

WTEA

INDEX

INTRODUCTION	PAGE 4
CREATIVITY	PAGE 8
USER & SOCIETY	PAGE 15
BUSINESS & ENTREPRENEURSHIP	PAGE 19
REALISATION	PAGE 24
REFLECTIONS	PAGE 30
REFERENCES	PAGE 35
APPENDIX A	PAGE 37
APPENDIX B	PAGE 42
APPENDIX C	PAGE 46

INTRODUCTION



SETTING THE SCENE

Today we present to you VITEA, Philip's next consumer lifestyle product targeting the emerging 60+ senior market. The past few months we have been busy developing this new business and product proposal for Philips. We are Group 4, a small development team operating within Philips Design. After careful consideration and fine-tuning, we are now ready to present our work to you, the management. We hope that you'll find our proposal exciting and join us on the path of making VITEA a reality.

Wishing you an awesome read,

On behalf of Group 4,

Rein Lucassen
Bram de Vogel
Joyce van Weverwijk
Jelle Worries

VALUE PROPOSITION

We propose a product that helps elderly people ages 60+ to age healthy and independently. We wish to make them aware of potential health and lifestyle issues. We want to prevent those issues, to tackle them before they become a problem. We wish for elderly people to be in control of their life. We wish them to be happy and healthy for as long as possible. Without a care in the world.

PRODUCT DESCRIPTION

VITEA is a lifestyle product that helps elderly discover activities and things they can do. It is a calendar that integrates with their daily life, filled with undertakings and tips to improve their health or well-being in general. These activities are not just randomly selected: we propose integrating elderly people's existing health experts into the product, like their general practitioners, coaches, dieticians and psychologists. This way they can receive personalized care and plans. We propose these activities are fun to do in order to stimulate short-term use, while having an impact in the long term through prolonged execution of activities.



CREATIVITY

PROBLEM STATEMENT

We are getting older.

In 1880 the life expectancy was 40 years, and now it is quickly expanding to 71 years, with an insight on the future of a live expectancy of 140 by nowadays born children.^[1] This will generate a new potential market to explore, a market which Phillips is already exploring. Looking into products targeted at aging people.

PHASES OF AGING



Simply aging: 'I would like to live between my four walls, travel a lot and see my grandchildren'

Carefree / adapt / prepare / socially engaged / enjoyment / conscious / prevent / letting go / health



Independent aging: 'You have to live for the day, I try not to complain, but it is not easy. Aging is not for sissies'

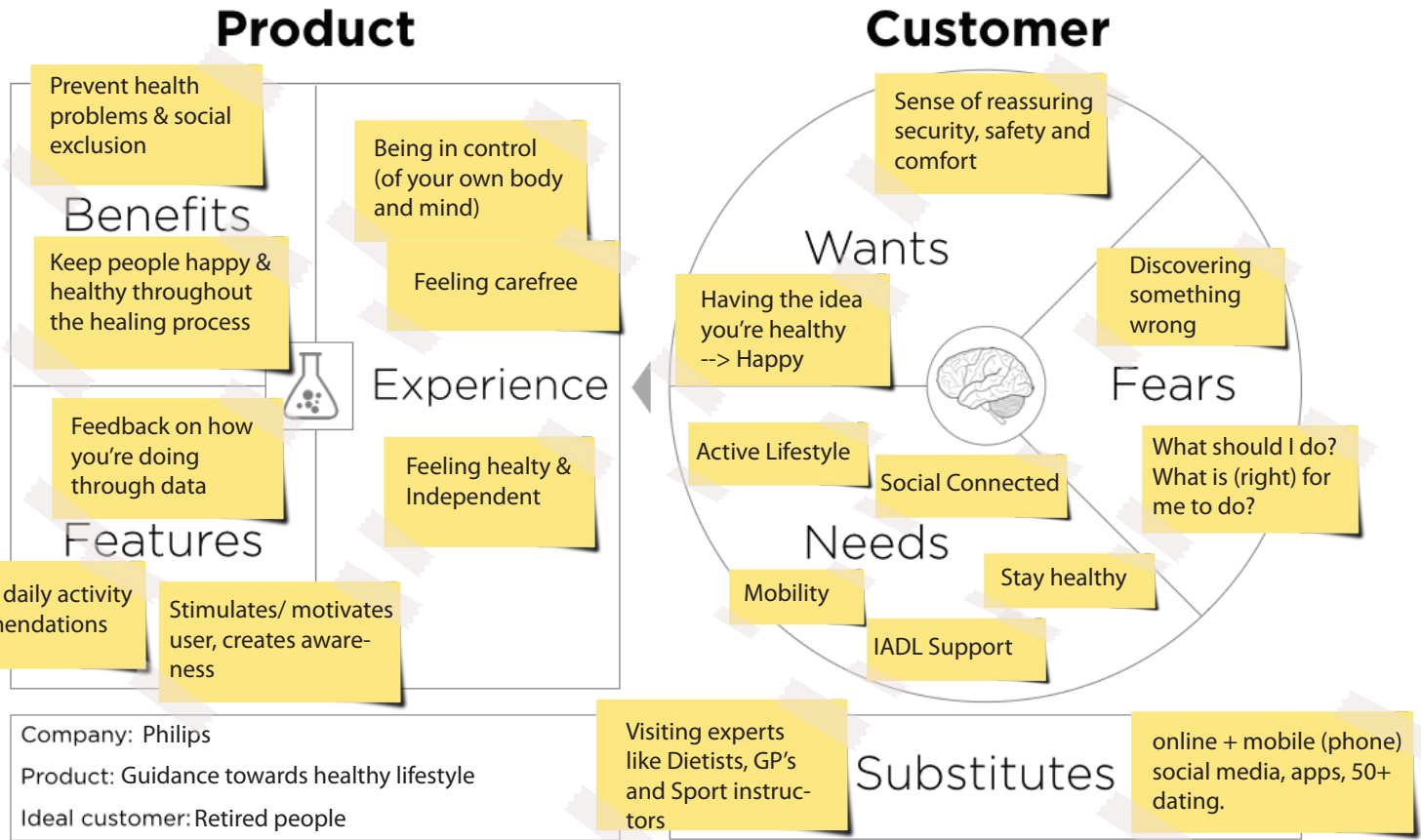
Convenience / assistance / family / service / health / insecure / denial / prevention / experience / austerity



Assisted aging: 'The greatest thing would be a home that is barrier free and have someone to care for you'

