

# The Gulf between Older People and Designers Experiences

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- Older People and designers 'Gulf in experience'
  - Means that the designer's and the older people have very different world views (sometimes)
- People with dementia
  - Represents a unique challenge
- Means that design that is attuned to users experiences is vital

**Field we work in**

- Safe Walking
- Healthy Nutrition
- Personal Security in the Community
- Transport Problems
- Financial Management
- Safe Home Living

**Past Work**

- Qualitative work
  - Scoping the field
- Participatory Design
  - A fancy way of saying “Talking to people”
- Film making
  - Future scenario creation based on our experiences
- Respectful attitudes on the part of designers

Techniques

- The experience is the most important thing
- The designers intuition is wrong most of the time
- Empathy for the user is the key
  - The designers attitude to the participants is the most important part of this
- Engaging with the target groups is vital

**Lessons Relevant to DX**

Any questions?

**Thank you for listening**