

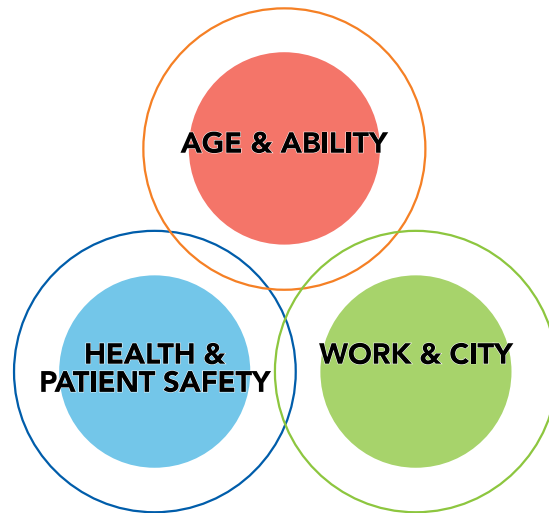


Based in London, the Royal College of Art is the world's only entirely postgraduate community of innovators in art and design



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**







TOM STABLES





# DESIGN CENTRED around PEOPLE

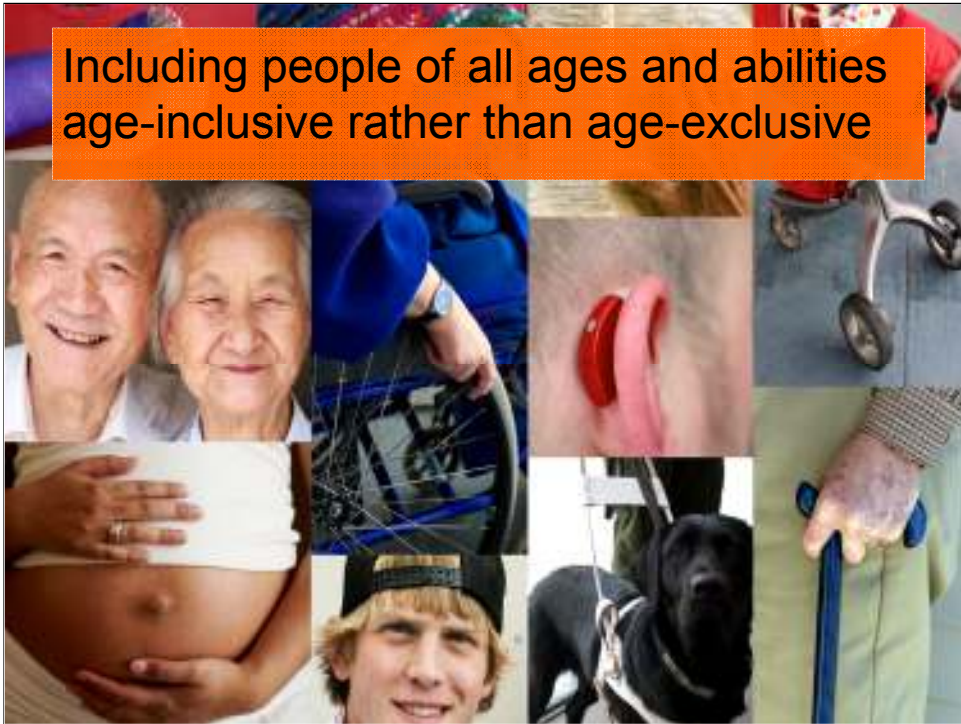
So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.

