

Live Well Collaborative

Session on Aging

*Center for Clinical & Translational Science & Training, The Collaboration
Network*

January 17, 2019

Who we are:

Founded in 2007 by the University of Cincinnati and Procter & Gamble, the Live Well Collaborative is a 501c6 nonprofit that transforms people's experiences by delivering breakthrough innovations across the lifespan.

Our Purpose:

To specialize in **USER CENTERED RESEARCH** for the development of products and services for living well across the lifespan, with an expertise in the 50+ marketplace.

OVER 18 CORPORATE AND INSTITUTIONAL PARTNERS

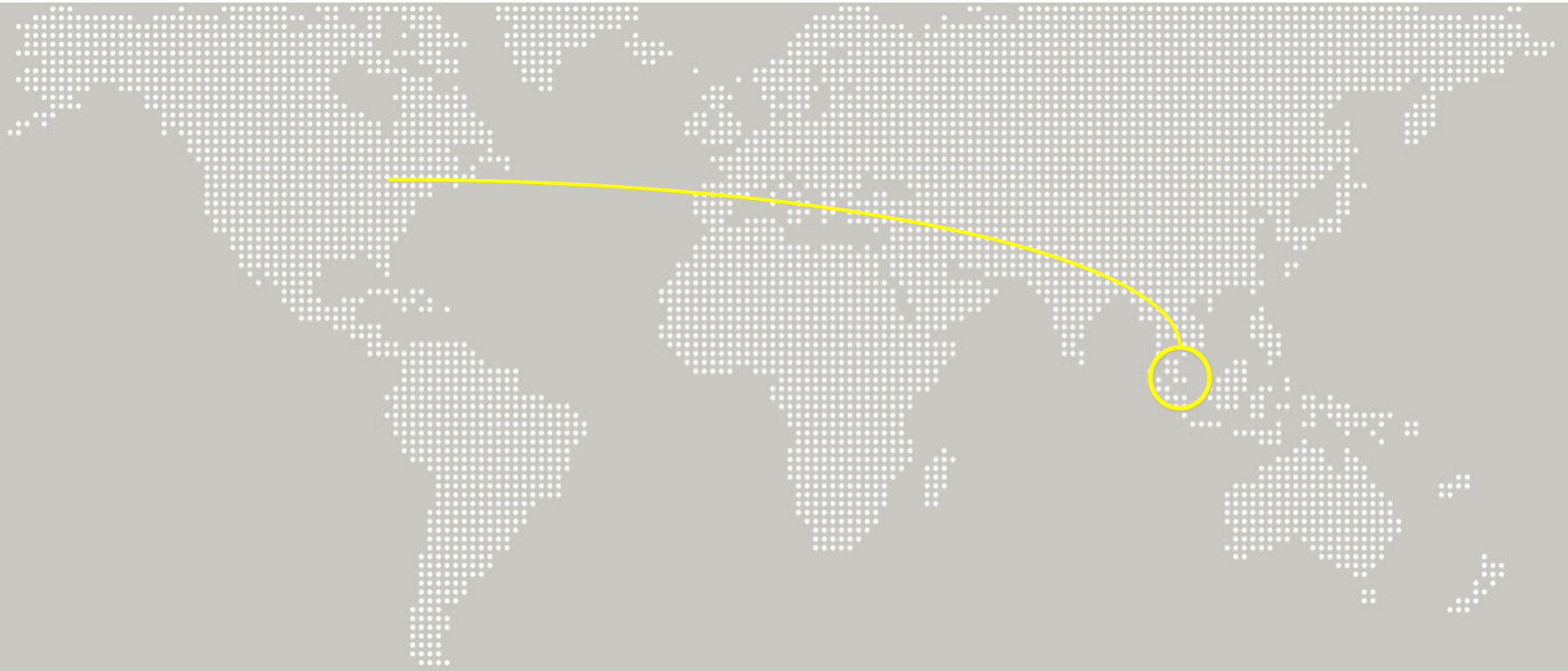


OVER 18 CORPORATE AND INSTITUTIONAL PARTNERS



Global Presence

Legally and financially separate, Live Well Singapore was founded in 2010 through a partnership between P&G and Singapore Polytechnic. Live Well Collaborative and Live Well Singapore share a process model and methodologies, as well as global partners including P&G, Boeing, Hill-Rom, and Mondelez.





