



From Zero to Ally: Creating a Diverse and Inclusive Workplace with Design Thinking



Hi! 🖐️



 @labceleste

Celeste Benavides
Agile Coach & Founder

inspirit®

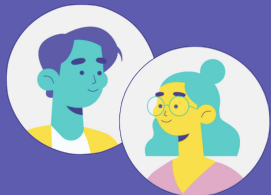


 @valee.crea

Valentina Navarrete
Agile Coach & Facilitator

inspirit®

WORK AGREEMENTS



Respect



We are all learning

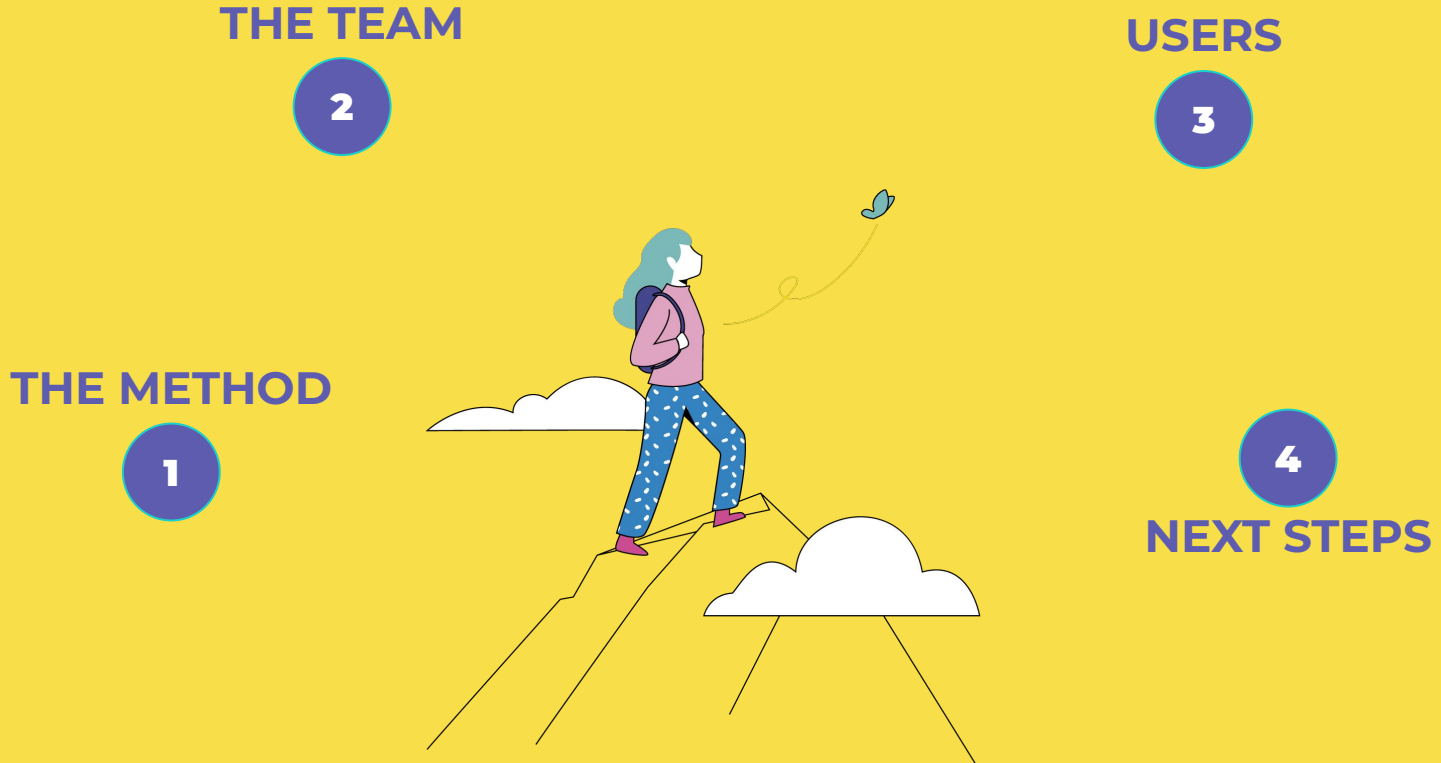


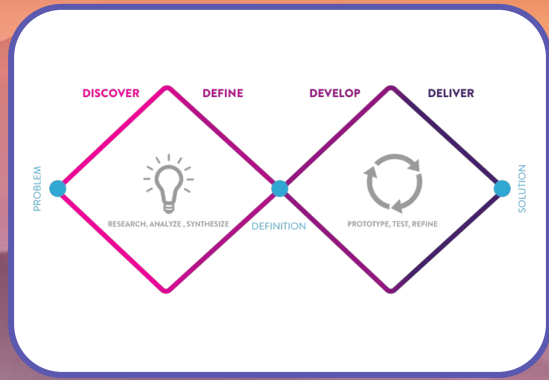
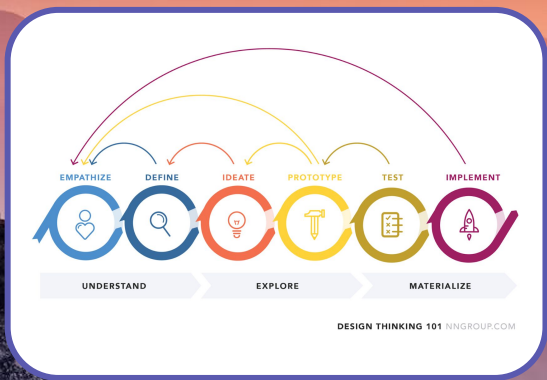
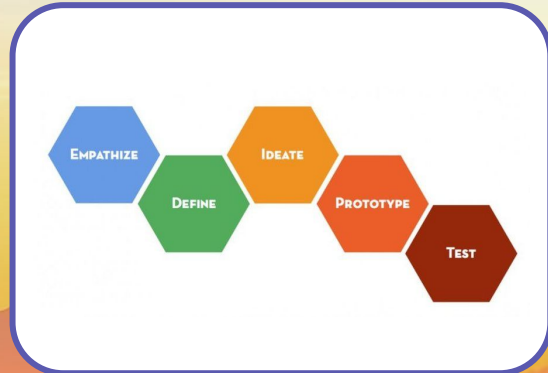
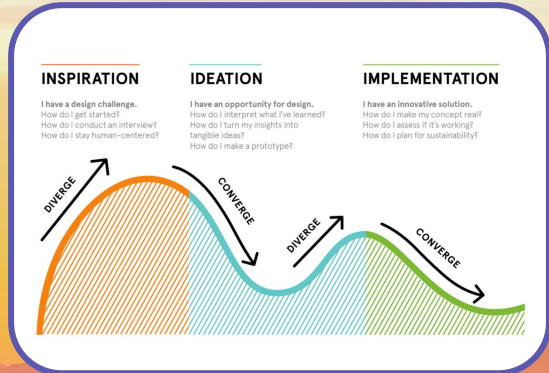
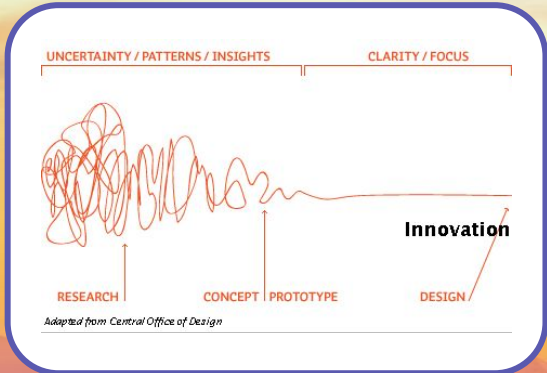
Listen carefully and speak
with intention



Act as an ally

FROM ZERO TO ALLY





UNCERTAINTY / PATTERNS / INSIGHTS CLARITY / FOCUS



