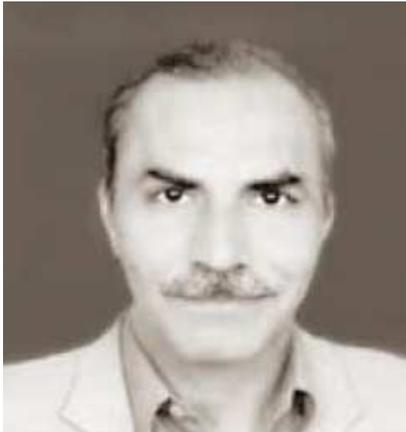# Design for All

Chairman's Desk:

Dr. Sunil Bhatia

All the people of the world are revolving around certain beliefs. Many of these are not supported by scientific reasoning and majority is still mystery. Why do human need belief? These are integral part of our development. We all are born with some natural knowledge & our survival is solely on collective efforts. Our survival instincts and acquired worldly knowledge helps us in progress & develop in direction of man-of-knowledge who can handle any situation and we call person is complete. Our effort to be a complete person and benefit the society makes us to learn. Our learning start from our pain of the birth and we imbibe certain things in our lives gradually. We pick up from our surroundings and so many things from our families. Ancestors were already following certain traditions and it is passed to us in the name of clan or family traditions and it stays in our subconscious minds. We are at times not aware of the facts that are being educated informally. There are so many things that our life will be proving short if we experiment to know the outcome. We do not try to learn all the things by personal experiments. Many ideas are intimidated & we absorb them. We trust them and never

frown or raise our eyebrows in doubts. It is taken that these ideas are directly ordained. Our critical faculties are not adequately developed and these beliefs help in opening faculties of mind. Belief is the state in which an individual holds a conjecture or premise to be true. Individual's belief is at times different from collective belief. Reasoning of the individual has its own perceptions based on his exposures to prevailing conditions but in a crowd belief is what is commonly accepted. Before Galileo, there was strong belief that earth was flat but it was not challenged by any individual. He did and suffered a lot from the hands of masses because collective belief was against this theory. Minds of the people in times were under the influence of religious dogmas. Their delusion never allowed them to look the things objectively. They were carried away by their beliefs and were living with the impression that it is static and can't be challenged.

When young minds probe and raise their voices against the establishment's certain beliefs which appear ridiculous they feel insecure and declare their opposition. Irony is that every small tribe or even so called modern communities have strong belief that there is no match for their divine music, their sacred book and even their God in this universe. They are rightly blessed and lives as something superior. Such ridiculous beliefs are prevalent all over the world. History has witnessed that these are good most of the time for the society but it has proved dangerous & reason of hurdle in development in many occasions. We should design the human mind in such a way that it should be accommodative and culture should play supportive role for progress for new ideas. 'Does belief form our culture or is it vice versa?'

Recently I have got an opportunity to meet a scholar cum academician cum administrator from one of the Universities. During our discussion he expressed his anxiety about the young people who are attracted towards the fancy idea of violence. They do not give proper attention to their studies and are deviating from our ancient wisdom. Our ancient wisdom is 'earn with self-respect and other means of earnings that includes unfair practices should not be entertained because that disturbs the peace of mind '. Each civilization's basic foundation of progress is 'live and let other live in peace. Build the better society by knowledge, innovation and creativity. It is difficult path that demands courage, patience, hard work and even sacrifice of lives or at some times generations passed for reaching ethical goals. 'Why do young people is deviating from their ancient wisdom? Has the old wisdom has lost its relevance in modern times?' Deviating for something betterment is understandable but merely adopting short cut, irresponsible behavior for certain selfish ends is not an indication toward progress. Society is changing its characters & needs exchanging of hands for transfer of power. Modern society biggest challenge is that no one wish to transfer even they are aware next person is more competent. They live with their beliefs and fear that younger person are immature and formation of thought is yet to take place. Shifting beliefs generates fear that wrong belief should not surfaced and destroy the aged old society. Imagination of wrong people at the helm of affairs of society is scaring. They simply believe progress of the society is not with limited options of 'we need market driven society or rule by might is right' .Beyond this something that is the dynmo of the progress is the real belief, that flows undercurrent is to understand require maturity, wisdom.

Everyone was attentively listening to his ideas but I raised the question what are his parameters that led to this conclusion.

He answered that young girls are covering their heads with scarfs and it is indicator of some kind of preparation of violence that has taken place in their minds. A new belief is germinating that violence can correct the society and our past generations experiment with peace was disaster and we are suffering because of judgmental error of ancestors. They are adopting lifestyle where need of less hard works ,impatience is governing and quick actions leads to quick results that will benefits them directly and does not bother to think what will be its impact on future generations. We have two options one is to strive for better world with good deeds that is tough path. It cannot be created by submitting to violence rather by struggling patiently and if they do not get fruit in their lifetimes let unfinished works should left for coming generations. They should muster courage to accept the failure. Another is deprived the future generations with bad deeds and live present moment and don't bother about future is shortest path. Culture is a dynamic phenomenon which leads to changes all the times but it faces the dilemma of which path it is likely to follow leading the future course .We are uncertain it is always progressing in right direction. A small wrong step may make the future generations to suffer a lot. Culture is a body of value systems that are altering by social, economic & technical change. It is dialectic and incorporates new elements and meanings while changing or reshaping traditional content. Thus, it is conceived as a coherent body of beliefs and practices which are changing within particular historical periods. We should not ignore a small change in lifestyle of an individual otherwise it will cost heavily.

I was surprised by his observations. He might be intelligent and was holding such a strong position but his words trigger something which I had never thought of earlier. Design of wearing of scarf can create fear among rulers and wearing of scarf was a motivational for peer groups & indicator that society was not happy with functioning of present government and something was boiling within the minds of the masses. It reminds me the words of my father who has witnessed the biggest manmade partition of two countries. Freedom fighters were using slogans "Inquilab Jindabad" means 'long live the revolution' was generating fear among rulers and they banned these two words using in public. These two words were motivators for people of the subcontinent. The design of two words had changed the cultural & political thinking of region but still they were to suffer because of partition. 'We will overcome' these words of Martin Luther King have revolutionized the minds of people for better rights for racial inequality. When I look at the employees who are agitating & tying a black ribbon on their arm but performing their normal duties and on other hand shivering the administrator who passes the orders with utmost cautions to check mate the agitations. A small black ribbon has strong impact is unbelievable. What looks irrelevant and insignificant to us has deep rooted cultural impact. A red dot or special symbol on forehead or special designed skull cap changes the perception of other persons. These small designed products reflect different cultures of peoples.

Design of some insignificant that appears to us as a useless but in reality it has importance if we use in proper context. Indian women's are classified as married, not married and widow with the help of use of red vermillion. It is usually worn by married women along the parting of their hair. Its ceasing to wear it usually implies

widowhood provided she wears white clothes. Those who are not using but allow wearing colorful clothes are bachelorette. Similarly special materials and special color of bangles are designed to indicate woman is recently married. Women with rings in their index finger indicate their marriage are in order since it is an indicator of married or engaged. These classifications help in maintaining the social fabric of the society. Married woman is under the protection of someone and interfering in her privacy may invite troubles. We use this color code system when we paint the water lines pipes we are bond by international code of blue color, yellow for gas pipe lines and red for fire hydrants. This helps in isolation of different systems and without disturbing others or makes caution not to interfere in others works otherwise it may invite dangers. When young or adult man shaves his head, it indicates that someone close to his family has died and welcoming him needs different protocols what we use in such times. A small black color dot on middle finger indicates that person has cast his vote for selecting the government of his choice. 'Is this color not certifying vibrant democracy?' Design of sign of 'in-out' at the door indicates the officer is available or not. Similarly design of rubber stamp for processed that appropriate decision on file has been taken. My washer man uses some kind of color coding at some specified place that these clothes belong to a particular customer and it should not be mingled with others. He has developed his own design to run his job smoothly. Dabawalas in Mumbai are charging for delivering the lunchbox from their spouse to their counterpart at their working place. They are not qualified but have developed their own design of code with different   colors to deliver all without fail to respective customers without mingling with others inspite of its transfers to many hands. They were

awarded six sigma performance certificates by Prince Charles for their efficiency and performance .International scout movement has developed its own designed codes to conveying messages to one another for tracing in forest.

In my childhood I used to play a game of blindfold and catch others around. It was not game it was the means to make us realize what are the difficulties faced by the blind. Similarly we used to tie one leg and try to catch the member of other team was designed to make us sensitive toward physically challenged peoples. Gone are the days when insignificant designs were helping in developing a right individual. Modern Children's activities are mostly confined to indoor that too in front of mobile phone or tablets or computers. Physical interactions are missing and only virtual interaction through Wi-Fi is helping in personality development. We all are aware that physical activities help in enhancing mental abilities. How long shall we keep developing person in isolation without caring for sensitivity toward others? Our games in childhood lay the foundation of our degree of sensitivity toward others. Such realization is very important for physically fit people with the regard to those who are challenged. We have realized in our early stage of life that problems faced by challenged are difficult.

A cop in plain clothes does not make us to behave properly what a person in uniform. Uniform in school disciplines us that everyone is born equal and it is learning place. It eliminates the role of class difference because of religion, caste, creeds and financial status. It looks simple but impact is great. Chair of King is decorated with head of lion and it reflects authority with power. It is different from ordinary chair. When judge of Supreme Court pronounce the judgment in proper attire it reflects his wisdom, authority and

power. His artificial wig of long curly white hair and long black, freely flowing coat distinguish him from rest of the people. Teacher should be part of a class so that students can associate that helps in better learning by students does not have any specific dress code. They wear what a common person should wear. Even priest has dress code because it makes different from others.

In western world if a young is wearing earing in left side it was the sign that he is defying the traditions and is rebellious. On the other hand he means the same in his right ear indicates attraction toward same sex. A simple ear piercing has turn up a new modern culture. A girl pierce in belly button exhibits by decorating with her ear ring is sign that is not traditional. My question is who has given idea of covering head with scarf creates fear and piercing the body part is sign of rebellious. Are indicators governing the culture of the society and new emerging cultures are result of design? In some culture black dress stands as sign of auspicious and in others as inauspicious .In India white dress is associated with renouncing the world or widowhood but in other cultures the same white is auspicious and is worn during marriage ceremonies. During my childhood days I remember of a neighbor who was afraid of buying lottery tickets because they used to see that prizes were going to those who used to meet unnatural deaths for same reason or the other. Was it not his belief not to buy lottery ticket otherwise it would be reason of the death? When someone says 'I swear', it is the ultimate for other party to believe what he is saying. Is not confirming belief?

The concept of social networking like facebook is not new. Similar concept was developed by earlier generation but it was put in cold storage because the social impact was not impressive and there was

fear that government might use these personal data for its own benefits. It was the era of introduction of technology with social responsibility. Modern era is not caring for social fabric since everything should be commercially viable. What we called a revolution is not in reality a mean act? Mobile phone has changed the culture of our time. Technology can impact our lifestyle so our culture changes accordingly.

When there was no clock people were relied more on animal's voices for wake up or more on sun rise. Clock was expensive so administration designed the clock tower and there was huge bell that sound was the source of indicating time. As technology improved and designed of wrist watch or alarm piece changed the life style. Wearing a wrist watch was sign of status symbol and other side new beliefs originated with it. Man watch should be with heavy dial and wear in left wrist. Other side female watch should be smaller dial and wear in right wrist is consider sign of auspicious .With the invention of mobile technology, wrist watch, diary, pen, radio and camera have become irrelevant to carry because all these are it is basic inbuilt features in mobile phone to survive in market. Is it not changing our life style?

Does our life style a reason of changing our beliefs? A person who walks has different belief compared to motorist. A person with rural background has different beliefs from urban people. In the development phase, the designer makes decisions under uncertainty, contradiction and ignorant conditions and those decisions have some foundation of individual beliefs that guides them. Our beliefs give life to ideas, or kill them. What is prototype? It is testing of our beliefs. If our beliefs do not give that result for what we have designed we design another based on fresh beliefs. As

our prototype model satisfies our outcome we go for real model for refinement. Are not our beliefs guiding us?

In south India, there is a community that never wears a product that is made with leather because it is their belief that it is reason of killing animals. A seer Shankaracharya from the same community had denied to take cow's milk and died because he was living with belief that cow milk was for calf not for human consumption. Man had no justification for depriving calf from its mother's milk. In India left hand driving is the rule and preferred over other countries preference of right hand driving. Our respective beliefs are guiding us. I was surprise in noticing a peculiar thing all over the world that public carrier vehicles are invariably decorated with local crafts that is nothing to do with performance of automotive vehicle. It is driver's belief that these items protect from evil eyes and gradually it turns to superstition of crediting his survival in such a risky profession of driving for any one of decorative items. It is his faith that turns to belief. When I look at the design point of view I found these hanging items are in motion because of uneven roads and driver's subconscious mind look for its moment that attract momentary distraction and as he reminds he is driving he controlled the vehicles with better alertness & more vigorously . That distraction helps in alertness and it helps in avoiding accidents otherwise monotonous driving can dampen the spirit of the driver. 'Distraction can invite the accidents as well can prevent the accidents.' When to invite distraction in designing the products/services for the benefits and prevents the distraction for avoiding eventualities is real job of designers. What are the new design values that will lead the future in this volatile social

environment? How to incorporate the changing belief in design is real challenge for modern designers?

It is great honor for us that Prof Ricardo Gomes has accepted our invitation for contribution of our declared year 2013 of student designer and requested one of the students to assume the charge of guest editor. Ms Elnaz Davoudi has agreed and invited the different authors of her choice and her sincerity and passion for design is visible in this special issue.

