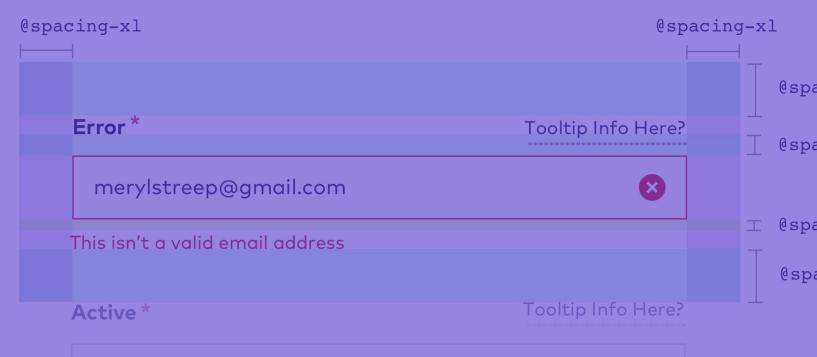
## Inclusive Inputs

A *form*ative lesson in inclusivity for the web's most beloved UI pattern.

Active *	Tooltip Info Here?
Focus *	Tooltip Info Here?
Disabled *	Tooltip Info Here?
merylstreep@gmail.com	
Error *	Tooltip Info Here?
merylstreep@gmailcon	×
This isn't a valid email address	
Success	Tooltip Info Here?
merylstreep@gmail.com	•

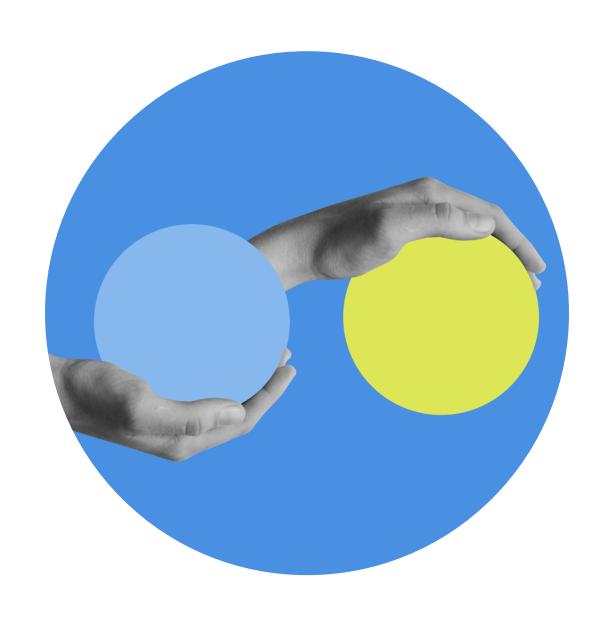
#### **Spacing**





BECAME A DEVELOPER

HackerYou



REALIZED MY TRUE LOVE (DESIGN)

TWG



**FOLLOWED MY HEART** 

League

## She/Her/Hers Hand-Letterer Product Design Leader Community Builder Abuser of Expletives Recovering Front-End Dev







# It's our responsibility to design spaces where everyone is welcome.



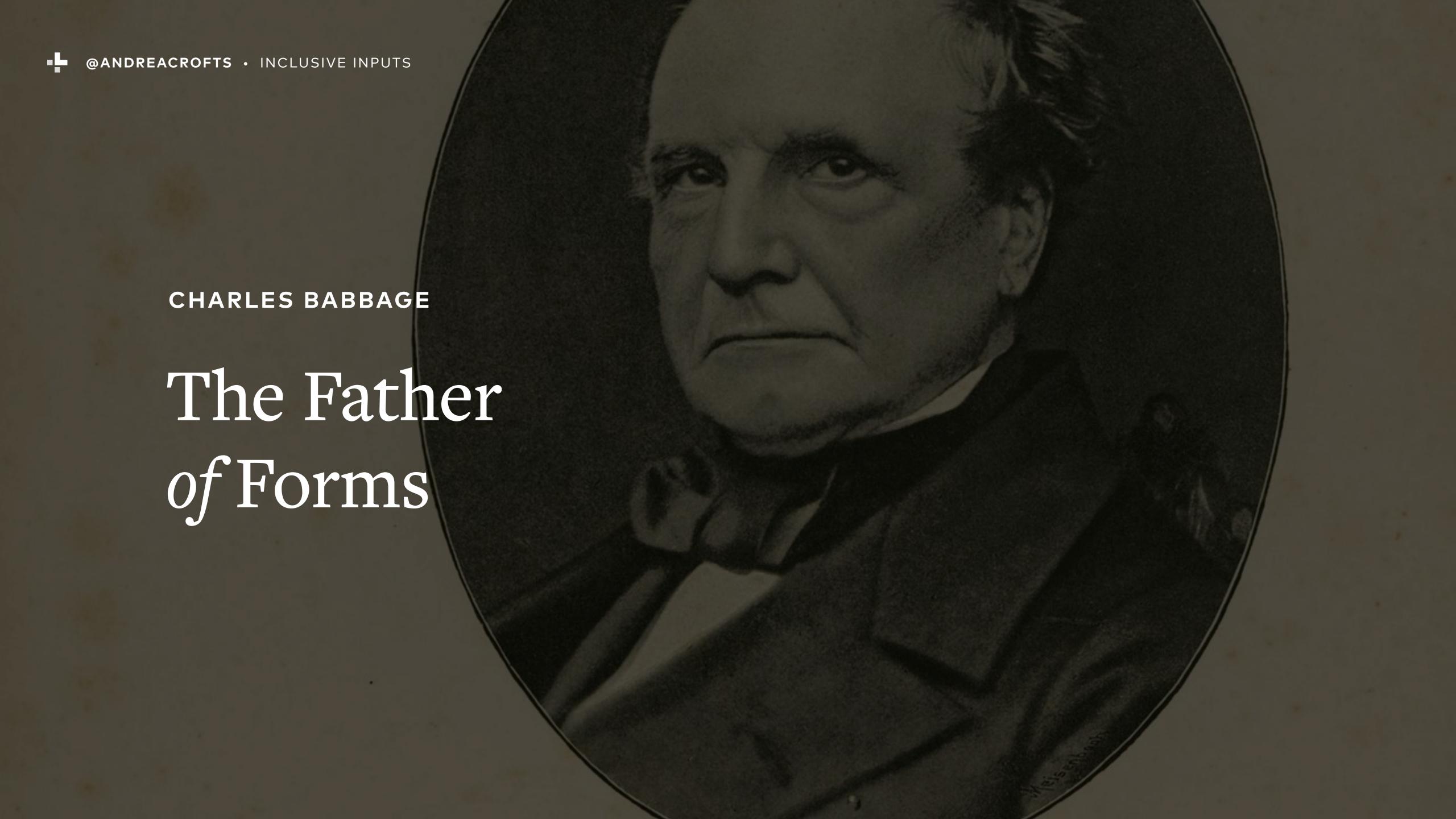
## Hello.

