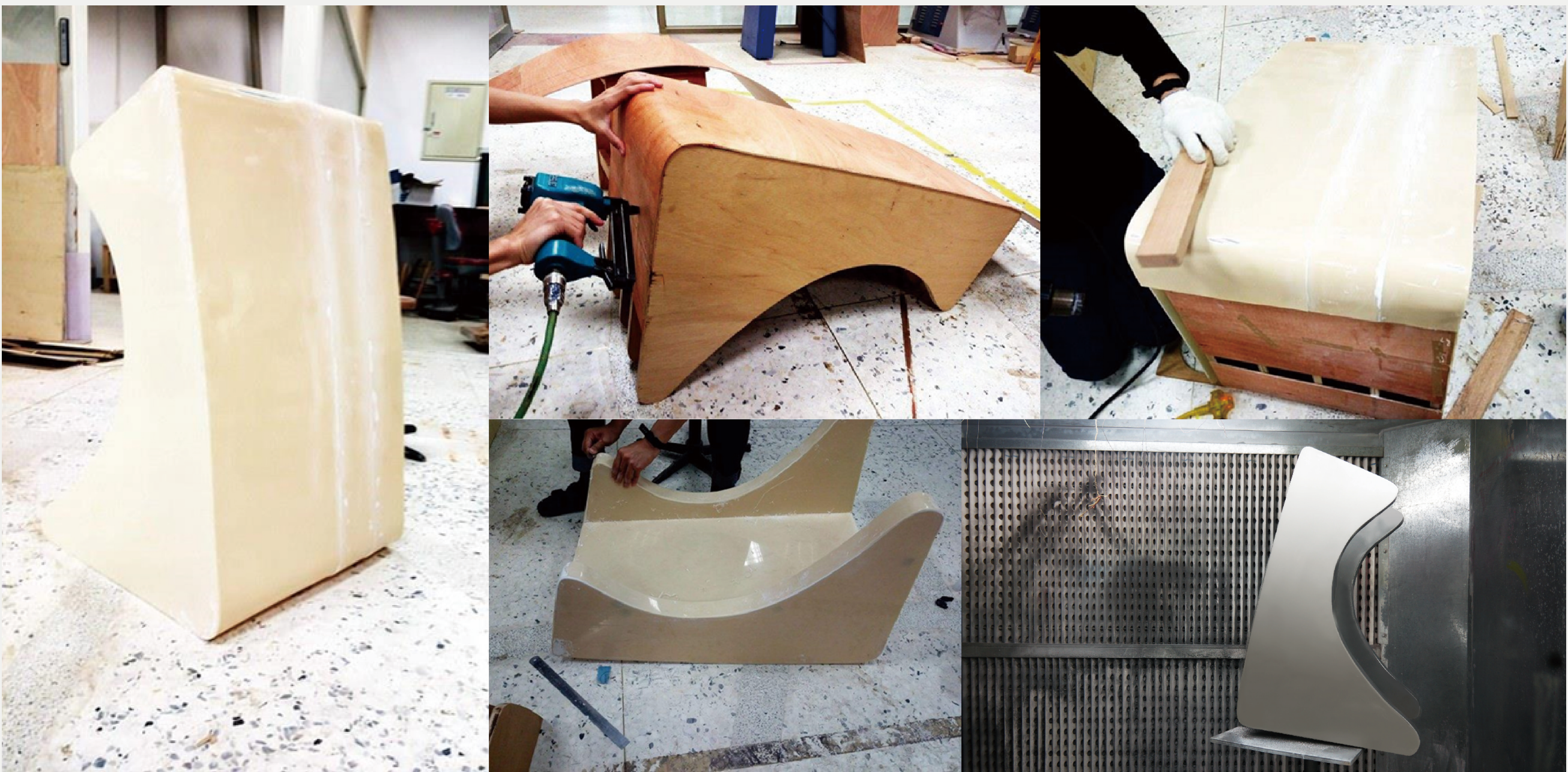
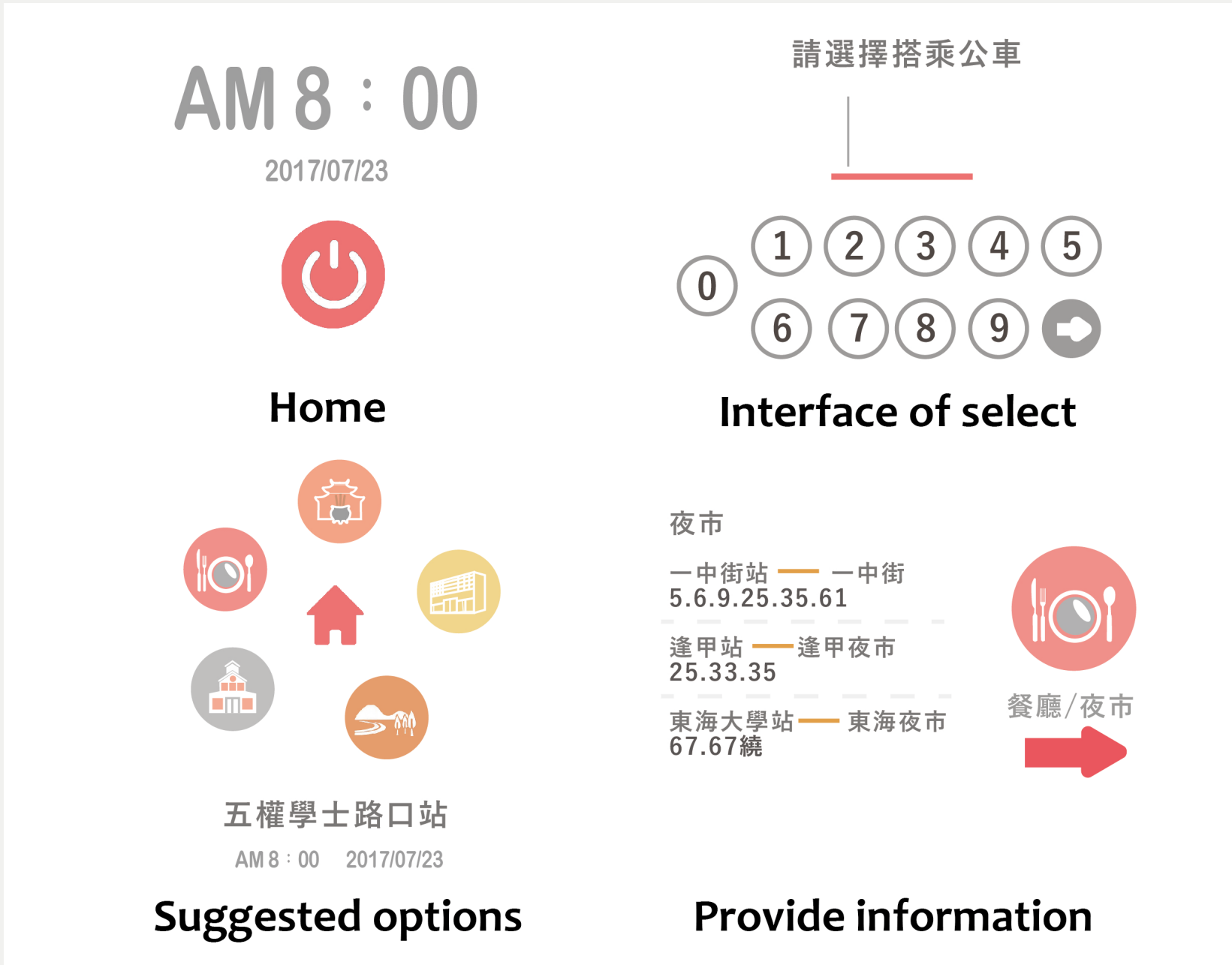
