



Universal Design

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Chief Officer**

**Centre for Excellence in
Universal Design (CEUD)**

nDA

What is Universal Design?

Universal Design in Ireland

Universal Design is the design and composition of an environment so that it can be **accessed, understood and used** to the greatest extent possible by **all people** regardless of their **age, size, ability or disability**.

(Synopsis of the Irish Disability Act 2005)

An approach for achieving more accessibility and usability in Built environment, Products, Services and ICT systems.

Centre for Excellence in Universal Design, CEUD

Established January, 2007 in the NDA



Universal Design



The Know Do Gap (WHO)



Bridging the Know Do Gap



Centre For Excellence in Universal Design (CEUD)

Standards

- Stimulate research
- Participate in Standardisation work nationally and internationally
- Provide advice to stakeholders
- Encourage compliance

Education and Professional Development

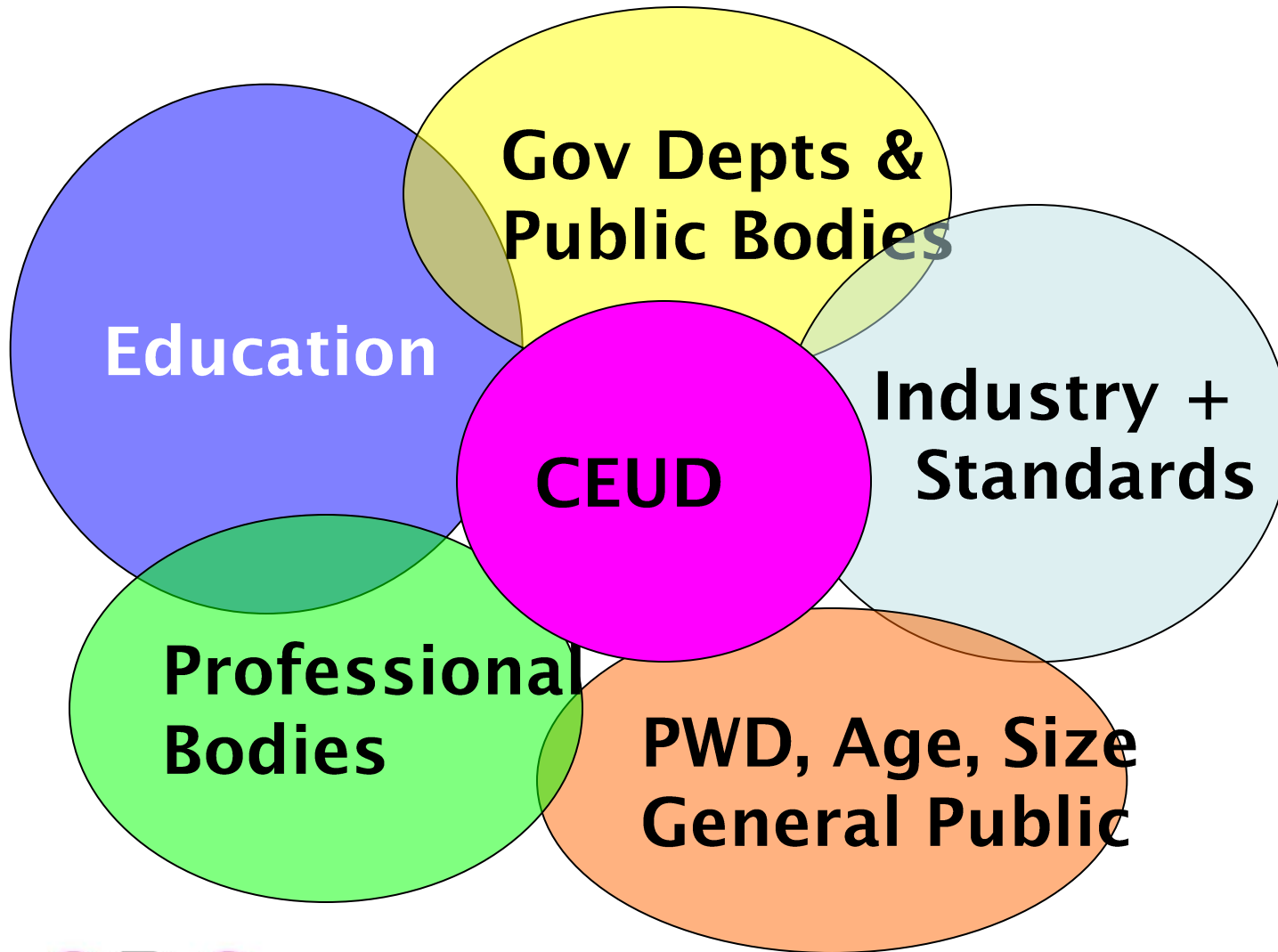
- Incorporate UD content into design curriculum
- Guidance on Universal Design for teaching, examinations and accreditation

