



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

Sha Yao, MFA | Founder of Eatwell

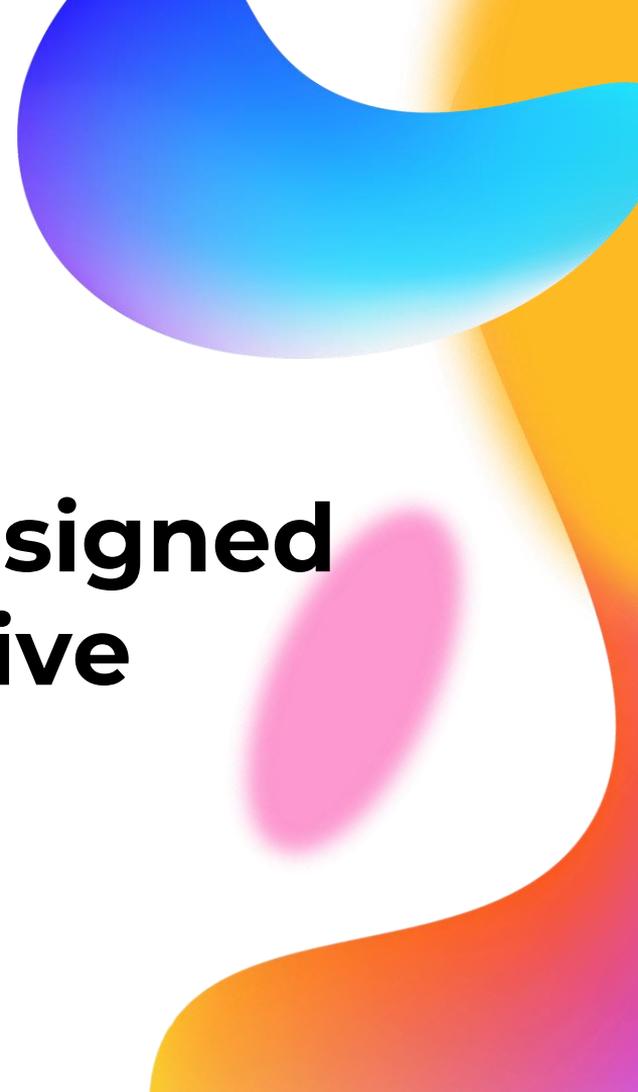


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01

About Eatwell

Click here and support us on Indiegogo!





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.









Design Process



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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 requirements in the Product Requirements Document (PRD) to ensure agreement among stakeholders.

Eating Problems



The pattern may look like the food and confuse Ada

Eating Problems

A photograph of an elderly woman with short dark hair, wearing a black top with blue floral patterns. She is seated at a dark table, leaning forward and using a butter knife to pick up a piece of green vegetable from a white bowl. The bowl contains white rice, green vegetables, and a meat-based dish. A pink speech bubble is overlaid on the image, pointing to the knife. The background is a plain, light-colored wall.

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

Eating Problems

A close-up photograph of a person's hand holding a silver spoon over a white plate of food. The plate contains white rice, green leafy vegetables, and orange-brown pieces of food, possibly carrots or mushrooms. The hand is positioned as if about to scoop the food. The background is dark.

**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 silver spoon over a bowl of food. The bowl is white with a blue floral pattern. The food inside the bowl is a yellowish, creamy substance, possibly a porridge or soup, topped with green vegetables and small pieces of meat or vegetables. The background is dark and out of focus.

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

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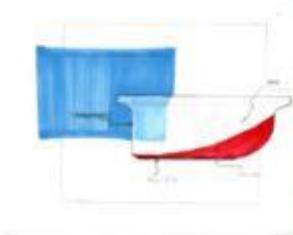
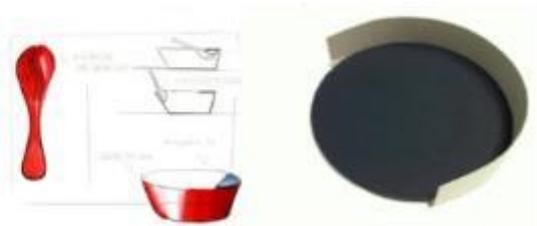
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3. Design

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.

