

# Aesthetics Matter

Jules Sherman, MFA Design

# Presentation Agenda:

1.) A bit about me.

2.) Examples of designers/companies/hackers who put aesthetics at the center of their design process for assistive technologies.

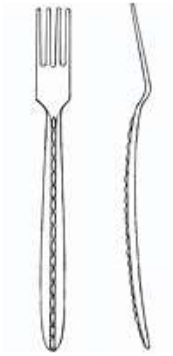
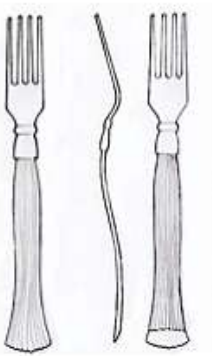
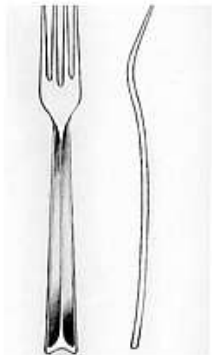
3.) PERS (personal electronic response system) work I have done that confronts the importance of aesthetics and how it affects a user's decision to wear an assistive device.

4.) Call to Action: How might we integrate aesthetic choices into assistive tech to positively affect the user's experience?



















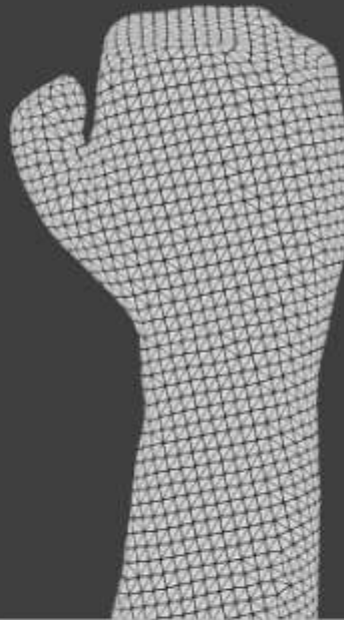
# Procedure

X-RAY



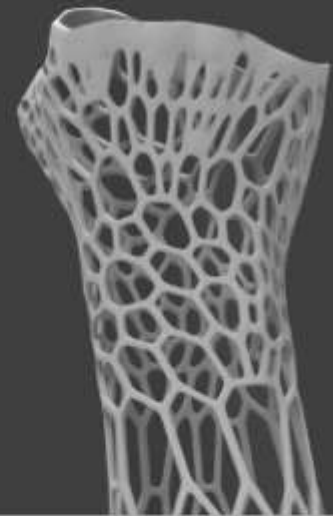
Limb is X-Rayed in order to identify the break and its exact position.

