

SUCHADA WEERAGULPIRIYA : DESIRED FONT CHARACTERISTICS
FOR READING ON WEB FOR ELDERLY PEOPLE. THESIS ADVISOR :
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FONT CHARACTERISTICS/ THAI FONT/ WEB DESIGN GUIDELINES/
ELDERLY PEOPLE

This research aims to study the desired font characteristics for reading on web, presenting on a laptop computer, for elderly people. The characteristics of Thai characters in this study were Font family, Font size, Letter spacing, Line height, Font style, Text alignment, Font color, and Background color. The participants were divided into two groups: (1) Elderly group is people aged 60 years old and over, 273 persons and (2) Young group is people aged 15 – 59 years old, 210 persons, in total 483 persons. Data collection by using a web displaying text information. The participants were asked to choose the desired character style in the sample text.

The results found that the desired font characteristics for reading on web presenting on a laptop computer for elderly group was a Boon font family at the font size 24 pixels (18 point) included letter spacing is 0.00 pixels., line height 1.25, the normal font style, the left alignment, and the font color is dark gray (#555555) on a white (#FFFFFF) background. Font characteristics for the young group were the same as older adults, except that the font family should use Tahoma and a font size of 17 pixels (12.75 point). The results of this study contributes a guideline for presenting Thai fonts on the website for making text easy to read and also make the content on the website more accessible.

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