

Inclusive Design

Designing for a Diverse World

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Accessibility Myths

- Accessibility is only about “special needs”
- Only a few will benefit from accessibility (80/20)
- Accessibility is costly and complicated
- Accessible designs are uglier



What's Cool

What's Accessible

Design Paralysis

- Where do I start?
- Who are my users?
- What's the process?
- What does it all mean?

Rethinking Disability



Rethinking Disability



Rethinking Disability

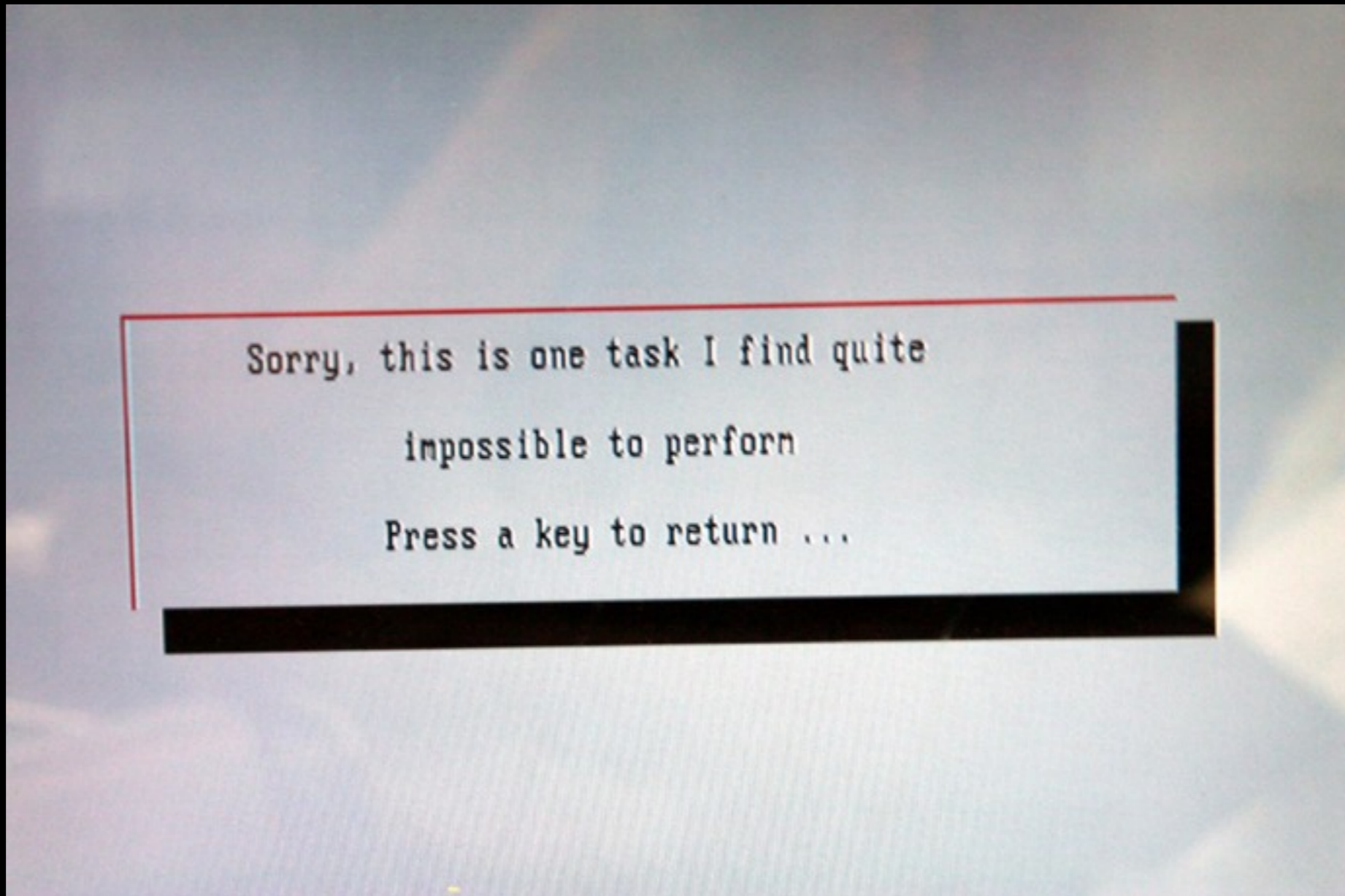
A **mismatch** between
the

user

and the

user interface

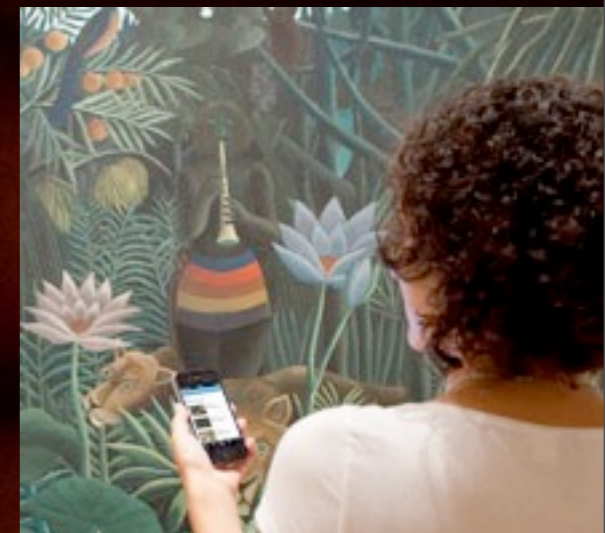
Disability is a usability issue





Disability is contextual

Disability is environmental



Accessibility is...

the ability of the system
to accommodate the needs of the user

Accessibility is...



Accessibility is...



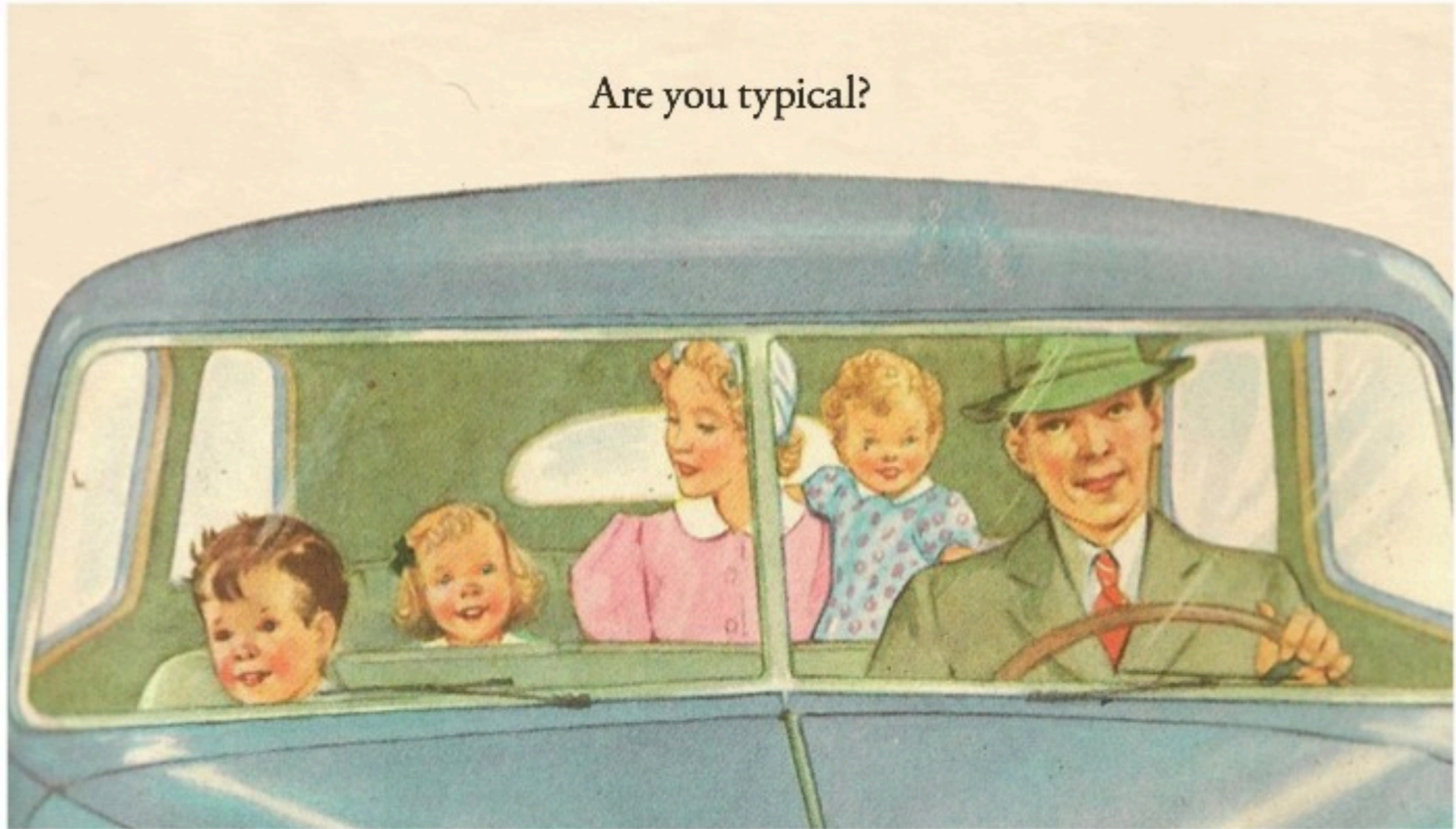
Something we all benefit from.



