January 15, 2026

Bridging the Gap between Consumers and Products in Rehabilitation Medicine

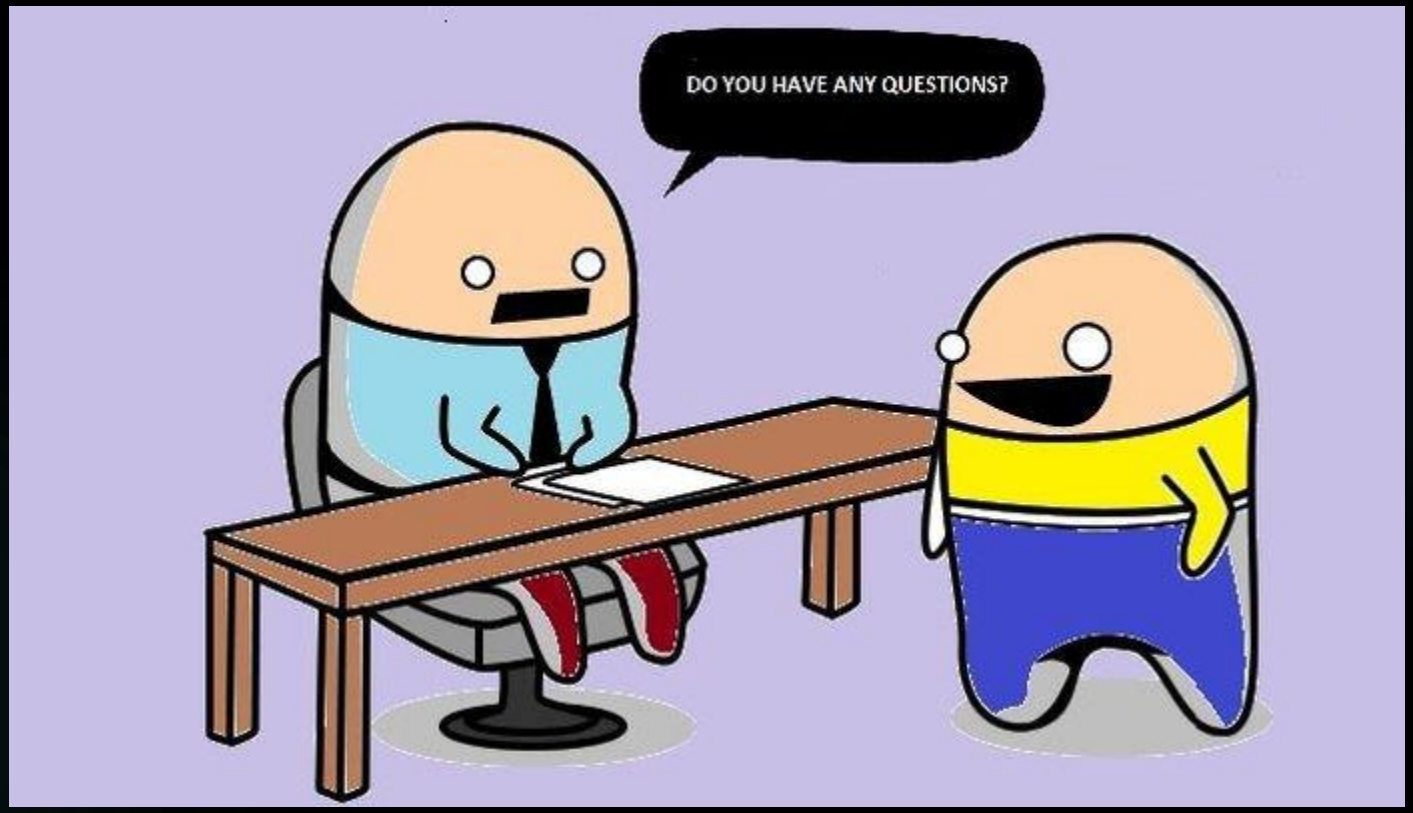
ENGR110/210
Perspectives in Assistive Technology



Deborah E. Kenney, MS, OTR/L

Guest Speaker

Any Questions?



