

designing a positive white cane

a future vision and design approach

The project brief is to design a positive white cane. The classic white cane is a tool that has been used by visually impaired people for quite some time. For all intents and purposes, it works fine, but it also comes with the negative stigma that many assistive products come with. Through subtle social and psychological interactions between product, user and bystanders, negative stigma arrives surrounding the use of the product that makes its intended target group reluctant to use it, as it is not seen as matching their personal identity.

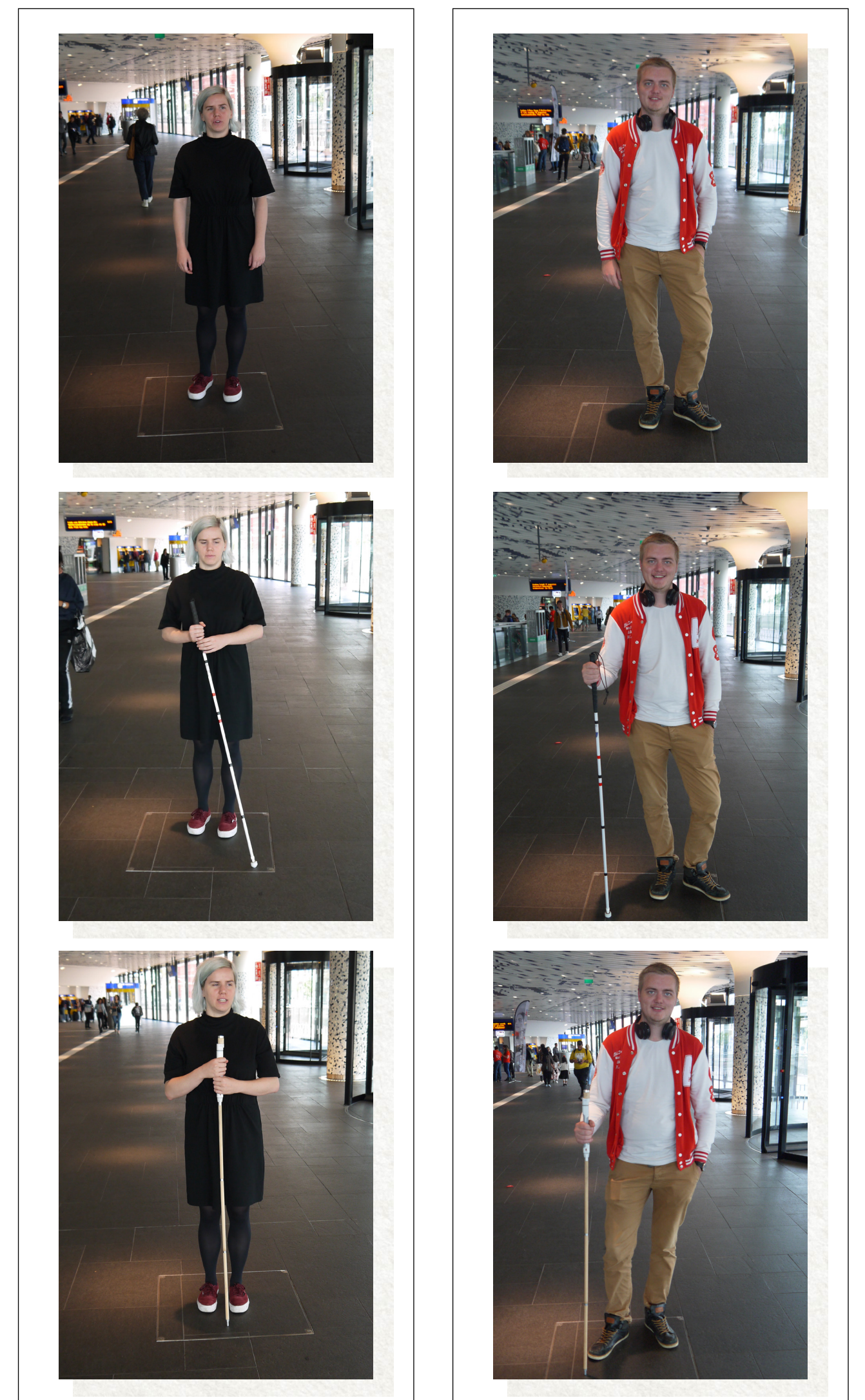
In collaboration with the visually impaired, three different functionalities were decided upon. A unique aesthetic for the white cane was designed which was tested on stigmaticity. This new white cane scored significantly lower on stigmaticity than the current white cane.

The novel functionalities each offer benefits to specific visually impaired personas found in reearch and play into different parts of the visually impaired journey.

1. The first concept allows the visually impaired to train routes autonomously. The connected cane gathers data about walking behaviour, allowing trainers to give more targeted feedback to cane walkers.

2. The second concept calms newly visually impaired and allows them to get used to walking with a white cane. Many visually impaired postpone this of fear of stigma.

3. The third concept allows the visually impaired to incate inaccessible areas to the municipality. This gives them a democratic voice and helps them participate in making a more accessible world for all.



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