# **Inclusive design patterns**

Working together to reduce barriers to participation through every interaction.



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# Overview

Millions of people interact with government websites and digital services each year. Digital teams across the federal space are committed to delivering the best experience possible for their large, diverse audiences. Still, many teams can lack easy access to practical resources that support this goal. To help address this need, the U.S. Web Design System (USWDS) is excited to provide a new library of guidance and examples focused on key digital interactions — what we call design patterns — that foster effective, inclusive, and equitable digital experiences.

The Federal Government must deliver a simple, seamless, and secure customer experience, on par with or more effective than leading consumer experiences. Irrespective of people's age, location, digital savvy, disability, education, or English proficiency, the American people deserve a Government that understands who they are, what they need, and how best to deliver for them. Every interaction between the Government and the public is an opportunity to deliver the services people expect and deserve. — President's

USWDS's Inclusive Design Patterns project was created in support of the Biden-Harris Administration's President's Management Agenda Priority 2 Executive Order (2) (Delivering Excellent, Equitable, and Secure Federal Services), Executive Order 13166 (2) (Improving Access to Services for Persons with Limited English Proficiency), Executive Order 14058 (2) (Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government), and Executive Order 13985 (2) (Advancing Racial Equity and Underserved Communities through the Federal Government) as well as Section 508 (2) and the 21st Century Integrated Digital Experience Act (2).

Management Agenda Priority 2 Executive Order

The pattern guidance we're publishing is designed to help remove barriers to online transactions and interactions, helping the public access government services and programs. As we spoke with digital teams across the federal space we learned that regardless of program or mission, teams are actively wrestling with these issues: how to create effective, inclusive, and equitable digital experiences. Some teams were further along. We were fortunate to learn from these colleagues and to have their perspectives inform our work. Other teams were in the early stages and were looking for additional guidance from a resource like USWDS.

As digital teams activaly easily to understand and address unability

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accessibility, and inclusion in their digital services, they shouldn't have to go it alone. As an important shared resource used widely across federal government websites, USWDS is in a unique position to scale these types of solutions. The design system team is working to amplify and extend the excellent work already happening, identify gaps in our collective knowledge, and address these opportunities for improvement with new USWDS guidance, code, and design patterns. During this project we were also able to include users of assistive technology in our quality assurance testing process to identify and resolve potential harriers

We are grateful to the people who generously shared both their professional expertise and their lived experience. Their perspectives deeply informed our work, and their efforts in this space are a positive step toward building diverse and inclusive delivery teams — and equitable and inclusive digital products.

# What are patterns, anyway?

Patterns are guidance and best practices to design effective user experiences. If components are the ingredients with which you create experiences, patterns are the recipes. The recipe suggests how best to combine the ingredients to create the optimal experience for everyone, while leaving room for flexibility and customization to specific audience needs.

With help from digital leaders across the federal space, we've developed patterns that provide guidance to create effective and inclusive experiences. We have considered each interaction from the perspective of Diversity, Equity, Inclusion, and Accessibility — or DEIA. A caveat, though: The DEIA space is evolving very quickly. Language and norms are changing rapidly, and we expect that the patterns we develop today will continue to evolve to reflect the best practices in equitable, inclusive experiences<sup>[1]</sup>.

# The word "pattern"

The word Pattern — in this usage — was coined by the architect Christopher Alexander in the 1970s to describe patterns of behavior and approach: "a problem which occurs over and over again in our environment, and then [...] the core of the solution to that problem [described] in such a way that you can use this solution a million times over, without ever doing it the same way twice." For instance, what are the kinds of things that people do again and again in their homes (or expect again and again from their homes) and how might homes be built to support these needs? For Alexander, these needs go beyond the prosaic needs of shelter and sanitation to include psychological, physiological, and emotional needs. What can a home do to make you feel at home?

