HoCare2.0 Pilot Factsheet

Company / Institution

Bottom Line Tomasz Bober

Partner

Rzeszow Regional Development Agency

Duration of pilot

November 2020 - May 2022

Product / Service

MobiSeni - smartphone app

MobiSeni is a smartphone application for seniors. It is user-friendly and easy to use and works on Android.
Main functionalities of the application: activity counter - e.g. a walk with time and distance recording, possibility of comparing results and analysing progress, group messages - small talks in a group, arranging for a joint activity (in a group you can motivate each other), comparing results (competition is the best motivator), etc. This feature allows you to easily add contacts to the group, communicate via mini chat. The application has an emergency button - a so called panic button, a chat alert message sent with the sender's location. Two levels of alarm: yellow - mild (e.g. I woke up and need help to get up, I need to do some shopping) and red - serious (I need urgent help). Additionally, a button that connects you to # 112, the local emergency centre.

Participants

End users of the MobiSeni application - active and mobile seniors who own mobile phones with the Android operating system. However, this application can also be dedicated to active people of all ages who lead an active outdoor lifestyle and enjoy spending time in a group. For this pilot project, we invited 11 seniors and 11 family members who went through the product development process, as well as representatives of the so-called "quadruple helix", i.e. academia, the SME sector, public institutions, ordinary citizens, and 3 geriatric nurses.

Milestones

1. Design of the application functionality
2. Design of the appearance (user experience UX)
3. Low-fidelity - basic version
4. Testing the low-fidelity version
5. Developing a high-fidelity version (extended and more advanced version of the low-fidelity version)
6. Testing high-fidelity version
7. Developing of the minimum viable product (MVP)
8. Testing the MVP
9. Developing of Minimum Marketable Product (MMP)

Methods used

1. Shadowing technique
2. User interviews
3. sticky notes

Highlights / drawbacks

The biggest risk associated with the implementation of the pilot was the covid-19 pandemic which caused delays to the project. To minimise this risk, many meetings had to be postponed, deferred etc. and/or moved online. Nevertheless, we observed that seniors were more effective when physical meetings could be arranged. Seniors were not as responsive when they had to log on to online meetings, sometimes had connectivity issues, did not have cameras at their computers, etc.

Contact

More information about the project can be found on the project website www.http://interreg-central.eu/HoCare2.0.html and https://rarr.rzeszow.pl/projekty/hocare2-0/

HoCare2.0 project is co-funded by the European Union funds (ERDF).