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A report by Design Age Institute, in collaboration with more than 2,000 u3a members, highlights the frustrations of everyday packaging for older adults.

Earlier this year, more than 2,000 u3a members participated in a survey with Design Age Institute on the most frustrating everyday objects as we age.

The compelling findings have been compiled in a report, and show the biggest stress factors identified in homes were packaging-related, with over 60% of all respondents choosing packaging as their main frustration.

Things such as struggling to open a carton of orange juice, or peel back plastic wrapping on food, can cause enormous frustration.

Other everyday household items which were identified as causing significant frustration and annoyance include:

- Duvet covers 13.3%
- TV remotes 5%
- High cupboards 5%
- Keys and locks 3.5%

Sam Mauger, chief executive of u3a, says: "The results of the report will not come as a shock to the many members of u3a who have struggled for years with everyday household objects in packaging that seems only to make their lives more difficult.

"Something as simple as trying to open a carton of orange juice can cause enormous frustration.

"But it does not need to be the case. This is an opportunity for businesses to sit up and take notice, and ensure future designs are inclusive and fit for purpose."

You can read the full report on [our Social Impact page](#).