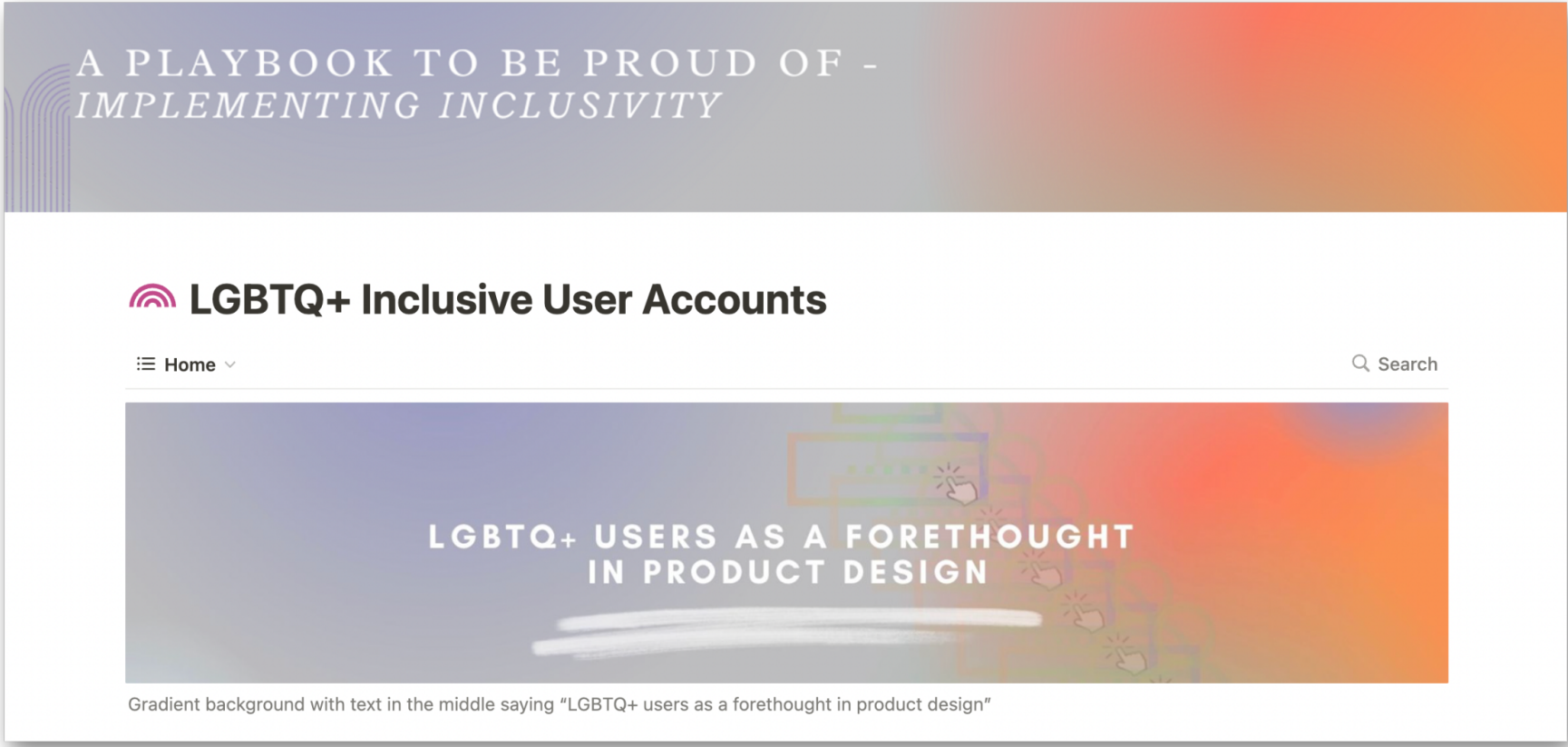
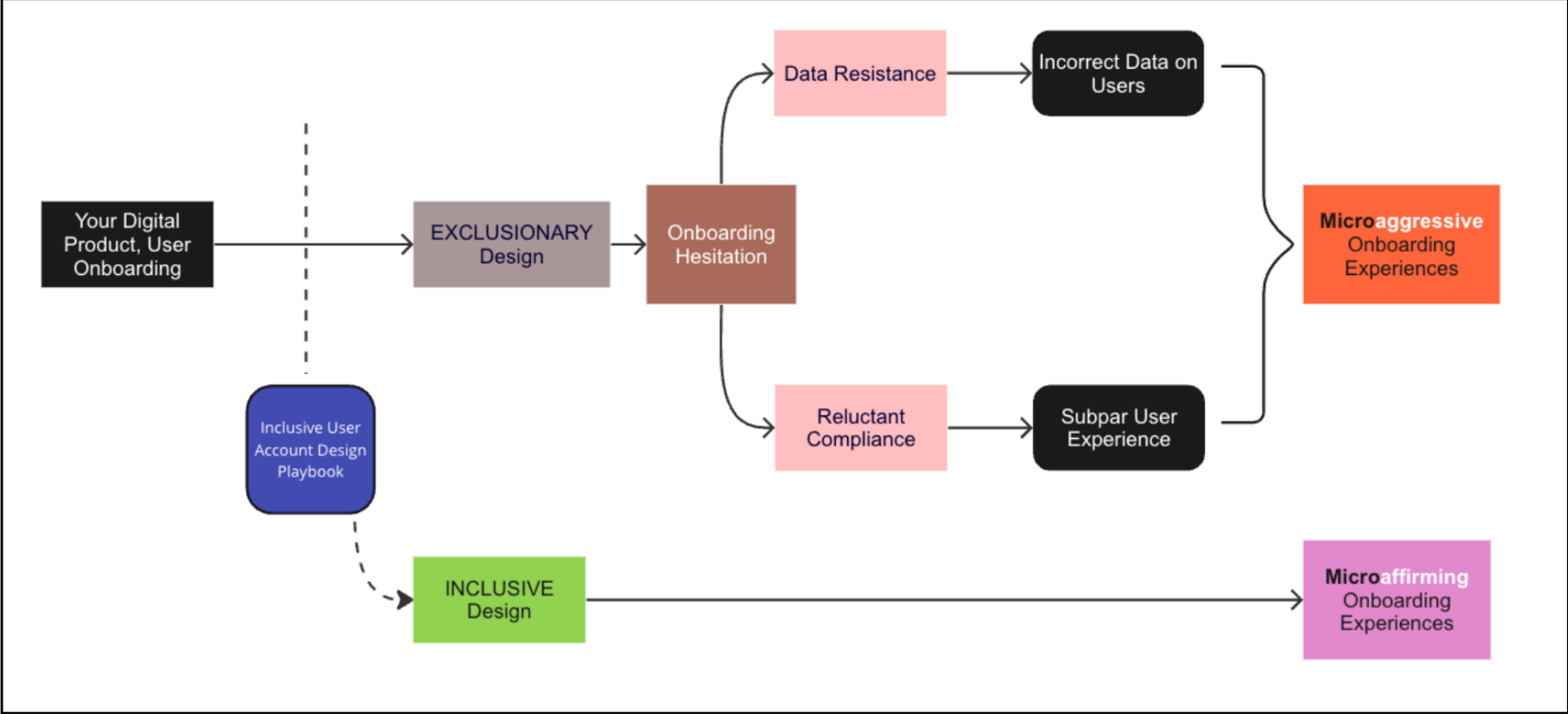


