



From Idea to Market: Eatwell,
Assistive Tableware for Persons with
Cognitive Impairments

Sha Yao, MFA | Sha Design LLC

sha@eatwellset.com



Click here and support us on Indiegogo!



1:49 / 3:47



HD



Design Process

1. Define problems (3 months)

2. Research / Making connections with professionals (1 year)



Design Process

1. Define problems (3 months)

2. Research / Making connections with professionals (1 year)

3. Design/ User testing (6 months)

4. Implementation/ Material and process (6 months)



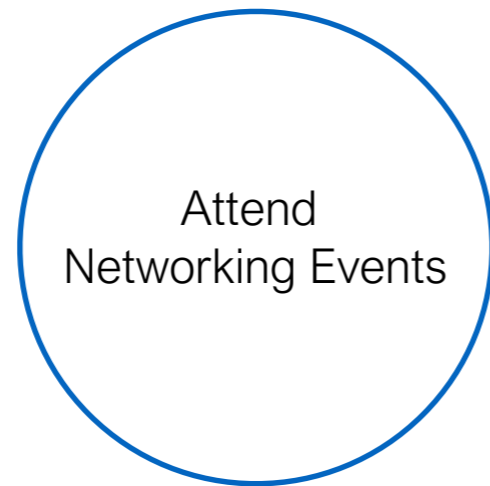
How to bring Eatwell to Market?

How to bring Eatwell to Market?

Writing a
business plan



How to bring Eatwell to Market?



U.S. Small Business Administration



Your Small Business Resource

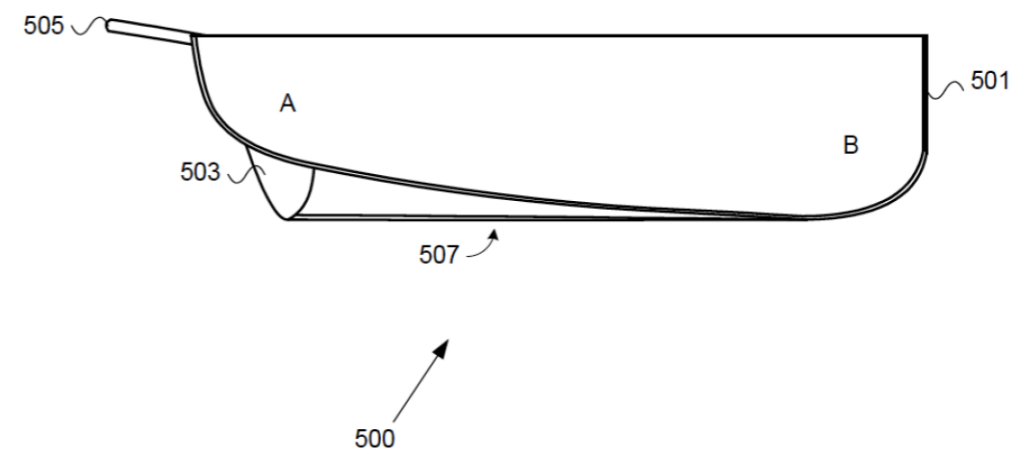


How to bring Eatwell to Market?

Consulting with
manufacturers



How to bring Eatwell to Market?



How to bring Eatwell to Market?

Looking for
resources in
product industry



STANFORD CENTER ON LONGEVITY
DESIGN CHALLENGE

Maximizing Independence for
those with cognitive impairment

Do you know someone affected by cognitive impairment?
Share your experiences with the design teams ▶

CHALLENGE COLLABORATOR: AGING 2.0

The banner features a silhouette of a human head filled with colorful gears and arrows, symbolizing cognitive processes and design. A small circular icon with a photo symbol is located at the bottom right of the banner.

