



Inclusive Experience Design

The Institute for Human Centered Design
October 11, 2022



Inclusive Design in Museums • IHCDesign.org



A 44-year old international education and design non-profit dedicated to enhancing the experiences of people of all ages, abilities and cultures through excellence in design.



IHCDesign.org • 200 Portland Street Boston, MA 02114 • 617-695-1225



Our Cultural Projects Team



Valerie Fletcher
Executive Director



Gabriela Bonome-Sims
Deputy Director



Ana Julian
Senior Project Manager



Anoop Sundararajan
Human Factors &
Inclusive Technology
Researcher



Janice Majewski
Director, Inclusive
Cultural and Educational
Projects

Our Core Beliefs

- Design is powerful and profoundly influences our daily lives and our sense of confidence, comfort, and control.
- Variation in human ability is ordinary, not special, and affects most of us for some part of our lives.
- If it works well for people at the edges of the spectrum, it works better for everyone.

Our Mission

To build client capacity to continue designing for inclusion, beyond one project and throughout all the organization does.

Our Primary Audience: People with Disabilities

- 26% of the population
- Disability prevalence in the U.S. highest among Black and Indigenous people
- 40% of people over 65
- Most disabilities are non-apparent
- Fastest rising reasons for disability are brain-based

Diversity, Equity, Accessibility, and Inclusion

“Museums are a vital part of how we tell the stories of who we are, who we’ve been, and how we will live together. We cannot claim to be truly essential to society if we are not accessible to all.”

American Alliance of Museums



DE+A+I

While museums today more broadly recognize that they must be inclusive of people who reflect the world's diversity in race, ethnic and linguistic heritage, gender, age, and all other societal groupings, people with disabilities are often still left out of the conversation.



DE+A+I

Disabled people are left out as a civil rights group in their own right and are forgotten as people who are a vital part of all other groups.

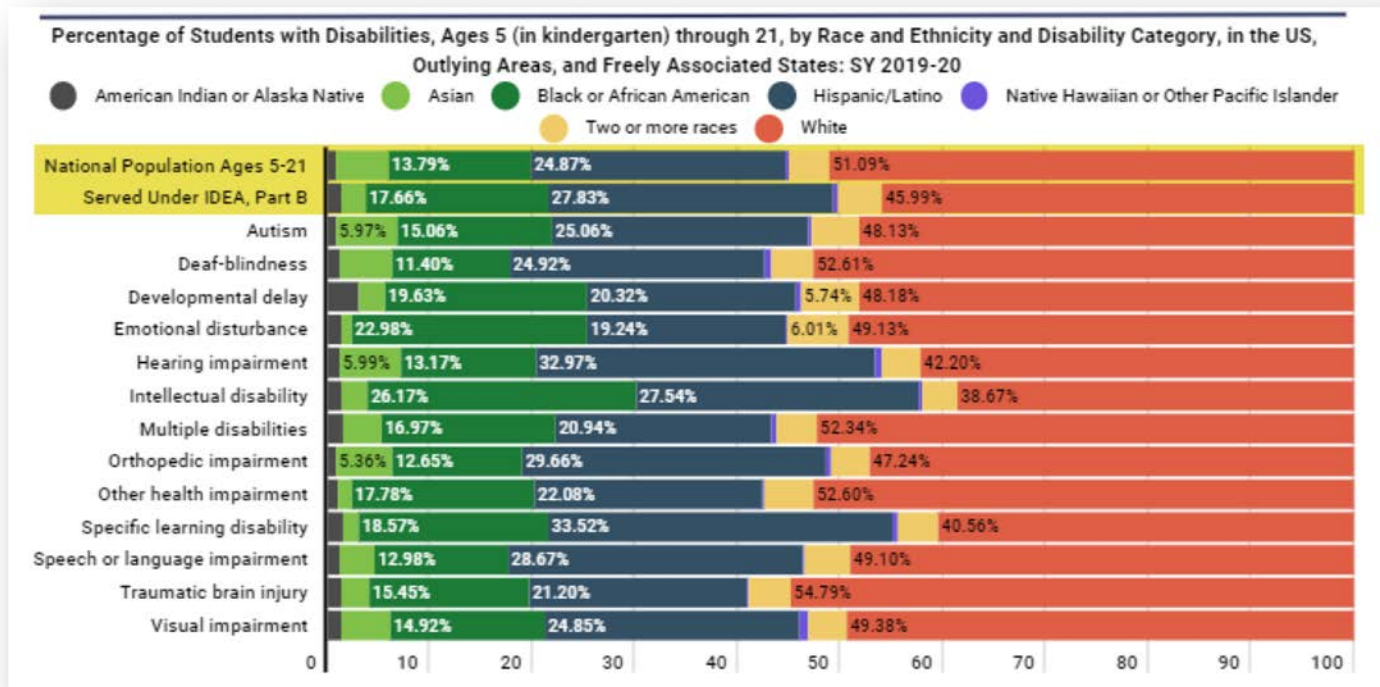
Disability is part of this acronym not only for Accessibility but for Diversity, Equality, and Inclusion as well.



