

BUILDING INCLUSIVE
TECHNOLOGIES



MEN



WOMEN



PIRATES



ACROBATS



GIANTS



ANDROIDS



ALIENS



NINJAS



GAMERS



GANGSTAS



INVISIBLE MEN



ZOMBIES

What do I mean building more inclusive
technologies?



WHY?

A world map with a semi-transparent blue overlay. The map shows the outlines of all countries and their names. The color of each country varies from light yellow to dark red, representing the density or usage of a product. The highest concentration of darker colors is in North America, Europe, and parts of Asia and Australia. Lighter colors are prevalent in Africa, South America, and some countries in the Middle East and Oceania.

The fact is, you want as many people using your product as possible.

A photograph of a diverse group of women standing on a beach at sunset or sunrise. They are silhouetted against a bright, golden sky. Many of them have their arms raised, some holding hands. The scene is filled with a warm, golden glow and some scattered clouds.

There's value in making other people feel good.

SOME EXAMPLES!

HP



APPLE

11:53
Tuesday, Sep 9



CAMBRIDGE

Cambridge paediatrician's outrage at Pure Gym system assuming all doctors are male

By CambridgeNews | Posted: March 18, 2015

By Gareth McPherson



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Dr Louise Selby, a paediatrician, was denied access to female changing rooms at Pure Gym, because her title is doctor. The passcode entry system assumes all doctors are male.

FACEBOOK

WHAT'S IN A NAME

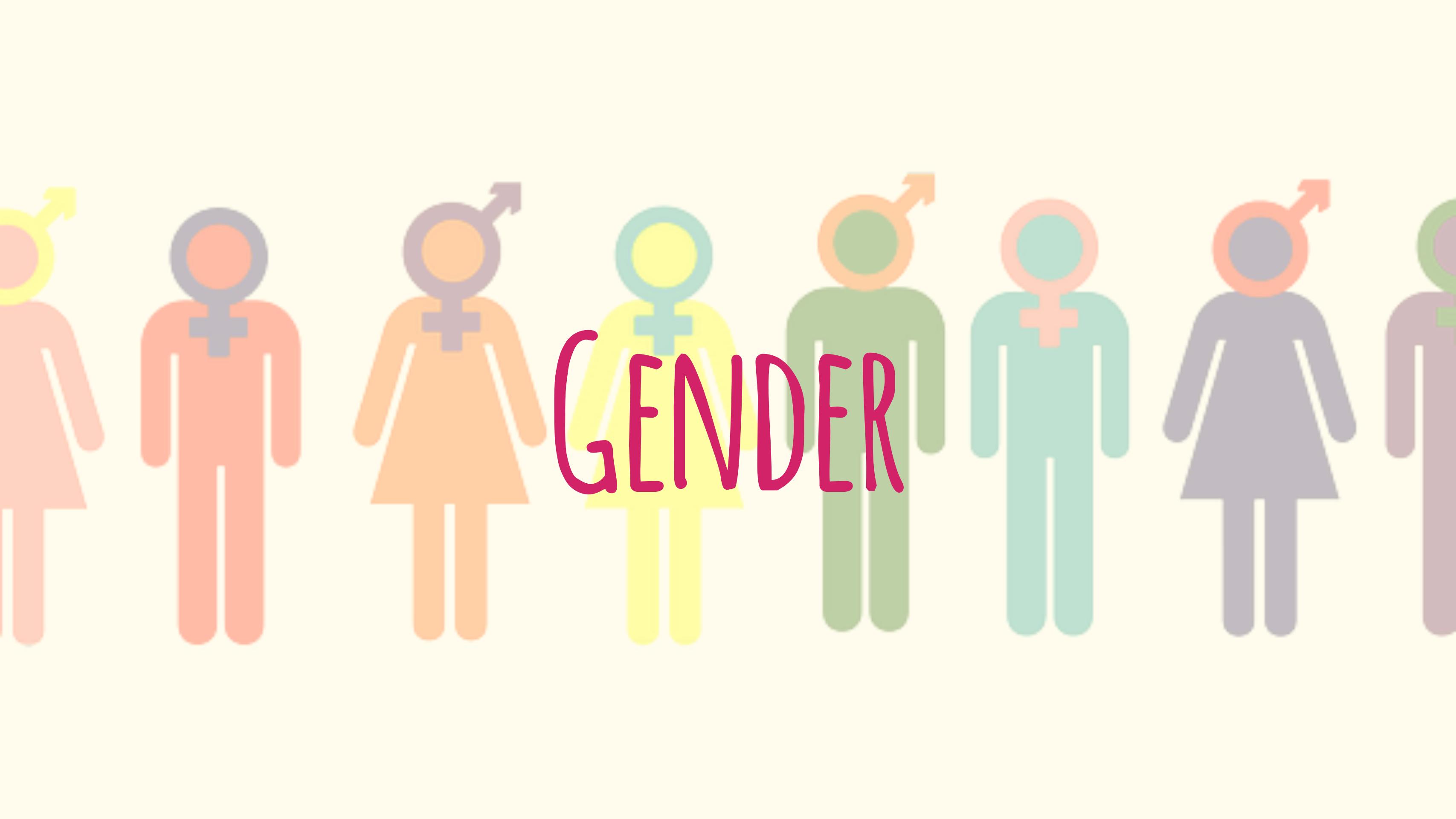
Ugh, another virtual assistant with a female name



007 is here, sir.

My point: things like this happen all the time. You live and you learn, but you can also be proactive.

THINGS TO CONSIDER



GENDER



ABELISM

GEOGRAPHIC







\$\$\$

...AND A MUCH, MUCH
MORE

INCLUSIVITY COMES WITH PRIVILEGE:

It takes time, money, strategy, and resources.

venmo

Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground color: #  [lighten](#) | [darker](#)

Background color: #  [lighten](#) | [darker](#)

Contrast Ratio: **1.19:1**

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

Sample: **I am normal text**

Large Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

Sample: **I am large text**

[Explanation](#)

BLIND USERS

PEOPLE WITHOUT BANK
ACCOUNTS

PEOPLE WITHOUT
SMARTPHONES

GEOGRAPHY

FUTURE FEATURES

ACTION ITEMS:

- Quick turnaround for instances where people don't feel included
- Regularly talking about how inclusive we are being
- Considering inclusivity with new feature rollouts

That's all Folks!