ADVANCING THE CONCEPT OF UNIVERSAL DESIGN

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Director of Research Activities, IDeA Center
Fall Prevention Community of Practice
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Mission

Founded in 1984, the primary goal of the IDeA Center is to produce knowledge and tools that will increase quality of life for groups who have been marginalized by traditional design practices.

The IDeA Center is a multi-disciplinary research center with architects, urban planners, occupational therapists, industrial engineers, and social scientists.
Objectives

- Identify the need for universal design
- Introduce (reintroduce) universal design and the Goals of Universal Design
- Define the business case for universal design
- Explore a new tool for implementing universal design
ADDRESSING BARRIERS
COMMUNITY PROJECT

VILLE - ALCOA

DEDICATED TO

BARBARA MYNATT

APRIL 20, 1991

PICNIC AREA FOR HANDICAP ONLY

LOCAL ORDINANCE PROHIBITS USE BY OTHERS!
Accessibility ≠ Universal Design

By talking about accessibility we marginalise it to being about disability. In truth, making your digital services accessible benefits everybody.

Accessibility... Wait! Don’t stop reading! This isn’t a preachy article about how you should design your digital platforms to be more friendly to the disabled. No. This is a hard-nosed business article about maximizing your potential audience and your profits at the same time. Keep reading, I promise it is worth it.

Look, I know accessibility has fallen out of favor. There was a time when accessibility was a popular subject. When the best and the brightest worked hard to improve the digital experience for those with disabilities.
WHAT IS UNIVERSAL DESIGN?
Early Definition

The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

Mace, 1985
The Principles of Universal Design (1997)

1. Equitable Use
2. Flexibility in Use
3. Simple and Intuitive Use
4. Perceptible Information
5. Tolerance for Error
6. Low Physical Effort
7. Size and Space for Approach and Use
EXPANDING THE FOCUS OF UNIVERSAL DESIGN
Health and Wellness
Service Design
Definition of Universal Design

A *process* that enables and empowers a diverse population by improving human performance, health and wellness, and social participation.

Steinfeld and Maisel, 2012

Elevator message: **Making things easier to use, healthier, and friendlier.**
GOALS OF UNIVERSAL DESIGN
DEFINITION
Universal design is a process that enables and empowers a diverse population by improving **human performance, health and wellness, and social participation**.
Body Fit (Human Performance)
Accommodating a wide range of body sizes and abilities
Comfort (Human Performance)

Keeping demands within desirable limits of body function and perception
Awareness (Human Performance)

Ensuring that critical information for use is easily perceived
Understanding (Human Performance)

Making methods of operation and use intuitive, clear and unambiguous
Wellness (Health and Wellness)

The quality or state of being in good health especially as an actively sought goal.
Safeway Benefits

Safeway is an innovative Fortune 100 company that, thanks to the professionalism, diversity and enthusiasm of our people, is thriving in locations across the U.S. and Canada. Our employees are our greatest asset and the reason for our continued success. The benefits we provide support our commitment to making health and wellness part of everyday operations.

Based on our strong Pro-Employee Philosophy, we offer a total compensation package that helps our employees take charge of their health today and tomorrow. Along with tools designed to help employees manage their total health—physical, emotional and financial—our Live Fit, Live Long, Live Well™ benefits make Safeway a great place to work. In striving to help our employees make informed decisions about their health, we emphasize the power of individual behavior and recognize that the choices we make directly impact our health and well-being. When you join the Safeway team, we will help you make the most of Safeway’s Benefits programs so that you can be your very best.

Below are highlights of our comprehensive package. This is not a complete plan document of Safeway benefits. Coverage, fees and cost savings vary according to an employee’s location and eligibility. For details, contact your Safeway Talent Acquisition Representative.

Physical Health — Be healthier by lowering your risk and reaching your goals

Choice of Medical Plans
Choose between consumer-driven medical plans, depending on needs, location and eligibility. Weekly payroll contributions for employees only range between $7 and $90, depending on the plan, location and eligible incentive discounts (see Rewards for Better Health).

