



VITALISE

Virtual health and Wellbeing Living Lab Infrastructure

Customer & User Analysis

Anthology Ventures



This project has received funding from European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 101007990.

Mapping the problem

Hypothesis:

“Seniors in Care Homes
need assistance when using
VOIP (video) - based services & devices
to communicate with loved ones”

Mapping the problem

Hypothesis:

“Seniors in Care Homes
need assistance when using
VOIP (video) - based services & devices
to communicate with loved ones”

Mapping the problem

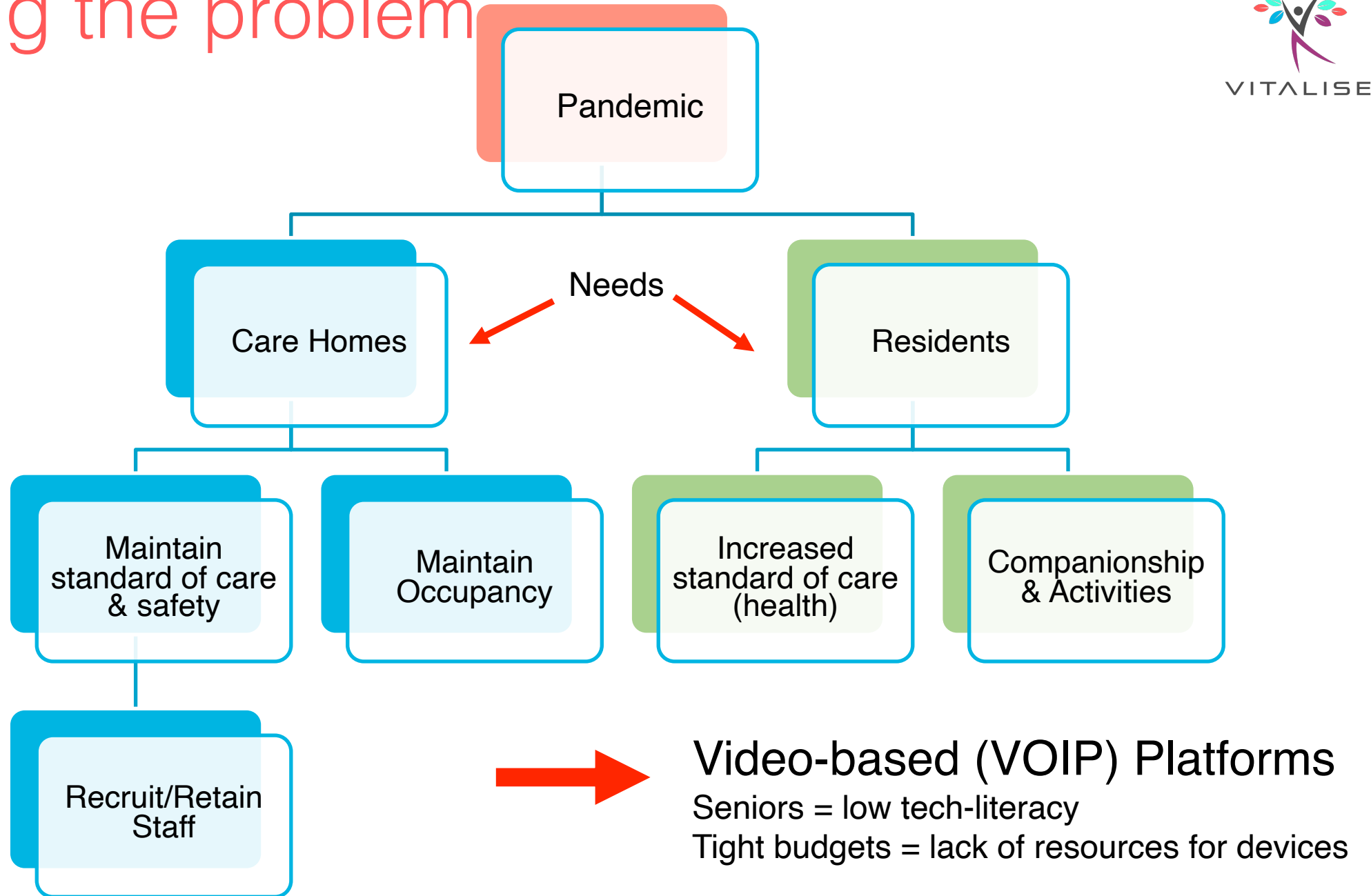
Hypothesis:

What kind of
assistance?
Why?

