THINKLUSIVE

Johan
Verstraete
Belgium
International

Agenda

Deaf Gain

Deaf UX

Inclusive DMGT

Play Lego

Deaf Gain

“ Normal ”
What is

normal
born

BUT

hearing
loss

Audio gram

Frequency (Hz)
LOW
HIGH
125
250
500
1000
2000
4000
8000
SOFT
LOUD
Intensity (dB HL)
-10
0
10
20
30
40
50
60
70
80
90
100
110
120
NORMAL Hearing
MILD Hearing Loss
MODERATE Hearing Loss
SEVERE Hearing Loss
PROFOUND Hearing Loss

Hearing Loss

Disabled

Deaf-dumb

Fixing Ears

We solve for you

speech therapy

norming vision

need to be cured

normal

~~deaf education~~

~~deaf culture~~

~~are valuable~~

~~abnormal~~

Framing

deafness

yes but ...

yes and ...

Label

Audism

is a form of ableism, discrimination on the basis of disability. Like racism or sexism, audism assigns labels, judges and limits individuals based on whether they can hear or speak.

ideological

ableism

audism

voice

linguicism

~~sign language~~

intelligence

power

identity

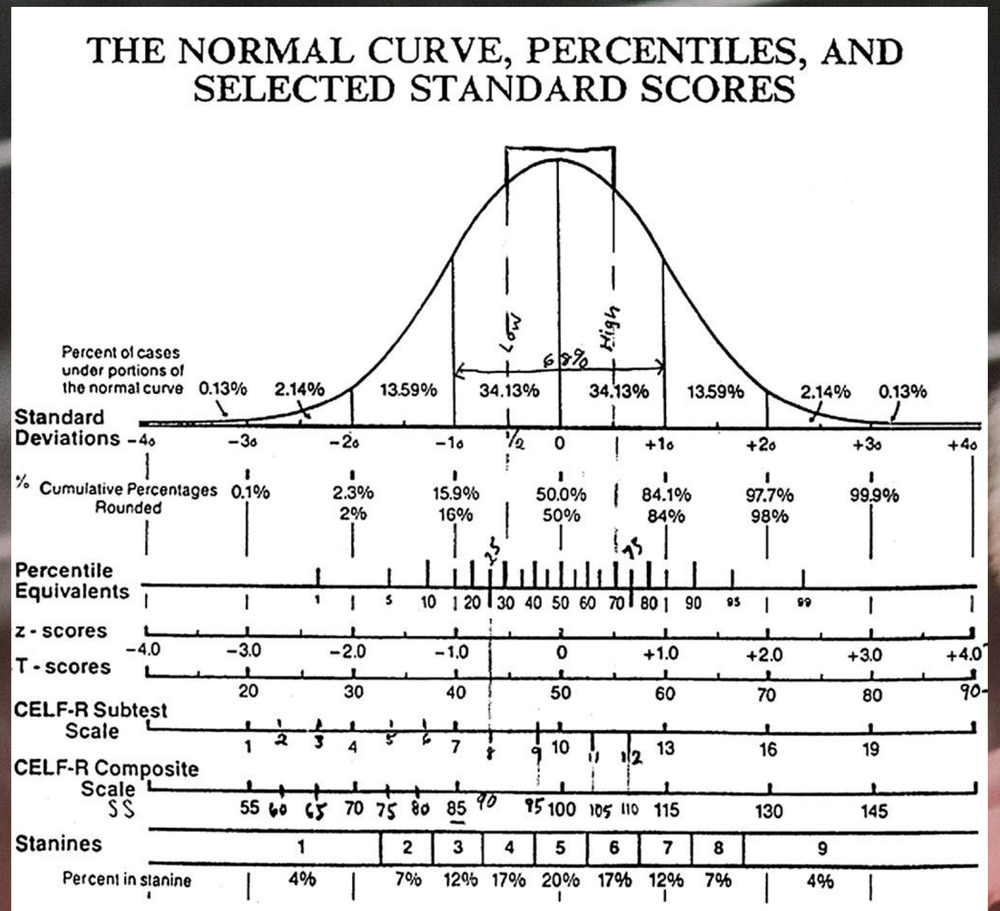
normal

Oppressions

Forces of normalization

cradle to grave
norming is normal

speech
normal



sign
language
ABnormal

This popular saying points toward what we frequently overlook— that our perspectives, beliefs and interpretations of everyday experience are influenced by the frames through which we perceive the world.

