Matching Game

Ask someone to think of and briefly describe someone they know (their age, interests, where they live, etc), then ask someone else to describe a typical daily task or goal. Consider the context or situation in which your persona is carrying out their task or goal (e.g. at home in the morning, or in the car on the highway, etc). Feel free to add any information that might help to describe the situation in more detail. Consider an existing product or service that might 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.

Activity

Cause and Effect

This activity demonstrates the potential to have a broader beneficial impact with our everyday actions. The challenge is to define a possible chain of events that could take you from a specific cause to an effect.

Causes defined in this exerise are everyday tasks such as:
- share meeting minutes in a form that your colleague using a screen reader can access, or
- coach an employee in managing a pension.

While the effects might include:
- grandmother in Ecuador connects with children in LA, or
- polar bear is saved from ice flow in Alaska.

The effects are as far away from the causes as possible.

Inclusive Design Guide

Cause and Effect

Use the accompanying card deck of causes and effects, or think up your own examples. These should be as specific and diverse as possible, and the relationship between cause and effect should not immediately be clear.

Step 1

Choose a random card from the Cause deck, then do the same from the Effect deck. Or describe your own cause and effect.

Step 2

Define a chain of effects that takes you all the way from the initial cause to the final effect. Record each effect and map out the chain of effects - allowing branching or multiple paths where they emerge.

Why

- Interconnectedness
- Virtuous Cycles

Activity

Matching Game

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.

How

- Personas

Why

- One-Size-Fits-One
- Disability as Mismatch

Inclusive Design Guide

Inclusive Design Mapping (1/2)

This activity is intended to be used in the context of co-design, where a diverse set of co-designers, including people who presently have difficulty using the design, are active participants in the design process.

The exercise is about **stretching and reaching**: to include people who are currently at the edges and who are therefore usually excluded from the design process. It is also about **balance and flexibility**: creating a design that does not compromise the experience of one person to make room for the requirements of another.

In this activity, co-designers choose appropriate facets (or "slices") from the accompanying set of **Inclusive Design Mapping facets**, to piece together a map of user needs as well as the functional requirements of a product or service. Once mapped, gaps between needs and requirements can then be identified.

Activity

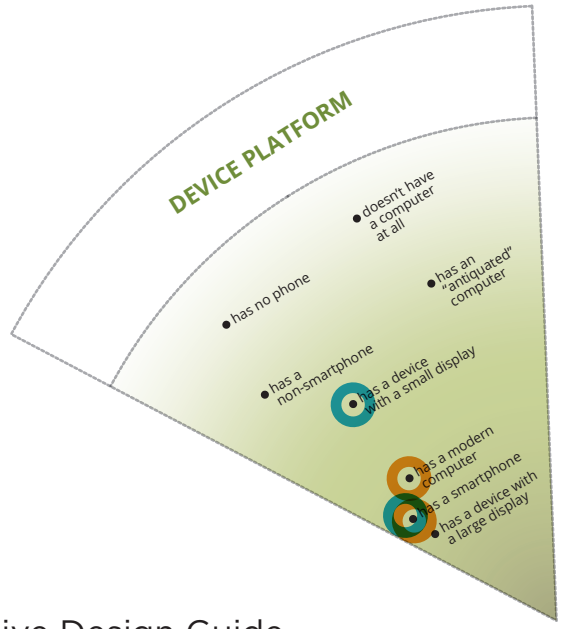
Inclusive Design Mapping (2/2)

Step 1

Choose the facets from the deck that are relevant to the needs, preferences and the context you are designing for or critiquing.

Step 2

Map your needs, preferences and context on the selected facets. Next, using a different color, map the product/task/solution you are trying to critique or design.



Inclusive Design Guide

Inclusive Design Mapping (2/2)

Step 3

Now you can put the facets together, draw a jagged outline, and shade in the gap between the two outlines (see example diagram).

Step 4

Once you have a proposed new design, redo the map, with the goal of fully encompassing the jagged outline of the edge users (see example diagram). While iterating through the design process, the mapping can be very useful for identifying where your design does not stretch enough to meet the needs of edge users.

Activity

Inclusive Design Mapping (1/2)

This activity utilises the accompanying **Inclusive Design Mapping facets** card deck. Co-designers are able to create their own facets if they can't find a desired state or context within the provided set.

