# Adopting a "Design By" Method

by Jennifer Strickland

Designers have power.

> "Some people say give the customers what they want, but that's not my approach. Our job is to figure out what they're going to want before they do. I think Henry Ford once said, "If I'd asked customers what they wanted, they would've told me a faster horse." ==People don't know what they want until you show it to them.== That's why I never rely on market research.
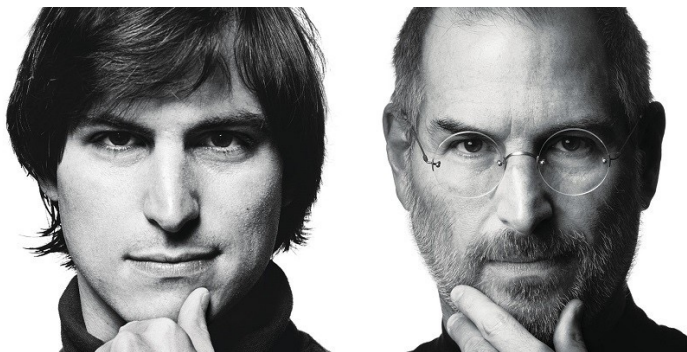
— Steve Jobs

Photos *by* Walter Isaacson

Design For

For | **With** | **By**

Designer | Shared | People Served

Status Quo, Establishment, a.k.a., Colonialism

Design For value system

Paternalism

Perfectionism

One Right Way

Objectivity

Qualified

Fear

Worship of Written Word

Quantity over Quality
"Progress takes time"

Progress is Bigger/More

Individualism

Either/Or Binary

Power Hoarding

Defensiveness and Denial

Right to Comfort, aka
"Presume Positive Intent"

Fear of Open Conflict

Urgency

Source: Characteristics of White Supremacy Culture
from Dismantling Racism: White Supremacy Culture, *by* Tema Okun

" Indifference towards people and the reality in which they live is actually the one and only cardinal sin in design. "
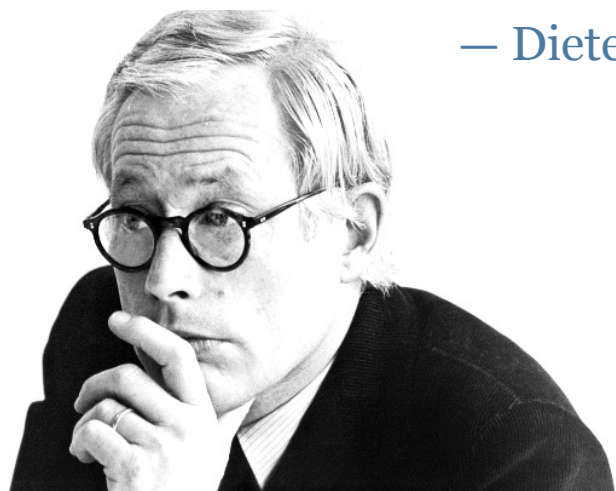
— Dieter Rams, German industrial designer

Photo *by* Abisag Tüllmann

> "Today, we must not just change or innovate just to innovate — we need to do it with a purpose. ==We thus need to move from a place of **designing for** someone to **designing with** them.== This involves giving those without power the agency to make the change occur.

— Saleema Vellani, author of Innovation Begins with I; Founder & CEO of Ripple Impact

— Amy J. Wilson, author of Empathy for Change; Founder & CEO of Empathy for Change

Design With

Photos *by* Sara Golish

For

Designer

Status Quo, Establishment,
a.k.a., Colonialism

With

Shared

By

People Served

"Equality is equal access, while 'equity' is equal outcomes.

— Antoinette Carroll
Creative Reaction Lab Founder, President, & CEO

Photo Creative Reaction Lab
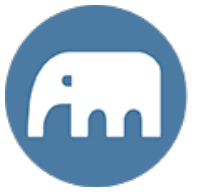
Design By

Equality

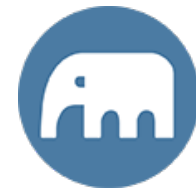**Equity**

For

Designer

Status Quo, Establishment,
a.k.a., Colonialism

With

Shared

By

People Served

How do we design for the full spectrum of reality in which the <mark>People We Serve</mark> live?

