

# Elderly

Person-to Person  
Communication Device



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# Network Diagrams

- User Familiarisation



# Network Diagrams

- Modes of communication





# Network Diagrams

- Media Familiarisation



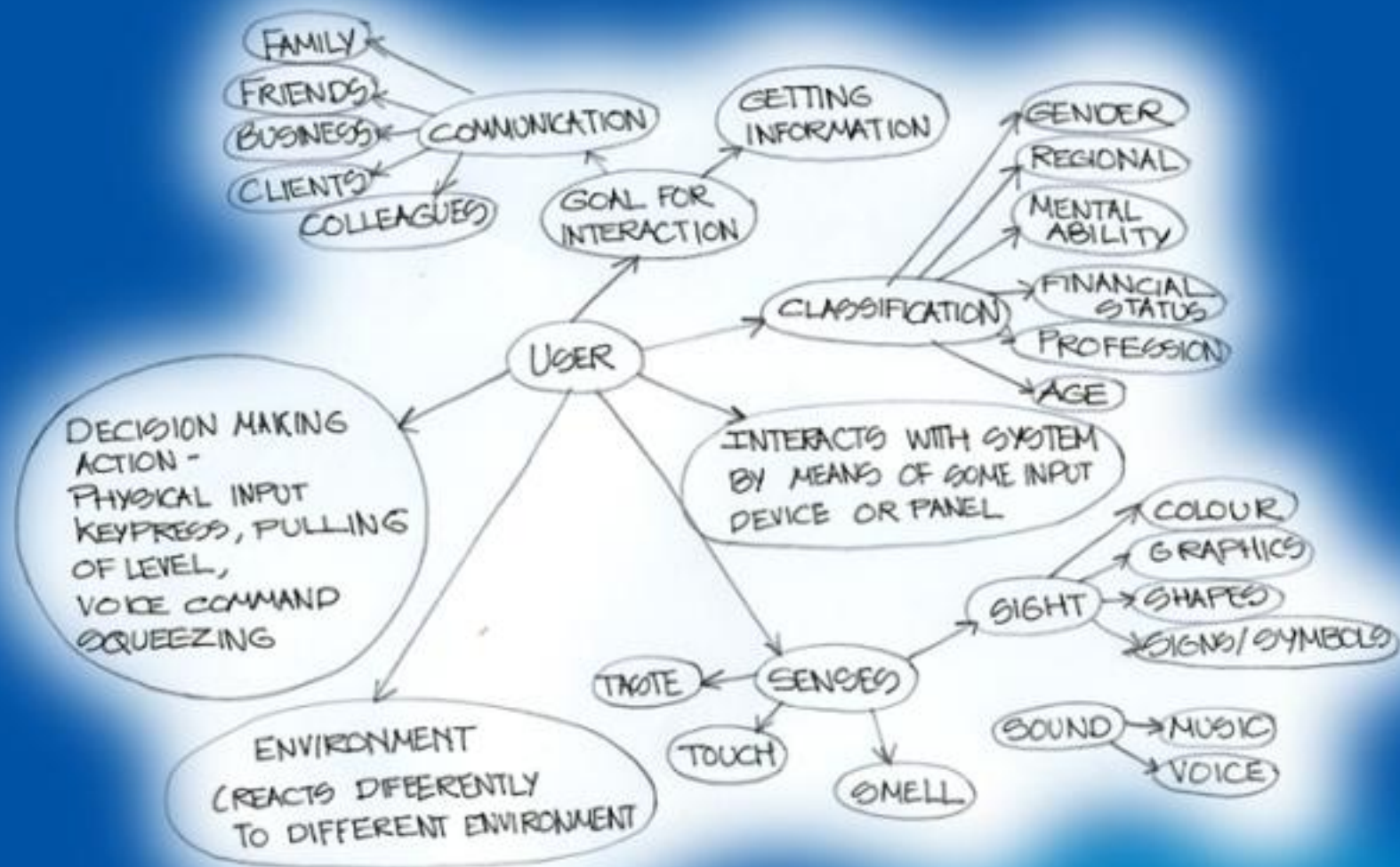
# Network Diagrams

- Environment Familiarisation



# Network Diagrams

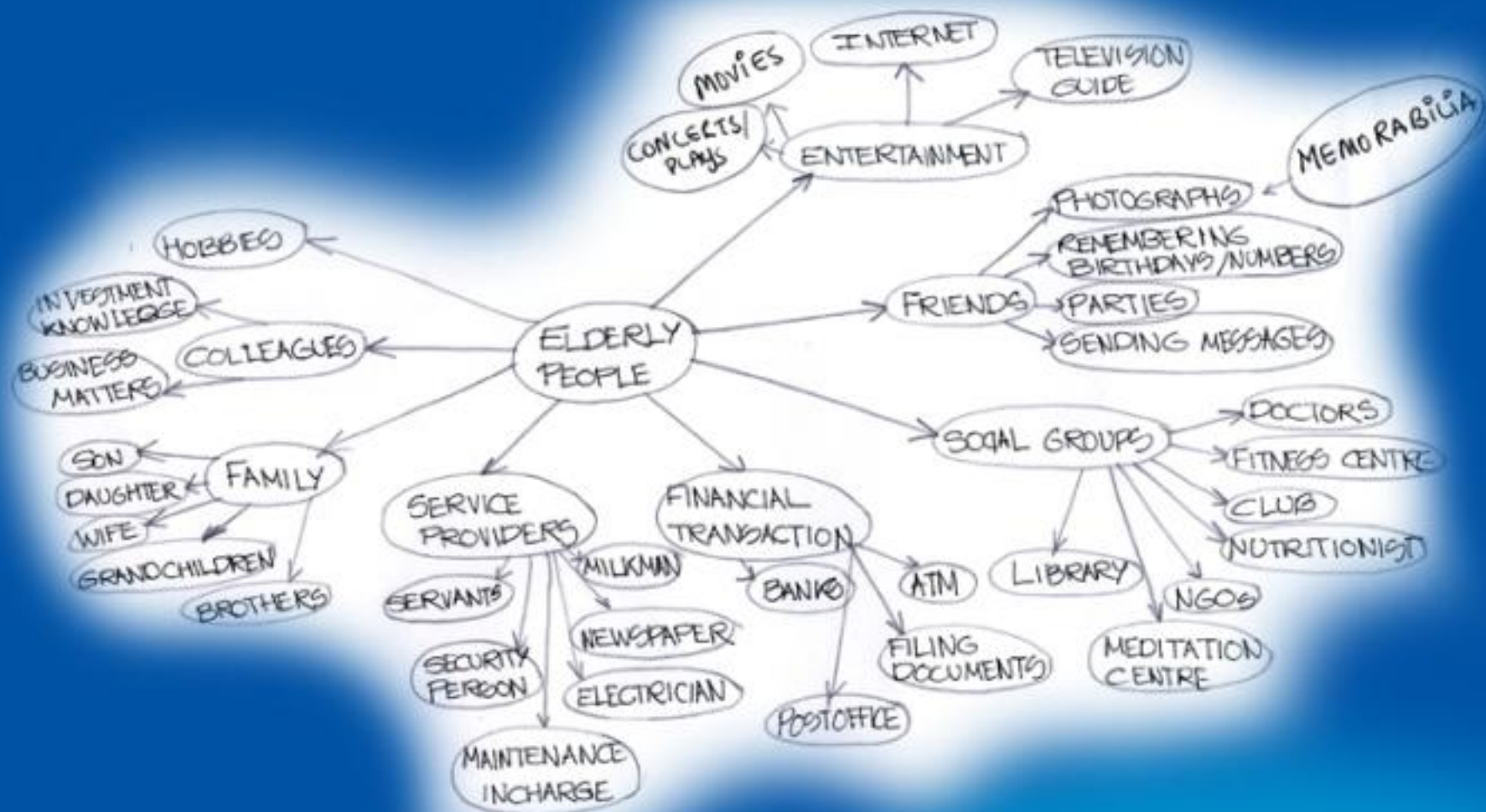
- Senses





# Network Diagrams

- World of the user group – The Elderly



# Network Diagrams

- Trust





# Understanding the user

## Who? (User Group)

### Elderly

- Retired
- Business
- Service to society
- Grandparents

## What? (Activities)

- Relax
- Share
- Work
- Play
- Entertainment

## Where? (Places/Space of Activity)

- Home
- Social Clubs
- Playground
- Parks & beaches
- Market
- Travel
- Temples & other religious places