Adapted from Central Office of Design

INSPIRATION

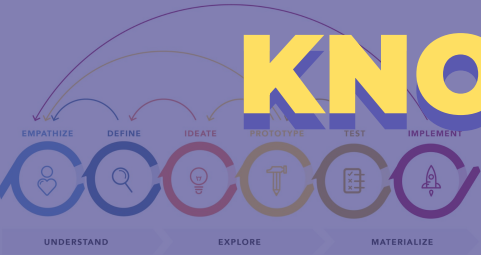
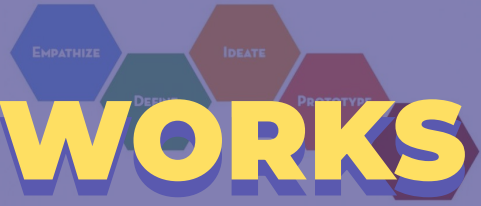
I have a design challenge.
How do I get started?
How do I conduct an interview?
How do I stay human-centered?

IDEATION

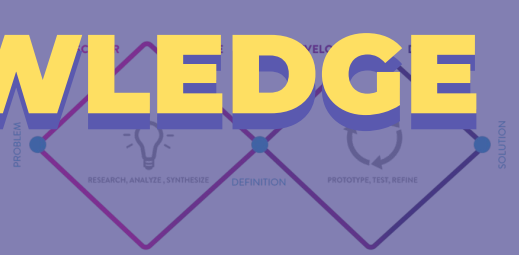
I have an opportunity for design.
How do I interpret what I've learned?
How do I turn my insights into tangible ideas?
How do I make a prototype?

IMPLEMENTATION

I have an innovative solution.
How do I make my concept real?
How do I assess if it's working?
How do I plan for sustainability?



DESIGN THINKING 101 NN/GROUP.COM



DIFFERENT FRAMEWORKS WITH THE SAME KNOWLEDGE BASE



David Kelley
IDEO Founder



SO, WHAT IS DESIGN THINKING?