Diversity, Equity, Inclusion
= **Change**
and Conflict

🤕 **What's a designer to do?**

How to get to
"Design With/By"...

"This is not Activism. This is Professionalism, doing your job well.

— Léonie Watson, Tetralogical

Photo *from* Léonie Watson

Design Saviors.

Virtue Signaling.

#1 Work on yourself.

👉 Be aware of your own "baggage," identity, privilege.

👉 Learn about the "-isms that schism," such as racism, sexism, other marginalization.

👉 Research ableism and accessibility.

👉 Understand the differences in Universal, Inclusive, and Equitable Design.

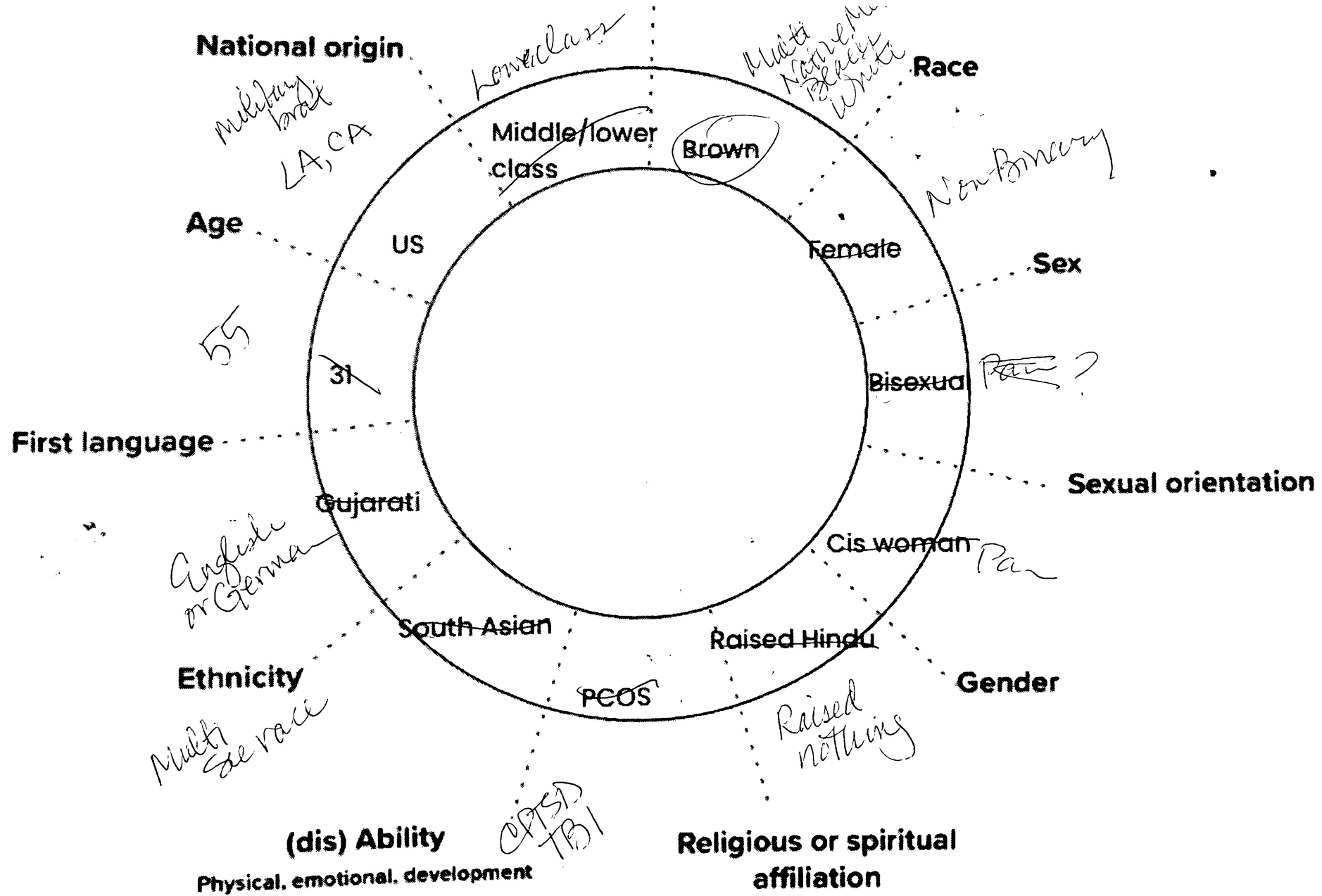# Universal, Inclusive, and Equitable Design Processes

