

# Bravo



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In the Netherlands, every 5 minutes an elderly person is admitted to the hospital as a result of a fall. Fall accidents can cause serious injuries, but often also lead to a loss of independence and very high healthcare costs. However, elderly who live independently often underestimate their own risk of falling until it is too late.

The Bravo fall-prevention system measures the mobility scores of elderly people through the Kinect, everytime when they stand up out of their chair.

The main goal of this system is to prevent the fall-risk of elderly people through warning them on time.

In this document you will find my solution for the Bravo system, that will send the right data to the right target group, that will be shown on an interface, so it's easier to take action for both target groups.

I'll explain my concept in this document with underpinned arguments, so it will become clear why this concept will work.

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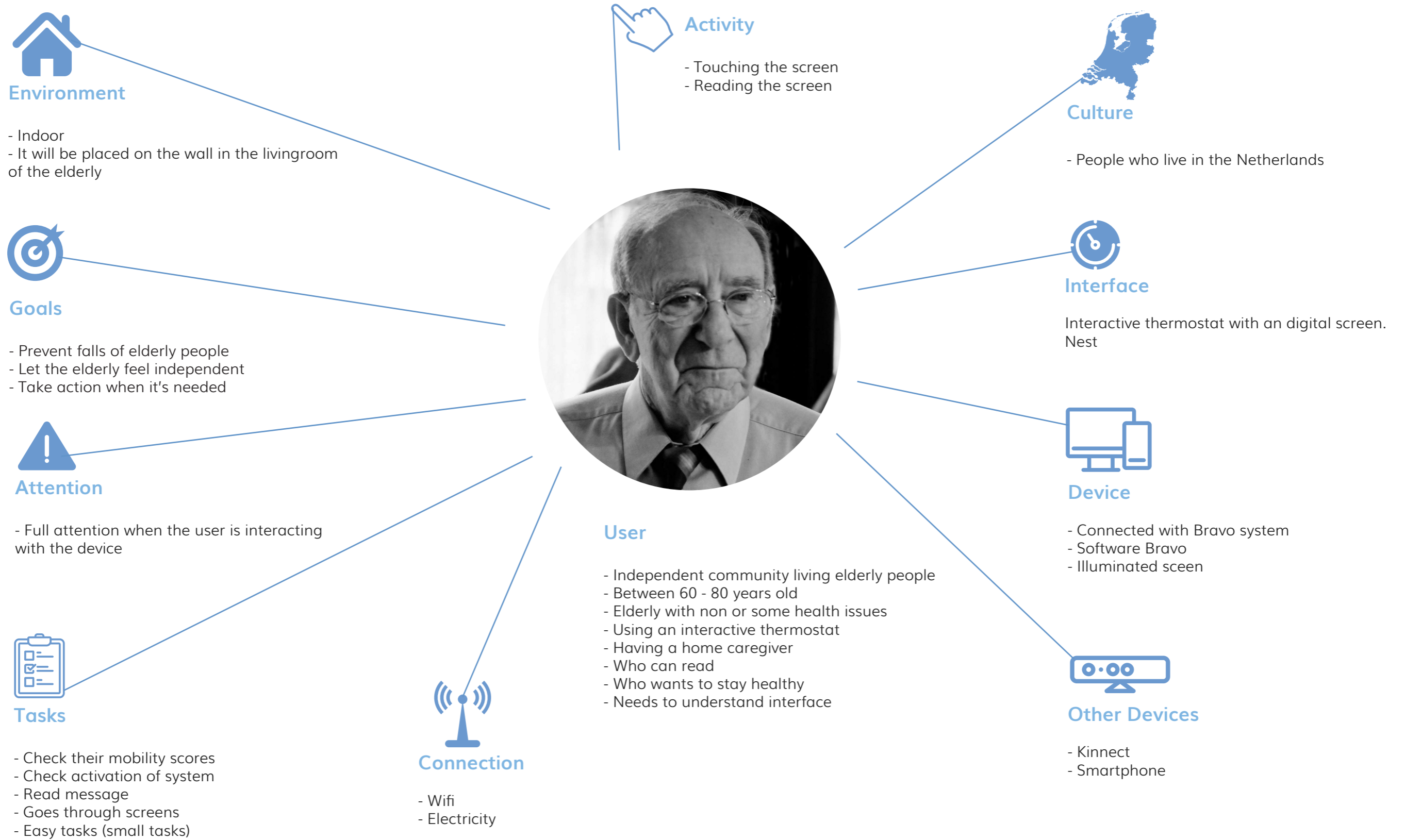
## Debrief

Design an interface for the users of the Bravo fall-prevention system. The ultimate goal of this system is to prevent falls. This means that the user should be motivated and determined to take action when the system gives a warning. The interface should have a positive appearance (stimulate the customers to use it), be easy to understand and intuitive to use. The mobility scores serve as an indication for a suitable intervention (for example take part in a fall prevention training), but the user is advised to contact a professional (e.g. general practitioner) to determine the correct intervention as it might be something more serious like medication or medical conditions.

There are two main aspects to take into account: an interface for elderly and an interface for home-care workers.

## Design challenge

How can I design an interface for elderly people and co-workers that will prevent elderly of falling, let them feel independent and safe but will help them live longer independently.





## Behavior (motivate)

- Change behavior starts with a good talk with clear information
- Behavior must be triggered
- Positive approximation (quality of life)
- Stimulate elderly to do thing theirself
- Let people take action, through behavior principles

*B.J.Fogg (2017)*



## Interviews target group

- Elderly want to decide theirself whenever they want to check their messages or scores
- Elderly want to decide if they are going to do something or not
- Elderly want easy tasks on the interface (it has to be clear)
- Elderly would like to get some tips or things they can do
- Elderly still want to have human contact, and they don't want the technology to replace the human contact
- Thermostat with screen similar to the old thermostat and wanted to use it



## Desk reasearch target group

- 45 % of 50 years and older people are using smart devices
- 15 % of the households have a Nest
- Seniors are interested in new technology in terms of care, to live longer independently
- In the Netherlands, every 5 minutes an elderly person is admitted to the hospital as a result of a fall
- Seniors still want to have human contact, and they don't want the technology to replace the human contact
- A lot of elderly people don't know if they have a high fall-risk
- Inform elderly about the high-fall risk, and tell them about the fall-prevention activities where and when they are.
- Elderly have to see a specialist when fall-risk is high

*www.seniorweb.nl(2017), www.zorgvoorbeter.nl(2017)*



## Desk research device

The Nest is an smart learning thermostat, that will warm up your house adapts to your lifestyle. It has several functions.

It learns to know your favorite temperatures, it lowers the temperature when you're not at home. It also learn to know how long it ttakes to warm up your house or how draughty it is and it only consumes the necessary energy.

*www.nest.com (2017)*

# Concept

This concept is an solution for the independent community living elderly and co-workers to get an usefull and easy overview of the data. It exist of 2 different interfaces, one for the elderly people and one for the co-workers.

The Kinect will send the right data and information to both interfaces, . Each interface has its own functions. But they're also connected because the caregiverreceives the same data as the elderly but more detailed. The caregiver can get an insight of the feedback that the elderly give on the messages they'll receive on the Nest.

The Application will support the caregiver with their work because they have less time.

Based on my research I chose the Nest to use as the interface for the elderly people. It's similar to the old thermostat so it won't be a mysterious technical object on the wall for the elderly people. The Nest will give some information about the mobility scores and motivate them to improve their scores when needed. This interface will let the elderly feel independent, because they decide when they're going to use it.

## Beforehand

Before the elderly is going to use this system, she/he will have a good talk with a caregiver who will give information about the system but mostly important, about staying healthy (fall-risk). The caregiver needs to tell the elderly, this system will help them to stay healthy and let them live longer independently, through showing the scores and send them messages/tips that will trigger them to take action. By telling the elderly to check their scores daily and telling them the score is the best when it's 5/5 to stay healthy, they need to do something about it. When it's necessary the caregiver will cal the elderly to see a doctor.

## Stakeholders

Digital Life Lab

Future customers: community-living elderly

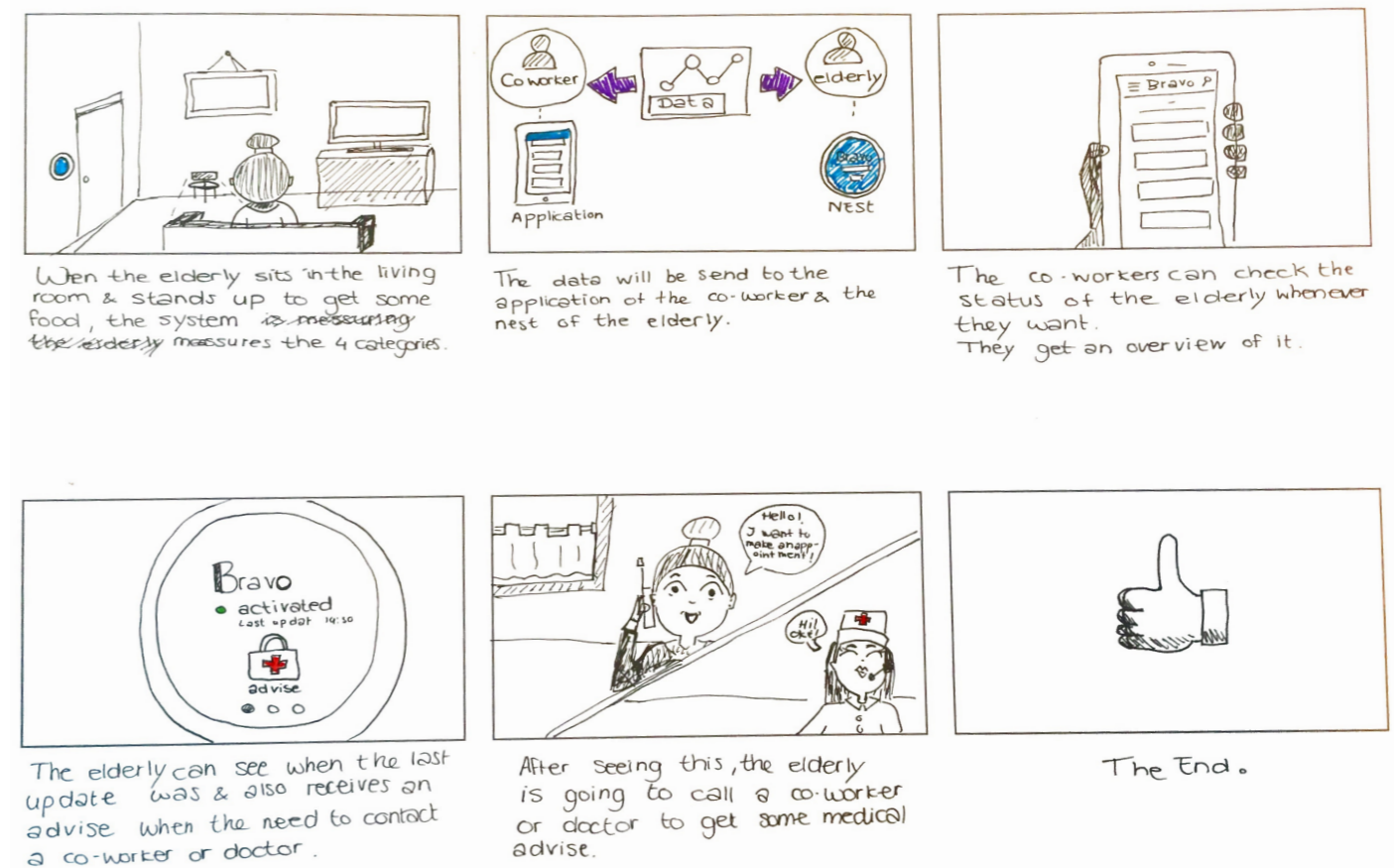
Homecare workers / informal carers

Elderly Activity organisations

Collaborative partners: Activity organisation. For example "4 het leven", "in het landschap", "dagjeweg" .



