



Documentation

Certification-D SME Event

09.06.2022 | Paris

Daniel Zerweck, ARCK

09.06.2022 | Paris



Welcome by SeniorAdom

Xavier Corbin (SeniorAdom)

09.06.2022 | Paris



Welcome & Introduction to Certification-D

Daniel Zerweck (ARCK)

09.06.2022 | Paris

Certification: What is in it for your company?

GGT Deutsche Gesellschaft für Gerontotechnik

Marcus Sauer

09.06.2022

Certification: What is in it for your company?

From the perspective of the persons concerned:

-> PwD and / or (informal) caregiver

- PwD and their caretakers have **limited knowledge** about existing technical aids.
- PwD have **low trust** in existing technical aids.
- PwD have **no overview** of the market

- The need to define **standards** for products which create confidence in the products.

Certification: What is in it for your company?

From the perspective of the companies in NWE:

- **Marketing** perspective
 - **Standing out from competition.**
 - Important differentiation, neutral selling point
 - **International** recognition
 - Neutral recommendation

Certification: What is in it for your company?

From the perspective of the companies in NWE:

- **Product management** perspective
 - Development of **new target groups** (currently products are mainly used by people without dementia)
 - **Quality assurance** of usefulness and effectiveness for target group
 - To make sure that our product meets a **certain standard**

Certification Process

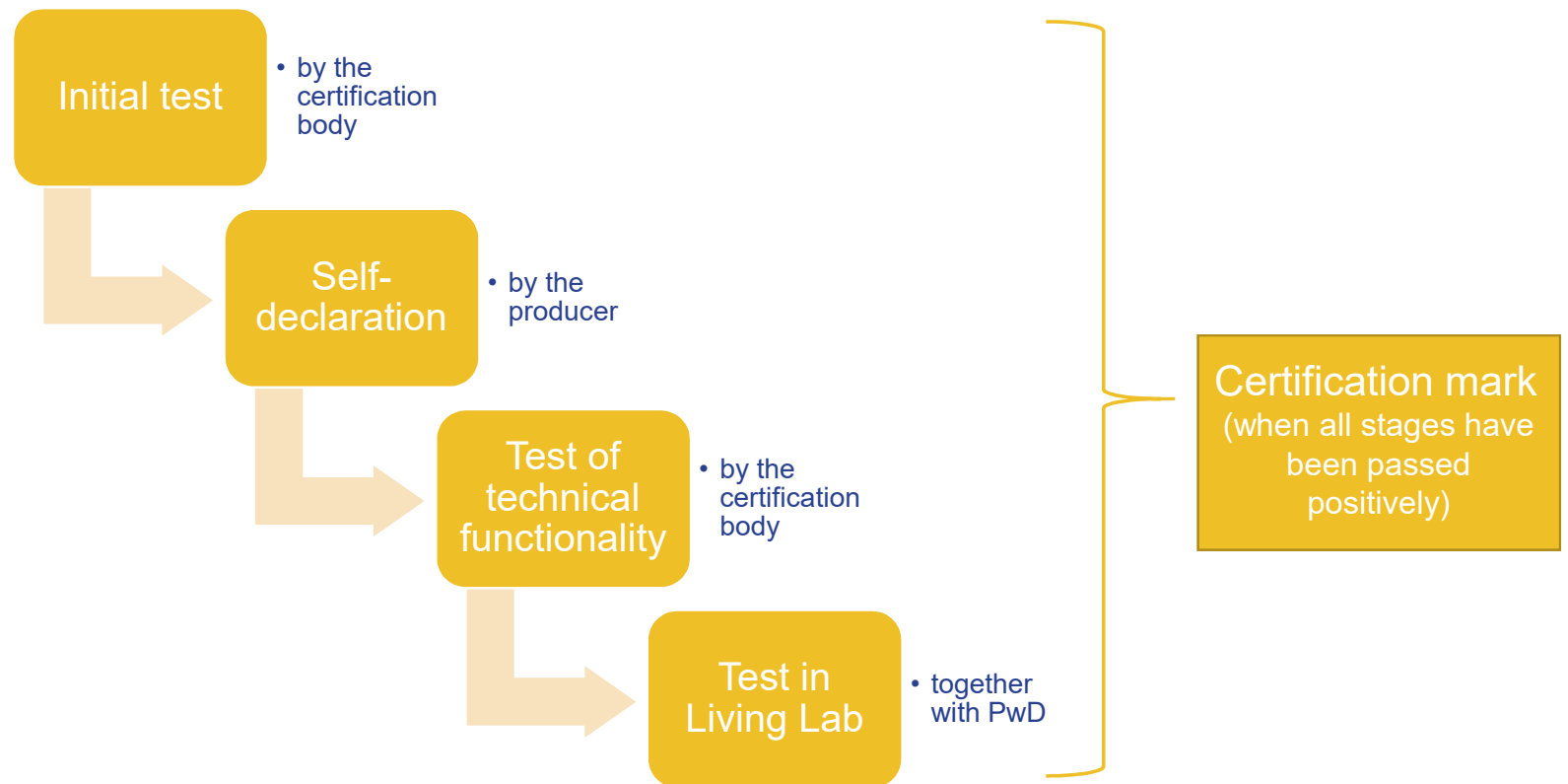
- credible
- neutral
- by an independent body
- comprehensible
- based on transparent criteria



