

Equity & Inclusivity in User Experience Research

A Necessity, Not a Luxury



Today's Presenters



Eugenio Santiago
President

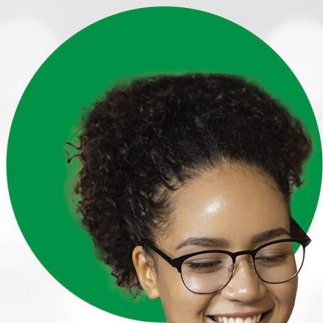


Tony Moreno
Director of UX Research





YOUR TRUSTED UX Research Partner



Actionable
Insights
that Keep Pace



Inclusive &
Equitable
UX Research



Diversity
is in Our Roots



We are Global

keylimeinteractive.com

Key Lime Interactive is a full-service UX research company, with a charge to deliver insights that result in **better designed and inclusive** products and services.



Diverse by Nature and by Design

Key Lime Interactive is an Equal Opportunity Employer and a proud member of the NMSDC.

We value the diversity of skills, experiences, and heritage of our team members and know that our differences are just as important as our similarities.

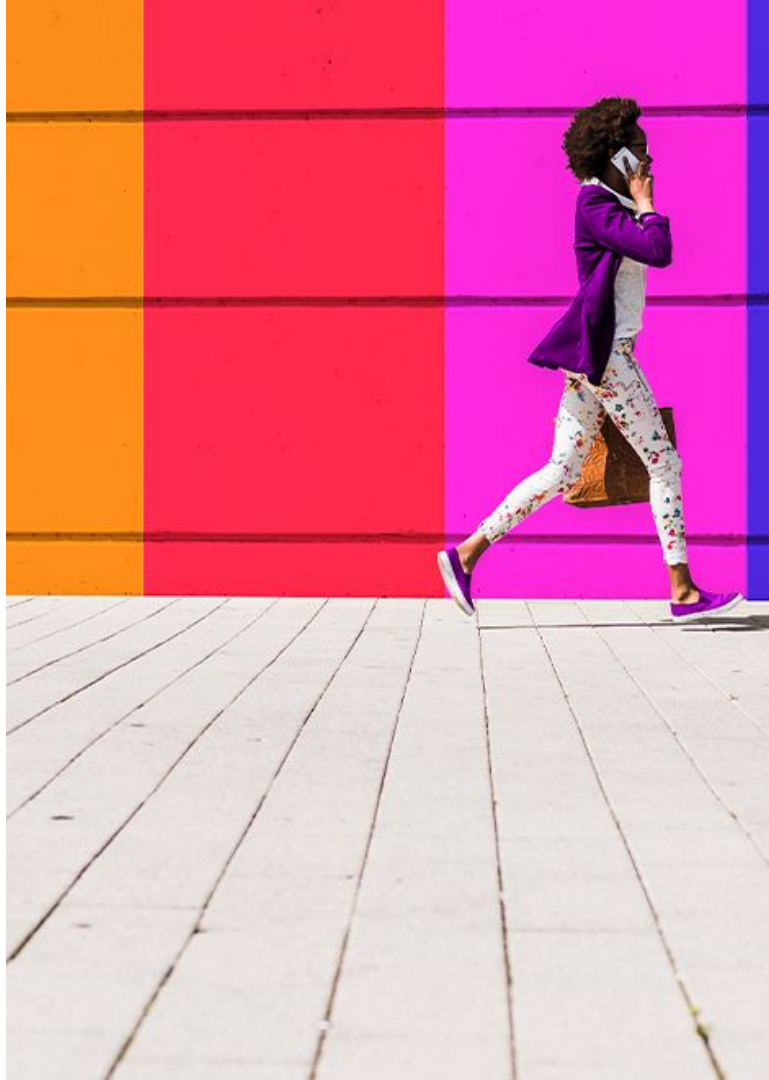
Women & Minority
owned business

Fighting for Representation
by applying our Inclusivity Index™ evaluation as part of the deliverable to help our clients understand areas of bias



During this session, you'll:

- **Learn** about best practices and considerations when incorporating equity and inclusivity into your UX research
- **Explore** examples of how inclusivity in research has positively impacted product and service design
- **Gain** actionable insights about tools and approaches to elevate your UX Research strategies, ensuring that your research is more equitable and inclusive



