



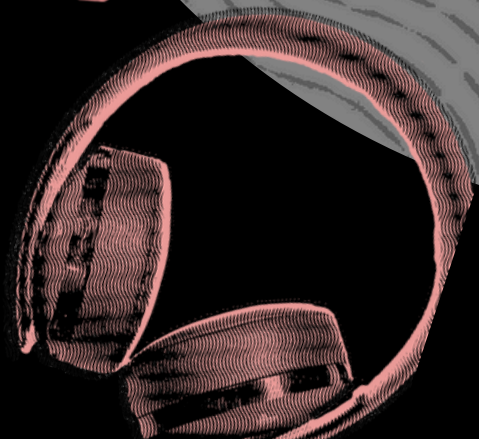
Royal College of Art

**DESIGN AGE<sup>®</sup>**  
**INSTITUTE**



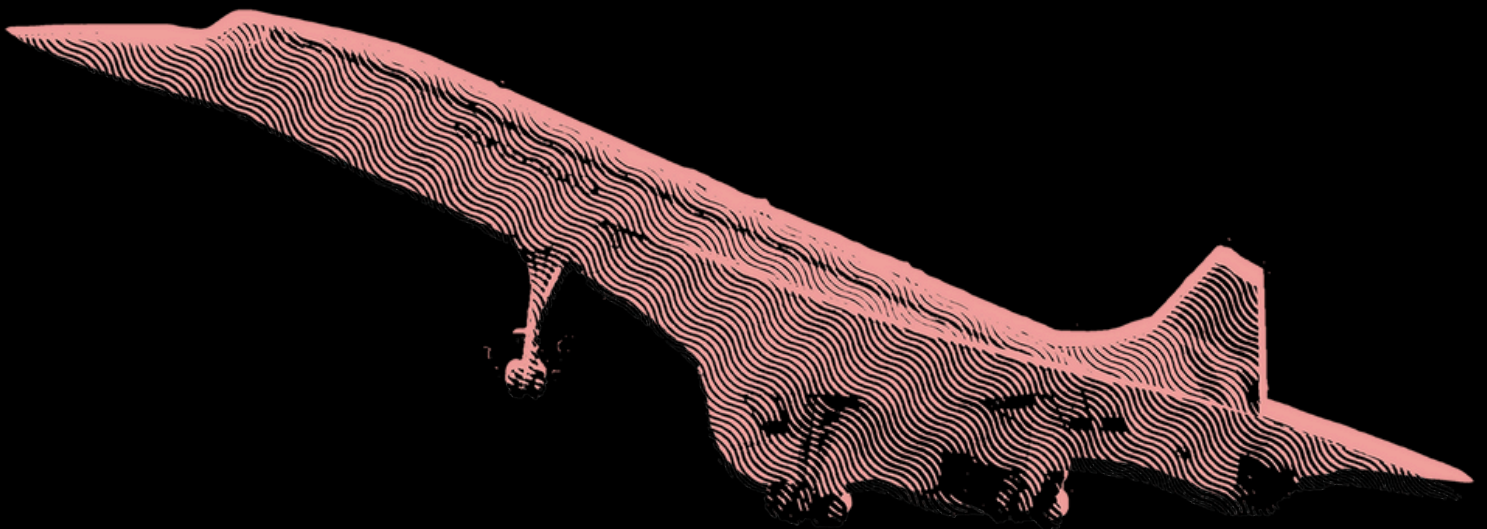
# Age Agency Joy

Design Age Institute  
2020-2024



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# Foreword

**Emma Wakelin,  
Pro-VC  
Research & Innovation,  
Royal College of Art**



Establishing a new institute is rarely a straightforward process, so welcoming funding from Research England just as the Covid-19 pandemic was emerging added an additional layer of complexity to the arrival of the RCA's Design Age Institute.

Given that its first year over operation was undertaken largely remotely, it is quite remarkable what the Design Age Institute has achieved in its four years, not least because its focus was on hands-on engagement with small businesses and the communities of older people for whom they produce products and services. The RCA team, together with their partners at the UK's National Innovation Centre for Ageing at Newcastle University, the Oxford Institute of Population Ageing, the International Longevity Centre, and the Design Museum, were able to deliver successfully on their commitments to Research England, and also to leverage further funding from other sources.

Their achievements include awarding £1.3 million across 29 separate Pathfinder Projects, contributing to the innovation ecosystem and wider economy, to show there is a better way to design products and services for an ageing population; sharing their findings with 211,500 visitors to public exhibitions held at the Design Museum and V&A Dundee; establishing a new community network, 'This Age Thing', to amplify the voices of an ageing population; and leveraged an additional £1 million from Innovate UK to continue to seed-fund enterprising and innovative design ideas from SMEs and start-ups across the UK.

In this report you'll find innovative approaches and creative case studies illustrating the work produced by the Design Age Institute since May 2020. I congratulate the whole multidisciplinary team for their significant achievements and their contributions to addressing the urgent needs of the UK's ageing society, and for showing us all that through design innovation there is a better way to define and experience what it means to grow older.

# Introduction

## Colum Lowe, Director, Design Age Institute



As sometimes happens in your career, you find you are involved in an issue that suddenly becomes the focus of significant public interest, giving your work an importance and a platform it couldn't hope to have otherwise.

I previously experienced this while Head of Design at the NHS National Patient Safety Agency working on solutions to healthcare associated infections, with newspapers full, on an almost daily basis it seemed, of stories of hospital 'superbugs'. Today, there is a similar urgent national focus on our ageing population and the consequences it will have for all of us, making the work of Design Age Institute more vital than ever.

It has been a privilege to help found and lead this Institute for the last four years. Recruiting and working with an exceptionally talented and motivated team in the successful delivery of our initial grant from Research England, and further funding from Innovate UK and The Dunhill Medical Trust.

***'The Institute and its partners have produced some truly insightful research which has created a deeper understanding of the consequences and opportunities of an ageing population.'***

Together, we have supported dozens of innovators and entrepreneurs in bringing their ideas to market, educated hundreds of people directly involved in supporting older adults and promoted our message and mission to thousands, if not hundreds of thousands of people, from users, academics, designers, industry leaders, and innovators.

