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Inclusive Design

Actions and Implementations



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Introduction

Why this framework is needed

Equity, Diversity and Inclusion (EDI) is widely accepted as an approach across businesses. Within design, this manifests both on an organisational level, in the policies, practices and culture of the organisation and design teams, as well as on a design output level, in the inclusive design values, methods and products the team designs. Inclusive Design, “design that considers the full range of human diversity with respect to ability, language, culture, gender, age and other forms of human difference”(Inclusive Design Research Centre, no date), widens audience and customer bases by creating products that are suitable for a wider range of people. “Diverse firms and product teams have repeatedly been shown to make better decisions, come up with more competitive products, and better understand potential customers. Racial and gender diversity are linked to increased sales revenue, more customers, and greater relative profits” (Wachter-Boettcher, S., 2017. It is widely acknowledged (Wachter-Boettcher, 2017; Costanza-Chock, 2020; Noel and Paiva, 2021) that a workforce that reflects the make-up of the general population will be able to better design for a wider range of people, as opposed to reinforcing current inequalities.

The Design Council’s 2022 report on the design Economy details some shocking statistics about the design industries in the UK. Product Design and Digital Design are respectively the second and third largest sector in the UK Design Economies, but they are also the two most unequal in terms of gender distribution, with respectively 12% of the workforce in product and industrial design (increased from 5% in 5 years) and 15% of digital design workers identifying as female, despite a roughly equal distribution of male and female students in design courses in higher education. This problem is compounded by its intersectionality. Non-white ethnic minority groups are significantly under-represented in the design industries at managerial and senior levels, and those with a disability are less likely to occupy senior positions (Design Council, 2022).

This framework comprises of three parts; EDI in the Workplace and Inclusive Design outline actions and implementations that people at different levels of design businesses and teams can take in order to make an impact on Equity, Diversity and Inclusion and Inclusive Design outcomes. Inclusive Design Framework: Exploring Equity, Diversity, and Inclusion in Designers’ Career Lifecycle outlines how designers’ careers develop over time, as well as mindsets, enablers and barriers encountered along the way. These three parts can be used individually or together.

Methodology

How this framework was designed

The data collection for this research was carried out through a 3-month sabbatical funded by the University of the Arts London and hosted by Elvie as an industry partner, and was structured into three phases:

1. Initial literature review: to include academic literature on the subject of EDI and Inclusive Design, as well as books written for a more general audience, in particular focussing on the reading list that had been created by the inclusive design group at Elvie.

2. Interviews with practitioners: Semi-structured qualitative interviews of about 45 minutes were carried out with 26 participants. The participants were recruited according to the criteria that they had experience of working within a design team within the product or digital product industries, and keeping in mind the diversity of respondents in terms of seniority and amount of experience in the field as well as in light of protected characteristics. The interviews were anonymised; participants were given aliases and the main recognisable characteristics were omitted or changed.

3. Co-design workshops: two co-design workshops were conducted with 18 participants in total, to start defining the framework. These workshops linked good practice (in terms of policy, culture and actions) back to principles and literature and case studies, as well as forward to impact and metrics). One workshop was carried out in person at the Elvie offices with participants from across the digital and physical product design teams, and one was conducted remotely and asynchronously with participants from the same industries but outside of Elvie. Participants were given a choice whether they wanted to be named as co-authors of the framework.

After the sabbatical an analysis and design phase followed. This consisted of

- Qualitative analysis of the interview transcripts, identifying themes from the literature as well as emergent themes from the interviews.
- Qualitative analysis of the results of the co-design workshops, and definition of the final framework.
- Design of the frameworks, feedback from the co-designers, and iteration.

Instructions

How to use this framework

The framework is meant to be a starting point for people wanting to drive change within their organisation, no matter what role and level of seniority they are in at the moment. It is not meant to be completely comprehensive, but it is meant to be a starting point that individuals and organisations can use and build on.

Often the topic of EDI feels huge, and an all-or-nothing situation. Individual small actions can feel futile. However, small actions at any level can have a snowball effect on the organisation's culture and ways of working and be a starting point or a catalyst for more systemic change.

The framework comprises 3 parts: Inclusive Design, Equity Diversity and Inclusion in the Workplace, and Designers' Career Lifecycle. These parts can be used together or individually.

This part on Inclusive Design is divided into sections, and each section relates to its most relevant EDI principles. The sections are: Participatory Design, Systemic Thinking, Mindset, Communication, Flexible Approach, Knowledge Building

Each Section is divided into Actions, Implementation, and Impact, and each section features relevant quotes from the qualitative interviews.

Actions shows Actions that can be taken, mapped against inclusive design and accessibility.

Implementation features prompt questions based on the actions, again mapped against inclusive design and accessibility.

Impact shows what changes we see or we can expect from these actions.

