

Inclusive Design: Putting humans back in focus



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What we are going
to cover today

Inclusive design is the process of designing for as many audiences as possible in order to create the most inclusive product.

“Your product is **inclusive** when it is the most usable by the widest range of people, including—but not limited to—people with disabilities.”

- *Allison Shaw*

<https://www.youtube.com/embed/U5hRXwPE5a4>

What is inclusive design?

Varied abilities vs. disabilities

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Accessibility is an outcome

What is inclusive design?

Varied abilities vs. disabilities

Accessibility is an outcome

Designing for individual environments

Abilities are not fixed in time.

20% of people in the United States
**will have a disability during their
lifetime.**

Why should you
care?

“We’re all just temporarily abled”

- *Cindy Li*



Matt May

@mattmay

Following

"Disability" is a weird kind of line they draw.
If you never look at it, you're certain it's a
solid, straight line.
If you glance at it, it's really pretty fuzzy.
If you stare at it, it's lots of lines. Jagged,
and in 3D.
Focus on it for a lifetime and it disappears
completely.

2:19 PM - 16 May 2018

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33

46



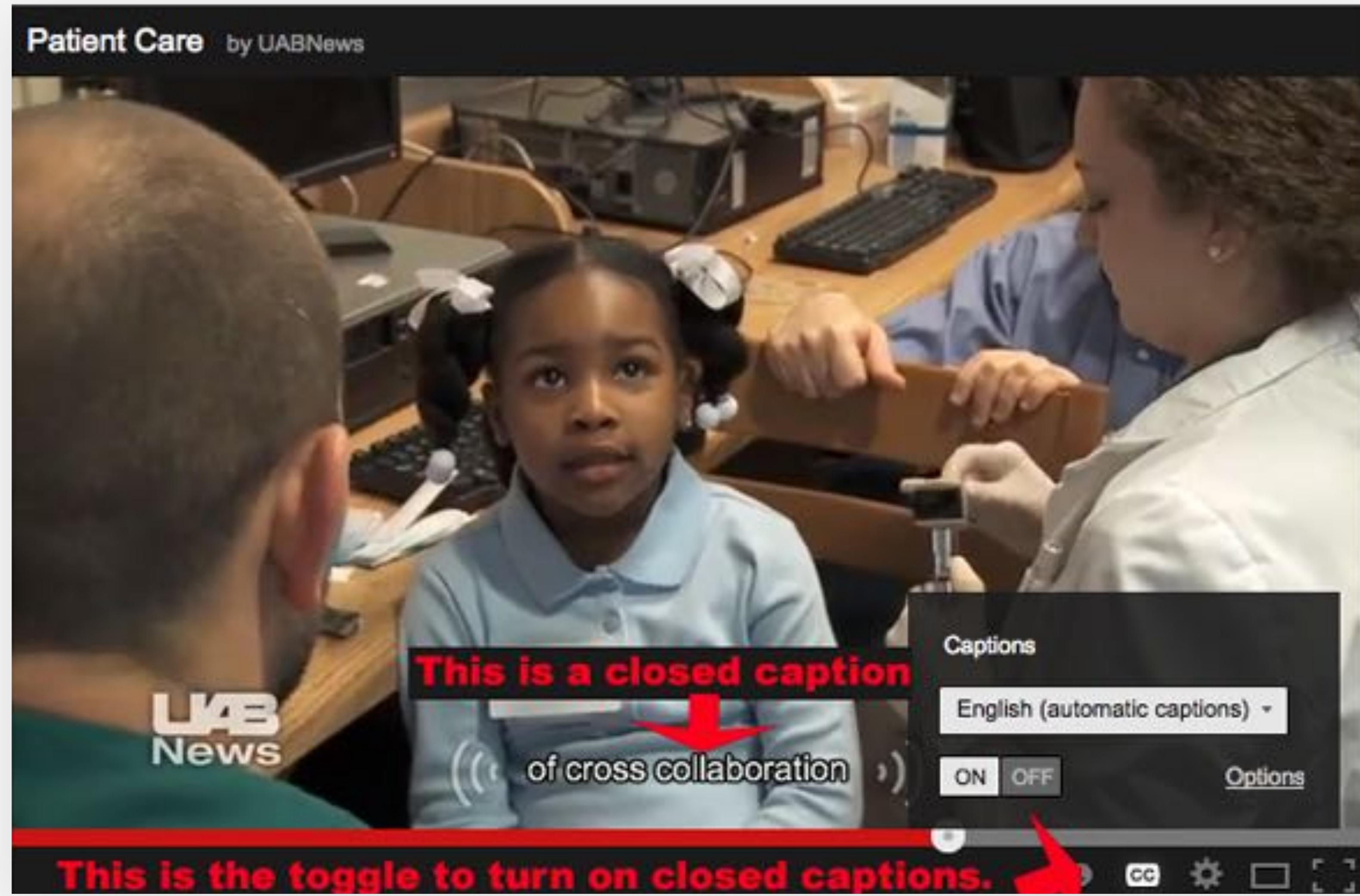
