includ.

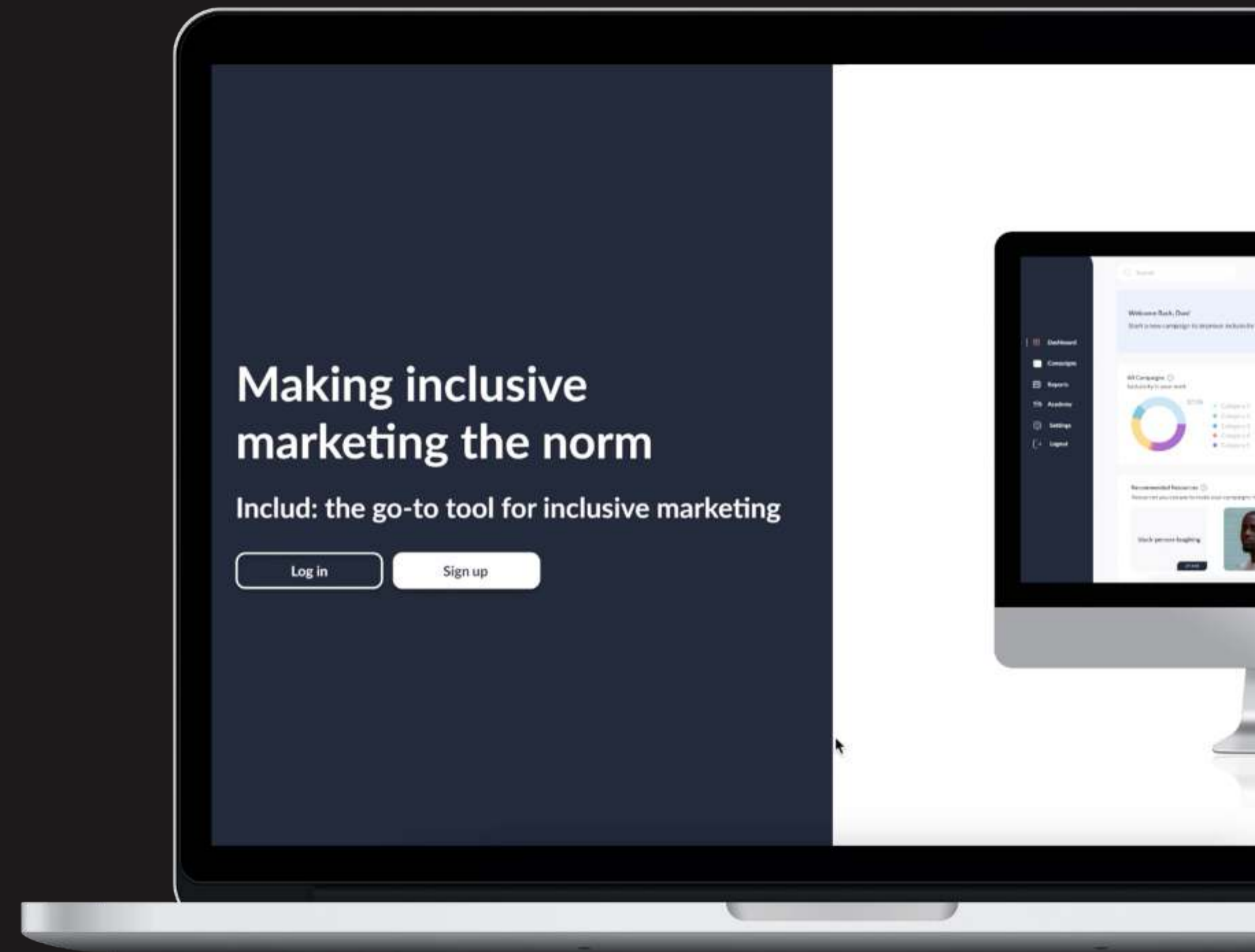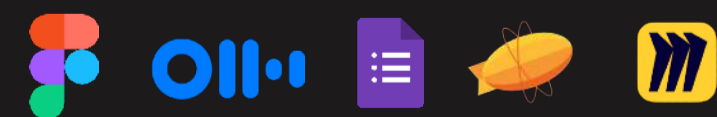Design a new desktop app for marketers that will highlight potential areas of bias in content.

Project role.

UX Design, Visual Design, UI Design, Prototyping, User Testing, Branding

Project duration.
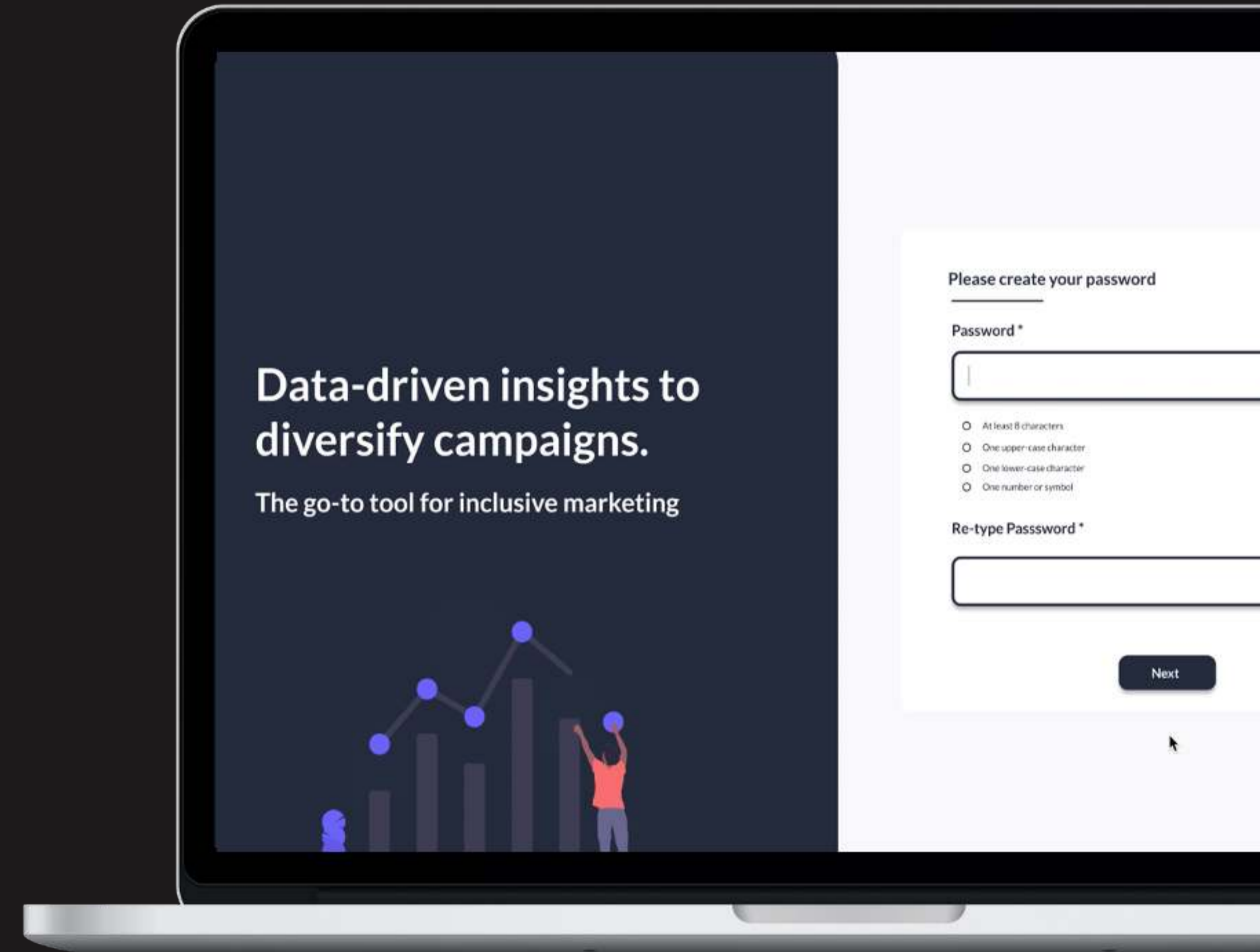
8 weeks

Tools used.

