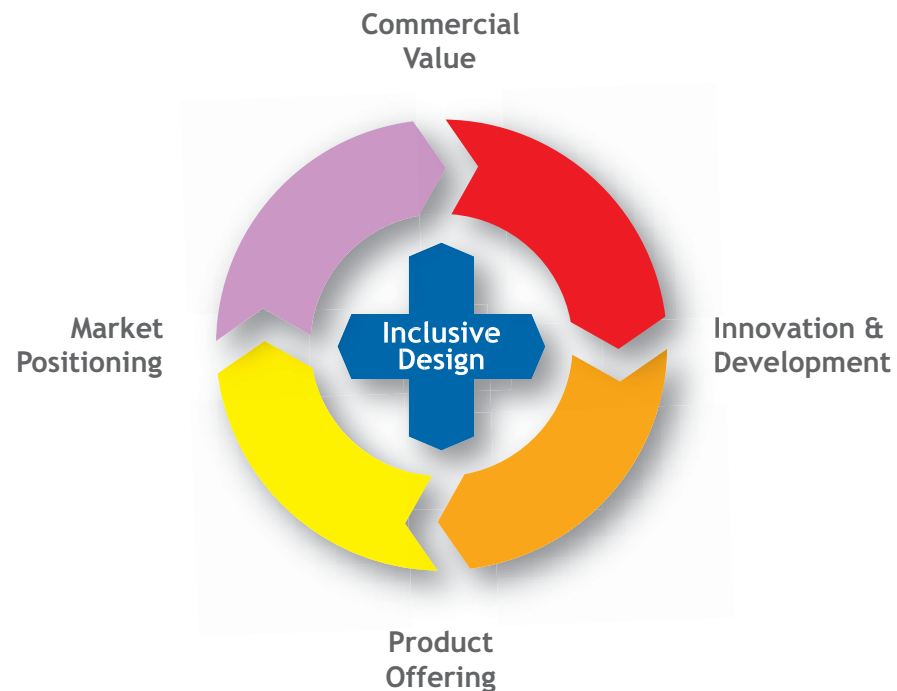


Inclusive Design



www.betterdesign.org

What Inclusive Design Is:

“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.”

Source:
BS 7000 Part 6

What Inclusive Design Isn't:

- One product fits all
- Replacing the need for specialist products and services
- A new design genre

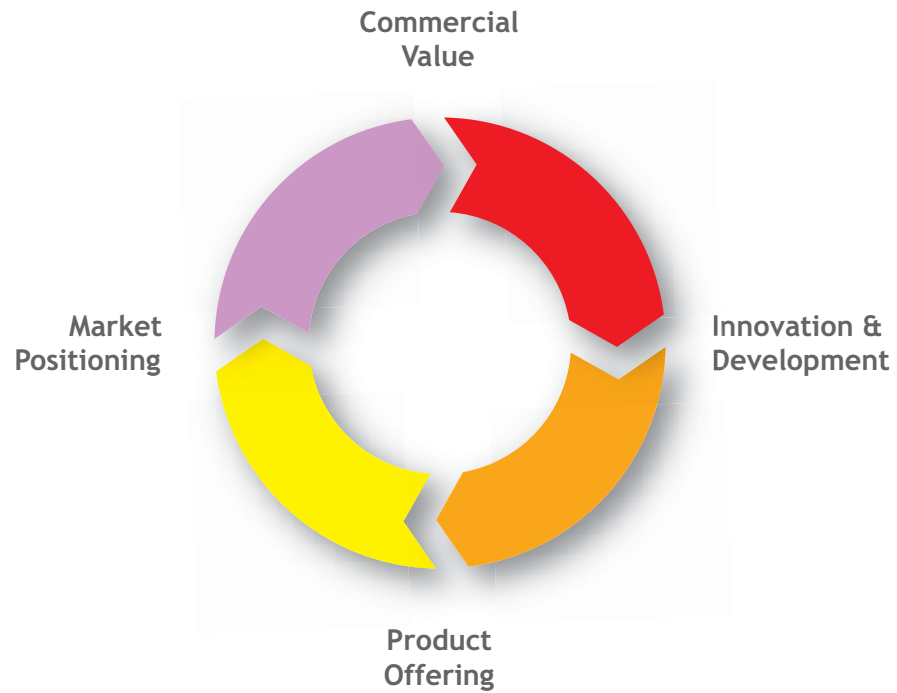
More Information

For more information about how to apply inclusive design in your organisation:

web: www.betterdesign.org

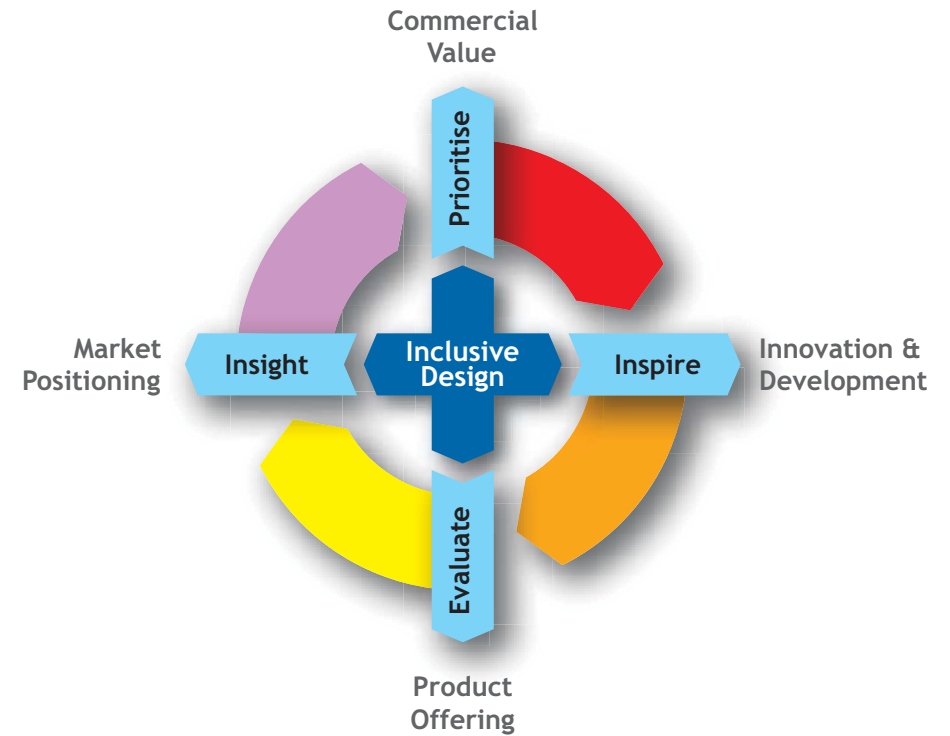
e-mail: info@betterdesign.org

Business Drivers

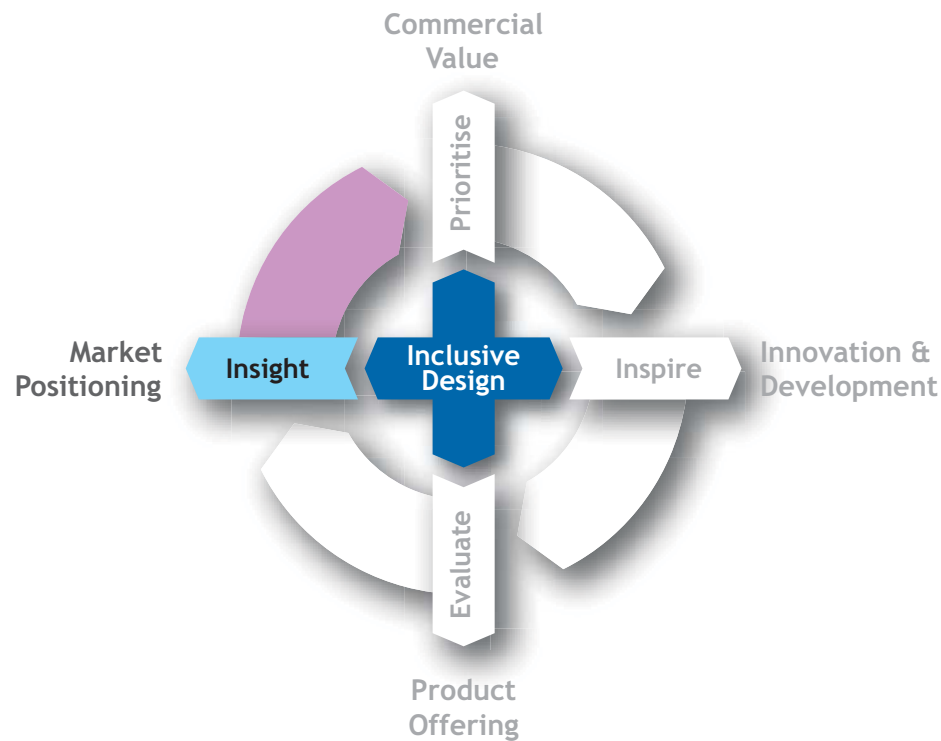


Commercial Context

Business Advantage through Inclusive Design



Business Drivers

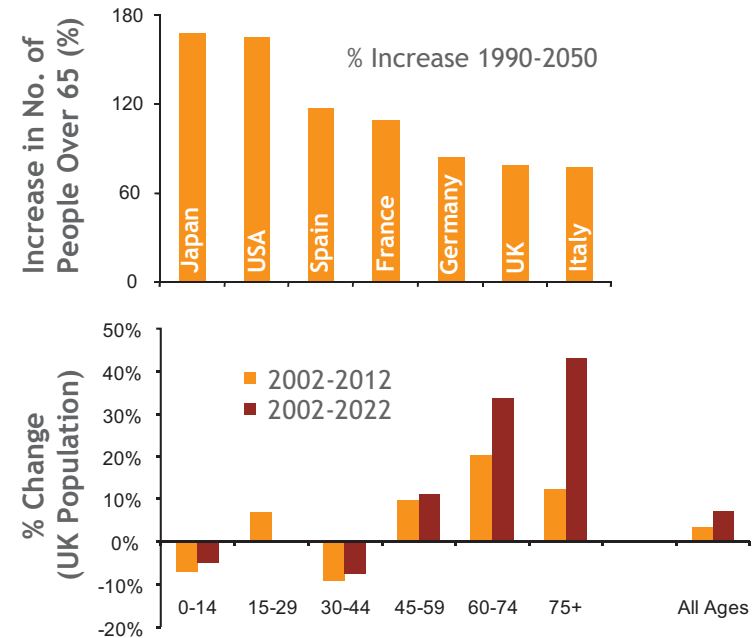


Market

Ageing Population

“Design for the young and you exclude the old; design for the old and you include the young”

