



The future of design – where inclusion should be a norm, not a necessity

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There is always a way...





Agenda

- › Define Inclusive Design
- › The Illusion of Inclusion
 - Busting inclusivity myths
- › Onto new perspectives
- › Key takeaways

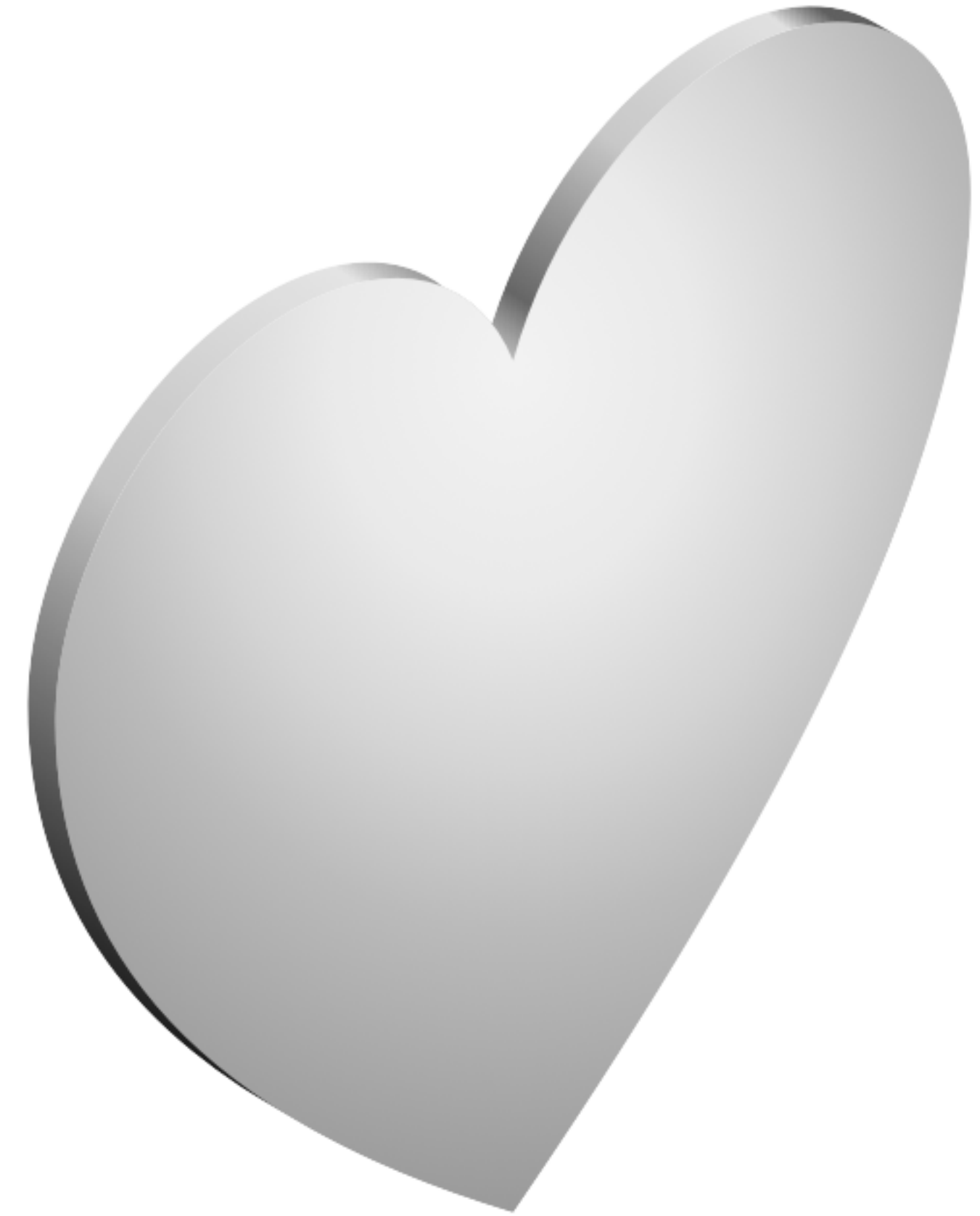
Let's first define “Norm.”

Something usual, typical, or standard.



Now let's define “Inclusion.”

The act of including someone or something as part of a group



My question for you today is?

Why is it so hard to include people in
the standards of design?





Inclusive Design

Inclusive design is a method that challenges designers and developers to design mainstream products and/or services that are accessible to, and usable by, as many people as reasonably possible—without the need for special adaptation or specialized design.”

Pexels photographer: Marcus Aurelius





"Inclusive design doesn't mean you're designing one thing for all people. You're designing a diversity of ways to participate so that everyone has a sense of belonging."

