Appendices

Appendix A: User interview notes

Interviewee 1
Topic of Ethinicity
“I specify my mom is Chinese and my dad is from Hong Kong.” But if you ask him about nationality he will reply with “Dutch”. When does he make the difference? When he is with Dutch, he tries to make it more obvious he is Chinese heritage and when he is with international people, he says he is Dutch.

“When I’m with dutch people and they look at me weird, I just like to be even more weird in their eyes. My roommates think its really weird that I eat warm breakfast and I do it even more just to provoke them.” “I think they should not be weirded out by it.”

When asked about exclusion:
he hasn’t necessarily felt excluded when asked.

Topic of Imagery
Personally does’t have a problem. A white couple or government website, he is used to not seeing himself represented and doesn’t care anymore.

“Kids really take what they see. If you show them from an early age what is normal, then they will adapt to that. For example, the Dutch football team is full of black people now, this not only inspires other black kids to become a footballer one day but also shows other ethnicities that black people can also be footballers.”

Role of the designer
The designer is responsible for image choice. “It’s your job to design how people perceive it.” When asking about showing different ethinic people on image: “having minorities may give these minorities inspiration.” He considers that it needs to be normalized.

Interviewee 2

She and her sister are really invested & interested in inclusivity and racism, especially after COVID.

Her ethnicity:
Her grandparents are from indonesea. Meanwhile her parents are from the Netherlands and Indonesea.

Experiences of racism:
Called out during covid in Amsterdam calling them names and saying stereotypical names and insults.
She claimed a comment to be racist on instagram and instragram said it was not racist as they considered to be fine as it is according to the security guidelines.

She had an experience once in the faculty. “A teacher asked me, where are you really from?” She continued “He’s probably ignorant, but it was first time I felt this type of ignorant racism” “Im also used for those faculty PR pictures”

She recognized that some racism is tolerated and some isn’t. Asian racism is more tolerated compared to other ethnicities “Because it wasn’t made a problem out of.” Some racism ethnicities is removed and some isn’t. Why is there prioritization? “I shouldn’t compare, but if this happened to another race or ethnicity (not white) [referring to a racist encounter on digital platforms], they would absolutely be slammed into the ground.”

She mentions this when talking about a song about asians that was on 3FM. The case went to court and the outcome was just an apology from the singer. “They are apologizing now saying it was a ‘joke’”.

“We feel like we are speaking into a void””I haven’t talked about it with anyone other than my family.” “I need to talk about these issues and experiences and need to act on it.”

When talking about a possibility to talk to a community about racism and discrimination, she says “i’d really like”.

“I was lucky, I didn’t experience bullying in high school.”

Images
If images looked forced then she doesn’t like them. “They pretend they care, but they don’t”
If it doesnt feel genuine, she doesn’t like them. For example, Facebook icons and imagery look forces and noninclusive.
If it is in recruitment: she wonders if they really want her because she is a woman or because of her capabilities.
If you use images use genuine images, dont force people.
“I’d rather have people being in their natural habitat.”

When talking about fake pictures that aim to just do publicity: “We are very good at smellling bullshit.” For her it is more about genuine movements in pictures. “I’d be okay with a genuine way to show diversity.”
She makes difference between corporate and startups. “Sometimes you can feel the intention behind an image.”.
She doesn’t like to show her face on digital platforms. Also inclusivity seems to appear in phases: “It’s june, now I’m gay.”

Interviewee 3

Ethnicity
Parents are indonesean and from brasil. She was born in the Netherlands.

Discrimination experience
“At school it is the typical place you realise you are not like the others”
She mentions that when growing up that someone (either her or her friends) wore different than the others. Either it is cultural differences or look different. “These are things you notice looking back at it.””In the moment, you realise its different but reflecting back you see why.”

Its important to help others volunteer in organizations about covid asian racism. connect to other networks. She feels good to talk to direct surroundings (even her white boyfriend) and friends. Her parents generation listens but says not to get too bothered by it. “Although I can talk to my family about it, my parents would just tell me to ‘not let these things affect my life.’. Meanwhile, my grandparents would tell me to not stand out, to keep up good grades to have a decent job.” She does say that she need to talk about these topics of racism and discrimination. She proposes that to change the situation she has tried to intervene when people do or speak wrongly. She would like to do something with the work as designer like with storytelling to create reflection.

Dutch birthday song is very racist (about her in a way) but she knows. You learn this more when you grow up and reflect on it. She speaks out now, if someone is being bullied, she call them out.

When someone makes a unconcious racist comment she mentions that person that says the comment says it and forget about it, but for the person that it is directed to, might think about it for the rest of the week or month.
Imagery
She’s pretty aware of diversity and ‘diversity cards’. Of course it is nice to see diversity but it is weird to see it doesnt match the reality. It has to be respresentative because if not it feels like a scam.

“There is no one here that looks like me” she says when she came into the faculty of IDE when she first stepped in. If kids who are the most wealthy familites are those that go to college, then of course that is going to be mainly white families. Not it would be important for representation becaues when you are younder its subconscious but when you grow up, if you don’t see anyone like you being there, you don’t image you can be there. “But I have also learned to go past that” “Now it would be important [seeing her ethnicity being represented in media] because when you are younger its subconscious but when you grow up, if you don’t see anyone like you being there [represented in images], you don’t imagine you can be there.”

Interviewee 4

She always looks at company workers to see if she can relate to anyone. Once she applied to an internship where all people were white and dutch but one researcher who was chinese, but when she started the internship this person wasn't there anymore. She felt tricked and liet to. It was unfair for her.

She went to quite inclusive high school in USA so she hasn't experienced much racism or discrimination.

Sometimes she feels like greenwashing using pictures with a lot of ethnicities but at same time it has to do with seing that someone like me is able to do this too!

Images should be representative. There are other ways of encouraging others of joining and being more inclusive, demonstrating that ethnicities, and gender should be equal.

For her it is also important the gender equality.

Just like outside does, creating events, tlaking to people in the street.

Dating apps are quite excluside but that may be because of the people on the platforms.

Interviewee 5

Online platforms arent racist but the people on them are.
He does photography and he is mainly approached by non-Dutch.

He notices racism but doesnt want it to get to him. He didn't struggle a lot with racism in his past. Friends of his that fre up in nl but now is in curacao it actually being bullied now.

He expected Bachelors at IDE to be more diverse. He gained insecurities because of his differences.
You may think that you want to show what you strive for but when people apply and actually reality is worse. They should be representative and use other means. For example, scholareships and lower the threshold. Housing and lower some of the hurdles.

How to normalise ethnicities?
Education as you are changing a child's mind,
Media because people look up to the media.
Ads when diverse people are placed on the ad it may even seem as a scam or face. But people think you are not inclusivie because that is not the norm. "Its a big challenge to get it right." "Its like sustainability, how to be sustainable without greenwashing."
He explains that there is an adaptation part to seeing more ethnic and racially diverse pictures, it will take time for it to actually feel inclusive.
"People try to avoid inclusive photos but you have to start somewhere even if it feels like greenwashing."

Interviewee 6

With indonesean origin he has experience racism between the chinese and the budist communitites.

There is a lot of polarisation as instrgram and social apps have a liited time and they go for yes or no questions. There is a no in between. You always have to take a side. There is a dynamic in power.

Images:
They would opt to put flags instead of pictures because it should be representative but also be somewhat genuine.

Putting diveristy creates/amplified more segregation between ethnic groups though. dilemma

When they see a website were there is a difference between the english and the dutch version, they think it is not deliberate but part of the process.

Interviewee 7

In Indonesea there is a lot of racism, like for example a white man would get more likes than an asian man because of white supremacy. There is a lot going on with racial inferiority, it varies from country to country but generally, you like a white male more than an asian male.

Has experienced racism on dating apps. The human interaction through medium of the app is the cause of this racism. He puts an example of a story of a friend who met someone online and when meeting them and talking a bit to them, the friend left because the person was actually working at Shell.

When talking about imagery:
Apart from this he doesn't really care about racism or discrimination on images.

Appendix B: Designer interview notes

Designer 1
Background:
Works at HIKEONE
Daily work: builds wireframings and costumer journeys, etc.
He is insterested in inclusivity which leads him to be the ‘expert’ of the company in the topic of inclusivity. He gives talks to his colleagues abouot inclusivity.

Makes a distinction between:
Environment: Diversity in company. Example: Sanatery boxes in the men’s bathrooms.
Process: Social Design. Diverse sample testing.
Result: Accessibility

See other projects that have been done in topic of inclusivity and see what went well and what didnt:

Maya Goodwill:
Help to think about the topic
Idea to make 2h session but it is hard to find time for that when working with client/stakeholders
Tool that was accessible and puts your mind to it
Time limitation (good for school but not for context in which he works in as you see the client once a month)
Nice for conciosness

Project Include:
Shows 14 points but with dense information

Limitations he has identified:
What can you do with time you have?
What can you do with the resources/budget you have?
How can we plan this inclusivity and implement it into our design process?

Recommendations for new designers to inclusivity:
Start with the mindset
Listen/read to general inclusivity topics (out of design scope too)
Think about barriers that may exist
Sign up to newsletters/twitter
Also invite others to think about the topic, like in a smal team meeting

Tools used or recommended:
WCAG
Digitoegakelijkheid
InclusieGebruikersCentraal

My note: Seems to be very interested in the topic and is trying to do something about it but is still at initial stages of how to create inclusivity in their products

Designer 2

Background:
Works at KOOS Service Design Agency
She is interested in inclusivity which leads her to be the ‘expert’ of the company in the topic of inclusivity (and was also hired for this). She gives talks to his colleagues and client about inclusivity.

She makes a difference between:
Equality
Equity
Inclusion

Different topics:
Internal External

Organisational World View

Defines inclusive design as:
considers human diversity with respect to ability, language, culture, gender, age, and other forms of human differences.
Encourages designers to include as manu people as possible.

Points out the importance of:
Process is not the outcome
Inclusivity starts from the beginning of the project (not something you add on at the end)

She makes it interesting for all stakeholders:
Designers role
Financial benefits
Benefits of diverse teams

Results:
Diverse recruitment/hiring strategy
Learning about hiring biases

It is not realistic to think that inclusivity is the same for every client, target group or product.
Not all clients want inclusivity, therefore, she proposes different inclusivity packages to the client.

[cannot disclose process of inclusion]

Inclusivity is not about a perfect product. Having the inclusion in mind. And seeing what coundaries there are and what we can do.

“If we want to make a positive impact in as many people as possible, we should be responsible in also teaching our client about those opportunities we can have.”

My note: Seems to be very interested in the topic and is doing a lot of research. She has in consideration all stakeholders. At the moment she is showing her colleagues what biases we all have in our daily practice and how that can influence our way of desiging.

Designer 3

Background:
Works Soda Studio and is a UX designer. Within his company there is a team that is specific for inclusivity. He started of informing himself of inclusivity and within his team now they do research on inclusivity for clients.

When it comes to the design process: he says that they use double diamond as reference, but every project is different and they start in a different point in the design process.

Most often they start the process by receiving information from the clients: such as personas, scopes, etc.
He believes and encourages for this information to be investigated and double checked by the team as they dont believe they should take the client's word for it. Things to take into consideration here are:
There is not always budget and resources for this
Clients may not be happy with the fact checking.

During the detailing of the process they try to test the prototypes and integrate their visual designer. Here there is a fuzzy area as sometimes the creatives are handed over for the visual designers to make and UX Designers only consider what emotions and feelings these images should evoke.

When the concept is being detailed, the copywriter is also trying to create inclusivity by the words and phrases she/he uses.

Many of the times, they don't create the whole product, only up until the concept and detailling, sometimes just research. This means that they have limited resources and time to carry out inclusivity.

How does an ideal design process for inclusivity look like?
Inclusivity is part of the design process like it is the normal thing to do. Not something special.

In research:
Not only look at people who are included, but people who are excluded!
Don't assume that the documents that the client gives you are the truth and the reality.
Think of what inclusivity is outside of design.
Test your biases. Test each others biases.
When does inclusivity come into the design?
Assits to talks and conferences
use tools
ask people in the company
ask people outside the company: share a question on linkedIn
While you are figuring out, share it, ask for opinions.

In concept:
Testing with final users of different backgrounds, including different financial capabilities and mental capabilities.

How do you convince your client?
Sales team does it
It should be portrayed as inclusivity is part of the design process, like it or not

What resources does he use?
The company is trying to make a document with tips to create inclusivity, these will shortly be presented to the public [I may be able to get access to these].

Otherwise, they inform themselves through LinkedIn, Social platforms and following communities like UX Collector. And they share their resources with the rest of their team.

He creates workshops for the company to integrate and think about inclusivity but they are still in the research phase and are not sure how to integrate it in the company.

“We all want to learn about the topic but how do we do that?”

“I wish I would have done that [more research] a bit more [before starting work, when still in school]”

Visual Representation?
They have a visual designer, whom they tell what a picture should emote.
They test each other’s biases and try to trigger each other with different designs.

My note: Seems, Like many others, to still be figuring out things within his company. Limited sometimes by time and resources to create inclusivity. They are trying to make a difference by creating a list of tips for the rest of the world and going to publicly share them. Very invested in the topic.

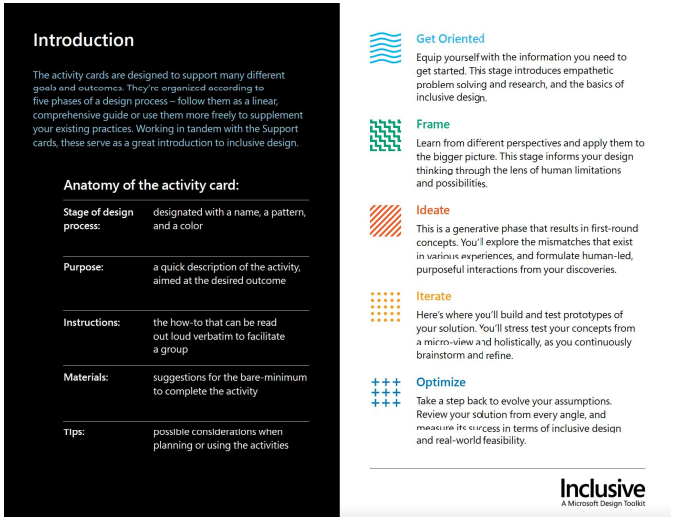
Appendix C: Analysis of External Resources

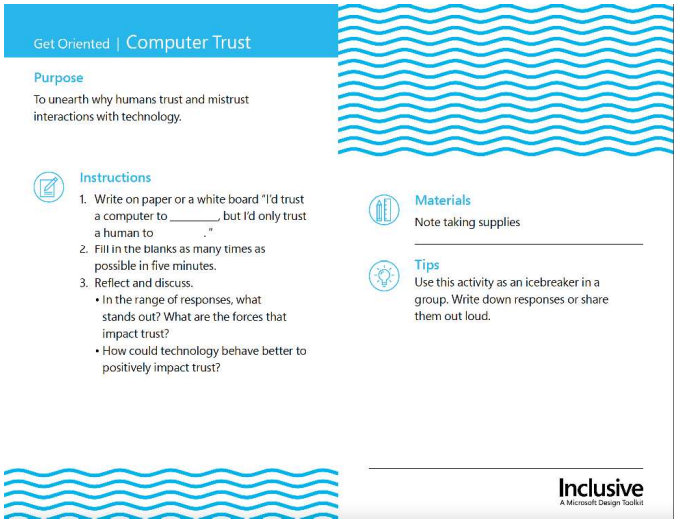
Accessible for Everyone by Laura Kalbag

This book helps with introspection techniques on design accesibility, coding and testing. It gives clear examples with images of what are good ways of designing for accessibility. Additionally it provides a list of resources to be visited by the user. Although it gives examples of good design, this tool doesn't give specific guidelines of how to design for a particular topic. The guidelines given are mainly vague and focus on the reflection of the designer.

Inclusive. A Microsoft Design Toolkit

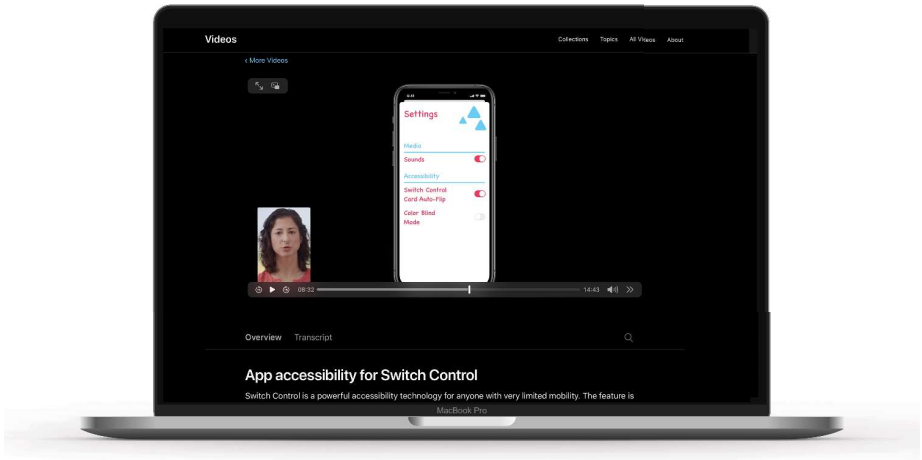
The Microsoft Inclusivity Toolkit mainly focuses on creating inclusivity of users with physical impairments mainly dealing with permanent, temporary and situational impairments. In these Activity Cards they have divided the guidelines for inclusivity in the 5 phases of the design process: Get Oriented, Frame, Ideate, Iterate, Optimize. Each card gives clear instructions of a specific design practice, the materials needed and tips for its implementation. Although it gives clear guidelines, it would have been helpful to see examples of these design practices. Additionally, some of these practices may not seem to have a clear connection to designing for inclusivity.

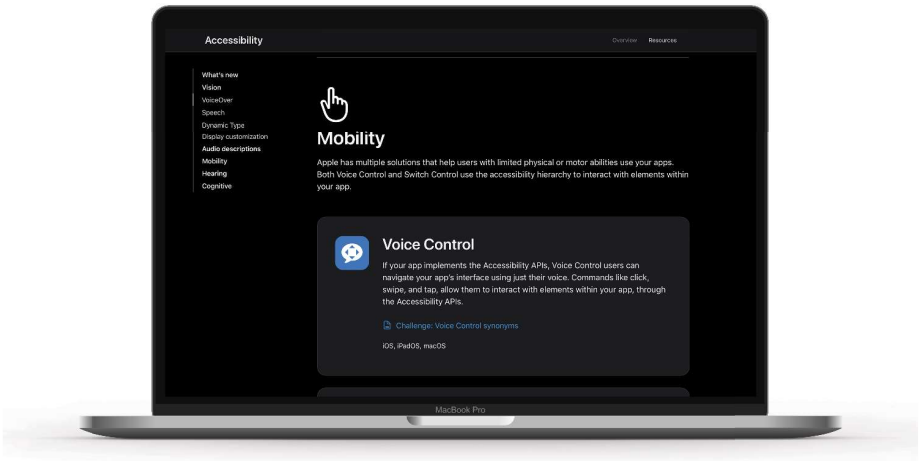




Apple’s Accessibility Guidelines

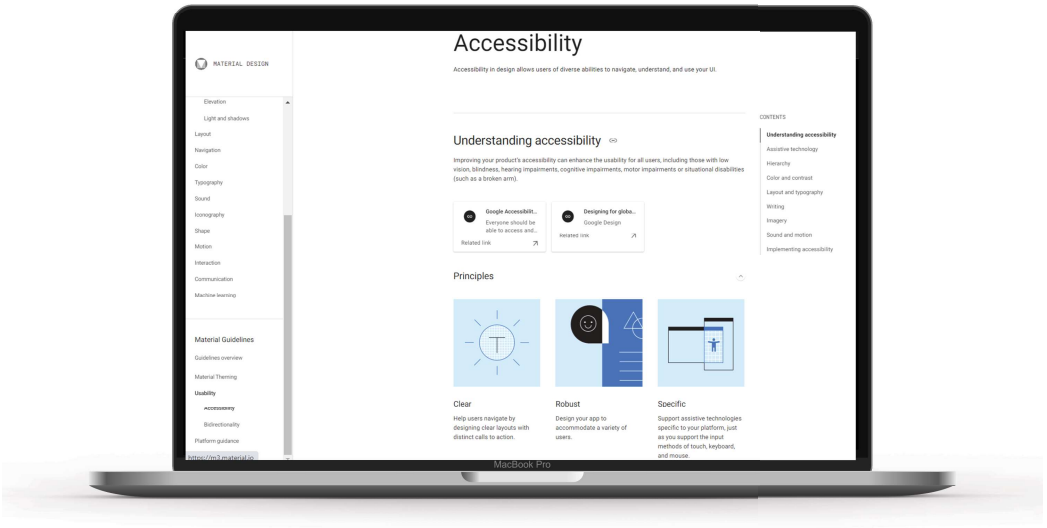
Mainly focused on developers, Apple explains functionalities that a developer can integrate in their application to make a more accessible app. These guidelines include a description of what the functionality consists of and how integrate it. The guidelines give clear examples of how to achieve this functionality but also give the html code to integrate directly into the code the developer is writing. Lastly, although not all guidelines include this, Apple creates videos to explain these functionalities and its examples which are beneficial to the viewer.





Accessibility by Material Design

A website with Accessibility guidelines that gives examples of what are good applications and bad applications of these guidelines. It discusses various topics: the importance of understanding accesibility, assistive technology, hierarchy, color and contrast, layout and typography, writing, imagery, sound and motion, and implementing accessibility (testing). The website also provides resources for users to access but not specifically about inclusivity. Lastly, there is also a blog where users can read the opinions of different designers in a diverse group of topics.



The bootcampers guide to web accessibility by Lindsey Kopacz

Mainly focused on developers, Apple explains functionalities
A book that gives web developers an extensive background knowledge and guidelines on accessibility. Lindsey gives an extensive number of examples of code of does and don’ts from her perspective as well as a clear explanation of reasoning behind her choices.

Appendix D: Other guidelines and tips for inclusive design

Require that teams include researchers from a variety of backgrounds.
Seek out training that examines systematic oppression and how it shows up. (Jacquelyn Iyamah)

Examine internalized biases and how these may impact the direction of research. (Jacquelyn Iyamah)

Collaborate with community experts who can help define the problem space. (Jacquelyn Iyamah)

Ensure that marginalized communities are involved in planning, facilitating and synthesizing research studies. (Jacquelyn Iyamah)

Acknowledge that there are biases in datasets and review/ audit them. (Jacquelyn Iyamah)

Recruit participants with different identities and backgrounds. (Jacquelyn Iyamah)

By centering those that have been systematically excluded in our research, we end up designing products, experiences, and services that serve more people and do less harm. (Jacquelyn Iyamah)

Still a few learnings did emerge, at least in considering how race and ethnicity data should be collected and used:
Use a race and ethnicity question only if you'll be doing something with that data.
If you are using a race and ethnicity question, inform your participants why you're collecting this data, or how it will be used.
Having an "other" category, might be, well, othering. Allowing participants who don't fit into any of the existing categories a chance to answer in a way that is still accurate to them is critical. (dscout.com)

As you begin to tackle the question of designing for diversity, we've distilled our larger D4D framework into the below core questions that will help you think through your process:

Core question #1: What's the worst-case scenario, and on whom?

Core question 2: How do the identities within your team influence and impact your design decisions?

Core question #3: Who might you be excluding?

Core question #4: How will you engage the people you want to reach within your design process, equitably?

Core question #5: Is the ongoing process of improving your product/service informed by The Source?

With this in mind, here are some things to consider when designing for different cultures:

Ensure your visuals represent humans from diverse

backgrounds (and no, making them purple is not a solution!) (Tina Golub)

Check that your signifiers such as colours and icons have the same meaning across cultures or provide alternatives. (Tina Golub)

Unless you are designing exclusively for a single market, don't rely on Google to do the translation work for you. Even if translating all of the content is out of scope, ensure your microcopy, such as navigation, buttons labels and error messages, makes sense to non-English speakers. (Tina Golub)

Once you are done translating, consider how the copy will display in different scrips (e.g. Latin vs Cyrillic vs Kanji). Choose widely available webfonts and set fallbacks. Review font weight and line spacing for different scrips, and consider layout adjustments for languages that are read right-to-left or top-to-bottom. More on these in Senongo Akpem's guide to cross-cultural design. (Tina Golub)

If you are gathering user data, consider cultural norms for displaying names, dates and addresses. Does the first name come before or after last name (English puts the clue on the order, but this isn't universal across cultures). What other fields might be needed: title, middle name(s), patronymic etc? How are addresses displayed around the globe (and what happens to users who live in places with no fixed postal address)? (Tina Golub)

Consider how different design patters may be perceived in the context of various cultural norms. In the series of articles on cultural design, Jenny Shen shares insightful personal stories of how some cultural values and traits such as precision or pragmatism make common design patterns fail in certain markets. (Tina Golub)

Strive to create a safe and secure online environments free from bullying and harassment. Invite users from diverse backgrounds to participate and spectate and make them feel welcome. (Tina Golub)
Encourage breadth of opinions and experiences, but ensure every design decision you make clearly states that hate and abuse will not be tolerated here. It's easier said than done, but Olu Niyiawosusi shares plenty of advice for advocating for accessibility, inclusion and social justice online. (Tina Golub)

Appendix E: Delft Design Guide Remarks

General:
From the aknowledgments:
From a total of 77 people: White males are 45. White females are 26. There are no other races for males. There are 3 females from other races.
There are 3 unknown males and females.

In terms of ethnicity, there are 40 dutch and 13 internationals, 14 unknown.

Perspectives:
Perspectives need a design for inclusion and create emphasis on human if we want the new generation of designers to be inclusive inherently.
An important note for this section is to notice the intention vs the outcome. why? because realise that not always outcome = to intention. Stress importnatce of this for awareness creation.

Design for health and well-being: it requires to reflect on how does the current health sustem work and who has access to it. It is important to understand who has priviledge and who is excluded.

