

TEAM SAILOR MOON X TEAM MOSAICO



ELDERLY PEOPLE AND MUSIC



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BRIEF

Making Music Accessible for Elderly People

Elderly people want to continue enjoying music in their daily lives, but complex digital interfaces and the lack of accessible tools make it difficult for them to listen to music independently, limiting their engagement and enjoyment.



DESIGN GUIDELINES

To address the problem at hand, we examined several aspects that we identified as essential for developing effective solutions.



- User familiarity with the tool
- Usability and ease of use
- Accessibility for users with physical and cognitive limitations

SOLUTION PROPOSALS

01. Smart Radio



02. Juke Cards



03. Emotional Touch



01. SMART RADIO

Smart Radio is a product that allows users to listen to music comfortably from home.

Unlike a traditional radio, where there is no possibility to choose the audio content, in this case the user can select which song to listen to thanks to a direct connection to predefined playlists.

We chose to use a tool that is widely known and familiar to elderly people, but with a small technological enhancement that improves its usability.



01. SMART RADIO

The product looks aesthetically like a classic radio, with buttons and a volume knob.

The **buttons** (1-2-3) correspond to the playlists or music genres that the user can choose from, which are externally linked to the device.

In line with the brief, this design solution provides a physical device with buttons that simplify and enhance the experience for an elderly user.

At the same time, it allows them to listen to music while choosing the songs that best evoke their traditions.



02. JUKE CARDS

Juke Cards take inspiration from the jukeboxes that were once very popular.

This product is essentially a smaller, personal version to keep at home, allowing users to select songs through small cards onto which tracks or playlists are loaded

We used '*cartelas telefônicas*' as a reference: phone cards that were popular in the 1980s and were inserted into public telephones (*orelhões*) to make calls.

These cards eventually became true collector's items because they often featured a wide variety of illustrations

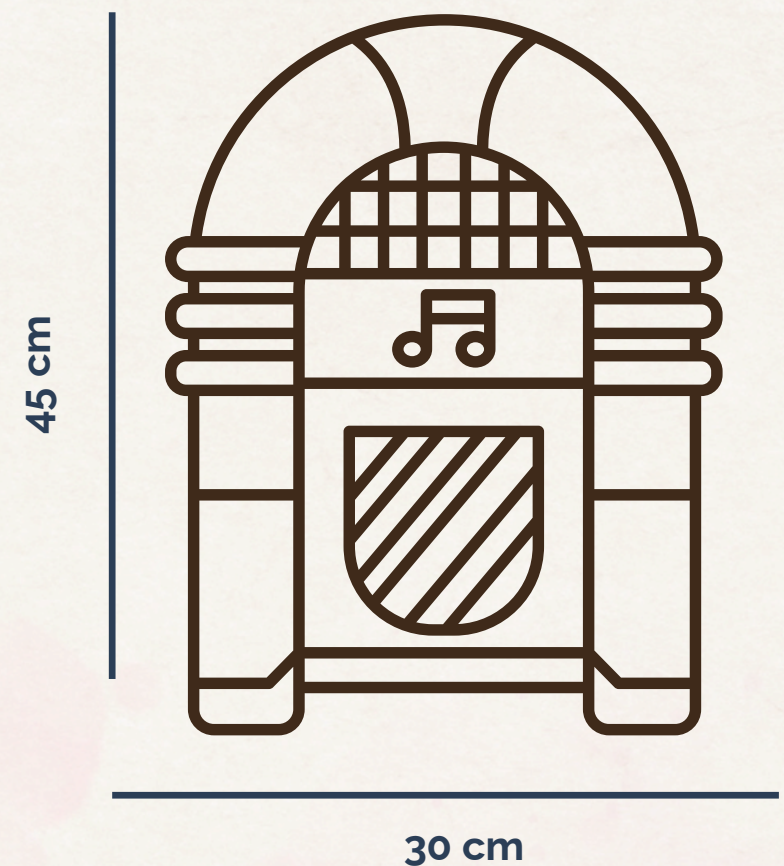


02. JUKE CARDS

The design solution will include two components: a **small jukebox**, which will feature a play/pause button and + / – buttons for volume control, and **the musicards**.

Each musicard contains a song, a playlist, or an album from a beloved Brazilian artist.

Furthermore, just like the originals, the musicards will feature graphics representing their content, making them easy to recognize and, above all, collectible.



musicard



03. EMOTIONAL TOUCH

A large, ergonomic, non-slip rubber remote control featuring only four enormous, color-coded buttons.

The design fundamentally **bypasses digital anxiety** by eliminating complex screens and menus. Each button is pre-programmed to perform a high-value emotional task with a single, large press:

1. Sending a pre-recorded voice message (e.g., "I love you," "I am well").
2. Initiating a simplified, pre-set video call with a designated grandchild.
3. Playing a pre-selected melody or song of their choice.