“Seniors in Care Homes
need assistance when using
VOIP (video) - based services & devices
to communicate with loved ones”

What kind of
devices?

Mapping the problem



Current Solutions: How seniors can connect remotely to their loved ones



	Voice & Video Calls	Revenue Model (free/paid)	Interface design (accessibility)	Internet speed requirements	HW dependency
VOIP apps (Skype, Zoom, Meet, Etc.)	yes	B2C free, B2B paid	Not intuitive	Medium – high	Yes – tablet, phone, PC (can be existing)
Dedicated devices (Oscar, Amazon, Grandpad, Vlewclix)	yes	Purchase	Designed for Seniors	None – High	Yes – purchase of new device is required
Telephone	Voice only	Mobile (consumer) Landline (facility)	N/A	None	Existing HW usually sufficient

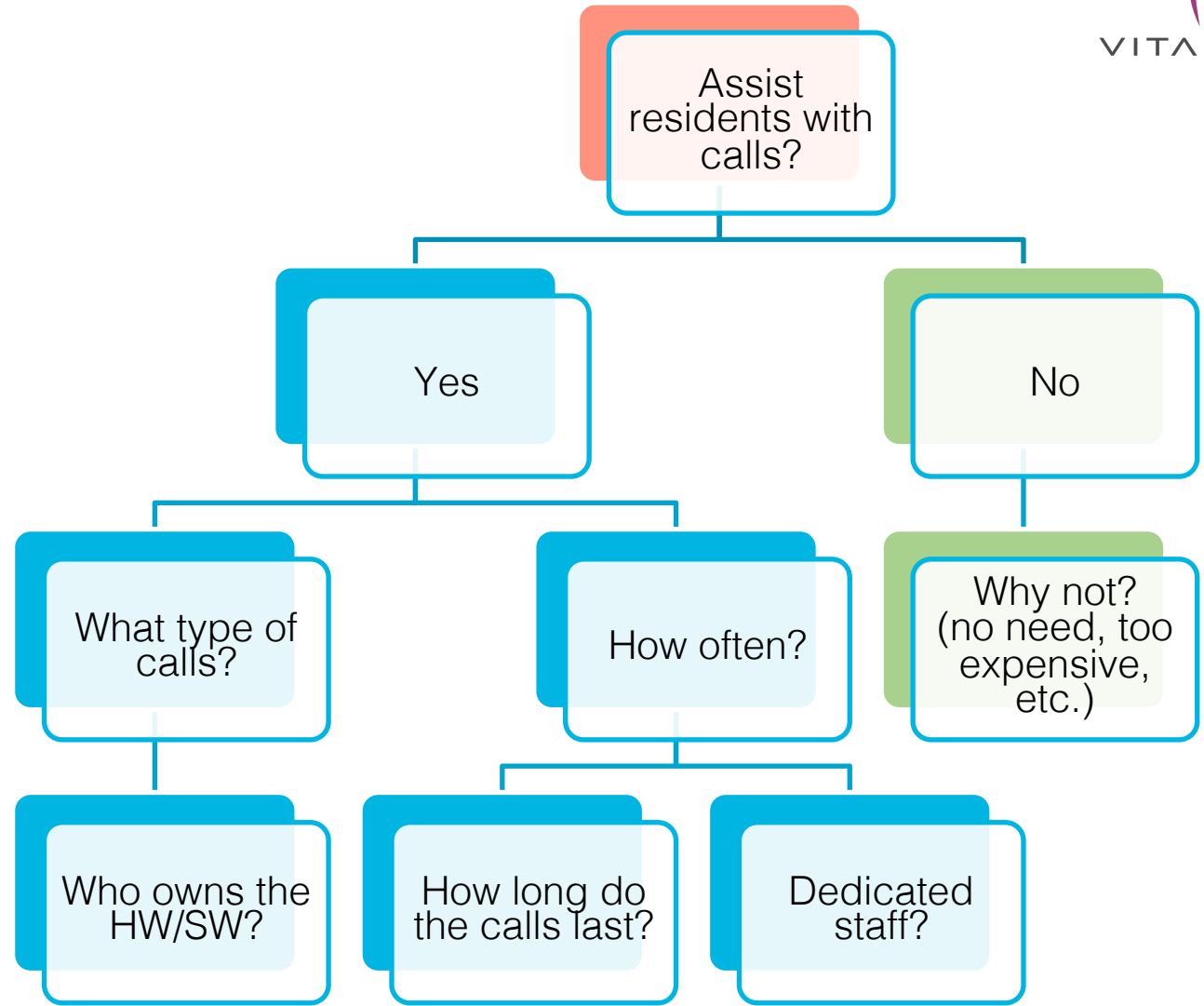
2. Needs Analysis: Our Customers: Care Homes