The framework is made available under a Creative Commons CC BY-NC. This means individuals and organisations can use this as a starting point, modify it, and make it their own.

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Equitable

Holistic

Participatory Design

“ *I think collaboration is really the way. It's where you're engaging with people on their own terms and allowing people to bring their own capabilities to things. So I think that's a big part of inclusive design.*

- Hilda

Inclusive Design

Accessibility

Marginalised voices are included

Everyone is considered and accounted for - even if it is just at the level of deciding that they will not be a user

Design with historically excluded and understand their needs

Involve users with various abilities to ensure that the product is accessible to everyone.

Designing *with* people, not *for* people

Nothing *about* us, *without* us

Prototyping & Testing

Accessible prototypes and designs

Define key performance indicators (KPIs) related to inclusivity and regularly evaluate design outcomes against these metrics.

Accessibility testing

Create prototypes that are accessible and inclusive from the early stages of design.

Co-creation

Co-innovation

Offering alternative ways to participate (eg remotely)

Testing with a range of real users

Hosting design collab / co-creation sessions with real users

Actively encouraging everyone to participate and share their views

Consideration of who the other customers / users are and what their needs and expectations would be

Encourage team members to build empathy by interacting directly with users, especially those with unique needs.

'Embedded' co-design (within communities)

Ensure everyone can use a product/service as intended

Scope Definition:

Designers should write scope of work specs with Product Owners together - citing exclusion directly. eg, writing stories "As a user with limited mobility, I want..."

Recruitment

Dedicated budget for tailored recruiting

Diverse recruitment practices for research

Design for many, not for one

Broad range of voices

Guidance for caring for our research participants

Form cross-functional teams that include individuals with diverse backgrounds, abilities, and perspectives

Range of participants in the database

Planning and designing for everybody, at every step of design.

One size doesn't fit all

Inclusive design

Are there specific skillsets or perspectives missing in the current teams that could enhance inclusivity?

How can the organization ensure that user research is conducted with sensitivity to the diversity of user experiences?

Accessibility

Are there specific features or functionalities that should be prioritised in early prototypes to address inclusive design requirements? How can the organisation establish measurable goals for inclusivity in design projects?

“

*Designing something with a community, not for them [...]
So really trying to find the shared values within this community.
- Caleb*

Compliance

- WCAG AA compliance; Equality Act 2010, United Nations Convention on the Rights of Persons with Disabilities (CRPD), Americans with Disabilities Act (ADA) , Public Sector Bodies Accessibility Regulations (2018)

Commercial Success

- Increased profits. Strongly improves quality of final design, leading to improved business results.
- Business impact: reduces potential negative branding/press due to non-inclusive and well thought through design.
- The product is successful in terms of sales and people's perception, the brand / business is successful as a result.
- More clients / customers gained (EDI is increasingly important for consumers)
- Better things lead to more money, lead to better things...
- Less missed opportunities

Emotional Health + Support

- When people feel they are cared for, they are involved and 'show up' everyday, it cuts across functional silos and the emotional health of the company improves.
- Design decisions are more thoughtful. People speak without fear and are empowered. Empowerment leads to bold decisions which are supported widely.
- People feeling a sense of belonging.
- People feeling valued and supported.
- People feeling heard, accepted and validated.

Future-proofing

- Preventing negative effects or perpetuation of an inequitable status-quo when designing a new product or service.

Research

- Research in breadth (range of conditions and access needs), then in depth.
- Safe research practices.
- Deep consideration of who the primary target customers / users are and what their needs and expectations would be and what are the different people within that group - Age, gender, culture, abilities, shapes, sizes etc and how might that affect their needs and expectations.
- Real understanding of needs + desires.
- Represent user types that otherwise would be recognised or called out, for example: trans people.
- Consideration of whether the buyer and user might be different people and how their needs and expectations may differ. If they are different people, how might the buyer's perception of the user's needs and expectations differ from reality.
- Research and testing with people with access needs, health conditions and disabilities.
- Consider 'extreme' users when defining target audience.
- Know what to ask/answer.
- Start considering early.
- Identify knowledge gaps (who are we not focusing on)/ unintended consequences / harms.

Innovation

- Helps thinking of new possibilities for resources and processes.
- Innovation.

Societal Impact

- Reduced inequalities.
- Sustainable design.
- Rewrite the harm created systematically.
- More people are able to contribute to society.
- Positive social and societal impact.

Scope

- The widest range of people possible have a positive experience when interacting with the product. Sustainable design.
- Everyone can meet their goals without disproportionate barriers.
- Largest number of possible users.
- Benefit and practice for mass audience.
- Everyone benefits from solution.

