

DesignOps Summit 2021

# Inclusive Design is DesignOps

Saara Kamppari-Miller

The Intel logo is located in the bottom left corner. It consists of the word "intel" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®). To the left of the text is a graphic element made of four squares of different shades of blue, arranged in a 2x2 grid pattern.

intel®

# Saara Kamppari-Miller

she/her

User Experience Designer at Intel  
Inclusive DesignOps Champion



Inclusive design and research is a process.

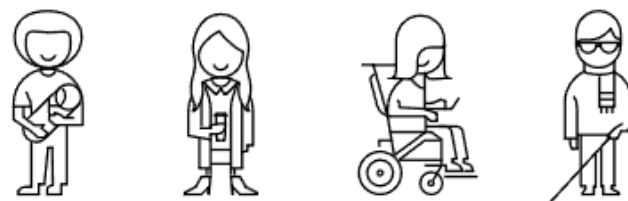
Who might we be excluding?







# Inclusive Design Jam!



Microsoft Inclusive Design Toolkit



## Intel RISE Strategy

Create a more  
**responsible**,  
**inclusive**, and  
**sustainable** world,  
**enabled** through technology  
and our collective actions.



# Corporate Vision!



# Individual Awareness!

$\neq$  Change



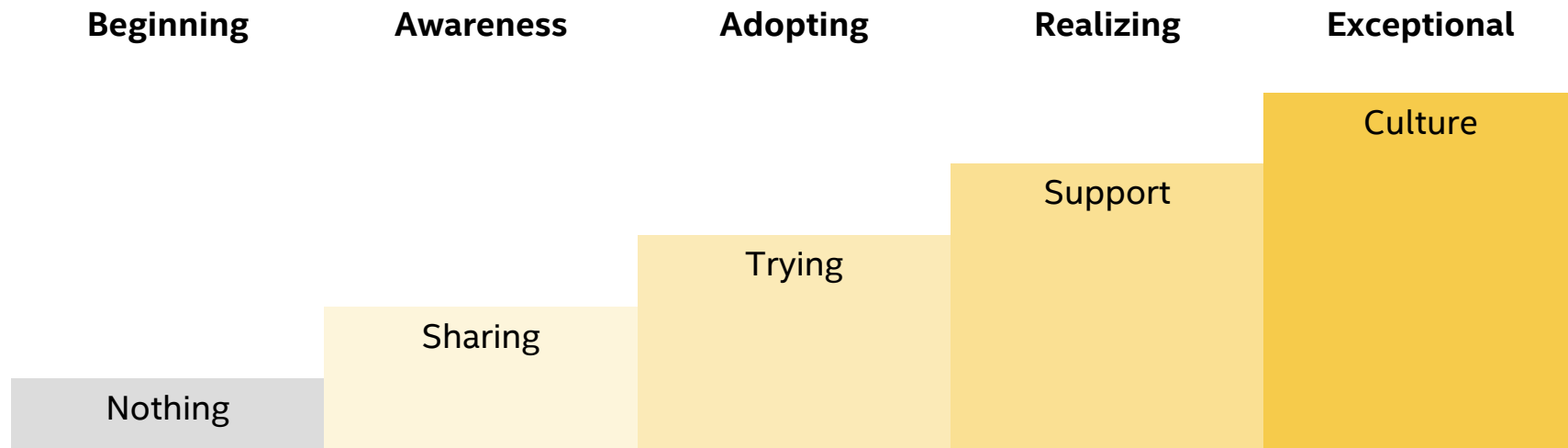
Inclusive design and research is a process.

+

Design operations is designing how we design.

---

**Inclusive Design is DesignOps**



Inclusive Design Maturity Model

# Multiple Lens into the Inclusive Design Maturity Model

For RISE  
(Company Perspective)

Inclusive Design and Research Maturity Model for RISE

	Assessing	Adapting	Building	Embedding
<b>Leadership</b>	Getting committed to the need for the practice	Trying out the methods with projects in this and other parts of the business	Making the methods a regular part of the process	Securing the practice as core part of our culture of how we work
<b>People</b>	Direct responsibility across the business, e.g. Design Operations with a focus on Inclusive Design	Clear owner and well-understood point of contact for Inclusive Design	Clear owner and well-understood point of contact for Inclusive Design	Research and design teams are aware and use Inclusive Design
<b>Metrics, Self-measuring</b>	None	Number of DfW teams self-measuring on the maturity model	Number of people self-measuring on the maturity model	Number of DfW teams self-measuring on the maturity model
<b>Process Impact</b>	None	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals
<b>External Accountability</b>	None	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals

© Intel Corporation. Intel Confidential

For UX Community of Practice  
(Cross-Org Alignment on what Inclusive Design Maturity Means)

Inclusive Design and Research Maturity Model for UX Community of Practice

	Assessing	Adapting	Building	Embedding
<b>Leadership</b>	Getting committed to the need for the practice	Trying out the methods with projects in this and other parts of the business	Making the methods a regular part of the process	Securing the practice as core part of our culture of how we work
<b>People</b>	Direct responsibility across the business, e.g. Design Operations with a focus on Inclusive Design	Clear owner and well-understood point of contact for Inclusive Design	Clear owner and well-understood point of contact for Inclusive Design	Research and design teams are aware and use Inclusive Design
<b>Metrics, Self-measuring</b>	None	Number of DfW teams self-measuring on the maturity model	Number of people self-measuring on the maturity model	Number of DfW teams self-measuring on the maturity model
<b>Process Impact</b>	None	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals
<b>External Accountability</b>	None	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals

© Intel Corporation. Intel Confidential

Broader Audience

Designer & Researcher Audience

Inclusive Design and Research Maturity Model for a Project

	Assessing	Adapting	Building	Embedding
<b>Leadership</b>	Getting committed to the need for the practice	Trying out the methods with projects in this and other parts of the business	Making the methods a regular part of the process	Securing the practice as core part of our culture of how we work
<b>People</b>	Direct responsibility across the business, e.g. Design Operations with a focus on Inclusive Design	Clear owner and well-understood point of contact for Inclusive Design	Clear owner and well-understood point of contact for Inclusive Design	Research and design teams are aware and use Inclusive Design
<b>Metrics, Self-measuring</b>	None	Number of DfW teams self-measuring on the maturity model	Number of people self-measuring on the maturity model	Number of DfW teams self-measuring on the maturity model
<b>Process Impact</b>	None	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals
<b>External Accountability</b>	None	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals

© Intel Corporation. Intel Confidential

For a Project  
(Examples across the phases of a project)

Inclusive Design and Research Maturity Model Examples for Everyday Inclusive Design Practices

	Assessing	Adapting	Building	Embedding
<b>Leadership</b>	Getting committed to the need for the practice	Trying out the methods with projects in this and other parts of the business	Making the methods a regular part of the process	Securing the practice as core part of our culture of how we work
<b>People</b>	Direct responsibility across the business, e.g. Design Operations with a focus on Inclusive Design	Clear owner and well-understood point of contact for Inclusive Design	Clear owner and well-understood point of contact for Inclusive Design	Research and design teams are aware and use Inclusive Design
<b>Metrics, Self-measuring</b>	None	Number of DfW teams self-measuring on the maturity model	Number of people self-measuring on the maturity model	Number of DfW teams self-measuring on the maturity model
<b>Process Impact</b>	None	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals
<b>External Accountability</b>	None	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals	Publicly shared maturity model, metrics, and goals

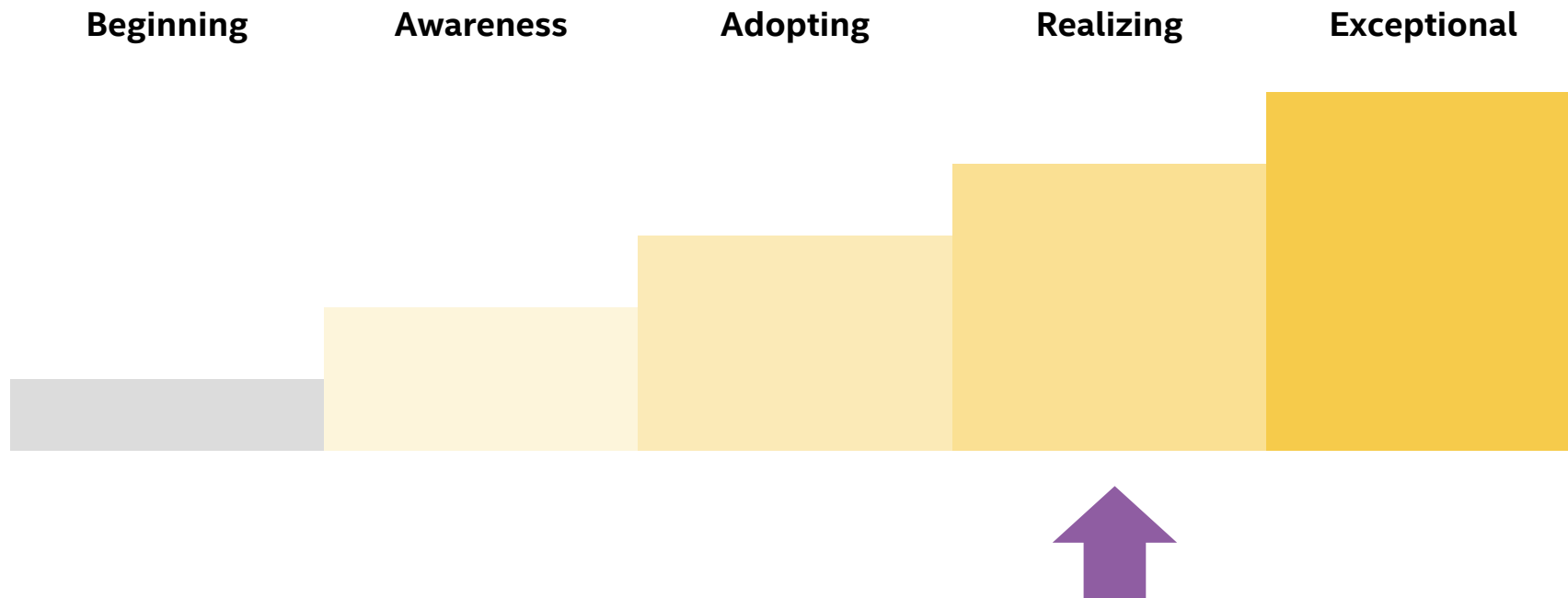
© Intel Corporation. Intel Confidential

For an Individual  
(Examples of everyday inclusive design practices)