Try to be as analytical as possible when you ask for information:

Express facts with numbers whenever possible:

- “What is your current staff to resident ratio?”
- “Is wifi available throughout the facility?”
- “Do the rooms have televisions installed?”
- “What percent of the residents request assistance with video calls?”

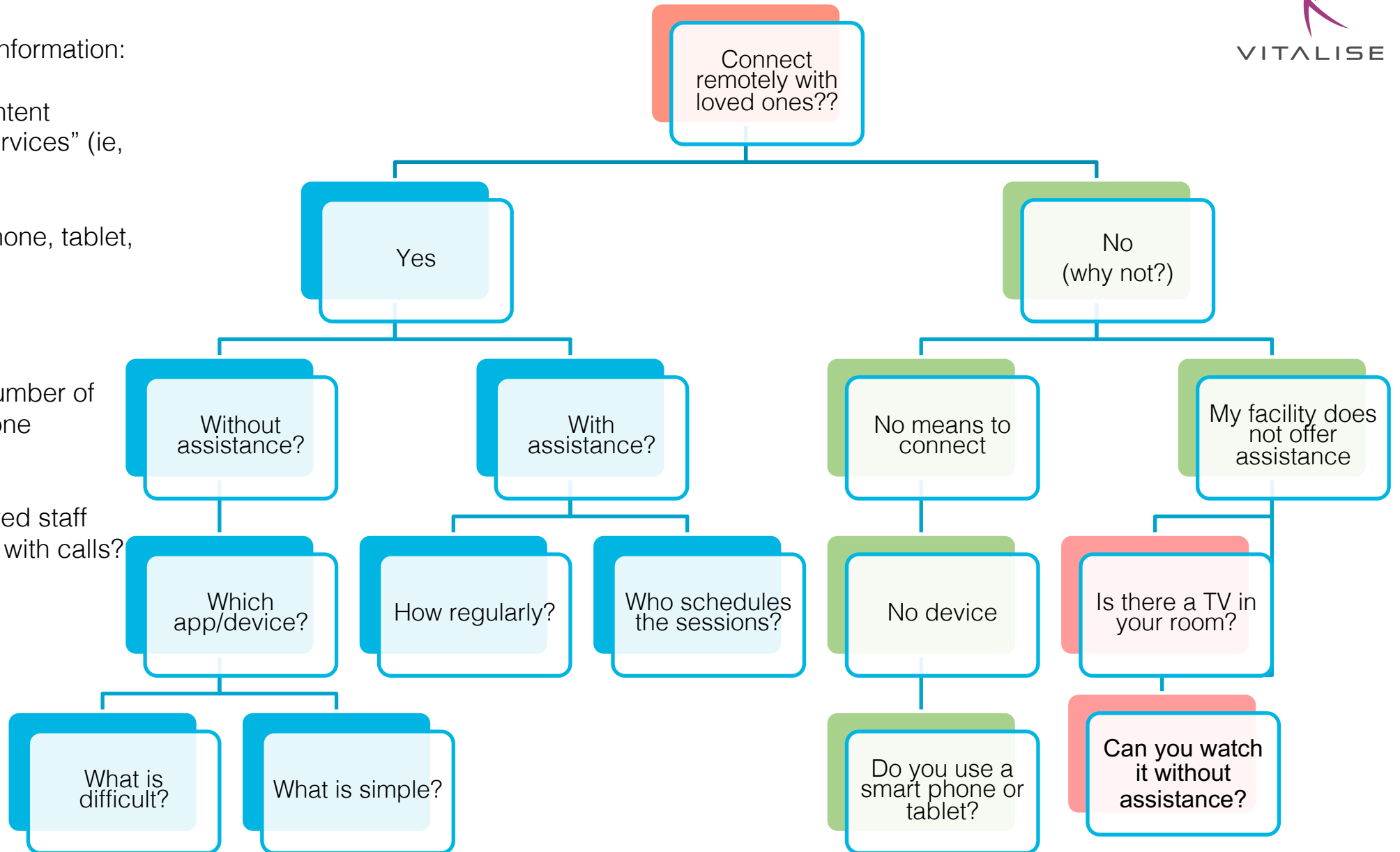


3. Needs Analysis: Our Users: Residents



Examples of analytical information:

- Do you watch any content through 'streaming services' (ie, Netflix)?
- Do you use a smartphone, tablet, or PC (in general)
- How often?
- What is the optimal number of times to see a loved one remotely?
- Do you have a preferred staff member to assist you with calls?

