Virtual Mobility grant presentation

COST Action CA19136 – NET4Age-Friendly

International interdisciplinary network on health and wellbeing in an age-frienndly digital world

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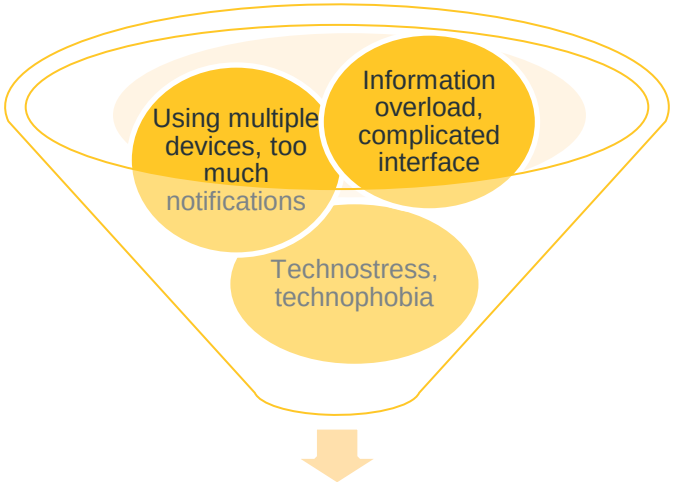
“An invisible friend” - Calming smart services for the elderly

The main objective of VM is to develop a new research proposal → to examine the preferences of the elderly about calm technology (design) of smart services, as an immerging concept within age-friendly environment.

The concept of calm ICT design promotes an interaction with technology that requires the least mental resources from a user → perfect fit for the elderly when interacting with smart services.

- Overall and digital well-being



ICTs could negatively affect the experience of service delivery

Working plan

01 Theoretical research

02 Setting up methodology and creating a research instrument

03 Presenting questionnaire and methodology to action members

04 Pilot research in Serbia

05 Distribution of online questionnaire to all Action members

06 Mapping and visualization of preliminary results

Calm Smart Service Attractiveness Scale for the elderly (CaSSAS)

The main principles concerning calm technology

Requires minimum amount of technology to solve the problem

Humane

Amplifies best of technology and the best of humanity

Works even when it fails

Respects social norms

Calm design

Makes use of the periphery

Requires the smallest amount of attention

Informs and creates calm

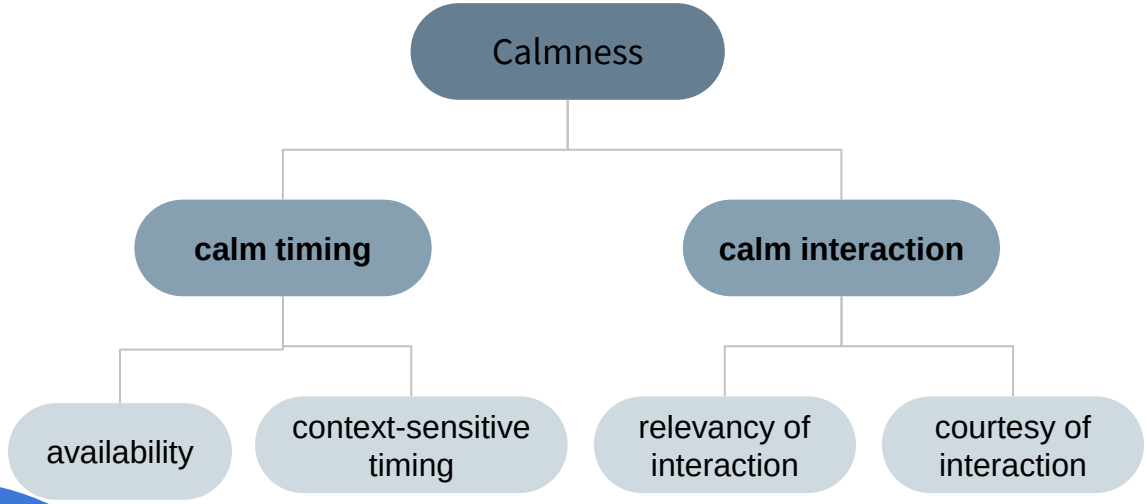
Elegant

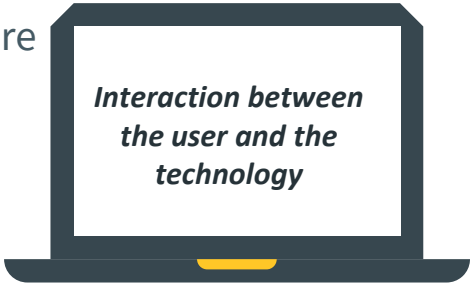
Can communicate without need of speaking