“Design thinking is a **human-centered approach** to innovation that draws from the designer's toolkit to **integrate the needs of people, the possibilities of technology, and the requirements for business success**”

-Tim Brown, co-chair of IDEO

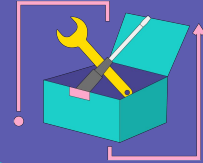


DESIGN THINKING IS:

**PEOPLE'S REAL
NEEDS**
[desirable]



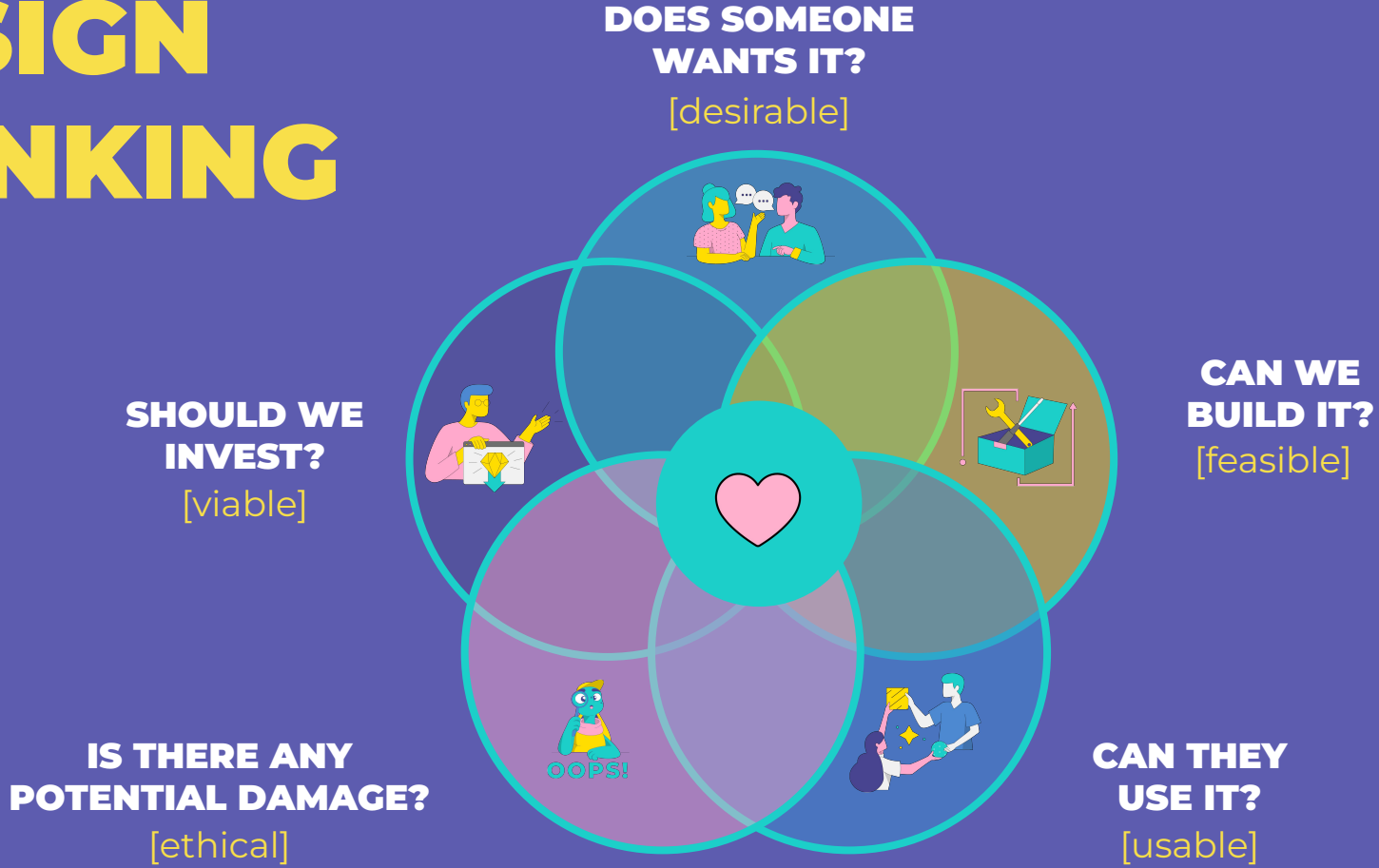
**BUSINESS
MODEL**
[viable]



