

We Have the Power: How Ensuring Every Voice is Heard Impacts UX/CX Research and Design

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Key Lime Interactive is a **Customer Experience (CX)** and **User Experience (UX)** **research, strategy,** and **design** agency focused on helping you take a **human-first approach** to building better brand experiences, products, and services.



Strategists

Researchers



Designers

Thought Leaders





40+

U.S. Based Resources

26

Countries
(via UX Fellows Alliance)

13

Years

Miami • New York City • U.S. Remote • UX Fellows Alliance (26 countries)

Diverse by Nature and by Design

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

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.

100% 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



National Minority Supplier
Development Council



Florida State
Minority Supplier
Development Council



Two Years Ago...

A Civil Rights Movement During a Global Pandemic





POLITICS

Biden Calls George Floyd Killing 'An Act of Brutality'

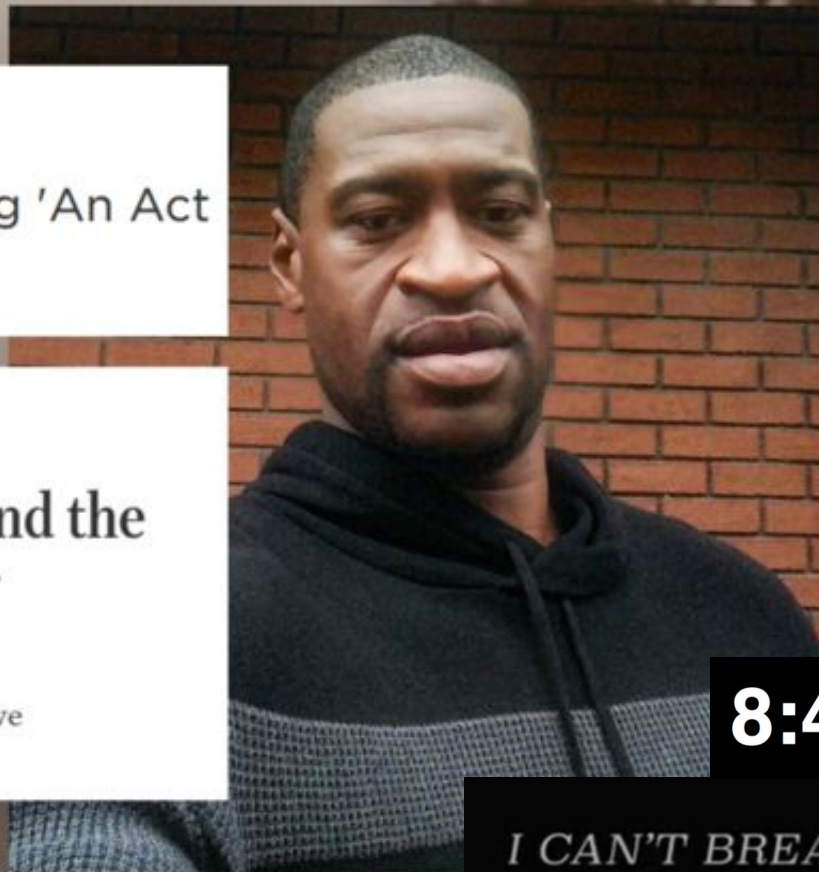
May 29, 2020 · 3:09 PM ET



OPINION EXCHANGE

The death of George Floyd, and the frustration that nothing ever changes

We seek to end racism and injustice. How might we measure progress?



8:46

I CAN'T BREATHE



What Could KLI (UX Researchers) Do?

Where was the space that Key Lime could occupy?

What were things that our CX company had license to do?

As researchers, we decide **who** participates in the study, **whose** voices are included, which ones are excluded. We determine who these findings, products, and experiences chose to include, and **who** to exclude.

What, if anything, were we doing to be deliberate about making sure that regardless of whatever sources we were using, that KLI was doing something about it?

This is where the Inclusivity Index was born...



What KLI Did: **Key Lime Inclusivity Index™**

The Key Lime Inclusivity Index™ is about:

- Paying (more) attention to who participates in our studies
- Improving our research practice
- Identifying selection bias & information bias

We believe that **diversity in perspective** yields better results and the Inclusivity Index™ is a step towards deliberately paying attention to or being aware of how poorly or well we are doing in this regard.

Today, the **Key Lime Inclusivity Index** is for everyone to use!



