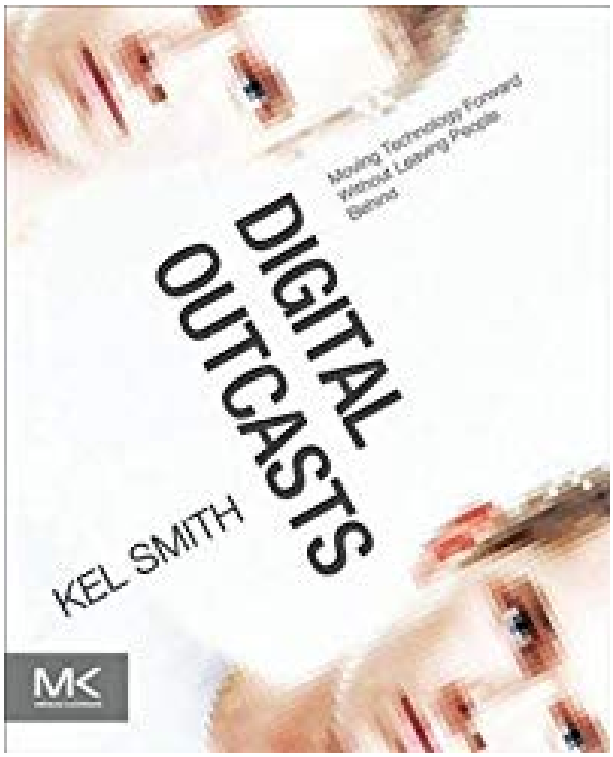
Digital Outcasts: Moving Technology Forward Without Leaving People Behind



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The blind person who tries to make an online purchase.

The young girl who cannot speak due to a cognitive disability. The man confined to his home due to permanent injury. The single mother with a long-term illness who struggles to feed her family. With one in seven people worldwide currently living with a disability, the term outcast covers numerous scenarios. Digital outcasts rely on technology for everyday services that many people take for granted. However, poorly designed products risk alienating this important (and growing) population. Through a grass roots approach to innovation, digital outcasts are gradually taking action to transform their lives and communities. This emerging trend provides exciting learning opportunities for all of us. Citing real-world case studies from healthcare to social science, this book examines the emerging legal and cultural impact of inclusive design. Gain a better understanding of how people with disabilities use technology Discover pitfalls and approaches to help you stay current in your UX practices Anticipate a future in which ambient benefit can be achieved for people of all abilities and backgrounds