



# FESTIVAL

treehouse

Cora Cowles  
Getting Started with Inclusive Design



# Agenda

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



# Definition



A design process (not restricted to interfaces or technologies) in which a product, service or environment is optimized for a specific user with specific needs.



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SBURG





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

# Date Democratic Candidates

May 2019 16

Feb 2020 8

Mar 1, 2020 5

Super Tuesday  
Mar 3, 2020

Mar 4, 2020 4

Mar 5, 2020 3

Michigan Primary  
Mar 10, 2020

Mar 19, 2020 2





# 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



**In practice**



# Who do we have to convince?

**self**

**leadership**


**stakeholders**

A large crowd of diverse LEGO minifigures is seated in yellow stadium-style seats, filling the frame. The minifigures exhibit a wide variety of features, including different skin tones, hairstyles, and clothing, representing a highly inclusive and diverse group. The perspective is from a slightly elevated position, looking down at the crowd, which extends far into the background, creating a sense of a large gathering.

**Design for  
inclusivity, improve  
for all**



**Use storytelling to  
develop a sense of  
empathy**

The background of the image is a photograph of two multi-story apartment buildings. The building on the left is a warm orange color, and the building on the right is a light grey color. Both buildings have numerous rectangular windows arranged in a grid pattern. Some windows have white frames, while others have dark frames. On the orange building, there is a small balcony with a brown metal railing. On the grey building, there are two balconies with dark metal railings. The text "Look beyond traditional datapoints to measure unexpected impact" is overlaid in the center of the image, in a bold, black, sans-serif font.

**Look beyond traditional  
datapoints to measure  
unexpected impact**



**Stand strong in your  
convictions**



# A challenge



**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

# Wrap-up



# consideration

**YOU**

**GOT THIS**



# Cora Cowles

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# Page Heading

Supporting Text Area



# Page Heading

**Area for your Main Point**

Supporting Text Area



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# Page Heading

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.



Pop color  
#5fcf80



Text  
#415059



Accent color  
#2e5cb7