



**From Idea to Market:**

# **Assistive Tableware designed for People with Cognitive Impairments**

**Sha Yao, MFA | Founder of Eatwell**

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**01**

**About Eatwell**

Click here and support us on Indiegogo!





# 02

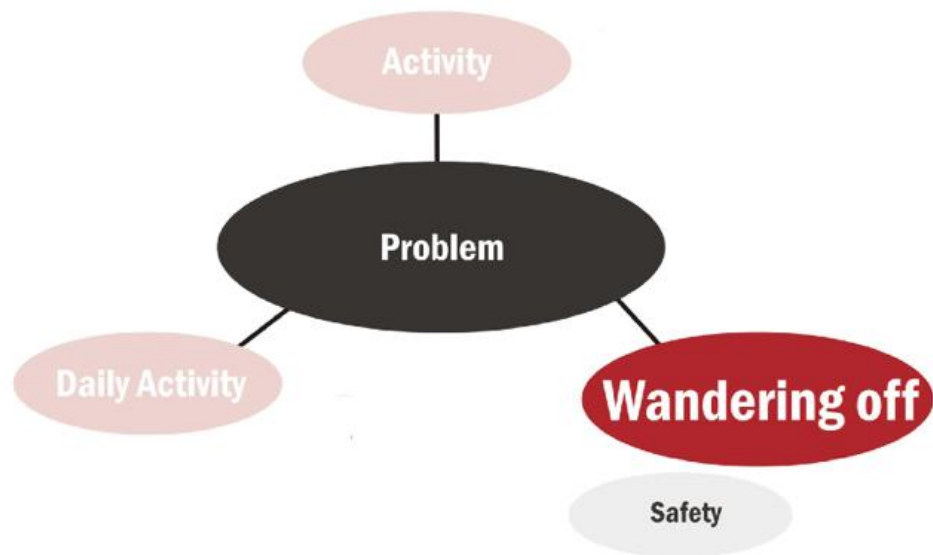
## Design Process

# Design Process



## 1. Define the Problem

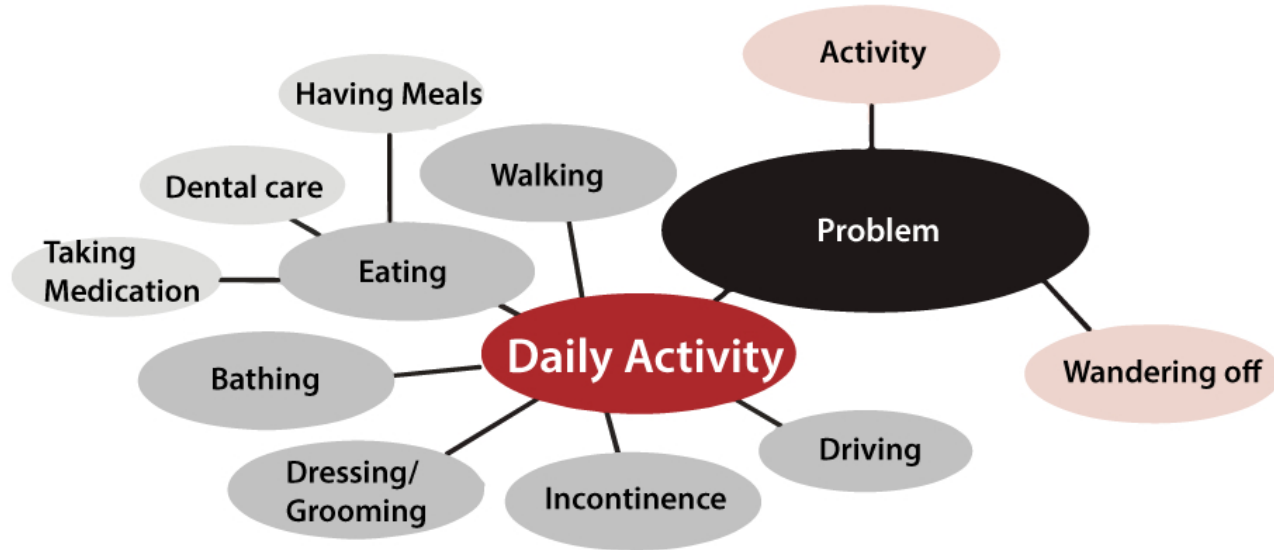
Starting from personal experience, take a step back, conduct market research, and design products or services based on what others need, rather than solely for personal preferences.

