Design for All

Chairman's Desk:

Dr. Sunil Bhatia

Ancient India where technology was not that advanced as compared to present time but peace & human values were settled against modern India (so called a technological developed nation that continues to progress in a manner at the cost of peace of human mind and disturbed ecological balance), faces crisis of throwing up, genuine & creative designers. If we look at the human history, we find that perhaps only a few occasion creative persons were respected by the society and generally they have suffered. The creativity proved for the creators as biggest curse. 'An individual's creativity & intellect may at times prove his/her biggest enemy.' Why does society behave in extreme emotion against creators? Why is there so much of venom against creativity? 'Creativity in fact has to pass from the corridor of extreme sufferings and it appears as it is its natural path.' Society's biggest dilemma is to decide on which

part of creativity or innovation should accept that will help in progress of the society and social values at once? Sometime frustration surfaces because of past knowledge or confusion prevails and it does not allow people to make proper decision or some creativity is ahead with his/her time and society is not mature enough in understanding its real worth or say even the vested interest of select class does not allow it to succeed. These are the few reasons of the society for behaving in such a manner. Society wishes to control its extreme behaviour for the creator .It is struggling hard in devising various methods but till today could not design a proper full proof method to segregate the genuine creativity from bad or not useful or those will lead us nowhere. Every person's mind puzzles with the question 'Who will decide what is good or bad? Should it be collective or let the individual decide?' Either rely on expertize of our so called institute or let the common person wisdom prevail in decision. Stamping of approval by institutes is quick & speedy process in adaption as well for diffusion for common men because they enjoy special confidence in the mind of common people. It is quickest way to popularize for acceptance by society. Other side common man's wisdom takes years for acceptance and diffusion for all is slowest process. Acceptance is gradual, need based and not imposed by any outside agencies. It is the free will of common person to accept or reject or modify.

It is the only Hindu mythology that had recognized the importance of design and creativity through design and can boost to have exclusive designer's god as Visvakarma (in sanskrit: viśvá-karman "all-accomplishing; all-creator") for tangible or physical things and for

intellectual creativity we have goddess Sarswati (The name Saraswati came from "saras" (meaning "flow") and "wati" (meaning "a woman"). So, Saraswati is symbol of knowledge; its flow (or growth) is like a river and knowledge is supremely alluring, like a beautiful woman). Idea is foremost and translation into physical form can be through trail & error. Visvakarma is the Hindu presiding deity of all craftsmen and architects. He is believed by Hindus to be the "Principal Universal Architect", the architect who fabricated and designed .Visvakarma who is consider as the divine engineer of the world. As a mark of reverence he is not only worshipped by the engineering and architectural community but also by all professionals. It is customary for craftsmen to worship their tools in His name. Viśvákarma is the term used in India for a caste of priests, engineers, architects, sculptors, temple builders and artists and it is also applied to five sub-castes; blacksmiths, carpenters, coppersmiths, goldsmiths and sculptors. Any individual of any caste, creed, colour & gender can pray for Visvakarma by exhibiting his/her creativity. Similarly whosoever is helping progress of intellectual creativity in fact he/she is blessed with goddess Sarswati. Society is always hungry for new ideas and our present general environment of the state of the world is depressing because innovation and creativity of new ideas are at bottom and almost missing. Once the intellectual process is over, we need good people who can translate that idea into practical form. Its imbalance in both can jeopardise the real growth of the society. We must realize the importance of both and express our same respect for all. By way of expressing our gratitude in fact society is respecting & encouraging an individual's creativity whosoever does good deed for humanity.

With the introduction of concept of institute, entire face of creativity has changed. Creative process of the society came in the hands of few who start believing 'creativity is our birth right', centralized around these institutions and contribution of individual's creativity at grass root level was side lined. The role of an individual had buried under the sheen of these institutes established since these are deemed of their dominance as 'centre for creativity' with the money power. Neither any institutes did well in past and if they continue in same manner future is grim for creativity nor do they allow an individual to demonstrate his /her creativity. As a result we could not enjoy the natural creativity rather we were left with no option other than to accept whatever these institutions are imposing in the name of creativity. That was the blunder in human history. The term "institution" is commonly applied to customs and behaviour patterns important to a society were changed to particular formal organizations of government and public service. An individual who was free to create came under the dark shadow of institutes and start doing what institutes guide and started doing what they like & please them. This was an act of gradual manner of killing the natural creativity of an individual. Our formally trained designer are few from the country's premier institute and these institutes produced the designers as assembly line , ignorant about social values and little knowledge of market driven economy. They live with bewilderment and best time of their age of creativity of a person was high when he passed the degree examination with flying colour and lost that enthusiasm of proving to the society because of his wrong training of mind .Those who are associated with affairs of

this premier institute are damaging more of the society by systematically killing the natural instincts and talents of grass root and promoting their trained designers. In this act, nation has lost a lot and continues to lose. Institutes are not mending their ways for training for creating genuine designers rather continue to live with the illusion and keep boosting themselves as real people of development of the nation because of their self-proclaimed contributions and keep trumping their contributions at every possible government platforms. In reality, a few are aware of the bottom of their hearts that their contributions are negligible and self-praising is hollow. It is required for their own survival since they do not agitate of wrongdoing of majority and maintain silence. 'How long anyone can hide hollowness and fool the society? If they do not shout with lung power from the top of the roof no one will care what they are shouting with ear deafening voices. These peoples are most cowardly and suspicious persons .When an individual from his/her own resources does something remarkable and he/she is no way is associated with their institutes, they systematically consciously, ignore in logical manner his / her contributions. 'How come he/she can do without our support and approval? What for we are enjoying huge funds from the government and we are unable to do? Let us unite to kill that creative individual.' This is the basic character of institutes in any state. An institution is no more structure or mechanism of social order and cooperation governing the behaviour of a set of individuals within a given human community. Institutions have lost their basic purpose of being and are no more identified with a social purpose and permanence, transcending individual human lives and

intentions, and with the making and enforcing of rules governing cooperative human behaviour

In ancient India artisans, craftsmen, even farmers and those who were engaged in domestic helps were doing creative works by their own for progress of their profession as well for betterment of the society. No one was guiding and describing what to do and how to do. Everyone was living with free will and peace of mind that was driving. Their tradition was changing hand from one generation to another and it was smooth transaction where complete faith, surrender to supreme soul and respect for contribution of good or bad deed of previous generations was accepted without any grudge for anyone. Whosoever finds there is scope of betterment in what we have inherited, he introduced what way he can and passed quietly to next generation. It was their passion that was making them selfless and not greedy. Position is on today is other way round. Modern man is mean, selfish and self-centred under the influence of market driven economy. These passionate, selfless people are the reason of the real progress of our nation .Initial years of formation of our civilized society creative persons were well respected and regarded by everyone and treated as creative lot. That was the era where social values were at the peak. But as our social values at one point start losing attraction & charm when commercial angle was introduced by few select class. Class struggle was surfacing for dominance and commercial world was gradually making its ugly presence that had changed the mind set of our society from need based society to greed based and declare club of craftsmen, artisans as 'vishwkarma' caste and it was act of out caste them from rest. It

was the beginning of prominence of those who were with money and our social values were somehow moving along with commercial world and but cracks were appearing. Later on, as our social values started degrading under the shadow of our selfishness to enjoy more profit from commercial association they clubbed the creative people as 'sudra' or outcaste and they were completed brought under the control of money power. This was the worst period for creativity and our current society is still reeling under that influence and would perhaps never come out from its affects. To continue their hold on creative people they devised the concept of institutions reason was controlling the institutes are easy compared to an individual. By framing such rules and patronize only to those who are qualified by these institutes. It was well planned and systematic way to establish the supremacy of institutes over individuals. Our society expresses their confidence & solidarity in preferring institutional back up progress and expressing complete faith in formally trained designer from various institutes and providing every possible help to play a vital role in progress of nation. Sorry to say these experiments since our independence proved fail. Enough is enough and it needs review of our existing policies & activities. A few select group is at the helm of affairs are enjoying and their lobbying is pressurising the government with arm twisting acts to work for their vested interest or hidden agendas. That is the time respect and dignity of an individual is ignored and collective efforts get prominence.

'No society can experience real progress if they ignore and express disrespect for the creativity of an individual'. Those countries have progressed in modern time and stand as developed countries are

reason they have high esteem for individual contributions and do not allow any government supported institutes to condemn their contributions to safe guard the interest of institutes. Time has come when society should train to respect the contribution of an individual and not to run down anyone. They should not be treated as laughing stock. Grassroots creativity is the only dynamo of real progress of the society. When a rural and illiterate boy claimed in manufacturing 'herbal petroleum' he was brought in front of experts from different institutes for certifying his claim. In my opinion let him do what he feels this creative works may lead to revolutionize the society. Don't hamper the natural growth of the society and talents of an individual. This was the clear tug of war between so called experts of various institutes and an individual. In this case individual was proved insane by our experts and did not allow him to receive any government funding. We have bitter experiences of mass production of institutes without caring of its utility for users. Market driven forces are imposing things that we never feel like to have. 'Is it this practice has ever benefitted the mankind? This can help in progress of an individual, a family or a state but it can never change the face of humanity. Just imagine the life of modern person without comb, knife etc.? Everyone will look horrible but we never express our gratitude for unknown inventor. This is simple example of creativity at grass root that has revolutionized the thought process of modern person what we are today is because of so many hands of creativities at bottom and never visited any school or never bother to run after our degrees (that is consider to be the gate opening of their earning of bread & butter) have extended their support in uplifting us. It is almost impossible to live in contemporary world

without being caught up in this intuitional apparatus. What I wear clothes all made in so and so country, my birth in hospital, education in school, young age in hotels, clubs and offices, marriage rituals in temple or legal court and death in mortuary all are institutes. Biggest institution is family 'Can we escape from the influence of various institutes?'

Irony of our system is that government believes that institute is required to support our progress but in reality those who are at the helm affairs think of establishing an institute keeping in a specific personality and all the funding is not to the system rather person around. Later on these institutes proved to be biggest hurdles in growth of that area. As central personality loses his interest or dies, cracks start appearing with disappearing of that person and ultimately it loses its relevance and dies with its own weight. Initial huge investments are pumped to establish that personality oriented institutes also attracts persons from all walks of lives with mala fide intentions and it surfaces as and when they enjoy some position. Our institutes never become self-supportive because these peoples are controlling the hold and they never work for welfare of that institute rather they work & fulfil their hidden agendas.

One of my friends who is well known person advises me never establish any institute in physical form because it never attracts peoples with mala fide intentions. 'Have you noticed marriage is an institution but it is prevailing everywhere wherever the male and female wishes to live in family and there is no physical structure exist anywhere in the world known as marriage institute? It is the

emotional, social and psychological values exist between the different persons and create a different emotional bonding that is different from rest of the other relations. 'Marriage means how much value partner attach to each another. If value is no more it losses it's meaning of marriage and switches to divorce and in extreme case eliminate the other.' Similarly physical structure attracts the person who enters with some mala fide intentions. If there is no structure what they will grab? Reason is everything is functioning but there is no physical existence of offices or buildings. So absence of these infrastructures never allows them to boost that I am sitting in that building. I further question him 'How do you manage affair of your activity? He answered my style of running the institute is hire young volunteers from school /colleges as and when on requirement basis and assign them jobs to perform them where they feel like to namely college canteen or class room or their residence. As project is over their power automatically seized.' This unique concept is personality oriented but there is no scope of bad elements to destroy but volunteers are attracted because of his/her personality. As and when he/she dies his/her entire efforts also die.

There is an old Sufi tale. Rabia al-Adawiyya heard that Salih of Quawsin used to teach his children almost every day beginning the phrase: 'Knock at the door and it will be opened to you'. Rabia said: 'How long will you persist in saying this' O' Salih, 'when the door has never been shut?' This is what our institutes are keep repeating and never realize that door is open it is you who have closed the door of creativity to satisfy your false ego. Design demands rationality and promotes civility in discourse. We are strong believers in concept of

Universal/ Design For All because it makes sense to all (commercially & socially) and treat all humans equal. Designers should be concerned with the content of the designing work, not with the person who produced it and what is his/her background. Design should be open to all, regardless of nationality, race, religion, or sex and not limited to institutes. These values of design are universal values worth defending, not just to promote the pursuit of design but to produce a better and more humane society. India has always been the hub of innovation, invention and creativity. Creativity in India can be seen in diversity of its languages, classical arts and music, literature, folk arts, construction etc. We should work toward achieving our past glory. The culture of innovation comes from the attitude of people and the work environment. The door to people's creativity was actually never closed. A large mass of poor people had no choice but to be inventive in order just to survive. Indian approach to innovation, invention and creativity has been very different. Indians tend to opt for cost effective innovation - without wasting capital or resources. Learning to "Think Out-of-the-Box" and beyond the conventional manner has become a necessity to win in today's fast-paced globally shrinking world. The human mind has unlimited power to 'create.' Why would evolution develop an instinct for creativity? There is a dimension to the human spirit that can never be satisfied. Let this unsatisfied dimension should work as dynamo for the creativity so that both the institution and the individual can develop in new ways. Society needs to put the creative fear aside; creative professionals can be just as "successful" as a designer, scientist, or businessman. The most important work is theoretical, to have ideas. The rest is trial and error. It is not that

there never was a concern for building upon local knowledge and institutions. It is just that in our drive to develop through borrowed concepts and instruments we created such a super structure of the state that it lost its ability to scout, much less spawn experimentation and innovations at grassroots. If it was only an absence of sensitivity, the problem would have been less serious. If human mind has been enriched with enabling thoughts, it would lead fewer minds to reach selfless services and try to see beyond the prevailing possibilities. If minds have been rightly formed, positive thoughts of making the problems of life simple and straight would come to dominate. Here the flavours of creativity and innovation would blossom. We have to get rid of our ignorance but must retain our innocence. If minds are clear, simple, helpful, honest, sensitive, those would locate the right problems and seize straight and simple solution for the same. That simplicity has inbuilt character to move in the direction of creativity. 'How can we define creativity?' I say "when idea takes over the facts is known as creative process but I am not saying that idea will lead us to progress or will prove doom for the society but it will definitely lead to some direction and never allow the society to remain standstill. I further say 'future will unfurl its mystery, let the time should decide. We can at least prepare our mind 'not to be impatience' and we should train it in such a way that it should know the art of discarding those ideas that may appear as liability in future and no more useful. If our mind is not well trained for judgement, it will prove biggest liability for the society. Our mind should be alert, vigilant and open for welcoming new ideas and thoughts. A single idea has power of changing the face of the humanity. Idea of electricity has changed the face and what modern

world appears was never before what we see today. It was the idea of electricity that has revolutionized our thoughts and it is impossible for us now to imagine the hardship of common people in that dark era. Society has smoothly transformed from dark to electricity era and it was possible because for our progress we can unlearn and learn.

"Learning to unlearn is more difficult that just learning."

With regards
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Forthcoming issues:

July 2011, Vol-6, No-7

Special issue with showcasing the works of student of M. Des of Indian Institute of Technology-Delhi and Editor will be Prof Lalit Das, former Head IDC, Indian Institute of Technology-Delhi, India

August 2011, Vol-6, No-8

Special issue with Human Interaction section of IDSA (Industrial Designers Society of America) and Mr. Bill Mak Chairman will be the Guest Editor and assisted by Ms. Vicki Haberman, Vice Chairman

September 2011 Vol-6, No-9

Special issue with 'The Society for accessible Travel & Hospitality (SATH) on the topic "Accessible destinations" and Guest Editor will be Ms Jani Nayar

November 2011 Vol-6, No-11

 Architect/ Mukhtar Mohammed AlShaibani
, president of GAATES has principally agreed to
 collaborate with us for special issue
 and he will be the Guest Editor.

December 2011 Vol-6, No-12

is a special issue on proceedings of the
"Better Learning by Design" Conference at
The University of Vermont on 1st-2nd June 2011
and Guest Editors will be Lawrence G. Shelton, Ph.D.
and Susan W. Edelman, Ed.D.

Content of June 2011 Vol-6, No-6

Other regular features

Dr John Gill OBE DSc FIET has worked for over 40 years in the area of scientific and technological research for people with disabilities. His research has included the design of fonts, public access terminals, tactile communication, orientation systems, automated production of braille and large print, and access to telecommunication systems and services. He has visited 40 countries and written over 250 publications.

Adapting User Interfaces to Suit Individual Needs

John Gill

Increasingly there is a need to personalise one's interactions with a device or terminal. This facility is often provided on personal devices but rarely provided on public terminals such as cash dispensers. Two projects, one in the UK and one European, have recently started which address this problem. The European project (www.apsis4all.eu) is concentrating on ATMs and ticket machines at railway stations whereas the UK project is piloting survey terminals and computer accessibility in public libraries (www.snapi.org.uk).

Background

Over the next few years one will need to be able to operate a range of self-service terminals to obtain access to goods and services. This will include ticket machines for public transport, information terminals, and cash dispensers (ATMs). In addition there will be terminals shared between a number of users; these include computers in schools and universities as well as television systems.

These terminals tend to be designed for a 'typical' user but have to be used by people with a wide range of abilities. Therefore the ability to customise the terminal to suit an individual's needs would make the terminals usable by a wider range of people; consider a foreign visitor might want the terminal to display information in their language.

Approximate proportion of the population who experience difficulties in using public terminals (NB Do not aggregate the figures since multiple impairments are common)

0.4%	Wheelchair users	1%	Dyslexic
5%	Cannot walk without an aid	3%	Intellectually impaired
2.8%	Reduced strength	0.1%	Deaf
1.4%	Reduced co-ordination	6%	Hard of hearing
0.25%	Speech impaired	0.4%	Blind
0.6%	Language impaired	1.5%	Low vision

The coding of user requirements can be held on the card, or other smart medium, which is carried by the user; the card could be contact or contactless. Another possibility is for the card to hold the customer's account number, and the coding to be stored in the network. A third method is for the user to log-in to a system and then the coding is retrieved from their profile file; this approach may be the most appropriate for hot desking environments. These requirements would only be stored at the user's request.

An important aspect is that the user should have the ability to change their preferences. In some cases this may be done directly on the terminal, but in other scenarios it could be done indirectly via a web site (and then updated when they next use a terminal - as is

already deployed for adding credit to a pre-pay Oyster card).   An example of this is at http://snapiwizard.mangoswiss.com

Consider a lady with poor vision who wants to purchase some DVDs as Christmas presents for her grandchildren. She knows she can obtain them cheaper on the internet but she does not have a computer at home. So she goes to the public library to use one of their terminals. However the librarian finds it time consuming to set the computer terminal to give appropriate size of icons and text to suit the customer's needs.

However her special needs could have been stored on her library card. She just inserts the card into the computer terminal, and it automatically adjusts the size of icons and text, the colours and type of cursor to suit her needs. When she has finished her session, she removes the library card, and the computer automatically reverts to its normal settings. If she wants to change any of her special needs settings, this can be done on the terminal and stored back on her library card.

The work on developing a system for coding these user requirements has been completed and it is a formal European and British standard. This coding system has been incorporated in the ITSO specification for smart card ticketing for public transport in the UK. The standard is also recommended in eGIF, published by the Cabinet Office, for all new cards issued by government departments, local government or any agency of government.

The software to reconfigure Microsoft Office has already been developed. In this case all the accessibility options associated with

Windows XP can be coded on the card, and the system returns to its default settings as soon as the card is removed from the reader.

For adaptable user interfaces to be widely adopted, it is necessary to develop user friendly software and validate this software in a range of application areas. It is also necessary to disseminate best practice amongst the stakeholders. The Snapi project has been set up to undertake these tasks.

Application Areas

In principle, the concept of adaptable user interfaces can be applied to a very wide range of terminals. This section describes five areas identified as potential early adopters of this approach.

Transport

In England, from April 2008 all persons over 60 and people registered as disabled were entitled to free use of buses after 9.30 am (Scotland and Wales already had similar systems in place). The Department of Transport specified that the concession passes must be contactless smart cards in accordance to the ITSO specification. This specification already permits the coding of user requirements. In addition all new rail franchises are required to implement ITSO ticketing.

The coding on the card could be used to request larger characters on a screen, speech output from a visual display or more time to go through automatic gates. There is the potential of making real-time

passenger information systems, at stations or on board the vehicle, accessible by people with visual impairments.

Finance

The EMV (Europay/Mastercard/Visa) specification for cards does not allow for coding according to EN 1332-4. However it is possible, on multi-application cards, for the coding to be treated as a separate application. Thus, on terminals such as ATMs, the user could choose for the display to have larger characters with a choice of colours for the text on an uncluttered background, and to use the keypad instead of the touchscreen.

In the foreseeable future there is likely to be a significant increase in non-contact payment systems for low value transactions. The Snapi coding could permit users to select appropriate feedback; for instance someone who is deaf might want visual feedback to indicate a successful or failed transaction.

Television

In this application the user preference card would permit a special needs user to simply select their preferences (eg subtitles with a specified transparency or audio description), and re-set to default options for other members of the household. Such a system could also be beneficial in hotels so that the guest can easily obtain their preferred mode even though they were not familiar with that model of television set.

