

January 18, 2023

Bridging the Gap between Consumers and Products in Rehabilitation Medicine



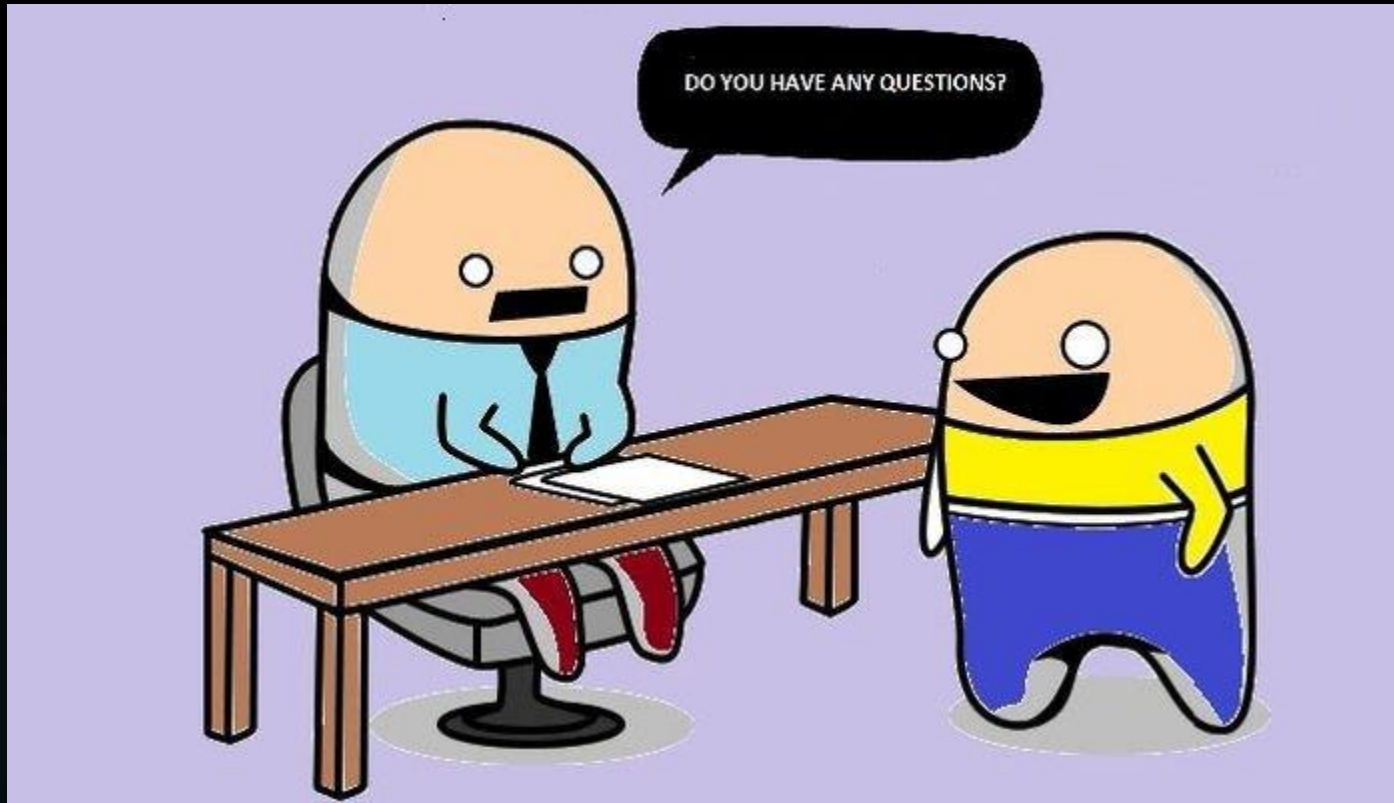
ENGR110/210

Perspectives in Assistive Technology



Deborah E. Kenney, MS, OTR/L
Guest Lecturer

Do You Have Any Questions?



Hot Dog



- ▶ Is a hot dog in a bun a sandwich?

Y = 32%

N = 68%

- ▶ What if the “bun hinge” is broken?

