





- Customize tech for customers: Conversational
 Al, Digital Twins, Mixed Reality etc.
- Global team manager in US and 50 teammates all over the world
- Work across countries on a project basis , ranging from Europe, Americas, Middle East & Africa etc.
- Work across industries, ranging from retail to manufacturing to healthcare

THE DESIGN STRATEGY PODCAST

Talking about Inclusive Design...

What are your expectations for today?

Accessible Design

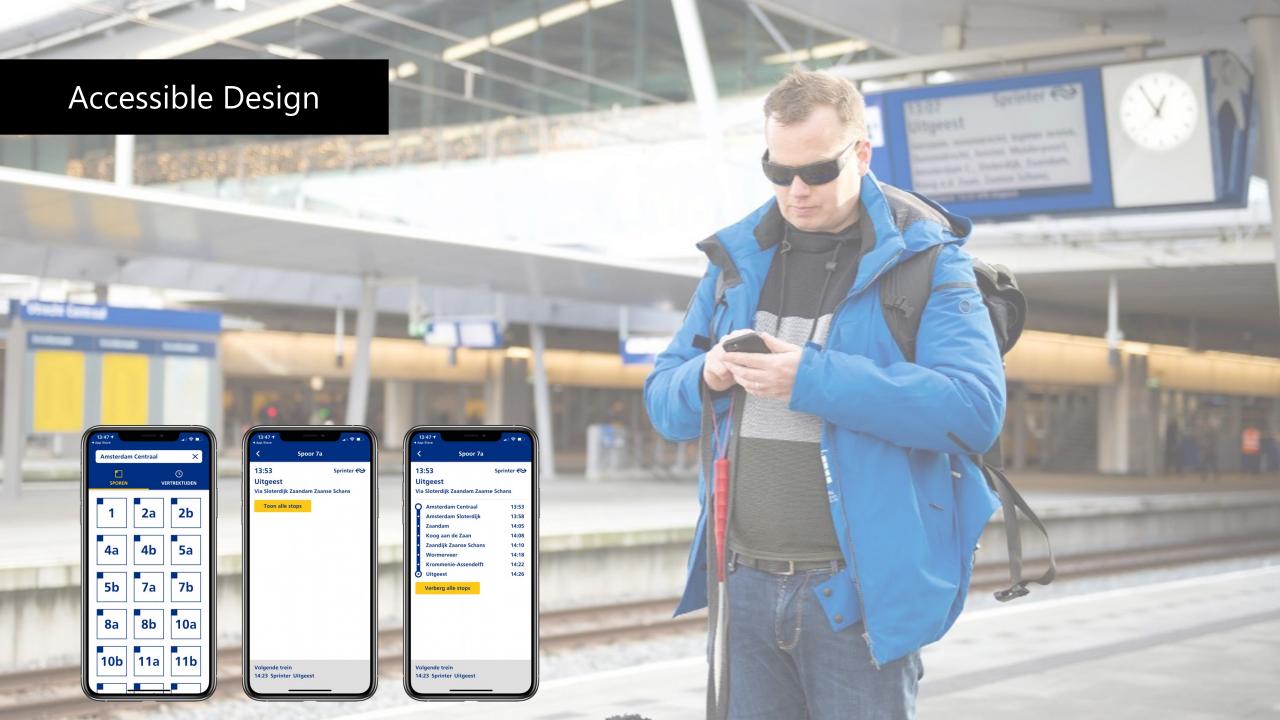
Design approach which is outcome-based and focuses on designing usable products specifically for...