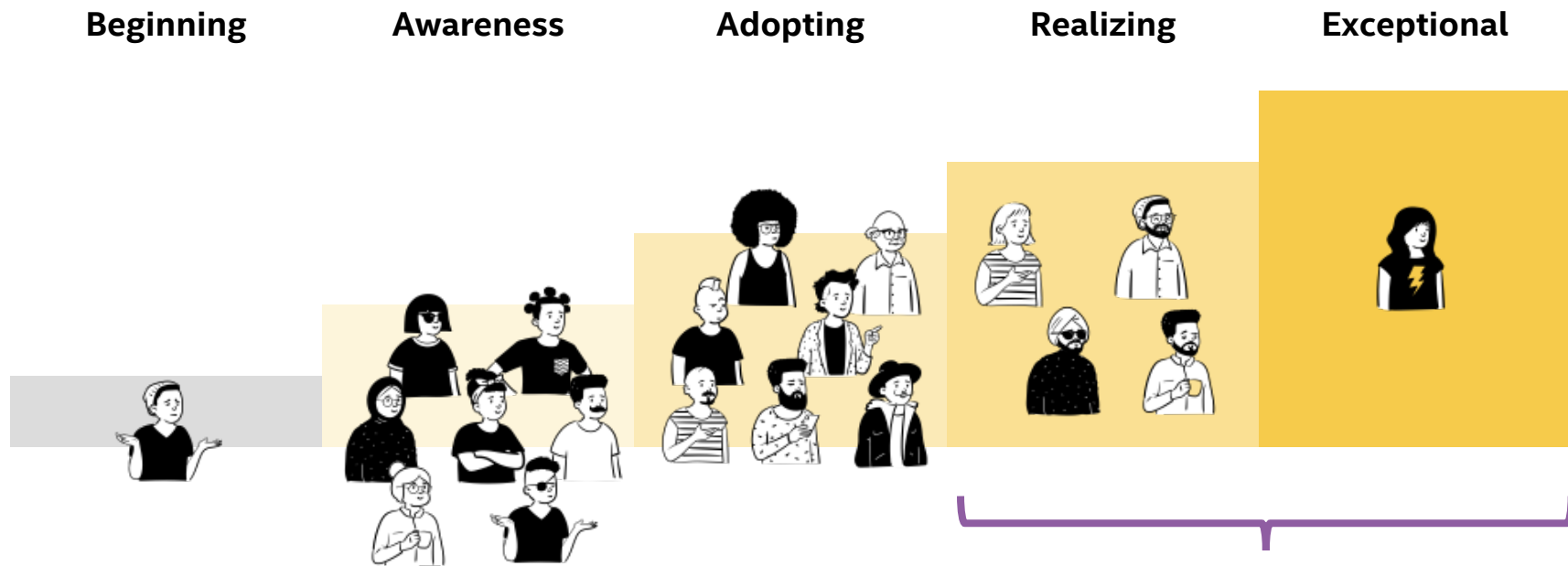
Broader Scope

Narrow Scope

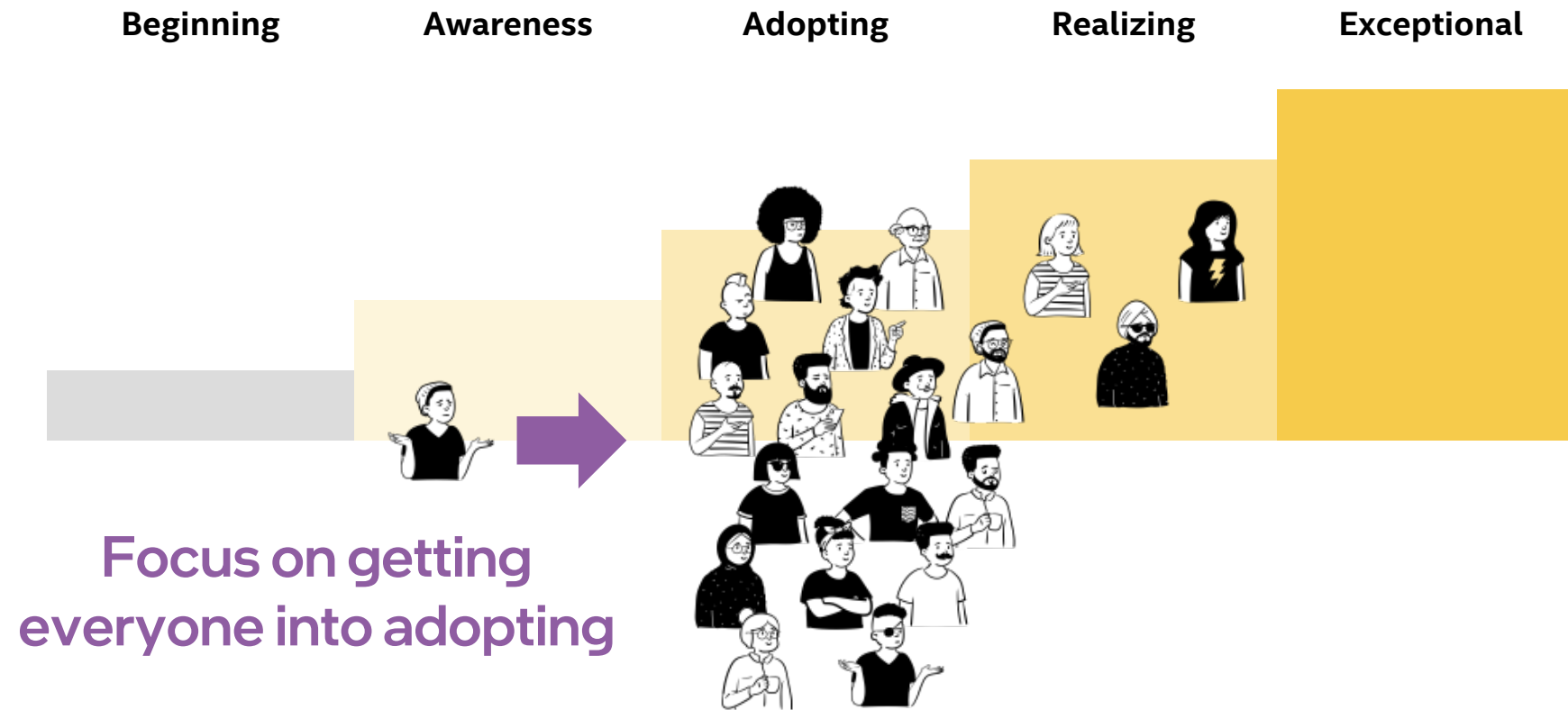
# Where do we want to be by 2030?







Focus on 25%  
Rest will follow?



Our goal is that every client computing platform we produce  
**expands accessibility for more people than the one before<sup>1</sup>**

1. We are never done.

Our goal is that every client computing platform we produce **expands accessibility for more people than the one before<sup>1</sup>** with experiences **designed in collaboration with people with disabilities<sup>2</sup>**.

2. “Nothing about us without us.”



