When Simple Technologies Makes Life Difficult

Pursuing experienced simplicity in welfare technology for elderly

Suhas Govind Joshi
Department of Informatics
Faculty of Mathematics and Natural Sciences, University of Oslo
Oslo, Norway
joshi@ifi.uio.no

***Abstract*— In this paper, we use the case of elderly living with welfare technology to demonstrate how technology intended to be simple often defeats its own end. We discuss why simplicity requires attention and consideration not only to the context-detached design but also to the design in use as applying analytic and imagined simplicity does not guarantee experienced simplicity. We provide examples and evaluation results to help argue for our perspective on simplicity and present five implications for design pursuing simplicity.**

Keywords* — *simplicity; elderly; welfare technology.

I. INTRODUCTION

With the large-scale rollout of welfare technology many elderly find themselves living a life surrounded by technology. One of the technological devices found in the apartment of an 84 year old lady residing in a local care home in Oslo is an automated light sensor in her living room. Because of the small size of her apartment she sleeps with the door open, and when she turns in bed at night the sensor in the living room registers her movement and the light is activated throughout the apartment. Her solution to this was to cover the sensor with tinfoil (as illustrated in Figure 1).

Figure 1. Covering a sensor with tinfoil (Photo: S. Finken [1])

This observation exemplified how simple technology may end up making life difficult, and served as a trigger for us to explore the matter of simplicity. This paper investigates difficulties with making technology simple for others, in this particular case making welfare technology simple for the elderly. The discussion is grounded in data gathered with three different evaluation methods spanning over six months involving 45 participants, including 30 elderly with an average age of 86 years.

The paper is structured as follows. In Section 2, we give an analysis of simplicity in the literature, as well as our perspective on the matter. In Sections 3 and 4, we outline the research context and research methods of our study before presenting the results in Section 5. We end the paper with a discussion in Section 6 on why simplicity is challenging through five implications for design pursuing simplicity.

II. SIMPLICITY

Simplicity in its most elementary definition describes something with an uncomplicated quality or condition. Researchers have applied the concept of simplicity to various research studies within various disciplines of computer science. Over time, this vague definition of simplicity has made it applicable to different areas of computer science, and in several disciplines the term has evolved into an established term with a more refined and tailored use mainly applicable to that specific discipline or context. As a philosophical principle, simplicity can be differentiated into ontological, following the principle of parsimony, and syntactical (structural) simplicity, perceived as elegance [2]. Hence, the theoretical perspective of the researchers in the debate of philosophy of science can heavily influence how they perceive and apply such a term. Lee et al. [3] describes simplicity within the area of Human-Computer Interaction (HCI) as “not only simple page layout but also interface organization, functionality, structure, and workflow and framework”. Following this definition, simplicity in HCI encompasses various elements and researchers tend to find their own perspectives and definitions to simplicity. One of the most cited authors on simplicity, Maeda [4], defines his ten laws of simplicity (reduce, organize, time, learn, differences, context, emotion, trust, failure and the one). On the other hand, Colborne [5] concentrates on only four strategies (remove, organize, hide and displace) in his discussion on simplifying devices and experiences. Simplicity has also been analyzed through the notion of minimalism by Obendorf [6] who defines four types of minimalism (functional, structural, compositional and architectural) and utilize this perspective on minimalism to discuss simplicity in HCI. However, as Picking et al. [7] points out, design principles are in general often formulated as brief guidelines that aim to cover wide areas of application and apply to multiple domains simultaneously; it

 ISBN: 978-1-61208-382-7

is difficult to use these guidelines consistently as they rarely specify which specific design choices to make. Since laws, strategies and principles for simplicity can serve as everything from minor inspirations to governing factors, Obendorf [6] have called for more differentiated and concretized definitions of how simplicity is understood, and exactly how it influences the design outcome.

Several researchers have pointed out the importance of simplicity as a design principle in systems designed for the older population [8]-[10], however prior studies [2] suggest that perceived simplicity is context-dependent and relies heavily on the users' previous exposure. Our understanding of simplicity is anchored in two main elements, namely *mastery* and *context*. Both of these elements revolve around the users' experience and perception of the system in use rather than the isolated and context-detached design itself; simplicity is a characteristic of a system that manifests itself once the intended users take use of the system in its appropriate context. When using simplicity as a design guideline, one should always envision the act of simplification resulting in positive effects on the mastery of the user in the desired context. Blindly following simplicity as a design principle, e.g., reducing or hiding elements because general rulebook on simplicity says so, ignores the true intention behind the design choice, namely disentangling the perceived complexity. However, analyzing the simplicity laws and principles of Maeda, Colborne and Obendorf one quickly register that these laws mainly consider simplicity as context-independent. All of Colborne's four principles encourage modification to the design detached from the eventual context. Similarly, Obendorf relies on minimalism which itself does not automatically ensure systems free of complexity; it only encourages basic design with deliberate lack of decoration without discussing the perceived simplicity. From Maeda's ten laws we can extract five laws considering the relational use of the system rather than the system itself, namely time, learn, context, emotions and trust. Only these laws reflect how we understand simplicity, i.e., rather than being a term of size, quantity or volume, it should first and foremost reflect the contextual experience. Thus, simplicity in a system is not something one adds to the design; it is something achieved once mastery is uncomplicated in its appropriate context.

Our view on simplicity aligns with the research of Eytam & Tractinsky [11] suggesting that the ability to design own complexities can be a desire among users. They define this contrast between advocated guidelines for simplicity and the observed behavior as the paradox of simplicity, and argue that simplicity is not defined in objective guidelines but rather be understood through how the users perceive simplicity. The explicit focus on the users' side of the interaction in HCI influences how we discuss the concept of simplicity how it is a matter of more than just reducing complexity; simplification is an intricate and dynamic design principle embracing factors such as mastery and context of use as examples of decisive factors of simplicity. This is also in line with [2] who suggest that simplicity as a design principle should be a complex and flexible design paradigm rather than a simple dichotomous variable, incorporating elements such as user interface design, as well as contextual factors (for example integration to other IS). Keay-Bright & Howarth [12] focus on designing intuitive interfaces and describe simplicity not as a compromise in richness or diversity of human experience, but rather a minimal interface that empowers the users to design their own complexities that ensures mastery.

