

[Assistive Technologies: what is their place in the mainstream market?](#)  
*'challenges for research'*

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Sheffield  
Hallam University

design?

'Fifteen years ago companies competed on price, now it's quality, tomorrow it's design'



Professor Bill Hayes,  
Harvard Business School



'There's an awful lot of evidence across an awful lot of categories that consumers will pay more for better design'



A G Lingo,  
Chief Executive Procter & Gamble

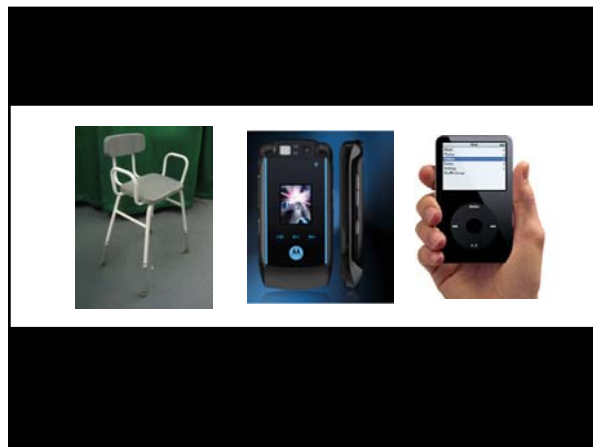
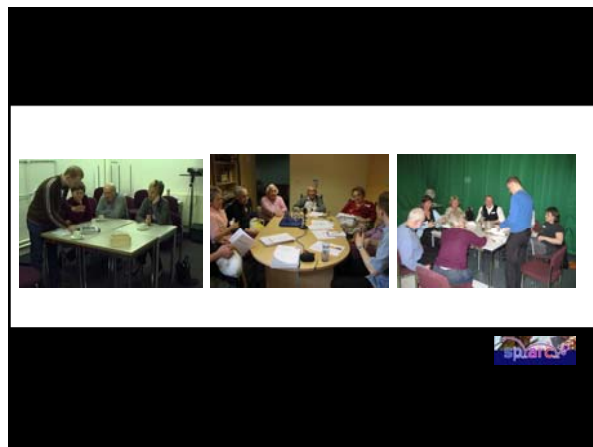
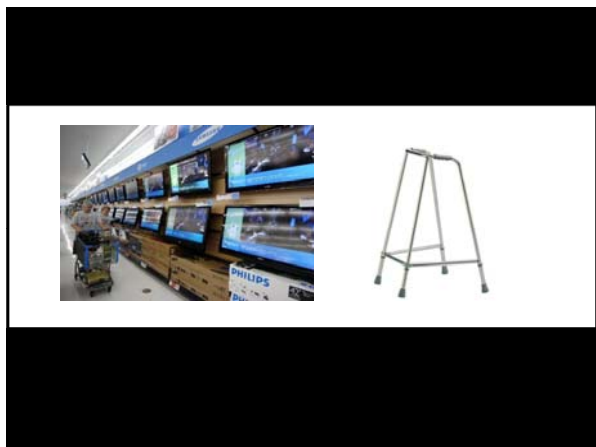
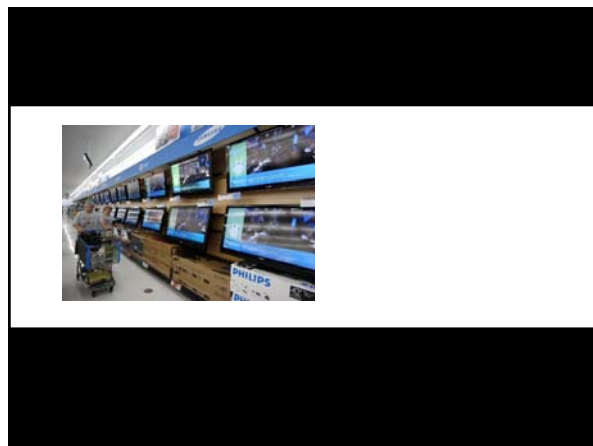
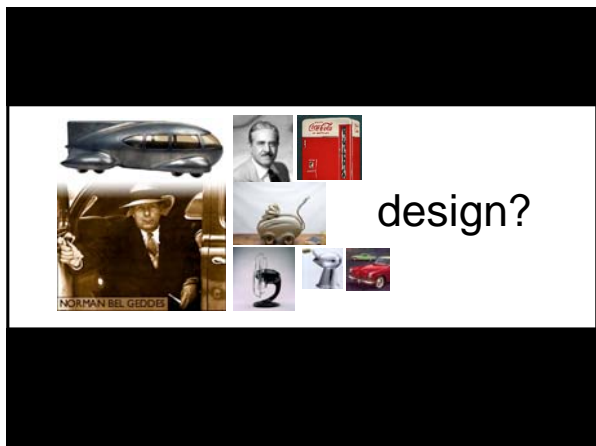


