

Personalizing interfaces: An inclusive design approach to increase access

Dana Ayotte*

Joanna Vass

Jess Mitchell*

Inclusive Design Research Centre,
OCAD University, Toronto, ON, Canada

*presenting



What is inclusive design?

Inclusive design is...

- Design that **benefits everyone**
- An ongoing **design conversation**
- An **invitation**
- A **catalyst** for new ideas

Extreme user?



Extreme user?



http://www.armor-tile.com/articles_docs/images_docs

Design that encourages

- Adaptation
- Participation
- “User-continued” design



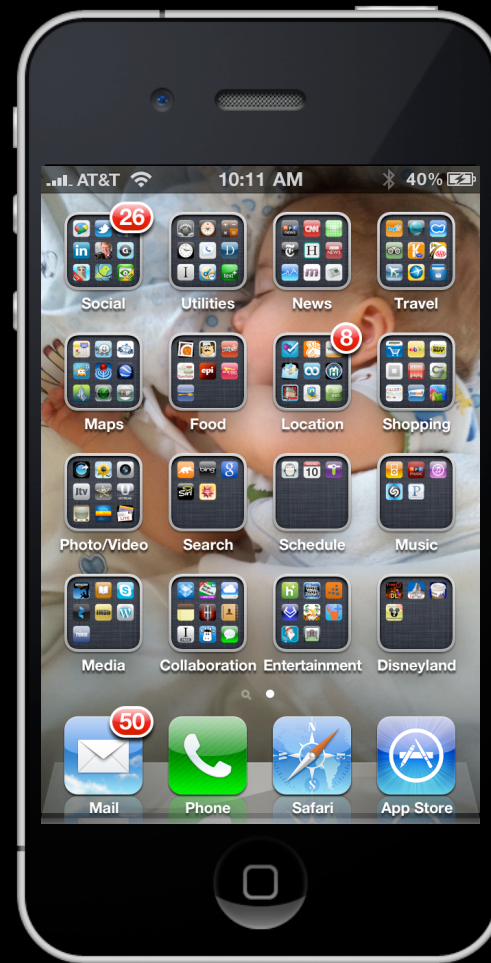
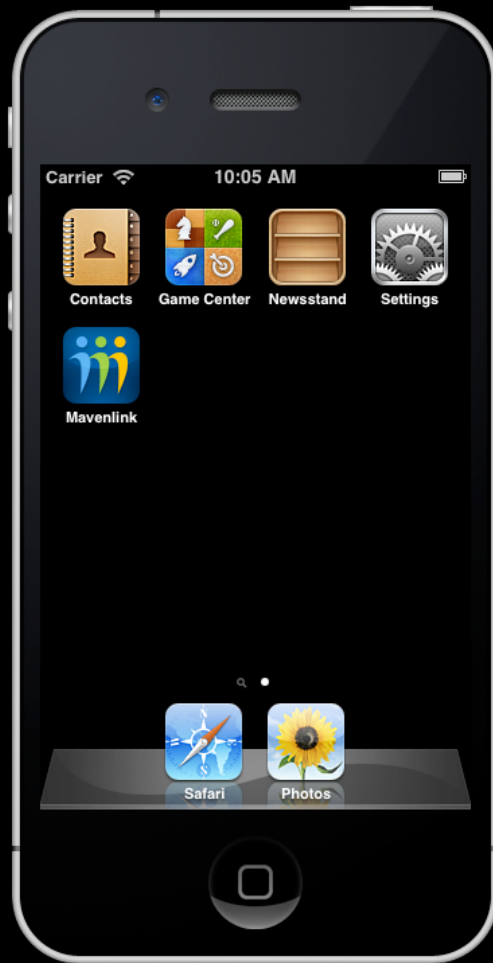
One-size-fits-one



One-size-fits-one

- Flexible
- Accessible
- Meet users where they are

Personalization is this:



One-size-fits-one

- **Content** that can be delivered in a form that people can understand and use
- **User interfaces** that can adapt to the needs, preferences and tastes of users—
feel at home

Mismatch

- 5 minutes
- Find and discuss an example of a mismatch between a user and an interface

Why Personalized Interfaces?



