

>> **Cell Phone (Communicator) for Elderly Executives**

Industrial Design

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Cell Phone (Communicator) for Elderly Executives

The idea here is to design a combination of PDA (Personal Digital Assistant) and Cell phone and create a complete accessory of our times that fulfills the communication, organizing and entertainment needs.

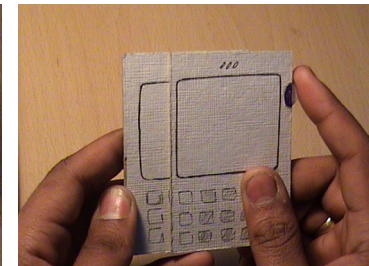
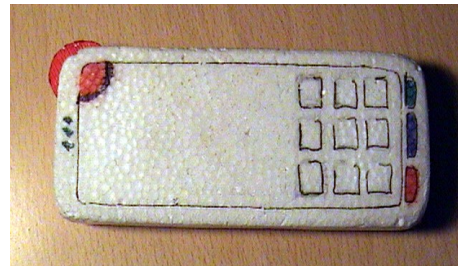
The challenge is to combine the cell phone and PDA in the most optimized, efficient and elegant way.

The project essentially had three major components.

- Ergonomics
- Interaction**
- form

Different alternatives of a Cell phone PDA combination

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A new navigation system was conceptualized that used the fish-eye concept of i-mac and Sony jog dial.

Sony jog dial



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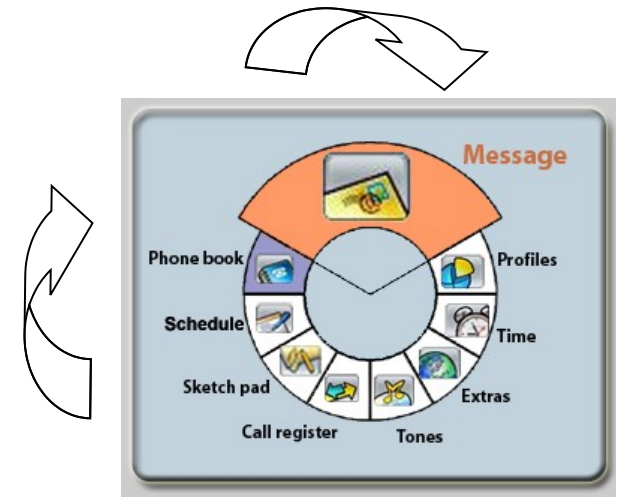
i-mac fish eye navigation

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The final Design is in the form of a dial of a Wrist Watch with the zoom area at the standard 10:10 am position.

All the main menus find the place in the ring and are colour coded.

The arrows shows the movement pattern of the ring. The menu that lies in the central area zooms up and its identity/ name appears on the screen.

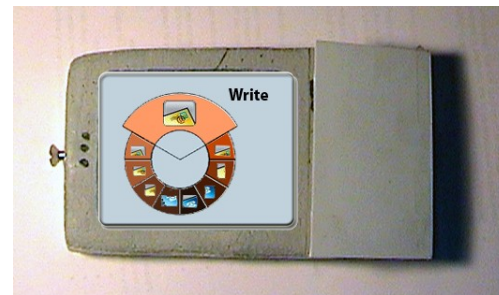
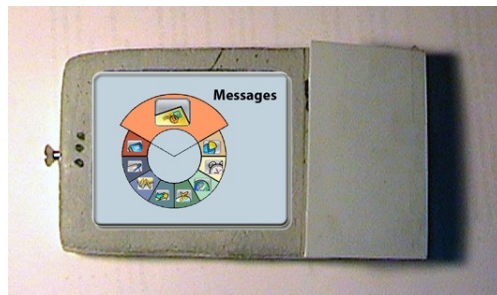
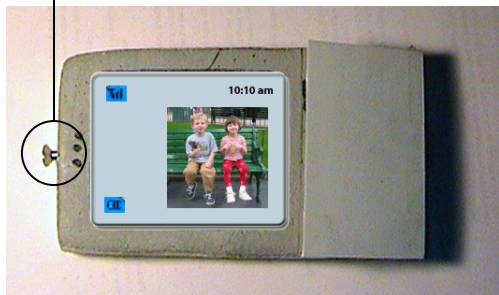


The home of the main screen of the new navigation system

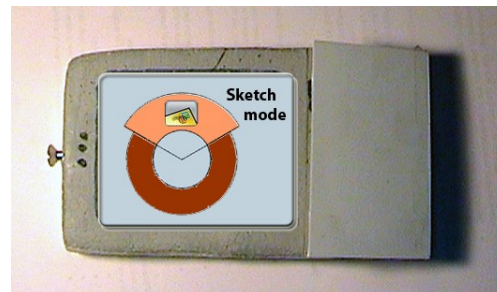
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Sequence of making a picture message using the new interface.

