

Designing for all: a manufacturers and service providers' challenge

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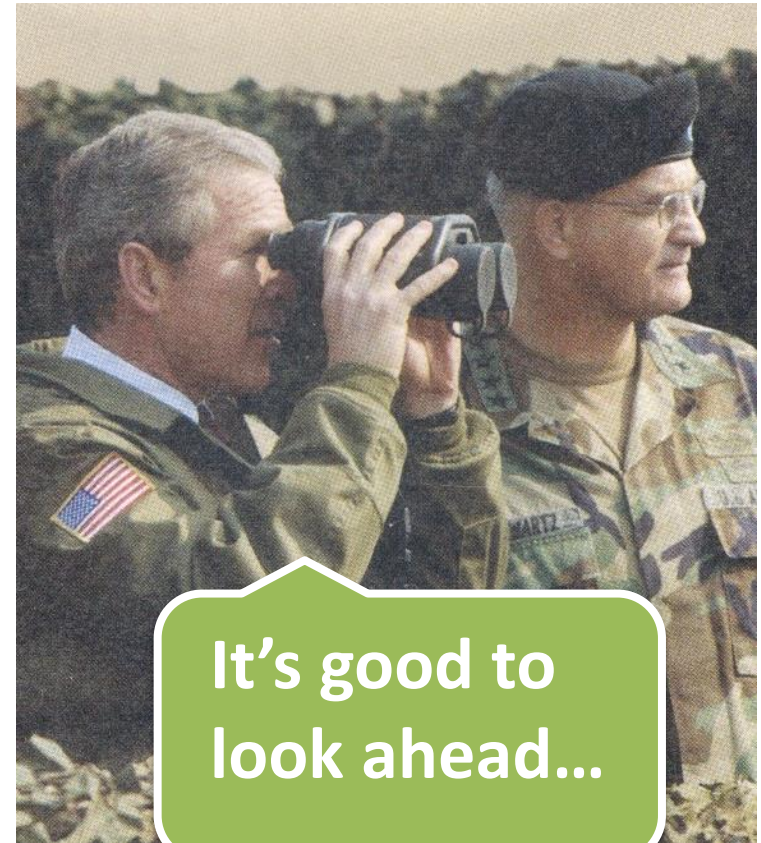
About me

- Independent Technology Expert
- 25+ years of experience
- Former Head of ICT, Director of New Technologies, Director of Technology
- Research, Development, Innovation
- User Experience and Digital Inclusion
- Expert appointed to Mandate M/473 “Design for All”
- Standardisation in IETF, BSI, IEC, ETSI, CEN, CENELEC: contributor, author, editor
- Business and industry experience as well as third sector
- Fellow of the Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA)



A systemic failure to pre-empt

- In technology, it is much easier to design for functionality than to retrofit it
- Industry, NRA: *talk* a lot about proactive regulation, but most of the time fail at it
 - Mostly reactive, rather than proactive
- Lessons from the past are not being learned
- Short-term interests and pressures prevent proper long-term thinking
- Keep making the same mistakes:
 - “Emerging solutions don’t need to be accessible”
 - “We need more research first”
 - “It is too expensive”
- Vicious circle: not considered early – too expensive to retrofit afterwards – repeat



It's good to
look ahead...

A systemic failure to focus on users

- Unknown = unloved
- Most of industry, regulators do not understand the issues around accessibility, usability, extending the range of users
- Stuck in the fallacy that improving accessibility, usability is expensive, very difficult if not impossible, only relevant to a minority of users
- User groups not without responsibility: too often looking backwards, perpetuating legacy solutions
- Early focus on user needs + innovation are key
- Business too often thinks it can continue as in the past
- Simple observation = growing number of people face substantial difficulty in accessing, understanding and using products and services



What is Design for All?

- “Design for All is design for human diversity, social inclusion and equality [...] Design for All aims to enable all people to have equal opportunities to participate in every aspect of society.”
- = Know your user + deliberately use this knowledge in design, development, production, provision...
- Seek to continuously extend the range of users who can access, understand and use mainstream products, goods and services
- Avoid dogmatic views on one or other “methodology”, fads...
- Design for All is forward looking



What is not Design for All?

- ≠ One size fits all
- ≠ Making Assistive Technology disappear
- ≠ Yet another, different process or management fad
- ≠ Impossible to do
- ≠ Too expensive to do
- ≠ Perpetuating legacy, niche solutions



Mandate M/473 “Design for All”

- European Commission - Employment, Social Affairs and Equal Opportunities DG
- “Standardisation Mandate to CEN, CENELEC and ETSI to Include "Design for All" in relevant standardisation initiatives”
- Policy context = no discrimination, full citizenship + participation for people with disabilities + older people,
- Requires full access to goods, products and services
- Through application of Design for All
- The very existence of this Mandate is clear evidence of failure to produce appropriate outcomes for disabled and older people
- “It is not intended to develop specific accessibility standards.”
- Not publishing technical specifications
- Continued role for Assistive Technologies

M/473 Deliverable D1.1

“Process for integrating accessibility into standardization processes. Development of a procedure to guide standardization bodies through a process to decide whether accessibility should be an issue to address when reviewing existing or developing new standards”

M/473 Deliverable D1.1

“Pro **From the Mandate:**

stand
proc
proc
issue
new

“The deliverable shall function as an effective tool for standardization bodies. It should be easy and intuitive in use and give the standardization bodies a basis for making decisions about if and how accessibility issues following a Design for All approach should be identified and handled when creating or revising standards.”

