Mobile Age Methodology: Facilitating social and technical innovation in co-creation of digital public services

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Why co-create?

• Co-creation is a way to facilitate user-centricity and take-up of eGovernment services.
Mobile Age approach

Co-creating open digital services for age-friendly cities and communities through

• a reflective methodology and tools for co-creating with older adults
Co-creation as reflective practice

Plan

Do

Observe

Reflect

Record learnings

Plan
Mobile Age methodology

- **Platform & components to co-create software (MADE)**
- **Tools & methods to plan, document & evaluate co-creation (CIDER)**
- **Interactive Guidebook (MAIG)**

Tools for supporting co-creation processes

Concepts, methods & resources for co-creation processes

**TECHNICAL INNOVATION**

**SOCIAL INNOVATION**
Planning & co-creation preconditions

- Decisions relating to preconditions of co-creation process
  (1) its openness
  (2) its purpose
  (3) scope of design
- Not all eGov services equally well suited
• Exploring and scoping of the project
• Aligning project with existing strategies & policies
• Identifying relevant stakeholders
• Ensuring buy-in
• Planning resources
• Managing the process
• Engage stakeholders as part of a core-project group
• Recruit co-creators continuously throughout the process
• Building a trusting relationship between the involved parties
Engaging stakeholders

- **Local champions** are important to enter the “field”
- **Build partnerships** with services, associations or individuals who can use their networks
- Aim at establishing the **older citizens as experts**
- Bear in mind that older adults can be very busy and often prefer **long term planning**
- Consider **who you reach with** your recruitment strategy and who is excluded

- Consider to establish a **communication forum** amongst participants
- **Provide food and drinks** (e.g. tea-coffee and cake)
- Offer electronic devices for the duration of the process
- Consider to provide **training in technology use and/or an ICT helpdesk**
- Offer a drop-in clinic or **complementary computer courses** to participants
Co-creating a service concept

- Develop ideas about the service to be co-created based on the needs and requirements of older citizens
- Define a (rough) service concept
- Develop a detailed service concepts and define data
Co-creating a service concept

• When forming ideas, make clear to participants that not all ideas may be realised
• If concepts turn out not to be feasible and are discarded make decisions transparent and reasonable to participants
• Consider how the service could reach out to people who don’t access the internet (e.g. printed information, SMS, landline)
• Consider data security and trust issues
• Consider when and how to introduce technology
• Use examples on existing services and technologies to inspire creativity
• Identifying existing data and missing data
• Collecting, validating and quality checking data
• Creating and integrating open data
• Editing data and information
• Budget for efforts required to co-create not yet existing data sets and define responsibilities

• Adapt relevant methods & tools for data co-creation & curation

• Ensure sustainability & maintenance
• Identify desired functionality
• Agree on functionality to be implemented
• Prototyping and implementation
• Testing and evaluate functionality
Co-creating software

- Consider the technological skills and experience of your participants in order to choose if, how and to what degree you involve them in the prototyping
- Prepare participants for the prototyping
- Provide alternative options on designs
- Make sure the software is robust
- User-friendliness is important
- Provide devices if needed (e.g. tablets)
- Implementation, prototyping, and testing is an iterative process
- Rapid prototyping
- Agile development methods are good for iterative design and implementation phases
- Transparent maintenance of tasks is important to development teams as well as stakeholders
Evaluating co-creation process & results

**FORMATIVE**

**SUMMATIVE**

**IMPACT**

**HOW ARE WE DOING?**

Reflective practice and on-going evaluation of the co-creation process and the development of outputs.

**WHAT DID WE LEARN?**

Evaluation of the finished outputs and results after the end of the co-creation process.

**HOW WHAT WE DID AFFECT THE FIELD SITE AND BEYOND?**

Evaluation of outcomes and impact of the co-creation process, outputs and project.

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TOOLS AND METHODS TO SUPPORT CO-CREATION

MobileAge Methodology

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- Interactive Guidebook (MAIG)
Co-creation as reflective practice

Plan

Do

Record learnings

Observe

Reflect
Planning

- Of overall co-creation process
- Decision making
- Case studies
- Lessons learned

- Of individual interventions
- Good practice examples
- Resources
- Documentation

Plan
Do
Observe
Reflect
Learn
• Newsletter
• Blog
Co-creating a service concept

5. Co-creating software.


7. Exploiting, maintaining & sustaining.

Methods

Overview

Details

Resources

Overview

Probe 1: Understanding socio-spatial networks

Probe 2: Understanding social connectedness.

