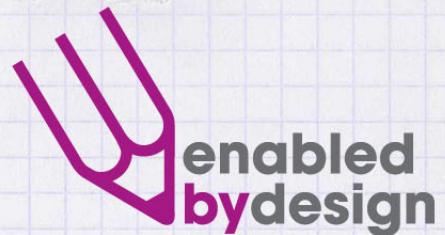


Enabled by Design: The who, what & why...

IRISS Forum, Glasgow: Designs for the Future –
6th December 2011

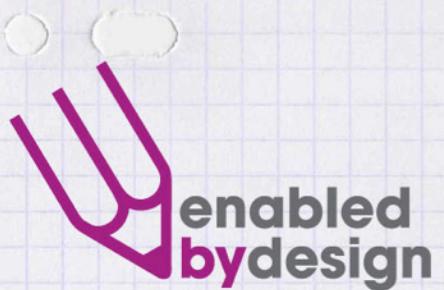


My name's Denise...

- Relapsing-remitting multiple sclerosis (MS) diagnosed in 2003
- Neurological condition – unpredictable, variable & different in each case
- Symptoms: fatigue, weakness, numbness, visual disturbance, poor balance & vertigo
- Use wide range of assistive technology to make day-to-day tasks more manageable

Hello!



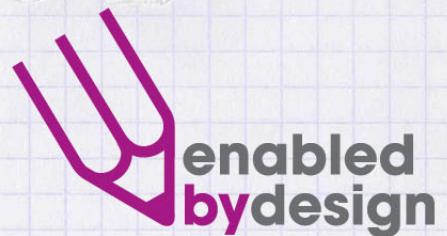


But what is Assistive Technology?

- Assistive Technology (AT) is any product or service designed to enable independence for disabled & older people
(Source: user group consultation at the King's Fund in 2001)
- Term useful for those in know, but unfortunately not everyone understands what it means
- Technology doesn't have to be complex

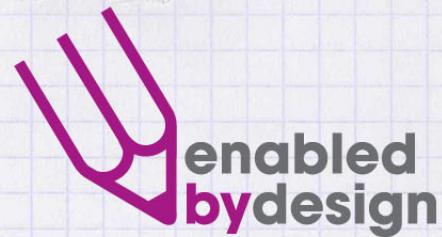
AT





Plastic not so fantastic...



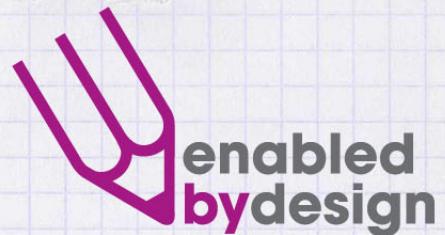


Maggie Winchcombe OBE, FCOT

“When I was looking back over old OT journals from the 1970s, I was shocked to see adverts for products that haven’t changed in nearly 40 years”

- One of UK’s leading occupational therapists (OTs), qualified in 1973
- Fellow of College of OT (2006) & awarded OBE (2007)



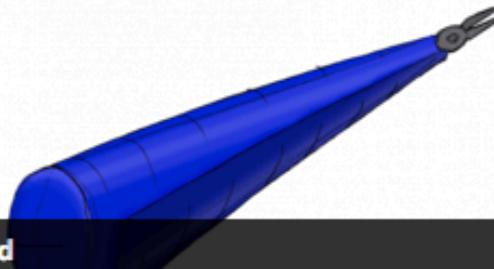


Ikea

The battle of the bland...

- Ugly, clinical looking assistive technology
= DEPRESSING
- Grateful helped to keep independence
- Frustrated as home looked more like hospital
- Surely this CAN'T be the way it has to be...
- Looked for alternative mainstream products that did same/similar job
- Aware people can benefit from learning & support of others with similar experiences





Dexterity Aid
Hi - I'm an Industrial Design student in my second year at Northumbria Uni. I am currently designing an...

Community: What do you want to tell us about?



Love



Hate



Spotted



Idea



Question



IDEA • 4

Dexterity Aid

Hi - I'm an Industrial Design student in my second year at Northumbria Uni. I am



LOVE • 0

Kowsky Crutches

In honour of BBC Ouch!s #DisabilityGadgets hashtag on Twitter, I've decided to dig out



SPOTTED • 0

Retro Arcade Game

Asteroids now with eye gaze control!

