

# Inclusive Design

where practitioners fear to tread

Cherie Lebbon FRSA

22:02:06

*"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:

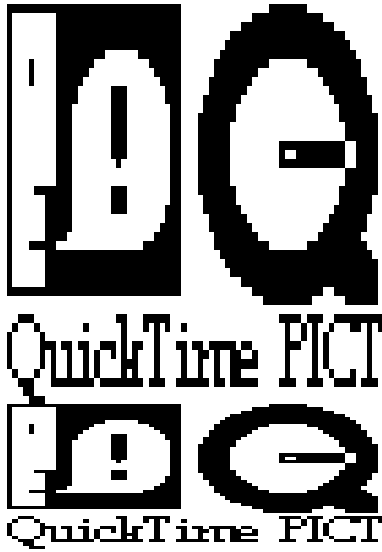
satisfy a range of needs

- > Functional - easy to use
- > Aspirational - support a lifestyle
- > Spiritual - make people smile
- > Emotional - self reliant



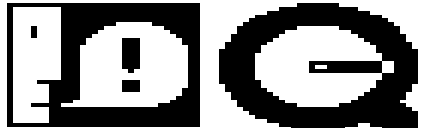
# what design should not do for people:

- 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?



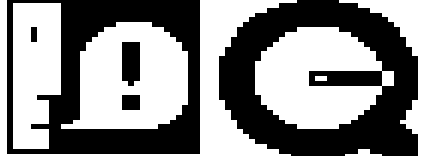
QuickTime PICT

population ageing



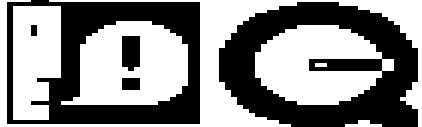
QuickTime PICT

& declining birth-rate



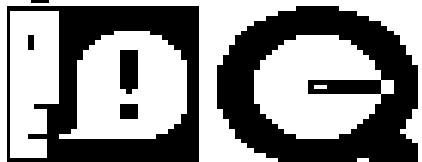
QuickTime PICT

lots more older



QuickTime PICT

consumers



QuickTime PICT



QuickTime PICT

# 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



or this:



thinking about issues like this:



How easy is it to pour from a full 2 litre container?

