Project 1 Info Sheet – Tommy Kouten

**3 Potential Audiences:**

1.) Elderly people over age 65

2.) College students with average knowledge of common technology

3.) People who have extremely short attention spans and require an interactive experience to remain engaged in something

**Potential Considerations for Potential Audiences**

Elderly:

-**Problem:** They grew up in a different time using far different technology, so interactive multimedia does not come as naturally to most of them.

-**Solution:** Use large buttons that are obvious and deliberate in their function. Keep the whole project simple with logical progression.

-**Problem:** Many old people have trouble seeing and hearing.

-**Solution:** Use large text and if using audio, make sure it is loud enough. If video is part of the presentation, make sure there are closed captions. Maybe even include narration over the entire presentation.

-Overall project should be kept extremely simple and logical. Stay away from curve balls and puzzles. They just want to learn in an effective manner and care less about visual flair. Make it visually appealing, but don’t confuse them.

Average College Students

-**Problem:** They get easily bored when dealing with a lot of text. In other words, they don’t like reading.

-**Solution:** Use as many pictures, videos, animations, and visual flair/graphics as possible.

-College-age kids are exposed to media and user interfaces on a daily basis, so having a distinct visual quality or style to your presentation is recommended. Maybe a visual theme recurrent through all slides in an attempt to create a visual language. Youngsters of today pick up on that stuff pretty quickly.

-We like to see something new, especially in media. Throw in a jump scare. Throw in some modern cultural reference. Young people don’t just want a stale, informational presentation. They want to be entertained.

People With Short Attention Spans

-VISUALS! The whole presentation should be as visual as possible. More image based than text based.

-Cram in as many animations, sounds, songs, pictures, and videos as you can. But not too many because then they could get distracted by too much on the screen.

-Make presentation very interactive so that the user must play a role in the presentation. This forces the user to remain engaged in the presentation. Maybe somehow turn the presentation into some kind of game.