Since its formation in June 2007 the LWC has completed over **75 projects**, involved **50+** UC faculty and expert advisors, and **800+** upperclassmen and graduate students.



Disruption
Spring 2019

Cabin Efficiencies
Spring 2018

VR/AR
Spring 2017

Smart Surfaces
Spring 2016

Adaptable Space
Spring 2015

Inflight Communication
Spring 2014

Service Models
Spring 2013

Flight Attendant Work Redesign
Fall 2012

Seating Redesign
Spring 2012

Lavatory Development
Fall 2011

The Door-to-Door Journey
Winter 2011

The Future Traveler
Fall 2010



Packaging Design
Winter 2012

Healthy Snack Solutions
Spring 2011



Pain Management
Fall 2016

Heat Therapy
Spring 2016

Pain Management
Fall 2011 + Winter 2012



TransForum
Winter 2010–Summer 2011



Chinese Diabetes Interventions
Spring 2010

Elder Financial Abuse
Spring 2010

Assisted Mobility Devices
Winter 2010

Tray Table Redesign
Fall 2009



UC Radiology
Summer 2018 + Spring 2019

Bone Marrow Transplant Center
Fall 2013 + Spring 2014



Diabetes Information
Fall 2013



Progresso
Spring 2009

Green Giant
Spring 2008

Betty Crocker
Fall 2008

Yoplait
Fall 2007



Stove Design
Spring 2009

Refrigerator Design
Fall 2009

THE DUCHOSSOIS GROUP

Product Development
Fall 2012

Aging in Place Studio
Winter 2012



Hospital Patient Gown Redesign
Fall 2008

Medication Management
Winter 2008



Financial Services
