
Inclusive Design and Architecture

The process

Rama Gheerawo

Director

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Royal College of Art

Instagram and Twitter @RamaGheerawo

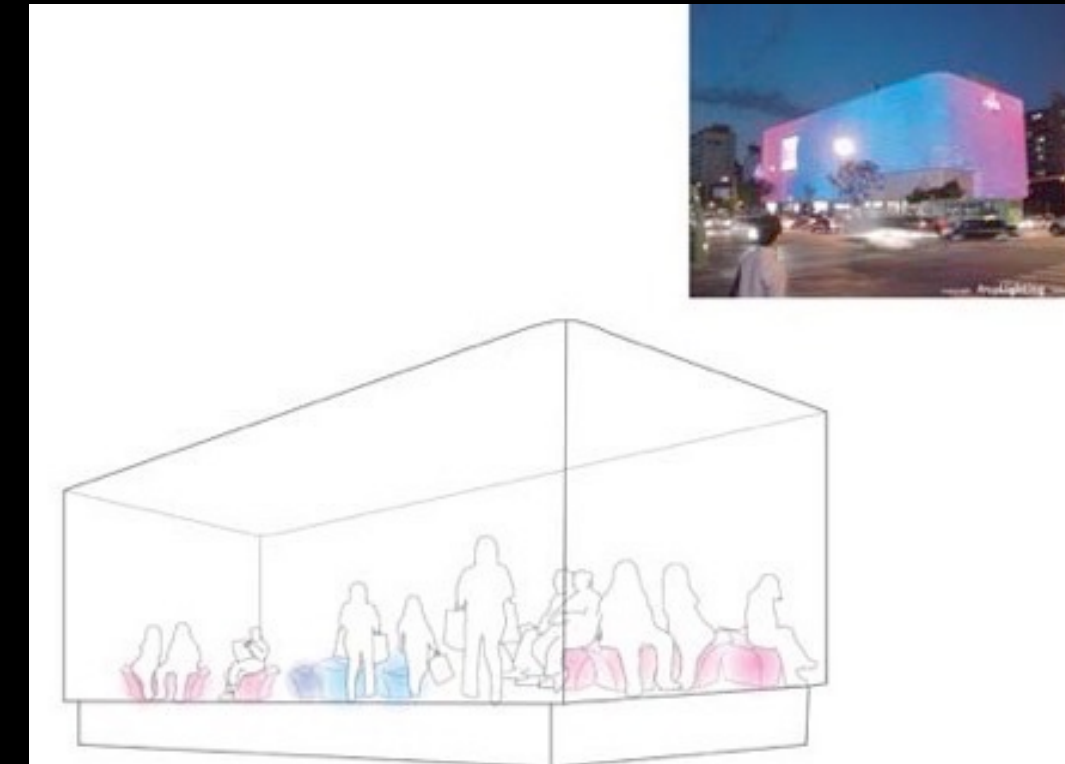


Royal College of Art
**THE HELEN HAMLYN
CENTRE FOR DESIGN**



The Helen Hamlyn Centre for Design

Over 280 projects with 180 organisations



BlackBerry

Panasonic

SAMSUNG

NHS

PHILIPS

But there is an issue

Where are the people?





Photo: Innovation
for All, DOGA





Three areas

1. Co-creation
2. Convention
3. Connection

1) Co-creation

**Work with
people**

Work with real people...



... not fake people



MARY
Pragmatic user of services

patient, optimistic, measured, stable, considered, approachable



CHRIS
Overloaded navigator of support

burdened, frustrated, self-critical, striving, fatigued, worried, prescient, dedicated



JULIAN
Confident navigator of services

driven, early adopter, analytical, informed, positive, resourceful, expects the best, savvy



SHONA
Disenfranchised critic of the system

disengaged, sceptical, anxious, struggling, isolated, headstrong



NING
Unfamiliar seeker of services

downturned, achiever, determined, willing, adaptable, new, hopeful, unsure, unassuming



NIKKI
Self-focused maximiser of services

under the radar, aimless, social, unfocused, ingenious, fickle, self-centred, casual



AMIIR
Isolated user of services

hopeful, isolated, stunned, anxious, unaccustomed, misgiving, grappling



FRED
Reluctant navigator of the system

in crisis, pressured, confused, overwhelmed, distressed, emotionally depleted

JOHN TYLER

codal

Gender: Male
Age: 33
Location: Chicago, IL
Occupation: CMO

Strengths: Organized, Strategic-Minded, Adaptive and Confident, Communicative Skills

Frustrations: Poor Planning, Follow-ups, Lack of Communication, Ineffective Collaboration



Goals:
Improve lead generation program, position company as leading worldwide brand, determine new opportunities for new product development, create new revenue streams, create better means of team communication and collaboration.



Profile Summary

Personal Information

First Name: John
Last Name: Tyler
Email: john.tyler@example.com
Phone: (312) 555-1234
Address: 123 Main St, Chicago, IL 60601

Interests

Technology, Business, Travel, Sports

Skills

Leadership, Strategic Thinking, Communication, Problem Solving

Education

Bachelor's Degree in Business Administration
University of Illinois at Chicago

Work History

Chief Marketing Officer
Codal Inc.
2015 - Present

"Reluctant" Roger

USER TYPE: Reluctant
AGE: 45
OCCUPATION: Small Business Owner and Repeatable Chef

ABOUT ROGER: No internet and outgoing. Not much time for paperwork. Has his business on a tight budget. Has been fired by CMT for not being. Cautious about government websites.

KEY POINTS: Office above industrial catering. Kitchen is small but very well. Boxes and papers all over the place.

"Straight Forward" Sam

USER TYPE: Straight Forward
AGE: 32
OCCUPATION: Chartered Accountant and Director of Finance and Logistics Agency

ABOUT SAM: Smart, simple, pragmatic. Always on the go and doesn't like the internet. Creative, material and confident. A lot of information can be found on companies when needed. Mostly.

KEY POINTS: Seek interior design offices with customer recognition. Heat and organized online systems.

"Disorganised" Dave

USER TYPE: Disorganised
AGE: 48
OCCUPATION: Small Business Accountant, Capital Tax Advisor and Part Time Personal Coach

ABOUT DAVE: Doesn't care much for internet. Creative, material and confident. A lot of information can be found on companies when needed. Mostly.

KEY POINTS: Large service office with old desks and 2 family sofas. Books, files and papers piled up with maps and papers on top. 2 part time employees.