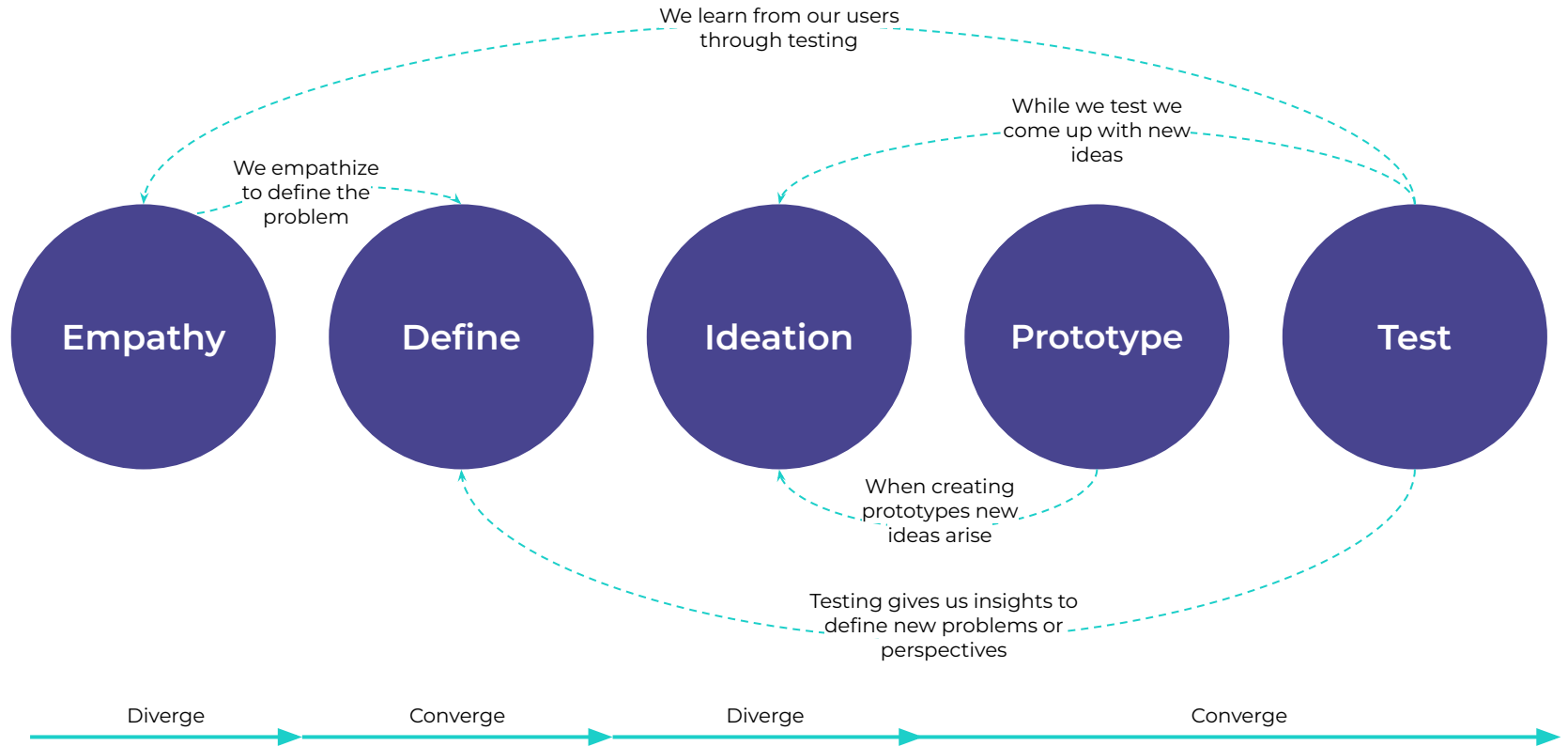
TECHNOLOGY
[feasible]



DESIGN THINKING IS:



DESIGN THINKING STAGES



NON LINEAR PROCESS



*Design Thinking is not limited to a process. **It's an endlessly expanding investigation***

- Sandy Speicher, ex CEO of IDEO.

FROM ZERO TO ALLY

THE TEAM

2

USERS

3

THE METHOD

Understand that **EMPATHY** is not just a stage, but a **map that I can ALWAYS** revisit



4

NEXT STEPS

FROM ZERO TO ALLY

THE TEAM

2

USERS

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THE METHOD

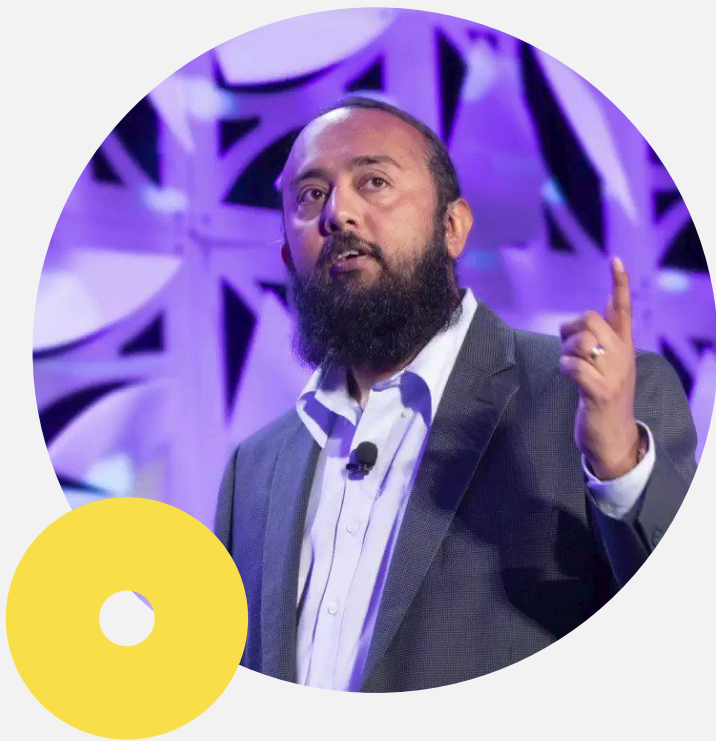
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4

