

Tools for Inclusive Design

Good design – a response to need

A coffee pot for use on airlines

- Highly functional
- Highly usable



Good design – a response to diversity

An injector for daily use by all ages

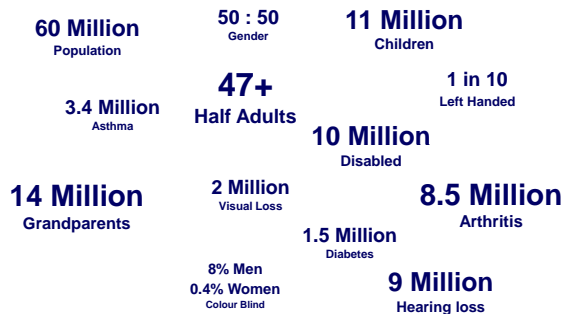
- Highly functional
- Highly desirable



Understanding people



Understanding people



Understanding people

It is *normal* to be *different*



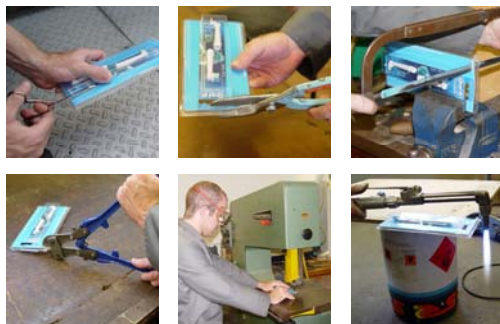
Understanding people



Understanding people



Understanding people



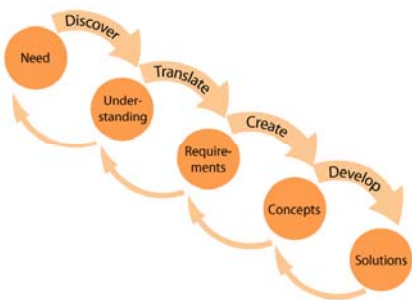
Inclusive design

" the design of mainstream products and/or services that are accessible to, and usable by, as many people as reasonably possible ...

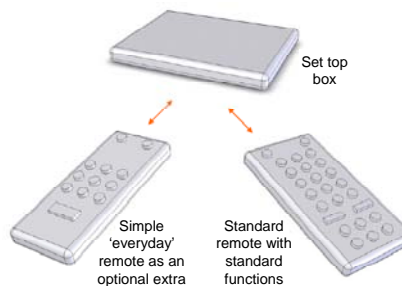


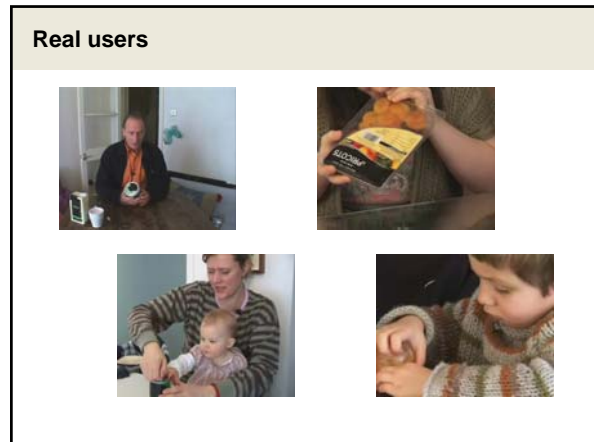
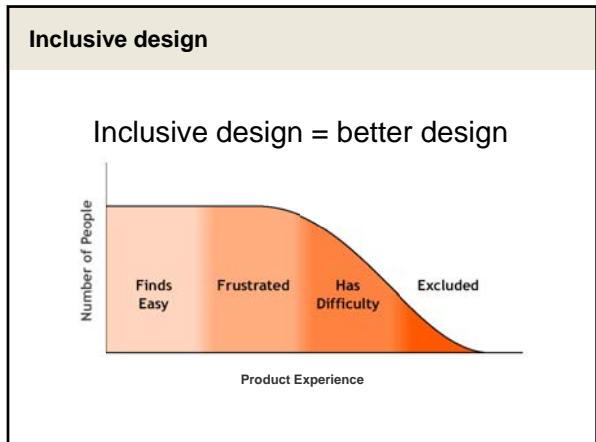
without the need for special adaptation or specialised design "

