

Are you ready to take this challenge?

**APPLY NOW !**



This project runs from  
February 2012 - June 2012

[www.designchallenge.tudelft.nl](http://www.designchallenge.tudelft.nl)  
Open for Master students from all faculties

**D-Challenge**

**Serious Business**

Delft Centre for Entrepreneurship

## SmartTV 'Rally Round' for Care@Home

### Introduction

CARE@HOME is about enabling empowerment, wellness and social care services to the homes of the elderly through interactive multimedia SmartTV. The idea is to enclose the social support system for the elderly and carry this as a personalized communication and service channel in their homes. The technology thus providing a two-way communication for family, friends and carers as well as entertainment and services for household, shopping and community information.

The objective of this design challenge is to develop a Rally Round Service for the Philips SmartTV.

Rally Round helps carers seek and co-ordinate practical help from family and friends to support the elderly in living independently. Rally Round should be an application designed to help carers to get more help from family, friends and social networks. Everyone in a support network can easily see what kind of help is needed, who has agreed to do what and what tasks have already been done and by whom etc. This will save time, make it easier for carers to ask for help and encourage more friends, family and neighbours to help out. This will be an important solution for the increasing shortage of professional carers to support the elderly and people with chronic conditions.

In this EU project you'll collaborate with international researchers from Philips and other companies as well as universities. Through user-centred participatory design you will develop scenarios which will be translated into interactive solutions for use on SmartTV and smartphones.



### Main Tasks

- End-user research (interviews, analysing, testing)
- Interaction Design & development
- Programming
- Business Development

### Main Results

- user scenario/scripts
- Interaction requirements and functionality
- Demonstrator

### Expertise Preferably Needed

- Mechanical Engineering
- Electrical engineering
- (international) Business
- Industrial Design Engineering

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