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Multi-Layer-Process



Step 1 – Initial test

- Manufacturer / producer contacts the certification body, a Living Lab or the to be founded DLLA (Dementia Living Lab Alliance)
- **Summary check** by the certification body:
 - Is the product suitable for certification?
 - Exclusion criteria, eg.
 - not intended for use at home
 - main user is not the PwD
 - pre-series-product
 - medical product
 - etc.

Step 1 – Initial test

- Assignment to specific product group
 - Leisure
 - Safety & Security
 - Enabling
 - Digital Application

Step 2 – Self-declaration

- **Self-declaration** by the manufacturer / producer
(including questions about CE-mark, GDPR etc.)

Based on a tailored catalog of criteria.

Questions are operationally feasible, valuable and product-specific.

No subjective valuations.

Questions about the “setting” of the product to prepare the LL-test.

Step 3 – Test of technical functionality

- **Test of technical functionality**

Laboratory tests based on recognized standards, guidelines and regulations, eg.

- forces and sizes of buttons
- color and contrast of the UI
- sound level
- radio ranges
- etc.

The company needs to deliver almost one **working product** to the certification body!

Working product means:

- Ready to operate out of the box (eg. incl. active SIM-Card, completed configuration etc.)
- or: installation on site by the company




Step 4 – Usability test with the Living Lab

- **Usability test** with the Living Lab
 - Test in min. one of the project partners Living Lab
 - Test with fully functional product samples
 - 10 to 12 testers (PwD) (“Law of large numbers“)
 - In the households or in a test situation in the Living Lab comparable to the home environment
 - Product-specific questionnaire created individually for the product groups Safety & Security, Leisure, Enabling and Digital Apps, adapted to the respective product by the certification body (based on the Self-Declaration)

Step 4 – Usability test with the Living Lab




- **Usability test** with the Living Lab
 - According to the project definition the tests are mainly taking place in the households of PwD or in a home environment.
 - The company has to deliver enough **working products** to the Living Lab
 - *A complex installation of products (e.g. AAL systems, structural systems) could be problematic.*

2.4 Please rate the following statements about the "feeling" of the product:

| |  | |  | |  |
|--|---|--|---|--|--|
| 2.4.1 For me the product is pleasing. | | | | | |
| 2.4.2 For me the product has a friendly appearance. | | | | | |
| 2.4.3 For me the product is pleasant to interact with. | | | | | |
| 2.4.4 For me the materials are pleasant to touch. | | | | | |
| 2.4.5 The product sounds pleasant. | | | | | |

Remarks: _____




2.5 Please rate the following statements about the appearance of the product:

| |  | |  | |  |
|--|---|--|---|--|--|
| 2.5.1 The form and shape of the product helps me to understand how to use the product. | | | | | |
| 2.5.2 The product is easy to grasp. | | | | | |
| 2.5.3 The product is robust. | | | | | |
| 2.5.4 The main functions are easily visible. | | | | | |
| 2.5.5 All functionalities of the product are easily accessible. | | | | | |
| 2.5.6 Colors help me to recognize functions of the product. | | | | | |



