Are you an Inclusive Designer?

Gillian Burgis-Smith ND BA (hons) DipArch (hons) RIBA ARB RIAI
RIBA Core CPD Speaker 2023: Inclusive Environments
ARB Leesman AP.
www.StrawberryLeopardLtd.com

My story

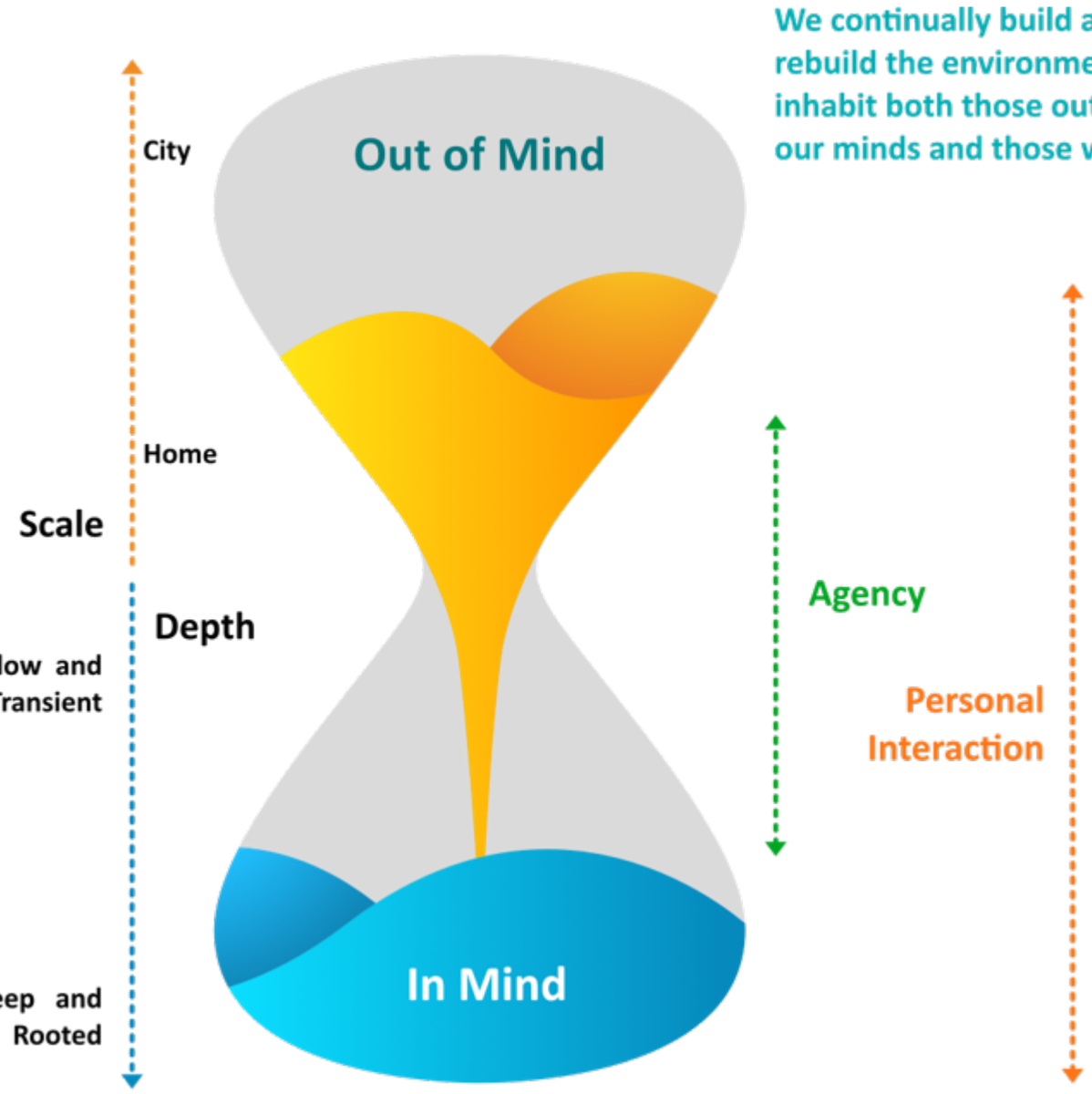
IN A WORLD
WHERE YOU
CAN BE ANYTHING
BE KIND.