Health / support / family / prevention / exercise / convenience / curiosity

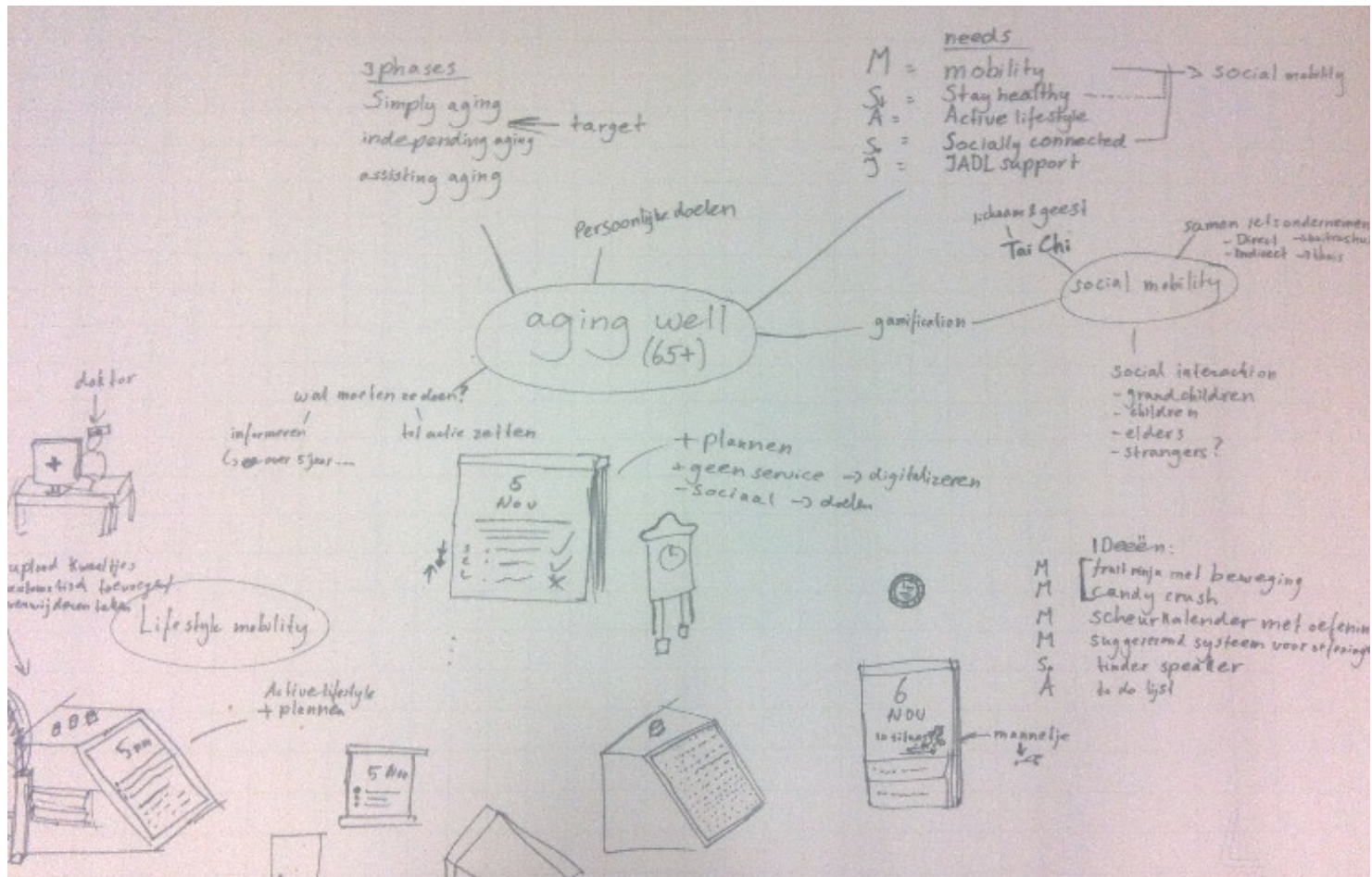
Value Proposition Canvas



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INNOVATIVE THINKING

During the idea generation phase we were looking to combine the needs which were mentioned in the Value Proposition canvas in order to create opportunities for a product. initially we were leaning towards mobility and socially connected (as we called it social mobility). After considering we later on wanted to make a physical object in the house of elders instead of making an app or wearable. Apps are a million of and gets almost lost in the phone and when wearing wearables others can see you are using a specific object and can assume something is wrong the user. When thinking about products to help an elder at home we reformulated the focus to lifestyle and mobility (we called it lifestyle mobility), where lifestyle also includes the socially connectedness. Thus was the first step towards VITEA born.



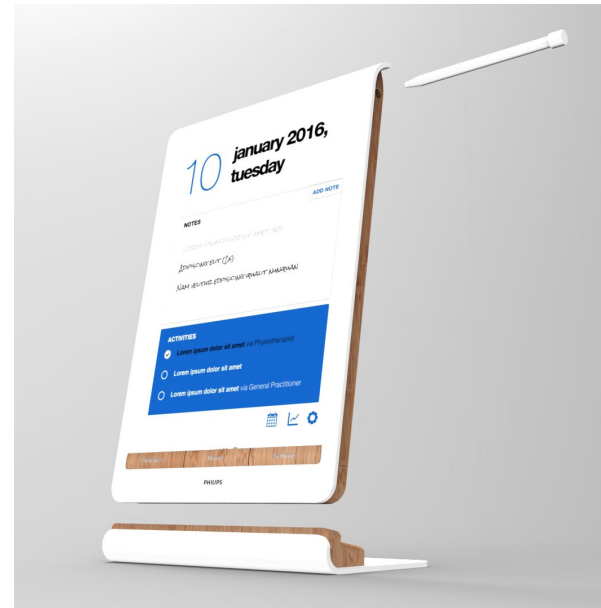
VITEA is an product on its own. It is a calendar where the users (elderly) are able to write down their normal activities on the touchscreen of the product. Next to this they receive daily tasks from the device. These tasks include tips for what to eat, what kind of exercises to do today to stay fit, and a tip who elderly can talk to. These tasks do not require a lot of time during their daily routine. By accomplishing these daily tasks they will, on the long run, be more likely to age independently for a longer time. These task are not mandatory to do by the users, but are suggesting how to live an healthy lifestyle.

These Activities can be categorized into 4 categories. According to the British Columbia Ministry of Health (2005)^[2], keeping a healthy at an elderly age, both mentally and physically, can be achieved through healthy eating, injury prevention, Physical activity and social connectedness.^[3]

There will be data collected in a cloud, which is the amount of tasks the user performs in each category. These result will be send into the cloud and can be seen by the user itself with the help of graphs, and the other person who is able to access the data is Phillips. The users can even link an expert to the product, were the expert can also access the data, and suggest certain activities to do, for example to work on your diet of help with revalidation.

Because we want this product to be a part of the household and the daily routine, the product can be placed in several places in the house, varying from on the wall, the fridge or desk.

