

Leaving no one behind:

An introduction to
inclusive design

Julian Thompson

4th December 2019

@JulesEquity

#RSADesign

@RSAstudentdesignawards



STUDENT
RSA **DESIGN**

AWARDS

Since 1924

A Call to Action

Page 3

Contents

Page 5

AI 100

Page 7

01

Cultivating Community

Page 9

02

Make Fashion Circular

Page 11

03

Healthy Routes

Page 13

04

Branching Out

Page 15

05

A Platform for Joy

Page 17

06

Just About Managing

Page 19

07

Dignity in Displacement

Page 21

08

Moving Pictures

Page 23

09

Entry Rules and Guidelines

Page 26

STUDENT
RSA **DESIGN**
AWARDS



- 1. SOCIAL AND ENVIRONMENTAL IMPACT**
- 2. RIGOROUS RESEARCH AND COMPELLING INSIGHTS**
- 3. SYSTEMS THINKING**
- 4. VIABILITY**
- 5. CREATIVITY AND INNOVATION**

SUBMISSION REQUIREMENTS (BRIEFS 1-8)

1x A3 Hero Image

poster image + project title &
1 sentence description

1x A3 Written Summary

1 page summary of your big idea in the
following format: Problem (50 words) –
Process (75 words) – Solution (50 words)

4x A3 Boards Outlining Your Proposal

4 pages describing your proposal and demonstrating
you have met the 5 judging criteria

4x A3 Pages of Supporting Material

Up to 4 pages illustrating your development process

COMPETITION TIMELINE

AUG 2019
Briefs launch online



MON, 20 JAN 2020
Competition opens for
submissions online



**4 PM GMT, WED
12 FEB 2020**
Deadline for Early Bird
submission at £25



**4 PM GMT, WED
11 MAR 2020**
Final deadline for online
registration and submission
(£35 entry fee)

>> MAR - APR 2020
Judging stage 1:
shortlisting



APR - MAY 2020
Judging stage 2:
interviews with finalists



LATE MAY 2020
Winners announced online!



LATE JUNE 2020
Awards Ceremony at
the RSA in London

STUDENT RSA DESIGN AWARDS

Think
Differently
About
Design

@RSADesignAwards | @rsa.org | #RSADesign



Hello
Wah
gwan!



