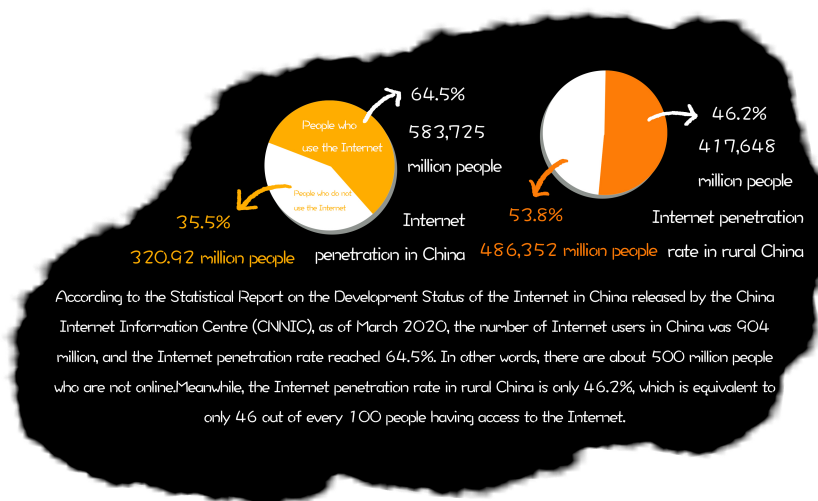


## Project4-Freedom to travel

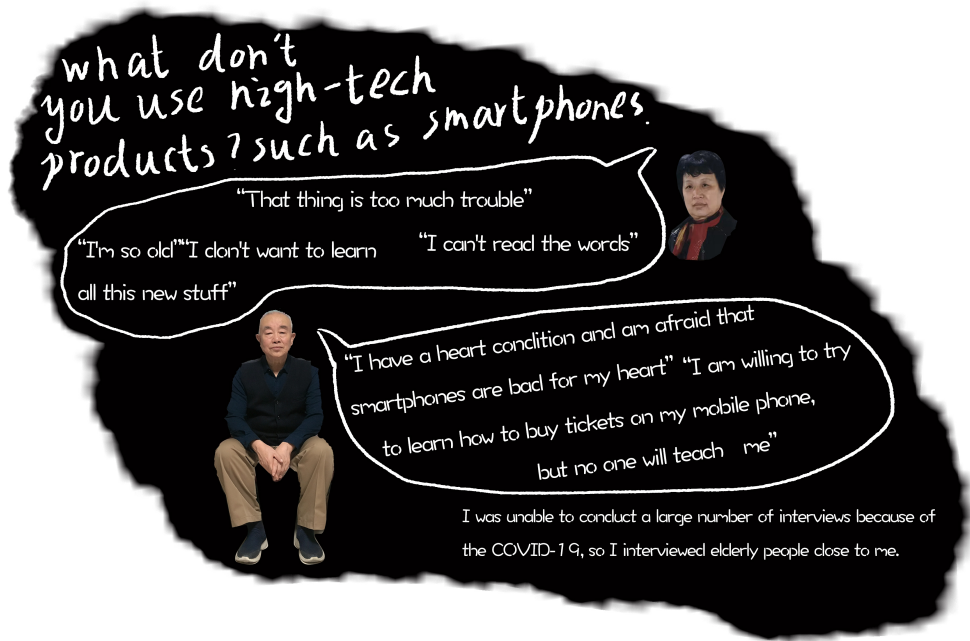
The reason I wanted to undertake this project was. With the development of technology, some older people are unable to use digital technology and therefore cannot live a normal life. Over time they become socially isolated. This makes them feel sad and frustrated. They are not able to enjoy their rights in life on an equal footing with others. I therefore wanted to focus on these people and address their difficulties. According to data, although



the number of people using data technology in China is increasing, there is still a large proportion of people who do not use the Internet. Some elderly people are among them.