3D SCAN



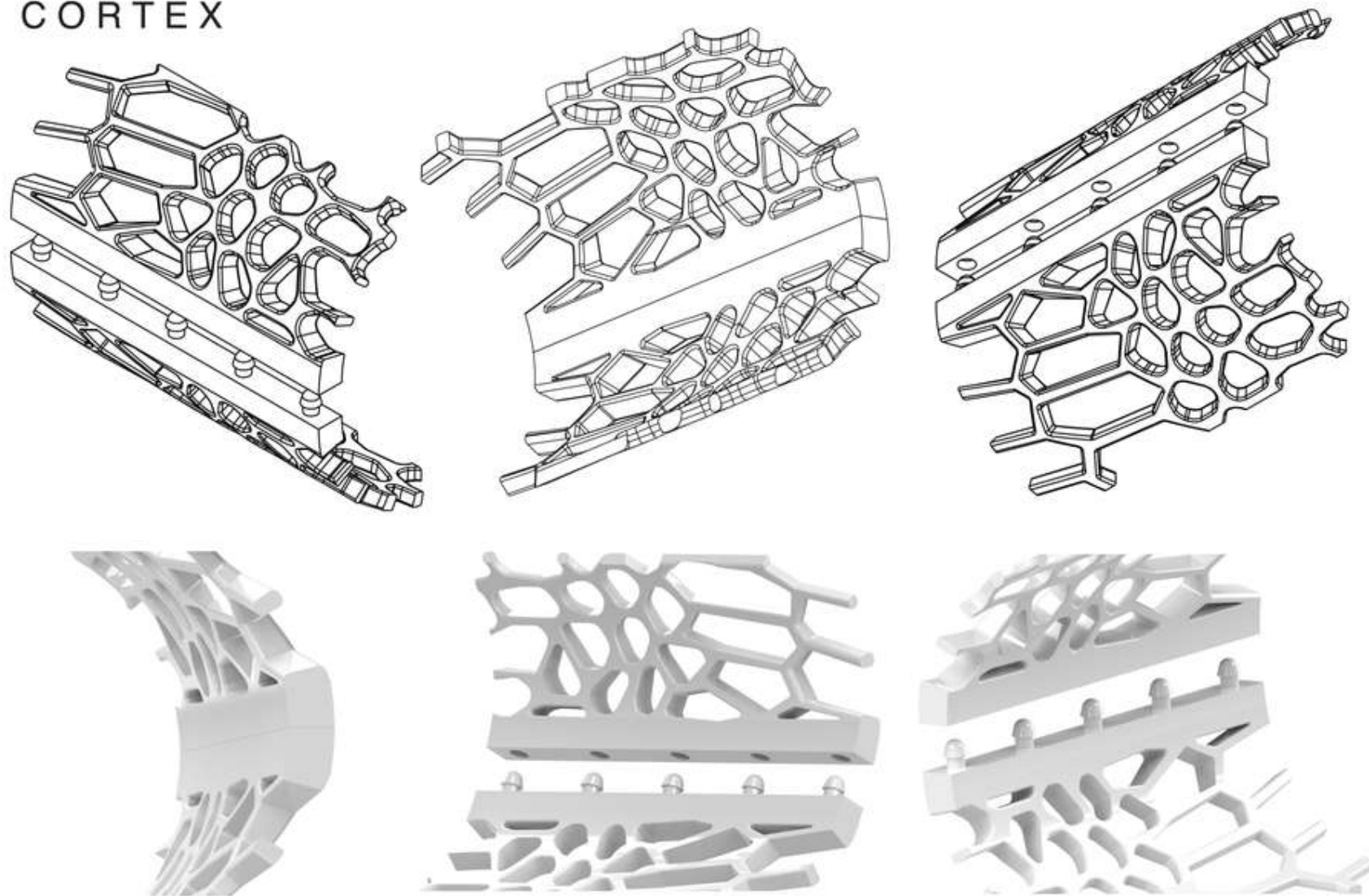
Arm is 3D scanned in order to define the exact dimension of the limb.

3D PRINT



Dimensions and data are fed into the computer. Cast is generated with optimal support for vulnerable areas and to the exact limb size for a snug fit.

# CORTEX





The Cortex Exoskeletal cast shown fitted snugly on the patient's arm giving lightweight but super strong support exactly where needed for this particular wrist fracture. No more heavy weight, malodorous bulk for this lucky patient.



Discreet and thin there is no problem wearing a shirt and suit jacket over the Cortex Exoskeletal cast.



Fully washable and shower friendly and eco friendly too.















