# Universal Design
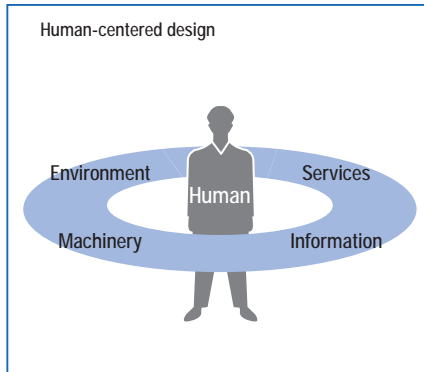
## Working to realize an information-driven society where anyone can live conveniently through a focus on customers.

Human-centered design

Environment    Services
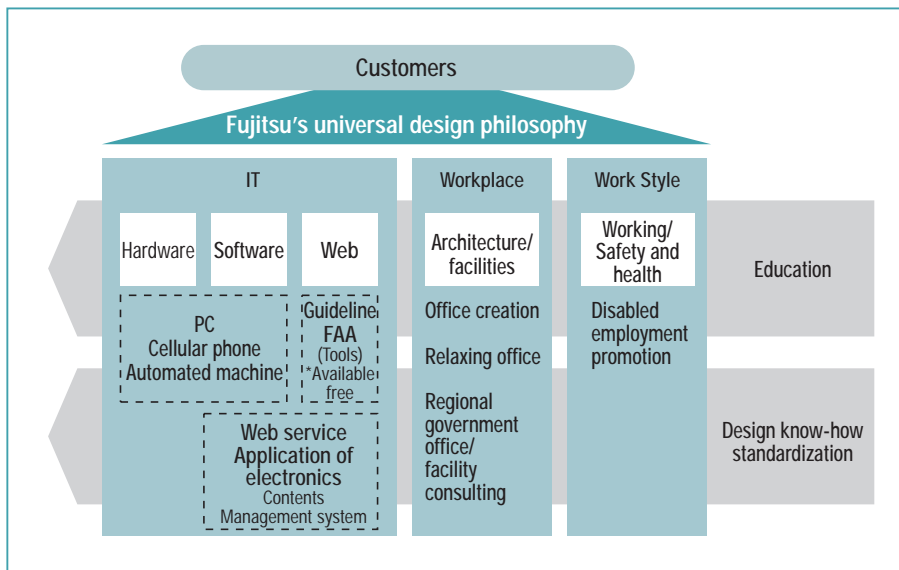
Human

Machinery    Information

### Design Policy

The dissemination of PCs and the Internet has created an expanding environment of free information transmission and reception anytime and anywhere. Our aim is to enable more people to establish this type of relationship with information. This requires products and services based on the universal design concept that are accessible to anyone, regardless of age or physical attributes.

We employ human-centered design in all our design activities, striving to understand customers' lives, work conditions and environments in an effort to realize a rich information society in which people can live comfortably and securely. We believe in offering not only practicality and aesthetic appeal, but also attractive (user) experiences, by maximizing the expression of valuable information concerning users in our design activities.

Customers

Fujitsu's universal design philosophy

| IT | Workplace | Work Style | |
|---|---|---|---|
| Hardware | Software | Web | Architecture/ facilities | Working/ Safety and health | Education |
| PC Cellular phone Automated machine | Guideline FAA (Tools) *Available free | Office creation | Disabled employment promotion | |
| Web service Application of electronics Contents Management system | | Relaxing office | | |
| | | Regional government office/ facility consulting | | Design know-how standardization |

### Pursuing a sustainable company

In our efforts to realize universal design in our products and services, we focus on customers' actual IT usage conditions and apply universal design to such factors as their "workplace," or user environment, and "work style," or operating situation. We begin by upgrading our own facilities and working environments and apply the know-how gained through this process to contribute to customers.

We also seek to make universal design a common internal target by promoting companywide education and creating and adhering to common guidelines governing our design systems.

## Universal design product example

### FMV-LIFEBOOK Series personal computer

(One example of the kinds of measures being implemented in many product series)

**Casing design with enhanced operation**
Permits one-touch opening/closing of cover up to 180 degrees with one hand. Designed to safeguard fingers from being pinched when opening/closing cover.

**Keyboard offering smoother typing**
Visibility and typing ease based on ergonomics and enlargement of frequently used keys realized. Easy-viewing letters are printed on the keys.

Conventional keys    Easy-view keys

Case bottom

**Measure to prevent overheating**
A special material is employed to allow ventilation of parts that are prone to heating up, enabling users to touch them comfortably after extended use.

**Status display LCD indicating machine condition**
Not only the battery level and charge conditions but also the drive status can be verified at a glance.

**Easy-access bay**
Bay modules can be exchanged to suit the user's purpose without turning the PC upside down.

## Universal design example at office

Fujitsu Solution Square employed universal design for its buildings and offices in consideration of customers and employees. The spacious environments featuring easy wheelchair mobility are equipped with multipurpose restrooms with facilities for the physically challenged, parking spaces reserved for wheelchair users, and elevators responding to voice commands, Braille guidance and wheelchair use. We are also examining a safety confirmation service for hearing-challenged people employing the cellular phone text mail function.



A sign indicating wheelchair user parking

A multipurpose restroom

## FUJITSU homepage
### Fujitsu Web Accessibility Guidelines

Fujitsu creates easily accessible homepages that various people, including the physically challenged and the elderly, can use comfortably. Our original Fujitsu Web Accessibility Guidelines clarify the proper approach to accessibility by homepage creators. We disclose the guidelines on our homepage to make them available for use by other companies and organizations as well.



http://www.fujitsu.com/webaccessibility/
other_guidelines.html

## Free Fujitsu Accessibility Assistance

Our Fujitsu Accessibility Assistance diagnostic software tools, which increase accessibility for visually impaired people who have difficulty distinguishing colors, are available for downloading at no charge by homepage managers and designers.



http://design.fujitsu.com/en/universal/assistance/
colordoctor/

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### FUJITSU Web universal design selected for 2003 Good Design Award

The Fujitsu Group is developing universal design-compatible Web sites in 34 countries and regions worldwide as Web sites accessible by every customer as another contribution to the information-oriented society.



### First place in *Nikkei Personal Computing* corporate site usability rankings

Our homepage placed first in the corporate site usability rankings published by *Nikkei Personal Computing.* The usability of the top page and treatment of images, movies and sound were evaluated especially highly. Fujitsu considers customers thoughtfully throughout the site.



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## Examples of efforts in other products and services

### FACT-V
Targeting an ATM that is easy for everyone to use



FACT-V

### FMV Rakuraku PC
A PC permitting secure operation by elderly people who are novice PC users

### @Expansion Tool
A tool for increasing the font size when text on a PC screen is too small to read easily

### Gannosuke
Software supporting unhindered Netsurfing by the visually challenged

### Rakuraku Mail
e-mail software for children and the physically challenged

### Hiragana Navi
A tool for navigating the Internet using the Japanese hiragana syllabary

### Web Core Enterprise
A Web site construction tool stressing accessibility

### Honors at 2003 Sarai Awards
The FMV Rakuraku PC received a Divisional Award and the Selection Committee Special Award in the 2nd Sarai Awards sponsored by *Sarai*, a magazine published by Shogakukan Inc. It was honored for senior citizen-friendly features, such as enlarged text, on-screen icons and inclusion of up to two free home visits for support including PC setup.