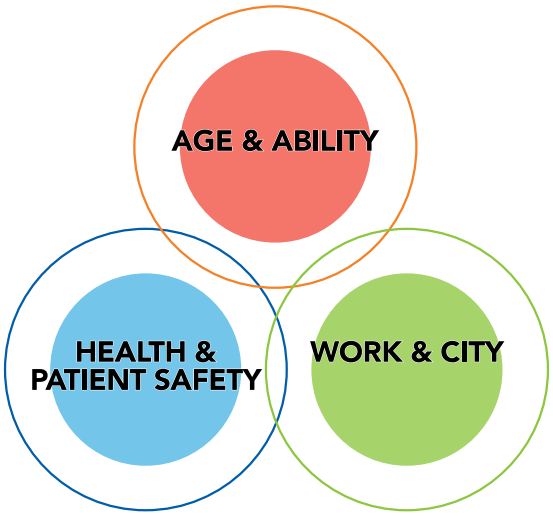
Based in London, the Royal College of Art is the world's only entirely postgraduate community of innovators in art and design

The Centre has a number of programmes, working with academics, students and professional designers, but today I will talk about our work with business, an important part of Universal Design

THREE RESEARCH LABS



Design goes way beyond aesthetics...

… it can change business culture and all of our civil society as well.

Bruce Nussbaum, BusinessWeek

RCA Innovation Night, June 2007

IMPROVING LIFE

First, turn on TV
Volume
Channels
TV
TOM STABLES

DESIGN CENTRED around PEOPLE

So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.

PEOPLE CENTRED DESIGN

We look to put people at the centre of design, not just as passive recipients, but as active contributors to the process. We call this people-centred design … and this can be really smart business practice.

INCLUSIVE DESIGN

Well, most design is done for people, aimed at people, or affects people. Everything in this room has been designed –it is ever-present in our daily lives

A young man will not buy an old man's car …
and neither will an old man buy an old man's car

Designing **for** … and designing **with**

Evolving role of the designer

Maker
Creator

Evolving role of the designer

Maker
Creator

Thinker
Facilitator
Listener
Ethnographer
Business leader

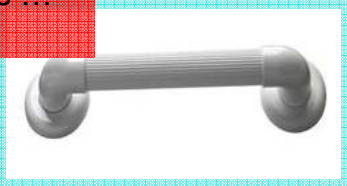
Evolving role of the designer

Professional dreamer:

Head in the clouds
Feet on the ground

MYTHS AROUND AGEING

This is design for older people …



And this … and they should be grateful if design pays them attention at all

Older people only like beige, white or grey

Older people only like beige, white or gray

All older people are the same

Technology is not relevant to older people

CONCEPTS

PDA/Tablet Concept Babysits Old People

Hey, old people have technological needs too. Or so this concept would have us believe. The idea behind this tablet/pda-ish device is that it uses RFID tracking technology toremind the elderly when to take their meds, when food in the refrigerator goes bad, and what to get at the store to meet nutritional requirements. But if my grandparents' foray into technology is any indication, this device would do nothing but baffle the elderly mind. [Yanko Design]

Only teenagers go through transitions

Old age means that you are on the edge of financial ruin

Spending power

£250 billion

Spent by over 50's in UK annually

Source: Family Spending: A report on the 2007 Expenditure and Food Survey, 2008. p130te

Spending power

£250 billion

Spent by over 50's in UK annually

Only **£62 billion** by under 30's

Source: Family Spending: A report on the 2007 Expenditure and Food Survey, 2008. p130

Managing wealth …

Financial services that support longevity

Support longer retirement

Support inheritance

Give personal choice

Reassurance and trust

Managing health…

Health means different things

Move from a medical model to a social one

Move from reactive care to preventative

Impact of technology

Who ‘owns’ my health data

Remaining independent for longer

Managing work …

Remaining mobile…

The high street of 2030?

More will be single … and dating

More will be active

Photo credit: Photo Agency

The ageing action hero

Design for multiple minor impairments …

Cognitive

Physical

Visual

But do not forget aspiration (and desire)

Technology

Only 13% of the American public believes that technology products are easy to use

Source: Philips Index (2004)

Not ‘dumbing down technology’

Existing solutions, or Silver Phones as they are often called, are stigmatizing and unrespectful.

