

# ClipCast - Vruger



**Course:**

DG521 - Taking care of  
your client

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# Table of Contents

Company	3
- Innovation goal	3
- ClipCast	3
Design	4
- Redesign	4
- Branding	4
Business Case	7
- Business model Canvas	7
- Board of Innovation	9
Reflections	11
- Overall reflection	11
- Felix van de Donk	11
- Olivier van Duuren	12
- Lucas Haude	12
- Vera Smoor	13
- Loek Sonnemans	13

# Company

During the assignment we were working on the concept Clipcast developed by a company, called RIJP. RIJP is an organisation with the focus on innovation for elderly. They target on the increasing agedness and thus deliver products which will help to increase quality of life of the elderly. The man behind RIJP is Herbert Driessen. He runs this company alone and when he needs more expertise than he knows, he hires experts on different expertises.

## Innovation goal

Make use of economic chances and solve social challenges, because of the agedness, by means of opening public and private digital video archives. This is focused on target groups in care and well-being. RIJP collaborates with companies, the government and non-profit organisations who wants to succeed in the elderly market. They focus on the need of the end-user and aim for a better life for elderly people.

## ClipCast

ClipCast is a product that helps elderly people to get memories back and get new topics to talk about. Especially people with dementia. ClipCast is an app on your tablet, that works in two ways: from the perspective of the elder and the perspective of the children/informal caregiver. The last group can

make a playlist of videos for the elder, which gives ClipCast a valuable social aspect. After finishing the playlist they receive a code. With this code, the elder is able to watch this playlist. This way these two groups can interact through ClipCast.

Through this concept, the informal caregivers can or a big amount of various videos in a playlist for the elder, or they can make a playlist with specific videos. This can be videos from a certain place or a certain time period. In this way elderly get new topics to talk about in a specific way and most of time those people can remember stuff from long ago. If they see those videos again, they're able to remember everything again and talk about it.

The elderly people have to make a personal profile. These profiles enable ClipCast to collect data about every individual, which helps them to show videos the individual likes.

# Design

ClipCast was presented to us as an online media platform for elderly to access the database of Beeld en geluid in a meaningful way. Core to this idea was the concept of the "web app". This way the app could run on nearly any device capable of running a web browser. The interface itself consisted out of a search function and playlists, similar to how Spotify currently works. The playlists however is what should set ClipCast apart from competing video services as youtube and vimeo. Children or care homes could create these custom playlists for the elderly. Each individual elderly user would also have a unique account, containing relevant info on their past. This info would be used to provide suggestions for movies related to for example their previous living areas.

## Redesign

The concept of clipcast was really solid on paper, however we felt there might be some deal breaking issues regarding the usability of the app. We came to the conclusion that solving the interface for the user would yield the most improvement for the concept.

We decided we wanted to do away completely with the graphical user interface. Reason being the elderly do not have the brain plasticity to cope with learning a completely new interface. Rather we thought it would

be interesting to try and provide the same or higher level of entertainment the original ClipCast concept could, yet design a solution which would seem familiar to the elderly and would not have a steep learning curve.

Our solution was to provide the content to the user as an interactive TV channel. Nearly all elderly should have decent experience with what the concept of a TV is and what channels are. ClipCast would be a continuous stream which people can change at the moment they want to.

We made this possible by designing a new control interface in the form of a "control band". This band would be made out of a cloth material and can be attached to an armrest of a chair or a sofa. The band contains just 2 buttons, color coded for their particular use. It has a green button and a red button. When the green button is pressed ClipCast records this as a "like" and adds it to the portfolio of the user. If the user does not like the content shown he or she presses the red button and ClipCast shifts to the next video. When selecting the next video it takes the portfolio of the user into a count and tries to select the best next video.

