

# Inclusive Design for Exhibits

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Shedd Aquarium

# What we'll discuss

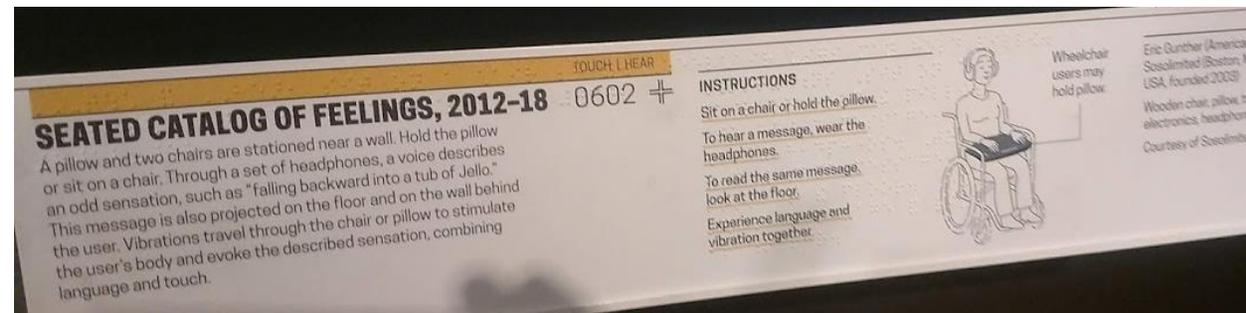
- Principles of inclusive design with examples
  - Will present each principle with example slide after
- Some tips on process
- Won't discuss:
  - ADA compliant. ADA is the baseline/minimum. Strive for more inclusion!
  - A ton of detail about digital interactives.
  - Language accessibility – we aren't "there yet" and I can't speak to it, but there are a number of people in this room who are doing this! Multilanguage label people (tamara, field) can you raise hands

# Equitable Use

The exhibit elements appeal to and can be used by visitors with diverse abilities.

Try to:

- Make the same experience work for all users (or be similar/equitable if not)
- Don't separate or stigmatize visitors with different needs
- Offer broad relevance
- Design for **everyone**

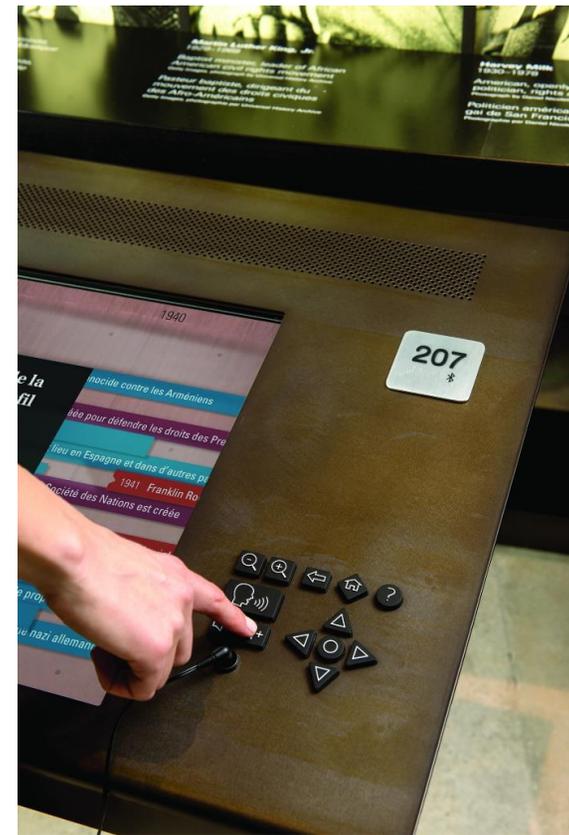


# Flexibility in Use

The exhibit elements accommodate a wide range of visitors' preferences and abilities

Try to:

- Let the user choose the pace
- Make it work right or left handed, or with limited use of hands
- Can visitors use it in a variety of ways?

