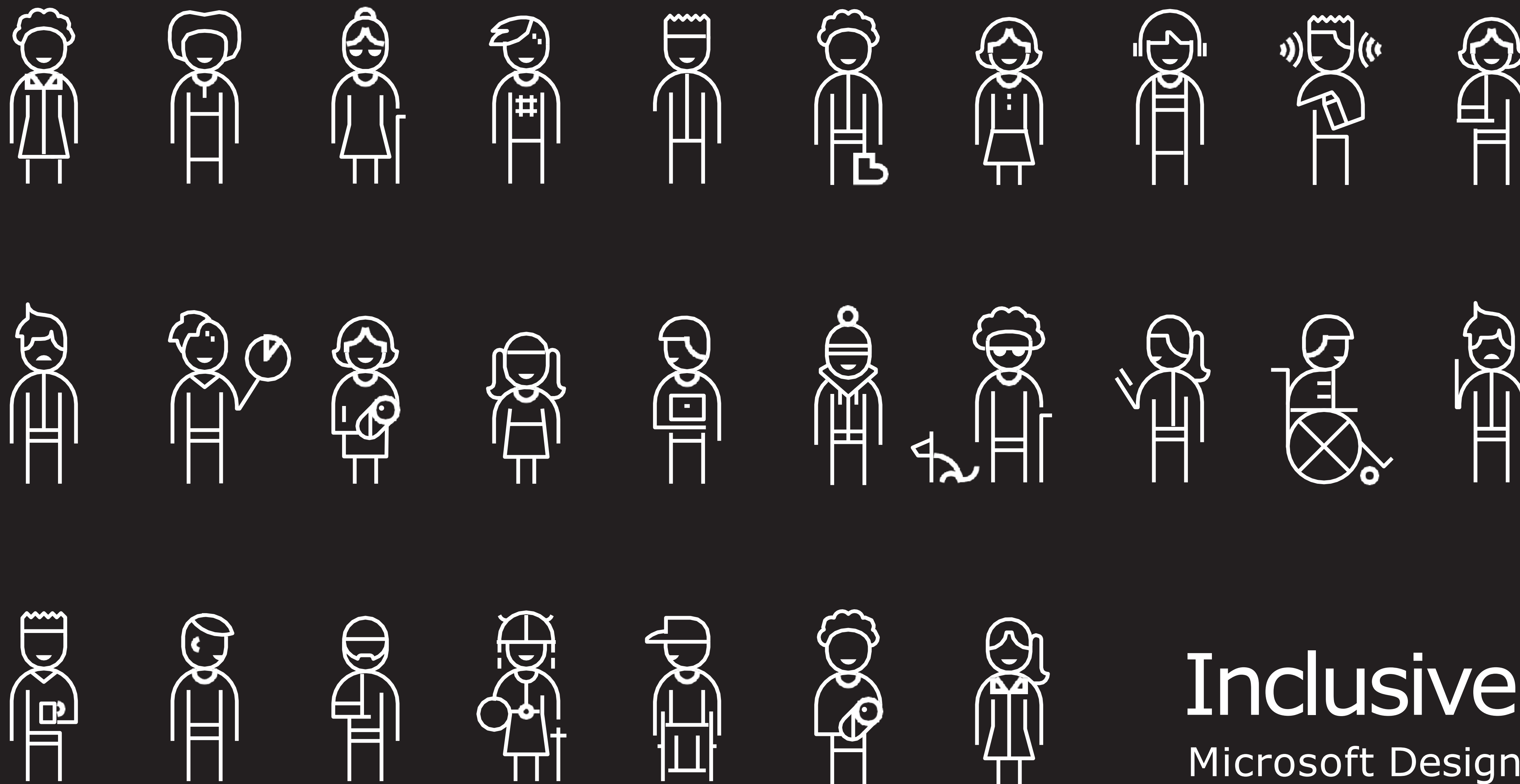




Microsoft Inclusive Design

DESN 24427 Design Strategy & Computation



Inclusive
Microsoft Design

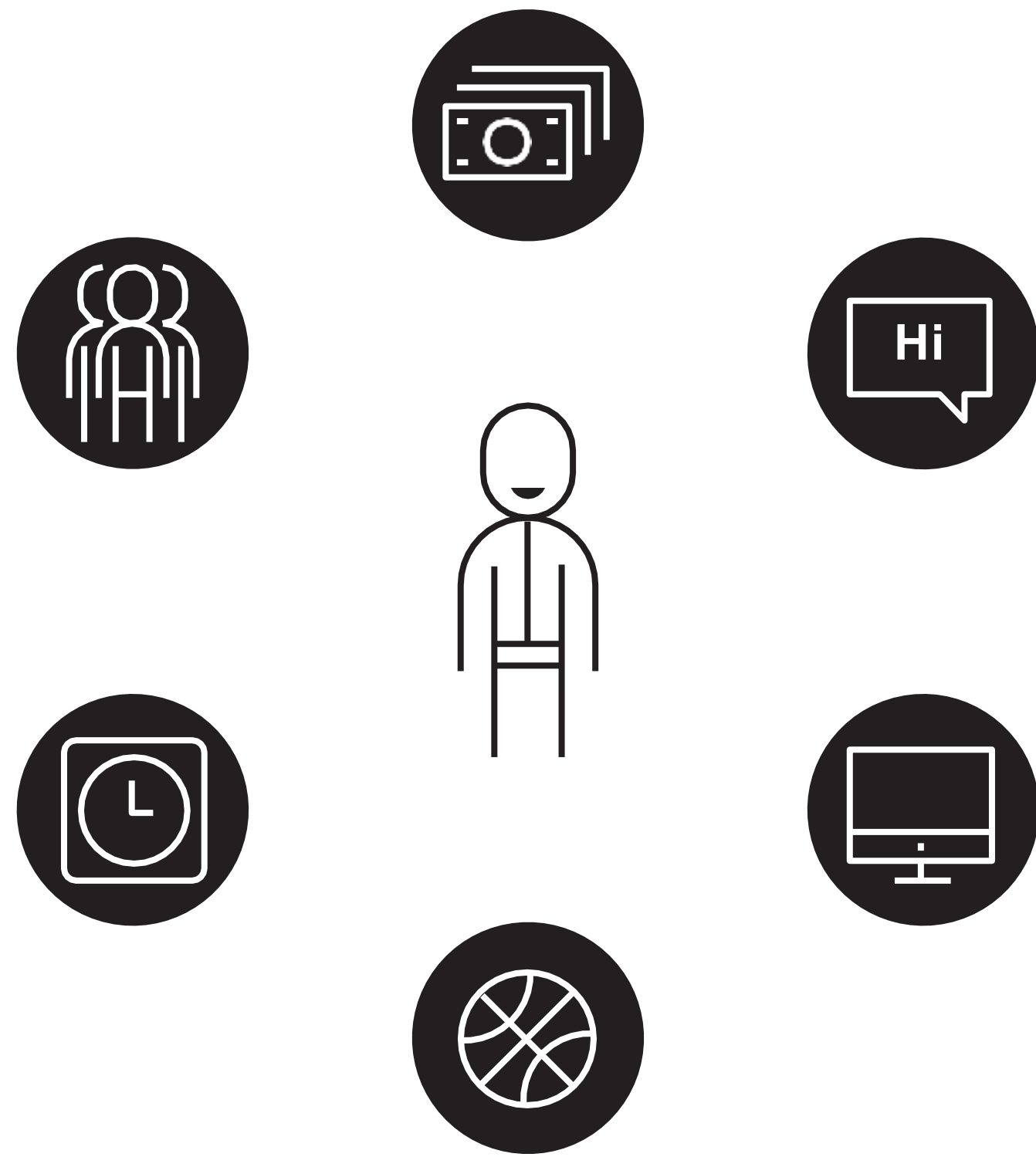




The case for inclusive design

Let's face it, as designers, we often generate and evaluate ideas based on what we know. We strive to make experiences that solve needs, work well with the human body, and improve lives.

But here's the problem: If we use our own abilities as a baseline, we make things that are easy for some people to use, but difficult for everyone else.



Who we design for



Who gets excluded

Inclusive Design

Inclusive Design is a methodology, born out of digital environments, that enables and draws on the full range of human diversity. Most importantly, this means including and learning from people with a range of perspectives.

