



Engaging carers in technology: from perception to product

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Who cares?

We all care, will have to care, or be cared for

- The bulk of care *is* and has *always* been provided within relationships and families – in Europe 80% of care is provided by families and by 2050 globally three times more people of working age will be looking after 2 billion ageing family members
- More people are living longer, and at home, with disability and illness

Which means...

- More people needing care and more people needing to provide that care

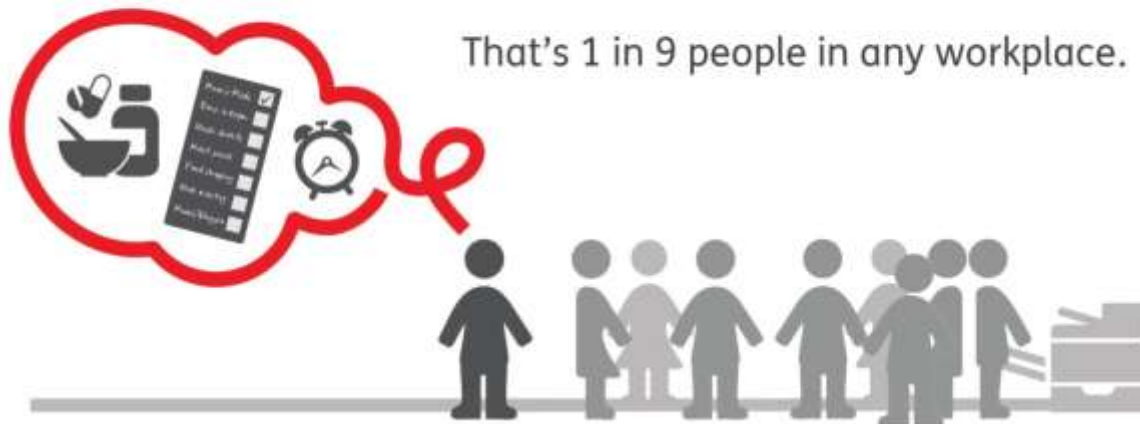


There are **6.5 million carers**
in the UK today. That's 1 in 8 adults.



3 million carers combine paid work with care.

That's 1 in 9 people in any workplace.



What is the impact of caring?

Carers contribute £119 billion to UK society – the equivalent of a second NHS – but their caring role can result in significant penalties



- Health and wellbeing
- Financial security
- Social isolation

45% of us have **given up work to care**

Many more are **stretched to breaking point** trying to juggle work and family life...

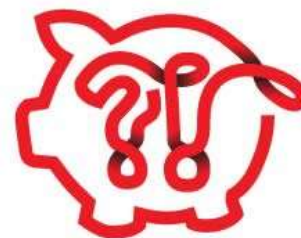


61% of us have **faced depression because of our caring role**

Many are on duty around the clock, **unable to maintain a life of our own.**

49% of us are **struggling financially because of our caring role**

Many of us live with **constant worries about money**, as well as the person we're looking after.



How can we support carers and the people they care for to build resilience?



Technology solutions for everyday life

We use a range of technology solutions in our everyday lives:

- Internet for information, online shopping and banking
- 'Apps' for smart living: travelling, planning, news, events, turning on our heating!
- ICT systems for remote working
- Skype and video conferencing for real-time communication at a distance
- Facebook for keeping in touch

And everyday lives include caring too...



Do people know about technologies for caring?



- Carers UK's *State of Caring 2013* found that 43% of carers were not aware of technology solutions to support them
- Carers UK and Tunstall Healthcare's 2013 report *Potential for Change* based on a YouGov poll of the UK general public found that while over 7 in 10 people use technology for banking, shopping, communications and leisure, only 3 in 10 use it to help them care
- 80% of respondents to the poll did not know what telecare was



Do people want technologies for caring?

The same YouGov poll found that when people were informed about what health and care technologies are, including telecare, the majority would consider using these services

- 79% said they would use telecare if it was affordable
- 61% would use online information, alarms, sensors and health monitoring equipment
- 57% would book hospital appointments or organise care services online
- Respondents over 65 were more likely than average to say they would use technology for care
- Only 3% said they would not use technology for care

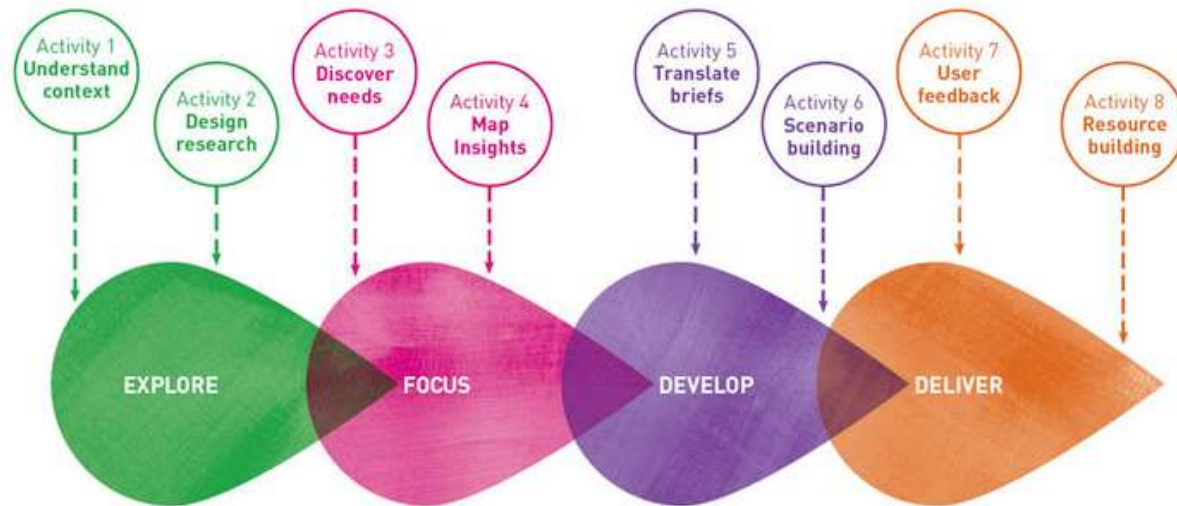


Do carers know what they want from technologies for caring?

- Carers UK worked from 2012-2015 through funding from Innovate UK to explore
 - How carers were currently supported by technology
 - What additional solutions would help them
 - Their propensity to buy and at what price point
- Carers UK then moved on to develop a care-co-ordination solution in response to needs identified by carers, in particular working carers and people caring at a distance



The inclusive design process



Norwegian Centre for Design and Architecture

Engaging carers in the design of *Jointly*










- Discover needs and map insights
 - Surveys, face to face and telephone interviews
- Translate briefs, scenario building
 - Focus groups, co-design workshops
- Resource building, user feedback
 - Alpha product version (Minimum Viable Prototype) tested with carers and beta product launched to gain feedback
 - *Jointly* refined to full product quality





Jointly app

Features:

Home	
Profile	
Messaging	
Tasks	
Calendar	
Medication	
Notes	
Contacts	
Settings	

- Jointly is an innovative mobile and online app that makes sharing care with others easier, less stressful and a lot more organised.
- Working across different devices, Jointly is a central place for carers to store and share important information about the person they are looking after.



carersUK

making life better for carers

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