Reason #1

You benefit.

Design for the future you.

Reason #2

Everyone benefits.



Automatic Youtube captions



Automatic sliding doors



Remote controls



Potato Peeler



Voice UIs

Reason #3

It's just good business.

Reason #3

It's just good business.

(NOT charity work)

15% of people in the world have disabilities

8% of men are colorblind

Children with disabilities are less likely
to attend school

People with accessibility needs are
already using your product.

(and it probably sucks)

Reason #4

You might legally have to.

But remember it's the bare minimum.

Reason #4

You might legally have to.

But remember it's the bare minimum.



TARGET[®]

Target lawsuit

Inclusion, not compliancy.

How do you do it?

How do you not do it?



Movie caption glasses



Bad wheelchair ramps



Bad wheelchair ramps



Fighting the hydra (source: [Darkcloud013](#))



Almero Steyn
@kryptos_rsa

Follow



Saying that accessibility is gold plating you add later to get “working” code out ASAP is equivalent to saying coding everything in a giant class with goto statements saves you time while OOP can be added later. #a11y and HTML knowledge is not an extra, it’s part of your job.

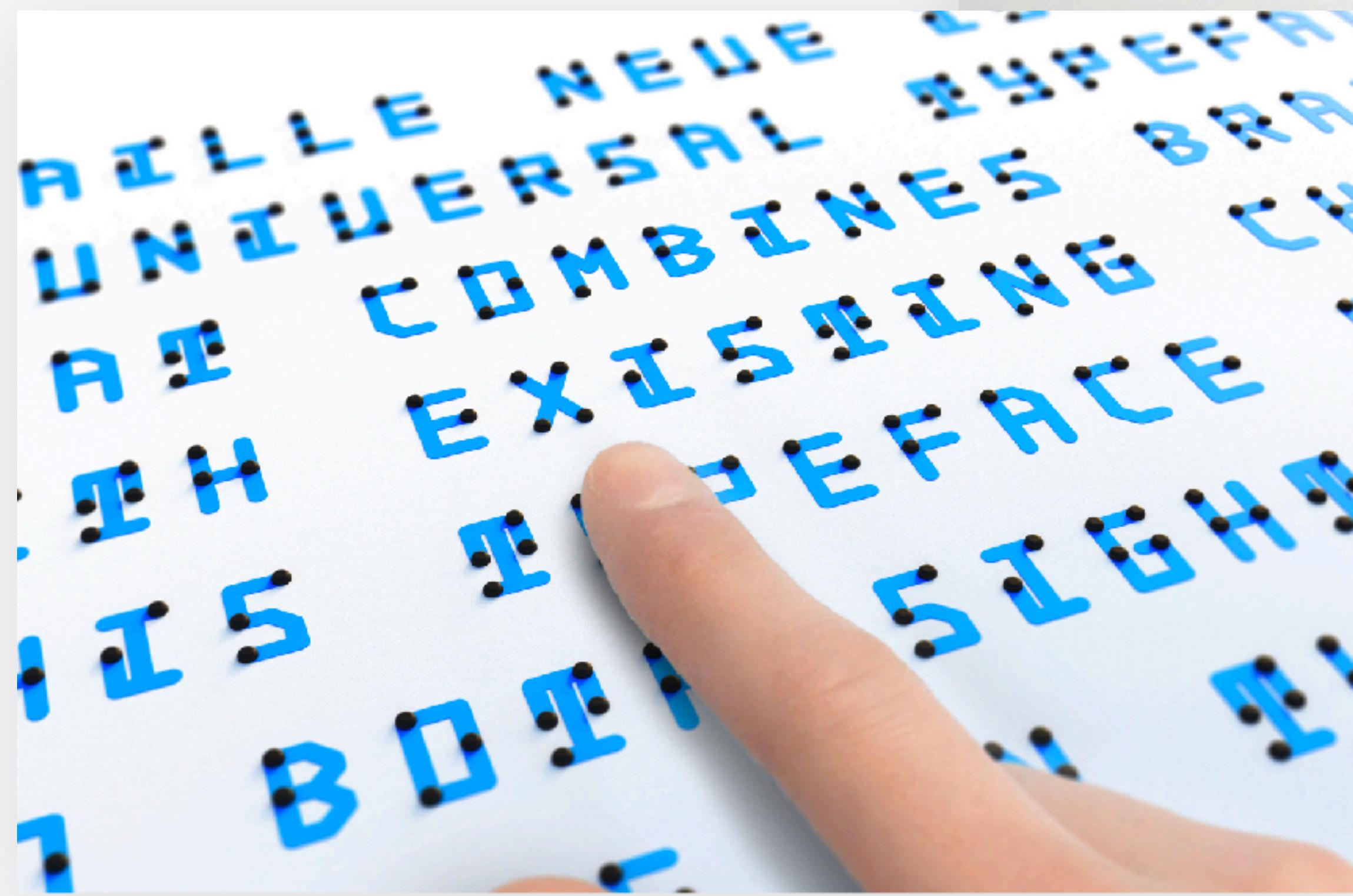
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The fastest working team is a bunch of people who think alike.

