

A dense background collage of various green icons, including symbols for technology (like a smartphone, Wi-Fi, and a key), business (like a pie chart, bar chart, and percentage sign), education (like a graduation cap and books), and general concepts (like a heart, hand, and cloud).

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Designing an Inclusive Experience

Blackbaud Developer Conference

July 30, 2016

Presented by Matthew Cira, Senior Interactive Designer

Inclusive... what?

What is inclusive design?

Universal design (often **inclusive design**) refers to broad-spectrum ideas meant to produce buildings, products and environments that are inherently accessible to older people, people without disabilities, and [people with disabilities](https://en.wikipedia.org/wiki/Universal_design).



https://en.wikipedia.org/wiki/Universal_design

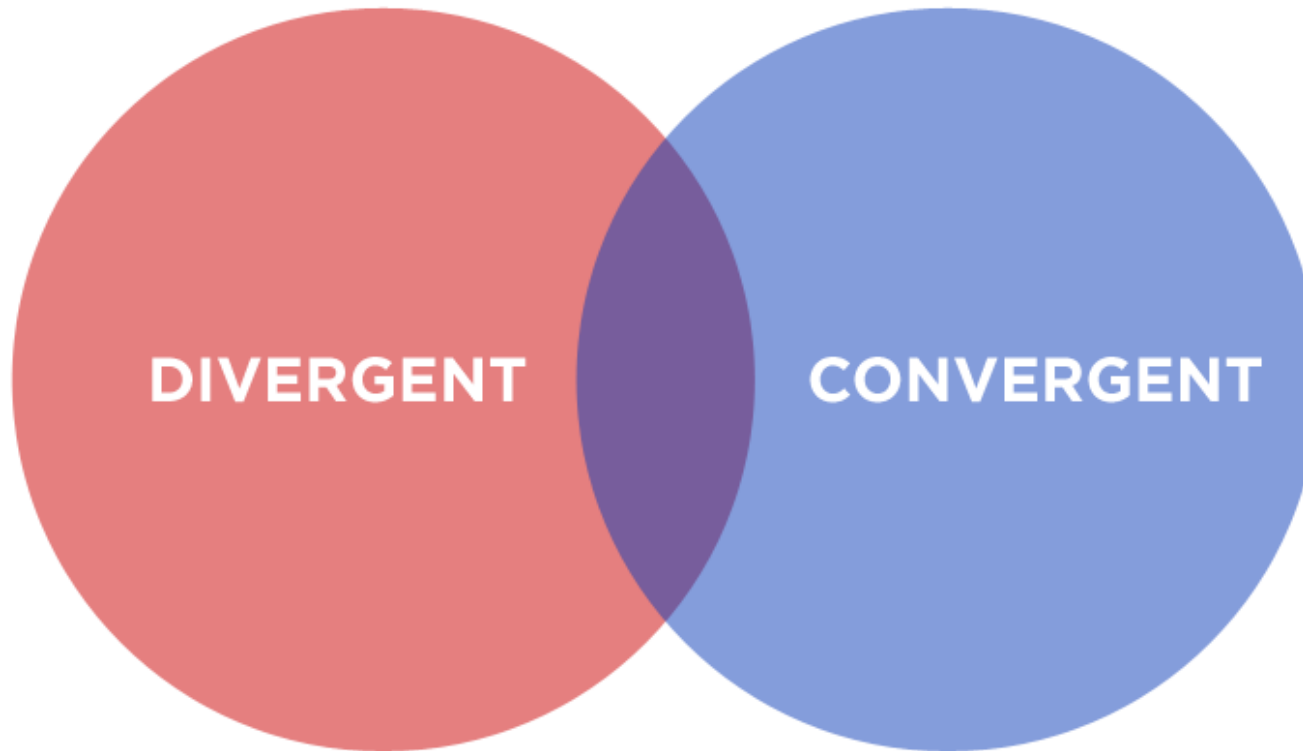
Inclusive Design

Simply put, it is an implementation of best practices in formatting web page content to provide a quality user experience, without hindrance, to all web site visitors, regardless of visual, mobile, auditory, or cognitive disability.