NEXT STEPS

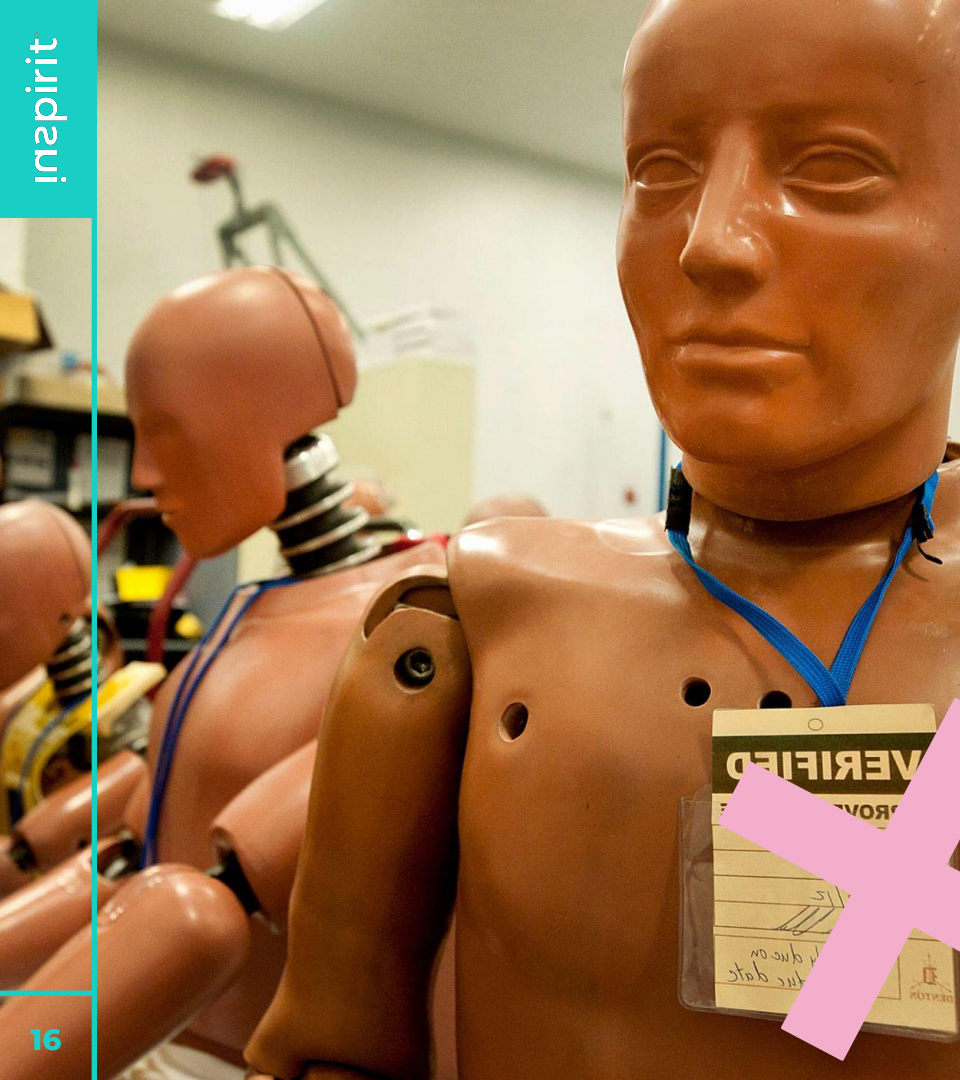


DESIGN TEAM



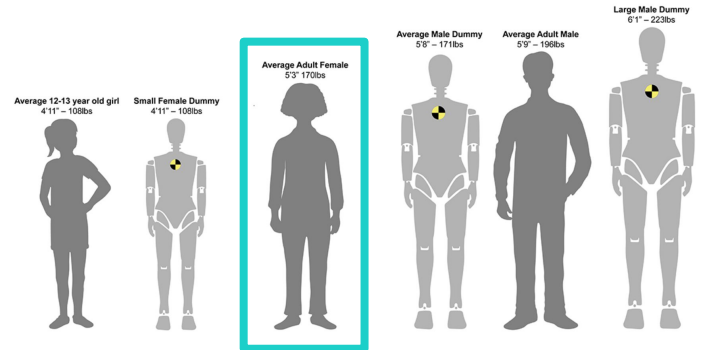
*“Many of the problems that users encounter in a new environment **are caused by design teams with biases and assumptions about how things should work.**”*