III. RESEARCH CONTEXT

A. *Empirical context*

This study is part of a larger long-term research project focusing on newly acquired welfare technology in local care homes in Oslo Municipality. The particular local care home involved in this study consists of 91 individual apartments for the elderly (with an average age of 84 years) organized with common reception, cantina and recreation room. There is no medical services provided, and those in need organize their own arrangements with the district home care services, however the elderly have access to basic services such as hairdressing, foot therapist, gym and cinema. The goal of the local care home is to be a smart house, for example actively utilizing technology in order to prolong the time elderly can remain independent in their own homes before being admitted to a nursing home. Each individual apartment comes pre-installed with a set of new technologies, including automated lighting, heating and ventilation control, stove guard, electrical sockets with timers, motion sensors in all rooms, video calling, door locks with radio-frequency identification (RFID), and a customized tablet. Since the building opened in 2012, our research group has been present at this facility, and this local care home is an excellent arena to study existing technology. It also serves a venue where we experiment with new and alternative welfare technology.

B. *Technology under evaluation*

In this study, we included the tablet and some of the room control devices in the local care homes. The main objective was initially to concentrate solely on the tablet, however we feared that only studying this touch-based device would restrict the discussion of simplicity to an analysis of touch-screen interfaces rather than being an open discussion on how the user experience simplicity in the welfare technological devices that surround them. As a result, we included a set of devices in the room, i.e., light, temperature and ventilation systems, as well as the RFID door locking system.

1) *Tablet*

The tablet illustrated in Figure 2 comes pre-installed in all apartments and introduces a new way of arranging, planning and keeping an overview of everyday activities, as well as allowing residents to order meals from the downstairs cafeteria straight from the device. The tablet also provides basic opportunities for communication, namely telephoning

 ISBN: 978-1-61208-382-7

and text messaging, as well as entertainment services, e.g., radio and an Internet browser. However, the tablet only comes with one mode and offers few options for customization, hence flexibility and robustness is of great importance as it needs to support the daily activities of all residents and employees.

Figure 2. The tablet

2) Room controls devices

Some of the pre-installed technologies and devices in each apartment is lightning, heating and ventilation control in every room of the apartment. This includes automated motion-activated light sensors, automated thermostat and automated adjustment of ventilation. The three photos in Figure 3 depicts a close-up of the heating interface as well as the RFID door locking system used to access each apartment. The door locks automatically, but opens with a RFID-card, and represents an interface few had experienced before. Since all these devices come pre-installed there is no option for the residents to utilize other interfaces or interaction methods, e.g., traditional door locks with keys or two-button light switches, and these can all be seen as a part of the "welfare package" in each apartment. As a result, they were tested together during the evaluations, and we will refer to these devices as "room control devices" in this paper.

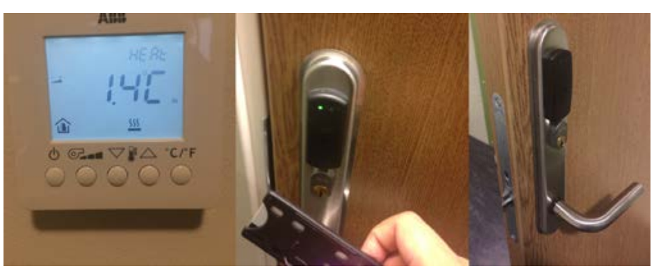

Figure 3. Heating control (left) and RFID door (right)

IV. RESEARCH METHOD

The data for this study was gathered over a six months divided into two phases. We were motivated by prior experiences with elderly and welfare technology [13][14] where findings suggest that giving enough time helps avoiding or eliminating bias. Three different methods of evaluation (Table I) were used during these two phases, and Figure 4 illustrates the outline of the research phases. We applied different methods of evaluation partly motivated by methodical triangulation, although the main reason was giving the participant more than just one opportunity to express their perspectives on simplicity. *The task-based group evaluation* allowed the participants to freely address simplicity issues during task walkthrough independent of schemas, heuristics or guidelines. Through the *simplicity evaluation* participants had a chance to evaluate the simplicity by grading pre-selected factors of simplicity, and during the *usability assessment* we did not ask them, but rather observed and measured them in order to discuss simplicity through their performance. The first phase included a task-based group evaluation, a simplicity evaluation and a usability assessment. The initial plan was to conduct these three activities during the first phase and then follow up with an equivalent usability assessment after six months with the same participants and the same usability criteria. However, due to the feedback and results discovered during the second usability assessment, we chose to repeat the simplicity evaluation as well.

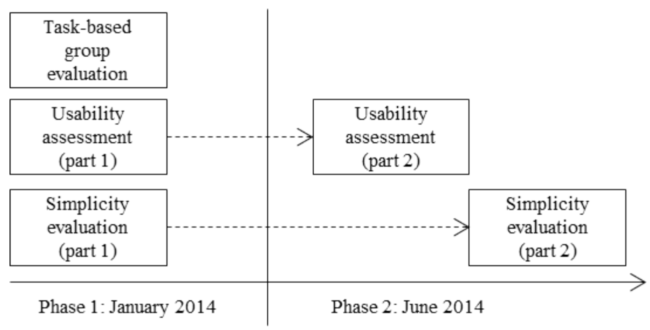

Figure 4. Outline of the research phases

TABLE I. OVERVIEW OF METHODS

#	Method	Participants Phase 1	Participants Phase 2	Participants Phase 1+2
A	Task-based group evaluation	21	-	21
B	Usability assessment	11	11	22
C	Simplicity evaluation	12	12	24

