DESIGNING FOR DISABILITY AND INCLUSIVE DESIGN

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DESIGNING FOR DISABILITY

Would you call these a disability product?

DESIGNING FOR DISABILITY

Who are we talking about when we say designing for 'disability'?

ANYONE DISABLED *BY SOCIETY*

So this includes:
- People with a *physical* disability
- People with a *cognitive* disability such as a learning disability / difficulties
- Older people
- Very young people
- Anyone who is 'disabled' by a context or environment

ASSUMPTIONS OFTEN MADE

Disabled people are disabled in all scenarios
- Disability is contextual and dynamic for each individual – people are rarely disabled all the time, just in some contexts. Equally, 'non-disabled' people might also be disadvantaged in some scenarios.

Disabled people need custom products catered to their disability
- Disabled and non-disabled people often experience similar problems in the same context and could both use the same product. Why not design one great product?

All disabled people want to hide their disability
- Some disabled people do not identify with it e.g. 'deaf' community but other treat their disability proudly as part of their identity e.g. 'Deaf' community.

Disability products only need to be functional
- Design mediocrity of products for and used by disabled people increases stigma. Why shouldn't we expect the same of products used by disabled people as any other product.

INSPIRATION

IMAGINE A WORLD WHERE…

- All products were inclusively designed so they could be used by disabled and non-disabled people alike…

- If it is helpful for disabled people to have a specific product for their needs, these products are just as sensibly priced, beautiful, fashion-led and offer as much choice as 'mainstream' products, and allow disabled people to show off or conceal their disability as they wish…

HOW DO WE GET THERE?
<u>INCLUSIVE DESIGN</u>

"The design of mainstream products and/or services that are **accessible to, and usable by, as many people as reasonably possible...** without the need for special adaptation or specialised design."

By meeting the needs of those normally excluded from product use, inclusive design improves product experience for all.
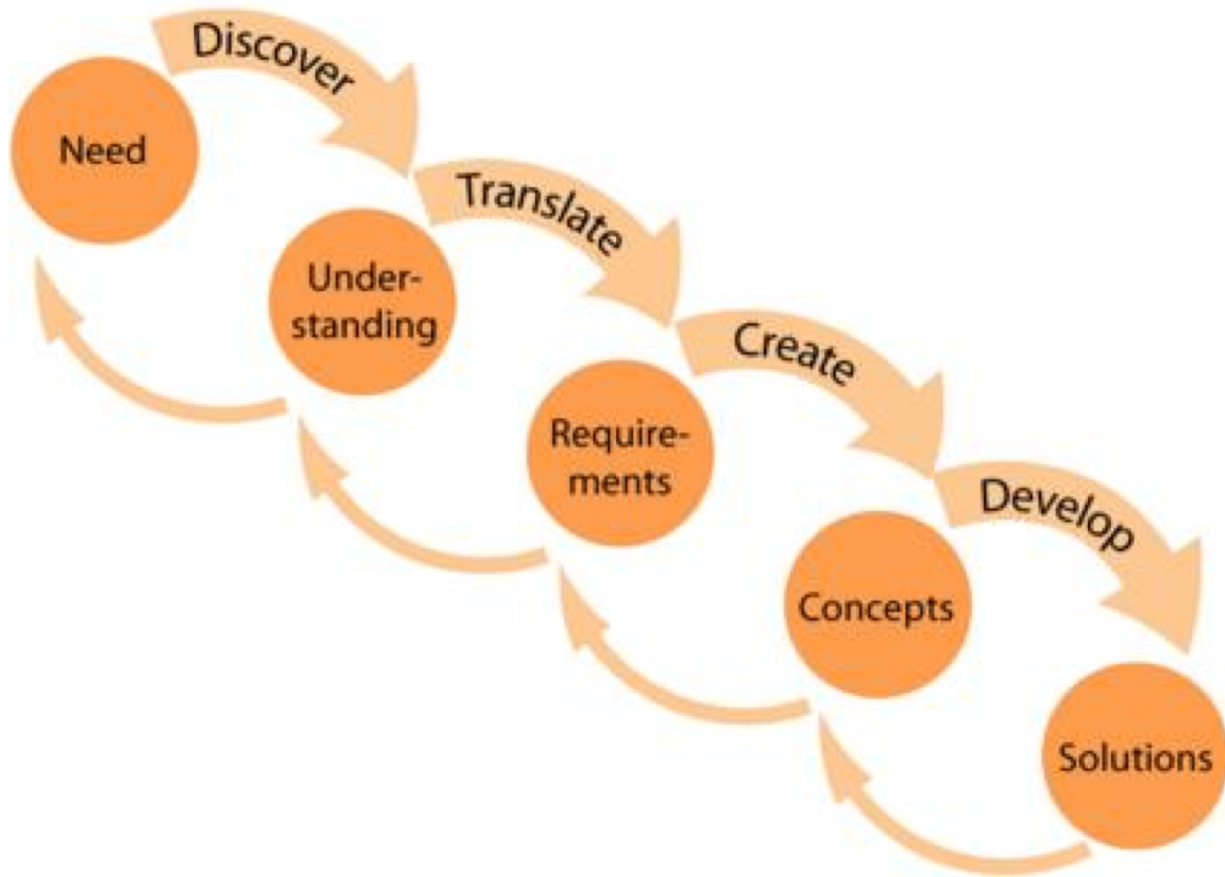
WHAT IS <u>NOT</u> INCLUSIVE DESIGN

- **A stage** that can be added to the design process.