In the animal kingdom, the rule is, eat or be eaten; in the human kingdom, define or be defined." — Thomas S. Szasz. To define or be defined compels us to design beliefs. Tradition of trust and beliefs makes man primitive, ancient and modern but basic human remain the same and universal.

With regards

Dr. Sunil Bhatia

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Content of Novmber 2013 Vol-8 No-11

Other regulare features

Forthcoming issues

December 2013 Vol-8 No-12

This is our concluding issue for 'Student Designer year of 2013' with Industrial Designers of Society of America (IDSA).

Prof Sooshin Choi, Director, School of Design, Associate Professor of Industrial Design, University of Cincinnati and Education VP of IDSA will supervise the special issue. The Guest Editor will be **Krista Alley**, who is attending Master of Design Program at University of Cincinnati. Both are working on Inclusive Design and its successful applications.

"Women Designer year of 2014"

January 2014 Vol-9 No-1

IMMA BONET **Executive Patron of Design For All Foundation has accepted the invitation of Guest Editor for our inaugural issue of our declared new series for highlighting the contributions of women in social movements of Design For All/ Universal Design.**

February 2014 Vol-9 No-2

Dr. Lalita Sen **Professor Urban Planning and Environmental Policy Ph.D., Northwestern University SPA/COLABS BLDG SUITE 402F**
Areas of Specialization: Accessibility, Accessible Transportation and Mobility for Seniors Disabled, Housing, Accessible Tourism, Universal Design, Emergency Management of Vulnerable Population, Application of GIS in Spatial Analysis and Community Development, International Policy on Accessible Transportation, Smart Growth and Health Service Planning, International Policy on Accessible Transportation

March 2014 Vol-9 No-3

Dr.Margaret H. Teaford, **PhD , Honors Director ,Associate Professor-Clinical, School of Health and Rehabilitation Sciences, The Ohio State University would like to focus on assessing the needs of women in designing environments and applying Universal Design. And she will be the Guest Editor of special issue**

April 2014 Vol-9 No-4

Valerie Casey is a globally recognized designer and innovator. She is the Founder of the global social impact NGO, The Designers Accord, and the CEO of the US-based innovation consultancy, Necessary Projects. Casey was named a "Guru" of the year by *Fortune* magazine, a "Hero of the Environment" by *Time* magazine, a "Master of Design" by *Fast Company*, and one of the "World's Most Influential Designers" by *BusinessWeek*. The World Economic Forum has honored Casey as a "Young Global Leader." She will be Guest Editor of this issue focusing on women, design, and social impact.

May 2014 Vol-9 No-5

Rachna Khare is a Professor of Architecture and the co-ordinator of Centre for Human Centric Research (CHCR) at School of Planning and Architecture, Bhopal. Prior to this she was Senior Research Fellow, Jamsetji Tata Universal Design Research Chair at National Institute of Design, Ahmedabad. Rachna is a recipient of the Fulbright Doctoral Fellowship and was affiliated with Georgia Institute of Technology, Atlanta, USA during her PhD in Inclusive Design. Her interest in the field of 'Universal Design' has earned research grants and awards nationally and internationally. She has published extensively and is one of the authors of Universal Design India Principles released in 2011.

June 2014 Vol-9 No-6

Josyane Franc is the Director of the common Department of International Affairs for the Cité du design and Saint-Etienne higher school of art and design (ESADSE). France

July 2014 Vol-9, No-7

MITZI BOLLANI Architect, Sculptor & Product Designer. She runs her own Architectural & Design Practice based in Piacenza since 1978, and focuses her work on the research of the psychological well-being for the users of her projects, acting as a primary target accessibility and safety for all individuals.

Mitzi Bollani is one of the founders of the "Design for all" concept that she applied the first time in Genoa: "Civis Ambiente – Accessible mobility in the Historical Centre": starting from the needs of people with activity limitation such as physical, sensory and mental or cognitive limitation, spaces, buildings and products were designed to be easily accessible to all, without losing the aesthetic value and above all without incurring in additional costs.

August 2014 Vol-9 No-8

Ms. Yasmeen Abid Maan, **Assistant Professor, City and Regional Planning Department, LCWU Lahore College for Women University (LCWU), Jail Road, Lahore, Pakistan, is nominated as a Guest Editor and key Note will be by Prof Atiq Ur Rehman .**

Ar.Yasmeen Abid Maan. Assistant Professor at Department Of City & regional Planning, Lahore College for Women University, Lahore, Pakistan.(Registered Member , Pakistan Council of Architects & town Planners.

With over ten years' experience in architectural design, I have exceptional skills and experience in planning, detailing, designing and coordinating projects both in the public and private sectors. My communication, problem-solving and leadership skills, combined with knowledge of theory and practical subject teaching, make me a highly valuable instructor in both Architecture and City & regional Planning department.

September 2014 Vol-9, No-9

Prof Lylian Meister, **Dean of the faculty of design at Estonian Academy of Arts, Estonia, will be the Guest Editor. This issue will be about Design for All field research and outcomes in Estonia.**

***Todd Wilkinson** is a product designer who is interested in furniture and soft good design. His research emphasis is focused on carrying devices (soft or hard good) optimized to the needs of wheelchair users in the outdoors. Todd holds an M.A. in Industrial Arts from San Francisco State University and a B.A. in Geography from University of California at Santa Barbara. He also studied sculpture at Santa Barbara City College receiving both the Blaine Gibson Honorary Scholarship in 2009 and the Eli Luria Scholarship in Studio Art Plus in 2010.*

RE-CONNECTING MANUAL WHEELCHAIR USERS WITH NATURE

Todd Wilkinson

The purpose of this creative work project is to promote outdoor independence for manual wheelchair users and to re-connect them with nature. This goal can be achieved through the design of carrying devices (soft or hard good) optimized to the needs of wheelchair users in the outdoors. Promoting outdoor activities and independence has been recognized as a means of improving physical well-being and quality of life (Louv 2001, p. 3). In order to reach a population of wheelchair users the design process will take a universal, inclusive and user based design approach.

There are a number of users who might benefit from the product solutions developed in this project. One group of users would be veterans with amputations or spinal injuries who have recently returned to the United States from war abroad. According to Fischer (2010), between 2001 and 2010 there were 1033 amputee causalities for U.S. Military soldiers involved in Operation Iraqi Freedom and Operation Enduring Freedom. A study by the Christopher Reeve Foundation (2009) found that 1.9 percent or 5,596,000 million people in the U.S. are living with some form of paralysis. Within the total number of people living with paralysis in the United States, 67,000 were paralyzed due to military service (p. 4). A second group who may benefit from this project are amputee wheelchair users due to complications with diabetes. The Center for Disease Control (2011) reports that about 60% of all non-traumatic amputations occur to people with diabetes and in 2006 there were

65,700 amputations total. A third group of beneficiaries will be those who use wheelchairs for a variety of different health-related reasons (arthritis, scoliosis, cerebral palsy etc.). According to BraunAbility (2011) there are 3.3 million manual wheelchair users in the United States. There is a strong need for products that take this population into account.

It is important to develop products to promote outdoor activities for a number of reasons. First is a lack of product choices optimized for the needs of the end users. A second reason is to encourage users to get outdoors for an active and rejuvenated lifestyle. Author Richard Louv (2011) states that our relation to nature affects our daily lives in positive ways while the lack nature causes *Nature Deficit Disorder*. Although not a medical diagnosis this disorder originally described the "growing gap between children and nature" (p.3); also applies to adults. Louv believes that is essential for one to reconnect to nature as it is "fundamental to human health, well being, spirit and survival" (p.3). The "restorative power of nature" (p. 3); as Louv describes parallels a key element in the design of the Wounded Warrior Home Project. Both the design firm IDEO and Michael Graves & Associates collaborated on a human centered design housing

project for injured veterans. One of the major elements of the home was the idea of "inside out, outside in" where they tried to incorporate a natural flow into the outdoor areas to harness nature as "a force of nurture" (Sendil, Hoeber, 2012, p. 39). The idea of a re-connection to nature is important for well-being and healing, whether it means getting out in the backyard or going hiking in a national park.

Figure 1- Prototype testing

Although there have been advances in manual wheelchair design for outdoor use there is a lack in innovation in the area of how people carry items while in their chair. One example of advancement in outdoor wheelchair design is the RoughRider by Whirlwind Wheelchair International. The RoughRider wheelchair (Lindsley 2007) provides a longer wheelbase for increased forward stability over uneven terrain. In addition to frame re-design the RoughRider wheelchair also features pneumatic rear tires and extra wide front caster wheels for better traction and navigation (p. 6). Such innovations undoubtedly improve maneuverability over outdoor terrain. However, in order to promote outdoor independence one must also be able to carry and access their belongings in an efficient

way. Items that outdoor users carry may include cameras, jackets, notebooks, medical supplies, catheters and more.

There are many wheelchair seat back bags on the market, but they are often quick fixes or incomplete fixes that do not fully take the user into account. Each wheelchair user has varying levels of waist, shoulder and arm articulation capabilities. A majority of the backseat bags are vertical top loading which requires increased twisting and arm strength (*see figure* 1).

Figure 2. Top loading bag. This photo illustrates the design of many backseat wheelchair bags currently on the market.

 Some of the current seat back bags have a few notable design aspects such as angled zippers and looped zipper pulls, however few if any have taken these and additional components together to form a new and innovative design system (*see figure 2*).

Figure 3. Looped zipper pull bag. This photo illustrates how components have been modified on backseat wheelchair bags.

The research goals are to show the current shortcomings of soft goods and hard good carrying systems for people with disabilities. In the thesis, these shortcomings will be documented and explained. The research collected, from both a comparative analysis of existing products as well as through interviews with end users and experts, will allow universal design principles to be applied to the design of a soft and hard good system. The goal of this new system will be to facilitate outdoor activities for manual wheelchair users with various levels of ability by providing them with better carrying solutions.

Prototypes for several carrying systems will be developed for manual wheelchair users for many outdoor activities. These prototypes will be refined through user based feedback of four to six users at three points during my design process. One feedback session at the initial prototype stage to choose one design out of three design directions. The second session will consist of feedback on a sole refined prototype. The third feedback session will provide an opportunity for fine tuning of the final prototype. The methods used for feedback will include individual interviews and group

interviews. Other methods to be used in this thesis include expert interview, ethnographic research, role-play and self immersion methods.

Appendix

Here are some examples of the current design development:

Schematic 1. Corner loading bag. This corner loading bag will allow easier access to   items.

Schematic 2. Loop bag with lower strap. This bag will allow for increased durability and   no bag sway.

Schematic 3. Corner loading internal frame bag. This bag will allow for ease of access while providing a stronger structure.

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Todd Wilkinson

***Zsofia Gutvill** is a graduate student at San Francisco State University. Currently, her graduate research focuses on an inclusive shoe design to increase comfort and to provide a pleasant fitting and purchasing experience for women who require foot orthotics. Also, she holds a Master of Science Degree in Architecture from the Budapest University of Technology and Economics, Hungary. She practiced architecture for many years; worked for the Budapest and London offices of the Dutch architecture firm Erick van Egeraat Associated Architects, and Mark Horton Architecture in San Francisco. She participated in the I–NOVA design program organized by Scuola Politecnica di Design and Poltrona Frau Group in Milan, Italy prior to moving to the United States in 2007.*

Happy Feat — women's line of dress shoes with functional arch support

Zsofia Gutvill

This research project began during our inclusive design seminar, which was centered on the topic of "Aging in Place". Our work was structured based on the Human–Centered Design (HCD) principles and toolkit of IDEO. The research began with a very broad interest in shoes, custom foot orthotics, walking, falling and other mobility related issues. I conducted a series of individual, group and expert interviews, participated in field trips and visited an assisted living facility and universally designed independent homes. These experiences and interactions combined helped me gain an understanding of my problem in depth. This paper focuses on shoes and custom foot orthotics, also referred to as insoles or footbeds.

Walking is our simplest, most important tool in mobility. It provides independence and well–being. The ability to stay mobile is crucial for everyone. Since typical shoe design tries to cater to the masses, people with low or high arches are neglected and suffer from improper alignment. Those who don't have perfect feet, require additional support. If they don't have the right support, they will

experience constant fatigue and pain. Over time this can lead to serious health issues affecting the whole body and well–being, and eventually the ability to walk. Those who pronate or supinate need to wear foot orthotics in their shoes at all times. Could the experience of finding and wearing shoes with proper support be improved?