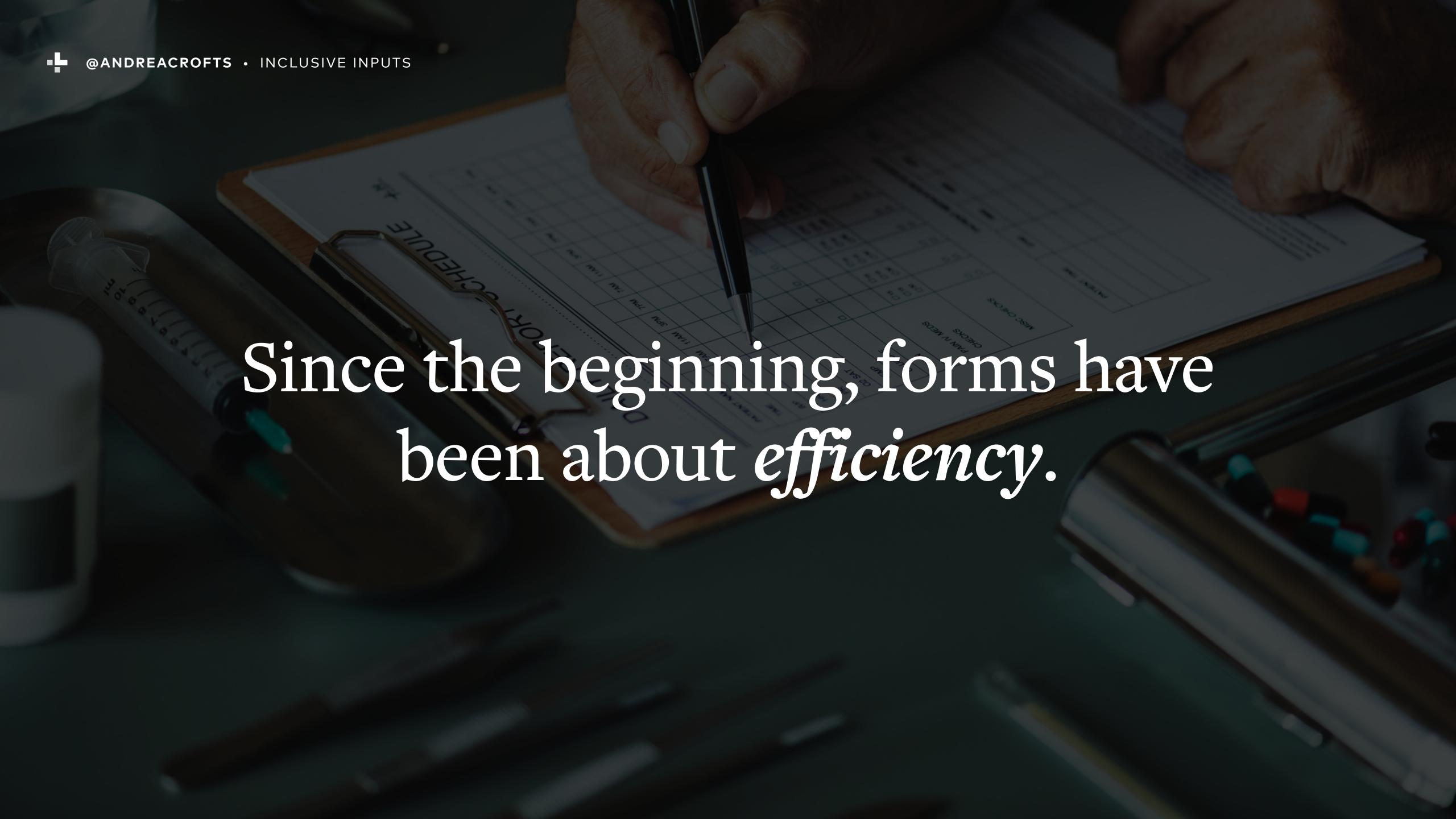
### **TODAY'S AGENDA**

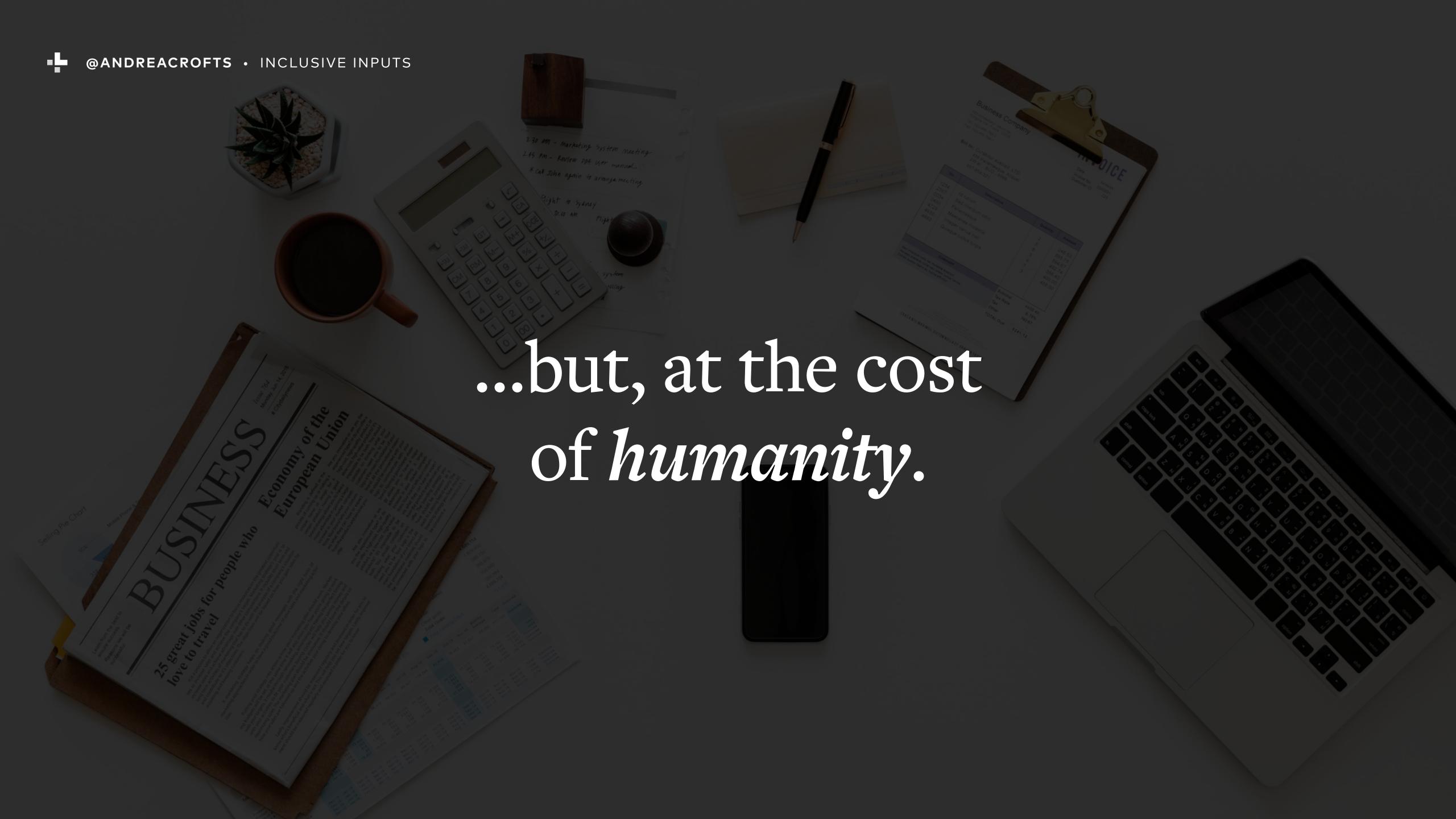
- 1 An informative history
- 02 Universal Form Design
- 03 Best-In-Class Examples
- 04 Key Takeaways

PART ONE

## An Informative History









#### WHY ARE FORMS SO IMPORTANT?

Poor usability could cost someone their mobility, or even their citizenship.

for Canadians Warning: Any false or the concealment of any passport, or the refusa be processed if you fail or disclo	misleading statem material fact, ma I of passport servi to complete all of sure of any perso Type or print in	f age or on the second	Passport Ap over applying in ect to this application and e refusal to issue a passport by be grounds for criminal p sections of this form and/ on required for the delivery ETTERS using black of	Canada I any supportiont, the revocations or refuse to confuse to	or from the ing document, in ation of a current our application onsent to the ex services.	cluding ly valid	PROTEC	TED WHEN COMPLETED
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,							ET)	Date of travel
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If passport request surname (last nam		$\rightarrow$	Year of marriage	Surname	e (last name)	of spous	е	
Date of birth Year Month	Day Place o	f birth		Country				Prov./Terr./State (if applica
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Canadä



#### WHY ARE FORMS SO IMPORTANT?

It could cost someone thousands of dollars in out-of-pocket insurance expenses.

#### HEALTH INSURANCE OLAIM FORM

PROVED BY NATIONAL UNIFORM CLAIM COMMITTEE 08/95

PICA		PICA TT		
1. MEDICARE MEDICAD TRICARE CHAMPA	" _ SECULO _ EECONO _ OTHER	1a. INSURED'S LD. NUMBER (For Program in Item 1)		
(Medicare #) (Medicald #) (Sponsor's SSN) (Member)				
2. PATIENT'S NAME (Last Nums, First Name, Middle Initial)	A PATTENT'S BRITH DATE SEX	4. INSURED'S NAME (Last Name, First Name, Middle Initial)		
6. PATIENT'S ADDRESS INc., Street)	6. PATIENT RELATIONSHIP TO INSURED	* BOLDON S AND COO RE. Otton B		
a PATIENT & ADDRESS (No., STIME)		7. INSURED'S ADDRESS (No., Street)		
QTY STATE	8 PATIENT STATUS	QTY STATE		
	Single Married Other	uii uii		
ZIP CODE TELEPHONE (Include Area Code)	1	ZP CODE TELEPHONE (Include Area Code)		
( )	Employed Student Part-Time	( )		
9. CTHER INSURED SNAME (Last Name, First Name, Middle Initial)	10. IS PATIENT'S CONDITION RELATED TO:	11. INSURED'S POLICY GROUP OR FECA NUMBER		
A OTHER INSURED'S POLICY OR GROUP NUMBER	a. EMPLOYMENT? (Current or Previous)	NSURED'S DATE OF BIRTH SEX		
	TYES TNO	MM   DO   YY M   F		
b. OTHER INSURED'S DATE OF BIRTH SEX	LAUTO ACCIDENT? PLACE (State)	L EMPLOYER'S NAME OR SCHOOL NAME		
M   F	YES NO			
6. EMPLOYER'S NAME OR SCHOOL NAME	C. OTHER ACCEDENT?	c. INSUFANCE PLAN NAME OR PROGRAM NAME		
	YES NO			
& INSURANCE PLAN NAME OF PROGRAM NAME	1 of RESERVED FOR LOCAL USE	4. IS THERE ANOTHER HEALTH BENEFIT PLANT		
		YES NO If yee, return to and complete its m9 a-d.		
READ BACK OF FORM BEFORE COMPLETIN  12. PATIENT'S OR AUTHORIZED PERSON'S SIGNATURE: I authorize the to process this dain. I also request payment of government blenefits either below.	<ol> <li>INSURED'S OR AUTHORIZED PERSONS SIGNATURE I authorize payment of medical benefits to the undersigned physician or supplier for sentoes described below.</li> </ol>			
SIGNED	DATE	SIGNED		
14. DATEOF CURRENT: ILLNESS (Rint symptom) OR 15.  INJURY (Acidan) OR PREGNANCY (LMP)	18. DATES PATIENT UNABLE TO WORK IN CUPRENT OCCUPATION			
17. NAME OF REFERRING PROVIDER OR OTHER SOURCE 17/		18. HOSPITALIZATION DATES RELATED TO CURRENT SERVICES		
178	FROM TO TO TO TO			
19. RESERVED FOR LOCAL USE	•	29. OUTSDELAB? \$ CHARGES		
		YES NO		
21. DIAGNOSIS OR NATURE OF LUNESS OR INJURY (Relate literes 1, 2	,3 or 4 to tern 24EbyLine)	22. MEDICAID RESUBMISSION ORIGINAL REF. NO.		
1. L	23. PRIOR AUTHORIZATION NUMBER			
2 4				
SA. A. DATE(S) OF SERVICE B. C. D. PROCE	DUNES, SERVICES, ON SUPPLIES E. In Unusual Groumstances) DIAGNOSIS	F. G. H. I. J. RENDERING		
MIM DO YY MM DO YY BRIDE BMG CPTHO		\$ CHARGES UNITS for QUAL PROVIDER ID. #		
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25. FEDERAL TAXILD. NUMBER SSN EIN 26. PATIENT'S	ACCOUNTING. 27. ACCEPT ASSIGNMENT?	29. TOTAL CHARGE 29. AMOUNT PAID 30. BALANCEDUE		
	YES NO	8 8		

LET'S BE HONEST

## Insurance pretty much sucks.

# "Anything to do with health insurance is generally terrible."

- MOST PEOPLE

Note: They're not saying this about League 😉



**PART TWO** 

## Universal Form Design

## Diversity is a fact Inclusion is a choice

- JUSTIN TRUDEAU

Prime Minister of Canada

## Spectrums vs. Binaries



### **WEB ACCESSIBILITY**

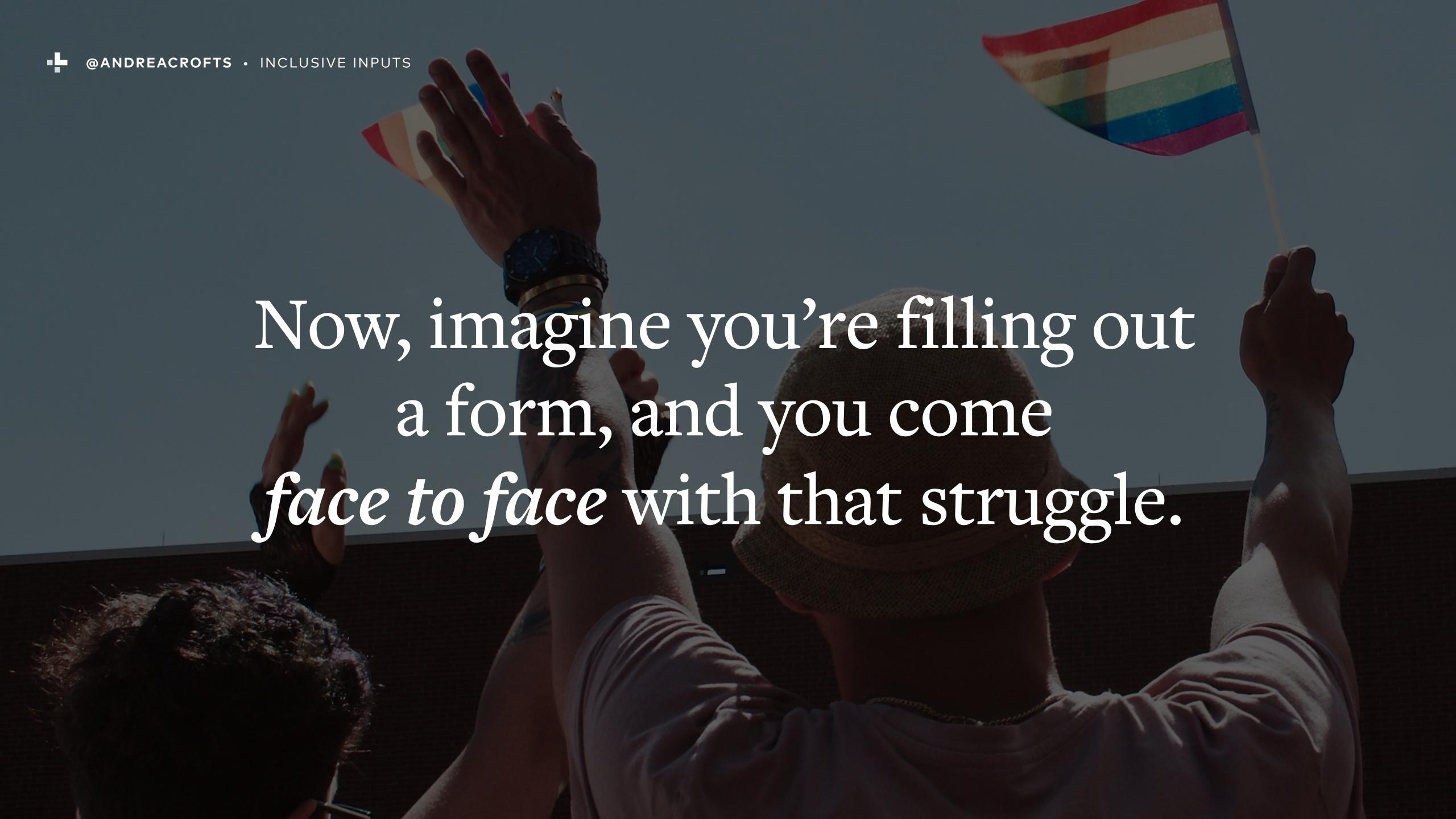
The inclusive practice of removing barriers that prevent interaction with or access to websites