Make-A-Wish® Supporter Personas

What are Personas?
Audience personas enable us to help people see themselves as the hero of our story. When people see a role for themselves in a story they are likely to be motivated to act.

How do I use them?
Personas are meant to guide storytelling and messaging efforts. Personas capture a snapshot of each target audience they represent, but are not intended to describe all members of that group.



Vanessa, 25
The Young Professional Volunteer Persona



Eddie, 57
The Empty Nest Volunteer Persona



Sarah, 50
The Social Worker Persona



Dinesh, 48
The Doctor Persona



Margaret, 62
The Major Donor Persona



Elizabeth, 46
The Events Donor Persona



Amy, 44
The Annual Donor Persona




Gina, 42
The Gen X Donor Persona




Manuel, 27
The Millennial Donor Persona

Geeky Jim

A fictitious user persona for ThinkGeek.com



Sh...
• War...
and...
• War...
mer...
• Alw...
Gam...
• War...
Sh...
• Mos...
• Diff...
orde...
Bio...
Geeky...
suppo...



Julia Carrano / Teacher

48 years old, 2 kids, graduated college, 62k income household, rural Tennessee

AUDITORY, TACTILE, VISUAL, OLFACTORY

Julia is a traditionalist

The traditionalist's happiest moments are when she is helping someone else. Strongly family oriented, she is always on the lookout for ways to make life more comfortable for her mate. Institutions, including the institution of marriage, are more important to her than anything else in life. She's usually a devoted mother who spends her free time helping her children with their homework or ferrying them to various activities. She feels uneasy being on the receiving end, rather than being the giver, and when someone gives her a gift or does something nice for her, she'll feel forever in their debt. What she needs to learn is to take some time out for herself.

Julia is a "domestic dweller"

The domestic dweller segment lives in a comfortable home that is nice but not ostentatious. They are traditional and enjoy quiet evenings at home and outings with the family. They use their kitchen the most of any of the four consumer segments, and consider it the center of their home. They use it for a wide range of activities, including paying bills and reading. They prefer a more conventional mainstream décor for their kitchen, and prefer low-maintenance products that can withstand constant use.

Paul

Profile
Gender: Male
Age: 45
Occupation: Sales

Charlie

Profile
Gender: Male
Age: 35
Occupation: Marketing

Marie

Profile
Gender: Female
Age: 52
Occupation: Lower Level Donor, Part-time Lecturer

Peter – Manufacturing engineer (Automotive)

About

- Experienced manufacturing engineer for an automotive manufacturer
- Needs to ensure there aren't any problems in the production line
- Wants to optimise and improve the manufacturing process
- Spends half his time on the shop floor and half in his office
- Works for an organisation that is naturally quite technophobic

Character

Considerate, supportive, reliable, trusting, valuing...

Description

Peter is an older mother and part-time University lecturer. He's busy preparing for classes, but he's also a father of two teenage children. He's a bit of a geek, and he's a bit of a technophobe. He's a bit of a geek, and he's a bit of a technophobe. He's a bit of a geek, and he's a bit of a technophobe.

Site usage

- Regularly discover the latest environmental news.
- Find out more about ESPs work in general.
- Know how to give and the previous method/reqs.
- Calculate her carbon footprint.

Web confidence and Content

Long time brand loyalist (if and web user). Accessing environment at work and at home, uses Kindle for...

Brand association

New York Times, Esquire, People, Time, Facebook, The Guardian, etc.

Wants to

- Find a solution to manufacturing problems
- Keep up with the latest manufacturing technology
- Get collocated to help persuade his bosses and other stakeholders (e.g. IT)
- Get in touch with the right contact within Ubisense

Key needs

- To be able to see solutions and information for his industry
- Relevant case studies and examples
- To find out (and articulate) what the Smart Factory solution is and does