Problem Statement and Possible Solution.

Problem.

At the current rates of hiring it would take about 71 years (2080) to fill the employment gap between Black and White people in advertising agencies (Bendick & Egan, 2009). Factors like these and others contribute to campaigns with potential harmful racist content making it to the public. Brands and companies worldwide are committing to anti-racist actions in all aspects.
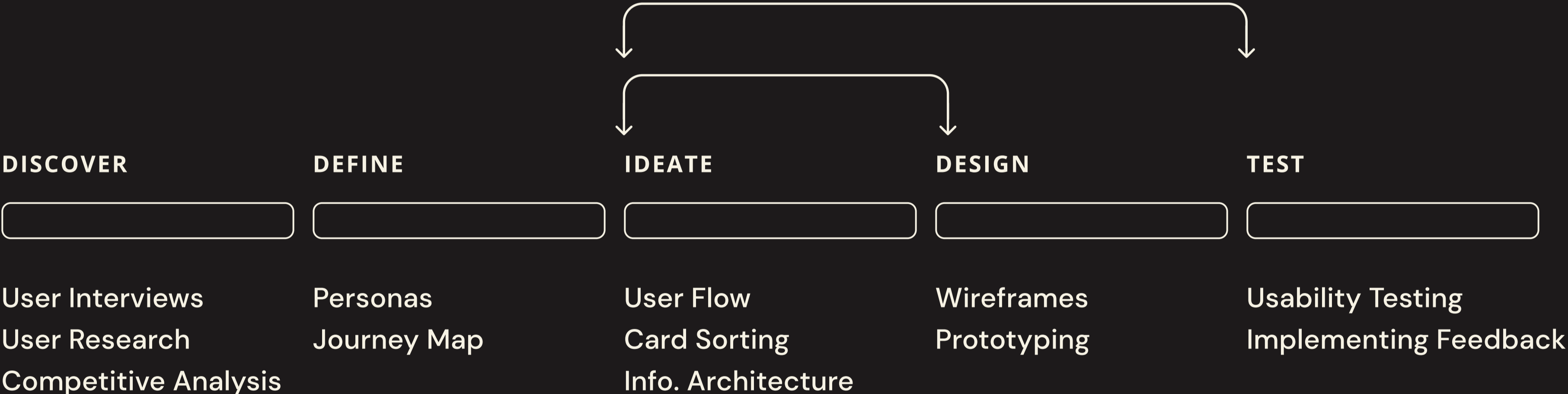
Solution.

Includ. is a data-driven prototype software to which will highlight potential areas of bias in content. The objective is for Includ. to be able to identify all forms of bias in imagery and literature content using AI and machine learning.

Data-driven insights to diversify campaigns.

The go-to tool for inclusive marketing

Please create your password

Password *

- ○ At least 8 characters
- ○ One upper-case character
- ○ One lower-case character
- ○ One number or symbol

Re-type Passsword *

Next

Design Process

As the experience designer for this project I was responsible for both strategy and visual design.

DISCOVER	DEFINE	IDEATE	DESIGN	TEST
User Interviews	Personas	User Flow	Wireframes	Usability Testing
User Research	Journey Map	Card Sorting	Prototyping	Implementing Feedback
Competitive Analysis		Info. Architecture		

everybody deals with constraints

Project Timeline

The project was funded and supported by the South West Creative Technology Network, which required a strict deadline where the completion of the UX/UI design had to be completed within 8 weeks.

Database

The skincolour database, was created by the data scientist. Although large masses of data were accumulated, there were restrictions in the data that could be accessed.

Accessibility Standards

The tool would pride itself on its ability to be accessible. WCAG (Web content accessibility guidelines) would be used to ensure accessibility in the design and development of the tool.

Identity

The tool itself would be a by product of the clients wider company. Arima & Co. (Previously, The Social Detail), would be the basis to understand the identity of the product, though the tool will have it's own branding.

Everybody wants to win, here's how we defined success

- [x] Idean: The Universal Score (Above 80%)

- [x] Conversion Rate – From From free trial to monthly subscription

- [x] Completion of Tasks (Above 78%)

Qualitative Research

For research purposes, 5 potential users were interviews to understand the challenges they face when creating inclusive campaigns. A few sample questions are listed below.

Understanding the Market

1. What does your typical day look like?
2. Do you currently use any systems or tools when creating campaigns?
3. How often do you use these tools to create campaigns?
4. What do you like the most about the tools that you use?
5. What do you like the least about the tools that you use?
6. Please can you walk me through the content creation process of your last campaign.
7. Tell me about a time you were frustrated when using a content creation software.
8. What do you define as inclusive marketing?

Key insights derived from the interviews

- Many users mentioned that inclusivity in the past was not always a priority for their client, but with the rise of the BLM movement, more clients were asking for inclusivity.
- One major pain point, was challenging the heirarchies and structures of clientele to understand the need for inclusivity.
- Hubspot, Canva, Hootsuite, were all mentioned as tools that were often used within the content creation process.
- Inclusive content was often described as, disability, gender and race.
- Being provided with a report that displays metrics was a must have for most users.

Competitors

From Problem to Potential

40% of Gen Z have stopped purchasing from a brand that did not represent their values.

↓

How do we ensure that brands are representing the values of their target users?

£300 billion. The amount consumers from ethnically diverse communities in the UK spend annually.

↓

How do we minimise brands missing out on their revenue potential due to their lack of diverse campaigns?