About me

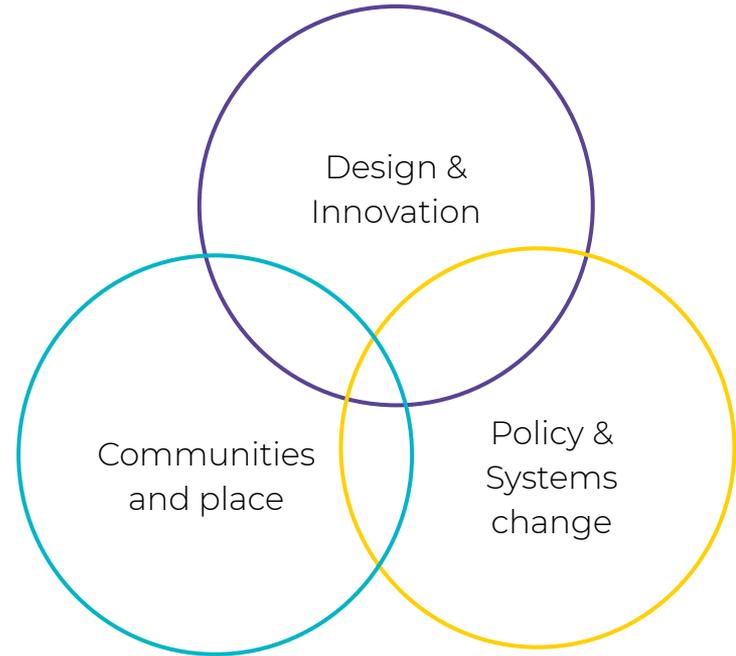
Julian Thompson

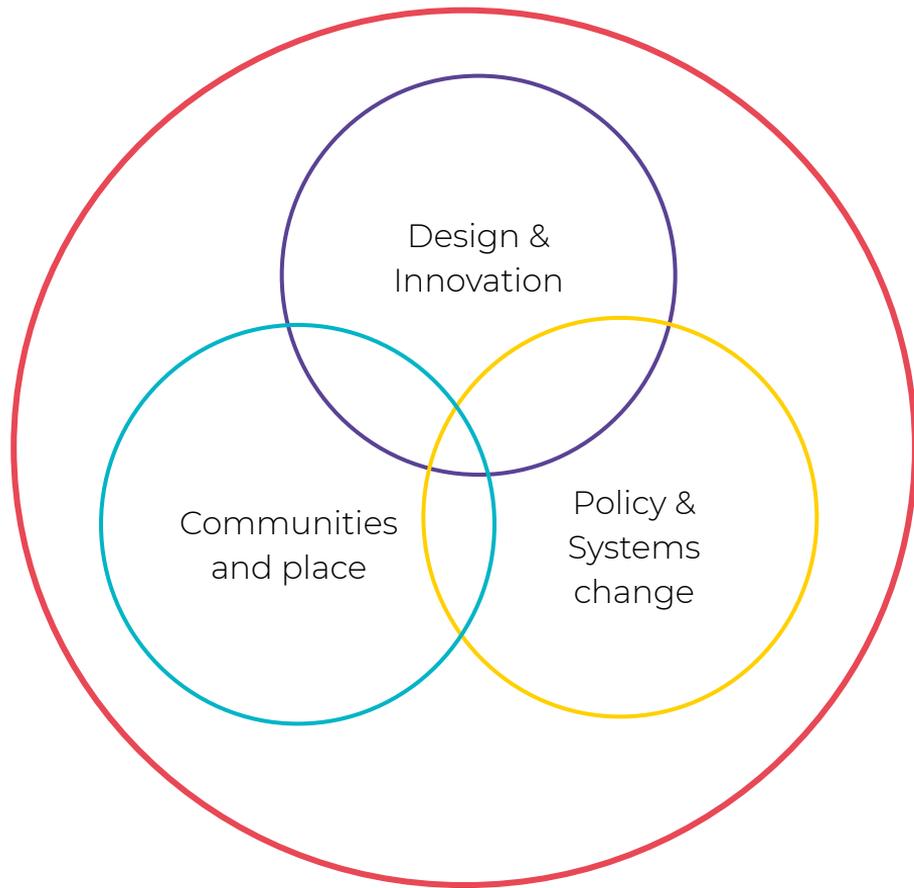
Design Researcher & Strategist

Founder: Rooted By Design

Service Design Lead: Citizens Advice

LLB & Policy MA





**I've spent 8 + years,
exploring how I can
put an inclusive
design lens over
my design
practice....**



Where the needs and voice of all people, communities and included in what the world looks and feels like

Where the experience of services and products makes it clear to everyone that you matter and belong

Where inclusive and empowering experiences restores peoples and communities belief in participation and the power of their contribution

Disclaimers

- This is all evolving work based on my experience and practice
- Inclusive design is much about us as people and how we see the world as much as it is about what we design
- It's a journey...enjoy it



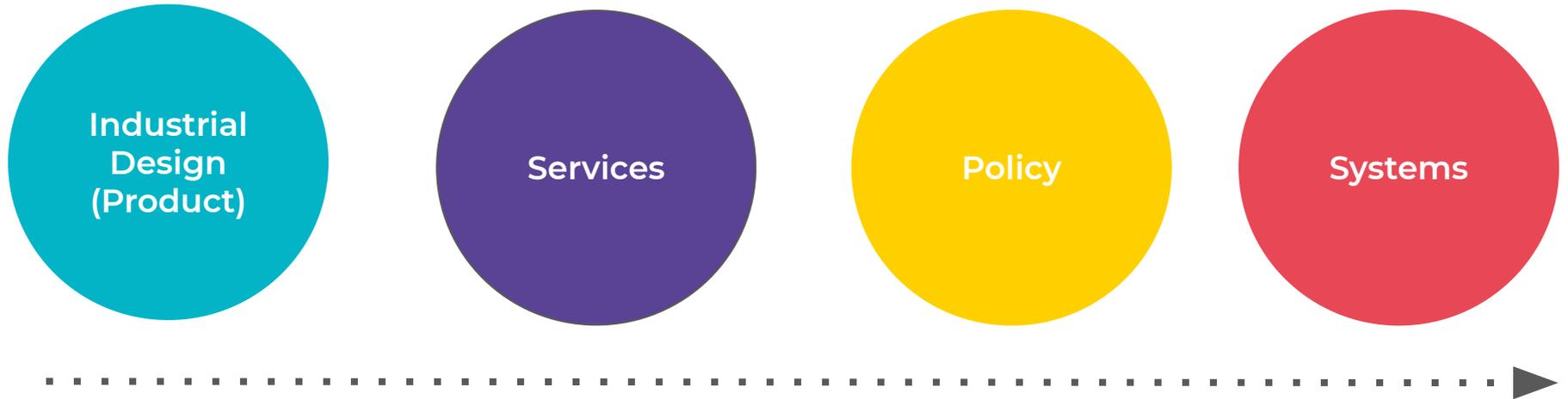
What we will cover
in this introductory
session?

