



INNOVATING WITH PEOPLE

THE BUSINESS OF INCLUSIVE DESIGN



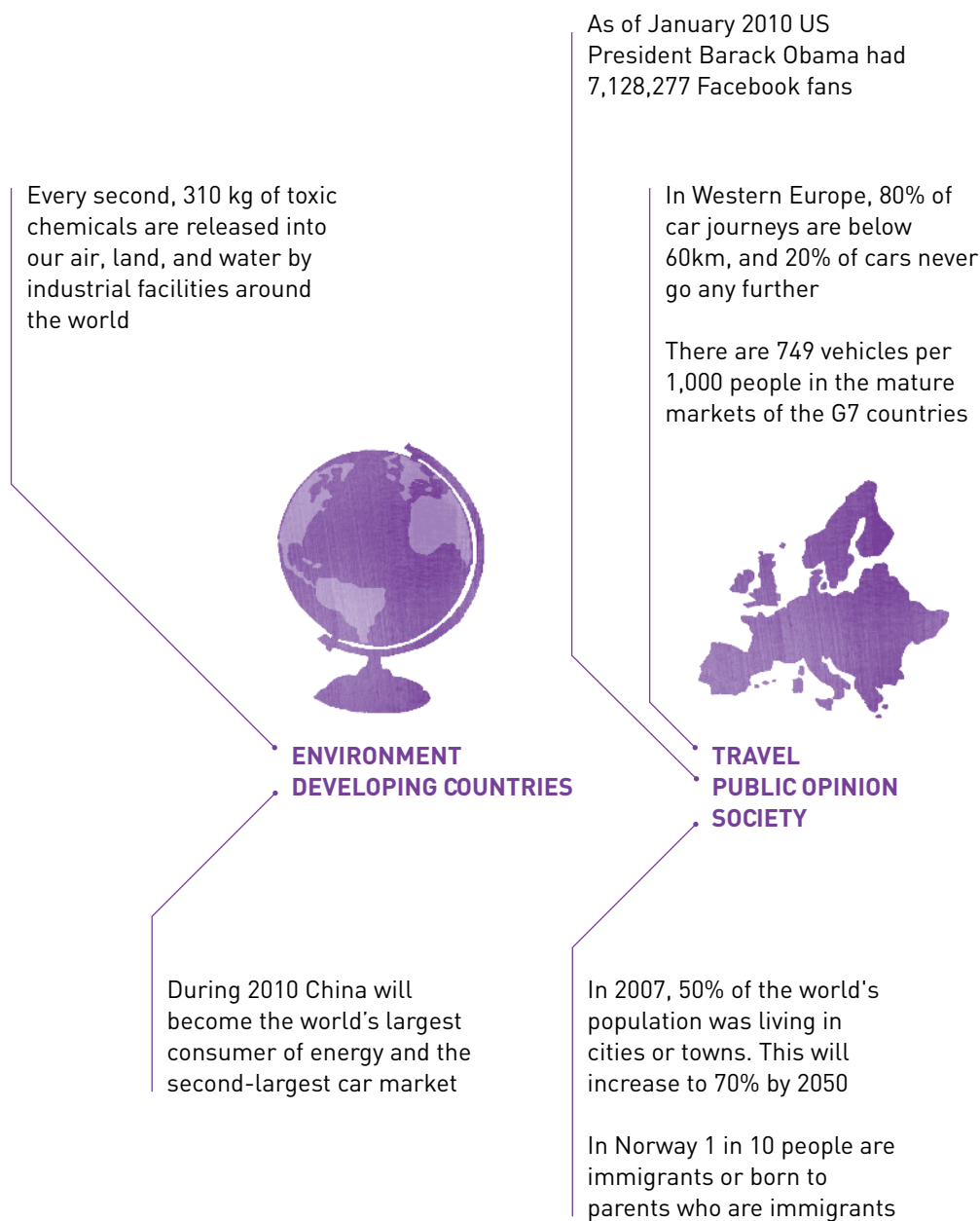


WHY

This section explains why you should engage with Inclusive Design. It contains an article that makes the case for designers and for business, showing how this can lead to innovation, profit and increased market share. It outlines changes taking place in the world and gives examples of major companies that have benefited from an inclusive approach.