'Share prices of design-led companies out-performed key FTSE indices by 200% over ten years'



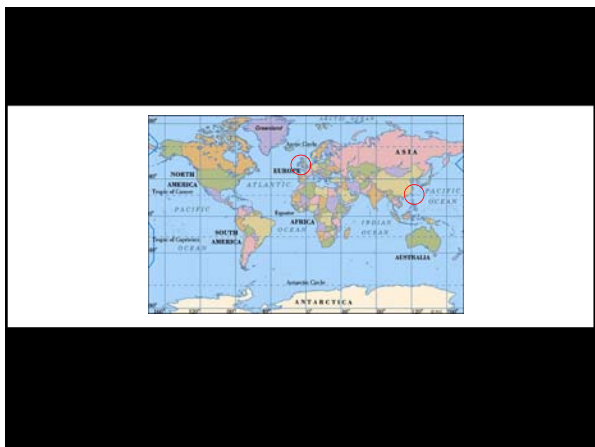
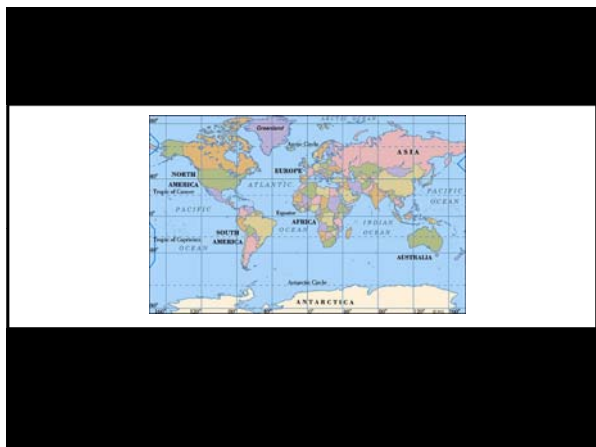
'80% of design-led businesses have opened up new markets in the last three years compared to 43% of businesses overall.'

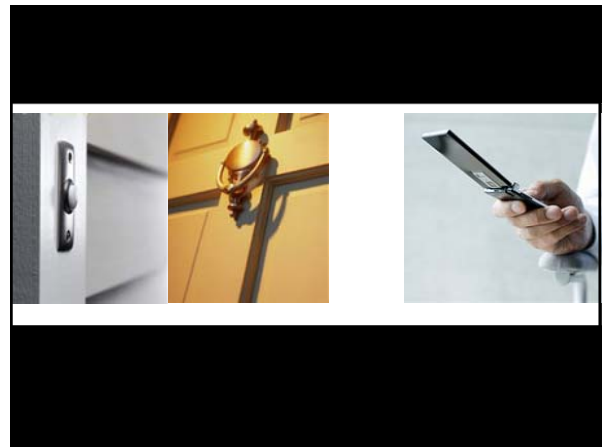
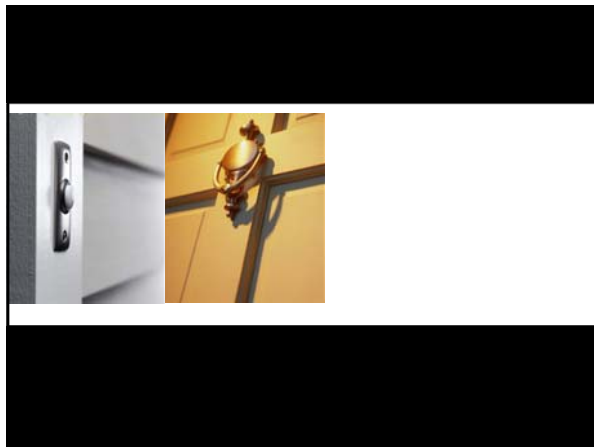
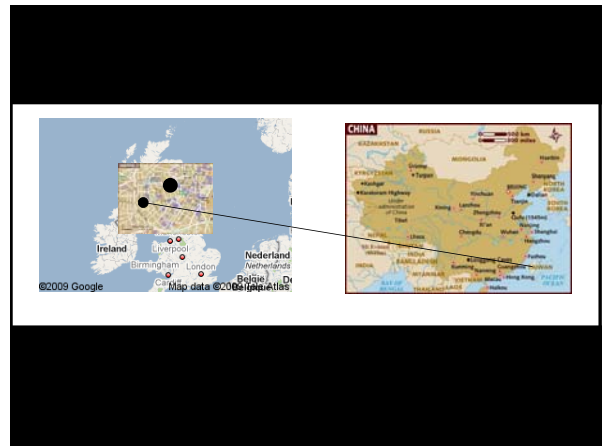