Remarks: _____

3. Further questions



3.1 Please answer some final questions about your product experience.

| |  | |  | |  |
|--|---|--|---|--|---|
| 3.1.1 The product is easy to use. | | | | | |
| 3.1.2 The product components are easy to understand. | | | | | |
| 3.1.3 The product appearance is easy to understand. | | | | | |
| 3.1.4 The experience of using the product is interesting for me. | | | | | |
| 3.1.5 The experience of using the product is fun for me. | | | | | |
| 3.1.6 I felt comfortable using the product. | | | | | |

Remarks: _____

3.2 Was the interaction with the product familiar for you?  

3.2.1 How long did it take to get familiar with the product?

3.3 Have you been able to use the product as intended?  

Remarks: _____

Step 4 – Usability test with the Living Lab

- **Usability test** with the Living Lab
 - Important: View of the PwD at the product
 - Easy questionnaire: the PwD is able to fill it out
 - An appendix for the view of the (informal) caregiver
- **Special for the usability test of apps**
 - Important: View of the PwD
 - View of the (informal) caregiver on providing input for the application

Step 4 – Usability test with the Living Lab

- **Usability test** with the Living Lab
 - the certification process needs comparable results (even across the product groups), so the PwD is in focus and how he / she copes with the product.
 - Living Labs must have similar standards working with the PwD
 - > experience
 - > training of new LLs (DLLA)

Final Step: Awarding the certification mark

Result of the test process:

- The certification body awards the certification mark for a “good” product.
- eg. GGT uses an algorithm to evaluate tests.

This provides a grade from 1 to 5 (the smaller the better).

1.0 - 1.8 “very good”

1.9 - 2.5 “good”

Products with grades > 2.5 failed.

Final Step: Awarding the certification mark

Result of the test process:

- The company gets a summarized summary of the results and the free text answers.
- If wanted in addition, design support can be provided by project partners (eg. TU/e or LUCA).

Thank you for your attention!

Any questions?

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Why people with dementia are important in our business?

Solène Lioult

Paris

People with dementia and elderly

- Number of People with Dementia will increase
 - Aging of the population
- Solution for elderly
 - Elderly want to stay at home
 - Lack of places in senior residences and too expensive
- Solutions for the elderly and for people with dementia are close

Our Solution - Connect

- Intuitive solution – calculate habits
 - Tested by Centich
- No need to push the button
- Alarm when there is an abnormal situation detected



How can People with Dementia be an important part in your business?

Guido Gabriel

Paris, 09.06.2022

Company

- Climax Deutschland GmbH – distributor for telecare and security products in Germany, Austria and Switzerland
- Production and development in Taipeh, Taiwan
- Main telecare product in Germany: “Mobile Pro” combined stationary care phone and mobile tracker



Funding for telecare in Germany

- Approved care aids are funded by the public (long-term) care insurance.
- Care patients are divided in five degrees depending on their need for help.
- Each patient has to apply for the care aids he or she needs.
- Approval depends on the level of need for help.
- In the past telecare equipment often has been declined for people with dementia.



Current Telecare Market in Germany

- About 1,4 Mio. telecare devices.
- About 60% funded by public care insurance (25,50 € / month).
- Not more than 20.000 telecare devices include tracking option.
- Tracking devices mostly used by active elderly people (hiking, cycling).



Personal trackers to be approved

- Since 2021 funding possible for tracking devices.
- “Dementia” is not explicitly mentioned in the catalogue, but we know they are mainly used for people with dementia in an early stage.
- Certification can help to prove that devices are suitable for PwD.
- Certification-D gives us unique opportunity for new experiences and insights how PwD use our products.



