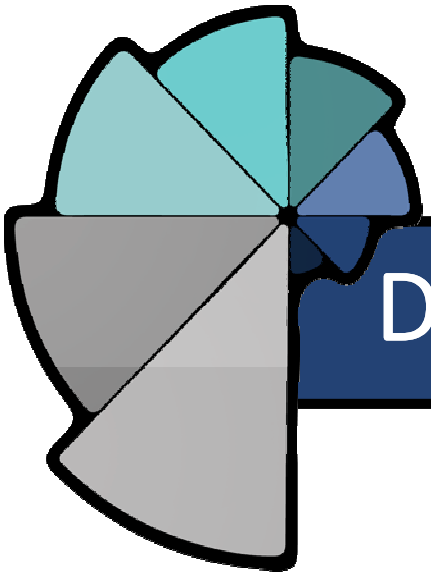
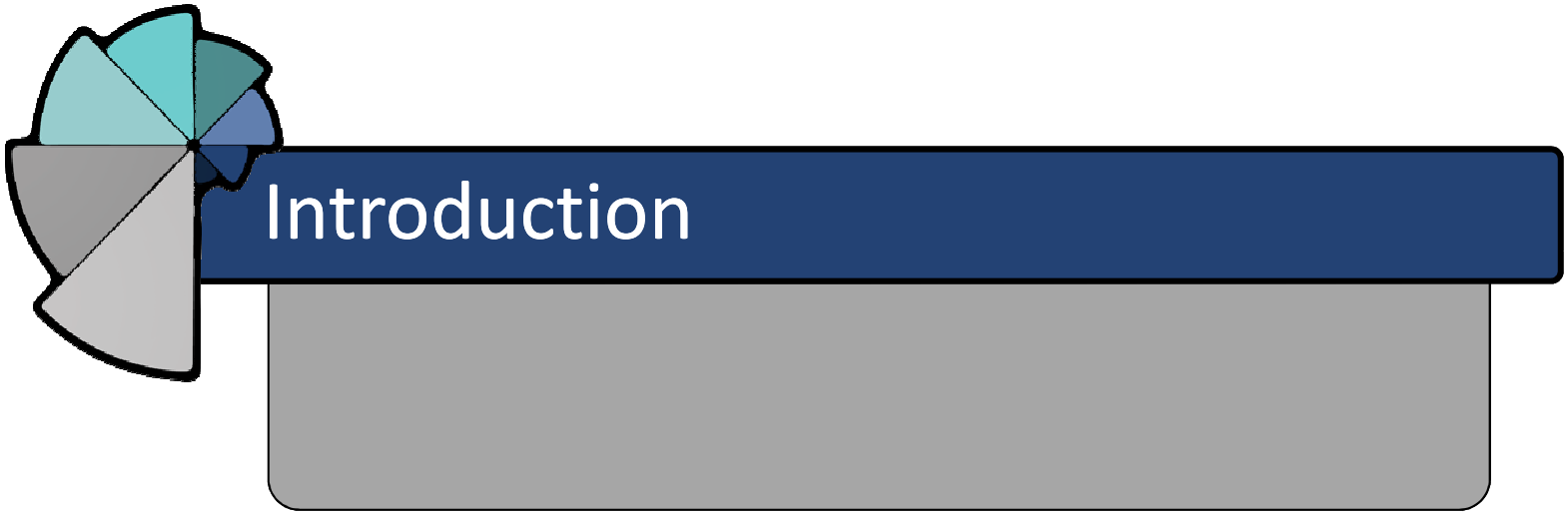


Designing for an ageing pop.

Lab bite


Introduction

Name:
Dr Eddy Elton

Position:
Senior Lecturer

Summary:

- BSc Product Design
- PhD Inclusive Design
- 11 years experience in applying Human Factors (Ergonomics) to Product Design

2013-present

- Senior Lecturer in Product Design & Human Factors at Brighton University

2002-2012

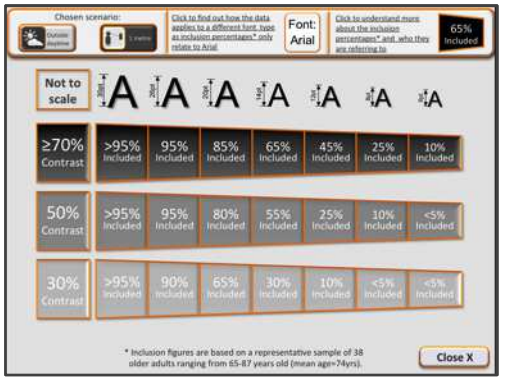
- Human Factors Designer & Researcher at Loughborough University

