# NORTEL Scope 2007

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Problem

- Baby boomers
  - Entering retirement soon
  - High technological proficiency
  - Changing lifestyle concerns
  - $8b market
- Senior citizens
  - Spending more time online
  - Changing health and decreasing dexterity
  - Unexplored usability concerns
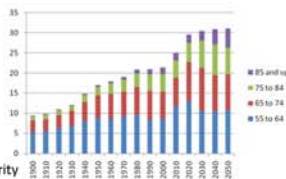
- **Improve lives of baby boomers and seniors**
  - Bring younger generation's perspective to problem
  - Improve connectedness with family, friends, younger generations, healthcare services

Understanding Users

First Semester
- We talked with our peers about their interactions with their parents/grandparents.
- We visited the Needham Senior Center to talk with them about their interactions with technology.
- To get to know the age group in between, we talked with people from the baby boomer generation at the Natick Mall
- From these interviews, we got a good idea about what motivates each generation, and how they use technology
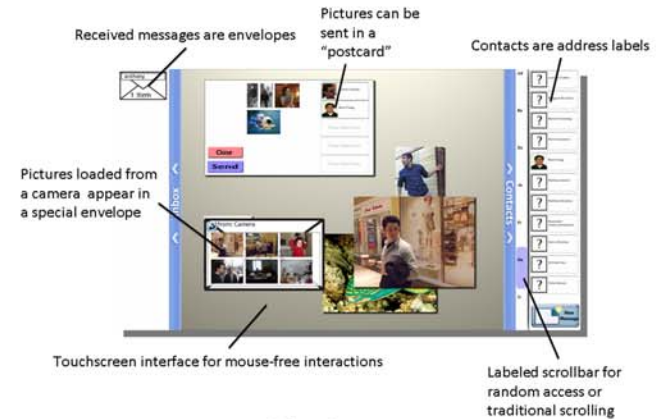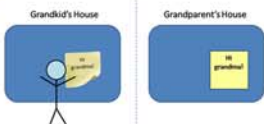
Second Semester
- We took a working prototype to the Needham Senior Center for user testing.
- Users were given a set of tasks to complete.
- By watching their interactions with the prototype, we were able to pinpoint flaws in our design and improve them.
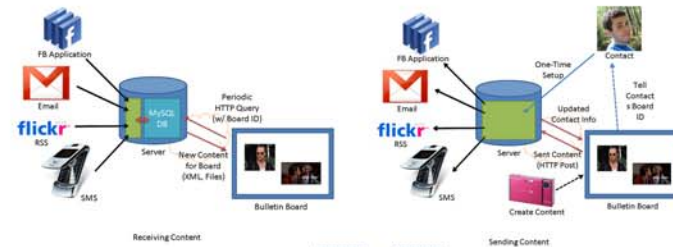
Ideation Criteria

Fun | Feasible | Novel
Connects People | Addresses user issues

Dropped Ideas

Phone Screen Interface
An visual interface for automated phone menu systems.

Mind/Body Training Games
Video games that mimic real-world interactions (yoga, ballroom dancing) to maintain mental and physical fitness.

Grandkid's House | Grandparent's House

Received messages are envelopes

Pictures can be sent in a "postcard"

Contacts are address labels

Pictures loaded from a camera appear in a special envelope

Touchscreen interface for mouse-free interactions

Labeled scrollbar for random access or traditional scrolling

Software Prototype

Receiving Content

Sending Content

GUI Framework Class Hierarchy

Prototyping Process