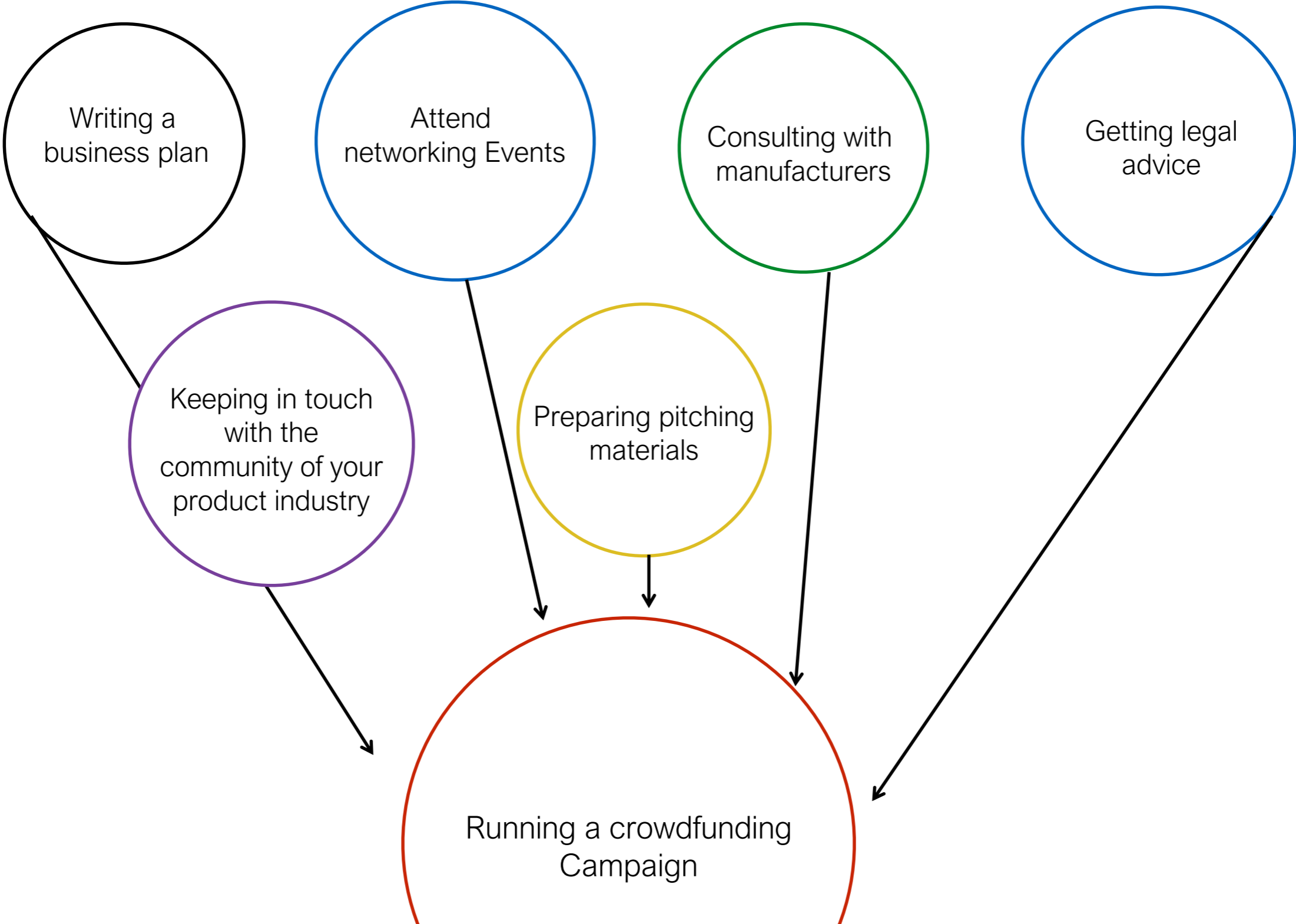
Stanford Center on Longevity Design
Challenge

How to bring Eatwell to Market?

Preparing pitching materials



How to bring Eatwell to Market?



Campaign

Eatwell, tableware for people with special needs

San Francisco, United States

Design

- 12.7k
- Share
- 815
- Tweet
- 139
- G+
- Email
- Embed
- Link
- Following

Story | Updates 13 | Comments 142 | Backers 1084 | Gallery 4



Eatwell is a tableware set for people with cognitive

InDemand
\$105,806 USD
total funds raised

Original campaign was 109% funded on December 20, 2014

\$110 USD **Featured**

8-piece Eatwell set

Rewards include both a 4-piece yellow set and a 4-piece red set. Free shipping within the US (*additional \$35 for international delivery).

