

Who is typically excluded?

When designing digital services, include people from these groups on your team and as research and test participants. People may fit into more than one group and even be represented several times within one group (for example, people with multiple disabilities).

Also check out the persona spectrum
microsoft.com/design/inclusive
(Inclusive 101 page 42)



seniors



Remote + rural



women



immigrants



disabilities



racialized



LGBTQIA+



low income



low literacy



indigenous

ontario.ca/inclusivedesign