# The Elderly

## Understanding the user

### Interactions & Activities

#### Men

Reading, morning walk groups, Yoga clubs, home laughter clubs, prayer meetings, religious gatherings, festivals, marriages, satsangs...



#### Women

Reading, NGO's, child care, Griha Udyog (small scale industries), prayer meetings, religious gatherings, festivals, marriages, satsangs...



**Actively involved in the upbringing of their grandchildren**

# The Elderly



# Understanding the user

## Personas in the Indian context

### 1. URBAN:

Mr. & Mrs. Pinto

**Age:** Mid 60s **Place:** Bombay

**Children:** 1. Daughter is married to a business man from Delhi and has 2 children.

2 .Their eldest son is settled in Australia and works as a chef on a cruise liner.



Their daughter visits them once or twice every year depending on the kids. Son comes every 2 or 3 years.

**Activities :** They go for morning walks , to church in the evenings. Active in all church functions. Mrs. Nazareth does most of the shopping, they watch T.V. regularly every night. Occasionally meet up with friends.

Uses the internet rarely. Doesn't /cant use a mobile. Rarely go to visit their children. Keep in touch over the phone.

# The Elderly



# Understanding the user

## Personas in the Indian context

### 2. Semi Rural:

Mrs. Patil (Widow)

**Age:** Mid 66    **Place:** Nashik

**Children:** 1. Son works in Bombay as a chartered accountant

Son visits her on long weekends or when its his yearly break.

**Activities :** Goes to the temple every morning. Reads the Bhagvad

Geeta. Sleeps in the afternoon. Meets with neighbours. Goes for an

evening walk to kill time. Watched a program on television.

Goes to bed early.



# The Elderly

## Understanding the user

### What is typical of the elderly (the things they use)

- Tangible

Photos, books, artifacts, souvenirs, gifts, wristwatches, spectacle case, pocket radio, shawl, rosary, medals, trophies, certificates, jewelry, diary, umbrella, rocking chair

- Intangible

Memories, nostalgia, travels, anecdotes, stories, lullabies, recipes, skills, prayers, riddles.



\* References of user study done by Shalaka Dighe and Gautam Karnik, IDC 2003

# The Elderly

## Being elderly in our culture

### Respect for the elderly is very dominant in Indian society

- As a symbolic gesture Blessings are taken by touching their feet
- Disciplined interaction with the younger generation
- Trust in the elderly
  - Looked upon for knowledge, experience and advice
- Patience
- Time on hands



### People look forward to getting old

\* References of user study done by Shalaka Dighe and Gautam Karnik, IDC 2003

# The Elderly



## What they want from a communication product

### Their Reactions

- “It should be **simple and easy to use**”
- “The device should have a **some personal touch to it**”
- “It should be **vision friendly and less strenuous to the eye**”
- “**Language** should not be a constraint”
- “Please go easy on the **technology**”



# The Elderly

## Towards a product brief

### Inferences

- They should have the self determination to pursue activities on their own
  - An inbuilt discipline
- A demand for good quality life
- Control over their social environment
- Control over their social support structure



**The Elderly**

## Towards a product brief

### Design considerations for Elderly

- Maintain communication with near and dear on
  - Ability to connect with family
- Accessibility to local community
- Enhancing their freedom/control on ones activit
  - Able to plan ones own life
- Factors into diminishing memory
- Consideration for their weak eyesight
- Least level of intimidation
- Aesthetics of the elderly
  - Attempt to build a vocabulary
- Maintain rhythms and balances
- Harmonize the environment around them
- Keep it engaging



# The Elderly



## Key Attributes

“With age comes wisdom”

“Trust”

“Respect”



# The Elderly

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