PEOPLE WITH A DISABILITY

Inclusive Design

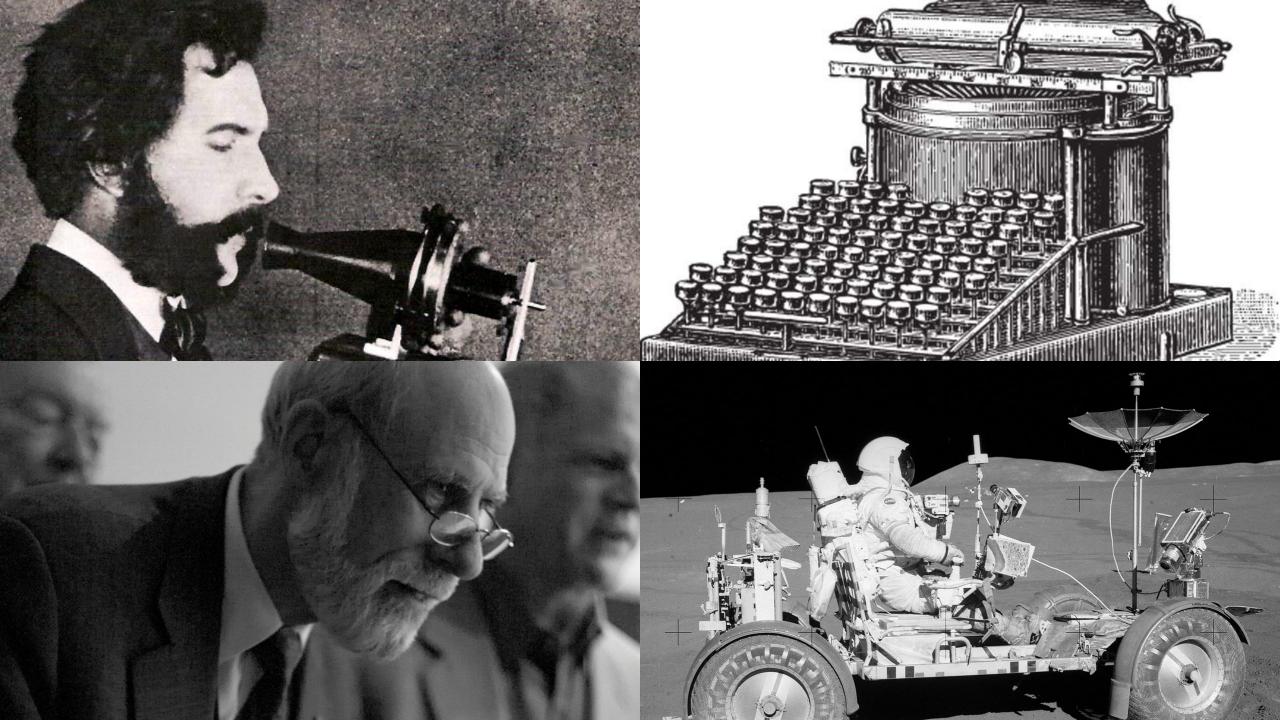
Design approach which is process-based and focuses on designing usable products for...

EVERYONE



Inclusion is an engine for innovation

Some of the greatest inventions of our time, came from people driven to overcome exclusion and usually for very personal reasons

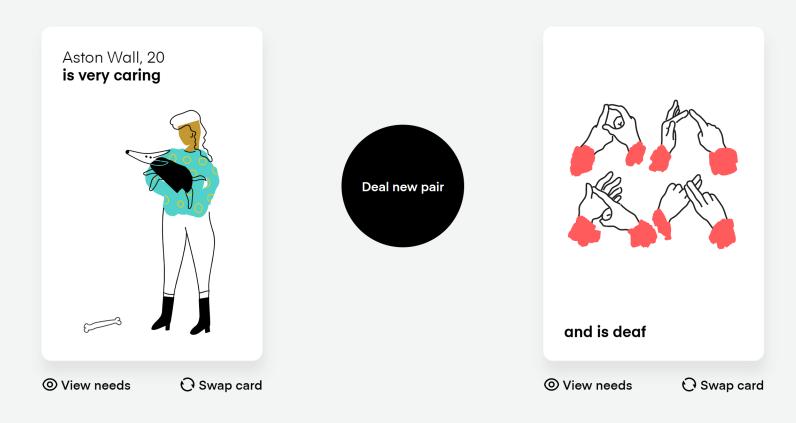


ADOBE DESIGN

Inclusive Design at Adobe



How can you meet their needs?



