Designing for Inclusion

Dec 2018

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Today

- **What is inclusive design – focus on uniqueness**
- **The power of diversity**
- **Examples of what has and hasn't worked**
- **What can you do?**

What are your barnacles

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There is no such an 'average user' and harness difference to create value

Design, innovate and deliver services, products and experiences

Accessible and usable by as many people as possible

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What we do

Learn and master

Create

Evolve

Connect

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Inclusive

- **Inclusive design considers the full range of human diversity across language, culture, age, gender, ability and all others forms of difference.**

Why diversity matters!

Mismatch

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IT'S ABOUT 'SEEING' THE OPPORTUNITY TO INCLUDE EVERYONE

25%
Severe Difficulties

37 %
Mild Difficulties

16%   Minimal Difficulties

21%   No Difficulties

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Recognising diversity and uniqueness

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Consequences of exclusion

What are we solving for?
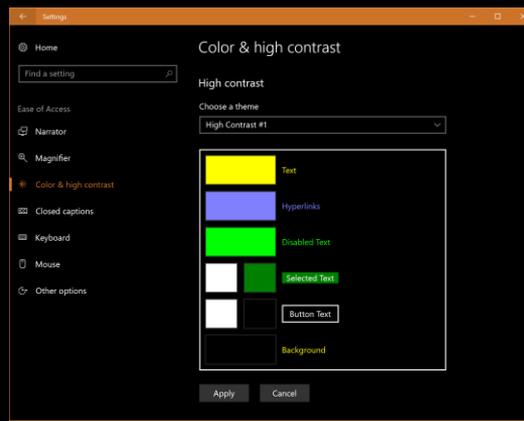
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Where does privilege fit in

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We are racing for a hundred dollar bill

Inclusive design –value for everyone

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