Finding the right orthotic–shoe combination comes with a set of challenges and causes people to compromise on a number of issues. These issues affect the comfort, style or price. Finding and purchasing custom orthotics is just the first step. One must search for a brand of shoe that will accommodate the orthotics, which is often a long process and a painful experience. Although foot orthotics are customized for the feet, they aren't made for the shoe; therefore the fit is often problematic. My research is an attempt to investigate the need for a women's line of dress shoes that would provide several footbed options for low, medium and high arches with the possibility of accommodating a fully custom insole.
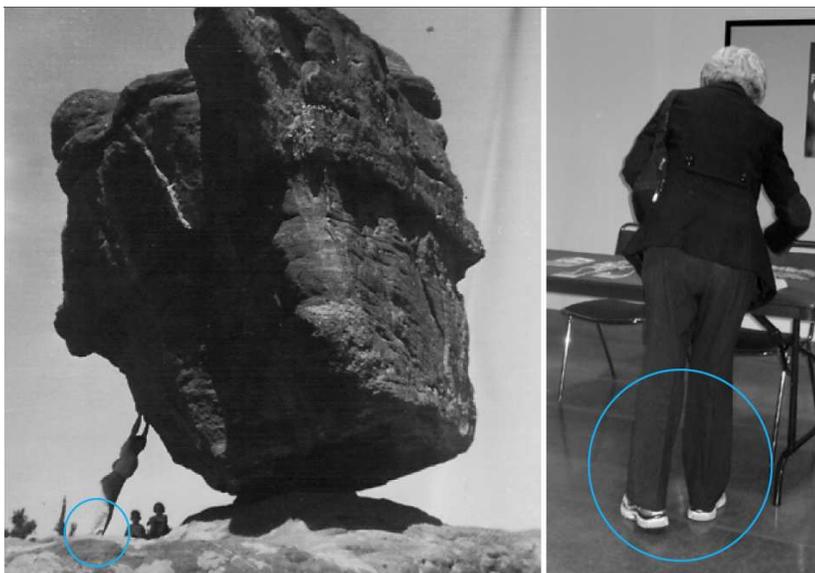
What compromises do people with collapsed or high arches have to make? A widely accepted method, for example, has the person trimming the costly orthotics to match the shape of their shoe using scissors. Not a very accurate method for such an expensive investment. Aside from the possibility of making a mistake, this can only be done once. Orthotics cut for one pair of shoes might not work in another pair, which means compromising comfort to some extent. Orthotics also vary depending on how much cushioning they provide. While bulkier full orthotics with more cushioning are more appropriate for sports related activities, a very thin 3/4 length orthotic fits easier in snug dress shoes. People often end up purchasing multiple pairs of foot orthotics that work in different shoes. The more orthotics you have to buy, the more expensive it becomes. At the same time many types of shoes such as high heels, sandals, slippers do not accommodate foot orthotics at all. Based on the above it's clear that women more often than men have to compromise style for comfort or comfort for style. The problem is complex, so we must look for a solution where three industries intersect: medicine, technology and design.

Who needs custom arch support and why? Our feet are the foundation of our body. Feet are responsible for aligning the ankles, knees, and hips, and are crucial for a healthy posture. People with

collapsed or high arches require additional support. Lack of sufficient arch support can cause fatigue, and over time can lead to several physiological problems such as foot, ankle, knee, hip or back pain. Also, deformations of the foot such as hammer toes, or bunions.

With a comparative market analysis of existing shoe brands, it was determined which types of shoes would be considered most and least inclusive. Most inclusive meaning most support or custom support, least inclusive meaning no support. Apart from entirely custom shoes, the most inclusive off–the–shelf designs are sold with removable insoles since they can accommodate custom orthotics. Surprisingly, shoe brands that identify themselves as comfort shoe brands such as Dr. Scholl's, Neutralizer, or Birkenstock usually come with an integrated foot bed that's not removable. They often have a lot of cushioning, but only generic arch support. They might work for the general population, but people with collapsed or high arches are

excluded, since fitting custom orthotics on top of the integrated, articulated sole is very difficult. My research also found that the comfort shoe brands lack contemporary style. Standard dress shoes with flexible lace, elastic or Velcro closures are good candidates to accommodate foot orthotics and therefore can be considered

inclusive. So most if not all men's shoes fell into this category. On the other hand, women's styles such as pumps, high heels, ballerina flats, and open back shoes such as slippers are the most problematic, therefore the least inclusive. They simply don't accommodate any type of foot orthotic due to the lack of space in the bed of the shoe or the lack of heel cup to hold an orthotic in place. Overall, shoes found to be most inclusive were athletic footwear such as running and biking. Some athletic shoe brands offer several footbed options for some of their models. Research found the severity of the problem varied depending on the social environment, gender, age, financial situation, and personal preference. "Show Me Your Shoes, I'll Tell You Who You Are!"— was probably not as meaningful in the past as it is today.

In the past, custom or tailored footwear was standard, today it's an expensive luxury. Can the trend of mass customization take us back to where we were before, but with a higher efficiency? When, if ever, will custom footwear become the standard? There are plenty off–the–shelf footbeds on the market to address the general need but custom foot orthotics are made using labor intensive processes. The most commonly used diagnostic methods include physical examination of the foot, digital foot pressure mapping, and/or creating casts of the foot in a neutral and load bearing position using plaster, wax, or foam. The orthotics are built using various technologies such as vacuum forming and CNC milling. The materials range from silicones, plastics, composites, metal, and carbon fiber, all the way to foams of various densities. Can additive manufacturing (a.k.a. 3D printing) help shoe companies mass produce custom insoles? Is this a feasible model or an affordable
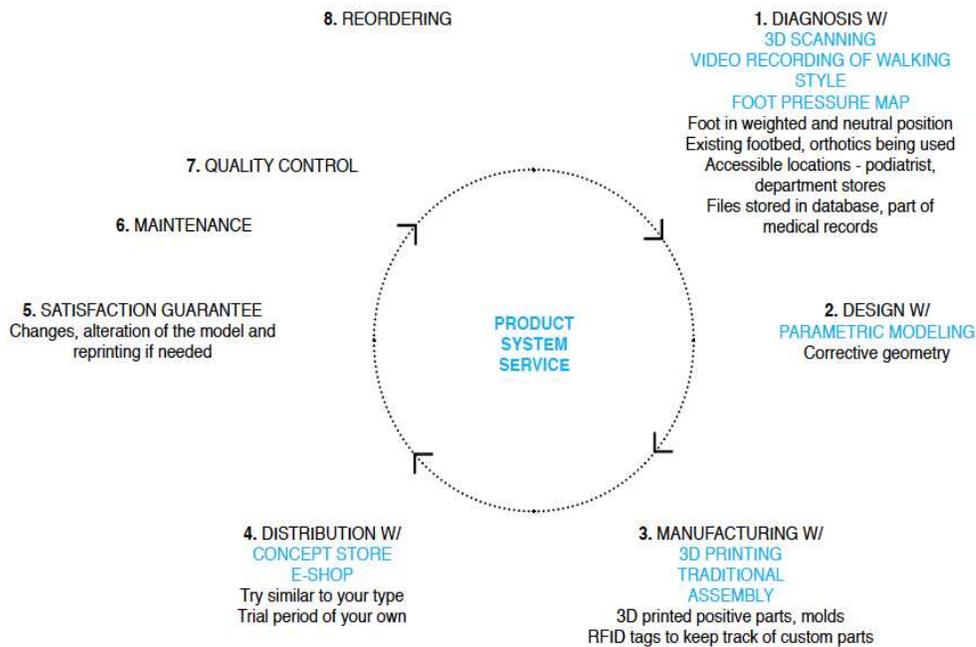
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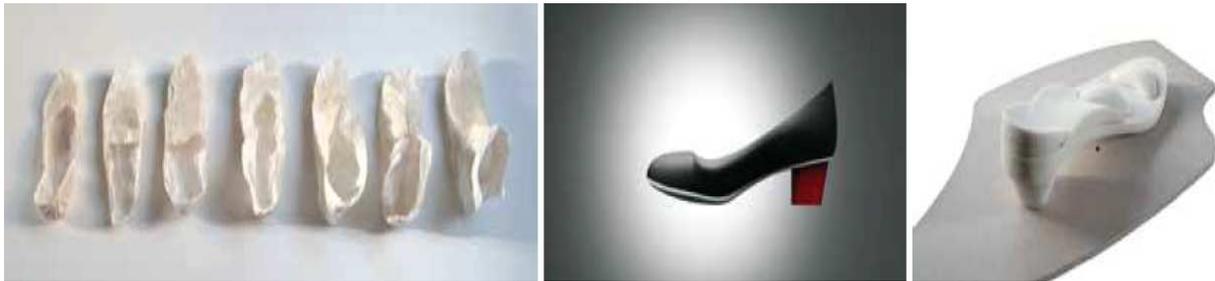
A suggested outcome of the research would be collaboration between the shoe and orthotic(s) companies in order to create an inclusive shoe design for women. This brand of shoe would offer a limited number of styles; flat, low heel and moderate heel, where each style could be ordered with high, medium, and low arch support or a fully custom insole. Style would be crucial and considered a major factor compared to existing comfort shoe designs. This new brand would offer each style in a handful of solid colors and one pattern that would change each season. The shoe upper would be made out of sustainably produced leather. Although there is a huge variety of technical fabrics there's no synthetic that provides the same qualities, such as durability, flexibility, breathability and aesthetics. Leather proved to be a superior material for footwear. There is a lot of research already happening that will allow us to grow living organisms in labs. Artificially grown leather could appear in the near future.

NORMAL   NORMAL TO HIGH ARCH   NORMAL TO LOW ARCH   CUSTOM
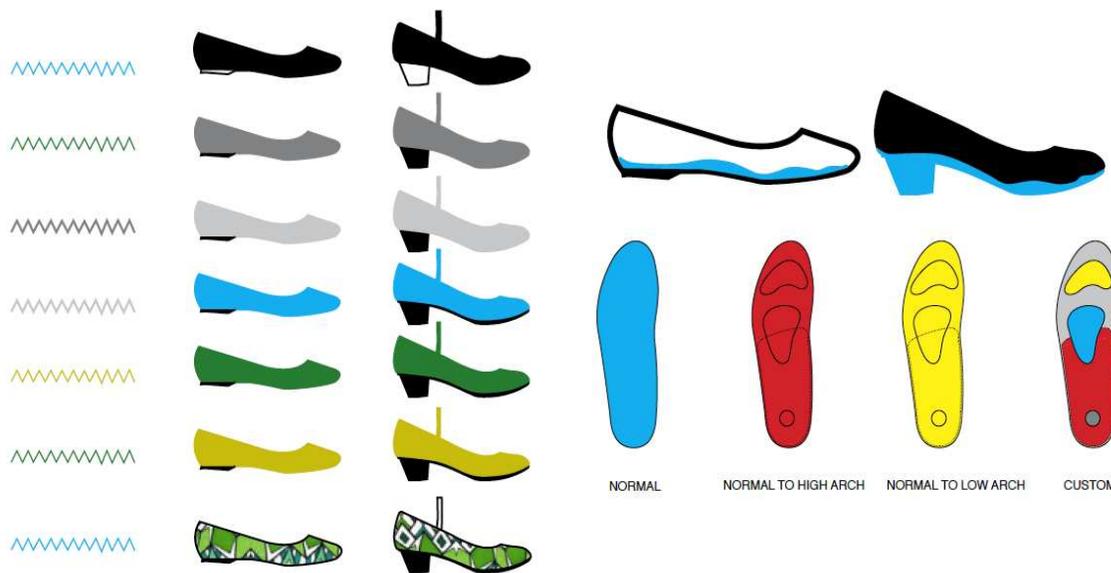
The operation and distribution channels would be non–traditional as well. The brand would have a number of concept stores in major cities, but a majority of the sales would occur online. Diagnostics, such as physical examination, 3D scanning of the foot, capturing digital foot pressure map, and gait monitoring through video recording would be provided on–site or at the podiatrist. The data would become part of person's medical records. The ideal corrective geometry would then be software generated and compared against similar cases and conditions in the database. Based on this data the physician would determine if the client should use one of 3 types of insoles or would require a custom set. 3D modeling software and special algorithms could be used to slightly alter the shoe's upper geometry if needed. A shoe with custom insoles and uppers could be manufactured to meet the customer's specific requirements.

8. REORDERING

1. DIAGNOSIS W/
3D SCANNING
VIDEO RECORDING OF WALKING STYLE
FOOT PRESSURE MAP
Foot in weighted and neutral position
Existing footbed, orthotics being used
Accessible locations - podiatrist,
department stores
Files stored in database, part of
medical records

7. QUALITY CONTROL

6. MAINTENANCE

PRODUCT
SYSTEM
SERVICE

2. DESIGN W/
PARAMETRIC MODELING
Corrective geometry

5. SATISFACTION GUARANTEE
Changes, alteration of the model and
reprinting if needed

4. DISTRIBUTION W/
CONCEPT STORE
E-SHOP
Try similar to your type
Trial period of your own

3. MANUFACTURING W/
3D PRINTING
TRADITIONAL
ASSEMBLY
3D printed positive parts, molds
RFID tags to keep track of custom parts

What are the main characteristics of this inclusive women's shoe line and product service system? It promises fitness instead of fatigue through adequate support. Ease instead of frustration including diagnostics of the physical condition, the shoe buying experience, maintenance and reordering. The shoes wouldn't need to be altered right after they were purchased. It would provide timeless style with functional design. A well designed insole matched to an elegant shoe would bridge the gap. The benefit of an inclusive, stylish, comfortable brand of shoe would be multi–faceted. Not only would it cater to people with existing conditions, but would play an important role in preventing future foot deformations and injuries.

Of course there will be challenges along the way. The physiology of the foot is highly complex and we simply don't know enough about it. The same foot geometry could produce very different orthotics

depending on the country of origin, physician and fabrication laboratory. While the technology is rapidly changing and evolving, materials with the required properties cannot be printed. As of today 3D printing is expensive and slow, therefore large volumes could not be produced at a reasonable cost. For now, diagnostic tools such as 3D scanning are available. Over time the cost is expected to drop and 3D printing will play a substantial role in manufacturing, especially within the industries that produce products that function as extensions of the body. My investigation will continue as I work towards producing prototypes that support my research; inclusive shoe design to increase comfort and to provide a pleasant fitting and purchasing experience for women who require foot orthotics.

I'd like to thank to Professor Gomes for creating such a rich, real, impactful learning experience. Also, my classmates for providing valuable feedback and supportive critique.

Zsofia Gutvill

Wei-Ting Fu *got her Master degree in Industrial Arts from San Francisco State University in 2013. Her emphasis is sustainable design and User experience design. After she graduated, she works as a freelancer and also as an Industrial Design Intern at Public Glass, a non-profit organization located in San Francisco.*

An Interactive/Recreative Exercise Experience for the Physical Engagement of the Elderly Lifespace

Wei-Ting Fu

Keeping a healthy body is the first step to having a high quality of life! This project is about designing a recreative exercise for people to have a better exercise experience.

