



From Idea to Market:
**Assistive Tableware designed
for People with Cognitive
Impairments**

Sha Yao, MFA | Founder of Eatwell

Table of contents

- 01** About Eatwell
- 02** Design Process
- 03** Bringing Eatwell to life
- 04** Eatwell Now



01

About Eatwell

Click here and support us on Indiegogo!



bit.ly/eatwellvideo



02

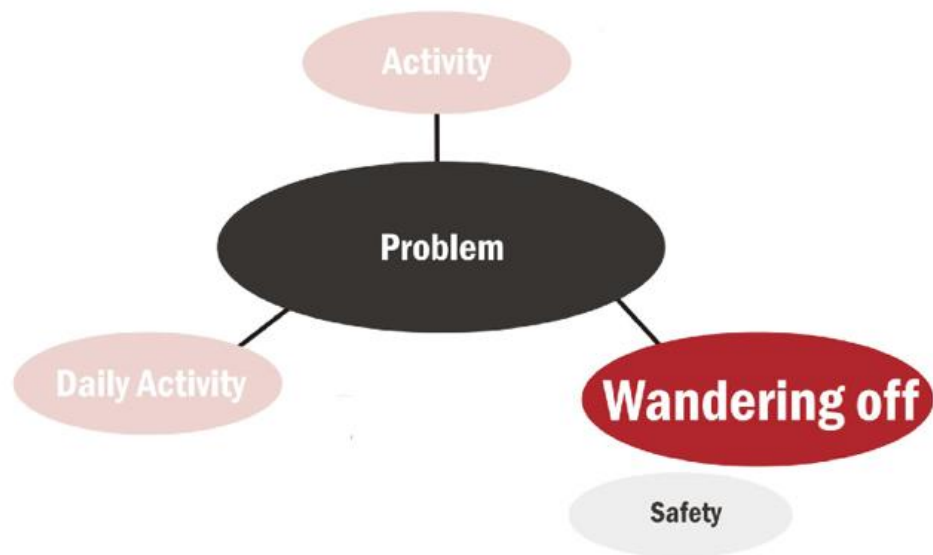
