

Social Inclusion

Towards more socially inclusive Digital Building Logbooks

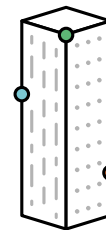
An introduction

ir. Sun-Ah Hwang (s.a.hwang@tudelft.nl)

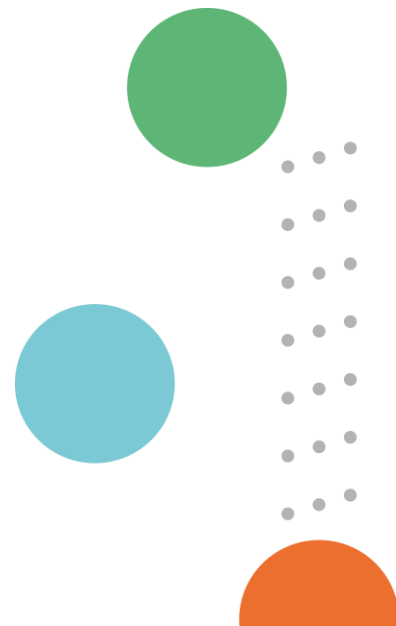


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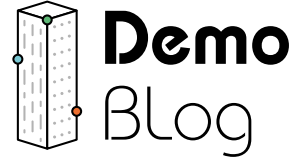
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Demo
Blog



Social Inclusion in Design

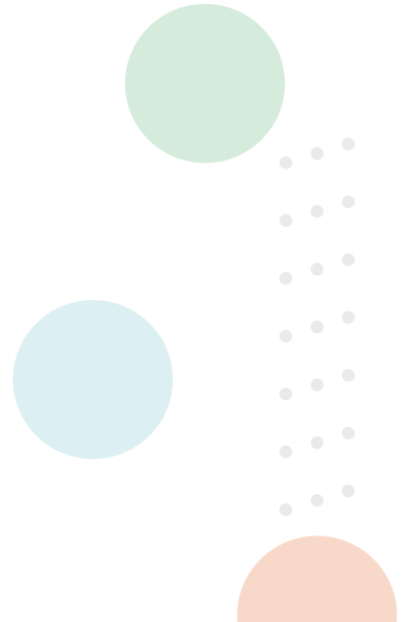


- **Design** plays a vital role in reaching and impacting various groups. A well thought out design can attract the intended audience, but it might also **unintentionally exclude others**.

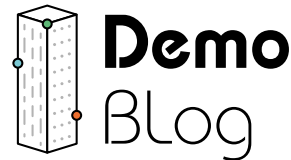


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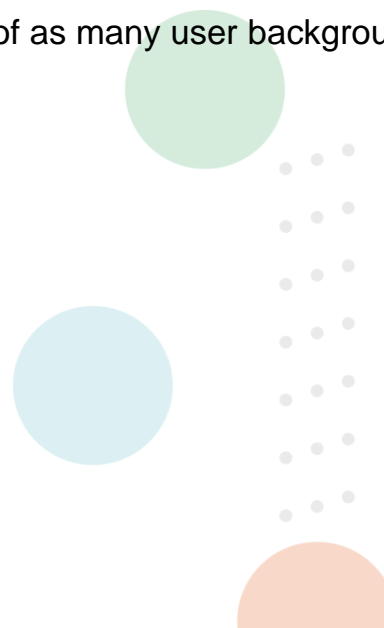


- **Design** plays a vital role in reaching and impacting various groups. A well thought out design can attract the intended audience, but it might also **unintentionally exclude others**.
- A **socially inclusive product experience** is founded on a deep understanding of as many user backgrounds and abilities as possible.

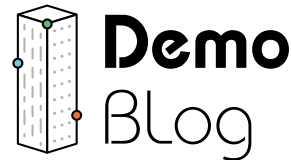


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Social Inclusion in Design



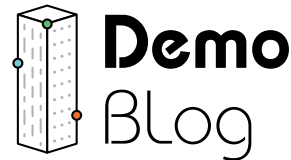
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- A **socially inclusive product experience** is founded on a deep understanding of as many user backgrounds and abilities as possible.
- **Inclusive design principles** incorporate methodologies to help designers identify the potentially excluded user groups to address their needs.