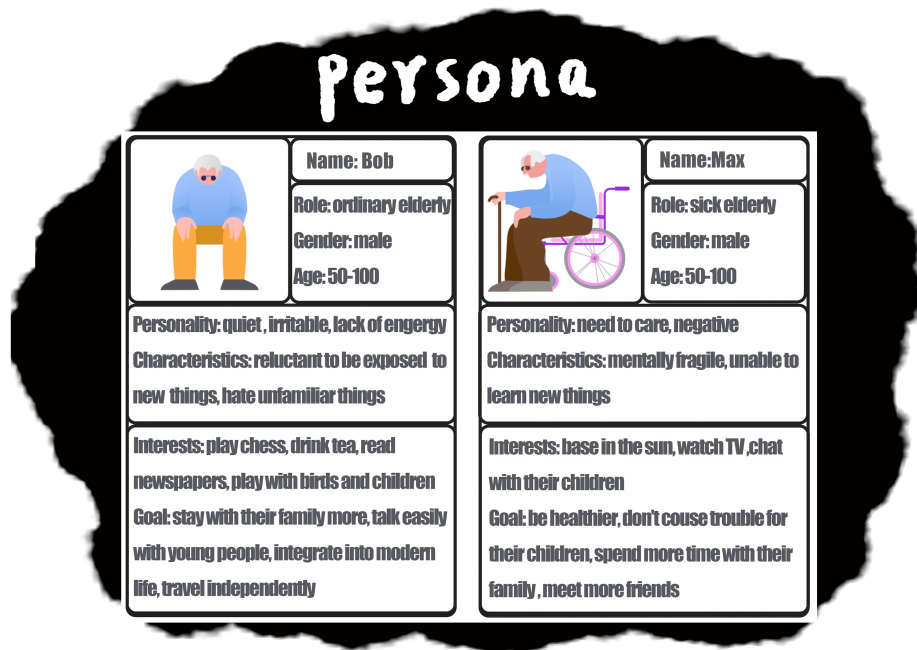
Based on these, I conducted one-to-one interviews. Asking some of the older people who do not use digital technology what their reasons for not wanting to do so are. This was used to understand the psychology and thoughts of the elderly so that further solutions could be suggested.



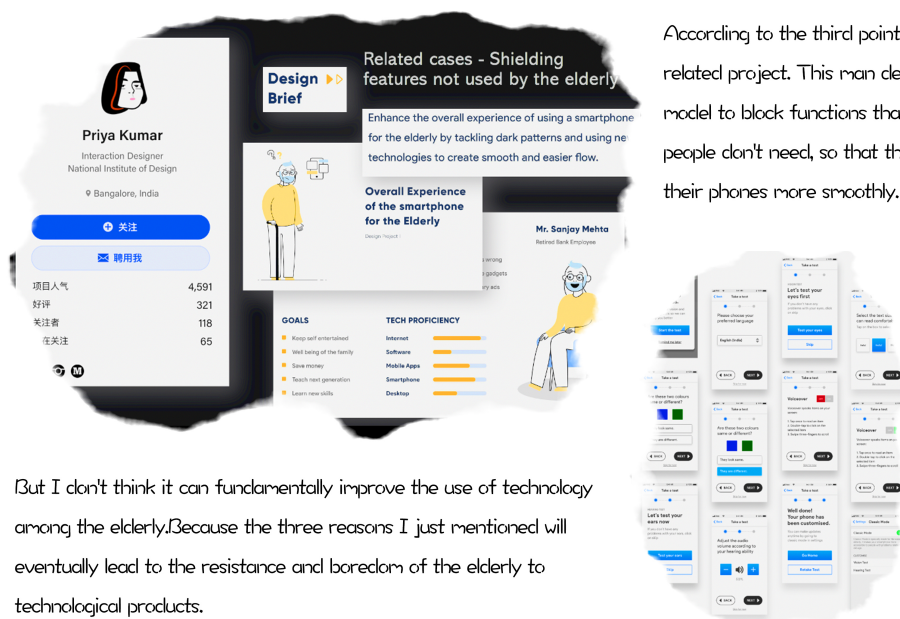
Three reasons were then summarised for why these older people do not use digital technology.



User profiles were created based on these characteristics. Start with the three pain points of their reluctance to use digital technology. Finding solutions.



In the same context, there are other people who have designed a software that can block functions that are not needed by the elderly. Thus allowing older people to use their smartphones more easily.