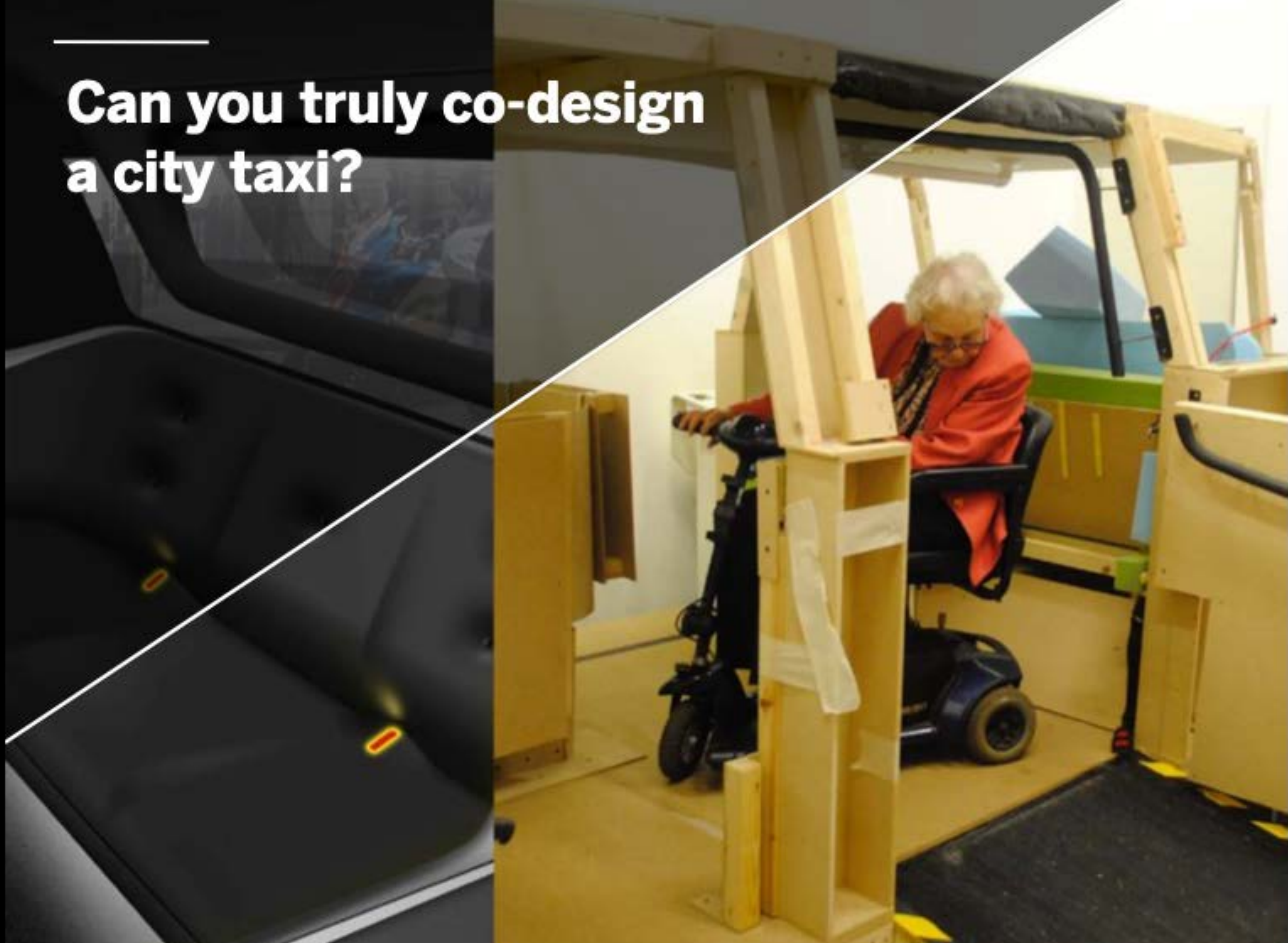
Challenges

- Peter is time poor, he doesn't have much time to do things
- Peter's IT manager might not be receptive to the new technology
- Peter's organisation is quite technophobic by nature
- It can be difficult for Peter to get his

Inclusive Design is defined
as including the needs of
the widest number of people
in your design

Source: UK Department of Trade and Industry (2000)