I am incredibly proud of our collective achievements and trust that design for ageing will go from strength to strength at the Royal College of Art, and continue to serve public, private and charitable organisations that are focused on helping older adults live longer, healthier and happier lives.

# About Design Age Institute

Design Age Institute is the UK's national strategic unit for design and the healthy ageing economy. We bring together designers, businesses, researchers and communities to help address the challenges and opportunities of an ageing society.

Based at the Helen Hamlyn Centre for Design at the Royal College of Art, Design Age Institute was established in 2020 with funding from Research England as part of the UK government's Grand Challenge on an Ageing Society.

Design Age Institute's unique partnership of world leading organisations, brings together skills and expertise from across research, design, innovation and learning: the U.K.'s National Innovation Centre for Ageing at Newcastle University (NICA), the Oxford Institute of Population Ageing at Oxford University (OIPA), the International Longevity Centre U.K. (ILC) and the Design Museum.

This report covers all aspects of the Institute's work between 2020-24, including our hugely successful public impact and dissemination programme, robust design research initiatives and innovative pathfinder project delivery model. As a result of our work in these areas, we have increasing evidence for the needs of an ageing population, and the opportunities for addressing these needs using the transformative power of design.

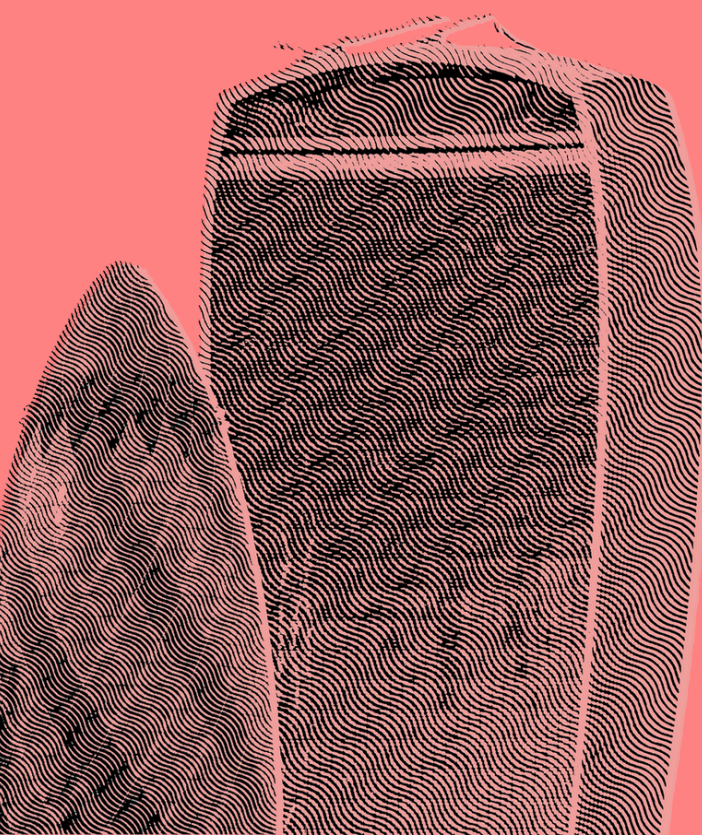


# Our Vision

To help people live longer, healthier and happier lives through better designed products, services and environments.

# Context and drivers

- Britain has a rapidly ageing population – by 2040 a quarter of the UK's population will be over the age of 60.
- Design for ageing in the UK has been fragmented and the research base in UK universities under-exploited.
- Inclusive and innovative design is central to addressing the challenges and opportunities of an ageing society, including how we continue to work, socialise and live independently throughout our lives.



# INPUTS



## FUNDING

£4.9 million funding from the Research England Development Fund

£1.3 million additional leveraged funding from Innovate UK and Dunhill Medical Trust



## LEADERSHIP

Five world leading organisations in design and healthy ageing working in partnership

Leadership from external Advisory group & Strategic Management Board



## SKILLS & EXPERTISE

Specialist skills and expertise from research, design and industry

New tools and methodologies



## RESOURCES & CAPACITY

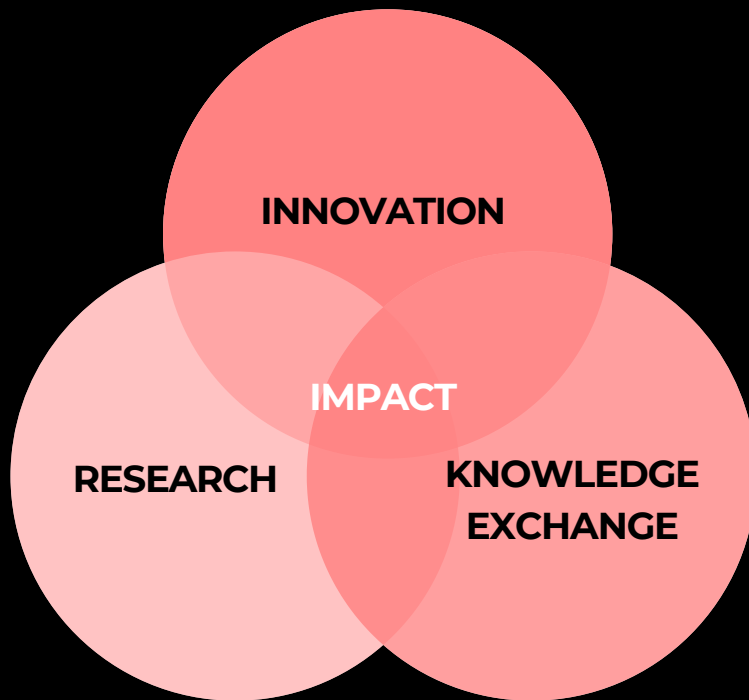
Capacity building and skills development

Access to specialised research, data and evaluation resources

# OUTPUTS

## DESIGNAGE INNOVATION

- **129** Applicants across **6** Funding rounds
- **30** projects funded across **7** Pathfinder Platforms
- **£1.325** million awarded
- **25** innovators supported towards market through user centred design
- **30** designers/ design companies involved in Pathfinder Projects
- **50%+** of projects at or close to market
- Engagement with **6** HEI spin outs, leading to IP with **4**