绿町 Lu Ding



572 x 325 - pdm60.com



付属の交換用レンズ



BLACK

GREY JASPER



CHESTNUT

RED/BLACK





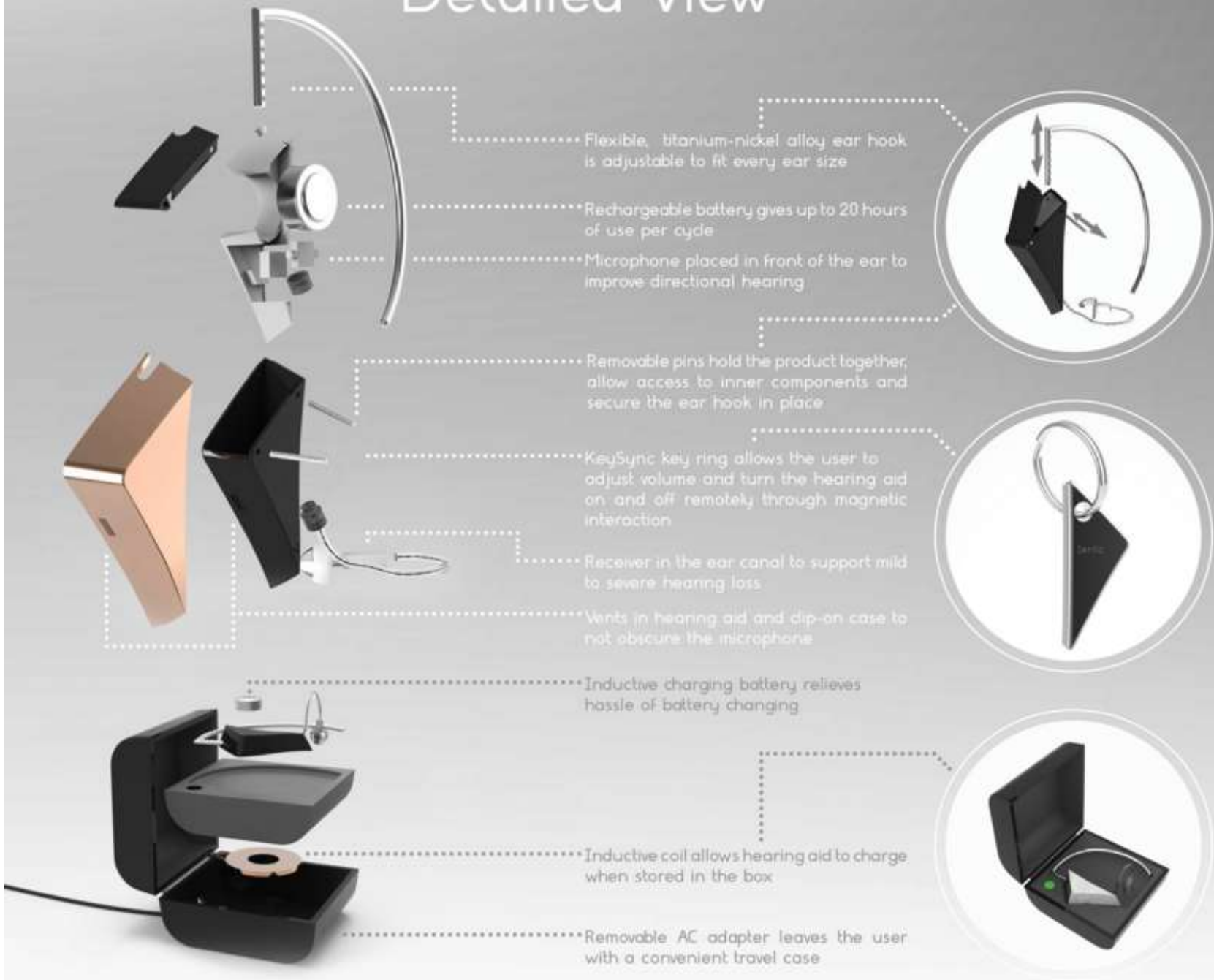
Concept by Nick Morgan Jones-German Designer  
<http://nick.morgan-jones.com/#about>



**Sentio**Hearwear

Customisable   Affordable   Desirable

# Detailed View







Submit



SHOP LEOPARD

\$699/ear



SHOP POLKA DOT

\$699/ear



SHOP HOLOGRAM

\$699/ear



SHOP SPARKLE PINK

\$699/ear

Need help?

📞 888-979-6918

✉️ [help@audicus.com](mailto:help@audicus.com)

🗣️ free consultation

Have

This is what the back of the beads look like:



To turn them into decorations for my hearing aids we used a bit of red wire from the bead shop, and passed it through the gaps at the back, like this,



We piece at the back is very soft, so you can bend it easily to put the wire through. You have to leave enough space to put the tube of the hearing aid through. Then you make a knot with the wire, and cut the ends off so they don't scratch your ears.

And this is what the decorations look like,



Do you like them?



hearrings®

Homepage

Buy Hearings

About Us

For Audiology Professionals

Contact Us



Hearings Are Jewellery Designed  
Specifically To Accessorise Hearing Aids



FROM A NECESSITY...  
Into A Must Have Accessory!

