



Module 1 Learning Unit 3

Design for All – Universal Design



Games Without Barriers

Co-funded by the Erasmus+ Programme of the European Union G.A. n. 2019-1-IT01- KA202-007450
CUP code G95G19000500006

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Design for All and Universal design aim to remove barriers and ensure access for all through the design of the built environment, products and services.

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 (UD) 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.

The 7 Principles of Universal Design:

- Equitable Use
- Flexibility in Use
- Simple and intuitive use
- Perceptible Information
- Tolerance for Error
- Low Physical Effort
- Size and Space for Approach and Use

The Goals of Universal Design

- Body fit
- Comfort
- Awareness
- Understanding
- Wellness
- Social integration
- Personalisation
- Cultural Appropriateness

Universal Design in Tourism for the whole supply chain supports Sustainability, Quality, Comfort, Safety, Inclusion, Equality, Independence and Growth.

The consequences of **not** following UD principles include Lower quality, Exclusion, Reduced return on investment, not sustainable environments and services, hindered growth.



Customer Engagement is a key in Tourism Services. Two important references are:

- The Universal Design for Customer Engagement Toolkit, by the Centre of Excellence in UD-Ireland, provides comprehensive best practice guidance on achieving better customer communication.
- Irish Standard (I.S.) 373:2013 ‘Universal Design for customer engagement in tourism services’ which was published by NSAI, the National standards Authority of Ireland.

Education and training are the most important tools to achieve the goal of Universally designed products, services and environments.

- There is a big gap in design education. Architects, planners and designers of products and services are not taught about Universal Design and the importance of accessibility, therefore there is no common understanding of human needs - “functional requirements”
- Legislation and standards are not enough and cannot be well understood or applied without the adequate educational background.

