GREY GUEVARA: INSIGHTS INTO THE AGED REVOLUTION

★ A. YOXALL
inclusive design

know the users
their Wants/needs
their abilities and limitations
Average Torque strength for opening off-the-shelf jars of the same size

Male
Female

Torque Strength (Nm)
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”
inclusive design

know the users

their Wants/needs

their abilities

and limitations
inclusive design

know the users

their Wants/needs

their abilities

and limitations

none of these are mutually exclusive
We need to better understand the ‘gaps’ between the drivers for change at both ends of the chain

GREY GUEVARA: Insights into the Aged Revolution

★ A. Yoxall