DesignOps Summit 2021

Inclusive Design is DesignOps

Saara Kamppari-Miller

Saara Kamppari-Miller

she/her

User Experience Designer at Intel

Inclusive DesignOps Champion

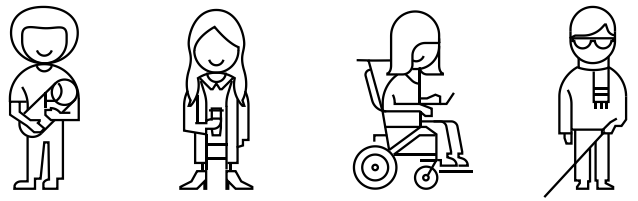
intel.

Inclusive design and research is a **process**.

Who might we be **excluding**?

Accidental  Intentional

Inclusive Design Jam!



Microsoft Inclusive Design Toolkit

Intel RISE Strategy

Create a more
responsible,
inclusive, and
sustainable world,
enabled through technology and
our collective actions.

Corporate
Vision!

≠ Change

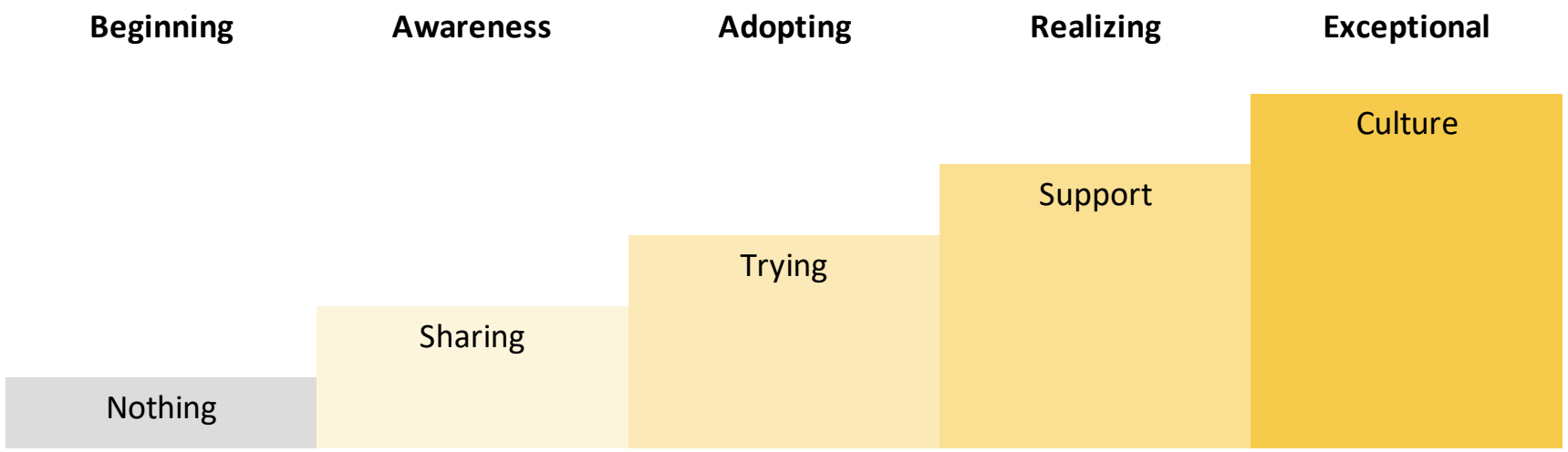
Individual
Awareness!

Inclusive design and research is a **process**.

+

Design operations is designing **how we design**.

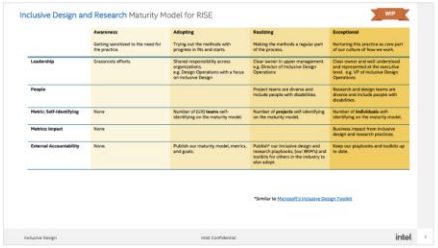
Inclusive Design is DesignOps



Inclusive Design Maturity Model

Multiple Lens into the Inclusive Design Maturity Model

For RISE
(Company Perspective)



For UX Community of Practice
(Cross-Org Alignment on what Inclusive Design Maturity Means)