— Susan Goltsman

The illusion of inclusion



"Inclusive design doesn't mean you're designing one thing for all people.

You're designing a diversity of ways to participate so that everyone has a sense of belonging."

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Did you know?

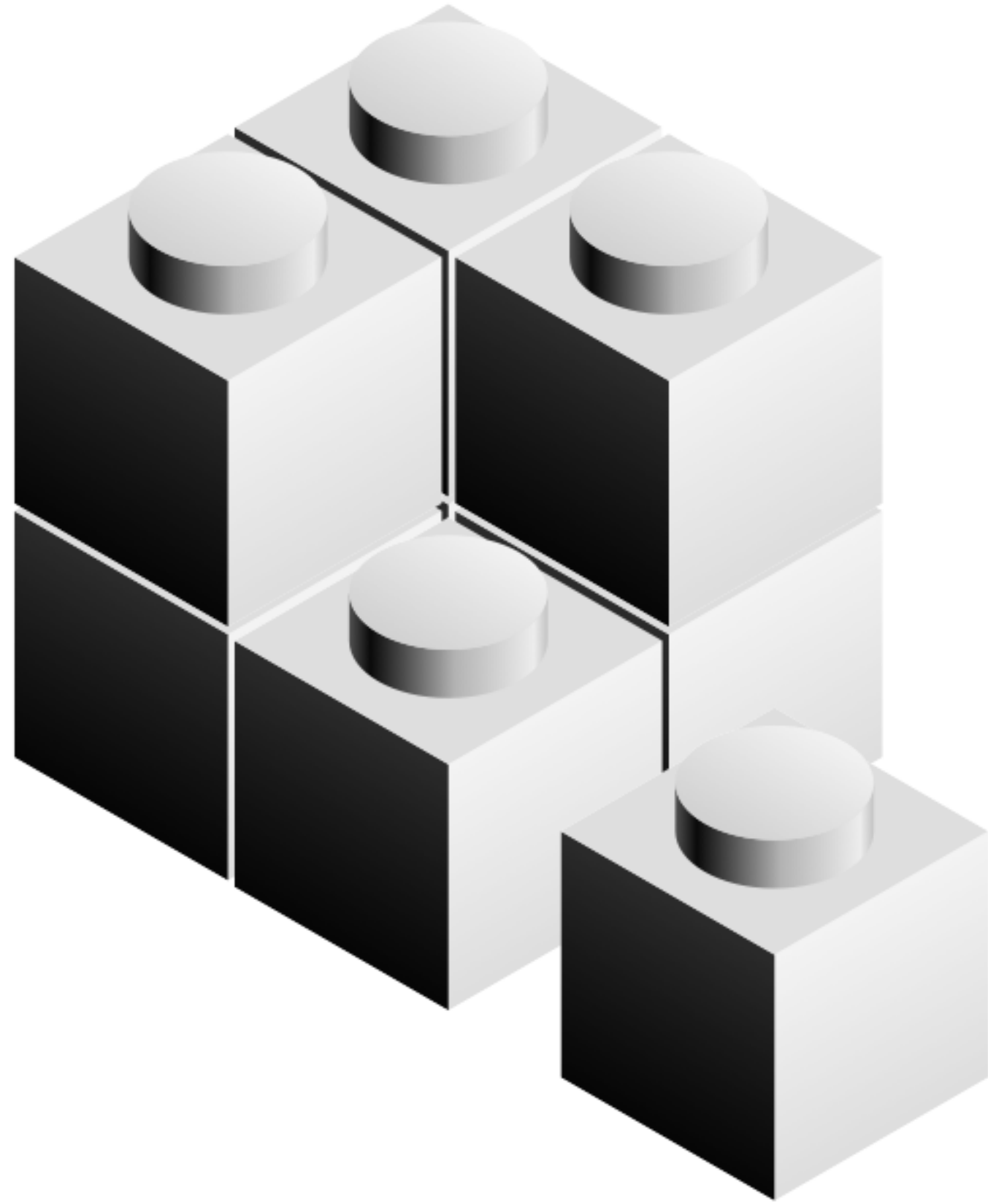
From 1,502 adults 23% percent of disabled respondents say they “never” go online.

RESEARCH OF PEW RESEARCH CENTER



Accessibility is **not the same as inclusive design**





Inclusive design does **not imply one product fits all.**

A lot of times companies end up focusing on just one aspect of inclusion.



Layshi Curbelo

This is my intersectionality what is that and why is so important?