- Goffman, 1986; Lakoff, 2004

Vision

HALF EMPTY OR HALF FULL?

OPTIMIST
"The glass is half full."

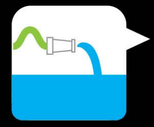
PESSIMIST
"The glass is half empty."

TWILIGHT SPARKLE
"Calculations show that the H2O levels in this glass vessel to be exactly 49.999~ repeating percent full."

RAINBOW DASH
"It needs to be about 20% cooler."

APPLEJACK
"Nah, you just drink em."

RARITY
"You can't possibly expect me to drink out of this... old thing."



PINKIE PIE
"Hurryhurryhurryhurryhurry! Hurry it up in there!"

FLUTTERSHY
[Squeak]

PRINCESS CELESTIA
"Gotcha."

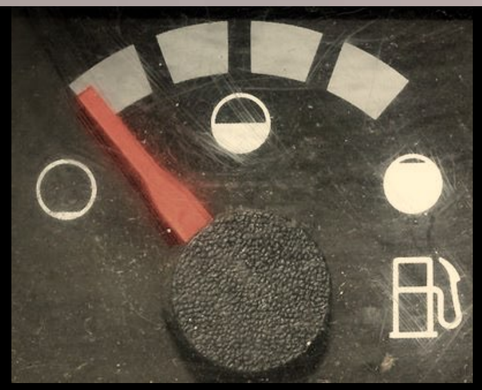
PRINCESS LUNA
"THE WATER HAS BEEN DOUBLED!"

DERPY HOOVES
"Muffin!"

DISCORD
"Oh, what fun is there in making sense?"

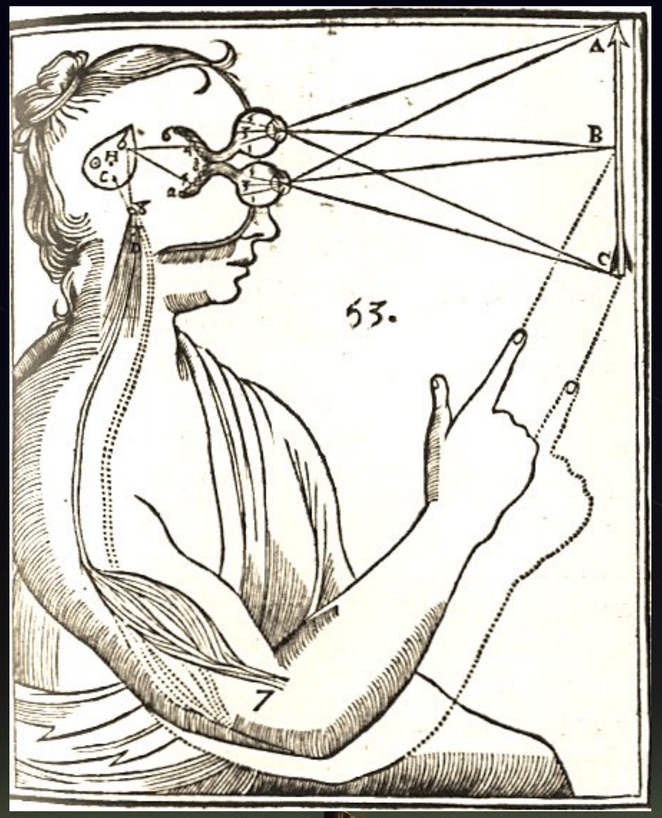
Reframing

“ Deafness ”



disability
audism

diverse ability
deaf gain



Deaf Gain

“ Deaf Gain is defined as a reframing of ‘ deaf ’ as a form of sensory and cognitive diversity that has the potential to contribute to the greater good of humanity ”