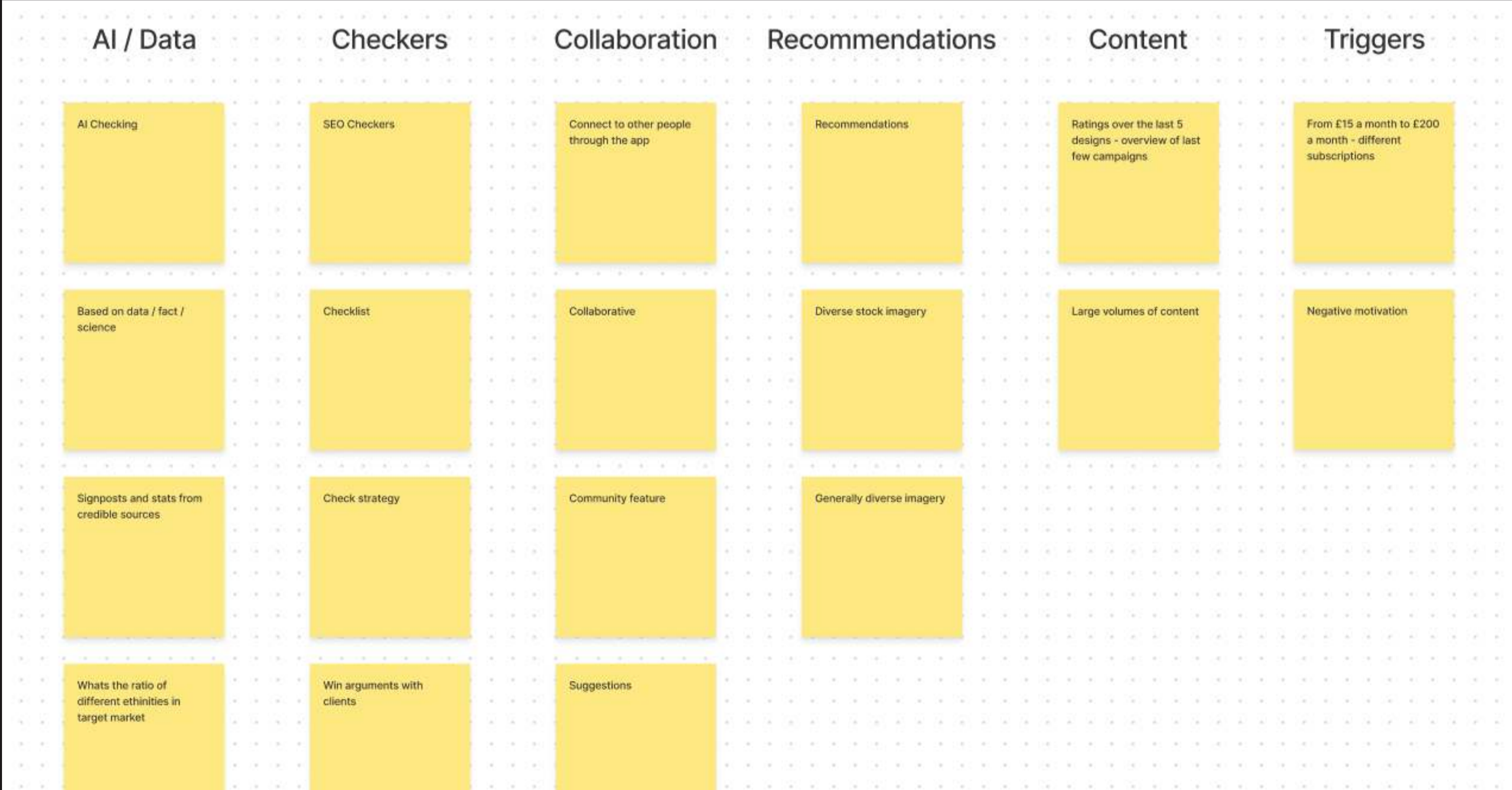**38%** of consumers are more likely to trust brands that do well with diversity showing in their brands.

↓

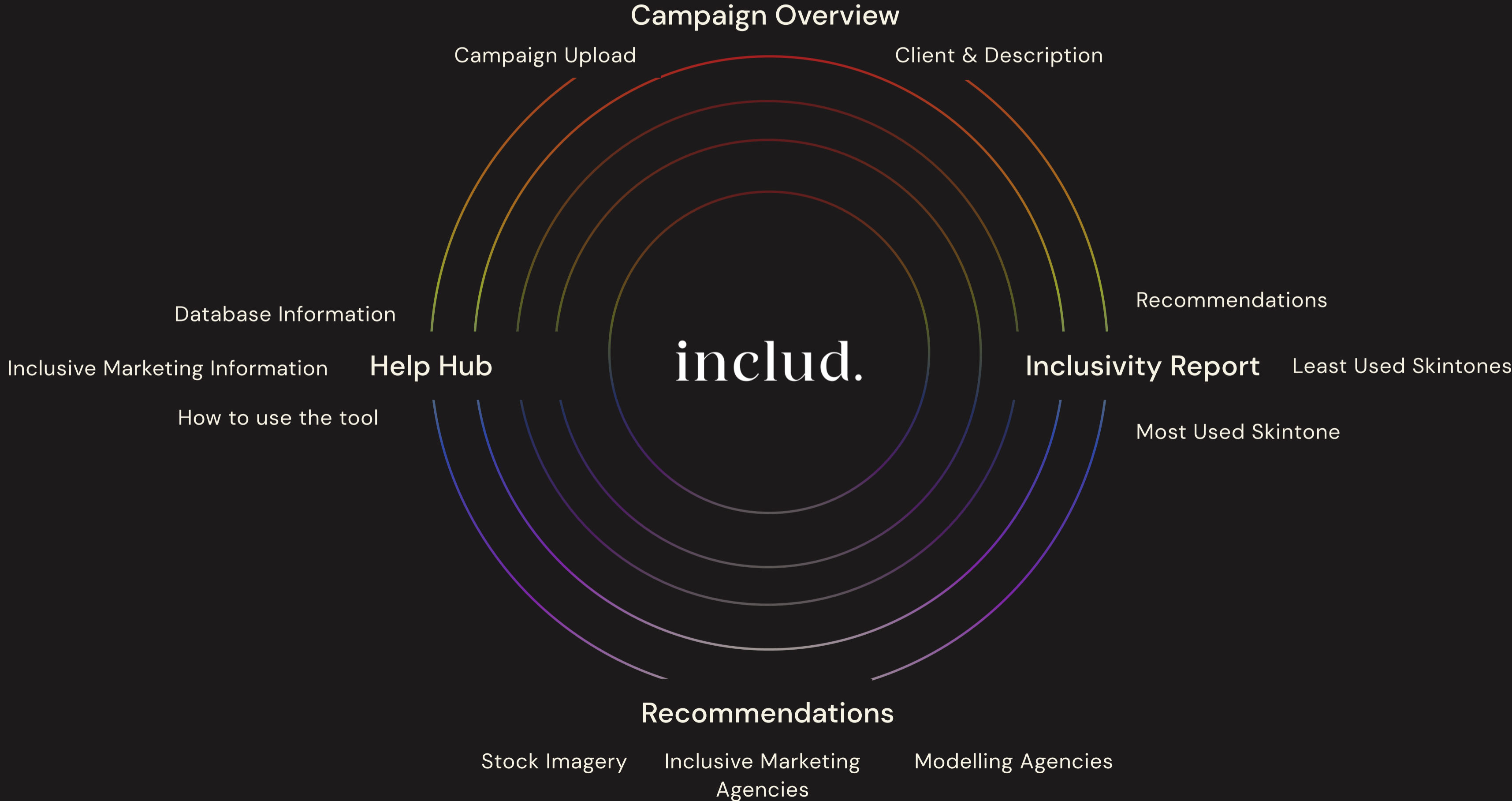*How do we also encourage users to improve diversity in their campaigns?*

Affinity Mapping

With the research conducted, I worked with the user researcher to analyse the user research, and prioritise user features. The affinity mapping helped us create a better solution as it provides an in-depth understanding of the user key requirements in the new tool.

AI / Data	Checkers	Collaboration	Recommendations	Content	Triggers
AI Checking	SEO Checkers	Connect to other people through the app	Recommendations	Ratings over the last 5 designs - overview of last few campaigns	From £15 a month to £200 a month - different subscriptions
Based on data / fact / science	Checklist	Collaborative	Diverse stock imagery	Large volumes of content	Negative motivation
Signposts and stats from credible sources	Check strategy	Community feature	Generally diverse imagery		
Whats the ratio of different ethinities in target market	Win arguments with clients	Suggestions			

Brainstorming features

Campaign Overview

Campaign Upload   Client & Description

Recommendations

Database Information

Inclusive Marketing Information   **Help Hub**   **includ.**   **Inclusivity Report**   Least Used Skintones

How to use the tool

Most Used Skintone

Recommendations

Stock Imagery   Inclusive Marketing   Modelling Agencies
                 Agencies

User Interaction using Hooked Model

The overall aim for this app is to be the 'go-to' inclusive marketing tool used across the industry. I used the Hooked Model by Nir Eyal to structure the user's interaction with the application.