**Can you truly co-design
a city taxi?**

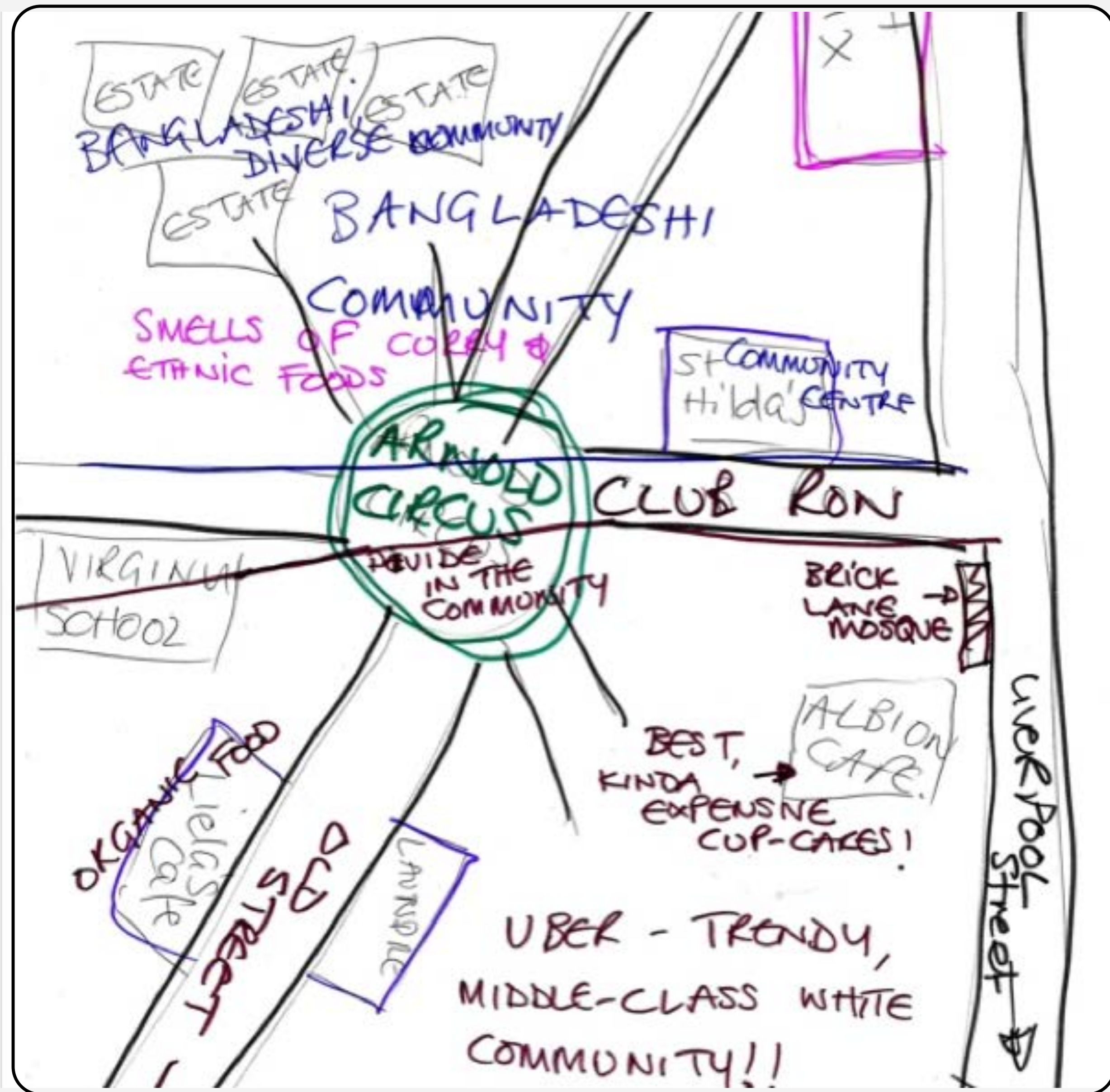


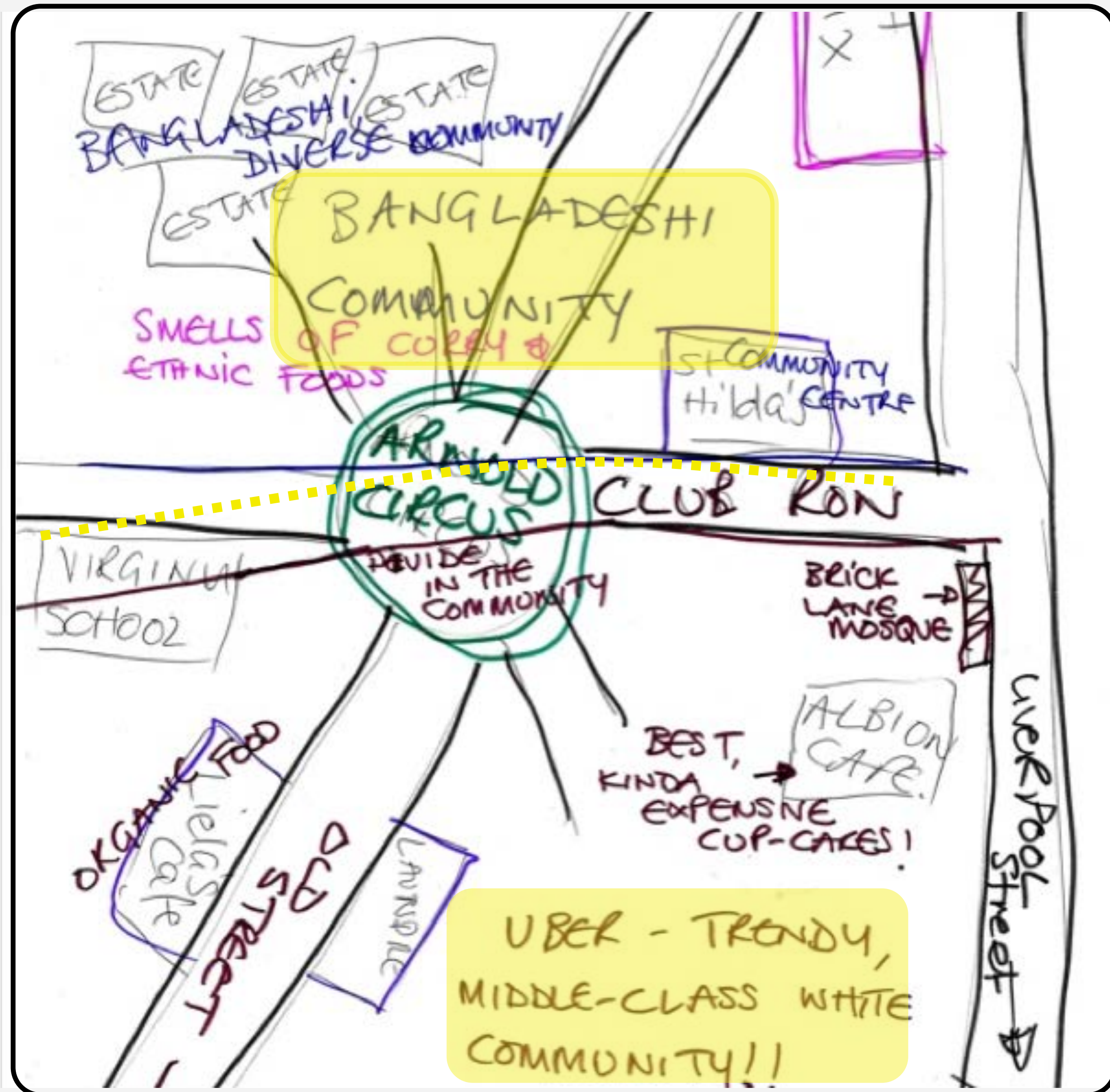


What are the real barriers to driverless vehicles?

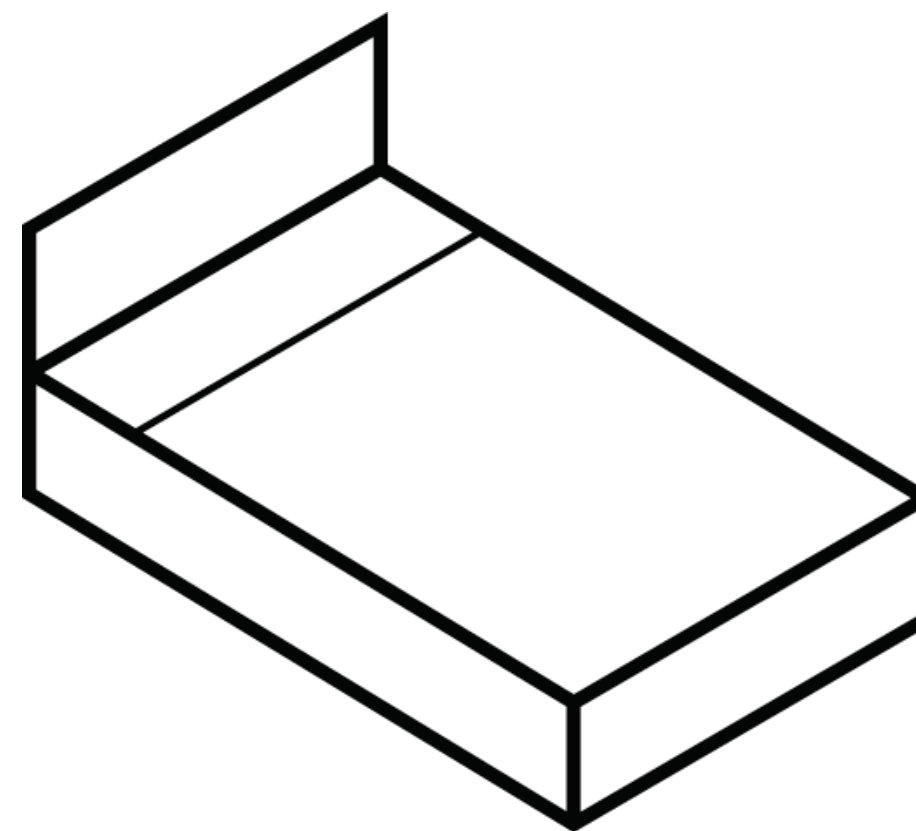
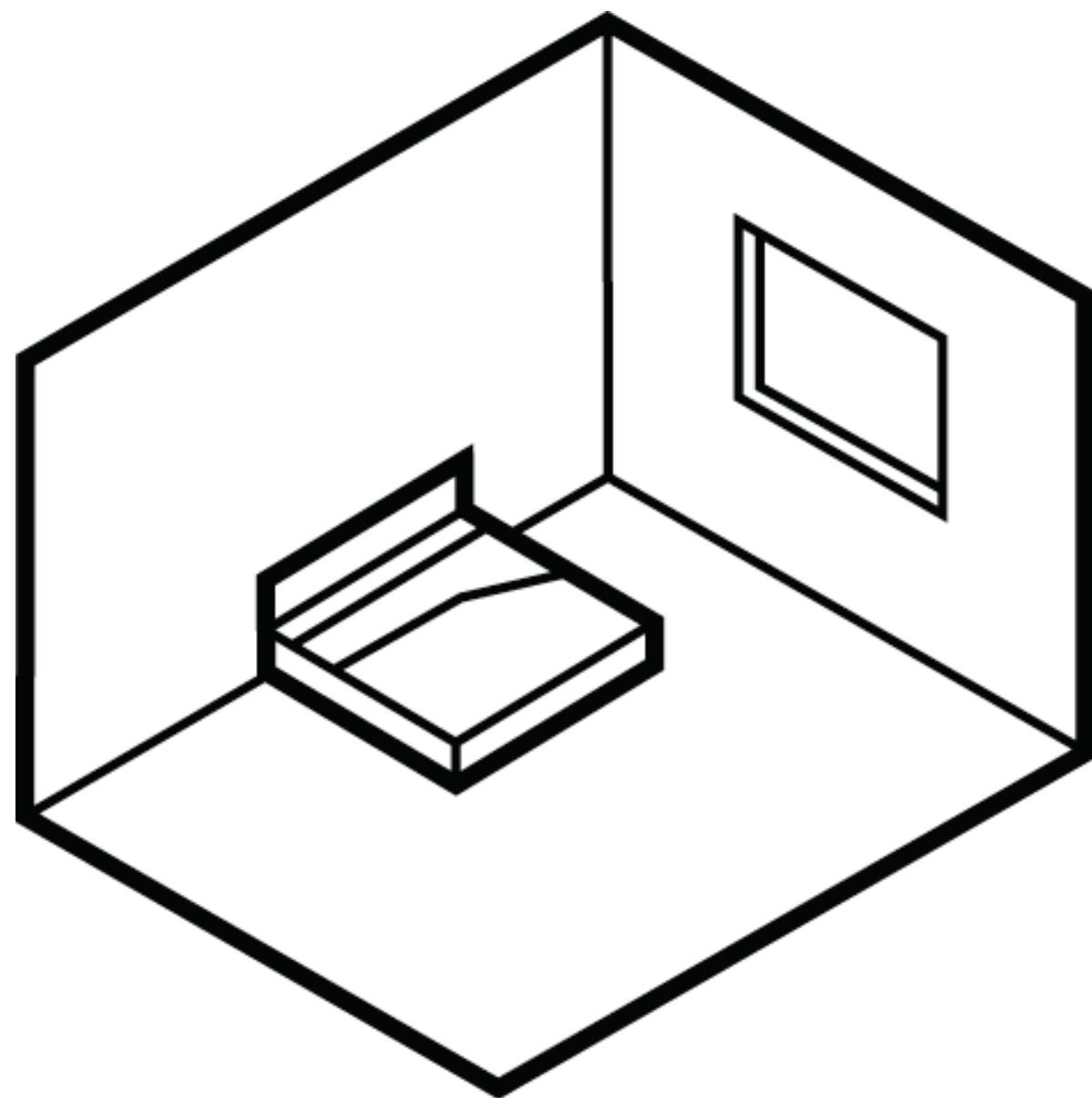
(And it's not what you'd think)