Design Process

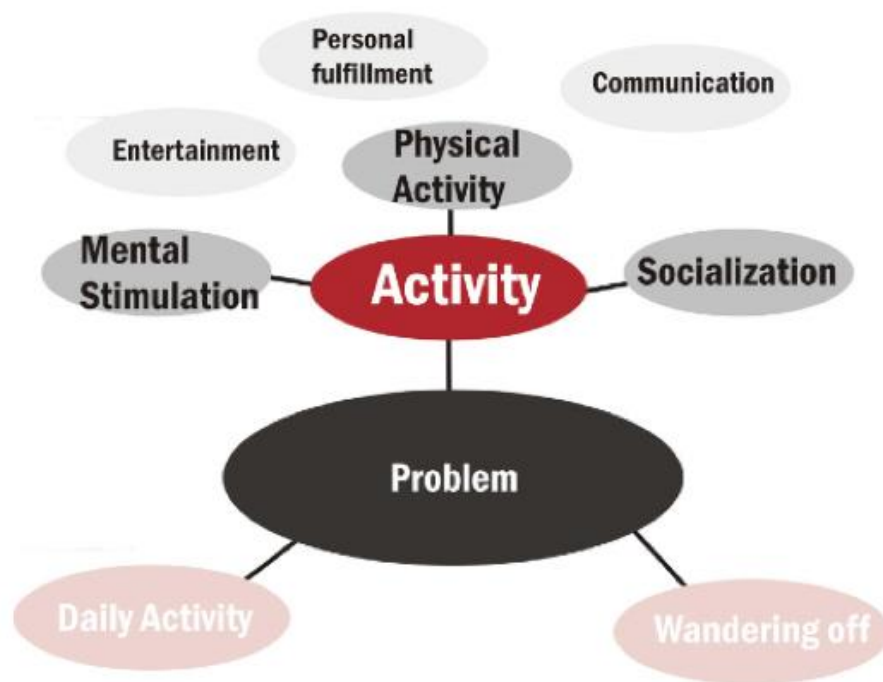
Design Process



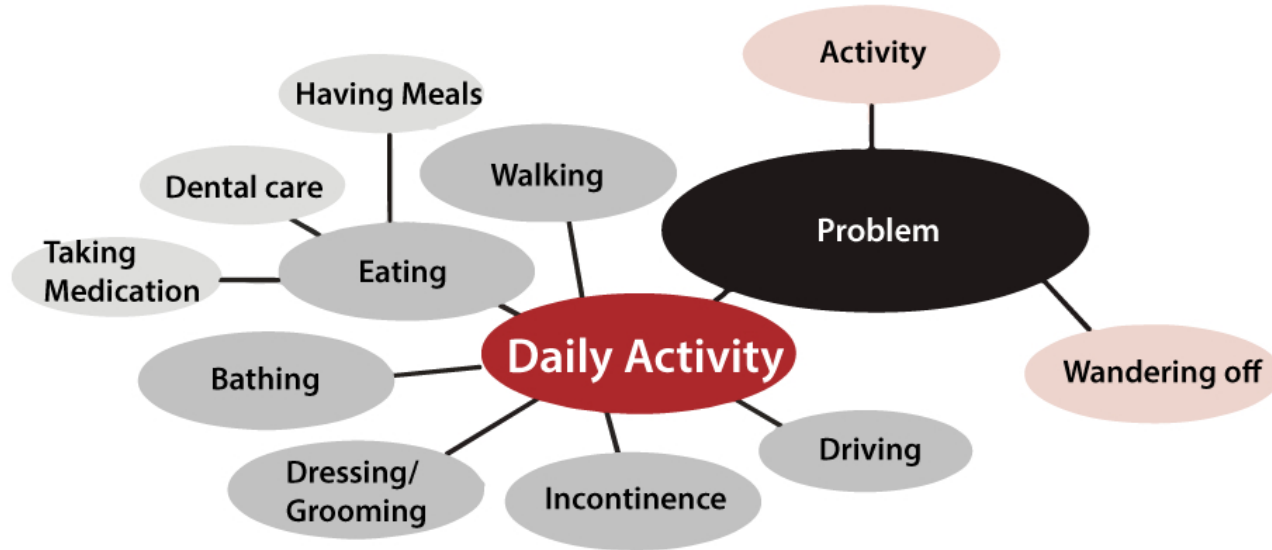
1. Define the Problem

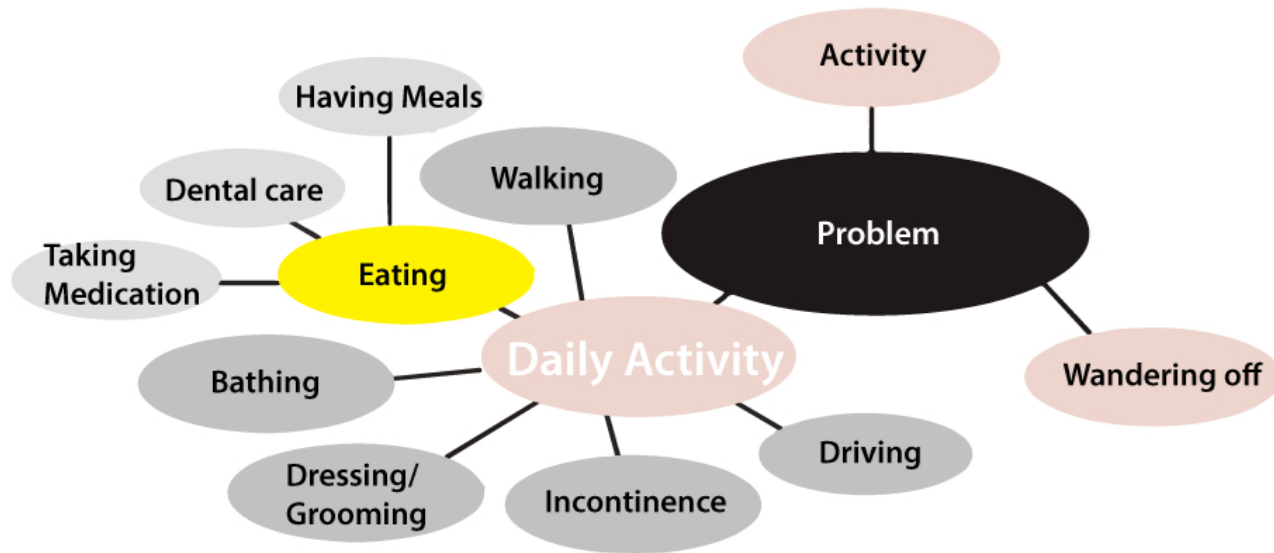
Starting from personal experience, take a step back, conduct market research, and design products or services based on what others need, rather than solely for personal preferences.