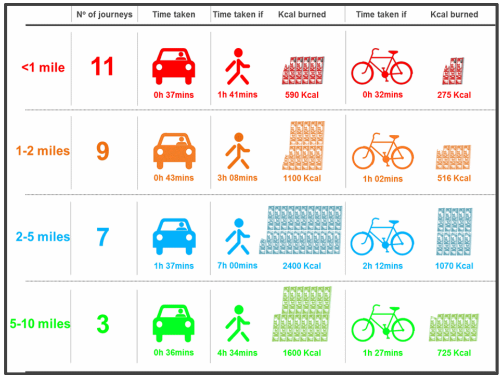
Experience

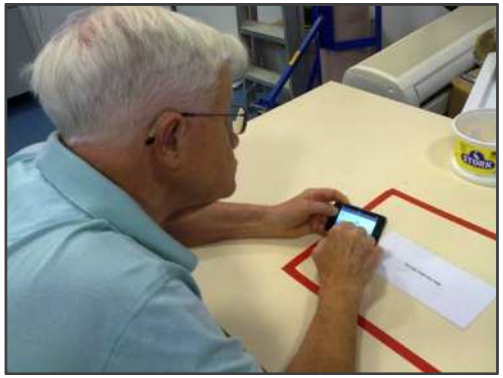
- Tesco, Seymour Powell, Phillips, Unilever, Reckitt and Benckiser, Motorola, DCA Design International

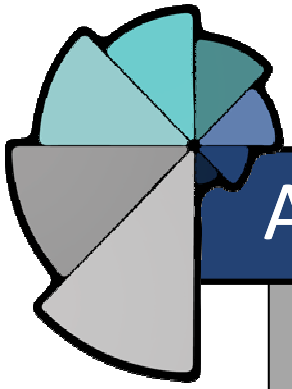
Publications

- 20 commercial reports, 15 research papers and counting…









An overview

Changing composition

Figure 1.1 Changing composition of the Japanese population (Statistics Bureau MIC, 2010)

Design approaches

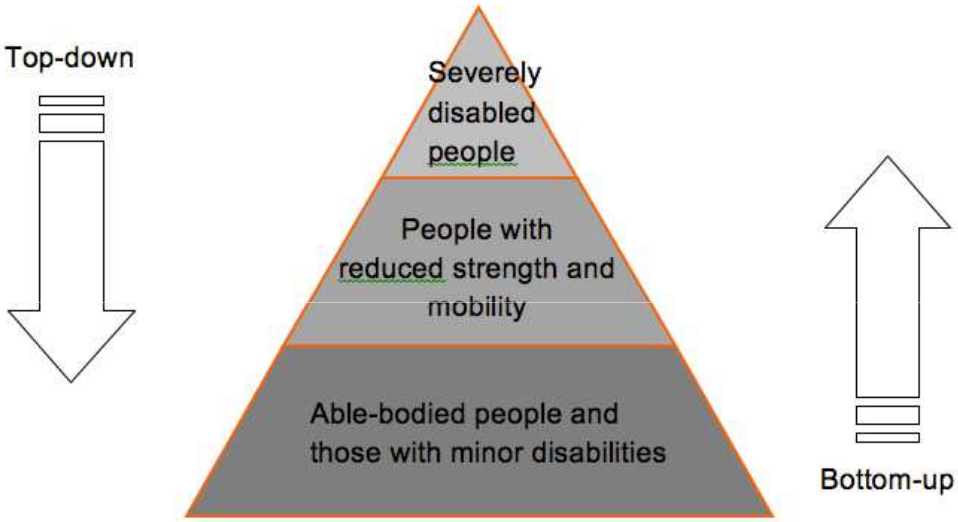
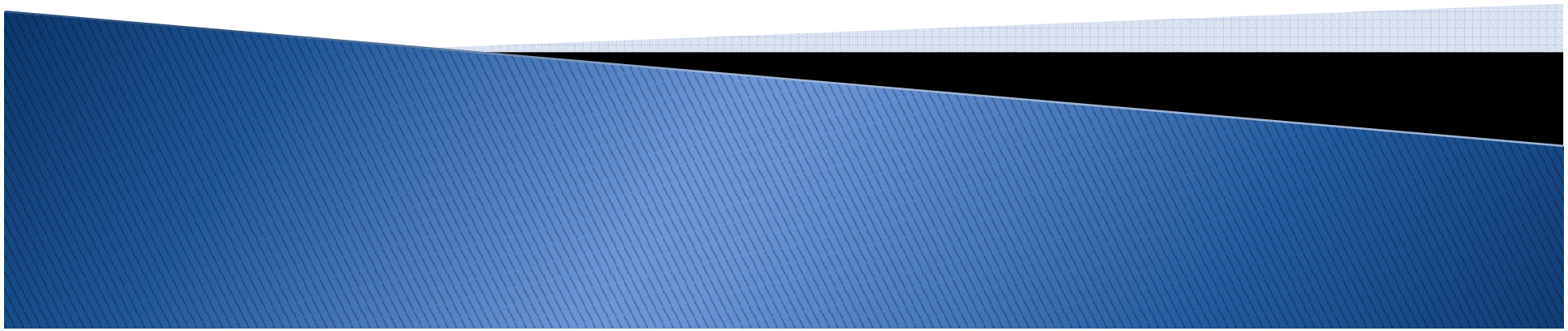