# 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.

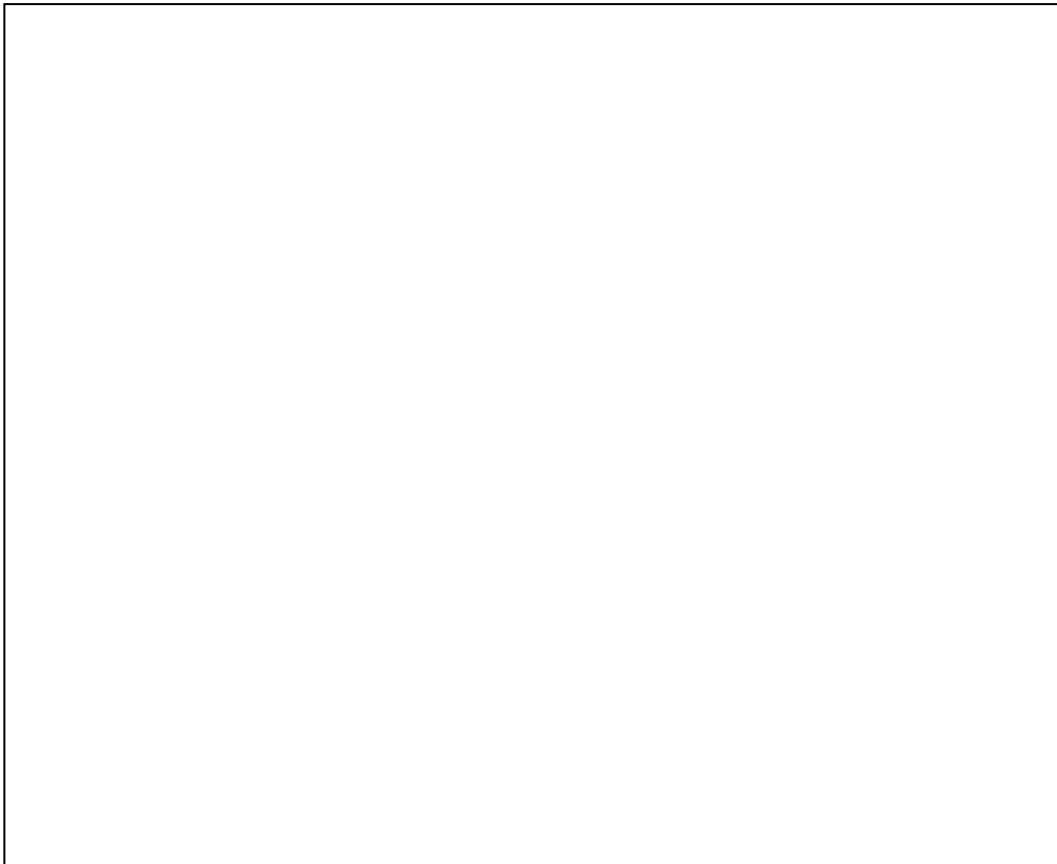
# INCLUSIVE DESIGN

Including people of all ages and abilities  
age-inclusive rather than age-exclusive



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



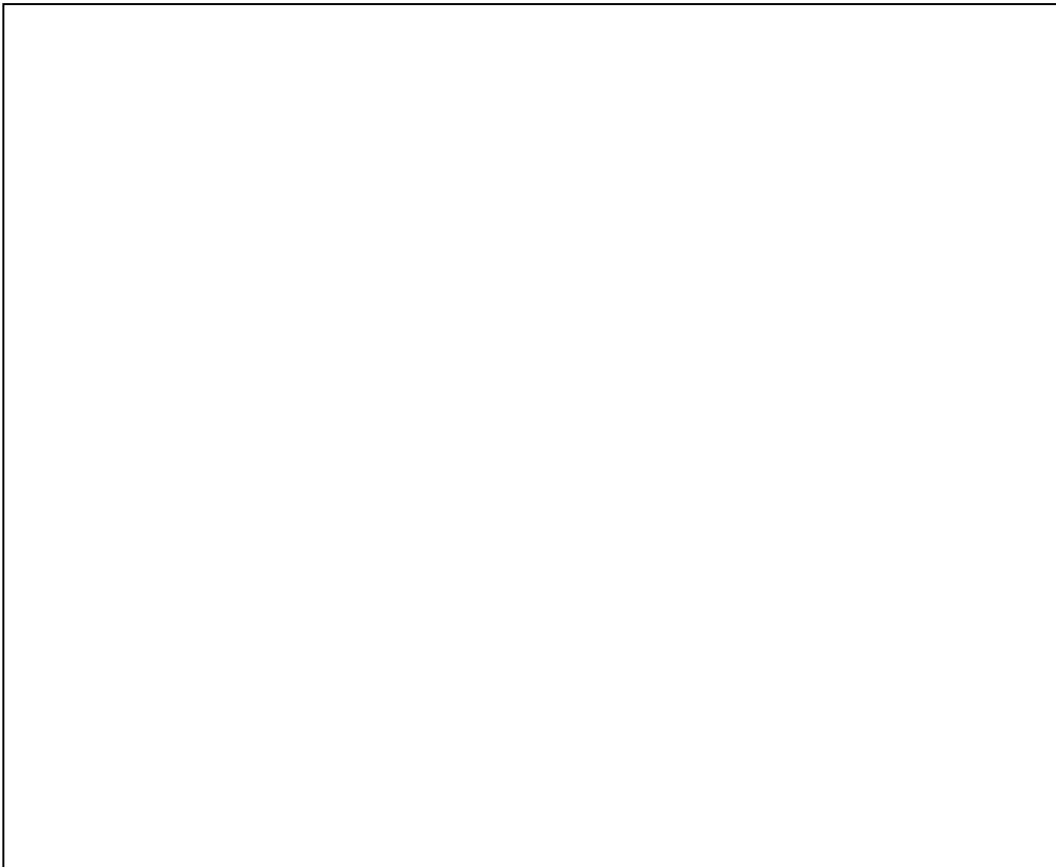
Professional  
dreamer:

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

LPL LOW PRESSURE SUNBLE	NFL HIGH PRESSURE SUNBLE
Beige	Acrylic® Dimples #122
Black	Acrylic® Kod #109
Grey	Whisper® Dark Grey #074
White	Acrylic® Bright White #022

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 to remind 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. p130a

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

The image displays two screenshots of senior dating websites. The left screenshot is for SilverFishing.com, featuring a cartoon fisherman and the text: "A totally free online community for senior singles. Dating doesn't end when the kids leave home... it just changes. It's fun again! If you're looking for a date who shares your values, your interests and your taste in life, you've come to the right place. Start your search!" and "100% FREE - Forever!". The right screenshot is for Dating for Seniors, showing a search interface with the headline "Start searching the 1000's of senior singles in your area today!" and a search form with fields for "Age", "Location", "Gender", and "Age Range", along with a "Search Now" button.

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 disrespectful.

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



The image shows two screenshots of online communities. On the left is a forum thread on 'mumsnet' with several posts discussing cooking techniques for chicken in a slow cooker. On the right is a Twitter profile for 'hannahdev' with a bio and a tweet.

**mumsnet**  
By parents for parents

**NaampyNan** Thu 13 Jan 11 14:08:08  
Can you do whole chicken in a slow cooker? I do lots of casserole-type recipes that I love and which are great for the kids, but sometimes I'd like to cook plain meat so their use in a variety of things (and make stock from the leftovers/bones). I'd really like to be able to cook whole chicken rather than the usual cut roast from my fat oven. My mum to the east made the most delicious chicken in her pressure-cooker, is it possible in a slow cooker?

**BeattieMum** Thu 13 Jan 11 14:22:13  
I'm always a bit concerned about the amount of liquid in one.  
Do you find that the majority of recipes say to use too much liquid? Or is the reason my food is really because I leave the cooker on too long. What that would you give, as I have to leave mine on for 5 hours, also in working day and no one of getting home at lunchtime to switch it on then.

**BeattieMum** Thu 13 Jan 11 14:29:14  
Oh bugger, I am working that day. I have to take look-out of the family, will have a picnic and ask a question, if probably won't get answered by then lol.

**NotateCollapsin** Thu 13 Jan 11 14:46:20  
Odd question, I am on a plan which doesn't allow me to mix root veg with my chicken, so I was wondering whether I could put a whole chicken into the slow cooker WITHOUT liquid? I assume it would still come out as tender and juicy?

**HeavenlyPines** Thu 13 Jan 11 15:01:12  
Are there any Posh/Searched steaks that are safe to cook slowly, we love fish but I don't want to poison anyone!

**slight** Thu 13 Jan 11 17:30:41  
Can you give some advice on what's safest etc to eat and how to do it safely? I never know what I need to pre-cook if that so only want to bring in fresh 😊

**twitter**

Get short, timely messages from Hannah Devlin.  
Twitter is a rich source of instantly updated information. It's easy to sit in an incredibly wide variety of topics. **Join today** and **follow @hannahdev**

**Sign Up >**

**hannahdev**

@AtheneDonald @ChiOnwurah somewhere in the middle then, either way should still be higher!

@EE\_Owino if we're going to get away about grammar, I hate it when people put a space before declaration mark. I ugly do that!

. . . . 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'

Who's Viewed Your Profile?

**6** Your profile has been viewed by 6 people in the past 7 days.

**35** You have shown up in search results 35 times in the past 90 days.

Your LinkedIn Network

**392** Connections link you to 4,603,620+ professionals

**13,503** New people in your Network since May 15

[Add Connections](#)

skype.

## 'It feels like a video game'

Who's Viewed Your Profile?

**6** Your profile has been viewed by 6 people in the past 7 days.

**35** You have shown up in search results 35 times in the past 90 days.

Your LinkedIn Network

**392** Connections link you to 4,603,820+ professionals

**13,503** New people in your Network since May 15

[Add Connections](#)



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

GPS

GPRS

SMS

WiFi

lol

Imao

Tx

Wth!!!

