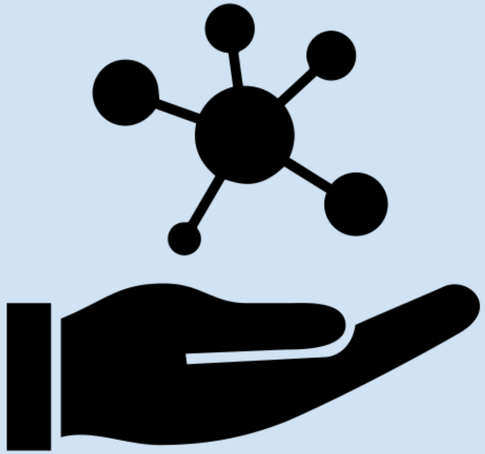
Inclusive Design for Immersive Spaces

University of Dundee

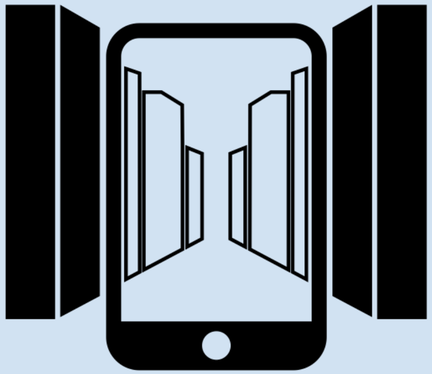
Augmented Reality Tech Demos

DISCOVER

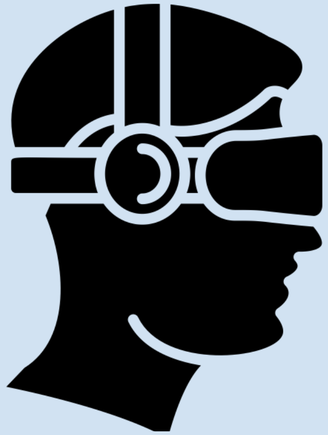
Virtual Reality



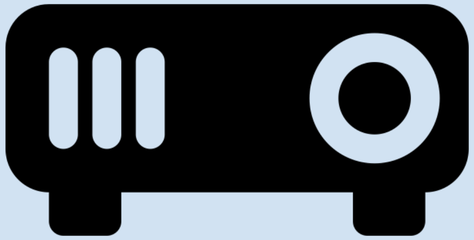
Augmented Reality



Phone Based



Head Mounted



Projection

Identify Users

DISCOVER

Who is present within a

Learning Environment