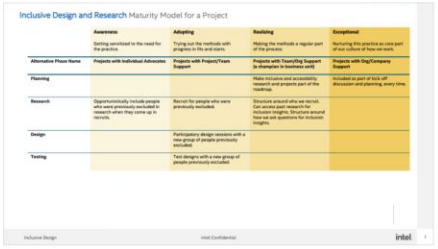
Broader Scope

Broader Audience

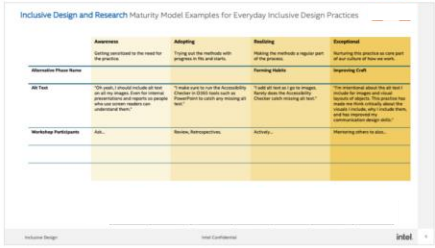
Designer & Researcher Audience

Narrow Scope

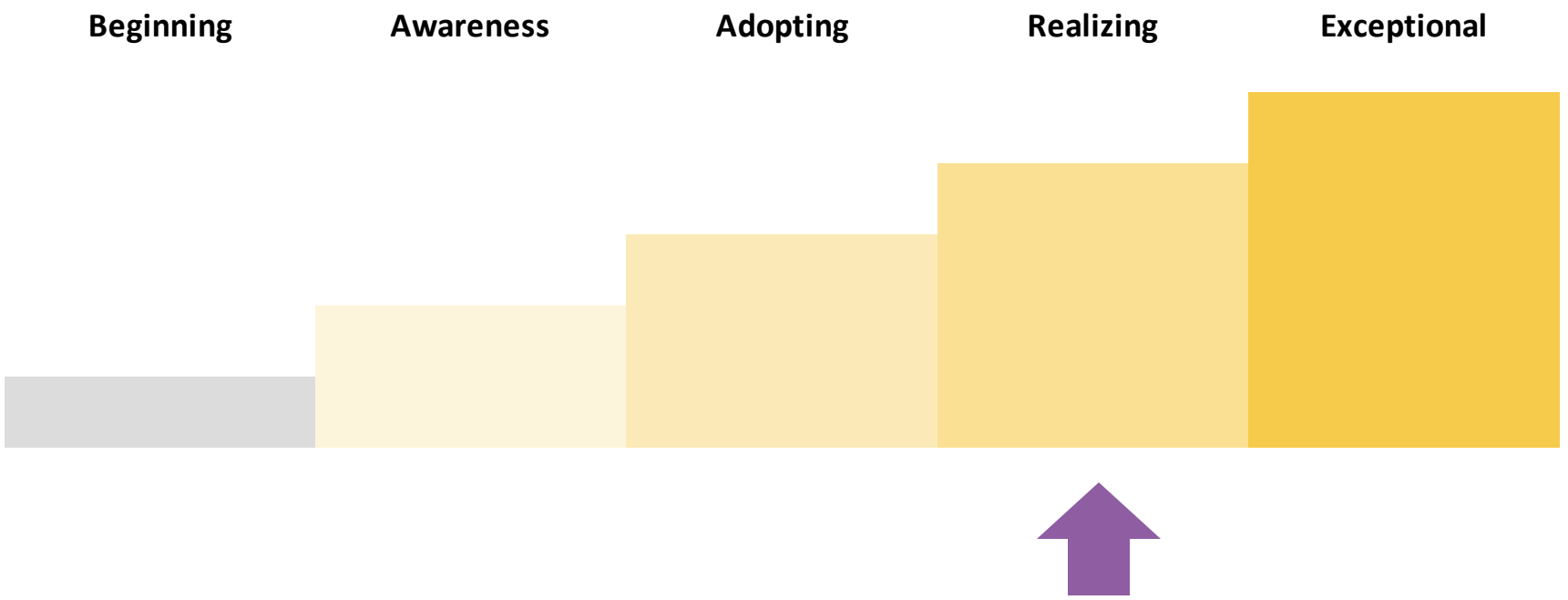
For a Project
(Examples across the phases of a project)

