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Introducing...

# Chris Gidwell

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Industrial Design Director - Eureka

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@RSADesignAwards  
#RSADesign



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# The Hygienic Home

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Design or redesign a floor cleaning product that will make cleaning easier and more effective, enabling older people to maintain their independence for longer

**Awards:**

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The Eureka Award of £3000



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# The Hygienic Home

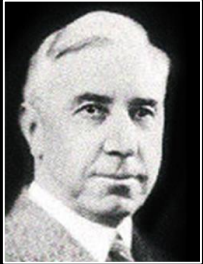
# Who are we?

- Eureka are one of the leading brands in floor cleaning appliances in the US. With headquarters in Boston, Massachusetts and a history spanning over 108 years we are also one of the oldest brands in the product area and were founded in a spirit of innovation.
- Eureka is now part of the Midea group. Midea is the world's largest producer of major appliances. Established in 1968, Midea is publicly listed and, since July 2016, a Fortune 500 company that offers one of the most comprehensive ranges in the home appliance industry. Midea specializes in air treatment, refrigeration, laundry, large cooking appliances, large and small kitchen appliances, water appliances, floor care and lighting.



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# Rich History



**1909**

Founded in Detroit by Fred Wardell



**1915**

A Eureka vacuum wins Grand Prize at the San Francisco International Exposition



**1945**

Merged with Williams Oil-O-Matic



**1960**

Ventured beyond vacuums to produce a thermal battery for NASA and the first US product electric car



**1974**

Purchase by Electrolux



**1982**

TIME Magazine names Mighty Mite top 10 design of the year



**2008**

Envirovac that helps consumers achieve a greener clean



**2016**

New look launched



**2017**

Where to now?

Over 100 years of innovation

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# Our New Messaging

- We provide Intelligent Solutions that improve your overall cleaning experience.
- We're all about you and our products are designed solely with you in mind.
- We strive to make cleaning 'suck' less for you.



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# Our Target Consumer

- The Eureka consumer is not defined by a demographic but by the phrase 'Intelligent Shopper'.
- An Intelligent Shopper wants the best possible performance and innovation in their price range that will save time and make life easier.
- An Intelligent Shopper can be anyone; blue collar, white collar or no collar, young or old.

# Why do we support the SDAs?

- Encourage the next generation of designers to continue the culture of innovation.
- Encourage students to address real issues, gain a thorough understanding of them and use that understanding to develop products that benefit all users.
- Encourage students to develop a mindset where they put themselves in other peoples' shoes and question everything.



# The Brief

Design or re-design a floor cleaning product that will make cleaning easier and more effective, enabling older people to maintain their independence for longer.

# The Issues

- More people are living longer and their ability to undertake even simple tasks can become impaired by the aging process and the physical degeneration and medical conditions that it can entail.
- Understandably people want to remain independent in old age, remaining in their own homes rather than having to move in with a family member, going into sheltered accommodation or entering old people's homes.
- There is also a benefit to society in general of enabling older people to retain their independence as the cost of providing social care is set to rise in line with the increase in the senior population.

# The Issues

- One of the key ways that we can enable people to remain independent for longer is to provide tools that give them the ability to keep their homes clean.
- Traditional floor cleaning appliances are often heavy and cumbersome whilst newer, automated products are still very expensive yet are only capable of removing surface litter.
- A need exists for floor cleaning products that are easy for people with a variety of impairments to use yet capable of really cleaning all the floor surfaces commonly found in people's homes.

# The Award

The Midea / Eureka Award will be £3,000

The judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

Aside from the monetary prize this project is intended to encourage students to research and understand the situations of others. It is intended to make them observe, question, simulate, test and ultimately understand and empathise with the impairments that old age can bring, teaching them to design for others and not just from their own perspectives. This valuable skill will be something that they can apply to different situations and projects throughout their careers.

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# Advice on approach to the project

This brief requires you to research the needs of the aging population and design accordingly.

It also requires you to gain an understanding of how you clean different common floor surfaces found in the home.

Using the principals of inclusive design the design should appeal to a broad spectrum of users. What enables the elderly to use the product should lead to a better experience for all users.

# Advice on approach to the project

For the purposes of illustration only, viable responses could include:

- A floor cleaning devise that is easy to use by those with age related impairments.
- A floor cleaning devise that promotes use and encourages the elderly to keep their environments hygienic.
- A floor cleaning devise that appeals to everyone but caters for the needs to the aging population.

