

**Design Directions 2007/08**

An innovative programme of awards

**RS&A**

## Schedule

Dates for submission of Entry Forms/Fees and Work

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### **Thursday 22 November 2007**

**Deadline for Entry Form(s)/fee(s) for all projects**

(except for the Adding Value project: deadline for Entry Forms/Fees for this project only is Friday 7 March 2008)

Entry Forms/Fees should be sent under separate cover – **not** with your entry – to:  
RSA Design Directions Registrations  
8 John Adam Street  
London WC2N 6EZ  
UK

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### **Monday 19 November – Friday 14 December 2007**

**Submission period for all project entries**

(except for the Adding Value project: deadline for Entry Forms/Fees for this project only is Friday 7 March 2008)

Entries will be accepted at **Brooks Transport Services Ltd** on any weekday within the dates stated between 08:00-18:00, excluding weekends and bank holidays. Entries arriving after 18:00 on 14 December 2007 will not be accepted

**Please remember that entries (except the digital submissions for the *Sandals and Inclusive Worlds* projects\*) should be sent or delivered to:**

Brooks Transport Services Ltd  
Unit 2/15  
Second Avenue  
Bluebridge Industrial Estate  
Halstead  
Essex CO9 2SU  
UK

**All entry forms/fees should be sent or delivered to:**

RSA Design Directions Registrations  
8 John Adam Street  
London WC2N 6EZ  
UK

\**Sandals* and *Inclusive Worlds* digital submissions should be sent or delivered to: RSA Design Directions *Sandals/Inclusive Worlds* (delete as appropriate), 8 John Adam Street, London WC2N 6EZ, UK. The full competition entry (ie flat work etc) should be sent to Brooks in the normal way

## Inclusive worlds

Creating an inclusively designed world

### Introduction

People of all ages and abilities will require much greater access to usable products, interfaces, environments and services if we are to attain a more inclusive society. The challenge is to make these more desirable, easier and more enjoyable to use, and more mainstream through innovative and thought-provoking design. Designing from the perspective of an enhanced user experience is a skill requiring insight and empathy, while interpreting needs and aspirations requires an understanding of personal circumstances and social contexts. Emerging technology gives us the opportunity to rethink products and services currently not responsive or adaptive enough to the broad spectrum of people's real needs and capabilities.

### The Challenges

There are huge opportunities for exciting developments which will require detailed people-centred design to ensure inclusion of, and access and participation by all. Many areas in our society require a radical rethink to allow all individuals to live fuller, more socially integrated, yet independent lives. These areas encompass our homes, mobility, working and learning environments, personal clothing, and our social and recreational activities.

We need to rethink products and services from a fresh perspective, making them friendlier and more workable, and need to apply technologies in such a way as to remove stigma and exclusion.

How can we make products and services more inclusive and future-proof, accommodating changing needs across the whole lifespan, and also make them more adaptable to allow us to interact better not just with technology, but also between ourselves?

Here are some of the potential opportunities for an inclusive approach that you may wish to consider when defining the specific area you want to address:

### Cross-generational communication

- could we find ways through design of bringing older and younger people together for instance?
- what types of interface and features would mobile

devices for children require which would also appeal to their parents/grandparents?

- could we find interesting ways to motivate people and encourage them to interact, thus increasing activity and exercise across all age groups?

### Healthcare and well-being

- could we transform our perception of healthcare services through designs for safe forms of telemedicine and self-medication in the home?
- what new ideas could we bring to the application of sensor, monitoring, and other technologies for the design of 'smart' clothing which is also stylish and non-stigmatising?
- what should an ideal hospital bed-station comprise, for either a child, adult or an older person? It would perhaps need to accommodate their lighting, storage, security, and media requirements. Bear in mind also the needs of medical and other support staff who will need to access the patient and any services in the vicinity of the bed, so this should also be taken into consideration when developing ideas and solutions.

### Living and working

- could personal communication or navigation devices with user-friendly interfaces provide greater autonomy and independence, and bring safer and more flexible approaches to independent home living over the lifespan?
- could innovative tools, designs and spaces encourage social networking, ideas for new types of services, or could they extend the ability to work through better deployment of experience, skills and expertise?
- what are the unresolved issues of kitchen and bathroom designs for the daily living routines of older people, or those being rehabilitated back into the community, bearing in mind that these too should be inclusive for other members of the family
- how can different aspects of our built environment (homes, public buildings, museums and galleries, hospitals and doctor's surgeries, schools, bus shelters etc) be rethought in order to contribute to the broader benefit of all? Could greater accessibility be achieved through the better design of signage systems, website information and other facilities to make the environment easier to use and enjoy by everyone – including those with disabilities or for whom English is not a first language?

