[m]asterclass

Inclusive design

How not to exclude users from your product?

This is not a WCAG training. This is a training on thinking about accessibility as a part of the product. It's about making decisions that enhance the inclusiveness of products and solutions offered to customers at all stages of the design process. And how inclusiveness can become one of the most important features of a product or a service.

Masterclass is a 4-hour, intensive online workshop that is a deep dive into a specific issue related to creating digital products. It is designed for professionals already working in the field who want to expand their skills.

After the masterclass, participants will:

- understand what inclusive design is and how businesses can benefit from it
- learn to use frameworks for creating inclusive products
- find out how to integrate accessibility into product design
- understand who should handle accessibility issues in the organization
- realize why accessibility doesn't end with complying with WCAG guidelines
- discover the "opportunities not to be missed" method that aligns business goals with accessibility

Trainer

Marcin Krzanicki

UX Designer - for over a decade has implemented human-centered design principles in the public sector, aviation, fintech, and data management tools. Lecturer - teaches about digital product design at Krakow's AGH and Warsaw's SWPS universities, where he created his own program to introduce students to the topic of accessibility (digital, as well as analog). Speaker and mentor - gave presentations at conferences such as UX Poland, WaysConf, and the accessibility hackathon "Sensorycznie i na serio".

[INC] Inclusive design

Training program

Duration: 4 hours (online, live)

- Experience of exclusion – emotions and data
- What is mismatch and why does it occur more often than we think?
- How can the Double Diamond become more inclusive? How do you prevent it from becoming the Trouble Diamond?
- What is inclusive design and what are its principles?
- Persona permutation – why it's sometimes good to "hurt" your personas
- Opportunities not to be missed – how inclusivity can be part of a business
- How do you assess the inclusivity of your products?

Attention! This is **NOT** a training about:

- WCAG rules and validating compliance with them
- writing semantic code in HTML
- writing accessible code for native Android and iOS applications

Who is it for?

- Product Managers - will understand how to make accessibility a part of the digital product or service creation process.
- UX Designers - will learn how to incorporate inclusiveness and accessibility into their design process.

Contact us!

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