



Universal design - a shift in *culture?*

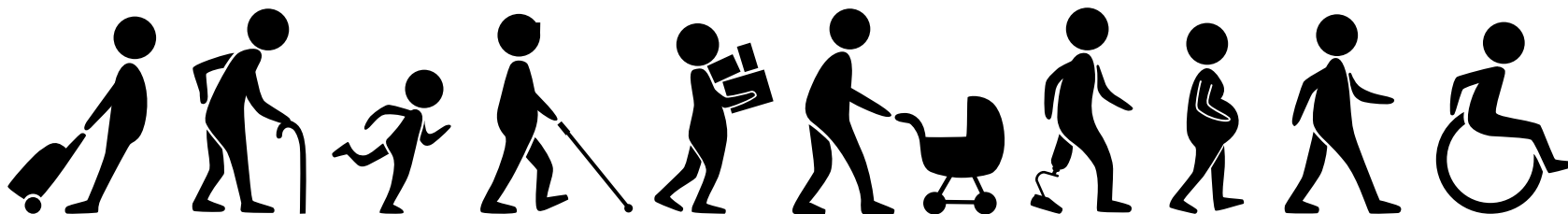
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I will

- Start with a personal story to introduce Universal Design
- Discuss Universal Design as a shift in culture
- Present some thoughts on Universal Design in Sweden
- Discuss Universal Design as a shift in categorisation
- Introduce and discuss 3rd gen UD: "Nonclusive design"



Embedded values

- Attitudes
- Expectations
- Norms



Who can you be?

Who can you become?

What stories about you does
society support?

The Individual in the Society



The Society in the Individual

The growth of Universal Design – A shift in culture?

A **culture** which allows the mindset to grow

A **mindset** which focuses on the user first

Processes to drive development
based on experience criteria

Methods to turn those findings
into useful design criteria

Tools to study, understand, analyse
and predict experiences

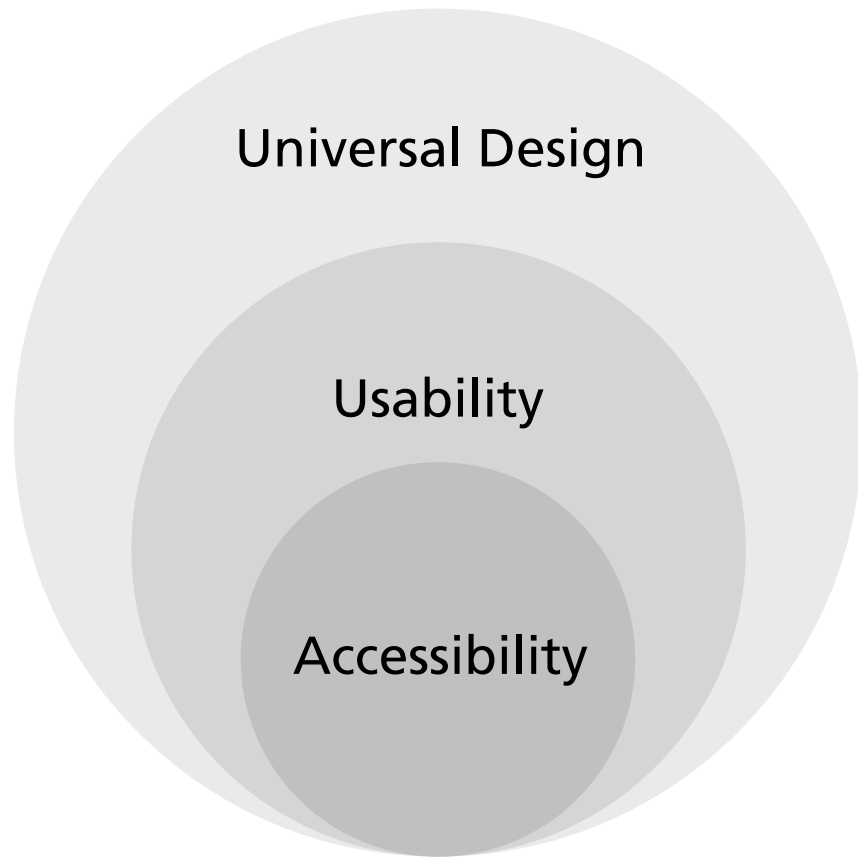


Courtesy of Anders Warell, Design Sciences

The case of Universal Design in Sweden: where are we now?

