Hey Designers!
Do not forget to include me!

What is Missing in Your Inclusive UX Design?
Follow this guide which **includes** and **empathises** while designing **co-living** for a **diverse audience.**

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Think about the user !

- Utilize mixed methods/perspectives.
- Use the five-stage iterative process: Empathize, Define, Ideate, Prototype, Test, Implement (Rikke Friis Dam. 2023.)
- UX links human motivations and design by understanding why, what, and how. (Hassenzahl, 2011)
- Recognize and explore first-second-third person perspectives for inclusive design. (Smeenk, 2019)

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The process of design thinking is not linear!
It is an iterative process divided into five stages, and often occurring simultaneously, repeating with no specific order.(Rikke Friis Dam. 2023.)

Example: The problem comes when spaces are designed for both locals and internationals to live in, but during the design process only one of them is taken into account.

Don't just hear them, Listen to them!
UX integrates human motivations and design through why, what, and how interactions (Hassenzahl, 2011). "What" entails product capabilities, "how" involves design impact, while "why" addresses underlying motives and emotions.

Remember who you are designing for!
The Power of Different Perspectives: Recognizing and exploring diverse perspectives, especially international ones, enriches design effectiveness and inclusivity (Smeenk, 2019). Perspectives range from designer-centric to user-centric, impacting design context and inclusivity (Zhang & Wakkary, 2014).

You are not the only one who is using it!
Using First-Person Perspective, personal experiences, beliefs, culture, and routines shape design choices. For instance, closed shops on Sundays influence prioritizing online shopping and weekend services.

Example: Cultural factors like large windows reflect openness and community values, conversely, closed-off spaces may seem isolated. Design preferences vary across cultures, underscoring the importance of cultural sensitivity in design decisions.

Designers are not always right!
Use Second-Person Perspective to craft meaningful user experiences, as designers cultural influences, personal experiences, and societal norms must be considered. Understanding diverse cultures, including religious traditions and community dynamics, is crucial. Adaptability is key, as preferences in design can vary across cultural contexts.

The user knows best!
Designers should consider cultural norms, personal experiences, and societal expectations in user interactions. Use the Third-Person Perspective to recognize cultural diversity promotes inclusivity, acknowledging a wide range of user preferences and needs in the design process

One is no fun, let's create together!
Participatory design integrates diverse perspectives for co-creation, fostering human-centered inclusive design. Cultural insights, such as architectural preferences, ensure designs resonate with people's experiences and values. This approach ensures each individual feels represented in the design process

Hey designer I live here too!
Champion Co-Creation through empathy and collaboration, understanding human values and motivations for meaningful design. Engage users with dialogue and user-friendly tools, embracing diverse perspectives and evolving needs. Promote inclusivity, empathy, and adaptability for spaces resonating deeply with human experience.

Your designs are not mere structures; they are living entities that adapt and grow alongside the communities they serve!

Why do you need me?

- UX is holistic, subjective, and inclusive.
- Designing inclusive intrapersonal experiences.
- Mindset shift in design process.
- Proposed UX design factors: Design Thinking, Empathy, Human Value, Behaviors, Interpersonal and Intrapersonal Experiences.

UX is complex and subjective, requiring integration of inclusivity from the start. Cultural insights are often overlooked. To foster inclusivity and involve diverse backgrounds in design. These key factors need to be considered: Design Thinking, Empathy, Human Value, Behaviours and practices, Interpersonal and intrapersonal experiences.

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Do you really understand them?

- Follow the four-phase process: discover, immerse, connect, detach
- Foster genuine connections by embracing diverse perspectives
- Tailor solutions to users needs, human values, motivations, and pains
- Promote inclusivity

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Just try to understand the user too!
A designers role extends beyond designing functional or just visually appealing spaces. In order to understand how decisions are made and what motivates the user. It is crucial to consider decision making processes like the self-determination theory (Russel 2003).
Foster genuine connections and embrace diverse perspectives. Craft designs that include and enhance the experiences of international users. Prioritizing empathy and inclusivity ensure solutions that cater all users.

You CAN please them all!
It is essential to identify common needs that resonate with both locals and internationals, as locals may prefer semi-furnished or unfurnished houses, internationals may have different preferences. Everyone's needs can be covered, by prioritizing inclusivity, i.e. input from all target users, can ensure diverse perspectives and preferences in the design.

Every Individual differs
Inclusive designs prioritize diverse user needs and understand user motivations (Kerlin, 2019) that benefit locals and internationals. Designs should accommodate cultural norms, fostering coexistence and well-being without exclusion based on preferences or values.

Example: Many cultures have a different point of view on alcohol consumption in common spaces and can cause conflicts.

Practice makes perfect

- Use participatory design method, explore the third-person perspective.
- Encourage discussion for insightful feedback
- Address empathic and personal biases

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Behaviour and practices
UX goes beyond individual preferences, requiring dialogue and open-ended questions for diverse feedback. Designer backgrounds may introduce biases. Genuine empathy and inclusive design, free from biases, enrich user experience, fostering inclusivity.

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Interpersonal and intrapersonal experiences

- Recognize the impact of interpersonal and intrapersonal experiences.
- Collaborate with diverse stakeholders and manage biases for unique, inclusive experiences.

Designers should consider verbal, non-verbal, and physical interactions, showing empathy and sensitivity. Collaborating with stakeholders, enriches understanding. Personal reflections are crucial, yet managing emotions and biases is challenging. Openness about insights improves projects but requires managing biases.

Example: Co-living with diverse personalities: Introverts, extroverts and ambiverts. Some may feel joy and comfort, but some people may feel uncomfortable and prefer having their own space in which they have full control.
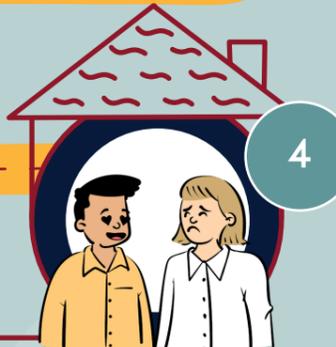
Learn from others' insights

- Personalize UX design methods based on user values for empathy
- Explore participatory design and include diverse perspectives.
- Create co-design contexts for inclusive experiences.

You will always learn more from other's insights!

This 4-step strategic design process (think, understand, design, reflect) will help you to include all individuals for inclusivity in co-living spaces.

Different UX Design methods personalised on the specific user's values, form empathic design strategies (Smeenk, 2016). Today in the world of internet it is easier to understand UX when we are heading towards globalization. However, at the same time, by AI and other emerging technologies offered to us, we are heading farther away from co-creation since many are seeking insights from easy and ready to use machines and information providers, detached from the human aspect. Do not be afraid to explore methods, like Co-creation and include different design perspectives. Realise that there is no ideal solution.

Get inspired by others experiences and create co-design contexts!

By following these steps, you have the power to design for everyone!

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