More sophistication could be incorporated when interactive television services (eg home shopping in a similar style to web-based services) become more widely available. The coding allows for facilities such as restructuring menus so that they can be selected by number rather than by highlighting the relevant item.

Since all integrated digital televisions in Europe are required to be fitted with a Common Interface (CI), and some set top boxes are also similarly fitted, the CI socket could provide the route for inserting a Snapi card into digital TV receivers, via a simple card reader that fits into the CI slot.

Government and Local Government

For systems which are on-line, it may be possible to include the customer's account number on the card, and store the coding of the preferences in the network. For off-line systems, the coding will need to be on the card.

In libraries it is common to have internet access which can be used by people who do have internet access at home. Librarians do not always have the time or skills to reconfigure the computer terminal to suit each client (and to reset it before the next user). The Snapi approach means that the user's library card can quickly set the computer to the user's needs and automatically reset the computer for the next user.

In sports centres it is common to hand over one's membership card at the reception desk. The card is then inserted in a reader and the receptionist is given a display relating to that client's booking. The Snapi approach would permit a user to add a message to be displayed on the screen (eg "Please look at me when speaking").

For access control, the card could provide additional feedback; for instance it could provide a visual signal to indicate that the door is now unlocked.

Hot Desking

In schools, universities and some offices users are expected to use any available terminal. For these systems, the user will usually input their username and password to access the system. Therefore the coding could be stored in the network and activated as soon as the user has logged into the system.

The Coding System

The European standard EN 1332-4 permits a wide range of preferences to be coded. However the standard also allows the coding system to be quickly and easily extended.

The basic coding allows for:

Input requirements – Specifies whether data input should be voice input, keyboard input, special keyboard or wireless

Keyboard characteristics – Specifies whether the numeric keypad should have a top row of 1,2,3 or 7,8,9, whether the alphanumeric layout should be qwerty or azerty or alphabetic

Position of input devices – Specifies the height of a data input device above floor level

Character size – Specifies the height of characters in millimetres.

Font – Specifies whether no moving or flashing text, the use of serif or sans-serif font, and whether the font should be mono-spaced

Icons – Specifies whether icons should be enlarged, have increased contrast, have a text description, use default or specified colours

Screen colour – Preferred colours for the presentation of visual information

Colour avoidance – Specifies specific colours or combinations of colours to be avoided when displaying visual information

Language – Specifies up to four preferred languages in order of user preference

Symbols – Specifies whether text, symbols, sign language or Braille is required.

Screen position – Specifies the height of the screen above floor level

Speech output – Specifies whether audio output should be on loudspeaker, headset or hearing aid (via inductive coupling)

Speech rate – Specifies preferred speech output rate in words per minute

Sound amplification – Specifies the level of sound amplification from the terminal in dBA

High frequency amplification – Specifies the amplification above 1 kHz

Low frequency amplification – Specifies the amplification below 1 kHz

SMS – Specifies whether SMS input or output required

On-screen keyboard – Specifies whether the on-screen keyboard should be standard, enhanced, have regular or block layout, use 101, 102 or 106 keys

Non-keyboard input – Specifies whether voice input should be letter-by-letter or words or natural language, whether there should be feedback on voice input and whether a pointing device should be used

Touch screen – Specifies whether large button or very large button size required, whether system operation should be from finger entering or exiting touch-sensitive area

Time-outs – Specifies the additional time to complete user input processes

Interface complexity level – Specifies the level of complexity for dialogue or text presented to the user as simplified or very simplified dialogue, simplified or very simplified text, low or very low text density

Screen reader - Specifies whether to use the default or some other screen reader, whether to announce events on screen, whether to produce speech output of input characters as they are typed, whether to move mouse pointer to the active item, and whether to start with the narrator minimised

Links – Specifies whether audio output for links is spoken, in different voice or a sound effect

Screen enhancement software – Specifies whether to use default or other magnifying software, whether to follow the cursor, whether to follow keyboard focus, whether to follow text editing, and the level of magnification

Pointer buttons – Specifies whether to switch between primary and secondary buttons, the double-click speed and whether to turn on Click Lock

Pointer characteristics – Specifies the pointer speed, and whether the pointer should snap to, display pointer trails, hide pointer while typing, show location when designated key is pressed and whether to use the keypad to move the pointer

Numeric, time and date presentation – **Specifies whether the decimal point should be represented by a comma, period or space, whether to use 12 or 24 hour clock, and whether the date should be in day, month, year or month, day, year format**

ALT text – **Specifies whether the ALT text should be spoken**

Speech output of non-alphanumeric characters – **Specifies whether the tabs, punctuation and buttons should be spoken**

Braille display – **Specifies whether to use Grade 1 or 2 Braille, 6 or 8 dot cells, and the types of text to mark**

Captions – **Specifies the speed of presentation, the level of veiling and whether enhanced captions should be used**

Audio description – **Specifies the level of description**

Clean audio – **Specifies whether to omit background music and non-essential noise**

Menu selection mode – **Specifies whether to select menu item by highlight or from a numbered list**

Scrolling mode – **Specifies whether to use scrolling wheel, up/down buttons, left/right buttons, and speed of scrolling**

Animation – **Specifies animation speed**

Biometric characteristics – **Specifies which biometric characteristics cannot be used**

Visible output of audible prompts – Specifies preferred settings for the visual signal generated to indicate an audible prompt

Duration of visual signal – Specifies the duration of the visual signal when an application generates a sound

Pre-stored message – Specifies a pre-stored message to be displayed on an assistant's screen

Variable message – Specifies that a message stored on the card is displayed on an assistant's screen

Application specific requirements – Specifies a set of user requirements which are specific to the application being implemented

Project Outcomes

The UK project expects to have two demonstrators operational this year, and hopes that further roll-out will happen soon afterwards. The European project is more ambitious but is planned to last for three years.

Dr John Gill OBE DSc FIET

Marie-Haude Caraës

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   Research program director
- *The family innovation ; research for the PUCA, Research Agency of French Ministry of Ecology 2003/2006. Programme Le futur de l'habitat.*

- *Collaboration with a Cuban research team on The family innovation , in partnership with CulturesFrance (2005)*
- *Collaboration with a Brazilian research team on The family innovation , in partnership with CulturesFrance (2006)*
- *Research co-director. Energy Usage Analysis. The case of insertion housing. In partnership with PUCA, ANAH et l'ADEME, 2008/2011. Program « Reducing the fuel poverty »*
- *New correspondences , Orange/Cite du Design, 2008/2009*
- *Urban electricity modules , EDF/Cite du design, 2008/2009*
- *Post offices in working-class district , La Poste, 2009/2010*
- *The Services of the future, La Poste, 2009/2010*
- *Light. Which uses today ? ,Cellux, 2009/2010*

Marie-Haude Caraës

Research Director

Cité du design

Energy Usage Analysis. The case of insertion housing

Marie-Haude Caraës

Research Director

Cité du design

"The transformation of instruments could very possibly be fast, too fast; we might not cope with what products require of us. We really might fall in a state of collective pathology due to what they involve."

Günther Anders, The Obsolescence of Man.[1]

The policies on energy poverty (or fuel poverty) reduction lie at the heart of a paradox. Residential areas must reduce their energy consumption, in particular fossil energy, to limit environmental decline, by developing energy-saving and cost-efficient technological solutions (often supported by decision-makers), whereas three million households cannot afford sufficient heating and must live in unacceptable energy poverty (cold, dilapidated homes, dampness, equipment insecurity), strengthened by the recent rising energy costs.

"Fuel poverty is defined as when more than 10 per cent of household income is spent on fuel."[2] The association RAPPEL (Réseau des

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[1] *Günther Anders (1956), L'Obsolescence de l'homme. Sur l'âme à l'époque de la deuxième révolution industrielle, Paris, Encyclopédie des Nuisances, 2002*

acteurs de la pauvreté et de la précarité énergétique dans le logement) defined fuel poverty more precisely; reminding it is the product of several factors: financial poverty, made worse by unsanitary housing (in terms of heating, health, etc.), dilapidated equipment resulting in insufficient energy access and comfort, with serious health and social consequences. The association CLER (a network including more than 150 professionals working on energy and renewable energy development control) also defined energy poverty as the conjunction of financial poverty made worse by a lack of technological and behavioural response to the necessary control of consumption. The association added that a social solution to the problem (covering unpaid expenses) meets only part of the financial issues, without getting to the origin of the problem.

In the context of a call to proposals for innovation support PREBAT, "Réduction de la précarité énergétique" (reduction of fuel poverty), the research project led by Saint-Étienne's Cité du Design proposes to study the energy knowledge and usage of families living in insertion housing managed by Saint-Étienne-Loire's CALL PACT Association and its branch, the SARL SODIHA (PACT ARIM network).

Our hypothesis is that an overall review of energy usage, from consumption (or absence of consumption) to consumption reduction (or absence of reduction) will provide unexpected results opening new perspectives in energy poverty reduction policies.

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[2] *Steve Thomas, "Why retail electricity competition is bad for small consumers: British experience", Presentation to the International conference "Restoring just and reasonable electricity rates", September 2002.*

< http///www.psiru.org/reports/2002-09-E-UkretailElec.doc>

Without overlooking upstream decisions such as the modes of heating, building quality, and inflating energy costs, the behaviour and usage strongly influencing the amount of expenses are still to be observed. Fuel poverty cannot be solved only with technological solutions, regardless of the causes, usage, behaviours, traditions, as well as avoidance, destruction, correction, refusal strategies, etc.

In our approach, we will first link the macro-social dimension of energy technological supply analysis with the micro-social dimension of usage analysis. Then, the results of the research project will be analysed in a lab where designers, architects, and social science researchers will find ecodesigned technological solutions (objects, systems, services, and equipment) adapted to the observed usage. Our study will be divided in three steps: field survey, result analysis, and design lab experimentation.

1/ The objective of the first step is to understand the social dimension of the energy consumption or energy consumption reduction technological system in a cultural and social perspective. The way people use such systems depends on each family's socialisation process reveals its position in a given social, economic, and political context. Therefore, the values, attitudes, usage, and modes of living play a critical role. We will understand the consumption dynamics and fuel poverty reduction technological system harnessing dynamics, their incorporation in households, and the way each family handles the system.

2/ The objective of the second step is to create eco-designed objects, equipment, services or systems adapted to usage and

suitable for impoverished families in order to reduce energy poverty, based on the research project results.

3/ At the crossroads between the research project and design lab, specifications for the insertion housing lessors will be defined.

The research project is led on the Saint-Étienne territory, based on observations in families living in insertion housing equipped with energy consumption reduction systems (in good condition at the beginning of the project). The insertion housing is dedicated exclusively to poor households excluded from low-rent housing estates and private housing. They require adapted renting management and a social development of housing aimed at bringing families to sustainable housing. We call the fuel poverty reduction process "technological system". Energy consumption can indeed be considered as such – as a system, it uses objects, equipment, services, as well as prescriptions by social development agencies, public authorities, and lessors.

The study had to be led from these places (equipped with thermostats, ventilation systems, double glazing, insulation, etc.), where poor families live for a few months or several years. Insertion housing is an interesting observation framework, as a transitory place before families move to sustainable housing. The socio-economic context of insertion housing (endowment, social development, the diversity of families involved, etc.) represents the

opportunity of studying practices and usage that could not be observed in dilapidated, if not "shameful" housing conditions.[3]

Saint-Étienne-Loire's CALL PACT[a] (PACT ARIM associative network) has 321 insertion houses in total in Saint-Chamond, Rive de Gier, Montbrison, Boën, Feurs, and Firminy, including insertion housing and adapted housing. Both types of housing will be studied.

1/ Insertion housing is dedicated to households possibly having multiple problems (resource poverty, insolvency, family conflict, expulsion, health problems, etc.) or households that need to stay close to a family network and/or a job (low education levels). A process of insertion through housing is planned on a medium term basis (several months to three or four years).

2/ Adapted housing is dedicated to households with very low or non-existing education levels, having great problems gaining access to jobs, essentially living on transfer income, or households whose living conditions would make it difficult to live in housing estates. A process of insertion through housing is planned on a medium or long term basis.

People living in insertion housing are not environmentally aware. Not by definition, but they must solve more complex and exhausting problems, such as buying food, taking care of their housing

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[3] *"Shameful housing conditions"* is an expression used by new partners in public authorities. *The plan was initiated after community programmes were adopted to fight for "inclusion" at the European Summit in Nice in December 2000. The national plan of action for inclusion, Plan national d'action pour l'inclusion (PNAI), was presented to the countries of the European Union on October 6th, 2003. The national plan for health and the environment, "santé-environnement", which clearly identifies the fight against insalubrity, was presented at the WHO Conference in Budapest in June 2004.*

conditions and themselves. Despite the presence of energy consumption reduction systems (the houses are equipped with low-energy lamps, night set-back thermostats, programmable tariffs, weather stripping, simple low-cost improvements, etc.), there are problems of dampness and cold caused by incorrect uses of the systems (plugged ventilation systems, heating systems turned off in winter, water vapour-generating activities, etc.). In most houses, malfunctioning device due to practices and usage were identified, which could impact the safety of electrical installations: damaged electrical installations, self-installed systems, apparent wires, and the use of power bars, illegal fitting of household appliance, etc. Besides, energy-intensive consumption leads to higher energy bills: electrical device left on standby, energy-intensive (and cheap) appliance, etc. Even though people use the financial help they get to pay their rent, unpaid expenses related to energy have increased by 30% in five years in the Loire Département.

A. The relationship between individuals and technology

Energy consumption reduction policies are not often enough associated with a questioning of the relationship between individuals and technology. Such a questioning process does not have to imply the reception of objects, equipment, services or complex prescriptions.

The energy consumption reduction technological system appears as booklets, objects, more or less complex services and device. The relationship between individuals and energy consumption reduction objects (interfaces: on-off switches, thermostats, standby;

protections: double or triple gazing, weather stripping, etc.; filtration: vents, entry halls, etc.) is a concrete, pragmatic relationship. Pierre Chambat (in the very different context of "new information and communication technologies") reminded that "you cannot think in an abstract way with technological patterns considered regardless of their state of cultural objects. These objects are the interface between technology and users. Choosing such an interface raises the question of technologies turned into objects directly linked with technological integration."[4] For example, what is the status of an energy consumption reduction technological object? What does the usage of technologies mean? Or absence of usage? Or an unexpected usage? What are the relative advantages of such an object or such a system? What is the compatibility of such an object or system with usage? What is the degree of complexity of such an object? What is its visibility? What are the effects of this visibility? Are users able to try it? What are the conditions and differences of use (who does what? How often?)? All these questions imply consumption practices and the response to the energy consumption reduction technological system for its user or users. How is this system incorporated in a specific context? Among which pre-existing practices?

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[4] *Pierre Chambat, "Technologies à domicile", Esprit, 1992, pp. 99-112.*
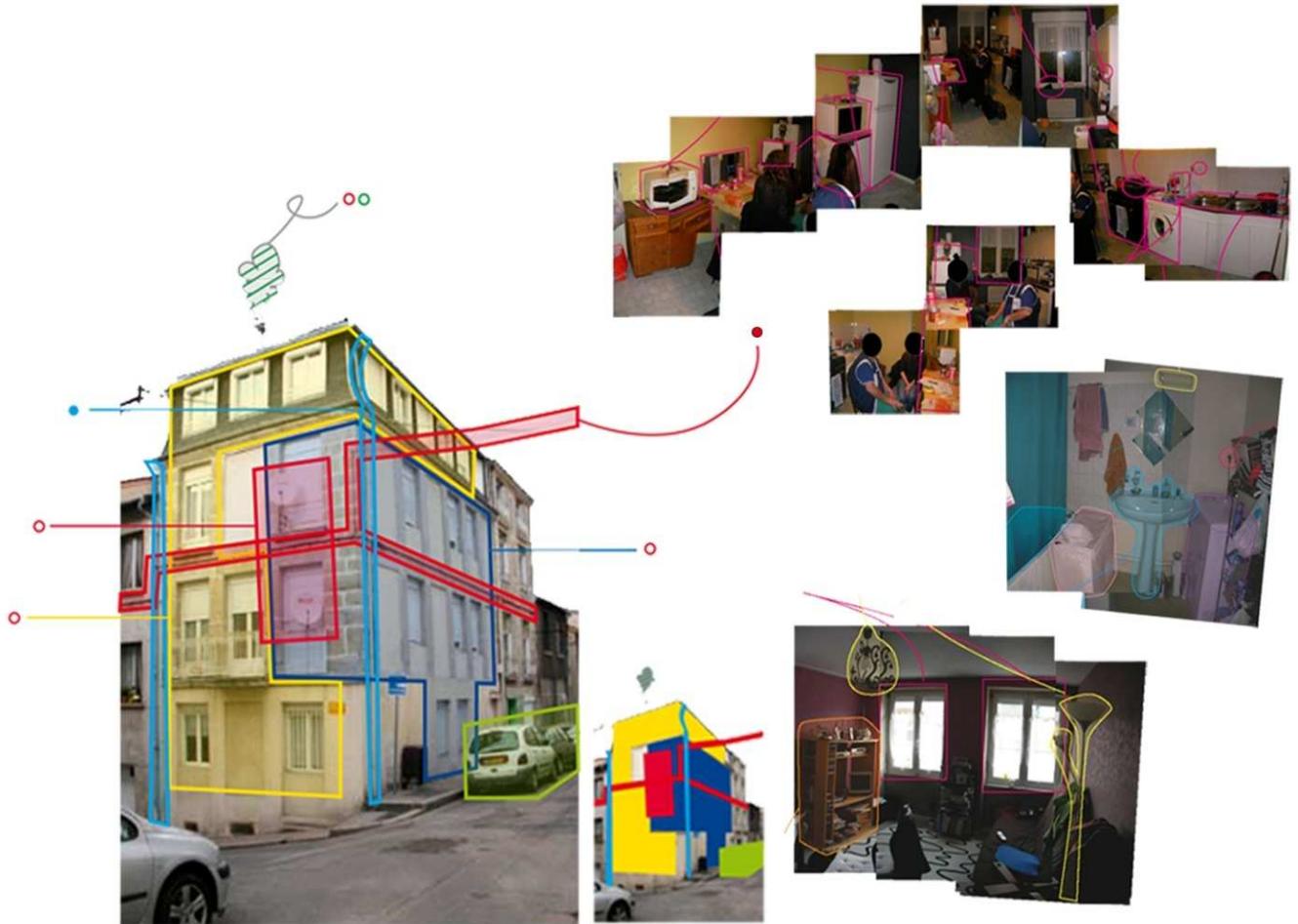
Photographic analysis of users practices

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To reduce fuel poverty necessarily implies to understand the relationship between individuals and the energy line implemented in insertion housing; to understand all the family behaviours and knowledge about energy consumption and energy consumption reduction; and the skills that individuals must develop in this context. There are several types of relationships to objects,

depending on their features and their meanings. Gilbert Simondon analysed these relationships: some devices are used in magical practices, while some others are used as instruments, and the rest are completely ignored.[5] The actors, natural elements and technological systems are transformed by such confrontations.

To design a technology means to "configure" its users, *i.e.* upstream integration of a definition of their identity, and the possible restrictions that could arise when they use the technology. Typically, the relationship with users is seen under the angle of cooperation. Users do interpret the technology when using it, depending on how it was designed; but other practices are to be observed and studied: diverted or different uses, loss of interest, etc. A "functioning framework" must therefore be identified first, according to the object functionalities and technological usage. A "usage framework", in Patrice Flichy's words, is to be identified according to the social usage of technologies.[6] Both frameworks help understanding the relationship between individuals and technologies, and the effects of technologies on their modes of living.

B. For a sociology of appropriation

"*A society always partly works besides its formal organisation. In that gap, processes, emergences, and configurations of reality can be observed. The formation of historical objects implies social*

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[5] Gilbert Simondon, *Du mode d'existence des objets techniques*, Paris, Aubier, 1958 (new edition in 1989).
[6] *Patrice Flichy, L'Innovation technique. Récents développements en sciences sociales vers une nouvelle théorie de l'innovation, Paris, La Découverte, 2001.*

actors, their strategies, what they say, what they do, and what they secretly make."

Arlette Farge, Dire et mal dire[7]

Why study usage when it seems obvious that a technological response would solve the situation? If we want to be efficient, we must improve our knowledge on energy usage by poor people. Individuals, even when they are poor, are actors whose decisions impact on their energy consumption. Without acting with them, rather than on them, incentive policies are very likely to fail. Our research project will therefore study the meaning given by each family and family member living in insertion housing to their energy consumption practices, including their loss of interest and diverted uses of imposed usage.

