

FACTSHEET Cambridge Engineering Design Centre

The Engineering Design Centre of the University of Cambridge is the **leading research institution** in its field in Europe according to the Academic Ranking of World Universities in Engineering / Technology and Computer Sciences from the year 2010.¹

The focus of the centre lies in the study of design and improving design processes and methods. Under the topic "**inclusive design**" the Engineering Design Centre developed methods and procedures in order to connect likeability with usability. The main focus is not only **industrial design**, but also **interface design** has (menus, font sizes, background lighting...)

The University of Cambridge has developed an **empathic tool kit**. It allows researchers and developers to experience for themselves what it means to age and how to incorporate it into their developments. With special **goggles and gloves**, for example, limited vision and mobility of the fingers can be replicated. The empathic tool kit not only applies to aging; disease-related limitations can also be simulated and thus included in the design process.

emporia is currently working with three people from the Engineering Design Centre.

- **John Clarkson**, Director of the Cambridge Engineering Design Centre, is a member of the emporia Advisory Board.
- **Ian Hosking**, Senior Research Associate at Cambridge Engineering Design Centre, works closely with the R&D department of emporia to test emporia handsets on their usability.
- **Patrick Wollner**, Phd. at University of Cambridge, who works closely with Ian Hosking.

Further questions:

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¹ [Academic Ranking of World Universities in Engineering/Technology and Computer Sciences - 2010](#)