XInt

skype.

## A new 'Digital Language' has evolved

MMS

GPS

GPRS

SMS

WiFi

lol

Imao

Tx

Wth!!!

XInt



skype.

# EDGES OF AGEING

# Sexuality

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





**57-64: 73%**

**65-74: 53%**

**75-85: 26%**

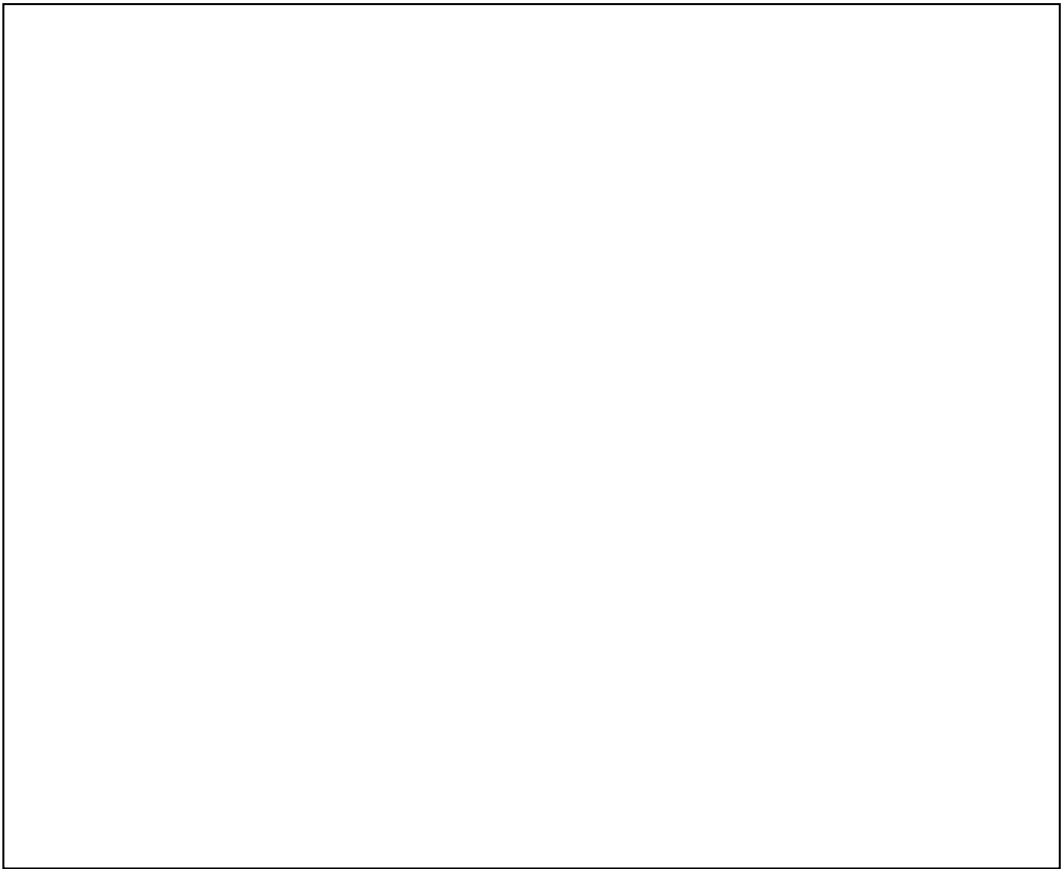
So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.

# Sexuality

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

# Intimacy

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





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**  
Fundraising





## 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.



Call us on **0800 112 3441** [Log in](#)



[Home](#)
[How it works](#)
[Join](#)
[Calendar](#)
[Our story](#)
[News](#)
[Contact](#)

[Being a member](#)
[Being a helper](#)


IT'S THIS SECTION

[Being a helper](#)

[Meet some helpers](#)


## 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.




Start sharing your skills in the community

### 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!"

70

# Social Innovation

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



Rent the Car.  
Next Door.

2013 | 48115

## Rent the Car Next Door.

Drive your neighbours' cars whenever they are not in use. Book for hours, days or weeks - all fully insured. [See how it works.](#)



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.

