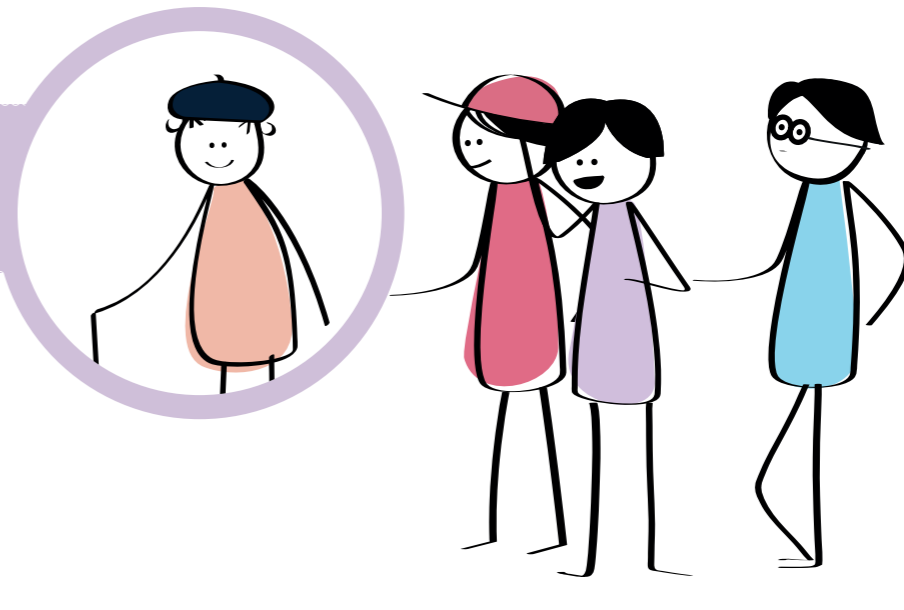


This is for all

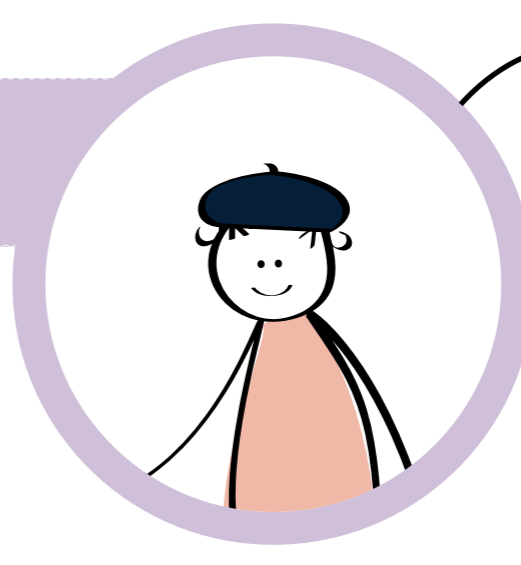
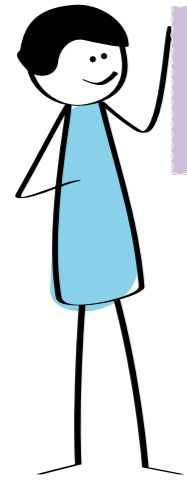
Improve life for everyone

Everyone has different needs at different times and in different circumstances. So when you design with groups who tend to be excluded, you often end up helping everyone.



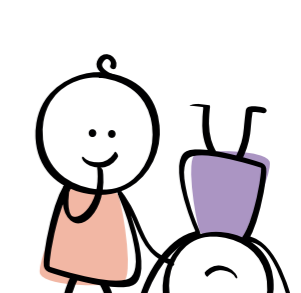
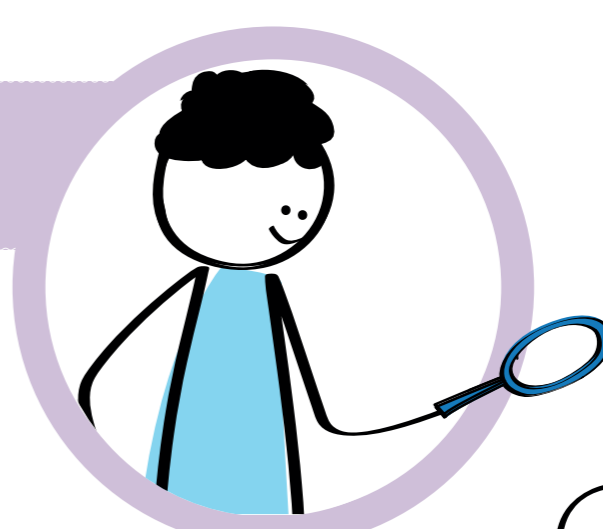
Design for real people

Inclusive design puts people in the center from the very start of the process, and those fresh, diverse perspectives are the key to true insight.