Best Practices

Equitable & Inclusive UX Research



GOING ALL-IN

- Position your organization as an **ever-evolving community** wherein diversity, equity, inclusion and accessibility are fundamental principles incorporated into every aspect of your research process
- Aim to build research approaches that ensure **all voices** are heard through more DEIA-friendly screeners, accessible research tools, and deliverables that highlight DEIA opportunities



CHANGE TAKES PRACTICE

- DEIA growth is an iterative **process**
 - A **“need to have”** not a **“nice to have”**
- Cultural transformation takes **practice**
- **Normalize communication**
 - Don't silo DEIA knowledge
 - Provide training about DEIA processes
 - Question-friendly environment



ESTABLISH A BASELINE FROM WHERE YOU CAN GROW

- **Baselines** help your organization:
 - Understand where you are today
 - Track change over time
 - Learn what metrics to focus on
- **Internal research resource** baseline measures include:
 - Accessible **research tools**
 - Accessible and findable **research repository**
 - Training



EQUITABLE & INCLUSIVE RESEARCH CONSIDERATIONS

When thinking about UX Research, **examples** range from:

- **Inclusive screeners**
- Studies that assess **inclusivity and accessibility** of a product or feature
- Deliverables that strive to meet WCAG accessibility standards

DEIA should also includes communication-based inclusivity, such as:

- The disadvantaged side of the **digital divide**
- Those whose **primary language isn't the dominant language**
- People who **only use smartphone devices** to communicate offline and online
- Populations **who live in areas where the Internet isn't secure and/or reliable**



Real-World Examples

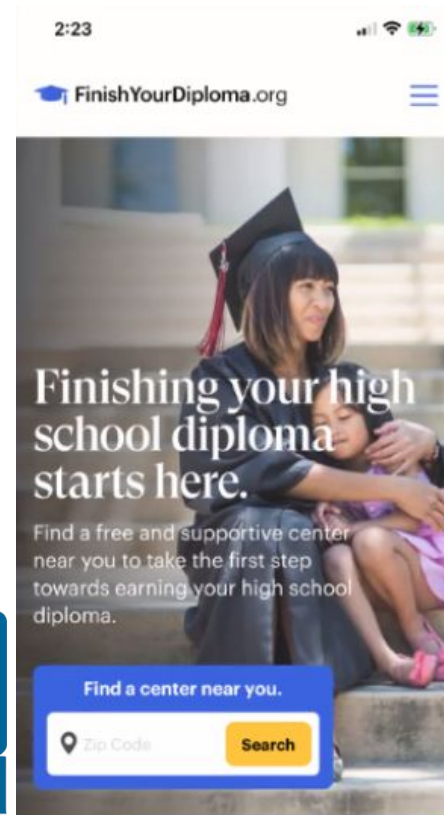
Elevated User Satisfaction



Real-World Examples | Elevated User Satisfaction

Bilingual Study for finishyourdiploma.org:

- **Intentionally bilingual** to enhance UX for those seeking a GED and were typically of lower socioeconomic status
- We identified the **core features** on the site **that need to stay**
- We **discovered missing content** that needs to be added to provide additional value to users and help them on their journey to obtaining a diploma or GED



Real-World Examples | Elevated User Satisfaction

Understanding the needs of the unbanked/underbanked:

- Before beginning this research for a financial client, we conducted a **cross-functional, multi-cultural internal design thinking workshop** to learn about our own biases, conscious and unconscious, for greater self awareness
- Allowed us to **see through the eyes of others to better empathize** with these users before creating our discussion guide as well as frame our final report and recommendations



Tools & Approaches

Ensuring Equitable & Inclusive Experiences

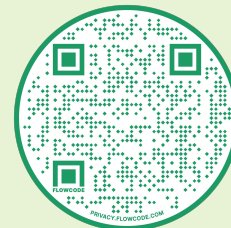


THINGS TO CONSIDER

- **Recruit. Better.**
 - More inclusive of traditionally marginalized or ignored voices
 - Implement a modern screener
 - Speak truth to power re: vendors
- **Design your research for all**
 - Accessible data collection
 - Accessible deliverables



INCLUSIVE & DIVERSE RECRUITMENT



Scan me!



The Inclusivity Index™ is a **3-point rating index** intended to highlight areas of under-representation for traditionally marginalized groups in society through the participant recruitment process.