Our goal is that every client computing platform we produce **expands accessibility for more people than the one before<sup>1</sup>** with experiences **designed in collaboration with people with disabilities<sup>2</sup>**.

By 2030, **all Intel user experience teams<sup>3</sup>**

3. Including “ux teams of one”

Our goal is that every client computing platform we produce **expands accessibility for more people than the one before<sup>1</sup>** with experiences **designed in collaboration with people with disabilities<sup>2</sup>**.

By 2030, **all Intel user experience teams<sup>3</sup>** will have adopted inclusive design and research practices, with relevant **design and research operational support<sup>4</sup>**.

4. DesignOps and ResearchOps!

During 2021, we are building additional partnerships with governments and academia worldwide to expand a full digital readiness portfolio, covering citizens as well as the current and future workforce for a broader range of emerging technologies.

**Intel® Future Skills.** Using a design-thinking methodology and hands-on learning approach, the [Intel® Future Skills](#) program gives students the framework needed for a lifetime of problem solving and discovery through Science, Technology, Engineering, Arts, and Math (STEAM) learning. Through the program's learning platform, made up of over 25 projects with 40 hours of content, students are challenged with hands-on, real-world innovation projects that encourage them to think differently, fail fast, and develop a growth mindset. Our unique model,

which combines technical and social emotional learning, enables students to recognize and understand the people they are creating for by building essential empathy and communication skills. In 2020, Intel volunteers delivered hundreds of Intel Future Skills project kits to Oregon schools, where youth picked them up to keep their creativity going during the pandemic.

#### Accessible Product Design

Technology is an increasingly critical part of everyone's lives, and accessible technology allows people to acquire education, have a career, use government services, make purchases, pursue hobbies, and so much more. Access to information and communications technologies is defined as a basic human right in the [United Nations Conventions On The Rights Of Persons With Disabilities](#).

#### Million Girls Moonshot

While many efforts have aimed to close gender and racial gaps in STEM, persistent inequities remain. Substantial progress requires transformational initiatives, such as the [Million Girls Moonshot](#) (MGM). Through MGM, the Intel Foundation is partnering with the STEM Next Opportunity Fund (legacy organization of the Robert N. Noyce Foundation), the Gordon and Betty Moore Foundation, and the Charles Stewart Mott Foundation to transform the trajectory of women and girls in STEM. The movement primarily focuses on gender, but also seeks to create STEM gains among diverse racial, ethnic, and socioeconomically underserved groups.

The MGM movement builds on the success of the [Intel She Will Connect](#) initiative, which has focused on interventions in middle school, when girls often decide whether to pursue coursework essential to technology careers. Since 2017, the Intel Foundation has invested \$3.25 million in grants, with proven results through positive, hands-on STEM experiences for middle school girls and their families. Over the next five years, the MGM movement will expand to reach and collectively engage 1 million more girls through innovative, high-quality STEM capacity in all 50 US states. MGM is a first-of-its-kind movement on a national scale.



Our goal is that every client computing platform we produce expands accessibility for more people than the platform before, with experiences designed in collaboration with people with disabilities. By 2030, all Intel user experience teams will have adopted inclusive design and research processes with relevant operational research support. In 2020, our teams began projects exploring accessible computing usages such as assistive touch to speech (providing spatial awareness for blind or visually impaired computer users) and indoor way-finding (providing navigation assistance for blind or visually impaired people in public spaces).

An artificial intelligence (AI) researcher and his team designed an Intel-powered, voice-activated backpack that can help people with visual impairments navigate and perceive the world around them. The backpack helps detect common challenges such as traffic signs, hanging obstacles, crosswalks, moving objects and changing elevations. [Learn more.](#)

#### Technology to Advance Social Equity

Intel joined a coalition aimed at advancing the [One Million Connected Devices Now](#) movement and providing \$25 million to address the digital divide and COVID-19-related challenges to ensure students can continue to learn virtually. The coalition is led by Procter and Gamble and also includes Dell, Microsoft, Fidelity, Dow Jones, PNC Bank, PolicyLink, Walmart, and Comcast.

To also [help address remote learning challenges](#) during the pandemic, the city of Houston worked closely with Intel, Microsoft, and T-Mobile to bridge the gap between students and their education. Some 25% of students in Texas don't have access to technology and 20% of Houston students live below the poverty line. The support provided by Intel helped the city understand educational and community needs to bring digital skills and training to students and communities. Working with Intel's strategic partners, students and their families who qualified received T-Mobile Internet connectivity to the greater community and resources.