DETAILED PRODUCT



USER EVALUATION

The purpose of this user evaluation is to test the following:

- 1: Are people aware how to live a healthy life?
- 2: Do people want to know how to live a healthy life?



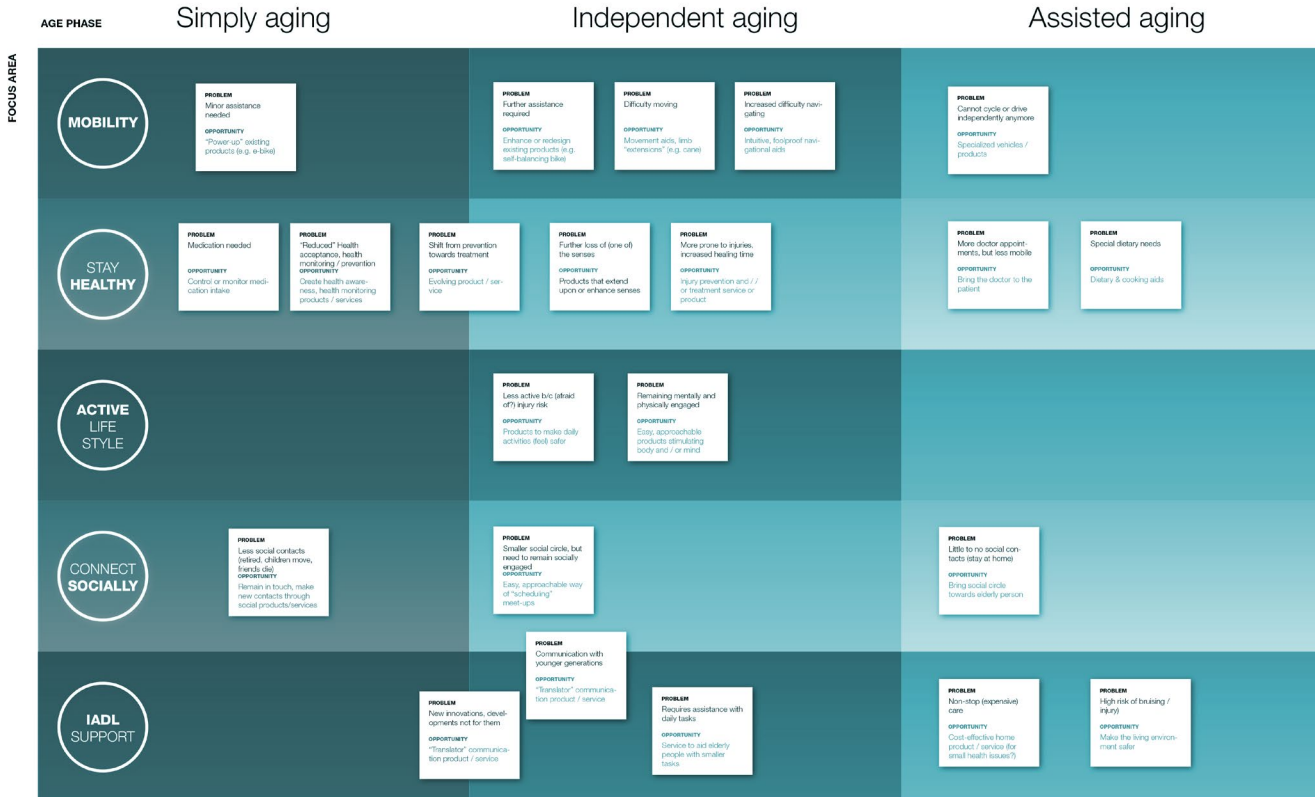
Questions can be found in Appendix A.

USER &
SOCIETY
—

Experience Flow Group 4



Problems and opportunities as shown below apply to the age phase they are in, as well as the next age phase.



Produced by **Rain Lucassen, Bram de Vogel, Jelle Worries, Joyce van Weverwijk** for DEB912 Corporate Entrepreneurship and Innovation

In order to better identify the opportunities and problems for the 60+ age group, we created an experience flow. We used this flow to identify the key opportunities and focus areas that eventually led to VITEA. A bigger version is included in appendix B.



PERSONA: KATE [67]

Kate always has had a positive standpoint in life. But now she's retired, she starts to worry about her health. Even though she is healthy now, and she always denied she was getting older and doesn't feel old, she knows hard times might be coming. She knows that many diseases are linked to the aging process and that it is a downhill journey from here on. But what could she do to prevent it at best so she can live a healthy and happy life?



Recently retired



Free from daily work obligations



Beginning of new chapter



Positive attitude towards new life phase



Financial freedom



Unsure about the direction she's taking



Wants to feel safe when growing older



Wants to feel comfortable when growing older



Would like guidance towards growing older

TREND ANALYSIS

There is an abundance of healthcare apps available on online app stores. However, data indicates that a significant portion of downloaded apps is never even opened, much less opened a second time. Although there's definitely interest in personal healthcare through digital applications, these apps don't appear to retain interest for long. Currently the market shows a surge in the sales of consumer electronics targeting personal healthcare and lifestyle. These products largely consist of wearables like the Fitbit, Jawbone and Misfit. Sales of these devices grew by 197,6% in Q3 2015, indicating significant and rising consumer interest in health devices. ^[4]



197.6%

Growth in healthcare and lifestyle devices.

BUSINESS & ENTREPRENEURSHIP

Our offer to Philips has 3 strong arguments to make it investable.

1. Rapidly growing market, future perspective
2. A great medium for gathering data
3. Easily implementable and scaleable

1.

Firstly, a growing market. People's lifespans have been and will be extended further and further. Also, people are having less children, this will result in a shift in the distribution of age groups, towards an increase in elderly relative to other age groups.

2.

Secondly, we provide a medium for gathering health data. Philips already has health databases installed and intends to use its consumer health electronics to make an "internet-of-things" system. Our product fits very well into this segment.

