
Who is our user?



Who to Interview?

You need at least 5 interviewees for patterns to emerge.

“Solve for one, extend to many.”

- Kat Holmes, *Mismatch*

Those Excluded

An idea that suits a typically excluded user will nearly certainly work for the majority of others.

And without understanding what people on the far reaches of your solution need, you'll never arrive at solutions that can work for everyone.

Diverse

Interview a range of people with varying backgrounds, ages, gender, socioeconomic status... Interview people unlike yourself.

Living Expert

Include a community expert if it is relevant to your topic.

THERE'S NO SUCH THING AS NORMAL

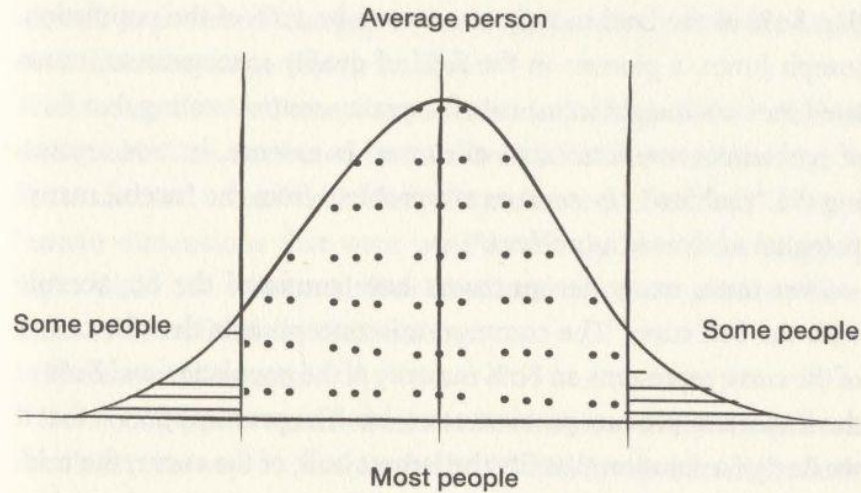


Figure 7.3

When a bell curve reflects a distribution of human beings, it incentivizes designers to target a mythical “average” human in an effort to reach the greatest number of people.

Quetelet's perfect average human

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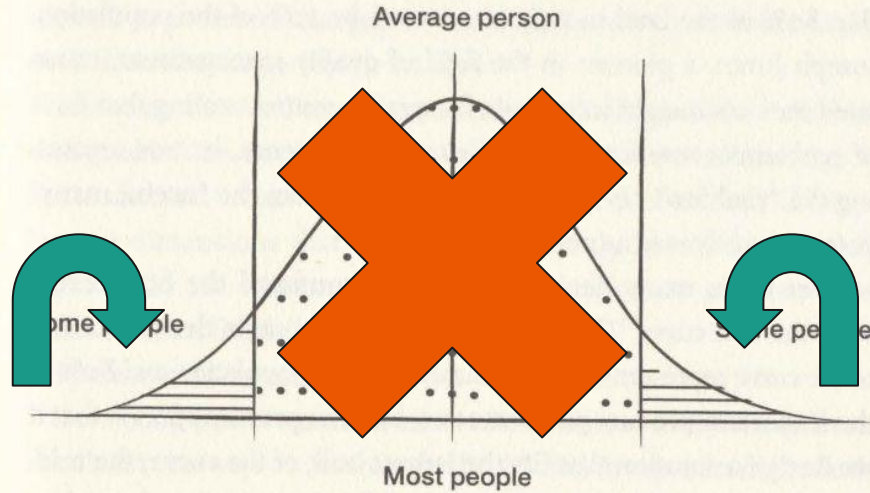


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~~Quetelet's perfect average human~~



Solve for one, extend to many.

Persona spectrum.

Inclusive Examples

OXO Kitchen Utensils

Curb design

World of Warcraft

Car Test Dummies

Adjustable and Flexible design - for example
car seats, seat belts, steering wheels, mirrors