## Branding

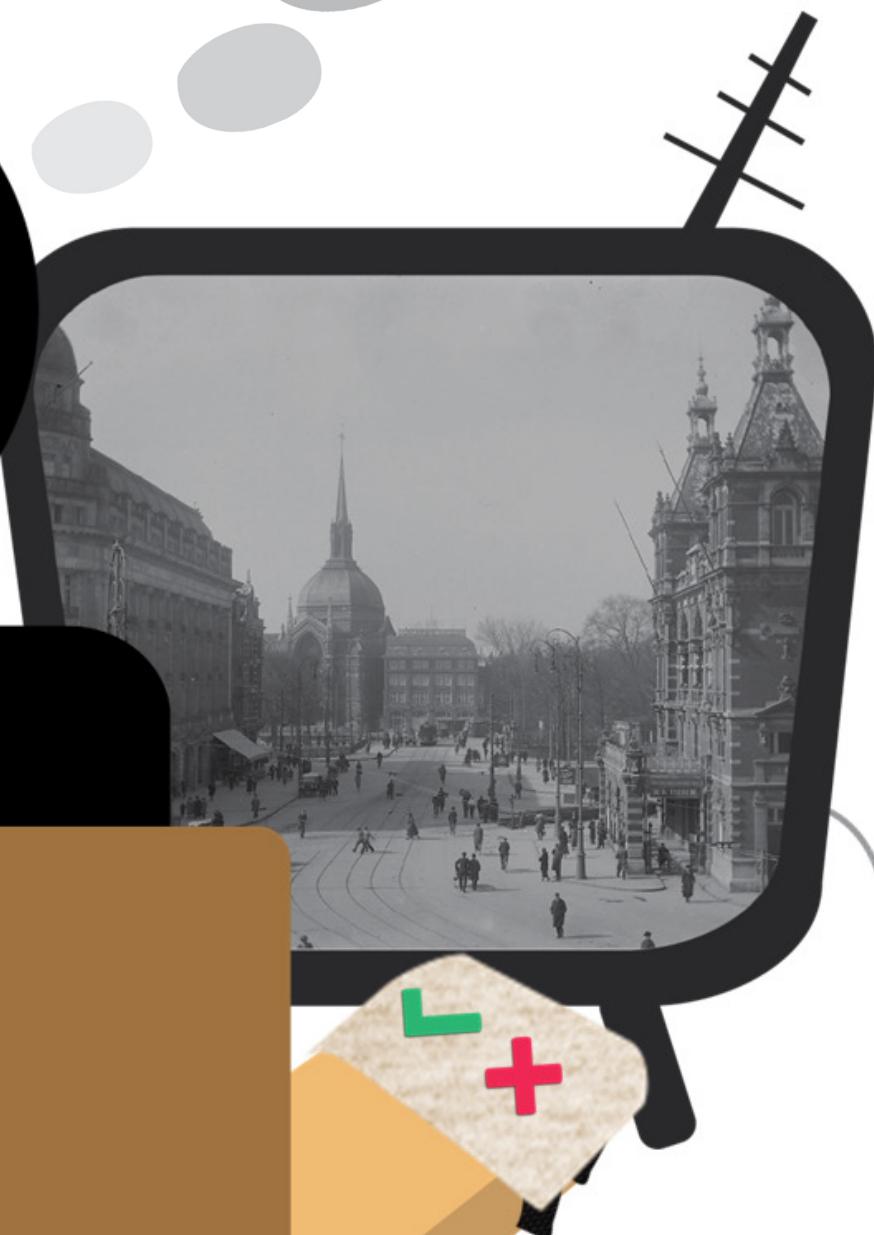
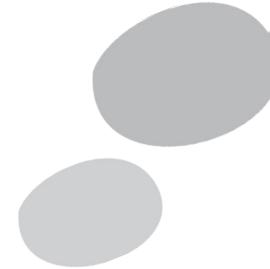
The name ClipCast does not really appeal to the elderly target group in our

opinion. We think a Dutch name would appeal better to this target group, that is why decided to redesign the branding for ClipCast. Our suggestion is called "Vruger", it is a dialect of the word "vroeger" and describes the past with a slight funny spin to it.

The logo itself shows two dialogue boxes resembling TV's. This captures the goal of Vruger really well in our opinion.

Vruger should make people remember the past and invoke nostalgia. This could then serve as a conversation catalyst for the elderly. Making them more socially active and stimulate thinking.





# Business Case

## Business model canvas

As a very useful tool we made a canvas business model for our specific business case. This model is very useful in such a situation, because you can get a very clear overview of all the important aspects in one framework.

This model offers answers to questions like: How do we reach the customer? Who is the customer? What is the relation with the customer? Etcetera. In almost all the cases the main part which this model should cover is the value proposition. This value proposition is that relevant to a product, that it becomes nothing without it.

An essential part of this model, thus we especially focused on that part. How the value propositions changed, related to the old model, is relevant to mention. We thought that the factor of success was based on the value to the customer. The more our product could satisfy, the more the product would be appreciated.