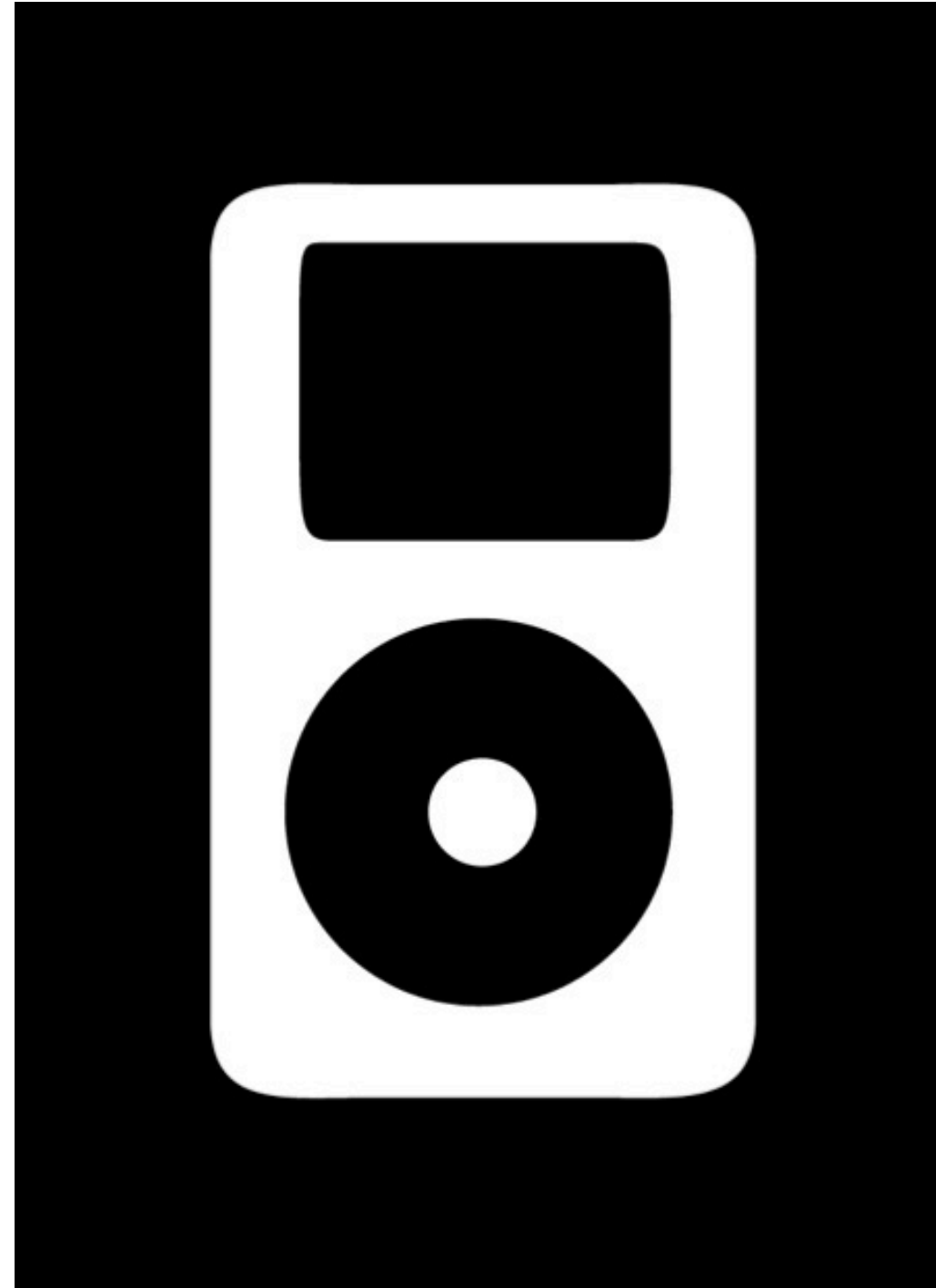






2) Convention







Design for ability vs. Design for disability



Michael Wolff

UK Government's Inclusive Design Adviser
Co-Founder of branding consultancy
Wolff Olins

Questions

Please list all co-inhabitants, dependents, lodgers, sublets that are present for the majority of the time in question in the dwelling you are registered at.

