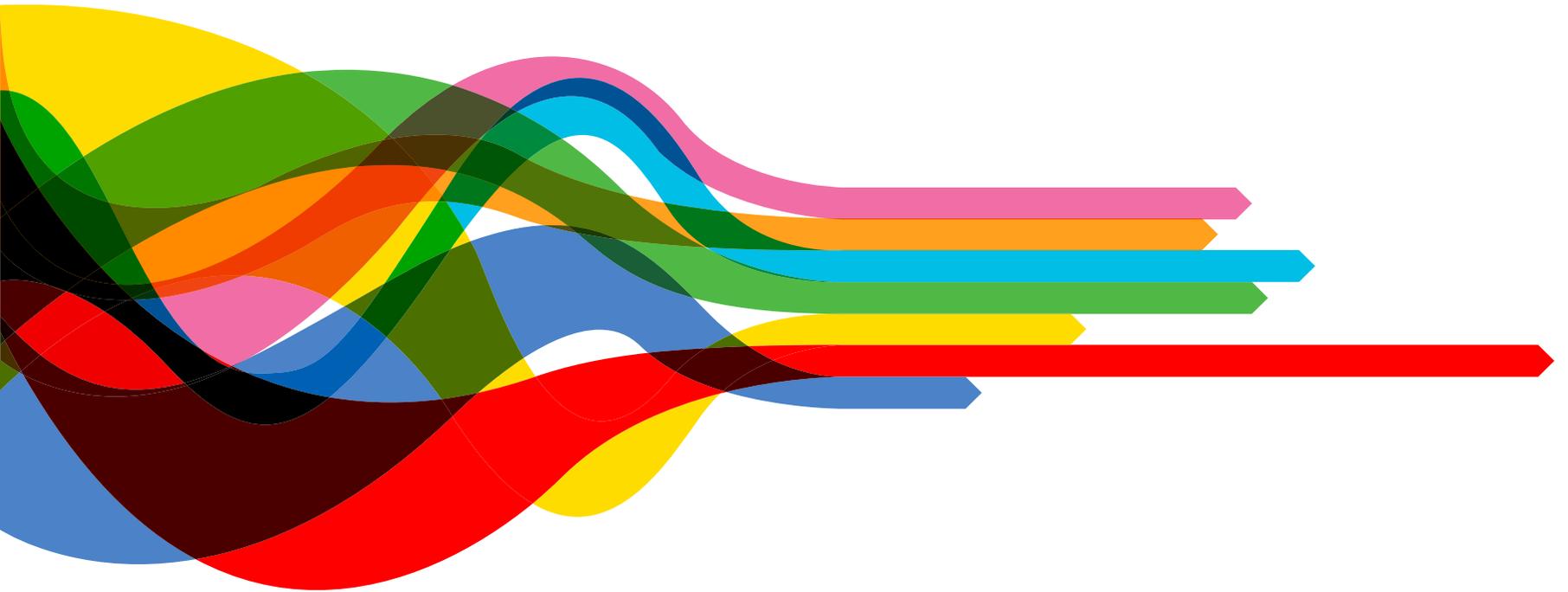


# Design, a short introduction

Mat Hunter, Chief Design Officer, Design Council



# 1. What is Design?



# What is Design?

*“Design is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers. Design may be described as creativity deployed to a specific end.”*

*George Cox, 2005*

# Design Disciplines

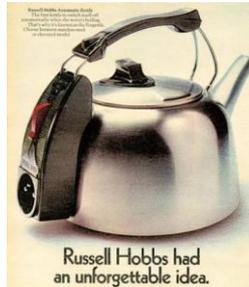
Older:

- Architecture
- Interior Design
- Furniture Design
- Fashion Design
- Industrial Design
- Graphic Design

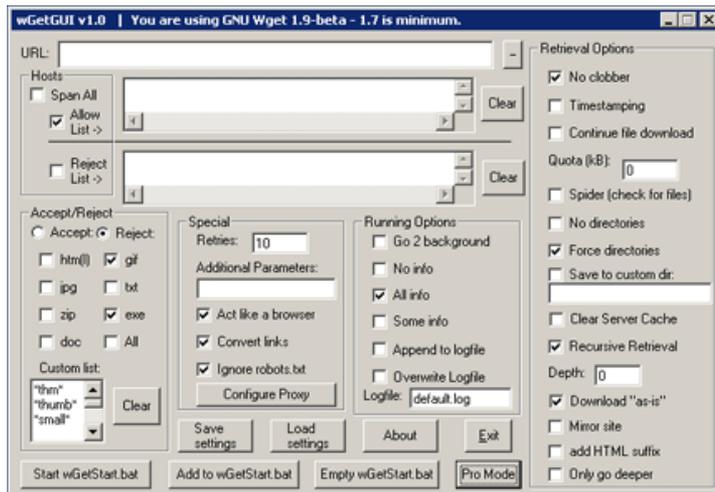
Newer:

- Interaction Design
- User Experience Design
- Web Design
- Game Design
- Service Design
- Social Design

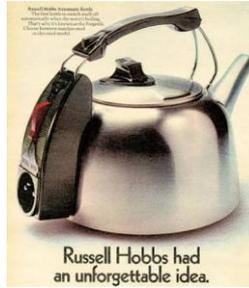
# Design: 'useful, usable, desirable'



# Design: 'useful, usable, desirable'



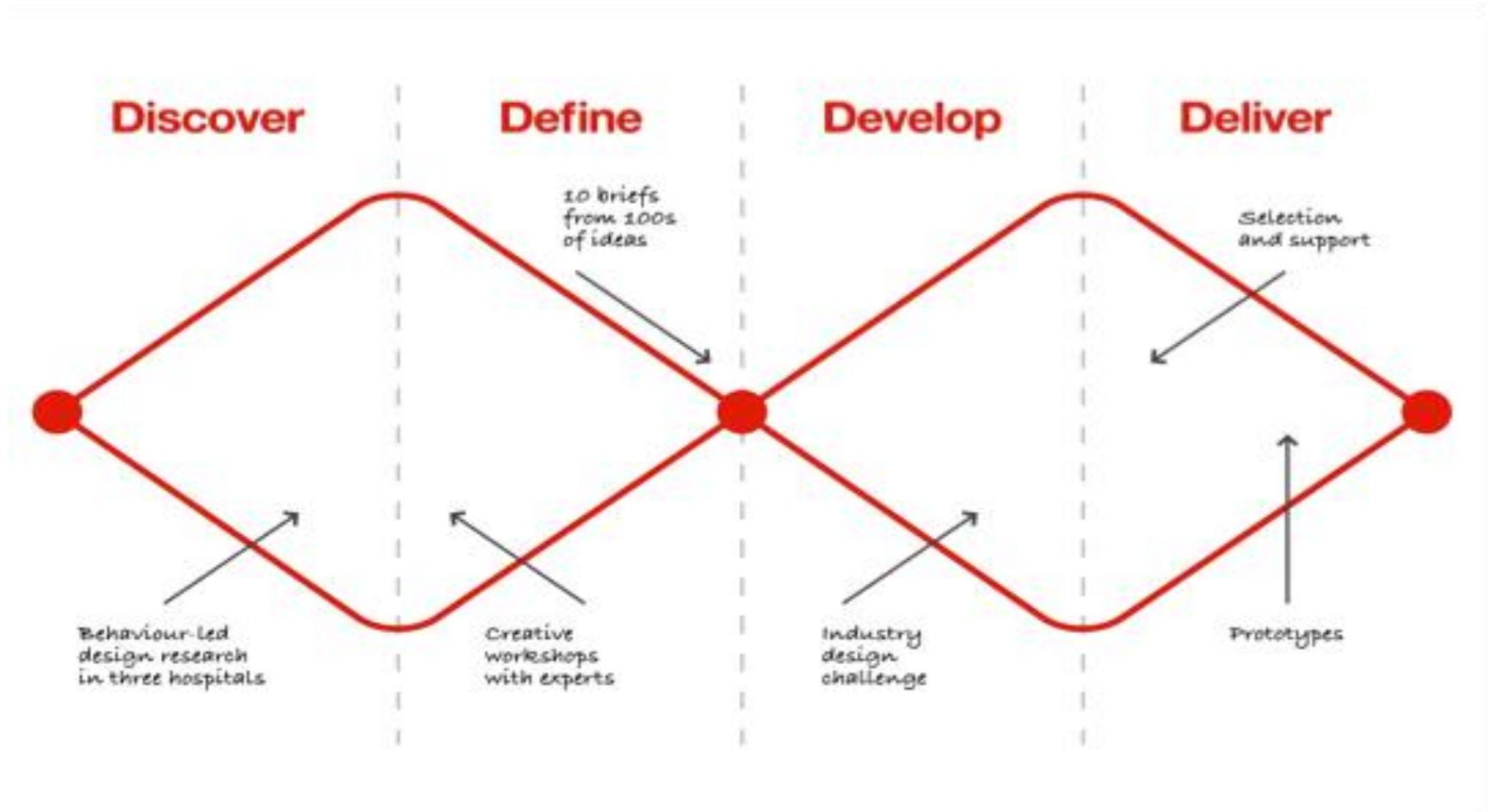
# Design: Reframing the brief



# Design: Reframing the brief



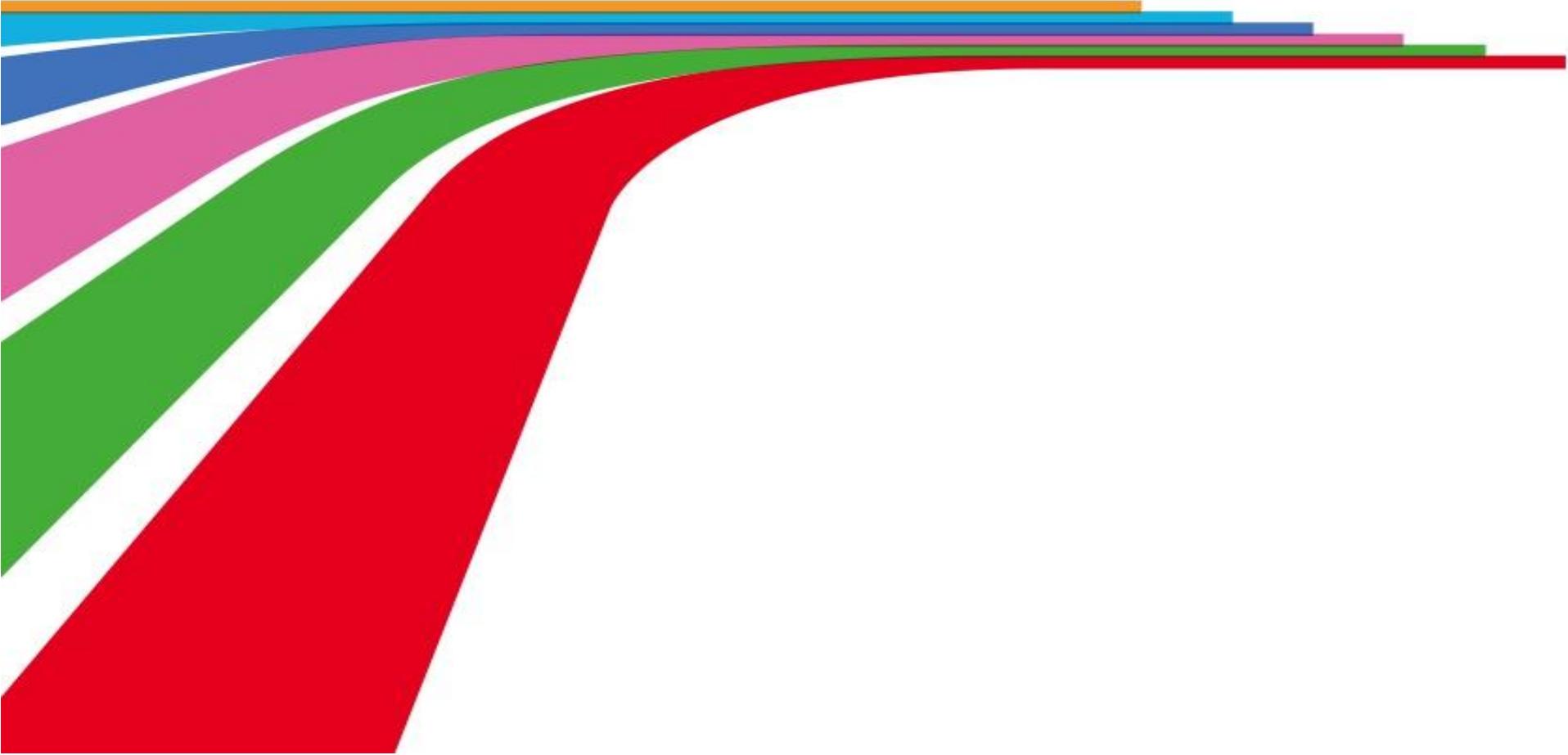
# Design: inquiry not problem solving



# For every £1 invested in design...



## 2. Design's approach



# 1. Human - centric



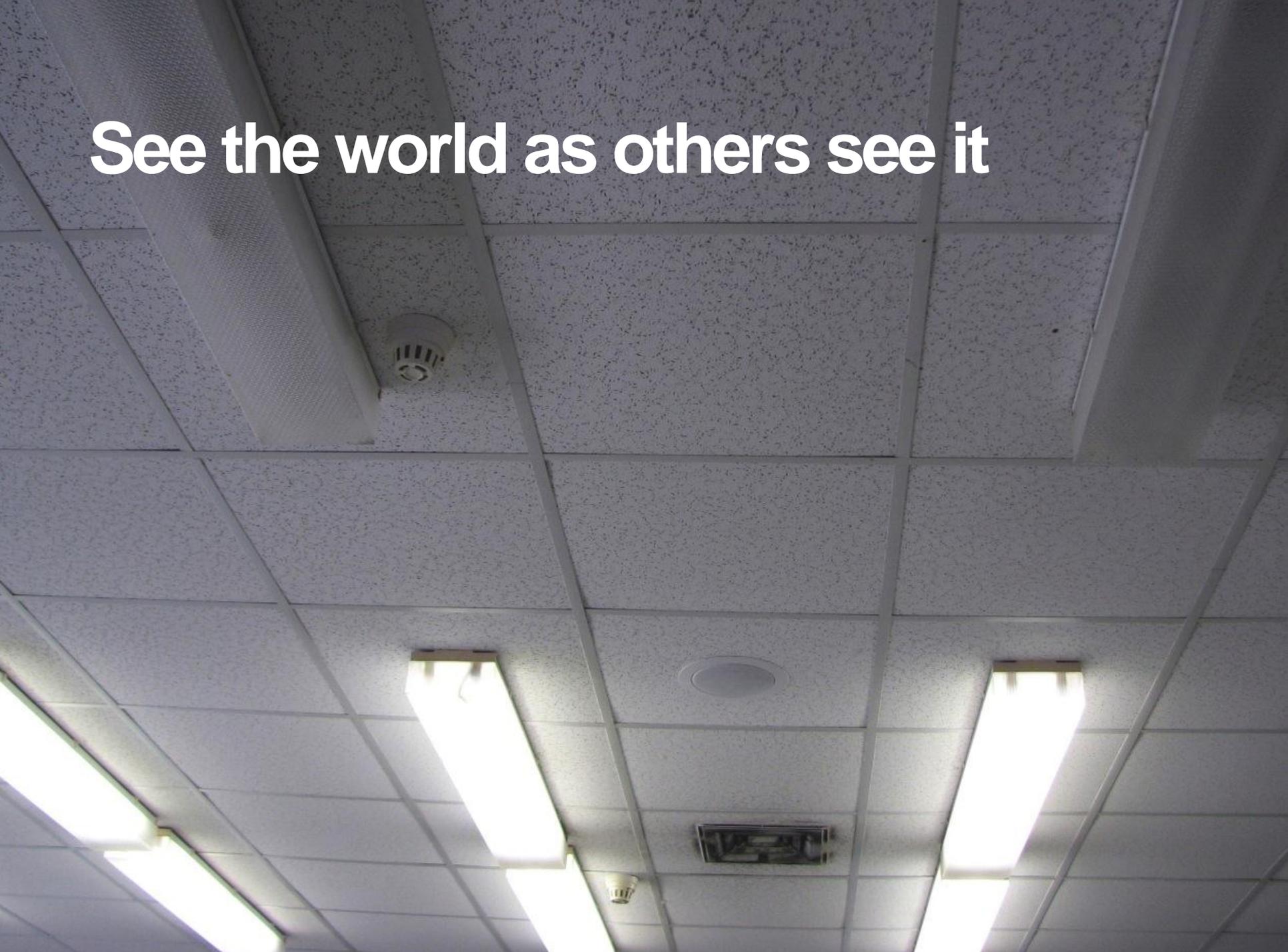
Observe



**Empathise**



**See the world as others see it**



## 2. Tangible



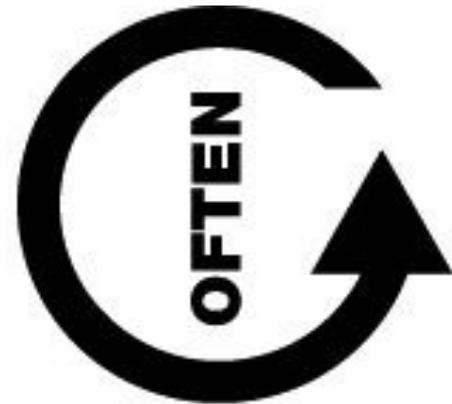