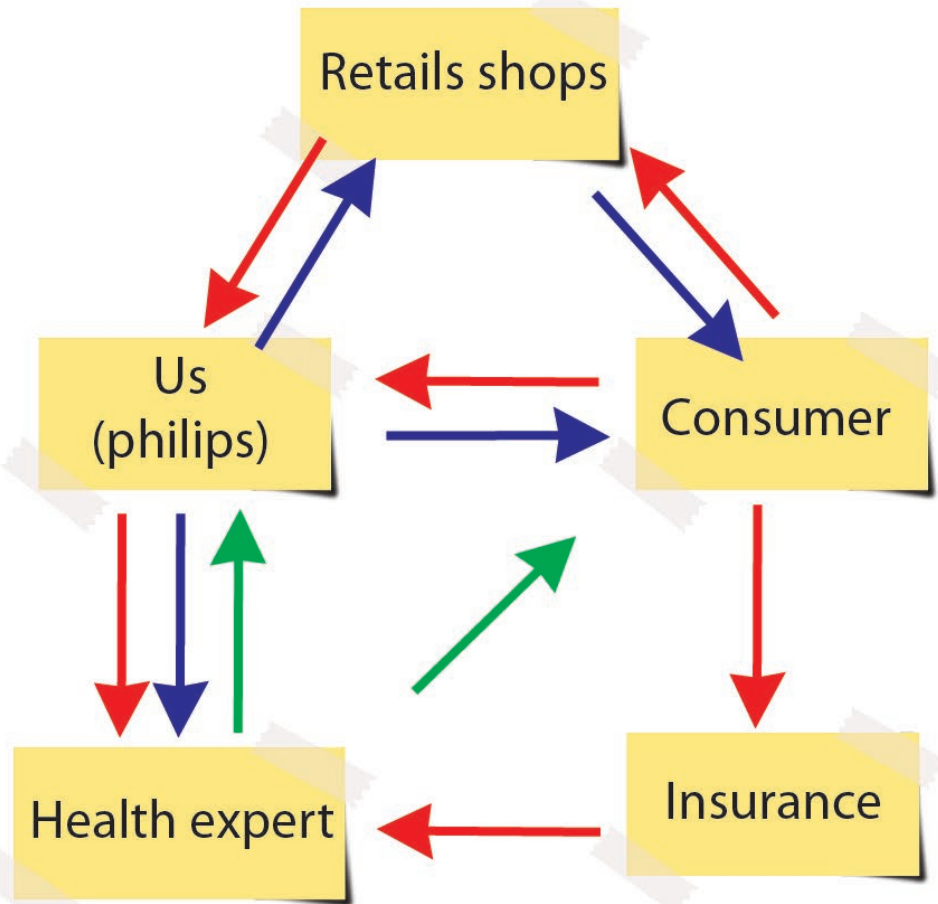
3.

Thirdly, Philips already has partners, knowledge and infrastructure in consumer electronics, making the concept easily implementable and scaleable.

VALUE PROPOSITION TO PHILIPS

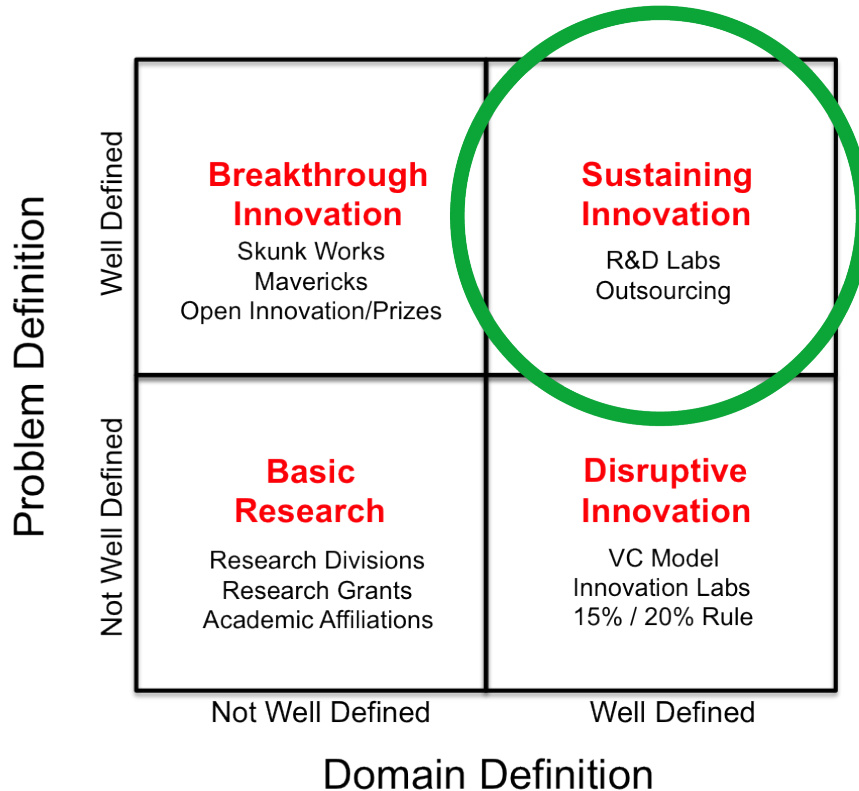
BUSINESS MODEL CANVAS VITEA

<p>Key Partners</p>  <p>Health Experts Insurance companies Manufacturing companies Production companies</p>	<p>Key Activities</p>  <p>Marketing Exposure Distribution Coordinating manufacturing/storage Admin Customer support Software development</p>	<p>Value Proposition</p>   <p>Guidance towards a healthy ageing lifestyle using a tangible product that integrates with daily life, filled with activities, tips to improve health, or well-being in general.</p> 	<p>Customer Relationships</p>  <p>Online platform Health Experts Customer Support</p>	<p>Customer Segments</p>  <p>Mostly 60+ seniors Companies sending employees of to pension</p>
<p>Cost Structure</p>  <p>Manufacturing (parts + assembly) Transport Salary Advertising</p> <p>Health Experts Data servers Maintenance</p>		<p>Revenue Streams</p>  <p>Direct sales Subscription fee</p>		



 Expert input
 Product+service (cloud)
 Costs
STAKEHOLDER FLOW

Innovation Matrix



Our concept uses existing technology, with a clear problem definition, in a clearly defined domain, therefore our concept falls under sustaining (and incremental) innovation. This means that we do not have breakthrough innovation, but this does mean it's easy to bring to the market quickly.

REALISATION

TECHNOLOGY & FEASIBILITY

The VITEA Concept consists of the following components.
whole list plus references is in Appendix C.



Construction / Shell: Combined plastics and wood

Projected cost per unit: \$ 5,68

ABS or polycarbonate outer shell. White color, satin / smooth finish. Bamboo wood. Glued together, milled, varnished.

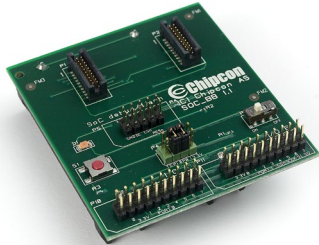
The plastic and bamboo can be constructed in such way that a minimum of linking components is required. We propose that the parts snap together naturally for the most parts, with just a few screws. Philips already has a long history and expertise in constructing plastic products; only the bamboo may require a new manufacturing partner.



