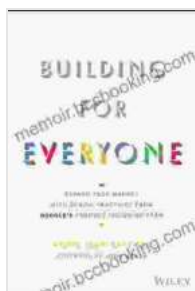


# Expand Your Market With Design Practices From Google Product Inclusion Team

Design has the power to make a significant impact on the success of any product or service. By creating inclusive and accessible designs, businesses can reach a wider audience and increase their potential for growth. The Google Product Inclusion Team is a group of designers, researchers, and engineers who are dedicated to making Google products more inclusive and accessible for everyone. In this article, we will share some of the design practices that the Google Product Inclusion Team has developed to help businesses expand their market reach.



## Building For Everyone: Expand Your Market With Design Practices From Google's Product Inclusion Team

by Annie Jean-Baptiste

★★★★☆ 4.6 out of 5

Language : English  
File size : 4789 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 250 pages  
Lending : Enabled



## The Importance of Inclusive Design

Inclusive design is the practice of creating products and services that are accessible and usable by people with disabilities. This includes people with

visual, auditory, cognitive, and motor impairments. By making your designs inclusive, you can ensure that everyone has an equal opportunity to use and enjoy your products or services.

There are many benefits to inclusive design, including:

\* **Increased market reach:** By making your designs inclusive, you can reach a wider audience, including people with disabilities. This can lead to increased sales and profits. \* **Improved user experience:** Inclusive designs are often more user-friendly for everyone, not just people with disabilities. This can lead to increased satisfaction and loyalty among your customers. \* **Reduced risk of legal liability:** Laws such as the Americans with Disabilities Act (ADA) require businesses to make their products and services accessible to people with disabilities. By creating inclusive designs, you can reduce your risk of legal liability.

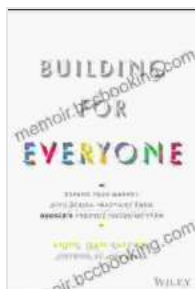
## **Design Practices for Expanding Your Market**

The Google Product Inclusion Team has developed a number of design practices that can help businesses expand their market reach. These practices include:

\* **Use accessible color combinations:** People with color blindness may have difficulty distinguishing between certain colors. By using accessible color combinations, you can ensure that your designs are easy to see and understand for everyone. \* **Provide closed captions and transcripts for audio and video content:** People who are deaf or hard of hearing may not be able to hear audio content. By providing closed captions and transcripts, you can make sure that everyone has access to your content. \* **Use descriptive alt text for images:** People who are blind or visually impaired

may not be able to see images. By providing descriptive alt text, you can provide a text description of the image so that everyone can understand its content. \* **Make your designs keyboard accessible:** People with motor impairments may not be able to use a mouse. By making your designs keyboard accessible, you can ensure that everyone can navigate and interact with your products or services. \* **Test your designs with people with disabilities:** The best way to ensure that your designs are inclusive is to test them with people with disabilities. This will help you identify any potential barriers and make necessary adjustments.

By following the design practices outlined in this article, you can create inclusive and accessible products and services that will reach a wider audience and increase your potential for growth. The Google Product Inclusion Team is committed to helping businesses make their products and services more inclusive for everyone. We encourage you to learn more about our work and to adopt our design practices to help make the world a more inclusive place.



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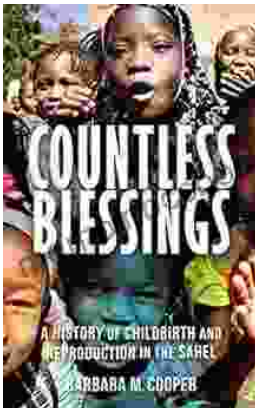
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