M/473 Deliverable D4.1

“a new standard (or other deliverable as appropriate to be proposed by the ESOs and accepted by the European Commission) should be developed that describes how the goods manufacturing industry as well as public and private service entities in their processes can consider accessibility following Design for all approach with due consideration for assistive technologies and services that could help bridging the usage gap of the product or service”

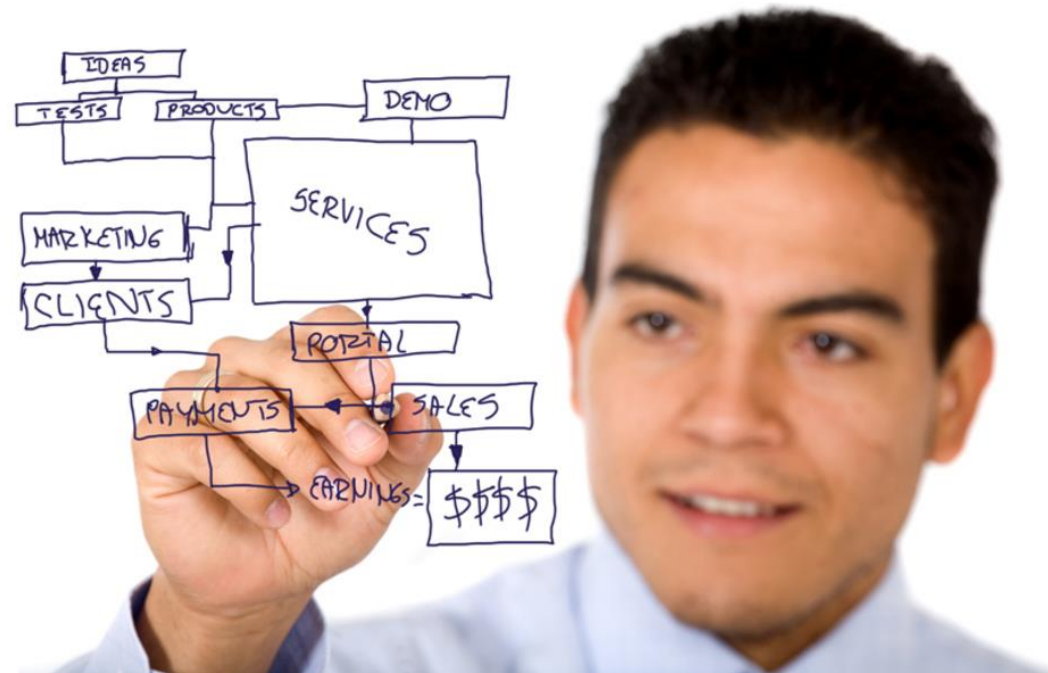
M/473 Deliverable D4.1

“a ne **From the Call Text:**

propo *“This Deliverable to be developed should deal
Com with different types of process related
good standards widely used, such as management
privat systems standards, process standards, etc.
acce and it will constitute a first ‘horizontal layer’
cons that upon which additional sector specific
or se guidance documents should be produced
afterwards where needed.”*

Success factors for accessibility following a Design for All approach

- Commitment by decision-makers
- Integrated management system, process approach – cfr quality, security, environment, ...
 - Fits existing practices
- Applied from the earliest stages of planning and design
- Seen as positive and improving quality of products, goods and services
- Harnessing existing expertise, knowledge, best practice



Design for All makes business sense

- Demographic trend in EU = increasingly aged and diversified society
 - All organisations should align products, goods and services to meet the needs of the widest range of users
- Extending the range of users = opportunities for innovation = incentives for investment
- Strong competitive edge in attractive and accessible products, goods and services
- “Products, goods and services created in this way stand out not just because of their aesthetic qualities, but very much also because they are particularly easy and comfortable to use”

After: Neumann Consult et al, “Developing criteria for guiding SMEs aimed at incorporating the Design for All concept into corporate practices – Summary of the Final Report”



Time for a different way of thinking

**“Designing for all:
a manufacturers and service
providers’ challenge”**

Time for a different way of thinking

**“Designing for all:
a manufacturers and service
providers’ opportunity”**

**Thank you
for listening!**

Questions?
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