187 claimed


Estimated delivery: June 2015

Benefit from a crowd-funding campaign




Define
Target
Users

Benefit from a crowd-funding campaign

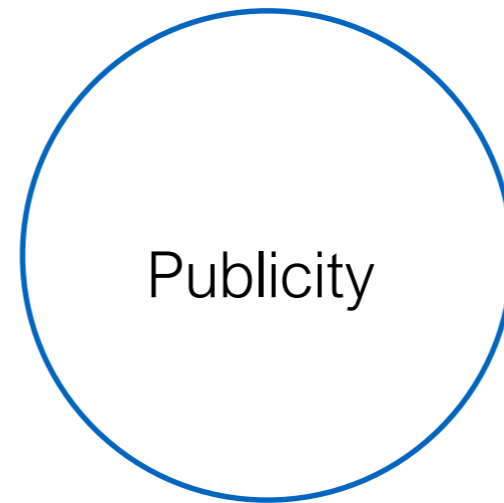


Define
Target
Users

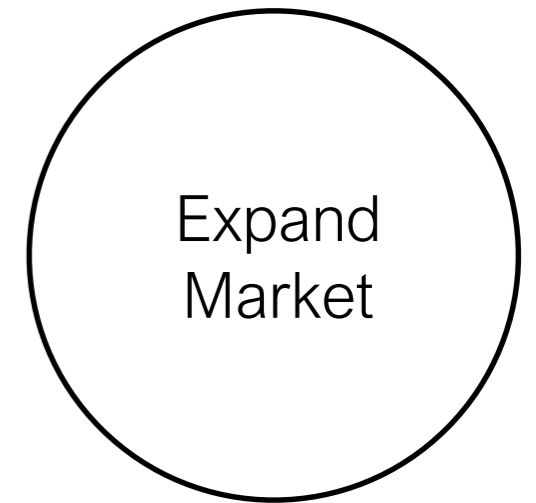
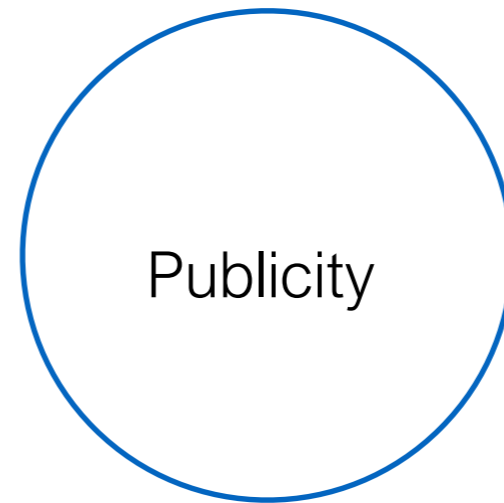