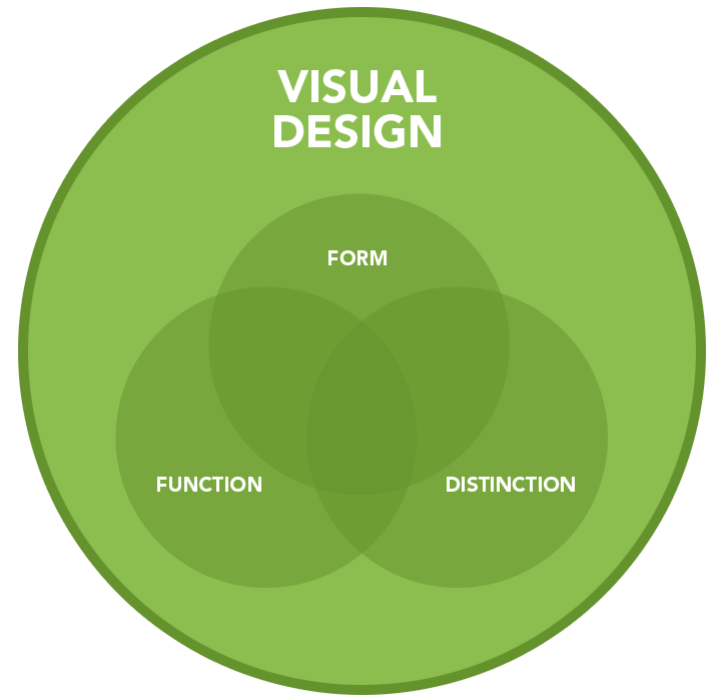
<https://www.w3.org/TR/html4/intro/intro.html#h-2.3.2>

Design Methodology

Regardless of workflow, inclusion is essential.

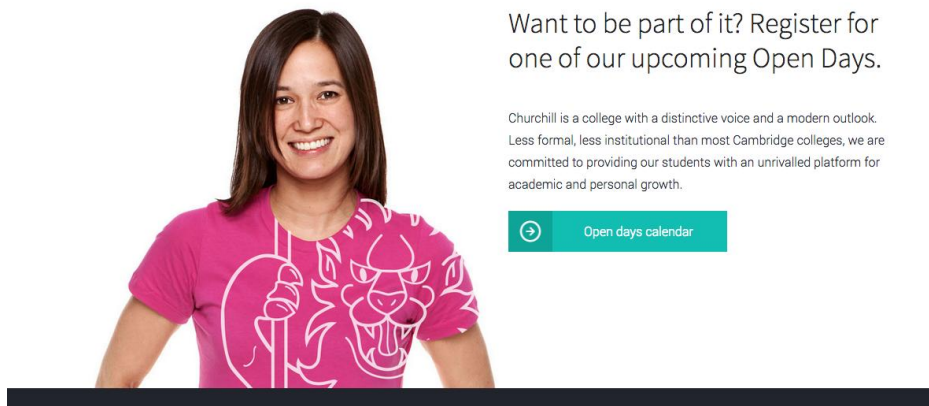
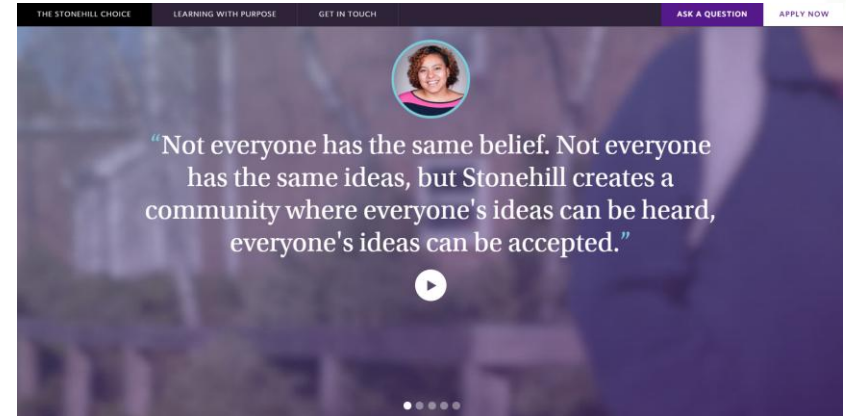
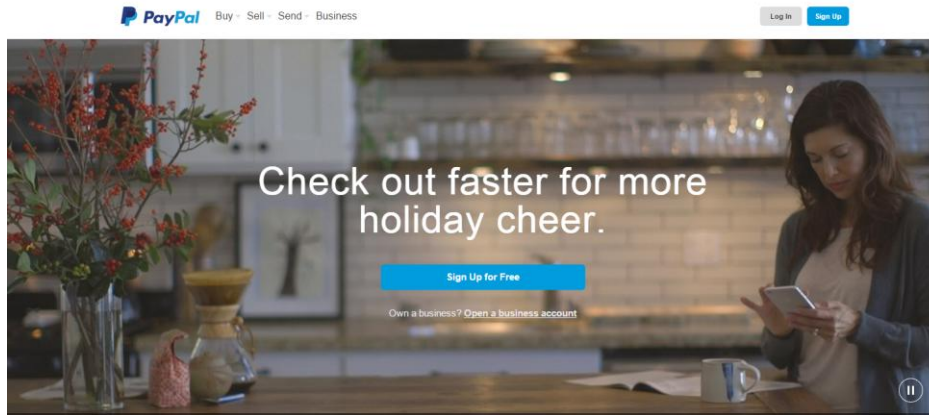