- The late Bernard Isaacs, founding Director of the Birmingham Centre for Applied Gerontology'



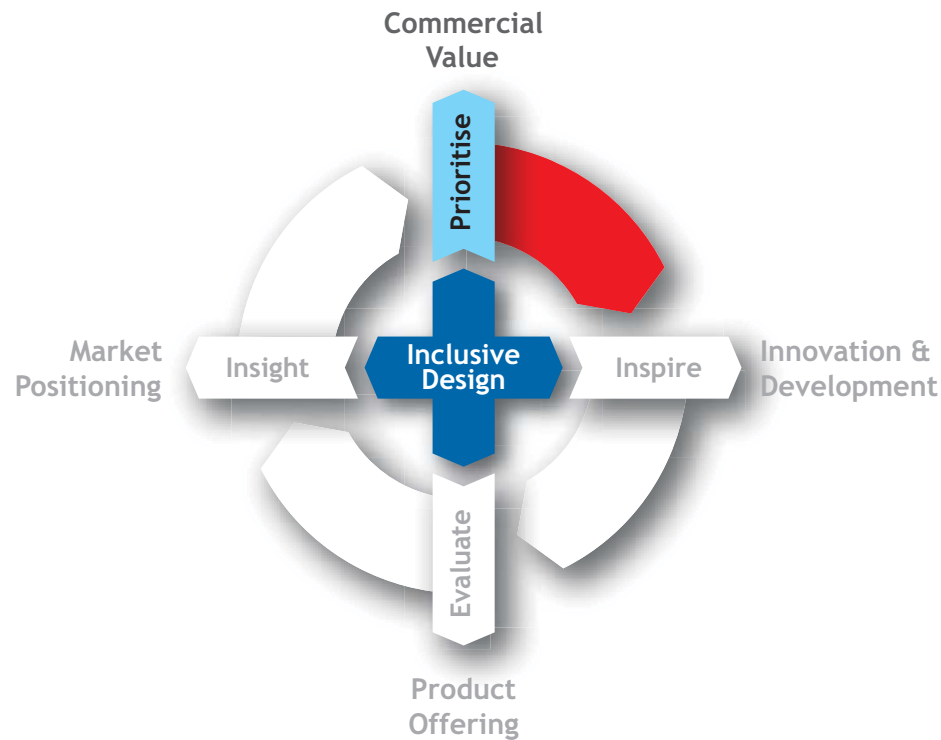
- In many countries 50+ is the fastest growing segment
- In the UK since 1900, life expectancy has increased on average by 2.5 years per decade.
- By 2020:
 - Nearly half of UK adult population will be over 50
 - 20% in USA and 25% in Japan will be over 65

