

Module 1



LU 3 - Design for All-Universal Design

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LU Objectives

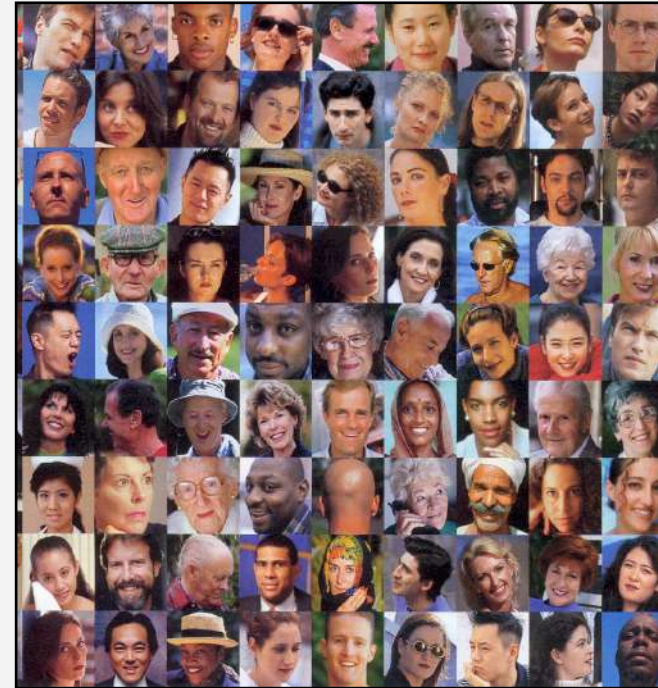
1. To explain the Design for All-Universal Design approach in relation to accessibility
2. To show that when a service, a building or a facility is designed to be accessible for the widest range of people with differing access requirements, it is not more expensive than other design solutions.
3. To explain that something which is made accessible to people with disabilities and other people with specific access requirements will be useful for many more.





Design for all-Definition

Design for All means designing, developing and marketing **mainstream products, services, systems and environments** to be accessible and usable by as broad a range of users as possible.





Universal Design Definition



‘Universal design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. The intent of the universal design concept is to simplify life for everyone. The universal design concept targets all people of all ages, sizes and abilities’.

(Center for Universal Design, Raleigh, NC, USA)





Universal Design Definition

Revisiting the definition:

- A process that enables and empowers a diverse population by improving human performance, health and wellness, and social participation.
- Making things easier to use, healthier and friendlier (Steinfeld and Maisel (2012))
- Considering many human factors .





The Concept of Universal Design(UD)

- Universal Design (UD), originated in the USA.
- It is a **design approach**, reflecting a way of understanding and responding to people's various needs: **"We are all the same, but also so very different!"**
- **It is a holistic approach** which supports the functionality of a building, product or service and provides independence for people
- It is not a list of particular solutions, measurements, or products.
- **Universal Design** is the way to reach the solution for creating comfortable, sustainable, inclusive and safe environments, products and services for ALL.
- The UD approach is the key to ensuring good access for everyone, including people with disabilities!





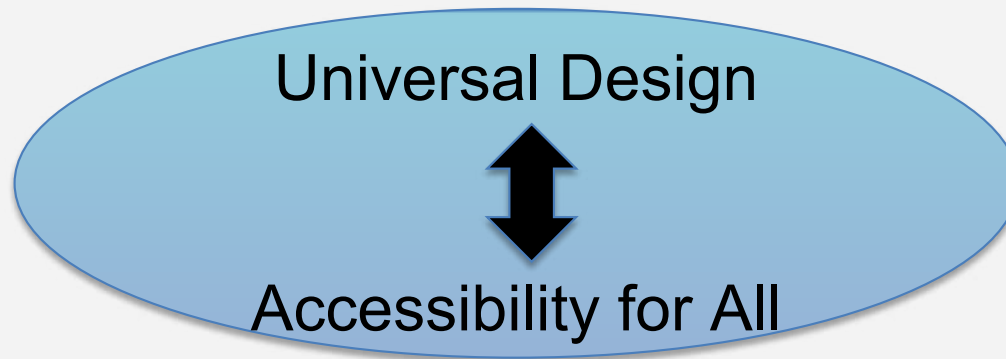
UD-Common sense?





