

WordPress for Everyone Delivering Inclusive Design



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The moment of...

... feeling divided.



Inclusive design is
good design for everyone.

Barclays gets it.



Barclays makes an app with a blind user in mind — making banking more safer and more convenient for all customers.

“

*It started with extra work required to help
“that group over there.” What we talk about
now is inclusive design, and that means it’s
good for everyone.*

”

Learning from accessibility: 'When we embrace inclusive design, everyone benefits'



For Robin Christopherson, who is blind, getting cash out has traditionally been a socially uncomfortable and not entirely secure process. "Whenever I'm lining up at an ATM, I have to grab a person next to me and say to them: 'Here's my card, this is my pin, and this is how much I want,'" he says. "Luckily, I've never been

OXO figured it out.



OXO made an ergonomic kitchen tool that even arthritic fingers could use. Everyone else loves it, too. A \$60M business and lots of happy cooks (*and cooks' helpers*).

“

The idea was always, from the start, to make useful products for people of all ages and levels of dexterity. We can improve every day life for people, without them even knowing or thinking about it.

SAM FARBER, OXO

”



Objectified: Smart Design OXO Good Grips Story

3 years ago | More

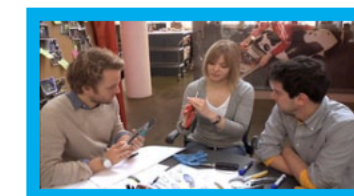


Smart Design **PRO**

PRO

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Objectified: Sma...

Smart Design

Roku started with simple.



“TV menus are hard to figure out.” Simple controls, one-click Netflix. Cost-conscious. A top choice for “non-techy” seniors—and everyone else.

Roku started with simple.

SHOUTOUT



Leo P
@postphotos



“

“Companies commonly overdesign something and make it kind of pretty, but not easy. Customers, what they really want is easy.”

