

# SAAM PILOTS: Engaging social circles and senior users in validating new technologies

26.05.2021

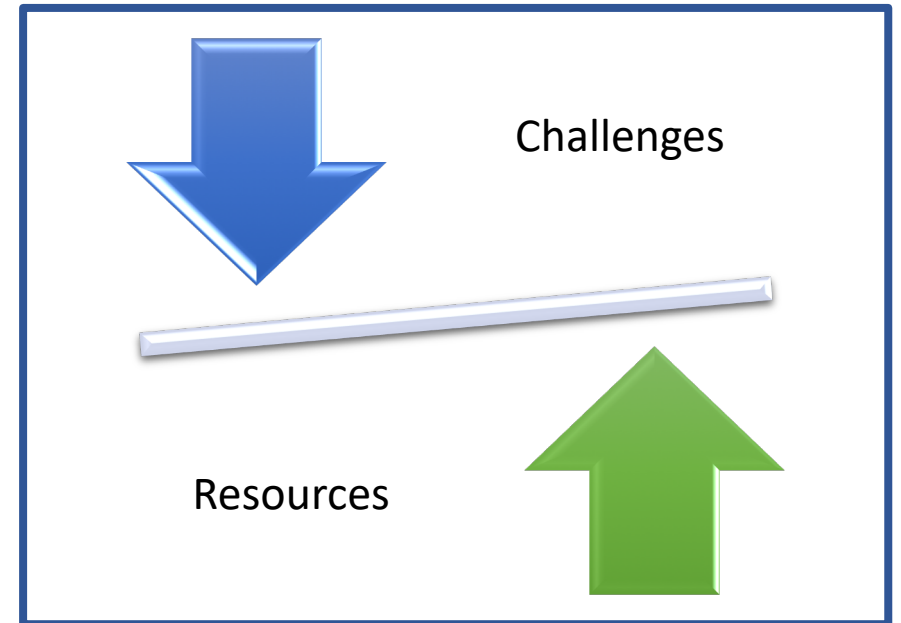
Online

# SAAM's VISION AND AIMS

SAAM's ambition is to provide new methods to support people as they age to remain active and to live independently as long as possible.

## SAAM offers a holistic approach


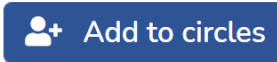






- Physical, social and mental wellbeing
- Social, economic, cultural, spiritual and civic participation
- Family, friends, neighbors, formal caregivers and the wider community



