

Whose design is it anyway?

An introduction to inclusive
design and research

 @littlehelli

Hi! I'm Helen

UX consultant

User researcher

Diversity & Inclusion champion

Women in Tech Nottingham
& Tech Nottingham organiser

Hot yoga lover

 bjss



Keith Stoeckeler 🍔

@keiths

VP/GD Digital at @MKTG (it's stek*ler) // sports + interweb. burger addict. dog advocate. #airportliving ambassador. university advisor. (tweets = last 60-days)

📍 CT / NYC

🌐 keithstoeckeler.com

📅 Joined February 2009



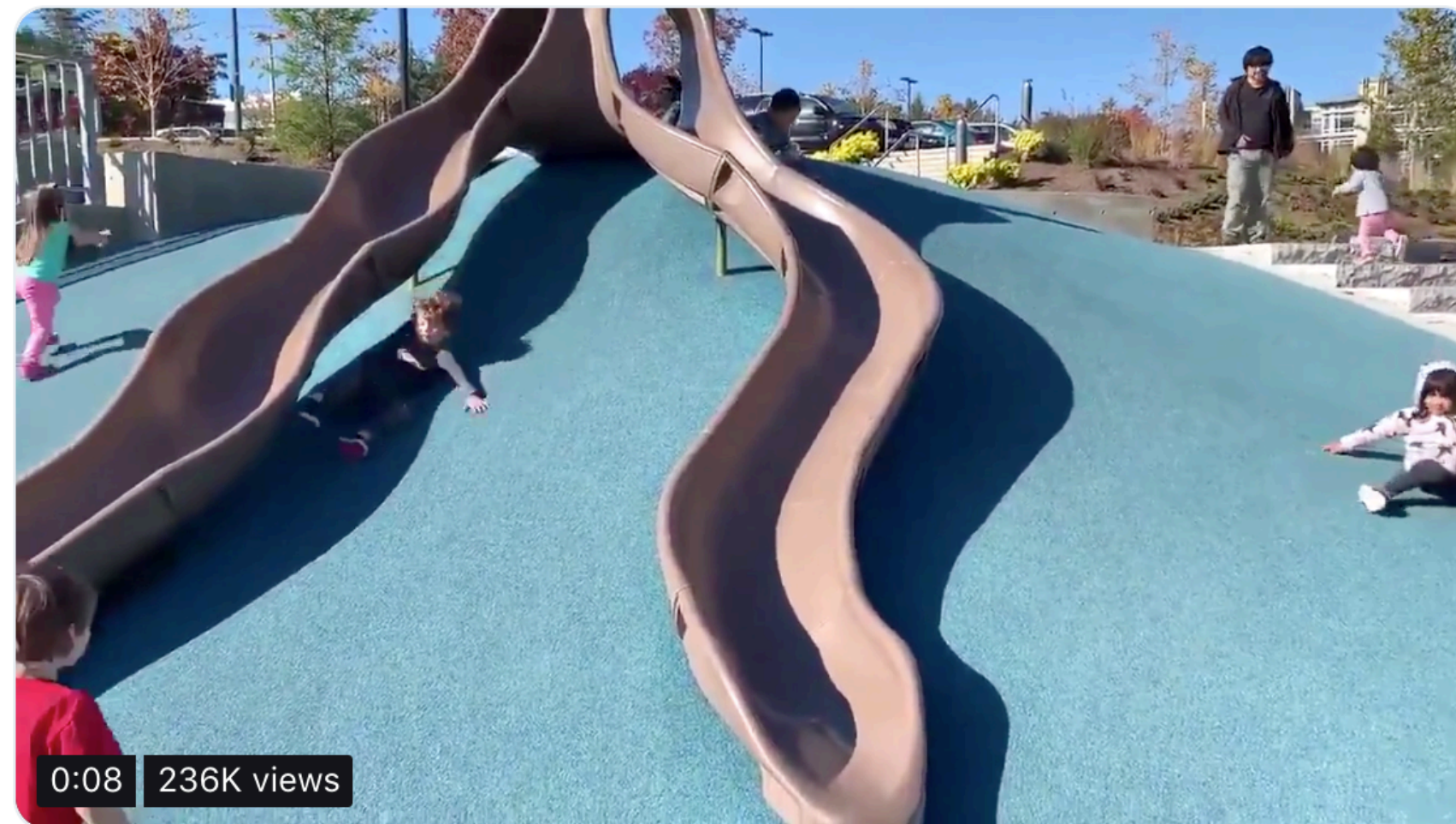
Keith Stoeckeler 🍔

@keiths

Follow



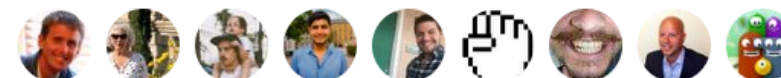
“We know our users/customers”



0:08 236K views

11:57 AM - 30 Oct 2018

4,248 Retweets 8,660 Likes



💬 48

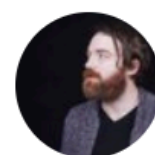
↻ 4.2K



❤️ 8.7K



Tweet your reply



Seth Porges 🔵 @sethporges · Oct 30

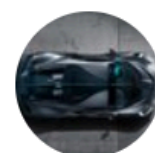


Replying to @keiths @nickgray

Back in my day, those kids would have lost all their skin trying that



❤️ 44



Overhead Cars @CarsOverhead · Oct 31



Replying to @keiths @JoeSimpson

Also UX vs UI 😂



// We spend a very long time mapping the user journey and plotting the customer journey when in reality, every human is on a journey we know nothing about."

Pete Trainor

HIPPO: The human focused digital book





// The danger is that you think you are getting a representative view of the world and you are really, really not, and you don't know it."

Eli Pariser, Author of The Filter Bubble

CART HORSE

// Every decision we make can raise or lower barriers to participation in society.

It's our **collective responsibility** to lower these barriers through inclusive products, services, environments, and experiences."

Microsoft Inclusive Design Manual

Assumption:

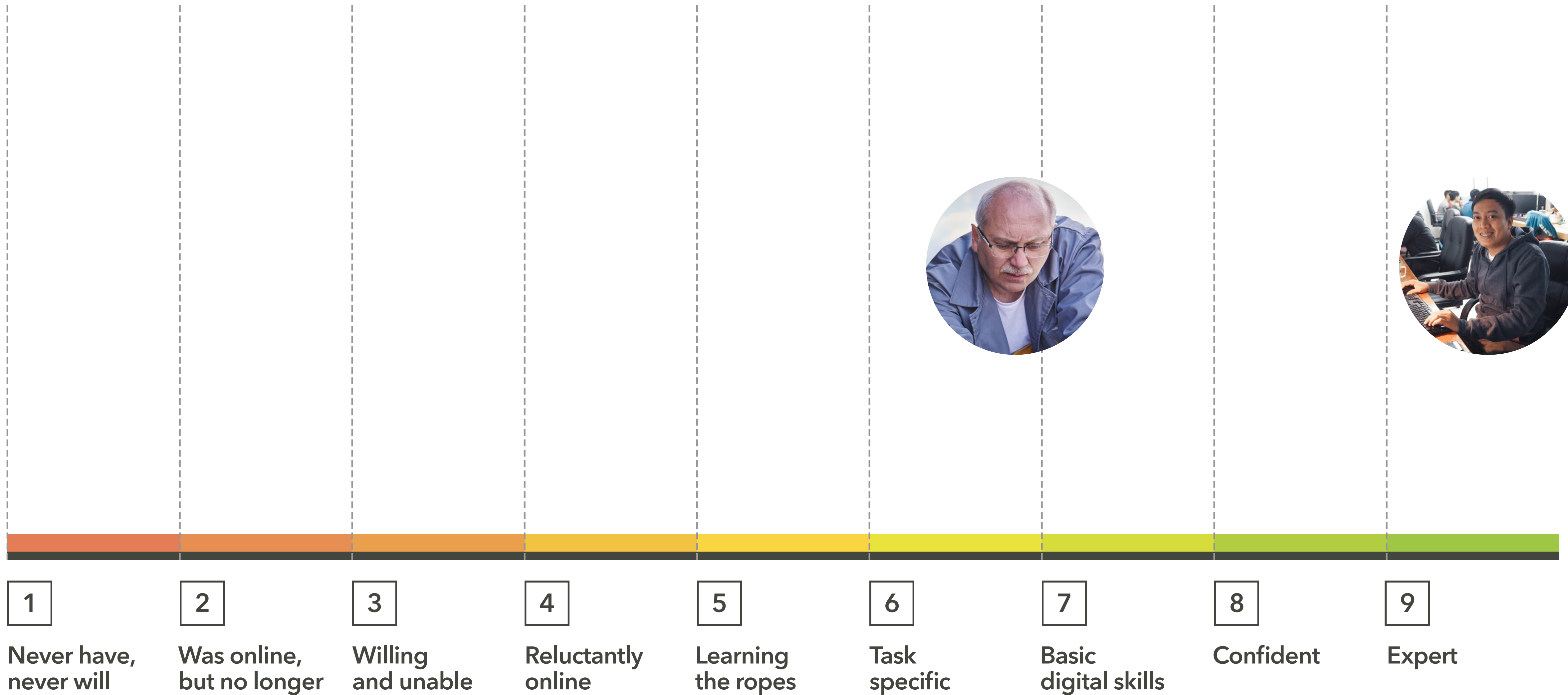
**Our digital skills
are the same**

//

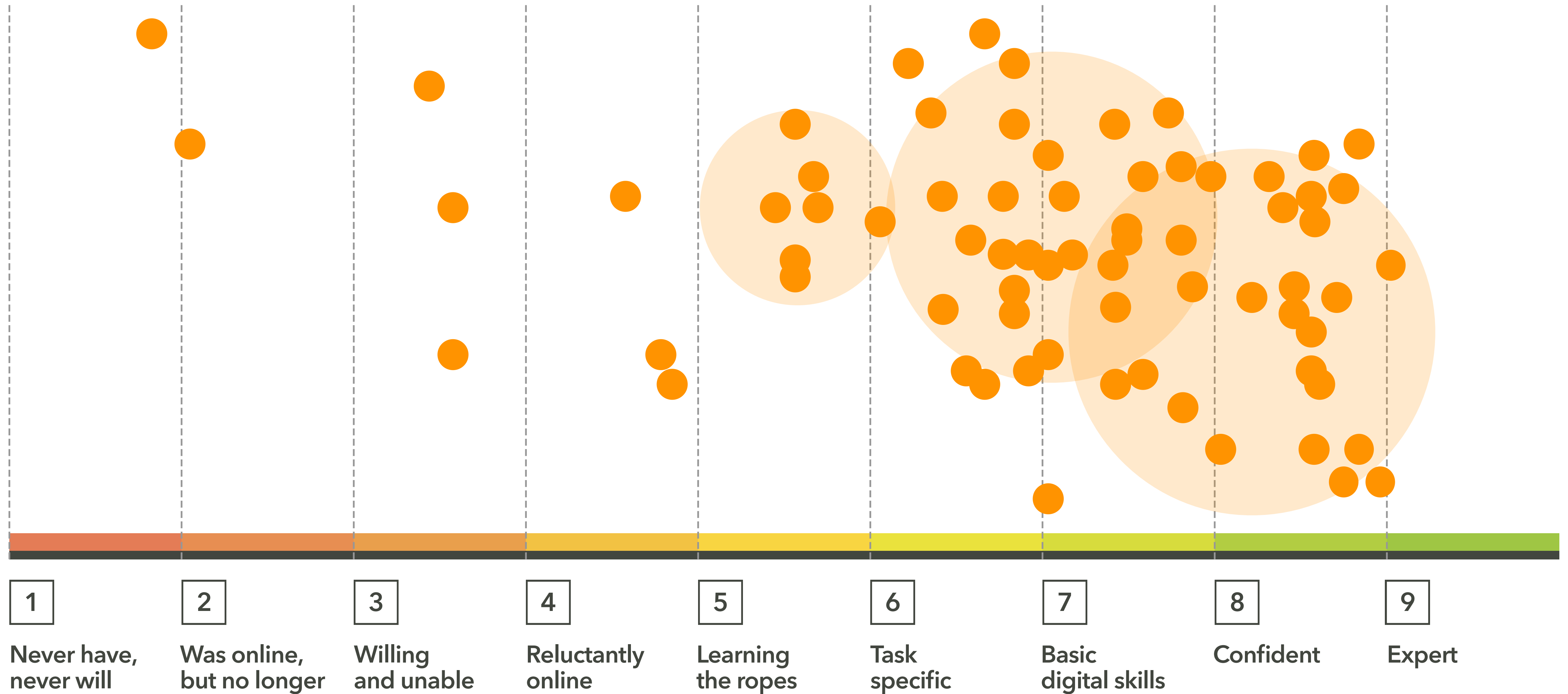
I'm not very good with computers. Whatever system you've got has got to be completely idiot-proof because I'm an idiot with this sort of thing. I'm probably the worst person on the whole system."