Sources:

US Census Bureau (www.census.gov),

The Government Actuary's Department (GAD) National population projections 2000-based. Office for National Statistics, London, UK

Business Drivers



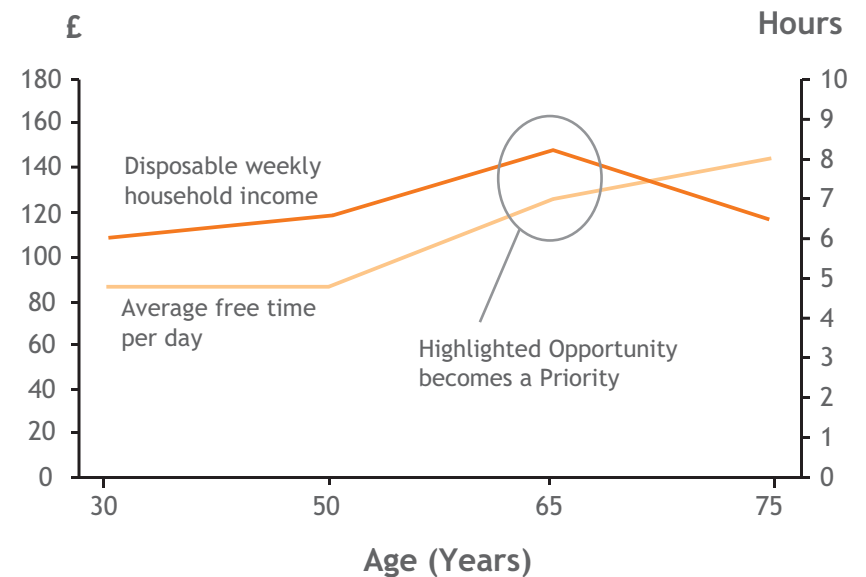
Commercial

Commercial Value

“Enabling accessible technology is a growth opportunity, it meets customer needs, and it’s the right thing to do”

- Steve Ballmer, CEO Microsoft

Disposable Weekly Household Income Against Average Daily Free Time by Age



Source:
The Henley Centre, Leisure Tracking Survey,
Family Expenditure Survey 1996

Business Drivers



Innovation

Inclusive Design Highlights Real Needs

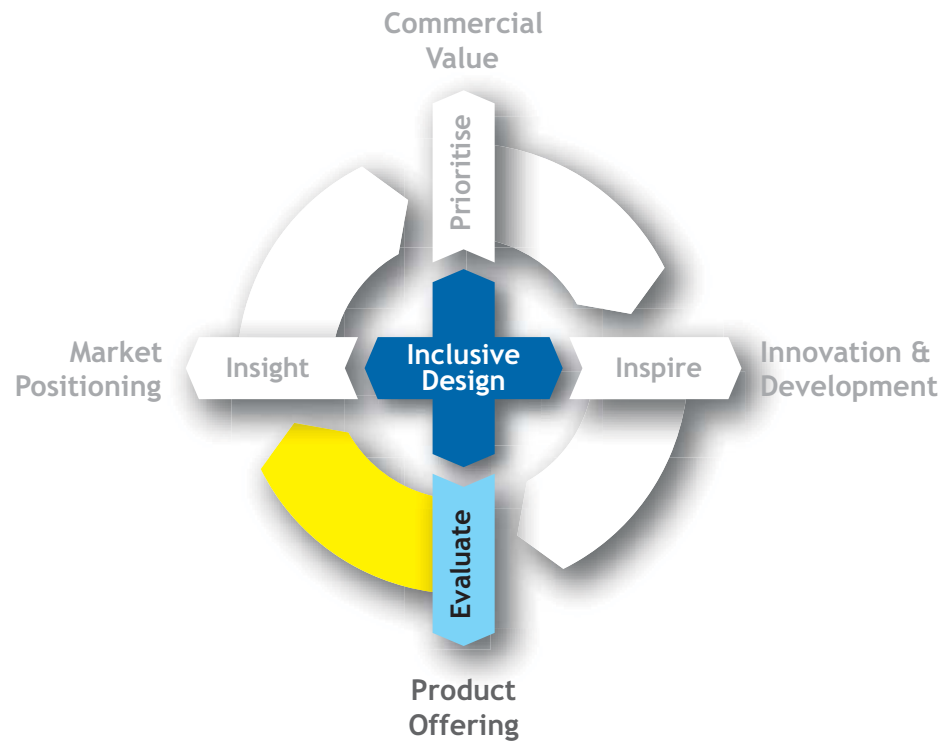
“Necessity, who is the Mother of invention”