Is the interconnected nature of social categorizations





Different identities

- › Ability
- › Age and ageing
- › Citizenship status
- › Economic class
- › Gender identity
- › National origin
- › Parent or caregiver role
- › Race or ethnicity
- › Religion or spirituality
- › Sexual orientation



Intersectionality

These combine to create intersecting forms of privilege and oppression depending on a person's context and existing power structures.



Busting inclusivity myths



Accessibility only addresses people with disabilities

15% of the world's population, or an estimated 1 billion people, live with disabilities.

DATA FROM WORLD HEALTH ORGANIZATION (2021)



“When speaking of disabilities, the common example is the blind people and their needs. However, this can be misleading since accessibility can actually be beneficial to the rest of the population.”

MARCUS ÖSTERBERG, WEB ANALYST





Design is a creative field, so LGBTQIA+ inclusion is already part of it

40% of LGBTQIA+ designers reported having to point out design decisions that excluded queer people from their colleagues

DATA FROM AIGA'S DESIGN CENSUS



“Instead of assuming only one group has all the solutions, scout around for those who have already fixed the challenges or have created something promising.”

MEGAN SMITH, PAST CHIEF TECHNOLOGY
OFFICER OF THE UNITED STATES





Gender inequalities are not real in the design field.

Using a database of 30 million profiles, 37.7% of all web designers are women, while 62.3% are men.

INFORMATION BY ZIPPPIA DEMOGRAPHICS AND STATISTICS FOR WEB DESIGNERS IN THE UNITED STATES.



If we want to build products that work for everyone, they need to be built by everyone – and the industry and business as a whole has a lot to do.”

MATT BRITTIN, PRESIDENT EMEA
BUSINESS AND OPERATIONS, GOOGLE



Onto new perspectives



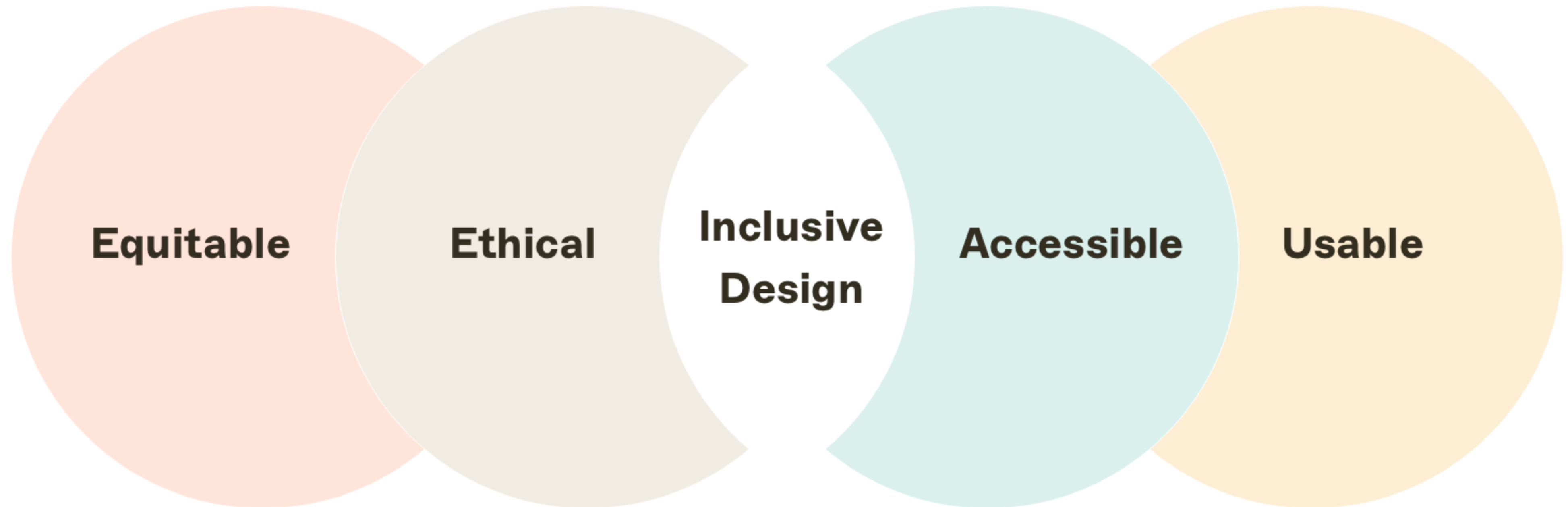
Onto new perspectives

- › Solve, for one, extend to many.
- › Build with diverse teams
- › Seek out points of inclusion and use them as part of the innovation process

