Inclusive anthem video
Design for 7 Billion
Design for One

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WHAT CAUSES AN EARTHQUAKE?
Empower every person and every organization on the planet to achieve more
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Human diversity
How many different types of people are there?
Static 1-to-1 interactions
Dynamic diversity of interactions between people and society
Disability as context dependent rather than as an attribute of a person
Inclusion is an engine for innovation

Human beings have a relentless drive to interact with each other

Typewriter
Telephone
Audiobooks
Flexible straws
Curb cuts
Email
OXO tools
Subtitles and captioning
Inclusive design

A design 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 doesn’t mean you’re designing one thing for all people. You’re designing a diversity of things so everyone finds a way to participate and a sense of belonging.”

Susan Goltsman
Adjunct Professor at UC Berkeley
Principal at MIG, Inc. Urban Play
3 Principles of Inclusive Design

1. Recognize exclusion
2. Learn from diversity
3. Solve for one, extend to many
Recognize exclusion

Exclusion happens when we solve problems using our own biases.
Who are we designing for, who gets excluded?
Physical

Cognitive

Social

[Diagram showing the intersection of Physical, Cognitive, and Social domains with a human figure in the center]
Learn from diversity

Human beings are the real experts in adapting to diversity.
Human expertise and ingenuity
Solve for one, extend to many

By focusing on what’s universally important to all humans.
Designing for a persona spectrum extends benefits to more people.

More people benefit from subtitles & captioning
We all experience exclusion in more ways than ever before.
Design for one person.

Then extend benefits to more people by asking “who else wants to participate, but is excluded on a temporary or situational basis?”
Learning Tools For Microsoft OneNote...

Forbes Magazine

July 16 2015

Last week, Microsoft quietly released a public preview of “Learning Tools for OneNote.” This Microsoft hackathon winner is an add-in for OneNote designed to improve the reading and writing experience for students. When Jeff Petty, the accessibility lead for Windows for education, showed me the tools, I was
Human diversity
How many different types of people are there?
7.4 billion
Design for 7.4 billion starts with Design for one

Increase access and reduce friction with more humane technology

Transform how we design with and for human diversity

Create a culture of purpose where people can do their best work
Download the toolkit
https://www.microsoft.com/en-us/design/inclusive
Design for 7 Billion
Design for One

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