Figure 1.2 The user pyramid – a map of disability across the population (Benktzons, 1993)


Theory

Relationship between capabilities and product interaction experience

What we need to know...

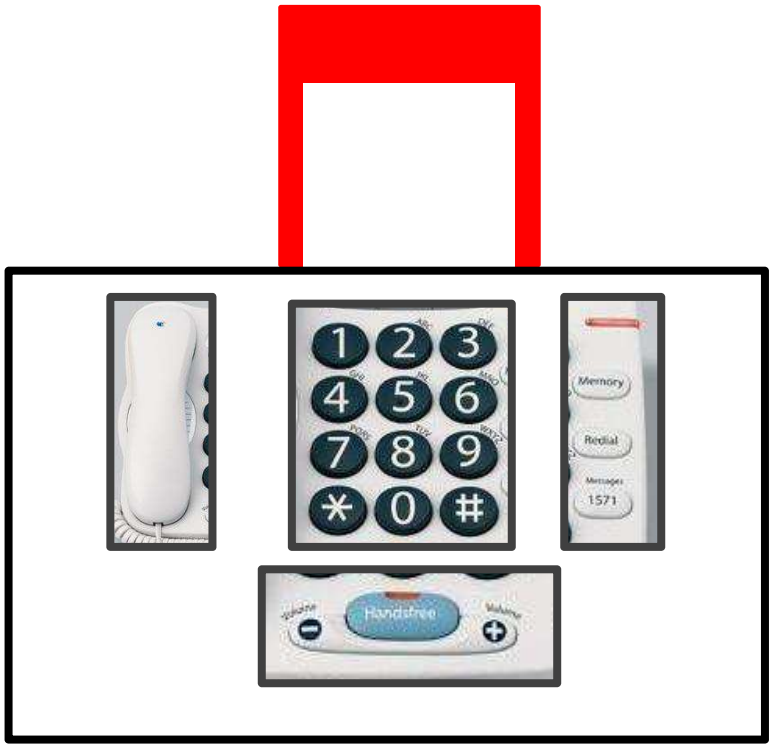


There are 3 things we have to understand

1. Product Demand:

- This is the demand that a product puts on our abilities (THE HURDLE)