- Arin Bhowmick, Chief Design Officer SAP, Ex Vice Presidente & Chief Design Officer en IBM Products



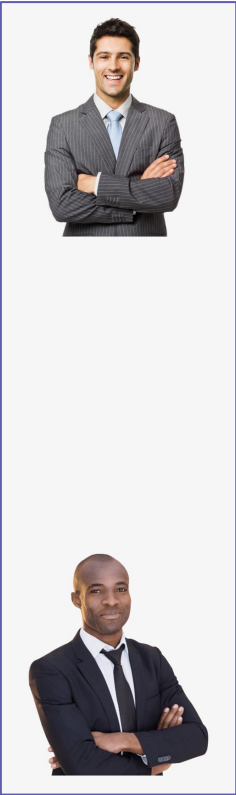
Crash Test Dummies have been created since 1971. Only in 2012 was the first test done with Crash Test Dummies with **average female morphology**.

Until that year, **women were 47% more likely to be seriously injured in actual crashes than men** (and 71% more likely for moderate injuries).



BIAS ON TWITTER PICTURES (2020)

FULL PICTURE ➔



TWITTER AUTO CUT





If you want to innovate, plan to work with diverse teams from the design of your session.

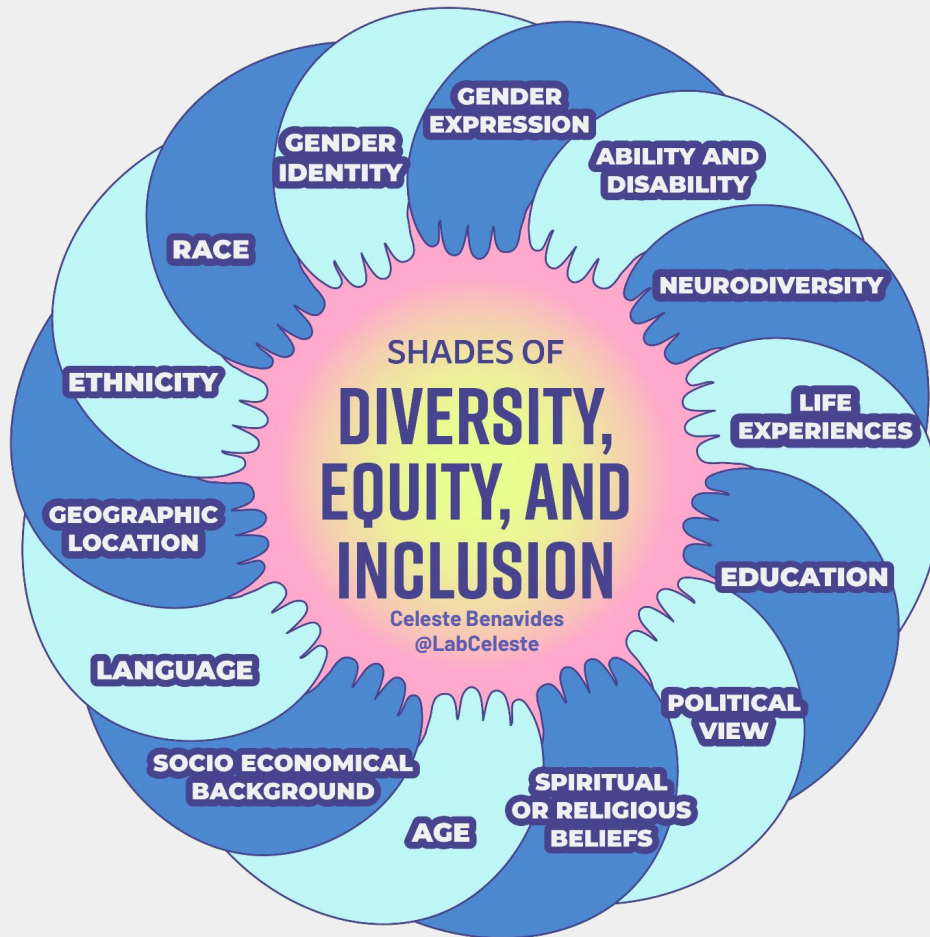
It is at the intersection of our differences that the most significant innovations originate.



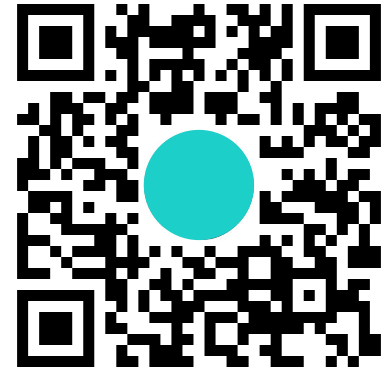
Power quick talk

What aspects of diversity would help your teams take a more inclusive look at the world around them?