Perspectives

- Certification for people with dementia and certification for public care insurance can be done simultaneously in one process.
- Also telecare sensors can be certified for both purposes:
 - Wandering detector
 - Stove guard
 - Fall detector
- Certification for people with dementia helps



Certification-D / Open Access Tool

Workshop with SMEs - Paris

09.06.2022

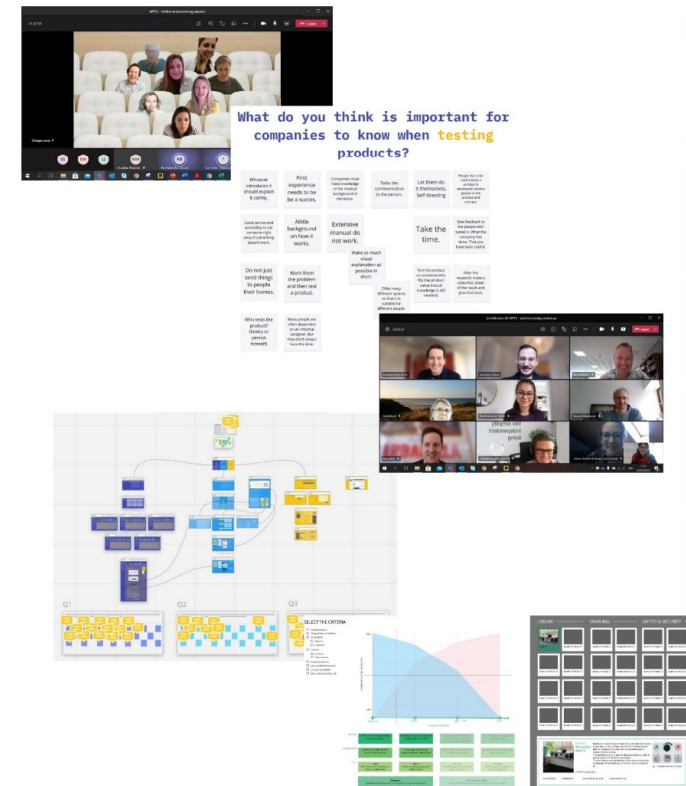
Francesca Toso

WHAT

- Open Access Tool for SMEs, care organization and any other interested party working in the context of dementia
- Access and enhancement of the Dementia Friendly Guidelines
- Inform product, system and service development to support PwD
- Four phases of support in LLs: Exploration, Development, Evaluation, Implementation
- Workable and operational improvements from the LLs
- Insights transformed in concrete advice
- Development of design tools

HOW

- Initial **brainstorming** with design researcher and practitioners
- Index of **needs** SMEs
- Index of needs PwD/caregivers
- 1st iteration of the platform
- Workshop with **SMEs**
- 2nd iteration of the platform
- Workshop with **partner SMEs**
- **Finalization** of the platform



What do you expect to find in such a platform?

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What do you expect to find in such a platform?

Criteria for products for PwD

Technical standards of products dit PwD

New products, with price

Guidelines to create product adapted for people with dementia

Innovative products

A market overview

Products

Guidelines, standards, do and don't,

Easy access to information. Overview of ideas to make a product better.




What do you expect to find in such a platform?

Right questions
Standards
Basic information in PwD


Database of needs of
pwd

Simple and intuitive
interface



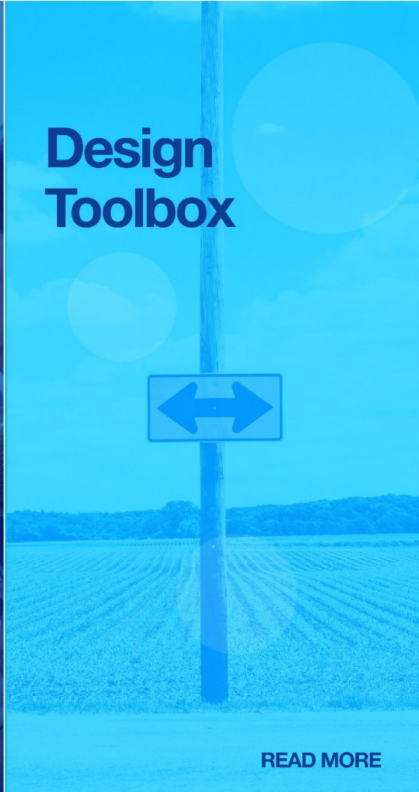
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CERTIFICATION-D

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**Dementia
Friendly
Guidelines**


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**Design
Toolbox**



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Cases

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certd.stofloos.nl

Dementia Friendly Guidelines

SCENARIO 1

Your company wants to (re)design a product/service/system for people living with dementia.

Who will use this platform?
When and how will you use the platform?
Which information will you look for in the platform?

SCENARIO 2

Your company, with no experience in the field of dementia, wants to adapt their design to enter the market of PwD.