# Prototyping



# Prototyping



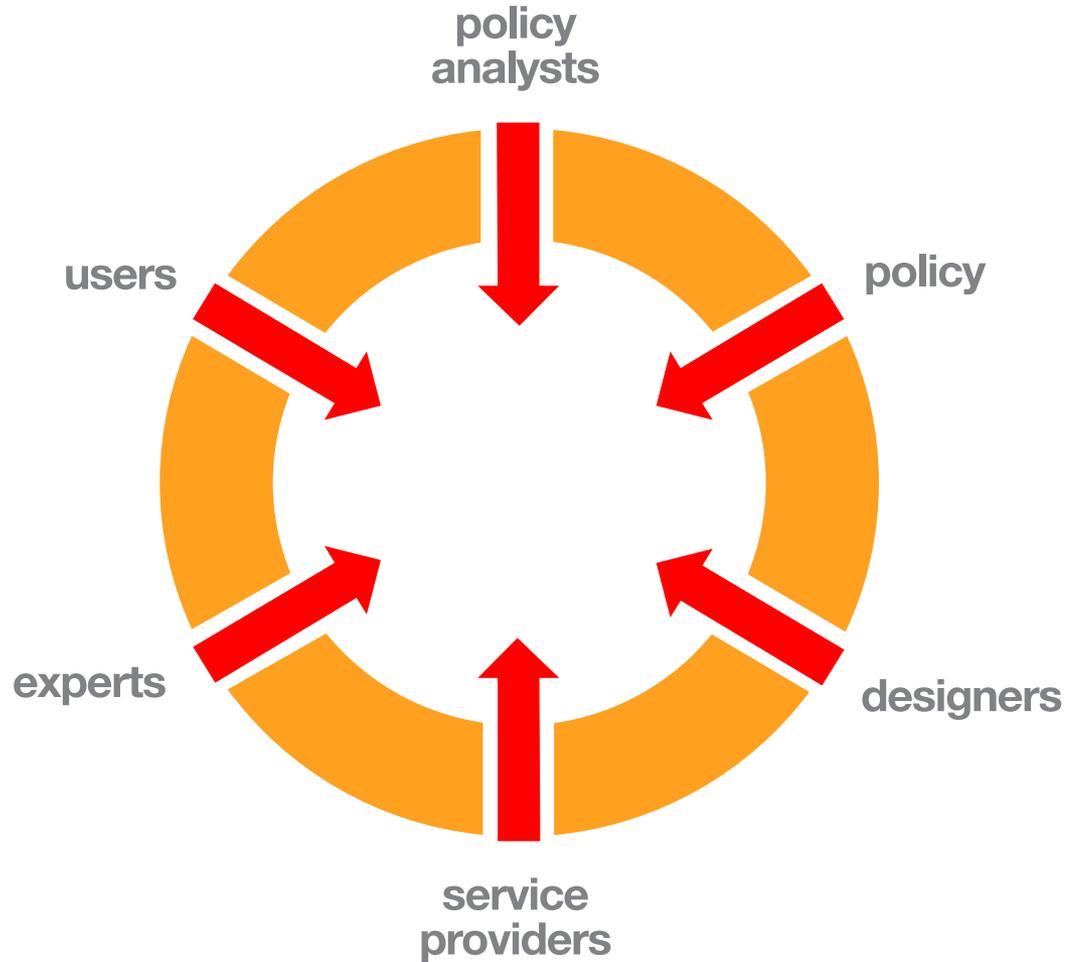
# Prototyping



# 3. Collaborative



# Collaborative



# 3. Examples



Community

Sharing

Friendship

Home

Experience

Food

Ambition

Independence

**Matters:**

**Design & Technology  
Improving Quality of Life**

# Keeping Connected – The Brief

‘To develop innovative services that create, improve and sustain connectedness for older adults to friends, family, the community and younger generations’.

- Preventative & enabling
- Innovative
- Services, not products
- Lifestyle-focused
- Commercially viable





*Experience*  
**Matters**





★  
Could you become an Amazing?  
FIND OUT MORE



Wild Food Foraging with Terry

