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# Digital Music Player for Seniors

## Research Progress

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# Media

# Aesthetics

envision a society in which everyone  
with **dignity and purpose.**



**Find the best Medicare plan.**

Make an **informed decision** and enroll by the May 15th deadline.

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**secret lives of single men.**

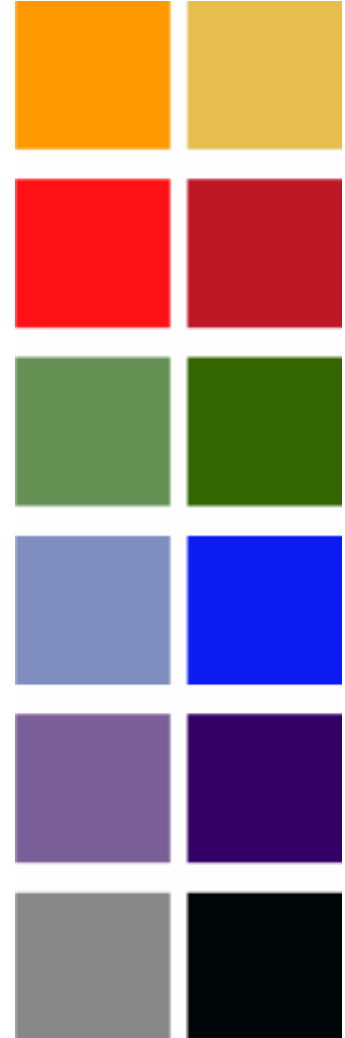
A myth-busting survey reveals that  
unattached women over 50 are  
**happier than they've ever been.**



**Get friendly with the Windows desktop.**

Create a custom look of your **computer desktop**

- Rich
- Bright
- High contrast



**NSCLC**  
National Senior Citizens Law Center

“helping older people to live in dignity and freedom from poverty”

ABOUT NSCLC NEWS PUBLICATIONS ISSUES CASES LINKS

**New Nursing Home Consumer Guide from NSCLC**

Many common nursing home practices are illegal. For example, although the federal Nursing Home Reform Law requires that all residents receive high-quality care, many nursing homes provide lesser care to residents whose care is paid through Medicaid. NSCLC's new guide explains 20 common nursing home problems, then gives detailed instructions on how residents (and their family members) can take action to get the type of high-quality care that residents deserve. [Click here for more information.](#)

**Administration Warned of Looming April Chaos In the Continuing Medicare Prescription Drug Debate**

[NSCLC in the News](#)

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**Earn up to \$300! Send us your joke or funny true story today!**

**New Online Tool!**  
**Extraordinary USES\***  
\*for ordinary things  
**2,317 Fast, Frugal Fixes with Household Items**  
**Find Yours Now**

**More Highlights From Reader's Digest Magazine**

- **WEB EXCLUSIVE!**  
New podcasts on health, adventure, food, money, and more
- **NEW COLUMN!**  
Drs. Oz and Roizen Oz -- Health I.Q.
- Sports injuries and your kids
- Meet our Hero of the Year
- As Seen on TV! Product Guide

**Tools and Resources**

**Recipe Finder**

**More Tools**

- New Fast, Frugal Fixes
- Family Handyman Archive
- ChangeOne Diet
- Activity Calorie Calculator
- BMI Calculator
- Vitamins, Minerals & Herbs Finder
- All Tools

**Play Our Games**

- Word Power
- NEW! Sudoku
- Daily Crossword
- Mah Jongg Garden
- All Games

**Joke Central**

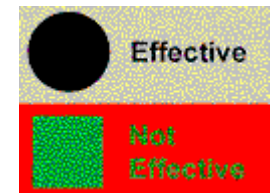
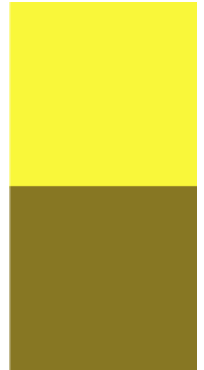
- Submit a Joke
- Read a Joke
- Read Mary Roach
- Enter a Sweepstake
- More Jokes

**There are 25 of choices**

# Usability



- Presbyopia: low vision, focus
- Result
  - Blues look darker
  - Blue-green distinction
  - Dimmer colors
  - Need for high contrast
  - Low acuity