Demand



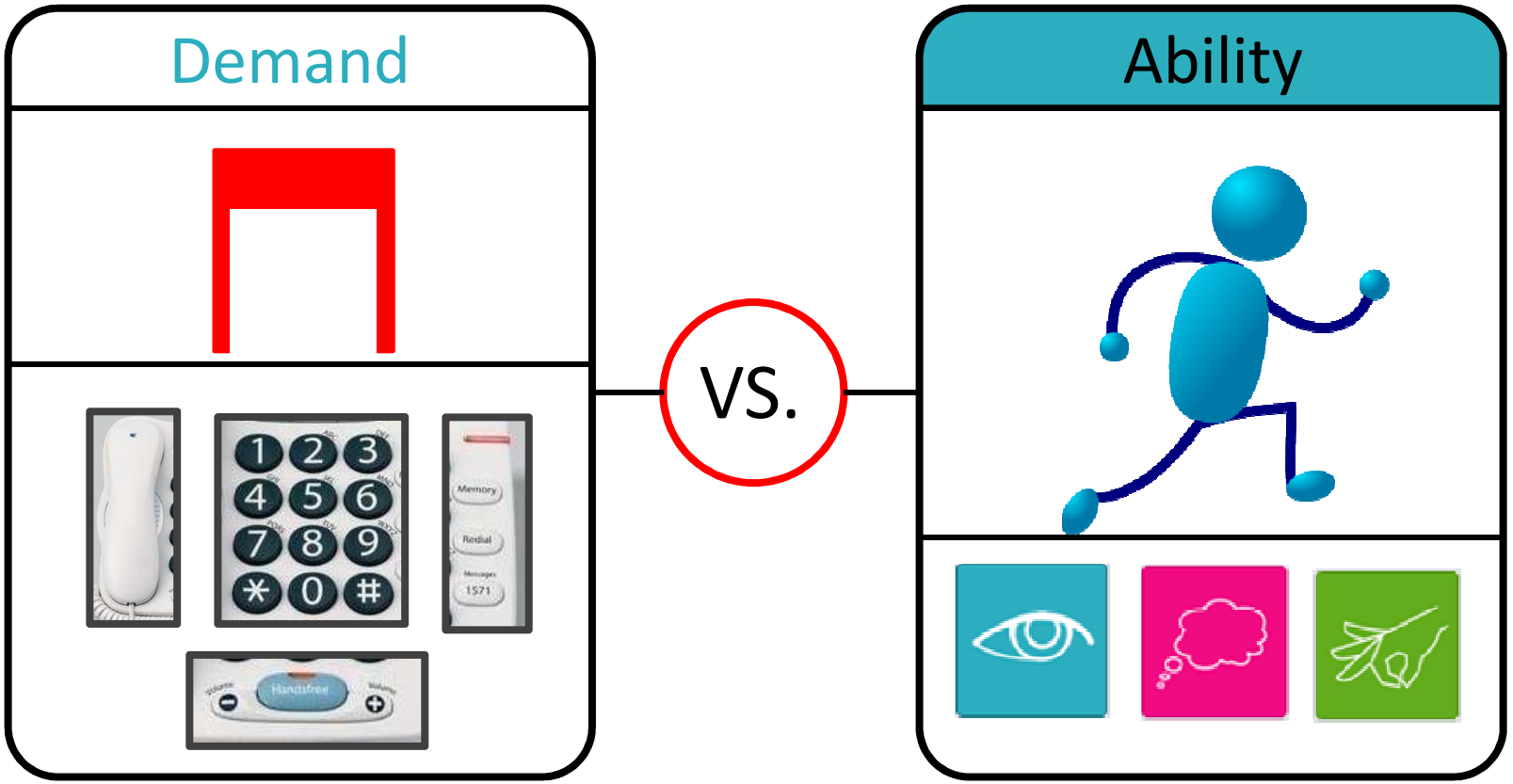
There are 3 things we have to understand

2. Human Ability:

- The performance level of our bodies relating to our vision, dexterity and cognition

  (OUR ABILITY TO CLEAR HURDLES)

