

# Dr Manisha Amin

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Creating value through inclusion



Partner  
Forum 2019



# Today

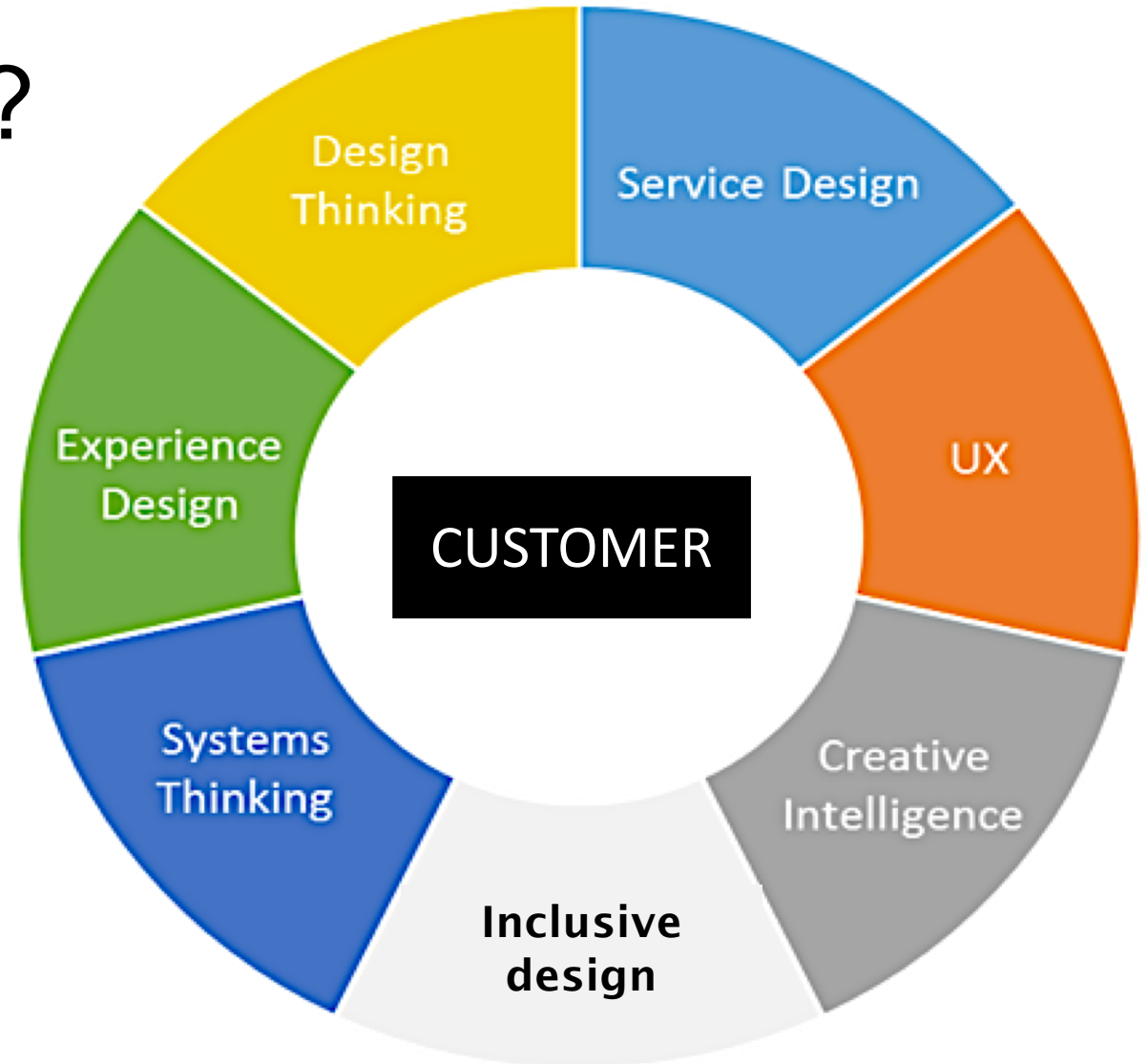
- Human Rights and UX
- Difference between diversity, accessibility and inclusion
- What works and what doesn't – stories of inclusive design



What are your barnacles?