In an important way, Alexander reintroduced humancentered design into the design practice of architecture, and the concepts he and his peers developed are just as relevant and practical to any designed experience.<sup>[2]</sup>

# Digital interactions through the lens of

Designers all over the world are applying inclusive design principles to their work, creating more equitable experiences that work for everyone. Every day, practitioners are learning more about how inclusivity and equity need to be reflected in their work. Our team worked hard to put diversity, equity, and inclusivity at the center of what we did every day. One of our interviewees said it well:

# **DEIA**

# Consider the story that hasn't been told.

- DEIA and design expert

# The North Star

The goal in applying DEIA principles and practices to interaction design is to ensure digital experiences that meet people where they are, providing welcoming, usable, culturally responsive, and thoughtfully crafted experiences that acknowledge the full range of human differences. This is as much a process as a practice, as the goal will likely always be a little out of reach. However, it is important that we always keep our North Star in view:

# Diversity

Diversity in design is about making sure a broad variety of viewpoints, needs, and perspectives are represented.

# Inclusivity Inclusivity in

Inclusivity in design cultivates a sense of belonging and reduces experience disparities.

### Equity

Equity in design addresses the unique barriers people face, creating fairer outcomes.

### Accessibility

Accessibility in design ensures that all people can equally access, use, and understand digital experiences.

# A commitment to the practice of inclusivity

While we may never reach the aspirational goal of a totally inclusive experience, the *process* of attempting to fulfill the aspiration leads to better experiences overall. Developing patterns through the lens of inclusivity requires us to interrogate ourselves and our work at each step of the design process.

Part of that process includes thinking through practical applications of what it means to apply DEIA principles, including:

# DIVERSITY

Ensuring a wide array of people, perspectives, and needs are represented

# Consider

- Have we considered all possible audiences?
- Who does it leave out?
- Is success defined for a broad range of users?
- Are users, especially those historically excluded, effectively represented?

# EXAMPL

Images and copy show a full diversity of identity in American society, such as ages, ethnicities, genders, socio-economic groups, and more.

# EOUITY

Addressing the unique barriers people face, creating fairer outcomes

# Consider

- Who may bear disproportionate opportunity costs or burdens?
- Who may exert disproportionately more effort or resources to participate?
- Who benefits most? Who is most vulnerable to harm?

# EXAMPL

Digital experiences support the unhoused, including the permanently unhoused, and those temporarily displaced due to disasters.

Cultivating a sense of belonging and ensuring an equal experience

### Consider

- · Can a person see themselves in the design?
- · Are we creating a sense of belonging?
- · Are diverse voices included in the feedback?
- Are the experiences of people most impacted meaningfully reflected?
- Who is being excluded or disempowered?

### EVAMDI

Historically marginalized groups are included on design teams and people from these groups provide feedback throughout the design cycle.

### ACCESSIBILITY

Supporting the ability of all people to equally access, understand and effectively engage in digital experiences

### Conside

- Can all users, including those using assistive technologies, effectively complete
  the interactions?
- Is the digital experience not only conformant to requirements, but equally usable?
- · Are we excluding anyone based on the technology they use?

### EXAMPL

Whether a user is accessing services using a sip-and-puff or a screen reader, or on a pre-paid mobile phone, the user can successfully complete the necessary tasks with equal effort.

Developing patterns through the lens of inclusivity also means that we need the humility to acknowledge that we don't know everything today. As we grow and learn the patterns will need to change. Today's solution is not tomorrow's.

# Research

In March 2022, the USWDS team brought together researchers, designers, and engineers to conduct research into inclusive design patterns.

# Our primary focus was to learn:

How teams are **applying the lens of DEIA** to their design work, and which
patterns they've revised to be more
equitable and inclusive.

What challenges agencies are facing with trying to adopt more inclusive design patterns.

Which specific interactions are most challenging and could use attention from USWDS.

Where we can begin our work from existing design patterns.

More than 30 individuals across 20 teams shared their experiences, work, and perspectives to inform the design[3]. We interviewed individuals in a variety of roles and across many different agencies, focusing on High Impact Service Providers (HISPs) 2. We also conducted research outside of government, particularly in the healthcare, technology, and higher education spaces to understand best practices (and notable failures) in order to incorporate these learnings into our patterns.