## DESIGNAGE RESEARCH

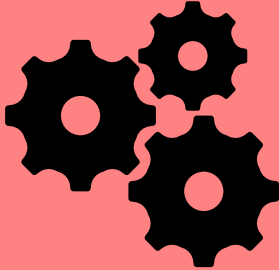
- **7** new research publications
- New tools to support industry
- **45+** experts in Design for Healthy Ageing showcased in the Design Age Directory
- **110+** members of the Community Insights research group with **11** research opportunities shared to members

## DESIGNAGE KNOWLEDGE EXCHANGE

- **211,500** participants in live activities
- **70+** live sessions delivered
- **250+** organisations involved
- **160+** stories and news items published
- **70,000+** unique web visitors
- New resources created including films, publications, digital and interactive experiences



# IMPACTS



Royal College of Art

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## FOR INDUSTRY

- Better functioning marketplace driven by the needs, interests and desires of older consumers
- More connected ecosystem across supply, demand and design
- Increased skills and capacity to address the commercial potential of the longevity economy
- Improved recognition of user centred design and design thinking as a tool for addressing the challenges presented by an ageing population

## FOR THE PUBLIC

- Improved access to well designed products and services that meet needs and are useful, usable and desirable
- Increased opportunities to feed into the design of products, services and environments that support happier and healthier ageing
- Improved attitudes towards ageing and understanding of negative and ageist stereotypes
- Increased visibility of diverse stories of ageing well

## FOR THE INSTITUTE & PARTNERS

- Enhanced cross-sector collaboration across research, innovation, design and learning
- More connected pathways between academic research, user-centred design & innovation, and market impact
- Improved understanding of the ways in which user-centred design research can be embedded into the innovation and design process to support a better functioning marketplace



HOME OFFICE, IMAGE COURTESY OF NORTHUMBRIA UNIVERSITY, 2023

# CASE STUDY

## Pathfinder Innovation Programme

*Accelerating innovative products, services and environments for healthy ageing towards market through.*

# About the programme

The Pathfinder Innovation Programme works with industry and business to invest in the design of products, services and environments that enable people to age happier and healthier, and champion greater choice for older consumers.

Between 2021-2024, 30 projects were supported across seven Pathfinder Platforms addressing: *Social connectedness; Home for longer; Healthier for longer; Work for longer; Increased mobility; Tailored financial services; and Improved transport experience.*

Design Age Institute's support for innovators to invest in user-centred design and increase their success in reaching market includes:

- seed funding
- access to cutting edge-research
- business opportunity scoping
- mentoring from design management experts
- connecting project teams with designers
- supporting user research activity

## DESIGNAGE INNOVATION AIMS

1. Address the gap between the growing demand and the lack of supply of products, services and environments supporting healthier ageing that are designed to reflect the needs, interests and desires of older consumers.
2. Work with industry partners and businesses across the UK to invest in the design of products, services and environments for the healthy ageing marketplace.
3. Support innovators to connect to design experts and provide financial support to permit them to utilise high-quality user-centred design that will help them to reach market.
4. Fund and support design and design-led innovation to develop products, services and environments that will enable people to: enjoy five extra healthy, independent years of life and to remain at work for longer.



# List of Pathfinder Projects

	Project	Organisation	Designers	Total Amount funded
<b>Innovate UK - Centaur Robotics &amp; DAI / 2020</b>				
1	<b>Centaur</b>	Centaur Robotics	Tom Stables, Juliette Poggi	<b>Co-funded project from IUK</b>
<b>Research England / 2020 - 2024</b>				
2	<b>Hearing Birdsong</b>	Kennedy Woods	Studiomade	<b>£50,000.00</b>
3	<b>Flexible Homes to Age in Place</b>	Northumbria University	Pentagram	<b>£45,000.00</b>
4	<b>Coaroon</b>	Ava Innes	Joan Johnson/Sarah Morehead	<b>£41,622.00</b>
5	<b>WithCare+ / Glucollector Diabetes Management App</b>	University of Sheffield	Vivid Creative	<b>£45,000.00</b>
6	<b>Gita</b>	NICA, National Innovation Centre for Ageing	Roseanne Wakely	<b>N/A RCA Designer in Residence</b>
7	<b>The Hamlyn Bank</b>	NICA, National Innovation Centre for Ageing	Roseanne Wakely	<b>N/A RCA Designer in Residence</b>
8	<b>Tides</b>	Cellule	Salome Belzin	<b>£40,000.00</b>
9	<b>The Hamlyn Walker</b>	Royal College of Art	Michael Strantz	<b>£23,247.50 inc £5k donation from Lady Hamlyn</b>
10	<b>Start-up School for Seniors</b>	Advantages of Age Ltd	N/A	<b>£41,600.00</b>
11	<b>Walk with Path</b>	IntellAge	IntellAge / Lisa Pape	<b>£41,667.00</b>
12	<b>Riser Chair</b>	Designed Healthcare, Bournemouth University	Wills Watson	<b>£15,833.00</b>
13	<b>Luii</b>	Luii	Tone	<b>£41,667.00</b>
14	<b>Let the Light In</b>	Speirs & Major	Speirs & Major, Age of Light Innovations	<b>£50,000.00</b>
15	<b>Workstation as you Age/Out of Office Guidelines</b>	Northumbria & Loughborough University	Tom Stables, Stables & Lucraft	<b>£28,000.00</b>
16	<b>The Santander Trike</b>	Royal College of Art & PriestmanGoode	PriestmanGoode	<b>N/A in kind contribution</b>
17	<b>Growing Together Intergenerational Community Garden</b>	Design Museum	Public Works	<b>N/A in kind contribution/DAI Partner</b>
18	<b>Interface Kiosks</b>	NICA, National Innovation Centre for Ageing	Zihao Lu (RCA)	<b>N/A RCA Designer in Residence</b>
19	<b>BelleVie</b>	Bellevie Care (Design Age x Zinc)	Pixel 9	<b>£50,000.00</b>
20	<b>Playwell for Life</b>	Squiboon (Design Age x Zinc)	Kinneir Dufort	<b>£59,350.00</b>
21	<b>Eyecatcher</b>	Irida Health (Design Age x Zinc)	Twist Studios / Metal	<b>£49,200.00</b>
22	<b>3Scooter</b>	Supersmith	Seymour Powell	<b>£15,000.00</b>
<b>Innovate UK funded projects / 2022 - 2024</b>				
23	<b>Innovative Cable Improving Charging Limitations Excluding Seniors from EVs (ICICLES-EV)</b>	Hanger-19	4C	<b>£95,080.00</b>
24	<b>BriteWay-XR</b>	BriteYellow	Studiomade	<b>£101,000.00</b>
25	<b>Wayfinding Toolkit</b>	Applied Information Group (AIG)	AIG (internal)	<b>£120,000.00</b>
26	<b>Waymap Newcastle</b>	Waymap	UXIXD	<b>£93,000.00</b>
27	<b>3Scooter</b>	Supersmith	Seymour Powell	<b>£66,995.00</b>
28	<b>Making the Centaur more intuitive</b>	Centaur Robotics	Nyker	<b>£69,876.00</b>
29	<b>Invisible Creations for ProCare</b>	ProCare	Tone	<b>£71,950.00</b>
30	<b>The Shuffler</b>	Trainor Jim	Rodd / Tom Stables / Craft	<b>£70,000.00</b>
<b>Total Funding Allocated</b>				<b>£1,325,087.50</b>