Health & Well-Being Programs
Safeway offers a wide array of programs and resources, such as smoking cessation, weight management, stress management, and a 24-hour nurse line, to help employees and their families identify health risks and take action to get on the path to optimal health.

Medical Decision Support Services
Train healthcare professionals offer free medical support when employees need information, have questions about a recent diagnosis or test results, or fear uncertainty about the best treatment option.

Dental & Orthodontia
Choose from dental coverage plans that include preventive, basic, major and orthodontic services. Weekly payroll deductions depend on the plan and selected coverage.

Vision
Coverage includes eye exams, prescription lenses or frames, and frames. Weekly payroll deductions depend on the plan and selected coverage.

Financial Health — Take advantage of healthy ways to save money

Flexible Spending Arrangements (FSAs)
Flexible Spending Arrangements (FSAs) allow employees to contribute pre-tax dollars to two different types of accounts. A Health Care Flexible Spending Account helps pay for health care expenses and copays that are not covered by health plans. A Dependent Care Flexible Spending Account helps pay for dependent care expenses such as day care.

Health Reimbursement Amount (HRA)
Safeway contributes to employees, Health Reimbursement Accounts (HRAs) to help pay for medical plan deductibles and out-of-pocket costs.

Rewards for Better Health
Safeway rewards employees for adopting healthy behaviors with discounts toward wellness medical contributions. For example, participation in health screenings can reduce wellness premium contributions by 6% to 73%, depending on the eligible incentives.

Well-Being Discounts
Safeway offers Illness club membership discounts, which vary by location.

Safeway Retirement Plan
Funded entirely by Safeway, this pension plan provides employees with income for retirement:

- Employees are eligible after one year of employment and must be at least age 21.
- Benefits grow through company-provided credits based on pay, years of plan participation and interest credits.
- Company credits start at 2% for Select employees. Marketplace employees are eligible for 2%.

Ingredients for life™

University at Buffalo
Center for Inclusive Design and Environmental Access
School of Architecture and Planning
Social Integration (Social Participation)

Does the design treat all groups of people with dignity and respect?
Personalization (Social Participation)

Design provides opportunities for choice and expression of individual preferences.
Cultural Appropriateness (Social Participation)

Does the design respect and reinforce cultural values and the social and environmental context?
THE BUSINESS CASE FOR UD
It makes good business sense!

- **Market broadening**: Expands reach to a diverse and global population
- **Compatibility with other business goals**: Creates a unique customer/end user experience
- **Relative advantage**: Increases competitiveness
- **Investing in social capital**: Goodwill to community = social branding opportunity
- **Reducing operating costs**: Attracts and retains workforce, lower accident rates, lower health care and renovation costs; consider life cycle costs
- **Increased productivity**: Reduces burden of customer assistance, minimize absenteeism, facilitates customer service, reduces errors
5.4 Street Crossings

2 Credits: Implement 6 of 10 | 1 Credit: Implement 5 of 10

Prerequisites: Street crossings do not have curbs within the marked crossing area (preferred) or have curb ramps as wide as the marked crossing area.

Marked crossing area at same level as sidewalk

Phases

Goals of UD | Initiate | Plan | Design | Construct | Close | Operations
--- | --- | --- | --- | --- | --- | ---
Body Fit | | | | | | |
Comfort | | | | | | |
Awareness | | | | | | |
Understanding | | | | | | |
Wellness | | | | | | |
Social Participation | | | | | | |
Personalization | | | | | | |
Cultural Appropriateness | | | | | | |
## Ongoing

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## Completed
http://idea.ap.buffalo.edu/
The contents of this presentation were developed under a grant from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR grant number 90RE5022-01-00). This presentation does not necessarily represent the policy of NIDILRR, ACL, HHS, and you should not assume endorsement by the Federal Government.