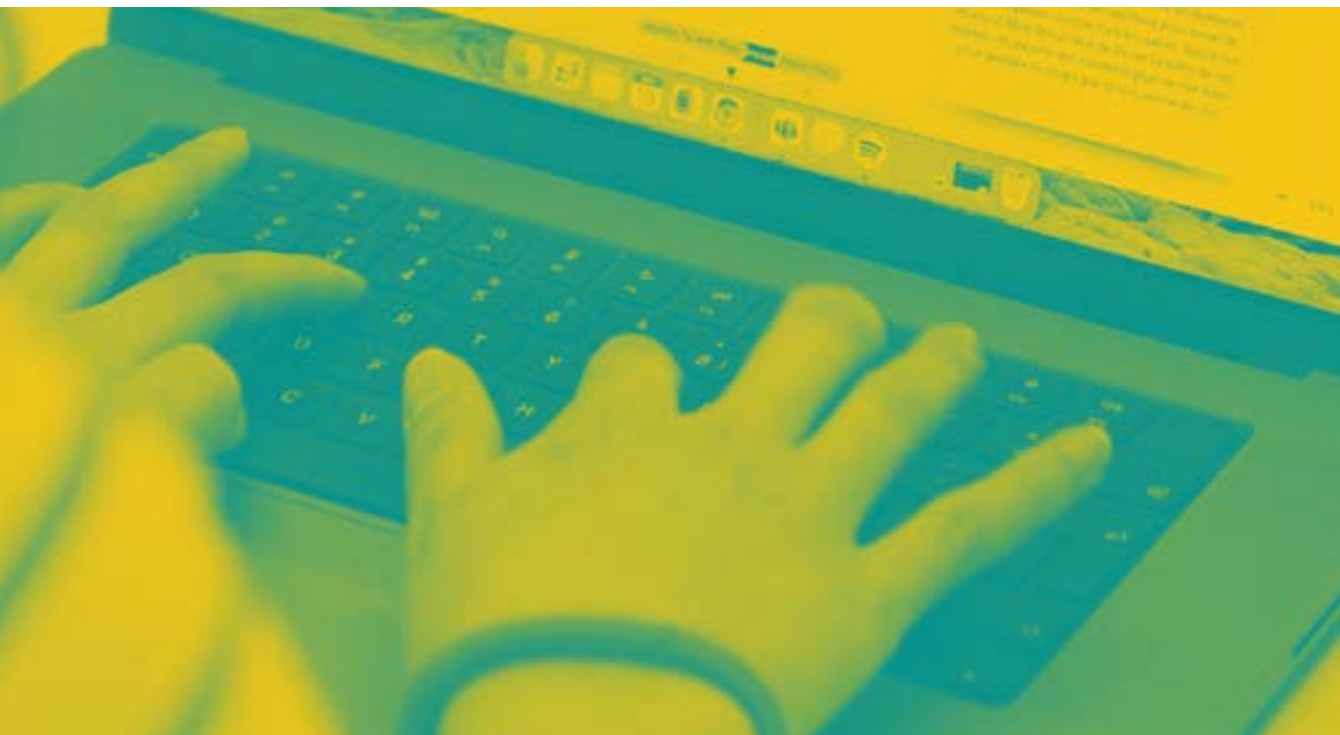


Bureau  
du design

# In Perspectives

An actionable approach to  
value underrecognized  
perspectives in design through  
intentional conversation





**MONTREAL**  
CITY  
OF DESIGN

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Purpose



# Purpose

Three main objectives have been established for this resource:

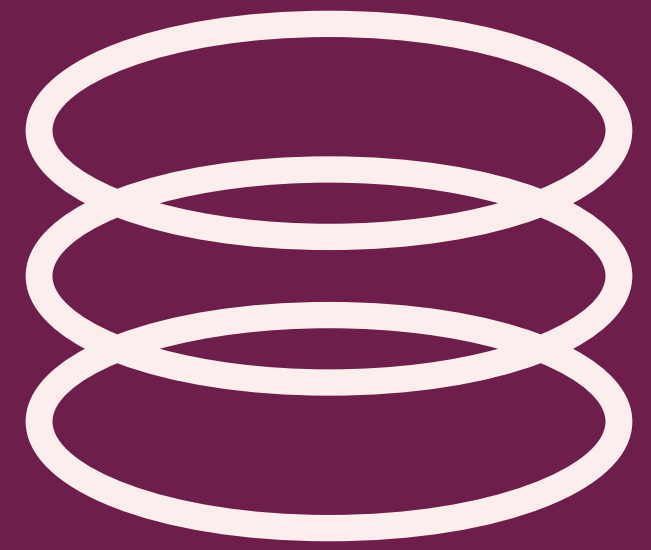
1. Identify gaps in inclusivity within the industry and its practices.
2. Come up with opportunities, recommendations and solutions to address these gaps.
3. Empower design professionals to apply recommended practices for an inclusive design industry.

In the pursuit of the City of Montréal's initiatives on equity, diversity and inclusion in economic sectors, including design, the purpose of this resource is to address a significant gap in the Montréal design community, i.e. a cultural lag and lack of representation, and to find ways to be more accessible, inclusive, present and inviting for Black, Indigenous and other unrecognized talents of colour. In turn, this will help create truly inclusive living and working environments, encouraging the industry to better reflect the people and culture of the city.

Target audiences include staff overseeing design projects, along with design professionals and stakeholders, managers, promoters and other Montrealers of all backgrounds and disciplines involved in decision-making processes that impact quality of life in the city.

The intention is to promote an inclusive design industry by proposing an approach to design that respects diverse communities and embraces inclusive practices for those who wish to design for and with communities of focus to which they do not belong.

Intensified efforts within the [Vision Quality - Equity, Diversity, and Inclusion toolkit](#) are meant to positively impact the ability to innovate, create, and improve the overall quality of design in Montréal, and to maintain the city's commitment as a UNESCO City of Design to build on its strengths for the purpose of enhancing quality of life for its residents.



# About

Six Cinquième & Never Was Average

“Bring more people to the conversation, to become more humble in our approach.”

— Design professional



# About

When Six Cinquième first heard of the call for proposals to enrich the Bureau du design's Quality Toolkit, we saw an amazing opportunity to contribute to shaping a more inclusive future for fellow racialized designers, as well as the industry as a whole. Our first instinct was to call on our friends and collaborators at Never Was Average to combine the practices, approaches and mindsets cultivated over the years through our work to create a resource that would enrich design practices and the communities they serve.

With Six Cinquième's experience operating in the design industry and Never Was Average's experience fostering inclusivity through culture and conversations, we were in a prominent and privileged position to foster an understanding of the realities of unrecognized designers and communities within the social environment.

As Black women and men founders who established our own companies due to a lack of diversity and inclusion, we are often seen as outsiders and underdogs in homogenous, creative industries. However, our experiences have taught us the importance of approaching design with an open lens, enriching our work by including as many perspectives as possible.

Born and raised in different parts of Greater Montréal—Montréal North, Villeray, NDG and Laval—and informed by our collective Francophone, Anglophone, Jamaican and Haitian backgrounds, our work within Montréal's cultural communities has provided us with an external perspective that will benefit the Bureau du design and the City of Montréal in its efforts toward diversity, equity, and inclusion.



Harry Julmice (NWA), Joanna Chevalier (NWA),  
Ashley Phillips (SC), Miro Laflaga (SC)



# About

While we are seen as experts, **inclusive design humbles us to become curious learners, observers and facilitators of intentional communication and connection.** We believe that our role is not to impose our own answers and solutions, but to discover and pull from the answers and solutions that already exist within communities.

No one grasps the nuanced needs and human experiences of a community better than the community itself.

Inclusive design ensures this knowledge is recognized, valued and applied wisely to benefit others. **This practice has allowed us to enter new spaces, be challenged, progress in our careers and create new possibilities for the communities to which we belong.**





“We are not the voiceless  
looking for a voice.  
We are the voices looking  
for a microphone.”

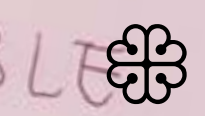
— Sayre Quevedo, Artist and Journalist

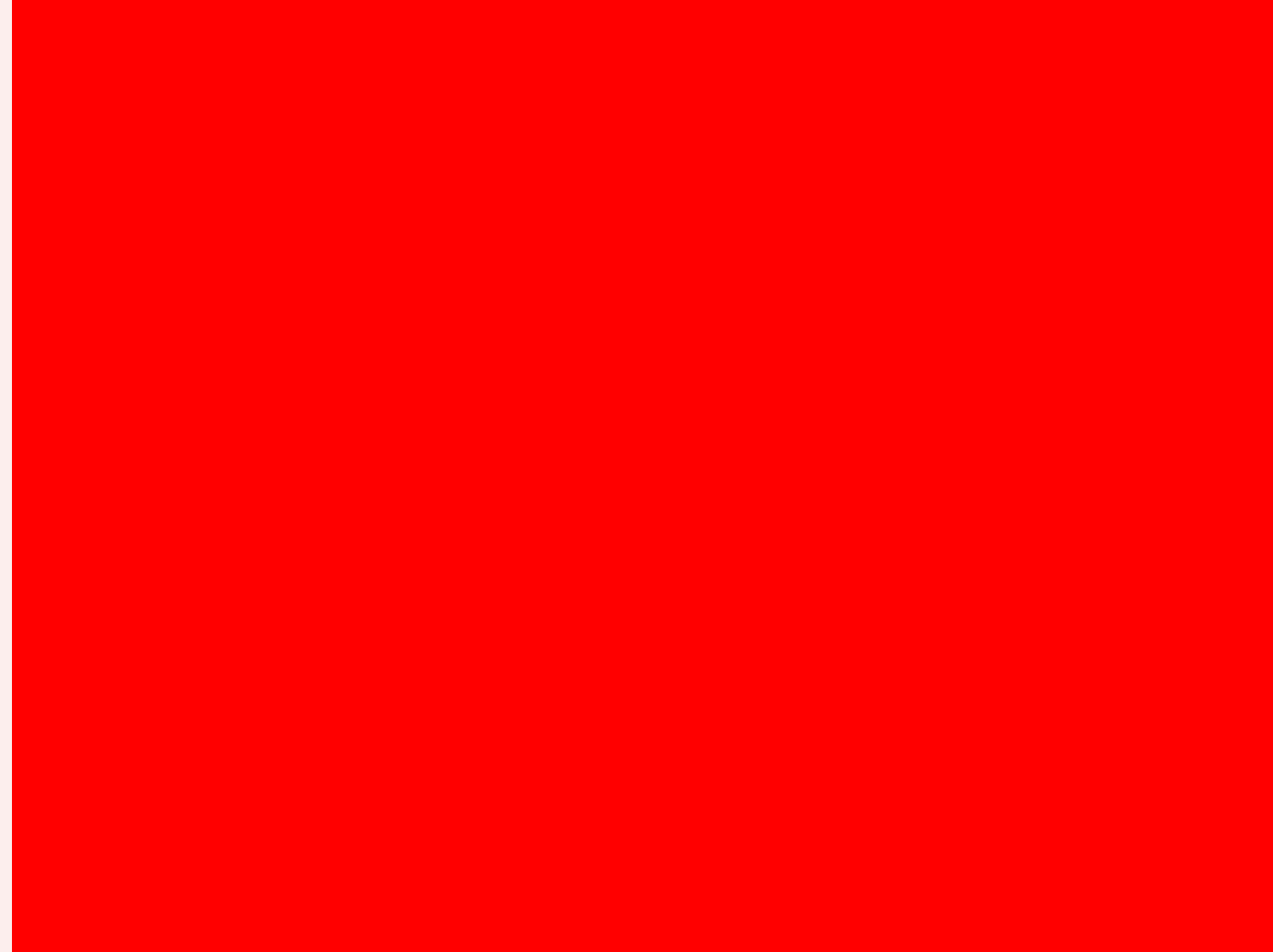


Sensibilisation

INSPIRATION  
CHANGEMENT /  
SHIFT

contribute  
ce  
ARE





# What Needs to be Addressed



# What needs to be addressed?

Observations from workshops and conversations with underrecognized community members and design professionals point to three main issues:

1. The design industry struggles to become more accessible, inclusive and inviting for Black, Indigenous, and other talents of color.

How might the design industry become more equitable, diverse and inclusive?

2. A lack of inclusivity and understanding of underrecognized communities creates design solutions that may not answer the needs and expectations of these communities.

