The Case for Inclusive Design

Can you afford not to?

<table>
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<tr>
<th>Design stage</th>
<th>Relative cost of change</th>
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<td>Concept</td>
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<tr>
<td>Detail design</td>
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</tr>
<tr>
<td>Tooling</td>
<td>100</td>
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<tr>
<td>Testing</td>
<td>1000</td>
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<tr>
<td>Post-release</td>
<td>10000</td>
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The Triple Bottom Line

Profit → Product

Planet → People

The World in Numbers

4 Billion
$4 or less income per day

6.6 Billion
Global Population

6912
‘Live’ Languages

1 Billion
People live in slums

1 in 3
GSM Mobile Phone

2007
The year when more people live in urban than rural areas

600+ Million
People with disabilities

2050 – 4:1
Potential Support Ratio

2050 – 2 Billion
Global over 60

Looking at the UK

60 Million
Population

50 : 50
Gender

11 Million
Children

47+
Half Adults

3.4 Million
Asthma

10 Million
Disabled

14 Million
Grandparents

2 Million
Visual Impairment

8% Men

1.5 Million
Diabetes

0.4% Women

9 Million
Hearing Impairment

1 in 10
Left Handed

8% Men

1 in 4
Poor Literacy

2050 – 4:1
Potential Support Ratio
It is normal to be different

The future’s bright, the future’s grey
In 1950 there were 200 Million over 65’s worldwide
In 2005 673 Million
By 2050 2 Billion

The changing world

In 1950 the PSR was 12:1
Potential Support Ratio (PSR) is the ratio of the number of 15-64 year olds who could support one person 65+

In 2000 the PSR was 9:1

In 2050 the PSR will be 4:1
The changing world

In 2050 for the developed world it will be 2:1

The impact of age

How many people have less than “Full ability”?

Source: 1996/97 Disability follow-up survey

It’s not all bad news...

Satisfaction with Life Overall by Age

Source: British Household Survey/Future Foundation (4 waves from 1996 to 2003)

Money to spend and time to spend it

Source: 1996 Family expenditure survey

More than just age

- American women were found to buy or influence 80% of consumer and business goods and services (Survey by Growth Strategies, February 2005)
- 1% of women felt that consumer electronics manufacturers have them in mind (Survey by the Consumer Electronics Association at 2006 CES)
- Only 20% of designers are women (Ramsey and McCorduck, 2006)

Fortune at the Bottom of the Pyramid

The ‘Base of the Pyramid’ represents 4 billion people on $4 a day or less a year
- 985 million are on less than $1 a day
- 2.6 billion are on less than $2 a day

The estimated total market value for this is $5 Trillion
The British Standards Institute (2005) defines inclusive design as: “The design of mainstream products and/or services that are accessible to, and usable by, as many people as reasonably possible, on a global basis, in a wide variety of situations and to the greatest extent possible without the need for special adaptation or specialised design.”

Inclusive design does not
- Imply that one product fits all
- Replace the need for specialist products and services
- Only design products for a particular capability loss

Inclusive design is a response to diversity

Design - how hard can it be?

One users’ experience of trying to download Moviemaker:

“So after more than an hour of craziness and making my programs list garbage and being scared and seeing that Microsoft.com is a terrible website I haven’t run Moviemaker and I haven’t got the plus package. The lack of attention to usability represented by these experiences blows my mind.”

Featuritis

In Microsoft Word 1.0 there were about 100 features. Word 2003 has over 1500

9 out of 10 features that customers wanted added to Office were already in the program.

“They simply don’t know it’s there”

Chris Capossela, Microsoft VP

Only 13% of the public believes that in general technology products are “easy to use” Phillips Index Study 2004

Only a small proportion of users find products easy to use

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"2 out of 3 Americans report having lost interest in a technology products because it seemed too complex to set up or operate." - Philips Index (2004)

The Technology Honeymoon is Over

Somewhere along the way, the promise of the digital revolution to make our lives easier, simpler, better, is not being delivered. In fact, in many respects, it’s only made life more complicated. We must start making things easier for consumers or we will never see the real promise of the digital revolution come to life. And we must do it now.

Gerard Kleisterlee, CEO Philips, CES, Las Vegas, 2004

Design can improve product experience

From Humiliation to Aspiration – Disability without Invisibility

1930’s NHS classified spectacles as ‘medical appliances’, their wearers as ‘patients’

Today it has been recorded that up to 20% of some brands of glasses are purchased with clear non-prescription lenses

Inclusive design can be commercially successful

Inclusive design = Better design
Better design = Good business

A Call to Action

Inspire

Inform

Equip

Thank you for listening