Inclusive Design Principles

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

1

Recognize exclusion

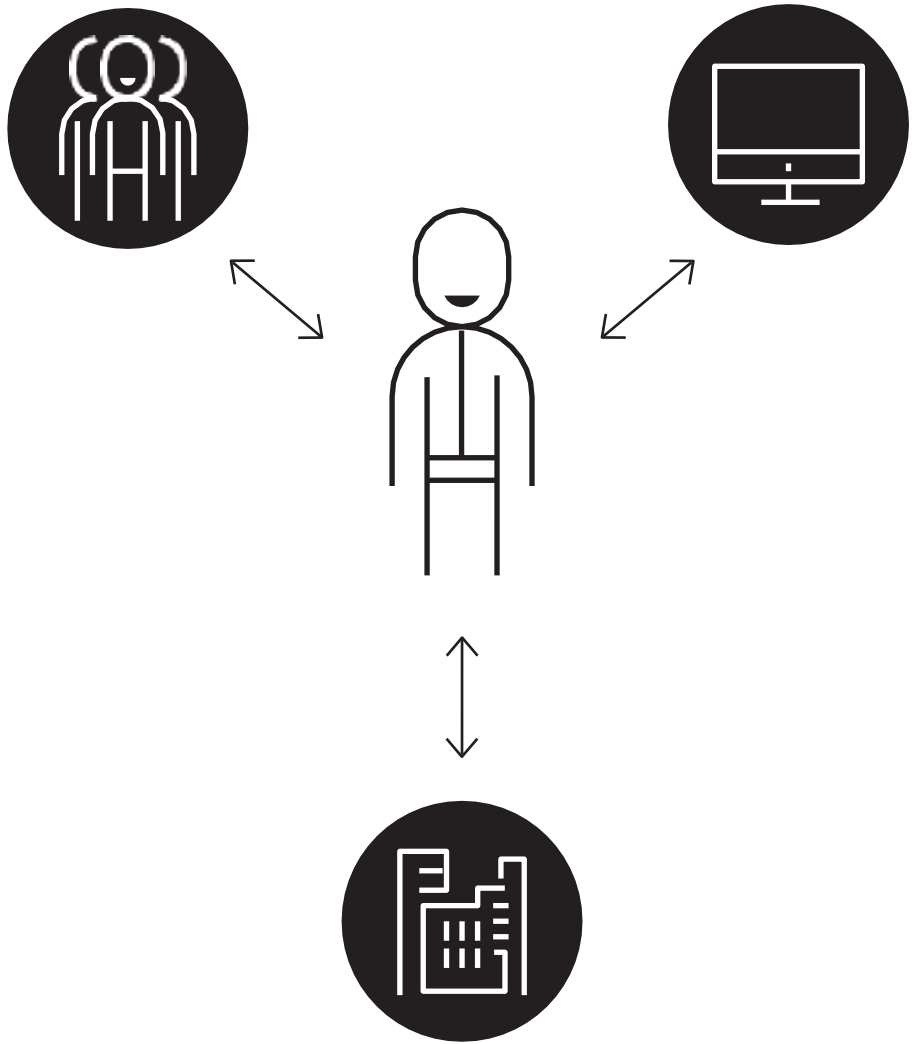
exclusion happens when we solve problems using our own biases

