

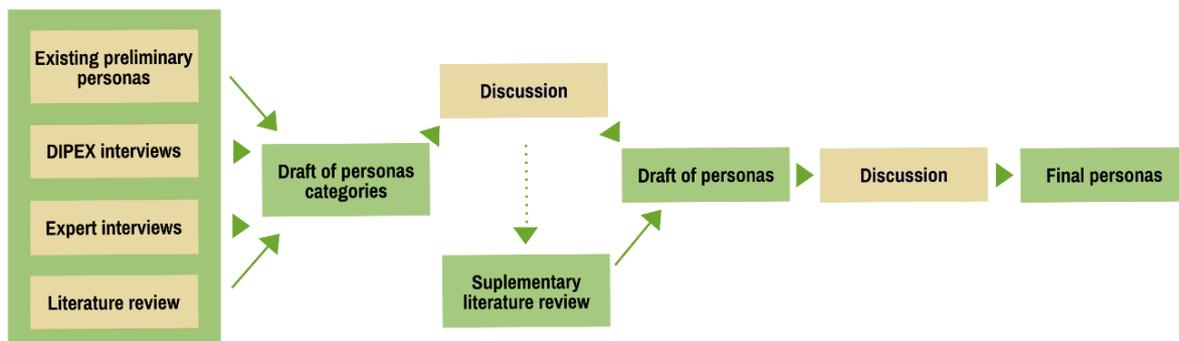
Executive Summary

Workshop on SHAPES Personas and Use Cases

As the leader of SHAPES Work Package 2, the University Palacký in Olomouc will present its work in a short presentation and later in an interactive workshop.

During the past six months, the UP team developed various personas of older adults covering the stories of their lives, daily challenges and needs they might be addressed through technologies. Persona, known also as "user persona", is a detailed description of a fictional person (often a composite of real individuals) used to communicate the key motivations, concerns, and interests of a user group. Personas include fictitious characters described in narrative form in order to help solve design questions.

Personas enable designers to better focus on primary users, especially on their behavioural patterns and user needs. They provide a basic prototype of persons/users for the interaction of a person with a product/digital solution. Data for the personas were gathered from different sources.



Each persona shows a different story. During the workshop participants will be invited to share their ideas and insights how to support the persons. We will dig deeper into each character.

MEET ERNST^{P1}



Motto: Staying in good health while still actively participating

Name: Ernst
Country: Germany
Age: 75
Area: Small town

Economical situation: Satisfactory
Digital literacy: Low  High
Health literacy: Low  High
Affinity to technology: Low  High

General description: Ernst is 75 years old, a recently retired former teacher from a college. He lives with his wife Alberta in a small town in Bavaria in their family home with a garden. Ernst loves to sing in the church choir and regularly does volunteer work for the local church charity. He and Alberta go once weekly to an older adults dancing club. They also love travelling – every year they go on a foreign holiday.

Ernst is in very good health, he exercises every day for 30 minutes in the morning. He likes to try new types of exercises according to his actual problems (usually slight knee pain or back pain) and often takes longer walks. Ernst sometimes worries about Alberta, who suffered a stroke 5 years ago and although she recovered very well, she has to go to regular medical check-ups every 6 months and he is always worried about the results. Together they enjoy doing the cognitive training exercises from the book Alberta got from her doctor.

Moreover, we will get familiar with their needs.



What is important to Ernst

- Staying in good health ^{P1-Req-1}
- Keeping his hobbies ^{P1-Req-2}
- The health of his wife ^{P1-Req-3}
- Regular contact with his grandchildren ^{P1-Req-4}



Daily living

- Able to sustain all daily activities in the house, has cleaning help who comes twice a week to do the bigger cleaning and helps with the garden ^{P1-Daily-1}
- Able to drive ^{P1-Daily-2}
- Often meets friends personally and also through a social network ^{P1-Daily-3}
- Uses a social network for communication with his grandchildren and the wider family ^{P1-Daily-4}



Own resources, assets, support

- Economically independent, both his and Alberta's pensions are enough for daily living and they have some savings and investments ^{P1-Resources-1}
- Their two sons with families live in a big city some 50 km away and come for regular visits and often help around the house ^{P1-Resources-2}
- Has good knowledge of possible care services in the local community ^{P1-Resources-3}



Health concerns and limitations

- Almost none, sometimes slight knee pain or back pain ^{P1-Health-1}
- Concerns regarding Alberta ^{P1-Health-2}
- Needs glasses for driving and reading ^{P1-Health-3}



Health tests/ treatments/ medication

- A complete health check once in two years with his GP ^{P1-Tests-1}
- Bowel cancer checks every year ^{P1-Tests-2}
- Alberta has regular checks every 6 months ^{P1-Tests-3}
- Had both knee joints replaced ^{P1-Tests-4}
- Has undergone cataract surgery on his left eye ^{P1-Tests-5}



Events, issues, personal concerns, technology

- Regular volunteer work for the church charity – helps with organisation of events, fundraising, leading of the church choir ^{P1-Personal-1}
- Loves his wife and cannot imagine living without her ^{P1-Personal-2}
- They both enjoy a dancing simulator they bought recently ^{P1-Personal-3}
- Ernst is using a smart watch to monitor his heart rate and pressure, plus to monitor his steps taken daily ^{P1-Personal-4}



Hopes and dreams/ what brings joy/ quotes

- "It would be great if I could be sure that Alberta's condition is not worsening"
- "Sometimes I go for a walk alone and it would be nice to have companions"



Unmet needs

- Ernst thinks he could perhaps benefit from better information about the after – stroke complications and recommended prevention to better support his wife ^{P1-Unmet-1}

The goal of the session is to get to know the persona in order to brainstorm and create ideas of:

- What the persona needs in their life?
- What are their everyday challenges?
- What technologies could be beneficial for them?

An open discussion in smaller groups will give the opportunity for everyone to bring their ideas and solutions.