



Designing inclusive and accessible products and services

Let's create a world that works for everyone

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Centre for
**Inclusive
Design**

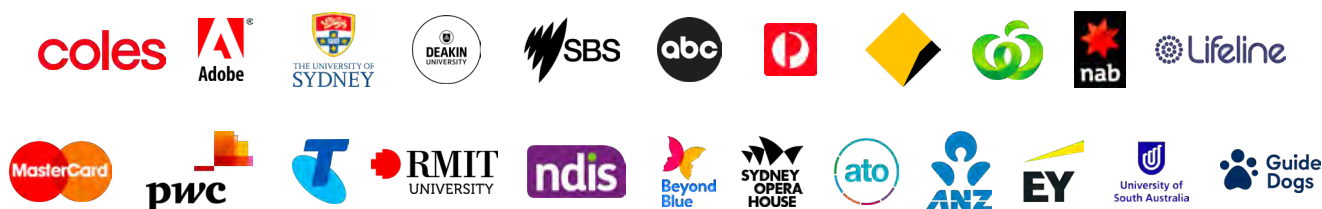
Who we are

Centre for Inclusive Design (CfID) is a social enterprise working with government, business, educators, and community organisations to design and deliver products, services, policies and experiences that are accessible and usable by as many people as possible.

Central to CfID's mission is ensuring Australia becomes a truly inclusive and accessible nation. CfID's team proactively carries out this mission by co-designing and creating practical solutions. This document gives an overview of CfID's inclusive design and accessibility services, and the benefit inclusive design will bring to your organisation.

Designing **'with'**, not **'for'**, people from all walks of life is at the forefront of everything CfID does. Taking this collaborative approach ensures people with disability and others traditionally excluded from mainstream design practices (often called "edge users") live in a world designed with their input.

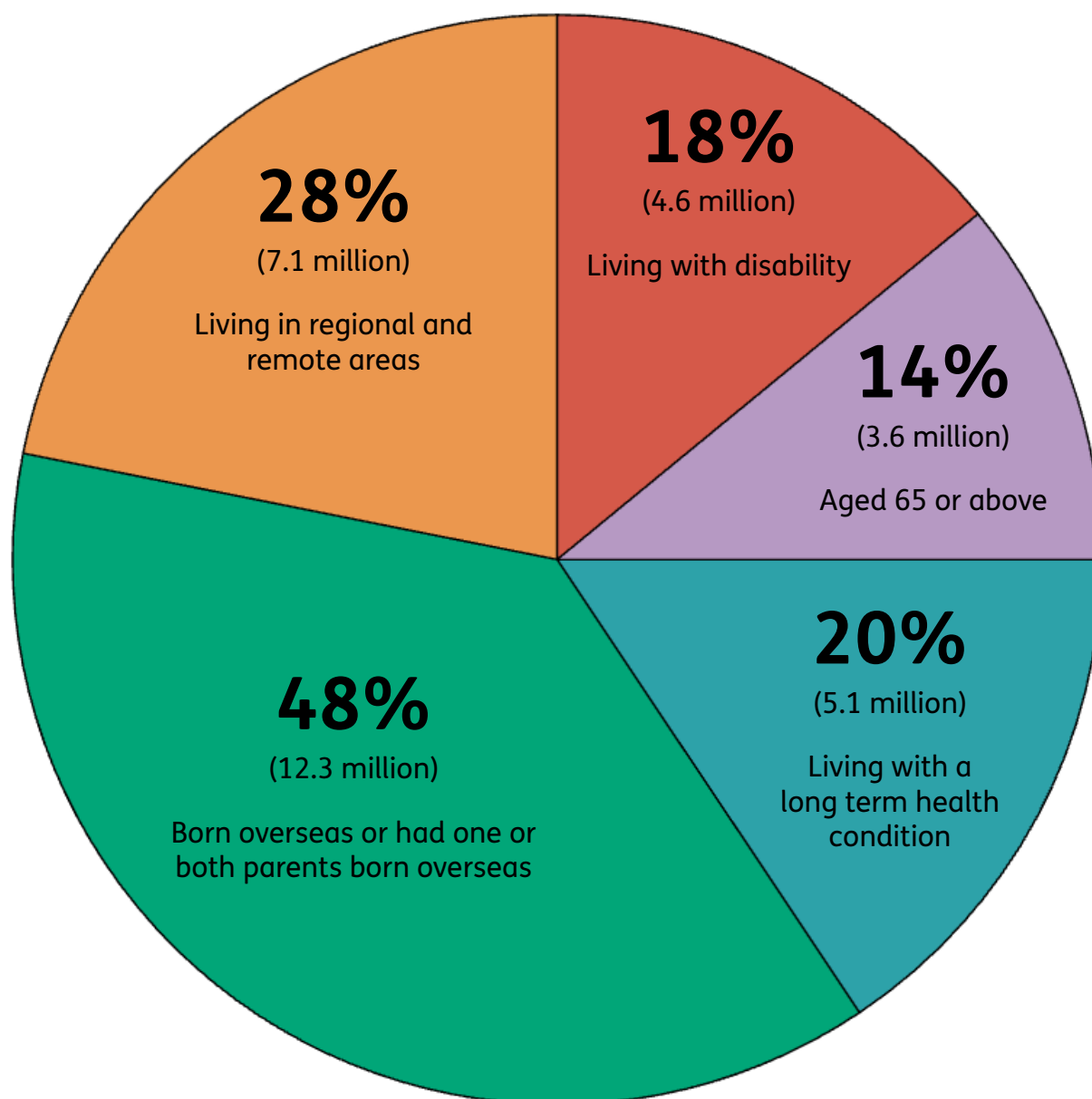
By working with CfID, organisations gain practical solutions to make their products and services truly inclusive. Here are some organisations CfID have worked with recently:



The benefits of inclusive design

Australia is a diverse nation. Businesses, government, and other stakeholders need to design products and services with diversity in mind. Inclusive design puts the full range of human diversity at the forefront of the design process.

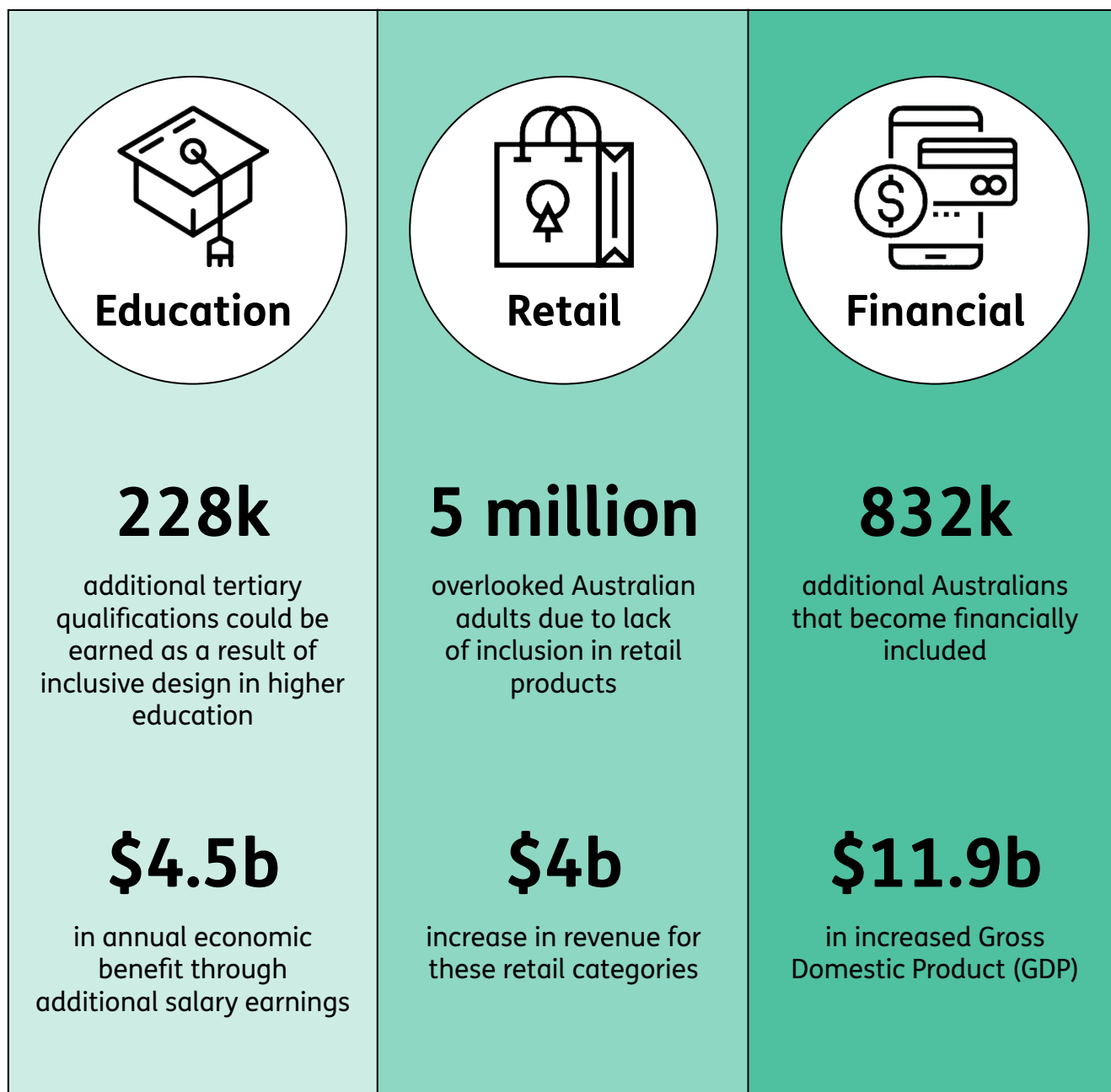
This is what Australia looks like today and why we need to design inclusively:*