# Programme Highlights



COAROON, IMAGE COURTESY OF AVA INNIS, 2023

## PATHFINDER INNOVATION PROGRAMME

The **Pathfinder Innovation Programme** model was established through four funding rounds totalling £1.3 million; awarding 30 projects with seed funding between **£40-120k** to move their products or services towards market through user-centred design activities.

Alongside seed funding for investment in good design, the Institute provides and facilitates Awardees to develop user research activities, access market insights, develop skills and capacity for applying inclusive design principles, design management support and mentoring, as well as connecting Awardees with design experts from across the UK.

## INNOVATE UK: TRANSPORT & MOBILITY

Funded by Innovate UK, the UK's innovation agency, the Institute invited innovators, businesses and entrepreneurs across the UK to propose transport and personal mobility solutions at ideation stage or beyond that were commercially viable, demonstrate creativity and innovation, and could be supported towards market by investment in good design.

Eight projects were funded a total of £690k through two public call outs which offered between **£50-120k** in investment.



SUPERSMITH, IMAGE COURTESY OF SUPERSMITH, 2024

## DESIGN AGE X ZINC

Design Age Institute invited Zinc's Healthy Ageing Catalyst Award holders and portfolio ventures to apply for up to **£40k** in funding to tap into designs that can support their research-led products and services on the journey to market.

Three projects were awarded funding: *Squiboon* by Playwell for Life; *Eyecatcher* by Irida Health; and *Bellevie Care*.



EYECATCHER, ADAM HOLLINGSWORTH PHOTOGRAPHY, 2024



THE CENTAUR, CHRIS REEVES, COURTESY OF CENTAUR ROBOTICS



SQUIBOON, COURTESY OF PLAY WELL FOR LIFE, 2024

***“This funding has really allowed us to move from a minimal viable product to a maximally desirable product! Our Industrial Design team at Rodd have helped us to realise the potential of our Launch product based on user and expert feedback. The enhancements and design options have also allowed us to secure valuable international IP.”***

***Trainor Jim, The Shuffler***

***“Design Age Institute has been an incredibly valuable and generous project partner - giving guidance, credibility and expertise when needed - but also allowing us the trust and space to work exploratively.”***

***Kennedy Woods, Hearing Birdsong***

***“Thank you for the support and opportunity. The pathfinder was overall a success and a great support in our route to market. We could have not managed to get to this stage without this support, and would have had a less ambitious company and brand.”***

***Cellule, Tides***

***“The funding has transformed the opportunity. Without the funding, the product would not have progressed through to the point we have reached, as it would have been impossible to dedicate the amount of time to it without the support. We now have the full design of a final product, tooling costs and all the information we need to go to market.”***

***Hangar-19, ICICLES-EV***



CARLY DICKSON, DESIGN AGE IDEAS, 2023

# CASE STUDY

## DesignAge Research

*Creating new knowledge and impact on design for healthy ageing through interdisciplinary academic design research.*



## About the programme

Our research builds on 30+ years of experience from the Helen Hamlyn Centre for Design (HHCD) relating to the needs, interests and desires of older people, but it is also distinct and generative, consolidating learnings and creating new knowledge across Design Age Institute's activities and projects.

Ageing societies represent one of the most complex societal challenges of our time. The United Nations (UN) has identified population ageing as the 21st century's global demographic phenomenon. Almost every country in the world will see an increase in the proportion and number of older persons in their populations.

Research projects exploring how older people want to spend their time and money were led by the Royal College of Art, the Oxford Institute of Population Ageing (OIPA), the International Longevity Centre (ILC), the National Innovation Centre for Ageing Newcastle (NICA); and with Dunhill Medical Trust between 2020 - 2024.

Additional research activities have been carried out with the University of the Third Age (U3A) and a Community Insights Group, created and supported by Design Age Institute.

### DESIGNAGE RESEARCH AIMS

1. Position design within gerontology and the wider research landscape, including theoretical frameworks, methods and tools for design for healthy ageing.
2. Establish research into lived experience to ensure that the voices of older people, diversity and different ways of ageing are at the heart of future research collaborations, through a people-centred and inclusive approach, thereby addressing inequality.
3. Explore enabling environments and spatial inclusion in an ageing society, helping older people to live independently in their homes, neighbourhoods and society.
4. Influence policy-making in design-related areas, including housing, public planning, social care and healthcare, enabling a shift from crisis to aspiration through design guidance.