'assistive' technology



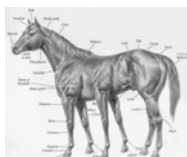


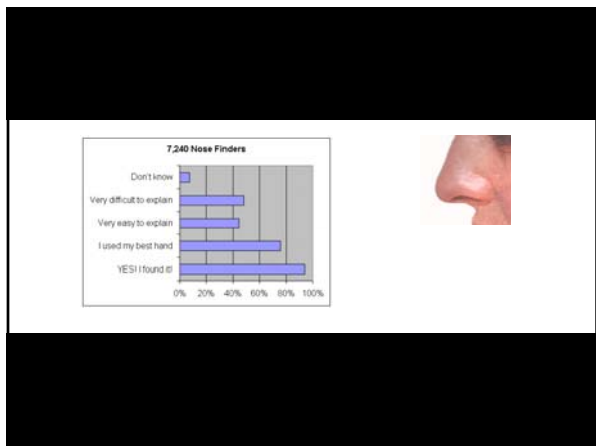
technology - caution

research?

Designing as research?

????????????????????





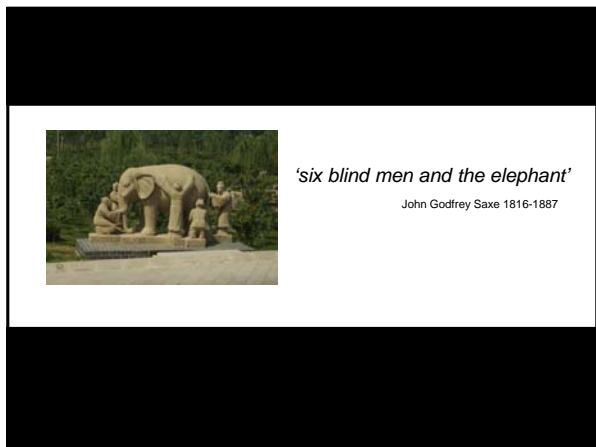
**Tacit knowledge**

*Things we don't know we know*

*'we know more than we can tell'...(Polanyi)*

needs & wants

- Role of **design** in understanding users
- communicate with them better
  - access their knowledge
  - empower them to explore situations



discipline

# discipline

'Can a person be a designer and also be disciplined'....  
(Blackwell 2008)



*multi-disciplinary*  
*interdisciplinary*

.....we need the depth and focus of disciplinary ways of knowing, but we also need *interdisciplinarity* to broaden the context and establish links to other ways of constructing knowledge.... (Newell 1998)