Thanks to the advanced medical care and a better quality of life, people are now living longer. Population demographics indicate dramatically increase of seniors in society when the last of the baby boomers turn 55 in the near future. The fact that the aging population is getting larger, it brings not only challenges to overcome but also opportunities for designers to generate creative and stimulating solutions to keep the Elderly, active, alert and "engaged" in their "LifeSpace."

Our Graduate Design Studio has a collaborative participatory community outreach component that has enabled the students to work with numbers of elders as the focus group in facilitating. The method we used through the whole design process is created by IDEO's HCD ToolKit. HCD (Human-Centered Design) is a toolkit that including a set of techniques that offer different mythology for creating new solutions. The HCD process contains three main phases which are Hear, Create, and Deliver.

Figure 1- Interview Sessions

During the Hear phase, we exposed ourselves to gather as much information as we need to discover the problems of aging society and also to engaging the elder to gain empathy in order to understand the issue at a deep level. We had the several opportunities to visit a senior care center and interview with a good number of residents each time, we also visited an affordable, universally designed apartment complex in Berkeley and interviewed a number of residents there. The 60 plus club in San Francisco State University is another source that gave us the chance to meet with the elder regularly. The group and individual interviews brought us insight of the residents' needs and wants.

Figure 2- In-home interview

Meeting with focus group is very helpful and also is an essential part of design process. What I found from the meeting with the elder, one of the most common concerns and problems are that many seniors keep themselves in a safety zone, and do not do venture, or do thing that are outside of their perceived limitations. Consequently, they avoid the risks and possible benefits of discovering new ventures, or experiences that may engage their interests and physical stimulus. Through observation, talking with them and engaging people in their own contexts what I found from meeting with elders, they are very willing to share their stories and personal experience. They also love to have a company and need the listener's full attention. I remember one of the residents from a senior care center told me that she knows she is getting older and there are lesser things that she is able to do, but she just keep the bright sight and hope to do the best in present circumstance. Her story gave me lots of thought about the fact that when getting old you lose more than you gain, and what I want to do is change the

thought of getting old is not fun at all to something you can actually expect to.

After a series of research, my design challenge is how to engage elder into physical activities that will simultaneously stimulate their learning experiences and knowledge for optimizing their Lifespace. After identify the challenge, the research from a broad view became more specifically. I started to analysis of a wide range of exercise that elder do and also discovered the reasons for elder to do less exercise. I also looked up the top ten elder diseases in the world and most of them can be prevented by having regular physical exercise every day.The research also found walking is the best exercise if you consist to do it, and it will prolong your lifetime. The research therefore continued to discuss some questions as follows:

1) What do most elderly people do in their daily life? Compare with western and eastern culture.

2) What are the reasons to stop them being more active?

3) How to encourage people to do more exercise?

In order to make people have more interest in doing exercise, I started to explore different types of games that including the tradition ones such as Domino and bingo to more convention ones such as Wii Fit and play station.

Furthermore, in order to have a better quality life when people aging, it is not only about physical health, but also to keep brain active. Many researchers found that cognitive vitality is essential for healthy aging, and educational games could potentially support and enhance the aging brain. From here, the research extended to not only physical activity but also cognitive activities. Cognition, which refers to mental process, will become slower and weaker when people get old. I did a diagram to compare the mix element of cognition and physical ability: Attention, reaction, balance, memory, strength, vision and hearing, which is the most essential one.
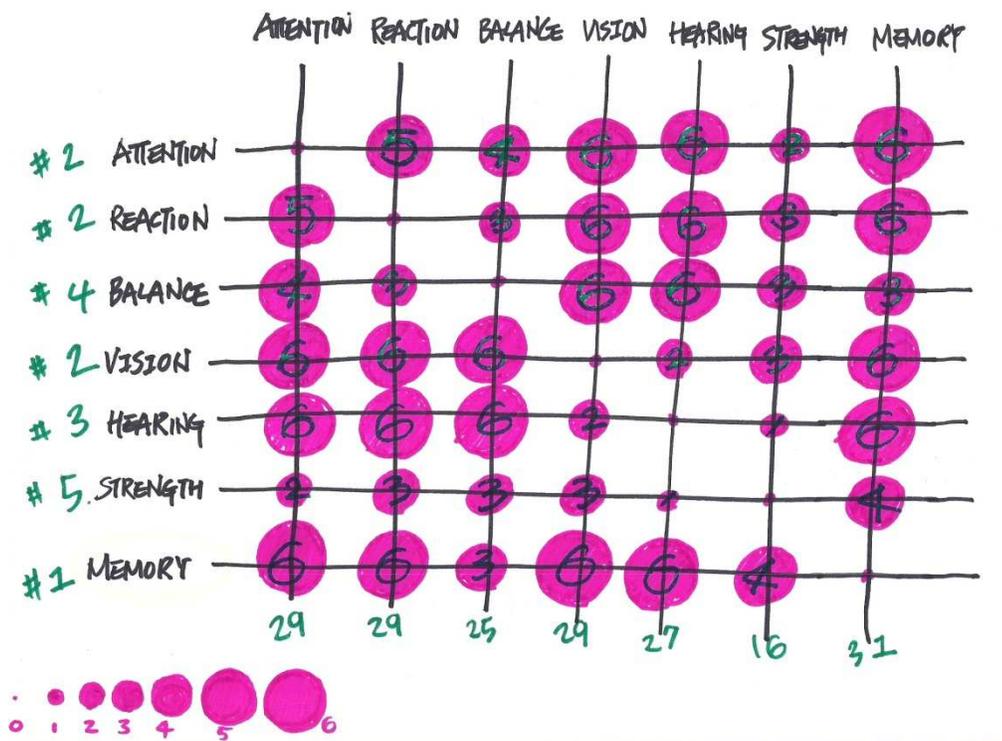
Figure 3- Mental and physical capability analysis

After doing study of physical and cognitive researches, and interviewed with experts in Kinesiology and Neuropsychology. I figured out the problem is people do not do exercise regularly because of many reasons:

1) People became adapt to a sedentary life style.

2) People could not find an appropriate exercise for them.

3) Some areas are not outdoor activities friendly places (ex. It is too cold to go outside, air pollution and etc…)

4) People lack of interesting of doing exercise

Therefore, I came up with a type of program to facilitate elderly people doing exercise with fun and at the same time learning.

Create process

From the Hear phase, I gathered a lot of information and get some inspiration from the stories be told by the elder. In the beginning of creating process, synthesis the draft thoughts into more strategic direction is the most abstract part of the design process. The creating ideas began from Pictionary to Monopoly and finally came to the idea of a simulate software that allows you to do physical and brain exercise that is entertaining and able to make social connection.

Appendix:

Figure 4- Design narrative
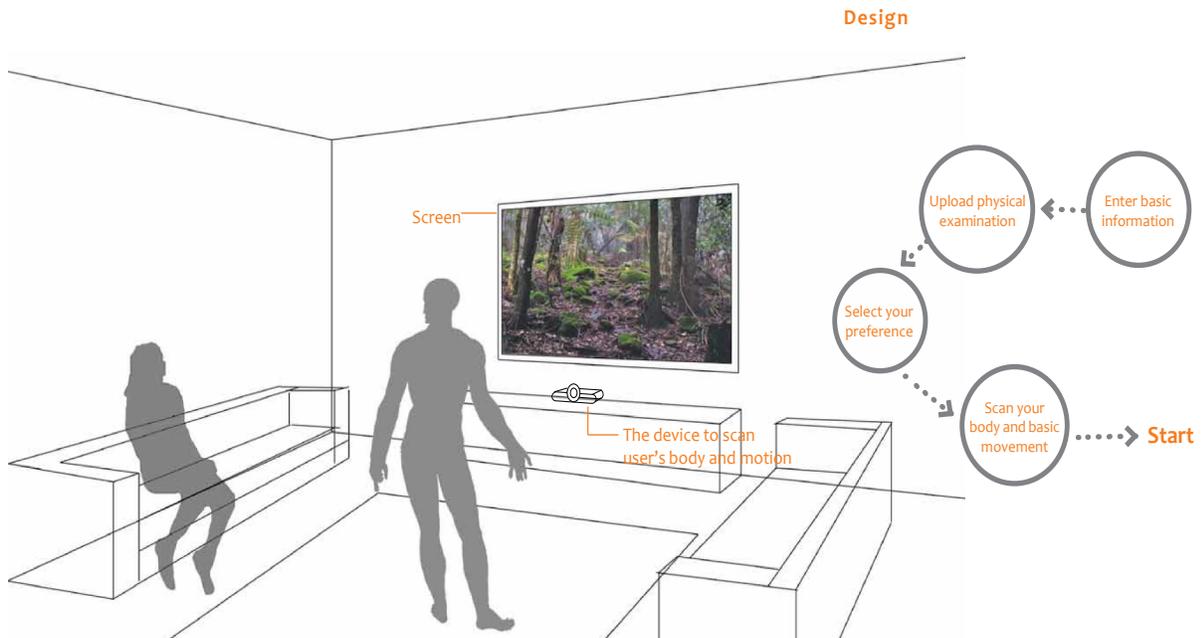
Figure 5- Final design

Figure 6- User interface

Figure 7- User interface

Figure 8- Feedback and Contribution
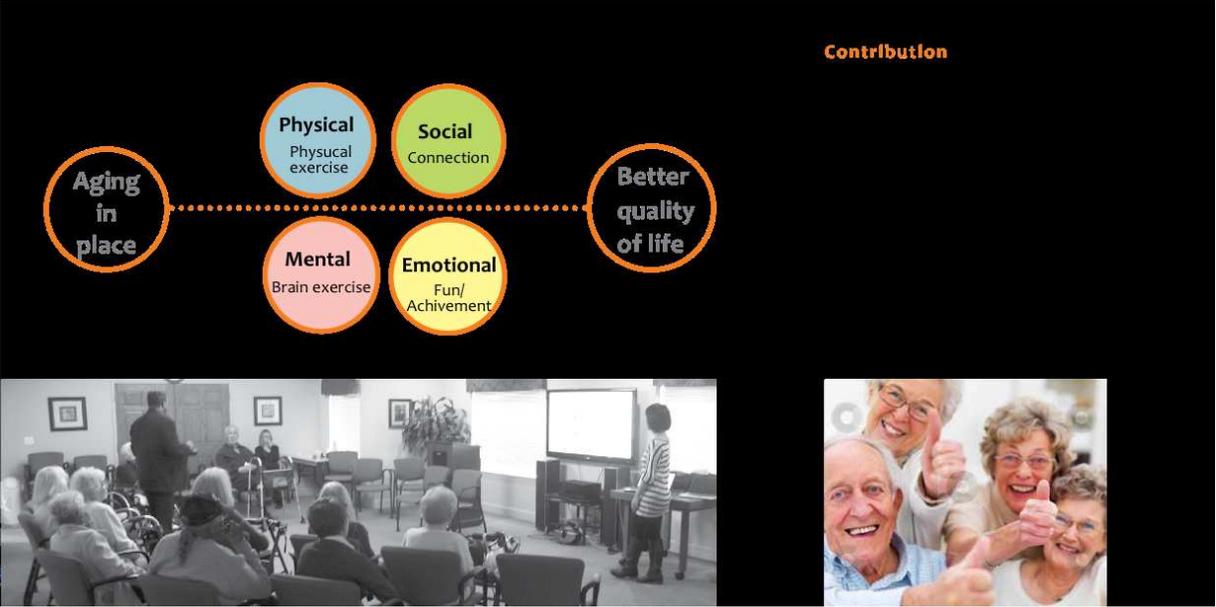
Wei-Ting Fu

***Elnaz Davoudi** holds an MA in Industrial Arts from San Francisco State University and bachelor of industrial design from Tehran Azad University. She has worked as designer and design manager in Iran. In United States she focused on 'inclusive design' and specifically 'designing to age in place'.*

Designing the cooking experience for seniors with a holistic approach to aging in place

Elnaz Davoudi

The following research project was conducted in the inclusive design seminar at San Francisco State University. The research is comprised of two main sections; finding a real problem of elders and responding to it through design. The focus of this research is cooking in older ages. The initial phase of the research revealed an insistent need for the empowering feeling of being independent among the elderly community. Based on the results of the research the designer was directed towards designing a safer experience to enable elders in the process of straining heavy cookware of food. The holistic approach of the project resulted in a new way of solving this issue.

When proposing a project, finding a real problem can be a challenge especially when the designer and user are from different age groups. A significant part of this research project was based on creating empathy towards the intended users and finding a tangible problem of older ages.

Figure 4- Group interviews held at Alma Visa of San Francisco assisted living center

In order to find a real problem of older adults in cooking, the designer conducted a series of group and individual interviews with older adults residing in Alma Via of San Francisco Assisted Living Center as well as older adults who lived independently in their houses. The designer also held and documented a number of immersive cooking observation sessions at users' living environments. The results of the observation session allowed the designer to put the data from interview into context. All the research participants were 60 to 90-year-olds living in Bay Area, California. The prospect users of the final design of this project are considered to be adults of the same age group but in 30 years.

Figure 5- Individual interviews and immersive observation sessions

The data collected from research was compatible with the existing literature, targeting both physical and mental impediments that affect some older adults' capability to cook. Common senior issues such as dementia, Alzheimer's disease, arthritis, low vision, muscle weakness, and attention deficiency were the top reasons of losing the ability to cook safely.