# What is inclusive design?

Inclusive design considers the full range of human diversity across language, culture, age, gender, ability and all other forms of difference.



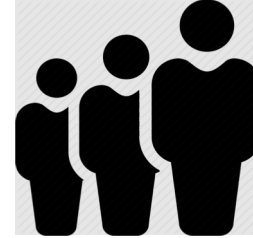
# What we do



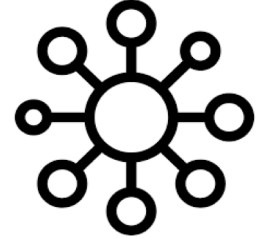
**Learn and  
master**



**Create**



**Evolve**



**Connect**

# Social model of disability

1980



## Disability as personal attribute

“In the context of health experience, a disability is any restriction or lack of ability (resulting from an impairment) to perform an activity in the manner or within the range considered normal for a human being.”

**World Health Organization**

Today



## Disability as context dependent

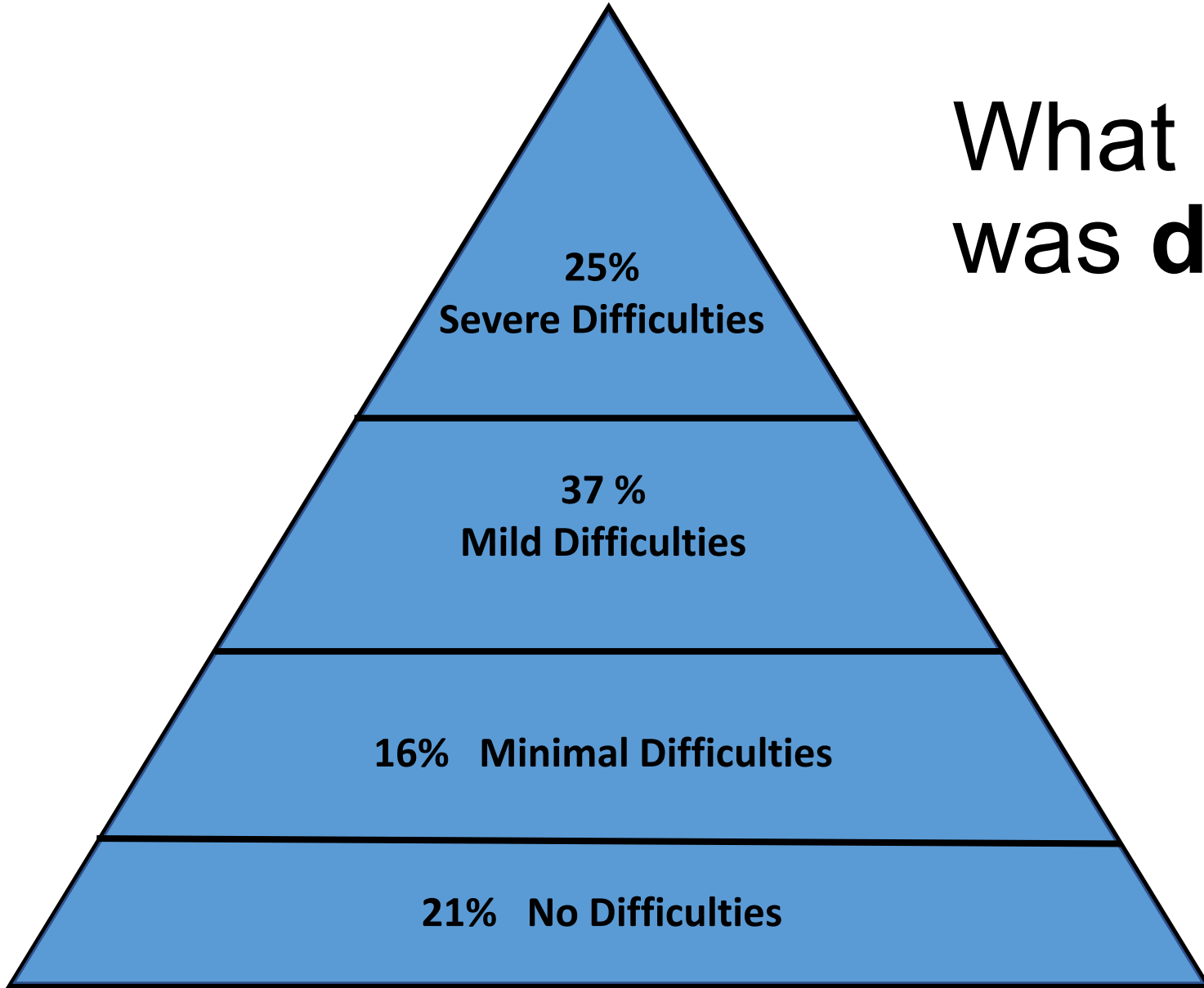
“Disability is not just a health problem. It is a complex phenomenon, reflecting the interaction between features of a person’s body and features of the society in which he or she lives.”