Visual Design: Inspiration



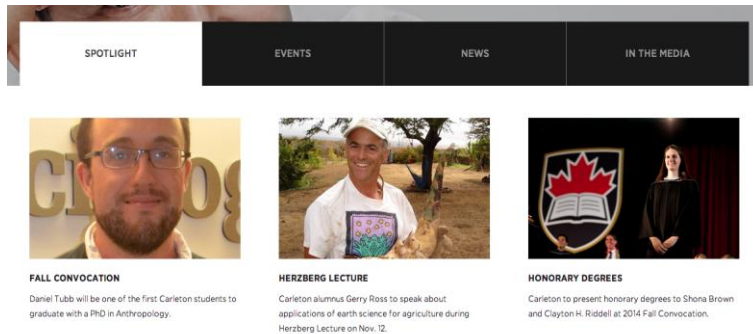
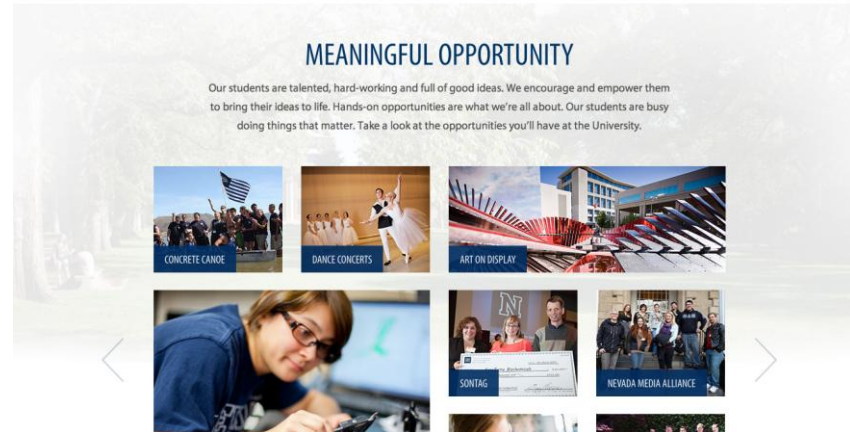
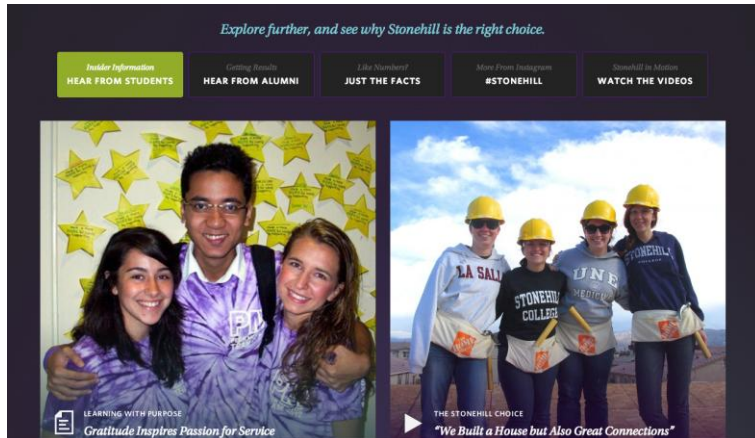
Primary Messaging

Multimedia. Slideshows. Primary Content. Strong Messaging.