- Plato, The Republic, (Greek author & philosopher, 427BC - 347BC)



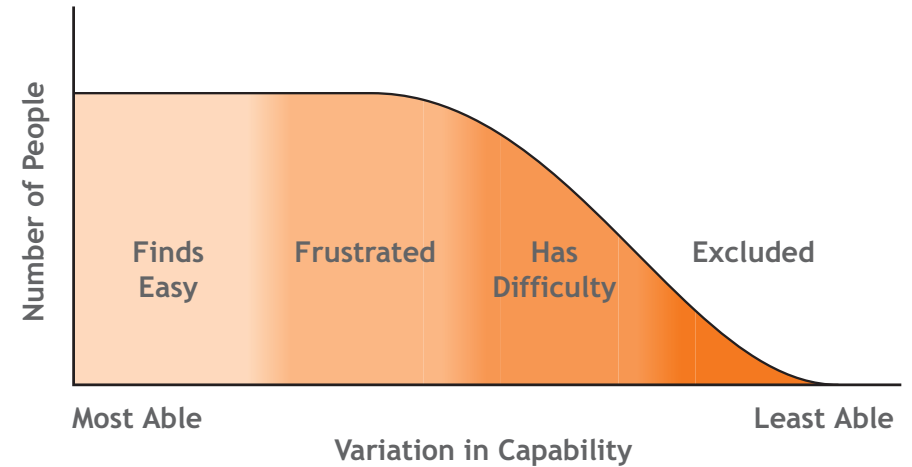
In the case of the cordless kettle reducing the dexterity demand delivers a better product for everyone.

Business Drivers



Product

Inclusive Design will have a Big Potential Benefit for the Total Population



“2 out of 3 Americans report having lost interest in a technology product because it seemed ‘too complex to set-up or operate’.”

“Only 13% of the American public believes that in general, ‘technology products are easy to use’.”

Source:
The Philips Index (2004), www.usa.philips.com

Business Drivers

“In the US, 60% (101.4 million) of working age adults who range from 18 to 64 years old are likely or very likely to benefit from the use of accessible technology.”

Source:

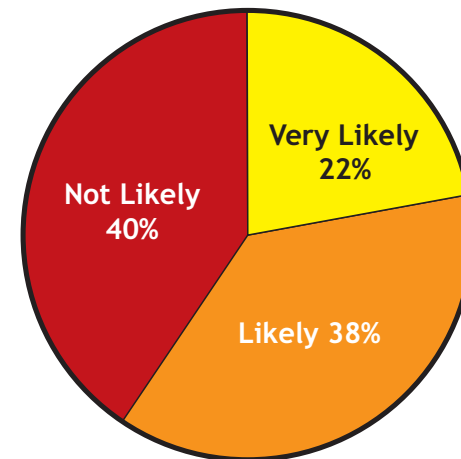
Accessible technology market research commissioned by Microsoft, conducted by Forrester Research, Inc., 2003.
www.microsoft.com

Microsoft Survey

Microsoft Survey

A US-wide survey of 15,477 working-age adults and computer users asked questions about levels of difficulty with ordinary daily tasks (such as reading newspaper print and using the telephone) as well as direct questions about impairments and their impact on employment.

The findings show that the majority of working-age adults are likely to benefit from the use of accessible technology.



Source:

Accessible technology market research commissioned by Microsoft, conducted by Forrester Research, Inc., 2003.
www.microsoft.com

Business Drivers

“Only 13% of the American public believes that in general ‘technology products are easy to use’.”

Source:
The Philips Index (2004), www.usa.philips.com

Philips Survey

Philips Survey

A US-wide web-based survey of 1,501 internet users, aged 18-75+.

“Two out of three Americans report having lost interest in a technology product because it seemed ‘too complex to set up or operate.’ This sentiment is especially pronounced among females (74%) and people over aged 55 (70%).”

“Only 13% of the American public believes that in general ‘technology products are easy to use’.”

“Consumers are beginning to demand that products be accessible for easy operation and set-up. The fact that some products have achieved this has raised the bar for what’s possible. ‘Ease-of-use’ is so important to the public (76%) that it is now equal in importance to the dimension of ‘high quality’ (76%).”

Source:
The Philips Index (2004), www.usa.philips.com