'Keith', Research participant






Digital inclusion scale



Digital inclusion scale



4.3 million
aged 15+ in the UK have
zero basic digital skills



**One-fifth of the
population do not
have foundational
digital skills**

Digital Foundation skills

- Use a device/peripheral (e.g. mouse, keyboard, touchscreen etc.)
- Open an internet browser to find and use websites
- Turn on a device and log in to any accounts/profiles
- Update and change a password when prompted to do so
- Connect a device to a Wi-Fi network
- Find and open different applications/programmes on a device
- Use the different menu settings on a device to make it easier to use

Digital Foundation Skills

4.9m

People cannot
use a mouse or
touchscreen

6m

People cannot
turn on a device

7.1m

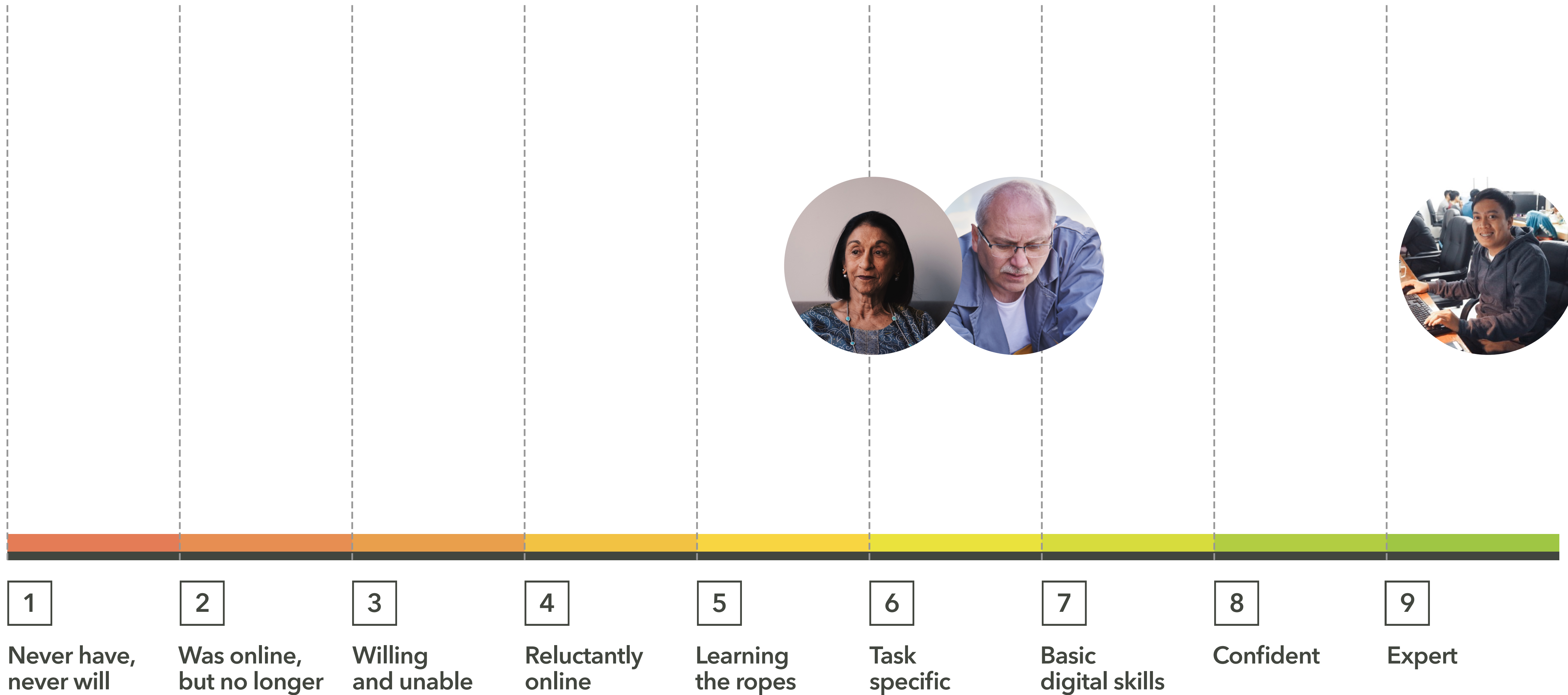
People cannot
open an app



// I've never scanned
anything – I get my
daughter to do that.
I would need some
idiot notes."