The Concept of Universal Design(UD)

- The UD approach is the key to removing barriers and ensuring good access for everyone!





The 7 Principles of Universal Design

- **Equitable Use:**
The design is useful and marketable to people with diverse abilities.





The 7 Principles of Universal Design

2. Flexibility in Use

The design accommodates a wide range of individual preferences and abilities





The 7 Principles of Universal Design

3. Simple and intuitive use

Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.





The 7 Principles of Universal Design

4. **Perceptible Information**

The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.





The 7 Principles of Universal Design

5. Tolerance for Error

The design minimizes hazards and the adverse consequences of accidental or unintended actions.





The 7 Principles of Universal Design

6. **Low Physical Effort**

The design can be used efficiently and comfortably and with a minimum of fatigue.





The 7 Principles of Universal Design

7. **Size and Space for Approach and Use**

Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility





The Goals of Universal Design

- **Body fit**
Accommodating a wide a range of body sizes and abilities
- **Comfort**
Keeping demands within desirable limits of body function
- **Awareness**
Ensuring that critical information for use is easily perceived
- **Understanding**
Making methods of operation and use intuitive, clear and unambiguous
- **Wellness**
Contributing to health promotion, avoidance of disease, and prevention of injury





The Goals of Universal Design

- **Social integration**

Treating all groups with dignity and respect

- **Personalisation**

Incorporating opportunities for choice and the expression of individual preferences

- **Cultural Appropriateness**

Respecting and reinforcing cultural values and the social environment context of any design

(Centre for Inclusive Design and Environmental Access- www.ap.buffalo.edu/idea)





Universal Design in Tourism

- Sustainability
 - Economic
 - Environmental
 - Social
- Quality
- Comfort
- Safety
- Inclusion
- Equality
- Independence
- Growth
 - Wider market
 - Diversity of visitors
 - New products
 - More jobs
 - Higher value

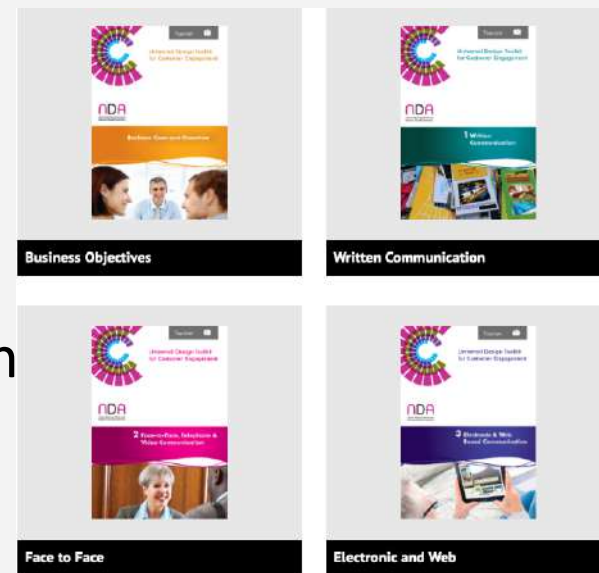




Universal Design for the whole Tourism chain

Customer Engagement in Tourism Services

- **"Universal Design for Customer Engagement Toolkit"** provides comprehensive best practice guidance on achieving better customer communication (Centre of Excellence in UD-Ireland)
- In 2013, Irish Standard (I.S.) 373:2013 'Universal Design for customer engagement in tourism services' was published by NSAI, the National standards Authority of Ireland.
- **The Standard**
- [I.S. 373 "Universal Design for Customer Engagement in Tourism Services"](#)