Demand vs. Ability

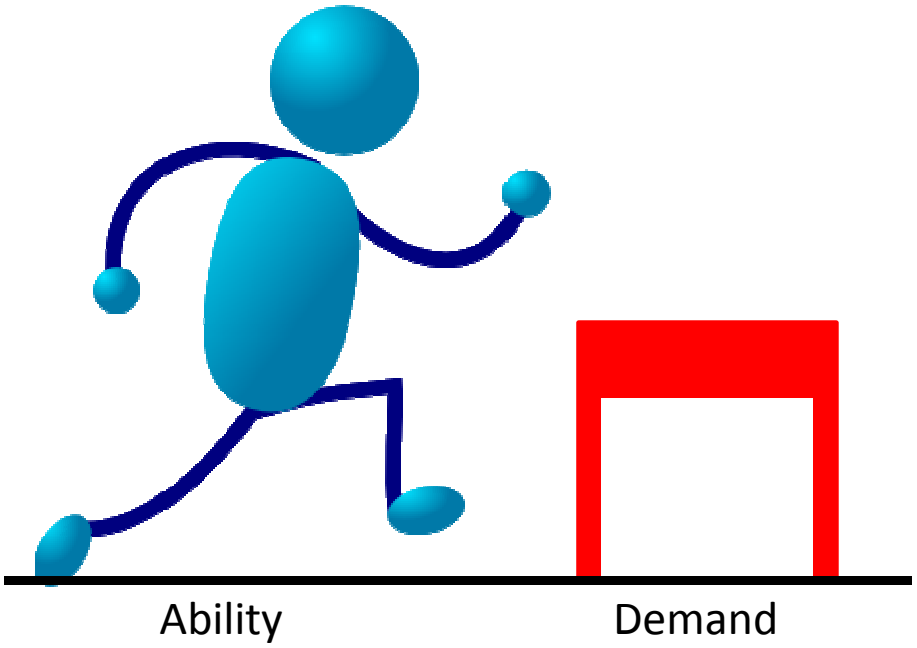


There are 3 things we have to understand

3. Product experience:

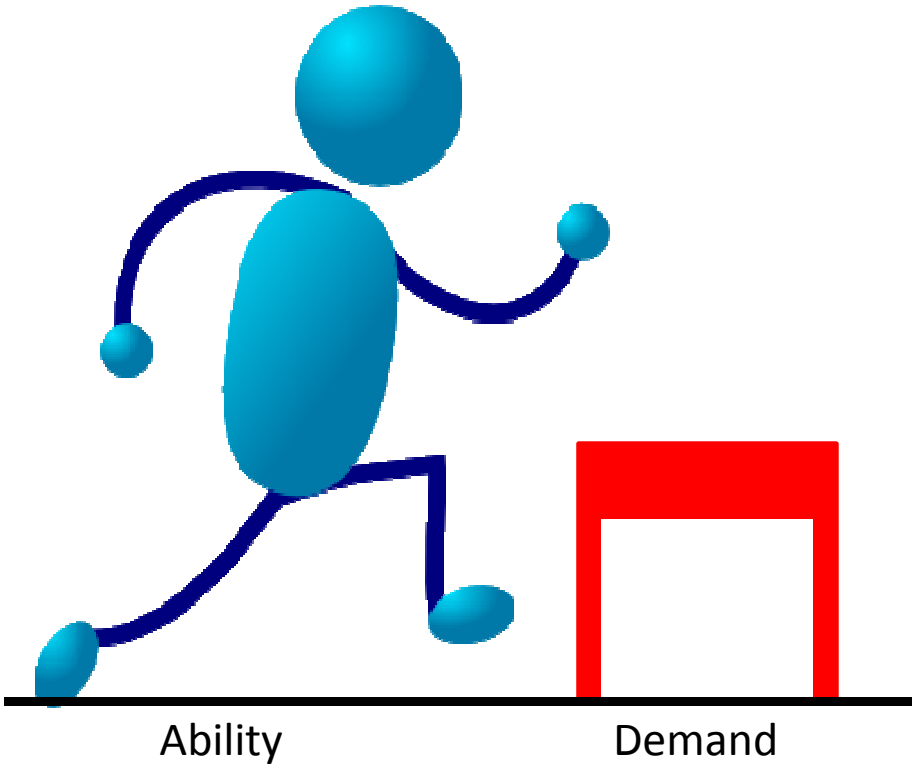
- This relates to the difference between product demand and our human ability

(THE DIFFICULTY IN CLEARING THE HURDLE)