Design for sustainability: The 10 Golden rules don't include the society factor of D4S, which is mentioned in the description. This society factor is essential for inclusivity as it allows to reflect on the users that benefit from sustianability and those who dont.

Design fro Behavioural Change: As design for inclusivity is also about design for behaviour change, maybe it is possible to link the two? This can be used to raise awareness about inclusivity, sustainability, etc.

Design for Emotion: Tips and concerns should include emotion and their association depends on the user's background and culture. Talking about cultural background would mean to talk about ethnic diversity.

Design for the Majority: It is actually really good already. Maybe would be nice to specify who it the majority and who is the least fortunate, who is excluded from this group.

Culture-Sensitive Design: although could be similar to inclusive design perspective, this perspective requires the designer to have more awareness and reflection on what it actually means to design for culture and the people it affects.

More-Than-Human Design: add a question to tips & concerns about How has human diversity shaped diversity in nature or even the future? When tlaking about a duture we need to envision a diverse future with different ethnicities and equality. Unconscious biases will play a huge role in this perspective.

Skilful Co-Design: Many times when doing co-design you are working in a different environment then you are familiar with. It's important to understand and predict what is going to happen to your design in that community once you are gone.

Visualising Interactions: visualizations take on a lot of stereotypes, it's important to undersand and create inclusivity

in these too. Doesn't matter of the role, diversity hast o be portryaed. Why isn't the main character black or asian?

Design Drawing as language: Drawings test our stereotypes and biases. When drawing use differnt models as reference. Paint all skin colours. Represent men and woman, users with disabilities. We base products off these, therefore, this is essential for design.

Models
Models dont necessarily need inclusive adaptation as it i how deisng happens.

Approaches
Approaches ia also optional to have inclusive design guidelines. Only apply these if you want designers to be inherently inclusive designers. Ethnic and Racial inclusivity need to be included as an approach.

User-Centered Design: create awareness for who you are excluding in UCD. Listen to wide variety of users and prevent stereotyping. Prototype with a diversity of users.

Social Implication Design: What is the common good? Who falls within this common good? When desiging for common good thin about systemic racism and how to drive awat from it and not perpetuate it. Reflect on who is at loss in this system? Who is excluded?

Co-Design and Co-creation: For co-design and co-creation sessions it is extremely important to bring diversity. Especially all the different people that fit into your person dimension. See how you can represent these in testing.

Anthropometric Design: It is not only men and woman measurements that need to be taken into account. It is about race as well. Black women have different sizes than white women. A example of discrimination that doesn't take into consideration proper anthropometric data is the airport security scanner.

Vision in Product Design: How does the future look and who paint the picture of this future? Whoever does this has biases. The future needs to also be inclusive of ethnicities and races, as well as gender. It has to drive away from systemic racism and move towards equality.

Context Variation by Design: the contextual angles need to represent the diversity in people and in the contexts.

Service Design: It is important to gain diversity of users in research as well as variety in testing participants. Additionally, it is important to identify who in the service is more likely to be excluded or gain the least.

Persuasive Game Design: Is the game perpetuating biases? Racism? Marginalization of minority groups? It is important to test games with different ethnicities and races, as well as ages and genders. Additinoally, reflect on the visuals used and actions that need to be done in the game. Do they perpetuate racism or systemic racism?

Lean Start-up: Who is this prototype design for? Who does ti exclude? It is important to have variety of participants that are gathered from different sources. Do not rely on the diverse of friend group, go broader.

Material Driven Design: Understanding the material also means to understand who makes it and where it comes from. It is traditionally used by any cultures? How do they use it? What out for cultural appropriation.

Data-Centric Design: It is important to understand who othis data is about. Essential to understand who this data represents and who it doesnt.

Design Roadmapping: As it is a team endevour take into account the diversity of the team and use it to benefit the project. The roadmap is different in all context and cultures, therefore use the diversity of a team to achieve diversity in the roadmap. The team can also learn prior to the project, the biases that shape each one and to watch out for the biases during the project.

Methods: Discover

Context mapping: Important to take into account the diversity of people involved and the diversity of the context.

Thing Ethnography: It is important to understand how choosing tools for data collection on personal preferences will affect the diversity in the results.

Cultural probes: The people who you send the probe to need to show diversity. Don't choose just people like you, explore the diversity of your persona. Be careful with cultural appropriation in the probes.

User observations: Important to take into account the diversity of people involved and the context in which you are observing.

Interviews: It is important to learn about personal biases when doing interviews to see how you are interviewer shapes the answers. It is also important to take into account the diversity of the people involved and look for participants that have different backgrounds.

Questionnaires: Same as the interviews. It is important to learn about personal biases when doing interviews to see how you are interviewer shapes the answers. It is also important to take into account the diversity of the people involved and look for participants that have different backgrounds. Do pilot testing with racial diverse users.

Focus groups: find diversity of people. See how the differences in people end in similarities or even in differences.

Ecodesign Stategy Wheel: Reflec on the effect of compromises in whole community. Who does this comprise affect? Who gets out the least from this comprise?

Ecodesign Checklist: This ecodesign checklist depends on the context one is in and one is designing in. Check the diversity of the context regarding the topic at hand. How can diversity appear in this context?

Fast Track Life Cycle Analysis: This LCA can help grow awareness of the context in which is being designed in. It will can grow awareness of who the product affects and who is being marginalised.

SWOT & Search Areas: Consider the diversity of the team as a strength in a project, or as a weakness if there is no diversity. Use awareness of biases as a strength.

Trend Foresight: Understand that the context/magazines choosen arent representative of diversity and the world. Be concious of the biases of certain magazines.

Brand DNA: It is important to notice that it is not social corerct if a company claims to have inclusivity as part of their DNA as it is not inclusivity if you dont actively represent and carry it out.

WWWWWH: When thinking of Who. Think of who is being excluded and who is being included with the matter at hand.

Design Drawing to Discover: Similarly to other drawing perspectives, approaches or methods, it is important to note that biases are protrayed through drawings therefore diversity in drawing people is essential.

Methods for defining all have to take into consideration the variety and diversity in the people that are involved in the articulation of the design problem, direction or goal. It is essential to understand and clearly state who is being included and who is being excluded.

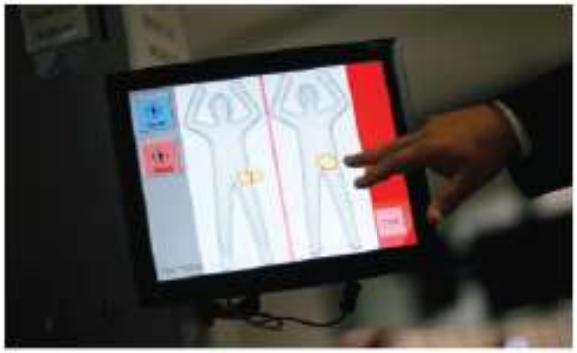
Methods for developing and delivering do not have guidelines because ideation is suppossed to be free of constraints.

Methods that involve prototyping need to stress the fact that all users have different ways of using products and therefore, diversity in users should be included.

The following examples portray a number of cases were inclusive design was not taken in to consideration. This led users to feel invisible in society as well as causing physical and emotional damage.

Car crash tests are done with male dummies. In recent years, Europe has integrated a law to integrate a female dummy. This results in a 'female' dummy that is a scaled down version of a male dummy and ths female dummy is only mandatory in one of 5 crash tests (Criado Perez, 2019). Additionally, different ethnic and racial groups have distinct body types and have different measurements, yet, only male dummies are taken into account.

Automatic soap dispensers use light sensors to provide users with a touch-free possibility, creating a more hygenic and sanitary solution in restrooms. Reports show that the light sensor works properly with white users but do not function for dark skin tonned users. This is caused by the type of sensor used as it detects the light reflected from the user's hand. In the case of a person with a darker skin, the surface of the hand absorbs the light instead of reflecting it, leading the device with no reaction (Plenke, 2015).



Airport body scanners are designed to detect masses on individual's bodies or inside their clothes. Everyone's body masses and distributions are different. For this reason, these scanners tend to discriminate in particular individuals like transgender, black, sikhs and muslims. Alarms are set off falsely on individuals that wear head coverings for cultural and religious reasons. Additionally, racial discrimination regularly accurs among Black women because of their hair. As it tends to be textured and thick, alarms detect 'something' in afros, braids, or twists in the hair (Iyamah, 2021).

Elaine Owusu is unable to upload an image of herself to update her passport because the website AI believes that her mouth looks open in the picture (Lieu, 2016). AI integrated into the platform has not been tested properly with the diversity of users. This is a specially dangerous case as it is a government website and this could harm users' daily lives as they cannot identify themselves which can lead to a systemic consequence (because they have no identification, they are not able to get a job, among other things).

Design for Inclusivity

Design for Inclusivity offers a perspective for designers to understand the complexity of the diversity in inclusivity. Inclusivity is not about designing for all but being aware of how diverse groups of users interact with a product differently, especially who is prone to being excluded from this interaction. This perspective requires a step of awareness before starting to design in order to understand the unconcious bias of the designer. Learning how to design for inclusivity is essential in today's world as communities are becoming more diverse with globalisation.

WHAT & WHY? With globalisation we experience more diversity in our communities (Bai, Ramos, & Fiske, 2020). Yet, many digital products are continously designed without taking diversity into consideration, resulting in products that do not include groups of people. The exclusion of people who are different because of their characteristics causes them to feel invisible and careless, as well as affect their physical and mental health and pertuate discrimination systematically. For example, in the case of racial discrimination, it makes designers appear to lack empathy and be indifferent to the presence of non-white people in their community (Jantji, 2021). The world is becoming more diverse (World Population, 2022), while product design continues to be dominated by Western countries. For example, 76% of the UX Designers (in the USA) are white and only 37% of UX Designers are female, leading to misrepresentation of users in digital platforms that may not fit the same sociodemographic characteristics of these designers (Zippia, 2022).

Inclusive design is a perspective, it has attributes like accessibility, age, ethnicity, gender, race, among others. Accessibility referes to the inclusive design that aims to include people of diverse physical and mental capabilities. Age refers to the inclusive design that aims to include people from different age groups. Ethnicity refers to the inclusive design that aims to include people of diverse cultural backgrounds. Gender refers to the inclusive design that aims to include diversity in gender and pronours. Race refers to the inclusive design that aims to include people of different races, in other words, people with different color skin and biological traits that refer to a race.

MINDSET: Design for inclusivity requires the designer to reflect on their own design practice and identify the unconcious biases that they are subjected to. Minorities and excluded groups need to be involved throughout the entirety of the design process. A designer must be able to identify what groups of users the product will ideally work with, and for which groups of users the product will not work and take responsibility for its consequences.

HOW? There are various ways to approach inclusivity as designing for inclusivity depends on the project and the resources available. Nevertheless, all designing should start by becoming aware of exclusionary practices and unconcious biases. This is followed by the guidelines and tips that can be taken into consideration in different parts of the design process. Finalizing, with a reflection on the delivered project.

Step 1: Awareness. It is essential to understand what attribute within inclusivity one is designing for and learning how this is present in today's society. Additionally, each designer needs to understand what unconcious biases shape them and the way they design. A designer should be able to point out examples in the past where these unconcious biases have shaped them. Knowing which have shaped them, they can be aware of them in the project and identify when they come into play.

Step 2: Guidelines and tips. Throughout the design process in general it is important to involve minority groups and groups that have a tendency to be excluded. Taking into perspective the design process, each segment provides a guideline. During the "Empathize phase" it is important to be aware of how the designer's own biases shapes the information gathered from the context in research. During the "Define phase" it is important to take into consideration everyone's perspectives equally, without prioritizing one or another. For example, if a persona is built, learn to create inclusive persona's by building spectrum and not using stereotypes. During the "Ideate phase" there are no specific guidelines as it is the part of the process where the designer should not have any barriers and constraints. In the "Prototype phase" it is important to take into consideration aspects of different users like for example their gender, ethnicity, race, and age, to understand how it may make a difference to the product designed. Lastly, during the "Test phase" it is essential to involve and test with different users meanwhile maintaining equality. Test with people from marginalized communities too.

Step 3: Reflect. Every time a designer goes through this process they need to reflect how things can improve in order to improve and integrate designing for inclusivity.

TIPS & CONCERNS

Don't be afraid to make mistakes. Everyone makes mistakes and designing for inclusivity is a learning process. Own up to your mistakes, take appropriate action, learn from them and move on.

Don't do it alone. You cant build an inclusive research practice on your own, and certainly not in one day. Starting with inclusion can be overwhelming. Find team mates, friends, co-workers that are also interested in the topic and discuss your thoughts, projects, designs, etc.

Break down your effots into smaller chunks. Take it one step at a time

Ensure that marginalised communities are involved in planning, facilitating and synthesizing research studies.

Encourage breadth of opinions and experiences, but ensure every design decision you make clearly states that hate and abuse will not be tolerated here.

LIMITATIONS

Design for inclusivity is a perspective that needs to be taken into consideration and pushed throughout a project and company. A designer may need to explain the importance of this perspective and its benefits (business, people, and technology impact) to its superiors, certain clients, organizations, stakeholders involved in the project.

REFERENCES & FURTHER READING: Bai, X., Ramos, M. R., & Fiske, S. T. (2020). As diversity increases, people paradoxically perceive social groups as more similar (Publication No. 117 (23) 12741-12749). PNAS. / World Population Review - Most Racially Diverse Countries 2022. (2022). Retrieved August 22, 2022, from https://worldpopulationreview.com/country-rankings/most-racially-diverse-countries / Institute of Inclusive Design. 2022. www.instituteofinclusivedesign.com/ Jantji, C. (2021). Beige by default./

Cosmetic Brand Nivea, like many others, presented a controversy ad where the main line was "White is Purity". When it comes to unconcious exclusion and discrimination, cosmetics ads are the perfect example. To start off, this ad is racist, because it makes one believe that one race is superior to another race with the phrase "White is purity". Second of all, it is ethnically exclusive because it makes people feel like they cannot associate themselves with this ad because of the culture and race that are associated to this ad. A main question arises in this case: who did they test this image with? Who where the people involve in this image and what was the diveristy of this group of people?

When we design digital platforms where the aim is to connect users, there is an important stakeholder to consider: the users to be connected. Dating Apps gain a lot of attention when the topic of discrimination is discussed. The reason behind this is that people discriminate each other, especially when it comes to talking about love and choosing who you like based on the looks. This is a clear example where designing for ethnic and racial inclusion are intertuined. People base who they choose to "connect with" based on their looks. This can lead to racism, for example, a white person not wanting to "connect" with a black person. Additionally, as race is also related to a culture a person feels connected to, a user can be excluded because of the ethnicity too.

Ethnic and Racial Inclusive Design

Ethnic and Racial Inclusive Design (ERID) focuses on creating products and services that take into account the different ethinicities that appear in the target group. Ethnic inclusivity focuses on the cultures users associate with, meanwhile Racial inclusivity than the biological traits users have. In other words, ethnicity is about how people 'feel' regarding their cultural identity and race is how people 'look' regarding their physical appearence.

WHAT & WHY? Communities are becoming more diverse (Bai, Ramos, & Fiske, 2020) and users are excluded from society and products in different ways. Ethnic inclusivity focuses on understanding how we can include users that feel and associate themselves with one or various cultures. This association and feeling cannot be perceived by designers unless they engage with the user and learn about them. This is the main difference between designing for ethnic inclusivity than designing for other types of inclusivity like accessibility or racial inclusivity: designers cannot know the ethnic attribution of a person without intervining in conversation. Meanwhile, racial inclusivity focuses on understanding how race, in other words how people look, can play a role in the design of products.

Designing for inclusivity is an ongoing process meaning that it is not a means to an end, but it is a reiterative and reflective process that needs to be done by the designer. It is similar to the User-Centred Design approach yet the ERID introduces critical questions that need to be reflected throughout the process. It is also important that the designer regularly reflects personally on biases and how past experiences that have shaped the way they design and tendencies they have. This personal reflection allows for awareness to occur and therefore, brings unconcious actions into the conciousness in order to improve the designers mental models and, consequently, their design practice with each design.

MINDSET: ERID helps the designer reflect on their own design practice and identify the unconcious biases that they are subjected to. Minorities and excluded groups need to be considered throughout the entirety of the process. Designers should be able to identify how the product will be used by most and how the product will exclude many.

WHEN? ERID is relevant in any domain where the user is placed in the center of the project. The approach is used throughout the design process, from the context research to setting the scope of the project, to testing the design. Due to globalisation and the population diversity, it is essential to integrate diversity and inclusivity in design from the beginning of the design process.

HOW? Just like any other inclusivity approach, it is important the designer carried out a step of awareness and self reflection before starting the design process. Additionally, the approach includes key questions that need to be taken into account throughout the Basic Design Cycle.

Step 1: Awareness. It is essential to understand what unconcious biases shapes the designer and the way they design. A designer should be able to point out examples in the past, where these unconcious biases have shaped them. Knowing which have shaped them, with time, they can be aware of them in the project and identify when they come into play. Use the following website to identify your biases and find guidelines for inclusivity: www.instituteofinclusivedesign.com

Step 2: Guidelines and tips. Throughout the design process in general it is important to involve minority groups and groups that have a tendency to be excluded. Taking into perspective the design process, each segment provides a guideline.

1. Front-end user research.
- Is your knowledge of your target group based on facts?
- Have you done research with minority groups? And ethnic diverse users? And racially diverse users? Listen to all parties equally.
- Are all stakeholders identified, even the ones not direcly using the product?

2. Define.
- Does your goal represent a problem that came directly from the user interviews?
- Are you keeping in mind the diversity of ethnicities (cultures) and races that are part of the target group?
- Are you basing your scope and personas on stereotypes?

3. Create.
- Are you making a true effort to be inclusive?
- Are you keeping in mind that human skin comes in an array of colors?
- Is everyone in your target group accounted for in the design?
- Is the description (of the purpose) of the product inclusive?
- Have you used any inspiration from another culture that leads to cultural appropriation?

4. Prototype.
- Are you taking into consideration how different ethnicities feel about the product and how the product makes them feel?
- Does the design offend any ethnicity that you are desinging for?
- Does the technology discern every skin color?

5. Evaluate process
- How have your personal biases affected the product?
- What have you learned during this process that you need to change or implement in the next one?

TIPS & CONCERNS

Don't be afraid to talk about race! Inform yourself about the history of race and how it appears in today's society.

Talk to friends about it. Start these discussions among environments where you and others feel comfortable. Ask friends from other races to share their stories with you, if they feel comfortable.

It can be overwhelming at the beginning, as there is a lot of new information. Don't worry, take a step at a time.

When you are looking for interviewees, get outside your comfort zone to aim for interviewees with different environments and backgrounds in order to make a truthful inclusion

A target group must be understood from its diversity point of view too. Ensure that marginalised communities are also involved in your project

Encourage breadth of opinions and experiences, but ensure every design decision you make clearly states that hate and abuse will not be tolerated here.

LIMITATIONS

Ethnicity can only be found by interviewing and listening to users. In order to understand someone's ethnicity, you need to ask them the cultures they associate to. If you base your data on biological traits, like their looks, you are refering to racial aspects. Therefore, you would be carrying out racial inclusive design. Racial and ethnic inclusive design many times go together, therefore, watch out and differentiate them.

REFERENCES & FURTHER READING: Bai, X., Ramos, M. R., & Fiske, S.T. (2020). As diversity increases, people paradoxically perceive social groups as more similar (Publication No. 117 (23) 12741-12749). PNAS. / Institute of Inclusive Design. 2022. www.instituteofinclusive-design.com / Jantji, C. (2021). Beige by Default. /

Appendix F: Delft Inclusive Design Platform

Inspiration Analysis

A small analysis of what I like and dislike about these inspiration websites:

InclusiefDesign by Floris Jansen

+ Very strong landing page, clearly explaining the importance of inclusivity and how designers can carry out inclusivity.

+ Includes important terms, includes awareness and ways to intervene throughout the design process and with stakeholders

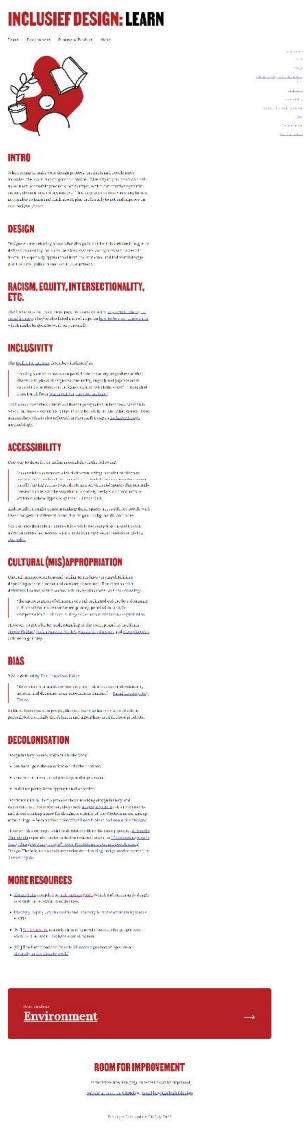
+ Direct links to resources

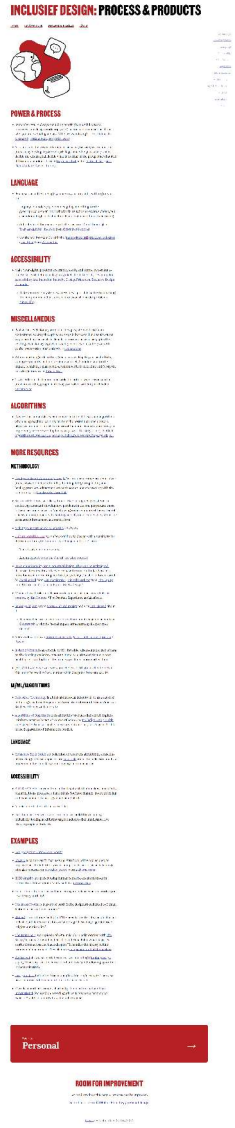
+ Includes the Dutch environment

- Uses vague one sentence lines to summarize a guideline. Making it difficult to understand and having to read the link to the original source

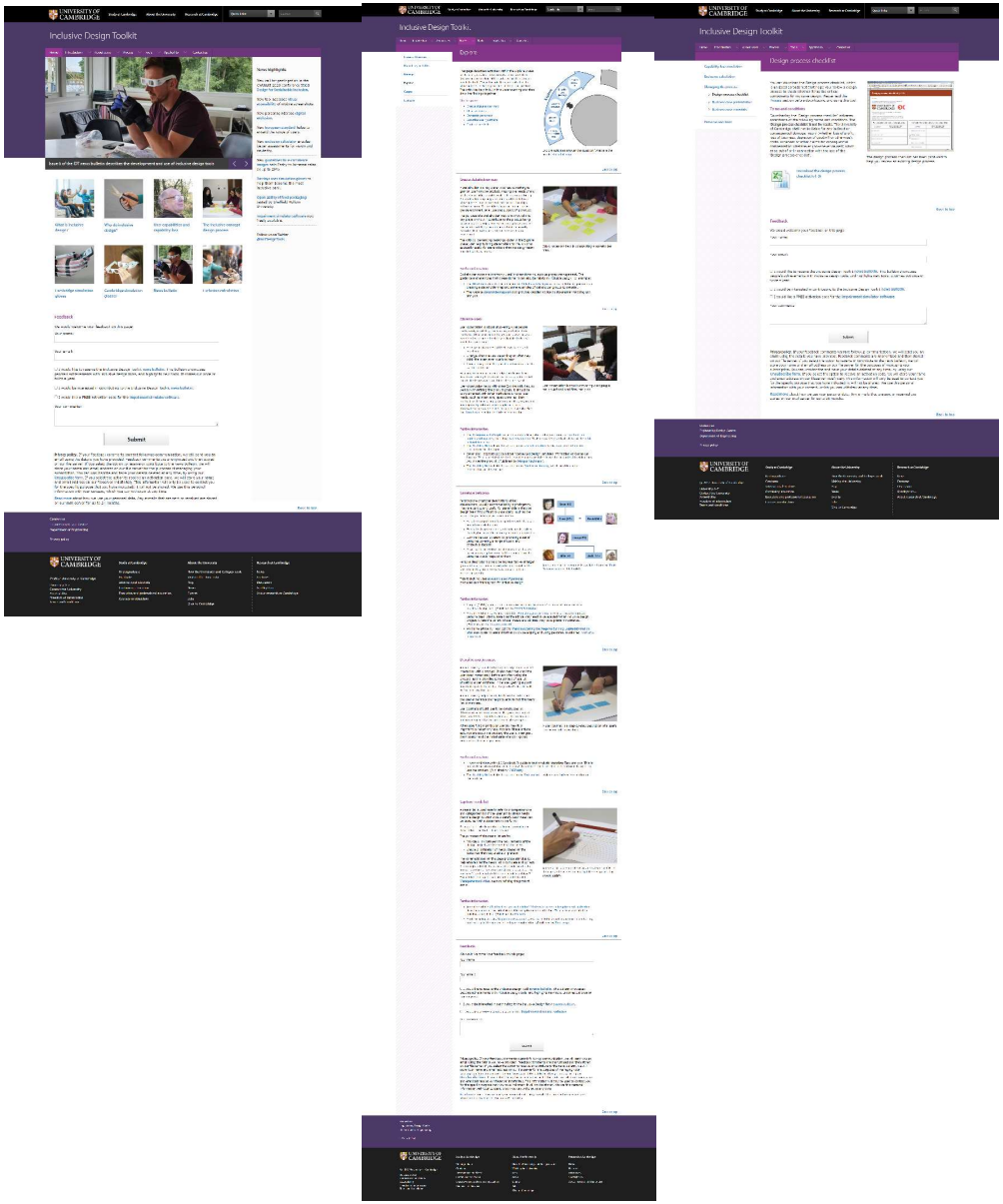
- topics used seem caotic and no relation to each other. Why is miscellaneous mean?

- Lack of attributes of inclusivity apart from accessibility





Inclusive Design Toolkit by University of Cambridge



+ Provides information on projects, workshops, courses and teachers that are associated to the university

+ Includes tools that ‘test’ some accessibility factors of your designs.

