

Inclusive vs. Exclusive Design

Inclusive Design

The ideal product is one that meets everyone's needs. Although in many cases this would be an unrealistic goal, designers should design products that include the needs of lots of different users, so including as many types of customer as possible. Inclusive Design can be applied through the application of **ergonomics** and **anthropometric data** in products such as car seats and chairs.

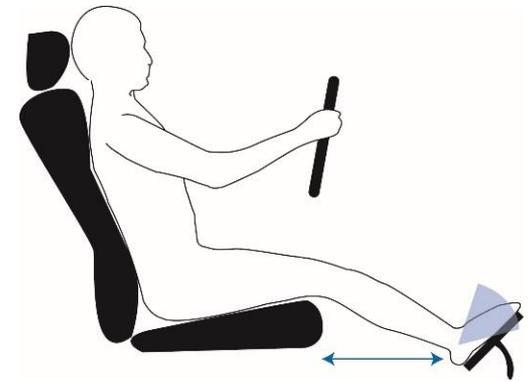
Products designed to fit a wide range of people as we all come in a variety of heights and sizes. Such as ***mobile phones.***

Exclusive Design

Everyone is different but in Product Design we often put people into groups where we use stereotypes to identify our target markets. This helps designers, manufacturers and retailers in the design and sale of a product.

Products designed to fit a particular client or particular user group. Such as ***left handed scissors.***

Ergonomics:



Ergonomics concerns the **interaction between the human body and products**, systems or environments.

Product designers are particularly concerned with making products that are easy to use.

How does ergonomics influence design?

- ✓ **Colour are really important consideration when designing: on/off switches, emergency stop buttons, car dashboard warning lights.**
- ✓ **Lighting is important when designing sat nav screens for use at night, TV or PC backlight settings or sensors, workplaces/workstations at work**
- ✓ **Sound is important as high levels of sound can be uncomfortable when using a product but being able to hear your car engine is useful. Warning sounds in lifts or buildings, sat nav audio instructions, in car warning systems.**
- ✓ **Comfort can be to do with the materials used, temperatures within a workspace (a/c), layout of a kitchen or computer workstation, shaping of products to fit the body – pens, chairs etc.**

Anthropometrics

Measurements of the human body, used to inform design ideas.

Anthropometric data or information can be really useful when designing a product but it can also be a problem. Imagine if I changed all the doorways in a hospital to the same height as the average person – no tall person would be able to enter (exclusive design).

To avoid this problem of always seeking averages we create the cumulative graph shown right >.

We design a product to meet the needs of people who fall between the 5th and 95th percentile not usually below or above these. If you were designing a door way you would design it for at least the 95th percentile but not the really tall people above that, as the cost would increase a lot but the number of clients that tall is negligible. This makes a door way inclusive because the majority of people can pass through it.



Fingertip measurement = size of buttons

Palm measurement = width of phone