- Why are we talking about this?
- Understanding exclusion, why it happens and what are its causes
- Inclusive Design theory and practice
- Group discussions

Why are we
talking about
this?

Designers are shaping and enabling the future, we are the bridges, facilitators and enablers of change for everyone

The Direction of Design



Check out: Design Council: Design Economy 2018 (The state of UK)

“To design is to devise courses of action aimed at changing existing situations into preferred ones”

Herbert Simon



@RSADesignAwards

@julesequity

“With great power come
great responsibility”



@RSADesignAwards

@julesequity

“Everything is designed few
things are designed well”

-

(Brian Reed)

Understanding Exclusion

Why does exclusion happen?

Our Biases

- Our biases are shaped by our experiences, what we are familiar with, our backgrounds - they shape our decisions, what we value and what we see.
- Our biases can be helpful points of reference, but they also narrow down our thinking. We hold many of these biases unconsciously, which is dangerous as they are shaping our design decisions which can be exclusive.

Relationship deficit

- Without the networks needed to make connections to a diverse group of people and communities.
- It takes time and energy to build these relationships which our briefs may not allow for.

????

- We always need to be learning and thinking about what causes exclusion, so that we can design it out of our projects and practices.

**What does
exclusion cause?**



Inequality

- Not including people, means they don't participate in the change they need, which means the change (or solutions) created won't be for them, leaving them behind.
- The more people and excluded communities over time, the more likely the inequality they experience will be generational and the harder it is to solve.

Inertia + lack of trust



Being excluded creates distance, frustration and a lack of hope that is difficult to overcome. It requires time, patience and recognition that we need to have a huge amount of empathy.

Lack of innovation

Without the diversity of perspectives, thoughts and experiences we lack the 'material' to be creative, sparks genius and solve problems.



So what is Inclusive Design?

What it isn't

- Inclusive design is not just about accessibility and disability
- It is not just a theory, it is a practice/discipline
- It doesn't mean you are designing one thing for all people

So what is Inclusive Design?

(1 mins to reflect)

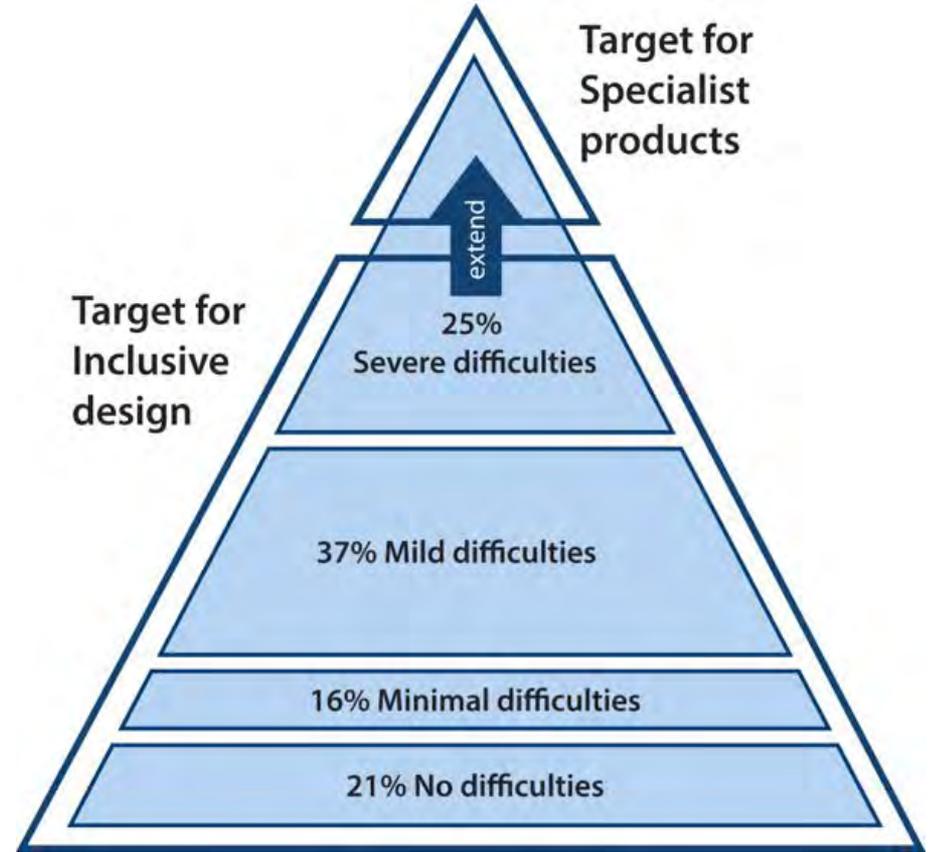
**Designing a diversity of ways to
participate so that everyone has a
sense of belonging.**