Display: E-ink with touch layer

Projected cost per unit: \$ 24 - 36

We propose an e-ink screen to be integrated into VITEA. VITEA has as a requirement that it can be hung unto e.g. walls or fridges, which means that having to remove it from its place to charge would be a major inconvenience. E-ink screens require very little power, which means that VITEA can run on battery power for weeks instead of a few days. We recommend using the Spectra line of e-ink screens, because of its ability to display a single, powerful color next to various shades of gray.



Logicboard/CPU/GPU:QualcommorMediatekSoC

Projected cost per unit: \$ 9 - 30

A System on a Chip (SoC) would be the best way of powering VITEA. It combines CPU, GPU, WiFi, Bluetooth etc. on a single chip for easy development. Qualcomm and Mediatek offer various OEM development programs for their SoCs. We propose using an entry-level, energy-efficient dual-core or quad-core SoC.



OS / Firmware: Android fork

Projected cost per unit: \$ 0
(excl. development cost)

We propose using the ubiquitous, open-source Android OS as the base for VITEA's software. Philips already has experience developing apps, including for Android, which would speed up development. Qualcomm and Mediatek have also tailored their chipsets for this OS, which means there are no compatibility issues to think about.



Memory: 1 GB RAM + 8 GB ROM or MicroSD

Projected cost per unit: \$ 14,70 - 19,50

1 GB LPDDR3 RAM: \$12

Micro-SD Reader: \$1,20 - \$6

Micro-SD: \$1,50

Since most of the data will go the cloud, not much storage is needed. The OS will be pretty lightweight too, so the RAM requirements aren't very high. Instead of having the ROM soldered onto the logic board, it might also be an option to integrate a MicroSD reader with a MicroSD-card pre-installed (both internal). We believe 1GB RAM + 8GB storage is sufficient to future-proof VITEA, at least for the coming two years.



Battery: 3,7V 2000mAh

Projected cost per unit: \$ 5

In order to power the VITEA when disconnected from the base (and hung up somewhere), we need to include an internal battery pack. We estimate VITEA will use very little power because of it's low-energy SoC as well as its e-ink display. We therefore believe a 2000mAh battery will be sufficient to power VITEA for several days.



Connectivity

Projected cost per unit: \$ 0,25

Charger: \$0,20

Micro-USB connectors: \$0,05

Charger: Micro-USB, present in the base of VITEA.

WiFi: Integrated into SoC

Micro-USB connectors:
connecting VITEA with the base.



Accessories

Projected cost per unit: \$ 8,29

Stylus: ABS or polycarbonate construction with
rubber tip: \$ 8

Suction cups: Plastic / silicone: \$ 0,29

VITEA comes bundled with a stylus and suction cups. The stylus is a familiar input device for the target group and offers easy manipulation of the touch screen. It will be constructed of the same ABS or polycarbonate as the outer shell of VITEA. The suction cups can be easily put into the back of the device so it can be hung unto surfaces, like bathroom tiles or the door of a refrigerator. They will be made of standard plastic or silicone suction cup material.

When we combine all these costs, we hit a low number of \$84 per unit incl. manufacturing costs. This number is excl. tax, transportation and development costs. We believe it will be possible to deliver VITEA to customers at an attractive pricetag.

84,-



REFLECTIONS

REIN

The elective was given by two experts at Phillips and as a group we worked on a case during the course of weeks. The case was to design something which would help the elderly and should fit in the picture of Phillips. At the end of the elective the product was presented in a 'Dragon's Den', where investors should be persuaded to invest in the product by us.

First of the design process was more approached from a business perspective, normally we define a problem and try to explore how to solve this and afterwards look for

opportunities how to make money out of it. With this elective the focus was more on defining a problem and directly look for opportunities to make money.

During the course I learned what investors/stakeholders exactly want to hear and see in order to be interested in it. Eventually investors will be interested in two things: what kind of value is offered to them and how can they use that value. Value can be more for companies than profit. Looking at Phillips, a billion dollar company, they are sometimes willing to lose money in order to gain value in terms of data.

Why I chose this elective

I enrolled for the elective DEB912 Corporate Entrepreneurship and Innovation to better understand innovation processes within large companies. I wanted to learn more about the underlying reasons and methods large companies have in order to remain innovative and at the forefront of (new) markets. I expected to learn new theory (models) and understand how and when to apply them.

What I did

The elective was different from what I had expected. Instead of a more theory-oriented approach, we were mostly running a small design project. Each week we had to present our progress, receive feedback and use this feedback in combination with other instructions as input for next week.

What I learned

Business-oriented approach

The elective took a different approach, in that it forced me to not only create concepts from a user-point of view, but also the business point of view. Can we make money from it and how? This

was an interesting new perspective and one I hadn't usually taken before. I will apply a more business-focused view on ideas in the future to ensure concept viability from an early stage. I also got an experience into how design teams have to innovate within larger companies. While I was introduced to new frameworks for designing business, I would have liked to receive more theoretical background on corporate innovation (models) and entrepreneurial tips.

Pitching: Dragons's Den

Pitching for the Dragon's Den was a fine opportunity to test my pitching skills. It required me to think about what the audience, the Dragons, really wanted. What do the shareholders want, how can I persuade them, create value for them? However, I believe we should have practiced the presentation beforehand so we could have made it better and so that we could have anticipated and prepared for critique.

Training Product Design

Additionally, the elective was a good way for me to train my product design skills.

JOYCE

Why I chose this elective

When starting the course, I had a couple of main learning objectives for all the business focused courses I was following. The most important ones for this course were finding out how companies innovate, what techniques they use and how they succeed when taking chances. Basically all the knowledge about how to implement a product inside a market and how to succeed in doing this.

I hoped to have learned this knowledge through this course, but it turned out to be a miniature scale Industrial Design project. In the beginning we were promised to have our questions answered, but this was only done once or twice. I do not have achieved my learning goal in this course (I found it in New Product Marketing and Designing Tangible Business Models however).

What I learned

I do have learned more about making a viable plan for presenting a new product, what companies want to hear during such a presentation and how to make an estimation of the feasibility, and a price calculation of a device, together with technical aspects. This knowledge and the skill to apply it, is very useful for upcoming projects since previous projects lacked the facts that needed to be known about how to make it a working project. I think that, even though, this was not my focus, I developed in a sense of understanding important principles of business-designer contact and being able to apply this. As well as being able to make a holistic product from scratch and to make it convincing.

JELLE

Competitive Atmosphere

During the elective, there were 5 teams of students, each developing their own concept/proposal. I felt like there was a strong competitive atmosphere between the teams, I learned that this worked very motivational (in a good way) to me.