Corporate Goal  $\neq$  Change

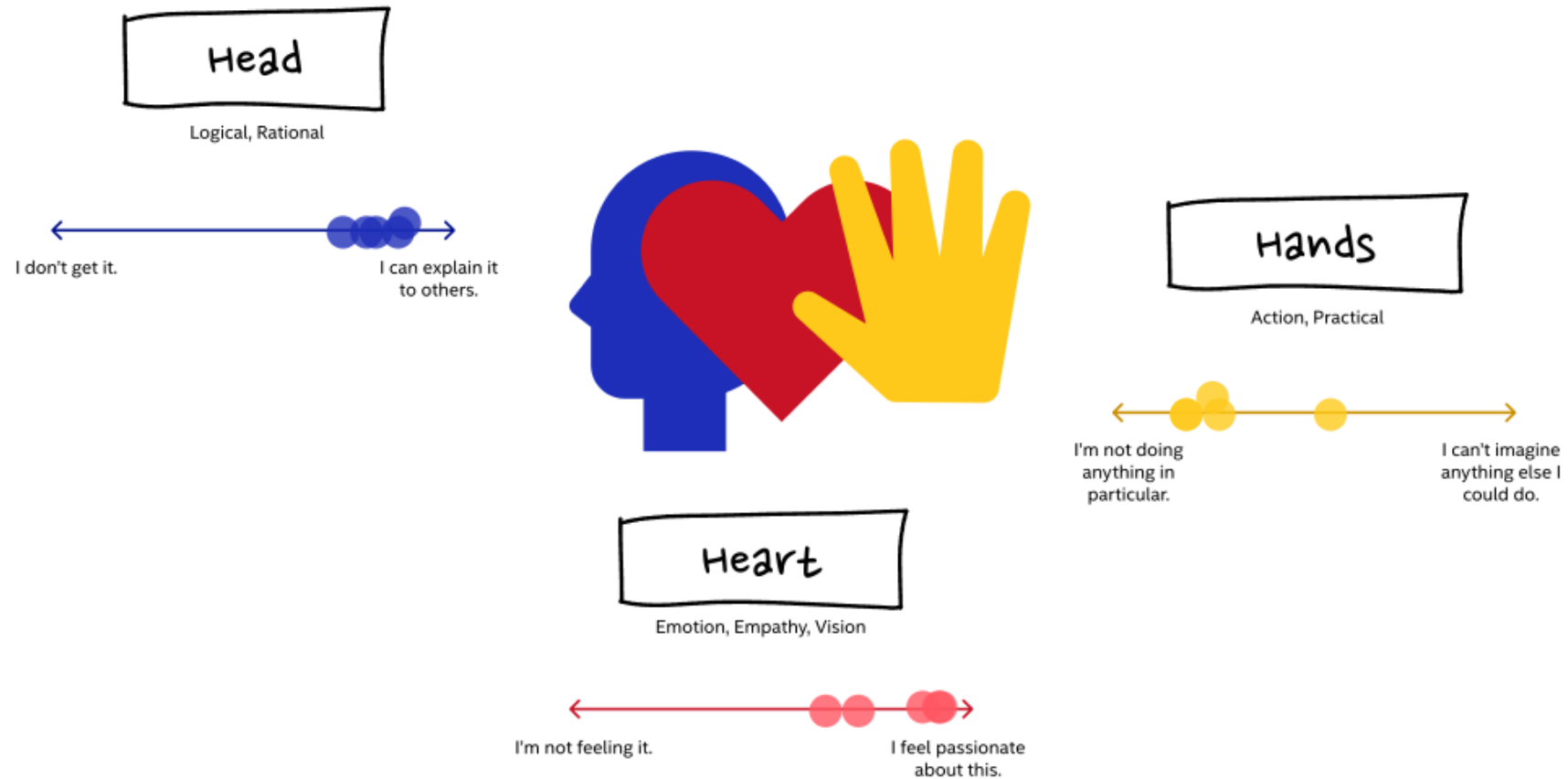


# Hey Team!



## What do we do next?

## Where are we as a team with regard to Inclusive Design?



## What do we need as a team to move from awareness to adoption of Inclusive Design?



Head

If you don't understand why we should do inclusive design, how might we change the discussion to help you rationalize the change in how we work?

write here	write here	write here
write here	write here	write here



Heart

If you don't want to change how we work, if you don't feel any emotion about how inclusive design, how might we appeal?

write here	write here	write here
write here	write here	write here



Hands

If you don't have the ability to practice inclusive design, how might we support you better?

write here	write here	write here
write here	write here	write here

how might we  
help you?

If you are convinced that we need to practice inclusive design, how might we help others at Intel come to the same conclusion?

write here	write here	write here
write here	write here	write here

If you feel strongly that inclusive design is important for the future, how might we help others at Intel to emphasize?

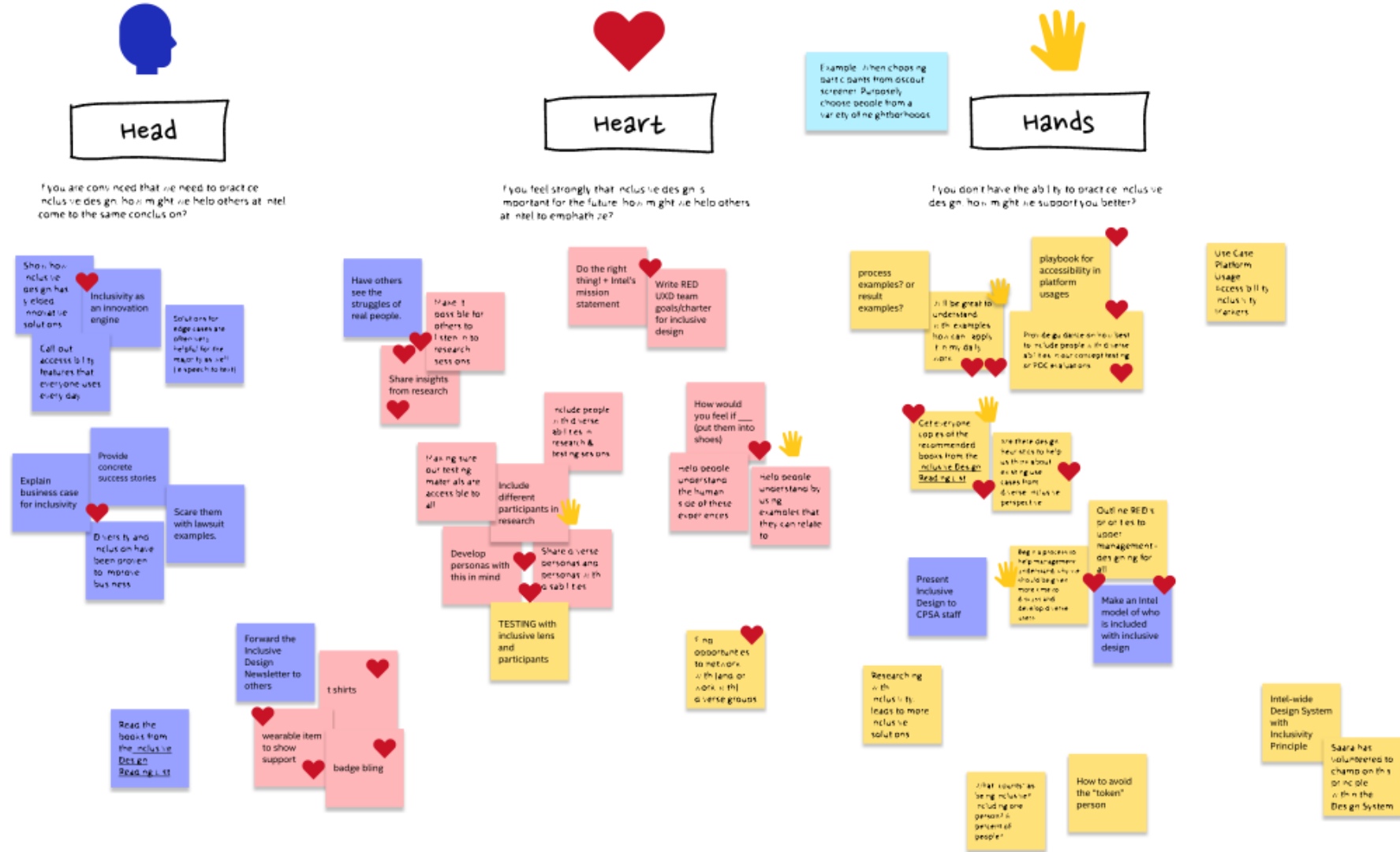
write here	write here	write here
write here	write here	write here