## Try something old. Learn something new.

Traditional skills shared by people with a lifetime's experience. [How it works](#)

### Latest activities: book today



#### Retro Hair Do's *with Michael*

Michael is back with some more tips and tricks to getting the perfect retro look for your next night out! T...

ES 1BG, London



Mon 10th Sep



Lifestyle Activities

£15

[More info](#)



#### Jewellery Making (bracelet and earrings) *with Su*

What to expect:

Make a bracelet and earrings set with Su, who has been a jeweller and ceramist for many...

ES 4QJ, London



Wed 12th Sep



Craft Activities

£25

[More info](#)



#### Wood turning and lathing with Paul *with Paul*

Learn the unique skill of wood-turning from an expert wood lather and turner. Paul has been teaching his di...

NW1 9XZ, London



Sat 15th Sep



Craft Activities

£40

[More info](#)



#### Tile making *with Su*

## ★ Upcoming Classes ★



£15



Tue Sept 8, 10am  
**Retro Hair Do's with Michael**  
[Book on Eventbrite](#)



£15



Thu Oct 24, 10am  
**Make a Roman with Su**  
[Book on Eventbrite](#)

## Know someone over 50 who has skills?

Everyone has an Amazing in their life. Your mum. Your uncle. Your old teacher. They all have knowledge they could share. Help them share it.

• Nominate an Amazing •

We'll send a lovely handwritten postcard inviting them to join.

## ★ Previously from The Amazings ★



Making hammocks.