**World Health Organization**

# Mismatch

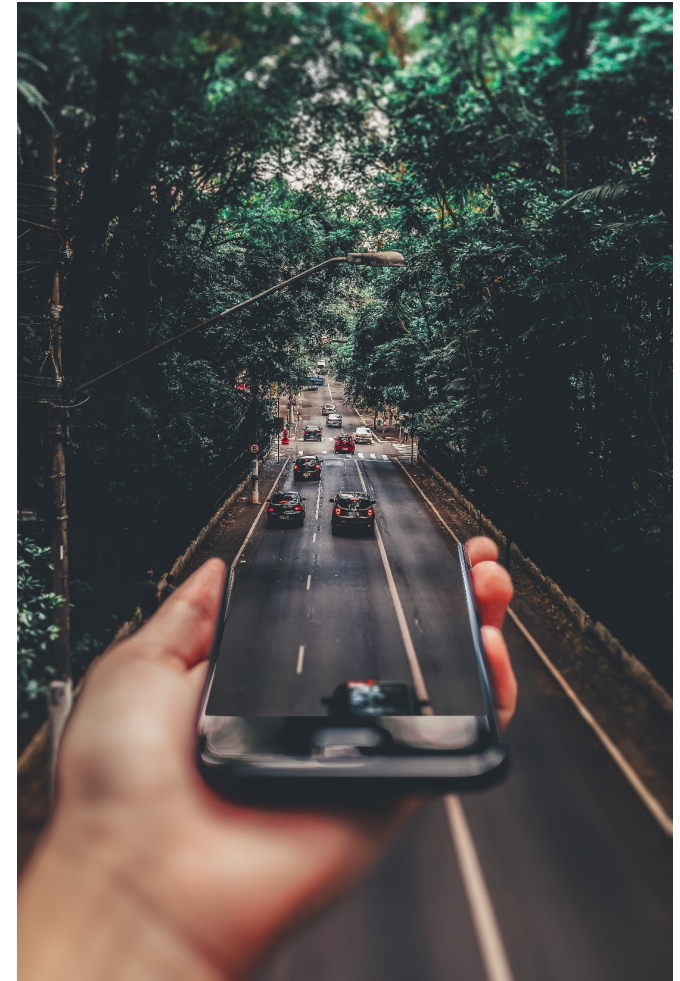


# What if **disability** was **difficult**?



# The Fourth Industrial Revolution

- What is it?
- So how does it link to people with disability?