# Its about designing like this

Smart Desirable Cool



GoodGrips  
peeler



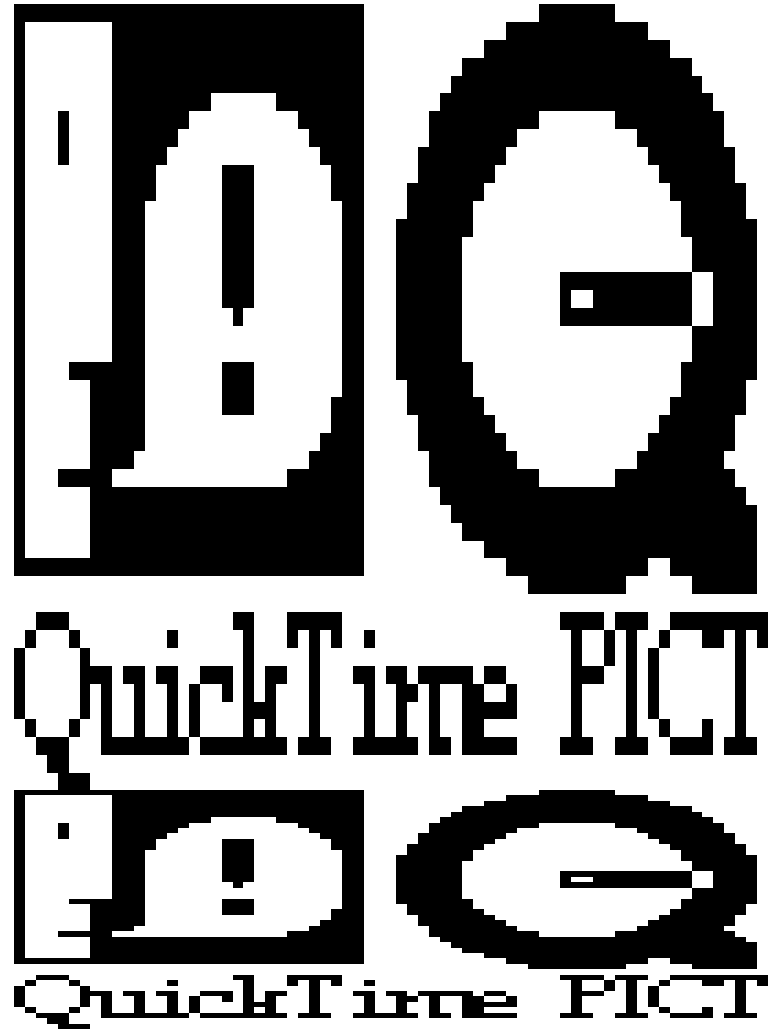
GoodGrips  
Kettle



B&Q Sandbug

# rethinking an old solution:

> easy to use door guard



# simple supportive communication



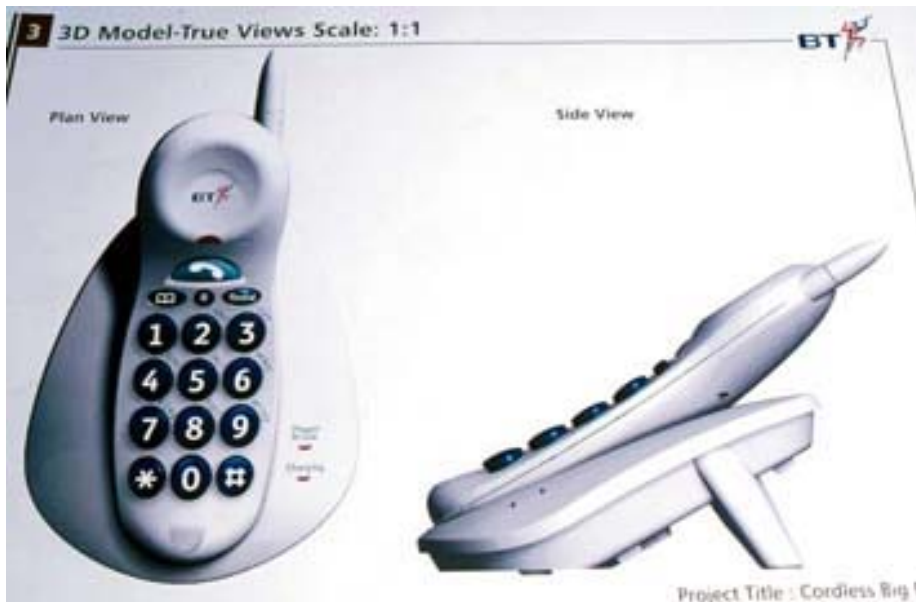
HealthBuddy from IDEO

# 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 buttons BT phone
- Award winning read user



- DBA Challenge
- not taking ageist stereotypes for granted

QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.

