

IBM Design

—
Creating Empathy for Lived Experiences
TorCHI - November 2021

Herman Colquhoun Jr.

Design Principal
IBM Quantum - Systems

Joan Haggarty

Design Principal
IBM Software



The IBM Canada Lab

IBM Canada Lab is the second largest software development organization in IBM and **the largest in Canada**, delivering leading software technology to the global marketplace



**We solve
business
problems**

Over 50 years

IBM Canada Lab has been **driving innovation and transformation with our clients** with key worldwide missions

- Cloud Pak for Data
- Cloud Pak for Watson AIOps
- WebSphere Hybrid Edition
- Cloud Pak for Security
- QRadar
- IBM Compilers
- DevOps for Z
- Cloud Pak for Business Automation
- Sterling Order Management
- Watson Health

Our teams are located in **Fredericton, Ottawa, and Markham** and deliver leading-edge technology to the global market.



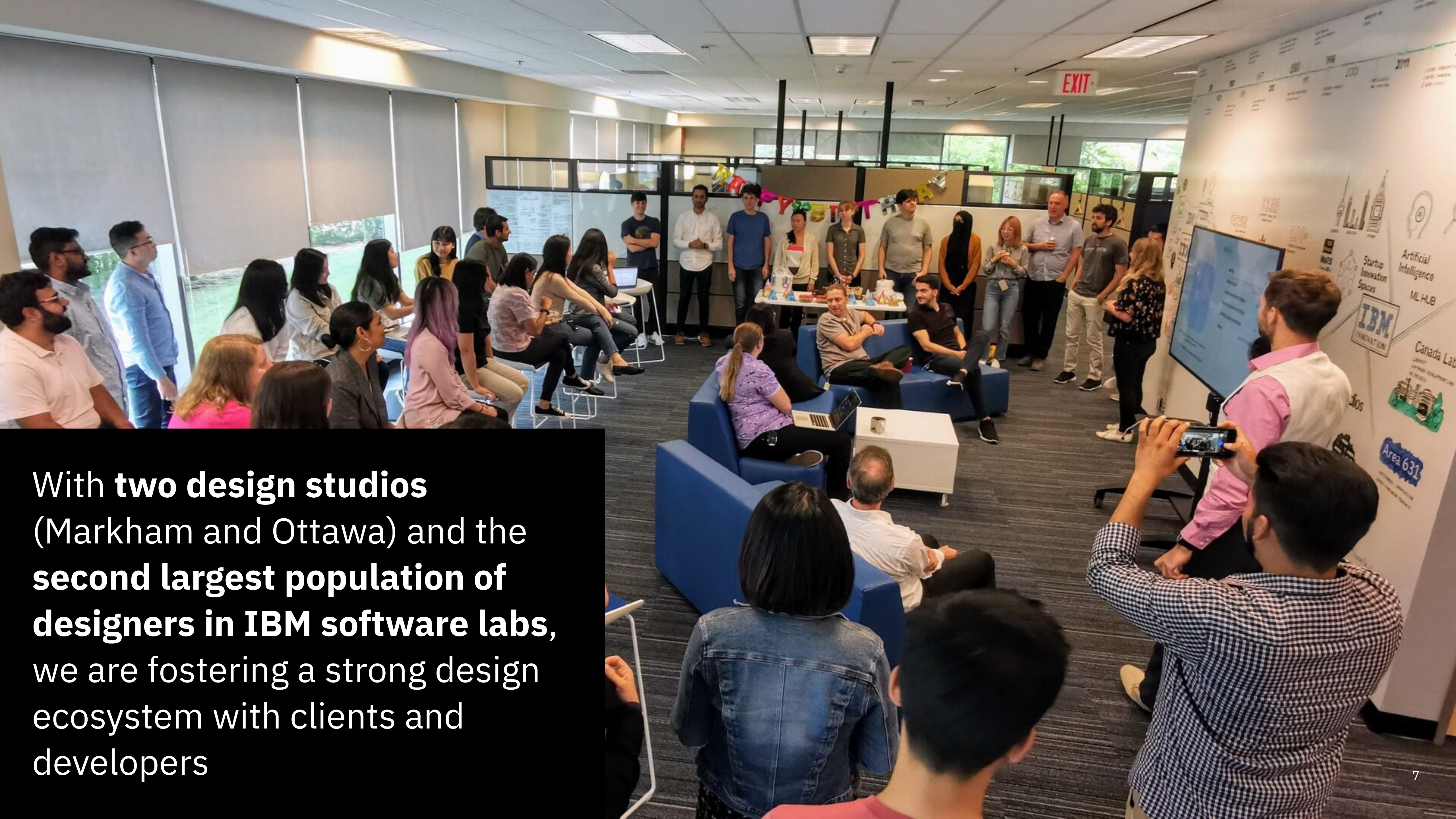
Markham



Fredericton



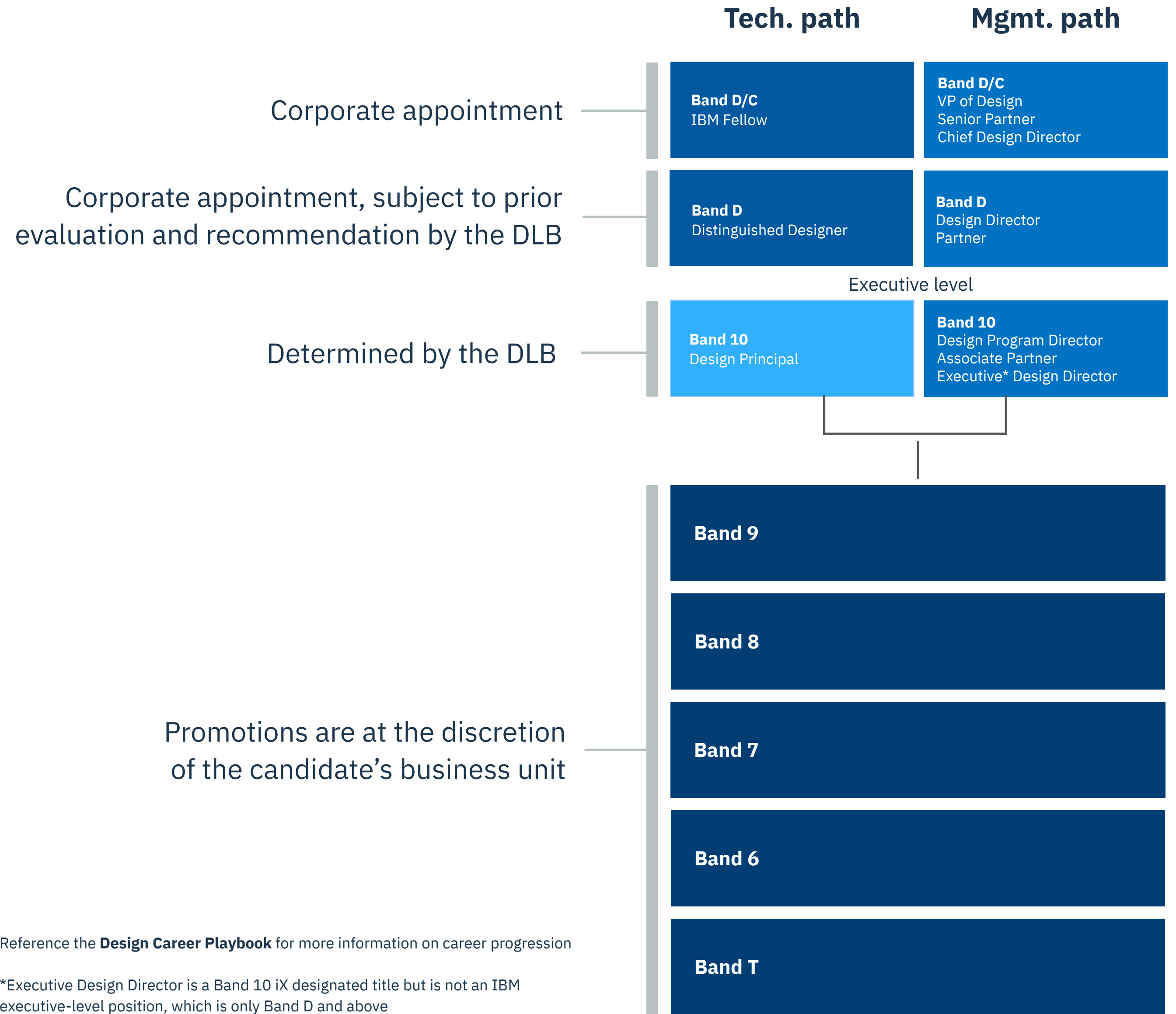
Ottawa



With **two design studios** (Markham and Ottawa) and the **second largest population of designers in IBM software labs**, we are fostering a strong design ecosystem with clients and developers

IBM Design career framework

The Design career framework



Reference the **Design Career Playbook** for more information on career progression

*Executive Design Director is a Band 10 iX designated title but is not an IBM executive-level position, which is only Band D and above

Technical design leadership at IBM



1 IBM Fellow

13 IBM Distinguished Designers

63 Design Principals

What do Design Principals do?



Mentor: They serve as an active coach and mentor of designers and other disciplines



Advocate: They reach across organizational boundaries to advocate for design, and expand their network inside and outside IBM



Influence: They continue to have significant eminence and influence inside and outside IBM



Engage: They connect and engage with the community of design and technical leadership at IBM



Update: They update the progress they've made toward their role at least once a year to the Design Executive Team (DET)



Joan Haggarty Design Principal, IBM Software

- Mom of two
- Youth organization volunteer
- Accessibility advocate
- Experimental gardener & Hallowe'en nut



Herman Colquhoun Design Principal, Quantum Integrations

- Father of two
- HBCU design coach & guest lecturer
- Active Scholars volunteer instructor
- 2.23 Runner

Lived Experience Overview

Case 1: Diversity in design

Case 2: Accessibility in design

Community Activity Outcomes: How might we as designers create empathy for lived experiences?