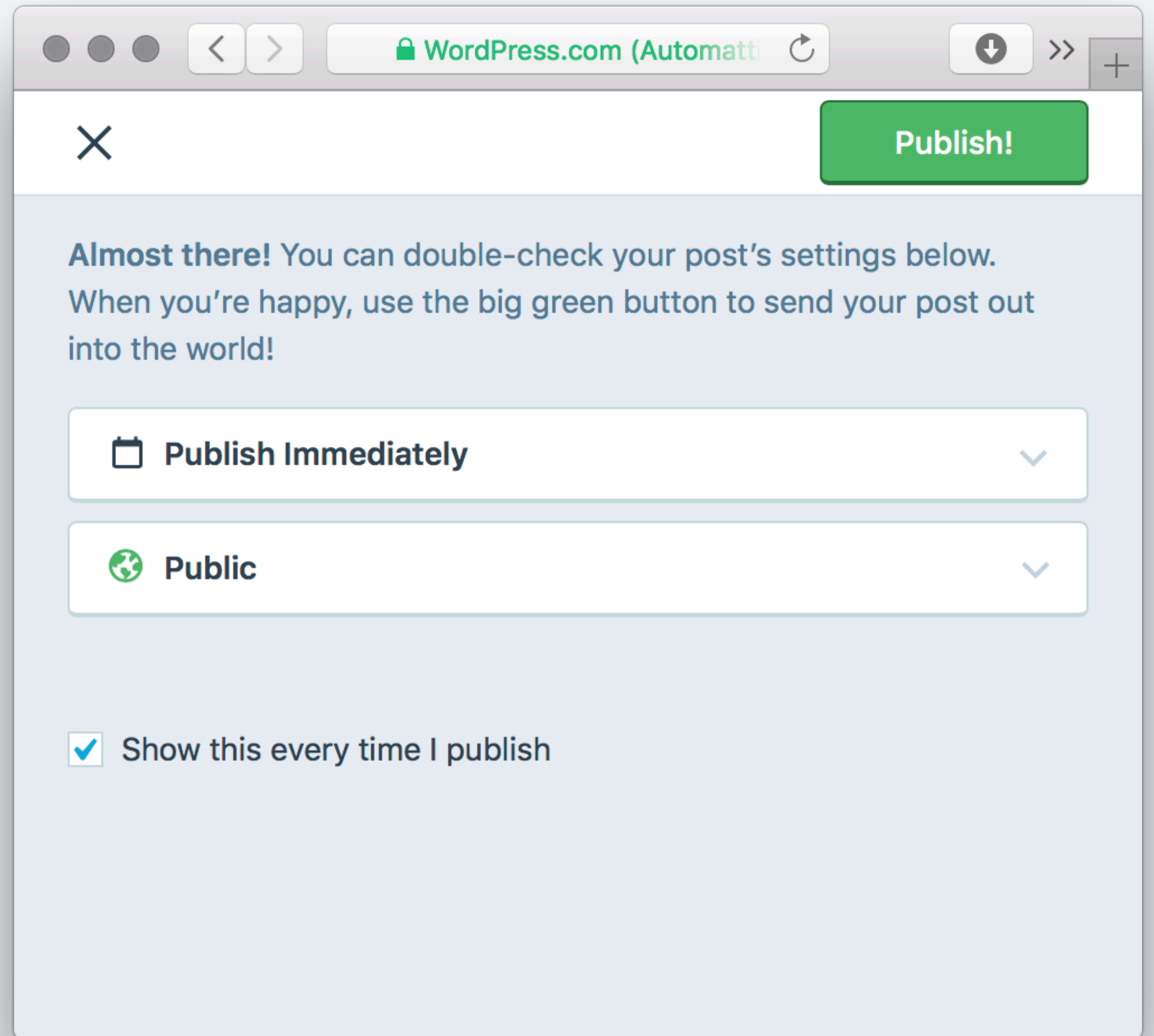
ANTHONY WOOD, ROKU

”

Are you sure? WordPress.com

“I get extremely nervous when sending out an announcement to 43 million people at once.

Will I click ‘**Publish**’ by mistake before I’m ready?”



Email Newsletter

Missing out on the latest WordPress.com developments? Enter your email below to receive future announcements direct to your inbox. An email confirmation will be sent before you will start receiving notifications - please check your spam folder if you don't receive this.

Join 43,222,373 other followers

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43 million!

AUTOMATTIC

We are passionate about making
the web a better place.

INCLUSIVE DESIGN

Great products for the
greatest number of people.

WordPress ❤️ Freedom

VOICES



Kat Holmes
John Maeda

“

*Adopting an inclusive design
approach expands a tech product's total
addressable market.*

JOHN MAEDA

”

“

A mismatched interaction between a person and their environment is a function of design. Change the environment, not the body.... Every choice we make either raises or lowers these barriers.

KAT HOLMES

”

“

*By recognizing exclusion, we can start
to build empathy for people who
interact with unwelcoming designs
every day of their lives.*

KAT HOLMES

”

INCLUSIVE DESIGN

Great products for the
greatest number of people.

Inclusive design

1. Recognize exclusion
2. Broaden perspectives to build empathy
3. Bring diversity into teams and processes
4. Solve for one, extend to many

Disability



Personal
Health
Condition

Disability



Mismatched
Human
Interactions

*When considering mismatched conditions,
I see more than just an edge case, because
everyone experiences temporary/
situational interactions.*



One arm



Arm injury



New parent

Different people benefit

By designing for someone with a permanent disability, someone with a situational limitation can also benefit. For example, a device designed for a person who has one arm could be used just as effectively by a person with a temporary wrist injury or a new parent holding an infant. We call this the Persona Spectrum.

Empathy



Cate Huston 16:23 on November 3, 2017

November Empathy Challenge

Q4 iteration! The options this month are:

- Test setting up another service on mobile.
- Do a biz concierge ride along with [+conciergep2](#).
- Try out a11y (voiceover only a day) or i18n (put your phone in a foreign language for a week).
- Actively try and drive more traffic to your site. What ideas do you have? What works?
- Run a user test [\[instruction guide\]](#).

The goals of this challenge are:

- Experience WordPress (on mobile) from a user's perspective.
- Connect with one of your teammates you don't normally work with.
- Have a reason to share a p2 post – write up your experience (it doesn't need to be long).

Just to re-iterate, this shouldn't be a huge undertaking. ~2 hours is fine.

You can work alone or find a teammate you don't normally work with to pair up with (and do a shared post at the end – definitely pair up for user tests). If you're AFK for over a week in November, feel free to skip.

Previously: [May](#), [February](#), [August](#).

Automattic.Design

Be Free: Design From Anywhere WP♥: Apparel Shop Design.Blog: Inclusion +/- Tech



JULY 27, 2017

FILIPPO DI TRAPANI

How we build empathy for our customers

In my [last post](#), I wrote how we use interviews to learn about our customers. They allow us to ask them questions and in their responses we find insights and get inspired. In this post, I'd like to share some other ways we build empathy for the people using our products.

