From Idea to Market: Eatwell, Assistive Tableware for Persons with Cognitive Impairments

Sha Yao, MFA | Sha Design LLC
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Eatwell Assistive Tableware Set video - 3:47
Design Process

1. Define problems (3 months)

2. Research / Making connections with professionals (1 year)
Design Process

1. Define problems (3 months)

2. Research / Making connections with professionals (1 year)

3. Design/ User testing (6 months)

4. Implementation/ Material and process (6 months)
How to bring Eatwell to Market?
How to bring Eatwell to Market?

Writing a business plan
How to bring Eatwell to Market?

Attend Networking Events
How to bring Eatwell to Market?

Consulting with manufacturers
How to bring Eatwell to Market?

Getting legal advice
How to bring Eatwell to Market?

Looking for resources in product industry

Stanford Center on Longevity Design Challenge
How to bring Eatwell to Market?

Preparing pitching materials
How to bring Eatwell to Market?

- Writing a business plan
- Attend networking Events
- Consulting with manufacturers
- Getting legal advice
- Keeping in touch with the community of your product industry
- Preparing pitching materials
- Running a crowdfunding Campaign
Eatwell, tableware for people with special needs

Eatwell is a tableware set for people with cognitive...
Benefit from a crowd-funding campaign

Define
Target
Users
Benefit from a crowd-funding campaign

Define Target Users

Partnerships +++
Benefit from a crowd-funding campaign

- Define Target Users
- Partnerships +++
- Publicity
Benefit from a crowd-funding campaign

Define Target Users

Partnerships +++

Publicity

Expand Market
Mass Production
Tips

Mass Production
First meeting
Tips

- Visit factory in person
Tips

- Visit factory in person
- Sign a good contract
Tips

- Visit factory in person
- Sign a good contract
- Be around
Worth the cost
By Paul Ogea on January 4, 2018
Color: Multi | Package Quantity: 1 | Verified Purchase
We bought these with the thought that if it worked great and if they didn't then we weren't out that much. The cost seemed a little high but when you think of the design work and that these are not like ordinary utensils and are made in limited numbers then it makes sense. These have definitely made a difference. The design of the spoons are exactly what was needed and the bowls help with getting the food on the spoons.

Wonderfully designed! Re
By Rev. Sandra L. Daniel on January 26, 2017
Color: Red | Package Quantity: 1 | Verified Purchase
Wonderfully designed! Re: right or left-handed? Dominantly right-handed person with right hand tremors, has found using a regular utensil very difficult, now uses spoon to eat with left hand - person very easily adapted to the spoon. Am grateful for each piece in the set.

You can feel the love just from looking at this set
By Chia-Hsun Lee on March 4, 2017
Color: Yellow | Package Quantity: 1 | Verified Purchase
Best and warm gift for grandparents and young moms with babies!!

Good Design That Helps Everyone Eat Better!
By MPDZNR on September 6, 2017
Color: Multi | Package Quantity: 1
The design of the Eatwell Tableware set is really well-thought-out. I originally got it on Indiegogo for my elderly mother who was weakened by an ischemic stroke. The spoon handle combined with angled bowl and plate edges help her scoop up food with ease, even with a shaky, weakened hand. The wide, non-slip cup base also helps prevent spills too when she doesn't put it back down perfectly level. Why aren't all cups made this way? After trying the set myself, I've come to the conclusion that it actually helps anyone eat better, not just those with impairments. I can see small children using this set too. It's a good investment because it's something that will be used multiple times, every single day, for many years to come.
Dishes That Work Around Cognitive Decline

After her late grandmother was diagnosed with Alzheimer’s, Sha Yao felt helpless. It was especially frustrating, she recalls, to sit with her during meals while she struggled to perform basic functions, like using silverware without spilling. “There was nothing I could do,” Yao says. Inspired by her grandmother’s plight, Yao created Eatwell Assistive Tableware, a dining set designed to make mealtime easier for people with Alzheimer’s and other diseases that affect brain and body function. Among the design basics: using bright colors to help...
Design for Social Change

Impact design—whether focused on social, environmental, or educational issues—tends to drift away from designing for a universal consumer in order to make more diverse needs. Over the past two decades new funding sources and developments in application and distribution methods have led to a number of innovative projects geared toward underserved users. Through their affordable children’s laptop, One Laptop Per Child extends the capabilities of early digital learners by making connected learning accessible in remote communities. Similarly, the lightweight, easy-to-assemble Folioscope microscope, which was also created with financial constraints and educational opportunities in mind, offers a simple means of introducing students to scientific study.

In order to make such specialized products available for wider use, designers often recontextualize their approaches, using methods such as design thinking to identify problems and generate innovative solutions. Dr. Mark Spelman’s Knee walker was designed in response to a recent study by Stanford’s design school in 2007 to design for a client living on four wheels a day. The Design (Ed)ward Riverside case study addresses a problem that a traditionally designed wheelchair did not meet the needs of people with limited motor skills. By the early 1990s, prosthetics, and tracking the results of prostatic disorders, both forms developed prostheses that restored dignity, mobility, and health.
Sue Lewane Erickson Goodrich Eat well was so helpful to my 88 year old Father.

My hope is one day that all skilled nursing home’s had Eatwell eating utensils for their clients.
Perhaps the states could make it a mandatory.