



**How this brief will be judged**

- 1 Social and environmental benefit
- 2 Research and insights
- 3 Design thinking
- 4 Commercial awareness
- 5 Execution
- 6 Magic

Please see the next page for further details

# Hidden Figures



## Awards

There are two awards available for this brief.

**The ODI Award of £1,500**

**Kinneir Dufort (KD) Placement Award**

Remuneration: UK Living Wage  
Duration: 3 months, with potential to extend or transition to full-time position  
Location: Bristol, UK  
Working in KD's dynamic and integrated design team, you'll be surrounded by a wealth of knowledge that spans insight, innovation, design and development to production, across consumer, medical and industrial sectors – all within our Bristol studio.

The judging panel may decide on more than one winner/s and will allocate the awards accordingly. In addition, the judging panel may award commendations.

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Office for Disability Issues



**Brief**

Design a way to break down the physical, organisational or attitudinal barriers that people with hidden disabilities or impairments can face in society, to enable them to live their lives to the full.

**Background**

- There is growing awareness of the less visible forms of disability – including mental health conditions, autism, learning disabilities, early onset dementia, and chronic pain conditions. These are classified as 'hidden disabilities and impairments'.
- Disabled people can face barriers in everyday life that prevent them from participating fully in society. Private dwellings and specific environments can often be customised to meet the particular needs of disabled people, but there is still a lot to do when it comes to making all public spaces and all services truly inclusive.
- The social model of disability is a widely accepted theory that states that disabled people are not disabled by their impairment or condition, but by the barriers they face in society.
- Using the social model means focusing on solutions to the barriers: physical (inaccessibility of buildings, services and information), organisational (inflexible policies and practices) and attitudinal (stereotyping, discrimination and prejudice).
- Current UK equality law takes a social model approach, with policy development needing to understand the barriers disabled people face and take account of their views on overcoming them. Disabled people should be involved in defining the barrier; and designing the solution.

**How should you approach this brief?**

- Focus on addressing physical, organisational and/or attitudinal barriers that people with hidden disabilities or impairments experience outside of the private domain. How might we adapt spaces, assets and services to meet their needs? How might we change attitudes to ensure that people with hidden disabilities are fully included in society and can live the lives they want to?
- Any space that allows lots of people from all walks of life to come together is worthy of inclusion. For example, this includes transport hubs, museums, leisure centres, national

heritage sites, supermarkets, shopping centres and stadiums. Services include health, education or employment support, but also broadcasting, media or e-commerce.

- You can focus on the barriers facing people with hidden disabilities anywhere in the world, but make sure you challenge your assumptions and explore the real user needs of your target audience through rigorous research.
- If possible, engage with people who have lived experience of a hidden disability – what are their needs? What might allow them to have the same experience as people who are not disabled? Try to involve potential users in your development process, and get feedback on your solution from them if you can.
- We are looking for solutions that have the potential to scale. You may choose to focus on an enabling solution for people with a particular hidden disability, or you could apply the principles of inclusive design to develop a solution that is not targeted solely at people with one condition, but instead is more usable, accessible or empowering for everyone.
- Technology is a key enabler. We live in an age where tracking and sensing can be easily deployed and interfaces and displays can cost pennies. Consider using existing, emerging and cost effective technologies to empower and fulfil. What are the emotional benefits? How can technology help break down societal barriers so that people are fully included and can live independently?
- Solutions can be physical, digital, communication or service focused, or a combination of any suited to addressing the specific barrier/s you decide to tackle.

For the purposes of illustration only, viable responses could include:

- A reconsideration of public spaces and environments to improve social inclusivity.
- A product or service that breaks down barriers.
- A behaviour change intervention that facilitates inclusion.
- An innovative personal device that facilitates greater inclusion and personal independence through its interface with public spaces.

... and many more are possible.