They focus on disabilities and are not inspired by abilities.

Older people can benefit from picture messages and the features of modern phones – they shouldn’t just be given simplified options.

These phones don’t even have enough digits to dial a number.

Access and learning

The second book is the main manual – the phone actually slots into this and becomes the center of attention.

Arrows point to the exact locations the user should press, avoiding confusion and eliminating the feeling of *being lost in a menu*.

It is not just about technology. It is about enabling social connection and creating personal independence.

The rise of the virtual community

. . . . many of these now exist virtually. .

For example, an online group such as Mumsnet, a forum for parents by parents, twitter . . . .

‘It feels like a video game’

skype.

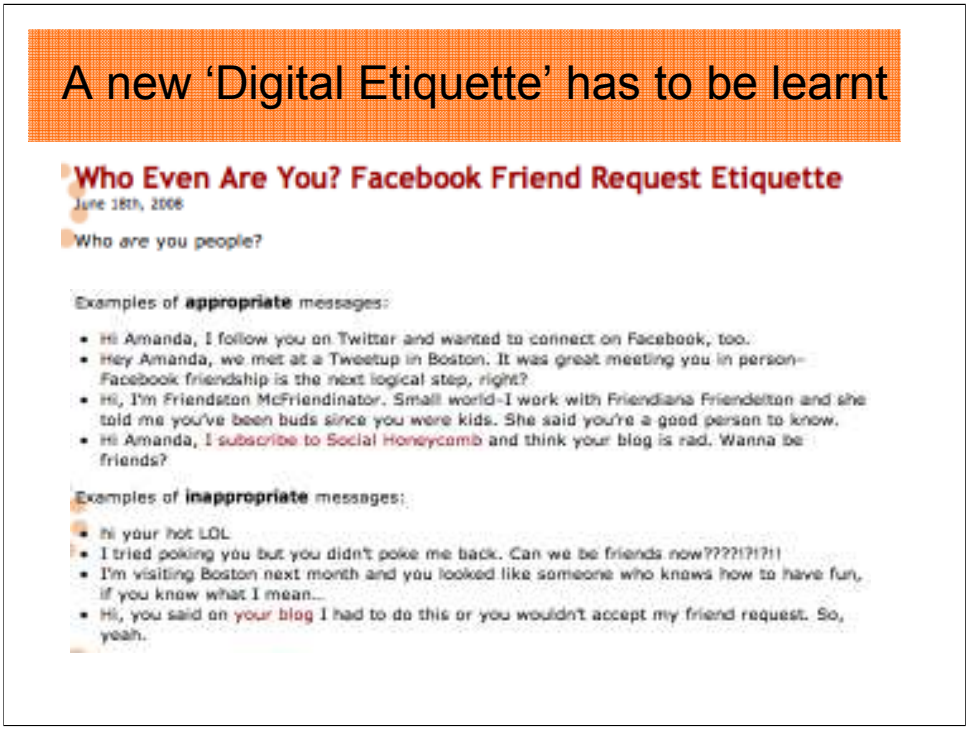
‘It feels like a video game’

skype.

Older people are not looking to accumulate more relationships.

Digital services need to help them maintain their existing relationships.

A new ‘Digital Etiquette’ has to be learnt



Who Even Are You? Facebook Friend Request Etiquette

June 18th, 2008

Who *are* you people?

Examples of **appropriate** messages:

- Hi Amanda, I follow you on Twitter and wanted to connect on Facebook, too.
- Hey Amanda, we met at a Tweetup in Boston. It was great meeting you in person– Facebook friendship is the next logical step, right?
- Hi, I'm Friendston McFriendinator. Small world–I work with Friendiana Friendelton and she told me you've been buds since you were kids. She said you're a good person to know.
- Hi Amanda, I subscribe to Social Honeycomb and think your blog is rad. Wanna be friends?

Examples of **inappropriate** messages:

- hi your hot LOL
- I tried poking you but you didn't poke me back. Can we be friends now?????!?!?!
- I'm visiting Boston next month and you looked like someone who knows how to have fun, if you know what I mean...
- Hi, you said on your blog I had to do this or you wouldn't accept my friend request. So, yeah.

skype.

A new ‘Digital Language’ has evolved

MMS
GPS
GPRS
SMS
WiFi

skype.

