



## 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.**

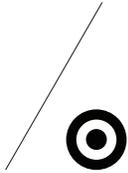
Understanding context is key to understanding your user.

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.



# DESIGN OBSTACLES MATRIX

Use the worksheet below to identify obstacles to inclusion and possible solutions to these obstacles.

OBSTACLE	SOLUTION 1	SOLUTION 2	SOLUTION 3	OTHER IDEAS	NEXT STEPS



## MAPPING INCLUSION

Defining exactly what problem to solve is an important first step for designers. Use the chart to identify something that makes you feel included. Think about how and why it makes you feel that you belong, and fill in the circles to examine this feeling. Add additional circles as needed and try to explore all possibilities.