Who is present within a

Shopping Environment

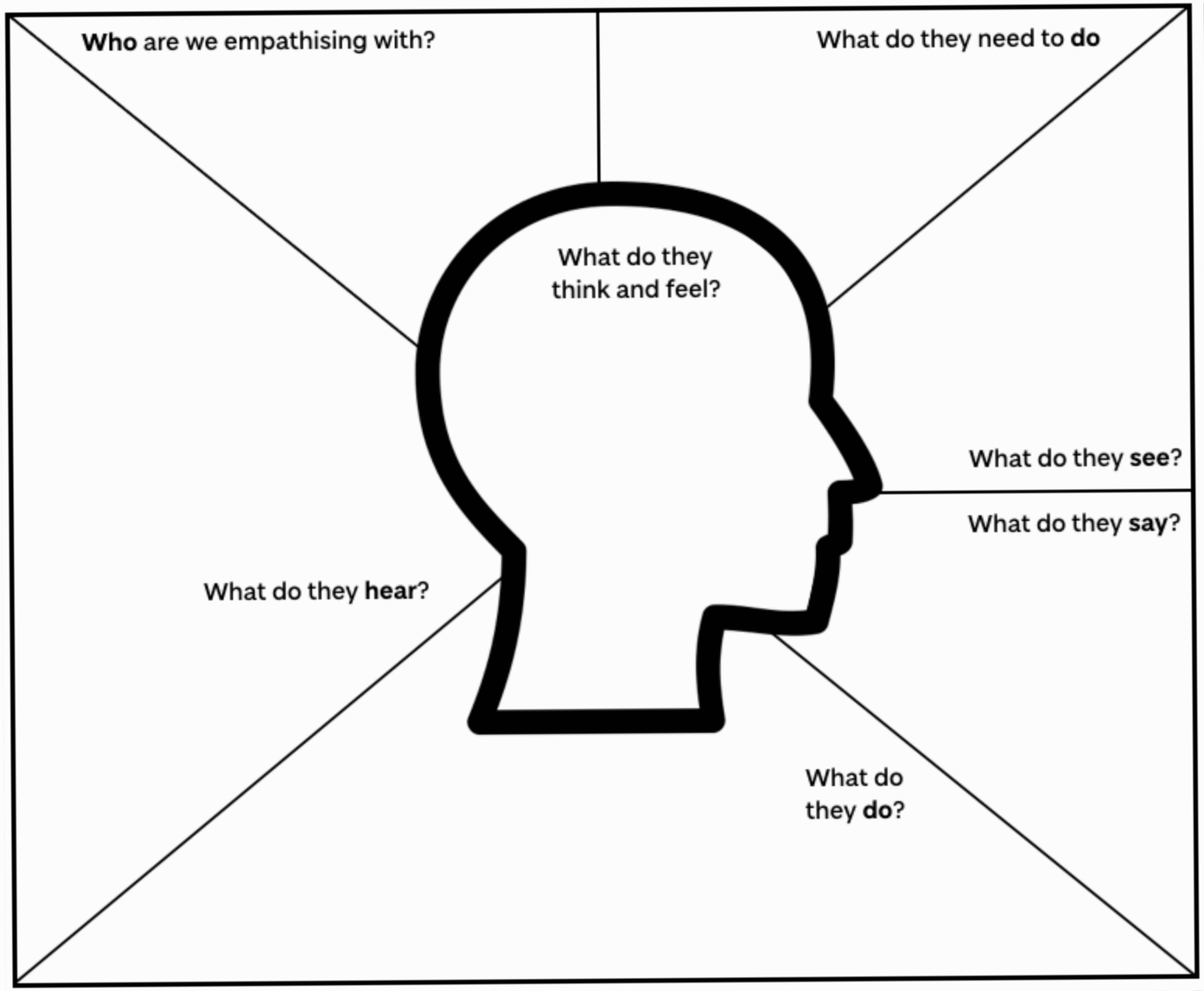
Who is present within a

??????

Environment

Creating Empathy Maps

DISCOVER



Pains

Gains

University of Dundee | **Empathy Map**
Inclusive Design for Immersive Spaces

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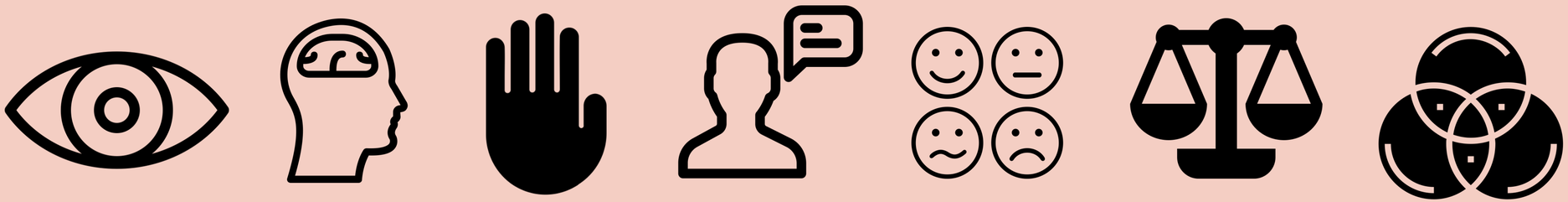
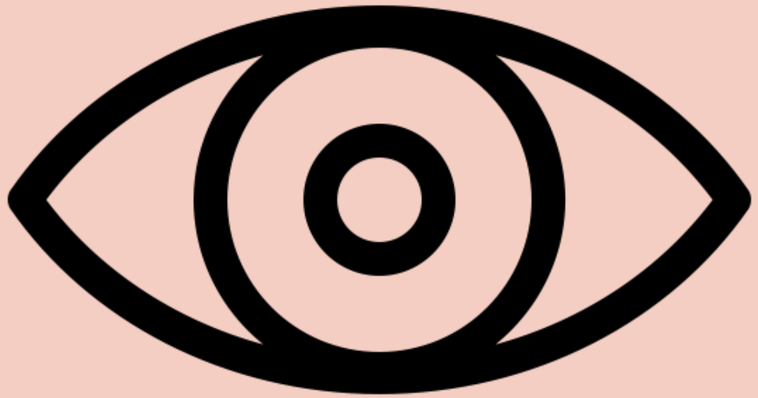
Inclusive Design

