

Spezial Session: Product Development & Design

6TH WORLD AGEING & GENERATIONS CONGRESS

August 25-28, 2010

University of St. Gallen, Switzerland



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Demographic Change

Challenges and Opportunities for Business, Politics and Society

Organised by the World Demographic & Ageing Forum

Product Development & Design

Organised by
German Institute of Japanese Studies (DIJ)

Thursday August 26, 2010
16:30 - 18:00

In order to leverage the business potential of the silver market, corporations need to adapt their innovation management and product development strategies and processes. The purpose of this session is to identify and analyze the main challenges and opportunities of the "silver market phenomenon" for innovation management and new product development and design. Drawing from the latest research and real-life examples and cases from around the globe, this session gives an account of the current practices and problems of corporations in catering to the needs of older customers, and discusses these along with concrete recommendations for product development and design in the ageing society.

Session Participants

Chair



***Cornelius
Herstatt***



***Mathias
Knigge***



***Deana
McDonagh***



***Dan
Formosa***



***Florian
Kohlbacher***

Product Development & Design

Session Description

Drawing from the latest research and real-life examples and cases from around the globe, this session gives an account of the current practices and problems of corporations in catering to the needs of older customers, and discusses these along with concrete recommendations for product development and design in the ageing society.

Introduction

Introduction to the session and to the topic in general (Dr. Cornelius Herstatt, Chair)

Better Products for All Generations: The Concept of Universal Design (UD) and Introduction to the UD Exhibition (Mathias Knigge)

Universal Design (UD) is facing the changing requirements of an ageing society. The approach considers various types of users and integrates an added value into products. This is essential for consumer acceptance: Instead of a stigmatising connotation and focus on physical deficits, these solutions offer advantages like an increased ease of use, comfort and safety, which makes them suitable for the young and old. The presentation illustrates the concept of UD, discusses the advantages of user integration and introduces participants to the UD exhibition, which is being shown at this year's World Ageing & Generations Congress.

Do It Until It Hurts!: Using Empathy to Enhance Product Design Outcomes (Dr. Deana McDonagh)

In order to develop more intuitive products, the designer needs to gain a more intimate understanding and awareness of the target user. As we age and possibly develop disabilities, products need to support us even more. This presentation will discuss and highlight a number of ways in which the designer can develop empathy with product users that transform the user-product interaction into a positive experience.

Six Real People: Designing for Everyone, One Person at a Time (Dr. Dan Formosa)

In targeting a market, companies typically aggregate consumers into profiles, identifying the types of people for which they are designing. Our design group has been taking a different approach: designing for wide ranges of people by closely focusing on just a few – a counter-intuitive but extremely effective, reality-based technique. This presentation will discuss how this technique has been applied to products ranging from kitchen items to medical tools to innovations in the cars we drive.

Lessons from Raku-Raku-Land: Silver Product Development and Its Strategic Management (Dr. Florian Kohlbacher)

Japan is both the most severely affected country by the demographic shift and the most advanced in terms of product development and innovation, with very affluent, free-spending but also demanding customers. This presentation introduces case studies of successful silver products in Japan, discusses the lessons that can be learnt from them and provides a framework for the strategic management of the silver product development process.

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Session Participants



Cornelius Herstatt (Chair)

Dr. Cornelius Herstatt is Professor and Director at the Institute for Technology and Innovation Management, Hamburg University of Technology (TUHH) and a Fellow of the World Demographic & Ageing Forum. He is the author of numerous books and over 160 scientific contributions in the area of technology and innovation management and regularly consults companies in different industry sectors. His research focuses on customer-centered innovations, designing innovation processes, open source innovation and innovation in global added-value networks.



Mathias Knigge

Mathias Knigge is founder and general manager of *grauwert*, a design and consultancy office (Hamburg, Germany), that focuses on Universal Design and demographic change. The designer and engineer early acquired a profound knowledge as a research fellow in the research project "senta" (founded by the German research society (DFG)/University of the Arts in Berlin (UDK)). His main activities are studies, trainings, user-tests and product development corresponding to Universal Design. As a member of diverse associations, author of articles and speaker on symposiums, Mathias Knigge establishes Universal Design as a reasonable response of product development to demographic change.

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Session Participants



Deana McDonagh

Dr. Deana McDonagh is an Associate Professor of Industrial Design at the School of Art + Design and the Beckman Institute of Advanced Science and Technology, at the University of Illinois at Urbana-Champaign. She focuses on developing empathic research methods that bring the designer closer to the user experience to ensure that more appropriate and intuitive products are designed for the wider population. She is a Fellow of the World Demographic & Ageing Forum and the Design Research Society, Co-Editor of the Design Journal, and writes reviews for several other international academic journals.



Dan Formosa

Dr. Dan Formosa is a founding member of Smart Design (New York/San Francisco/Barcelona). He has been a proponent of "design for everyone" since the initiation of Smart Design in 1980. He has designed award-winning products in a wide range of categories, the most recent of which include products for OXO International, Ford Motor Company, UCB Celltech and Cardinal Health.

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Session Participants



Florian Kohlbacher

Dr. Florian Kohlbacher is Senior Research Fellow and Head of the Business and Economics Section at the German Institute for Japanese Studies (DIJ) Tokyo. He is currently managing a research project about the implications of demographic change for businesses. Florian Kohlbacher is a Fellow of the World Demographic & Ageing Forum and an Advisor to the International Mature Marketing Network (IMMN). Together with Cornelius Herstatt, he is co-editor of *The Silver Market Phenomenon: Business Opportunities in an Era of Demographic Change*, Springer, 2008.