

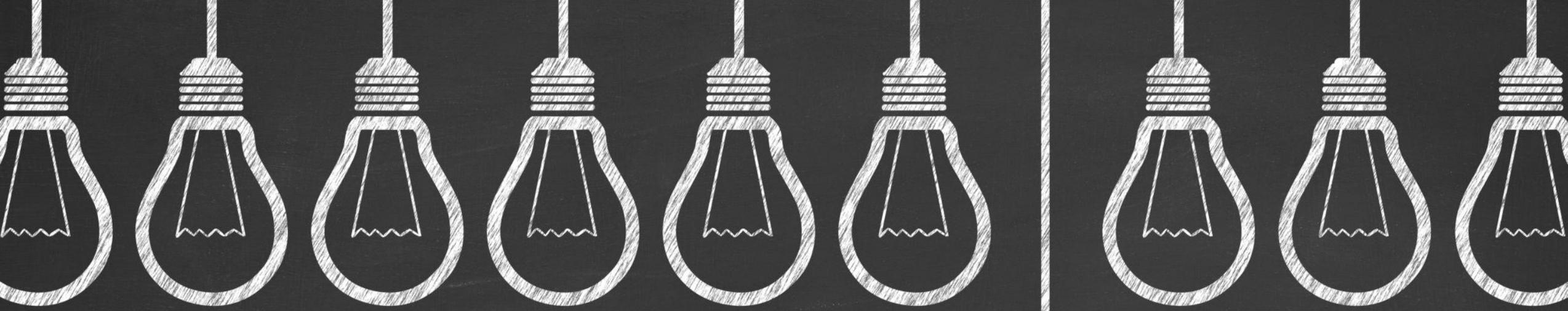
# > ACCESSIBLE AGILITY – BUILDING FOR YOUR FUTURE CUSTOMERS



**Dave Dame**

*Director of Accessibility,  
Microsoft*





# Product Innovation Starts on the Edge

Dave Dame

# Who am I?

- 20+ Years of Product Making
- Director of Accessibility @ Microsoft
- Husband of 18 years
- TEDx Speaker
- 50+ years of experience being a Person with a Disability

