



Picture by Simon de Trey-White

F

'One product fits all' is not a realistic goal

Not all products will be desirable or usable for everybody, and this will not change overnight. So where possible, create a portfolio of products, each which make different compromises.

G

Use the resources that are available

There is a growing body of knowledge and expertise on inclusive design. See our website for links and pointers.

H

Understand the difference between inclusive design and special products

Some products and services have been designed specifically for people who have been excluded. Such products are a life-line to people with disabilities. But because they give little or no advantage to people without disabilities, markets tend to be small and prices high. In recent years a new approach has emerged called inclusive design. This approach aims to lead to products that are better for all, as well as being less exclusionary for disabled and older people. *The inclusive design market is far bigger than the special products market.*

www.itenables.info



Disabled people and ICT

Top tips for Business and Industry



SCIENTIFIC GENERICS



Changing the world for deaf and hard of hearing people

eInclusion Charter

Disabled and older people should have the same rights to participate in the Information Society as other citizens. Information and communication technology (ICT) such as personal computers, mobile phones and interactive TV should be tools that help overcome barriers they face in education, the workplace and social life.

Industry will:

1. Use inclusive design principles to create offerings that will be usable by disabled and older people.
2. Be creative in reaching out beyond their traditional customer base so that ICT equipment and services are available and affordable for disabled and older people.
3. Ensure that customer-facing staff are aware of, and signpost to, ICT solutions that meet the needs of disabled and older people.

Government will:

1. Take the lead in using ICT to deliver services to disabled and older people in order to improve their quality of life.
2. Make available the ICT tools, information and services that disabled and older people need to access education and employment.
3. Provide an appropriately structured funding framework for delivering digital inclusion to disabled and older people.

Voluntary sector will:

1. Identify and prioritise the requirements and challenges of eInclusion.
2. Raise awareness about the barriers that disabled and older people face and identify the potential of technology to overcome these barriers.
3. Work together with industry and government to provide insight and training for disabled and older people.

We call on industry, government and the voluntary sector to recognise their responsibilities and collaborate in achieving these goals.

Top tips for business and industry

A

Involve users early and often

Do not wait until a product is fully developed to find out whether people can use it. Observe how users interact with prototypes. Analyse their behaviour first hand; do not just ask for their opinions after the event: people say one thing and do another. One way to do this is to use robust research techniques such as video.

B

Products must be usable if they are to be useful

If people find a product difficult to use, they will not make use of it. Usability should be designed-in at an early stage by looking at the demands being made on users. The products should not make excessive demands on users.

C

Products must be desirable if they are to be successful

Successful products are products that people want.

D

Understand capability and population diversity

The population comprises people of a wide range of capabilities. Most products make use of cognitive capabilities (understanding how to interact), physical capabilities (physically interacting) and sensory capabilities (mainly vision and hearing). By understanding the demand a product makes on the user it is possible to calculate how many people will be excluded from a product, and why. 50% of the UK adult population is over 46 and there are 2 billion people worldwide over 60. With care it is then possible to design a more inclusive product.

E

Avoid designing for oneself

The easiest person to design for is oneself. But most designers are not representative of the population as a whole. It is easy to become hypnotised by one's own design and ignore aspects which make it difficult for others to use. *"Design for the young and exclude the old; design for the old and include the young."* (Prof. Bernard Isaacs)



Picture by Crispin Hughes