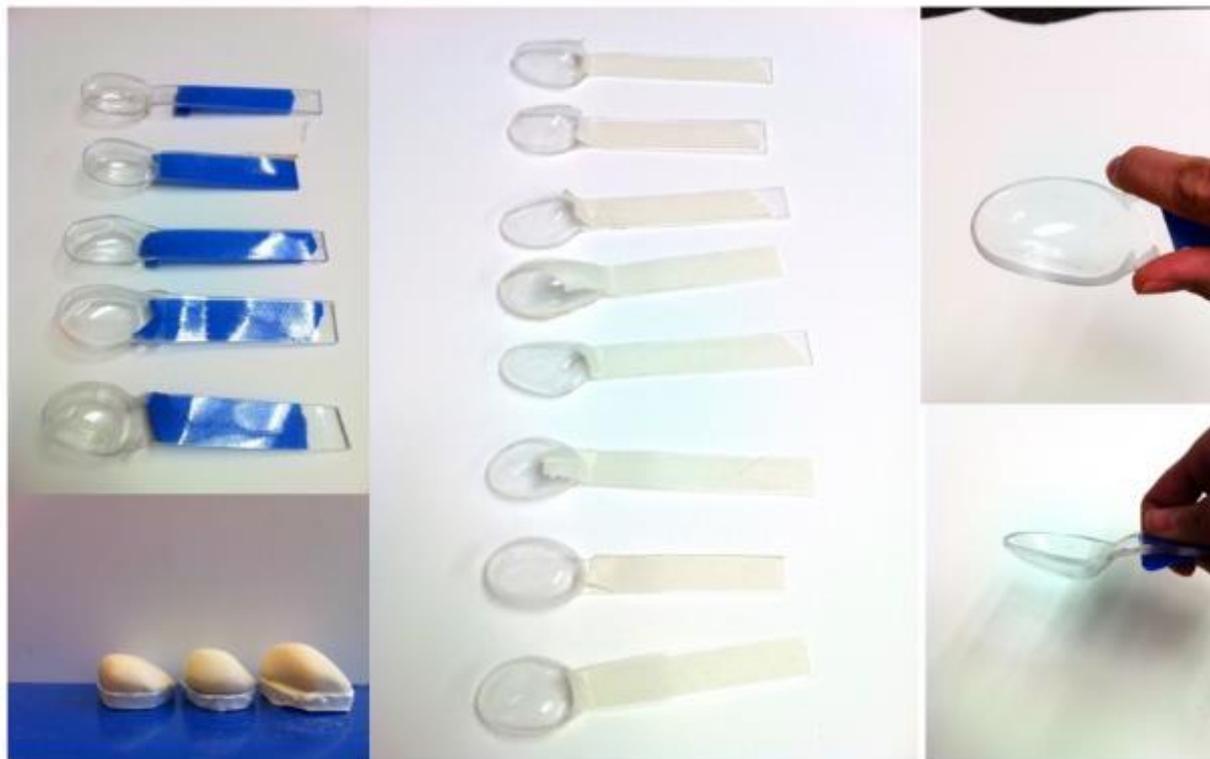
Development



Development



Development



Design Process



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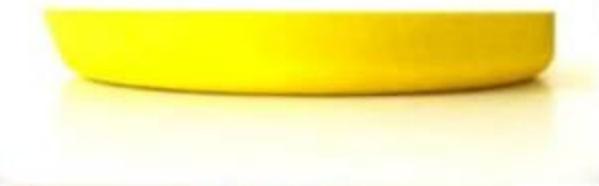
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4. Implementation

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 Strategy



Bringing Eatwell to life

Business Strategy

Partnerships & Network



Bringing Eatwell to life

Business Strategy

Partnerships & Network

Production Planning



Bringing Eatwell to life

Business Strategy

Partnerships & Network

Production Planning

Marketing & PR



Stanford Center on Longevity Design
Challenge

Bringing Eatwell to life

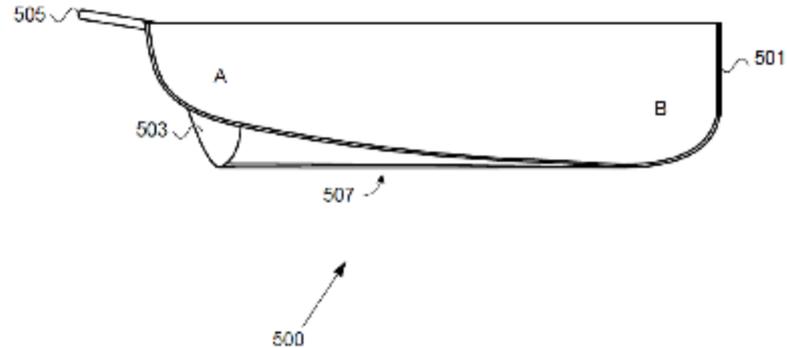
Business Strategy

Partnerships & Network

Production Planning

Marketing & PR

Legal & IP



Bringing Eatwell to life

Business Strategy

Partnerships & Network

Production Planning

Marketing & PR

Legal & IP

Funding



Eatwell, tableware for people with special needs

San Francisco, United States

Design

12.7k

Share

815

Tweet

139

G+



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

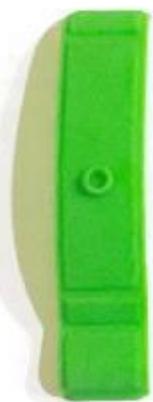
Tooling (scalability)

Regulations

Packaging

QC











Eatwell Now

Distribution





04

Eatwell Now

good

THE BEST INNOVATIONS MAKING THE WORLD BETTER



The cup's base has a rim to help prevent spills.

The bowl has a curved base, which makes it easier to scoop food.

DISHES THAT
WORK AROUND
COGNITIVE
DECLINE

After her late grandmother was diagnosed with Alzheimer's, Shi 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, she created Eatwell Assistive Tableware, a dining set designed to make mealtimes easier for people with Alzheimer's and other illnesses that affect brain and body function. (Among the assistive tools, silver handle sets to help

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 considerations by Yves Tabor/Fluxusjet and Sujeeta, Roshan Doshi, Fulvio Radici, Anna Di Francesco, EDDY, and Pradyumn Gade. This international exhibition will also be facilitated by speakers from Pratt's School of Design, including Andrea Katz, Ronit Pratka, Miguel Roscoe, Alex Delavacis, and Koenra Sabu, along with additional US-based projects.

New Museum Gallery
 111 West 53rd Street
 Second Floor
 New York, NY 10019

Gallery Hours
 Monday–Friday, 11 AM–5 PM
 Thursday and Friday

Tickets and open to the public
 Free admission. Adults \$10 and
 \$7 (seniors and
 2-24) general
 \$10 and \$7

400 WASHINGTON STREET, NEW YORK, NY 10014
 Helen Hamlyn Professor of Design, Royal
 College of Art and Royal College of Art
 School of Design, London

February 5, 2020
 6–8 PM, Thursday

Pratt Institute, 300 Hudson Street
 New York, NY 10014
 School of Design, 300 Hudson Street
 New York, NY 10014
 School of Design, 300 Hudson Street
 New York, NY 10014



FAQ

Do you have any questions?

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