Solve, for one, extend to many



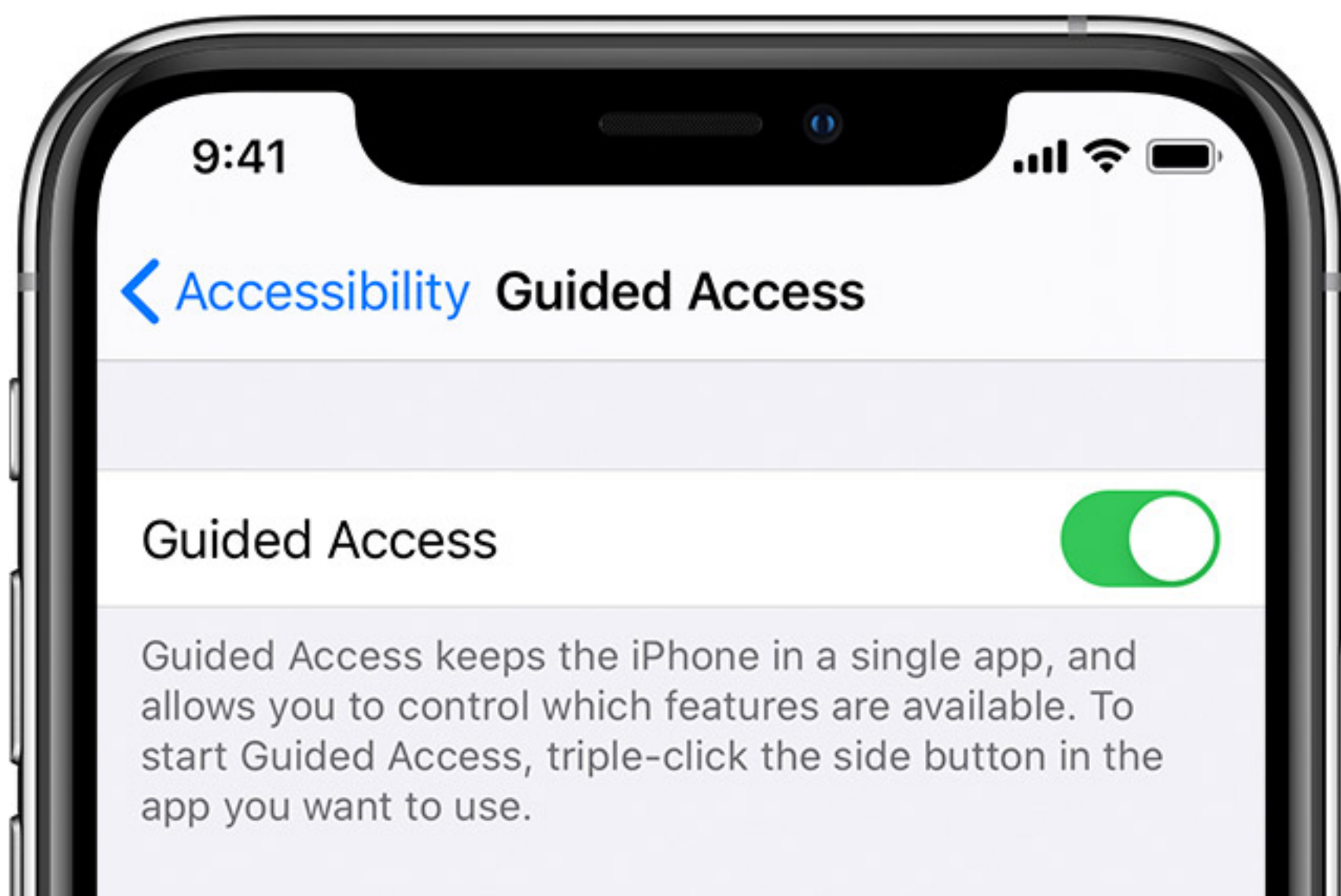
Solve, for one, extend to many.





Solve, for one, extend to many.

