

## Response to Critiques

- There were mentions that the essay would be improved by the inclusion of specific numerical data from the studies and experiments discussed. This would not be appropriate for all of the studies, as not all of the findings were quantitative, and in many places in the essay, a discussion of the numbers would likely make the points flow less well. It would, however, have improved certain points, as it would have made clear to the reader the extent to which particular phenomena occur.
- The critiques stated that the essay would benefit from more of my own opinions. There may be scope for a more personal approach, which could make the text more relatable for the readers. This seems to be a matter of personal preference, however, and I do not think the essay would be improved by change in emphasis from data-driven arguments to opinion-driven ones.
- It was suggested that there may be too many references in the 3rd paragraph (as an example) to go into detail, and that the lack of depth here made the section seem “almost rushed”. The intention here was to give an overview of the scope of research carried out in the field of gerontology, and it was a conscious choice to keep the description of each study brief. This was particularly appropriate because the specifics of the studies were not central to the point being made - that there are a number of empirically-demonstrated features of the elderly that designers should be aware of. I wanted to include a number in short succession to show the range succinctly, which is likely down to stylistic preference.
- One critique suggested that the role of ergonomics relating to design was lacking, but another praised it as “very good”. This makes it difficult to know how to progress. It may have been improved with better phrasing linking the two, as this was lacking slightly. The definition/characterisation of ergonomics may have benefited from being quoted from another source, although this may have not provided all the aspects of information I wanted to highlight in as few words.
- There were complaints that some of the sentences were slightly too long or “overwhelming”, and that some of the words used were unnecessarily grandiose. This is largely due to my attempt to include as much information as possible as concisely as possible and the desire not to repeat phrasing (which can be jarring), but is something that needs more work on. The comment that some areas are too long would be more constructive if it referred to an example and elaborated, as I currently feel that I wrote an appropriate amount for each section.