Community Building & Trust

- Fosters long-term community relationships.
- Trustworthiness

Systemic Thinking

“ It’s just that like appreciation of different backgrounds, like people having different experiences. I think it really broadens your mind like it stops you from going into autopilot and thinking everyone around you are the same as you, which I think is easy to do when everyone looks the same as you.
- Lynn

Inclusive Design

Consider a wide audience

Consider the planet and our environment

Assess the long-term impact and scalability of the design solution beyond immediate goals

Guidance for caring for our research participants

The customer and user are not the only people that may interact or be affected by the product

End to end thinking

Beyond human centred

Accessibility

Prototyping & Testing

Accessible prototypes and designs

Accessibility testing

Prioritise the adoption of inclusive technologies that enhance accessibility for users with diverse needs.

Build prototypes that simulate real-world scenarios, considering the broader context and interactions that users may encounter.

Evaluate the broader ecosystem in which the design will operate, including technological, cultural, and environmental factors.

Inclusive design

What dependencies exist between the design and external factors, and how can these be proactively addressed?

How can the organisation anticipate and mitigate potential unintended consequences or challenges arising from the design?

Accessibility

Are there processes in place to assess and integrate technologies that enhance accessibility without creating new barriers?

How can the organisation ensure that prototypes capture the complexities of real-world usage for users with different abilities?

How can the organisation gather insights into the diverse contexts in which the product or service will be used during the prototyping phase?

“*But also in terms of the work, I think we just kind of were able to have more insight into yeah, like what our users needed. Again I think there is, obviously there's only so many assumptions or hypothesis you should really make and then you should bring those users in. But actually to have that diversity and the team means that you're representing your greater, even from that kind of like identification designer, at some point you've got like a bigger range, which is really good.*

- Lynn

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Community Building & Trust

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Mindset

“*Inclusive design and inclusion is not you being nice and making an extra effort to bring people in. It should be again reframed as doing the minimum, like meeting the needs of your users. I've seen a lot of people try and sweep it under the rug, and I think the best thing you can do is actually say no, we can't sweep it under the rug.*

- Lynn

Inclusive Design

Accessibility

Inclusive Design Tools

Empathy tools

Using Inclusive Design tools like the “*Inclusive Panda*”
<https://axbom.com/panda/>

Accessibility audits

Using tools + frameworks to understand

Considering different needs in designing project activities (eg shorter meetings for those with neurodiversity needs)

Implement collaborative platforms that facilitate feedback and input from diverse stakeholders during the design process.

Awareness

Unintended consequences workshop

Organise hands-on workshops that allow employees to practice and apply inclusive design principles

Awareness
Raising awareness in teams about the constituents of inclusive design with regular trainings, courses and knowledge share

Continuous learning and improvement

Actively think ‘anti-exclusion’

Be truthful when we’re designing

Proactiveness

Role Creation

Explicitly include inclusive design skills and mindset in job descriptions and role requirements

Inclusive designer as a role

Assumptions can be dangerous

Be aware of your shortfalls

Trust in time investment

Where do our assumptions come from

Not making assumptions about needs

Less fixation on ‘average user’ or ‘statistically significant’ samples

Understanding we have limited knowledge unless we have been through it ourselves

Establish dedicated teams focused specifically on accessibility across different departments

Focus on accessibility needs across the whole journey

EDI focus when engaging users and stakeholders

Make it so everyone can access

No supremacy

Design for all not just the average

Design for extremes as a standard

Integrate accessibility testing tools into the development and design workflows

Inclusive design

How can the organization ensure that job descriptions emphasise the importance of inclusive design across different departments?

Are there training programs to familiarise employees with the use of inclusive design tools?

How can the organisation tailor workshops to address the specific needs and challenges faced by different departments?

How can the organisation showcase and celebrate successful inclusive design initiatives to inspire others?

Accessibility

Are there established processes for incorporating accessibility testing at different stages of the development lifecycle?

“ I think if we're doing design right, we naturally look to try and include and understand and empathise. But I think we just have to be more purposeful in how when we're thinking about who we're including in the definition of a problem or solution, who are we accidentally or might be inadvertently excluding as a result.

- Scott

Satisfaction

- Increased user, staff and team satisfaction

Emotional Health + Support

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- People feeling valued and supported.
- People feeling heard, accepted and validated.

Influence

- Competitor businesses try to follow these positive values
- The positive values rub off onto people who interact with the brand / product.
- Becomes the norm e.g. ramps.
- More uptake from marginalised groups.
- Word of mouth recommendations.

Community Building & Trust

- Fosters long-term community relationships.
- Trustworthiness.

Innovation

- Helps thinking of new possibilities for resources and processes.
- Innovation.

Societal Impact

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Communication

Accountability

Sensitivity

Transparency

“ Examples of how we try to be inclusive for our users is we use multiple different channels that somebody can engage with the service so we have online, telephone, face to face and paper and we have different language options so people can apply in different languages [...] We offer large texts. We offer Braille, and we offer translation services for sign language users as well. We try to keep reading age to 12 years of age so that it's easier to read as well.

