitator will represent a virtual company in case the participant is a senior adult, or an expert if the participant is a company.

The participant will be contacted via email or phone again. The facilitator will need the following documents:

- Introductory letter to the project (see Appendix)
- Digital informed consent form (see Appendix)
- Landing page (http://www.time2share.eu/)
- Brochure (see Appendix)
- Questionnaire for the first phase (see Appendix)

- Questionnaire for the second phase (see Appendix)

3.3. Timeline of the study

Defining a specific timeline and explaining in detail all actions that need to be taken in order to perform the evaluation of the second prototype is very important because the people that will conduct the tests must have a very clear view and understanding of their goal.

October Recruitment of the participants via email or phone 2016				
	Phase 1			
Day 1	Send e-mail to participant with: - Introductory letter to the project - Informed consent - Link to the website with the landing page - Brochure - Instructions to register & find a match - Link to an online questionnaire: Elders Up Questionnaire			
Day 5	Send e-mail to participant with: - Reminder to fill in the questionnaire - Wrap-up email thanking the participant Recruitment for the second phase			
	Phase 2			
Day 12	Facilitators will check if any "natural matches" have taken place. If that is the case, these participants are asked to fill in the second questionnaire Moreover, virtual companies/seniors will be generated matching the			
	participants.			
Day 13	Facilitator will connect with the participant via the Time2Share platform			
Day 14	If facilitator is acting as company: - The facilitator will invite the senior expert to a collaboration group			

	space
	If the facilitator is acting as a senior:
	- The facilitator will get in touch with the company and wait for the company to invite him/her to the collaboration group space.
Day 15 – 20	The facilitator will act as company/senior during one week in which a virtual collaboration will take place between both parties.
Day 21	Reminder to fill in questionnaire of phase 2.

The facilitator will get in touch with the participant at the beginning of phase 1. The facilitator will then give an introduction is to the participant, in which the goal of the project will be explained, as well as the instructions throughout the pilot test and the informed consent (IC) that must be read and signed by him/her in order to participate. To ease the procedure and shorten the time, the facilitator can go through the document together with the participant and explain the information in the IC form step by step.

Next the participant will receive the link to the landing page and the brochure promoting the Time2Share platform. After 5 days, the participant will be (if needed) reminded to fill in the questionnaire. Moreover the facilitator will thank the participant and ask if he/she has any extra remarks regarding his/her overall experience and what he/she would wish to change to the system.

For the second phase, 3-5 seniors and 2-3 companies from all the participants will be asked to test the platform further. During the second phase the participant will be testing the platform collaboration functionalities.

The facilitator will create a matching virtual company or expert fitting the needs of the participating company. The facilitator will get connected via the time2share platform with the participant. Once they are connected the participant and facilitator will start an online collaboration, during which the facilitator will act as the either a company/senior.

During the collaboration the facilitator will try to make the collaboration easier in a natural way.

The participants who joined the second phase are asked to fill in a second questionnaire after a week of virtual collaboration.

4. Conclusions and Discussion

In this document, we described the second prototype evaluation goals and the means to succeed them. The tools and methodologies presented in Chapter Error! eference source not found. derived from the successful conduction of the first prototype field trials, the usability practice and research that was combined to provide a frame through which the developers will improve the prototype, in order to implement the final version of the Elders-Up! platform.

The outmost goals of the evaluation process are to ensure that developers' work is aligned with users' needs; that mistakes in the concept direction or interaction will be corrected early on and finally that users will appreciate and understand Elders-Up! as a tool through which they can keep fresh the valuable skills they acquired during their working career. Having well-defined goals and methodologies to achieve them, is the first step towards this direction.

5. Appendix

Introductory letter of the project

The main idea behind Elders-Up! project is to bring the valuable experience of elderly to start-ups and small companies, addressing intergenerational knowledge transfer to use skills and competencies based on experience. The Elders-Up! project will build an ecosystem for collaboration on which these two groups are the main actors thus strengthening the European experts workforce and maintaining their productivity and usefulness to the society.

Small companies, struggle to create their own products, to sell them and to become more consolidated and bigger businesses. However, due to the fact that their workforce usually consists of a few employees they cannot cover all the areas of knowledge that a company needs to bring their products to the market (legal, administrative, technical and much more). In small and medium sized enterprises, the support and the knowledge transfer from experienced employees is vital because they have more limited resources and capacity to contract the services of experts or take over their tasks when they retire.