Fall 2007 + Winter 2008



Sustainability Project Member Collaboration
Winter 2009



Patient Decision Tool
Spring 2019

VAD
Fall 2018 + Spring 2019

Cancer Experience I - XIII
Spring 2015 - Spring 2019

Sibling Care
Spring 2018

Compassionate Design
Fall 2017

Pain Management
Fall 2017 + Fall 2018

IDENTITY
Spring 2017

Anesthesia
Spring 2017

Informed Consent
Spring 2017

Asthma Education
Fall 2016

Cardiac Toolkit
Summer 2016 + Fall 2016

Hydroxyurea Toolkit
Fall 2015

Diagnosis Uncertainty I & II
Spring 2015 + Summer 2015

Foster Care Transition
Fall 2014, Spring 2015 + Spring 2019

Sickle Cell Trait Web Design
Fall 2014

Adherence Device I - IV
Summer 2014 - Fall 2015

Clinic Redesign
Summer 2014

iTransition I & II
Summer 2012 + Summer 2013



Health & Wellbeing Loft III
Summer 2016 - Spring 2018

Women's Wellness
Fall 2016

Package Redesign
Summer 2016

Repurchase Study
Spring 2016

Family Care
Fall 2015

Ergonomics Study
Fall 2015

Surface Care
Summer 2014

Package Design
Spring 2014

Personal Care
Spring 2013

Crest & Oral-B
Winter 2011

Fixodent
Fall 2009

UC Simulation Center
Summer 2009

Old Spice, Secret, Gillette
Summer 2008

Tide
Spring 2008

Pur
Summer 2007

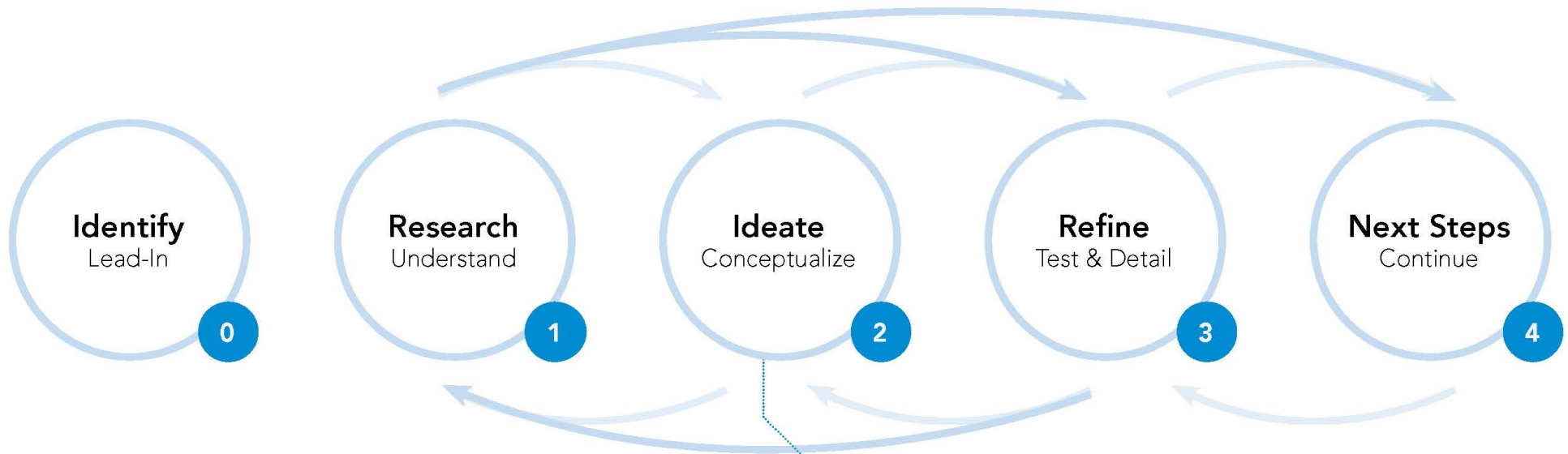
Iams
Spring 2007

LWC_Studios_Chart_January 2019



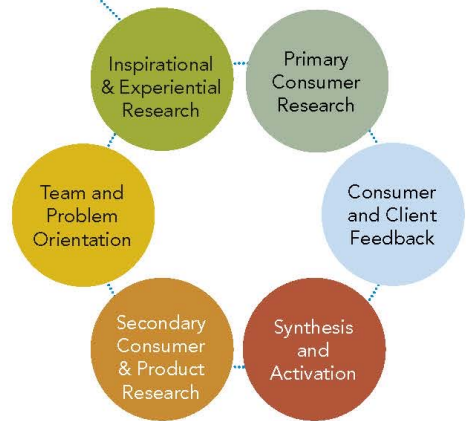
Process Model

Idea to concept in 16 weeks.