CONTEXTS ARE CHANGING

Design has to respond to changes that are taking place in the world around us. The diagram below outlines some examples, looking at selected issues from a global to individual perspective.



3 out of 10 Norwegians say they have health issues that affect their daily life

A quarter of the Norwegian population uses over three prescriptions every day

Globally, there are more than 1 billion overweight adults. 300 million are clinically obese

Google is visited by 77 percent of the worldwide internet audience



SERVICE DESIGN
HEALTHCARE
INTERNET

3 million Norwegians in a population of 4.8 million go online every week

In Europe internet purchases increased by 110% between 2004 and 2008

Norwegians over 45 hold more than 70% of the population's wealth

Those over 55 have more than NOK 300 billion to spend each year

314 million people worldwide are visually impaired – a population size that would rank 4th after China, India and the US

For every person entering the labour market in Scandinavia, three will retire. This ratio will double by 2017

In Norway, both women and men spend around six hours a day on leisure activities



LEISURE
WORKING LIVES
SPENDING POWER
HOUSEHOLD
COMMUNICATION

In 2008 there were 4,017,249,000 mobile phones in the world

850 000 people live alone in Norway. 30% live in Oslo

Women make more than 80% of purchasing decisions but 83% of the creative industry are men

In the 10 newest EU member states 1 in 4 people have some form of disability



ABILITY
GENDER
AGEING

By 2020 half of European adults will be aged 50 or over

10% of the world's population is 60 or older. In 2050 the number is estimated to increase by 100%

HOW CHANGING CONTEXTS AFFECT YOUR BUSINESS

The graphic on the previous pages illustrates how social contexts are changing and highlights relevant factors and trends. The themes outlined here detail some important market challenges that Inclusive Design can help to address. The opportunities are significant.

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THEME 1. EMBRACING DIVERSITY

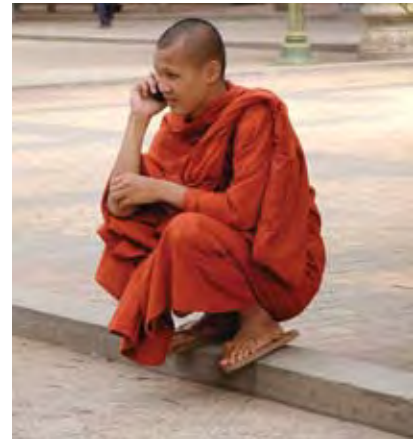
Factors: emerging markets, ignored markets and diverse populations

Effect: wider appeal for products and services

Design and businesses will have to be sensitive to more diverse markets if they are to maintain or expand their appeal. Emerging markets are beginning to become powerful consumer bases in their own right.

The growth in immigrant populations in Europe implies that businesses need to be aware of cultural diversity when designing new products, services or environments.

Diversity should also include gender equality and differences in ability and age. Inclusive Design can help you to understand and embrace diversity and find ways to appeal to a wider market.



THEME 2. CONSUMERS ARE NOT STEREOTYPES

Factors: global stereotyping, multi-layered personas, complexity of individuals

Effect: market segmentation, individual appeal, challenging preconceptions

People no longer fall into traditionally defined market categories. New typologies are constantly being created and people can often display multiple and changeable characteristics depending on context. People can no longer be defined by factors

such as gender, age, disability or cultural background – lifestyle, value, attitudes and personal ethics all play a role.

Market segmentation has to use qualitative as well as quantitative measures to address human complexity. Designing for people must take a more sophisticated approach and not just cater for mainstream stereotypes.

Inclusive Design can help to overcome preconceptions and assumptions about target groups and expand our understanding of the consumer psyche.



THEME 3. LIFESTYLES ARE CHANGING

Factors: technology, medicine, urbanisation, social structure, consumer lifestyle

Effect: new contexts of use, new markets give new opportunities

Technology is a main driver in changing the way people live, work and communicate and this has influenced the structure and behaviour of individuals in society. Improved medicine is leading to longer, healthier lives with greater burden on social models of

healthcare. Rapid urbanisation is creating large cities that struggle under congestion with increasing demand for services and supplies.

Family structures are changing with people spread over greater distances and up to four generations still alive in a family. Single living is on the rise as the numbers of newly-divorced or widowed people increase. Businesses will need to understand the changing lifestyles of their customers and the different contexts that they are now operating in.



