



## Designing by ear

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### Abstract

What if your customers' experience of your service was non-visual? What if you couldn't rely on sight to design your concepts? What would you let these constraints teach you? How would they change the way you designed for all?

People with disabilities live on the frontier of human experience by necessity. They represent the full spectrum of our shared humanity, with a twist. And harnessing that twist has been the secret sauce of many improvements and innovations.

Join the Vision Australia team in this workshop, which draws upon models and research from the field of service design, psychology and neuroscience, disability studies, and diversity and inclusion practice, backed by the expertise of designers with lived experience.

You'll get a library of resources and participate in inclusive activities. You'll experience simulated vision impairment, providing you with a different intellectual, practical and affective viewpoint. Debriefing will enable you to generate and integrate insights.

You'll walk away with the following:

1. Greater understanding of blindness and low vision.
2. Practical strategies for working with consultants and end users who are blind or have low vision.

3. Evidence for the value of engaging this customer group in the co-design of universally delightful services.

Keywords: human centred design, inclusive design, universal design, diversity, disability, blindness, low vision, vision impairment, extremes, workshop, empathy, insight.