Case 1: Visualizing tangible differences for REiD

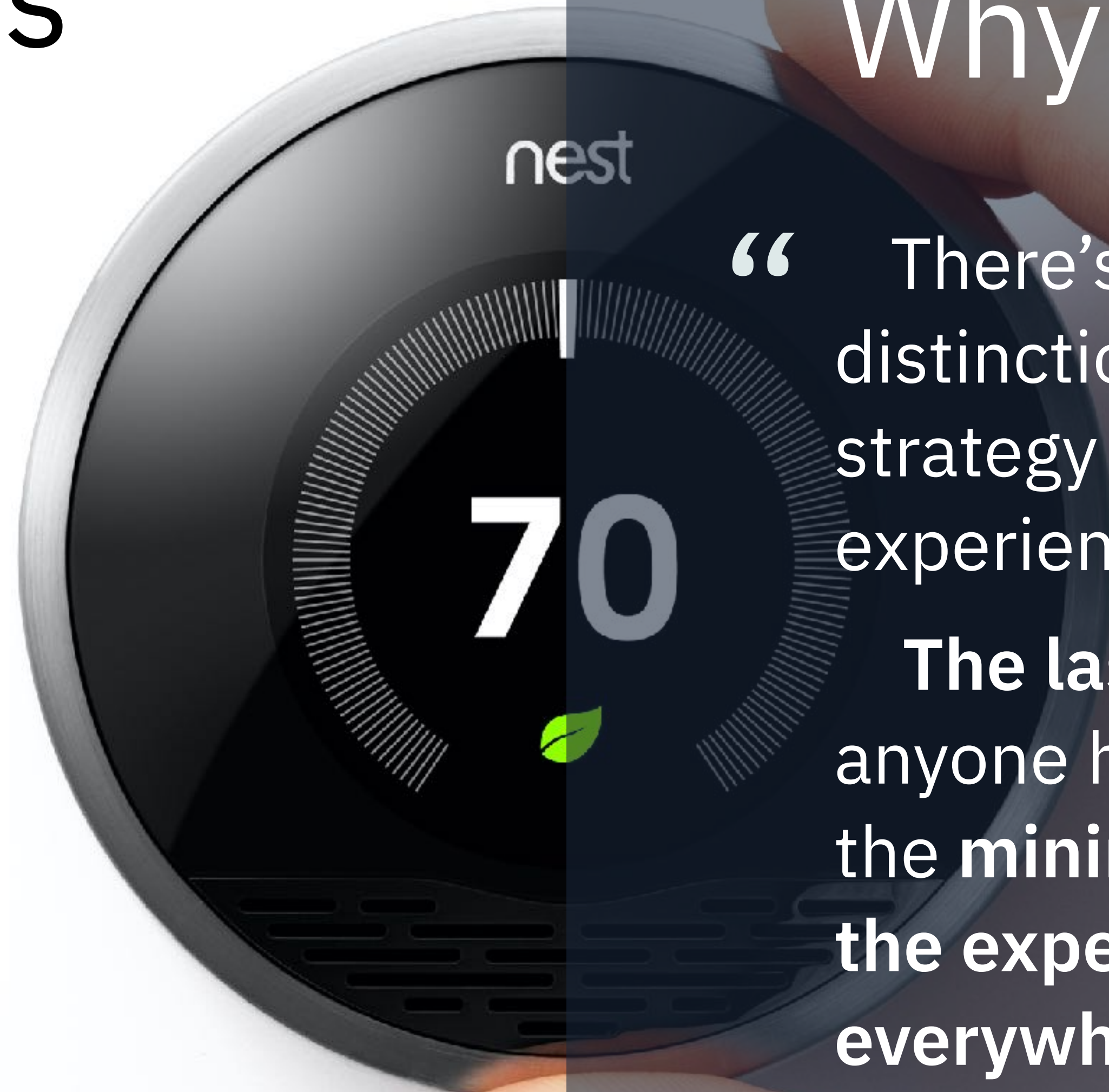


“Create a global,
sustainable culture
of design and
design thinking at IBM.”

**Ginni Rometty, IBM CEO
2013**



Experience is
a central
concept



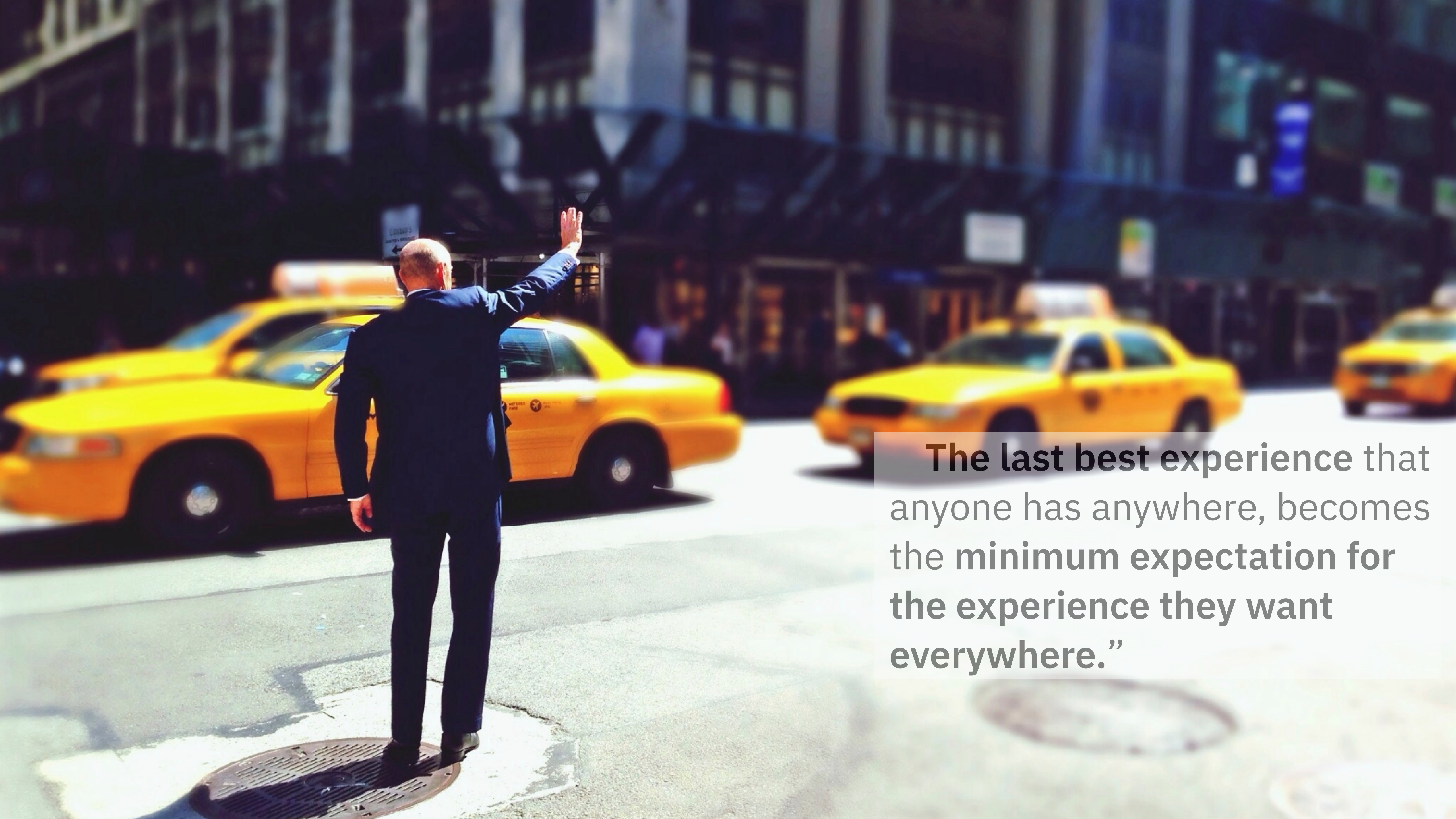
Why pivot?

“ There’s no longer any real distinction between business strategy and the design of user experiences.

The last best experience that anyone has anywhere, becomes the minimum expectation for the experience they want everywhere.”

—BRIDGET VAN KRALINGEN, IBM
SR. VP, INDUSTRY PLATFORMS



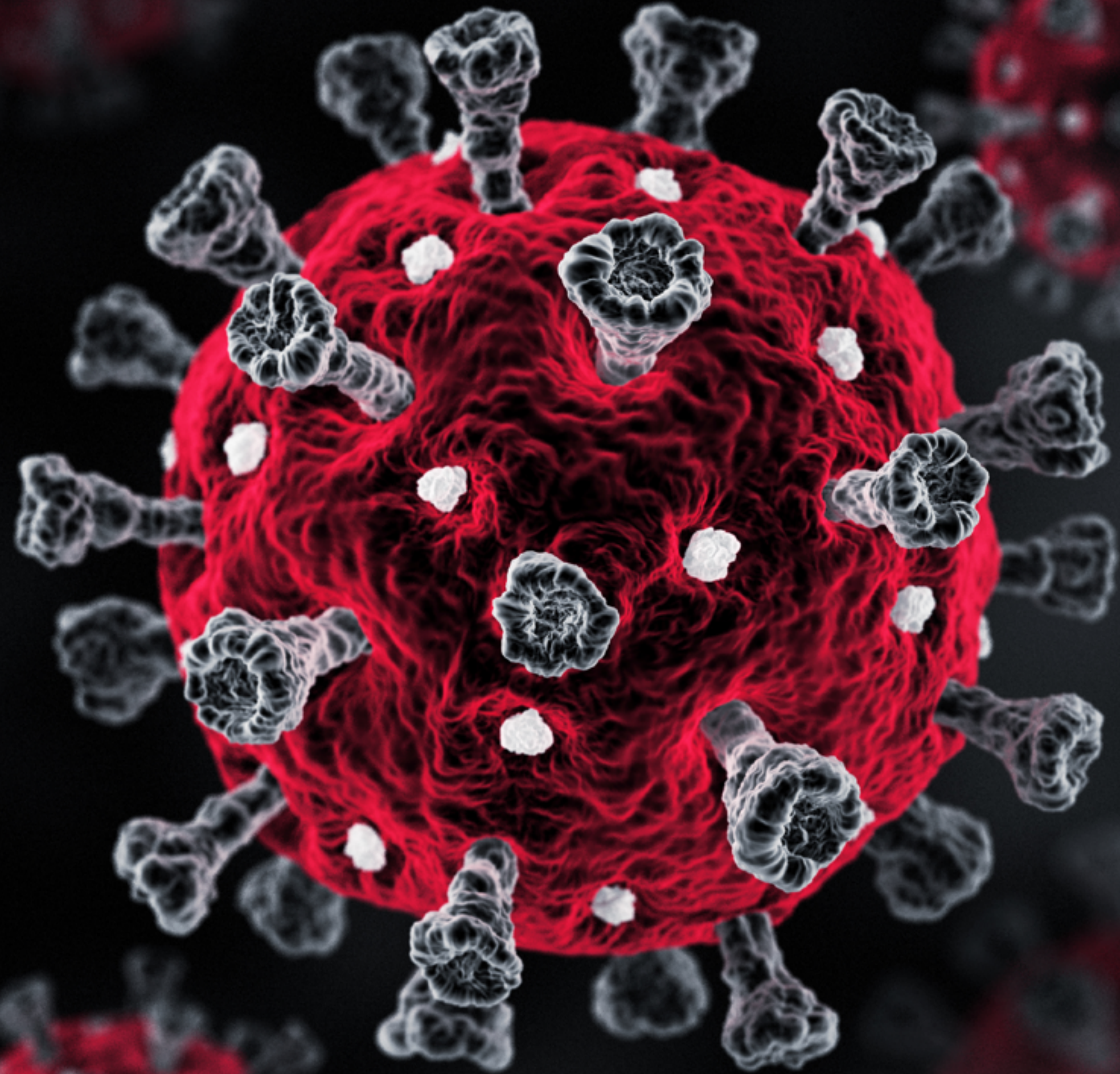


The last best experience that anyone has anywhere, becomes the minimum expectation for the experience they want everywhere.”

Diversity in design for lived experiences

2020 happened.

The entire world was hit
by the biggest
immediate global
challenge of our
lifetimes.



The entire world also slowed down just enough to take notice of some challenges that have **been** around for a very long time.

