IDEA: Inclusion, Diversity, Equity and Accessibility.

How they shape our experience in the built environment.

Matteo Zallio, M.Arch, Ph.D.

University of Cambridge
Engineering Design Centre - Inclusive Design Group

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Sk+odowska-Curie grant agreement N° 846284.







Did you ever feel excluded when having dinner at a restaurant?

Inclusion, Diversity, Equity and Accessibility



01

Regulations & literature

Investigated 2000+ documents, standards and academic literature.

02

In-depth interviews

Performed 26 interviews with building industry professionals and experts.

03

Survey

Involved 200+ experts from the building industry.

04

Co-design workshops

Run brainstorming sessions to create new solutions.

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Only 10.6% of survey respondents reported that clients and building owners are well informed about the benefits of designing inclusively.

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*M. Zallio, P.J. Clarkson, (2022), Strategies for designing and maintaining inclusive and accessible buildings. In publication.

More than 7 out of 10 survey respondents reported that clients and building owners fail to perceive the value of Inclusive Design.

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*M. Zallio, P.J. Clarkson, (2022), Strategies for designing and maintaining inclusive and accessible buildings. In publication.



P<0.00001, Effect Size (Pearson's r) = 0.497



Scarcity of client's awareness of Inclusive Design.

Lack of perceived value of Inclusive Design.

As a result of this biased perception the scarcity of client's awareness becomes the dominant driver of the insufficiency of clients' requests (only 10% of clients) and limited design of inclusive, accessible, equitable buildings.

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*M. Zallio, P.J. Clarkson, (2022), Strategies for designing and maintaining inclusive and accessible buildings. In publication.

How can we help people thrive by living in better places that guarantee inclusion, diversity, equity and accessibility?

IDEA Toolkit

A toolbox to help design professionals and leaders to embed Inclusive Design in their mindset and working routine.

Inclusive Design Canvas

A strategic design template used to ask the right questions and to embrace the principles of inclusion, diversity, equity and accessibility in the design process.

IDEA Audit Tool

A post-occupancy evaluation tool to take a snapshot of people's perceptions of inclusion, equity, diversity and accessibility and gain insights to address points of exclusion.

Inclusive Design Canvas

Offers an educational springboard for design professionals to consider the variety of user journeys, the diversity of human capabilities, the equitable importance of diverse user needs and to promote the conditions for change by identifying and organizing bespoke design requirements.



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Matteo Zallio 2022

*M. Zallio, P.J. Clarkson, (2022), The Inclusive Design Canvas. A strategic design template for architectural design professionals. International Design Conference - Design 2022. https://doi.org/10.1017/dsd.2022.000

Inclusive Design Canvas

User Persona Describe the user persona	**Persona's journey** Describe the persona's journey, considering key tasks and associated demands	**Notes**
Persona's capabilities Are descriptors that influence the ability for a persona to perform tasks within a built environment	**Persona's needs** Are descriptors, given persona's capabilities, to perform tasks within a built environment	**Design requirements** Are descriptors of design actions required to ensure the built environment meets the persona's needs
Physical capabilities Describe the persona's physical capabilities *E.g., mobility, stamina, agility, balance, etc.*	**Physical needs** Describe the persona's physical needs by focusing on the descriptors from the persona's journey and physical capabilities *E.g., "User needs to ..... to achieve ....."*	**Physical requirements** Describe the key inputs for the design of the built environment by referring to the persona's journey, capabilities and needs *E.g., "Ensure the entrance is ..... to include ....."*
Sensory capabilities Describe the persona's sensory capabilities *E.g., vision, touch, smell, taste, hearing, vestibular, etc.*	**Sensory needs** Describe the persona's sensory needs by focusing on the descriptors from the persona's journey and sensory capabilities *E.g., "User needs to ..... to achieve ....."*	**Sensory requirements** Describe the key inputs for the design of the built environment by referring to the persona's journey, capabilities and needs *E.g., "Ensure the room colors are ..... to include ....."*
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The Inclusive Design Canvas is a strategic design template that offers an educational springboard for architectural design professionals to embed inclusive design in the design process.