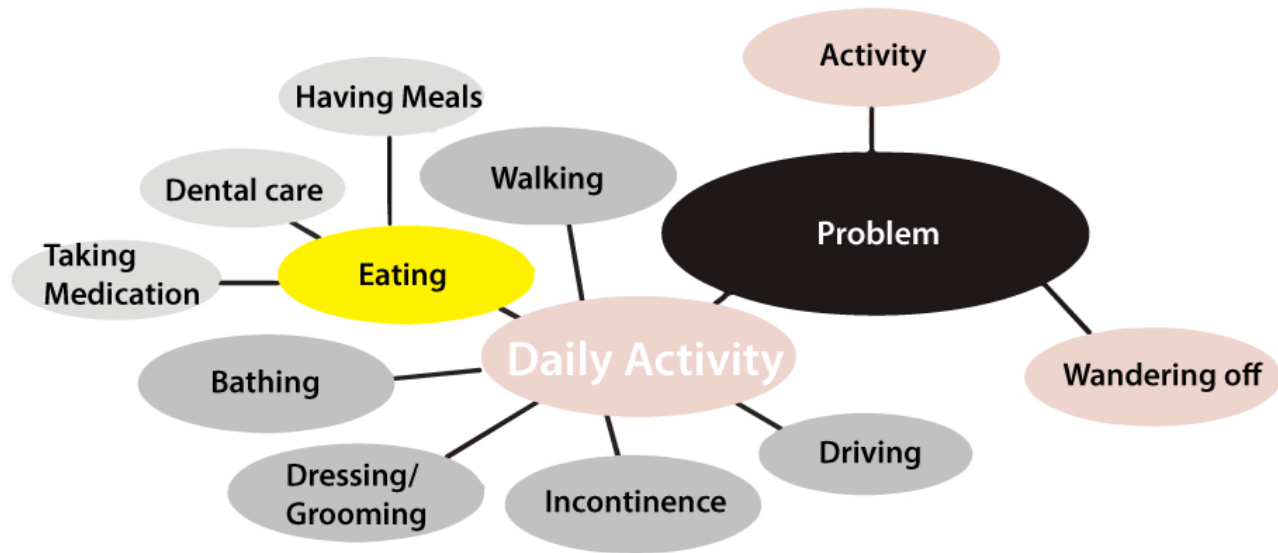






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# Design Process



## 1. Define the Problem


Starting from personal experience, take a step back, conduct market research, and design products or services based on what others need, rather than solely for personal preferences.



## 2. Research

List your stakeholders and understand their relationships. Identify who the users are, who the decision-makers are, and find experts in the industry to learn from them. List the necessary conditions in the Product Requirements Document (PRD) to ensure agreement among stakeholders.

## Eating Problems




The pattern may look like the food and confuse Ada

## Eating Problems

A photograph of an elderly woman with short dark hair, wearing a black top with blue floral patterns. She is seated at a dark table, using a silver butter knife to eat from a white bowl. The bowl contains white rice, green vegetables, and a meat-based dish. A pink speech bubble is overlaid on the image, pointing to the knife. The background is a plain, light-colored wall.

**Inappropriate  
kitchen utensils  
may lead Ada to  
hurt herself**

## Eating Problems

A photograph showing a close-up of a person's hand holding a silver spoon over a white plate of food. The plate contains white rice, orange carrots, and green leafy vegetables. The hand is positioned as if trying to scoop the food, but the spoon is not effectively lifting it, illustrating a difficulty with scooping. A pink speech bubble points to the spoon.

