

# GenderMag

These practices and potential pitfalls came from IT teams at Oregon State University and in industry.  
[gendermag.org](http://gendermag.org)

## Practices



AND



## Potential Pitfalls

### Practice 1

#### Designated Subteam

Narrowing the evaluation team down to just a few team members, to save time & keep the effort going through regular meetings.



### Practice 6

#### Abi = People!

Reflecting upon people the persona represents, who have human characteristics (including human frailties), to help identify more inclusivity bugs.



### Potential Pitfall 1

#### Abi ≠ a Person

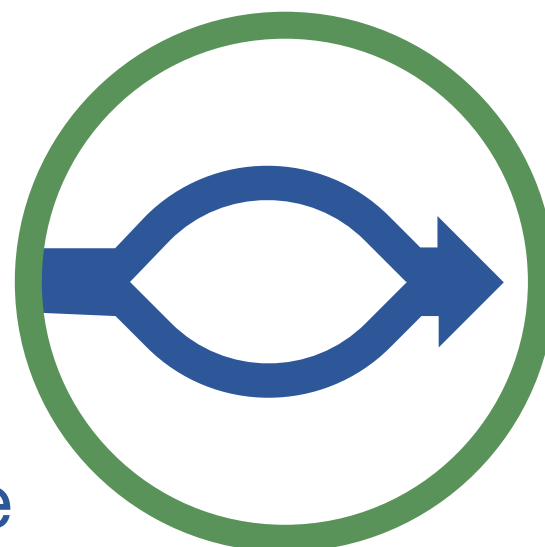
Assuming Abi is just like some real person a team member knows can backfire, resulting in evaluators taking into account fewer facets than they should.



### Practice 2

#### Multi-path Evals

Simultaneously evaluating two small paths that start and end at the same place and achieve the same subgoal, to reduce the number of sessions needed & facilitate direct comparison



### Practice 7

#### GenderMag Moments

(1) Using the GenderMag questions to guide evaluation of design solutions for just a moment, while in the moment; (2) Using the earlier sessions' filled forms to evaluate if the fixes address all the inclusivity bugs originally identified.



### Potential Pitfall 2

#### Evaluating a Proxy UI

Evaluating a "similar" UI instead of the one cared about, can result in evaluating things present in the proxy, omitting things in the real UI but not the proxy, and spending extra time trying to keep the differences straight.



### Practice 3

#### Evaluating UI Patterns

Selecting a common UI pattern or set of related components for evaluation, & reusing findings and fixes on other instances of that pattern, without having to run separate sessions for each.



### Practice 8

#### Debriefing

Debriefing after a GenderMag session to discuss actionable tasks, next steps, insights, and workload.



### Potential Pitfall 3

#### Beyond our Control

Using GenderMag on interfaces or portions of interfaces that cannot be changed can reduce the likelihood of benefitting from the evaluation.



### Practice 4

#### GenderMag'ing Early

Using GenderMag early in the development process to ward off expensive changes to mature software and help begin evaluation earlier in the software lifecycle.



### Practice 9

#### Categorize Issues

Splitting inclusivity bugs into categories to help develop action plans for fixing, evaluating feasibility of the fixes, and/or gauging the amount of effort needed for fixes.



### Practice 11

#### Invite Abi to the Office

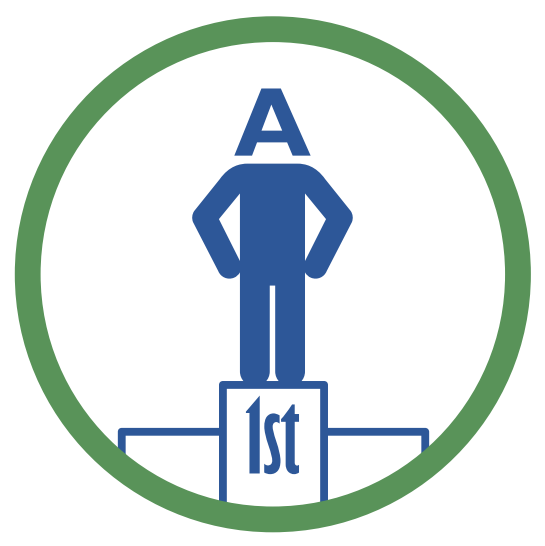
Keeping Abi (and other personas) nearby (e.g., pictures on desks/posters/slide presentations, name-tags, and mentioning during regular conversations).



### Practice 5

#### Abi First

Using Abi as the first persona, since the literature reports Abi as offering the most powerful lens.



### Practice 10

#### Facet Survey

Using survey questions to measure people's facet values: (1) to understand user populations, (2) to recruit for user studies, (3) to analyze lab study data, and (4) to measure the effectiveness of fixes.



### Practice 12

#### Facets Drive Fixes

Using GenderMag facets to directly derive fixes to inclusivity bugs found.