Scroll



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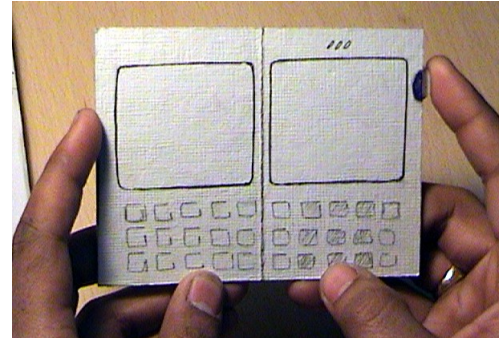
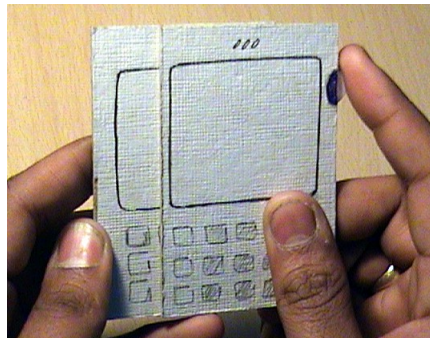


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The sliding type Cell phone PDA combination was chosen to further simplified.

The possibility and necessity of dual screen was realized.

At skeleton level there are two panels piled one over the other and this combination behaves as a Cell phone while closed and PDA while open.



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Final product when closed (Cell phone mode)

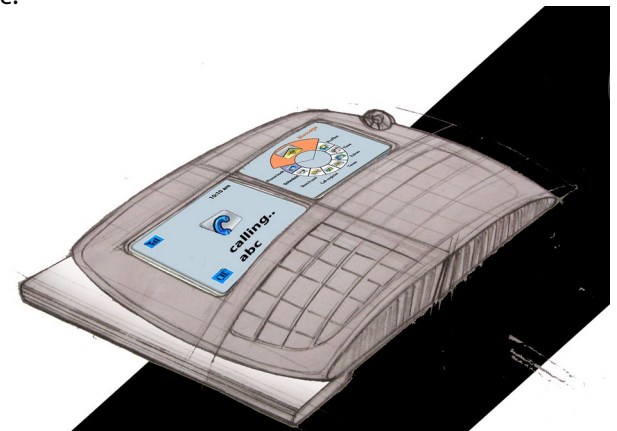
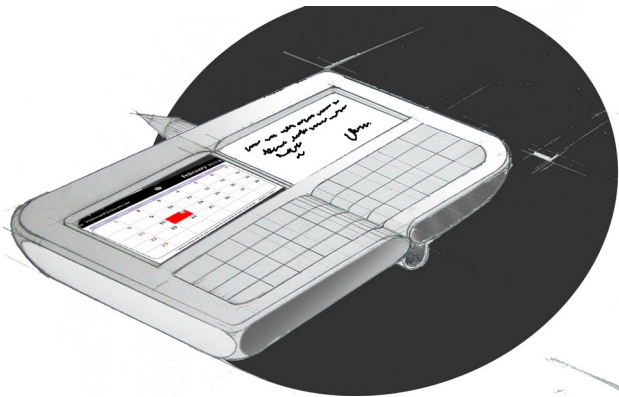
Final product when fully opened (PDA mode)

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The dual screens might behave like one screen for the scenarios like writing long mails, sketching using stylus, writing addresses etc.

The screens could also be used as individual screens and could be used in scenarios that involve a parallel usage the device as a Cell phone and A PDA at the same time.

For eg. Retrieving a tel. no or address while on call, noting down Appointment using calendar etc.



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Alternatives ..

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The resulting design has a unique combination of the PDA and a Cell phone with all the accessories like qwerty keyboard, hands free and stylus integrated with the form. All the elements have been functionally integrated to generate the desired freshness and create a distinct identity of the product.



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Final product when closed (Cell phone mode)



Final product when fully opened (PDA mode)