

Using Amazon's Alexa to Improve Quality of Life



TAKE A LOOK AT OUR

AGENDA

- Introductions
- History lesson
- Voice overview
- The Galloway Ridge pilot study
- Audience takeaways
- Next steps

TAKE A LOOK AT

today's presenters

PATRICK SMITH, Senior Portal

CRISTON LEOPARD, Senior Portal



senior  portal

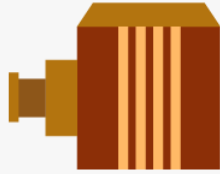
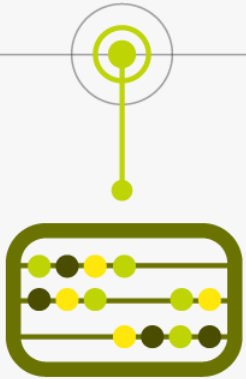
TECHNOLOGY

EVOLUTION



THE CONTINUING EVOLUTION OF TECHNOLOGY

Abacus
500 B.C



Magic Lantern
1800's



Calculator
1970's



Computer
1980's



Tablet
2010's



Mixed Reality
The future



the
INTERNET
of things

81% OF ADULTS
THAT ARE **65+**
WITH \$75K ANNUAL INCOME
own a smartphone

AS OF 2016 **94%** OF ADULTS
THAT ARE **65+**
WITH \$75K ANNUAL INCOME
have internet access AT HOME

**HOW MANY PASSWORDS
DOES THE AVERAGE
PERSON HAVE?**

did you
GET IT RIGHT?



INTRODUCING
SMART SPEAKERS

The Smart Audio Report
from NPR and Edison Research

01

RESEARCH

A LITTLE BIT OF

RESEARCH

65%

listening to

MUSIC

28%

listening to

NEWS/TALK

20%

listening to

PODCASTS

18%

listening to

AUDIOBOOKS

SMART SPEAKER USAGE

how smart speaker owners use their devices

EDISON RESEARCH STUDY

SMART HOME USAGE

percentage of smart speaker users utilizing their speakers for smart-home capabilities.

EDISON RESEARCH STUDY

35%

home, lighting,
thermostat, appliances

34%

home security

20%

outdoor lighting

61%
— of —
SMART SPEAKER OWNERS
STRONGLY
agree

**“Having your smart
speaker is like having
someone to talk to.”**

65%

of

SMART SPEAKER OWNERS

STRONGLY

agree

**“You wouldn’t want to go
back to life without your
smart speaker”**

THE THING ABOUT

SMART SPEAKERS

ESSENTIAL

Smart speakers have quickly become essential to everyday users.

AUDIO LISTENING

Smart speakers encourage an increase in music, podcast, and radio listening.

EASIER LIVING

Smart speakers are making living easier by providing digital assistance in day-to-day tasks.