After we changed and added a few possible values, we could make our model again. This time according to our new created product with another design and thus other value

propositions.

In the model we distinguish the old and added value propositions to compare the differences.

This renewed design resulted in a few other changes in this model as well. In particular the different costs and incomes of our new design.

Our design, changed to a product with an accessory box for streaming and a remote control to actuate the box according to the input of the user. So within the model, there are some production costs worked out.

Furthermore we added a new partner/ customer within our business case. We put some extra effort in the search for more possible customers or partners, which could make an investment more agreeable.

We came up with the care organisations like hospitals, retirement housing etc. We thought this potential organisation could be our partner, but also our customer. As customer you could do the following. Imagine that a nursing home is really willing to change the total concept of the organisation. This, in order to become a more attractive nursing home for patients. They will become more pleasing for the patients

and then the patients will have a better time living within the care organisation. That could be a choice for a care organisation to go for.

As partner, the care organisation could spread the concept to a larger group of people. They will have the target group and they could deliver potential customers. So then the care organisation is a tool to reach the customer more easily.

With these changes this model is precisely representing our new concept. Right now, our input is fully covered in this canvas model. A few aspects like for example the customer segments, key partners and key activities are not changed a lot. These were not needed to be edited, because these parts still hold after our revision.

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
 Content owners get X % for their content. X based on the amount of dislike-views.  These content owners are: <ul style="list-style-type: none"> <li>- Private</li> <li>- Institute of Beeld en Geluid</li> <li>- Archives</li> <li>- Musea</li> <li>- Remaining</li> </ul> Nursing- and retirement homes offer a large group of customers in exchange for cheaper subscriptions	 <ul style="list-style-type: none"> <li>- Reach content owners</li> <li>- Content approval</li> <li>- Tag content</li> <li>- Edit content</li> <li>- Deliver service to customers</li> <li>- Marketing</li> </ul>	 ClipCast offers his customers historical/ cultural content, to: <ul style="list-style-type: none"> <li>- get dialogue material</li> <li>- have something to do</li> <li>- get nice memories</li> </ul> The new ClipCast also offers : <ul style="list-style-type: none"> <li>-an user-friendly product</li> <li>-compatibility to every TV</li> <li>-no new and difficult technologies</li> <li>-installation hardware service</li> </ul>	 <ul style="list-style-type: none"> <li>- Users expect installation service. Costs €Y</li> <li>-</li> <li>- Nursing homes could get a group discount</li> <li>- Users expect personal help with difficulties with the system</li> </ul>	 The most important customer and target group of ClipCast is the 50+(and dement)
	 <ul style="list-style-type: none"> <li>- Cultural/historical content</li> <li>- Servers</li> <li>- Staff</li> </ul>		 <ul style="list-style-type: none"> <li>Channels</li> <li>- Webshop</li> <li>- Marketing via           <ul style="list-style-type: none"> <li>-hospital</li> <li>-nursing homes</li> <li>-retirement homes</li> <li>-family doctor</li> </ul> </li> </ul>	 A larger target group could be: <ul style="list-style-type: none"> <li>-hospital</li> <li>-nursing homes</li> <li>-retirement homes</li> </ul> Gained information via customers could be sold to Big data companies.
 Cost Structure	<ul style="list-style-type: none"> <li>- X % incomes to content owners</li> <li>- Production TV-box €40 apiece</li> <li>- Production remote control €5 apiece</li> <li>- Development software unwed €Z</li> <li>- Staff helpdesk</li> <li>- Staff installation service</li> <li>- Staff content administration (tag, permission, promotion)</li> <li>- Marketing</li> </ul>	 Revenue Streams	<ul style="list-style-type: none"> <li>- Subscription price incl. hardware): t.b.d. a month</li> <li>- possible subsidy</li> <li>- possible data sale</li> <li>- possible advertisements</li> </ul>	

## Board of Innovation

The Board of Innovation is a freely available product that can be used to graphically display the exchange of valuables between a company and its suppliers, clients, partners and other involved parties. Like other business models it shows how value is created with a certain technology. Companies often generate more revenue stream around their core business.

Centrally placed in the image is the company in question - around it, all partners are given an icon as well. There are six different possible partners; other companies, customers/clients, suppliers, officials, volunteers and non-profit organisations.

Every commodity that is exchanged is also represented one out of ten icons, ranging from simply a monetary exchange to less tangible things like reputation or exposure. More than two commodities can be exchanged between two parties.

