

Making Inclusive Design Happen

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rikwilliams.net/talks/making-inclusive-design-happen/

Structure

Who's talking?

Assumptions

5 practical themes

Any questions?

1 empathy game (± 15 minutes, optional)

Who's talking?

UX Architect

12 years experience

Content-led services and products

Dementia and Older Populations

Assumptions

- ✓ — What is inclusive design?
- ✓ — Why inclusive design is important
- ? — How to make inclusive design happen...

1 — Establish empathy

Assume a lack of familiarity

Recognise that you're not diverse enough

Start small, simple and **soon...**

1 — Start small, simple and soon

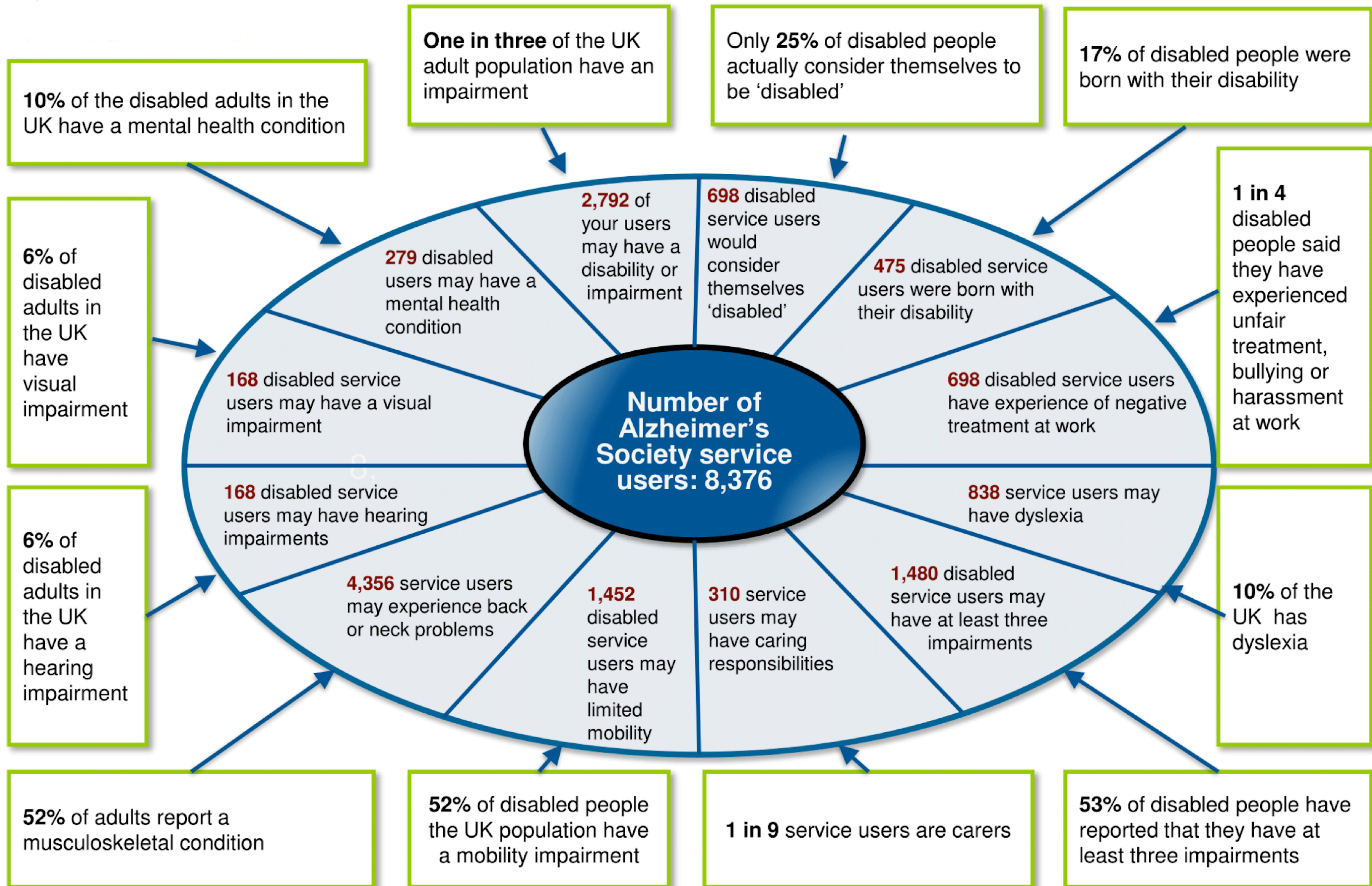
Team observation of diverse users

Frame the opportunity with statistics*

Inclusive design thinking activities

Experiential learning...

**care needed!*









Loss in visual acuity

Reduced visual acuity leaving less than 60 (hand movements or less).

Loss in both near
field and visual acuity

8. Reduced visual acuity













2 — Deliver actionable insights

Audit (standardised, bespoke)

Slice (focus on a specific component)

Budget (planning, hijacking)

Recruit inclusive participants

Integrate into continuous improvement

3 — Finding people for research

Allied roles and teams

Internal database(s)

Professional recruiters

Forums (online)

Community groups (offline)

4 — Adopt/adapt a process

Agree/document issues to avoid

Create guidelines and frameworks

Join-up across design, development and UAT

5 — Keep learning; ally specific:

Blogs, Books, Podcasts

Mentoring (UXPA (UK))

Meet-ups, Events and Conferences

Career planning / Role selection

Read/Listen

[WebAxe](#)

[Web AIM](#)

[24 Accessibility](#)

[Paciello Group Blog](#)

Toolkits

[Accessibility for Teams](#)

[The A11y Project](#)

[Inclusive Design Toolkit](#) (Cambridge)

[Inclusive Design Toolkit](#) (Microsoft)

Empathy Games and Activities

[Inclusive Design Activity Toolkit \[PDF\]](#)

[Empathy Prompts](#)

[Low Vision Simulation](#)

[Mouth Sticks and Head Pointers](#)

[Empathy Balloons](#)

Community

[User Experience Professionals' Association](#)

[London Accessibility Meet-up](#)

[Global Accessibility Awareness Day](#)

Any questions?

**Optional: empathy
gamestorm!**

Low vision simulation scenarios

- In pairs, to stay safe...
 - find a **new** way to the outside.
 - walk in **well lit** and **dimly lit** areas,
 - walk from/to these areas.
 - make yourself a **cold** drink.
 - find a cloth and wipe clean a table.

Low vision simulation glasses

- Four types in the kit...
 - Hemianopsia (stroke, trauma, cancer)
 - Cataracts (ageing, trauma, 33% blindness)
 - Glaucoma (optic nerve damage)
 - Retinitis pigmentosa (genetic, 'tunnel vision')