Inclusive research

Optimal Works

I'd like to acknowledge the **Traditional Owners of the lands** on which I am presenting today.

In my case, this is the [Cammeraygal people](#) of the Guringai tribe of the [Eora nation](#).

I'd like to pay my respects to **Elders past and present**, and extend that respect to all First Nations people present today.

My name is Russ Weakley:

Web designer, web developer, accessibility specialist. Worked with people with disabilities since 2003.

Covering some terms

Diversity

Ensuring that all possible types of people are represented:

- Morphology (body shape)
- Language / Dialect.
- Literacy / Education.
- Culture / Beliefs / Ethnicity.

- Ability / Disability / Neurodiversity.
- Sexuality / Gender identity / Gender expression.

Inclusion

Ensuring that this diverse range of audiences are involved, valued and engaged at every stage of the project.

At the minimum, inclusion would mean asking these diverse groups of people for their **opinion at focus groups, interviews or user testing sessions**.

Ideally, inclusion would involve **co-creation** - the collaborative development of concepts and solutions with experts and these key audiences.

This is especially important if you are after people's **lived experiences**.

At Intopia, we focus on a subset of inclusion - **accessibility and disabilities**. This includes:

- People with no vision
- People with low vision
- People with reduced colour vision
- People with limited movement
- People with different learning or cognition
- People with reduced or no hearing
- People with affected speech

This can seem **overwhelming**. Do you have to include all of these groups at every stage of planning and design?

Normally, we focus on asking people:
"Who should you include in your design processes?"

However, sometimes it helps to ask in reverse:
"Who could you exclude from this specific design processes?"

An insurance story

Imagine you had to **interview a range of people** for a new car insurance policy that was to be launched.

Who would you exclude?

1. People without disabilities?
2. People who are blind?
3. People who use wheelchairs?

People who are blind **may make key financial decisions** in their families.

Many people with mobility issues **drive modified vehicles**.

It turned out that **people with mobility issues were highly engaged**, and more likely to be loyal customers if they have good experiences.

Some key questions

- Are you after their opinion as a human?
- Are you after their lived experience?
- Are you after how they interact with digital products?

Depending on the answer, this will help determine **who you include and why**.

The right time

Sometimes people assume that accessibility means people who are blind or peoplev who are in wheelchairs.

The reality is that depending on what you are trying to acheive, you want to include the right people at the right time.

When can **people with no vision** add the most value? Generally not during mockup stage.

When can **neurdiverse people** add the most value? In the early stages, where diverse opinions and lateral thinking are valuable.

When can people who use keyboard only add the most value? Not when there is no keyboard interaction.

Some examples from the wild

- ZoomText user and modal
- Head-wand user and infinite scroll
- Daniel and date picker
- Screen user users vs Mobility users and time
- Colour contrast and error messages