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Citizen Interpretation?

“The government wants to reduce my ‘benefits’ and take more money from me.”

Questions

Please list all co-inhabitants, dependents, lodgers, sublets that are present for the majority of the time in question in the dwelling you are registered at.

New Question

Who else lives with you?

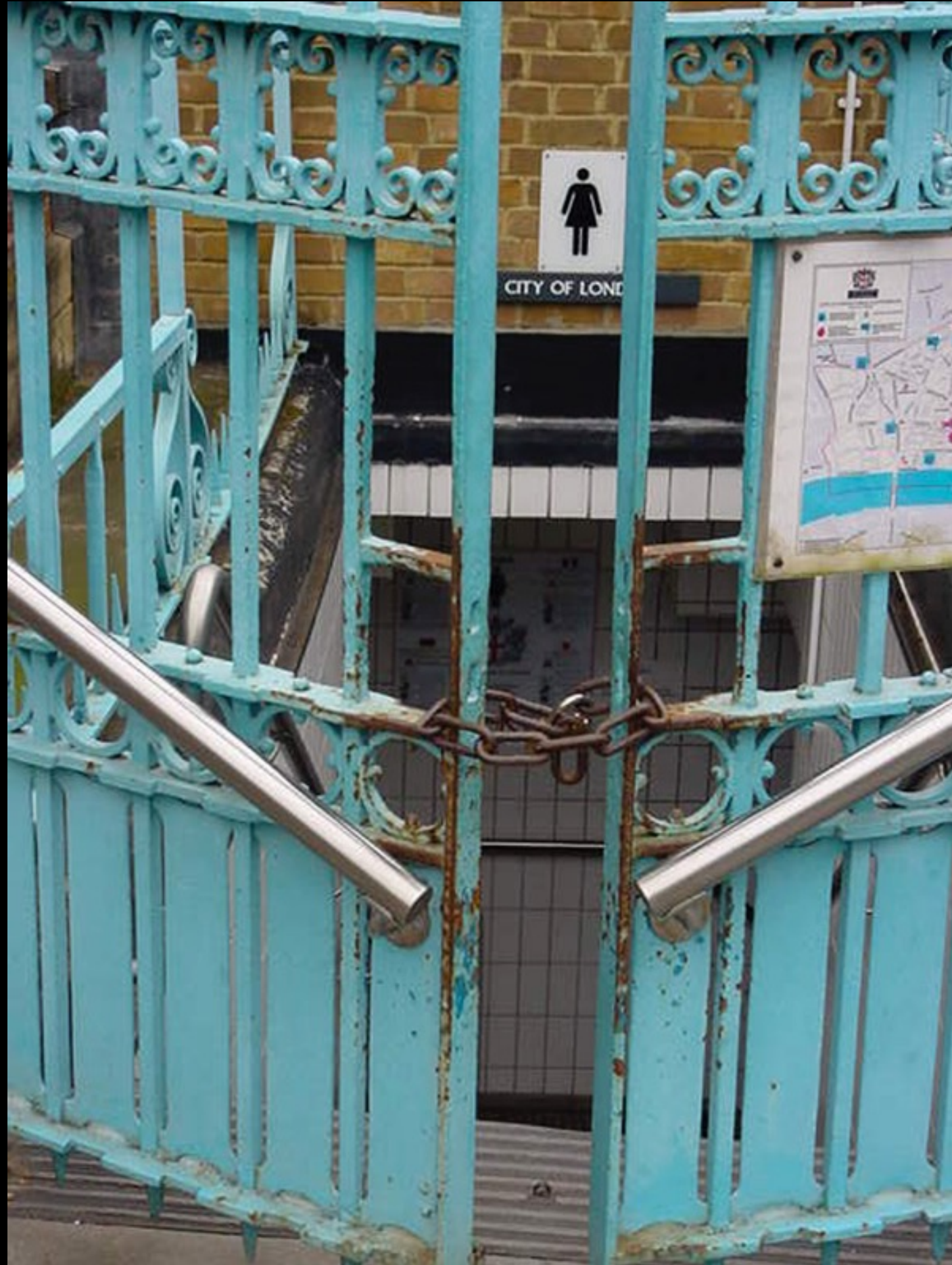
3) Connection

Design in the built environment
is about ...access to services,
healthcare, friends, neighbours,
local shops, schools etc.


“An 87 year old woman with breast cancer was forced to travel more than 500 miles per week because of a lack of local services.”

Source: Society Guardian, UK

When does it fail?



Curating the urban space



The Great British Public Toilet Map

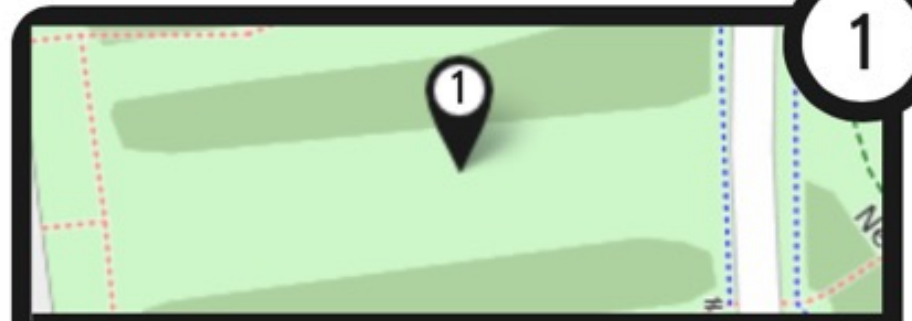
Give a pound to spend a penny!

Nearest Toilets

Hi! ✕


The 5 nearest toilets are listed below. Click [more info](#) to find out about each toilet's features.

You can [set preferences](#) to highlight toilets that meet your specific needs.