Guided Access by Apple

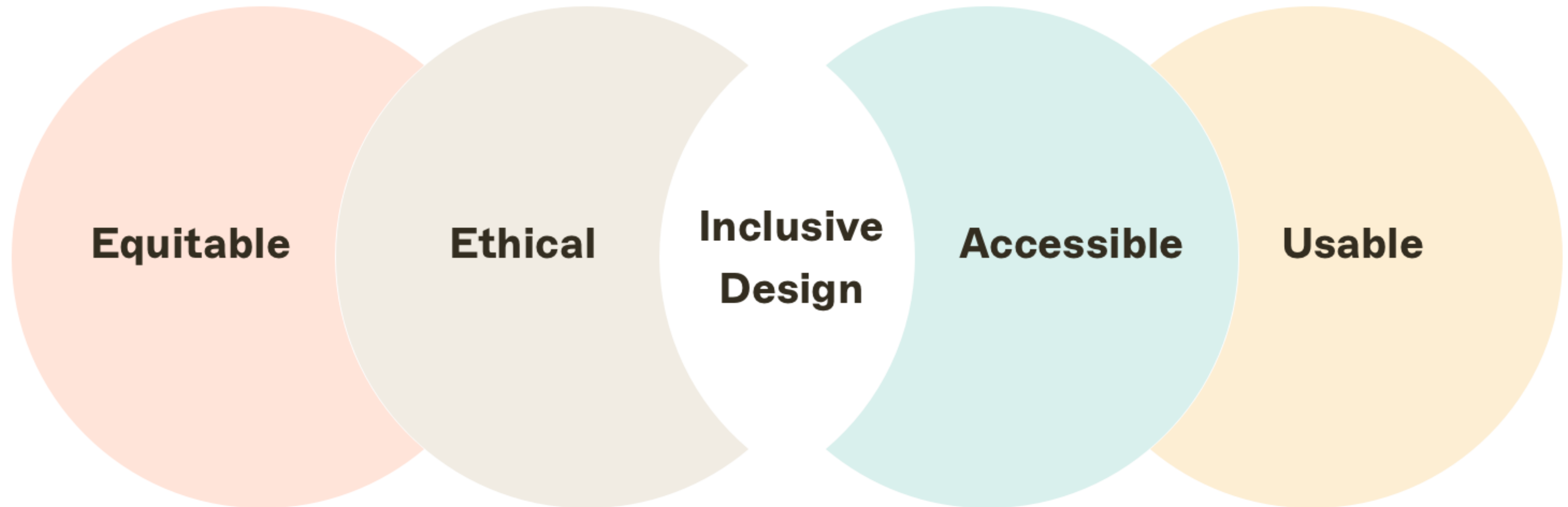


Virtual Assistant by Google





Solve, for one, extend to many.