TRIGGER

+ A client requests the creation of a campaign

+ Inclusivity being a priority for the user

+ Checking potential bias within a campaign before putting it out to the public

ACTION

+ Upload campaign to the tool

+ Use the application to analyse the campaigns imagery and copy

INVESTMENT

+ Subscribing to the advanced features of the tool

+ Sharing data with colleagues and clientele

VARIABLE REWARD

+ Receive a report highlighting any potential bias

+ View recommendations specific to that campaign
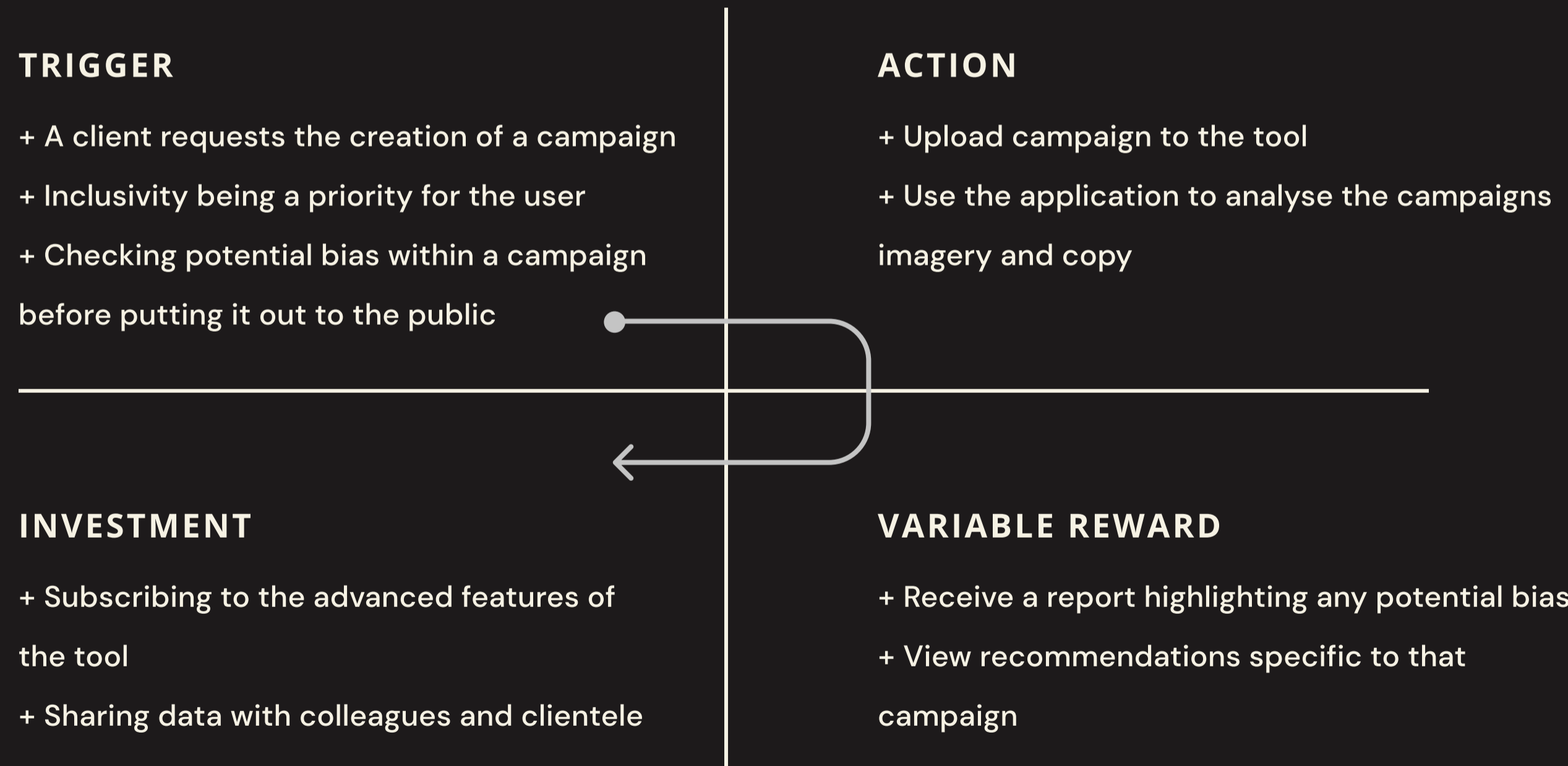
Information Architecture

I created a visual represetation of the user's journey acorss all touchpoints of our application to understand where we can improve the user experience.
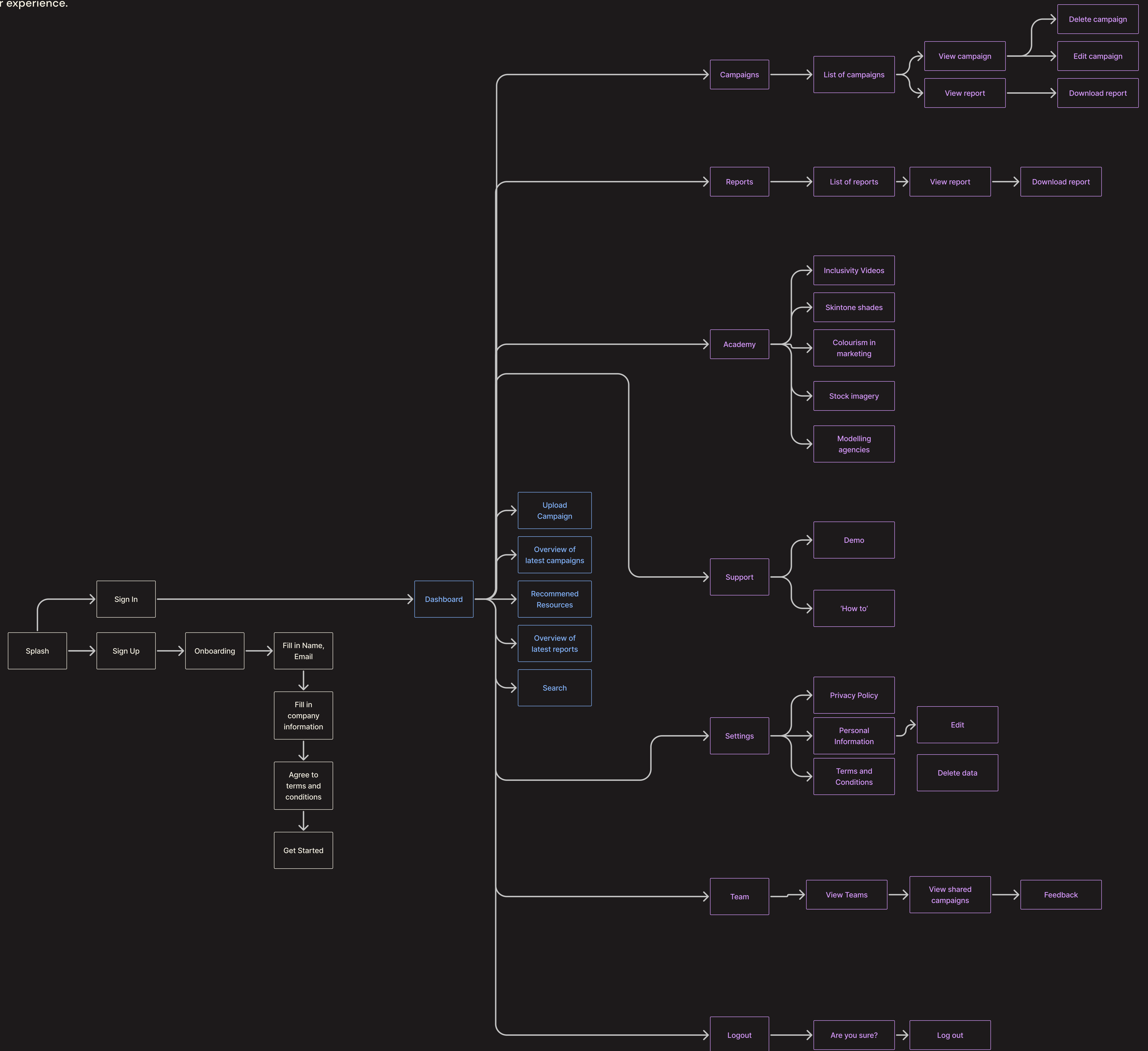
Typography and Colours

For the app logo, I created an app logo for use in the digital environment, and created an icon for the app market. The main task was to create a simple, clear and recognisable logo.

