

# Neuroinclusive Content Design

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**Hilton**

# Agenda

**1** What is content design?

**2** What is neuro diversity?

**3** Neuro inclusive design

**4** Questions?

# What is content design?

More than words.



# Who we are

We are designers, too.

- We are researchers
- We start with user needs
- We are strategists
- We are collaborators
- We iterate

**Designing content, not (just) creating copy.**

# What we do

- Research
- Content strategy
- Auditing
- UX writing (microcopy)
- Accessibility
- Information architecture (IA)
- Content creation
- Content editing
- Prototype creation
- Storytelling
- Consultation

# What is neurodiversity?

# Neurodiversity

- ADHD
- Anxiety
- Autism
- Dyslexia
- Dyspraxia
- Epilepsy
- OCD
- Tourette's

# Neurodiverse experiences

- Hyper focus
- Fine detail processing
- Concentration
- Memory
- Cognitive control
- Mental health
- Sensory awareness
- Observational skills
- Verbal skills
- Reading skills

# Neuroinclusive design

# Key points

Designing for neurodiversity is designing for **inclusion**.

- Reduce complexity
- Be clear and consistent
- Consider sensory experiences
- Check your digital assets
- Involve people

A friend who has dyslexia described to me how she experiences reading. She *can* read, but it takes a lot of concentration, and the letters seem to “jump around”.

I remember reading about [tipmcylyogea](#). Wouldn't it be possible to do it interactively on a website with Javascript? Sure it would.

Feel like making a block of text of this or something? [Fork it](#) on github.

Dyslexia is characterized by difficulty with learning to read fluently and with accurate comprehension despite normal intelligence. This is closely related with phonological awareness, phonological processing, orthographic coding, auditory short-term memory, linguistic skills/verbal comprehension, and/or reading fluency.

Developmental reading disorder (DRD) is the most common learning disability. Dyslexia is the most common form of reading disorder, however not all reading disorders are linked to dyslexia.

# Reduce complexity

- Simple, clear language
- Short sentences
- Include headings
- Use sentence case
- Clear link text
- Low reading age
- Expand acronyms
- Simplify navigation

# Reduce complexity

## About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 19 world-class brands comprising more than 7,200 properties and more than 1.1 million rooms, in 122 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed more than 3 billion guests in its more than 100-year history, earned a top spot on Fortune's 100 Best Companies to Work For list and been recognized as a global leader on the Dow Jones Sustainability Indices for six consecutive years. Hilton has introduced several industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades and the ability to book confirmed connecting rooms. Through the award-winning guest loyalty program Hilton Honors, the more than 158 million members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy. With the free [Hilton Honors app](#), guests can book their stay, select their room, check in, unlock their door with a Digital Key and check out, all from their smartphone. Visit [stories.hilton.com](#) for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

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Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed more than 3 billion guests in its more than 100-year history.

### Global recognition

It has earned a top spot on [Fortune's 100 Best Companies to Work For](#) list and has been recognized as a global leader on Dow Jones Sustainability Indices for six consecutive years.

### Industry-leading technology

Hilton has introduced several industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades, and the ability to book confirmed connecting rooms.

### Hilton Honors

Through the award-winning guest loyalty program Hilton Honors, the more than 158 million members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy.

With the free [Hilton Honors app](#), guests can book their stay, select their room, unlock their door with a Digital Key, and check out, all from their smartphone.

### Connect with us on social media

Visit [Hilton Stories](#) for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), and [YouTube](#).

# Reduce complexity

## A note on link text

### Avoid:

- Click here
- See here / see more
- Unhelpful labels
- Lengthy text

### Do:

- Label clearly
- Create helpful navigation
- Explain behaviour / file types
- Use unique text

# Link text comparison

[More info](#)

[Browse room options](#)

WINNER

# Reduce complexity

## What can you do?

- Create a strategy
- Audit your content
  - Web pages
  - Documents
- [Hemingwayapp.com](https://www.hemingwayapp.com)
- Screaming Frog

The screenshot displays the Hemingway Editor interface. At the top, there is a toolbar with options: Bold, Italic, H1, H2, H3, Quote, Bullets, Numbers, and Link. Below the toolbar, the text being analyzed is: "Hemingway App makes your writing bold and clear. Why do cats purr? From an early age many of us are taught that when cats purr, they're telling you they're happy. While purring is thought to be partly voluntary and partly instinctive, research suggests that cats can purr for various reasons, using the soft rumble as a way of communicating and as a form of self-soothing or even healing. This is why cats will often purr when they're injured, or after a stressful event. Kittens are born blind and deaf, remaining so until they are around two weeks old. However, they begin purring after just a few days, primarily to let their mothers know where they are, and to attract their attention at feeding time. This behaviour continues into adulthood and will be familiar to cat owners who are treated to a coercive display of purring come dinner time. But this is just one of several different ways in which the purr is used."

On the right side of the interface, there is a sidebar with the following information:

- Write Edit**
- Hemingway Editor**
- Readability**
- Grade 9**
- Good**
- Words: 166**
- Show More ▾
- 3 adverbs. Aim for 1 or fewer.
- 4 uses of passive voice. Cut to 2 or fewer.
- 1 phrase has a simpler alternative.
- 1 of 9 sentences is hard to read.
- 2 of 9 sentences are very hard to read.

# Be clear and consistent

- Clear layout
- Clear flow of information
- Clear calls to action (CTA)
- Clear error text
- Avoid idioms
- Avoid jargon
- Consistent design patterns
- Consistent language

# Be clear and consistent

## A note on error text

### Avoid:

- Blaming the user
- Being unspecific
- Technical jargon
- Unnecessary info

### Do:

- Explain the problem
- Provide a solution
- Be concise
- Test your message

# Title vs sentence case

The Heart of a Great Trip Is a Great Stay



Experience Iconic Properties Across the Globe



The Heart Of A Great Trip Is A Great Stay



The heart of a great trip is a great stay

Experience iconic properties across the globe

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# Be clear and consistent

**What can you do?**

Check your content:

- Web pages
- Documents
- Social media

# Sensory experiences

- Many noises
- Bright colours
- Extreme colour clashes
- Cluttered design
- Info overload
- Too many things happening

# Digital assets

- Reconsider use of PDFs
- Offer alternative formats
- Consider multimedia
  - Videos – captions / audio description
  - Images – alt text

# Digital assets

## What can you do?

- Audit your assets
- Can you move to web?

# Involve people

- Test with neurodivergent users
- Reflect language

## What can you do?

- Do you have testing opportunities?
- Be an advocate

# Summary

- Reduce complexity
- Be clear and consistent
- Consider sensory experiences
- Check your digital assets
- Involve people

# We made it!

## Any questions?



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