

Adaptive Guidance for the Mobile Elderly

The MobileSage Project

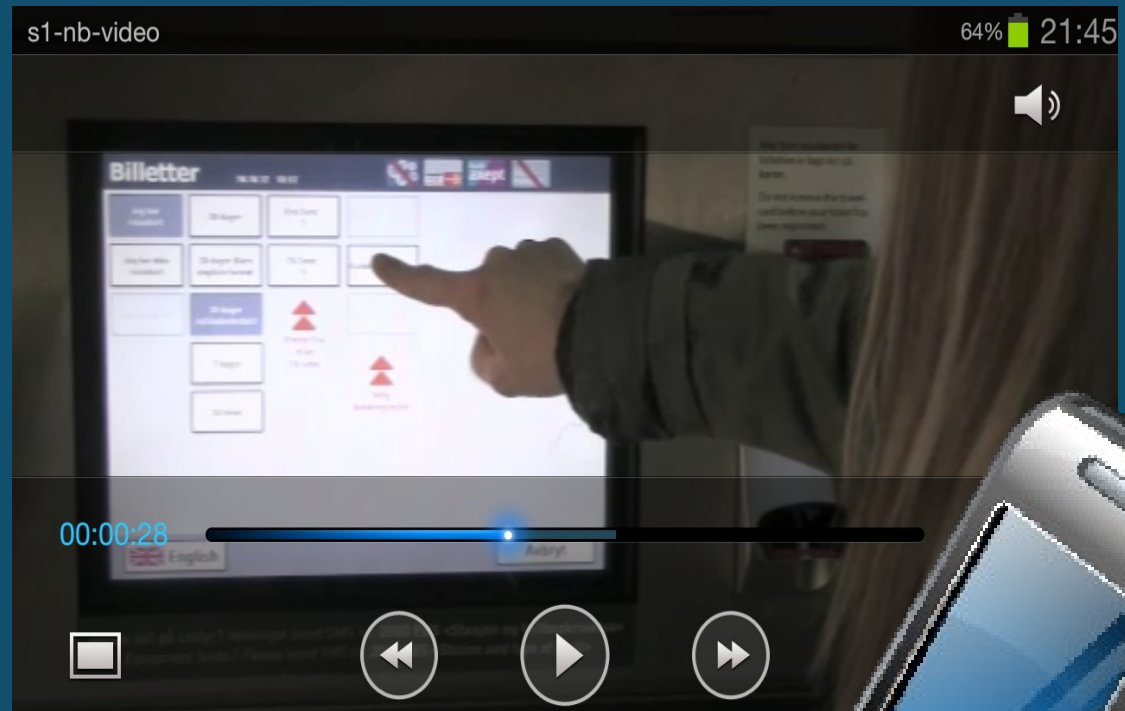
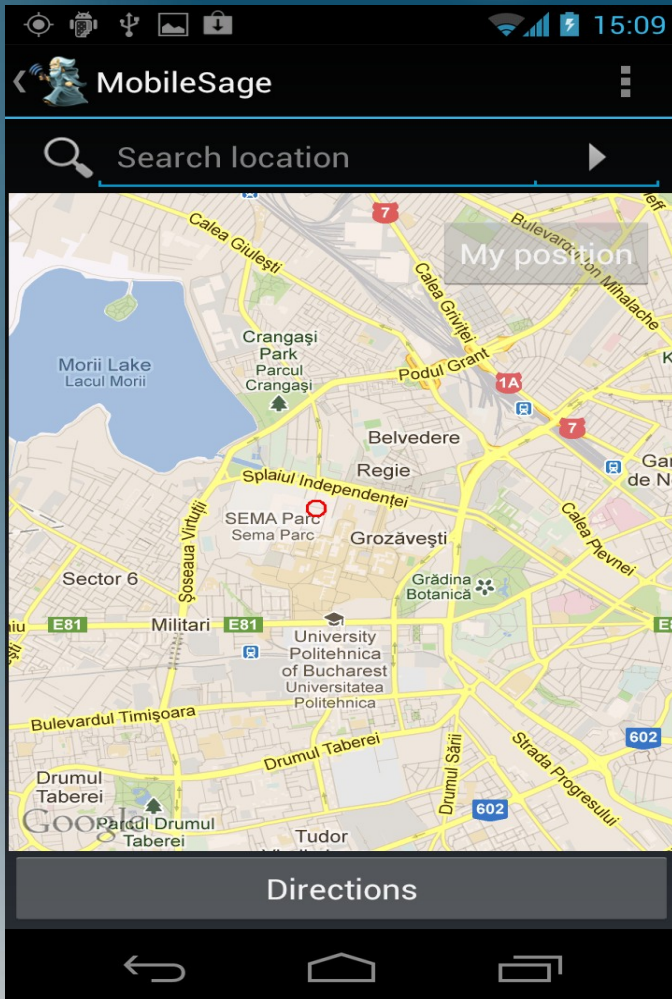
AAL Forum 2013



