

# Applying inclusive user centred design in practice

2022 SD in Gov Conference



# Hello!



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# Agenda

- What is inclusive user centred design?
- Insights and lessons learned from speaking to
  - Charities and research participants
  - Recruiters
  - User centred design professionals
- Putting it into practice
- Applying inclusion to your work



**Inclusive design** is a methodology that enables and draws on the full range of human diversity.

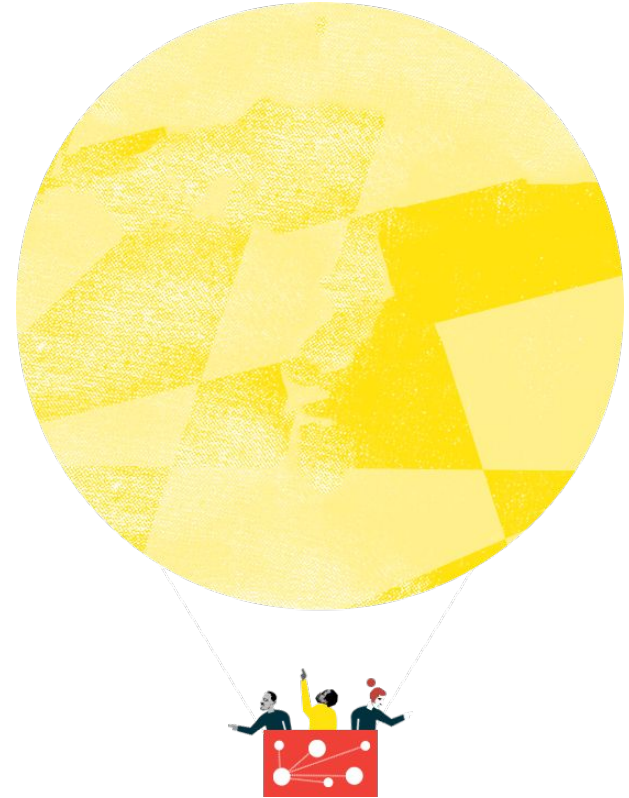
**Not one thing for all people, a multitude of  
different ways for people to participate**



**Which users **belong**  
at the centre of  
user centred design?**

# Why is inclusive UCD important?

- We want everyone to be able to use government services
  - It increases people's sense of belonging
  - Inclusive design improves everyone's experience

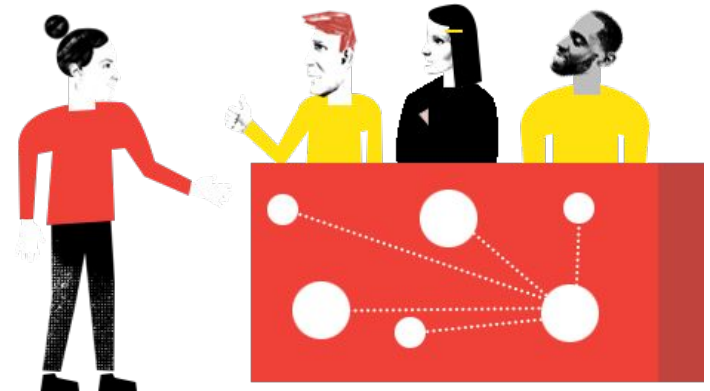


# What we did

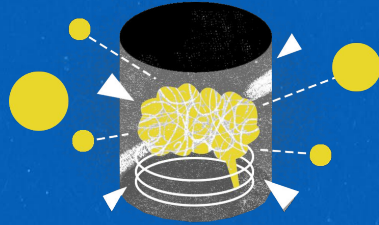
We held **interviews** with:

- UCD professionals and project managers
- Research participant recruitment agencies
- Research participants
- Charities

...to see what we could improve.







# What we heard from charities and research participants

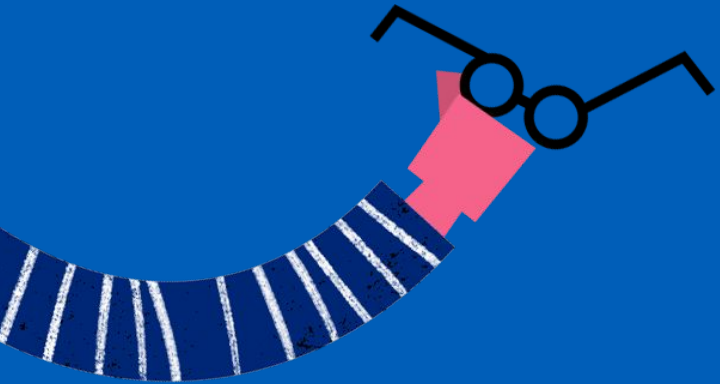
# What we heard from charities and research participants

