Inclusive Design
where practitioners fear to tread

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"Today [older people] want products that do not draw attention to their owners' special needs and can be used - and desired - by all"
what design should do for people:

satisfy a range of needs
> Functional - easy to use
> Aspirational - support a lifestyle
> Spiritual - make people smile
> Emotional - self reliant
what design should not do for people:

- People need products that:
  - don’t patronise them
  - don’t frustrate them
  - don’t make them feel stupid
  - don’t exclude them
So what’s the problem?

population ageing & declining birth-rate

lots more older consumers
Designers are in denial

• Many think that designing inclusively:
  – will limit their creativity
  – will be ugly or generic
  – will take too long to do
  – will cost too much to produce, market etc
Inclusive design is:

- an attitude of mind
- a knowledge base
- suitable design research methods
- just good design
not designing like this:

> London Underground ticket machine
How easy is it to pour from a full 2 litre container?
Its about designing like this

Smart Desirable Cool

GoodGrips peeler

GoodGrips Kettle

B&Q Sandbug
rethinking an old solution:

> easy to use door guard
simple supportive communication

HealthBuddy from IDEO
case study: alloy

• Alloy has built stronger brand reputations through their product design for years.
• It’s created over 300 easy-to-use designs for BT, helping them grow market share from 18% to close to 50%.
• In re-thinking the domestic kettle, Alloy turned to the end users for inspiration
BT Big Button Phone

> In the top 10 of overall UK corded phone sales since launch.
> It broke all sales forecasts, 90,000 units in the first 14 months.
> £1.2M in sales revenue in the first year of production.
design features

- Large Buttons – well spaced
- Wide buttons to compensate for tremor
- Simple layout – easy to navigate
- Large graphics – colour contrast
- Large labels – easy to remove
- ‘Store’ feature instructions under label
- Amplification buttons
- Non latching ‘secrecy’ key
- Non-removable wall hanger
- Easy grip handset
- Positive location in cradle
- Large call indicator light
- 1471 button – the first BT phone
- Award winning, easy to read user guide
- ‘Store’ feature instructions under label
- Amplification buttons
• DBA Challenge
• not taking ageist stereotypes for granted
kettle sense
RSA Inclusive Design Resource

- Home Page

Welcome to Inclusive Design

Inclusive design is about ensuring that environments, products, services and interfaces work for people of all ages and abilities. Many people are interested in this, but there is no ready source of information, methods, tools and examples to help them achieve it. This website aims to plug that gap by bringing together new and existing information and making it accessible via a single user-friendly interface.

This website is for design students and their tutors, professional designers, design managers and policy makers. It has been developed to introduce newcomers to key concepts, examples and design/research methods, and to support practitioners in gathering together relevant information to build up their own collection of tools and techniques.
find out more

- RSA inclusive design resource for designers, students, researchers
  www.inclusivedesign.org.uk

- Design Business Association Inclusive design challenge for professional development
  www.dba.org.uk

- Helen Hamlyn Research Centre, centre for inclusive design research and post graduate training
  www.hhrc.rca.ac.uk
acknowledgements to:

• Alloy
• HHRC
• RSA
• SPARC

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