

Humanfactor^x

**Ergonomia e tecnologia:
soluzioni innovative basate sugli stili di vita dei Senior**

Michele Bellani

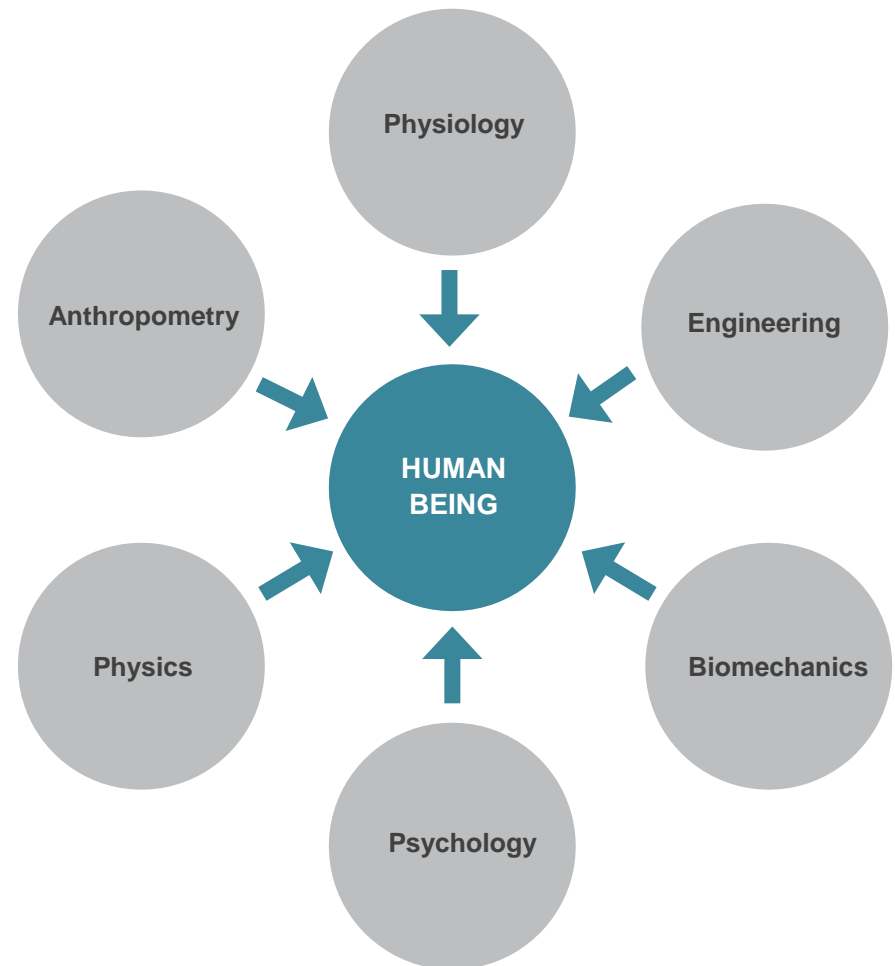
www.humanfactorx.com

ERGONOMIA - METTERE L'UOMO AL CENTRO

Cos'è in termini pratici l'**ergonomia**?

Secondo le più recenti definizioni, in estrema sintesi, è una disciplina scientifica che si occupa delle **interazioni tra uomo e tecnologia**, in sistemi di diversa complessità.

L'**approccio multidisciplinare** dell'ergonomia si basa sull'integrazione di diverse competenze.



INTERAZIONE UOMO TECNOLOGIA - COSA DICONO LE PERSONE



NEEDFINDING

PERCHE' e COME scoprire i
bisogni delle persone

Lillian Moller Gilbreth - Progettare a “MISURA D’UOMO”



The Kitchen Practical - La cucina moderna

Lillian Moller Gilbreth - The Gilbreth Management Desk - IBM's prototype*



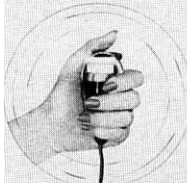
“Tutto a portata di mano” ... sì, ma nello stesso spazio!

* Progetto di una scrivania in collaborazione con IBM per l'esposizione alla Fiera mondiale di Chicago nel 1933.

<http://gilbrethnetwork.tripod.com/kit4.jpg>

LA RIVOLUZIONE DELL'INTERAZIONE - Il comando remoto (TELECOMANDO)

Now! Zenith Adds "LAZY BONES" Remote Control to Black Magic Television



Zenith "Lazy Bones" Remote Control expanded, an eight-wave unit, on all new Zenith Television Receivers.