Inclusive design



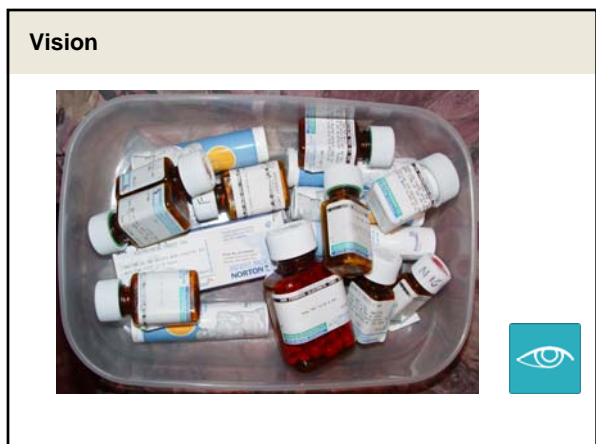
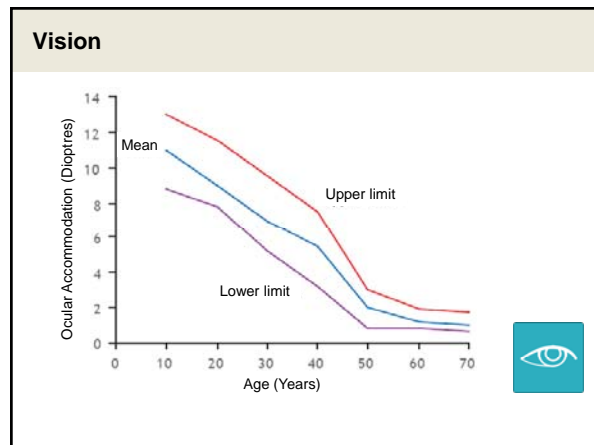
Inclusive design





Real users

- Vision
- Hearing
- Thinking
- Communication
- Locomotion
- Reach & stretch
- Dexterity



Inclusive design toolkit

You are here: Toolkit home > Links & resources > Impairment simulators > Visual simulator

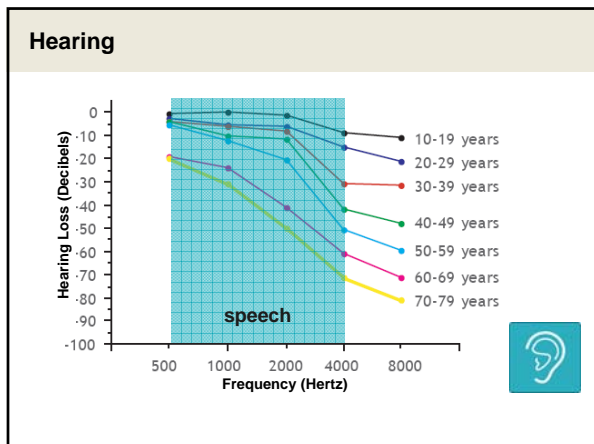
Impairment simulators

Overview | Visual sim. | Hearing sim. | Enhanced version

Visual Impairment Simulator

Impairment Condition

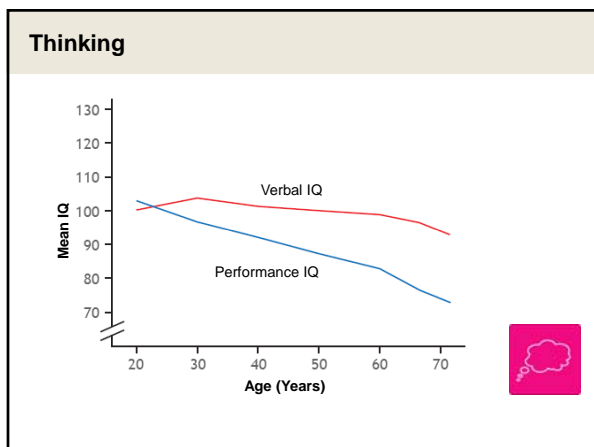
- None
- Macular Degeneration
- Retinitis Pigmentosa
- Diabetic Retinopathy
- Cataract
- Colour Blindness
- Glaucoma



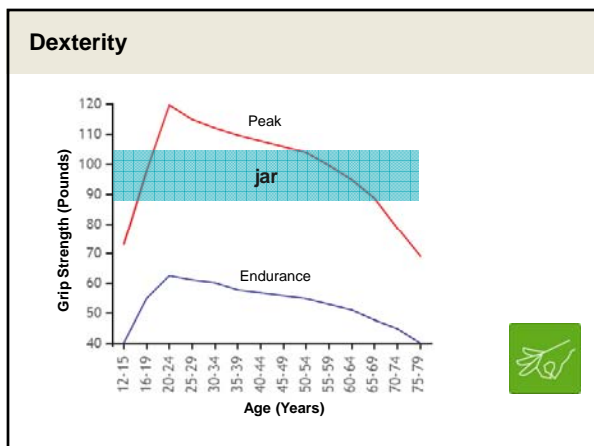
Inclusive design toolkit

Impairment simulators

Hearing impairment simulator




Thinking




Dexterity

Able-bodied users




Minimally Able Partially Able Moderately Able Fully Able

Extreme users



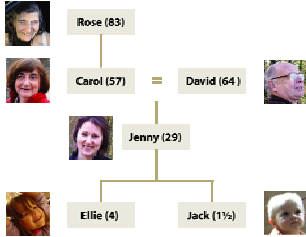
Minimally Able Partially Able Moderately Able Fully Able