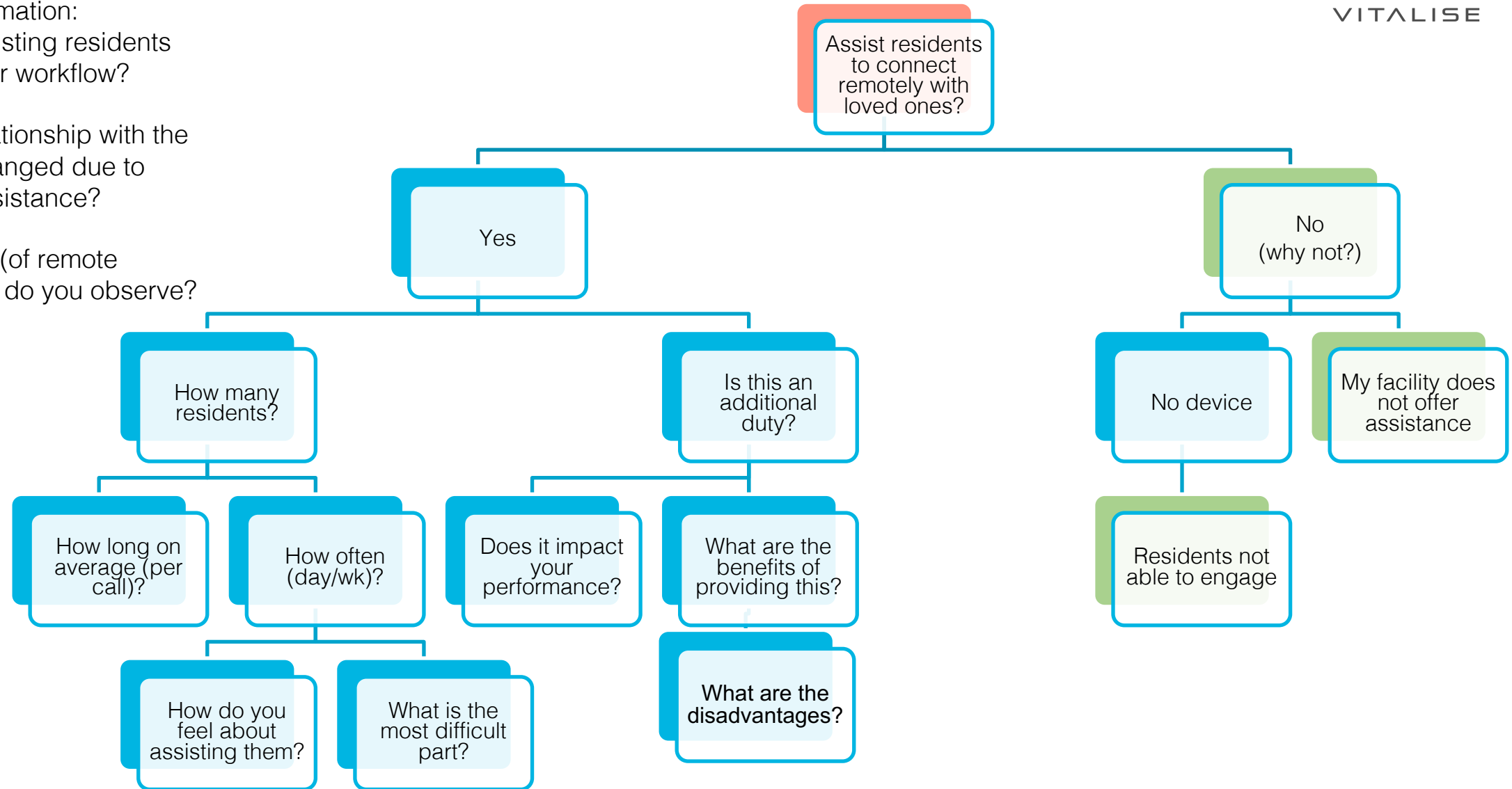


3. Needs Analysis: Our Partners: Staff



Analytical Information:

- How has assisting residents changed your workflow?
- Has your relationship with the residents changed due to providing assistance?
