

## **DELIVERABLE D2.1 – Report on trends, people’s needs and activities (EXECUTIVE SUMMARY)**

This document shows a brief summary about the work done inside WP2, Task 2.1 of AMEC project.

D 2.1 is a report on the results of a people research module that has been conducted within the AMEC project to understand what people want and need in order to anticipate the development of early demonstrator assets that represent ambient ecologies of the future.

The research consisted of an integration of socio-cultural trends research and ethnographic research at people’s homes and has given us deeper insights into people’s daily life in the context of home. Specific relevant topics for AMEC are:

Change towards a healthier lifestyle, routines and rituals in relation to a balanced, healthy lifestyle, and family living. The topic of health has been selected because people increasingly feel responsible to maintain their health. Health has ‘entered’ the home environment: it is increasingly becoming a topic for ‘normal’, healthy people and not only for patients as it used to be. The topic of family living has been selected because families are a key target group in the context of intelligent homes. We need to get insights into how people dynamically live, rather than focussing only on the single, white, young male as the main target as is so often the case. Within these topics we focussed on everyday life activities like eating, shopping, cooking, planning, and communication.

Within AMEC, we have developed an approach consisting of multiple encounters with people, face-to-face and online, so that we can involve people throughout the whole creation process and, thus, make the process more people-driven rather than technology-driven.

The online exercise to collect people insights is a more experimental part of the process. The aim is to get more experience in involving people in a cost effective and efficient way. What we have learned is that:

- Online input delivers added value in addition to face-to-face input because it is generally more spontaneous, and context and moment focussed.
- The current conducted method is still too static. The online exercise should be set up as a forum during a couple of days with a moderator and around 15 participants in a panel.

The insights that we generated from analysing the data can be found in this report as well as the 4 Personas that we have created based on this analysis. Personas are a tool to communicate insights in an easy understandable and actionable way. The Personas were used in creative ideation workshops to ensure that concepts are designed for people and the needs they have. We are currently working out the concepts further and we will ask feedback from the participants in a second homevisit as one of the next steps.

The 4 Personas are:

1) Sietske: a Dutch mother in a modern family, who has to trade-off time for a family and time for herself.

*The key role of technology for her is that it enables her to be better, quicker, and more efficient in the activities she is interested in.*

2) Nuria: a Spanish mother in a more traditional family, who constantly adapts herself to the needs of her family.

*The key role of technology for her is that it should benefit her, be trustworthy and understandable.*

3) Alejandra: a Spanish mother of grown-up children, who has learned to happily live with a chronically disease and found balance in her live.

*The key role of technology for her is that it connects her to other people.*

4) Jeroen: a young male, who loves his work and needs to get inspiration from his environment and people around him.

*The key role of technology for him is to perform and express himself.*