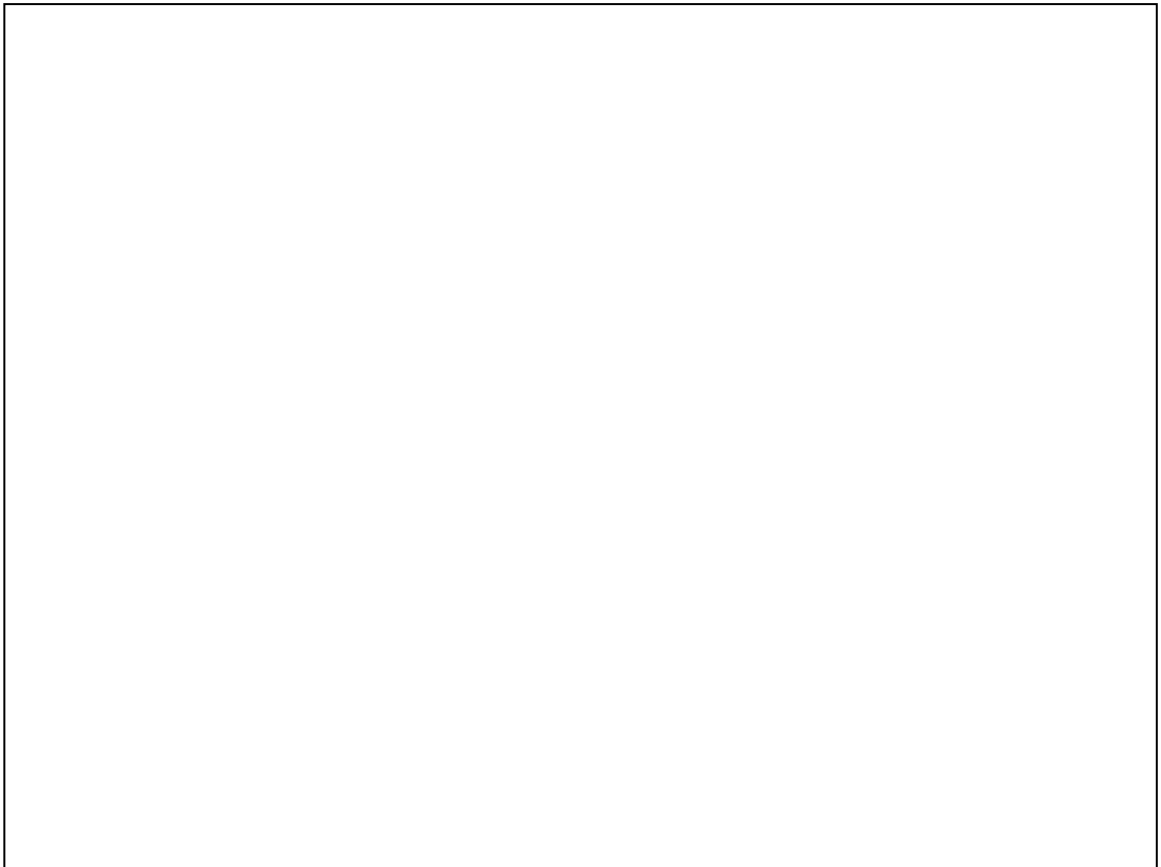
In the context of ageing



**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..

# Retirement

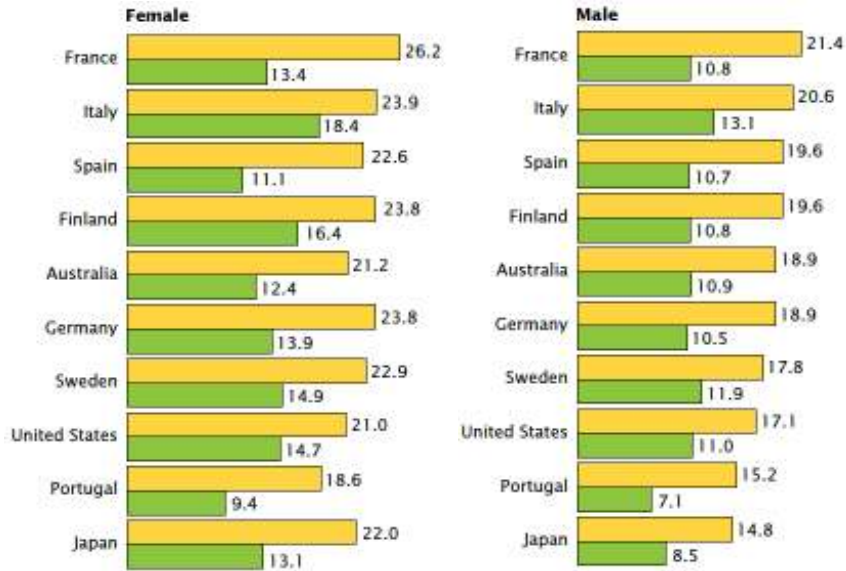
So why is more design processes and activities not centred around people, the consumers, the users who we are designing for.