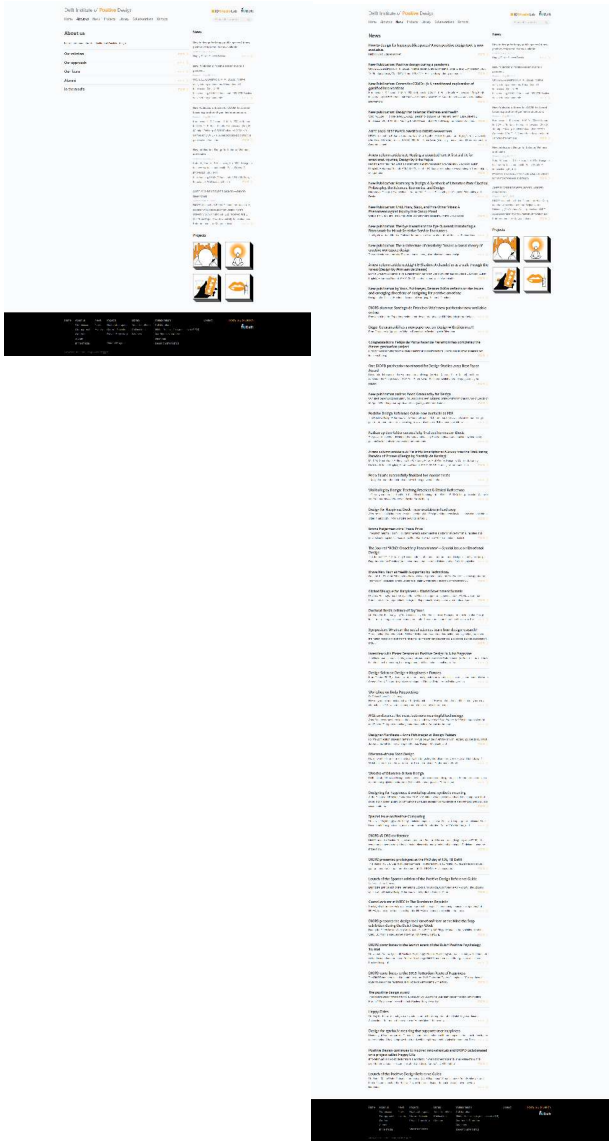
- Tools are not specific to inclusivity practices

- Only focuses on the attribute of accessibility

- Almost no external resources to encourage personal learning

- No awareness step for their students

Delft Institute of Positive Design



+ Provides environment only for the topic of the institute

+ Provides real life example of projects

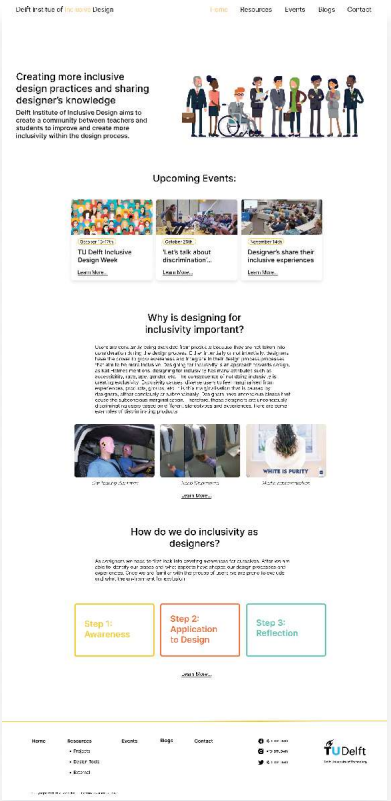
+ Has a library with tools and methods

- Not sure what news are supposed to show. Is it news about papers published? Events?

- Tools and methods are limited to research papers and publications

- Doesn’t portray clearly why positive design is important

Version 1 of the website and reasoning



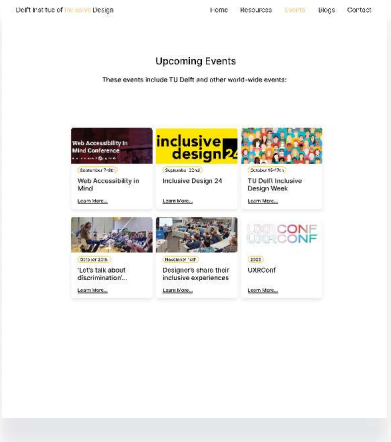
Aim to give background information about the website

Inform users of upcoming events to quick views of what they could do if intrigueded by topic

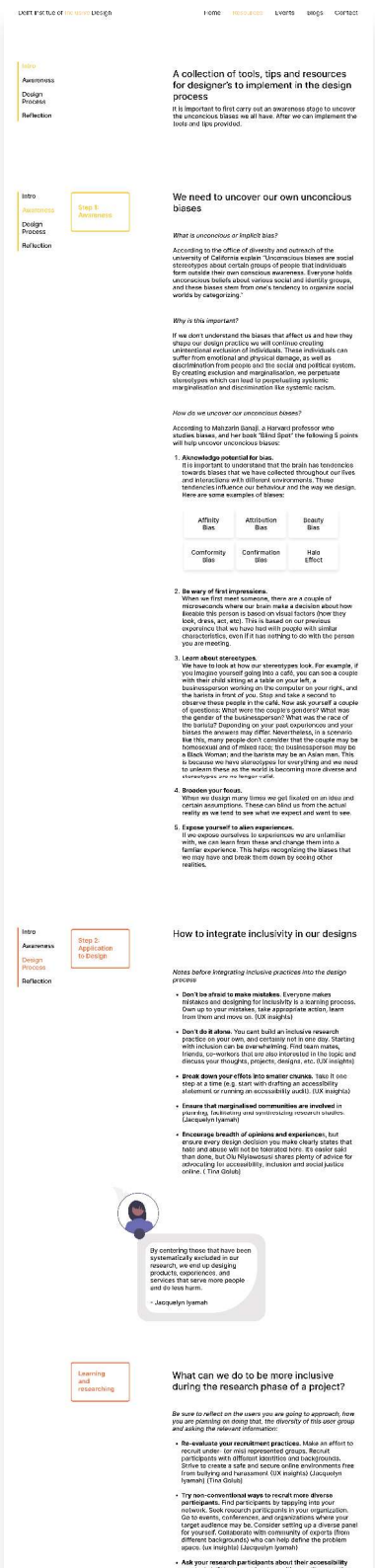
Explain the importance of the topic and show pictures of consequences of exclusion

Give guidance in a simple step process

Have nagivation bar at beginning and end of page for easy navigation

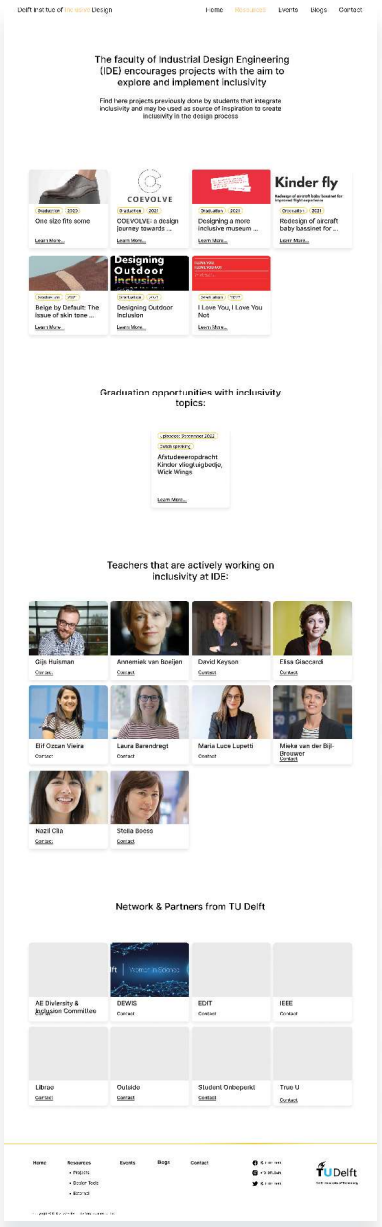


Events not only related to the factulty but also find other inputs from world-wide conferences. Date, topic and link to event are essential to gain interest.



As mentioned throughout the report, the first step to inclusivity is awareness, then one can implement it into design. As there is a lot of text, navigation is located on the left. This navigation bar is envisioned to be hovering on the left of the page while scrolling.
Biases are explained as part of the awareness process as well as guidelines found throughout the report.

Specific guidelines about imagery and language are given very briefly as the topic is yet very broad.



Thesis reports from the IDE faculty are portrayed for easy access and to be used as information sources and references.

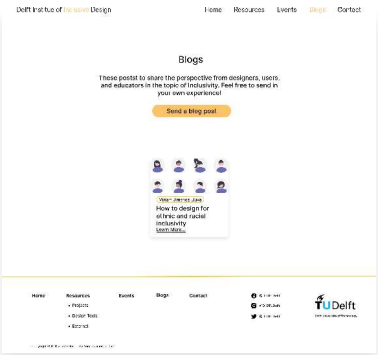
Possible thesis opportunities are presented for students interested in the topic.

Teachers that are related to inclusivity in the faculty is handy to have. Not only is it necessary to identify who can help you in projects but also who you can go to learn more about a topic.

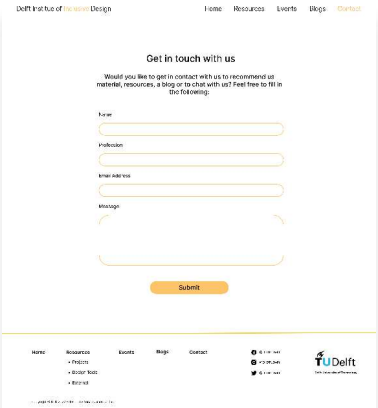
Additionally, network and partners from the TU delft are relevant sources to connect with if interested in a specific topic.

The goal was to portray more resources for students, and all the guidelines and resources found throughout the project are grouped into categories for users to access.

Depending on the category of the resources, it may have multiple remarkable pieces of information. Nevertheless, they all have a link to the resource integrated for students and teachers to easily access them.

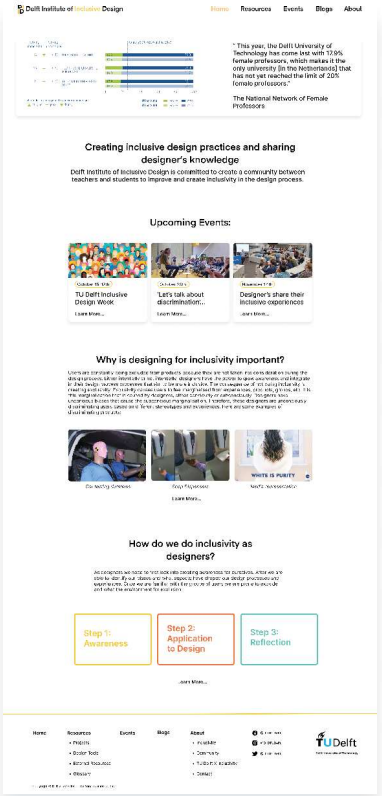


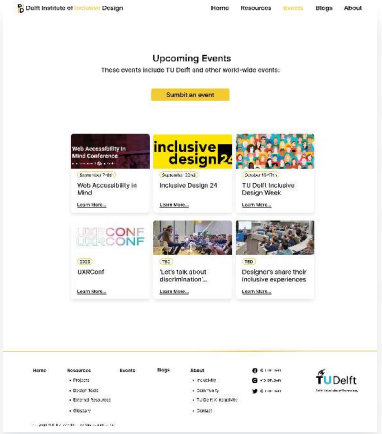
As many times it is easier to express oneself's findings in posts and there is not enough time during a community meeting to discuss this, a blog is developed for students and teachers to read findings related to the topics of inclusivity. It could be research findings or stories of discrimination.



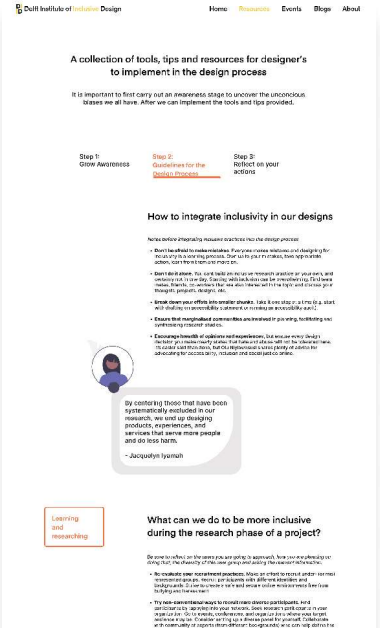
Lastly, a contact letter is included for students and teacher to contact the institute in the case of more resources to be added to the list, a new blog post, a question, etc. This gives the opportunity to hear out the community too.

Version 2 of the website and reasoning

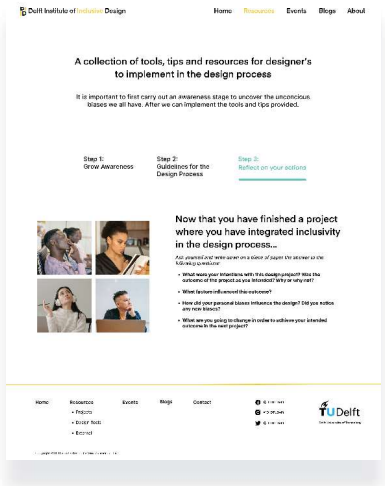




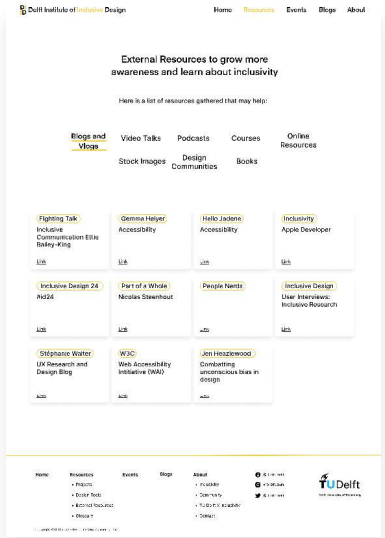
To trigger users, the landing of the page was improved as mentioned in the design process. This trigger is aimed to encourage users to read more about inclusivity and the designers role.



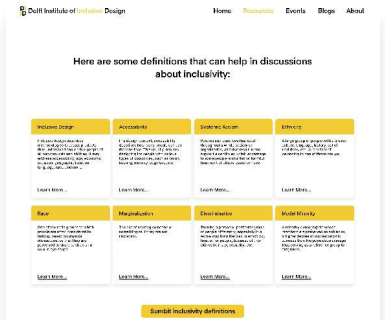
Navigation was changed for the resources portrayed as it was noticeably more tiresome to who through the whole list. Additionally, the awareness activity was integrated into the platform.

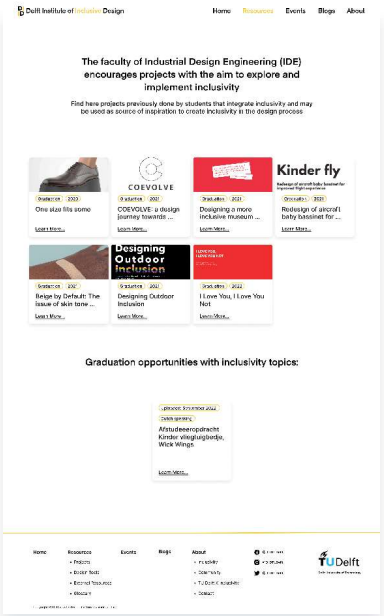


Imagery was added to guidelines to not only show and create diversity in pictures but also to create a more balanced website.

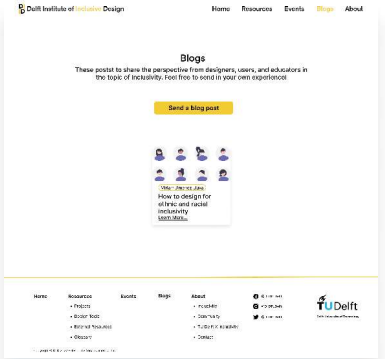


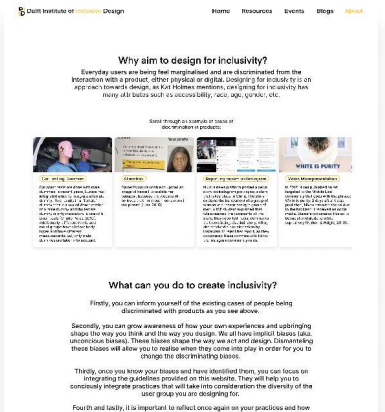
A glossary with important definitions was included in order to help readers grasp concepts of inclusivity.



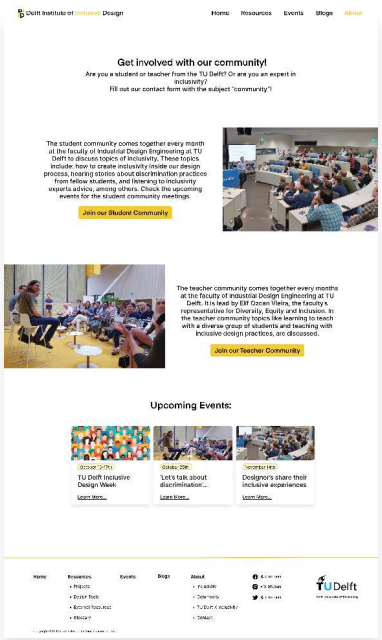


Teachers and networks were removed from the resources as it is better to find it under TU Delft and inclusivity.

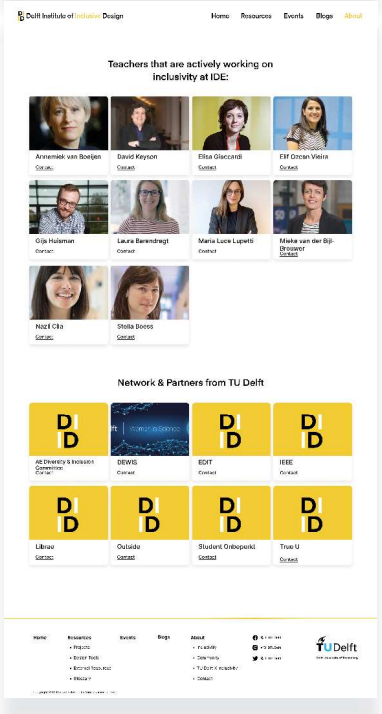




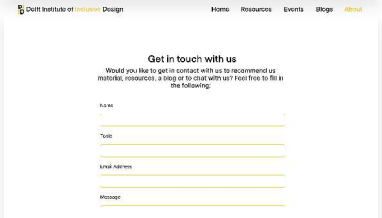
An about page was made to portray the cases identified during this project and show how tangible the impact of design. This was after testing the awareness activity and seeing the example was very useful for people to grasp how exclusivity affects design.



A page was made for teachers and students to have direct access and invitation to the community of students or teachers.



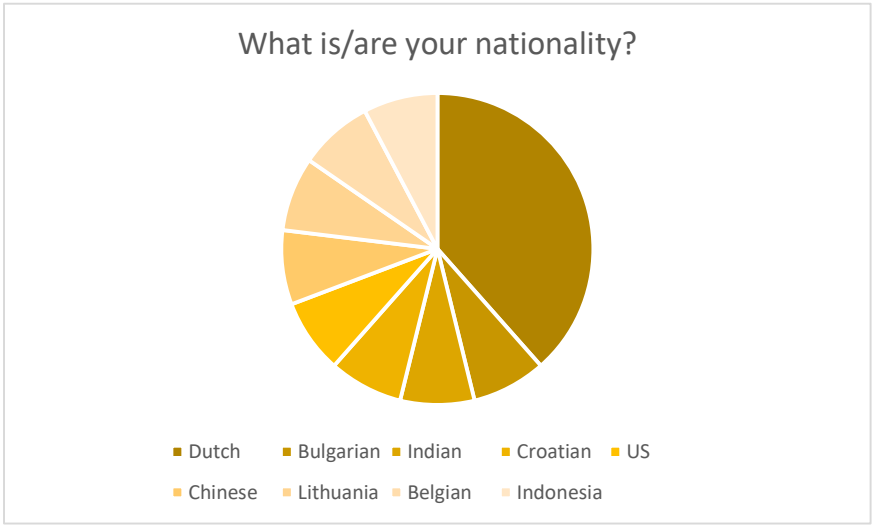
Teachers and Networks were seperated for navigation purposes in order for viewers to know what to expect from this page.

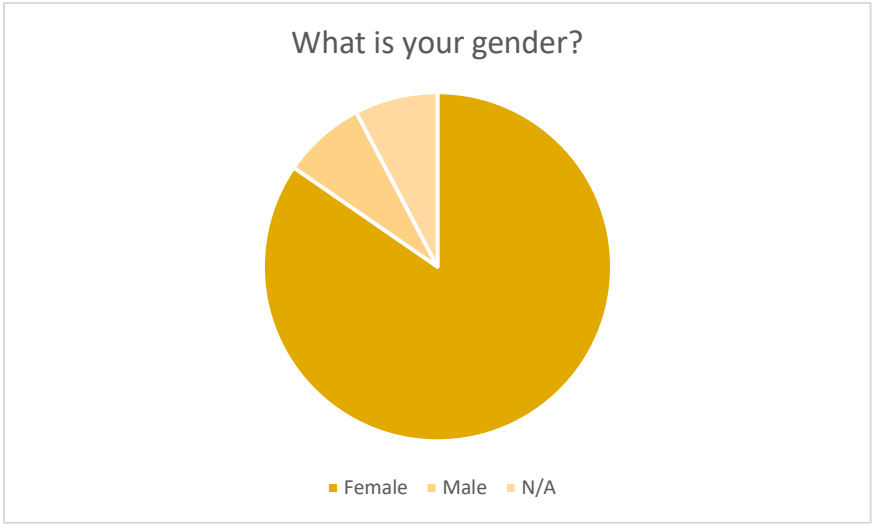


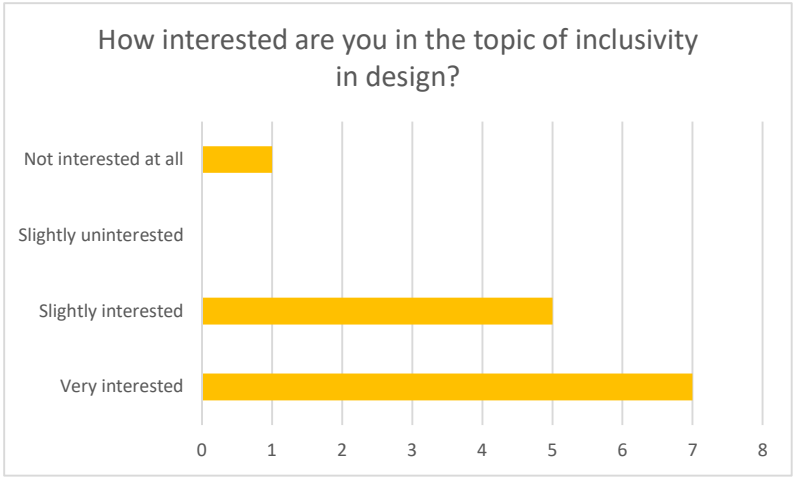
	Sources		Follow-up questions
Aim of the image and the target group			
What is your target group?			
Do you have a demographic research on the target group?			
Representation of the people and atmosphere in the aim of the picture			
Does the image represent a different reality of the situation trying to be portrayed?	(Low, S. M., Taplin, D., Scheld, S., & Fisher, T., 2002) (De Waard, I., & Zolfo, M., 2009) (Andalibi, N., 2021)		If yes: What is the desired message you want to convey in this reality?
Does the image look like it was staged?	(Low, S. M., Taplin, D., Scheld, S., & Fisher, T., 2002) (De Waard, I., & Zolfo, M., 2009) (Andalibi, N., 2021)		If yes: What could be the problem is it is staged?
Favoring a culture or people more than others			
Does the image favor a specific race, age, gender, ability, body type, economical status or other minority group?	(Treweek, S., Banister, K., Bower, P. et al, 2021)		If yes: Is there a specific reason why? Is your target group fully representated in this image? Are you including other images to fully represent the diversity of your target group?
Are you excluding anyone in your target group?	(Treweek, S., Banister, K., Bower, P. et al, 2021)		Does this align with your aim? From your target group, who is prone to be excluded? Who is excluded in this image?
Does this image perpetuate or promote stereotypes of people and/or culture?	(Hugh Klein, Kenneth S. Schiffman, 2009) (Coleman, R. R., & Yochim, E. A. C., 2008)		If yes: How does this affect the purpose of your image? What stereotypes? How does it affect the ones affilitated to this image and those who are not affiliated to this image?
The layout of the image			
Does this image ridiculise the reality your are trying to portray?	Gutsche, R. E., Cong, X., Pan, F., Sun, Y., & DeLoach, L. (2022).		Does the image make use of hashtags or humor to reduce the seriousness of an inclusivity topic?
Does this image portray a particular person or culture has more power than the rest?	(Craig, R.L., 1991)		If yes: How is the distribution of power displayed in this image?
Testing			
Were you able to test this image?	(Dickson, T.J. 2015)		With whom? How diverse was your testing group?
As result of the testing, does this image portray a different aim than you intended?	(Dickson, T.J. 2015)		

Appendix G: Evaluation Procedure and Results

Results of questionnaire

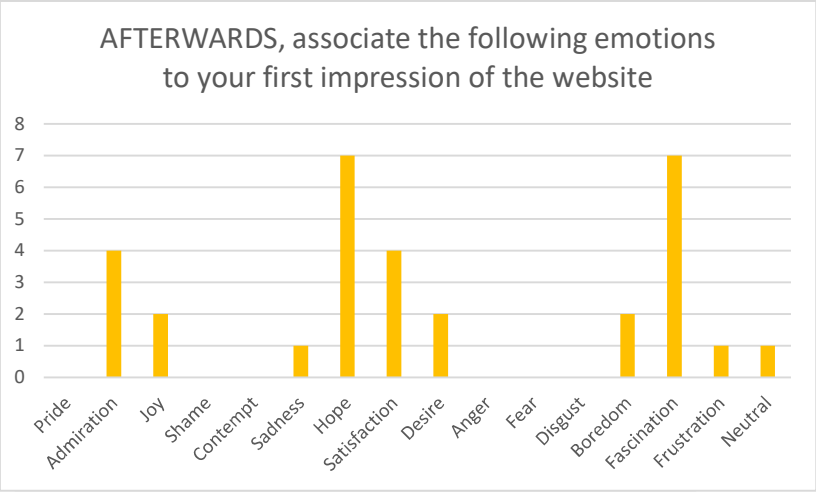


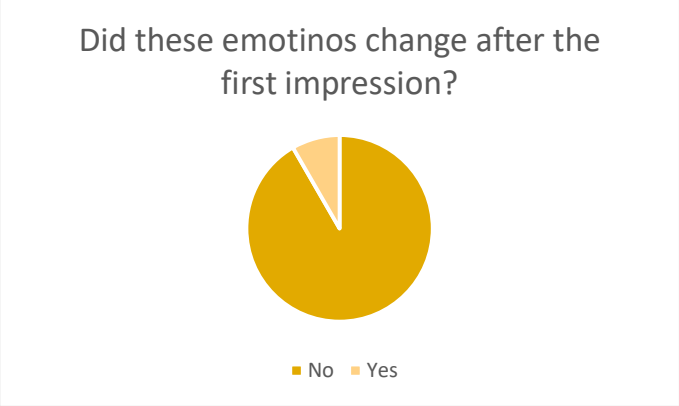




Q7 - Why do you have this level of interest?

