

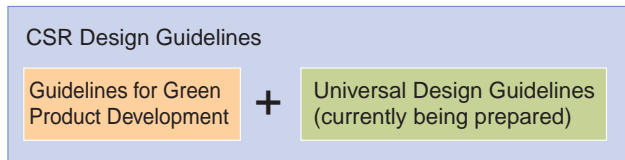
From Eco-product Design to CSR Design

Casio is committed to broadening its design considerations, moving from eco-product designs to designs that are environmentally friendly and offer a high-quality experience for the user, in line with the universal design guidelines established by the company.

Broader Design Goals: Moving from Eco-product Designs to CSR Designs

Casio introduced eco-product design in 1993. Since 2001, it has been developing ISO Type II environmental labelling products based on Casio's green product development guidelines.

Since 2005, Casio's Design Center, with the help of the Environment Center, has been working on the concept of developing a new product lineup featuring eco-product designs. The idea is to systematize and combine eco-product designs with universal design as a new CSR design initiative. Casio has already worked out Universal Design Policies, and is performing assessments of electronic dictionaries and electronic musical instruments with a view to improving the quality of the user experience.



Casio Universal Design Policies

1. Easily understood display and expression.
2. Simple, understandable operability.
3. Reduce physical and mental stress.
4. Provide safety and reliability.
5. Pursue product value.

Universal Design Activities

Delivering a high-quality user experience

Strategically focused on its core competence in compact, lightweight, slim, energy efficient technologies, Casio develops products with as little environmental impact as possible. Moreover, in addition to reducing product size while increasing performance, Casio also strives to achieve a high-quality experience for the user so that people who are unfamiliar with electronic devices and those who are less confident about IT can use Casio's products comfortably. Looking ahead at the future social environment, Casio is committed to providing products and services that are truly beneficial to customer's lives.

Casio has set the main objective for its universal design activities: improve the quality of the user experience. Casio works to develop products using human-centered design (HCD) in conformity with ISO 13407* processes. Casio applies these concepts not only to the products themselves, but also to improve packaging and user manuals.

*ISO 13407: An international standard that provides human-centered design guidelines that should be incorporated when developing interactive systems using computers.

From the customer's perspective

Obtaining evaluations from customers who actually use the products and reflecting that feedback in product development are essential parts of HCD.

Casio has made it a top priority to develop products from the customer's perspective, and requires its development staff themselves to listen to customers' opinions. Casio is dedicated to improving usability by applying evaluations from user tests and feedback given to the Customer Support Center.

In fiscal 2006, Casio conducted user tests on the usability and design features of products by enlisting the cooperation of a wide spectrum of customers, including high school students, housewives, and the elderly. Casio made specific improvements to the quality of the user experience, in terms of both hardware and software, by analyzing the test results across the lateral organization made up of the specialized departments for planning, development, and design.



Casio's own UD activity mark

Future initiatives

Casio has already worked out the Casio Universal Design Policies during the current fiscal year in order to share policy on universal design activities with all group companies.

Casio is determined to pursue high-quality experience for the user. Going forward, Casio will continue developing its HCD guidelines and create products based on them in even more business areas.



A user test

Basic cycle of the universal design (UD) process