# ENGAGING SOCIAL CIRCLES (1): EXPANSION OF THE SOCIAL NETWORK

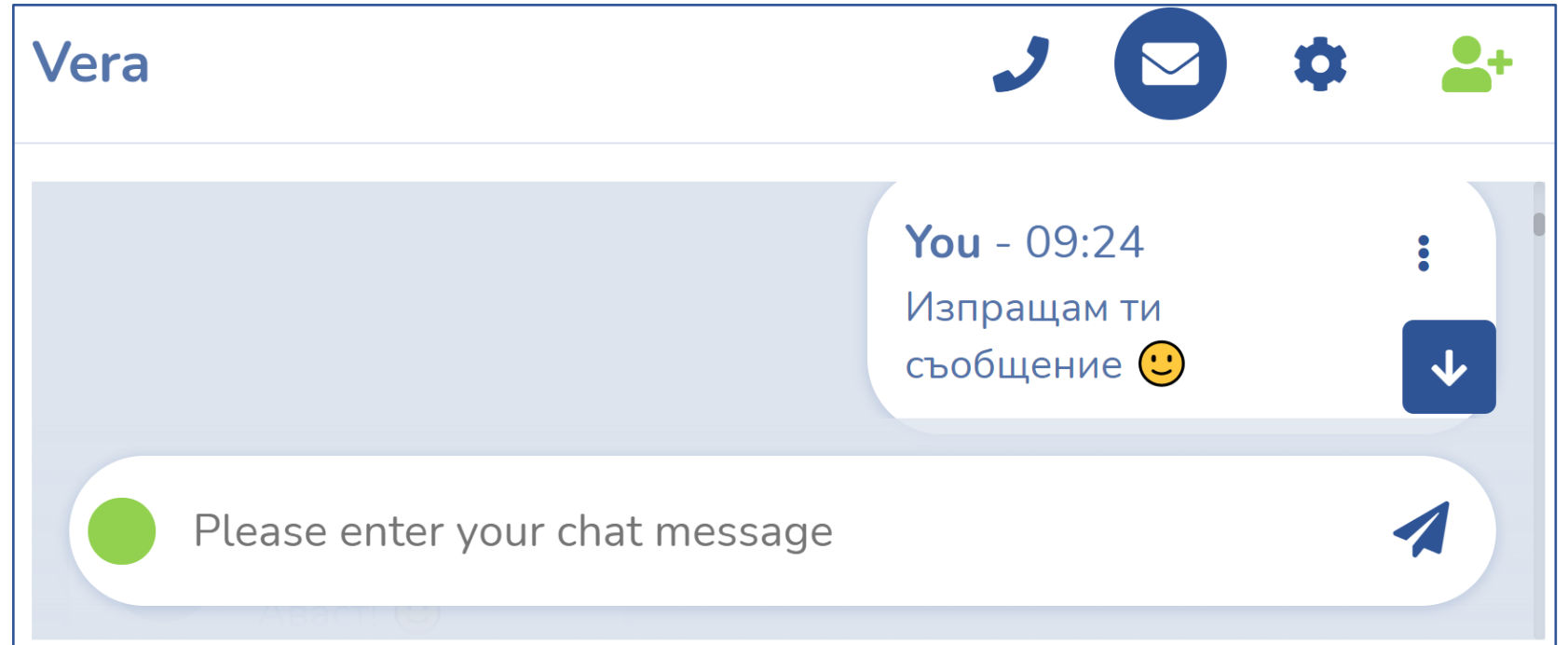
- Three types of social circles defined in SAAM
- Seniors can add any contact in SAAM – be it primary or secondary user