A new ‘Digital Language’ has evolved

MMS	lol
GPS	lmao
GPRS	Tx
SMS	Wth!!!
WiFi	XInt

skype.

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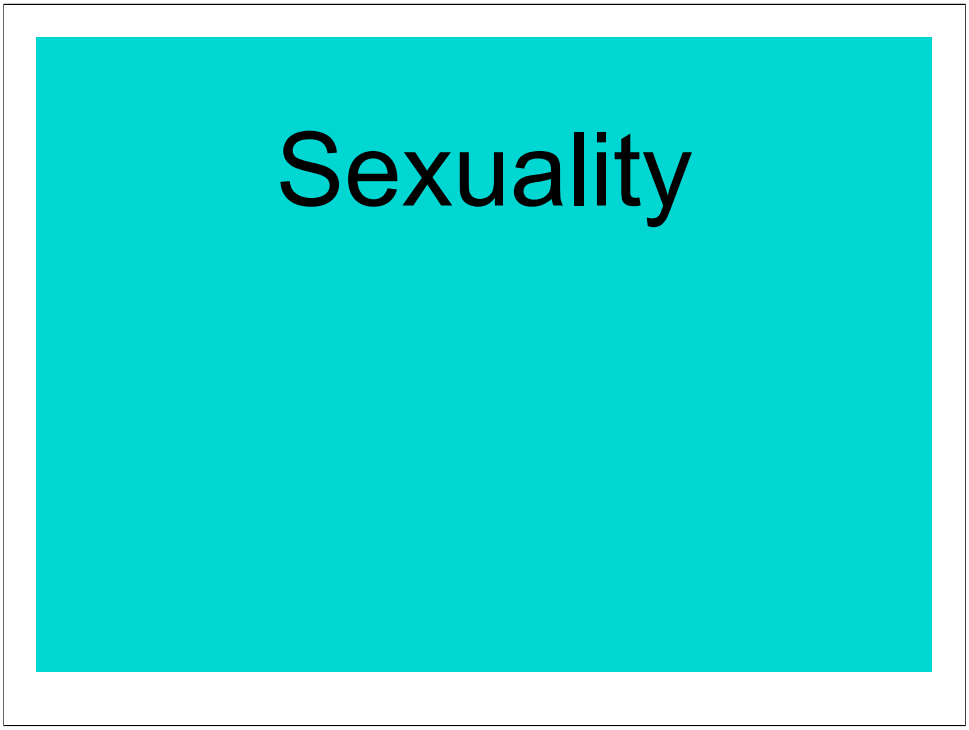
skype.

EDGES OF AGEING



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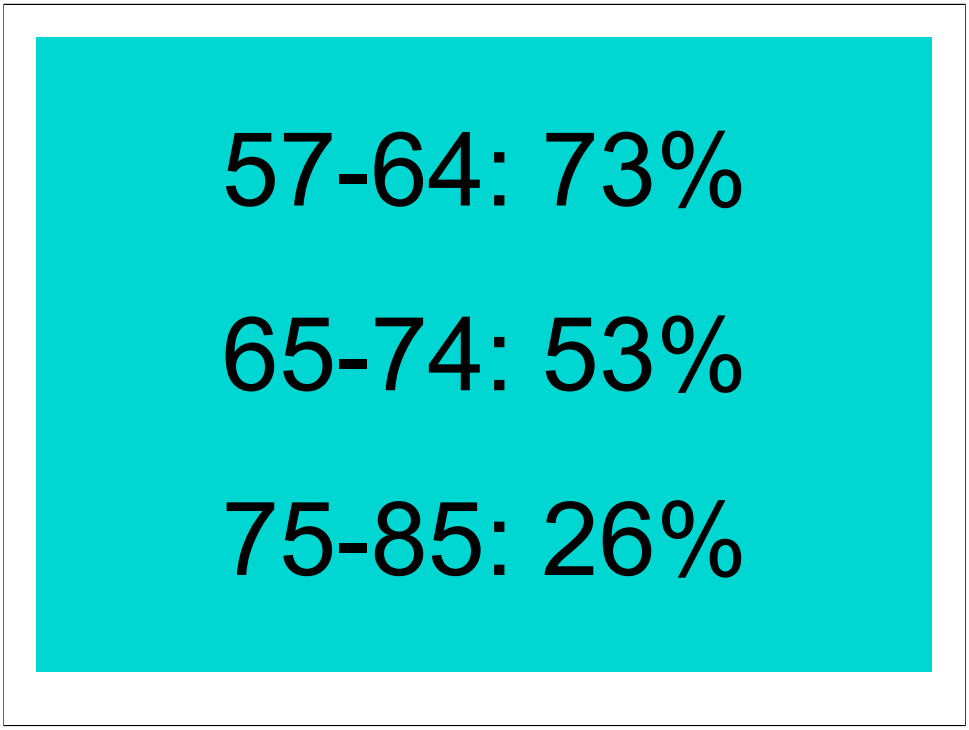

