



perpendicular angel design

organizing and simplifying, one illumination at a time

AN EVENT APART DC: INCLUSIVE DESIGN'S HIDDEN LEGACY—AND HOW TO RISE WITH IT BY AUSTIN MICHAEL SUI

This was the first time I'd seen Michael talk and it was fantastic. One of the reasons I picked this particular An Event Apart location was the number of inclusive design and accessibility sessions that were on the schedule. Michael's illustrations of how AirBnB handle questions of inclusion were great, and I wish you could see them. (Go see him speak!)

(pdf backup)



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Today: [@soundlikesue](#) on Inclusive Design's Hidden Legacy — and how to rise with it. He's leading off with a wooden leaf splint designed by the Eames. They had an "idealistic vision & realistic implementation" [#AEADC](#)

9:03 AM - Aug 1, 2018



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Schools don't generally teach about the Eames' leg splint, although of course we hear about the chair. Why don't we hear about the beautiful, functional, empathetic solutions? [#AEADC](#)

9:04 AM - Aug 1, 2018

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At Google, [@soundlikesue](#) worked on digital things, and at YouTube it was "get people to watch videos". At AirBnB the stakes are a lot higher, especially since more than half of airbnb guests don't speak the same language as their hosts. [#AEADC](#)

9:06 AM - Aug 1, 2018

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"You can't innovate on products without first innovating on the way you build them" - AirBnB head of design, on design systems

9:07 AM - Aug 1, 2018

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They have a tool that takes screenshots of the application overnight, generating 80,000 screenshots, so that every designer can look up any flow on any system, in any language. [#AEADC](#)

9:08 AM - Aug 1, 2018

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Design Technologists: People building tools that evangelize the system and drive adoption, making it easier for designers to design and developers to develop. [#AEADC](#)

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In 2017 a lot of tech realized that what they thought they were doing (saving the world) was not what they were doing (no design for disabilities, no recognition that what they do affects people's behavior) [#AEADC](#)

9:10 AM - Aug 1, 2018



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We consider ourselves disruptive without sufficient consideration for the people and institutions we disrupt

- [@anildash](#) gets a shoutout from [@soundslikesue](#) [#AEADC](#)

9:11 AM - Aug 1, 2018



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Able, allowed, should
Can we do it?
Are we allowed to do it - is it good for the business?
Should we build this?

Margaret Stewart, VP of Product Design, Facebook [#AEADC](#)

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Design Systems scale our good choices along with the harmful ones.

We scale things we don't intend to, and they scale incredibly fast
[#AEADC](#)

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Design Language Systems are leverage to do really good things.

AirBnB talked with Facebook about their design system since Facebook was about 7 years ahead with their system.

AirBnB wanted to scale positive things and use the design system for good [#AEADC](#)

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Accessibility:

Testable criteria for making products that diverse people and assistive technology can use.

Removing barriers from people who want to interact for the web.

24ways.org/2017/wcag-for-... is a good resource to start#AEADC

9:15 AM - Aug 1, 2018

“ Let’s rip off that legalese and ambiguous terminology like wrapping paper, and see what gifts the WCAG 2.0 editors have bestowed upon us.”

— Alan Dalton



Web Content Accessibility Guidelines—for People Who Haven't R...

Alan Dalton takes a detailed look at WCAG on this UN International Day of Persons with Disabilities. Remember, Christmas is a time of good will

24ways.org



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zeldman 
@zeldman



Web Content Accessibility Guidelines—for People Who Haven't Read Them, by Alan Dalton – cited by @soundlikesue to help folks get up to speed on WCAG 2. #a11y #inclusion #AEADC24ways.org/2017/wcag-for-...

9:16 AM - Aug 1, 2018

“ Let’s rip off that legalese and ambiguous terminology like wrapping paper, and see what gifts the WCAG 2.0 editors have bestowed upon us.”

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Web Content Accessibility Guidelines—for People Who Haven't R...

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24ways.org

 28  15 people are talking about this



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AirBnB has a device lab. The same hex value looks totally different on 4 devices. If you spend a half hour nudging between two colors only to find out they’re different anyway.... maybe you should be spending time doing color contrast checking instead#AEADC

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dasplankton.de/ContrastA gives you bands of color so you can see the inclusive colors and *then* “do the designer thing” nudging between colors within the bands you should be using [#AEADC](#)

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In our core system they try to limit to the smallest number of things possible because we're then multiplying by all the number of systems. Do the most universal and work across the system.