Support Rotation

It starts from our first day on the job. Everyone that joins [Automattic](#) spends three weeks doing what's called a support rotation. We learn about our products by reading support documentation and running through exercises. Once we've completed our training, we get to business and start offering support to our customers with our Happiness team. We start by answering inquiries by email and then upgrade to doing live chat.

After we complete our rotation we are released into our new roles with a wealth of knowledge about our company and our customers. That's not the end though, once a year we return back to the Happiness for a week to offer more customer support. It's a great way for us to keep in touch with the challenges our customers are facing.

Business concierge

When people sign up for the [WordPress.com](#) Business plan they get access to a one on one setup appointment from a member of our Happiness team. The sessions are conducted over live chat or screen share and usually last around 30 minutes. The goal for these sessions is for the user to walk away feeling comfortable and confident building their site on WordPress.com.

In addition to helping our customers, we use these sessions to learn. Anyone can join in real time or listen to a recording at a time that suits them. There is no limit to how many sessions you can attend. After each session, the recording and notes are tagged and posted. Our support team uses these posts to generate monthly reports that give us great insights into who our customers are and the challenges they face. For someone like me that works on our signup and onboarding experiences the content in these reports is invaluable.

User research campfires

Every month members from across Automattic gather to share their stories about the research they're conducting. We do presentations, have discussions, and talk about our processes. Through these sessions we hear about our customers and what we're doing to overcome their challenges. It's a great place to learn from each other and grow our skills a team. The meetups are recorded for people that can't attend and serve as a reference to new people joining our team.

Web chefs

We are often encouraged to build sites for people we know or encounter. There is no

Be Free

- 1 Freedom of speech.
- 2 Freedom of worship.
- 3 Freedom from want.
- 4 Freedom from fear.

—FDR (1941)

New Gutenberg T-Shirt



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[Can you succeed in blogging without really trying?](#)



[Promoting is not short for "professional moting" AKA how to get more eyeballs to your blog post](#)



[How WordPress Changed My Life](#)



[Courtney Burton](#)



[Zé Marques](#)



[How to Create a Website for Your Small Business, Part](#)

To build empathy: listen and connect with people (not stats), read more broadly, create diverse teams, and find habits and rituals for more empathy.



Using the iPad Pro on a Delta flight over the Atlantic, on a team call with Zoom app.

For developers and designers it'll probably never be powerful enough. For writers, it probably would be perfect if the ergonomics were better: screen at eye height, comfortable hand position for keyboard. Screen resolution and brightness is superb, however. Using Simplenote and Google Drive for document editing is a pleasure.

August 13, 2017

Don't dehumanize the
people behind the keyboard
into stats and numbers.



4



15



Tomasz Kulig liked your Tweet · 11h

Lance Willett @simplifiedream



Sheena Iyengar *at* TEDGlobal 2010

The art of choosing

Starting guide to

Inclusive Design

*Let our list of ideas
inspire and orient you
as you begin your journey
into inclusive design.*

Browse the digital set any time:

Design.Blog/Inclusive



team is limited and you don't have the ability to expand, actively seek out people with other perspectives to consult or act as project advisors, and give special consideration to their feedback.