Source: Wikipedia







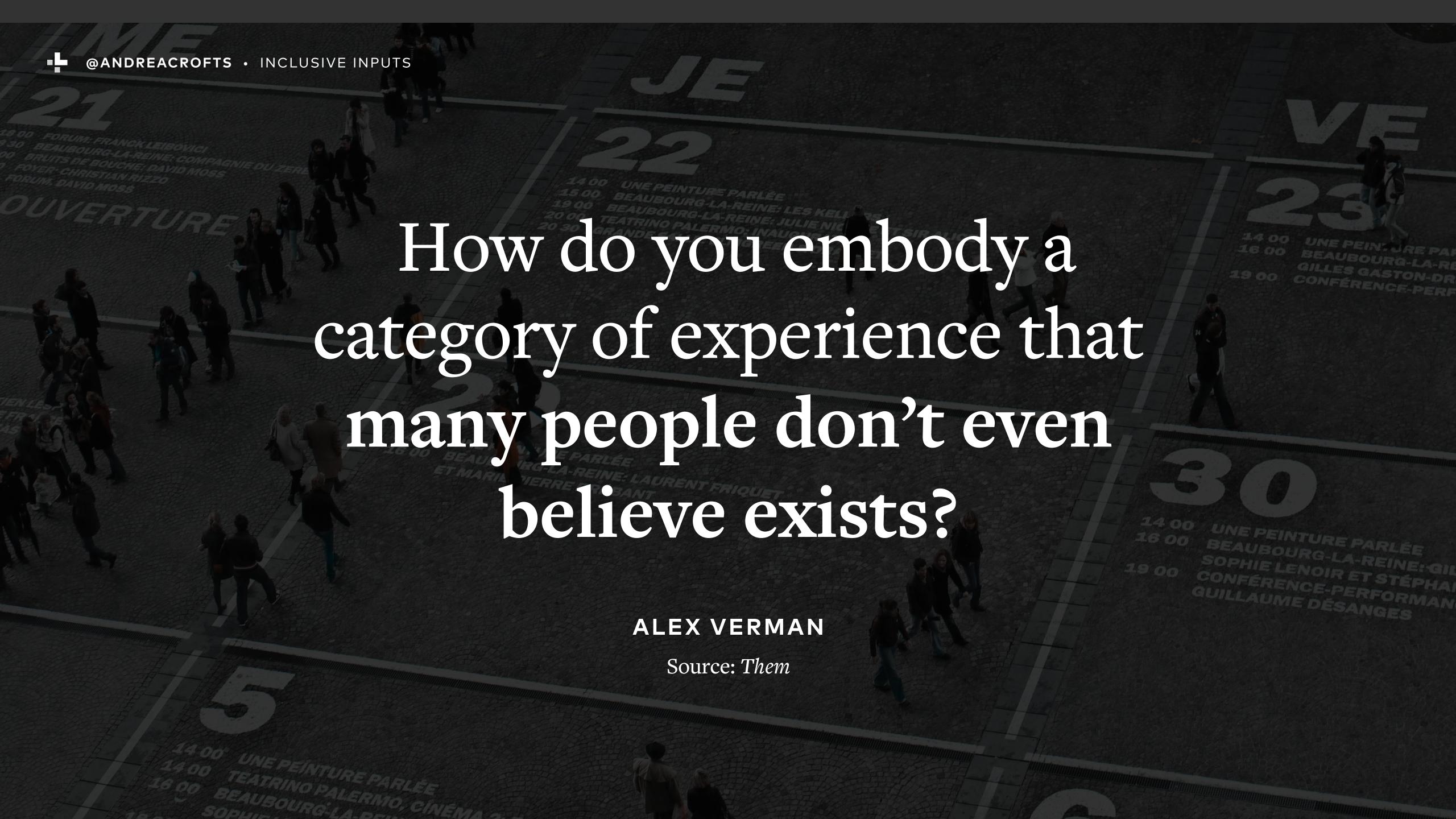








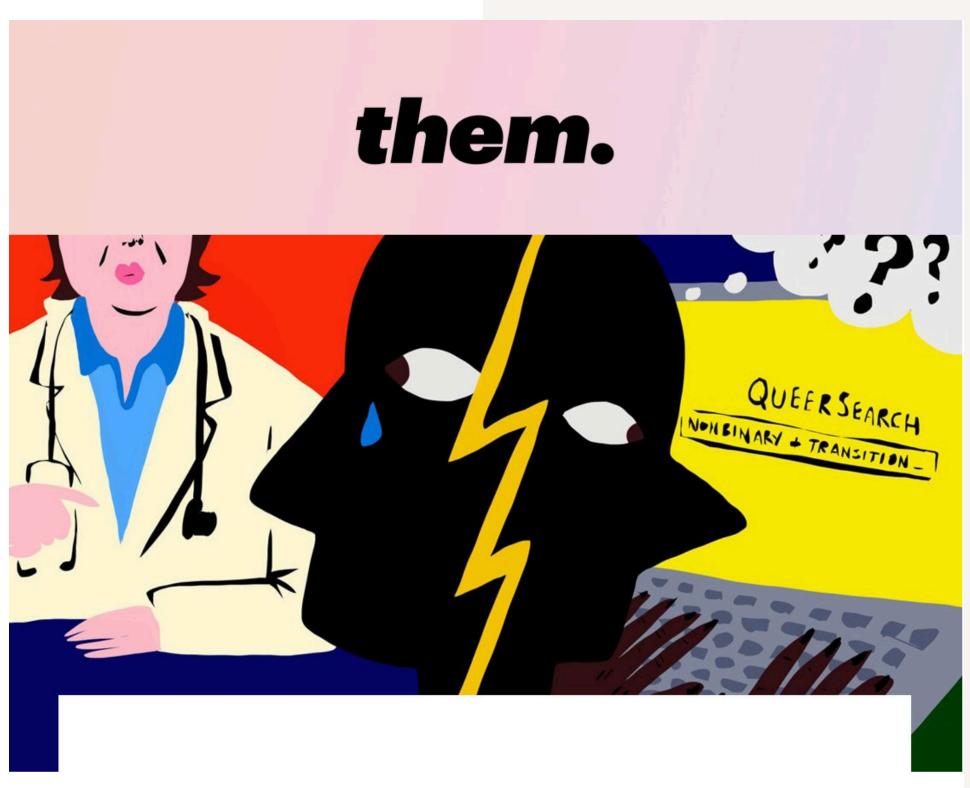
# The gender you identify with is not a valid option.



How do you make sense of your body and how it's changing when all available narratives feel too gendered to apply?

**ALEX VERMAN** 

Source: Them



## **Hormones & Healthcare**

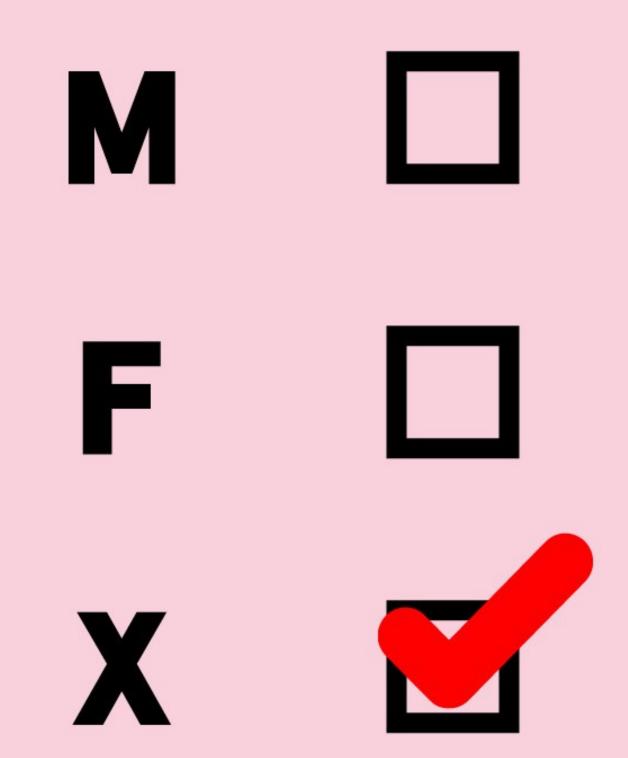
Hi friends,

When I was 20 and starting my medical transition, I had to see a gender therapist in order to be approved to start hormone replacement therapy. To receive a prescription for testosterone, I essentially had to prove to this therapist that I

#### **GOVERNMENT ACTION**

On May 4, Ontario, Canada resident Joshua M. Ferguson was issued the province's first nonbinary birth certificate.

Source: NBC News



### ÷

THE RESEARCHERS

## Enter, two CISgendered women.





## Non-Binary Agender Genderqueer Oueer Intersex Two Spirit He/She/Them/Ze/Zir

## ÷

### **WE TALKED TO**

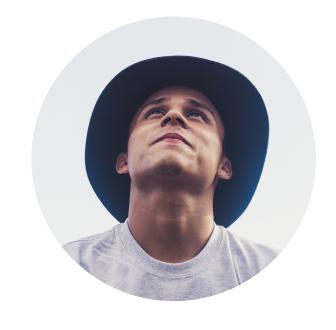
## Research Participants

across a spectrum of identities and sexual orientations.

\*I've removed all identifiable characteristics to protect participants' confidentiality. Photos are for illustrative purposes only, and are not photos of our real participants.

