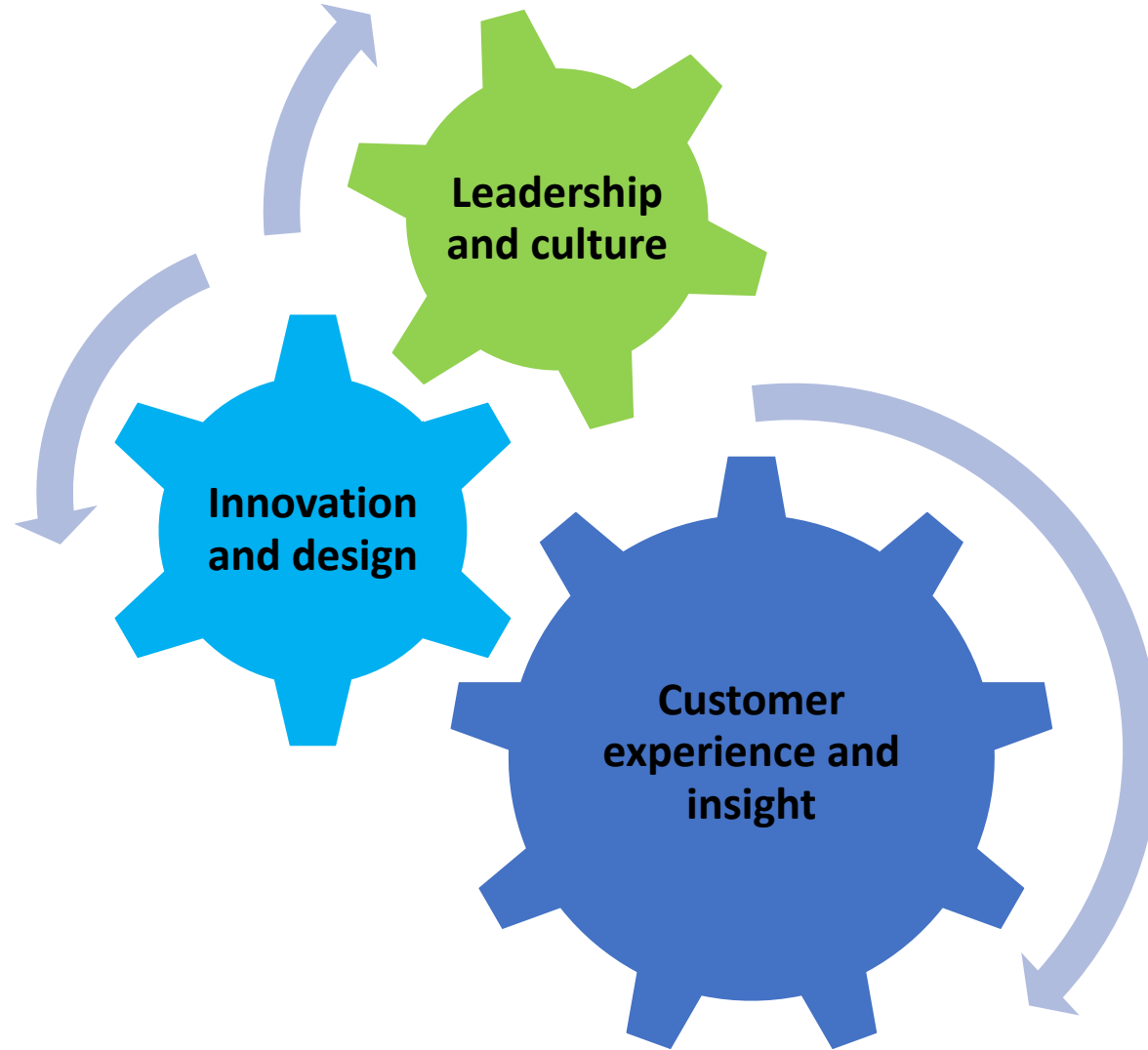
# Diversity matters!