 Twitter: @DDame

 LinkedIn: /daviddame





# Innovation Through Diverse Perspective

## Training Logistics Coordinator



Able-bodied person

**8 hrs**



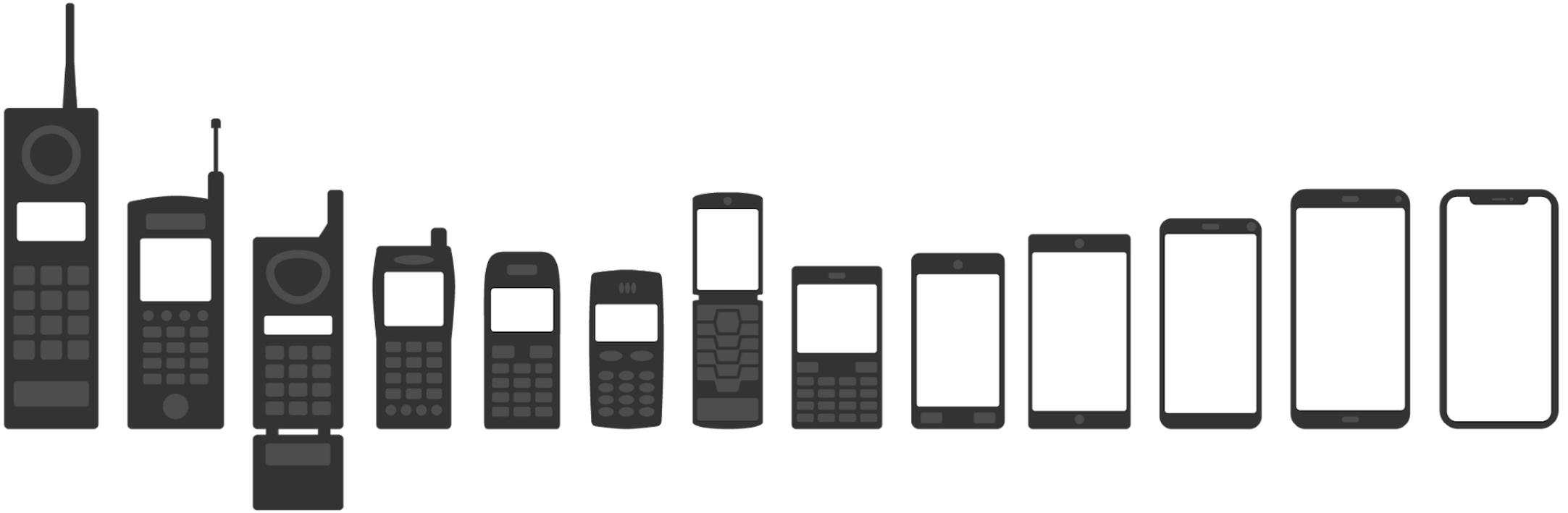
Me

**12 hrs**



Me + Innovation

**3 hrs**



1985

1990

1995

2000

2005

2010

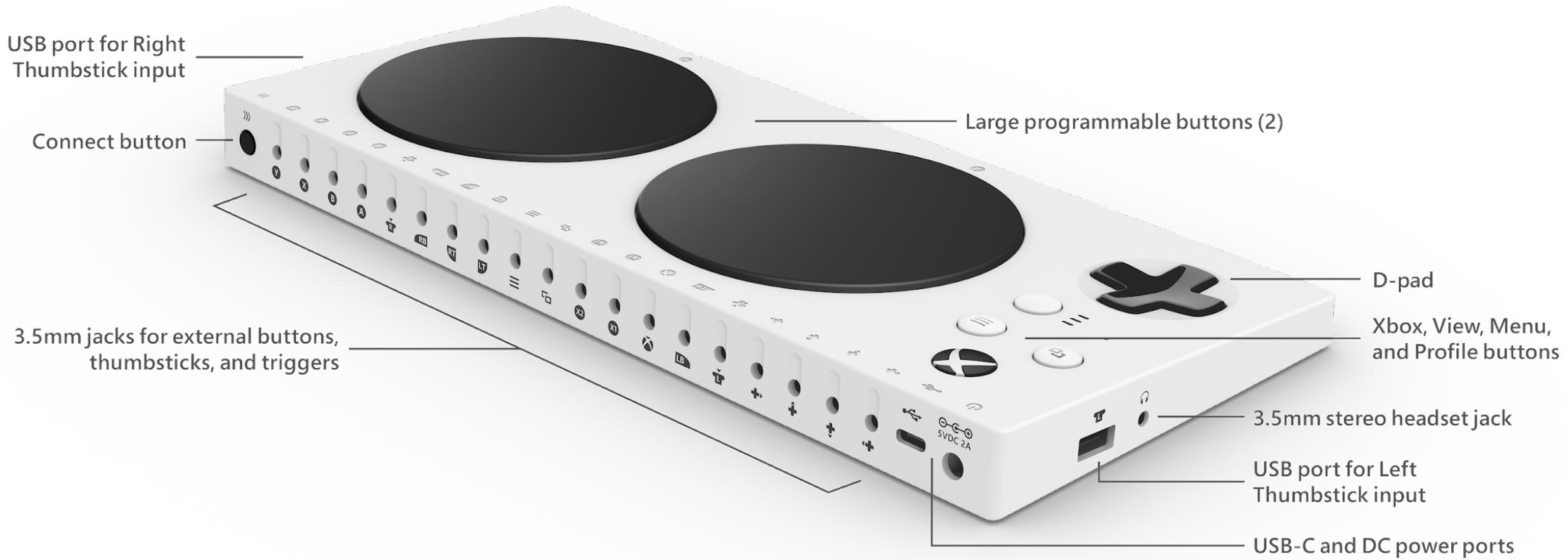
2015

2020

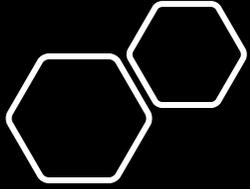


# Mismatches in Interaction in our controllers









# Why Is Innovation so hard?

- Mismatches are hard to find when the environment is tailored to the same kind of people and ability (ability bias)
- Humans' natural ability to compensate
- Seems natural when it's relative to all users. No Empathy