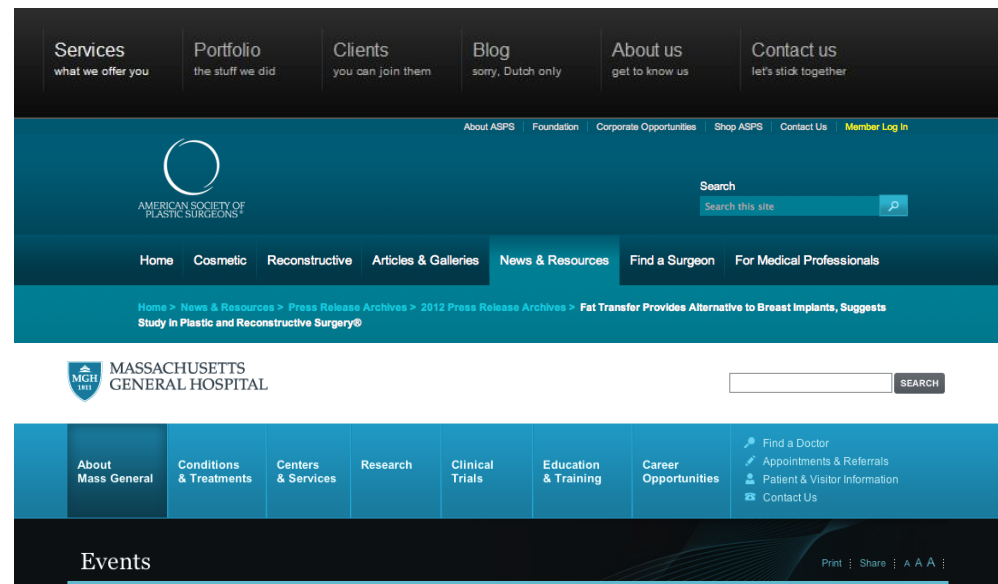
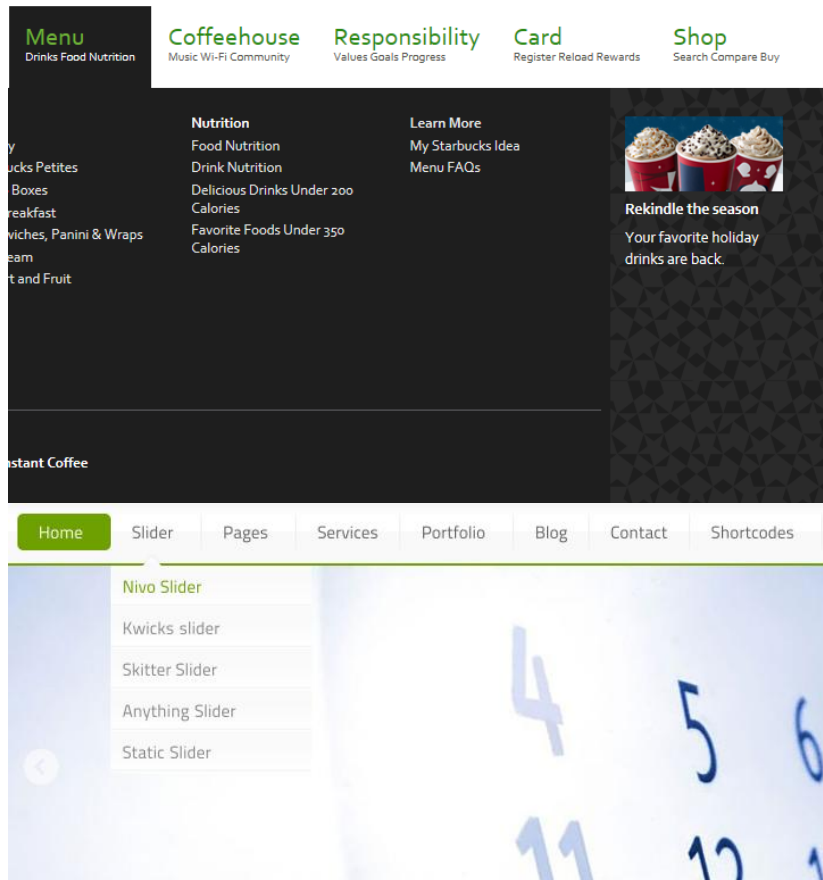
Dynamic Content

News. Events. Feeds. Stories. “I want more.”



Navigation

Easy. Unobtrusive. Integrated.