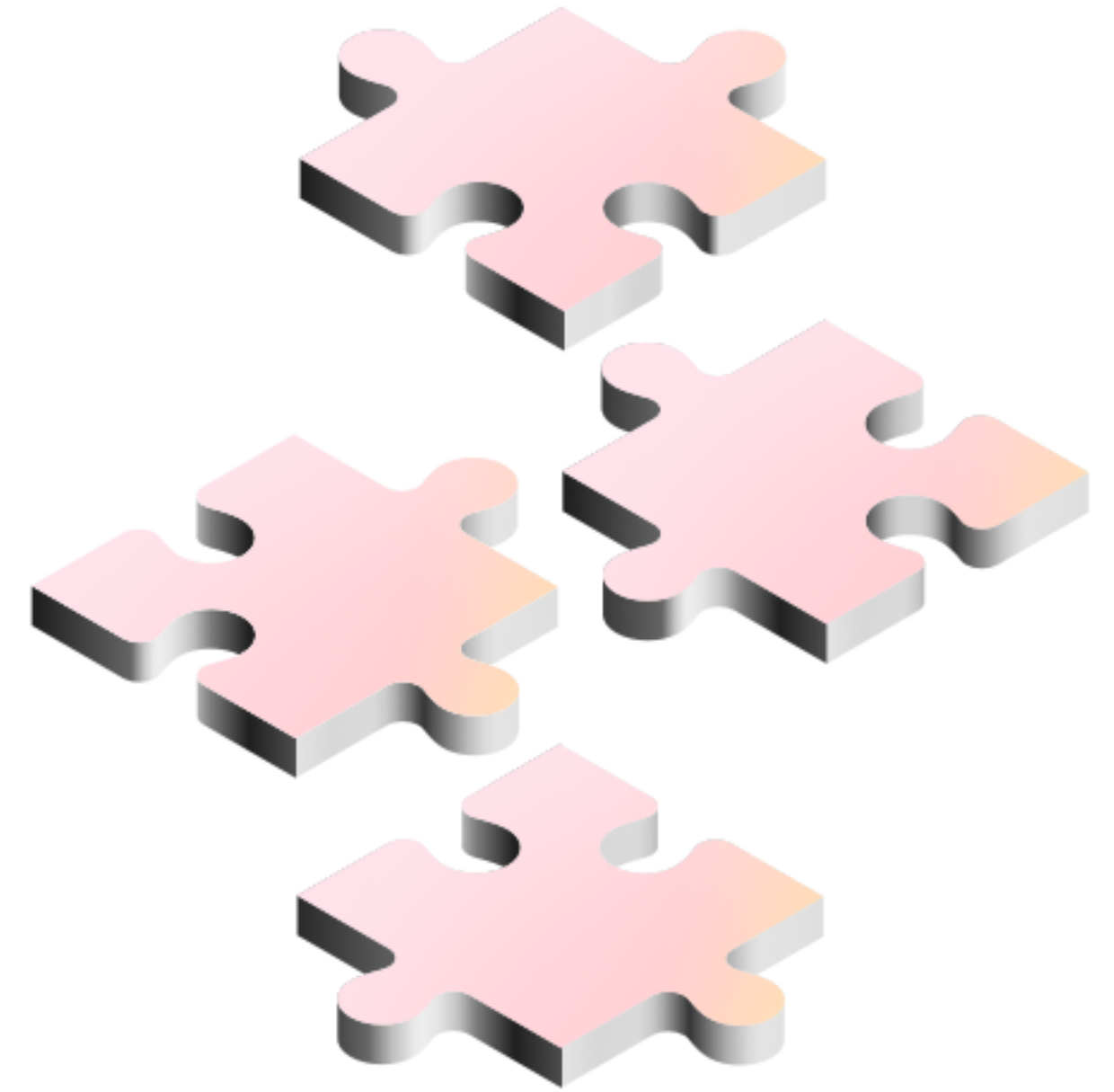
Build with diverse teams

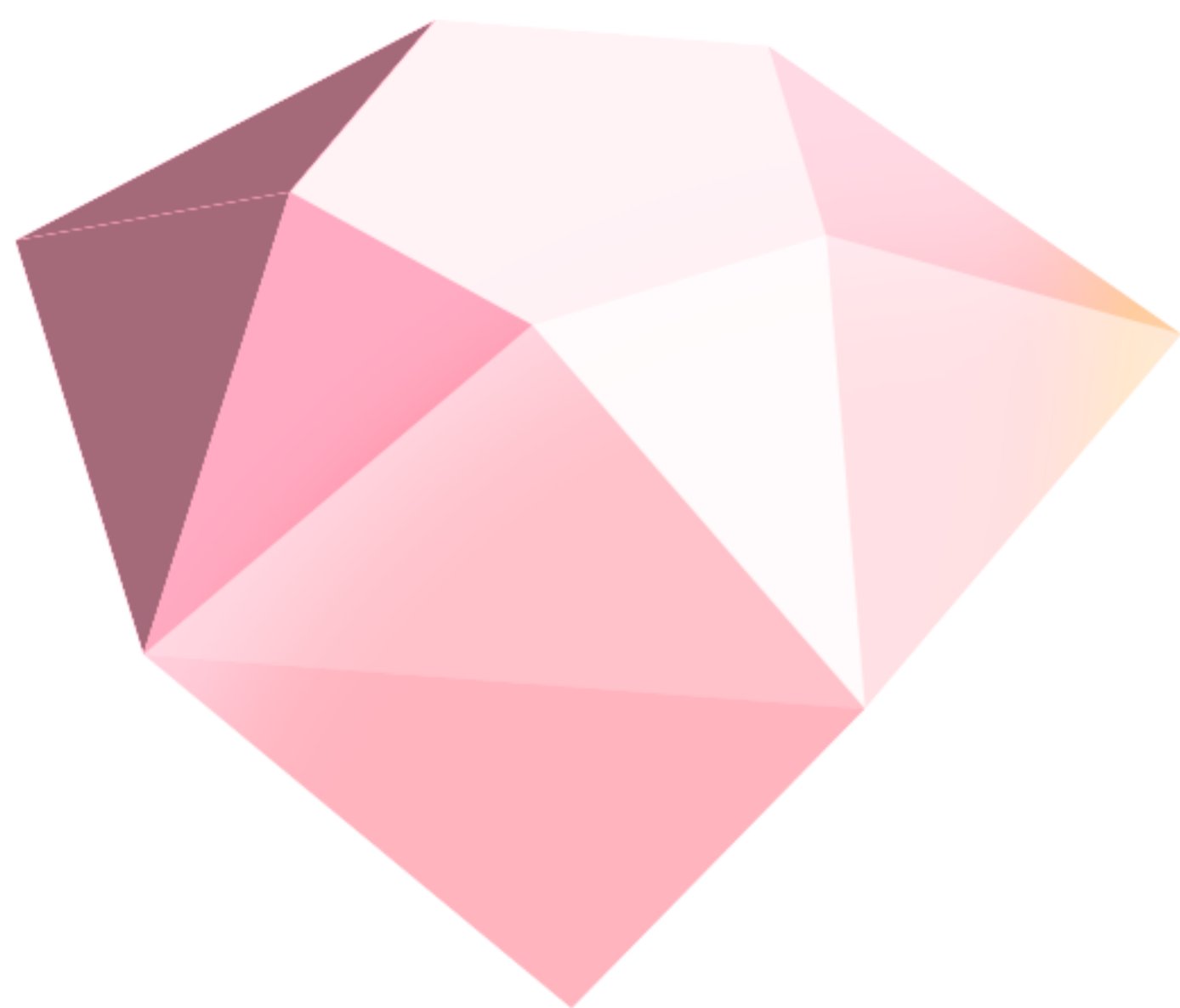


Build With Diverse Teams

In 2020, a team of scientists from Stanford and Georgetown Universities published a study that examined mainstream speech-to-text tools to assess their potential racial disparities.