## Process

Trusts, charities and agencies representing groups in society with particular needs are often a good starting point for research, as they will have a broad overview through their in-depth involvement with and advocacy for these groups and be acutely aware of the issues and problems of their constituents, for which an innovative design solution may be of value. It will be important to capitalise on the opportunity for designing using interaction with possible users, and being receptive to their suggestions for new or improved design. The jury consider it essential that your proposal evolves as a result of a creative process of action-research and a design development process involving users, ideally from the early research stages and throughout the process, together with appropriate specialist expertise from outside the design field. Your aim should be to gain an understanding of what leads to exclusion, what people need, what captures their imagination, what could stimulate them into action, what might increase their sociability, motivation and independence, and what would encourage activity, and help attain their personal goals resulting in an enhanced quality of life.

## User research

Insight and understanding of those for whom you are designing can be obtained in many ways, e.g. by encouraging users to keep written diaries or to take simple photographic recordings of what enhances or impedes the quality of their daily lives, or by shadowing them through the patterns of their daily activities. Your research should clearly present and communicate the following:

- 1 a clear statement of the problem and how you identified it,
- 2 which users you have consulted, how you conducted the research, and how it helped you understand the issues,
- 3 how you have maintained contact with users during the development process, how users have evaluated your concept, and the benefit they could derive from your design,
- 4 evidence of working with other disciplines as part of your research and development - e.g. for materials or technology research, or consulting a clinician in the case of medical conditions.

## Development

The judges are interested in what led to the inspiration, evolution and development of ideas, and also your ability as a designer to sketch-draw and evolve concepts.

## Scenarios

Develop visualisations and scenarios-of-use through storyboards derived from observation and discussion with end-users, embodying market/lifestyle/styling considerations. An understanding of social and lifestyle trends and how your product concept will fit in with imagined future living, working and/or leisure scenarios, will also be important.

## Detail

Judges will seek evidence of your ability to resolve a design concept, through detailed presentation drawings which illustrate aesthetics, ergonomics and human factors, understanding and description of technology, materials used, some consideration of manufacturing processes, with a rationale for a final price point.

## Evaluation

State clearly how your proposal improves on existing designs, and the criteria that were used by the end-users and yourself in its evaluation. Include photos of models or prototypes in use if relevant.

## Format of submissions

### Submission of entries

To facilitate the judging of this project, entries must be submitted as flat work and in digital format (see Schedule) as follows:

### Flatwork submission

Your flat work submission, to be sent to Brooks Transport in Halstead, Essex (see Schedule), must include:

- 1 a single A4 overview sheet (typewritten, sans serif, 14pt), stating:
  - the title of the design,
  - the design issue,
  - how you identified it, and
  - what your design delivers for the end user
- 2 a report to describe:
  - the initial research and development with users, which other agencies or disciplines you have approached for collaboration or information,
  - your research into relevant technologies (if appropriate), and,
  - evidence of the evaluation of your design
- 3 a maximum of 5 boards, size A3 showing:
  - research recording existing scenarios or problems
  - evolution and development of ideas
  - engagement of users in the design process
  - envisioned scenarios of use
  - the final product or service in detail
- 4 at least one, but no more than 3 sketchbooks

## Digital submission

The digital submission, to be sent to the RSA in London (see Schedule), should be presented on CD, with an RSA label attached, in one of the following formats: PDF, PowerPoint, or as a folder containing JPEG/Word files, and must be sent separately from your flatwork to the RSA in London (see Schedule). Your digital submission must include:

A a short summary report detailing briefly:

- the problem you addressed
- your consultation with users and how this influenced the project
- details of your collaboration/consultation with other disciplines
- a description of the final design and how the intended users benefit

B images (max. 3) of the final design

C images of two development boards

All aspects of your entries should be checked for a high quality of presentation including attention to spelling. All work should carry an RSA label on the back; do not submit work in plastic sleeves or on foam board, metal, wood or Perspex, or in boxes; these requirements are in the interests of students to ensure the safety of their work whilst in storage and transit, and to ensure that it can be displayed for judging.

## Information and resources

As part of your research, you will be expected to have consulted the new online resource dedicated to inclusive design which has been produced by a consortium of organisations including BT/Sagentia (see under Awards – BT Award). This toolkit has been developed to support designers and those involved in product development, as well as providing a general guide to inclusive design for businesses. It provides information about what inclusive design is and why it is important, it explores how inclusive design fits into the design process, explains tools and techniques, gives details about user capabilities and provides online simulators and an exclusion calculator to estimate market size.

[www.inclusivedesigntoolkit.com](http://www.inclusivedesigntoolkit.com)