Straining heavy cookware were a significant issue that were brought up during the research phase, therefore the designer rephrased the initial problem statement into 'Designing a better cooking experience for seniors through re-designing the process of straining heavy cookware'.
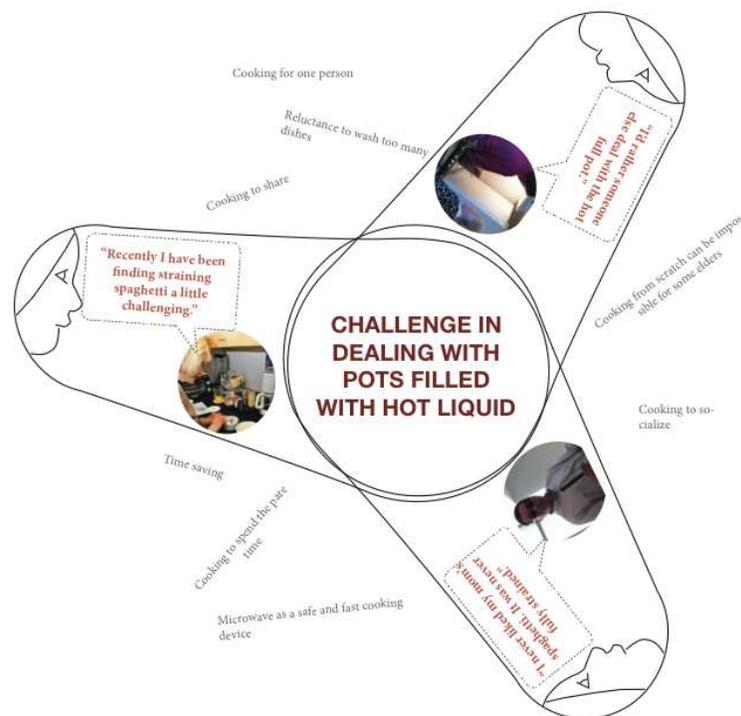
Figure 6- Issue of straining heavy cookware was repeatedly brought up in the research phase

Using a holistic approach to design, the designer led an extensive research into all the contributing factors of straining heavy cookware. The study included variety of stovetops and cookware as well as different ways of straining a pot.

There are three primary types of stoves--- electric, gas and induction. Each has its advantages and disadvantages, and determining which one is right for the seniors depends upon a list of criteria. The results of the secondary research revealed induction stovetops to be the safest appliance for seniors. In this phase the researcher compared gas, electric and inductions stoves using five factors; safety, speed, cleaning ease, efficiency and accuracy. The following graph shows the results of the research.

How do induction stoves work? Induction cooktops surpass electric and gas stovetops temperature response, safety and cleaning ease. While other stoves heat food indirectly by heating the bottom of cookware, induction cooktops use electromagnetism and heat the entire cookware. As a result the food heats up more evenly and the cooktop stays cool.

Induction cook tops use a technology whereby cookware is heated using magnetic energy. It requires a special smooth ceramic cook top with induction energy coils directly beneath the surface. These coils produce high-frequency alternating current from regular low-voltage direct current. When cookware made of a magnetic-based material is placed on this special stovetop, the molecules in the vessel begin to move so rapidly that the pan (not the stovetop) becomes hot.

What type of cookware can be used on induction stoves? Although most steel- and cast-iron-based vessels work well, those made of aluminum, copper and some stainless steel can't be used on an induction cook top because they aren't magnetic. While it's theoretically possible to make an induction cooktop that's compatible with other types of metal cookware, the industry isn't currently headed in that direction, primarily because the amount of energy required doing so would make the units inefficient. Induction cooktops use the high resistance of iron to their advantage, converting a little current into a lot of heat.

Why is it easy to clean the surface of induction stoves? The surface of induction stove is flat and therefore easier to clean than many other existing cooktops. Moreover, in induction stoves the electromagnetic field is only effective on the pot. Food gets hot only because the cookware turns into a source of heat. Consequently, food that spills on the surface of cooktop will no more be heated and baked into a hard to clean stain as it usually does in the types of cooktops to make their small resistances add up to much heat. With this in mind, some manufacturers have begun adding an iron plate to the bottom of their nonferrous cookware to allow them to work with induction cooktops. A cookware will work with induction cooktop if a magnet attracts it.

How fast and accurate are induction cooktops? Induction stoves are very precise. The temperature can be adjusted very quickly, even more quickly than a gas stove. They can boil a quart of water in 101 seconds, or be brought down to lightly simmer for more delicate dishes. Electric coil stoves traditionally do not allow quick adjustments, so induction stoves are more appealing to chefs who have to tweak and monitor every aspect of their dishes.

If you've ever tried thickening condensed milk or cooking chocolate, cheesecake, custard or hollandaise sauce without a bain-marie (water bath), then you understand the risks of boiling, scorching and separation that go along with it.

Induction cooktops heat food more evenly by turning the cookware into the source of heat. They also feature tight, precise temperature control and the capacity for very low temperature settings.

Why are induction range cooktops safer than electric and gas cooktops? It works by creating an electromagnetic field, which heats only cookware made of magnetic metals, like iron. Since your hand, for instance, is not made of metal the stove will always remain cool to the touch. Dropping paper, plastic, or cloth on the stovetop is perfectly safe. Moreover, the moment the pot is removed from the surface, the cooktop starts cooling down, lowering the chance of leaving the stove on by mistake.

With cooler surfaces and no open flame to ignite grease, induction cooktops are safer than their radiant counterparts. However, although induction cooktops emit less radiation than an airport or grocery scanner, people with pacemakers or similar devices may want to check with their doctors before using one.

How energy efficient are induction stovetops? Induction cooking works differently than electric coils or gas stoves. Coils and gas create heat, which then heats cookware like cookware and pans, which then heat the food. At every step of the way heat and energy are lost, which means higher costs for the cook. Induction causes the cookware to produce the heat, which then heats the food. That means that very little energy is lost into the environment. In fact,

induction cooking is about 84% efficient in terms of heat loss. For a comparison, gas is about 40% efficient.

Design Process

The design process constituted from black box and glass box phases. Based on the results of the initial research, the design revolved around a cookware that can be used with induction cooktops—the best cooktop choice for seniors. The final design was inspired by shape of round pot hanging on the fire and the fact that in induction cooking the contact between the bottom of the cookware and the cooktop is not of significance, as the induction system heats the entire part of the cookware that is located in its magnetic field. For this reason the bottom of the cookware can be of any shape. This factor inspired the designer to design a cookware with a round bottom. The round bottom of the cookware allows it to rotate in place. The fact that the surface of an induction stove will only become hot when in touch with the cookware, allowed the designer to design a cookware with plastic stand. The stand allows the user to pour and strain in place, without having to hold or carry the cookware. Reluctance to wash the dishes was one of the main issues brought up in the research phase. The cookware can also be used as a serving dish, reducing the number of the dishes that should be later washed.

THE PLASTIC STAYS
COLD WHILE COOKING

THE SENIOR-FRIENDLY
HANDEL MAKES IT EASY
TO POUR

THE HANDEL HELPS
POURING PROCESS

THE BUTTON CONTROLS
MOTION WHEN NOT NEEDED

ONLY THE METAL CONTAINER
GETS HOT WHEN ON INDUC-
TION COOKTOPS
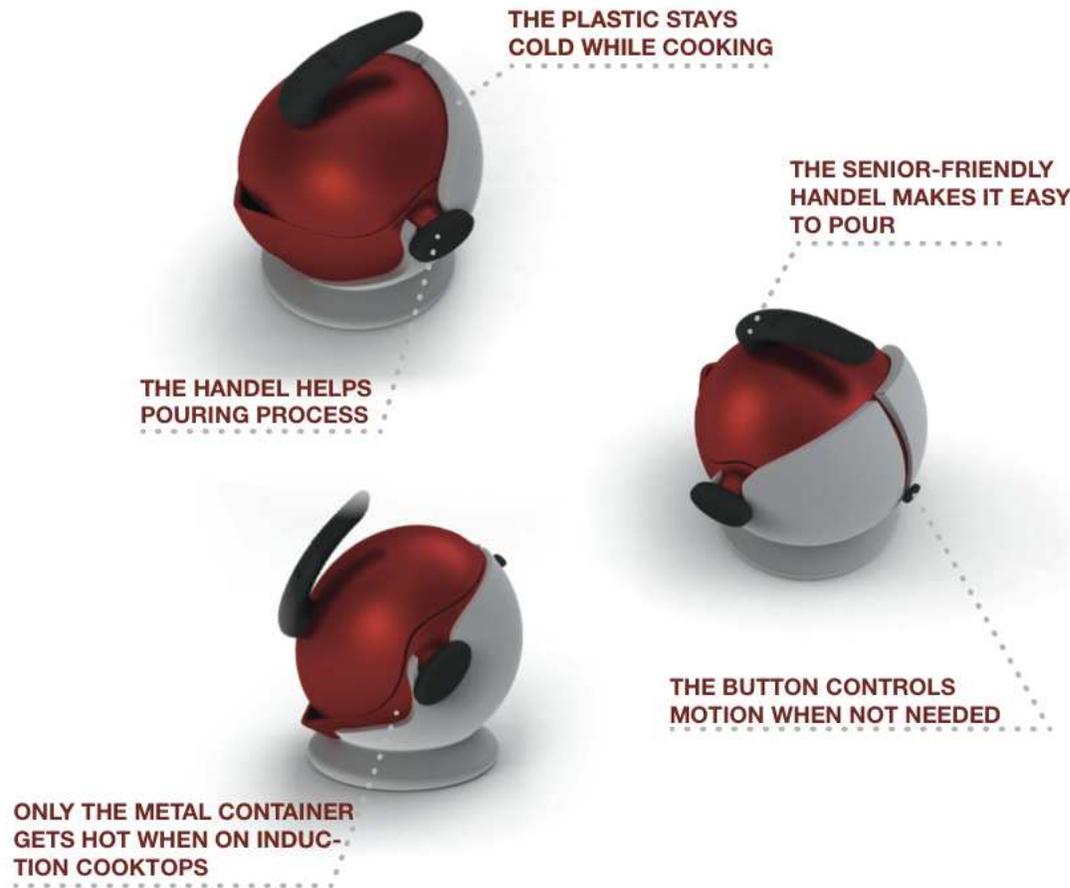
Figure 7- The final design

Figure 8- The final design in use

Conclusion

The purpose of this design project was to find a way to empower the elderly to live independently. The project focused on the cooking process as an important part of seniors' daily life. Pouring and straining heavy cookware was one of the issues that were consistently brought up in the process of research. Research showed induction cooktops to be the best choice for senior designers. The final design is a cookware with round bottom that sits on a plastic stand. The design is based on two characteristics of induction stovetop—cool surface while cooking and ability to heat the cookware without the necessity of contact between the surface of the cooktop and the bottom of the cookware.

Elnaz Davoudi

1.BOOK RECEIVED:

Managing Emotion in Design Innovation

Author/Affiliation

Amitoj Singh

This book presents an emotion centered research framework titled "*emoha*" for design innovation. It defines emoha and underlines the importance of the developed framework in culturalization of technology and thereby design innovation. The book explains the detailed research on product styling which leads to the creation of "Emoha" and how to use it in product design.

Key Features

- Outlines the 'emotion centered segmentation' of product ownership experiences

- Provides a research framework for methodical assessment of product styling

- Demonstrates the cultural impact on design in connection with emotional factors of the user

- Bridges the divide between design practice and design theory

- Addresses design innovation in a huge market of motorbikes in India

SAVE 20%

MANAGING EMOTION IN DESIGN INNOVATION

Amitoj Singh

CRC Press

Selected Contents

Introduction. Literature-Oriented Research Framework. Evolution of Research Methodology. The Sociocultural Segmentation of Biking. Emotive Quality of Biking Segments. Emotion-Centered Research Framework for Design Innovation.

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A New eBook from UniversalDesign.com
Universal Design Tips: Lessons Learned from Two UD Homes

This new electronic book from UniversalDesign.com is filled with tips and ideas that will help guide anyone through the process of designing and constructing their own Universally Designed home. The book was co-authored by John Salmen, AIA, the publisher of *Universal Design News* and founder of UniversalDesign.com, and Ron Knecht, whose durable, energy efficient Universally Designed house was featured in the [January 2012 issue](#) of *Universal Design News.*

The first section of the book deals with the planning process, providing insight on how to choose a location for the house, consider activities of daily living during planning, best use various types of design professionals, finalize a floor plan and develop a building schedule.

The rest of the book is organized according to different areas or elements of the home (i.e. exterior doors, bathing, and kitchen counters, just to name a few.) Whether designing a whole house or simply remodeling one area, *Universal Design Tips* makes it easy to quickly refer to the relevant section and find valuable tips that ensure success. Each of these sections includes design tips, photos and important lessons that the two authors learned through their personal projects.

John Salmen has been working in the field of accessible architecture and Universal Design for over 30 years, and he put this expertise to good use when remodeling a historic property to create the Universally Designed house he and his wife hope to live in for many years. Salmen's "Home for the Next 50 Years" has been featured in various media outlets: including *The Washington Post*, *Fine Homebuilding*, AARP's television show *Inside E Street* and the book *The Accessible Home: Designing for All Ages and Abilities*. Now, readers will be able to explore Salmen's home in even greater detail and apply his experience to their own Universally Designed home projects.

Ron Knecht's experience with Universal Design started after his wife of 46 years became ill with cancer. As her health worsened, Knecht learned first-hand the importance of accessibility for maintaining independence, safety and one's quality of life. Before Knecht's wife passed away, she extracted a promise from him that he would move to a Universally Designed house located closer to their daughter. Knecht was underwhelmed by both the houses that he saw on the market and the UD house plans that he found

online; he realized that he would have to plan and build a custom house in order to fulfill his promise.

Knecht and Salmen were mutually impressed with the thoughtful Universal Design details present in each other's homes, and eventually they decided to co-author a book that would draw from their experiences to provide guidance for anyone planning to build or remodel their home for enhanced safety, comfort, independence, convenience and aging in place.