Partnerships
+++

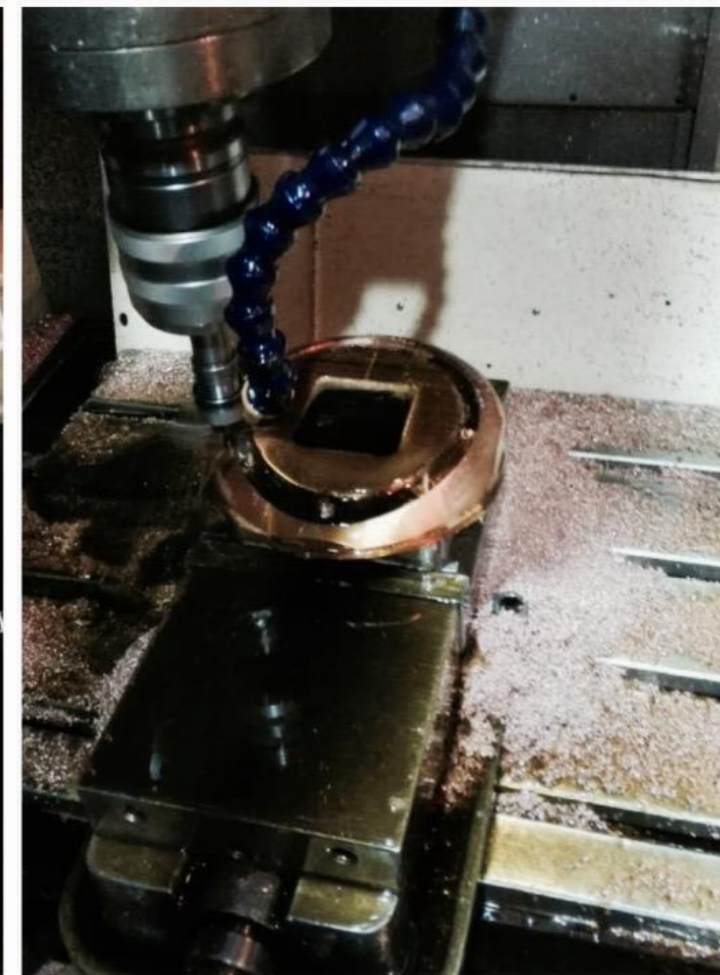
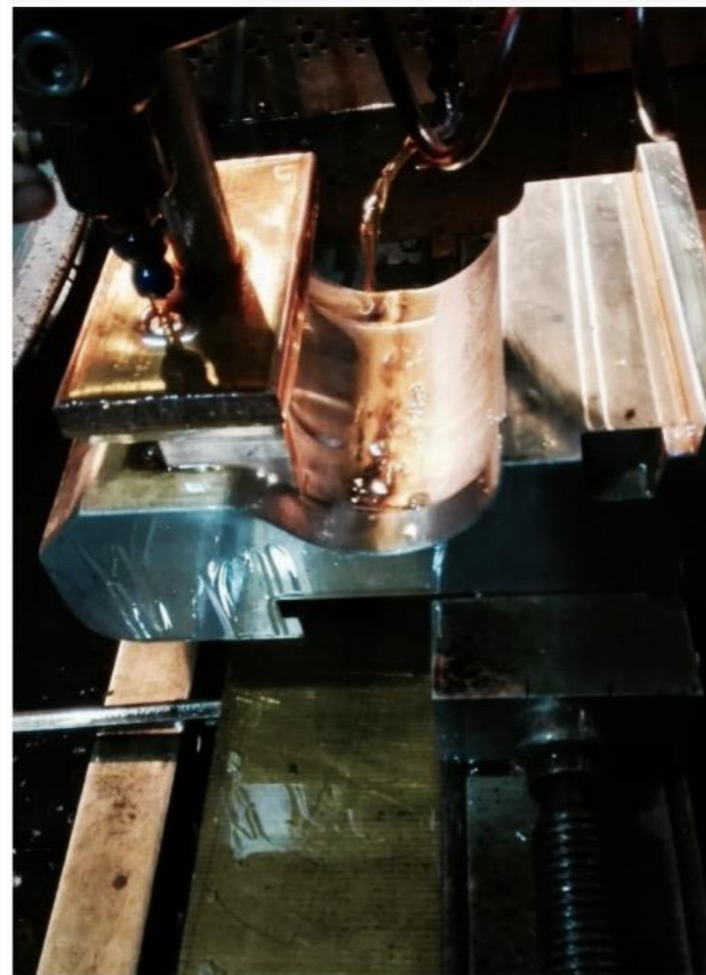
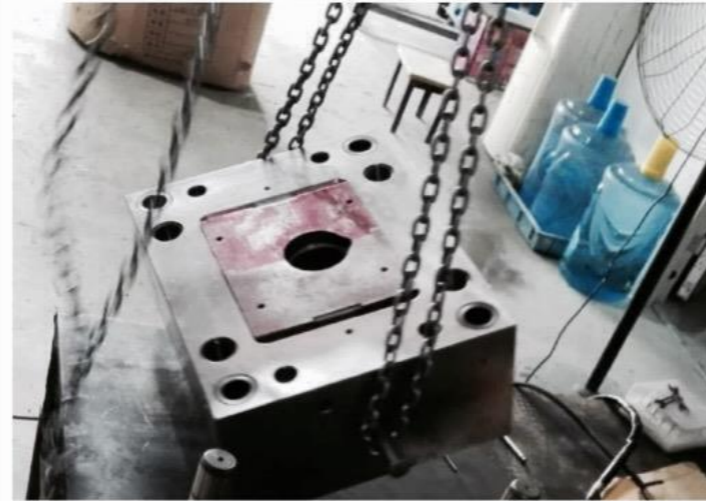
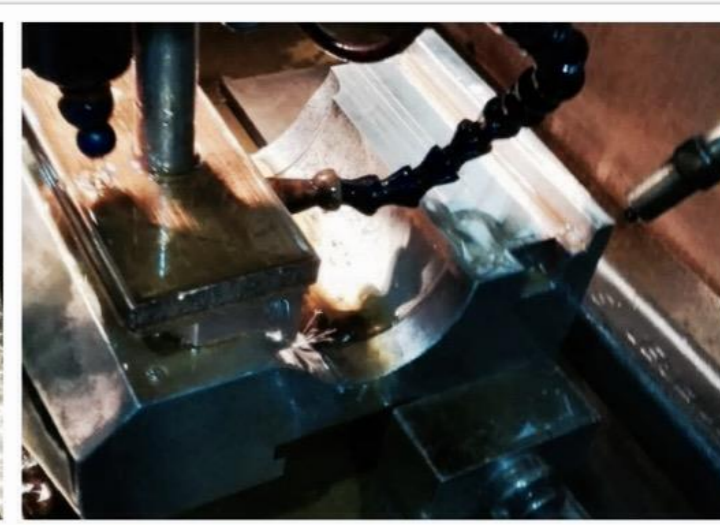
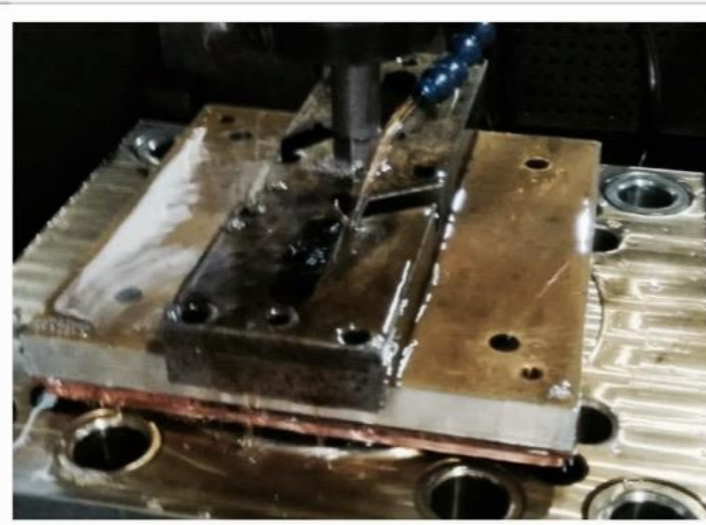
Benefit from a crowd-funding campaign