Social Justice



[#SayItLoudCanada](#)



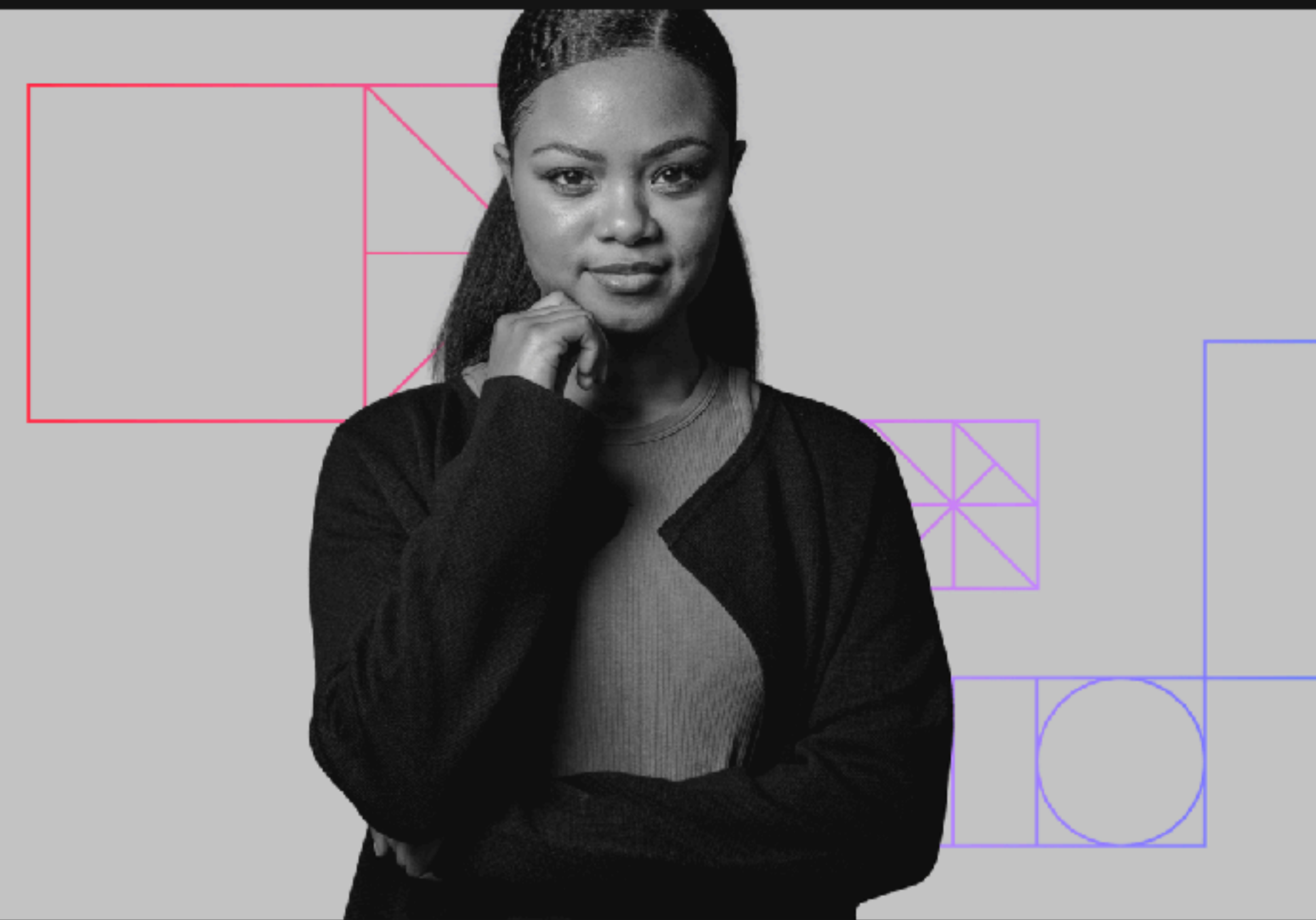
[#GeorgeFloyd](#)

[#BlackLivesMatter](#)



**How might Design
at IBM impact
social justice?**

Ensuring racial equity is instilled in the design culture inside and outside IBM.



Raven Veal
Design researcher

The Racial Equity in Design initiative is committed to ensuring racial equity is instilled in the design culture inside and outside of IBM by driving change through our interactions, investments, and actions that impact behaviors, policies, and deep-seated assumptions.

Featured

Our call to action is a community-crafted statement which defines the IBM Design point of view on racial equity as the foundation for how we work. Guided by our human-centered beliefs, it contains practical steps that designers will take towards creating a culture of equity at IBM and the design industry.



FRAMING THE PROBLEM:

What is *the*
essential
human problem
at the center of
the issue?



Area of Focus

We will tangibly and sustainably impact the experience of **black designers at IBM, and beyond.**

Racial inequity is steeped in the fundamental assumptions, behaviors, policies, and actions of the IBM corporate body. Therefore, affecting racial inequity is about changing the fundamentals.

*We can't claim to have a sustainable culture of design and design thinking if we don't **sustain a culture of racial equity.***

**We introspected parts of
the culture within
IBM Design...**

Career Success

Establishing a culture that supports the recruitment, retention, and advancement of Black designers is synonymous with establishing a culture of design success.

The broader mission of Career Success is to cultivate a systemic and sustainable culture that embraces racial equality and diverse perspectives. This work stream focuses on targeted activities to yield positive and equitable outcomes for Black designers (and others) at IBM.

Provocation & Goals

The following problem statement was given to all participants:

How might we improve the IBM Designer experience at IBM (Black/White/POC) given both current career trajectory and challenges as well as the narrative of social and racial injustices such as George Floyd's death?

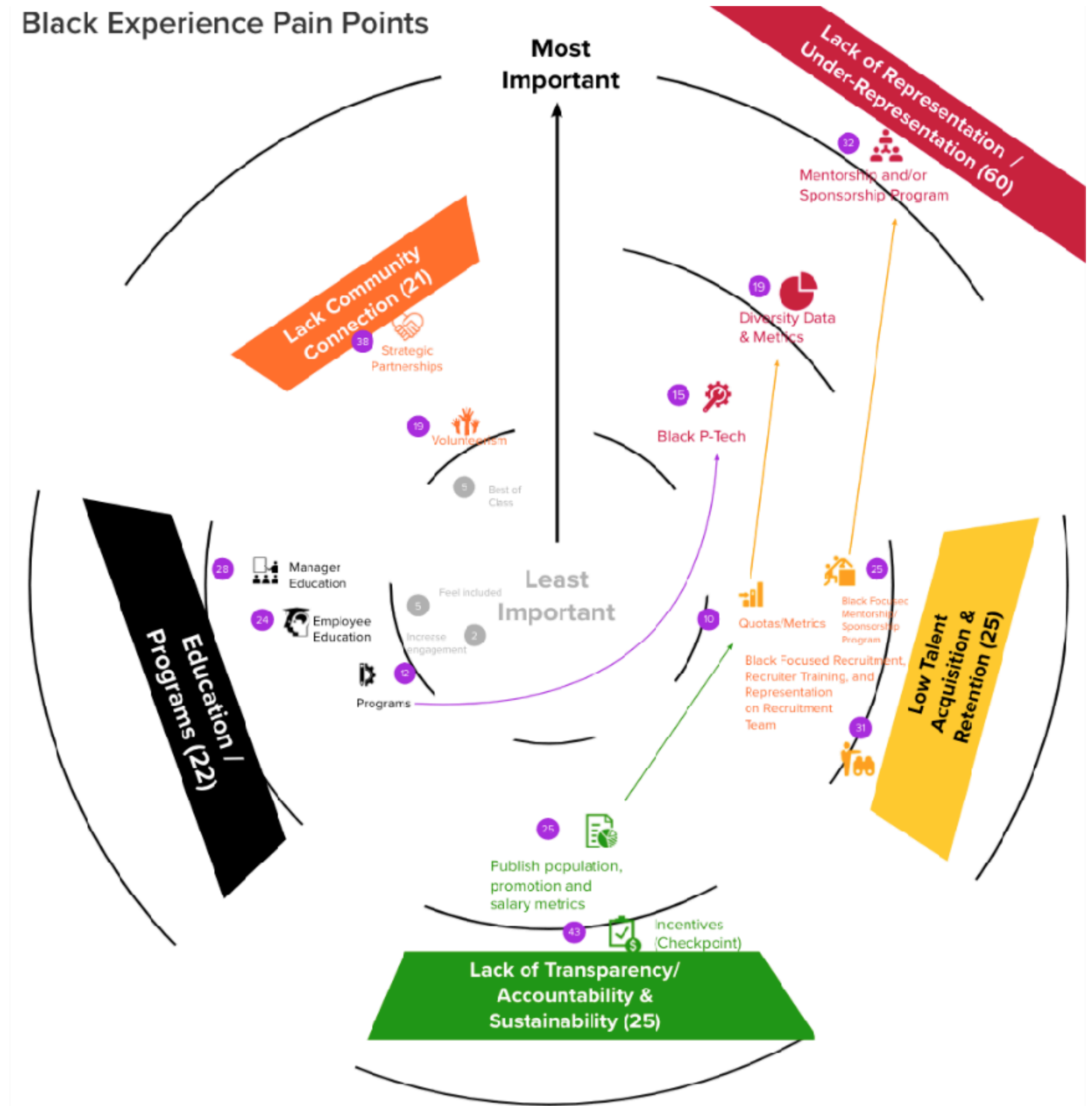
Provocation & Goals

The following are our goals / objectives:

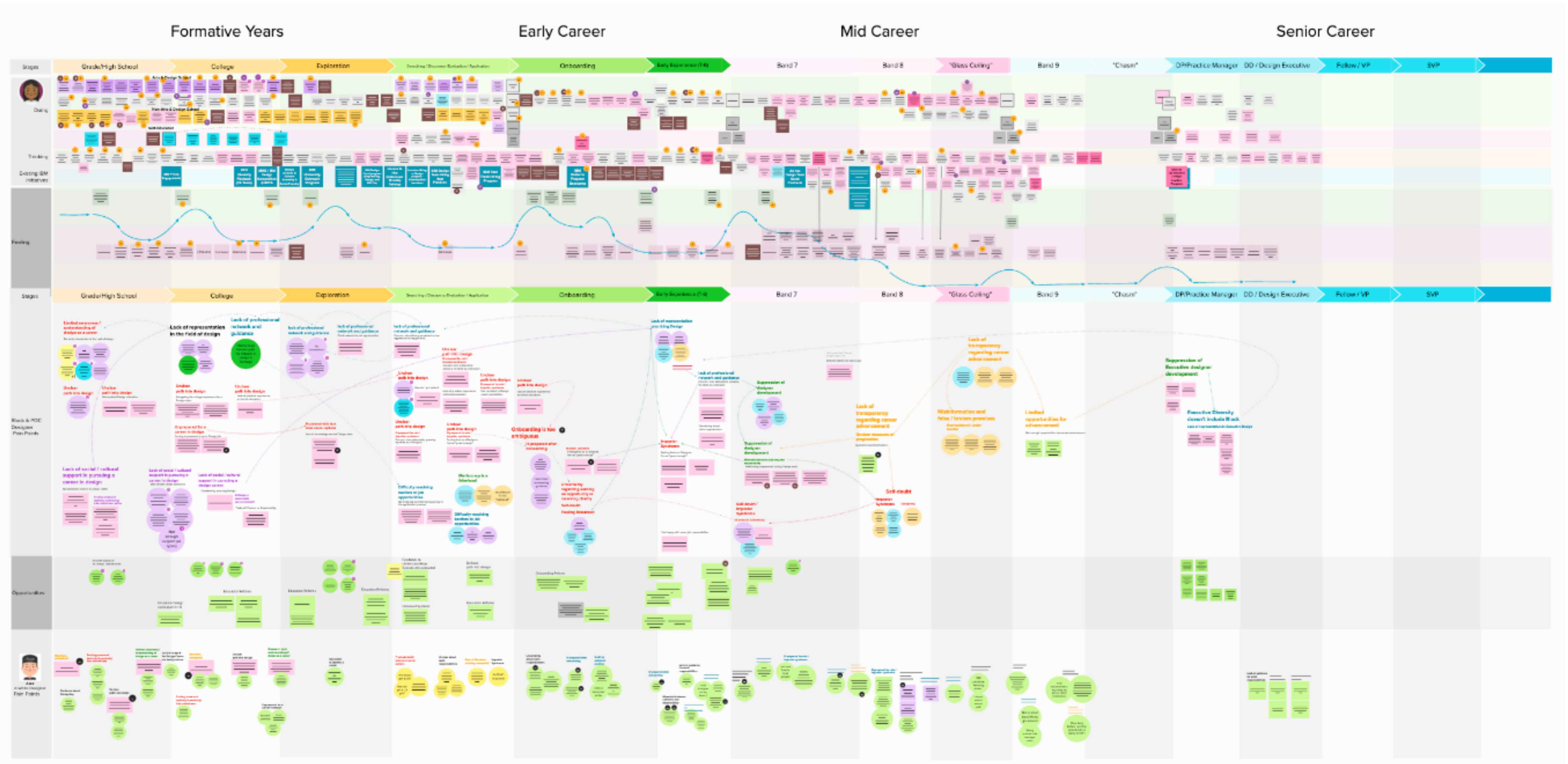
- Highlight pain points that create cultural and vocational tensions.
- Empathize with the struggles of the Black designer at IBM.