# "As people on the fringes, we can tell when we weren't considered."

- ANONYMOUS

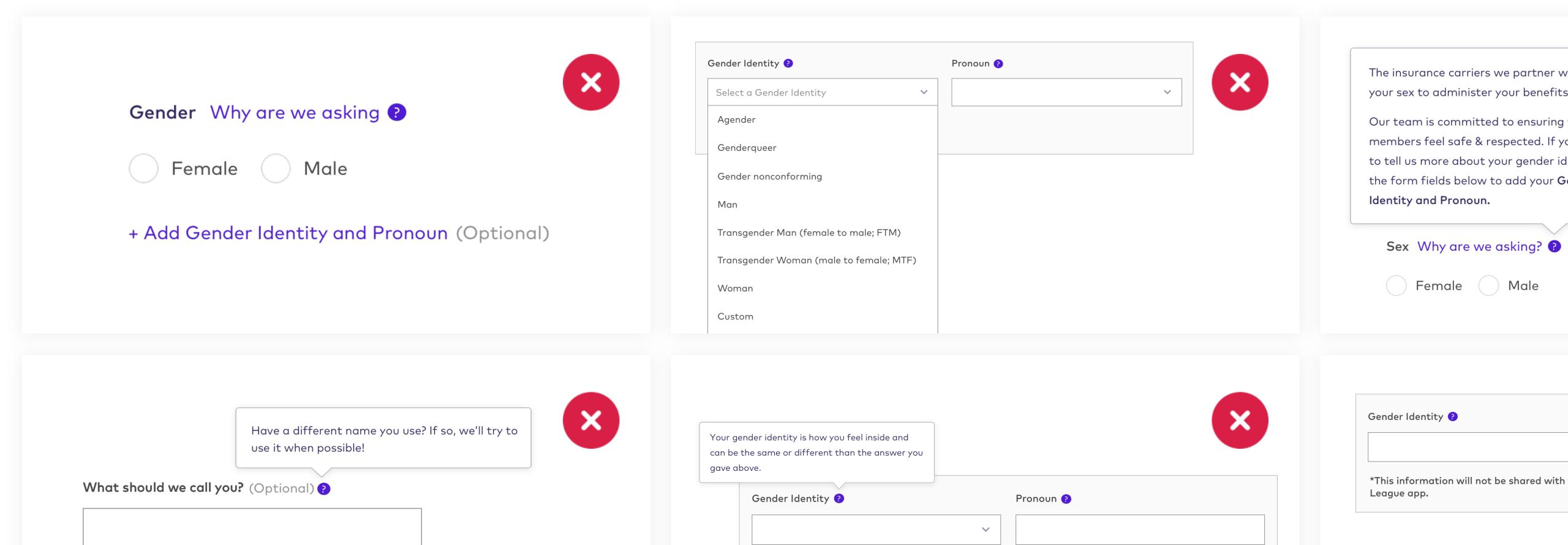
Queer Participant

# "Some companies approach this very thoughtfully, some are pretty ignorant, and others try but miss the mark."

- SEVERAL PARTICIPANTS

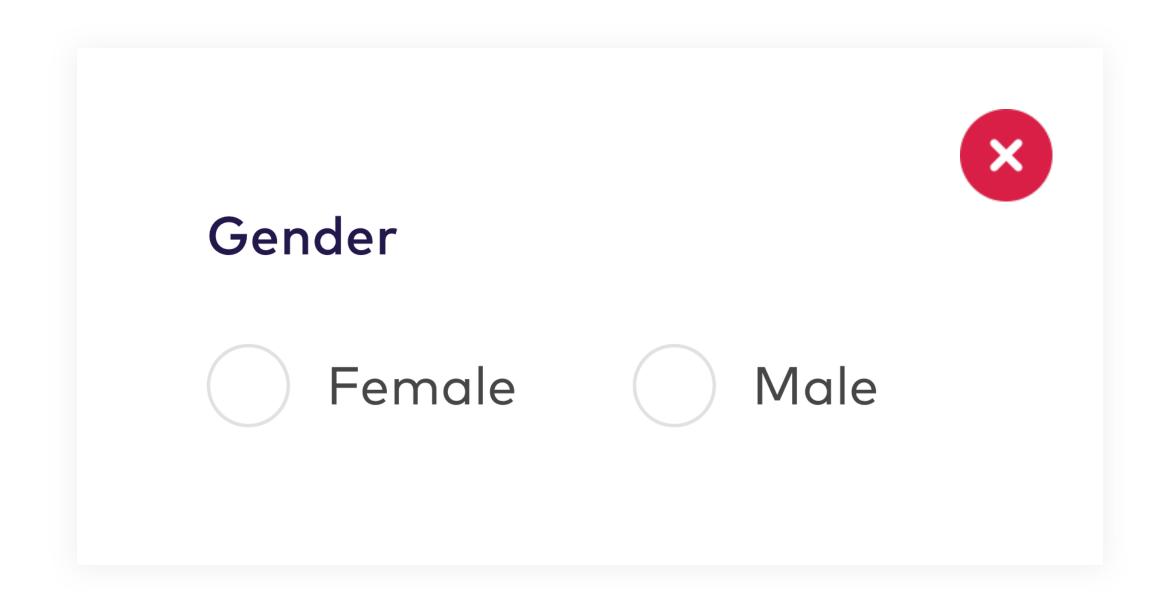
#### **SPOILER ALERT:**

#### We tried, but missed the mark.

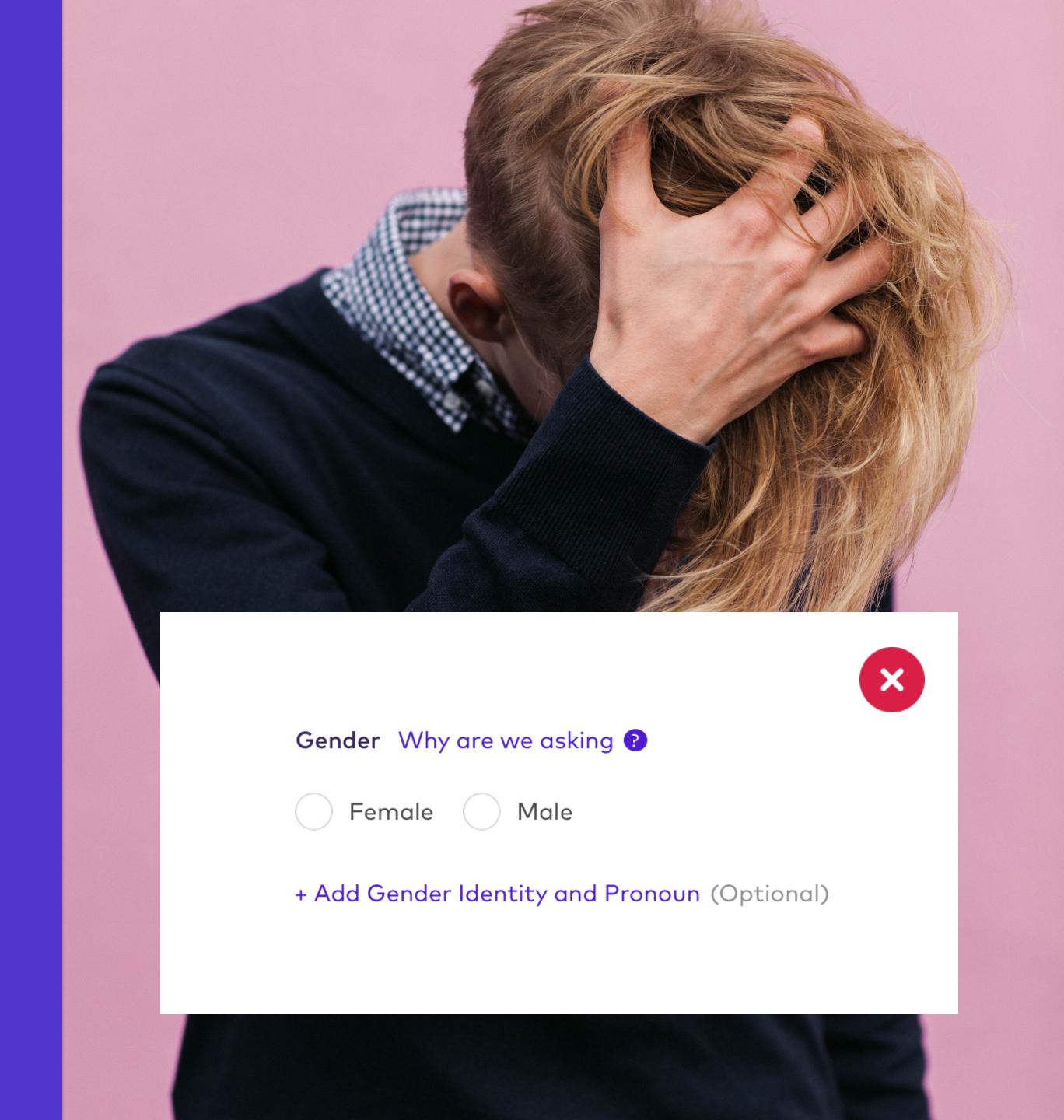


CULPRIT 1 of 5

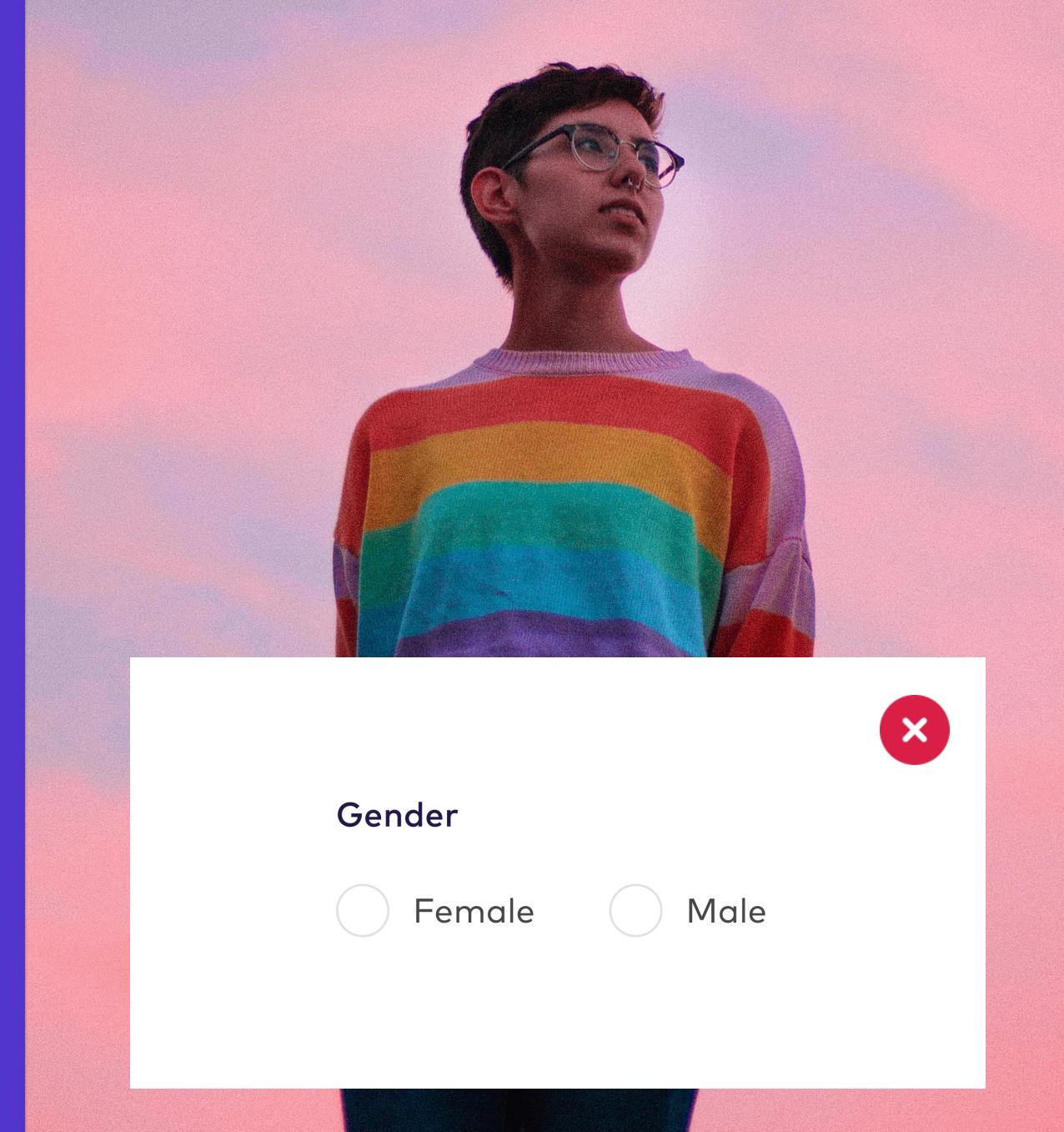
### Gender



"The fact that it's an add-on makes it feel like there's a primary path for the general public and a separate path for us."