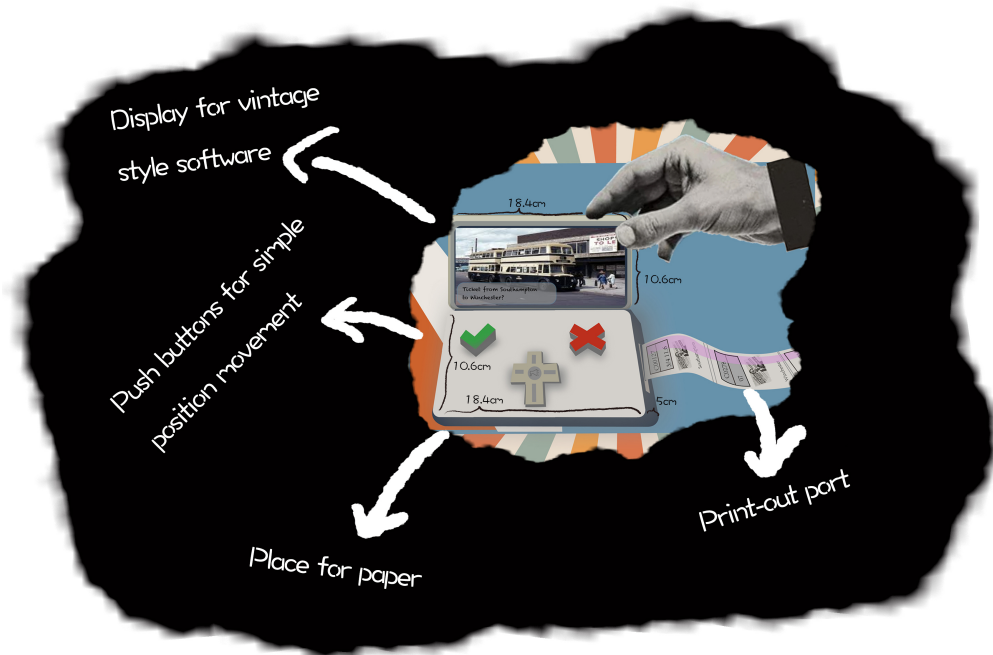
But I don't think it can fundamentally improve the use of technology among the elderly. Because the three reasons I just mentioned will eventually lead to the resistance and boredom of the elderly to technological products.

But I think this would make the software more complicated to operate. It does not solve the problems of the elderly. So I would like to design a software that has only simple functions and can enter information in advance. This way older people don't have to fill in a lot of information themselves.

# what I want

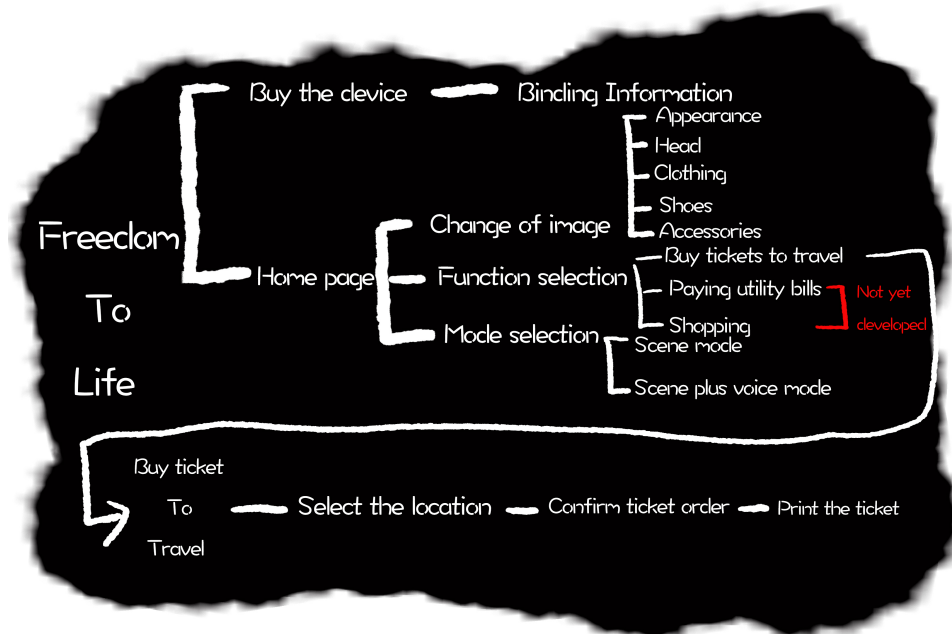


Then it occurred to me that maybe it's not just a piece of software. A new ticket buying device could be designed, specifically for these elderly people. Not for high tech but simple and practical.