Captions

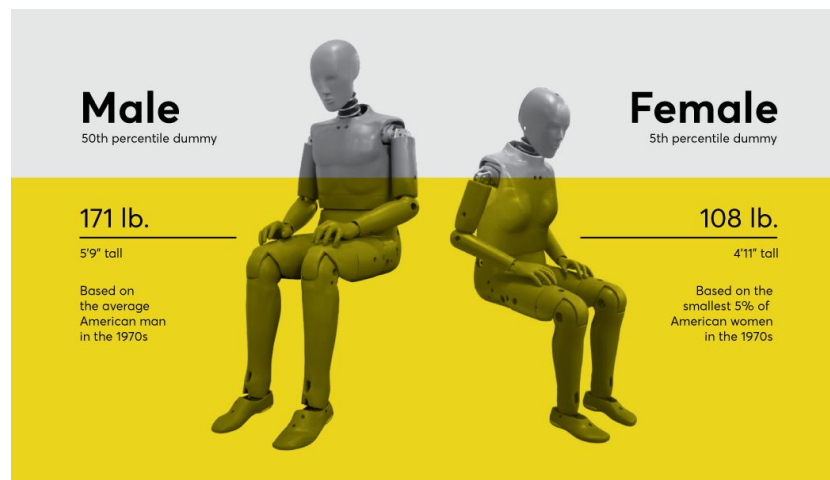
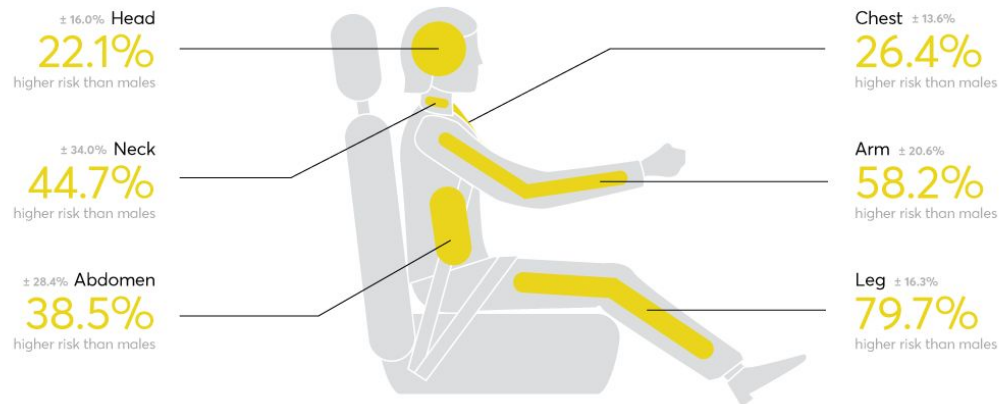


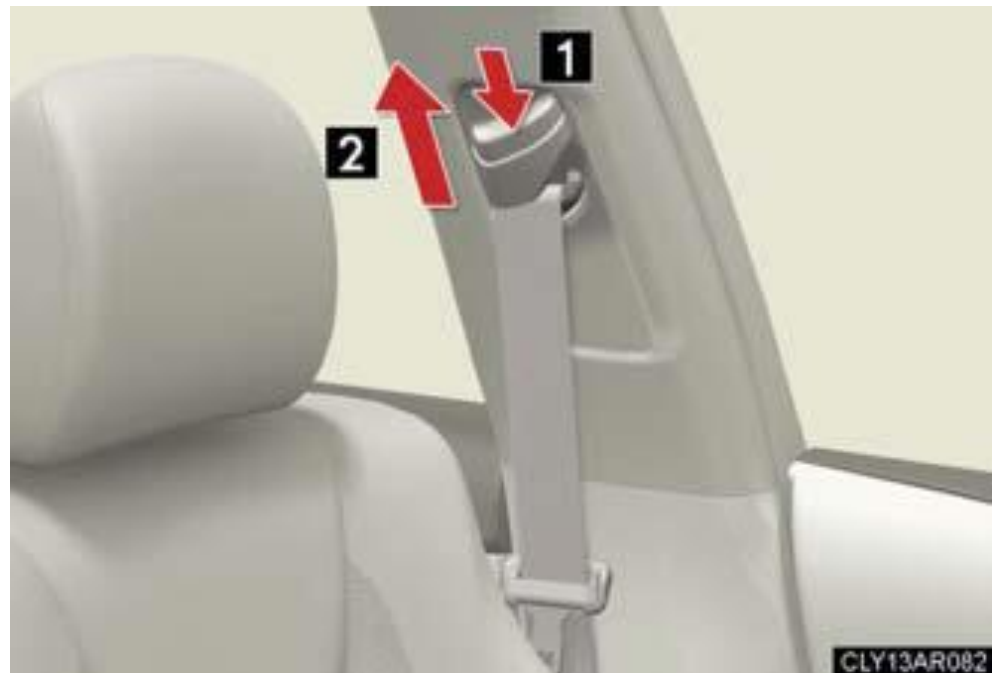


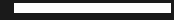
Before



After







Persona Spectrum




What is the Persona Spectrum?

A persona spectrum can improve the inclusion of existing solutions, extend seemingly niche solutions to a broader population of people, and futureproof your design.

There is a distinction between **inclusive** and universal design. The former emphasizes **one-size-fits-one solutions**, the latter emphasizes one-size-fits-all.

The persona spectrum is an inclusive design method that **solves for one person and then extends to many**.