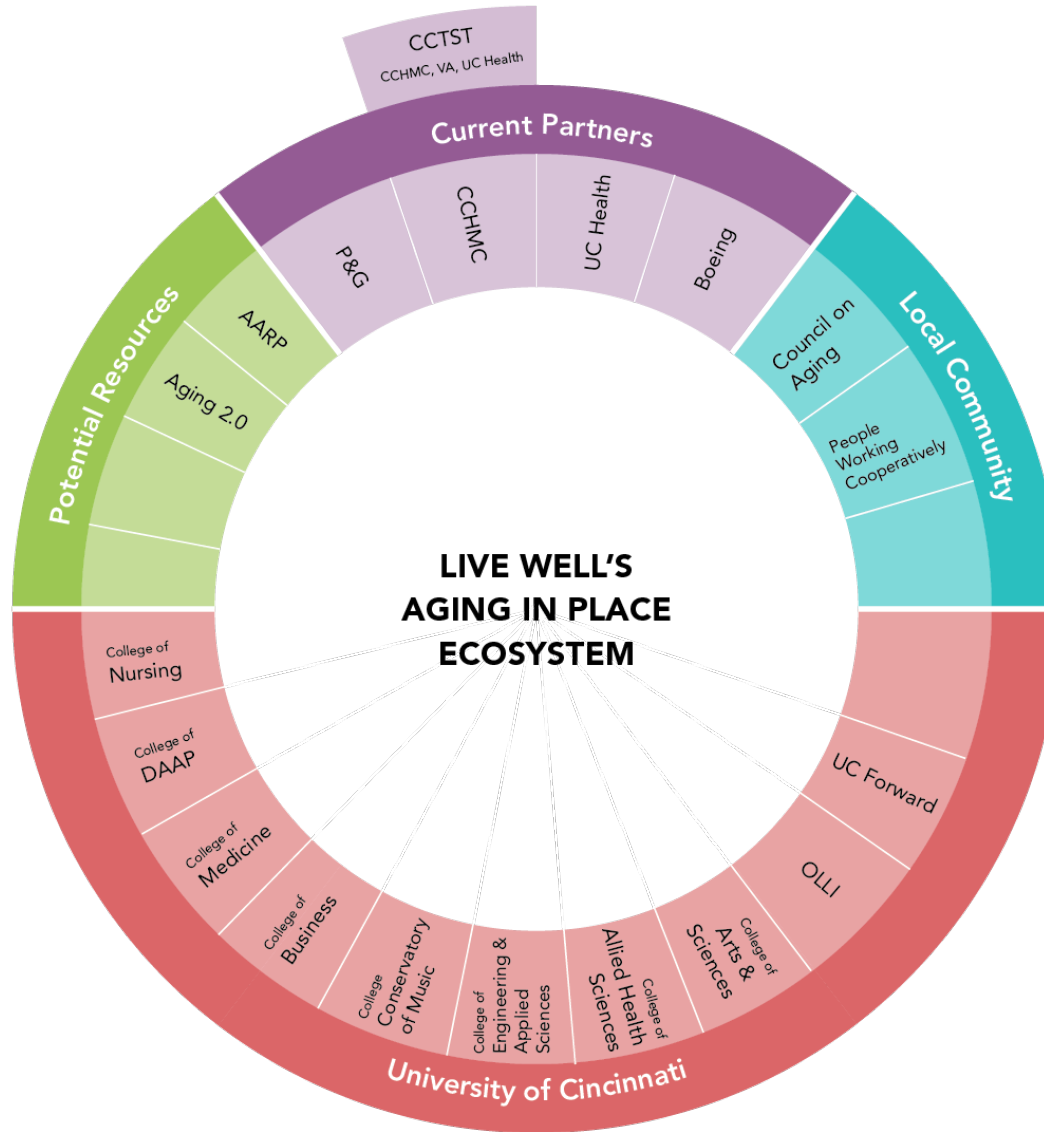
Phase 0
Before the project
During the planning stage of a project the member identifies the problem space and collaborates with the LWC on the project brief.

Phases 123
During the 15 week Semester
The research team focuses on obtaining knowledge about the topic, translates insights into concept ideas and tests and refines concepts to meet the needs of the member.

