



The BT Freestyle, an inclusive design success story?

Dave Barrett, Inclusion and Accessibility Manager, BT

Inclusive Design and BT

- 1984 special section devoted to 'older and disabled consumers'
- 1998 saw the launch of BT's first Big Button phone
- Before 2005, BT's approach to inclusive design was ad hoc

Impetus was needed to drive inclusion

Our vision is to be dedicated to helping customers thrive in a changing world.

BT has undergone a major transformation

Inclusive design in BT

BT's journey to the adoption of inclusive design was triggered by Scope and a meeting with the Centre for Inclusive Technology and Design (CITD)

BT funded a 3 year project that commissioned the development of the online inclusive design toolkit


So what happened in BT?

Realisation that inclusive design had business benefits


The endorsement of senior management

Freestyle Concept to Market or C2M

• Pre concept	Research into market & customer needs
• Concept	User experience and feedback
• Specify and Plan	Checking users' needs against model
• Test and Trial	Alpha and beta user trials with real users
• Launch	Monitor feedback and corrective action
• Closure/review	Did we meet our original aim, what went well etc.



Research (C2M pre-concept)



The function buttons - I like the fact that the phonebook and back button are different sizes as this will be easier to locate for visually impaired people. It looks like pressing the back button could activate either the call or clear buttons.

Perhaps a solid option as indicated in red.

Again to aid navigation, is it possible to have the call and clear icons etched or raised on the button,

The R and Intercom buttons again being different shape help in navigation.

These line drawings generated 3 pages of feedback

What our customers thought (C2M concept)

Video Observations Video Observations + Map





- "I like the clarity of screen / Magnifying glass phone suitable for a 90 year old"
- "I like the LNK keys"
- "I like the LNK keys that are used the most often"
- "I like the fact that the phonebook and back button are different sizes as this will be easier to locate for visually impaired people. It looks like pressing the back button could activate either the call or clear buttons."
- "Perhaps a solid option as indicated in red."
- "Again to aid navigation, is it possible to have the call and clear icons etched or raised on the button, The R and Intercom buttons again being different shape help in navigation."

BT Freestyle 600 MK2 Freestyle 600 MK2

Getting down to the detail (Specify and Plan)

- Easy to hear – comfortable ear bowl, easy volume adjustment, inductive coupler for digital hearing aids
- Easy to read – high contrast, large characters (on and off screen)
- Easy to see who is calling – 2 line dot matrix display, large characters
- Easy to answer and end calls – large, separate send and end keys
- Easy to hear phone ringing – lower frequency ringer and increase the size of the calls light
- Easy to understand – no icons, no abbreviations, keys with single functionality, intelligent function hierarchy
- Easy to dial – large comfortable keys

Getting it right (Test and trial)

- 180 triallists used it in their own homes
- BT disability user panel trialled it
- Inclusion team review it
- Never too late to test BUT equally it is never too early





Getting the product out (Launch)

The breakdown shows a top ten of call to the Freestyle 750 helpdesk

INITIAL SET UP	2.2%
CALLS LIST/PHONE BOOK	0.4%
TAM	0.4%
NO DIAL TONE-PHONE FAULT	0.3%
CONTINUAL SEARCHING ON DISPLAY	0.2%
AUDIO ISSUES	0.1%
BLANK DISPLAY	0.0%
CONFERENCE CALL	0.0%
REGISTRATION	0.0%
PRE SALE ENQUIRY	0.0%


As a result of the analysis shown in the table, and similar reports by customers across a number of products, an initiative has been started with BT's suppliers to pre-install the telephone line cords. It is planned to roll this out to the Freestyle 7xx range, starting in Summer 2009. Not only will this reduce failures reported as no dial tone but it will reduce confusion over which cord goes into which socket.

Percentage shows the number of calls relative to the sales




How did it go? (Close and review)

We aimed for an easy to use telephone



- Easy to dial
- Easy to read
- Easy to hear conversations
- Easy to hear ringing
- Easy to understand
- Easy to answer and end calls
- Easy to see who is calling

We think we got there but what do others think?





The BT Freestyle, an inclusive design success story?

Disability Now – February 09

DFID Disability Now – February 09

“If you want accessible and usable, there's usually a trade-off to be made. You can't have style, cool, or, most of all, small and neat. But then you ask ordinary people what they want from, for instance, a mobile phone, and they'll say something with reasonable-sized buttons and numbers, and a screen they can read which isn't going to get lost too easily, with hearing aids.”

BT Freestyle 710 Single, 5520180

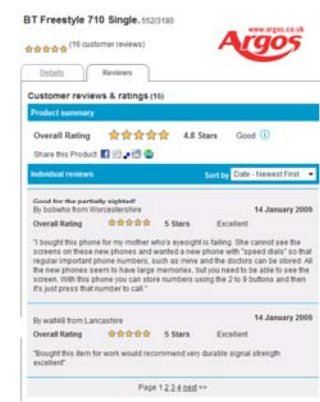

15 customer reviews

Overall Rating: 4.8 Stars (Good)

Individual reviews:

- “Good for the partially sighted!” - 5 Stars (Excellent) - 14 January 2009
- “I bought this phone for my mother who's eyesight is failing. She cannot see the screens on these new phones and wanted a new phone with "speed dial" so that regular important phone numbers, such as mine and the doctors can be stored. All the new phones seem to have large memories, but you need to be able to see the screen. With this phone you can store numbers using the 2 to 9 buttons and then it's just press that number to call.” - 5 Stars (Excellent) - 14 January 2009

Page 1 2 3 of 3

Yes..... and they leave unsolicited comments.

We still have a way to go and I wouldn't say we have it right yet.... but we are on the right path.