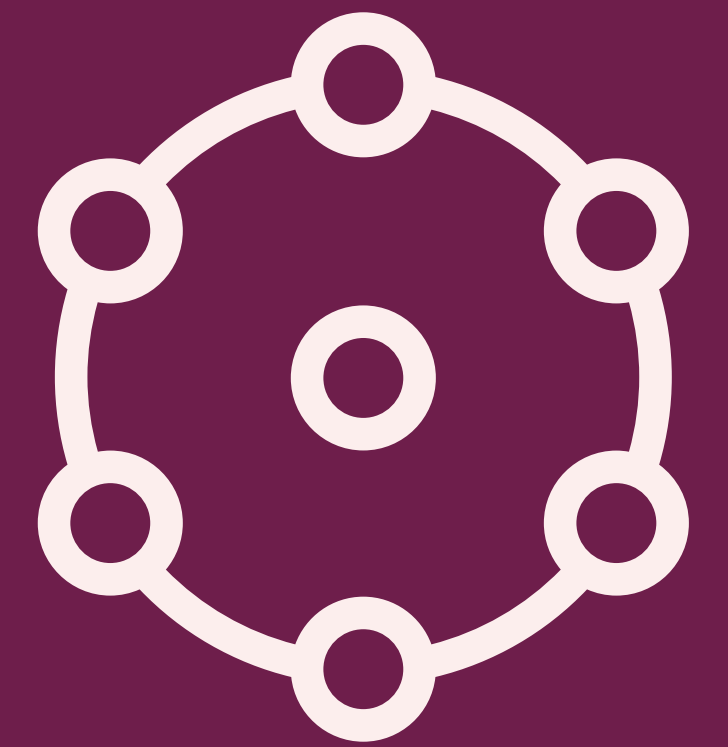
How might design professionals better understand and better reflect the needs of underrecognized communities?

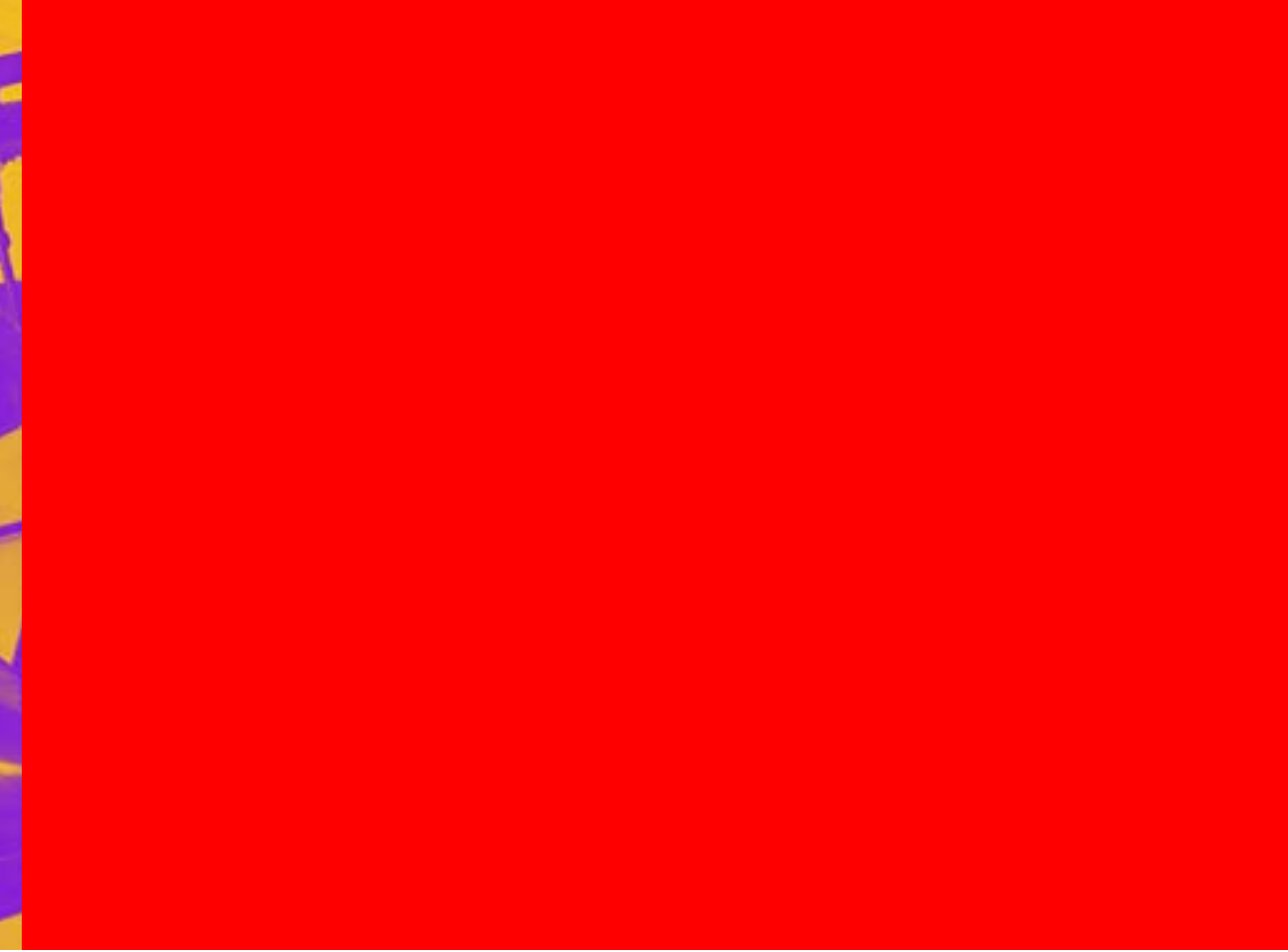
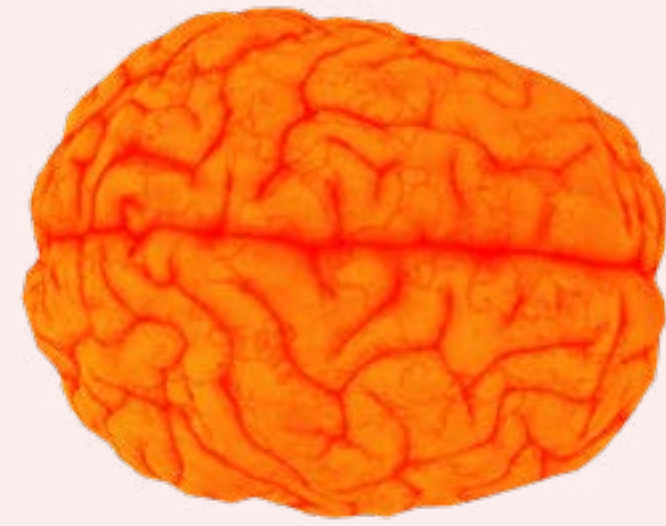
3. Many underrecognized communities are unaware of careers and professional potential in design, or its impact on their environment.

How might design professionals authentically connect with diverse communities, ensuring they are included in and aware of the design industry and process?

“Diverse perspectives enrich design projects by accurately representing the full spectrum of the human experience.”

— Design professional





# The Approach

Steps and mindsets for more inclusive design



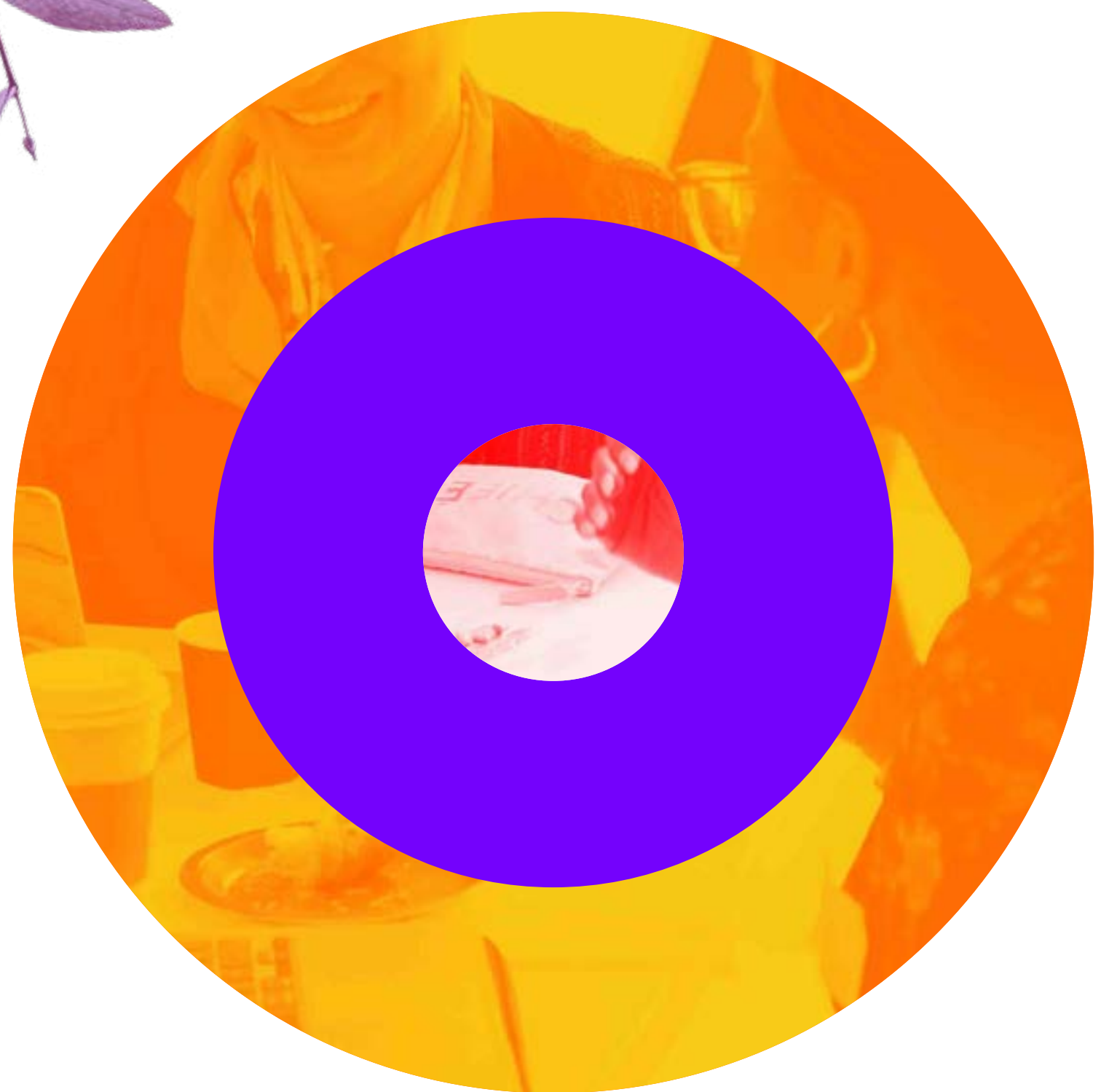
# Including BIPOC communities in co-design solutions

Empower designers to understand who they're designing for and how they relate.

- Welcome BIPOC people and cultural nuances.
- Redefine design excellence towards greater range.
- Leverage design expertise while relying on humility and curiosity to broaden perspectives and enrich the design process.

Create inclusive spaces where underrecognized communities can engage with design.

- Offer greater visibility to the design profession to a diverse public.
- Offer inclusive opportunities to get exposed to design; share insights, and explore its impact.



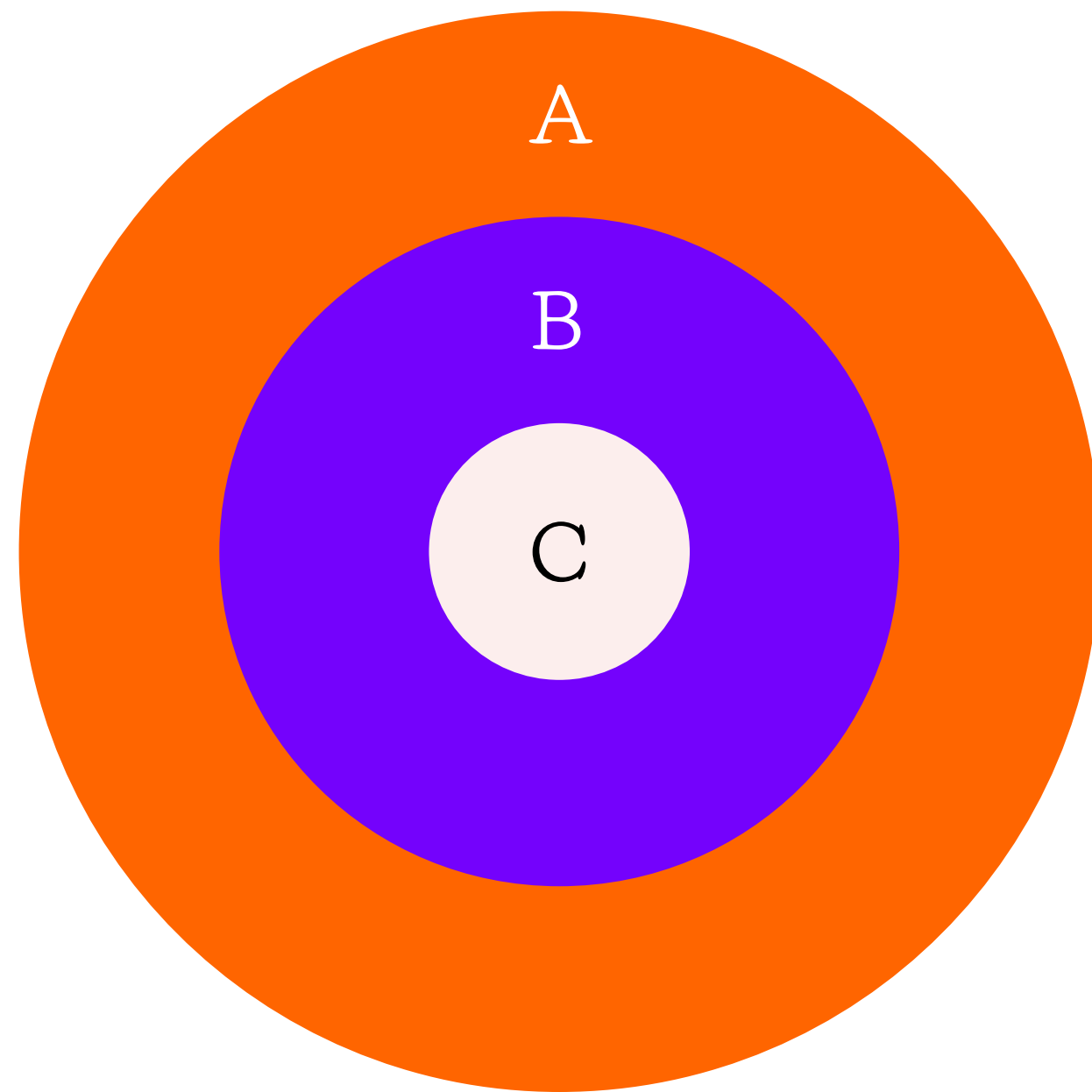
Introducing

# In Perspectives

An actionable approach to value underrecognized perspectives through intentional conversation.