Universal	Inclusive	Equitable
Creating one product for the widest range of abilities and in the widest range of situations	Considers personal identifiers like ability, race, economic status, language, age, and gender	Includes historically underrepresented, systemic inequity, and addresses diverse identities, considering gender, sexuality, race, ethnicity, nationality, class, and abilities
One solution for everyone	Equal access for everyone, regardless of identity factors	Equal outcomes for everyone

#1 Work on yourself.
Therapy.
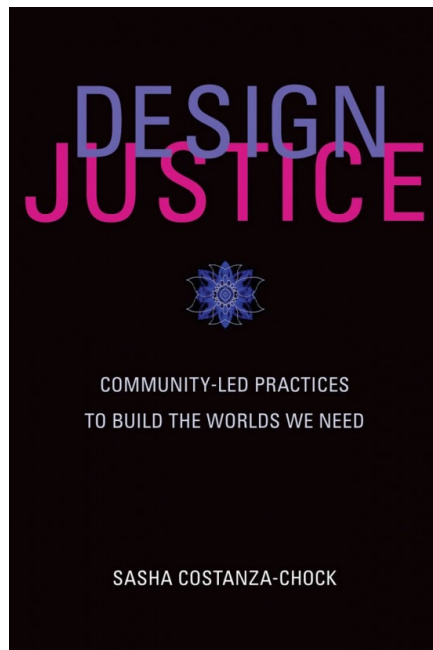
Be aware of your own "baggage," identity, privilege, and triggers.

Socio-economic status worksheet

National origin
- military brat
- LA, CA

Age
- 55
- 31

First language
- Gujarati
- English or German

Ethnicity
- South Asian
- Multi
- See race

(dis) Ability
Physical, emotional, development
- CPTSD
- TBI

Religious or spiritual affiliation
- Raised Hindu
- Raised nothing

Gender
- Cis woman
- Pa~

Sexual orientation
- Bisexual
- Pan?

Sex
- Female
- Non-Binary

Race
- Brown
- Multi
- Native?
- Black?
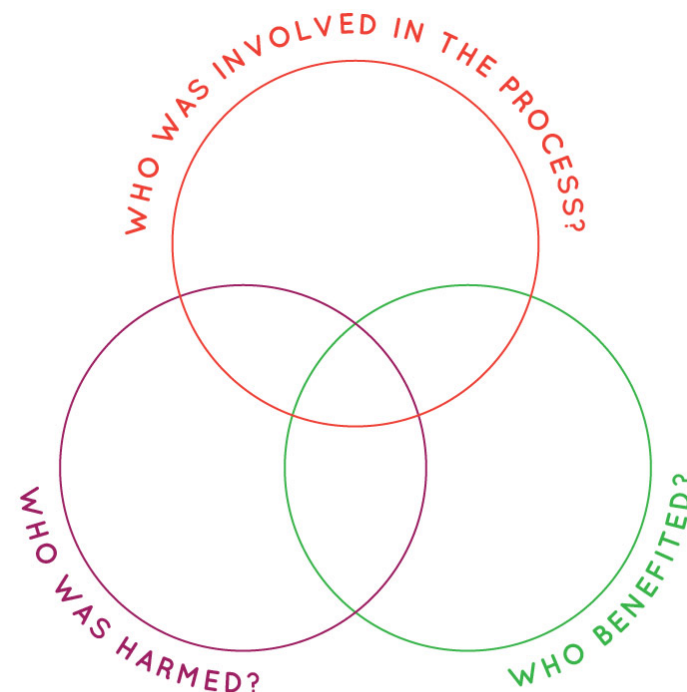- White

Middle/lower class
- Lower class
- US
- PCOS

#1 Work on yourself.

Address your unknown unknowns.

#2 Evaluate what's valued.

Where are your values and design principles coming from?

WHO WAS INVOLVED IN THE PROCESS?

WHO WAS HARMED?

WHO BENEFITED?