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Design Process



1. Define the Problem

Starting from personal experience, take a step back, conduct market research, and design products or services based on what others need, rather than solely for personal preferences.



2. Research

List your stakeholders and understand their relationships. Identify who the users are, who the decision-makers are, and find experts in the industry to learn from them. List the necessary conditions in the Product Requirements Document (PRD) to ensure agreement among stakeholders.

Eating Problems

A photograph of an elderly person's hands eating a meal. The person is using a spoon to eat from a white plate with a green floral border. The plate contains white rice, green vegetables, and brown meat. A pink speech bubble is overlaid on the plate, containing text. The background is dark.

**The pattern may
look like the food
and confuse Ada**

Eating Problems

An elderly woman with short dark hair is seated at a dark table, eating from a white bowl. She is wearing a black long-sleeved shirt with a large blue floral pattern. She is holding a silver butter knife in her right hand, using it to pick up a small piece of green vegetable from the bowl. The bowl contains white rice, green leafy vegetables, and a meat and vegetable stir-fry. A silver fork and salt and pepper shakers are also on the table. A pink speech bubble points from the text to the woman's hands.

**Inappropriate
kitchen utensils
may lead Ada to
hurt herself**

Eating Problems

A photograph showing a close-up of a person's hand holding a metal spoon over a white plate. The plate contains white rice, orange carrots, and green leafy vegetables. The hand is positioned as if about to scoop the food. A pink speech bubble is overlaid on the left side of the image, containing text.

**Typical spoons
make it difficult
to scoop food**

Eating Problems

**Food is easily
forced out of
the plate**



Eating Problems

A close-up photograph of a hand holding a metal spoon over a bowl of food. The bowl is white with a blue floral pattern and a scalloped edge. The food inside the bowl is a yellowish, creamy substance, possibly rice porridge or a soup, topped with green vegetables and small brown pieces. A pink speech bubble is overlaid on the right side of the bowl, containing text.

**Typical bowls
confuse Ada and
she won't finish
her food**

Design Process



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3. Design

Employ sketches to articulate ideas and depict various possibilities. Develop functional prototypes for testing purposes. Progress to 3D modeling and rendering, and contemplate utilizing CNC or 3D printing for a more polished and accurate representation.