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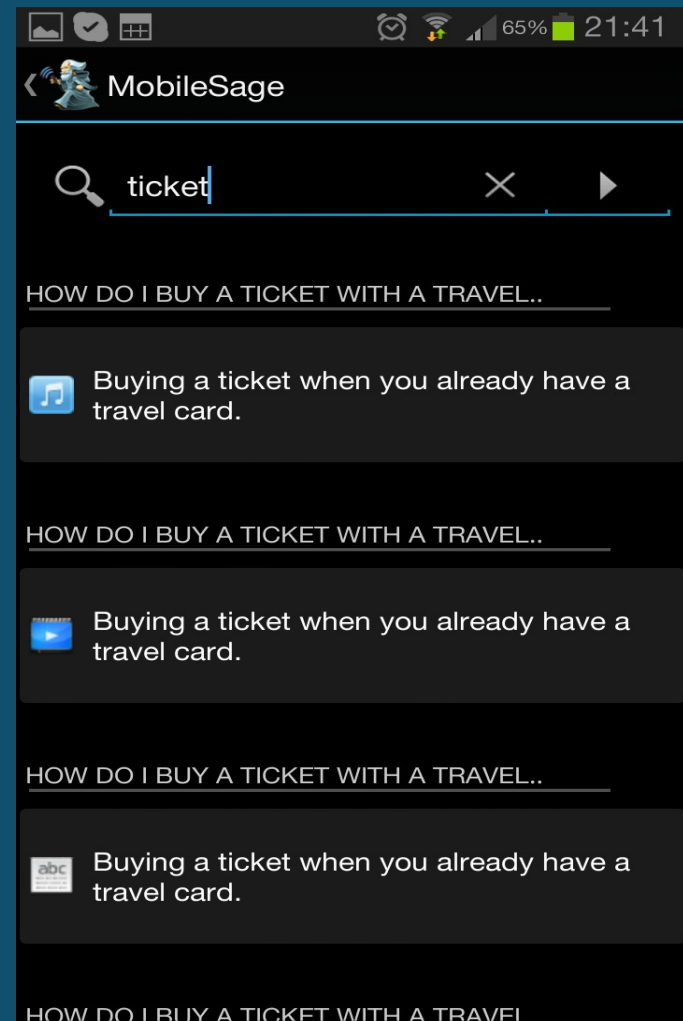
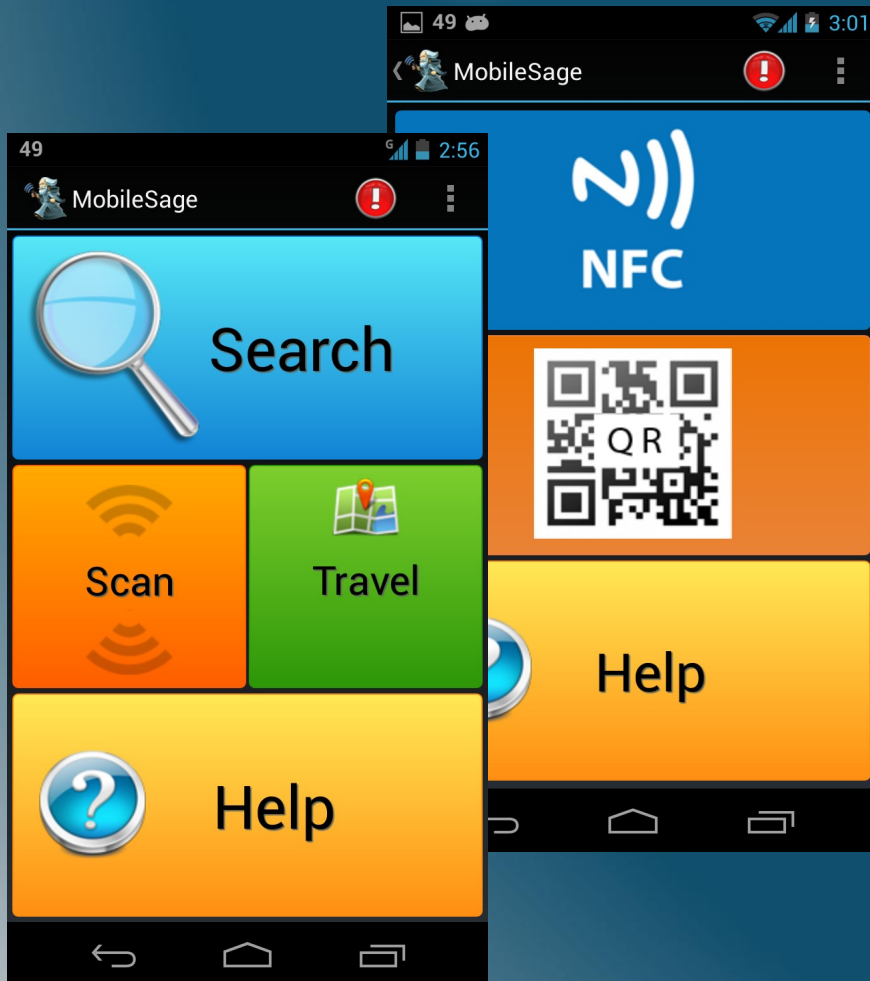


