

Case Studies

B&Q



DIY Retailer

B&Q Case Studies

B&Q is Europe's largest DIY retailer and is acknowledged as a leader for its policies on diversity, accessibility and social responsibility.

Two collaborations between B&Q and the Helen Hamlyn Research Centre are presented as case studies here.

Both projects followed the same inclusive design process, one in the power tools category and one in the garden power tools category.

Case Studies



B&Q - Sandbug

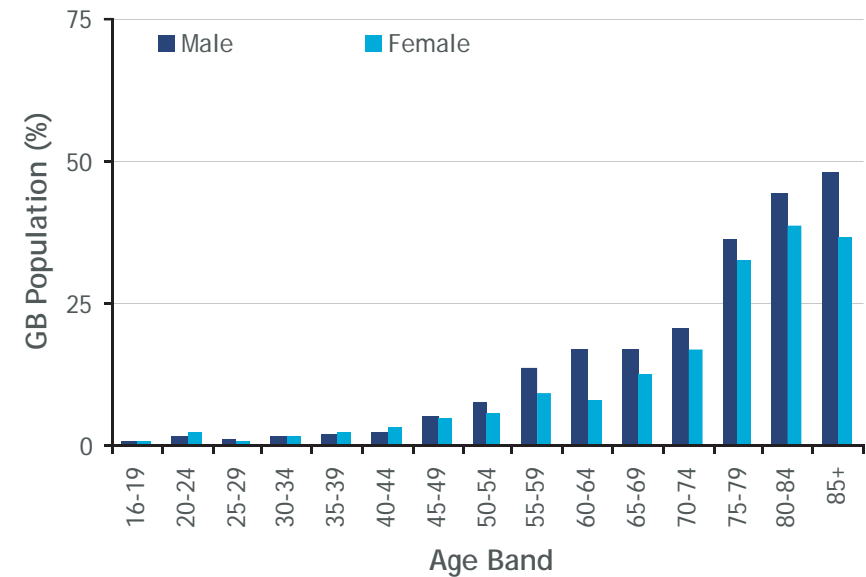
Sensory Capability

A person's sensory capability describes the combination of:

1. Hearing
2. Vision
3. Tactile
4. Taste
5. Smell

According to the Office of National Statistics, the total number of people in Great Britain identified as having reduced sensory capability (hearing and vision only) is over 3.9 million.

Hearing and Vision Capability Loss - Variation by Age and Gender for Great Britain (%)



Source:
Disability in Great Britain (1999) Department of Social Security,
Corporate Document Services, London, UK

Case Studies



B&Q - Pressure Washer

User Research Inspires Innovation



A collaboration between the Helen Hamlyn Research Centre and B&Q looked at garden power tools.

User research in this category discovered a posture problem for some people using pressure washers (see the other side of this card). Many users also had great difficulty removing the nozzles.

The new product, by Sprout Design, is held like a broom instead of a gun and improves posture, control and reach dramatically.

The design also incorporates a new connector for attaching different nozzles. The physical, sensory and cognitive demands this places on the user are significantly less than the old design.



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B&Q / Kingfisher Guidelines

B&Q / Kingfisher Inclusive Design Guidelines

Inclusive Design Guidelines resulted from the collaboration between B&Q, The Helen Hamlyn Research Centre and Sprout Design.

The guidelines put forward the business case for inclusive design, increase awareness and understanding and are also a practical guide to designing more inclusive products. The guidelines include an audit of the garden power tools category.

The guidelines were so well received by B&Q that its parent company Kingfisher has now distributed them worldwide to designers, buyers and suppliers to steer design strategy at group level.



Example from the guidelines

Case Studies



Kettles

Kettle Case Study

An activity synonymous with independent living is the process of making a hot drink. In this context an 'ideal' kettle might be one that is no more difficult to use than a mug which, in itself, excludes some users.

A typical 1.7 litre metal kettle excludes many adults due to the demands it makes on their vision, dexterity, intellectual functioning and reach & stretch.

An inclusively designed 'kettle' can reduce such levels of exclusion towards those associated with the 'ideal' product.

Kettle	GB Population			
	16+ excluded		75+ excluded	
	(%)	(k)	(%)	(k)
Typical	5.3	2,506	17.9	747
Inclusive	2.6	1,229	9.9	402
Ideal	1.0	486	4.0	165

Source:

Keates S and Clarkson P J (2003) Countering Design Exclusion – An introduction to inclusive design, Springer Verlag, London

Case Studies



Digital Television

Digital Television Case Study

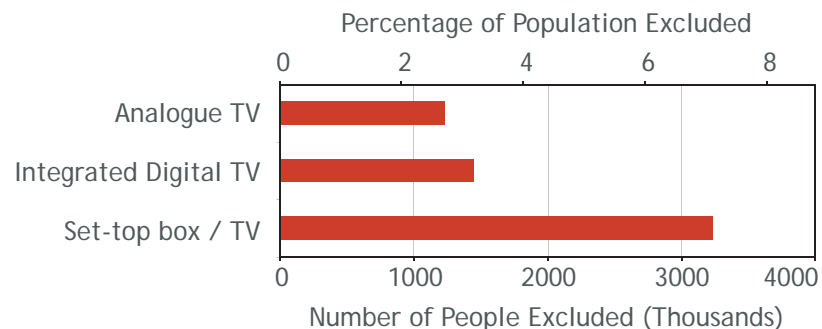
Currently available digital television (DTV) equipment and services are significantly different from their analogue equivalents, often using a separate set-top box with its own, additional, remote control.

Based on today's equipment, two million people in Great Britain (4.4% of those able to access analogue television) could be excluded from simply viewing the new digital services using digital terrestrial television set-top boxes.

A further 700,000 people (1.6% of those able to access analogue television) would be excluded from using advanced features such as digital text and interactive services.

Conversely, through features such as Audio Description, DTV can also make television more accessible to some people with reduced capability.

Number of People Excluded from Channel Selection by Different System Types (GB Population)



Source:

Clarkson P J and Keates S (2003) Digital television for all – A report on usability and accessible design, DTI, London