



**GREY GUEVARA:
INSIGHTS INTO THE AGED
REVOLUTION**

★ A. VOXALL



★ inclusive design

know the users

their Wants/needs

their abilities and
limitations

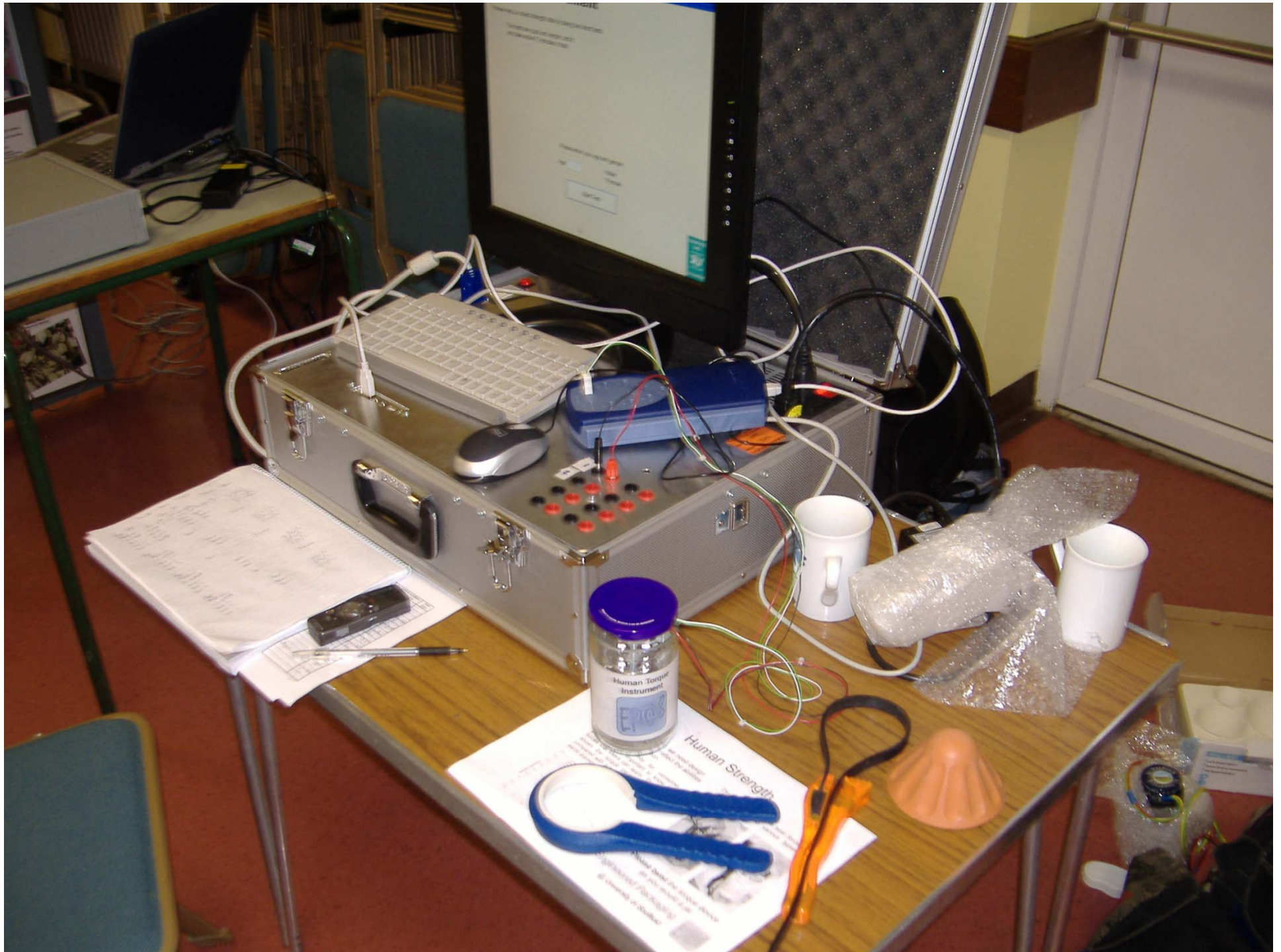


REFRIGERATE

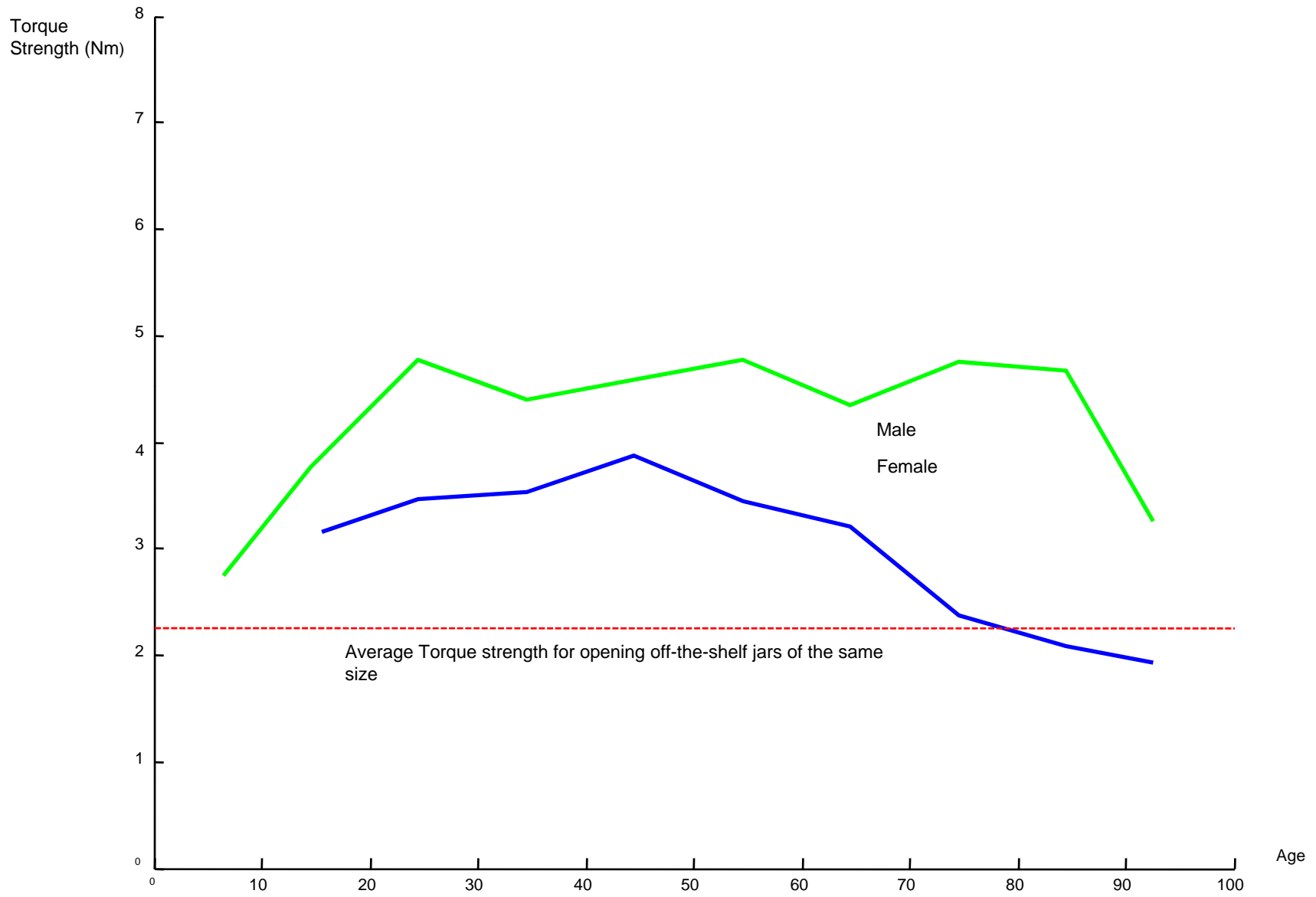
REFLECT IF SAFETY BUTTON CAN BE DEPRESSED BEFORE OPENING

AFTER OPENING

NO TOUCH SAFETY BUTTON









change will happen due to changing
demographics



change will happen due to changing
-
economics



change will happen due to changing
legislation



change will happen due to a breakdown
of class structures and deference



aged consumers created complex coping
strategies for food access



“ ... don't want your new packaging.
my daughter visits me once a week to help
me open it and i'm afraid that she
won't visit otherwise”



