

Συνέδρια της Ελληνικής Επιστημονικής Ένωσης Τεχνολογιών Πληροφορίας & Επικοινωνιών στην Εκπαίδευση

Τόμ. 1 (2022)

7ο Πανελλήνιο Συνέδριο «Ένταξη και Χρήση των ΤΠΕ στην Εκπαιδευτική Διαδικασία»



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Βιβλιογραφική αναφορά:

Neverklová , A., & Aichinger , D. (2023). Specifics of creating instructions for internet applications for seniors. *Συνέδρια της Ελληνικής Επιστημονικής Ένωσης Τεχνολογιών Πληροφορίας & Επικοινωνιών στην Εκπαίδευση, 1*, 1279–1282. ανακτήθηκε από <https://eproceedings.epublishing.ekt.gr/index.php/cetpe/article/view/5837>

Specifics of creating instructions for internet applications for seniors

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Summary

This paper focus on the basic information about seniors, who is considered a senior citizen, and where seniors can continue to receive new education and further development and self-actualize in later life. You will also find out where seniors spend the most and least time online and what causes this. We will also take a look at the different specificities of senior education and the differences between seniors, which should be the focus of our guidance. And lastly, we will look at a comparison of online banking tutorials. You will learn the differences using the official instructions from the bank, and for comparison, I will show my suggestion of what a senior citizen guide should look like to be helpful and easy.

Keywords: Seniors, manuals, University of the Third Age, internet, online banking

Introduction

This paper focus on the specifics of creating tutorials for web applications for the elderly, as there are several key differences from regular tutorials. Today, web applications and digital technologies are an integral part of everyone's life. Whether children, teenagers, adults or just seniors. Their time made little or no use of these modern technologies until later in life. These technologies of today are the biggest nut to crack for them. They often take modern technologies and the applications associated with them more as a punishment. However, these tools were created for the opposite reason, namely, to help us, to make our daily activities in life easier and to save our precious time.

However, not all seniors have enough information, experience and often the courage to work with these applications in a way that really makes their work easier and fulfills the purpose for which they were created. Which I think is a great shame.

Of course, everyone is different in their abilities, their skills, their desire to learn something new or even their health, which can also be reflected here. However, we need to take all these differences into account in the instructions for the elderly to achieve an easy and useful guide that will help the elderly in their everyday life.

Some applications and companies often forget the very group of seniors who need the most advice and help in this area to reach their goal in the application. They do not consider, for example, the inexperience of seniors, their specific needs such as larger fonts for better readability, images for better orientation and clarity, or even internet safety, which may seem obvious at first, even though it is not.

Therefore, in this article, I would like to focus on a few specifics, how to use them properly in creating tutorials to make the Internet easier for seniors and show the difference between the tutorials I designed and the official company tutorials.

University of the Third Age

Who actually is a senior and who can study at the University of the Third Age?

To be clear about this, we should start by defining who a senior is and at what age people belong here. Most often we would include the age group 65 and over, or people who are retired. It is this age group that is most often studying at the university of the third age, where they are still trying to expand their education and new skills in old age. A university of the third age is not like a normal university, because a graduate cannot obtain an academic degree, but only a certificate of completion of the chosen course.

The prerequisite for studying at the university is a high school diploma, otherwise almost anyone can apply. The University of the Third Age offers the possibility of self-realization in later life, meaningful leisure activities and, above all, the acquisition of new knowledge, for example in art courses or in science and technology courses, which is the key issue for us in this article. But not to mention only the education that seniors can get here, another benefit of the university is meeting their peers and sharing with them their new knowledge and experiences.

What do seniors do most often online?

Seniors most often go online to look for news, which is an important topic for them and makes their lives easier by not having to go to the store every day to get a new newspaper. As I said before, in the Covid-19 era, seniors have learned to stay in touch with their families through the Internet, whether by chatting or video chatting, so it is not surprising that this activity ranked a close second. However, what seniors visit the internet the least is internet banking. Only 0.5% of the 1,100 seniors surveyed engage in this online. It is this topic that I would like to address more closely, as it is one of the greatest facilitations of this modern age.

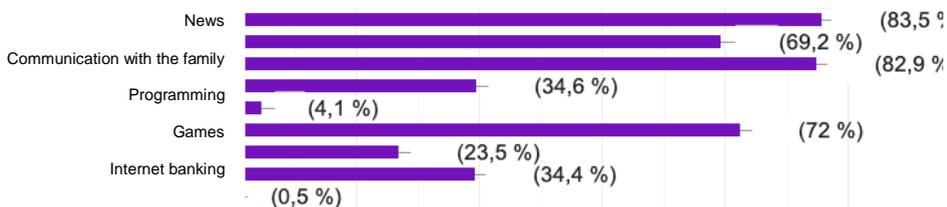


Figure 1. How do elderly people use the Internet. (Data source: <https://www.netbox.cz/n/pruzkum-netboxu-seniori-na-internetu-nakupuji-i-hraji-hry>)

A comparison of instructions for internet banking of Česká spořitelna

As already mentioned, the smallest percentage of seniors use internet banking on the internet. Often this is also because they are afraid that they may lose their money, or that they may accidentally send it somewhere else, or that the money will simply and easily get lost somewhere. In the following lines, I would like to point out what the internet banking guide from Česká spořitelna looks like and how the guide could look like to make it easier and clearer for seniors.