**Aug 2018**  
Briefs launch + register your interest online

**14 Jan 2019**  
Competition opens

**13 Feb 2019**  
'Early bird' submission deadline (£25)

**13 Mar 2019**  
Final submission deadline (£35)

**20 Mar 2019**  
Judging begins: shortlisting and interviews

**May 2019**  
Winners announced

## Judging criteria

There are 6 criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 Research and insights** – how did you investigate this issue? What were your key insights?
- 3 Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result.
- 4 Commercial awareness** – does it make sense from a financial point of view? What is unique about your solution compared to other interventions? Who would need to pay for, deliver or support your proposal in order for it to succeed?
- 5 Execution** – we are looking for a design solution that feels pleasing and well resolved.
- 6 Magic** – we want to see a bit of 'magic' – a surprising or lateral design solution that delights.

## Key dates

**Aug 2018** – Briefs launch  
+ register your interest online

**Mon 14 Jan 2019** – Competition opens for submissions via [www.thersa.org/sda](http://www.thersa.org/sda)

**Wed 13 Feb 2019, 4 pm GMT**  
– Deadline for 'Early bird' submission at reduced entry fee of £25

**Wed 13 Mar 2019, 4 pm GMT**  
– Final deadline for online registration + submission (£35 entry fee)

**Wed 20 Mar 2019**  
– Judging begins (2 stages: shortlisting + interviews with finalists)

**May 2019** – Winners announced

**Jun 2019** – Awards Ceremony

## Submission requirements

All entries must be submitted through our online entry system, accessed via [www.thersa.org/sda](http://www.thersa.org/sda)

If you are unable to submit online, please contact us by email at [sdaenquiries@rsa.org.uk](mailto:sdaenquiries@rsa.org.uk)

As you prepare your submission, please ensure that:

- You do NOT include your name, university/college or other identifying marks anywhere on your submission.
- None of your PDF submission files exceed 10MB – this is the maximum size for each individual file / board when you submit online.

The submission requirements are:

- **1 x A3 PDF Hero Image, with project title and 1 sentence description**  
A singular 'poster image' that conveys the essence of your project, and includes your project title plus a 1 sentence description. For example: *'Bare Technology: a product and service design solution to convert old computers (e-waste) into simpler, more straightforward, accessible computers for older people'*. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging.
- **1 x A3 Written Summary**  
A single A3 PDF page that summarises your big idea using the following format:
  - **Problem (50 words max)**  
What is the specific problem you identified within the brief topic? Who experiences this problem, and how does it impact them?
  - **Process (75 words max)**  
How did you investigate this issue – what were your key insights? What journey did you go through to get to your final solution?
  - **Solution (50 words max)**  
What is your proposed solution? How will it solve the problem?
- **4 x A3 PDF Boards Outlining Your Proposal**  
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. It is important that you number each board in the top right hand corner, in the order you want them viewed by the judges.
- **5 x A3 PDF Pages of Supporting Material**  
Up to 5 A3 pages of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling (if applicable).
- **Optional YouTube/Vimeo + website links**  
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards.

## Partner information

### Office for Disability Issues

The Office for Disability Issues supports the cross-government role of the Minister of State for Disabled People, Health and Work, supporting the development of policies to remove inequality between disabled and non-disabled people.

We work with disabled people and their organisations and with other government departments to remove barriers so that all disabled people are able to participate fully in society.

We are responsible for:

- Supporting the Inter-Ministerial Group on Disability and Society, to drive forward action across government to tackle the barriers disabled people face to realising their full participation in society, including increasing disability employment rates and improving access to sport, culture and transport;
- Coordinating the implementation of the UN Convention on the Rights of Persons with Disabilities across government;
- Paralympic legacy;
- Encouraging the use of the social model of disability, which says that disability is created by barriers in society.

### Kinneir Dufort

Kinneir Dufort is one of the longest established innovation and design consultancies in Britain, enjoying an enviable track record of international client success and awards recognition. Kinneir Dufort integrate Research, Innovation, Design and Development, balancing creative and technical expertise, helping companies deliver successful new products and brand experiences. With an 85-strong team based in Bristol, Kinneir Dufort's expertise covers innovation, research, product and packaging design, digital experience, engineering and electronics and software based technology. Areas of focus include design management and strategy, healthcare and medical devices, consumer products, packaging and fast-moving consumer goods, business-to-business and industrial products.

This brief has been devised and developed by Kinneir Dufort and the Office for Disability Issues.