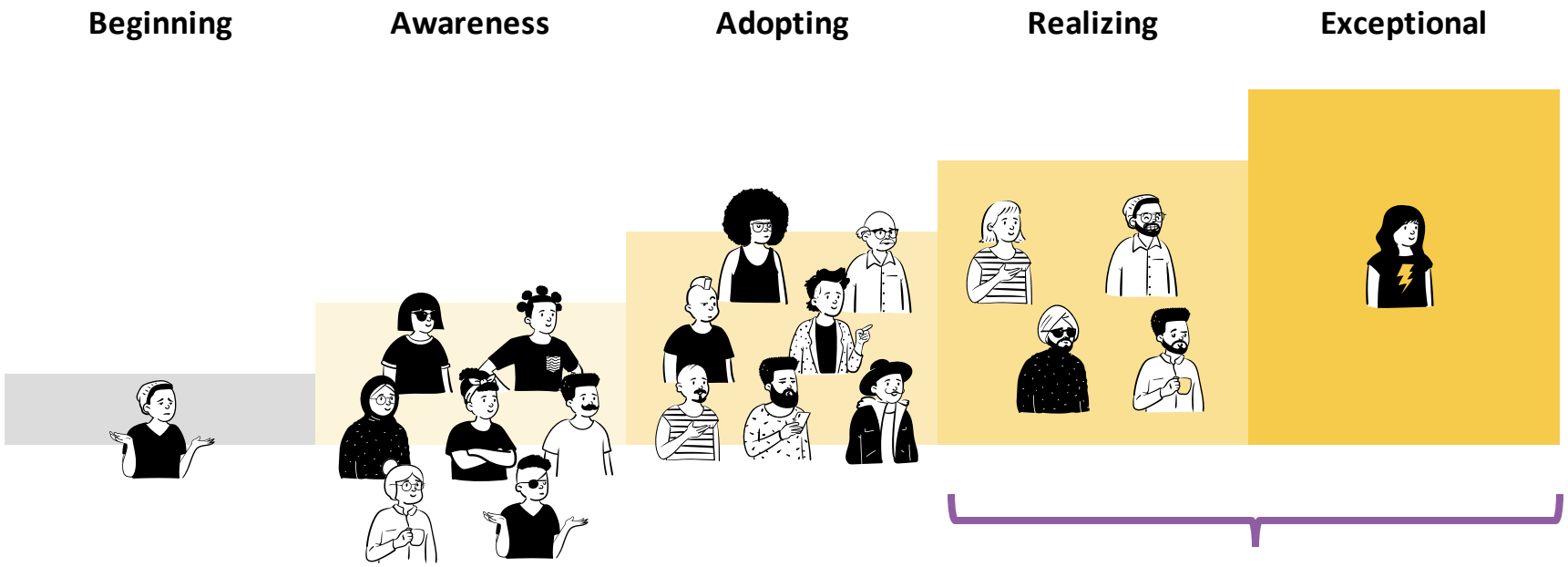


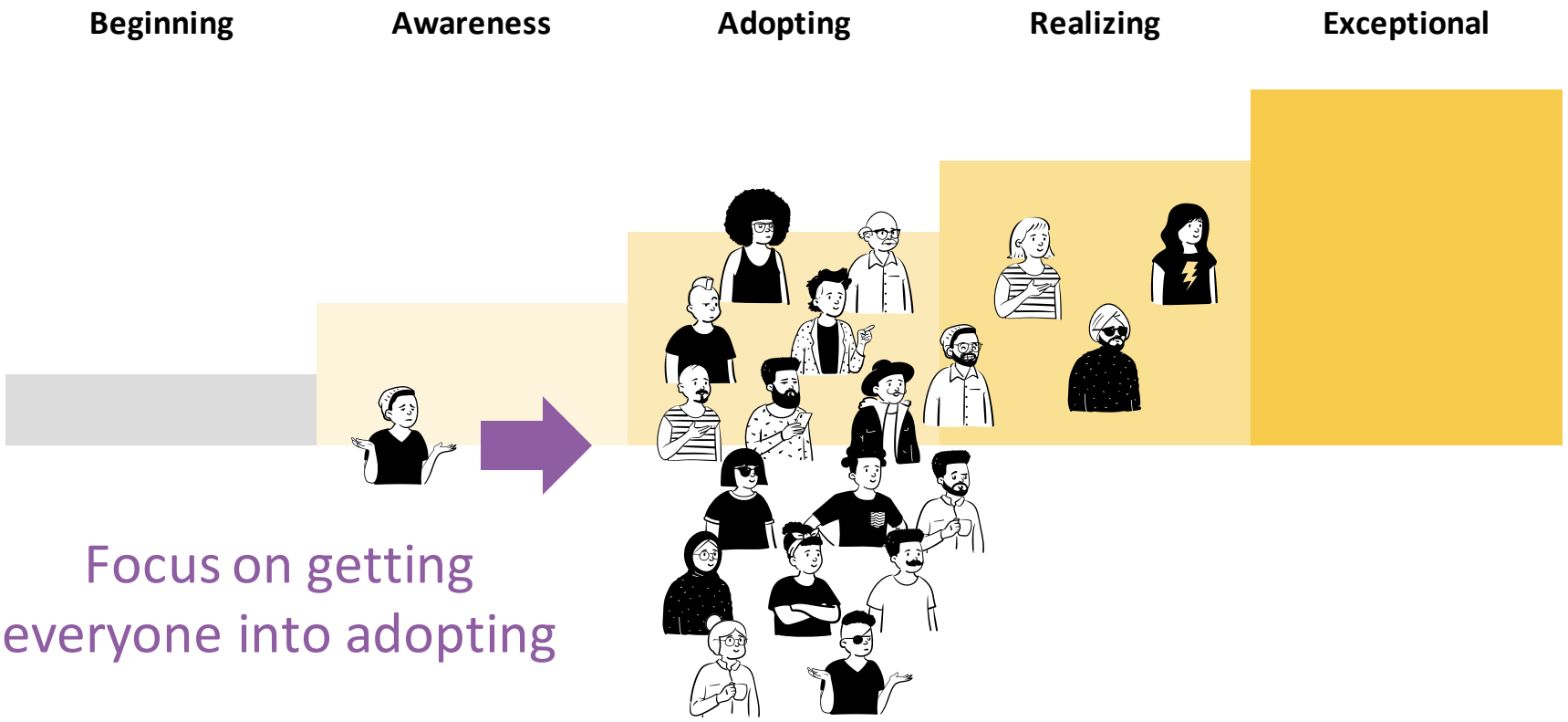
For an Individual
(Examples of everyday inclusive design practices)



