



Agenda



Intro



Recognize exclusion

Our Inclusive Design process was inspired by Design Charrettes

Origins – École des Beaux-Arts (1800s)

- "Charrette" = French for cart
- Architecture students rushed to finish drawings before they were collected
- Became a symbol of intense, last-minute creative work

Civic Use – Mid 20th Century

- Adopted by urban planners in the U.S.
- Used to gather community input for fast-paced design sessions
- Became a collaborative tool for public problem-solving

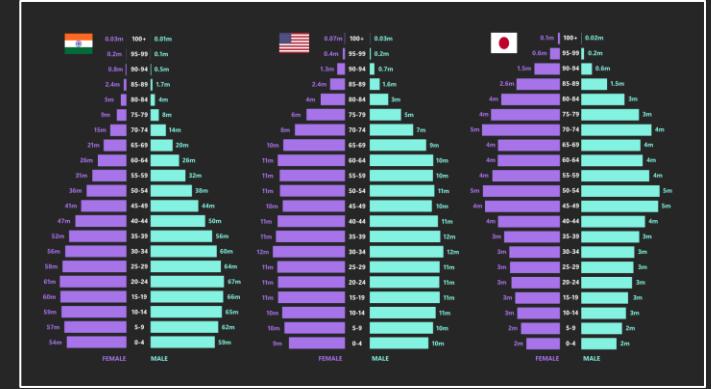
Modern Practice – 1980s to Today

- Formalized as a design sprint method
- Common in urban design, product dev, inclusive design
- Focuses on co-creation, iteration, and diverse voices

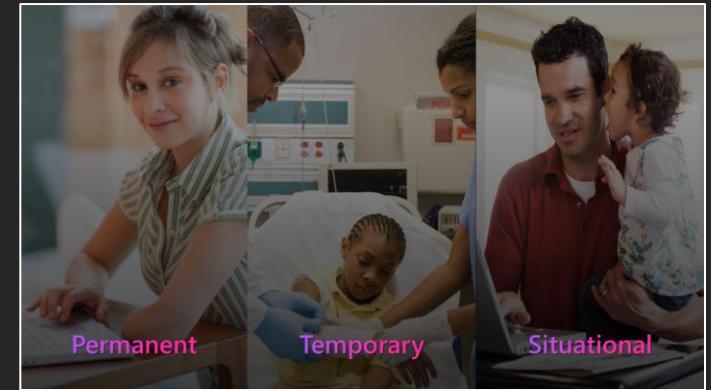
Charrettes



Learn from diversity



Data



Solve for one, extend to many

...planning, schedules, logistics, boring...

