

Digital Music Player for Seniors

Concept Validation Results

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Focus Group

2 seniors from an ALL course

- Early 80s, women

- Family-oriented:

- Oldest child, mid-50s

- Lots of grandchildren

1 senior, past president of ALL

- Meant to interview both him & his wife but last minute cancellation

- Highly technical background

- Interests: self-sustaining, contributing to community

Overall Experience

Level of expertise influences response

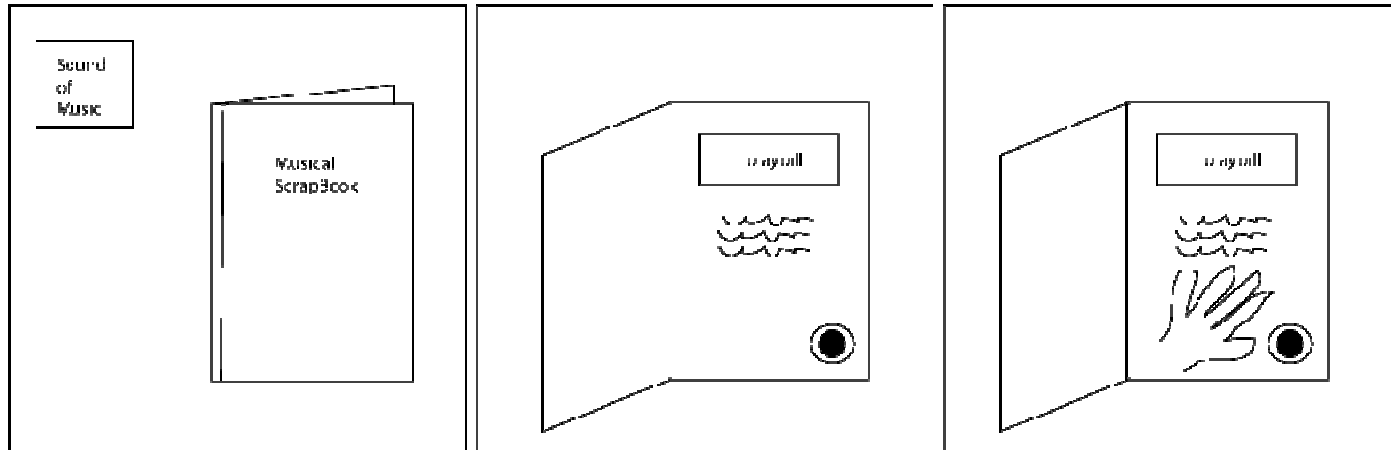
Never of shortage of comments

Many tangents

Often felt they needed to ground us

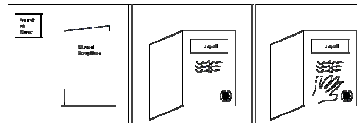
“ we’re older...notice I didn’t say we’re elders...”

Concept: Scrapbook



Explicitly link memories to music

Concept: Scrapbook



“I would give anything for that kind of stuff”

Ease of use:

Pre-programmed when bought

Family events

Bar Mitzvah
Recitals
Plays

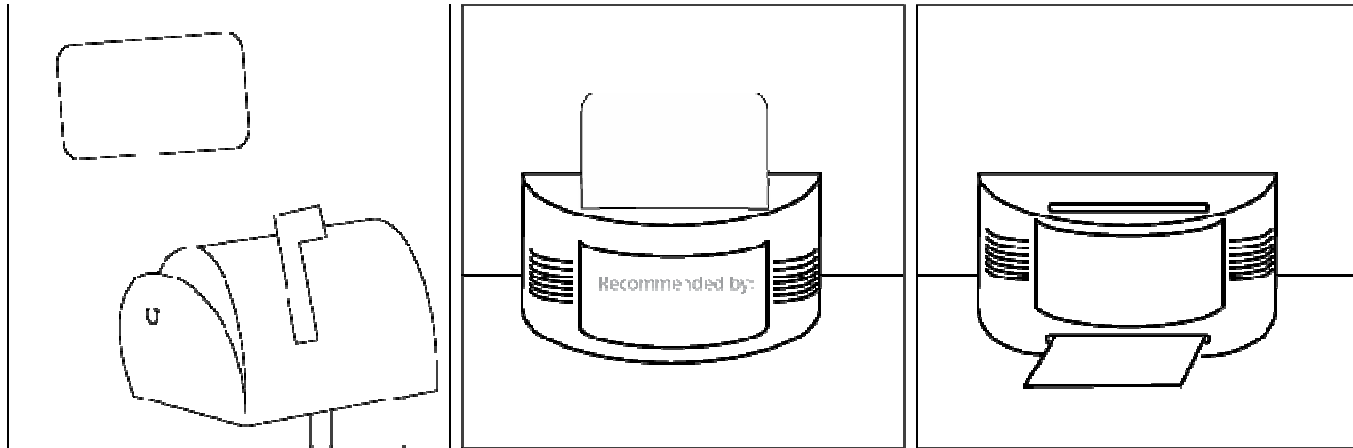
Gifts

Need to stand aging
Personalized & configurable
Do more than just a song

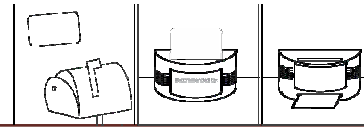
“the memory is here...”

Not all memories can be captured

Concept: Postcard



Music as a shared experience



Sing-a-long

Useful teaching tool

Professor

Grandkids

Wish for a radio recorder

Morning talk shows

Interviews

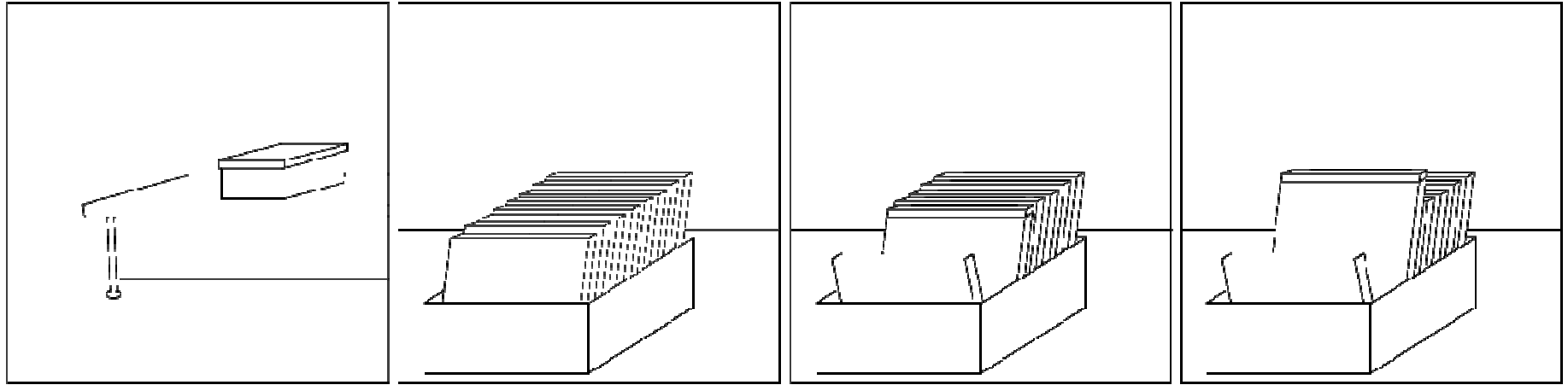
Connecting with friends

"I think that would be a lot of fun"

Concern for delivery time

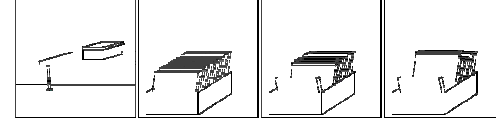
Augmenting with photos

Concept: Shoebox



Demographic-appropriate organization

Direct manipulation



Buttons: kids won't break them

“If you could organize all my CD's ...”