# How does this relate to Eureka?



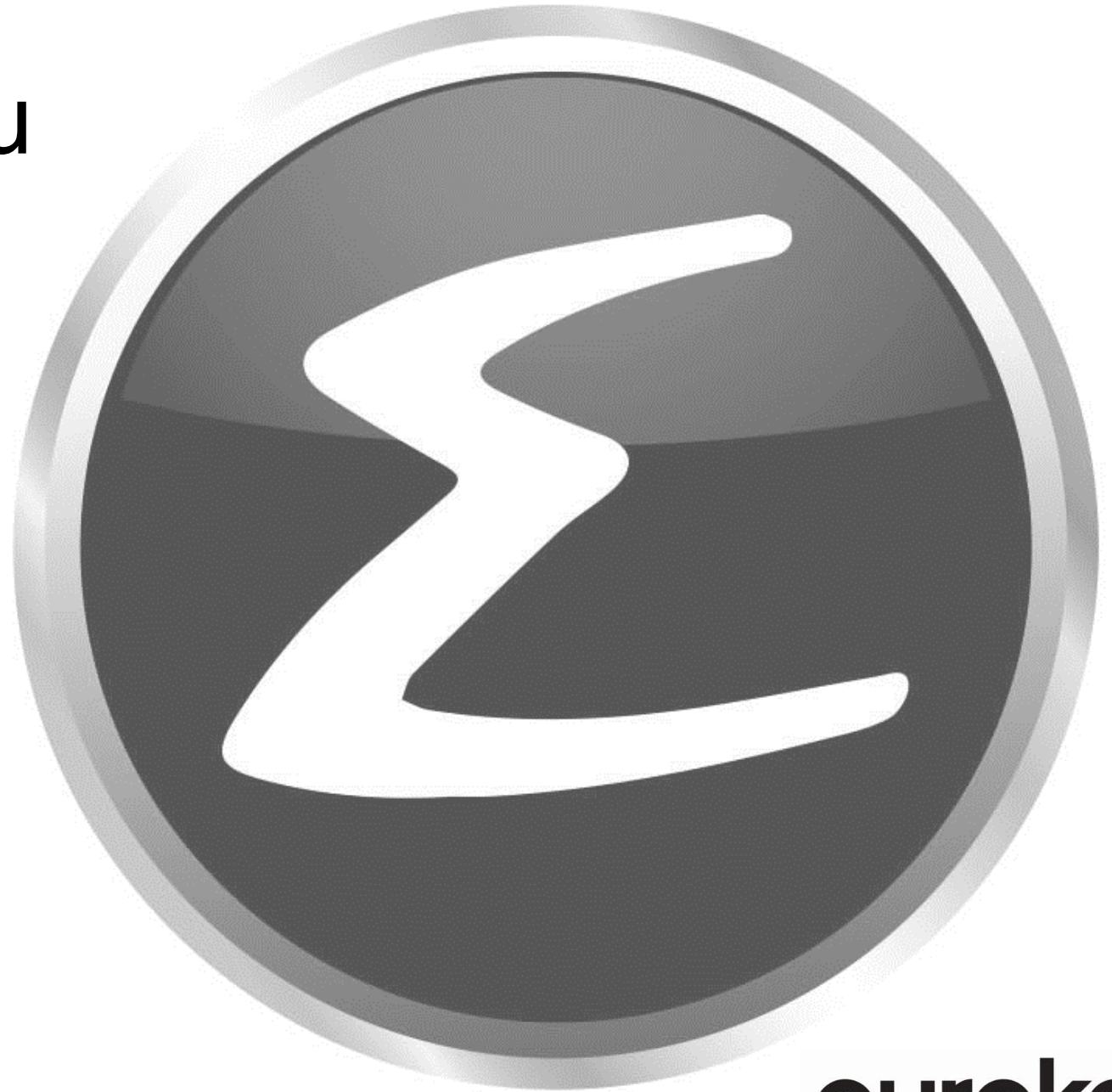
Through the principals of inclusive design a product designed to aid those with impairments should make for an easier experience for all.

*The Eureka reason to believe: Eureka has been innovating for over 100 years. In everything we do we believe in making the lives of consumers easier. We believe in thinking differently and with purpose. The way we make the lives of our consumers easier is with products that are efficiently designed, easy to use and do what they say they're going to do.*

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Thank you



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