Where do we want to be by 2030?




Beginning
Awareness
Adopting
Realizing
Exceptional
Focus on 25%
Rest will follow?


Beginning
Awareness
Adopting
Realizing
Exceptional
Focus on getting
everyone into adopting

Our goal is that every client computing platform we produce **expands accessibility for more people than the one before**[1]

1. We are never done.

Our goal is that every client computing platform we produce **expands accessibility for more people than the one before**[1]
with experiences **designed in collaboration with people with disabilities**[2].

2. “Nothing about us without us.”

Our goal is that every client computing platform we produce **expands accessibility for more people than the one before**[1]
with experiences **designed in collaboration with people with disabilities**[2].

By 2030, **all Intel user experience teams**[3]

3. Including “ux teams of one”

Our goal is that every client computing platform we produce **expands accessibility for more people than the one before**[1] with experiences **designed in collaboration with people with disabilities**[2].

By 2030, **all Intel user experience teams**[3] will have adopted inclusive design and research practices, with relevant **design and research operational support**[4]**.**

4. DesignOps and ResearchOps!

During 2021, we are building additional partnerships with governments and academia worldwide to expand a full digital readiness portfolio, covering citizens as well as the current and future workforce for a broader range of emerging technologies.

Intel® Future Skills. Using a design-thinking methodology and hands-on learning approach, the Intel® Future Skills program gives students the framework needed for a lifetime of problem solving and discovery through Science, Technology, Engineering, Arts, and Math (STEAM) learning. Through the program's learning platform, made up of over 25 projects with 40 hours of content, students are challenged with hands-on, real-world innovation projects that encourage them to think differently, fail fast, and develop a growth mindset. Our unique model, which combines technical and social emotional learning, enables students to recognize and understand the people they are creating for by building essential empathy and communication skills. In 2020, Intel volunteers delivered hundreds of Intel Future Skills project kits to Oregon schools, where youth picked them up to keep their creativity going during the pandemic.

Million Girls Moonshot

While many efforts have aimed to close gender and racial gaps in STEM, persistent inequities remain. Substantial progress requires transformational initiatives, such as the Million Girls Moonshot (MGM). Through MGM, the Intel Foundation is partnering with the STEM Next Opportunity Fund (legacy organization of the Robert N. Noyce Foundation), the Gordon and Betty Moore Foundation, and the Charles Stewart Mott Foundation to transform the trajectory of women and girls in STEM. The movement primarily focuses on gender, but also seeks to create STEM gains among diverse racial, ethnic, and socioeconomically underserved groups.

The MGM movement builds on the success of the Intel She Will Connect initiative, which has focused on interventions in middle school, when girls often decide whether to pursue coursework essential to technology careers. Since 2017, the Intel Foundation has invested $3.25 million in grants, with proven results through positive, hands-on STEM experiences for middle school girls and their families. Over the next five years, the MGM movement will expand to reach and collectively engage 1 million more girls through innovative, high-quality STEM capacity in all 50 US states. MGM is a first-of-its-kind movement on a national scale.

Accessible Product Design

Technology is an increasingly critical part of everyone's lives, and accessible technology allows people to acquire education, have a career, use government services, make purchases, pursue hobbies, and so much more. Access to information and communications technologies is defined as a basic human right in the United Nations Conventions On The Rights Of Persons With Disabilities.

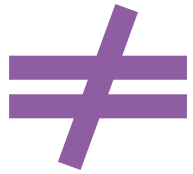
Our goal is that every client computing platform we produce expands accessibility for more people than the platform before, with experiences designed in collaboration with people with disabilities. By 2030, all Intel user experience teams will have adopted inclusive design and research processes with relevant operational research support. In 2020, our teams began projects exploring accessible computing usages such as assistive touch to speech (providing spatial awareness for blind or visually impaired computer users) and indoor wayfinding (providing navigation assistance for blind or visually impaired people in public spaces).

