

UNIVERSITI TEKNOLOGI MARA

**A STUDY : USER INTERFACE DESIGN OF
SOCIAL NETWORK FOR ELDERLY
GENERATION-Y FOCUSING ON SKYPE VIDEO
CALL USING SMART TV**

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ABSTRACT

Social network has been adopted successfully as communication medium by Generation-Y in Malaysia. However the present elderly did not find social network as part of their lifestyle. The reason may be due to the different of users' experience and different interest. Hence today elderly users find it is less effective for them to use social media. Due to this reason, studies on user interface design for elderly focusing social network area is required in order to sustain the interest and support the Generation- Y needs when they aging and become elderly users. The aim of this research is to investigate the usage pattern of video call application on social network and to suggest the design features for elderly users. It is hope this research will enable the Generation-Y to continue enjoying their communication experience and engagement through social network as they grow and become elderly user in the next future. This research will be an instrument to examine the usage pattern of video call for Generation-Y. In order to support Generation-Y future needs, this research also investigates the most effective user interface design for video call on social network. It is hope that from this study, a propose guideline of features for video call application that focus on elderly users based on user experience will be able to produce. The propose guideline highlight user interface features for the video call application that focus on elderly users' need.

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CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter will provide a foundation of this research. It will discuss the fundamental of this research which covers research background, problem statement, research questions, the aim and objectives of this research. Besides, discussion also will include scope and limitation of this research. The significant of this research is included at the end of this chapter. Roughly, this chapter draws a basic picture of what this research is all about.

1.1 Research Background

Besides having a basic need for food and shelter, as a human we also need to belong to a group and form relationship. Being socially connected is our brain's lifelong passion. We communicate with each other throughout our live. Over the centuries this connection continues to maintain the bonding we have between family members and society. Mikkonen (2002) has reported in his study that involvement in social network give benefits to human in terms of well-being. In his studies about mobile communication, he finds that mobile communication services are perceived as beneficial products. He also added if social communication activities are maintained, health and willingness to live at home are also maintained.

Tandem with the development of technology, social networking has emerged to become the most powerful medium of communication today. *PEW Internet & American Life Project* (2005) reported that more than half of the social network users