

MeTODO RESEARCH GROUP



- **MeTODO**

- University of Zaragoza (Spain)
- Multidisciplinary Group: Marketing; Sociology & Information Systems
- Professor Dr. Carlos Flavián cflavian@unizar.es

- **Main Research lines:**

- **Social interaction**
- **End-users behaviour**
- **New technologies**
- **Usability & accessibility**
- **Trust & security perceptions**



Expertise on social interaction

- **Social networks** is a topic of growing interest
- Social networks allow to:
 - Share knowledge
 - Overcome the physical and time barriers to interaction
- However, social networks are mainly focused in young / medium-aged people



- It is necessary to develop social networks for **elderly people**

Expertise on social interaction

- Why social networks are not being used by elderly people?
- Mainly because of problems of:
 - **Usability**
 - **Accessibility**
- Social networks are not adapted to elderly people
- We lack important possibilities for interaction of elderly people.
 - Indeed, some social networks address topics for elderly people (e.g. Diseases)
 - They should be adapted to them



End users perspective

- From a marketing point of view, in a competitive context, any offer should be directed to a specific market segment.
- Elderly people is a clearly defined market segment, with special characteristics, needs, wishes, interests and knowledge:
 - Physical limitations
 - Technological knowledge limitations
 - Educated in a different context
 - Different structure of preferences



- We need to **adapt the usability and accessibility** to the specific needs of elderly people

HOW TO PROCEED: USABILITY LAB

- MeTODO:
 - is responsible of Laboratory of Usability (WALQA: Spanish Reference Research Centre in Information Technologies)
 - Collaborates with AIPO (*Association for Human-Computer Interaction*)



OUR ADDED VALUE

- The VII Framework Program has an increasing competence
- To develop a successful proposal, problems should be analysed from a multidisciplinary perspective

- We need to solve problems from:

- **Technological perspective**

- Technical problems must be solved

- **End user perspective**

- End users should accept new technical solutions



OUR CONTRIBUTION

- We are **open to collaborate** in any kind of technological solution for elderly people
- **MeTODO** group can conduct in real end users situations for a well defined case study
- **Usability and accessibility tests:**
 - Laboratory of usability (Walqa Tech-Park)
 - Association for human-computer interaction
- Analysis of **end user's perceptions on:**
 - **Satisfaction**
 - **Intention to adopt the system**
 - **Adaptability to the market segment, etc.**



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