# Radio

- “Beautiful Music”
  - MOR
  - '60s-'80s
  - Popular, but not cutting edge
    - Melodic, harmonious, instrumental
    - Rarely aggressive or abrasive



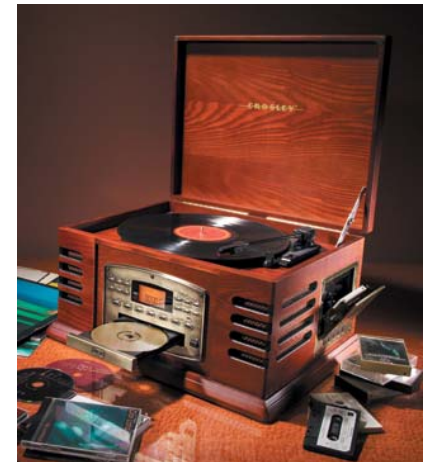
- Wish 99.7
  - “very successful in attracting the older audience”  
[Pittsburgh Radio & Television]

# Shopping

# Products designed for Seniors?

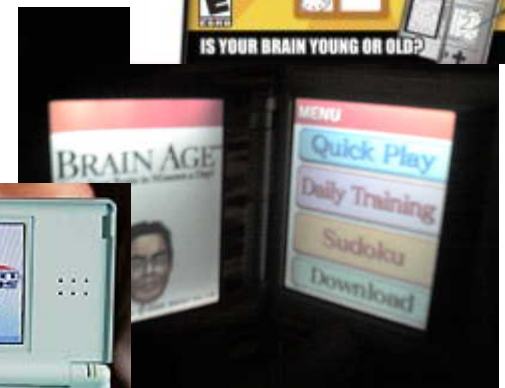
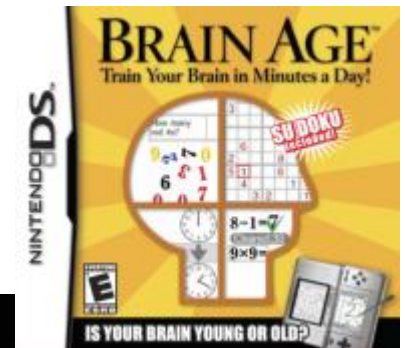


- Retro, antique appearance
- Sturdy devices
- Nostalgic colors



# Products designed for Seniors

Large text, buttons & screens





# “Expert” interviews



- Target
  - “every person is different”
- Best Buy
  - Personal listening
  - User friendly over Price
  - Demos: "How do I..."



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# User interviews

# Recruiting

- Recruiting sources



*Academy for Lifelong Learning*

**Carnegie Mellon.** || **Alumni**

- Family & mutual acquaintances

- So far: 4 seniors

- All independent

# Method

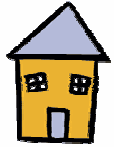
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- At-home interviews
- Shadowing, artifact walkthrough
- Typical questions
  - What type of music do you listen to?
  - Describe the last time you listened to music...
  - Do you do other things while listening?
  - Pick out 5 meaningful objects...

# Mr. B

Early 80s,  
Married

Retired



A retired engineer and avid music listener, he loves listening to WQED radio on his 1965 self-assembled stereo system.

“ ... music creates an **atmosphere**  
you couldn't get anywhere else...”

“...really nice to have **beautiful** sounds  
around you ... it's relaxing...”