You get to wrong answer really quickly.



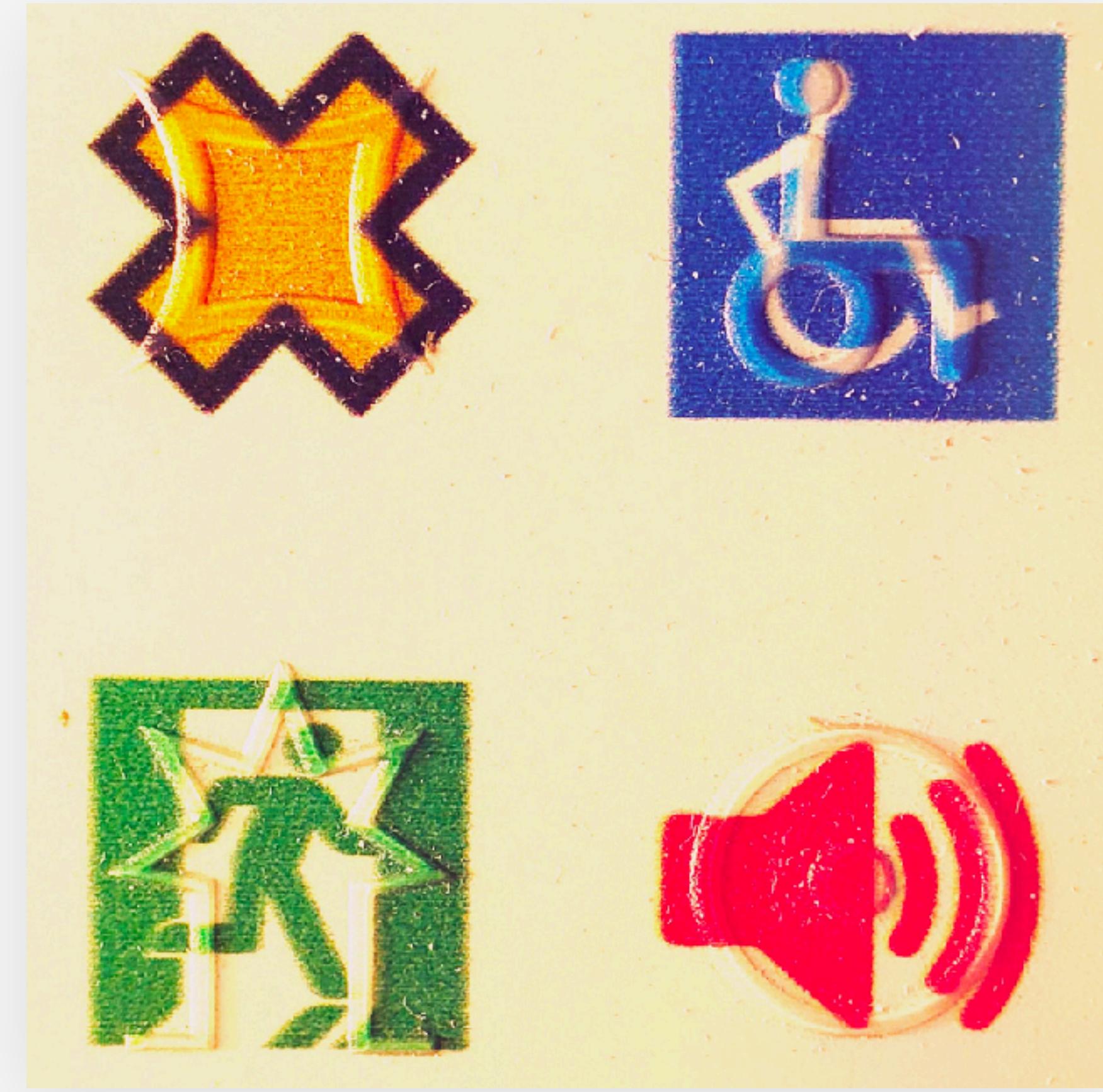