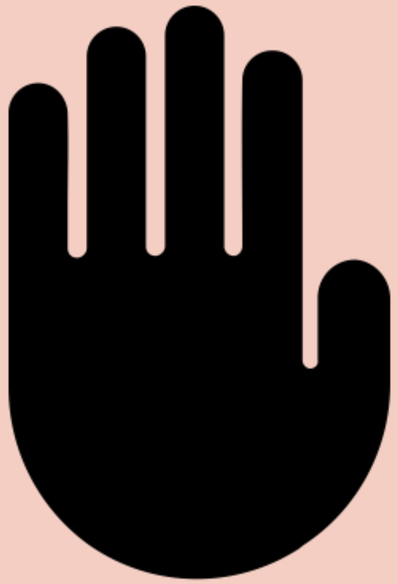
DEFINE



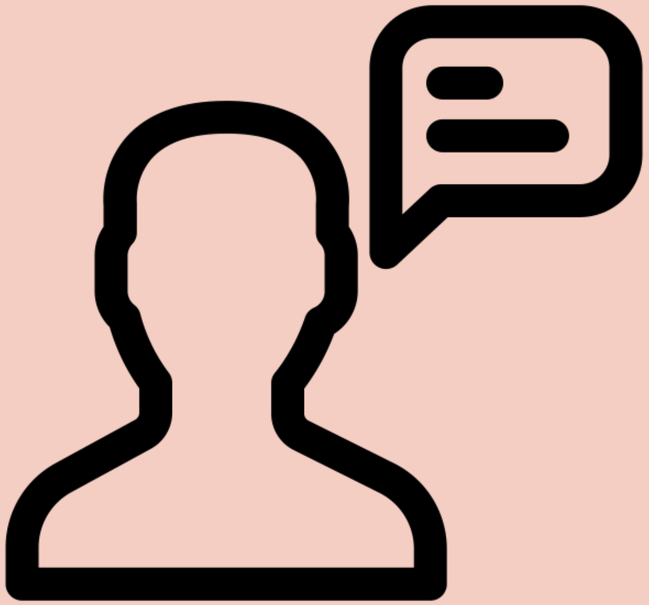


Visual

Cognitive



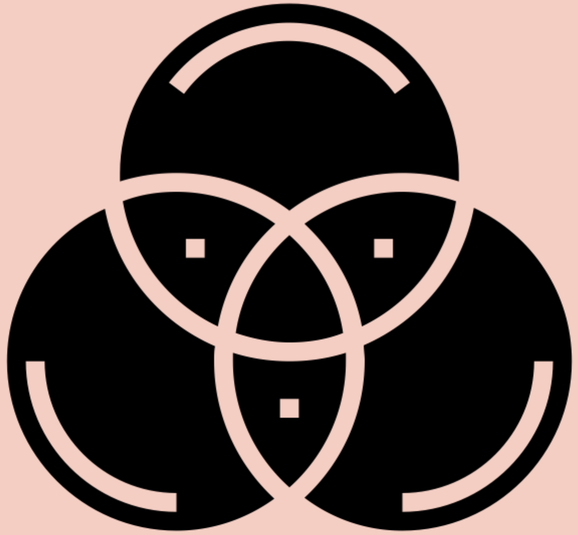
