

# Design for All



Center for Inclusive Design and Environmental Access  
University at Buffalo, State University of New York

## **Chairman's Desk:**



***Dr. Sunil Bhatia***

**It is great honor for Design For All Institute of India that year ending publication of the seventh year special issue is with Center for Inclusive Design and Environmental Access, School of Architecture and Planning University at Buffalo, State University of New York and responsibility of Guest Editor is on Director Prof Edward Steinfeld, Arch. D., AIA. He is living legend and has been decorated with national and international prestigious awards in the area of design and our team salutes his contributions. His biggest role is as teacher where he is shaping the future by preparing students to work as civilized citizens of the world and biggest contribution we consider is as team members of formulation of principle of universal design and help in laying the foundation of universal design. When some designer from some part of the world wishes to apply the concept of universal design, he simply relies on universal design principle without any question or iota of doubts. Once he uses and enjoys its benefits he gets interested in different works by different persons and they realize the role of Prof Edward Steinfeld and his marvelous contribution is not comparable with anyone.**

**'Is universal design idea limited to basic principle and failing in moving to next level?' It started with noble concept but reason unknown it is confined to academicians and professionals are treating this subject as untouchable. Why designers are not using these concepts while designing the products/services? Is this noble concept victim of conflict of geographical areas for proving superiority with Design for All/ Accessibility/ Barrier free / Inclusive or certain associations who are engage in concept of universal design feels it is their birth right to entertain those person fall on line set by them otherwise made him outcaste? Is it right approach to make this world worth living? We should forget our personal differences and work selflessly for social concept of popularizing universal design.**

**Our attempts are to unite everyone and anyone's intention is to help our social movement should get proper platform to express their ideas. Whatever we may call but our central idea is how to rope everyone with design, avoid balkanization in the society, control the greed of an individual and it should enhance values in the society. We are simply facilitating and encouraging those wish to make this world better.**

**Year 2012 was overall excellent except one minor incident that hurts most for no fault of ours and they tried to derail our social movement by using financial power by appeasing a few select persons. Other side we are no match with their financial capability but our sincerity is the biggest assets and has paid the dividends in managing in controlling the damage. We are thankful to all our patronage those have expressed their solidarity and stand like strong wall to meet any eventuality caused by that incidence and once again made us world class publication with widest readers from**

every walk of life and admire by academicians as well as professionals. Every year has ups & downs and how can we be exception. We have experienced the same but in our case it was more in happier side than rueful.

I wish to share a great news that we have declared year 2013 as 'A year 2013 dedicated to young designers' and we have invited students of various institutes to publish our monthly special issue and select one of the student as the guest editor . I am glad to inform you that we have received overwhelming response and we are almost booked for entire year by various institutes from world over. The way people have expressed their confidence in our true international publication it has touched our hearts and we promise our esteemed readers that we would disseminate the information free of cost because it suits our philosophy. Reason is , we believe we are living in modern world but our hearts still belong to ancient school of thoughts where no one was owner of any information and where everyone was working toward homogenous gradual progress collectively and no one was untouched with the benefits & left behind because of technological advancement in any part of the world. Every civilization was almost similar and their thought processes were uniform. Nature of problems were identical so the solutions. No one was experiencing imbalance what we are witnessing in modern world. Copyright, patent and trademark etc. appear to us as hurdle for real growth of mankind. These words have come to the existence as by product of development of commercial mind set up and took away human nature of sharing and caring. We should all work for regenerating the old world of sharing of thoughts, pain, sorrow, grief along with happiness. Sharing, caring along with creativity should be real mantra of modern citizens for

**progress of the society and mankind. Crucified Jesus reminds us the ultimate human sufferings for mankind and ringing bell of Santa Claus tells coming from horizon tells us 'solutions are at horizon and can be realized by sharing and caring.'**

***Wishing everyone a Merry Christmas and prosperous New Year 2013***

***With regards***

***Dr. Sunil Bhatia***

***Design For All Institute of India***

***[www.designforall.in](http://www.designforall.in)***

***[dr\\_subha@yahoo.com](mailto:dr_subha@yahoo.com)***

## **A year 2013 dedicated to young designers**

### **January 2013 Vol-8 No-1**

**Dr. Martina Keitsch, Associate Professor of Department of Product Design, Faculty of Engineering Science and Technology Norwegian University of Science and Technology will supervise to bring out special issue with students of undergraduate/ post graduate and Guest Editor will be Jonas Asheim and Anders Kjøllesdal**



### **February 2013 Vol-8 No-2**

**Assistant Professor Dr Gaurav Rehaja of IIT- Roorkee will supervise this special issue**



### **March 2013 Vol-8 No-3**

**Dr. Debkumar Chakrabarti, PhD. Professor and Head Department of Design, INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI, IIT Assam, INDIA will supervise works of his students of undergraduate/ post graduate and Guest Editor will be Aditya Ponnada, a fourth year student of Bachelor of Design program.**



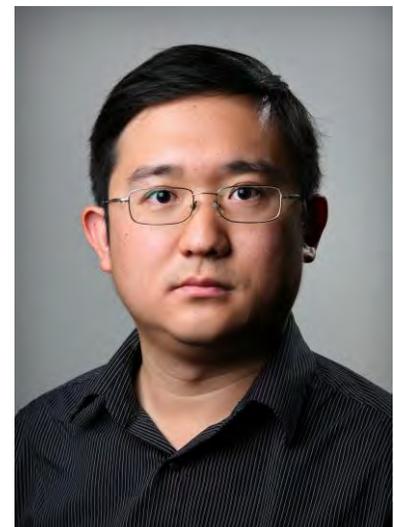
## **April 2013 Vol-8 No-4**

**Professor Rachna Khare, PhD (Architecture-Fulbright Scholar), Coordinator Doctoral Programme , Center for Human Centric Research (CHCR) School of Planning and Architecture Sports Complex, MANIT Campus, Bhopal, Madhya Pradesh (M.P.), INDIA will supervise her students to bring out special issue. Mr. Piyush Verma and Ms .Deepshikha Sinha will be the Guest Editor.**



## **May 2013 Vol-8 No-5**

**Dr. Kenneth Joh is an Assistant Professor in the Department of Landscape Architecture and Urban Planning at Texas A&M University, Program Coordinator of the Graduate Certificate Program in Transportation Planning, and an Assistant Research Scientist at the Texas Transportation Institute. He will be the Guest Editor of this special issue**



## **July 2013 Vol-8 No-7**

**Christian Guellerin is president of Cumulus, the International Association of Universities and Schools of Design, Art and Media since 2007. The organization counts 178 establishments in 44 countries. He is also the executive director of the Ecole de**



**design Nantes Atlantique, which trains professionals to create and innovate for socio-economic development, with an interface between technology, economics, and the sciences. Today they're expanding to China and India. He writes on design and pedagogy. He will act as philosopher & guide for this special issue and students of different streams will participate in this special issue.**

## **August 2013 Vol-8 No-8**

**Dr. Antika Sawadsri PhD in Architecture, Planning and Landscape University of Newcastle upon Tyne, UK. Lecturer, School of Interior-Architectural Design (2004-present) Faculty of Architecture King Mongkut's Institute of Technology Ladkrabang (KMITL) Thailand will supervise this special issue of student designers.**



## **September 2013 Vol-8 No-9**

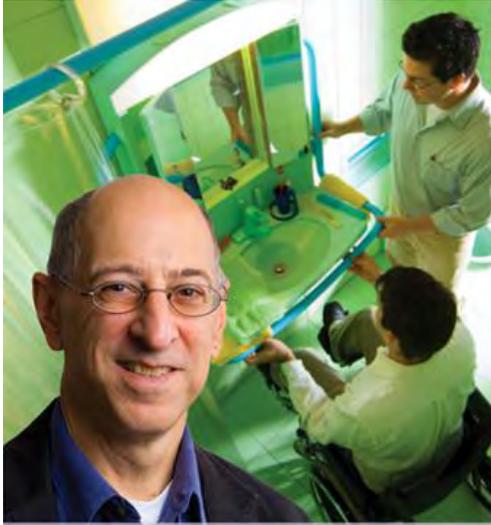
**"Inclusive Tourism: international perspectives, accessibility and inclusion in the Brazilian tourism" is topic suggested by Prof Regina Cohen Pro-Access Group - Federal University of Rio de Janeiro and she will be Guest Editor.**



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*Other regular features*



***Prof Edward Steinfeld, ArchD, AIA  
The Center for Inclusive Design and Environmental Access (IDeA  
Center)  
University at Buffalo,  
State University of New York, USA***

**The Center for Inclusive Design and Environmental Access  
(IDeA Center)  
University at Buffalo, State University of New York**

Edward Steinfeld, ArchD, AIA  
*Editor*

Edward Steinfeld, ArchD, AIA is a registered architect and gerontologist. At the University at Buffalo (UB), he is a Professor of Architecture and Director of the IDeA Center. Dr. Steinfeld is Co-Director of the RERC on Universal Design in the Built Environment and the RERC on Accessible Public Transportation, two centers of excellence funded by the U.S. National Institute of Disability and Rehabilitation Research. He serves on the Board of Directors of the Global Universal Design Commission, Inc. and RESNA. He is on the Board of Advisors for the Disability Studies Center at UB. He has over 100 publications and 3 patents. Many of his publications are considered key references in the fields of accessible and universal design; he was a co-author of the seven Principles of Universal Design and the primary author of Universal Design: Creating an Inclusive Environment. He is internationally known for his research and has travelled widely to lecture in many countries. Among many other awards, he received a Distinguished Professor Award from the Association of Collegiate Schools of Architecture, the University at Buffalo's annual Presidential Award for Faculty Excellence, and the rank of Distinguished SUNY Professor, the highest rank for faculty in the SUNY system. He is a frequent consultant to federal and state agencies, building owners and attorneys, and has designed several buildings that are home to many people with severe disabilities.

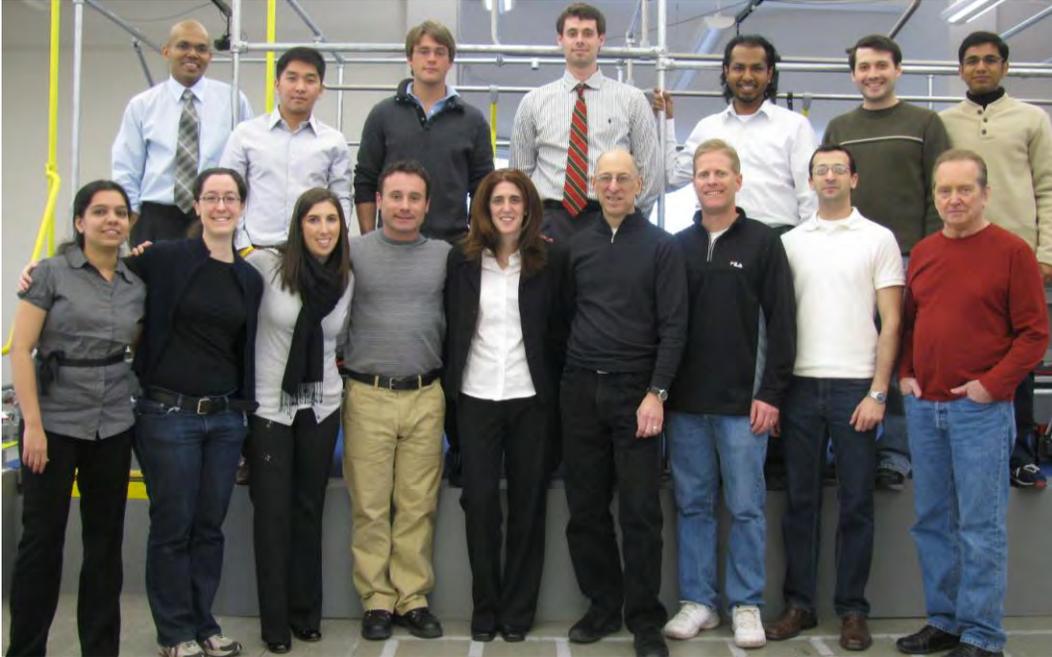


Photo of IDEa Staff 2010 (L to R): Top row: Clive D'Souza, Alex Kwa, David Schoell, Michael Grimble, Heamchand Subryan, Jonathan White, Piyush Bareria. Bottom row: Uma Damle, Caroline Joseph, Jordana Maisel, Victor Paquet, Danise Levine, Edward Steinfeld, James Lenker, Mahiyar Nasarwanji, Scott Danford. Beth Tauke, Sue Weidemann and Korydon Smith (not shown)

## Introduction

In this issue of the Design for All Newsletter, we will provide an overview of activities of the Center for Inclusive Design and Environmental Access, or IDEa Center, for short. The IDEa Center is one of the leading centers for research and practice on universal design in the world. It has been in existence for almost 30 years and the range and depth of our work is extensive. We selected a representative set of projects to describe here but there was a lot more that could be included. We decided to take a different approach to assembling this issue. We have included short abstracts of different projects and activities with hyperlinks provided to online resources with more in-depth information. This makes it possible for the reader to get an overview easily and obtain more information on the topics of interest. We hope that you enjoy learning about our activities and that it will give you some ideas for projects of your own. We are happy to correspond with any interested reader. We have an E-Newsletter to

periodically update interested people on new activities at the Center and other places. You can subscribe to the E-Newsletter at our website: <http://www.ap.buffalo.edu/idea/>. We also operate a Facebook page to provide more timely information to our “friends.” Search for the “Center for Inclusive Design and Environmental Access.” Finally, we have hosted many visitors from all over the world. If you want to visit, please contact us early in your trip planning so we can be sure someone is available when you want to come. Moreover, we usually have space to host visiting scholars for longer stays, although that usually takes some extensive planning.