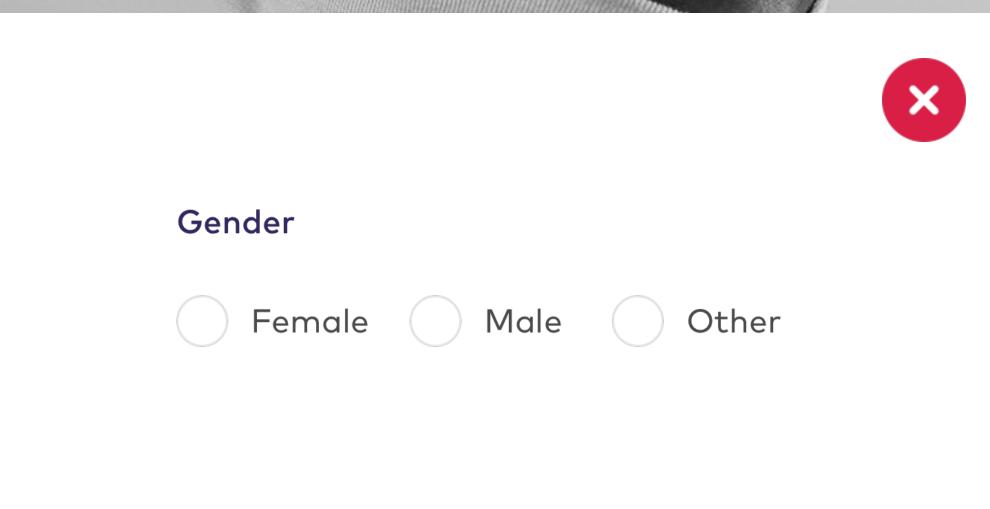


"The fact that our society often doesn't look beyond male or female doesn't mean the way we identify is invalid. It just means that society isn't able to read us properly."

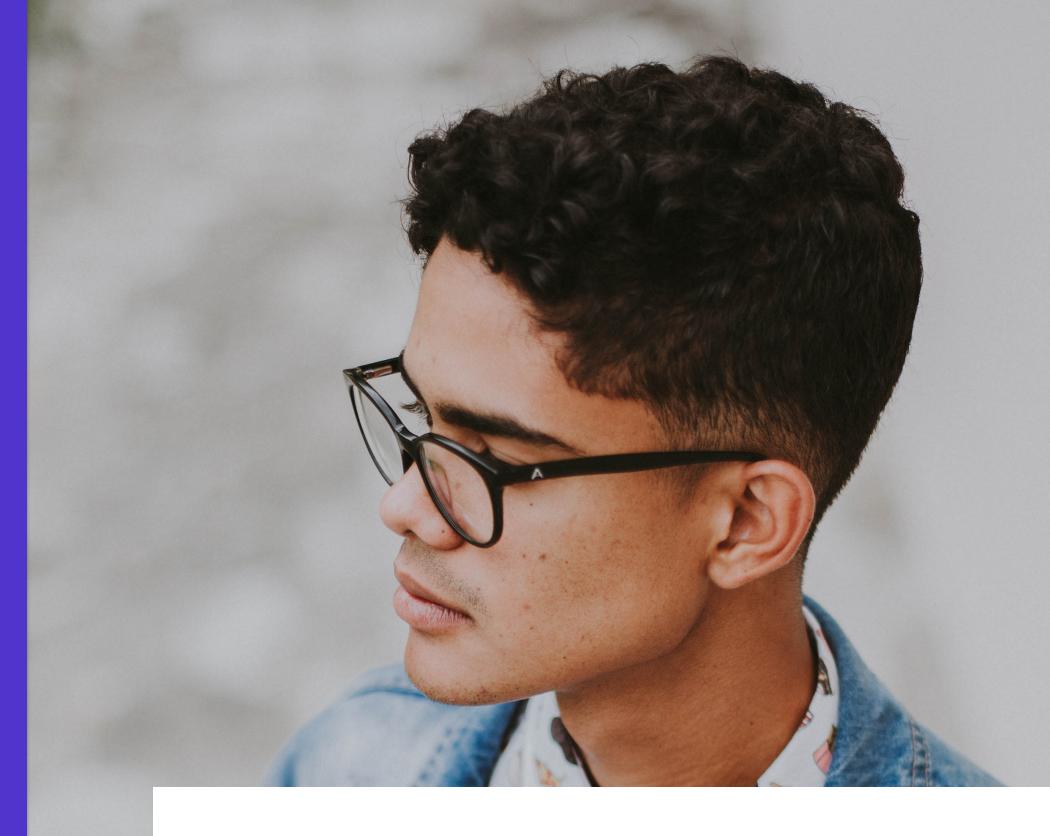


"It's important to not position different sexual orientations and identities as an "other" but as one option among many different categories."





"It's important to provide a multi-select option to select the multiple ways that one might identify. For example, someone could be transgender, and a woman."



#### Gender Check one or more options that reflect your gender.

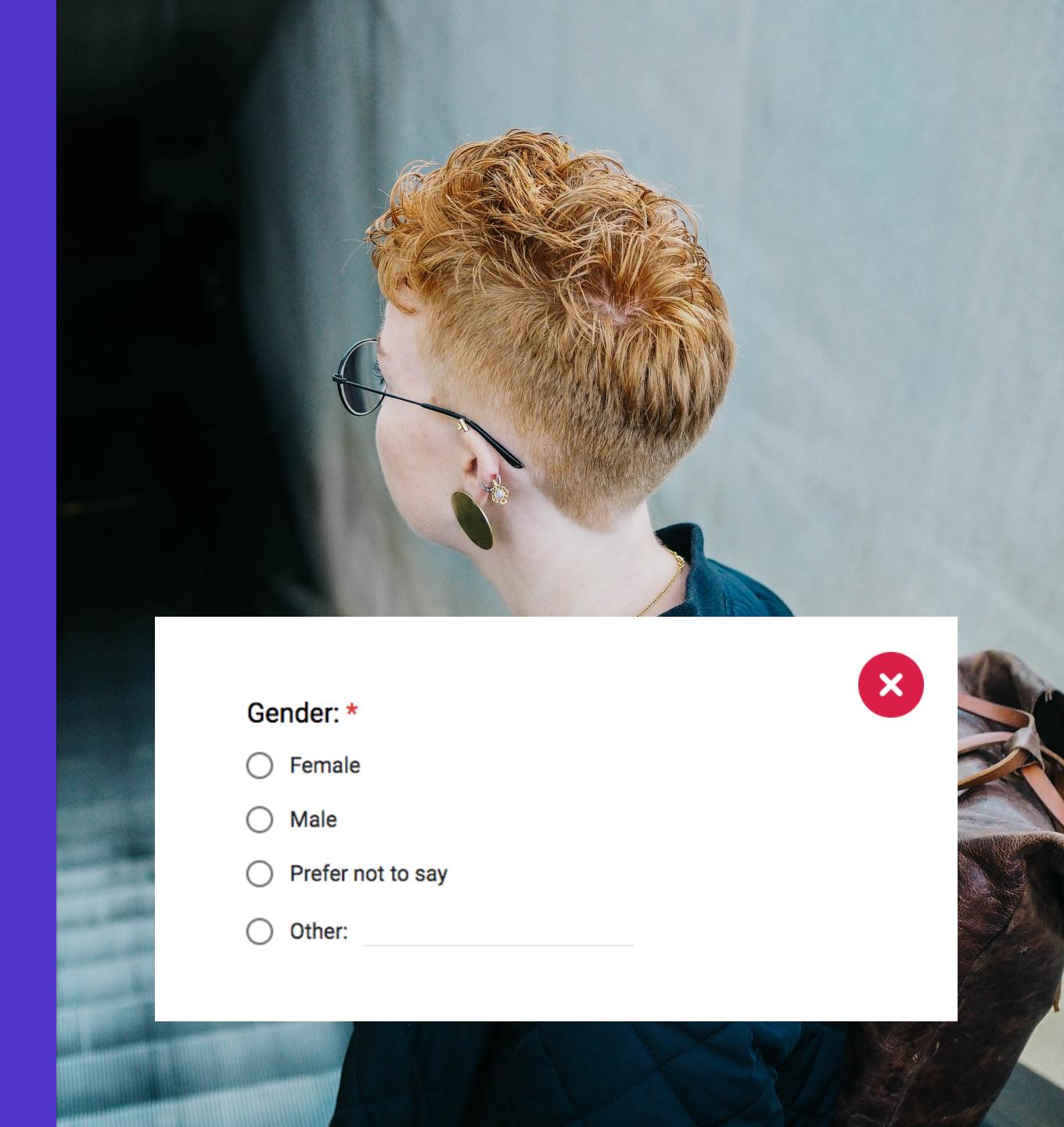


□ man

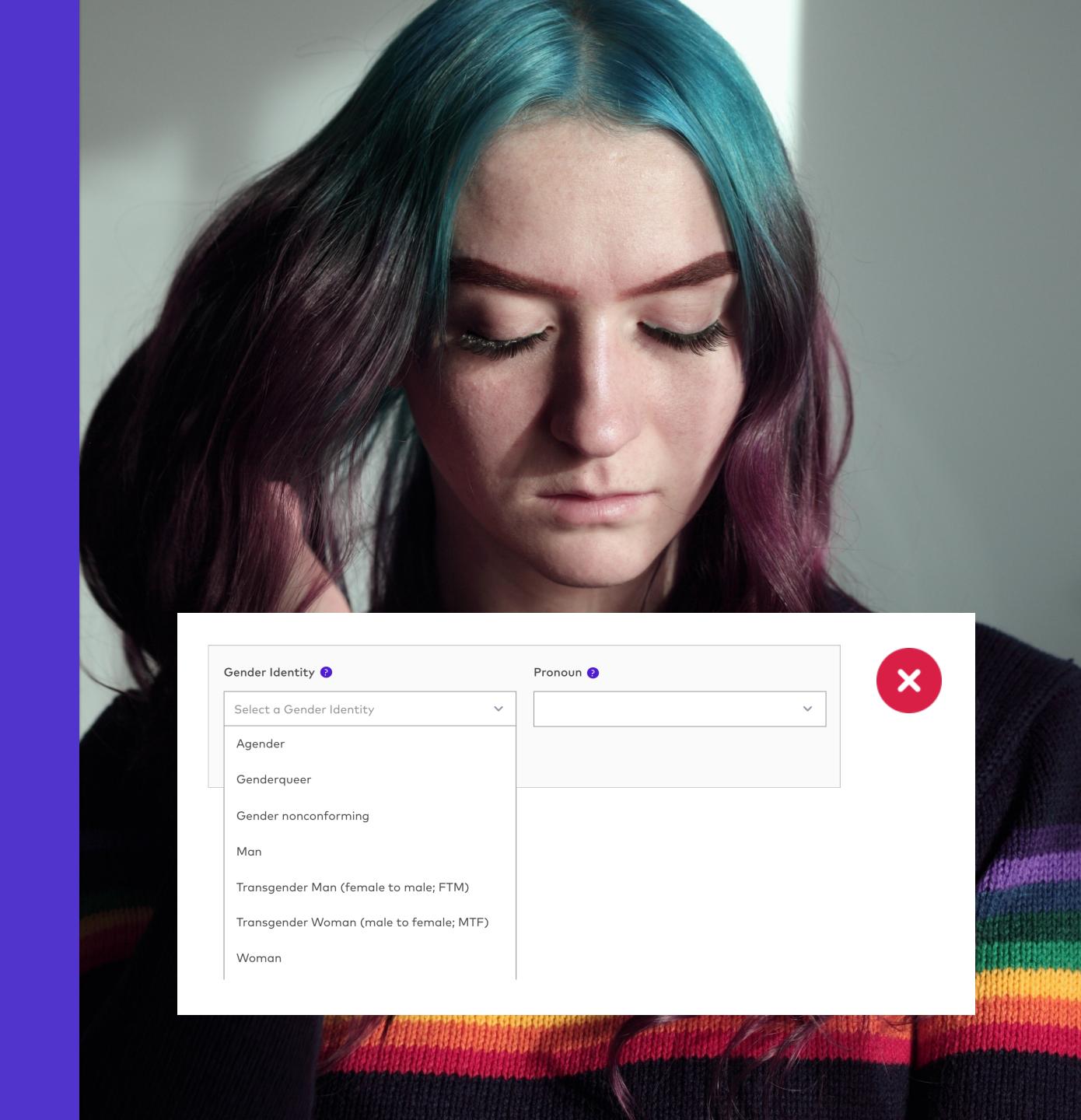
woman

- non-binary
- transgender
- intersex
- Two Spirit (see below for more information)
- gender non-conforming
- Other:

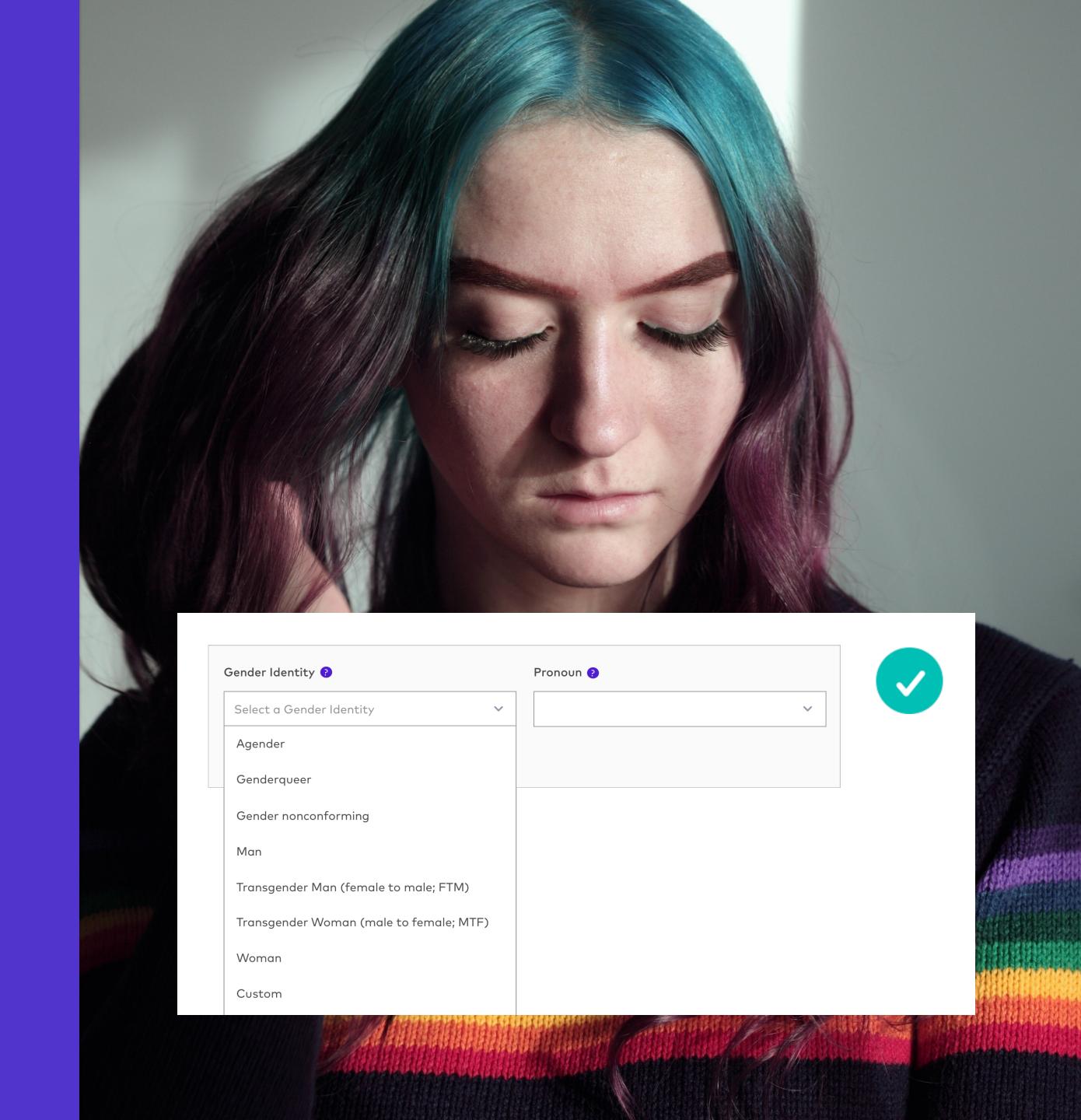
"I take some kind of perverse pleasure from using the 'prefer not to say' option. It's messing up their data collection and I don't care because they didn't consider me."



"Having a list of identities creates a perennial problem because you're always going to be missing something. I like when I can add more details myself."



"Having a list of identities creates a perennial problem because you're always going to be missing something. I like when I can add more details myself."



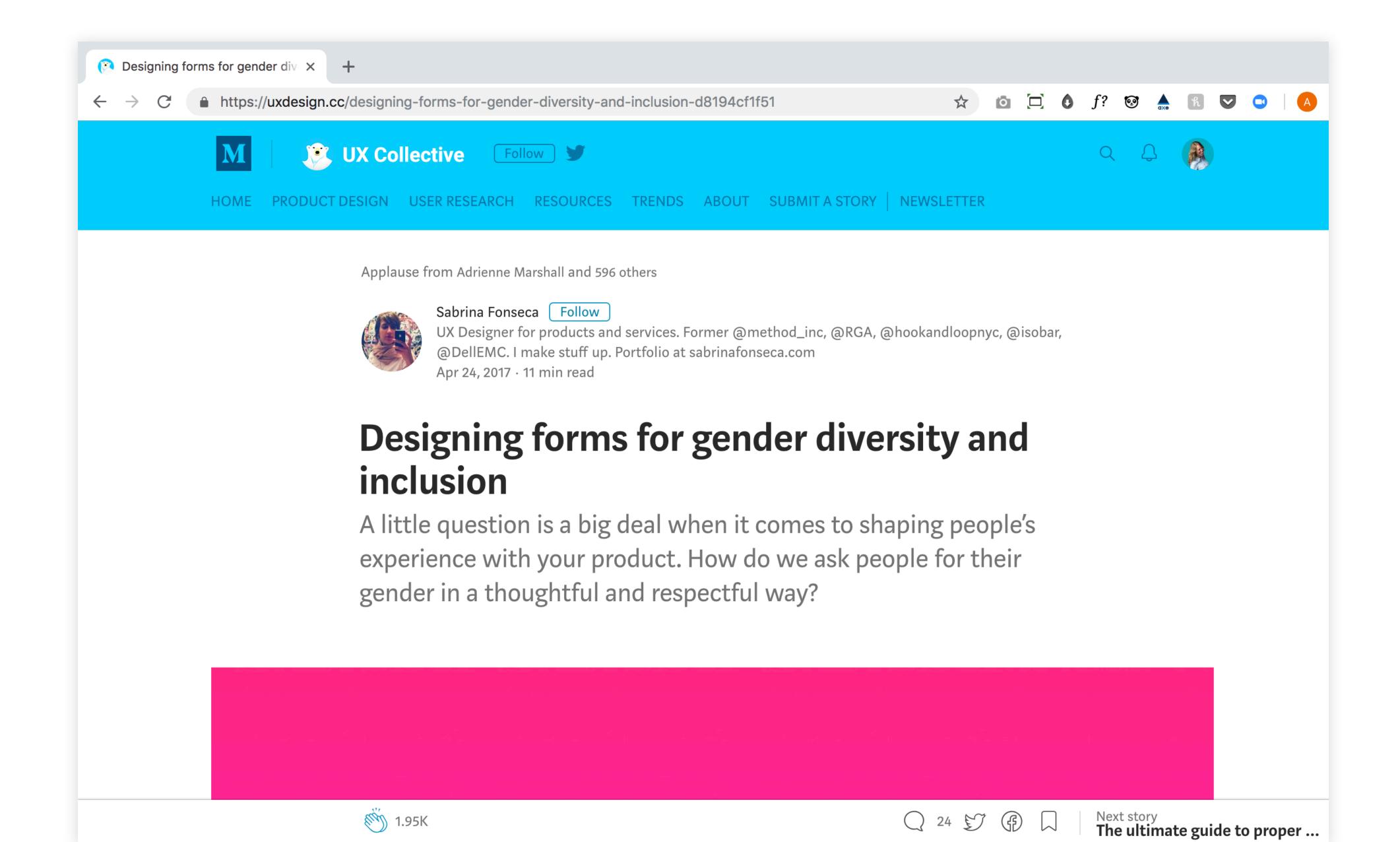
## Sex ≠ Gender

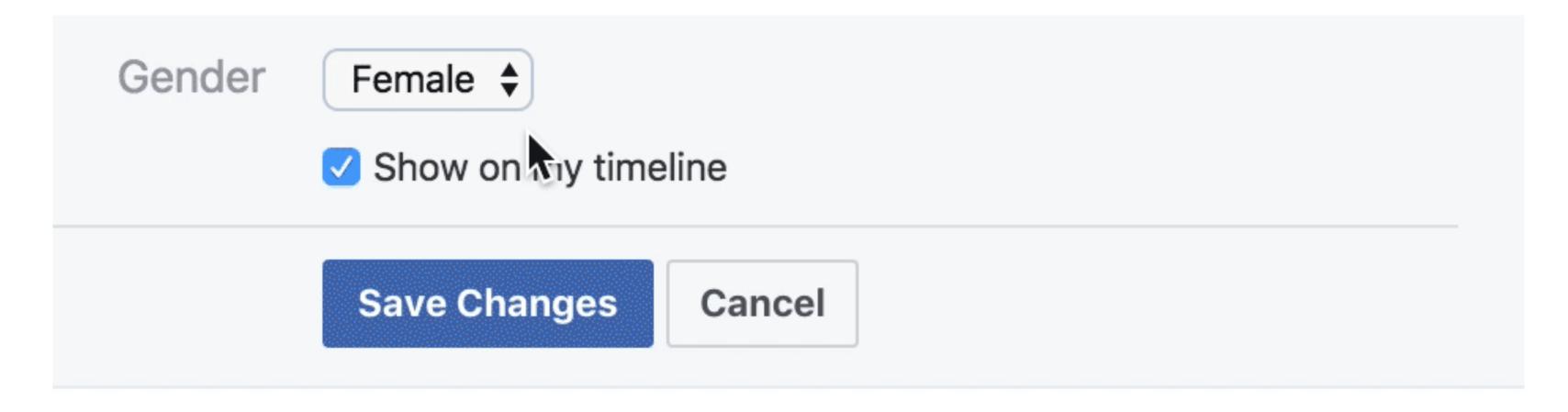
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**USER FEEDBACK** 