We spoke to people who battled with technology alone,

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

2004  
1970



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

75

85

95

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

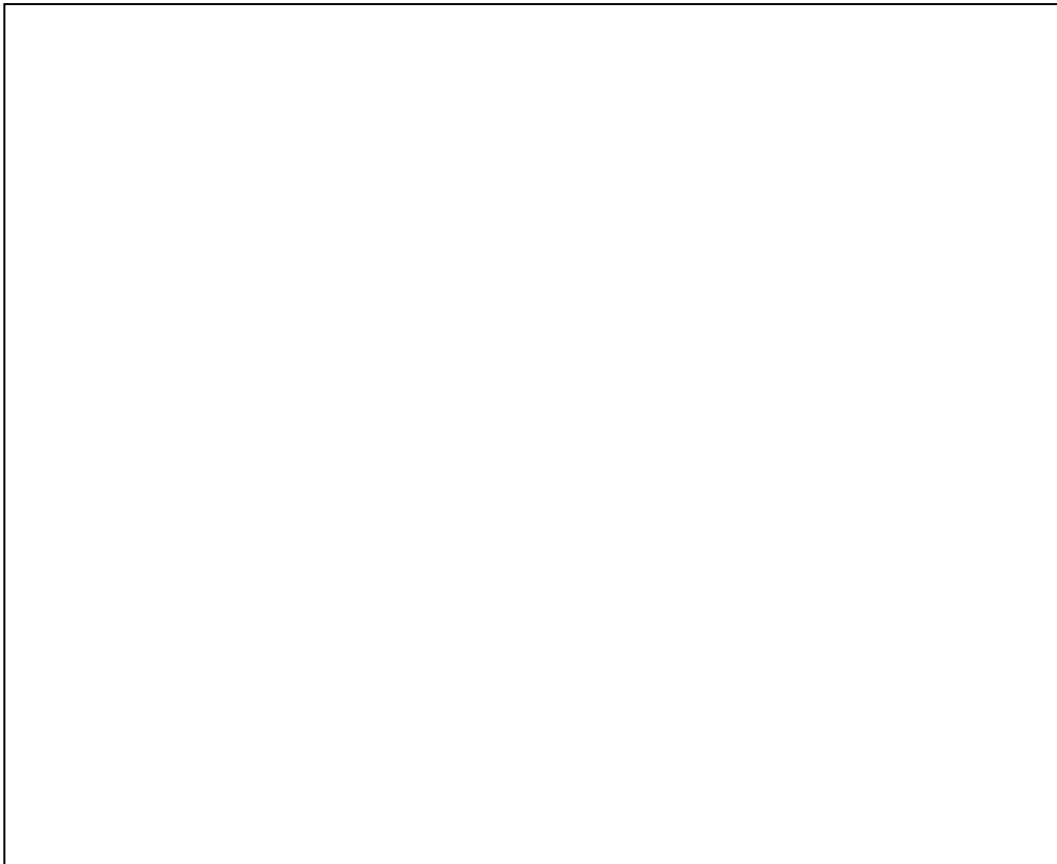


..and in groups..

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

NUMBER-CENTRED RESEARCH	PEOPLE-CENTRED RESEARCH
Statistical results	Inspirational stories
Limited to a set of questions	Freedom to explore through dialogue
Reported life	Real life
Second-hand information	First-hand observation
Out of context	In context
Hear about issues	See issues
Market defined by segment	Person describes themselves
Actions or attitudes logged	Emotions and aspirations explored
Validate directions and limit focus	Open new possibilities
General trends	Individual thinking
Person is the subject of research	Person is the centre of research
Charts, numbers, percentages	Images, video, audio