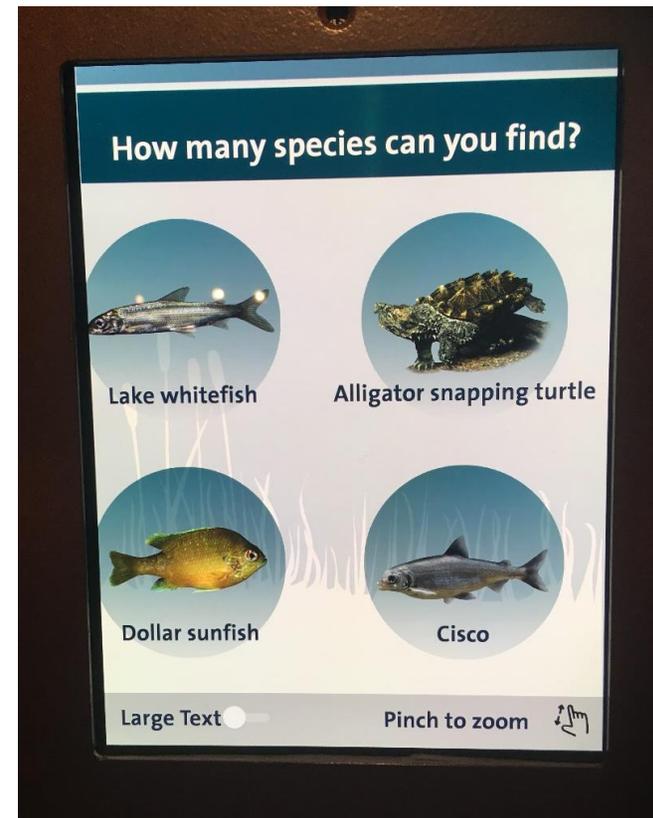


# Simple and Intuitive Use

The exhibit elements are easy to understand, regardless of user's knowledge, experience and abilities

Try to:

- Eliminate unnecessary complexity
- Make choices intuitive and back it up with useful prompts
- Labels should be simple, clear, direct
- Prototype and follow visitors' natural instincts

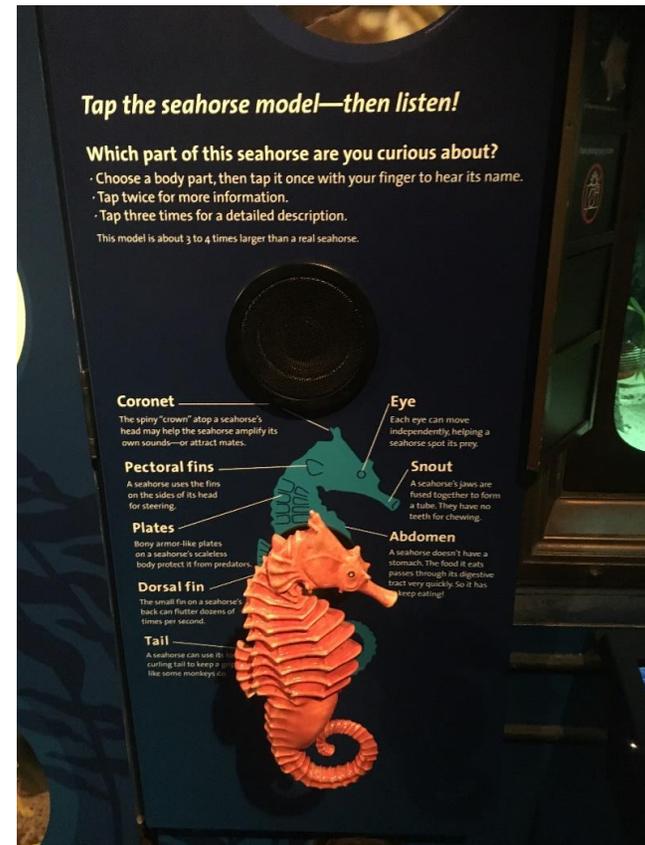


# Perceptible Information

The exhibit elements communicate to visitors, regardless of personal abilities or surrounding situation

Try to:

- Make sure it's big enough and has enough contrast (labels and text)
- Be redundant: communicate the same info with multiple channels (tactile, visual, auditory)
- Consider described channels and alternate means to interact
- Be compatible with adaptive technology if possible

