DESIGN TACTICS
Use the tactics below to help analyze ways in which your design proposal can help more of us feel included.

ZOOM IN
Think about what makes you feel included.

What in your life makes you feel like you really belong?

What makes you feel excluded?

Be specific and come up with examples.

ZOOM OUT
Think about other people's experiences. You can use your own ideas about feeling included, or you can use the experiences of people you know.

How do you know someone feels included?

How can you tell if they don't feel they belong?

CONTEXTUALIZE
Context is the circumstances that help define a statement, an event, or a concept.

Understanding context is key to understanding your user.

Think about what aspects of context are important to consider when designing for inclusion. Some suggestions to think about might include: culture, gender, nationality, language, religion, and socioeconomic status.

SYNTHESIZE
Now that you have identified some key ways to understand a user and what makes them feel included (or excluded), it is time to put them all together to begin forming your next steps.

On your Design Obstacles Matrix worksheet, after identifying obstacles and possible solutions, jot down any ideas you have for further thought and development in the Next Steps column.