

¡HOLA MEXICO!



xeno

DESIGN FOR DIVERSITY THROUGH DEMOCRATISATION AND INCLUSION



**DIVERSITY
DEMOCRATISATION
AND INCLUSION**





FRIENDS



FOUNDERS



xeno

We are a service design
and social innovation
consultancy based in India



How many states do
you think India has?



India has 28 states and
8 union territories

u	अ	उ
au	औ	
ña	ङ	च
		ca

Marathi- one of the
22 languages

The Digital Revolution in India

2nd largest market
for smartphones

The Digital Revolution in India

2nd largest market
for smartphones

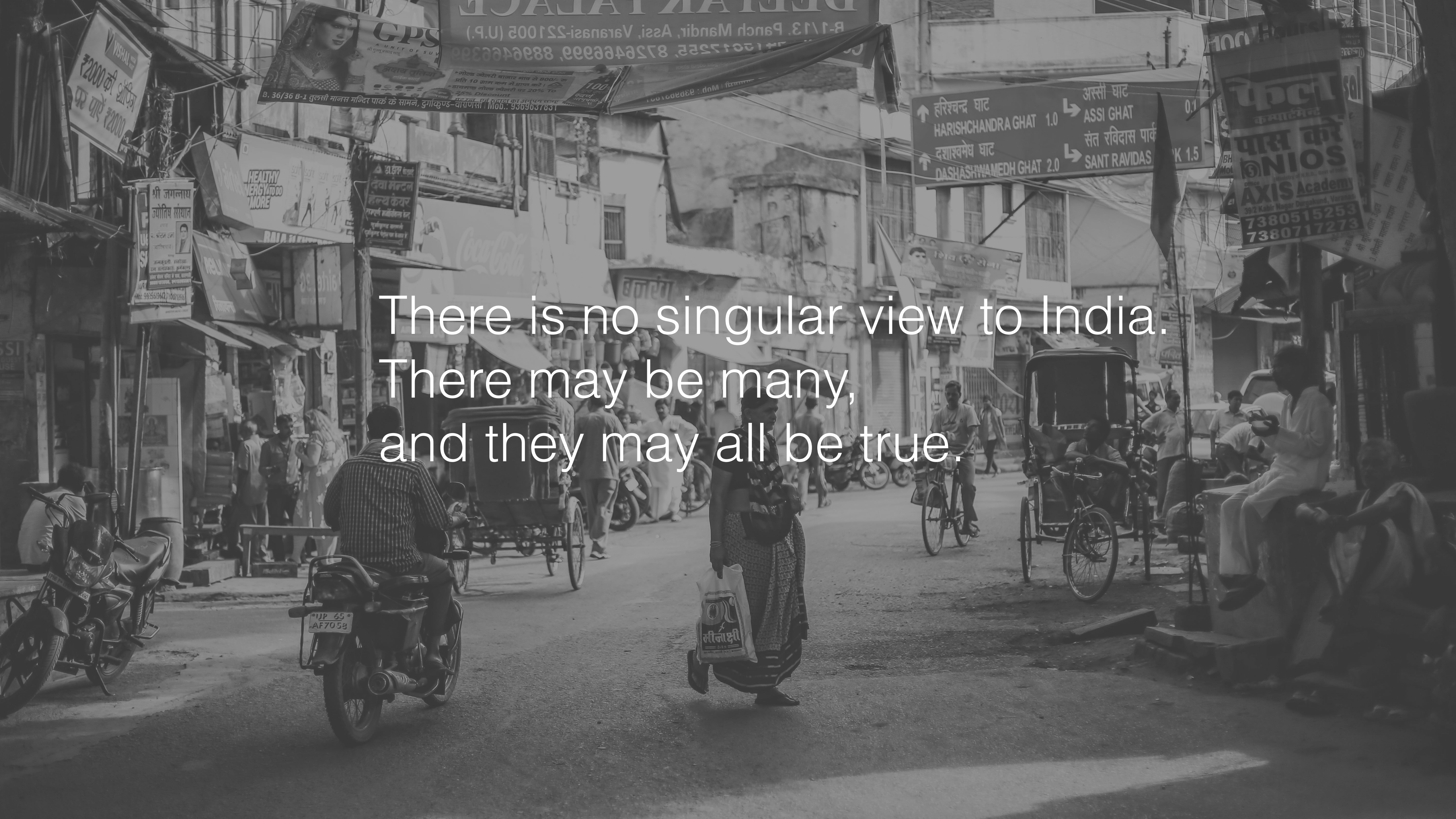
Digital India - a \$1
Trillion opportunity

The Digital Revolution in India

2nd largest market
for smartphones

Digital India - a \$1
Trillion opportunity

40% of global real-
time online payment
in 2021



There is no singular view to India.
There may be many,
and they may all be true.