The research resulted in the release of 3 <u>pattern families</u> consisting of 17 individual patterns, along with new and updated <u>components</u> and <u>page</u> templates

# Our objective was to:

Benchmark patterns by identifying which organizations had patterns and how they approached them.

Analyze **thought leadership around patterns**, their place in the design system, and the content that supports each pattern.

Take a deep dive into the topics of

Understand the best practices

inclusivity and equity, especially as these topics relate to digital experiences.

specific to each pattern, along with any federal requirements that need to guide each recommendation.

Along the way we solicited feedback from a wide range of experts in the federal space, including digital teams, policymakers, and subject matter experts. Their input was integral to our work.

# Citations

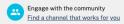
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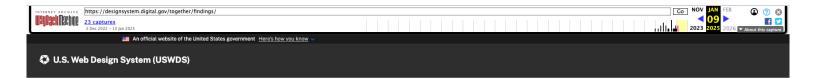
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# **Findings**

Teams are thinking about how to create digital experiences that embrace all users and are effective, accessible, and respectful.



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# Current state

Creating more equitable and inclusive experiences is at the forefront for many of our digital teams. Digital teams were generally further along in implementing accessibility than in considering equity and inclusivity in their design work. While some teams are actively looking for ways to incorporate inclusivity into their designs, others are waiting for direction.

# [We're] in the very early stage of thinking about equity and diversity in digital delivery.

HISP Digital team member

Some teams could point to specific examples about how they created a more inclusive experience  $^{[l]}.$  Some of the things we heard included:

- A program that reviews all their images to ensure a diverse representation of people.
- An agency that is waiting for a clear directive prior to making any changes to personal information collected.
- Several digital teams are actively working on adding languages other than English to their sites.
- And many teams are thinking about how to structure forms to support successful completion, even during times of stress or trauma.

# There is so much to learn that it is hard to be an expert.

HISP design expert

We learned that most teams feel they have a good handle on how to implement and test for accessibility conformance, but most would like more guidance (especially guidance supported by research) on creating inclusive experiences.

# [You] can't make a mistake, because it is someone's future.

- HISP Digital team member

# ON THIS PAGE Current state Finding the best solution in a complex environment The process of being inclusive is as important as the design Personal data is a reflection of an individual's sense of self Complex forms offer unique challenges Using each individual's language of choice makes a big difference Citations

# Finding the best solution in a complex environment

confusing and constantly evolving advice emerging from the DEIA space. While federal digital teams have always designed for "everyone," there is renewed focus on ensuring that each individual feels welcome, heard, and supported in the digital experience. This is no easy task.

# Right now [users] must select Mr./Mrs. — need to be more flexible.

- HISP Digital team member

Many of the digital teams we spoke with said that they were looking for guidance on how to incorporate DEIA best practices into their work, and how to do so given other constraints or mandates. Some common challenges cited were:

- Figuring out how to create DEIA-supportive solutions while aligning with existing reporting requirements.
- Balancing new solutions with the needs and limitations of legacy back-end systems.
- Ensuring that the solutions they provide also provide adequate privacy protection for individuals and families.

# Would like to see best practices for making a more equitable experience regarding gender.

HISP Digital team member

For example, some of the interviewees expressed that they'd like to provide a more inclusive experience around gender identity, but are concerned about opening people up to possible safety issues. Significant issues of privacy and personal safety come with some implementations, and this is definitely an area of concern for digital teams.

If a federal form is completed that identifies an underage [state resident] as trans, does that open them up to threats/danger?

- DEIA Expert

Other areas of concern were more technical. Changes to existing collection instruments require review in accordance with the Paperwork Reduction Act (2). Back-end systems require updating. The digital teams want to get it right, but there are a lot of questions. Even when they are ready to make changes, processes, policies, and legacy tech can slow implementation down.

The need to integrate with legacy backend systems can limit changes that can be made on the front-end.