The research ended up 35% error rate for black speakers and 19% for white speakers.





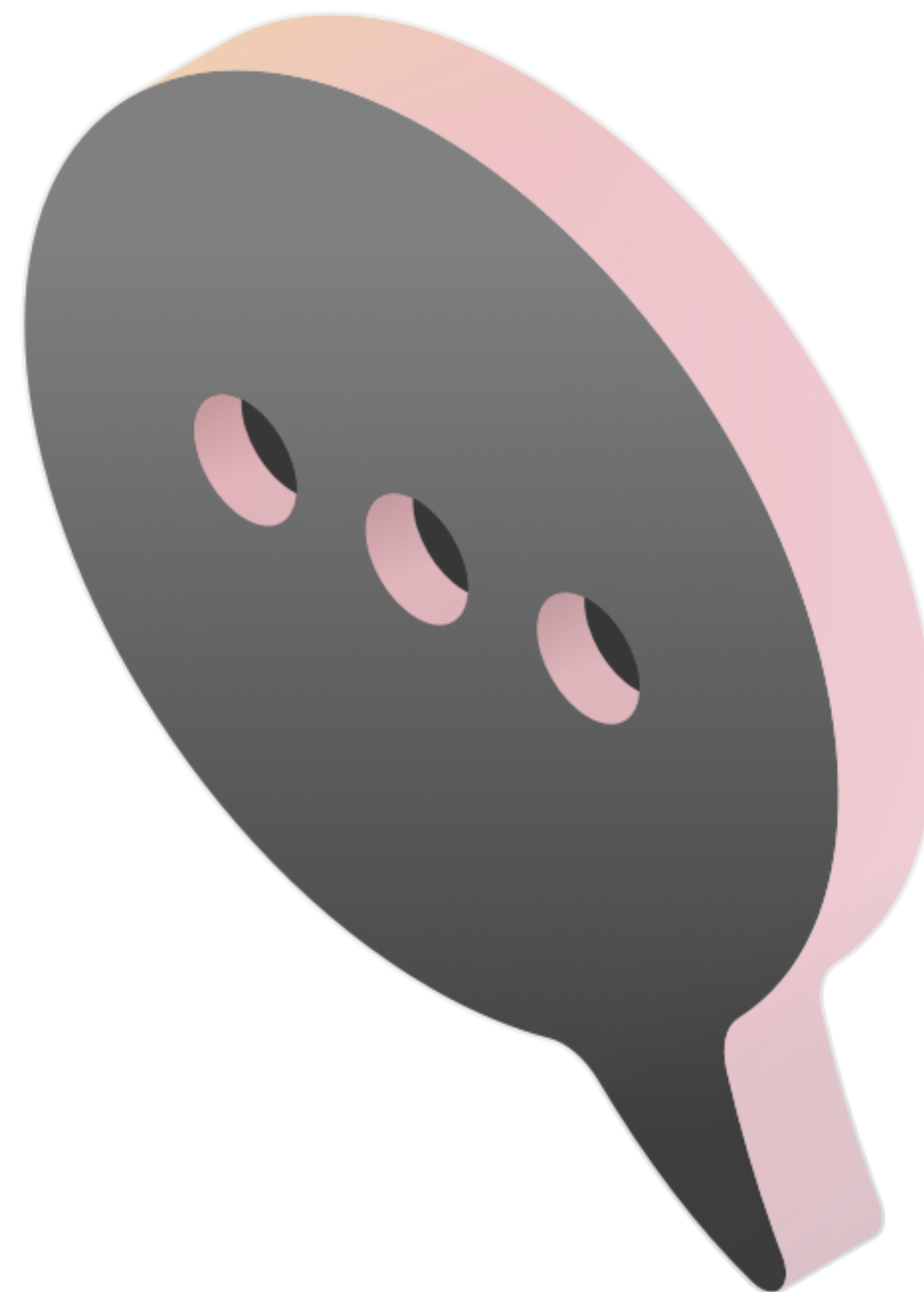
Sketch Culture

- > 220 employees at the moment
- > 0 offices
- > 35+ countries



Every voice matters

- › Communication methods.
- › Emotions make us human.
- › Assuming is the worst mistake in remote work.



