

Deana McDonagh

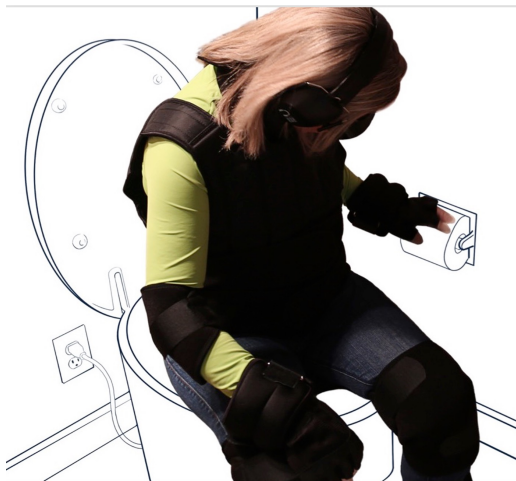
Professor of Industrial Design
Director of the (dis)Ability Design Studio

Beckman Institute for Advanced Science and Technology
[Affiliate Research Page](#)

Email: mcdonagh@illinois.edu

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Bringing into the new product development process the voice of individuals that may be typically overlooked and underserved. Empathic design research can ensure an individuals personal lived experience and needs are reflected in design outcomes.



Research Interests

- Designed *by* rather than design *for* new product development
- Integrating the lived experience into the design process
- Empathic design to ensure products, services and environments ensure the user maintains their independence, dignity and quality of life

Current Projects

- Wheelchair of the future (PURE) that is omnidirectional, handsfree and self-balancing
- Aging in Place – house that is future proofed for existing and future needs
- Reimagining surgical tools for female surgeons

Keywords

Empathy, empathic modeling, aging in place, new product development, innovation, industrial design, design research, destigmatizing disability

Interest Areas for Collaboration/Future Work

Dr. McDonagh is interested in collaborating with experts that can transform the bathroom and kitchen into responsive entities that capture important biodata to support more customized nutrition, can alert the individual (or carers) to potential health issues (preventatively) and scan the body to help identify any changes in skin (areas that cannot be easily monitored).