A. Task-based group evaluation

The task-based group evaluation was a part of a broad study where altogether 21 participants were engaged, namely 11 elderly, 7 employees and 4 experts. This dataset include several factors out of which some are not relevant for this study, although this evaluation has previously contributed to another study [13]. Nevertheless, the evaluation included a total of 6 sessions, 3 sessions with groups of elderly, 2 sessions with groups of employees, and 1 session with a group of HCI-experts. The sessions were structured as group walkthroughs of pre-selected representative tasks where the participants were asked to grade the severity of identified issues and then engage in a plenary discussion. Examples of representative tasks were ordering a meal and signing up for activities on the tablet and controlling lighting and ventilation in the room. During this session all participants labeled issues with predefined categories. The data included in this study are those issues labeled by the participants as “simplicity” issues. All participants were free to individually define what issues they considered to be simplicity issues.

B. *Usability assessment*

The usability assessment involved 11 participants; altogether, 7 elderly and 4 experts participated. The participants were given a set of 10 representative tasks to perform while completion time and error rates were measured and the sessions photographed. The tasks are listed in Table II. The tasks were distributed evenly between the tablet and the room control devices. Errors were counted and also divided into *deliberate errors* and *accidental errors*; the former represents errors where the user performed an action intentionally although performed the wrong action, while the latter represents unintentional actions. An example of a deliberate error is intentionally pressing the channel button on the television remote control when you want to adjust the volume because you in your best judgment consider the channel button to be the correct action for the desired outcome (i.e., adjust the volume), and you intentionally press that button. On the other hand, if you want to change the channel and while reaching for the correct button you unintentionally bump into the power button instead, then it is a case of an accidental error.

TABLE II. OVERVIEW OF PERFORMED TASKS

Task #	Task description
Task 1	Locking and unlocking the RFID door
Task 2	Playing a game on the tablet
Task 3	Browsing on the tablet
Task 4	Sending and receiving text messages on the tablet
Task 5	Listening to radio on the tablet
Task 6	Ordering food from the cafeteria on the tablet
Task 7	Activating room control devices with movement
Task 8	Setting and adjusting the ventilation
Task 9	Turning on and off wall and ceiling lighting
Task 10	Adjusting the heating level

These evaluations were carried out in the homes of 5 of the 7 participants, while 2 participants preferred to have the test conducted in an adjacent meeting room along with the experts. The usability assessment was repeated during the second phase in order to study changes in behavior, performance and satisfaction after six months. The conditions and environmental factors were similar between the two assessments with the exception that 1 additional elderly participant chose to not have the test in her apartment.

C. *Simplicity evaluation*

The goal of the simplicity evaluation was to provide the elderly with an opportunity to evaluate the simplicity without being restricted to certain tasks (as in method A) or tied to their performance (as in method B). Hence, the participants were asked only to grade the simplicity of the tablet and the room control systems. Each participant were given an individual oral and written explanation of each factor and was then asked to grade the simplicity factor from 1-5. The evaluation comprised 7 factors redefined from the 5 laws of Maeda coinciding with our perspective of simplicity, namely the symbiotic relationship between mastery and context. The 7 elements were *intuitivity*, *organization*, *memorability*, *error rate*, *time*, *learnability* and *trust*. Intiutivity reflects the perceived easiness when first approaching the system in the given context, while learnability and memorability describes the system’s ability to foster mastery and maintain it over time. With organization we did not look at organization of the interface, e.g., icon clutter, but studied how the system fitted within its context. We also included time, i.e., their experience on their own performance and error rate, i.e., how many errors they encountered, in order to study their own perspective on mastery.

D. *Participants*

The three methods involved 45 participants altogether and the participants divided into four user groups described in Table III. The elderly ($n = 30$) participated in all methods during both phases, while the usability experts ($n = 8$) participated during both phases of the simplicity evaluation and the usability assessment. Finally, the employees only ($n = 7$) participated in the task-based group evaluation. The elderly were recruited among the residents at the local care home and their age ranged from 79-94 ($\mu = 86$). Upon moving into this local care home, all elderly were cognitively cleared by medical experts, i.e., possessing at least an acceptable level of cognitive and reasoning abilities. They struggled with various medical conditions, e.g., reduced motor abilities or reduced vision, and they represented a broad range of social difficulties.

TABLE III. OVERVIEW OF PARTICIPANTS

User group	User role	Use frequency	Expertise	Participated in method #	N
The elderly	End-users	Every day	(none)	A, B, C	30
Daytime employees	End-users and trainers	Every day	Health and domain	A	4
Shift work employees	End-users and trainers	Once a week	Limited domain-expertise	A	3
Usability experts	None	One-time only	HCI and usability	A, B	8

V. RESULTS

A. Task-based group evaluation

Out of a total of 39 identified issues, 17 were considered simplicity issues by at least one of the user groups. Each group that had identified the issue was then asked to grade the severity of the issue as *minor (M)*, *serious (S)* or *critical (C)*. All identified issues are listed in Table IV. The *aggregated degree of seriousness* reflects the final level of seriousness assigned to the issue based on the grading of the groups. If there were disagreements between only two groups, the most serious grading took precedence; otherwise the number of occurrences decided this aggregated degree of seriousness. Out of these 17 identified issues 5 were labeled as critical issues, 7 were categorized as serious issues, and 5 were considered minor issues. The group of elderly reported a total of 14 issues, out of which 36 % were graded as minor. The similar percentage was lower for the two other groups, respectively 25 % for the employees and 27 % for the experts. Since both the employees and experts reported fewer issues overall that the other two groups, this implies that the employees and experts regarded identified issues as more severe that the elderly, with a percentage of 75 % (employees) and 73 % (experts) graded as either serious or critical against only 64 % for the elderly.

