

## **Design Engaging with Healthcare Transformation : a project, a pod and a PhD**

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### **Published version**

SWANN, David and CALDWELL, Nigel (2009). Design Engaging with Healthcare Transformation : a project, a pod and a PhD. In: Include 2009: International Conference on Inclusive Design, Royal College of Art, 5-8th April 2009. (Unpublished)

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# include 2009

Wednesday 8 April 2009

Royal College of Art, London



## Designing a better future

The inclusive design community has defined the needs and developed the tools. Now the main impetus is delivery to business and government through an integration of research, design practice and management approach.

That was one of the key messages to emerge from Include 2009, the fifth international conference on inclusive design that brought together more than 150 researchers, designers, social activists, entrepreneurs and industry partners to the Royal College of Art, London, 5-8 April 2009.

Participants at the conference represented a record 29 countries, demonstrating how the inclusive design community is now a visible and well-

connected global movement. Over the three days of Include 2009, there were 85 papers, 18 posters and four academic workshops.

A major departure at Include 2009 was the introduction of four practice-based workshops, led by well-known designers, to immerse delegates in the experience of designing inclusively. Each day, the conference began with a Breakfast Design Debate at which keynote presenters challenged conventional thinking in housing design, the public environment and technology.

In addition, the conference featured a Gala Dinner addressed by inclusive design pioneers Roger Coleman and Patricia Moore, an evening seminar

of ten industry-funded projects by the Helen Hamlyn Research Associates 2009, and an exhibition private view of the 'Healthcare on the Move' research study looking at emergency mobile healthcare.

Welcoming delegates to Include 2009, Rebecca Edge of the Audi Design Foundation, which sponsored the conference, encouraged everyone present to share ideas across the research, design and business communities so that inclusive design can be a tool for social and commercial innovation.

Include 2009 was organised and hosted by the Helen Hamlyn Centre at the Royal College of Art.

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## Social dimension

**Alastair Macdonald**

Chair, Include 2009 Review Committee

With a large dose of adrenalin and creative anger, Wayne Hemingway jump-started Include 2009, laying bare the UK house-building fiasco, its consequences, and the opportunities to be grasped in placing liveability and quality of life at the top of the agenda for better-designed communities.

The business case for inclusive design has been clearly made, but the argument to counter the enormous longer-term downstream costs – the social dysfunction, traffic congestion, and poor physical and mental health of getting the design of our communities wrong – needs to find an enlightened and enduring ear beyond short-term opportunism.

The skills and creative processes for addressing this type of issue were much in evidence in the papers and posters presented at Include 2009. From meticulous research to highly usable tools and provocative perception, Include provided a forum for a spectrum of research, design practice and business case papers, and the linkages that are now being built strongly between these areas.

The social dimension was a strong theme to emerge at the conference. Several teams demonstrated a clear understanding and command of the separate processes and tools required to engage stakeholders in the research and design of their communities. The potential to create social businesses to help communities better self-sustain, and spread the benefits of emerging social technologies across different generations, was also evident.

However, despite a record number of countries attending Include this year (see list), we should perhaps broaden our thinking, by asking who is not yet represented here and what we might learn from other cultures to the south and east, so that we might rethink what an 'inclusive' society actually means. When one hears from Stephen Wilcox that people over 70 in Cameroon might have a better and less isolated life than in the developed world, one needs to pause and reflect: inclusive design is as global an issue as economics and sustainability, all are interlinked and a fuller dialogue would enrich all parties.

Nearer to home, the provocation by Graham Pullin to invite into our community more of the richness and aesthetic sensibility that design culture can offer, may provide an opportunity to de-stigmatise the appearance and function of much we offer.

The founders of Include reminded us of our origins and the territory already covered, which now forms a valuable archive and resource for wider dissemination, and there were fresh young energies bringing strong new ideas into the inclusive community, building on the rich legacy of Include's first decade.

In parallel, we saw the substantial fruits of maturing alliances and as many as three successive generations of researchers, all committed to the inclusive agenda and developing its rich legacy while building capacity and skills for future inclusive challenges.

### A record 29 countries participated in Include 2009:

- Austria
- Australia
- Belgium
- Brazil
- Canada
- China
- Columbia
- Croatia
- Denmark
- Finland
- Germany
- Ghana
- Hong Kong
- India
- Iran
- Ireland
- Israel
- Italy
- Japan
- Korea
- The Netherlands
- Norway
- Portugal
- South Africa
- Sweden
- Taiwan
- Thailand
- UK
- USA



## Action stations

On the first day of the conference, Include 2009 invited four well-known international designers to lead practical workshops, enabling delegates to engage with the key principles of inclusive design through group discussion, sketching, model making and play.

Each workshop focused on a different discipline. Tim Fendley of London-based information designers AIG introduced the Legible London project, which aims to improve wayfinding for walkers in the capital. Fendley made the distinction between strollers and striders, novices and experts, pointing out that one signage system has to work for different needs.

Delegates worked in groups to draw maps showing a place they knew well and the journey from their home to the Include conference. The walls were quickly filled with many different modes of representation, reflecting the diversity of mental mapping. Some examples showed a reliance on charity shops and pubs to find one's way around the city.

