



Universal Design: The HUMBLES Method for User-Centred Business

By 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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Editorial Review

Review

'This book is required reading for those who wish to understand how "Universal Design" is the only way to connect brand to the widest possible public, increasing client loyalty and enhancing company prestige.' Sandro Rosell, President of Futbol Club Barcelona, Spain 'Knowledge of user needs and motivations is vital for offering experiences and products that will satisfy their needs and wishes. The HUMBLES method gives you the tools you need to achieve this.' Eugenia Bieto, General Director of ESADE Business School 'This important text on the scope and significance of "Design for All" is written from a practical standpoint, with careful consideration of various high-profile cases.' Manuel Campo Vidal, President of the Academy of Sciences and Arts of Spanish Television

About the Author

Francesc Aragall is the Founder and President of the Design for All Foundation. The Foundation's main aim is to produce and disseminate information related to Design for All/Universal Design. Francesc started his career as an ergonomist before working in the public sector for ten years. In 2000 he re-entered the commercial sector in the field of engineering, architecture and design with his company ProAsolutions. Jordi Montana is currently the Vice Chancellor of the University of Vic, a professor at ESADE, Faculty of Business Administration, and at the Ramon Llul University, Barcelona. He is also the director of the ESADE Board of Design Management. He holds a PhD in Industrial Engineering (Polytechnic University of Catalonia) and an MBA (ESADE). Apart from teaching, he also acts as a consultant on marketing and design management issues for public and private national and international companies and institutions. He has published several books on marketing and design and is the author of many articles and essays.

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