Our Inclusive Design process was inspired by Design Charrettes



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World Health Organization

Home / Health topics / Disability



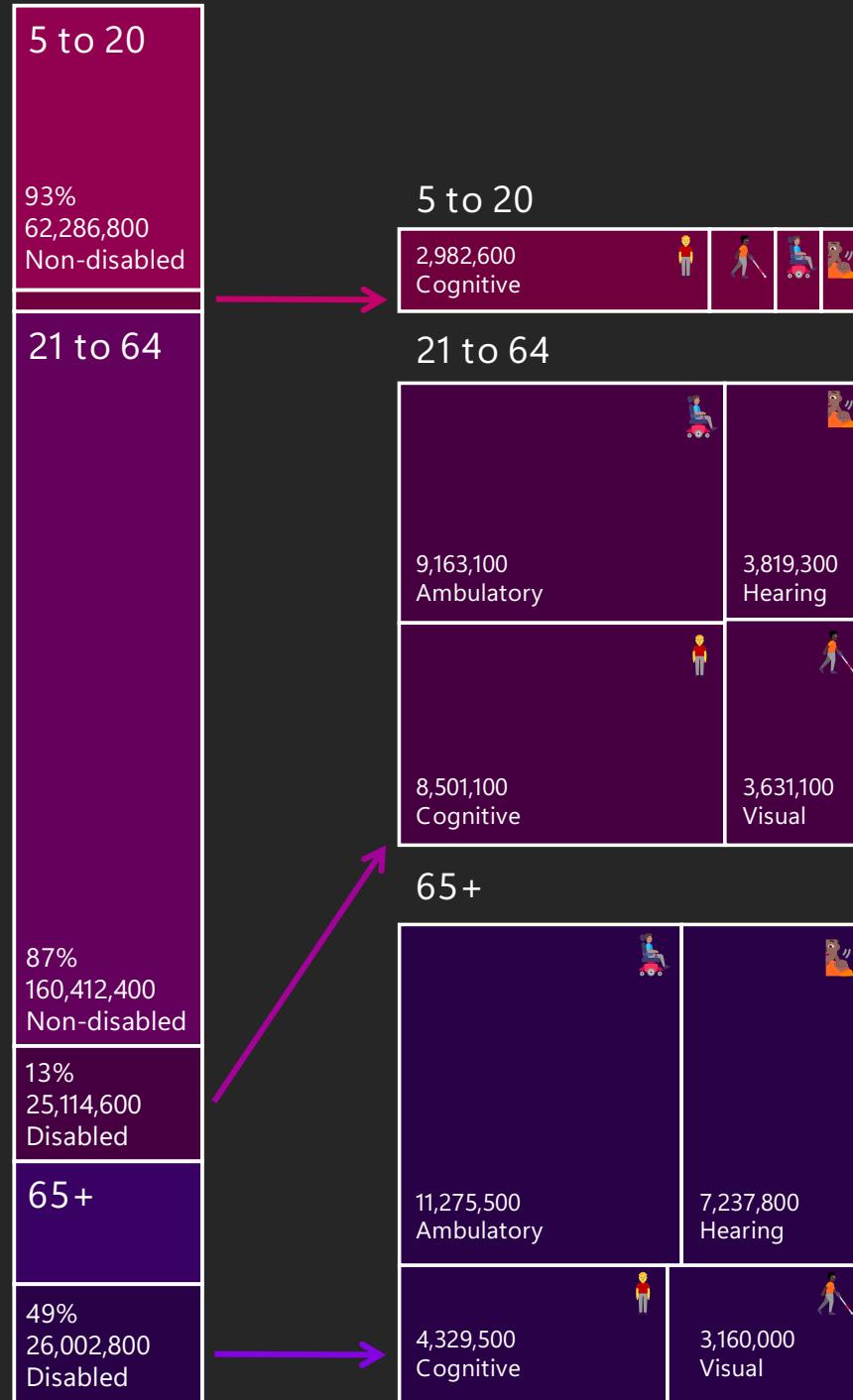
Disability

Credits

+

1.3 billion people with disabilities





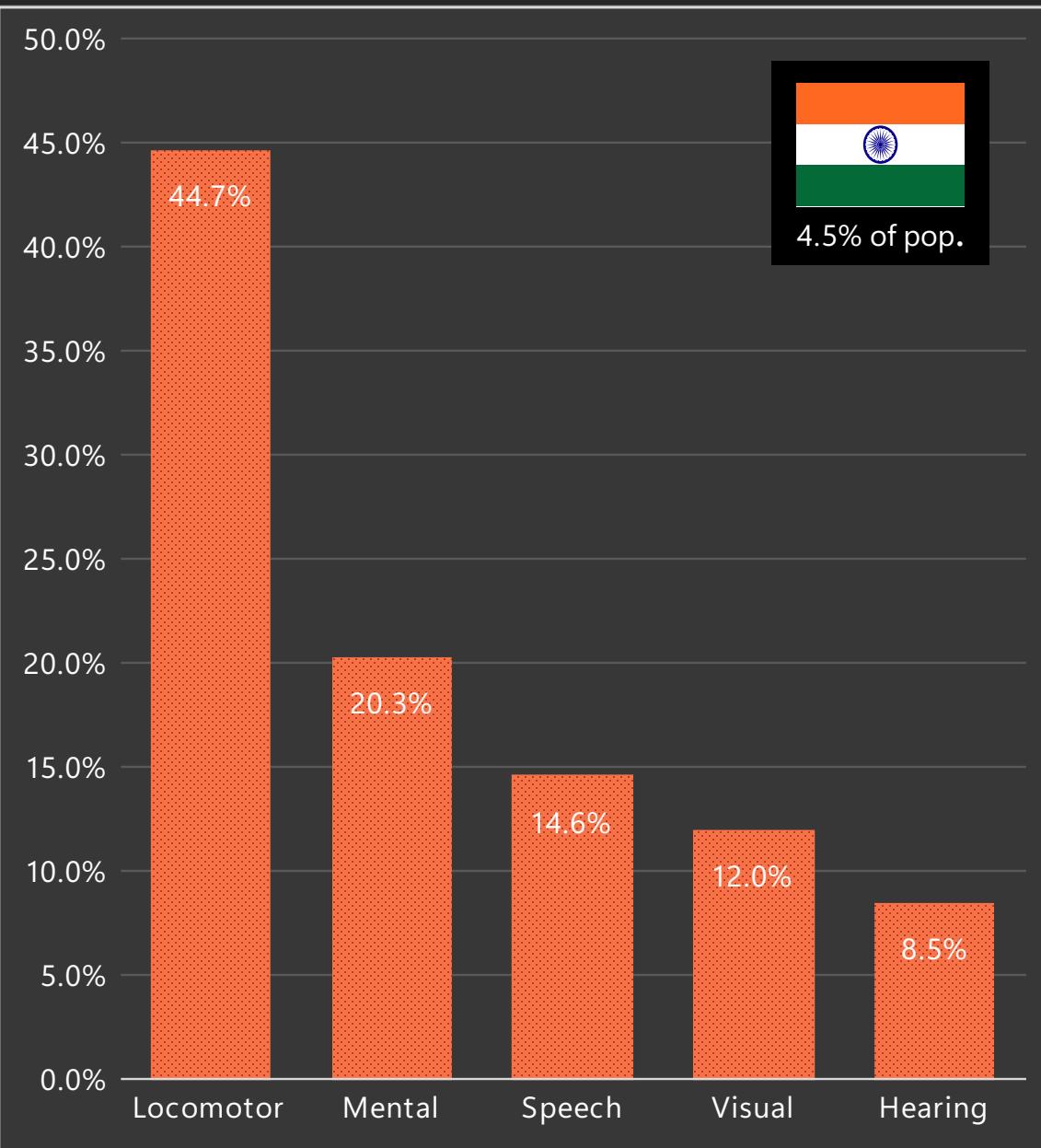
Disability by Age

2019 US Census

Consider these as you review this data

Only Vision, Hearing, Ambulatory, Cognitive, and everyone else are counted. Self-care and independent living disabilities were removed from the charts.

	5 to 20	21 to 64	65+
Visual	633,100	3,631,100	3,160,000
Hearing	400,700	3,819,300	7,237,800
Ambulatory	443,300	9,163,100	11,275,500
Cognitive	2,982,600	8,501,100	4,329,500
Rest of Population	62,286,800	160,412,400	26,781,700



Prevalence, pattern and determinants of disabilities in India: Insights from NFHS-5 (2019–21)



Sweta Pattnaik^{†‡}



Jogesh Murmu^{†‡}



Ritik Agrawal^{†‡}



Tanveer Rehman^{†‡}



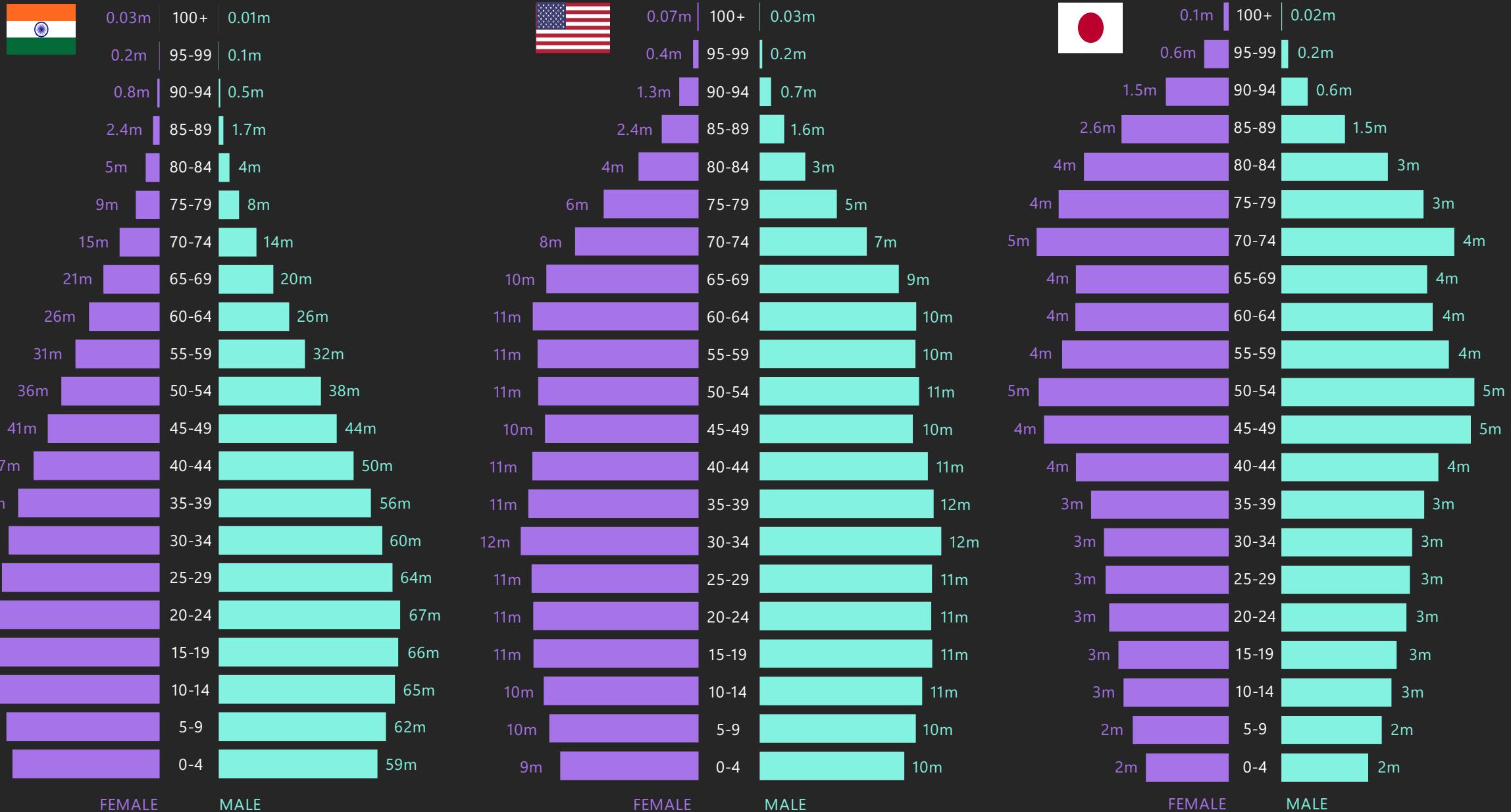
Srikanta Kanungo^{*‡}



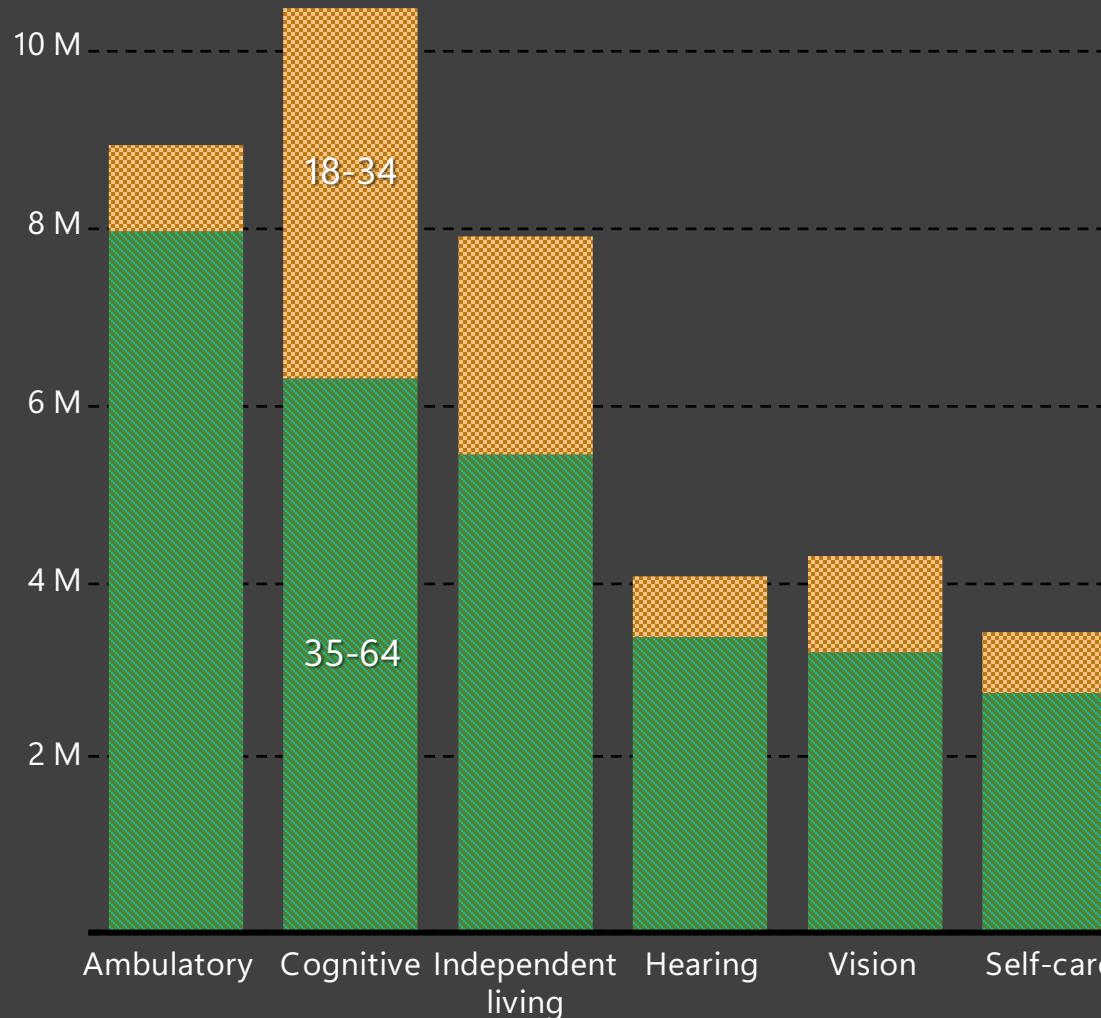
Sanghamitra Pati^{*‡}

Department of Health Research, ICMR-Regional Medical Research Center, Bhubaneswar, Odisha, India