Why

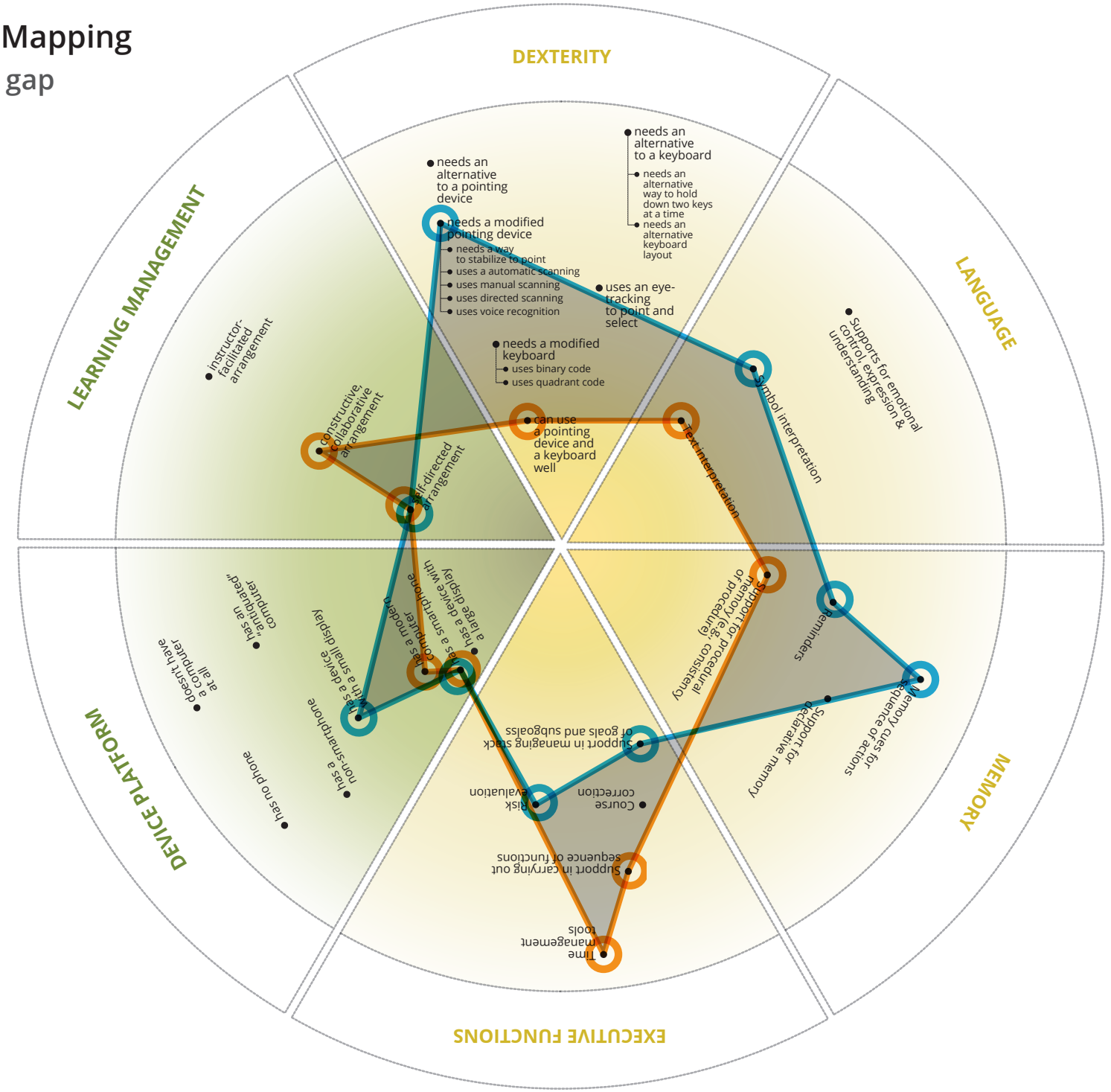
- One-Size-Fits-One
- Disability as Mismatch
- Interconnectedness