The interaction is reduced to a single, large "**emotional touch**", transforming complex digital communication into a simple, tangible act of connection.

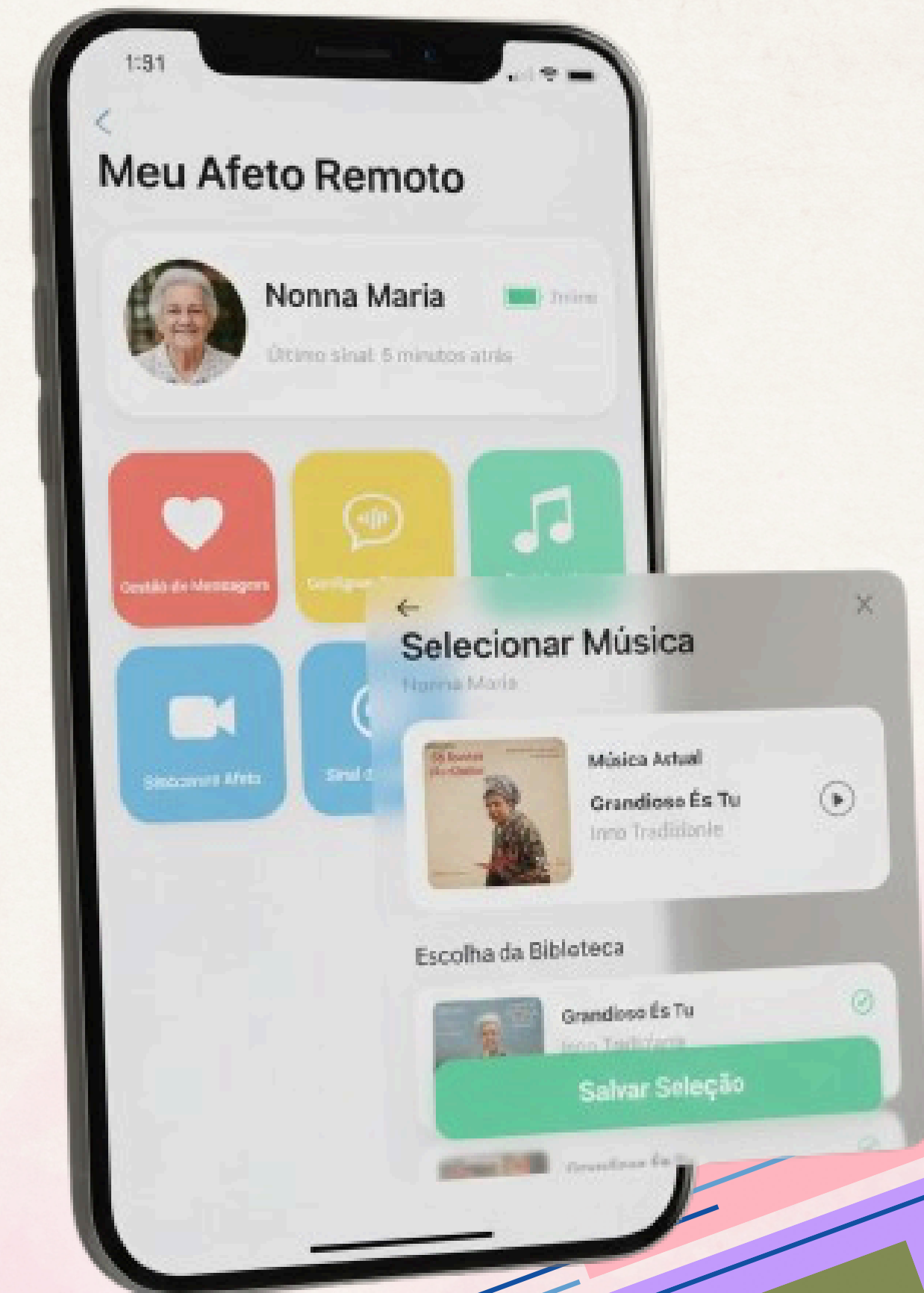


03. EMOTIONAL TOUCH APP

The Emotional Touch App is the essential digital management hub for the remote.

Clean, minimalist interface, the app is used exclusively by caregivers (family members) to securely and easily customize the remote's functions for the elderly user.

- **Remote Personalization:** Caregivers can remotely assign and update emotional content, such as the specific song for the music button or the contact for the video call button.
- **Affection Connection:** The app enables the caregiver to manage the primary video call recipient and the content of the pre-recorded voice messages.
- **Passive Monitoring:** It provides non-invasive status checks, displaying the remote's battery level and receiving the simple "Affection Signal" sent by the elder.



NEXT STEP

We invite you to choose the solution that best meets your needs, satisfies your users' requirements, and aligns with the requests made

We will fully develop the chosen solution, including the necessary guidelines to enable you to continue with the project prototyping.

DEADLINE 22/23 NOVEMBRE 2025