The facilitator briefs the participant for the goals of Elders-Up! project and explains the assignment:

Welcome, and thank you for helping us! We are participating in a large-scale European project called Elders-Up! that aims to develop a web platform through which a senior expert can come into contact with companies who need their assistance. We have designed a prototype of this application and we would like to have your opinion on it. First of all I'd like to ask your age, how long since your retirement and what is your former occupation. Those data will be used only for statistical purposes and will not be connected with you or your name in any case.

I will send you a brochure and a link to a website I would like you to look into. Once you have looked at those materials we would like you to sign up for the TimeToShare platform via the website. After signing up we would like you to test the platform as you would normally do when testing a new application. You can look into the materials sign up and test the platform whenever you feel suitable. We will get in touch with you in a week to check if you have any comments or questions.

If you get stuck, or need help feel free to get in touch to ask any question or make any remark, because you are helping us understand what is wrong or right with our prototype. At the end of this week, we will ask you to fill in a questionnaire. Thank you very much in advance! There are no right or wrong answers, and if you have any doubts you don't hesitate to ask questions during the research.

Informed consent

Informed consent is the process whereby human participants in a research project are provided with all the information needed so that they can decide whether to participate.

Elders-Up! - Adaptive system for enabling the elderly collaborative knowledge transference to small companies

Elders-Up! project aims to bring the valuable experience of elderly to start-ups and small companies, addressing intergenerational knowledge transfer to use skills and competencies based on experience. The Elders-Up! project will build an ecosystem for collaboration on which these two groups are the main actors thus strengthening the European experts workforce and maintaining their productivity and usefulness to the society.

Small companies, struggle to create their own products, to sell them and to become more consolidated and bigger businesses. However, due to the fact that their workforce usually consists of a few employees they cannot cover all the areas of knowledge that a company needs to bring their products to the market

Investigator Name: Surname: Organisation: E-mail:

Purpose of the research

This research is for the evaluation of the second prototype that constitutes the Elders-Up! platform.

Benefits from participating

You will learn more about Elders-Up! platform. You will also get the chance to get in touch with companies/senior experts which you can collaborate with.

Risks from participating

There are no risks associated with this project.

Remuneration

There is no remuneration for participating in this project.

Confidentiality of data

All the information filled in during the questionnaire will be stored on the computer of the investigators, and will be password protected. No information that will identify you personally will be kept. All paper records will be destroyed, and all electronic raw data files will be deleted at the end of the project. During Elders-Up! project, all related information will be presented anonymously. None of the participants will be identified.

Withdrawing from the project

You have the right to withdraw from the project at any time and for any reason. Contact the investigator by any means, if you would like to do so.

Ethics approval

This research project has been reviewed and approved by the Ethics Board of the Elders-Up! project.

Results

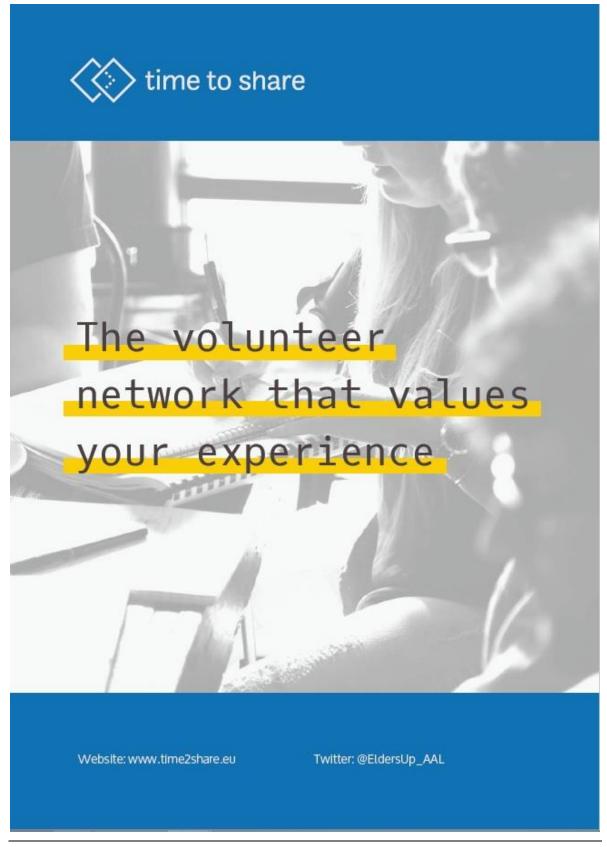
The relevant results can be sent to you at any time, if you asked them from your investigator.

Informed consent form

I have received this letter, have had the nature of the study explained to me and I agree to participate. All questions have been answered to my satisfaction.

Date:
Name of participant:
Signature of participant:
Name of person obtaining consent:
Signature of person obtaining consent:

Brochure



Our Mission

Time to share aims to connect small, start up businesses with the knowledge and experience of people who have worked in their industries for years, and wish to carry on sharing their skills through retirement.