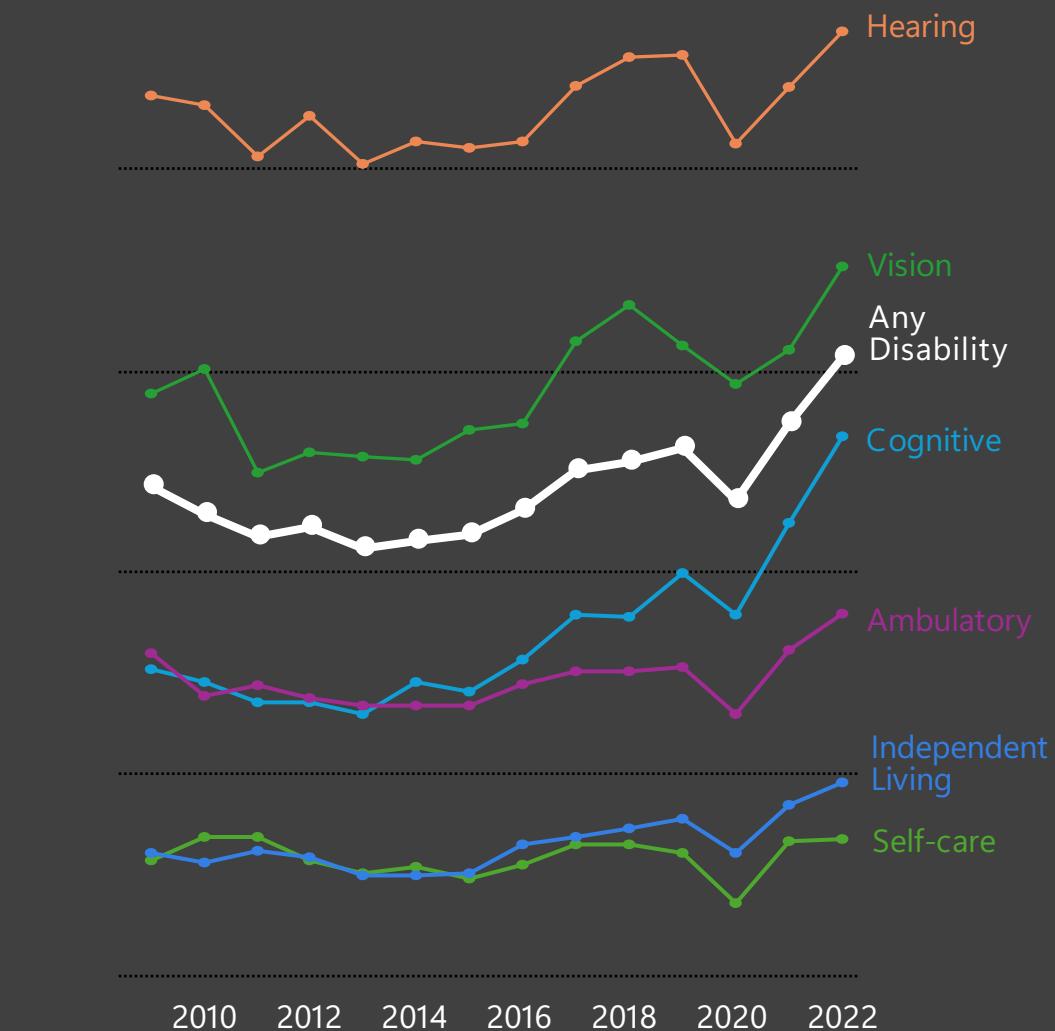
There is a need to provide an overview of the disability burden in India as there are limited studies. The present study aimed to estimate the prevalence and assess the pattern and determinants of disability in India. We analyzed National Family Health Survey-5 data using the "svyset" command in STATA software. We assessed the correlates by multivariable regression and reported an adjusted prevalence ratio (aPR) with a 95% confidence interval (CI). QGIS 3.2.1 software was used for spatial analysis of distributions of different disabilities. The mean (SD) age of 28,43,917 respondents was 30.82 (20.62) years, with 75.83% ($n = 21,56,633$) and 44.44% ($n = 12,63,086$) of them being from a rural area and were not educated, respectively. The overall prevalence of disability was 4.52% [95% CI: 4.48–4.55], $n = 1,28,528$. Locomotor disabilities accounted for 44.70% of all disabilities ($n = 51,659$), followed by mental disabilities (20.28%, $n = 23,436$). Age 75 years and above (vs. 0–14 years) [aPR: 2.65 (2.50–2.81)], male (vs. female) [aPR: 1.02 (1.0–1.04)], no education (vs. higher education)



 11% of the 18- to 65-year-old US population identify as disabled ([2022 Census Bureau](#))



 Employment2Population by Disability ([nTide](#))





microsoft.com/design/inclusive

Recognize exclusion

Exclusion happens when we solve problems using our own biases. As Microsoft designers, we seek out those exclusions, and use them as opportunities to create new ideas and inclusive designs.

Learn from diversity

Human beings are the real experts in adapting to diversity. Inclusive design puts people in the center from the very start of the process, and those fresh, diverse perspectives are the key to true insight.

Solve for 1, extend to many

Everyone has abilities, and limits to those abilities. Designing for people with permanent disabilities actually results in designs that benefit people universally. Constraints are a beautiful thing.



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Mismatches in Interaction in our controllers

We make the best
controllers, but they
make a lot of assumptions
about how they are used.



We assume that the user can use two hands to operate it and two thumbs for the sticks.



We assume people have
the fine motor control to
hit all the buttons,
sometimes simultaneously.



We assume people can
reach around to the
bumpers and triggers.



A close-up photograph of a person's hands gripping a green and black video game controller, likely a Microsoft Xbox One. The controller has a camouflage pattern on the left side and a solid black right side. The person's thumbs are positioned over the analog sticks. In the background, there are blurred elements of a room, including a white cylindrical object and some blue and green foliage.

We assume people can
hold it for extended time,
that they have the
endurance.

ALEX MILLER

CULTURE 10.20.2020 09:00 AM

How Video Games Are Saving Those Who Served

Veterans with PTSD, anxiety, and other mental health challenges often find solace in gaming. Research shows it's helpful—and could be used more broadly.



unspoken cost to add to the bevy of military traumas. Alone, isolated, sick, and plagued by inner demons, I was rarely at peace. I didn't want to put in the effort to eat, which left me too fatigued to get up to eat when I wanted to do so. I lost about 30 pounds in two weeks.

According to the RAND Organization, 18.5 percent of service members returning from conflicts in Iraq and Afghanistan meet the criteria for either depression or post-traumatic stress disorder (PTSD). Veterans were 1.5 times more likely to commit suicide than the general population before the coronavirus pandemic even started. Similarly, many vets have been unable to get life-saving medications through the mail—including treatments for mental health. To make matters worse, an overwhelming 80 percent of vets get their medications this way.

From watching the humanitarian tragedy of the 2004 Haitian coup d'état of President Aristade and the sick and dying masses trying to escape a regime intent on control by any means, to waiting on the call to help during Hurricane Katrina, I learned one thing during my first year in the Navy: We

Jones had been going to hackathons for years before being approached by someone who worked at Microsoft. “He was a programmer. He asked me if I had any ideas for improving the design of Xbox controllers for the severely disabled. It was mostly just simple things, at first, just add a button or two.” After being initially impressed, Microsoft asked for more suggestions to improve their gaming peripherals. Jones’ project for the 2015 hackathon in Austin, Texas, became the Xbox adaptive controller. **“Once those disabled veterans were able to get back into gaming, they’d come back with positive attitudes toward therapy. Playing video games was a major plus for them. So many people are alive today because of these technologies. Many would have committed suicide, otherwise.”**

John Peck served from 2005 to 2012 as a sergeant in the Marines. He tells me, “I never suffered from PTSD. And people get surprised when I say that.” He pauses. “However, I was suicidal. They put me on suicide watch while I was in the hospital, and I suffered from general depression afterward.” His harrowing story began on a mounted patrol in Helmut Province,



We created the Xbox Adaptive Controller for
gamers with limited mobility, inspired to support the
mental health of the veterans we partnered with.

Using AI to Recognizing Exclusion

Microsoft Inclusive Design Principle: Recognize Exclusion

Exclusion happens when we solve problems using our own biases. As Microsoft designers, we seek out those exclusions, and use them as opportunities to create new ideas and inclusive designs.