FONT

Aa

Lato

Regular   **Bold**

COLOURS

EF946C   242B3C   87919E   CDE6F5   8DA7BE

APP LOGO & ICON

includ.   i.   i.

ACCESSIBLITY

☑ Colour Blind Safe (Tested: Adobe Colour)

☑ Contrast Ratio Checked (Tested: Adobe Colour)

Design System

Throughout the design phase, we were constantly updating the design system, showing the basic design elements for the application.

TYPOGRAPHY

Headline 1
H1 28/38px
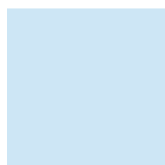
Headline 2
H2 18/22px

Subheading 3
H3 14/24px

Paragraph
H4 14/24px

COLOR

#EF946C

#242B3C

#87919E

#CDE6F5

#8DA7BE

BUTTONS

Alternative Action	Default
Primary	Default
Primary	Disabled
Primary	Long Default
Primary	Long Disabled

FORMS

Label

Placeholder

Label

Input text

CARDS

Modelling Agency
Agency Email
+44 (0) 00 0000 0000

Lorem Ipsum Dolor

00%

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
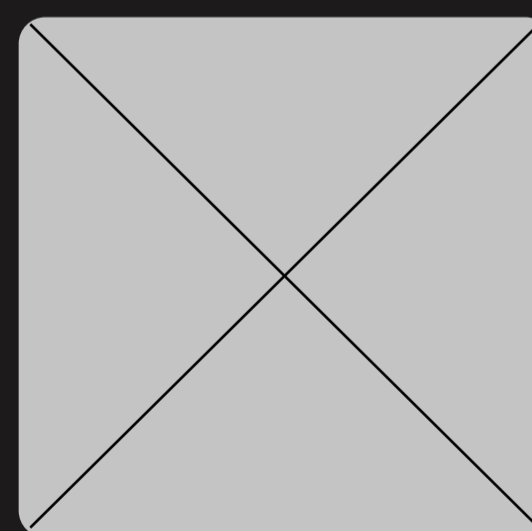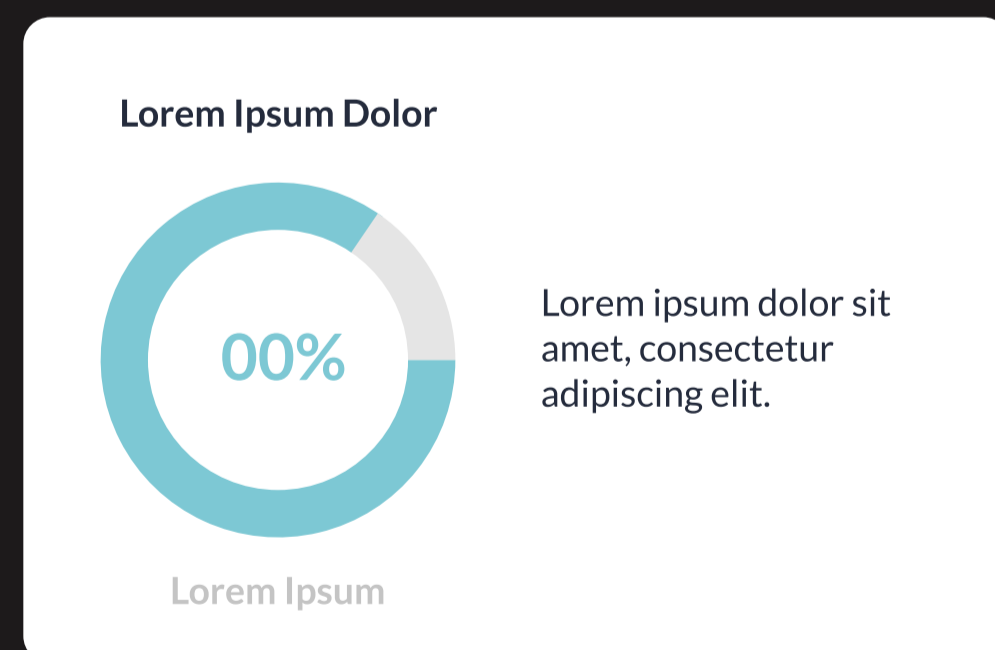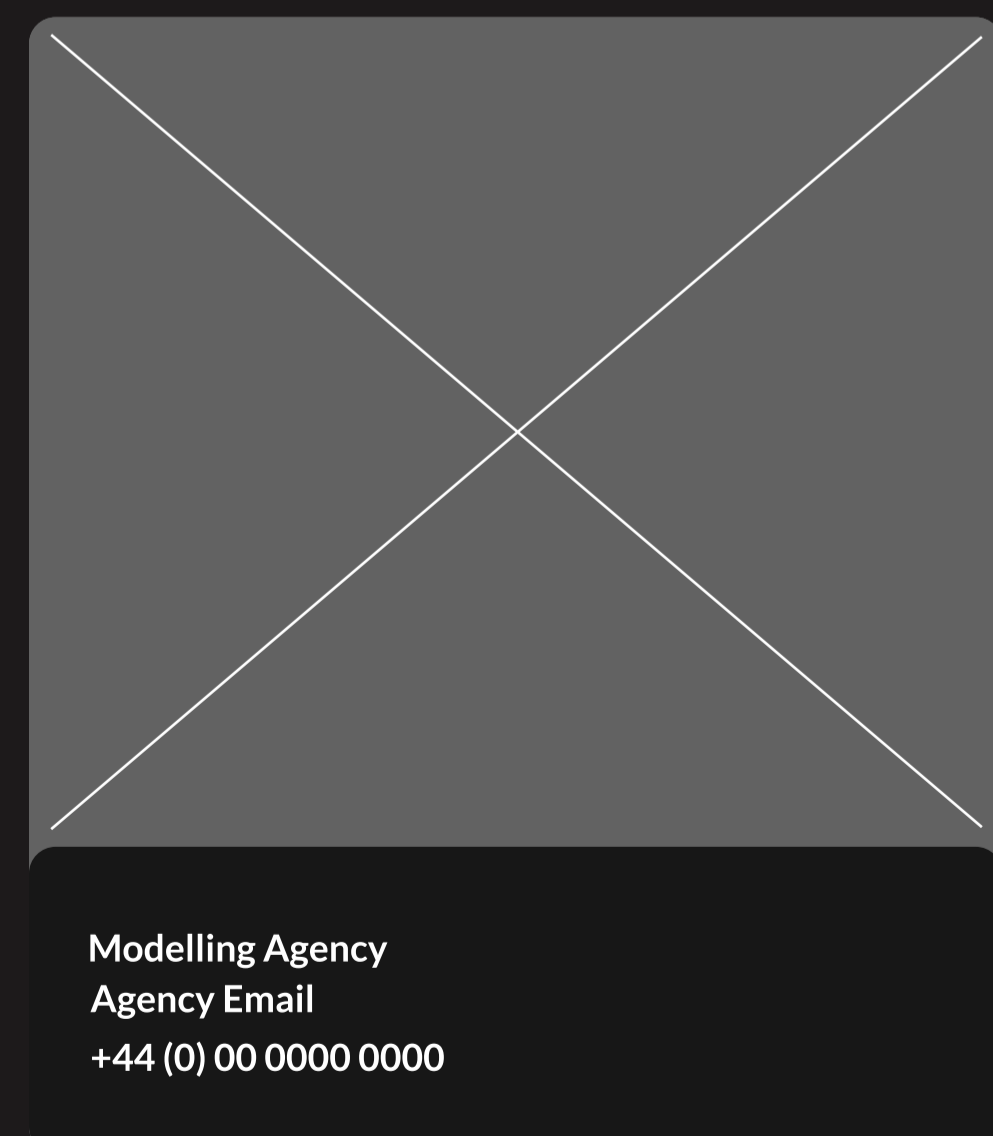
High Fidelity Wireframes