Heart Hearings - Jet, Pair



Only £65.00

Heart Hearings - Crystal, Pair



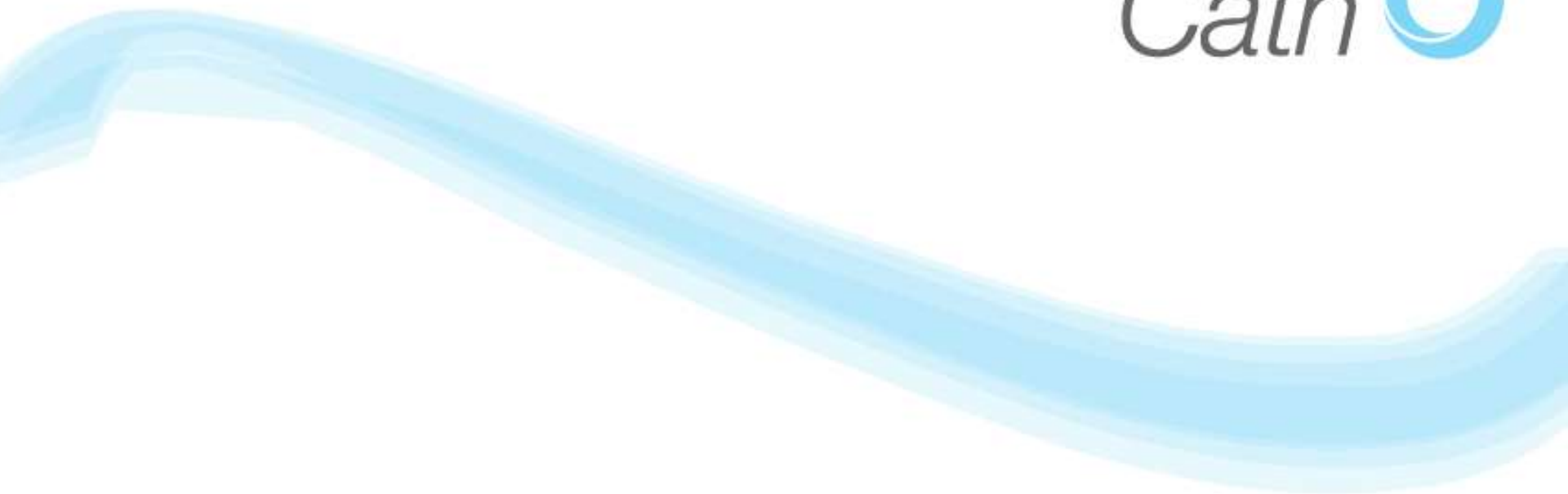
Only £65.00

Heart Hearings - Light Slam, Pair



Only £65.00

**Compact**  
*Cath* 



# New Design for Intermittent Urinary Catheters

Privacy, hygiene and health in the palm of your hand

# Current Catheters



Big, Bulky,  
Noisy, Messy.

Not catheterizing  
often enough

50%

61%

Ranked discretion  
as #1 reason

# Compact *Cath*



Compact  
& Discreet

More  
Hygienic

Easy to store,  
use & dispose



# Patients & opinion leaders say...

"important improvement"



**Misty Blue**  
Nurse, Blogger, Self-Cath

"I like it, I like it!  
I Can't believe  
how tiny it is"



**Amy Driscoll**  
Urology nurse  
Former SUNA President

"most disruptive  
innovation"



**Dr. Bill Kennedy**  
Chief Pediatric Urologist  
Stanford, LPCH

"my daughter  
and her friends  
will love this"