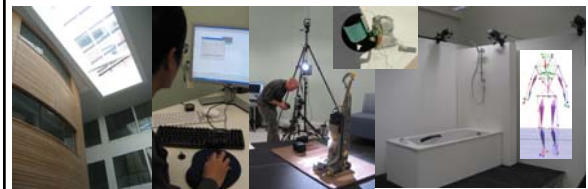


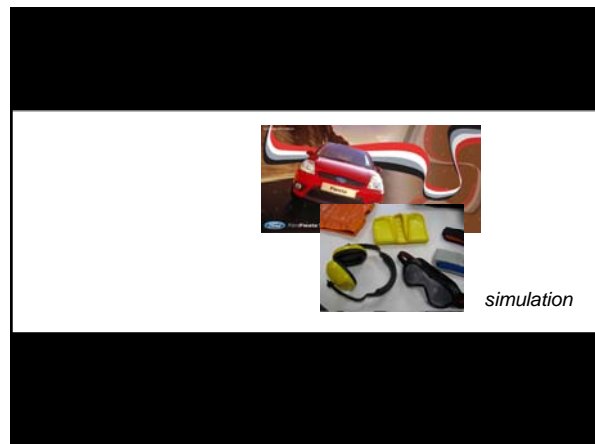
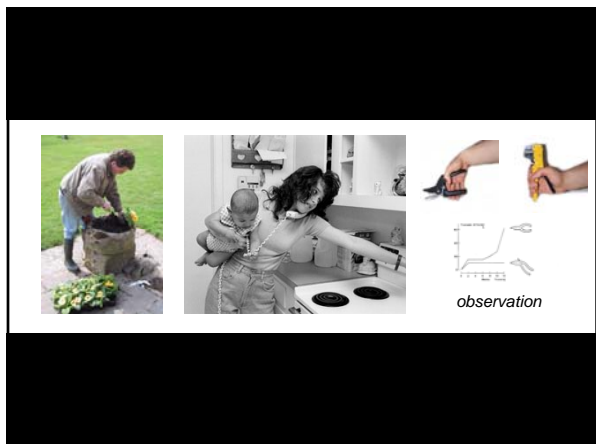
*He with body waged a fight  
But body won, it walks upright.*  
*Then he struggled with the heart;  
Innocence and peace depart.*  
*Then he struggled with the mind;  
His proud heart he left behind.*  
*Now his wars on God begin;  
At stroke of midnight God shall win*

The Four Ages of Man, W.B.Yeats

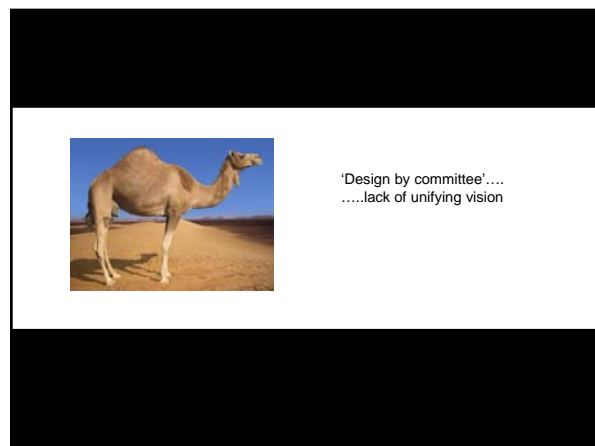
'all things that give ordinary life a turn for the better are useless, affection, laughter, flowers, song, seas, mountains, play, poetry, art. ...But they are not valueless'