Copenhagen-based architect Camilla Rhyl discussed the sensory challenge of making architecture inclusive for people with sight or hearing loss. She pointed out that many award-winning modern buildings are actually inaccessible due to bad acoustics and other barriers. Participants in this workshop were asked to work in small groups to design research proposals to examine sensory accessibility in buildings and spaces.

Deborah Szebeko of social innovation agency thinkpublic ran a workshop looking at the design of public services. She encouraged participants to adopt an experience-based design methodology that her company uses. The brief revolved around designing a new service for older people with dementia. Animal imagery, beauty products and music were added to the mix as stimuli. Solutions emerging from the session included a meals-on-wheels service from a vegetable patch and a smart



watch that recorded audio and took photographs as a memory of the day.

Product designer Mike Woods conducted his own X Factor search for inclusive design talent. He defined the X-factor in product design as 'I love it, I lust after it, I covet it, I would kill for it.' Not surprisingly two of the three finalists in a design pitch to a panel of

judges were inclusive sex toys. 'Nothing quite prepared me for what I am learning at this workshop,' remarked Include co-chair John Clarkson. However the workshop winner was a Reinclude swipe card, which redresses the balance between consumer and vendor by verifying the identity of the retailer.

# AROUND THE CONFERENCE





# AROUND THE CONFERENCE



## The things they said at Include 2009

**'I don't mind being blind but I'd hate to be short-sighted'**  
– Amar Latif

**'These are the slums of the future – a f\*\*\*\*\* s\*\*\* place to live'** – Wayne Hemingway on new British housing design

**'Everyone thinks of changing the world but no-one thinks of changing himself'** – Patricia Moore quotes Tolstoy

**'Professors are very knowledgeable but do nothing. Practitioners do stuff but are pathetically ignorant'** – Stephen Wilcox

**'A crisis is a terrible thing to waste'** – Jeremy Myerson quotes an unnamed Microsoft executive

**'The worst of design should be inclusive'** – John Clarkson

**'Everyone needs to have sex, everyone can do it better'** – Liz Goldenberg pitches a new X Factor 'sex ice cube' at a workshop

**'Don't confuse consumer trends with real user research'** – Nadia Danhash, InnovationRCA

**'Giving up your mobile phone is like giving up your gun in the Old West'** – Stephen Wilcox

Photography by David Ramkalawon: dave@david-ramkalawon.co.uk

## Early warning system

Each morning the Include conference began over coffee and croissants with a Breakfast Design Debate. Three maverick design entrepreneurs were invited by InnovationRCA, the Royal College of Art's innovation network for business, to argue the case for 'what needs to change' in housing, the public environment and technology. Experts in each field then joined the debate.

On Monday, designer Wayne Hemingway (top), a passionate advocate of better design standards in affordable and social housing, took no prisoners in a wide-ranging attack that slammed low-quality house builders, complacent local authorities, and greedy banks who have created the current global financial crisis.

'Eighty per cent of people in the UK think that new homes are either poor or mediocre,' says Hemingway. 'Any other business with that kind of customer satisfaction would go to the wall immediately. Look what happened to Woolworths.' Hemingway argued that the current focus on carbon efficiency rather than liveability in housing was counter-productive. New energy-efficient homes would be pulled down in 20 years, rendering any carbon savings irrelevant.

He contrasted the poor standard of new UK homes with developments in Holland and Scandinavia, where developers are not given a monopoly over land released for house building. There was more hope, however, in Hemingway's own thoughtful schemes at Gateshead and Dartford. 'Design the spaces in between before you even think about the housing,' was his advice to the conference. 'And don't forget the communal barbecue.'

On Tuesday, blind entrepreneur, director and actor Amar Latif (pictured centre) argued there were three main barriers to a better built environment: 'Intransigent systems that look backwards, not forwards; financial directors who think a fairer world would just cost too much; and decent people in the middle who aren't paying attention.'

In an inspirational address, he asked designers to engage people like him in a co-design process. 'Disabled people are natural problem-solvers, because we have no choice but to solve problems every day.' Colour, he reminded delegates, was important to blind people: 'If you plant grass, I can smell the greenness. If you leave it out, I can smell the meanness.'

On Wednesday, Michael McKay (pictured bottom right) of Nokia, a maverick who has set up his own cross-functional design studio within a large multinational corporation, addressed what needs to change in technology. Mobile phone makers, he conceded, needed to make the transition 'from technology-led to experience-driven'. They should also be more open to user-generated content, more adaptive to changing needs and more flexible to fit the new, unknown patterns that are emerging.

This is a tall order, but McKay's commitment to integrating design, consumer advocacy, business, hardware and software within one curated process held considerable promise for the future in terms of a better user experience, even if the patience of some consumers with the world's most ubiquitous handheld device is already exhausted. But then, as McKay pointed out, the 'death of patience' is a key trend right now.



