#### DISCLAIMER

No portion of these materials is to be used or disseminated by any method without the expressed written consent of the presenter(s) and the German Institute for Japanese Studies (DIJ).

#### Deana McDonagh PhD

Associate Professor of Industrial Design School of Art + Design Beckman Institute of Advanced Science and Technology University of Illinois at Urbana-Champaign, Illinois, USA 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

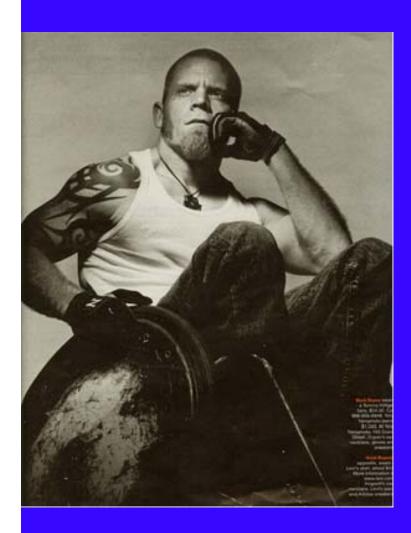
#### imagine a teenager...

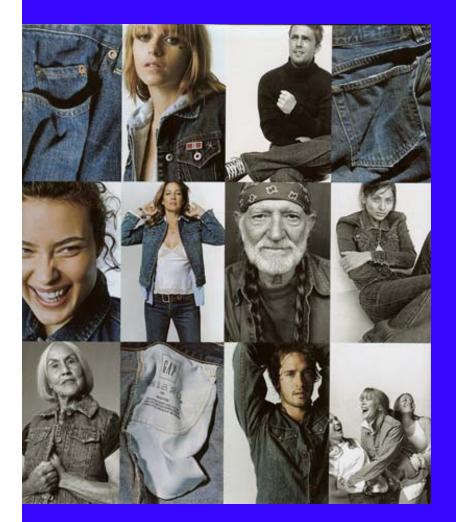


### imagine an elder...



#### imagine a person with disabilities...



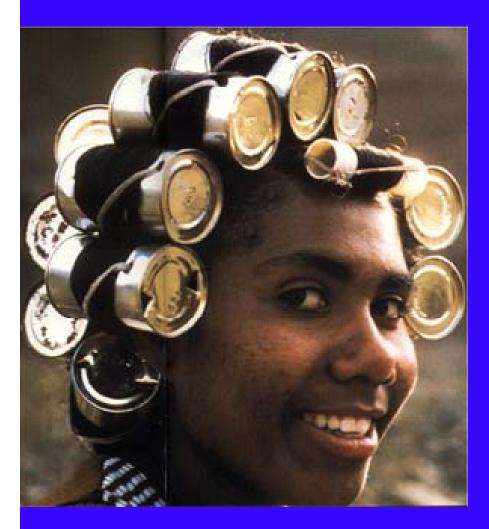


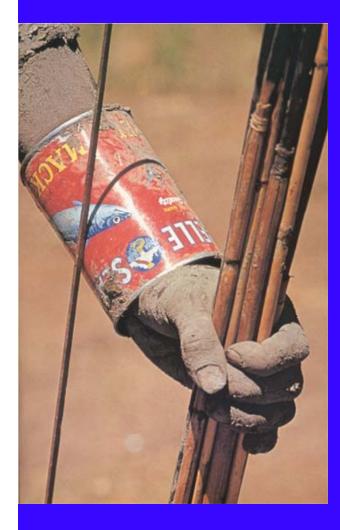
shifting demographics attitudes expectations needs

## supra-functionality cultural, social, tribal, emotional, aspirational needs



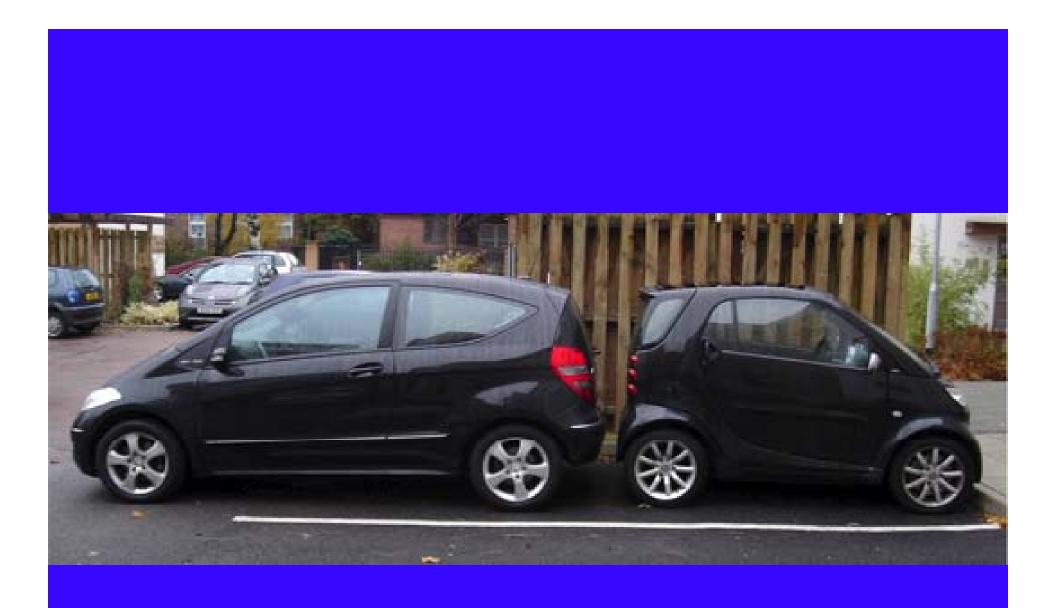
# users are a significant creative resource





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





#### **KANEW 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).



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した

mcdonagh@illinois.edu