If you are practicing inclusive design, how might we help others to try it out?

write here	write here	write here
write here	write here	write here

how might we  
help others?

## What do we need as a team to move from awareness to adoption of Inclusive Design?

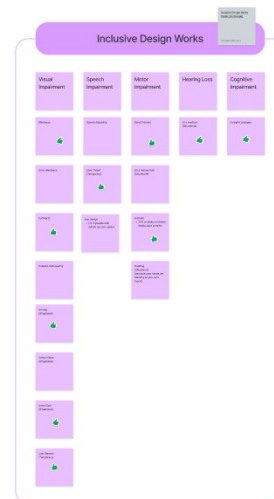
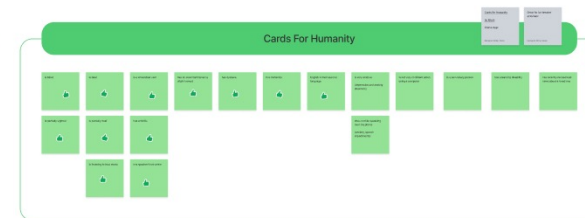
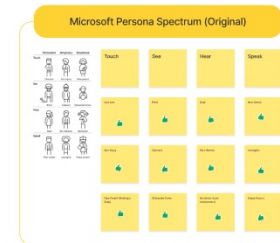
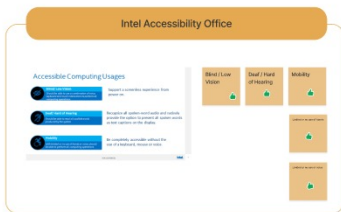


- We don't know what we don't know.
- We need a baseline education on who we might be excluding.
- But we don't have time to do it ourselves.

- Secondary inclusive research
- Framework to identify gaps & prioritize secondary research
- Bite size information