- Rather strong policies based on Universal Design in place, both on national and regional levels
- The adoption is gradually improving, with a ongoing shift in mindset and culture
- We are still learning a lot about how to work based on a Universal Design approach
- Looking ahead, we still need the terms "Accessibility" and "Usability", as they go hand in hand with "Universal Design"

Accessibility, Usability and Universal Design: ingredients that are part of a whole

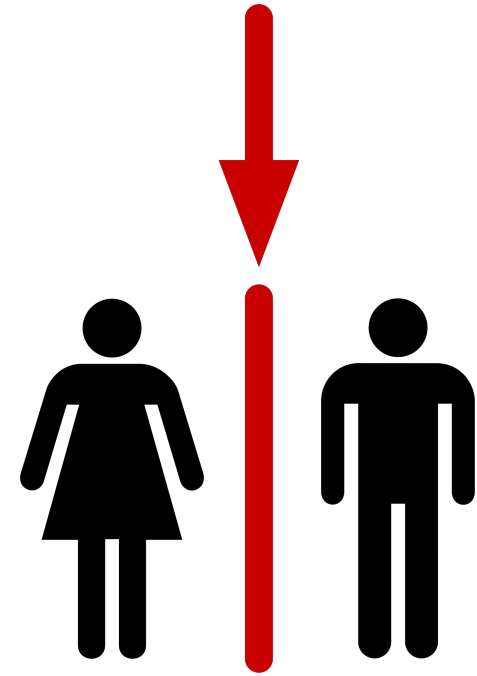


- Equity and Equality
- Non-stigmatization
- Intersectionality
- Effectiveness
- Efficiency
- Satisfaction
- Access

Conditions for
Participation

A shift in culture – A shift in categorisation?

- 'Categorisation' rather than 'category' to emphasise active processes (Hornscheidt 2009)
 - Categorisations always done *to* and *by* someone, as opposed to already existing outside of social relations
- Values certain perspectives and silences others, giving advantages to some and disadvantages to others (Bowker & Star 1999)
- Often being done in an invisible way (Bowker & Star 1999)
- Multiple categorisations are always potentially possible



How do categorisations operate?

Who is understood to be part of "everyone"?

From person to function



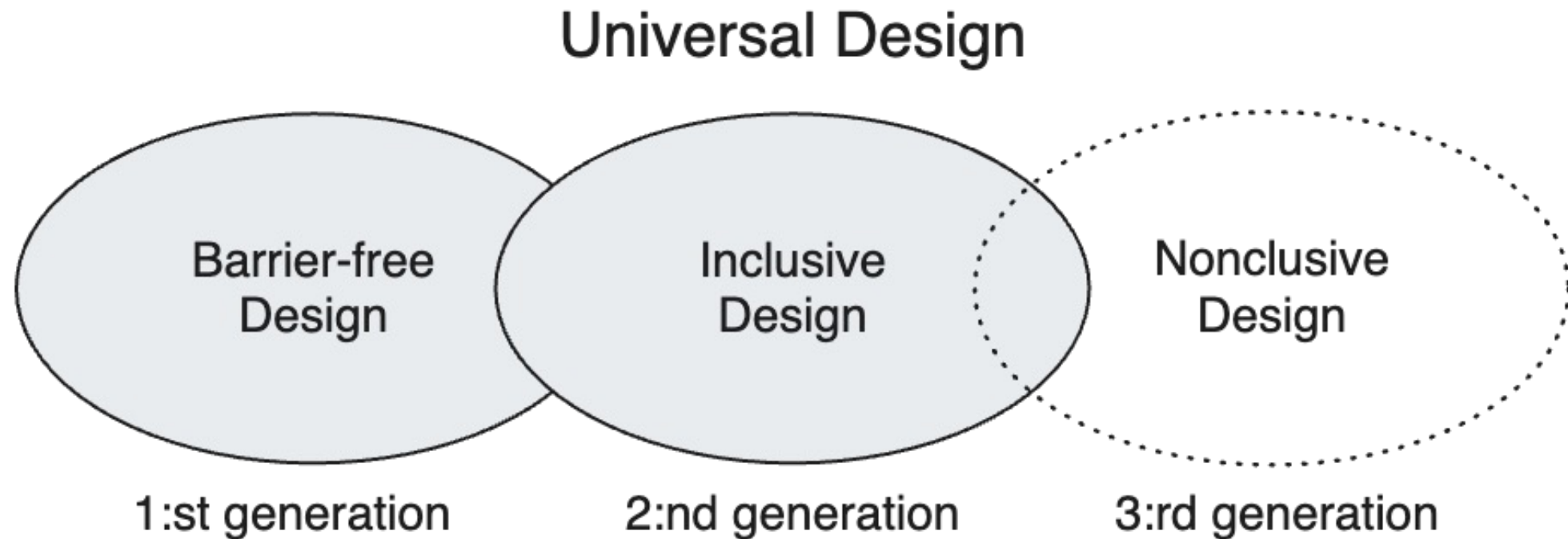
(Hedvall, Price, Keller & Ericsson, 2022)

From norm and deviation to variation



(Hedvall, Price, Keller & Ericsson, 2022)

Scents of 3rd generation UD: Nonclusive Design?



