



Universal Design: The HUMBLES Method for User-Centred Business

Francesc Aragall, Jordi Montana

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As a customer, have you ever felt dissatisfied with a product or service? Is it possible that customers may be similarly unhappy with your company? Being aware of and exploring your consumers' diversity constitutes the best source of information available if you are to lead the way in design innovation, marketing orientation and service provision. Universal Design: The HUMBLES Method for User-Centred Business offers every type of organization a clear understanding of the role and value of Design for All/Universal Design (the intervention in environments, products and services to enable everyone, regardless of age, gender, capabilities or cultural background, to enjoy them on an equal basis). The seven phase model integrates the users' point of view, enabling you to assess your current business strategy and design practices, and make your product or service appealing to all your potential customers, thus creating a better, more consumer-oriented experience. This book is a must-read for organisations who wish to consider their products and services from the customer point of view and so gain an advantage over their competitors.



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