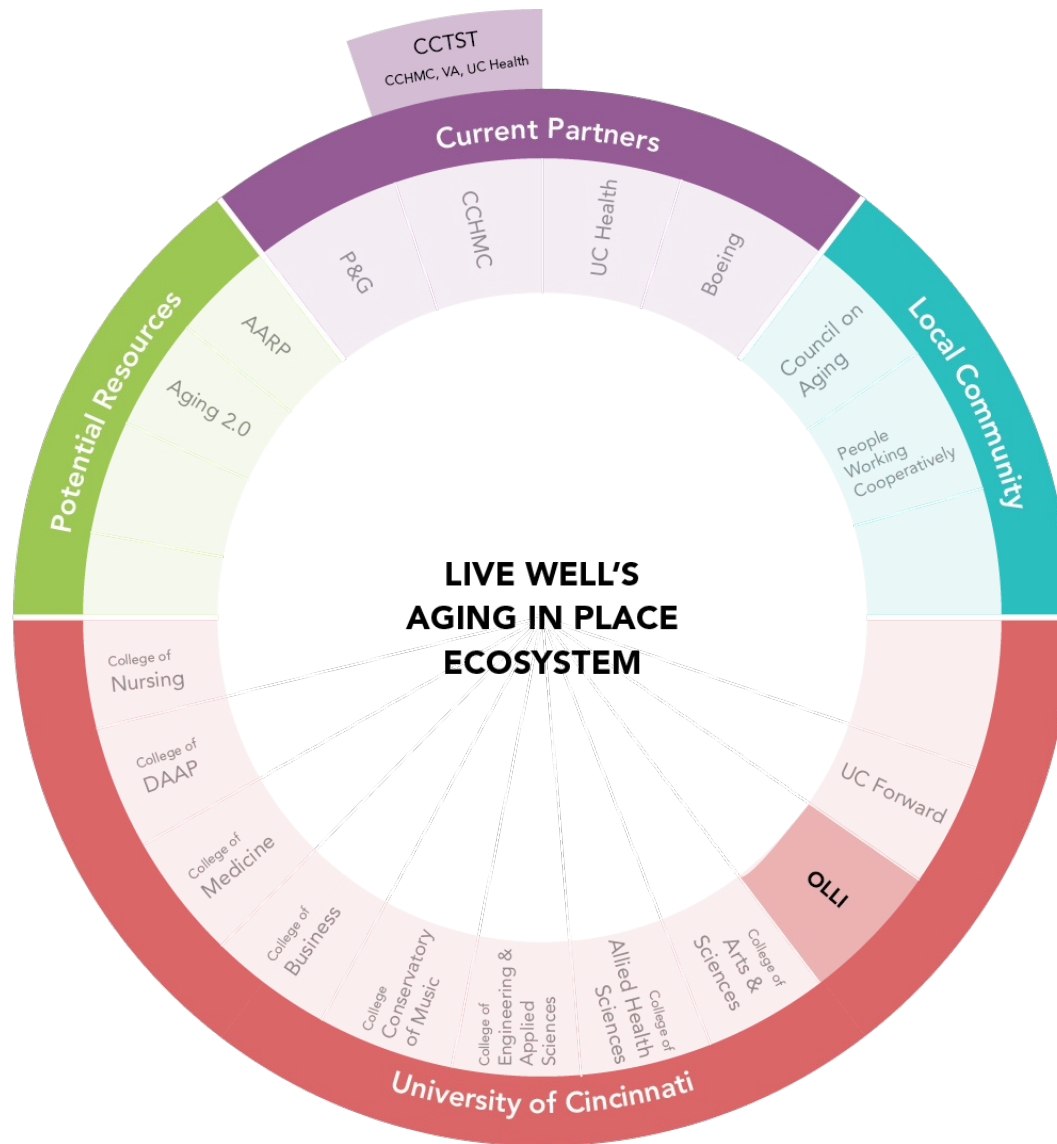


Phase 4
After the Project
Possible future opportunities regarding the project results for the member and LWC. This should also be discussed in Phase 0.

Our Network:



Key Partnership - OLLI



Swiffer Ergonomic Redesign

Thirty consumers were identified from OLLI, the Osher Lifelong Learning Institute, at UC. Participants were located over the Greater Cincinnati area.



User Centered Interactions:



Store Shelf Interaction

The LWC team conducted a shop-along with consumers to understand their experiences shopping store shelves.



In-Home Use

The LWC team interacted with consumers as they assembled and use the products for the first time to identify key points of delight and pain with products.



Unpacking

The LWC team analyzed how consumers opened and unpacked the products to determine the optimal packaging experience for the product.

Translatable Outcomes:

Sweeper & WetJet Strategies



Educate — Clearly states what the product is.

Educate — Clearly states what the product package contains.

Educate — Information showing what surfaces the product cleans.



Educate — Clearly states what the product is.

Educate — Back of box is dedicated to explaining the different aspects of the product and how they help achieve a better clean.

Educate — Refill section shows corresponding products.