Microsoft Methodology



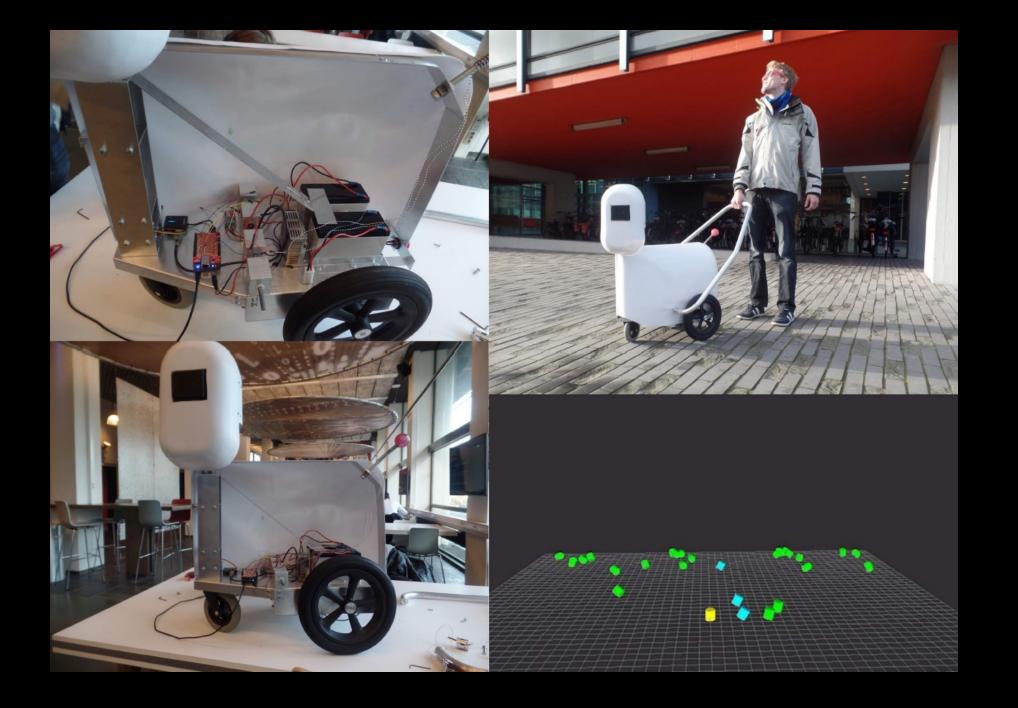
"Empower every person and every organization in the world to achieve more."



"Empower every person and every organization in the world to achieve more."

"Inclusive teams that value diverse perspectives and inclusive design principles will have the deepest impact in building products designed <u>for everyone</u>."

Satya Nadella, CEO Microsoft



Why Microsoft inclusive design?

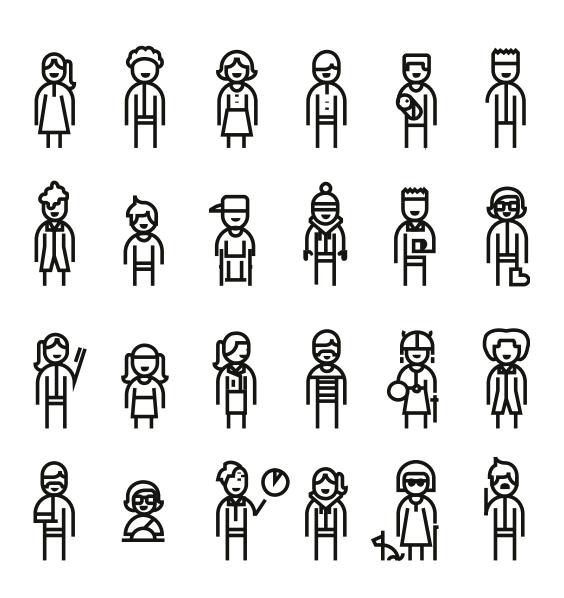
Empower every person and every organization on the planet to achieve more.

