

ASU's InnovationSpace was one of four design programs in the United States and Europe to be awarded a \$40,000 grant from the Interdisciplinary Student Design Collaborative Program. Members of InnovationSpace are, front row, from left: Tamara Shipley, Erik Hernandez, David Law, Jordan Meyers, Lindsay West, Mike Hill, Chip Davenport, Lindsay Tingstrom and Dane Wesenberg; back row, from left: Amy Reithel, Tiana Rutledge, Claire Lewinski, Grace Kim, professor Prasad Boradkar, Tracy Curtis, Juliet Kissel, Melissa Lal, Alexandra Sonne and Jonathan Lim. Not pictured is professor Dosun Shin.



Company's grant allows ASU's InnovationSpace to develop products for women over age 65

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The theme of this year's competition was "Aging Consumers: Men, Women & Couples." The competition is cosponsored by the Cincinnati-based corporate giant Procter & Gamble (P&G) and the Industrial Designers Society of America. The other winners included Virginia Tech, the University of Cincinnati and Ohio State University.

This marks the second straight year that InnovationSpace received the cash award.

The money will support the work of four student teams charged with developing new products and brands to meet the needs of women over the age of 65.

Of the 35 million people older than 65 in the United States, more than 20 million (nearly 60 percent) are women. And as the population ages, the ratio of women to men increases.

This large segment of consumers has unique physiological and psychological responses to the experience of aging, and these Americans present business and society with special needs and opportunities. For example, research shows that older women place a premium on physical fitness and an attractive appearance. At the same time, they suffer disproportionately from chronic conditions such as osteoarthritis, making something as simple as unscrewing an aspirin bottle, planting flowers or applying makeup a painful – and sometimes overwhelming – challenge.

"Recent research suggests that people can have greater control over

their health and happiness in their older years than previously believed possible," says Prasad Boradkar, InnovationSpace co-director and assistant professor of industrial design. "Responsible designers and corporations can help promote a healthy, and more satisfying, aging experience by providing tools that allow women to continue their preferred lifestyles longer."

The student teams, composed of undergraduates in engineering, business, industrial design and visual communication design, will develop innovative products and brands in the areas of health and wellness, as well as personal and beauty care. To better understand the needs, values and aspirations of the target users, students are conducting field research and interviews. They also receive classroom instruction from a variety of consultants, including experts in gerontology, sustainable design and product design at P&G.

Students will present their final projects April 6 to P&G managers in Cincinnati. Among the requirements are a well-designed product system; a comprehensive brand and communications strategy; a realistic business plan; and reliable engineering.

InnovationSpace is a transdisciplinary research and education program at ASU in which students and faculty partner with researchers and corporations to commercialize user-centered product concepts that improve society while minimizing impacts on the environment.

For more information about InnovationSpace, contact Heidi Fischer, program coordinator, at (480) 965-6367, or visit the InnovationSpace Web site (www.innovationspace.org).