- **A design requirement** that the product should be **easy to use.**

- Solely about designing products for a **particular capability loss.**

- Designing **one product** to meet the needs of the **entire population.**

WHAT <u>IS</u> INCLUSIVE DESIGN

- Designing a **family of products** to provide the best possible **coverage** of the population.

- Ensuring each individual product has **clear and distinct target users.**

- **Reducing the level of ability required** to use each product – keep it **simple.**

THE INCLUSIVE DESIGN PROCESS

TIPS FOR DESIGNING

- Consider disabled and older users <u>from the outset</u> through using an inclusive design process, not at the end.

- Make prototypes as early as possible and test them with a range of users including disabled and older people to get feedback.

- Avoid conventions that may be unfamiliar to some – e.g. 'Enter' may not make sense to some older people.

- Products should <u>not</u> try to be all things to all people – keep it simple. Products should be accessible to everyone, not necessarily accommodate everyone's needs.

PERCEIVED BARRIERS TO USING AN INCLUSIVE DESIGN PROCESS

- Belief that inclusive design **takes longer and costs more.**

- **No high-level business strategy support** for inclusive design, in organisation structures, devotion of resources, values, or incentives.

- **Existing innovation/development** processes do not accommodate inclusive design or do not function well.

BENEFITS OF USING AN INCLUSIVE DESIGN PROCESS

- **Better products** which are **simpler** for all to use.

- Project teams have a **clear focus and objective** based on real user and business needs.

- Greater **user satisfaction and loyalty.**

- **Increased sales and greater commercial success** – clear differentiation from competitors.

- **Reduced product development risks** – building the right product and building the product right.
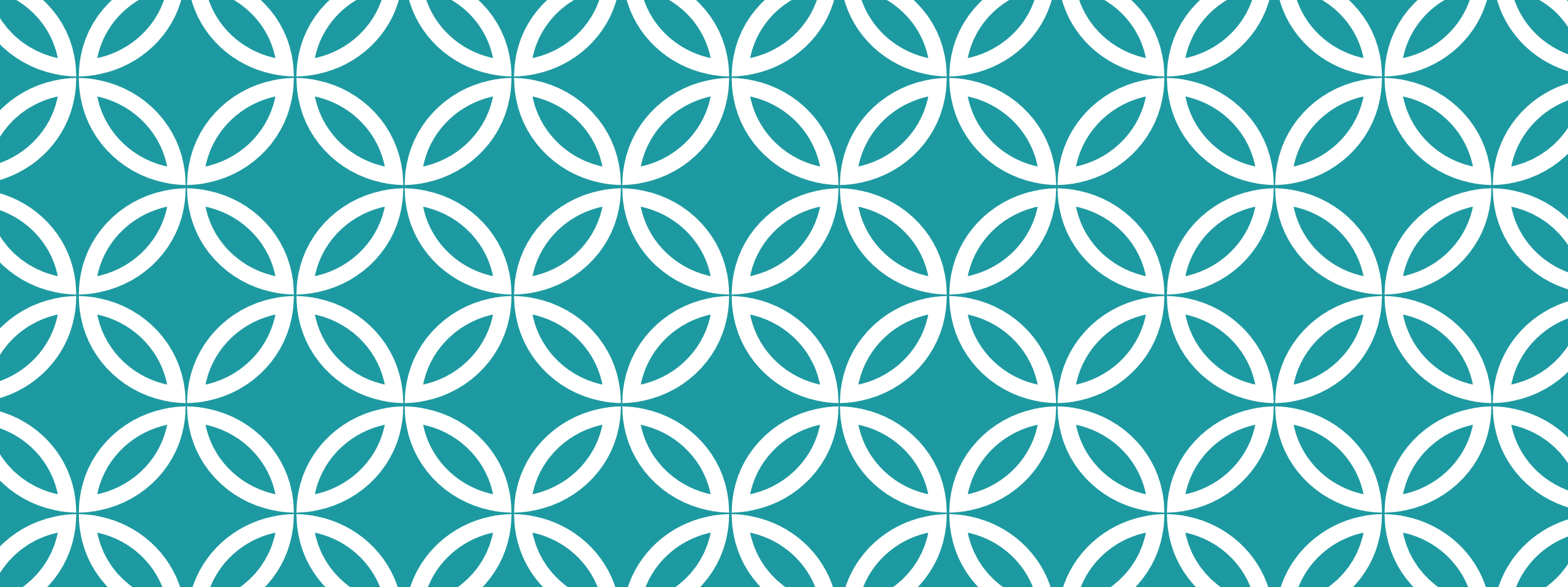
QUIZ!!

1. The grey pound refers to older people's disposable income, the pink pound to gay/LGBT people's disposable income. What colour is the disabled pound?

2. What percentage of the world's population is disabled?

3. How many disabled people are there in the UK?

4. What percentage is that of the UK population?

5. How much is disabled people's disposable income collectively worth?

6. By comparison, how much is BME disposable income? And gay/LGBT people's disposable income?

7. What is the most commonly reported impairment by disabled people?

8. High street businesses are said to turn away how many customers by not accommodating disabled people – 1in 5, 1in 10 or 1 in 20?

9. What is a disability champion?

DISABILITY CHAMPIONS

- Retail: Helen Drury, Intu

- Leisure: Huw Edwards, ukactive

- Tourism: Chris Veitch, Access New Businesses

- Airports: Michael Connolly, OCS

- Banking: Trudie Hills, Lloyds Bank

- Gaming: Dr Jo Twist, Ukie

- Media: Dan Brooke, Channel 4

- Hospitality: Robin Sheppard, Bespoke Hotels

- Music: Suzanne Bull, Attitude is Everything

- Advertising: Sam Phillips, Omnicom Media Group