'Sonia', Research participant



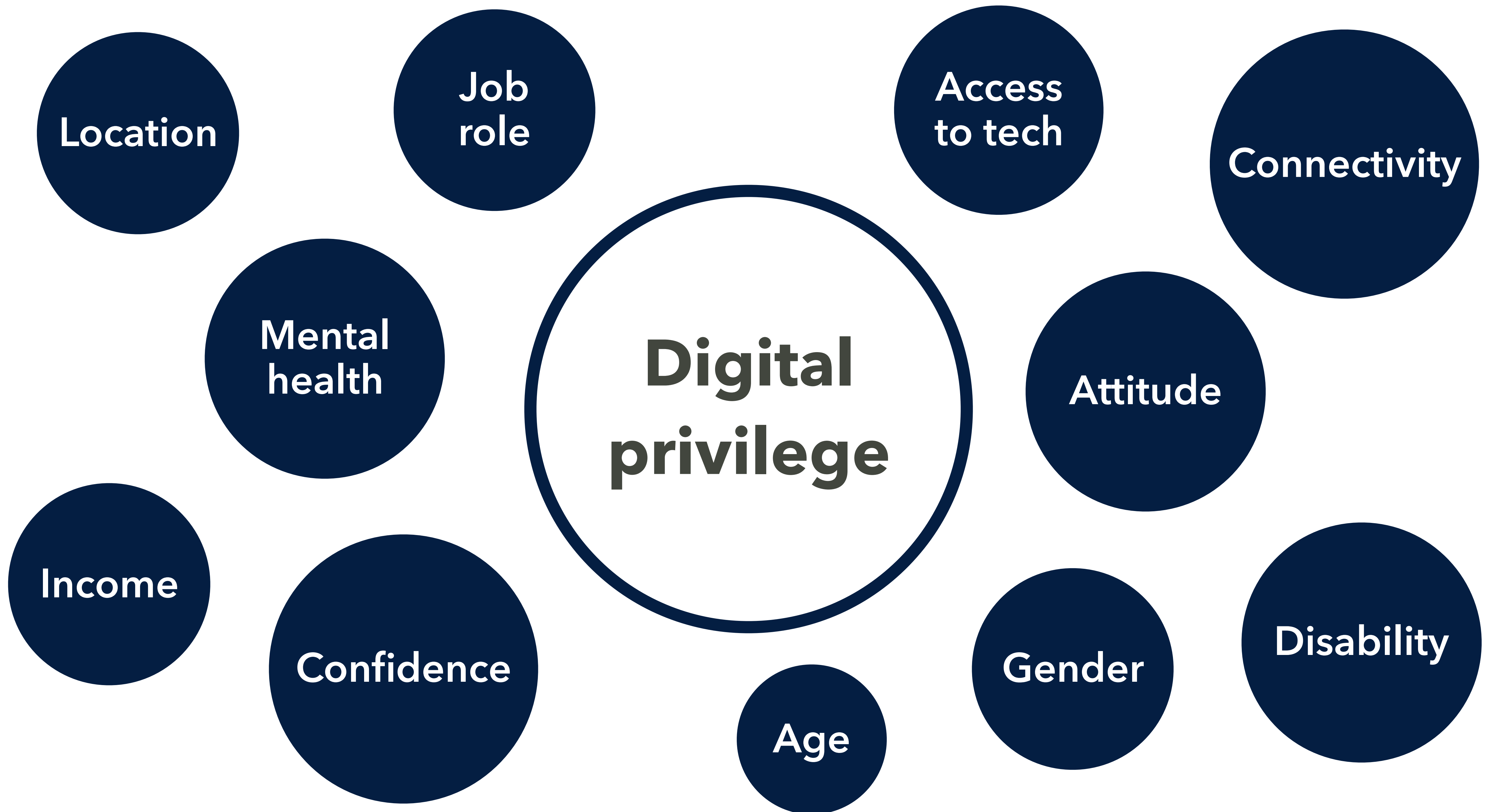


Digital inclusion scale

**// You're spacemen
talking to cavemen."**

Research participant





Assumption:

**We're working
with the same
toolkit**





TONER

LaserJet Pro M402dne



@littlehelli







//

Without user research, you won't know what problems you're trying to solve, what to build or if the service you create will work well for users."

GDS Service Manual

**User research
is a team sport**



Assumption:

**Accessibility is
for people with
disabilities**

**Design + Accessibility
= Inclusive design**



4.1 million
adults in the UK are offline



Offline profile

48%

are under 60
years old

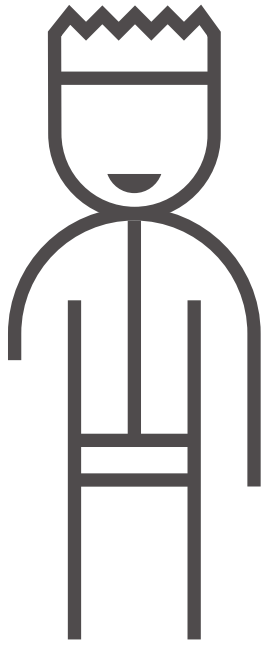

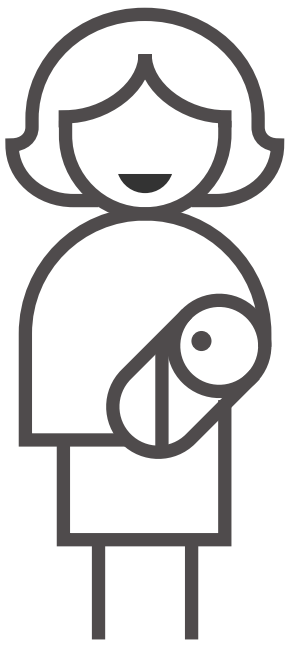
47%




come from a low
income household

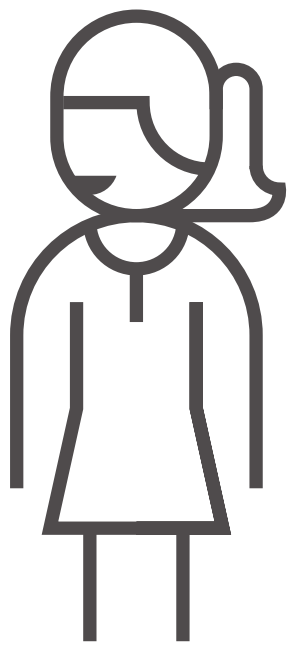
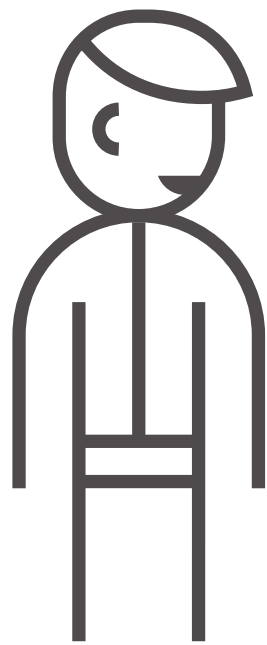