Y = 76%

N = 24%

- ▶ N = 25

Miscellaneous



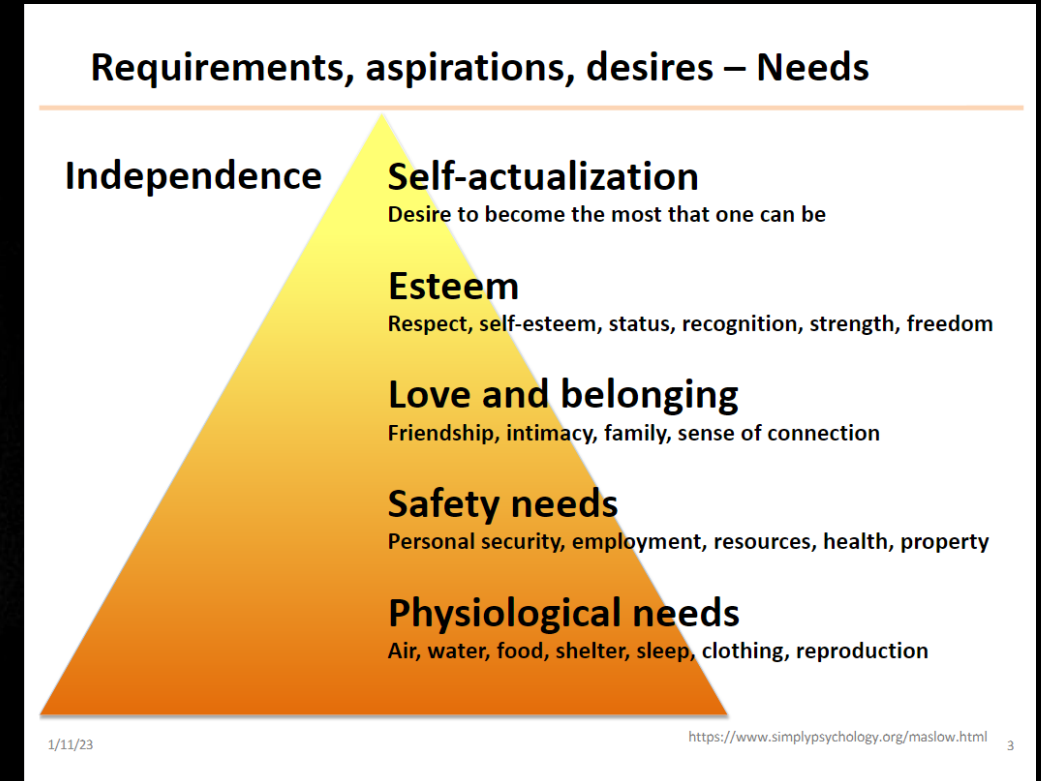
- ▶ Great to meet students to offer advice on their projects
- ▶ Please make up missed lecture sessions
- ▶ Client vs User vs PwD vs Subject vs Project Suggestor
- ▶ The Engineering Design Process is optimized for this class
- ▶ Be proactive & self-directed!



Need - Two Perspectives



- ▶ Gayle - Human needs
- ▶ Dave - What information and understanding is required to determine what is needed to address a problem / challenge



Attendance Sheet, Evaluation Form, and Meet with Dave or Henry Signup



For all students:

- Sign Attendance Sheet - important to verify your attendance
- Google sign up to meet with Dave for lecture makeup and Individual or Team Project discussions / progress reports



For everyone:

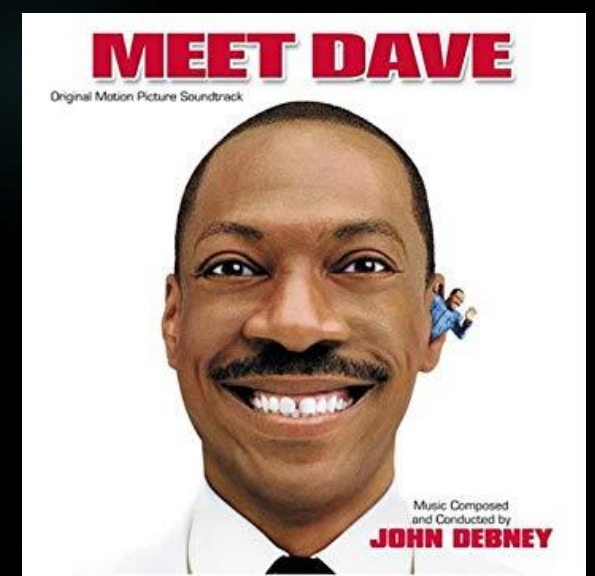
- Fill out Class Session Evaluation Form - this provides feedback to guest lecturer



Benefits of meeting with Dave

- ▶ Make up missed lectures
- ▶ Gain valuable perspectives on your project
- ▶ Optimize your course, team, and project experience

- ▶ My fortune cookie today reads:
“Many seek you out for insightful advice”



Individual Projects



- ▶ For students working on Individual Projects
 - ▶ Meet with me to agree on project topic
 - ▶ No mid-term presentations or reports
 - ▶ Select a project **now**, start working on it **now**
 - ▶ End-of-term presentation ~ 15 minutes



Work with Diligence

- ▶ Time is your team's most precious resource
- ▶ 6.5 weeks of class left to work on your projects
- ▶ Mid-term presentations in 3.5 weeks!