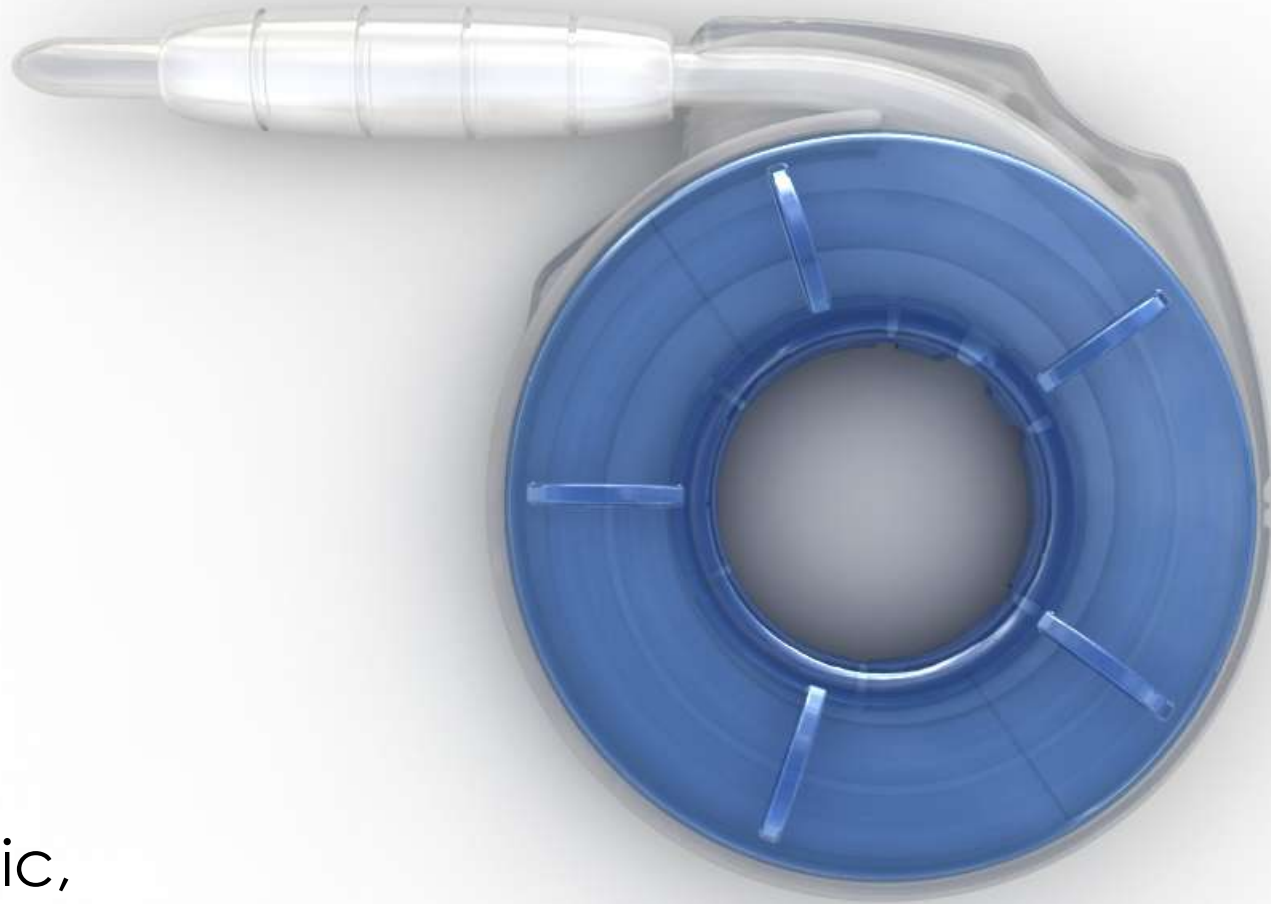
**Doug K**  
Parent

"tots  
awesome"