Awareness

- Maintain a best practice database (website)
- Promote awareness and understanding



CEUD Key Stakeholders



"Good Design is Good Business"

Thomas J. Watson, IBM

Product designs that are Easy to Use:

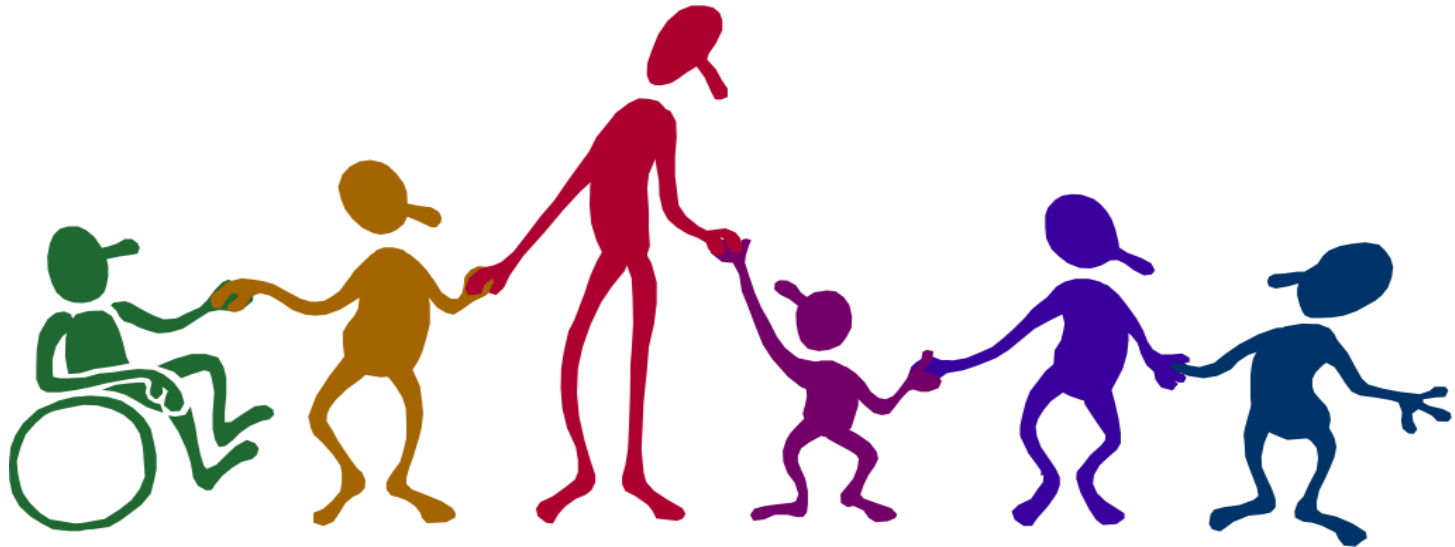
- Gets a better product to market, faster
- Builds business growth on satisfied customers
- Creates satisfied employees and more productivity
- Prevents 80% of downstream user requirements

