Red Button

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RED BUTTON is a feature to be added to existing applications, a separate application or an operating system feature that allows a family member or friend to remotely customize help text or create digital instructions for the elderly in ways that they understand best.

Standard help text, installation and operating instructions and error messages in most applications are not geared towards elderly and the non-tech savvy. More often than not, they have to ask a tech savvy family member or friend who might be able to explainit to them in ways they understand.

In physical situations, we may be able to write notes for them, create post its and run the process through with them multiple times. Even with that, it is not easy for them to remember and recollect. Reminders are necessary.

But what happens when they are suddenly isolated and the only way for them to see and interact with their family is through adigital application that confounds and distresses them? Trying to navigate it over a phone call is frustrating.

This idea proposes a way for a friend or family member to record either an image, text, voice or voice instruction that can be pinned directly at the right location in the application to provide the necessary prompts for them to operate it. The user can independently open it with a click or it can be configured for auto play whenever the user turns on the application.

The important element is that it is in the voice or writing of a familiar person who is using words, language and references that make most sense to them.

WHOM IS IT FOR?

For elderly, non-tech savvy people who suddenly find that they need to use a new digital application to communicate with their loved ones.

It can also be extended to anyone who is struggling with digital devices and applications.

WHY IS IT RELEVANT?

Anxiety and helplessness increase in sudden isolation. Distances seem larger and time seems short. Dealing with unfamiliar technology is gets even more stressful.

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WHAT IS NEEDED TO IMPLEMENT THE IDEA?

More user research and desirability study
Technology feasibility study
Market research
Developing principles around compassionate interface design.
UX and UI design and testing
Business model development

WHO CAN CONTRIBUTE?

Software Developers/ Architects
Design Researchers
UX Designers
UI Designers