# In Perspectives



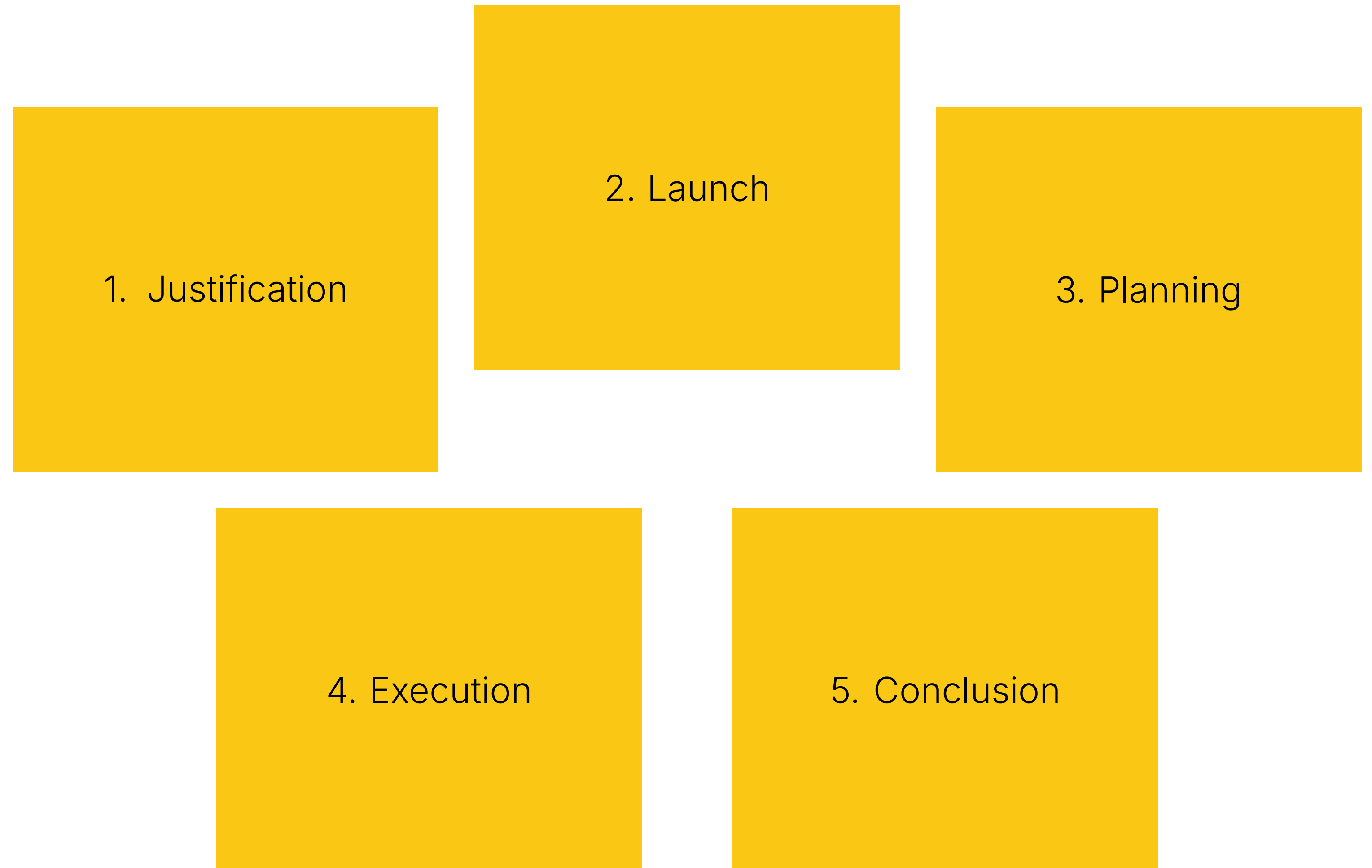
In Perspectives is a simple but effective method that can be integrated into any design process across all fields, based on existing proven practices.

- May be integrated to all forms of standard design
- Gathers collective intelligence to challenge assumptions and enrich design hypotheses
- Intended to let all participants feel comfortable speaking up and neutralizing as many blind spots as possible



# A project process could look like this...

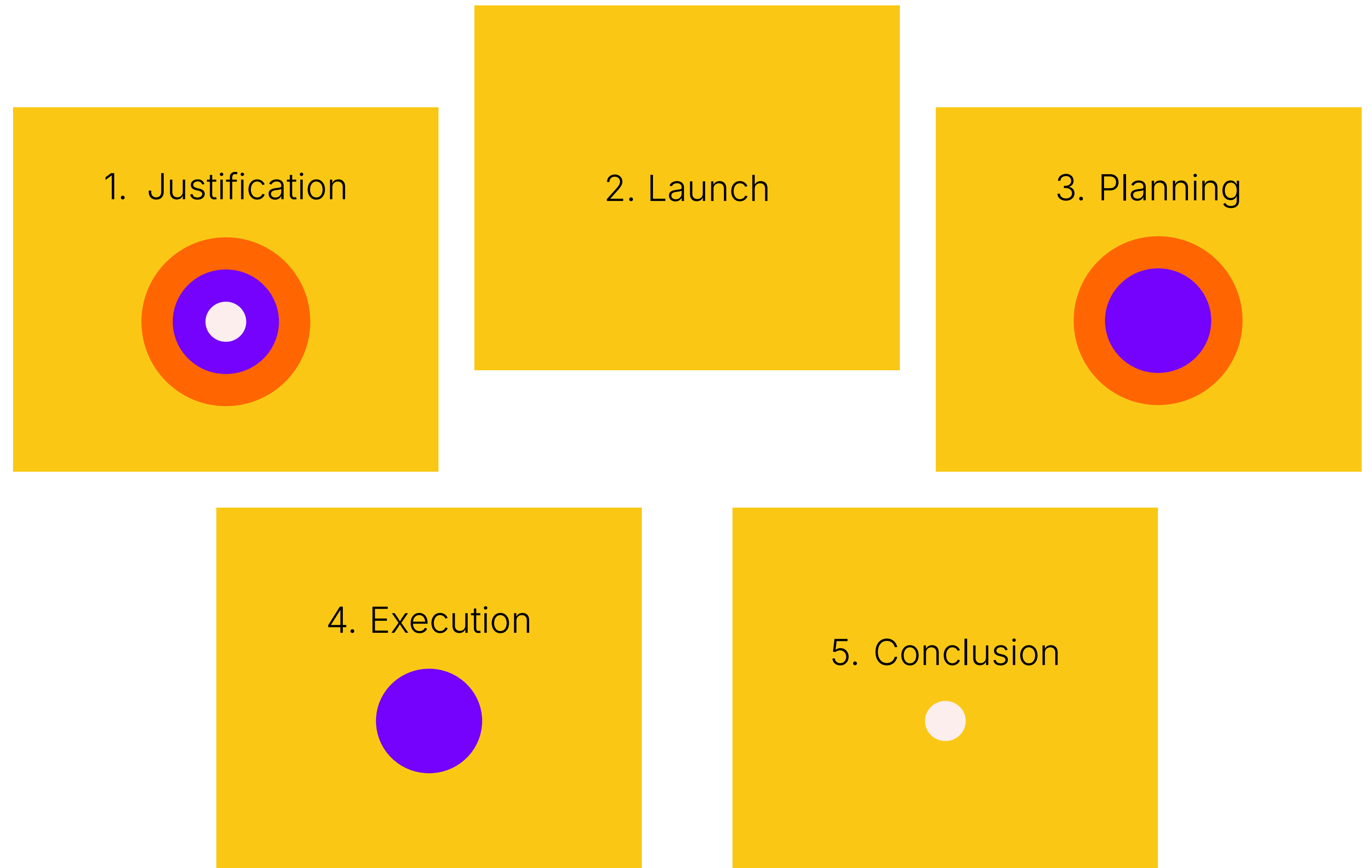
There are as many processes as there are creative groups. The process used as an example on this page presents the standardized project management stages of the [City of Montreal](#). The In Perspectives approach is designed to fit and enrich all types of processes.



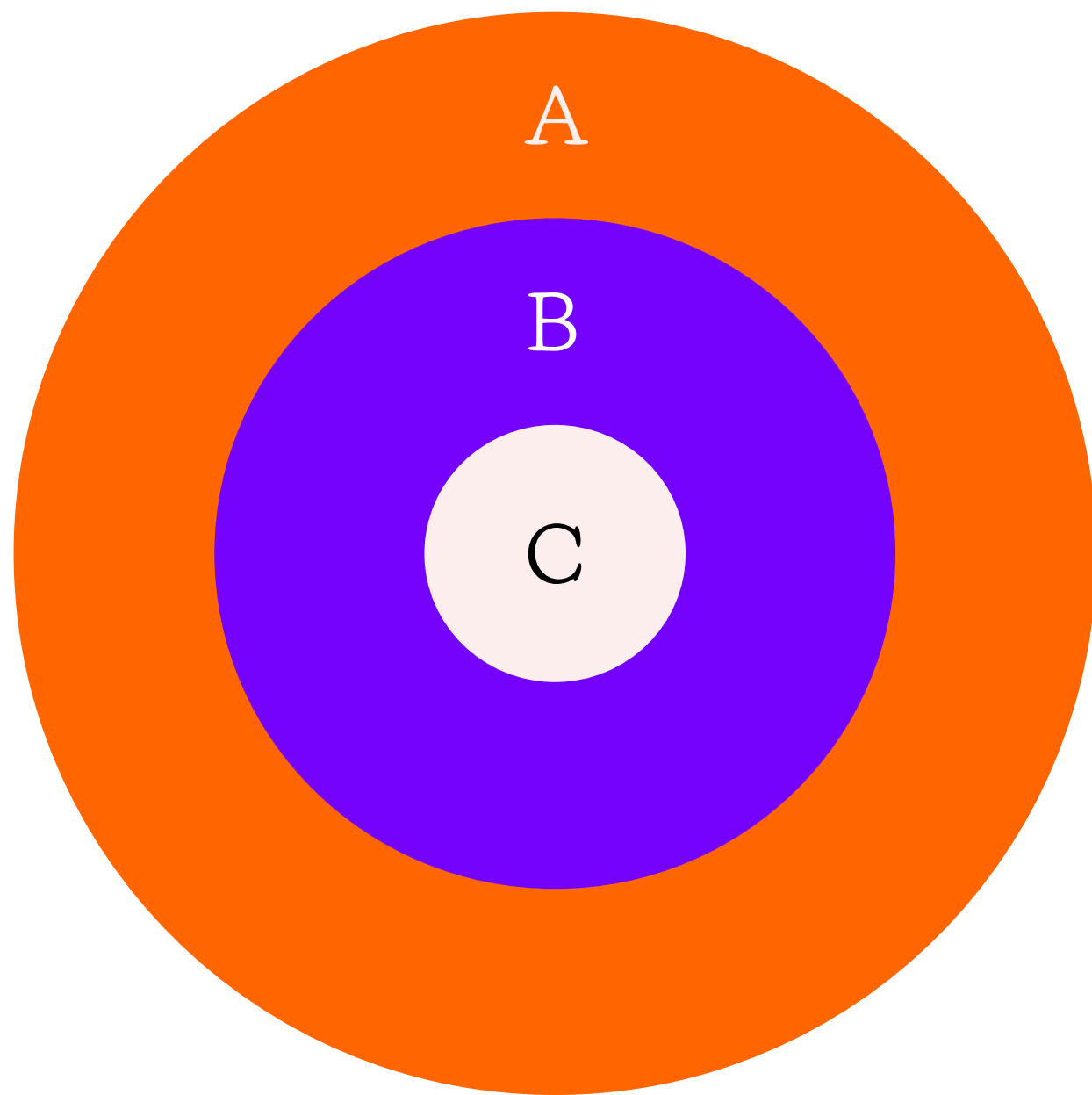
# An approach In Perspectives can look like this...

The method fits in any process  
and is meant to be iterative, to  
continually learn and validate ideas.

