

Open Presentations in Active Assisted Living (in **G111**, G-building) Related to the HELICOPTER project (www.helicopter-aal.eu)

Two open presentations related to the HELICOPTER project (www.helicopter-aal.eu) are given **2015-09-29**. Briefly,

- Brainport Eindhoven: a major regional effort to improve the quality of life for people, in particular, elderly people
- People-centered design in HELICOPTER: a critical success factor in active assisted living project

HELICOPTER is a EU-funded project running from 2013-2016, where University of Skövde and the municipality of Skövde are partners.

Brainport Eindhoven region: Supporting elderly (14.30-15.30)

Abstract

In 2015 a new regional strategy for the Brainport Eindhoven region is being formulated on various social areas including health. The Brainport Eindhoven region has the ambition to be known internationally as the region where you can accelerate and test technologies in large-scale pilot projects with the aim market implementation and valorization. A shared approach between the various stakeholders involved in health is key. A Brainport Healthy Living Lab is an important component in this common approach which creates both social and economic value.

In the Brainport Healthy Living Lab the involved organizations have the ambition to realize two healthy extra life years before 2030 within a sustainable health system in a way people can contribute longer economically and socially. With the Brainport Healthy Living Lab an example for new health care models and large roll-out of innovative ICT solutions for citizens will set to gain more quality of life and at the same time create a Living Lab model which will attract business partners from technology developers till investors to stimulate economical growth in the region.

Biographies

Marcel de Pender, Project manager, Brainport

Marcel De Pender has earned BSc degree at the Avans University in electrical engineering in 2006, which was followed by the MSc in industrial engineering and innovations sciences (2009), acquired at the Eindhoven University of Technology.

He started working for Brainport Development as project manager for the Brainport Health Innovation programme since 2006. Mr. de Pender took part in the implementation of various international/transnational projects Brainport has lead, or in which it participated as project partner. Therefore he has significant insight in the management processes, implementation, programme requirements of such projects. Since 2012, mr. de Pender is working as project manager for Coöperatie Slimmer Leven 2020. Because of mr. de Pender's involvement in regional, national and international projects he has extensive experience with large-scale international projects and good knowledge of EU regulatory procedures. Furthermore, he speaks English fluently and has excellent computer and communications skills.



Joyce de Laat, Project Manager, Brainport

Ms. de Laat obtained her BSc degree in Innovation Sciences in 2010 and MSc degree with 'Great Appreciation' in Human-Technology Interaction in 2012 at Eindhoven University of Technology. Her study focused on the dynamics between technology and its users. She participated in an international semester programme where she studied several



postgraduate psychology courses in the United Kingdom at the University of Surrey, Guildford.

Ms. de Laat is particularly interested in innovations in the field of (mental) healthcare and is working on behalf of Coöperatie Slimmer Leven 2020 as a project manager involved in regional, national and international projects. As a person she is enthusiastic, goal-oriented and committed. Because of her multidisciplinary background she is able to shift between different stakeholders and build a bridge between their motives and goals. Ms. de Laat describes herself as a hardworking person with a hands-on mentality, a good abstract level of thinking and who is not afraid of executive work. Furthermore, she likes working in a multidisciplinary team because of its dynamics and variety.

People-centred design in active assisted living: The HELICOPTER approach (16.00-17.00)

Abstract

How to make a meaningful sensors system to the elderly?

How to make a sensors system that inspire trust and that is integrated in the domestic life of the house inhabitants?

The talk will focus on the people centred design process applied in the Helicopter project. We will go through the initial fieldwork in Sweden and The Netherlands up to the concepts generation. We will concentrate on the co-creation activity and experience prototyping conducted with different project stakeholders to test and iterate the initial design concepts.

We will finally show the service concept that we are testing with real users during the Helicopter pilot.

Biographies

Laura Boffi

Laura Boffi is an interaction and service designer. She is interested in researching how people create their own culture around the context in which they inhabit and the objects they use, often by appropriating in a spontaneous and very meaningful way the material and technology artifacts they are surrounded by.



One of her main fascination has been medicine and how the progress of science has been changing the way people experience life and death. Driven by this research interest, Laura developed her final thesis in Interaction Design at CIID around palliative care and terminal illness, co-designing an alternative and symbolic patient journey with the staff, patients and caregivers of an hospice in Rome, Italy.

Her background is in product design. She earned her BA in Industrial Design from Politecnico of Torino, Italy and her MA in Design from Design Academy Eindhoven, program Man and Humanity. Finally she completed the Interaction Design Program at CIID where she could widen her attitude towards design through people centered research and design research process.

While being a researcher at CIID, Laura is pursuing her goal of setting up her own studio in Rome and of introducing design research in public sectors in Italy, such as health care.