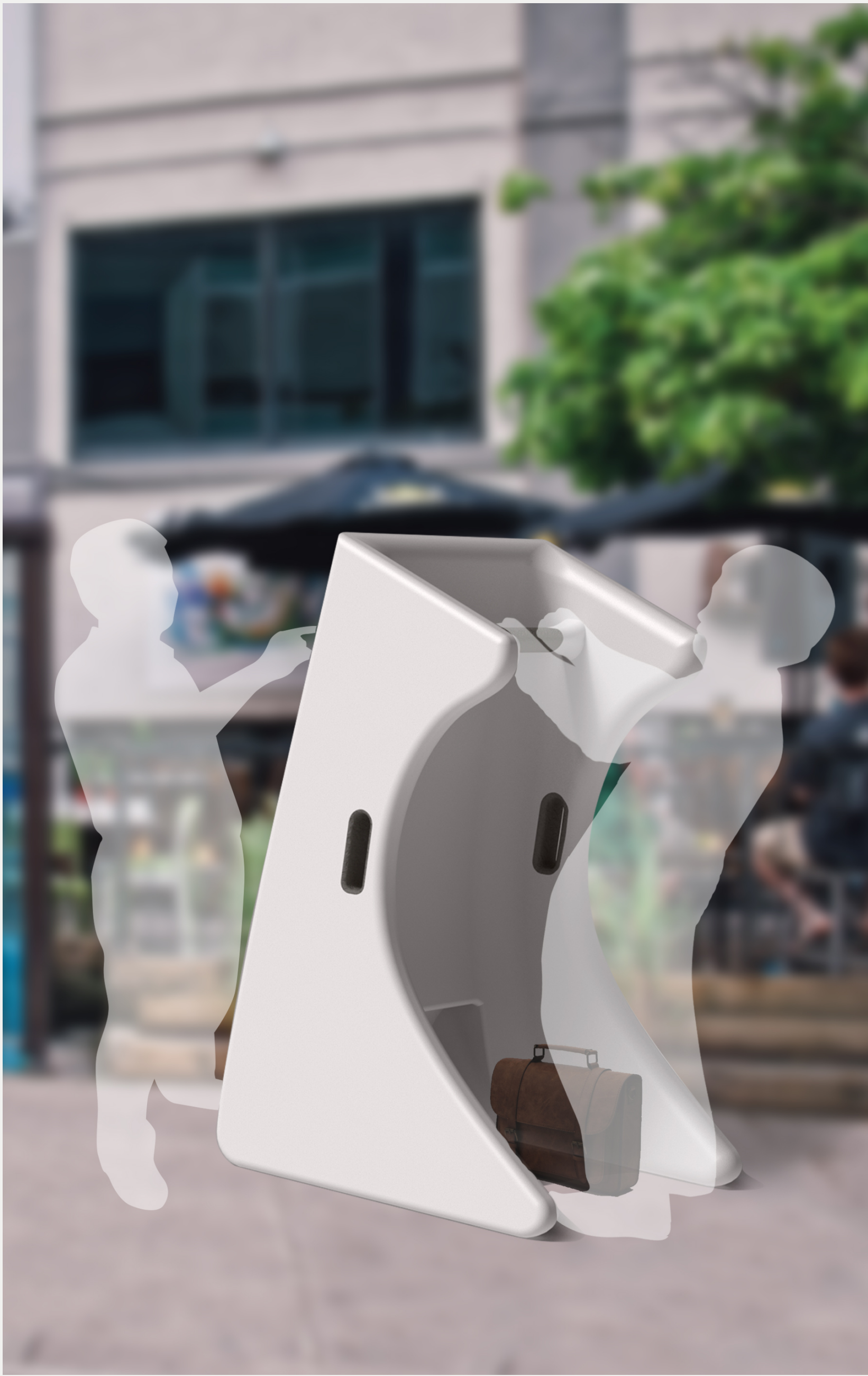