We also wanted to study the balance of simplicity, i.e., identify the level of simplicity where the system was neither too simple nor too complex. As a result, we also asked the participants to differentiate between issues they considered a result of the vendor making the interface or interaction *too simple*, i.e., a matter of oversimplification, and issues they considered *too complex* and wished were further simplified. 13 issues were considered a result of oversimplification and participants expressed usability issues due to interface, language, symbols etc., being too simple for their liking. 4 of the 5 critical and 6 of the 7 serious issues were labeled oversimplified. It should be noted that similar to the aggregated degree of seriousness, the expressed simplification desire is the aggregated evaluation of the group(s) who brought forward the issues, however all groups answered unanimously for all issues. As a result, their individual answers are not presented as with the degree of seriousness where we encountered variations between groups.

Most of the issues had a clear consensus on the grade of severity. Only those 3 cases where two groups addressed an issue and simultaneously gave it different grades did we encounter any disagreements. Rather than considering the grade of one group as more important than other, we chose instead to always use the highest grade. This was considered an acceptable solution by the participants; for example, the elderly labeled the highest number of issues as minor issue, but for 3 of the 5 issues that the elderly labeled as minor issues (#1, #10, #29) the aggregated grading was upgraded to serious since either the employees or the experts regarded the issue as serious. For the two remaining issues one was only reported by the elderly (#11) and one group disagreed with the elderly on the severity grade of the last issue (#28). Additionally, only in 3 cases were the issue only addressed by one group (out of which two were minor issues), and the overall consistency of the grading of the issues was therefore considered to be good.

B. Usability assessment

The usability assessment included 10 tasks (Table II) tested by 7 elderly and 4 experts in each of the two phases, and Figure 5-7 presents the completion time and error rate for each of the tasks in both phases. The completion time listed for each task is the average time spent by all 11 participants to complete the task, while the error rate is the average error rate for deliberate and accidental errors.

On average, the experts performed their tasks during the first phase within half the time of the elderly ($\mu_{experts}$ = *173.11* against $\mu_{elderly}$ = *330.57*), and did so with half as

TABLE IV. IDENTIFIED SIMPLICITY ISSUES

Issue #	Issue description	Aggregated degree of seriousness	Group 1 Elderly	Group 2 Employees	Group 3 Experts	Imbalance issue
1	The device screen always stays on (even in standby mode)	**S**	M	S	S	Too simple
5	The phone icon color is misleading	**S**	S	M	S	Too complex
7	There is no indicator of remaining battery	**C**	C	C	C	Too simple
8	There is no indication of the device being charged or already fully charged	**S**	-	S	-	Too simple
10	The system signals two new messages when just one message arrive	**S**	M	S	-	Too simple
11	The system uses separate indicators to indicate the same message	**M**	M	-	-	Too complex
15	There is one phone number for texting (12-digit) and another for calling	**C**	C	S	C	Too complex
20	The default values in text boxes are misleading and unpractical	**S**	S	C	S	Too simple
21	It is impossible to grad the on-screen keyboard in certain views	**C**	S	-	C	Too simple
24	The language is inconsistent	**S**	S	S	-	Too simple
25	It is too easy to delete everything	**M**	-	M	M	Too simple
28	The events in the calendar are not chronologically ordered	**M**	M	S	M	Too complex
29	The duration of phone calls is missing	**S**	M	-	S	Too simple
34	There is no comment feature on activities and events	**M**	-	-	M	Too simple
35	The language is confusing	**M**	S	M	-	Too simple
36	The icons are confusing	**C**	S	-	C	Too simple
38	The notifications are misleading	**C**	C	S	-	Too simple

many deliberate ($\mu_{experts}$ = *1.82* against $\mu_{elderly}$ = *3.90*) and accidental ($\mu_{experts}$ = *1.18* against $\mu_{elderly}$ = *3.18*) errors. Their standard deviation also confirms a more consistent performance throughout the 10 tasks both time wise ($\sigma_{experts}$ = *11.90* against $\sigma_{elderly}$ = *36.66*) and error wise ($\sigma_{experts}$ = *0.52* against $\sigma_{elderly}$ = *1.06* and $\sigma_{experts}$ = 0.32 against $\sigma_{elderly}$ = 0.59). The average completion time for all 10 tasks increased slightly between the first and second phase ($\Delta\mu$ = *8.29*, $\Delta\sigma$ = *7.36*) for the elderly. There is no clear consistency in how the user performs on average in each task. The completion time of 4 tasks went down with an average of 9.46 seconds, while the completion time of the remaining 6 tasks went up with an average of 15.98 seconds. The deliberate error rate dropped for 6 tasks ($\Delta\mu$ = *0.36*) and increased for the other 4 tasks ($\Delta\mu$ = *0.46*), and the accidental error rate increased for 4 tasks ($\Delta\mu$ = *0.29*), dropped for 4 tasks ($\Delta\mu$ = *0.32*) and remained unchanged for the remaining 2 tasks. However, there is no correlation between which tasks that went up in deliberate or accidental error rate. Only for one of the tasks (#4) did the sum of deliberate and accidental errors decrease when the completion time decreased. For the other 3 tasks, where the completion time dropped (#1, #2 and #10), one increased the sum of errors by 0.14 (#1) while the two other had no change in error rate even though the completion time decreased.