- Joseph M. Murray, Ph.D

what can be learned from

Deaf UX

Focus

Biodiversity

Linguistic Diversity

Cultural Diversity

Cognitive Diversity

the nature of process

visual processing skills

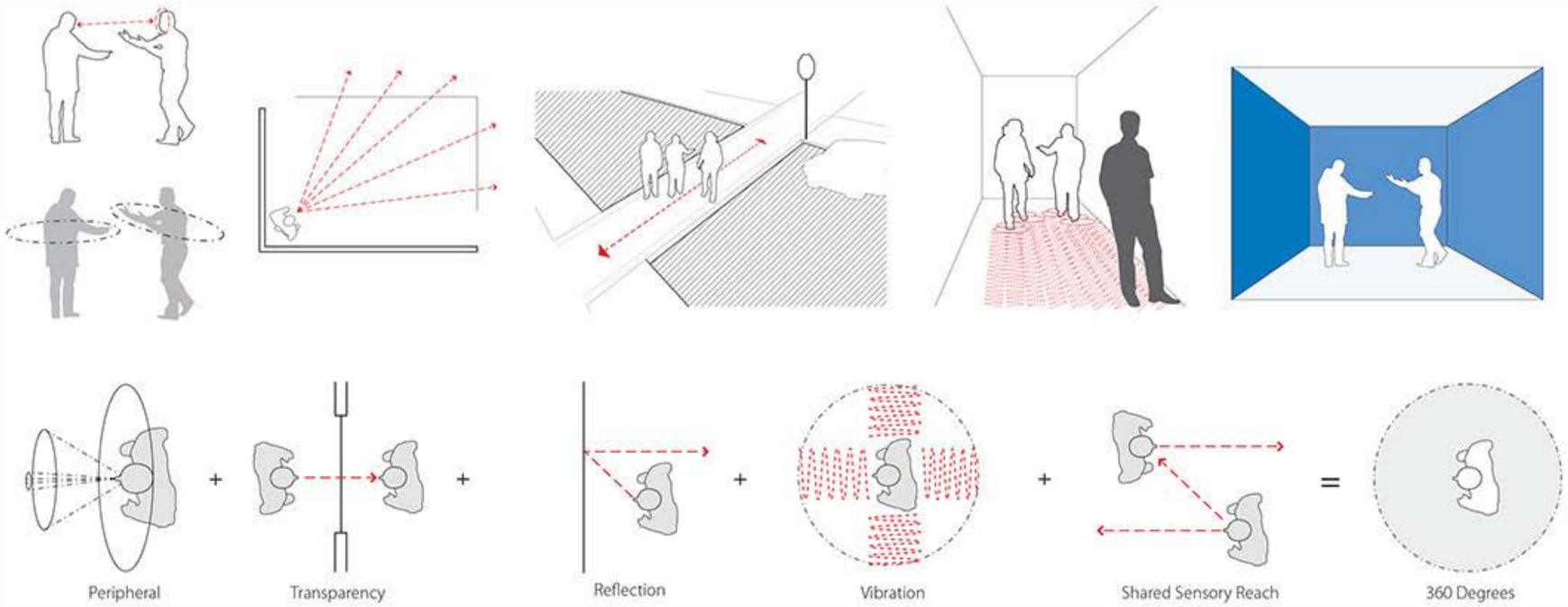
peripheral recognition
facial/body recognition
spatial cognition