There are 7.4 billion people in the world.

Our ambition is to create products that are physically, cognitively, and emotionally appropriate for each of them.

The Methodology

Microsoft's Inclusive Design methodology is a design methodology that enables and draws on the full range of human diversity.



DISABILITY



PERSONAL HEALTH CONDITION

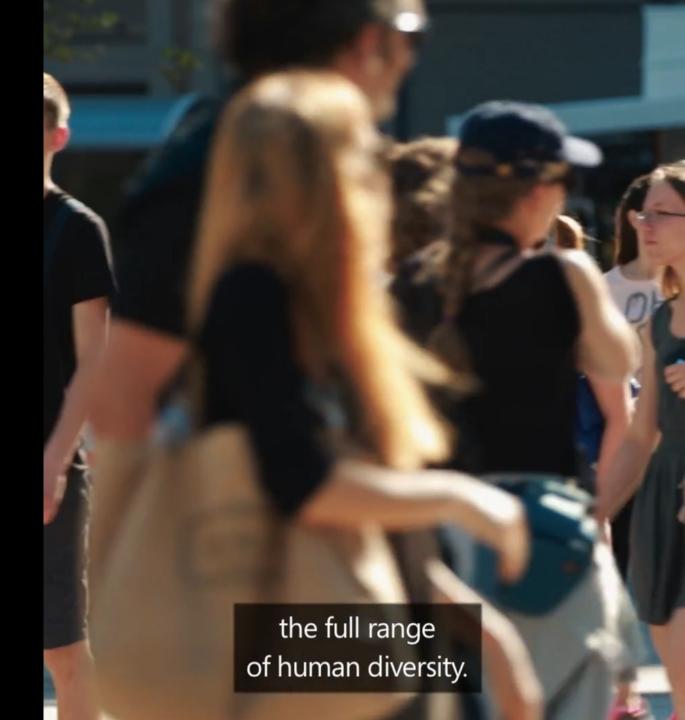
DISABILITY

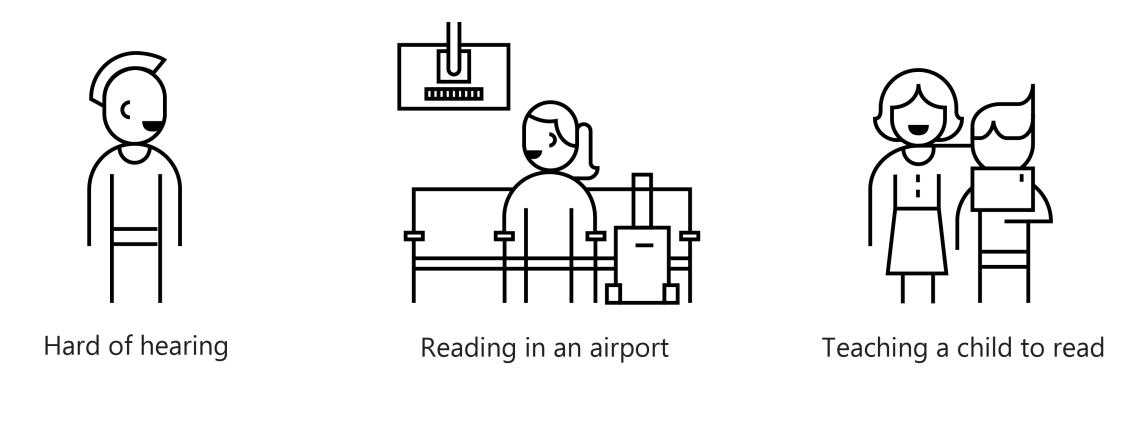
MISMATCHED HUMAN INTERACTIONS Disability happens at the points of interaction between a person and society. Physical, cognitive, and social exclusion is the result of **mismatched interactions**.