Pitching Practice

Also, the elective was good practice for my pitching skills. Not only presenting itself, but also thinking about who your audience is, and adjusting your pitch, tone and intentions to this audience. "What is the audience interested in? Let's start with that to get their attention." I love the BBC's Dragon's Den series so it was great to actually work towards pitching in a "den" myself.

Business Focus

A point of critique I have regarding this elective is that the naming "corporate entrepreneurship and innovation" contemplates the corporate focus, as suggested by the name. I would have liked to have focused even more on the business side of the design, more on the phase that comes after concept brainstorming. Focussing more on the context within Philips, learning about corporate structure, corporate financing and corporate implementation.

REFERENCES

[1] Glor, J. (2012, February 9). Could babies born today live to 150? Retrieved January 19, 2016, from <http://www.cbsnews.com/news/could-babies-born-today-live-to-150/>

[2] British Columbia. Ministry of Health. (2005). Healthy Aging through Healthy Living. 1-48. Retrieved January 19, 2016, from www.health.gov.bc.ca/library/publications/year/2005/healthy_aging.pdf

[3] Chodzko-Zajko, J. (2009). Exercise and Physical Activity for Older Adults. *MEDICINE & SCIENCE IN SPORTS & EXERCISE*, 1510-1530. doi:10.1249/MSS.0b013e3181a0c95c

Protalinski, E. (2015, December 3). IDC: Wearables grew 197.6% in Q3 2015, Fitbit beats Apple again while Samsung drops out of top 5. Retrieved January 19, 2016, from <http://venturebeat.com/2015/12/03/idc-wearables-grew-197-6-in-q3-2015-fitbit-beats-apple-again-while-samsung-drops-out-of-top-5/>

APPENDIX

APPENDIX A: USER EVALUATION QUESTIONNAIRE

Communication:	isolation/	Which has good carbs? Beans (good) or white rice (bad)?
What is unhealthier: true / false:	being alone increases dementia TRUE or false	How many calories per day do you think you need?
Eating with others can be as important as adding vitamins to your diet.	http://www.pnas.org/content/110/15/5797.full	(Bron: voedingscentrum)
http://www.helpguide.org/articles/healthy-eating/eating-well-as-you-age.htm	Social isolation creates mortality in older men and women TRUE http://www.pnas.org/content/110/15/5797.full	Hoeveel water heeft een mens nodig op een dag? Man + vrouw (67) = 1,5-2 liter (Bron: voedingscentrum)
What is more likely: Social people sport more and eat healthier (or smoke less) OR Socially inactive people sport more and eat healthier (or smoke less)	social isolation causes depression TRUE	Een glaasje wijn (of 2 voor mannen) per dag, dat kan best toch? JA (klopt) of NEE
Which one is more likely: Being 80 and socially active and suffer dying from a heart attack being 60 and lonely and suffer from a hearth attack http://healthland.time.com/2012/06/19/how-feeling-lonely-can-shorten-your-life/	social isolation creates bad eyesight (niet waar)	Epidemiological studies (studies done by interviewing subjects and studying their health records) have found a positive association between moderate alcohol consumption and increased bone mineral density (BMD). (McLernon, D. J.; Powell, J. J.; Jugdaohsingh, R.; MacDonald, H. M. (2012). "Do lifestyle choices explain the effect of alcohol on bone mineral density in women around menopause?". American Journal of Clinical Nutrition 95 (5): 1261–9. doi:10.3945/ajcn.111.021600. PMID 22456655.)
being alone increases blood pressure TRUE or false http://www.aplaceformom.com/blog/10-17-14-facts-about-senior-	demographics influence loneliness Being lonely can be just as dangerous as smoking or alcohol consumption TRUE http://www.scie.org.uk/publications/atagance/atagance60.asp	
	Healthy eating Good carbs vs. bad Carbs	Studies have shown that moderate

wine drinking can improve the balance of low-density lipoprotein (LDL or “bad” cholesterol) to high-density lipoprotein (HDL “good” cholesterol), which has been theorized as to clean up or remove LDL from blocking arteries. (Zelman, Kathleen M. (January 26, 2005). “Wine: How Much Is Good for You?”. WebMD.)

Studies have linked moderate alcohol consumption to lower risk of developing Alzheimer’s and dementia though wine’s role in this link is not yet fully understood. (Robinson, J., ed. (2006). The Oxford Companion to Wine (3rd ed.). Oxford University Press. pp. 341–2. ISBN 0-19-860990-6.)

*What constitutes a moderate, healthy level of consumption will vary by individual according to age, gender, genetics, weight and body stature as well as the situation-i.e. is food being consumed as well, (O’Keefe, JH; Bhatti, SK; Bajwa, A; DiNicolantonio, JJ; Lavie, CJ (March 2014). “Alcohol and cardiovascular health: the dose makes the poison...or the remedy.”. Mayo Clinic proceedings 89 (3): 382–93. PMID 24582196.) are any other drugs currently in the individual’s system, etc. Women, in general,

tend to absorb alcohol quicker than men due to their lower body water content, so their moderate levels of consumption tend to be lower than a male of equal age. [9] Some experts define “moderate consumption” less than one 5-US-fluid-ounce (150 ml) glass of wine per day for women and two glasses per day for men. (Robinson, J., ed. (2006). The Oxford Companion to Wine (3rd ed.). Oxford University Press. pp. 341–2. ISBN 0-19-860990-6.)(Shuman, Tracy C., ed. (October 1, 2005). “Alcohol and Heart disease”. WebMD.)

Hoeveel sneetjes brood per dag?

Man (67) = 6

Vrouw (67) = 5

Welke van de 2 verhoogt cholesterol? X of X?

lets over zout

lets over calcium

Op de schaal van gezondheid (cracker tot McDonalds), waar zou jij X plaatsen?

References:

http://www.eatingwell.com/nutrition_health/healthy_aging/healthy_aging_diet_guidelines

For Questionnaire:

Male/female

Age

Suggestive tasks:

Drink water

Stand on a scale and weigh

Injury Prevention

1. Falling once increases the likelihood of falling again by a factor two.

True / false
(CDC)

2. You cannot prevent falling through physical exercise.

True / False
(CDC)

3. Falls are the main reason older people lose their independence.

True / False
(CDC)

4. Making a house safer to live in may be expensive.

True / False
(http://www.seniorennet.nl/Pages/Wonen_zorg/preventietips_ongevallen_woning.php)

5. Falling and heart / coronary disease are related.

True / False
(<http://www.veiligheid.nl/valpreventie/actueel/nieuws/relatie-valincidenten-en-hartafwijkingen->

bij-ouderen)

Which is more important:

Keep your vitamin D levels up to reduce the risk of falling.

(<http://www.veiligheid.nl/valpreventie>)

Physical exercises

Muscle weighs more than fat. False

A pound is a pound regardless of whether the pound is fat or muscle.