Physical



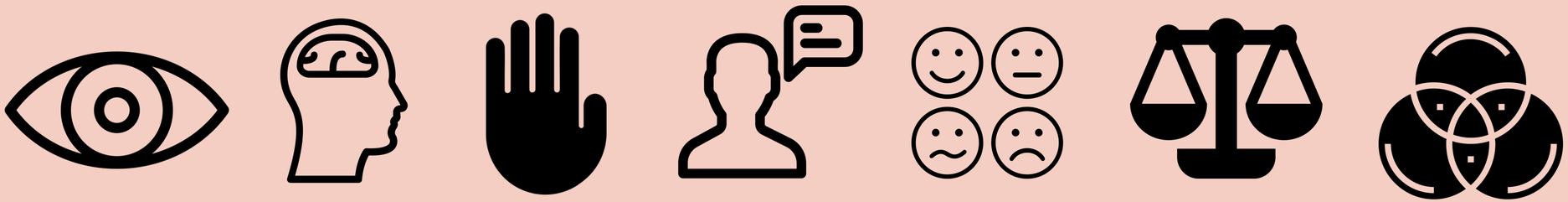
Communication

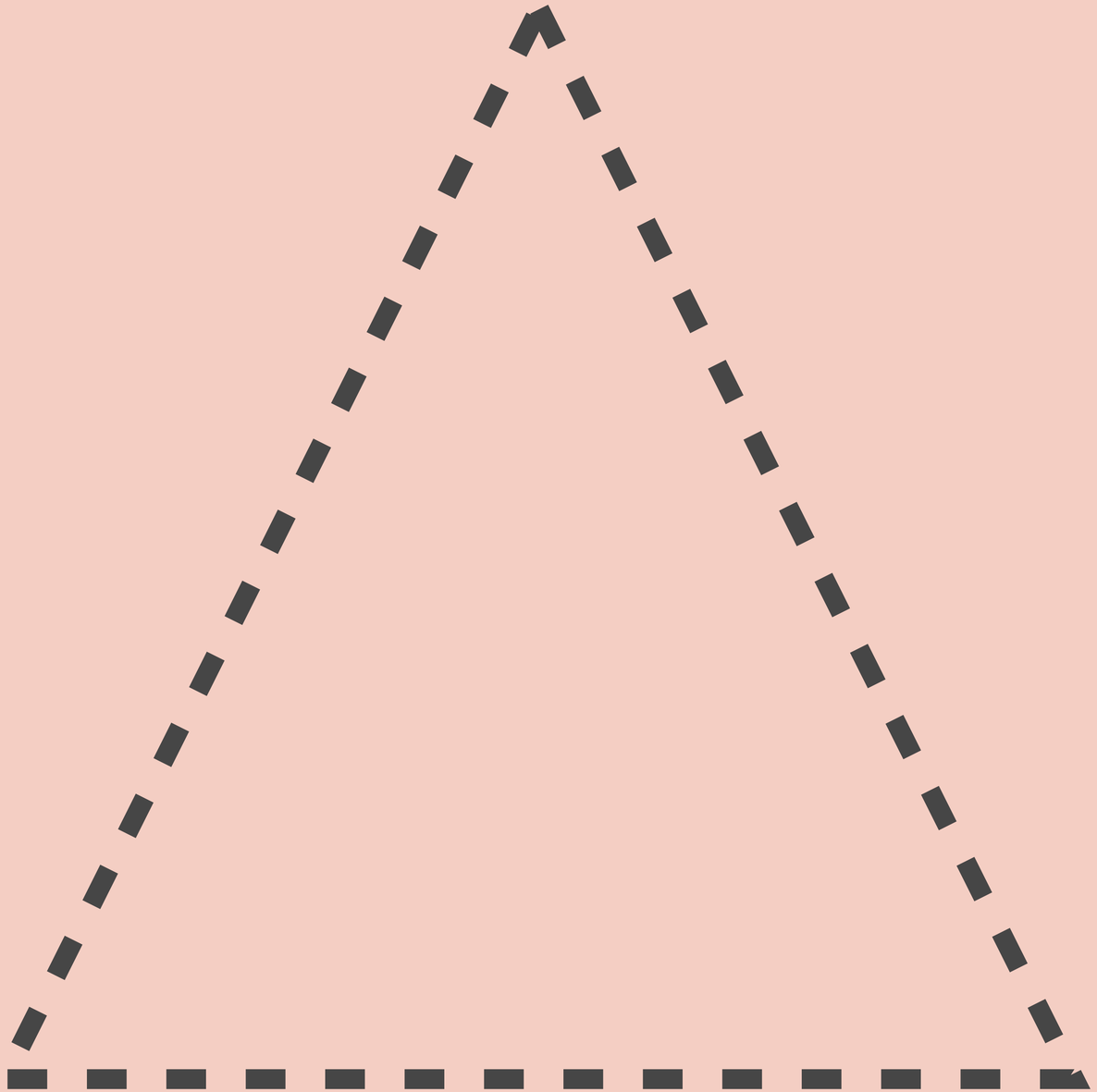
Emotional

Socio-Economic