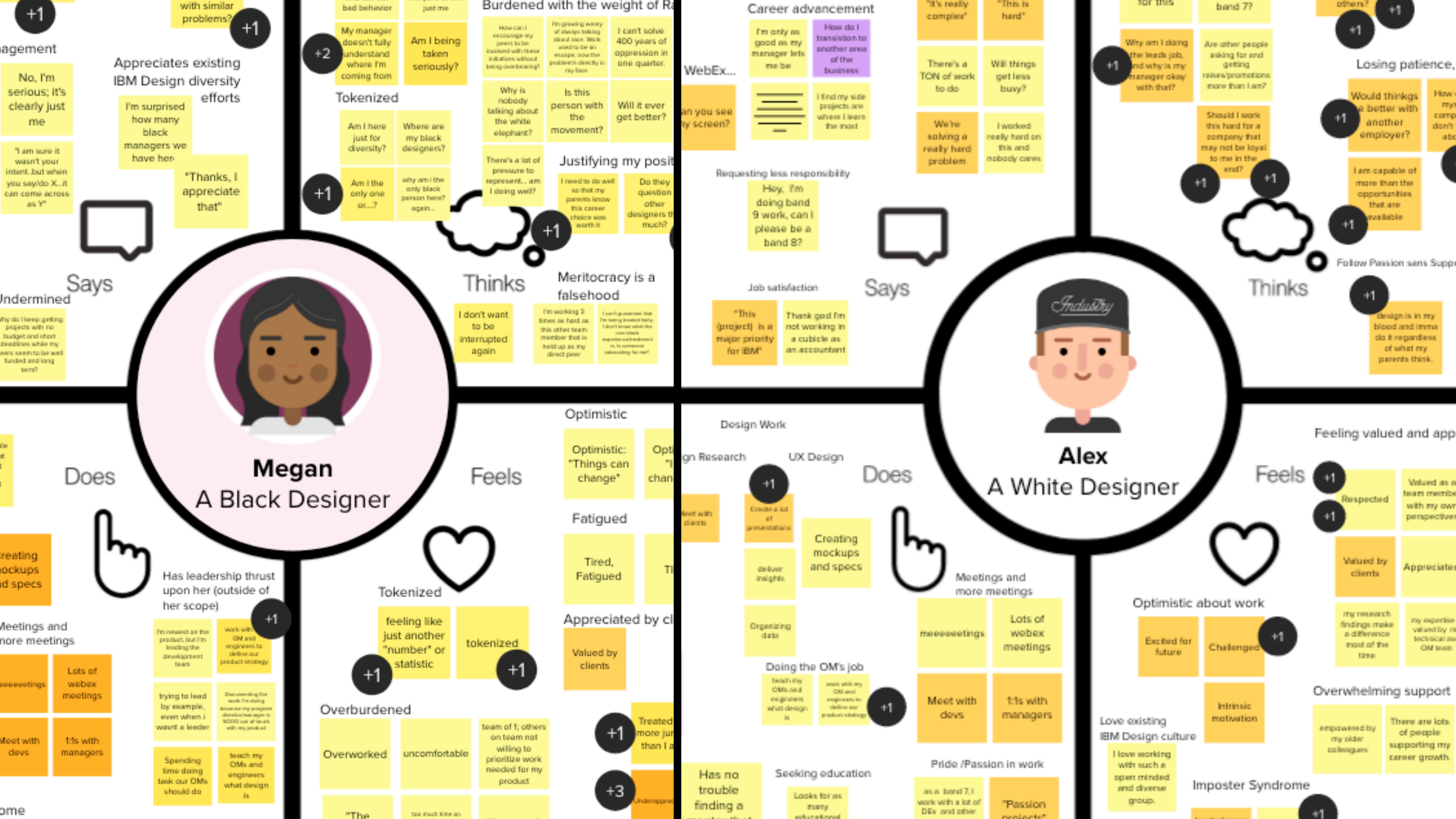
Community Introspection

Black Experience Pain Points



The As-Is Career Arc across Designers of Colour.





Megan
A Black Designer



Alex
A White Designer

Says

Management
No, I'm serious; it's clearly just me
I am sure it wasn't your intent...but when you say/do X...it can come across as Y"
I'm surprised how many black managers we have here
"Thanks, I appreciate that"

Thinks

Appreciates existing IBM Design diversity efforts
My manager doesn't fully understand where I'm coming from
Am I being taken seriously?
How can I encourage my peers to be involved with these initiatives without being overbearing?
I'm growing weary of always taking about race. We need to be an example, how the problem's directly in my face.
I can't solve 400 years of oppression in one quarter.
Why is nobody talking about the white elephant?
Is this person with the movement?
Will it ever get better?
There's a lot of pressure to represent... am I doing well?
I need to do well so that my parents know this career choice was worth it.
Do they question other designers that much?

Does

Undermined
Why do I keep getting projects with no budget and short deadlines while my own seem to be well funded and long term?
Creating mockups and specs
Meetings and more meetings
Meet with devs
Meet with managers
Lots of webex meetings
1:1s with managers

Feels

Overburdened
Overworked
uncomfortable
team of 1; others on team not willing to prioritize work needed for my product
Treated more just than I a
+3
Underappreciated

Does

Design Work
Design Research
UX Design
Meet with clients
Create a lot of presentations
Organizing data
Deliver insights
Creating mockups and specs
Doing the OM's job
Teach my OMs and engineers what design is
Work with my OMs and engineers to define our product strategy

Feels

Optimistic
Optimistic: "Things can change"
Optimistic
Fatigued
Tired, Fatigued
Appreciated by clients
Valued by clients
Optimistic about work
Excited for future
Challenged
Intrinsic motivation
Overwhelming support
empowered by my older colleagues
There are lots of people supporting my career growth.

Says

WebEx...
Can you see my screen?
I'm only as good as my manager lets me be
How do I transition to another area of the business
There's a TON of work to do
Will things get less busy?
We're solving a really hard problem
I worked really hard on this and nobody cares
Requesting less responsibility
Hey, I'm doing band 9 work, can I please be a band 8?
Job satisfaction
"This [project] is a major priority for IBM"
Thank god I'm not working in a cubicle as an accountant

Thinks

Burdened with the weight of Ra
Burdened with the weight of Ra
Losing patience, others?
Would things be better with another employer?
How my comp don't at
I am capable of more than the opportunities that are available
Follow Passion sans Support
design is in my blood and I'm do it regardless of what my parents think.

Feels

Feeling valued and appreciated
Respected
Valued by clients
Appreciated
Love existing IBM Design culture
I love working with such an open minded and diverse group.
Imposter Syndrome

Meet Megan

To better understand the Black designer experience at IBM, we need to see the world through Megan's eyes.

Megan, a Black designer at IBM, is burdened by the weight of systemic racism.

Megan longs for real change in Design culture to support racial equity — not just lip service.

Megan wants to see more Black talent in Design, and more examples of Black designers advancing in their careers.

Megan - a Black Designer



Position: Designer
Identifies as: Black

Ambitious	Adaptable
Persistent	Initiator

Identifies as Black Female

"I need ideas. I need partners. I need action."

"I can't be me here"

"Why am I the only Black person here... again."

Goals

- Pursues passion to attain both job satisfaction and success in design

Frustrations & Pain Points

- Family/society does not respect her choice to be a designer
- Overworked and under-appreciated
- Difficulty navigating career progression
- Appreciates IBM Design's efforts to be diverse
- Suspects advancement is blocked as she is Black (& female)
- Feels the burden of leading D&I team building and conversations
- Anxious about being her authentic self at work
- Feels she must work 3x as hard for the same recognition as her peers
- Code-switches, but still has challenges with collaborations
- Imposter Syndrome, Works hard to overcome stereotypes
- Sees a number of peers who do not look like her advance quickly