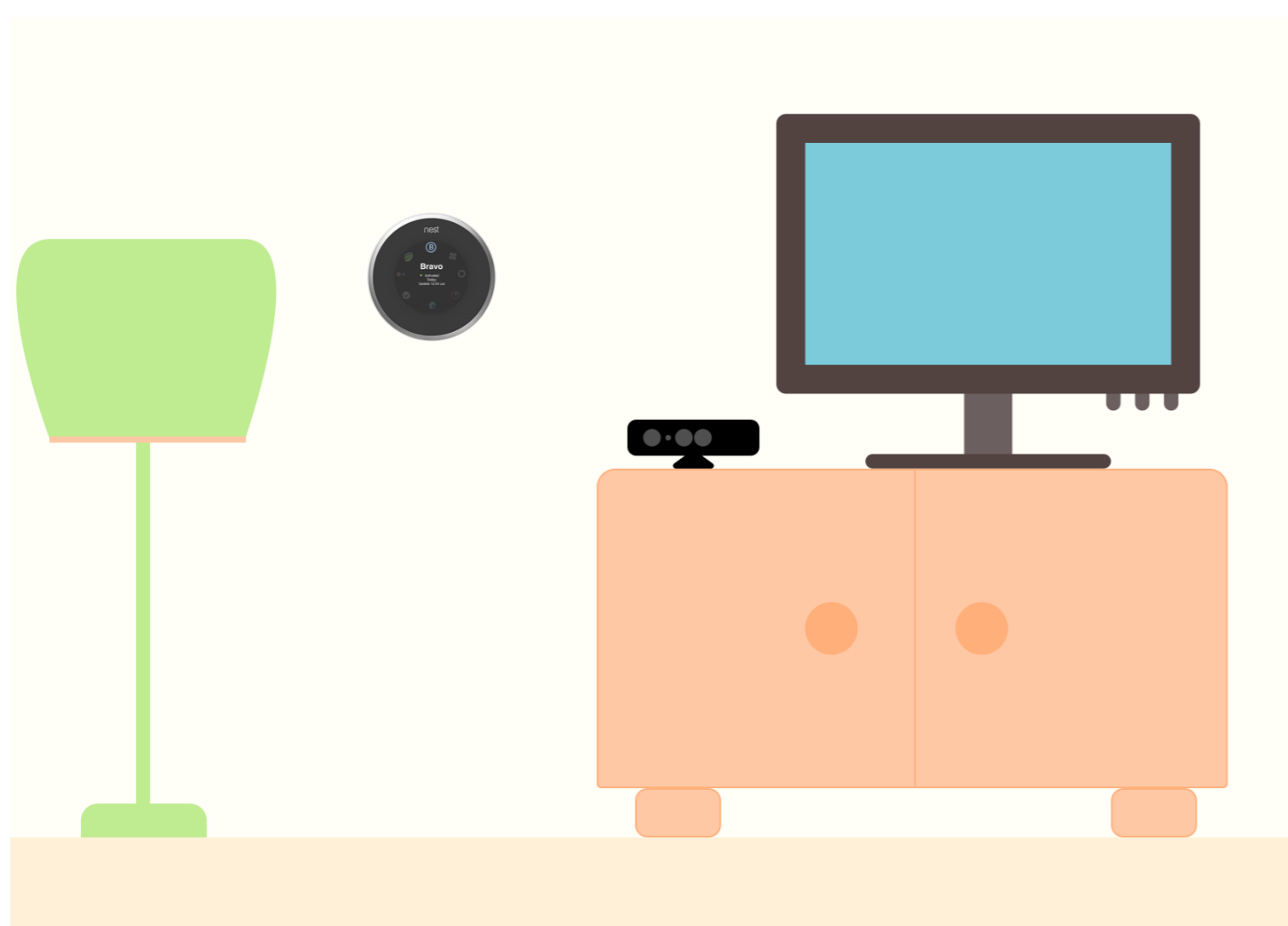
Application caregiver in Appendix



The Nest shows the user the total score the categories of the mobility score in a positive way. It also receives messages with suggestions of nearby activities. The data will be updated after each measurement. This interface will trigger the elderly to stay healthy by showing the mobility scores and will motivate them to stay healthy by sending fitted messages of several activities. The messages are adjusted to the status and the category of the mobility scores of the elderly, that will be encoded by the administrator. The system administrator couples/encodes the activity agenda of the collaborative partner to the Bravo system. The messages will be removed by the system when the date is over.

### Where will it be placed?

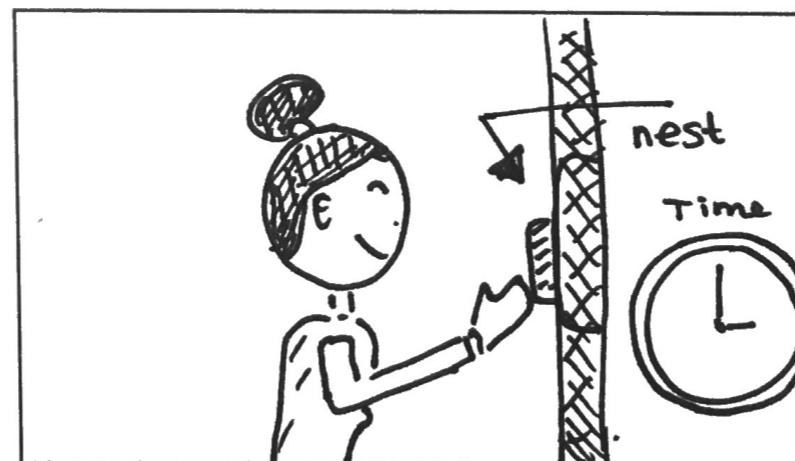
The Nest will be placed on the inner wall of the house.