Who will use this platform?
When and how will you use the platform?
Which information will you look for in the platform?

TOOL

Resolve

Visitor 26 May, 10:49

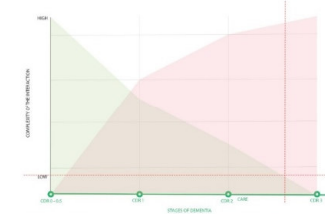
I would like a kind of configuration tool for each step. So you have a natural flow of actions to take

By this I mean a kind of flowchart

Leave a reply. Use @ to mention.

SELECT THE CRITERIA

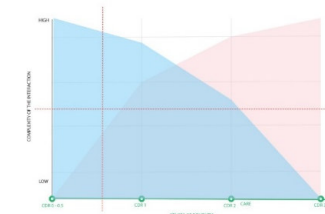
- Administration cost
- Support from a partner
- Availability
- Physical
- Location
- Content
- Management
- Investment of use
- Long and maintenance
- Cost and availability
- Other requirements, etc.



| | | | |
|--------------------|---|---|---|
| PROBLEM | How to create a configuration tool for each step of the process of evaluation of a project. | How to create a configuration tool for each step of the process of evaluation of a project. | How to create a configuration tool for each step of the process of evaluation of a project. |
| ENVIRONMENT | How to create a configuration tool for each step of the process of evaluation of a project. | How to create a configuration tool for each step of the process of evaluation of a project. | How to create a configuration tool for each step of the process of evaluation of a project. |
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SELECT THE CRITERIA

- Administration cost
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LEISURE ENABLING SAFETY & SECURITY

| | | | | | |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | NAME OF PRODUCT | NAME OF PRODUCT | NAME OF PRODUCT | NAME OF PRODUCT | NAME OF PRODUCT |
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| NAME OF PRODUCT | NAME OF PRODUCT | NAME OF PRODUCT | NAME OF PRODUCT | NAME OF PRODUCT | NAME OF PRODUCT |

EXAMPLE

Double an experience model of a mobile that can be used as a mobile application with user interaction. Example No. 1

The website is a tool around digital media to make a mobile application. The website is a tool around digital media to make a mobile application. The website is a tool around digital media to make a mobile application.