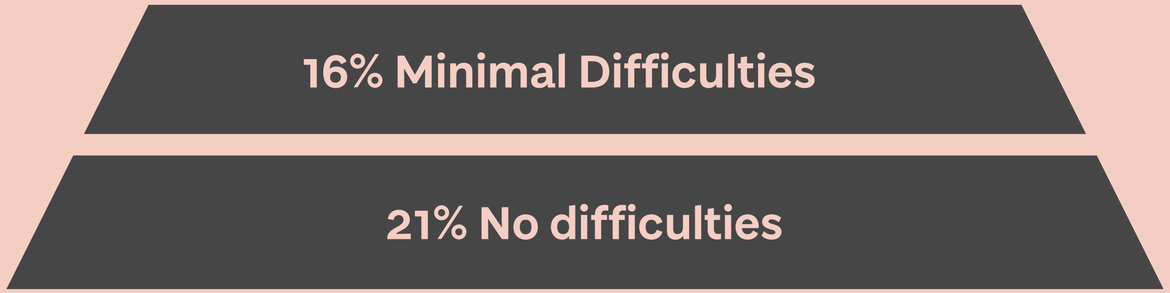


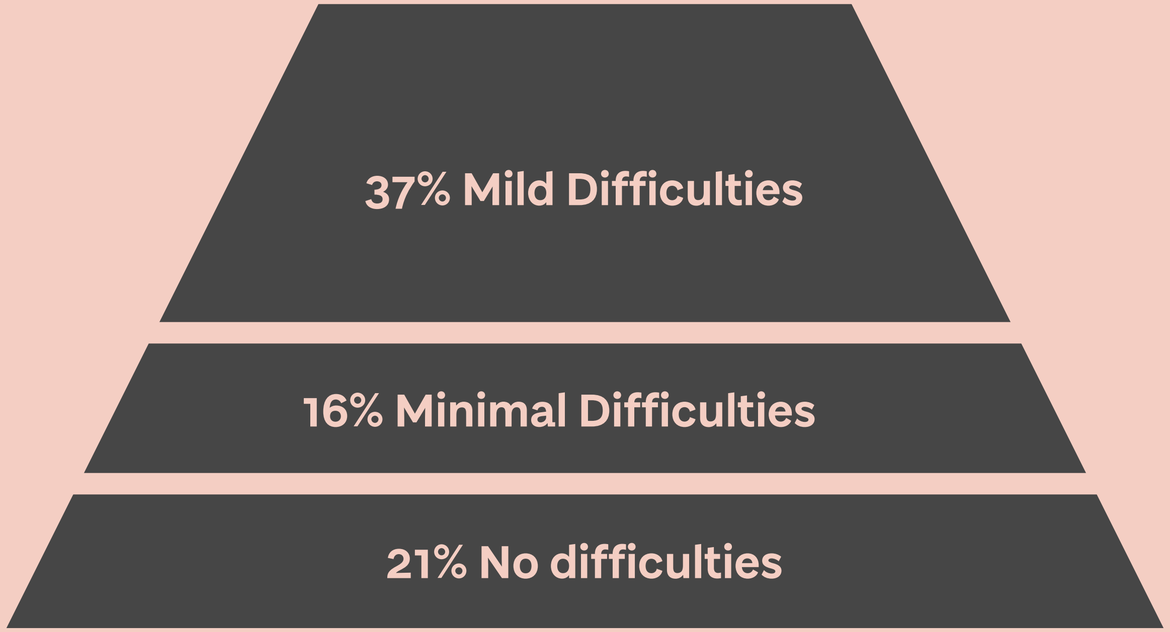
Intersectional

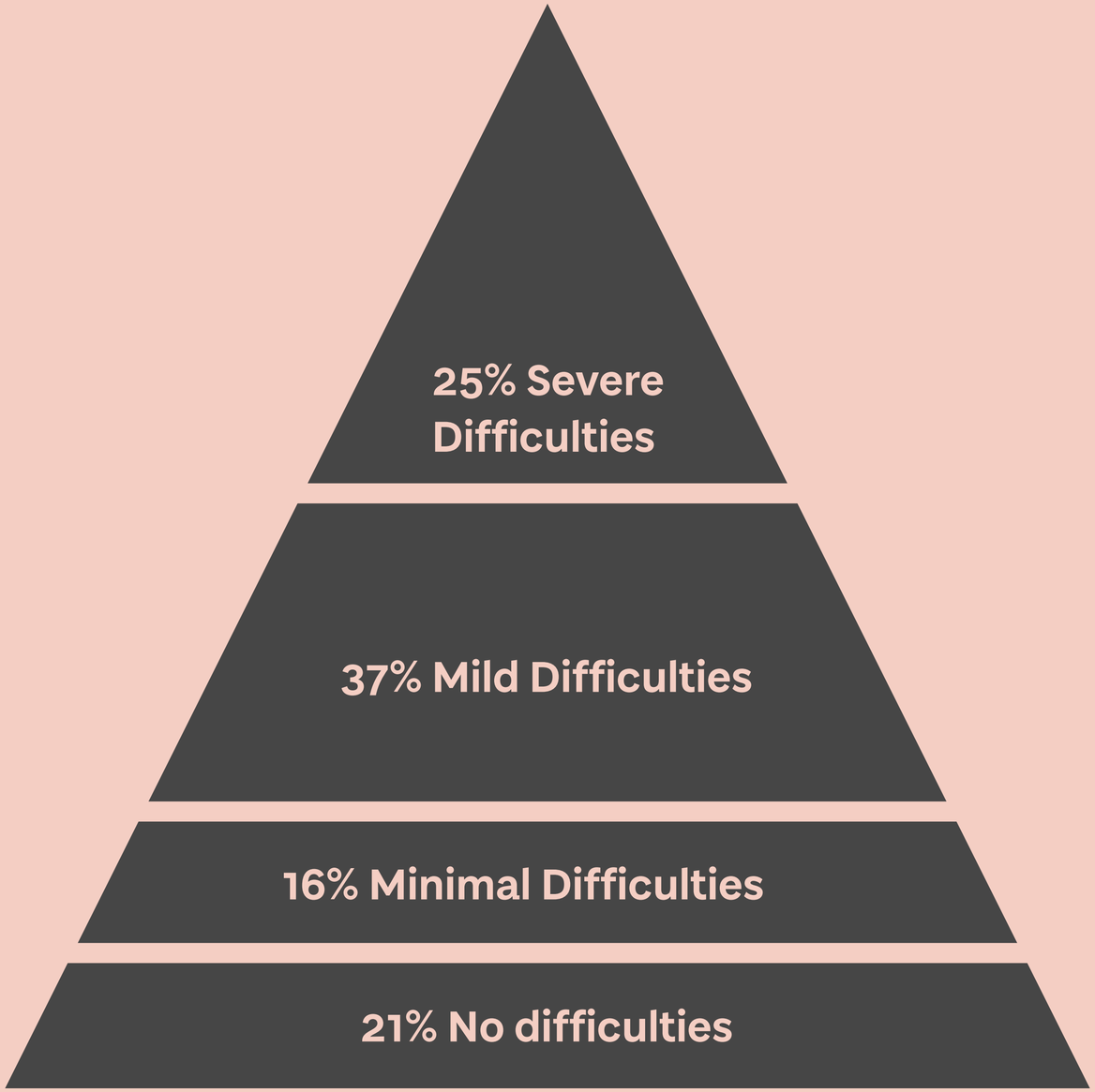




