Telecommunications Products and Services Inclusive/Universal Design For All Users

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The Users' View

Presented by
Gerry Ellis On Behalf of
People with Disabilities in Ireland
(PWDI)

Introduction

- **It is just as natural for a society to contain people with disabilities as those without.**

- **People move from ability to disability, sometimes temporarily, sometimes permanently.**

- **As more people grow old the number of users of Telecommunications products and services making this permanent transition will increase.**

The only alternative is to die

Who is Disabled? (1/2)

- **The World Health Organisation World Report on Disability and Rehabilitation states:**

"An estimated 10% of the world's population - approximately 650 million people, of which 200 million are children - experience some form of disability."

- **The European Disability Forum states:**

"Disabled people represent 50 million persons in the European Union (10% of the population), the equivalent to the population of Belgium, the Czech Republic, Greece, Hungary and the Netherlands together.

People with reduced mobility represent more than 40% of the population."

Who is Disabled? (2/2)

- **The European Commission states:**

"**By 2020, 25% of the EU population will be over 65.**"

- **In Ireland, figures extracted from the 2006 census suggest that around 9.3% of the population has a disability**

Environmental Considerations (1/2)

- People can be disabled by the environment where they find themselves.
- When driving, it is difficult to use your eyes for anything else but what is going on outside the vehicle or on the dashboard. In addition, your hands are busy.
- A product that can be operated by voice controls and which gives audio feedback is ideal.

Environmental Considerations (2/2)

- In a noisy environment like a train station, a mobile phone user requires the ability to raise the volume of the handset above what they would normally use.

- This is no different to what a person who is hard of hearing needs on a regular basis.

- People with no disability frequently complain about the size of keys on mobile phones

Why Include Accessibility?

1. Rights of People with Disabilities

Discussion for another day

2. Legislation

I will review new developments presently

3. Benefits to Business and Society

This is what I want to discuss

Universal Design

- **Universal design refers to the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people, regardless of their age, size or disability. (Disability Act, 2005)**

- **Involves including potential users at design through testing phases, not just at the testing phase**

- **Facilitates adherence to legislative requirements**

Benefits of Universal Design

- Originally, we were told that accessibility would cost too much
- Accessible buses can be used by people with prams, older people, people with a lot of shopping, people with broken limbs, etc
- The same is true for Kerb cuts and ramps in buildings
- These unforeseen benefits are in addition to those for the people for whom these alterations were originally introduced
- It would be impossible at this stage to get inaccessible versions of the examples above

Telecommunications

- **Adherence to Worldwide Web Consortium WCAG Standards greatly improves a web site's standing on search engines like Google**

- **Similar to a visually impaired person, a search engine cannot read graphics. If a textual alternative is present potential business that otherwise would be lost is achievable**

- **Mobile phones which are useable by people with poor dexterity or diminished vision have an increasing market**

- **Products and services designed with the needs of people with disabilities in mind are typically easier to use for everyone**

Legislation and Standards (1/2)

1. Standards

- **CEN, Cenelec and ETSI, the main European Standards bodies, are all including Universal Design in considering new standards**

2. European Directives

- **Audiovisual Media Services Directive
  Came into force December 2007
  Transposed into national law by end of 2009**
- **Two Directives on Public Procurement
  Transposed into Irish Regulations June 2006**

Legislation and Standards (1/2)

3. U.S. Legislation

- **ADA Amendments Act of 2008**
  Became Law in September 2008-
- **21st Century Communications and Video Accessibility Bill**
  Introduced to House of Representatives June 2008

4. United Nations

- **Convention on The Rights of Persons with Disabilities**
  Came into force May12th, 2008
- **WIPO Treaty on Copyright**

Currently being discussed in Geneva

**If organisations do not adhere to these
requirements they will have difficulties selling to
large customers, both public and private**

Who Benefits?

- As Europe greys, the population will contain an increasing number of people with limited dexterity and diminished use of senses
- Universal Design helps developers to include the needs of these potential customers
- Companies benefit from increased sales
- Society benefits as these people continue to contribute to the economy rather than unnecessarily becoming burdens on it
- we as users benefit as unnecessary barriers are not put in the way of us living our lives fully

- COINCIDENCE OF BENEFIT

Gerry Ellis
gerry.ellis@feelthebenefit.com