Key features: stability, low mobility required, subscription use

LEISURE ENABLING SAFETY & SECURITY

| | | | | | |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | NAME OF PRODUCT | NAME OF PRODUCT | NAME OF PRODUCT | NAME OF PRODUCT | NAME OF PRODUCT |
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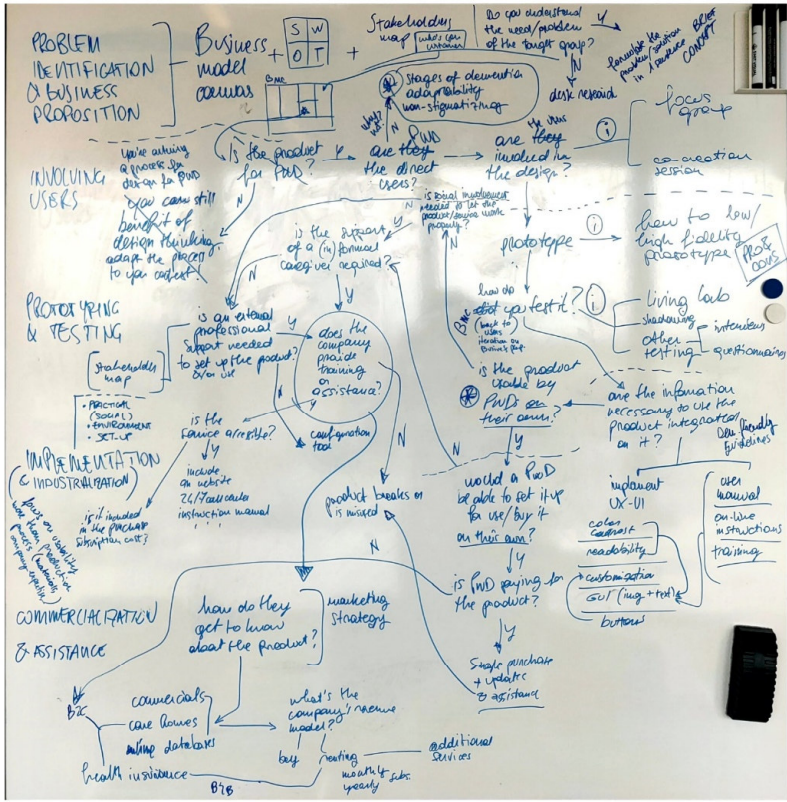
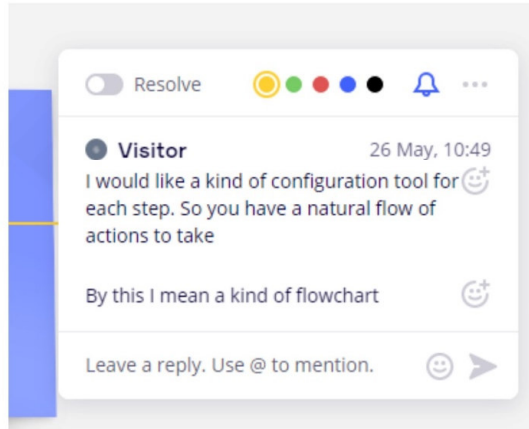
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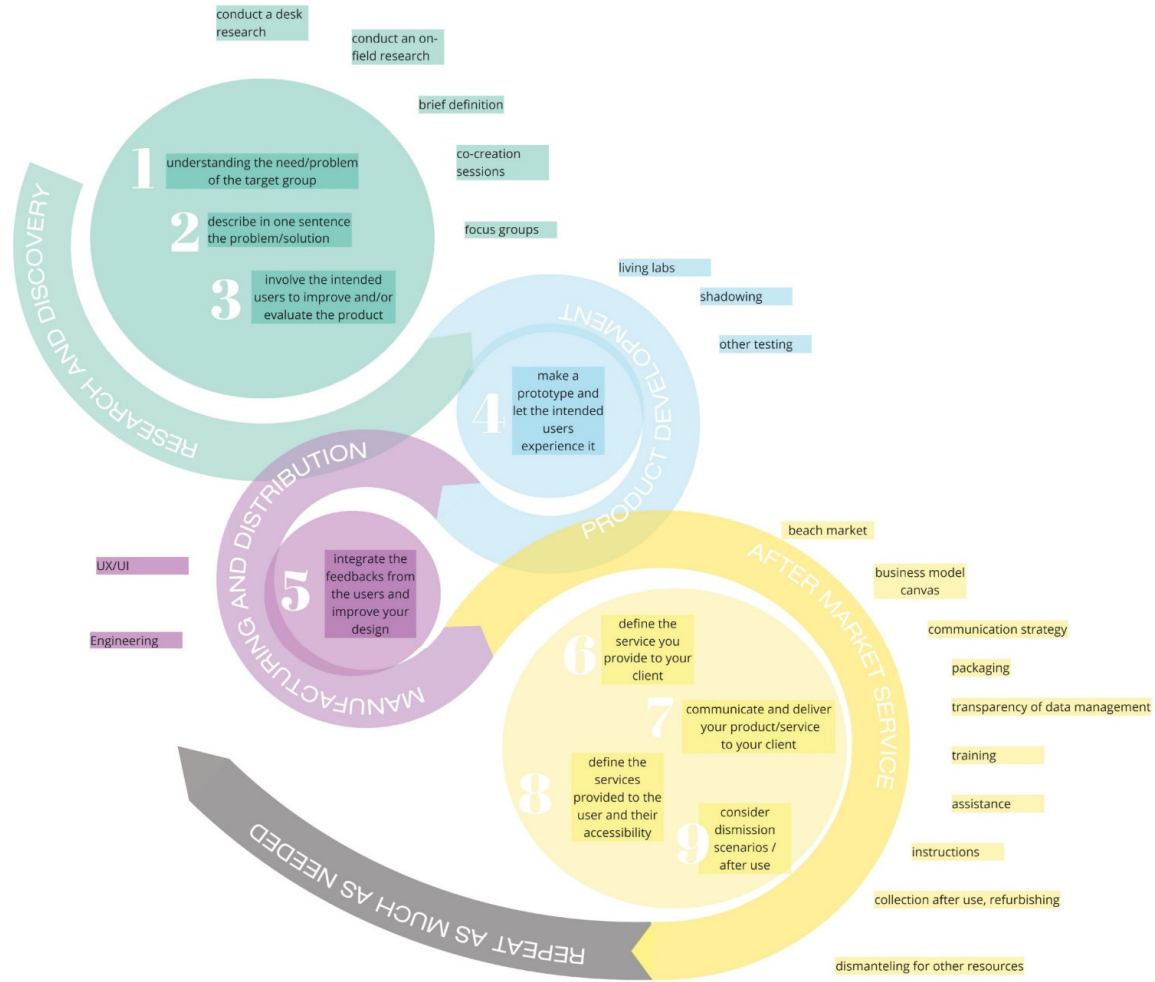
The website is a tool around digital media to make a mobile application. The website is a tool around digital media to make a mobile application. The website is a tool around digital media to make a mobile application.

