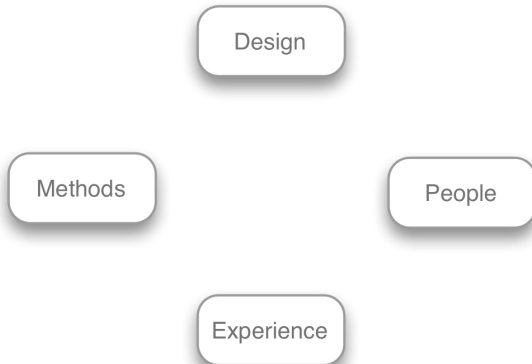


# User Interaction Design for Elderly

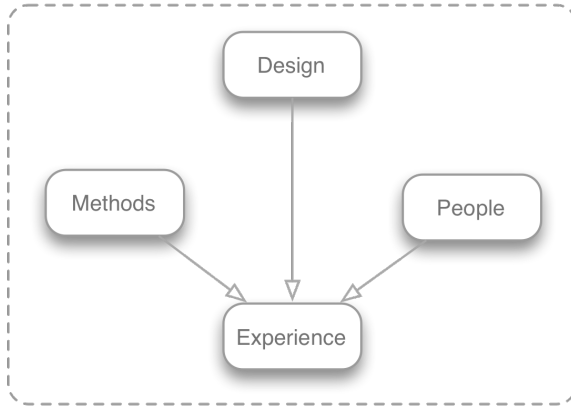
Hilda Tellioğlu

COOP 2016, Keynote, Trento, May 24th, 2016

# Design for Elderly



# Design for Elderly

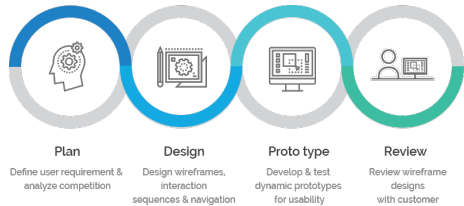


# Design in Computer Systems

- User-Centered Design
- User Interface Design
- User Experience Design
- Interaction Design

# Design in Computer Systems

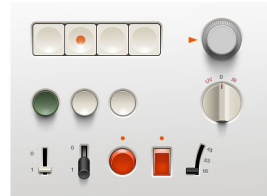
- **User-Centered Design**
- User Interface Design
- User Experience Design
- Interaction Design



Usefulness – Effectiveness –  
Learnability – Attitude

# Design in Computer Systems

- User-Centered Design
- **User Interface Design**
- User Experience Design
- Interaction Design



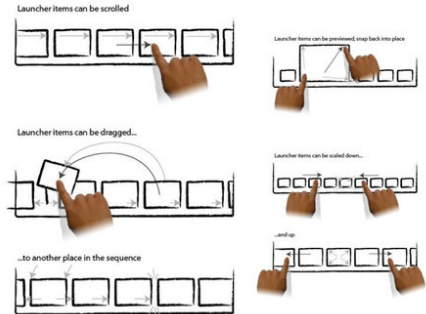
# Design in Computer Systems

- User-Centered Design
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# Design in Computer Systems

- User-Centered Design
- User Interface Design
- User Experience Design
- **Interaction Design**





# User Experience

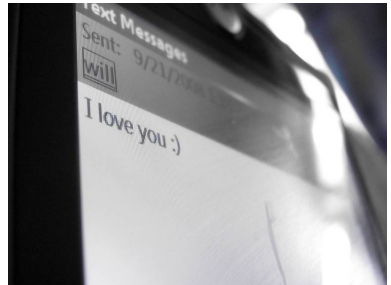
Experience or User Experience is not about technology, industrial design, or interfaces. It is about creating a meaningful experience through a device.

# User Experience

- Experience as meaningful, personally encountered events (“Erlebnis”)
  - An experience emerges from the integration of perception, action, motivation, and cognition into an inseparable, meaningful whole.
  - There is a close link between actions, thoughts and emotions.
  - An experience is subjective, holistic, situated, dynamic, and worthwhile.
- Experience as knowledge gained through these events (“Erfahrung”)

# User Experience

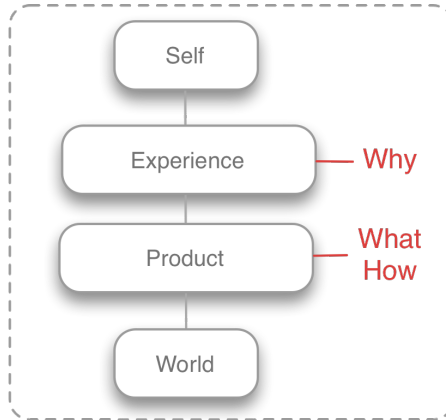
- Need fulfillment is what makes an experience pleasurable.
- Usage and consumption always translate into an experience, a story of use, a story of consumption.
- User Experience focuses on a particular mediator – namely interactive products.
- Design the experience before the product.



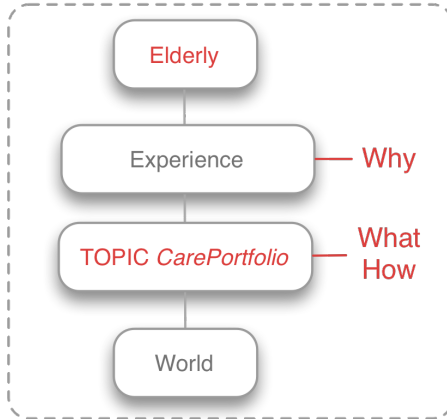
# User Experience

- Matter of how it feels to act through a product, in the moment it is used
- The phone – a tool, not adapted to this, does not imply the creation of this experience, a piece of infrastructure, it does not reflect the love put into the message
- The interactive product is a story transported through an object
- The goal is to provide technologies that offer a meaningful, valuable, and aesthetic experience and not just a bunch of functions, leaving it to the users to figure out how to incorporate them into their daily lives.

# User Experience – Conceptualized



# User Experience – Example



# The TOPIC CarePortfolio

- Our goal:
  - Emotional and social support
  - Informational support
  - Care organization
- Our method:
  - User-centered design,
  - qualitative, iterative,
  - scenario-based

# The TOPIC CarePortfolio

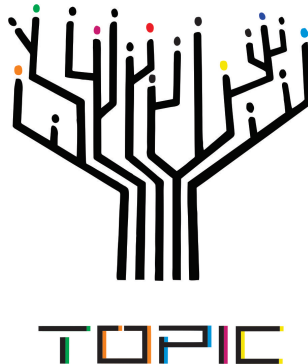
- Our goal:  
Emotional and social support  
Informational support  
Care organization
- Our method:  
User-centered design,  
qualitative, iterative,  
scenario-based



“a bunch of functions ...”

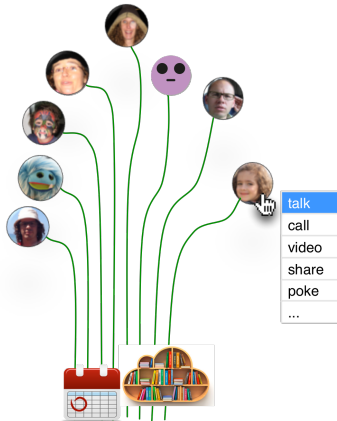


# The TOPIC CarePortfolio – Reconsidered



# The TOPIC CarePortfolio – Reconsidered

“interactive product”



# The take away

- Provide technologies for elderly that offer a meaningful, valuable and aesthetic experience.
- Don't create just a bunch of functions.
- Design interactive products that can transport a story through an object.

Thanks for your attention!