## Introducing the IDeA Center



The Center currently has four full time research associates, seven associated faculty, and many post docs and graduate student assistants. We collaborate with 4-5 other organizations at any one time and have several industry partnerships. We are working on projects throughout the U.S. and Canada. Our activities include laboratory and field research, product development and design, architecture and planning, advocacy, technical consultation, publication development and dissemination, and professional education, both within the university and continuing education. Unlike many academic research centers, we believe in bridging the gaps between theory, research, and practice. Each is important and each activity informs the other.

The IDeA center was founded in 1984. The Center's initial activities were focused on sponsored research related to accessibility codes and standards. We continue to do work on this topic for the U.S. Access Board and other sponsors. The Center has always been an interdisciplinary endeavor. Early staff members included Marcia Feuerstein, an architect and occupational therapist, who is now a professor at Virginia Tech University. We collaborated on many projects with the Center on Assistive Technology, headed by William Mann, who is now at the University of Florida. In the early '90's Scott Danford, an environmental psychologist and associate professor of architecture, and Abir Mullick, an

industrial designer and associate professor of architecture, joined us as project directors. Scott is now retired and Abir is a professor at Georgia Tech. Scott Shea, initially a graduate research assistant who later became a full-time research associate, started our initiative on home modifications design in the mid 1990's. Scott later moved to Denver to enter architectural practice, eventually went to law school, and is now an attorney in Denver. Danise Levine, an architect, joined the Center in the late 1990's. She expanded our activities in home modifications services. She also directs other technical services including a growing initiative in accessibility audits and the design of custom houses. Danise directs many projects and is the Assistant Director of the IDeA Center.

In 1999 we received the first of three successive five-year grants for the Rehabilitation Engineering Research Center on Universal Design in the Built Environment (RERC-UD). Funded by the National Center on Disability and Rehabilitation Research, the RERC-UD is the only center of excellence devoted exclusively to universal design in North America. With the first RERC grant, Victor Paquet, associate professor of industrial engineering, an industrial engineer with a specialization in physical ergonomics, joined the Center as a project director leading our anthropometry research team. In 2002 Jordana Maisel, an urban planner, joined us as a graduate assistant. Upon graduation, she became a full-time staff member and now is Director of Outreach and Policy Analysis. She works on housing and streetscape issues and is also co-director of the RERC-UD. The first RERC-UD grant also marked the IDeA Center's collaboration with Eleanor Smith and [Concrete Change](#), an international network whose goal is to make all new homes visitable.

In the second cycle of our RERC-UD, starting in 2005, James Lenker, associate professor of rehabilitation science, joined our team to work on product evaluation research. Jim is a rehabilitation engineer, occupational therapist, and human factors researcher. Another architecture faculty member, Beth Tauke, a designer with specialties in graphic design and design education, joined us to work on education projects. She is now also working on demonstration housing projects. In 2006 Heamchand Subryan joined the Center as a full-time staff member.

Heamchand had worked for the Center for many years as a student assistant and completed a joint master's degree in Architecture and Media Studies. He is in charge of media, including website development and is also working on product development. The second cycle of the RERC-UD also marked the beginning of collaboration with the Toronto Rehabilitation Institute. Geoff Fernie at Toronto Rehab, is a co-director of the RERC-UD and leads the Toronto team which included Alex Mihailidis, Bill McIlroy, and Graham Strong, all leading researchers in rehabilitation technology in their own right.

Jonathan White, an architect, joined the Center in 2009. He assists Danise Levine in providing technical services and also works on post occupancy evaluation research. Last year, Sue Weidemann, an environmental psychologist, retired professor at the University of Illinois and President of BOSTI, a consulting firm based in Buffalo, NY, joined us to help with our post occupancy evaluation research, taking over from Scott Danford who retired two years ago. She is also teaching part time in the Department of Architecture. This summer, Korydon Smith, an architect, joined the Architecture Department from the University of Arkansas as an associate professor. He is co-editor of the Universal Design Handbook and author of two other books. He will be working on educational programs and housing issues.

The work of our students should be recognized as well. There have been so many good students associated with the Center that it is difficult to mention all of them. We have had a succession of great PhD students in Industrial Engineering – Human Factors. Currently, Clive D'Souza, is playing a major role in our anthropometry and transportation research work. Mahiyar Nasarwanji took a leadership role in our product evaluation research and also participated in our anthropometry work. He is now working at Johns Hopkins University at the Armstrong Institute for Patient Safety and Quality. David Feathers, who also did a post doc with the Center, was instrumental in developing our 3-D anthropometry methods. He is now a faculty member of the Department of Design and Environmental Analysis at Cornell University. At Toronto Rehab, Geoff Fernie and

Alex Mihailidis have been assisted by several doctoral students and post docs, including Yue Li, Jen Boger, and Jennifer Hsu.

We have collaborated with many other organizations with interests in universal design. One of the first was participation in the Universal Design Education Project, directed by Elaine Ostroff, founding director of Adaptive Environments (now the Institute for Human Centered Design) in Boston in the early '90's. Other early collaborations included projects with Ron Mace and his colleagues at the Center on Universal Design at North Carolina State University, Jon Sanford and his colleagues at Georgia Tech, and John Salmen at Universal Designers & Consultants, Inc. Currently, besides Toronto Rehab, which merged with the University Health Network to become Toronto Rehab-UHN in 2011, we also have a major collaboration with the Robotics Institute at Carnegie Mellon University (RI). Aaron Steinfeld, a systems scientist at the RI, is an expert in cognitive human factors and transportation, and is the Principal Investigator for the RERC on Accessible Public Transportation (RERC-APT). His colleagues at the RI are Jon Zimmerman, an interaction designer, and Anthony Tomasic, a computer scientist. Several students are on the RI team as well. We also have collaborations with a two leading architecture firms, Duany Plater-Zyberk & Company and Michael Graves Associates, and a homebuilder, New American Homes.

## Selected Research Projects

### **Anthropometry of Wheeled Mobility**

*Edward Steinfeld, Victor Paquet, Clive D'Souza*



Anthropometry is the study of the dimensions and abilities of the human body. The IDeA Center started a major long range program to establish a database on the anthropometry of wheeled mobility in 1999. This program was initiated as part of the Rehabilitation Engineering Research Center on Universal Design at Buffalo funded by the National Institute on Disability and Rehabilitation Research. The U.S. Access Board also began supporting the effort in 2001 and provided funding until the project was completed in 2010. We are now using the data to help the Access Board improve and develop accessibility standards for transportation and medical equipment. Through our current RERC on Universal Design in the Built Environment (RERC-UD) grant, we are also working with a voluntary consensus standards committee, ICC/ANSI A117, to improve accessibility standards used for buildings and facilities. A team of four people at the IDeA Center is using the database and completing targeted analyses in

response to questions that arise during standards development. We are also providing input to federal rule-making in medical device design.

Selected Links:

Steinfeld, E., Paquet, V., D'Souza, C., Joseph, C., & Maisel, J. (2010).

[Anthropometry of Wheeled Mobility Project](#). Final Report prepared for the U.S. Access Board Buffalo, NY: IDeA Center.

<http://www.udeworld.com/anthropometrics.html>

<http://udeworld.com/dissemination/publications.html#head1> .

## Human Factors of Boarding and Disembarking Vehicles

*Victor Paquet, James Lenker, Clive D'Souza, Edward Steinfeld*



The data collected in this project, part of the RERC on Accessible Public Transportation, will be used to develop user requirements for design and evaluation of vehicle features, boarding technologies and products, and design of stops and stations. It will also establish a model for evidence-based practice in this field for the development of policies and standards, design tools, and a demonstration bus to test out new ideas. The demonstration bus is a project that includes several industry partners, including a bus manufacturer, a transit authority, a seating manufacturer, and a ramp manufacturer. The laboratory research has focused on the study of low floor buses. We constructed a full-scale simulated bus in our laboratory and an adjustable short ramp. Using video and a motion analysis system, we studied the safety of different ramp slopes and the impact of bus features on accessibility of interiors, including fare payment systems, wheel-well clearance, entry location, seating configuration, and

securement configuration. This work incorporated a cross disability approach with five different groups. In the field research, also using a cross disability approach, we developed a systematic approach to evaluating transit systems using the concept of Travel Chain and tested it out in Buffalo.

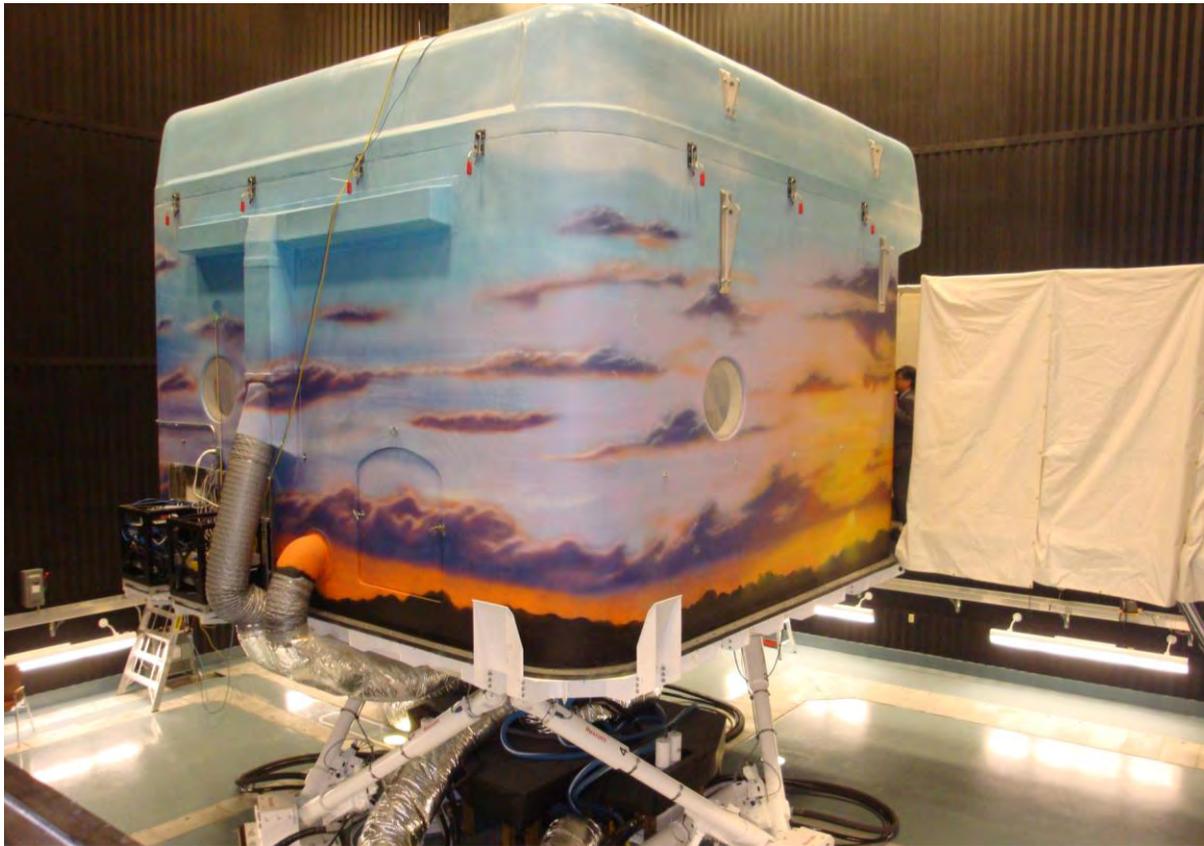
Selected Links:

D'Souza, C., Paquet, V., Lenker, J., Steinfeld, E. & Bareria, P. (2012). [Low-floor bus design preferences of walking aid users during simulated boarding and alighting.](#) *Work: A Journal of Prevention, Assessment and Rehabilitation*, 41(Supplement 1/2012): 4951-4956.