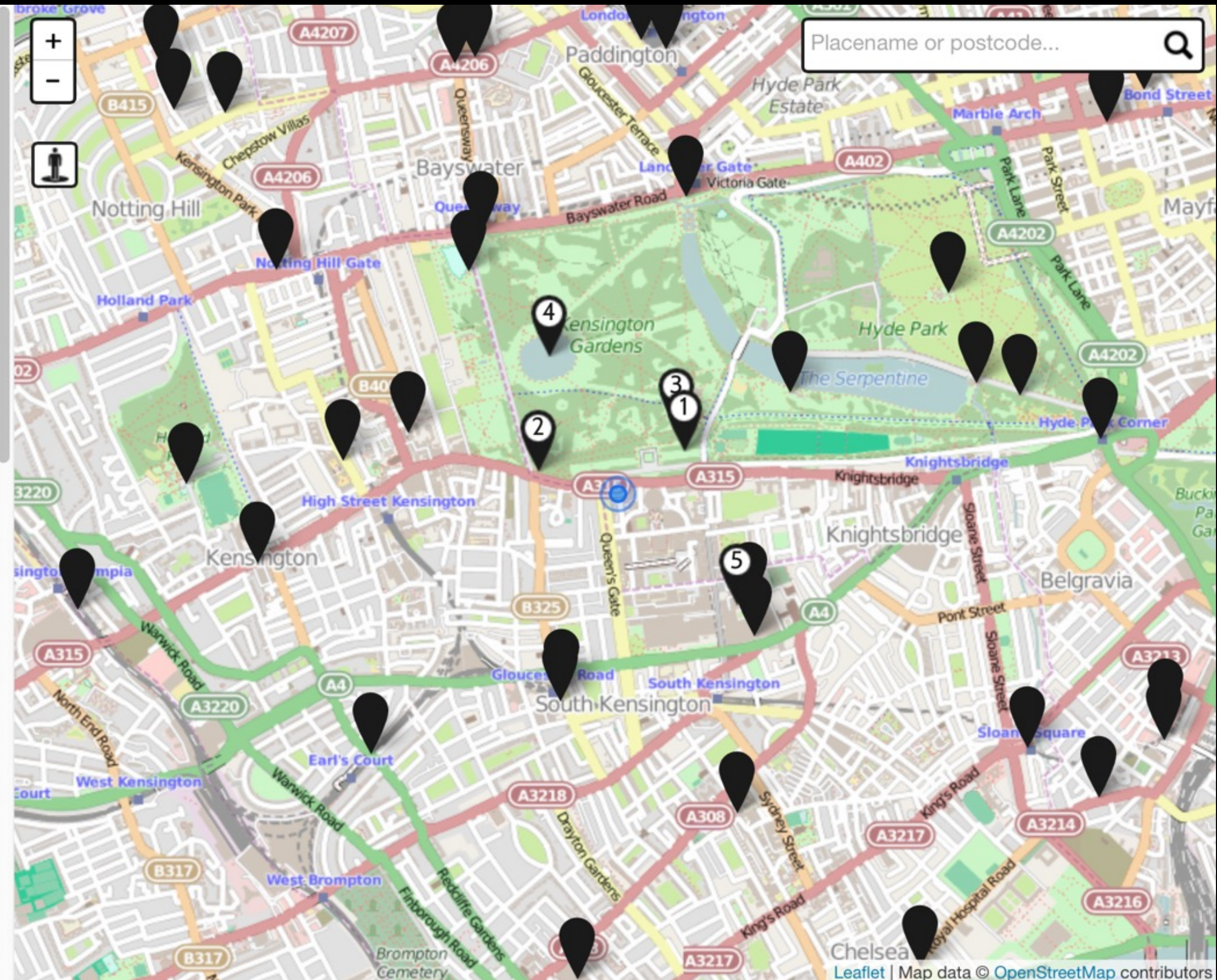


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more info...



