

Virtual Reality Empathy Platform Ltd.

Designing for Dementia: ‘Using immersive Virtual Reality to produce human-conscious design solutions.’

A Case Study with Tarkett

With contributions from Marilyne Goulard, EMEA Segment Marketing Manager,
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VR-EP has been working in close collaboration with Tarkett since the launch of the pilot project.

Our shared core values have been key to developing products which can help people age well, with a particular focus on those living with dementia.

About Tarkett

Tarkett is a flooring manufacturer and one of the worldwide leaders in flooring solutions with more than 1 million square meters of flooring sold every day across the globe, for hospitals, care homes, schools, housing, offices, stores and sports fields.

Since Tarkett has been working alongside VR-EP they have launched a pilot project across 7 sales networks representing almost 20 countries in Europe. Demonstrating how VR-EP has become an essential tool in the development of Dementia-friendly products.



‘I realised that we lacked the emotional empathy necessary to trigger a deep and real engagement... Virtual reality makes this possible and especially VREP. With VREP you are immersed in a care home and you see through the eyes of a person living with dementia.’

- Marilyne Goulard

EMEA Segment Marketing Manager, Healthcare & Education



VR-EP

Rethinking Design Through the Power of Virtual Reality

Tarkett has been interested in Designing for Dementia for a very long time. Focusing on their Human-Conscious Design™ approach and commitment to create floorings that have a positive impact on the daily life of people, Tarkett has extensively researched and spoken to experts in dementia studies to develop a better understanding of dementia.

‘I realised that we lacked the emotional empathy necessary to trigger a deep and real engagement. And even with the best of wills, it is impossible to know what is like living with Dementia.’

Virtual reality Empathy platform’s involvement with Tarkett presented them with the opportunity to be immersed in a care home environment, seeing through the eyes of a person living with dementia. With access to this tool colleagues at Tarkett could experience the way in which colour, texture and design had an impact on the visual impairments people living with dementia experience.

‘You have some visual impairment and let’s imagine that the surrounded environment is totally white. Walls, floors, furniture are white. It is really disturbing and unstable. It is like walking in the air. You are looking for a support , a handrail. You feel that you are losing control, you are vulnerable and you feel the anxiety increasing. It is extremely powerful.’

With a resonating message to improve designs with people in mind, Tarkett chose to launch a pilot project with 4 countries within Europe, the Middle-East and Africa. EMEA Segment Marketing Manager, Marilyne Goulard worked across sales networks to identify local champions from various regions and train them with the support of VR-EP to build a community and promote the initiative. Since the launch of the project, VR-EP has now been deployed across 7 sales networks representing over 20 countries in Europe; with over 35 champions trained to give demonstrations of the VR-EP tool.

‘VR-EP helped us rethink how we design our flooring solutions for elderly care. Our designers are now fully aware of the Dementia friendly design principles. And I am really satisfied to see how important it is for them now to include these requirements in their developments.’

VR-EP has had a positive impact on how companies such as Tarkett produce design solutions with people’s needs in mind. Looking towards the future Tarkett plan to continue exploring the potential of VR in design as VR-EP continues to develop a programme which addresses further issues such as the impact noise and acoustics on those living with dementia.

Challenges

- A lack of understanding surrounding the visual and auditory impairments people living with dementia experience.
- Difficulty in conveying impairments resulting in a lack of empathy and understanding

Solutions

- Through the application of VR-EP’s immersive experience clients can develop better understanding and empathy.
- Save on time, money and energy during product development stages by utilising product placement within a VR environment.
- Develop VR-EP across EMEA to promote an effective resource across mainstream product development.

Results

- Successfully promoted awareness and understanding surrounding Dementia across over 20 countries.
- Streamlined design processes for more effective product development
- Produced a bespoke experience tailored to the company’s needs.