Inclusive design resources

This set of resources was curated for designers and individuals in design-adjacent roles.
The resources are organized into general information, activities designed to build an inclusive mindset, resources by design role.

Created by Sara Dholakia
Visual & UX Designer
2023

General information & resources

Inclusive Design Principles

A list of inclusive design principles for anyone involved in the design and development of websites and apps.

Microsoft Inclusive Design

A collection of information, guidance, and activities created to foster an inclusive approach for everyone who helps create products & services.

Humane by Design

Guidance for designing ethically humane digital prudcts and services through patterns focused on user well-being.

The Inclusive Design Guide (OCAD University)

This guide provies insights, practices, tools, and activities to develop inclusive design practices.

Building for Everyone by Annie Jean-Baptiste

This book, by the head of Product Inclusion at Google, offers key strategies and processes for inclusive product design, marketing, management, leadership, and more that limits risk and increases profitability.

Biased by Design

Breakdown of the most common cognitive biases of designers with ways to combat those biases.

Ethical Design Guide

This site is a place to find and share resources on how to create ethical products that don't cause harm and is updated regularly.

The Micropedia of Microaggressions

This resource provides information on microaggressions and their impact.

Inclusive Design by Nielsen Norman Group

Comparison of inclusive design and universal design with a number of real world explamples of inclusive design.

Activities to build an inclusive mindset

Project Implicit Bias

The mission of Project Implicit is to educate the public about bias and to provide a "virtual laboratory" for collecting data on the internet. The site has tests designed to examine our own individual biases.

Microsoft - Inclusive design tools and activities

This primer on inclusive design includes a series of guidebooks, workbooks, activity cards, videos, and more.

Ontario Government Inclusive Design Toolkit

This toolkit includes infographics on inclusive design, inclusive design cards (available online and for download) to help insert inclusive design considerations into the process, accessibility guides, and resources.

New York Times: How to be more empathetic

Tips for building empathy.

Learning to Recognize Exclusion by Lesley-Ann Noel & Marcelo Paiva (Journal of Usability Studies)

Discussion of the need for recognizing exclusion and applying an inclusive mindset + how to do it. There are also activities for design teams to help develop a more inclusive mindset.

The Tarot Cards of Tech

While not directly related to inclusive design, this set of cards is designed to help creators consider the impact of technology including unintended consequences and opportunities to create positive change.

Positionality Template in Mural by Dr. Lesley-Ann Noel

This is an activity designed to be completed by teams to explore similarities, differences, and areas where additional perspectives may be needed.

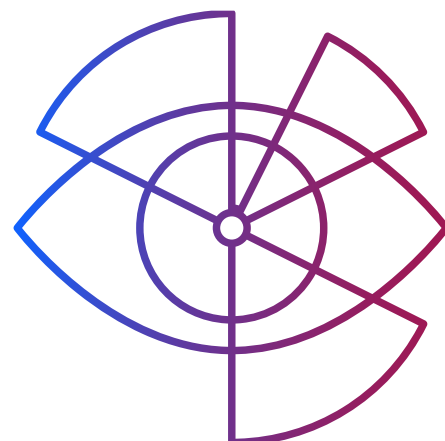## The Inclusive Design Guide (OCAD University) - Activities

This guide focuses on three dimensions of inclusive design: recognize diversity and uniqueness, inclusive process and tools, and broader beneficial impact. The site is divided into the following sections: insights, practices, tools, and activities.

American Psychological Association: Cultivating empathy

Evidence-based ways building empathy.

Intersectional Design Cards

These cards are designed to help teams explore and develop intersectional design solutions.

Accessiblility for developers & designers

IBM Accessibillity guide

This guide has tools and comprehensive guidance for implementing accessibility for digital products.

Mozilla MDN Accessibility

A great resource for learning about accessible design including WebAIM resources, checklists, tools, and guides.

A11y annotation kit by Indeed and Stephanie Hagadorn

Figma kit for adding accessibility annotations to designs.

Context is the most critical aspect of alt-text everyone seems to miss, article by Sheri Byrne-Haber

This article goes beyond the basics about alt text the rest of the web provides and deep dives into how to decide the correct amount of alt text.

The a11y project

The A11Y Project is a community-driven effort to make digital accessibility easier. The site offers build basics, info on conducting an accessibility audit, resources, etc.

WebAIM Contrast Checker

This tool allows you to enter colors (in RGB hex format) or to pick colors using sliders and will give pass/fail results for the color pairing.

Google developer documentation style guide

Google's guidance on creating inclusive, culturally aware developer documentation for a global audience.

Accessibility Handbook: Giving a Damn About Accessibility - ebook by Sheri Byrne-Haber with UX Collective

This downloadable guide serves as a practical accessibility handbook for designers.

UX & visual designers

A beginner's guide to inclusive design by Trina Moore-Pervall

A stellar exploration of what it is, why it matters, and lots of amazing resources, some of which are included here.

Inclusive Design: Creating Better Experiences for All, a guide by Maze

This guide presents an overview of inclusive design, explores the principles, and shares 9 inclusive design examples to learn from.

Institute for Human Centered Design: Resources

Includes an in-depth design guide for interactive elements, an inclusive design cheatsheet, and more.

Mismatch: How Inclusion Shapes Design by Kat Holms

Kat Holms, SVP of Product Design and UX at SalesForce, unpacks exclusion and the essentials of inclusive design.

It's time to transition to inclusive personas by Molly Malsam

An in-depth look at personas including their history and how to make personas more inclusive.

6 quick tips for desining inclusive forms by Trina Moore Pervall

This article presents tips about designing inclusive forms including accessibility and ways to respect privacy.

Neurodiversity and inclusion: Choosing kinder design by Sophie Clifton-Tucker

A primer with information about various categorizations on the Neurodiversity spectrum and offers recommendations about how to design for folks on the spectrum.

Beyond binary: designing for gender inclusivity by Anna E. Cook

This article recommends for designing content and forms to be more inclusive of non-binary folks.

Neurodiversity Design System

The NDS is a set of standards and principles that combine neurodiversity and UX design for Learning Management Systems. Design accessible learning interfaces supporting success and achievement for everyone.

UX researchers

A practical guide to inclusive research (A series of Medium articles)

This set of articles explains what inclusive research is, why it's so critical, and offers insight about how to make your research practices more inclusive. It also provides perspectives from people with disability in inclusive research, tips on how to get stakeholder buy-in, and how to reach out to disabled communities for research.

Diversity and inclusivity in UX research: How and why it matters by Elizabeth Chesters

This article explains the importance of diverse, inclusive UX research and offers recommendations on how to move toward a more inclusive research practice in the real world where budgets almost never allow for massive, representative user testing.

10 tips on how to get started with inclusive UX research practice by by Karin den Bouwmeester and Anna Efimenko

This article notes practical tips for inclusive UX research from the Unfolds conference.

How to conduct inclusive UX research, by Vale Querini for CareerFoundry

This article presents six best practices for making UX research more inclusive.

Content designers

A Progressive's Style Guide by Hanna Thomas and Anna Hirsch

This guide has best practices for content design that combats discriminatory language and includes lots of related resources.

The ultimate guide to inclusive UX writing by Emerson Schroter on CareerFoundry

What it is, why it matters, how to do it.

Oxfam Inclusive Language Guide

The language recommended is drawn from specialist organizations which provide advice on language preferred by marginalized people, groups and communities.