(Hedvall, Price, Keller & Ericsson, 2022)

With technology and design, we can celebrate that there are many ways of being in the world!



Thanks for listening!

E-mail:

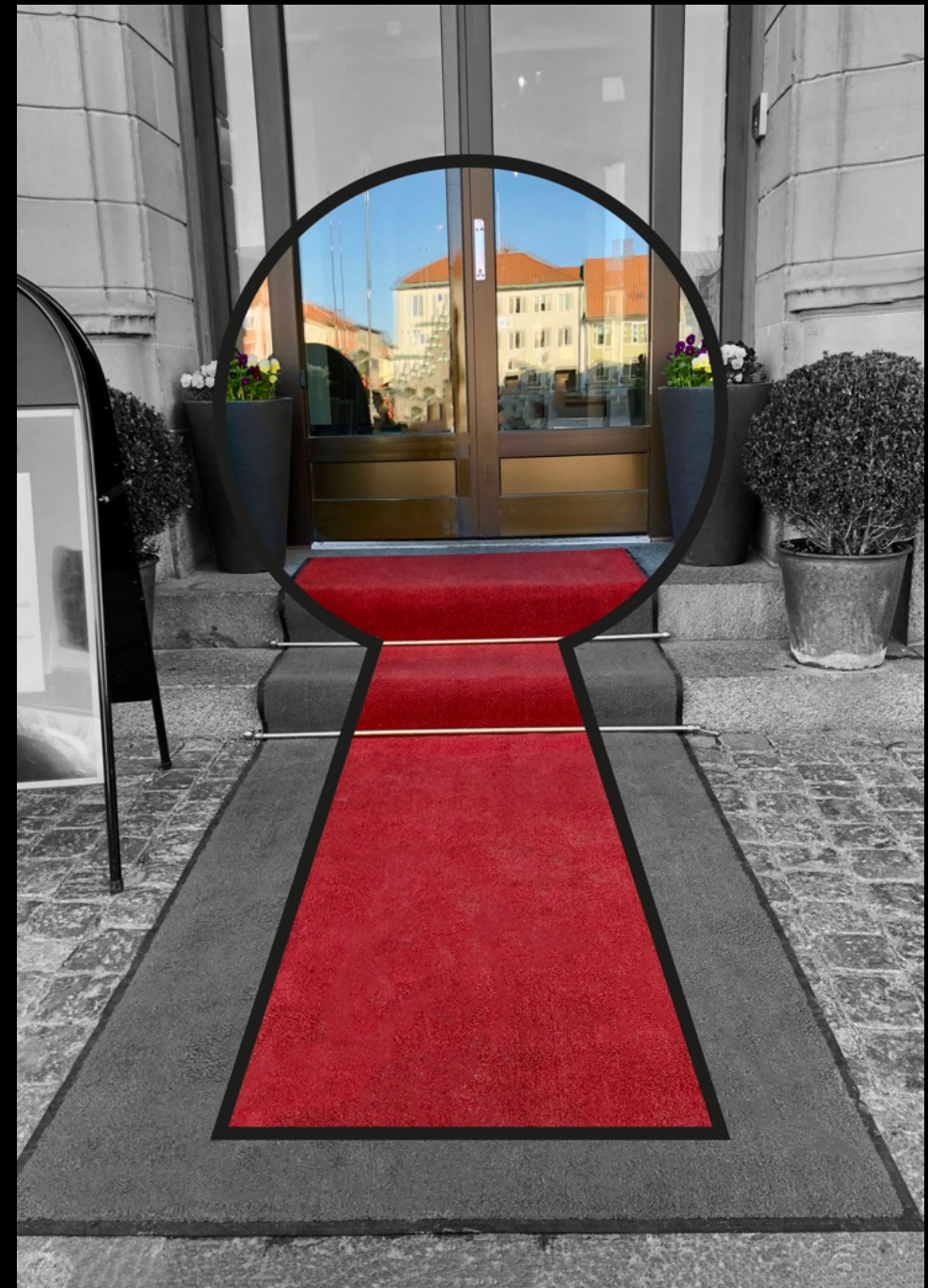
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Links:

[Lund University's research portal](#)

[Personal website](#)

[YouTube](#)



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