# Inclusive Design (EmpLab)

**Speakers**: Nicola du Toit *(@sophdex*) and Steve Barnett *(@maxbarnes*)

**Presentation link**: <https://speakerdeck.com/stevebarnett/inclusive-design-more-heart-more-humans-1>

1. Disability is not binary – it is a spectrum (<http://bit.ly/emplab301>)
2. The Empathy Labradors… EmpLab
3. Steve is a UX designer and front-end developer
4. Nicola is a UX designer and a musician
5. Topics
   1. Disabilities as a spectrum
   2. What and why?
   3. How?

## Disability as a spectrum

1. Old websites were simple but VERY accessible and responsive (just black text on a white background)
2. Ability + Barrier = Disability
   1. Adding any barrier increases disability – even if temporary (ever tried to use your mobile device out in the sun?)
3. Quote from Tim Berners-Lee (<https://en.wikipedia.org/wiki/Tim_Berners-Lee> - best known as the inventor of the world wide web) said:

“*The power of the Web is in its universality. Access by everyone* ***regardless of disability*** *is an essential aspect.*”

## What and Why?

1. Inclusive design: design for diversity of users
2. Related to *accessibility* which is designing for users with disabilities (<https://en.wikipedia.org/wiki/Accessibility>)
3. WGAG
4. WAI-ARIA (*Web Accessibility Initiative – Accessible Rich Internet Applications*) is a technical specification published by the World Wide Web Consortium (W3C) that specifies how to increase the accessibility of web pages, in particular, dynamic content, and user interface components developed with Ajax, HTML, JavaScript, and related technologies. <https://en.wikipedia.org/wiki/WAI-ARIA>
5. Is also about good usability and creating quality software
6. **Paradox**: No one will notice if inclusive design is done well!
7. Be a superhero!
   1. Make it awesome…
   2. … or just make it a little better
8. Inclusive design is the ethical thing to do
9. Avoid expensive fixes – or even the possibility of future lawsuits
10. Helps get more HUMANS on more devices under better conditions

## How?

1. Inclusive design is a team sport – everyone must do their part
2. Approaches to testing for inclusive design:
   1. No mouse or trackpad
   2. Colour contrast (e.g. will all users be able to see a RED-AMBER-GREEN state change)
   3. Plain language
3. Quote from Leonie Watson, a member of the W3C Advisory Board:

“*It doesn’t have to be perfect, just a little better than yesterday.*”

*Note: Leonie Watson is blind*

1. Even small, iterative improvements are good

## Closing

1. 17 May is ***Global Accessibility Awareness Day***
2. The speakers invited us to visit <http://bit.ly/emplab-ten-at-ten> to guide us through some inclusive design exercises