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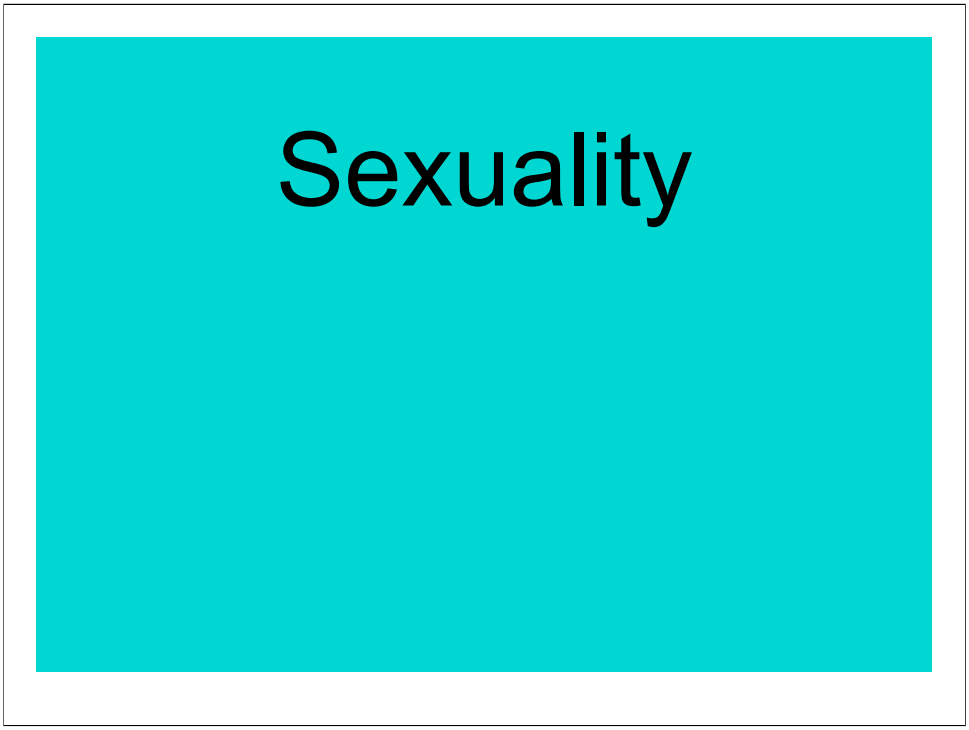

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Andy Chen, Helen Hamlyn Centre for Design

Andy Chen, Helen Hamlyn
Centre for Design

Andy Chen, Helen Hamlyn Centre for Design

Image and Portrayal

So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.

AGE Concern
Camden
Dementia
Advocacy
representing the rights
of older people with
memory impairment
and dementia
The Big Question
How much would you be willing
to pay for good quality care?
AGE Concern
HELP THE AGED