The diagram is completed by arrows that indicate the flow of commodities. Partners can have value streams between themselves as well, outside of the central company. These streams have still have to be a part of the business model for the central company. The Bol can help with giving every party involved incentive to join the business model by creating (multiple) win-win situations where all involved parties benefit from the agreements.

So the Bol in particular is useful to map partners and value streams: prior to the involvement of the students at TU/e, ClipCast already had several parties involved in their business model,

namely the content supplier and clients, together with the idea to use crowdsourcing to tag the content. To expand their revenue and network, the business model was further developed with additional partners based on the changes that we would like to propose:

- Volunteers are employed to select and tag content for the ClipCast database. As a form of compensation they gain access to the archive of Instituut Beeld & Geluid - they get to see more than the end customers of ClipCast because they act like a filter between the content supplier and the end customers. The tagging of content with the right keywords is essential to ClipCast because clips that end up in the clients' playlists are to be selected with the help of these tags. A good place to look for volunteers might be forums for history aficionados.

- A new partner has to be attracted in the form of a hardware supplier that produces the control band and receiver box. The most suitable partner depends on production numbers. It will most likely be more affordable to have the control bands and receivers on stock. Ordering in bulk brings down the price and since the bands and boxes are small items, storage costs will be manageable. A possible partner for the start-up phase could be Tectrom Cable Systems.

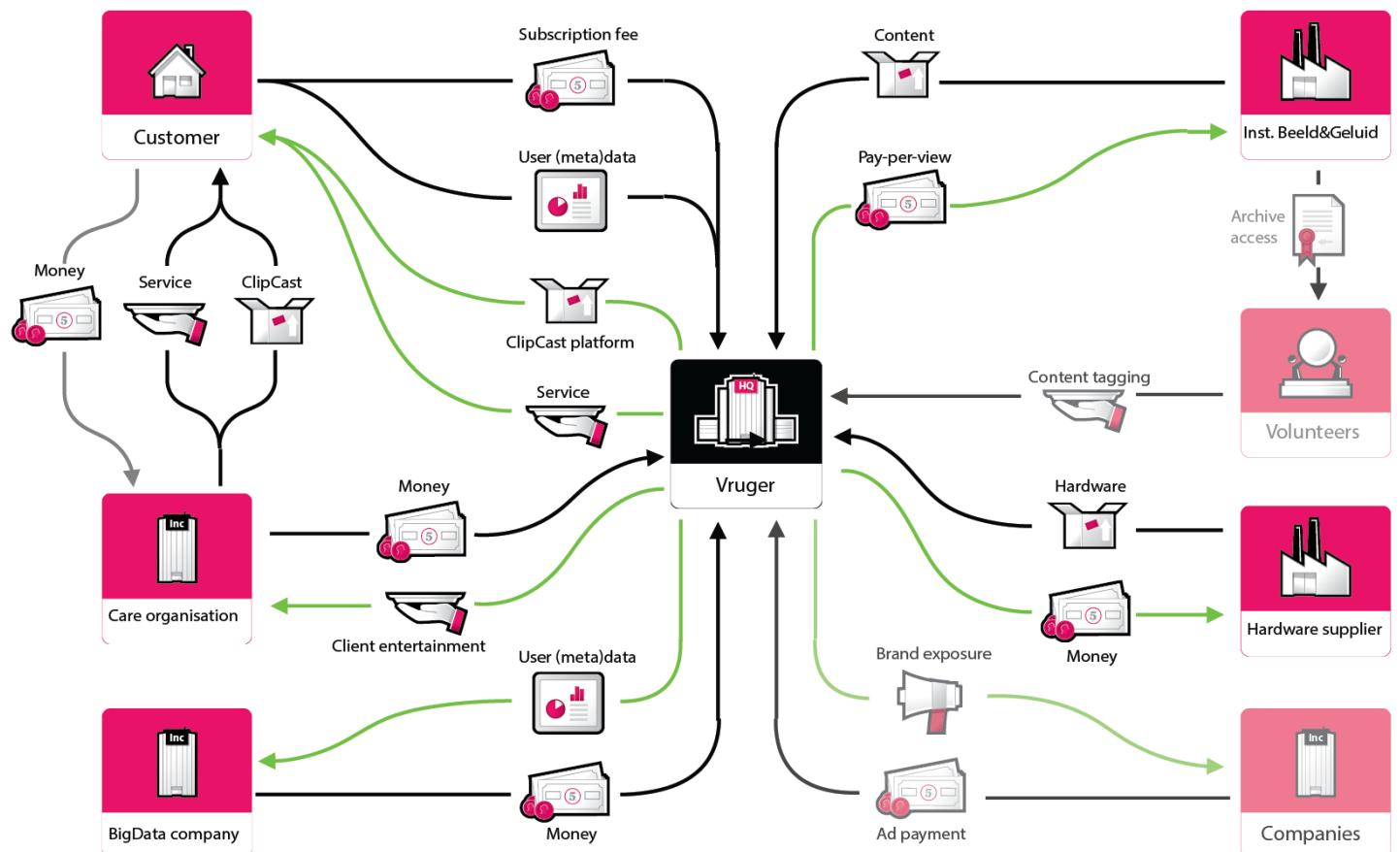
- Advertisement space can be exchanged for money to increase revenue. The elderly are a growing demographic that is relatively hard to target with ads, but ClipCast can reach this audience well once it is an established name with a substantial client base. The use of advertisements has to be carefully evaluated especially