We aim to break negative stereotypes surrounding aging, as well as give those who want to share their knowledge and skills a platform to make connections, meet businesses and volunteer their time.

The platform is designed to be easy to use for those who may have age related problems, or be unfamiliar with technology. Simply sign up, input your skills and we will automatically match you up with businesses looking for your expertise.

Why volunteer?



Meet new people and share a lifetime of knowledge. You could impart necessary information about your industry to a team of people who are just starting out and your skills could help a growing business reach success.

Meet new people

Meet new people who share your professional interests

Share and learn

Share your knowledge and experience and learn new skills through collaborating with others

How it works...



1

When you join Time to Share you will be asked to input some profile information, work history and skills.

7



Based on your profile, you'll be given a list of businesses that match your skills and interests. From there, you can pick the businesses which interest you and begin a chat to see if they're the right fit for you.

Why register as a small business?

Signing up to the Time to Share platform would allow you access to a lifetime of knowledge and skills. Find people with the skills you need for your growing business, get advice and reach success.

When you join the platform you will be asked to enter some details about your business and the kind of skills you require to create a profile for your company. Once your profile is finished, volunteers will be able to start a conversation with you to ask questions and hopefully arrange a placement.

As well as gaining valuable skills for your business, you'll help to keep an older person connected. Many older people do not view themselves as old, nor do they want to retire. The Time to Share platform aims to break stereotypes about older people, as well as giving them an opportunity to share the skills and experience they have developed over a lifetime.

Our story

The main idea behind the Time to Share platform is to bring knowledge, skills and experience that older people have cultivated over a lifetime of work to Small to Medium Enterprises (SME's).

There is a prevailing stereotype that older people are less efficient and productive in the work environment – however our research shows that many older people do not feel as if they are ready to retire and would not classify themselves as "old". For many of our respondents, their jobs represented their way of feeling useful and part of wider society, and described their working life as adding "purpose" or even adding "years to their lives".

We believe that sharing information between older people and fledgling SME's is the key to long term benefits for both older people and SME's. The SME's will receive a lifetime's worth of experience and skills and in return older people will have the fulfillment of volunteering their skills and stay connected with society. It's time to share.



Project partners



Active and Assistive Living Enhancing the quality of life of older adults



Stockport Council

Many thousands of people
benefit from the services
provided by Stockport Council



ConnectedCare
ConnectedCare aims to improve
the healthcare experience



Technical University of Cluj-Napoca Romania's Advanced Research and Education University



Idener Enabling the development of innovative technologies



Ayia Marina Ayia Marina Eldery Care Centre



Red Ninja
Design led technology company
based in Liverpool, UK



ISOIN Spanish company operating in the new technologies sector



GeoImaging Scientific and professional solutions in Geo-informatics

Time to Share is cofunded by the AAL Joint Programme (Ref. AAL-22013-6-131) and the following National Authorites and R&D programs in Spain, Cypius, Nederlands, UK and Romania.

Questionnaire phase 1

Questionnaire for seniors:

Thank you for testing the Time2Share platform. We would love to know your comments and recommendations; therefore, we would like to ask you to fill in a short questionnaire. It will only take you 15 minutes. Thank you in advance.

Before we ask you to answer some questions about the prototype, we would like you to answer some questions about yourself, for statistical reasons. We are interested to know about some general characteristics of the people that are mostly interested in a platform like Time2share, in order to focus our effort to make it more interesting for everyone

1.	. What is your age? (please circle appropriate answer)						
	Less than 50	51-60	61-65	66-70	more than 70		
2.	What is your	gender? (please circ	le appropria	te answer)			
	Male	Female					
3.	How long ago	did you retire/stop	working?				
3.	How long ago	did you retire/stop	working?				
				' (please circle	appropriate answer)		

Now that you have tested the Time2Share platform we would like you to answer some questions about your impression of the prototype.