An artificial intelligence (AI) researcher and his team designed an Intel-powered, voice-activated backpack that can help people with visual impairments navigate and perceive the world around them. The backpack helps detect common challenges such as traffic signs, hanging obstacles, crosswalks, moving objects and changing elevations. Learn more.

Technology to Advance Social Equity

Intel joined a coalition aimed at advancing the One Million Connected Devices Now movement and providing $25 million to address the digital divide and COVID-19-related challenges to ensure students can continue to learn virtually. The coalition is led by Procter and Gamble and also includes Dell, Microsoft, Fidelity, Dow Jones, PNC Bank, PolicyLink, Walmart, and Comcast.

To also help address remote learning challenges during the pandemic, the city of Houston worked closely with Intel, Microsoft, and T-Mobile to bridge the gap between students and their education. Some 25% of students in Texas don't have access to technology and 20% of Houston students live below the poverty line. The support provided by Intel helped the city understand educational and community needs to bring digital skills and training to students and communities. Working with Intel's strategic partners, students and their families who qualified received T-Mobile Internet connectivity to the greater community and resources.

Corporate Goal  Change

Hey Team!

What do we do next?

Where are we as a team with regard to Inclusive Design?

Head

Logical, Rational

I don't get it. — I can explain it to others.

Hands

Action, Practical

I'm not doing anything in particular. — I can't imagine anything else I could do.

Heart

Emotion, Empathy, Vision

I'm not feeling it. — I feel passionate about this.

What do we need as a team to move from awareness to adoption of Inclusive Design?

how might we help you?

how might we help others?

Head

If you don't understand why we should do inclusive design, how might we change the discussion to help you rationlize the change in how we work?

write here | write here | write here
write here | write here | write here

If you are convinced that we need to practice inclusive design, how might we help others at Intel come to the same conclusion?

write here | write here | write here
write here | write here | write here

Heart

If don't don't want to change how we work, if you don't feel any emotion about how inclusive design, how might we appeal

write here | write here | write here
write here | write here | write here

If you feel strongly that inclusive design is important for the future, how might we help others at Intel to emphathize?

write here | write here | write here
write here | write here | write here

Hands

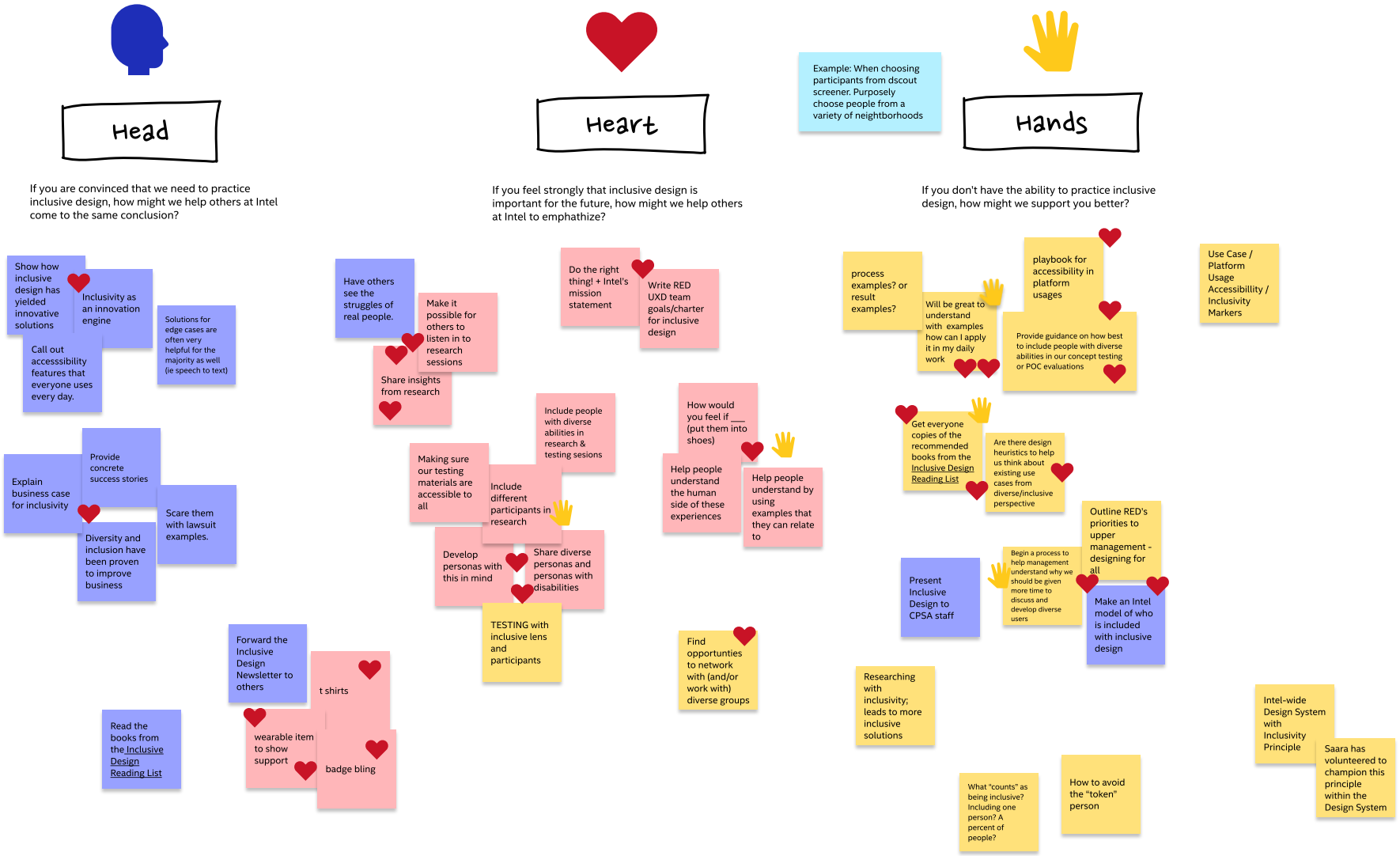
If you don't have the ability to practice inclusive design, how might we support you better?