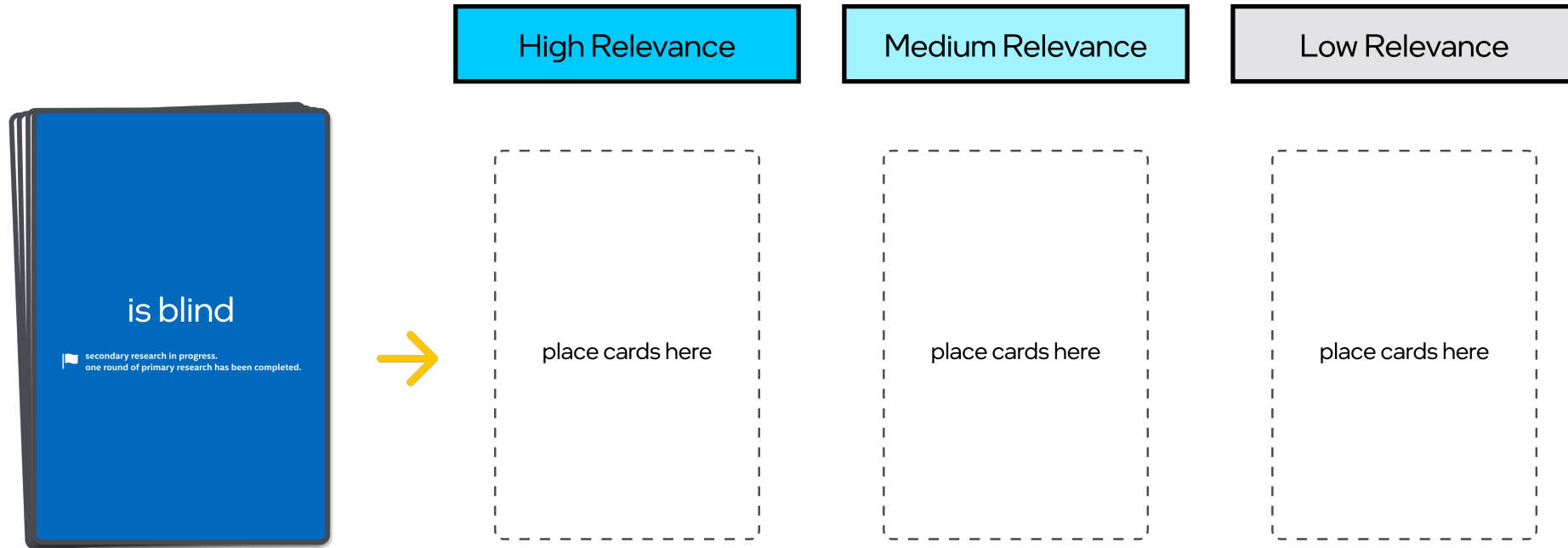


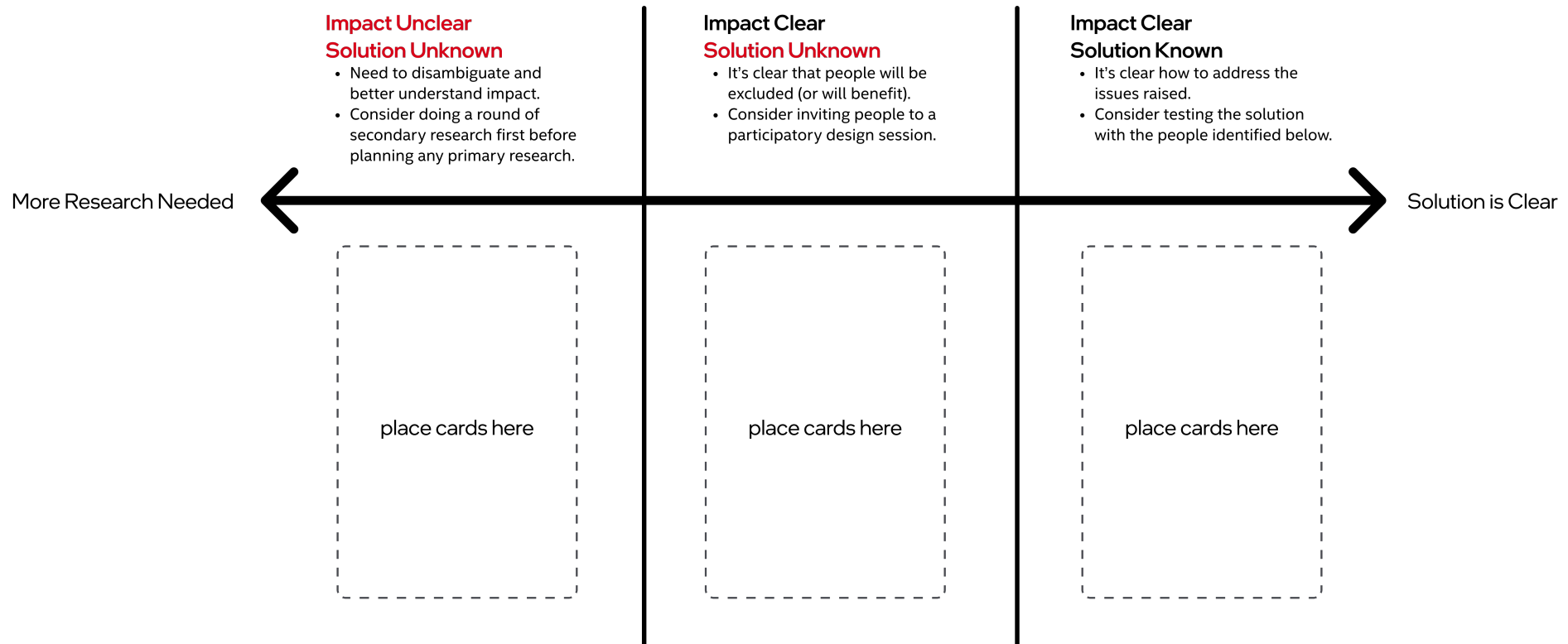
Examples of starting point sets of possible lenses/people/communities who may have been previously excluded from a project.