Is it possible to understand the transition from a technological system to a person, a poor family living in a unique place, in a collective context, with its own history? Daily life has a critical role in how usage is formed, and in the appropriation of technologies, whether they are related to the household space (domestic context) or time, or in the social context in general. The energy consumption reduction technological system does operate in a given social context; it does not replace another system in a radical way. In other words, it interferes with existing practices. The issue of housing energy is a socio-technological configuration (a field of possible restrictions and opportunities, a more or less flexible *modus operandi*, and above all a series of practical or operational problems

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[7] Arlette Farge, Dire et mal dire. L'opinion publique au XVIIIe siècle, Paris, Le Seuil, 1992.

to be solved). The issue of energy must be comprehended as a constant relationship, a tension between a technological logic and a social logic. That is why the notion of "usage" is critical. It shows how the technological and social logics are intertwined, especially through the various representations of users.

Creative multidicsiplinary workshop © Cité du design

The study led by the Cité du Design of "energy" uses of families living in equipped insertion housing will tackle three critical themes: the appropriation of technologies, the cultural and social context created by families and individuals, and the relationship between

these individuals and consumption, as today's way of building one's identity.

a- The appropriation of technologies

In this research project, we will be using the sociologic approach of "appropriation" studied by André Vitalis and Thierry Vedel.[8] It highlights the disparities of usage and users by showing the social construction of usage, in particular through what technologies mean to users.[9] The notion of "usage" must be clarified. Several definitions are possible, depending on different conceptions of technology and society. The notion of "usage" is used to spot, describe, and analyse behaviours, attitudes and representations related to energy consumption and the technological system used to reduce energy consumption. The consumption and technological system are analysed as a social construction; their appropriation by users, *i.e.* the formation of social usage are studied. A usage does not only mean to handle the technological object; it has a social meaning. The approach of social appropriation of technologies helps going beyond the study of the mere relationship between users and technological objects – the analysis is wider, it takes into consideration the place occupied by practices in modes of living.

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[8] *Thierry Vedel, "Introduction à une socio-politique des usages", in André Vitalis (sous la direction de), Médias et nouvelles technologies de communication : pour une socio-politique des usages, Rennes, Éditions Apogée, 1994, pp. 13-35.*

[9] *We also mention Isaac Joseph's studies on the notion of appropriation, built on representations and mental images created by usage. I. Joseph, Météor. Les métamorphoses du métro, Paris, Economica, 2004; I. Joseph, Villes en gare, La Tour d'Aigues, Editions de L'Aube, 1999; I. Joseph,* La Ville sans qualité, *La Tour d'Aigues, Éditions de l'Aube, 1998. Also, Jean-Loup Lemire, "Habitat adapté. Maîtrise d'oeuvre sociale et programmation", Les Dossiers du mouvement PACT ARIM, Les journées du mouvement PACT ARIM, Troyes, 22 and 23 June 1989.*

The study of usage in the energy line in insertion housing does not pretend to provide key factors of behavioural change. It is about spotting energy usage; understand their origin, their cultural and social implications, and revealing the technological modalities to solve fuel poverty while taking usage into consideration. Practices are seen as composed of micro-social contexts shaped by the family, and the interactions at stake. For example: how do families living for a given period of time in insertion housing cope with cold? What is the performance of the heating and water heating systems? How are such technologies used?

b- Unique modes of living

Usage is a continuum, from already structured usage to developing usage, related to a range of objects (with their own specific appropriation modalities), generally a historical continuum where structured usage can disappear, and appear again in new shapes. Even though practices show a penetration of the values carried by technological objects, they do not comply with rational, univocal modes of use. Each developed usage mode is unique, and adapted to each user. Michel de Certeau influenced research projects studying the appropriation of technologies; all of which revealed that users are active, clever, and able to create their own usage.[10] One of the hypotheses of the Cité du Design proposition is to analyse how the various types of energy consumption usage are composed according to the families, in particular by reviewing the "meanings of their usage". The analysis of usage will reveal the creation of a family

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[10] *Michel de Certeau, Luce Giard, Pierre Mayol, L'Invention du quotidien, 1. Arts de faire et 2. Habiter, cuisiner, Paris, Gallimard, 1990.*

culture based on unique interaction styles, habits, and organisation rituals, as well as consumption habits usually marked by the social context of practices. Each household, each mode of living is unique; it is critical to understand how people live, behave, think, in order to reduce fuel poverty. The aim is to create a table showing the logics of usage formation in that framework: from consumption to the absence of consumption, from appropriation to the absence of appropriation, from acceptance to diverted uses.

c- The household as a moral economy

The subject of fuel poverty reduction implies the issues of consumption and overconsumption. Individuals are solicited by the consumer society, encouraging them in consuming and buying, as the major modality of building their identity and mode of social integration. The conception of households as a "moral economy" helps understand the usage of technologies and consumption practices in their relation to the external world.[11] Households are an economy, as they participate (through their members) to a consumption activity. Also, they are an economy because their consumption activity is built by tastes, usage, practices, knowledge, socio-cultural modes of acknowledgment. Therefore, it is necessary to understand the relationships between individuals and consumption, a critical aspect in solving fuel poverty.

Partners websites: www.citedudesign.com

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[11] *R. Silverstone, D. Morley, A. Dalhberg and S. Livingstone « Families, Technologies et Consumption : The Household and information and Communication Technologies », ESRC, Program on Information and Communication Technologies Conférence, Brunel University, 1989.*

Marie-Haude Caraës

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Director

Katrina is a graduate of Cabrini College in Pennsylvania, USA and holds a B.Sc. (Hons.) in Human Resource Management and Business Administration. She also holds an MBA, with a concentration in Global Management, from the University of Phoenix. Katrina is a Certified Compensation Professional designated through the WorldatWork (formerly American Compensation Association). She has the distinction of being the first person outside of the United States and Hong Kong to gain this highly acclaimed designation.

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Katrina's areas of expertise include: designing and conducting local and regional benchmarking studies to assess the competitiveness of compensation and benefits (including health and welfare benefits) offerings, acting as the Project Team Leader and lead Survey Analyst for a leading professional services firm's Industry-wide Compensation Survey Publications in Barbados and Trinidad, assisting employers in the Caribbean region with the vendor selection process by preparing requests for proposals and evaluating vendor strengths in quality, administration and financial arrangements relative to the employer's business objectives, the development and implementation of effective Compensation & Benefit programmes, and assisting employers with the integration of health and welfare benefit plans, including analyzing benefit plan designs and the impact of changes to both the employer and the employee. Katrina is also the author of various HR related articles.

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We need 'Inclusive Play'

Katrina Sam, B.Sc. MBA CCP

President 2010-2011, Rotary Club of Barbados South

When one considers the pace of development in Barbados, the nation and its people have a lot to be proud about. The small island state, known for its political stability and well-ordered civil society has recorded world-class successes in Health Care, Education, Sports and Culture & Entertainment. One area which deserves intense focus is the full integration of people with disabilities into everyday activities in business, school and play.

When the Rotary Club of Barbados South (RCBS) conducted its community scan in preparation for the 2010-2011 Rotary year, the Club recognized that while there were a number of recreational facilities on the island, none were designed to specifically incorporate the activities of children with special needs. As a result, the club embarked on an ambitious project to develop a safe, secure, inclusive playground environment which incorporates the activities of able-bodied children and those with special needs. The project was dubbed 'Inclusive Play'.

The objective of the Inclusive Play project is to create a facility where children of all abilities will play, learn, explore, discover and imagine together in an environment where their common

experiences make a more lasting impression than their different abilities.

The project fits into a growing global trend of developing playground facilities which are accessible to all children, including children with disabilities or special needs. On completion, the project will be a first in Barbados, and possibly in the Caribbean region.

The Inclusive Play project as scripted by the RCBS will have two main components. The first component is an indoor recreational facility and the second, a universally accessible playground with specialised play equipment to facilitate use by children with special needs.

The first component is an indoor recreational facility (Actual rendering of the building pictured below)

This building which has been designed around a half basketball court, will be equipped will have a food preparation area, meeting rooms and first aid station. There will be other multipurpose rooms

in the facility and specialize rooms which include a multi-sensory room and a soft-padded room.

The second, a universally accessible playground with specialised play equipment to facilitate use by children with special needs will be designed by Boundless Playgrounds (USA). Our goal is to make the components of our playground accessible to children in wheelchairs.

We will seek to accomplish our goal of Inclusive Play by incorporating equipment that is accessible to both disabled and able-bodied children, such as accessible slides, swings, play tables and basketball hoops.

For the last eight months the Club has been hard at work, building a comprehensive project plan under the guidance of a professional Project Manager and working to diligently execute the plan as developed. In December 2010, the Club officially launched its fundraising activities for this project and successfully brought on board Scotiabank as the Platinum Sponsor through its "Scotiabank Foundation". As the Club seeks to sensitize the public to the need for Inclusive Play and the benefits of such a facility, it has fully embraced the use of technology and modern media options like Facebook, email marketing and online blogs. Additionally, there are plans to engage other segments of the population through the use of traditional media. The Club has already started its radio campaign, which has been designed not only to capitalize on radio listenership, but also to drive traffic to its social media presence.

To learn more about this project visit our Facebook page: www.facebook.com/inclusiveplay and "Like" the page to become a fan and keep up to date with our progress.

Learn more about the Inclusive Play project! Frequently Asked Questions:

Why does the Rotary Club of Barbados South see a need for this particular type of facility in Barbados?

There are several hundred children in Barbados with disabilities who are not able to play at the traditional playgrounds and recreational facilities which currently exist on the island. We are firmly of the view that playing is essential to children of all abilities and

therefore, there is a critical need for this type of facility in our society.

How many children will the facility be able to accommodate at any one time?

We will be working with Boundless Playgrounds, a leading international non-profit developer of truly inclusive playgrounds, on the design and construction of the playground area; this will be designed for use by a maximum of 30-40 children at one time.

Will there be a charge for use of the facility?

The idea for this project is that it will be for public use; we do not envision a fee for use of the facility at this time.

How will "Inclusive Play" benefit the wider society?

As Barbados seeks to build a society that is embracing of people with different abilities, it is important that we start to cultivate this appreciation from an early age to ensure that our children become adults who celebrate diversity and welcome people of all backgrounds and abilities in their lives. Our goal in creating this facility is to have children of all abilities play, explore and learn together in an environment where their common experiences make a more lasting impression than their different abilities.

Visit
www.facebook.com/inclusiveplay
for more information
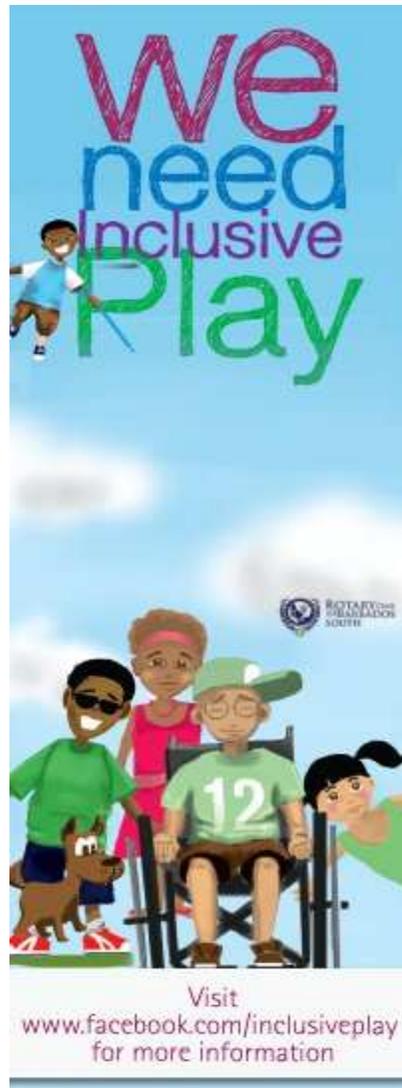
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Experiencing the Disabling Environment of Everyday Life in Bangkok

Antika Sawadsri[12]

Abstract

The approach to the inaccessibility of the built environment for disabled people in academic research has been heavily focused on legislating for access requirements and providing technical solutions. The spatial experiences of disabled people tend to be disregarded or taken as a peripheral form of knowledge. This article draws on an in-depth study of the lived experience of one wheelchair-using volunteer. It reveals that the majority of the physical and psychological difficulties encountered by disabled people are the result of inaccessible environments rather than their impairment. There is a need to understand the built environments of disabled people by regarding different forms of negotiating with a disabling environment, acquiring capital, the social agency of disabled people as well as attitudes towards them and discriminatory constructions.

Keywords: *Spatial experience, disabling environment, lived experience, disabled people, agency for change*

Introduction: embodiment disabled bodies

In Thailand, there have been studies heavily focused on the factors in translating the established access policy into practice (e.g.

Kabinlikkawanit, 1998) and on evaluating the existing design guidelines (e.g. Kulachon and Dankittikul, 2005). However, the barriers in the physical environment remain, impeding disabled people's experiences in public buildings and spaces. For Gleeson (1996:393), the built environment can be seen as '*the phenomenal form of sub-structural processes which devalue physically impaired bodies'*. In other words, prevailing attitudes towards disability and how it is understood in a society can be represented in the construction process and product of its built environments. These also act to reinforce, rather than simply passively causing, the social marginalisation faced by disabled people.

For Imrie (1996), the knowledge informing studies of accessibility and disability has been formally (re)produced by academia and government policy sectors. In this regard, what is problem is the absence of disabled people's lived experience from research agendas. The lives of disabled people and their views have been shaped by the circumstances surrounding them (Kitchin and Law, 2001; Gleeson, 1999). Their individual bodies intermingle with broader socio-cultural relations to produce sites consisting of '*contestation in a series of economic, political, sexual and intellectual struggles'* (Edwards and Imrie, 2003:240). Indeed, disabled people's experiences of public places can be either facilitated or limited by the conditions of the constructed built environment. Imrie (2003:246) also highlights that inequality and struggle are everyday experiences for disabled people. Furthermore, their physical environments are significantly constructed through the social processes. Hall and Imrie (1999:409) describe '*obstacle*

courses characterised by a range of social, attitudinal, and physical environments'. An understanding of how disabled people become excluded within society cannot be understood without a comprehension of the experience of disability as well as recognition that life and society are situated, contextualised and reproduced in space (Kitchin, 1998:343-344). Therefore, to understand those socio-spatial factors that impact on disabled people's lives is to understand their daily life experiences in the built environment.

The discussion here draws on the conception of the body as a bearer of value in society (Edwards and Imrie, 2003). That is, people with impairment have bodily functions that are influenced and compromised by broader entwined social, structural and practice issues rather than their limitations resulting directly from their impaired bodies. People as agents, either collectively or individually, *'transform or reproduce their social structures but they do so within specific conditions, including those which are internalised as part of their habitus'* (ibid: 244). The concept of habitus relates to *'the basic stock of knowledge that people carry around in their heads as a result of living in particular cultures or subcultures'* (ibid.:243). Furthermore, Thibodaux (2005:507) based on Pierre Bourdieu's concept of *'habitus'* clarifies the daily life experienced by disabled people as being *'shaped by constellations of personal, physical, social, and environmental factors'*.

In one respect, disabled people have not only been oppressed by the constructed inaccessible facilities in public places, but through the way other people react to them. Social reactions toward disability

and disabled people in public spaces increase the struggle involved in their daily lives. As Butler and Bowlby (1997:411), drawing on Morris (1991:25), note, when disabled people are faced with physical obstacles they must also deal with the reactions of the public, '*the knowledge that each entry into the public world will be dominated by stares, by condescension, by pity and by hostility*'. In this regard, in daily life people with impairments are often coloured with disadvantage created by inaccessible built environments coupled with the other people's disagreeable reactions. The abstract form of disabling barriers further internalises disabled people's feelings of oppression.

However, Freund (2001) contends that the social environment has a tendency to be over-emphasised as a key barrier to disabled people in the social model approach. In this regard, disability is not merely socially constructed, but, partly, resides in an '*objective*' reality or biological bodies with impairments. Even when barriers contributed by social attitudes and temporal-spatial hindrances can be removed, for example, impaired bodies may still face difficulties in coping with chronic illness (ibid: 690). Barnes (2001:13) argues that careful consideration must be given to the implication of this approach that the social model precludes the lived experiences of disabled people. Furthermore, it does not remove the need for an awareness of the cultural context of their experiences, '*in order to highlight the disabling consequences of a society that is increasingly organised around the needs of a mythical, affluent non-disabled majority*'.

Methodology

The analysis presented here has benefited from a method which appropriates a phenomenological approach, in exploring the lived experience of a wheelchair user. This approach aims to understand the public built environment through the eyes of people who live with *'disability'*. A significant element of this approach is that research subjects are experts about their own experience and can offer the researcher an understanding of their thoughts and feelings through their own words (Reid et al., 2005:20). By doing so, the voices of disabled participant are raised and have a role to play in research on the built environment. By accompanying a wheelchair user with a voice recorder, taking photos, and note taking in and around public places, the researcher has gained a deeper understanding of the relations between societal values, the impaired body, and its requirements of the built environment.

The participant is Miss Tum, who uses a wheelchair independently without any assistance. Tum 28 years old lives with the consequences of polio and started using a wheelchair when she was in her teenage years. She lives in a peripheral area of Bangkok and regularly travels to work at an office in the city centre. She works as the Regional Activities Assistant and Independent Living Project Coordinator for a disabled people-run organisation. She has been trained to articulate disabled people's needs in the built environment. Therefore, I found her to be both motivated and expert in articulating the difficulties encountered in the built environment.

The manageable environment and self internalisation

A place considered as '*home*' is where the disabled dweller assigns meanings of self-efficacy, in particular in comparison with public places. Having a residence where the disabled individual is able to perform and complete their desired daily activities by themselves can be a way of creating self-efficacy - a feeling that relates to their capability in managing their chosen activities in a manageable environment (Twigger-Ross and Uzzell, 1996:208). Furthermore, for some people with mobility difficulties, a private place considered as '*home*' tends to have a value that goes beyond the level of the individual. For Gilroy (2005:144-145), it rather has meanings to do with wider cultural accounts such as family, self identity, independence and ways of interacting with the society outside the home. As Tum lives alone, her home is an important place where she can perform daily activities with control and independence. Her house has two storeys, with two flights of stairs, so she performs all her daily activities on the ground floor. She has allowed a non-disabled colleague to rent a space on the second floor. The key point is that the disabled dweller is able to manage her dwelling through her own decisions. Independence is not necessarily merely associated with the ability to live alone, but also with meanings about one's authority in life. As Tum reflected:

I can hire someone to do and fix things as I want... I can pay people for those jobs... making my own decisions... deciding how my life will be. [...] Although I've experienced many difficulties, I'm happy living like this. This is what I call an independent life.

Figure 1 Tum sits in her house while talking about her independent life

The open-plan configuration in the 4x8 m house enables its owner to circulate freely indoors. All of the interior functions are connected, which alleviates the need to expend unnecessary energy in performing daily activities, such as moving from the bed to the bathroom and through the kitchen area. The kitchen sink has been modified and attached to the wall at a height of 60 cm, without needing to rest on lower supports, so that Tum is able to move her wheelchair close up to it, to gain access to the sink and water tap. The bathroom door has been widened up to 85 cm, allowing better access than the 70 cm typical bathroom door. Although the width of the new door has only increased by 15 cm, this has made it much easier to access by wheelchair. As this bathroom is normally used only by Tum herself, she has opted to use a plastic curtain in place of the usual wooden door. Apparently, the sliding-action style door is more convenient than the swing one (Figure 2, centre image). The author's own earlier research (Sawadsri, 2007:152-153) reveals that in a living space, wheelchair users prefer to modify existing furniture rather than paying for specially designed features as, in part, the latter can be read as a sign of stigma that detracts from the

appearance of the house. In this regard, Tum is aware of her needs, and often buys new furniture with mobile features. The tables and storage units on castors reduce the energy needed to relocate furniture while sitting in a wheelchair; as she said, *"it's very easy to move this table when I want to plug in those cords behind the computer"* (Figure 2, right). Thus, even when alone in the house, Tum is able to manage everything by herself.

Figure 2 Home furniture modified to fit in with Tum's requirements: (from left to right) the wash basin lower supports have been removed; at the entrance to the bathroom a plastic curtain has replaced the usual swing-door; and desks that are mobile and cabinets with wheels are used instead of fixed furniture.

The controllable space in the house empowers the way the disabled individual negotiates with the world outside, that is, in public spaces. Disabled people tend to have more creativity in adapting or expressing their requirements regarding public space. Tum always comes up with ideas for solutions about the barriers that impede her in public places. A place that one can manage and exercise control over builds self confidence. *"There should be a gap at the end of each hump, to the left and right [alternately], then at least I can*

zigzag through those gaps", Tum observed, expressing her idea about how the street humps should be built when she was going around her village in her wheelchair. And regarding the inaccessible features in the wider public realm, *"this ramp should be placed alongside, and in the same direction as the traffic, not cross through the lanes like this",* was Tum's view when using a ramp on the street.

Tum's personal testimonial about her home significantly reveals that a disabled person is not necessarily oppressed by disabling facilities. Rather, by adapting, removing or managing such barriers, she has the ability to cope as a more active agent. In this regard, Imrie (2010:35) contends that through the ways in which they are able to overcome their disabling domestic space by creating a usable space, impaired people are not *'passive victims'*.