At least three touch-points should be planned with  
external collaborators and communities to fully  
understand all perspectives.



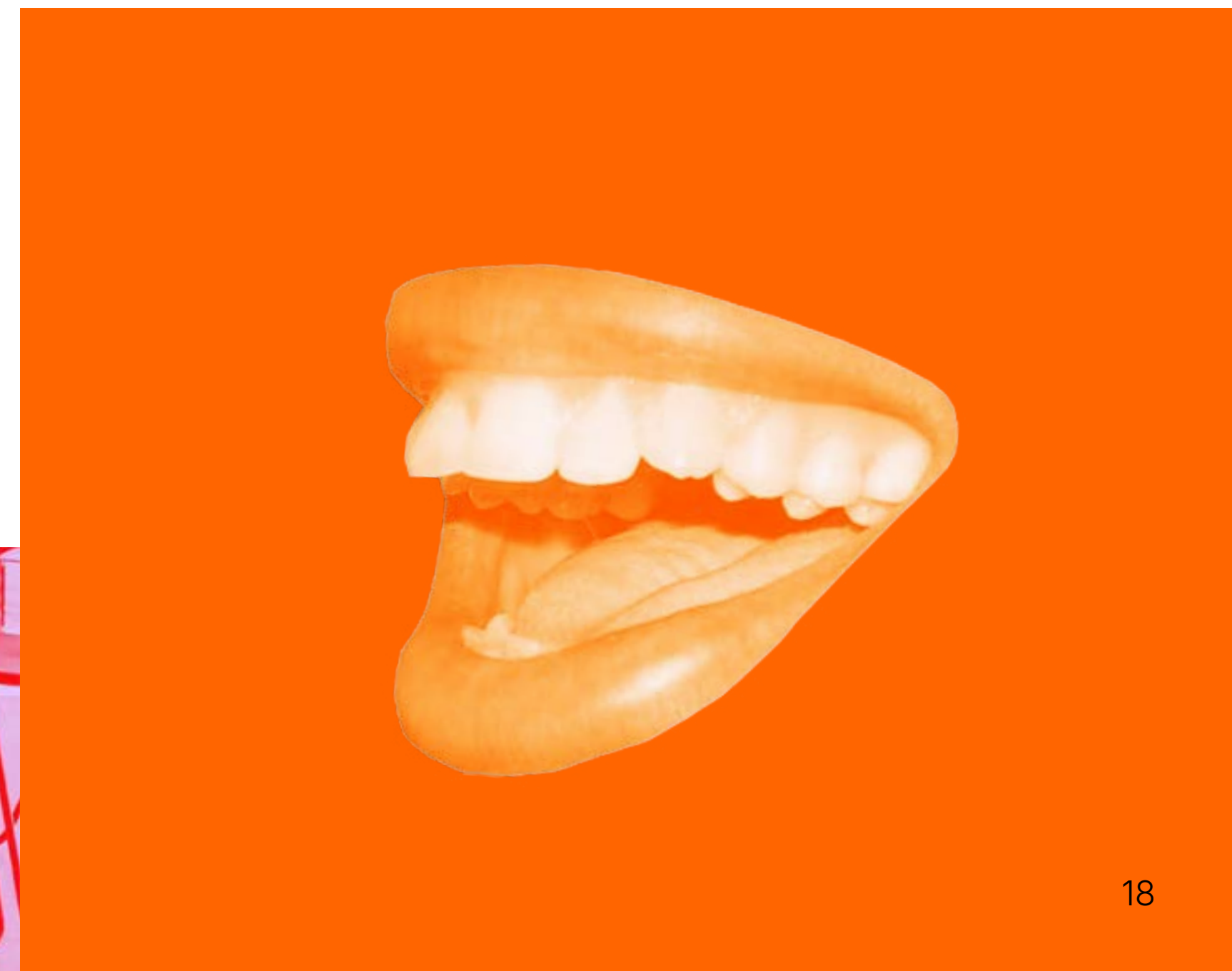
# Approach



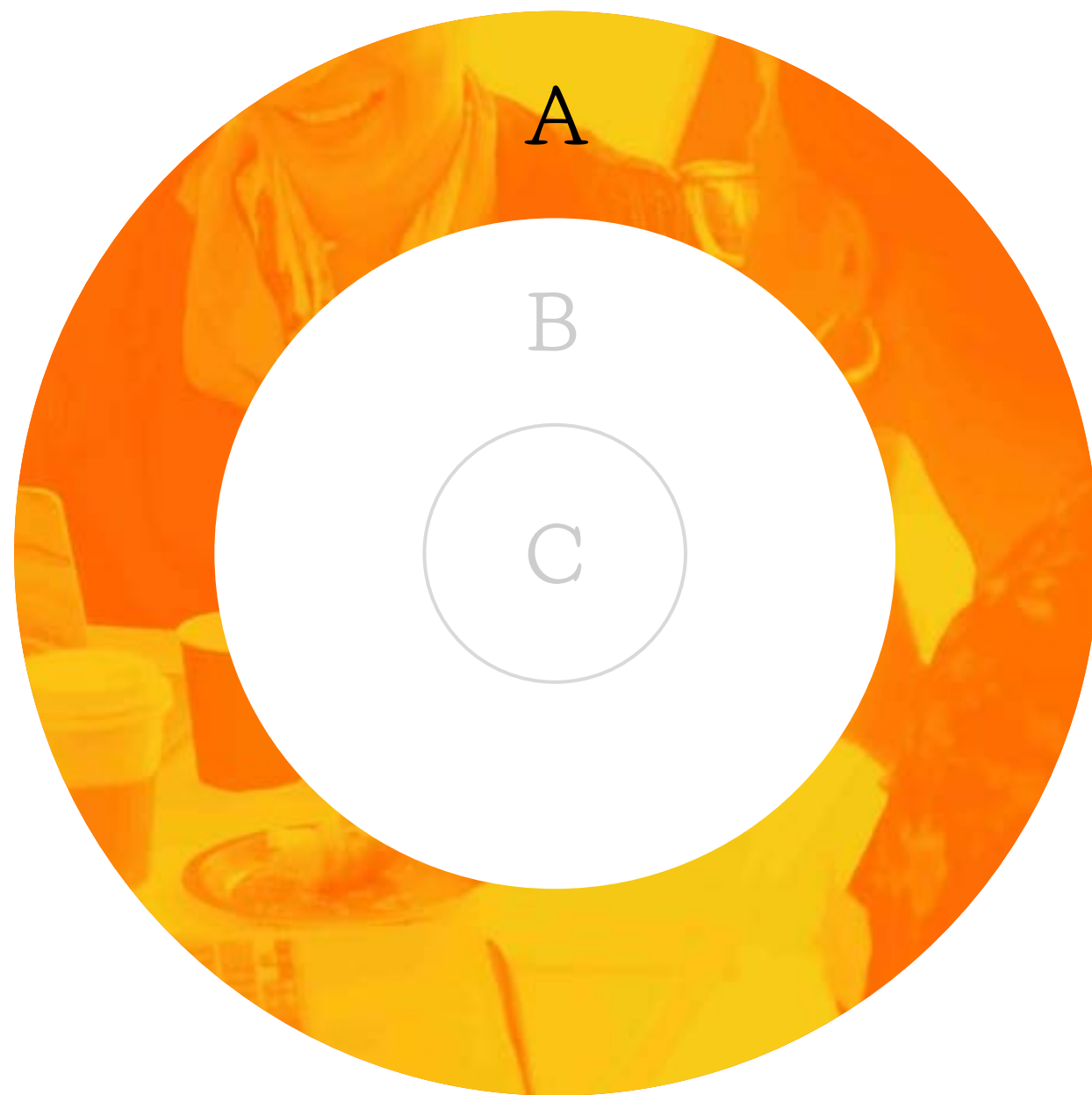
**A. External collaborators:** Gathering diverse perspectives throughout a design project is key to reducing biases and ensuring inclusivity. This includes selecting the right mix of external collaborators and creating a supportive environment with a neutral facilitator to maximize insights.

**B. Intention with humility:** Taking a moment to establish and discuss the project's intention with empathy. Gathering everyone's perspectives on visions, approaches, blind spots, sensitivities, and definitions of success for an aligned and attentive start.

**C. Intentional conversations:** Fostering enriching insights by diversifying input and cross-validating data throughout the project.



# A. External Collaborators



Consider the following to gather various voices with the right contributors.

1. To help enrich the quality of BIPOC representation around the table, validate if your collaborators include individuals from various racial and ethnic backgrounds, geographic regions, socioeconomic statuses, genders, ages, cultural contexts, and professional backgrounds.
2. Refer to local community group leaders to identify external collaborators and facilitate introductions that will mobilize them and set clear expectations.
3. Select a neutral facilitator, whether external or internal. Creating an environment where collaborators feel comfortable sharing helps maximize the value of the outside-in approach.

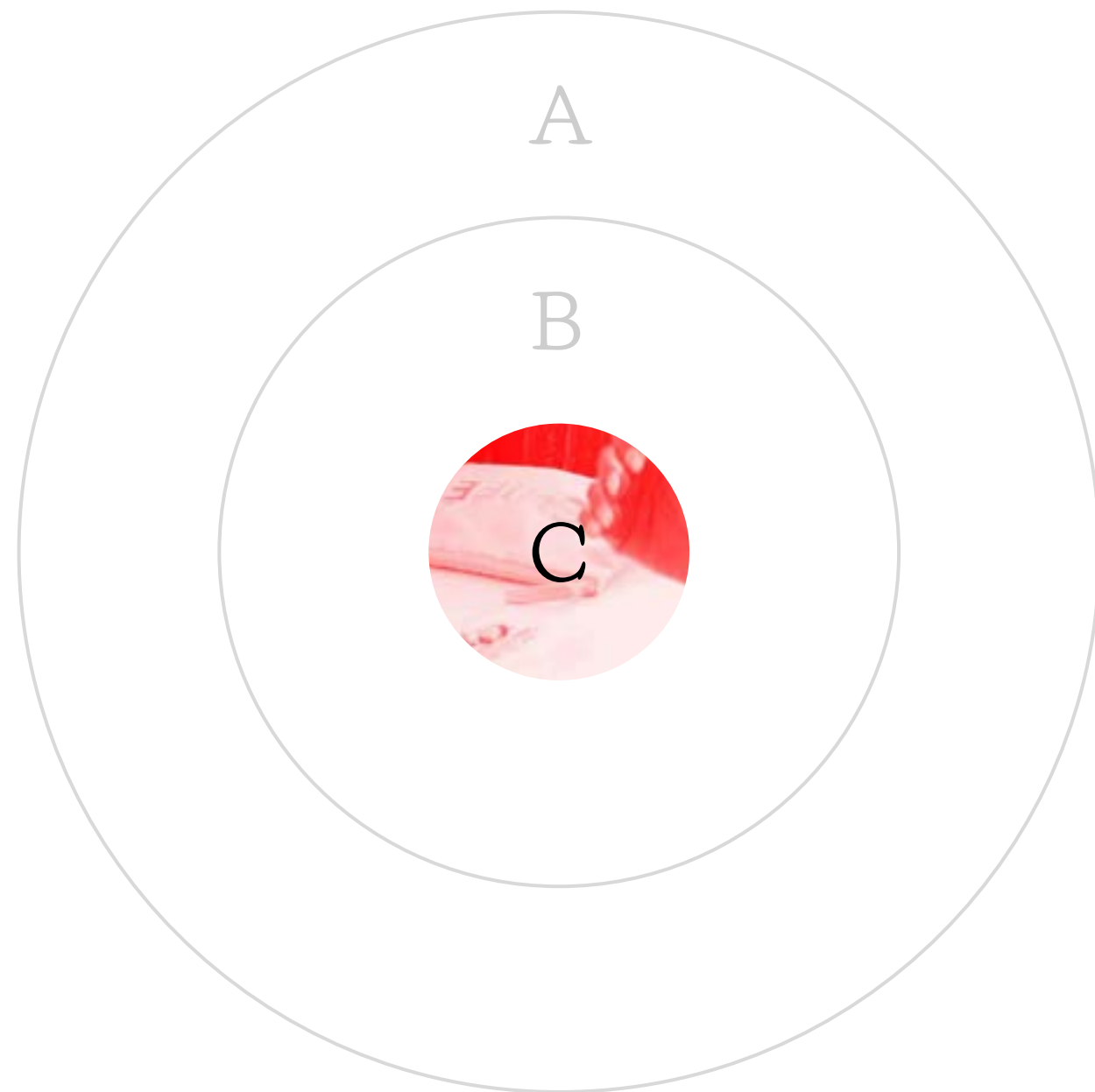
## B. Intention with Humility



Use questions to help establish how you and the external collaborator will contribute; share a full array of perspectives and lived experiences.

- What's my intention with this mandate towards people and their environment?
- What's the current state, how would I describe it?
- How would others describe it from their perspectives?
- What are the wildest possibilities?
- What are other wild possibilities from other perspectives?
- What are realistic possibilities?
- What are other realistic possibilities from other perspectives?

# C. Intentional Conversations



Consider the following to navigate and establish inclusive, intentional conversation spaces

The power of conversation should be used to bring leaders, professionals, designers and individuals from different communities together to explore new perspectives and ideas through lived experiences and social imagination.

