The Goals of Universal Design

Edward Steinfeld
UD2012  Oslo, June 11-13, 2012
Increasing adoption of universal design?

- UD is innovation
- Expand beneficiaries
- Increase relevance
- Clarify the concept
Defining Universal Design

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. (Mace, 1985)

....design for human diversity, social inclusion, and equality. (Design for All Europe, 2008)
The 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
Social Integration

PICNIC AREA FOR HANDICAP ONLY

LOCAL ORDINANCE PROHIBITS USE BY OTHERS!
Social Identity
Design for Social Participation

Photo by Katherine Austin

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Health and Wellness
Response to Context
Service Design
**Revisiting the Definition**

**Definition:** A process that enables and empowers a diverse population by improving human performance, health and wellness, and social participation.

**Elevator message:** Making things easier to use, healthier and friendlier.

Steinfeld and Maisel (2012)
Goals of Universal Design
Body Fit
Accommodating a wide 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
Social Integration
Treating all groups with dignity and respect
Personalization
Incorporating opportunities for choice and the expression of individual preferences
Cultural Appropriateness
Respecting and reinforcing cultural values and the social and environmental context of any design project
Conclusion
Available for Purchase Now:
Universal Design: Creating Inclusive Environments

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