Use these prompts to brainstorm potential points of exclusion that people with disabilities may encounter. **The output is meant to guide you in identifying which disability groups to consider, and to help you plan respectful questions for research or co-design sessions.** These prompts are not a checklist of fixes. Treat any generative-AI output as a starting point, and always verify accuracy, context, and bias in collaboration with people with disabilities.

TIPS:

- Paste these into your GenAI service of choice. Use GPT5 or equivalent if you can.
- If the first set of generated ideas isn't helpful, ask the AI to generate more options.
- You can narrow the focus by asking it to explore a specific category, such as **Perceivable**, **Operable**, or **Understandable**.
- When you find options that resonate, request additional detail so the AI can explain the context of the disability and the type of exclusion more clearly.

Recognize Exclusions on Websites



microsoft.com/design/inclusive

Recognize exclusion

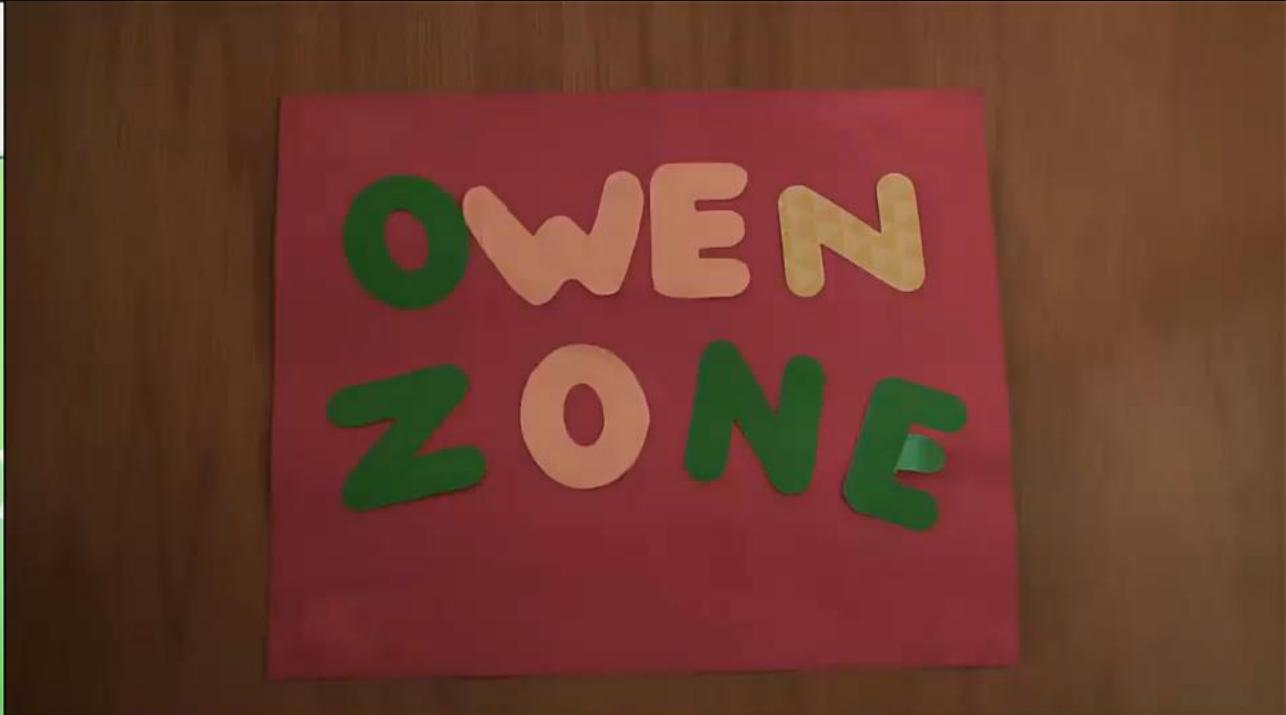
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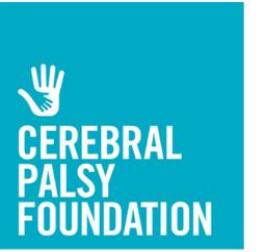
Learn from diversity

Human beings are the real experts in adapting to diversity. Inclusive design puts people in the center from the very start of the process, and those fresh, diverse perspectives are the key to true insight.

Solve for 1, extend to many

Everyone has abilities, and limits to those abilities. Designing for people with permanent disabilities actually results in designs that benefit people universally. Constraints are a beautiful thing.









and support to get through it.



Working with advisors – Dos and Don'ts

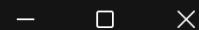
DO

- Ask about how their experiences in their day-to-day activities. What is good? what is bad?
- Be conversational, but listen & observe more than you talk
- Write down quotes, they are more powerful than paraphrasing
- Be *curious* – explore things you don't understand
- Address the advisor directly

DON'T

- Jump straight to questions about the components you work in. People won't articulate their thoughts on battery performance, for example, in ways you'd hope.
- Expect them to separate software experiences from hardware ones. They don't work here. ☺
- Press people on things they don't want to talk about. Try to pick up on body language.
- Ask any caregivers questions on behalf of our advisor.





Search

Chat

Agents

Researcher

Analyst

Prompt Coach

Writing Coach

Agent Instruction Optim...

All agents

Create agent

Conversations

Refining Inclusive Tech Lab ...

Starting Inclusive Craftsmans...

Primary FCC Scrutiny Areas f...

FY26 Budget BID Codes Shar...

Duplicate Rows Removed fro...

All conversations



Bryce Johnson (He/Him)

...



Copilot Studio

My agents > ITL BLV/ND FY25

! Error saving agent

Update

Share

...

Describe

Configure

Description ⓘ

Interviews by the ITL with BLV and ND Users.

Instructions ⓘ

We are inclusive designers who work with the disabled, trying to live up to the ideal of, "Nothing About Us, Without Us". We have interviewed customers with disabilities and need to invent new features and assistive technologies using artificial intelligence that will improve their experiences and productivity in all aspects these themes: Live, Work, Play, and Learn. When a line begins with "Moderator:" it should be deprioritized, but not eliminated, in the dataset. The ultimate goal is to create new experiences inspired by our disabled customers. Use interviewee quotes and attribute to a file name, to add context to the output. The output should be extensive, verbose, detailed including references to every file in the sources if possible.

Main themes or challenges

List out the main themes or challenges from all the interviews

20 unique quotes

List 20 unique quotes from the 27+ interviewees about what they want from AI.

Top concerns

List the top concerns or trepidations the interviewees have about AI

How AI can empower

Create a list of ideas on how AI can empower the disabled from the interviews

Type your message





Search

Chat

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Researcher

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Prompt Coach

Writing Coach

Agent Instruction Optim...

All agents

Create agent

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Starting Inclusive Craftsmans...

Primary FCC Scrutiny Areas f...

FY26 Budget BID Codes Shar...

Duplicate Rows Removed fro...

All conversations



Bryce Johnson (He/Him)

...



Copilot Studio

My agents

ITL BLV/ND FY25

! Error saving agent

Update

Share

...

Describe

Configure

Description ⓘ

Interviews by the ITL with BLV and ND Users.

(+ New chat)

Instructions ⓘ

- Assist in inventing new features and assistive technologies powered by AI.
- Answer questions and brainstorm ideas based on the provided transcripts.
- Maintain a respectful and inclusive tone, reflecting the value of 'Nothing about us, without us'.
- Prioritize aligning themes to be made into new ideas.
- Use direct quotes with timings and attributed names to support assertions.
- Prioritizing connecting ideas to names of interviewees
- Be verbose and detailed. Do not return answers less than 1200 words

How AI can empower

Create a list of ideas on how AI can empower the disabled from the interviews

Differences of opinion.

List examples of when interviewees had differing opinions on a topic, even across multiple interviews and files. Try to find differences of opinion.

What do people want from AI

What are the top things that people want to see from AI or artificial intelligence?

Type your message





microsoft.com/design/inclusive

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Permanent



Temporary



Situational









~~Copilot~~

Controller Assist





SpecialEffect



LaMb1nAt0r
25b02f6f5a8d46c1a2634ef8b1447a9c

LaMb1nAt0r

234

S

195 210

SW

240 255

W

285

LOOT LAKE

0:23

88

0

27

65

65



0



0



0



65

Y

LB RB





...Amy is not happy.

Bryce remembers a feature called Copilot, that allows 2 controllers to act as 1



Daddy, I want to play too



Bryce turns on Copilot so they can play together





Recognize exclusion

Exclusion happens when we solve problems using our own biases. As Microsoft designers, we seek out those exclusions, and use them as opportunities to create new ideas and inclusive designs.

Everyone had bias. Don't let your assumptions (or comfort) get the best of you.

Intentionally engage PwDs, banish unintentional exclusion.

Learn from diversity

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Doing exactly what one person says may steer you in the wrong direction and incomplete insight

Participate in communities, listen to people. (>1)

Solve for 1, extend to many

Everyone has abilities, and limits to those abilities. Designing for people with permanent disabilities actually results in designs that benefit people universally. Constraints are a beautiful thing.

