

Raku-Raku Phone/Smartphone — Fujitsu's User-Researched Handset Series for Older Adults

Digital Inclusion · Good practice · Japan

Quality score: 92/100

Evidence strength: Descriptive / self-reported

Summary

Fujitsu's Raku-Raku ('easy-easy') handset line, sold via NTT DOCOMO in Japan since 2001, is redesigned each generation from long-term user research with older adults — large tactile buttons, age-adjusted audio, simplified menus — and has sold over 20 million units.

Key dimensions

Dimension	Score
Innovation level	3/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-26

[Fujitsu Limited \(with NTT DOCOMO\)](#) — accessed 2026-08-26

[Fujitsu: Raku-Raku Smartphone press release \(2012\)](#) — accessed 2026-08-26

[Engadget: Fujitsu senior-friendly smartphone coverage](#) — accessed 2026-08-26

[SlashGear: Raku Raku Smartphone US/Europe expansion](#) — accessed 2026-08-26

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