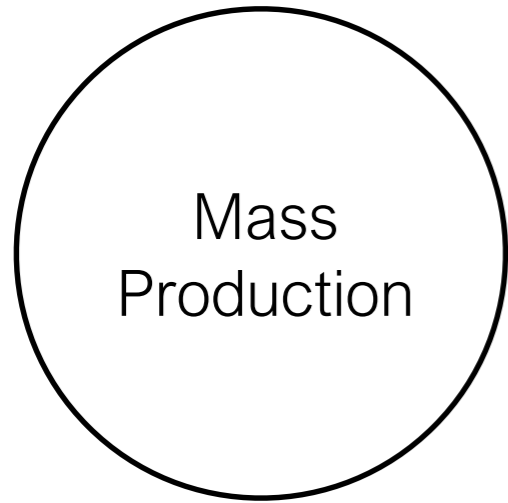
Benefit from a crowd-funding campaign



Mass Production



Tips



First meeting

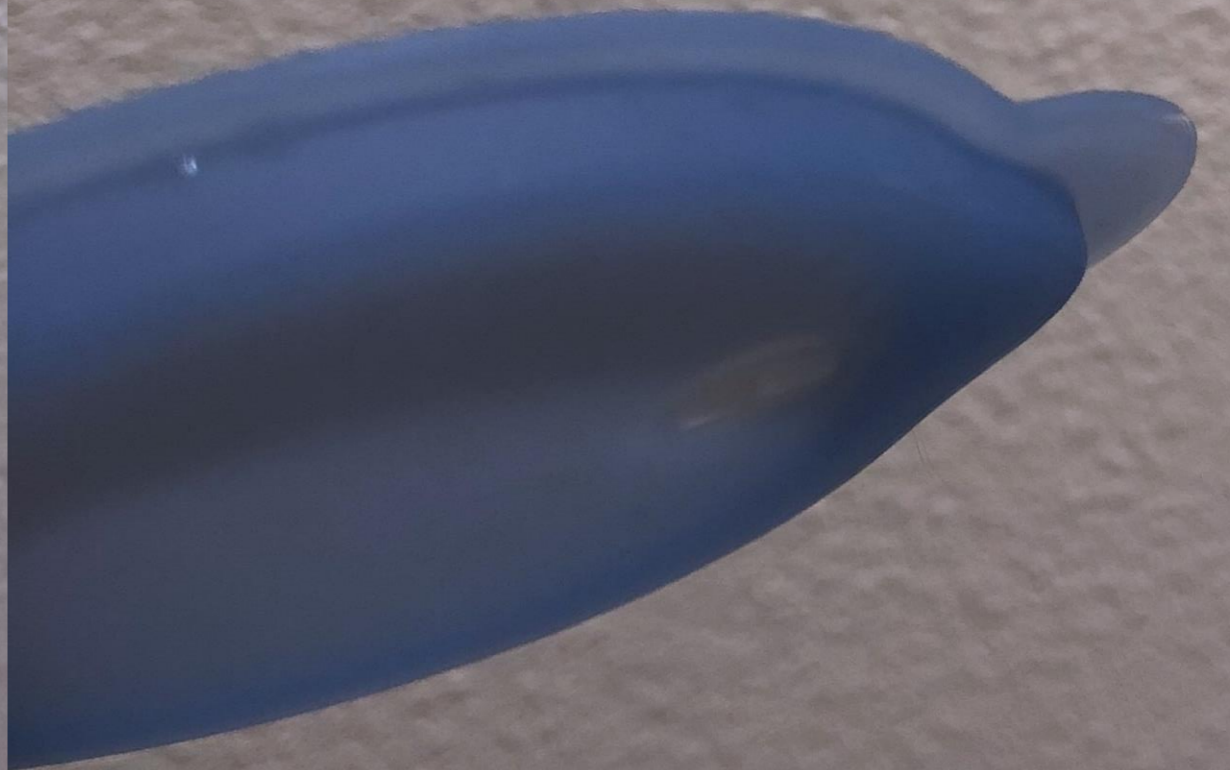




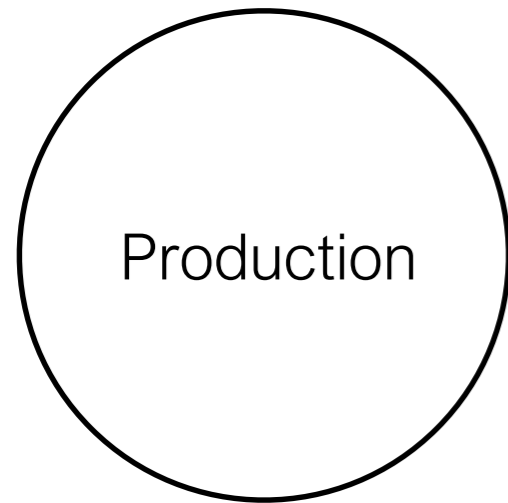








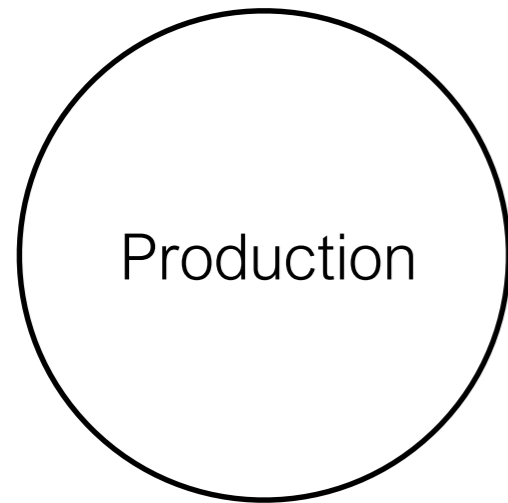
Tips



- Visit factory in person



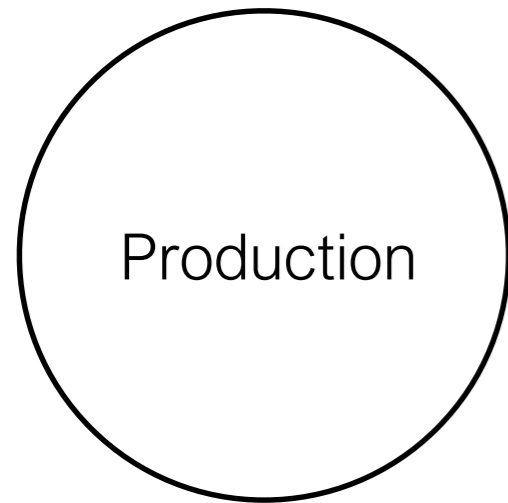
Tips



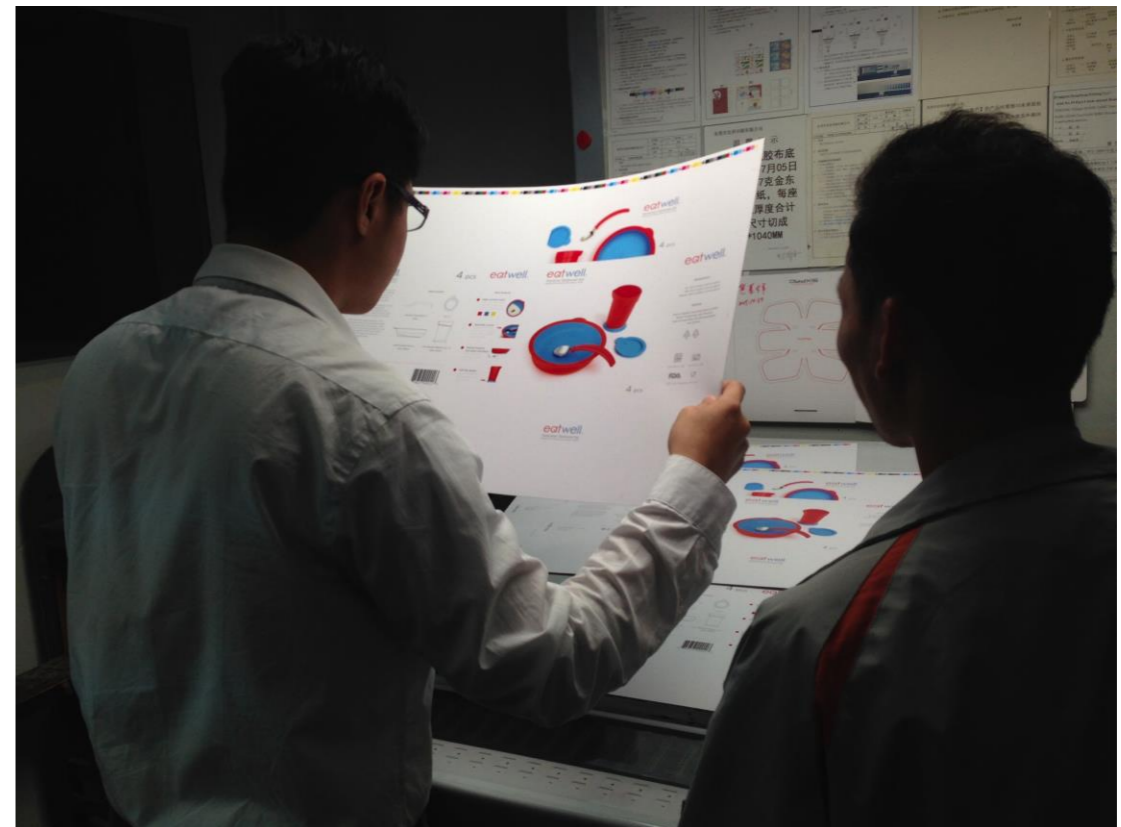
- Visit factory in person
- Sign a good contract



Tips



- Visit factory in person
- Sign a good contract
- Be around



★★★★★ **Worth the cost**

By [Paul Ogea](#) on January 4, 2018

Color: Multi | Package Quantity: 1 | **Verified Purchase**

We bought these with the thought that if it worked great and if they didn't then we weren't out that much. The cost seemed a little high but when you think of the design work and that these are not like ordinary utensils and are made in limited numbers then it makes sense. These have definitely made a difference. The design of the spoons are exactly what was needed and the bowls help with getting the food on the spoons.