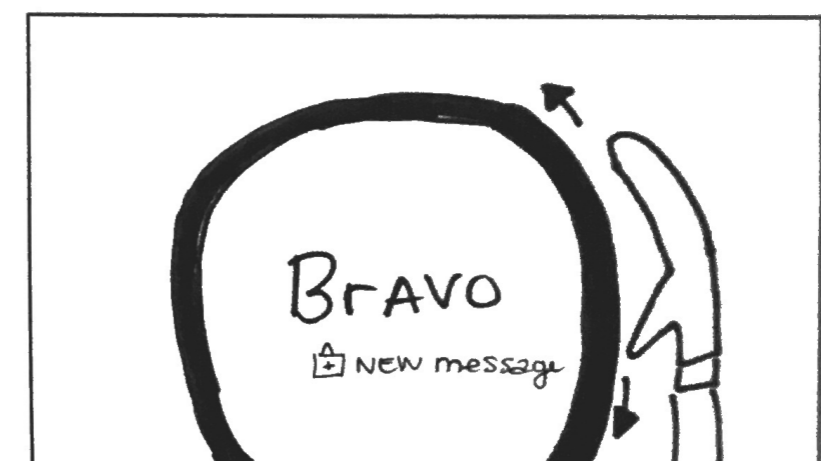




Elderly is doing his/her daily routine

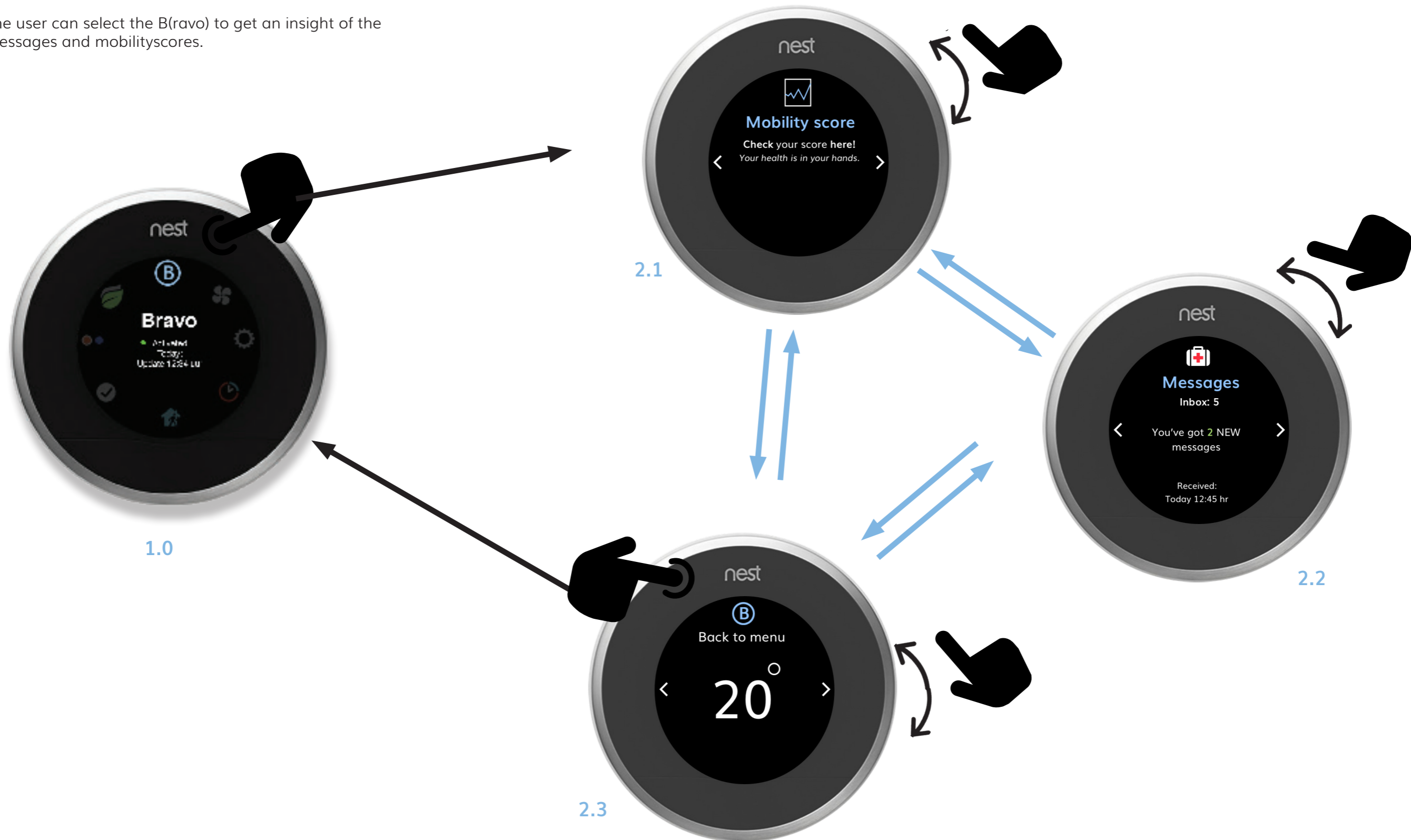


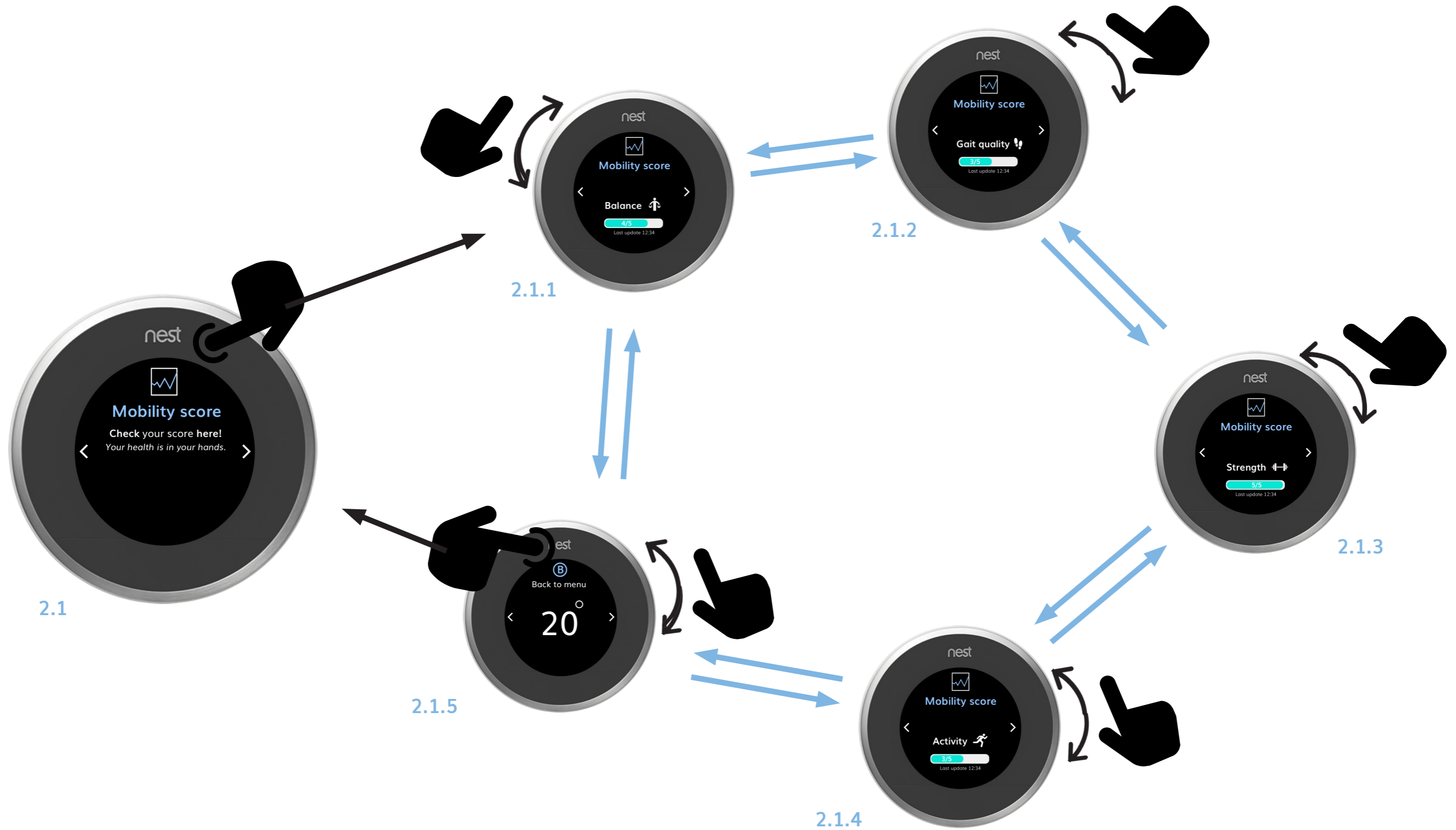
Elderly is checking the interface on his/her time



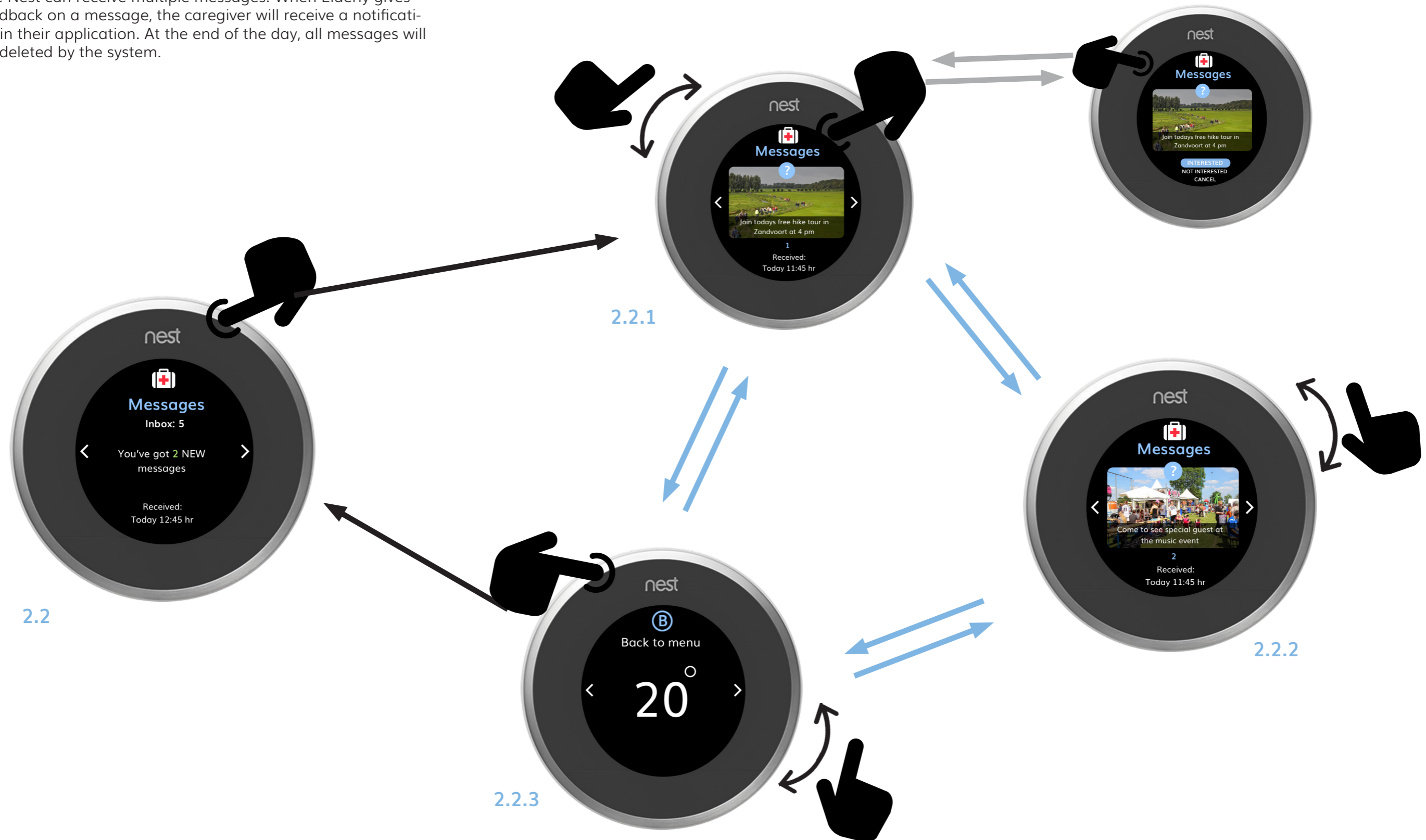
Elderly is interacting with interface.

The user can select the B(ravo) to get an insight of the messages and mobilityscores.





The Nest can receive multiple messages. When Elderly gives feedback on a message, the caregiver will receive a notification in their application. At the end of the day, all messages will be deleted by the system.



## Business goal

The company wants all the independent community living elderly to use the Bravo system.