02

RESEARCH

Amazon Echo Implementation Study

Galloway Ridge



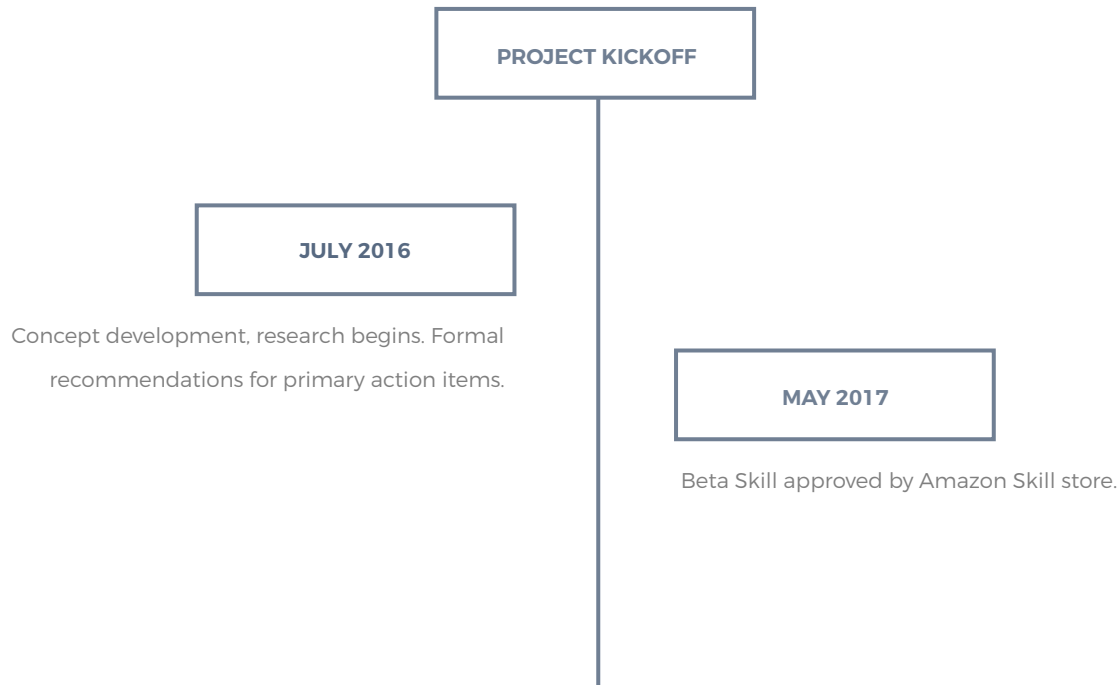
ABOUT THE

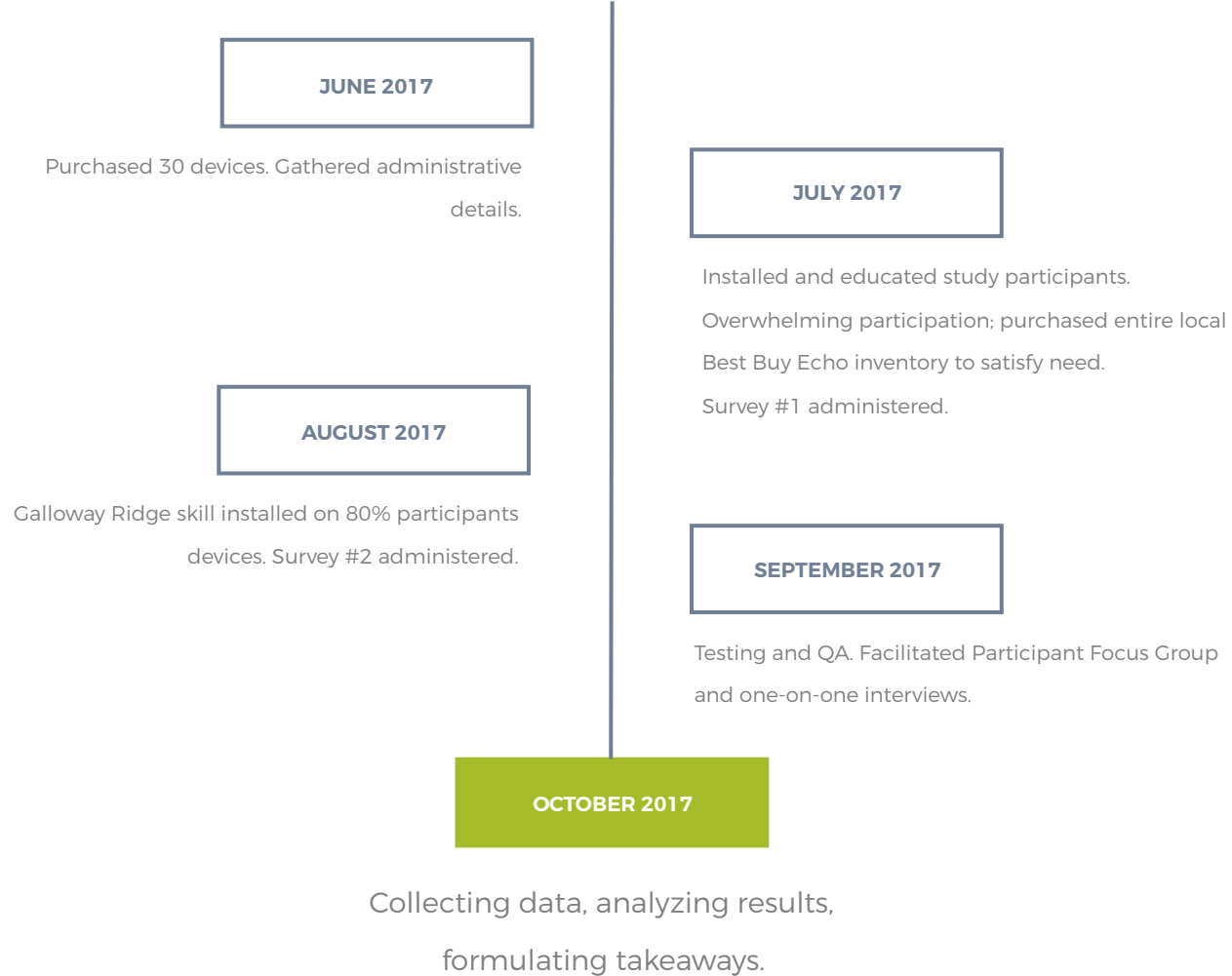
METHODOLOGY

- Initial sample size of 30 residents
- Held an initial interest session
- Began study with 50 residents
- Average age of participants is 80 years
- Group training quickly converted to one-on-one training
- Survey pre-launch
- Survey 30 days post launch
- Survey 60 days post launch

TAKE A LOOK AT THE

TIMELINE





OUR PROCESS

TRAINING SESSION

HOME IMPLEMENTATION

SURVEYS

FOCUS GROUP

EXIT INTERVIEWS

- Data-driven decision making
- Analytics connectivity
 - VoiceLabs
 - Alexa Statistics
- Curated surveys
 - Survey #1 - Pre-skill installation (Day 1)
 - Survey #2 - Post-skill installation (Day 30)
 - Survey #3 - Post-skill installation (Day 60)
- Focus groups, resident feedback roundtables



training
SESSION



home
IMPLEMENTATION



participant
SURVEYS



focus
GROUPS



exit

INTERVIEWS

Ed Cottogno

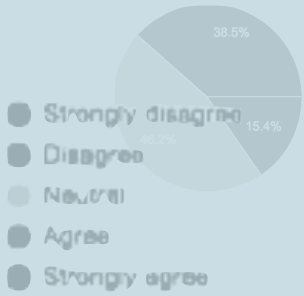
Wanda Cottogno



let's watch
A VIDEO

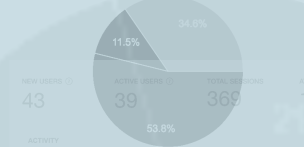
How often do you use your Echo?

30 responses



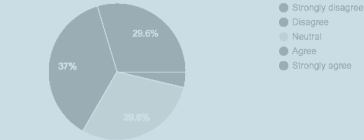
Do you think you will use the Galloway Ridge Pc Echo can access the portal?

26 responses



Are you interested in expanding your use of the Amazon Echo to more aspects of your life and home? (e.g. c...ur home, looking up information, etc.)