Does

Goes beyond just design work



Leads OM tasks and EDT projects

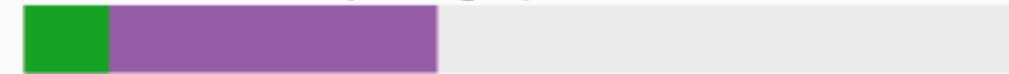


Receives support

Advocates for self



Success in acquiring sponsors / mentors



Stays vigilant of demeanor



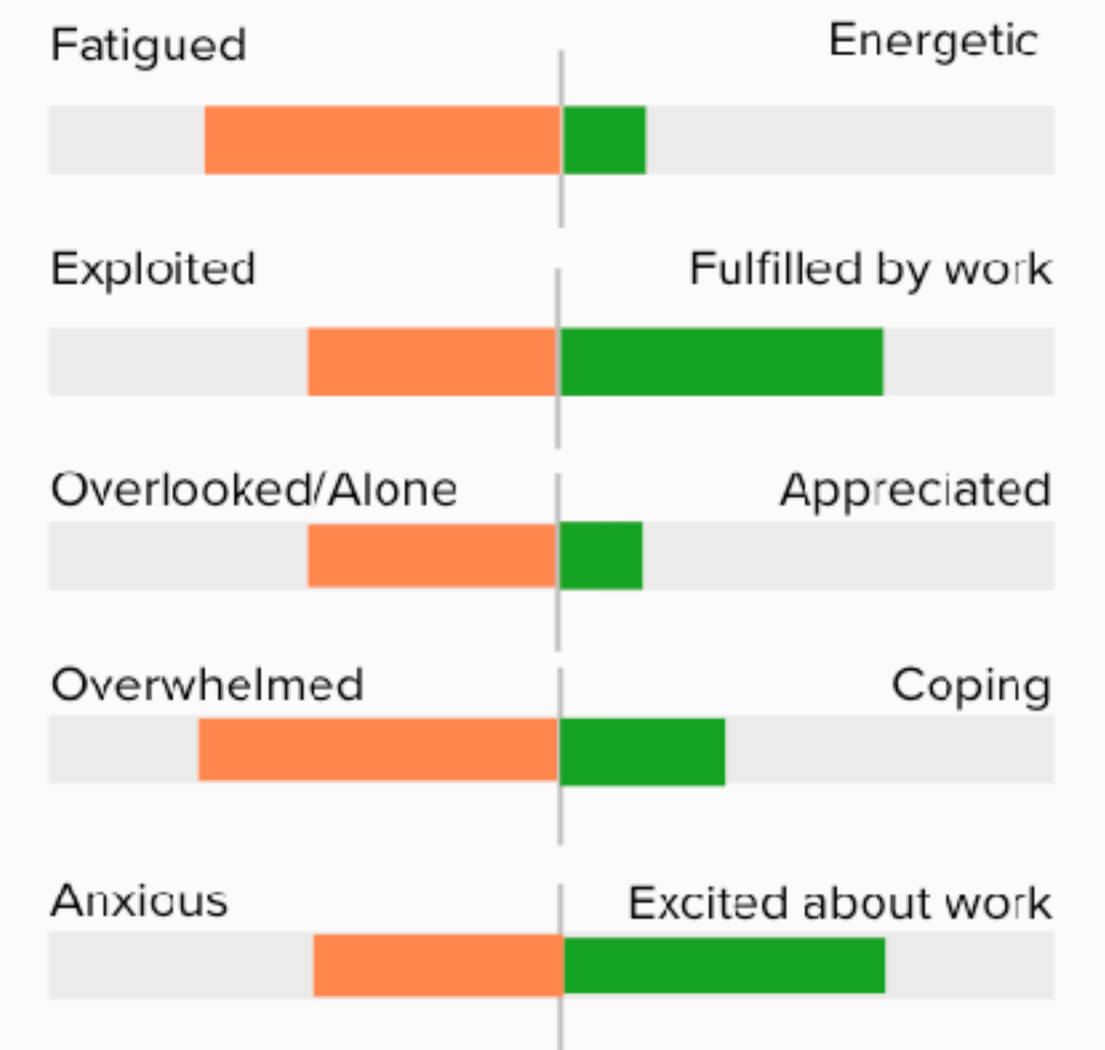
Leads race discussions/education



Wants & Needs

- Comes from a "traditional" design background (with very few Black design peers)
- Seeks to follow a passion for design and work on meaningful and challenging projects
- Would like to be taken more seriously
- Comforted when she is not the only Black person in the room and has senior peers that can relate.
- More transparency of internal moves and understand the best path for advancement
- Needs to use part of her earnings to help her aging parents make ends meet.
- Wonders where the black designers are and how many there are?
- Wants to break stereotypes and seen for her value.

Feels



Meet Alex

To better understand the Black designer experience at IBM, we also need to understand & contrast with the world through Alex's excited eyes.

Both Megan & Alex, a White designer at IBM, face some of the same desires and challenges at work with some key differences.

Alex receives a great deal of support from senior designers, and feels fulfilled by / appreciated for the work they do. Alex wants to use white privilege for good.

Alex - a White Designer



Position: Designer
Identifies as: White

Ambitious	Proud
Persistent	Initiator

Identifies as a White Person

"I like my coworkers - helps us make better software."

"Thank God I'm not working in a cubicle as an accountant"

"Hey, I'm doing band 9 work, can I please be a band 8?"

Goals

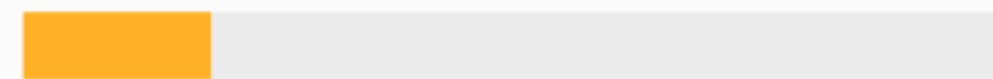
- Pursues passion to attain both job satisfaction and success in design

Frustrations & Pain Points

- Family/society does not respect their choice to be a designer
- Overworked, a lot of complex work to be done
- I own too many projects, but I'm not ready to advance.
- Do now, ask for forgiveness later approach
- Only as good as manager permits for career progression
- Appreciates IBM Design's existing culture
- Unsure if they should be working longer hours or doing more side projects
- Struggles with Imposter Syndrome
- Was frustrated seeing mostly white male peers from their cohort promoted much faster than them; saw "diversity" changes a few years ago as more & more were women (white women).

Does

Goes beyond just design work



Leads OM tasks and EDT projects



Receives support

Advocates for self



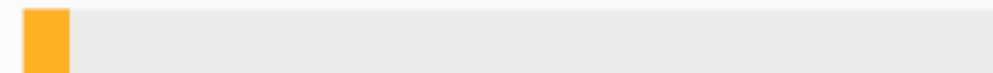
Success in acquiring sponsors / mentors



Stays vigilant of demeanor



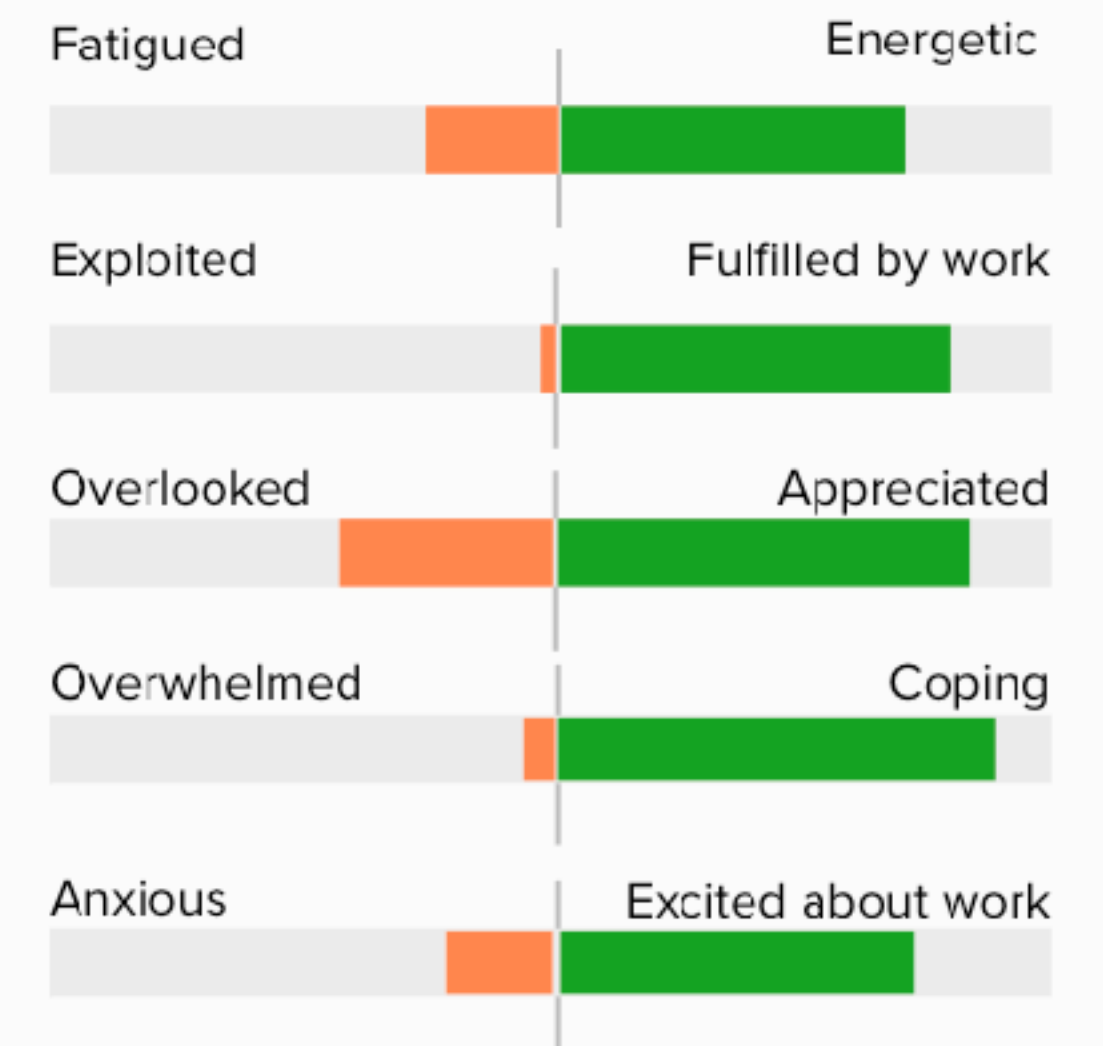
Leads race discussions/education



Wants & Needs

- Pivots to design from a related background and learns about UX design on the job
- Seeks to follow a passion for design and work on meaningful and challenging projects
- Would like to be taken more seriously
- Needs guidance from managers to help fill gaps in qualifications
- More transparency of internal moves and understand the best path for advancement
- Wants to use their privilege to support the voices of others
- Wants to hire external candidates to fuel diversifying the workforce but is blocked by IBM policy.

Feels



THE Broader Problem

How might we create a space to feel comfortable in the face of continued social justice issues?



[#SayItLoudCanada](#)



[#GeorgeFloyd](#)

[#BlackLivesMatter](#)



How might we create empathy for the lived experience in a scalable and repeatable way?

Accessibility in design for lived experiences

What I'll share today

- IBM Equal Access Toolkit
- Accessibility lenses
- Challenges that persist
- What's next?

Accessibility is important

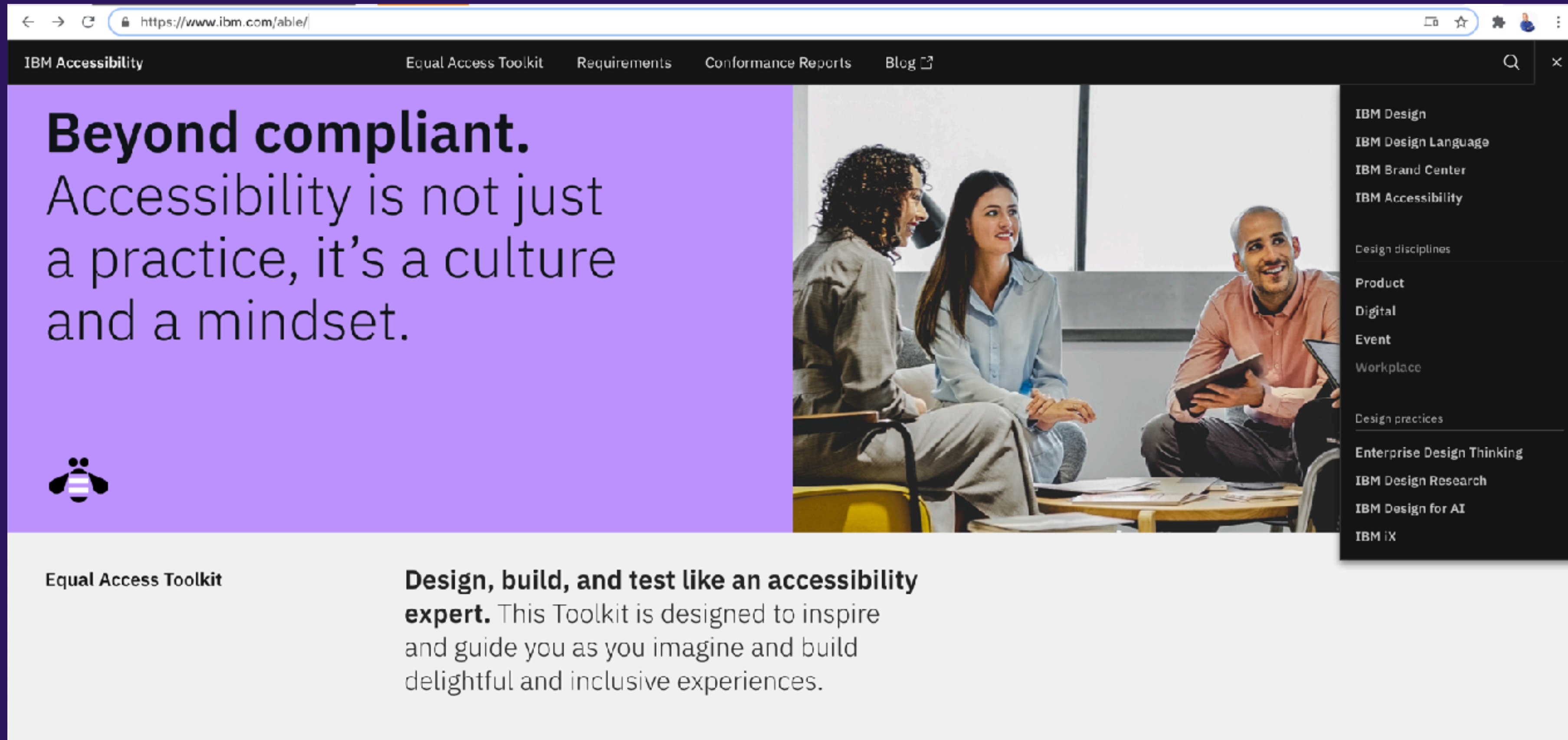
**15% of the
world
population has
a disability**