D'Souza, C., Steinfeld, E., Paquet, V., Feathers, D. (2010). [Space requirements for wheeled mobility devices in public transportation: An analysis of clear floor space requirements.](#) *Transportation Research Record: Journal of the Transportation Research Board, Number 2145: National Academy of Science*, 66-71.

## Accessibility of Pedestrian Environments in Cold Weather

Geoff Fernie, Yue Li, Jennifer Hsu



Outdoor environments that are usable in bare ground conditions are not necessarily usable in snow/ice covered conditions. For example, a smooth and even pavement in summer may become unusable in winter due to blocking heaps of snow blocking the path. Therefore, even though all barriers have been eliminated according to accessibility standards, there are still barriers to access remaining in snow/ice conditions that have not been accounted for in standards. Accessibility for the general public and people with disabilities in a year-round perspective needs to be further examined and a guideline for promoting universal winter accessibilities needs to be established. The first phase of this project completed background research to identify conditions that needed to be studied. Currently, laboratory research in the [Challenging Environment Assessment Laboratory \(CEAL\)](#) at Toronto Rehab-UHN is underway to develop better

standards for sloping surfaces for winter use and also designs for improving footwear for winter use.

Selected Links:

Li, Y., and Fernie, G. (2010). [Pedestrian behavior and safety on a two-stage crossing with a center refuge island and the effect of winter weather on pedestrian compliance rate.](#) *Accid. Anal. Prev.*, 42(4): 1156-63.

Li, Y., Hsu, J., and Fernie, G. (2010). [Pedestrian Winter Accessibility.](#) Design Resources. Buffalo, NY: IDeA Center.

Li, Y., Alshaer, H., and Fernie, G. (2009). [Blood pressure and thermal responses to repeated whole body cold exposure: effect of winter clothing.](#) *Eur J App Physiol*, 107: 673-685.

## Product Usability

*James Lenker, Mahiyar Nasarwanji, David Feathers, Victor Paquet*



While there are many available tools and methods to evaluate product usability, few have been tested on user groups with disabilities and even fewer systematically consider universal design principles. This project developed and tested the Rapid Assessment of Product Usability & Universal Design (RAPUUD), a 13-item user-report tool based on the seven principles of universal design. The goal was to create a succinct, psychometrically sound tool that (a) embodies traditional usability principles, as well as UD principles, (b) lends itself to a continuum of consumer products, (c) is amenable to a diversity of user populations, including older adults and persons with disability, (d) differentiates

products having different usability strengths and weaknesses, and (e) reveals product features requiring re-design. Nine pairs of products were evaluated, providing baseline measures of usability for products.

Selected Links:

Lenker, J. A, Nasarwanji, M., & Paquet, V., & Feathers, D. (2011). [A tool for rapid assessment of product usability and universal design: Development and preliminary psychometric testing.](#) *Work: A Journal of Prevention, Assessment & Rehabilitation*, 39: 141-150.

Nasarwanji, M., Paquet, V. L., Feathers, D. J., Lenker, J. A. (2008). [Usability study of a powered lift for wheelchair users.](#) Proceedings of the 52nd Annual Meeting of the Human Factors and Ergonomics Society, 52(11): 719-722. New York, NY: HFES.

## Selected Development Projects

### LIFEHouse™

*Beth Tauke*



LIFEhouse™ is located in Newport Cove, an award-winning, planned community of 67 homes located on 42 waterfront acres along Bluff Lake in northern Illinois' famous Chain O' Lakes. It is the first in a series of universally designed concept houses to result of a collaboration between Susanne Tauke's company, New American Homes Inc., and the IDeA Center. The first project won awards from the Metropolitan Chicago Homebuilders Association and a 2012 Best of 50+ Housing Award from the National Association of Home Builders Housing Council. A unique aspect of the LIFEHouse™ is that it includes a full set of products, material specs, and other features not usually provided with a house plan. The goal is to develop a full line of LIFEHouses.

Selected Links:

[LIFEHouse™ website](#)

## Wounded Warriors Housing

*Danise Levine*



The IDeA Center has contributed to the design of three homes for Wounded Warriors. The first two are at Fort Belvoir, Virginia (photo above). The homes were designed by Michael Graves, Architect. A team of experts provided assistance, including Danise Levine who worked intensively with the architects to develop the floor plans and select universally designed products. She is currently evaluating the homes through interviews with residents and perspective residents. After the evaluation, the IDeA Center will help the sponsor develop designs for 20 more homes at Fort Belvoir for active duty service men and women with disabilities. The third home was a second version of the LIFEhouse™ (see above). This home was donated to a veteran with a disability from the Chicago area.

Selected Links:

[Wounded Warrior Home Project at Fort Belvoir](#)  
[Chicago Media articles on LIFEHouse™](#)

## Multisensory Interactive Model Project

*Steve Landau, Heamchand Subryan, Edward Steinfeld*



This project is an industry partnership with Touch Graphics, a producer of interactive tactile systems. The IDEa Center provided technical assistance to help Touch Graphics develop a new product, multisensory interactive models, or MIMs to enhance wayfinding in buildings and understanding of exhibits. The models provide tactile, visual, and audible information about a campus, building or museum exhibit. Three wayfinding models have been completed and evaluated. The results demonstrate that the MIMs improve understanding of a place by visually impaired individuals and are an effective training aid. The partnership has enabled Touch Graphics to develop a new line of products for universal design application using advanced digital fabrication techniques and modular electronics.

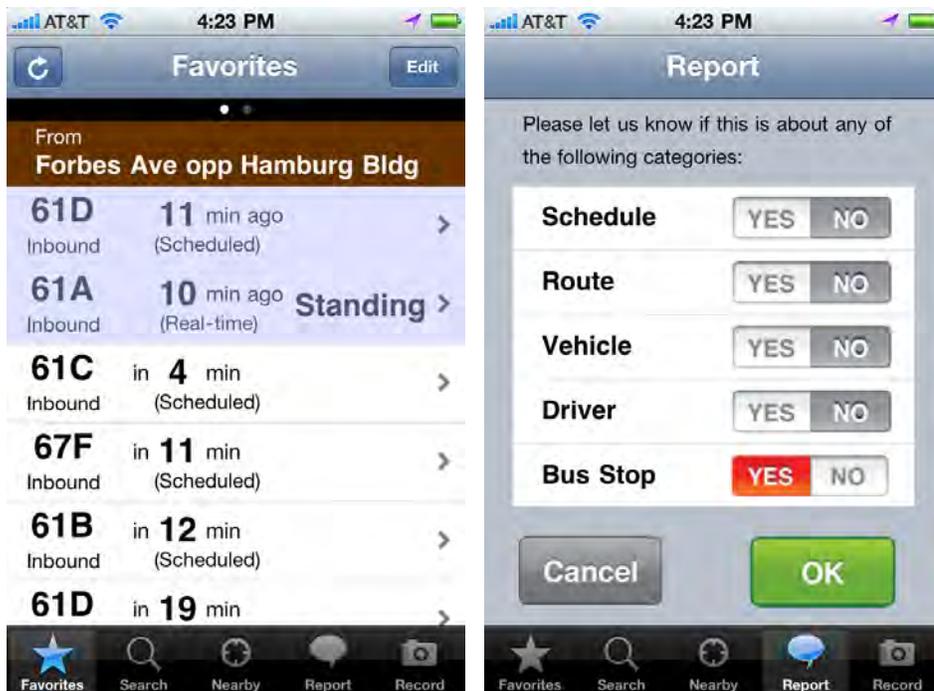
Selected Links:

[Touch Graphics website](#)

Landau, S., and Subryan, H. (2012). [Interactive Multi-sensory Models, Three Case Studies](#), UD 2012 Conference, Oslo, Norway.

## Tiramisu

Aaron Steinfeld, Anthony Tomasic, John Zimmerman, Charlie Garrod, Yun Huang



Tiramisu is a transit information system through which commuters share GPS traces and submit problem reports using a smart phone. A project of the RERC-APT, it was developed using universal design principles to provide people of all abilities a tool for both using transit systems more effectively and also providing a means to report problems they encounter in real time, including accessibility problems. Tiramisu processes incoming traces and generates real-time arrival time predictions for buses. It is also attractive to transit systems since no funding is required to implement it on an urban and regional scale. Tiramisu is now in use in Pittsburgh and Syracuse, with plans underway to expand to other cities. A company has been formed to market the application and a business plan is under development.

Selected Links:

[Tiramisu website](#)

Yoo, D., Zimmerman, J., Steinfeld, A., & Tomasic, A. (2010). [Understanding the space for co-design in riders' interactions with a transit service](#). In Proceedings of the 28th international conference on Human factors in computing systems (CHI '10). ACM, New York, NY, USA, 1797-1806.

Zimmerman, J., Tomasic, A., Garrod, C., Yoo, D., Hiruncharoenvate, C., Aziz, R., Thiruvengadam, N. R., Huang, Y., & Steinfeld, A. (2011). [Field trial of Tiramisu: crowd-sourcing bus arrival times to spur co-design](#). In Proceedings of the 2011 annual conference on Human factors in computing systems (CHI '11).

## Home Modifications

*Danise Levine*



The IDeA Center has offered home modification (or adaptations) design services since the mid '90's. Currently, we now design over 50 projects every year and have completed 500 projects. Funding comes primarily from the State of New York and the clients are mostly households with people who have developmental disabilities in the Western New York region, but we have also done projects in Central New York and the New York City region. The projects include providing lifts and ramps, making bathrooms and kitchens accessible, bedroom and bathroom additions, and home office adaptations. Through the RERC-UD, the Center has research underway on current practices across the U.S. in the field of home modification services and the development of a standardized evaluation method to measure project success.

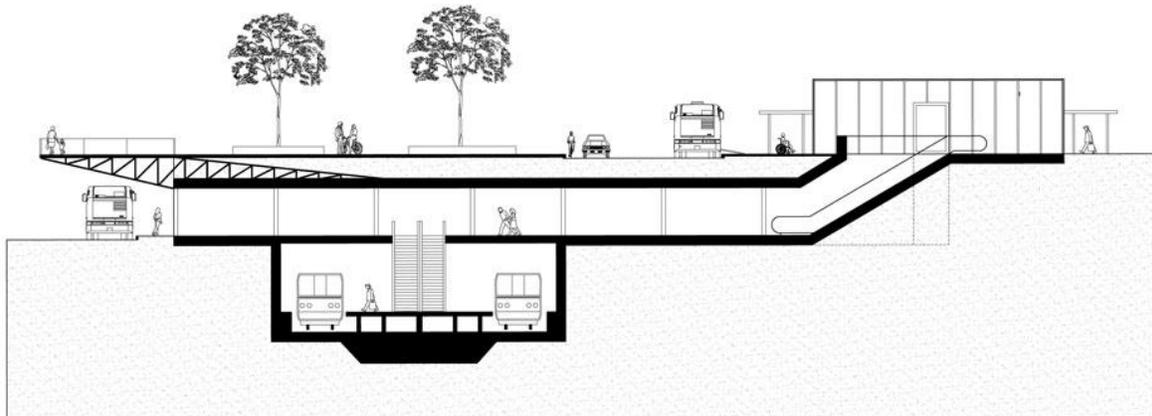
Selected Links:

[Home Modifications website](#)

## Educational Programs

### **Inclusive Design Research Group (IDRG)**

*Edward Steinfeld, Beth Tauke, Korydon Smith, Sue Weidemann, Jordana Maisel*



The IDRG is a graduate level concentration in universal design in the Masters of Architecture program at the University at Buffalo. It is the only such program in North America and the first in the world. Recently, a second degree for a M.S. in Architecture (Inclusive Design) was approved for students with a degree in another field or architects who wish to obtain a research degree. The curriculum includes a sequence of required courses supplemented by electives that provide both a theoretical and working knowledge of Inclusive Design. Along with a core curriculum, students work with faculty mentors to develop individualized programs of research that reflect their specific interests.