## Behavioral goals

High level: User wants to feel independent

Middle level: User wants to check mobility scores

Middle level: Wants to activate screen

Low level: User wants to go through screens

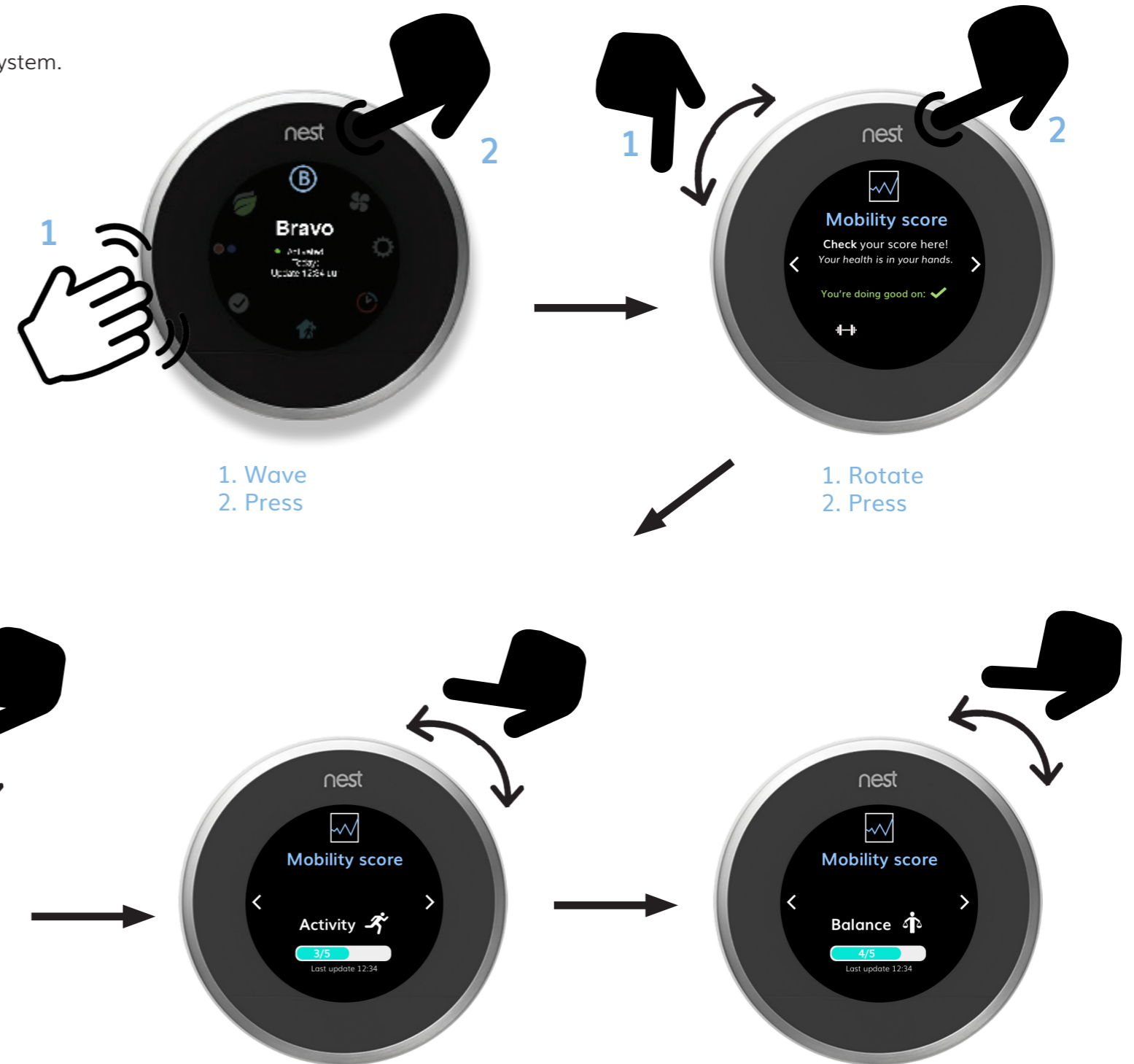
Low level: User waves his/hers hand in front of the screen

## UI requirements

User needs to wave to activate the screen

User needs to press Nest to choose this option

User needs to rotate the casing of the Nest, to go through the screens



## Business goal

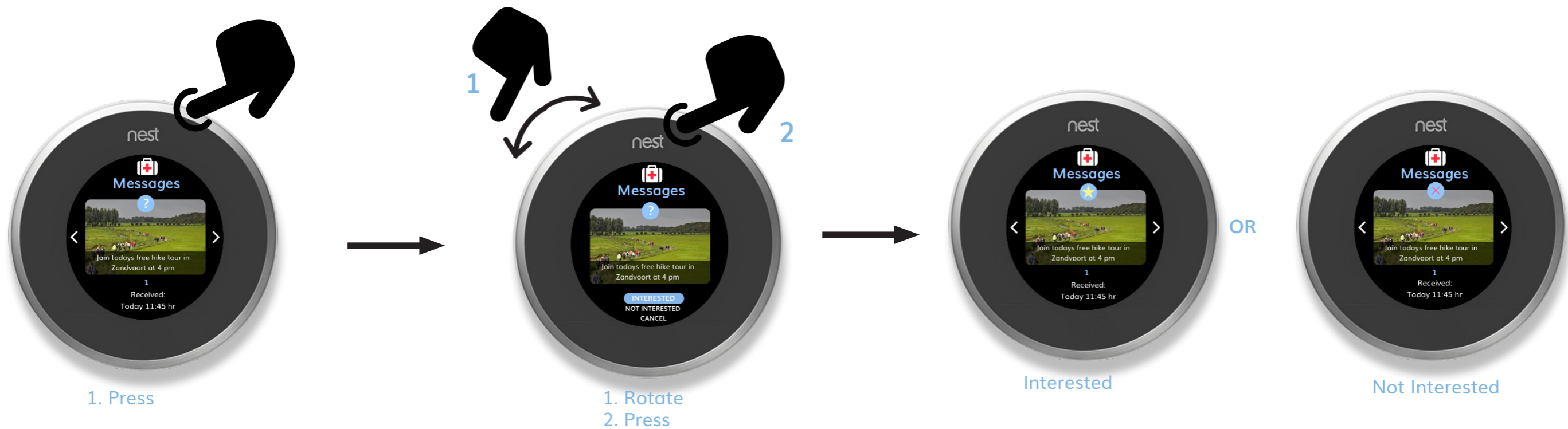
The company wants all the independent community living elderly to use the Bravo system  
The company wants to prevent falls of elderly people

## Behavioral goals

- High Level: User wants to take action
- Middle level: User wants to give feedback
- Low level: User wants to make a choice
- Low level: User wants to click on Nest

## UI requirements

- User needs to wave to activate the screen
- User needs to press Nest to choose this option
- User needs to give reaction on message
- User needs to rotate the casing of the Nest, to go through the screens



## Power of you

**We may think we want to pay attention to a lecture, but when the speaker (or writer) speaks directly to "you" the brain thinks we are now engaged in conversation**


1

**2**

### Surprise

ATTENTION

*Our brains are aroused by new and unexpected discoveries (within our normal routines).*



Are there any small surprises in the experience you've designed? "Surprise" could be a new addition or a variation on something routine, such as stating a confirmation message differently or changing an image on a familiar page. Also consider how you can get people's attention by deviating from expected patterns set by other sites or experiences external to your site.

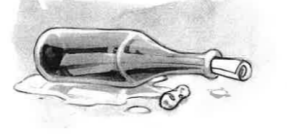
*See also: Chunking, Need for Certainty, Variable Rewards, Delighters, Gifting*

**3**

### Curiosity

ATTENTION / PERSUASION

*When teased with a small bit of interesting information, people will want to know more!*



When—and what—can you hold back? Reveal just enough to arouse interest, then tease someone into taking the next step. You can also arouse interest by doing something unusual and unexpected—people will stick around long enough to determine what's going on. Puzzles are similarly intriguing.


*See also: Pattern Recognition, Gifting, Appropriate Challenges*

**4**

### Framing

PERSUASION / MEMORY / COMPREHENSION

*The way in which issues and data are stated can alter our judgement and affect decisions.*



How are you presenting choices in your system? What are the available options? An implied story makes the most desirable choice more obvious, especially for new or difficult concepts. For example, framing donations as costing "less than a cup of coffee a day" encourages people to rationalize a monthly pledge.


*See also: Conceptual Metaphor, Story, Loss Aversion*

**5**

### Priming

PERSUASION / MEMORY

*Subtle visual or verbal suggestions help us recall specific information, influencing how we respond.*



Choose images or words suggesting a specific concept you'd like associated with an interaction. This can include everything from subtle microcopy beneath a form field to the style of photography used on a page. You can set expectations and direct what is brought into short-term memory by choosing predictable associations. Also examine what is suggested by the imagery and language already on your site.


*See also: Anchoring & Adjustment, Visual Imagery, Conceptual Metaphor, Humor Effect, Sensory Appeal*

**6**

### Feedback Loops

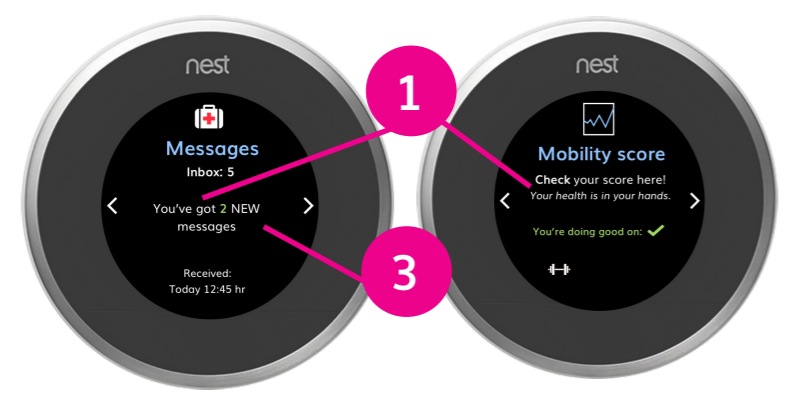
PERSUASION

*We are engaged by situations in which we see our actions modify subsequent results.*



Does your system respond immediately to user input? Or can you allow people to play with the information, turning a static message into an interactive one? Use numeric data to show people how they are doing, or translate data into analogous visual information. Feedback can be immediate, in the form of a quick challenge, or delivered at a later date as a monthly report.

*See also: Visual Imagery, Appropriate Challenges, Shaping, Sequencing, Periodic Events, Status, Achievements*



1

3



2

5

6

## Goal

Decrease the falling risk of elderly people by using this system.

To reach my goal " Prevent falls of elderly people" I had to answer the following question.

*Independent community living elderly*

*How do I persuade independent community living elderly to use the Bravo system that will show data and motivates them to stay healthy but also let them feel independent?*

A good talk with the caregiver as the first step is needed, so the elderly "knows for sure" it will help. Because they rather get advise of a person with knowledge.

Calling the elderly in case of emergency is the way to tell them to see a doctor, because the elderly prefer the have contact with real human.