Pye 1978






*'co-design'*






獨居



*'that's the toilet, nothing more to say about that'*  
62 yr old female

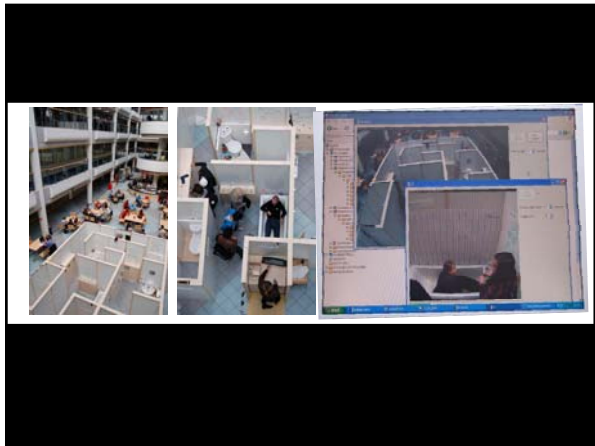
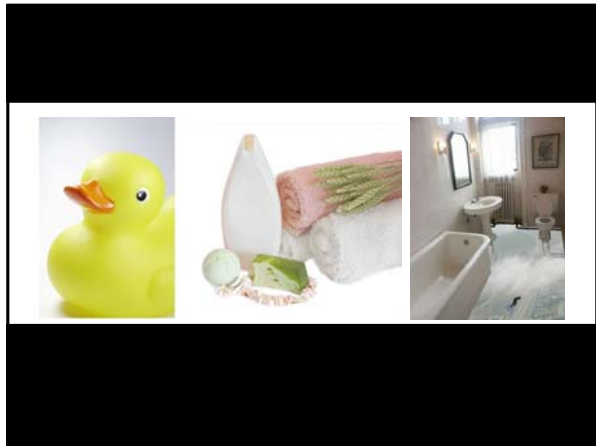
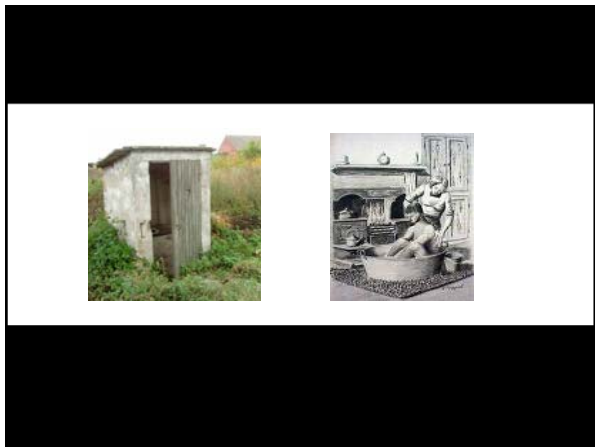


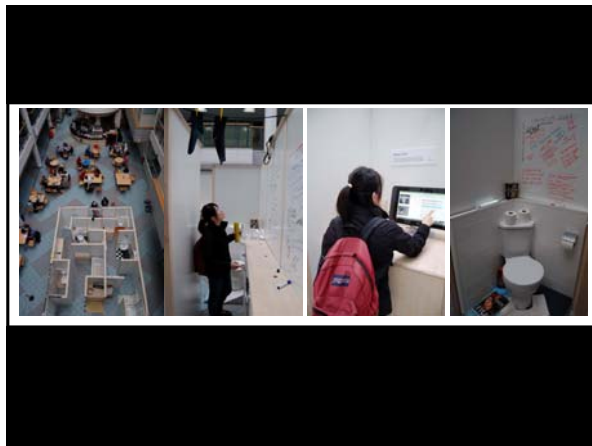
*'I liked my bath but my neighbour got stuck in her bath and it stuck with me. I got to thinking what would happen if I got stuck in the bath'...*  
70yr old female living alone

*'My husband had to take early retirement because of health problems. So, it's a big thing to move when you've spent 30 years in a set place'.....*

*"Had I known what was going to happen I wouldn't have done it like that"*  
75yr old male, wife had dementia

*'things have changed since we moved here - as you get older things change'*  
63yr old female with arthritis

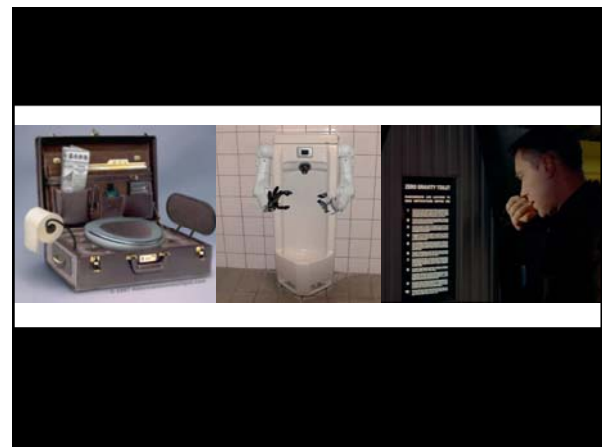




*'there was nothing there that I would have wanted. It was just a collection of not very attractive bathroom furniture. The basin was far too small, the shower too small....a little colour would not have gone amiss'....*

**LAB 4 LIVING**  
*challenges*

- perception of design
- interdisciplinary
- engaging users/stakeholders
- interpreting data
- identify real needs
- desirable solutions - 'wants'
- enhancing quality of life / experience
- economic demands



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