Selected Links:

[Inclusive Design Research Group website](#)

[University at Buffalo, School of Architecture, Graduate Research Group website](#)

## **Online Education**

*Jonathan White, Jordana Maisel*

The IDeA Center developed and offers a series of 11 online courses designed for anyone (e.g., advocates, builders/contractors, planners, architects, occupational and physical therapists, and policymakers) interested in learning about the universal design of places, products, and systems with a particular focus on the implications of a life span perspective. The courses introduce the concept of universal design and supplement the materials found in the textbook, **Universal Design: Creating Inclusive Environments**. They include principles and knowledge bases relevant to many design problems, methods for obtaining information about designing for the life span, and best practice examples to demonstrate the value of universal design. The expertise of our professional staff will give participants the foundation needed to recognize, understand, appreciate, apply, and advocate universal design in their homes, offices, and communities.

Selected Links:

[IDeA Center Continuing Education website](#)

## **Universal Design Educators Consortium**

*Korydon Smith, Beth Tauke, Edward Steinfeld*

As part of the RERC-UD grant, the IDeA Center organized an informal network of design teachers with an interest in universal design. The Consortium serves as a means to share ideas on teaching universal design, identify guest critics and speakers, and provide opportunities for mentorship. To support the Consortium, the Center updated the [Universal Design Education Online](#) website (UDEO), a previous collaboration with the Center on Universal Design and Elaine Ostroff. The Center received a Universal Design Grant from the National Endowment on the Arts entitled Bridging the Gap, led by Beth Tauke. In this project outreach and meetings were conducted with seven of the eight Historic Black Colleges and Universities (HBCU) that have architecture programs. The goal was to encourage HBCU schools to extend their traditional emphasis on design for inclusion to universal design. Representatives from the schools met several times to identify related activities already underway, new opportunities, and curriculum approaches that could be shared. The participants assisted the National Organization of Minority Architects to run a student competition on universal design. Staff of the IDeA Center visited and conducted guest lectures at all the schools and a collaborative relationship with the American Institute of Architects diversity program was developed to sponsor events. Korydon Smith is now planning a new Consortium initiative to provide more structured mentoring of young faculty who are interested in universal design. Some members of the Consortium also have adopted an innovative course developed by Beth Tauke called Design and Diversity, for which she won the Taylor Award from the American Collegiate Schools of Architecture.

Selected Links:

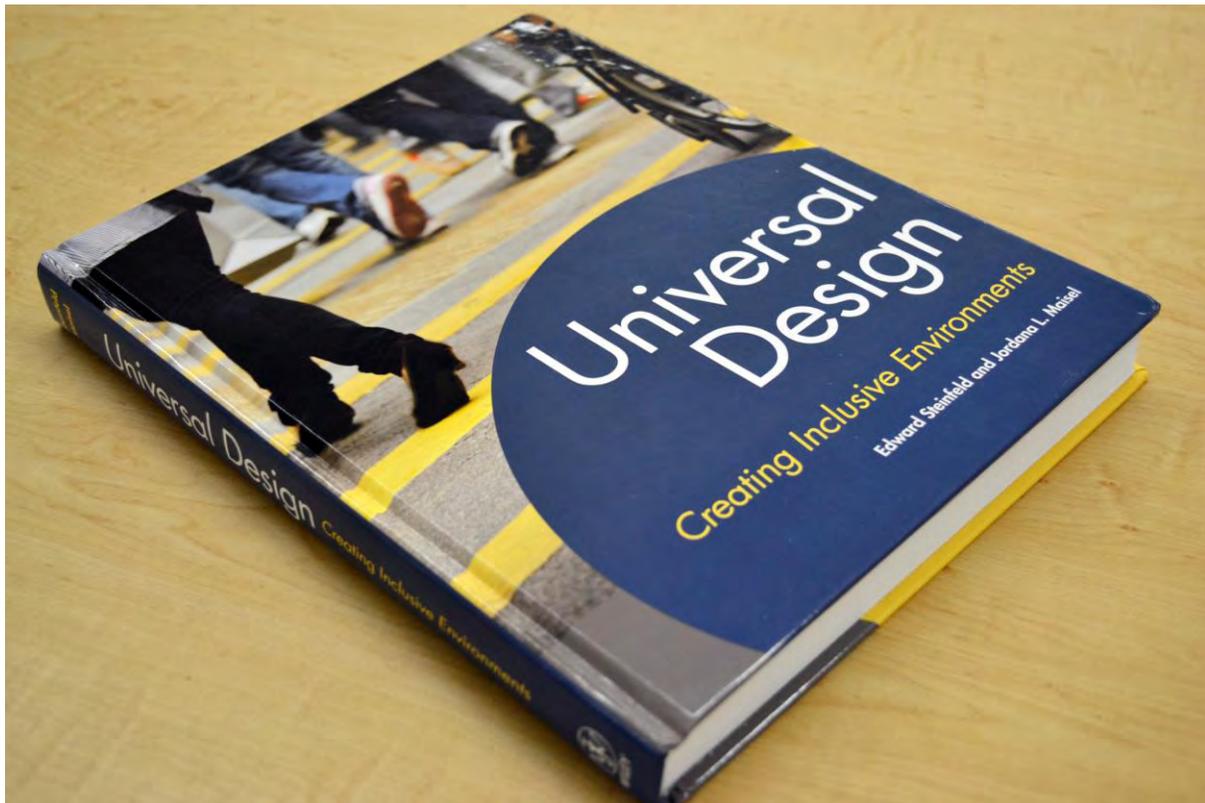
[Bridging the Gap project](#)

[UDEO website](#)

## Selected Publications

### **Universal Design: Creating Inclusive Environments (Wiley)**

*Edward Steinfeld, Jordana Maisel*



The new standard text on the topic, *Universal Design* introduces designers to the principles and practice of designing for all people. From the foundations of accessibility and aging to the practice of designing interiors, products, housing and transportation systems, all aspects of this growing field are explored. It covers best practice examples to demonstrate the value of universal design as both a survey of the field and reference for researchers. The book is the primary text for our Continuing Education courses. One chapter of the book, clarifies universal design, and offers a new definition: *“Universal design is a process that enables and empowers a diverse population by improving human performance, health and wellness, and social participation.”* Eight Goals of Universal Design (Body Fit, Comfort, Awareness, Understanding, Wellness, Social Integration,

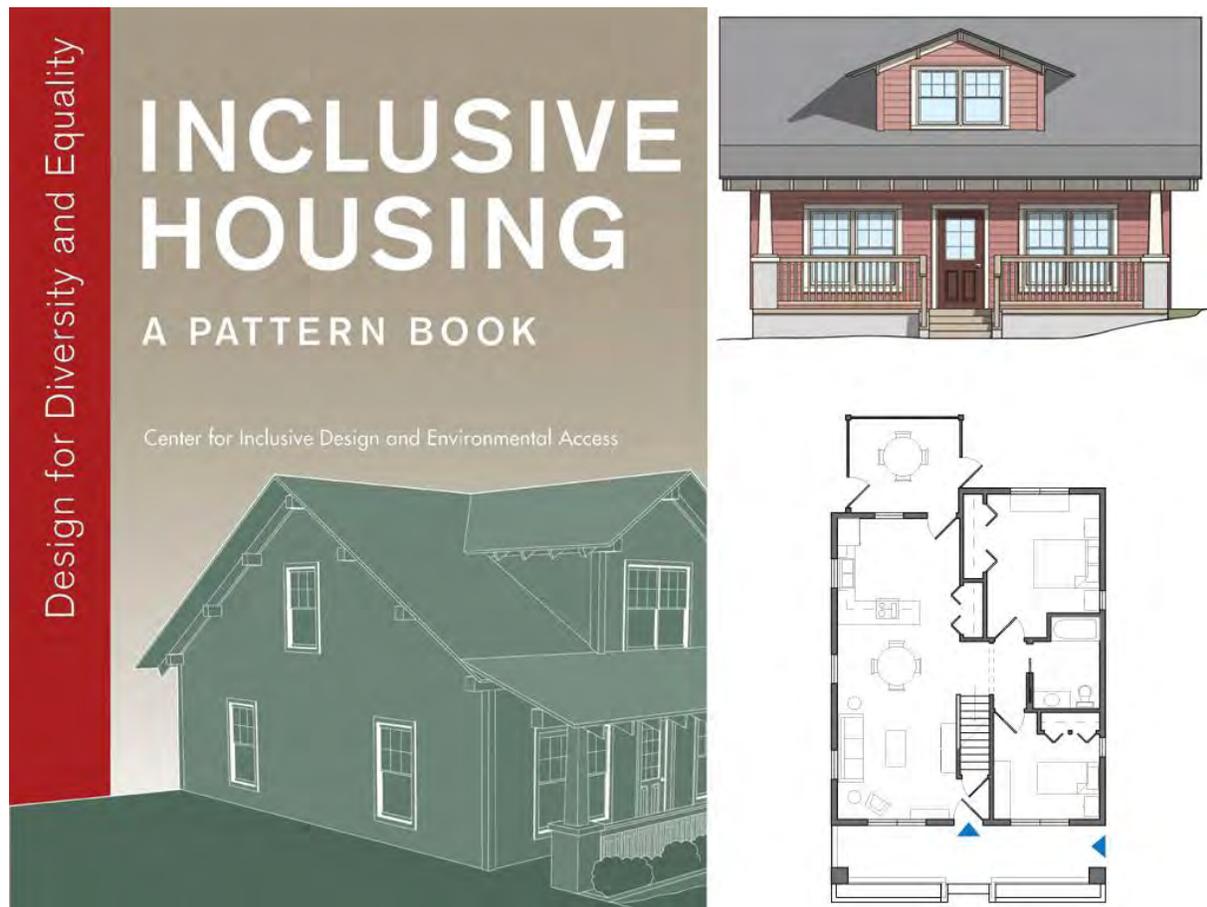
Personalization, and Appropriateness) are also presented with illustrated examples for each. Summaries of the three major knowledge areas are included in the book and it is filled with real world practical examples and over 100 illustrations.

Selected Links:

Purchase a copy at [Wiley](#), [Amazon](#) or [Barnes and Noble](#).

## **Inclusive Housing: A Pattern Book** (W.W. Norton)

*Edward Steinfeld, Jonathan White*



Released in April 2010, this book is a resource for designing communities to accommodate social diversity and provide equitable opportunities for all residents, or, inclusive design. It focuses on design of housing to provide accessibility to people with disabilities and, at the same time, provide benefits to all residents. The book emerged out of a lengthy discussion within the Congress of New Urbanism about accessible housing design in the urban context. This discussion identified the need for information that would help incorporate accessibility for people with disabilities into neighborhood and housing design practices without compromising other important design goals.

Selected Links:

Purchase a copy at [W.W. Norton and Co.](http://www.wwnorton.com) or [Amazon](http://www.amazon.com).

## **The State of the Science: Emerging Research and Developments in Universal Design (Bentham)**

*Jordana Maisel, editor*

This E-Book contains research related to universal design presented at the RERC-UD's State of the Science events between 2005 and 2010. The publication emphasizes the growing need for evidence-based practice in the field. It also identifies and prioritizes future research needs.

Selected Links:

[E-Book](#)

## **Design Resources**

*IDeA Center staff and collaborators*

A series of short articles based on recent research at the IDeA Center. The articles are intended to provide designers with evidence-based information to improve accessibility standards and implement universal design practice.

Selected Links:

[Design Resources website](#)

## **UDNY and UDN2**

*Scott Danford, Beth Tauke, Danise Levine, editors*

Two books prepared for the City of New York. UDN2 provides guidelines for practicing universal design and UDN1 expands on this theme to describe the differences between accessible design and universal design by providing back to back information on different topics. Hundreds of best practice examples illustrate the guidelines.

Selected Links:

[UDN1](#)

[UDN2](#)

## **Increasing Home Access: Designing for Visitability**

*Jordana Maisel, Eleanor Smith, Edward Steinfeld*

An AARP Public Policy Institute Research Report assessing the state of the art in the Visitability movement in the U.S. Visitable housing supports aging independently in one's home and community. The report discusses the concept of visitability, the barriers to implementation and opportunities for further acceptance of these design parameters in the construction of new homes. Visitability is a movement that seeks to increase the supply of accessible housing through the inclusion of three basic structural features at the time of home construction: a zero-step entrance, wide doorways, and at least a half bath on the main floor of the home.