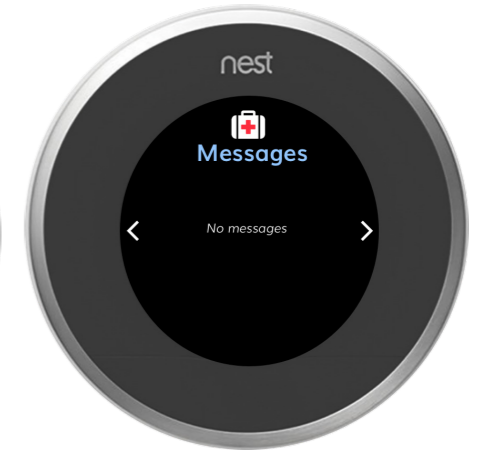
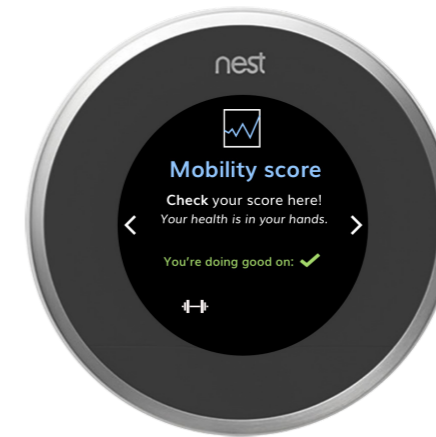
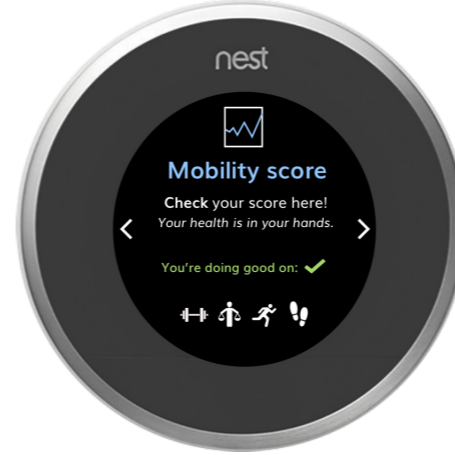
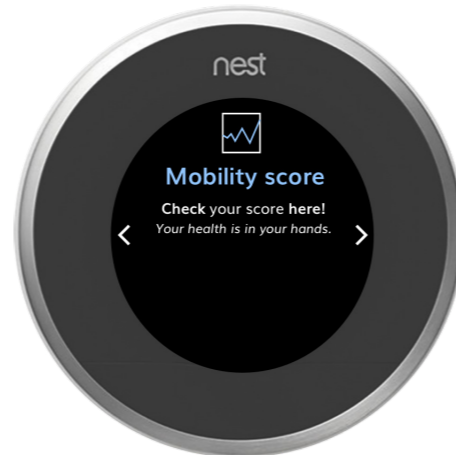
Sending activity messages is a trigger to let them know they need to take action, it gives the oppertunity to go there, but they have the freedom to decide theirsself.

This system will not push the elderly because they have the freedom to check the interface whenever they want.

It gives the elderly compliments when they're doing good, that will motivate them to stay healthy.

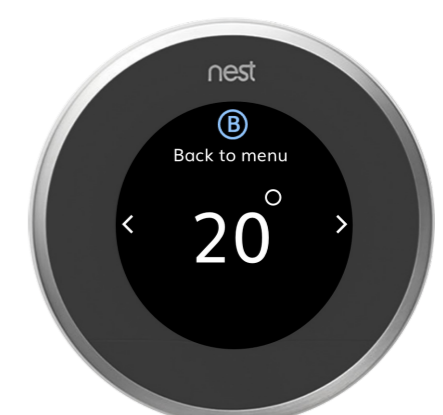
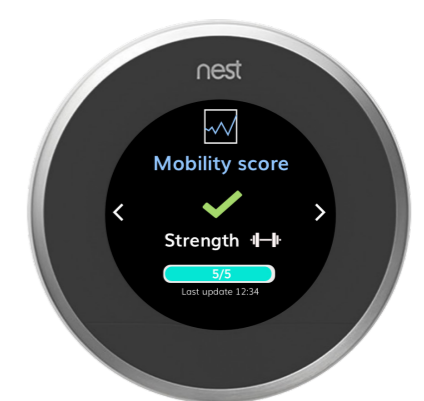
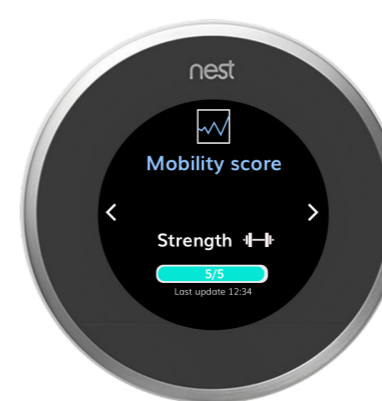
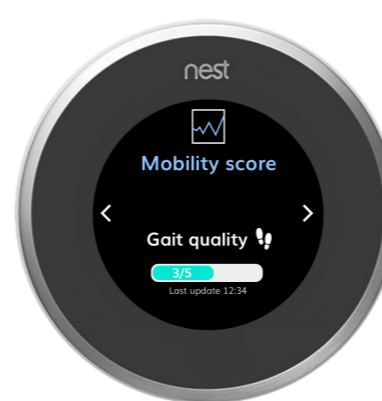
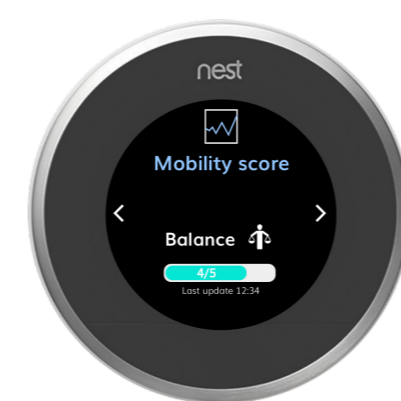
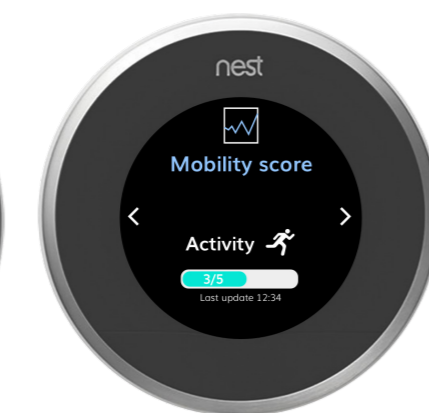
They will feel independent, because they will use the interface by oneself.





Zero state

Zero state



Link of video  
<https://vimeo.com/222537765>



User wants to get feedback of system after making decision in menu.

### Trigger

There is a new message of an activity, the user want to give feedback

### Rule

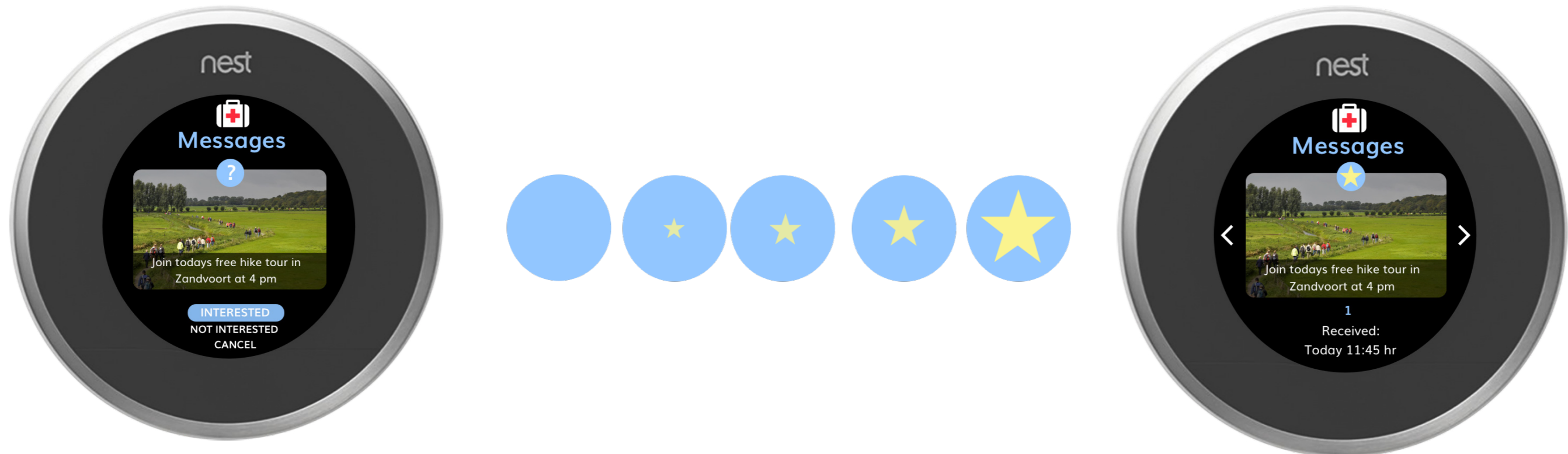
It will inly appear when the user choose the interestoption. The questionmark will change into a star (the interested icon).

### Feedback

After pressing the interested option, the star will appear. The first state is no star and it wil grow and the opacity of the color will go from 80% to 100% in 0.11 sec.

### Loop

This will happen when the user choose this option for the first time, or when it's modified.



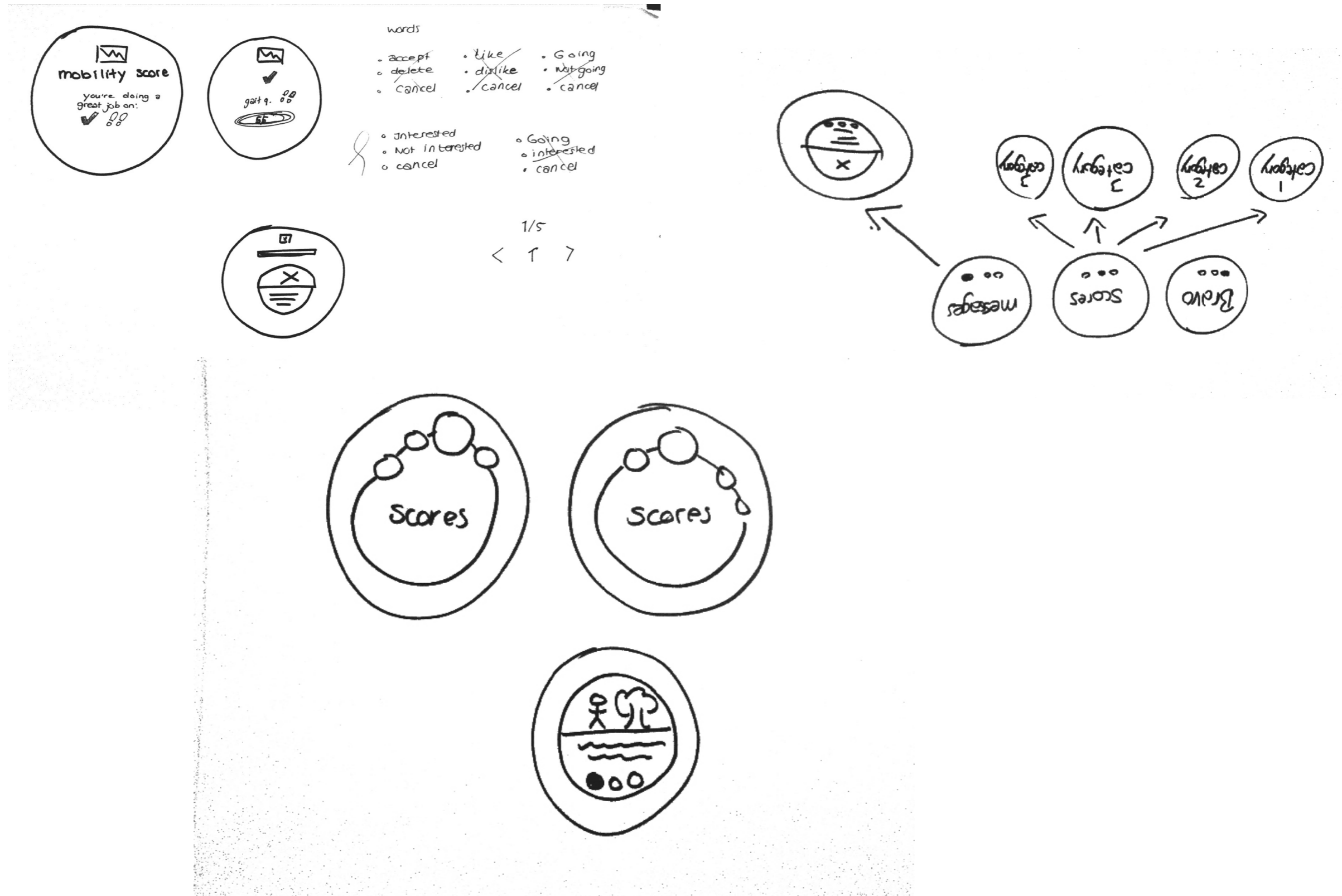


**Iteration 1**  
Too complicated for the user to rotate back and forth through the categories, they wanted to continue with rotating the element.