The eBook is available from UniversalDesign.com as a downloadable PDF, for $20. A short excerpt of the book is also available for preview prior to purchase. To buy the eBook or view the preview visit **UniversalDesign.com**.
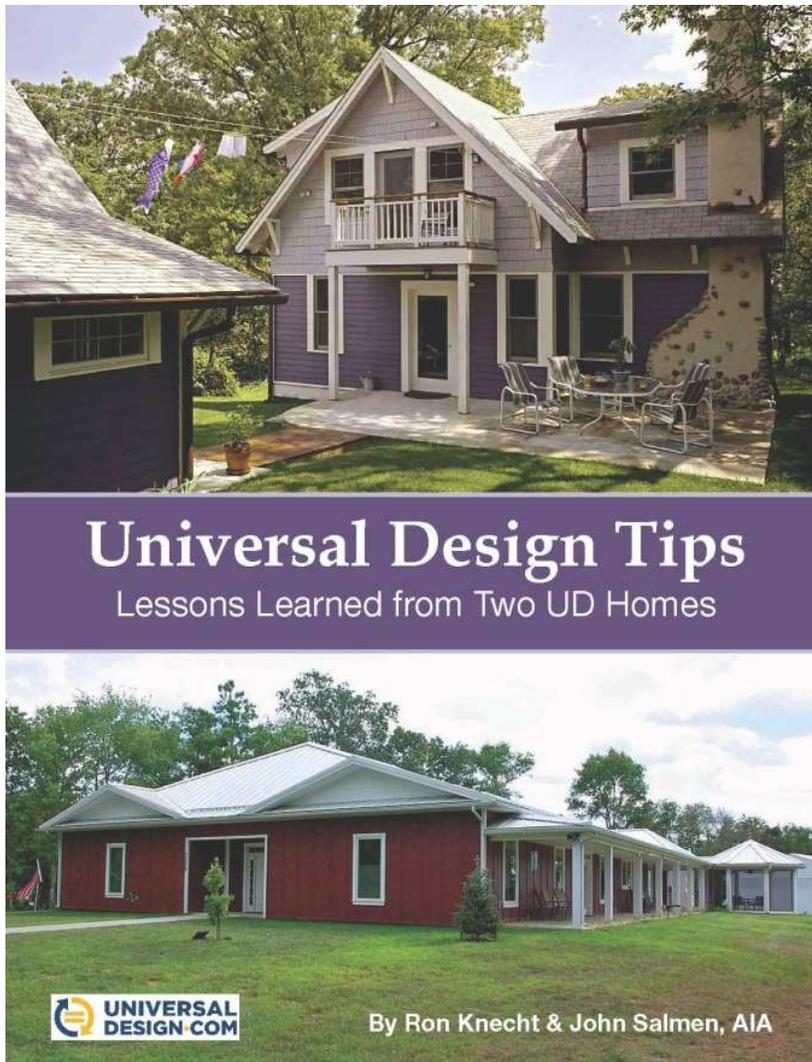
NEWS:

1.

Carnegie Mellon and University at Buffalo researchers improving transit for people with disabilities

Researchers at Carnegie Mellon University and the University at Buffalo, State University of New York, are collaborating on a five-year, $4.6 million federally funded project to advance physical access and public transportation for people with disabilities by bringing together computer science technology and the principles of universal design.

The Rehabilitation Engineering Research Center (RERC) on Accessible Public Transportation has received a new grant from the U.S. Department of Education's National Institute on Disability and Rehabilitation Research (NIDRR) that extends the existing five-year grant that concludes this year.

The center will develop ways to empower consumers, manufacturers and service providers in the design and evaluation of accessible transportation equipment, information services and physical environments.

The center's principal investigator is Aaron Steinfeld, an associate research professor at Carnegie Mellon's Robotics Institute who works on human-robot interaction and intelligent transportation systems in the Quality of Life Technology (QoLT) Center, headquartered at Carnegie Mellon.

Steinfeld will co-direct the center with his father, Edward Steinfeld, a professor of architecture at the University at Buffalo who heads

the Center for Inclusive Design and Environmental Access (IDeA). The IDeA Center improves the design of environments and products by making them more usable, safe and appealing to people with a wide range of abilities. The center is a world leader in universal design, an important component of the new RERC's work.

"Universal design is a human-centered approach to design and business practices focused on creating a more convenient, comfortable, healthier and safer environment for everyone," Edward Steinfeld said. "It extends the lessons learned in design for disability to all riders, recognizing that the transportation environment presents challenges for all. It not only increases social integration for people who have physical and mental challenges but, by doing so, reduces costs by removing the burden of providing special services, facilities and products."

Researchers at Carnegie Mellon will use Tiramisu Transit, an app developed under the prior RERC, to understand how real-time trip information and community dialog can empower accessible travel. Buffalo researchers will continue design research to make boarding and disembarking buses faster, safer and more accessible.

Another project will leverage existing technologies supported by the Traffic21 program at Carnegie Mellon to develop software systems to help riders during multi-modal trips. Collaborations with industry also are planned, continuing the team's prior work on vehicle designs with the Gillig Bus Corporation and starting a new effort with the Dallas Smith Corporation. The Niagara Frontier Transportation Authority in Buffalo and the Port Authority of Allegheny County in Pittsburgh continue to assist the researchers as they develop new technologies and concepts.

"As with our first RERC grant, we think it is critical to include input from transit users in all of our projects," said Carnegie Mellon's Aaron Steinfeld. "Transit is a community that includes riders, service providers and industry. Each has an important voice and valuable perspectives."

(*Provided by Carnegie Mellon University*)

2.

Designing creative economy

Samsung, Apple, Google, Kia. Do these companies ring a bell?

They should, as they are some of the most widely recognized companies in the world today.

And what do they all have in common, besides their obvious success?

They are all brands with a fiercely loyal customer base.

And the reason for that is design.

The World Design Policy Forum 2013 was held recently in downtown Seoul bringing together global experts to discuss how Korea can move forward into this new Renaissance period of intellectual property development where creativity leads to economic value.

"Right now, is largely skill based or product based, and the World Design Policy Forum is being held to set a new direction for design policies ."

"What are the new design values that will lead the future in this volatile social environment? How can design policy on a national

level spur industrial development? These are some of the questions being contemplated by design experts from across the globe."

Professor Nick Leon is the head of service design at the Royal College of Art in the U.K., and he says the impact of design, in fact, can be seen in our everyday lives.

"You've bought transport services in order to get here.

You've enjoyed the benefit of public services that have made the streets safe.

All the things you've done are service related.

So when we talk about design just being about shaping the form of objects, I think design is much more about shaping the form of our society, and that's where designers are wanting to play and are beginning to play."

Recent data shows investing in design brings in three times the revenue compared to investing in R&D and creates more jobs than other industries, as well.

For every one million U.S. dollars invested, it creates nearly 14 jobs, followed by the auto industry at 10 and finally the semiconductor industry at four-and-a-half.

However, experts agree that more needs to be done by the Korean government to better nurture ideas and establish a "design infrastructure."

(Lee Tae-ho, Arirang News.)

3.

Grant continues work to improve transit, sidewalk Access

Researchers at Carnegie Mellon University and UB are collaborating on a five-year, $4.6 million federally funded project to advance physical access and public transportation for people with disabilities by bringing together computer science technology and the principles of universal design.

The Rehabilitation Engineering Research Center (RERC) on Accessible Public Transportation at Carnegie Mellon and UB has received a new grant from the U.S. Department of Education's National Institute on Disability and Rehabilitation Research (NIDRR) that extends the existing five-year grant that concludes this year.

The center will develop ways to empower consumers, manufacturers and service providers in the design and evaluation of accessible transportation equipment, information services and physical environments.

The center's principal investigator is Aaron Steinfeld, an associate research professor at Carnegie Mellon's Robotics Institute who works on human-robot interaction and intelligent transportation systems in the Quality of Life Technology (QoLT) Center, headquartered at Carnegie Mellon.

Steinfeld will co-direct the center with his father, Edward Steinfeld, UB professor of architecture who heads the Center for Inclusive Design and Environmental Access (IDeA). The IDeA Center improves the design of environments and products by making them more usable, safe and appealing to people with a wide range of abilities. The center is a world leader in universal design, an important component of the new RERC's work.

"Universal design is a human-centered approach to design and business practices focused on creating a more convenient, comfortable, healthier and safer environment for everyone," says Edward Steinfeld. "It extends the lessons learned in design for disability to all riders, recognizing that the transportation environment presents challenges for all. It not only increases social integration for people who have physical and mental challenges but, by doing so, reduces costs by removing the burden of providing special services, facilities and products."

Researchers at Carnegie Mellon will use Tiramisu Transit, an app developed under the prior RERC, to understand how real-time trip information and community dialog can empower accessible travel. UB researchers will continue design research to make boarding and disembarking buses faster, safer and more accessible.

Another project will leverage existing technologies supported by the Traffic21 program at Carnegie Mellon to develop software systems to help riders during multi-modal trips. Collaborations with industry also are planned, continuing the team's prior work on vehicle designs with the Gillig Bus Corporation and starting a new effort with the Dallas Smith Corporation. The Niagara Frontier Transportation Authority in Buffalo and the Port Authority of Allegheny County in Pittsburgh continue to assist the researchers as they develop new technologies and concepts.

"As with our first RERC grant, we think it is critical to include input from transit users in all of our projects," says Aaron Steinfeld. "Transit is a community that includes riders, service providers and industry. Each has an important voice and valuable perspectives."

(*Courtesy: BYRON SPICE*)

4.

UNO students will help design a tall ship for those with physical disabilities

University of New Orleans students will help design the first tall ship in the United States that will be accessible to people of every physical disability, UNO announced Tuesday. UNO's School of Naval Architecture and Marine Engineering will work with the nonprofit organization America's Freedom Sailor on the ship, which also will be the largest accessible tall ship in the world.

Five UNO students, along with three faculty members, will perform the design work as part of their senior project during the spring 2014 semester. The preliminary ship design will be completed in

May. The goal is for the ship to be built by 2017, one year before New Orleans celebrates its tricentennial.

The mission of America's Freedom Sailor, a New Orleans-based nonprofit, is to use universal design -- which refers to a philosophy of designing and building environments that are usable to everyone, regardless of age or ability -- to construct a tall ship that is accessible to people of every physical disability.

"There are more than 70 million Americans with disabilities," said Ashley Salmen, co-founder and chair of the board of America's Freedom Sailor. The group wants to build "a specialized sailing vessel that exposes all Americans to the unparalleled joy and freedom of sailing," she said. "And as a major port city, New Orleans is the perfect place to launch this project."

The Center for Inclusive Design and Environmental Access (IDEA) at the University at Buffalo, State University of New York, will provide expertise on the accessibility of the vessel.

"To my knowledge, there are many accessible vessels in the world but there has never been a vessel built on the principle of universal design," said Jan Olijve, co-founder and executive director of America's Freedom Sailor. "With the design team of UNO's School of Naval Architecture and Marine Engineering and the IDEA Center at SUNY Buffalo, this is an adventure of a lifetime for all of us. When we fulfill our mission, the group will set a new worldwide standard for shipbuilding."

UNO's School of Naval Architecture and Marine Engineering is the only one of its kind in the Gulf Coast region and one of the few in the

nation; it was established in 1980 at the request of the local shipbuilding industry.

"The design of a large sailing vessel in our age of motorized transport is a unique challenge," said Lothar Birk, chairman of UNO's School of Naval Architecture and Marine Engineering. "Incorporating features of universal design will further strengthen our students' abilities in system integration and interdisciplinary work."

(Courtesy: The Times-Picayune)

5.

India Post to organise all-India stamp designing competition

Department of post is organizing an all-India stamp designing competition on Children's Day. The best design will be chosen and issued as an actual stamp and the winner will get a cash prize too. Krishna Kumar Yadav, director, postal services, Allahabad region said that department of post has been organizing stamp designing competition since 1998 and children are especially encouraged to participate in it.

Yadav said that the subject for this year's competition is 'A day with my grandparents'. The design could be in ink, water colour, oil colour among others. Participants are free to use drawing paper, art paper. The participants are to make an original design on this subject.

Yadav further added that there will be three groups of participant ranging. Class IV and below will comprise one group, Class V to VIII, second and Class IX to XII, third. The prize wining design in each

category will be considered for use on stamps and other philatelic material.

The prize money for all categories will be worth Rs 10,000, Rs 6,000 and Rs 4,000 for first, second and third respectively. The prize winning entries are likely to be chosen for designing the postage stamp, first day cover and miniature sheet.

The competition will be held on November 16 at 11am at divisional head quarters of Allahabad region.

The competition will be organized at Varanasi head post office, Pratapgarh head post office and Jaunpur head post office, Mirzapur head post office and Ghazipur head post office. Nomination of students can be sent to the concerned senior superintendent of post offices and senior postmasters latest by November 13.

(Source: Times of India Source)

PROGRAM & EVENTS:

1.

The International Spark Design Awards
Call For Entries
Standard Deadline: 15 September, 2013
Late & Final Deadline: 10 October, 2013
If You Create Successful Designs, Show Off Your Victories!
Enter the International Spark Awards and the World Sees You
Seven x Seven
This is the seventh year of the prestigious Spark Awards, which now offer seven different design competitions
1. **Product** Design
2. **Spaces** Design, for architecture, interiors & urban planning
3. **APP** Design, for all digital applications
4. **Communication** Design, for graphics & environmental
5. **Concept & Student** Design
6. **Transport** Design, for all forms of mobility
7. **Experience** Design, for customer & user experience
Seven different live juries of senior designers, educators and experts will judge the competitions this October .The Spark Mission: promote better living through better design. The Spark founders believe Design is an important, relevant tool to help build a better world. We feel that Design and designers act as catalysts, addressing problems and improving our lives and our Earth.