Unobtrusive

Calmness → a user-centric measure

When a system is calm, it does not unnecessarily interfere with the users but quietly supports them by providing the required service, exactly when and where needed!





Research instrument

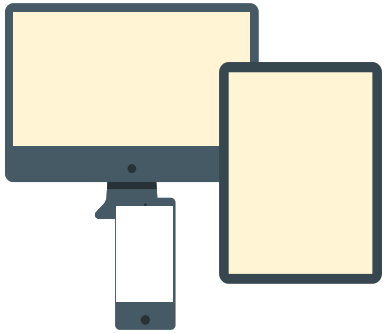
QUESTIONNAIRE

It is based on an anticipated **usage scenario** – An user should anticipate capabilities and different usage context of a smart mobile application for communal services

Socio-demographic characteristics

Using of technology (time spent and skills; on a 5-point scale)

Dimensions of calmness (15 features and statements; on a 5-point scale)



The main output will be the developed **Calm Smart Service Attractiveness Scale for the elderly (CaSSAS)** and a tested complex model.

Analyses:

ANOVA
t-Test
SEM (structural equation modeling)
EFA (exploratory factor analysis)
CFA (confirmatory factor analysis) for scale validity testing and confirmation

Softwares: R, SPSS 20 and ArcGIS 10

An interdisciplinary approach and team:

Milica Solarević (coordinator, MC member), Assistant professor at the Faculty of Sciences, Novi Sad (Serbia)
Uglješa Stankov, **Marija Cimbaljević**, **Miroslav Vujičić** - Faculty of Sciences, Novi Sad (Serbia)
Carina Dantas - Chair of the COST Action NET4Age-Friendly
Kenneth Bone - WG3 leader

The research contribution

- The development of new services that will respect different age groups' needs
- The existing services can be re-designed
- The new abilities to deliver exceptional service delivery experiences that benefit from being built around simpler and friendlier processes
- The new branding approach that goes in the line with novel technology trends → digital well-being

The elderly should feel that technology could act as their "*invisible friend*" in everyday life and in situations that directly affect their lives.

"*calm friendly*"

Thank you for your attention!

If you have any questions, suggestions, remarks, proposals...

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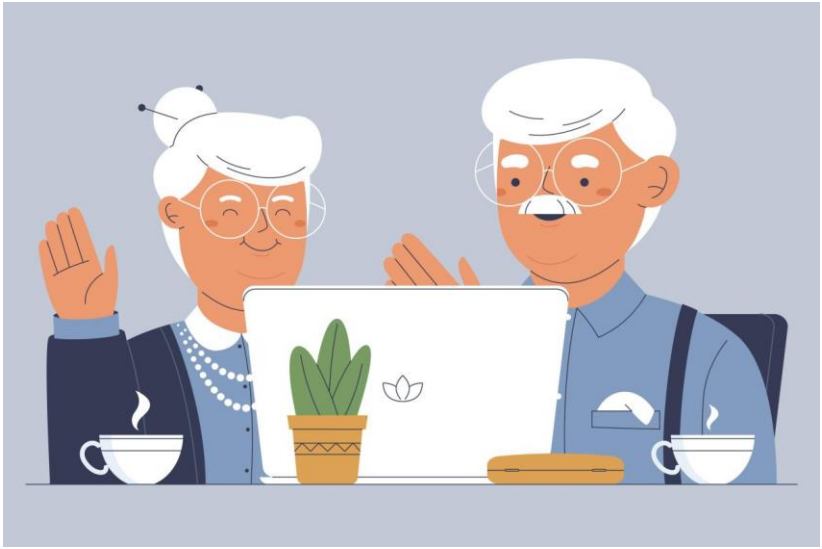
Slack, LinkedIn



NET4 Age-Friendly

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