DESIGN FOR PEOPLE

- Considering inclusion and diversity can be a challenge, but leads to a richer experience.
- Focusing on different cultural aspects.
- Connecting to meaning.
- Specific biological design.
- Designing for gender vs. stereotypes.
- Cultural and social norms and meanings change constantly.

KNOW YOUR PRODUCT

- Understand the user experience; it is different for different people.
- Design products that can adapt.
- Welcome the spectrum of users/consumers by designing (with care) the environment where they find their product.
- Listen to your end user.
- Build a business model that takes user feedback into account.
- Consider your specific audience.

THINK ABOUT YOUR TARGET

- Break the bias to focus on outcomes/marketing to certain set groups.
- Role of the designer is to consider user/consumer and improve the design for all people.
- Discover human needs and wants.
- Don’t assume you know the end point.
- Use evidence-based design.
- Recognize cultural coding; use intentionally.

CONSIDER SEX + GENDER

- Disrupt traditional thinking.
- Don’t be uncomfortable about the sex/gender conversation.
- Design with the need/innovation instead of tradition-drive intersectional thinking.
- Remove the roadblocks for the conversation across industries.
- Big change starts with small incremental change.

BALANCE NECESSITIES Vs. CHOICE

- Design is science and art.
- Invest in gathering data and leverage the data.
- Designing for sex/gender = economic advantage.

HISTORY OF DESIGN FOR WOMEN