**Design for 90**

**Purpose**
90 percent of the world’s designers design for just 10 percent of the world’s population leaving the other 90 percent out of the many benefits of human-centric design. Design for 90 is a group of passionate students who aim to design for that other 90 percent. The group works with community partners to design and create products for typically underserved populations in our society such as people with disabilities, people who are homeless etc.

**Impact**
At Design for 90, students have a valuable opportunity to take the technical knowledge they gain in the classroom and apply it to real-world projects, which have the potential to have major impacts on society.

They get to utilize university resources and develop their technical, leadership and management skills. They also learn the importance of humanitarianism and social justice in our society.

The group’s first project was to develop an adapted feeding utensil for a resident at the Heinzerling Memorial Foundation with Cornelia de Lange Syndrome (CdLS). The syndrome caused the resident to have arms which end at the elbows. The group has finished its prototype for the resident and it is currently being tested.

**Community Partners Involved**
Heinzerling Foundation

**Ohio State Colleges/Units Involved**
- College of Engineering
- Department of Engineering Education
- Humanitarian Engineering Scholars

**How you can get involved:**
- Help us fund our future projects
- Let us know of potential future projects for us to work on
- Come talk to our students
- Support our community partners

To get involved, contact:
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**The Ohio State University**