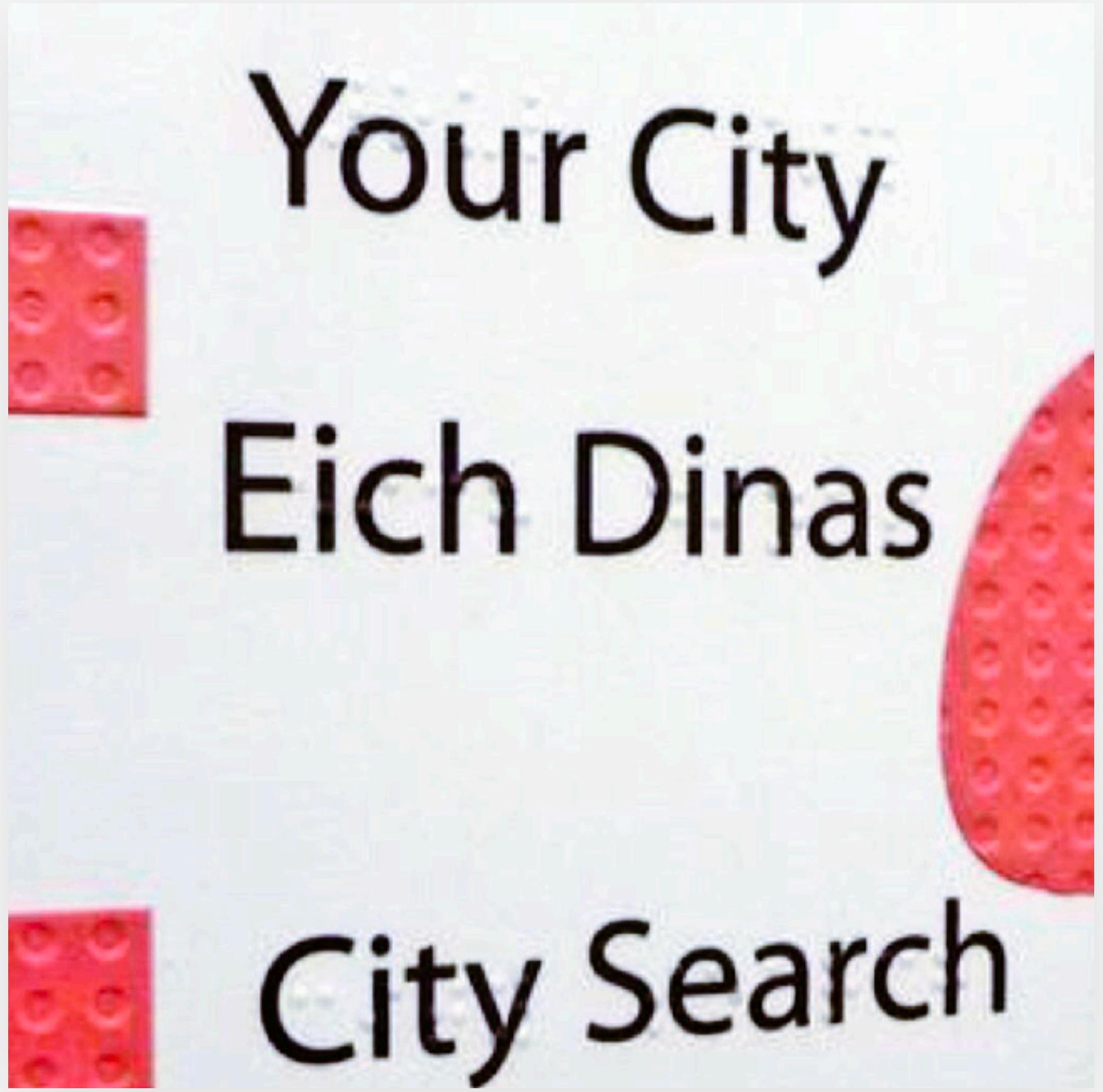
"Ramp Stairs"