- Recruitment as we know it isn't reaching everyone
- We need to avoid tokenising people
- Researchers should be educated on the impact of lived experiences
- We should explore partnering with specialists to recruit and run research
- It's helpful to engage with the participant before and after the session
- It's best to have a variety of ways to participate in research



Charities and research  
participants:

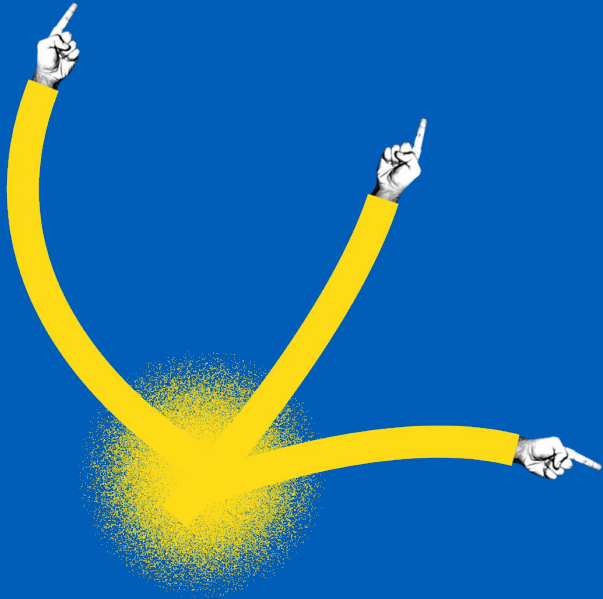
**Recruitment as we  
know it isn't  
reaching everyone**



*“A blocker is knowing where to find research in the first place that I’m interested in. **I didn’t know you could participate so easily before my friend told me.**”*

Charities and research  
participants:

**We need to avoid  
tokenising people**



*“They're getting us involved, they're getting us engaged. **But it feels that they were using us to check a box in participant recruitment.**”*

Charities and research  
participants:

**Researchers should  
be educated on the  
impact of lived  
experiences**



*“Lots of times we hear that staff are nice but they don't understand people's identity. **People would be more likely to sign up for research if they saw the researcher had done training on how to speak to LGBTQ+ people.**”*

Charities and research participants:

**We should explore partnering with specialists to recruit and run research**



*“You should do co-research with someone who's an expert in the field. **This would help build trust**, especially with the deaf community. You can't just translate text into British sign language, for example. **You need to work with someone who understands the nuances.**”*

Charities and research  
participants:

**It's helpful to engage  
with the participant  
before and after the  
session**



*“Having the comfort of knowing who  
will be conducting the research  
would **put my mind at rest**,  
especially for the first time.”*

Charities and research  
participants:

**It's best to have a  
variety of ways to  
participate in  
research**



*“Sometimes **people behave in a different way according to their environment** so it can be good to take them out of an environment. Seeing people is important for hearing and vision difficulties too - Phones give no supportive cues.”*

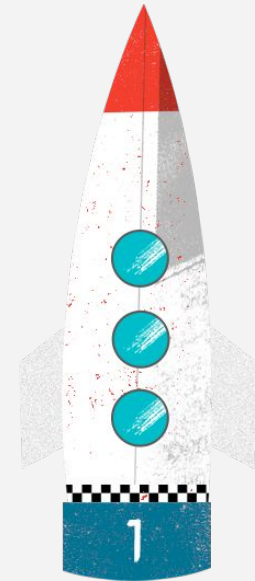




# What we heard from participant recruiters

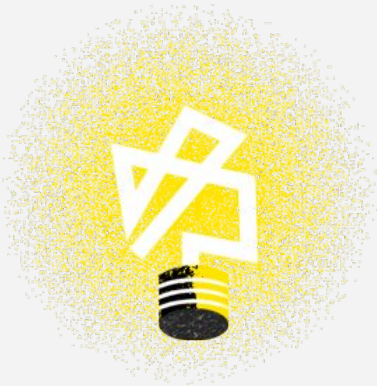
# What we heard from participant recruiters

- Recruiters have some insight around blockers for research participants
- Recruiters don't drive inclusion - they follow our lead through our screeners
- Recruiters need time and information early on
- Recruiters use a variety of methods to contact people



Participant Recruiters:

**Recruiters have  
some insight  
around blockers for  
research  
participants**



***“If you're only looking at 9-5** you  
will be working with older people,  
people in senior positions, full time  
parents or caregivers, and  
unemployed people.”*

