Personalizing interfaces: An inclusive design approach to increase access

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What is inclusive design?
Inclusive design is...

• Design that **benefits everyone**
• An ongoing **design conversation**
• An **invitation**
• A **catalyst** for new ideas
Extreme user?
Extreme user?

http://www.armor-tile.com/articles_docs/images_docs
Design that encourages

• Adaptation
• Participation
• “User-continued” design

http://blog.nzime.com
http://cocreatingourreality.com
One-size-fits-one

• Flexible
• Accessible
• Meet users where they are
Personalization is this:

![Personalized iPhone home screens](https://www.mavenlink.com/images/blog/mobile_home_screen/04-iphone.png) | ![Personalized iPhone home screens](http://www.flickr.com/photos/scobleizer/4779911251/)
One-size-fits-one

• **Content** that can be delivered in a form that people can understand and use

• **User interfaces** that can adapt to the needs, preferences and tastes of users—feel at home
Mismatch

- 5 minutes
- Find and discuss an example of a mismatch between a user and an interface
Why Personalized Interfaces?

http://www-03.ibm.com

http://www.thejournal.ie

http://inhabitat.com/

http://dc.about.com/od

http://insideupmc.blogspot.ca
Factors affecting user interaction with digital systems

- Environment
- Unique abilities
- Operating system/application variability
- Learning styles
Projects

- Cloud4All
- Prosperity4All
- FLOE
- Preferences for Global Access (PGA)
Goal

To design and develop flexible and accessible digital tools for personalizing digital interfaces, by

• Allowing users to explore, declare and store their preferences for a variety of contexts
• Allowing users to apply their preferences anywhere, on any device
Challenges to Personalization

- Getting users in the door
- Unobtrusive yet findable
- In-context preference discovery
- Learning to learn
- Will users change settings?
Group Exercise

• What kind of personal and public digital devices do you encounter in a typical day?

• What settings, if any, do you change on your devices? E.g. video volume, zoom level, language, etc.
  – What circumstances prompted you to modify those settings?
  – How did you modify those settings?

• Have you come across any devices that you wish to use but can’t?

• Are there any settings you think would benefit you, but are unavailable?
Personalization Interfaces
Personalization Interfaces

• Declaring needs
  http://demo.floeproject.org/demos/prefsFramework/ClimateChange.html

• Exploring preferences
  http://build.fluidproject.org/prefsEditors/demos/explorationTool/

• Video Player
  http://fluid-project.github.io/build.fluidproject.org/projects/videoPlayer/demos/Mammals.html
Personalization Interfaces

Text size

This is how most text will appear.

- 12 pt

Magnifier

OFF

save
Personalization Interfaces

- Search for more preferences
- English
- Adjust text size
- Adjust volume
- Speak text & visuals

A - A +
Personalization Interfaces
Summary

- Inclusive interfaces are one-size-fits one
- Mismatch is a design problem
- Interfaces that put users in charge are more sustainable/usable
Jutta’s email for reference only

– harnesses and enables peer production and feedback loops from previous matches
– it has nothing to do with the dominant conception of accessibility
– iterative self-awareness experience
– re-use and repurposing - we should learn from but also personalize what others have learned - diversity and commonality
– cannot leave the evolution or refinement of the terms to a formal review body. We need a well structured community process.
– answer to every question I'm convinced is diversity.
– smudges on glasses analogy for implicit bias
Thank you

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