# AWARDS

## Perfect progress

The Include 2009 Conference Committee made five awards during the event:

### BEST PAPER

#### **Canella: Material culture as a blueprint for society**

By Kathrina Dankl, Dept of Design History and Theory, University of Applied Art, Vienna, Austria

Citation: 'An astonishing paper by a newcomer to Include. It transforms the negative image of a stigmatising product, the walking cane, into something positive. The research methods used in this paper empower people and the use of language is outstanding.'

### BEST POSTER

#### **Designing a visible city for visually impaired users**

By Robert W White and Michael Grant, Department of Architecture, University of Strathclyde, UK

Citation: 'A poster that uses tactile elements to draw you in. The content addresses ways to create a more accessible environment for visually impaired people and is very strong with a clear description of the research process. It looks at a recurring issue in a new way.'

### BEST PRESENTATION

#### **The Inclusive ICE cube: lessons learned from Thai elder care design**

By Paima Israsena Na Ayudhya and Nuannoy Boonvong, Department of Industrial Design, Chulalongkorn University, Bangkok, Thailand

Citation: 'A clear presentation that moves the agenda forward, brings other cultural perspectives into inclusive design and reflects positively on collaboration with older people in Thailand'.



### BEST INCLUSIVE DESIGN INNOVATION

#### **To Each His Own: 'Piece of Family' connects elderly with family members, respecting their individual needs**

By Sanne Kistemaker, Muzus Research and Design Consultancy, and Pieter Jan Stappers, Technical University Delft, The Netherlands

Citation: 'A simple idea presented in a different way. We believe this multi-generational concept for a communication tool will stand a good chance of making it to market.'

### CHAMPION OF INCLUSIVE DESIGN

Professor John Clarkson, Engineering

Design Centre, University of Cambridge

Citation: 'A tireless champion of inclusive design. How does he have the time for anything else? He has a quiet passion for the subject area and brings integrity and substance to research work. He is a credit to our community.'



# View from the Chairs



## **JOHN CLARKSON**

**What is the one big idea you will take away from Include 2009?**

I don't think we should stay the same. If we are any good at what we do, there should be no need for an Include conference in the future, although we will need to bring the community together in some shape or form. We still have a problem with language and the challenge for us over the next ten years is to translate our ideas into business cases and convince industry that inclusive design is profitable.

**What has surprised or delighted you at this conference?**

What has delighted me is that the next generation of researchers is emerging, bringing a fresh view. I am astonished at how many young people are coming into the field and as a community we are becoming more mature. There are always new ideas and different areas of inspiration – there is real vibrancy to this event.

**What would you like to see happen over the next two years before Include 2011?**

I would like to see us go back to our roots and to engage more with business. This year, it is noticeable that fewer people from the business community have attended – a sign of the immediate times. There is a real need for ideas to emerge out of a crisis and I very much hope that in two years' time there will be a greater attendance from industry.



## **MELANIE HOWARD**

**What is the one big idea you will take away?**

It strikes me that we need to make the insights and ideas that we have shared here mainstream. We need to send a unified message by investing in lobbying, persuading and articulating that message and our main focus should be putting this on the Human Rights agenda.

**What has surprised or delighted you at this conference?**

I have been both surprised and delighted by the breadth of projects and ideas presented at the conference, together

with an authentic international dimension. It is evident that there is a real fervour, intensity and belief among those involved in a common cause.

**What would you like to see happen over the next two years before Include 2011?**

I feel there is a need for a central database to store all the developments, technologies and projects presented at each Include conference so that we can share and learn from them. I would also like to see an Enterprise Hub that facilitates the development of those ideas into small social businesses.



## **STEPHEN WILCOX**

**What is the one big idea you will take away from Include 2009?**

Alastair Macdonald's idea of assessing the value of data visualisation presented as part of the Reviewers' Choice was outstanding, original and profound – a breakthrough representing years of work that will stimulate other research.

**What has surprised or delighted you at this conference?**

The one thing that really delighted me was the paper delivered by Sanne Kistemaker, where 'Piece of Family', an online tool, had been developed to bridge the gap between grandparents and their grandchildren, allowing them to communicate in their own way by varying the communication device and tailoring to it to each person's needs. Brilliant!

**What would you like to see happen over the next two years before Include 2011?**

I would like to see papers designed that would be presentable to corporate executives, in the same way that the Helen Hamlyn Research Associates delivered presentations that make sense to the business community. We are inviting corporate representatives to attend but alienating them by not providing them with relevant information. We are talking to each other too much. In the call for papers for 2011, I would like to see this as a key criterion.

## **Include 2009 Review Committee**

**Chair: Prof Alastair Macdonald,**  
Glasgow School of Art

**Deputy Chair: Rama Gheerawo,**  
RCA Helen Hamlyn Centre

**Jo-Anne Bichard,** RCA Helen Hamlyn Centre

**Yan-ki Lee,** RCA Helen Hamlyn Centre

**Thomas Binder,** Danish Center for Design Research

**Nicola Bould,** University of Otago, New Zealand

**Julia Cassim,** RCA Helen Hamlyn Centre

**Sean Donahue,** Research Centered Design, USA

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Keep in touch for Include 2011 at the Royal College  
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[www.hhc.rca.ac.uk](http://www.hhc.rca.ac.uk)