Designing the third age

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ESRI

One of the largest ergonomics and safety organisations in Europe
Established for more than 30 years
More than 60 specialist staff
Analysis of user needs
Specialist groups – Children, elderly, those with disabilities
Work for Government departments across application areas
THIRD AGE IN SOCIETY

**US LIFE EXPECTANCY CHANGE BETWEEN 1900 & 2000**

1900 = 47
2000 = 77

1st Age | 2nd Age | 3rd Age | 4th Age

Our 30-Year Life Bonus

The Center for Third Age Leadership
http://www.thirdagecenter.com/whatis3rdage.htm

**Definition of Third Age**

UK over 50s: 2000 – 20 million, 2025 – nearly 27 million
Over 50s have 80% of UK wealth
Changing demographics ➔ Changing markets
Design guidance required to meet future market needs
Literature review + Driver survey = Design recommendations
NEED FOR A DESIGN TOOL

Internal communications
Ethos within design team
Research data in more usable form ➔ Bespoke Design tool
THIRD AGE SUIT

Rationale for the suit – Direct experience
Suit development – Variety of considerations
Simulated features – Not all aspects of ageing
PRODUCT SUCCESS

Feedback from the Ford Motor Company
Product success – Ford Focus
Design features for other models
EXTENDED APPLICATION

Photos from BBC website

Design for hospital patients – Reduced mobility (arthritis, m.s., surgery, etc)  
Problem areas - Use of doorways, accessing wardrobes, sitting, etc  
Benefits to use - Reduced costs to industry, improved staff awareness, etc
Literature review (Origin/nature of tremor) and interviews (daily effects)
Constraints – Participant availability, ethics, cost, time, etc
Suitability – Extent of impairment, discomfort
Suit not reliably transferable across applications
– requires supplementary features
Potential application areas
– Workplace, domestic, technology, built environment
FUTURE OF THE SUIT 2

BBC documentary
Retail design and the older shopper
THANK YOU