Braille Neue

“Breaking real accessibility for a dream of inclusivity is not good design.”

- *Alastair Somerville*



Inclusive braille

How do you do it?

Arm yourself with **empathy**.

“I've had a number of product teams understand accessibility problems academically, but fail to do anything about them. Or show any interest in doing so. The teams that show empathy do the work, and they require a minimum of hand-holding as they do it. They have accepted responsibility. That's where we want everyone to be.”

- *Matt May, Head of Inclusive Design @ Adobe*

Observe real people.

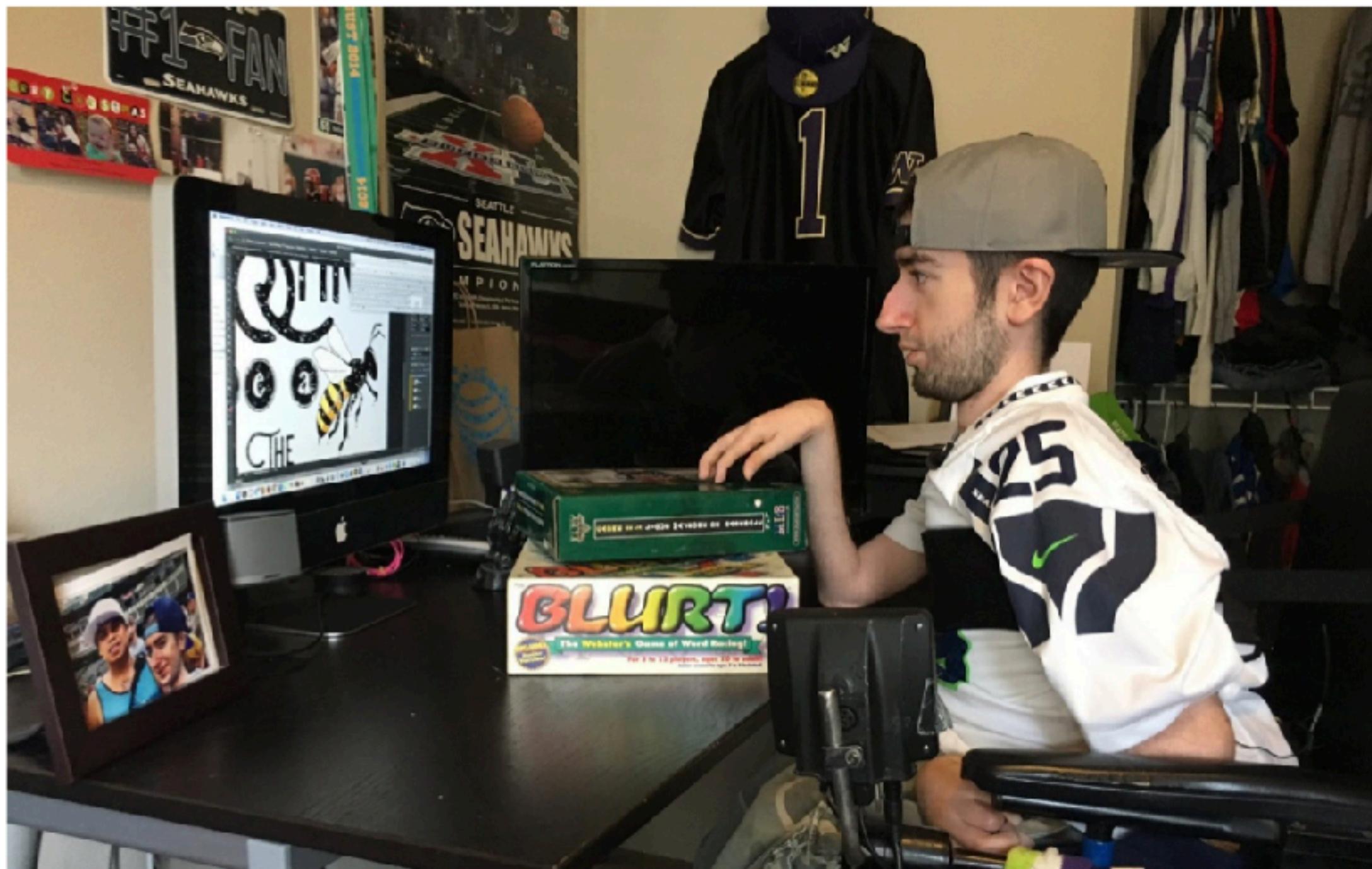


Photo credit: KOMO News, June 8, 2016

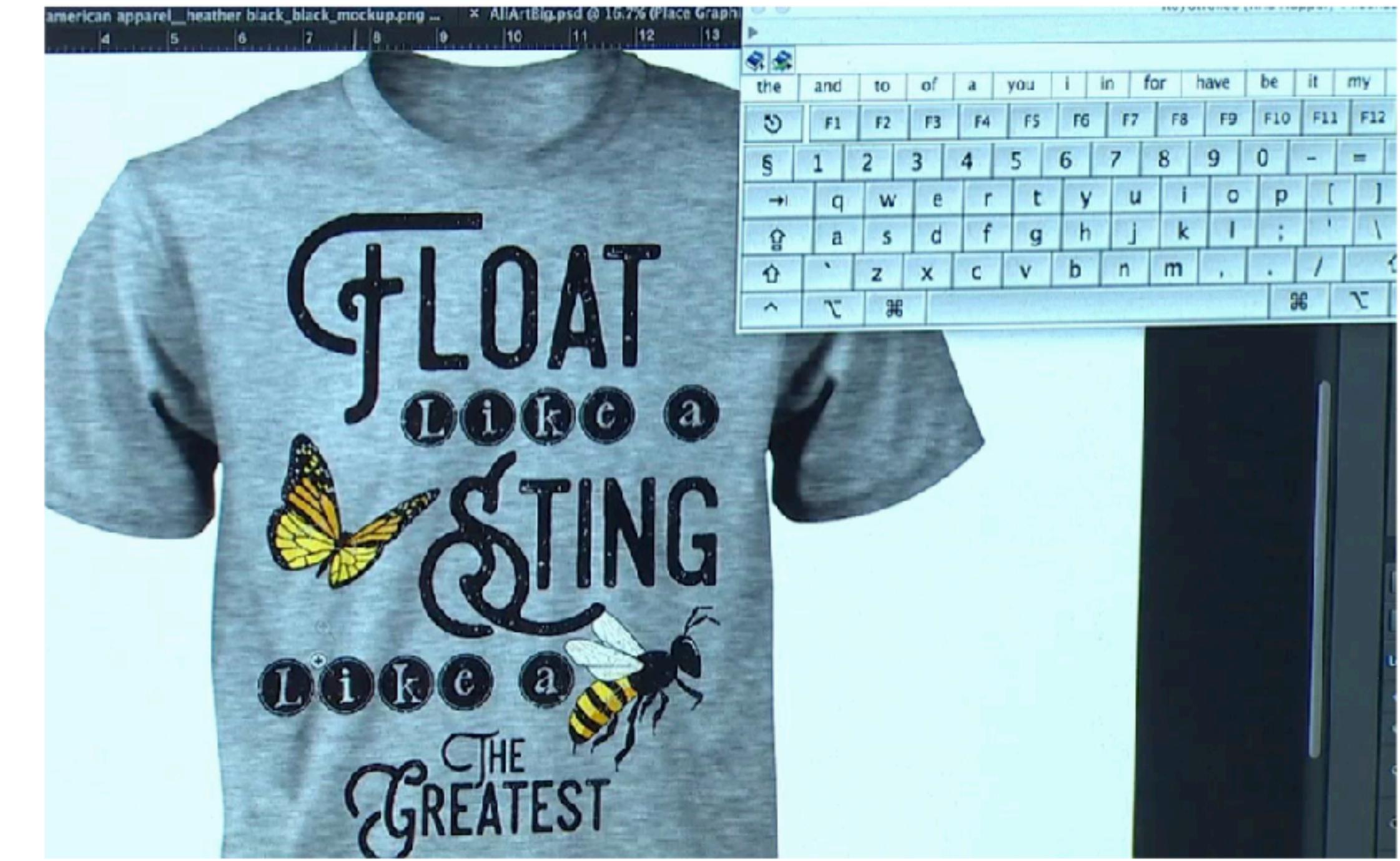


Photo credit: KOMO News, June 8, 2016

<https://www.microsoft.com/en-us/design/inclusive>

Walk in their shoes.

