MARILIA deliverable: Report on the Role of Actors and Design of Stakeholder Framework

Deliverable number: D1.1

MARILIA			
MARA-BASED INDUSTRIAL LOW-COST IDENTIFICATION ASSAYS			
Project nr:	952110	Call reference:	H2020-EIC-FETPROACT-2019
Start date:	September 1st, 2020.	Duration:	24 months

Deliverable identification			
Leading beneficiary:	Day One	Planned delivery date:	M3
Related WP:	WP1	Actual delivery date:	M3
Dissemination level:	CO		

Contributors	
Beneficiary name	Contributor(s)' name(s)
D1	Stefano Stefanelli
D1	Francesca Petrucci
D1	Paolo De Stefanis

Deliverable Reviewers		
Version	Reviewer	Date
1.0	Ivan Barisic, Tanja Miletic	23.11.2020.

Summary

Executive Summary

The product development strategy adopted in MARILIA is based on the ***User Centered Design (UCD)***[1] framework, which drives the project R&D activities by providing the research team with information on features, requirements, expected performances, ergonomics and limitations of current approaches all collected through direct interaction with the most relevant stakeholders.

While this UCD approach will be iteratively and continuously pursued throughout the project, we decided to devote an initial effort during the first three months of the project to capture the main needs of our target customers and end-users, in order to allow the R&D team to start the development roadmap with an initial blueprint on the system characteristics that would ensure a suitable product-market fit. For this purpose, we will use the ***Quality Function Deployment (QFD)*** [2] *instrument*, in particular the ***House of Quality (HoQ)*** scheme.

This effort is reported in three subsequent deliverables, all due by month 3:

1. This deliverable on ***"the Role of Actors and Design of Stakeholder Framework"*** includes the analysis of the first application scenario for the market entry of MARILIA (*drinking water*), and the identification of the stakeholders involved. The further application scenarios (*manufacturing of drugs, wastewater treatment, pulp and paper, etc.*) will be analysed in the coming months to have a broader assessment of the overall market potential of the solution, and the outcome will be reported in the Business Plan (D5.2).

2. D1.2 "***Report on the Requirements/Specifications of the product"***, is focused on the interaction with the key stakeholders of the selected application scenario, to identify the key requirements/specifications for the new product, in order to have a sustainable competitive advantage in a 5-10 year timeframe.

3. Finally, D1.3 "***Description of the Use Cases and Test Experiments"*** illustrates how MARILIA will actually be adopted in the identified application scenario and will define the test protocol to validate the real performance against the target specifications.

This deliverable first elaborates the methodology used for the analysis of the application scenario and the identification of the key stakeholders, and then deep dives into the features of the initial application scenario on drinking water analysis.

The following step is the analysis of the roles and interests of the various stakeholders, trying to understand how an innovation in the microbiological analysis of water could be best adopted in the field.

A list of the most interesting stakeholders to be approached for a face-to-face interview has been defined, in preparation to a round of direct interaction to elicit the product features (D1.2).

---

[1] *User-Centered System Design: New Perspectives on Human-Computer Interaction*, Norman, D.A.
[2] *Development History of Quality Function Deployment. The Customer Driven Approach to Quality Planning and Deployment*, Akao, Yoji. Minato, Tokyo: Asian Productivity Organization.

Finally, the current competitive scenario with respect to the microbiological analysis of drinking water is outlined, which will be used for comparing the target specifications defined for MARILIA and the best-in-class performance of state of the art approaches.