

DELIVERABLE D2.2 – Design direction workshop integrating technology, people and design results (EXECUTIVE SUMMARY)

This document shows a brief summary about the work done inside WP2, Task 2.2 of AMEC project.

D2.2 concludes tasks 2.2 and describes the process and results of the concept enrichment workshop that has been conducted within AMEC project.

The goal of Tasks 2.2 is people centred concept creation with experience design as focal point, i.e. in this phase technology is seen as enabler.

The concept creation and selection process was conducted in a 5 day workshop using tools such the personas (detailed insights into people) and the experience matrix (describing the core qualities of experience that people will look for in the next 3 to 5 years) that were prepared prior to the workshop.

The workshop included the following steps:

Phase 1: Preparation and exploration activity (3 days)

- Experience journey using personas and experience matrix
- Select the user experiences we want to target and which fit people's needs
- Ways of achieving the targets within the scenario directions, design brief and creative direction.

Phase 2: Final concept definition (2 days together with partners)

- Present tools, share preparation results and add (technical) interest
- Select the use case scenarios for the AMEC demonstrators to build.

During workshop 4 sub-groups focussed each on one (or two) personas and one concept direction. Below a summary of the workshop results:

[Group A] Health balance facilitation:

The concept aims to facilitate a healthy balance. Focussed on exercise and food intake based on personal profiles and linked to daily objectives and daily activities in an unobtrusive way.

- Creativity and exploration concept for Jeroen: "Exercising a la "Giro d'Italia". A music sharing space where Jeroen and his buddies can compete while exercising in a playful way.
- Confidence and empowerment concept for Jeroen: "Genie in a bottle". A highly visible recommendation (health living) concept based upon Jeroen's personal profile which gives inspirational options automatically when entering a store
- Confidence and empowerment concept for Nuria: "Health monitor". A personal concept (help Nuria to help herself) which motivates, monitors and advises Nuria in a soft way about the nutritional values of her daily food intake and physical condition.

- Control and convenience concept for Nuria: "Tablet buddy". A shopping and cooking aid: A portable dynamic aid based on family profiles (diets / variety of intake)

[Group B] Family pin-board:

Control concept for Sietske: "Dynamic daily facilitator". The concept aims to involve family members to discuss negotiate and manage daily activities whilst opening opportunities for spontaneity. The concept aims to give a feel that 'family-life' and 'personal-life' of the family members is balanced and to achieve a sense of contentment and freedom.

Enjoyment-2-entertainment concept "Expressions of family". The concept aims to provide a collection space, capturing and sharing the dynamics of family life. Emotional: giving something a temporary value to express the dynamics of your life (lifestyle is dynamic). Rational: a 'place' for 'things' to belong, to organise things (snippets have no where to go)

[Group C] Open aware Objects:

Creativity and sharing concept for Sietske: "Personal blogging". To provide an easy and rich way to capture and manage personal notes, memories, thoughts and inspirations during daily activities, both to keep and to share with others.

Creative and convenient control concept for Sietske. The concept allows the creation of a home environment with a personal touch. By adding, modifying and enriching objects in the home in an immediate and intuitive way. The concept aims to provide a simple, straightforward and unified way of interacting with and configuring the digital home environment.

[Group D] Personal channels:

A community or personal channel concept that aims to foster (strengthening) close relationships with other people in everyday life by sharing continuous sensorial ambient expressions of (daily) activities, expressions and thoughts that allows for spontaneous, simple emphasis and response.

Sharing & belonging and creativity & enjoyment concept for Alejandra: "tap into it". Provide sharing platforms for likeminded people that facilitate ongoing dialogues, i.e. exchange & synchronize moments; find a soundboard, extend quality time together; flexible experiences that invite and enable co-creation and exploration

Finally the following AMEC demonstrators have been selected:

| | |
|---|--|
| Experience demonstrator: "Open objects" | |
| Persona ('s): | Sietske and Alajandra |
| Experience targets | <ul style="list-style-type: none"> • Target 1 = Creativity, enjoyment, sharing and belonging • Target 2 = Creative and convenience control |
| What it is: | Open Objects is an end-to-end system that demonstrates the entry of services into the home through configurable appliances. This can be managed by an adaptive remote control; using the TV and a manager to find & configure services for the object. The adaptive remote can also control standard home devices. |

| | |
|---|---|
| Technical demonstrator: "Health Balancer" | |
| Persona ('s): | Núria (& Jeroen) |
| Experience targets | <ul style="list-style-type: none"> • Target 1 = Control / Convenience • Target 2 = Confidence / Empowerment |
| What it is: | Health assistance - to facilitate a healthy balance - that will monitor, knows the food inventory and that will give you advice and recommendation linked to daily objectives and activities in an unobtrusive way. |