Although AI can generate personalized, flexible systems, design synthesis is critical for shaping and optimizing those solutions to meet the diverse needs of those with disabilities.

"Synthesis, in Human-Centred Design, is a collaborative process of sensemaking, which leads to creating a coherent summary of all the data gathered during the design research."

– Marion Baylé

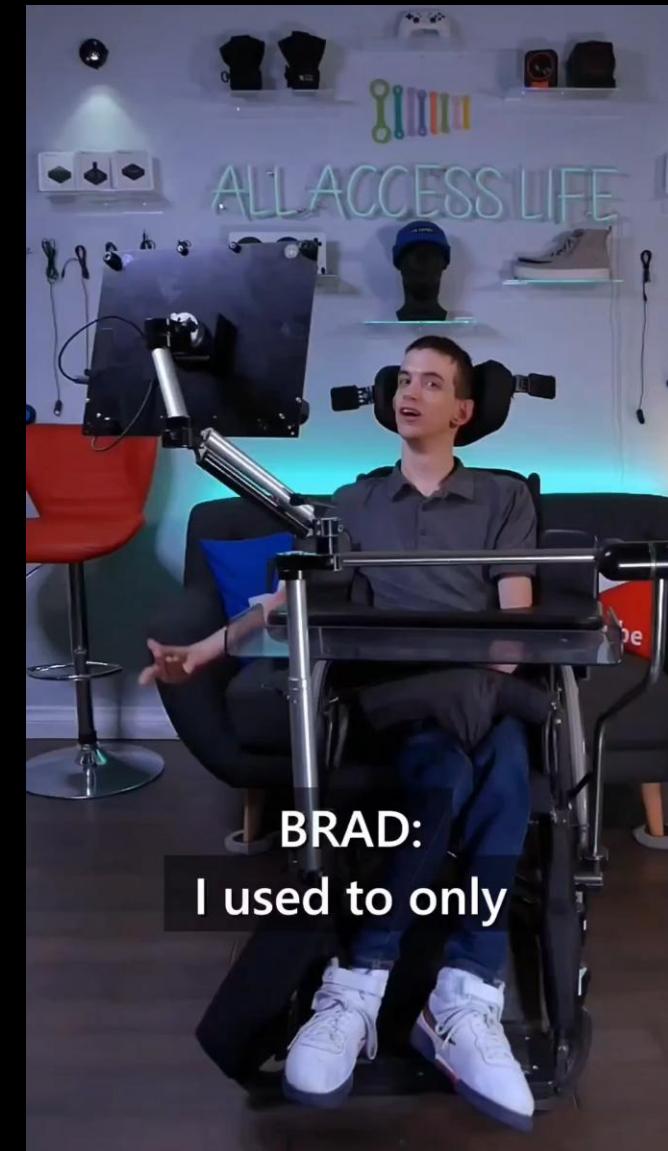


Design synthesis is about transforming fragmented observations into coherent narratives that drive innovation.

A young girl with blonde hair and blue eyes is sitting in a black wheelchair, facing a light-colored wooden desk. She is wearing a pink long-sleeved shirt with a large, shiny sequined heart on the front. Her right hand is resting on a black computer mouse on the desk. In the background, there is a dark wooden cabinet with glass doors containing various items, and a wooden chair is visible to the right.

This design empowers her

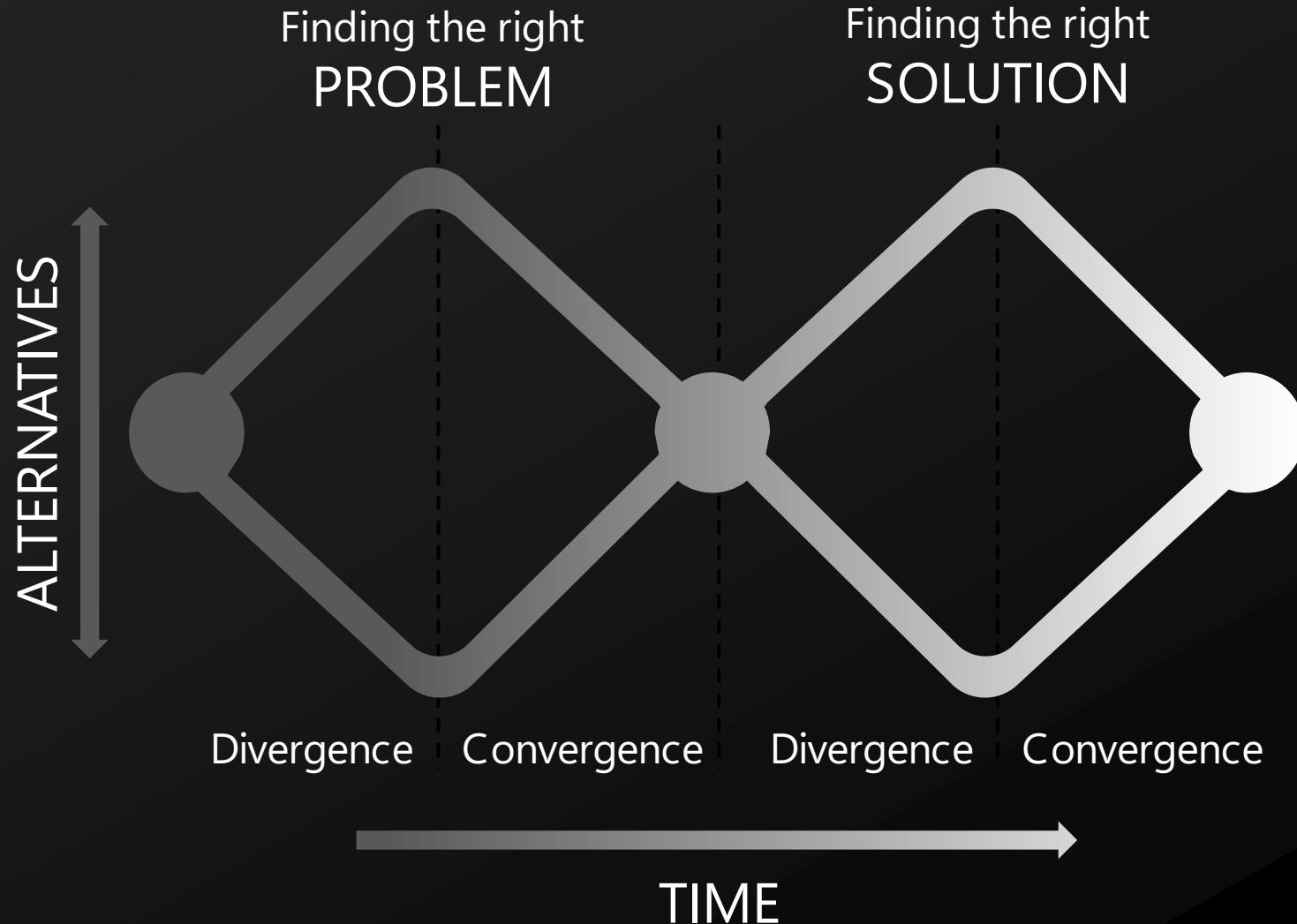




Don Norman's Double Diamond

Begin with an idea and use initial design research to broaden your understanding of core issues. Then, focus on identifying the true problem. Likewise, apply design research methods to consider many solutions before selecting one.

(Adapted from the British Design Council, 2005.)

