

## A Smartphone Seniors Can Master from Day One

### The story behind development of the F-12D Raku-Raku Smartphone

The Raku-Raku Phone handset series developed jointly with NTT DOCOMO, INC has been a huge hit with seniors. More than 20 million units have been sold since the series launched in 2001, bringing the enjoyment and convenience of mobile phones to an even wider audience. In the summer of 2012, an entirely new entry to this popular series, a smartphone designed for seniors, joined the lineup. The following is a behind-the-scenes look at the story behind this product, designed and developed from square one with convenience for seniors in mind.



#### "I want a smartphone with a bigger display"

Smartphones have become a runaway hit over the past two years, captivating users of all ages by putting the convenience and enjoyment of access to any information imaginable right in the palm of their hands. The same attraction holds for seniors. According to a Fujitsu study\*1, 42.6% of all seniors in Japan are eager to purchase a smartphone.

In expressing their expectations for smartphones, many people mentioned how exciting it would be to do any number of things on a larger display with an intuitive touch-panel interface. But when seniors actually used smartphones during hands-on conferences and focus groups Fujitsu sponsored, the touch-panel interface was a major source of mistaken user input.

Seniors clearly want to use smartphones, but there is no product on the market that fully meets their needs. After repeated research, Fujitsu opted to develop a smartphone from square one that offers what seniors want and that they can confidently master.

#### The goal: a stress-free, easily mastered device exclusively for seniors

In usability studies, it became clear that testers were unable to use the small buttons on touch panel displays accurately. There were also unintentional navigation errors due to inadvertent display touches. Fujitsu's solution was the development of a unique "Raku-Raku Touch Panel" to eliminate the anxiety associated with conventional touch panels. The goal was to do away with a "touch only" interface through a groundbreaking mechanism that delivers the tactile feel and precision of hard buttons, with fingertip vibrations used to signal that the desired input is complete. Among other included functions is accidental touch support to prevent mistaken input. The end result is a precise touch interface pleasing to seniors.

Another key issue was the difficulty and complexity of the smartphone user interface (UI)\*2. Developing a UI with a "home" application displayed large for seniors failed to fundamentally resolve this issue. This prompted Fujitsu to develop both

hardware and the UI for applications explicitly for the Raku-Raku Smartphone. While development required far more time and effort than ordinarily spent on new handset models, the outcome is a device that is easy to use in every way.

#### Human Centric fun and excitement Fujitsu strives to deliver

Smartphones make everyday life more convenient. This is why Fujitsu sought not only to make the Raku-Raku Smartphone intuitive to use, but to fill it with a host of functions, applications and services to make seniors' lives more enjoyable. The roughly 8.1 megapixel camera, for example, offers the same excellent functionality as high-end handsets, and has convenient function buttons that enables users to easily take captivating photos that they can immediately email. The device also comes with a variety of preinstalled applications available for use right away. These include popular pedometer and health management-related applications, to convenient destination maps, radio stations that users can listen to, games and more. Another offering is "Raku-Raku Community," a site where users can fully enjoy connecting to other people. This space is one in which users can casually interact with people they normally would never meet around hobbies and travel, food, health and other themes. Raku-Raku Community is monitored 24 hours a day by Fujitsu staff, for a service that seniors can enjoy with peace of mind.

Fujitsu is optimally leveraging its ability to offer one-stop solutions encompassing hardware and software to services and content to provide senior-friendly, human-centric ICT.

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\*1 Smartphone Desire to Purchase Study: Research conducted by Fujitsu in December 2011 (573 mobile phone users aged 55 and older)

\*2 User Interface: Refers to a home screen and interface environment that allow users to directly navigate to and engage desired information.