

Introduction

This assignment is to write an instruction manual for those over 65 who wish to use social media. Some older people are very technologically savvy and have been using social media for years; some have never used a smartphone. For this assignment, I am erring on the side of less technical know-how and writing for those who have never used social media, and have never downloaded apps on their smartphones. I will assume that the user has an Android smartphone that has already been set up for use, which means they have an email address and access to the Google Play Store.

Understanding the Procedure

App Selection

I will be writing instructions for Facebook and Facebook Messenger using an Android Phone.

Audience Wants and Goals

Our audience's main goals are to stay connected to family and friends. They can do this through interacting publicly on the news feed and privately via Messenger.

Tasks to include:

- 1) Searching for and downloading Facebook app
- 2) Creating an account
 - A) Registering for the first time
 - B) Updating profile picture
 - C) Quick Privacy Checkup
- 3) Connecting with others
 - A) People
 - 1) Finding and adding friends
 - 2) Navigating a friend's profile
 - B) Pages
 - 1) Finding and following pages
 - 2) Navigating pages
- 4) Using the News Feed
 - A) Posting a status
 - 1) Understanding post privacy levels
 - 2) Text-only posts
 - 3) Posts with media attachments or add-ons
 - B) Interacting with others
 - 1) Understanding post privacy levels
 - 2) Reacting to a post
 - 3) Commenting on a post
 - 4) Sharing a post

- 5) Using Facebook Messenger
 - A) How to download Facebook Messenger
 - B) Writing messages
 - 1) Writing new messages from a post or profile
 - 2) Writing new messages from Messenger
 - a) New conversation
 - b) Existing conversation
 - C) Receiving messages
 - 1) New conversation
 - a) inbox
 - b) message requests
 - 2) Existing conversation
 - D) Video Calling
 - 1) How it works
 - 2) How to make a call
 - 3) How to answer a call

User Analysis

Our audience is made up of older people, most of whom do not have a technical background, who would like to stay connected to their family and friends. They own a smartphone but only use it for basic tasks like phone calls and text messaging. They know the phone is capable of much more, but do not know where or how to start. They want to use their smart phone to access Facebook in order to keep up with their friends and family. They do not need or want to be able to use every feature of Facebook but they would like to view and share photos, read and post status updates, and chat (text and video). They are willing to learn but do not want to be bogged down with too many technical details or unneeded complexity.

User Personas



Patti is an 85-year-old widow with a large family that is spread throughout the country. She retired from a career as a nurse never having worked in any technological field. She has had a home computer for many years but rarely uses it. Up until a recent move, she had dial-up internet. She spends very little time online, and keeps up with her family and friends via telephone and letter-writing. Her large family is becoming more and more spread out and busy, so she feels like she's missing out on a lot by not being able to follow their activities online. She is ready to use Facebook so she can interact with her family. She needs instructions that explain each concept to her.



Susan is 75 years old. She retired years ago due to a physical disability which leaves her mostly home-bound. She wants to be able to keep in touch with her friends and family, keep updated on national news, and continue being a political activist. Previous to her retirement she was employed as a computer programmer and analyst so she has a background in computers. She understands how the technology works and has used the internet since it became widely available in the 90's. She has a Facebook account and uses the desktop version. Although she knows about technology and followed its development in the news, she was slow to adopt new innovations. She only recently bought a smartphone and has found that it's not as easy to adapt to as she thought. She needs instructions on how to use the smartphone version of the Facebook app.

Storyboard

These sketches (attached at end) are subject to change once I actually take the screenshots. Since I am currently logged in to Facebook on my device, these sketches may not actually match what the screenshots look like once I log out and start the process from scratch.

Conclusion

In this assignment, I hope to make easy-to-understand instructions for the older generation to access Facebook and Facebook Messenger so that they can keep in touch with family and friends, and stay up-to-date on the goings-on in their community and around the world. I will limit the instructions to what these particular users find the most important: configuring their profile, adding friends, following pages, posting statuses, navigating profiles and pages, and communicating via Messenger. It is my goal that these instructions are easy to follow and comprehensive but not overcomplicated.



