SMART Senior

SMART SENIOR – BUILDING DIGITAL SOLUTIONS FOR SENIORS BY SENIORS

Many seniors are quite good at using digital solutions, shopping on the Internet and skyping their grandchildren. They can handle smart phones and tablets and therefore they demand good digital solutions that can help and support them in their daily life. But besides their needs, they are also a valuable source of knowledge, with a look on public and human values which can be helpful to develop new and better services for other members of society too. Rotterdam and Aalborg municipalities decided to ask the senior citizens about their needs and ideas and arranged two workshops for seniors in the two cities on the same date, 26th of September 2017.

About LIKE!
Local governments, citizens, universities and SMEs come together to co-create smarter, more efficient and more innovative services through 9 transnational pilots that cover 3 core themes:

Innovation Culture Approach

Smart Services

Digital Dashboards

Relations to Workpackages
This pilot shows how local governments, citizens, SME's and NGO's can collaborate and build digital solutions based on ideas from citizens, integrating different views and perspectives on the challenges faced. The input from citizens is vital to understand the citizens needs and wishes for future service.

Local partners

Antropologerne
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Preparations for SMART Senior

Rotterdam and Aalborg were in close contact while preparing the SMART Senior but decided to use different approaches and methods.

Rotterdam

In Rotterdam one service desk, called the "VraagWijzer", gives access to all municipal support and social care instruments. The support requests vary from help with administrative tasks, to debt control issues, to a request for a walking-aid, and everything in between. The support desk plays an important role in early identification of needs and early and low threshold interventions. The challenge faced, is the assumption that people tend to find the desk later in their search for help then we like. "How can we make the support desk easier to find for people with needs?" was therefore the leading question. September 19th 2018, all participants in the SMART Senior project, including the senior citizens from Rotterdam, joined a basic training in field research and qualitative research methods. Interview and survey sets were prepared by the service design training agency ZEEWAARDIG. The training took the participants in a few hours through the basics of using observations and interviews to acquire insights into the needs of potential users of the Rotterdam support desks.

This delivered general insights in the process and customer journeys, vulnerable moments in that journey, and the attitudes of the officials working for the support desk. In another phase, random citizens were interviewed about possible experiences regarding requesting support or help from the municipal institutions, providing great insights on vulnerabilities in the system, the processes, and the existing frames and assumptions the processes are based upon.

The insights of this day were used as input for the actual design session on September 26th session. The training and field research was attended by multiple senior citizens, local government officials and experts, as well as students from the Rotterdam university for applied sciences Design Academy.

Aalborg

The preparations for the SMART Senior workshop started in spring 2017 where the local group of the DaneAge organisation (Aeldresagen) and the Council for the Elderly in the Aalborg Municipality were consulted about topics for discussion at the SMART Senior workshop. The ideas that came up were further discussed and qualified by a focus group consisting of participants from the DaneAge IT-Group, volunteers from activity centers within Aalborg Municipality and citizens' groups in rural areas. The focus group decided that the following three challenges were important to discuss:

• How do we make more senior citizens more digital?
• How do senior citizens find out about activities in their neighbourhood and prevent loneliness?
• How do citizens and Aalborg Municipality communicate SMART in the future

Rotterdam – design session

During the design session, the group worked in a very well-structured way from persona's and customer journeys, through brainstorms and associations, towards actual concepts. The different frames and angles of seniors, students, experts and officials conflicted, merged, inspired and were the basis for new insights and approaches. hose led to multiple concepts for improvement or new instruments which could very well make the Rotterdam support desks, and network for help and support, more accessible and more effective in the future.

Insights

- Senior citizens add interesting perspectives, views, and values to design processes, because they grew up in a time with different values regarding communication, interaction, and the role technology played.
- Service design trajectories are more successful, if a case owner is personally involved AND committed
- After a service design trajectory, it is critical to find committed ownership in the development and business organization. If not, there is a risk that critical properties of the designed service, gets lost in organizational IT policy requirements.

Rotterdam - results

Further development of one of the most feasible and useful concepts, an improved digital referral application, was commissioned to the Rotterdam Social department's steering group. The outcomes of the design sessions, a more user and human centred design strategy, was implemented in the development phase and finally adopted by the steering group. This lead to the decision to add a UX designer to the team, and a more user centred result. The application is still under development.

Ideas from the workshop

- Receipts are important when citizens use a self-service solutions or digital mail on www.aalborg.dk
- A call back service – no need to spend time in telephone queues: seniors are busy
- Chatbots
- A more user friendly www.aalborg.dk is a good idea to involve citizens. Seniors will gladly volunteer
- Screen service for citizens living far away from the Citizen Service Center
- An easy way to find out what's on for senior citizens
- Motivate non-digital seniors to enter the digital world

Aalborg – workshop

The program alternated between short presentations and work in smaller groups where the participants discussed challenges, barriers and possibilities.

Journalist and TV-presenter Georg Julin helped guiding the participants through the day and chief anthropologist Rikke Ulk organised the group discussions. Consultant Thomas Terney gave a presentation of new technologies that will change our daily life and councilman Thomas Krarup talked about the visions and initiatives in Aalborg in relation to SMART Senior. A robot was also present at the workshop to show an example of new technology.

The aim of the first group session was to map the challenges based on the participants own experiences and the case card made by the focus group. All challenges were written on post-it's and later used to generate ideas for solutions.

The aim of the second session was to choose one idea per group and work on a solution for this idea before trying to "sell" the idea to all the other participants.

Aalborg – results

Aalborg Municipality collected the results from the workshop, examined all the ideas, categorised them and
made a report with comments on which project the municipality thought were the most realistic in terms of resources. Some of the projects started immediately as they were easy to implement and didn't cost very much, other projects are costlier and need further development.

The senior citizens were very pleased with the workshop and encouraged the municipality to involve the citizens more often in discussions and cocreation.

The benefit of transnational pilots

The transnational collaboration provided the opportunity to look at the different roles senior citizens can play in development of (public) services. In both cases senior citizens were part of a design process both as (potential) users, as well as very relevant designers of the service. The acquired insights from both municipalities have been shared and analyzed together. For both partners, this lead to the shared insight that senior citizens are valuable members of service design teams, leading to more human centered views on services. It also led to the insight that it is extremely valuable and well worth the effort, to make service design processes more accessible for people who still experience obstacles to be involved in such processes.

The insights acquired from SMART senior lead to the shared ambition between Rotterdam and Aalborg to work on another transnational pilot – hackathons for citizens with disabilities. These took place in fall 2018. More information on this project in a separate use-case paper.

TV about SMART senior Aalborg

The SMART Senior event inspired the Danish TV station DK4 to make two programs about the event and the senior citizens approach and use of technology. From February to August 2018 the programs have been shown 47 times and the total number og viewers are 131.000. Expected viewers within a year are 200.000-250.000.