Inclusive Design: Putting humans back in focus

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What we are going to cover today
Inclusive design is the process of designing for as many audiences as possible in order to create the most inclusive product.
“Your product is **inclusive** when it is the most usable by the widest range of people, including—but not limited to—people with disabilities.”

- Allison Shaw
https://www.youtube.com/embed/U5hRXwPE5a4
What is inclusive design?

Varied abilities vs. disabilities
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Accessibility is an outcome
What is inclusive design?

Varied abilities vs. disabilities
Accessibility is an outcome
Designing for individual environments
Abilities are not fixed in time.

20% of people in the United States will have a disability during their lifetime.
Why should you care?
“We’re all just temporarily abled”

- Cindy Li
"Disability" is a weird kind of line they draw. If you never look at it, you're certain it's a solid, straight line. If you glance at it, it's really pretty fuzzy. If you stare at it, it's lots of lines. Jagged, and in 3D. Focus on it for a lifetime and it disappears completely.
Reason #1

You benefit.
Design for the future you.
Reason #2

Everyone benefits.
Automatic Youtube captions
Automatic sliding doors
Voice UIs
Reason #3

It’s just good business.
Reason #3

It’s just good business.

(NOT charity work)
15% of people in the world have disabilities

8% of men are colorblind

Children with disabilities are less likely to attend school
People with accessibility needs are already using your product.

(and it probably sucks)
Reason #4

You might legally have to.

But remember it’s the bare minimum.
Reason #4

You might legally have to.

But remember it’s the bare minimum.
Target lawsuit
Inclusion, not compliancy.
How do you do it?
How do you not do it?
Movie caption glasses
Bad wheelchair ramps
Bad wheelchair ramps
Fighting the hydra (source: Darkcloud013)
Saying that accessibility is gold plating you add later to get “working” code out ASAP is equivalent to saying coding everything in a giant class with goto statements saves you time while OOP can be added later. #a11y and HTML knowledge is not an extra, it’s part of your job.
The fastest working team is a bunch of people who think alike.

You get to wrong answer really quickly.
“Ramp Stairs”
“Breaking real accessibility for a dream of inclusivity is not good design.”

- Alastair Somerville
Inclusive braille
How do you do it?
Arm yourself with empathy.
“I've had a number of product teams understand accessibility problems academically, but fail to do anything about them. Or show any interest in doing so. The teams that show empathy do the work, and they require a minimum of hand-holding as they do it. They have accepted responsibility. That's where we want everyone to be.”

- Matt May, Head of Inclusive Design @ Adobe
Observe real people.
https://www.microsoft.com/en-us/design/inclusive
Walk in their shoes.
Funkify disability simulator

- **Blurry Bianca**: Experience blurry vision through a foggy filter.
- **Dyslexia Dani**: Scramble letters and make them dance.
- **Trembling Trevor**: Lose some control of your mouse pointer.
- **Tunnel Toby**: Simulate partial vision loss on your screen.
- **Peripheral Pierre**
Normalize inclusion.

Small actions help.
Get people involved
Inclusive Design at Microsoft

It's in our mission statement: empower every person on the planet to achieve more. Designing for inclusivity opens up our experiences and reflects how people adapt to the world around them.

Microsoft Toolkit
Consider the opposite.
Balance your Bias.
Embrace a growth mindset.

Airbnb Lens
When it works...it’s amazing.
I just created a Gmail account and got to have my gender accurately represented for the first time while making an email account in my entire life. I'm having queer feelings, y'all. #queerux

'Custom' option under Gender and an info link to an outline of how gender is used.
Be an inclusivity advocate.
Thank you!

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Slides will be tweeted later today!