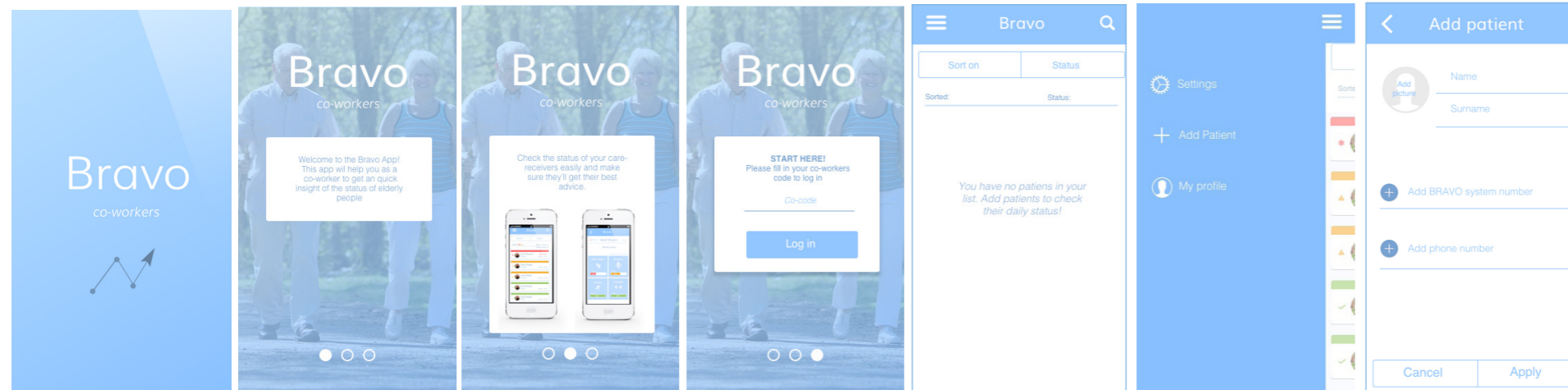
**Iteration 2**  
The icon of the doctor's suitcase was not clear to the user it was a notification.



**Iteration 3**  
It did not meet the requirements of the Nest.



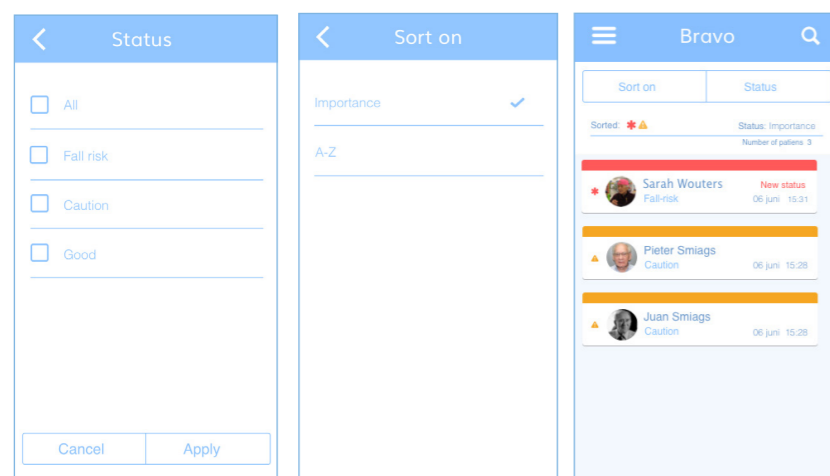
## First Use



## Status and information of elderly



## Filter options



## Application co-workers explanation

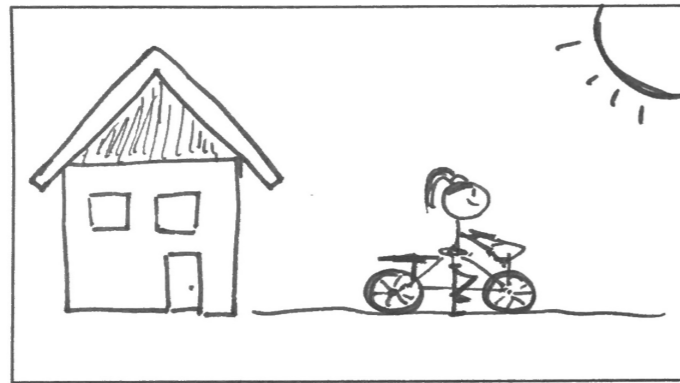
This is an application supports the co-worker to easy their work. The co-workers have less time to visit al elderly everyday, but to keep an eye on them they can easily check the status en scores of the elderly people whenever and wherever they want.

### User Goals Co-worker:

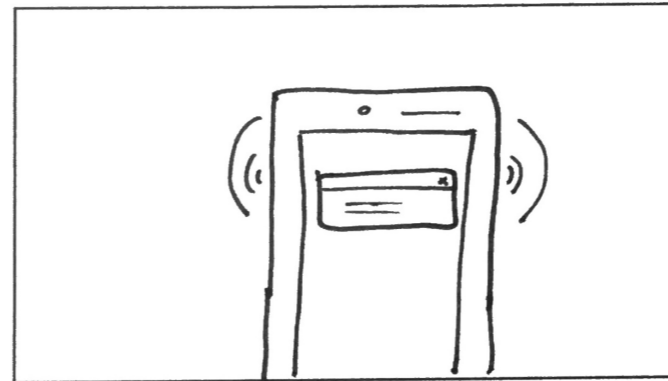
- User needs to Log in
- User needs to check the status of al elderly people
- User needs to check the individual average scores of all mobility scores
- Users needs to check each mobility score seperately
- User needs to contact patient when necessary
- User needs to filter the 3 different statuses of elderly
- User needs to add patient
- User needs to call elderly

### Co-workers

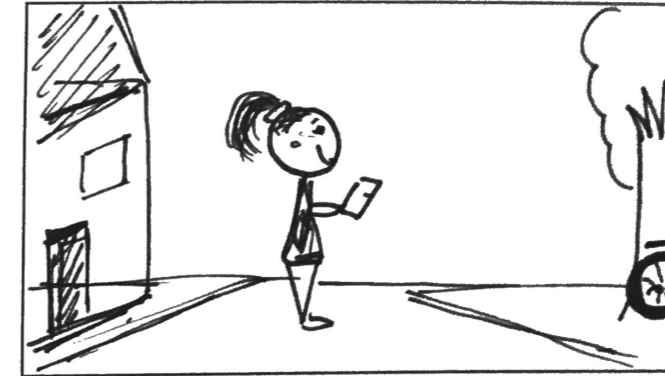
How do I make sure that the Bravo system data, will be fed back to the co-workers, so they can get an easy insight into the data and take action when necessary, to decrease falling risk of the elderly people?



Co-worker starts the day, and is going to visit ~~elderly~~ elderly people.



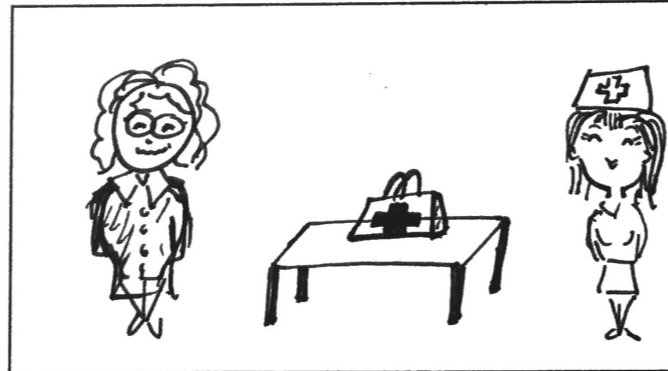
Co-worker receives a ~~notification~~ notification with new statuses of the elderly people.



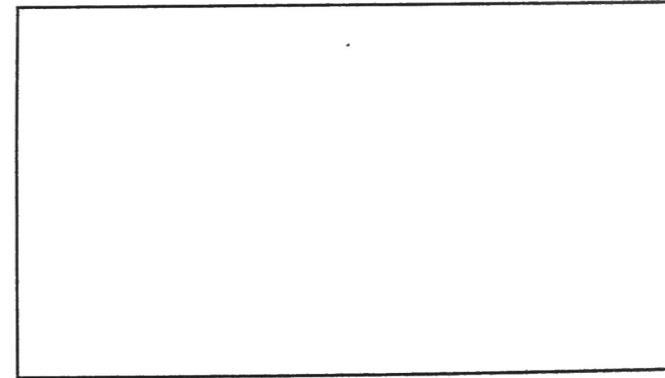
Checks it quickly to see if it's needed to call one of the elderly people & advise them to see a doctor.