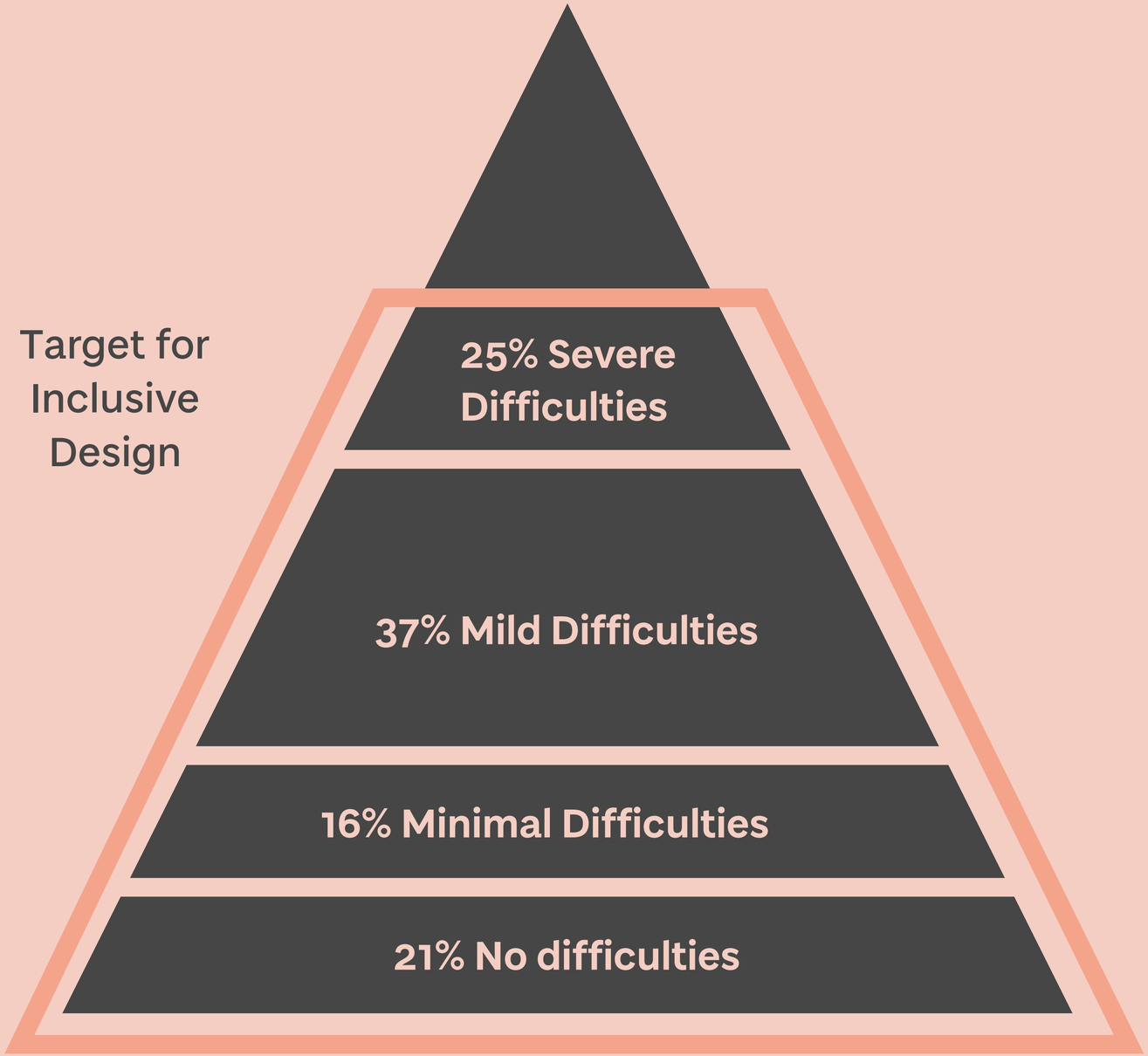
21% No difficulties

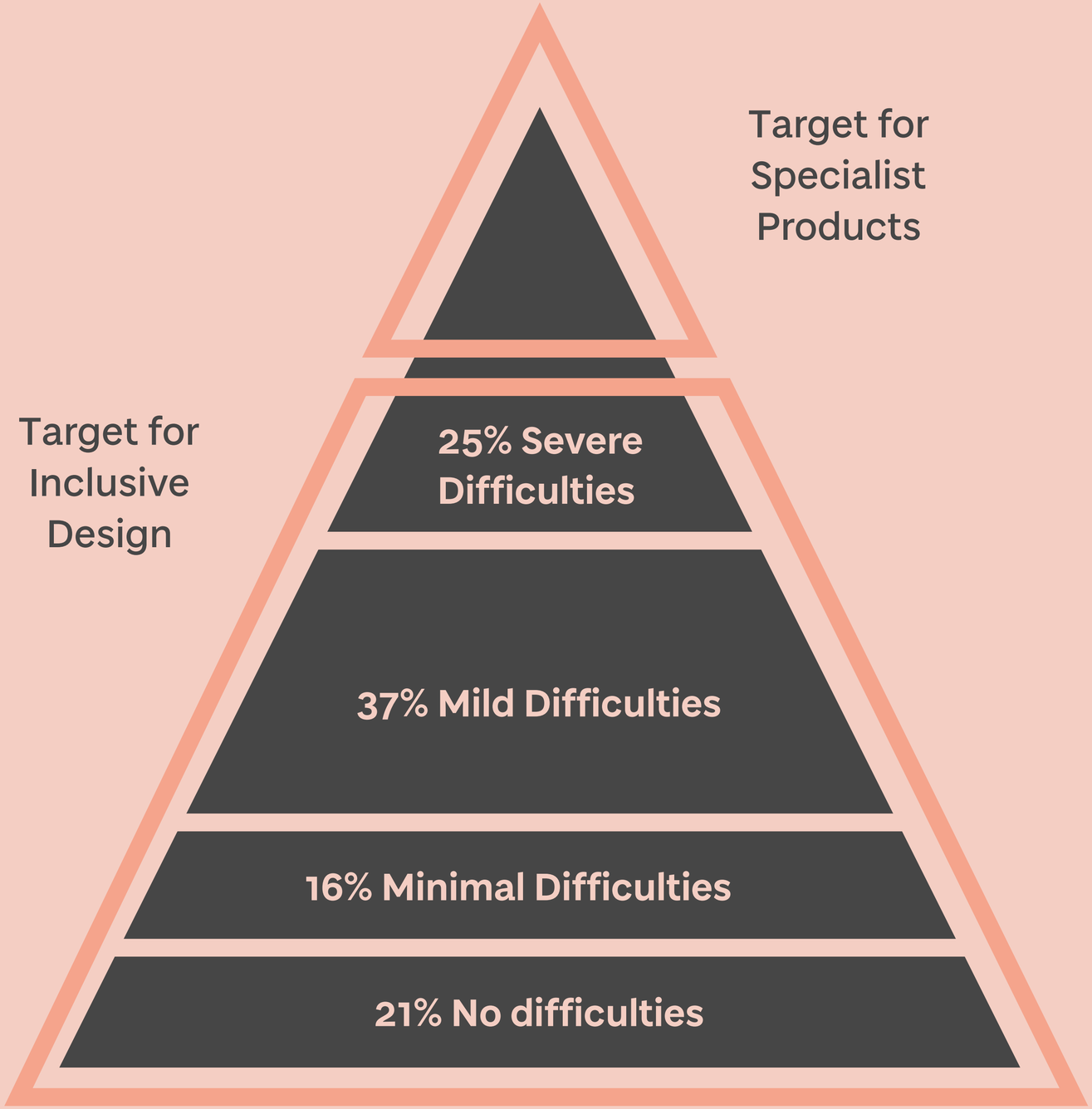

16% Minimal Difficulties
21% No difficulties


37% Mild Difficulties
16% Minimal Difficulties
21% No difficulties


25% Severe Difficulties
37% Mild Difficulties
16% Minimal Difficulties
21% No difficulties