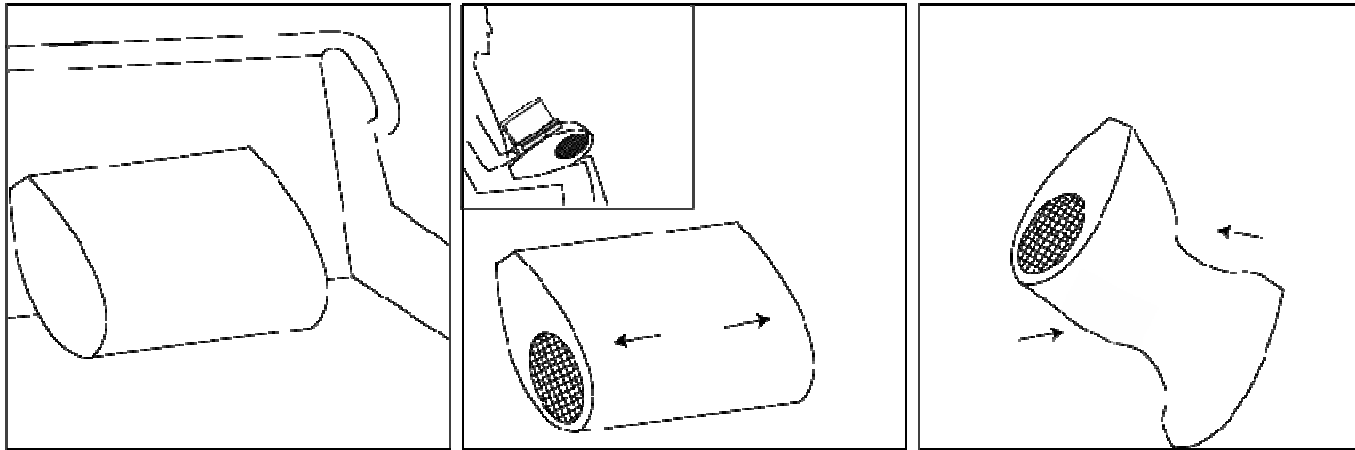
Good organization is valued

Need for de-clutter, spring cleaning

Experts: comfortable with existing process

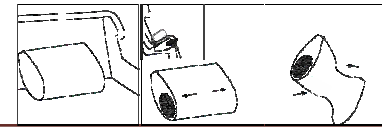
“Everybody knows the jukebox!”

Concept: Pillow



Portability

Integrated appearance



Portability: small, light, durable

Good for people who do a lot of sitting

Not so good for active people

All viewed themselves as active

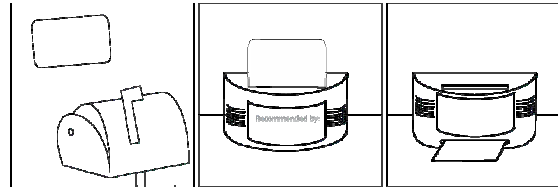
Need: good sound quality, everywhere

“To hell with decorating!”

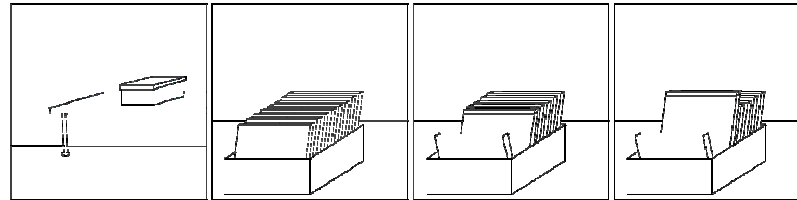
“Play music anywhere
in the house and in particular do
it in such a way that you had control”

Concept Review

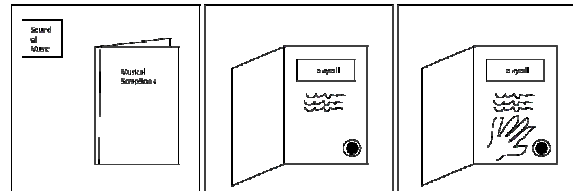
Postcard



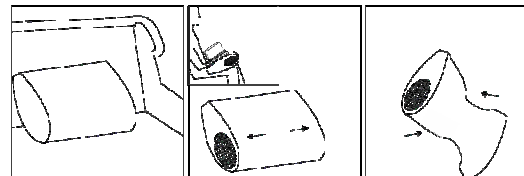
Shoebox



Scrapbook



Pillow



Other Observations

effort

One-button, everything on

color

Black text on white

Add color, less contrast

expertise

Enticing for both experts and novices

style

Already own a sense of style which you have to match

Add-ons better than replacing

“simple, simple, SIMPLE”

Final Concept Ideas

Exchange of music recommendations

Low Technical Prowess

Simplicity

Portability

Comments & suggestions?