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University of Cambridge - Engineering Design Centre

Inclusive Design Canvas

User Persona
Describe the user persona

Steve, 51
Amsterdam based
Software engineer
Widow

Steve loves watching sports after a car crash which limits his mobility. He loves healthy food and always looks for new adventures.

Persona's journey
Describe the persona's journey, considering key tasks and associated demands

At home: Steve has to take his car in the garage close by to his 1 floor house

Going to the office: Steve has to drive to work because there is no public transport connecting his house to the office

At the workplace: Steve has to park close to the entrance where a blue parking lot is available

At the workplace: Steve reaches the elevator in the main lobby and goes to the 7th floor

His office room is close to the toilets and elevator

Notes

Check the BS8300 requirements

Building reg. part M

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Steve needs to find shortcuts for his journeys as he cannot walk for long distance

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Steve needs comfy spaces to talk and listen clearly

Steve needs special equipment to perform his job at best

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E.g., "Ensure the entrance is ..... to include ....."

Ensure that wayfinding is accessible for people with different abilities and language

Ensure the office space has adjustable table and seats

Provide easy access to the office building with dedicated bus, van or taxi vouchers

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Provide clearly legible and listenable wayfinding to get to the office building

Provide tools and equipment to facilitate auditory experience

Create sound proof rooms to help people understand each other with low noise level

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Create social events and spaces to help Steve engage with teammates afterwork

Design spaces to heal and relax and a comfort zone for people with stress

Develop a policy for employees with burnout to reintegrate in the working environment

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Inclusive Design Canvas

Helps designers to train the muscles of empathy, to understand the power of ethnographic research, to flourish an Inclusive Design mindset and to better identify and acknowledge the variety of user needs.

Highlights



Open source for everybody



Inclusive by fostering community engagement



Educational to spark new ideas



Empowers teams by bringing empathy



Scalable by boosting the design process



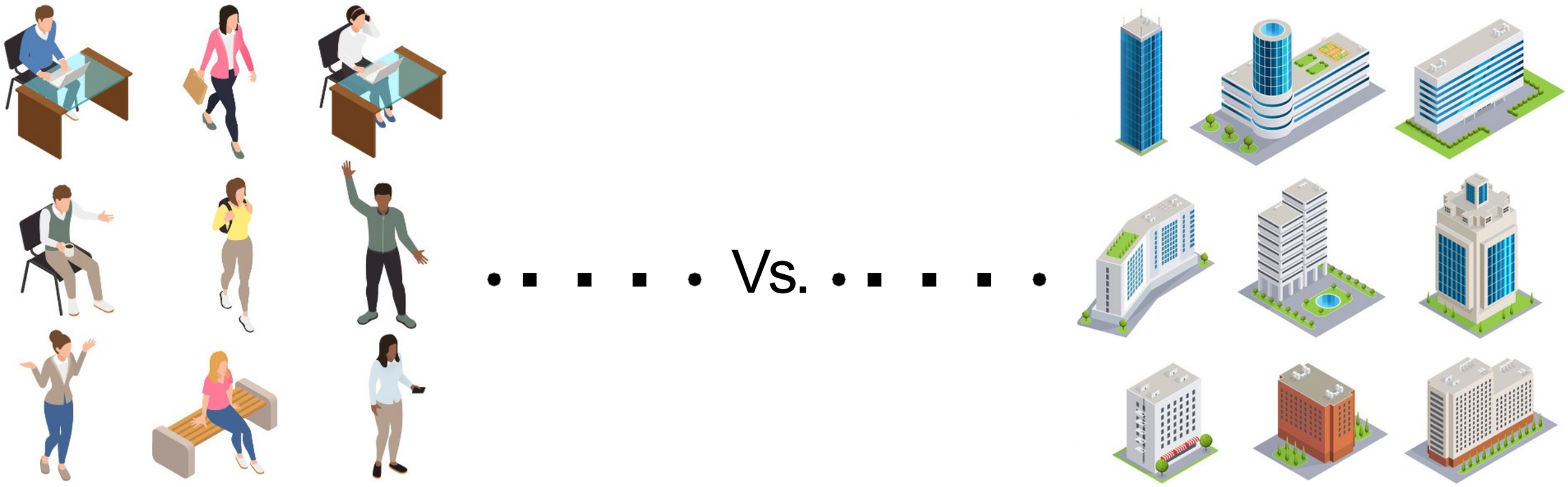
Long-lasting by adapting to needs and training teams and customers