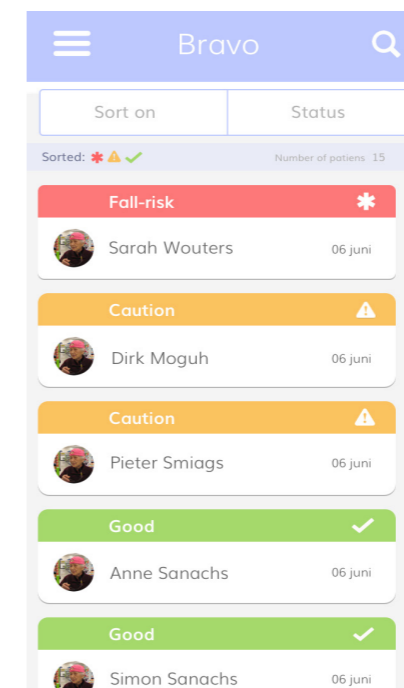
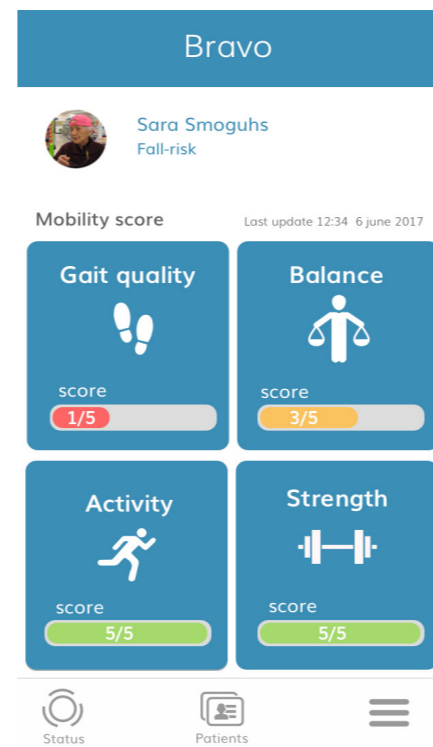
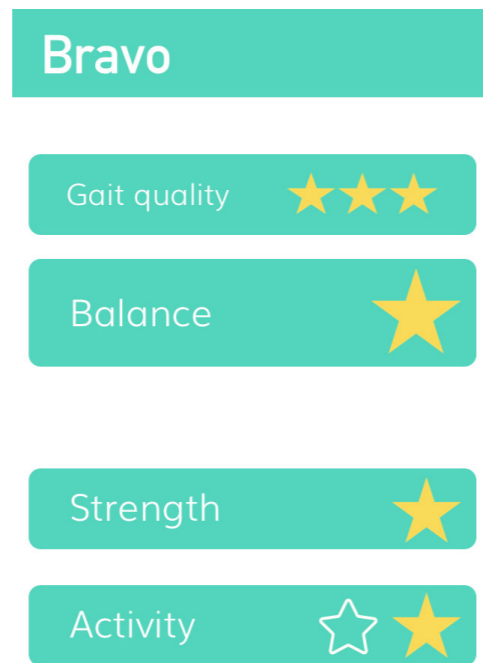
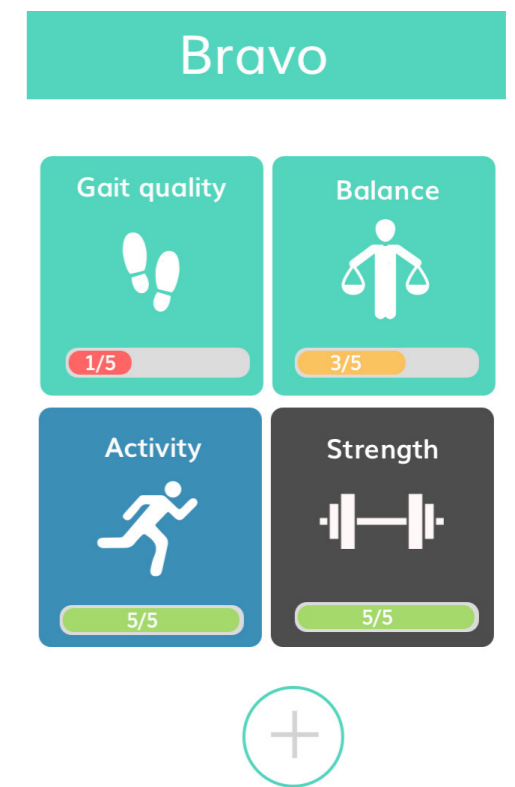
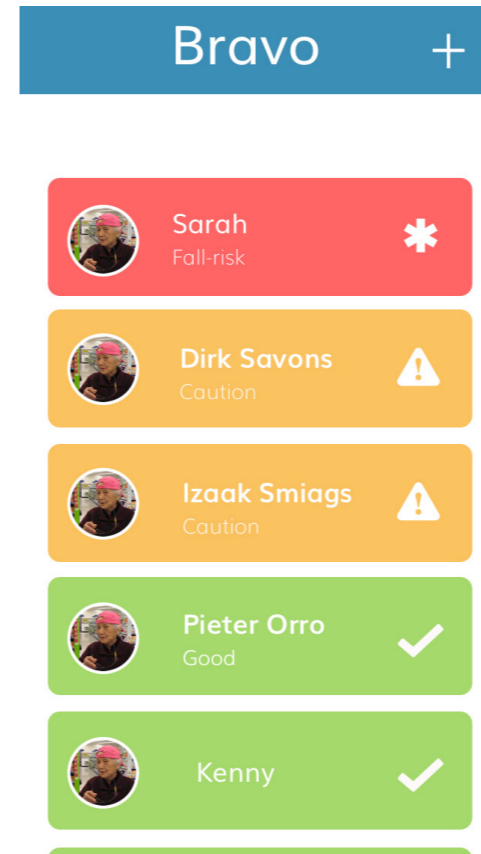
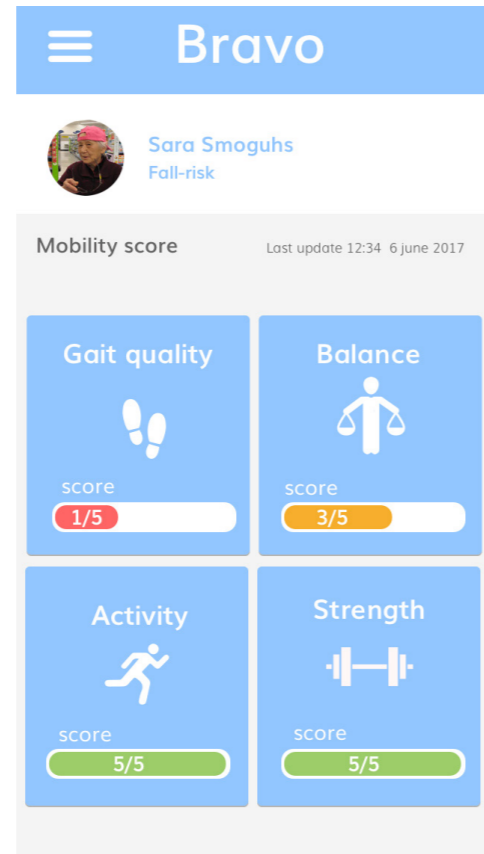
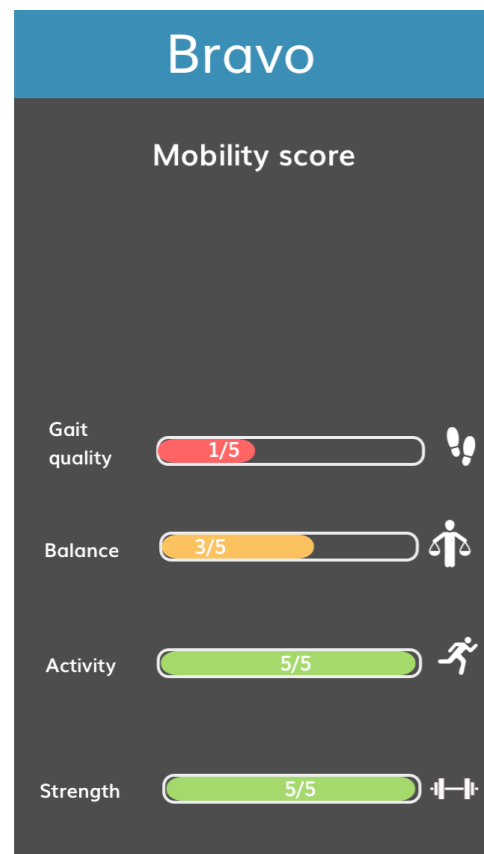


The co-worker calls the elderly when it's needed to see a doctor to check their health.



Elderly goes to the doctor







# Iterations Application

• Status van patients (Algemeen)  
 • mobility score overview per persoon  
 • contact gegevens per persoon  
 • patient toevoegen (+)  
 • Sorteren van status

• **ALL**  
 • Fall risk  
 • Caution  
 • Good

• **A-Z**  
 • Z-A

Sort on: status, importance, A-Z, Z-A  
 status: Fall-risk, Caution, Good  
 importance: A-Z, Z-A

alleen clickable wanneer 1 of meer is benoemd by status  
 importance person likes first or longest with status  
 op sort van aparte pagina automatisch schuift het weg romhoog?

Data / profile  
 Sarah Wouters  
 Status: Fall-risk  
 mobile nr: +31 6 6910 61  
 Address:  
 Physician: Dr. Philips  
 Medical ID

Balance  
 1 2 3 4 5

monthly weekly  
 ma 25/16  
 di 26/16  
 wo 27/16  
 do 28/16  
 vr 29/16  
 za 30/16  
 zo 01/17

grafiek  
 per  
 • Dag >> 7 dagen >> week overzicht per dag  
 • week >> 52 weken >>

< week 34 >  
 Data Info

monthly Daily weekly  
 monthly weekly Daily

monthly weekly Daily  
 weekly Daily

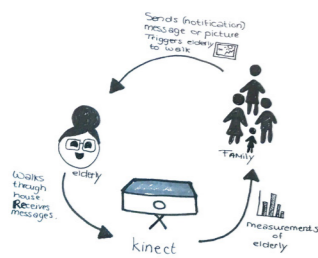
week  
 < 34 35 36 37 38 >

Sarah Wouters  
 Fall-risk

### Task elderly

- Walk to NEST, to check pictures or notifications on screen.

NEST ○



### Task family

- What?
- Send picture (from/with) or notification to elderly to let them walk.

When?

- Every day when Kinect info. says they're moving to less. Send more notifications or pictures. To let them walk often.

Application



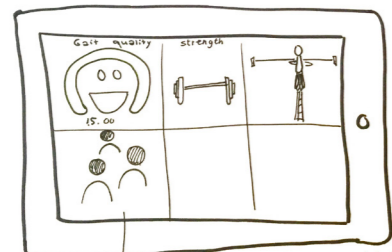
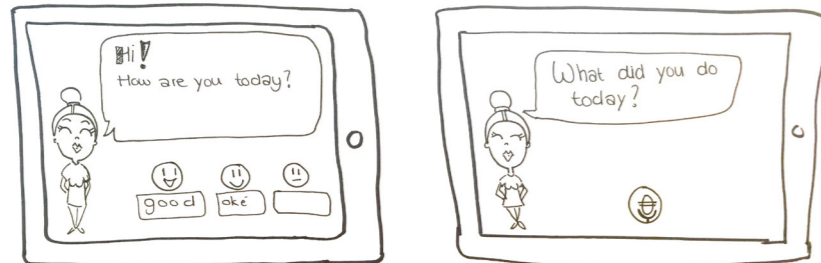
### Task Kinect

- Send /give family information about movements of elderly people.

- Gives signal to fam. when elderly sits to long on couch / bench (couch potato)



Elderly with TABLET Make it more personal



Company to do activities with available care givers.