Source: Generating Shared Principles for Design Justice *by* Una Lee
from https://www.andalsotoo.net/2016/07/13/generating-shared-principles-for-design-justice/

Matrix of Oppression

Social Identity	Privileged Social	Border Social	Targeted Social	-ism
Race	White People	Biracial People (White/Latinx, Black, Asian)	Asian, Black, Latinx, Native People	Racism
Sex	Bio Men	Transsexual, Intersex	Bio Women	Sexism
Gender	Gender-conforming Bio Men & Women	Gender Ambiguous Bio Men & Women	Transgender, Genderqueer, Intersex	Transgender Oppression
Sexual Orientation	Heterosexual	Bisexual	Lesbians, Gay Men	Heterosexism
Class	Rich, Upper Class	Middle Class	Working Class, Poor	Classism
Ability/Disability	Temporarily Able-bodied	Temporary Disabilities	People with Disabilities	Ableism
Religion	Protestants	Roman Catholic (historically)	Jews, Muslims, Hindu	Religious Oppression
Age	Adults	Young Adults	Elders, Young	Ageism/Adultism

Matrix of Oppression In Use
Gaps Analysis

A document outlining risks identified for research findings based on limited pool of participants and limited scope

Gap Analysis

This gap analysis is in reference to the original sampling request.

Sampling Requirement	Requested	Tested
Total ❗	6	6
Relevant experience	100%	100%
Disability	6	6
No college degree ❗	1	1
Women	50%	60%
Men ❗	50%	33%
Not White ❗	50%	90%
<35 yrs old ❗	1	1
>55 yrs old ❗	1	3

Disability

Category ❗	P-1	P-2	P-3	P-4	P-5	P-6
Blindness						
Low Vision						x
Color Blindness						
Deafblindness						
Auditory						
Motor						
Cognitive	x	x			x	x
Dyslexia/Reading						
Math						
Speech						
Seizure						
Psychological/Psychiatric					x	x
Multiple/Compound			x	x	x	

> " One doesn't have to operate with great malice to do great harm. The ==absence of empathy and understanding== are sufficient. In fact, a man convinced of his virtue even in the midst of his vice is the worst kind of man. "

— Charles M. Blow, New York Times journalist

Photo *by* Beowulf Sheehan

#2 Evaluate what's valued.

👉 Who's involved?

👉 Who benefits?

👉 Who's harmed?

Hire for lived experience.

Establish inclusive tools and processes.

Include the people served.

#3 Use participatory methods.

🤝 Participatory Design

🤝 Emancipatory Research

🤝 Design Justice

🤝 Trauma-Responsive Approaches

Participatory Design

An approach to design that invites all stakeholders (e.g., customers, employees, partners, citizens, consumers) into the design process as a means of better understanding, meeting, and sometimes preempting their needs.
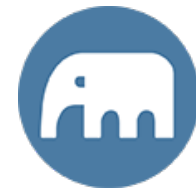
🤝 How can your design process include all stakeholders?

🤝 What opportunities exist to have stakeholders share perspectives in creating outcomes?

Source: The Designer's Critical Alphabet, *by* Lesley-Ann Noel, PhD

Participatory Design Methods

Telling	Making	Enacting
Storytelling	Participatory prototyping	Improv theatre
Future Workshop (includes "provotypes")	Probes	Scenarios, stories
Fictional Narrative	Generative tools for co-design	Staging performance (with mockups, prototypes, and realistic context)

This is how we improved mobile engagement by 75% at Fidelity Investments!

Source: Routledge International Handbook of Participatory Design, *edited by* Jesper Simonsen *and* Toni Robertson

Emancipatory Research

Emancipatory research or transformative research is about including the perspective of people who are traditionally excluded from research.