I remember playing asteroids

[More from the community](#)**Hacks - Making products work for you** 

Where else to find us:



Top 20 Tags:

accessibility accessible cooking
crutches design **dexterity** difficult
food preparation Good Grips hands
hate kitchen **love** mobility oxo
reading shopping spotted technology
wheelchair

Twitter:

enabledby: Putting finishing touches to presso for IRISS' #Design for Future conf in Glasgow on Tues: <http://t.co/yrf3TqGp> #social care #servicedesign
26 seconds ago

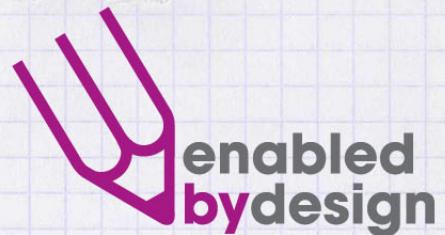
e_lisney: @BendyGirl are often not questioned. @enabledby Denise is doing a good job but only the savvy finds her. I am doing research for those who

9 hours ago

Juniorc0: @enabledby how was Labyrinth?! I played Hoggle in a school play once.
20 hours ago

Lucy_Watt: @enabledby I loved that film!
22 hours ago

enabledby: @Juniorc0 Shut up! ;) #TOWIE
23 hours ago

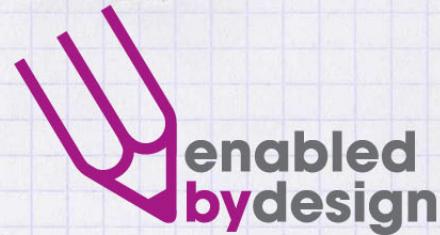


- Featured in following publications/websites: Society Guardian, Guardian supplement - Social pioneers, MS Society's MS Matters, Disability Now, Disability Product News, Community Care, OT News, Arthritis Care's No Limits, BBC Technology & Design Week
- Awards & nominations
- Speaking at events/conferences about our work
- Case study on Enabled by Design produced by NCVO
- “We are Enabled by Design” event

What we're proud of...