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**

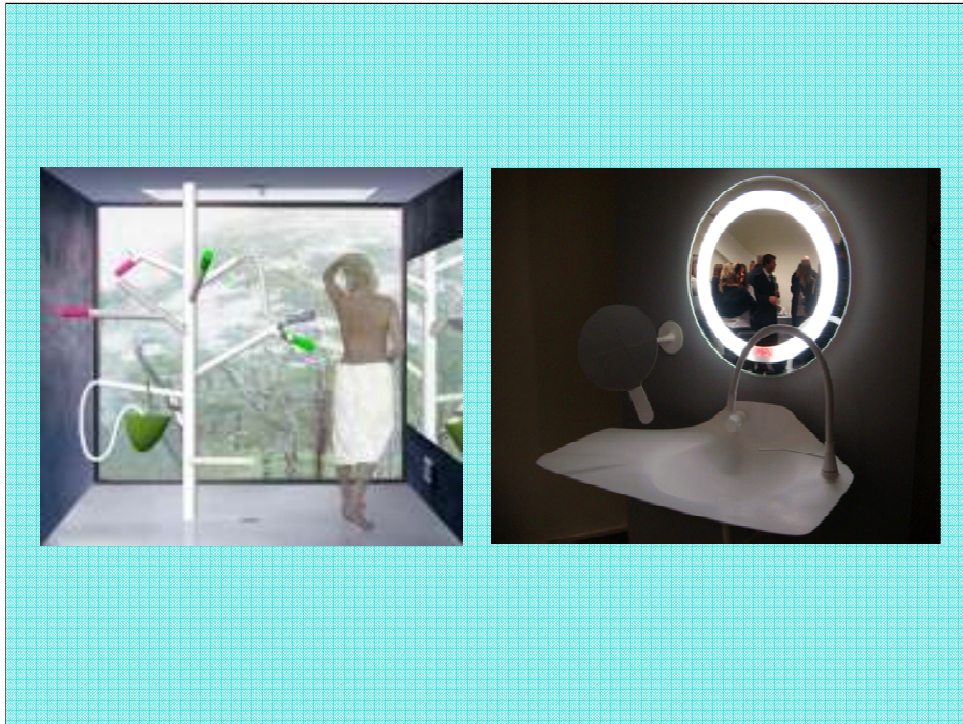
If **one** designer sees **one** interesting thing from **one** person...

... that can be enough to get started.