Inclusive Design Guide

Inclusive Design Mapping

Step 3: Finding the gap

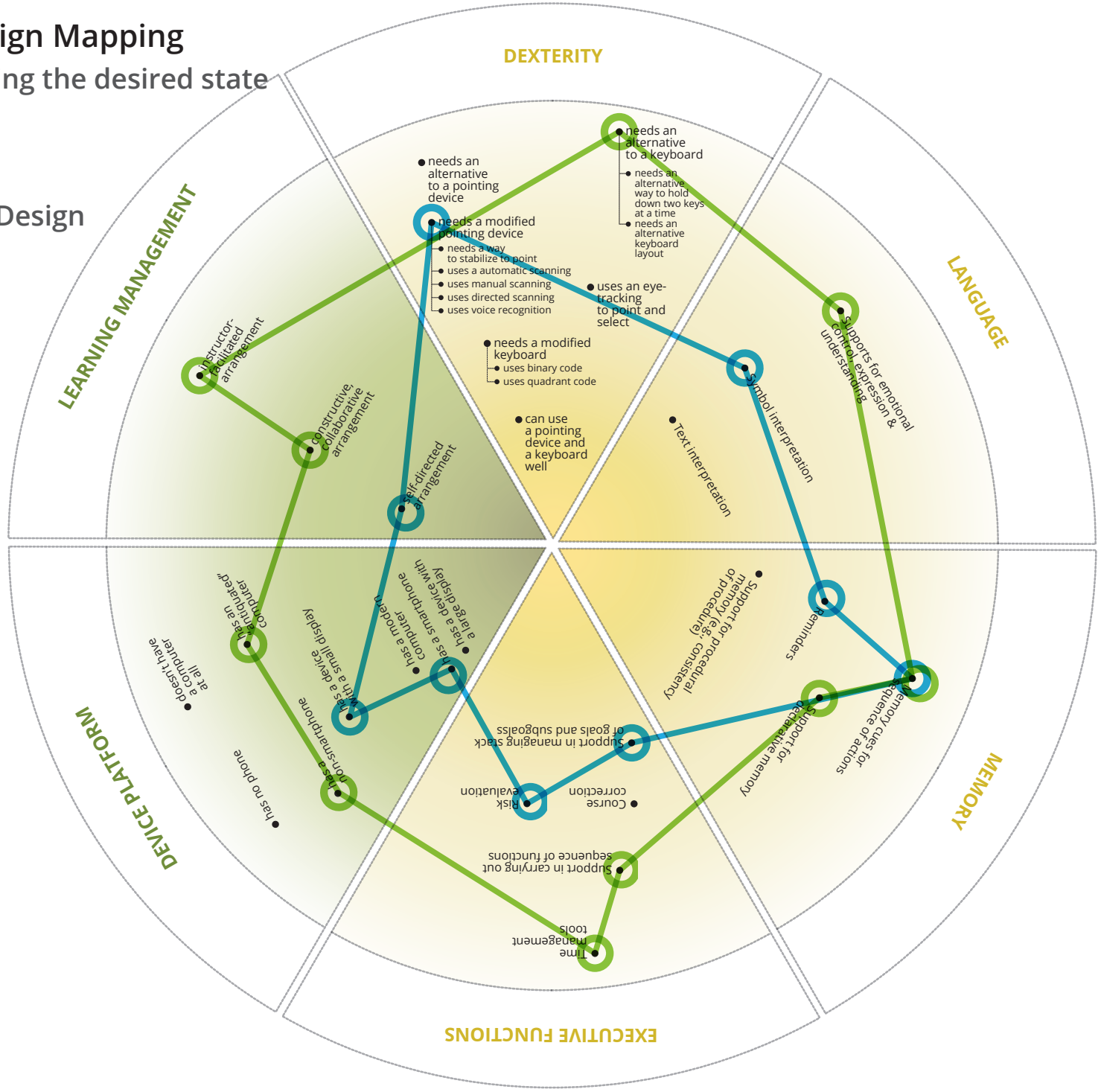
- Yourself
- Product

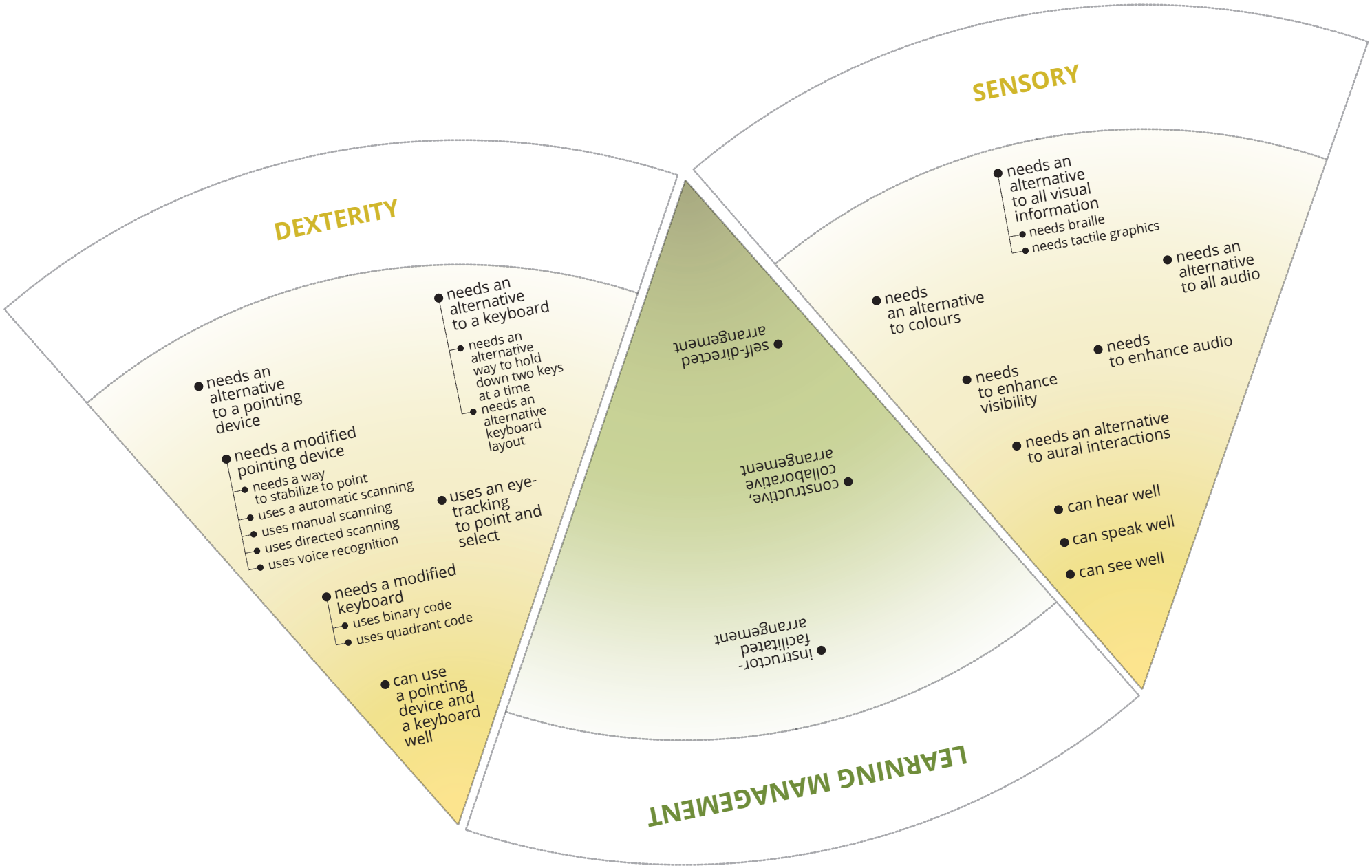


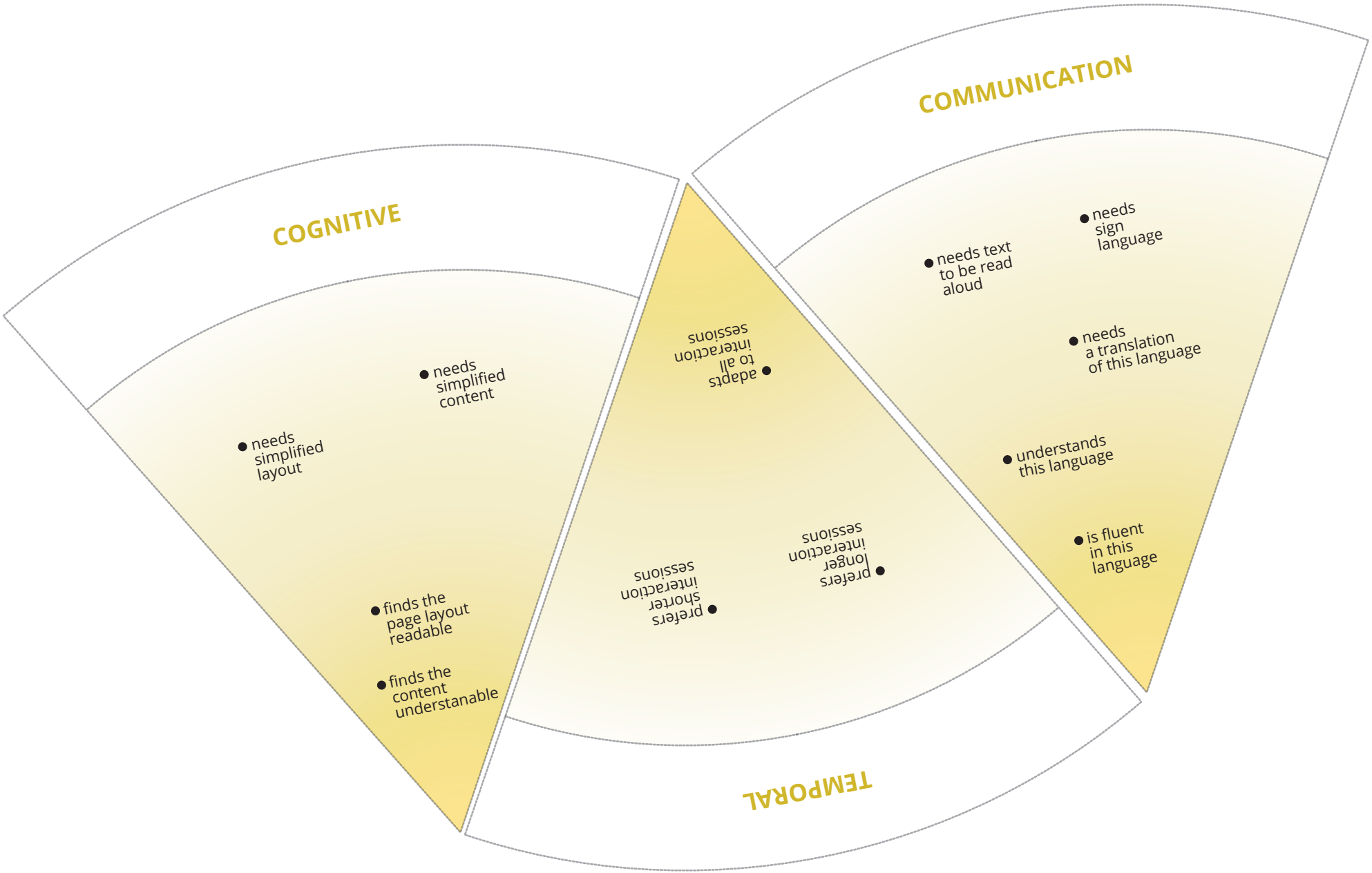
Inclusive Design Mapping

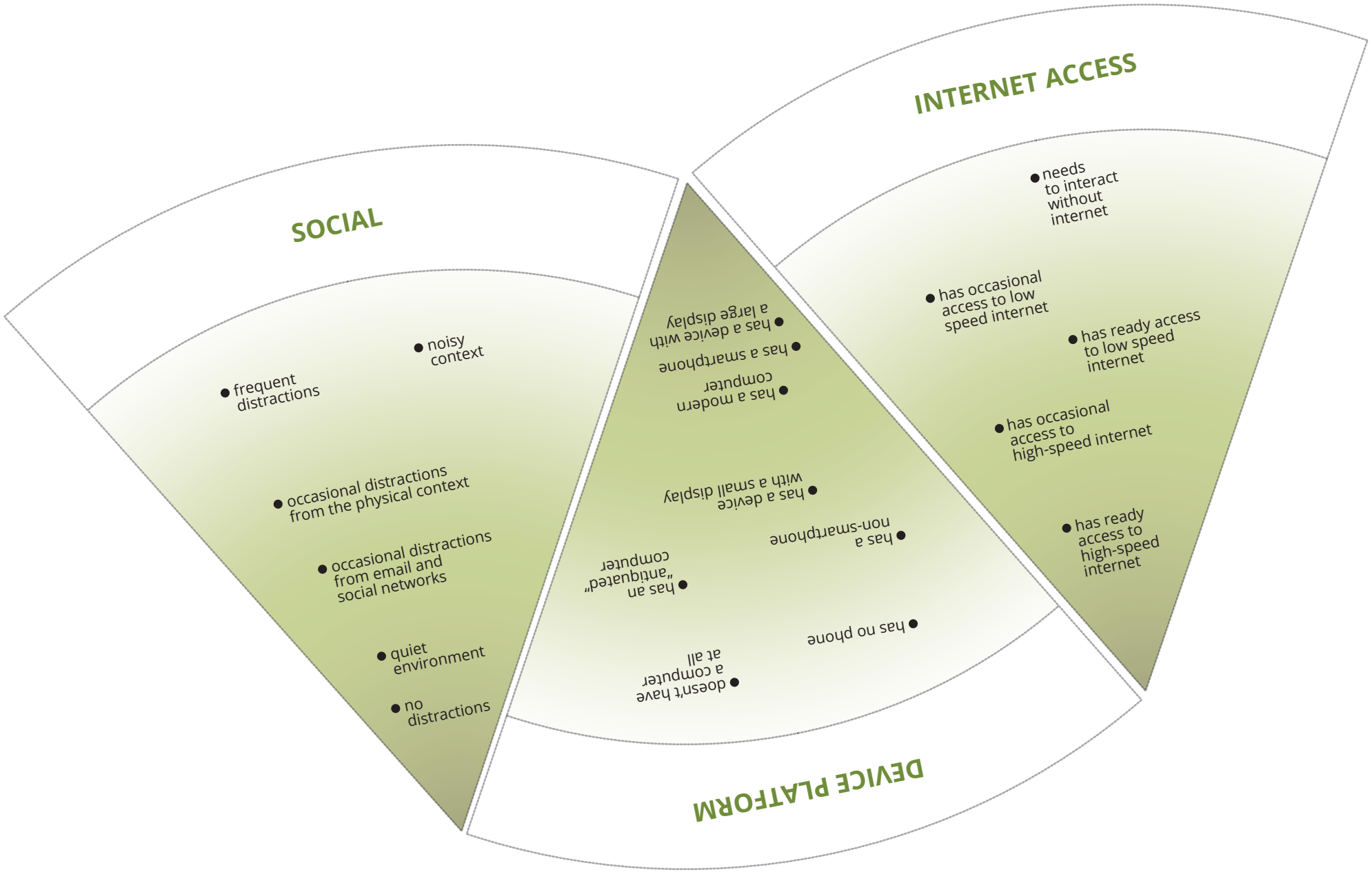
Step 4: Proposing the desired state

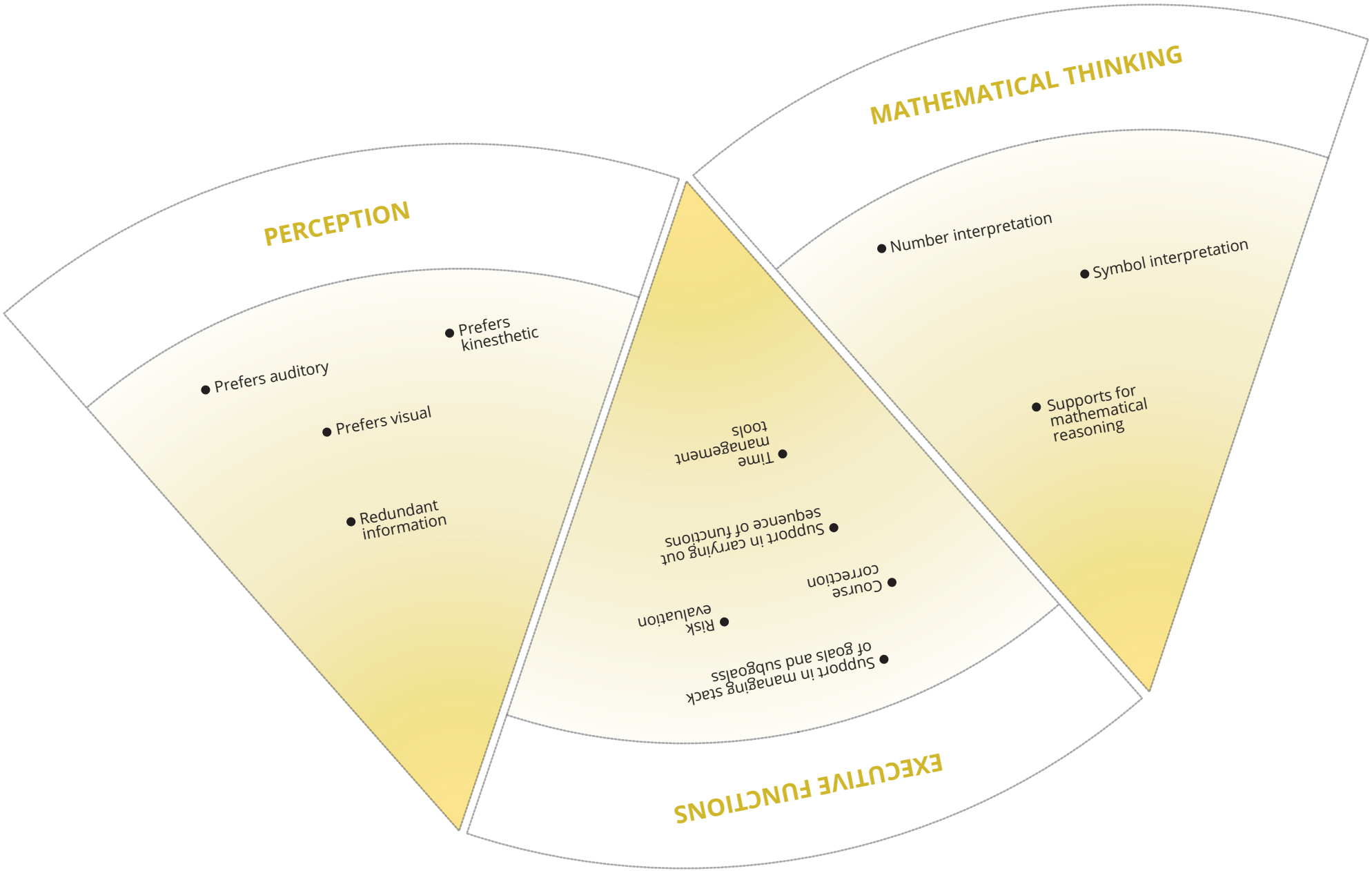
- Yourself
- Proposed Design

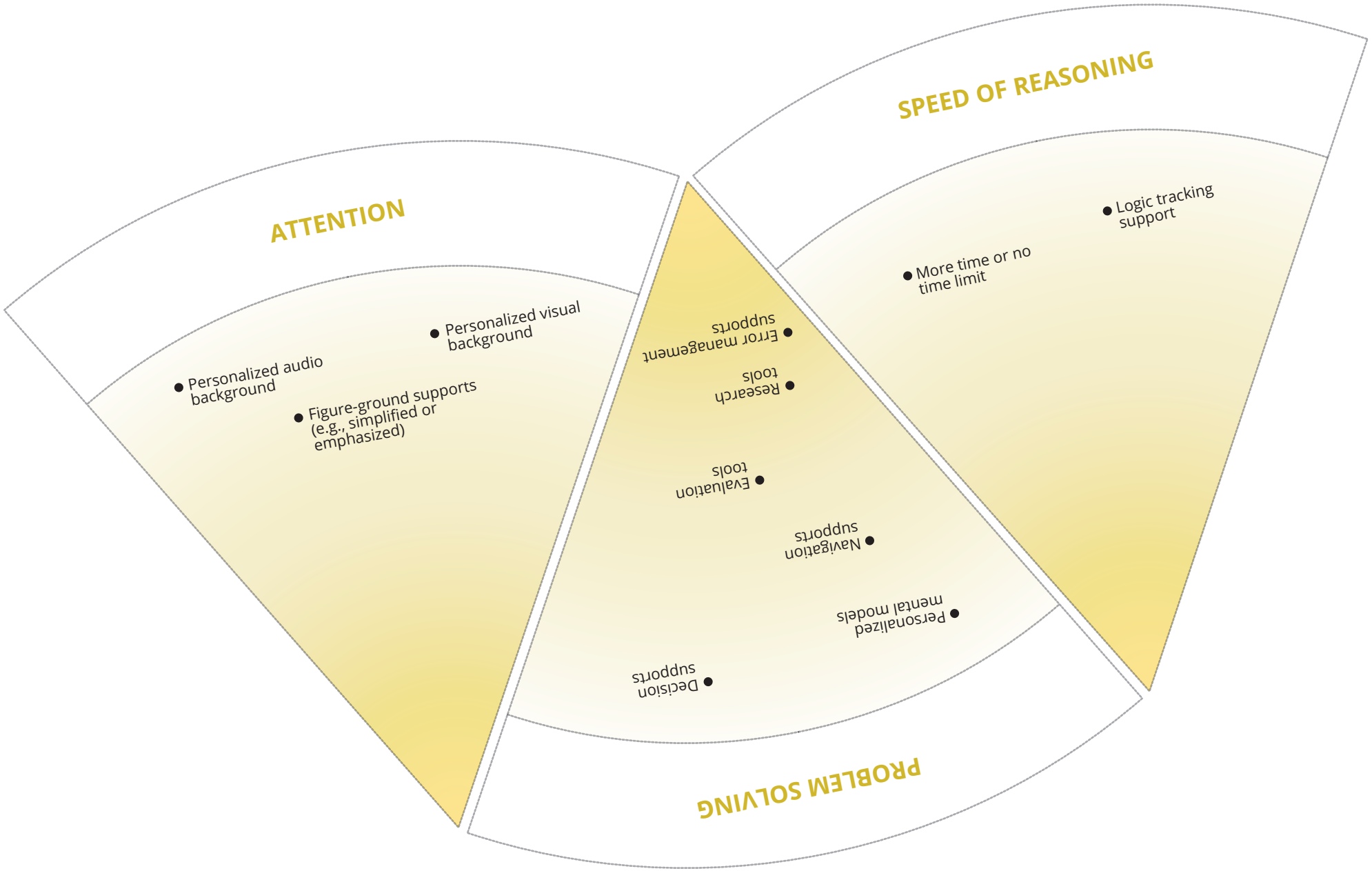


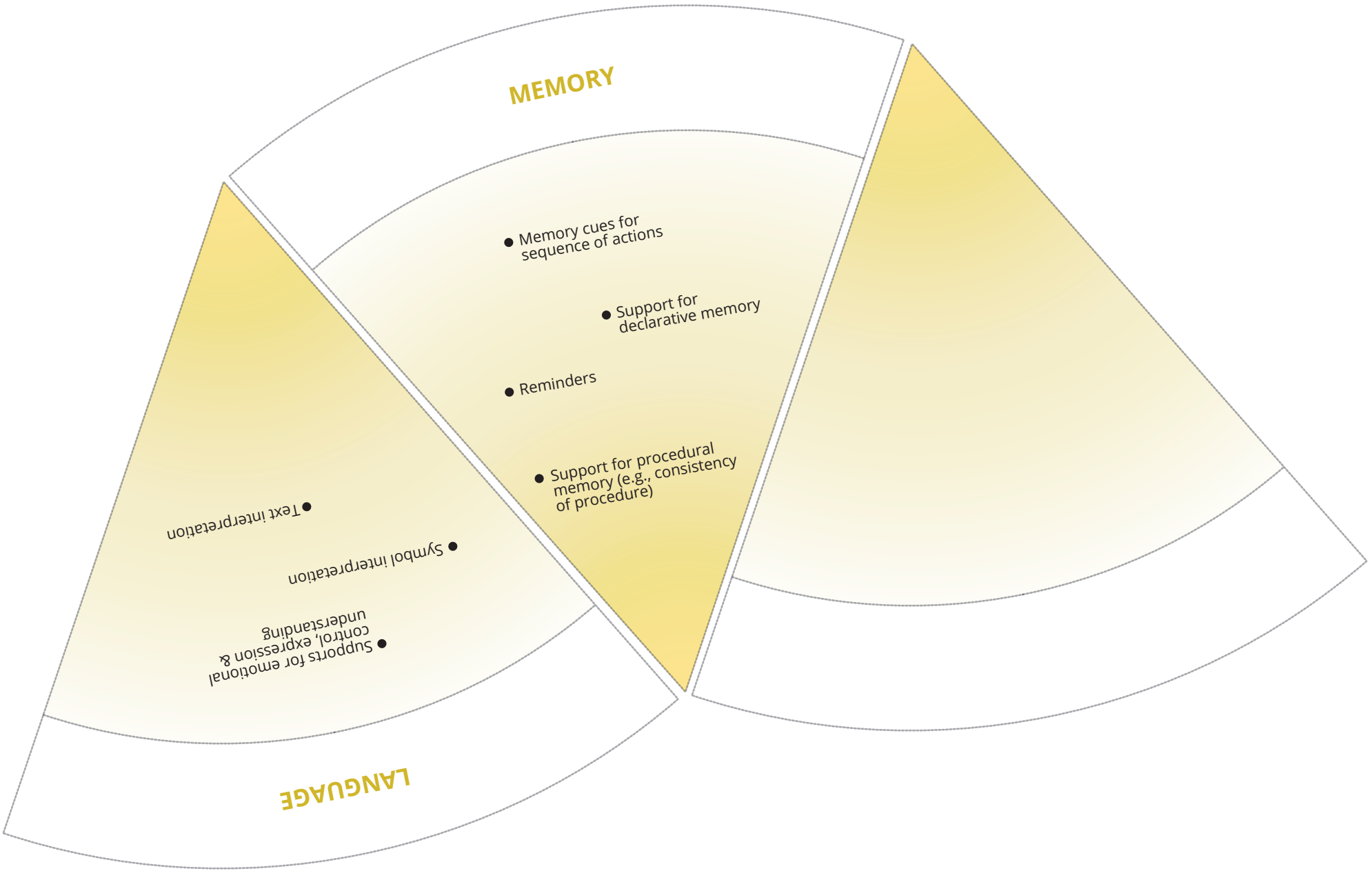

DEXTERITY
needs an alternative to a pointing device
needs a modified pointing device