Analytics & Insights

Inclusivity Score
The family is available in nine weights with matching italics. **73**

Exclusionary Words Found
All Exclusive Words

Exclusive — Inclusive

Gay | Man | Postman
Victims | Woman | Fiesty

Resources
All Resources

Racial Inclusivity in the Workplace
Race | Learn more about how racial inclusivity can benefit your business
lorem.com/

Making Everyone Feel Included
LGBTQ+ | Learn more about how inclusivity can benefit your business
lorem.com/

Calibri (Body) — B I U ≡ | Highlights ?
Toggle the highlights on and off

Consectetur Adipiscing

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec varius velit. Donec sagittis, sapien sed ultrices rutrum, turpis ex tincidunt dolor Sed tincidunt, mi at malesuada dignissim, ligula orci tempus urna, vitae pulvinar mauris nibh vel massa. Phasellus posuere, nulla id lobortis malesuada, turpis diam auctor ante, eu viverra lacus velit vel tellus. Vestibulum Aliquam fermentum nibh elit, et aliquet arcu commodo ullamcorper. Suspendisse vel mi eget erat molestie imperdiet. Aliquam scelerisque arcu a purus condimentum, id mattis metus vulputate. Sed eget odio porttitor, congue ipsum vel, hendrerit dolor. Donec ante metus, rhoncus a luctus non, euismod vel erat.

Pellentesque elementum tristique elit, a tincidunt dui. Aenean laoreet sollicitudin aliquet. Sed in at malesuada dignissim, ligula orci tempus urna, vitae pulvinar mauris nibh vel massa. Phasellus posuere, nulla id lobortis malesuada, turpis diam auctor ante, eu viverra lacus velit vel tellus. Vestibulum venenatis, augue eu cur... vel vulputate neque sem eget mauris

LGBTQ+ | Consider Context 😊
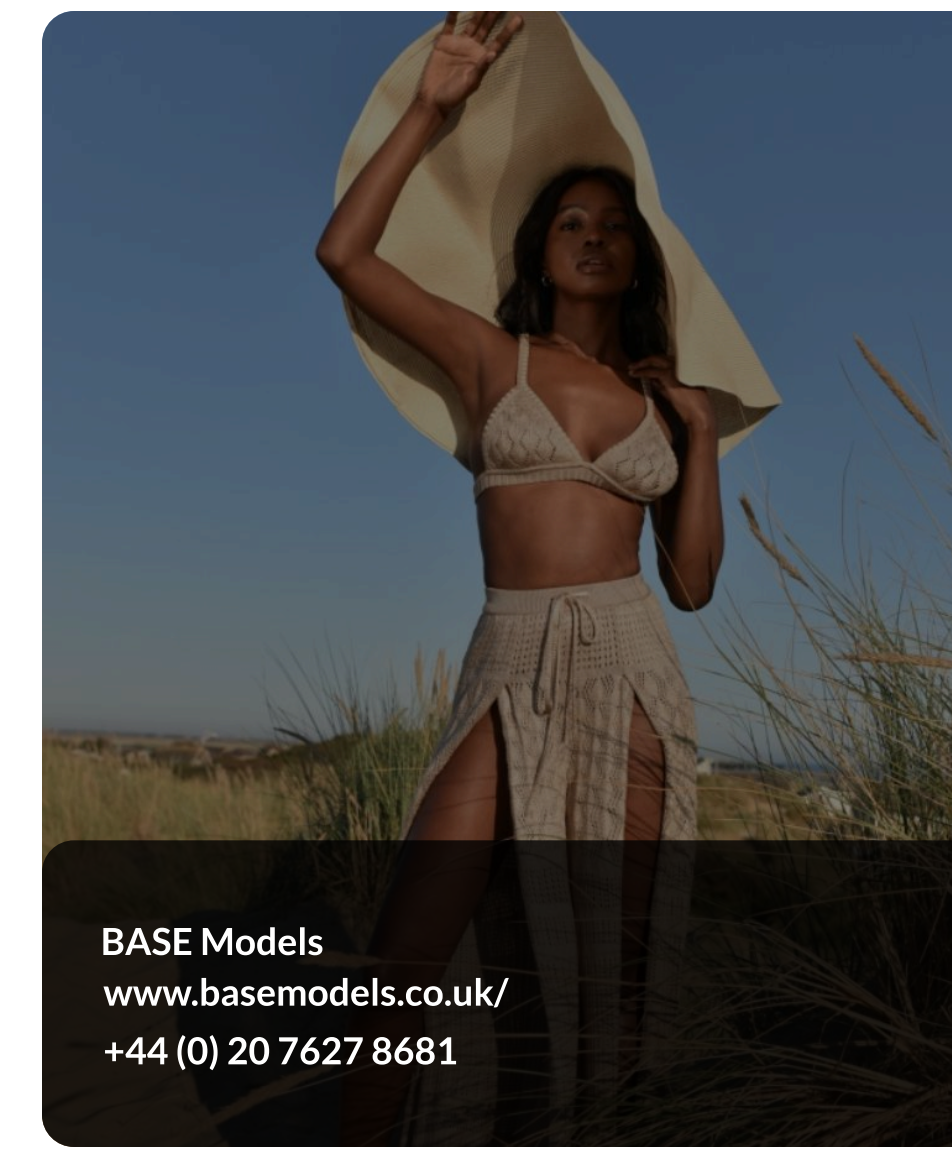Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec varius velit. Donec sagittis, sapien sed ultrices rutrum.
Try these instead:
Lorem | Directly | Directly
Ipsum | Spontaneous | Lorem

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec varius velit. Donec sagittis, sapien sed ultrices rutrum, turpis ex tincidunt dolor Sed tincidunt, mi at malesuada dignissim, ligula orci tempus urna, vitae pulvinar mauris nibh vel massa. Phasellus posuere, nulla id lobortis malesuada, turpis diam auctor ante, eu via... fermentum nibh elit, et aliquet arcu commodo ullamcorper. Suspendisse vel mi eget erat molestie imperdiet. Aliquam scelerisque arcu a purus condimentum, id mattis metus vulputate. Sed eget odio porttitor, congue ipsum vel, hendrerit dolor. Donec ante metus, rhoncus a luctus non, euismod vel erat.