Selected Links:

[Increasing Home Access: Designing for Visitability](#)

## Connect With Us through our Social Networks:

Your source for current news and announcements about the Center for Inclusive Design and Environmental Access (IDeA Center) in Buffalo, NY.



Visit our Facebook and Twitter pages to get updates on what's happening at the IDeA Center as well as other organizations.



Visit our YouTube Channel to see our growing selection of videos related IDeA Center's research activities.



Subscribe to our newsletter to get updates on online course offerings, quarterly newsletter, new publications and other activities at the IDeA Center.

## **INTERVIEW:**

*This interview is arranged by Business of Design Week by Connie Lam*



*Ashwini Deshpande,  
Elephant Design,  
India*

*What are you going to talk about at Business of Design Week?*

*Elephant is a part the Design Alliance Asia, a collaborative network of design companies across 13 regions/ countries from Asia. I will be speaking about a recently concluded collaborative project to discover "Colours of Asia".*

*You have vast experience in visual designing and you have formal training in this field. Have you ever used the concept of Universal Design in your products/ services? It was the wish of the client under which you have designed or you have educated the client the benefits of using concept of universal design and then you have introduced.*

Formal design consulting itself is a nascent field in India. Elephant, the company I co-founded in 1989 is a pioneering multi-disciplinary design company that helped in establishing the business of design in India. As designers, we are always keen to execute universal design solutions. However, most clients are either oblivious of their responsibility to create universal products and services or are not willing to allocate additional budget for doing so. Accessibility is a cause being spread in India only in recent years. It is not a mandatory practice yet.

We incorporate good practices of universal design while consulting for medical devices, pharmaceutical and OTC packaging and also the retail environments that we design.

***How do you define the working of market driven forces that affects your creativities? Do you feel comfortable to meet the challenges of market driven objectives set by your clients where no discussion of social responsibilities are discussed.***

At Elephant, our philosophy is based on design thinking and user-driven innovation. In a broader perspective, we do not believe in “creativity” that does not relate to the user or does not make business sense.

For more than a decade, Indian companies are showing tremendous social responsibility; whether it is about using renewable energy sources or establishing paperless practices or reducing use of plastics from packaging. We have been fortunate to work with companies that work in the areas of waste management, water treatment, renewable energies, nutrition and healthcare as much as FMCG, banking or consumer appliances.

Many of our clients run earnest social foundations for causes that align with their corporate philosophy. We also get to add our value there.

***Have you ever designed anything for social obligations and feel like to return the society that has evolved person like you? Do you feel working for society is because of moral forces?***

Many of our clients run earnest social foundations for causes that align with their corporate philosophy. We have been with Britannia Nutrition Foundation since its inception.

As a pioneering design consultancy, we have taken the onus of spreading design awareness to future generations. Senior team members from Elephant are encouraged to visit educational institutes and speak to students of design as well as management. We also welcome student batches for a visit to Elephant. As part of Association of Designers of India (ADI), we recently spearheaded a programme called "Generation D" for spreading design awareness at schools in the city of Pune. This will be replicated across other cities soon. It is based on designers from the city coming forward voluntarily to visit schools and conduct sessions. We have managed to do more than 20 sessions and interacted with over 5000 school children.

***What you look in designer academic qualification or creativity? How do you define creativity?***

We do look for formal design training while hiring. We believe design education adds to one's creative aptitude of problem solving by equipping with right processes and tools.

We also believe design is team-work. So we look for people who are happy to work as team members in a collaborative manner.

*In Pune, I have encountered many places where government or private firms do not show any interest because it does not reap any commercial benefits if they undertake specific projects .For example government hospitals are surrounded with uncleanliness because it lacks proper designing or patients are in living with pathetic waste management and designer can play crucial role in solving these problems. Even local courts, bus stands etc are under such pathetic conditions. Have you designed any projects for better environments?*

Service design is an upcoming field and seems most needed for a country where no matter how much is provided, it falls short due to humongous number of people it needs to service. Many a times it is not just about designing appropriately, it is also about proportion of resources to the mass that needs to use the service.

We have worked on designing the experience of healthcare services for a chain of hospitals. But public service design projects are neither generated nor given out to designers by the Indian bureaucracy at this point.

*What is basic character you wish that modern designer should have?*

Curiosity, energy to stick your neck out, spirit of co-creation, ability to start a sentence with “we”.

*Do you believe in deliberately preparing the personal biodata what market is demanding and not acknowledging & focusing of genuine works of the individual without any formal training?*

**I co-founded Elephant the day after graduating from design school. I have never applied for a job... So I am probably the wrong person to answer this question.**

***What is the future of Universal Design/ Design For All in India?***

**India has barely begun thinking of inclusive or universal design. But rapid growth of social networks and widespread opportunities of communication will bring in the mandate much faster than we think.**

**Thanks**

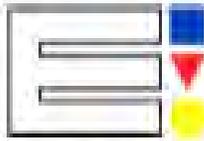


**Ashwini Deshpande,**

**Elephant Design,**

**India**

## APPEAL:



Fundación ONCE

### EIDD / Fundación ONCE Book Project 'Design for All in Action – The European Experience'

## Call for Submissions

### **A major new publication on Design for All projects commissioned by EIDD – Design for All Europe and Fundación ONCE**

Design for All (DfA) is design for human diversity, social inclusion and equality (EIDD Stockholm Declaration, 2004<sup>1</sup>). It supports the creation of products, services and systems that can be used by as many people as possible without the need for special adaptation and has a people-centred approach at the heart of it. DfA has origins in the field of accessibility but has grown to encompass much more. It can meet the great social challenges of our time such as ageing populations, the need to include differently-abled people in mainstream design as well as engage with people excluded on the basis of social, economic, financial or geographic boundaries. Inclusion is central to a DfA approach, bringing with it better design thinking, improved products and services, market success and socially-centred innovation.

DfA has been appropriated by designers working in different disciplines such as consumer products, packaging and communication design, transport and mobility as well as the built environment and sustainable development. The book will look at issues concerning DfA methods for involving people in the design process, improving quality of life for all and building a case for widespread practice. Case studies describing how DfA policy or legislation has influenced design practice can also be submitted.

There is a need to progress DfA from being just seen as an ideology or philosophy to becoming a practical part of the everyday design process and demonstrating the value of the approach. This publication seeks good examples of DfA that include people whether old or young, differently-abled, of any gender, culture or race.

The aim is to convey the practical experience of implementing Design for All drawn from designers, educators, policy makers, businesses and other organizations, articulating the key elements for success as a good practice guide for others to follow.

It will seek to achieve the following objectives:

- Collect interesting European and global experiences on Design for All in all design sectors including the built environment, products, services, IT, transport and information design.
- Analyze each experience and outline key factors in describing their success. The editorial team will look at each accepted case study to see how other people working in DfA may benefit from the learnings and how work might be transposed or reproduced in other areas, sectors or countries.
- Publish a book in Spanish and English – the first of its kind – that exclusively showcases DfA case studies and the importance of design that considers human diversity. The book will be distributed across the EU.

If you would like to be included please send an abstract of 200 words written in international English for consideration by the editorial team. Guidelines as below:

- Abstracts should describe design stories or case studies that address the publication theme of Design for All in Action, explicitly stating how it can be considered to have a people-centred approach.
- Market-ready solutions are preferred but the editorial committee will consider abstracts that describe exceptional work that may not be on the market.
- Abstracts are in international English and NOT academic English. The editorial team will give advice on final contributions.
- Abstracts are solicited from individuals, companies, industry, universities, research facilities, government bodies, voluntary sector organizations or anyone who has a DfA story to tell. Designers, students, start-ups, educators, marketers, policy-makers, managers, academics and business leaders are also encouraged.
- Abstracts should include a short descriptions of: the project; user groups; design process; outcomes; and any measures of success.
- Authors of successful abstracts will be required to submit their completed articles of between 1000 to 1500 words.

Abstracts should aim to include:

- Project description
- Methodology (have users been approximately involved?)
- Description of the process
- Description of impact (has the work had a significant effect / benefit?)
- Outline of innovation (is the work described genuinely new or novel?)
- Pictures, figures and tables

- **References**

**Timetable for submission:**

- 1 January 2012 to 15 February 2012: abstracts of 200 words sent to Merih Kunur at [merih.kunur@network.rca.ac.uk](mailto:merih.kunur@network.rca.ac.uk)
- 15 March 2012: the editorial board reviews submissions and advises successful authors
- 30 April 2012: completed articles received
- 30 May 2012: articles reviewed by editorial committee and feedback given to authors
- 30 June 2012: 'Camera-ready' articles submitted by authors for inclusion in the book
- 15 August 2012: ready for print
- Autumn 2012: book launch

**Editorial Committee:**

**Lead editors:**

Finn Petrén, President, EIDD Design for All Europe

Jesús Hernández, Dirección de Accesibilidad Universal, Fundación ONCE

**Editors:**

Avril Accolla, Vice-President, Design for All Italia

Onny Eikhaug, Programme Leader, Norwegian Design Council

Rama Gheerawo, Deputy Director, Helen Hamlyn Centre for Design, UK

Ilona Gurjanova, President, Estonian Association of Designers

Peter Neumann, President, EDAD, Germany

Chris Ramsden, President, Chartered Society of Designers, UK

**Key contacts:**

Book facilitator: Merih Kunur, Royal College of Art, UK

[merih.kunur@network.rca.ac.uk](mailto:merih.kunur@network.rca.ac.uk) +44 (0) 7789 727272

**References:**

Ref 1: EIDD Stockholm Declaration, 2004

[www.designforall.europa.org/Design-for-All/EIDD-Documents/Stockholm-Declaration/](http://www.designforall.europa.org/Design-for-All/EIDD-Documents/Stockholm-Declaration/)

## **NEWS:**

### **Disability Awareness Week begins today**

**KEARNEY:** "Spotlight on Abilities" is the theme for the 19th-annual Disability Awareness Week today through Thursday at the University of Nebraska at Kearney.

"Disability Awareness Week is a great event for both students and members of the community to attend," said Jennifer Koschwar of Kearney, president of Collegians for Integration and Accessibility.

"Collegians for Integration and Accessibility promotes campus and program accessibility for students with disabilities at the University of Nebraska at Kearney, encourages the integration of all collegians, and works to meet the needs of students with disabilities," she said.

A series of presentations and other events will lead up to the keynote speaker, comedian Samuel Comroe, Thursday. All events during the week are free and open to the public.

The week was to open with the sixth-annual Ability March at Cope Memorial Fountain beginning at 12:30 p.m. today.

Other events include:

- At 7 p.m. today, student Jessa Hoyt of Kearney will present "Disabling the Bully." Her presentation will take place in Copeland Hall Room 130. Hoyt, a double education major, will share a lesson created to prevent bullying those with disabilities.

Erin Bush, UNK assistant professor of communication disorders, will give a presentation on Traumatic Brain Injury at 2 p.m. Tuesday in the Cedar Room of the Nebraskan Student Union. Bush has presented her research nationally and internationally.

Tuesday evening, Chris Gaspari of the Nebraska Assistive Technology Partnership and Anne Seaman of Frontier Home Medical will present "Access-Ability Through the Newest in Technology" at 7 p.m. in Copeland Hall Room 130.