Callout Content

Engaging. Purposeful. Actionable. Intentional.

news
Protect Your Bike from Thieves
December 18, 2012
Taking It to the Streets
December 18, 2012
A Joyful Noise: Kol Echad
December 18, 2012

events
18 dec Senior Sculpture Show
18 dec Mugar Open 24 Hours
18 dec Toys-For-Tots

links
About BU
Search
Directory
Maps
Contact

JAN 11 Winter Orientation
IN ORIENTATION

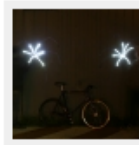
JAN 12 Winter Orientation
IN ORIENTATION

JAN 13 Winter Orientation
IN ORIENTATION

Long Exposure Blinky Light Painting

December 18, 2012

It gets dark now, early. Real early. You're already armed with blinky lights, why not make something out of it? Grab a camera and a tripod and we'll show you how to capture long exposure light...



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A \$25-million gift from Edward L. "Ted" Baker '57 will provide new support for The Davidson Trust.
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THE TRUST ON THE HILL
In early February, President Carol Quillen spoke about The Davidson Trust to a U.S. Senate committee on "Innovations in College Affordability."
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CAS lecturer uses video games to develop effective prose
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Trade Secrets
Egyptologist Kathryn Bard unearths nautical artifacts from the ancient Red Sea trade
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Keeping Your Edge in Avalanche Country
Avalanche expert Henry Schriewind traverses the slopes without triggering trouble
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Our new site features a variety of new features, including a new search function, a new navigation menu, and a new content management system. Learn more about the new site.

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Our new site features a variety of new content panels, including a new sidebar, a new footer, and a new header. Learn more about the new site.

Exclusive Widget Areas
Our new site features a variety of new widget areas, including a new sidebar, a new footer, and a new header. Learn more about the new site.

Exclusive Slider and Banners
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Footer

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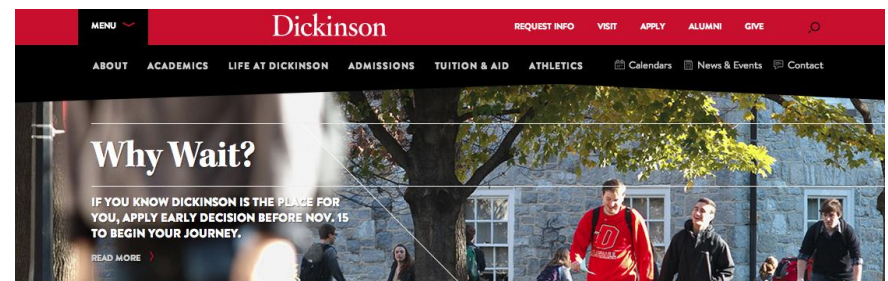
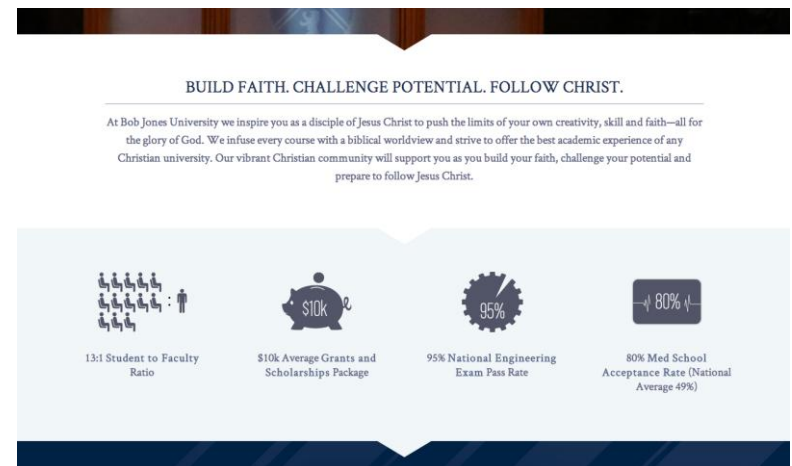
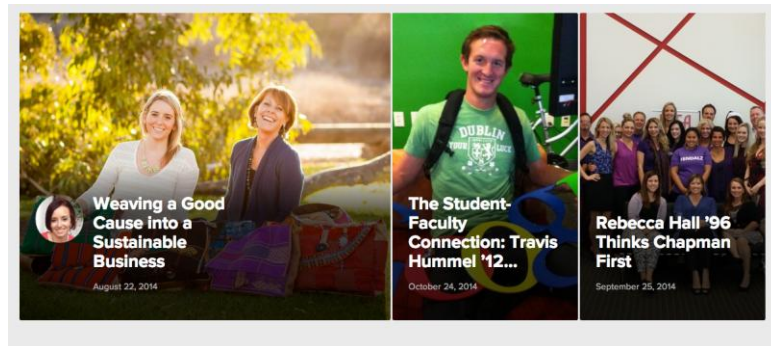
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Color, Texture & Depth

Higher Contrast. Understated. Light. Complimentary. Not distracting.