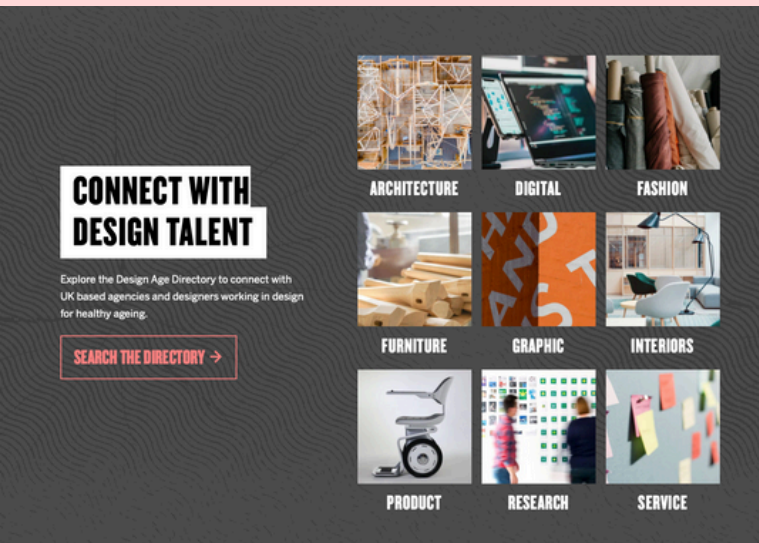


# Key Reports

- **Tech Futures Research: Inclusive Ageing Societies, 2023**
- **Technology Roadmap, 2023**
- **Technology Futures Toolkit, 2023**
- **Towards an Age-Friendly Design Lens, 2022**
- **Lived Experience of Older Adults, 2022**
- **Spatial Inclusion & Enabling Environments, 2022**
- **Tools & Methods Research, 2023**
- **Community Connectivity for Ageing Well in Place, 2023**
- **Audit of Products & Services, 2024**
- **Redesigning the Everyday (with U3A), 2022**
- **Money well spent? Overcoming barriers to spending in later life, ILC, 2023**
- **Policy and Ageing, OIPA, 2023**
- **Corporates and Ageing, OIPA, 2023**
- **Charities and Ageing, OIPA, 2023**
- **The Heathy Ageing Economy, OIPA, 2023**
- **This Age Thing Community Insights Group, 2023-24**
- **Design Age Directory, 2021-24**



# Programme Highlights



## DESIGN AGE DIRECTORY

The Design Age Directory is the UK's national directory for design expertise in design for healthy ageing.

46 organisations, including HEIs and private sector firms, are showcased through case studies of inclusive design projects.

The Directory supports connections between Industry and experts across: Architecture; Digital; Fashion; Furniture; Graphic; interiors; Product; Research and Service design disciplines.

## TECHNOLOGY FUTURES TOOLKIT

A card game based approach that enables users to explore and identify preferable technologies for an ageing society.

The toolkit as a game is based upon connecting observations and insights from each card drawn, weaving insights into a narrative story about the use of emerging digital technologies to support our future selves to age happier and healthier.



## MONEY WELL SPENT

The *Money Well Spent? (2023)* report from ILC & RCA, identifies practical steps that the Government, financial services, regulators, businesses, town planners, and designers can take to support spending in later life.

This report draws on analysis of a nationally representative survey of 1,008 adults aged 60 and over in the UK, which was carried out between February and March 2023, as well as interviews and user research carried out by Design Age Institute.



DESIGNING FOR YOUR FUTURE SELVES TALKS, 2022



BRIGHTWAY-XR, ADAM HOLLINGSWORTH PHOTOGRAPHY, 2024

***“There has been an increasing focus on the provision of support for the ever-increasing number of older people in the population – financial, social and health care support – and this focus has brought with it quite rightly an increasing awareness of the changing nature of these ageing populations and the older people in them.”***

***Oxford Institute of Population Ageing***

***“It is something that affects us each and every day. It is a consistent daily niggle. Even my grandkids can’t get into packaging, such as cereal packaging. No one can get into them easily.”***

***Survey contributor to Redesigning the Everyday, age 73***

***“All stereotypes are inherently inaccurate, but especially when it comes to age, because the longer we live the more different from each other we become.”***

***Survey contributor, age 65-74***

***“So, I don’t deliberately save... When I had some spare cash as while ago, I just gave it to the boys... just trying to avoid the inheritance tax. And they can use it more than I can! ...we don’t have a cashflow problem at all... We can easily run our pension as it comes in, and there’s probably something that stays. But I don’t know.”***

***Interview participant, aged 76***



DESIGNING FOR OUR FUTURE SELVES, ANDY STAGG FOR THE DESIGN MUSEUM, 2023

# CASE STUDY

## Public Programme

*Creating opportunities for individuals, businesses and communities to contribute to the conversation around the future of ageing.*

# About the programme



Design Age Institute collaborates with world-leading dissemination partners to deliver an inspiring programme of workshops, talks, projects and exhibits exploring how design is reimagining the future of ageing for a rapidly ageing population.

Between 2021-2024, the Institute worked with partners including the Design Museum, to deliver engagement activities reaching over 211,500 participants across the UK.

Activities including exhibits, workshops, conferences, talks and webinars were developed in collaboration with researchers, designers, innovators, industry partners and ageing communities. Participants were invited to connect with the research, trends and innovations shaping the future of ageing, and potentially their own future selves.

## DESIGNAGE PUBLIC PROGRAMME AIMS

1. Influence the national debate through public outreach, engagement and participation.
2. Establish opportunities to participate in and contribute to the debate about the future of ageing through events, workshops, projects, conferences, talks, and exhibits.
3. Raise profile / awareness of the challenges and opportunities presented by an ageing population and the role of design in providing solutions through digital engagement, publications, public events, and promotion
4. Support a national design-for-ageing network.
5. Increase respect, empathy and awareness of ageing by showcasing diverse, inspiring and positive stories of ageing.
6. Establish new mechanisms for sharing stories, listening and celebrating our collective rich lived experience of ageing through events, debates, publications and digital platforms.
7. Increase opportunities for the public to participate and contribute to the development of better products and services through participatory research and collaboration with designers and researchers.

