# Scraped Content from Google Website

*URL: https://about.google/belonging/in-products/*

## Content Summary

Designing Inclusive Products for Everyone — Google Belonging Jump to content Belonging Overview At work In products In products What we’re doing Accessibility in our products In society Key issues Key issues Disability inclusion Gender equity LGBTQ+ inclusion Racial equity Veteran inclusion Resources Resources Build inclusive products Build accessible technology Create inclusive marketing Diversity report About Google Our mission, products, and impact More about our core commitments Belonging Expanding what’s possible for everyone Learning Unlocking opportunity with education & career tools Safety Center Keeping billions of people safe online Crisis Response Helping people with information in critical moments Sustainability Committed to being carbon free by 2030 Diversity report Helpful technology enables everyone to pursue their goals. Features to help people identify and support inclusive spaces on Google Maps and Search Learn about the business attributes (Opens in a Dialog Window) Close dialog window Business attributes to help people identify and support inclusive spaces on Google Maps and Search Link copied to clipboard Faye Orlove (she/her) (center), founder of Junior High, a community arts and event space that promotes the work of marginalized and underrepresented artists We’ve added features to Google Maps and Search that help people find the spaces they need, and support diversely owned businesses. Accessible Places lets wheelchair users and anyone who has difficulty using stairs know in advance whether their destination will be accessible. Wheelchair accessible routes help people find an accessible way to get where they’re going. Business attributes like “ LGBTQ-friendly ,” “Transgender safespace,” and “Gender-neutral restroom” help businesses identify as spaces of belonging and safety for LGBTQ+ communities. The Asian-owned , Black-owned , Latino-owned , Veteran-owned , and Women-owned attributes make it easier for customers and community members to identify and support diversely owned businesses across Google platforms. An Android tool that enables people with communication difficulties to connect in real time Learn about Live Transcribe (Opens in a Dialog Window) Close dialog window How Live Transcribe is enabling real-time communication Link copied to clipboard Live Transcribe is a feature designed for Android and powered by Google’s speech recognition software, which generates live captions for your voice in over 70 languages and dialects. We partnered with the National Technical Institute for the Deaf, the first and largest technological college in the world for students who are deaf or hard of hearing, to make sure that Live Transcribe was helpful for everyday use. Built-in Search features help connect people to critical health information Learn about the tools (Opens in a Dialog Window) Close dialog window How we’re making healthcare options more accessible on Search Link copied to clipboard We’re always exploring ways to help people make more informed choices about their health. That’s why we’re providing timely and authoritative health information, plus relevant resources and tools on Google Search. Here’s how: When searching for a specific provider, people can check which insurance networks that they might accept. And if they’re searching for a new provider overall, on mobile, they’re now able to filter providers nearby who accept Medicare as well as view appointment availability . 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Accessible technology built with you in mind Explore accessibility in our products and services (Opens in a Dialog Window) Close dialog window How we’re building accessible technology with you in mind Link copied to clipboard We’re committed to making accessibility a core consideration. Explore the following pages to learn how our technology adapts to your needs: Learn more about accessibility in our products and features . Contact the Disability Support team via Be my Eyes, American Sign Language, chat, email, or phone. Explore Google’s Accessibility Conformance Reports based on the ITI VPAT. Improving skin tone representation in products with the Monk Skin Tone scale Learn about our efforts (Opens in a Dialog Window) Close dialog window Improving skin tone representation in our products with the Monk Skin Tone scale Link copied to clipboard Machine Learning (ML), a type of Artificial Intelligence (AI), is the bedrock of many Google products. 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And I think co-creating is really integral to building a product that actually suits the world.” Link copied to clipboard Photography by Devyn Galindo Co-creation drives our best work. Link copied to clipboard Watch the film 1:28 Close dialog window How image experts helped us build our most equitable camera A range of expert image-makers helped our teams create our Real Tone™ camera technology to ensure all people, particularly people with darker skin tones, feel accurately and beautifully seen in photos. Learn more (Opens in a New Browser Tab) Watch the film 2:49 Close dialog window How we worked with the disability community to improve our speech recognition technology Watch the film 2:54 Close dialog window How our employee resource groups brought an inclusive lens to a core product Help us improve our products by getting involved in UX research (Opens in a New Browser Tab) Google employee’s quote Unmute Mute Play audio and video Play video (audio currently muted) Pause Dimitri Kanevsky (he/him) Research Scientist, Google Read the transcript (Opens in a Dialog Window) Close dialog window “I was born in Russia. I lost hearing at a very early age. What helped me to belong is my wife, who was always with me to help me to communicate. Then, my children. Then it was speech recognition technology that I helped to develop that allowed me full communication. It allowed me full belonging to society.” Link copied to clipboard Photography by Devyn Galindo Guiding principles Link copied to clipboard To build for everyone, we must build with everyone. Here’s our approach: 1 Prioritize historically marginalized voices – from start to finish. Product inclusion and equity can’t be condensed into a list of boxes to check. It involves evaluating the design against an understanding of users with unique needs, preferences, and challenges at various stages of the development process, and holding yourself and the product team accountable to appropriately address these needs. While all inflection points are important, being intentional about centering historically marginalized voices during ideation, UX research and design, user testing, and marketing is key to successful, inclusive outcomes. 2 Build for equity, not just minimum usability. We define “usability” as being inclusive of equity, including systemic, historical bias that can inadvertently be built into our products. Through the phases of product development, we ask questions related to the product itself, representation in our processes, availability across all intersections, and accessibility for people with disabilities. 3 Hold ourselves accountable through inclusive testing and best practices. While we continue our efforts to improve our internal representation, we recognize that Google has a long way to go to fully reflect all the users we serve. That’s why we are committed to holding ourselves accountable by investing in comprehensive testing, inclusive research and design, marketing best practices, and data frameworks. Learn more about product inclusion & equity Google employee’s quote Unmute Mute Play audio and video Play video (audio currently muted) Pause Florian Koenigsberger (he/him) Image Equity Lead, Google Read the transcript (Opens in a Dialog Window) Close dialog window “I do the work that I do because I’ve seen firsthand the differences when somebody feels seen by the tools that they use and doesn't. If I look through family photographs, I have with my grandmother, for example, who is a dark skinned Jamaican woman. We have baby pictures where I am seen because I have very light skin and she is not. And it shouldn't be the case that somebody has to look a certain way to feel a tool can work for them. Building tools that see people fairly, the power that comes from that is that people dream to be the biggest versions of themselves that they can imagine.” Link copied to clipboard Photography by Devyn Galindo More ways we’re building belonging in our products: Expanding accessible learning with Google for Education Celebrate Native American artists in Chrome and ChromeOS “Lift as you lead”: Meet 2 women defining responsible AI 4 ways Google Assistant helps me manage sensory overload Expanding accessible learning with Google for Education Celebrate Native American artists in Chrome and ChromeOS “Lift as you lead”: Meet 2 women defining responsible AI 4 ways Google Assistant helps me manage sensory overload Read more belonging stories on our blog (Opens in a New Browser Tab) Explore more of our belonging work We’re sharing tools to help creative technologists build truly accessible websites and apps. 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## Summary of the scrapped text:

Google is actively working to make its products and platforms more inclusive, focusing on accessibility and equity across a wide range of user needs. They have introduced features in Google Maps and Search that allow users to identify and support businesses that are owned by marginalized groups, such as those identified as LGBTQ-friendly, Black-owned, Latino-owned, and Women-owned. These platforms also provide accessibility features like Accessible Places, helping users with disabilities to find wheelchair-accessible routes and facilities. Key inclusivity efforts also include Live Transcribe, a tool for Android that uses speech recognition to generate live captions, aiding communication for individuals with hearing impairments. Google worked closely with the National Technical Institute for the Deaf to ensure its effectiveness. Google's Search also helps users access critical health information, including the ability to check which healthcare providers accept specific insurance networks, view appointment availability, and find professionals who speak different languages, including American Sign Language. Additionally, Google is improving skin tone representation in its products through the Monk Skin Tone (MST) Scale, developed in collaboration with Harvard professor Dr. Ellis Monk. This scale, which better represents darker skin tones, is now incorporated into Google Search and Google Photos to ensure more accurate image representation and editing capabilities. Google continues to work on making its products more accessible by developing tools like the Qibla Finder, which helps Muslims worldwide find the direction of prayer using Augmented Reality (AR), and new Google Photos controls that give transgender users more control over the memories they revisit. Google emphasizes product inclusion and equity, striving to involve historically marginalized voices at all stages of product development. The company is committed to building with inclusivity in mind, improving accessibility, and addressing biases in its AI and Machine Learning (ML) models to make technology work for everyone.