Fact 1

Everyone is different our brains are as unique as our fingerprints.

Lutz Jänke, Professor of Neuropyscology, Zurich 2018

Fact 2


We continually build and rebuild the environments we inhabit both those outside our minds and those within.
Out of Mind
In Mind
Scale
City
Home
Depth
Shallow and Transient
Deep and Rooted
Agency
Personal Interaction

Inclusive design

Universal design
(noun)

A design that works for everyone in all scenarios and with every contingency

Accessibility
(adjective)

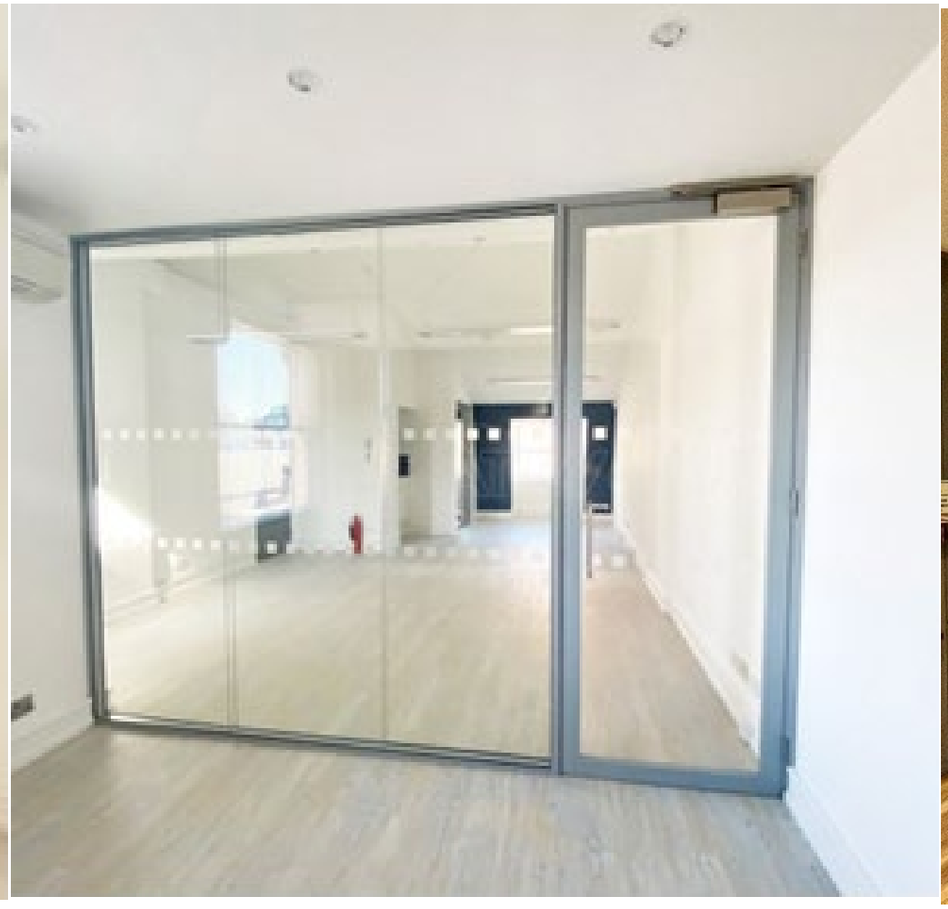
An attribute; a quality that makes an experience open to all