A Playbook To Be Proud Of: Designing LGBTQ+ Inclusive User Accounts

UC Berkeley MIMS Final Capstone Project 2023

<h3>Introduction</h3> <p>The ubiquity of user accounts in today's digital culture raises concerns for LGBTQ+ users' ability to accurately represent their personal identities online. Through mixed methods research, authors collected design best practices that center online inclusion for the LGBTQ+ community into a 'playbook' for digital product teams.</p>		
<h3>Main Research Question</h3>	<h3>How might we upskill product teams with relevant & accurate information on LGBTQ+ inclusive design for user accounts?</h3>	
<h3>LITERATURE REVIEW</h3> <p>Combined:</p> <ul style="list-style-type: none">• Federal Standards• Queer Theory• Academic Papers• Design & Innovation• Industry Research	<h3>METHODOLOGY</h3> <ul style="list-style-type: none">• Survey of Technology Users• Card Sorting Activity• Stakeholder Interviews• Competitive Market Analysis• Usability Studies	<h3>PARTICIPANTS</h3> <p>Survey: 151 Technology Users</p> <p>Interviews:</p> <ul style="list-style-type: none">• 5 LGBTQ+ Users• 8 Product Managers• 2 Product Designers
<h3>Discussion - User Findings</h3> <p>User themes discovered include LGBTQ+ users' hesitancy around sharing data with user accounts, resulting in resistance through providing false information or uncomfortable compliance to get the access they need.</p> <p>Our playbook aims to intersect this exclusionary design path and offer alternate paths for users to experience micro-affirmation and queer joy.</p>		

I really like the practical side of the playbook. Where are my blind spots? How do I think about it in terms of my product? And then how do I actually put it in practice? I think that structure is really great.

-- Product Management Participant

Discussion - Product Managers

Product Managers have key decision making power in digital product features; yet must juggle the opinions of many. They value accurate, **data-backed research** that is easily accessible to inform their decisions & create **lovable products for their users**.

Our playbook is oriented around research for product managers' busy, complicated, & impactful decision making processes, to make **implementing inclusivity accessible** for their needs.

Conclusion & Impact

Access the playbook at bit.ly/LGBTInclusive_UAGuide to learn more about our research and creating LGBTQ+ inclusive user accounts. We will spread this playbook across our networks to reach digital product teams.



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Advised by: Morgan Ames (she/her)