Funkify

- Disability simulator



Simulators



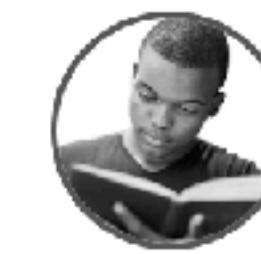
Premium



Blurry Bianca

Experience blurry vision through a foggy filter.

Start



Dyslexia Dani

Scramble letters and make them dance.

Start



Trembling Trevor

Lose some control of your mouse pointer.

Start



Tunnel Toby

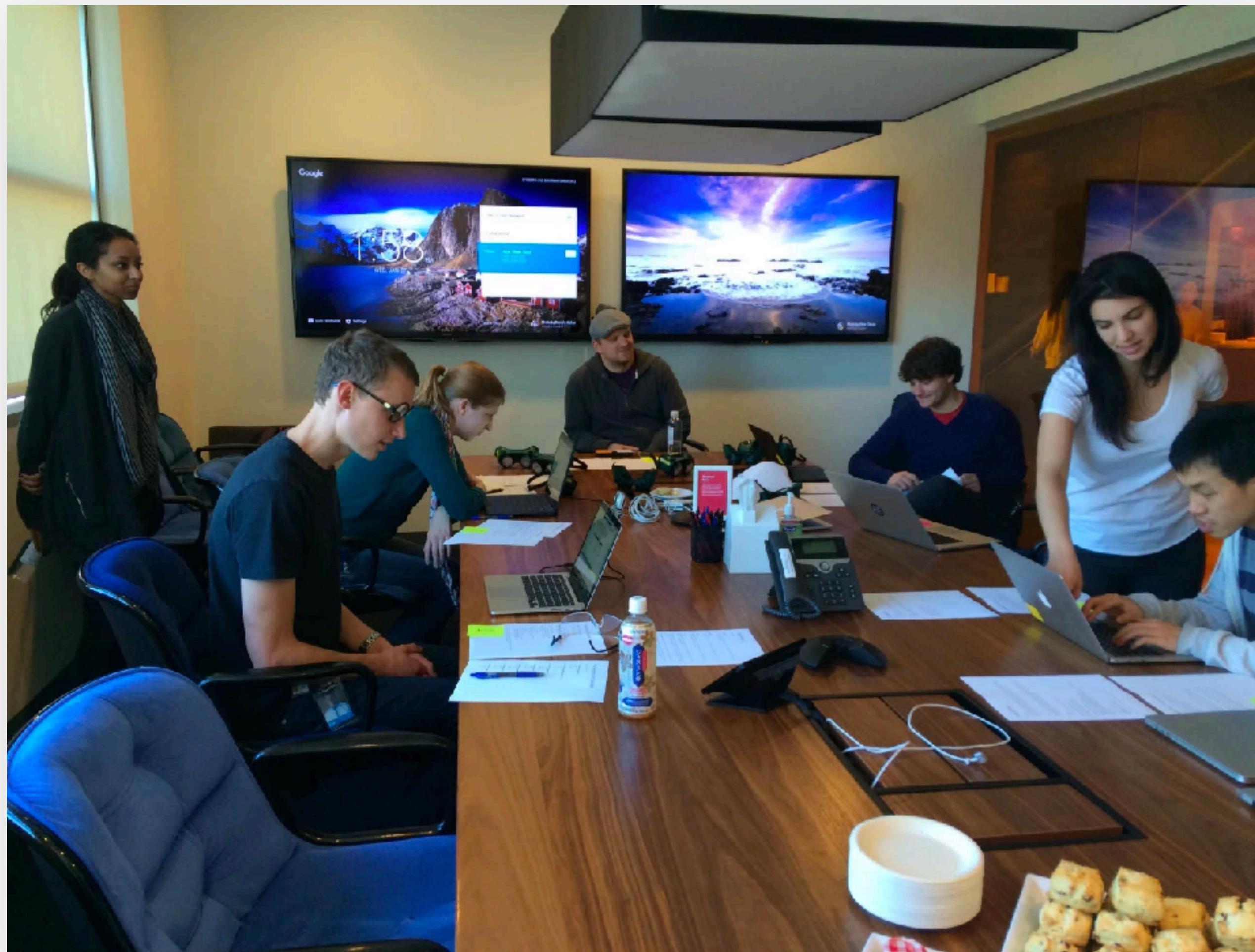
Simulate partial vision loss on your screen.