Typography

Modern. Highly stylized. Distinctive. Readable.



Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Bold 700

Grumpy wizards make toxic brew for the evil Queen and Jack.

Normal 400 Italic

Grumpy wizards make toxic brew for the evil Queen and Jack.

Bold 700 Italic

Grumpy wizards make toxic brew for the evil Queen and Jack.

Book 300

Grumpy wizards make toxic brew for the evil Queen and Jack.

Normal 400

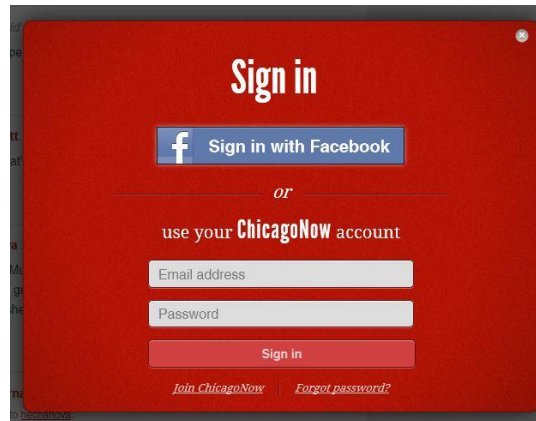
Grumpy wizards make toxic brew for the evil Queen and Jack.

Bold 700

Grumpy wizards make toxic brew for the evil Queen and Jack.

Ultra-Bold 900

Grumpy wizards make toxic brew for the evil Queen and Jack.



Size

Firstly, size matters. "Choosing a typeface that works well at the intended size is the most difficult part," says Matteson. "Some display or headline fonts work fine in print at 18pt but become problematic on screen. For example, on the web, a fashionable ultra light sans serif may not look very good until 48px or bigger."

Readability & Spacing

Secondly, while screen typefaces are less challenging than they were even five years ago, and technological developments have improved clarity at smaller screen sizes, readability can still be problematic with some typefaces, and readability should be your paramount concern.

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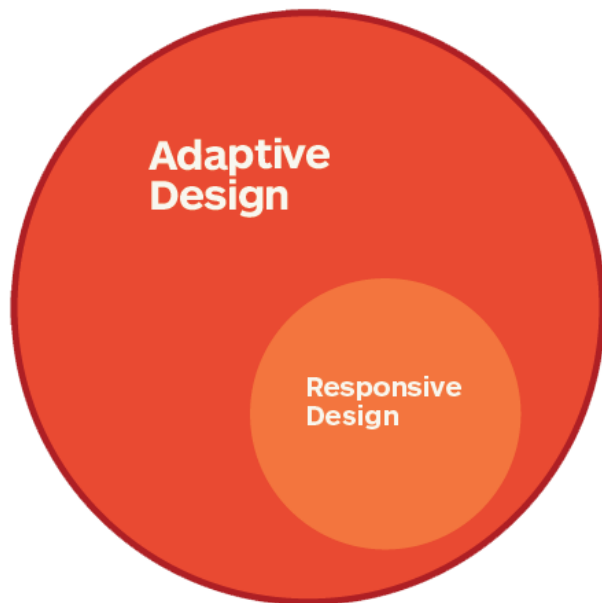
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Commitment to content. All users receive the same amazing experience.



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Design Workflow

With all considerations, how and when do we consider inclusive factors in the design workflow?