**Students from across campus will discuss what it means to have a disability in an educational environment. The students will share their experiences in a Student Panel Discussion at 2 p.m. Wednesday in the Cedar Room of the Nebraskan Student Union.**

**At 7 p.m., the film "I am Sam" will be shown in the Sisler Room of the Memorial Student Affairs Building. The film, starring Sean Penn and Dakota Fanning, is about a developmentally disabled man who fights for custody of his 7-year-old daughter.**

**The Center for Teaching Excellence will present "Understanding Veteran Students in the Classroom" at 11:30 a.m. Thursday. Travis Karr, director for the Center of Excellence for Veteran Student Success grant, and Lori Wardlow, OEF/OIF/OND program manager at the VA Nebraska/Western Iowa Health Care system, will give the presentation.**

**At 2 p.m., Comedian Samuel Comroe will tell of his experiences with bullying. He will speak in the Nebraskan Student Union Cedar Room. Comroe, who is a regular at the Laugh Factory and at the Flappers Comedy Club in Burbank, Calif., will speak about his Tourette Syndrome. He will give his presentation at 7 p.m. in the Nebraskan Student Union Ponderosa Room. Tourette Syndrome is a neurological disorder characterized by involuntary tics or vocalizations.**

**The 19th Annual Disabilities Awareness Week is presented jointly by the Collegians for Integration and Accessibility, the Academic Success Office and the Division of Student Affairs.**

**(Courtesy: Kearnerhub)**

**2.**

## **UN human rights office to launch online "Google+ Hangout" series**

**Make your voice count for human rights. Ahead of Human Rights Day on 10 December, the UN Human Rights Office is launching its first ever Google+ Hangout series to facilitate public participation in a wide range of rights issues concerning persons with disabilities, minorities, and the impact of business on human rights.**

**The series of four Google+ Hangouts (a 'Hangout' is a type of live online video chat) kicks off with a discussion between civil society and business representatives worldwide started from November. 22. The first Hangout focused on ways to ensure the meaningful public participation of concerned communities when there is a possibility business operations may impact on their human rights.**

**The first Hangout is also a precursor to the inaugural UN Forum on Business and Human Rights, to be held in Geneva from 3 to 5 December.**

**The second Google+ Hangout, scheduled for 15:00 CET on 30 November, will feature a live video discussion between representatives of persons with disabilities, a UN expert and EU policy makers on the implementation of the Convention on the Rights of Persons with Disabilities.**

**Ethnic, religious and linguistic minorities and another UN expert will participate in the third Hangout at 15:00 CET on 4 December.**

**The Google+ Hangout series culminates on Human Rights Day with a live video discussion with UN High Commissioner for Human Rights Navi Pillay on this year's Human Rights Day theme – 'Inclusion and the right to participate in public life' – scheduled to take place at 15:30 CET on 10 December.**

**The Hangouts are part of the "Make Your Voice Count" social media campaign for Human Rights Day 2012. People across the globe are encouraged to share their ideas and questions on various social media platforms, using the hashtag #VoiceCount**

**(Source: UNRIC)**

**3.**

### **UN calls for support to persons with disabilities**

**This year's Paralympic Games were a reminder of the immense potential of persons with disabilities to soar and to inspire. One girl wrote to a Paralympic gold-medal champion, "Watching as you overcome the difficulties of life, reaching for new victories and new heights in sports, I derive strength and inspiration."**

**Persons with disabilities have a significant positive impact on society, and their contributions can be even greater if we remove barriers to their participation. With more than one billion persons with disabilities in our world today, this is more important than ever.**

**My United Nations Messenger of Peace focusing on this issue, the legendary superstar Stevie Wonder, embodies the spirit of service to others. After playing a spectacular UN Day concert at our Headquarters this year, he said, "I haven't even touched one iota of what I want to do for and through the United Nations to help heal this world."**

**Our challenge is to provide all people with the equality of access they need and deserve. Ultimately, this will create a better world for all. As negotiators at this year's "Rio+20" United Nations Conference on Sustainable Development agreed, accessibility is critical to achieve the future we want.**

**Together, we must strive to achieve the goals of the United Nations Convention on the Rights of Persons with Disabilities: to eliminate discrimination and exclusion, and to create societies that value diversity and inclusion.**

**In order to spur action to bridge the gap between well-meaning commitments and long-overdue actions, the United Nations General Assembly will hold a High-level meeting on disability and development next year. This gathering will take place as the international community works to forge a post-2015 development agenda, presenting an opportunity to ensure that the rights, concerns and contributions of persons with disabilities are fully taken into account.**

**This International Day of Persons with Disabilities marks the official opening of preparations for the High-level Meeting. Let us make the most of our commemoration by working to ensure that persons with disabilities enjoy their rights and realize their great potential.**

**4.**

**Persons with disabilities rights to equal education**

**As citizens, persons with disabilities should not only have equal rights but should also be entitled to a life of dignity, equal treatment, independent living and full participation in society.**

**Students with intellectual and developmental disabilities are largely being denied an opportunity to attain higher and vocational education after completing their special education or mainstream schooling. Annually, thousands of young Indians are deprived of a natural pathway into the world of employment and community participation.**

**Today, society at large needs to understand that the physical and mental disabilities that limits a person could range from simple activities include caring for oneself – performing manual tasks, seeing, hearing, eating, sleeping, walking, standing, lifting, bending – to tasks such as learning, reading, concentrating, thinking, communicating to the normal functioning of the body, including respiration, etc.**

**Disability is a human right issue and not a matter of discretion . This has been highlighted in the UN Convention on the Rights of Persons with Disabilities (UNCRPD), of which India is a signatory.**

**Equal access to quality education and lifelong learning enable persons with disabilities to participate in society and improve their quality of life. The right to education bill in India supports the inclusion of persons with disabilities in mainstream education. (The writer is managing secretary, Manovikas Institute of Higher Education)**

**(Courtesy: The Times of India)**

**5.**

### **Government more attentive towards persons with disabilities: Zardari**

**President Asif Ali Zardari has urged the international community to help the developing countries in removing the myriad barriers in meeting Millennium Development Goals with the active participation of persons with disabilities. On the occasion of International Day of**

**Disabled Persons to be observed on December 3, the President assured the special people that the government was committed to taking measures to meet their special needs.**

**He said that the observance of International Day of the Persons with Disabilities was an occasion to pay tribute to those men and women of courage, who despite their physical, mental or any other disability were fighting the battle of life, with or without any support.**

**“It is also an occasion to reiterate our moral, social and religious obligation to continue working for creation of an enabling environment which takes into account the special needs of persons with disabilities.” “Today we need to pause and ponder over the problems of persons with disabilities and look for best solutions to solve them,” he added.**

**The President said for a developing country like Pakistan the initial aim must be to achieve the same standards that exist in other civilized nations for addressing the problems of the special people. “The theme of this year “removing barriers to create an inclusive and accessible society for all” calls for greater efforts to integrate persons with disabilities in the productive and mainstream of societies and harness their potential in achieving national development goals.**

**“It reminds us that the societies should be structured in a way that they not only meet the needs of persons with disabilities, but also engage them in the task of national development by removing all visible and invisible barriers that continue to hinder their progress. “We need to revitalize efforts for providing equal opportunities to all, including persons with disabilities both in the public and private sector,” he stressed.**

**The problems of special people are compounded by the lack of policy and legislative measures and infrastructural support, he said and added that the society must be sensitive to the special needs of persons with disabilities and take concrete measures to meet those needs. He said that it was a measure of the government’s commitment to address the issues of special people that in July last**

**year it ratified the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD).**

**“Under the umbrella of UN, the Government of Pakistan is striving hard to provide quality services to this important segment of society.” President Zardari expressed confidence that the provincial governments upon whom the responsibility of persons with disabilities has devolved as a result of the Eighteenth Amendment, are also taking appropriate measures to address the issues confronting persons with disabilities.**

**(Courtesy: Pakistan Observer)**

## PROGRAM & EVENTS:

1.



2.

### Social Capital and Entrepreneurship Workshop at CSCW 2013

At the 16th ACM Conference on Computer Supported Cooperative Work

February 23-27 in San Antonio, Texas, USA.

There is a strong relationship between social capital and entrepreneurship. Yet we know little of how groups across cultures and socio-technical configurations interact and *collaborate online to transform innovation into commercial and social ventures*.

This one day workshop will explore, through different perspectives, the challenges for CSCW in supporting the development of social capital for entrepreneurship, highlighting the gaps and opportunities for designers.

A key part of the agenda for this workshop is to form understandings of the formation of social capital and entrepreneurship activities in contrasting cultures and socio-technical configurations.

We hope to foster dialogue between academics in different disciplines interested in interdisciplinary research in social capital, entrepreneurship and CSCW.

3.

### **Accessible ICT: Priorities for Future Research on Accessible Information and Communication Technology Systems and Services**

22 January 2013

Institution of Engineering and Technology, 2 Savoy Place, London WC2R 0BL

The aim of this conference is to obtain a consensus on priorities for future research on accessible information and communication technology systems and services. Funding bodies need to ascertain the best strategy for investing their finite resources in research and development to benefit disabled and elderly people. The scope will include network-based services (social networks, collective intelligent systems, augmented reality, cloud computing, advanced location aware services and ambient intelligent systems) as well as novel user interfaces and technology transfer.

Speakers include Mike Short, Brian Collins, Gregg Vanderheiden, Graham Worsley, Patrick Roe, Alan Newell, Deborah Pullen, Gunela Astbrink and Guido Gybels.

The agenda is at <http://www.cardiac-eu.org/about/conference.htm>

To register for this conference, please go to [http://www.theiet.org/events/eventsonline.cfm?u=/iebms/reg/reg\\_p1\\_form.aspx?oc=10&ct=SEMINAR&eventid=15065](http://www.theiet.org/events/eventsonline.cfm?u=/iebms/reg/reg_p1_form.aspx?oc=10&ct=SEMINAR&eventid=15065)

4.

### **Business of Design Week returns with spotlight on design**

#### **Annual conference BODW highlights innovation and industry**

(1st October 2012, Hong Kong) Asia's leading annual design event is back from the 3rd to 8th December, 2012, for more exhibitions, forums and programmes to explore the growing business of design, innovation and branding.

**Organised by the Hong Kong Design Centre (HKDC) since 2002, the week long conference brings the best of the global design community to Hong Kong, offering a chance for design experts and executives to network and share innovations and ideas. The premier gathering also encourages industry and business to unleash the power of design by focusing on their vital relationship and complex interplay.**

**With China already the world's largest exporter of design goods and emerging to the forefront of the global creative industry, the Hong Kong conference is an excellent networking opportunity for delegates. The event is also becoming a vital link in growing the aggregate demand and boasting the global value chain for design in the world economy.**

**This year's BODW includes a showcase of Danish design with numerous experts and executives from the Scandinavian country set to appear and speak. Among the top Danish design experts scheduled to attend include Johannes Torpe (recently named Bang & Olufsen's creative director), Jacob Holm (president of furniture studio Fritz Hansen), interdisciplinary architect Rosan Bosch (designer of LEGO PMD's fanciful office), Eva Kruse (founder of the Danish Fashion Institute), Mads Ryder (CEO of porcelain house Royal Copenhagen), and graphics legend Bo Linnemann (founder of Kontrapunkt) who has contributed to the trademark look of international brands such as Carlsberg, Microsoft, Coca-Cola, and IKEA.**

**Other creative geniuses coming are the influential founders of Danish cross-disciplinary design studio KiBiSi, Lars Larsen and Jens Martin Skibsted. Top British architect Thomas Heatherwick will be here to explore his philosophy of space, people's livelihood and sustainable development. Another key speaker is German industrial designer Richard Sapper. The designer of the classic Tizio Table Lamp, the Alessi Melodic Kettle and many other products now part of MOMA collection in New York, will share his experiences on creating functional aesthetics.**

**Other international design experts speaking include from commercial art director Mirko Borsche from Germany, cutting-edge Japanese advertising director Masashi Kawamura (PARTY Creative Lab), tech start-up star Jeremy Fisher of Wander (USA), and rising Chinese architect Ma Yan-song responsible for the Absolute Towers in Toronto, nicknamed the 'Marilyn Monroe Building'.**

**In addition to a three day forum, special events around the week include the popular Detour public exhibits and displays, the BrandAsia Forum, the Technology For Design seminar, and, this year, the Hong Kong Design Centre (HKDC) Awards cum 10th Anniversary Gala Dinner. Topics covered**

over the conference include technology, heritage & culture, branding, education and product & fashion.

Official website: [www.bodw.com](http://www.bodw.com)

Should you require any additional information, please contact DT Communications:

**Delase Gazo**

(d) 852-3696 6962 (e) [delase.gazo@dt-asia.com](mailto:delase.gazo@dt-asia.com)

5.

## **Cameroon 2013 - International Workshop "Ageing and Healthy Environments"**

There has been great interest in the workshops taking place in Cameroon in May 2013 and the full program should be finalized in early December 2013. Due to the level of interest we have opened up the program to accept a number of abstract with the deadline for submission being 30 November 2012.



6.



**CEA**  
Consumer Electronics Association

**entries for the 2013 Mark of Excellence Systems Integrator Awards will be accepted through Sept. 14, 2012. The industry-recognized competition honors excellence in innovation and achievement in custom home electronics, services and installation technologies. The 2013 Mark of Excellence finalists will be announced in November and the winners will be awarded at the Mark of Excellence Awards Reception on Jan. 9, 2013, during the 2013 International CES.**

**New categories include Tech for a Better World and Accessible and Universal Design Technologies.**

**7.**



**The European Commission opened on 22 May the competition for the third "Access City Award" for the most accessible cities in Europe. The annual prize recognizes and celebrates cities that are dedicated to providing an accessible environment for persons with disabilities. The new edition of the Access City Award is now open for applications. The deadline for submission is September 5, 2012. <http://ec.europa.eu/justice/access-city>.**

8.