As designers, it's our responsibility to know how our designs affect these interactions and create mismatches.

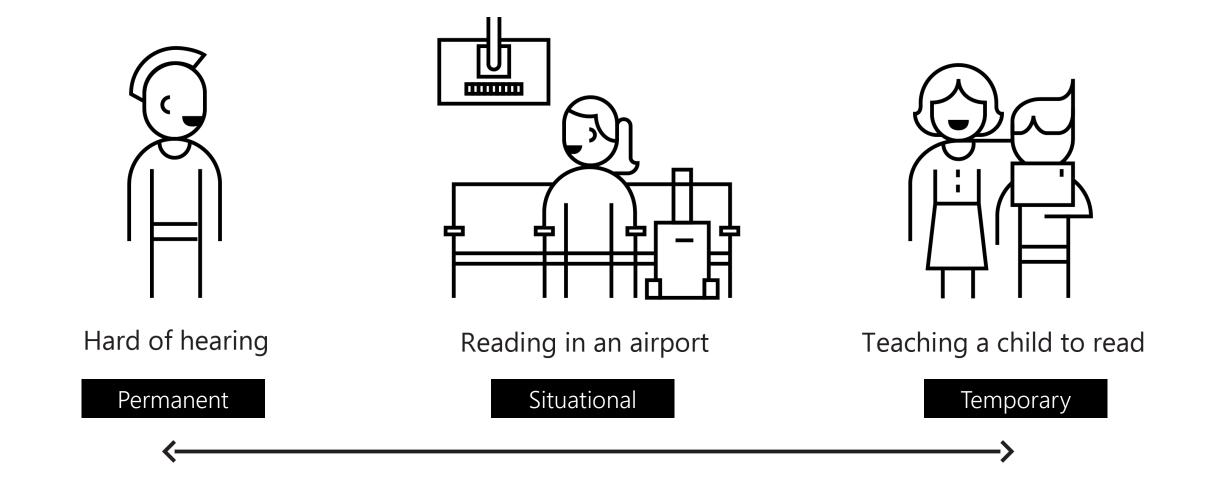


Closed Captioning





More people benefit from closed captioning



Persona Spectrum

3 principles of inclusive design

01 Recognize exclusion

02 Learn from diversity

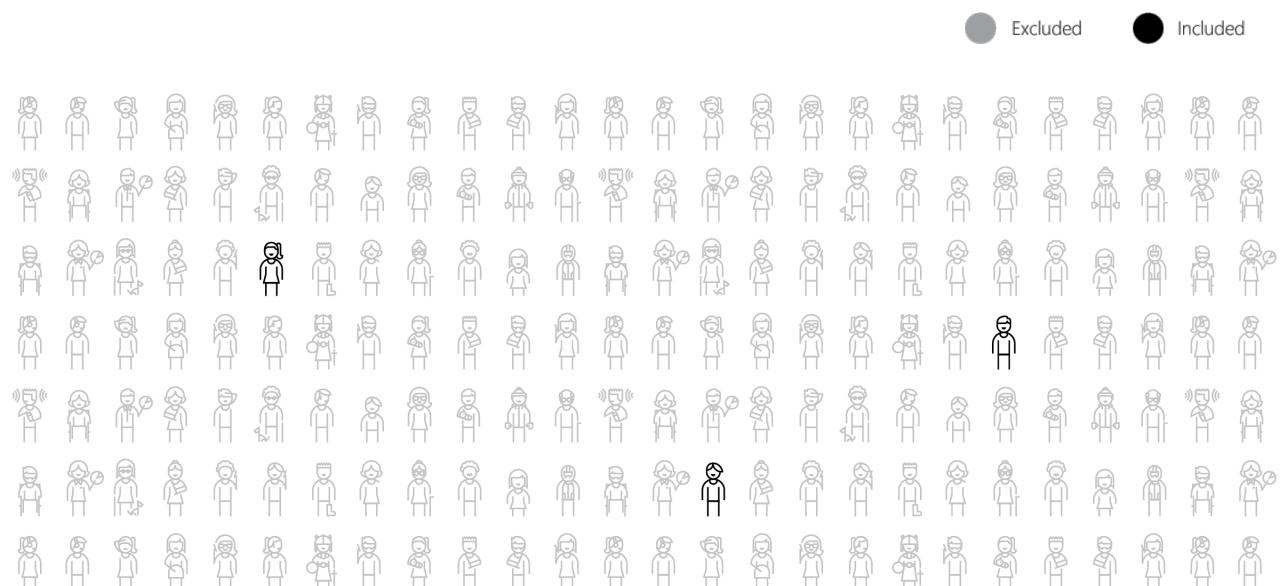
O3 Solve for one, extend to many

01

Recognize exclusion

Exclusion happens when we solve problems using our own biases

Who are we designing for / Who gets excluded?



Points of exclusion help us generate new ideas and inclusive designs. They highlight **opportunities** to create solutions with utility and elegance for many people.

02

Learn from diversity

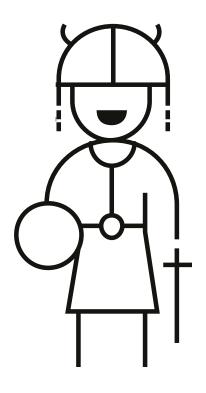
Human beings are the real experts in adapting to diversity

Inclusive Design means you include a range of people in the design process

03

Solve for one, extend to many

by focusing on what's universally important to all humans



It's counter intuitive, but...

...designing for a specific person with distinct needs and goals can inspire new product ideas in ways you didn't imagine.



The Toolkit

Design

Fluent Design System

Inclusive Design

sign Car

Careers

Articles

Inclusive Design

Inclusive Design is a methodology, born out of digital environments, that enables and draws on the full range of human diversity. Most importantly, this means including and learning from people with a range of perspectives.



Process Phases



Get Oriented

Equip yourself with the information you need to get started. This stage introduces empathetic problem solving and research, and the basics of inclusive design.



Frame

Learn from different perspectives and apply them to the bigger picture. This stage informs your design thinking through the lens of human limitations and possibilities.