Search Results:

Name	Location	Actions
 Златка Господинова (ZlatkaG)	Sofia, Bulgaria	  Community  Family  Friends   

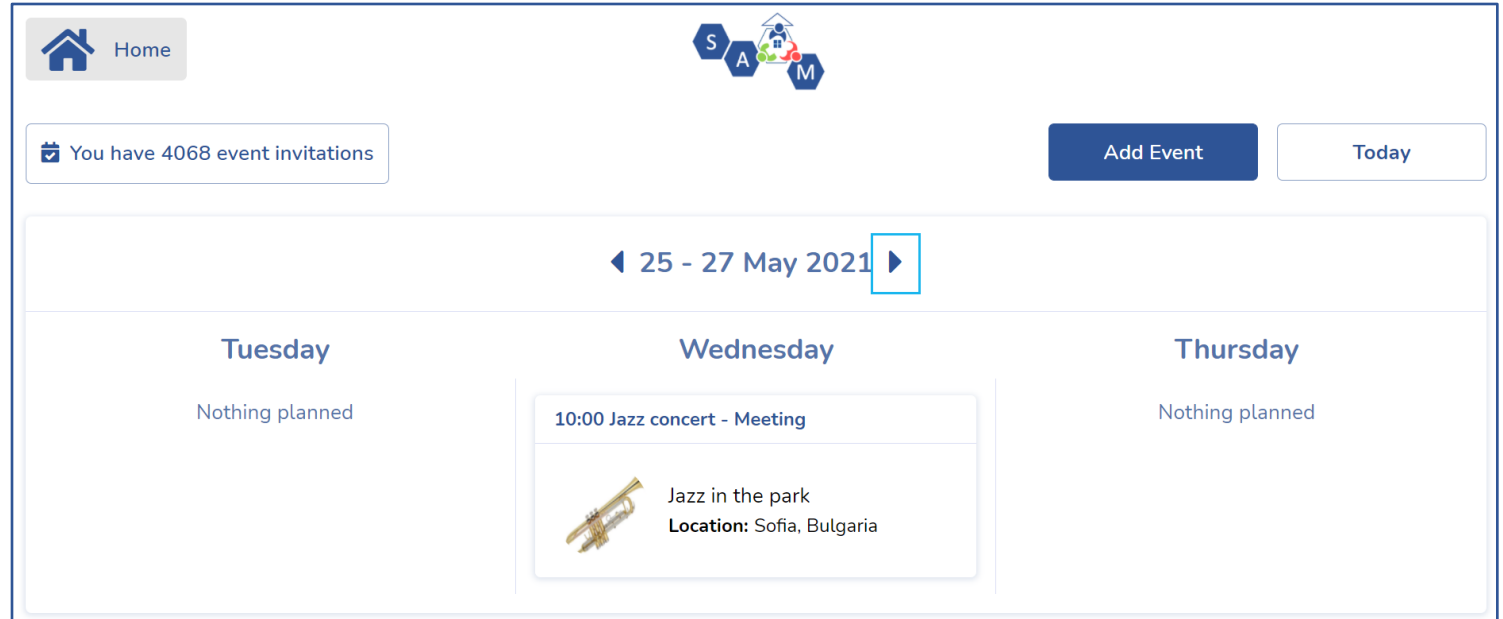
# ENGAGING SOCIAL CIRCLES (2): STAYING IN TOUCH