sensory orientation intelligences

tactile visual
gesture cognition
emotional intelligence

Cognitive

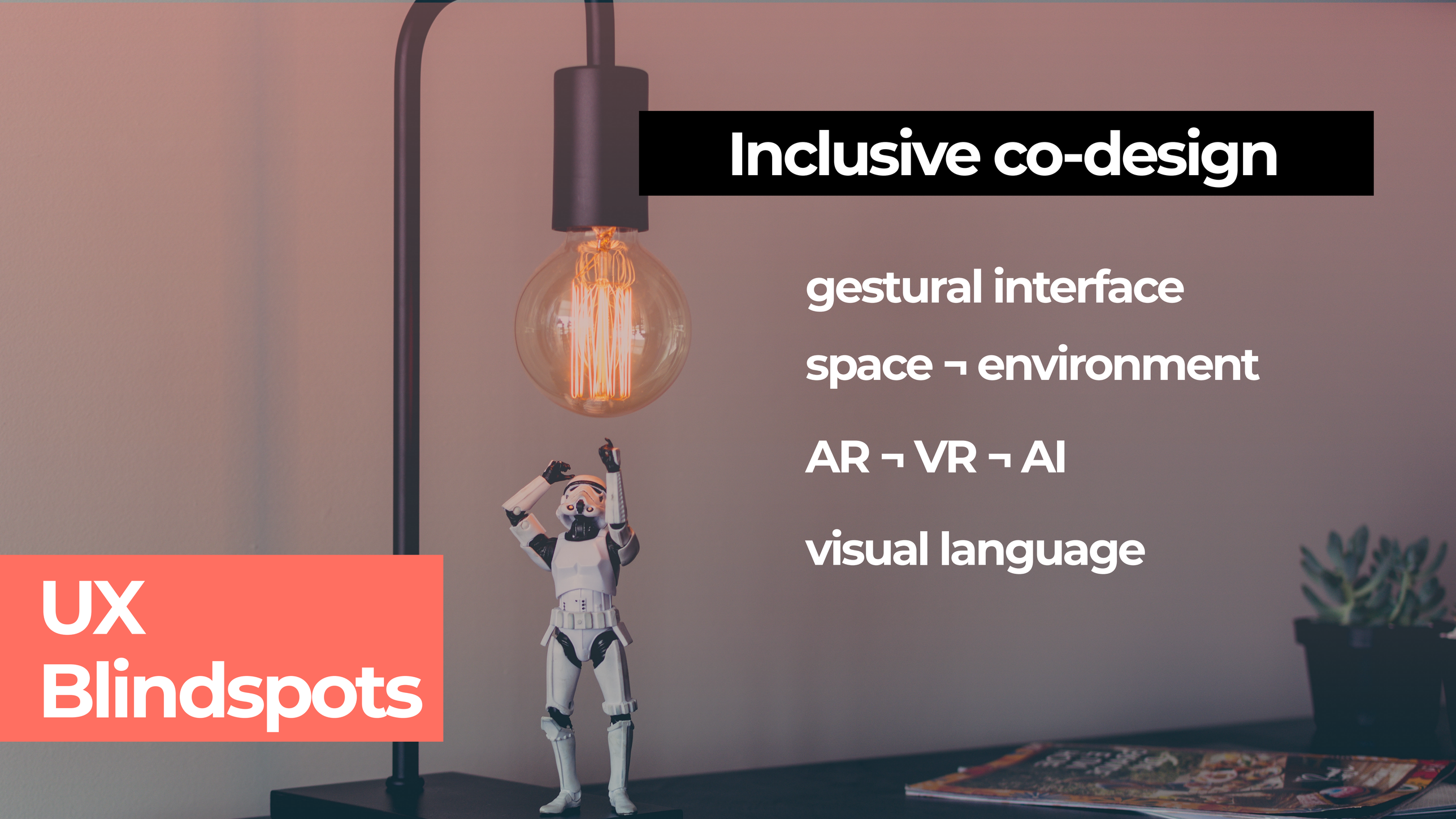
from real life experience with exclusion



field
visual
analytical
metaphor
kinesthetic
storytelling
observational

skills

Multiple senses Experience


Inclusive co-design
gestural interface
space ¬ environment
AR ¬ VR ¬ AI
visual language
UX
Blindspots