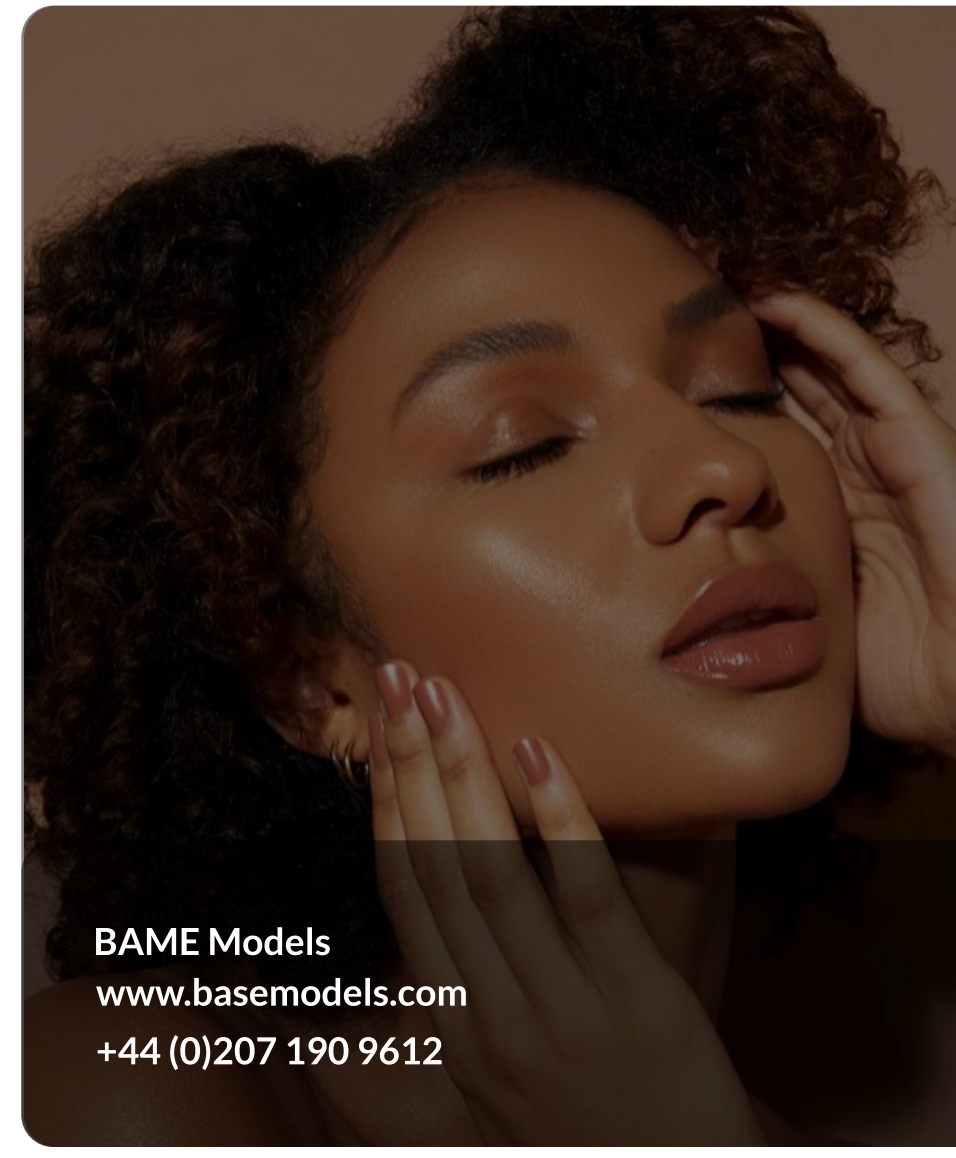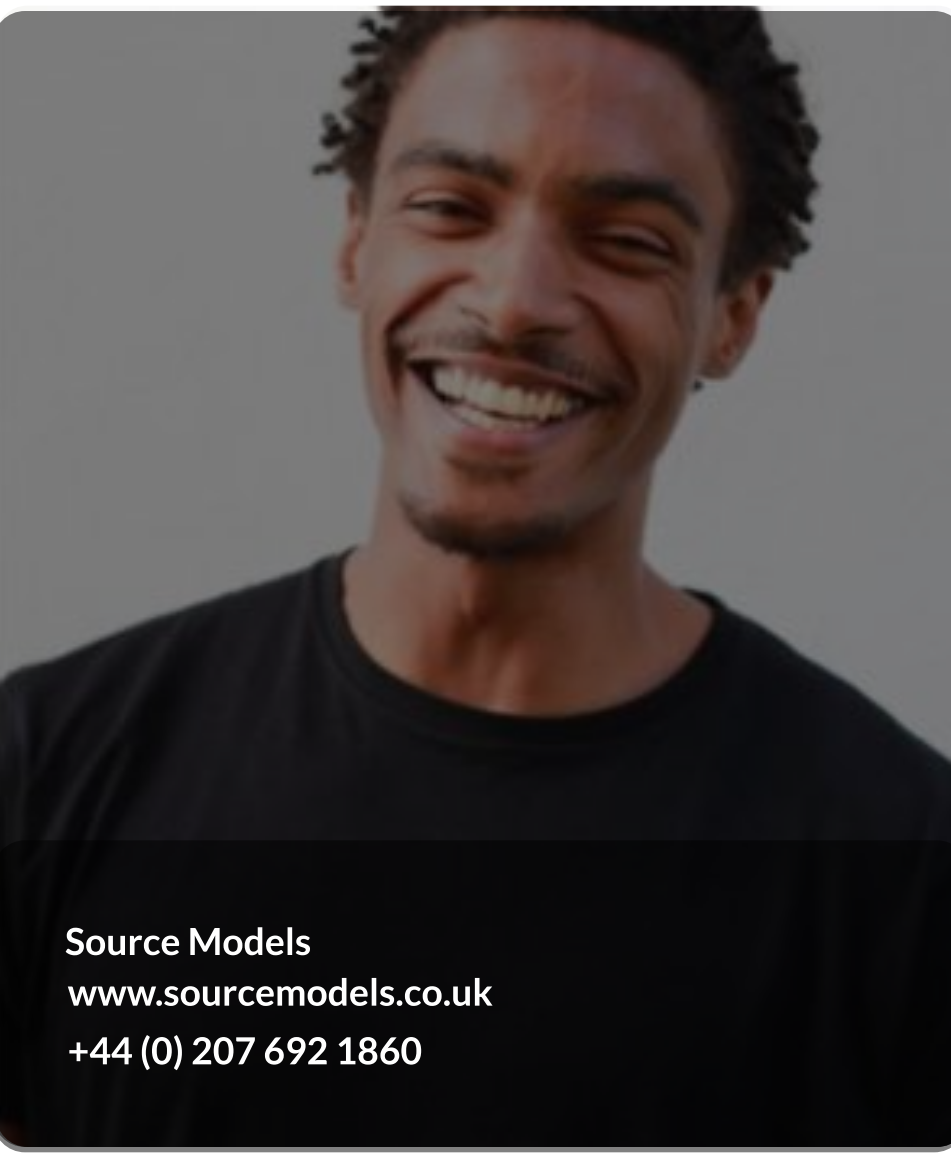### Modelling Agencies
Recommended agencies for this campaign

Search Clus directory

BASE Models
www.basemodels.co.uk/
+44 (0) 20 7627 8681

BAME Models
www.basemodels.com
+44 (0)207 190 9612

Source Models
www.sourcemodels.co.uk
+44 (0)207 692 1860

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec varius velit. Donec sagittis, sapien sed ultrices rutrum, turpis ex tincidunt dolor Sed tincidunt, mi at malesuada dignissim, ligula orci tempus urna, vitae pulvinar mauris nibh vel massa. Phasellus posuere, nulla id lobortis malesuada, turpis diam auctor ante, eu viverra lacus velit vel tellus. Aliquam fermentum nibh elit, et aliquet arcu commodo ullamcorper. Suspendisse vel mi eget erat molestie imperdiet. Aliquam scelerisque arcu a purus condimentum, id mattis metus vulp... ipsum vel, hendrerit dolor. Donec ante metus, rhoncus a luctu...

