Ben Arent - Product Designer.

Jive.

Jive is a design concept for a new digital communication device, designed specifically for the technophobic elderly audience. The device was build on new human centred product design methods that allowed the designer to gain greater insight into this under designed elderly market.

What is Jive?

Jive is a range of products that allow for users to have greater engagement with their friend and family. The jive package is create in 3 parts.

One plug router.

One Plug Router is a new design of router that was designed to give simple ADSL internet access into the homes of the users who were gong to use the system. The prices of the internet is free and is supported by a targeted 50+ advertising platform.

'Betty'

'Betty' is the communication device itself. This unit has been designed to live outside the office, and has been designed to have a simple learning curve so a user can pick up the basic functions without having to understand the current complex interactions of digital products.

'Betty' makes simple functions simple by using a tangible user interface, this means if you want to do send a message to person, you just place that person onto one of the 3 points of betty. This tangible interface makes it simple to send a message to any contact that you have been given.

Friend Pass.

A friend pass is the key to getting the whole system to work. Individual buy and registers a friends pass to their digital live at jive.benarent.co.uk. This system will aggregate all of one persons digital life into one place. The jive service shall also allow for custom disclosure filters depending upon who you plan on giving the friend pass to.

Q&A.

When can I buy a 'jive'? – Currently jive is only a design concept. The current 3D form would be modified if a product was to go to market. There is a patent covering the functionally of jive, and Ben is seeking investors to further develop his product.

How much would it cost? – Ideally jive would retial under the $200 price point, this would include the complete jive service. This price would mean that it is still cheaper than a computer, and even the functionally useless video phones. The internet used in jive will be free as friend based advertising would generate a lot of revenue with the 'grey pound'. A friend pass would retail under 5, jive wouldn't charge for the aggregating of social data using the jive platform.

Do old people need / want / desire this? – The foundations of jive has been build using user centred design methods, initla feedback from prototype work has been positive, but further market testing would be needed to verify that such a device would have wide market appeal.

Isn't 'old people' using computer / the internet just a generational thing? – Perhaps, but if this was true there is still a possible 45 years of this generation. Which in gadget terms, a very large amount of people. I also believe that the core concept could be tweaked for younger generations as the jive platform is more specifically focused on a core group of friends and not the people who you never want to talk to again from high school.

Got another question for me? Please feel free to contact me

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