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Inclusive Design Principles



One-size-fits-one

We all have **diverse needs** and find ourselves in a variety of **unique contexts**. Universal or one-size-fits-all designs will inevitably fail to meet the needs of most of us at some point in time.

In addition, **segregated, specialized** design is expensive, unsustainable and **does not serve us** or our society in the long run.

Designs that are **adaptable and allow for customization** are more likely to meet our needs. These **“one-size-fits-one” designs** also **give us the power** to discover and choose what works best for us in any given context.

1 Recognize Diversity and Uniqueness

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Inclusive Design Principles






One-size-fits-one

Do:

Think of something you’ve come across in your daily life that was an example of a one-size-fits-one design. If you can’t think of anything, consider 3 adaptations you’d like to have on a product or tool you use on a regular basis.

Try it:

-  Design for adaptability
-  Design for flexibility
-  User States and Contexts

1 Recognize Diversity and Uniqueness

Inclusive Design Principles

Disability as Mismatch

The **medical model** defines disability as a trait; something permanent and limiting. In contrast, an **inclusive design approach** is one that perceives disability as a **mismatch** between our **needs** and how the **design features** of a product, system or service fulfill those needs.

Inclusive design considers this mismatch to be **conditional, solvable through design**, and the result of **many factors**, including

- **context** (e.g. upon waking up in the morning)
- **environment** (e.g. a dark room)
- **hardware and software variations**
(e.g. smartphone vs. desktop)
- **unique personal needs and learning styles**
(e.g. I prefer to listen rather than read).

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Inclusive Design Principles




Disability as Mismatch

Do:

Record three examples of an experience of mismatch that you've had, no matter how large or small. For example - standing at an ATM in the glare of the sun, I couldn't see the screen at all.

How did you feel when this happened? What did you do about it?

Try It:

-  Focus on functional needs
-  Leverage curb-cut effect
-  User States and Contexts

 1 Recognize Diversity and Uniqueness

Inclusive Design Practices

Collaboration

Collaboration - working together with others toward a common desired outcome and shared goal - is an important part of the inclusive design process. By working with others rather than in isolation we can **learn from one another**; as our thinking is inspired by one another **our ideas grow**. We share the responsibility for an outcome, and in doing so we learn to trust one another and rely on each others' expertise.

We all bring our **unique experiences, skills and talents** to the table, and as a result, working collaboratively ensures a more inclusive design process.



Inclusive Design Practices

Collaboration


Why

 Diverse Perspectives

How

 Open communication tools

 Inclusive design and development tools

 Synchronized design assets



Inclusive Design Practices

Design for Adaptability




Designing for adaptability means giving each user the ability to choose from a variety of options. When we are presented with options, not only do we gain the power to choose but we learn for ourselves what we like best, and have the ability to modify this over time as our needs change, both in the short-term and the long-term.

etc



Inclusive Design Practices

Design for Adaptability

Why

-  One-size-fits-one
-  Autonomous user
-  User-continued design

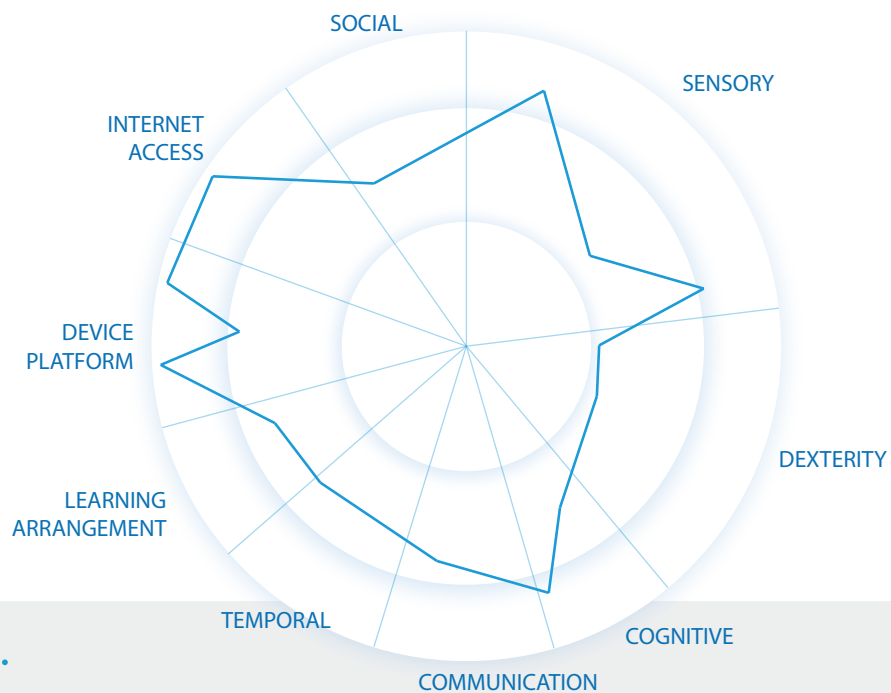
How

-  Infusion
-  Personalisation tools

Inclusive Design Tools

User States and Contexts

User states and contexts is a user modelling tool for conceptualizing, designing, and evaluating the ability of a design to be consumed and operated by users in a wide range of states and contexts. This tool demonstrates all the many states and contexts users can be in at any given time and situation. It provides a way to determine common needs between users in different states and contexts.



Inclusive Design Tools

User States and Contexts

Do:

Create a user states and contexts map for yourself. Choose a time of day, location and task that is familiar to you.

Do the same for someone you know well, and overlay it on your own map. Note the places where your needs overlap.

Combine with:

-  Use cases
-  Personae

For more information please see <http://tiny.cc/gc7u8x>

Inclusive Design Activities

Matching Game

How:

Choose a persona, context and goal from the list. Feel free to add any information that might help to describe the situation in more detail.

Choose an appropriate product or service from the list that will help your persona accomplish their goal in the given context.

Frame your persona's goal into a list of needs by considering the step-by-step process they might take in accomplishing their goal. Where possible, match these needs up with the features associated with your product or service.

Decide whether or not your persona was able to accomplish their goal using the product or service you have selected. Were their needs met at each step? If not, consider how you might redesign this product or service in a way that would allow them to succeed, keeping in mind the principles, practices and tools of inclusive design.

Inclusive Design Activities

Matching Game

Why:



One-Size-Fits-One



Disability as Mismatch