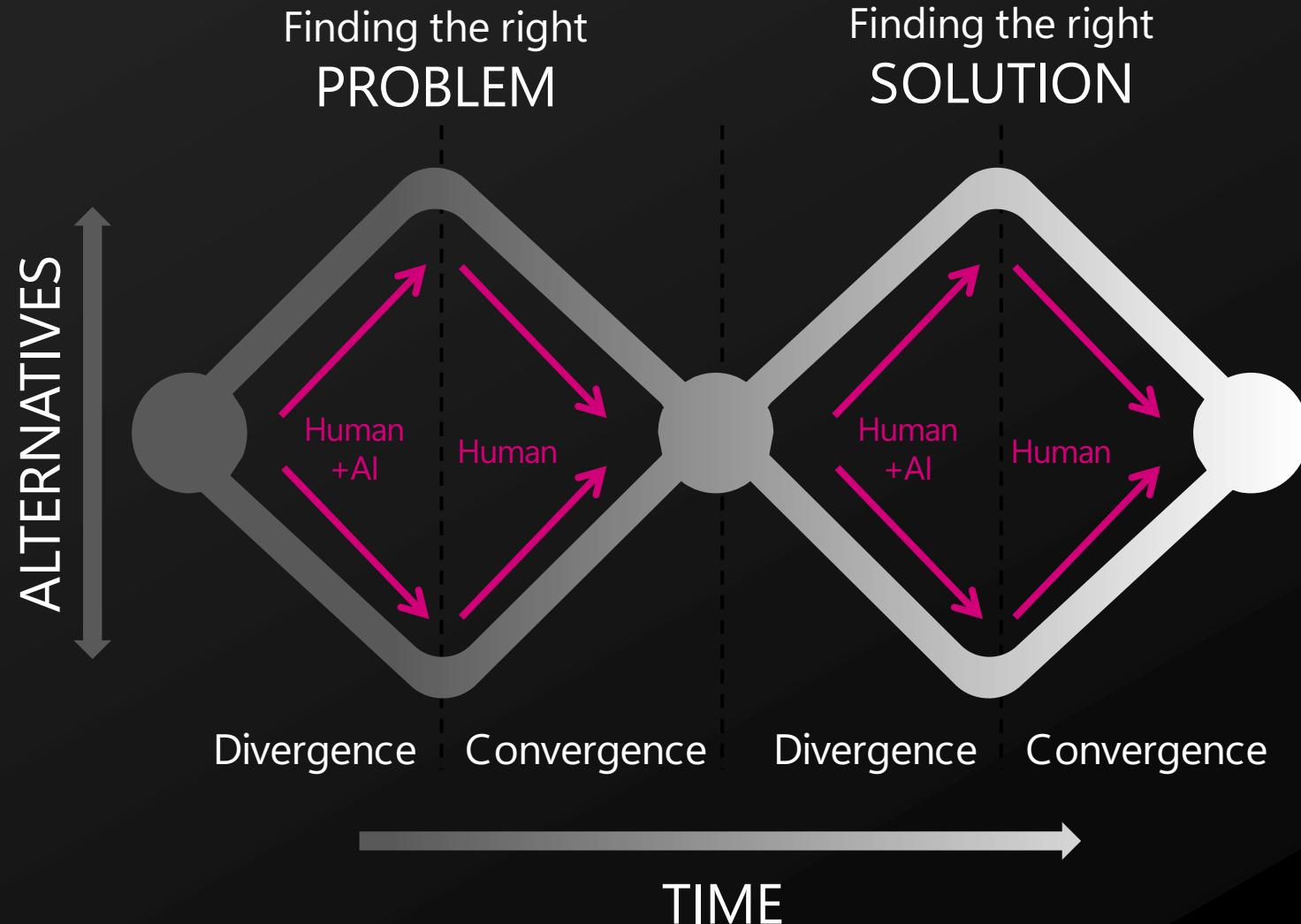




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Begin with an idea and use initial design research to broaden your understanding of core issues. Then, focus on identifying the true problem. Likewise, apply design research methods to consider many solutions before selecting one.

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Using AI for Solve for One, Extend to Many

Microsoft Inclusive Design Principle: Solve for One, Extend to Many

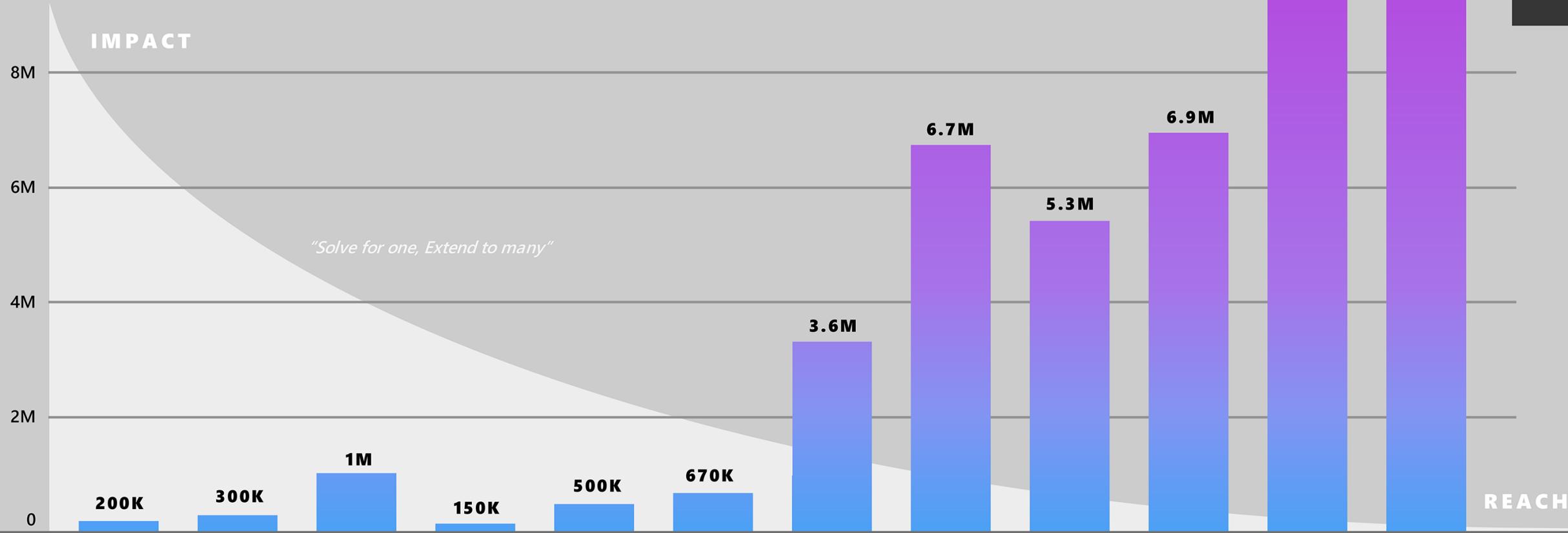
Everyone has abilities, and limits to those abilities. Designing for people with permanent disabilities actually results in designs that benefit people universally. Constraints are a beautiful thing.

These two prompts are designed to help you explore how to “solve for one, extend to many” by **examining the interrelated needs across different disabilities**. The output should start with rarer disabilities and work your way toward more common ones to uncover inclusive design opportunities. Treat any generative AI output as a starting point—not a final solution—and always validate accuracy, context, and potential bias in close collaboration with people with disabilities.

TIPS:

- Paste these into your GenAI service of choice. Use GPT5 or equivalent if you can.
- If the first set of generated ideas isn't helpful, ask the AI to generate more options.
- When you find options that resonate, request additional detail so the AI can explain the context of the disability and the type of exclusion more clearly.
- Once you've gathered a strong set of examples, you can begin brainstorming possible solutions with AI. However, it's essential to validate these ideas with people with disabilities to ensure they are truly inclusive and effective.

Solve for One, Extend to Many with Websites



Disability prevalence rates on the US population from the National Institutes of Health and advocacy organizations. Conservative totals — numbers selectively reduced because having a condition doesn't mean that you can't use tech in typical ways.

Muscular Dystrophy	Tetraplegia/ Quadriplegia	Cerebral Palsy	Ehlers-Danlos Syndromes	Multiple Sclerosis	Parkinson's	Limb Difference	Dyspraxia (Severe)	Essential Tremor	Fibromyalgia	Repetitive Strain Injuries	Arthritis
1. Muscle tone	1. Fine motor	1. Muscle tone	1. Muscle tone	1. Endurance	1. Coordination	1. Grasp	1. Coordination	1. Control	1. Endurance	1. Grasp	1. Grasp
2. Endurance	2. Control	2. Coordination	2. Endurance	2. Muscle tone	2. Control	2. Coordination	2. Fine motor	2. Coordination	2. Muscle tone	2. Fine motor	2. Fine motor
3. Coordination	3. Coordination	3. Control	3. Coordination	3. Coordination	3. Fine motor	3. Control	3. Control	3. Fine motor	3. Coordination	3. Control	3. Coordination
4. Control	4. Endurance	4. Fine motor	4. Fine motor	4. Control	4. Endurance	4. Muscle tone	4. Speed	4. Speed	4. Control	4. Endurance	4. Endurance

We must align the interrelated needs of function. Top four attributes for each. Refer to Understanding Function to Design for Disabilities (<https://aka.ms/understandingfunction>)

SFE Two-Part Scenario Format

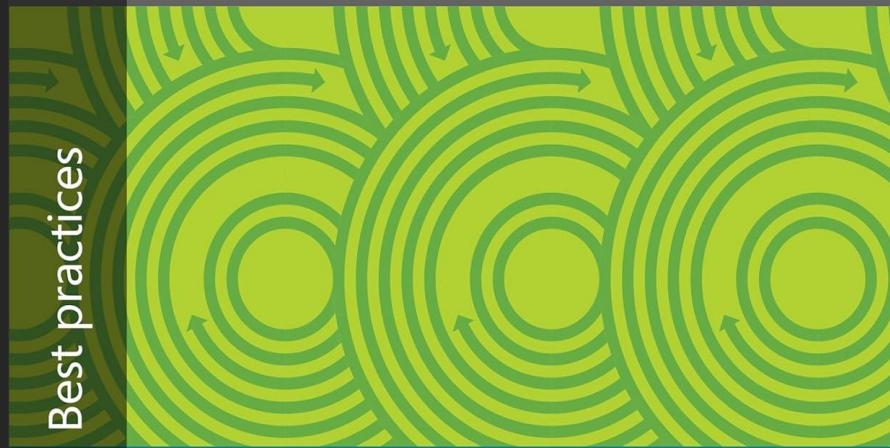
- Customer & Situation – Define the target customer, their context, motivations, and needs. Show a specific moment where they face a barrier or unmet need, and explain why it matters.
- Happy Ending – Describe the outcome from the customer's view: what is accomplished, not how. Include a couple of metrics (confidence, speed, success rate) to define how good the solution must be.