Elderly with RADIO



output: TALK to ELDERLY ("in case of emergency")

- Less movements
- To Fast (recognized as a fall)

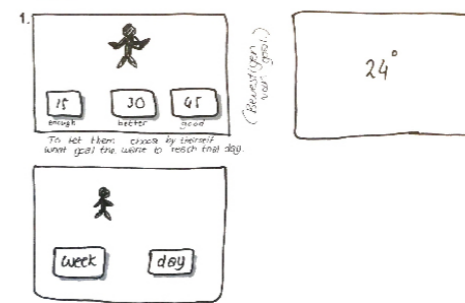
Input: just for some questions.

Turns RED  
Js connected to Kinect

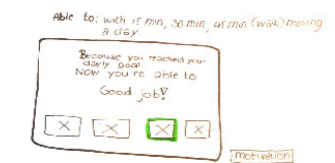


When it's not a fall OR nothing serious. The elderly can press /touch /whatever the ..... It will turn green again & another message will be send to care giver.

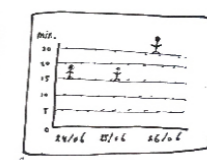
"let user think they have their control"



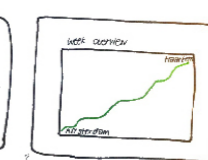
Challenge yourself.



If the want to know how far they are to reach the goal



Week overview



To let them know how far the can walk.

## (spirituele) Mevrouw 67

Vandaag in het restaurant zijn ze aan het leren schaken.  
Mevrouw wil geen apparaat dat vind ze eng, af luisterapparaat wordt tegen je gebruikt. zo ben ik nog niet. Ik vind dit waanzin, ik zit niet in die situatie en als ik niet in die situatie zit zou ik het ook niet willen hebben.  
Ik praat liever met zo'n man praten in een hokje als je het kan afsluiten.

Medisch gericht kan ik het mij wel voorstellen. als dat zou helpen....  
Verarming door al dat apparaatuur dat ze geen menselijke contact, vind ik belangrijker. in evenwicht te houden we maken een clubje van drie ik geef schaakles en er wordt gebabbeld. interessant als je dingen uitwisselt en we hadden het net over magere kwark. vitaminegebrek. en vergeetachtigheid maar ik geloof dat niet want het zit in het DNA.  
Apparaat en een bandje of fysieke contact met een video. compleet beeld dat mevrouw zegt ik heb artrose ik kan nix bewegen. Filmpje een bandje ik sta dan voor een camera, completer. mensen die ouder worden kunnen op elk moment iets krijgen plotseling geeft een camera's filmpje video camera. Ik zou het liever eigenlijk aan en uit kunnen zetten vanuit buitenaf. kloppen op de deur en de deur openmaken. zorg verpleging vertelt niet alles en niet de medicatie. dat is goed voor je met medicatie. cameraatje als het erger wordt moet er iemand langs komen.  
toestemming geven van ouderen hangt van de verzorging af als je een oudere vrouw heeft die niet elke dag verandert hangt af of de verzorger dezelfde persoon want er moet een vertrouwensband ontstaan vind ik belangrijk is nummer 1. Hangt van de situatie af als ik voel dat ik verstijfd raak en hulp wil van andere mensen en dan wil ik ook wel een goed beeld geven aan andere mensen. De band vind ik heel belangrijk. ik zou meewerken tot een zekere hoogte vertrouwensband zelfde persoon zelfde arts. als dat niet zo is zou ik er niet voor willen meewerken.

## Meneer 70

Ik kan er nix aan doen dat er andere mensen elke dag komen er is weinig tijd. Illusie van 1 ander persoon je mag zelf blij wezen dat er iemand is met oogdruppelen.  
Er zijn handen te kort en ik kan niet vragen of mijn zoon kan komen.  
niet te veel gepraat en bemoeizucht. ik zou er wel voorzichtig in zijn.  
Hoe ik woon ben ik tevreden en ik maak n praat je ze luisteren naar je als ik naar bed ga ga ik wat oefeningen doen. Ik werd wel gewaarschuwd en hoe oudere je wordt hoe meer je moet inleveren.

en toen ging t over euthanasie.....

Verplicht en gedwongen om door t leven, maar in leven te houden als iemand echt niet meer wil wat heeft dat dan voor een zin????

FITTI!!! " Het lichaam is niet van jou, ja wel dat bepaal ik zelf wel, niemand kan mij dwingen om door te blijven gaan. "

Kwetsbaarheid niet goed staande kunnen houden. Als laatste wens zou ik nog katten willen aaien op een zwerfkatten. Gevoel van voldoening en Noelle maakt nu een afspraak met meneer om katten te gaan aaien op een boot. Er zijn er een hel

## Mevrouw in stoel en bloemenjurk 83

Fijn om getest te worden, ik vind belangrijk om het te meten. 3 keer een nieuwe knie. Waarom heb ik nou zo'n spierpijn? autoriteit is belangrijk - een dokter dat tegen mij zou zeggen mensen mens doet heel weinig, 4 uur hulp. vertrouwings persoon, altijd dezelfde persoon die u kon helpen.  
andere mensen helpen, gastvrouw in een groot huis in de bijlmer met 500 . berjaarden.  
hartstikke veilig, niet s avonds laat op straat, 84 en dat is al behoorlijk oud. oudste van de familie als ik geen 85 word is het ook goed. Graag informatie zou willen zien. niet angstig vinden. Mobiele telefoon en een ipad.  
Tips zou ik fijn vinden, en dat vind ik heerlijk om te doen. Ik doe het wanneer ik het wil en niet wanneer een andere dat wil.  
Vertrouwen en veiligheid zijn belangrijk.  
Rare dingen, je kan niks meer doen het is allemaal www.nl, ik hoef dat niet. zelf voelen, ik ga naar de huisarts.  
Klein beetje onzeker, over hoe mensen weer naar buiten komen. Soms gezellig soms niet, soms is het heel moeilijk met dementerende mensen omgaan. Zorgzame mensen, dementerende mensen een huisdier is niet verstandig. honden, katten en vogels.

Niet afgeleid worden anders ga ik er op letten en dan ga ik juist vallen.

## Focus points of the interviews

- Elderly want to decide what they're going to do and when they want it to do
- Safety is important to them
- They rather see real people and talk to them

What I saw during our interview and test moment, the elderly get scared of to technical interfaces. An example of it was the music box in their restaurant. They didn't know how to use it, so they hated it and thought it was ugly and very unusefull. But when Romee turned on the music, they seemed to be happy that it worked and they became all very happy and sang all the song together. So for me it was clear to design something that's easy to use and obvious.

## Interview

Motivatie: is gezondheid, wordt er van me geëist. Met specialist gepraat. Verdraaglijk maken, achteruitgang van spieren. Onderhouden, dat de spieren soepel blijven. (wil graag zelfstandig zijn)

- Afhankelijk van het weer ga je meer eten of drinken en lopen.
- Verspreiden
- In zicht (trampoline) Discipline zelf opbrengen
- Vaste Cyclus ad hand van dagritme
- Begon het fijn te vinden omdat hij er lekker bij voelde, fitter.
- Moet leuk blijven, door vergeten inhalen is niet chill.
- Resultaat is beloning, leuk om te zien dat t goed gaat.
- Om de zoveel tijd kijken naar resultaat anders werkt het stressend.
- Zelf bepalen wanneer te bewegen (fietsen)
- In het begin moet je het zien, daarna raak je er aan gewend.
- Papiertje ophangen bij t apparaat zodat die weet dat ik bewogen heb, daarom wil ik dat apparaat bij de deur neerzetten. (waar ik vaak langsloop en dat is bij de deur)
- (corrigeer punten)
- vraagstelling >> heeft u vandaag dit nog gedaan? Tellefoon is belangrijk voor persoon. (achterhalen wat belangrijk is voor die persoon), kan kleinkind zijn.
- interesse
- Vaste plek

In appartement woont dan centraal.

- Zelf aanleren dat t goed voor jou is. De persoon laten weten en brengen waarom die persoon het doet. Motivatie vragen.
- Welk milieu of cultuur komt die persoon.
- "lager": complimentjes en beloningen zijn er gevoelig voor. (gedrag aan intelligentie)
- Afkeuring bij specialist.
- Controle moet er zijn.

- Hoe zou u het liefst herinnert willen worden aan een taak dat u nog moet uitvoeren?  
To do lists maken en zelf in agenda neerzetten. Regelmatig er in kijken, wat staat er in mijn agenda wat ik nog moet doen, of staat er nog iets dat ik moet doen.  
Bedenken wanneer ik in bed lig en dan weet ik het voor de volgende dag.

Wat is het meest vervelende moment op de dag dat er iets van u gevraagd wordt?  
Wanneer ik in bed lig. Voor het slapen gaan. Wanneer ik druk bezig ben.

En wanneer minder?  
Als ik niet te veel dingen tegelijk moet doen of nog veel moet doen.

Wat zou u een goed signaal vinden voor het uitvoeren van een taak?  
Met papier post it's. Op datum, op volgorde en weghalen wanneer de taak is voltooid. (dus er aan herinnert worden, maar zelf na het bepalen wanneer de taak wordt uitgevoerd het te verwijderen)  
Wekkertje zet ik zelf om aan mijn taak herinnert te worden.

Wanneer u tv kijkt vind u het vervelend gestoord te worden?  
Zelf bepalen wanneer ik bijv. De wasgoed doe.

Hoe zou u een nieuwe taak aangeleerd willen krijgen?  
Zelf bepalen

Hoe wilt u er aan herinnert worden om deze taak elke dag uit te voeren?  
Er moet iets in het zicht staan om het te kunnen zien, zodat ik er aan herinnert wordt. Het moet continu aanwezig zijn.  
Niet voor altijd als de taak al in mijn systeem zit.

Resultaat zien?  
1 keer per week inzien van resultaat, of misschien na 3 dagen. Zelf bepalen wanneer in te kunnen zien.

Hoef geen beloning te krijgen na het uitvoeren van de taak.

Wat zou een motivatie kunnen zijn om taak uit te blijven voeren?  
Als het resultaat heeft, als het belangrijk is.

Tijd inschakelen en vaste tijden. Tijdschakelaar, vaste tijden om structuur op te bouwen. (lamp schakelaar of misschien een belletje)

Ouderen hebben structuur nodig.

NEST: sensor wanneer je binnen loopt dat de nest het herkent. Dat er een herinnering wordt geplaatst of aanwezig is in beeld geplaatst in de huiskamer. In zicht van de elderly. Waarop zij zelf kunnen aangeven hoeveel zijn denken dat zij hebben gelopen. (in tijdsblokken afvinken op het zelfde scherm). Ook zouden zij eventueel op dat scherm overzichtje kunnen inzien van de hele week hoeveel de kinect heeft gemeten.



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