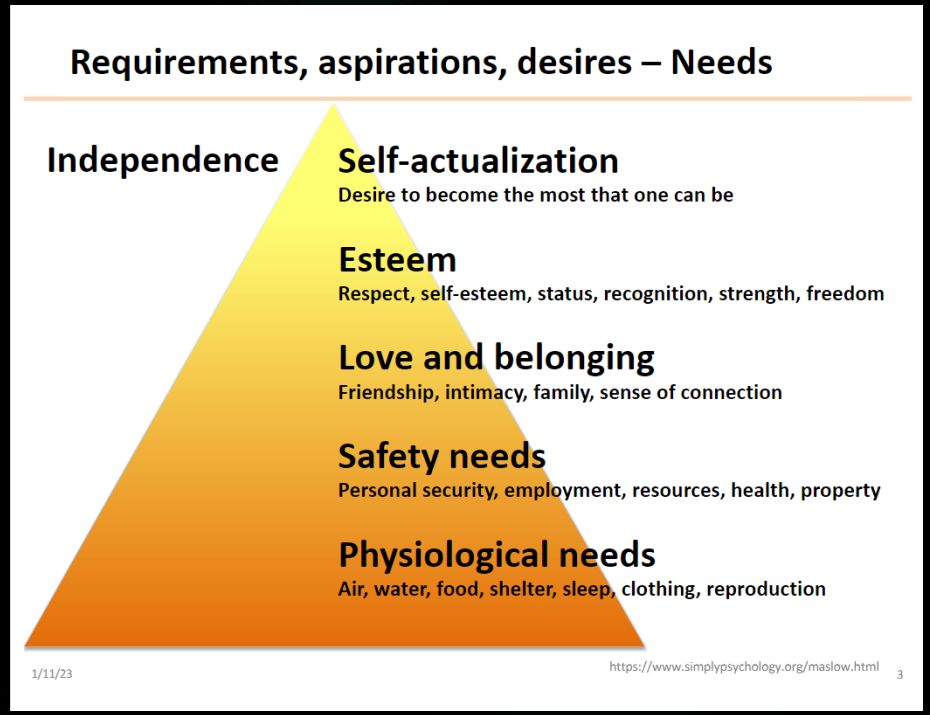
Leftovers from Tuesday



- Dave - The better an understanding of the problem, the better the solution
- Gayle - Ten things you did to get to class:
  - Activities of daily living
  - Individuals with disabilities or older adults
  - “Assistive Technology”

Need - Two Perspectives

- Gayle - Human needs
- Dave - A need is a judgement. What information and understanding is required to determine what is needed to address a problem / challenge?



Student Team Project Selections



Magical Bridge Playground Attractions (2)

Treats for Nathan

Laptray Artwork Easel

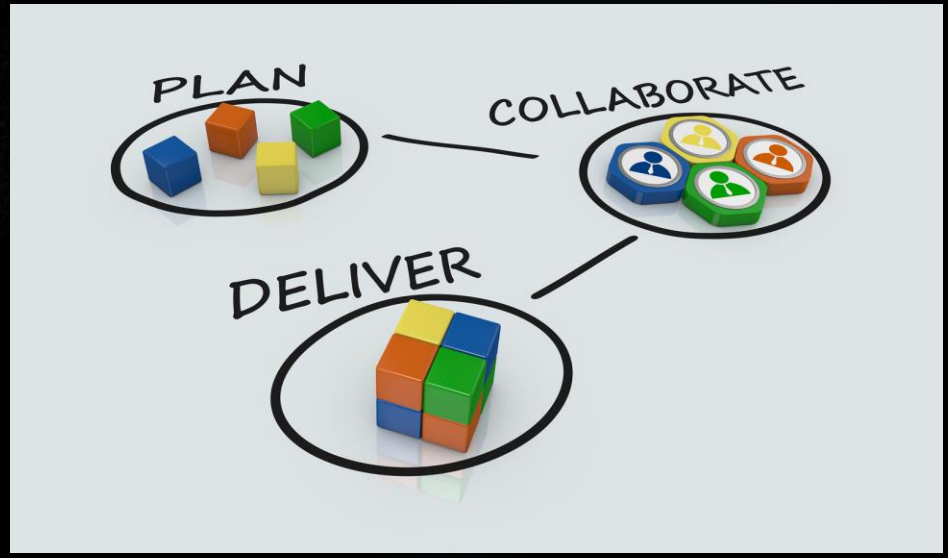
Obstacle Detector (2)

Footshell

26 students working on 7 team projects
5 teams with 4 members
2 teams with 3 members

2 students working on individual projects

2 students not working on projects



Suggested Current Project Activities

- PRL Safety Orientation - webshop.stanford.edu
- Project Selection & Team Formation ✔
- Team Name
- Meet with Project Suggestor
- Meet with Dave
- Understand the Problem
- Brainstorming
- Prototyping



- Students participate in all project activities

Miscellaneous

- Meet with Dave to receive project advice
- Please make up missed lecture sessions promptly



- Course will pay for Amazon & PRL purchases
- Brittany is now accepting purchase requests
- Keep track of your team's project spending