Participant Recruiters:

**Recruiters don't  
drive inclusion -  
they follow our lead  
through our  
screeners**



*“We follow the brief. **It's not my job**  
to tell [researchers] whether they  
need to have diverse participants.”*

Participant Recruiters:

**Recruiters need time  
and information  
early on**



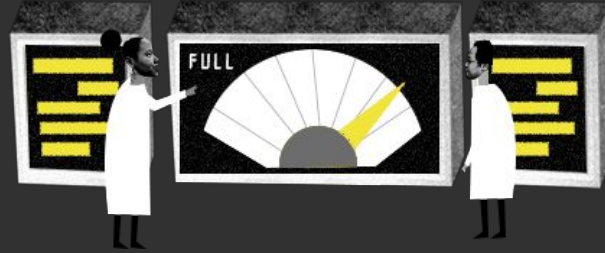
*“If you **share the full scope of the project from the outset** that allows me to pull something out the bag much more quickly.”*

Participant Recruiters:

**Recruiters use a variety of methods to contact people**



*“We look at demographics of areas and then go to community groups in those areas to recruit participants. We also have **people who are on location who go onto the street and hire people.**”*



# What we heard from User Centred Research & Design Professionals

# What we heard from UCD professionals

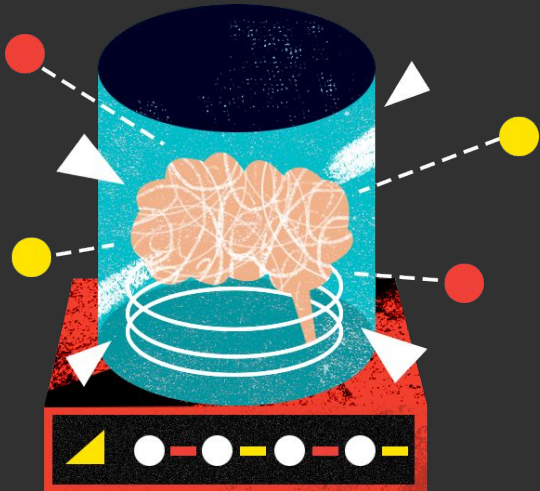
- People want to learn more about this
- Inclusive design needs to be embedded into our ways of working
- Having team members with diverse lived experiences is important
- We need to check our unconscious bias
- People want to avoid tokenism but don't always know how
- Small sample sizes mean it's difficult to speak with people with all types of lived experiences
- It feels like inclusion will take more time and budget





UCD Professionals:

**People really want to learn more about this**



*“Even during this kind of interview, there were a few questions you asked me that had never really crossed my mind. **So just having continuous conversations about it and and being educated is really important.**”*

UCD Professionals:

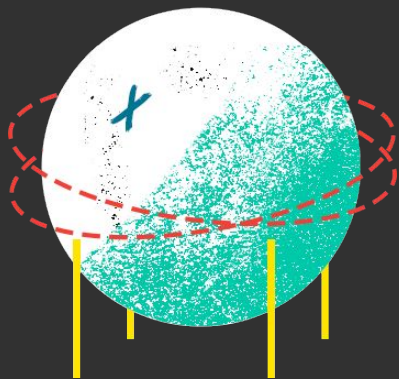
**Inclusive design  
needs to be  
embedded into our  
ways of working**



***“It's a shift of thinking rather than seeing it as an add-on. That's a thing that we have to do. It's more like this is who we are. We are always inclusive. We are always accessible. That's just not even in question.”***

UCD Professionals:

**Having team members  
with diverse lived  
experiences is  
important**



*“I always stop and think what's going on for this person in their life before I make an assumption. And I think that's been learned through working in disability in an environment with lots of different people. **Because I've I've kind of been built in that inclusive environment. I don't have any choice now, but to always be like that.**”*

UCD Professionals:

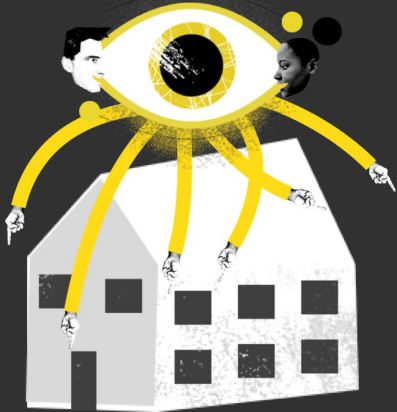
## We need to check our unconscious bias



*“We sometimes make quite dramatic joining up of things. If we can speak to someone who is no fixed abode, it is easy to assume that will likely mean x, y, z as well. **But we aren't always checking back if those assumptions are true which is really worrying.**”*