**Kylee**  
Self-Cath





Hygienic,  
Discreet & Easy to use  
Pre lubricated urinary catheter



Hygiene sheath allows a non-touch insertion

# Team

Naama Stauber, *Business*



McKinsey&Company



Daniel Hong, MD



NEUROSURGERY



David Janka, MD



Myung Sun Choi, MSME, *Engineering*



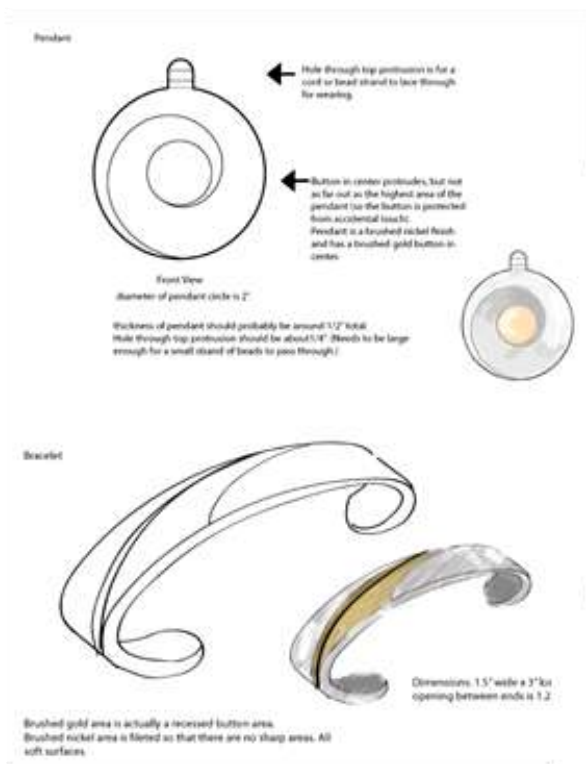
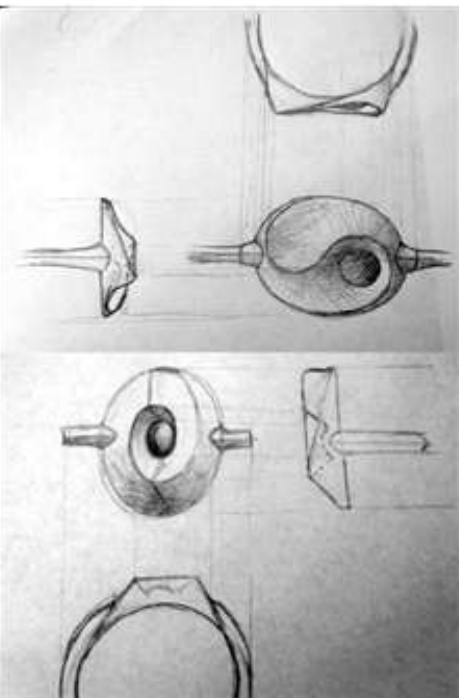
# Reconsidering the Aesthetics of Emergency Call Devices



“I don’t like to wear it,  
it’s not attractive.”

Naomi, 82 Lives alone in Lytton Garden Assisted  
Living Facility in Palo Alto.





# Winter Quarter- Assistive Technology

Created "Belle" a conceptual line of jewelry for older women who need emergency call devices.



Jitterbug	<b>The 5Star</b>	Link	Health & Medical Apps	Customer Support	MyGreatCall	<b>Call to order : 1-800-650-5921</b>
Overview	The 5Star	When to Use The 5Star	Locator Service	Accessories	Activate	

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## 5Star - The Most Affordable Medical Alert Service

**Peace of mind in *any* situation, big or small.**





**5STAR** urgent response

[Learn More >>](#)

### The 5Star

Immediate help anywhere you go.

**\$49.99**

Black  
 Silver

\*In Stock

**BUY NOW**

### Are you a Caregiver?



Learn how GreatCall Link can help you provide care.

[Learn More](#)

### Special Offer

**\$10 OFF**

Online Activation

Offer valid on 5Star device purchases only.

### Reviews & Stories

Read More

What people are saying about 5Star Urgent Response.

Watch the Videos





The Store

*Choose from 100+ devices*

Browse Artwork

*Check out our 100+ artists*

Create Your Own

*Use your own photos or art*

Search for devices, artists, etc.



The Store → Phones → iPhone 4S, 4

*GelaSkins for*  
**iPhone 4S, 4**  
\$14<sup>95</sup>



LOVE LETTERS BY DEREK PROSPERO

## Most Popular

See this collection on: iPhone 4S, 4 HardCase | The new iPad & iPad 2 | 13" Apple Unibody Laptops... or [Find your device](#)