- Opal

Inclusive Design

Language & communication

Inclusive language internally and externally

Transparent working and communication

Conduct regular audits of communication channels to ensure they meet accessibility standards.

Plain English

Ensure that all communication materials, including written, visual, and audio content, are accessible to individuals with diverse abilities.

Develop and implement guidelines for using inclusive language in all internal and external communications.

Advocacy

Incorporate inclusive design principles into the organization's brand messaging and communication strategies.

Champion the practice

Open design process

Language (tone) is central

Accessibility

Specific to the design space, a well established connection with a diverse customer base could support valuable work. As a standard offer this could not only give value to clients but it would also set a very clear standard / baseline to clients and colleagues alike.

Inclusive design is the responsibility of everyone in the team.

Inclusive design

How can the organisation align brand messaging with inclusive design values, showcasing a commitment to diversity and accessibility?

How can the organisation identify and engage with external partners who align with its inclusive design goals?

How can the organisation establish accessibility standards for different types of communication materials?

Accessibility

Are there mechanisms for users to provide feedback on the accessibility of communication channels, and how is this feedback addressed?

Emotional Health + Support

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Flexible Approach

Accountability

Sensitivity

Transparency

“ *[Polly talks about a positive experience being involved in the design process as a user]*
It made me feel like I was considered. It made me feel that in the process of the design all of them put it together. They spoke to someone or they researched individuals as myself, incorporating that into the whole kind of design process. [...] I was accepted, I was human, I'm being accepted in this space.
- Polly

Inclusive Design

Accessibility

Seek Specialist Help

Having recruitment budget for interpreters

Specialists for special tasks

Actively employ specialist agencies Eg, Testing for WCAG compliance with agencies that employ people with disabilities

Contracts with specialist recruitment agencies

Establish internal support structures, such as mentorship programs and knowledge-sharing platforms, to assist teams in navigating challenges.

Learning from other disciplines

Assuming best intentions first

Get comfortable with being uncomfortable and challenging biases/thinking

Negative impact prevention

Approach

Consider reasonable adjustments

Active listening

Start by designing for the most marginalised groups

Who you excluded and why

Healthy disagreement

Design Justice

Guidance for caring for our research participants

Make time + space + investment

Non-extractive practices

Respectful of new communities & paying fairly

Non-biased

Implement ethical practices that prioritise respect and inclusivity, avoiding practices that extract information without meaningful consent.

Support

Offering additional support to team members/users/stakeholders if they need it.

Ensure people are supported and comfortable.

Addressing discrimination and microaggressions when they happen.

Implement responsive user support channels that allow individuals to seek assistance and provide feedback related to accessibility.

Inclusive design

&

Accessibility

How can the organisation facilitate effective communication and collaboration between teams with different skill sets?

Are there mechanisms for obtaining informed consent and providing transparency when needed?

How can the organisation create a supportive environment that encourages employees to seek assistance and share experiences?

Commercial Success

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Innovation

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- Innovation.

Knowledge Building

“ I would say the biggest thing is really having the right sponsorship mandate for the first thing. Because in all honesty, people want to do the right thing. There are very few designers who would say I do not want to do inclusive. Everyone wants to but they don't have the headspace. They don't have bosses. They don't have the knowledge and often they are on you know sprints and time bound projects where to deliver. And in the midst of this? How do they grow their knowledge? How do they have space to experiment?
- Georgina

Inclusive Design

Establish partnerships with educational institutions to stay informed about the latest research and developments in inclusive design.

Have EDI panel that ensures all design plans are EDI friendly.

Community / charity relationships.

Have a peer review system in place so people can get support when needed.

Accessibility

Encourage employees to engage in research and experimentation related to inclusive design, allowing for innovation and knowledge building.

Create an open and safe culture where people can talk, discuss and feedback openly.

Develop and implement comprehensive accessibility training programs for employees at all levels.

Conduct regular workshops led by experts in inclusive design to share knowledge and foster a culture of continuous learning.

Inclusive design

Are there mechanisms for continuous updates and additions to learning paths to reflect emerging trends and best practices in inclusive design?

Are there platforms for employees to contribute to the community by sharing relevant articles, case studies, or personal experiences?

Accessibility

Are there established channels for ongoing communication and collaboration with external accessibility entities?

Are there mechanisms for tracking and assessing the effectiveness of accessibility training?

Emotional Health + Support

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This is one of three parts of the Inclusive Design Framework.

All parts can be found here:

Designers' Careers Lifecycles

Grimaldi S. et al (2023,) Inclusive Design Framework: Exploring Equity, Diversity, and Inclusion in Designers' Career Lifecycle. University of the Arts London, London. DOI [10.58129/y0gd-t323](https://doi.org/10.58129/y0gd-t323)

EDI in the Workplace

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