"Usability equals Profitability"



It is **normal** to be different

Knowing your customer is key to Universal
Design



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Universal Design

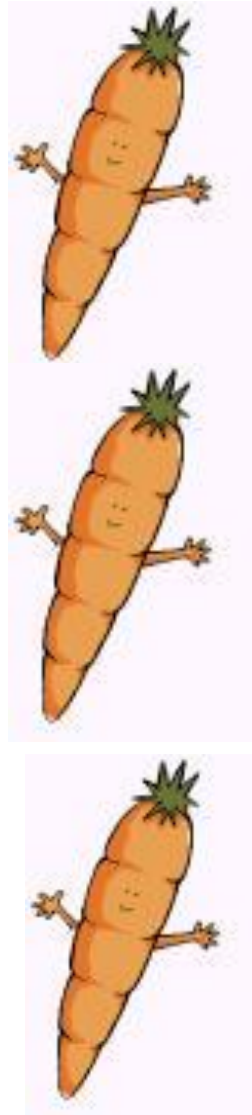


Key benefits of Universal Design



Requirement
(Legal, organisational)

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Increased reach
(increasing the usability of your product,
increased market)

Increased efficiency
(reduce costs of maintenance, support)

Social Responsibility
(Ethical, the right thing to do, leading
from the front)

Universal Design



**“Design is not just what it looks like and feels like.
Design is how it works”**

Steve jobs Apple

**what distinguishes innovators is a powerful drive to
understand—and please—the people who buy their products.**

Open innovation: How to create the right new products, the right way – Accenture 2009



Universal Design



CEUD Work 2011-12 ICT

- National Universal Design Digital TV guidelines
Feb 2012
- European guidance Standard on Training ICT
Professionals in Universal Design **April 2011**
- Best Practice in Universal Design of the Web
Oct 2012



CEUD Work 2011-12 Built Environment

- Built – Building for Everyone (BFE) – Guidance on Universal Designed Environment **23rd Feb 2012**
- Universal Design homes national guidelines **Sept 2012**
- Guidelines on Universal Design of Educational Campus **Dec 2012**



Building for Everyone: A Universal Design Approach

External environment and approach

1



Building for Everyone: A Universal Design Approach

Entrances and horizontal circulation

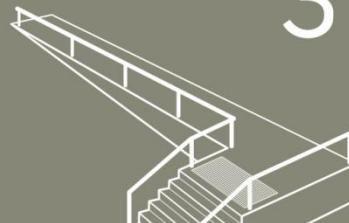
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Building for Everyone: A Universal Design Approach

Vertical circulation

3



Building for Everyone: A Universal Design Approach

Internal environment and services

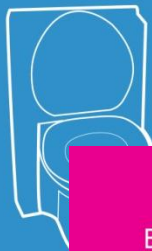
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Building for Everyone: A Universal Design Approach

Sanitary facilities

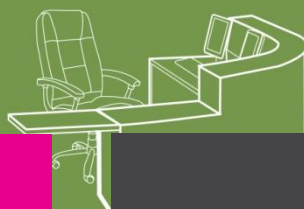
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Building for Everyone: A Universal Design Approach