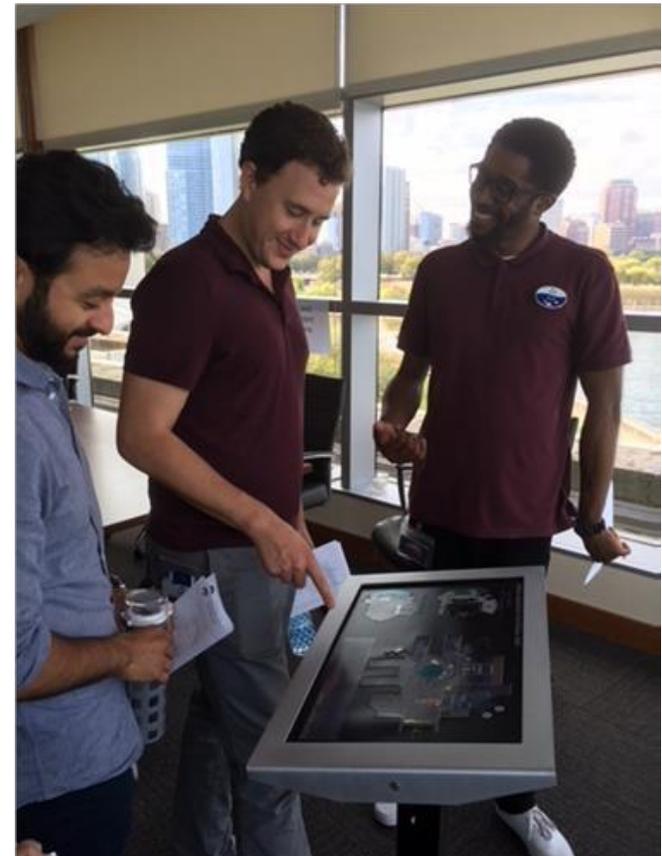


# Tolerance for Error

The exhibit experience is safe of hazards, and its elements minimize negative consequences of unintended actions

Try to:

- Minimize danger and get rid of trip hazards, protruding objects, etc.
- Consider multiple audiences – don't just design to accommodate people in wheelchairs
- For interactives, allow tolerance for error (large interactive areas on touchscreens, etc)



# Low Physical Effort

The exhibit can be used efficiently and comfortably with minimum of fatigue

Try to:

- Add as much seating as possible
- Make sliders easy to move, interactives easy to operate, nothing too heavy to lift
- Make label typefaces large to prevent straining/fatigue
- And, add even more seating. 😊



# Size and Space for Approach and Use

The exhibit allows all visitors ample space to approach, reach, and use all elements, regardless of size, posture or mobility

Try to:

- Check your reach ranges!
- Allow space to maneuver and flow
- Make sure both seated and standing visitors have a clear line of sight
- Allow flexibility for different grips



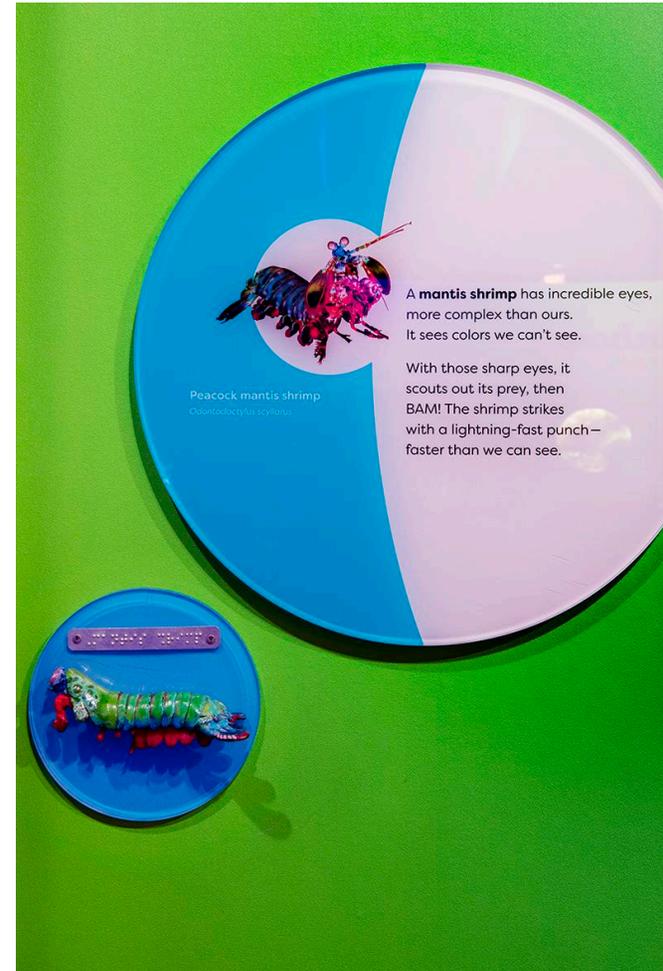
# Is this exhibit inclusive...physically?