To learn more, visit www.sparkawards.com and click on the competition you are interested in.

2.

'Typography and Culture'

http://www.typoday.in/

Typography Day will be organized for the seventh time on 28th Feb, 1st, 2nd March 2014 at the Symbiosis Institute of Design, Pune in collaboration with the Industrial Design Centre (IDC), Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association (InDeAs) and Aksharaya.

The theme for this year's event is 'Typography and Culture'.

3.

Submissions are open to all companies operating in India. The details of the categories, application process and judging criteria can accessed at www.ciidesign.in

Judging is based on clear criteria of design excellence including Form and Function, Innovation, and design success besides other parameters. The winners' will be announced on November 25, 2013 and the awards will be presented on November 26, 2013 during the 13'th CII NID Design Summit.

Contact Details:
Seema Gupta | Director
Confederation of Indian Industry (CII)
Phone: +91-11-45772046
Email: seema.gupta@cii.in

4.
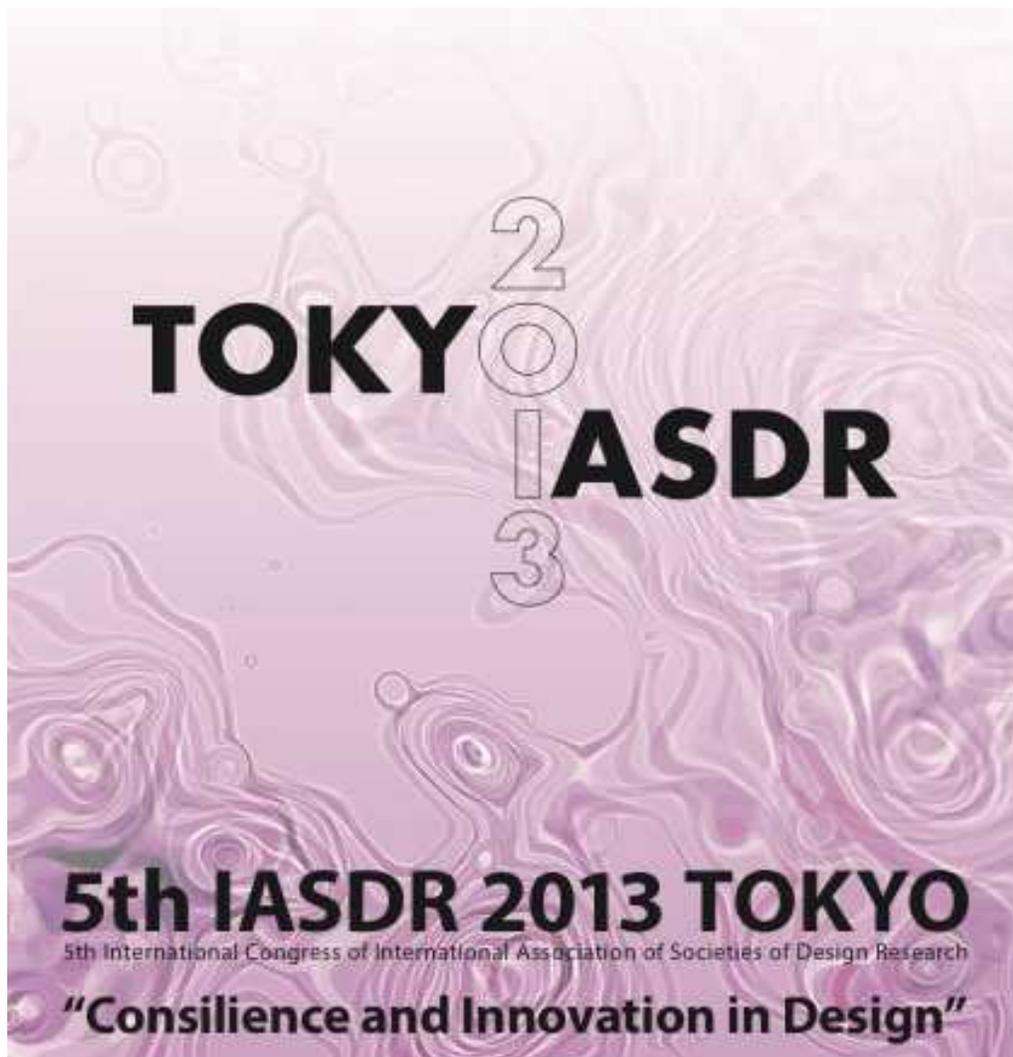
5.

products, news, business

2013 IDEA open for entries

28 November 2012 by Kate Jones

The 2013 International Design Excellence Awards is open for entries.

home / 2012 / november / 2013 IDEA open for entries

The Industrial Designers Society of America (IDSA) are calling for entries for their annual International Design Excellence Awards® (IDEA) competition for 2013.

6.

7.

Making Steps Forward - Accessible Tourism For All
Project:
"Inclusion Through Accessibility"

8.

9.

CALL FOR ENTRIES

POSTER DESIGN COMPETITION

You are invited to design poster for ICSID interdesign 2014 workshop Contest Theme:

Humanizing the Metropolis

Background

Under the theme Humanizing the Metropolis, the Interdesign workshop aims to design solutions to address critical service issues in the metropolis. The goal is to enable the city to become self-reliant on its resources, as well as increase its citizen's sense of pride.

"In the context of emerging economies, Mumbai presents numerous opportunities for a dialogue about infrastructure, housing, sanitation, mobility, education and health care to name but a few. It demonstrated the challenges of this densely populated city and a desire to work towards the betterment of its communities through an inclusive process. In selecting their proposal, we hope to help the city bring forward a substantial level of affordable solutions to address some of these critical issues."

The competition calls for poster that expresses the interdependence of citiy's services, its resources and the people.

Awards

First winner Rs. 100,000. (One lakh) with citation)

Second winner Rs.50,000. (Fifty Thousand with citation)

Grand Jury

The member of the Grand Jury panel comprise of leading designer, thinkers and communication experts. People who love Mumbai.

Participation Eligibility

Entry to the contest is open to all Professional designers, design students living in India

Participation is open to teams and individual submissions.

Submitted designs must be original and not currently in publications.

Submit the design with a brief write-up of around 150 words.

Specifications

Dimension of the final poster: 420mm X 600mm only in portrait format

Resolution: 300dpi

File type: JPEG or PDF

Colour mode; CMYK

Your Contact Information

Name, Postal Address, E-mail, Telephone no. Cell No

Last date of Submission of your entries
Friday June 21, 2013, 4pm.

If you have any queries, pl. do not hesitate to contact us:
Sudhakar Nadkarni
nadkarni36@yahoo.com
or Anand James Dev
anand.dev@welingkar.org
Send Entries to:
ICSID Interdesign 2014
Business design
wescho /   AQV Mol,Matunga,
Mumbai-400 019

10

More for Less - Design in an Age of Austerity , Dublin, Ireland , 7 - 9 November 2013 , Call for papers extended till June 21, 2013!

Cumulus conference Aveiro ,Aveiro, Porto, Portugal ,8 - 10 May 2014

More information to follow soon!

11.`

12.

13.

14.

Transportation connects us all.

Whether it's simply getting from home to work or using products shipped over distances near and far, in every region of the world transportation impacts our daily lives.

At first glance, transportation may simply appear to be about the movement of people and goods. But looking deeper, it's also closely linked to equality, access to healthy food and good schools, and wildlife impacts, for example.

As the mobility demands of people and freight have grown, so too has the need for products, systems, and services that will make the transportation sector more life-friendly, for both people and the planet.

Registration is now open

Learn biomimicry and how to apply it while competing for cash prizes with students from around the world.
Register your team for immediate access to the biomimicry design resources and start developing your design solution today!

15.

DEADLINE: 16 OCTOBER 2013

Aiap, Italian Association of visual communication design

presents the *International competition to create a logo and a payoff for the city of Bologna.*

The competition, promoted by **Bologna City Council**, is organised by **Urban Center Bologna** and **AIAP** (the Italian Association of visual communication design) with the partnership of **UniCredit.**

16.

International Design for All Foundation Awards 2014

The 5th edition of the International Design for All Foundation Awards recognise achievements in the field of design for all, great and small, by governments, businesses, not-for-profit organisations and professionals from all over the world. In so doing, they aim to demonstrate that the implementation of design for all/universal design in any form contributes towards improving quality of life for everyone.

At the Design for All Foundation we believe that our awards should not be a competition, but that we should recognise all examples of good practice which arise from identifying a need or problem and satisfying user requirements and expectations. Hence from this edition onwards we will honour all "Good Practices" which meet the criteria for excellence.

However, each year an international jury will select the 5 "Best Practices" out of all the Good Practices submitted to be presented with the International Design for All Foundation Award. These will be the examples which stand out in terms of their impact and which indicate the way ahead for better implementation of design for all/universal design.

1. **30 September 2013:** Opening of call for entries.
2. **2 January 2014:** Deadline for submission of entries.
3. **12 February 2014:** Award ceremony, which will take place as part of Urbaccess: the European accessibility and universal design exhibition in Paris.

17.

18.

19.

20.

21.

HCI International 2014

22 - 27 June 2014, Creta Maris, Heraklion, Crete, Greece

22.

social innovation
HACKATHON

Hack for a cause
Nov.15 - Nov.16

This year's I School Hackathon is sponsored by the Peace Corps, and will tackle real-world problems faced by Peace Corps projects around the world.

Who:
Programmers, designers, project managers, and people passionate about solving real-world problems, in diverse teams of students and professionals competing to make a difference. Come as a team, or come alone and join a team here. Teams should be about 3–4 people.

When:
Friday, November 15, 6:00 pm – Saturday, November 16, 5:00 pm. You'll have 20 hours to hack with your team, and then you'll present your work to a panel of judges.

Where:
South Hall, UC Berkeley

23.

UXPA2014 is 21-24 July, 2014. Be part of it.

24.

25.

DESIGN FOR SUSTAINABLE WELL-BEING & EMPOWERMENT

Indo-Dutch International Conference 2014

12, 13 & 14 June 2014
Indian Institute of Science, Bangalore, India

Temporary website – More details in November

JOB OPENNINGS:

1.

GlobalLogic is looking for a UX Architect with expertise in the following. Core UX Expertise Utilizes Breadth of Core UX Expertise:

•Consults on User Experience for a large/complex product (R)

•Conducts product discovery sessions to understand user and stakeholder needs, sets UX Design goals (R)

•Conducts Information/Interaction Architecture definition, task-mapping/analysis using wire-frames to elicit, elaborate, and validate user and stakeholder needs (R)

•Conducts UX Heuristic/Expert Reviews (R)

•Conducts UX/User Research (D)

•Moderates Usability Testing Sessions (D)

Depth of Core UX Expertise in any three of the above (R) marked areas (R)

Domain Expertise

Consults for UX work in atleast one of the following:

•Media, e-Commerce, Communications, Mobile, Consumer Electronics, Medical Devices, Enterprise, Other domains (R)

UX Project Facilitation

•Liaisons between clients, UX/Design and development teams and facilitate design and development activities (R)

Product Innovation

•Guides clients in product innovation using competitive and trend analysis, provides design direction for innovation (R)

•Helps the product manager in product road-mapping/creating product backlog on multiple projects, prioritization of features (R)

Mentoring

•Mentor junior UX Designers (R)

Evangelization

•Active in UX, Design and/or Innovation communities (R)

●**Publish one paper per year on Project Case Studies or Research (D)**

(R) – Required; (D) - Desirable

Job Requirement

●**6 - 8 years of industry experience in UX, Design or related disciplines**

●**Hands-on experience in breadth and depth of UX and design activities as outlined in Job Description**

●**Professional Bachelors/Masters/PhD Degree in Experimental Psychology, Cognitive Psychology, Human Factors, Human Computer Interaction, Industrial Design, Communication Design or any other related discipline with a solid foundation in research-based design using both quantitative and qualitative methods (In absence of professional degree must possess sufficient intellect, process-orientation and self-drive to match Job Description)**

●**Excellent communication skills**

The position is based in Bangalore. Interested candidates can send in their Resume + Portfolio to sushil.dhyani@globallogic.com

2.

INFORMATICA is looking for Senior User Experience Designers for Hyderabad R&D Location.

Informatica is the world's number one independent provider of data integration software. Thousands of organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives and fully leverage their information assets residing on-premise, in the Cloud and across social networks.

Your Opportunity

You will be responsible for designing leading edge solutions for Information lifecycle management suite of Informatica products.

The senior user experience designer works collaboratively with product manager, customers, the Ux team, and other product team members to generate usable, consistent and elegant designs for the Informatica products. You are expected to be fully proficient in user-centered design concepts and methodologies.

Our Ideal Candidate

We are seeking a talented, multi-dimensional player who is a fast learner and is skilled in: user-centered design techniques, (especially the information architecture, and designing wireframes) working with diverse constituencies of

internal and external stakeholders, and who excels in designing rich, interactive solutions.

Your Responsibilities

The senior user experience designer's duties involve but are not limited to:

-Design and execution of design projects

-Contributing as a full member of cross-functional teams to create innovative user experiences for new and extended product offerings

-Helping drive user and vision-keeper interviews

-Synthesizing research into a coherent set of ideas that describe product user experience

-Creating information architectures, user interaction models, wire frame screen flows, prototypes, design briefs, design specs and guidelines

-Helping to influence product teams and the organization to achieve solutions that are right for our users

-Fostering a fun, creative, collaborative spirit

Your Qualifications:

-Bachelor's degree in HCI, Cognitive Psychology, Industrial Design, Engineering Psychology, Computer Science, or a related field. Masters preferred.