**Typical spoons  
make it difficult  
to scoop food**

## Eating Problems

**Food is easily  
forced out of  
the plate**



## Eating Problems

A close-up photograph of a hand holding a silver spoon over a bowl of food. The bowl is white with a blue floral pattern. The food inside the bowl appears to be a soup or stew with green beans and other vegetables. A pink speech bubble is overlaid on the right side of the bowl.

**Typical bowls  
confuse Ada and  
she won't finish  
her food**



# Design Process



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## 2. Research

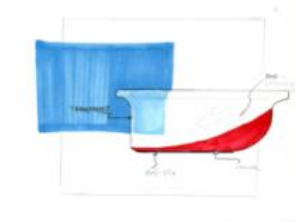
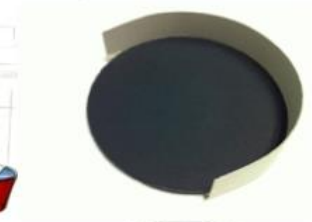
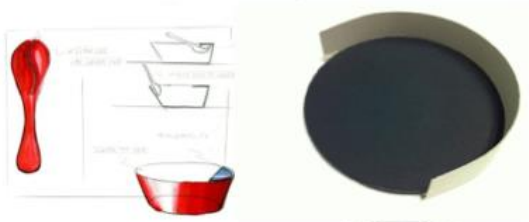
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## 3. Design

Employ sketches to articulate ideas and depict various possibilities. Develop functional prototypes for testing purposes. Progress to 3D modeling and rendering, and contemplate utilizing CNC or 3D printing for a more polished and accurate representation.