# Key public programme activities

- *Age, Agency, Joy Conference, 2021*
- *Design.Agency webinar, 2021*
- *Designing for your Future Self talks at the Design Museum, 2021-23*
- *Growing Together Intergenerational Garden project at the Design Museum, 2021-23*
- *The Wisdom Hour workshops, 2021-23*
- *Design Age Institute x u3a: Redesigning the Everyday report, 2022*
- *The Future of Ageing exhibit at the Design Museum and the V&A Dundee, 2022-23*
- *Design Age Institute x Royal Designers for Industry, 2022-23*
- *Money Well Spent webinar, 2023*
- *Designing for our Future selves exhibit at the Design Museum, 2023*
- *Design.Wisdom webinar, 2023*
- *Design Age Ideas publication, 2023*
- *Masterclass in Design for An Ageing Population, 2022-24*
- *Pathfinder Pop-up exhibit, 2024*
- *This Age Thing Community, 2021-24*



WISDOM HOUR WORKSHOP, SUZANNE ZHANG, 2022

# Programme Highlights



ANDY STAGG FOR THE DESIGN MUSEUM, 2023

## TOURING EXHIBITIONS

Design Age Institute & the Design Museum co-curated two free public exhibits, displayed at the Design Museum & V&A Dundee in 2022 and 2023.

'*The Future of Ageing*', celebrated how design can help us reimagine products, services and environments for later life with prototypes, sketches and research from six of the Institute's projects.

'*Designing for our Future Selves*', showcased how innovators are transforming how we will live, work, socialise and spend into our 70's, 80's, 90's and beyond, through 10 projects.

## GROWING TOGETHER GARDEN

An age-friendly intergenerational community garden project in the Design Museum's Dame Sylvia Crowe Garden.

The 2-year programme brought together local communities and designers to establish a new space for design learning and intergenerational exchange in an underused garden space at the Design Museum.

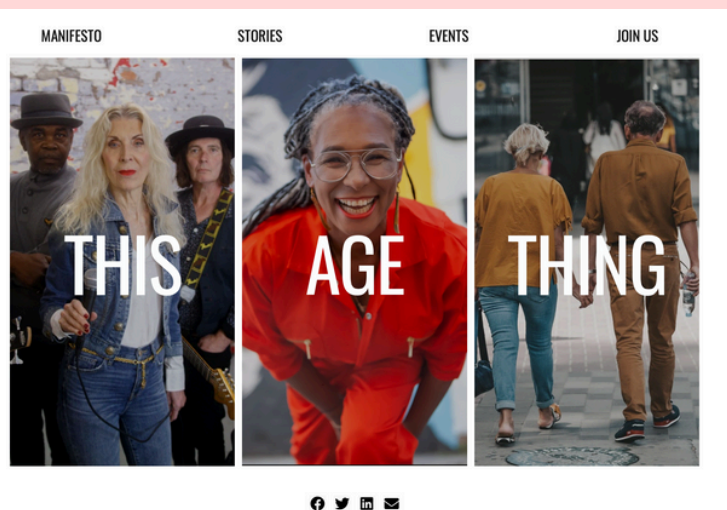


TUBA DONER PHOTOGRAPHY FOR THE DESIGN MUSEUM, 2023

## THIS AGE THING

This Age Thing community platform, was inspired by the idea that good design, based on the experiences of real people, can help to transform the products, services and environments that will help all of us to age happier and healthier.

Launched in 2021, the platform showcases over 80 stories of ageing well from inspiring designers, innovators, communities and individuals across the age spectrum.





THE FUTURE OF AGEING, ALAN RICHARDSON FOR V&A DUNDEE, 2022



MASTERCLASS, ADAM HOLLINGWORTH PHOTOGRAPHY, 2022

***“The Design Museum is delighted to be the public disseminator of the research and thought leadership coming out of the Design Age Institute. Ageing doesn’t have to have negative connotations – quite the opposite. Good design is key to this, enabling us to lead our lives to the full, regardless of age.”***

***Fiona MacDonald, Head of Learning at the Design Museum***

***“It is by far the most significant undertaking we have made to activate that space and I am so delighted to see the atrium alive with content.”***

***Tim Marlow, Chief Executive, The Design Museum***

***“As I walked around it, I thought specifically about my grandma, who's in her 80s. And there's so many opportunities for design to make her life better.”***

***The Design Museum visitor, with general knowledge of design, age 28***

***“As you get older, you kind of wonder what's going to be there to help me as I age, hopefully for decades to come. So it's always good to see that there are people working on things like that, and just kind of feeling comfortable ageing, like that's going to be there for me.”***

