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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











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« 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).



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

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