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Understanding across the time what people feel, what is their sense of inclusion in the working environment and what are their challenges, is beneficial to create a culture and environment where people are happy and thrive.

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Zallio M., Clarkson P.J. (2021). Inclusion, diversity, equity and accessibility in the built environment: A study of architectural design practice. Building and Environment, ISSN 0360-1323, https://doi.org/10.1016/j.buildenv.2021.108352



Real perception of people.

Average data from different environments.

Objectively measuring people's performance, happiness, inclusion and well-being by benchmarking data against surveys run in other environments, in distinct geographies, with different people don't offer a thorough understanding of real challenges and points of exclusion that people experience in a given place.

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IDEA Audit Tool

Composed of surveys and mixed-method audits to collect attitudinal data on people's perception of the built environment that highlight points of exclusion and challenges used to inform the design of inclusive and accessible spaces that guarantee equity and diversity.

People-centered data

Discover more about the demographic, cultural and attitudinal information of the people.

People-space perception

Discover the perception people have about comfort, ergonomics, access, usability, maintenaince and more in the built environment.

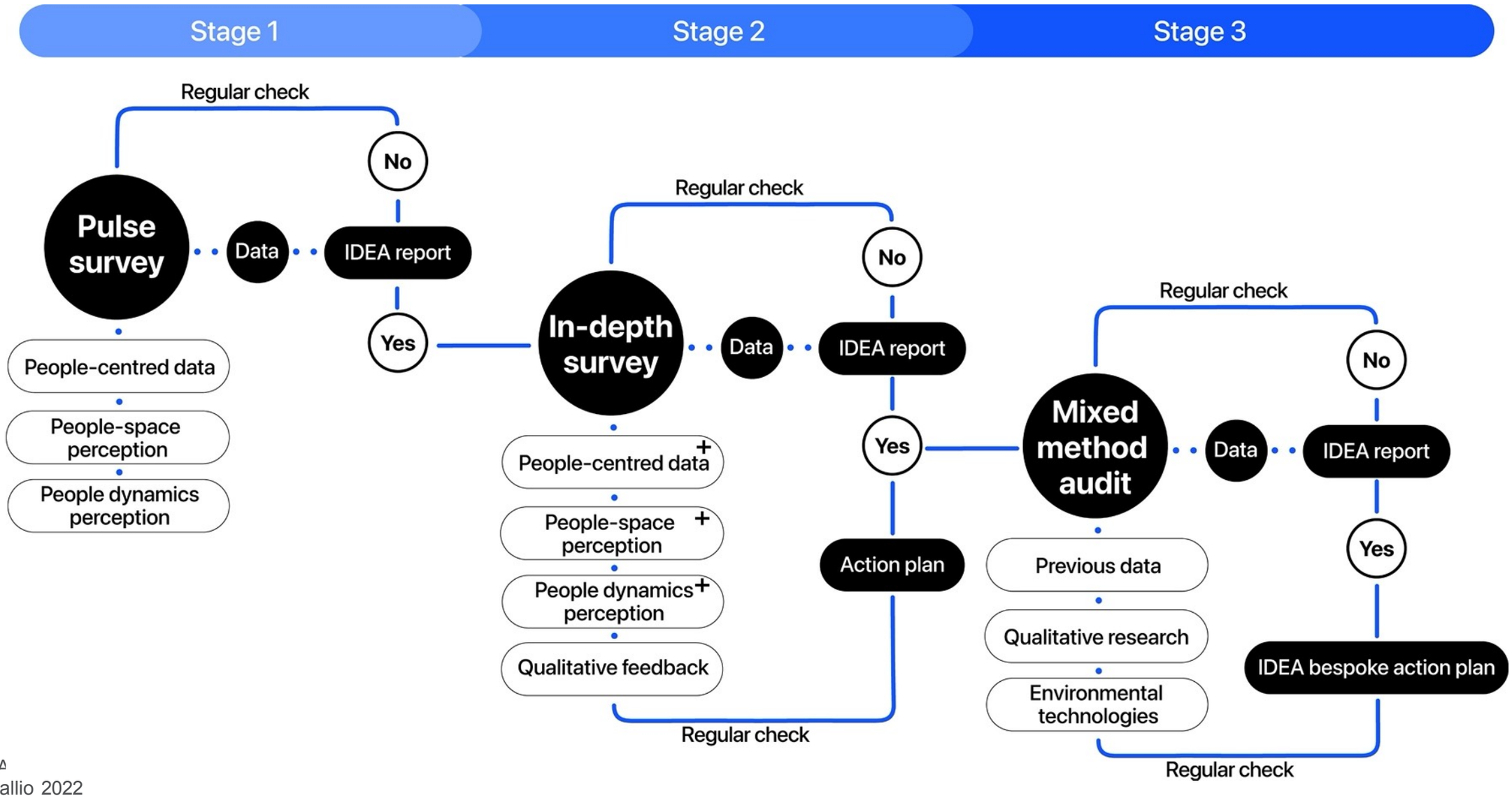
People dynamics perception

Discover more about how people engage with diversity and inclusion, mental and physical well-being and what motivations help them thrive.

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IDEA Audit Tool

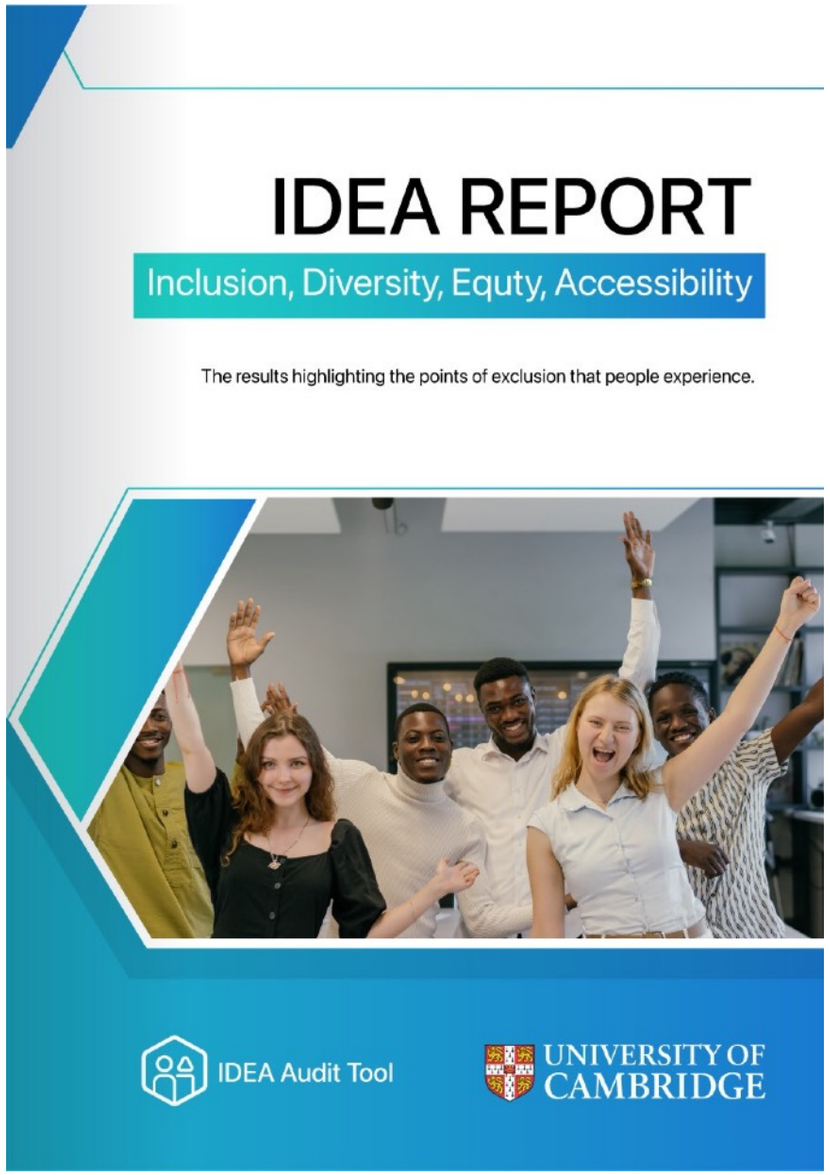
A pulse survey to get a sense of what people experience and identify potential pockets of exclusions and challenges.
An in-depth survey to discover nuanced challenges with granular details.
A mixed method audit which helps to create a bespoke action plan.