1980

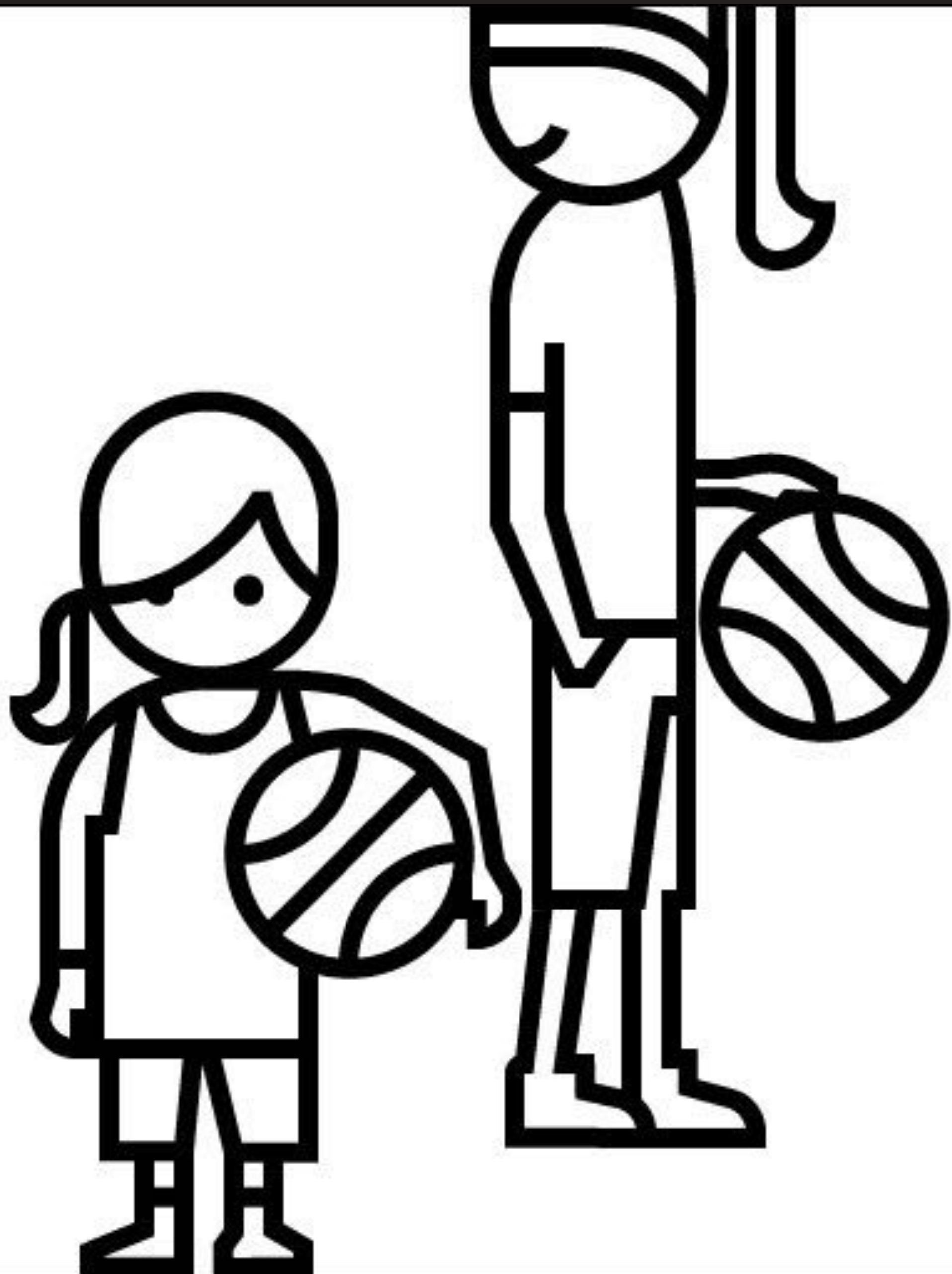


**Disability as personal
attribute**

Today



**Disability as context
dependent**



**We all design with personal bias.
What's yours?**

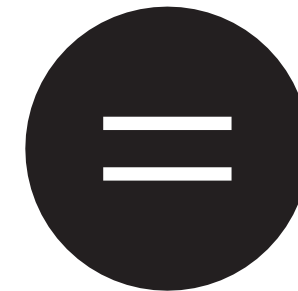


Disability



Personal
Health
Condition

Disability



Mismatched
Human
Interactions

Sometimes exclusion is temporary.

Sometimes exclusion is situational.

2

Learn from diversity

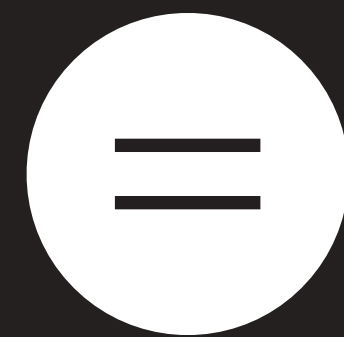
human beings are real experts in adapting to diversity



The insight is in the adaptation

When experiences don't serve people the way they should, people adapt. Sometimes in astonishing ways that the designers never intended.

