



Are you Designing with Empathy?

A quick guide to becoming
more inclusive

The legal, commercial and ethical imperative of accessibility

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Inclusivity is not merely an exercise for organizations that want to be seen as ethical. It's a commercial opportunity and a legal necessity for those that want to become sustainable and profitable in business.

It's a mutual journey towards a fairer and more fruitful future for all because it means intentionally including everyone in digital experiences and not inadvertently (and unlawfully) excluding people because of poor design.

It's a way to finally appeal to "the missing 20%" of the world's consumers – a market worth an estimated \$13 trillion¹ in disposable income – with products, services and experiences that they can actually use.

At Kin + Carta we live and breathe this ethos of Designing with Empathy (DwE) and it's how we're making the world work better for everyone. From the underrepresented needs of employers and consumers to the unfulfilled potential of ambitious companies, we know that inclusionary thinking paves the path to progress and profitability – and this is only the beginning.

Are you in?



Legal

Lawsuits against non-inclusive organizations are ever-increasing as a result of the 35+ different legal standards holding them to account around the world.



Commercial

The global commercial opportunity for appealing to the Purple Pound – a term used to describe the spending power of disabled households – is estimated to be worth \$13 trillion².



Ethical

83% of millennials are actively engaged when they believe their organization fosters an inclusive culture.

Are you really giving equal access to everyone?

Your digital experiences can alienate people for all sorts of reasons.

If you have no subtitles on your videos, you're shutting viewers out. If you have no diversity in your marketing and advertising, you're turning talent away.

If you have no accessibility options on your website, you're losing customers all the time.

A truly inclusive organization provides equal access to everyone affected by inclusivity issues, the most common of which include:

Audio

Auditory disabilities, from deafness to tinnitus, restrict people from engaging with sound-focused communications like videos and podcasts.

By replicating content in supporting media with the likes of subtitles and signing, you can appeal to the 466 million³ such people around the world who get unjustly marginalized.



Motor

Physical impairments and motor function difficulties mean many people can't easily access digital experiences via things like keyboards, mice and touchscreen devices.

By improving navigation with the likes of tabulation, you can include many more of the 720 million⁴ people worldwide who don't get equal access because of motor difficulties.

Speech

Speech-related disabilities caused by everything from neurological injuries to heavy accents prevent people from communicating through video and audio channels every day.

By providing inclusive alternatives for communication, you can make your workplaces more attractive to both existing and prospective talent.



Neurodiverse

Neurodiverse difficulties can be experienced by anyone living with dyslexia, autism, ADHD and much more.

By considering content format, language complexity and mental health, you can diversify your digital experiences and include an estimated 296 million⁵ more people in the US alone.



Visual

Blindness, color blindness and tunnel vision are only a few of the visual impairments that prevent people from fully engaging with content online.

By semantically marking up your pages to ensure that every element makes sense to visually impaired people, too, you can include an estimated 285 million⁶ more people around the world.



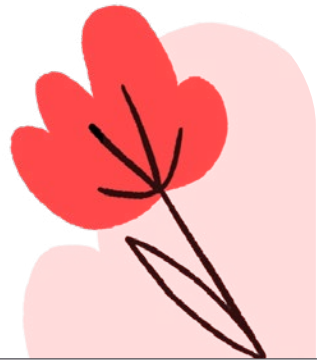
Social

Underrepresentation excludes people from digital experiences because of their race, gender, sexuality and socio-economic background on a daily basis.

By providing equal access and representation across all communications, you can not only appeal to hundreds of millions of new customers, but also to a vast pool of global talent for recruitment.



What can you do?



The legal threat of non-inclusivity



The fact that household names like Amazon, Apple and Nike have recently been sued for non-compliance to accessibility requirements is a warning shot to organizations that haven't yet embraced the opportunity.

Policies and standards like *WCAG* and *ISO 30071-1* are constantly updated to ensure the world is a fairer and more inclusive place for all and the legal ramifications mean that brands simply can't afford to ignore them.



By treating inclusivity as a constant opportunity for growth rather than a checklist for compliance, you can avoid expensive litigations and unlock the commercial potential of a fifth of the world's population.

The commercial opportunity



In the UK, the Purple Pound was created to change the conversation around disabilities. When you consider that it is worth £2497 billion to the UK economy alone, the commercial potential of appealing to millions of marginalized people is clear as day. Zoom out to a global customer base and you're looking at \$13 trillion of untapped disposable income.

People with disabilities want to spend that money as much as anybody else, which is why they naturally seek out brands that cater to their needs to do so – because there is no other choice.



By Designing with Empathy (DwE) to intentionally include everyone in commerce experiences, you can realise growth that not only establishes new audiences, but also puts you on the path to commercial sustainability as a business.

The ethical imperative to do the right thing



Inclusivity in an organization comes not from a single person, but from a collective of people who are all pulling in the same direction. It's part of your Corporate Social Responsibility (CSR) to be accountable for every societal action, which by definition includes everyone.

It's not easy to instil cultural change across an entire organization, but it is possible to help everyone take responsibility for every action they take when the benefits are mutual.



By championing the journey to inclusivity and changing and coaching at every level, you can create a movement that your employees will embrace and your customers will enjoy.