# Solving a problem for one population is an opportunity for another population

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CLOSED  
CAPTIONING



VOICE  
COMMANDS



TEXTING



AUDIO BOOKS

	Permanent	Temporary	Situational	Court
Touch	 One arm	 Arm injury	 New parent	 Carrying paperwork
See	 Blind	 Cataract	 Distracted driver	 Dark courtroom
Hear	 Deaf	 Ear infection	 Bartender	 Noisy office
Speak	 Non-verbal	 Laryngitis	 Heavy accent	 Interpreter
Think	 Dyslexic	 Migraine	 Overloaded	 Stressful situation

# Design WITH

“The People who build our products should be reflective of the people who use our products.”



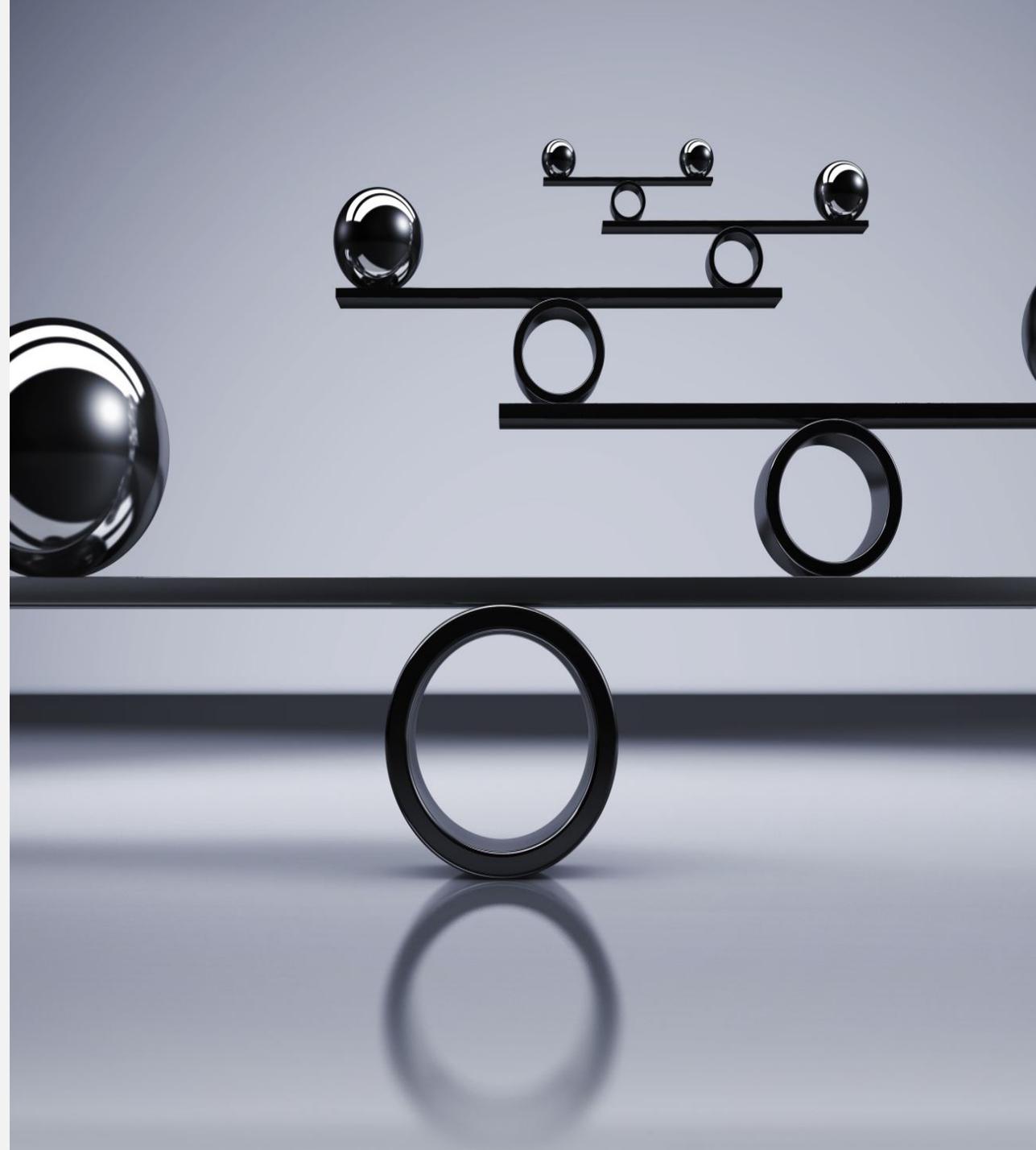
# Inclusive Design framework



Image by: OCAD University

# Reasons to Invest in Accessibility

- **Responsibility**
- **Equity**
- **Return on Investment**



# Two Tools of Influence



Story Telling

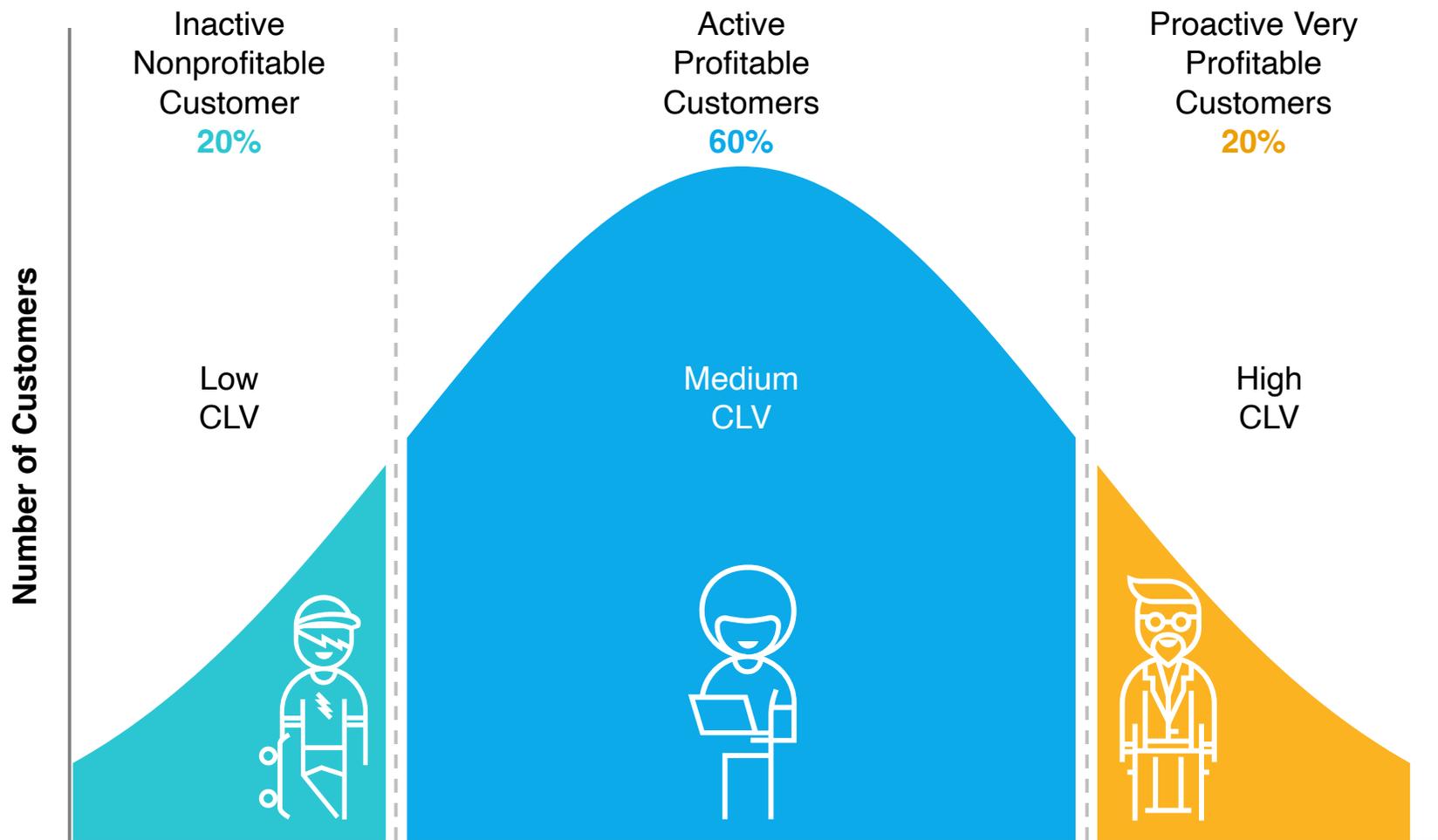


Data

# Business Data



# Customer Lifetime Value



A depiction of the Customer Life Value (CLV) of the company segregated by low, medium and high. Higher percentage falls under the medium CLV (60%)