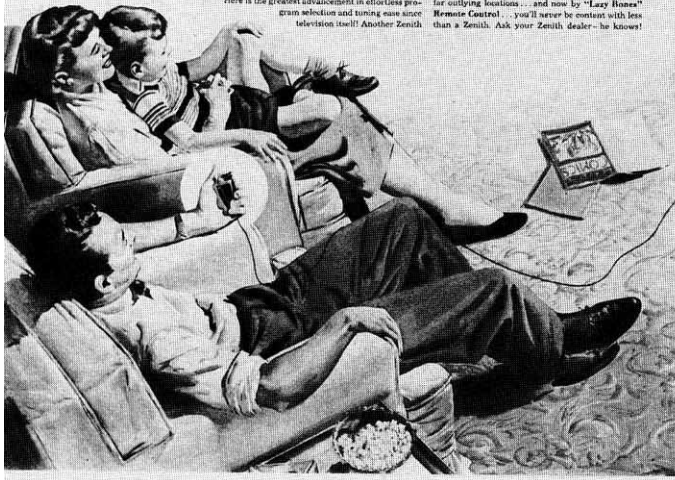
Complete automatic program selection in the palm of your hand...from anywhere in the room. Another Zenith "First"!

It's like something out of the Arabian Nights! From across the room—without ever leaving your easy chair—you change television programs with a small, streamlined control that fits snugly in the palm of your hand! Just press lightly with your thumb. That's all there is to it! Nothing more to tune! Not one single knob to adjust or re-tune! All the necessary adjustments are made for you—automatically!

Here is the greatest advancement in effortless program selection and tuning since television itself! Another Zenith.

"First" that adds as greatly to your relaxed enjoyment of television as Zenith Black Magic picture quality and viewing ease!

The marvelous precision and Gibraltar-like stability of Zenith's tuning mechanism makes possible this new remote control. When you see how Zenith's Black Magic Television brings you reflection-proof, glare-free pictures even in lighted rooms...even in far-outlying locations...and now by "Lazy Bones" Remote Control...you'll never be content with less than a Zenith. Ask your Zenith dealer—he knows!



All New

Models of Dazzling Beauty, Superb Quality.

ZENITH IS NO. 1 FOR '51

All of Zenith's 35-year leadership in engineering, styling and master craftsmanship is embodied in every one of these brand new models. They bring you the greatly advanced features and enduring quality designed to assure your enjoyment and grace your home—for a lifetime!

Only Zenith Television Gives You All These

- 1. New Reflection-Proof Inside Picture Tube.** In excess viewing position you enjoy pictures free from window and room light reflections, as well as from glare—even in daylight or fully lighted rooms, the way doctors recommend viewing!
- 2. New "Super-Range" Chassis.** Brings its pictures far closer than before...in difficult or distant viewing locations where signals are too weak for most receivers.
- 3. Connection for Phonovision.** If and when this great Zenith development is approved as a commercial service and thereby is made available on present standards, you may be attached to bring high-class, quality television programs right into your home.
- 4. Built-in Precision for Receiving the Proposed New Ultra-High Frequencies** on present standards. With a Zenith, UHF tuner strips can be readily added in the turret tuner, so that you will not have to buy a new set nor will you have to use an external converter.
- 5. 13 Millions of a Second "Quiet" Automatic Gain Control.** Virtually eliminates picture flutter from airplanes, cars, discharges, etc., by turning a radiometric "gate" for 13 millionths of one second, then closing it against interference!
- 6. "Quiet Beam" Stabilizer Tube.** Automatically provides the steadiness of both picture and sound—in spite of surrounding interference, regardless of distance from the station!

New Zenith TV Radio-Phonograph, model 3547R. Now 22 1/2" in "Picture-Screen" gives you both circular and rectangular type pictures. New "Color-Matic" remote change-over lens angle controls to play any size or speed record. New FM-AM main. Powerful new speaker. Built-in Tone Control. Chippendale cabinet. **\$650.00*** genuine Mahogany veneer. Only **\$650.00***



New Zenith Console TV, model 3543R. Now 30 1/2" in "Picture-Screen" with Deluxe Picture Control for a choice of circular or rectangular type pictures. Built-in personal design cabinet of Mahogany veneer and hardwoods. Only **\$299.00***



New Zenith TV Radio-Phonograph, model 3532R. Now 18 1/2" in "Picture-Screen" gives you two picture choices from new and better and rectangular type. New "Color-Matic" remote change-over. New FM-AM radio. 2 1/2 times more powerful speaker. Cabinet of genuine Mahogany veneer with full length dovetail joint in 20th Century tradition. **\$469.00*** Only



New Zenith Table TV, model 3523R. Now 18 1/2" in "Picture-Screen" gives you both circular and rectangular type pictures. Cabinet beautifully styled in Mahogany veneer and veneer. Only **\$199.00***

*Prices subject to change without notice. *First Come and Best Served, please slightly higher. Federal taxes not shown.