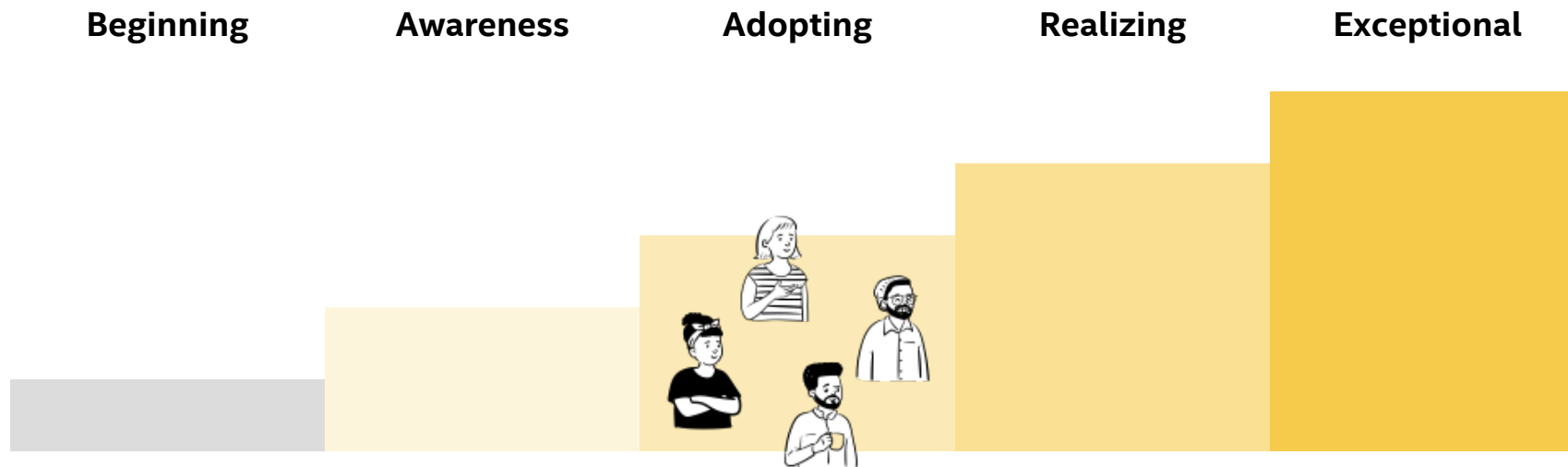


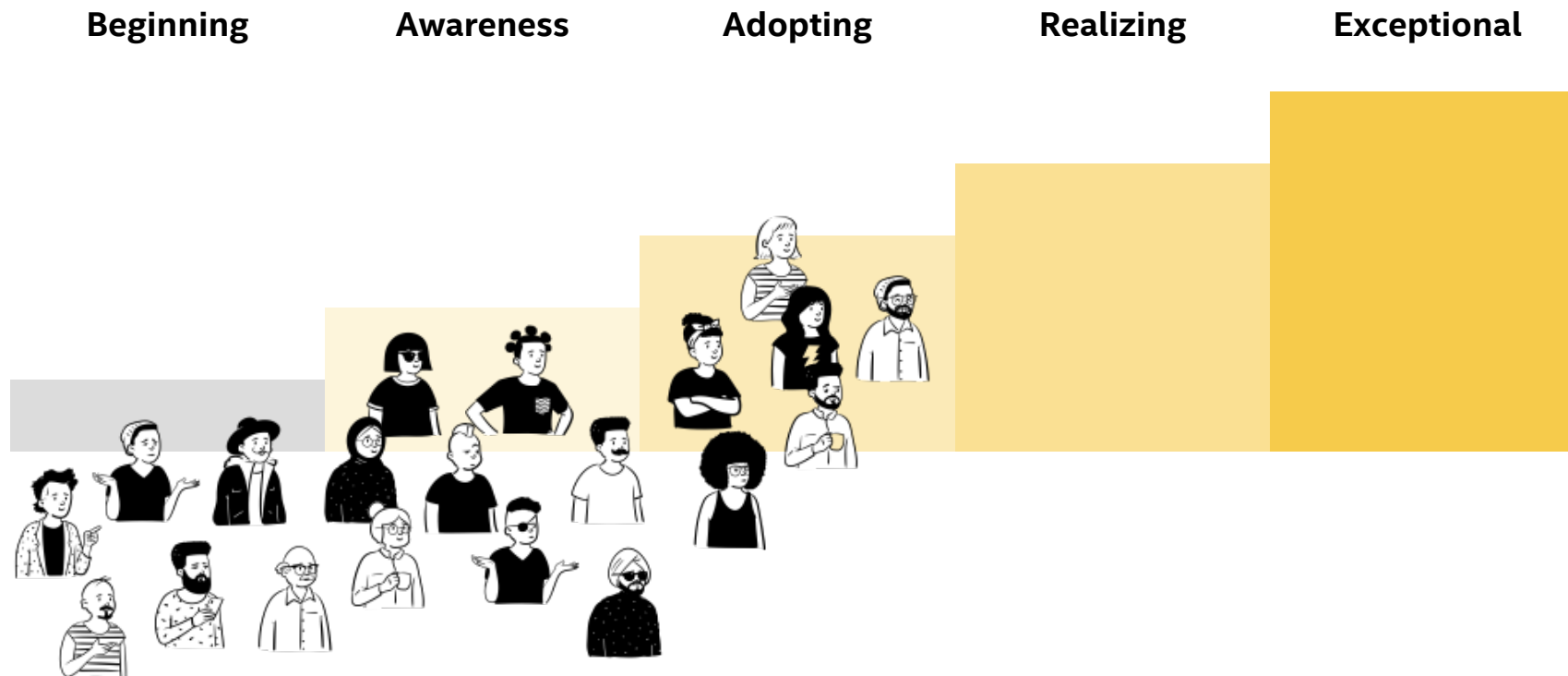


















Nothing about us without us.

Nothing about us without us.

Nothing about us without us.

Nothing about us without us.

Nothing about us without us.

Nothing about us without us.

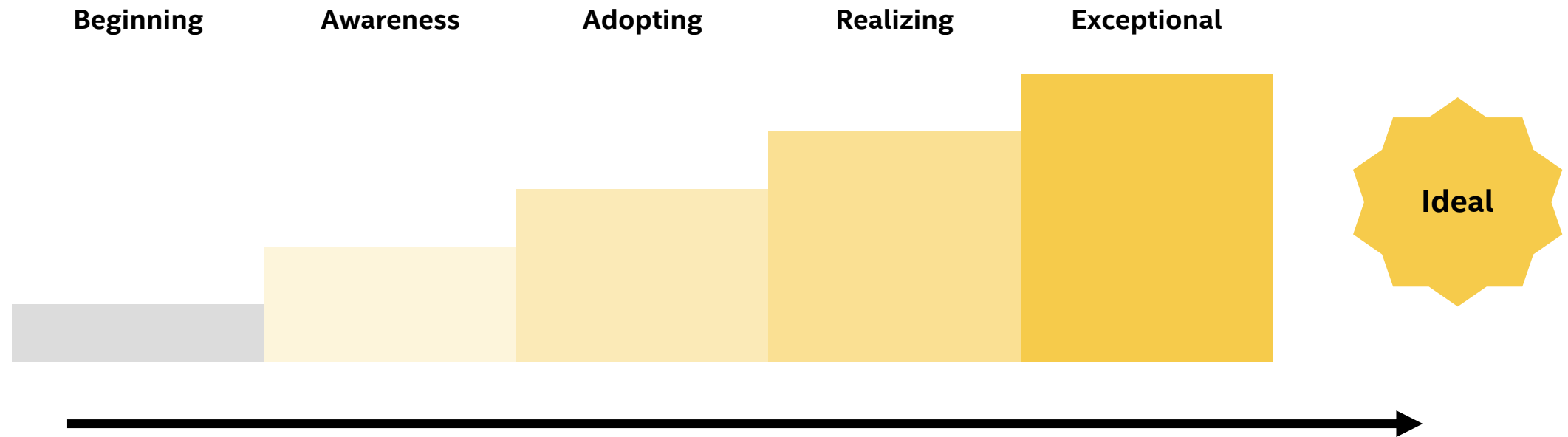


# This feels overwhelming!



Don't be ideal.

Do better.





Make a public goal!



Check your head, heart, and hands.



“Nothing About Us Without Us.”



Don't be ideal. Do better.

# Thank You

We're hiring UX at Intel!

@DesignerGeeking