Learn from diversity

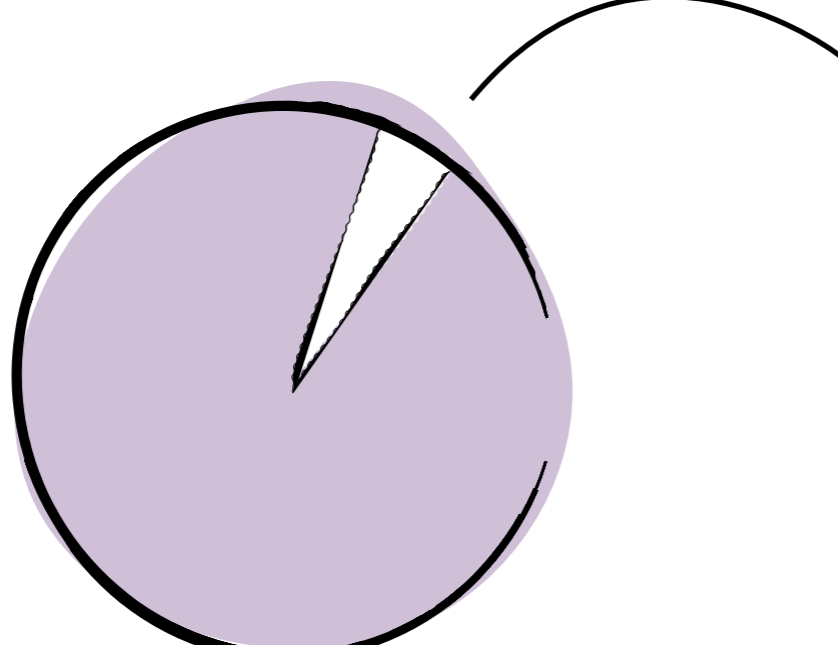
Everyone of us adapts to the world around us. Understanding the reasons and ways people get excluded gives us valuable learning opportunities that we can use to make better designs and products.



Understanding exclusion

10% of Swedes are never online

One million Swedes say that they have never or almost never used the Internet. That's almost 10% of Sweden's population. The majority of digitally excluded people are the elderly, people born outside Europe or low-income groups of society, that is the most vulnerable individuals.