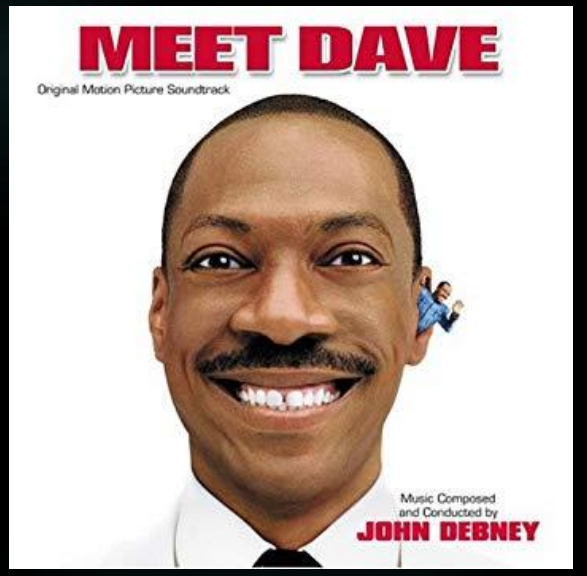


- Client vs User vs PwD vs Subject vs Project Suggestor
- The Engineering Design Process is optimized for this class
- Be proactive & self-directed!



Disrespect

Benefits of meeting with Dave



- Make up missed lectures
- Gain valuable perspectives on your project
- Optimize your course, team, and project experience

- My fortune cookie today reads:
  "*Many seek you out for insightful advice*"



Attendance Sheet, Evaluation Form, and Meet with Dave Signup



For all students:

- Sign Attendance Sheet - important to verify your attendance
- Google sign up to meet with Dave for lecture makeup and Individual or Team Project discussions / progress reports

For everyone:

- Fill out Class Session Evaluation Form (**in ink**) - this provides feedback to guest speaker

Individual Projects



- For the two students working on Individual Projects
  - Meet with me to agree on project topic ✔
  - No mid-term presentations or reports
  - Select a project and start working on it **now**
  - End-of-term presentation ~ 15 minutes

Work with Diligence

- Time is your team's most precious resource
- 7.5 weeks of class left to work on your projects
- Mid-term presentations in 3.5 weeks!





Product Pricing



Product pricing includes much more than cost of materials

Product Pricing



- **One Time Costs** - Manufacturing equipment and equipment leases, furniture, fixtures, computers, phones, etc
- **Recurring Costs** - Property and office rent, salaries (labor) / wages / commissions, utilities (electricity, internet, water, garbage, etc)
- **Product-related Costs** - Product research, prototyping, testing, accounting, shipping, **parts**, profit, advertising (printing), packaging, vehicles
- **Business-related Costs** - Loan repayments, inventory, financing costs, damaged merchandise, operating and legal expenses, overhead, theft, insurance, membership dues, market research, advertising and promotion, office supplies and equipment, travel, recruiting
- **Production-related Costs** - Economies of scale, automation, mass production techniques
- **Scale-related Costs** - Retail price decreases with number of units manufactured & sold

Questions?


discover
questions
how?
asking questions
where?
?
why
challenge
who?
QUESTIONS
clues
ask
who?
discover
what?
when?
Knowing
investigation
?
clues
how
why?
ask
knowing
investigation



Tuesday, January 20th

Stanford Students with a Disability



Lance Keneley



Heloise Hoffman



Sydney Barta



Emily Ocasio

Today



Bridging the Gap between Consumers and Products in Rehabilitation Medicine

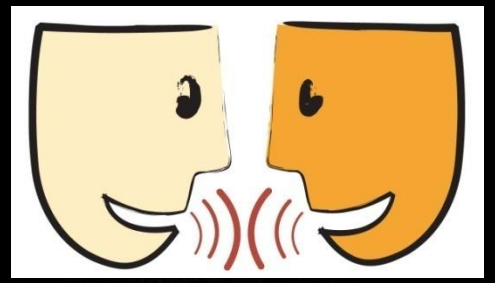
Deborah E. Kenney, MS, OTR/L

Stanford University

VA Palo Alto Health Care System

Foothill College

Break Activities



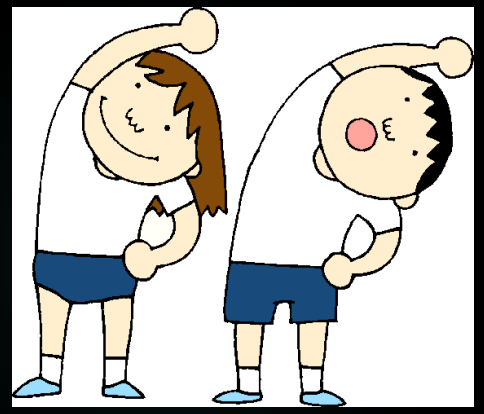




- Attendance sheet
- Stand up and stretch
- Take a bio-break
- Text message
- Web-surf
- Respond to email
- Talk with classmates
- Reflect on what was presented in class









Short Break