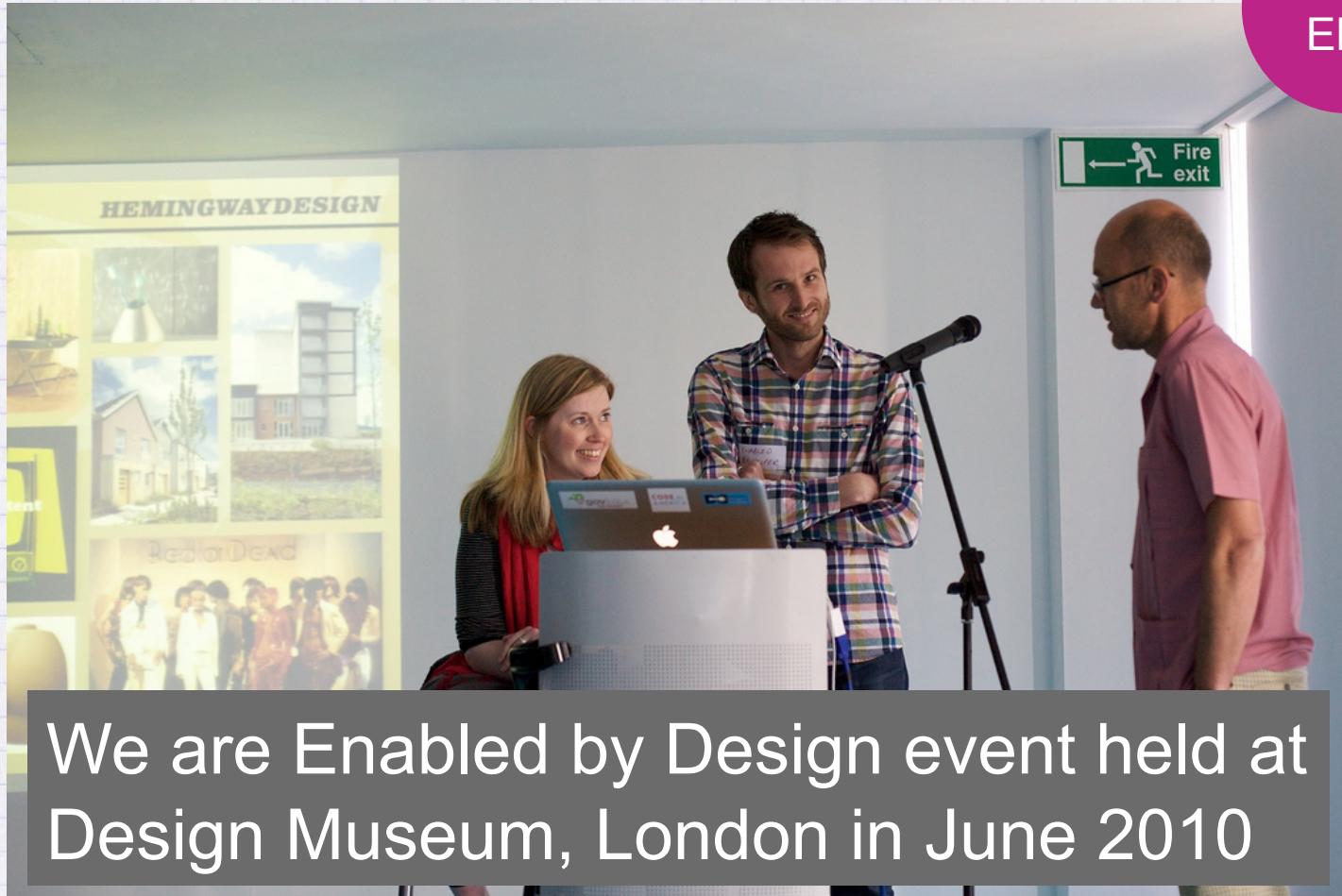
Society
Guardian



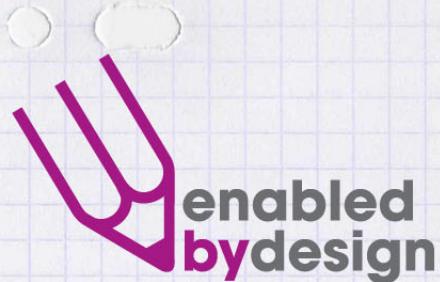


Bringing on and offline together...

We are
EbD



We are Enabled by Design event held at Design Museum, London in June 2010

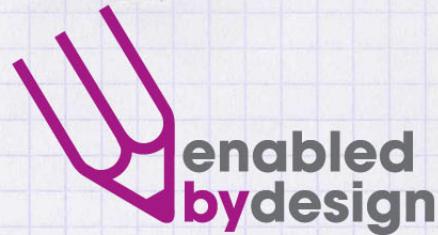


Community member Denise Walbrugh says...

“Enabled by Design has been a real beacon of how things should be, kit-wise & attitude-wise too, & has helped me a lot, as I’m sure it has others”.

Enabled by
Design-er





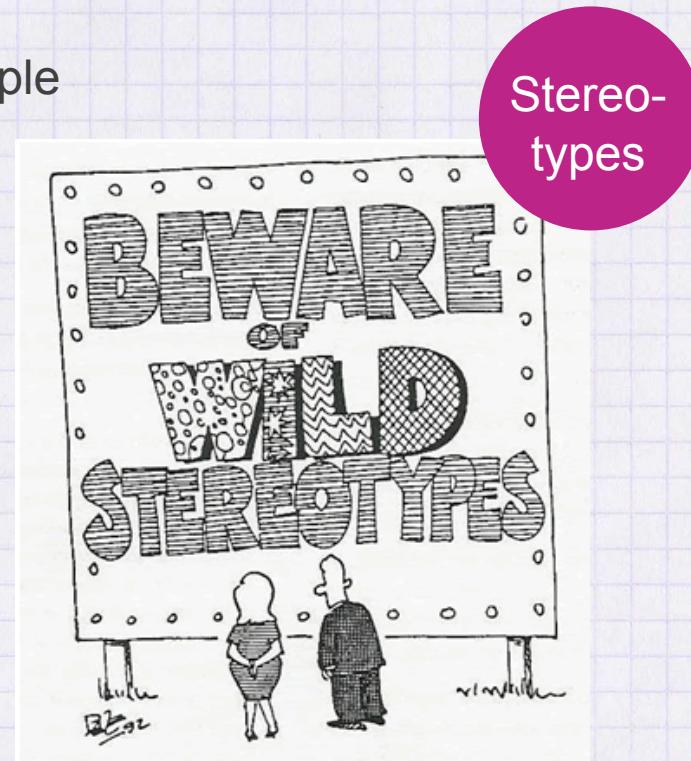
Enabled by Design's ethos

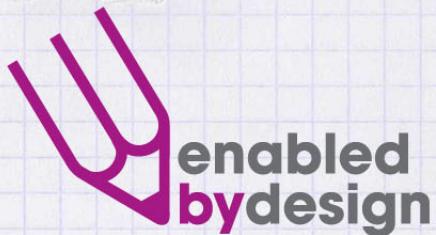
Time to recognise people for being just that, people
and

move away from ill-informed stereotypes
applied to ageing & disability

Our ethos:

- Believe world is made up of people with range of abilities, each person having own personal strengths & qualities
- Passionate about harnessing strengths to empower people to live as independently as possible





Design for All (DfA)

Design for All (DfA):

Design philosophy targeting use of products, services & systems by as many people as possible without need for adaptation.

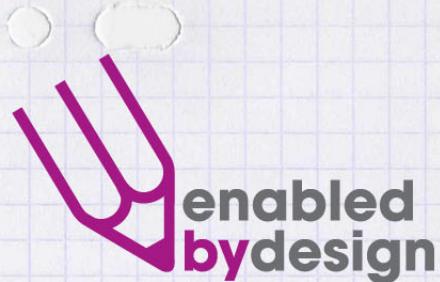
Design for All is design for human diversity, social inclusion & equality.

Closely related to Inclusive Design & Universal Design

Result:

Products & services suitable for general public including older people & people with disabilities

Important note: One design can never truly be accessible to all, so important to know audience & needs



Accessibility for the Masses



Mainstreaming accessibility:

- Remove stigma attached to independent living products
- Make people's lives bit easier & more manageable



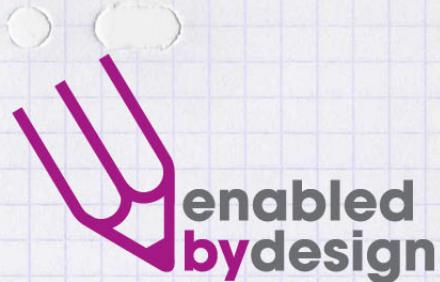
Mainstreaming accessibility

Opportunities & Challenges

- Total UK market estimated £1.46 billion in 2008 & growing each year
- Sales in UK increased by 92.6% over last 10 years
- AT market stagnant after years of state provision
- Little/no innovation, current service provision gives no impetus for change
- Stigma of “traditional” AT



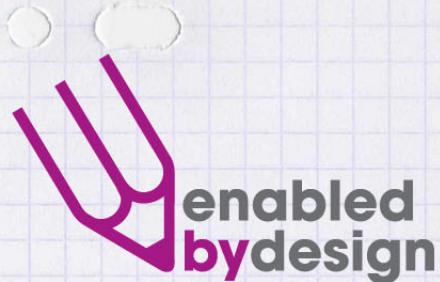
Zimmer
frame



Opportunities & Challenges cont'd

- Ageing population
- Baby boomer generation unwilling to accept current offering
- Mainstreaming accessibility
- Customising products to individual tastes & need
- Important considerations: form, function, quality, reliability, perception & value for money



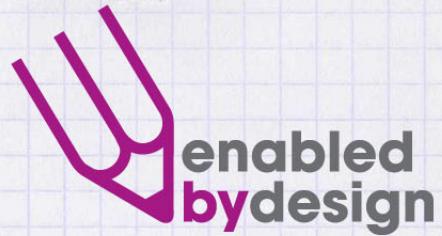


The Future of AT...

- Always a need for specialist AT
- Move away from one-size-fits-all
- Products made easier to use through Design for All & customisation
- Mainstreamed accessibility
- Retail rather than state provision
- Greater choice & availability
- Affordable, quality & desirable products that support independent living

Design
for All





Designs for the Future?

Questions?

- What are they?
- Where can I find them?
- How much do they cost?
- Are they any good?

Answers?

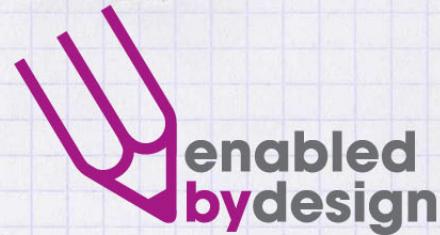
- Lying if said knew all the answers

So?

- Advice would be...



Folding
plug



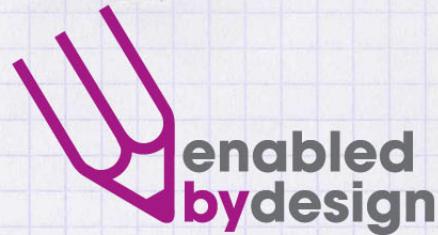
Inspiration is all around you...