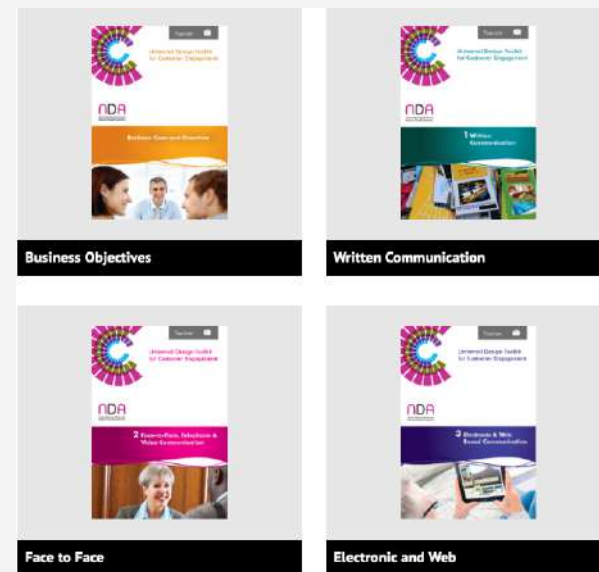


Universal Design for the whole Tourism chain

Customer Engagement in Tourism Services

- **The Toolkits**
- Business Objectives and Overview
- Written Communication
- Face-to-Face, Telephone & Video Communication
- Electronic & Web Based Communication
- **Case Studies**

Better Tourism through Universal Design





The consequences of **not** following UD principles

- **Lower** quality of services for the wider range of visitors
- **Exclusion of** some visitors from tourism experiences and offers,
- **Reduced** Return on Investment
- **Not sustainable** environments, services and solutions
- **Hindered** growth, requiring adaptations, re-design, re-building and additional expense.





A gap in design education

Legislation and standards are not enough and cannot be well understood or applied without the adequate educational background.

Education and training are the most important tools to achieve this goal.

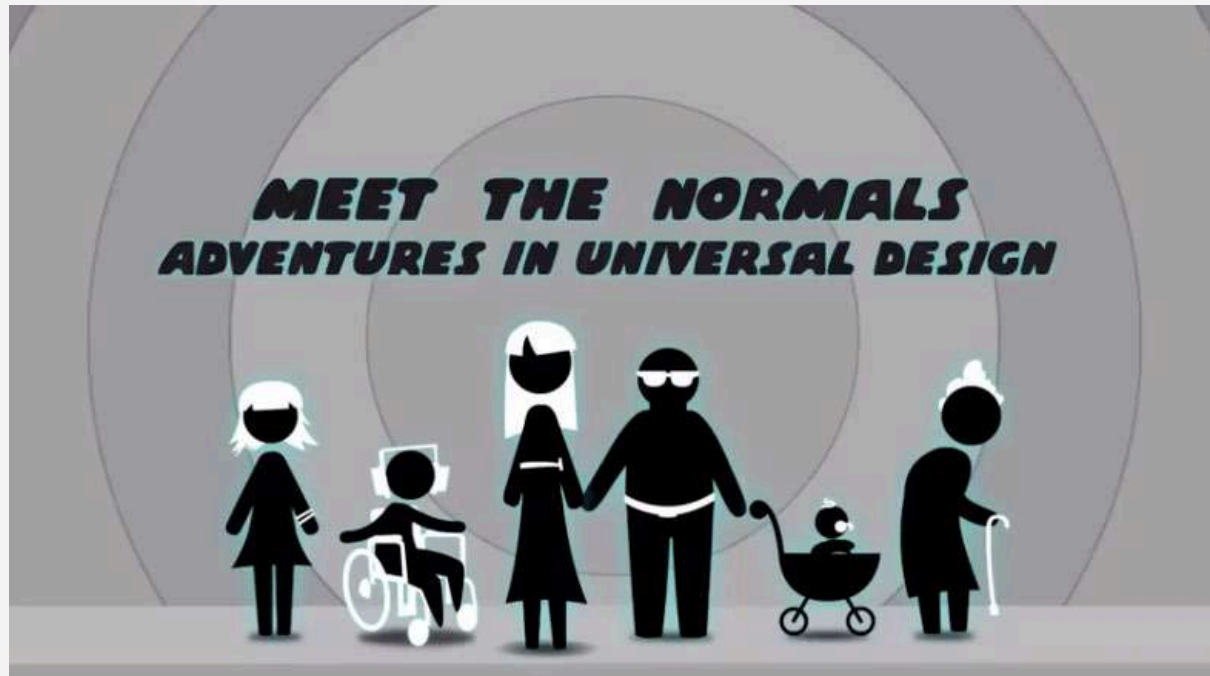
Architects, planners and designers of products and services are not taught about Universal Design and the importance of accessibility