## Key points

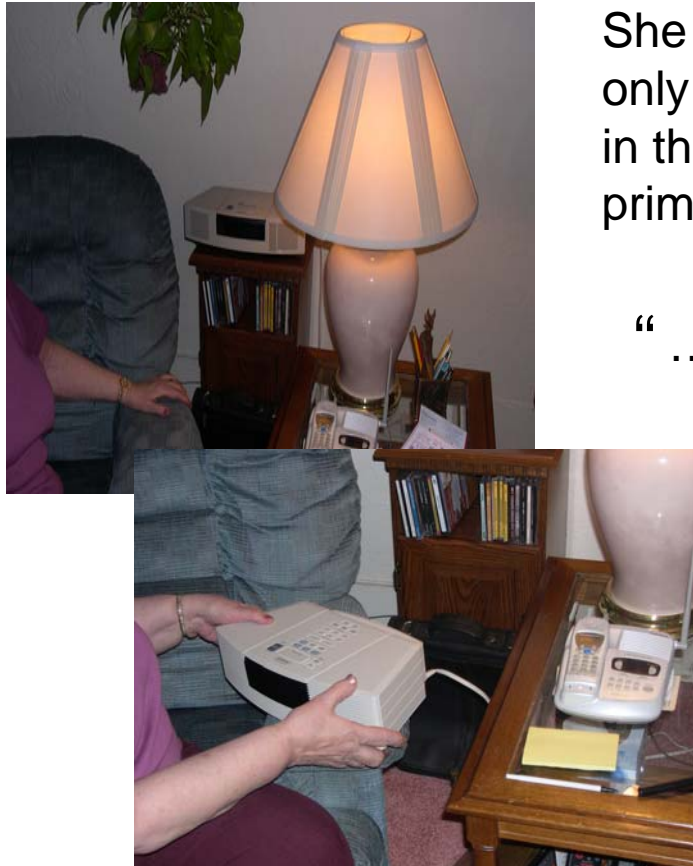
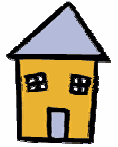
- 2 systems: one upstairs, one downstairs
- Plays piano recreationally
- Informed listener
  - Italy, London, Los Alamos
- Routine & unscheduled: Sat opera
- Most meaningful: Photos



# Mrs. R

Late 70s,  
Married

Working  
Full-time



She still puts in (more than) a full work week. She only listens to music at home for a few hours a week in the evenings or on days off, which is done primarily for relaxation.

“ ... and sometimes

I dance around  
the living room when no one is looking.”

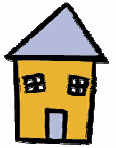
## Key points

- Listen while reading & crosswords
- Appreciates sound quality
- ~ 20 CDs (limited)
- Recommendations from friends, but doesn't recommend herself
- Most meaningful: Photos & trinkets

# Mr. A

Late 60s,  
Widower

Working  
Part-time



If he's listening to something, it's probably a sports game that isn't on TV. He still works part-time, delivering items, which is where most of his listening occurs.

“...[music] is like companionship...  
it makes the day go by quicker...”

## Key points

- Primarily talk radio (KDKA & sports)
- Occasionally oldies
- 2 radios: bathroom radio always on
- Portability while painting, driving
- Most meaningful: Photos

# Mrs. M

Early 70s,  
Widow

Working  
Part-time



Still working part-time, a lot of her music listening occurs at the office. At home, she primarily listens to music when doing chores. For enjoyment, the TV or Netflix is used instead.

“...a lot of the music is very soothing...”

“...hold on, let me get  
my glasses...”

## Key points

- ~15 CDs (limited)
- Media & player as gifts (from her kids)
- Realizes limited sound quality
- Likes: “Repeat” feature
- Most meaningful: Photos (private area)





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# Themes

# Differences

- Motivation
  - Foreground vs. Background
  - Portability
- Listening types
  - Novice
  - Middle of the road
  - Professional
- Genres
  - Classical
  - Easy listening
  - Talk
  - Sports
  - Oldies

# Similarities

- Radio or CDs
- Rooms: bedroom or living room
- Narrow genres, small selection
- Gifts from others
- Nostalgia: During but not before
- Emotions: soothing, relaxing
- Most meaningful: Photos



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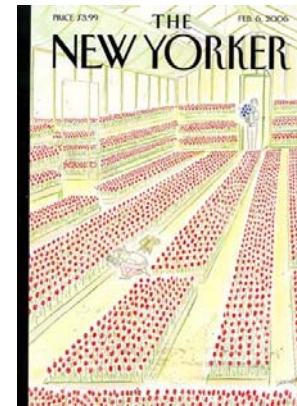
# Next Steps

# Media





- Advertisements
  - Commercials influence seniors [Schreiber & Boyd, 1980]
  - Visual elements: product & marketing
- Broaden search for sources



vs.



# Shopping

- Include areas with senior community
  -  **RadioShack®** [Squirrel Hill]
  -  [Monroeville]
  -  [Waterworks]
- Broaden genre: music stores
  - music store @ Monroeville Mall
  - 

# Users

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- More users (3 more elders)
- Increase diversity
  - Include “middle of the road” listeners
  - Find overlaps between types

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# Suggestions?