

“SMILES, KIDS, HAPPY SONGS!”: COLLECTING METAPHORS WITH OLDER ADULTS

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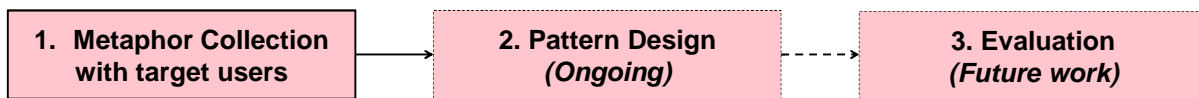
How to encode intuitively:

- | | | | |
|-----------------|-----------------------|---------------------------------|----------------------|
| M1. Reassurance | M3. At destination | M5. Friends or relatives nearby | M7. Device connected |
| M2. Problem | M4. Point of Interest | M6. Promotions | |

Into haptic patterns suitable for the older adults?



Proposed Method: Metaphor-Based Design



E.g. M.5

Q1 6 p [4f/2m] avg 73 yrs

You are shopping in the commercial centre. One of your friends is here too! The device indicates his/her presence. Which object, sound, melody or image would you associate to this message?

“Trust, reassurance, same tastes”

→ Too focused on the context or too vague

Q2 5 p [2f/3m] avg 72 yrs

Friends nearby: to indicate the presence of friends near your location. What spontaneously comes to your mind for this message? It can be sensations, sounds, images, smells...

“Human presence, my wife, people here, communicate”

→ Even more general and abstract answers

Q3 15 p [13f/2m] avg 74 yrs

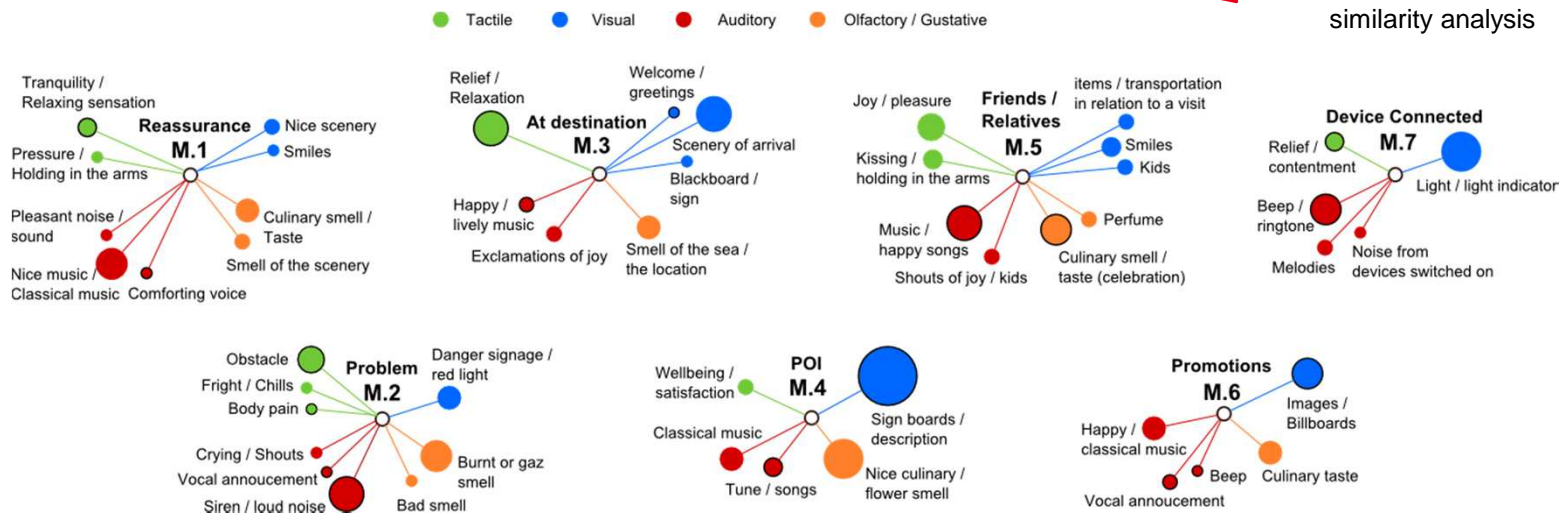
To indicate the message friends or relatives nearby, what would you associate to it:

- Tactually / at the body level
- As images, signs, sights
- Melodies, sounds, noises, music

“- kissing, joy
- Smiles, kids
- Happy songs”

→ Bingo!

With ad-hoc similarity analysis



Findings

- Methodology needed to be adapted
- Similar metaphors as for a younger age group (Brunet et al. WHC'13)
- Messages were obtained in different modalities