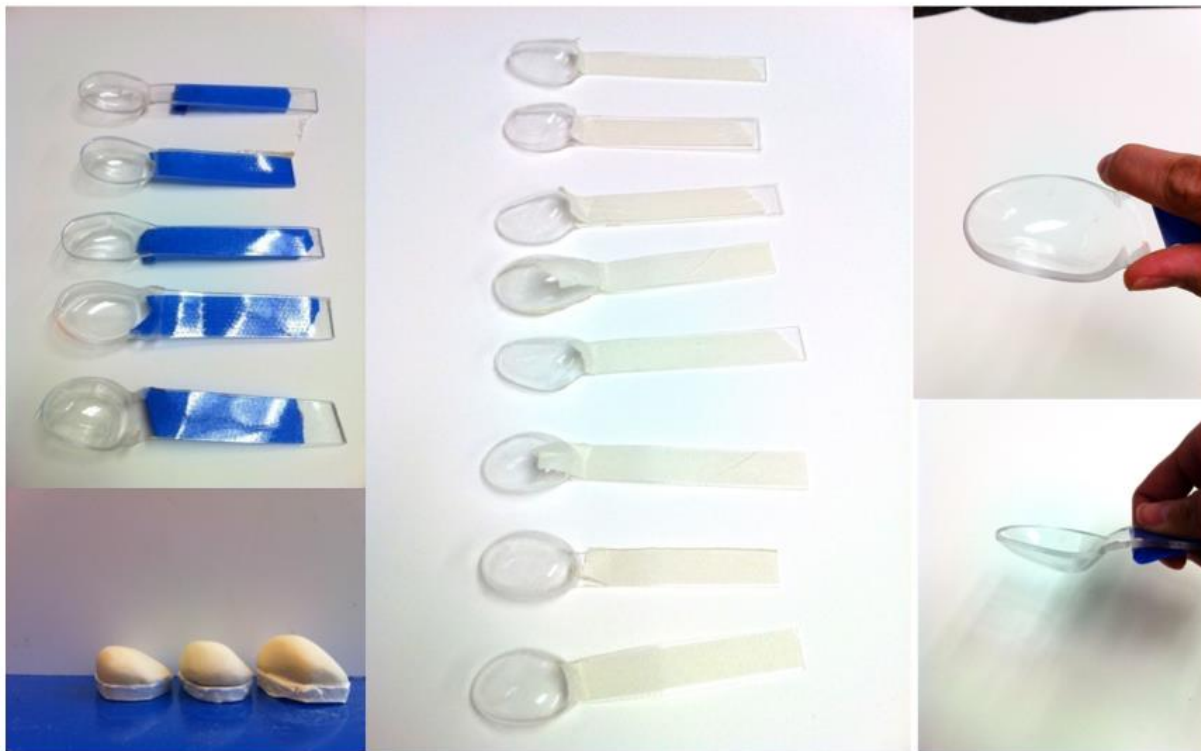
Development



Development



Development



Design Process



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4. Implementation

Considering the manufacturing process. Choose suitable materials, colors, and finishes. Add more product details to enhance usability and convenience. Continuously evolve the product based on feedback.







03

Bringing Eatwell to life



“I believe starting a company is like jumping off a cliff and assembling a plane on the way down -- your willingness to jump is your most valuable asset as an entrepreneur.”

- Reid Hoffman
Linkedin founder

Bringing Eatwell to life

Business Plan



Bringing Eatwell to life

Business Plan

Networking / Resources



Bringing Eatwell to life

Business Plan

Networking / Resources

Funding



Stanford Center on Longevity Design
Challenge

Bringing Eatwell to life

Business Plan

Networking / Resources

Funding

Production Planning



Bringing Eatwell to life

Business Plan

Networking / Resources

Funding

Production Planning

Marketing



Bringing Eatwell to life

Business Plan

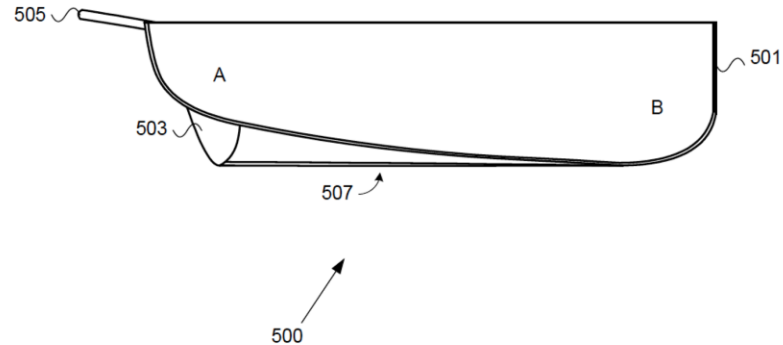
Networking / Resources

Funding

Production Planning

Marketing and Sales

Legal



Eatwell, tableware for people with special needs

San Francisco, United States

Design

12.7k

Share

815

Tweet

139

+1



Email



Embed



Link



Following

Story Updates 13 Comments 142 Backers 1084 Gallery 4



Eatwell is a tableware set for people with cognitive

InDemand

\$105,806 USD

total funds raised



Original campaign was 109% funded on December 20, 2014

Featured

\$110 USD

8-piece Eatwell set

Rewards include both a 4-piece yellow set and a 4-piece red set. Free shipping within the US (*additional \$35 for international delivery).