Cape Town, South Africa  
2 - 6 September 2013  
Cape Town International  
Conference Centre

### CALL FOR PAPERS

[www.INTERACT2013.org](http://www.INTERACT2013.org)

INTERACT 2013 solicits submissions addressing all aspects of human-computer interaction. The conference theme, "Designing for Diversity", recognizes the interdisciplinary, multidisciplinary and intercultural spirit of human-computer interaction (HCI) research and practice. The conference welcomes research and reports of practice that acknowledges diverse disciplines, abilities, cultures and societies, and that address both the technical and social aspects of HCI. Within the broad umbrella of HCI, we seek high quality contributions addressing new and emerging HCI disciplines, bridging cultural differences, and tackling important social problems. INTERACT 2013 provides a forum for practitioners and researchers to discuss all aspects of HCI, but special consideration will be given to papers taking account of the conference theme "Designing for Diversity". The first submission deadline, for full research papers, is 8 January 2013 (abstracts), 15 January 2013 (full papers).

SUBMISSION CATEGORIES	SUBMISSION DEADLINES
<ul style="list-style-type: none"><li>• Full research papers</li><li>• Short research papers</li><li>• Interactive posters</li><li>• Industrial programme</li><li>• Demonstrations and interactive experiences</li><li>• Special interest groups (SIGs)</li><li>• Panels</li><li>• Doctoral consortium</li><li>• African Masters Consortium</li><li>• Workshops</li><li>• Tutorials</li></ul>	<ul style="list-style-type: none"><li>• Full research papers:<ul style="list-style-type: none"><li>- Abstracts: 8 January 2013</li><li>- Full papers: 15 January 2013.</li></ul></li><li>• Workshop, Tutorials, Panels and SIGs: 29 January 2013.</li><li>• Short research papers, interactive posters, industrial programme, demonstrations and interactive experience, and doctoral consortium: 25 March 2013.</li></ul>

#### VENUE

The main INTERACT 2013 Conference will take place at the Cape Town International Convention Centre, whilst the pre-conference events (workshops, tutorial, doctoral consortium) will take place at one of the local university campuses in Cape Town.

Cape Town is a city like no other. Cape Town is South Africa's Mother City, South Africa's oldest city, and one of the most beautiful cities in the world. Cape Town is the archetypal melting pot, buzzing with creativity, colour, sounds and tastes. Its natural assets, from Table Mountain to pristine beaches and diverse cultural offerings, give the city a distinctive feel. While walking through the city's streets and meeting its people, most people fall in love with the city's natural beauty, creative freedom and incredible spirit.

Cape Town is renowned for its achievement in the fields of science and medicine, but also for its creative side, earning it the status of World Design Capital 2014 (see [www.capetown2014.co.za](http://www.capetown2014.co.za)). Its business district, speciality shops, hotels, restaurants and renowned attractions fall within the immediate downtown setting of the Cape Town International Convention Centre.



9.

TYPOGRAPHY DAY

2013

7-9, March 2013 at DoD, IIT Guwahati

10.



## TEI'13 - Seventh International Conference on Tangible, Embedded and Embodied Interaction

Seventh International Conference on Tangible, Embedded and Embodied Interaction  
February 10-13, 2013. Barcelona, Spain.

### **Seventh International Conference on Tangible, Embedded and Embodied Interaction**

February 10-13, 2013. Barcelona, Spain.

11.



## **HCI International 2013**

**21 - 26 July 2013, Mirage Hotel, Las Vegas, Nevada, USA**

12.



13.

### **1st Call for Papers: WG 9.4: Social Implications of Computers in Developing Countries**

### **12th International Conference on Social Implications of Computers in Developing Countries**

**Conference Theme: Into the Future: Themes, insights and agendas for ICT4D research and practice**

**Ocho Rios Jamaica, 19-22 May, 2013**

**Submission Deadline: 26 November 2012**

14.

### **1st Call For Papers, 17th Annual EUROMEDIA'2013 Conference, April 15-17, 2013, University of Lincoln, Lincoln, UK**



15.

## Empower with Inclusive Design



Calling designers & architects  
Consider 1.13 billion people with unique needs worldwide

ENTRIES DUE FEBRUARY 18, 2013

16.

DESIGN OMICS

DESIGN OMICS

THE LONG-TERM  
PAYOFFS  
OF BRANDING  
DESIGN  
MAKE IT A  
NECESSITY  
KUMAR MANGALAM BIKLA

DESIGN OMICS

HOME ■ EVENT ■ AWARDS ■ TELEVISION ■ NEWS ■ ACADEMY ■ CONTACT

2011  
2012

Designomics is an initiative that endorses the value of strategic integration of Design in Business.

Design is no longer the domain of visual aesthetics and cosmetic beautification. Its potential to influence lives and shape the way businesses create value, is rapidly gaining recognition. Business houses are speedily embracing Design as a strategic tool, not just to empower their brands and engage their audiences but also to guide the driving philosophies at the core of the organisation. And in the rapidly globalising Indian economy, businesses are realising the importance of holistic Design intervention to deliver ROI. The merging of the Design principles and economic disciplines is what we call Designomics.

CLICK HERE TO SUBMIT ENTRIES FOR DESIGNOMICS AWARDS 2012

Powered by VGC

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f l t e

17.



18.



19.

A flyer for the Universal Design Summit 2013. The main text reads: "Universal Design Summit 2013 St Louis, MO". Below this, it says: "As an industry leader we cordially invite you to attend our 5th Universal Design Summit (UDS5).". A paragraph follows: "This event is focused exclusively on housing and communities that meet the interests of your 21st century customers." There are three bullet points: "Learn about Better Living Design, the new national initiative that will change the landscape of UD practice and consumer demands.", "Meet 500 industry leaders from around the country who are including accessible and Universal Design in new and remodeled homes.", and "Get the latest information about accessible and universal products and designs." On the right side, there is a graphic that says "National Conference Universal Design SUMMIT 5 May 6-9 2013". At the bottom, the website "udsummit.net" is listed.

20.



**Universal Learning Design  
Universal Learning Design  
BRNO, 11–15 FEBRUARY 2013**

21.



products, news, business  
**2013 IDEA open for  
entries**

28 November 2012 by Kate Jones  
The 2013 International Design Excellence Awards is  
open for entries.

[home](#) / [2012](#) / [november](#) / [2013 IDEA open for entries](#)

The Industrial Designers Society of America (IDSA) are calling for entries for their annual International Design Excellence Awards® (IDEA) competition for 2013.

22.

## **JOB OPENINGS:**

1.

Resumes can be mailed to [Preeta.Bahugune@altair.com](mailto:Preeta.Bahugune@altair.com).

**Job Title: User Experience Designer**

**Description:**

The Designer will be responsible for creating design solutions that demonstrate the power and value of rich client, web-based Internet experiences. The individual will collaborate with Product Engineering to conceptualize, design, and prototype highly usable applications, including UI design patterns and frameworks for enterprise level web applications. There will be a need for close coordination with all relevant stakeholders to ensure that the designs can be adopted and extended across product suites.

**Responsibilities:**

Work in cross-functional teams, especially with Engineering and Product Management, to plan, prioritize, and deliver information architecture, information design, visual design/page layouts, tools, services and applications to support the complete cohesive user experience.

Leverage modern web technologies to define innovative user interfaces and interaction models that result in improved user productivity and operational efficiency.

Work closely with key stakeholders to communicate design strategy and rationale.

Collaborate with product teams to develop common UI components and design patterns for application suites.

Make understanding end user requirements a constant priority.

Educate internal teams on best practices around information architecture, interaction and visual designs, usability and supporting technologies.

**Qualifications:**

3 to 5 years of experience designing for web applications.

Created seamless and consistent user experiences.

Track record of developing and delivering successful, intuitive, and compelling designs that contribute toward market leadership.

Successful track record of delivering integrated, high-end user interfaces on schedule and with exceptional quality.

Demonstrated knowledge of user center design processes and methodologies.

Good knowledge and skills in visual design, information architecture, usability evaluation.

**Good understanding of interactive web technologies (HTML/CSS, DHTML, JavaScript, Flash, Flex, Ajax, Mashups) and industry trends.**

**Experience gathering and documenting business, functional, and end user requirements.**

**Experience collaborating with multidisciplinary teams to successfully develop and deliver shipping products.**

**Personal Attributes:**

**Results-oriented team player who takes absolute ownership, and champions all aspects of customer and product initiatives.**

**Strong communication skills, oral and written; able to engender trust and respect of peers and stakeholders.**

**Ability to communicate with and understand the needs of non-technical internal clients.**

**Sense of urgency. Escalates product issues when appropriate; maintains a sense of "problem ownership" to see all issues through to successful resolution.**

**Strives to turn around issues with an efficient and effective approach to the end customers satisfaction.**

**Self-confident, possesses a strong work ethic, and is continually focused on improvement, innovation, and bottom-line results.**

**Passionate commitment to the customer and to product quality.**

**Capable of juggling a number of priorities and delivering results on time in a dynamic environment.**

**2.**

**We are inviting applications from Product/ Industrial Designers with hands-on design experience to their credit. Passionate quick sketching, excellent understanding of 3D/ CAD/ Renderings to communicate your ideas beautifully, ability to delve into the details to make the idea work and prototype until you get it right. If you think you have what it takes we are interested. Please send your profile, some sketches/ renders with a short covering note to us. \*Please do not reply to this email on the group by hitting reply, instead please send an email to**

**[\\*\\*jobs@ticketdesign.in\\*](mailto:jobs@ticketdesign.in)<[jobs@ticketdesign.in](mailto:jobs@ticketdesign.in)> \* with a subject line IDNov12\***

**Positions open for all levels.**

**\*More details about the job\***

**At Ticket Design you will work as a creative force behind design of innovative solutions that best fit our philosophy of creating meaningful experiences for all projects we work on. Work areas would include understanding consumer needs, strategic design and conceptual design remaining sensitive to realisation needs. Key responsibilities include user research, developing new & innovative products**

and packaging for a cross section of industry verticals like, Consumer Electronics, FMCG, Institutional Products, Medical, Home Appliances to name a few.

We are looking for people with a high level of conceptual design and form visualisation, strong leadership, good problem solving, and communication skills. We prefer individuals who have worked in a related design area or design companies.

3.

Studio Eeksaurus is hiring enthusiastic, talented young animators or animation film designers who would like to work on interesting films with our core team. 2D animation skill is of utmost importance. Visualization skills and design knowledge would help. We have some really interesting projects in store. We prefer to hire the candidates as full time employees and not as freelance consultants. Those interested, please write to [jobs@studioeeksaurus.com](mailto:jobs@studioeeksaurus.com) and I request you to not email back to this ID cluttering everyone's inbox.

For all those who don't know about Studio Eeksaurus and its works, please visit [www.studioeeksaurus.com](http://www.studioeeksaurus.com).

4.

This position is for a UI developer with a inclination towards aesthetics. Excellent pay for the right candidate and excellent work in cloud computing domain. You will get to learn and do a lot of stuff with the latest technological/design trends.

Atleast 2 yrs of experience.

**Job Description**

Good at hand coding with front end technologies - XHTML/HTML5, CSS/CSS3, Javascript/Javascript libraries like jQuery.

Able to create UI components in line with latest UI design trends.

You can do UI Photoshopping. Ability to provide assets required for templating.

Familiarity with various front end frameworks to speed up and create modular salable applications/ Interact with developers.

Broadly, these are the skill set required.

You can contact me at [parasar.das@polycom.com](mailto:parasar.das@polycom.com) with your portfolio and cover letter.

5.

Indigo Consulting looking for Sr. Associate - User Experience... Interested UX professionals can click on the link below to get more details and apply.

<http://workfor.us/4a11>

[app.work4labs.com](http://app.work4labs.com)

6.

### **UX/UI Designer**

**We're looking for extraordinarily talented XYZ who is passionate about creating amazing products that dramatically improve people's lives. You would ideally have strong mobile design fundamentals, familiarity with mobile phone frameworks, and a history of delivering beautiful user experiences. As one of the earliest employee's, you will have a direct impact on a product that can reach millions of users.**

**You will need a pixel-level eye for detail and experience and interest shipping consumer applications. We are agile, and focused on the overall makeup of the team. We believe that with the right team -- anything is possible. If you're looking for an environment that's fun and friendly but incredibly fast-paced; a place where we measure the time between releases in days; a place where our focus begins and ends at the consumer -- join us.**

#### **You Will:**

**Implement public facing web pages and/or mobile app features Play a key role in UI & UX decisions , Prototype experimental features , Have significant creative freedom and the ability to experiment with new designs**

**Analyse feature usage data & user behaviour to improve UX**

#### **Requirements:**

**Solid portfolio: Mobile a must , Genuine passion for the space , Ability to solve design problems, not just design good-looking interfaces**

**· Experience with HTML5, CSS, JavaScript, JQuery**

**For more details please connect at [shakti.sharma@xsearch.in](mailto:shakti.sharma@xsearch.in)**

7.