Mobility in the neighbourhood: removing attitudinal and physical barriers

Performing the activities of daily life can be a means of presenting the existence and needs of the disabled members of society to a wider public. Living in an urbanised city environment like Bangkok demands a high degree of self-reliance. Additionally, personal safety and security potentially gain from good relationships within the community. Tum always keeps up good relations with her neighbours, greeting and chatting with them when the situation offers. Once we arrived at Tum's house at around 8pm and noticed that there was an absence of street lighting in front of her house, so

it was quite dark at night. One neighbour asked if we had come with Tum and inquired who we were. The middle-aged man who lives a couple of houses along from Tum's always keeps a watchful eye on her security. When any cars parked at the front of the house, this man stepped out and asked if anyone was accompanying Tum. "He often carries my wheelchair out from the taxi", remarked Tum.

Embracing and removing physical barriers

When disabled people perform daily activities outside the home, this not only has an impact on people's mindset about disability, but another significant consequence can be the removal of physical barriers. Over two years have passed since Tum moved to this housing estate. Besides propelling herself in her wheelchair to the exit of the village where the office minibus stops, she is often out and about performing other day-to-day activities in her neighbourhood. From her house, it is about 2 km to the bank or to commute back home after buying dinner at the market nearby. Familiarity with a disabled community member supports the neighbours in developing an understanding about the needs of disabled people in the built environment. Furthermore, witnessing such requirements not only overcomes the wall of fixed attitudes, it also effectively creates a way to remove physical barriers. Once, when we were on the way to a noodle shop near her house, Tum raised the issue of why the street humps were disappeared at some points (Figure 3).

I usually walk pass the garage out there. Passing those street humps is so difficult. People there always ask if I can make it. One day, there's a mechanic told me he'd knock them away. Another morning I found those humps were removed to the width of my wheelchair.

Figure 3 The place where the street hump in Tum's village was removed on her behalf by the neighbours

It is clear that the presence of disabled bodies in a community has considerable importance. As many people have never had either direct or indirect experience with disability, attitudinal and physical barriers still impede the equal participation of disabled people within their society. We have learnt from the daily life experience of Tum that only if disabled people are able to gain some exposure in their neighbourhoods, the negative attitudes toward their differences can be removed. Such acceptance effectively transfers recognition of disabled people's actual needs in the built environment, to their non-disabled neighbours. By contrast, a lack of experience of disabled people's needs in public spaces can magnify and perpetuate the problems. As Matthews and Vujakovic (1995:1070) note, although there is a recognition of the difficulties of the disabled population in

most societies, *'none seems to have made significant progress in integrating them across a full range of social goals'*. Consequently, the understanding of non-disabled people about accessibility issues is relatively little changed. Conversely, if the members of a society have experienced the use of the built environment by disabled people as part of their daily lives, this will undoubtedly deliver a more positive reaction by able-bodied people, as well as giving them a deeper understanding of the spatial needs of their disabled counterparts. Following on from this, it can be expected that physical barriers will be excluded from the public built environment, rather than the people with impairments.

Coping with disabling environments: body as agent

Peters et al. critique the social model that requires understandings of the experiences of disabled bodies by noting that:

in this way the disabled body 'becomes a metaphor for culture, where culture is created from whole body experiences and the disabled body is the interactive force for cultural identity and change' (Peters et al., 2009: 548).

Disabled people seek different strategies to complete day-to-day activities within the disabling environment (e.g. places where they are reacted to as different or inferior, where they are confronted with flights of steps in order to access a building, uneven or broken paving, and the absence of accessible transport in the majority of cases). In a regular week, Tum spends most of her time outside the home. She normally travels to work in an office, explores disability-related cases in different places around Bangkok, and eats out in

shopping malls or in the market near her village. In her residential space, Tum is able to manage most daily activities independently, albeit requiring some support from her neighbours. In contrast, going out and about in public spaces, the products of prevailing social attitudes present a greater challenge to her capacities and opportunities for an equal life within the broader society. Living with impairment in inaccessible environments, Tum opts to adapt herself. On the one hand, she adjusts her way of interacting with physical facilities. On the other hand, she also tries to accommodate her mindset in overcoming the personal impact of disabling social attitudes and built environments.

Educating the public

When navigating around public places, disabled people are often faced with being the objects of unwelcome public scrutiny, or experience embarrassment when negotiating inaccessible facilities. Communicating with others about disability issues can be a strategy to cope with such unfriendly circumstances. Furthermore, having conversations with strangers in public can be seen as a way that disabled people take advantage of opportunities that avail themselves to '*educate the public'* (Cahill and Eggleston, 1995:685). This way of communicating with non-disabled people effectively alters disabled people from a situation experienced as passive objects, to one in which they take part as more active actors.

Whenever people with impairments, either as individuals or as a group, are exposed in the public sphere, they are often framed by social '*norms'* in the character of a stranger (Imrie, 2001). The

undesirable and unacceptable public reactions faced by disabled people have a significant relationship with the (re)production of the cultural encoding of the city. The modernised city in which prioritised the needs of able-bodied people, for Imrie (ibid.:233), it tends to be preserved for the independent bodies of health, fitness and youth, while individuals who deviate from such ideals have often been regarded as *'abject things'*, *'objects of disdain'* and are in danger of being distanced from society or seen as a stranger in the city. In this regard, making a journey in a public place can be a means to promote the acknowledgement by their society of disabled people's existence and requirements.

During her journeys through public spaces, Tum often has conversations with others. For example, she once travelled with five friends (also wheelchairs users) by the bus service. The bus stopped for some minutes until the six passengers in wheelchairs were lifted on board by the people who milled around the bus stop. *"There's one passenger who said 'why are you coming out, it's so difficult, you shouldn't do this",* Tum recalled. The bus ticket collector was also curious about their presence and offered her a free ticket. Tum recounted:

I immediately started a long explanation and spoke out loud. We normally want to go out more often, but these buses are unusable. We need a bus that we can get on, not a free ride [...] she replied "ah...okay, I'll count how many of you" [...] those people on the bus smiled with me.

Besides the fact that being with a wheelchair user can deliver insights and experience about the ways disabled people interact with their built environments, there is also the opportunity to gain an understanding about the strategies disabled people use to enhance their social capital. The evidence above helps to reveal key factors, such as communication between disabled and non-disabled people in a certain circumstances. In this regard, the more disabled people are seen in public places, and the greater the population of impaired bodies who use built environments, the more their impact can be expanded. Once disabled people are able to use ordinary facilities, the enabling built environment can further stimulate positive perceptions toward disabled people *'and more positive attitudes should encourage more positive physical planning'* (Butler and Bowlby, 1997:412).

Positive thinking, talking, and laughing

When leaving the house, the foremost disabling process that an individual is likely to confront relates to less civil forms of attention, such as gazing, staring, or unwelcome conversations. Having conversations in the course of navigating public places can in one sense be a means of alleviating the uncomfortable feeling of passivity that can be experienced by disabled people. However, exposing their bodies in the public arena, wheelchair users are often faced with a different level of uninvited interaction, ranging from the explicit curiosity expressed by children, to the implicit curiosity that was described by Cahill and Eggleston (1995:684), drawing on Goffman, as the *'civil inattention'* of adults. This consists in a glance

followed by the immediate withdrawal of visual attention. Consequently, the wheelchair user often feels in an awkward position. Even though Tum manages to carry out activities in public places alone, being frequently stared at reduces her confidence. As she said *"getting out together in a group [with others who are wheelchair users] not having to bear embarrassment on my own, which is much more fun"*.

Going out and about with Tum in public spaces thus generated a great deal of lively conversation along the trip. Tum frequently shared her experiences in having to cope every so often with disabling barriers. The many techniques she used to overcome and negotiate with social and physical barriers emerged when we revisited similar situations in public places. Discussing the way disabled individuals handle such circumstances aims to elicit alternative perspectives toward the emotions and sensations behind an individual's strategy. Disabled people do not necessary feel oppressed or react aggressively when faced with disapproving encounters. Furthermore, it aims to provide evidence about how those with disabled bodies seek to restructure and acquire social value through particular behaviours in public built environments.

For instance, when Tum encountered the inconvenience of the express train service, she repeatedly raised the example of using the train system in Japan. In the majority of cases, laughter was provoked when the design of the facilities and the nature of the service failed to meet her requirements. One day, in the course of commuting by train, the story of an impractical lift service emerged.

The lift to the elevated train platform was installed in the middle of the road and its entry ramp pointed directly onto the traffic. Tum was chuckling while telling this story:

when leaving the lift, we bend down and contract while trying to break our wheels downward on the ramp. The builder might want us to slide speedily through, just to cross the road immediately, as quick as possible, before those fast cars can hit us [laughter].

Likewise, when Tum found that some of the other lift services were seldom operated for disabled customers, she asked to take a picture: *"it will be a good shot. This lift has hardly been used so those ants are able to get on with building their houses [laughter]".* By using the public transport service, the disabled traveller is regularly requested to display their disability registration card. For Tum, it symbolises a way of reinforcing the disabled identity, though she nevertheless responded with smile while asking ironically, pointing at her wheelchair: *"is this not disabled enough for you?"* While waiting for support with using the lift from the train security guard, Tum noticed a sign reading: *"Passengers who prefers to use an elevator please contact station staff or Tel. [phone number] (during daily service hours). We apologise for the inconvenience caused."* Tum reacted: *"wait a minute, what if I don't have mobile with me? No problem, I've waited all my life anyway [laughter]".* Similarly when struggling with getting on and off a bus with a high level access, she made a joke about it: *"next time, I'll carry a plank with me to cross over to the bus [laughter]".*

A sense of humour and laughter in a situation of struggle was discussed in Macpherson's (2007) idea of the landscape of laughter of the blind, as being an act of condemnation or reflection when comfort is threatened, as well as helping to alleviate pain. In this sense, laughter is used by disabled people *'to redefine a seemingly tragic situation into something amusing'* (ibid: 203). Furthermore, defining the situation as laughable also eases the individual's *'dis-ease'* concerns about themselves (Cahill and Eggleston, 1994:303).

The dearth of accessible facilities for disabled people severely constrains their opportunities for public life. As a consequence, able-bodied people seldom have direct experience of the presence of their disabled counterparts. The most common reactions to disabled people by the able-bodied public has a relationship with unconscious reactions such as starring or gazing. As well as adapting ones behaviour pattern to the environment, pretending not to notice the unintended looks by continuing with a conversation can be a means to cope with unwelcome public reactions. For instance, through choosing to travel by train, Tum was able to sit in her wheelchair without having to transfer to a seat. Therefore, her appearance caught the eyes of other passengers. At every stop, newcomers in the cabin avoided subjecting her to their direct gaze by taking a quick glance before moving their eyes away. In the meantime, while other passengers came and went, we experienced that we were the object of others' attention. The trip took about 40 minutes, during which stories about her life were continuously recounted, from her childhood experiences through to her future life plans. Even though this kind of conversation seems partly helpful in blotting out those uninvited public reactions, the increasing number of people in the

train as well as the greater number of eyes looking at her in her wheelchair to a certain extent provoked her to respond by falling silent. Although *'tactful blindness'* (Goffman cited in Cahill and Eggleston, 1994:303) served well in coping with being stared, wheelchair users often do not find it easy to completely ignore 'uncivil attention'.

This is clearly the case when a wheelchair user overcomes a situation of passive powerlessness while negotiating with or removing the obstacles they face. Bodily reactions to the public have a relationship with the observation that disabled people face a great challenge in concealing their emotions when in public. It is crucial for a great deal of emotional work to be invested in maintaining their resistance to having their anger roused. Otherwise, this can potentially create interpersonal risks which lead to guilt and embarrassment (Cahill and Eggleston, 1994:305). Nonetheless, the use of the sense of humour and a lighter tone as a means to cope with difficulties encountered requires careful consideration. In one respect, it varies depending on the individual's personality. In the majority of cases, when accompanying a wheelchair-using companion, whether they laughed about the struggles encountered seemed to be a matter of that particular individual's personality. This dimension of humour has developed as an issue since I thought about the voices on the recording alongside the photographic record. Such evidence can provide helpful ideas regarding the body as an agent in producing and reproducing social interaction as a way to obtain a position in society. In addition, the adaptation of a pattern of behaviour in the public sphere through the various strategies

noted above, in one respect can be seen as the impaired person's resistance towards the notion of deviation created through the social process. Thus, disabled people do not always passively accept their exclusion from public space, but consciously manipulate 'acts of resistance' so as to deny and manage the negative responses and devaluations attached to their corporeality (Allen, 2004:723).

In sum, the experience of an impaired body interacting with the built environment can be interpreted as a reciprocal process of building one's knowledge of both the self and the world out there. The disabled individual assigns value meanings to the self in responding to the social process. At the same time, when the impaired body sets a value in interaction with the outside world, it simultaneously internalises a self image. In the case of Tum, who is able to manage her residential space to live independently, her acknowledgment of her own needs is increased. This constitutes a strategy for coping with the socially constructed physical and attitudinal environments. The strategy to overcome those difficulties in the public realm is attached with the meaning that Tum assigns to the way disabled people interact with the built environment to result in another way of acquiring capital. Such practices consist of adapting environmental behaviour patterns, planning daily activities ahead, communicating with the public, as well as her way of responding mentally to public encounters. Those elements are reciprocally accomplished between an impaired body and concrete and abstract social creations, such as built environments and the public attitude toward disabled people. The discussion above can be described in the following diagram.
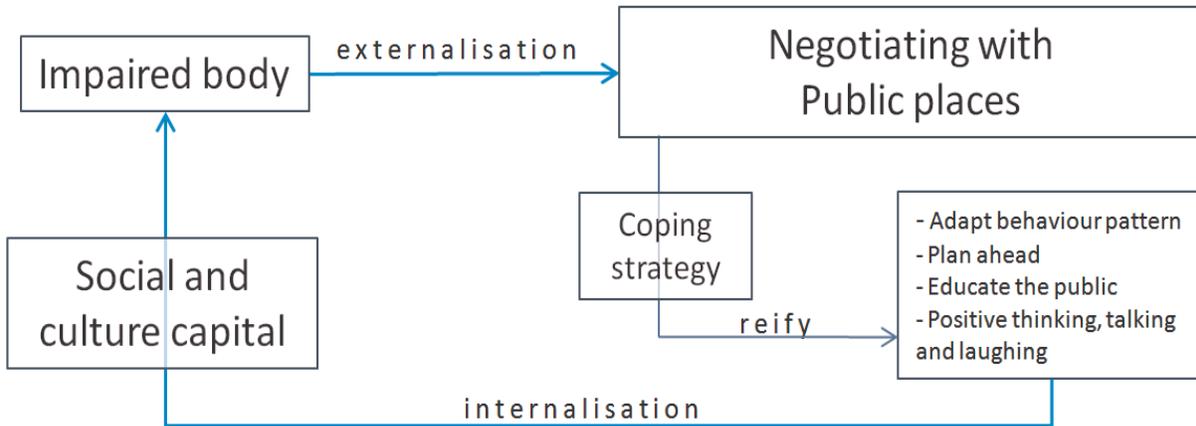
Figure 4 This diagram summarises the idea of negotiating with the public built environment as a way for impaired bodies to acquire social and cultural capital

Conclusion: enabling a life to flourish

[...] disabled women can build the strength and determination to continue to fight for spaces of everyday life in which differences such as disability are viewed 'not'[emphasis added] as something to be 'corrected' and avoided, but as part of the spectrum of human experiences that enrich all of our journeys through life and society (Chouinard, 1999:155).

The portrayal of the experience of disabled bodies in built environments, from one perspective, has been regarded as giving a certain account of a particular sector of the population. Within such views, this group has been taken to be one which is marginalised. In fact, vulnerability and frailty of the body are the common lot of everyone's life course (Breckenridge and Vogler, 2001). In other words, 'able body' is only a temporarily part of our lives. This way of understanding leads to a determination about the concept of flourishing life as a basic human feature of impaired bodies.

We have seen that Tum is often forced to keep actively thinking all day long about organising her journey through hostile environments. Although it seems there is less stress deriving from routine activities, her experience in public places is one of limitations. Such limitations are reinforced by both the physical and mental struggles she undergoes. Physically, the way she adapts her behaviour pattern could affect her health. Psychologically, by investing enormous concentration on planning for mobility, making trips and managing her time, her limited capacities must become substantially internalised. All such constraints have lessened and marred her conduct of everyday activities as part of a flourishing human life.

We have also learnt that the majority of those difficulties faced by one wheelchair user are the result of inaccessible environments rather than her impairment. It is a helpful stance to explore the links between structural conditions and the individual's lived experience of the process of disablement. An impaired person is not disabled by her physical conditions. On the contrary, the disabling built environments around the impaired body perpetuate and reproduce health problems and social exclusion. Furthermore, the built environment, which responds to heterogeneous human capacities, plays a crucial role in human life. As Asch (1998) points out, realising that disability is caused by both physical and social environments is a key factor for an individual with impairment, in deciding whether to live or die. An individual comprehends that their struggle in life is not linked to their condition but rather imposed by the society they live in. Therefore:

people may still choose to end life-sustaining treatments or to forgo extensive rehabilitation rather than undergo life in a world not truly hospitable and well-designed for those with disabilities (Asch, 1998:9).

To study disabled bodies in built environments, both consideration and understanding of the lived experience of disabled people are required. The socio-spatial experience of disabled people can be an interpretation in itself and of its environment. The lives of disabled people have been observed, written about as well as regulated by normative society. Disabled people's lived experiences are often devalued, and so, as Overboe contends:

[The lived experience of disabled people is] reduced to a classification which demands that the able-bodied take some sort of action that implicitly or explicitly controls our lives. (Overboe, 1999:18)

We have also seen the feelings, opinions, thoughts and reactions of disabled individuals to the society surrounding the self. A pivotal finding reveals that the spatial needs of disabled people have nothing to do merely with a speciality or difference of design or construction. In fact, the physical realm—which is constructed through the social process in a range of attitudinal barriers—limits the capacity of impaired bodies to flourish in their lives. Research on the built environment that validates the lived experience of disabled people can ascertain the existence of their needs and experiences as conveyed through their own words. Furthermore, Siebers

(2008:121) contends that using experience as evidence can be a way to define the dominant theoretical position towards historical and cultural aspects of the '*"difference" and "identities" of [those] whose experience is being documented, and "reproduces" rather than contests given ideological systems'*. For Corker (1999), the lived experience of disabled people has often been simplified, in particular by those failing to differentiate between disability and impairment. Therefore, there is a need to understand the built environments of disabled people by emphasising different forms of acquiring capital, disabled people's social agency, as well as the attitudes and discriminatory production they encounter.

Finally, this paper contends that the information supplied by a wheelchair user will offer a valuable insight into the experiences of people with other disabilities in public built environments, where the individual can share their broader social life experiences within their society. A theory of human agency or action requires an account of the body, that is, *'acting people are acting bodies' (*Edwards and Imrie, 2003:242). This article has articulated the role of the body as an agent that interrelates with, and is influenced by, the surrounding social and physical environment. For Hughes and Paterson (1997:338) understanding disabled individuals' requirements is an essential approach because it constitutes a sense of diversity and sensitivity to differences in encouraging the disability movement.

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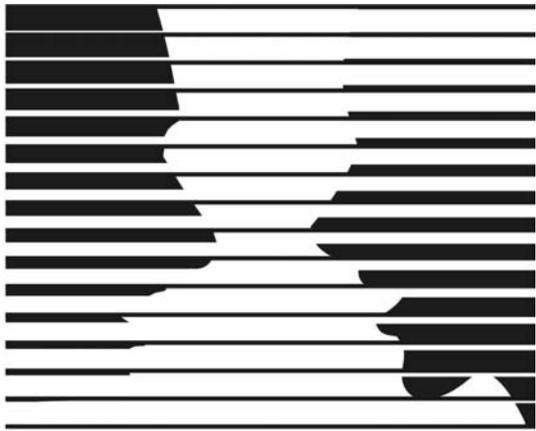
TARSHI

TARSHI (Talking About Reproductive and Sexual Health Issues) is a registered NGO based in New Delhi, India. It was founded in 1996 and works towards expanding sexual and reproductive choices in people's lives in an effort to enable them to enjoy lives of dignity, freedom from fear, infection and reproductive and sexual health problems. TARSHI runs a helpline, conducts trainings and institutes, develops publications, participates in public awareness and education initiatives, and provides technical support for advocacy initiatives.With the vision that all people have a right to a self-affirming and enjoyable sexuality, TARSHI has been involved with conducting consultations and workshops with parents and care-providers of young people with intellectual and multiple disabilities to address challenges and develop strategies to deal with sexuality related concerns since 2002. More information about all of TARSHI's projects can be found at www.tarshi.net.

Sexuality and Disability: Some Issues of Concern

Excerpted from Sexuality and Disability in the Indian Context: A Working Paper (TARSHI, 2010)

Introduction

To most people, sexuality and disability seem to be unconnected terrains. However, the reality is that people with disabilities are also sexual beings with sexual fantasies, feelings and aspirations like anyone else. They are unable to express their sexuality fully not so much because of a disability but because of the restriction of their mobility, negative societal attitudes and the lack of educational, entertainment, social and health services and rights that are available to other people.