*Friendship*  
**Matters**

**Gusto**

## A NEW APPROACH TO CARE

*From...*

*To...*

~~TRANSACTIONS~~  
~~RATIONING~~  
~~CENTRALISED~~

**RELATIONSHIPS**  
**RESILIENCE**  
**NETWORKS**

Whether it's learning how to **shop online**, practicing **stylish salsa steps**, or taking a **historic tour**, Gusto makes it happen! Each week our members get together to enjoy a variety of fun activities and to meet new people from across Shrewsbury.

## Upcoming activities



Monday  
23rd July

### Get Lunching

Enjoy a lunch with Gusto, hosted by Arthur Harvey.

[Find out more](#)

Friday  
3rd August

### Give it a try

Come along to a taster session of Gusto skills, hosted by David Bull.

[Find out more](#)

Wednesday  
8th August

### Drop in

Join John for a leisurely drink and a chat, hosted by John Cartwright.

[Find out more](#)

## Third Thursday Social



Tuesday 19th July, 3:00pm - 5:00pm

Cross Hill Court, Cross Hill, Shrewsbury [\[map\]](#)

This month's Third Thursday social will be Tea and Cake with Carole at Cross Hill Court. See you there!

## Think you could run an activity with Gusto?

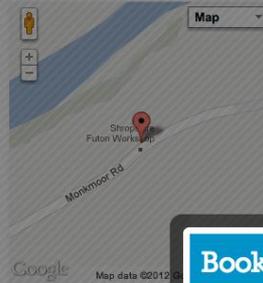
Have you got a skill you could share with Shrewsbury? Then we need you! We're looking for talented people to join as Gusto Reps. We'll help you plan an activity that you can share with other members.

To get started contact Jo on 07511 139932.

## Get Lunching with Gusto

Monday 23rd July 2012<sup>The</sup>  
12:30pm - 3:00pm

Monkmoor, Monkmoor Road,  
Shrewsbury



Enjoy a lunch with Gusto



Hosted by Arthur Harvey

Free!

Enjoy a lunch for free at The Monkmoor followed by a quick catch up to talk all things Gusto. Please bring some pennies for a drink.

### Book now!

To book onto this exciting activity please get in touch with Jo Kilcoyne, our Co-ordinator:

