

## Dear MATUROLIFE participant and supporter,

Last summer you supported the MATUROLIFE project, taking part in our design workshops and meeting some of the team from the UK and further afield! Thanks to your participation, 37 interviews and 10 co-creation workshops were held in 9 European countries, involving over 80 participants from Arnedo (Spain), Rome and Udine (Italy), Brussels (Belgium), Coventry (UK), Paris (France), Ljubljana (Slovenia), Łuków (Poland), Istanbul (Turkey) and Berlin (Germany).

## Your contributions

You may recall that during the workshop we talked about your buying decisions style preferences as well as some your needs and priorities in terms of remaining independent.



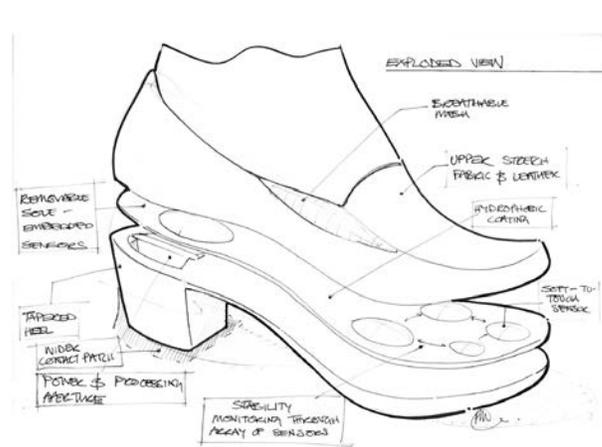
We talked a lot about **shoes**. You discussed your preferences and health-related priorities and how these might be translated into designs. We also heard about your usual choices in terms of type and style of shoe, and the means for putting them on and fastening them for a secure fit.

*"I have crossover toes from rheumatism, hence in summer I can only wear open sandals; in winter it is an issue, I usually wear one size bigger."*

*"Since I fell and I have scarce mobility, I cannot bend, so I do not use laces, and need shoes easy to put on!"*



Together we developed ideas as to how **technology** could be used to support wellbeing and independence. For example with some participants we explored a shoe that informs the wearer about the risk of falling and change in balance. The idea involved a network of pressure sensors in an insole to map foot pressure and gait. We also developed **style ideas** sketching out shoes with increased thickness and width of the heel for improved stability and balance (see *workshop outcome concept on the right*).



Some workshops focused specifically on **clothing**. Items of clothing that adapted to body temperature and allowed adjustments with the seasons were considered. We looked at ways to make garments easier to put on and take off, and how they could be better shaped to fit whilst taking into account comfort, ease of washing and fashion.

In the workshop activities that focused on **furniture** we considered likes and dislikes in sofa and chair design. Across all countries, it was clear that the sofa is important in our individual and social lives, and is a place of comfort and rest within the home. We discussed the ‘smart’ functions a sofa might include to provide added reassurance and safety for someone living on their own as well as their wider circle of loved ones.

Over the course of the last months, researchers, scientists and designers have further developed the MATUROLIFE clothing, footwear and furniture designs. The technical team are now bringing these to reality and building prototypes designs we hope to be able to share with you next year!

## Meet the design lead: Gulay Ozkan

Before the prototypes are available we thought we would give you a little more insight into the MATUROLIFE team. Key to the design process has been our Turkish partner, GEDS who are led by Gulay Ozkan. Here is an introduction to Gulay and some of her project insights:

### 1. *Can you tell me a little bit about yourself?*



I am an Istanbul-based entrepreneur and founder of GEDS, a design consultancy. We are leading much of the design activity within the MATUROLIFE project. With an impact-focused personality, I am passionate about bringing design to the high-impact technology environments and organizations to create a human-centric effect on the next economy.

### 2. *What is your role in the MATUROLIFE project?*

As the design coordinator, my role is twofold – leading design activities to ensure that user and human data are at the centre of all our activities, and building and aligning a design language embraced by all partners.

### 3. *What are the advantages of co-creation?*

Co-creation is a design methodology whereby designers and people not trained in design work together in the development process. In MATUROLIFE, we have run co-creation activities with people in nine countries who are the intended and targeted end-users of these smart assistive technologies and also together with MATUROLIFE partners not trained in design at different stages of the project.

Co-creation democratizes the design process by allowing for diverse perspectives. It is a strong tool which can also solve the problem of inclusivity, the most important challenge of technology development in this century.

I believe we have utilized and enjoyed the co-creation methodology from several perspectives in the project.

### 4. *What were key insights you gained from the interviews and workshops?*

The interviews and co-creation workshops were part of our design research activities where we collected data about older people's problems, preferences, and desires in

the context of maintaining their independence and autonomy. Based on this data, we built our design principles and guiding personas.

Our participants have been quite clear about what they expect from a new product or service. They want purposeful, assistive, utilitarian, informative products and services. Not to mention simple and usable.

5. *What are the next steps for you in the project?*

We recently completed the conceptual prototypes and are now transitioning to building the actual prototypes. As of Summer 2019, the technology teams are now taking over the lead from the design teams. Since MATUROLIFE is a user-driven technology project, GEDS will make sure that human data and user perspective continues to remain at the centre by creating systemic design management tools at different stages of the project.

## Interested in following what comes next?

We hope you continue to be interested in our project progress and are willing to take a look at our products when they are available for testing.

If you have any questions or feedback for us, please get in touch with us:

Danying Yang [ac9061@coventry.ac.uk](mailto:ac9061@coventry.ac.uk) (Coventry University)

Vera Hörmann [vera.hoermann@age-platform.eu](mailto:vera.hoermann@age-platform.eu) (AGE Platform Europe)

Nadia Kamel [nk@eurocarers.org](mailto:nk@eurocarers.org) (Eurocarers)



Website: <http://maturolife.eu/>

Twitter: @maturolife



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