Ask the Right Question

A Rational Approach to Design for All in Italy

- Describes practical tools for learning about future consumers’ needs and aspirations
- Shows how to adapt technology to suit the needs of individuals, industry and craft businesses
- Discusses different perspectives on inclusive design, such as the ones of the customer, the designer and the decision-maker
- Offers an easy and pleasant read to anybody interested in human diversity and accessibility
- Rich in inspiring anecdotes and real-life examples

This book offers a clear, yet comprehensive guide to how to structure a design project, focusing in particular on the key questions designers, architects, policy makers and health professionals should consider when working towards inclusion through design. The book is based on a series of lessons held by the author and his colleague Avril Accolla, whose aim was to train technicians at all levels to be capable of catering for the needs of the elderly. It clearly draws the outline of their “Ask the Right Question” approach, whose purpose is to help convey the notions in question appropriately to people with such widely different backgrounds, curricula, interests and cultures. Using a minimalist approach, based mainly on the discussion of eye-catching real-life examples placed in logical order and a crystal clear, engaging style, this book is a must-have for designers, technicians, customers and health practitioners, as well as social scientists and policy makers who deal with inclusive design at different levels and anyone interested in topics related to technological evolution and social integration.