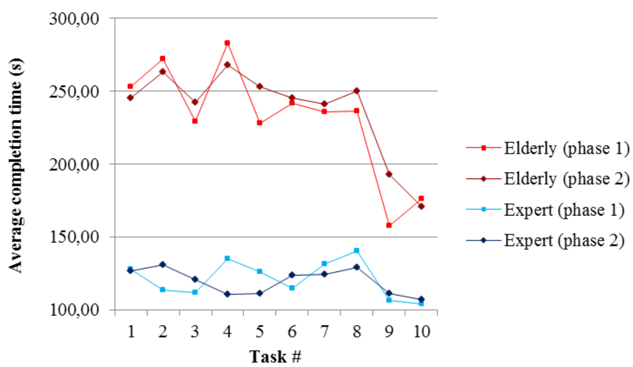

Figure 5. Overview of average completion time (s)

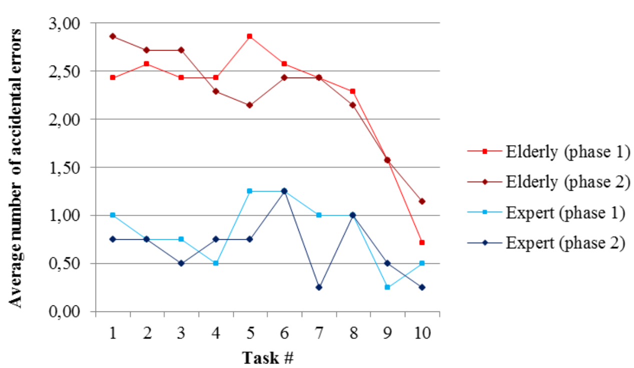

Figure 6. Overview of average number of accidental errors

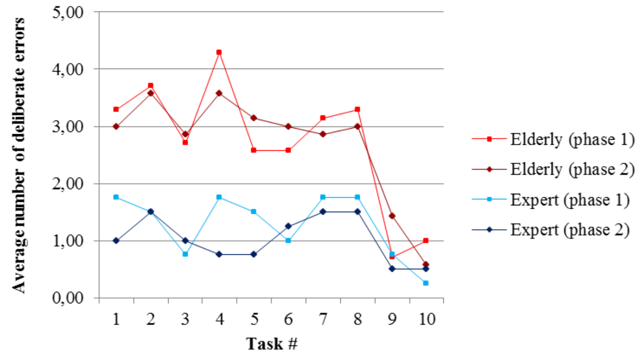

Figure 7. Overview of average number of deliberate errors

We registered that these two last tasks had the lowest completion time in both cases for all participants, as well as the lowest error rate (both deliberate and accidental) for both groups. A similar performance pattern was also registered among the experts, a group with less performance fluctuation than the elderly, and these were the two tasks with highest mean deviation in both phases for both groups. These two tasks were also the only tasks where the group of elderly matched the performance of the experts. The average difference in completion time between elderly and experts in phase 1 was 110.23 seconds (σ = *30.9*) and 117.55 seconds (σ = *26*) in phase 2, while the difference for task #9 and #10 were only 66.43 in phase 1 and 67.88 in phase 2. Similarly, the difference in deliberate error rate had an average of 1.46 (σ = *0.69*) in phase 1 and 1.68 (σ = *0.73*) in phase 2, while the difference for task #9 and #10 were only 0.48 in phase 1 and 0.41 in phase 2; the accidental error rate had an average difference of 1.4 (σ = *0.45*) for phase 1 and 1.57 (σ = 0.48), compared to 1.2 difference in phase 1 and 0.55 in phase 2 for task #9 and task #10. Consequently, this anomaly is not a result of learning effect but rather a sign of tasks that were significantly easier than the rest.

C. *Simplicity evaluation*

Figures 8 and 9 present the results from both phases of the simplicity evaluation. During the first phase, there were clear differences in opinion between the participants. While the average score of the 12 participants ended up on the upper half of the scale, the deviation within the data was large (μ = *3.4* and σ = *0.79*), and participant #10 gave 4.4 out of 5 on average for the 7 factors of simplicity, whereas participant #11 only gave 1.7 out of 5. The average score given to each of the 7 factors were much more evenly distributed with only half the deviation (σ = *0.4*) despite some of the factors having a much higher internal deviation (e.g., memorability with μ = *3.0* and σ = *1.0*). The second phase yielded results very similar to the first phase. There were few changes in how the users perceived and rated the 7 factors with the highest factor difference between the two phases being as low as 0.3 (intuitivity and trust), while the rest averaged at 0.15. However, almost all participants have changed their perception of simplicity since the first phase. Participant #10 and #12 both end up with an average score 0.1 below their previous average, and for some participants, e.g., participant #6 with a 0.9 difference, the change in opinion is much more evident. 5 of the participants end up giving a higher average score during the second phase ($\Delta\mu = 0.53$), while the remaining 7 reduce their average score ($\Delta\mu = 0.37$). Hence, even though the number of participants increasing their score between the two evaluations is lower than those reducing it, the difference in their average score brings the total average up ($\Delta\mu = 0.1$). While the overall perception of simplicity does not necessarily change much, the reduced deviation between participants carefully suggest that their opinions have harmonized during the six months between the two evaluations ($\sigma_{phase2} = 0.51$ against $\sigma_{phase1} = 0.79$).