The working paper *Sexuality and Disability in the Indian Context* (developed by TARSHI in 2010) presents an overview of the current scenario in India vis-à-vis sexuality and disability. It is a collation of information and resources based on interviews with people with disabilities and with their parents, teachers, and other care providers. It also draws upon secondary research to examine existing laws and policies relevant to sexuality and disability in India. This article is excerpted from the working paper which can be downloaded from our website at (http://www.tarshi.net/publications/publications_reports_papers.asp)

At first glance, the scenario appears devastatingly bleak, especially when one thinks of the sheer numbers of people that this country

holds and the depressing lack of resources to address everyone's needs. There is an abysmal dearth of sexual and reproductive health services for people with disabilities. But as we found, there is also an encouraging rise in the awareness that people with disabilities have sexual and reproductive rights, and there are examples of what is being done to affirm these rights.

Sexuality and Disability

Sexuality is an extensive term that covers a range of issues. It includes not only sexual behaviour but also sexual identity, gender identity, sexual orientation, roles, personality, relationship patterns, thoughts, feelings, attitudes etc. It also includes the social, ethical, cultural and spiritual concerns of an individual. Multiple factors are influenced by and influence one's sexuality. Everyone does not experience sexuality in the same way. Being aware of these differences helps cater to individual needs and provide effective services to people.

Sexuality concerns are publicly addressed in Indian society primarily in the context of abuse, violence and the unwanted negative consequences of unsafe sex such as infections and unwanted pregnancies. While these are no doubt important to address, sexuality is not only about the prevention of disease or abuse, it is much more. Sexuality is also as much about intimacy, relationships, self-expression, self worth, pleasure and eroticism. All people have the right to sexual wellbeing, but more often than not, people with disabilities are regarded not only as sexless but also often not even as people.

That people with disabilities are not a homogenous group is obvious. There are many kinds of disabilities – physical and developmental. In India the law recognises seven types of disabilities from within a narrow medical context. The experience of disability is unique to every individual and also varies across gender, caste, class, age and the presence of more than one disability. For example, the nature of disabilities affects women and men differently and more so depending on their socio-economic background, caste and age.

A Burgeoning Engagement

There is now a burgeoning engagement with disability and sexuality in India. This engagement is being spearheaded by different individuals and groups, including disability rights activists, sexual and reproductive rights activists, care providers of people with disabilities and professionals working in the field of disability. Yet, there is insufficient research on the needs of people with disabilities in reference to their sexual concerns and desires so that effective interventions can be undertaken. Given that work on sexuality itself is fraught with challenges, addressing the sexuality concerns of people with disabilities is no easy undertaking, and it is thanks to all these people that there is a nascent debate on these issues.

Globalisation, economic liberalisation, the opening up of the skies to satellite television and the internet have all been credited with contributing to rapid social change in India over the past two decades. In the context of sexuality, a number of issues are now being openly discussed and addressed. For example, Western soap operas and reality shows (some of which have been adapted to

Indian contexts) have brought sex and sexuality into people's living rooms. In addition, recent TV debates and news coverage regarding sexuality education in schools and the Delhi High Court ruling on reading down Section 377 of the Indian Penal Code that criminalised same-sex sexual behaviour has also led to these issues becoming the subject of dining-table conversations. Paradoxically however, sexuality is still kept largely under wraps, especially so for people with disabilities who in the popular imagination are not considered as sexual beings.

What's required?

In societies where there is a premium on beauty, youth and fitness, people with visible disabilities are particularly stigmatised. The more 'different' they look from the 'ideal' as projected through the mass media and films, the more is the discrimination and stigma they encounter. In society's collective illusion and idealisation of the 'perfect' body, a person's visible disability gets the most attention and their other aspects as individuals are ignored. So for instance, a person with one hand or leg is seen as a person without a limb rather than a human being with desires, hopes, fears and longings like anyone else.

Parents and care providers are faced with the challenge of addressing sexuality related concerns of their young children with disabilities which often bring home the reality of their children as sexual and reproductive beings. This can be hard to accept if families and societies have been denying this aspect of young people with disabilities.

Historically, persons with disabilities have been regarded by society in two contradictory ways – either as asexual or as sexually threatening. By and large, their sexual desires are assumed to be non-existent. As Renu Addlakha says, "Sexuality is an area of distress, exclusion and self-doubt for persons with disabilities."[13] Few Indian disability rights activists have been able to raise the difficult issue of sexuality. The reasons for this are many and complex.

As the 2009 WHO and UNFPA document Promoting Sexual and Reproductive Health for People with Disabilities says, "Like everyone else, persons with disabilities have SRH needs throughout their lives, and these needs change over a lifetime. Different age groups face different challenges. For example, adolescents go through puberty and require information about the changes in their bodies and emotions, and about the choices they face concerning sexual and reproductive health related behaviour. Adolescents with disabilities need to know all this information, but they also may need special preparation concerning sexual abuse and violence and the right to protection from it. It is important to assure that SRH services are friendly to youth with disabilities."[14]

In most of the discussions around the issues of sexuality and disability, we see two strands emerging – health or medical and

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[13] *ADDLAKHA, R. 2007. Gender, Subjectivity and Sexual Identity: How Young People with Disabilities Conceptualise the Body, Sex and Marriage in Urban India. Occasional Paper No.46. Centre for Women's Development Studies, New Delhi.*

[14] *WHO/UNFPA. 2009. Promoting Sexual and Reproductive Health for People with Disabilities.*

protection from abuse. The health perspective looks at sexuality from the lens of prevention of infection or of the restoration of sexual functioning (for example, the needs of a heterosexual man who has lost sexual functioning due to an accident or injury). The abuse perspective rightfully considers the vulnerabilities of people with disabilities to sexual abuse at home, in institutions or outside. However, sexuality comprises of more than just these facets.

What's left out?

Reproductive and sexual health concerns of people with disabilities have not been addressed adequately thus far; for example menstrual management of young girls with severe intellectual disabilities, contraceptive options, pregnancy and abortion services to name a few. Similarly, sexuality related concerns like body image, relationships, marriage, HIV and other infections, abuse and sexuality education for people with disabilities need more attention. In addition, actual sexual practices, experiences, adaptive techniques, capabilities rather than 'disabilities' also need attention. Women with disabilities, sexual minorities such as lesbian, gay, bisexual, transgender or trans-sexual people with disabilities, as well as young people with disabilities face discrimination at multiple, intersecting levels. For example, sexual minorities with disabilities are subjected to multiple discriminations on the basis of disability, sexual preference and other aspects of gender and/or race etc.[15]

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[15] *Sexuality and Disability: A Human Rights Issue. Available at http://www.disabilityfunders.org/webfm_send/59*

The attention (albeit limited) to only the health or protection from abuse angles, when it comes to sexuality and disability, could be because the dialogue on sexual rights has by and large not included the voices of people with disabilities. Conversely, sexual rights and reproductive rights are generally not a topic of discussion amongst disability groups themselves. However, encouragingly now, more and more people in the Disability Rights movement as well as those working on sexuality are articulating the need to address sexuality related concerns of people with disabilities.

What's being done?

The vexing issues and hard-hitting questions raised by the juxtaposing of sexuality and disability demand attention. Many people with disabilities, their parents, care providers and professionals working in the field are already grappling with many questions to do with marriage, parenting, independent living and choice of partners. Anecdotal evidence suggests that parents of people with disabilities are thinking out of the box.

Admittedly, disability and sexuality are two very complex issues, and in a resource-poor setting like India, working on them may seem like a daunting task. Fortunately, it is heartening to note that work on these issues has started. Some organisations working on sexuality and sexual and reproductive health and rights are including issues of disabilities in their work. At the same time, organisations working with people with disabilities are recognising the significance of addressing sexuality. These efforts, be they in the form of workshops with parents and care providers, sessions in training

programmes for NGOs, panels at conferences, courses on issues of sexuality and disability, or articles, journals and manuals provide examples of what can be done even without large outlays of expenditure. International journals like Disability and Society and Sexuality and Disability to name a few, regularly publish studies by care providers and professionals discussing their experiences, especially related to issues of sexuality, of working with people with disabilities.[16],[17]

Note: This article has flagged some of the many concerns related to sexuality, sexual and reproductive health of people with disabilities. For a detailed discussion of these issues, please refer to *Sexuality and Disability in the Indian Context: A Working Paper* here (http://www.tarshi.net/publications/publications_reports_papers.asp)

T A R S H I

New Delhi, India.

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[16] *Disability and Society. Available at http://www.tandf.co.uk/journals/carfax/09687599.html*

[17] *Sexuality and Disability. Available at http://www.springer.com/ psychology/community+&+environm ental+psychology/journal/11195*

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pat@greatgrips.com

"GREAT GRIPS" **of COLORADO SPRINGS ONE OF 17 NOMINEES FROM AROUND THE WORLD SELECTED AS 2010 DA VINCI AWARDS® FINALIST**

- *Awards created by Michigan Chapter of National MS Society to celebrate innovations providing equal access and opportunity for all*
- *Nominations were received this year from 17 states in the U.S, Canada, United Kingdom, France and Denmark*
- *The YouTube videos for the finalists available at www.youtube.com/davinciawards and specifically for Great Grips at http://www.youtube.com/watch?v=tDSDeioNKsg*

SOUTHFIELD, Mich., Sept. 10, 2010 Great Grips of Colorado Springs is one of 17 innovations selected as a 2010 da Vinci Awards® finalist.

A finalist in the Daily Living/Environmental Adaptation category, Great Grips slip over round doorknobs, faucets and other round objects to make it easier to grip and turn. They fulfill all seven principles of Universal Design and are a classic example of a simple, versatile, and low-cost solution to an inherent everyday problem. In addition, Great Grips were recognized for a 2010 "Caregiver Friendly Award" from Today's Caregiver magazine and will be in the Christopher Reeve "Holiday" catalog.

Great Grips

Glow-in-the Dark   *Clears (bagged separately)*

Great Grips are designed to accommodate the widest range of users by incorporating the Seven Principles of Universal Design. Opening doors just got easier for everyone – young and old!

☑ **Principle One: Equitable Use**

The design is useful and marketable to people with diverse abilities. **Great Grips help people of all ages and varying abilities twist and**

turn doorknobs easier. Great Grips are inconspicuous while increasing safety and independence in the home or workplace.

☑ Principle Two: Flexibility of Use

The design accommodates a wide range of individual preferences and abilities. Great Grips can be used on doorknobs, water faucet handles, and shower knobs. They stretch easily and are soft to the touch.

☑ Principle Three: 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. Great Grips assume the shape of any knob they are placed on, making their function simple and clear for users to discern. Great Grips install quickly without any tools.

☑ Principle Four: Perceptible Information

The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities. Great Grips are designed to be inconspicuous, but users will immediately feel the cushioned softness at first touch and find it easier to grip and turn the knob with less effort. The two mini-levers may be placed anywhere on the circumference of the knob to suit user preferences. The "glow" Great Grip helps sighted users find doors and exits in power outages and darkness. For non-sighted users, the Great Grip may serve as a tactile indication for an escape route when placed on exit doorways.

☑ Principle Five: Tolerance for Errors

The design minimizes hazards and the adverse consequences of accidental or unintended actions. Great Grips are manufactured with latex-free silicon and require no maintenance. They may be washed in the dishwasher.

☑ Principle Six: Low Physical Effort

The design can be used efficiently and comfortably with a minimum of fatigue. Great Grips reduce the effort necessary to grip and turn doorknobs by increasing the gripping surface and increasing the co-efficient of friction. Great Grips create an affordable retrofit for existing round doorknobs to be operable by a "closed fist" to comply with the ADA Accessibility Guidelines (ADAAG) §4.13.9 and 2004 ADA/ABA 404.2.7

☑ Principle Seven: 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. Great Grips only add ¼" to the existing circumference of a doorknob and the ½" mini-levers can be positioned on the knob in any orientation to accommodate the preference of the user.

 Patrick Going
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pat@greatgrips.com

Dr Peter Gililisco

I was diagnosed with Friedreich's Ataxia at 14 and then my mother died of cancer when I was 18. I was well and truly on a downward emotional and physiological spiral. By 23, I was confined permanently to a wheelchair. But it was also around this time, with the encouragement and perceptive advice from a close lady friend which lifted me out of a fantasy land of selfpity, that I began studying for an Associate Diploma in Accountancy at Dandenong TAFE. That inclusive and happy learning environment gave me inspiration to tackle life with vigour and it still serves as a reminder to me when, like anyone else, I develop the usual emotional itches which need scratching. That was my 1984. By 2007 Peter had graduated with a PhD in Sociology and in that year was presented with the Emerging Disability Leader of the Year Award.

Peter is a person who has Friedreich's Ataxia a neurological condition that is progressive and has left him wheelchair bound and with slurred speech, to name a few inherent defects. Despite this he has shown a command of different abilities completing a Ph.D at the University of Melbourne, and was recently appointed as an Honorary Fellow of the University of Melbourne.

Dr. Gibilisco has just released his book Politics, Disability and Social Inclusion and it is available at:
http://www.amazon.com/Politics-Disability-Social-Inclusion-different/dp/363929355X

Neoliberalism degrades people with disabilities

By Peter Gibilisco

Below is some coverage of the uproar, when the Business Council of Australia, rather thoughtlessly spoke out about stripping the disability pension as an alternative to a *flood levy* to help the recent hardship suffered by the Queensland (a State of Australia) flood victims.

Senior Australian of the Year and leading disability advocate Ron McCallum has denounced calls by the Business Council of Australia to cut disability pensions to help meet the nation's floods recovery bill. Anglicare Australia's executive director, Kasy Chambers, has announced her beliefs this way:

For many people living with disability, long-term unemployment is not a choice but a circumstance imposed by systemic failure to respond to their specific requirements.

The action proposed by the Business Council is yet another instance of policies based on the agenda of the neoliberal ideology. Political movements which advocate reforms that allegedly simplify the process of benefit distribution freely appeal to a need to reduce services, cut costs and for this the privatisation of public pension systems is all part of the plan.

There are already complex pressures upon nations to become part of the neoliberal political agenda and this proposal simply endorses those pressures by adding another example of "cost cutting" here for redistribution there in the national interest.

That is, whilst neoliberalism has respect for the design and structure of social insurance, including public pension systems, it is part of a conservative process to reform by particular kinds of reductions. Or as Russell puts it:

.... neoliberal and Third Way politics [ ] have placed all the emphasis on ending dependency and increasing productivity without any attention to equality of income which is directly tied into the freedom to live one type of life or another. Both replace redistributive (egalitarian) goals with a market approach; both adopt the supply-side theory that the economy is burdened by rigid labor markets, powerful trade unions, and [what they believe to be] overly-generous welfare provisions.

Russell focuses on the social exclusion resulting from neoliberal policy towards people with disabilities, and concludes that the consequential exclusion results is a direct outcome of the neoliberal belief that people with disabilities are simply non-compliant with a profit making agenda.

Most people with disabilities, according to a competitive neoliberal agenda, carry with them burdensome stigmas and disutilities that create problems for the social cohesion of society. Also, there's my analogy concerning the Third Way written by Adam Morton: who says researching the PhD was very disillusioning:

I could see there was so much error in the third way. They've got this weird idea that less entitlement for people with disabilities is somehow more empowerment.

Newly elected State Parliamentarian (SA) for Dignity for Disability Rights MP Kelly Vincent has said:

People are better off psychologically, physically and mentally being in the workforce, but if that is not an option for you and you then lose the only financial sort of income you have, how is that going to be good for your psychology?

Kelly Vincent has here made an excellent point and it is one faced by most people with disabilities every waking moment of the day. In other words, it is a priority for governments to provide social inclusion so new legislation must not close doors to the subsistent life that disability support pensions provide, but open doors for more people with disabilities to gain and keep jobs.

In response to this, Graham Bradley from the Business Council of Australia explains his belief that being a long-term unemployed person is not good for anyone's psychology and recovery, but Dr Cassandra Goldie in retrospect believes if the Government is serious about finding more work for people with disabilities, they should not be looking to cut disability pensions. After all most people with disabilities are among one of society's most impoverished unemployed and socially excluded peoples in society.

This is further acknowledged in the Australian government's (ALP) *Shut Out* report which is a broad government publication of issues confronting people with disabilities:

The extraordinary gap between the level of income support and the cost of disability was seen as restricting the ability of people with disabilities both to live independently and to enjoy a decent s3. standard of living ... Disability support recipients live lives of fear and desperation. Sooner or later every disability support recipient I know has confessed to the concern they feel over the "what if" factor-what if government stops paying social security/disability support?

But in retrospect, there is always a case for re-examining measures concerning the construction of the disability pension. These measures to reduce the disability pension to pay for the flood levy are indicative of a failure to adequately face the responsibility of governments to provide needed assistance for people with disabilities. Or as Jenny Macklin the Minister for Families, Housing, Community Services and Indigenous Affairs wrote in The Australian:

It is the mark of a compassionate society that these vulnerable people be supported to have an adequate standard of living.

Dr Peter Gililisco

BOOK RECEIVED:

Systematic Instruction of Functional Skills for STUDENTS AND ADULTS WITH DISABILITIES

by

Keith Storey, PH.D.
& Craig Miner, PH.D.

2011, 250 pp. (7 x 10), 14 il., 31 tables
$49.95, hard, $33.95, paper
(hard) ISBN 978-0-398-08625-1 (paper) ISBN 978-0-398-08626-8
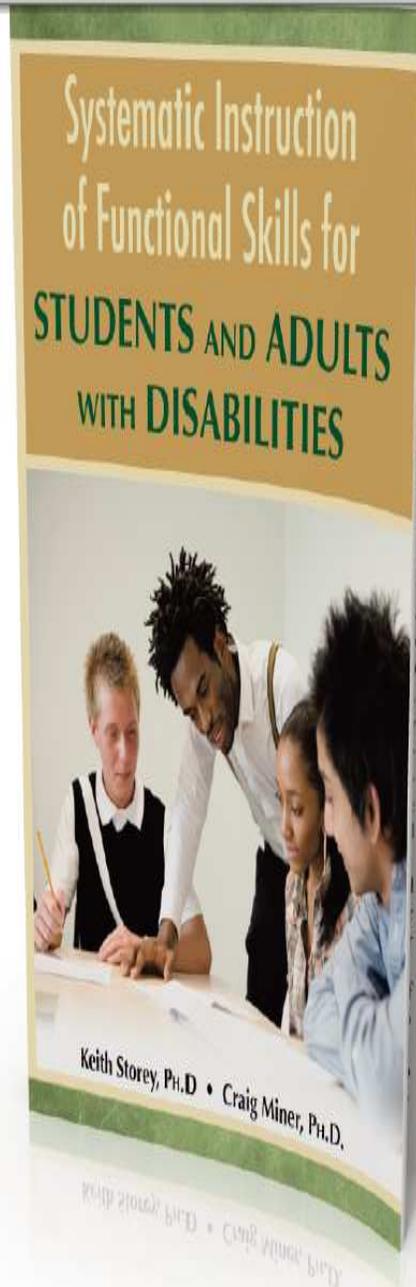
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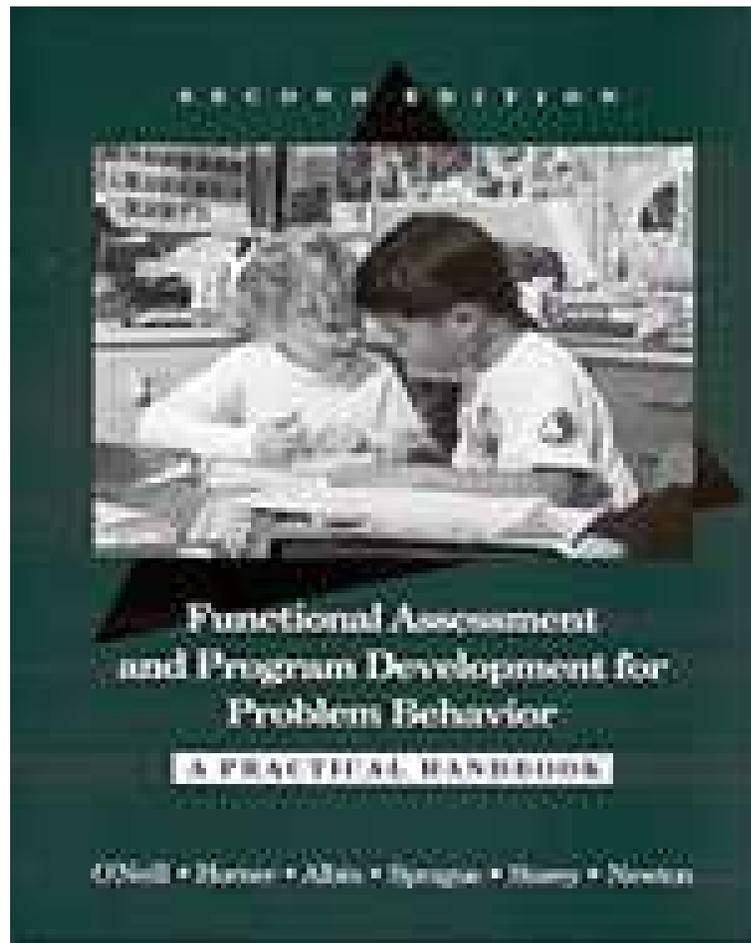
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3.