4 min



Download the
Shades of DEI wheel



FROM ZERO TO ALLY

THE TEAM

Identify and intentionally include **DIVERSITY** in teams as a way to **integrate perspectives**

USERS

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Understand that **EMPATHY** is not just a stage, but a **map that I can ALWAYS** revisit

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NEXT STEPS



FROM ZERO TO ALLY



The first principle of the agile manifesto is:

Our highest priority is to satisfy the customer through early and continuous delivery of valuable ~~software~~ results.

Who is the client?

Who do we refer to as "Customer" in this case?



LET'S TALK ABOUT

EXTREME USERS

IDEO describes them as users “at the extremes of the bell curve” **who help us capture workarounds and interesting behaviors.**

SENIORS

Intuitive, functional, aesthetic, strength, flexibility, technological literacy

PEOPLE WITH DISABILITIES

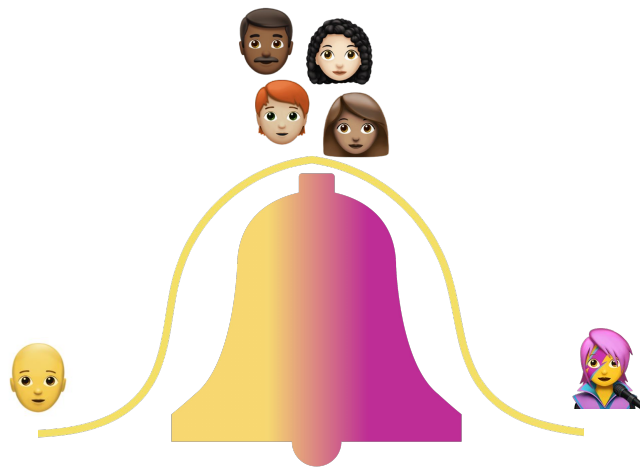
Visual, audible, tactile, strong, grip, accessible, functional

CHILDREN

Curiosity, small bodies, strength, coordination

CULTURAL DIVERSITY

Aesthetics, symbolism, value, function, context of use



DESIGN FOR DISABILITY



*When we design for disability first, we often come across solutions that are not only inclusive, **but are often better than when we design for the norm.***

- Elise Roy, disability rights lawyer and design thinker.

1808

Pellegrino Turri



Vint Cerf

1973



Bill Stumpf
& Don Chadwick

1994



1937

Joseph Friedman



1978

Ray Kurzweil

1876



Alexander Graham Bell



Power quick talk

What new ideas popped up after learning about the topics dealt with so far? (Method, Team, Users)

4 min

CHEAT SHEET FOR INCLUSIVE SOLUTIONS

Powerful questions to bring to life inclusive products & initiatives. These examples are inspired by the Inclusive Design Toolkit of Microsoft. Take them as a guide and build your checklist for inclusive solutions.

ABOUT

PHYSICAL ENVIRONMENT

Different environments allow different capabilities, show different limitations, and have different rules and social norms.

Ask yourself if somebody will use your solution in:

A house /
an apartment

Open air /
nature

In a car

Building /
office

Public
transportation

ABOUT

SOCIAL CONTEXT

Different social contexts bring different rules, behaviors, and social norms.

Ask yourself if your solution will be used by:

In solitary /
individually

Colleagues

In pairs

A crowd

Family / friends

COHERENCE

The exclusion can be caused by discordant or mismatched interactions between humans, humans with their environment, or humans with objects.

Check if your solution may present discordant between:

HUMANS + ACTIONS

Unable to
write

Unable to use
a smartphone

Unable to
hear

HUMAN + ENVIRONMENT

Extreme
climate
conditions

No wifi
available

High levels
of crime

HUMAN + OBJECTS

Seat too
narrow

Left-handed
person

Shelves too
high

SPECTRUM OF NEEDS

You can use the Spectrum of Needs to understand different realities related to permanent, temporary or situational disabilities. It is a quick tool to foster empathy and use different situations to start designing for specific needs, and be useful for broader audiences.

PERMANENT

TEMPORARY

SITUATIONAL

TO TOUCH
/ GRAB

Person with
one or no arm

Elbow
fracture

Person carrying
a baby

TO SEE
/ WATCH

Person with
blindness

Person who
just had eye
surgery

Person
distracted
while driving

TO
HEAR

Person with
deafness

Person with
ear infection

Bartender at
work

TO
SPEAK

Person with
permanent
damage to the
phono-articulatory
system

Person with
laryngitis

Person in a
foreign country
with strong
accent

FROM ZERO TO ALLY

THE TEAM

Identify and intention **DIVERSITY** in teams as a way to **integrate perspectives**

USERS

Consider **Extreme Users**, surprise yourself with their needs and challenge yourself to **include them all**.

THE METHOD

Understand that **EMPATHY** is not just a stage, but a **map that I can ALWAYS** revisit



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NEXT STEPS

FROM ZERO TO ALLY

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...
Next steps?