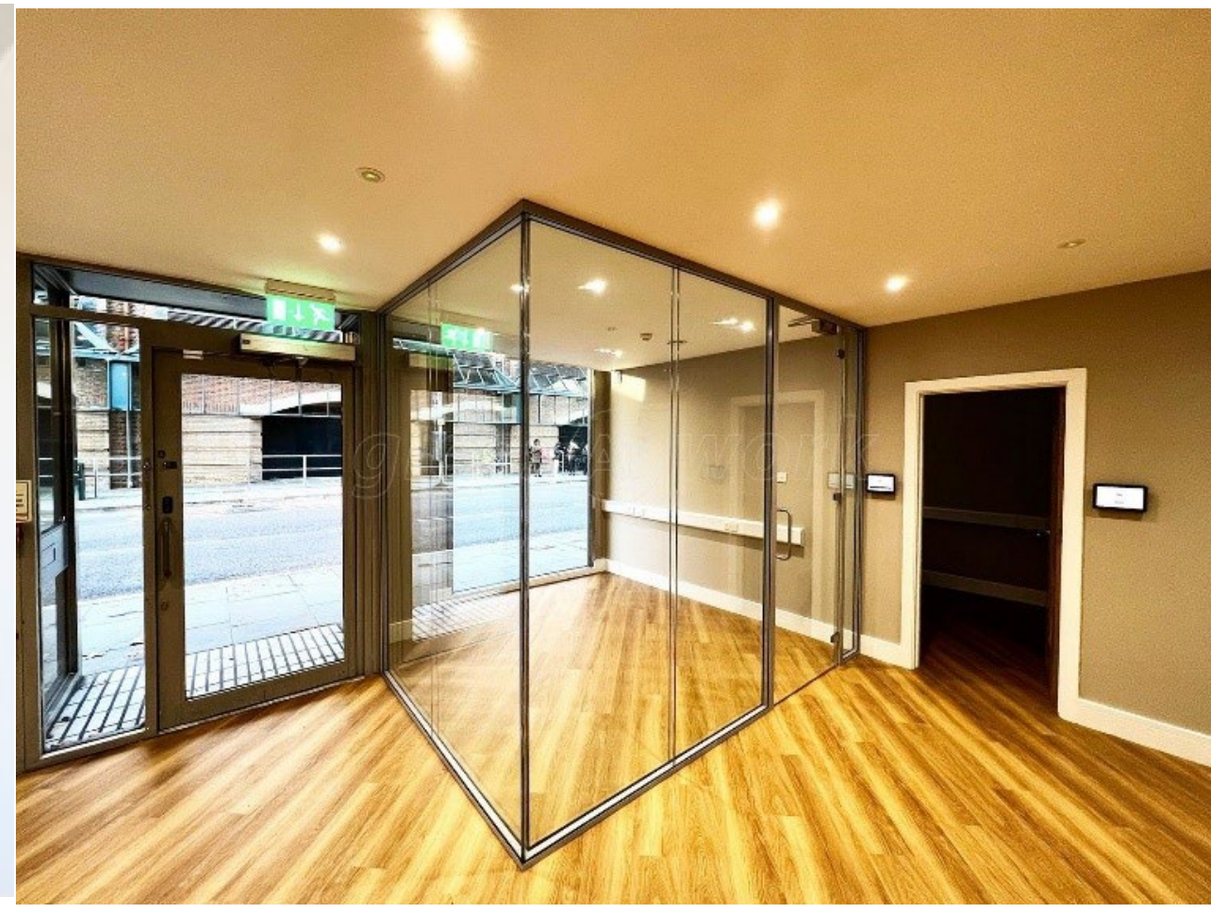
Inclusive design
(verb)

A human-centered design process that embraces diversity

Transitional & Liminal Barriers to Entry and Agency

Transitional & Liminal Barriers to Entry and Agency 2





Physical barriers

Inclusive design benefits everyone

	Touch	See	Hear	Speech	Cognitive
Permanent	One arm	Blind	Deaf	Non-verbal	ADHD/ concentration challenges
Temporary	Arm injury	Cataract	Ear infection	Laryngitis	Fatigue/ depression
Situational	Carrying something	Sun on screen	Noisy surroundings	Heavy accent	Office culture