Agenda

Spaces where UX/CX can integrate DEI

1. Brainstorming
2. Research & Product Testing
3. Continuous Assessment

Communication Tactics for DEI Results

Next Steps



Part 1

Spaces where UX/CX can integrate DEI

Brainstorming, Research & Product Testing,
Continuous Assessment



1

Brainstorming





1. Brainstorming

When: Before we begin product design or study design

- These conversations should inform design choices, and study objectives and research questions
- Allows us to identify inclusivity gaps (where products/services are currently falling short of people's needs)
- Highlights spaces where we need to be explicitly inclusive in our practice

How: Conversations with individuals from historically marginalized populations

- Informal conversations with colleagues
- Crowdsourcing from marginalized populations





1. Brainstorming

This could look like:

- Coffee chat with diverse colleagues
- Office book club featuring books focused on inclusive design/research
- Social media post inviting individuals to share their general experiences with different types of products

Examples:

- Twitter thread about appropriate gender terminology → more inclusive recruitment materials and deliverables
- Conversations with “non-traditional” users → broadening of our idea of a target user group



2

Research & Product Testing





2. Research & Product Testing

This could look like:

- Making accommodations for participants with varying abilities
- Recruiting a diverse group of participants for your studies
- Using inclusive language in screeners

Examples:

- Using tools and stimuli that make it possible for people with visual or hearing impairments to participate
- Inclusivity Index™





2. Research & Product Testing

WHAT IS IT?

An inclusive framework that adds a series of questions to your screeners to capture how diverse your sample is across a predefined set of attributes.

WHY USE IT?

As a conversation starter that empowers your team members to have more effective dialogue around how to design more inclusive product and brand experiences.

Your Inclusivity Index Results

DEI Dimension

Racial Diversity

Gender

LGBTQ+ Representation

Rating

at-Index

Progressively- Indexed

Under-Indexed

Notable Callouts

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Want more info? Request the Inclusivity Index Starter Kit
<https://keylimeinteractive.com/inclusivityindex/>



3

Continuous Assessment





3. Continuous Assessment

When: Post-launch and ongoing

- Continually assessing whether a product is catering to users' evolving needs
- Capturing inclusivity challenges missed the first time around
- Assessing your overall research process for inclusivity

How:

- Surveys
- Interviews
- Usability tests (especially after major update or changes to software/hardware)





3. Continuous Assessment

This could look like:

- Email surveys sent out to registered users
- Diary studies that encompass periods of major rollouts/changes
- Usability studies to make sure no one is getting left behind with ongoing changes
- Evaluating our recruitment process and re-tooling to make sure we're capturing inclusive populations going forward

Examples:

- Interviews with users → insights into whether a product is continuing to meet their needs
- Open feedback options to report usability issues



Part 2

Communication Tactics for DEI Results



Communication Tactics for DEI Results

To give effective insights and recommendations, think of the results as a way to shed light on new opportunities for customer bases, improved functionality & interactions, and a shifted outlook into the industry itself.

Below are suggestions on how to give recommendations:

1. Give a recommendation on how to be more inclusive in the client's next study
2. Give a recommendation on how this is a knowledge gap within the industry and how the client may better service their customers by addressing it
3. Highlight or give extra attention to a knowledge gap we noticed with this client, or our POC's stakeholders
4. Spotlight something a single or few participants brought up that was unexpected and merits further investigation within a marginalized segment





Next Steps

- **October is Global Diversity Awareness Month & Disability Awareness Month**
 - Take inventory of your company's diversity (gender, race/ethnicity, sexuality, disability, neurodivergence)
 - Make an action item list of where you can do better
 - Start having conversations about the importance and value of DEI with colleagues/clients
- **Start thinking about how to implement inclusivity into your UX/CX practice**
 - Start with Brainstorming- Have conversations and identify opportunities for DEI interventions
 - Need help? Check out our Inclusivity Starter Kit!
 - <https://keylimeinteractive.com/inclusivityindex/>



Wrap Up: Overview & Concluding Remarks

To make a difference through better designed products and services that integrates the voices of “everyone”

How to get started:

Visit keylimeinteractive.com/InclusivityIndex to get your free starter kit

- Sample Screener
- Sample Report Slides
- How to Write Recommendations for Inclusivity
- Early access to our online Inclusivity Index calculator

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Thank You

From all of us at
Key Lime Interactive