Start by assuming there are multiple unseen areas that you need to fill.

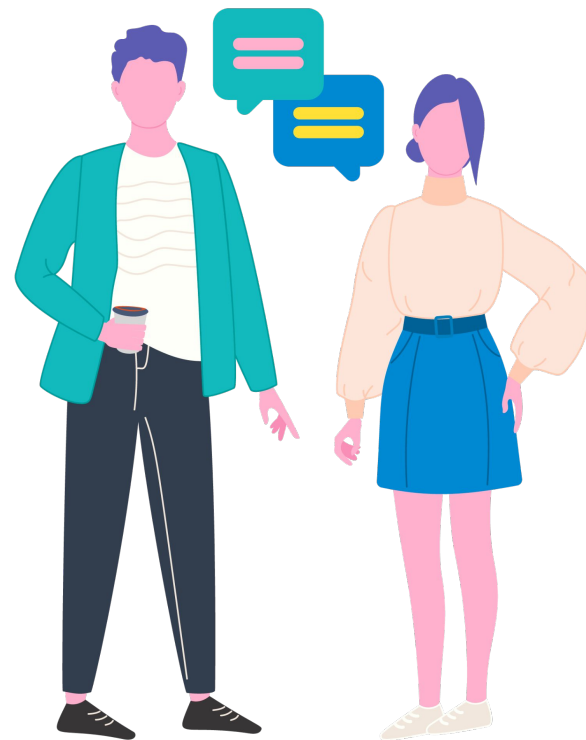
The experiences we build will deeply depend on what we can see, feel, hear, say, touch, and even perceive.

1 RECOGNIZE EXCLUSION

Exclusion occurs when we solve problems from our own biases.

It is not something that simply exists. **It's something we provoke.**

Acknowledging is the first step to moving forward.



2

LEARN FROM DIVERSITY

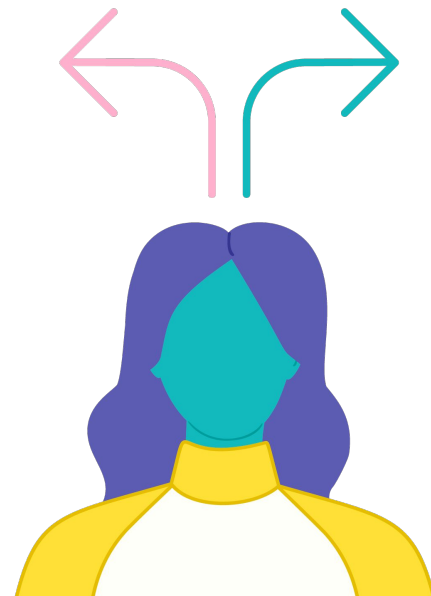
When the experiences do not fit with the needs of the People, they adapt. **Learning from that adaptation is your gateway** to learning from diversity and broadening the spectrum.



3 SOLVE FOR ONE, EXTEND TO MANY

There are universal ways that People experience the world. They all have motivations and build relationships. They all have abilities and limits to achieve them.

Inclusive design works across a spectrum of related skills, connecting different people in similar circumstances.





My education, birthplace, society, or culture may have shaped my current beliefs, but

I HAVE ENOUGH INTENTION AND STRENGTH TO CHANGE THEM.

- *Celeste Benavides*

Unveiling
unconscious biases

Looking for information

Wanting to learn
(not just know)

Cultivating my empathy

Listening to others



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Developing my Growth Mindset

BIBLIOGRAPHY



INTERACTION DESIGN
FOUNDATION

Web: Interaction Design
Foundation

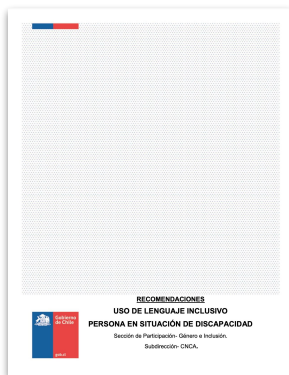


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Web: Design Kit
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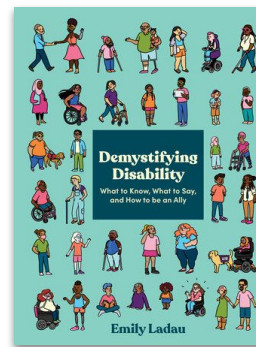
Charla TED Elise Roy:
Cuando diseñamos para la discapacidad,
todos nos beneficiamos



Uso de Lenguaje Inclusivo
Gobierno de Chile



Guía Básica de Discapacidad y
Capacitismo
Universidad de Málaga



Demystifying Disability: What
to know, What to say, and how
to be an Ally
Emily Ladau



Guide: Inclusive
Microsoft Design

Thank you!

Download the Cheat Sheet
for Inclusive Solutions



Download the
Shades of DEI wheel



Download the
full presentation



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