

What ergonomic barriers do 65+ consumers encounter with Swiffer products?

Procter & Gamble

Swiffer Ergonomic Assessment

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When: Fall 2015

The Opportunity

P&G approached Live Well to conduct an in-depth ergonomic analysis of the 65+ demographic. The team was asked to analyze the consumers' buying and cleaning habits, physical ailments, and how those factors impact their use of Swiffer products.

The Challenge

With an increase in the desire to be independent, combined with joint replacements, arthritis, and other ailments, the 65+ demographic is finding it more difficult to clean their homes.

The Approach

30 consumers participated in a series of in-store and in-home interviews. The first began by taking the consumer to purchase three products: the WetJet, Sweeper, and Duster. At the store, ergonomic data of the consumer interacting with the shelf was collected. At the consumer's home, the team observed as the products were unpackaged and assembled. Dexterity data was gathered, and the consumers gave their initial opinions on the products.

One month later, the teams returned for a second interaction with the consumers in their homes. Additional ergonomic information was gathered, and the consumers shared their experience after using the products for multiple weeks.

The Results

The team presented a thorough analysis of the 65+ demographic, a video showing consumers interacting with the products, and multiple opportunity areas to better reach this demographic.

1 Store shelf redesign

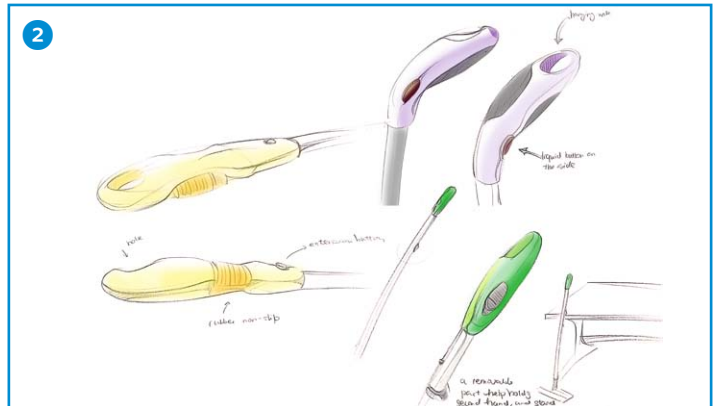
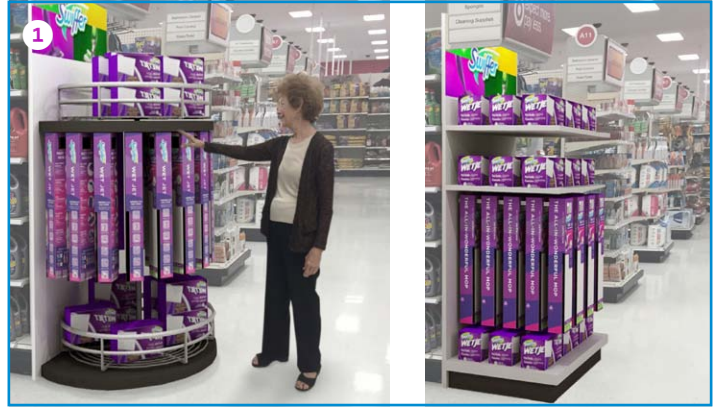
Shelves were redesigned with a universal design focus to make shopping accessible for any consumer.

2 Grip design suggestions

New grip designs focus on the consumers' needs and how the products are intended to be used.

3 Packaging redesign

Graphic changes were applied with consideration to vision ailments and consumer's confusion with current packaging.



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