- What impact (of remote connections) do you observe?



Solving the problem:



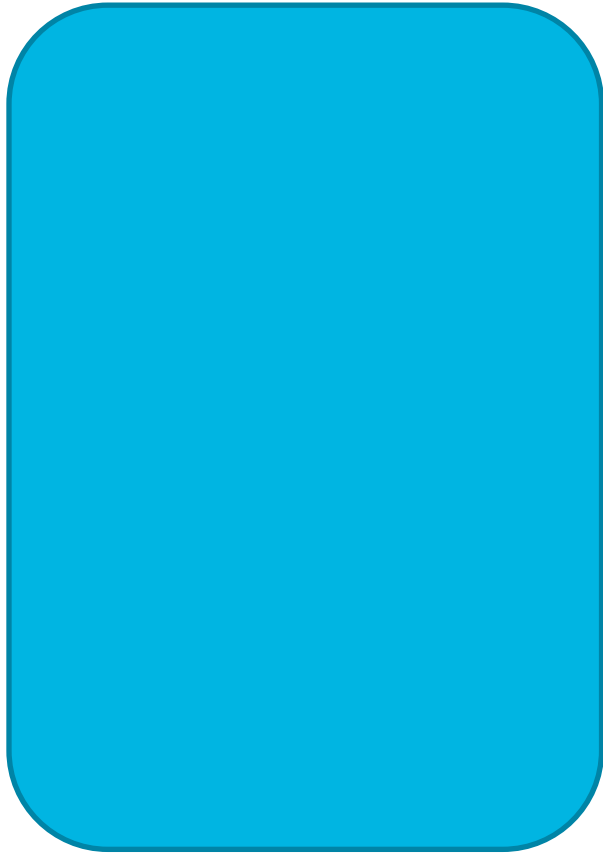
“Seniors in Care Homes
could use a streaming-style
TV-based communication platform
without the need for assistance from staff”

