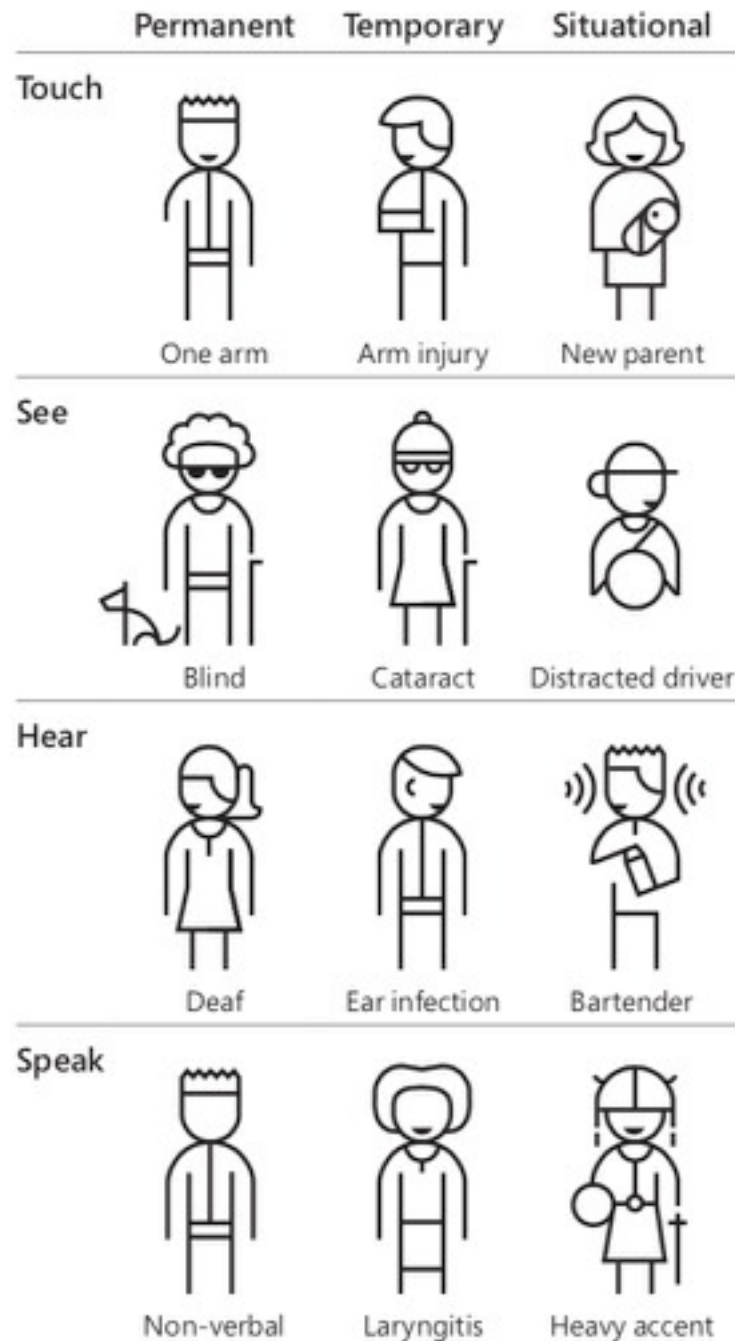


Solve for one, extend to many

By focussing on what's universally important to people.



Persona
Spectrum

Persona
Network



Accessibility

1. The qualities that make an experience open to all.
2. A professional discipline aimed at achieving No. 1.

An important distinction is that accessibility is an **attribute**, while inclusive design is a **method**