Zenith Radio Corporation, Chicago 29, Illinois • Over 30 Years of "Know-How" in Appliances! Exclusively • Also Makers of America's Finest Hearing Aids.

LA RIVOLUZIONE DELL'INTERAZIONE - Il comando remoto (TELECOMANDO)



LO SMARTPHONE - E' uno strumento adeguato per un Senior?

Da una **indagine effettuata nel 2015** da un'azienda produttrice*, è risultato che a livello globale un intervistato su due ha vissuto l'esperienza di rompere lo schermo del proprio smartphone.

Il 50% ha rotto lo schermo dopo che il dispositivo è scivolato dalle loro mani,

il 32% facendo cadere lo smartphone dalla tasca dei propri pantaloni,

il 27% mentre si stava alzando in piedi,

il restante 13% per altre azioni.

* <https://blog.motorola.com/2015/10/29/cracked-screens-and-broken-hearts-the-2015-motorola-global-shattered-screen-survey/>

L'INTERFACCIA UOMO MACCHINA (HMI/Human Machine Interface)



INTERRUTTORE o ATTIVATORE?



https://upload.wikimedia.org/wikipedia/commons/3/30/Bticino_Magic_1.jpg

SIAMO UTENTI COINVOLTI O CONTROLLATI? Chi conduce il gioco?



Quando stiamo realmente bene? I PARAMETRI FISICI sono la risposta?

” Perfetto! Ha smesso di girovagare per casa e ora si sta rilassando sulla sua poltrona...”

” ... tutti i parametri vitali sono ok. Sta bene!” (e io sono più tranquilla...)



” Mi sento solo.. ”

” Perchè nessuno viene a trovarmi? ”

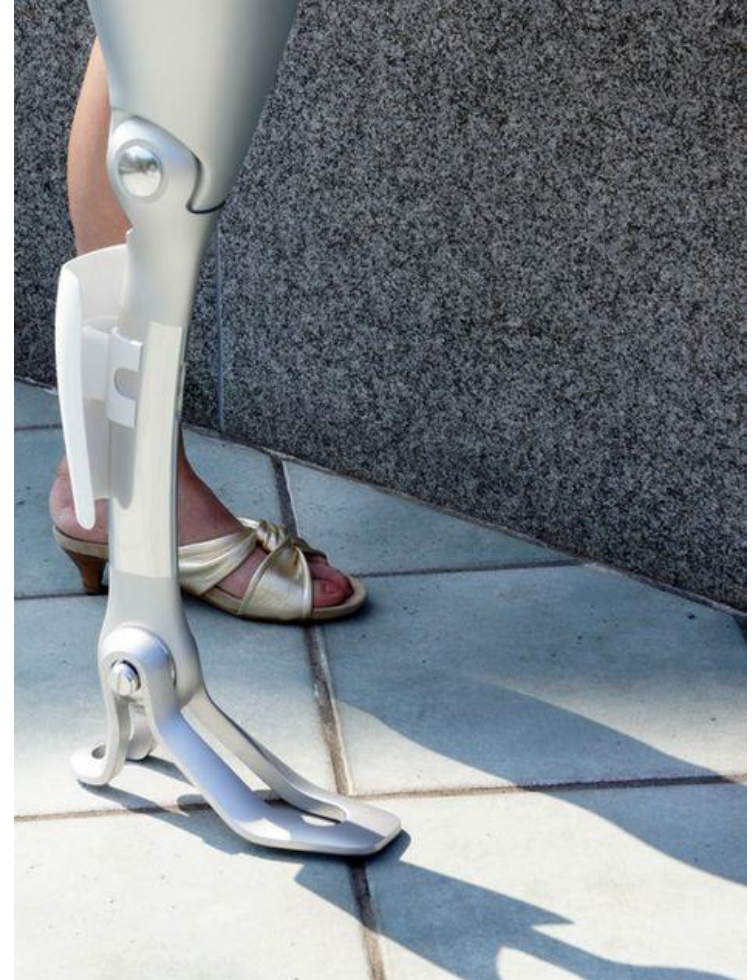
QUALI SONO I DATI DA MONITORARE? Dashboard ovunque!