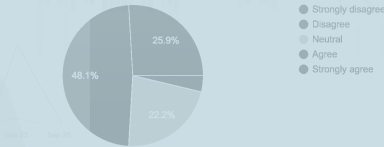
77 responses



we have THE DATA

Agree or Disagree with the following statement: Given more time with my Amazon Echo I think I will find more daily uses for it.

27 responses



03

TAKEAWAYS

CONSIDER OUR

TAKEAWAYS

The background is a solid purple color with a repeating pattern of white line-art icons. These icons represent various concepts such as technology (server racks, lightbulbs, laptops, smartphones), nature (leaves, globe), and human elements (heart, person silhouette).

overwhelming

RESIDENT INTEREST



initial concerns
SECURITY

one-on-one is
ESSENTIAL

must have
WIFI





extremely
TIME-CONSUMING

education
IS THE KEY

The background is a solid purple color with a repeating pattern of white line-art icons. These icons represent a wide variety of concepts including technology (laptops, smartphones, servers, lightbulbs), health (heart, pulse line), education (books, graduation cap), nature (leaves, globe), and everyday objects (car, washing machine, camera, game controller).

residents

WANT IT ALL



referring
NEIGHBORS

04

NEXT STEPS

CONSIDER OUR

NEXT STEPS

applications for
SKILLED NURSING

applications for
ASSISTED LIVING

applications for
MEMORY CARE

applications for
PROSPECTS



ask us some
QUESTIONS

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