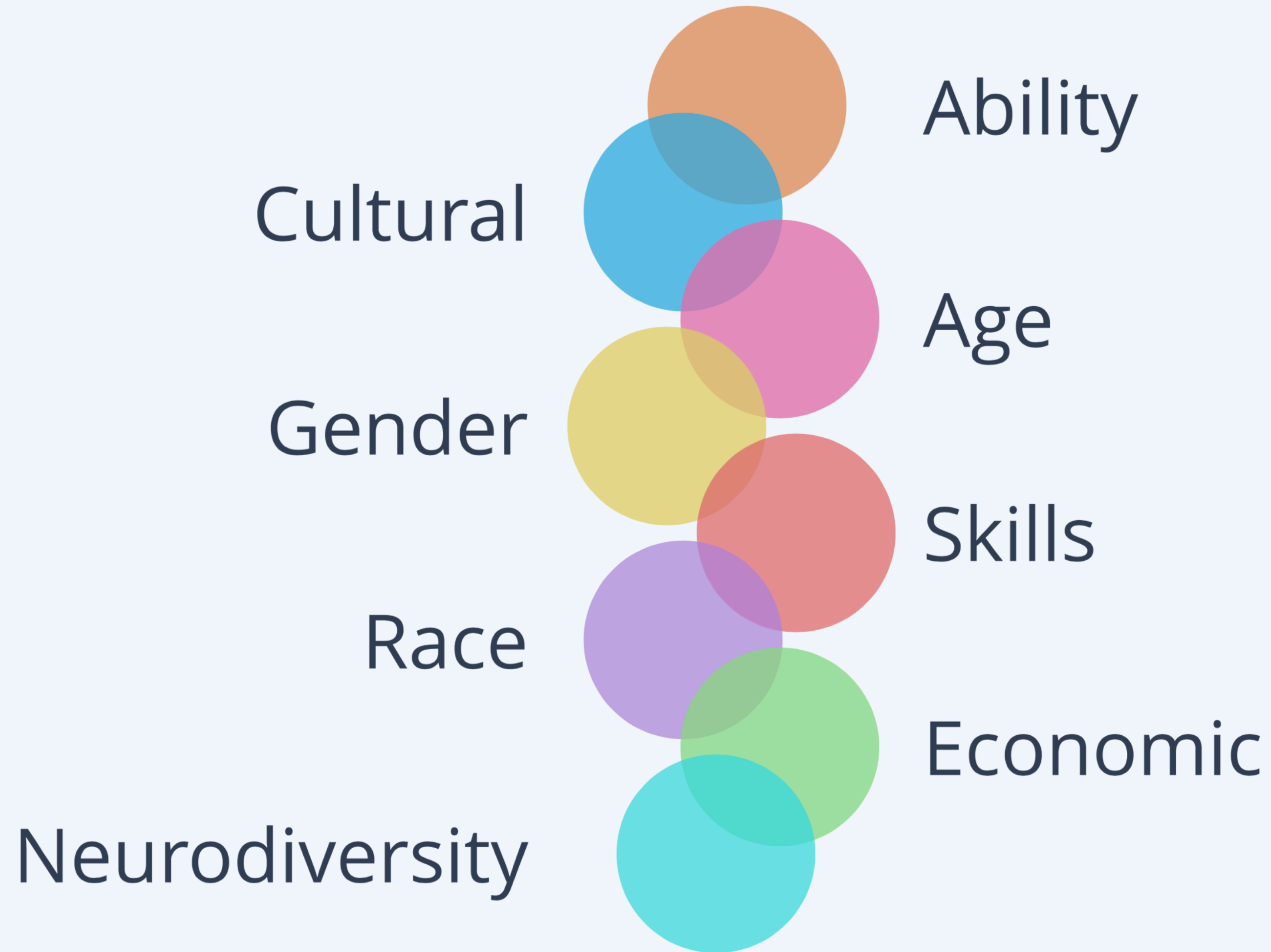
- **Help your audiences inform your design.**

Learn about your audiences: their motivations, needs, behaviors, challenges, pain points, and goals. Consider existing customers, prospective customers, your client's customers, and past customers. It may be tempting to only pay attention to primary use cases, but get to know the less-common ones and design, review, and test with those in mind as well. Set up user interviews, split tests, and analytics so that your audience can inform your initial design decisions and later iterations.



We are passionate about making
the web a better place.

KINDS OF DIVERSITY





6:13 AM · Feb 5, 2018



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[Blog](#) [Handbook](#) [Tickets](#)

Timestamp: 02/05/18 02:29:53 (20 hours ago)
Author: peterwilsoncc

While intended as a playful error message, **Cheatin' uh?** can be interpreted as insulting or accusatory in an already stressful situation. This replaces Cheatin' with more meaningful error messages, depending on the error that occurs.

Props ElectricFeet, EricMeyer, karmatosed, dd32, BandonRandon, melchoyce for language; dmsnell for original patch; peterwilsoncc.
Fixes [#38332](#).

Files:  24 edited

- wp-admin/custom-header.php (3 diffs)
- wp-admin/customize.php (3 diffs)
- wp-admin/edit-comments.php (1 diff)
- wp-admin/edit-tags.php (5 diffs)

changing space. The consistent use of an icon with the word helps orient children, those who don't speak the interface language, and those who are distracted.

- **Choose copy and imagery with care.**

Welcome a broad range of people in your imagery and words, because representation matters. While you're aiming for consistency, avoid sameness. Make sure illustrations, photos, and videos don't favor one race, gender, age, weight, or other characteristic that will exclude many others.

- **Make designs to be maintained, adapted, and to last.**

Inclusive design works to meet the customer needs, and to extend the lifecycle of customer satisfaction. Create your designs with



Inclusive Illustrations, By Design

 John Maeda

🕒 May 9, 2017



 The WordPress.com Blog

Keep Track of Your Conversations in One Place

You can now stay on top of the discussions you care about, right from your dashboard.