4 Different Persona Spectra Types

Persona spectra can be drawn for any dimension of

- Human Physical
- Cognitive
- Emotional
- Societal Abilities













It all depends on the problem you are trying to solve and the ways that people might interact with that solution.

Cognitive, emotional, and societal areas are a little more challenging to recognize than physical barriers. These mismatches might be subtler.

4 Examples of Human Physical Persona Spectrum

Touch, See, Hear, Speak

We use a Persona Spectrum to understand related limitations across a spectrum of permanent, temporary, and situational disabilities. It's a quick tool to help foster empathy and to show how a solution can scale to a broader audience.

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent

Continuum of Ability

Permanent, Temporary, Situational

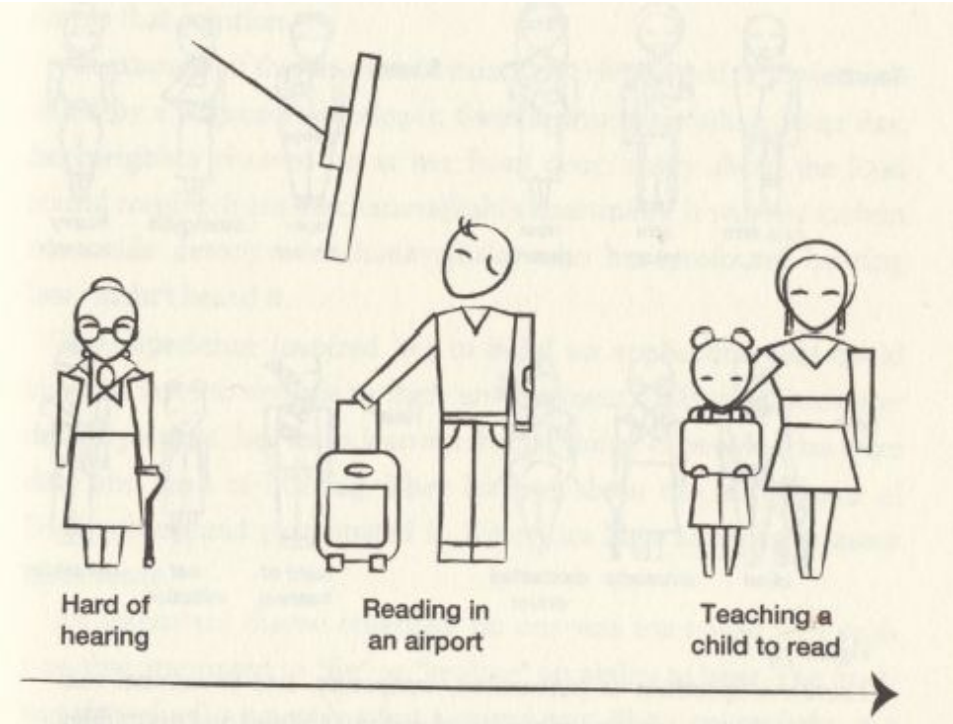


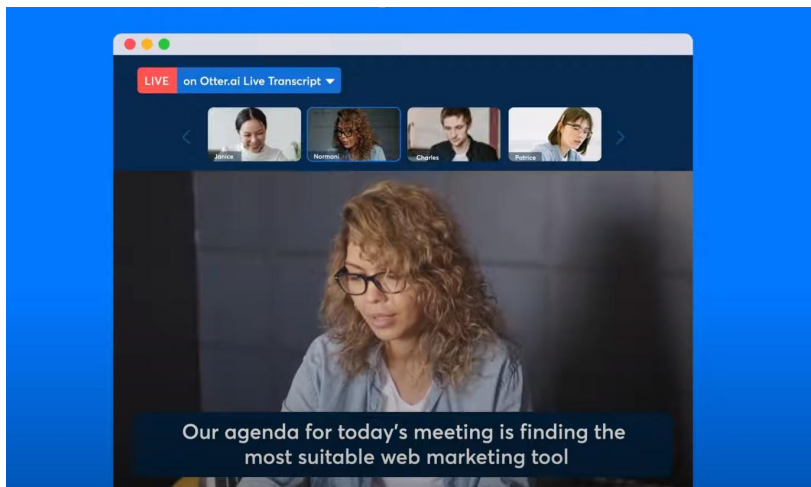
Total: **21M +**



Continuum of Ability

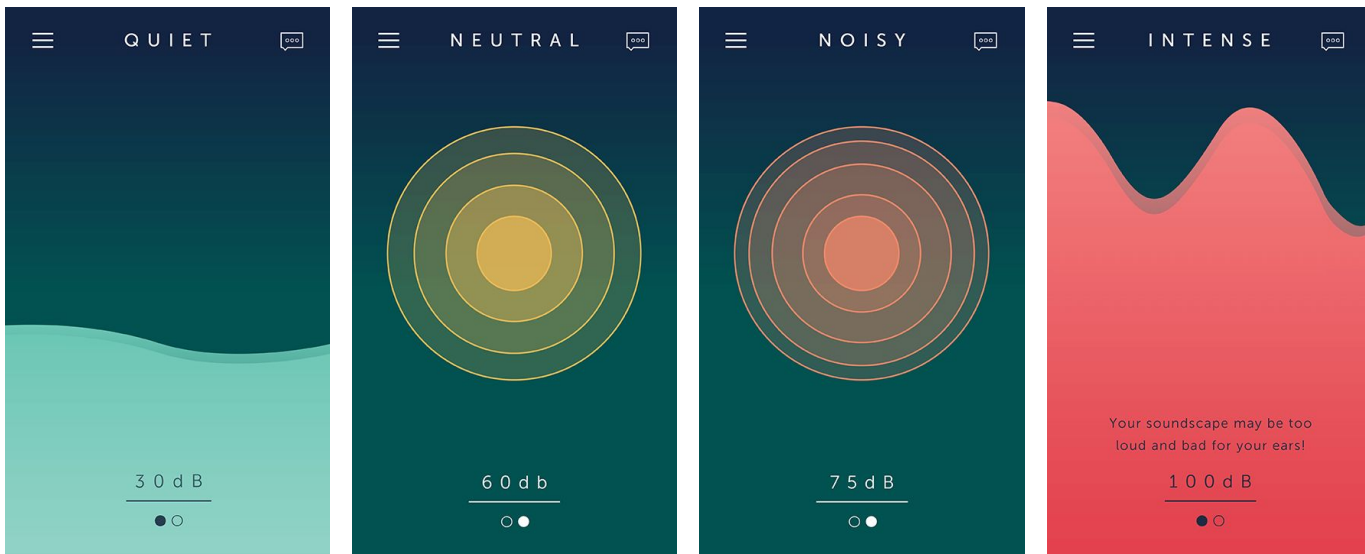
Permanent, Temporary, Situational





Understanding Motivations

A persona spectrum is more than just a continuum of ability. It's about understanding why people across that spectrum want to access that solution.



Example: Hearing AI, app by Swetha Machanavajhala

Inclusive Design



What is Inclusive Design?

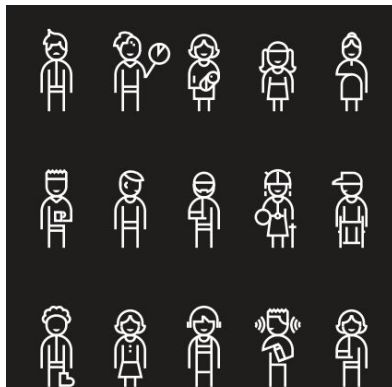
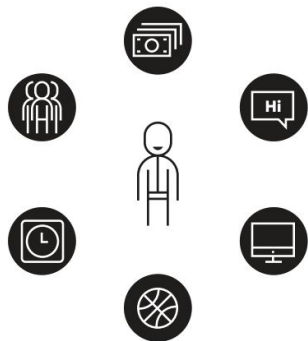
A design methodology that enables and draws on the full range of human diversity.