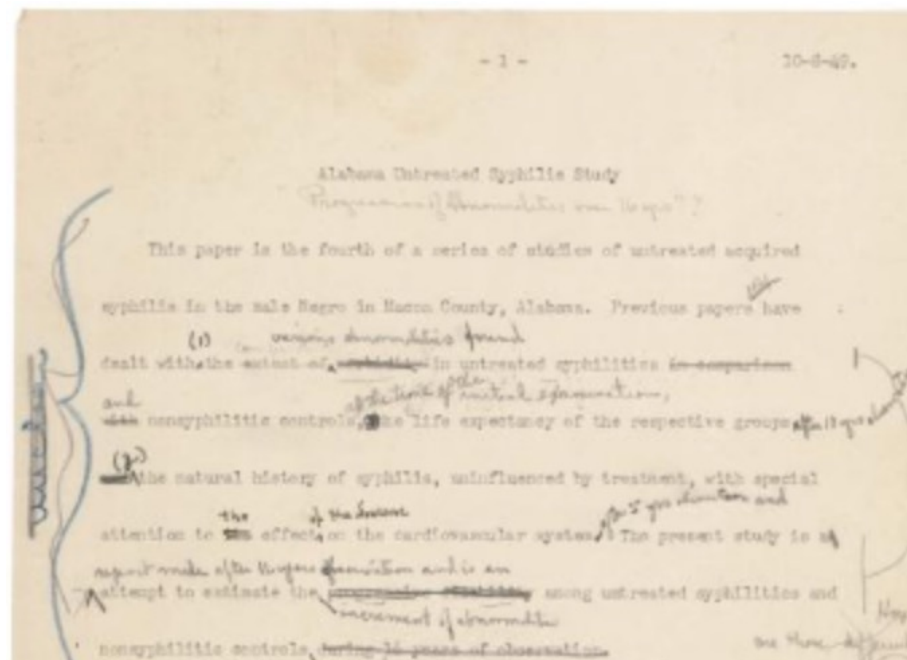🤝 What is the perspective of marginalized people on the work that you are doing?

🤝 How does your design work shift power and who does it shift power to?

Source: The Designer's Critical Alphabet, *by* Lesley-Ann Noel, PhD

The Tuskegee Study

Sources: CDC.gov The U.S. Public Health Service Syphilis Study at Tuskegee
from https://www.cdc.gov/tuskegee/timeline.htm and
The National Archives *from* https://catalog.archives.gov/id/650717

> "Time is truly wastin', there's no guarantee.
> Time is in the makin',
> Ya gotta fight the powers that be!
> You & I can, we got the power,
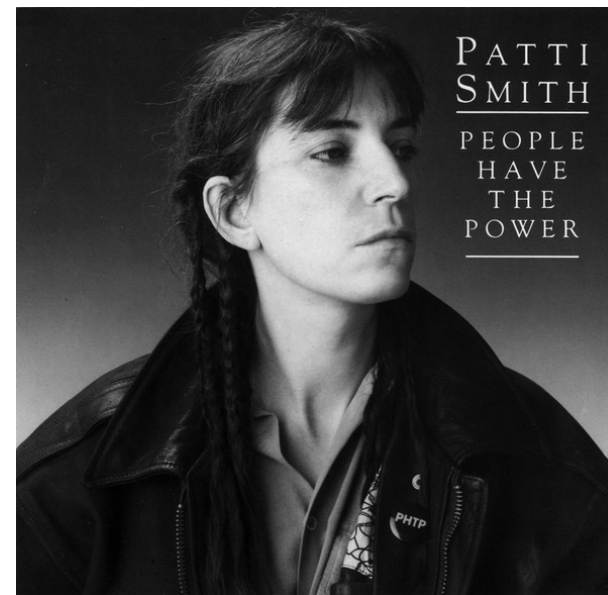> Fight it, fight the power!"

— The Isley Brothers
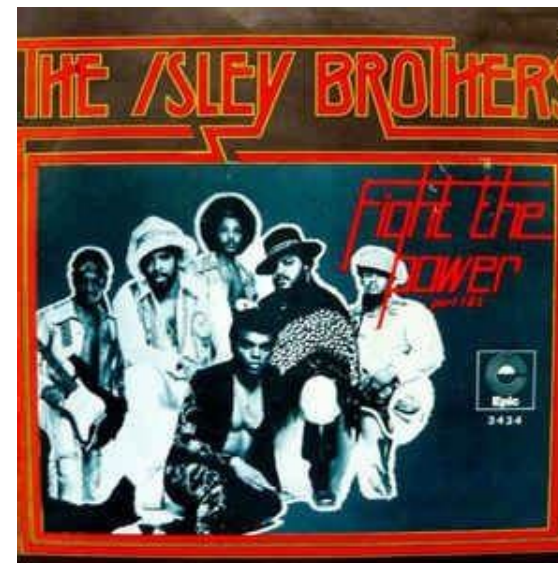
"People have the power
to dream, to rule,
to wrestle the world from fools.

— Patti Smith

People have the power...
if we designers prioritize People.

Thank you for your time and attention!

Any questions?