A Study on Service Design of Smart Content UX Framework for the (New) Silver Isolated Generation

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Abstract

Recently, diverse cultural contents enabled easy access via smart devices, providing opportunities for sharing and participation and, thereby, improving quality of life. It is also urgently needed to develop an UX framework for customized smart contents in order to provide more diverse contents to senior generation. The purpose of this study is to propose a service design of an UX framework for customized smart contents targeting the (new) silver isolated generation and improve convenience in access to various cultural contents.

The method and scope of this study was as follows: first, to collect information about physical function, senses and emotion, characteristics, use of smart contents, lifestyle, use method, behaviors and manners, and smart contents environment of senior generation, literature review was performed based on previous research conducted in South Korea and elsewhere.

Second, to specify and apply the research in the future, an analysis was performed regarding color perception responses according to change of color properties of senior generation, smart content structure and manipulation process, category components and UX and basic colors of smart contents. Third, based on the analysis result, a service design for health (psychology) pilot contents was proposed, in order to research the smart content UX framework for the (new) silver isolated generation.

The result was as follows: first, over 50% of use of smartphones by the senior generation was concentrated on social network and simple information search. This suggests that most applications do not take into account physical and emotional characteristics of senior generation and, therefore, are not accessible to them. Also, analysis of the physical characteristics and color perception responses of senior generation showed that their cognitive abilities including vision, sensitivity to glare, and hearing have rapidly deteriorated, but appropriate use of warm and bright colors helped reduced depression and promote positive emotions.

Second, analysis of smart content UX for senior generation showed that the content structures and manipulation methods are likely to change so that they are changeable according to various environmental factors, unlike in conventional interactive methods. Also, the content category components and basic color UX will need to take into account physical characteristics of senior generation and be designed by using accent colors of medium saturation, warm background colors, and icons with clear brightness, saturation, and contrast.

Third, based on the results of the analysis, in this study, a health (psychology) pilot content designed by using the UX framework structure and colors for smart contents targeting senior generation was proposed. The framework structure and colors must be suitable for various mobile and information devices; authoring SDK must be developed in order to apply the designed UX; modules for library interlocking, etc. must be built; an index of colors and color schemes preferred by senior generation must be developed; and, visibility and consistency must be maintained when applying...