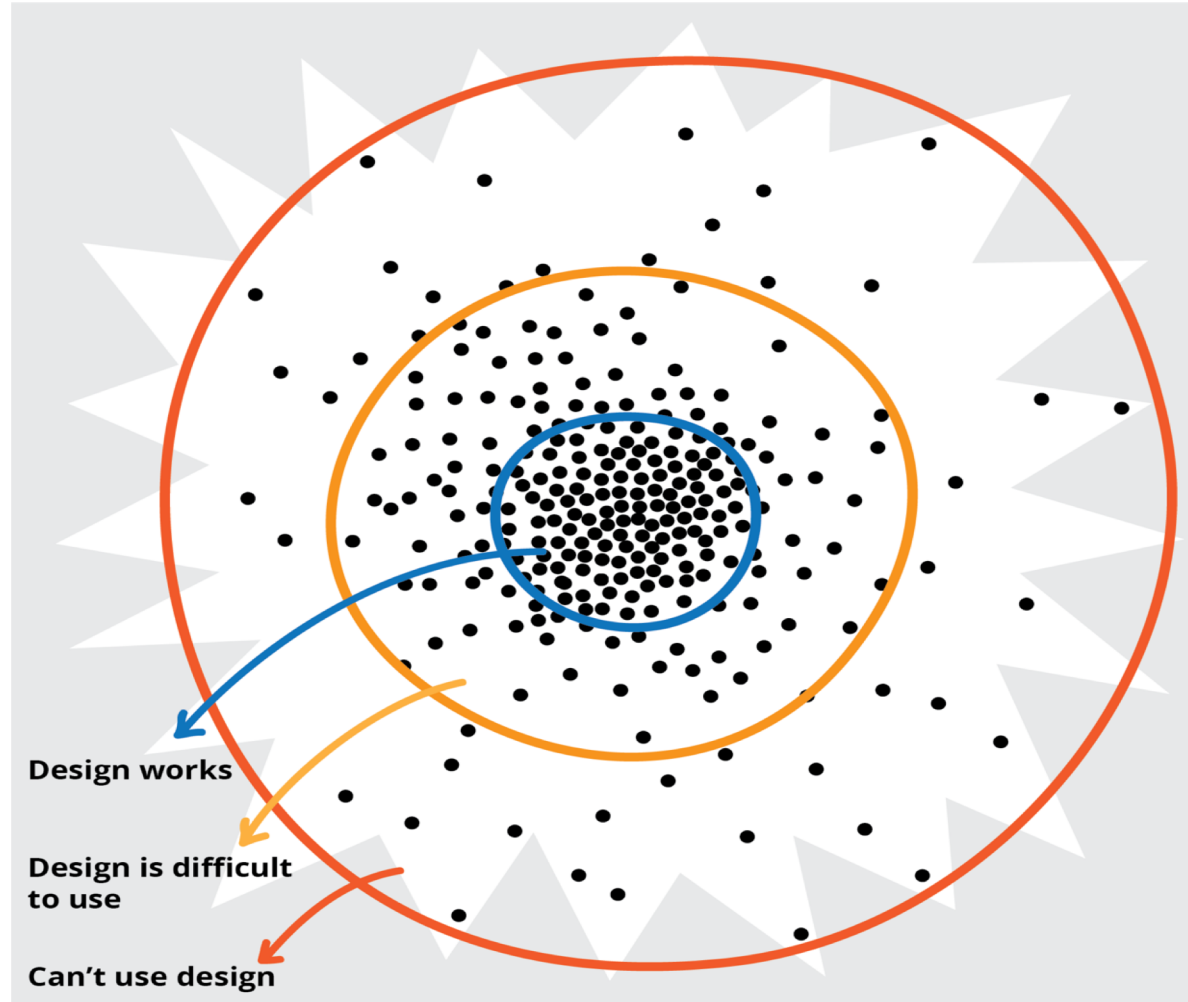
# Consequences of exclusion



# Creating value



# Recognise diversity



# What to think about

- What would stop someone accessing this information?
- What are the hacks that we can use for that?
- Including the right people in thinking and testing
- Bringing in the best partners
- Work across the journey – i.e. from the beginning to the end

# Inclusion examples



The assumption is that **everyone benefits from the same supports**. This is equal treatment.



**Everyone gets the supports they need** (this is the concept of "affirmative action"), thus producing equity.



All 3 can see the game without supports or accommodations because **the cause(s) of the inequity was addressed**. The systemic barrier has been removed.

# Thank you

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