These conversations are different from workshops, work sessions, brainstorming sessions, public consultations, concertations and similar participatory activities. They may be part of these activities, but should not be disguised as such.

Conversations should aim to provide a non-judgmental space for underrecognized and historically marginalized communities to express their desires, interests, needs, and barriers, while also facilitating reflection, listening, sharing, exchanging, connecting, and learning.

We also suggest that each conversation for a group of 12-15 participants last no longer than two hours throughout your chosen participatory activity.

Remember, building trust is essential, so we ask you to approach these conversations with care, transparency and curiosity.



# C. Intentional Conversations

Steps for navigating and establishing intentional conversation spaces:

1. Build your knowledge: research + discovery
2. Curate for inclusivity
3. Set the intention of the conversation
4. Facilitate dialogue with care
5. Post-Conversation: shift mindsets through diverse perspectives

## Build your knowledge: research + discovery

- Have a critical reflection on your own experiences with regard to the topic.
- Identify preconceived notions or ideas.
- Include intersecting identities within targeted communities.
- Examine work of historically marginalized people or organizations on the topic.



# C. Intentional Conversations

## Curate for inclusivity

Steps for navigating and establishing intentional conversation spaces:

1. Build your knowledge: research + discovery
2. Curate for inclusivity
3. Set the intention of the conversation
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5. Post-Conversation: shift mindsets through diverse perspectives

- Plan an experience that empowers participants to choose whether they want to share their perspective through various forms of expression and communication such as open dialogue, writing or drawing.
- Create a series of conversation spaces so that participants don't feel overwhelmed or rushed.
- Create open-ended questions that do not imply a right or wrong answer, allowing participants to respond in English or French.
- Develop strategies to prevent and address microaggressions.
- Invite participants based on their experiences rather than their education or competencies.
- Select a diverse group representing various cultural, social, identity, and belief backgrounds.





# C. Intentional Conversations

Steps for navigating and establishing intentional conversation spaces:

1. Build your knowledge: research + discovery
2. Curate for inclusivity
3. Set the intention of the conversation
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5. Post-Conversation: shift mindsets through diverse perspectives

## Set the intention of the conversation

- Acknowledge social, historical, and identity contexts, power dynamics, and privileges.
- Introduce facilitators, topics, and the agenda.
- Establish conditions for inclusive dialogue.
- Describe how data will be collected and used.



# C. Intentional Conversations

## Facilitate dialogue with care

Steps for navigating and establishing intentional conversation spaces:

1. Build your knowledge: research + discovery
2. Curate for inclusivity
3. Set the intention of the conversation
4. Facilitate dialogue with care
5. Post-Conversation: shift mindsets through diverse perspectives

- Facilitate sharing experiences with a trauma-informed approach.
- Establish terms and definitions to create common ground and understanding.
- Simplify language by avoiding jargon or terminology that might exclude certain groups.
- Center conversation on people's own perspectives and lived experiences by using statements that start with "I".
- Acknowledge cultural, social, identity and religious differences without having them turn into barriers.
- Foster a non-judgmental environment to ensure that all voices are heard, respected, and valued.
- Recognize that building relationships is more important than solving a problem.



# C. Intentional Conversations

Steps for navigating and establishing intentional conversation spaces:

1. Build your knowledge: research + discovery
2. Curate for inclusivity
3. Set the intention of the conversation
4. Facilitate dialogue with care
5. Post-Conversation: shift mindsets through diverse perspectives

Post-Conversation: shift mindsets through diverse perspectives

- Reflect on what's been learned.
- Identify previous beliefs to embrace new perspectives.
- Activate newfound knowledge.
- Share newfound knowledge among colleagues and the industry.

# Learner's Mindset

A non-exhaustive list of questions you can use to guide your conversations throughout a project

To help set the stage for productive conversations, this set of questions can assist in exploring and addressing various blind spots and insights, whether they are sensitive or anecdotal.

## Inseminate

- What is needed for the ideas to come to life, to thrive, to survive?
- What is needed for the ideas to come to life, to thrive, to survive, from other perspectives?
- How will these ideas bring joy, pain, and benefit to the earth and people?
- How will these ideas bring joy, pain, and benefit to the earth and people, from other perspectives?

## Incubate

- How will the process unfold and should it consider a specific chronological order?
- How will the process unfold and should it consider a specific chronological order, from other perspectives?

# Learner's Mindset

## Induce

- Do we have all the resources to make the ideas possible? What are levers and blockers to consider?
- Do we have all the resources to make the ideas possible? What are levers and blockers to consider, from other perspectives?

## Enjoy

- What did we achieve, what are the great results and process results?
- What did we achieve, what are the great results and process results, from other perspectives?

## Integrate

- What did I learn?
- What did others learn?
- How can the learnings influence the future?
- How can the learnings influence the future, from other perspectives?



# Success Checklist

## ✓ External voices

- Have you surrounded yourself with a variety of minds from BIPOC communities?
- Have you considered specialized groups to gather a variety of voices?

## ✓ Intention

- Have you shared an intention (direction, motivation, mindset of your approach) vs. an objective (specific, measurable outcome to achieve)?
- Have you crossed perspectives with all participants?

## ✓ Intentional conversations

- Who's facilitating the conversation?
- Which approach will be used to guide the conversations?
- Do you have at least 3 conversations set throughout the process?
- Have you documented the process through note taking and physical and/or digital record keeping?
- How are you following up?
- Have you thought of ways to share your learnings?





# Why it works

- Cross-perspectives
- Empathic and learners stance
- Access to non-relatable and valuable data
- Counseling groups as expert-extension (not deciders)
- Expansion of the array of findings and solutions
- Effective, simple, methodical, flexible
- Increased visibility, awareness
- Human/nature-centric research methodology



“Inclusion makes ignored or neglected groups more safe and supported by our work.”

— Design professional



“Design should draw from nature by being adaptable, alive, and valuing diversity as a source of richness and resilience.”

— Design professional







# Shifting Mindsets

Video series exploring the perspectives and conversations that inspired the resource



# What if design were viewed from a different perspective?

This 4-part video series explores the experiences of design professionals who challenge traditional industry frameworks in favor of inclusivity.

By sharing their nuanced perspectives, they reveal how listening to diverse voices can help overcome biases and shift mindsets.

The series invites viewers to reflect on these insights and consider how they can integrate them into their own design processes.



# Causes and effects of universal design

With Kevin Yuen Kit Lo

Graphic designer, educator, and community organizer  
Founder and creative director of design studio LOKI.

Kevin shares his disruptive approach to design, reframing it to become more adaptive and socially engaged, and decentering it from its Western references to become more inclusive. Through his work on a police profiling project, Kevin demonstrates how design can be used as a tool for protest and intervention.



# Inclusivity through conversation

With Joman Baku

Multidisciplinary designer in clothing, product, graphic and architectural design and student of architecture.

Joman illustrates the importance of aligning with one's values in one's practice, highlighting the transformative power of design to communicate with people and meet their needs. Through one of his projects, he demonstrates how looking for the subconscious and intentionality in conversation can foster inclusivity.



# Facilitating co-creation with communities

With Maira Gonzalez

Bachelor's Degree in industrial design and a Master's in environmental design. Designer and project manager, in social design and community planning.

•  
Maira shares how she uses design as a tool to facilitate social change in her work with marginalized communities from Colombia to Quebec. She demonstrates how her methodologies allow communities to lead with their knowledge, needs and experience to fight colonization.





# Building relationships with communities you don't belong to

With Farah Khan

Founder, principal and Creative Director at collaborative graphic design studio House9.

Farah shares her creative process when working for communities as an outlier. She discusses her collaborative approach and her work with Indigenous communities, aimed at uncovering new design possibilities to best serve their needs.





“By instilling humanity, lived experience, bringing histories together; Design carries a legacy.”

— Community member



# Methodology and Outcomes

Process, key learnings, perspectives & experiences





# Methodology

The research project primarily utilizes qualitative data collection methods, including semi-structured conversations, workshops, and video interviews.

Over a two-day period, both design professionals and non-designers were invited to engage in these activities to explore their relationship with design, its significance to them, and the factors that influenced their career choices.

The key themes addressed revolve around these discussions, and the findings, as well as the resulting resource, are based on their input.

## Research Sources

- **Workshops & Conversations**  
Community members and Professionals
- **Research**  
Online sources, reports and reference books
- **Expert Interviews**  
Design, sustainability and psychology experts



# Key strategic planning steps

What needs to be addressed?

Define core issues.

1

What are the perspectives?

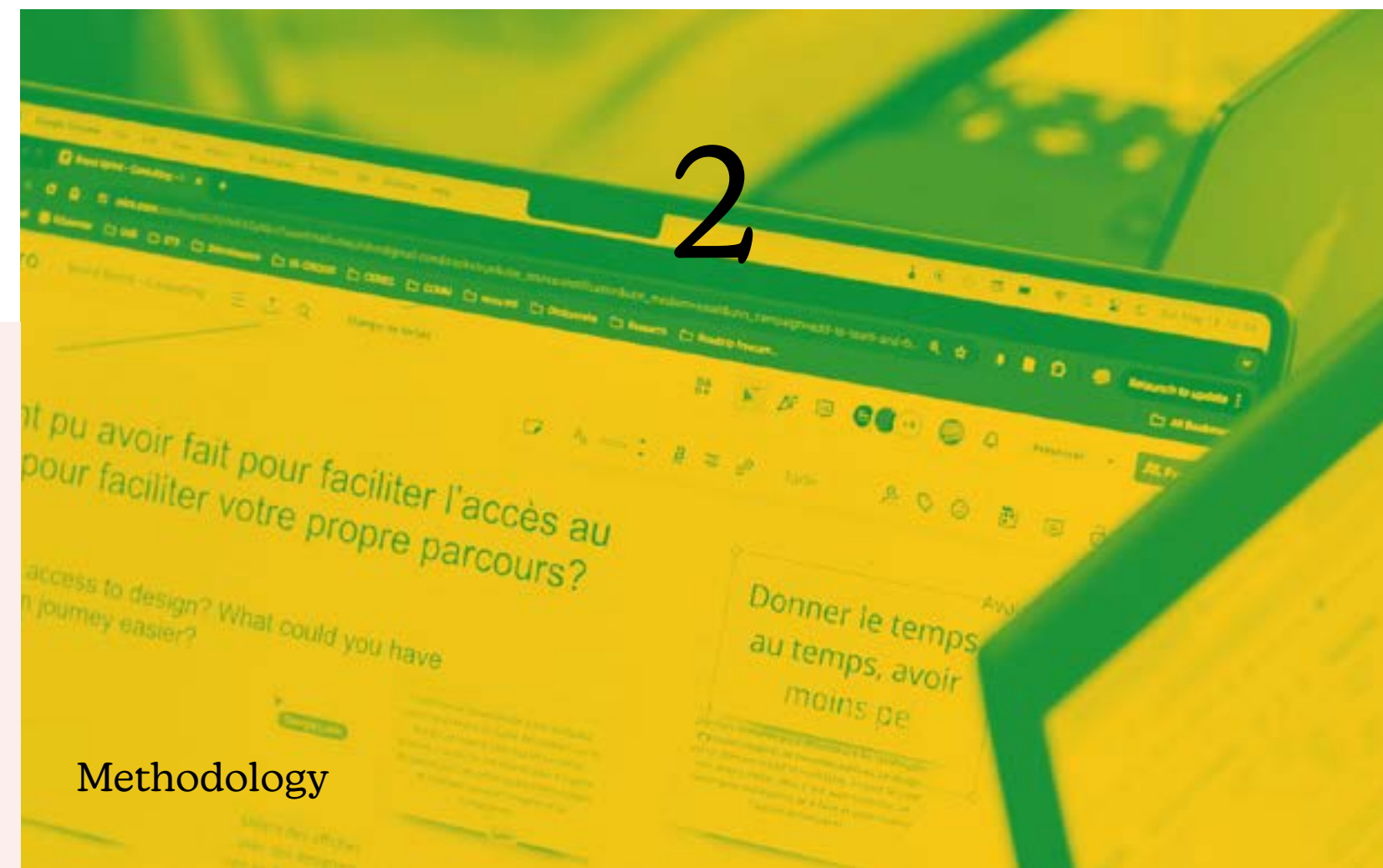
Identify the most valuable "hard truths" in terms of **people**, **context** and **offer**.

2

What opportunities emerge?

Assess and select valuable, recurring tension points to develop actionable solutions.

3



# 1. What needs to be addressed?

As mentioned earlier

Observations from workshops and conversations point to three main issues:

1. The design industry struggles to become more accessible, inclusive and inviting for Black, Indigenous, and other talents of color.

How might the design industry become more equitable, diverse and inclusive?

2. A lack of inclusivity and understanding of underrecognized communities creates design solutions that may not answer to the needs and expectations of these communities.

How might design professionals better understand and better reflect the needs of underrecognized communities?

3. Many underrecognized communities are unaware of careers and professional potential in design, or its impact on their environment.

How might design professionals authentically connect with diverse communities, ensuring they are included in and aware of the design industry and process?

## 2. What are the perspectives?

"People truths" expressed by participants

"How do we step away from always designing for the majority of audiences instead of also being mindful of what the minority needs?"

