

NDS: Community of Practice

Inclusive Design at Ability Works

Tuesday 31st October
Natalie Collins

What is inclusive Design?

In 2014, Queensland Rail spent \$4.4 billion on 75 Next Generation Trains only to find they did not meet international disability standards and created brake and sight problems for drivers. At a cost of \$355 million to taxpayers all trains are currently being upgraded and will be ready in 2024.

Half of Queensland's flawed new trains brought up to standard. Brisbane Times. 27 June 2023



Figure 1 Only one of Queensland's 75 new trains has had the aisles widened and a second, larger toilet added for people in wheelchairs.



Figure 2 Ability Works inclusive design consultant, Mark talking to Level Crossing Removal engineer

Five million Australians are vulnerable to exclusion based on the number of Australians living with disability and the elderly alone. They possess over \$40 billion in annual disposable income, a significant portion of which is untapped due to design exclusion.

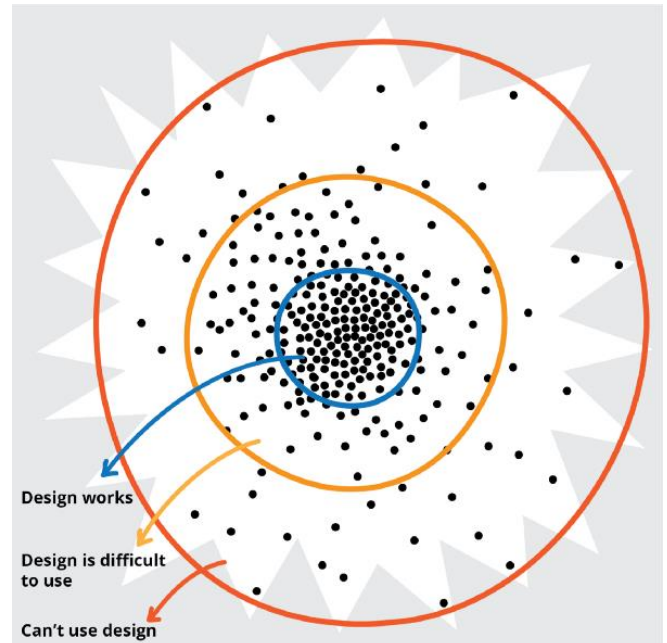
The Benefit of Designing for Everyone. Centre for Inclusive Design

Humanity is abundant with difference.

Inclusive Design is a design methodology engaging people with diversity to input into design and experiences.

- Co-design
- Design for one, extend to many
- Broader beneficial impact

Some examples include: Electric tooth brush, SMS, Voice assistants, Siri/Alexa.



Inclusive Design at Ability Works

We help industry, government and other purpose-driven organisations grow markets by harnessing the lived experience of human diversity to improve products, services, and customer experiences for the benefit of everyone.

Engagement of diverse lived experience

We complete human factors and inclusive design work on top of standards

- Building code
- Disability Standards for Accessible Public Transport
- Web Content Accessibility Guidelines



Figure 3 Ability Works helped Court Services Victoria facilitate inclusive design workshops utilising the skills of people with disabilities to help with co-facilitation



Figure 4 Ability Works Inclusive Design team have shared their experience of employment and introduce Customised Employment to industry

[Accessible Tram stop User Research Project with Aurecon](#). [This link will open in a browser]

Social enterprise start-up

Ability Works has completed considerable work to develop a platform that can be accessed by individuals and disability services on behalf of individuals to help people with lived experience access project offerings.

Timeline

2020 – Ability Works completes first user-centred project with Aurecon

2021 – Begin recruiting Ability Works employees for construction, transport & customer experience research.

May 2022 – Inclusive Design Manager (0.8 FTE).

September 2022 – With the help of grant funding Swinburne Uni complete market analysis.

2022 – Recruitment of external participants. Developing relationships with disability services & support groups.

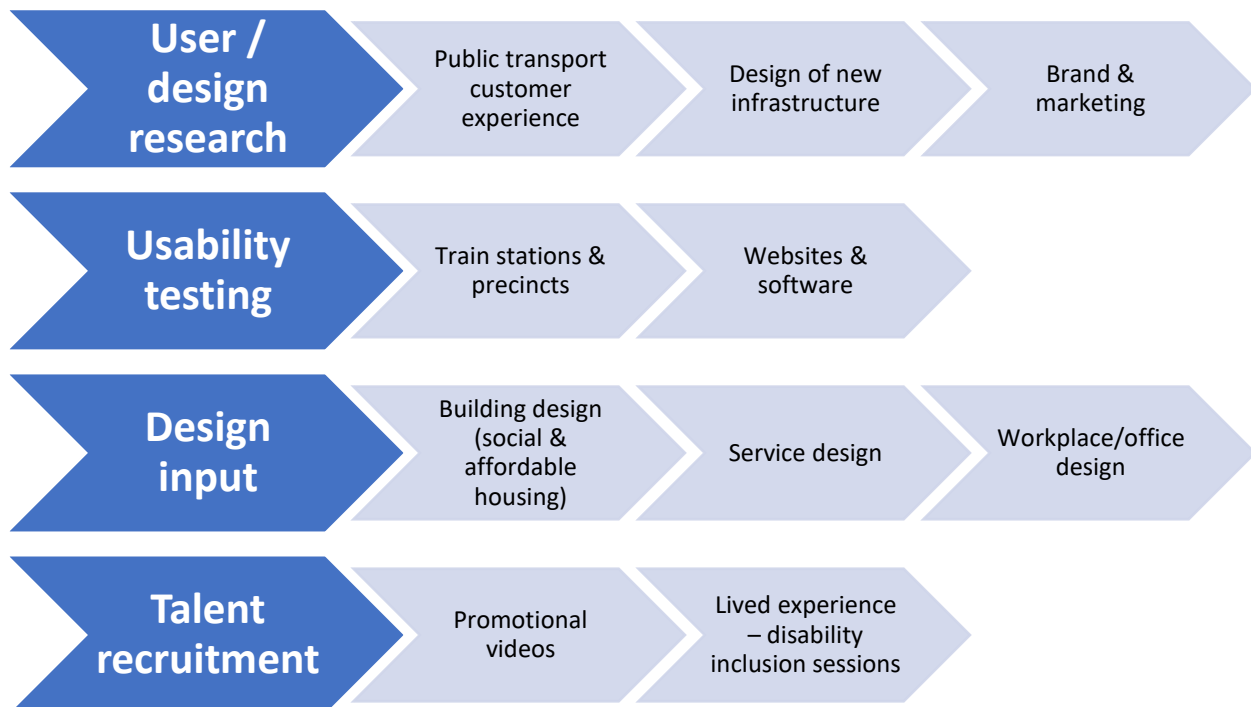
March 2023 – Employment of Projects Coordinator studying UX and web design.

September 2023 – Employment of Technology Projects resource. Investigating web accessibility.

2023 – Inclusive Insights soft launch. A platform for PwD to connect with flexible short engagements

2024 – Expand participant database & geographic reach. Consulting

Kind of work we do



Clients and testimonials

- Victorian Department of Transport & Planning
- Level Crossing Removal Authority
- Transport for NSW
- KBR
- ICON
- Aurecon
- Yarra Trams
- Coles
- Court Services Victoria (VCAT)
- Transurban
- Telstra



Ability Works help Aurecon make tram stops more accessible and inclusive

“Bringing in Ability Works employees to the design development proved invaluable to the project. Their unique skillset and fresh perspective resulted in clear requirements for accessible transport.”

Andrew Kendall, User Centred Design Leader at Aurecon

Contact

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