# kettle sense

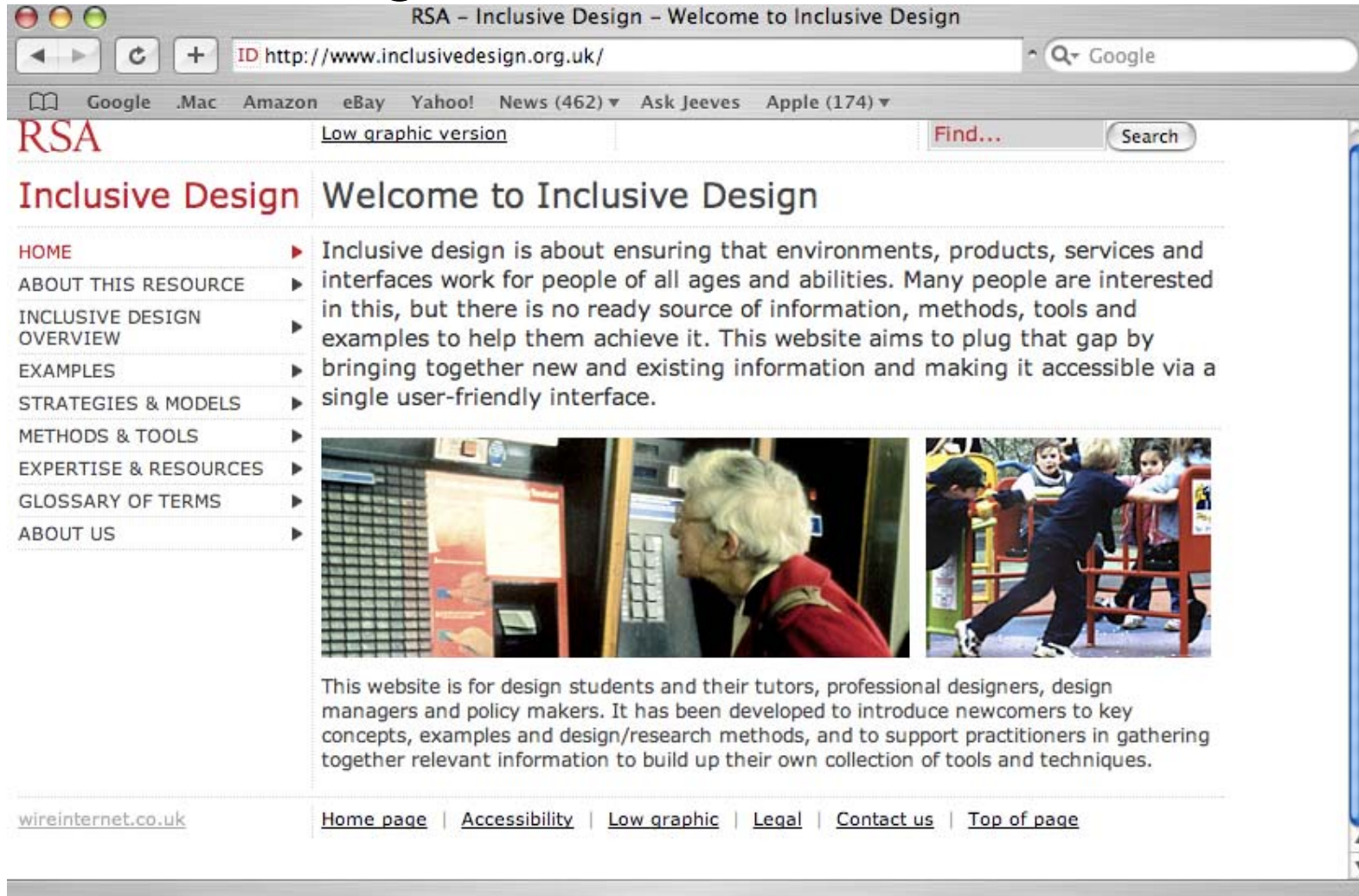
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# RSA Inclusive Design Resource

- Home Page



The screenshot shows a web browser window with the title "RSA - Inclusive Design - Welcome to Inclusive Design". The address bar contains "http://www.inclusivedesign.org.uk/". The browser's search bar is set to "Google". The website header includes the "RSA" logo, a link for "Low graphic version", and a search box with "Find..." and "Search" buttons. The main heading is "Inclusive Design Welcome to Inclusive Design". A navigation menu on the left lists: HOME, ABOUT THIS RESOURCE, INCLUSIVE DESIGN OVERVIEW, EXAMPLES, STRATEGIES & MODELS, METHODS & TOOLS, EXPERTISE & RESOURCES, GLOSSARY OF TERMS, and ABOUT US. The main content area features a paragraph: "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." Below this text are two images: one of an elderly woman looking at a display, and another of children on a playground. A descriptive paragraph follows: "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." The footer contains the URL "wireinternet.co.uk" and a series of links: "Home page", "Accessibility", "Low graphic", "Legal", "Contact us", and "Top of page".

# find out more

- RSA inclusive design resource for designers, students, researchers  
[www.inclusivedesign.org.uk](http://www.inclusivedesign.org.uk)
- Design Business Association Inclusive design challenge for professional development  
[www.dba.org.uk](http://www.dba.org.uk)
- Helen Hamlyn Research Centre, centre for inclusive design research and post graduate training  
[www.hhrc.rca.ac.uk](http://www.hhrc.rca.ac.uk)

# acknowledgements to:

- Alloy
- HHRC
- RSA
- SPARC
  
- Contact me  
cherie@cherielebbon.demon.co.uk  
c.lebbon@coventry.ac.uk  
01449 615507