because this is a paid service; excessive commercial breaks would probably not be appreciated by paying customers. On the other hand, advertisements that are relevant to the person watching them could be welcomed: for example when a person has watched and 'liked' a lot of content about a certain city, a trip or hotel offer concerning that area could be made. The appropriate parties are then decided by the clients themselves.

- The ClipCast platform can be sold to care organisations as a package deal, offering the clients of these organisations entertainment value in the

form of the product itself. In this case the care organisation is responsible for the installation service, but the help desk service remains under responsibility of ClipCast. The care organisation can advertise with ClipCast as something extra that they offer to their clients, and either include it in their monthly fee or charge extra as an option.

- The (anonymous) user data can be used to generate revenue as well by selling it to interested parties - BigData companies like CapGemini.



# Reflections

## Overall reflection

When we started improving ClipCast we immediately noticed the strange combination of elderly and apps. From experience and research we know that elderly have difficulty with learning new technologies and this is why we chose to make ClipCast more user friendly. We changed the platform from an app to TV, because this is familiar to them and we changed the way the user interacts with ClipCast by making a user interface with only two buttons: a red one and a green one.

Our client was quite surprised by our input and gave us some critical feedback.

He had already considered using a box, which is applicable to TV, instead of an app, but he saw more advantages in producing an app, because the group of elderly with tablets and computers is growing and because it would mean more producing costs. However, instead of investing money in producing and constantly improving the app this money could be invested in producing the physical ClipCast box.

We thought that ClipCast was meant for elderly with less capabilities and especially for elderly with dementia. However, during the final presentation we understood that he was focussing on a target group with more capabilities. This is probably the result of poor communication.

The client also had some critical feedback on using our redesigned remote control in care homes, because how does a big group of people like/dislike the ClipCast videos, when watching on a smartTV. This is something we had not really thought about, when designing the remote control.

If we would have had an extra meeting with the client, he could have given this feedback in an earlier stage with substantiated arguments. Then we could have used this feedback to go in another direction or tried to prove the rightness of our redesign.

## Felix van Donk

## Olivier van Duuren

Initially I had never entered the business world before. During this assignment I got in touch with a client, someone willing to launch his product in the market.

Our goal was to achieve success with help of our designer insight. We provided him a possible solution to enter the market with a bigger chance of success. Within this solution we thought about another user experience, another approach and a few other improvements which would influence the factor of success in our opinion.

In my opinion I achieved what I wanted to achieve.

I wanted to become aware of how design can contribute to deliver a good product to the market. I do not know if our solution is the best way to success, but I do know now how to act and how to use methods to be able of reaching that point of success.

I already applied these gained tools and theories to my project. So that was an extra experience in using business tools. I think our project business case became a lot more clear, because of these tools.

Next to our own business case, I also learned from the different approaches of the other groups. Those other groups had to solve other kind of problems and they showed their different approach. There were business cases more developed than others and that resulted in varying solutions and approaches. After seeing all those different ways to success, I think I am prepared to make the first steps to success with my own designs.

I think this assignment really improved my insight of business within my design area. Although I believe this assignment would be better if there was something like a midterm meeting with the client. Right now,

I had the idea that the client did not get the input from us, he hoped to get. So if we had an interim meeting to discuss our changes and vision about the concept, then he had the opportunity to control and steer us to a direction where he would like us to be.