$$\text{Lifetime Value} = (\text{Average Order Value}) \times (\text{Number Of Repeat Sales}) \times (\text{Average Retention Time})$$

# Two billion people in need by 2030

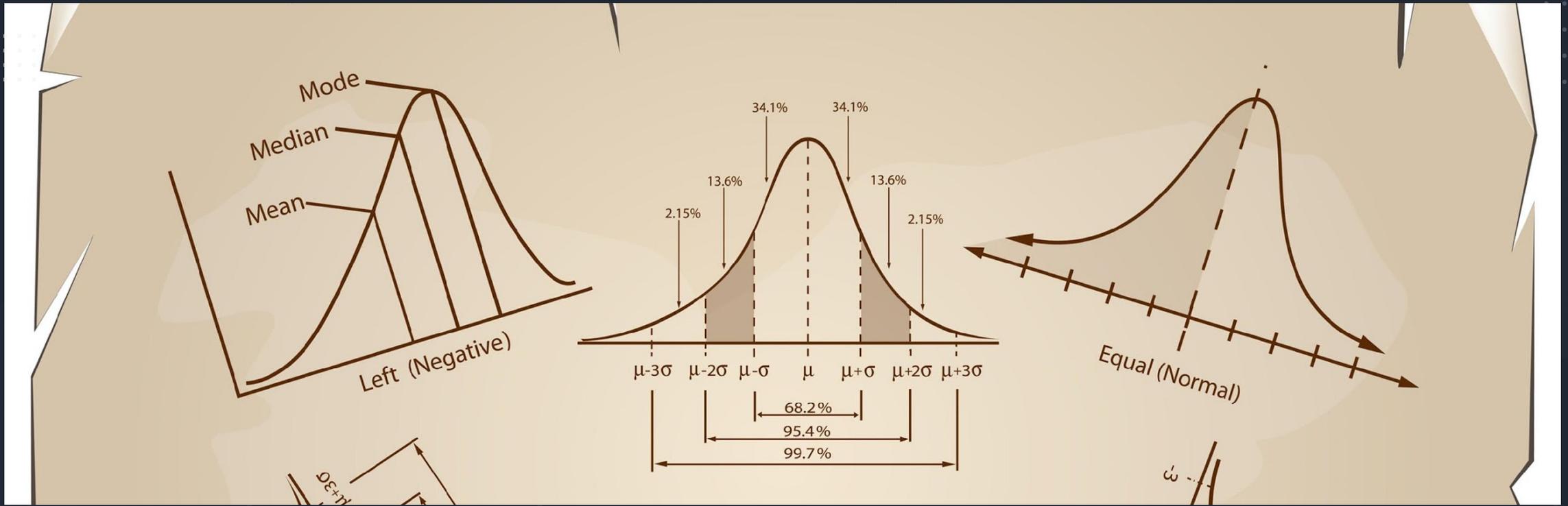
“Currently, an estimate of one billion people around the world benefit from an assistive technology. That figure is expected to double by 2030 as the population ages,” said Marco Aleman, Assistant Director General, IP (Intellectual Property) and Innovations Ecosystem Sector.



