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■ Universal Design – A New Horizon of Product Design

Today in Japan many industrial people are debating about the universal design which is quite new to some other people. Then what is the universal design ? It is a new design concept to put maximum emphasis on easy use of products for all people of any age, sex, educational, backgrounds and physical conditions. This is different from special design made just for the disabled. For example, Toyota Motor's new "Raum" has recently made its debut as a car of universal design which claims to facilitate easy use of the car for all people.

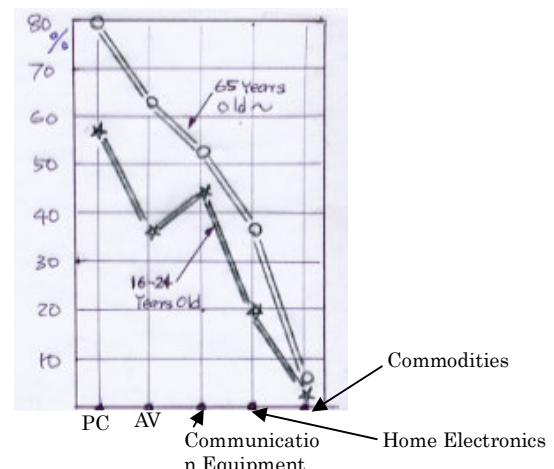
Toyota New "Raum"



Wide opening for easy entry

* Raum is a German word meaning space

Users Complaint about
Instruction of Use and Function



There are many complaints about the current new products which are revealed by various consumer-research agencies. Personal computers and word processors are among the most unfriendly products. They are so difficult to use. According to the basic Quality Control theory, there are two kinds of quality : Quality of Function and Quality of Use, PC is so poorly designed in the 2nd kind of quality. In order to increase sales in today's saturated market society, the universal design is inevitably necessary.

■ Hamamatsu----- One of the Cradles of Entrepreneur-ship in Japan

About 100 years ago, Mr. Yamaha made the first copy of the most popular American-made piano in his small hut in Hamamatsu suburbs. He carried the piano by a pushing cart all the way to Tokyo (400 km) in an effort to sell it. This is the beginning of today's Yamaha, maker of musical instruments and sport goods. From Hamamatsu and its surrounding districts of Central Japan, many world-famous makers have originated. The people in this areas are known as hard-working and never giving-up. They inherit Kaizen culture.

Famous Sayings of Kaizen

- To change, you must be sick and tired of being sick and tired
- KISS----- **K**ee**P** **I**t **S**imple **S**tupid