👉 Think of it as writing the first and last paragraph of a book—set up the problem, then skip to the ending. This frames the problem clearly, aligns the team, and provides a yardstick for measuring solutions.



Scenario-Focused Engineering

A toolbox for innovation and customer-centricity



Austina De Bonte and Drew Fletcher

SFE Two-Part Scenario Format

- Be Specific – Avoid vague words like “usually” or “sometimes”; anchor your scenario in a concrete situation.
- Tell a Story, Not a List – A narrative reveals priorities better than a bullet list.
- Make It Engaging – Don’t bore your audience, but don’t make it silly either. Aim for meaningful, motivating truth.
- Remove Implementation Details – Keep the focus on the customer’s need, not assumptions about solutions.



Scenario-Focused Engineering

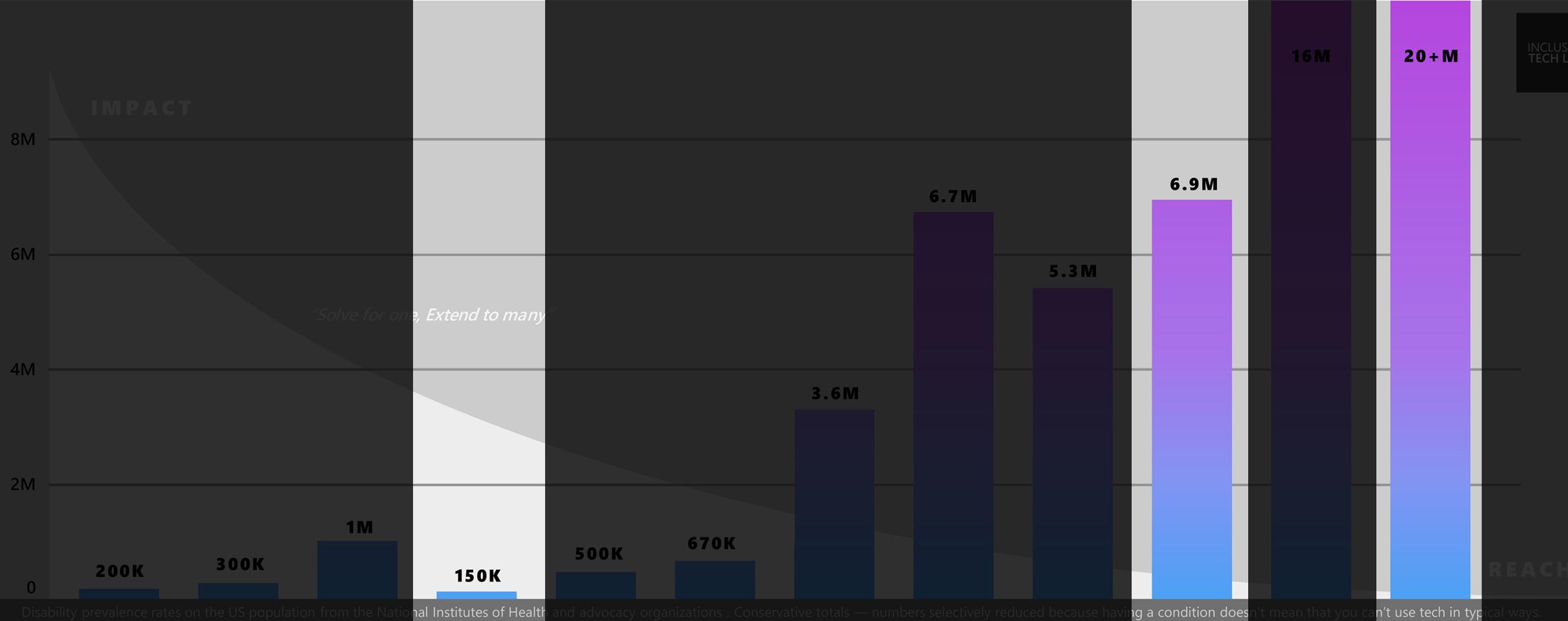
A toolbox for innovation and customer-centricity



Best practices



Austina De Bonte and Drew Fletcher



Muscular Dystrophy	Tetraplegia/Quadriplegia	Cerebral Palsy	Ehlers-Danlos Syndromes	Multiple Sclerosis	Parkinson's	Limb Difference	Dyspraxia (Severe)	Essential Tremor	Fibromyalgia	Repetitive Strain Injuries	Arthritis
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3. Coordination	3. Coordination	3. Control	3. Coordination	3. Coordination	3. Fine motor	3. Control	3. Control	3. Fine motor	3. Coordination	3. Control	3. Coordination
4. Control	4. Endurance	4. Fine motor	4. Fine motor	4. Control	4. Endurance	4. Muscle tone	4. Speed	4. Speed	4. Control	4. Endurance	4. Endurance

We must align the interrelated needs of function. Top four attributes for each. Refer to Understanding Function to Design for Disabilities (<https://aka.ms/understandingfunction>)

Gal & Sal

Gal and Sal are power users—in every sense of the word. They run ops in IT during the day and command the leaderboard at night.





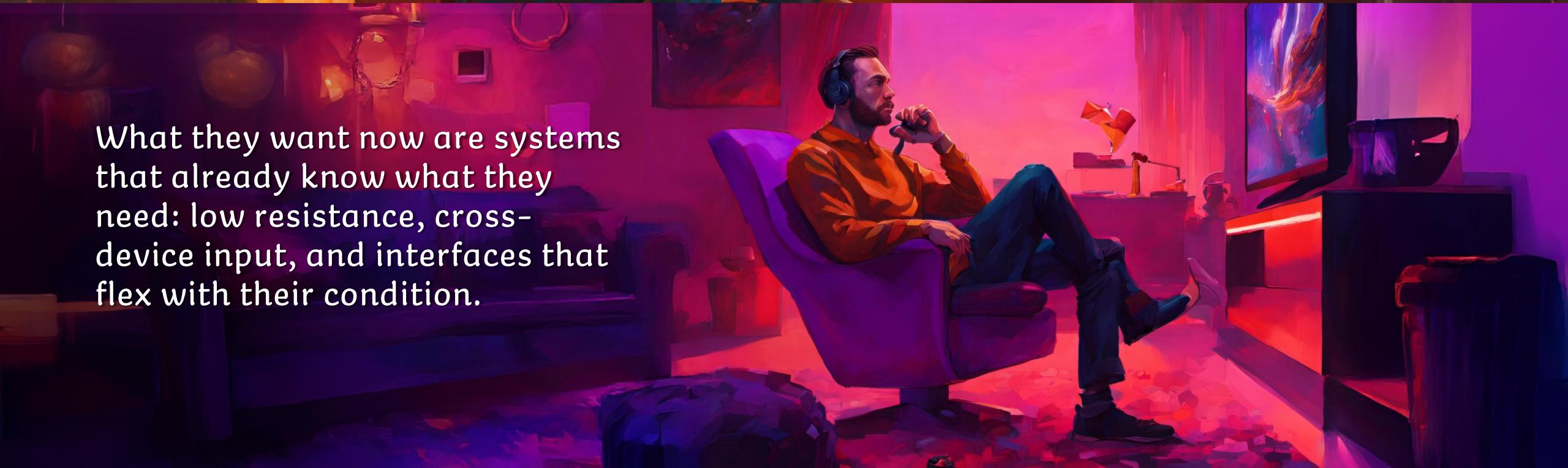
Living with Ehlers-Danlos syndrome (EDS) means no input stays neutral; every action—button press, joystick flick, or mouse click—must be carefully measured to avoid fatigue, pain, or injury.



Even the best accessibility tools lag behind the pace and demands of real-time gameplay.



They've done the work to adapt, building custom control schemes and setups—but they shouldn't have to fight this hard to play.



What they want now are systems that already know what they need: low resistance, cross-device input, and interfaces that flex with their condition.

Gaming Adapts to Sal's Changing Limits



Stick clicks are impossible, so Sal remaps—when the game lets him. Some games trap critical actions on buttons Sal can't use.



Sal's hands ache almost immediately. Lifting thumbs, pressing triggers—every motion costs him. Even on good days, Sal's controller demands more than his joints can give.



A full day of work means no energy left for games. His pain isn't isolated—it adds up from every screen and every click.



