

Redefining Research: How the Inclusivity Index™ Empowers Broader Equity

2024 IDEA FORUM
Data Equity x Research Quality

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Today's Presenters



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Key Lime Interactive (KLI) is a **User Experience (UX) research and strategy** agency focused on helping our clients take a **human-first approach** to building better, more **inclusive** brand experiences, products, and services.



KEY LIME INTERACTIVE

YOUR TRUSTED UX Research Partner

- Actionable Insights that Keep Pace
- Inclusive & Equitable UX Research
- Diversity is in Our Roots
- We are Global

keylimeinteractive.com



Key Lime Interactive and the Inclusivity Index™

KLI's 3-part framework to advance inclusion and equity in research



Part 1: Recruit Equitably

Our standardized screener is based on demographic best practices

We screen participants using updated terminology and categories along multiple dimensions, including:

- Gender
- Race & ethnicity
- Use of assistive tech

Part 2: Index Diversity

We compare our participants to the US demographic averages

Our Inclusivity Indexing Tool lets researchers measure and demonstrate participant inclusivity – or absence thereof

Part 3: Show Opportunities

Using these measures, we show clients whose voices need to be invited to the research table

We present clients with evidence-based opportunities to involve people with lived experiences to help direct the product future

Part 1: Recruit Equitably

Demographic Best Practices

KLI uses a consistent, contemporary screener across all custom projects to ensure diverse, inclusive data. This helps us attain a representative sample **where it makes sense**.

This approach fosters equity, **meets participants where they are**, and delivers mathematically indexed inclusive outcomes.



Gender Identity

Please select one or more of the following that best describes your gender identity:

- Male
- Female
- Transgender man/trans man
- Transgender woman/trans woman
- Transgender/gender non-conforming
- Prefer not to answer

Gender identity question from KLI's downloadable screener. These categories come from the UCLA Williams School of Law, 2023 (as opposed to the US Census which is too binary).

Part 2: Index Diversity

Inclusivity Indexing Tool

The Inclusivity Indexing Tool compares participant demographics to national averages using a deviation metric.

The free downloadable tool rates the sample's representativeness in just a few clicks, providing rapid research insights.



Table B - Study Data This table contains the distribution of participants in the KLI study

| Formula based on study sample size | | Enter study data here | | |
|------------------------------------|----|-----------------------|----|-------|
| | 1 | 5.26% | 1 | 0.00% |
| | 2 | 5.26% | 1 | 0.00% |
| | 3 | 5.26% | 1 | 0.00% |
| | 4 | 5.26% | 1 | 0.00% |
| | 5 | 5.26% | 1 | 0.00% |
| | 6 | 5.26% | 1 | 0.00% |
| | 7 | 5.26% | 1 | 0.00% |
| | 8 | 5.26% | 1 | 0.00% |
| | 9 | 5.26% | 1 | 0.00% |
| | 10 | 5.26% | 1 | 0.00% |
| | 11 | 5.26% | 1 | 0.00% |
| | 12 | 5.26% | 1 | 0.00% |
| | 13 | 5.26% | 1 | 0.00% |
| | 14 | 5.26% | 1 | 0.00% |
| | 15 | 5.26% | 1 | 0.00% |
| | 16 | 5.26% | 1 | 0.00% |
| | 17 | 5.26% | 1 | 0.00% |
| | 18 | 5.26% | 1 | 0.00% |
| | 19 | 5.26% | 1 | 0.00% |
| Study total sample size | | 100% | 19 | |

Conditional formatting legend




- Blue 0-4%
- Orange 4-10%
- Green 10%+


Blank Inclusivity Tool. Entering your sample data will yield a deviation from the national average. Note the colors in our downloadable kit are WCAG 2.2 accessible when used against a white background.

Part 3: Demonstrate Opportunities

Stakeholders receive an inclusivity report on diversity gaps

Researchers provide stakeholders with a report on gaps in representativeness, highlighting opportunities to involve people with lived experiences when it makes sense.

| DEI Dimension | Rating | Opportunities |
|-----------------------------------|--|---|
| Race/Ethnicity |  Progressively Indexed | <p>Include Black & Hispanic users' perspectives</p> <p>Four of the 7 participants (57%) said they are Asian and 3 (43%) said they are White. This diversity is progressive compared to the US population of high-tech employees, wherein about 20% are Asian and 62% are White. This dimension illustrates an opportunity to reach out to more Black, Hispanic, and otherwise racially/ethnically underrepresented populations for the purpose of better understanding their experience with OpenSearch.</p> |
| Gender |  Under-Indexed | <p>Include female/non-binary users' perspectives</p> <p>Approximately 25% of the world's tech employees are women. Of the 7 participants, 1 was a woman, which equates to ~14.3% of the sample. This presents an opportunity for OpenSearch to understand the experience of more women members of the OS user community.</p> |
| Assistive Technology Users |  Not Applicable | <p>Design for all</p> <p>None of the 7 participants in this study currently rely upon assistive technology in their everyday life. While it's unknown how many employees in the global tech workforce use assistive technology to do their jobs, up to 2.5 billion people require such assistance at some point in their lives. For this reason, Key Lime Interactive recommends that product teams take assistive technology into account and design for accessibility.</p> |

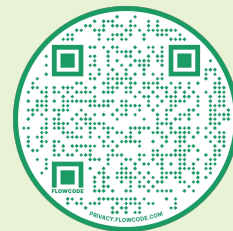
 **Sample deliverable slide demonstrates opportunities to involve more diverse research participants**

Get started today!

Next steps

1. Download the free Inclusivity Index™ and implement DEIA-focused screener questions founded upon **demographic best practices**
2. Insert variables into Inclusivity Indexing Tool to determine sample inclusiveness **where it makes sense**
3. Provide clients with data-driven insights into research equity and opportunities to **include people with diverse lived experiences**

Now that we've recapped, let's take questions!



Scan me!

The Inclusivity Index™ is a **3-point rating index** intended to highlight areas of under-representation for traditionally marginalized groups in society through the participant recruitment process.