***The Design Museum visitor, little knowledge of design, 55***

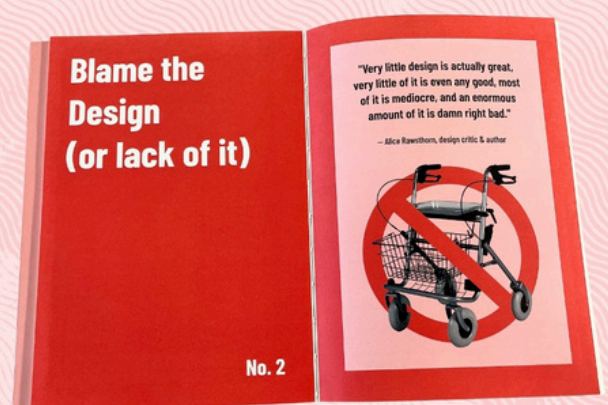


# TOOLKIT & RESOURCES

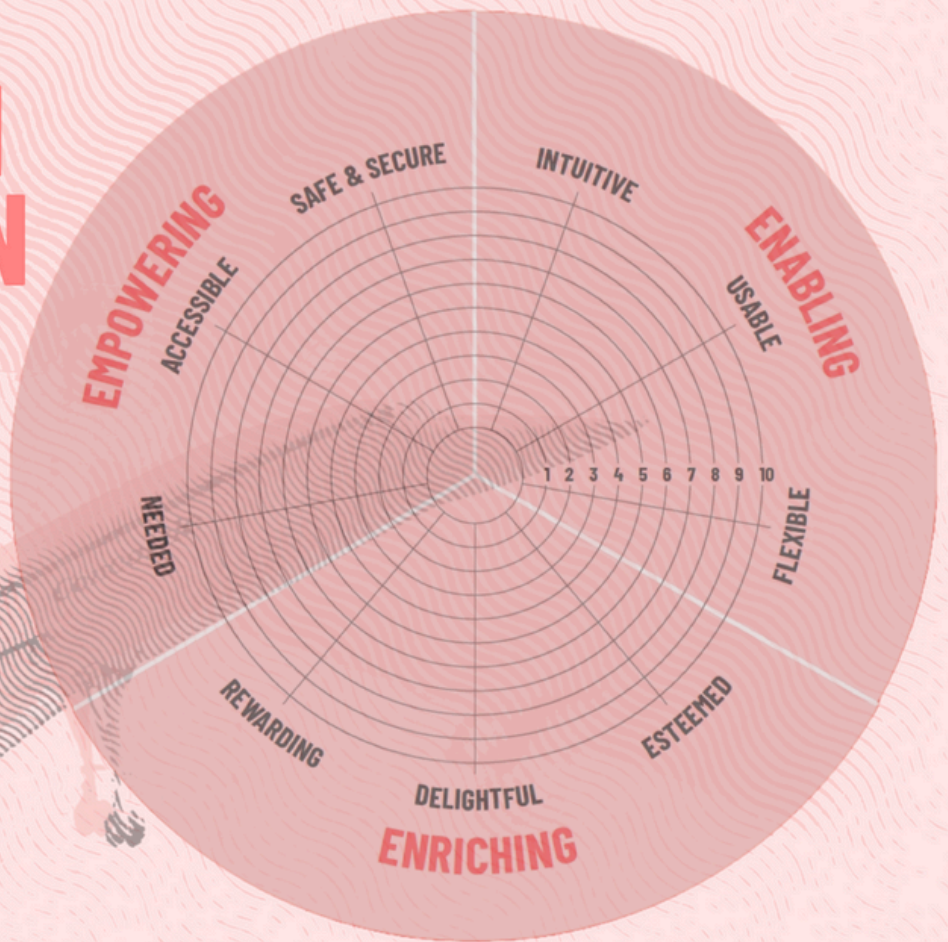
- Read our latest report, [Design Age Ideas, 2023](#), authored by Carly Dickson
- Read [Wiser: The Scientific Roots of Wisdom, Compassion, and What Makes Us Good](#), by Dr Dilip Jeste and watch [Design.Wisdom interview with Dr. Jeste](#) presented in August 2023
- Read [Money Well Spent: Overcoming Barriers to Spending in Later Life](#), our 2023 report with ILC and watch our webinar exploring the report findings from June 2023
- Watch recorded talks and interviews from Design Age Institute on ‘[Designing for Your Future Self](#)’ and more
- Read Design Age Institute’s 2022 report with University of the Third Age and [This Age Thing](#) on “[Designing the Everyday for a Less Frustrating Life](#)”
- Read [the latest research](#) from Design Age Institute partner, Oxford Institute of Population Ageing
- Explore [case studies of projects supported through our Pathfinder Innovation Programme](#)
- Discover some of our [tools and models](#) for designing better for age
- Read inspiring stories of healthy and happy ageing on [This Age Thing](#)
- [Download the latest Design.Different magazine](#)
- Explore some of our favourite works on ageing well including: [The Age of Ageing Better: A Manifesto for Our Future](#), Anna Dickson, 2020 and [Unlocking the Untapped Potential of the Longevity Economy](#) by Joseph Cochlan, 2021
- Watch our [short films and digital sessions](#) on design and ageing well