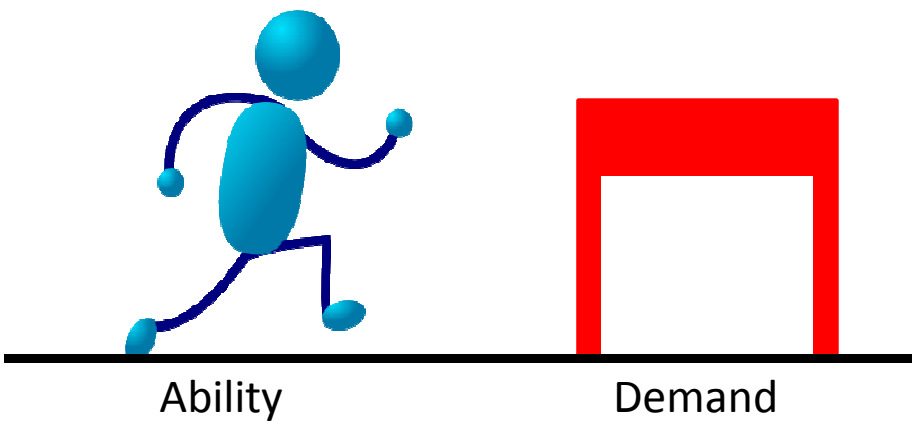
Easy to use

- When our ABILITY is much greater than the DEMAND then a product is easy to use



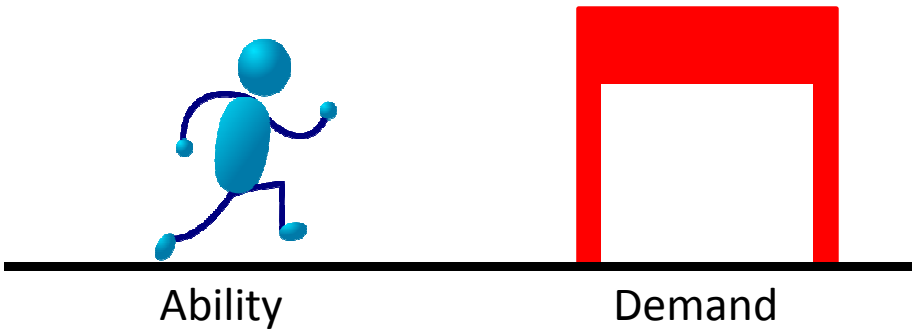
Difficult to use

- When
  our ABILITY is only
  just greater than
  the DEMAND then
  the product is
  DIFFICULT to use



Cannot use

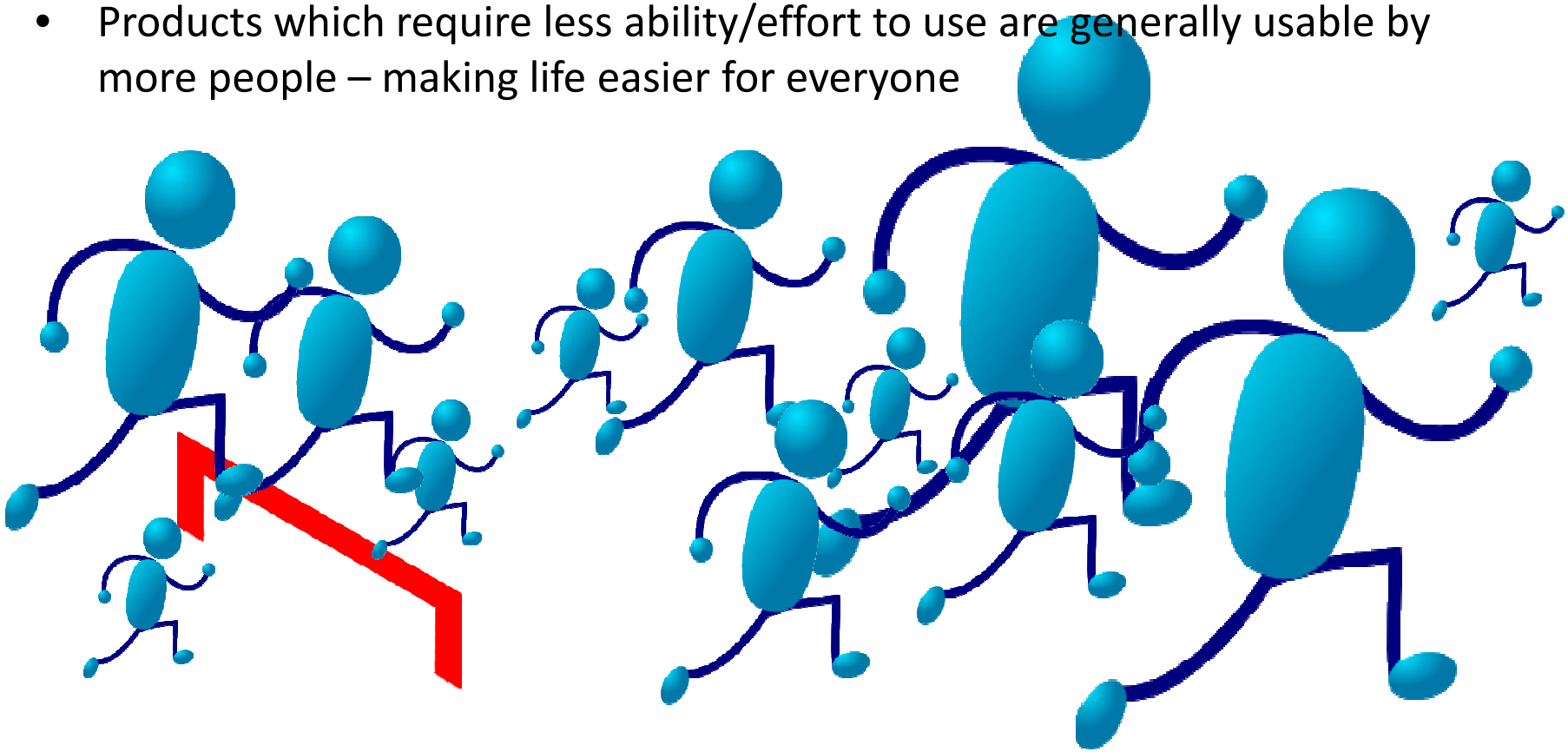
- When
  our ABILITY is less
  than
  the DEMAND then
  we cannot use the
  product



