



Agenda

- 1. Definition
- 2. In practice
- 3. A challenge
- 4. Wrap-up













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Gives more people the opportunity to enjoy your app by ensuring that everyone can use and understand it [by] designing with accessibility in mind, supporting personalization and auditing and testing for accessibility.







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We all bring some form of privilege and bias to our work.

Democratic Date Candidates

May 2019	16	
Feb 2020	8	
Mar 1, 2020	5	Super Tuesday
Mar 4, 2020	4	Mar 3, 2020
Mar 5, 2020	3	Michigan Primary
Mar 19, 2020	2	Mar 10, 2020





What are we designing for?

Demographics

Psychographics

Behavioral

Geographic



80/20

You could account for 80% of your users' needs by doing only 20% effort



Who are we designing for?

Black single mother of five

Quadriplegic veteran

Oil-rig operator

Korean immigrant family

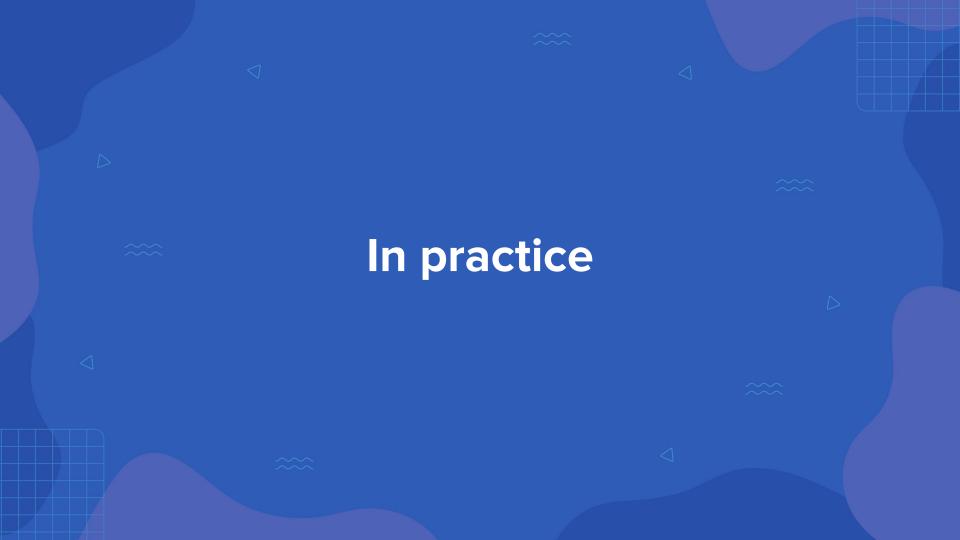
Illiterate family patriarch

Bed-ridden grandmother

Veteran with PTSD

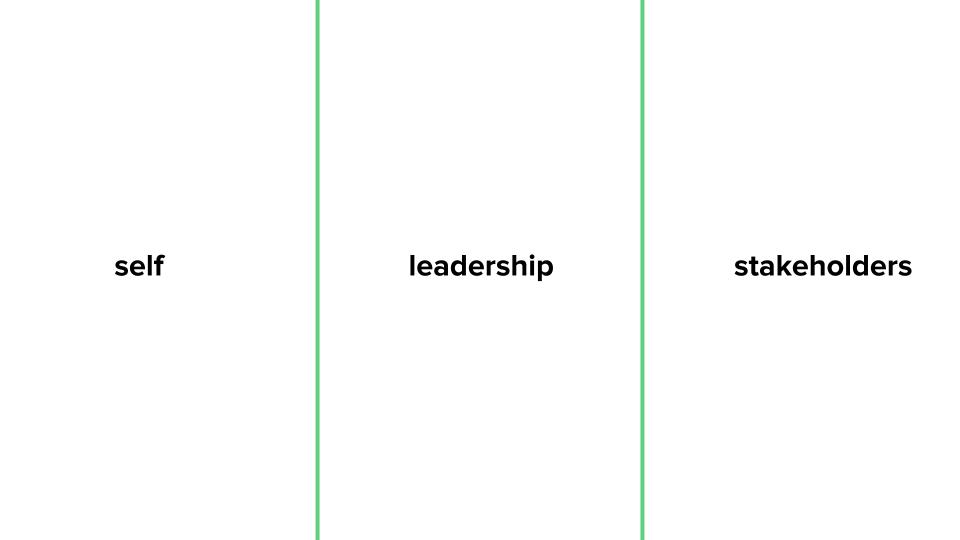
Former inmate

Socially isolated middle-aged man





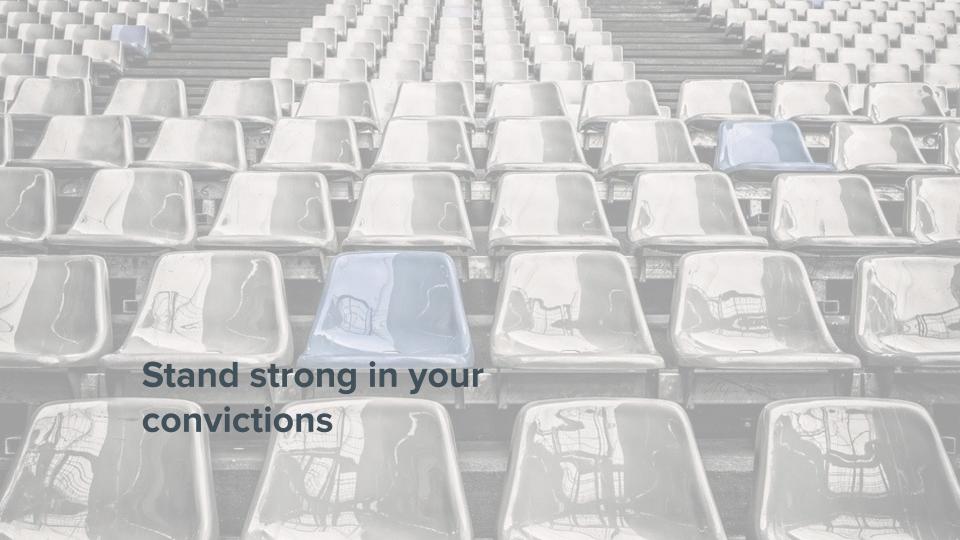
Who do we have to convince?

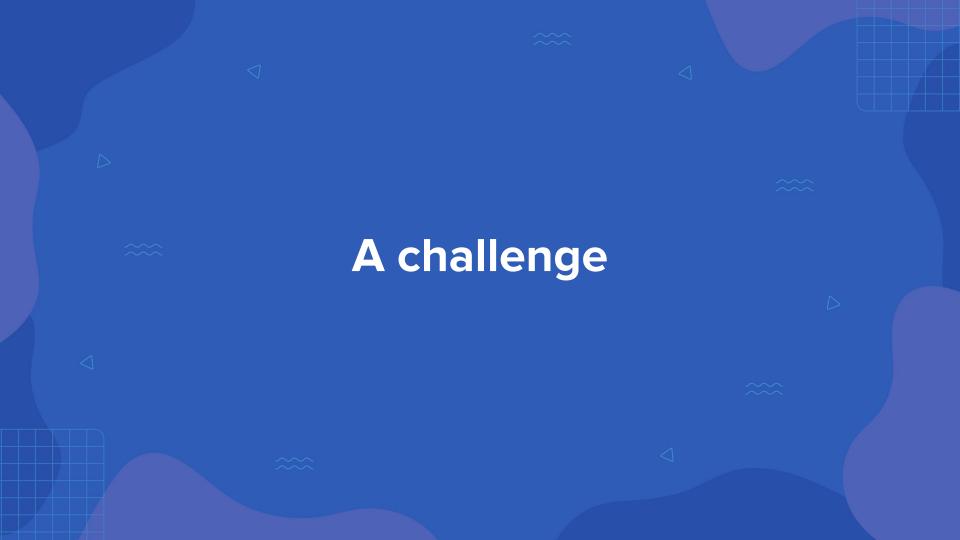














Consider a project you've worked on



Research

Reconsider its structure and execution.

- Relationship with facilitator
- Location
- Missed cues



Persona

Use the most unlikely person within the defined parameters

- Gender
- Literacy
- Physical disability