Professionale vs Domestico

Interazione Multi-livello

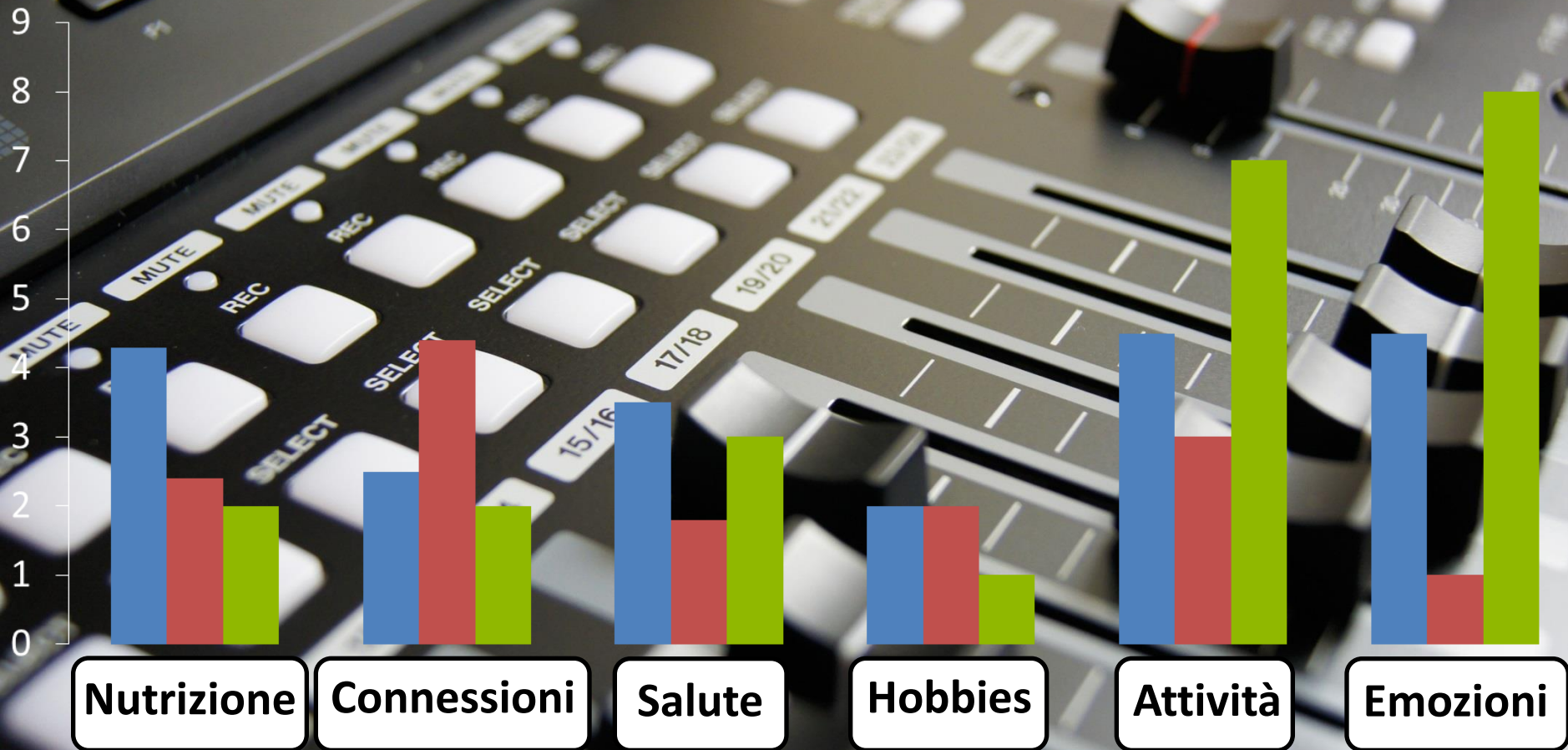
Prodotti/servizi ad-hoc

SIMBIOSI e CONTAMINAZIONE - Nascondere o valorizzare la tecnologia



Da «riabilitazione» a potenziamento delle mie capacità

L'età non è un fattore indipendente - IL MIXER DEL NOSTRO STILE DI VITA



ANALISI DEI BISOGNI DEI SENIOR - La chiave del successo



La piramide dei bisogni di Maslow (1954)

ANALISI DEI BISOGNI DEI SENIOR - La chiave del successo



I bisogni dei Senior

AUTOREALIZZAZIONE

Moralità, creatività, spontaneità, accettazione..

STIMA

Rispetto, autostima, realizzazione, autocontrollo..

AFFETTO/APPARTENENZA

Amicizia, famiglia, senso di connessione..

SICUREZZA

Fisica, di occupazione, di salute..

FISIOLOGIA

Respiro, alimentazione, sonno..

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ENGAGEMENT: ATTIVITA' O GAMIFICATION? **ATTITUDINI E INTERESSI**

CONNESSIONE e APPARTENENZA



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Grazie

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