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*We will all be  
disabled one day,  
some of us just  
beat you to it.*





# Missed Opportunities

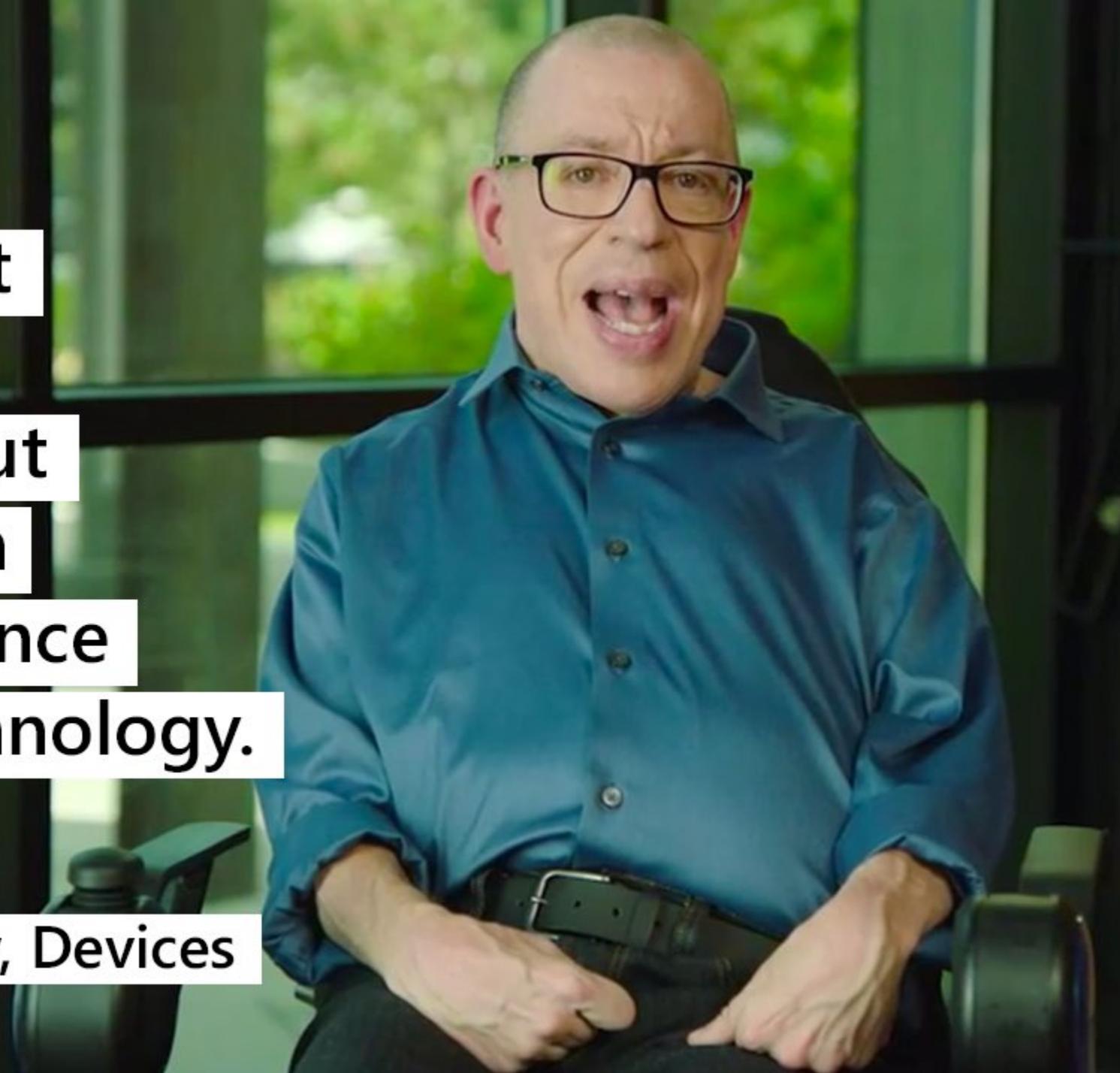
I have Cerebral Palsy, but my money doesn't.

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It's not simply about creating accessible technology, it's about what the person can achieve and experience because of that technology.

- Dave Dame

Director of Accessibility, Devices





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“If you can see a different world, you will have a different world available to you”