To understand a country,
we need to understand it's
diversity of people





diversity of people



Photo from Epicurious

Ask your neighbours

What do you use your
smartphone for?



Users who may use a smartphone only to call



Darshan Singh started an influential farming channel

diversity



Photo by Vaishnav Chogale on Unsplash

diversity of
access



Photo by Vinay Darker on Unsplash



Photo by Vigneshwar Rajkumar on UnSplash

diversity of
education



Photo by Vigneshwar Rajkumar on UnSplash



diversity of
SEC segment



diversity of
socio-culture

Photo by Aditya Joshi Unsplash

Photo by Rumman Amin Unsplash



diversity of
awareness

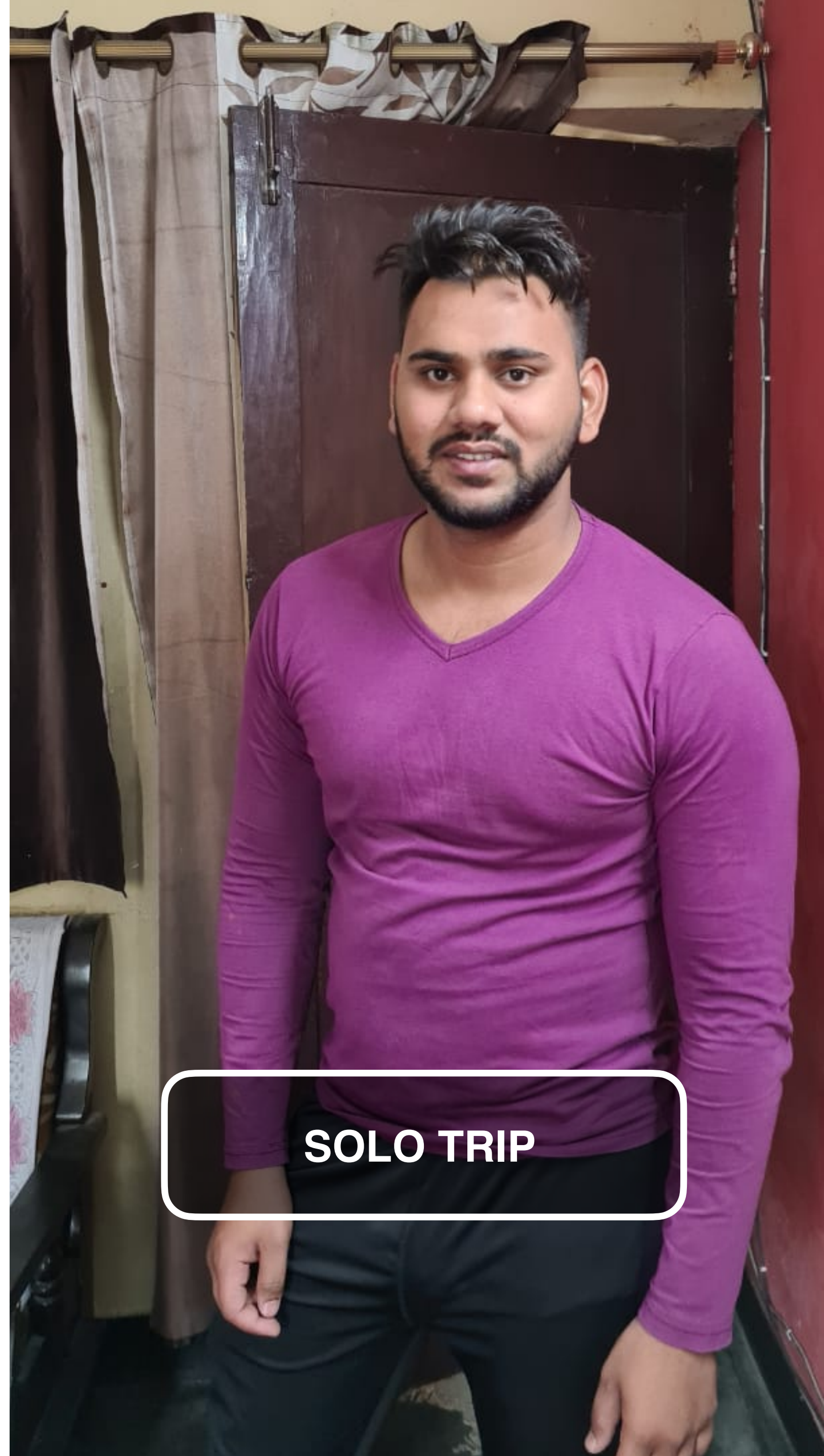