► [Comment](#) | Was this review helpful to you? [Report abuse](#)

★★★★★ **Wonderfully designed! Re**

By [Rev. Sandra L. Daniel](#) on January 26, 2017

Color: Red | Package Quantity: 1 | **Verified Purchase**

Wonderfully designed! Re: right or left-handed? Dominantly right-handed person with right hand tremors, has found using a regular utensil very difficult, now uses spoon to eat with left hand - person very easily adapted to the spoon. Am grateful for each piece in the set.

► [Comment](#) | One person found this helpful. Was this review helpful to you? [Report abuse](#)

★★★★★ **You can feel the love just from looking at this set**

By [Chia-Hsun Lee](#) on March 4, 2017

Color: Yellow | Package Quantity: 1 | **Verified Purchase**

Best and warm gift for grandparents and young moms with babies!!

► [Comment](#) | One person found this helpful. Was this review helpful to you? [Report abuse](#)

★★★★★ **Good Design That Helps Everyone Eat Better!**

By [MPDZNR](#) on September 6, 2017

Color: Multi | Package Quantity: 1

The design of the Eatwell Tableware set is really well-thought-out. I originally got it on Indiegogo for my elderly mother who was weakened by an ischemic stroke. The spoon handle combined with angled bowl and plate edges help her scoop up food with ease, even with a shaky, weakened hand. The wide, non-slip cup base also helps prevent spills too when she doesn't put it back down perfectly level. Why aren't all cups made this way? After trying the set myself, I've come to the conclusion that it actually helps anyone eat better, not just those with impairments. I can see small children using this set too. It's a good investment because it's something that will be used multiple times, every single day, for many years to come.

good

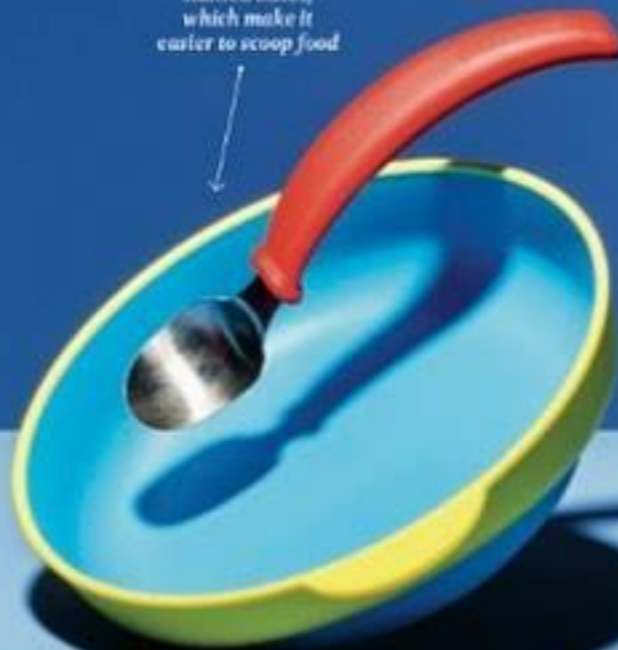
THE BEST INVENTIONS MAKING THE WORLD BETTER



The cups have suction bases to help prevent spills



The bowls have slanted bases, which make it easier to scoop food



DISHES THAT WORK AROUND COGNITIVE DECLINE

After her late grandmother was diagnosed with Alzheimer's, Sha Yao felt helpless. It was especially frustrating, she recalls, to sit with her during meals while she struggled to perform basic functions, like using silverware without spilling. "There was nothing I could do," Yao says. Inspired by her grandmother's plight, Yao created Eatwell Assistive Tableware, a dining set designed to make mealtime easier for people with Alzheimer's and other diseases that affect brain and body function. (Among the design hacks: using bright colors to help

TIME



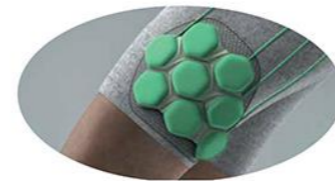
SF MOMOMA



NEW OLD

February 7–May 23, 2020
 Opening Reception
 6–8 PM, Thursday, February 6
 Curated by Jeremy Myerson,
 Helen Hamlyn Professor of
 Design, Royal College of Art

DESIGNING FOR OUR FUTURE SELVES



NEW OLD explores the potential for design and designers to enhance the experience of our later lives.

NEW OLD features a selection of cutting-edge projects along with design commissions by Yves Béhar/Fuseproject and Superflex, Konstantin Grcic, Future Facility, Special Projects, IDEO, and PriestmanGoode. This installment is updated with work by five faculty members from Pratt's School of Design, including Andrea Katz, Karol Murlak, Mitchell Reece, Alex Schweder, and Keena Suh, along with additional US-based projects.