The time is now

The legal landscape is constantly evolving and, thanks in part to the spotlight the coronavirus pandemic shone on inequality, the commercial opportunity is ever-growing, so the time to act is now.

Those who don't will get left behind.

1

Research

the audiences to whom you can provide better access

2

Organize

coaching to get all relevant teams and stakeholders onboard

3

Pinpoint

areas of non-compliance that are putting you at risk

4

Identify

which of your customer journeys can be more inclusive

5

Integrate

Designing with Empathy (DwE) into your internal processes

6

Innovate

to be more intentional about including everyone, every time.



What does the future look like?

Now

Legal standards around the world are forcing organizations to sit up and take action to become more inclusive and, indeed, more commercially sustainable before it's too late.

Near

Inclusive innovations will begin to emerge for those that embed inclusive thinking into everything they do from the start, paving the way for a future of equal access for all.

Next

Truly inclusive organizations will finally make the world a fairer place and the proof of progress will show in their diverse workforces and commercial growth.

Start Designing with Empathy with Kin + Carta

You don't have to be an expert to be an advocate. You can leave the expertise to us.

We can help you become legally compliant, commercially viable and ethically aligned with the expectations of your customer base and talent pool. Our practical three-phase approach to inclusive design develops a solid foundation for you to plan and move forward with your journey towards equal access for all.



Our three-phase approach

- 1** PROTECT
We'll ensure your digital estate isn't putting you at risk of litigation, identify missing best practices and prioritise your essential needs to set out your accessibility stall and immerse your business in its DwE endeavour.
- 2** TRANSFORM
We'll go beyond accessibility and into inclusivity by applying real-world, lived experiences and insights to mapping and modelling across your products and services.
- 3** INNOVATE
We'll help you become the leader in your sector with new, inclusionary initiatives that set you apart from the competition, giving previously excluded people every reason to choose to engage with you over anyone else.

Inclusive design and accessibility have become a significant movement in the digital space, presenting both a new mandate and new opportunity for brands in every niche. By taking into account gender, race, class, ability and other forms of diversity, brands can start turning DwE into more than an exercise for legal, moral and ethical reasons.



You already know there's an opportunity to do more by doing good (that's why you're here, right?), so the next step is to **get in touch** to discuss what true inclusivity looks like for your business.

About us

A global consulting firm built for the 2020s, Kin + Carta helps make the journey to becoming a digital business as profitable, tangible and sustainable as possible.

By building digital twins to replace existing exclusionary and analogue processes, designing and launching new and inclusionary digital products and services and unlocking future innovation through modernization initiatives, Kin + Carta seamlessly integrates the strategic consulting, software engineering and marketing technology needed to help businesses Make It Happen.

Headquartered out of Chicago and London, clients have access to a global ecosystem of 1,600 strategists, engineers and creatives across four continents on their journeys towards true inclusivity.



Appendix

Common terms

Accessibility

(classification)

E.g. "We need to do more in terms of accessibility"

- a) The technical task of making a site accessible to users – in particular users of assistive technologies.
- b) Giving equal access to everyone regardless of their needs

Accessible

(description of services)

E.g. "We need to make this website accessible"

The application of inclusive methodology across all disciplines and touchpoints in a digital system or service.

Diversity

The act of ensuring multiple perspectives are considered and acted upon when creating products and services, especially for previously underrepresented groups.

Equality

The realisation of fair and just treatment of all members of a community.

Exclusion/Exclusion Points

The intentional and unintentional points at which an underrepresented user is prevented from using an application or service because it is not designed to suit their needs.

Intersectionality / Intersection

The reality of facing numerous exclusion points as an individual according to overlapping social categorisations, such as race, class and gender.

Purple Pound

The Purple Pound refers to the spending power of people with disabilities who are excluded by inaccessible digital experiences. For more information, please visit wearepurple.org.uk.

Guidelines and standards

ADA

Americans with disabilities act, 1990, a federal that protects Americans with disabilities from discrimination. It prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private and digital places that are open or consumable to the general public.

BS8878

The British Standard for accessibility, published by the BSI Group in 2010 to help organisations improve their web experiences for everyone.

CCPA

The California Consumer Privacy Act is a state statute that enhances privacy rights and consumer protection for residents of California, United States.

CRPD

The Convention on the Rights of Persons with Disabilities is a United Nations (UN) human rights treaty created to protect the rights and dignity of disabled people.

ISO 30071-1

The international ISO Standard for the development of user interface accessibility and inclusive design.

POUR

Four principles of accessibility to apply to digital experiences: Perceivable, Operable, Understandable and Robust.

WCAG

The Web Content Accessibility Guidelines are an iterative set of best practices for providing accessible services for all digital users.

Endnotes

- 1 Donovan, Rich Return. [Design Delight from Disability – 2020 Annual Report: The Global Economics of Disability](#). Return on Disability. 4 Sept. 2020. Web. 20 May 2021
 - 2 Ibid
 - 3 [Deafness and hearing loss](#), World health Organisation, 1 Apr. 2021. Web. 20 May 2021
 - 4 [World Report on Disability 2011](#), World Health Organisation, 2011. Web PDF. 20 May 2021
 - 5 Ibid
 - 6 Ibid
- [Purple, Web.](#)
20 May 2021

How can we make it happen for you?

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