**Cisco Systems, Bangalore is looking for a UE Manager. Job description is pasted below. Interested candidates may send their resumes to Deepali Dani (ddani at Cisco dot com)**

### **Manager, User Experience (UE) Design**

**The Manager, User Experience Design leads the interaction design team under the User Experience Group at Cisco's Security Technology Business Unit. You will drive strategy and user-centered design principles for our next generation network security products. You understand all aspects of user-centered design and demonstrate strong interaction design skills.**

### **Responsibilities:**

- **Lead user experience of security products from conception to development.**
- **Define innovative, intuitive and elegant solutions for web and desktop applications used by security administrators, architects and managers.**
- **Manage a team of designers, who will create workflows, personas, interaction flows/information architecture, low fidelity mock-ups, navigational flows, and high fidelity prototypes.**
- **Conduct user task analysis, ideation sessions (brainstorming, storyboarding, rapid prototyping) and analysis of user research results to create rich experiences and innovative solutions for Firewall, IPS, Remote Access, Web and Email Security.**
- **Deliver wireframes, functional flows and UE specifications for product releases. Establish project schedule and milestones across multiple releases and ensure deliverables are communicated effectively and meet release timelines.**
- **Participate in exploratory design, user participatory design and iterative user testing sessions in collaboration with the User Experience Research team.**
- **Ensure that designers are identifying, prioritizing, and tracking usability enhancements.**
- **Define design standards, guidelines and design processes.**
- **Grow and develop design team.**

### **Qualifications:**

- **BA/BS in Human Computer Interaction, Human Factors, Industrial Design, Computer Science or related field.**
- **5+ years interaction design experience in enterprise or SaaS applications for Firewall, IPS, Remote Access, Web or Email Security.**
- **3+ years managing User Experience Design teams.**
- **Exhibit strong leadership qualities including excellent judgment, modeling high standards, driving innovation and creative thinking, invoking passion in others and delivering results.**
- **Ability to dive deep into various aspects of design while maintaining a broad perspective on the business objectives.**
- **Ability to articulate design concepts and communicate the user experience vision for the product in the most effective way.**

- A mastery of web standards, user-centered design principles, knowledge of the software development process.
- Knowledge of design and prototyping tools: Fireworks, Visio, Omnigraffle, Balsamiq, Photoshop, Dreamweaver, Axure.
- Outstanding presentation and interpersonal communication skills.

8.

**Title: HMI UX Design Lead**

**Job Description: Tasks:** ● Develop conceptual ideas for complex in-Vehicle Information and Communication systems for international market.

- Determining usage scenarios, optimizing workflows, information architecture and data flows
- Produce user requirements specifications, personas, storyboards and scenarios
- Authoring functional specification and data flows
- Plan, prioritize, coordinate, and conduct user requirements analysis, task analysis, conceptual modelling, and usability testing for global and domestic automobile manufactures considering the AAM guidelines US and ESOP (European Statement of Principles on Human Machine Interface).
- Coordinating, planning and executing usability tests with the occlusion method and driving simulator, includes critical path analysis, measuring data, reference test and user interviews.
- Working with an interdisciplinary team that includes other HMI experts, researchers, design/styling teams, project management, customer groups, business/brand strategists, and hardware and software developers.

**Requirements: Skills:** ● At least 3 years in determining usage scenarios for complex In-Vehicle Information and Communication systems for different car manufactures with a total of 7+ years of experience in the HMI domain.

- Strong knowledge in usability, user experience and interaction design including developing scenarios, usability analysis, rapid prototyping and usability testing
- Expert knowledge in usability design for different countries, cultures and demographics
- Familiarity with AAM guidelines and the European Statement of Principles on Human Machine Interface is desired.
- Excellent knowledge of Doors, Visio, Word, Excel, Flash.

- Excellent interpersonal and presentation skills, including the ability to communicate effectively in small and large intercultural groups at all levels of a client organization.
- Master's degree, or equivalent experience, in cognitive and/or experimental psychology or human factors engineering or Human-Computer Interaction or a related design/behavioral science discipline from premier design schools such as National Institute of Design, IIT Mumbai Design Centre or MIT Institute of Design is desired

**Department: Automotive**

**Skills: HMI Design specialist**

**Number of Openings: 1**

**9.**

**Senior Interaction Designer (7-10 years): Web/Mobile**

Senior Interaction Designers leads Interaction design strategy, information architecture development, and interaction design to create products that brings joy to the users regardless of whether it's a software application, or consumer electronics device. Senior Interaction Designers are able to discover, understand, and communicate the business requirements of the product, the emotional desires of their customers, and the context in which these two come together.

**Responsibilities:**

- Plan, prioritize, coordinate, and conduct user requirements analysis, task analysis, conceptual modelling, information architecture design, interaction design, and usability testing.
- Design and specify user interfaces and information architecture using participatory and iterative design techniques, including observational studies, customer interviews, usability testing, and other forms of requirements discovery.
- Produce user requirements specifications, personas, storyboards, scenarios, flowcharts, design prototypes, and design specifications.
- Effectively communicate conceptual ideas, detailed design, and design rationale both verbally and visually.
- Manage the design process, drive decisions, track issues, and assist in estimating resource needs and schedules.
- Work closely with development teams to ensure that design specifications are implemented.

●Participate as a contributor to an interdisciplinary team that includes other designers, project management, business and brand strategists, and hardware and software developers.

**Requirements:**

- 5-10 years of user interface design experience.
- Strong knowledge of user interface design processes and methodology, particularly as applied to Web-based applications and consumer electronics.
- Strong project and people management skills. Must be able to function as a project leader as well as an individual contributor.
- Proficiency with design and prototyping tools such using various tools
- Knowledge of capabilities and limitations of Web and mobile technologies
- Excellent communication and organization skills.
- A passion for creating products that resonate emotionally with people.

**HR - SENIOR TECHNICAL RECRUITER**

**044-61452132/09840446694**

**LOGITECH ENGINEERING ,ELNET SOFTWARE CITY, CHENNAI, INDIA**

**10.**

**Opportunity @ Bangalore with NESS Technologies , If interested , pls revert .**

**Overall Purpose : Design and test interface models for internal and external products.**

**Responsibilities : Perform research and analyze existing solutions, environments and user needs.**

**Analyze user business processes and document workflows.**

**Obtain input from subject matter experts to determine content and produce a framework for the product design.**

**Find graphical solutions to express ideas and metaphors and define visual environment and interface architecture of new products.**

**Design graphical interface models taking into account ergonomic principles, user needs and the technical constraints of development.**

**Establish detailed interface behaviour specification documents for development.**

**Ensure the development of web playable and/or CD-Rom components.**

**Carry out usability tests and analyse results.**

**Test models and real products with users.**

**Propose improvements for the detected weaknesses.**

**Implement products in the user environment and maintain content up-to-date.**

**Education:**

**University degree in graphic design or related field or equivalent experience**

**Ability to use graphic software for modeling**

**Knowledge of cognitive mechanisms and constraints**

**11.**

**Sohamsaa Systems is a boutique design house which designs and develops innovative and differentiated electronics products in mobility, retail and enterprise verticals. Sohamsaa uses best-in-breed technologies such as 4G LTE, 11.acWiFi, fibre wireline to create futuristic products that find customers amongst large corporates in India and abroad with global brands.**

**Sohamsaa functions out of Bangalore and Chennai and has a core R&D team that designs products from the first principles. The team consists of ID designers, Mechanical engineers, Hardware and PCB Design Engineers, Software Engineers and NPI and testing engineers. The team is scaling up to meet new product and customer opportunities and is recruiting talent in all the above areas.**

**Job Description:**

**Mechanical CAD Engineer/Designer - Job Code ME001**

**Skill set requirements**

**Mechanical Design experience of minimum 2 years**

**Experience with close interaction with ID & PCB designers for product realization**

**Experience with consumer electronic and handheld products highly desirable**

**Proficiency in design tools like Solidworks, Pro/E**

**Experience with plastic designs, sheet metal designs**

**Experience with fabricators for plastics molding, sheet metal work, soft tooling , hard tooling.**

**Mechanical Testing & Assembly exposure**

**Remuneration - as per experience and industry standards**

**If you fit the above requirements and are excited to be part of a fun-loving, products-focused, innovation led creative organization, pls respond with your updated resume and portfolio (with subject ME001) to Parag Prasad at [parag@sohamsaa.com](mailto:parag@sohamsaa.com). Pls also feel free to call Parag @ 97399 88060 for any clarifications or additional information.**

**More information can be obtained from our website [www.sohamsaa.com](http://www.sohamsaa.com) but keep in mind that due to NDAs and certain legal obligations, we can't disclose a lot of information on our products and IDs on our website yet.**

**12.**

**OnioNxt, the Research & Strategy division of Onio is conducting a month long design research work for an automobile company. We wish to engage individual designers/researchers as associates who are familiar with design ethnography/market research techniques. They should be able to understand the complete business context, the product and conduct interviews, extract the insights and transcribe wherever needed. It is better if you approach in a team of two.**

**Proficiency in local language would be an advantage. Freelancers/part-timers can also contact.**

**We need people at following place-Delhi, Mumbai, Bangalore, Cochin, Jodhpur, Patna, Ranchi**

**Please send me a short email with your recent bio. A few lines on relevant project experience would do the trick. Please also indicate your availability within Dec12 to Feb 13 periods.**

**Manoj KOTHARI +91 989 091 7457**

**13.**

**Company: Dell International Services**

**Location: Bangalore**

**Total Relevant Experience: 3-6 years**

**Looking for a visual designer having \*extensive\* experience in designing for various mobile (iOS & Android) platforms. Knowledge on Windows 8 Metro style UI would be a \*BIG\* plus. Along with graphic design, the designer should have a flare & interest in the following areas - cloud, social strategies & design for mobile.**

**(Quite often, the role & responsibility will go beyond the typical visual design deliveries. Need a designer who will also be able to - assist in research, conduct brainstorming/focus group sessions, develop design strategies, etc.)**

**Key Qualities:**

- **Design Sensibility – Stronghold on design elements, such as typography, color & composition is a must-have!**
- **Technical Acumen– Should demonstrate proficiency in using a variety of design & prototyping software's. Should have a good understanding of design constraints related to various mobile platforms and should be able to deliver graphics/iconography that is optimized for them.**
- **Communication & Interpersonal Skills– Should be very strong in communicating ideas verbally & visually through rich info-graphics. The ability to sell ideas to clients/development teams & work with them to achieve the desired end product will be critical.**
- **Self-Organization– Needs to be organized in order to meet deadlines & stay within given budgets. General business skills are desirable!**
- **Problem Solving Ability– Strong problem solving skills & desire to seek challenge. Ability to quickly propose design alternatives & justify design directions that are taken will be crucial.**

**Key Skillset:**

- Deep understanding of UI guidelines of various platforms (iOS, Android, Windows 8, BlackBerry)**
- Designing graphics/iconography & optimizing them for different screen resolutions & form factors**
- Hands-on experience with HTML5 would be desirable**

**Send your [resume + portfolio] to [siddharth\\_gaikwad@dell.com](mailto:siddharth_gaikwad@dell.com)**

**14.**



**Advertising:**

**To advertise in digital Newsletter**  
**[advertisement@designforall.in](mailto:advertisement@designforall.in)**

**Acceptance of advertisement does not mean**  
**our endorsement of the products or services**  
**by the Design for All Institute of India**  
**News and Views:**

**Regarding new products or events or**  
**seminars/conferences /workshops.**

**[News@designforall.in](mailto:News@designforall.in)**

**Feedback:**

**Readers are requested to express their views**  
**about our newsletter to the Editor**

**[Feedback@designforall.in](mailto:Feedback@designforall.in)**



**Forthcoming Events and Programs:**

[Editor@designforall.in](mailto:Editor@designforall.in)

**The views expressed in the signed articles do not necessarily reflect the official views of the Design for All Institute of India.**

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***Photo Courtesy: Idea)***