write here | write here | write here
write here | write here | write here

If you are practicing inclusive design, how might we help others to try it out?

write here | write here | write here
write here | write here | write here

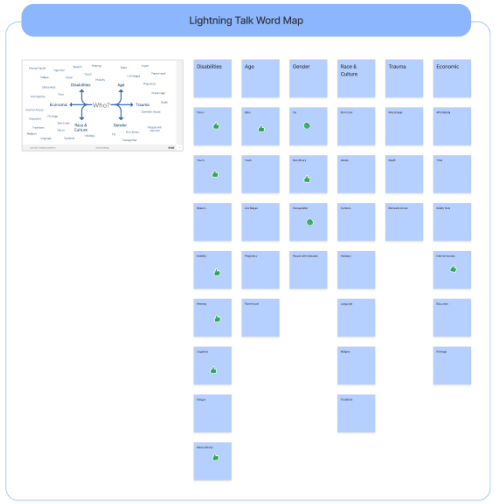
What do we need as a team to move from awareness to adoption of Inclusive Design?

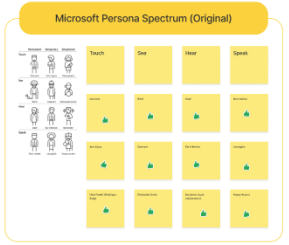


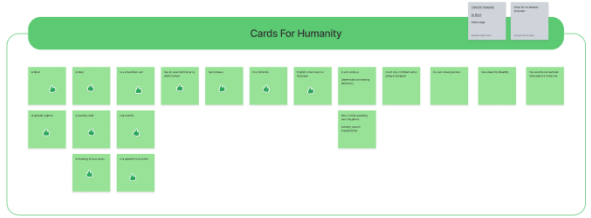
- We don’t know what we don’t know.
- We need a baseline education on who we might be excluding.
- But we don’t have time to do it ourselves.

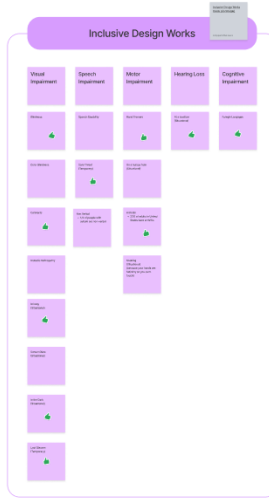
- Secondary inclusive research
- Framework to identify gaps & prioritize secondary research
- Bite size information

Examples of starting point sets of possible lenses/people/communities who may have been previously excluded from a project.



