DTU

Technology **Leaving No One Behind**

REAL WORLD INCLUSIVITY CHALLENGE

Design creative communication solutions that raise awareness about accessibility at DTU Skylab

DTU Skylab is now calling all students with an interest in inclusive communication to solve our real world inclusivity challenge: to design communication solutions that raise awareness about accessibility and inclusion and market offers and services to users of DTU Skylab.

Introduction

DTU Skylab is DTU's hub for student innovation and entrepreneurship. Every year, 24 hours a day, the space hosts a vast number of users from students, start-up teams, researchers, employees to external partners and company representatives who come together to develop innovative solutions to real world challenges. The convergence of technologies and talent from different fields, combined with an entrepreneurial mindset, creates a unique culture of learning and innovation for everyone involved in our community.
Technology Leaving no one Behind is a DTU Skylab-powered partnership initiative focusing on making inclusion and accessibility an integral part of developing sustainable technology at DTU. The initiative introduces an inclusive mindset, universal design methodology and accessibility to students and startups in both educational and entrepreneurial activities.

The Problem

Technology Leaving no one Behind support students and startups with a wide array of services and offers marketed through DTU Skylab's media channels and traditional communication products (roll-ups, flyers, etc.). Traditional communication products tend to be exclusionary to people with accessibility needs and are generally unengaging for the majority of our target users, which means our offers and services are lacking outreach and visibility.

The Challenge

We want DTU Skylab to be a living lab for inclusive solutions advocating the importance of inclusion and accessibility and we want our communication efforts to reflect these ambitions. Our ambitions are twofold; we are looking for creative students who want to take on the challenge of designing inclusive communication solutions that a) market our services and offers so the information is understandable, usable and accessible to the widest number of user needs, while simultaneously b) raising awareness on issues of accessibility and inclusion making use of the hub's physical space.

Read more about the DTU Skylab powered initiative Technology Leaving no one Behind:
www.skylab.dtu.dk/Programmes/Technology-leaving-no-one-behind.

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Seven Principles of Universal Design

- Equitable Use
- Flexible
- Simple & Intuitive
- Easy to Perceive
- Tolerance for Error
- Low Effort
- Accommodates Assistance

Read more about the seven principles of universal design at www.universaldesign.ie/What-is-Universal-Design/The-7-Principles/.

What is universal design?

The communication solutions should be designed using the 7 principles of universal design. Universal design is the design of environments, products, services, technologies, communication content etc. so they are equally accessible, understandable and usable by all people and a diversity of user needs, regardless of age, ability, ethnicity, gender or other human factors. Universal design makes your content inclusive to all audiences ensuring equitable user-experiences without segregating or stigmatizing any group, this includes accommodation of assistive technology for people with disabilities. Examples of universally designed solutions include closed captioning, elevators and sliding doors.

Requirements and practicalities

To work with this challenge, you should be enrolled in an institution within higher education, preferably with a background in communication, UX or interaction design, but not a requirement. If you work on the challenge as part of a study program, course or project, you should have a relevant supervisor provided by your institution. The timeframe for collaboration on the challenge can range from a 1-week development sprint to a semester or anything in between.

You will have access to the physical facilities at DTU Skylab, a diversity of user groups, a sparring group of dedicated employees, gain insight into the vibrant culture of DTU Skylab and drive the development of innovative communication products accessible to all.

JOIN US IF YOU ARE READY TO TAKE ON THIS REAL WORLD CHALLENGE!

Interested?

Do you want to collaborate with DTU Skylab in a project or course, or know more about the challenge, please contact:

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Challenge Owner

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Read more about DTU Skylab:
www.skylab.dtu.dk/About/About-DTU-Skylab

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