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Satisfying needs beyond the functional: the changing needs of the Silver Market consumer
the products that we are surrounded by… empower or hinder?
design is less about products and more about creating experiences
material landscape
product categories
display syntax
design
creating positive user experiences

empathy
sustainability through relevant design

emotion
user-product relationships
personal health care
personal responsibility, balance, quality of life

social communication
being connected, social groups, accessing information

functional communication
paying bills, banking, food shopping
imagine a teenager…
imagine an elder...
imagine a person with disabilities...
shifting demographics attitudes expectations needs
supra-functionality

cultural, social, tribal, emotional, aspirational needs
say

do

feel
users are a significant creative resource
traditional research approaches are not always appropriate for design research
Traditional research methods tend to be verbo-centric yet experience of the world is largely sensory-centric.
design relevant data
not necessarily testing hypotheses
design triggers, cues, visceral...
design moments
Satisfying needs beyond the functional: the changing needs of the Silver Market consumer
NEW
PRESCRIPTION
Target ClearRx bottle

Design-conscious Target decided to turn the lowly prescription bottle on its head. The result is an easier-to-use, easier-to-read container. The flat front means you don't have to rotate the traditional cylindrical bottle in your hand to read it. Medical warnings are on the back, along with a built-in sleeve for a card that summarizes uses and side effects. Colored rings around the neck help prevent mixups among family members (800 800-8800, target.com).
AMOXICILLIN 500MG

Take one capsule by mouth three times daily.

PATIENT INFO CARD

AMOXICILLIN
destigmatise (design for all)
fewer but more meaningful products
essence of user (not age)
personal health care
personal responsibility, balance, quality of life

social communication
being connected, social groups, accessing information

functional communication
paying bills, banking, food shopping
arigato
ありがとうございます
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