What is it?





What is it, cont'd





Scenario I



Courtesy of Google



Scenario II



Courtesy of
optum@flickr.com



Scenario III





What user?

- Focus group for (primary) user needs analysis
- (Primary) user evaluations in each development iteration
- Needs analysis for tertiary user
- Planned evaluation for tertiary users
- Ethical guidelines



What impact?

- Increased mobility
- Personalized, adaptive, context-aware, relevant, user-friendly help on demand
- Independent problem solving





What impact, cont'd



- Tailored, to-the-point assistance
- Burden reduction



What impact, cont'd

- Improved citizen service (authority)
- Member added-value (NGO)
- More usable and accessible support (care company, manufacturer, vendor)





Show me the market!

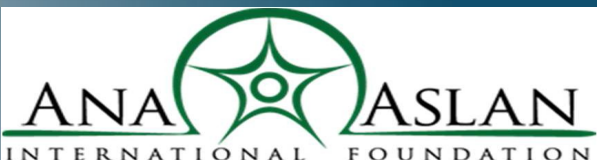
- Tertiary/primary user group
- Software licensing
- Software as a Service (SaaS), Public Private Partnership (PPP)
- Freemium (free basic and paid premium service)





The project

- National bodies of Romania, Spain, and Norway
- Web: mobilesage.eu
- Twitter: [@mobilesage_eu](https://twitter.com/mobilesage_eu)





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