

What is Universal Design?

- “The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. ”
- (Ronald L. Mace, 1988)



Universal Design...

- Emphasises that the demands of *all* users are to be valued on equal terms.
- Is the process of imbedding choice for all people in the things we design.



Principles of Universal Design



- Simple and intuitive;
- Equitable;
- Flexible;
- Low physical effort;
- Appropriate size & space;
- Perceptible information;
- Tolerance for error.



Universal Design in Practice



- Low floor buses - a prime example of design for equitable use;

- Easier for everyone;
- Faster boarding and alighting;
- Increased patronage;
- Biggest increases from people with small children!



Universal Design and Innovation

- “The idea that environments can support human function is not new to designers. But, the perception that design can enable one’s abilities and participation in society is something relatively new from a consumer perspective.”

Edward Steinfeld (2008)



Key Topics

- What are the goals of universal design in transportation?
- What innovative approaches – both political and practical - can be developed to bring universal design into the mainstream of urban planning and transport operation?
- Are there innovative technological applications that could facilitate the uptake of universal design?
- How can end users (people with disabilities) be engaged most effectively in the design process?
- Where universal design principals have been applied, what tangible differences can be identified?
- What does it take to make universal design work effectively in both developing and developed countries?