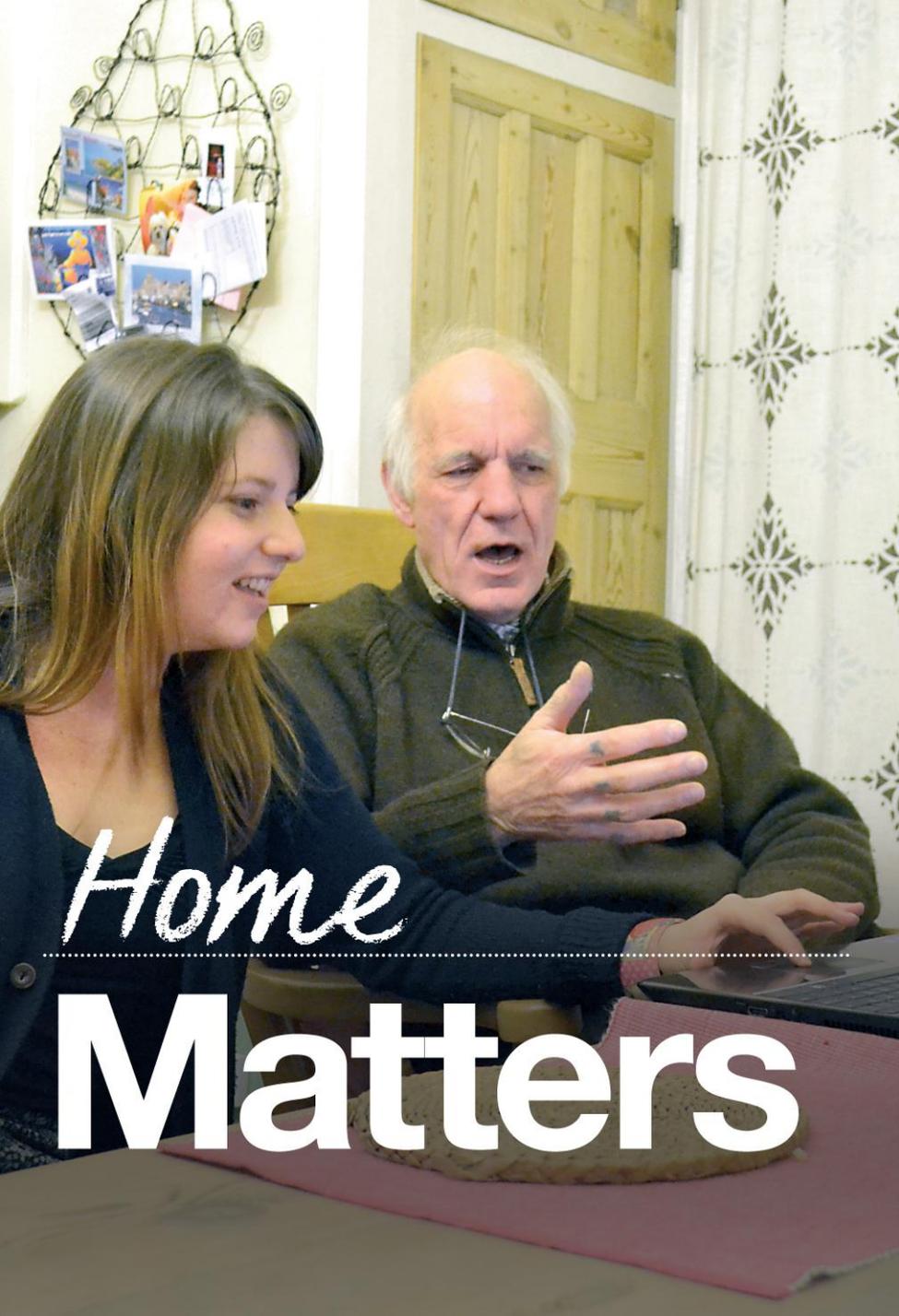


**Jo Kilcoyne**

Email: [jo@giveitsomegusto.org](mailto:jo@giveitsomegusto.org)

Phone: 07511 139 932





*Home*  
**Matters**





Room for Tea is a new kind of homesharing network. We connect guests in need of short-term, affordable accommodation in London with hosts who have a spare room in their homes.

## JOIN ROOM FOR TEA TODAY

### HOW IT WORKS



#### SIGN UP!

Have a look around and get to know us a little better, fill in a few details and let us get to know you a little better.

We like to ensure that you can find out as much as you need about your host from their profiles. Guests will also provide insightful information about themselves to help hosts find the perfect match.

[MORE FAQs](#)

### SOME OF OUR SUCCESS STORIES SO FAR

 <p><b>NATALIE</b> Service Designer Paris, France</p>	 <p><b>THE SMITHS</b> Semi-Retired Enfield, London</p>	 <p><b>HELENA</b> Medical Intern Salford, UK</p>	 <p><b>THE MAXWELLS</b> Journalist Richmond, London</p>
<a href="#">STAYING WITH</a>		<a href="#">STAYING WITH</a>	

## 1 FIRST OFF WE NEED YOUR BASICS, SO WE KNOW WHO WE'RE TALKING TO AND HOW TO GET IN TOUCH:

#### YOUR FIRST NAME(S)

This will be visible on the site

#### ADDRESS

Address 1

#### YOUR LAST NAME(S)

This WON'T be visible on the site

Address 2 (optional)

Town or City

#### YOUR DATE OF BIRTH

Day Month Year

Postcode

#### YOUR EMAIL ADDRESS

This will be your username

#### CHOOSE A PASSWORD

#### YOUR PHONE NUMBER

#### CONFIRM PASSWORD

[NEXT](#)

#### HOW DID YOU HEAR ABOUT US?

How Did You Find Out About Room For Tea?

