DEMENTIA FRIENDLY GUIDELINES
FOR SMES

MARCH 2023

Dementia friendly Guidelines

People:

- *Unique device, different users: User profile*
    - o Register user information and associate to individual profile
    - o Differentiate the interaction levels: increase/decrease the complexity, the accessibility to content areas
    - o Adaptability to different sizes or one-size-fits all
    - o Remember different sizing
- *Unique device, unique user: Personalization*
    - o Make the device pleasant and individual: choice of materials, colours, textiles, sensory features and feedbacks (sounds, volume, vibration …), size
- *Different devices, different users: Customization*
    - o Differentiate the devices and their function: increase/decrease the complexity of interaction, different shapes, different colours, different materials

Environment of use and installation:

- *Self-standing products*
    - o Dimensions of the product
    - o Matching with the existing environment
- *Plug-and-play solutions*
    - o No need of external support
    - o Transportability: weight, wheels, handles,…
- *Additional support required*
    - o Proximity to electrical plugs
    - o Specific position in the house (e.g. table height, next to doors, …)

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  o Need of internet connection – Wi-Fi, incorporated or cable

  o Connection with other devices/systems

  o Need for a technician for the instalment

· *Packaging*

  o Clear explanation of the content (list of pieces)

  o Clear representation of the product on the outside

  o No stigmatizing design (childish or medical, or pathology cantered)

  o Easy to open

  o Easy to store (if needed)

  o Easy to dispose (sustainability)

  o Include reference to the producer

  o Include instruction manual

· *Instruction manual*

  o step-by-step illustrated guide on how to install and how to use

  o multiple languages

  o clear instructions (simple short sentences, reference to figures)

  o instructions on how to clean and maintain the product after use

Use:

· *general features of the product*

  o buttons should be recognizable, easy to see and press, with a clear function. indications on the function can be provided with additional graphic details (text or icons) on the button or on the closest part of the screen

  o text should be big enough to be readable and be provided with linear, recognizable and simple to read fonts (e.g.: prefer linear fonts with clear distinction between letters and use a maximum of three different dimensions in the texts.)

  o Support texts with images and use colours and text dimensions to enhance specific information: the information should be easy to

understand from the text only and from the images only. The use of colours needs to be calibrated to enhance contrasts and to be accessible to colour-blind persons.

o The possibilities for a misuse of the product should be reduced at minimum.

o The structure of the design should be robust enough to resist to accidental interactions (e.g., falls, spills, rips,..).

o Provide sensory feedbacks (sound, vibration, lights) paying attention to avoid overstimulation: the amount and the quality of feedbacks can be de-/activated and regulated on demand, and customized for the different users or phases of dementia.

o Avoid childish qualities

o Provide challenges and stimuli tailored for the abilities of the person with dementia, or systems that can be adapted

Mainteinance

· *The person with dementia should always be the beneficiary of the function of the product, but other figures might play relevant roles in setting up, using or maintaining the product: take into account the different abilities, the time   for the set-up and maintenance compared to the efficacy of the system to*

accomplish the task it is designed for.

· *The materials and the shape should allow to **care** for the product in the domestic environment: provide clear information about how, when and how the product needs to be cleaned, and make sure that the materials are in compliance with care standards. Spaces where bacteria can be collected should be avoided or made easy to access for deep cleaning.*

· *Specify if the product can be easily **repaired** at home in case of breaking or failing, or if refurbishing is an option.*

· *Make the steps to **recharge and update** the product accessible, logical and*

easy (eg. providing feedbacks when the battery is low, incorporating the wire for the connection with electricity, providing a sim card if internet connection is needed for updates,…).

· *Provide clear instructions for the **storage** of the product when not in use.*

Ethics, data protection and physical risks

· *The product should be designed to **avoid** being used to constrain or pacify the person.*

· *The **personal and contextual information** collected by the product shall be treated in confidential way according to international regulations, respecting the privacy of the person and providing clear information regarding the data protection. It should be possible to adjust, personalise and cancel personal and contextual data, and the provider should use encryption if needed to reinforce the protection.*

· *Make clear who controls and insert the data, in case a legal protection is provided (e.g. formal or informal carer, relatives, tutor,…)*

· *Pay attention that the product should not become a source of **harm** in case of malfunctioning or hackerage.*

Costs and accessibility

· *The cost of the product should be in line with the perceived value of the product: the product might be dismissed after a limited amount of time depending on the advancement of dementia, for some products a leaning agreement based on a monthly fee can be a better option than a purchase with a single transaction (e.g. B2B, B2C, B2B2C)*

· *The possibility to return the product to the supplier when it is no longer being used is an option to take into account.*

· *Make sure that you are addressing the right party when designing the product/service: is the product purchased by the person living with dementia*

or their care network? Is there a support from health insurances, tax reduction or other budgets?

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