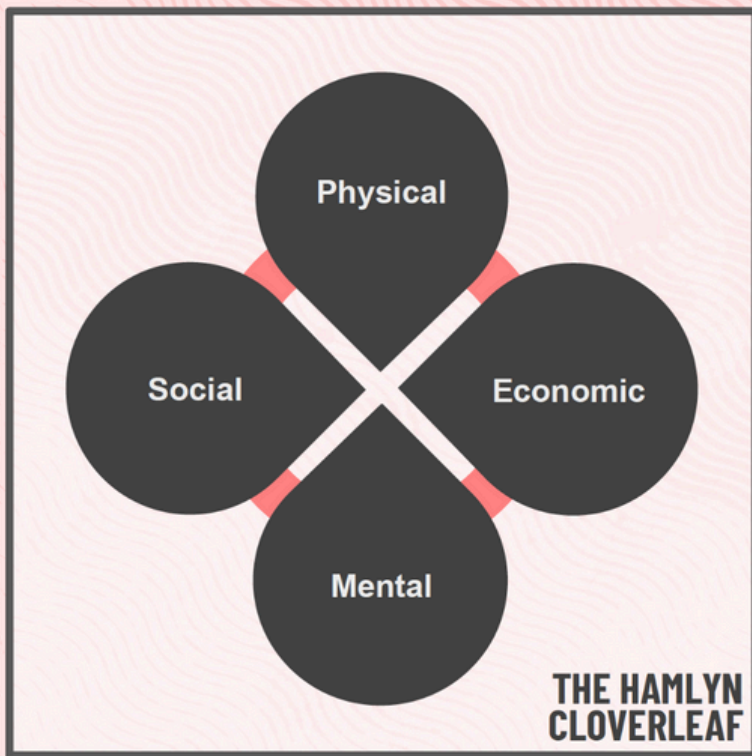


LUKE O'DONOVAN FOR THE DESIGN MUSEUM, 2022



# THE DESIGN EVALUATION TOOL





# EXPLORING LIFE'S TRANSITIONS

# CREDIBLE

NEED

SOLUTION

DESIRE

GAP

# FEASIBLE

SUPPORT

IPR

FUNDS

# DEPLOYABLE

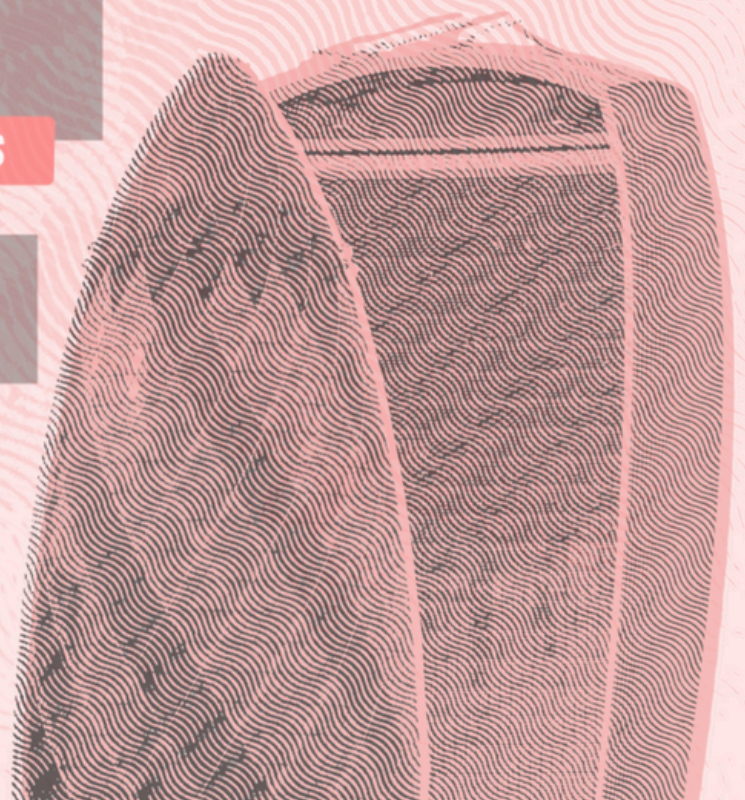
ROUTE TO  
MARKET

MARKETING  
& SALES

# SUSTAINABLE

PROFIT

# PYRAMID OF DOOM



# WISDOM



**KNOWLEDGE**



**FILTER**



**BEHAVIOURS**

# THE PSYCHOLOGY OF INACTION



# THE CUSTOMER CONTINUUM



**END USER**

Who uses it day to day

**PURCHASER**

Who pays for it

**SPECIFIER**

Who told someone else to buy it

**INSTALLER**

Who fits it/looks after it if it goes wrong

**RETAILER**

Who sells it to the customer

**BUYER**

Who selects this product for retail

**DISTRIBUTER**

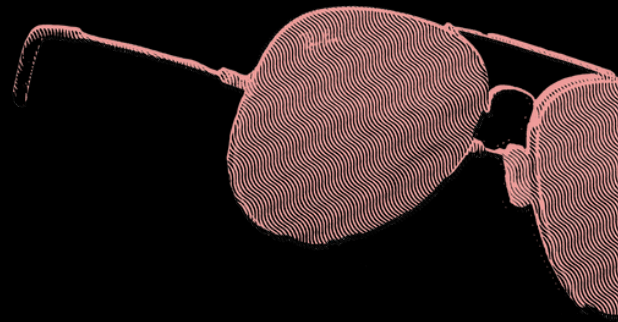
Who takes it from you out into the world

**STAKEHOLDER**

Anyone who can stop it getting out there

FOR MORE INFORMATION ABOUT OUR WORK AND SERVICES VISIT  
[DESIGNAGE.ORG](http://DESIGNAGE.ORG) OR EMAIL [DAI-HHCD@RCA.AC.UK](mailto:DAI-HHCD@RCA.AC.UK).

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THE DESIGN MUSEUM (TDM) - DISSEMINATION  
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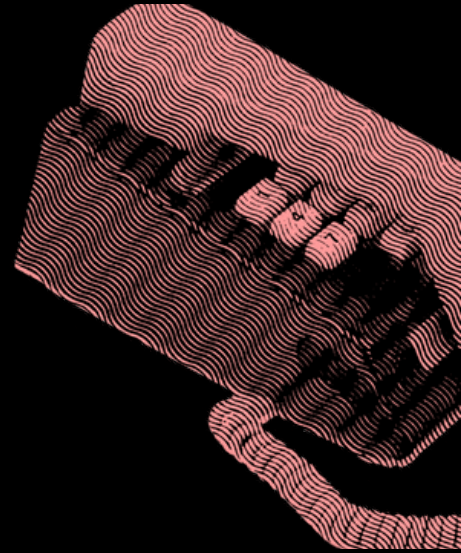
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# ACKNOWLEDGEMENTS



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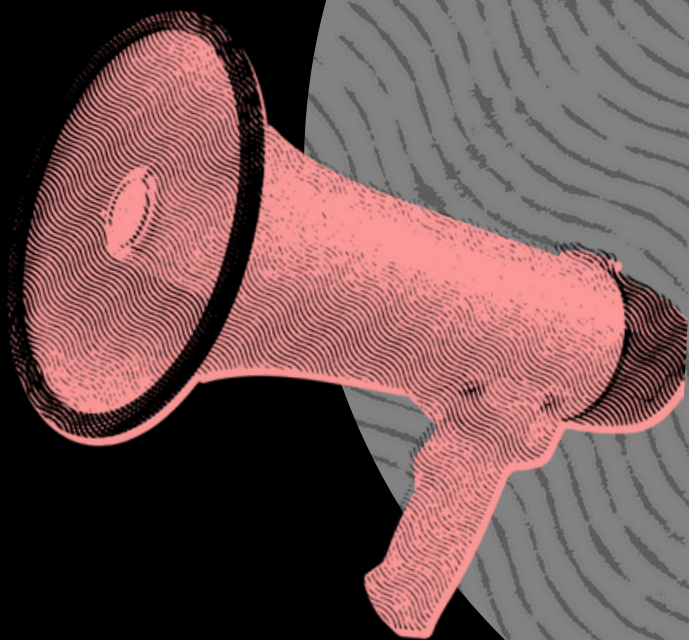


Remarkable research  
for healthy ageing  
THE DUNHILL MEDICAL TRUST



Royal College of Art

# DESIGN AGE<sup>®</sup> INSTITUTE



Find out more:  
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