World Health Organization survey 2011



IBM Accessibility homepage

ibm.com/able



The screenshot shows the IBM Accessibility homepage in a browser window. The URL is https://www.ibm.com/able/. The page features a dark blue header with navigation links: IBM Accessibility, Equal Access Toolkit, Requirements, Conformance Reports, and Blog. A search icon is visible in the top right. The main content area is split into two columns. The left column has a purple background with the text: **Beyond compliant.** Accessibility is not just a practice, it's a culture and a mindset. Below this is a small IBM Accessibility logo. The right column features a photograph of three people in a meeting. A dark blue sidebar menu is open on the right, listing various design and accessibility resources. Below the main content, there is a white section for the 'Equal Access Toolkit' with a description: **Design, build, and test like an accessibility expert.** This Toolkit is designed to inspire and guide you as you imagine and build delightful and inclusive experiences.

IBM Accessibility

Equal Access Toolkit Requirements Conformance Reports Blog

Beyond compliant.
Accessibility is not just a practice, it's a culture and a mindset.

IBM Accessibility

IBM Design
IBM Design Language
IBM Brand Center
IBM Accessibility

Design disciplines
Product
Digital
Event
Workplace

Design practices

Enterprise Design Thinking
IBM Design Research
IBM Design for AI
IBM iX

Equal Access Toolkit

Design, build, and test like an accessibility expert. This Toolkit is designed to inspire and guide you as you imagine and build delightful and inclusive experiences.



Equal Access Toolkit

- Organized from **plan to launch**
- Project managers, designers, developers, testers find **role focused** guidance
- Helps teams **focus** on most essential tasks first as they **progress** through levels toward full accessibility

ibm.com/able/toolkit

IBM Accessibility | [Equal Access Toolkit](#) | [Requirements](#) | [Conformance Reports](#) | [Blog](#)

Tools

- Plan
- Design
- Develop
- Verify
- Launch
- Submit a Github Issue

Make your product more usable by more people in less time.

Use this toolkit to increase the accessibility of your product regardless of role or expertise. **Get started by selecting your project phase and role.**

↓

Plan Identify project needs and inject accessibility into sprints and releases. 	Design Craft an inclusive user experience with accessible content and effective visual design. 	Develop Code to specifications and perform unit tests to build accessible interfaces.
Verify	Launch	

ibm.com/able/toolkit/design/ux/navigation

IBM Accessibility | [Equal Access Toolkit](#) | [Requirements](#) | [Conformance Reports](#) | [Blog](#)

Tools

- Plan
- Design
- Develop
- Verify
- Launch
- Submit a Github Issue

Overview | **Navigation** | Keyboard | User feedback | Pointer

Level 1

Design for keyboard navigation

- Note intended keyboard navigation in wireframes
- Specify the tab order
- Ensure all mouse-operable components are reachable by keyboard
- Reduce tabbing by effective grouping of components

Level 2

Improve navigation in and around tables

- Use pagination and filters so users can control the amount of data
- Design ways to reduce the keyboard effort, including using grids where appropriate

IBM Accessibility Requirements

- Harmonization of major standards: WCAG, US 508, EN 301 549
- Select technology and level for relevant requirements
- Tasks organized for Design, Development and Test

ibm.com/able/requirements/requirements

The screenshot displays the IBM Accessibility Requirements web application. The top navigation bar includes 'IBM Accessibility', 'Equal Access Toolkit', 'Requirements', 'Conformance Reports', and 'Blog'. The main content area is titled 'Requirements' and features a sidebar with filters for 'Technology' (Web, Software, Doc web, Doc non-web, Authoring) and 'Standards' (WCAG 2.1, US 508, EN 301 549). The 'Level to achieve' section is set to 'Level 3'. The main content area shows the requirement '1.1.1 Non-text content' with a description: 'All non-text content that is presented to the user has a text alternative that serves the equivalent purpose.' Below this, there are sections for 'Rationale', 'Exceptions', and a reference to 'Understanding 1.1.1 Non-text content'. At the bottom, there are tabs for 'Design', 'Develop', and 'Test', with a list of tasks for 'Level 1' and 'Level 2'.



IBM Design Language

- Accessible design specifications
- Color palette designed so **accessibility is intuitive**. Colors are in increments of 10, combinations across colors are accessible for difference of 40

ibm.com/design/language/color

Blue 100	001141	Cyan 100	061727	Teal 100	081a1c
Blue 90	001d6c	Cyan 90	012749	Teal 90	022b39
Blue 80	002d9c	Cyan 80	003a6d	Teal 80	004144
Blue 70	0043ce	Cyan 70	00539a	Teal 70	005d5d
Blue 60	0062fe	Cyan 60	0072c3	Teal 60	007d79
Blue 50	4589ff	Cyan 50	1192e8	Teal 50	009d9a
Blue 40	78a9ff	Cyan 40	33b1ff	Teal 40	08bdba
Blue 30	a6c8ff	Cyan 30	82cfff	Teal 30	3ddb69

Examples

Purple 90 text is accessible on Purple 50.

Teal 20 text is accessible on Teal 80.

Black text is accessible on Blue 50 and Teal 40.

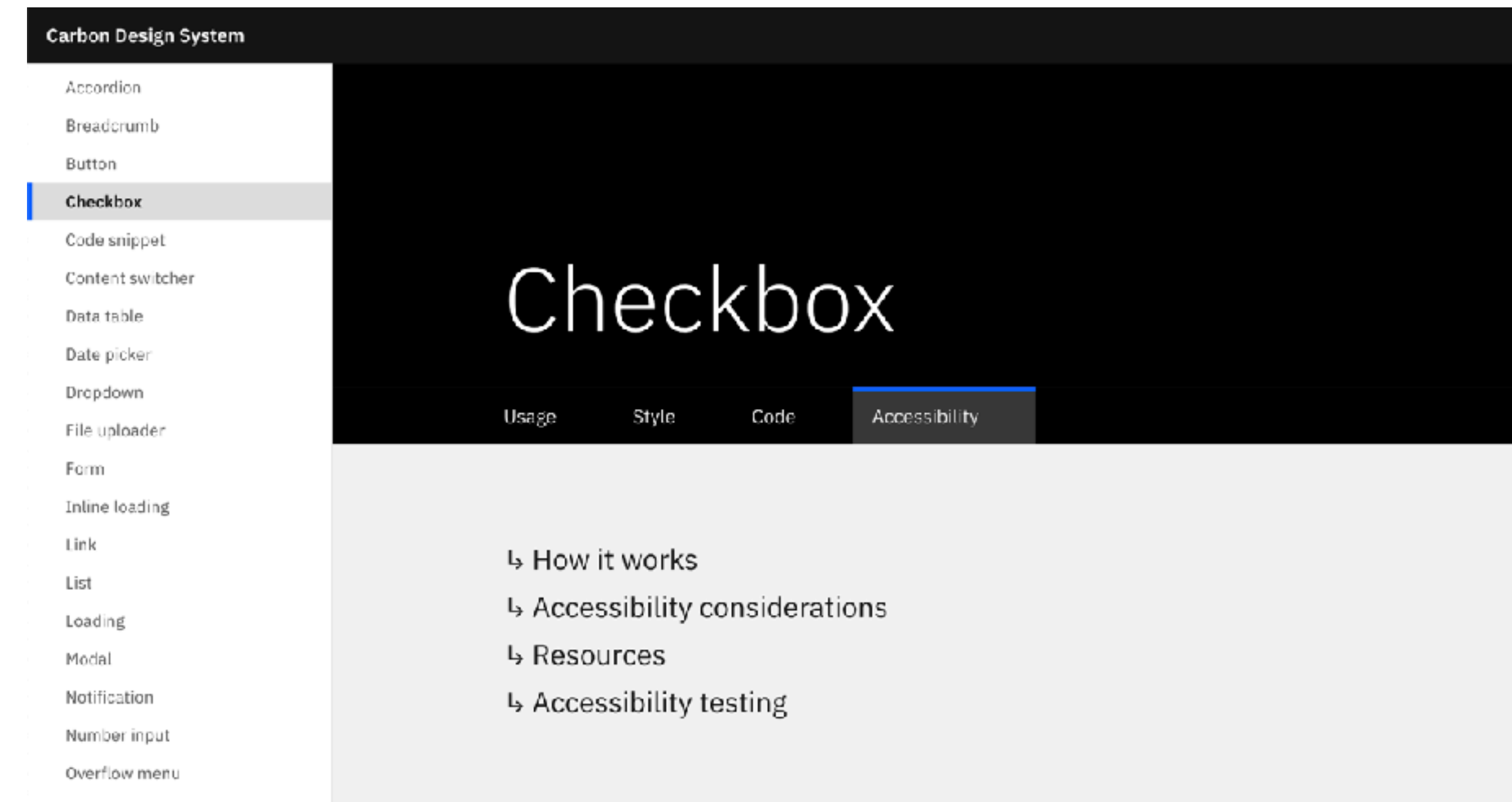
Blue 60 text is not accessible on Black.

White text is not accessible on Gray 50.

White text is not accessible on Blue 50 and Teal 40.

Carbon Design System

- IBM's open source design system for products and digital experiences
- Consists of working code, design tools and resources, human interface guidelines
- Components built with accessibility in mind, and considerations documented



The screenshot shows the Carbon Design System website. The left sidebar contains a list of components: Accordion, Breadcrumb, Button, **Checkbox**, Code snippet, Content switcher, Data table, Date picker, Dropdown, File uploader, Form, Inline loading, Link, List, Loading, Modal, Notification, Number input, and Overflow menu. The main content area is titled 'Checkbox' and has four tabs: Usage, Style, Code, and **Accessibility**. Under the 'Accessibility' tab, there are four links: 'How it works', 'Accessibility considerations', 'Resources', and 'Accessibility testing'.

... Accessibility testing section

Android screen reader tests

Environment

- Android Version 9 with Talkback
- Chrome Version 73.0.3683.103 (Official Build) (64-bit)
- Carbon React Version 7.7.1

Results

Talkback Test:

Navigate to the checkbox by swiping left or right, or press the Left or Right Arrow keys. Talkback announces the label, field type, and the status of the checkbox. The status of indeterminate checkboxes is not announced properly, Talkback only announces checked or unchecked. When tapping on a checkbox, or pressing the Alt-Enter keys, Talkback announces the new status of the checkbox as checked or not checked.



Still room to grow!

“Accessibility is like a blueberry muffin—you can’t push the berries in there afterward.”

Cordelia McGee-Tubb



Case 2: Accessibility, lensing & toolkits

How might we help our designers incorporate accessibility earlier in the design process and improve the inclusivity of our designs?