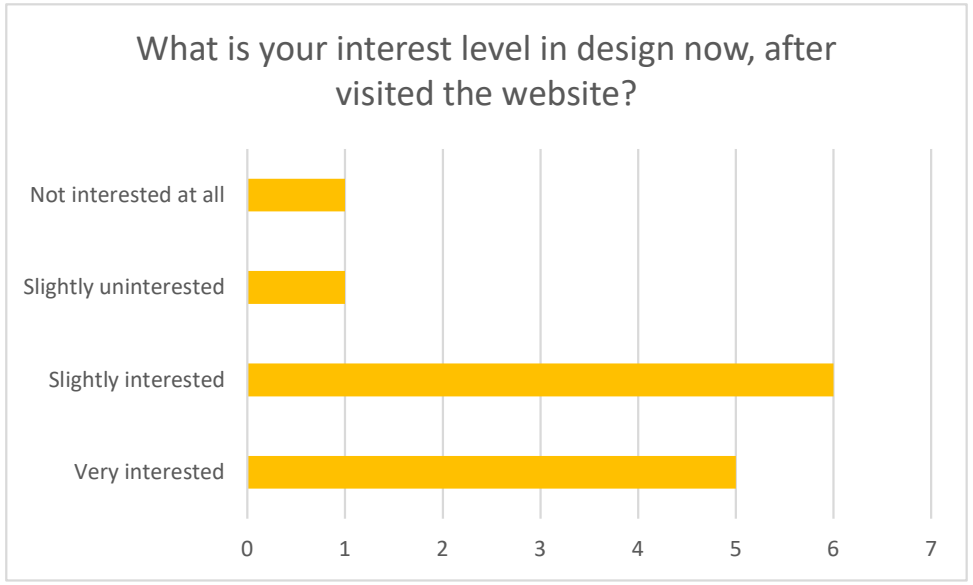
I feel like in the beginning of the design process I already try to make the product as inclusive as possible
It was initially triggered by an elective and then I chose it as a focus for my Master's thesis.
I find that when a design is inclusive it really does hit it's peak purpose
Because I think inclusivity as a term in design is used as a marketing tool and that bay looking at the real facts doesnt affect the outcome of the product in a significant manner most of the times.
Depends on the type of project. Previously worked in architecture dealing with a lot of ADA (American Disability Act) regulations and realized how much detail goes into accommodating someone with physical disability
I find inclusivety important and interesting, but I do not neccesarily want to design only for inclusiveness. As in I do not want it to be my main driver. I find exploring and applying promising technologies more interesting.
Because it extends the scope of design
I'm not so interested in human-centered design, but I'm more interested in nature-inclusive design. My designs and ideas are focused on non-human users..
A wide range of friends that don't belong to majorities
I did the elective inclusive design, really interesting. There are so much things we still not consider in the design process.
I started with interests in social inclusivity actually, and along the way learned that inclusivity manifests broadly. But I haven't had much experience in translating them to my design.





Q9 - As you scroll further through the website, did these impressions change? If so, how?

no it did not change
No, I really like the idea.
No it did not change I was happy to see this and interested to know mlre
The impressions didnt change.
Did not change. The website lagged A LOT because of unnecessary transition animation
No
No
First it was hope that more attention is given to this social topic overall, then I it was leaning towards more interested emotion (weak fascination).
They didn't, the topics are interesting but I feel like it's a little "empty". A background colour could do a lot
Yes, a little bit sad sometimes that some products dont consider everyone in the design process, like the soap dispender
Still the same, but I was wondering which section I need to head to.



#	Field	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
1	This website is necessary in order to promote more inclusive design practices within our faculty.	0.00% 0	27.27% 3	18.18% 2	36.36% 4	18.18% 2	11
2	I want to discuss my experiences of discrimination and exclusion with my fellow members of the faculty (students and/or teachers).	9.09% 1	9.09% 1	27.27% 3	27.27% 3	27.27% 3	11
3	I want to hear out stories of discrimination and exclusion that other faculty members experience (students and/or teachers).	0.00% 0	9.09% 1	9.09% 1	36.36% 4	45.45% 5	11
4	I would like to read about discrimination and exclusion that faculty members experience (students and/or teachers).	0.00% 0	9.09% 1	9.09% 1	45.45% 5	36.36% 4	11
5	The resource and guidelines for inclusivity are useful to our faculty.	0.00% 0	9.09% 1	0.00% 0	45.45% 5	45.45% 5	11
6	Seeing this website has made me more aware of the importance of inclusive design practices.	9.09% 1	9.09% 1	18.18% 2	54.55% 6	9.09% 1	11
7	I want to join the community for inclusivity.	0.00% 0	9.09% 1	36.36% 4	27.27% 3	27.27% 3	11

Results of awareness activity

Participant 1

session1

Yeah, I, I, I don't see why not, but I feel like you should just disclaim the fact, cuz I don't know if it's just me personally, but I took a while just kind of like gathering my thought. Uh, together to see like kind of what best answers the questions when I myself don't really know mm-hmm. . Um, but I think it's just a lot of thinking and it's because it's a lot of like new information and like kind of, uh, real realizing like, Oh, you actually have this preference, but you don't realize it. And it's just like, part of it is like shock. For myself, but also, um, it's nice to have this written down. And then of course I didn't do it completely by myself cause my girlfriend was also here, so I was like asking her like, Do you think this is accurate? Or like, we're just pitching stuff back and forth, which kind of helped a little bit with um, uh, what I like wrote down or. Making me realize like, Oh, this actually happens. But I didn't even think that that would be like a bias thing. Mm-hmm. . Mm-hmm. . And I think I left that in the reflection. Of the, of the paper thing.

Interviewer: Yeah. I was just reading it and I think it's, honestly, right now it's, it's as a one person thing, but honestly I recommend doing, if you are planning on doing things, on inclusivity, on biases, to do it with people because it's always, That's why I put an example as well, it's always easier to look at the biases of somebody else than, than of yourself, you know? And having the people Yeah. Like you have, having your girlfriend and, and asking her, Oh, do you think I have this? Or have you ever seen me do this or that, You know, that sort of like, Yeah. It, it helps you understand. It helps you grow awareness for that. Right. So, I'm super glad that like it's, you guys actually talked about it and like, and yeah. Cuz it also gets her to, to think about it, you know, and think your own biases, so.

Interviewee: Yeah. Cause it's always, like you said, easier to realize when somebody else is doing something that you don't agree with than you doing something that, but like is, could be an issue.

Yeah. So that's why it's a li it was a little bit easier. Talk really.

Interviewer: Yeah, of course. Yeah. And I actually found it quite interesting how you were very much of like, okay, I have to actually like, gather my thoughts and see how I put them all on paper. Um, and that's why I have, um, the, the activities I have them to be written down rather to just self reflect. Because if you write them down, Your thoughts sort of come together. Mm-hmm. , while sometimes if they're in your, just your brain, you're, they're just like all spread out and they're, you don't make a complete sentence out of it, so mm-hmm. . Yeah. It, it takes, I, I understand now that it may take a little bit more time, so

Interviewee: Yeah. No, I was just agreeing with you like writing it down and then cuz everybody rereads what they write all the time and then it's always like backspace, that doesn't sound correct and that doesn't really, uh, um, Presents my thoughts and whatnot. Mm-hmm. . Mm-hmm. . So it's like a way of clearing up your mind in a way as well.

Interviewer: And what's, what did you, um, like about this activity and what did you not like that much about this activity?

Interviewee: Um, well, I feel like for myself, maybe not even from a designer standpoint, it's just something that everybody should be a little bit aware of. So this is more of like, Um, so at least when I was reading the list of like biases for like the first and second parts, it's more of a realization on my character than myself as like a designer, which is also good cuz they kind of

go hand in hand since I am trying to be a designer. So it's just that like additional knowledge and of course your whole thing about awareness of inclusivity, of like, um, Why we do these things and we think this is good because we believe that it's good, but in reality it's not really helping. Um, so I mean, this whole activity kind of made me realize what, like previous things that I've designed in terms of solutions, it's like, Oh yeah, I think this is good. I think this is good, but it's really good. Mm-hmm. probably not. Um, but I enjoyed. I mean, it's kind of like bittersweet in a sense makes you realize like, Oh, this information should be known, but like, oh, makes you also realize like you could be doing more mm-hmm. , if that makes sense. Mm-hmm. , right?
Interviewer: Yeah, I, I understand what's what you're saying, cuz I was also there at the beginning of my, of my thesis. But then I also wouldn't, I wouldn't be too harsh on. , Um, because it's a process like, oh, growing awareness and like inclusivity is just the process. So like, before you were here, now you are here, now you know more about it, you know, So like you can only design what you're aware of. Right. So just in like being aware of more things that allows you to design maybe more, more things or more, Yeah. With, with whatever you learn, you know? It's, it's just a learning. It's don't, definitely don't be too harsh on yourself.

Interviewer: and anything you didn't, uh, like so much about the activity?

Interviewee: um, I don't know if it was your intentions for the questions to be kind of, uh, vague, kind of like open ended questions. Okay. Um. That was a question for you.
Interviewer: Oh yes.
Interviewee: Okay. Okay. So I think it's because of that, that's why I had such a, a, a hard time at least to gather my thoughts cuz there was many ways to answer. Like, let's say how biases can shape design in a sense. Mm-hmm. . So, and maybe it's just more of a personal preference of myself. Mm-hmm. that because it was so open ended, I had hard time like finding out what. The answer what, how I would answer it. Mm-hmm. .
Interviewer: Could you, sorry, could you give me an example of like, how, how you would specify it? Cause like, I also didn't want to say, do you think, um, this, uh, person was biased and then it's just like, Yes. Next question, you know? How would you narrow, like make it little bit more specific, be still open ended, but like mm-hmm. be a bit more specific. I see.

Interviewee: um, I mean, I think some of it. Like the part three and four. I didn't really have a hard time. Mm-hmm. , Um, it was just like the general questions on like, um, how biases can shape design and then like just, I think it's just mainly part one and two. Um, yeah, so like, um, for part two, the one that says, How have these specific biases shaped my design and my, um, most of the, the, the ones that I list is more of like a personality or a characteristic kind of also design. And many of it I couldn't write about because it doesn't really, uh, reflect on how it affects design wise. Cause I think from the list, a lot of it came from like, um, memory retention and all of that as well. Yeah. So I had a hard time kind of trying to justify why I pick these things For your, um, question. Mm-hmm. . Mm-hmm. . But I think, I think it's just cuz it's a lot of options. Mm mm

Interviewer: Were you actually able to read all the options like for. Just honestly, like I know in my, there's I think 52 of them, I would just scan through them or not specifically read them. So did you actually read all of them or, Okay.
Interviewee: Yeah, so I read them and I was like, Is this me? No. Move on. So I went through each one of them. It was just more for my own personal knowledge as well.

Interviewer: it's completely fine. Cuz for example, I did a pilot

and um, the person from the pilot, like they just scanned through it was like, Oh, this is interesting. Oh, okay, cool. Okay. I think I can apply this. Yeah. Or this one has an interesting title. Let's read more about it. You know, things like that rather than reading all of them. So, um, Hats off to you for reading all of this. Thank you very much.
Interviewee: I had time
Interviewer: Okay. Very cool. And I, I read through the, Honestly, even if you, if you think the, the questions are actually quite broad, I think you answered quite well the, the, the question. And also it's not about answering well or not, it's more about the reflection that it creates. So that's why I'm telling you I don't, I don't per se need the answers to it as long as I, like, you are able to show me that be you are more aware now or you know, you know a little bit more about yourself than before, you know, So that's, that's, um, yeah. Um, So if, uh, you were to put, uh, use two sentences to learn, uh, to say what you learned today, what's, how would you put this in two sentences of the activity? Yeah. What'd you learn today? Or if you need more or less sentences or more , uh, .
Interviewee: Um, I guess I would say it's very self explorative, I guess. I don't know if that makes sense. I guess you learn more about yourself for sure. So I don't know if this really pertains to your topic mm-hmm. , but for me, this is kind of like you said, a whole reflection of, um, Who you are as a designer and as a person.Mm-hmm. . So it's just kind of exploratory and reflective.
Interviewer: Okay. So to the end, like would you say you have learned about yourself today?
Interviewee: Oh yeah, definitely. Something's good, something's bad, but in the end it's still something.
Interviewer: But again, don't be too harsh on yourself. Like everybody has biases. Even if they say they don't, everybody has them. Um, I have them. I have found many that I wasn't aware of. Um, but uh, but yeah, it's just. Learning what they are, and also taking your time, like not being too harsh on yourself. Take your time to learn about them, to understand them, you know, and, um, see how they, uh, come back and, uh, in practice. . No, definitely.
Interviewee: No, I agree. I think that's kind of nice. I don't know. It's usually like, I like a. And of our, like, big projects where we have this whole reflection thing, and all we do is just sit there and think about what we've done. Mm-hmm. , and of course we're always very critical about ourselves, but it's, it's like the same nice feeling.

Interviewer: Mm-hmm. . Yeah. Yeah. It's, it's also the fact that usually when you do the reflections is about what went wrong and then what went wrong with the people in, in, in it. But you don't necessarily take into account: Oh, I noticed I myself have this bias that came to light, you know, so, mm-hmm. , but, uh, but yeah, it's, I don't know. I, I found it quite interesting topic and, uh, I needed to test it out. But, um, but yeah, I think, um, Yeah, I'm, I'm super glad to hear all of this. And that's also, see your answers, how, how they have also gone a bit deeper and deeper with, with each exercise. You know? Uh, I really love the fact that you mentioned the, the project with the Duchenne, um, with the boys with Duchenne. Um, cuz I also have a lot of feelings about this with them.
Interviewee: Yeah. Yeah. It was a great first project. I loved it and everything, but of course it teaches you a lot. Yeah, it teaches you a lot.
Interviewer: Oh, I have one last question cause I, I'm writing the, and also it applies to the other one, so I need to, uh, when I report these, um, These findings or these notes, or like the fact that I did interviews, um, I need to specify, uh, a little bit more on, because my topic is ethnicity and because ethnicity people related to different things. Actually it's how you feel and what culture you feel connected to. Mm-hmm. . Um, I need to state different ways of categorizing the people I have interviewed in my, in my report. So, um, I would actually like to hear from you, like ethnicity, like what culture you associate with most, and then, um, yeah, let's start with that.

Interviewee: Okay, so it's the whole like white, Latino, Asian, um, no.
Interviewer: So ethnicity, like, the way I have defined it, is the culture that you as associate most with. So not per se, like, like physical, biological, uh, traits, but it's more like, oh, like I, um, um, originally Spanish, but I don't identify per se with only the Spanish culture. You know, I. The reason I associate with, uh, a little bit more of international, you know, so like, it would be more like Okay. Do you identify as, I dunno, American or do you identify with uh, Christian catolethism in the European? I don't know, like,
Interviewee: so it could be anything. Okay. I mean, I think the easiest way to go is just go, I still associate with both the American side and the Vietnamese side.
Interviewer: Okay. Um, and then, um, something I have to mention a little bit, cuz it also goes with nationality, but like they, they're, they're a bit so specific on this. So if, um, if I have to say you're nationality, I know you are, uh, American, but I have to take into consideration as well, like, um, Sorry, this is very specific and it's makes me a little bit uncomfortable because it's such a de delicate topic, but are you first generation Vietnamese? Uh, sorry. No. Are you first, first generation American? Ah, how would it be? First, uh, generation American from a Vietnamese, uh, immigrant family or?
Interviewee: Yes.
Interviewer: Oh okay, I, sorry, I don't know how to ask these questions cuz it's like, first of all, why do you need them? And in my case it's because my teachers are like, Oh, you need to specify the diversity of the mm-hmm. of, of your group. And it's like, okay, sure. But like it's not gonna influence. Like what is it gonna tell you if this person is from this or that? And they're like, Yeah, we just need to know the diversity.
Interviewee: Hmm. Yeah, that's okay. I don't think it's that much of a Okay. Uncomfortable thing. I don't know if it's different in Europe and US First Gen is thrown around a lot. Everybody's proud to be a first gen from a Hispanic household, from Vietnamese household, so it's not really an uncomfortable topic for myself.
Interviewer: Okay. Oh, and you're a bit like. At least to my experience. Like I, I haven't heard the, that, that much first gen or like, Oh yeah, my parents are immigrants from this, or da da or like, or even someone characterize them of like, Yeah, I'm black. You know, like mm-hmm. just like that. No, it's, it's, I don't know. It's very, People are like talking about it, like if you're on walking on eggshells, you know, like, Yeah, yeah, yeah. To me, like it's, it. It's a little bit frustrating cuz I, I do wanna talk about it, but at the same time everybody's like, Oh my God.

Interviewee: And it's, Which is really weird for European standards for being so like open and blunt in a sense. Mm-hmm. , but it's just certain things that they're like, What should I say? Which, which is understandable.

Session 2

Interviewer: Today we're gonna reflect a little bit on the past two weeks and the activity that you did two weeks ago. So, to start off, um, do you remember without looking at, uh, at what you sent me and the activity and everything, do you remember some biases that you identified?
Interviewee: Ooh. Okay. Top one. Ikea .
Interviewer: Do you remember what it was?
Interviewee: For sure. Is this something having to do with an emotional attachment because you made it or produce it or put it together?
Interviewer: Right.
Interviewee: I just like, I've been strongly with that. Um, there's the. Author, Authoritative Bias. I don't know if that was on your list, but I know I mentioned it sometime last, uh, session.

Intervieweer: Do you remember what it was?

Interviewee: Uh, something about putting much trust in those, uh, with, in a power position. so kind of literally everybody at the faculty in terms of professor's lives. That's a good question. I didn't think about that. I will disclose. My memory is not great .
Interviewer: That's okay. That's completely okay. Do you remember the default effect?
Interviewee: Oh, is it the whole settling with the majority?
Interviewer: Um, so how you described it here was: having the default effect prevents taking high risk in remaining neutral in both decision making and behavior playing it safe means that more people will be happy.
Interviewee: Yeah. So siding with the crowd.
Interviewer: Yeah. Did you remember that one?
Interviewee: Yeah. Once you said default, like I don't remember what it was called, but I do remember what it is.
Interviewer: Okay. even if you don't remember the name, do you remember any other things that you discovered that day?
Interviewee: I'm gonna be honest and I must say no. Unless something triggers my memory.
Interviewer: Okay, that's fine. That's why we're here today to see if anything stuck there. okay. And a question for you is in the past two weeks, have you been able to, like, has anything sort of triggered that memory and um, made you think about biases or like, either it's in, in your daily life or in the design process?
Interviewee: Uh, I would not say, I would say not much into design process cause I have not done anything, uh, school related. Um, two weeks, but I know after our session, I was just talking to my girlfriend about it, about your, uh, project, uh, stuff. So we went into a little bit about just general biases and unconscious bias when you don't realize that you have a preference over stuff, whether it be the more. Pressing topics are just general bias of things of why you choose to trust somebody versus another. Mm-hmm. cetera, Cetera. Mm-hmm. , but just little things like that. But in everyday life, I, I dunno, Of course there's your typical stereotype, one stereotype. I think that was one of it, wasn't it?
Interviewer: Yeah
Interviewee: I mean, It makes me feel like in the past two weeks, I haven't really done anything to trigger any of them.
Interviewer: It's okay. It's really okay,. Like it's also because it's, it's uh, maybe the exercise was a little bit focused on the design aspect than you haven't, for se, done the design. Um, it's also a little bit harder to bring it to like real life and your personal life, but already Yeah, finding yourself into the stereotypes. Um, that's already, I think that's, that's good work.
Okay. Um, and, uh, let me see. And now that you're starting your project, have you thought of ways that biases can be involved in your project?
Interviewee: I mean, I can, I can imagine since it's very geared towards one specific gender, although the team is also comprised of like, I mean, yes, there's the, uh, project manager who is a woman, but the other two are men. I am curious to see their input on these things as those who are not of the target group, I guess. So it's kind of like designing based off an experience instead of like, I think this would be good for women because like heels, Heels were designed by men, for women, which don't make sense. Lets to see where that goes. Um, And then, Hmm. I wouldn't say, I don't know if there's like, so stereotyping is a bias, you would say? I've always separated the two, I think.
Interviewer: I think it's, it can commonly be confused with the bias. It's about your biases. Maybe having a preference for a specific st. Um, so I don't know, like the fact that I grew up thinking that this group of people does this, you know, and you stereotype that that's, that's how I would separate. It's like I have that bias towards that specific stereotype. So like the stereotype is based on my personal perspective.
Interviewee: Yeah. Cuz I assume that's kind of like that in my proj-

ect. Like I envisioned this group of people who would be using this product as only. Certain group of people.
Interviewer: did you ask, per se, the, the group of people you're targeting?
Interviewee: Uh, they have not figured that part out yet. I've been asking for weeds, but now they want me to kind of research in it, research about it, and give them parameters for them to pick, and I'm like, I feel like we're going in circles.
Interviewer: Okay. What's, what's, what specific target group do you have?
Interviewee: Uh, in terms of like, let's say ethnicity? Cause for my project, it's mainly about anthropometry. Okay. We kind of have to define a target group, maybe, uh, a population age range, cuz I don't think any product can cover everybody. Mm-hmm. . So we kind of have to narrow down the scope to do that. And I haven't really. Specify that or chosen the project has not specify that yet.
Interviewer: In which ways do you think it would, um, create a little bit more of inclusivity within, I know your target group is like, Quite specific, In which ways do you think you can still create inclusion within that target group?
Interviewee: Oh, I mean, a big one is just the term women in general cause now we live in a generation where there's more than just two genders. and it's kind of, I don't know if that topic is also included in your research in a sense. Of just like being inclusive to like the non-binary. Mm-hmm. of the, like, let's say trans women. Of course their body types are also different, but also it's how they associate it with this where, um, I think I want my design to kind of be accommodating to that general area. And that makes sense.
Interviewer: Yeah. Yeah. Yeah. I was also thinking of. To be honest. Um, and also, um, if, uh, I were to think with you about how you would play out biases and how you would play out inclusivity, um, I would look on how this thing that you're looking into makes people feel. Um, so if you were, I don't know if your aim goal is to develop something, but if you end up developing something, um, A lot of the times there's not only the physical aspect of it, but it's the emotional connection to it, and, uh, depends how you personally have defined ethnicity in your, in your work. Um, I have associated ethnicity with, with culture. So like how a person feels about a culture. Um, and that can only be found out if you ask a person because it's a feeling. So like I can't just go to you and be like, Hmm, it looks to me that you are associated to, uh, imagine the, italian culture. You know, you're like, Well, I don't know where you got that from, but, ok, so if, if, if someone is trying to figure you out, it's. Um, more of a, uh, biological or physical trait, which relates more to race, right? Um, meanwhile, ethnicity is something that you, Yeah. Something you feel associated to and, and affiliated to. So that's, uh, that's one thing. And, um, in terms of, uh, biases, Um, yeah, see what's, I would say, see what also the, the, um, maybe misconceptions are with, with the product that's, that you're looking into. So like what's the current attribute that is given to it, um, right now? Um, and, um, and yeah, and see if you want that to change. If you want to behave in it. Yeah. And just because it's anthropometrics also look that every, for example, race has to do with anthropometric uh, measurements. So, Do, do take into account that's, uh, for example, uh, black women tend to have maybe broader, uh, broader hips, uh, while European women are more like a little bit more so like, slender, that's, but I think you know that already.
So, um, a little bit to, to. conclude on, on, um, on how you can include biases, uh, or inclusivity into your research right now. What are your main takeaways?