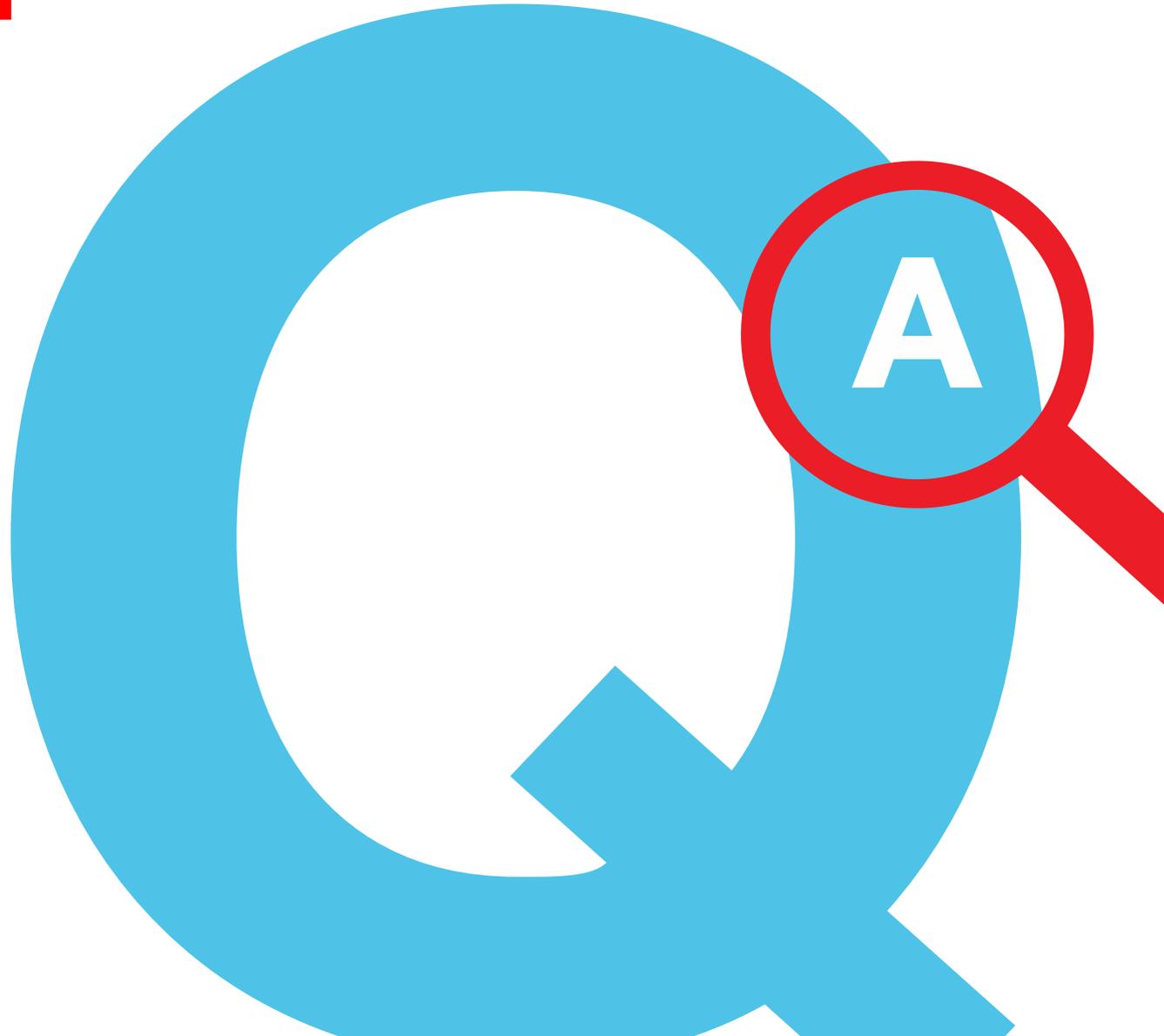


# Independence Matters

## Reflections

- Age really is just a number
- Language is really important
- There is a strong desire to contribute
- You can't make assumptions about how people will use technology
- You need a physical presence first
- Invest in building relationships
- Services with a broad audience are more sustainable

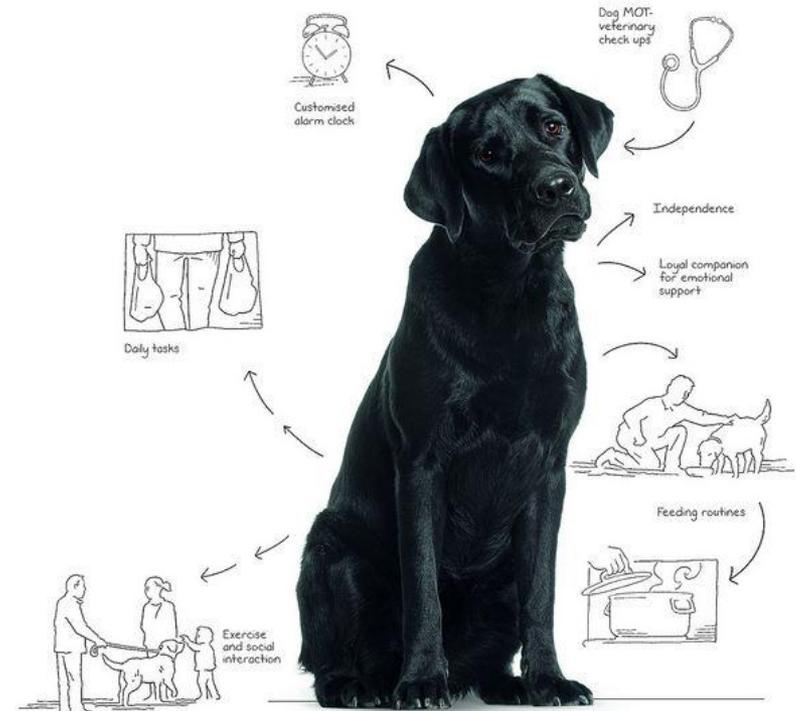
**Thank You**  
Questions?



# Dementia Dog

**Problem:** *dementia can have a spiralling effect: forgetting to eat, drink or sleep can increase disorientation, medication can be forgotten and confusion can heighten anxiety about the outside world, increasing isolation. All of this puts a huge burden on carers too.*

**Solution:** *A service providing assistance dogs to people with dementia, helping them lead more fulfilled, independent and stress-free lives.*





# Dementia Dog