"Intentionality in design creates a sense of belonging."

"Design opens the door to possibility, so we can fully occupy spaces based on each person's reality, instead of settling for colonialist spaces."

"Moving past the narrow outlook I grew up with on what good design is or "should be" is an ongoing process."

"There is a power and privilege in design and how it affects everything."

"Lack of visibility in the profession makes it hard to know it exists and harder to convince me or my parents it's a right choice."

"Design has the potential to enable us to fully live and embrace our place in the world."

"Design should draw from nature by being adaptable, alive, and valuing diversity as a source of richness and resilience."

"I'm tired of always being the only one."



# 2. What are the perspectives?

Context & offer truths

Tension points emerged across four spheres:

Elitist social & professional systems

Knowledge transfer

Emotional labour & health

Sustainability

Lack of diversity can impact desire to go towards design fields.	
Despite a wealth of BIPOC experts and information, design communities do not always leverage them.	
Western design biases may overlook BIPOC communities and their reality, which may lead to shortcomings in effectively building with them.	
The BIPOC perspective tends to lack validation and is often challenged compared to mainstream design practices.	
BIPOC isn't a monolith.	
BIPOC designers often invest more to meet homogeneous design standards.	
A lack of language and psychological safety may hinder designers from addressing design nuances effectively.	
Ethno-cultural practices are crucial to uncover vital people and environmental findings.	
Homogeneous design vision tends to neglect BIPOC user's experiences, increase mistrust, and hinder relatable and sustainable design.	



# 3. What opportunities emerge?

Actionable solutions – proposed by our community and professional groups

Legend

Community group

Professional group

Both groups

Develop systems with an inclusive stance.	Both groups
Enrich design experiences across all fields.	Community group
Democratize design as learning space for diverse profiles.	Both groups
Provide tools & practices to address cultural nuances.	Both groups
Help inform empathetic considerations and practices.	Community group
Adopt more inclusive and curious approaches.	Professional group
Help under-recognized designers boost confidence.	Professional group
Break down silos to create collaborative spaces & practices.	Professional group
Implement more intentional design practices.	Professional group
Consider sustainability, impact, and holistic notions in design.	Professional group
Make design practices more iterative.	Professional group

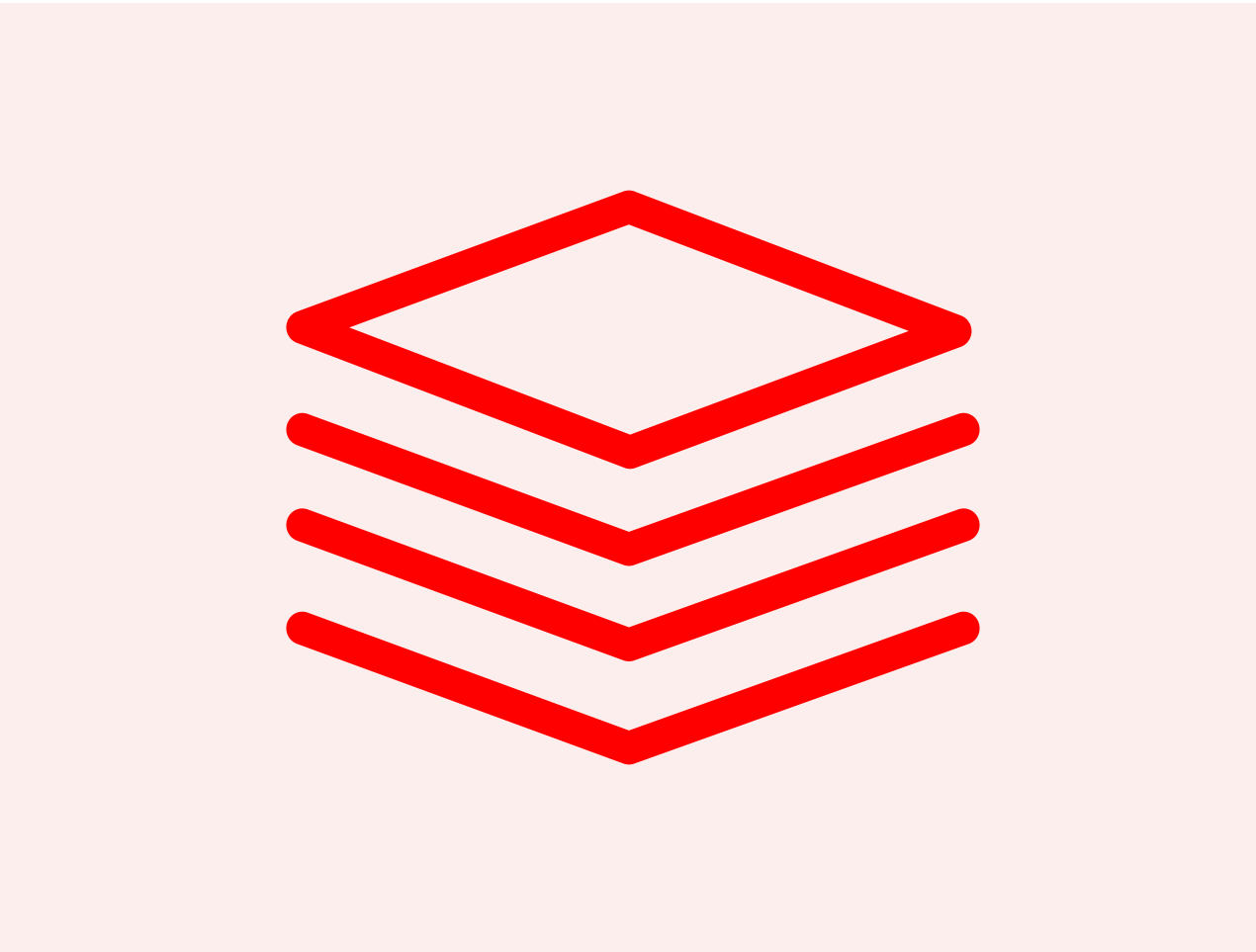
"You don't know what  
you don't know.  
It's called bias, and  
it's human."

— Régine Tardieu Bertheau, Psychologist, Centre Professionnel Alter-Natives





# Glossary





# Glossary

Interpretation of the City of  
Montreal's GBA+ policy

**Diversity:** Existence of a wide range of human qualities and characteristics within a group, organization or society. Diversity represents the accumulation of unique characteristics, communication styles, career paths, life experiences, educational training, geographical backgrounds, racialized communities, revenue levels, marital and parental statuses, and other variables that may influence our personal perspectives. These life experiences and personal perspectives may lead us to think and react differently.

**Equity:** Equity is synonymous with fairness, meaning that all people must be treated fairly, regardless of their identities. Measures must be taken to end all forms of discrimination and inequality that have been called out and documented, and to ensure as much opportunity equality as possible. Equity is a prerequisite to achieving equality.

**Inclusion:** Inclusion relates to creating an environment where each person is respected in an equitable manner and has access to the same opportunities, in acceptance of their differences. On an organizational level, inclusion is part of the battle against all forms of discrimination and for the respect of each person's fundamental rights. It requires the identification and removal of all barriers (physical or procedural, visible or invisible, intentional or non-intentional) that hinder anyone's participation and contribution, in order to achieve equality in terms of rights, conditions and actual fact.

**BIPOC:** The abbreviation BIPOC designates Black, Indigenous and People of Colour. It is used to highlight lived experiences with regards to discrimination among people from these specific groups, as compared to other groups of non-white people.

**GBA+:** Gender-based analysis from an intersectional perspective (GBA+) is both a process and a tool, aimed at combating existing discrimination while considering the specific rights and realities of people grappling with multiple and simultaneous forms of discrimination when implementing initiatives. GBA+ allows us to analyze the logics of systemic discrimination, take a critical look at our biases and practices, and avoid further marginalizing people who are already discriminated against. It favours taking action against discrimination (taking into account differentiated rights, realities and needs), as well as preventing its effects and achieving genuine equality.

**Racialized Person:** Designates someone who is a victim of racialization, i.e., a person categorized as non-white based on certain subjective characteristics. These racial categories were created to justify certain forms of exploitation and discrimination against groups perceived as different from the dominant group within a given society. The term "racialized person" is recommended over "visible minority" because it recognizes that the obstacles encountered are rooted in racist prejudices transmitted throughout history, until today.