Pratt Manhattan Gallery
 144 West 14th Street
 Second Floor
 New York, NY 10011

Gallery Hours
 Monday–Saturday, 11 AM–6 PM
 Thursday until 8 PM

Free and open to the public
www.pratt.edu/exhibitions
 @prattexhibits
 @designmuseum
 #NewOld

IN CONVERSATION: Jeremy Myerson, Helen Hamlyn Professor of Design, Royal College of Art, with Pattie Moore, designer and author of *Disguised a True Story*

February 7, 5–7 PM
 Room 213 adjacent to the gallery

Portraits, Karsten Thormaehlen, *Gerhard (100)*, from his book *Ageing Gracefully: Portraits of People Over 100*; Fumi Nagasaka, *Iris Apfel*. Detail: Yves Béhar/Fuseproject and Superflex, Aura Power Suit.

Supported living
TREGO by Gillette/Eatwell



Supported living
TREGO by Gillette/Eatwell

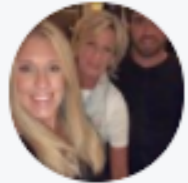


Eatwell dining set
Shirley Yoon
2014
Eatwell uses high contrast colors to stimulate appetite and has a range of other specially designed products for users with visual impairments. The dining set won first place in a 2014 design competition organized by the Bionics Centre for Limbics.
Courtesy Shir Yoon

TREGO shaver
Shirley Yoon
TREGO combines a color display with a tone of vibrating gel to act as a tactile guide. The shaver won first place in a 2014 design competition organized by the Bionics Centre for Limbics.
Photo: Ben White courtesy Gillette

Shower seat
Shirley Yoon
The shower seat is a specially designed product for users with visual impairments. It features a tactile guide and a color display to help users navigate the shower safely. The shower seat won first place in a 2014 design competition organized by the Bionics Centre for Limbics.
Courtesy Shir Yoon





Sue Lewane Erickson Goodrich Eat well was so helpful to my 88 year old Father. ...

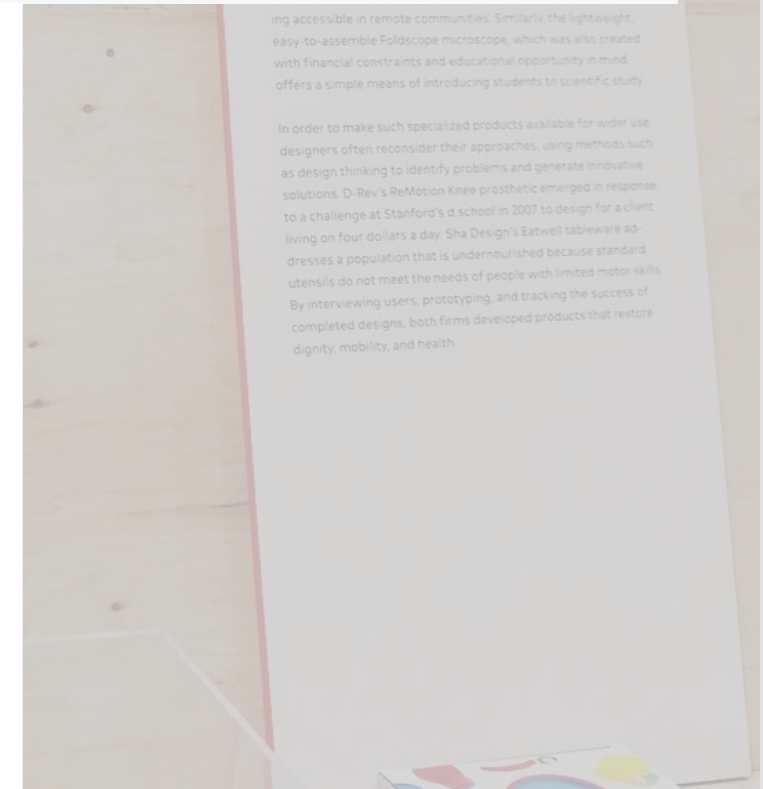
My hope is one day that all skilled nursing home's had Eatwell eating utensils for their clients.
Perhaps the states could make it a mandatory.



Sue Lewane Erickson Goodrich

I highly recommend Eatwell Assistive Tableware set!
I purchased a set for my beloved Father.
He maintain an enjoyed his independence long into his 80's!!!
All skilled nursing facilities should have these for their residents!
Thank you Eatwell for giving my Father independence.
Hugs❤️

Like · Reply · Message · 14w



Lauren Robertson ▶ **Eatwell**

November 30 · 🌐

I used the set with my mom--she died last year at the age of 96. This is really nice stuff with good reasoning behind the design. I highly recommend it--I'm a physical therapist and not connected in any way to Eatwell.

SF
MA

eatwell®

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