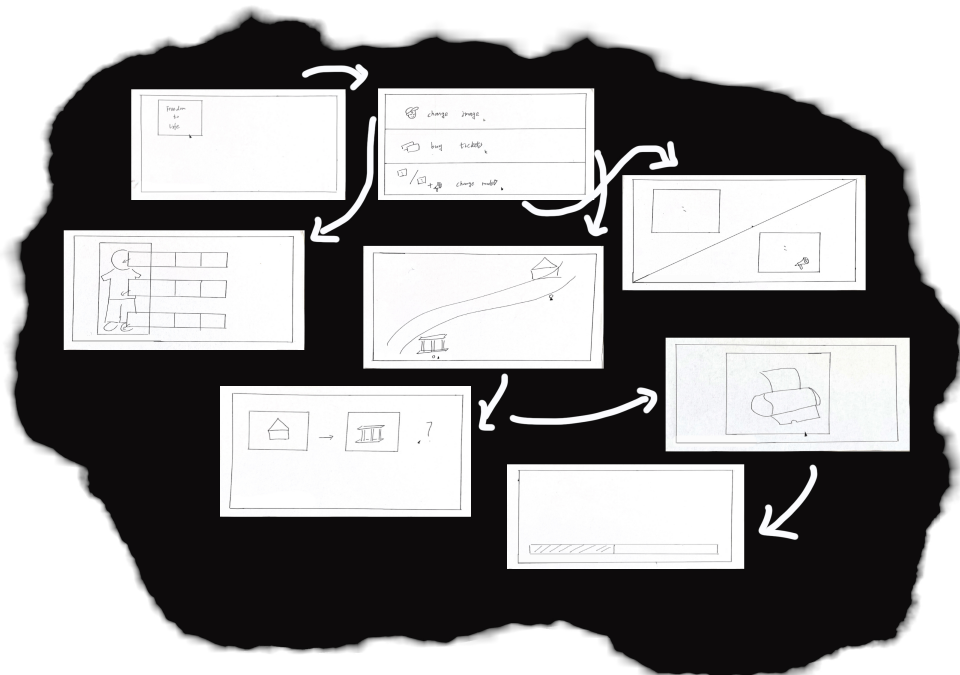


Below is a diagram of the functional framework of the software that comes with the device.





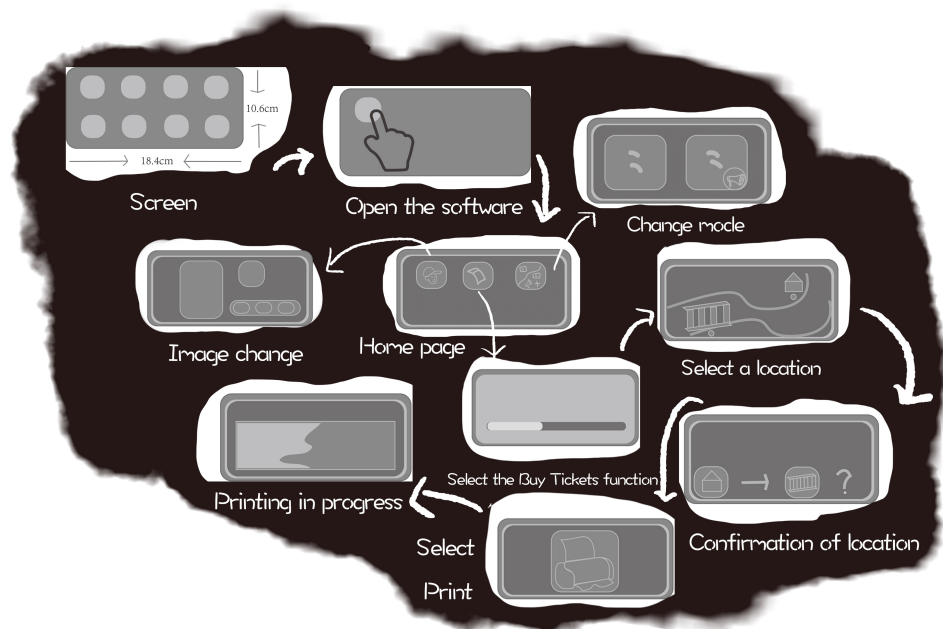
This is the functional flow chart of the software. Only the simple basic functions are retained to suit the needs of older people.



Testing with a generation of paper films. From there, problems with the functional design are identified and improved.

<https://youtu.be/Gwn7LukjUWo>

This is a prototype of the second generation after changes.



I ended up making a creative product promotion poster. The design was done in a retro 70's style. Contains a model of my product. The connection of the old man with the ladder to the station symbolises that my product provides a shortcut for the old man to buy a ticket. The use of a robotic arm gripping a white glove symbolises that high technology can also be combined with ordinary technology to achieve the ultimate goal. The retro text box symbolises that older people can continue to write about their lives in a bygone era and deal with the technology they are familiar with. They do not have to be forced to learn new technologies in order to live happily as they did before.