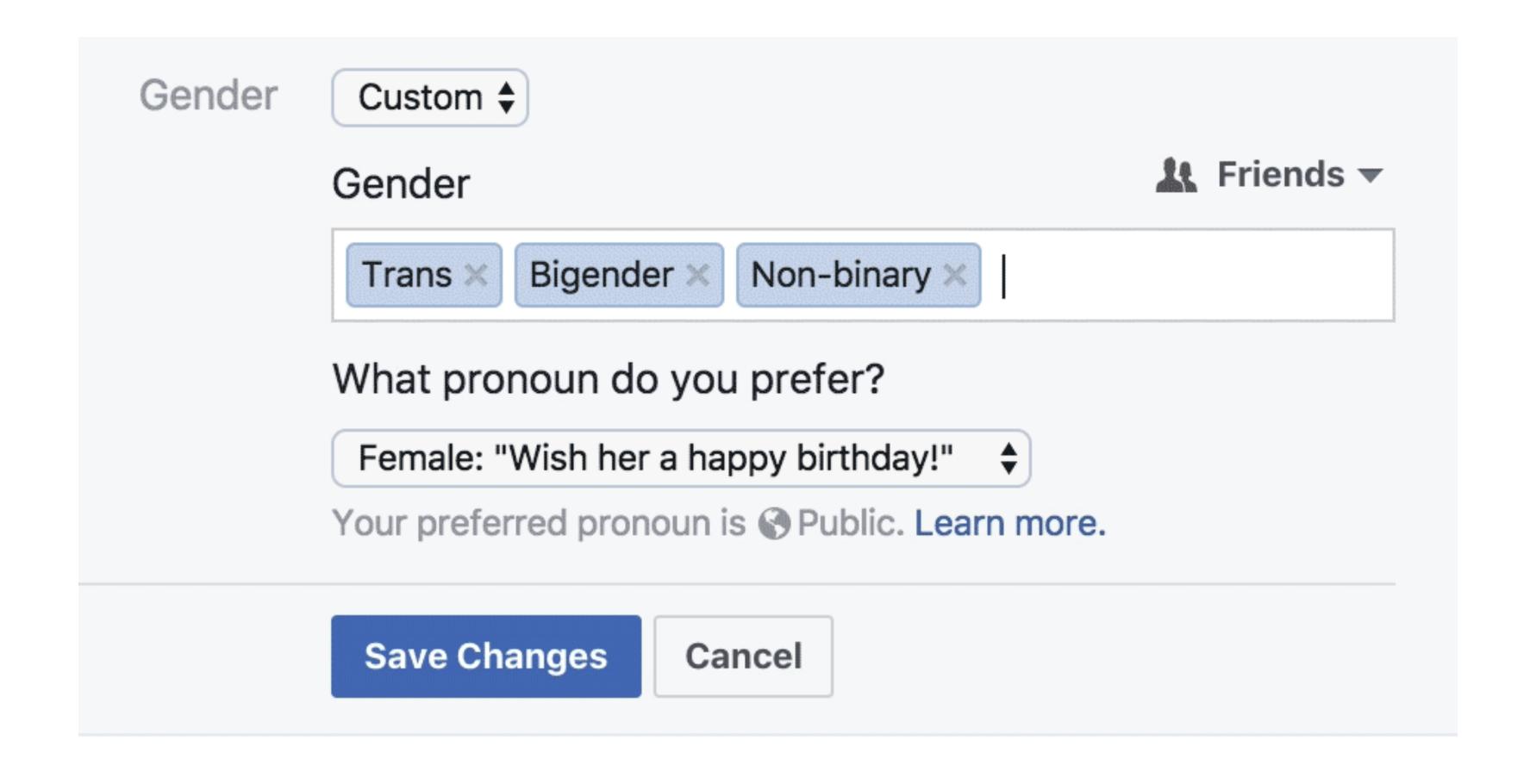
"From my knowledge of queer and trans theory, gender is performative. It's not just about how you feel inside, it's about how you make your way in the world."

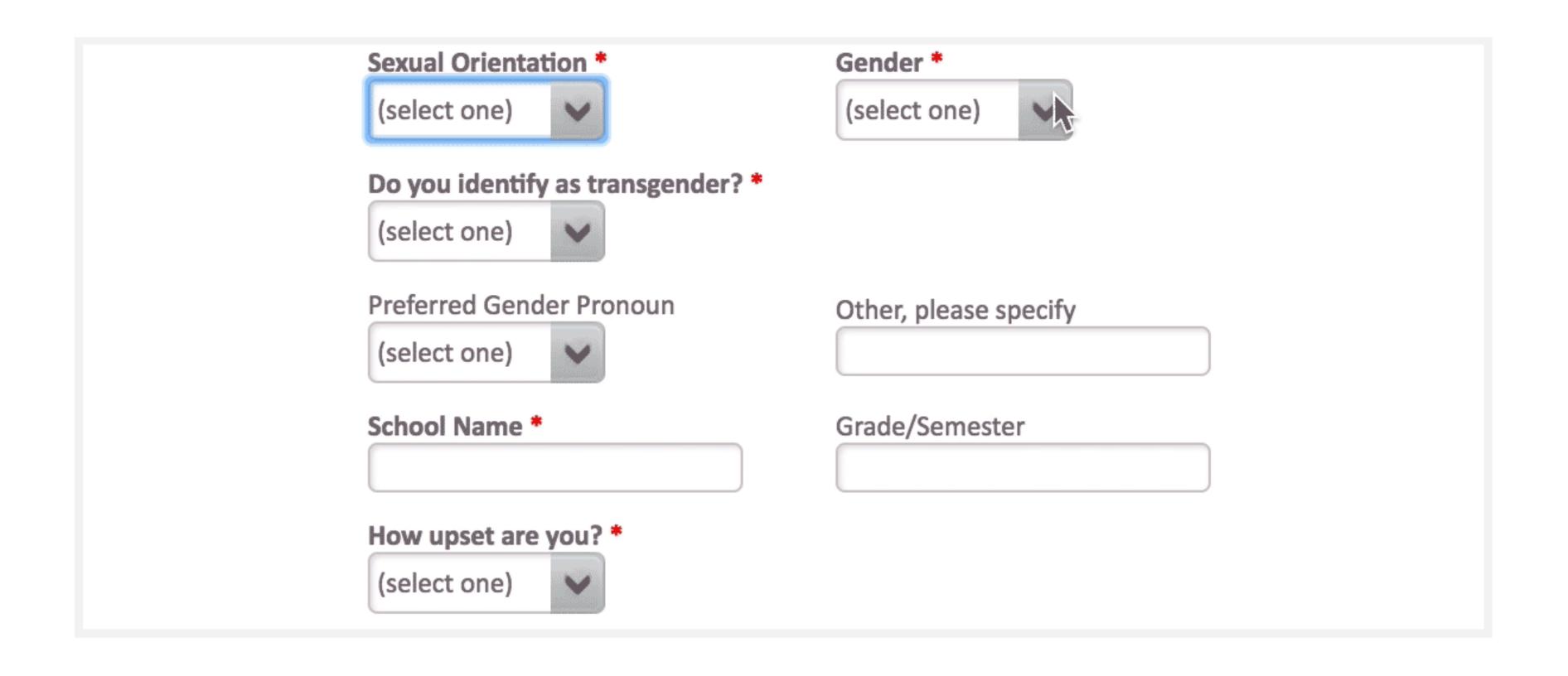






Portuguese · English language · Español







#### FORM FIELDS



Gender	
Female	Male
Gender	
Female	Male Other

#### FORM FIELDS



Gender Check one or more options that reflect your gender.		
woman		
□ man		
non-binary		
☐ transgender		
□ intersex		
<ul> <li>Two Spirit (see below for more information)</li> </ul>		
gender non-conforming		
Other:		
Identity		
Which term(s) best describes your gender? Please select all that apply	ly.	
Trans woman (including male-to-female, transfeminine, etc.)		
Trans man (including female-to-male, transmasculine, etc.)		
□ Non-binary		
Non-transgender woman (cisgender)		
Non-transgender woman (cisgender)  Non-transgender man (cisgender)		

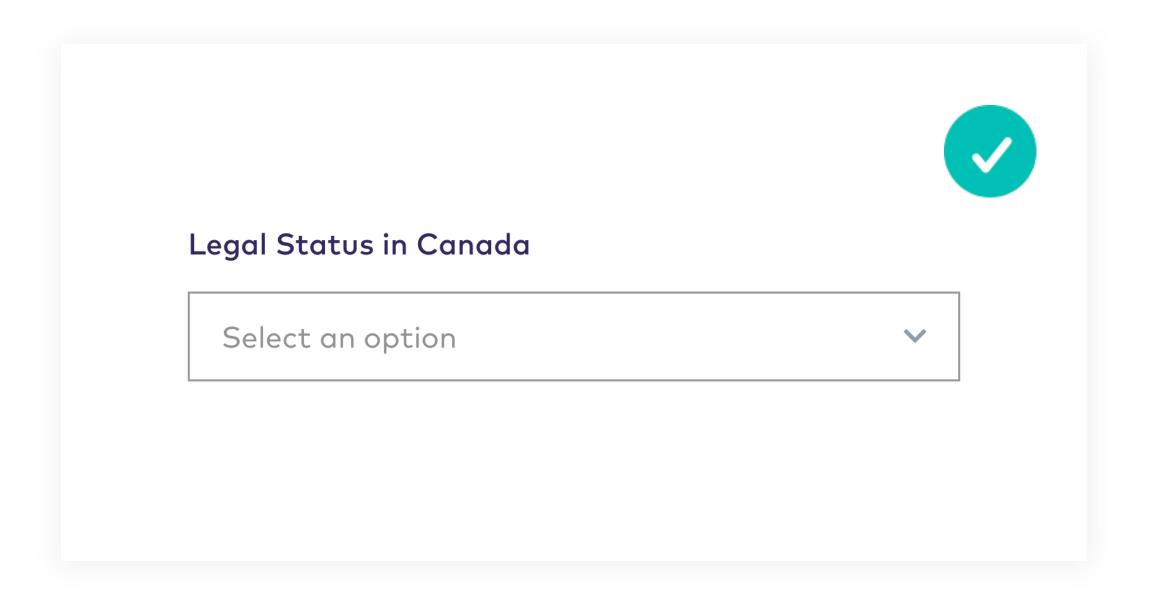
CULPRIT 2 of 5

## Citizenship



"It really bothers me when the options in citizenship inputs are simply 'yes' or 'no.' It creates a dichotomy of citizens vs. Noncitizens."

- Recent Immigrant to Canada





CULPRIT 3 of 5

### Form Fields



#### Last Name

Victor Wolfeschlegelsteinhausenbergerdorffsteinsc



#### Mohammed Asaduallah @heymosef · Aug 1

.@InVisionApp it would be nice to see more diverse names in Craft's Names library (e.g. Arabic, Sanskrit, and East Asian).