Start



Peripheral Pierre

Funkify disability simulator



Dropbox Assistive Technology Lab

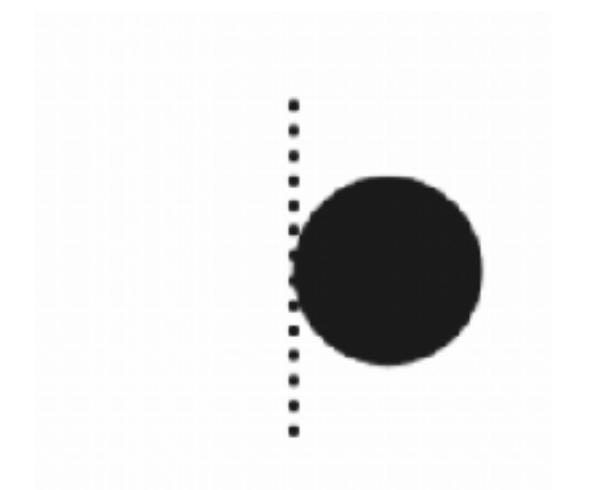
Normalize inclusion.

Small actions help.

Get people involved



Microsoft Toolkit



Consider the opposite.



Balance your Bias.



Embrace a growth mindset.

Airbnb Lens

When it works...it's
amazing.

Liz Lara (@tobameese) posted: I just created a Gmail account and got to have my gender accurately represented for the first time while making an email account in my entire life. I'm having queer feelings, y'all. **#queerux**

'Custom' option under Gender and an info link to an outline of how gender is used.

Your birthday

Gender

Custom

What's your gender?

Non-binary

Please refer to me as

Other

Why we ask for [this information](#)



Home Moments Notifications Messages

Compose new Tweet

What's happening?

Add photos or video

140 Tweet

HTTP Working Group @http_wg · 18 Aug 2014

Starting work on the Tunnel-Protocol request header field:
tools.ietf.org/html/draft-iet...

HTTP Working Group @http_wg · 7 Aug 2014

HTTP/2 is in Working Group Last Call - lists.w3.org/Archives/Public...

HTTP Working Group @http_wg · 17 Jun 2014

Hello world.

Who to follow · Refresh · View all

Paul Lewis @aerotwist

Alex Sexton @SlexAxtion

Addy Osmani @adduosmani

Find friends

United States Trends · Change

#NoBillNoBreak
140K Tweets

Be an inclusivity
advocate.

Thank you!



Sarah
@sarah_federman

Slides will be tweeted later today!