THEME 4. VALUE STRUCTURES ARE CHANGING

Factors: changing values and aspirations

Effect: mapping trends, strengthening brand value

What people desire and value is changing. Several key value drivers for design currently include simplicity, efficiency, user-friendliness, sustainability and ethically sound design.

Inclusive Design allows you to map these changes and keep up to date with peoples' aspirations and expectations.

Improved awareness will help to design desirable products and improve brand image perception. It can also allow companies to 'future-map' activities and respond to societal trends as they happen.



WE CAN ALL BE EXCLUDED

Design generally caters for the mainstream user. They are typically young, able-bodied, right-handed, male, technology literate, have money and belong to the majority race and culture.

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But who do you know who fits this description? Is it all of the people you know, some of them or only a few?

This ideal consumer is a minority and is not representative of the wider population. Most people are typically excluded in one or more ways.

All of us fall outside of the mainstream at some point in our lives and as a result, we can find the designed world around us more difficult.

There are many forms of exclusion. A few are given to the right as examples but the list is not exhaustive.

AGE

Older people are routinely ignored as consumers or as active members of the economy yet they are a majority market. We are all ageing and living longer. Other age groups can also be excluded when categorising consumers. A target group of 18-35 year olds excludes most of society.

ABILITY

Disability is not limited to wheelchair users and many conditions such as diabetes can be less obvious. We all have some disability whether minor or major, permanent or temporary. These can be sensory, physical or cognitive. Even a minor condition such as an allergy can be disabling.

GENDER

Women are underserved as consumers yet are key decision makers for most household purchases. Many products and services do not include women, representing missed opportunities across the globe. Increased participation of women at all levels in society will bring about change.

RACE

Immigration and migration has increased the ethnic and cultural flow into most major cities. However, lack of integration and ghettoisation prevents some communities from being included in mainstream society. The result is evident in education, employment, politics and economics.

FINANCE

Many people across the world struggle at the minimum level of subsistence. In developed countries this translates into lack of healthcare, housing or education. In developing countries, this can mean living on less than \$1 a day. The same design often has to work in both settings.

GEOGRAPHY

Even within a country or city, different areas can have varying standards of healthcare, life expectancy, services and utilities. At a global level, populations in some countries can be further excluded. Geography can dictate access to energy, clean water, staple food and natural resources.



The bulls-eye diagram represents the total potential market that you could appeal to and includes a variety of people across it.

Source: Jeremy Myerson,
RCA Helen Hamlyn Centre

Most companies only focus on a target customer who is typically younger, average and mainstream. This means your market will only fill the first few rings on the bulls-eye excluding everyone who is outside of this focus.

Looking at people who are generally excluded can only broaden your focus and increase the market potential for a design. These are shown here by the figures in the outer rings of the bulls-eye or placed outside of it.

CHECKLIST

Can I apply 'Inclusive Design' to my project?

Inclusive Design principles can always be applied when developing any product, environment or service. Below is a checklist to help you to decide why Inclusive Design should be applied.

Please note: the word 'product' is used in the questions below. This could be substituted for design, service, environment etc.

MARKET

- Can you think of a person for whom your product would be challenging to use?
- Are people with a range of ages and abilities going to use your product?
- Do members of the public interact with your product?
- Could your product appeal to a wider market?
- Could your product be more relevant to its target group?
- Could your product be used beyond its target group?
- Do you think the needs of your target market are changing?

COMPETITORS

- Are you operating in a mature market?
- Do you wish to develop new competitive advantages?
- Could increased user-friendliness give you a competitive edge?
- Is your aim to innovate rather than imitate?
- Is customer satisfaction important to the success of your product?
- Is public perception important to your company?

PRODUCT

- Could your product be more intuitive?
- Are your customers dissatisfied with any aspect of your product?
- Do you think that having better information about your users would improve your product?
- Is the usability of your product important?
- Could your product be better presented to your customers?
- Are you looking for new product ideas?

RESOURCES

- Do you wish to base your design decisions on real-world evidence?
- Do you want to know what the key issues are facing your customers?
- Do you want to know how your product could be improved?
- Could understanding the limitations or successes of your product be useful in the future development?

If you answered yes to five or more of these questions then an Inclusive Design approach will add value to your process. On the following pages, you will find a description of practical approaches and methods to help you implement Inclusive Design.