**Seek out points of inclusion
and use them as part of the
innovation process**

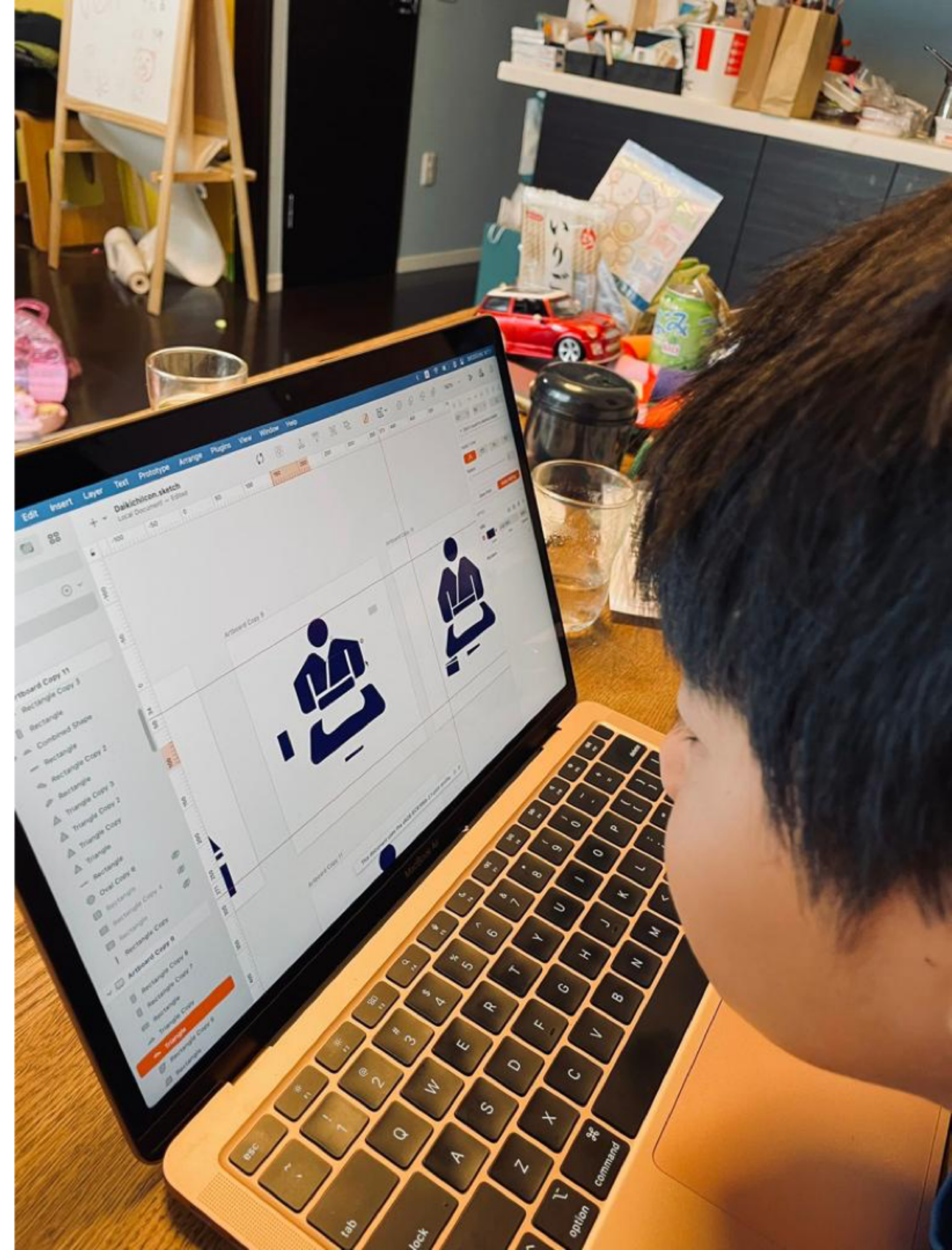
How we redesigned our toolbar icons





Legibility, Colors & Mental Models





Key Takeaways



Inclusive Design Principles

 Provide Comparable Experience

 Give Control

 Be Consistent

 Offer Choice



Inclusive Design Principles

 Prioritize Content

 Consider Situation

 Add Value



Adaptable Design

 Give the user more control over their experience.

 In this way, our designs become a living system.



Why inclusion should be a norm, not a necessity?

“With great power comes great responsibility”
we, as designers, have great power, let's take that responsibility and design a better world.



Resources for Inclusive Design



Intersectional
Design Cards



The Inclusive
Design Guide



Layshi Curbelo
Design Advocate



Sketch