(Kate Holmes)

Things to note about this definition:

Inclusive design does not suggest that it is always possible (or appropriate) to design one product to address the needs of the entire population. Instead, inclusive design guides an appropriate design response

Inclusive Design Toolkit (Cambridge University)



“Diversity is
being asked
to the the
party,
inclusion is
being asked
to dance”

It's not enough to talk to different people or have representation, those people, especially if not normally included need to enable to participate equally in the design process.

The elements

Design
introspection



Design
Methods



Design
Mindset

Design introspection



@Rootedbydesign

Surfacing our biases early

- What have we assumed about who this problem impacts?
- Who is not in the room and why?
- Where is my lived experience useful in this brief?
- Where could my lived experience be unhelpful in this brief?
- How will I hold myself account for my biases?
- Who can I bring with the lived experience

Design methods



@Rootedbydesign

Practice

Understanding
the context

Context
mapping

Building
relationships

Relationship
Mapping

Shaping an
inclusive
experience

Building on
what's strong
and familiar

Leaving
something
behind

Leaving
something
behind

“For me context is the key - from that comes **the understanding of everything.**”

—

KENNETH NOLAND

Breakout session (25 mins)

- What are the challenges you face around inclusive design?
- Which method or approach will be most valuable?
- Which of the mindsets will you need most reminding about?

Design mindsets

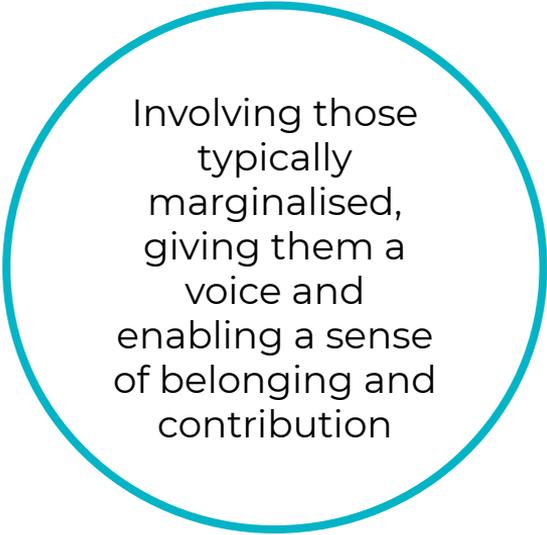
Mindset (principles)

- Humility (no one person has all the answers)
- We enable, not dominate
- Ask questions, avoid statements
- Build on what's strong, not wrong
- We are all learning and unlearning

**So what's the
outcome?**



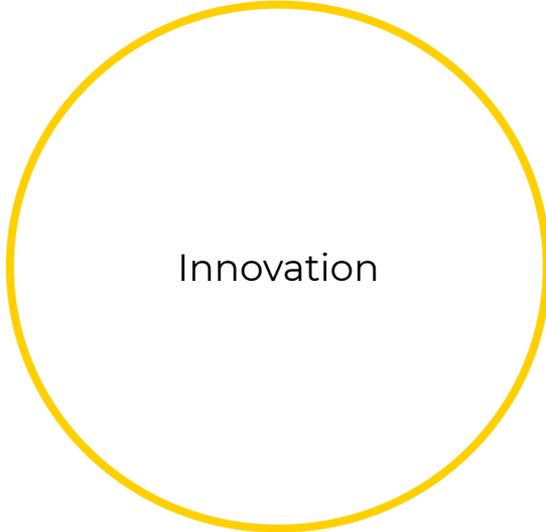
@Rootedbydesign



Involving those
typically
marginalised,
giving them a
voice and
enabling a sense
of belonging and
contribution



Creating new
connections,
learning and
cohesion across
different groups
of people



Innovation

“If we want to go fast, go
alone, if you want to go
far, go together”

(African proverb)

Thank you

Julian Thompson

@julesequity

