Design for Inclusivity

A Practical Guide to Accessible, Innovative and User-Centred Design

ROGER COLEMAN, JOHN CLARKSON, HUA DONG and JULIA CASSIM

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List of Contributors

Maria Benktzon, Partner, Ergonomidesign, Stockholm. Professor and partner of Ergonomidesign, one of Scandinavia’s largest and best-renowned industrial design consultancies, and active inclusive design practitioner.

Olle Bobjer, Partner, Ergonomidesign, Stockholm. Dr Bobjer worked as a researcher at the National Swedish Institute for Occupational Safety and Health and became a partner in Ergonomidesign in 1980, developing products whose performance and ease-of-use have resulted in measurable gains for the users.

Robert Brown, Director and Co-founder, Sprout Design Ltd. Sprout Design specialises in developing inclusive and environment-friendly products and packaging for commercial clients in manufacturing and retail. Robert has also developed inclusive design assessment methodologies with colleagues at Cambridge and the RCA.

Carlos Cardoso, Assistant Professor of Design Theory and Methodology, Delft University of Technology. Trained as an industrial designer at the Faculty of Architecture, Technical University of Lisbon, Carlos is currently investigating ways to improve design usability and accessibility of products, services and environments for all users.

Julia Cassim, Senior Research Fellow, Helen Hamlyn Centre, Royal College of Art, London. Julia is leader of the HHCs Inclusive Business Programme and organiser of the DBA Inclusive Design Challenge. Her expertise encompasses visual and cognitive impairment, museum and exhibition design and interpretation, inclusive design and design education.

John Clarkson, Engineering Design Centre, University of Cambridge. Professor of Engineering Design and Director of the Cambridge Engineering Design Centre. He returned to the University after 7 years with PA Consulting Group. His research interests are focused on the areas of design process improvement, healthcare design and inclusive design.
Roger Coleman, Helen Hamlyn Centre, Royal College of Art, London. Roger is Research Professor in Inclusive design and Patient Safety at the RCA, where he established the award-winning DesignAge programme in 1991, followed by the Helen Hamlyn Centre in 1999. He is active in promoting inclusive design practice to business and industry and introducing an evidence-based approach to healthcare design.

Hua Dong, Lecturer in Design, Brunel University. Dr Hua Dong was a Research Associate at the Cambridge Engineering Design Centre. She has a first degree in Industrial Design, a masters in Architectural Design and Theory (Tongji University) and her PhD (University of Cambridge) focused on barriers to inclusive design.

Susan Hewer, Head of Design, Royal Society for the Encouragement of Arts, Manufactures and Commerce. Susan has had a special interest in inclusive design since running the first student project in this area in 1986. She has been involved with many European Commission funded projects, networks, workshops and conferences on inclusive design.

Ian Hosking, Managing Consultant, Sagentia Ltd, Cambridge. Ian has 18 years of experience in applying usability in business. He is currently focusing on the application of leading academic research to help companies design more inclusive products and services. This work has included the development of an on-line Inclusive Design Toolkit in conjunction with the inclusive design research programme and BT plc.

Cherie Lebbon, Senior Lecturer in Design Theory at the University of Coventry. Cherie Lebbon is a lecturer, researcher and designer and has been a major contributor in the field of inclusive design over the past 10 years; first as a Research Fellow at the Helen Hamlyn Centre and later a senior lecturer at the South Bank University and Coventry.

Andrew Monk, Department of Psychology, University of York. Professor of Psychology and Fellow of the British Computer Society. His research interests include requirements for the home use of information and communication technology and formative evaluation of prototypes, especially communication systems.

Jeremy Myerson, Director of the Helen Hamlyn Centre at the Royal College of Art. Jeremy Myerson is Professor of Design Studies at the RCA, where he is a member of the Senior Management Group and leads the College’s innovation
network for business. He was the founding editor of Design Week and has authored many books on design.

Alan Newell, School of Computing, University of Dundee. Professor Newell was Head of the Applied Computing Department until 2002. His major research interests are in computer systems to assist people with disabilities, computer systems in areas of high social impact, and Human Computer Interaction.

Colette Nicolle, Ergonomics and Safety Research Institute, Loughborough University. Research Fellow at ESRI, contributing to both research and teaching in ergonomics and inclusive design. She is Secretary to IFIP WG 13.3 on Human Computer Interaction and Disability and a Fellow of the Ergonomics Society.

Ingelise Nielsen, Head of Human Resources (Europe), IDEO, London. While leading the Marketing Communications at IDEO in Europe, she contributed to many publications that tell the story of IDEO’s unique user-focused approach to design and innovation.

Graham Pullin, IDEO, London. An interaction designer with experience of designing for people with severe disabilities, Graham has designed award-winning furniture for children with cerebral palsy and led the project ‘Social Mobiles’ at IDEO. He is particularly interested in verbal communication.

Barry Tanner, Applied Energy Product Ltd. Barry is the New Product Introduction Manager of the Applied Energy Product Ltd. He led the award-winning Redring’s Selectronic shower project in partnership with the RNIB for use by vulnerable members of the public and visually impaired users.

Alan Topalian, Director, Alto Design Management, London. Acknowledged pioneer in developing design management into a rigorous discipline in business. With research interests in design and innovation management, he is co-author of several British Standards on managing design and innovation and inclusive design.

David Yelding, Research Institute for Consumer Affairs (Ricability). Director of Ricability, a national research charity dedicated to providing independent information of value to disabled and older consumers, David’s expertise includes consumer education, ergonomics, information provision and dissemination, and research methods.