 Jan Cavan Boulas

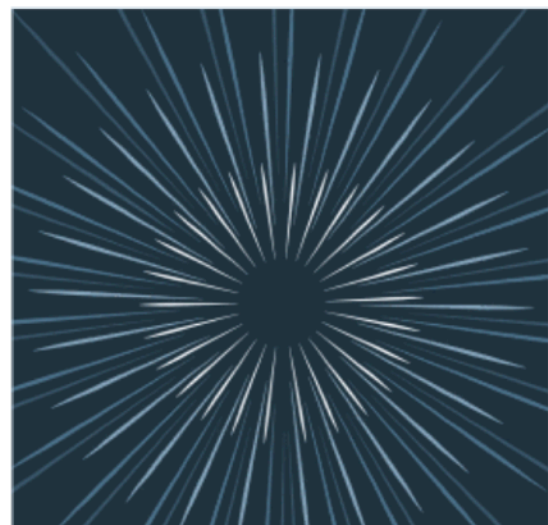
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More from
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Discover

The Daily Post

We are passionate about making the web a better place.




The WordPress Review for 2017

It was quite a year to look forward to.

WordPress.com


Features Themes Plans Blog Support Sign Up Log In

Data.blog
Design.blog




Want to start a blogging habit or set up a business website? Get step-by-step guidance from WordPress.com pros, right in your inbox. Our email courses are free to all and there are no prerequisites.

[Visit Blogging University](#)

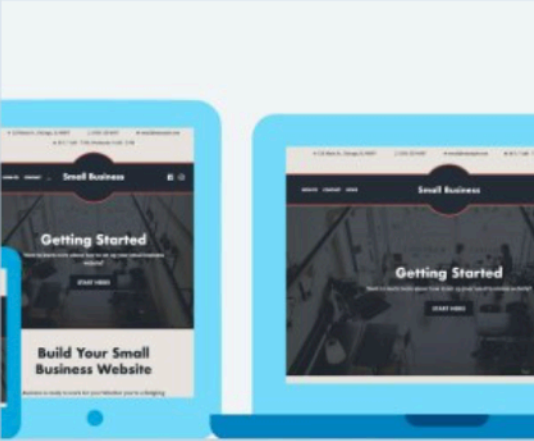


Managing Your Blog On a Mobile Device

A few enhancements we've added to the iOS and Android apps for easier blogging.


 Sarah Blackstock

🕒 December 13, 2017 / 💬 55




New Premium Themes: Small Business and Photo Blog

Introducing two new premium themes: *Small Business*, made for your entrepreneurial endeavors, and *Photo Blog*, designed to make your photography shine.

 Caroline Moore

🕒 December 7, 2017 / 💬 8



Updated Privacy Policy

As part of our commitment to privacy and transparency, we're updating

PDF, or a web page. If your primary offering is done thoughtfully, there should still be a draw for that form with those that can afford it.

- **Design for low bandwidth.**

One of the biggest factors in user satisfaction with a web product is speed. Optimizing your site or application for faster page and content load times means that more people will enjoy using it. There are also many areas of the globe without broadband internet connections — when you optimize for speed, you're making your product more accessible to those who would otherwise be excluded because of lower connectivity.

- **Create for clarity and consistency.**



A faster, data-friendly way to see what's happening in the world right now

Get breaking news, sports scores, and entertainment updates; interact with brands and your government; easily market your business; or quickly provide customer service, all while using less of your data plan.

Instant access to Twitter:

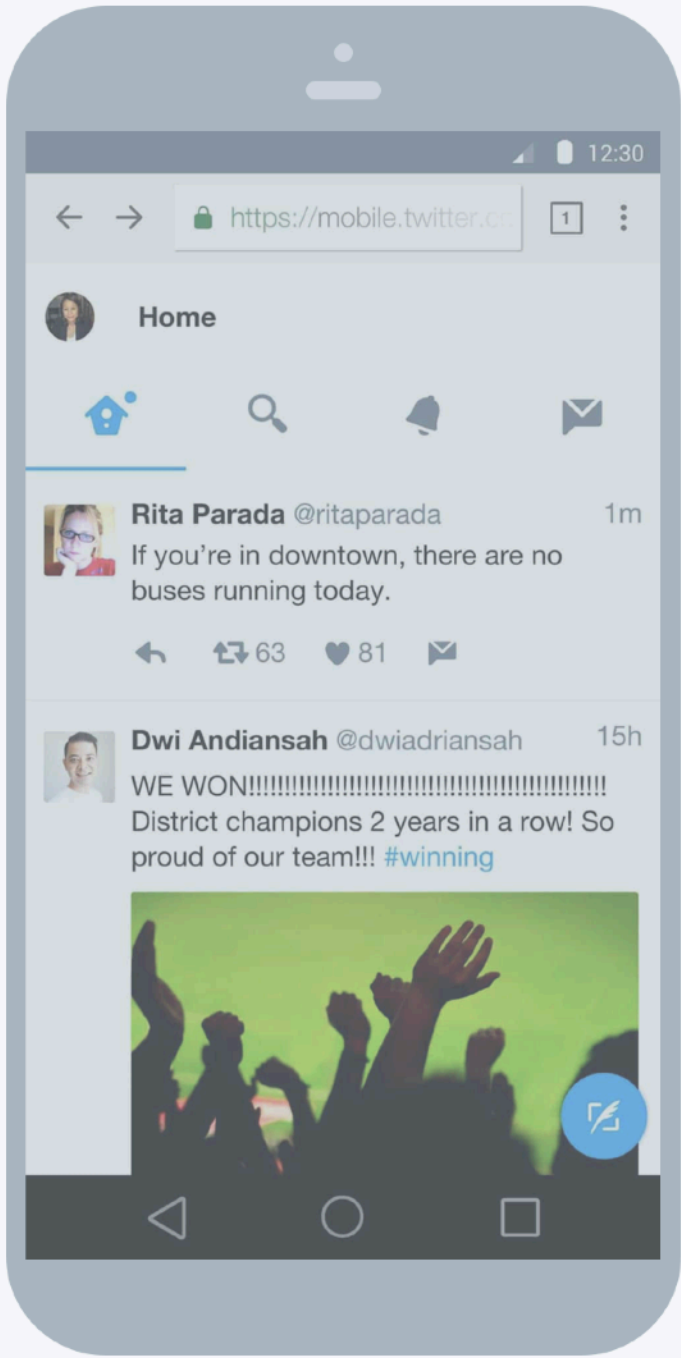
- **Accessible via the web** — Because Twitter Lite is on the mobile web, it works on most smartphones and tablets without an App Store or Google Play account. You won't need an email account or credit card either.

Fast to install, space- and data-friendly:

- **Quick and light** — At under 1MB, Twitter Lite loads quickly (even over poor networks) and takes up less space on your phone.
- **Automatic updates** — Twitter Lite automatically updates to the latest version.
- **Control your data** — Turn on data saver mode to use even less data by downloading only the images or videos you want to see.

It works just like the App:

- **One-tap access from your home screen** — Add Twitter Lite to your home screen to access it at any time with one tap.
- **Push Notifications** — Push Notifications keep you informed whether or not Twitter Lite is open.
- **Offline access** — Keep reading loaded content even if your network cuts out.
- **Safe browsing** — Safe web browsing gives you privacy and



- Watch how to use Twitter Lite [here](#)
- Learn how to use Twitter Lite in the [Help Center](#)
- Learn more about [Twitter Lite](#)

June 4, 2015

Announcing Facebook Lite



By *Vijay Shankar*, Product Manager for Facebook Lite

Today we're introducing Facebook Lite, a new version of Facebook for Android that uses less data and works well across all network conditions.

More than a billion people around the world access Facebook from a range of mobile devices on varying networks. In many areas, networks can be slow and not able to support all the functionality found in Facebook for Android. Facebook Lite was built for these situations, giving people a reliable Facebook experience when bandwidth is at a minimum.

Contact Us

press@fb.com

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Featured News

News Feed FYI: More Local News on Facebook

January 29, 2018

Is Calypso fast yet?