Interviewee: Oh, you're asking me this? Yeah. Oh. probably to go back upon your lists and kind. Factoring that into my starting plan. Especially in the research phase at least. Cause I

feel like a lot of it's gonna be very, um, uh, targeted. Cause like you said, anthropometrics, you kind of have to pick a group. And then of course the system in the, in its TU Delft database is also based off of like European, uh, data too. So that's probably, it could start. And then probably re-looking at my bias list and adding more to it just so I am more aware of what's going on. And of course, have checkin moments. I don't, yeah, I, I'm still a little unsure cuz I'm still just starting. I'm like, where is this gonna go? And I hope it's in an okay-ish direction.
Interviewer: Yeah, I mean, it's also like trust yourself. It's also not supposed to be completely clear for you at the beginning. Um, yeah, of course. Like, I, I honestly, for me, it was a, um, a question mark. So I was just like, Oh, this is what I'm, I initially thought that I needed to look into, so, Does it still require me to look into it? You know, things like that. So do embrace the chaos that Oh yeah, of course. Um, but yeah, don't, don't stress out too much about it. Um, this is also an exercise of of, of how, um, to reflect on if you have learned anything from the previous, uh, activity that we did. Um, and, uh, see how you. Take it upon yourself to, to integrate it, um, in your projects. That's, so that's basically it.
Interviewee: Yeah. I mean, I, I mean, after our session, it is in my mind that I want to make whatever I comes out of this project to be a little bit more inclusive, Whether it's physically or physical. Yeah

Session 3 is only available in video format, contact de author if necessary

Participant 3

Session1
Interviewer: Sorry, it's a bit late also to make, to do these types of, uh, um, picking brain exercises. But , I hope, um, yeah, you, uh, you learned something today, but to start off, tell me how it go.
Interviewee: Uh, I think it went well. Um, It took longer than I thought. I thought I would be one of the ones that did it in like less than an hour, but I think it took me more. Um, but yeah, I actually liked it. It was a good, um, self reflecting moment. You see, you know, like, you kind of discover yourself, especially when I was reading the list of biases. I think that was the most insightful part. It's when you read it that you're like, Oh, this is something that other people have too, I guess, you know?
Interviewer: Yeah. It's, that's why I also put an example, because it's a lot of the times it's much easier to. Identify some of these biases and somebody else than your own.
Interviewee: Yeah.
Interviewer: Um, especially when working in, in groups and things like that. So I'm, I'm glad you mentioned that, . Yes. Nice. Okay. Um, and what's, what's, did you think of the activity as in like what did you, like, what did you dislike about it?
Interviewee: Uh, the first activity was my least favorite, I would say. Cause I. Like personally, like maybe it's accurate, but I don't know. It seems a little bit like a stretch for me to, um, think that like people can prefer white or blacks based on their relax, their reaction time. Mm-hmm. , Um, I think it's a little farfetch. Um, But I mean, it was nice to get into it, you know? So it's good that you just use it as an intro and not like the main thing, you know? Mm-hmm. . Mm-hmm. . Um, but c Um, so that was good. And the example, It was good in the sense of like, it was good, but maybe too easy I would say like in the sense of, um, there's clearly a bias, you know, like you can see that there's a bias. And I thought I would, I would think that maybe if you put mo maybe put more examples that, um, like maybe this is one and another one that's a little bit harder to. Then it would require more of me to like actually go and think deeper into the biases and how subtle they can be sometimes. Mm-hmm. . Um, but I mean, overall, I mean, I think you made a good choice with the, uh, The sequence of everything. So it was nice. It was like going deeper, deeper and deeper still. So I liked it.
Interviewer: Yeah. I'm glad you are able to identify that, but I'm also, I'm glad that you mentioned this about the, the first step because you're not the only one. Like I have, I have also done this, and for me clearly, like it's, it's something that. I, I like because, and I included because it sort of, it triggers you a lot. Um, especially, yeah, because first of all, you are supposed to work with time and reaction time, and then you're supposed to work within rights and good, like good and bad, you know? Yeah. And then you're so, so, like for me, that's, that's honestly like, I don't think that's the way to go, and I don't think it's truthful at all.
Interviewee: Yeah.
Interviewer: But it sort of like starts something. Fix your brain and like it starts something like a little fire in your brain, but it's
Interviewee: yeah, it, it kinda like, I, when I saw the results, it kind, I was like, nah, Like, it kinda made me, I know it triggered, you know, I was like, this is not me. Yeah.
Interviewer: Yeah. So I'm, I'm glad you mentioned this, but at the same time I have to ask like, would you take out. Like if, if I were to make an improvement to the website or to the activity, would I, uh, would you encourage me to take it out of the activity or change it by something else?
Interviewee: Um, I think what I would do is you can leave it in, um, but you is instead of making it seem. That you also agree with the method? Maybe like at the end of it, you, um, leave space for like, me to say my opinion about it in the sense of like, uh, if I think it was accurate or if I think, um, you know, just some mild feedback of like, so I can give feedback on the test because, um, I think it can trigger people. And if it's the first. Like right now, I did all the steps because I'm a participant. But if someone is doing,

doing this like voluntarily, and this is the first step and they see the results and let's say they do agree with it, they might like not even go further, you know? Mm-hmm. . So I think you should use, you could use it as a trigger, but. Make it seem as like something very accurate.
Interviewer: Yeah. Yeah. I get what you're saying. Okay, so this leads actually to the next question. Would you actually do something like this, or have you actually done something like this in the past? Like an activity that is, it's, it's sort of more self-reflection about learning a new topic and while you're alone that it takes some time, you.
Interviewee: Um, I would do it actually. Um, it, I think it can be really insightful and you can, I can discover things about myself and I don't, you don't really pay much attention to it actually, like, uh, in your daily life. And so I think I would do it honestly. Um,
Interviewer: I'm completely honest. Like it's, it's, yeah.
Interviewee: I'm thinking if I would do it just out of the blue, I think I would need to do, recommend like someone has to, like, recommend me to do it or at work or at school or something. Not that I would just go and Google and, ooh, let's, let's think about this, you know?
Interviewer: Yeah. Yeah. I get that. I get that. Okay. Um, I'll definitely note that sounds . Um, And then one last thing, which kind of came in your reflection, but what, well, can you tell me like in, in a couple of sentence, like very summarized what you learned today from this activity, if you learned anything? If not, it's okay.
Interviewee: Okay. Um, no, I, what I learned is that, um, I am more biased than I thought. Uh, , I always thought to be very neutral. Um, especially me personally, especially when, like, one of the things that I mentioned of mine, of my biases is that like a group member that if I don't like them or I read not them personally, but I didn't like their previous input already, then I form some type of bias against them. and I'm like, for example, Team member only thinks about sustainability and doesn't think about the feasibility or something like, for example, then when they come up with a suggestion, I would easily be like, Nah, that's something sustainable, you know?. Um, so I won't take it as serious. Um, that is one that I. When I read it, I was like, Oh, damn, I do have that and mm-hmm. it, it sometimes it can work. Um, how do you say? Um, it's not very productive, you know, it's a bad way of working actually. Mm-hmm. . And, um, there was one more, um, Yeah, one, especially about the information bias. I tend to like, To have like all a lot of information before I make a decision. And this one especially is something that, um, yeah, learning about it now you of reflecting about it now, then you can Yeah, I can be more honest with myself and kind of, um, when I'm in a situation like that again, I would now, because I know this, I've reflected on it. When I'm in the situation again, I. Act differently. Like, you know, like maybe subconsciously I would do it, but then I would catch myself in the act and change it like that. Mm-hmm. . Um, so I think, okay, lemme summarize on and off . Um, what I learned from this whole exercise is knowing myself better as a designer and by knowing I can actually do something about it. Which is like, when I'm in the situation, I can stop myself from hindering the process basically. like that, because as a designer, a lot of times you work against yourself. Um, so this kind of really helps with that because you learn more about yourself. Yeah.
Interviewer: Um, I'm glad this is the outcome of today's activity. just for you to know indeed, like this is all just a self-reflection exercise. We all have biases. Uh, in different ways. We all have biases. We all have very similar biases, . Um, also we come from the same, If we study the same thing, we are more likely to have very similar biases. So it's, I am glad that that's, you were able to pinpoint some of these. I do have to give you a little disclaimer. There are probably more biases that you did not notice the day that maybe in the future you do notice. So yeah, keep that in mind. But it's a work in progress, .
Interviewee:Yeah, exactly. Yes. And it's a process. Exactly.

Interviewer: Yeah. So, yeah. Um, actually that's, that's really all for today. I, I really appreciate you joining me on this adventure, .

Session 2

Interviewer: So today, the session of today is a little bit about a reflection on the two past weeks and on the activity that you did. So, to start off, do you remember the biases without looking at what you sent me? Do you remember the biases that you shared with me, uh, in the activity two weeks ago?
Interviewee: Um, the one that I related to the most, you. Um, oh, I don't remember which one I chose, but I do think like, um, , uh, there was the one about like the first impression type of thing. One, like if someone I know that like, um, they already said a couple of, for example, stupid ideas, then when they say something new or else I would like quickly discard it. Um, I don't know the name of it, but there was that one. Shoot. Um, This is harder than I thought.
Interviewer: Yeah, but that's a good one. That's a, I think it was the one, Yeah. It's called Reactive Deval Devaluation, but I, You don't need to know the names. I'm glad that you remembered what it was though.
Interviewee: Yeah. And the other ones is pretty hard to um, I think. Because I remember some of them because I read all of them, but I don't remember which one I chose anymore. .
Interviewer: Okay, I will refresh your memory. Yeah. So one of them was, uh, authority bias. Um. Then there was the information bias or Google effect. So you described it as, I over search, uh, before I make a decision, and this can lead to overthinking a problem or just taking too long to narrow down. And then you also wrote the courtesy bias, which I, which you said that this limits me to express my designs to the fullest. Um, and there's another one called pro innovation bias, which you. Loving my new idea so much that I only focus on the benefits. Yeah, that's Don't worry if you didn't remember this. Like, it's okay. Um, but then my next question is actually in the past two weeks, have you, uh, seen yourself think about these biases or any other type of bias? Like either it, I know you're not designing a lot these, uh, these past two weeks, but like in daily life,
Interviewee: um, Correct. I'm not designing. Um, but in daily life, yeah. There was one, and that was the, the, the first one with the complicated name.
Interviewer: Um, the one, the reactive
Interviewee: Yeah, that one definitely. Um, yeah, the other ones not really, honestly, no. Cause yeah, I'm not designing, so it's hard to get in that position, you know.
Interviewer: Okay. And did you, are you able to tell me a little bit of, of how this, the, the one with a fancy name, the reactive evaluation, the one in groups came up?
Interviewee: Yeah. I was like, I was at work and there's this one colleague that I'm not a super big fan of, let's say. And you know, we were just having conversation with Ry and as soon as she just said something, I was actually having a conversation with another colleague that was next to her, working with her, and as soon as the, the one that I don't really like said something like immediately, I. Like, I didn't even finish hearing what she said. I immediately just discarded the whole thing. And it sounds a little mean, but I didn't show it. I just like, in my head, I just blocked it. Um, I am actually thinking the one with the the over Googling, um, I don't know if it counts, but does it also counts when, like, for example, um, you, I just, like, for example, I wanna go somewhere to, I saw this fun thing that I can go to, um, like just in. Just an activity. It's just an activity. And Yeah. Before I decide to if I wanna go or not, um, I like Google a bunch of things and like I look at the whole website, what they have to offer. And, and, but also, like there, it was specifically with the seating. Um, so it was, it's like a, I don't know if you know the candlelight concert? and like, there was like a, Yeah. The

best seating or abc, something like that. And like I, it really took a while before I could decide which one to get, because I went and look at pictures of like, um, if I can see how the seats are put.

Like I Googled pictures, I went on the website itself. And also, um, and I, I just like all the social medias and all, everything just to try to see like, okay, what's the. Spot when you look at price, quality, balance, you know? , and yeah, eventually I did get one and it wasn't sold out yet, so that was nice. But I did spend a lot of time doing that. Yeah.
Interviewer: I think it could be related to this bias. Um, but this Google effect, uh, the information bias is more about, um, if we look at it from the design point of view, it's more like, um, You know all the information and you don't tell the other parties about the information that you're getting. So imagine like in this case, it would be you're going with somebody and you spend so much time on this and you chose this specific place because of these, these, these reasons. But you. Let the other person that's coming with you know, that you chose these specific seats for this reason. You know?
Interviewee: Okay. Okay then I have it wrong now then it's not that.
Interviewer: No, but it's, it's, I'm glad that you're looking a bit, reflecting a little bit more on it. if we go back to the example of your colleague where you. Shuts out, let's say your inner hearing from, uh, from them. Did you catch yourself doing that in the moment of like, Oh, I am doing this because I do not like this person, or it was just an afterthought?
Interviewee: Um, No. Yeah, I, I knew what I was doing.
Interviewer: Okay. Yeah. . Okay. Okay. Okay. That's fine. And you didn't, you didn't think of, uh, oh, this is, uh, the bias that we were talking about and,
Interviewee: Oh, no, I didn't go that far thinking about biases. I just, I, I was like, aware and I kind of like it, It starts like unaware, of course. But then you become aware. But I just, I did it anyways, like I didn't change anything in the moment.
Interviewer: Okay. Okay. That's fine. I mean, I'm glad you're aware of it now. Yeah. , I'm really glad you're, you're able to find. Moments and you're actively aware of these things cause that very nice. So now taking that, for example, you're gonna do this internship or, uh, you're gonna work for this company a little bit more design focused. Um, How do you think you can improve these biases that we were talking about? How can you, let's say, let's reflect a little bit forward to see if these biases come up, what could you do?
Interviewee: I think that like, it starts with awareness, like, um, Because it's, I see it as like a process, so it's not gonna, Oh, now that I know what it is, I'm just never gonna do it again. Like, that's not gonna, that's not how it works. Um, I think I'm still probably do it, but if I'm aware, then I can catch myself in the act. And um, yeah. The good thing would be then to. Change my behavior in a way that makes it positive, let's say. So. Um, yeah, I don't know if I have to think of an example, but I think you understand what I mean.
Interviewer: I get what you mean. But I would actually, for the sake of this, uh, this research, for example, if you, if you gets to the authority bias, You know what authority bias is? It's when uh, someone that has more authority gives information and you say, Oh, this is the holiness that I have to follow with.
Interviewee: Yeah. I think that one actually might be a very important one because, um, I'm gonna be an intern that's like the lowest possible position I can be in and what I'm gonna have to, Yeah. What I'm gonna do is actually. At some point, I'm gonna have to kind of boss people around ish because I have to implement the idea, right? So I have to. Teach 'em, like, No, we're gonna do it like this and this and this. And if they say something back or they are probably gonna say something back or come with suggestions. Um, I don't have to just take it because they're in a higher position or my, um, my boss as well is like, you know, of course the highest position. Um, I don't have to just take it blindly, but kind of, you know,

also like, um, put in my own thoughts and most of the time I can automatically take it as like, Oh no, of course he's right, cuz he's the boss, you know? But it's not always the case. So I think that one actually is gonna be a very challenging one.
Interviewer: Yeah. Yeah. And I think it's, it's really what you're saying about. Um, you taking control of like your project and, and your job, what you're doing. So, um, taking it into consideration what people say, but not taking it as like, it has to be like that. Yeah. I think that's, that's, uh, a really good way to, to start off with, with uh, Yeah. Helping with this authority bias, let's say. Yeah. Um. Okay. Um, and then I think one very interesting for you would be not your work related. Let's take this internship experience. If you get a coworker that you are already saying, Oh, I'm not really liking this person. And you have to deal with, because it's part of like, it's a stakeholder to your project, it's, uh, you need to take it into account that this person, um, is gonna. Be part of the project that you're developing, but you really do not like this person and you're like, Oh, I'm gonna shut out from this person. What would you do in that case? Would you continue to shut them out or would you, Because it does influence your work in the end.
Interviewee: Yeah, I think. Like sincerely, like it's, I know the right answer. I'm just thinking what I would actually do if I'm in that position. Um, honestly, like, like you said, if they're like important to the project, like in the sense that they're an actual stakeholder and there are consequences, negative consequences, if I shut them out. Then I would of course like shut them up, but only to an extent. Like it would be like, um, leave the door open just enough that I have what I need. And they also don't feel like they're shut out. Um, but I don't think it'll ever be the same as another employee that, another colleague that is. Normal. And that I think has just good ideas and you know, they like, so I don't think it'll ever be the same feeling, but I will just make it seem, you know, something like that.
Interviewer: Okay, good. I'm glad this, this exercise is going very well, So if we conclude a little bit, if you find the, um, any of these biases, which. Do you remember the biases?
Interviewee:Yeah, the authority bias, The Googling bias, I think it's called information bias. Yeah. Um, the, oh my gosh,
Interviewer: you don't need to know the name. Just knowing what it means. .
Interviewee: Yeah, I know the first one. The, the, the annoying people one. The bad idea of people and . Okay, good. And the, I think those are three and. Uh, Yeah. Towards, Yeah. Yeah. Those were them, I think.
Inteviewer: Yeah. I think, um, you don't need to know all of them as long as you know, like a couple of them and you are able to find them out. That's completely fine. Yeah. Okay. And, um, sort of a summary, how can you solve each of them if they come up in the future? If the authority bias comes.
Interviewee: I think it starts with catching yourself in the act and then you can adjust because it kind of goes automatically, all like all these biases, they're like just part of my nature now, let's say, because I'm just used to it or it just happens like subconsciously. So, um, I think it really starts with catching myself in the act, and then I just, And I think that with time that kind of trains your brain, that like you keep catching yourself in the act, at some point you will catch yourself even before reaching that point. So it'll become then, then you can actually successfully change your behavior.

But it really takes time, I think.
Interviewer: Yeah so tha is basically it. So identifying these biases and Yeah, learning how to, uh, find them and catch them in the act. So basically that, and if you're able to know how to sort of solve them or run a little bit away from them. That's, uh, that's already good. So I, I'm glad you're able to recognize them. Nice. And um, yeah, that was it for today.
Interviewee: Oh, really? Oh, okay.
Interviewer: It was short in need. Yeah. It's a bit more of a reflective

exercise on the two previous. Um, Weeks of how they have gone. If you have been able to catch yourself in the act of like, Oh, I have this bias, I, I choose accordingly. And if you remembered the biases, that's, Yeah. A couple of biases. It doesn't have to be all of biases, of course. Like, just a couple of them and see if you can point them out and that's it.

Participant 2

Session 1

Interviewer: You said it was intense, what happened?
Interviewee: Well, first of all, I didn't like that stupid test that the Harvard put together. The UI was horrible. To start with and then, uh, yeah, I dunno. It was just, uh, I felt like it was training me to think in a certain way. It, I didn't feel like it was testing me of if I'm biased or not. So I already questioned the test itself, but at the end I kind of understood what it was trying to do. But I don't think it's accurate. Not in my opinion. Um, I don't feel like it's something that, yeah, I can move forward thinking that I think that feminism is bad and the religion is good, which like, I know that they're not like, I do consider myself, like, not necessarily a feminist, but I do see it as a good thing, Like it's a good movement. Mm-hmm. . So for it to tell me that I moderately think that it is bad, like, what the hell does that even mean? Mm-hmm. , um, And then that it, I didn't find any difference between Pepsi and Cola. Like I didn't find it. Neither of them good. Neither of them bad. Like I felt, I felt like I don't even drink, I don't touch Pepsi like ever. Mm-hmm. . Mm-hmm. . Because literally when you pour it in a, in a glass, it just forms, It reminds me of dishwasher, like the dish shop. Sorry.
Interviewer: Um, and do you. Do you think it was necessary to do that for the, uh, for the activity?

Interviewee: Actually took longer than 15 minutes cause I had to read everything. So, and then I had to read everything that you put in here. And also then I had to read most of the biases because I cannot remember them. Like, there's so many. Mm-hmm. I can, So I had to go through them. So that's why I took a bit longer than an hour. But I put together this, uh, Figma file for you so you can. It was interesting. I'm not saying that it shouldn't have been there, like the test or not. Okay. So then I started doing this, right? Like, um, do I have implicit biases of which I am aware of? Yeah, I am aware of a couple of them. Um, but yeah, as I said from this, um,

test that I did, basically told me that s is good. Um, and that, uh, I moderately am inclined to associate religion with good and fem is with bad, which doesn't make any sense to me. Uh, but I feel like in my cognitive brain, I do find those things like religion is clearly bad in my opinion, and it has been used. Wrongly throughout the history. And I'm not saying that it's necessarily completely bad if it would have been used in a proper way. Like you have a lot of examples in, uh, history of humanity where religion was used for good. Mm-hmm. , but, um, I also don't find feminism bad, so I dunno what the hell this is. Mm-hmm. . Mm-hmm. . Uh, so yes, I am aware that I do have some in implicit biases, but because there are so many, I cannot list them. So I cannot literally think of them unless I have the list. Unless I have the list in front of me and I I look at them, Right? Mm-hmm. . Um, so what does it mean to have implicit bias? Well, basically it means that I am unaware of my biases and I. Make certain decisions in my everyday life and in my design as a designer that will affect the outcome of, of the designs, even if I'm not aware of. Um, and that happens all the time. So, uh, that I am aware that something is there and every individual has some sort of biases based on their cultural background, um, their life experience and so on and so forth. So it's not something that we. Change for forcefully. We can be aware of it and we can work bit by bit every day to try to, uh, overcome them. Um, yeah. And how can this, uh, shape the designs? Uh, well, basically the designs that I do and everything that I do, it doesn't necessarily need to be a design. It will like showcase this. Like, if I would be racist against black people, probably somehow that's gonna show up in my designs or in everything that I do. Um, and yeah, I, I do think that, uh, basically we can exclude certain people that we don't like, even if we don't wanna, Um, so I grew up in Romania automatically. I was raised in an environment where, Gypsies were bad. So basically, I'm not sure if you're aware of this, but in Romania there are a lot of gyps. Especially in my hometown, half of my hometown and the historical buildings have been bought by gypsies and they are destroying them and they're making, uh, a mess out of my, my hometown city because of that. And they have a, a style of building things like with. Golden towers and things that do not match anything, and they're just destroying the, um, heritage of my home city and everybody hates that. So automatically I would be biased if I would have to design something for them. So I would try to exclude them like, As a child, I was always taught, just ignore them. They are there. We have to live with them because we are in the same society. Don't trust them. They are bad. They steal, They will try to cheat on you with money and everything. They'll try to sell you things overpriced or stuff like that. Mm-hmm. . So because of that, I do feel like if I would have to design for Gyps, That would be very difficult for me. And because when we Romania entered into eu, a lot of gypsies just went all over Europe and created a really bad image of Romanians, but they don't even look like us because historically they came from north of India, Pakistan, and they migrate into Europe and they settled in the planes of Romania. Mm-hmm. . They mingle around around themselves. They even speak their own language and they refuse to contribute to the society. So tho all of those would affect the way I would see them. Even though when I was in high school, I did have colleagues that were gypsies and they were my friends. Mm-hmm. so. I do see both of the perspectives. Like if they go to school and they get educated, they're like normal people. If they live in their own small society, they're not, they are something else. Okay. Yeah. Um, let's learn about biases in design. Yay. Uh, So I did find a couple of biases that I do think that I associate with is the Ikea effect for sure. That was the, the first one and, uh, popped, uh, into my head also because I, I work with it previously. But I do think that everything that an individual would build and myself, I would think that it's better than anything else out. Because I do have access to all the information and I worked on that, uh, myself and of course it's amazing. Mm-hmm. . Uh, but I am aware that it's a bias. So each time I do try to, to involve other people in the process, uh, other designers to get other

opinions and also feedback. Um, so I kill my Eagle for that. Um, yeah. Then, um, truth effect. Basically the tendency to believe that the statement is true if it's easier to process. Yeah. I feel like this is something that I do a lot like, uh, if I find it easier to understand, I will believe it as true, even though I should probably dig a bit deeper. But I need to be careful because if I dig too much, then I get into another bias, which is, I wrote about it here. One second. What was it? Um, information bias. Yeah. So, uh, then the authority bias, I think this is something that everyone more or less has, like if an authority person would come and tell you: Hey, this is wrong, you would probably. Believe them. Um, but that's just a tendency and I'm trying to work on that. Uh, but I am aware of it. Mm-hmm. , the Google effect, uh, the tendency to forget information that can be found online. Yeah, for sure. I don't even know my phone number because I just open my phone and I look at it and that's it. I don't need to. Mm-hmm. , uh, blind spot bias. The tendency to see one seller has less bias than other people. Yeah. And this is very dangerous, but I feel like a lot of people have this mm-hmm. . Um, I will have a tendency of making even more bad designs just because I have this blind spot stereotyping. Absolutely. Uh, I do feel like because of the cultural background and everything, and as I was telling you about gypsies, I stereotype everyone. So that's just by default. Um, Yeah. That's also something that, uh, I'm working on because I was talking with a friend. Mm-hmm. . And he said that he doesn't use personas because when you're doing a persona, you're just stereotyping and you're promoting this bias and we shouldn't do that. So personas overall, Really bad. It's good to, it's good in some areas when you're trying to, to design for, uh, like for example, um, Target group, but not when you are trying to, to address individuals. I feel like. That's really bad. Uh, planning fallacy. I do that a lot. I feel, and I think that, um, if I work on a task, I'm gonna finish it faster than I should, and I would do my best to finish it by the deadline. But because I do that, I'm going to compromise the quality of what I'm doing. And also I need to focus on, um, Like, for example, spending, sometimes trying to identify if my design is biased or not, or if my design is accessible or not. So I feel like a lot of times I'm just keeping all of that. Mm-hmm. . But yeah, I think, uh, I also try to explain in here how, uh, I see this and how this has shaped my designs more or less. Um, that, yeah, I do stereotype. I do have blind spots. I do have the Google effect. I do feel like. If I know something or if I just Google something easily, my users of anything that I'm building will do the same, Uh, which is wrong to assume. Mm-hmm. and then when. This biases appear in the process. It depends. Some of them at the end, for example, the Ike effect, of course at the end, after you build something, you're be like, Yeah, this is amazing. This is just the best product. It's the best ever put on the market. Um, yeah. Then the illustrator, the truth effect is in the design process for sure. Our authority bias. I feel like this is in the planning. Mm-hmm. . Cause you do not. Any project without the agreement of one person that has authority and the moment you present something to them in the planning, they're gonna just shut it down or say, Yeah, go with it. Mm-hmm. , Um, it doesn't happen that much in my current company, but it happened. The Google effect, it's in the design process for sure. Like when you are designing something, you might skip some information because you think. They might know it or they might just Google it. We don't have to put it in here cause it's too much blind spots. I put it at the end cuz I feel like at the end you kinda, um, Analyze, like if somebody has, or like, I don't feel like in the process or at the beginning of a project, I look at my coworkers and I think, yeah, he has this bias, but I feel like more at the end, after I work with them on a certain project, I discovered that they have some biases. So that's why I put it at the end. Uh, stereotyping in the design process and planning policy planning. Yeah. Um, Part number three. Sorry. Any questions? Okay. Part number three. Um, I like the example, uh, Yeah, I think that this is a problem. Uh, what is the, the, the cause of this problem? Well, basically black people tend to have larger lips than other races. The, a AI was taught, uh, what patterns to look for, and it

detected that this individual has her mouth open based on its parameters. So the AI did nothing wrong, but the person, that program. Did a lot of things wrong. Mm-hmm. . Um, so what was the intention of the designer? Um, their intention was to generalize and standardize human faces in order for the AI to identify them easily. So he tried his best, um, but he didn't cover all the races and he should have covered huge lips, I guess. Mm-hmm. , which is ok fine. Uh, which of the previous biases can. Have been of influence in this situation? Stereotyping for sure the default effect. Not all people are white. Uh, curse of knowledge, also known as non stupid people that have a lot of experience in find, find it extremely difficult to think out of, um, from a different perspective or from a less informed people. Mm-hmm. . In this case, the AI would be the less informed person, this person that programed it or fitted information should have top of, of this. Um, what effect, uh, did the bias have on this scenario? Basically a negative effect. People are unable to, to use the product, like not all the people, especially this person. And we have to consider that this is a governmental, uh, website. So it should be accessible by. Any type of person. Mm-hmm. . So this is for sure unacceptable. Okay. Did I go enough into detail? I'm not sure cause I didn't write a lot here.
Interviewer: No, but it's, um, it's, it's not whether you did a lot or not, it's more about what you exercised in this example. So it's more about the exercise that you did throughout the whole activity. . Yeah, I'm, I'm curious of what you have to say in your reflection.