Lessons learnt

IDEA Design Canvas

User persona

Persona's journey

Notes

Persona's capabilities

Persona's needs

Design requirements

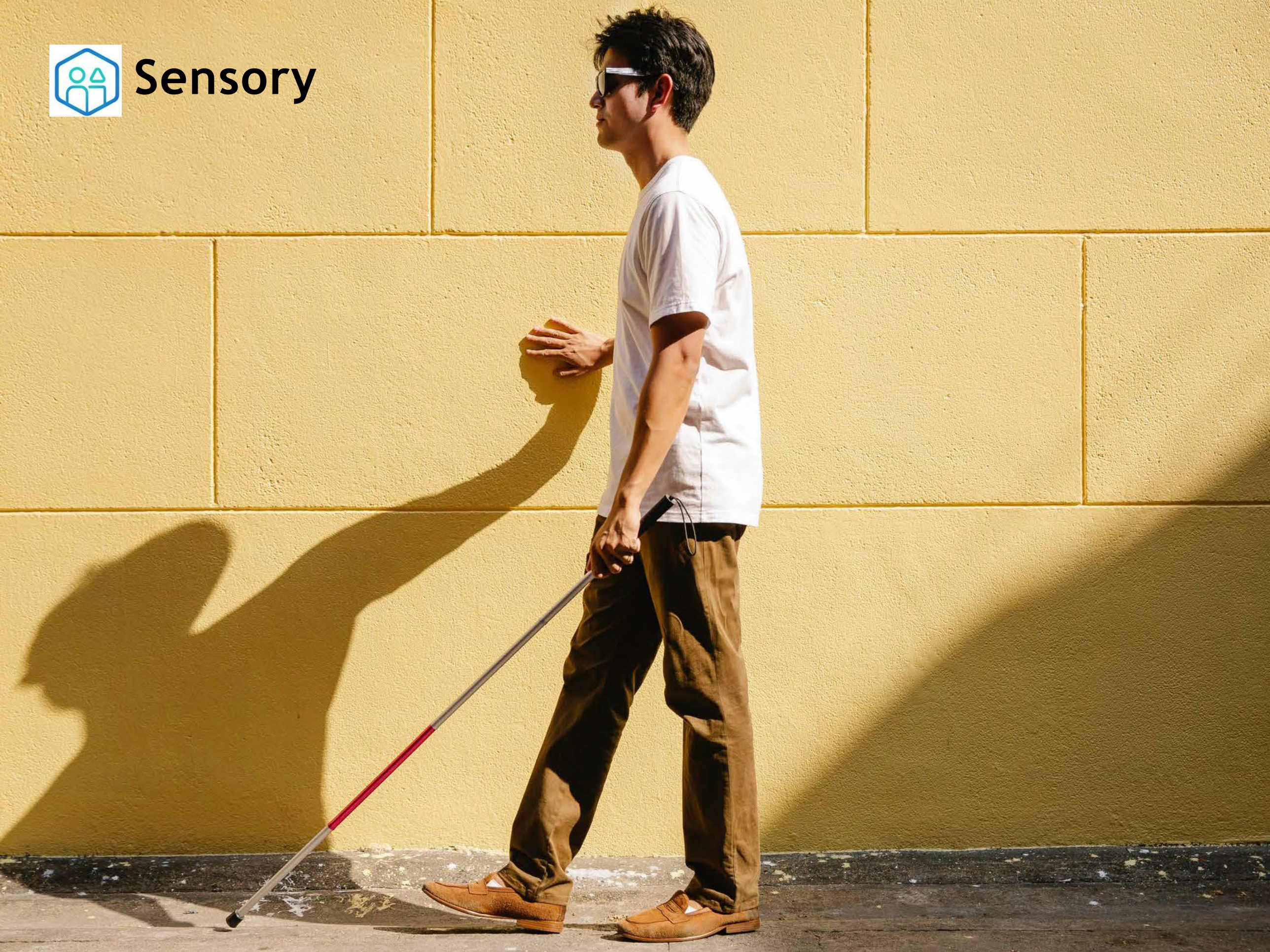
UNIVERSITY OF CAMBRIDGE

*M. Zallio, P. J. Clarkson, (2022), The Inclusive Design Canvas. A strategic design template for architectural design professionals. International Design Conference - Design 2022. https://doi.org/10.1017/dsd.2022.000