- Seniors can use **text, audio and video chat functions** to keep in touch with their SAAM network



# ENGAGING SOCIAL CIRCLES (3): ATTENDING EVENTS TOGETHER

- SAAM provides an opportunity for users sharing similar interests to organize and join events on topics of their liking



The screenshot shows the SAAM user interface for event management. At the top left is a 'Home' button with a house icon. To its right is the SAAM logo, consisting of three blue hexagons with the letters 'S', 'A', and 'M' and a central house icon. Below the logo is a notification box that says 'You have 4068 event invitations'. On the right side, there are two buttons: 'Add Event' (dark blue) and 'Today' (light blue). The main content area is a calendar view for the dates '25 - 27 May 2021'. The calendar is organized by day: Tuesday, Wednesday, and Thursday. Under Tuesday, it says 'Nothing planned'. Under Wednesday, there is an event card for '10:00 Jazz concert - Meeting'. The event card features a trumpet icon and the text 'Jazz in the park' and 'Location: Sofia, Bulgaria'. Under Thursday, it says 'Nothing planned'.

# ENGAGING SOCIAL CIRCLES (4): ATTENDING EVENTS TOGETHER – SELECTING YOUR INTERESTS

Please choose you social interests. X

^ Hobbies and entertainment

^ Professional activities and volunteering

^ Courses and training (professional qualifications)

# ENGAGING SOCIAL CIRCLES (5): PERSONALISING YOUR RELATIONSHIPS

- Any two people can become contacts in SAAM – for example, two senior users or a senior and her granddaughter or a granddaughter and her father.
- What is more, any person can become a senior's **coach** or **caregiver** or **both** depending on senior's preferences

# ROLE OF SOCIAL CIRCLES FOR COACHING (1): APPOINTING A COACH

Home

Contacts Requests Circles Explor

Contacts

NM Nadia Miteva 2 Friends

NM Nadejda Miteva Family

VV Vera Veleva Community Coached In Activity Coached In Social

Add tags for Nadia Miteva 2 ?X

- Caregiver
- Emergency contact
- Social coach
- Activity coach
- Mobility coach
- Sleep coach