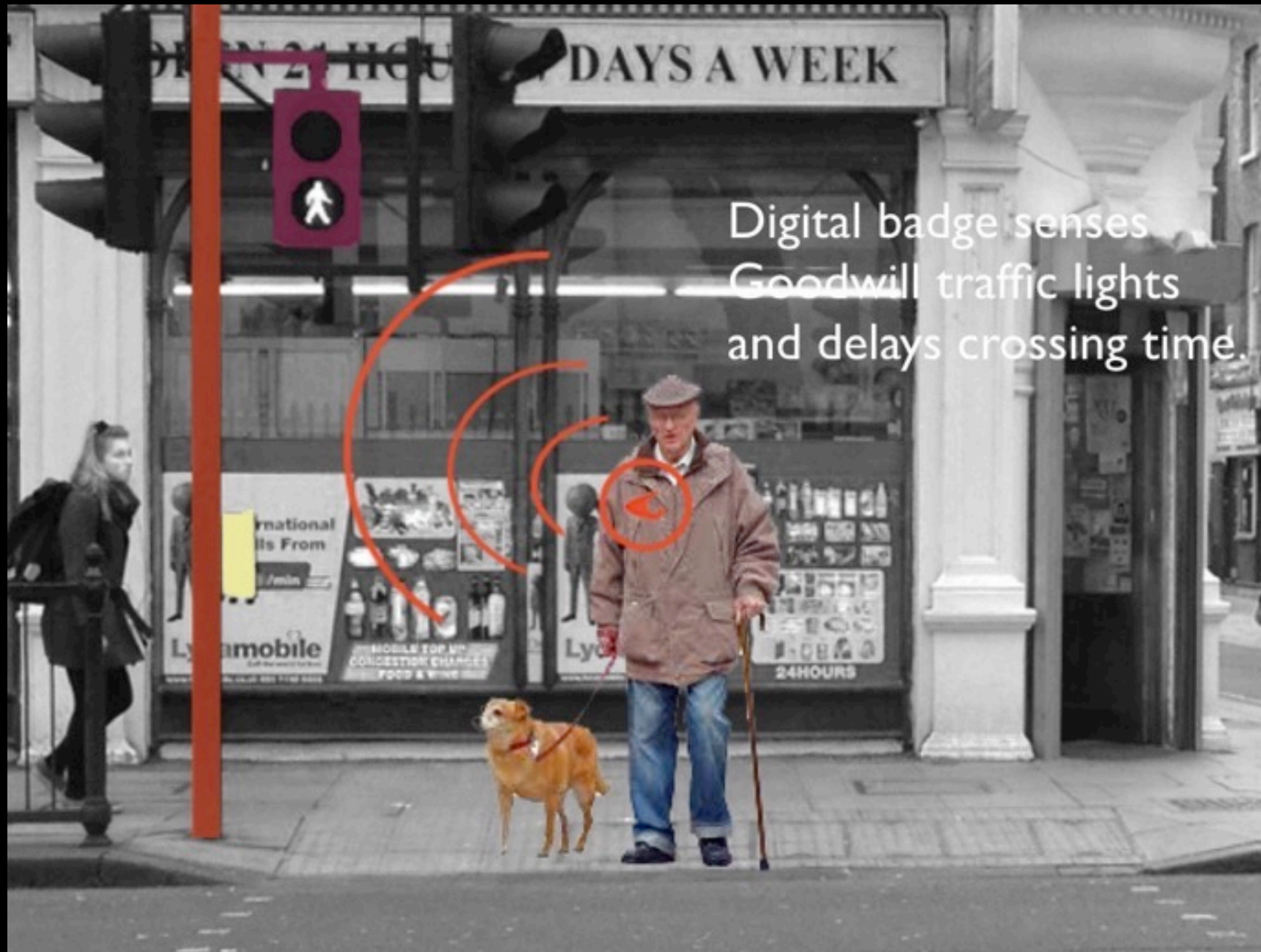
2



Placename or postcode... 🔍

Map data © OpenStreetMap contributors

A culture of immediacy



**Designing with
community**



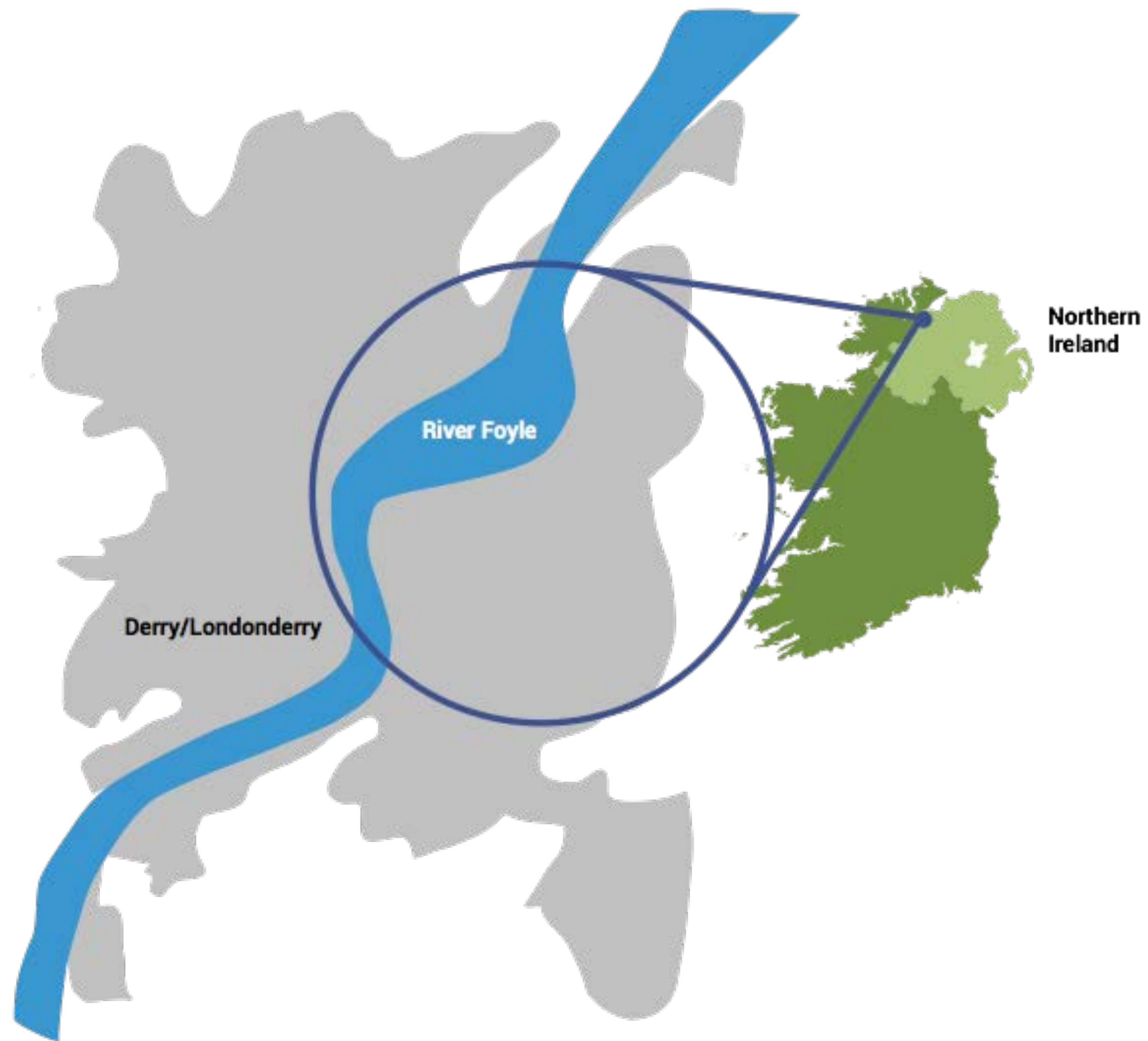


- Gardening
- Religion
- Dog-walking
- Fashion
- Cars
- Design
- School

Build on existing activities or interests

River







Bathroom







Care Home

DESIGNING
FOR OUR
FUTURE SELVES
為未來自己設計





AGE

ABILITY

The same sun rises and sets on us all every day, but that day can bring a radically different experience depending on our age, ability, gender or race. These four areas form a basis for the inclusive design approach.

THE FOUR AXES OF

INCLUSIVE DESIGN

Age: looking across the human lifespan to include older people
Ability: addressing a range of physical, cognitive and sensory abilities
Gender: understanding the evolving landscape beyond binary definition
Race: including people from diverse backgrounds and cultures

There is a growing call for new forms of action and engagement around equity, diversity and inclusion.

WE NEED TO RESPOND.

GENDER

RACE

Top tips

**Design experiences ... not
spaces, services or
architecture**

**Design for people ... not
users or consumers**

**Users use ... consumers
consume ... but people
live!**

... above all make sure your spelling is correct



www.hhcd.rca.ac.uk

Twitter, Instagram, LinkedIn and another one that
recently got hacked: @RamaGheerawo

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