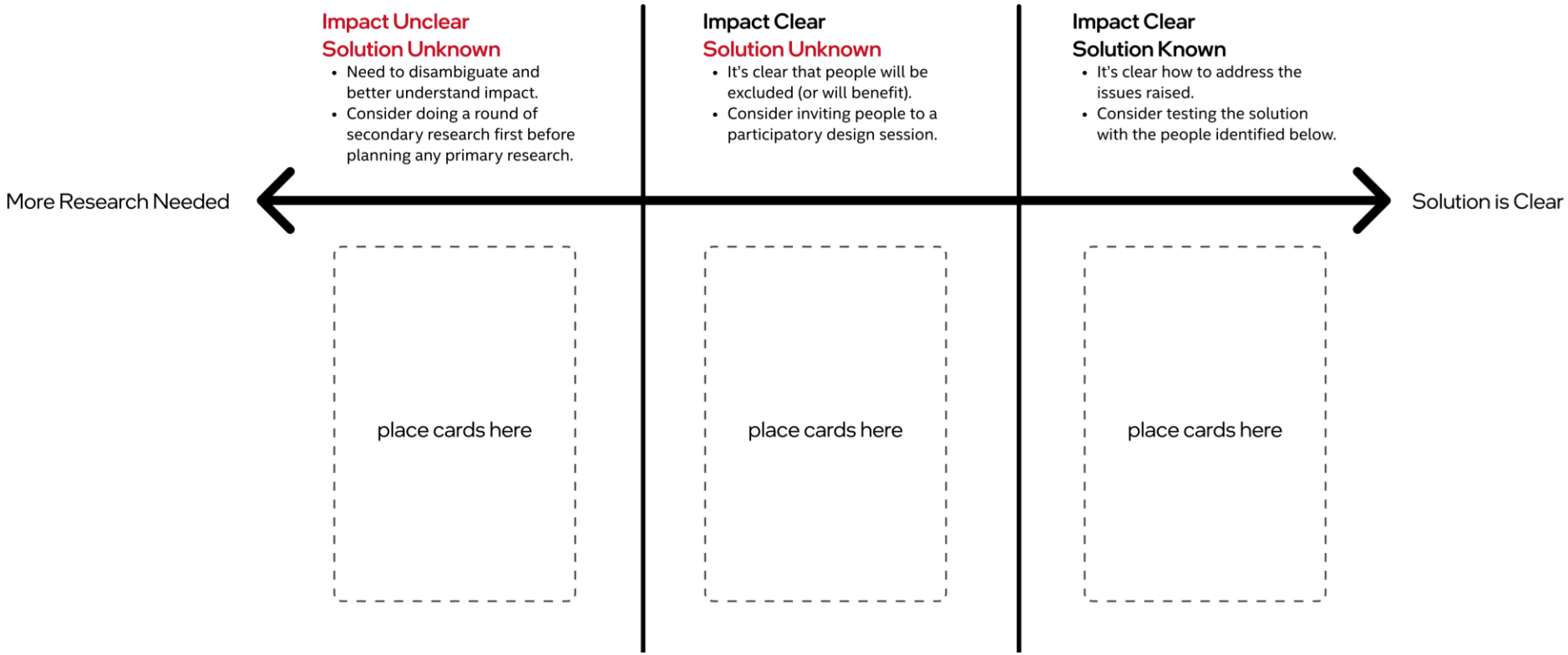


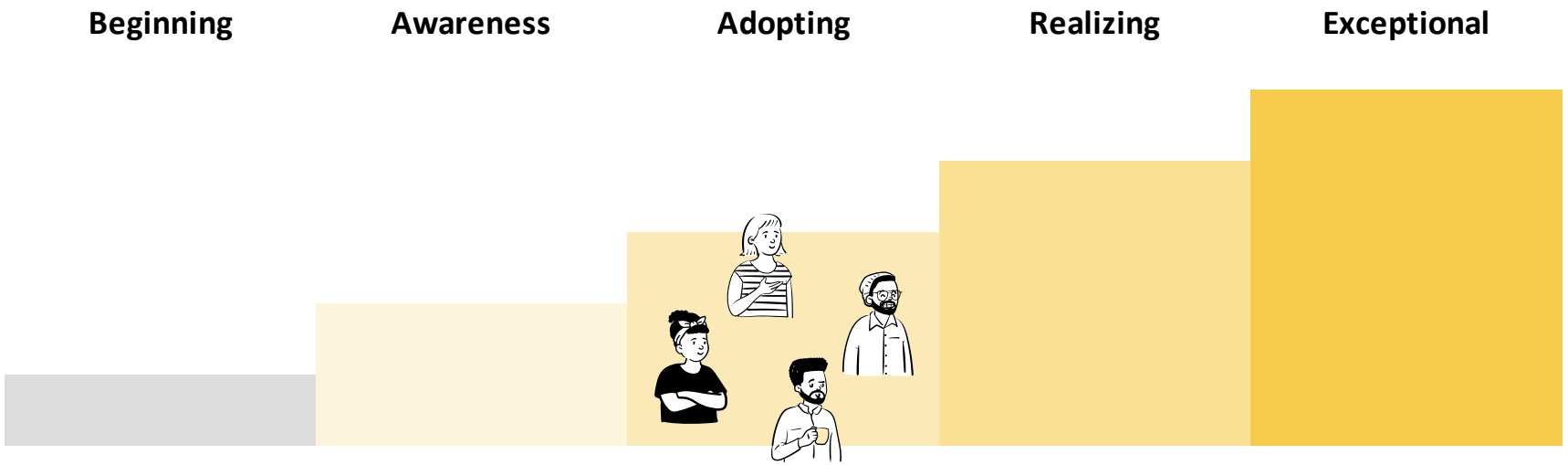





is culturall
Deaf
no secondary resea
is speal
forei
languag
no secondary research yet
is partiall
sighted
no secondary resear
has dement
no secondary research ye
is non-bin
no secondary research yet
has poor
internet acc
no secondary research
has an arn
injury
no secondary resear
is blind
Identity-First Language
Blind person (not "person with blindness")
Reminder: Ask people for their prefered identity language to use.
Most people who are blind still have light perception. They can differenciate between light and dark, day and night.
They can also still care about visual things such as fashion and make-up (Molly Burke, blind YouTube creator). And do things like woodworking (John Furniss The Blind Woodsman).
85% of all individuals with eye disorders have some remaining sight; approximately 15% are totally blind.
Statistics from the American Foundation for the Blind (AFB)

High Relevance	Medium Relevance	Low Relevance
place cards here	place cards here	place cards here


Impact Unclear
Solution Unknown
• Need to disambiguate and better understand impact.