Accessibility is
sometimes universal

does one size ever fit all?

Are you typical?



What is Inclusive Design?

Design that is inclusive of the full range of human diversity with respect to ability, language, culture, gender, age and other forms of human difference.

Make yourself at home...

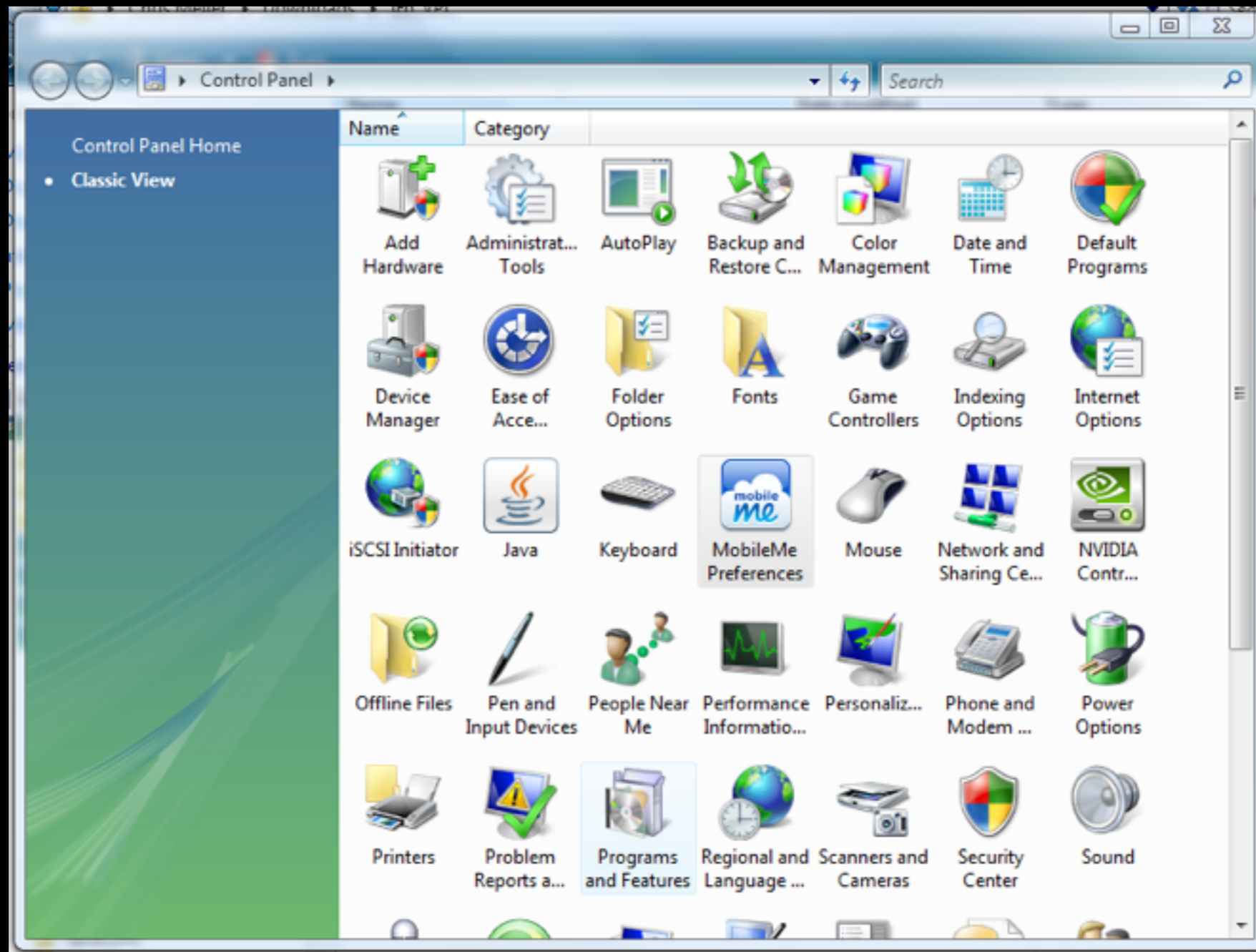


Inclusive Design: One Size Fits One

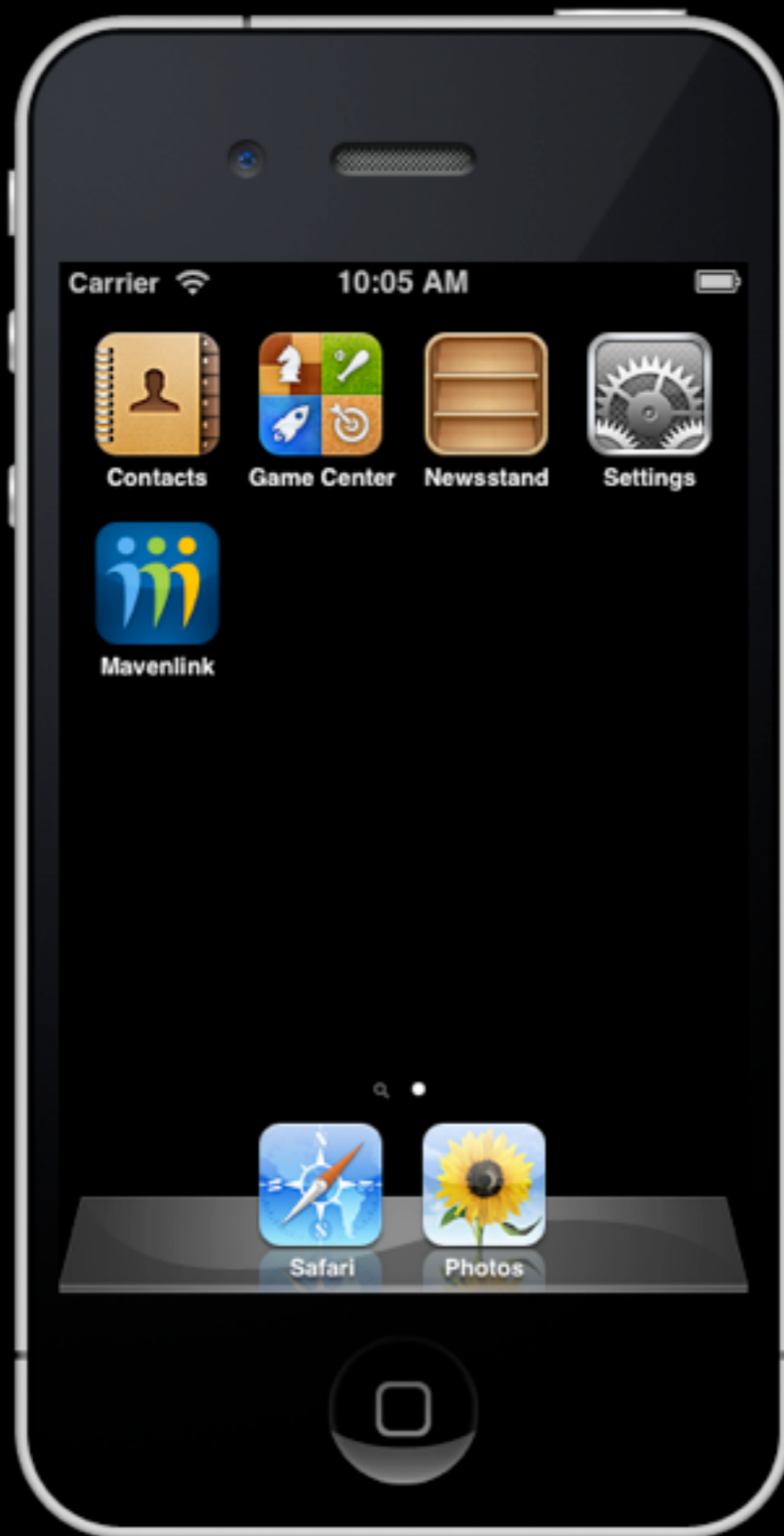
Personalization

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

Personalization is not



Personalization is this:



https://www.mavenlink.com/images/blog/mobile_home_screen/04-iphone.png

<http://www.flickr.com/photos/scobleizer/4779911251/>

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search all preferences (eg. too small)

reset all preferences

size

A A

contrast

A A A A

CUSTOMIZE FURTHER

text to speech

off Press **S** to start and **P** to pause or use page widget.

simplify

off Reduce columns and/or add a table of contents on the side of each page.

display preferences

aliquam

etiam auctor tempus nulla mattis



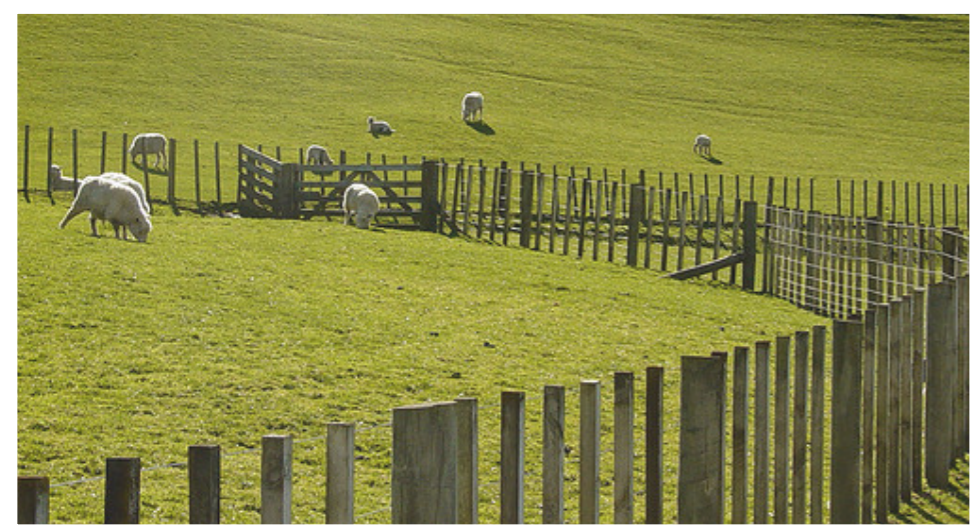
Hoem > Auctor > Mattis > Lorem Ipsum Dolor sit Amet

Lorem Ipsum Dolor sit Amet

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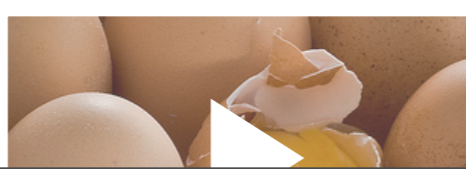
TEMPUS SEMPER VITAE

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Nulla lacinia est eget dui consequat feugiat

Blandit Erat



design that encourages

Adaptation

Participation

“user-continued” design

Inclusive Design is...

- Design that benefits everyone
- A catalyst for new ideas
- More resilient to change
- An ongoing design conversation

Inclusive Design

Designing for a Diverse World

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Break

Design Project

WHAT - describe your problem

WHY - describe your goal

WHO - describe someone you know

WHERE - articulate context

WHEN/HOW- talk about someone you know in that
context

- early sketching

- iterating

WHAT - describe your problem

WHY - describe your goal

e.g. when I try to take a picture on my iPad with my
left hand I can't

imagine a design solution that allows a left-handed
picture to be taken easily or comfortably with an
iPad

WHO - describe someone you know

WHERE - articulate context

tools you might use: personas, journey framework,
mindmap, decision tree

WHEN/HOW- talk about someone you know in that
context

use cases, user-states-and-contexts

- early sketching
- iterating

visual design tool of your choosing

WHAT - describe your problem

WHY - describe your goal

WHO - describe someone you know

WHERE - articulate context

WHEN/HOW- talk about someone you know in that
context

- early sketching

- iterating