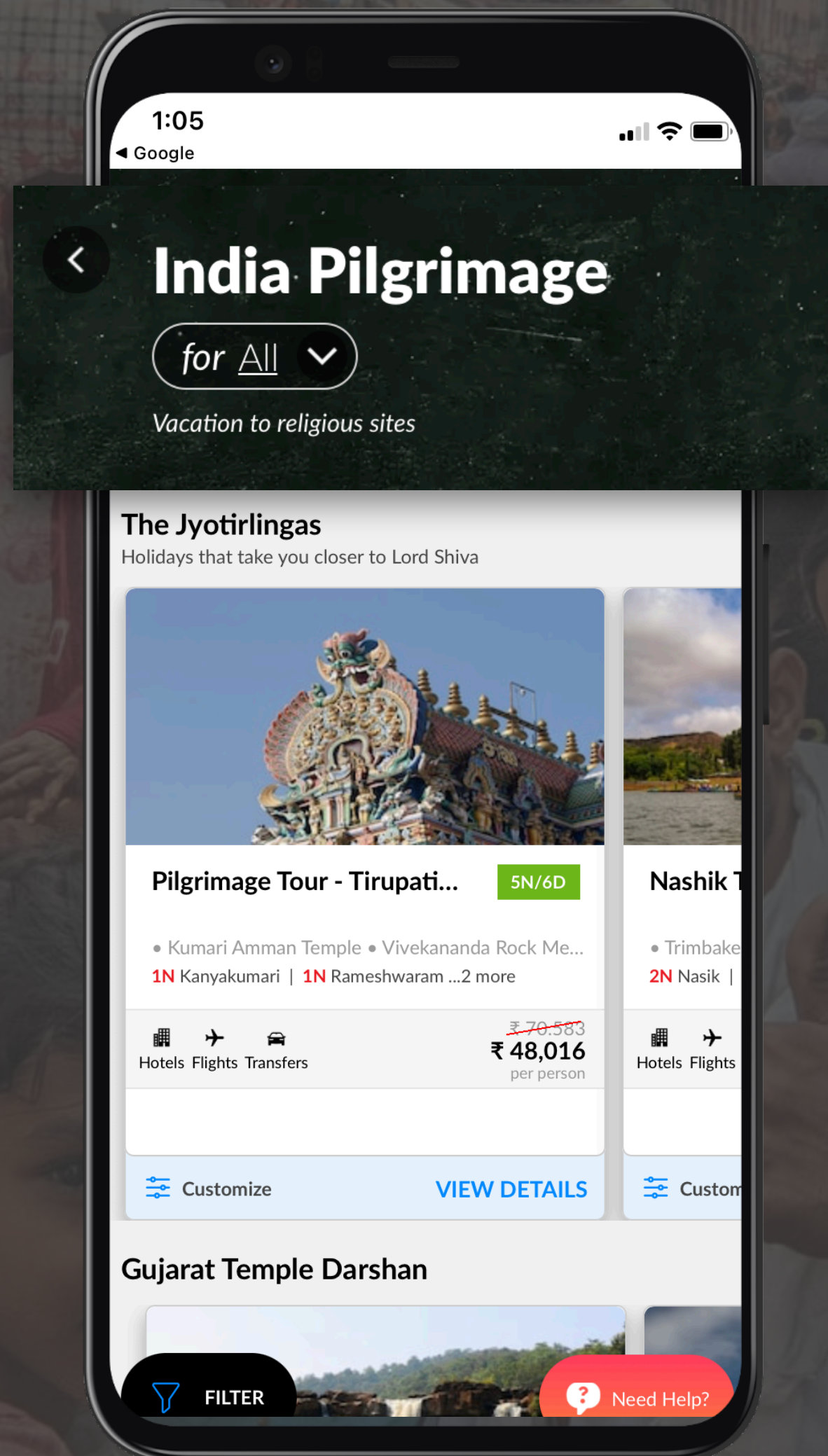
PILGRIMAGE



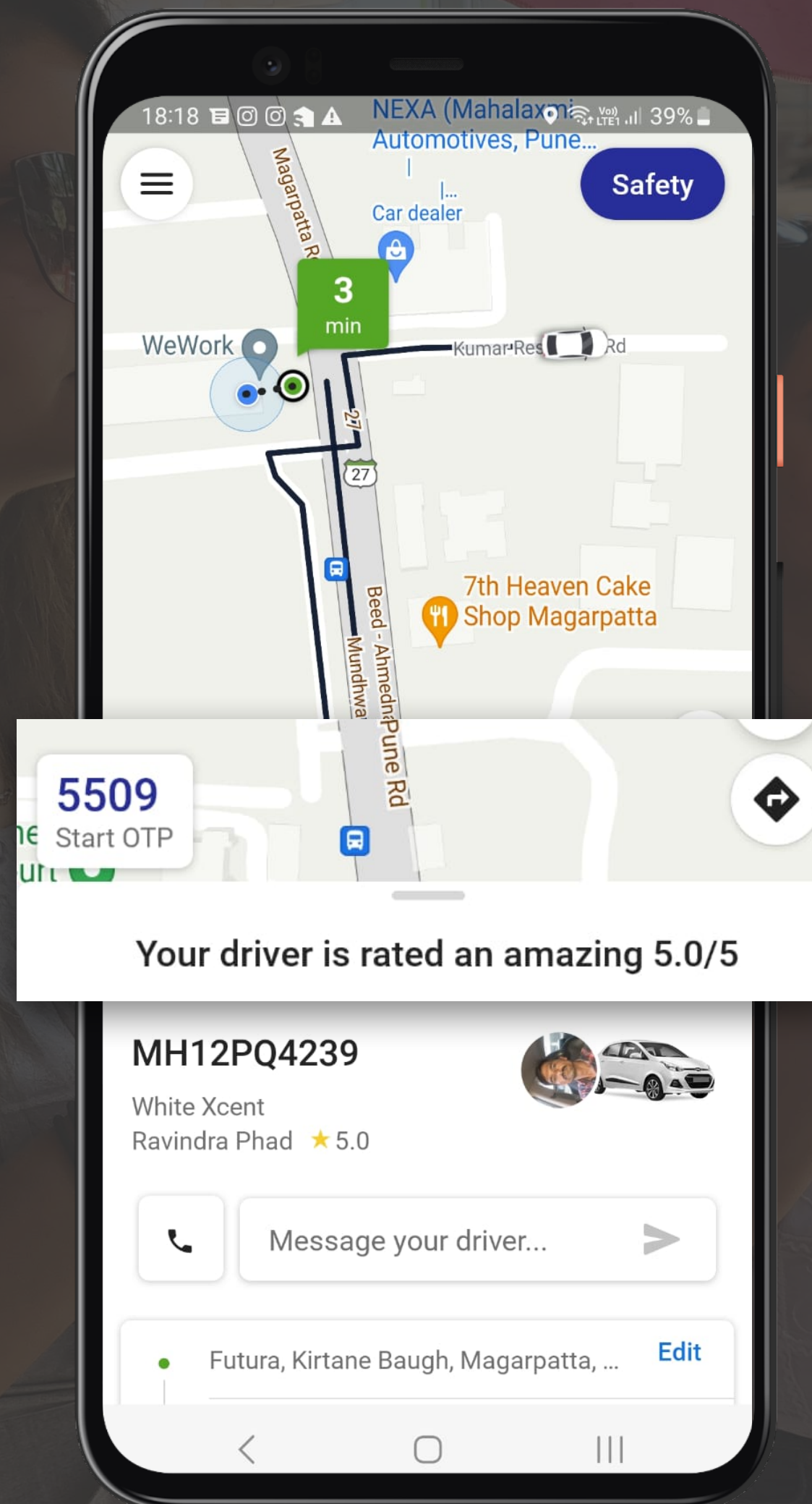
GIRLS' TRIP



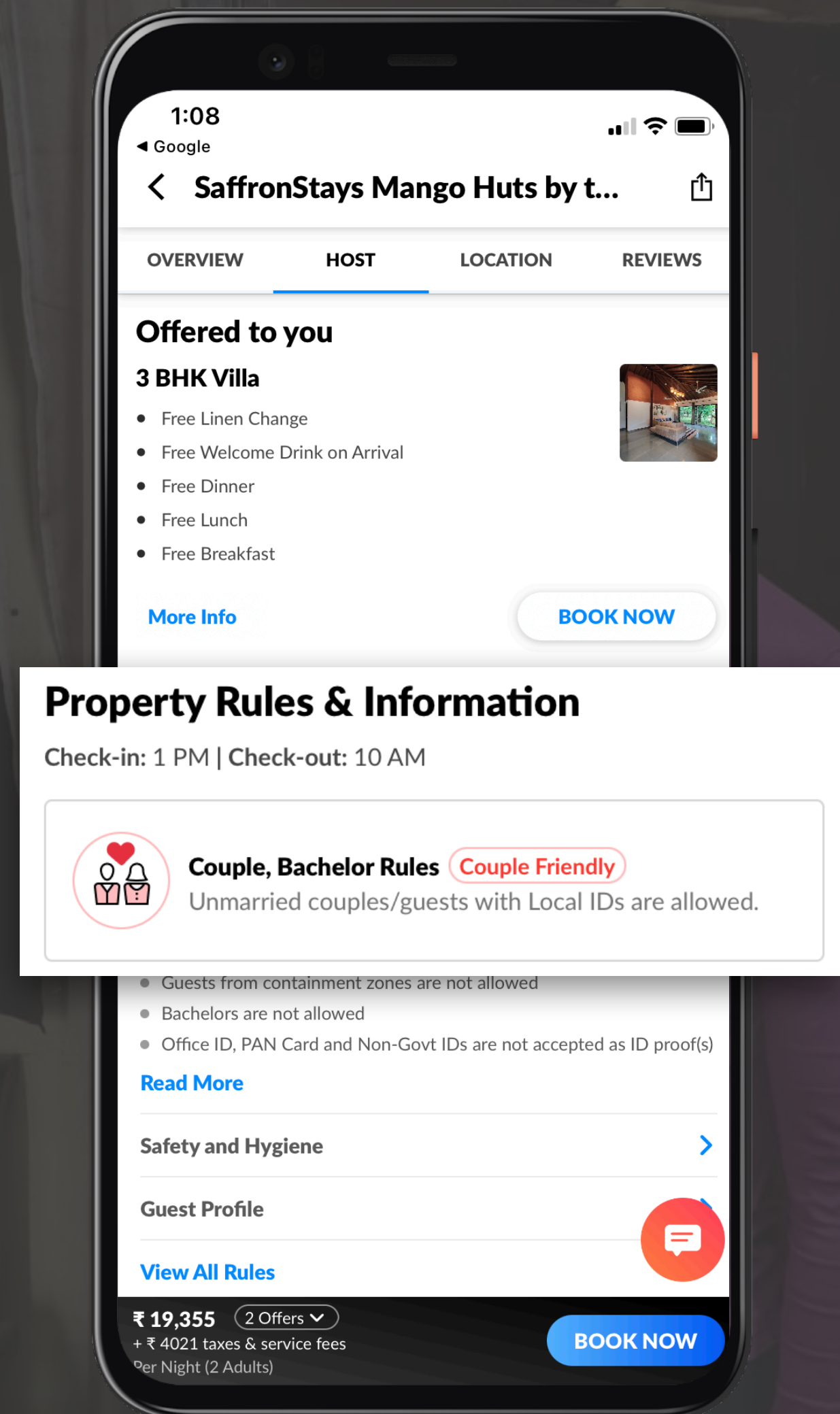
SOLO TRIP



Special focus on types of tours



Safety features for the travellers



Tags & filters showing property rules considering the social biases

By understanding diversity,
we can build
democratised products