Boundary users




Minimally Able Partially Able Moderately Able Fully Able

Personas




Minimally Able Partially Able Moderately Able Fully Able

Personas




Minimally Able Partially Able Moderately Able Fully Able

Vision simulator



Minimally Able Partially Able Moderately Able Fully Able




Reach and stretch simulator




Minimally Able Partially Able Moderately Able Fully Able



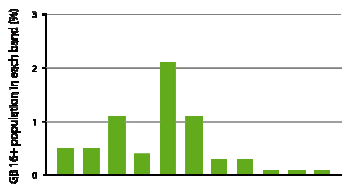
Dexterity simulator



Minimally Able Partially Able Moderately Able Fully Able




Capability data




Ability Band	65+ population (%)
Minimally Able	0.5
Partially Able	1.1
Moderately Able	2.1
Fully Able	1.1
Other	0.2


Minimally Able Partially Able Moderately Able Fully Able



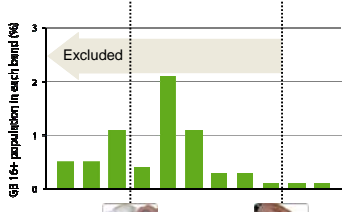
Demand assessment




Low demand High demand



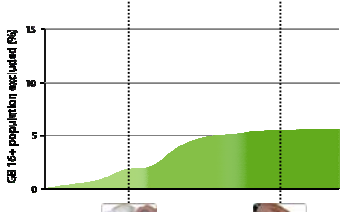
Demand assessment




Low demand High demand

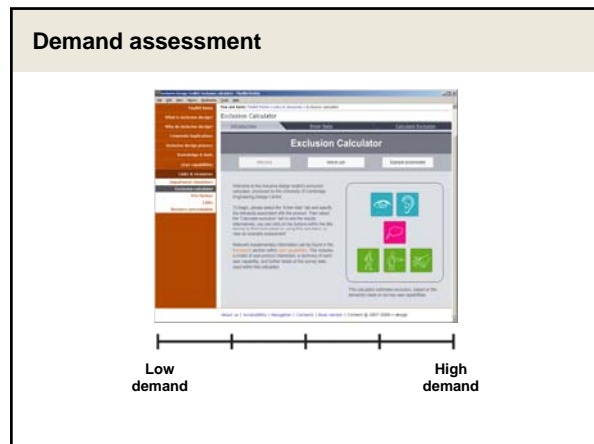
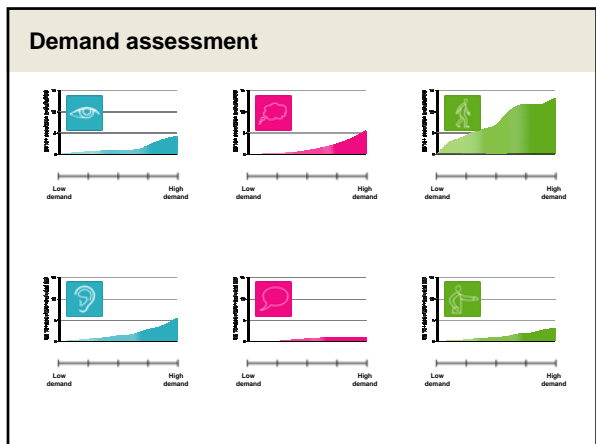


Demand assessment



Low demand High demand





Case studies

Proposed Concept (~2.1m adults excluded in GB)

AIR WICK spray
 Most aerosol air fresheners simply mask bad odors. You want to both get rid of the bad odors and leave behind a pleasant fragrance. Air Wick 2 in 1 aerosols conveniently neutralize bad smells as well as beautifully fragrance your home. With their specially developed 2 in 1 formula, Air Wick Aerosols offer a double benefit - odour neutralisation and fragancing in one!

300ml **€9.99**
 All other Airwick products still available.

Books

Web site

Interactive training

Understanding people

It is *normal* to be *different*



Understanding design

Inclusive design = better design



Understanding business

Better design = good business