# Glossary

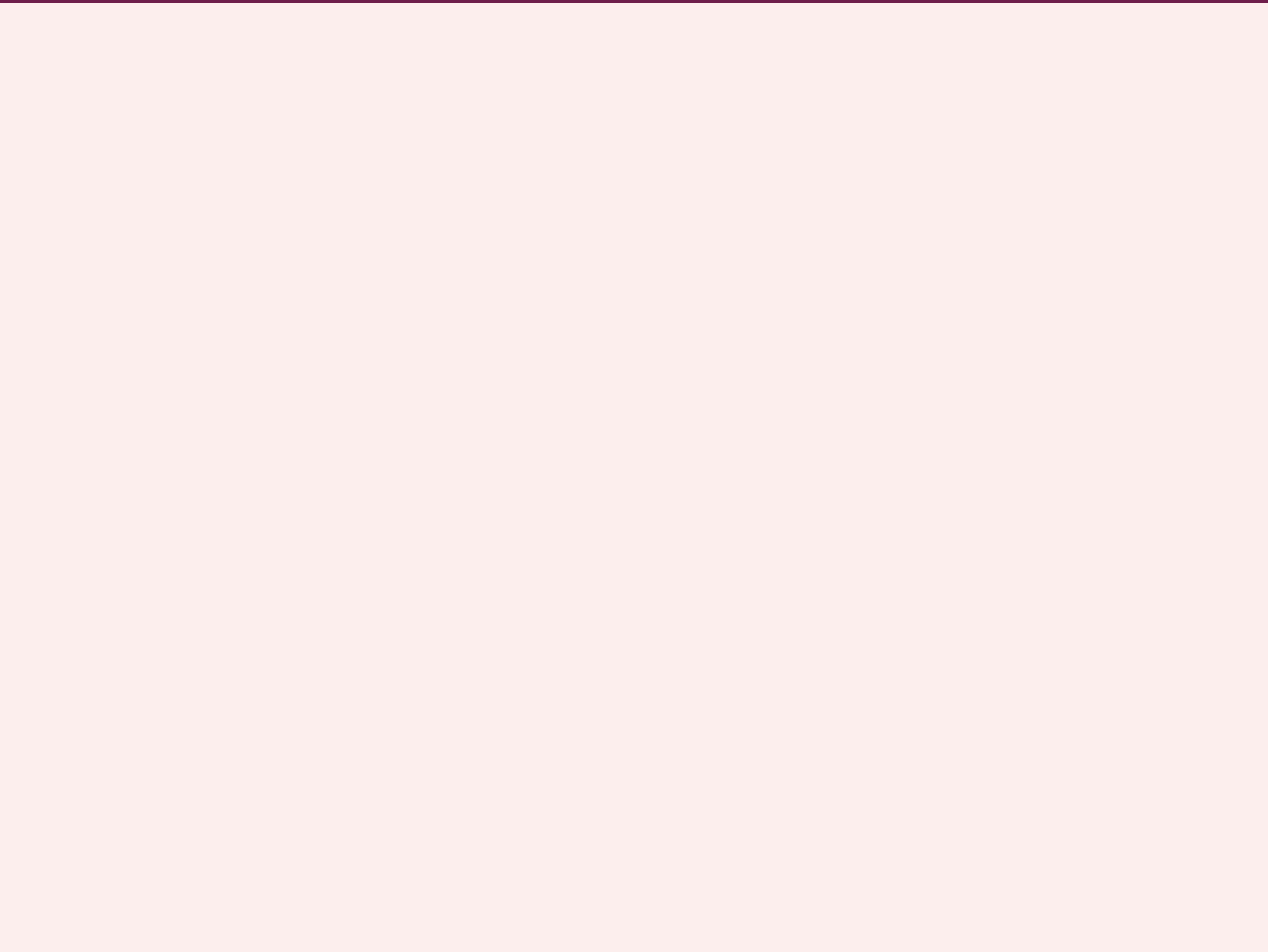
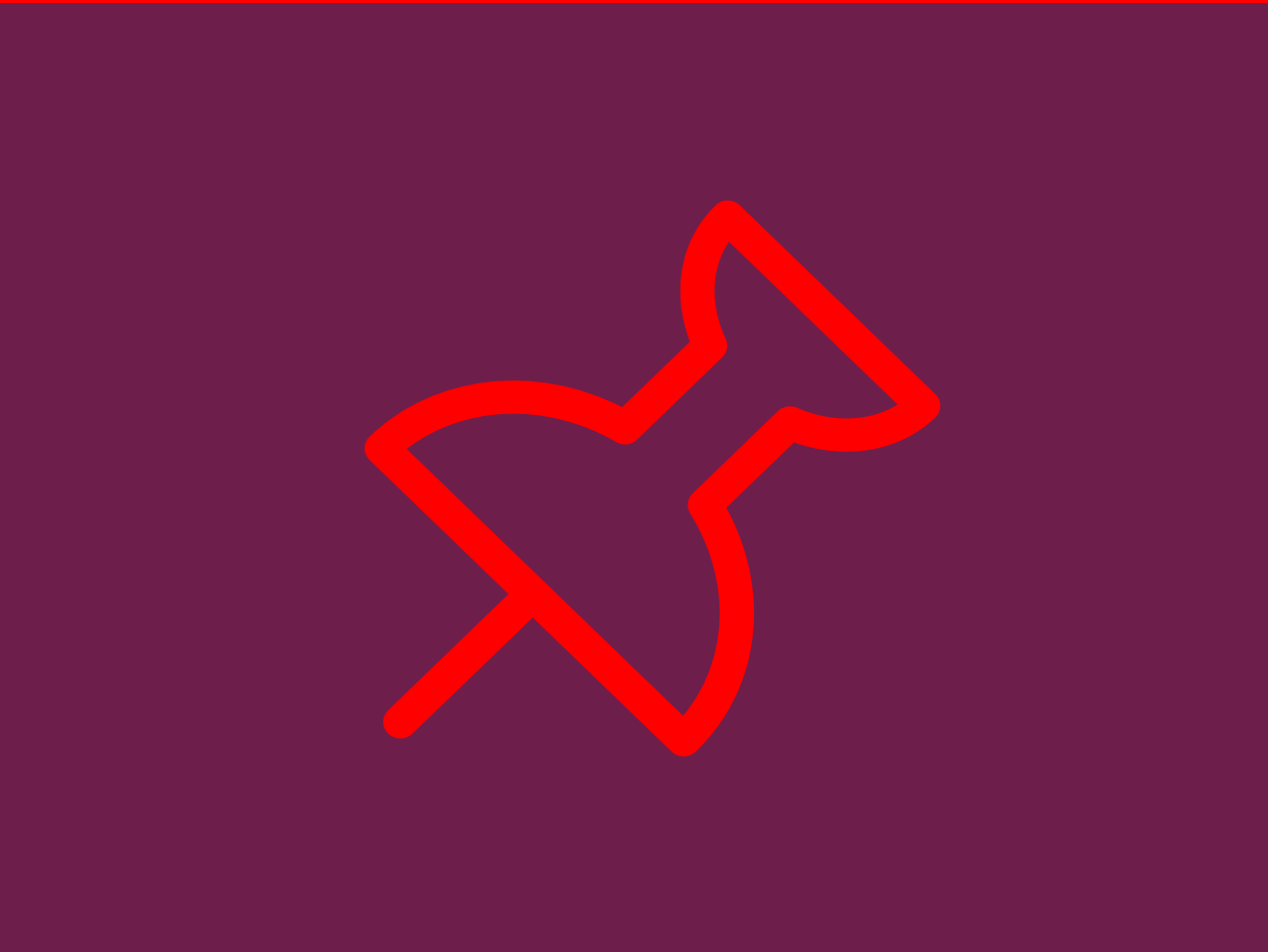
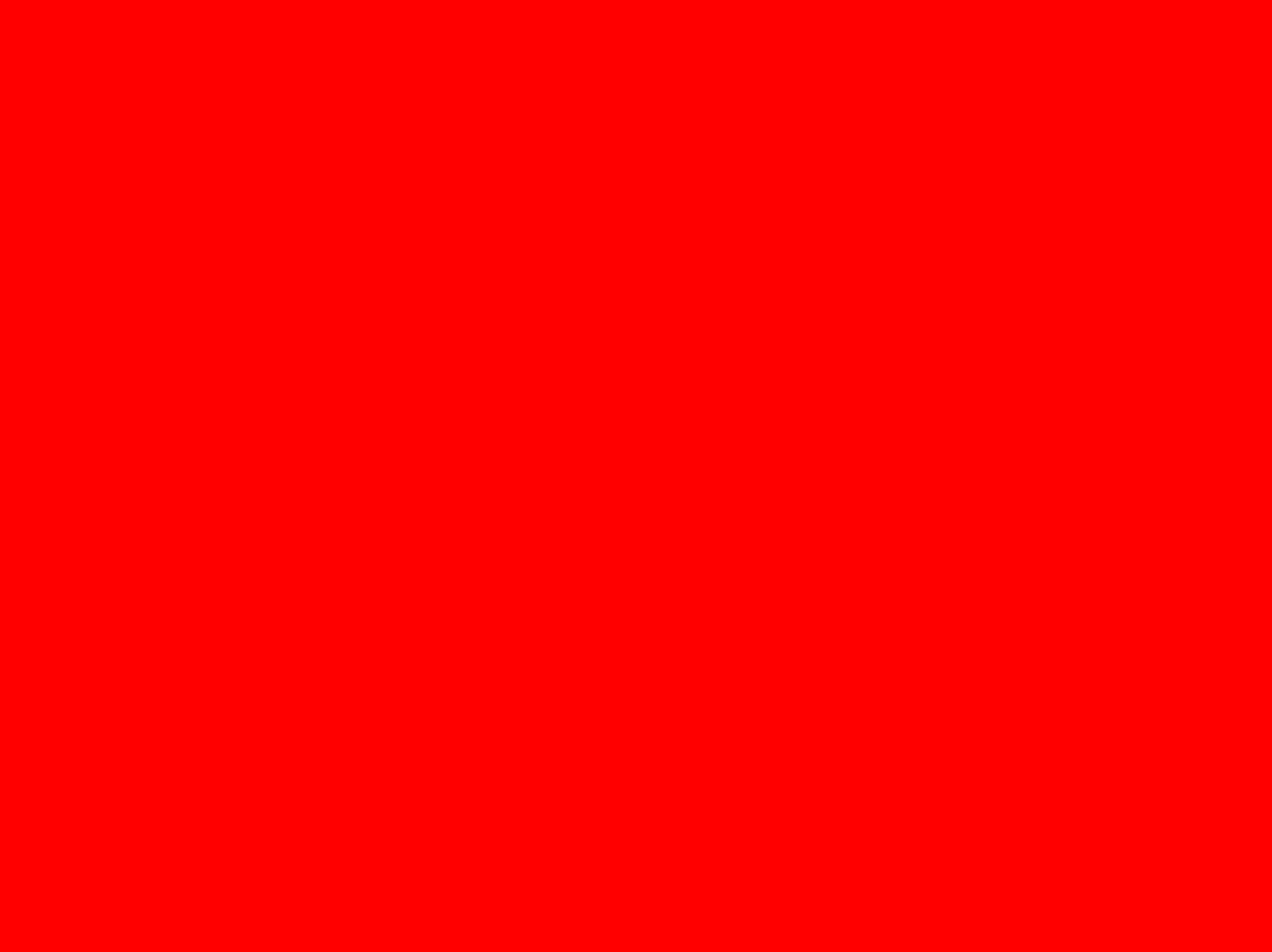
Editorial definition by Six Cinquième  
and Never Was Average

**Design (defined with workshop participants):** Design is the thoughtful and intentional creation of something (tangible or intangible) to fulfill a purpose or solve a problem. It involves considering how things look, how they work, and how they fit into our lives and the world around us to make them useful, attractive, and effective.

**Inclusive design:** Inclusive design is an intentional act that considers power dynamics and systems of inequity to ensure equitable outcomes from design processes for marginalized communities whose needs are systematically excluded.

**Community of focus (shared by Farah Khan):** Refers to the specific groups or populations that a particular project or initiative is designed to serve or engage. These communities are typically identified based on shared characteristics, needs, or interests that align with the goals of the work being undertaken. The work is intended for marginalized and underrepresented communities, particularly those navigating complex identities and seeking belonging within broader societal structures. This includes communities that have been historically overlooked, and individuals engaged in cross-cultural collaboration.

**Underrecognized:** Describes a subset of a population that holds a smaller percentage within a significant subgroup than the subset holds in the general population. Specific characteristics of an under-recognized group vary depending on the subgroup being considered. In Canada, the Employment Equity Act labels four designated groups: Women, Indigenous Peoples, Persons with Disabilities and Racialized people. "Underrecognized," rather than "underrepresented" invites us to address the behavior driving underrepresentation: a lack of recognition.



# Appendix

Details on the approach, participants and conversations behind In Perspectives



# Approach to workshops & conversations

Gathering underrecognized community participants and professionals from various design disciplines and cultural backgrounds provided a wealth of valuable insights.

We chose an external facilitator to guide the conversations, ensuring an environment where participants felt safe to express themselves openly. This approach helped avoid clinging to positive or negative biases, fostering a supportive and respectful atmosphere.

The activities focused on core human needs, motivations, and barriers, allowing a wide range of themes to emerge. We stayed away from set and limiting topics, letting conversations guide key sensitivities into solutions. This methodology enabled us to use each group as a benchmark, contextualizing the output while identifying valuable practices and gaps. We aimed to explore the notion of

design from both user and design perspectives, considering experiences through a holistic human lens (Maslow's hierarchy of needs) and formal design protocols, whether for a website, hospital, or neighborhood.

Despite the limited sample size, our goal was to capture as many insights from real-life experiences as possible. This enriched our understanding of current design inclusivity blind spots and how to address them.



“Design has the potential to enable us to fully live and embrace our place in the world.”

— Community member



# About the participants



We issued an open call and received 96 applications over two weeks:

- 69 applicants identified as design professionals.
- 27 applicants identified as non-design professionals.

Participants were selected to ensure a diverse array of perspectives, considering factors such as age, gender, racial identity and primary language (English or French).

For non-design professionals, we sought individuals with varying levels of experience in design and from different career backgrounds (i.e., students, employed, unemployed).

For designers, we ensured representation across a wide range of design disciplines and experience.

The final makeup of the non-design group included 12 selected participants, of which 9 attended, with 90% identifying as Black women.

The final makeup of the designer group included 12 selected participants, of which 11 attended. This group included a broader range of ethnic backgrounds, genders and ages.

In both groups, the Indigenous perspective was missing. Despite the cultural diversity present, it was not as extensive as we had hoped. Nevertheless, the groups successfully represented a wide range of cultural backgrounds and perspectives, providing significant insights for the resource.

# About the participants

Among non-designer applicants:

29.6%

identified as male

70.4%

identified as female

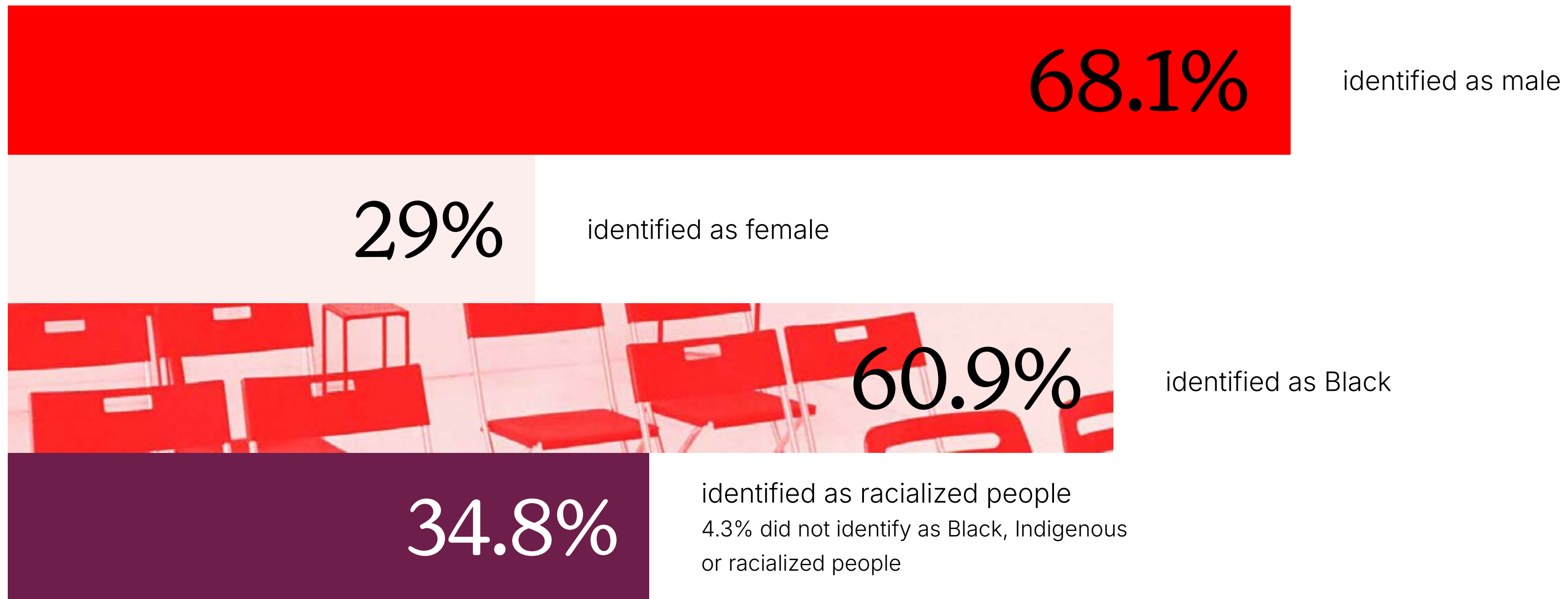
88.9%

identified as Black

7.4% identified as racialized people and  
3.7% did not identify as Black, Indigenous  
or racialized people

# About the participants

Among designer applicants:



# About the participants

Among all applicants:

21.8%

identified as non-designers

66.7%

identified as bilingual

71.9%

identified as designers





“Lack of inclusion and representation in design has pushed me not to interact and left me with feelings of otherness, rejection or inadequacy.”

