

How are communications practiced?

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IAUD has pushed forward communications between makers and users.

Masakazu Hosoyama, Manager, Promotion Planning WG

1) Why the communications are necessary?

- IAUD is a group most of which are occupied by major companies (though it is not intended).
- Since most of the company members are physically unimpaired people at the age of from 20 to 60, the viewpoint of the senior or handicapped tends to be missing. Especially a consumer market has mainly targeted at the young in Japan.
- As our society is graying, it is generally perceived that it increases inconvenience gradually and is getting away from the reality of consumers' situation.
- We have to bury the gap to build a more comfortable society to live in. The manufacture with advanced UD could bring new energy to Japanese industries and lead the world.
- Our association can establish the communications which are difficult for a company to have, beyond the boundary of business fields and categories.

2) What has IAUD done specifically?

- We arranged study groups, a sort of seminars, inviting intellectual individuals from other than IAUD and representatives of civil activities.
- We planned that the seminars were going to have a lot of discussions instead of a lecture provided by a main speaker. It was difficult, however, to offer the opportunities of discussion with a large number of participants.
- In 2005, we learned the inconvenient reality from a handicapped but independent lecturer. We also tried to hold a wide range of study groups and paid careful attention to the security of information.

3) What we have achieved and what we have not achieved

- Our members grew understanding and contributed to improve the companies' images, though unfortunately it does not go far enough to achieve the establishment of UD and social change. In addition, the know-how of

communication has not established yet and human resources who can practically approach the communication have not grown enough.

4) Future activities

- IAUD members will be encouraged to have more communications with users. Moreover, we will try to establish the communications outside IAUD to find new problems.
- We will develop the human resources who practice the promotion and education of UD. We will work to grow better human resources and society.

5) Question to participants

- Do you feel that IAUD's communications have improved since 2002?
- Do you have any ideas?



The possibility of user participation type UD development on IAUD workshop

Sumio Ichiba, Manager, UD workshop WG

1) Purpose

We, the working group for this workshop, plan and hold a workshop in “practical dialogue” style; we actually invite the physically challenged and ask them to use a variety of products and find difficulties. Such findings are to be shared between the users and designers and will be the seeds for new ideas on UD.

In this workshop, Planners, Designers, Engineers and such of member companies will experience the importance of “MONOZUKURI-innovative manufacturing” with a high regard for interaction. We believe this experience will help us to contribute to the dissemination and realization of Universal Design.

2) Outline

We will start with a classroom lecture by inviting Prof. Toshiharu Arai (Kanazawa College of Art) as the lecturer/ coordinator to talk on “ the importance of user participation type product creation.”

A variety of users will join us as the members and verify various products.

Our workshop will be the place users and creators exchange opinions on the benefits and possible improvements of the products to find what a product should be. It will be a hands-on workshop; participants conduct a study by group, generate ideas, make presentations on the study results and comments on all together. “All-hands” will be our style.

* 2004/2005 Workshop verification products

Cash dispenser, CD/MD recorder, lodging facility,

automobile, Office Desk / Chair, Vacuum cleaner,

Printer / Scanner complex machined, UD rest room

3) Result

What we have derived from the communication between users and designers are;

* that Users found what UD development should be in the future and the possibilities of "Design development with a high regard for interaction,"

* that Designers recognized the importance of "the opportunity / place to experience reality---what they do not know in their field of development," got new inspirations from

the interaction with users for their creativity, and this kind of opportunity can be a chance to "realize" the seeds for new ideas.

4) Plan 2006

Our 2006 workshop is in the planning stage. Also as a new trial for this year, a book, "Hints for MONOZUKURI," has been under development as the collection of invaluable advices we received from users in our past workshops.

It will be published at the end of 2006. Hope for the best! We will do our best to live up to your expectations.

scene



scene



Scene, Prof. Toshiharu Arai(left)



< Liver's viewpoint>

What are the result and problem of IAUD's communications?

I have been involved with IAUD's activities for three years not only as a freelance UD researcher but as one of the aurally-challenged..

Freelance UD Researcher:Karin Matsumori

< IAUD from the perspective of livers >

- As IAUD is a group of professionals at UD, people expect that IAUD members are all UD performers as a matter of course.
- On the other hand, livers also have a lot of their own claims!
- However, it seems to be hard for us to contact IAUD because the association is a gathering of major companies. It is not certain whether IAUD is supposed to provide us with the opportunities of proposal.

<Approvable basic stance of IAUD>

- The intention to found IAUD declared that "we were convinced of the importance of urgently establishing a user-oriented mechanism." The description of activities also proclaims that "we focus on the communications with livers in all of our activities and work based on livers to promote and establish UD...(snip.)". I greatly appreciate the basic stance of IAUD.

<What I have realized through three-year activities>

- Individual's mind and awareness of UD are actually getting improved little by little.
- On the other hand, IAUD still retains a sort of company quality and is not completely open to the livers or the handicapped.

<Japanese manufacture viewed through IAUD >

- Many Japanese companies still stick to giving a high priority to their "seeds." Although users who generally have the perspective of livers tends to think that makers should be developing their products from liver's point of view, the reality proved different.

<Future expectations and suggestions to IAUD>

- IAUD promotes manufacture "based on communications with livers." We hope IAUD is going to push it forward beyond the boundary of business field

and categories.

- Although many of current IAUD member companies are apparently manufacturers, UD society should be achieved in connection with software aspects including service. Well-balanced member composition and projects or working groups considering about software aspects such as service would be desirable. And they should be developed in a cross-sectional manner.
- IAUD members themselves also have to achieve UD. It is important for IAUD to develop human resources and to create an environment for accepting varieties of the handicapped and livers beyond ages, which would provide IAUD with the basis of constant communications with them.

<Finally, from communications to practice >

- We should pause to realize that we are all the same human being and one of livers prior to being one of company members. Starting from this place will surely change your point of view and attitudes to others little by little. We really hope that IAUD advances their communications into practice from now on.

Japanese enterprises evolve committing themselves to UD.

Takehiko Katsuo, Nikkei Design

It is safe to say that Japan works on UD the most positively in the world at the present day. Especially, the trend features that Japanese general companies intently address UD. In addition, the Japanese approach for UD has improved from the starting stage where they were strongly conscious of just the senior and the handicapped. Repeating communications with wider range of users, they try to utilize UD as a useful method in developing products which are easier to use or safer.

<Background of the spread of UD in Japan>

- Companies has grown more and more awareness of social responsibility.
- Highly aged society has come. → Japanese market is changing.
- Existence or nonexistence of handicaps is determined by an environment. → The handicaps are overcome to some extent by changing the environment.
- The labor force is shrinking because of the falling birthrate and the aging population.
→ The senior and handicapped are encouraged to participate in society.
- The global competition is intensified. → The companies need to establish their own brand (The differentiation and strengthening of competitiveness with UD).

<Current situation surrounding UD>

- The recognition of UD among the consumer public has dramatically increased during the past five years (from about 27% to about 60% in UDF's research).
- As over 90% of local governments and a large number of private company, especially major companies start to tackle UD positively, the base of UD movement is expanding.

Rankings of how Japanese companies address UD according to surveys by Nikkei Design (in 2003, 2004 and 2006)

UD Effort Ranking in 2006

Rank /Ranking in last survey / Company / Total Point / Self-Evaluation / Evaluation by Consumers