HISP Digital team member

The process of being inclusive is as important as the

Many of the interviewees — digital teams and DEIA experts alike — worried about the lack of diversity on design teams and among user testing participants. A small design team can never be representative of the full diversity of the potential users of the systems and experiences they are creating. Many teams are trying to figure out ways to include people with a wider range of lived experiences.

Some of the ways digital teams are trying to be more inclusive are:

- Actively seeking a diverse team composition.
- Identifying ways to co-design with user groups that are most impacted by the decisions.
- Finding ways to include diverse perspectives and abilities in user testing

# design

It can be hard to figure out how to include historically disadvantaged populations in the design process or usability testing. Digital teams struggle with how to get the right people to weigh in at the right time, so everyone's needs are represented and everyone feels heard.

[It is] tough for us to think simultaneously about all the different groups you have to create things for, but if we could reach out to these groups when needed that would be helpful.

- HISP Digital team member

And the realities of getting solutions out to the public quickly come into play. Digital teams try to balance getting imperfect solutions out quickly and making improvements later against waiting for a solution that checks all the boxes. It is a tough balancing act.

Build for most people vs. all people? Do I sacrifice getting it to most people or get it to all people later?

- HISP Digital team member

# Personal data is a reflection of an individual's sense of self

Many of the digital solutions we create rely on some amount of personal information like name, address, and Social Security Number. Solutions that aren't inclusive of everyone can be very alienating. Interviewees identified some examples of alienating user experiences:

- Forms that require addresses to be completed, but don't accommodate different formats — or provide options for someone who is unhoused either permanently, or temporarily after a disaster.
- Name fields that expect users to have both a first and last name, and don't accommodate singlename individuals or individuals with multiple last names<sup>[2]</sup>.
- Forms that require self-identification of biological sex, gender identity, or race and ethnicity — but don't have options that are consistent with how individuals self-identify<sup>(3)</sup>.

# Addresses can get a little tricky on reservations.

HISP Digital team member

Many of the digital teams are trying to figure out what changes they need to make to accommodate a more diverse public  $^{[\underline{d}]}$  They recognize that personal information is the primary foundational information we ask from people, and when what we ask for doesn't allow users to confidently and accurately self-identify in their answers, we may have created a bad experience — and an experience that erodes trust — from the start  $^{[\underline{b}]}$ .

# Complex forms offer unique challenges

Transactional websites were a focus of our team's work. Much of the public's interactions with the U.S. government is through digital and paper forms. Forms can be extremely challenging for users, especially during times of stress. We heard from HISPs that complex digital forms were a serious barrier for many users, and that crafting good form experiences was a challenge for digital teams.

Forms can be frustrating and alienating, especially if the user is

recovering from trauma or in a volatile situation, such as in the aftermath of a disaster. Interviewees asked for guidance around how we can increase trust and help the public to have a better experience with forms<sup>[6]</sup>.

People are reluctant to give information because of the lack of trust and any number of concerns. [We need help] building trust into the design process.

HISP Digital team member

Some of the specific insights we heard regarding complex forms include:

- Users need to know why information is required and what we are using it for.
- Users need clear explanations of how their information will be safeguarded and their privacy protected.
- Some users, especially those in difficult situations, may need to be able to complete a form over several sessions.
- Not clearly stating upfront what information will be required to complete the form can lead to form abandonment.
- Forms that make assumptions such as that all people in a family have the same last name — can be very frustrating for people to complete<sup>[Z]</sup>.

Victims/survivors have expressed trouble in filling out forms due to the progression of questions.

HISP Digital team member

Forms are a real challenge for digital teams as they try to meet both the needs of the public and those of the program.

# Using each individual's language of choice makes a big difference

Many programs are working on making their content available in multiple languages, but there are lots of questions about how best to do that. As more and more programs provide content in multiple languages, there are compelling design challenges in how to make it clear and easy for them to find and use those languages.

Not just plain language. Need language access. Good multilingual IA [information architecture]. Writing that supports low English proficiency.