Yes Cancel

Actions

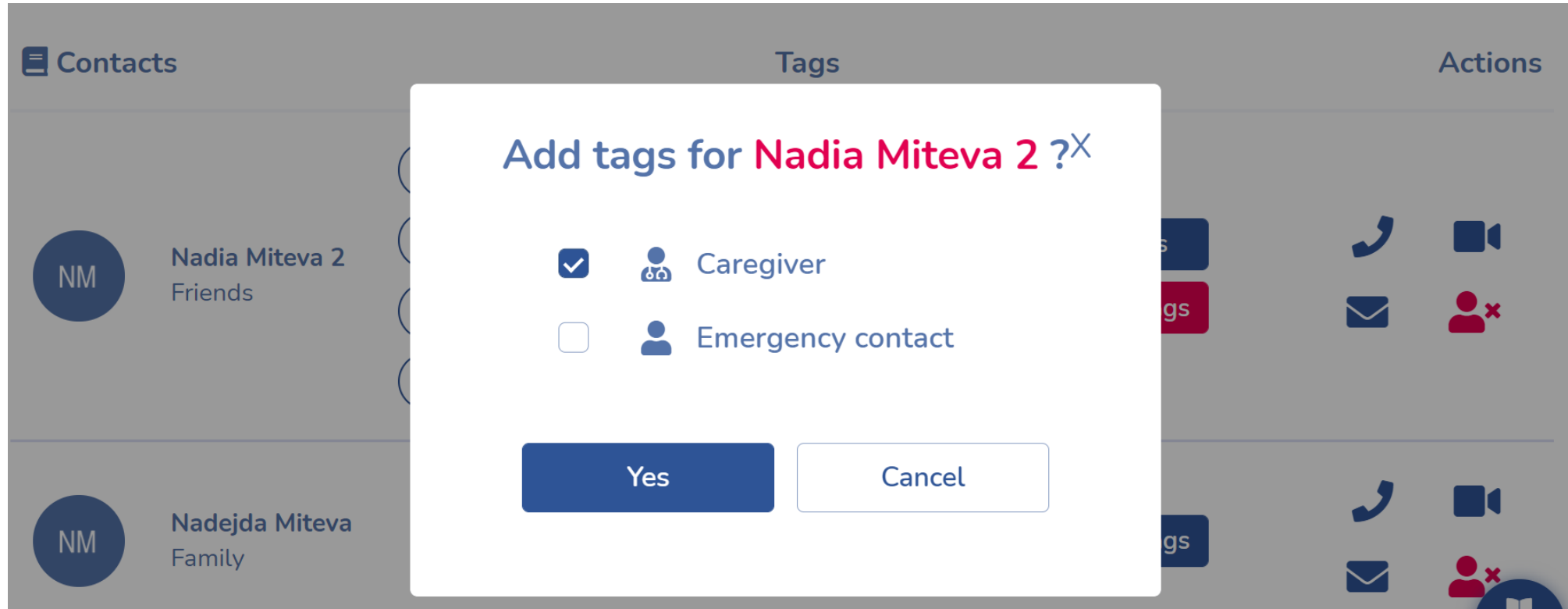
Add tags

Help

# ROLE OF SOCIAL CIRCLES FOR COACHING (2): BEING A COACH

<p>Vera Veleva (Vera)</p>  <p>Sleep</p> <p>No coaching today</p>	<table border="1"> <tbody> <tr> <td data-bbox="907 189 1095 335"> <p>NadiaMiteva1 (NadiaMiteva)</p>  <p>Cooking</p> </td> <td data-bbox="1095 189 2102 335"> <p>No coaching today</p> </td> <td data-bbox="2102 189 2369 335"> <p>22/05/2021, 03:00</p> </td> </tr> <tr> <td data-bbox="907 335 1095 542"> <p>NadiaMiteva1 (NadiaMiteva)</p>  <p>Mobility instructed - walking</p> </td> <td data-bbox="1095 335 2102 542"> <p>No coaching today</p> </td> <td data-bbox="2102 335 2369 542"> <p>21/05/2021, 15:00</p> </td> </tr> <tr> <td data-bbox="907 542 1095 733"> <p>NadiaMiteva1 (NadiaMiteva)</p>  <p>Mobility general - stand up</p> </td> <td data-bbox="1095 542 2102 733"> <p>No coaching today</p> </td> <td data-bbox="2102 542 2369 733"> <p>21/05/2021, 03:00</p> </td> </tr> </tbody> </table>			<p>NadiaMiteva1 (NadiaMiteva)</p>  <p>Cooking</p>	<p>No coaching today</p>	<p>22/05/2021, 03:00</p>	<p>NadiaMiteva1 (NadiaMiteva)</p>  <p>Mobility instructed - walking</p>	<p>No coaching today</p>	<p>21/05/2021, 15:00</p>	<p>NadiaMiteva1 (NadiaMiteva)</p>  <p>Mobility general - stand up</p>	<p>No coaching today</p>	<p>21/05/2021, 03:00</p>
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<p>Vera Veleva (Vera)</p>  <p>Cooking</p> <p>Vera Veleva has been cooking 0 times, a decrease this week compared to previous weeks. You might want to encourage Vera Veleva to cook for him/herself more.</p>	<p>28/02/2021, 02:00</p>	<p>Done</p>	<p>Cannot</p>	<p>Decline</p>								
<p>Vera Veleva (Vera)</p>  <p>Social - Friends</p> <p>Vera Veleva's data shows that they have been going out less this week compared to previous weeks. It could be good for Vera Veleva to meet up with you today.</p>	<p>28/02/2021, 02:00</p>	<p>Done</p>	<p>Cannot</p>	<p>Decline</p>								

