Designing the third age

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DESIGNING FOR THIRD AGE

SHARON COOK – ERGONOMICS AND SAFETY RESEARCH INSTITUTE

ACCESS IN THE DIGITAL WORLD – AUGUST 2005
ESRI

One of the largest ergonomics and safety organisations in Europe
Established for more than 30 years
More than 60 specialist staff
RESEARCH HISTORY

Analysis of user needs
Specialist groups – Children, elderly, those with disabilities
Work for Government departments across application areas
THIRD AGE IN SOCIETY

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

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

Photos from BBC website
A NEW DEVELOPMENT

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