Conceptualize

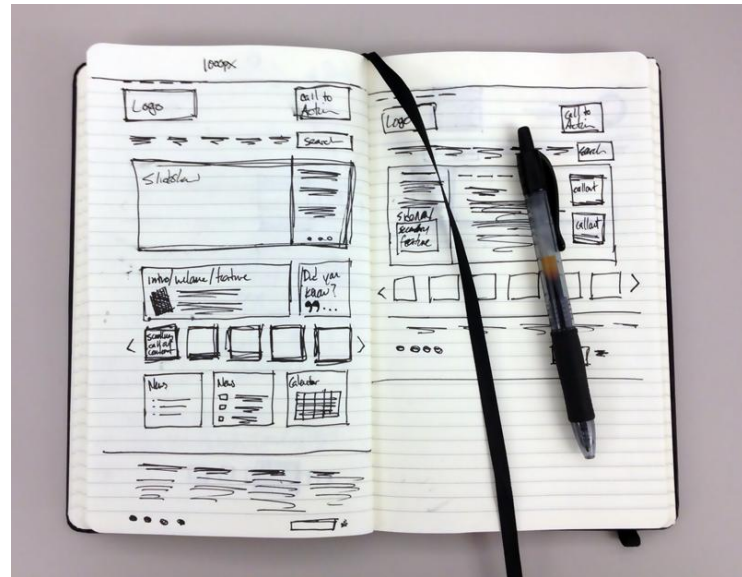
Prototype

Usability Testing

Visual Design

Implementation

On-going Support



Design Accountability

Thoughtfulness in design. Consider all possible users and outcomes.
Design not for the browser, but the user and their setting.



Case in Point

Netflix

The Netflix Design Team roles are specific to the distance between users and content, and not specific to technology, hardware, software or screen sizes.



Your Users Are Not What You'd Expect

This is my friend Ian.

Ian has a glass eye.

Driving at night is troublesome,
as is using poorly designed
web sites that aren't inclusive
and use best practices in
design.

Ian's Experience

Create an axis to serve as a focal point when designing forms.

A user's visual flow should never deviate from the axis of the form from start to finish.

PAYMENT INFORMATION

Cardholder's Name:

Credit Card Number:

Card Type:

Card Expiration:

 /

Card Security Code:

[See Example](#)

DONATE NOW

Your Users Are Not What You'd Expect

**This is my friend Aaron.
Aaron is color blind.**

He also posts selfies on
facebook every morning when
he wakes up.

Aaron's Experience

Consider contrast, not color, when designing forms and validation.

Prototype in black and white before applying branded palettes.

Use iconography within validation, flash messaging and alerts to call attention for required user interactions.

The image displays two versions of a credit card payment form side-by-side to illustrate design principles. Both forms are titled "Enter your billing information".

Top Form (Branded):

- Credit Card Number:** A text input field containing "3456785". Below it is a red error message box that says "This does not appear to be a valid credit card." To the right are logos for VISA, MasterCard, and American Express.
- Why do we need this?:** A link in blue text.
- Expiration Date:** Two text input fields labeled "MM" and "YY".
- Security Code:** A text input field.
- What's this?:** A link in blue text.
- Norton Secured:** A logo with a checkmark and the text "Norton SECURED powered by Symantec". Below it is a link "ABOUT SSL CERTIFICATES".
- Footnote:** "Your 30-day free trial begins once you click 'Start My Free Trial' below. We perform a \$1 pre-authorization to ensure your credit card is valid — we won't actually charge your card until the end of your trial. If you cancel your subscription in your first month you will not be charged. If you don't cancel by day 30, your card will be charged \$99/month. You can cancel your subscription at any time."

Bottom Form (Black and White Prototype):

- Credit Card Number:** A text input field containing "3456785". Below it is a gray error message box that says "This does not appear to be a valid credit card." To the right are simple rectangular boxes representing logos.
- Why do we need this?:** A link in blue text.
- Expiration Date:** Two text input fields labeled "MM" and "YY".
- Security Code:** A text input field.
- What's this?:** A link in blue text.
- Norton Secured:** A logo with a checkmark and the text "Norton SECURED powered by Symantec". Below it is a link "ABOUT SSL CERTIFICATES".
- Footnote:** "Your 30-day free trial begins once you click 'Start My Free Trial' below. We perform a \$1 pre-authorization to ensure your credit card is valid — we won't actually charge your card until the end of your trial. If you cancel your subscription in your first month you will not be charged. If you don't cancel by day 30, your card will be charged \$99/month. You can cancel your subscription at any time."

<http://www.cruxcollaborative.com/understanding-color-blindness-guide-to-accessible-design/>

Wrapping Up

We can't wait for users to tell us that something is wrong.

Something as simple as a misplaced GIVE button can cause transaction abandonment.

A proactive approach considers Universal Design, Inclusion, Accessibility in all phases of a design project.



Questions



Thank You