*In 2019, Centre for Inclusive Design partnered with Adobe and Microsoft to launch *The Benefit of Designing for Everyone* report showcasing the above findings. To read the full report, visit cfid.org.au or contact us and we'll send it directly to your inbox.

The economic value

Research shows the huge benefits of designing inclusively*. The potential economic value for sectors such as finance, retail and education are shown below, exemplifying why inclusion and accessibility should be a strong priority for organisations across Australia.



*The Benefits of Designing for Everyone report (2019) by Centre for Inclusive Design, Microsoft and Adobe.

CfID's services

Make your products and services inclusive and accessible

Accessibility services

Create a user-friendly experience for people with disability. CfID provide testing, training and remediation for your digital platforms, websites and content to ensure accessibility, usability and compliance to WCAG standards.

Accessible document service

All PDF, Word and PowerPoint documents intended to be shared on a digital platform should be reviewed and remediated. With CfID's accessible document service, you can ensure your documents are WCAG 2.1 compliant and suitable for publication across any digital medium.

Design and prototype review

CfID's design and prototype review is a proven way for your digital asset to be directed away from any accessibility issues in the early stages of build or development.

Gain expert advice on preventing any future issues whilst also ensuring the foundational level of WCAG Principles of Perceivable, Operable, Understandable and Robust (POUR) are implemented in your digital asset.

"CfID are experts in accessibility, are friendly and professional to deal with, and are willing to go the extra mile to make sure your products are the best they can be."

Managing Director, NPS Medicine Wise



Digital accessibility review

Gain crucial insights into how accessible and usable your digital asset is for people with disability and others who otherwise would be prevented from using your product.

Based on the WCAG Evaluation Methodology, this is the official method outlined by The World Wide Web Consortium (W3C). It evaluates web accessibility standards in line with WCAG 2.1 and 2.2, levels A, AA and AAA.

The way it works is twofold. First, CfID's team carry out the digital accessibility review. After that, you gain a full report with any accessibility issues outlined along with practical recommendations to resolve them to ensure your digital asset is an accessible, user-friendly experience for people with disability.

Accessibility implementation review

Once the digital accessibility review is complete, a follow-up review on your digital asset is highly recommended. This ensures all issues presented in the digital accessibility review are resolved and no new issues have popped up.

