

# Design Questions to ensure queerness and inclusion

## Disclaimer

These questions serve as a guide to create more inclusive and respectful digital products and content for the LGBTQ+ community. They help ensure that the diversity and specific needs of LGBTQ+ individuals are considered. This list is not exhaustive and requires continuous feedback and education to implement best practices.

## General

- Do I make sure my designs appeal to a wide variety of LGBTQ+ people?
- Do I take into account different gender identities, sexual orientations and experiences of discrimination?
- Do I offer options for non-binary or gender-neutral pronouns in forms and user profiles?
- Is it easy to change names?
- Do I make sure that my designs do not reproduce or promote discrimination or prejudice?
- Do I use correct and respectful flags and symbols, and do I avoid false or offensive representations (e.g. no false lesbian flag or symbols used for other purposes)?
- Do I apply inclusivity in my designs and my content rather than just talking about it?
- Do I avoid pinkwashing and rain capitalism by taking real and supportive measures for inclusion?
- Do I seek feedback from LGBTQ+ people to improve my designs and adapt them to the needs of the community?

## Design

- Is the imagery used appealing and respectful to queer people?
- Do I use symbols that reflect the diversity of the LGBTQ+ community?
- Do I incorporate gender-neutral terms into the text of my website and use inclusive language?
- Do I use colors that have a positive connection to the history and symbolism of the queer community?

## Accessibility

### Design

- Do I use colors with sufficient contrast to ensure accessibility?
- Do I pay attention to legible font sizes and clear, easy-to-read fonts?
- Do I use inclusive UX design patterns?
- Do I consider simple/easy language, depending on the scope and target group?
- Do I consider sign language, depending on the scope and target group?

### Technical

- Does my design comply with the WCAG 2.2 AA standards?
- Do I regularly check my design for technical and creative accessibility?

## Recommendation/Optional

- Do I consider the safety and privacy of LGBTQ+ users in my digital products or implement LGBTQ+ friendly safety practices?
- Do I offer resources and support for LGBTQ+ issues on my platform?
- Do I use design materials such as fonts or illustrations by queer people?
- Do I protect LGBTQ+ users from harassment and discriminatory comments, especially in interactive areas?
- Do I ensure that my designs support LGBTQ+ events or communities?
- Am I actively working to combat prejudice and discrimination in my industry (allyship)?
- Do I use queer slang and an appropriate tone of voice that reflects the diversity of the community?
- Do I incorporate queer (playful) UX design patterns that celebrate the diversity of the community?