Key features: stability, low mobility required, subscription use

TOOL

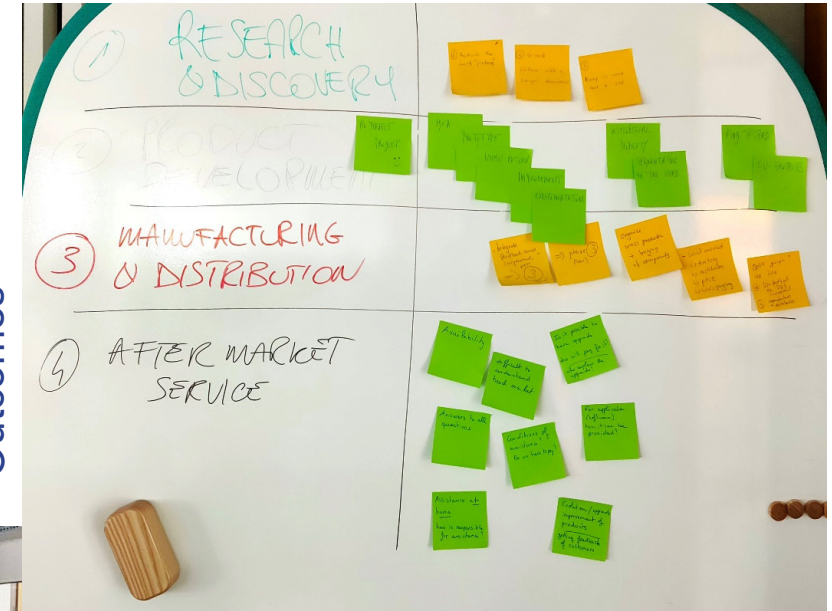


Interactive chart





Discussion in small groups



Outcomes



Sharing the results in the bigger group

Sum up and closure

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>>We want to hear your feedback! << What did you like of the session? How do you find the platform? What is missing? What would you do differently?

Thinking of topics I hadn't thought of yet because of my background

Interesting insight in the process!

Its good. Also needs to have a paragraph or two about how the device/solution used by service delivery teams.

More time to present to each other

Great result for just 10 minutes!
Better than expected.

Great! Maybe a bit more time to discuss. Also discuss all the topics by all the groups

Always good to work in a group

Nice way working with all together

Like Interactions
Like idea of Platform
Platform should help me to



>>We want to hear your feedback! << What did you like of the session? How do you find the platform? What is missing? What would you do differently?

Little group great but maybe more
longerGood idea kind of exercicelt
would be great to have the website - to
see it very precisly

Platform is really goodLiked the
workshop in 4 groups as I had a group I
thought I don't know anything about,
but I still had an opinionThe flowchart
with the colors must be imoroved

I liked the session and discussion!
Interesting website.



Learning from each other.

Exchange between the guests and the speakers

Presentation **Ethel** by Deepak Samson (Annex 1)

Presentation **AMI** by Cybelle Stefani-Rosé & Mehdi Mellook (Annex 2)

09.06.2022 | Paris



Promoting innovation of products for People with Dementia. Support from the European Commission network, Enterprise Europe Network (Annex 3)

Isabelle Pottier
CCI Paris Ile-de-France

09.06.2022 | Paris

How can we strengthen business
through product improvement and
internationalisation?
Let's talk in small groups!