Peter Gibilisco

Politics, Disability and Social Inclusion
People with different abilities in the 21st Century

APPEAL:
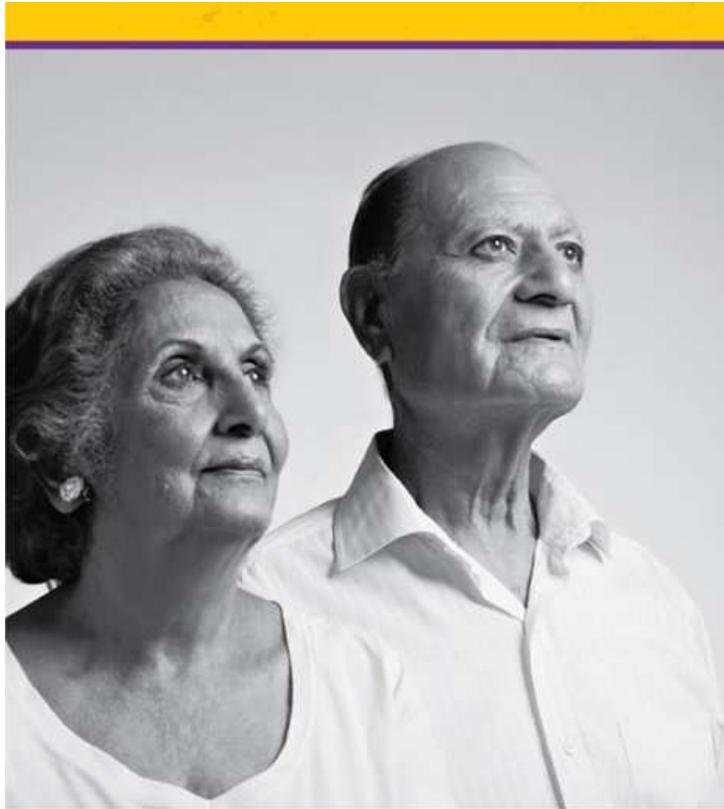
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NEWS:

1.

IDR: DESIGN WORKS

WWW.INCLUSIVEDESIGNRESEARCH.ORG

MAY 23 2011   ISSUE 14

INNOVATION IS POWERED BY A THOROUGH UNDERSTANDING
THROUGH DIRECT OBSERVATION, OF WHAT PEOPLE WANT AND NEED
IN THEIR LIVES AND WHAT THEY LIKE OR DISLIKE ABOUT THE WAY
PARTICULAR PRODUCTS ARE MADE, PACKAGED, MARKETED, SOLD
- TIM BROWN, IDEO

Inclusive Design Research

The undergraduate students at Tongji University have opened their exhibition this week on the theme of "Trends". This week we would like to focus on Yulu Cen's project, a modular chair design for older people.

"BUILD YOUR OWN" CHAIR FOR OLDER PEOPLE

The design of these chairs is centred on the ergonomics of older people, and takes into consideration their physical needs and aesthetic preferences. The chairs are a modular design made from five parts using mass manufacture, which should reduce costs, and allows the customer to choose from several sizes, to fit their needs better, therefore making the product more inclusive for older populations.

Both surfaces of the seat and the backrest are made of woven material in order to provide a comfortable, flexible and breathable cusion. The angle and size of the backrest is designed to encourage good posture, and the heavy seat and arm rests provide enough support to enable older users to stand up without any problems.

MEMBER PROFILE: XIANGKE LI

Li Xiangke received his bachelor's Degree in English from Hengyang Normal University, Hunan/China. He worked as an English teacher from 2005 to 2007. He then completed his masters degree in international politics, and joined the Entrepreneurs For Asia programme of EMLYON Business School Shanghai. His masters thesis was "A Study on Political Marketing in Obama Presidential Election".

In 2010, he became Vice Director of Administrative Office of College of Design and Innovation, Tongji University and Minister of Development Department of Shanghai International Master Training Center for Creative Industry.

UPDATES

PUBLIC LECTURE ON INCLUSIVE DESIGN
Dr Hua Dong has been invited to give a public lecture on inclusive design at Tongji University.

On the 25th May, she will introduce inclusive design to students from many different disciplines. Tongji University is the first university in China which has started a research programme on inclusive design, and the Inclusive Design Research Centre is based at the College of Design and Innovation.

We are very proud to announce that we now have over 100 people following us on Facebook!

Click here to join us on Facebook, where we try to post more regular updates about inclusive design.

EVENTS

LONDON DESIGN FESTIVAL 2011
LONDON
SEPTEMBER 17 - 25

GROWING KNOWLEDGE
BRITISH LIBRARY, LONDON
ENDS SEPTEMBER 16

THE BRIT INSURANCE DESIGNS AWARDS
DESIGN MUSEUM, LONDON
ENDS AUGUST 7

IDR: POP CULTURE

WWW.INCLUSIVEDESIGNRESEARCH.ORG

MAY 31 2011   ISSUE 16

DESIGN, IN THE END, IS ABOUT CREATING BETTER THINGS FOR PEOPLE. ALONG THE WAY, IT CAN GENERATE BETTER PROFITS AS WELL - BRUCE NUSSBAUM, EDITORIAL PAGE EDITOR, BUSINESS WEEK

Inclusive Design Research

This week we have chosen to focus on the demographic trends of China. A recent census released has revealed that the population, like much of the rest of the world is getting older. However the census does reveal that people in China are becoming more literate, and that there is a growing trend, particularly with younger people to migrate to large developing cities such as Shanghai.

CHINA CENSUS

The China's sixth national census showed the country's total population hit 1.3397 billion in 2010. The census found the proportion of Chinese people aged 60 or older took up 13.26% of the total population, 2.93% higher than that in the 2000 census; while the proportion of Chinese people aged 14 or younger took up 16.6% of the country's population, 6.29% lower than that in the 2000 census.

China's illiteracy rate dropped to 4% in 2010. Its urban population has reached 666 million, accounting for nearly 50% of the total population.

In Shanghai, people aged 65 or older accounts for 10.12% of its total population; and people aged 14 or younger accounts for 8.63% of the population.

Main reference sources: www.stats.gov.cn/ and all-china.com.cn/

MEMBER PROFILE: MURTAZA ABDI

Murtaza graduated from Loughborough University with a BSc degree in Ergonomics as well as a (DPS) Diploma in Professional Studies. His experience includes ergonomic assessments of products as well as planning and conducting powerful user research through engaging methods. Murtaza is currently completing his MSc in Integrated Product Design at Brunel's School of Engineering and Design. His major project focuses on the effects of an ageing population on public sector social care services.

UPDATES

MOBILITY AND INCLUSIVE DESIGN Dr Hua Dong has been invited to give a talk to an international student audience on the topic of "mobility and inclusive design" on the 5th June in the French Centre, Tongji University.

TWO AWARDS FOR CHEN Yale Chen, whose project was featured in last weeks issue of IDR, and was supervised by Dr Hua Dong has recieved two awards for her chart design. A great recognition of her hard work, and of the growing appreciation and understanding of inclusive design within industry.

IDR keeps on growing, and we now have 110 people following us on Facebook.

Make sure you don't miss out. To join our group click here.

EVENTS

100% DESIGN
EARLS COURT, LONDON
SEPTEMBER 22 - 25

100% DESIGN (SHANGHAI)
SHANGHAI EXHIBITION CENTRE,
SHANGHAI, CHINA
NOVEMBER 3 - 6

CAPDE 2011
CITY UNIVERSITY, LONDON
SEPTEMBER 8 - 9

2. Attorney Melissa Brumback Elected President of Board of Universal Design Institute

Elected President of the board of directors of the Universal Design Institute, Ragsdale Liggett attorney, Melissa Brumback will guide the Institute's mission of promoting the concept and practice of accessible and universal design.

Melissa Brumback, partner at the law firm of Ragsdale Liggett, has been elected President of the Board of Directors of the Universal Design Institute in Chapel Hill, NC. In this role, Ms. Brumback will guide the Institute's mission of promoting the concept and practice of accessible and universal design. As a construction law attorney, Melissa became involved in the Institute in 2008 serving on the board for the non-profit organization. "I have seen significant accomplishments of the Institute over the past four years and we certainly plan and expect the UDI to continue to educate and make valuable contributions in the housing and community building markets," says Melissa Brumback. "I am very excited to represent an organization whose approach is so comprehensive in this unique field."

Related links: www.udinstitute.org; www.rl-law.com

About Universal Design Institute:

The Institute was founded in 1997 as a non-profit organization, Housing Works, in Chapel Hill, NC to promote accessible and context-based community housing for people with disabilities. Ten years later, the name was changed to The Ronald L. Mace Universal

Design Institute to reflect an expanded mission that now includes a focus on the built environment in its entirety, and most particularly, to include universal design as its primary guiding principle. The Institute's work manifests the belief that all environments and products, to the greatest extent possible, should and can be useable by everyone regardless of age, ability or circumstance. It has a history of collaborative, multi-disciplinary work: Research, plan review, development of new plans, survey instruments, photo documentaries, product designs, state agency policies, demonstration houses, educational programs and contributing to federal and state legislation. The Institute's principals, Richard Duncan and Leslie Young, each have a long career in the design of accessible and universal environments with a wealth of expertise emphasizing human function, architecture and planning.

About Melissa Brumback:

Ms. Brumback is partner in the law firm of Ragsdale Liggett PLLC in Raleigh whose practice areas include construction law and civil litigation. She blogs on construction issues at www.constructionlawNC.com. She received a B.A. degree with honors and highest distinction and a Juris Doctor from the University of North Carolina at Chapel Hill. Ms. Brumback is admitted to the practice of law in North Carolina; the U.S. District Courts for the Eastern, Middle, and Western Districts of North Carolina; the U.S. Fourth Circuit Court of Appeals; and the U. S. Supreme Court. Ms. Brumback is a member of the Wake County, North Carolina and American Bar Associations; the North Carolina State Bar; the Defense Research Institute; and the North Carolina Association of

Women Attorneys. Melissa serves as Vice Chair on the 10th Judicial District Grievance Committee.

She also maintains membership in the Construction Law and Litigation sections of the NCBA and the ABA and is a member of the NCBA Design Professionals Liaison Committee. In 2006 Ms. Brumback was named one of the Triangle Business Journal's "40 Under 40" and in 2008, she was named a "Triangle Impact Law Leader" by Business Leader magazine. In 2010, she received an AV Preeminent Peer Review rating, the highest rating of Lexis-Nexis Martindale-Hubbell. In 2011 Melissa was named Rising Star by Thomson Reuters, Legal which publishes Super Lawyers magazine.

About Ragsdale Liggett PLLC:

The law firm of Ragsdale Liggett PLLC is comprised of lawyers with extensive legal expertise across a broad range of practice areas. Ragsdale Liggett is equipped to handle all of a business' legal needs, including formation, day-to-day business counseling, acquisition, disposition, merger and dissolution of companies, regardless of size. The diverse real estate group handles a wide variety of transactions, from residential purchases and sales to all aspects of commercial real estate development, including entity formation, final project completion, complex public and private bond financing transactions, and the privatization of university student housing. Since its formation in 1972, the firm has maintained an extraordinary reputation in civil litigation and appellate practice, enjoying - 1265289943 significant courtroom successes ranging from local state courts to the United States Supreme Court. In addition to

practicing in such areas of insurance/reinsurance coverage disputes, shareholder derivative actions, ERISA disputes, professional negligence defense, accountants' liability actions, catastrophic personal injury defense and complex construction disputes, Ragsdale Liggett also maintains a well respected lobbying government relations and mediation groups.

3.

UB Expert Co-Chairs International Conference on Best Practices in Universal Design

Edward Steinfeld is co-chair of the International Conference on Best Practices in Universal Design to be held in Toronto.

As baby boomers reach retirement, University at Buffalo Professor of Architecture Edward Steinfeld will co-chair an international conference on a topic that could improve the quality of life for aging populations around the world: universal design.

The International Conference on Best Practices in Universal Design is one of six conferences taking place in Toronto between June 5 and June 8 as part of the 2011 Festival of International Conferences on Caregiving, Disability, Aging and Technology (FICCDAT). More information on all the conferences is available online at http://www.ficcdat.ca.

Steinfeld, director of UB's Center for Inclusive Design and Environmental Access (IDeA Center), is co-chairing the universal design conference with his son, Aaron Steinfeld, a systems scientist at Carnegie Mellon University's Robotics Institute, and Peter Blanck, chair of Syracuse University's Burton Blatt Institute. Jordana Maisel, the IDeA Center's director of outreach and policy studies, has also played a major role in organizing the event.

Universal design refers to the creation of buildings, products and services that are accessible to people regardless of their age or ability. Besides elders, such commodities could benefit diverse

groups, such as people with disabilities and veterans injured in Iraq, Afghanistan and elsewhere.

The universal design conference will cover subjects including housing and home modifications, along with public building and community environments. Through speakers, poster sessions and discussions, participants will learn about best practices, research methods and ways to disseminate information relating universal design.

The third day of the event will focus on accessible transit, with presentations on broad topics such as barriers to mobility for older people using public transportation, and narrower topics such as a cross-disability study on the usability of ramp slopes.

The day's activities will double as the State of the Science Conference for the Rehabilitation Engineering Research Center (RERC) on Accessible Public Transportation, a multi-year effort that the Steinfelds are leading to study and develop methods to empower consumers and service providers to design and evaluate accessible transportation equipment, information services and physical environments. Carnegie Mellon is the center's lead institution.

Though the universal design movement has made significant progress, there is a strong need to advance evidence-based practice, Edward Steinfeld says. Researchers and service providers must evaluate current knowledge, identify limitations in current research methods and design practices, prioritize future research needs and disseminate information about successes, he says.

The June conference is important, he says, "because it will explore new and exciting strategies to help support our increasingly diverse population. It will bring together professionals and experts from around the world to address critical issues and questions about universal design in a format supporting dialogue and discussion."

Edward Steinfeld is an internationally recognized expert on accessibility, design for the lifespan and universal design. He serves on the board of directors of the Global Universal Design Commission, and is one of the authors of the Principles of Universal Design. Current activities include development of universal design standards, design of a demonstration bus and development of a textbook on universal design.

Edward Steinfeld is also principal investigator of the RERC on Universal Design in the Built Environment, which encompasses research and development projects on topics including home modifications and the design of public rights-of-way such as sidewalks and street crossings. Both the RERC on Universal Design in the Built Environment and the RERC on Accessible Public Transportation are funded through grants from the U.S. Department of Education's National Institute on Disability and Rehabilitation Research.

With Katherine Seelman of the University of Pittsburgh, Edward Steinfeld recently contributed a chapter on enabling environments, which covers accessibility and universal design, to the World Report on Disability, a joint publication of the World Health Organization and World Bank. The report launches on June 9 at the United Nations in New York City.

FICCDAT 2011 brings together six conferences focused on enhancing the lives of seniors, persons with disabilities and their family caregivers. The festival's organizers include Coordinator Helen Gurlesky and Co-Chairs Andria Spindel, president and CEO of March of Dimes Canada, and Geoff Fernie, vice president of research at the Toronto Rehabilitation Institute and a co-director of the RERC on Universal Design in the Built Environment.

The University at Buffalo is a premier research-intensive public university, a flagship institution in the State University of New York system and its largest and most comprehensive campus. UB's more than 28,000 students pursue their academic interests through more than 300 undergraduate, graduate and professional degree programs. Founded in 1846, the University at Buffalo is a member of the Association of American Universities.

Summary of Conference:

The International Conference on Best Practices in Universal Design was one of six conferences that took place in Toronto between June 5 and June 8 as part of the 2011 Festival of International Conferences on Caregiving, Disability, Aging and Technology (FICCDAT). FICCDAT 2011 focused on enhancing the lives of seniors, persons with disabilities and their family caregivers.

Edward Steinfeld, University at Buffalo Professor of Architecture and director of UB's Center for Inclusive Design and Environmental

Access (IDeA Center), co-chaired the universal design conference with his son, Aaron Steinfeld, a systems scientist at Carnegie Mellon University's Robotics Institute, and Peter Blanck, chair of Syracuse University's Burton Blatt Institute. Jordana Maisel, the IDeA Center's director of outreach and policy studies, also played a major role in organizing the event.

The universal design conference covered subjects including housing and home modifications, along with public building and community environments. Through speakers, poster sessions and discussions, participants learn about best practices, research methods and ways to disseminate information relating universal design.

The third day of the event focused on accessible transit, with presentations on broad topics such as barriers to mobility for older people using public transportation, and narrower topics such as a cross-disability study on the usability of ramp slopes. The day's activities doubled as the State of the Science Conference for the Rehabilitation Engineering Research Center (RERC) on Accessible Public Transportation, a multi-year effort that the Steinfelds are leading to study and develop methods to empower consumers and service providers to design and evaluate accessible transportation equipment, information services and physical environments. Carnegie Mellon is the center's lead institution.

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The June conference was important because it explored new and exciting strategies to help support our increasingly diverse population. It brought together professionals and experts from around the world to address critical issues and questions about universal design in a format supporting dialogue and discussion.

Separate Article?

With Katherine Seelman of the University of Pittsburgh, Edward Steinfeld recently contributed a chapter on enabling environments, which covers accessibility and universal design, to the World Report on Disability, a joint publication of the World Health Organization and World Bank. The report launched on June 9 at the United Nations in New York City.

http://www.who.int/disabilities/world_report/2011/en/index.html

4.

5. Loo & behold: NIDians design toilets for slums

Kinjal Desai

An efficient and hygienic public toilet system is probably a distant dream for slum-dwellers. But that's what students and alumni of the National Institute of Design are working at.

NID alumni members, Abir Mullick and Shikha Agarwal, and current students, Ashok Kumar and Pushpalata Swarnkar, are pursuing research on public health and sanitation under the Jamshedji Tata-NID universal design research chair.

Explaining the project, Mullick said, "It is a research and design initiative that investigates user needs to design a new bathroom for universal access in Indian slums. Often called public toilet, this project uses 'public bathroom' as a terminology to identify public toilet and bathing facility in Indian slums."

Explaining the problems of the current public bathroom facilities Agarwal said, "We carried out series of interviews with urban poor with respect to the problems faced in the current public bathroom system.

As per slum residents, they are dirt and suffocation; habit of defecating in the open; provisions made outside their homes for bathing and washing; absence of facilities for disabled; difficulties faced by the elderly; too large latrine pans for children and out of reach faucets in bathing facilities for children.

Research conducted by these four NIDians helped them in understanding problems of flooring, fixtures, faucets, doors, leakages and the like.

Explaining their design intervention, Mullick said, "The 3x3 ft bathroom stalls are inadequate for all users and therefore 3x4 ft bathroom stalls for independent and dependent users and 4x4 ft stalls for those using walkers and offering care are what is needed. Toilets must have wall-mounted grab bars for sitting down and getting up."

Latrines need to have buttock support to maintain comfortable seating posture during defecation. Bathroom stalls with low height faucet location, accessory storage and place to hang clothes for

disabled users and children, should also have mid-height facilities for others. They should have T-shaped grab bar to reach accessories and clothes and wall-mounted seats for elderly people to be seated when bathing. Bathroom sinks need to accommodate standing users, crawlers and children and urinals need to accommodate standing users and crawlers, he added.

According to members of this group, the universal design of public bathrooms in India must focus on self-empowerment, offer personal assistance, and be socially inclusive. Once ready, they are likely to present the design to government authorities.

"Public bathrooms must be user focused and gender informed.

Due to human diversity, it is clear that no one bathroom environment can be perfect for all users. Public bathrooms must be flexible, so through inter-changeability of parts it is possible to introduce many bathroom designs within a single system," Mullick concluded. (Courtesy : DNA agency)

6.

THE DESIGNERS ACCORD   2011 MIDYEAR REVIEW

Sustainability in Seven 7

The Designers Accord Sustainability in 7 series started with simple idea: How can we make the abstract subject of sustainability personal?

Throughout the month of April on Core77, we ran a short-video series asking leading sustainability and design experts for the top 7 things they believe every designer should know about a specific topic in sustainability.

Each of our 17 presenters gave us a unique view on sustainable design and what it means for makers, thinkers, consumers and producers today.

Watch the passionate, thought-provoking, and informative videos from each member of the group.

+ Fiona Bennie on Future Scenarios
+ Janine Benyus on Biomimicry
+ Allan Chochinov on Presumptions
+ Dawn Danby on Life-Cycle Thinking
+ Andrew Dent on Materials
+ Gil Friend on Sustainable Business
+ Lisa Gansky on Sharing
+ Chris Hacker on the Design Process
+ Wendy Jedlička on Changing the World
+ Hunter Lovins Makes the Business Case
+ Bill McDonough on Cradle to Cradle
+ Dara O'Rourke on Sustainable Design
+ John Peterson on Pro Bono Design
+ Nathan Shedroff on Systems Thinking
+ John Thackara on Energy
+ Alissa Walker on Walking the Walk
+ Adam Werbach on Cultural Sustainability

With Japan Society, Common Ground, and GOOD, we held an international charrette, focusing on how design can effectively create social intervention. Read about the **Design Difference** on GOOD, download the PDF and charrette materials, and check out the terrific photographs documenting the event.