Personas 1: Older adults life in an urban neighbourhood

Personas 2: Older adults life in a rural area

Persona 1: Uwe Meier

71, retired, widower, lives alone in house with garden.

Herr Meier has a good pension.

Mobility: good (on foot, with bike), owns a car but also uses public transport frequently.

Herr Meier has regular and close contact to his children (and grandchildren), who do not live in Osterholz. Close contact with friends who live outside Osterholz is very important to Herr Meier and he visits them regularly. Some of his acquaintances live in Osterholz.

He runs his daily errands (e.g. grocery shopping) usually outside the district (city centre, e.g. organic food stores).

Persona 2: Gertrud Fischer

63, employed, regularly looks after her grandchildren.

Married, lives in house with garden.

Frau Fischer has a sufficient salary, but expects only a small pension.

Mobility: Limited (uses her bike, but not as much), no car and hence dependent on public transport.

Her partner and her neighbours are very important to Frau Fischer, her family also lives in the district. She knows many people in her neighbourhood, contacts to people outside Osterholz are less important and less frequent.

Persona 3: Ursula Greve

80, retired, she cares for her critically ill husband. They live in a small flat.

Frau Greve was a housewife for most of her life. The pension of her husband covers their expansas.

Mobility: Limited (she cannot walk long stretches or use the bike), family Greve owns a car which they use on a daily basis.

Her partner and her family (who also lives in the district) are very important to Frau Greve.

Frau Greve runs her daily errands (e.g. grocery shopping) primarily in Osterholz (Weserpark or super market close by).
• Tool for data creation
• Backend for data hosting and retrieval

Plan
Do
Reflect
Observe
Learn

Collecting, creating, validating & integrating data

Seiteneinstellungen
• Seite öffnen
• Status: sichtbar

Dateien
Bearbeiten
Hinzufügen

rund_ums_buergerhaus_1.jpg
rund_ums_buergerhaus_2.jpg
rund_ums_buergerhaus_3.jpg
rund_ums_buergerhaus_4.jpg
rund_ums_buergerhaus_5.jpg
rund_ums_buergerhaus_6.jpg
rund_ums_buergerhaus_7.jpg
rund_ums_buergerhaus_8.jpg
rund_ums_buergerhaus_9.jpg

Basisdaten

Titel
Rund ums Bürgerhaus

Datensatz-Besitzer
reins

Vorschaubild
rund_ums_buergerhaus_9.jpg

Vorschau
Spaziergang durch die Mitte des Ortsteils Hemelingen

Kategorie
Naherholung
Historisch

nächster Termin

nächster Spaziergang
11.01.2018
Uhrzeit
10:00

Informationen zum Termin
Erster gemeinsamer Spaziergang rund ums Bürgerhaus Hemelingen mit Testnutzung der Anwendung. Treffpunkt ist die evangelische Begegnungsstätte in der Christinenstraße 6. Dauer ca. 3 Stunden

Anmeldung bei
Karin Schüde

E-Mail
Be gründet
0471 451116

Speichern
Co-creating software

Design → Develop → Deploy → Test

Plan → Do → Observe → Reflect → Learn

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www.mobile-age.eu
Design

- Acquire Open Data
- Acquire Open Services
- Front-end Components
Plan
Learn
Observe
Reflect

Design

- Customized Environment

Develop

Reflect

Observe

Learn

Plan

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www.mobile-age.eu
Plan

Do

Observe

Reflect

Learn

Design

Develop

Deploy

• Synchronize code
• Install dependencies
• Deploy Application
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Observing & Documenting

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Reflecting

Query: 2 - Stakeholder engagement per co-creation stream

- Local government
- intermediary
- Service provider
- Facilitator
- Software developers
- Other organisation
- Other adult
- Engagement audience
## Learning

### Formative

|--------------------------|--------------------------|--------------------------------------------|-----------------------------|-------------------------------------------|----------------------------|--------------------------|----------------------------------------|

### Summative

|---------------------------------------------------------|---------------------------|-----------------------------|----------------------------|--------------------------------|---------------------------|--------------------------|

### Impact

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DEMONSTRATION