Factors affecting user interaction with digital systems

- Environment
- Unique abilities
- Operating system/application variability
- Learning styles

Projects

- Cloud4All
- Prosperity4All
- FLOE
- Preferences for Global Access (PGA)

Goal

To design and develop flexible and accessible digital tools for personalizing digital interfaces, by

- Allowing users to explore, declare and store their preferences for a variety of contexts
- Allowing users to apply their preferences anywhere, on any device

Challenges to Personalization

- Getting users in the door
- Unobtrusive yet findable
- In-context preference discovery
- Learning to learn
- Will users change settings?

Group Exercise

- What kind of personal and public digital devices do you encounter in a typical day?
- What settings, if any, do you change on your devices?
E.g. video volume, zoom level, language, etc.
 - What circumstances prompted you to modify those settings?
 - How did you modify those settings?
- Have you come across any devices that you wish to use but can't?
- Are there any settings you think would benefit you, but are unavailable?

Personalization Interfaces

Personalization Interfaces

- Declaring needs

<http://demo.floeproject.org/demos/prefsFramework/ClimateChange.html>

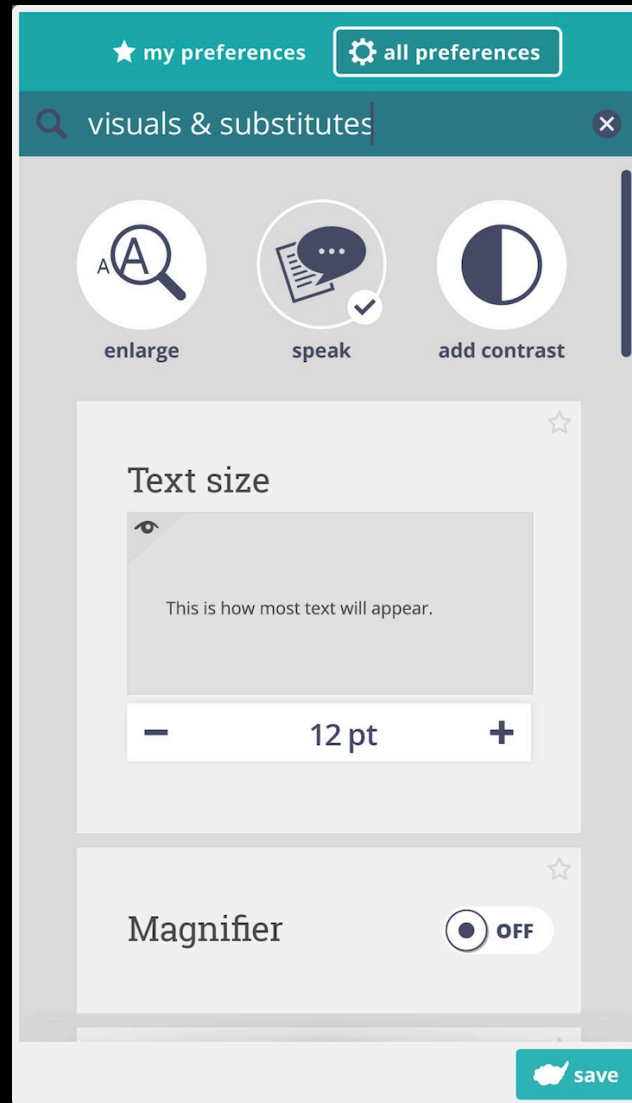
- Exploring preferences

<http://build.fluidproject.org/prefsEditors/demos/explorationTool/>

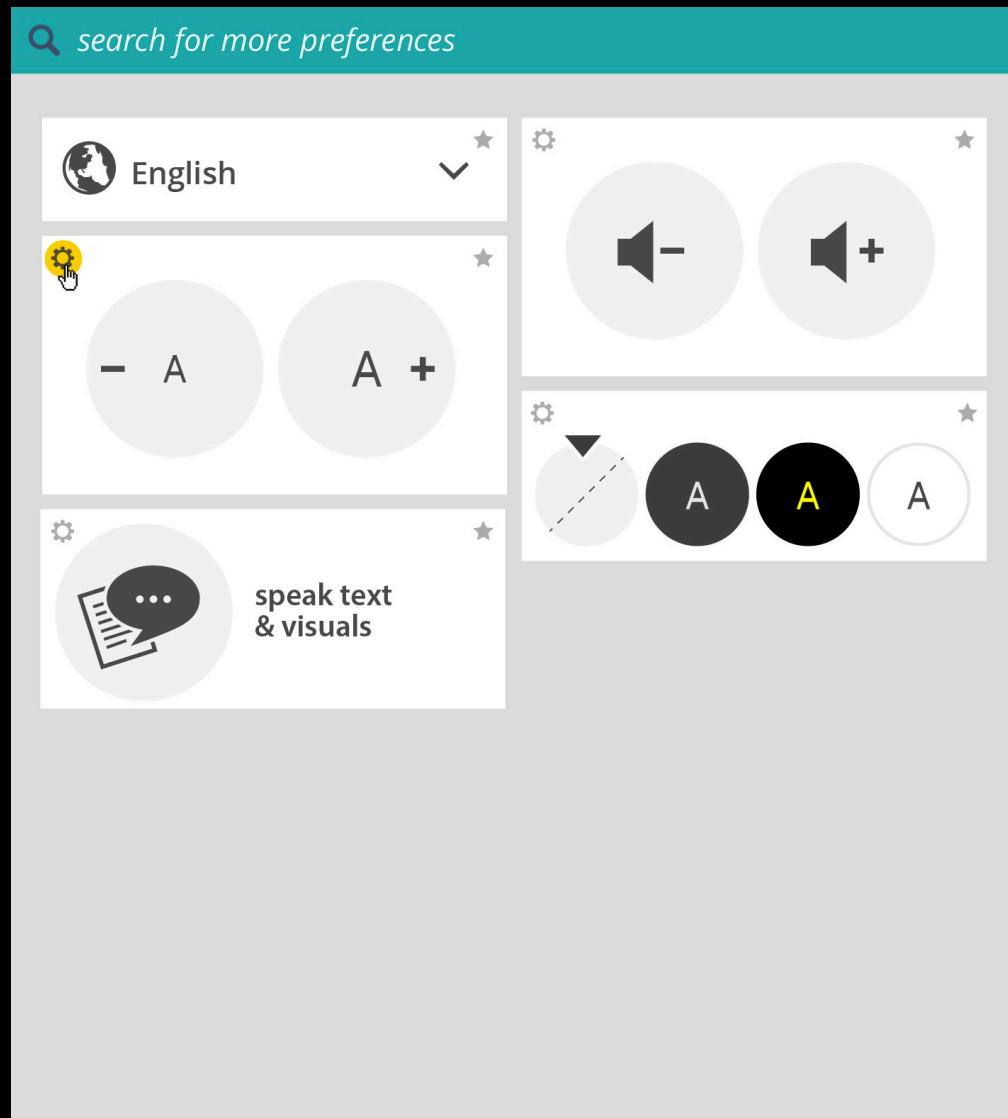
- Video Player

<http://fluid-project.github.io/build.fluidproject.org/projects/videoPlayer/demos/Mammals.html>