We published the **Toolkit for integrating sustainability** into undergraduate and graduate design curriculum. The Toolkit was developed from conversations held during our global Summit, which convened 100 leaders in sustainability to collaborate around advancing design education.

We continued the design community dialogue by holding our first-ever UK **Town Hall meeting** in Brighton. We also recently gathered designers, educators, and business leaders for discussion, provocation, and problem-solving in Chicago, New York, Philadelphia, Seattle, San Francisco, Tokyo, and Berlin.

Host a Town hall meeting in your area - well help you organize it! Email: info@designersaccord.org

Follow us on twitter for community updates, and send us your news to share: @designersaccord

If you or your organization is not a member yet, please consider joining our global community.

The Designers Accord community has grown across the world to include: **772 firms, 39 edus, 44 corporations, 19 professional associations, thousands of supporters.**

About the Designers Accord: The Designers Accord is a distributed knowledge network for members of the creative community to exchange ideas and build toward the collective mission of using our craft to create positive impact. While the Designers Accord drives some programming, most members create their own value from the network by connecting to other members. For general questions, email info@designersaccord.org or

7.
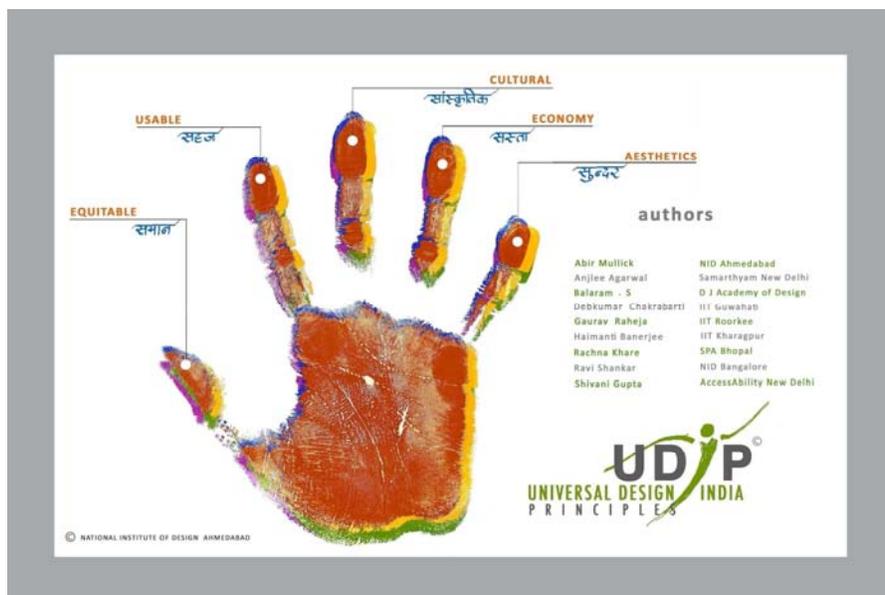
UNIVERSAL DESIGN INDIA PRINCIPLES ©

Co-authors: Abir Mullick, Anjlee Agarwal, Balaram S., Debkumar Chakrabarti, Gaurav Raheja, Haimanti Banerjee, Rachna Khare, Ravi Shankar and Shivani Gupta (In alphabetical order)
National Institute of Design, Ahmedabad

Disclaimer

1. The UDI principles are stand alone universal design ideologies that focus in indianness and inclusivity as they relate to age, gender, disability, caste, class, religion, poverty and urban/rural background.

2. UDI principles neither make any connection nor build on the 7 Universal Design Principles. They recognize the overarching importance 7 Principles in the field of universal design.

	Principles	Description	Guidelines
1	Equitable/ Saman	The design is fair and non-discriminating to diverse users in Indian context	• Avoid prejudices against people of all ages, gender, disability, sizes, caste, class and religion. • Consider different capabilities of users and build in many levels of engagement. • Provide choices in access and use thru flexibility and customization. • Allow personalization through inclusion of adjustable and adaptable options. • Provide equality in challenge, opportunity and energy requirement.
2	Usable/ Sahaj	The design is operable by all users in Indian context	• Provide independence, comfort, safety and support during use. • Facilitate access, operation and convenience by diverse users. • Include adaptations for those experiencing difficulty in use. • Provide clarity in use, operation and maintenance to minimize instruction and avoid confusion and error. • Adopt simple means to overcome complex operation. • Follow cultural norms to address user expectations. • Offer multi-sensory feedback to point in the right direction. • Build in intuitive operation and innate understanding of problem. • Allow easy adaptation to facilitate use by people with diverse abilities. • Prevent costly mistakes and untended consequence from misuse.
3	Cultural / Sanskritik	The design respects the cultural past and the changing present assist all users in Indian context	• Maintain social and traditional qualities in design. • Include Indian idioms to make historic and social connection. • Present in many languages for inclusive comprehension. • For all castes and society levels. • Respond to local context and conditions. • Employ appropriate technology to match user expectations.
4	Economy/ Sasta	The design respects affordability and cost considerations for diverse users in Indian context	• Ensure affordability, durability and maintainability. • Use local materials for energy savings and cost effectiveness. • Focus on low unit cost through wide distribution. • Adopt modular approach to offer choice in features and price range.
5	Aesthetics/ Sundar	The design employs aesthetic to promote social integration among users in Indian context	• Employ aesthetic to enhance universal appeal and use. • Allow personalizing aesthetics through flexibility, adaptability and modularity of colour, form, texture and interaction. • Employ appearance to inform use and safety. • Bridge wide range of meaning and comprehension gaps.

PROGRAM & EVENTS:

1.
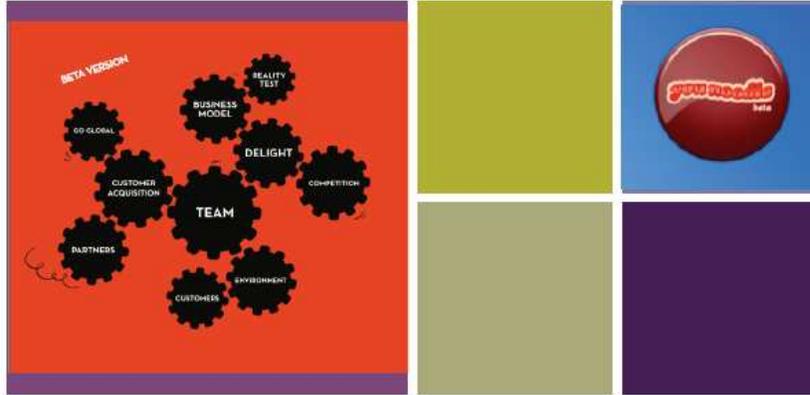
YouNoodle Entrepreneurship Immersion
Summer Camp
San Francisco, CA
June 6 – July 1, 2011

2.

3.

Are you an entrepreneur who is promoting, managing or running a venture centred on a creative sector like music, performing art, design, fashion or publishing? Are you aspiring to take that enterprise beyond India, to gain foothold in the strong creative economy of UK and build relationships to promote your creative venture to the UK?

If so, the Young Creative Entrepreneur (YCE) Awards could be your ticket to a world of opportunities. These are the only awards that give recognition to creative entrepreneurship across the sectors of Design, Music, Fashion, Screen, Interactive, Performing Arts and Publishing.

Globally, creative industries[1] are estimated to account for more than 7 per cent of the world's gross domestic product (GDP)[2.] UK has pioneered in recognising their contribution to the economy and as a percentage of GDP the UK has the largest creative industries sector in the world[3]. UK creativity is hugely influential across the world, with a reputation for innovation, edgy brilliance and entrepreneurial spirit. In 2008, it comprised an estimated 157,400 businesses and employed just under two million people[4].

The Indian economy also has a strong potential for growth by investing in creative enterprises. Despite such a strong potential, creative industries are not recognised for their contribution to the overall economy. There is a definite absence of

opportunities that provide international exposure and learning for creative entrepreneurs in India.

The YCE awards aim to change that!

The awards aim to reward creative entrepreneurs based in India for their contribution to their respective sectors. The YCE award programme goes beyond simply recognising their achievements by providing them a platform to begin a dialogue with their UK counterparts.

If you are a creative entrepreneur based in India you have a chance to win a study tour of your respective industry in the UK. It allows you to learn, imbibe and grow through inputs from both your UK and international peers. You also get to attend relevant trade events that helps widen your perspective and play an important role in increasing collaborative opportunities between the UK and India.

Apply now to become a part of the British Council's Creative Entrepreneur Network. Take the initiative – for the next big idea can be yours!

For more details you can email to yce.india@in.britishcouncil.org or get specific sector award details from the links on the left panel

4.

5.

6.

WORLD ELDER ABUSE AWARENESS DAY (WEAAD) 15ᵗʰ June 2011

India Programme

May 20ᵗʰ to June 20ᵗʰ 2011

On the occasion of 6ᵗʰ Annual World Elder Abuse Awareness Day (WEAAD) 15ᵗʰ June 2011 Silver Inning Foundation(SIF) a NGO working with senior citizens and their family members in association with INPEA (International Network for Prevention of Elder Abuse) Indian Chapter through Development, Welfare and Research Foundation (DWARF) and 'Little Things Matter Initiatives' (LTMI), SSS Global, FESCOM (Mumbai), '1298' Senior Citizens Helpline, Mumbai, AISCCON , Harmony for Silvers Foundation & ALFRESCO FC will be commemorating Elder Abuse Awareness Day from on May 20ᵗʰ to June 20ᵗʰ 2011 . SIF through its networking and social media has taken the initiative to host various events pan India to create awareness and sensitize the Government and the Civil Society to eliminate/prevent elder abuse at both micro and macro level.

World over 15ᵗʰ June is marked as World Elder Abuse Awareness Day by INPEA.INPEA is an organization, founded in 1997, which is dedicated to the global dissemination of information as part of its commitment to the world-wide prevention of the abuse of older people. The United Nations International Plan of Action adopted by all countries in Madrid, April 2002, clearly recognizes the importance of addressing and preventing

1

7

USID2011

5th India International Design and HCI Conference

(Dates and venue will be announced soon)

Design for the Social Innovation & Sustainable Development

USID Call for Papers 2011

2011 marks the fifth year anniversary of the USID Foundation. It will also be the fifth year of our annual India International Design & HCI Conference. The conference theme for USID 2011 maintains the strands of interest that were established in the conferences since 2007 and places emphasis on Universal, Sustainable and Innovative Design for social change both in practice and design; "Design for the Social Innovation & Sustainable Development"

Design creates a bridge between technology and human being but so far the focus on design has been only limited to the technological innovation and the new opportunities offers by the technological innovations. In current scenario, the design and the design professionals requires revisiting their role and how they have been thinking and practicing design. It has become very critical that the design professionals must look at the social innovation, identify potential cases, use design thinking, sensitivities, capabilities, processes, tools and skills to design new artefacts and provide new directions for technological innovations that are helpful for the human lives, development of our society, and its sustainability.

The conference will serve as an opportunity to discuss and present the needs and trends for social innovation. How social innovation can help bridge the gaps between the society, people and business? Is there any framework that can help accelerating the social innovation? What can design and

designer do to trigger and direct social innovation? If there any social innovation framework specific to design and designers? How can they conceive and develop favourable contexts and enabling solutions? How can they facilitate the convergence between new technologies and emerging social &

The papers will be reviewed by a panel of expert professionals, both from industry and academia, which is under formation. The papers will be selected for presentation on the eve of the USID2011 conference and also for publication in the USID2011 conference proceedings DVD.

GUIDELINES FOR SUBMISSION

1. All submissions must be in English and must include a title and author information, including author affiliations.

2. Faxed submissions are not acceptable.

3. Late submissions will not be reviewed.

4.The written paper should include a short abstract, keywords, body, and references (for more details, please see the USID2011 Conference Publication Format).

5. Submissions must not contain proprietary or confidential material and should not cite proprietary or confidential publications.

6.All submissions must be in the camera-ready format (PDF). Due to tight publication schedules, revisions will not be

possible. The submitted PDF version will be considered the final version of the paper.

7.We recommend that you register using an e-mail address for communication between the review panel and the individuals. Important information will be distributed via e-mail for individuals invited to attend the conference, which must be acted on in a timely fashion.

8.Submit your papers at

usid_callforpapers@usidfoundation.org This e-mail address is being protected from spambots. You need JavaScript enabled to view it. This e-mail address is being protected from spambots. You need JavaScript enabled to view it
ELIGIBILITY Open to the professionals, academicians, researchers and students.

IMPORTANT DATES Last date of Registration: June 20th, 2011

Final Submission: July 31st, 2011

For registration send email to usid_callforpapers@usidfoundation.org This e-mail address is being protected from spambots. You need JavaScript enabled to view it

8.

Festival of International Conferences on
CAREGIVING, DISABILITY, AGING AND TECHNOLOGY
FICCDAT™

Living Longer   Living Better
Get plugged into FICCDAT

June 5-8, 2011 Toronto, Canada

9.

Fashion Moves Competition

Registration Date Extended

There has been so much happening, here in the Office. The Fashion Moves Design Competition will be part of the launch of a new organization, in late June. More news of that soon. We are also speaking with a variety of other groups and forging new connections for Fashion Moves, for this year and into the future.

With that in mind, and to give more people a chance to join the fun, we are extending the Registration date until September 28, 2011. This extension will also give us time to organize the cameras and get them rolling.

Ruth Clark fashioncompetition (at) earthlink.net

866-366-8366

10

11.

NCPEDP MPHASIS
UNIVERSAL DESIGN
AWARDS

Instituted by:
NATIONAL CENTRE FOR PROMOTION OF EMPLOYMENT FOR DISABLED PEOPLE
A - 77, South Extension Part - II, New Delhi - 110049
Tel.: 011-26265647, 011-26265648 Fax: 011-26265649
Email: secretariat@ncpedp.org
In association with
ACCESSABILITY
D8/8073, Vasant Kunj, New Delhi 110070
E-mail: contactus@accessability.co.in
and
BARRIERBREAK TECHNOLOGIES
Office No. 102, Highway Commercial Complex
IB Patel Road, Opposite Laghu Udyog Industrial Estate
Goregoan (E), Mumbai - 400063
E-mail: info@barrierbreak.com
Supported by:
MPHASIS AN HP COMPANY
Bagmane Laurel, Bagmane Technology Park
Byrasandra, C.V. Raman Nagar
Bengaluru - 560093

13.

14.

JOB OPENINGS:

1.

Title: Head – Design Services (Turf Insight)

Reports Into: Group Marketing Head (Direct) | Engineering Head (Dotted Line)

Grade: Manager / Senior Manager

Reportees: Design Manager – Marketing Campaigns; Design Manager – Product Interfaces

Experience: 6-8 years in graphic design and creative services with portfolio including a range of corporate identity, collateral projects; and a specialist stint(s) in design for digital media

Overview: The Head – Design Services (Turf Insight) will own overall responsibility for all visuals relating to the marketing campaigns and product interfaces developed for Turf Insight. In a role which demands strong understanding of diverse media types from a design perspective, the key responsibilities of this role would include:

- Defining the visual identity of the Turf Insight brand – not the logo but its usage across diverse media

- Developing visuals for the campaigns – physical and digital media related - to promote the Turf Insight brand. In due course, managing teams through a Design Manager – Marketing Campaigns for the same

- Appointing, in consultation with Marketing Heads, and managing performance of external agencies on the design aspect of marketing campaigns.

- Working with engineering teams and User Experience (UX) consultants to define product level UIs. In due course, managing teams through a Design Manager – Product Interfaces for the same

Working with client project teams and User Experience (UX) consultants to define customized UIs for specific large client product instillations. In due course, managing teams through a Design Manager – Product Interfaces for the same

- Owning the Brand Identity Manual – including constant innovation & updates to

keep it contemporary – for the Turf Insight brand. This involves sustained interaction with Marketing teams to understand the brand personality at each stage of its evolution and translating the same into visual forms

- Concept sell is a large part of the Turf Insight promotion story. This role involves understanding the product in significant depth and translating concepts into lucid, easy for layman to understand visual representations

- Initially, this role will involve ownership of visual identity programs for related brands – primarily Xurmo – as well

- Owning the design mandate for the Xurmo & Turf Insight websites, including the constant visual representations that emerge with content maintenance

- Management reporting on program efficacy

- User interface design and prototyping experience

- Ability to convert design to HTML/CSS with focus on web standards and cross browser compatibility

The Results: Success in this role will translate into an effective, well-choreographed visual identity for the Turf Insight & (initially) Xurmo brands, contemporary and delivered to timeline agreements. The efficacy of the program will reflect directly in high brand equity / recall for the brands

Career Path: The Head- Design Services resource can aspire to lead the branding function at a Xurmo group level to cover multiple teams working on various products. The exposure to UX functions can help the person morph into a coveted UX / UI resource. Lateral career opportunities would include mainstream marketing management functions, if the resource has a leaning towards such roles.

Skill Requirement Detail:

- Strong design skills – tertiary education in fine arts with a specialization in graphic design

- **Strong understanding of digital media design practices**

- **Exposure to multiple media**

- **Preferred background in technology space**

- **KEY SOFT SKILL: proven goal & deadline orientation**

About Xurmo

Xurmo is a new-age technology company focused on creating the next knowledge revolution. Constantly developing cutting-edge knowledge solutions, driven by semantic web structures and smart information fabrics, Xurmo is credited with building one of the most contemporary, paradigm-changing knowledge technologies.

An organization led and managed by technocrats, Xurmo was founded by graduates from the Indian Institute of Technology with years of experience semantic search, distributed computing and artificial intelligence. The Xurmo platform is guided by an expert advisory panel comprising luminaries in the data management and information fabrics space, including senior academicians from institutions such as Carnegie Mellon.

Xurmo's revolutionary information fabrics technology today finds application

across highly successful product platforms, mainly Turf Insight, a corporate

knowledge capital creation & valuation platform which has seen acceptance from

leading Indian and multinational corporations.

A career at Xurmo offers diverse professionals, from varied backgrounds the

opportunity to introduce effective technologies in the field of knowledge

management

You can forward all queries/responses to Pratibha

prathiba@xurmo.com

080 41515135/ 9986957437

2.

Kern Communications is looking for 2 User Researchers to join its team in Hyderabad.
The job requirements and details about Kern are mentioned below.
Interested candidates can respond with their resume and portfolio (if available) to neelam@kern-comm.com. Alternately, they can also apply at http://www.dezineconnect.com/jobs/show/749
Job requirements
· Post graduate Degree in Design or M.A/ M. Phil/ P.H.D in Psychology /

Anthropology/ Sociology

·   **Excellent verbal communication skills in**
English, Hindi and preferably Telugu

·   **Excellent written communication skills**

·   **Willingness to travel anywhere for research**
(Rural / Urban India and abroad)

·   **Willingness to work late nights depending on the**
requirements of the project

·   **Basic understanding of Statistics**

·   **Efficiency in MS Office**

·   **Opinionated, frank, outspoken with big friend**
circle and acquaintance across different sections of society preferred

About Kern Communications

Kern Communications is a leading ethnographic research, user
research, usability consulting, and innovation consulting company in India.
Kern works closely with clients like Nokia, RiM (Blackberry), Google, Samsung,
Lufthansa, Vodafone, Standard Chartered, Sony,
Phillips HealthCare etc. for research and innovation for
India-based products/services.

Website: www.kern-comm.com
Address: 210 B, Swapnalok Complex, S.D.
Road,Secunderabad

3.

We have been building and are preparing to launch jodi365.com, a refreshingly
different matchmaking site. We have immediate openings for a Visual
Communications intern and a full-time Visual Designer, besides a number of other
open positions in marketing, social media, PR, analytics, software/web
applications development, and customer support. (See below for a full list of

openings.)

If you know someone who may be interested, please direct them to:

http://www.jodi365.com/recruitment

4.

Visiting & Full-time Faculty Positions at DYPDC Center for Automotive Research &
Studies, Pune

Job Description

We are looking for outstanding teachers and designers who will participate in
ongoing course development and teach a variety of courses that may include
design studio, modeling and prototyping, modeling and manufacturing, human
factors/ergonomics, ethnographic and marketing research, and professional
practice and ethics.

Teaching at DYPDC College means working on live, immediate and highly relevant design problems. The candidate has to be driven to develop cutting-edge content and to establish a leadership role in the field. The candidate will possess classic automobile design or industrial design competency as well as the ability to contribute to a progressive platform of program that includes Service Design, Interaction Design, Design Management and Design for Sustainability.

Responsibilities

Teaching undergraduate and graduate studio and lecture courses in automobile design as well as a commitment to the foundation program. Engaging in a rigorous program of research and active service to the college and the profession and participation in typical administrative duties as necessary.