Your Inclusivity Index Results



DEI Dimension

Rating

Notable Callouts

Racial Diversity

● **Under Represented**

Participants represented company demographics as well as US Census population distribution. However, there is over-representation of Caucasian demographics in this study.

Gender Identity

● **At Index**

Disability

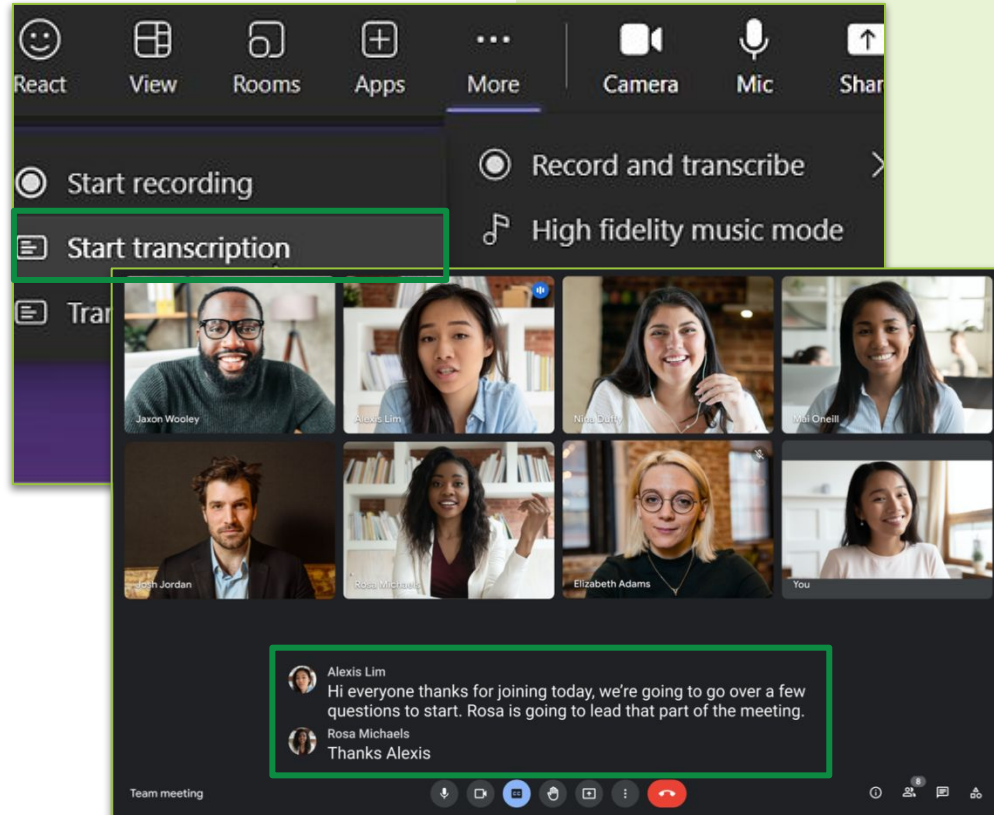
● **Progressively Represented**

Majority of participants were female. Due to the timeframe of the study and respondent availability, it was not possible to balance out gender representation in this study's focus group



CLOSED CAPTIONING & TRANSCRIPTIONS

- **Closed captioning for deaf or hard of hearing** respondents
 - helpful for **neurodiverse** participants
- **Transcriptions** support researchers with note-taking while moderating
 - With transcripts, researchers can go back and **review sessions and capture quotes asynchronously**



AN INCLUSIVE APPROACH TO MODERATION

Moderator identity and their influence on studies

- Research has shown we are more likely to disclose personal information to people who are demographically similar to us
(e.g., Cancio, Evans, & Maume, 1996; Cianni & Romberger, 1995; Greenhaus & Parasuraman, 1993; Greenhaus, Parasuraman, & Wormley, 1990; Ridgeway, 1987; Roberson & Block, 2001)
 - Shared experiences and relatability → trust, genuine interest, compassion
- For studies involving marginalized populations and/or sensitive topics, consider the gender, race, or other identities of the moderator



LET'S RECAP!

- **Go All-In**
- **Change Takes Practice**
- **Establish a Baseline where you can grow from**
- **Think about inclusive research on all fronts, from your respondents to your researchers**
- **Explore inclusive tools and approaches**



Q&A





Eugenio Santiago
President

Thanks for attending!

Visit us at Booth 504



Tony Moreno
Director of UX Research



Qualitative Research