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IDEA Audit Tool

It is important to repeat the surveys across the time to observe the evolution of environments and people's behavior according to Inclusion, Diversity, Equity and Accessibility.



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IDEA Audit Tool

How can you design a better working environment for your teams?

The IDEA audit tool is a flexible and scalable method to deeply understand how to improve the working environment and help people thrive in your organization. We help you to understand the perception teams have about inclusion, diversity, equity, and accessibility in the working environment.

With our flexible approach you can discover where points of exclusion are and receive a bespoke action plan to develop a safe, inclusive, accessible working environment for all. In this report you'll find data about people, environments and people's relationships.

People-centered data
Discover more about the demographic, cultural and attitudinal information of the people.

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Discover the perception people have about comfort, ergonomics, access, usability, maintenaince and more in the working environment.

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Discover more about how people engage with diversity and inclusion, mental and physical well-being and what motivations help them thrive.

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About numbers

DATA COMMENTARY

As each single building can be considered as a unique prototype, developed as a result of a bespoke process, it can impact the occupants in several ways.
The geographical location, structure, distribution, layout, materials, colours, furniture and aesthetics of a building strongly influence the occupants who all have different needs, motivations and perceptions of the space.
Benchmarking the results of a POE survey which collects information from users about their attitudes (a personal view or thoughts, beliefs, feelings, perceptions), in a given context (e.g., a specific building in a certain geographical location), against a mass of attitudinal data from other building occupants with different geographies may present misleading information as to how a building performs and what people really think about it.
To overcome this challenge which may decrease the validity of a POE tool, the IDEA audit tool evaluates the perception of the same occupants about a selected building over time.
Only by comparing the data from the occupants of a specific building, in the same context, is it possible to understand at a granular level the challenges people experience, reduce bias, margin for error and create a bespoke action plan to improve the well-being, comfort and perception of IDEA within that building.

Future proofing

NEXT STEPS

The IDEA audit tool seeks to listen to the voice of people and enable self-reflection in order to suggest meaningful actions that increase equity and diversity at a behavioural level, implement mechanisms (either physical or virtual) to improve inclusion and accessibility in the built environment and to ensure that processes, both at the building and human level, are inclusive and implemented in a timely manner.
Once the meaningful actions have been gathered by stakeholders it is essential to have the support of practical tools and methods in order to improve IDEA in both physical and virtual environments and some of these are listed in the Inclusive Design Canvas and the Inclusive Design Toolkit as a means of quickly raising the bar of inclusion.

Highlights

POINTS OF EXCLUSION

Here a brief highlight of what you should do as soon as possible.