Tracking Webpack bundle sizes since 2017

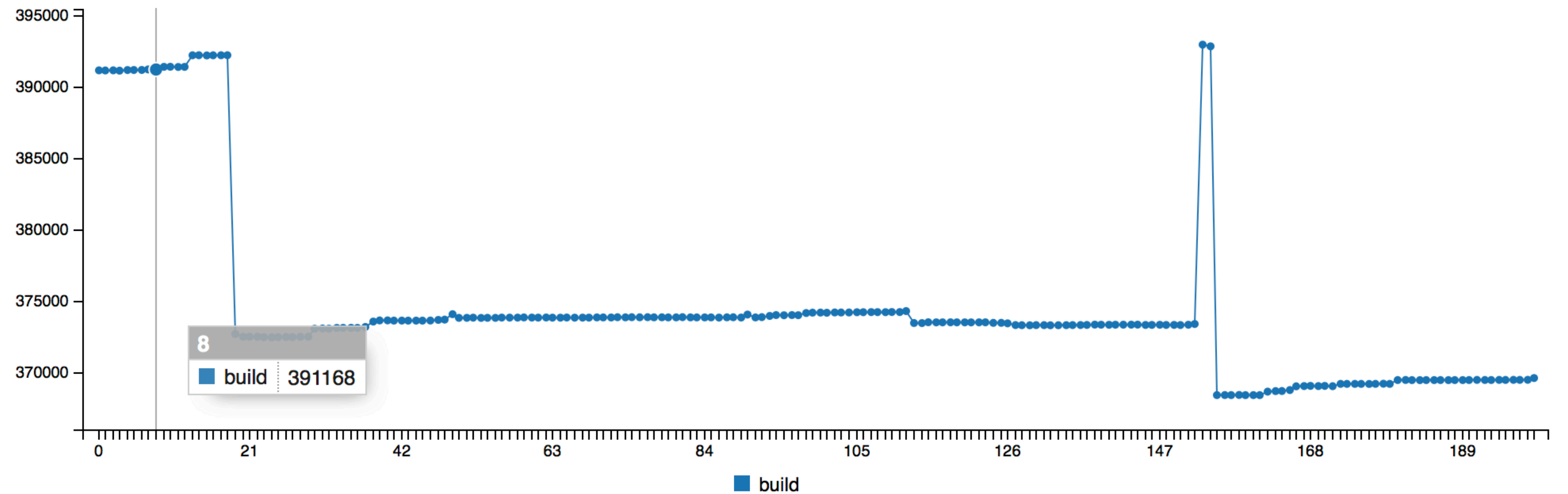


Select the chunks to display:

- ☐ accept-invite
- ☐ account-recovery
- ☐ ads
- ☐ async-load-blocks-calendar-popover
- ☐ async-load-blocks-reader-full-post
- ☐ async-load-components-happychat
- ☐ async-load-components-webpack-build-...
- ☐ async-load-emoji-text
- ☐ async-load-extensions-woocommerce-a...
- ☐ async-load-extensions-woocommerce-a...
- ☐ async-load-featured-image
- ☐ async-load-layout-masterbar-drafts
- ☐ async-load-lib-abtest-test-helper
- ☐ async-load-lib-network-connection
- ☐ async-load-lib-olark
- ☐ async-load-lib-rubberband-scroll-disable
- ☐ async-load-my-sites-guided-transfer
- ☐ async-load-my-sites-site-settings-section...
- ☐ async-load-my-sites-site-settings-section...
- ☐ async-load-my-sites-stats-activity-log
- ☐ async-load-my-sites-stats-comment-follo...
- ☐ async-load-my-sites-stats-overview
- ☐ async-load-my-sites-stats-site
- ☐ async-load-my-sites-stats-stats-insights
- ☐ async-load-my-sites-stats-stats-post-detail
- ☐ async-load-my-sites-stats-summary
- ☐ async-load-post-editor-editor-author
- ☐ async-load-post-editor-editor-discussion
- ☐ async-load-post-editor-editor-location
- ☐ async-load-post-editor-editor-post-format...
- ☐ async-load-post-editor-editor-seo-accord...
- ☐ async-load-post-editor-editor-sharing-ac...
- ☐ async-load-post-editor-media-modal
- ☐ async-load-reader-conversations-stream
- ☐ async-load-reader-feed-stream

Select the size type you're interested in:

Showing in **master**



Commit: [52e47fcf152d708f92803d1ddc4178539150263b](#) [code](#)

Author: eliorivero

At: 2018-01-31T17:09:46.000Z

Message: Rewind: update wording of the notice displayed when site is provisioning. ([#21844](#))

Delta:

chunk	stat_size		parsed_size		gzip_size	
async-load-my-sites-stats-activity-log	+77 B	(+0.0%)	+77 B	(+0.1%)	+36 B	(+0.1%)
build	+0 B		+0 B		-7 B	(-0.0%)
manifest	+0 B		+0 B		-1 B	(-0.0%)

Wapuu says,
“Mind the Mobile!”



Design.blog

Design, Inclusion, +/- Tech

50 STORIES 🍌

INCLUSIVE DESIGN ✓

ABOUT ... ▾

Good design is inclusive design

Design is more than color, shape, or font — it's a powerful tool that mediates our relationship with the world. Inclusive design is that, plus potential: the potential to unite heterogeneous cultures in shared understanding. To make products and experiences globally accessible. To connect us.