CC BY-SA 4.0
Matteo Zallio

Physical

Sensory



Cognitive

Inclusive Design Canvas

User Persona Describe the user persona	Persona's journey Describe the persona's journey, considering key tasks and associated demands	Notes
Persona's capabilities Are descriptors that influence the ability for a persona to perform tasks within a built environment	**Persona's needs** Are descriptors, given persona's capabilities, to perform tasks within a built environment	**Design requirements** Are descriptors of design actions required to ensure the built environment meets the persona's needs
Physical capabilities Describe the persona's physical capabilities *E.g., mobility, stamina, agility, balance, etc.*	**Physical needs** Describe the persona's physical needs by focusing on the descriptors from the persona's journey and physical capabilities *E.g., "User needs to ..... to achieve ....."*	**Physical requirements** Describe the key inputs for the design of the built environment by referring to the persona's journey, capabilities and needs *E.g., "Ensure the entrance is ..... to include ....."*
Sensory capabilities Describe the persona's sensory capabilities *E.g., vision, touch, smell, taste, hearing, vestibular, etc.*	**Sensory needs** Describe the persona's sensory needs by focusing on the descriptors from the persona's journey and sensory capabilities *E.g., "User needs to ..... to achieve ....."*	**Sensory requirements** Describe the key inputs for the design of the built environment by referring to the persona's journey, capabilities and needs *E.g., "Ensure the room colors are ..... to include ....."*
Cognitive capabilities Describe the persona's cognitive capabilities *E.g., think, learn, understand, question, etc.*	**Cognitive needs** Describe the persona's cognitive needs by focusing on the descriptors from the persona's journey and cognitive capabilities *E.g., "User needs to ..... to achieve ....."*	**Cognitive requirements** Describe the key inputs for the design of the built environment by referring to the persona's journey, capabilities and needs *E.g., "Ensure the space is ..... to include ....."*

The Inclusive Design Canvas is a strategic design template that offers an educational springboard for architectural design professionals to embed inclusive design in the design process.

UNIVERSITY OF CAMBRIDGE

Gift from us

IDEA Canvas to brainstorm user persona’s

Some ideas:
Examine processes and practices.
Coaching and training for internal team members (create a culture of care, empathy and understanding)
Reach out to Inclusive consultants and champions including ERG’s and affinity groups.
Consider the Hidden Disabilities sunflower lanyard scheme
Consider the IDEA canvas
Familiarise yourself with WELL Equity rating & PAS6463

Call to action

For neurodivergent and neurodegenerative individuals:
Learn how you work, play, live best. Be kind to yourself.
Learn to communicate to others how you work, play, live best

For all:
Be patient with others (and aware of unconscious bias)
Champion an inclusive environment
Respect and listen
Consider sensory issues and mapping to the environment
See through the lens of others, learn their language, we all present and process information differently
Collaborate for consistency in approach (use different methods of collaboration).
‘Nothing about us without us.’
Test and learn. Adjust if necessary.

Reframing design

Questions- Get in touch

gillian@strawberryleopardltd.com

Confidentiality & IP

Information attached is designated as confidential including information which relates to the business, properties, assets, trading practices, services, audits, know-how, personnel, and customers

The Supplier retains “Intellectual Property Rights” means patents, copyright and related rights, moral rights, trademarks and service marks, goodwill and the right to sue for passing off rights to use, and protect the confidentiality of, confidential information (including know-how and trade secrets) and all other intellectual property rights, in each case whether registered or unregistered

EXCEPT the Inclusive Design Canvas this is designated open source and it’s use is encouraged as a co-creation tool for physical, cognitive and sensory design.