Positive representation

Photo: Katrin Trautner

The Elder-preneur

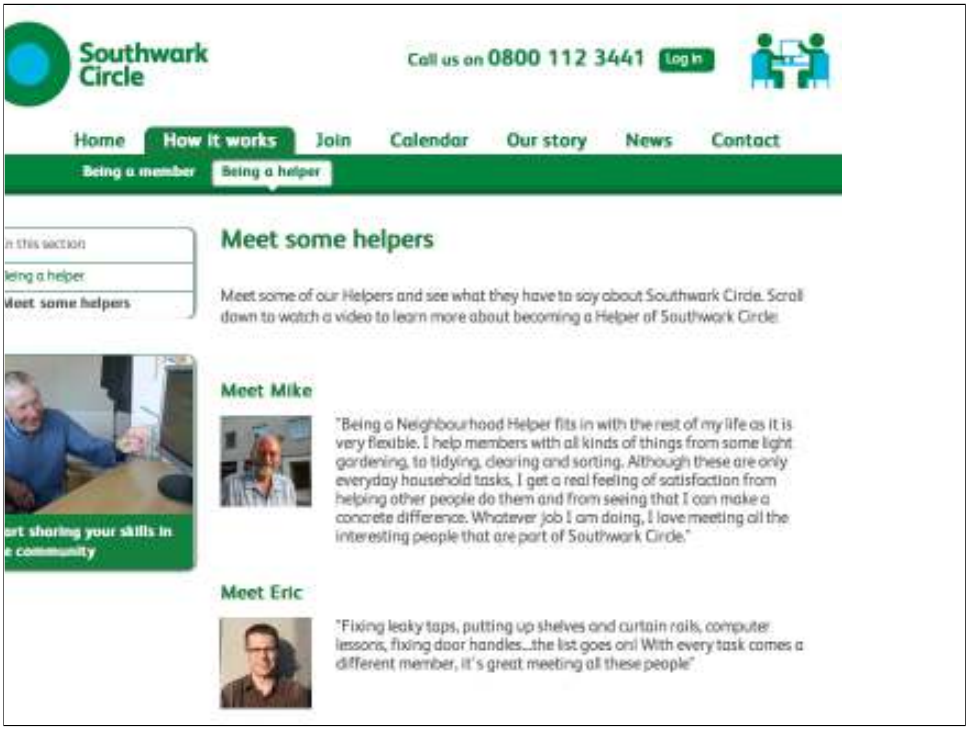
Elder-preneur: people in their 50s and 60s are much more likely to succeed in a new business venture than those under 30

Volunteerism

So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.

Collaborators and authors … not just ‘test subjects’ or recipients

Technology, as used here refers to digital technology that provide communications, information and entertainment.


Southwark Circle
Call us on 0800 112 3441
Log in
Home
How it works
Join
Calendar
Our story
News
Contact
Being a member
Being a helper
Meet some helpers
Meet some of our Helpers and see what they have to say about Southwark Circle. Scroll down to watch a video to learn more about becoming a Helper of Southwark Circle
Meet Mike
"Being a Neighbourhood Helper fits in with the rest of my life as it is very flexible. I help members with all kinds of things from some light gardening, to tidying, clearing and sorting. Although these are only everyday household tasks, I get a real feeling of satisfaction from helping other people do them and from seeing that I can make a concrete difference. Whatever job I am doing, I love meeting all the interesting people that are part of Southwark Circle."
Meet Eric
"Fixing leaky taps, putting up shelves and curtain rails, computer lessons, fixing door handles...the list goes on! With every task comes a different member, it's great meeting all these people"

Social Innovation

So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.

Whipcar: allows you to share your neighbour's car

Where are the older people?

So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.

Sustainability

So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.

In the context of ageing

WE NEED TO RADICALLY RETHINK

Family structure (learn from other cultures)

So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.

Relationships

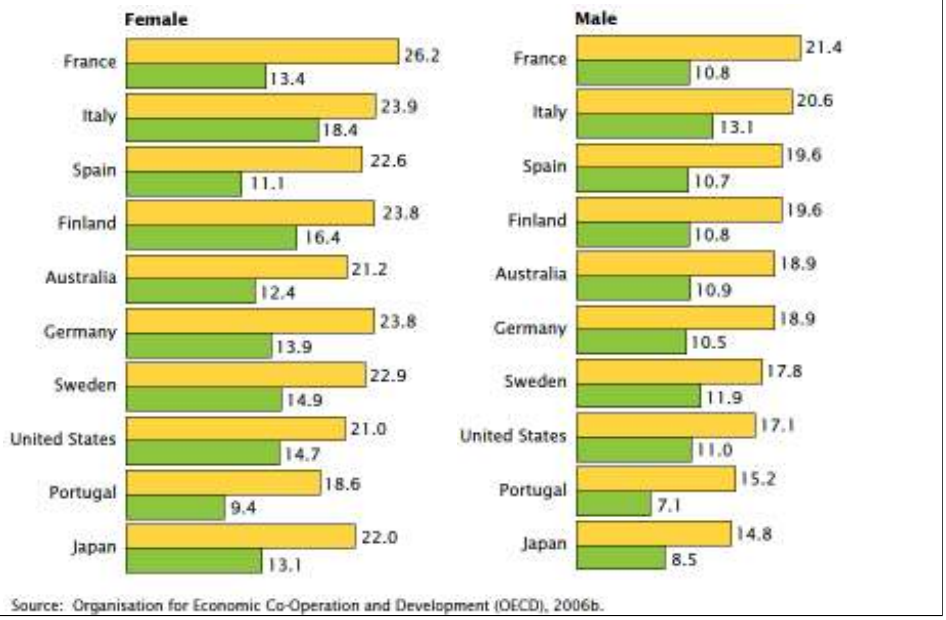
So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.