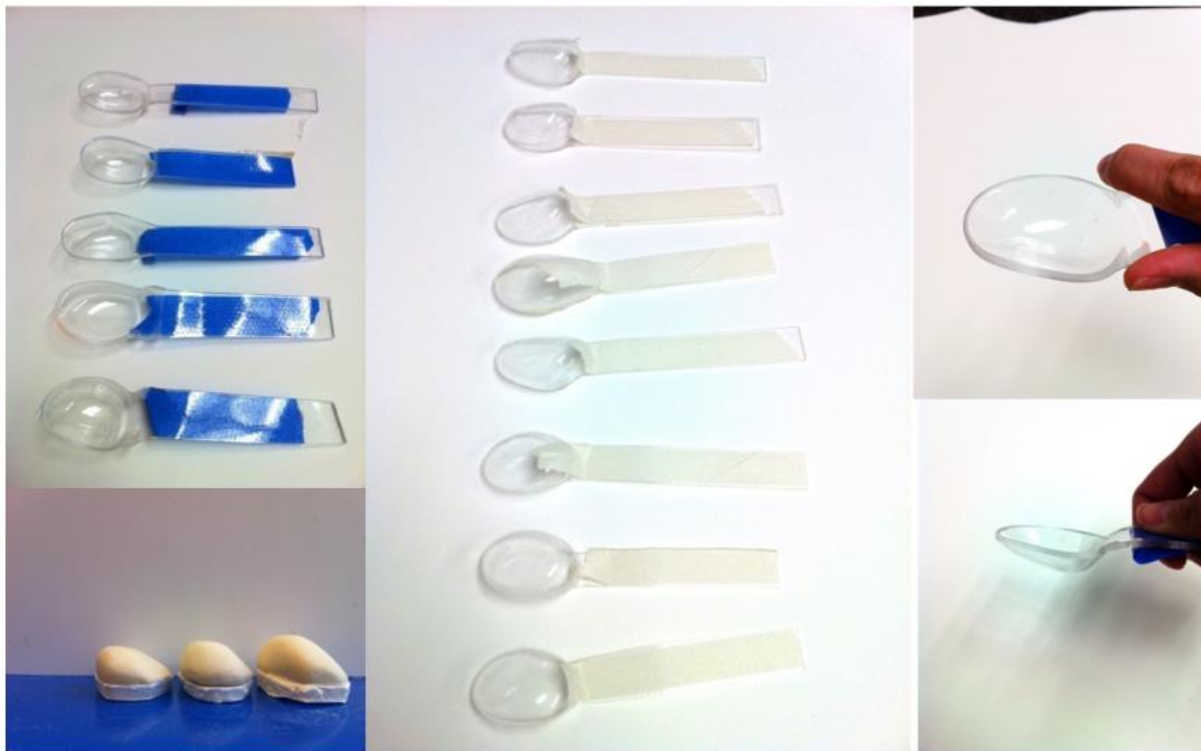
# Development



# Development



# Development



# Design Process



## 1. Define the Problem

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## 4. Implementation

Considering the manufacturing process. Choose suitable materials, colors, and finishes. Add more product details to enhance usability and convenience. Continuously evolve the product based on feedback.








**03**

**Bringing  
Eatwell to life**





**“I believe starting a company is like jumping off a cliff and assembling a plane on the way down -- your willingness to jump is your most valuable asset as an entrepreneur.”**

**- Reid Hoffman**  
Linkedin founder

# Bringing Eatwell to life

## Business Plan



# Bringing Eatwell to life

Business Plan

Networking / Resources



# Bringing Eatwell to life

Business Plan

Networking / Resources

Funding

A banner for the Stanford Center on Longevity Design Challenge. The background is dark blue with a silhouette of a human head in profile, filled with various colored gears (red, green, blue, yellow) and arrows, symbolizing cognitive processes. The text is white and red. At the bottom, there is a small circular icon with a white square and a black arrow pointing right.

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

Stanford Center on Longevity Design  
Challenge

# Bringing Eatwell to life

**Business Plan**

**Networking / Resources**

**Funding**

**Production Planning**



# Bringing Eatwell to life

**Business Plan**

**Networking / Resources**

**Funding**

**Production Planning**

**Marketing**



# Bringing Eatwell to life

**Business Plan**

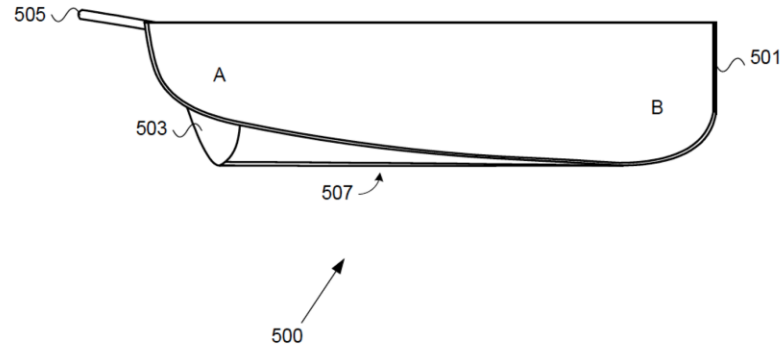
**Networking / Resources**

**Funding**

**Production Planning**

**Marketing and Sales**

**Legal**



# 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

Featured

**\$110** USD

**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



# Bringing Eatwell to life

**Mass Production**

**Tooling (scalability)**

**Regulations**

**Packaging**

**QC**











# Bringing Eatwell to life

## Distribution



# 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 MO  
MA





# 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 Muriak, 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  
[@prattexhibits](http://www.pratt.edu/exhibitions)  
[@designmuseum](https://twitter.com/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 Thormsen, Gerhard NOO, from his book *Ageing Gracefully: Portraits of People Over 100*; Fumi Nagasaki, *It's April*. Details: Yves Béhar / Fuseproject and Superflex, Aura Power Suit.





**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



1



**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.

esign for Social Change

Design—whether focused on social, environmental, or digital issues, often has different meanings for a consumer in order to make more change ideas. Our set has received many positive reviews and testimonials. Positive and distribution methods have led to a number of active projects around the world. Through affordable children's labor, One Laptop Per Child sends thousands of easy digital cameras to help connect less fortunate children to the world. Similarly, the giveaway kit to assemble Foldscope microscope, which was also created with financial constraints and educational purposes in mind, offers a simple means of introducing students to scientific study in order to make such specialized products available for them too.



# FAQ

**Do you have any questions?**

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[Eatwellset.com](https://eatwellset.com)