



Designing for people with dementia

Tommy Petillo

Inclusive design is a buzzword.

Inclusive design is a buzzword.

But a very important one.

2009 Google search "Dementia Products"



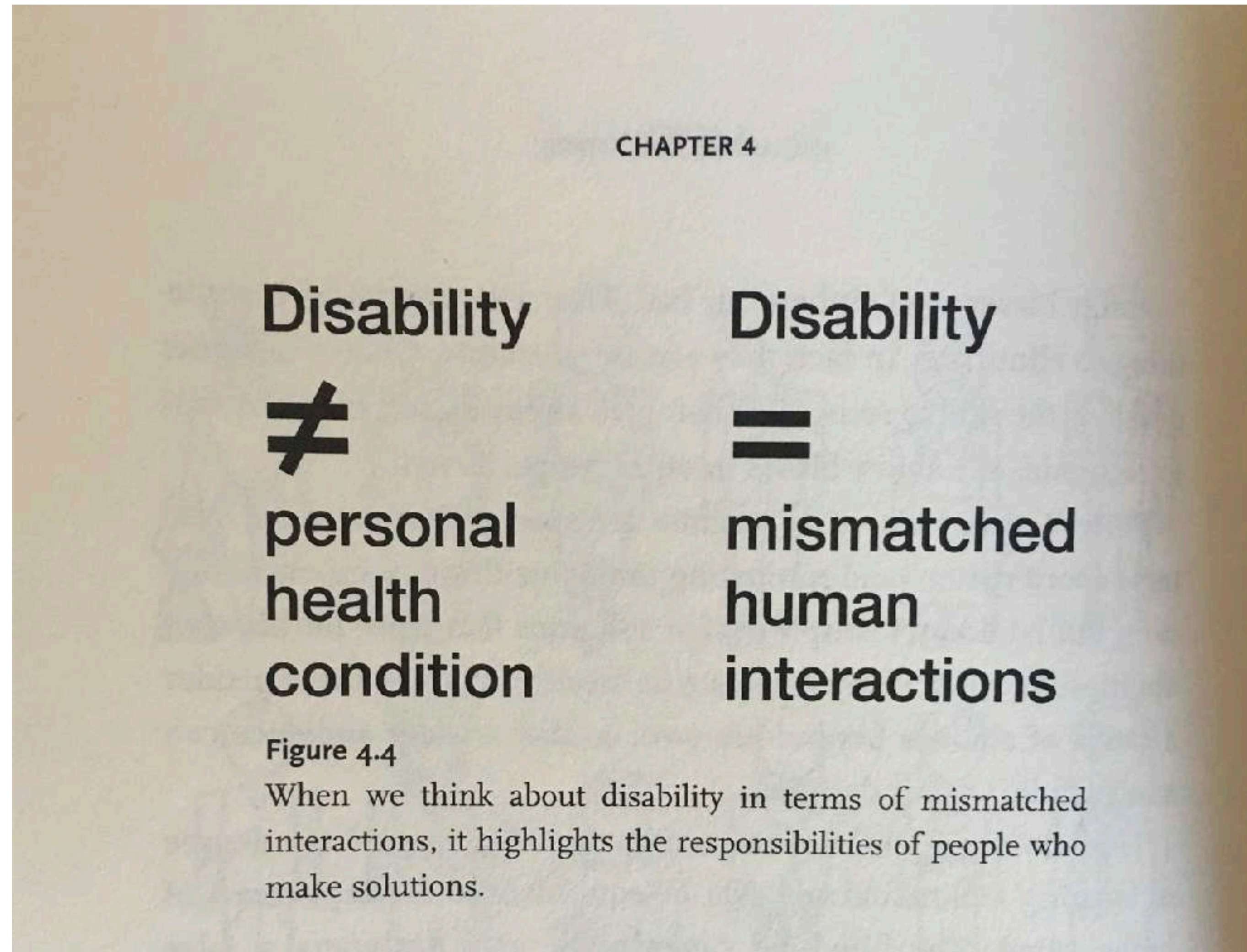
2019 Google search “Dementia Products”



Not “Dementia Products”, but inclusively designed products



Kat Holmes, "Mismatch - How Inclusion Shapes Design."



**It's all about
the why.**



It's transparent

It has a blue light



~~It's transparent~~

I can see if there is water
inside or if it's empty.

~~It has a blue light~~

I can see if it's on or off



The inclusive design ripple



[Read about the inclusive design ripple on Medium](#)

**Emma has dementia and lives
independently at home.**

First ripple

Emma drinks 3-4 cups of tea a day.

Emma is hydrated, healthy and happy.

Emma forgets to make tea.

Emma gets dehydrated, developing a UTI.

Second ripple

Emma stays at home, her happy place.

Emma has a full social life.

Because of her UTI, Emma goes missing.

Emma's is unsafe in her own home and alternative care plans are sought.

Third ripple

Emma is still able to live her life to the full.

Emma has health, social, financial stability.

Emma's (and her family) routine is heavily disrupted.

Emma is moved into long term care, having a devastating impact on her life.

**Emma has effectively been disabled
by exclusionary design**

enabled

Emma has effectively been ~~disabled~~
by ~~exclusionary~~ design

inclusive

Always work with your user group.

Ask why? (X 3)

Understand why.

Design, evaluate, redesign. Repeat.

Get in touch