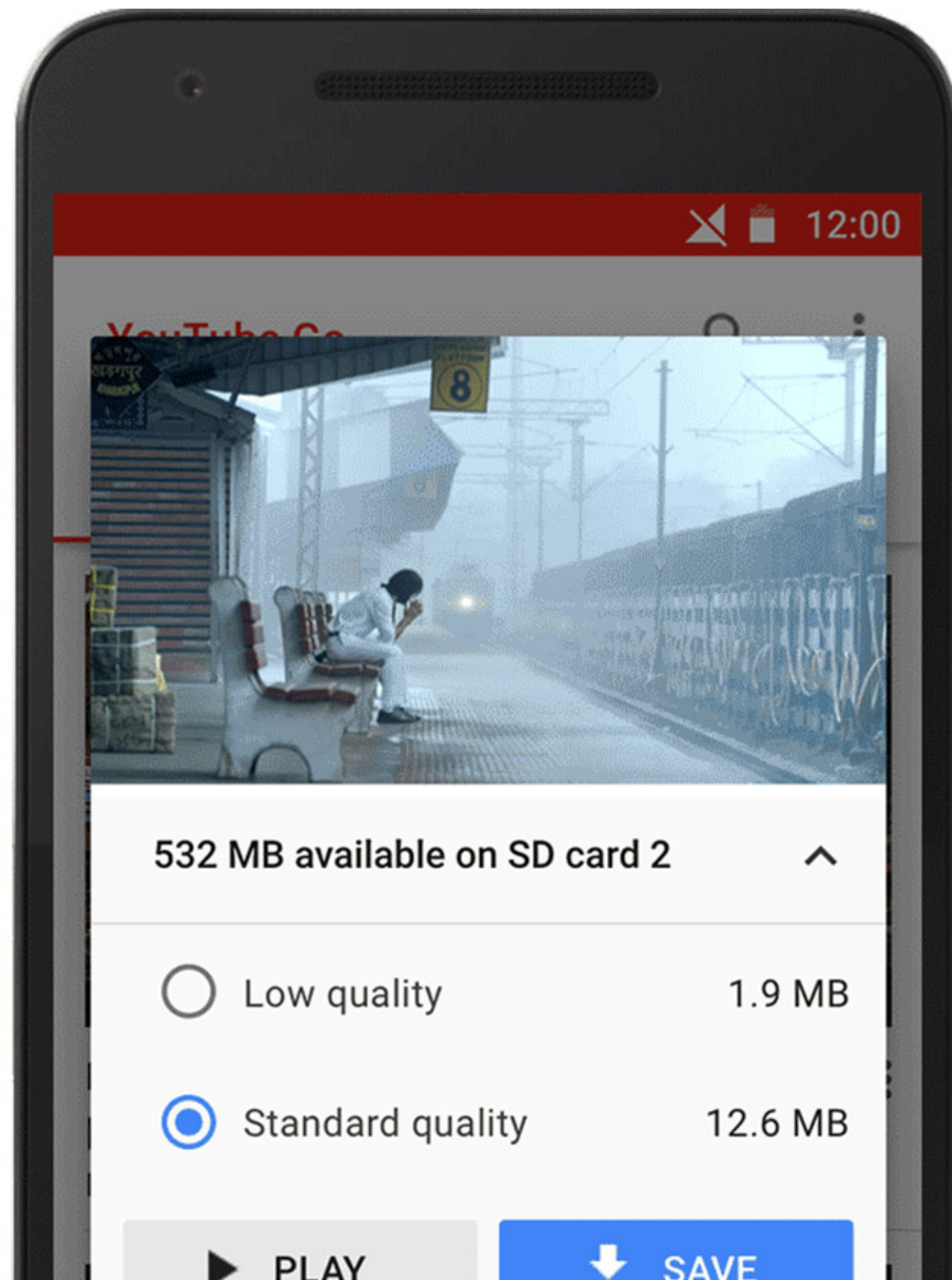
democratised products

universal design

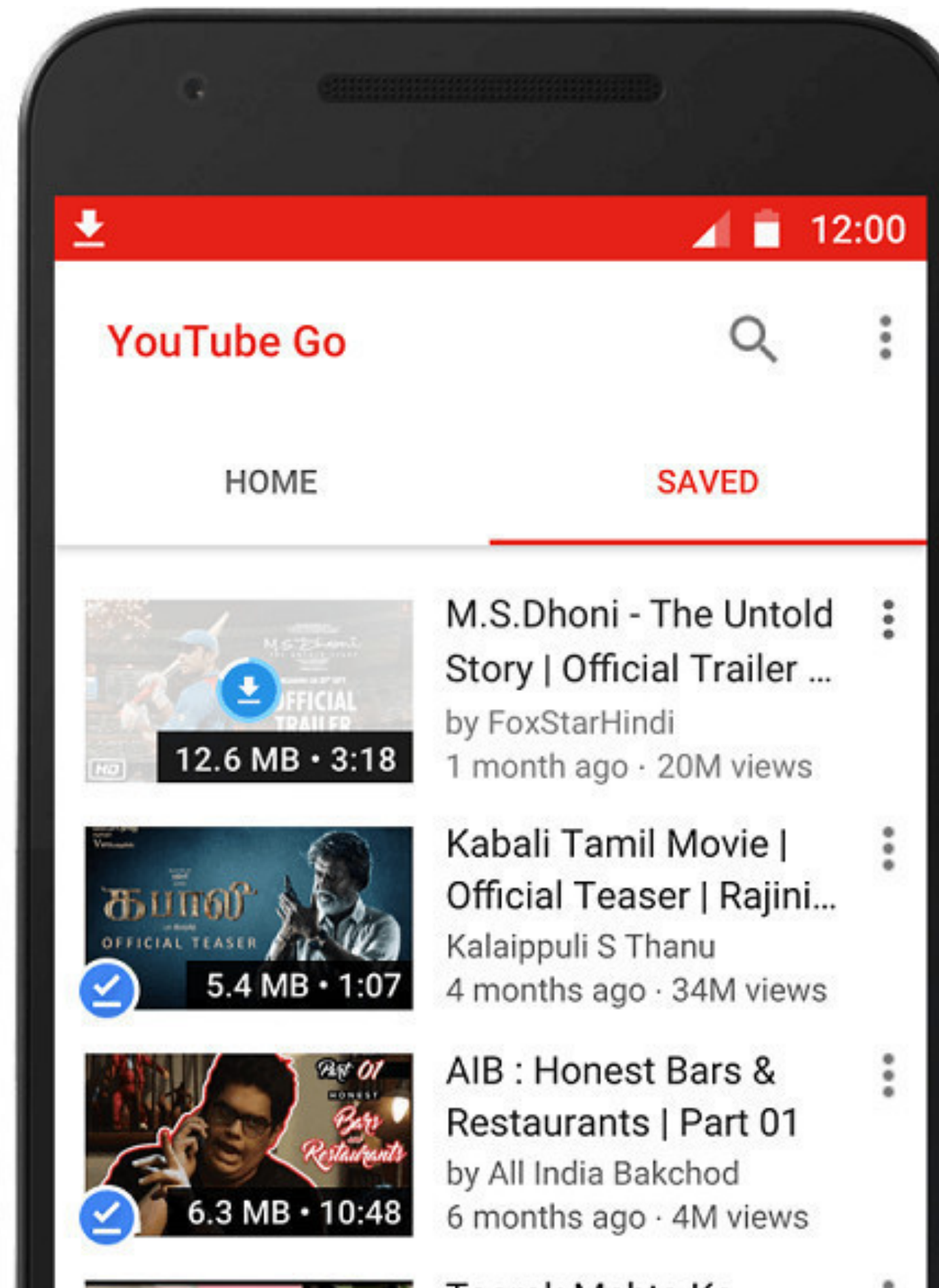
democratised products

democratised products

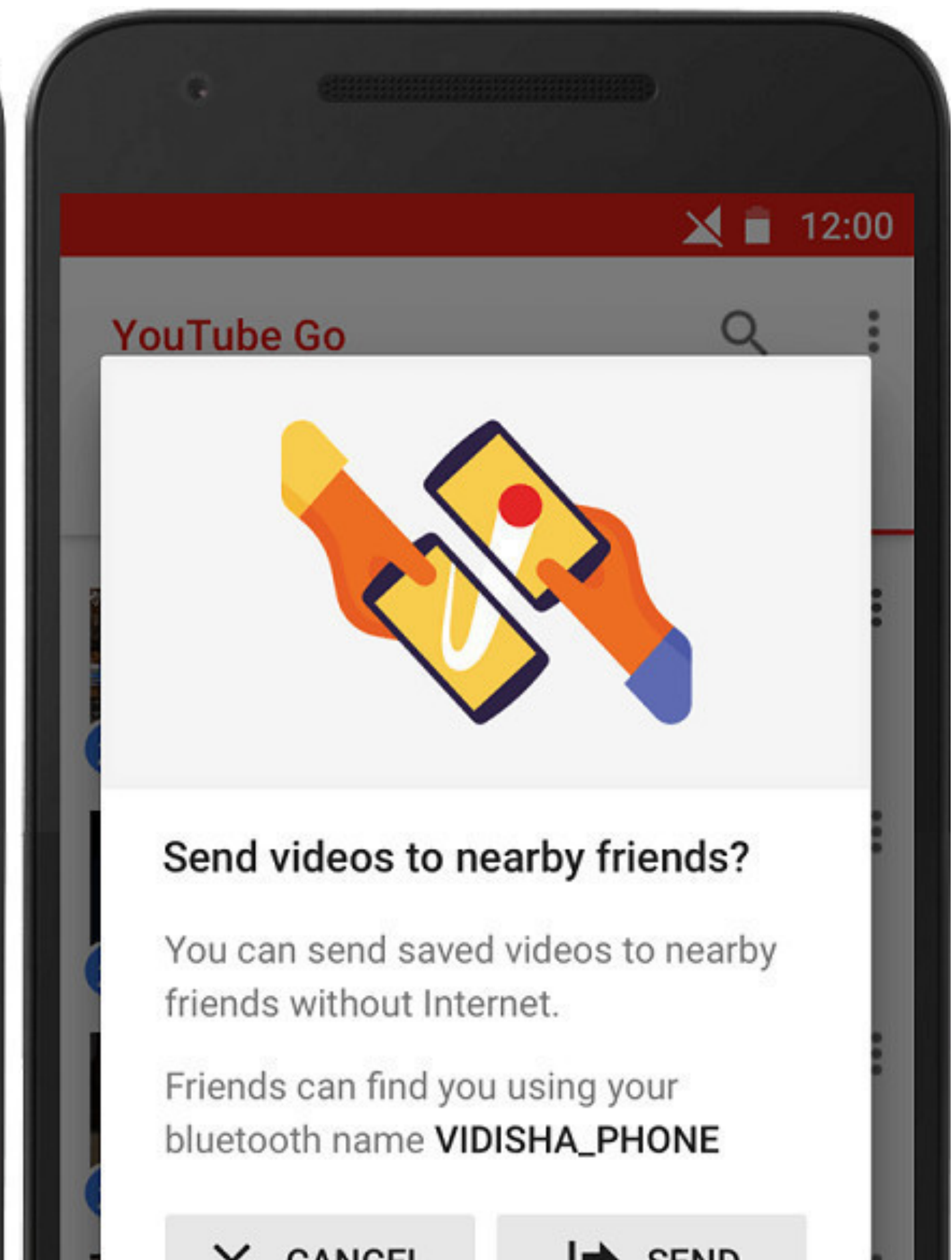
accessible design



Preview and choose MB size



Save and watch even on poor connections



Share videos without internet



Democratised products
lead to an