Ideate

This is a generative phase that results in first-round concepts. You'll explore the mismatches that exist in various experiences, and formulate human-led, purposeful interactions from your discoveries.

Process Phases



Iterate

Here's where you'll build and test prototypes of your solution. You'll stress test your concepts from a micro-view and holistically, as you continuously brainstorm and refine.



Optimize

Take a step back to evolve your assumptions. Review your solution from every angle, and measure its success in terms of inclusive design and real-world feasibility.

01 | Empathy map Designed for Date Version SAYS THINKS Permanent Temporary Situational

Support Card | The Persona Spectrum

We use a Persona Spectrum to understand related limitations across a spectrum of permanent, temporary, and situational disabilities. It's a quick tool to help foster empathy and to show how a solution can scale to a broader audience.

	Permanent	Temporary	Situational
Touch			
	One arm	Arm injury	New parent
See			
	Blind	Cataract	Distracted driver
Hear	Deaf	Ear infection	Bartender
Speak			
	Non-verbal	Laryngitis	Heavy accent



01 | Empathy map

Designed for

Date
DECEMBER 2021

Version

ASK OTHERS TO VALIDATE WHETHER I'M SEEING THE RIGHT COLORS? **THINKS** SAYS AM I SEEING THE COLORS CORRECTLY? Activity: SEEING Permanent Temporary Situational ÷;-SUN SHINING EYE INFECTION COLOR BLIND IN EYES INSPECT THE DIFFERENT COLORS AND CHECK CONTRASTS FEELS FEEL INSECURE AS I'M NOT CERTAIN OF SEEING THE RIGHT COLORS

02| User Journey

Designed for Date Version

USER JOURNEY		Starting point p	End point
	Physical Context		
MISMATCHES	Social Context		
MISM	Human + environme	ent	
	Human + object		

Support Card | Physical Context

Different environments enable different capabilities, present different limitations, and have different rules and social norms.