[#AEADC](#)

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It can be really laborious to adjust transparency and screenshooting things and testing perceived and output color to make sure everything will be accessible when it's combined. So what tools do designers have to handle these? [#AEADC](#)

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Color Contrast Analyzer - accessibility.oit.ncsu.edu/tools/color-co... for Chrome [#AEADC](#)

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Design Linter for Sketch - checks for color contrast problems. Also checks for content problems “see more, view all, look for”... there are certain words that if we don’t use them, it makes more sense for everyone [#AEADC](#)

9:26 AM - Aug 1, 2018



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Why does the tool that AirBnB built work?

1 - don’t have to go out another website to do things

2 - built into people’s workflow

Habit loops: gretchenrubin.com

If you have a habit loop, swap out one thing, not everything.

[#AEADC](#)

9:30 AM - Aug 1, 2018



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Give credit away to create allies. When people volunteer to do things, champion what they did.

Ask two questions: what’s going well? What’s going bad?

After a year of following partners:

There are 2 systems: the one we’re building, and the one we’re overcoming. [#AEADC](#)

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(This works for more than just accessibility allies.)



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We want to build product in ways so that language, culture, accessibility, are not blockers for using the app. AirBnB has teams for accessibility, localization, internationalization, antidiscrimination, and trust. [#AEADC](#)

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Accessibility is a technique, a set of criteria. Inclusive design is a cultural behavior. Inclusive design is a practice of consciously designing experiences that let people belong. You do it over and over again, and you try to get better at it [#AEADC](#)

9:35 AM - Aug 1, 2018



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There is no “done” in this kind of work. You’re always just pushing forward.

It’s way easier to change people that are new to the company than people who are established in the company, so get onboarding and training for inclusive design for new folks. [#AEADC](#)

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There is no “normal” user. Normal is a narrow illusion. There’s a whole spectrum of people.

Disability is a mismatch in the relationship between the features of a person’s body and the features of the environment. — W.H.O.

Who sets up the environment? We do. [#AEADC](#)

9:39 AM - Aug 1, 2018



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Inclusive watch: The Bradley E1 Watch allows both sighted and blind users to tell the time. eone-time.com If you build something that’s desirable there’s less stigma on people with disabilities for being different. [#AEADC](#)

9:46 AM - Aug 1, 2018



Eone: maker of the Bradley Timepiece

Tell time by touch or sight with the Bradley timepiece by Eone. We created a sleek, modern watch that more people can use — and in more eone-time.com



8



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Apply existing skills to people new to you. Maybe you've not interacted with users that need something you've not designed before. Follow the pattern of Frank Lloyd Wright - build something new. phaidon.com/agenda/archite...

9:48 AM - Aug 1, 2018



Frank Lloyd Wright's disabled-access house I ...

phaidon.com



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Design Activism: doing design in a public space to get a reaction and change the world. The designer who created the new Accessible icon started a movement to change the old one by painting over the old one in parking lots.

accessibleicon.org#AEADC

9:51 AM - Aug 1, 2018



The Accessible Icon Project

The Accessible Icon Project is an ongoing work of design activism. It starts with a graphic icon, free for use in the public domain, and continues its work as a accessibleicon.org



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Diversity is not adding blue people in illustrations. Diversity is something where you can see yourself in the image, regardless of who you are. Embrace skin tone. Employ resource groups in the company. Collect images of different people. #AEADC

9:52 AM - Aug 1, 2018



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Follow people that you're not used to being around. It removes some of the stigma in your mind about people with disabilities. Put people with disabilities into everyday situations and everyday imagery in your site. #AEADC

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(That's true of more than disabilities, by the way. If your Twitter feed is all people who look like you — or worse, all white men — you're missing most of the power of Twitter. And if you don't have Twitter, as a designer, you're seriously missing out on hearing from some of the best minds in our industry.)



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Get comfortable being uncomfortable! Get feedback, and then work on incorporating that feedback.

Side note: there's more than one sign language, so if you use it in your imagery, you'll want to localize it the same way you do any other language#AEADC

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It's tough to represent Autism in an illustration because it's so subtle. Body language could be a useful indicator
- colleague of [@soundlikesue](#) with Autism

AirBnB went out to tumblr and other sources to look at how people with Autism represent themselves [#AEADC](#)

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AirBnB's goal is to have 15% of their illustrations to include disabilities because that's approximately the percentage of the world that has disabilities [#AEADC](#)

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Progress looks like increasing belonging and decreasing exclusion. We are interconnected. Inclusion is not just in our legacy as a designer, it's in our collective shared ancestry. We're social creatures. Align our values and work with that. [#AEADC](#)

9:59 AM - Aug 1, 2018



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