Increased
Mobility of
Technology



Increased
Moments
of
Disability



**What is one thing
you can do today to
practice empathy?**



3

Solve for one, extend for many

by focusing on what's universally important to all humans



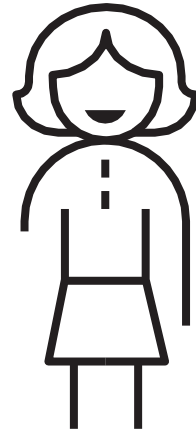
Hard of
hearing



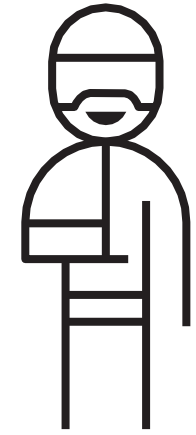
Reading airport
captions



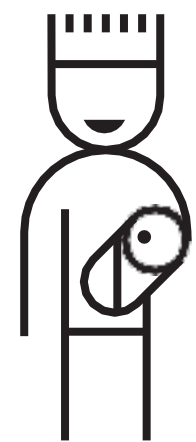
Teaching a child to
read



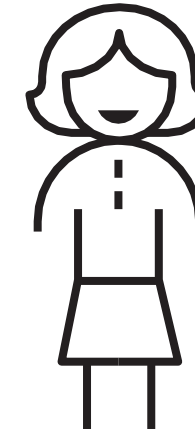
One
arm



Arm
injury



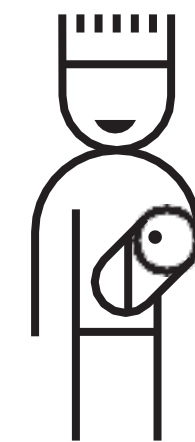
New
parent



Permanent
26K

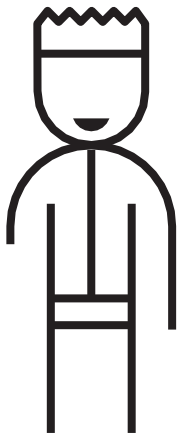
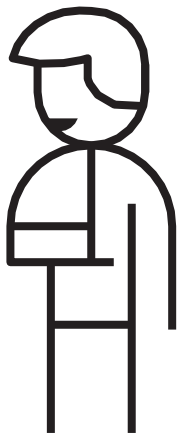
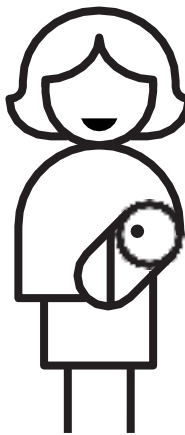
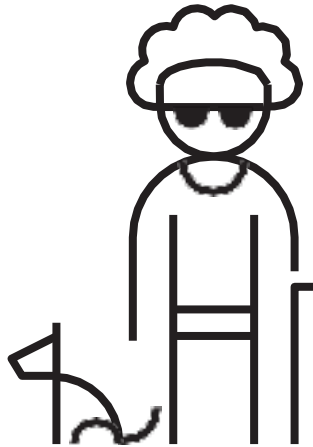
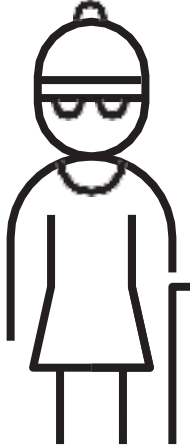

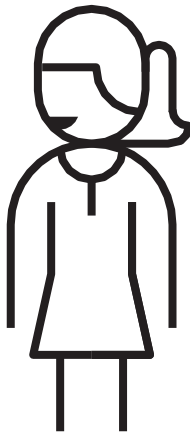
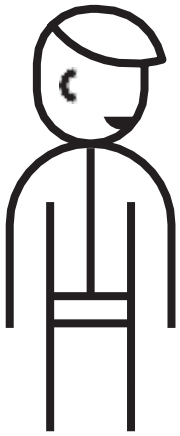

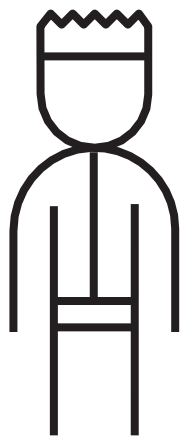

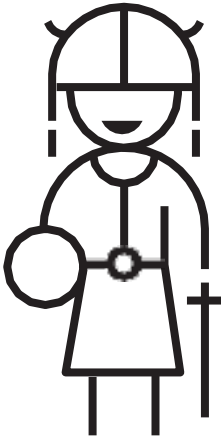


Temporary
13M



Situational
8M

Total:
21M+

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent



Traditional user-centered design has many techniques to clarify human needs, from personas to scenarios to usability testing.

But, we also need tools that reintroduce diversity back into our design process.

We need ways to check, balance, and measure the inclusivity of our designs.

Purpose

To map human abilities on a spectrum to inform solutions that benefit everyone.



Instructions

1. Interview a person(s) with a permanent limit to at least one ability.
2. Ask them about what they like to do and how they go about it.
3. Note those situations in which they experience friction, or limited accessibility.
4. Create a spectrum that illustrates how a similar limitation extends to temporary and situational scenarios.



Materials

The Persona Spectrum support card



Tips

Bear in mind that an accomplishment for this person can be a simple task, or a larger concern. This is a great introductory exercise to understand inclusive design broadly, and also acts as a good check-in exercise during a more granular design process.

Inaccessible design
is **bad design.**

To learn more

Check out these resources

- Holmes, Kat, et al. *Mismatch: How Inclusion Shapes Design*. The MIT Press, Cambridge, Massachusetts, 2018.
 - Author outlines the ideas of mismatched interactions and inclusive design principles in greater detail
 - Full text is available online thru library here:
<https://tinyurl.com/yf5r6zcp>
- **Playlists from Microsoft:**
 - [Accessibility and Inclusion](#)
 - [Inclusion in action with Microsoft Accessibility](#)