01 People dynamics perception is overall weak and people have to constantly find new inspiration, emotional wellbeing and cope with stress.

02 Maintenaince and management needs to improve to guarantee a safe, accessible and inclusive environment for all.



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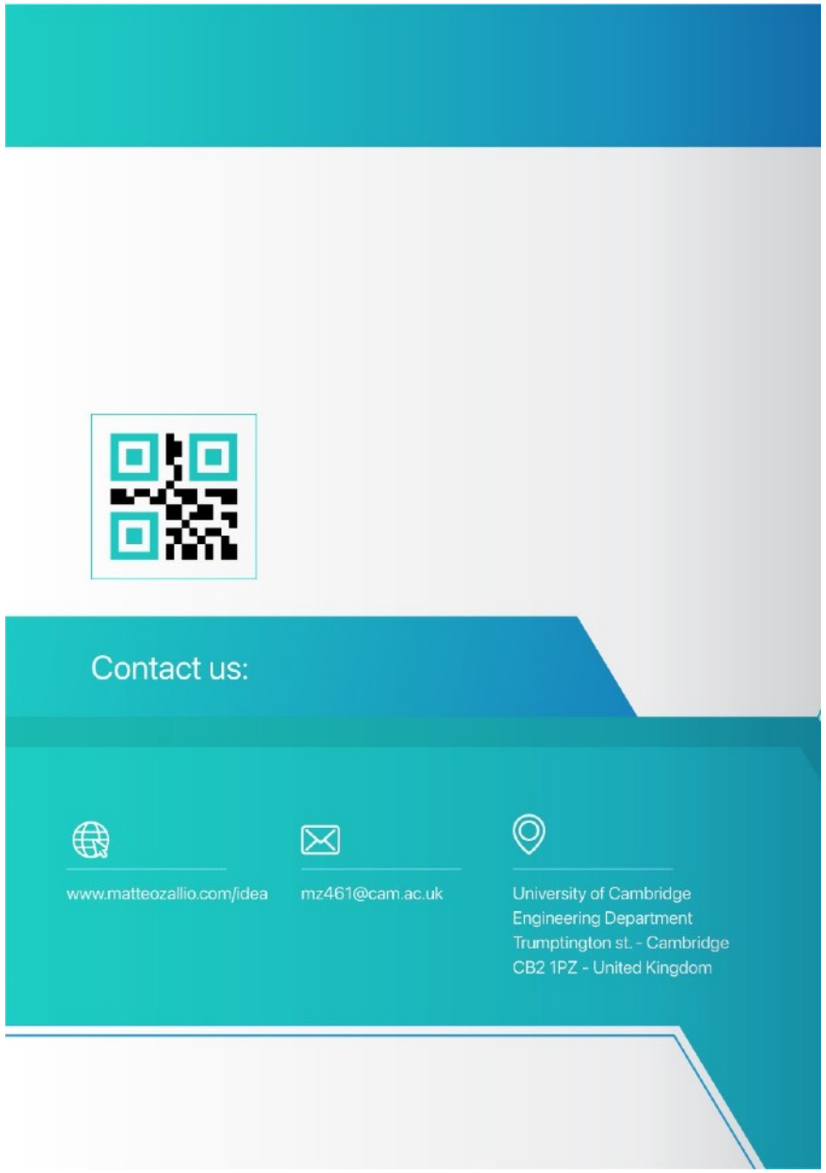
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IDEA Audit Tool

Helps design professionals, business leaders, facility managers to get a sense of what people experience, where potential pockets of exclusions are and offers an accurate snapshot of the building and people's dynamics.

Highlights



People-centered by capturing people's subjective attitudes



Scalable by allowing users to focus on specific areas of improvement



Data-driven with a scientific, validated approach



Efficient by boosting understanding of data and team's productivity



Accurate by highlighting points of exclusion in a precise setting



Future-proof by providing people value across the time in the future

You can manage only what you can understand.

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