Interviewee: Okay. Yeah. Cool. Reflection, . So basically in the reflection, you asked me to think of a situation where I designed something and the result wasn't as intentional, basically. Mm-hmm. . So, Yeah. Um, yeah. It's basically the, the, um, Project that I was showing you about events, a very specific detail about it. Mm-hmm. , Uh, I offered customers the possibility of archiving events. So they have a list of events and I offered them the possibility to just archive them. That means that it's gonna hide them from the community and, um, like if they're over six months old, they could archive them. So they are, they don't occupy. I cannot pronounce that one space on the, on the community basically, but yeah. Um, what happened is that I went into user testing with my designs. I showed them, Hey, look, you can archive it. And they started, a couple of them started saying, Hey, um, actually we don't want to archive it.We don't even. To the ability to archive events because they, they had a lot of information and conversations and topics started by what happened in that event page. Um, so because something happened in that event, it started engagement. So they wanted that engagement on their community. Mm-hmm. . And I feel like here I. I went into the information bias, so I was like, Yeah, one person tells me this, but I don't necessarily believe them. And I went on, uh, like on information hunt. I was trying to find as much as possible, even though I already had enough. So I went and I interviewed 10 customers and ate out of 10 customers told me the same thing, basically. in the end I realized I could have done it with three customers and I would. And like I would've spent less time on on this. I could have focused on something more important than this. So yeah, I feel like this is an example of how the information buyers got to me.And I say this a lot happening with my PM as well. He does this a lot. He searches for information like oversaturate, everything. A lot of information just to take a small, simple decision. Yeah.

Interviewer: good that you're able to recognize these things. I'm glad that you have such a specific example about it, like that's good. That's very good.
Interviewee: So how has learning about this devices changed your approach in design? Well, um, Im not gonna say that this particular session will change the way I, I design from now on, but I was already aware of this type of biases. And there are a couple of things that design teams in general can do. And

one of them is, uh, basically ensuring that your initial project like the vision that you have for a project that you're gonna work on is exposed to multiple individuals that have different backgrounds, and this is very important. So I would present it to a lot of people with different backgrounds. In order for them to try to identify if something is wrong. And of course I don't go to them and tell them, Hey, I think I'm biased about something. Can you identify anything wrong in here? Um, but I do show them, I do present to them what we are trying to build and what I'm trying to build, and they're gonna point out that something is off. And of course it doesn't come necessarily under the, um, under. A statement where, Hey, I think you're biased. No, it never comes like that. It comes like, Hey, maybe you should think of this approach. Or, Hey, maybe you should think of that as well, because. We have something similar like that, or because certain reasons. So usually it comes like an argument like that. Mm-hmm. , But I was also discussing this with my manager, um, and I was telling him how important it is to have in the design team diversity, like each, uh, type of like each stereotype that we can think of should be represented within the design team more or less. It's good to embrace somebody that is gay and is very open about it and has this background, but it's also good to get somebody that is conservative in the team and also somebody that, um, is a feminist. Why not? So basically that's, that's how I see it and that's what I'm trying to, to portray in my discussions with my manager because otherwise we're gonna end up with, uh, an entire. Team made of Indians with the similar background, with similar expectations that do not thrive to take this any further than it is. Um, they're just gonna put in there whatever they know, and this is not gonna go anywhere. But yeah, that's basically my, my conclusion for.

Interviewer: Good to know. So I have like four questions in general that I in general need to ask everybody. Um, so what did you like and dislike about this activity? What parts?

Interviewee: I hated the initial test and, and that's, I don't feel like it helped me with anything because I was already aware of this. I would have rather had, A small introduction, I would have preferred a video, uh, but probably just because I'm autistic, but whatever. But I would've preferred a video to look at it with the small two minutes introduction to what biases are, and then maybe the list that you shared in here mm-hmm. so I can go through it. And that would have been enough for me. Uh, I feel like the test was unnecessary, not just wrong.

Interviewer: That's all right. Um, and what did you like about it?

Interviewee: I like that I feel like now I have a bit more structure and I like the exercise and also that I had to think like where in the design process certain, um, biases take effect. And I also like the, the, the graphics and that you put a reflection in here. I feel like a lot of people forget to do reflections.

Interviewer: And why? Why do you think a reflection is it's important to reflect otherwise?

Interviewee: So what happens is that, You go through a process and if you don't take time to reflect on what actually happened in the process, you are going to forget important things that actually happened within the exercise or within the project. And it's important to have like a small reflection at the end that have an overview of the entire situation. This will also help within a team, because what happens is that maybe certain individuals were only involved in certain areas of the project. And then to have this reflection with an overview shared with everyone, or done by everyone, it's gonna just unify everything that happened.

Interviewer: All right. I get that. I get. Okay. And alright, you already knew some biases before, but is there anything new that you learned

today? Can be, yes, can be. No, it's okay. Any, Just honestly, anything new you learned today,

Interviewee: I'm probably more biased than I realized, and especially this one the Blind spot. Yeah, I feel like me identifying that other people are biased and me identifying biases within designs, I can do it easily and I can do it for myself as well, but then I feel like I, because of this, I would do less. I would like, my designs will be less affected by this so that we have, like I discovered this one, I wasn't aware of it before, the blind spot bias, but now that I'm aware of it, I will see how I can work towards not being blind spotet.

Interviewer: this is the last question. Um. So this activity is meant for, uh, yeah, students to be able to do them alone at home. Like, uh, with this website, um, that I talked to you about before, where it has resources for inclusivity, this would be one of the activities that they are able to do in their free time. Honestly, with all the honesty in the. Would you do an activity like this? Uh, if you were at home alone and you were just browsing through the website and interested about inclusivity?
Interviwee: Hmm. Well, honestly, yes. Well, what I would do is basically what I think it's important is for people to be aware of it and then make it part of the process. Because if you don't make it part of the process, like everybody spend 15 minutes, think about what biases your designs have or don't have, nobody will actually do it. Uh, if I would have to do it in my, my, or how I see that, this would be very effective in my work process. It needs to be part of the process. Otherwise people will skip it. Mm-hmm. . Cause that's the tendency. Mm-hmm. . But as a designer, that strives for perfection or wants to be better at everything basically when it comes to design and also handling biases. If I would have access to this, I would do it for sure, like, uh, I would like to be aware of what biases I might have or I might not have, and as we go, Further into our design, uh, design and life, we do find new biases. So I'm guessing that right now there are 52 there, but, uh, 10 years from now there will be over 100. I would like to gradually be aware that new stuff have been added there so I could go back and check. Um, but also something that I feel. Could help is, uh, a better introduction to, to them, uh, for people that were not, are not aware of what biases are, what implicit bias, cognitive bias, however you wanna call them.
Interviewer: So what you mentioned before about the video and the small explanation about it, right?

Interviewee: Yeah, yeah, exactly. But other than that, I think it's really cool. And I don't like the graphics, but one thing that wasn't here, where was it here? So you said in the beginning that the cloud are for personal things and the ones that do not have the cloud are for objective things. Objective, Yeah. But here you're asking me how. Has shaped my designs. should have it had a cloud around it or not.
Interviewer: Yeah, make sure it should. I missed out that one.
Interviweee: It's okay. No worries. But thank you for pointing it out. Yeah, no, I really had had a lot of fun doing listen. I think it was really useful for me. Thank you for including me.

Interviewer: Thank you so much for taking your time.

Session 2
Interviewer: Today is actually quite different from last time. Last time we did, uh, well, you did an activity, a activity about implicit biases. Um, and today we get to talk about and reflect on it. So it's a bit shorter than last time. I would like to talk to you about these past two weeks and, uh, and see if you remember the biases that you realized you had last time without looking at the file.
Interviewee: Well, basically, um, I said that I might have some information biased, if I remember correctly. So it was something regard-

ing, um, that I sometimes spent too much time to get more information than I actually need to take a decision. Um, If I remember correctly, I also said that I might have the IKEA bias. If I build something myself, I would have, uh, the impression that it's better than anybody's else. But, uh, I feel like everybody kind of has that. Um, but um, yeah, I'm trying to remember. There was another bias that I recognized. Made me more prone to think to observing other people's biases but not my own. And that gave me a blind spot, basically, and, uh, put me in, um, a danger that I would be more biased than other people in the end. But I don't remember the name of that one.
Interviewer: I think it's called Blind Spot Bias.
Interviewee: Okay. There you go. I was around the area. So, um, yeah, I think that's, that's all that I remember. Nice. Okay. I, I know that I talked more about more biases, but I don't remember them.
Interviewer: it's good. I, I'm very happy you remembered some of the biases and, um, and yeah, you're able to actually describe everything, like what they are and how they. How you experience them. So I'm quite happy about that. Um, the next question I have for you is actually during this past two weeks, have you caught yourself thinking about these biases, like reflecting on them or talking to them with somebody else?
Interviewee: Yeah, I talked the product managers, two of them from my company. And basically I told them, You guys have this information biased because sometimes we do spend too much time on trying to gather more information from wherever we can. And instead of actually taking some decisions and moving forward, and they agreed. I also shared, uh, some articles and some lists with, uh, cognitive biases from the internet. They went through them and we talked about them. It was really interesting. Uh, of course we couldn't go through everything, but it wasn't conversation starter basically. And I feel like, yeah, moving forward we would be a bit more aware of, uh, certain things that we do and what impact they actually have. Um, but yeah, in the past two weeks actually we did an extensive, um, um, Competitive, uh, landscape review. So we have a new thing that we want to build, a new functionality. Uh, and we looked at a lot of our competitors if they do it, if they are going to move in that direction and how they do it. And when we were doing this, we kind of also reflected over the, the biases that they might have had or have and would try to avoid them as well if we can.
Interviewer: Okay. Did you set up these talks to discuss biases with them or did they set it.
Interviewee: No, it came from me. It was triggered by, uh, what we did together, but it usually, we don't set up meetings, especially with my product managers. It's like, um, we're the same team, so we just have discussions on a daily basis. It's not like we set up a meeting specifically to talk about that. It just came up throughout the other meetings that we were having or the discussions that we were having.
Interviewer: Ok. Um, I'm glad that this triggered you to talk about it with your team, you shared with them the, the, some, a list of biases that they could have. Did you also talk about, um, how you can work towards the bias, so away from the bias? So like what's implications that can have in, in practice
Interviewee: Like kind, kind. I feel like it was more of a ref self-reflection for everyone that, okay, I have this, but none of us were, were like concrete in action points. Like what should we do to counter this bias? It was more like an awareness discussion. Yeah. I think I have this as well. Something on, on that line. Uh, and we didn't get to to talk more about this, but Yeah. Probably we should. So I feel like, yeah, I feel like usually when you work with people, there is that person that is like an activator. And if that person is not there in or is not an activator in a particular meeting or he's feeling low in that particular week, uh, the team will move slower as well. And this is something that we were discussing and I feel like that's exactly what happened also, because yeah, we have. Indian trip and all of the people were focusing on, on leaving. But, uh, when they're gonna come back, for sure, we're gonna talk about it.

Interviewer: Okay. I'm glad to hear that. And I know you haven't discussed it, uh, yet with, uh, your team, but do you, can, do you have any idea of how you can, um, like work towards your, like the bias that you have, So the information bias, the ikea bias and uh, and the blind spot bias that you mentioned?
Interviewee: Yeah. In my particular case, it's a bit difficult to bring subjects like this to the team if they don't have a clear outcome or, um, like if it, it can come across a bit abstract to my team, specifically culturally, because they're located in India. Um, they will be very, um, task oriented. So they wouldn't be inclined to discuss a lot about stuff like this, Uh, and usually they just tend to get a task, get the task done, and then deliver it for review and somebody else reviews it. Mm-hmm. . So right now we do have other issues that are. More important, if I can say that. Like we build a design system, we're going over the design system. They want some changes in the design system. We want to merge it with another one. At the same time we're focusing on the UX writing, but I already can see a lot of things that can influence the design system, um, through the reflection of biases. And the same with the UX writing and the way we talk with our users. But the way I can see this going, maybe I can set up a creative session based only on how can we be more aware of, uh, of, um, biases than how this can affect the design outcome, but I cannot promise anything. I feel like the product managers are more receptive to this also because they are reviewing the final designs that come from the operational team.
Interviewer: Yeah, I get that. I get that. But I was wondering more personally like you as a person, um, and as a designer, like if you know any specific steps or any specific things that you need to watch out for or that you can implement to avoid these biases.
Interviewee: Yeah, for sure. like first of all, uh, I think I also said that last time when we had the exercise that it's important to, to have multiple people from different culture review what you do and what you work on. That way you can identify if you are excluding anyone. And I feel like, yeah, I can have more people look over the, the work that I actually do consult in the initial phases, in the discovery phases over the project. Uh, and try to reflect on the, the ideas that I have and the process itself. Like when it comes to the information bias, maybe I'm doing certain things that I shouldn't do because I already have all the information that I need. I'm just being sceptical. I'm being biased. And when it comes to, uh, the IKEA one, of course, uh, I need to to reflect on it and I need to understand. Most probably what I'm building, it's not the best. Um, and what I do with, that's, Yeah. I'm looking at other people building similar stuff. Like for example, installing, like applications like Tinder registrations. Yeah. That's just an example.
Iinterviewer: I'm glad you're like, you're able to pinpoint, um, Specific actions that you can take so that, um, you can sort of drive away from these biases or be conscious that you're doing them and improving upon them. And well that's all for today. . Cause you Yeah. You, I think it's, uh, the point of today was actually to see if. There has been any change in the past two weeks and, um, if you were able to catch yourself in the act, uh, of, of yeah. A bias, uh, taking place. Um, and you did mention that, well, it's, uh, it's encouraged you to talk about it with, uh, with your team.

Interviewee: Uh, but. Yeah, I feel like it's not something that we can change in two weeks. We can take some small actions towards changing, but in the end it's gonna be, I'm like struggling to change the design culture in my company and the culture in my company because a lot of, a lot of the things I've not controlled by the design team, they're controlled by the product team, which is a much larger team. So yeah, it's, uh, it's difficult.
Interviewer: Yeah. But also as individual, I don't think like, You can't change to like things in two weeks. It's more of testing and being like, okay, what are the actions that people took within these two weeks, if there were any? I don't know, they forgot about it or, um, yeah, so like, I'm very, I'm very happy that you actually talked about it with your team and, and, and this incentivized you to, to,

to do it. I think you clearly see and know what to do, um, once you find these biases, once, like you're triggered by them, um, personally, but also how to do it with your, your team, uh, or at least start talking about it. So, Yeah. Yeah. I mean, you answered all my questions.
Interviewee: Well, yeah. If I don't, yeah. I mean, if I don't know how and what to do in a certain bias, I would probably Google it. And, uh, if not, I literally, I will talk with people, like I can tell them, Hey, I have, I think I have this bias. Do you know what I should do to avoid it? Uh, I think. I, I usually you don't have people coming to you saying that, but Right. So immediately, if somebody comes and tells you that it's intriguing and they'll start about it, and then they're gonna be like, Let's look into it. At least that's how it works. My workplace.
Interviewer: Have you actually gone up to a, a colleague, uh, or teammate and said, Hey, what biases do you think I.
Interviewee: No. Yeah, I did to, with one of the product managers. I had a, a separate session on personal feedback actually. Cause I'm looking into my, uh, superpowers. So in the discussion of, um, asking him what I'm, what do I, what does he think I excel at, we were also talking about, um, biases and yeah. Um, I dunno, one of the things that he said was that I should go off more often to the office because usually things that you write down in Slack or in any type of, uh, text, it can be misinterpret and it happens on both sides. So sometimes when I communicate something, it's misread. And I don't know if that's a bias or something, but, um, basically that's what kind of started the conversation about the biases. And from there, it, like, literally, I shared a lot of articles about cognitive biases and, um, we were talking about the information bias, which I were, I think I have it. Mm. I think a lot of companies actually have information bias. Yeah.

Participant 4
Session 1

Interviewer: So, how was it? Set? The docs.
Interviewee: Yeah, it was nice. Especially I found the test very interesting, the horrific thing, yeah, I did the racist one because it was advice, right? and I couldn't choose. I have always a hard time choosing, but it was very interesting. I did have a bit hard time at the start, like understanding exactly what they were trying to do during the test itself. but that's always the thing, right? If you do test yourself, you start also to think about what you're trying to find out, Like what is the thing, and immediately you keep thinking yes, about the time that you take for this stuff. but because you're also thinking that at time you also lose focus on the task itself. , So what I was doing is like, at one point I was a bit like, think too long, and I was like, Oh shit, you're recording this the time. Of course, right. You have to keep going, but yeah,
Interviewer: yeah. It's a, it's an interesting. tell me what did you think of, uh, of each.
Interviewee: So I should do it in general of each part or, the whole thing?
Interviewer: Lets go one by one.
Interviewee: Yeah, like, I think I already had this once, like vaguely I remember something in the cultural sensitive course or something like that, or inclusivity course. and back in day. Uh, I always find it quite important and. I think it's also something that definitely designers in general should be very aware of. So the first part about the bias is quite interesting because it doesn't really connect to design itself. And then the second part, you need focus more on design, uh, which was quite hard because all the things that biases you have as a person inherently already influence every design, right? Because you made it so. in that sense. I'm not sure if you can even split those two things. I had a hard time splitting those things. Like, Oh, all bias science person. I, of course also come back, get in my design.

Interviewer: Yeah. Um, maybe the, the, the question was more like, instead of splitting them is seeing how they affected your designs.
Interviewee: Yeah, that makes sense. Yeah.
Interviewer: If, if you had a specific bias or you already knew a specific bias or like a tendency, you know, um, you don't have to specifically know the name of the bias, but see like, oh, I have the tendency for like, um, uh, choosing white people or black people in, in, uh, in testing things like this. Um, so it was more not per se to separate them because indeed, like you're saying, they cannot really be separated.
Interviwee: Oh, okay. In that sense.
Interviewer: But, um, but yeah, I think, um, I'm, I'm reading now as we speak a little bit of, uh, what, uh, what you wrote.
Interviewee: Yeah. And I'm also curious because when I reflected in the end about it, it's, it's really. . Yeah. It depends on completely how you define biases in a general sense. biases you cannot remove or like take away. I think it's more important to indeed be aware of like this, what you try to do with this test rather than. Because it's always like you heard from America lot of the time, like they say people are biased this, biased that they shouldn't be. Like, that's difficult because being biased means also you mean person, you have experiences and cetera, so.

Interviewer: Yeah, exactly. So, um, it's, you can. I don't even know what the proper words to say if it's to solve a bias or to, uh, prevent a bias from happening. It's not per se that, but like, it's, it's, yeah, the action of awareness is what, um, makes you sort of improve or reduce that bias. That's,
Interviewee: Yeah. It's more the actions that we sold from your bias, which you are unaware of. Which are harmful.
Interviewer: Yeah. Yeah. Yeah. Precise. Okay. Um, so you, you said you, you were a little bit, uh, I don't know exactly the, the words that you use, but the, the overall feeling of, of part one and, and this test.
Interviewee: Overall feeling? I think it's nice to just focus on it. I'm not sure what you're trying to seek it. Like do you?
Interviewer: No, no. It, it was, it was more like, um, Cause you said, uh, um, something about this, the test, like something you felt something about this test, like you weren't, uh, I don't know. I was trying to go back to that.
Interviewee: Oh, yeah. Yeah, the test itself. So like the part one? Yeah. Yeah, yeah. Yeah. Part one. Uh, I mean, I think it's a very clever way to find out indeed if people have tendencies. But like, I find it also hard to believe, like they say, it's probably, it's just my, See this is also biased , and I, like, I find it hard to believe that the, the order in which you do this, Does not influence the time you take for, because I really start needed to get a hang of, and after a while I started to really speed up.
Interviewer: Yeah, yeah.
Interviewee: So then I started to almost think about, well, the base results on, on time, so, but if you switch 'em around, it's probably also the other way around.
Interviewer: So yeah. So that's, that's the reason why I, Yeah, that's do not take this like this Exactly. Like please. Because indeed, like I, I personally need to believe that you can first associate good and bad to either no black or white people, you know, like,. And also that, uh, the fact that there's a speed, like the time is sticking and you're tested on the time as well, you know? That also, so like, uh, like I, I have, yeah. Uh, many other participants mention this, and I already saw this coming, so I wanted to see if you actually also noticed something like this. Nice. Nice, nice. Um, okay. And then part two, what, uh, what was your overall feeling or what did you think of part two?
Interviewee: Uh, yeah, but this is again, also a bias of not being able to choose. When I saw the whole list, I was like, Yep, I recognize that one. Yeah, I recognize that one. Yeah. I recognize that one. That need to choose the, which ones I associated the most. It was quite hard. Because, but it, it, I also have selected I think quite a lot. I'm

not sure like how much was the benchmark
Interviewer: There's no benchmark.
Interviewee: Okay. But in that sense, I, I have selected now seven. But I, I used to have even more, but then I thought you asked the question. Yeah. Because the purpose was actually for you to take these and analyze them. So yeah. Yeah. Otherwise it's, it's gonna take three hours.
Interviewer: Yeah, exactly. It's already a long exercise. I don't wanna make it too long. I'm glad that you were able to identify these, and I see quite clearly that you're able to specify them where in the design process or how they influenced you.
Interviewee: One remark on the design process, I do think that, of course they are more present in some projects than others, so it's not in, you cannot say like for in general design process. Oh, it's always this phase. Cause it's like from our experience with the Duchenne project mm-hmm. It was very heavily relying on research at the first part. And then the design itself, that was a bit more vaguely. So it really depends also on the target group you're working with, the context, uh, where you jump into the process itself, where it started off from how in if it is, et cetera, et cetera.
Interviewer: Yeah. I realize, and you, um, you only wrote down like, well, you wrote down every. For the same process actually.
Interviewee: Yeah. Now, now that I look at it, indeed I did .
Interviewer: but this is good. You realize this. Yeah. Um, uh, but maybe like this is also sort of a bias. I have, like I expected maybe you to, to, uh, to associate for each bias that, but it's, it's completely fine. Like this is, again, this is not, not something you did wrong. You are actually supposed to do this without my guidance, so Yeah, it's completely fine.
Interviewee: But if you still wanted the information, I can quickly do it now.
Interviewer: No, it's, it's complete. Like it would be, if you do it, it would be for your own good. Yeah, yeah, yeah. Like it's not for myself. It's for you. That's it. But very cool. I'm glad you were able to associate too many and you were able to narrow down. So thank you for that and well done. And what about part three? What did you think of part three?
Interviewee: Uh, part three, I think it's a very interesting one. It's very good that you have placed an example in there because it really makes, it makes the discussion kind of tangible or discussion, evaluation of it. because you can, I, I do feel like, but this is also, of course my perspective my bias. It's kinda funny that you look at now D , but. You can look it from the, the, you can say the, the, the user perspective and the designer perspective. And from a designer perspective, it's something that should have been avoided and it's something that's, uh, really is an unintentional negative effect. But from, I feel also from the user perspective, people should not forget. It's also a user responsibility that if you use so. You should not never expect that something is flawless in that sense. So I think it's, it's kind of a balance. Of course, the designer is as high responsibility he's the creator of it and or she depends on who the designer is. And, uh, you have, you've kind of also the power to to, to influence the effects that it has. But it will never be a, like a perfect, I also wrote it down somewhere like a perfect unbiased. Design it will always have biases. So it will always have unattended consequences. Unpersonal. Yeah. And it's something you cannot avoid. And you should also never, like, if it is really severe, then of course there should be some punishment or whatever. There should be some, uh responsibility check towards the designer. But it, it, it's, it's kind of like, it's difficult gray area, right. Of how far can you take this person responsible. Because it's impossible to make a perfect design. So especially, you know, if, if you also take into account like you, if, if the design was part of a business and the business pressurized the designer to do this in like two weeks without any user testing, then is the designer responsible? Is the business responsible by pressuring the designer with this result and then also inherently harming its users? Then it starts to become a story of blame, which is kind of interesting because this also happens in real life lot. Of course.