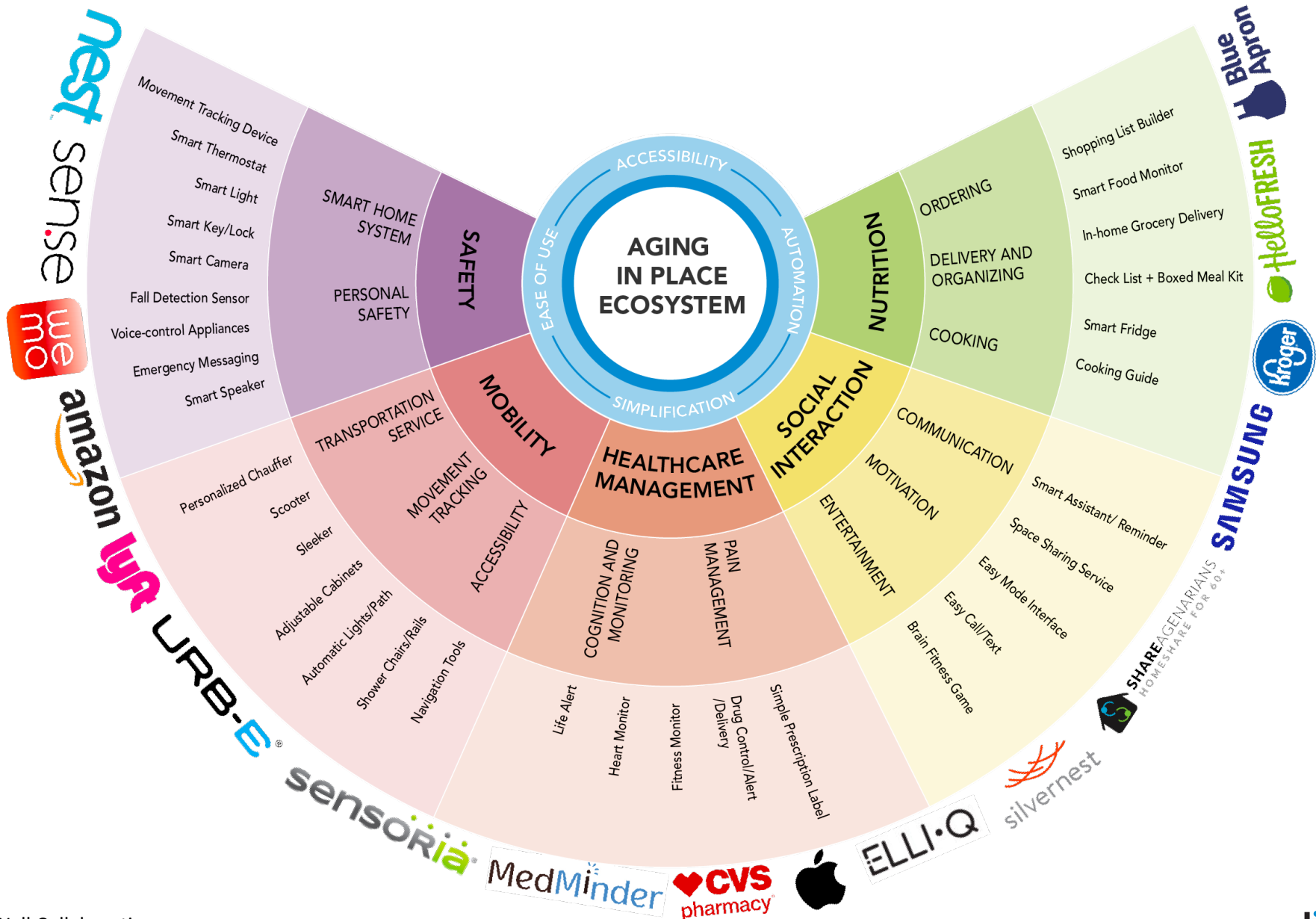
Where to open / rip tab — Different colors and text draw the consumer's eye.



Directions — Prominently displayed on one side of the box.



Aging in Place Ecosystem:



Partnership Abilities:

CO-DESIGN APPROACH

Live Well teams utilize a co-design approach working with companies to create cutting edge solutions.

INNOVATION WORKSHOPS

Live Well conducts workshops with companies and organizations to teach them how to use an innovative process model to solve complex problems.

HUMAN-CENTERED EMPATHIC DESIGN

Human-centered empathic design working with all stakeholders, both core and connected. Consumer and patient centric with an understanding of meeting the needs of all stakeholders.

Useful Partnerships:

GRANT OPPORTUNITIES

Live Well is looking for partnerships to co-write grants for future innovative work.

INTEGRATION OF INNOVATION

Live Well wants to partner with organizations that can integrate innovative solutions developed during semester long projects.

Questions and Comments?

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livewellcollaborative.org
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