- Where design education for architects and planners actually addresses accessibility it is often a separate issue. Teaching refers mainly to legal obligations for the accessibility of disabled persons.
- UD approach is not included in the curriculum of the students in the tourism field education (hospitality sector, chefs, travel agents etc)
- There is no common understanding of human needs - “functional requirements”
- It is not enough to know **what to do** but to understand the reasons **why**.





Do we follow a Design for All/UD approach?





Do we follow a Design for All/UD approach?

- Some bad examples





Do we follow a Design for All/UD approach?

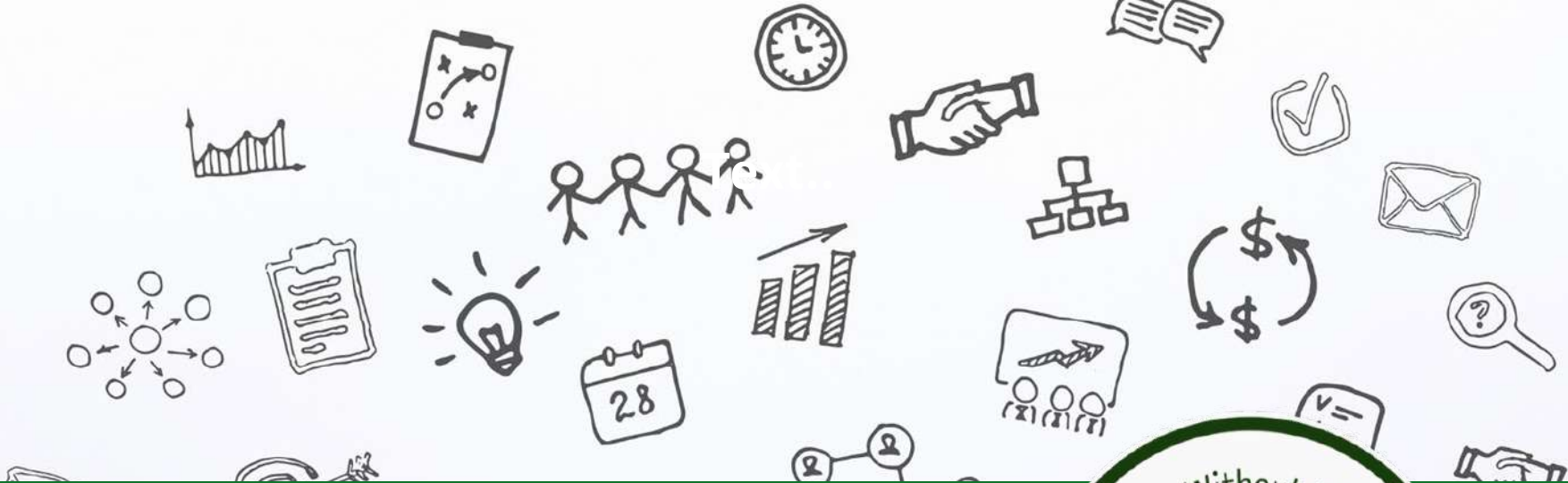




Do we follow a Design for All/UD approach?

- Some good examples





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