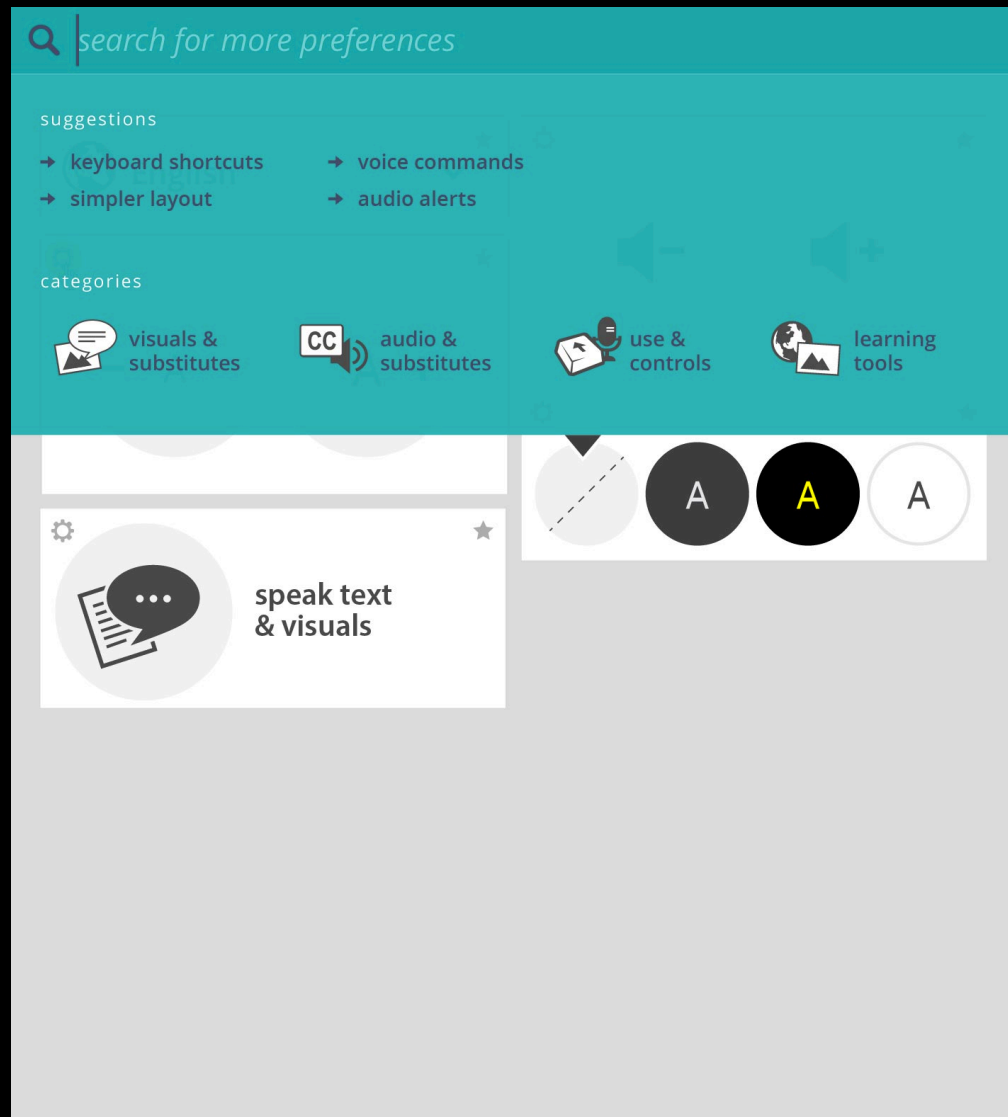
Personalization Interfaces



Personalization Interfaces



Personalization Interfaces



Summary

- Inclusive interfaces are one-size-fits one
- Mismatch is a design problem
- Interfaces that put users in charge are more sustainable/usable

Jutta's email for reference only

- harnesses and enables peer production and feedback loops from previous matches
- it has nothing to do with the dominant conception of accessibility
- iterative self-awareness experience
- re-use and repurposing - we should learn from but also personalize what others have learned - diversity and commonality
- cannot leave the evolution or refinement of the terms to a formal review body. We need a well structured community process.
- answer to every question I'm convinced is diversity.
- smudges on glasses analogy for implicit bias

Thank you



Dana Ayotte
@ArtyYotty
dayotte@ocadu.ca

Jess Mitchell
@jesshmitchell
jmittchell@ocadu.ca