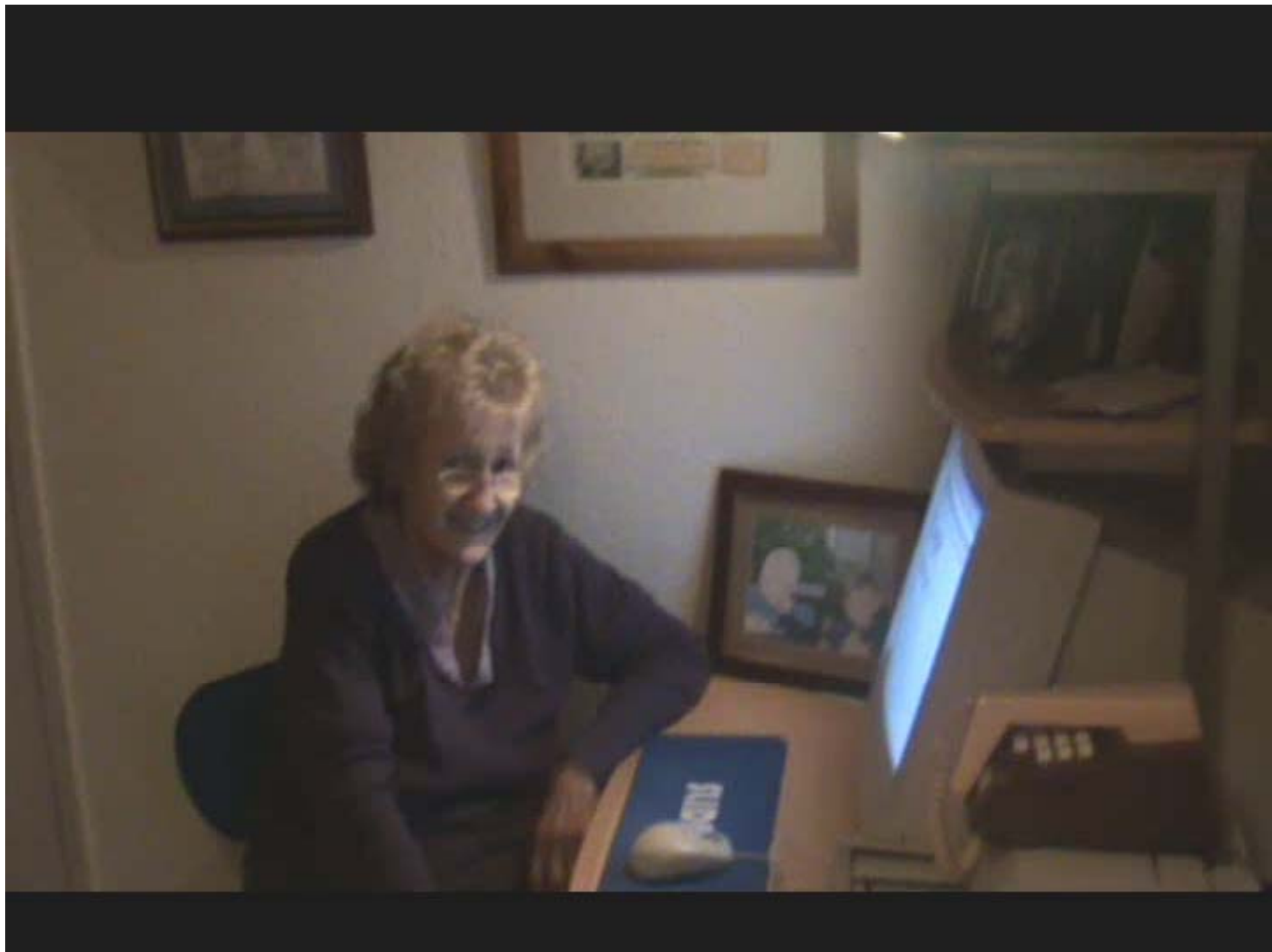
“ . leave my jars in the
windowsill. hey’re easy to open once
the sun has worked its magic”



10% of all female consumers used
relatives, friends and visitors to open their
packaging



it's not just packaging





“resent it when you’re made to feel like you should use this stuff”



“ my daughter thought it would be a good idea. for emergencies like”





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none of these are

mutually exclusive



We need to
better understand
the ‘gaps’

between the drivers
for change at both
ends of the chain

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