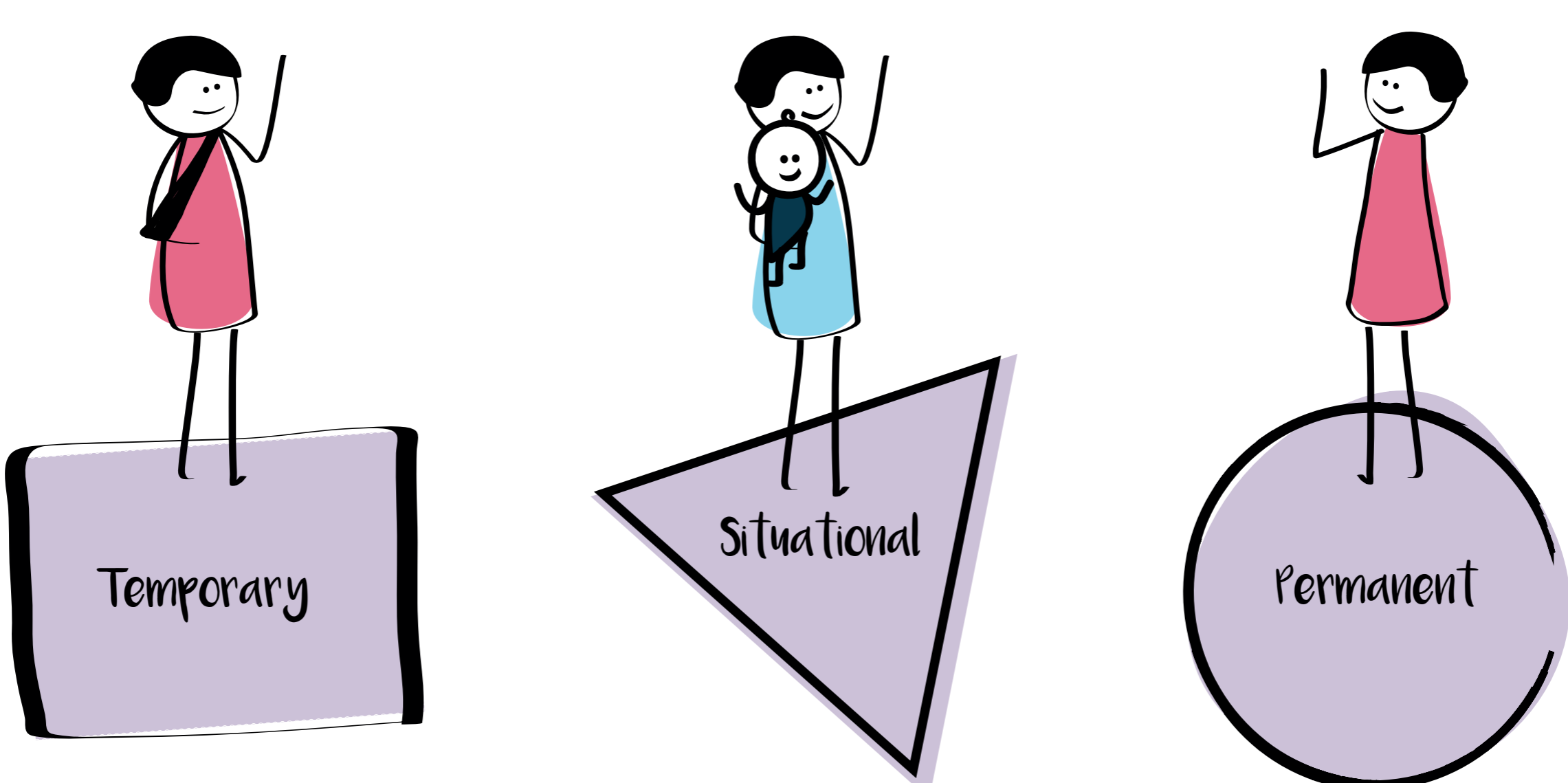
This is the digital divide

Not everyone has had the opportunity to take advantage of all the benefits of digitalisation, a phenomenon called the 'digital divide'. The majority of those excluded are the elderly, people born outside Europe or low-income groups of society. For example, 27% of women over 75 state to have never used the internet.



Exclusion has different forms

When it comes to people, there's no such thing as "normal." The interactions we design depend heavily on what we can see, hear, say, and touch. Assuming all those senses and abilities are fully enabled all the time creates the potential to ignore much of the range of humanity.



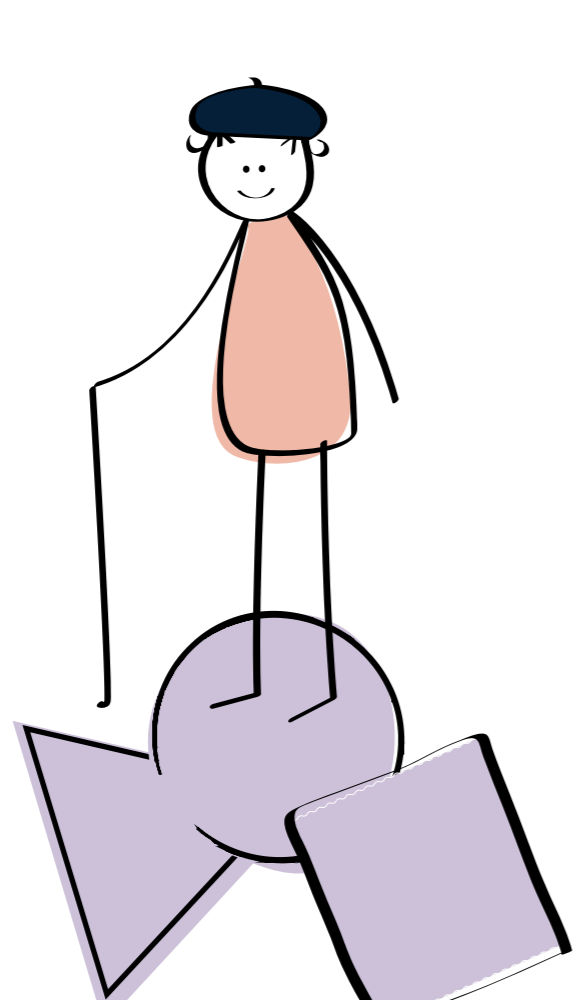
A temporary impairment affects people for a specific amount of time, like a broken arm, an eye operation or an ear infection.

A specific context or situation can also contribute to exclusion. For example being a new parent, a distracted driver or a heavy accent when speaking a second language.

A permanent condition like being blind, deaf or only having one arm can potentially put those people at a higher risk of being excluded.

Include the elderly!

Elderly people are often affected by digital exclusion. This has several reasons. To start with, the generation of elderly today didn't grow up with technology and has sometimes a hard time to adapt. In addition, getting old also brings with it a set of physical and cognitive conditions that aggravate the exclusion.



Inclusive design

A design methodology that enables and draws on the full range of human diversity. Most importantly, this means including and learning from people with a range of perspectives. It doesn't mean that you're making one thing for all people. You're designing a diversity of ways for everyone to be able to participate.