Interviewer: Yeah, yeah, yeah. And actually like, um, I think the first part to awareness in for inclusivity and exclusivity is actually first finding out the biases. And then actually, um, it's not part of money because my thesis needs to end somewhere, but I would actually advise for the next activity that would be possible to do is. Talk about, uh, the intention and the outcome of a design. Yeah. So that intention doesn't always equal to the outcome. And, and yet what, how can this come into life? How can we, uh, improve this? Because it will honestly never be as the outcome. Um, but we can, uh, lower that, that gap, you know? So, uh, so I'm glad you, you mentioned this cuz I think. I, I put this in here sort of to start already, like the thought of, uh, like sensitizing someone to, to start thinking about the intention and, uh, and outcome and, um, I'm glad you mentioned it, . Alright. And, uh, what did you think of, uh, of part, uh, four?
Interviewee: Part four? Yeah, I, I think I've already reflected this always after. Doing some projects and the two I I discussed too, because those were the most prevalent examples that I came up with. Mm-hmm. also, of course the Duchenne gamers thing. that the project in the end, we had to test like me and [teammate] went to there and that was really kind of seeing also bit of disappointment in the users also because they couldn't use it. That is something I personally already felt was gonna happen. Which is already making it worse to do the user test, which you already are. Try kind of hesitant about because every designer I talk to, also has like a user testing. I'm not sure if we wanna do that, like, it's always this kind of scary time investing, et cetera, et cetera, thing that kind of, you have to do it, It's, you know it's good, but you rather want to go for it. There's something in you that always wants to say. Should we really do it? Should we plan it rightly before? Shouldn't we optimize design before? No, you should immediately do it. That's the best way of doing it. And that cost really like the, like that was very noticeable that some persons really were faced then by their disability because of her design that didn't fit. Her hands perfectly and stuff like that. especially because that's such a very hard target group. Those things are even enlarged. Even more these kind of effects. The inclusivity, because it's so different to our own experience of daily stuff. Those people experience
Interviewer: Overall, is there something you very much liked or something you didn't like at all?
Interviewee: I think it's, It's also maybe interesting because now of course it's more about analyzing and being aware of biases, but what, I'm very curious, what's the next step? Maybe because I'm myself also wondering what is the next step? Like if you are aware of it, how do you channel It's through improving therapy design. I know that's user testing, more leverage, user testing, or more diverse user testing. That's kind of the answer. Mm. But would there be maybe some other tools or things that maybe something can be designed to bridge that gap between bias, awareness and designing itself? If people, if these designers are already aware, how do you improve your designs through it?

Interviewer: . So I, I see you're touching different topics right now. So one is, um, How can, Yeah, how can, what are guidelines to create more inclusivity? And another one is actually how these biases come into play. How can you prevent these biases from happening? Right. So, um, the guidelines actually, hopefully if the website that I develop comes into play, there's, there's a bunch of guidelines and I can share them with you if you, if you're interested in it. Yeah. Um, And yeah, a lot of them focus on, yeah. Uh, diversity of target group. And it also depends on what type of project you're doing. Especially like, for example, I am, uh, particularly on, uh, digital platforms. So it's more like, okay, for example, if you're choosing the language, um, of the website, do you use a flag? What flag do you use? So if you're using English, Do you use the American English or like the, The American flag? Yeah. Or the English flag. And, but like, almost all Europeans know English, so why should it be associated to a flag, you know? So it's, it gives you particular

guidelines. Uh, some people actually develop these, or when you're programming, they tell you, for example, that all pictures have to have a description so that when a blind person, uh, the auto reader. Reads through the image. Yeah. It doesn't say image x, y, Z 1 35. You know, it says more like, Oh yeah, a person, uh, with a playing ball, you know, or something like that, you know? So there's specifically to the. Subject that you are focusing on. It will tell you specific guidelines. But in general, I think you can start with yeah. Finding, uh, as result of this, like finding your biases next time you, uh, do a project or you're thinking of something, um, or even in your daily life, just. When you see a bias taking place like you were just doing before. Yeah. Just be conscious of it and be like, Okay, I'm gonna try to change it. You know, I'm gonna try to think differently. Yeah. So like, I don't know if you, if you see yourself, Oh, I'm only targeting. Friends, you know, like not the entirety of the target group, then this, or for example, a building a persona. Building a persona sometimes is, is very stereotypical and you cannot, I think in a world of today you cannot stereotype. So like, okay, if I don't do a persona, can I do something else that would help me, um, know what the needs are of the target audience? You know, things like that. Yeah, so it's, it. It's more about being aware, uh, of these biases and trying to identify them when they happen and try to intervene.

Interviewee: Yeah. Maybe also a thought thought that I have now is what I'm also struggling a lot is with these, because this is real also kind of area in ide that's. His own research team, Right. Inclusive, cultural, sensitive design, stuff like that? But I feel like the same with sustainability. It started off and now it's bigger, et cetera, etc. You also have it with, uh, different design labs. But what I do always feel with, uh, in this case university, what they're kind of forgetting is, Design is so broad. Like you have designers for freaking companies like Google, Amazon, like Samsung, and you have startups like with two people. you're talking about completely different skills. So I was, I also might be interested in how would inclusivity differ from if you are a designer for a startup, and how would it differ if you have like, like if you have a way bigger reach in a bigger company where stakes are different cetera, etc.Because it's easier to think, Yeah, I'm conscious about it, like I'm aware that my science, but it really has to do with the, the environment you're also given around it. And the same thing with, I follow sustainability like this, and I really agree that a lot of shit that they explained, but then the question is, can you really use it If you are in a position in this company, if you're underneath this manager or ceo, whatever, that has these things. With the financial team, the engineering team, et cetera, et cetera, because then it becomes a whole different ballgame. Of course, you can still remind yourself of things that I've learned on your first team. Mm-hmm. , so then. I know you're already working on first, first seat kind of, and then make tree of it.But I feel like the tree itself, that can be woody. It's very big.

Interviewer: Yeah. . But, um, to close up, I have two last questions. One of them is what's, if you could describe it in two sentences or three, what did you learn today?Have you learned anything?

Interviewee: Yeah, let's say in two sentences. Let me think about it. No worries, no worries. Yeah, maybe something about that biases should be, I, I'm not even a hundred percent sure, but biases, bias awareness or bias reflection should be one of the core capabilities of these designer. Mm-hmm. in that sense. And I'm not sure if in the Delft design guide or if they even have such a thing, like it's very logical for us to think contact mapping personas, that kind of stuff. But yeah, it's always used as a reflection, like a very broad reflect. What does it mean? Reflection? Like you can use reflection on your results. You can use reflection on biases. Maybe there should be some more specific thing in the di. That's what I learned. Your step, uh, step by step process before you start project. like first stage regarding this topic. What are your, my own biases? What are this, uh, things and what do I need to make sure that I avoid unintentional things from the start? It gets really takes place in the planning. I think that's the initiation. Okay. Yeah. All right.

Interviewer: And did you learn anything about yourself today?

Interviewee: About myself? Yeah. Uh, that I'm still rusty and I need to get to work quickly. No, I'm really quite slow in thinking and stuff like that. It's, that's what I learned. No, no, no. But the other thing is for serious note, um, um, yeah, I was quite surprised with the result of the, the. Of the raised biases, and I think that's something I should also be more aware of. I don't know, but I, I find it a bit weird that the more I become aware of it, the more careful you become of it and the more you also unconsciously start to categorize it, which is kind of the thing you want to avoid, right? Yeah, yeah. Like I have some friends which are, which are not Dutch, like a lot of friends that are not Dutch, that I don't even care about. Like I, I. Talk to them the same way I talk with my Dutch friends. Yeah. Which is a good thing. But the other side you also need to be aware of it's that there are differences. So you don't Yeah. So you don't, That's that's,

Interviewer: Yeah. It's, it's, it's, I know like this. I know. And that's actually a dilemma.
Interviewee: That, that in the media, I do feel like there's. Video is always bent in the sense of it really emphasizes or extremes one thing. And it influences also people by hearing it to think differently. And therefore their actions are also differently. Not always what they wanted it to be, but because they're influencing that sense. And I think that's always a dangerous thing. And to also maybe shut off. You need to be aware as much as you can and reflect as much as you can, but also maybe sometimes turn it a little bit down because then you also. If it becomes too much, you also do the opposite of it.
Interviewer: one very last question and is, um, so this activity is supposed to be done at home, uh, by yourself. Um, it's sort of, it's part of a website, so it's something that you come across or you have been advised to do it. Um, would you do this activity actually at home alone? You can be completely honest.
Interviewee: Yes. Complete honesty here. I do have a question when. When? Like, do I do this once my lifetime? Do I do this once I time I start a project? Because that really depends, right? Yeah. I I'm more thinking like I would do it if I make it a, a standard pro procedure in my project, but I would not, I would, I would definitely forget to do it or don't wanna do it if I like you. I dunno, Christmas break, you think, Oh, this is the yearly reflection day. Again, you will forget it in that sense, right? If it, if it, if it is through the, have got to be very blunt here. Like we, we had a, we had a reflection side.

I'm not sure if you're familiar in the Bachelors, that after every project you had to reflect on your project, you had to fill in that. I, I know myself and also I know a lot of friends or students also students, we always filled those thing in because we had to, not for ourselves because we had to, because it was a stupid thing. You, you, it was always right in front of a holiday, right after your exams week. Mm-hmm. You, you were done with it. You wanna get rid of it, and then you suddenly had to still fill in this stupid thing of like, it took two hours or something because you had to reflect very in depth and so many steps. Like that's forcefully reflected. Like, then it goes more like it's, it's something that you have to do rather than it's something that helps you. It's weird. Mm-hmm. . So I think it's also if, if you make a website on it, if the, to decides, Oh, we make it mandatory for every project, eh, I'm not sure if, if you implement it in the Delft Design Guide, for example, people will read it in with the perspective or intention of, hey, this can be. rather than this is something mandatory and we have to do it to get our ects, because otherwise, if you do that, then people will focus on getting ects not on mm-hmm. getting anything out of it.

Interviewer: And if it's, if it's, uh, voluntary, like, uh, you come across this or someone advises you, Oh, look at the, these are some

guidelines.

Interviewee: I find it hard because I kind of feel like the people that are not voluntary or the people you wanna reach out to, Because they need this inclusivity. Right? Us. Because if you're already kind of aware that you have these biases, you're gonna look for things to find out what your biases are.
Interviewer: But if you're interested in inclusivity and you don't per se, No. That biases are a thing.
Interviewee: Yeah, yeah. In that sense, yeah. Then, then it would be fine. Yeah, it's, it's just like, I imagine, I know some Dutch students who like all this push, they think, yeah, all these international students, we would just wanna have touch things. I'm like, Oh, these people are never gonna watch such a website. they're gonna skip definitely on it. But they need it because they don't understand that what they're basically doing, or their fee was very limited, their perspective. because even the people that don't necessarily see for inclusivity see it come across. Yeah. And then maybe trigger something else than being forced or when looking for it.

Session 2
Interviewer: Today is actually quite different from last time. Last time we did, uh, well, you did an activity, a activity about implicit biases. Um, and today we get to talk about and reflect on it. So it's a bit shorter than last time. I would like to talk to you about these past two weeks and, uh, and see if you remember the biases that you realized you had last time without looking at the file.
Interviewee: Well, basically, um, I said that I might have some information biased, if I remember correctly. So it was something regarding, um, that I sometimes spent too much time to get more information than I actually need to take a decision. Um, If I remember correctly, I also said that I might have the IKEA bias. If I build something myself, I would have, uh, the impression that it's better than anybody's else. But, uh, I feel like everybody kind of has that. Um, but um, yeah, I'm trying to remember. There was another bias that I recognized. Made me more prone to think to observing other people's biases but not my own. And that gave me a blind spot, basically, and, uh, put me in, um, a danger that I would be more biased than other people in the end. But I don't remember the name of that one.
Interviewer: I think it's called Blind Spot Bias.
Interviewee: Okay. There you go. I was around the area. So, um, yeah, I think that's, that's all that I remember. Nice. Okay. I, I know that I talked more about more biases, but I don't remember them.
Interviewer: it's good. I, I'm very happy you remembered some of the biases and, um, and yeah, you're able to actually describe everything, like what they are and how they. How you experience them. So I'm quite happy about that. Um, the next question I have for you is actually during this past two weeks, have you caught yourself thinking about these biases, like reflecting on them or talking to them with somebody else?
Interviewee: Yeah, I talked the product managers, two of them from my company. And basically I told them, You guys have this information biased because sometimes we do spend too much time on trying to gather more information from wherever we can. And instead of actually taking some decisions and moving forward, and they agreed. I also shared, uh, some articles and some lists with, uh, cognitive biases from the internet. They went through them and we talked about them. It was really interesting. Uh, of course we couldn't go through everything, but it wasn't conversation starter basically. And I feel like, yeah, moving forward we would be a bit more aware of, uh, certain things that we do and what impact they actually have. Um, but yeah, in the past two weeks actually we did an extensive, um, um, Competitive, uh, landscape review. So we have a new thing that we want to build, a new functionality. Uh, and we looked at a lot of our competitors if they do it, if they are going to move in that direction and how they do it. And when we were doing this, we kind of also reflected

over the, the biases that they might have had or have and would try to avoid them as well if we can.
Interviewer: Okay. Did you set up these talks to discuss biases with them or did they set it.
Interviewee: No, it came from me. It was triggered by, uh, what we did together, but it usually, we don't set up meetings, especially with my product managers. It's like, um, we're the same team, so we just have discussions on a daily basis. It's not like we set up a meeting specifically to talk about that. It just came up throughout the other meetings that we were having or the discussions that we were having.
Interviewer: Ok. Um, I'm glad that this triggered you to talk about it with your team, you shared with them the, the, some, a list of biases that they could have. Did you also talk about, um, how you can work towards the bias, so away from the bias? So like what's implications that can have in, in practice
Interviewee: Like kind, kind. I feel like it was more of a ref self-reflection for everyone that, okay, I have this, but none of us were, were like concrete in action points. Like what should we do to counter this bias? It was more like an awareness discussion. Yeah. I think I have this as well. Something on, on that line. Uh, and we didn't get to to talk more about this, but Yeah. Probably we should. So I feel like, yeah, I feel like usually when you work with people, there is that person that is like an activator. And if that person is not there in or is not an activator in a particular meeting or he's feeling low in that particular week, uh, the team will move slower as well. And this is something that we were discussing and I feel like that's exactly what happened also, because yeah, we have. Indian trip and all of the people were focusing on, on leaving. But, uh, when they're gonna come back, for sure, we're gonna talk about it.
Interviewer: Okay. I'm glad to hear that. And I know you haven't discussed it, uh, yet with, uh, your team, but do you, can, do you have any idea of how you can, um, like work towards your, like the bias that you have, So the information bias, the ikea bias and uh, and the blind spot bias that you mentioned?
Interviewee: Yeah. In my particular case, it's a bit difficult to bring subjects like this to the team if they don't have a clear outcome or, um, like if it, it can come across a bit abstract to my team, specifically culturally, because they're located in India. Um, they will be very, um, task oriented. So they wouldn't be inclined to discuss a lot about stuff like this, Uh, and usually they just tend to get a task, get the task done, and then deliver it for review and somebody else reviews it. Mm-hmm. . So right now we do have other issues that are. More important, if I can say that. Like we build a design system, we're going over the design system. They want some changes in the design system. We want to merge it with another one. At the same time we're focusing on the UX writing, but I already can see a lot of things that can influence the design system, um, through the reflection of biases. And the same with the UX writing and the way we talk with our users. But the way I can see this going, maybe I can set up a creative session based only on how can we be more aware of, uh, of, um, biases than how this can affect the design outcome, but I cannot promise anything. I feel like the product managers are more receptive to this also because they are reviewing the final designs that come from the operational team.
Interviewer: Yeah, I get that. I get that. But I was wondering more personally like you as a person, um, and as a designer, like if you know any specific steps or any specific things that you need to watch out for or that you can implement to avoid these biases.
Interviewee: Yeah, for sure. like first of all, uh, I think I also said that last time when we had the exercise that it's important to, to have multiple people from different culture review what you do and what you work on. That way you can identify if you are excluding anyone. And I feel like, yeah, I can have more people look over the, the work that I actually do consult in the initial phases, in the discovery phases over the project. Uh, and try to reflect on the, the ideas that I have and the process itself. Like when it comes to the information bias, maybe I'm doing certain things that I shouldn't do because I already have all the information that I need. I'm just being sceptical. I'm being biased.

And when it comes to, uh, the IKEA one, of course, uh, I need to to reflect on it and I need to understand. Most probably what I'm building, it's not the best. Um, and what I do with, that's, Yeah. I'm looking at other people building similar stuff. Like for example, installing, like applications like Tinder registrations. Yeah. That's just an example.
Iinterviewer: I'm glad you're like, you're able to pinpoint, um, Specific actions that you can take so that, um, you can sort of drive away from these biases or be conscious that you're doing them and improving upon them. And well that's all for today. . Cause you Yeah. You, I think it's, uh, the point of today was actually to see if. There has been any change in the past two weeks and, um, if you were able to catch yourself in the act, uh, of, of yeah. A bias, uh, taking place. Um, and you did mention that, well, it's, uh, it's encouraged you to talk about it with, uh, with your team.

Interviewee: Uh, but. Yeah, I feel like it's not something that we can change in two weeks. We can take some small actions towards changing, but in the end it's gonna be, I'm like struggling to change the design culture in my company and the culture in my company because a lot of, a lot of the things I've not controlled by the design team, they're controlled by the product team, which is a much larger team. So yeah, it's, uh, it's difficult.
Interviewer: Yeah. But also as individual, I don't think like, You can't change to like things in two weeks. It's more of testing and being like, okay, what are the actions that people took within these two weeks, if there were any? I don't know, they forgot about it or, um, yeah, so like, I'm very, I'm very happy that you actually talked about it with your team and, and, and this incentivized you to, to, to do it. I think you clearly see and know what to do, um, once you find these biases, once, like you're triggered by them, um, personally, but also how to do it with your, your team, uh, or at least start talking about it. So, Yeah. Yeah. I mean, you answered all my questions.

Interviewee: Well, yeah. If I don't, yeah. I mean, if I don't know how and what to do in a certain bias, I would probably Google it. And, uh, if not, I literally, I will talk with people, like I can tell them, Hey, I have, I think I have this bias. Do you know what I should do to avoid it? Uh, I think. I, I usually you don't have people coming to you saying that, but Right. So immediately, if somebody comes and tells you that it's intriguing and they'll start about it, and then they're gonna be like, Let's look into it. At least that's how it works. My workplace.
Interviewer: Have you actually gone up to a, a colleague, uh, or teammate and said, Hey, what biases do you think I.
Interviewee: No. Yeah, I did to, with one of the product managers. I had a, a separate session on personal feedback actually. Cause I'm looking into my, uh, superpowers. So in the discussion of, um, asking him what I'm, what do I, what does he think I excel at, we were also talking about, um, biases and yeah. Um, I dunno, one of the things that he said was that I should go off more often to the office because usually things that you write down in Slack or in any type of, uh, text, it can be misinterpret and it happens on both sides. So sometimes when I communicate something, it's misread. And I don't know if that's a bias or something, but, um, basically that's what kind of started the conversation about the biases. And from there, it, like, literally, I shared a lot of articles about cognitive biases and, um, we were talking about the information bias, which I were, I think I have it. Mm. I think a lot of companies actually have information bias. Yeah.

Participant 5

Session 1

Interviewer: how did it go?
Interviewee: Um, yeah, I mean it, some, some questions were a little bit more difficult because I, I didn't really have a, an answer off the top of my head, but in the end, I managed to fill everything in.
Interviweer: let's go through each part and just briefly, um, say what you liked, what you disliked about, uh, each part. Um, so let's start with part one where you had to do the Harvard, uh, test thing. Yeah. What did you, what did you think of this part?
Interviwee: Uh, I mean, the test didn't really tell me much because, so I did, um, uh, iat a race test like you, uh, uh, recommended. But if you told me, I have no automatic bias towards either. So it's like, okay, thanks for nothing, I guess. Um, so that was a little bit, uh, I don't know that, that didn't really help me to, to get thinking about it. And I also think it's a very American kind of test. So I was a little bit like, Okay, all right. You know, I, I, this was more of a reaction test than, than, than I felt like I was doing anything actually. Um, Like thinking about my social norms or anything like that. So, I dunno, maybe, maybe it depends on the type of test,
Interviewer: What do you mean by reaction test?
Interviewee: Well, I mean, it, it was a test where it showed like a picture of a black person or a white person and then a bad word or a positive word. And I think the only mistakes that I made were just my brain like, Needing a moment to, or, or just literally my reaction being wrong, like mm-hmm. . Mm-hmm. , It also said like, I had no automatic biases that, but I, I mean, they showed a graph in the end that, that quite a lot of people have a very strong preference towards, uh, white people. Automatic preference, which really surprised me because I was like this, like I have eyes, I can see the difference between a black person and a white person. So I don't know how that, Would help me in learning about my, um, biases towards black people, because I do think I have them because I've just grown up in such a white family and society and my high school and every, like, the my neighbourhood, there's so many white people everywhere. So I, I definitely do think I have these biases. Mm-hmm. , but showing pictures of black people and white people aren't gonna. Show them to me. Um, so I don't know if that test really represented something to me.
Interviewer: Yeah, that's, that's why at the beginning I was like, Okay, don't use this test of like, this is the, the norm. You know, This is what you like, This is not per se the truth.
Interviewee: Yeah, I, I think I made like two errors in total. Mm-hmm. . Mm-hmm. , and then just said, I have no automatic, uh, preference. I don't think it did, I don't think it did anything for me.
Interviewer: Do you, do you think, like, for example, it added anything to the activity, Like to start off during this session, do you think it added value or.
Interviewee: I mean, I think with implicit biases, you can be talking about, you know, you can be talking about race, um, but also many other things like, I mean mm-hmm. gender or, uh, you know, economics classes and those kind of things. And I think by doing this test to start with, your brain is automatically, or mine, at least, it's automatically thinking about my implicit biases toward black people because it's like, Oh, I just did this thing about race, so now my mind is thinking about race. Um so it kind of puts your mind in the direction of biases, um, regarding race and, you know, those are important. So it's not a bad thing, but it does kind of push you. In that direction instead of, uh, you know, if, I think if you give someone a test about how do you view people in different economical classes, then they might fill in the form differently because they have money on their minds instead of race.

Interviewer: Is there anything you dislike about the, uh, about this part in the activity? One?
Interviwee: Uh, no, no, I think it was fine. Um, there was the question of like, do I have implicit biases of which I am aware? But then mm-

hmm. , if you are aware of them, is it still implicit?
Interviewer: Yeah. Okay. So the thing is that, um, um, when you have implicit biases, The there are unconscious, but by bringing them into the conscious mind, you can focus on them now. So like now probably in the next part, you mentioned a couple of, uh, of, um, uh, biases that you recognize yourself, you know? Um, yeah. So now you bring these to light and by bringing them into the conscious, uh, of. Right. Let's say you are able to point them out in the future, you know, so mm-hmm. sometimes, uh, the reason why I asked before is like, oh, maybe like already prepare yourself a little bit, you know, But also see if you are already able to say, Oh, I am biased towards something particular. Like, it doesn't need to be like, give me the full name of, like, the type of bias, but it's like, Oh, like, I don't know from this, uh, exercise, I am biased towards. Black people, or I am biased towards, uh, this group of people. Or like, I know that I take teachers comments much more, uh, like valuable than, uh, maybe student comments, you know, things like that. So it's, it's just to see what you know beforehand as well.
Interviewee: Okay. It might. I think it might be useful to like, maybe add that to your introduction as well, because I was a little bit confused about the difference between like implicit and unconscious in this case.
Interviewer: Okay. let's move on to part two. How did part two. I see that you wrote a lot of biases, which I'm very happy. I'm glad that you are able to internalize what biases are and how they come back into, uh, like into how you experienced them.
Interviewee: Yeah. I think here that was between part one where, you know, the, you started with the, with the race thing. And then, you know, I was also a little bit on like the, the gender, uh, gender biases. Um, and then this one is way more. General kind of this list of the mm-hmm. , what is it? The 54 uh, things is way more kind of general effects. Mm-hmm. , So this was quite a jump from like, uh, oh, how do I view certain people to also way more, how do I view certain contexts or actions or situations. Cause I think those biases, almost none of them, I think I read all of them. And almost none of them were about people. They were always about a context or an action or mm-hmm. that, So this was quite a jump from part two. From part one, uh, I think to, to a show associate way more to my design practices instead of to like general society, norms.
Interviewer: Uh, so you feel like, do you, do you feel like this part was just in general to society norms or was it just, uh, was it more focused on the design practice?
Interviewee: The, the second one? It was, was, was design practice. But in the first, in the first one, it wasn't at all, so it was kind of a jump from, from society kind of to mm-hmm. Oh, my design practices.
Interviewer: yeah. I, I realized that, And the problem about the, the test is that, yeah, it's only about the societal. Biases to be honest. Yeah. Yeah. That would you, in that case, change the first activity then to make it something more specific to design?
Interviewee: Um, I don't know. Maybe it's just that the, the, the thing that kind of was an issue in my brain is like, I couldn't relate. The ones that I see here. So, you know, the IKEA effect, unit bias, information bias, those kind of things. I can't relate those very well to what I was thinking about in the first part, which was more like, uh, gender bias and, and race issues. And then in the third one you kind of bring them, bring them together. But I really struggled in it. But we will get to that. I really struggled to relate these. 54 things to what I was trying do in the first part. Yeah. Cause it's suddenly so practical that I was like, Oh, I don't, you know. But, uh, this feels way more related to just like personal, like maybe planning issues that you, that you might have in, in your brain or certain work methods. then really the way that you, uh, interact with people. So, I don't know. Maybe, maybe there's a way to to, to make them a little bit more closely related, but I don't, I don't know what it would be,
Interviewer: Yeah. No, then it would be, it, it would have to be something a little bit, um, different than the test. The, it would have to be another type of activity I think.

