

K.H-S. Wang, B-S. Harn. *The homepage design for the elderly people*. *Gerontechnology* 2008; 7(2):239. The present homepage design is made primarily for young users. It focuses on the complex operations, fancy linkages and drastic acousto-optic effects which young users like very much. Whereas for the elderly people, due to their degeneration of body functions, the complex operations and the drastic effects form instead a barrier of difficulty in use. This study, made through the elderly people's view point, is to find out the suitability of the homepage design model and its content for elderly people, and to construct an experimental website so that the page layout, word size, background color and the multimedia elements can be made together in optimum design for them. Their specific demand can then be better understood. As to the methodology, this study uses four factor DOE: Page layout 3 (Grid, Freeform, Racetrack) shown as figure 1 x Word size 2 (large, small) x Background color 2 (warm color, cold color) x Multimedia 2 (dynamic effect, static picture). There are 24 homepage choices in total. Internal design practice is used. 30 participants with age 45 to 65 from island wide are involved in this survey. The results show that the Grid pattern of page layout has high receptivity. The Freeform pattern in sole window becomes disorderly and confusing if simultaneously presented with the necessary information content and the commercials together. The Racetrack pattern simply lets the elderly people feel hard to make clicks due to its complexity. The elderly people prefer larger word size and clear font. In multimedia applications, this study finds that the elderly people are fully aware of the homepage supposed to provide useful and versatile information. The colorful smart design, animations and pictures are not necessary in their opinion. The background color of the home page makes no difference in their preference.

References

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Address: Lung-Hwa University of Science and Technology, Taiwan; E: che@mail.lhu.edu.tw



Freeform



Grid



Racetrack

Figure 1: Page layout