**Journey of the Alice Project**

**Design principles Alice**
1. Alice is personal
2. Alice is a tool to facilitate the user
3. Knowledge sharing to create an impact
4. It’s okay to not be perfect
5. Co-creation with users
6. User in control

**Facts and Numbers**
- 60 Deloitte colleagues have worked on this project
- 300+ elderly people have participated in the studies
- Collaborated with 25+ students
- Alice is able to survive 24+ hours on her own

**Collaboration Partners**
- Deloitte
- Lelie zorggroep
- VU University Amsterdam
- Amstelring
- lyvore

**Alice in the media**
- MAX
- NRC
- ADP
- Haagse
- Max van Morgen
- LinkedIn
- Instagram
- YouTube

**Center of expertise**