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Social Inclusion in Design



- **Design** plays a vital role in reaching and impacting various groups. A well thought out design can attract the intended audience, but it might also **unintentionally exclude others**.
- A **socially inclusive product experience** is founded on a deep understanding of as many user backgrounds and abilities as possible.
- **Inclusive design principles** incorporate methodologies to help designers identify the potentially excluded user groups to address their needs.
- The objective: *To fulfill as many user needs as possible, not just as many users as possible.*



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Inclusive Design Principles



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How to Design Inclusively

1. **Recognising the Target Audience:** Create detailed personae



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How to Design Inclusively

1. **Recognising the Target Audience:** Create detailed personae
2. **Diving into their Experience:** Mapping the customer journey



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How to Design Inclusively

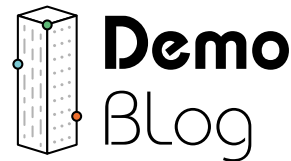
1. **Recognising the Target Audience:** Create detailed personae
2. **Diving into their Experience:** Mapping the customer journey
3. **Involve the end-users in design:** Actively gather their feedback



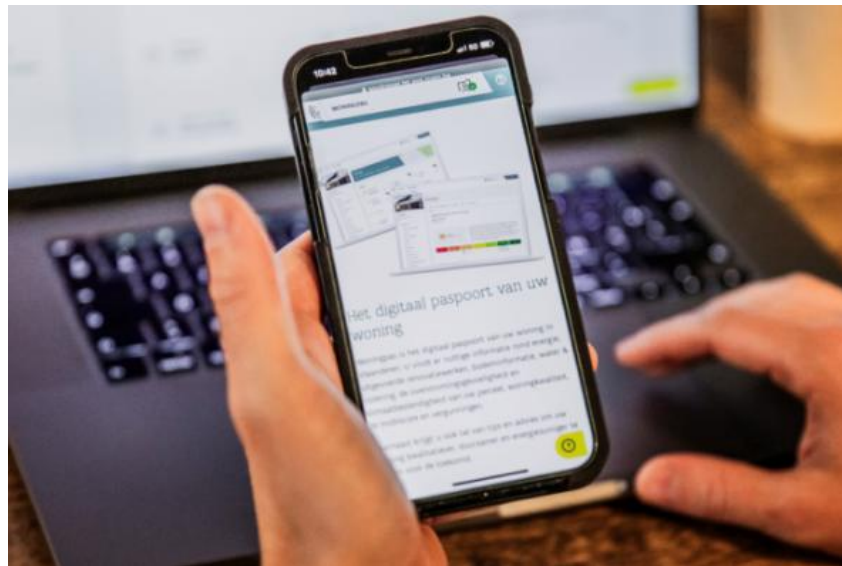
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How to Design Inclusively



1. **Recognising the Target Audience:** Create detailed personae
2. **Diving into their Experience:** Mapping the customer journey
3. **Involve the end-users in design:** Actively gather their feedback
4. **Validate early and often:** Organise user tests in an early phase



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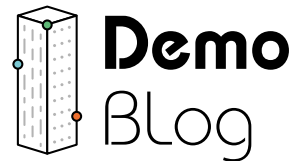
Socially Inclusive Practices in Demo-BLog



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Inclusive Practices: CHIMNI (UK)