Ricardo Nelson	Gene Green	Lelia Schwartz	Edna Dixon
Benjamin Watkins	Hattie Gray	<b>Edward Wagner</b>	Lillian Drake
David Barrett	Olive Hubbard	Floyd Jacobs	Olga Lamb
Calvin Osborne	Roxie Cole	Pearl McCormick	John Garrett
Emma Wade	Jerry Walker	Ann Anderson	Glen Washington
Hilda Robertson	Jesus Davis	Effie Jennings	Jeremy Walker
Ethan Gibson	Cody Farmer	Jessie Nash	Lewis Thomas
Jeffery Robbins	Ina Wagner	Billy Holmes	Jerry Burton
Anne Walsh	Rosa Edwards	Linnie Fleming	Theresa Floyd
Lee McKinney	Travis McCarthy	Andrew George	Mollie Padilla
Maud Stone	Victoria George	Jesus Washington	Dollie Herrera
James Evans	lda Jackson	Cole Roberts	Marion Vega
Donald Norman	Lida Bennett	Grace Adkins	Josie Young
Nina Ramos	Craig Spencer	Blake Kennedy	Evan Wells

#### @ANDREACROFTS • INCLUSIVE INPUTS



#### Mohammed Asaduallah @heymosef · Aug 1

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Ricardo Nelson	Gene Green	Lelia Schwartz	Edna Dixon
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James Evans	lda Jackson	Cole Roberts	Marion Vega
Donald Norman	Lida Bennett	Grace Adkins	Josie Young
Nina Ramos	Craig Spencer	Blake Kennedy	Evan Wells

#### Stefania Espinosa De Los Moneteros

Victor Wolfeschlegelsteinhausenbergerdorff

Christopher Mudiappahpillai

Dharmendra kumar shah

Pablo Diego José Francisco de Paula Juan

张三李四

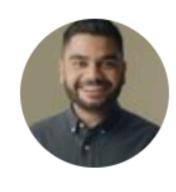
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Dharmendra kumar shah

Pablo Diego José Francisco de Paula Juan

निरन्तरान्धकारित-दिगन्तर-पिपासायास-पथिक-लोकान्

Suigyōmatsu Unraimatsu Fūraimatsu



#### Mohammed Asaduallah @heymosef · Aug 1

Also, Mohammed is the most common name in the world. Ask me how I know.

Nelson Gene Green Lelia Schwartz Edna Dixon
in Watkins Hattie Gray Edward Wagner Lillian Drake
arrett Olive Hubbard Floyd Jacobs Olga Lamb
Osborne Roxie Cole Pearl McCormick John Garrett
Wade Jerry Walker Ann Anderson Glen Washingt
Osbertson Jesus Davis Effie Jennings Jeremy Walker
Osborne Cody Farmer Jessie Nash Lewis Thomas
Osborne Roxbins Ina Wagner Billy Holmes Jerry Burton
Oslash Rosa Edwards Linnie Fleming Theresa Floyd
Osland Victoria George Jesus Washington Dollie Herrera
Oslash Roxa Ida Jackson Cole Roberts Marion Vega
Oslash Roya Ida Bennett Grace Adkins Josie Young
Oslash Roya Craig Spencer Blake Kennedy Evan Wells

#### Mohammed Asaduallah @heymosef

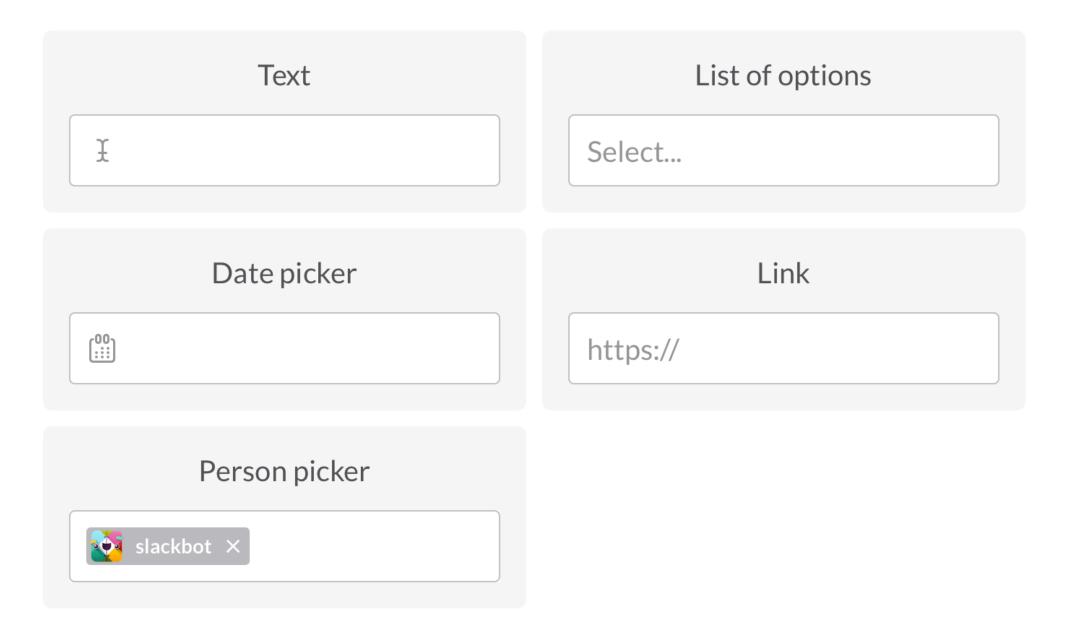
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CULPRIT 4 of 5

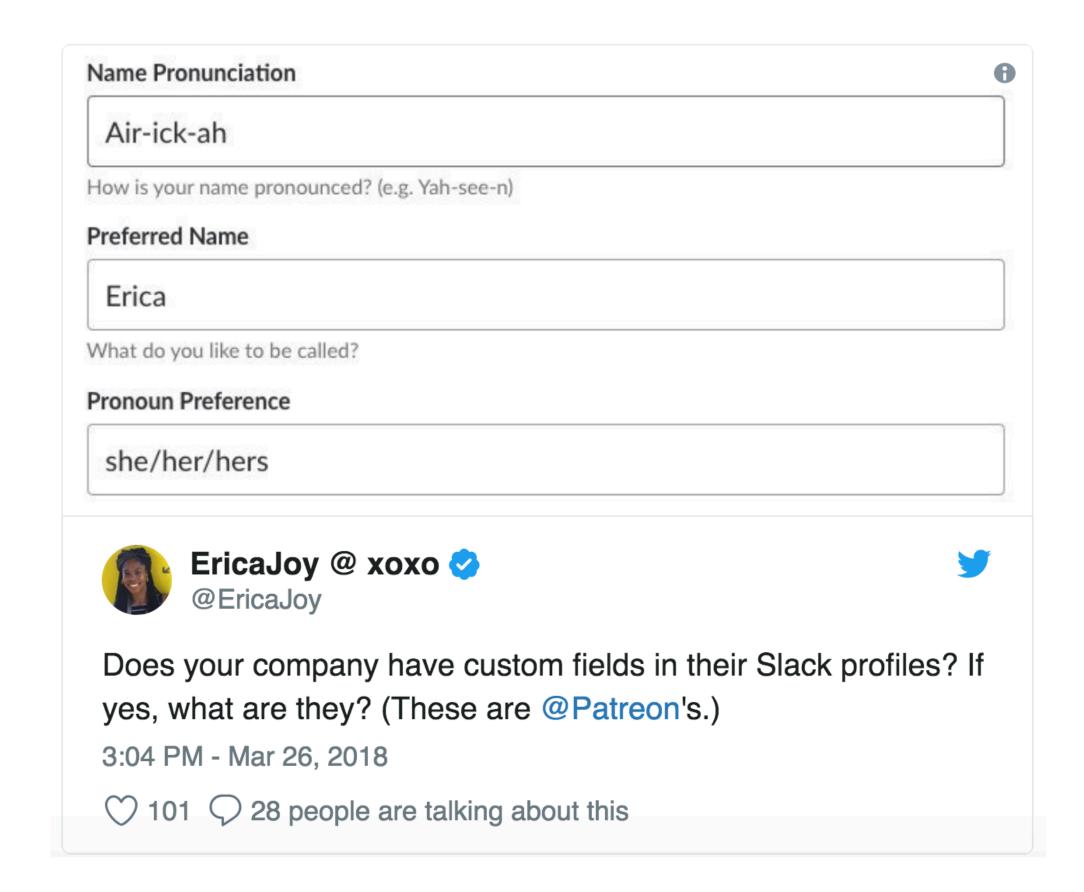
### Custom Fields

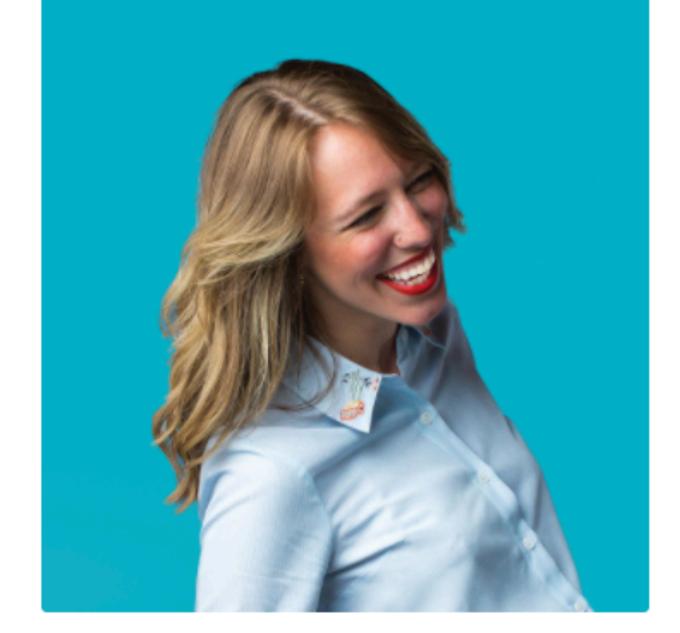
#### Create a new field

Which type of field would you like to create?



#### 





#### Andréa Crofts •

Product Design Manager

Speaking at FITC! Until 11:59 PM

Clear | Edit

Edit Profile

•••

Display name dre

Timezone 5:32 PM local time (change)

Phone Number 4169090837

Email acrofts@league.com

LinkedIn

Name Pronouncia... Awn-dreh-ah

Preferred Name Dré

Pronoun Preferen... She/Her/Hers

CULPRIT 5 of 5

## Security Ouestions

You must verify your identity befo account.	re making certain changes to your
What was your childhood nickno	ame?
answer	
What was the name of your first	manager?
answer	
Forgot your answers? Reset your security qu	estions.



#### Emilia Dallman @emiliakathleen · Jun 12

Hey internet: if you force me to answer your idiotic security questions, you basically \*guarantee\* I won't remember the answer.

LET ME MAKE MY OWN SECURITY.



#### **FORM FIELDS**



#### Update your security questions

n case you forget your password	
What was your first pet's name?	~
Your answer	
his field is required	
What was your childhood nickname?	~
Your answer	
his field is required	
Security question 3	
What was your first pet's name?	
What's the name of the city where you were born?	
What was your childhood nickname?	
What's the name of the city where your parents met?	

What's the first name of your oldest cousin?

What's the name of the first school you attended?

Finish

Cancel

#### **FORM FIELDS**



#### Security question

If you forget your password, your security question helps establish that yo

#### Question

#### Write my own question

What is the name of your best friend from childhood?

What was the name of your first teacher?

What is the name of your manager at your first job?

What was your first phone number?

What is your vehicle registration number?

What is your library card number?

Write my own question

PART FOUR

### Key Takeaways



## Do we even need to collect this information?

\* RECORD SCRATCH \*

## Should we start collecting more information?



## Inclusion is work, but it simply requires regular conversations.

**QA YOUR OWN SHIT** 

## Test your inputs with a variety of cross-cultural names.

**BE REAL** 

### Explain why you need to know.

Thank you!

@andreacrofts
acrofts@league.com
andreacrofts.com/inclusive-inputs



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## Questions?

No opinions, please 😇

@andreacrofts
acrofts@league.com
andreacrofts.com/inclusive-inputs