needs a way to stabilize to point
uses a automatic scanning
uses manual scanning
uses directed scanning
uses voice recognition
needs an alternative to a keyboard
needs an alternative way to hold down two keys at a time
needs an alternative keyboard layout
uses an eye-tracking to point and select
needs a modified keyboard
uses binary code
uses quadrant code
can use a pointing device and a keyboard well
SENSORY
needs an alternative to all visual information
needs braille
needs tactile graphics
needs an alternative to all audio
needs an alternative to colours
needs to enhance audio
needs to enhance visibility
needs an alternative to aural interactions
can hear well
can speak well
can see well
LEARNING MANAGEMENT
self-directed arrangement
constructive, collaborative arrangement
instructor-facilitated arrangement


COGNITIVE
needs simplified content
needs simplified layout
finds the page layout readable
finds the content understanable
COMMUNICATION
needs sign language
needs text to be read aloud
needs a translation of this language
understands this language
is fluent in this language
TEMPORAL
adapts to all interaction sessions
prefers longer interaction sessions
prefers shorter interaction sessions


SOCIAL
frequent distractions
noisy context
occasional distractions from the physical context
occasional distractions from email and social networks
quiet environment
no distractions
DEVICE PLATFORM
has a device with a large display
has a smartphone
has a modern computer
has a device with a small display
has a non-smartphone
has an "antiquated" computer
has no phone
doesn't have a computer at all
INTERNET ACCESS
needs to interact without internet
has occasional access to low speed internet
has ready access to low speed internet
has occasional access to high-speed internet
has ready access to high-speed internet


PERCEPTION
Prefers auditory
Prefers visual
Prefers kinesthetic
Redundant information
MATHEMATICAL THINKING
Number interpretation
Symbol interpretation
Supports for mathematical reasoning
EXECUTIVE FUNCTIONS
Time management tools
Support in carrying out sequence of functions
Course correction
Risk evaluation
Support in managing stack of goals and subgoalss


ATTENTION
Personalized audio background
Personalized visual background
Figure-ground supports (e.g., simplified or emphasized)
SPEED OF REASONING
More time or no time limit
Logic tracking support
PROBLEM SOLVING
Error management supports
Research tools
Evaluation tools
Navigation supports
Personalized mental models
Decision supports


MEMORY
Memory cues for sequence of actions
Support for declarative memory
Reminders
Support for procedural memory (e.g., consistency of procedure)
LANGUAGE
Text interpretation
Symbol interpretation
Supports for emotional control, expression & understanding