DE+A+I

Museum experiences must be accessibly and inclusively designed and reflect in their content the diversity of people with disabilities and their intersectional identities.

It's not BIPOC individuals AND/OR people with disabilities



<https://sites.ed.gov/idea/osep-fast-facts-looks-at-race-and-ethnicity-of-children-with-disabilities-served-under-idea/>



IHCDesign.org • 200 Portland Street Boston, MA 02114 • 617-695-1225

If museums don't serve people with disabilities, they don't serve many other audiences completely either



<https://www.lgbtmap.org/file/LGBT-People-With-Disabilities.pdf>



<https://www.cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html>



<https://obamawhitehouse.archives.gov/blog/2012/07/26/archives-landmark-moment-americans-disabilities>

The Americans with Disabilities Act (ADA) in 1990 moved museums forward with its mandate for accessible design and integrated settings. The law emphasized the importance of design as a civil right.



Inclusive Design in Museums • IHCDesign.org

The 1997 Principles of Universal Design brought new creativity to integrated approaches.

IHCD, known then as Adaptive Environments, was an original author.

1. Equitable Use
2. Flexibility in Use
3. Simple, Intuitive Use:
4. Perceptible Information.
5. Tolerance for Error
6. Low Physical Effort
7. Size and Space for Approach & Use



<https://www.gallagherdesign.com/projects/u-s-olympic-museum/>



Inclusive Design in Museums • IHCDesign.org

“Universal design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.”

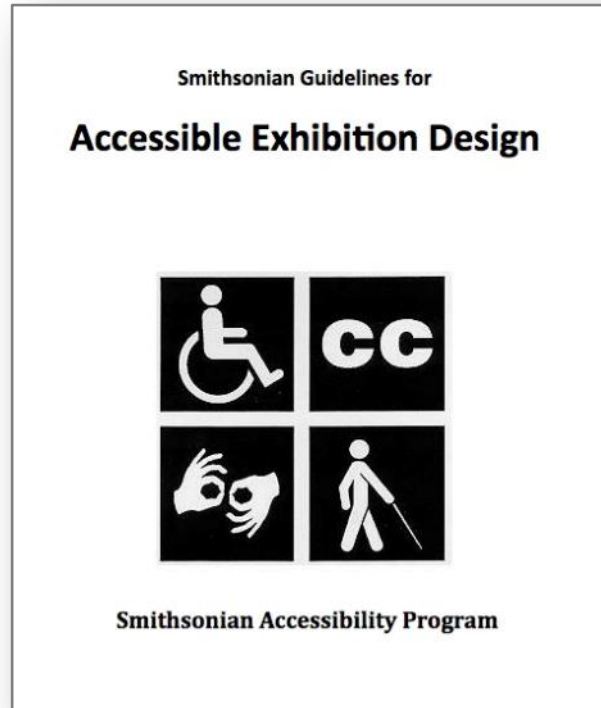
Ron Mace, architect



Inclusive Exhibition Design Guidelines

In 1996, the Smithsonian Institution used the ADA requirements as a baseline to expand and design inclusive exhibitions.

Jan Majewski served as the project's director.



Designing with User/Experts

- IHCD is deeply committed to designing with user/experts with disabilities, listening to people's voices, and ensuring everyone's representation in museum experiences.
- "We" don't design for "them." We design together for all of us.
- We believe absolutely that "us" is very diverse and we champion designs that are built with users and serve by addressing those rich differences.



Co-design, testing, and revision with a range of user/experts is vital



Courtesy of The Children's Museum of Indianapolis



Courtesy of the International Spy Museum



Courtesy of the National Park Service



Courtesy of the National Air and Space Museum

The goal: engage all museum visitors through inclusive design