UCD Professionals:

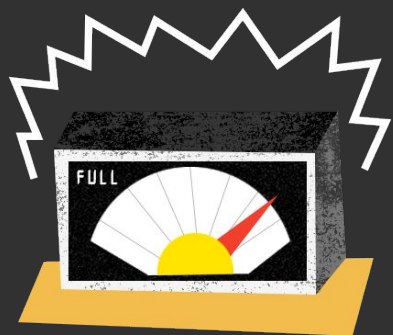
**People want to avoid tokenism but don't always know how**



*“I think organisations see people with different needs and they kind of other them. They want to make it right for them but in doing that, they're kind of segmenting them out. I try to see it as more of that we're all connected by difference in in lots of different ways and how do we make that as cohesive and and inclusive as possible?”*

UCD Professionals:

**Small sample sizes  
mean it's difficult to  
speak with people  
with all types of lived  
experiences**



*“[Design practitioners] make broad stereotypes of what the categories should be. We found some data that the most important groups to speak to are X and we’ll base all of our future decisions off this one decision. **That makes me uncomfortable. What if we miss one group or type of individual?**”*

UCD Professionals:

**It feels like inclusion  
will take more time  
and budget**



*“If we have the luxury of time they'll probably have time to speak to a lot more people and we'll make sure that we have the right people. **But it tends to come down to we have a few days left. Let's bring in anyone that kind of hits a few of the criteria.**”*



## Putting it into practice



**What could we do about it?**



# What did we do first?

- Measured team member's confidence with inclusion
- Started conversations about inclusion with our teams
- Formed an inclusion working group
- Created guidance and templates
- Began to develop networks with charities

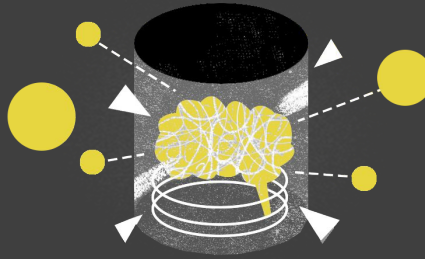


# What will we do next?

- Running a series of **talks with charities**
- Promoting our company-wide **inclusion Slack channel**
- Continually improving **inclusion in our workplace and best practices**



# What can you do?



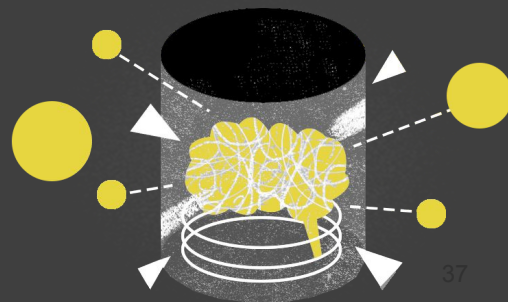
# A few ideas to get you started

- Speak with charities
- Start conversations with recruitment companies early and with as much context as possible
- Research lived experiences before speaking to people
- Check your bias
- Run some research sessions outside of 9-5
- Offer in person, video, or phone options to participate in research
- Create a place to share ideas and questions around inclusion



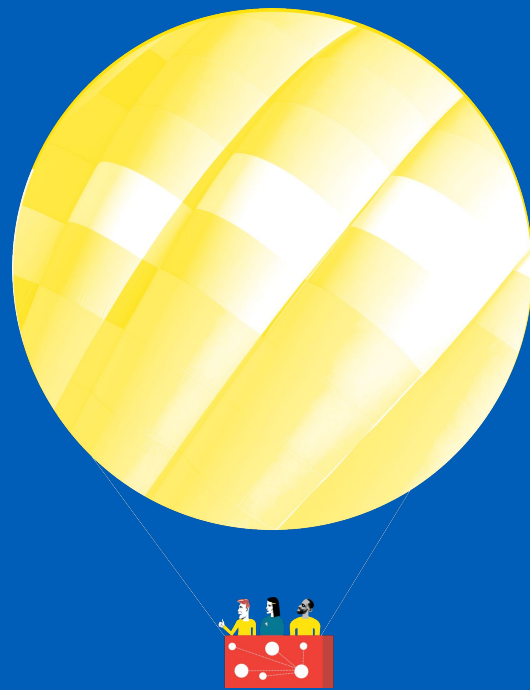
**Check out more ideas  
on our blog post**

<https://bit.ly/50WaysToBeInclusive>



# Summary

- Inclusion makes UCD better for everyone
- UCD professionals want to be more inclusive
- It's not easy, but there are simple things we can all do that can have a big impact



# Thank you!

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