For Project one I am deciding to cater toward the parents of our generation. I feel this is a generation which was just behind the technology curve where as our generation truly understands and grew up with the technologies we have today our parents are a group of people in which don’t understand exactly how everything work. I am always teaching my parents how to do something on their smart phones and computers that we don’t even think about because its second nature to us.

Some things that need to be remembered when talking to this audience is that they are a little more old fashion when it comes to technology some parents still write letters instead of typing them. The language in the presentation should include new trends that adults wouldn’t understand but be very basic instructions. The colors should be very mellow and not harsh colors to look at but also shouldn’t be too light or small so it’s not legible. The words should have significate spacing so words are not clumped together. For my choice of navigation and interface I’m going to keep it very simple with standard back next and home buttons that are universal to understand. My images are very informative and explain the points I am explaining in each slide. My audio gives a visual representation of how audio and sound works. My videos are relatable to their generation and are not out of place. My interface is very basic and is explained every time brought back to the home screen so there is absolutely no confusion when clicking on buttons to go to the next slide, home, or the previous slide. Everything is extremely cut and dry and I believe it is catered to the generation perfectly.