Netflix meets Zoom

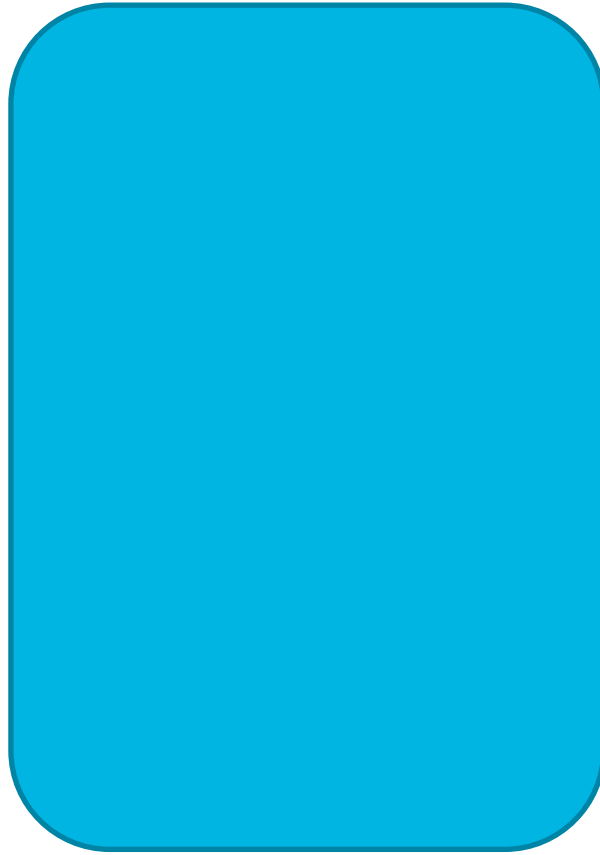
- TV-based (no additional device required)
- Remote control is a familiar object
- Interface can be designed in compliance with needs/protocols
- Revenue model B2B or B2C: Subscription or pay-per-use
- Reduced pressure on staff/facility
- Increased independence for residents

Competition:

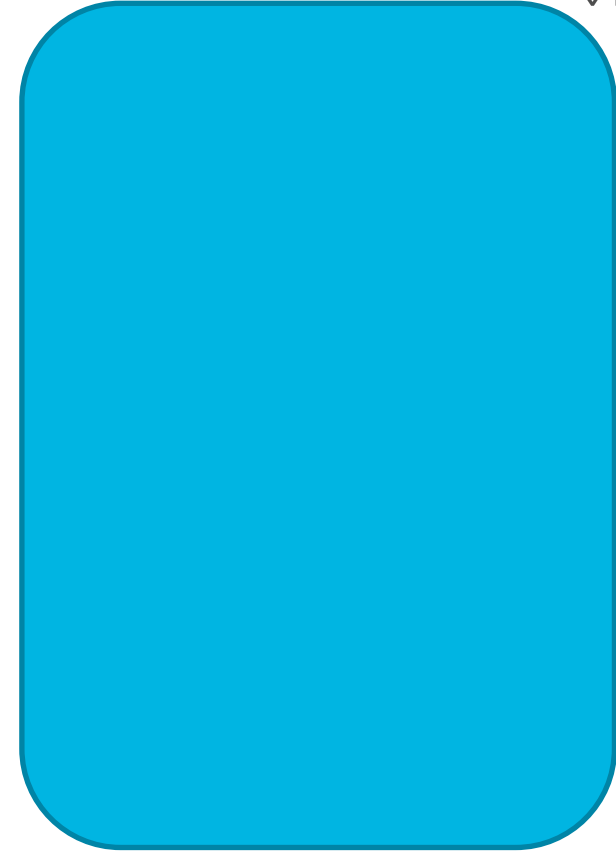
what kinds of products/services address this issue today?



Direct Competitors



Adjacent Competitors



Tangential Competitors

Contact us

Adriane Thrash, Anthology Ventures
at@anthologyventures.com

Online presence

-  <https://vitalise-project.eu>
-  <https://twitter.com/VITALISEproject>
-  <https://www.facebook.com/VITALISEproject/>
-  <https://www.linkedin.com/company/vitalise-project/>

Subscribe to our newsletter:



European Network of Living Labs (ENoLL)
<https://enoll.org/>
<https://openlivinglabdays.com/>

info@vitalise-project.eu

Project coordinator:
Dr. Evdokimos Konstantinidis

Scientific coordinator:
Prof. Panos Bamidis



This project has received funding from European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 101007990.