Facilities in buildings

6



Building for Everyone: A Universal Design Approach

Building types

7



Building for Everyone: A Universal Design Approach

Building management

8



Building for Everyone: A Universal Design Approach

Planning and policy

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Index and terminology

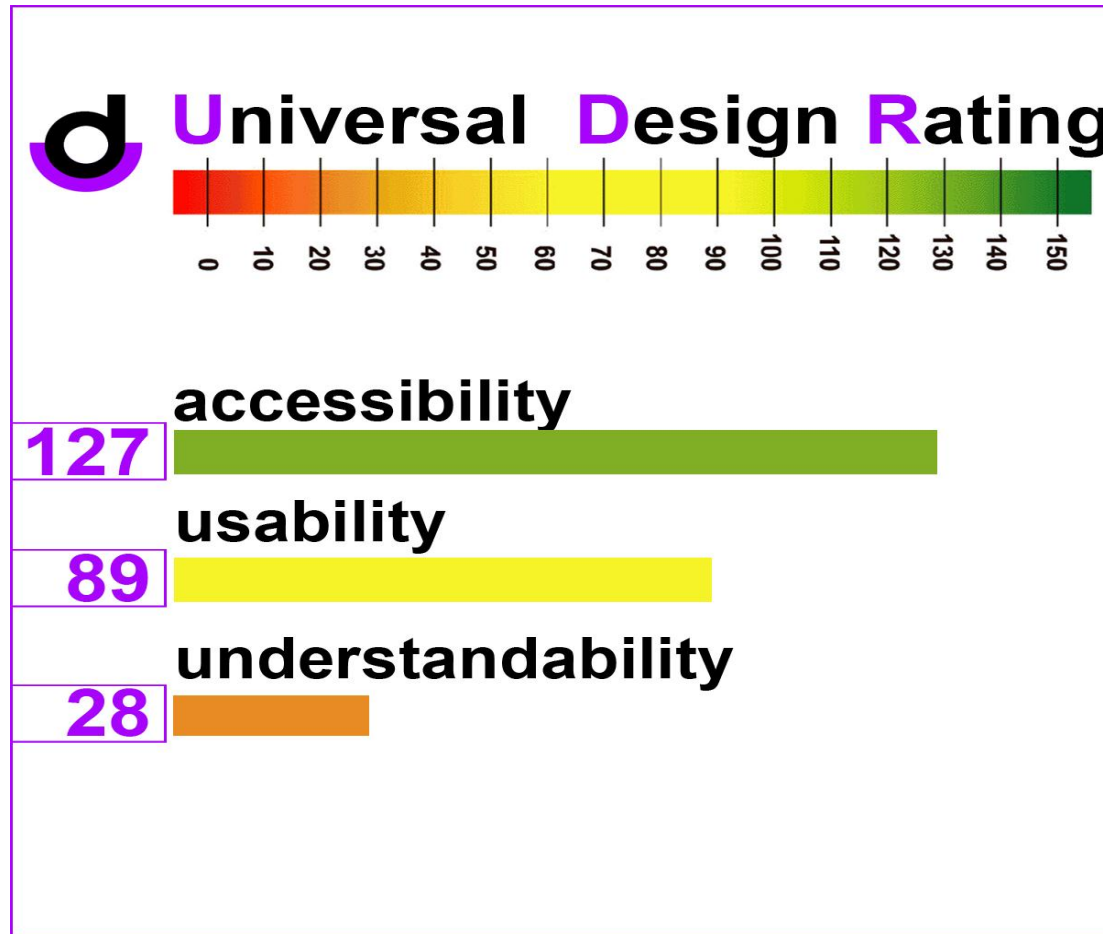
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Research on UD Rating System for Buildings – Doctoral Researcher Trinity College Dublin



CEUD Work 2011-12 Education

- European Workshop Agreement on Training ICT Professionals in Universal Design **April 2011**
- Universal Design **Curriculum** for **3rd** level education **Sept 2012**
- Universal Design **Curriculum** for **2nd** level education **June 2012**



CEUD Work 2011-12 **Standards, User participation** and **Awareness Raising**

- User Participation in **Standards** working group 7 in partnership with National Standards Authority of Ireland (**NSAI**)
- First national **Size** guidance for Ireland **Oct 2012**
- Universal Design Standard for Customer Services for Energy Suppliers (Electricity and Gas) **9th Feb 2012**
- 24 Hour Universal Design Challenge 09/10/11





NSAI
Standards

SWIFT 9:2012

Universal Design for Energy Suppliers



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Thank you for Listening

www.universaldesign.ie



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