-A minimum of 4 years of experience in user interface design for software, with experience in rich internet applications or desktop software

-Demonstrated experience conducting at least one user-centered design project from start to finish

-Ability to synthesize complex requirements, generate design concepts, and carry these through to production detailing

-Ability to develop and communicate User Experience design guidelines, templates, and standards

-Working in cross-functional teams that include product management, engineering, marketing, and other Ux professionals

-High degree of proficiency with prototyping tools such as Fireworks, Axure, Photoshop, Visio, Flash, etc.

-Understanding of formative and summative user research techniques and their proper application

-Excellent written and verbal skills required

-Experience working in an offshore-onsite model highly desirable

-Experience working in cross cultural teams and client locations highly desirable

-Living in Hyderabad area

-Ability to travel 10-15% of time for meetings with customers and development partners in the USA and Europe

For more details and to apply online click here : http://careers.informatica.com/job/Hyderabad-Lead-User-Experience-Engineer-Job/2386812/

SEND YOU RESUME + PORTFOLIO TO "ANURADA BANSAL" - abansal@informatica.com

3.

Job Description

OBJECTIVE: To help the organisation as well as the various project teams to effectively deploy their research output on the web.

Role Overview: The web and interaction designer will work with various project teams to produce web based proof of concepts. The resource will help develop compelling, engaging and standards compliant user interfaces across projects. The resource will be required to prototype quickly based on usually changing user requirements. The resource should be able to gather user requirements and implement them as usable interfaces. The resource should also be aware of different types of data visualizations. The resource should be capable of working both solo and in a team.

Tasks typically involve:

Talking to people from various projects to understand their work

Work with various project teams to produce web based proof of concepts

Come up with visually engaging and usable interfaces

Suggest web/software architectures during brainstorming sessions

Prototype quickly and release them in short cycles

Document the work done

Should be able to bring clarity amidst ambiguity and take user interface related design decisions

Be part of the software design and development process and be able to handle multiple projects simultaneously

Knowledge of the following languages is mandatory:

HTML

CSS

JavaScript

Knowledge of the following techniques is mandatory:

Wireframing

Quick prototyping

Version control (SVN, git)

Knowledge of the following is a bonus:

HTML5

CSS3

Ruby on Rails

Node.js

Preferred Education: Any relevant degree/diploma preferred in Computer Science, Interaction Design, Graphic Design, Web Design or a relevant design field. 2+ years of experience in Web Design. Portfolio illustrating strong UI and web design skills mandatory.

Send your resumes to career@cstep.in

4.

About the Studio:

The HP Product Incubation Studio is an end-to-end design, prototyping and front end engineering studio. This studio is part of HP Business Solutions and drives user experience innovation in the Consumer Travel and Transportation vertical with a keen focus on mobility. The studio conceptualizes, designs and builds applications for HP's global product organization. The current positions are based in Bangalore. We also have a presence in Palo Alto, CA and Plano,TX.

About the role:

We are looking for outstanding Entry Level, Intermediate and Specialist Interaction Designers to create next gen user experiences at HP. The Interaction Designers will participate throughout the product development process

collaborating closely with product and UX leaders, user researchers, visual designers, prototypers, product managers and front-end engineers to help shape the next-generation of applications at HP.

Candidates must be strategic, independent, self-motivated, creative problem solvers capable of adapting quickly and producing results in a fast-paced global multi-disciplinary environment.

Responsibilities:

●Create productive, delightful, highly responsive, signature user experiences for tablets, web, and mobile applications

●Create user interaction models and frameworks, workflows, information architecture and navigation, schematics and interface guidelines/specifications

●Iterate design wireframes and prototypes incorporating visual designs towards final product

Minimum Job Qualifications

●Masters or Bachelors Degree from leading Indian design schools (IIT, NID, Srishti) or top US/European programs in Interaction & Product Design, HCI or Human Factors. We are also interested in candidates from related areas such as Visual Arts, Communication, New Media

●Strong analytical problem solving skills. Ability to understand new domains quickly, and deeply understand needs and wants of different kinds of user groups

●Ability to develop fresh new approaches to complex design problems. Strong knowledge of design patterns, usability best practices and user feedback methods

●Ability to switch modes between ideation, sketching & rapid design experimentation

●Understanding of user centered design and the broader product development process

●Careful attention to detail and ability to articulate design and create rich UI specifications and the agility to jump from sketch to code when needed

●Solid grasp of interaction design principles. Skills in visual design a plus

●Excellent interpersonal and communication skills, strong self-organization

●Ability to act independently and balance different types of projects effectively

Job Experience for different levels:

●Entry Level: 0-2

●Intermediate: 2-4

●Specialist: 4-6

Apply:

To apply or learn more about the HP UX Studio: Email sameer [dot] bhiwani [at] hp [dot] com

Applications should include a CV and link to portfolio.

5.

Multiple Job Openings at Designflyover (DFO), Mumbai

1. Graphic Designer (2 Positions)

●You are a craftsman/craftswoman

●You have a keen eye for design and possibly a design background

●You are able to conceive fresh novel concepts and visual languages for each project depending on the context.

●Be interested in a wide spectrum of work such as Web, New media installations, Software UI, Info-graphics/data visualizations, publication, branding etc.

●A great portfolio and solid communication skills

●Thorough knowledge of tools such as Illustrator, Photoshop, etc.

Use the following form to apply,

https://docs.google.com/a/designflyover.com/forms/d/1Uza6Les3sePdyDtGQK_IE0OyjAcG0IcwxpM12z-qp3A/viewform

2. Product Designer (1 Position)

●You have a keen eye for design and a Product/ Industrial Design background

●hands-on design experience to their credit. quick sketching,

●excellent understanding of 3D/ CAD/ Renderings to communicate your ideas

●ability to delve into the details to make the idea work and prototype until you get it right.

Use the following form to apply,

https://docs.google.com/a/designflyover.com/forms/d/1alZxDK5u-Ao0eensnX4RG4d4NrCrcyepBWnz2en5-TU/viewform

3. Design Engineer (1 Position)

●**You have a keen eye for design and an engineering background**

●**1-2 years experience in product development and packaging**

●**Good skills with Pro E/ Solid Works/ Auto Cad**

●**Knowledge of Material, tooling, manufacturing processes**

●**Knowledge of Electronics will be an added bonus**

Use the following form to apply,

https://docs.google.com/a/designflyover.com/forms/d/1P5zfSKAZXsF4OVIIUXE c0tGJJypm39tZoRzC4oAFzvA/viewform

4. Design-Minded Developer (2 Positions)

●**You are a craftsman/craftswoman**

●**You have a keen eye for design and possibly a design background**

●**You have amazingly solid front end skills**

●**You are up-to-speed on the latest and greatest in HTML5, CSS3, JS/jQuery**

●**Experience in WordPress, Drupal**

●**Experience in Rails, Django and/or Python development**

●**Knowledge of PHP / MySQL development**

Use the following form to apply,

https://docs.google.com/a/designflyover.com/forms/d/1Pn7km-iTwyJcwdpy4JD-35aW2iS-PbrvgJ4dYE-lUYw/viewform

Designflyover offers attractive remuneration along with aggressive performance-driven bonuses.

 nachiket@designflyover.com

http://www.designflyover.com

6.

Please find the below the Graphic Designers requirement:

Job Description:

●**Should be able to layout and design brouchers, posters, any stationary**

●**Packaging design**

●**Web page design**

●**Social Media design and content**

●**Updating and uploading images to the company website**

●**Others duties when required**

Job Requirement

● **Creative and able to visualize & bring in innovation, well versed with designing software like, Illustrator, Photoshop, InDesign.**

● **Familiar with creating graphics for print and for web**

●**Must be creative with content and designs with brand recognition in mind**

●**Social Media Savvy**

●**Strong written skills**

●**Must be organized and detail oriented**

●**Must be able to work independently with little supervision**

●**Bachelor's degree/ and PG with emphasis on graphic design**

Hours: 11 AM - 6 PM/ Mon- Friday

Location: Bombay Shirt Company Office (Lower Parel)

Contact: Michelle M.

Email: michelle.bombayshirts@gmail.com

Phone Number: +91 88796 21003/ +91 9769394363

7.

Oracle's User Experience team of over 150 people brings together some of the world's best designers and usability engineers to create next generation user experiences. We use the latest industry standards and best practices to design applications that help our customers do their jobs better. We work primarily on AJAX-based applications that leverage the latest from Web 2.0 (blogs, wikis, social networks), desktop integration (widgets, gadgets, mini-apps), and mobile devices.

Position 1: Senior Interaction Designer (Permanent Position, Location: Bangalore) - 2-5 years of relevant experience

Responsibilities

● **Identifying requirements, developing user model, designing and prototyping UI for interaction, documenting and maintaining UI specifications and guidelines**

●**Communicate with strategy and development teams to evangelize UI design directions and resolve design trade-offs and implementation issues**

●**Produce storyboards, scenarios, flowcharts, wire frames, HTML prototypes**

●Collaborate with usability engineers to conduct necessary research and support usability efforts throughout the standard development cycle

●Mentoring junior designers and student interns

Qualifications

●Must have online portfolio available for review

●Two to five years of industry experience designing and prototyping UI for interaction on products that will be shipped

●Bachelor's or Master's degree in Industrial Design, Visual Design, Human-Computer Interaction, or related discipline

●Strong conceptual and analytical skills and demonstrated ability to prototype and design elegant UI solutions to user problems

●Proven track record in applying user-centered design processes and methods to product development

●Strong communication and people skills in working in a multi-disciplinary, collaborative environment

●Domain knowledge of financials, human resources management, learning management, customer relationship management, supply chain management, business analytics or project management a plus

Position 2: Visual Designer (Permanent Position, Location: Bangalore) - 0-3 years of relevant experience

Responsibilities

· Partner with the Interaction Designers to add the visual layer to wireframes/interaction designs

· Produce storyboards, design briefs, sketching and visual language guidelines

· Create visual design comps, specs, and assets for development

· Provide visual design guidance to business teams, development, and QA from start to finish

·Possesses the ability to work on major projects and/or multiple small projects independently with very little direction

Qualifications

· Bachelors or Masters degree in Visual Communication, Interaction Design, Information Design, Graphic Design, Architecture, Human Factors, Human Computer Interaction or related discipline

· Strong design Portfolio a must

· Understanding of fundamental visual design disciplines (typography, iconography, composition, color, composition, layout, etc.)

· **Strong attention to detail and exceptional organization**

·**Experience with Adobe Creative Suite**

·**Familiarity with the user centered design process**

·**Excellent verbal, written, and presentation skills**

If this sounds like you, please send your resume to mrudula[dot]sreekanth@oracle[dot]com.

8.

CKS (Center for Knowledge Societies), Delhi is looking for a UX/Product/Interaction Designer with 3-4 years of experience, to manage a project that involves designing a financial product targeting low income population. Please see the link for further information.

https://docs.google.com/a/cks.in/document/d/1aFnlgO2lpwxSzxV5y2m6bkOSg NLEerkWPDZGhccE5f8/pub

Kindly send your CV to us ASAP at careers@cks.in

9.

Tech Mahindra Ltd (http://www.techmahindra.com) is looking for Experienced UX designer (multiple positions) to join user experience design team. Designers having exposure to Telecom domain will be an added advantage. All positions are for Hyderabad location only.Position : User Experience Designer (Experience: 3-8 years).

Experienced UX designer with passion of designing user centric experiences for Web, Mobile and Tablet applications. The UX designer will work closely with internal and external stakeholders and take ownership of all UX deliverable during project lifecycle.

Qualifications:

Graduate/ PG Degree/ Diploma in Design - Interaction Design, Visual Communication, Industrial Design or related field.

Skills:

● **Strong conceptualization and leadership skills**

● **Fundamental understanding of User Centric Design**

● **Strong interaction design & information architecture skills**

● **Good Understanding of Visual Communication and HTML/CSS development**

Role & Responsibilities:

● **Translate business goal into user centric solutions.**

● **Work closely with stakeholders and the cross functional teams to understand project requirements**

● **Prepare estimations and work on UI deliverable schedules**

● **Design the information architecture, task flows and high level prototypes. Expertise in Axure is mandatory.**

● **Co-ordinate visual design and UI development activities for a given project**

● **Participate in Pre-sells activities such as preparing project proposals, POCs, and developing collaterals.**

 Position : UI Developer (Experience: 3-5 years)

Develop, test and implement dynamic web applications for customer self-service portal. The UI designer will work closely with internal and external stakeholders and take ownership of all deliverable during project lifecycle.

Skills:

·   **IT experience (over 4 years) developing providing software development support, performing analysis of production issues**

·   **Understanding of key technological considerations/issues associated with distributed multi-tier infrastructure such as: architecture of dynamic web applications, HTTP, HTML, CSS, Javascript, jQuery.**

·   **HTML5/CSS3 knowledge and responsive design layouts**

·   **Should be able to work with Emulators**

·   **Experience with Server Side Template languages, ASP**

·   **Solid understanding of User Interface and web standards**

·   **Knowledge of DOM and code injection**

·   **Good knowledge of Browser behaviors (IE8-10, Chrome, FireFox)**

·   **Layout and Design Skills including tableless html/CSS**

·   **Ability to work in an extremely ambiguous and ever changing environment**

·   **Must be able to work in groups as well as independently with minimal supervision**

·   **Must be detailed oriented**

·   **Excellent oral and written communication skills**

 Role & Responsibilities:

● **Work closely with stakeholders and the cross functional teams to understand project requirements and wireframes**

● **Prepare estimations and work on UI deliverable schedules**

● **Co-ordinate with UX and visual design activities for a given project**

Interested candidates please forward your resume and portfolio to Mrinal.Mazumdar@techmahindra.com

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