

SOCIAL DESIGN SHOWDOWN

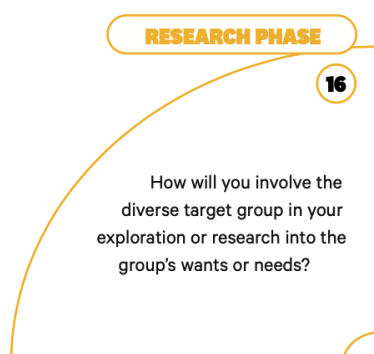
Break-out session Starting Point Inclusive Design.

The Starting Point is a conversation tool for teams who want to create inclusive (digital) products and services. During the Break-out participants explored the canvas and provided feedback on the prototype.

General remarks:

- Leadership and awareness are moving parts, and constantly in development
- the starting point is not a static thing, you should be able to go through it whenever something changes
- The better you get to know your target audience, the better you understand the goals and problems. You should be able to change those
- You cannot know in advance what you do not already know. So sometimes back to previous questions with the new information you have gained. It would be nice if that could be visualised in Starting Point.
- It is important to determine your definition of success. Make it measurable what you want to collect to determine whether you have collected enough. You determine with your team what your definition of success is.
- Getting to know your target audience is key. You gain information through your design process that you could not have known at the beginning of the process.

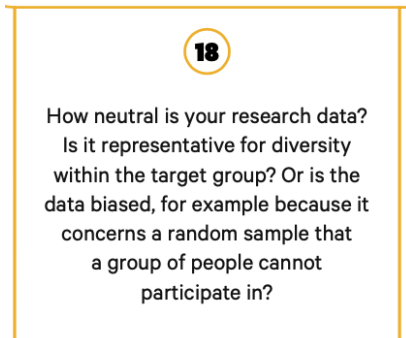
Discussions per point



[Image] Point 16 (ambitions and actions for design phases, research phase): How will you involve the diverse target group in your exploration or research into the group's wants or needs?

Summary of the discussion: This is often a problem: how do you find and involve the target group with the issue? How do you make the interest reciprocal? Involving a broad

target group is difficult. And you also want to be inclusive within your target group with different sub-target groups, such as mentally or visually impaired people within an older target group. To incorporate a moment in the process to discuss this is very helpful.



[Image] Point 18 (ambitions and actions for design phases): how neutral is your research data? Is it representative for diversity within the target group? Or is the data biased, for example because it concerns a random sample that a group of people can not participate in?

Summary of the discussion: This point triggered the group as an important point that can be easily overlooked. The data is often used as important input but can be very biased. And what is neutral? The Dutch Ministry of Education, Culture and Science is working on a baseline of diversity and inclusion which seems to us as a difficult and delicate task. We're looking forward to this work.

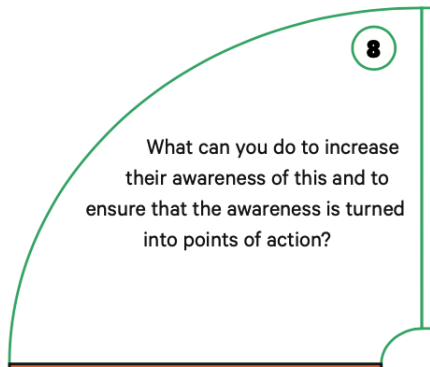
DEFINITION PHASE

19

Is your definition of the problem clear? Do you definitively know that the definition of the problem does not unintentionally exclude people?

[Image] Point 19 (ambitions and actions for design phases, definition phase): is your definition of the problem clear? Do you definitely know what the definition of the problem does not unintentionally exclude people?

Summary of the discussion: It was suggested to move this question forward in the exercise to chapter 2: Aims for this project. This might depend on the design process you are following. Again it was discussed how to make it visual that you can move back and forth in the exercise during your project.



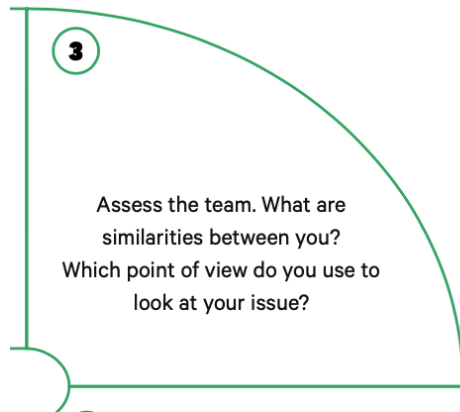
[Image] Point 8 (raising awareness, leadership): what can you do to increase their awareness of this and to ensure that the awareness is turned into points of action?

Summary of the discussion: This question follows up on the question if your (internal and external) clients or stakeholders are aware of the importance and benefits of diversity and inclusion. Both points together might even be pulled forward and discussed right at the beginning of an assignment. "As leader I always try to start with this"



[Image] Point 11 (aims for the project, target group): for this project, what is your goal with regards to inclusivity and diversity? For example: 'all Dutch people should feel addressed' or 'you should be able to use our service even if you have a visual impairment'

Summary of the discussion: It is impossible to be 100% inclusive. And uniformity is the last thing you should want. Create focus in your goals and the solutions you develop. It might be best to have a part that is general for everyone and a part that is relevant for a specific group. Not: who are you excluding? But: who do you make important or less important looking at the goals you have and the purpose of your product?



[Image] Point 3 (raising awareness, team): Assess the team. What are similarities between you? Which point of view do you use to look at your issue?

Summary of the discussion: Roles, capabilities and perspectives are important within the team to work on an inclusive design. As a team you have to ask yourself which perspective or which skills are missing in the team? And where, when and for what purpose do we add those?