

Brown Bag Seminar No. 232

2026

5.27

(wed.)

12:10
12:50

12:10-12:15

◆ Introduction

12:15-12:40

◆ Seminar
(Presentation)

12:40-12:50

◆ Q&A

Online
(Zoom)

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Designing for Accessibility: Human, Cultural, and Social Factors



Key Words

Accessible Design

Universal Design

Ergonomics

Human Factors

Culture and Society

Assistant Professor

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Heloisa Seratiuk Flores (DEng/PhD) is a Specially Appointed Assistant Professor at the Institute for Asian and Oceanian Studies (Q-AOS), Kyushu University, and a researcher at its School of Design. Originally from Brazil, she completed both her Master's and doctoral degrees at the Kyushu University School of Design as a MEXT Scholarship recipient. During her studies, she received several awards, including the Woman in Digital Human Modelling Award (2023), and the School of Design Research Excellence Dean's Award (2025). Her research focuses on design for healthcare, accessible design, biomechanics, and human factors, with an emphasis on interdisciplinary work across culture, the arts, healthcare, and wellbeing. Currently, she is examining healthcare approaches and service delivery across Japan and the Philippines, with a focus on identifying barriers to implementation. This work employs co-design and participatory action research methodologies. Ongoing teaching activities involve international programs and cross-country communication.

Accessibility is often framed as a technical problem, but it is shaped by people, cultures, and everyday contexts. In this talk, I will explore how design can move beyond functionality to better reflect lived experiences. Drawing on research in healthcare, prosthetics, and service design, we will examine how users interact with devices and technologies in real life, and how social and cultural factors influence whether solutions are adopted or abandoned. Through examples from different countries, we will understand how to identify barriers that are not purely physical, including stigma, usability challenges, and gaps in infrastructure. We will also look into co-design and participatory approaches as ways to involve users directly in shaping solutions. By focusing on how people interact with devices and technology in their own environments, this talk considers how accessibility can be understood as a shared, evolving process, translating scientific findings into impactful solutions.