Abilities

Working knowledge of, and familiarity with, a wide range of current and emerging technologies, the ability to work and teach across a range of digital media (both two- and three-dimensional), and a commitment to integrate information technology (including CAD/CAM, three-dimensional prototyping, and two-dimensional visualization) in the design and presentation processes of design are desirable assets. Proficiency in computer modeling such as Alias is a necessity. Candidates should demonstrate potential for scholarly activity through research and interdisciplinary collaboration. Candidate should have a body of creative work that may include exhibition, production, construction, and /or publications.

A thorough understanding of research and design methods; creativity and flair; strong project management skills; excellent communication skills; and a passion for inspiring and teaching are needed attributes.

Positions

Full-time Faculty as Lecturer, Assistant Professor and Professor

Visiting Faculty

Qualifications & Experience

Candidates should possess a degree in Automobile Design or equivalent degree in related design fields such as product design, industrial design, design research. Experience should be commensurate with the position applied. Experience could be professional design experience and/or university-level teaching experience.

Salary

Naturally over and above the current drawn salary or minimum as per 6'th Pay commission recommendations. Salary will not be a bar for suitable candidates.

Application

Applications should include: 1) portfolio of professional work, educational materials and work of students as appropriate, 2) detailed résumé, 3) cover letter

including a description of interest areas, teaching philosophies, interest in teaching at DYPDC College. Portfolios and student work should be submitted as PDF (letter-sized pages preferred) files. Review of applications will begin immediately and continue until the positions are filled. Candidates must apply online at careers@dypdc.com stating position applied for in the subject line. Should you have questions regarding your application package, you may submit an email to Human Resources at HR@dypdc.com.

About DYPDC College

DYPDC College is an exceptional combination of the educational legacy of DY Patil Group and legendary automotive styling expertise of Mr. Dilip Chhabria.

DY Patil Group is a major educational organization having three deemed to be universities and nearly 160 educational institutions, covering various disciplines of knowledge in healthcare, engineering & technology, management, etc.

Mr. Dilip Chhabria is a leading automobile designer, an icon amongst the designers from India. He has to his credit over 650 designs on road, a unique feat for any automobile designer across the world.

DYPDC College offers full-time undergraduate and postgraduate degree programs in Automobile Design. It is equipped with state-of-the-art facilities at a campus that is spread over an area of 100 acres in Lohegaon, Pune.

Consequent to the teaching function, the college has established a Center for Research. The Center for Research will be involved in the research of significant issues that relate to the future direction of the global automotive industry. It will focus on a wide variety of important trends and changes related to the automobile industry and society at the international, national, state and local levels. It will conduct industry research, develop new methodologies, forecast industry trends and advise on public policy.

The DYPDC College is positioned to become the largest and most advanced automotive training and research facility in the country. The college will be a focal point of the Indian automotive industry, bringing together automotive training, and research and development, under one roof. More details about us can be had from our website www.dypdc.com.

Equal Opportunity Employer

The college believes in affirmative action and is an equal opportunity employer. The administration, faculty, and staff embrace diversity and are committed to attracting qualified candidates who also embrace and value diversity and inclusivity.

5.

Usability & HCI Researcher

You will:

Propose and conduct applied research in Usability & HCI to identify and develop novel interaction and product concepts for ABB Products across Robotics, Industrial Automation and Power domains.

Apply User Centered Design methods to conceptualize & design useful & usable products and services

Be proficient in user research methods like interviews, focus groups, contextual inquiry, creating personas etc

Conduct Task and Work Flow Analysis using different methodologies like GOMS, Cognitive Task Analysis, etc

Conceptualize and prototype (low and high fidelity) novel design solutions

Plan and conduct usability tests & evaluations - Heuristic evaluations, cognitive walkthroughs etc) & testing (formative and summative)

Possess good communication skills with ability to analyze and communicate results effectively to stakeholders

Evangelize User Centered Design across and within organization

Guide development teams in implementing user interface design

Apply latest usability developments, methodologies and technologies to ensure good user experience design

If you have the passion, a couple of publications or IDs under your belt, a background to match; and importantly, if you think that these are the battles you want to fight and are best equipped to fight them, we want to talk to you. Send your resume and a link to your portfolio to: Seji Mathew seji.mathew@in.abb.com

UI Developer

We are looking for someone with:

Hands on experience in developing dot NET applications using SliverLight 4.0 and WPF.

Expert level knowledge of Microsoft Expression Design and Expression Blend, creating user interfaces for WPF and/or Silverlight applications.

Demonstrable skill creating WPF/Silverlight XAML user interfaces in Blend including experience working with control templates, style triggers, vector icons and brushes and familiarity with resource dictionaries and data binding.

Research orientation or mindset is preferred

Interest in HCI and Usability

We would be interested to talk to you if you have the above mentioned skills. Send your resume to: Seji Mathew seji.mathew@in.abb.com

6.

The UX group team at Keane Bengaluru is looking out for UI Designer and UI Developer.

Please forward your resumes to avinash.sawnani@keane.com

7

Insta Exhibitions is looking for Lead designer for the Mumbai office

who will be looking after design of portable exhibition solutions.

He/she will be leading team of 4-5 designers.

Profile Requirements

- Master of Design (3-4 years experienced)

- 3D visualizer with fine arts background (4-5 years experience)

Please mail your resume and portfolio to Mr. pankaj Sharma on pankaj.sharma@insta-group.com.

8.

We looking a UI developers they very good at understanding the today's W3C and Web2.0 standards and work at par excellence good quality coding and accept the challenges, please find the details below:

No. of Positions: 2

Tech Requirements:

HTML / HTML5

CSS

JavaScript

jQuery

PhotoShop

ASP.Net Designing

If anyone interested or your friends are looking for job, please send the updated resumes to following email id's:

umesh@onyadigital.com

kiranpa@onyadigital.com

9.

A branding agency helping brand building at various touch points, working on some leading brands of India is looking for the following people.
Graphic designers- BFA background from leading applied arts/ design school, needs to have experience in Branding- logo/ identity, packaging, retail and digital. Experience 3 to 6 years
Retail designers- BFA or Interiors Background (retail experience is a must)
Work Profile:
New Store designs: concept design and interior look for the format based on business requirements.
New Fixture developments :This involves developing fixtures for new product categories, depending on the nature of merchandise, which is attractive/ helps easy navigation/ easy to operate/ durable.
Promotions: Developing Point of Purchase units and points of interaction within the store through design, for better customer engagement.
Salary: subject to experience
Please send your updated CV to dcosta.francis@gmail.com with details of current compensation and notice period.

10.

Human Factors International (HFI) is on the lookout for UX Strategist based out of Singapore .

If you like a fast paced environment, multitasking, solving client problems, and making a significant strategic user experience impact on organizations, then the UX Strategist position is the right one for you.

The ideal candidate will have 7+ years of industry experience in usability engineering and/or human factors, including user analysis, interface design, and usability testing. Experience in usability work for enterprise critical applications (Internet, Intranet, back office, products) is a must, as is consulting experience and/or training experience in government settings. A graduate degree in psychology (human factors, cognitive, engineering or experimental) or a field related to human-computer interaction is required.

Job Requirements

· Master's degree or PhD in psychology, HCI or related field

· Responsible for interaction with clients at a high level, this includes working closely with Account Executives to scope the work, write the proposal, present the proposal, close the sale, and manage the work for that client.

·Be able to write clear and compelling proposals, create workable project budgets, and scope client work accurately.

· Ability to provide clients with excellent deliverables

· Communicate in a compelling and engaging way in presenting strategic and technical ideas to clients, at conferences, and at other professional events.

· Financial, Mobile industry experience (not required but desirable)

Very competitive salary and benefit package. Some travel is necessary.

Interested?

If you share HFI's philosophy of "User Experience for a Better World" and are interested in working with the world leader in User Experience Strategy, Innovation and Design, then we would love to hear from you...

Send us your resume and portfolio to Hitesh Agrawal, hitesh@humanfactors.com.

www.humanfactors.com

11.

Job opening at Burrp.com - Visual designer 3+ years experience

Visual Designer

Division: Design | Type: Full time | Location: Mumbai

Responsibilities

Deliver mock-ups as needed in a timeframe that meets project goals.

Create and deliver elegant visual user interfaces.

Deliver well-organized design files that are easily consumable for web application development.

On the product side, work collaboratively with the Engineering Team to evolve the design to support new features and enhancements.

On the business side, work collaboratively with the Marketing and PR Team to develop visuals & layouts for campaigns, product related communication and marketing collateral.

Requirements

3+ years designing highly usable, elegant interfaces for web and mobile applications.

Portfolio of consumer-focused websites and applications

Good visual design skills - layout, composition, typography, color palette, iconography.

Ability to solve interface issues via design and not just come up with pretty pictures.

Strong user experience instincts and wireframing

Proficiency in design software like Photoshop, Illustrator, Corel Draw, and InDesign is a must.

Prototyping skills in HTML and CSS a huge plus.

To apply for this position, send a copy of your latest resume and a cover letter to jobs@burrp.com. Don't forget to mention "Visual Designer" in the subject of the email.

12.

Paper Plane is committed to building world-class digital products and experiences in an environment where engineers love to work. We have a spectacular Engineering team focused on solving complex problems. Our engineers work on fulfilling, self-directed projects and are actively encouraged to participate in open-source projects.

We are a 12+ year-old Web Solutions company with a very strong web presence, determined to stay ahead of the curve and by doing so, remain relevant and maintain growth.

Our development team is small, tight and every member supports the other where relevant. We find this expands the broad set of skills the team possesses.

Job Title: UI [Front-end]Developer/ Project Manager (HTML3-5, XHTML, CSS2/3 Javascript, Ajax)

Experience: more than 3 Years

Job Location : Kala Khoda, Fort - Mumbai

What we need?
1) We need an Experienced Front-End Developer/Manager to join our team and Extend Our High quality standards to Next Level
2) You should have more than 3 years high-value experience developing and managing front-end deliveries for Dynamic Websites and kick-ass user interactions delivered on through the interface
3) You will be handling a small team of 3-4 UI Developers and will be responsible of Front End Delivery
4) You must be able to hand code complex designs/interactions/pages according to designs provided by the design team
5) You must continuously improve Paper Plane Standards, Processes and Best Practices
6) This is a full-time position with a competitive salary and a lot of fun.
7) Please don't apply if you are a recruiter, freelancer or unwilling to work in Aamchi Mumbai
8) Candidates who submit URLs and examples of self-written code will score

higher

The Challenge/Excitement/Fun

Are you the sort of guys that gets off writing high quality code, building great web products working with new technologies, functionality, and experiences with a consistent focus on quality, scalability and performance.

1) Can you constantly improve production, code quality and delivery techniques?
2) You're not afraid to work with some of the most skilled engineers in the Silicon Valley
3) Are you confident of interacting with the clients and support them during Integration of large/complex applications?
4) Are you someone who loves building websites using emerging technologies, but still knows when to use tables?
5) Are you a passionate individual who enjoys testing your skills while at the same time, seek to live a balanced and happy life?
6) Are you a wizard at commanding browsers to display designs as the designer intended?
7) On the other hand, can you suggest alternatives to your design team that would allow for better, cleaner code?
8) Do people seek your advice when writing HTML & CSS code, using javascript or jquery libraries?
9) Do you research and embrace newer technologies such as HTML5 and CSS3, as well as be able to seamlessly port your code to mobile devices?
10) Can you understand and be able to integrated dynamic data elements and work miracles on the front-end?
11) Can you run a workshop on HTML5, CSS3 and the pros and cons of using semantic, standards complaint code?
12) Are you efficient in organizing team tasks and delivery schedules?
13)Do you believe that good project management can effectively streamline product delivery methodologies?
14) Are you tired of mediocrity and are eager to break free?
If your answers are predominantly "Yes", then please get in touch with us along with your work samples
Those Interested mail me your Cvs at <u>rajalakshmi@paperplane.net</u>

13.

Cleartrip.com is looking for passionate designers that can write code. Yes, you should able to hand code HTML, CSS and some Javascript without requiring a clunky WYSIWYG editor. Cleartrip's suite of travel products attempts to simplify the way individuals and businesses buy travel and how airlines, hotels and agents sell it. We aim for our products to be exceptionally designed, super-responsive and really easy to use.
We prefer designing and developing all our products in-house to ensure what we call front-end goodness and we need someone who can help us in this endeavour. Someone who's as excited about designing interfaces that leverage advances in

web technologies (HTML5, CSS3) to deliver innovative, path-breaking products. Other than the opportunity to work on some cutting-edge products, you also get to work with some really smart and nice people. We assure you all the tools you need to do your job well – Macs, reference books, conference passes and a start-up culture so you're guaranteed a great working environment. You also have the option of working in the fine climes of Bengaluru or sweating it out in aamchi Mumbai (don't stress, our offices are air-conditioned but you know what I mean). Sounds exciting? Send us your resume/ portfolio at designjobs@cleartrip.com

14.

Job purpose

We are seeking a talented Interaction Designer to help us define the user experience of our product and own the design of various integral features.

InsideView brings real-time sales intelligence, gathered from social media and traditional outlets, to our clients to drive increased sales productivity and velocity. In this new role, you will have a direct impact on the user experience of the product. InsideView is experiencing tremendous growth and in this role you will have the opportunity to be a key player in accelerating that growth. Our sales intelligence application, SalesView, continuously aggregates and analyzes relevant, executive and corporate data from thousands of content sources to uncover new sales opportunities. SalesView delivers this intelligence natively within CRMs and mobile devices, and has become the default intelligence application for over 21,000 users and 2,000 customers worldwide, including Adobe, BMC, CapGemini, Polycom, and VMWare. InsideView's CRM partners include Salesforce.com, NetSuite, Microsoft, Oracle, and SugarCRM.

As InsideView's Interaction Designer, based in our international Hyderabad headquarters, you will be tasked with designing key features of our system. You will use your experience developing user task flows, high-level design concepts and detailed design wireframes in a fast-paced agile environment to ensure our features are both useful and easy to use. Join InsideView today and make an immediate and tangible impact on a game-changing start-up.

Responsibilities

Create process and task flow diagrams.

Create UI wireframes, mock-ups and prototypes to effectively communicate interaction design ideas.

Identify possible usability issues and make constructive suggestions for improvement.

Work with product team to define product requirements.

Develop and communicate UI standards.

Work with engineering and QA to ensure designs are implemented as intended.

Prepare graphics for use in the UI.

Background & Skills

The ideal candidate has a strong understanding of user-centered design and a proven track record designing enterprise and/or complex web-based applications. You are passionate about design and technology and get along equally well with designers and developers.

Background in human-computer interaction or related field.

Bachelors or Masters Degree in Interaction Design or related discipline.

Strong experience designing usable, complex web-based interfaces.

Solid understanding of DHTML, scripting, and web technologies

Strong, clean visual design sense.

Excellent leadership, communication and teamwork skills.

Proficiency in process flow diagramming (Omnigraffle or Visio) and wireframing (Omnigraffle, Visio, Fireworks, Illustrator, or Photoshop)

"Must have" skills...

Expertise in interaction design and usability principles

Experience creating documents to describe the UI and detailed interactions.

 "Nice to have" skills...

Experience working in a rapid development environment

Experience with UI visual design

Experience with User research and usability testing

Experience with CSS

 Notes

Expertise - advanced understanding and command, skillful.

Experience - understanding and proven ability to perform.

Competent - basic understanding and command.

Knowledge of - aware of the ideas and theory, not necessarily skilled in implementation.

Attitude & Traits

Strong analytical and design skills. Detail-oriented; user-focused.

Effective communicator and collaborator – a team player who can both champion ideas and follow direction.

Able to thrive in a startup environment, where opportunities are many and bounds few – likes to think strategically and is good at tactical execution.

Enjoys moving quickly, can make decisions rapidly.

For more information regarding the company please log onto www.insideview.com

15.

UX Manager:

Responsibilities:
Inspiring, managing, growing your team - people management is a primary part of the role
You will be responsible for skillfully guiding and leading a team that will be researching, inventing, developing, and refining product solutions for a variety of software and services
You have demonstrated skill in innovative design for existing and new products, various customer profiles, or even whole new markets
You will work closely with a team of designers, user researchers, software engineers, program managers and product managers in a highly collaborative environment. A command of a wide range of tools and methods, and the ability to communicate ideas quickly and interactively are essential.
Qualifications:
A minimum of 12 years work experience designing within a collaborative environment
A minimum of 5 years managing and growing a User Experience team.
Experience shipping innovative and complex products within deadlines
User centered design process background with proven scenario development skills and interaction design between hardware and software
A portfolio demonstrating both creative thinking and the delivery of solid design solution
2 years of experience in Interaction Design for mobile devices a plus
Strong communication and presentation skills and an ability to collaborate well with a multi-disciplinary design team
Ability to be the face of Microsoft User Experience in India and of IDC to Microsoft in Redmond and other distributed development centers
Ability to build relationships with the Academic community in India
Proficient with a range of interaction design, visualization, and rapid design prototyping tools including Photoshop, Illustrator, Flash, Expression, Silverlight
Bachelors/Masters degree in Design (Interaction Design, Graphic Design, Industrial Design, Information Design), Art, Communications, Human-Computer Interaction or related fields with significant industry experience
UX Lead:
Responsibilities:
Projects usually start from scratch and require both conceptual and detailed design thinking. This means defining user goals, scenarios, benefits, and flows as

well as conceptual designs and prototypes. Typically, these designs are holistic in nature, focusing on the end-to-end experience more than any specific feature(s). You will lead the Bing design team and work closely with a team of software engineers, product managers, and program managers in a highly collaborative environment. A command of a wide range of tools and methods, and the ability to communicate ideas quickly and interactively are essential. In this role, concepts will be illustrated through sketches, mockups, wireframes, and rapid prototypes. A passion for our customers and creating great product experiences is a must!!

All candidates must send a portfolio or work samples along with their inquiries. Please indicate your specific roles and contributions for each project submitted as part of the portfolio.

Qualifications:

● 7+ years of experience in product design/industrial design/interaction design
● Education requirements include either an MA/MS in interface design, industrial design or highly related field, OR a BA/BS in interaction, industrial design with significant industry experience.
● Lead or Championed the creation of a multi-year UX vision for multiple products or product lines
● Passion for design and strong command of visual design capabilities, including composition, layout information hierarchy, typography and color.
● Experience creatively solving hard problems; shipping innovative and complex products within deadlines
● Proven ability to innovate for new markets
● Proven experience driving complex design issues across multidisciplinary groups such as Development, Test, Program Management, other designers and research.
● User-centric approach to design and working understanding of how to apply user research data
● Proficient with a range of interaction design, visualization, and rapid design prototyping tools
● Develop and document detailed user experience specifications for highly interactive interfaces
● A design portfolio demonstrating both creative thinking and the delivery of solid end to end scenarios
● Candidates should have knowledge of various user research methodologies such as field research, survey creation, and of benchmarking studies is highly desirable.
● Ability to use humor and energy to keep the momentum going!

IMPORTANT ANNOUNCMENT:

We have released a video film of approximately 40 minutes on concept of Universal/ Design For All/ Inclusive Design in the Month of June 2009 and speakers are

Prof Peter Zec of Red Dot, Germany,

Prof Jim Sandhu, U.k

Mr Mike Brucks , ICDRI

Prof Lalit Das, India

Mr John Salmen of Universal Designers & Consultants, Inc. USA

Mr Pete Kercher, Ambassdor EIDD (2nd Volume)

Prof Ricard Duncan, USA,(2nd Volume)

Ms Onny Eiklong, Norweign Design Council(2nd Volume)

Those who are interseted in free DVD kindly write to us along with their postal address or you can download from our website

www.designforall.in or download from below links for single clipping

If you wish to download the film kindly click the below link of your choice

Prof Peter Zec of Red Dot Min -8

http://www.youtube.com/watch?v=3JML2EbzxDM

Mr. Mike Brucks of ICDRI Min 1.5

http://www.youtube.com/watch?v=4_7CbkLOkWc

Prof Jim Sandhu, UK Min-8

http://www.youtube.com/watch?v=Std4PuK4CmM

Index of the film Min-1.2

http://www.youtube.com/watch?v=kFyCLPuQgxk

John Salmen of UD Min-3

 Universal Designers & Consultants, Inc

http://www.youtube.com/watch?v=bU770Vqu19o

Indian Example of Sari (female dress)

and Dhoti(Male dress) Min-4

http://www.youtube.com/watch?v=_vmAmRUFptE

Mr. Francesc Aragall Min- 5

http://www.youtube.com/watch?v=d-D3JH_ JGpA

Welcome note of Design For All

Institute of India Min-1.3

http://www.youtube.com/watch?v=yqW2vR- 3kRg

We solicit your cooperation and looking for feedback at Dr_subha@yahoo.com

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about our newsletter to the Editor
Feedback@designforall.in

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We need your feedback on our publication and
your support for popularizing the concept of our
social movement of Design For All/ Universal/
Barrier free/ Inclusive Design. It is our further
request kindly submit your latest articles,
research findings , news and events with us for
publication in our newsletter.
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