..in couples..

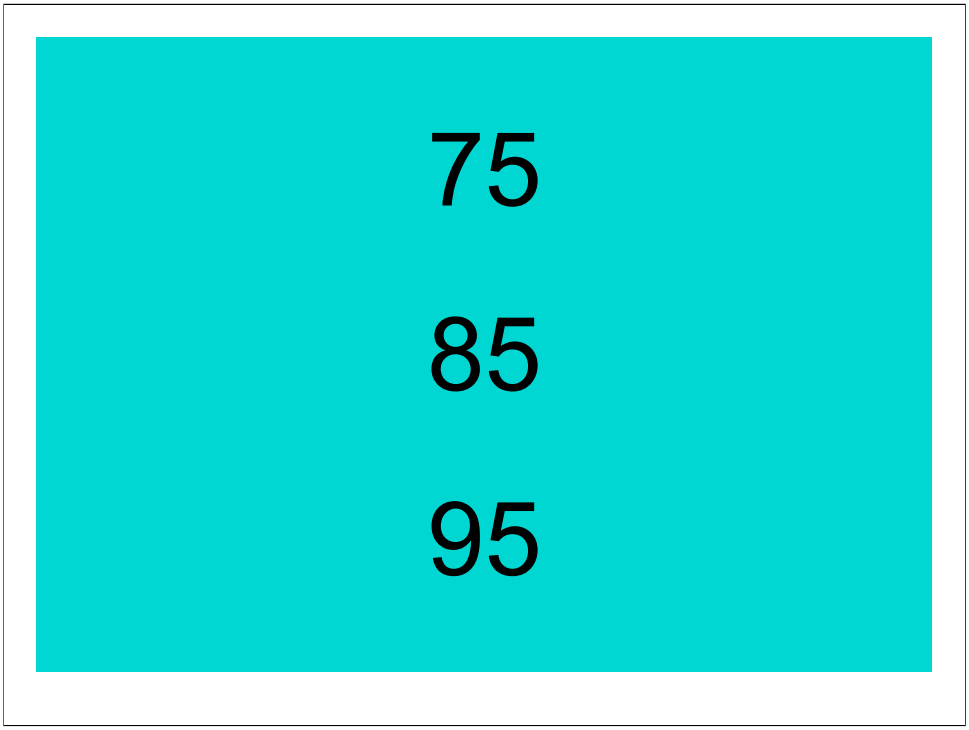
So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.

We spoke to people who battled with technology alone,

Years of Life Expectancy After Retirement in Ten Countries: 2004 Versus 1970



Source: Organisation for Economic Co-Operation and Development (OECD), 2006b.



So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.

..and in groups..

