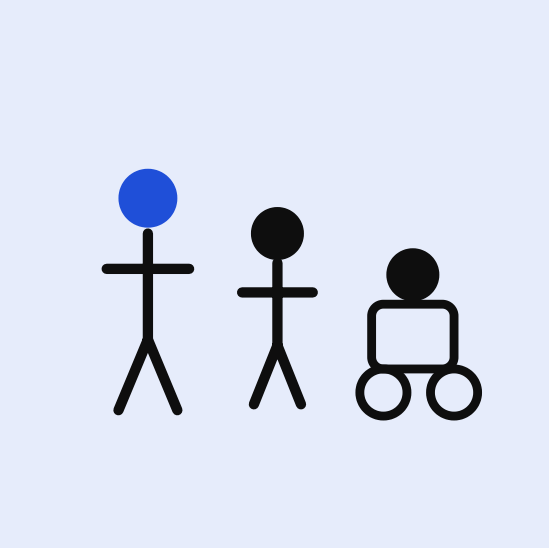
Discipline

Inclusive design

Designs products and services that the widest possible range of people can use, learning from those excluded by ability, age, language or situation.



In Spanish

Diseño inclusivo

Origin

Clarkson, Coleman et al. (2003); Holmes (2018), based on the work of Microsoft Design

What it deals with

What is designed for an average person leaves many others out, and anyone can have a temporary or situational limitation.

Principles

Recognize exclusion

Disability is a mismatch between the person and their environment: you change the environment.

Learn from diversity

Include those most often left out and see how they get by.

Solve for one, extend to many

What is designed for a permanent disability also helps people with a temporary or situational limitation.

Applications in design

✓ Use it like this

Include people who are usually left out in your research, from the start.

✗ Avoid

Leaving accessibility until the end as a checklist.

👁 Don't fall for it

Also think of temporary or situational limitations: a busy hand, bright light, noise.

Especialidades



Specialty

Accessible design

Designs so that people with disabilities can perceive, use and understand a product.

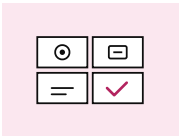


Specialty

Design for children

Designs products and services used by children and teenagers, with their age in mind and often with them.

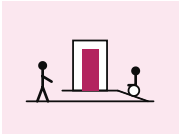
Models



Model

WCAG guidelines

The reference standard so that people with different disabilities can use a website or app.

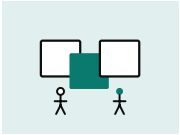


Model

Universal design

Seven principles for designing products and spaces almost anyone can use, without adapting them.

Methods and tools



Approach

Co-design

Designing together with the people who will live with the result, with tools so they can create too.



Approach

Design justice

Designing with the communities most affected, to share what design gives and takes more fairly.



Method

Personas

Research-based characters that represent groups of users and their goals.



Method

Extremes and mainstreams

Also talking to people at the extremes to see needs the average hides.

Connections

Builds on

- Ergonomics and human factors
- Anthropometry
- Cognitive psychology
- Fitts's law
- Design for the real world

Related to

- UI design
- Multisensory design
- Design for health
- Social design
- Sound design
- UX design
- Design research
- Wayfinding design

Authors and works

2003	**John Clarkson, Simeon Keates, Roger Coleman and Cherie Lebbon**	Brought together, in one book, inclusive design understood as design for the whole population.
2018	**Kat Holmes**	Described exclusion as a mismatch between the person and what is designed; with the Microsoft team she set out three practical principles.

Sources

Original sources

- Clarkson, J., Keates, S., Coleman, R., & Lebbon, C. (Eds.) (2003). Inclusive design: Design for the whole population. Springer.
- Holmes, K. (2018). Mismatch: How inclusion shapes design. MIT Press.
- Treviranus, J. (2018, March 29). The three dimensions of inclusive design: Part two. Medium. (Reeditado en el Inclusive Learning Design Handbook, Floe Project, OCAD University). View source (https://openresearch.ocadu.ca/id/eprint/2219/)

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- web.dev (2022, December 5). Design and user experience. In Learn accessibility. Google. View source (https://web.dev/learn/accessibility/design-ux)

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