Here are a few examples for inspiration:



At home



In the wilderness



In a library



In a car



In the city center



On the bus



Support Card | Social Context

Different social contexts come with different rules, behaviors, and social norms.

Here are some examples of social contexts for inspiration:



Alone



With coworkers



In a crowd



With friends and family

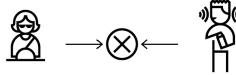


Support Card | Examples of Mismatch

Exclusion can be caused by mismatched interactions between other humans, humans and their environments, and humans and objects.

A few examples of these are:

Between humans



Can't type

Can't hear

Human+ enviroment







Glare from sun

Windy

Cold

Human+ object







Left-handed user

Narrow door

Tall shelf

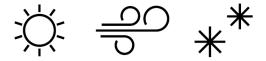


Support Card | Conditions

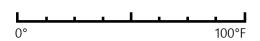
Different environmental conditions can change our situational limitations.

Here are some examples of conditions to consider.

Weather



Temperature



Time of the day

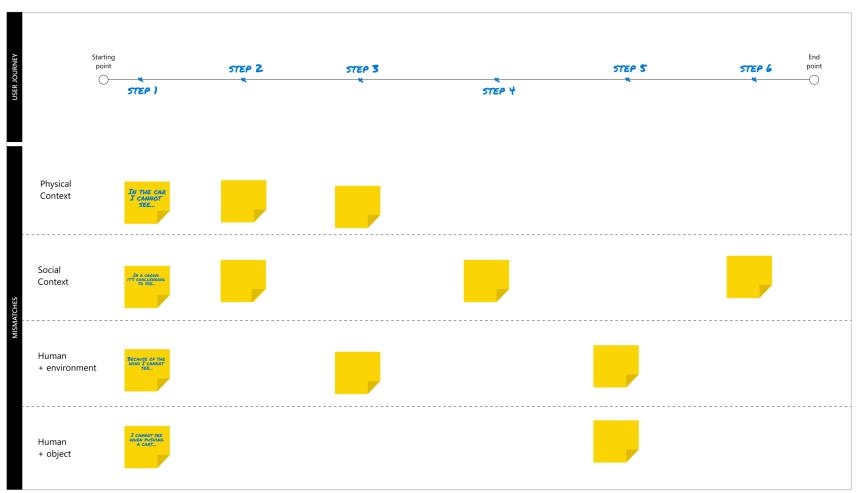




User Journey

Designed for

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03 | Ideation

Designed for

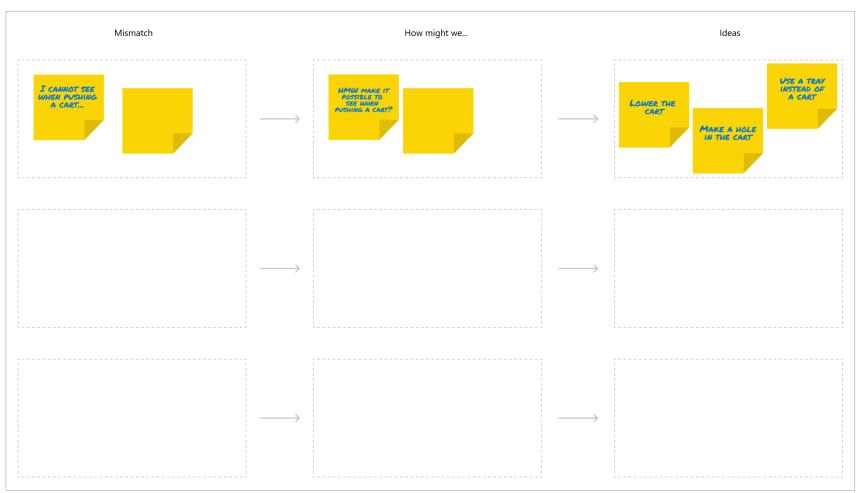
Date

Mismatch	7	How might we	*	Potential Solutions
	→		→	
	→		→	
	→		→	

Ideation

Designed for

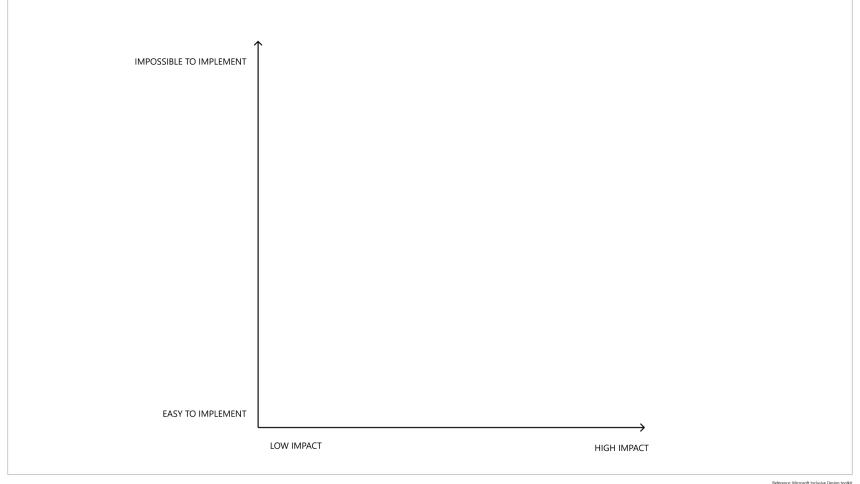
Date
DECEMBER 2021



04 Prioritization

Designed for

Date

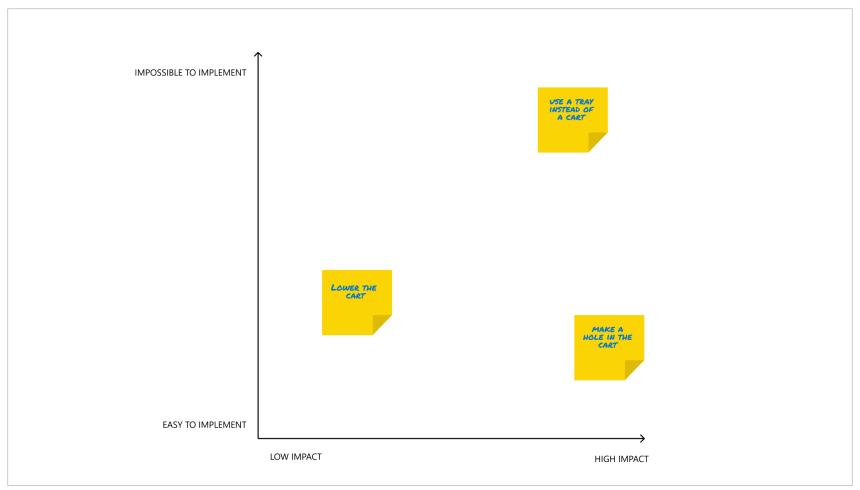


04 Prioritization

Designed for

Date

DECEMBER 2021



Key takeaways

Design for 7 billion starts with Design for one

- Identify the barriers that exclude people and who is excluded.
- Learn from their expertise and how they interact with your business.
- Design solutions that adapt to fit them in human(e) ways.
- Extend the benefit to anyone with similar motivations and context or circumstances.

3 principles of inclusive design

01 Recognize exclusion

02 Learn from diversity

O3 Solve for one, extend to many

Thank you

Let's connect via LinkedIn: <u>Josephine Scholtes | LinkedIn</u>