Interviewee: I don't know. But I mean, I only did one of the, cuz there were other options as well. I don't know if any of the other ones are more, um, more, more wise. I think that just the, uh, i e race test was just put you in such a kind. Mindset, which is then very difficult to relate to your design practices. But maybe the one about like an anxiety eating and alcohol or something is more, I don't know, but more... If you, if you throw the net a little bit wider in the first part, then it is easier to maybe go back. In the second part to relate to something very specific that, that you are doing. But I, in fact, it wasn't d especially because you, you supplied the list, it made it very easy to just read them, and I just wrote all of the ones down in the list that I felt a connection to. So that was, It wasn't difficult. Maybe you can even like switch part three and part two or something like this was already, I don't know, maybe, maybe you can try to relate the, the more social issues to. How that can affect design and then go into the person's design practices. But I don't know, something maybe to bridge, bridge the gap.
Interviewer: All right. Okay. Anything else on part two that you noticed or that you liked or that you disliked?
Interviewee: No, I, I like what I said, the fact that I can just have a list and go through them, I think that's really good. I think that's, uh, that really helps to also to read things that maybe. I recognize it, other people, but not in myself. So I can be like, Oh, I, you know, from my last group project, I can totally tell that someone had this, this, this bias.
Interviewer: Um, that's also interesting. Yeah. That's, that's good to hear. That's good to hear. actually if we go to part three, that was also my aim, um, uh, for part three, like to be able to recognize biases in other people. So that's also why there's an example. Okay. How did parts three go for you? What did you think of it?
Interviewee: I mean, I think it, I think it's a really interesting example. I, I wonder how many more examples like this are like out there because you see this or you think. Ridiculous Like, how can this happen? Mm-hmm. . Uh, but, and like, I'm not aware of many examples like this, but I'm sure they're out there. Mm-hmm. . So I think it's very, it's, it's interesting to. To have this kind of example that seems so ludicrous, you know?
Interviewer: Yeah, Yeah. And actually the, so this is actually an example from the UK government website. I found the same example, but for example, with a, with an Asian person instead of a white person.
Interviwee: I've heard about that before.
Interviewer: Yeah. And that one's from like New Zealand or Australia or something like that.There are a couple of government websites that do this. Okay. But I saw that you were able to recognize some, uh, some biases as well and how they played the role.
Interviewee: Yeah, I think this is basically what I was saying. This was, this was a difficult part for me to like, which of the previous biases can have an influence in this situation. I think I've found too that that. Um, but these were relatively, like, I was like, eh, it seems that that list, like I said, is more kind of related to general work things than really specifically exclusion, kind of mm-hmm. . Um, but yeah, I don't know. It, I think, I think I found them so it was maybe a bit difficult, but maybe that, that was also the idea that like I had to kind of search for them

Interviewer: Hm. Yeah. It, it's also an exercise that it's, it like in, when you say, Oh, I have these biases, it's quite like, you can think of all this. I totally have this, but I cannot pinpoint an exact experience. That's, that's where this came in, and here it really makes you. Bring it out.
Interviewee: yeah
Interviewer: Makes you think, Okay, what possible biases can this person have had to be able to result in this, you know?

Interviewee: Yeah. And, and I think you can be more harsh on someone else as well than you are on yourself. So like, it's more easy to say like, Oh, this guy is, is always defaulting to, to white

people. Uh, and it's less easy to say that about yourself. It might be helpful though, to clarify here that previous biases can be any of the 54 and not just the ones that you notice in yourself as well. Cause I thought first that it had to be from the previous parts.
Interviewer: Okay. I will write this down. Let's move on to part four and the reflection., I see you were able to choose to find an example, so very happy.
Interviewee: Yeah, it wasn't, it wasn't very easy cuz I mean, I don't know. We don't have that much design experience and also, That we actually got to testing it because it's really at the moment that you see someone using it, that you've discovered that you overlooked something, right? So I had to quite, I had to think about, okay, which design projects have I done that actually got to a proper testing phase? And it's not that many. So, but I, I think I have a, I think I, I have a, a good one. I wasn't very, . It wasn't very, again, it wasn't very easy to relate it to, to anything at the founded list, but I think I, I, the, the anchoring and the default effect I think are in there. So that's what, that's what I tried. I think it's just like at the start of the project, you're like, Oh yeah, I'm gonna do this thing, you know, I'm gonna solve this problem. And then you've kind of solved it, you know, it doesn't work the pro the product yet, but you, you make it look like it works when you're testing it with a prototype. And then suddenly the effect is that people think that your product is, is flawless. You know that, that this is going well, that they can just trust that this will work and then you need to. Actually, you need to go all the way back to the start and be like, Okay, we gotta change the problem statement. It isn't, it can't be, you know, just making navigation easier because they still have to keep the, the, the cautiousness that they would always have because you're still a blind version or, you know. Um, yeah, I think, yeah, I think, you know, you get stuck to. The, the, the problem that you defined all the way in the start. and then right up until the very last moment you think, Oh yeah, I did it. And then you think, Oh no, , this is, this is not good. This is. I should, I should not do this.
Interviweer: I'm glad you're able to, to, to reflect on these things as well. Um, cuz that's the aim of, of part four. That's, it's called reflect.
Interviewee: So, yeah, it's good.
Interviewer: Um, okay then, um, I have a couple more questions left. What did you learn today? Did you learn anything today?
Interviewee:I think what I wrote down in like, how, uh, how is learning about biases change or approach to design? I think that's the most important thing is that I think what I learned from part three, especially from the example, is like you can, it's fine to, in this case it's a government website, so not really, but like in general, it's fine. Uh, exclude certain people. Like not everything can be for everyone. Uh, not every, like in, in PO two or three or whatever, I made a, you know, where we had to keep adults sitting at a disc busy or something. And like some people were fucking raving about it. They loved it. They were like, I want this on my desk. It will be amazing. And some people were like, I'm not touching. I, Sorry, I'm not touching this, You know, and that's fine. You can just say, Okay, apparently five out of 10 people won't mind playing with sand during work, and the other five have out of 10, hate the idea of playing with sand during work, then exclude the the five people, you know? But you have to be aware of doing that. So it has to be. Document it somewhere so you can, you can go back and change your problem or change your target group, but it has to be documented somewhere. Like, I have designed this for people who don't mind getting their hands dirty and you know, put it on the box, whatever. Um, but you know, he can't think that you made an AI that can recognize all human faces and then, you know, it doesn't recognize black faces. Yeah, it's not in this guy's problem statement that he wants to recognize only white, white people. Um, but you have to, yeah, you have to try to, when you are testing, try to find out, Okay, what, what did I overlook and how can I document that and how can I reasonably excludes people or should I completely change something to, to make sure they are included. I guess that's, that's an important thing. And I mean, I would go back to that list and

like more often and, and just try to see if I can recognize it in specific situations or also in specific groups or with other teammates if I can recognize like, You know, if there's some conflict somewhere, is there a, is there a reason that we can, can we use these, these biases and see if that might be the cause of the conflict that we're happening? I think that might be useful, but I think it will be difficult to like, memorize all of them and kind of recognize them, uh, as you go. In that sense, I think it. I think it's nice to be aware of them, but I think you're always gonna, in the end, you might just forget it anyway, like you're, you're as, as you're going through life. If you don't remind yourself of them every now and then, then you're gonna forget that they're there.
Interviewer: Yeah. Yeah, precisely. And that's actually the, the, um, like how I think you should, uh, approach it is like, it's not something that's, that obviously you have to memorize 52. it's more about identifying, Oh, I have these two, I'm going to focus on these, uh, in the next, uh, couple of weeks, you know, and then I'm gonna go back, uh, in a month or so, and. Check them out, you know, and, and see how they have developed or see if I have new biases or things like that, you know? So it's, it's more about periodically
Interviewee: Yeah, bringing awareness periodically is, is important. Like, I think. It's not like you can follow a course in, in, in biases in one quarter, and then for the rest of your life, be aware of your biases. You, even if you, even if it's a 15 point course, you're not gonna be able to do it. Mm-hmm. so. I think going back to maybe trying to implement a standard, like when you start a new group project, like you always do this awkward introduction of like, Oh my name is .., and I, I like detail design and I'm good with solidwork. You know, that kind of thing. Yeah. Maybe there in, in like week one or two you can, you can just in your group implement some moment where you can talk about your biases without them being feeling dred about it. Cuz that's always d. It's like, yeah. Are you gonna talk with this about this with people you don't know and that you are going to have to work with for another 10 weeks? Right now ?
Interviewer: I'm glad you mention it cuz I do think it's. Something that needs to be, uh, implemented and I think something that requires attention.
Interviewee: Yeah, No, but this is awesome, but I think this, and like repeat it. So yeah. I don't know. Maybe make it part of a graduation as well. If you do it once during acd and once during a e d in i p d, then, and once in your, in your graduation, then you can even, you can actually learn as well, like see your progress. So yeah, if you can fill this form in a few times over two years, then I think you're, you're already growing.
Interviewer: Yeah. Yeah. That for sure. Nice. I'm glad you recognize that . Okay. And then, um, one last question actually. So this activity is supposed to be done, uh, for now. It's supposed to be done at home alone. You see, it takes time. Would you do this activity if you were alone at home and curious about the topic, like complete honesty here.
Interviewee: Um, I don't know. I feel like for that it might need a little bit more, uh, interactiveness. So I think the topics are all good and interesting, especially the example makes it really like, Oh, I've, I've learned the thing, so I, you know, this is, this is really interesting to read. Um, but right now it's just a question and always an open ended, like you type your story kind of thing. Mm-hmm. and I think maybe. If there would be a little bit more like interactivity to it. Like the, the test that I did at the start, the Harvard test, I thought was, was really fun to do, but that was just like, yeah, me being quick to respond and doing different things and having to adjust my brain to a new thing, it kind of makes it new, makes it interesting and challenging. uh, now I know that this is way more. Content based mm-hmm. . Um, but I think before I would, I would just willingly do it out of nowhere. It would have to be a little bit more, uh, engaging in an interactive way. But it's, it's like, it's not. That I'm, if, if it's part of a course, then it's, it's interesting in itself. Like, it, it's not like

I'm super bored by this and I'm like, Oh, I wish I wouldn't have to do that. Mm-hmm. . Um, but I wouldn't on my, on my Wednesday, on my free Wednesday afternoon, go and go fill this in.

Interviewer: yeah, indeed. Thank you so much. This is the end.

Participant 6

Session 1

Interviewer: So tell me how did it go in?
Interviewee: I think, I think it was really nice with a test. I, I've never done this, so for me it was interesting, although I already understand why this test is a bit complicated because I would already assume, because they first give you, I, I was choosing the racial bias. Um, and they already made this white, uh, white people equals good. So you have this automation already learned. So then you have to, they only give you, One, uh, intermediate task where you have to, uh, go reverse and then have different buttons from, for black and white people. And then immediately they give you the task of black people equals good white people equals bad either way. I did, uh, I, I, I assigned, um, Yeah, I was surprised, but I, I am moderately preferring black people, which is surprising , but I think it's more or less about this. Um, it was interesting for me to recall why, I think because also, uh, movies and culture and I, I, I always remember Black Panther movie when, when, for me it was something amazing that you can. Portray black culture as something much more sophisticated as the white culture and things like that, and that they also have these amazing things. And of course I think it's, it's, it's westernized in a way, but, but it was already a step where, This black people's culture is raised as, as more, uh, sophisticated, more than interesting. And also I think because many, many videos or many podcasts or many educational ways that I learned about this, um, systemic pressure on black people, I tend to imagine them as being punished by the system. So I tend to assign white people to a bit more evil roles. , . Uh, so this, this, this was an interesting, uh, thing. I'm just now looking through the, for my, uh,
Interviewer: we can go if you want through each part, um, to see what, uh, what your thoughts were about, uh, each part.

Interviewee: Yeah, I was, I was interested, uh, the second question about what do I have implicit biases on, which I'm aware of. So I was thinking, Okay, I, I just read through, uh, what kind of tests are there to, to, to also, um, You just see other categories. What are the other biases? At least the social ones. And I think I'm, um, I had, I had different, so even though I proved to be not so much biased by the, the race race mm-hmm. , uh, just by reading certain categories, I, uh, from my emotions, I already assume that I have bias to gen transgender people to our Arab Muslim people. Even though interestingly, I was not, I was not biased towards black people, but I, I, I have implicit bias, bias on Arab Muslim, and it might be because of my religious background. Mm-hmm. , even though I consciously know and approve all the religions, my, my background and my raising kind of was, More aggressive towards other religions. So it's still something that I am, I, what, what? I do not understand another religion. I tend to be a bit reluctant. Mm-hmm. . Um, I will just name all the things and then I have a slight implicit bias in weight, which also I think is because of my raising. And I tend to, uh, tend to also view overweight or obese people negatively, even though I consciously know that, uh, in many times this is not their fault, or this is not something, but, uh, yeah. Uh, so from design perspective, I think these, these three biases, uh, especially with the weight can, can, uh, affect, um, How I design things ergonomically so I could be tending to design things for fit people. Mm-hmm. and for, for, for a bit more obese people, it could be completely ergonomical and comfortable and things like that. Because my intention is to to, you know, to design for the good people. So, So it was interesting. I did the test. I understood that I did not have bias on that section, but then I was reading through and I just was like, Yes, there's way more biases that I have. , .

Interviewer: during the part one, would you say, uh, what, what type of feeling did you. Like, how were you feeling when you were doing this task? Like, um, did, were you interested in it or were you especially also maybe when receiving the, the answer or like the result of the test? Were you a bit, uh, like, uh, sceptical about it or, uh, did it make sense to you?

Interviewee: Um, I was happy with the result because I think I was trying to be opposite of this. You know, you, you're trying to be, how to say, so go against, What you think. You don't want to be racially biased, so you're kind of trying, So you take it as this game that I need to score better on this side. Mm-hmm. so, so, so in a way I was, I was happy with the result. Even though I am, as I mentioned before, I'm quite skeptical about the test because it's, it's really also about physical automation in this case, and they don't give you. Enough time to readjust, um, the, the alteration in this thing. I think. Um, yeah. So I think, yeah, for me, I was kind of, I think I was trying to achieve the, the preference to black people because I, I tend to see the cultural and systemic society a bit unfair. And I want to be fair in this case, but then I do not have the same feeling towards Arab people. Transgender and weight, uh, weight is a bit, a bit less, but, but I think I'm strongly biased, uh, in these two. So I think I would have results that would really reflect the, the preference much more.

Interviewer: All right. Then let's move on to part two. I'm also seeing your, your what you answered. Um, so what, um, how did part two go?

Interviewee: Good. It was less way, at least when I was reading the, those 52 biases, they're a bit more generalistic, so they're not as too social. And as I was, as I know, you're diving more into social. Uh, aspect of inclusivity. I, I could not, I had a hard time relating this to the social aspect because it's, uh, I found this information bias says Google effect and confirmation bias. Mm-hmm. , uh, but later on it, it kind of connected, so it was alright. But, uh, yeah, some are generalistic and I, and I. So to say examples or sometimes it's very, Yeah, it was hard to relate or was it so diffused? it's really hard to, to understand whether it actually is at work or not. Nevertheless, for me, I think the, the confirmation bias was something that spoke to me

the most, uh, because I really think that many of us and me, Are trying to prove and research the, So to see research in that direction that my assumptions are if I need to prove that, I'm not sure, uh, Yeah. Example, but if I need to prove something, I will find arguments and data for that. Mm. Um, and I think that's also bit what we learned in, in, in, in design and at least in Dell School, is that we are, we always need to find arguments for our design, but when there's no time, you are, you get really good at finding data that would somehow, uh, argument your design choice, even if you know it. It doesn't work. But, uh, so I guess this, this, in a way, a bit of design or school system kind of trains you to find arguments when you don't have time to, to, to advocate on your bad design. So, yeah. So that one was speaking, uh, planning fellow is just something that I think, uh, it makes me, uh, goes against me, myself or maybe my results, but not that much con connected to this topic. Uh, And I think that the, the most interesting part about confirmation biases was that it comes in a early stage of even context framing. So in this phase of design, when you're, when you are kind of putting your base where you're gonna put the building on, basically, mm-hmm. . This confirmation bias already bounds you into this, uh, this solution space that you later on, if you do not review your context or your, your, the way you frame the context, context is going to really frame your design in this biased way. So I could assume that I acknowledge the importance of this because it's just, Yeah, it's the basis. , uh, where you start your design and if that's already biased, you cannot or will have a hard time escaping that.

Interviewer: Alright. Um, and if we go to part three, what, um, how do you feel like a part three?

Interviewee: Well, I think I, I knew about this, the, this situation a bit before and I completely understand how designer being unintentionally can do these things and actually, Okay. So to begin with, uh, I think designer is, Unintentionally was designing that. Yeah. And I think they were just, uh, using the data sets, which were highly available and most of the times the tests that it's also a systemic, uh, systemic racism or systemic discrimination, but many times the data sets are available with white people. And if you don't take care. If you actively do not take care of including other races or including equal amount of, of these pictures, of other races, you ran into this an intentional bias of technology, and I think it's, it's even more critical because there's no human being anymore. So the way you configure the system, Uh, you will not, you will not, you cannot achieve the, the immediate feedback or immediate repair of the situation. Mm-hmm. , when there is just AI and there's just computer screen saying your picture doesn't fit and. This situation makes me angry because the, the, the ignorance can result in further biases, tensions, or even, uh, offensive situations. Because if you look at the chain of this, if, uh, if me as a black woman trying to upload the picture, I will always, most of the times I already struggle with many environments where I am discriminated. It is just another one. It adds on to my, uh, so to say, disappointment, anger, and I'm becoming more angry towards the government, towards the, the organization, maybe towards also the white people race that, okay, they're doing everything in their, they're always making my life worse. And at the same time, organization. If, if, if, uh, if a black person of me as a black woman need to still renew my passport, I need to have a much more, uh, go a much more, uh, harder way to renew it because then I need to contact support I need to write emails. It makes, so the process which was invented to become smooth is smooth for white people, but then other races struggle and actually have even harder time than previously to renew these things. So, It kind of makes matters better in in, in so to say that other races are paying for that. And I think from organizational point, they will see that other races, maybe Hispanic or black people are the ones that are constantly writing these angry emails and that it's not working and things like that. So me. As an employee, if I'm not aware of this system failure, I could start assuming that, Oh, these black people always are trying to just find something bad and everything. And I would already start also con-

forming maybe my biases that, Oh, they're always asking for trouble and they, they're making my job worse. So I mean, Interesting chain reaction can happen when one, one ignorant and intentional thing can actually, uh, have results in further down the, the, the chain, the relationships or the, uh, other biases that people can have. So, yeah, I, I, I, I put full responsibility on designer for this. Even though if they're not unconscious about their bias, they're making a product which influences the society. So they should know better, not do things.

Interviewer: I'm glad you realize this and I'm also glad that you go into deeper into the intention as well, because that's, um, like there are, I, I envision that there's different steps to grow more awareness because awareness is a, It's a constant thing, right? Like you're always growing awareness about something or a topic or something new. Um, and I actually, I started off with implicit biases, uh, because I think it's, it's the first step to growing awareness. But actually the next step I would say is actually thinking about the intention versus the outcome, um, of a. When I designer act. So I'm glad that you were able to go a little bit deeper into thinking already about that in within this question. Thank you for doing that, And I also saw you, you found, uh, also the, also the same, uh, the confirmation bias, but also the, the default effect, which is something that, um, you didn't find in yourself. So I'm glad that you were able to find something new also from this, uh, from this example.
Interviewee: It might be that I also have default effects. It's just, it's even hard to understand what kind of biase, I mean, there's numerous biases. It's just ones that I picked that were resonating the most now. But it can be that there's a half of them still there.
Interviewer: Exactly. Exactly. And I'm glad you say this because in the end, like this is only like uh, one, um, um, This is only one exercise. You, you've only done this once, but like ideally you are able to pinpoint new biases, um, throughout time, you know, throughout your experience. So, yeah. Okay. Let's move to part four to the reflection.
Interviewee: Yes. So basically my, my parts were, I was trying to recall if there were any designs that didn't go as planned. I was thinking through societal and I don't think I have those. It might be that I haven't ended up with many designs that people are using. so, so I guess that's the most of it. Um, uh, but I was, uh, yeah, so I couldn't think. What went different way than I planned, so to say, from these biased perspective.
Interviewer: m, yeah. But maybe did you think only on the societal sort of biases? So like for example, uh, yeah. What's saw in the test, like, uh, racism or, uh, transgender or religion more, or was it more in general like the biases that's, uh, you first identified.
Interviewee: The thing is, I, I think as, as, as just a student currently, I do not have many designs that people are using. So I do not have this realistic, uh, I'm still in a safe zone of testing. I, yeah, I really don't have people which are using my design. Maybe the B hotels, but that was just, uh, construction and things like that, and that went all right. So. . Yeah.
Interviewer: Okay. And what if, um, even if it was just the university like research phase and, and, um, within the university experience that you've had, have you, are you able to recall anything that's uh, that's, yeah, that's, um, it was an intended as or while you were prototyping something, or you're testing something, something that, uh, you intended it to be one way, but because of the biases, it's turned out to be something different.
Interviewee: Maybe, uh, the last, the last semester when we were doing aed we were thinking of different types of shapes, how you hold the handle. And, um, it was just about that I designed it to be hold in two places, so this way and this way. But then people would also grab it in different way. But that's more about ergonomics and, and, and, and things like that. I didn't. I'm not sure if that applies, but it's just that people found a different way to hold, and I was a bit surprised by that, that that for me looked like a very uncomfortable

way to hold things.
Interviewer: Okay. Okay. Uh, yeah.
Interviewee: So I think that was, you know, this like, Oh, why do you hold this way? In my mind, I was not saying anything because for me it was interesting to see mm-hmm. , how they hold this, uh, this, this, this thing. But, but in my mind was like, why do you do this? This is not how it's supposed to be.
Interviewer: Okay, I get that. That I don't know per se right now with the information that I, that you gave me, if that actually comes from a bias, because it could have been like you were, um, Testing it out on yourself first, and well, that's, uh, even if it's not on the, on the paper, but like it's, it is a bias. You are testing solely for yourself and, and seeing what, um, so that could be, uh, bias. Um, but, uh, but yeah, I mean, I think it's a, it's a good example to. Like it's, you don't per se have to be analysing a situation where a product has made it to the market and like people are using it. It can just be on the design practice that you have had until now in university and, and how it could have influenced, the way you work. And last question. Um, Oh wait, No. One question before then. Is there anything that you really disliked about the activity or is there anything that you really liked about, sorry, or about the activity, something you really disliked about the activity and something that you really liked about the activity?

Interviewee: I did not. Dislikes .I mean, I think, I think it was, it was alright. It was, it was quite nice. Um, I would imagine if I would do it repeated times, I, I think I would either start jumping through questions, which I prefer to take because it doesn't force me to fill everything. The pdf . Um, and if I was doing this maybe something more, um, Other than just writing in things, would be interesting to have something more interactive. Um, I'm not sure if that that helped, but for me to, because it's, it's the first time I'm doing this for me, it's interesting and every question is, is, is interesting. But if I would do it repeated times, I would get bored for certain questions or just typing out all the answers like this. So, uh, yeah, having maybe active links where, yeah, running the test or running certain short tests would be an interesting way to prompt, um, prompt me into, um, the, the way that I was. Doing the test with the, with the Harvard was interesting because I had something to do, interactive. and it led me to actively think about it more than in the last one. I just needed to reflect, so not sure that helps you, but, uh,
Interviewer: Yeah. Yeah. That's a good recommendation though. Okay. And then, um, Second last question. Did you learn anything today?
Interviewee: I learned, I, I, I don't think I learned something new because I knew these things. It's just that I could refresh my, uh, my memory or my, my position on certain things. Um, so, so to say as this maybe, maybe something that I, I was never thinking before about the passport situation is that it, it has an effect on further, um, it's not only people having problem with uploading their passport, but it's also, it can also affect the biases or, or conflicts down the chain. So, um, that this can add to a systemic, uh, systemic discrimination, even if it's an unintentional one. So maybe that's something new. Um, otherwise, I, I, I think for this exercise was good for me to refresh the, the, the things that I already assumed, you know, in the back of my mind that those I needed to actively reflect on. I learned that I'm not, well, I cannot. Critical of the way the test was done. But I was, uh, I learned that I am not biased of racial black people, but I am biased on Arabian people, . So I am actually racially biased. It's just that I prefer a different race, biased on a different race. So I am actually racially biased. I guess because I guess we know a bit more about black, uh, black how, how black people are oppressed and how this mm-hmm. maybe also because we, when I was growing up, I didn't have any negative interactions with, uh, black people. And maybe the media in Europe is way more, much black people friendly than, than Arabian people, so to say. So interestingly, I think it's really like all the biases are completely formed by the media. not completely, but I mean the family and the culture. You kind of diffuse the diffuses into you.

Interviewer: Yeah. Yeah. I totally agree with that, . Okay. And last question. So this is actually meant this activity is meant to be done, uh, mainly at home alone, if you like, uh, are suggested to go onto the website that I designed and, uh, do this activity. Would you find, um, would you do this activity actually in your own time, do you think, uh, you would do it because, um, Would you do it in your free time? Is it something that's you would voluntarily do?
Interviewee: I think the exercises would be interesting, like if you would have, uh, maybe. Different types of exercise. So the passport picture with the, with the black woman, but then maybe something with Hispanic, something with Arabian, something with, uh, male female, things like that, that really prompts me to think about the situation. it would be nice to kind of refresh the, the, the, the, the sort to say, thinking about this aspect. I wouldn't necessarily reflect on all the. In this test every voluntarily, uh, daily or, or weekly . But I, I do think the exercise would be a nice way for me to come back and just, uh, uh, check what are the new situations in the website that I can for, so to say check myself with.

Interviewer: Yeah. Yeah. Okay. So it's, it's something that you would do, um, every now and then. Like, not per se.
Interviewee: Yeah. If it takes me, uh, if it takes me that much time as it was feeling that, that, that exercise, it would be interesting. And also maybe the, the, the, the, the Harvard one. But, uh, yeah, I think mostly the, the exercise would be something that I could, would be interested in doing a bit more often.
Interviewer: Alright, Then, uh, that's it for today. Thank you