

INCLUSION MOMENT

INCLUSIVE DESIGN

Institution of
**MECHANICAL
ENGINEERS**



afbe | Association for
Black & Minority
Ethnic Engineers



Improving the world through engineering



INCLUSION IS INTENTIONAL EXCLUSION IS ACCIDENTAL.

Designers and engineers don't create barriers on purpose: we create them by default when we rely on our own lived experiences.



INNOVATION FOR SOME CAN BE A BARRIER FOR OTHERS.

The Good



OXO Good Grips Peeler
originally designed for
arthritis, now the gold
standard for everyone

The Bad



Touchscreen-only car dashboards.

Tactile buttons allow for "eyes-
on-the-road" use; screens
require visual focus, excluding
those with visual impairments
or motor-control challenges

The Ugly



Motion-activated soap dispensers

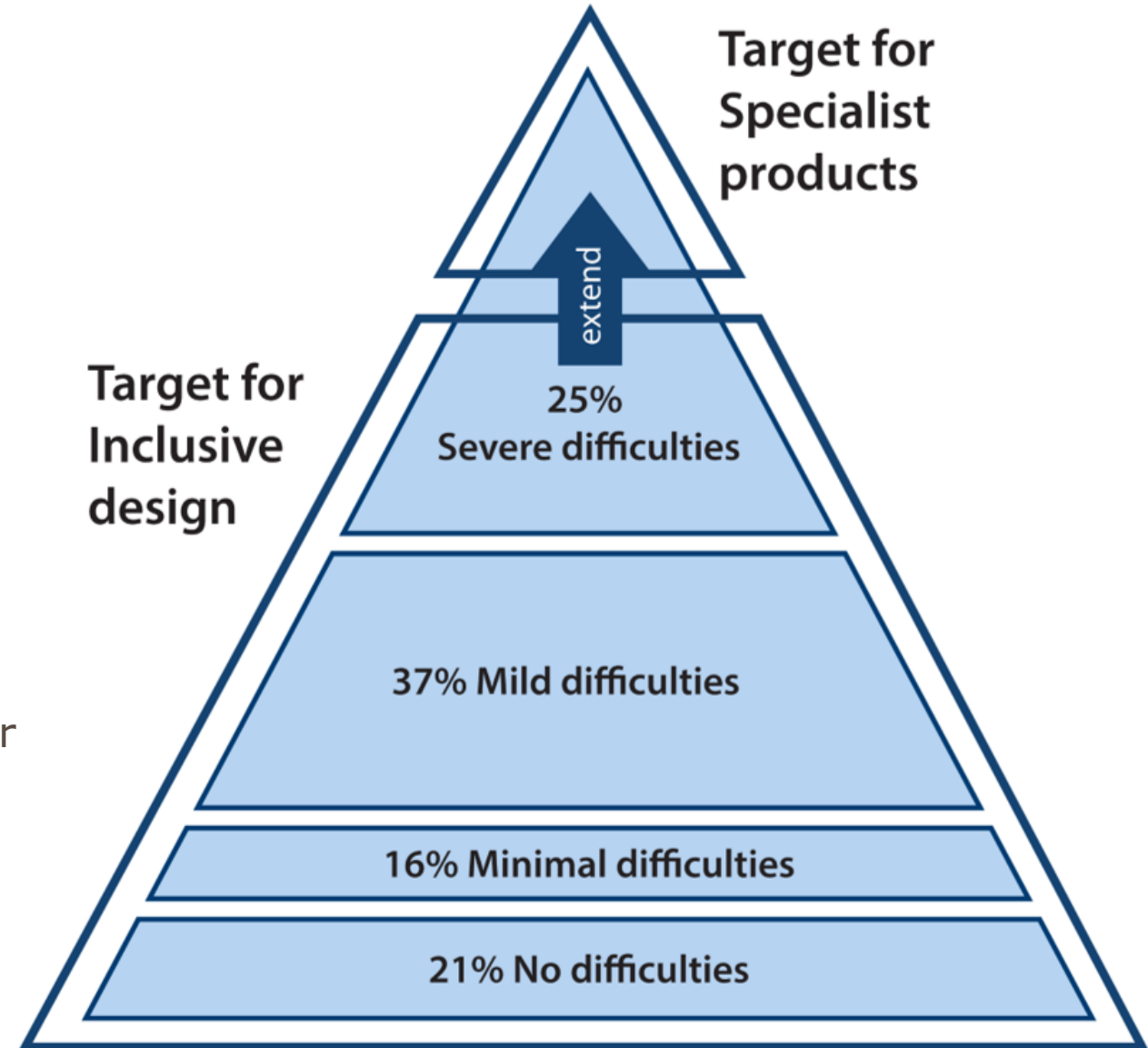
that fail to recognize darker
skin tones because they
were only tested on light
skin.

MOVE FROM "TESTING" TO "CO-DESIGNING"

The Shift: Don't just test your finished product on diverse users. Invite them to the **Requirements Phase**.

The Value: Baking inclusive specs into the project DNA is cheaper than a redesign and creates a better product for everyone.

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THANK YOU.



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