32%

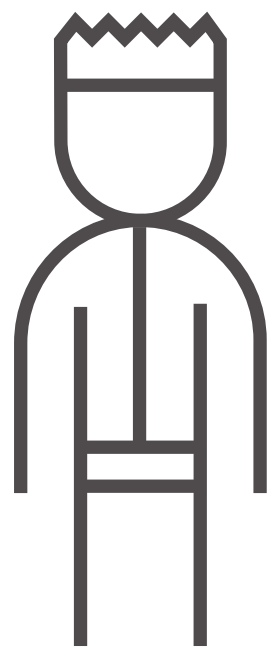

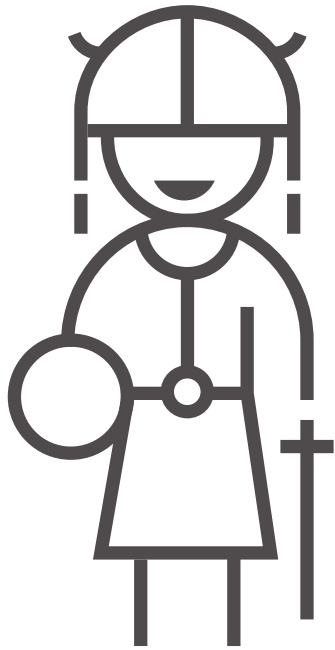
Have a disability

The Persona Spectrum

	Permanent	Temporary	Situational
Touch			
	One arm	Arm injury	New parent

See			
	Blind	Cataract	Distracted driver

	Permanent	Temporary	Situational
Hear			
	Deaf	Ear infection	Bartender

Speak			
	Non-verbal	Laryngitis	Heavy accent

The Persona Spectrum

See



Blind



Cataract



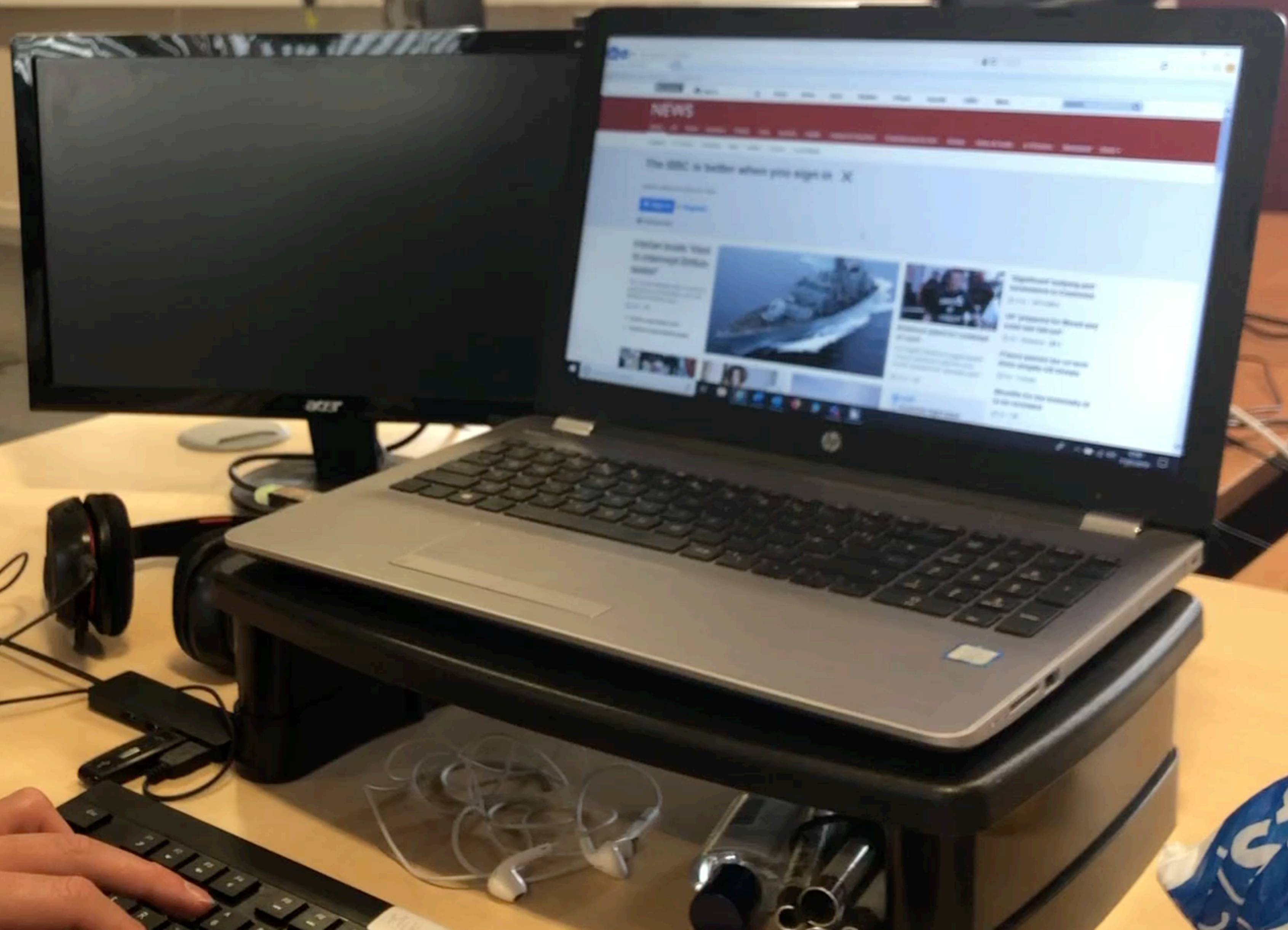
Distracted driver

A person with white hair is seen from the side, looking down at a smartphone. They are in a public transport setting, with a blue seat and a sign in the background that says "weneedyou.co.uk". The image is overlaid with a dark blue filter.

2 million

people in the UK are blind
or partially sighted







VISUAL
IMPAIRMENT
NORTH-EAST
(REG. CHARITY No. 518308)

VINE DOES NOT ACCEPT
RESPONSIBILITY FOR ANYTHING
AS A RESULT OF USING
THE SIMULATION PACKAGE



SIMULATION PACKAGE

CONTACT

Vine
The Fred Hodson Suite
Boarey House
Boarey Park



A man with a beard is sitting at a desk in an office, smiling while looking at a computer monitor. He is wearing a light-colored shirt. The desk has several monitors, a keyboard, and some papers. The background is slightly blurred, showing office shelves and plants. The entire image has a dark blue overlay.

//

We frequently only create idealised personas: attractive people happily interacting with our products and completing tasks."

Design for Real life, Eric Meyer & Sara Wachter-Boettcher



**We're going
to try an
experiment...**

Pop-up empathy lab

Audience participation











£1.00

£0.25

£8.00

£1.00

£1.00

£1.00



//

Designing for inclusion
makes things better
for **everyone.**"

GDS Service Manual

Thank you

helen.joy@bjss.com

 [@littlehelli](https://twitter.com/littlehelli)