Most importantly, this means including and learning from people with a range of perspectives.

Identifying Exclusion

Who we design for

If we use our own abilities and biases, we end up with products designed for people exactly like us.



Who gets excluded

When it comes to people, there's no such thing as "normal." The interactions we design with technology depend heavily on what we can see, hear, say, and touch.

Assuming all those senses and abilities are fully enabled all the time creates the potential to ignore much of the range of humanity.



Identifying Exclusion

Disability



Personal
Health
Condition

Disability



Mismatched
Human
Interactions

Disability happens at the points of interaction between a person and society.

Physical, cognitive, and social exclusion is the result of mismatched interactions.

Understanding why and how people are excluded gives us actionable steps to take towards inclusive design.

Designing inclusively doesn't mean you're making one thing for all people. You're designing a diversity of ways for everyone to participate in an experience with a sense of belonging.

Kat Holmes, 'Mismatch'

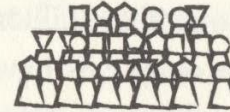
- *Recognize exclusion.* Exclusion happens when we solve problems using our own biases.
- *Learn from human diversity.* Human beings are the real experts in adapting to diversity.
- *Solve for one, extend to many.* Focus on what's universally important to all humans.



Recognize
exclusion.



Learn from
diversity.



Solve for one,
extend to many.

"Mismatch" by Kat Holmes