Not just traditional channels, but also:

- Word of mouth: friends, family, colleagues & clients
- Websites inc blogs, social media & ecommerce
- Shops
- Catalogues
- Newspapers & magazines
- Television
- List is endless



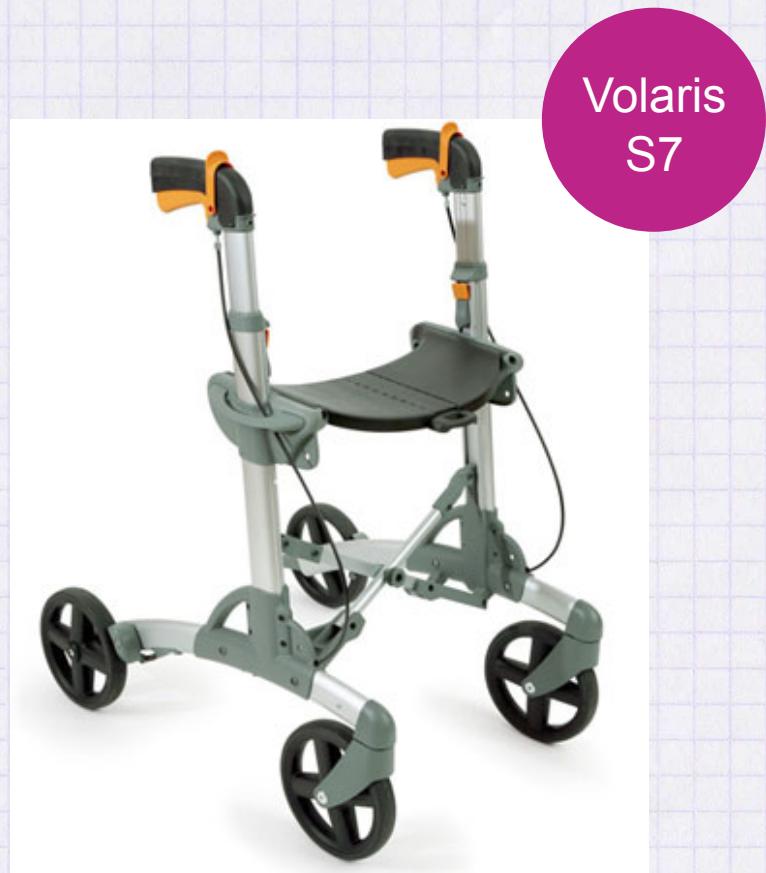
Where's yours?

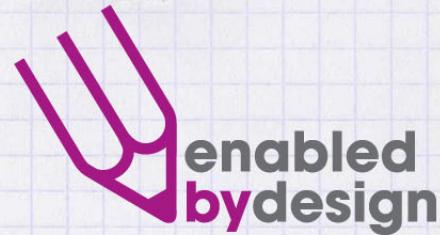


Volaris S7 Rollator Road Test

- Product review added by retailer to EbD website
- Prefer community to review products/services featured on our site
- Contacted retailer who agreed to supply one for test drive & review
- Find out what our test driver thought here:

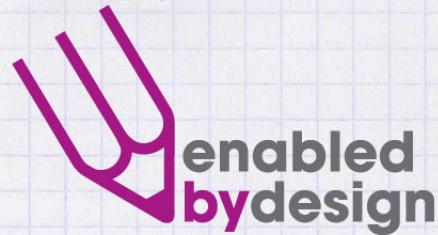
<http://vimeo.com/7327090>





Think outside the box, the possibilities are endless...





Everyone has the potential to be a designer...

So
what are
you waiting
for?!?





Where to find us:

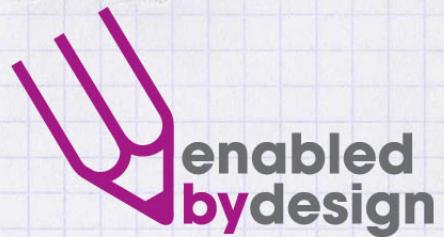
Website: <http://enabledbydesign.org/>

Facebook: <http://www.facebook.com/enabledbydesign>

Twitter: [@enabledby](https://twitter.com/@enabledby)

or

Email: denise@enabledbydesign.org



Thank you for listening!



Any questions?