# ROLE OF SOCIAL CIRCLES FOR COACHING (3): APPOINTING A CAREGIVER

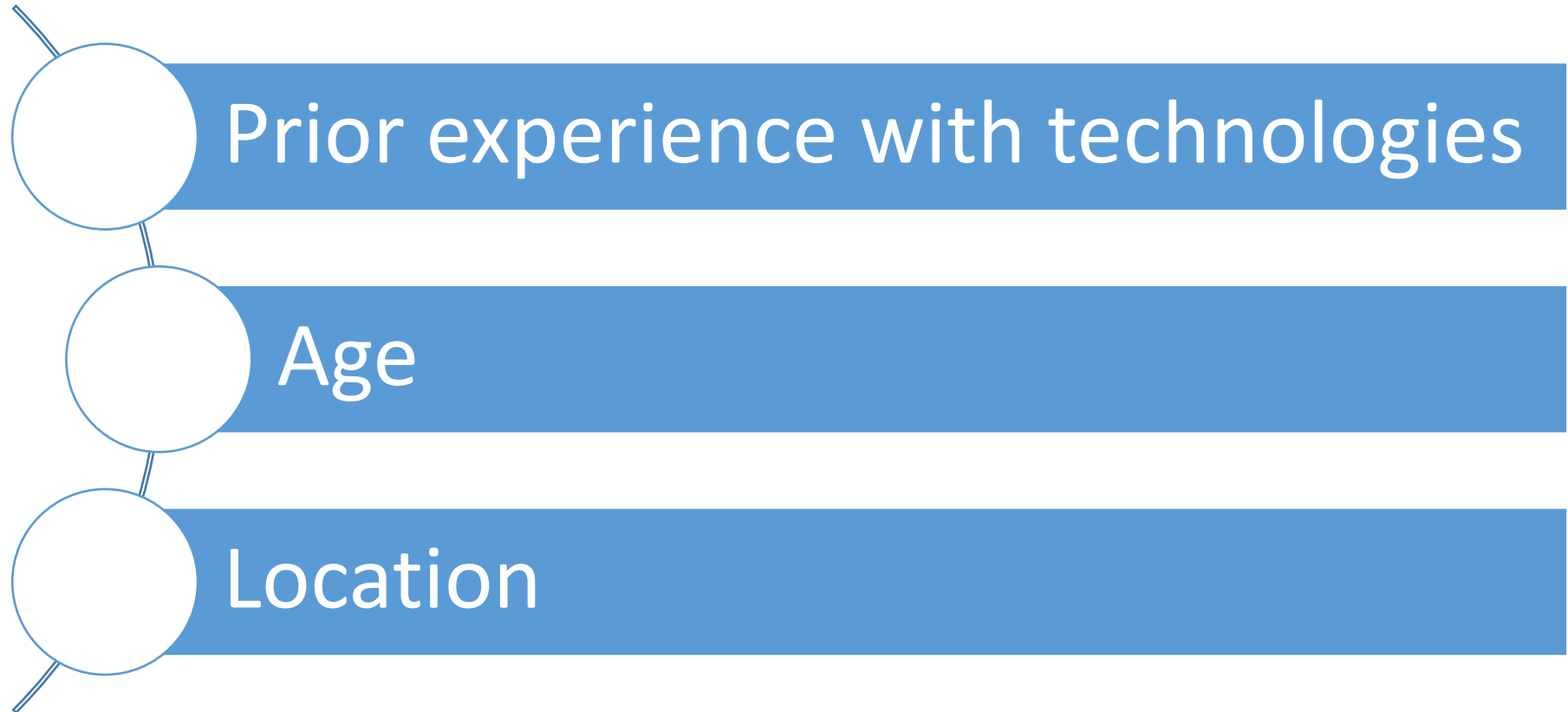


# ROLE OF SOCIAL CIRCLES FOR COACHING (4): BEING A CAREGIVER

The screenshot shows a web application interface. At the top, a grey bar indicates the user is logged in as 'NM NadiaMiteva1' with a red 'Logout' button. Below this is a navigation bar with a 'Home' icon and a central logo consisting of three hexagons labeled 'S', 'A', and 'M' around a house icon. A menu below the navigation bar includes 'Coaching', 'PLI's Coaching', 'Requests', 'Diary Entries', and 'Events'. The main content area is divided into two columns. The left column features a user profile for 'Nadia Miteva 2' (Secondary user) with a blue 'NM' avatar, an 'Away' toggle set to 'No', and contact details: 'User Name: NadiaMiteva2', 'Email: nadejda.n.miteva@gmail.com', 'Phone: +359/123456789', and 'Location: No location provided'. Below the profile are buttons for 'Account settings' and 'Caregivers admin panel'. The right column is titled 'Caregivers admin panel' and contains a search bar, two checkboxes for 'Manage by Caregiver' and 'Manage by User', and a profile card for 'NadiaMiteva1 (NadiaMiteva)' with a blue 'NM' avatar and icons for edit, call, video, email, and a group of people. Below the profile card are three blue buttons: 'Care Receiver', 'Coached In Activity', and 'Coached In Mobility'.



# FEEDBACK FROM SAAM PILOTS (1): COACHING PREFERENCES PREVALENCE



# FEEDBACK FROM SAAM PILOTS (2): COACHING TO THE PRIMARY USER – USERS' OPINION

## **New experience for most of the users, for some SAAM is security and introspection**

“I live independently, but SAAM to some degree is some security.”

“I am doing something new and this activates me.”

“My habits have changed, I have become more curious about technical means, loading, filling in a register.”

“It was pleasant. I waited to receive something.”

“It helped me to be more active.”

“Through the coaching I tried to keep the level of my daily responsibilities and not to reduce them.”

“[It] added new experience to my life. It was something different, experience I could not have imagined.”