**Lucas Haude**

The DBP competency is one of my less developed competencies, so my one of my goals for this semester was bringing up my skill level in this area - this was also recommended to me by the admission committee. Additionally I am interested in starting my own business at some point in the future, making this an assignment that is relevant to me personally. For these reasons I participated in DG521 - Taking care of your client.

I expected the assignment to be comparable with the other two I have enrolled in, but with different content - an apparent difference was that we would be working on a business case with a real company. I found this practical side a very positive one because it takes your thinking in a different direction when you know you are working on a practical problem instead of a purely theoretical one.

The assignment turned out a little different from the other two that I have worked on in the way it was set up: there were fewer lectures and presentations and more hands-on work to be done. Each week we were tasked with improving our overall presentation and concept that included two business models and general ideas for improvements on the company we partnered with. We received feedback each week on our ideas and used this to further improve our deliverables, effectively iterating our products each week.

We were in contact with H Driessen, the owner of the company we were working for. He let us see a prototype of the product he is developing, which helped us think about the improvements we could make and what had been already taken care of. It helped making

our thinking more concrete; up to that point, we only had a general idea of what the product looked like and what we could do to improve it.

When finally presenting our work to Mr. Driessens, he was quite critical towards the ideas we presented - however, he had a similar attitude towards the other groups that were there and expressed his interest in keeping in contact after the assignment is over. His main criticisms were about the increased costs for the hardware, but we offset that with the reduced costs for app development that was no longer required for multiple platforms.

During this assignment I have learned how business activities and partners can be captured with different models. More importantly I have learned how these models can be used to strengthen the business by exploring the options for different partners and new ventures.

Another learning point was generating ideas on how the business concept itself could be improved; with the workgroup we had weekly meetings during which we discussed the plans we had made during the week for that company. It was interesting to see what ideas each individual had to offer and how these could be implemented in the concept that we presented as a group. Hearing the concepts and ideas from other groups in the assignments was also helpful to expand my own ideas.

Considering that I am interested in starting my own business at some point in the future, I feel like this was a very useful assignment for me. During my previous education (automotive engineering) I chose a quite technical learning route, with few subjects related to business.

In the future I can now use the tools given during this assignment to make a more solid case for my designs from a business perspective. The thing I would like to learn more about which business models are best suited to specific situations or questions - to achieve this I will ask the assignor to recommend me literature on this subject.

### Vera Smoor

During the assignment Taking Care of your Client I got to work for an actual client, which was not what I had expected. I had thought we would improve business models of several companies without their knowledge of this. However, the assignor surprised me positively by introducing several clients to us.

I got to work together with a team on ClipCast from Rijp. In the beginning we had no idea what the assignor and what the client expected from us, which was slightly frustrating but also gave us the opportunity to give our own spin to the assignment.

Because there was no website, document or any other information source available and we had had no personal meeting, we often had to make assumptions by lack of reliable and documented information. This is why I would have preferred a personal meeting with the client.

The assignment has taught me to start a design process from a business perspective, which was quite new for me. The Board of Innovation and Business Model Canvas I already knew, but I thought it very useful to build up some more experience with applying and improving these business models.

Despite that I have only visited the first and last assignment lecture, I had not really the feeling that I missed out on certain things, except for seeing how the other groups handled their business case.

My team and I came together once a week to discuss, improve and create. This way I was able to contribute as much as the others.

### **Loek Sonnemans**

This quartile I've chosen to do the assignment 'Taking care of your client' because I had never entered the business side of designing before. In this assignment we get in touch with a client, which I thought was great. We were divided in groups and had to work on a business case from a designer perspective.

I expected to do more on business models and improving those models. Instead of that, we had to come up with an idea to improve the current product and improve/change the business model on that idea. I think this actually worked a lot better than I expected. I learned to start to design from a business perspective and from a product that is already designed or at least developed. That's also interesting, because we had to take care of the principles of our client, but we also wanted to surprise him.

I also learned to use and understand 2 business model: The business model canvas and the Board of Innovation. I didn't know these models before this assignment and I can use them in the future for sure.

What I liked also on this assignment was just doing.

In the beginning the company came by and presented their ideas. We were supposed to do something with that information and didn't get much more information. By using assumptions and some mail and phone contact with the client, we were able to make a new design and business model.

In the end, I learned how to deal with business in a design project, which I think every designer should know.

I also learned to adapt a concept to your own ideas with the values of your client in your mind.