# Designing for diversity and inclusive design

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| Inclusive design is often confused with simply designing for people with disabilities but it is much more than this: quite simply, it’s about designing for people – regardless of who they are. It’s a philosophy that encourages us to consider how size, shape, age, gender, sexuality, ethnicity, education levels, income, spoken languages, culture & customs, and even diets shape the way we interact with the world and the products and services that inhabit it. More importantly, it’s about designing products and services in light of this understanding.  The ethical case for inclusive design is easy to understand. Most of us want to live in a world where we all have an equal chance of engaging with society, participating in different activities, living independently. But it’s a philosophy that also makes great business sense, and one that is embraced by some of the world’s leading companies to develop a larger customer base, improve customer satisfaction, reduce returns & servicing, increase brand reputation, and improve staff morale.  The presentation will discuss the important of inclusive design. A wide range of tools and techniques for physical and digital design will be discussed to ensure that informed trade-offs can be made throughout the design process. |