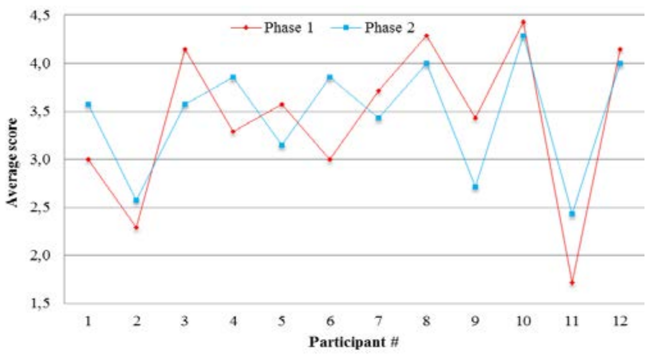

Figure 8. Average score given by each participant

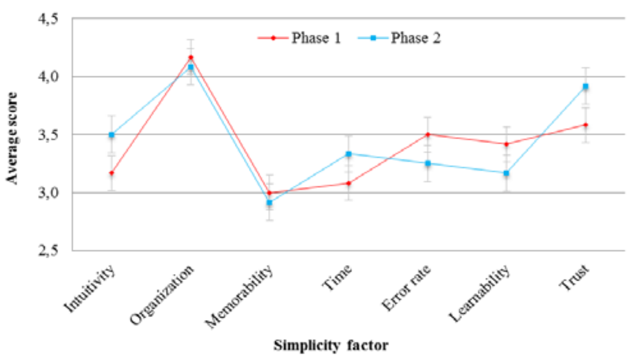

Figure 9. Average score given for each simplicity factor

VI. DISCUSSION

A. *Ensuring familiarity and transferability*

Mastery requires understanding and learning. It also relies heavily on the users' previous exposure, and design following simplicity should evoke a connection to prior experiences. Thus, the elderly rely heavily on transferring prior skills and knowledge in order to adapt a level of understanding and learning that nurtures mastery. One of the key challenges with both systems evaluated in our study was the lack of consistent metaphors. Several elderly with prior experience with devices similar to those used in our evaluation were unable to utilize prior knowledge due to metaphors not being consistent; simplicity also encompasses other design principles, e.g., consistency and affordance. Actions, icons, symbols and other metaphors should mediate experiences rather than direct [11]. And the diverse backgrounds of the elderly made us very aware of the difficulty of reducing complex information into simplified metaphors where everyone understands both the metaphors and the symbolic meaning or feeling they encompass. This challenge has been addressed by previous studies [15] who relied on a simplified design to trigger a nostalgic effect in order to help familiarizing metaphors.

In our studies, several elderly struggled with the tablet responding to their actions with unexpected outcomes. One example included elderly trying to use prior knowledge like familiarized gestures on the tablet, e.g., pinching and dragging to zoom or sliding actions to scroll, when visiting websites during task #3 (Table II). The system being of a different operating system than what they had previously used responded differently than expected; the slider scrolled the website in the opposite direction and the pinch and drag gesture were not recognized by the system at all. Another prominent example was the RFID doors automatically locking if they were closed, i.e., a contrast from the traditional method of locking doors, by turning a key. The doors were heavy and closed automatically, and once closed they would also lock automatically like a spring lock, only without any sound or click. It was especially confusing during the first evaluation as the elderly still had not memorized that the redundant key hole affording use of traditional keys (Figure 3) served no purpose, and repeatedly expected the door to be locked manually with a key after closing the door, when instead the door would automatically close and lock behind them. In fact, the accidental error rate for the task involving the doors (task #1 in Table II), was one of the tasks with highest combined average error rate was one out of only four cases where the deliberate error rate increased between the first and second phase. This was a matter of confusion and reported as one of the main issues responsible for the degree of learnability dropping between the two simplicity evaluations (see Figure 9). A third example included problems during text messaging (task #4 in Table II). When asked to send and receive text messages, several old and familiar metaphors were suddenly replaced by new unfamiliar metaphors where the elderly struggled with applying old knowledge to the new system. For example, the phone number was not their usual phone number, nor did it resemble a traditional phone number (issue #15), and the icons used to symbolize contacts and messages were not recognized (issue #36). The task of text messaging yielded the highest number of deliberate errors during both evaluations, and this was clearly a result of their attempt to perform actions associated with prior experience or applying old metaphors to the new

 ISBN: 978-1-61208-382-7

system that were no longer compatible or purposeful. Through these three examples we discovered that the most confusing and frustrating situations arose when the elderly performed an action where the outcome was unclear or unfamiliar. Familiarity and transferability became strong indicators of the ability to master new systems; when actions became disconnected from their meaning, the purposefulness in the actions disappeared and mastery suddenly became a challenge.

B. Maintaining purposeful actions

In order to further discuss purposeful actions we gave the participants six months to familiarize themselves with the systems before asking them to evaluate the simplicity a second time. 3 participants (#1, #3, #6 in Figure 8) reported a higher average score during the second simplicity evaluation, suggesting a more positive attitude towards the 7 elements of simplicity we evaluated. As a result, we investigated whether this was a result of increased learning and understanding, or just a matter of increased use frequency. When discussing the mastery of the system, we need to distinguish between increased ease due to more frequent use and increased ease due to actions, metaphors and language suddenly making more sense. It was unanimously agreed upon that the participants reported a higher score as a result of increased frequency rather than actions, metaphors and language making sense. Confusing metaphors were still confusing and during the six months participants had learned certain use patterns by heart. To them, adopting strategies to avoid problems uncomplicated and improved the efficiency once memorized. However, it was evident that time did not contribute to increased understanding of metaphors, but rather resulted in incorporated strategies and workarounds. Confusing actions, metaphors and language remained confusing even after six months of use, also for those reporting a higher average score, and the increased perception bloomed out of the development of personal strategies for memorizing or working around troublesome tasks. This is an important finding as patience is often considered a virtue when elderly adapt to new technology, including in our own previous work [13][14]. In this study however, we observed that actions, metaphors and language confusing the ended up remaining confusing after six months as well; providing more time might heal all wounds, but it does not guarantee disentanglement of perplexities and disorientations.

Another argument for ensuring purposeful actions is to maintain good mapping. Natural mapping is understood as designing the interface in such a manner that the user can readily determine the relationship between the action and the outcome into the world [16]; i.e., a design where the user is able to associate cause with effect, thereby understanding expected output for provided input. As an example, the autonomy and intangibility of the automated light sensor evaluated during the usability assessment (task #9 in Table II) imposed several challenges to mapping. The physical zone in the room where movements were recognized was not clear, and there were no indications in the interface towards the intensity of the light or the duration of the light. One participant claimed that the best mapping for her was a traditional light switch where up meant on and down meant off in the middle in the room where the left switch controlled the lamp to the left and the right switch controlled the lamp to the right. Similarly, replacing traditional door keys with RFID cards to unlock doors had similar effects on the natural mapping; the users were unable to properly answer how long the door remained unlocked once the RFID card was scanned or determine the minimum required distance between the RFID card and the scanner on the door.