The truth about muscle is that it's denser than fat and takes up a smaller amount of space in the body. In fact, scientists estimate that 1 pound of muscle occupies about 22% less space than 1 pound of fat!

Maintaining physical fitness

requires major lifestyle changes

False

Fitness can be achieved through small changes in what you eat and your level of activity. It's really that simple. Remember that you can start out slowly; work your way up to a higher level of activity, and implement more dietary changes over time.

Patience is essential. Don't try to do too much too soon, and don't

quit before you have a chance to experience the rewards of improved fitness and a healthy diet!

"No pain, no gain" is a workout myth. True

"No pain, no gain" is a workout myth because while some muscle aches and pains are normal when beginning a new fitness routine, many types of pain are bad for you.

You should warm up before exercising. True

Each workout should begin with a warm-up. A warm-up should include 5 to 10 minutes of exercise such as walking, slow jogging, knee lifts, arm circles, and/or trunk rotations. Warming up is important to help prevent injury. It also helps to maximize benefits from exercise.

The more you sweat during a workout, the more fat the body is burning. False

"This is false," says Cedric Bryant, chief exercise physiologist for the American Council on Exercise.

"The amount you sweat is indicative of your body's ability to maintain its normal body temperature. You sweat when your body starts to store heat so you can experience

cooling via evaporation of that sweat. So it doesn't correlate to how much energy, or calories, is being expended."

How many times in a week should you work out in order to gain a desirable fitness, 2,3,4 or 5 times in a week? 3 Times

Frequency, duration, intensity, and what kinds of exercises you do should be determined by what you are trying to accomplish. Your goals, your present fitness level, age, health, skills, interests, and convenience are among the factors you should consider. Still, you can reach your fitness goals in as little as three workouts per week!

Older adults are least likely to benefit from physical activity. False
The best thing about regular physical activity is that everyone can benefit from it. You are never too old to enjoy the benefits of regular physical activity!

Being physically active can prevent and help treat many of the most common chronic medical conditions associated with aging. Physical activity is one of the most important steps older adults can take to maintain physical and mental health and quality of life.

Crunches and sit-ups are the best way to lose belly fat. False
Forget doing hundreds of crunches and sit-ups in an effort to lose belly fat. The truth is that on their own, they are not likely to help the body lose that stubborn gut.

Here is what works: a full-body exercise routine that builds lean muscle all over. The best plan for this is regular exercise, resistance training, and a healthy, calorie-controlled diet.

Working out at a gym will provide the best results. False
Believe it or not, you can skip the gym. There are plenty of exercises you can do at home or outdoors using your own body weight and gravity. Examples of some easy at-home exercises are push-ups, planks, jumping jacks, squats, and lunges.

A Diet and losing fat is basically the same thing? False
When most people diet they restrict their calories significantly and usually lose weight BUT what they are typically losing is mostly water, muscle and a little bit of fat. They are happy because the scale weight drops but studies have shown more than 9 times out of 10, patients

rapidly gain the weight back over ensuing weeks and months. One of the major reasons for this is that they lose so much muscle and the muscle determines how many calories they burn at rest (Basal Metabolic Rate) so when they go off their diet more of what they eat is NOT burned and instead stored as fat.

Lowering the amount of pasta, rice, potatoes and bread I eat, rather than lowering the fat in my diet, will lower my total cholesterol? True
One of the biggest myths perpetrated upon the American public by the medical and food industry is the “low fat myth”. This myth, completely unsupported by any science, began in the 1960s and to a large degree is why this country’s obesity rates and rates of diabetes have skyrocketed since then. The problem is that white foods (sugar, breads, rice, pasta, potatoes) do not have an on/off switch. The Lays potato chips company’s motto “nobody can eat just one” is absolutely correct. Protein and fat on the other hand does result in a turning off of hunger. If you want to lose weight, markedly reduce the amount of starch you eat and increase your intake of protein foods. Don’t worry

about the fat that accompanies these foods- that is NOT what is making you fat. Starch and sugar on the other hand is rapidly converted into fat in your liver and then goes into storage around your liver and of course your belly, butt, thighs etc. Fat is typically burned for energy and not stored as fat

1. Do you have a smartphone?

2. Do you prefer a digital or a physical agenda?

Digital

Physical

Other, namely.....

Do you use a shoppinglist or an shopping app?

Shoppinglist

App

Other, namely.....

Do you make a paper list or a digital list?

Shoppinglist

App

Other, namely.....

VS. vragen:

fysieke of digitale agenda?

boodschappenlijstje of app?

digitale to do lijst of papieren lijstje?

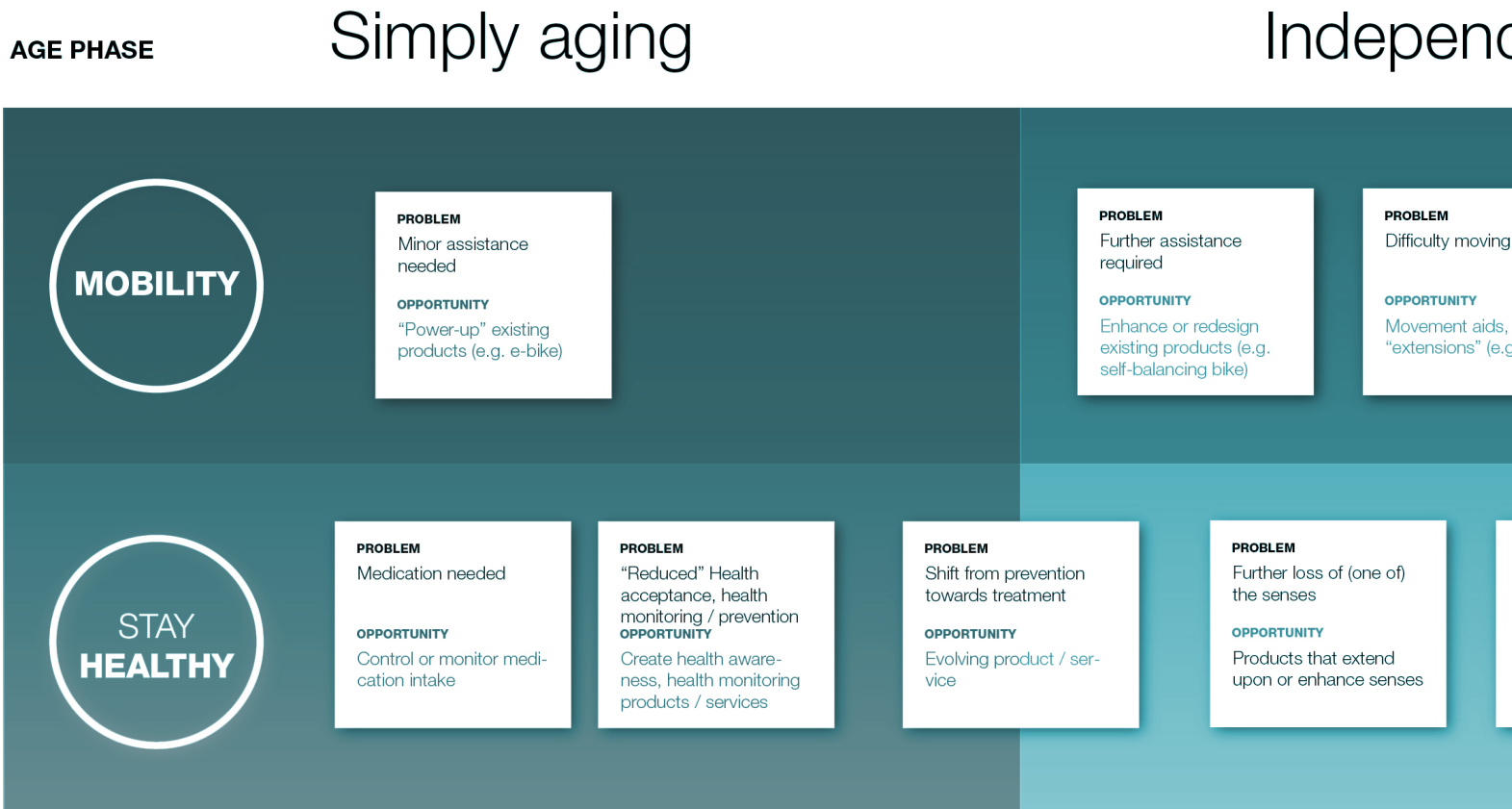
recepten online of in een kookboek?

