

Automotive Technology

Ageing Drivers Vehicles Technology

Technology Desires & Needs of Older Drivers

Mike Bradley, Suzette Keith, Gill Whitney, Judy Wilson & Irena Kolar
Middlesex University

The Investigation

Objectives

- Create older user group
- Elicit older person 'latent' needs relating to vehicle use
- Investigate technology functionalities which appeal to older users
- Investigate barriers to older user take-up of new technologies
- Develop design solutions and guidelines for designing complex user interfaces for older users

Approach and Plan

- Recruit large older user group through questionnaire submissions.
- Elicit older users perspectives on technology and technology features through questionnaires, interviews, focus groups.
- Develop latent needs through observational techniques and repertory grid methods.
- Participative research and design process – older user as co-designer of interface solutions.

Collaborators & Partners

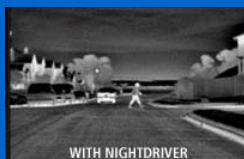
Ford Motor Company Limited
Brunel University Design Department

Examples of types of automotive technologies to be investigated with older user group:

Lane departure warning



Night vision enhancement



Navigation



Alternate input devices



Potential Benefits

For older people

- Involving older users in the design process
- Communicating older user advanced technology needs to automotive industry
- Making assistive automotive technology accessible to older users
- Identifying technology interface roadblocks to older user usability

For society

- Lowering the technology barrier for novice, technophobic, and older users for technologies which can provide transport efficiency, safety and enhanced mobility.

Early small focus group session exploring use of vehicles and technology:

"Age is just a number"



"I couldn't do without a car - the thought terrifies me"

"You are as young as the man you feel!"
(said by a woman!)

"I feel sixteen, but when I look into the mirror, I see an old woman and this makes me sad"

Contact Details

Principal Investigator
Mike Bradley
m.d.bradley@mdx.ac.uk
Product Design and Engineering
Middlesex University
Trent Park
Bramley Road
London N14 4YZ



Co-investigator and Researcher
Suzette Keith and Irena Kolar
s.keith@mdx.ac.uk i.kolar@mdx.ac.uk
Computing Science