After this second review, you will receive a Statement of Compliance stating your digital asset is accessible and tested by CfID.

Digital accessibility specialist advice

If your organisation is developing a product, enjoy expert on-demand accessibility advice and support from CfID throughout the process. CfID's digital accessibility specialist advice service ensures your team gains vital accessibility knowledge.

"CfID managed their involvement in our e-Learning project well and provided the audit results in a timely and clear manner with excellent post-audit support. We would use their services again."

Advisor Diversity and Inclusion, NSW Public Service Commission



Usability testing

CfID's usability testing service is a research-based approach to UX design undertaken by observing real customers as they interact with your product or service.

CfID's bespoke usability testing service highlights any pain points previously unknown or overlooked to improve the overall design and layout of the tool. By testing with users too often excluded by traditional market research/design processes, CfID ensure you can create a truly inclusive, user-friendly experience for everyone.

Accessibility training

Gain key accessibility training in a way that works for you. CfID provide face-to-face training sessions, online delivery or teachable module training. Just let us know which is best for you.

CfID's training covers the web accessibility principles and standards and how to implement these across a range of platforms. This includes accessible document training for PDF, InDesign, MS Word, PowerPoint and Excel Content.

CfID offer Australia's only professional certificate in web accessibility, delivered in partnership with the University of South Australia.

"We appreciate the guidance and practical advice and support that was provided by CfID in the development of a new app for women with disabilities for 1800RESPECT. We found CfID to be thoughtful, robust and collaborative and we have confidence that we have delivered a great product that has an excellent accessibility standards."

National Project Manager, 1800RESPECT



Inclusive design services

To create products, services and solutions that work for all of us, considering the full range of human differences is key.

Inclusive design puts the full range of human diversity at the forefront of the design process so we can make products, services and experiences that work for everyone. This means considering factors like language, ability, culture, gender, age and any other form of diversity from the get-go.

By adopting the mindset of designing “with” people, not “for” people, organisations design with people from all backgrounds. Through this process, we discover alternative perspectives that allow us to design inclusively.

This might include designing with:

- People with disability
- Culturally and linguistically diverse communities
- Aboriginal and Torres Straight Islander communities
- Anyone who might not be included in traditional practices of designing policies, products and services

The next pages show CfID’s inclusive design services.

CfID’s inclusive design work with Woolworths resulted in the world’s first accessible checkout for people with disability.



Usability testing

CfID has strong community connections to ensure a range of users can test your digital or physical assets with our usability testing service.

Specific user types are dependent on the audience of the product or service and could comprise of people with disability, Aboriginal and Torres Strait Islander communities, elderly users, culturally and linguistically diverse communities, or anyone who might otherwise have difficulty engaging with your product or service due to non-inclusive design.

Gain critical insights on the user experience of digital or physical assets so you can solve issues, uncover opportunities and ensure inclusivity.

Heuristic review

CfID's heuristic review thoroughly assesses your product or service to detect any usability issues and common barriers to inclusion that may occur for users. To do so, CfID's consultants use the combined knowledge of past research and identify ways to resolve any issues.

User research

Gain rich market insight to evolve your product or service with CfID's user research service. With our strong, ethical connections to communities including but not limited to people with disability, Aboriginal and Torres Strait Islander communities, elderly users, culturally and linguistically diverse communities, you will gain new and critical insight. Create a user-friendly, inclusive user experience that works for people from all walks of life.

"Couldn't recommend CfID enough, they are champions for a better digital world."

Founder, Digital Native



Maturity assessment

A Digital Accessibility Maturity Assessment (DAMA) allows organisations to understand how advanced their business processes and practices are in addressing the legal and policy requirement to make digital media – websites, apps, documents, video and content – accessible to the broadest possible audience. This includes people with disabilities, older Australians, those from non-English-speaking backgrounds and those with varying levels of education.

Gain practical recommendations to embed key accessibility principles into your daily work practices to maximise consumer engagement, satisfaction, save costs and boost efficiency. The assessment gives a clear understanding of current state of digital accessibility maturity and a codesigned roadmap to improved maturity over three to five years.