- Exceed ADA guidelines, apply universal design principles
- Provide appropriate reach ranges, hazard reduction, inclusive heights to all elements
- Incorporate as many tactile elements as possible
- Maneuverable to people in wheelchairs, using canes, and who are blind
- Offer seating and appropriate light levels



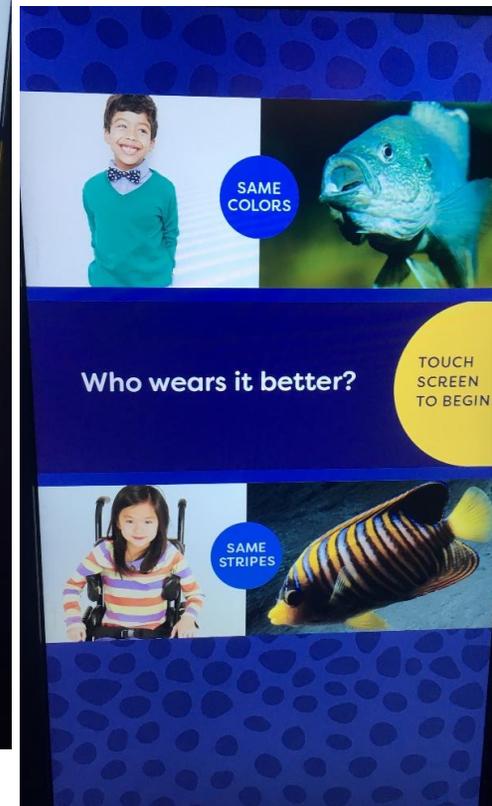
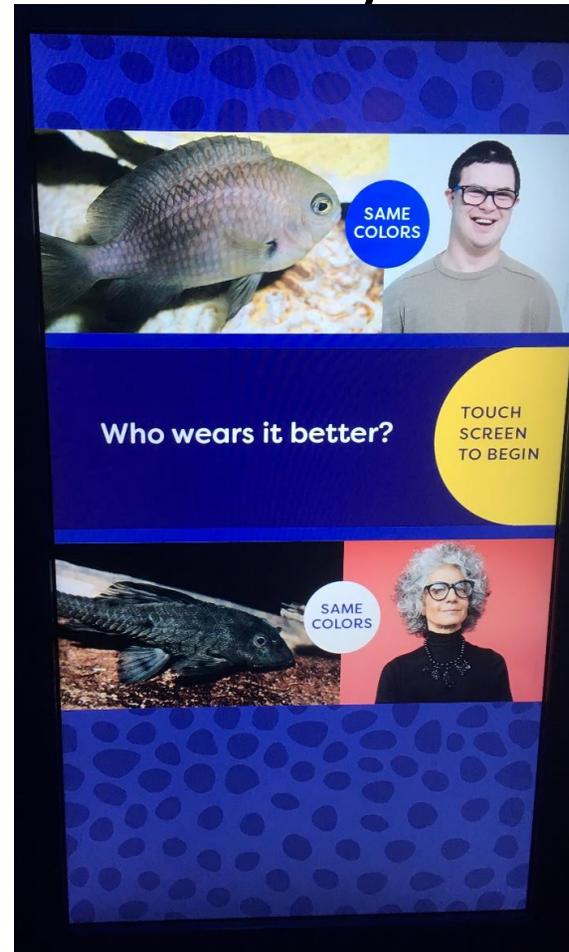
# Is this exhibit inclusive...cognitively?

- Are labels simple, clear and direct?
- Do you accommodate different learning styles and multisensory experiences?
- Are multiple channels used to convey information?
- Can you minimize sensory overload/ offer areas of repose?



# Is this exhibit inclusive...socially?

- Can all visitors participate in activities together?
- Is the experience intentionally welcoming and inclusive to all?
- Can you include imagery of diverse people, including with disabilities in exhibit photos?



# Process – the earlier the better

- The later you get, the more of a burden it seems
- Retrofitting is costly
- Bring in to conversations/try to get inclusive language in goal documents/ design principle documents – and stick to it
- During drawing review for bidding – DD versions. Once you get to issue for construction, it's tougher, but still easier than after its built
- Diplomacy – depending on where you are at your organization, you might pick one issue on each project, or one thing to retrofit. Even increasing type size of your labels can make a huge difference for many – and might be an easier ask.
- Keep bringing it up. Accessibility should come up at pretty much every planning meeting.



# Build a base of user experts

- Get as much feedback as you can from user experts
- Produce prototypes that you can get in front of users (either in focus group format or observation of user expert format).
- Don't be afraid to ask questions

# Embrace the opportunity to innovate

- For much of what we do, you won't find a list of rules to follow
- Think iteratively and incorporate diverse needs of visitors into your thinking at every step
- Fix your hopes on where you want to go; scale your task list to build on small wins meted out over time
- What can you do within your role to make things better? Start there, then recruit followers.