Joan Haggarty
Design Principal



Delica Li
UX & Visual Designer



Josh Fan
Designer & Researcher



Linda Shu
UX Designer



Robin Rock
Content Designer

What did we do?

Provided a new integrated, viewpoint for accessibility.

Accessibility lenses are used to gain empathy and add more guidance when designing for people with diverse abilities.

Accessibility

Overview Cognitive Hearing Motor Visual

As designers, our goal is to design inclusive content that works for the largest possible number of people, regardless of ability, situation, or circumstance.

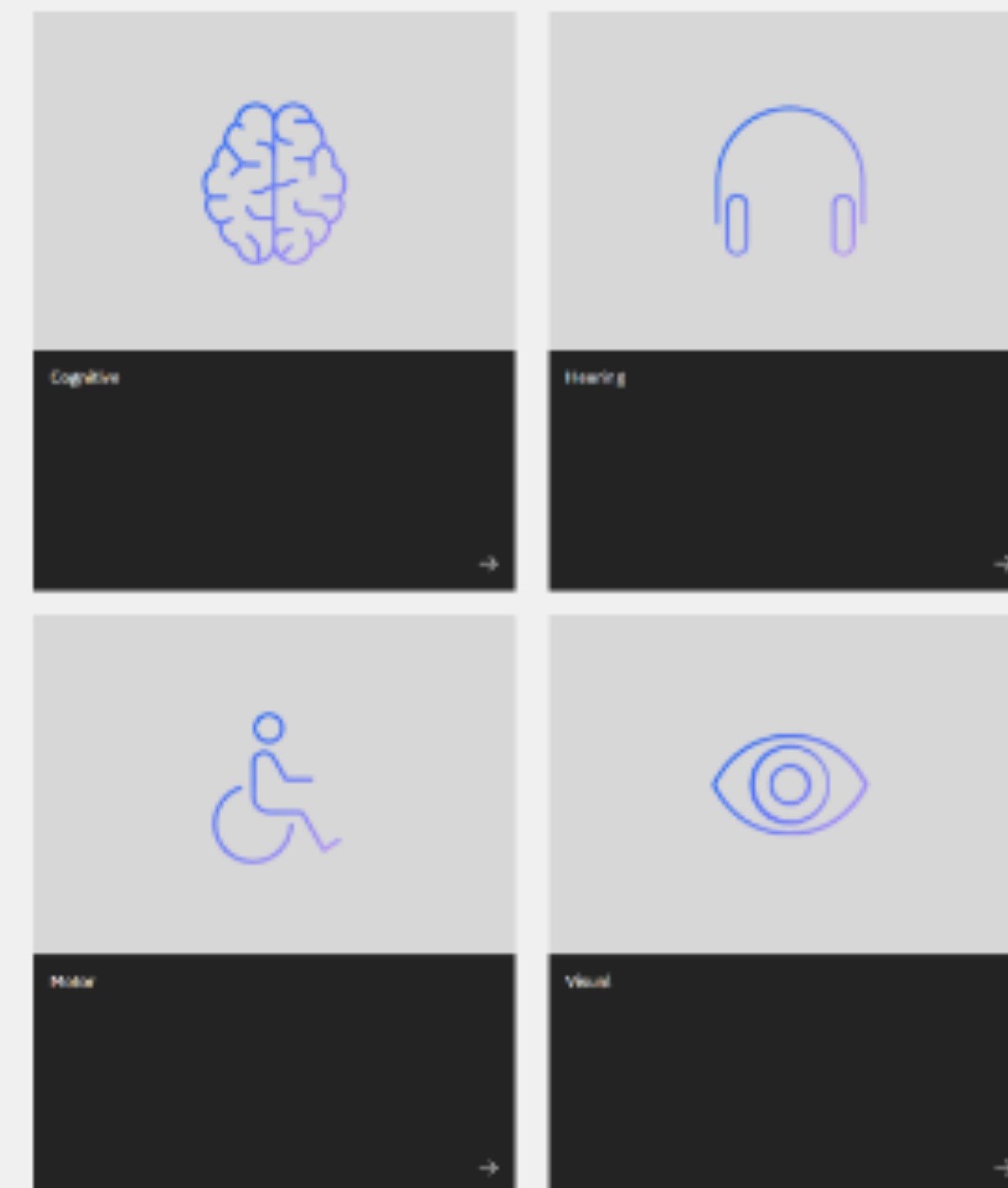
By considering users with specific access needs, and the problems they might have when they use our products, we can provide solutions that work for all users, including people with disabilities, diverse abilities, temporary challenges, and the aging population.

At the beginning of a project, consider the accessibility needs and challenges of people with varying disabilities and how your design can address them. By proactively looking at your design with an accessibility mindset, you can design to meet a potential standards from the outset, rather than having to later. To reduce the effort and cost to change the design later in the process, it is especially important to consider accessibility during the project initiation and design concept phases.

Accessibility lenses

These pages provide resources and tools to be used by designers early in the design process. General references are listed at the end of this page in addition to a set of "accessibility lenses." Each accessibility lens is designed to cover one of the four main disability types: cognitive, hearing, visual, and motor.

The accessibility lenses provide a viewpoint for accessibility. These lenses are intended to be used by designers in combination with their client personas to gain empathy for people with various disabilities as you design, apply relevant guidelines, and evaluate your design by using appropriate heuristics.



Each accessibility lens is included in an accessibility heuristic or guidelines tool that is based on [Jakob Nielsen's Usability for Accessibility](#). By using this tool to conduct a heuristic review of your design, you can automatically generate a standard heuristic review as well as an accessibility review, helping you to ensure that your design is accessible and inclusive for all potential users, as well as for users with various access needs.

All empathy maps

All accessibility heuristics

What is an accessibility lens?

Accessibility

Overview

Cognitive

Hearing

Motor

Visual

Many people are affected by a motor impairment at some point in their lives that might be permanent, temporary (for example, an arm or hand injury that causes short-term restriction the use of the limb), or situational (for example, holding a baby while typing).

Many users with motor disabilities access user interfaces by using some type of assistive technology. It is important to design interactions so that users do not need to rely on one particular input type or technology.

75 million people

(1% of the world population) use a wheelchair every day

13.7% of people

with a disability are affected by a motor disability that causes major difficulties with everyday movement

800,000 of all people

in the United States alone have a form of cerebral palsy

Examples of motor disabilities

Some examples include impacted fine or gross motor movement due to a repetitive stress injury, temporary injury, aging, arthritis, spinal cord injury (quadriplegia), loss of limbs, cerebral palsy, multiple sclerosis, muscular dystrophy, Parkinson's disease, essential tremors, and nerve disorders.

Accommodations might include eye trackers, switches and other controllers, keyboard navigation, track balls, track pads, one-handed keyboards, key guards, head wands, mouth sticks (sip and puff), and voice recognition software.



Design tools

The potential challenges of a user who has a motor disability include limited to no control over body movements, paralysis, decreased muscle control, muscle tightness or spasms, involuntary movements, or impaired speech. Also, users must use assistive technology to navigate an interface and might not be able to use a keyboard, mouse, or physically interact with devices. User might become easily fatigued because physical movement takes more effort and energy.

Research based education

- Incidence rates
- Accommodations
- Technical barriers

Motor references

These additional links are specific educational resources to help make designs accessible for people with motor disabilities. External resources are not affiliated with or maintained by IBM.

[Providing Accessible Time Limits →](#)

Guidance by the University of Washington on how to incorporate and provide accessible time limits.

[18F Accessibility Guide →](#)

Timeout guidance by the US Government's digital agency 18F

[Keyboard Accessibility →](#)

Keyboard accessibility guidance from WebAIM, including potential problems and testing tips.

[Keyboard-Only Navigation for Improved Accessibility →](#)

Guidance from the Nielsen Norman Group on how to improve keyboard-only navigation.

[Keyboard Access →](#)

Guidance on testing keyboard accessibility from 18F, the US government's technology and design consultancy.

[Motor Disabilities →](#)

WebAIM's reference information on motor disabilities. This information includes details about common assistive technologies that people use and specific ways to design to accommodate people with motor disabilities.

What is an accessibility lens?

Integrated tools

- Empathy maps
- Design guidelines & heuristics

Motor heuristics

The following heuristics are specific to motor disabilities. Review the motor empathy map and download the heuristic evaluation tool to apply these heuristics to your design.

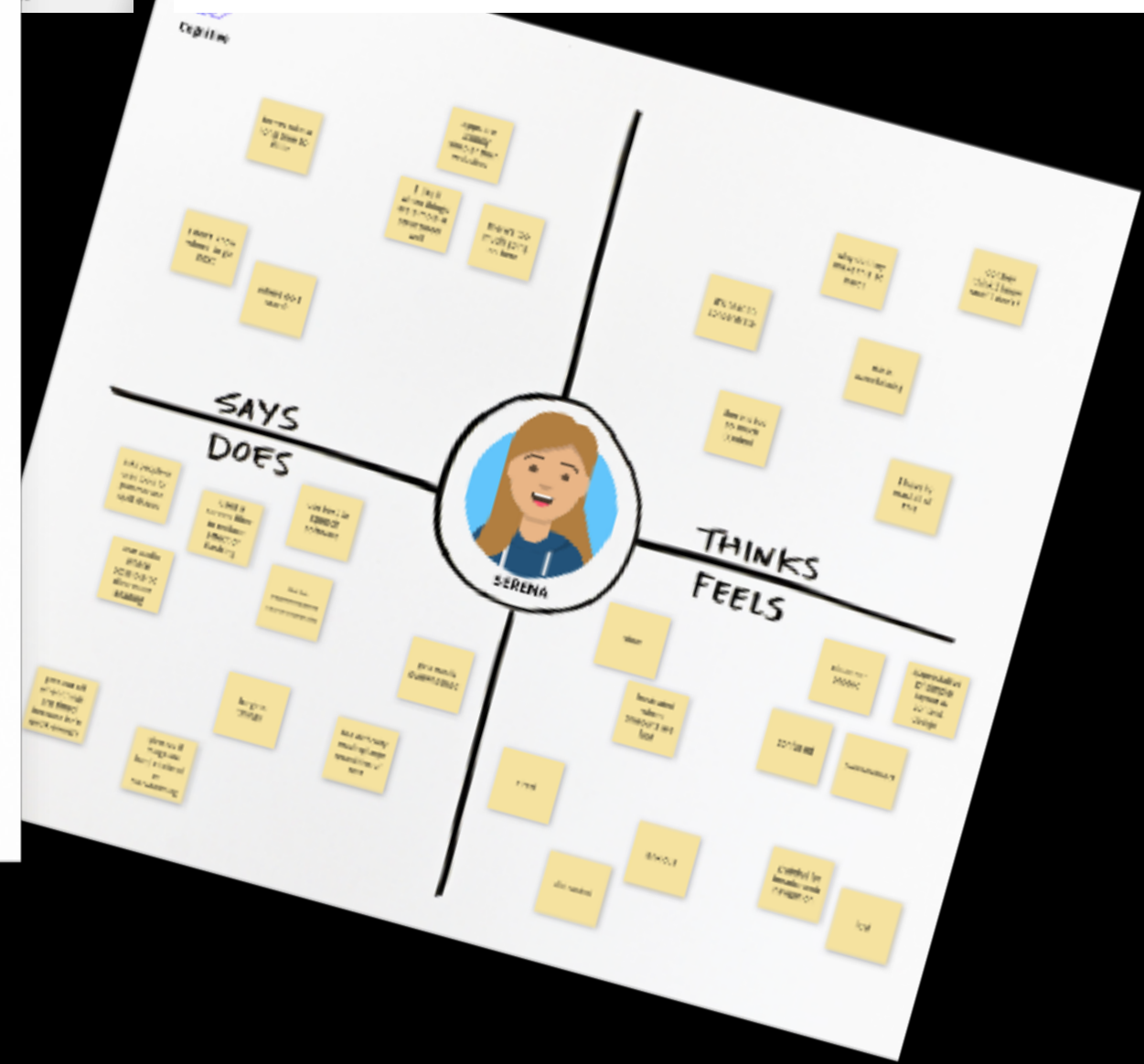
Heuristic	Design considerations
Visibility of system status	Clearly communicate the system status, including timeout limits, and be sure to account for users who need more time to react or respond. Be sure that system status indicators or errors do not rely on only color or sound to alert users or convey meaning.
Understandability	Use clear, concise, consistent, and action-oriented text. Choose easy-to-understand and simple words and sentences instead of long and complex ones. Spell out abbreviations in context. Follow all accessible conventions for captions and include word-for-word transcriptions of the audio content of videos.
User control and freedom	Be sure that the user can control their choices and correct mistakes by using the keyboard, mouse, or assistive technologies. Ensure that exit options can be easily discovered and content can be saved (to be returned to later). Be sure that timeout limits are indicated and that they account for users who need more time.
Consistency and standards	Ensure that the layout and visuals are consistent throughout and follow IBM Carbon Design System guidelines . Minimize workflow interactions and ensure that components can be made larger.
Error prevention	Prevent mistakes by providing defaults, validating input, offering suggestions, and providing progressively disclosed embedded assistance. Alert users to the consequences of any unrecoverable actions before they are committed. Be sure that controls and interactive components are not too small, too close in proximity to each other, or difficult to reach or find.
Recognition instead of recall	Make designs consistent and predictable for users. Include any information needed to use the product. Hide or disable any interactive components that require recall information.