- DEIA expert

Providing multilingual content is a huge investment, and a key way to communicate to the public that we will meet them where they are<sup>[8]</sup>.

[We're] struggling with multilingual [content] and accommodating the proper presentation.

HISP Design team member

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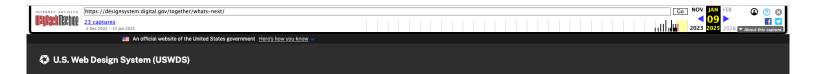
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# What's next

Toward pattern-driven development for the design system.



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# Looking ahead

Right now we are releasing 17 patterns across these three areas — user profile, complex forms, and language selection. Some of the patterns are more straightforward — like how to help a user provide an email address. Some are more complex, such as how to help a user provide their race and ethnicity. Each pattern has information on when to use it, best practices, usability and accessibility considerations, as well as research references and a changelog.

Most also have a pattern preview and associated code. These previews use USWDS components and are grounded in the <u>USWDS design principles</u>. They should be viewed as a starting point for the digital products you are designing, building, and supporting.

We developed some additional components to support these <u>patterns</u>, including a <u>language selector component</u>, in-page navigation, and input <u>mask</u>. We've also refactored a few components and templates, such as <u>address form</u> and <u>name form</u>, to bring them in line with pattern recommendations.

As we move forward, we will identify and explore high-impact interactions and add to the <u>pattern library</u>. We also expect to continually revise our patterns — just as we do our components — as the landscape around DEIA and best practices evolves.

ON THIS PAGE

Looking ahead

Patterns in the design system

Thank you

# Patterns in the design system

So where do patterns fit within the design system? Consider a food metaphor. Patterns are the recipes that pull together components (ingredients), tokens (flavors and textures), and usability and accessibility guidance (food preparation techniques). Patterns provide the recipe — the blueprint — for creating an inclusive experience. You'll still need to apply your deep knowledge of your users to make design choices that work for you, but the patterns summarize the considerations important to your choices. Templates are a specific application of the recipe.

# Pattern-driven development

As the design system matures, you will likely see patterns beginning to drive component and feature development. We will identify key interactions, document patterns, and develop components in support of these patterns. We see

this as an important human-centered shift to how we'll approach development, how we'll choose components, how we'll approach modularity and interaction between components, and how we'll measure and evaluate success and opportunities for improvement.

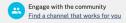
# Thank you

This work would not have been possible without the thoughtful, passionate, and generous information sharing of our research participants. Thank you to everyone who participated in the interviews, provided samples, and offered their lived experience and feedback. We encourage you to be a part of the evolution of our design pattern library by contributing your thoughts and suggestions as we move forward.

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# **Get involved**

Help create inclusive digital experiences that work for everyone.



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# We need your help

As people working in the federal space we all need to advocate for inclusive experiences<sup>[1]</sup>. We're all learning together, but some specific actions you can take today are:

- Include team members with diverse experiences and perspectives.
- · Emphasize impact over intent.
- Uncover inequities and disparities through disaggregation.
- Lead with community voices and needs emphasize people over process<sup>[2]</sup>.
- · Practice transparency and integrity in your actions.
- Challenge your own assumptions and biases. Recognize that there is no universal baseline for experiences.
- Own your responsibility to ensure that the research we conduct is as inclusive and representative as possible.
- Engage with non-profits and community groups to identify, recruit, and fairly compensate diverse users.
- Consider who benefits and who may be harmed with each design.
- Ask yourself who is invited and who is absent from the discussion.
- Identify who is best positioned to help us understand how to make our solutions better.

The patterns are a start, but we need your help keeping these patterns current as design practices and DEIA norms evolve. We encourage you to continue to share your knowledge and expertise.

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Learn how to contribute to USWDS ②. Agencies interested in participating in this process — or simply in learning more about the design system — can join us in our <u>public Stack channel (#uswds-public)</u>, for <u>our monthly calls</u> ②, and in the <u>digital.gov communities</u> <u>of practice</u> ②. We're looking forward to hearing from you.

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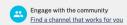
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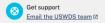
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