inclusive society





inclusive society

Practising inclusive design





**Feeling
included**

Translation

=

Meaning









UNINTENDED **EXCLUSION**
BY DESIGN

Photo by Srimathi Jayaprakash on Unsplash




Inclusion is not a
checkbox



Inclusion is not a
checkbox

Fast is not always
effective



Inclusion is not a
checkbox

Fast is not always
effective

What works,
doesn't always work

slow

slow inclusion

intentional

Fast

Value in doing this fast



Slow

Value in making this last



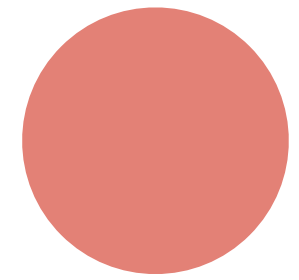
Important

Needs to happen well

Urgent

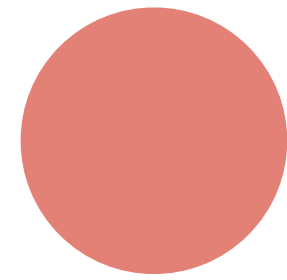
Needs to happen now

reflect



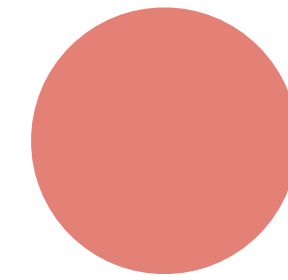
Pause

What is happening?



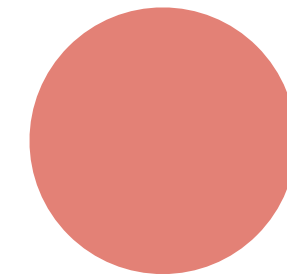
Question

Why is it happening?



Reflect

What needs to change?



Change

How can I create the change?

Build for
sustainability

sustainability



slow inclusion

Be **intentional**

Pause to **reflect**

Build for **sustainability**

Let's slow down!



Thank you!

www.xenocolab.com

hello@xenocolab.com