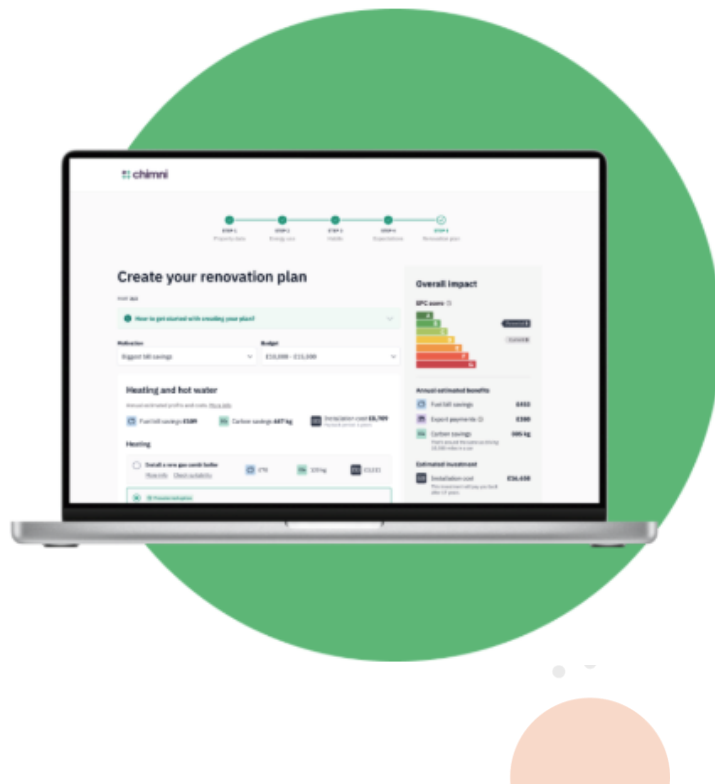


Increased usability

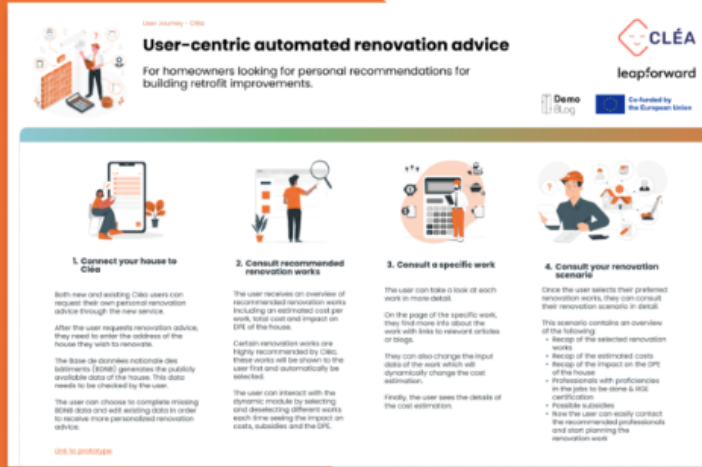
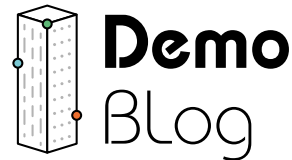
Pilot: **CHIMNI logbook**

Developed iteratively through various workshops, user testing & feedback sessions, the new renovation advice tooling for Chimni's logbooks provides users with personal renovation plans.

It streamlines property connections with key databases and simplifies customisation. It also provides users with essential information on available grants and loans.



Inclusive Practices: CLÉA (FR)



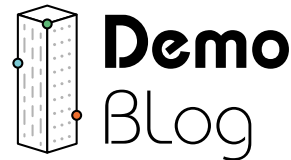
Implementation for a wide audience

Pilot: Cléa logbook

With more than 100 000 users, the Cléa platform is one of the biggest digital building logbooks in France.

While developing the new service for user-centric automated renovation advice, thorough research is done with multiple stakeholders in order to determine how to implement this service for an as wide audience as possible.

Inclusive Practices: CAPSA (DE)

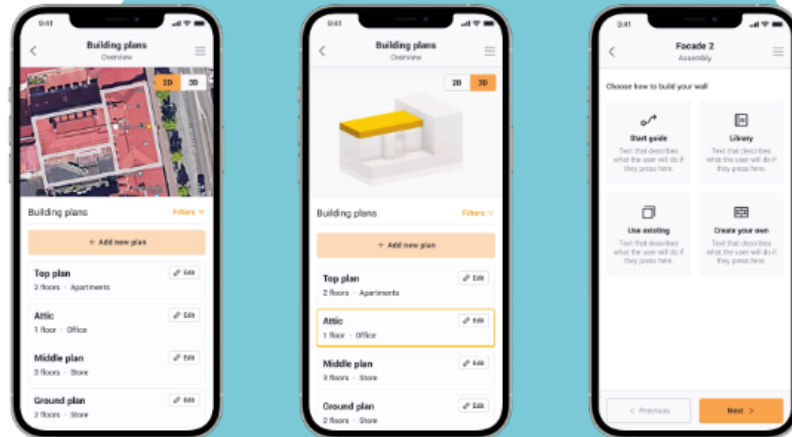


Accessible UX patterns for improved data input

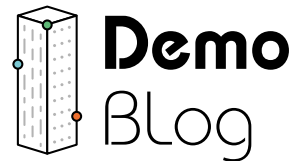
Pilot: [CAPSA logbook](#)

The CAPSA mobile input application is used by various people in challenging conditions (e.g., outdoors when it is raining). To make sure users input the right data, various accessible UX patterns were introduced in the second version of the app.

The patterns relate to clear signaling when a task is about to start or when it is finalised, increasing color contrast for important notifications and buttons and logical UX patterns for improved input.



Inclusive Practices: Woningpas (BE)



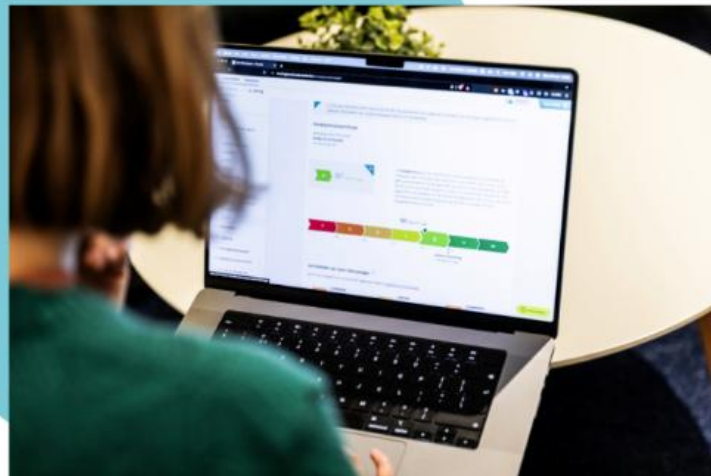
Adhering to WCAG standards

Pilot: **Woningpas logbook**

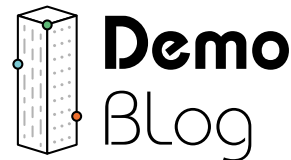
In 2018, the government of Flanders launched Woningpas, a digital building logbook for Flemish homeowners.