How we judge others

- ▶ race
- ▶ religion
- ▶ gender
- ▶ gender identity
- ▶ skin color
- ▶ appearance: glasses, hair style
- ▶ clothing & shoes
- ▶ anatomy: height, weight, nose, eye color
- ▶ university attended
- ▶ year in school
- ▶ major
- ▶ dorm residence
- ▶ political views & affiliation
- ▶ sport team fan
- ▶ disability
- ▶ age
- ▶ speech / accent
- ▶ medical status
- ▶ immigration status
- ▶ employment status
- ▶ fame / notoriety / celebrity status
- ▶ criminal record
- ▶ driving record
- ▶ place of residence
- ▶ athleticism
- ▶ record of achievement, intelligence
- ▶ material possessions: car, house, phone
- ▶ vaccination status



The course instructor judges your project effort including presentations and reports

Dr Martin Luther King Jr.

How might the teachings of Dr Martin Luther King Jr. relate to people with disabilities and older adults and Assistive Technology?

“I have a dream that **my four little children** will one day live in a nation where they will **not be judged** by the color of their skin but by the **content of their character.**”



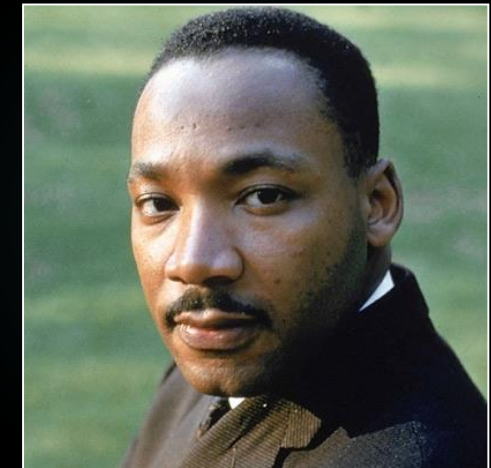
Dr Martin Luther King Jr.



How might the teachings of Dr Martin Luther King Jr. relate to people with disabilities and older adults and Assistive Technology?

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Disability and advanced age do not represent weaknesses of character.



Product Pricing



Product pricing includes much more than cost of materials

Product Pricing



- ▶ **One Time Costs** - Manufacturing equipment and equipment leases, furniture, fixtures, computers, phones, etc
- ▶ **Recurring Costs** - Property and office rent, salaries (labor) / wages / commissions, utilities (electricity, internet, water, garbage, etc)
- ▶ **Product-related Costs** - Product research, prototyping, testing, accounting, shipping, **parts**, profit, advertising (printing), packaging, vehicles
- ▶ **Business-related Costs** - Loan repayments, inventory, financing costs, damaged merchandise, operating and legal expenses, overhead, theft, insurance, membership dues, market research, advertising and promotion, office supplies and equipment, travel, recruiting
- ▶ **Production-related Costs** - Economies of scale, automation, mass production techniques
- ▶ **Scale-related Costs** - Retail price falls with number of units manufactured & sold

Questions?



Tuesday, January 23rd



Stanford Students and Faculty with a Disability



Patty White



Sydney Barta



Sheri D. Sheppard



Bhavya Shah

Today



Bridging the Gap between Consumers and Products in Rehabilitation Medicine

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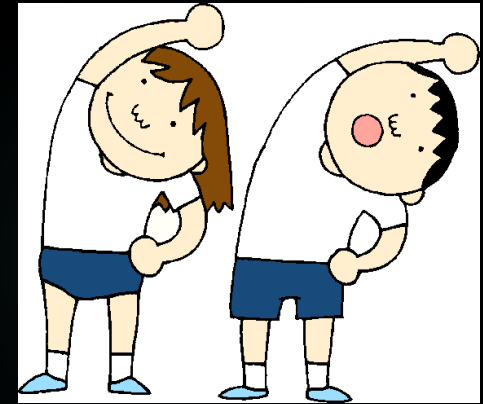
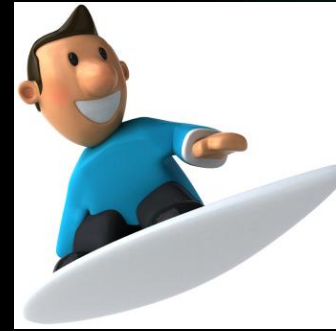
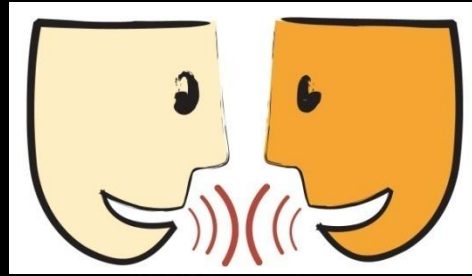
Stanford University

VA Palo Alto Health Care System

Foothill College

Break Activities

- ▶ Attendance sheet
- ▶ Stand up and stretch
- ▶ Take a bio-break
- ▶ Text message
- ▶ Web-surf
- ▶ Respond to email
- ▶ Talk with classmates
- ▶ Reflect on what was presented in class



Short Break

