



# Senior-GUIDed UD principles: Tackling the ‘older adult’ stereotype

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MATERIA GROUP  
CARE - NURSING - REHABILITATION

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## The myth: The 'older adult' profile



Educational level: Low or illiterate

Socioeconomic level: Medium-Low

Tech competence: No or Low

Interests: Folk art, knitting, watching TV, cooking



# The truth: Not one but many senior profiles



Educational level: High  
Socioeconomic level: High  
Tech competence: Low  
Interests: Fashion, great lifestyle products, automation in processes



# The truth: Not one but many senior profiles



Educational level: Medium  
Socioeconomic level: Medium  
Tech competence: High  
Interests: Sports, fitness  
technology, blogging, singing



# Designing products which tackle ageism: The GUIDed paradigm

GUIDed is designed **EQUAL**

- ☐ **Engages**

people with a broad range of characteristics to provide their opinions

- ☐ **Queries**

On many different aspects of our product

- ☐ **Uptakes**

The feedback and adjusts concepts, methods, design & developments

- ☐ **Alters**

Processes and is ready to pivot the initial plans if needed

- ☐ **Learns**

Product release does not mean the end in development and improving



# GUIDed The GUIDed app

## Five AR-operated main services

### SMART HEALTH



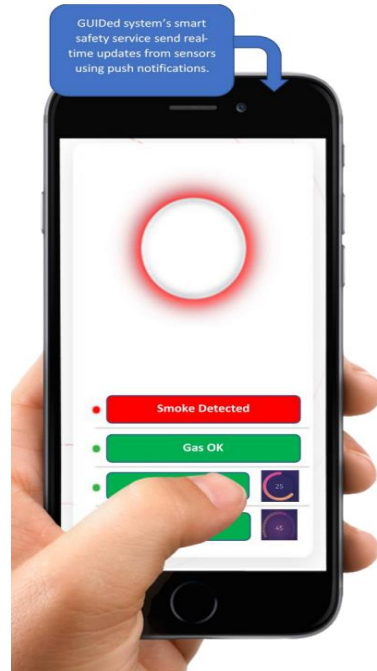
### SMART NAVIGATION



### SMART HOME CONTROL



### SMART SAFETY



### SMART COMMUNICATION



# Translating end-user feedback in UD principles for the GUIDed app

Equal	Simple	Perceptible	Tolerant	Low-effort	Flexible	Ergonomic
RESULTS FROM END-USER TESTING OF THE PAPER PROTOTYPES						
<ul style="list-style-type: none"> <li>✓ Big buttons</li> <li>✓ Large font</li> <li>✓ Good contrast</li> <li>✓ No red-green colours</li> </ul>	<ul style="list-style-type: none"> <li>✓ Easy interface</li> <li>✓ User-friendly actions</li> <li>✓ AR automatic recognition</li> </ul>	<ul style="list-style-type: none"> <li>✓ Services understandable to end-users</li> <li>✓ Visual input -&gt; global perceptibility</li> </ul>	<ul style="list-style-type: none"> <li>✓ Pre-defined interaction scenarios</li> <li>✓ Minimal room for user error</li> </ul>	<ul style="list-style-type: none"> <li>✓ AR operated one-click app</li> <li>✓ All users found it useful in everyday life</li> </ul>	<ul style="list-style-type: none"> <li>✓ Personalization of each service</li> <li>✓ User can add/remove services (future development)</li> </ul>	<ul style="list-style-type: none"> <li>✓ AR-intuitive operation</li> <li>✓ Suitable for all users</li> </ul>
RECOMMENDATIONS FOR IMPROVEMENT						
<ul style="list-style-type: none"> <li>✓ Provide training</li> <li>✓ Assistive options (e.g., voice guidance)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Some elements to be even clearer</li> </ul>	<ul style="list-style-type: none"> <li>✓ Replace some icons and labels</li> </ul>	<ul style="list-style-type: none"> <li>✓ Double confirmation for actions</li> <li>✓ Undo option</li> </ul>		<ul style="list-style-type: none"> <li>✓ Integrate with other apps and systems</li> </ul>	<ul style="list-style-type: none"> <li>✓ Add a voice command to operate</li> </ul>