Anatomy of an evaluation

Use in Sketch

Components

- Comment label
- Accessibility issues
- Comment block
- Issues content
- Descriptions
- Name and date
- Heuristics



What we achieved

- Refreshed focus on accessibility within our team
- Readily available education
- Tools to use earlier in the existing process
- Intention behind the checklists

Challenges

- Scalability
- Old processes die hard
- Broad spectrum
- Workplace pressures
- Time involved

**We can only
get “so close”**

Other lived experiences

- Being a parent
- Transitioning into workforce
- Being a soldier
- Experiencing a natural disaster

My lived experience

Best intentions don't directly correlate to best experiences.

Everyone's needs are different.

Challenges represent opportunities.



What can we do?

- Continue what we ARE doing
 - Educate & build awareness
 - Be empathetic
 - Use and build more integrated tools, guidelines and frameworks

And..

- Interrupt our habits
- Seek out excluded perspectives
- Collect and socialize narratives
- Add more diversity to teams
- *Shift cycle to inclusion, one choice at a time.*

“The most straightforward action anyone can take is to ask whose voices and expertise are missing. If you persistently ask this question, then it compels you to consider how you can create a diversity of ways for people to engage with the solutions you design.”

-Kat Holmes

Shifting to “Inclusive lenses”

How might lenses apply to other diverse groups?

What might that look like?

How can we better convey lived experiences?

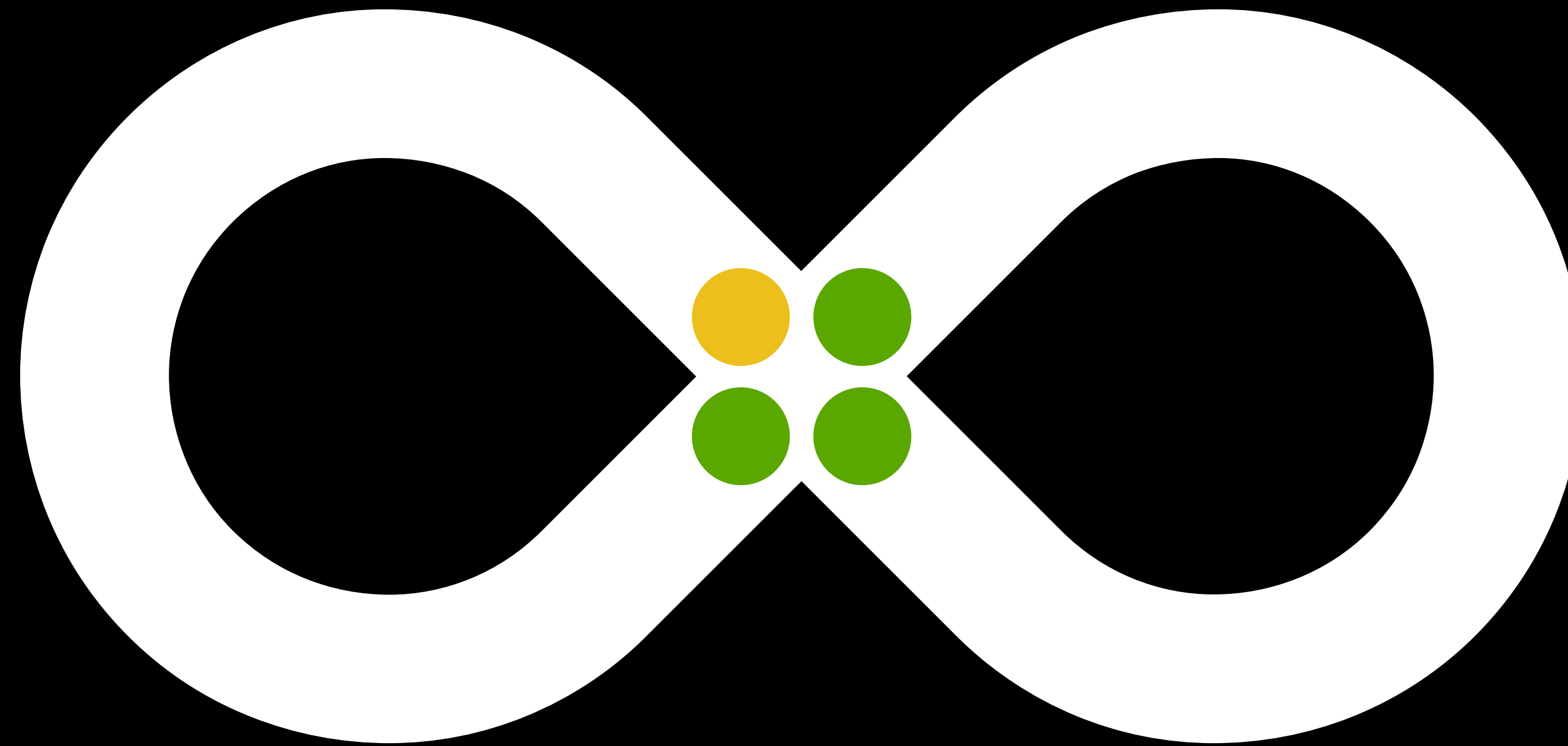
What barriers exist & how might we overcome them?

Broadening the scope

The Diversity Wheel used at John Hopkins University



The Enterprise Design Thinking loop used at IBM

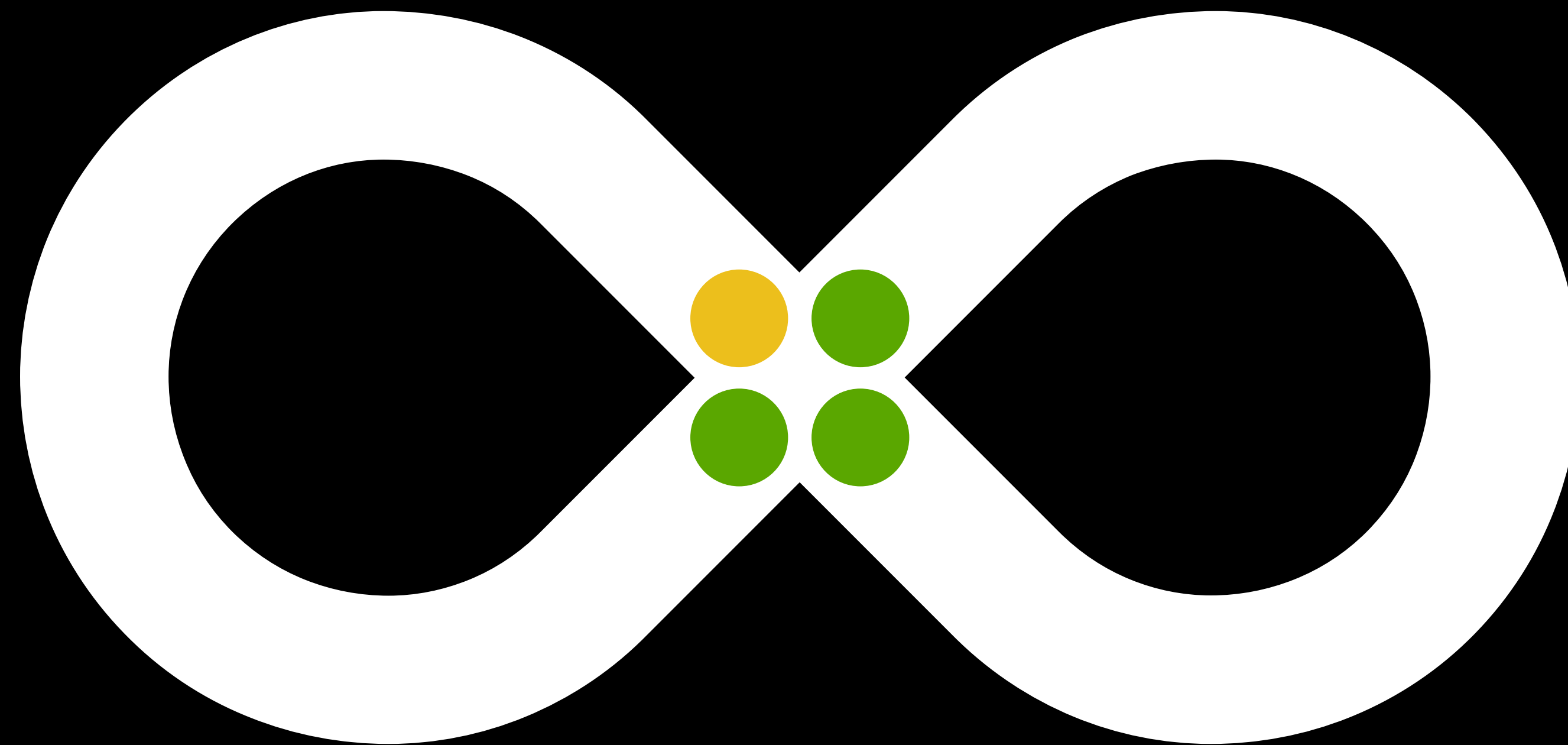


Observe

Reflect

Make

Creating empathy for the Lived Experience



Expose

Enable

Effect

Challenge Statements

42 members of our REiD community responded.

- How might we create empathy for the lived experience?
- How might we infuse inclusivity into the practice of design?
- What are our ethical responsibilities and scope of control as designers?
- How might we create better ways to promote inclusivity through the tools of our craft?

Inclusive Design Guild

Expose the stories. Drive team exposure to Lived Experiences.

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Enable inclusive design. Re-invent, diversify, and activate our design toolkits, processes and methods to enhance empathy.

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Effect a culture of inclusivity. Intentional and systemic organizational growth in both inclusivity and recognition.

Discussion

plus

Q&A