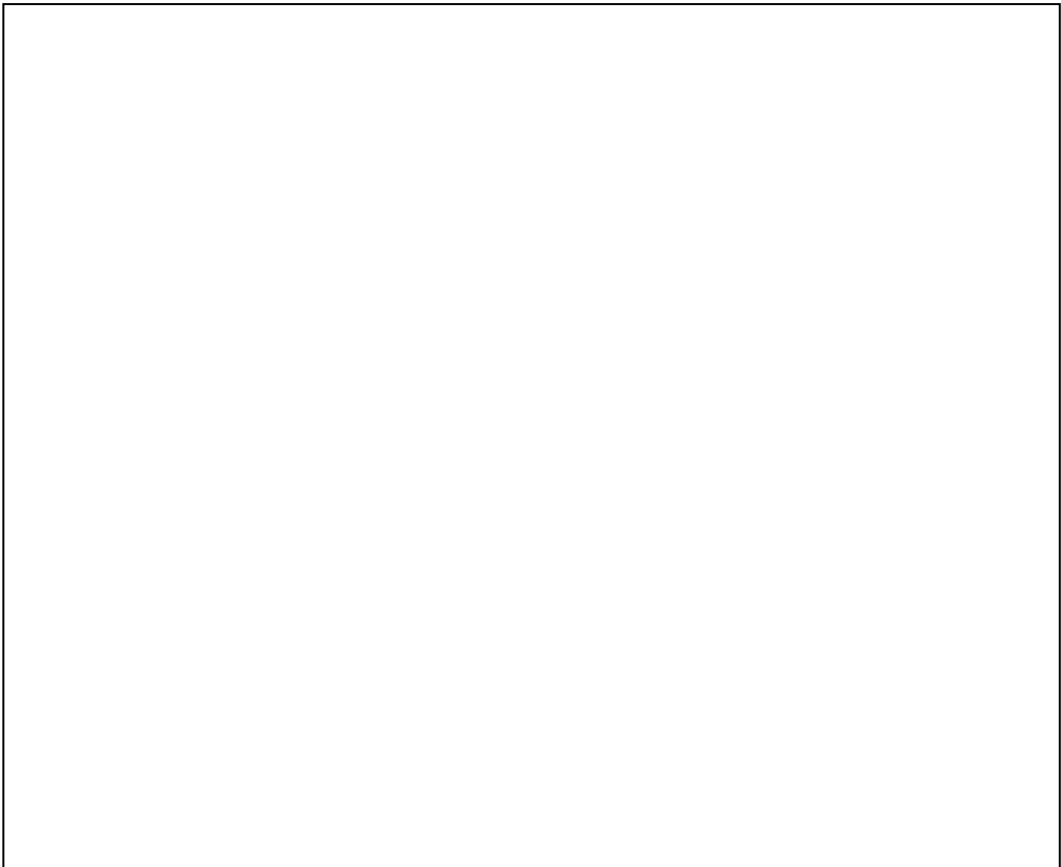
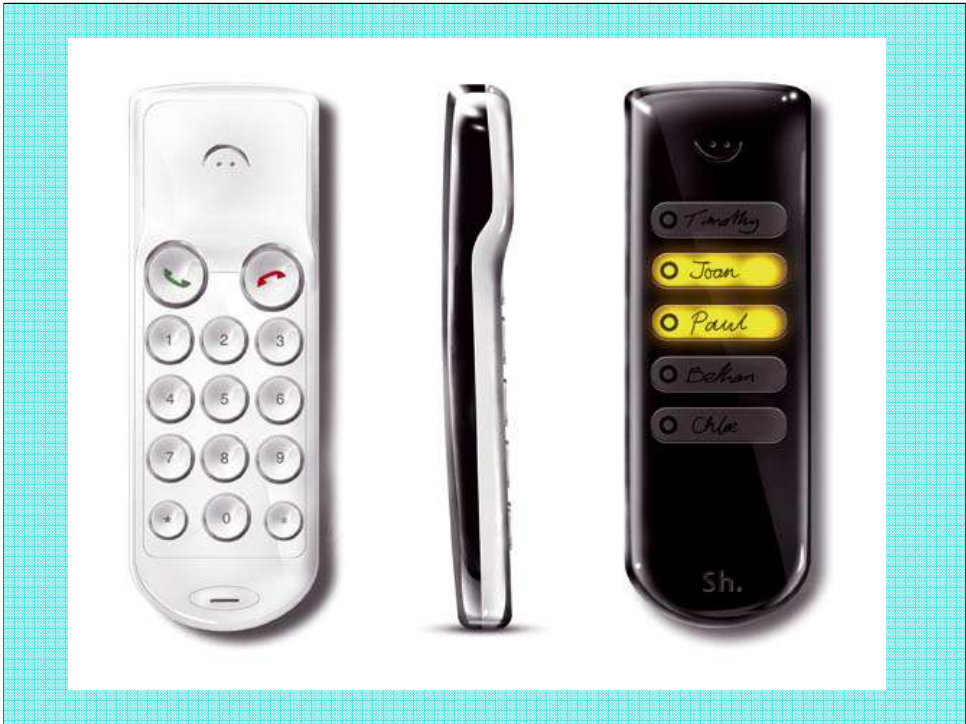
Technology, as used here refers to digital technology that provide communications, information and entertainment.



**130 PROJECTS  
FROM THE  
CENTRE**



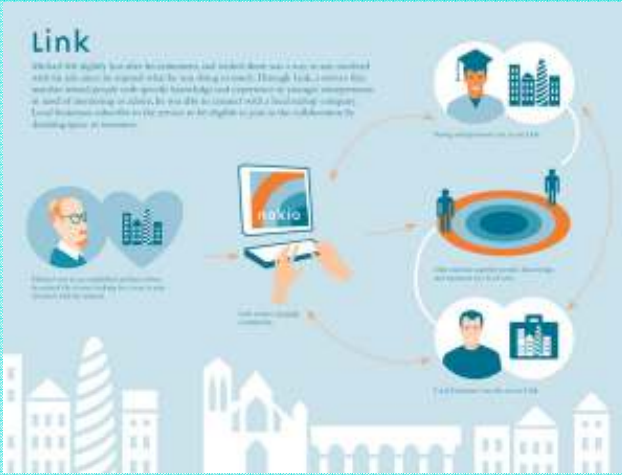
Technology, as used here refers to digital technology that provide communications, information and entertainment.





## Link

Link is a digital platform for students, faculty, and staff to connect. Through Link, you can find resources, connect with people, and get help. Link is a digital platform for students, faculty, and staff to connect. Through Link, you can find resources, connect with people, and get help. Link is a digital platform for students, faculty, and staff to connect. Through Link, you can find resources, connect with people, and get help.



[www.hhcd.rca.ac.uk](http://www.hhcd.rca.ac.uk)

@HHCDesign @RamaGheerawo



With thanks to Onny Eikhaug from the Norwegian Design Council and Sean Donahue from Art Center College of Design (USA) for the use of selected images and input