# FEEDBACK FROM SAAM PILOTS (3): COACHING THROUGH THE COACH – USERS' OPINION

Helper

New type of  
care

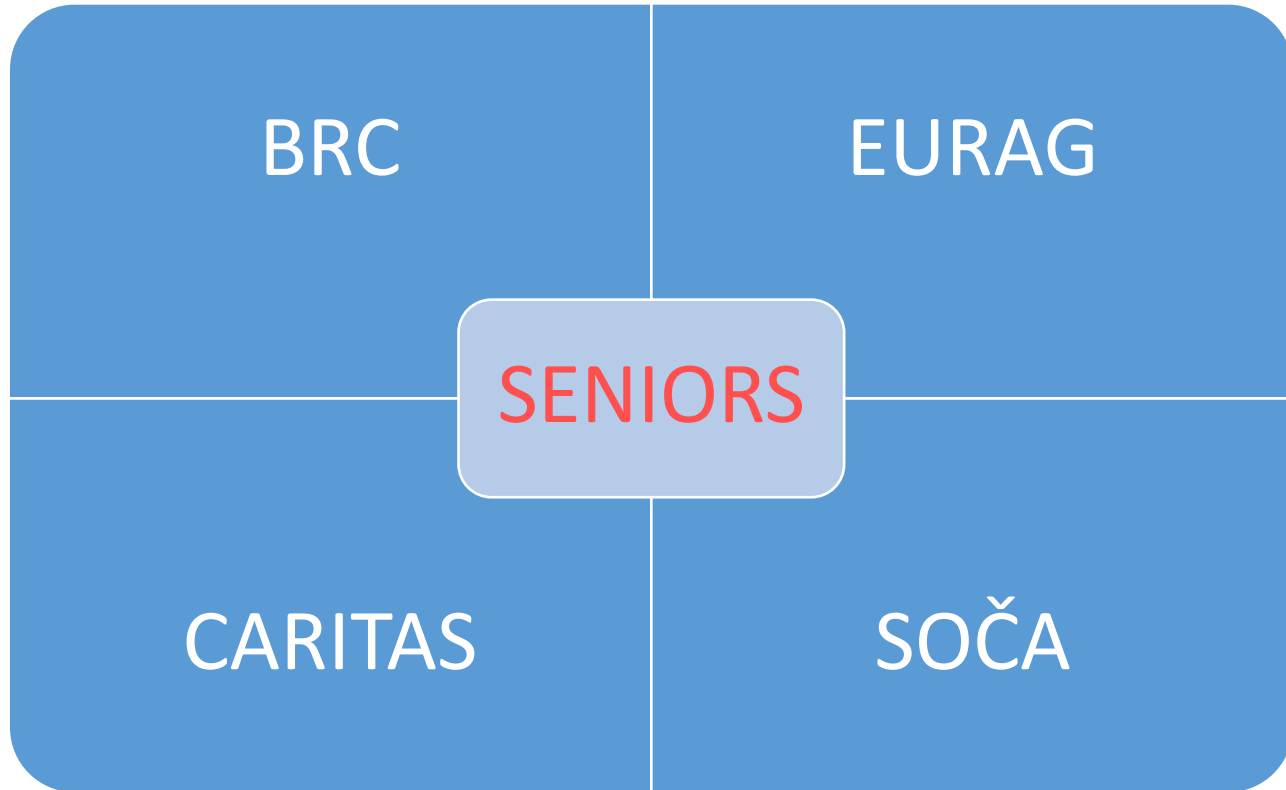
SAAM IN ONE WORD:

Useful

Scalable

**“The recommendations are clear and easy to work with.”**

# ENGAGING USERS IN VALIDATING NEW TECH (1): WHO WERE THE SENIOR VOLUNTEERS IN SAAM PILOTS



- Diverse group ranging from people in their sixties to people in their late 80s
- More women than men
- Different socioeconomic status and different levels of overall engagement in life

# ENGAGING USERS IN VALIDATING NEW TECH (2): PERSONALISED ENGAGEMENT OF SENIORS

- The **HUGE role of social partner organisations** – sense of security, contact point and helper
- **Different motivations** for technology engagement among different users
- **Overcoming challenges with the technology** – challenges provoked by a user’s insecurity whether “they are doing it right” vs. challenges provoked by the performance of the technology
- Some seniors got to know each other, others were already friends in real life before SAAM.

# ENGAGING USERS IN VALIDATING NEW TECH (3): ENGAGING THE SOCIAL CIRCLES

Detailed project & product information

Address **privacy concerns** to overcome ‘big brother’ sense

Viability of the engagement strategy

of secondary users

# ENGAGING USERS IN VALIDATING NEW TECH (4): THE LESSONS LEARNED

Very high expectations vs. reality vs. the ideal (yet unknown) product

Fear to break it

Just the right amount of pressure

User interface!

Is there a fraudster? Or the power of the analogy

Big brother

Real everyday life benefit is the strongest motivator

SAAM helpdesk

The importance of the insignia

# THANK YOU!

## QUESTION QUEST TIME

