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**Béatrice DURRUTY**

***ADI Nouvelle-Aquitaine***

***ICT4SILVER project manager***


ADI Nouvelle-Aquitaine
Agence de Développement et d'Innovation

Interreg Sudoe
ICT4SILVER
European Regional Development Fund

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# ICT4SILVER Project

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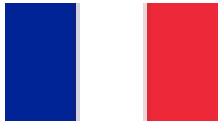

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Activating innovative projects in health and autonomy

Cluster TIC Santé Nouvelle-Aquitaine

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# ICT4SILVER Project

30 months – 13 SME - 21 usage studies – 100 end users involved

10 Pilots with joint methodology of TIC dedicated to Silver Economy

Experimentations in real situation in Living-Labs

SMEs supported all along the process with competences, ressources and advices from project partners

Concrete offers of innovative digital solutions on Silver Economy market

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# Our result – The 10 steps to implement a usage study

1. **Set up a task force** including the company that develops the solution, the structure that hosts the usage study, a representative of end users and the structure responsible for the evaluation;
2. **Carry out a functionality test** to remove technical barriers ;
3. **Define a problematic** for the usage study. The problem corresponds to the validation of a user need that the solution must eventually satisfy in a defined environment;
4. **Define, based on the problematic of the usage study the test protocol, the evaluation grid and the duration of the study.**
5. The location of usage study is the same as the one for real use.
6. The task force must select **a multidisciplinary group of minimum 5 end users** who are going to test the solution
7. **A consent form** must be signed by test users;
8. The usage study is implemented in **3 steps** : introduction focus group, individual use and conclusion focus group
9. **Write an evaluation report**. It includes the results of the study which are a series of findings related to the use of the product. The findings must be translated into terms of product improvement for the company as well as elements on market access (prices, distribution channels etc.).
10. **A presentation of the results** of the study to all members of the project team;

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# Why SME underestimate this step ?

**European norm of usage study** for innovative solution for the Silver Economy market

**Benefit for SME** but also for **end users**.

No incentive from policy markers to support SME in this step of product development

No value of proof of usage study at a European level.

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