— Community member



# Conversation Summary

When you hear the word “design”, what comes to mind?

Categories

- Design & Visual
- Creativity & Aesthetics
- Culture & Humanity
- Future & Innovation
- Functionality & Practicality
- Holistic, Targeted, Interdisciplinary
- Design/impact

For better and/or for worse, how does design fit into or impact your daily life?

1. INSIGHTS: Psychological

Seeking more well-being, comfort, self-assurance and trusting relationships, and fewer social challenges and distrust. Importance of considering users’ individual, subjective perspectives.

2. INSIGHTS: Security

Attention to security & well-being in the largest context of automation.

3. INSIGHTS: Feeling of love & belonging

Element that generates the lowest expectations in terms of what design can contribute; still, when applicable, this affects notions of confidence.

4. INSIGHTS: Self-esteem

Range of experiences and concerns related to personal expression, cultural representation and diversity; suggesting a need for both personal fulfilment and recognition, as well as society’s inclusion of diverse perspectives and identities.

5. INSIGHTS: Esthetics

Improved satisfaction, inspiration and health, and mitigation of bad experiences, non-representation and isolation. Importance of considering users’ individual, subjective perspectives.

# Conversation Summary

How has the concept of design influenced your community, positively or negatively? How could the concept of design better our community?

Need for systemic change and increased awareness of privileges, along with a commitment to inclusion, diversity and social equity.

What has influenced your career choice(s)/ Why do you think a career in design wasn't among your career choices?

Interconnection between personal & professional development focusing on the importance of diverse experiences and unconventional paths vs current norms, as well as fundamental values such as family, pride and passion; also mentioned financial & technological challenges, and feeling of working in silos.

If you could have more of an influence in the design around you, how would you like to be involved?

Time and cultural considerations in the creative process, as well as potential to enrich the professional experience by involving people of various expertise and encouraging collaboration; also focused on making solutions more accessible, representative and practical, while integrating human perspectives in the creative process.

# Conversation Summary

What motivated you to apply for this workshop?  
What do you hope your contribution will bring to the guide?

- Curiosity
- Making a difference
- Conspiring
- Raising awareness
- Collaborating
- Contributing
- Sharing
- Together
- Heart x Location

Why did you pursue a career in design? How did you enter a profession in the field?

Interest in balanced approach committed to creativity, learning collaboration and social impact; recognizing the importance of education, diverse experiences and role of the arts.

Based on your experiences, how can a professional's unique and diverse perspective contribute to enriching the outcome of a design project?

Focus on creating a society that values diversity, inclusion and holistic well-being while promoting confidence, security and effective communication; these themes indicate a transition towards more empathetic, adaptable human-centered approaches across various fields.

# Conversation Summary

What made access to this field easier or harder?

Common themes like exploration, identity, challenges & obstacles balance between creativity and pragmatism, as well as the influence of mentorship suggest an interconnection and resonance between personal experiences and preoccupations expressed.

Looking back, what could others have done to facilitate access to design? What could you have done differently to make your journey easier?

External

- Education & support
- Deconstruction & accessibility
- Collaboration & community
- Valuing social aspects/processes
- Understanding & impact
- Roles & responsibility

Internal

- Confidence & fear
- Managing emotions & doubts
- Personal & professional development

# Conversation Summary

Share your design process (in up to 8 steps)

- Defining an intention
- Understanding the context
- Team & users
- Ongoing validation
- Execution & collaboration
- Inspiration & research
- Iterative approach

In your opinion, what's the most important aspect that the guide should amplify and should add to the design industry.

Amplify

- Inclusivity & diversity
- Social responsibility
- Environmental conscience
- Education & skills development
- Community & collaboration
- Professional challenges

Add

- Inclusivity & diversity
- Community & collaboration
- Knowledge sharing and mentorship
- Social impact of design
- Structural improvement

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## ETHNOGRAPHIC EXPERT INTERVIEWS

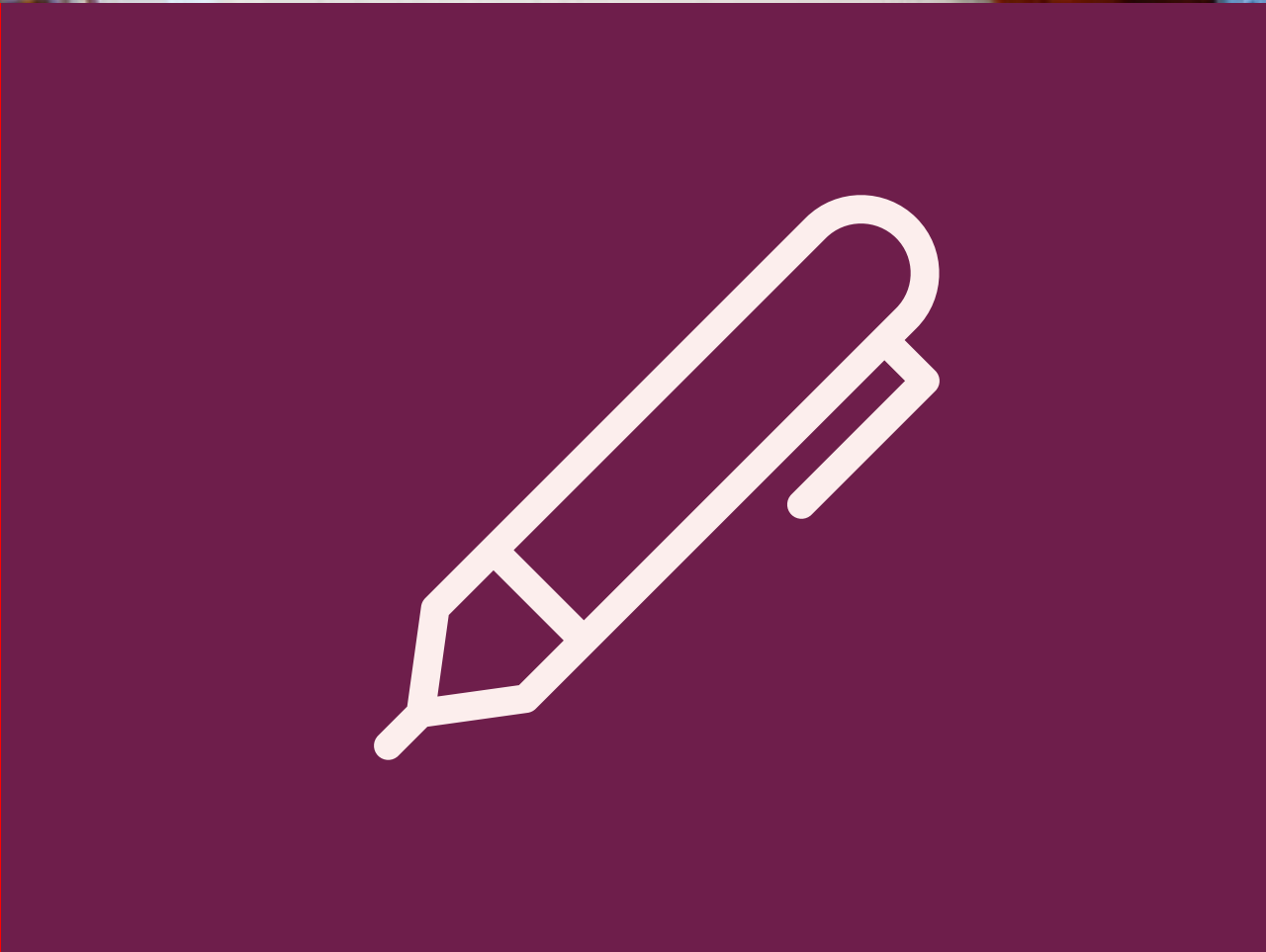
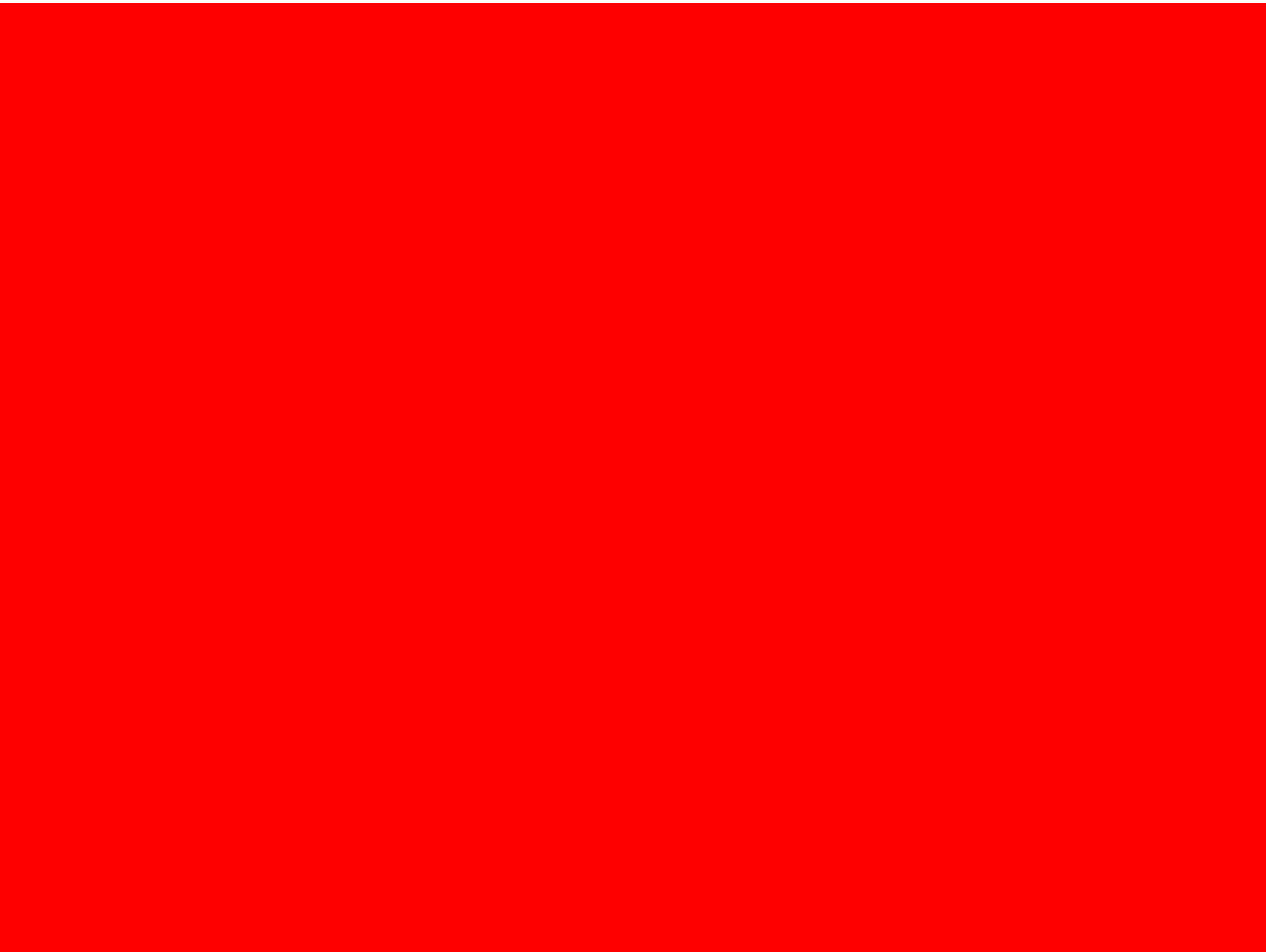
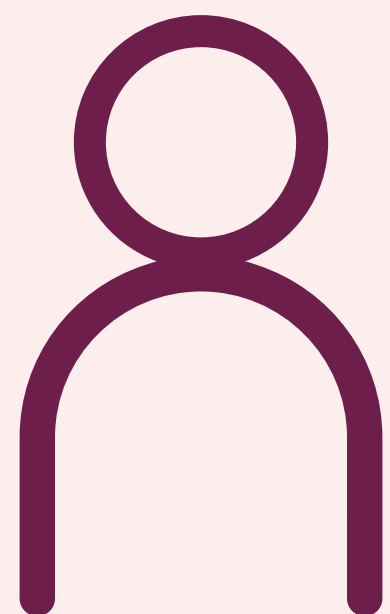
Régine Tardieu Bertheau, Psychologist, Centre Professionnel Alter-Natives

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# Credits





# Credits

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[www.designmontreal.com](http://www.designmontreal.com)

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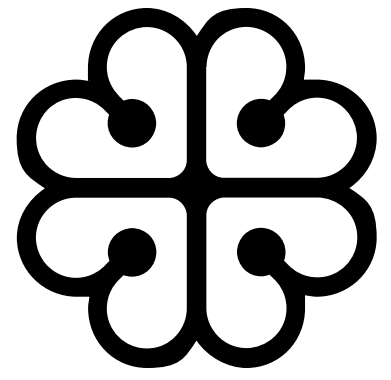
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# In Perspectives

Bureau  
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An actionable approach to  
value underrecognized  
perspectives in design through  
intentional conversation