• Consider doing a round of secondary research first before planning any primary research.
Impact Clear
Solution Unknown
• It's clear that people will be excluded (or will benefit).
• Consider inviting people to a participatory design session.
Impact Clear
Solution Known
• It's clear how to address the issues raised.
• Consider testing the solution with the people identified below.
More Research Needed
Solution is Clear
place cards here
place cards here
place cards here


Beginning
Awareness
Adopting
Realizing
Exceptional

Beginning | Awareness | Adopting | Realizing | Exceptional

Inclusive Design is DesignOps
Saara Kamppari-Miller
@DesignerGeeking

intel.

Nothing about us without us.

Nothing about us without us.

Nothing about us without us.

Nothing about us without us.

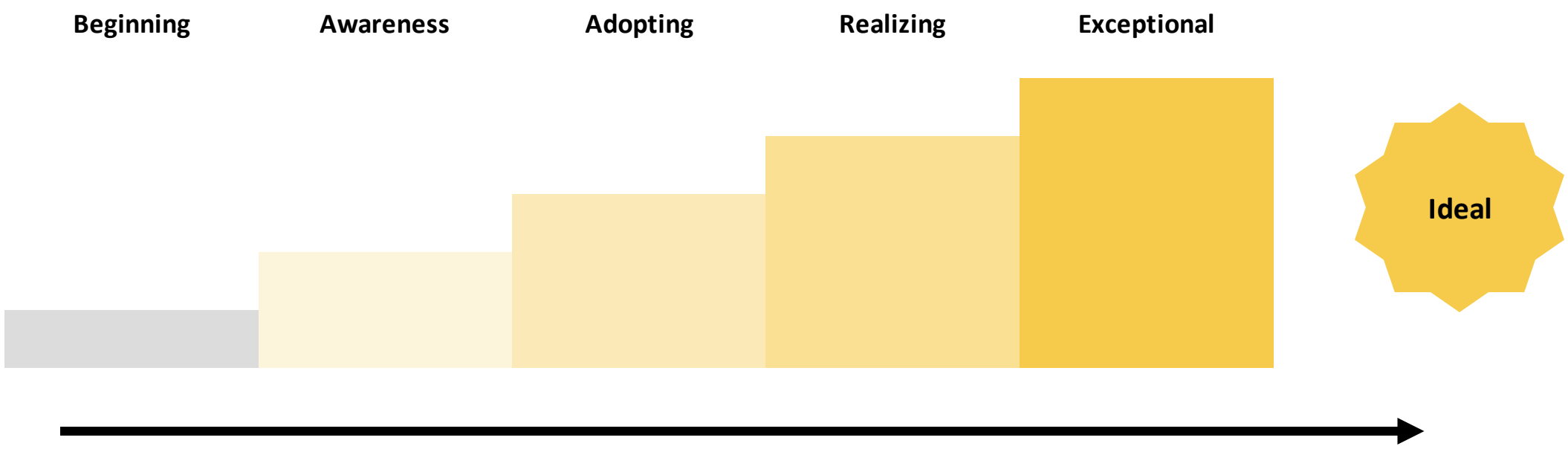
Nothing about us without us.

Nothing about us without us.

This feels overwhelming!

Don’t be ideal.

Do better.


Beginning
Awareness
Adopting
Realizing
Exceptional
Ideal

 Make a public goal!

 Check your head, heart, and hands.

 “Nothing About Us Without Us.”

 Don’t be ideal. Do better.

Thank You

We’re hiring UX at Intel!

@DesignerGeeking