1.	Can you describe	your overal	l first impres	sion of the we	b platform?
L					
2.	Which aspects dic	d you like th	e most?		
3.	Which aspects did	dn't like so r	much?		
4.	I find the platforn	n functional	(please circl	e appropriate a	nnswer)
	I strongly agree	I agree	Neutral	I disagree	I strongly disagree
5.	I find the prototy	pe easy to u	se (please ci	rcle appropriat	e answer)
	I strongly agree	I agree	Neutral	I disagree	I strongly disagree
6.	The prototype wa	as well pres	sented, I like	ed the layout.	(please circle appropriate
	I strongly agree	l agree	Neutral	I disagree	I strongly disagree

7.	. I would recomme	nd the prote	otype. (pleas	se circle approp	riate answer)	
	I strongly agree	l agree	Neutral	I disagree	I strongly disagree	
8.	. What did you thin a. Was there		=		in for the registration?	
	b. Were the q	-		you expected	to be asked:	
	s. Were the q	acstrons etc	ar chough.			
9.	. Did you search for	· a match? (please circle	appropriate ar	iswer)	
	Yes	No				
10	0. If yes, what do yo	u think of th	ne process of	f finding a mate	ch?	
11	-			of the potent	ial matching companies?	 ?
11	(please circle appr	opriate ans		of the potent	ial matching companies?	?
11	-			of the potent	ial matching companies?	?
	(please circle appr Yes	opriate ans No u think of th	wer)	·	ial matching companies?	?

Questionnaire for companies:

Thank you for testing the Time2Share platform. We would love to know your comments and recommendations; therefore, we would like to ask you to fill in a short questionnaire. It will only take you 15 minutes. Thank you in advance.

Before we ask you to answer some questions about the prototype, we would like you to answer some questions about yourself and your company.

1.	What kind of company are you working at?
2.	What is your role in the company?
3.	How many people work at your company?

Now you have tested the Time2Share platform we would like you to answer some questions about your impression of the prototype.

1. -	Can you describe your overall first impression of the web platform?				
L					
2	Which aspects did	you like the	e most?		
L					
3. _	Which aspects did	n't like so m	uch?		
ſ					
L					
4.	I find the prototyp	e functiona	l (please circl	e appropriate a	answer)
	I strongly agree	I agree	Neutral	I disagree	I strongly disagree
_	I final the mustatum		/		
э.	I find the prototyp	-	• •		•
	I strongly agree	I agree	Neutral	I disagree	I strongly disagree
6.	The prototype wa	s well preso	ented, I liked	d the layout. (please circle appropriate
	answer)				
	I strongly agree	I agree	Neutral	I disagree	I strongly disagree
7.	I would recommen	nd Time2Sha	are. (please c	ircle appropria	te answer)
	I strongly agree	I agree	Neutral	I disagree	I strongly disagree

8.	What did you think of the information you needed to fill in for the registration?								
	a. Was there any missing information you expected to be asked?								
	b. Were the questions clear enough?								
9.	Did you search for a match? (please circle appropriate answer)								
	Yes No								
10	If you subot do you think of the process of finding a protect?								
10.	. If yes, what do you think of the process of finding a match?								
11.	Did you send out an invitation to one of the potential matching senior experts?								
	(please circle appropriate answer)								
	Yes No								
12.	. If yes, what do you think of the process of sending and receiving an invitation								
	to/from a senior expert?								

Wrap up phase 1

How did the process go, did you experience any difficulties?

Except for the answers you have already given in the questionnaire are there any remarks you would like to give concerning the application.

Questionnaire phase 2

Questionnaire seniors

1.	I really like the first introduction screens (please circle appropriate answer)								
	I strongly agree I agree Neutral I disagree I strongly disagree								
2.	What do you think of the group space? What is your first impression?								
3.	Do you think the group space fits the way you would like to collaborate with the 'colleagues' and the company? Why?								
4.	What do you think of the different functionalities in the group space?								
5.	Which functionality did you like the most?								
6.	Which functionality would you not use?								

7.	What	do	you	think	of	the	way	you	communicated	with	the	company?
Q	What	do v	ou th	ink ah	out	hein	o ahle	to d	hange the anne	arance	of th	e wehsite?
8. What do you think about being able to change the appearance of the How did you find the process of doing this?							01 (1	ie website:				
•						_		.			2	
9.	wnat	do y	ou th	ink of t	ne q	uest	ions o	if the	application opti	mizatio	n?	

Questionnaire companies

1.	. I really like the first introduction screens (please circle appropriate answer)					
	I strongly agree	l agree	Neutral	I disagree	I strongly disagree	
2.	What do you thinl	c of the gro	up space? W	hat is your firs	t impression?	
3.	Do you think the senior experts and				l like to collaborate with	
4.	What do you thinl	c of the diff	erent functio	onalities of the	group space?	
5.	Which functionali	ty did you li	ke the most	?		
6.	Which functionali	ty would yo	u not use?			

What do you think of the way you cor	nmunicated with the senior experts?

Wrap up phase 2

The participants who joined the second phase are asked after a week of collaborating via the platform to fill in the second questionnaire if they have not done that yet. And an email is send with the following questions.

How did you think the process was during the second part of the research?

Do you have any extra remarks comments that you haven't shared about you experience with Time2Share?