C. Adapting to evolving perceptions of simplicity

Trier & Richter [2] argues that the application of simplicity as a design guideline requires flexibility. Between the two phases we observed two participants undergo changes in their overall health level. There were significant differences in their cognitive and reasoning abilities. For example, one of these participants could no longer explain the numbers on the display used to adjust heating levels (Figure 3). She had a custom color marker that indicate up and down for temperature as the up- and down-facing arrows no longer served as metaphors for increasing and decreasing the room temperature. While the arrows and display offered sufficient explanation during the first evaluation, she could no longer explain the details of the system during the second evaluation, e.g., the meaning of “1.4^{o}C” on the display (as illustrated in Figure 3). Instead, she found that blue and red colors helped her remembering that if she pressed those buttons long enough it would eventually get colder or warmer. This exemplifies how typical aging symptoms, e.g., reduced cognitive capacities, clearly influenced both their performance and their assessment of simplicity. Related work [8] discuss how only paying attention to physical and perceptual characteristics of elderly end up struggling with coping with the cognitive behavioral characteristics and traits of becoming elderly. Consequently, we consider achieving simplicity among elderly especially difficult as the elderly undergo rapid cognitive, physical and social changes in their lives that alter their attitude and opportunities towards technology. As metaphors lose their abilities to aide us with understanding and interacting with the system, our perception of the simplicity of the system deteriorate over time. Simplicity is not a constant factor that remains the same throughout of life, but rather one of the dynamic and flexible factors that evolves along as we evolve; acquiring new knowledge, entering new contexts and adapting new technologies contribute to reshaping our view on simplicity and what we perceive as simple. Similarly, s changes in our lives can contribute to complicating systems we once considered simple; it often becomes a matter not only of preference, but also a matter of limited opportunities. Over a period of six months the perspectives of all the elderly participants changed in both the simplicity evaluation and the usability assessment. A design offering simplicity should therefore adapt according to the changing behavior and abilities of the elderly.

Cooper et al. [17] also discusses the phenomenon where visual simplicity leads to cognitive complexity due to an unbalanced reduction. Several participants struggled with adapting to new technology due to cognitive load and preferred to rely on old knowledge and metaphors instead; they preferred familiar technologies, even those comparatively inefficient and impractical, because they could rely on habits. Examples of such desires included installing old landline telephones rather than telephoning from the tablet even though the latter was free, and using old televisions with large physical buttons instead of new flat screen television even though it involved getting out of the couch every time to change channel. A frequent counter-argument is that this behavior is a result of their attitude towards technology in general rather than a matter of cognitive overload, however their attitude during the rest of discussions clearly suggested that they were positive towards technology but struggled with adapting to certain aspects of the system, in this particular case it was the misleading colors (#5), the two separate phone number (#15) and the confusing language (#35) that caused the perceived complexity (Table IV). If those aspects of the systems are metaphors intended to bridge the gap between the system and prior experiences, achieving mastery can become difficult, sometimes also impossible. As a result, we argue that design striving for simplicity should be open to seemingly inefficient and impractical features if they evoke positive stimuli for the users, e.g., allowing them to take advantage of old habits rather than adapting new ones.

D. Avoiding forcing ways of reasoning

By oversimplifying technology, we limit the users' freedom and make decisions on their behalf by forcing them into predefined patterns of behavior that do not necessarily comply with their needs. The participants in our study disliked the predefined settings and missed working with a system that could adapt or be customized to fit their cognitive and bodily capabilities. Similar to studies of Eytam & Tractinsky [11], several participants desired the ability to design their own complexities. Our principal example was the tablet which did not offer any customization options or the option to install custom application with services that the system did not currently offer. Once one participant discovered a way to override the system and install own application, in this case a video chat application, several others asked for instruction on how to do so as well. This case exemplified how the intention of simplifying the system by removing seemingly undesired features became a restriction of the users' desires. By directing, limiting or forcing decisions on the elderly, the outcome might end up being stigmatizing rather than inspiring [18]. For the elderly who feel they are losing control and influence over their own life, this stigma through oversimplification may further assume a role as a reinforcing factor counteracting dignity and integrity by depriving them of their opportunity and right to autonomy [13]. This may again influence the ability to learn how to operate such systems as more general suggestions on simplicity in learning advocates the use of environments where users feel good and able. From their own results, Keay-Bright & Howarth [12] conclude that environmental factors that stimulate and encourage without prejudgment is a vital requirement for learning. Besides decelerating or even preventing the process of mastering, inhibiting learning has also proven to result in negative experiences for the elderly. The feeling of helplessness that comes with aging makes the elderly more aware of their own dependability, and previous findings from our studies showed several participants felt deprived of their independence due to oversimplified and restrictive systems limited their opportunity to function at their best level [13].

E. Balancing the simplicity

The phenomenon of systems involving simplification measurements that end up having the opposite effect is often referred to as fake simplicity. Colborne [5] describes fake simplicity as the idea unable to ever meet its initial promise, instead just making everything unnecessarily complex and less effective. One example was the microwave of one of the participants that instead of using time or watt as input, used pictures of a pizza slice and a cup of tea to signal the duration and strength. Another example mentioned by a participant was his washing machine with only predefined programs where neither duration nor temperature was specified. Oversimplification can prevent mastery by concealing important components of the interaction thereby preventing the user from learning the relationship between action and effect. It also demonstrates how mastery requires balance. On one hand, the system needs to foster mastery through a design that is perceived as free of complexities; on the other hand, the system should encourage mastery by challenging and exciting the user and simultaneously avoiding oversimplified and condescending interfaces. Finding this balance where users are both presented with challenging tasks and at the same time provided with enough help to solve them helps us preventing that the system tips over in either direction.

