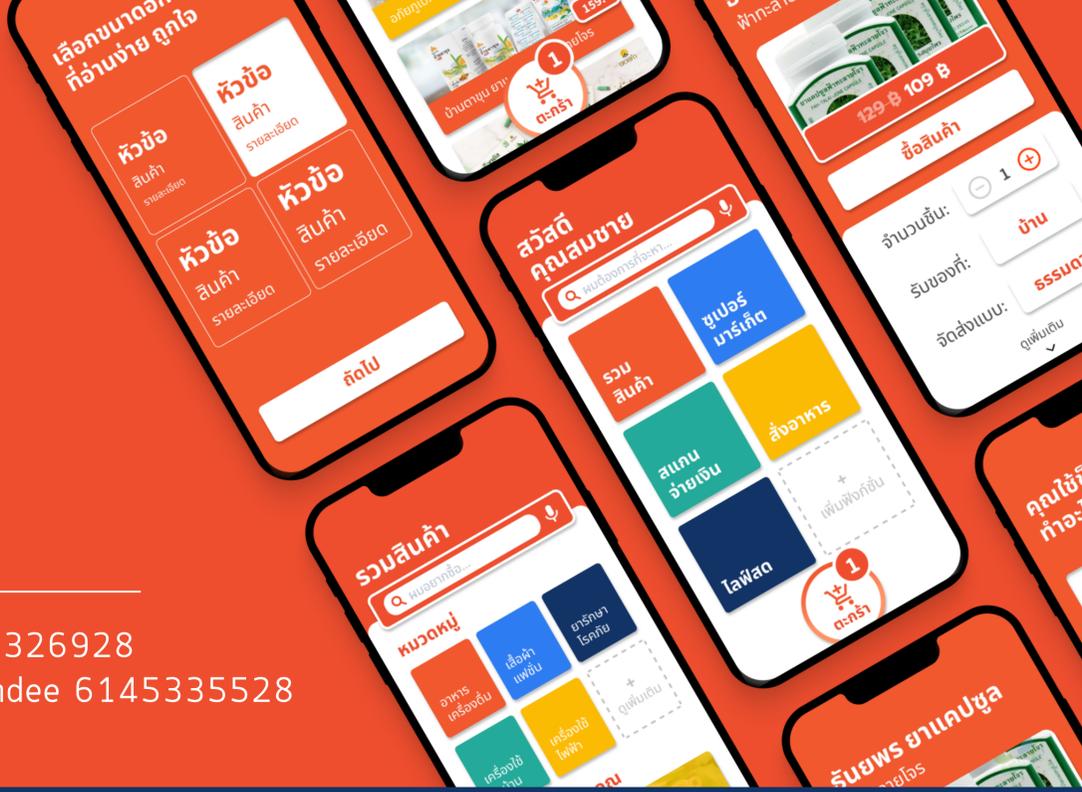


Application Accessibility Guideline For Thai Elders

Krithapas Sethasombat 6145301128 | Tin Siridej 6145326928
Chakrit Asavamaneekul 6145312028 | Nuttapong Srikamdee 6145335528



Project Summary

The project is aimed to create design guidelines for apps specifically for elders aging from 55-70 years, with the main goal of finding the answer of what an application for elders looks like.

Project Objectives

- To attain an understanding of the behavior and mindset of how the older generations operate in terms of application usage
- To learn about the optimal user interface of applications made for elders, specifically layouts, visibility, and accessibility
- To apply the guidelines and visualize it in a manner that allows for ease of adoption and demonstrate auditing process

Problem Statement

With more than 20% of Thais consisting of individuals aged 60 and up - a number expected to rise to 28% in 2030 - and the majority of everyday tasks now executed in-app, current UI designs not conforming to their demands and behaviors have brought upon extensive hardships in their daily ongoings and putting a dent in the country's overall development moving forward, leading to an emphasis on these issues and having it tackled becoming a necessity.

Methodology



A combination of primary - in-depth interview and mid-project testings - and secondary research was executed to best optimize the results and comprehension of the target market.

As a part of the research, the following frameworks, categorized into Internal and External, were utilized:

Internal Frameworks:

- User Persona
- Empathy Map
- Value Proposition Canvas

External Frameworks:

- IDEO: Three Lens of Innovation
- Heuristic Evaluation

Evaluation

To acquire a practical and actionable evaluation of the guideline itself and auditing results, the following industry-standard frameworks were incorporated:

In-Person Testing

Meant for documenting of user usage behavior to gauge their understanding of the application

Heuristic Evaluation

Also applied as a rechecking mechanic to promote international standard compliance with the following 5 of 10 principles

A/B Testing

UI choices are provided for participants to select the ones adhering to their preferences and demands

Net Promoter Score

A score of 25 was achieved, indicating positive user feedback and that the refit suits the audience



Error Prevention

Increased touch target size as well as wider element spacing for better tapping precision.

User Control and Freedom

Enable users to select core features of their preferences for faster access

Helping users recognize, diagnose and recover from errors

Simple and concise UI design geared towards optimizing feature comprehension and user flow

Aesthetic and minimalist design

Uncluttered interface design to reduce elder's mental loads which is already handicapped from aging.

Consistency and Standards

Consistent design language throughout application interfaces for faster self-learning and inference.

Guideline Application Audit

Experience the all-new prototype