Problem Spotting

Inclusive DMGT

Inclusive Design Management

Inclusive Design Leadership

systems thinking
experience design
inspiration nature
workshop facilitation
ethnographic field research

inclusive design

brand leadership
total impact
experience exclusion
strategic management

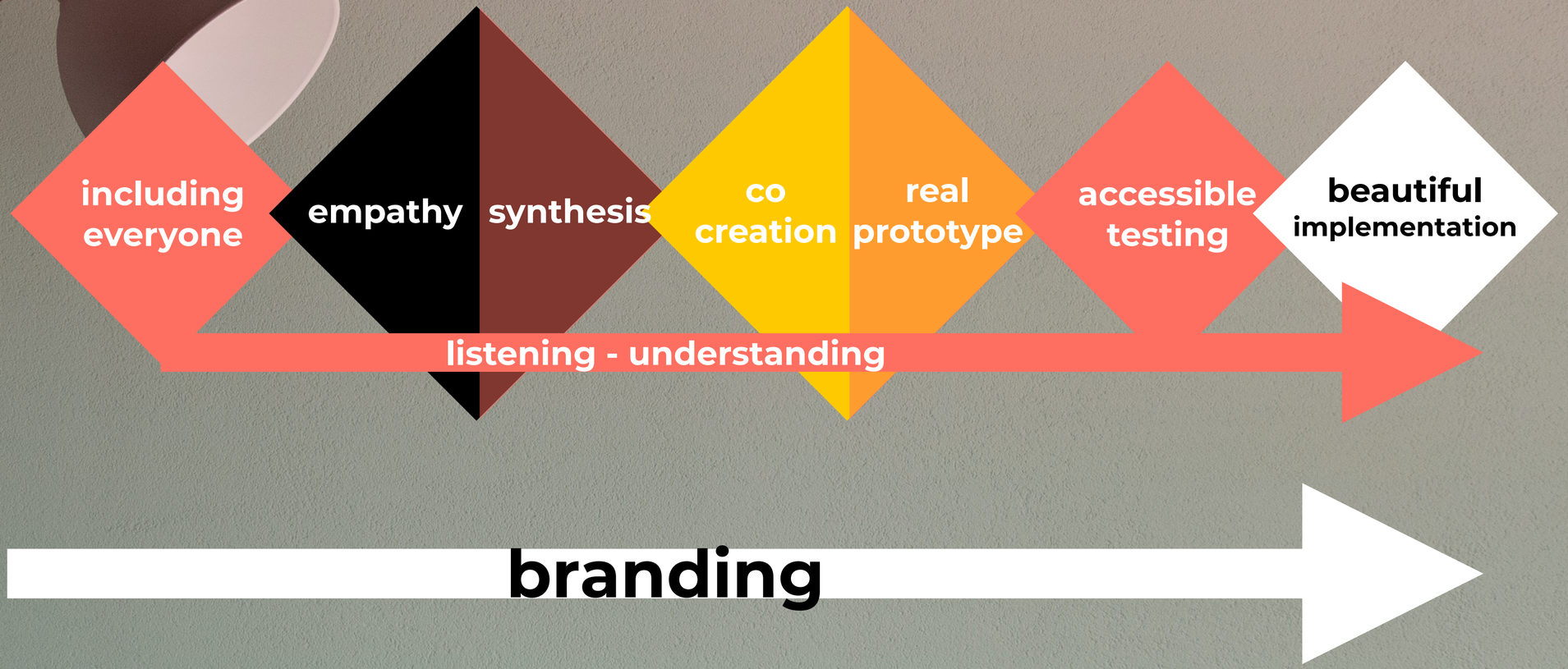
inclusive ops

collaborative playing
working wall
prototyping
storytelling

inclusive tools

INCLUSIVE THINKING

Inclusive DMGT Approach



branding

Inclusive LSP

+ Accessible technology

Think with hands - eyes - brains

Everyone

100% active play & involved

Generating inclusive ideas & metaphors

Can give constructive feedback

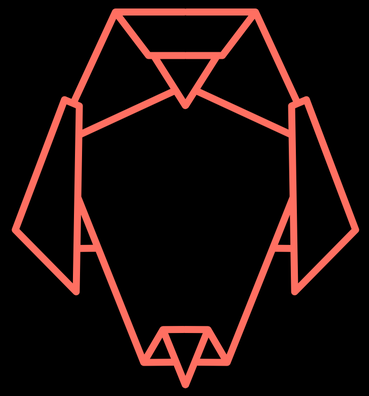
Positive environmental psychology

Endless creative possibilities

Lead to collaborate & co-design equally

LSP Workshop Process

Thank You



be true to yourself

Johan Verstraete
Founder Thinklusive