Transportation Assistive Device for the Elderly Based on Service Design

Taichung, Taiwan



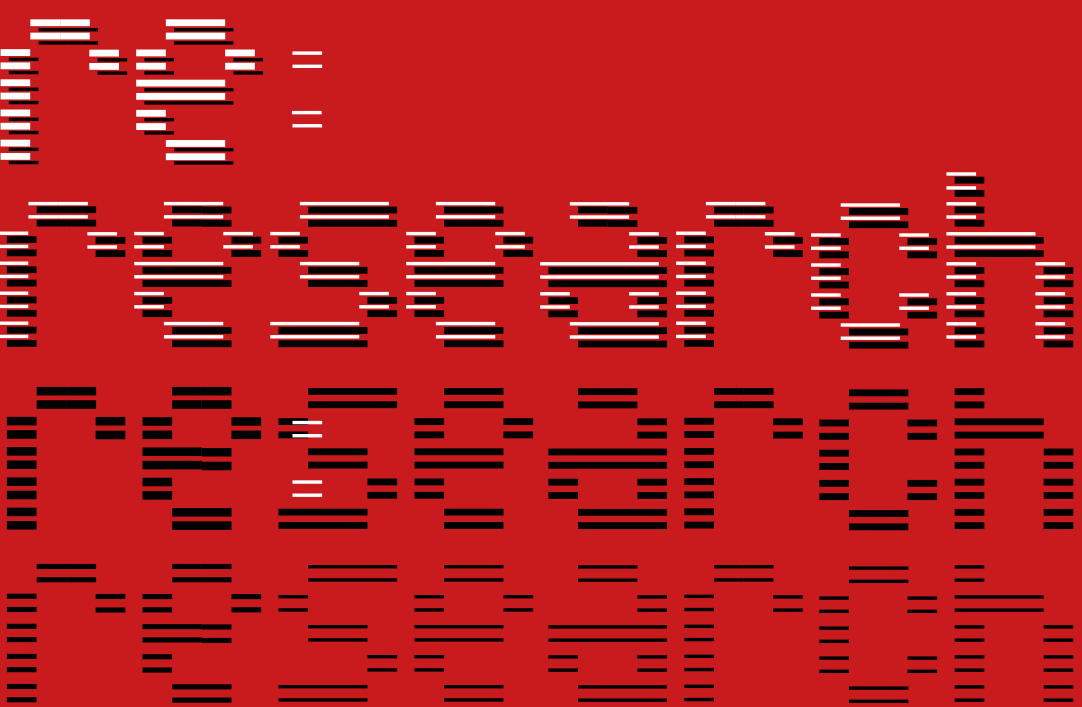
Research methods

This study aims to develop a product/service for the elderly based on their daily requirement using service design model. Several design methods are applied to identify design requirement before the ideation of this project – rapid ethnography, empathy map, point-of-view analysis and customer journey definition. The activity of taking a bus is selected as the transportation event since it has important role of social connection.

Prototyping

Mock-ups are used as a base of design review through the inclusive approach. Subjects are explained about the design concept and guided with defined scenario of using the kiosk. To respond to the questions and suggestions received from the elderly subjects, design modification is processed and focused on the following issues:

1. Stretch area is more suitable at the back side to reduce embarrassment.
2. Temporary baggage storage is necessary for the elderly.
3. Add the item selection based on “direction”.



Author(s)

Hsien-Jung Wu
Yu-Ting Chou
De-Fang Chu
Chia-Yu Chien

Organization

National Taichung
University of Science and Technology
National Taichung
University of Science and Technology
National Taichung
University of Science and Technology
National Taichung
University of Science and Technology

iasdr 2017

University of
CINCINNATI

D | A | A | P