**The Enamored Whale**  
Alberto Cerriteno



**Oversoul**  
Alex Grey



**Good**  
Alex Noriega



## Collections

**\* Most Popular**

*The Fresh Crop*

*What We're Rocking*

*Just For Kids*

*Patterns & Textures*

*Wild, Wild World*

*The Classics*

*Good Karma*

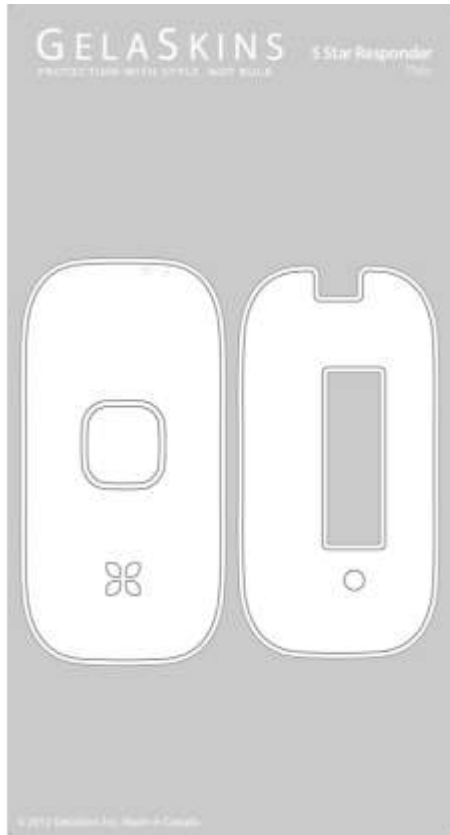
*We Heart Comics*

*Book Lovers*

*In The Summertime*

*My ♥'s (0)*

[See All Artwork](#)



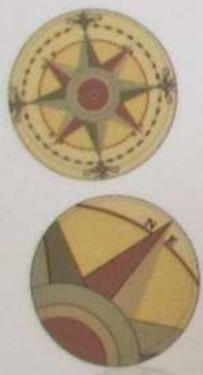






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GreatCall  
Compass



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Flowers



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GreatCall  
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**5STAR** urgent response

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Online Activation

Offer valid on 5Star device purchases only.

### Reviews & Stories

**Read More**

What people are saying about 5Star Urgent Response.

 Watch the Videos



**5STAR** urgent response







## Smart Means... **Peace of Mind**

QMedic is the only medical alert solution that alerts when a user:

- ▶ is not wearing the device
- ▶ fails to get out of bed
- ▶ is out of home/inactive for extended periods

[LEARN MORE](#)

Peace of Mind

Reliability

Personalized  
Design







21088

# Smart Health<sup>®</sup> WALKING FIT

**Automatic Tracking**

Instantly measures:

Step Count



All-Day Calorie Burn



Auto-calculated Distance



Stores 1-Day Memory

Strap on and go!



Press the **Power** button for 5 sec to turn watch on

Simply **press & hold** the button for your

**Pulse Reading**



Instrucciones en español incluidos



To improve your health you have to track it.

## EKG Accurate Heart Rate Watch

Smart Health<sup>®</sup>  
WALKING FIT  
Heart Rate Watch with Automatic Tracking



## PRODUCTS

### LifeTrak *Core C200*

Heart Rate  
Calorie Burn  
Steps  
Distance  
*and more!*

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### LifeTrak *Move C300*

App Connected  
Heart Rate  
Calorie Burn  
Steps  
Distance  
*and more!*

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### LifeTrak *Zone C410*

Automatic Sleep Detection  
App Connected  
Heart Rate  
Calorie Burn  
Steps  
Distance  
*and more!*

[MORE INFO >](#)





### HOW IT WORKS

**1:** Patient takes pill which has been modified to contain edible microchip

**2:** After pill is swallowed, chip is activated by stomach fluids, sending a signal to patch on arm

**3:** Patch contains receiver which decodes data about drug

**4:** Receiver transmits information to mobile, telling patient when next dose is due and provides other health data

## Apply Human-Centered Design To Assistive Tech!

People assume your product is going to work. However, they never know how a product is going to make them *feel* until they use it. A successful product functions well, and is also emotionally satisfying.

THANK YOU.

Questions? Comments?

Contact me at

[julessherman@alumni.stanford.edu](mailto:julessherman@alumni.stanford.edu)

[www.julessherman.com](http://www.julessherman.com)

[www.redesignhealthcare.org](http://www.redesignhealthcare.org)