Aesthetics Matter

Jules Sherman, MFA Design
Presentation Agenda:

1.) A bit about me.

2.) Examples of designers/companies/hackers who put aesthetics at the center of their design process for assistive technologies.

3.) PERS (personal electronic response system) work I have done that confronts the importance of aesthetics and how it affects a user’s decision to wear an assistive device.

4.) Call to Action: How might we integrate aesthetic choices into assistive tech to positively affect the user’s experience?
Procedure

1. **X-RAY**
   - Limb is X-Rayed in order to identify the break and its exact position.

2. **3D SCAN**
   - Arm is 3D scanned in order to define the exact dimension of the limb.

3. **3D PRINT**
   - Dimensions and data are fed into the computer. Cast is generated with optimal support for vulnerable areas and to the exact limb size for a snug fit.
The Cortex Exoskeletal cast shown fitted snuggly on the patient’s arm giving lightweight but super strong support exactly where needed for this particular wrist fracture. No more heavy weight, malodorous bulk for this lucky patient.

Discreet and thin there is no problem wearing a shirt and suit jacket over the Cortex Exoskeletal cast.

Fully washable and shower friendly and eco friendly too.
Concept by Nick Morgan Jones-German Designer
http://nick.morgan-jones.com/#about
Flexible titanium-nickel alloy ear hook is adjustable to fit every ear size.

Rechargeable battery gives up to 20 hours of use per cycle.

Microphone placed in front of the ear to improve directional hearing.

Removable pins hold the product together, allow access to inner components and secure the ear hook in place.

KeySync key ring allows the user to adjust volume and turn the hearing aid on and off remotely through magnetic interaction.

Receiver in the ear canal to support mild to severe hearing loss.

Vents in hearing aid and dip-on case to not obscure the microphone.

Inductive charging battery relieves hassle of battery changing.

Inductive coil allows hearing aid to charge when stored in the box.

Removable AC adapter leaves the user with a convenient travel case.
SHOP LEOPARD
$699/ear

SHOP POLKA DOT
$699/ear

SHOP HOLOGRAM
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SHOP SPARKLE PINK
$699/ear

Need help? 888-979-6918  help@audicus.com free consultation
This is what the back of the beads look like:

To turn them into decorations for my hearing aids we used a bit of red wire from the bead shop, and passed it through the gaps at the back, like this,

We piece at the back is very soft, so you can bend it easily to put the wire through. You have to leave enough space to put the tube of the hearing aid through. Then you make a knot with the wire, and cut the ends off so they don't scratch your ears.

And this is what the decorations look like,

Do you like them?
Hearrings®

Are Jewellery Designed Specifically To Accessorise Hearing Aids

Heart Hearrings - Jet, Pair

Only £65.00

Heart Hearrings - Crystal, Pair

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New Design for Intermittent Urinary Catheters

Privacy, hygiene and health in the palm of your hand
Current Catheters

Big, Bulky, Noisy, Messy.
Not catheterizing often enough: 50%

61% Ranked discretion as #1 reason
Compact Cath

Compact & Discreet
More Hygienic
Easy to store, use & dispose
Patients & opinion leaders say...

Misty Blue
Nurse, Blogger, Self-Cath

“I like it, I like it! I Can’t believe how tiny it is”

Amy Driscoll
Urology nurse
Former SUNA President

“most disruptive innovation”

Doug K
Parent

“my daughter and her friends will love this”

Kylee
Self-Cath

“tots awesome”

Dr. Bill Kennedy
Chief Pediatric Urologist
Stanford, LPCH

“important improvement”
Hygienic,
Discreet & Easy to use
Pre lubricated urinary catheter
Hygiene sheath allows a non-touch insertion
Team

Naama Stauber, Business

Daniel Hong, MD

David Janka, MD

Myung Sun Choi, MSME, Engineering
Reconsidering the Aesthetics of Emergency Call Devices
“I don’t like to wear it, it’s not attractive.”

Naomi, 82 Lives alone in Lytton Garden Assisted Living Facility in Palo Alto.
Winter Quarter- Assistive Technology

Created “Belle” a conceptual line of jewelry for older women who need emergency call devices.
5Star - The Most Affordable Medical Alert Service

Peace of mind in any situation, big or small.

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Immediate help anywhere you go.

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Reviews & Stories

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5Star Urgent response
GelaSkins for iPhone 4S, 4

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Wild, Wild World

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Good Karma

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QMedic is the only medical alert solution that alerts when a user:

- is not wearing the device
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- is out of home/inactive for extended periods

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Automatic Tracking

Instantly measures:
- Step Count
- Calorie Burn
- Auto-calculated Distance

Stores
- 1-Day Memory
- Press the button for 5 sec to turn watch on
- Simply strap on and go!

EKG Accurate Heart Rate Watch

To improve your health you have to track it.

EXCLUSIVE Health Advice Fitness Guide

Instructions in Spanish included
Apply Human-Centered Design To Assistive Tech!

People assume your product is going to work. However, they never know how a product is going to make them feel until they use it. A successful product functions well, and is also emotionally satisfying.
THANK YOU.

Questions? Comments?

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