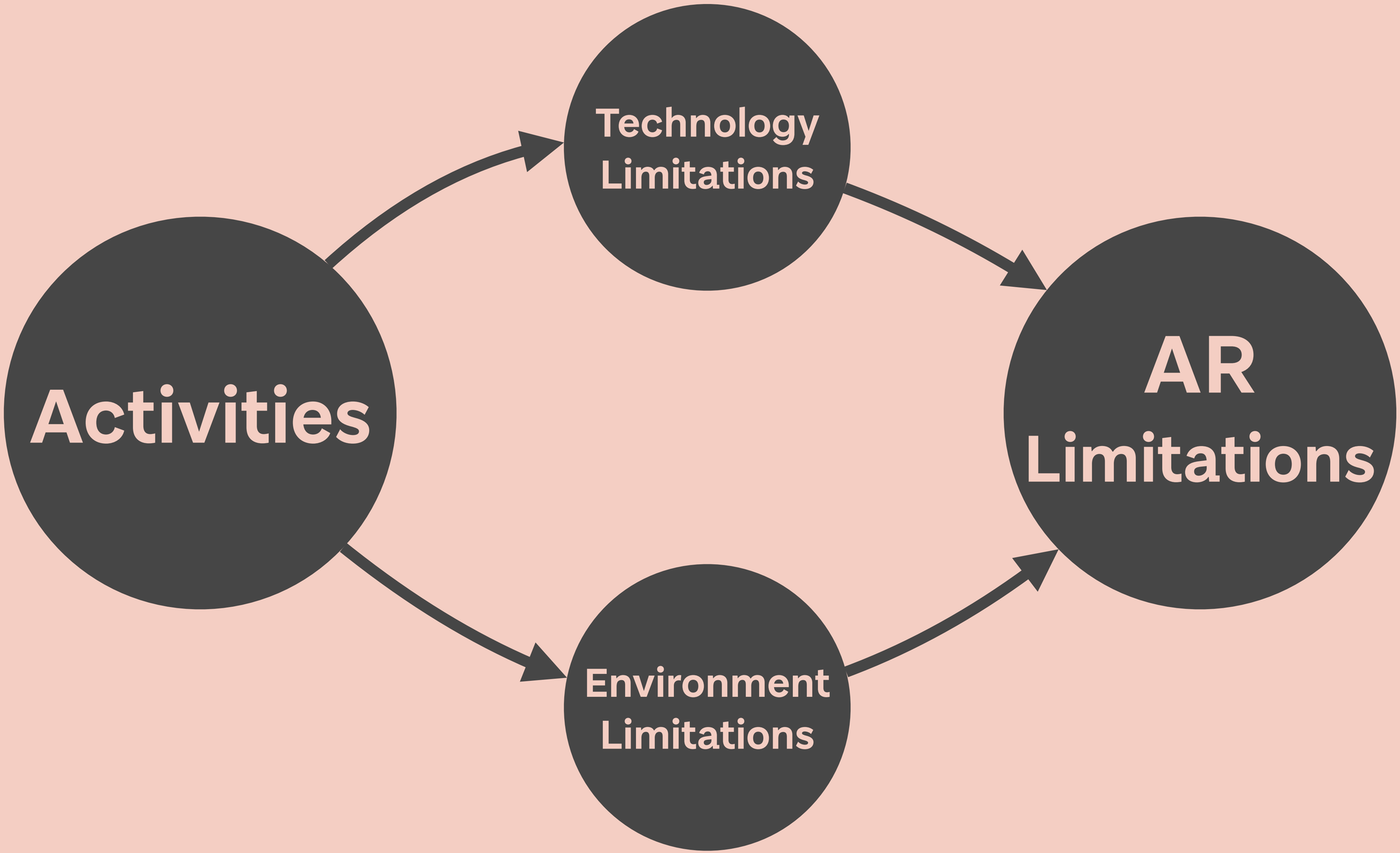
Target for Inclusive Design




Target for Specialist Products
Target for Inclusive Design
25% Severe Difficulties
37% Mild Difficulties
16% Minimal Difficulties
21% No difficulties

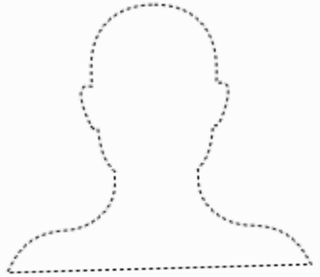
Inclusivity Hotspots

DEFINE


Activities
Technology Limitations
Environment Limitations
AR Limitations

Creating Personas

DEFINE



Name:

Age:

Occupation:

Location:

Status:

Statement / Behaviour

Design Priority

HIGH LOW

Biography

Personality

Extrovert Introvert

Sensing Intuition

Thinking Feeling

Judging Perceiving

Passive Active

What makes me get involved?

Incentives

Fear

Achievement

Growth

Power

Social

Favourite Brands / Apps / Influencers

Devices and Platforms

Technology Experience

IT & Internet

Mobile Applications

Social Networks

Internet of Things

VR / AR

Goals

Technology Wow Points

Technology Dealbreakers

Where to Reach Me

Tradition Ads & Direct Mail

Online Ads & Email

Blogs & Social Media

Referrals

Physical Location / Events

Pain Points

Relationship with Technology

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University of Dundee | Persona Canvas
Inclusive Design for Immersive Spaces

Dream Space Framing

DEVELOP

What activities are people going to do?

e.g. Taking notes

What people are going to be present?

e.g. Student

What are the general noise conditions?

e.g. 1 person talking

What are the general light conditions?

e.g. Sunlight through window

What surfaces are present

e.g. Tabletop

Creating a Plan for a Dream Space

DEVELOP

Design Considerations for Current Space

DELIVER

Helmet by Ben Davis from the Noun Project
Augmented Reality by Guilhem from the Noun Project
Augmented Reality by sachin modgekar from the Noun Project
Virtual Reality Environment by Vectors Market from the Noun Project
Projector by Yo! Baba from the Noun Project