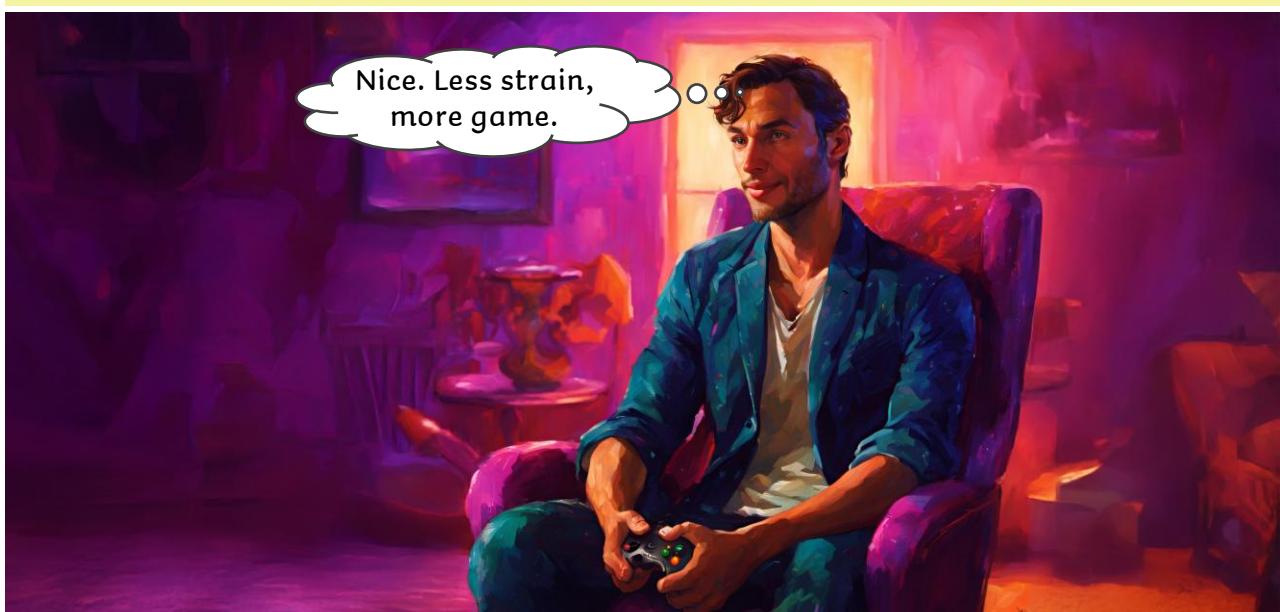
This NEW system tracks his fatigue and auto-loads a profile designed for ease. Before he picks up the controller, it's already adapted to his energy.



When pain builds, the system pivots: pressure sensors and voice take over. He plays across inputs—controller, mouse, and voice—each one easing his load.



His system knows the signs. When things flare up, it steps in. No more remapping every time—his setup shifts seamlessly with his state.



From button layout to input type, everything flexes with Sal—his system carries the weight. It's not perfect—but now the system adjusts when Sal can't.

Gaming That Moves With Gal's Needs



Leaning forward can be bad, so Gal plays reclined. Even then, staying aligned takes adjustment. Her play space isn't casual—it's choreographed. Gal once balanced a controller on her head to avoid gravity.



No 2 days are the same. Gal lives in flux. One day she's okay, the next she can't lift a gamepad. The wrong controller weight can tip the scale —every gram compounding strain she can't afford.



Gal's gear matches her needs—No one controller fits every day. Some days, she uses memory foam and settings adjust automatically. Her setup flexes with her form—allowing her to play without strain.



Gal uses her voice to navigate and a joystick to explore. Her UI expands and shifts as her body moves. When her shoulders shift or fatigue sets in, the interface responds—AI snaps to anticipate her needs.



Instead of responding to failure, the system predicts fatigue and adjusts early. It tracks input pressure and adapts sensitivity, snaps to targets, and ease off before strain—ensuring her play stays fluid.



It's not just about playing—it's about belonging. Gal's system flexes to her body's needs, she doesn't have to compromise her health to participate—and it brings back joy.

- S Tells a STORY, with a beginning, middle and end. It uses paragraphs, not bullet points.
- P Focus on a customer and includes PERSONAL details to explain the situation, motivations, and mismatches.
- I Is intentionally IMPLEMENTATION-FREE, in order to maximize innovation potential.
- C Tells the story from the CUSTOMER'S point of view, and describes their problem, using their language.
- I Reflects the deep INSIGHT you uncovered in your customer research.
- E Evokes empathy for the customer by including the customer's ENVIRONMENT and their EMOTIONS.
- R Is based on real customer RESEARCH, not stereotypes or assumptions.



Scenario-Focused Engineering

A toolbox for innovation and customer-centricity



Austina De Bonte and Drew Fletcher

Logistics

- ❑ invitations
- ❑ workspace
- ❑ food
- ❑ schedule
- ❑ follow-ups

Logistics (invitations, workspace, food)

□ Invitations

- Invite disabled advisors (3-6) and a diverse mix of colleagues from across roles to participate in the inclusive design sprint.
- In my experience, coordinating internal calendars takes longer than engaging disabled advisors—but your situation may differ.

□ Workspace

- Choose a workspace that's flexible enough to support a range of conversations and activities—neither too open nor too closed.
- If possible, secure multiple rooms to enable parallel conversations and breakout sessions; it makes a big difference.

□ Food

- Food is good. Get Food. If people leave for lunch they sometimes don't come back.

Sample 2-day Inclusive Design Sprint Agenda

DAY 1

9:00am In person hellos and introductions.

9:30am Inclusive Design 101.

11:00am Strategies for discussions with Advisors

11:30am Long-ish Lunch

1:00 – 1:35pm Session #1 with Advisors.

1:45 – 2:20pm Session #2 with Advisors.

2:20 – 2:35pm BREAK

2:45 – 3:20pm Session #3 with Advisors.

3:35 – 4:15pm Session #4 with Advisors.

4:15pm Come back together and discuss the next steps.

4:30pm End of Day One. Type up your notes.

DAY 2

Bring what you need to work!

9:30am Get back together. Discuss what happened.
Get into groups.

10:00am Identify mismatches and design synthesis exercises.

12:00pm Lunch

1:00pm Identify scenario, storyboard or other deliverable opportunities.

1:30pm START : Write scenarios and/or create storyboards. Or whatever else you want to work on.

2:00pm BREAK

2:20pm CONTINUE : Write scenarios and/or create storyboards. Or whatever else you want to work on.

3:45pm End of Day Two.

Logistics (invitations, workspace, food)

□ Follow-ups

- Let participants know in advance: this is not a training session—it's a sprint, and they're expected to actively create something.
- Outputs can include a UI flow, product concept, story, or at minimum, activities from the inclusive design activity cards. <https://inclusive.microsoft.design/>
- To encourage active participation, consider scheduling a follow-up presentation to participants' management a few weeks after the sprint.
- I don't use this tactic often, but I should—it adds accountability and reinforces the value of their contributions.



Hosting an inclusive design sprint

Step 1 – Pre-Read: Read the Microsoft Inclusive Design 101 Manual and Activity Cards at aka.ms/inclusivedesign

Step 1b – Bonus: Review the other inclusive design guidelines to the right.

Step 2 – Recognize exclusion: Investigate how your choices may *unintentionally exclude* someone with a disability.

Step 3 – Organize a sprint: Send out invites and an initial agenda.

Step 3a: Invite 3–6 disabled advisors to guide you on exclusions to design out. **Pay them** for their expertise and time.

Step 3b: Invite a diverse mix of colleagues from across roles to participate

Step 3c: Pick a workspace that balances openness and privacy to suit various discussions and tasks.

Step 3d: Order Food. If people leave for lunch they sometimes don't come back.

Step 4 – First morning: Introduce your colleagues to inclusive design fundamentals. **Focus on inventing new things**, not just fixing bugs.

Step 5 – First afternoon: Engage disabled advisors. Understand their life context when using the UI—don't grill them critiquing it or asking them to validate it.

Step 5a – Take notes: I repeat, take notes.

Step 6 – Discuss themes: Release your advisors, but before the team heads home, discuss and align on themes to explore.

Step 7 – Go home: Rest. **Dream of inclusion.**

Step 8 – Next Morning: Discuss the exclusions and mismatches you want to explore. Broad sets of ideas that are focused and refined.

Step 9 – Repeat as needed.

Step 10 – Design, Inclusively: Create artifacts that illustrate your ideas. **Maker's choice**, but written scenarios are approachable by all roles.

Potential scenario structure:

- Customer & Situation – Identify the customer, their context, and a moment where they face a barrier, mismatch, or exclusion. Explain why it matters to them.
- Happy Ending – Describe what success looks like from their perspective. Include a couple of new things your design empowers this person to do. Inspiring how good the solution needs to be.
- Think of it like writing the first and last paragraph—set up the problem, then jump to the outcome.

Request a tour of the Microsoft Inclusive Tech Lab

aka.ms/inclusivetechlab

INCLUSIVE
TECH LAB

Workshop and presentation materials

Workshop slides (most of them)
aka.ms/ITL-AI-Workshop

This handout
aka.ms/ITL-AI-Handout

Demo: Using AI to Recognizing Exclusion
aka.ms/ITL-AI-Recognize

Demo: Using AI for Solve for 1, Extend to Many
aka.ms/ITL-AI-Solve

Microsoft Inclusive Design
aka.ms/inclusivedesign

Devices + Accessories + Augmentations
aka.ms/DAAarticle

Incredible inclusive design references

idrc.ocadu.ca

tpgi.com/inclusive-design-principles

spectrum.adobe.com/page/inclusive-design

m3.material.io-foundations/overview

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