Reducing difficulty through design

- As designers/ergonomists we can change the demand (height of the hurdle) through varying the product characteristics

- Products which require less ability/effort to use are generally usable by more people – making life easier for everyone

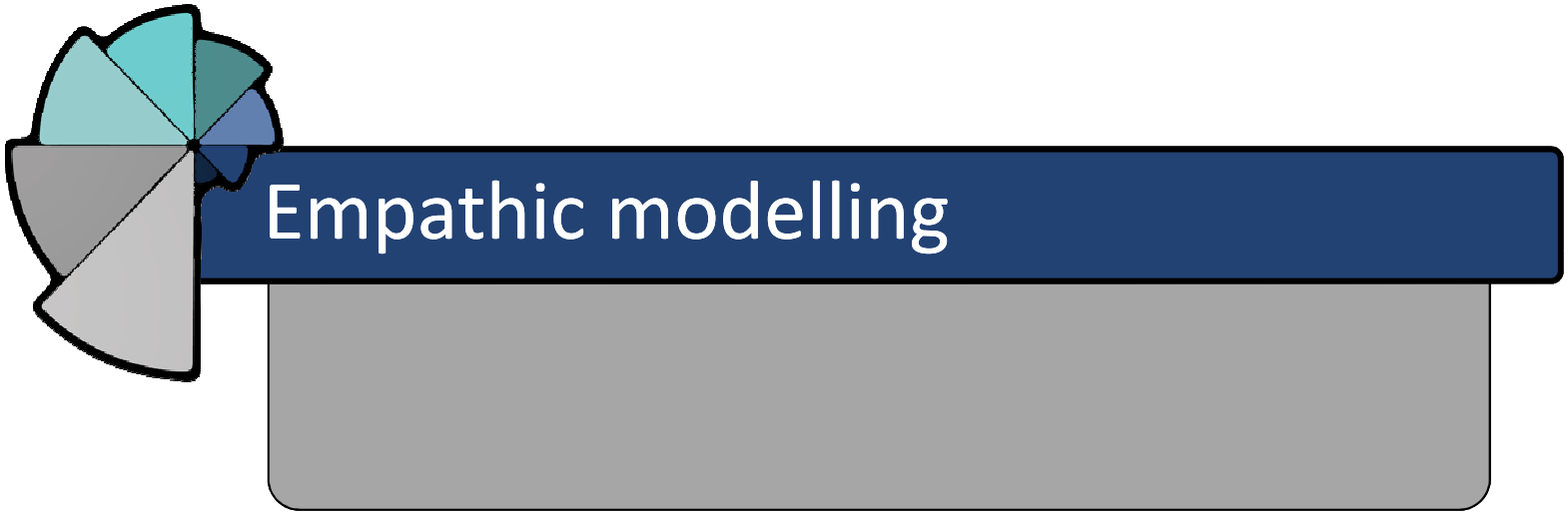


When you think of designing inclusive products think of the dog ball launcher/thrower…

Turning a tap on

A

B


Empathic modelling

Empathic modeling tools

www.lboro.ac.uk/lds

http://www-edc.eng.cam.ac.uk/


Products

Products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GUIDE
MENU
GO BACK
CABLE
TV
VCR
DVD
SAT
1
2
3
UP
CH +
4
5
6
DOWN
CH −
7
8
9
LEFT
VOL +
ENTER
0
TV-VCR
RIGHT
VOL −
OK
INPUT
REC
INFO
CLEAR
JUMBO UNIVERSAL REMOTE


CAMELBAK

Products

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