PEGASO FINAL USER: TEENAGERS IN THE AGE OF SMARTPHONES.

Focus groups with teenagers have been conducted in 2014 to understand needs and behaviours of Pegasus final users. A specific survey has been carried out considering 182 participants aged 13 to 16, in three European countries (Spain, Italy and UK). Over 90% of the participants already have a smartphone and they use it mainly during the afternoon and evening hours, with sporadic cases of intensive use during school hours.

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DESIGNING A SERIOUS GAME FOR PROMOTING HEALTHY HABITS

Thanks to several boys and girls from three different schools in Catalonia we have innovative and interesting ideas about what a serious game should have, in order to be successful amongst young people. They should be thought specifically for Smartphones and be focused at the same time on food and sports. Learning while having fun is a key aspect. Several formats could be mixed up, such us telling a story...

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PEGASO AT MOBILE WORLD CONGRESS 2015

ROPARDO had the honour to present PEGASO project at the Mobile World Congress taking place in Barcelona (Spain). During the four days (March 2nd – 5th, 2015) we took the opportunity to showcase the mobile apps and wearable devices that engage teenagers and motivate them to adopt a healthy lifestyle. PEGASO materials were displayed at our stand and the information provided were received with interest by our visitors who all agree it is what we need for a better future.

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PEGASO CONSORTIUM PARTNER WINNING THE “AVIVA DIGITAL ON”

Based on Pegasus experience, Neosperience, one of the partners of the consortium, envisioned the HIT-DCK platform concept: a scalable Health Insurance Telematics platform, that won the “Aviva Digital On”, a European award promoted by Aviva Insurance Group, among 48 initiative presented. HIT-DCK platform objective is to shape the future of health insurance by connecting people and things of today...

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