Inclusive process design

Organisations truly wanting to be more inclusive should take the opportunity of reinvigorating their processes by embedding inclusive design into their practices. With CfID's inclusive process design service, our inclusion consultants do a review of current processes to identify inclusion gaps and provide a pathway to better inclusion. The takeaways will be doable and practical so you can readily embed the revised processes into current practices, leading to better outcomes for all your users.

“The inclusive design approach can deliver what audiences want, increase reach, and increase audiences while being as inclusive as possible. It aligns with our values to be inclusive. This project had a lot of team engagement and enthusiasm because it is such purpose driven work.”

Head of Regulatory and Government Affairs, SBS



Inclusive site assessment

Analyse how individuals interact with your premise and identify barriers to access and participation. This bespoke assessment goes beyond compliance with building and disability discrimination legislation, to ensure the premises is inclusive to the broadest range of abilities, preferences, and needs. The output of this report will provide an understanding of current state and a list of actionable steps to bridge these barriers.

Inclusive design training

CfID provide a range of training options to your team. These include:

- Intro to Inclusive Design
- Inclusive Design Basics and Mastery
- Inclusive Allyship
- Inclusive Leadership
- Inclusive Design and Systems Change
- Inclusive facilitation and co-design with communities and teams

Sensory mapping

Identify strong sensory stimuli such as sight, sound, smell and areas of congestion. CfID's sensory mapping service involves utilising a mixture of heuristics, data collection and user experience to create detailed maps that allow your customers to pre-determine their best path through your premises. Additionally, these maps can identify areas of improvement for future development.

"Inclusive design is the 'next big thing' in product development and marketing and leaders looking to create a competitive edge via discovery of innovative experiences should be looking to inclusive design to fuel their innovation efforts. CfID is a leading authority on inclusive design and should be your first port of call."

Chief Executive Officer, Insurgence Group





Case studies

Inclusive design and accessibility services in practice



Woolworths

With CfID's support, 'Woolies' launched what is believed to be a 'world-first' wheelchair accessible checkout for staff living with disability through inclusive design practices. In an inspiring example of designing 'with' not 'for' communities, Woolworths created the checkout in consultation with CfID and Mills, adapting it to direct and constructive feedback from people with disability to meet their needs.

NDIS Commission

CfID ensured the NDIS Commission could create an effective suite of assets to communicate with participants and providers. To gain needed insight, CfID conducted focus groups with diverse users across four cities, including with people with disability. The work by CfID was a foundational piece of research uncovering how government can better represent and communicate with people.



ABC and SBS

CfID worked with Australia's major public broadcasting television networks, ABC and SBS, to ensure their Audio Description met the needs of blind and low vision users. To do so, CfID conducted user testing sessions and workshops with many blind and vision impaired users. CfID's extensive consultation process with blind and vision impaired users ensured the service was as inclusive as possible so Audio Description could be successfully implemented across both networks.

Australia Post

CfID helped Australia Post better understand how people with hearing, vision and mobility difficulties experienced their products and services. CfID held focus groups and interviews to understand the barriers and any pain points of each product or service. With the fresh insights gained, Australia Post now knew how to ensure its voice activation technology and other services and products created an inclusive, user-friendly experience for people with disability.



NSW Department of Customer Service Website

The NSW Department of Customer Service needed their website to effectively service people using assistive technology. To facilitate this aim, CfID ensured the Department's new central nsw.gov.au website was compliant to WCAG 2.1 Level AA. Both a digital accessibility review and an accessibility implementation review were conducted, including an accessibility statement.

Telstra's modems and internet services

CfID supported Telstra in connecting Australians to faster internet for activities like gaming. Additionally, CfID ensured compliancy to WCAG 2.1 Level AA. A digital accessibility review and an accessibility implementation review were conducted, including an accessibility statement. CfID also provided digital accessibility specialist advice throughout to support the implementation.





Get in touch

Learn more about CfID's inclusive design and accessibility services:

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CfID is a member of:



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