digitaal advies/oefeningen over

sporten of sport coach

Experience Flow Group 4

Problems and opportunities as shown below apply to the age phase they are in, as well as the next age phase.





Independent aging

(limb
cane)

PROBLEM

Increased difficulty navigating

OPPORTUNITY

Intuitive, foolproof navigational aids

PROBLEM

More prone to injuries, increased healing time

OPPORTUNITY

Injury prevention and // or treatment service or product

Assisted aging

PROBLEM

Cannot cycle or drive independently anymore

OPPORTUNITY

Specialized vehicles / products

PROBLEM

More doctor appointments, but less mobile

OPPORTUNITY

Bring the doctor to the patient

PROBLEM

Special dietary needs

OPPORTUNITY

Dietary & cooking aids

**ACTIVE
LIFE
STYLE**

PROBLEM
Less active b/c (afraid of?) injury risk

OPPORTUNITY
Products to make daily activities (feel) safer

PROBLEM
Remaining physically

OPPORTUNITY
Easy, approachable products for body and

**CONNECT
SOCIALY**

PROBLEM
Less social contacts (retired, children move, friends die)

OPPORTUNITY
Remain in touch, make new contacts through social products/services

PROBLEM
Smaller social circle, but need to remain socially engaged

OPPORTUNITY
Easy, approachable way of "scheduling" meet-ups

**IADL
SUPPORT**

PROBLEM
New innovations, developments not for them

OPPORTUNITY
"Translator" communication product / service

PROBLEM
Communication with younger generations

OPPORTUNITY
"Translator" communication product / service

PROBLEM
Re da

OPPORTUNITY
Se pe tas

g mentally and
engaged

TY

roachable
stimulating
/ or mind

PROBLEM

Little to no social con-
tacts (stay at home)

OPPORTUNITY

Bring social circle
towards elderly person

OBLEM

quires assistance with
ily tasks

PORTUNITY

ervice to aid elderly
ople with smaller
ks

PROBLEM

Non-stop (expensive)
care

OPPORTUNITY

Cost-effective home
product / service (for
small health issues?)

PROBLEM

High risk of bruising /
injury)

OPPORTUNITY

Make the living environ-
ment safer

APPENDIX C: LIST OF TECHNOLOGY COMPONENTS & REFERENCES

VII. Technology, parts needed, Manufacturing costs (where will we get the parts/stakeholders) To put the whole system together, we need for the layout in the front a satin soft finish (ABS) Bamboo for the back And a e ink screen plus touch screen panel.

To go into the more technical details we will need

a PCB containing

- quadcore
- operating on Android fork
- 1 gb ram
- internet connection
- storage of 8 gb

Base

Charger for the set

accessoires

pen

suction cups

Details:

E-ink (spectra) screen: between \$15-\$25 euros (if it is the spectra screen, higher prices around 30 and 35 can be accounted (i guess))
Touch screen: between \$9-\$11
Bamboo: 1-10 / square meter. 0,25

square meter so 1/4th of the price (0,25-2,50) (because next to the fact that bamboo looks sustainable, it looks modern renewing and fresh and is a easy accessible source since the plant normally grows quite fast).
ABS: 0,40-3,18 cents (from grind to refined) (why? ABS is a rigid versatile high impact plastic. It is good for tubing and profile applications where outdoor properties are not required. ABS has a satin finish and is available in natural (amber, off white), stock or custom colors. Cost is mid-point between engineering and commodity grades)

PCB costs (for a PCB around 50 by 50mm) €0,51
SoC 9-30 dollar shipped by Qualcomm for their programming and broad Implementation of almost every OEM OS Android fork, due to support of many libraries such as wifi + compatible with SoC chips of qualcomm. We choose qualcomm because they have their own qualcomm reference design (QRD) program which focuses op quick and cost effective commercialization of devices.
LPDDR3 1 gb ram memory (\$12)
Micro sd reader (1,20 - 6)
Manufacturing costs 10 (based on apple, but that is a refined process so

we double the price)

Accessoires

pen is included in manufacturing costs and ABS costs

Suction cups: 0,29 cents

3.7 2000mAh Lithium Polymer Battery (\$5) (Naccon Power Technology Co., Ltd.)

Micro usb (female) connector 0,05
philips Shenzhen city xiangyunfeiwu technology corporation

Micro usb (male) charger 0,20 ABC (shenzhen) electronics co

Micro sd 8 gb (1,50)

stylus (manufacturing costs) 8
ABS 3,18

Touchscreen 11

E-ink Spectra paper 20

Bamboo 2

Charger 0,20

Suction cups 0,29

44,38

micro sd reader plus micro sd 2 + 1,50

PCB 0,55

SoC 20

Micro usb 0,05

LPDDR 12

Lithium battery 5

39,10

84,-

Miscellaneous (BTW, transportation, extra components)

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