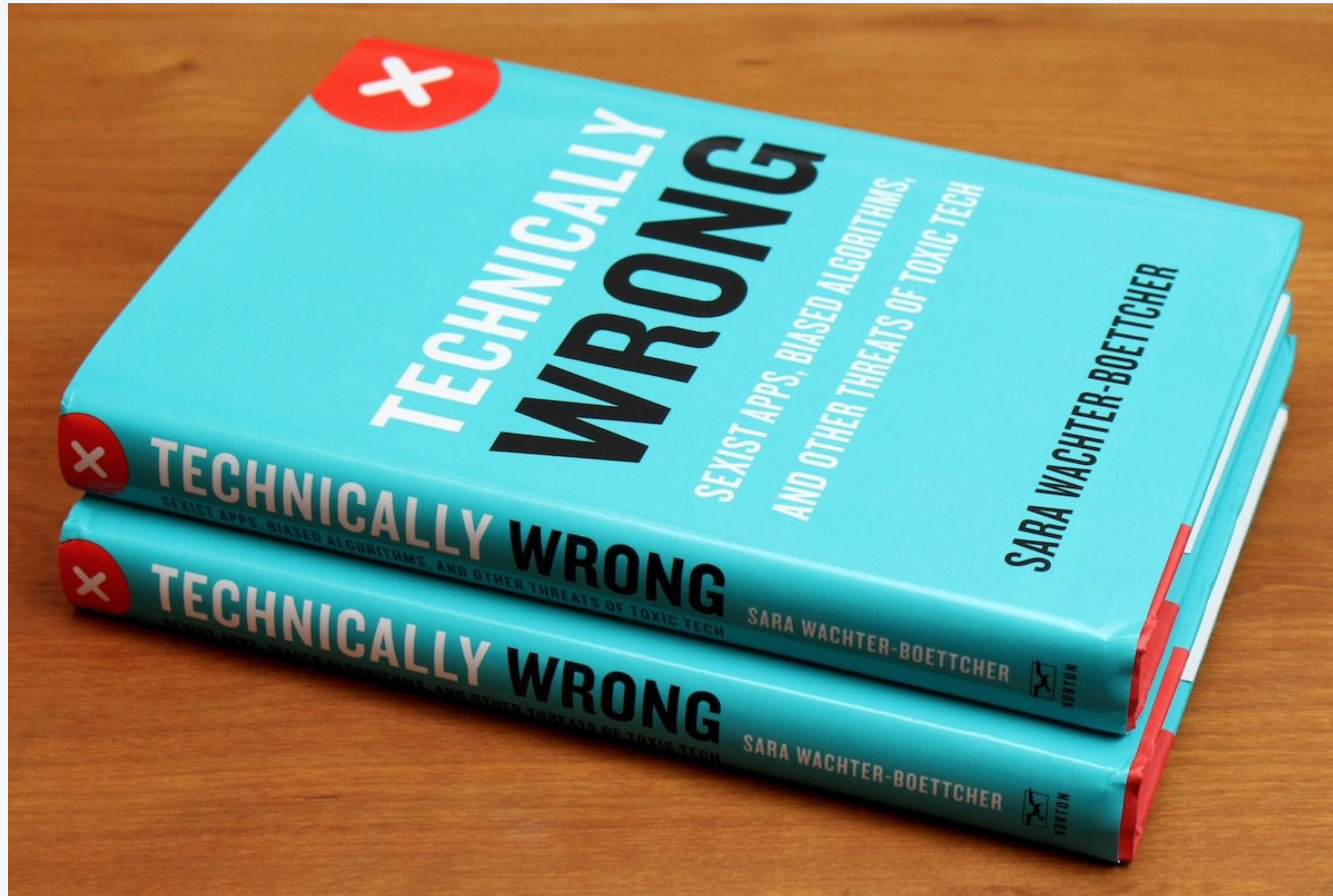
Truly inclusive designs are never really finished, and becoming fluent in inclusive design takes more than a checklist. We all need a map when we start exploring any



design.blog/inclusive

Inclusive design means thinking of people unlike me. Finding our common goal, and solving for that first. Paying attention to mismatched conditions.

Book: *Technically Wrong*



INCLUSIVE DESIGN

Great products for the
greatest number of people.

LINKS & RESOURCES

sensible.blog/inclusive

Thank you!



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