During the task-based group evaluation, the participants were asked to identify simplicity issues as either too simple or too complex systems. As a result, they were asked to clarify whether it was a case of lack of simplicity or abundance of simplicity, i.e., a complex issue that could benefit from simplification or an issue that was simplified to such an extent that it had become oversimplified and demeaning. Surprisingly, 13 out of 17 issues were classified by the participants as matters of oversimplification, i.e., that the simplification of the interface or interaction resulted in

 ISBN: 978-1-61208-382-7

either poor usability or led undesired user experiences. The most important finding from these results was that simplicity is not a principle where “one size fits all”. One argument presented by an elderly lady for not liking the phone function of the tablet was that with tablets and mobile phones, the action of answering a call required an additional step. With a traditional land line phone, picking up the phone initiated the call, while on newer device she would first have to press an answer button and then pick up the phone, thereby complicating it for her by introducing additional step. Secondly, the internal disagreement between the groups further suggests that the elderly might have a different outlook on simplicity relatively compared to the two other groups, thereby demonstrating a variation not only between individuals but also between groups of individuals. What remains a matter of simplicity for the elderly seems to deviate from what the employees and experts consider simplicity issues further suggesting that simplicity in use is different from analytic simplicity or imagined simplicity. Achieving simplicity without simultaneously weakening the functionality is one of the great struggles of designers, and it is vital to find this point of intersection where constructive simplification suddenly begins to defeat its own end. Simplicity is not only a matter of aesthetics; it is also a matter of balanced functionality.

VII. CONCLUSION

This study was motivated by the old lady covering up her automated light with tinfoil because the intended simplicity ended up complicating her life. In this paper, we have demonstrated additional examples of simple technology aggravating the lives of elderly, thereby illustrating how we believe simplicity in context-detached design to be different from experienced simplicity; analytic and imagined simplicity does not ensure simplicity in use. We argue that simplicity is anchored in *mastery* and *context* and that simplicity should (1) build on familiarity and the ability to utilize old knowledge to help mastering the system; (2) ensure purposeful actions where the user can understand and learn to master the system; (3) adapt along with the evolving contextual factors; (4) avoid limiting the users to predefined patterns of behavior and allow them to use and master the system as they find appropriate; and (5) find the balance where the design is simple enough to be understood and learned, yet challenging enough to allow users to progress towards mastery. Only by doing so, we can achieve mastery in the intended context of use, which is what we believe simplicity to be.

REFERENCES

[1] S. Finken and C. Mörtberg, “Performing Elderliness – Intra-actions with Digital Domestic Care Technologies”, in ICT and Society, K. Kimppa, et al., Editors. 2014, Springer Berlin Heidelberg. p. 307-319.

[2] M. Trier and A. Richter, " I Can Simply…"-Theorizing Simplicity As A Design Principle And Usage Factor, in ECIS 2013. 2013. p. 2-3.

[3] J. Lee, D. Lee, J. Moon, and M.-C. Park, “Factors affecting the perceived usability of the mobile web portal services: comparing simplicity with consistency”. Information Technology and Management, 2013. 14(1): p. 43-57.

[4] J. Maeda, “The laws of simplicity”. 2006: MIT press.

[5] G. Colborne, “Simple and usable web, mobile, and interaction design”. 2010: New Riders.

[6] H. Obendorf, “Minimalism: Designing Simplicity”. 2009: Springer.

[7] R. Picking, V. Grout, J. Mcginn, J. Crisp, and H. Grout, “Simplicity, consistency, universality, flexibility and familiarity: the SCUFF principles for developing user interfaces for ambient computer systems”. International Journal of Ambient Computing and Intelligence (IJACI), 2010. 2(3): p. 40-49.

[8] H. Akatsu, H. Miki, and N. Hosono, “Design principles based on cognitive aging”, in Human-Computer Interaction. Interaction Design and Usability. 2007, Springer. p. 3-10.

[9] F. H. A. Razak, N. A. Razak, W. A. Wan Adnan, and N. A. Ahmad. “How simple is simple: our experience with older adult users”. in Proceedings of the 11th Asia Pacific Conference on Computer Human Interaction. 2013. ACM. p. 379-387.

[10] S. Sulaiman and I. S. Sohaimi. “An investigation to obtain a simple mobile phone interface for older adults”. in Intelligent and Advanced Systems (ICIAS), 2010 International Conference On. 2010. IEEE. p. 1-4.

[11] E. Eytam and N. Tractinsky. “The Paradox Of Simplicity: Effects Of User Interface Design On Perceptions And Prefence Of Interactive Systems”. in MCIS 2010. 2010. p. 30.

[12] W. Keay-Bright and I. Howarth, “Is simplicity the key to engagement for children on the autism spectrum?”. Personal and Ubiquitous Computing, 2012. 16(2): p. 129-141.

[13] S. G. Joshi, Emerging ethical considerations from the perspectives of the elderly, in Ninth International Conference on Cultural Attitudes in computer-Human Interactions, M. Strano, H. Hrachovec, and S. Fragos, Editors. 2014. p. 1-15.

[14] S. G. Joshi and A. Woll, “A Collaborative Change Experiment: Telecare as a Means for Delivery of Home Care Services”, in Design, User Experience, and Usability. User Experience Design for Everyday Life Applications and Services. 2014, Springer. p. 141-151.

[15] M. Nilsson, S. Johansson, and M. Håkansson. “Nostalgia: an evocative tangible interface for elderly users”. in CHI'03 Extended Abstracts on Human Factors in Computing Systems. 2003. ACM. p. 964-965.

[16] D. A. Norman, “The design of everyday things”. 2002: Basic books.

[17] A. Cooper, R. Reimann, and D. Cronin, “About face 3: the essentials of interaction design”. 2007: John Wiley & Sons.

[18] L. Rosenberg, A. Kottorp, and L. Nygård, “Readiness for Technology Use With People With Dementia The Perspectives of Significant Others”. Journal of Applied Gerontology, 2012. 31(4): p. 510-530.