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

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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.
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 1 2 3
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.

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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 — 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.
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?

For more information, visit: livewellcollaborative.org
or contact us directly:

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