

## Universal design week: a scenario-based project structure

### **Simplification Centre / Rob Waller, Veronika Egger, Karel van der Waarde, and other experts**

The training will be based on a prepared scenario that involves interacting with information and environments. For example, a visit to the selected cultural institution. Then it will be used to test for challenges for people with a range of conditions:

- Physical mobility
- Cognitive issues
- Vision problems
- Hearing problems
- Social problems (phobias, ADHD, etc)

Participants will work through the scenario and define tasks that need to be taken by the user (preparing for the journey, checking the website, choosing public transport, and finally visiting the museum). The analysis will be supported by the experience of visiting experts and experts from the Simplification Centre, to identify the problems which people with various conditions will encounter. The final stage of the training will be preparing the recommendations and concepts of solutions.

## Our approach

We will use a combination of:

- Lectures
- Expert/user visits: these will be encounters with experts on (for example) learning disabilities, dyslexia, gerontology and visual impairment. They will come in to meet us, or we will visit their own environment.
- Design projects: we will create design solutions for the different user groups and ask the experts to evaluate them.
- Discussions and personal action plans: we will challenge participants to plan their implementation of Universal Design in their teaching.

## About the Simplification Centre

The Simplification Centre is a registered charity in England that advocates, develops and demonstrates clearer communications for the general public.

Starting life as a research centre at the University of Reading, the Centre now coordinates volunteer information designers and writers who work together to develop innovative communications. We fund our work through training and consultancy services.

The Centre engages both with people who need clear information – citizens and consumers – and the organisations that produce it. We organise the annual Information Design Summer School, held at Bath University, UK (online in 2021). The summer school is organised in partnership with IIID. There is more information about this, including student comments, on our website:

<http://www.simplificationcentre.org.uk/events/schools/>.

## **Our team**

Our team comprises three people who serve on the board of the International Institute for Information Design (IIID). Karel and Rob teach the annual Information Design Summer School, where Veronika has also been a guest lecturer.

### **Veronika Egger MSc**

Veronika is the founder and director of is-design, with long years of experience in application areas such as medicine, architecture, consumer electronics, food and public transport. Veronika holds an MSc in Inclusive Design and is an Access Consultant, advocating inclusive, user-centred design. She is on the board of Design for All, a not-for-profit membership organisation, and President Elect of the International Institute for Information Design (IIID).

### **Karel van der Waarde PhD**

Karel is a design and researcher, specialising in the writing, designing, and testing of information about medicines for patients and their caregivers. He is involved in many academic activities (professor, senior lecturer, PhD examiner, validator, supervisor, editor, and more...) related to the writing, design and testing of information. He is Vice-President of the International Institute for Information Design (IIID) for education and research

### **Rob Waller PhD**

Rob is the Director of the Simplification Centre and a practising information designer with over thirty years experience. He has been involved with substantial document improvement programmes for many organisations in government and the private sector who need to reach audiences with poor literacy. He has had academic roles with the UK Open University, and recently with the University of Reading where he was Professor of Information Design, teaching MA and PhD students. He is President of the International Institute for Information Design.