Need to start now

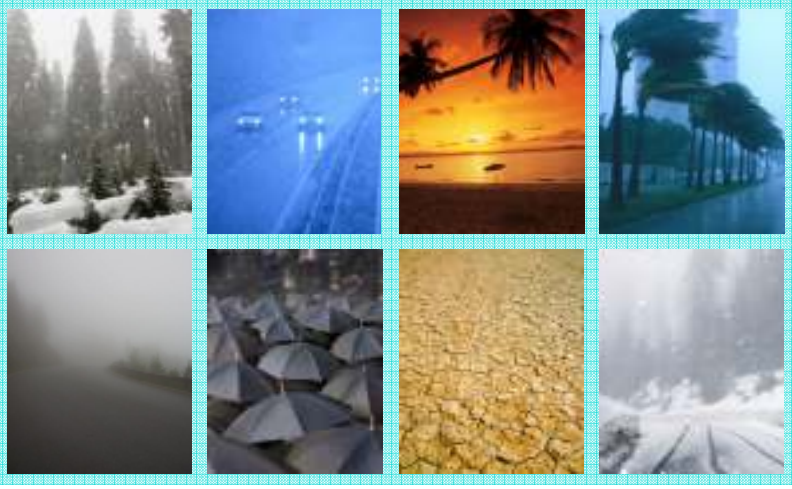
GA-TAP.inc
Think And Produce

THE CREATIVE ARGUMENT

DESIRE DOES NOT FADE AWAY WITH AGE

Why have one perspective …

… when you can have many



OUR APPROACH

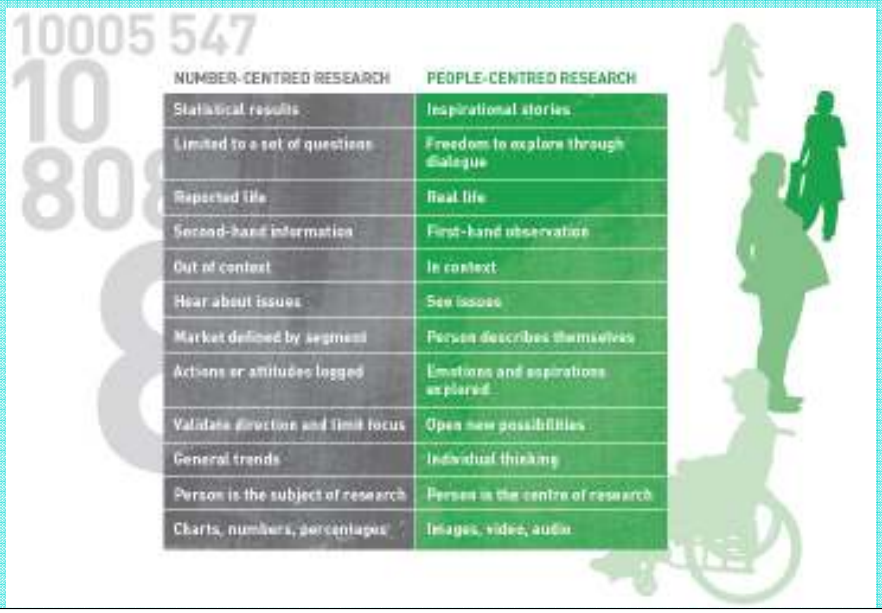
SECRETS!

1) Aim for the edges

Source: Jeremy Myerson, Helen Hamlyn Centre

Average customer is a myth

2) Statistics are just the start



Technology, as used here refers to digital technology that provide communications, information and entertainment.

3) See the ‘person’ … not the ‘user’

Photos: Aaron Fotheringham

Technology, as used here refers to digital technology that provide communications, information and entertainment.

4) The rule of **one**

If **one** designer sees **one** interesting thing from **one** person…

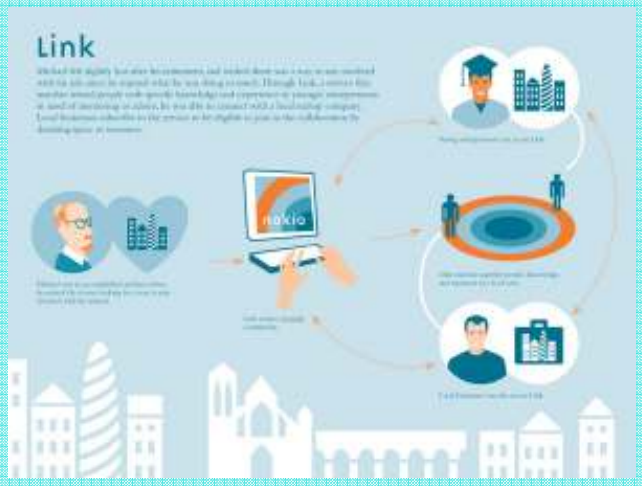
… that can be enough to get started.

Technology, as used here refers to digital technology that provide communications, information and entertainment.

130 PROJECTS FROM THE CENTRE

Technology, as used here refers to digital technology that provide communications, information and entertainment.

Timothy
Joan
Paul
Bekan
Chloe
Sh.


Link
nakio

www.hhcd.rca.ac.uk

@HHCDesign @RamaGheerawo

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