Ethnicity | Inclusive Word 😊
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec varius velit. Donec sagittis, sapien sed ultrices rutrum. Donec sagittis, sapien sed ultrices rutrum.

Elijah Ippeh, 24, (He/Him)

Male 🔒 | Straight 🔒 | 18 - 24 🔒
Loss of Touch 🔒 | Christian Faith 🔒
Skintone: Deep 🔒

Elijah Ippeh, 24, (He/Him)

More Information: Gender — Close ✕

Lorem ipsum dolor sit amet ipsum dolor sit amet ipsum dolor sit amet ipsum.

ipsum link.

Analytics & Insights

Inclusivity Score
The family is available in nine weights with matching italics. **73**

Downloads

Analytics Report
Download your full analytics report and share with your colleagues.
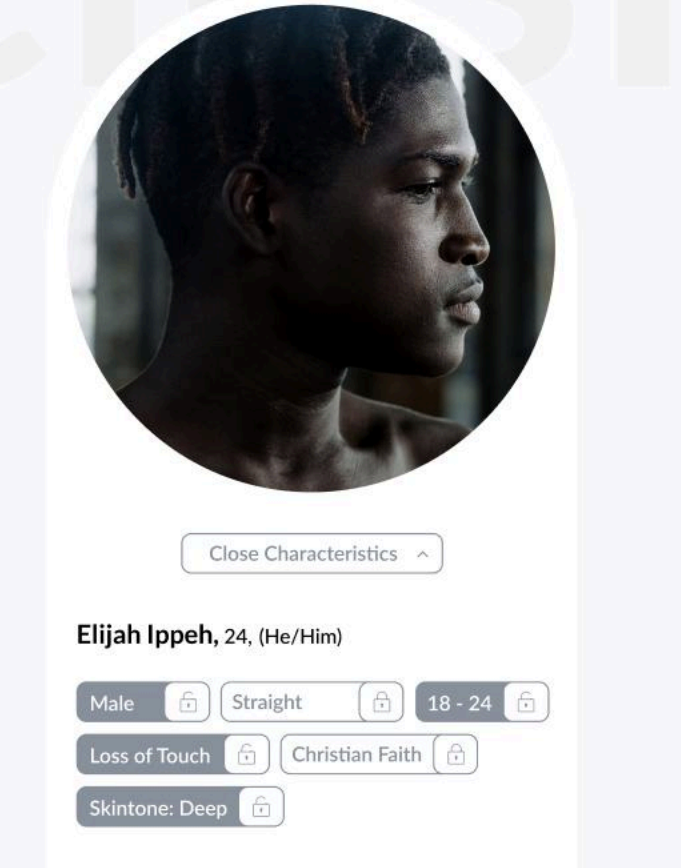⬇ Download PDF

Your Document
Download your full document without the analytics.
⬇ Download PDF

Latest Reports ⓘ

Client	Campaign	Inclusivity Score	Least Common	
ASOS	ASOS Campaign	244 / 400	Category 3	Report
Sparkwear	Spark Campaign	142 / 400	Category 2	Report
H&M	ASOS Campaign	378 / 400	Category 4	Report
Pull & Bear	ASOS Campaign	234 / 400	Category 1	Report
Sparkwear	Spark Campaign	142 / 400	Category 2	Report
H&M	ASOS Campaign	378 / 400	Category 4	Report
Pull & Bear	ASOS Campaign	234 / 400	Category 1	Report
Sparkwear	Spark Campaign	142 / 400	Category 2	Report
H&M	ASOS Campaign	378 / 400	Category 4	Report
Pull & Bear	ASOS Campaign	234 / 400	Category 1	Report

Could this person be a customer?
Persona Shuffle By Incluud

Elijah Ippeh, 24, (He/Him)

---

nulla id lobortis malesuada, turpis diam auctor ante, eu viverra augue eu cur... vel vulputa

LGBTQ+ | Consider Context 😊
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec varius velit. Donec sagittis, sapien sed ultrices rutrum. Donec sagittis, sapien sed ultrices rutrum.
Try these instead:
Lorem | Directly | Directly
Ipsum | Spontaneous | Lorem

Lorem ipsu... elit. Sed nec ultrices rutr... mi at ma vitae pulvi... nere, nulla i ante, eu vie... fermentum ullamcorper. Suspendisse vel mi eget erat molestie imperdiet.

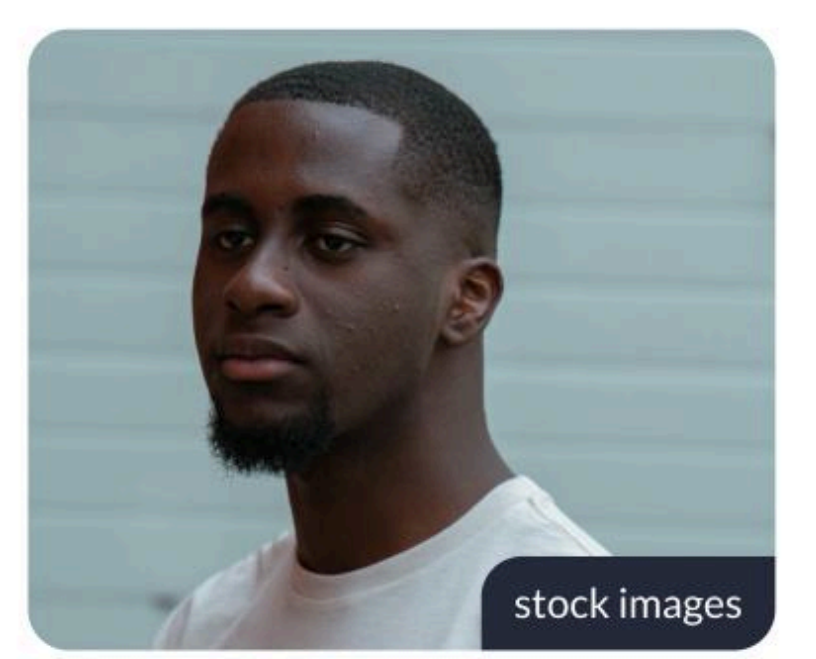### Recommended Resources ⓘ
Resources you can use to make your campaigns more inclusive

black-person-laughing — alt-text
stock images
BASE — agency
darkskinned-person — alt-text
stock images

Here's what really happened

The trade-offs we had to make along the way, due to external constraints. Due to our limited time, only a few features could be carried forward into the MVP. Features had to to be prioritised for the MVP stage.

MVP Features	Future Features
Campaigns	Teams
Reports	Checking copy
Recommendations	Integration with other software
Training / Marketing Materials	Accessibility Checker

Everybody wants to win, here's how successful we were

91%

Idean: The Universal Score

The universal score by Idean looks at how inclusive your design is. We used this survey to understand how we have included inclusivity in our design, and understand here we could improve. Further accessibility testing will take place during beta testing.

92%

Completion of Tasks

Usability tests were conducted to see how target users interact with the tool. Tasks included, uploading a campaign, viewing a report, downloading a report, setting up a profile and finding recommmendations for marketing agencies.

Ongoing

Conversion Rate

Currently ongoing, beta testing is open and conversion rates will be able to be measured in the upcoming months.

*Backed and Supported by the South West Creative Technology Network