Use Case

Replace key words to reframe it.

- Physical location
- Environment
- Social climate





consideration





Cora Cowles

Experience Design Director

Huge, Inc

ccowles@hugeinc.com



Supporting Text Area



Area for your Main Point

Supporting Text Area



Supporting Text Area

Supporting Text Area



Supporting Text Area

Supporting Text Area

Supporting Text Area



Supporting Text Area. Intended to facilitate an vertical image, chart, etc





STATS!

Supporting Text Area





Hey Friend!

Here are a few basic slides for you to use for the Treehouse Festival presentations. There are no transitions, just layout. Keep in mind, these are very minimalistic. Use these as a starting point. Have fun, build, delete. Make it fit for your needs.

If there is a point and case of building a new layout, please reference the Treehouse branding guidelines on the following slides in order to maintain consistency.

Typography

Please use Proxima Nova for all text. Ensure headers and important key statements are bold while body paragraphs have a lighter line weight. Headers can either be 36 pt or 28 pt sized font. Body paragraphs should always be 12 pt. Quotes or mission statements can be 14 pt.

Header 1 example Header 2 example

Statement example

Body paragraph example

Color Theory

For all headers and main focal points, be sure to use the Treehouse green. Secondary text should be a medium cool grey. Any other accent colors can be the Festival primary blue. Please see swatches below to pull exact hex codes.

