Designing Worlds We Can Live In

Inclusive Design in Practice

Colin Clark & Cheryl Li
Grow new inclusive design and development practices

Teach the principles and techniques of inclusive design

Create tools that others can use and contribute to

Advocate for inclusion in policy and standards
Technology & Inequity
Inequality is growing

- 85% of post-2008 economic growth was pocketed by the richest 1%
- The U.S. ranks 35th out of 37 OECD countries in terms of poverty and inequality
- More than 1 in every 8 Americans are living in poverty
- Only 64% of U.S. voting-age population was registered to vote in 2016—a smaller share of potential voters than just about any other OECD country
“The United States is one of the world’s richest, most powerful and technologically innovative countries; but neither its wealth nor its power nor its technology is being harnessed to address the situation in which 40 million people continue to live in poverty... Much more attention needs to be given to the ways in which new technology impacts the human rights of the poorest Americans.”

- Philip Alston, UN OHCHR Report on extreme poverty and human rights
“Technology is ‘the way things are done around here.’”

- Ursula Franklin, The Real World of Technology, 1989
Technology as entanglement

- Inclusive of buildings, governance, values, practices, bodies, mechanisms—*the way things are done around here*.
- HCI research is premised on a foundational “cut”—human and computer. (What forms of human are produced from this difference?)
- Franklin, on the other hand, sees that social practices and computation are endlessly entangled, simultaneously constitutive of and constituted by each other

Local knowledge and lived experience aren’t resources to be extracted by UX research
The Unrecognized Technology Pioneers

● Disability forces us to rethink our values and roles on research

● People with disabilities often express how they’ve been studied, subjected, and told what’s best for them all their lives – the medical-deficit model takes away agency and decision-making

● Nothing about us without us!

● Alan Cooper, etc. “Users don’t know what they want and couldn’t express it anyway.” – Not true here!

● Non-normative experience is by necessity reflective—when the world doesn’t fit you, you have to constantly adapt, and are often deeply aware of what you need. “If only...”
Inclusive Design is design that considers the **full range of human diversity** with respect to ability, language, culture, gender, age and other forms of human difference.
Inclusive Design

- Not an outcome, but a way of working
- Accessibility is one potential outcome, but there are others (e.g. improved usability, greater resiliency and responsiveness to change)
- Involves a shift away from looking at isolated products and towards the recognition of larger effects and systems
- Emphasizes participation, creativity, and shared decision-making
Instead of products, we’re designing places.
From usability to quality of living.
Ladder of participation

- People-led: Doing with people
- Partnership
- Consulting: Doing for people
- Informing
- Prescribing: Doing to people
- No participation
“Participation is... citizen power. It is the redistribution of power that enables the have-not citizens, presently excluded from the political and economic processes, to be deliberately included in the future. It is the strategy by which the have-nots join in determining how information is shared, goals and policies are set... resources are allocated, programs are operated, and benefits... are parceled out. In short, it is the means by which they can induce significant social reform which enables them to share in the benefits.”

Design is the implicit creation of governance systems
Design is the implicit creation of governance systems

Who has power?
Who makes decisions?
How people make their voices heard?
Who gets to write history?
Co-design
Co-design is...

Designing with, not for
Traditional design process

Designers decide who to include
Prioritizing the voices of the “edge users”

Traditional design process
Designers decide who to include

Co-design approach
Prioritizing the voices of the “edge users”
Traditional design process

Users have one or a few times to give input
Involving co-designers continuously

Traditional design process

Users have one or a few times to give input

Co-design approach

Involving co-designers continuously
Traditional design process

Designers decide when and how to involve users

Co-design approach

Co-designers have a say in their participation
Co-design in practice
Platform Co-op Development Kit
What is a platform co-op?

A digital platform that is designed to provide a service, or sell a product -
What is a platform co-op?

A digital platform that is designed to provide a service, or sell a product – but is owned and governed by the people who depend on and use it.
Working to create digital tools to assist co-ops in running and operating their businesses
## Embedded Co-design

<table>
<thead>
<tr>
<th>Who</th>
<th>What</th>
<th>Why</th>
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</thead>
<tbody>
<tr>
<td>Community partners</td>
<td>Working with our partners to plan co-design events in their own communities</td>
<td>Communities already have their own leaders, structures, priorities</td>
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What we’re exploring

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A data analytics dashboard that prioritizes workers having control over what data is shared, and with whom

___
A tool that matches service providers & receivers, that addresses racism & discrimination on the tool

___
A tool that matches service providers & receivers, that prioritizes worker safety
Co-designing Inclusive Cities

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs

Join us in co-designing connected cities, neighbourhoods, and spaces that are more diverse and inclusive.
Perspectives on Inclusive Design

1. Invite continuous participation
2. Support independence and creativity
3. Include many voices—and give them new ways to speak
4. Design for interconnectedness
Some questions to ask

- Who isn’t here, and how can we include them?
- How can we give those most affected by this decision the power to (re)make it?
- How can we support serendipitous and unexpected use and repurposing?
- What communities might arise from this design choice?
- What impacts might occur as a result of this decision?
Thank You