Given the governmental nature of the platform, digital accessibility must be considered. By adhering to the WCAG guidelines, the building logbook is made easily accessible to all users. These guidelines are founded on four principles of web accessibility: perceivable, operable, understandable, and robust.

Periodically, an audit is conducted to scan the accessibility of the platform, incorporating feedback into subsequent adjustments.



Inclusive Practices: CIRDAX (NL)

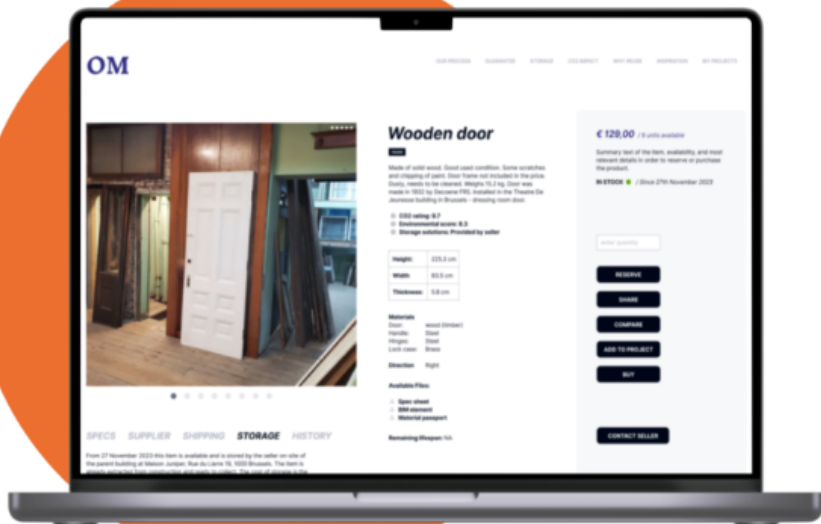


Qualitative concept- and user research

Pilot: **CIRDAX logbook**

To ensure that CIRDAX and Re-Use Materials accurately understand the needs, preferences, and constraints of their target audience—architects in Belgium—a qualitative concept and user research study was established.

Seven interviews were conducted with various types of architects. Through rapid prototyping, multiple concepts for reusing materials were tested and evaluated.



Social Inclusion Playbook

A Demo-BLog Deliverable



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Social Inclusion Playbook

<https://demo-blog.eu/resources/social-inclusion-playbook/>



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How to build an inclusive digital building logbook and why it is important



What is social inclusion?

Social inclusion and inclusive design embraces diversity, ensuring that products and environments are accessible, usable, and enjoyable for people with a wide range of abilities, ages, and background. By considering varied user needs and limitations, inclusive design fosters innovation, extends market reach, and enhances user satisfaction and loyalty.

[Read more about social inclusion →](#)



How to ...?

Include relevant stakeholders

Incorporate accessibility into development

Understand user needs and limitations

Design inclusively

Apply an inclusive design project approach

How is inclusion practised in the DBL pilots?

Measure impact over time

Meet EU's regulatory compliance and standards

Tools & templates

In this overview you find tools and templates that you can print out and use them individually or in group. The templates are pre-designed exercises that serve as

Social Inclusion Playbook

<https://demo-blog.eu/resources/social-inclusion-playbook/>



leapforward



Tools & templates

In this overview you find tools and templates that you can print out and use them individually or in group. The templates are pre-designed exercises that serve as a framework for creating documents, designs, or projects. They provide a starting point, where you can build on.



Inclusive stakeholder mapping

Mapping out all possible interesting stakeholders



Persona

Understand your target audience



Customer journeys

Capture your end user's wants and needs



Inclusive recruitment

Include all population groups



Interviews & user testing

Listen to what users experience



User research methods selector

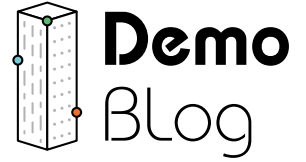
Choose the right qualitative method for the analyses of your project



User feedback methods selector

Continuous improvement based on the right metrics

Thank you!



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