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ASEAN Conference on Environment-Behaviour Studies, Riverside Majestic Hotel,  
Kuching, Sarawak,, Malaysia, 7-8 July 2010

**Graphical Design and Functional Perception on Technology-Driven Products: Case Study on Mobile Usage of the Elderly**

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**Abstract**

Three features-complexity of iconic, the visual limitation of the aged, and the interpretation of iconic symbols are investigated. The research finds that respondents are proved to be equally able to learn complicated level as younger users. With reading glasses, the elderly are able to visualize and understand simple icons as small as 5-10 mm, complicated ones as 30 mm, graphical ones with textual as 10-15 mm bright color for simple ones and cooler tone for complicated ones. 2D icons are for familiar objects while 3D and realistic ones are not. Textual representation could enhance the understanding of representation as well.

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*Keywords:* Technology-driven; elderly; perception; mobile phone

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**1. Introduction**

Technology has been greatly advanced and strongly affects our daily lives. In Thailand, the number of the elderly will gradually increase, which is about 12% of the population. According to my survey the widely used technological products among the elderly are mobile phones. The finding is that the interface features in mobile phones seem to be underused. As those features are too difficult for them too advanced for them; and eventually, block them from using the mobile phones effectively. That is what I concerned

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