2.6 Přihlášení do internetového bankovníctví George

Následující informace a postupy platí, pokud máte uzavřenou smlouvu o Bankovní Identitě.

2.6.1 Přihlášení do internetového bankovníctví George

Pro přihlášení do internetového bankovníctví George zadejte své uživatelské jméno. Pokud nemáte aktivní žádnou bezpečnostní metodu pro přihlášení, přesměruje vás přihlašovací obrazovka přímo na stránku Správa IDentity, kde si vyberete bezpečnostní metodu, kterou chcete pro přihlašování používat.

Pro aktivaci bezpečnostní metody Heslo a SMS postupujete podle pokynů ve Správě IDentity. Aktivace bezpečnostní metody George klíč probíhá přímo v aplikaci na vašem mobilním zařízení. Při aktivaci postupujete podle pokynů v mobilní aplikaci.

Přihlášení s použitím bezpečnostní metody Heslo a SMS.

Zadejte uživatelské jméno a heslo. Na své bezpečnostní telefonní číslo obdržíte SMS s Kontrolním kódem, který opíšete do příslušného pole na přihlašovací stránce. U této bezpečnostní metody jsou SMS s Kontrolním kódem povinnou součástí přihlašování.

Přihlášení s použitím bezpečnostní metody George klíč.

Zadejte uživatelské jméno. Na svém mobilu nebo tabletu s nainstalovanou a aktivovanou aplikací George klíč potvrďte přihlášení 6místným PINem (otiskem prstu/skenem obličeje).

Dodatečná kontrola uživatelského jména při použití bezpečnostní metody George klíč

Jako prevenci proti zablokování vašeho uživatelského jména jiným uživatelem nebo případným útočníkem budete vyzváni, abyste zadali den a měsíc svého narození. Pokud uživatelské jméno, den a měsíc narození souhlasí s údaji, které o vás máme uloženy, budete v přihlášení pokračovat v aplikaci George klíč. Pokud po zadání uživatelského jména, dne a měsíce narození zaškrtnete na přihlašovací obrazovce volbu „Zapamatovat pro toto zařízení“ bude tato kombinace uložena v šifrované podobě do cookies prohlížeče a při dalším přihlášení již nebude vyžadována. V případě, že vymažete cookies nebo změníte prohlížeč, budete muset opět projít kontrolou uživatelského jména. Pokud nezaškrtnete „Zapamatovat pro toto zařízení“, budete vyzváni k zadání dne a měsíce narození při každém přihlášení.

Figure 2. A user guide for the online banking of Česká spořitelna

The usual design of a user guide for online banking

In the first picture we can see the official manual, which can be found on the website of Česká spořitelna, which is listed here. The manual looks like it has several chapters that individually describe the steps for logging in, for example, or here they describe what the George app can actually do. However, we don't find any detailed description of how to make a payment, for example, where we can see an overview of our transactions. And what we mainly don't find here are pictures that would navigate where things are in the application and that would help in better orientation in the application, which I consider the biggest shortcoming. Seniors who are new or very new to online banking need more help than just the steps described. All of us, not just seniors, find new applications easier to use if we have a preview of what the application looks like and where to find the various tools we want to use.

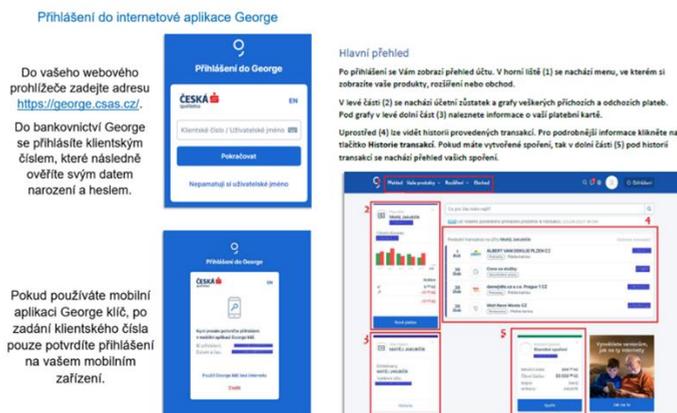


Figure 3. A draft of a newly designed user manual

Designing an user manual for online banking targeted at elderly users

The second picture is already my design, which also describes the application login, but there are a few pictures attached for better orientation and to describe what is actually happening at the moment and what will follow. Everything is described here in a larger font so that the text is easy to read even for the elderly with poor eyesight. In the picture on the right we can see the main page of the online banking, where there are several rectangles that are clearly numbered. These numbers make it easy to navigate through the text describing what each rectangle means. And where, for example, we can find the toolbar or what the charts on the right show.

For me, this guide is much clearer and makes it easier to navigate the application than just the written text, which is in small print and not clear. Pictures are taken into account, for convenience, capital letters and clear explanations of what each tool on the page can do and what we can use it for.

Conclusions

It is important to pay attention to the specifics of developmental stages and individuals. To make it easy for everyone to search the internet and to dispel the myths that internet is only for the young.

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