187 claimed

Estimated delivery: June 2015

Bringing Eatwell to life

Mass Production

Tooling (scalability)

Regulations

Packaging

QC











Bringing Eatwell to life

Distribution





TIME



**SF MO
MA**





NEW OLD

DESIGNING FOR OUR FUTURE SELVES



February 7–May 23, 2020
Opening Reception
6–8 PM, Thursday, February 6
Curated by Jeremy Myerson,
Helen Hamlyn Professor of
Design, Royal College of Art



NEW OLD explores the potential for design and designers to enhance the experience of our later lives.

NEW OLD features a selection of cutting-edge projects along with design commissions by Yves Béhar / Fuseproject and Superflex, Konstantin Grcic, Future Facility, Special Projects, IDEO, and PriestmanGoode. This installment is updated with work by five faculty members from Pratt's School of Design, including Andrea Katz, Karol Muriak, Mitchell Reece, Alex Schweder, and Keena Suh, along with additional US-based projects.

Pratt Manhattan Gallery
144 West 14th Street
Second Floor
New York, NY 10011

Gallery Hours
Monday–Saturday, 11 AM–6 PM
Thursday until 8 PM

Free and open to the public
www.pratt.edu/exhibitions
@prattexhibits
@designmuseum
#NewOld

IN CONVERSATION: Jeremy Myerson,
Helen Hamlyn Professor of Design, Royal
College of Art, with Pattie Moore, designer
and author of *Disguised a True Story*

February 7, 5–7 PM
Room 213 adjacent to the gallery

Portraits, Karsten Thormaehlen, *Gerhard
NOOI*, from his book *Ageing Gracefully:
Portraits of People Over 100*, Fumi Nagasaki,
His Apple, Detail: Yves Béhar / Fuseproject and
Superflex, *Aura Power Suit*.

Pratt

A touring exhibition from the Design Museum, London, in partnership
with the Helen Hamlyn Trust. Sponsored by the Pratt Foundation and
additional support from various donors. NEW OLD is supported by the
Artists & Designers Foundation of Pratt Manhattan Gallery.

the
DESIGN
MUSEUM

HIT THE HELEN HAMLYN TRUST

PRATT FOUNDATION

VERDUS

The Artists & Designers Foundation





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.



Sue Lewane Erickson Goodrich

I highly recommend Eatwell Assistive Tableware set!
I purchased a set for my beloved Father.
He maintain an enjoyed his independence long into his 80's!!!
All skilled nursing facilities should have these for their residents!
Thank you Eatwell for giving my Father independence.
Hugs ❤️

Like · Reply · Message · 14w



Lauren Robertson ▶ Eatwell

November 30 · 🌐

I used the set with my mom--she died last year at the age of 96. This is really nice stuff with good reasoning behind the design. I highly recommend it--I'm a physical therapist and not connected in any way to Eatwell.

Design for Social Change

Design--whether focused on social, environmental, or digital issues, strives to shift awareness, inspiring for a user consumer in order to make more diverse ideas. Our set has included new funding sources and development, education and distribution methods have led to a number of active projects geared toward underserved users. Through affordable children's laptop, the Laptop Pro Child serves generations of early digital learners to making connected learning experiences more accessible. Similarly, the open-source, easy-to-assemble Foldscope microscope, which was also created with financial constraints and educational opportunity in mind, offers a simple means of introducing students to scientific study in order to make such specialized products available for much less.

eatwell

FAQ

Do you have any questions?

sha@eatwellset.com

[Eatwellset.com](https://eatwellset.com)