

Welcome to Gaming for Everyone's Product Inclusion Framework!

This document is a localized version of English language content that can be found on

<https://aka.ms/ProductInclusion>

***At Xbox our mission is to bring joy and
the community of gaming to everyone on the planet.***

We know that there are over 3 billion gamers in the world today. And we know that if we don't intentionally include, we will unintentionally exclude. So, we're on a journey to make Product Inclusion an intentional part of the way Team Xbox builds products and services.

In 2019, we realized the need to create common language and resources to help make this work tangible. We created the Product Inclusion Framework to focus on four key areas, which we call the Inclusive Growth Doorways. Gaming has often been considered a doorway to another world, but for some of our customers those doors have been closed or even locked.

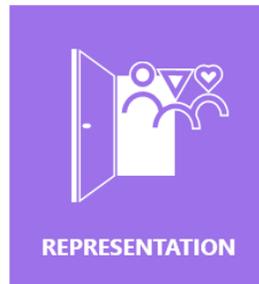
Every single person in our industry plays a role in making games more inclusive so we're sharing our framework here so that we can all work together to truly make gaming for everyone. We hope this helps you to "make it real". We can't wait to see how you bring it to life in your own games and experiences!



**[Learn more about how we think about
Inclusive Growth Doorways in this
video.](#)**

Inclusive Growth Doorways

When you don't intentionally include, you unintentionally exclude.



Approachability: Create a product experience where **customers feel welcome.**

- **Create products with more entryways and less offramps.**
 - Create entryways to new experiences for new and existing customers.
 - Address unintentional offramps that create barriers to engagement.
 - Design intentional offramps for customers when an experience is unsuitable.
 - Ensure no dead ends by opening seamless pathways to play throughout the ecosystem.

Representation: Create a product experience where **customers feel they belong.**

- **Create product experiences with respectful expression.**
 - Respectful expression shows up in three facets of our work:
 - **Creators**- Ensuring partnership with and support diverse content creators.
 - **Content** - Ensuring content tells stories that resonate with our diverse player base in-game, and in our marketing.
 - **Players**- Ensuring players feel seen and connected to meaningful experiences.
 - We bring to life diverse people and cultures within our products, and from many different perspectives, recognizing that there is not a single portrayal of a person that could represent an entire community or culture.

Globalization: Create a product experience where **customers feel at home.**

- **Create products with local relevance.**
 - We establish intentional recognition of the worldwide difference in relevant customer journeys – including local needs, barriers, and experiences.
 - We develop meaningful products and services for an intentional market and scale.

Accessibility: Create a product experience where **customers can play and create.**

- **Create products that are accessible by design.**
 - We create products where accessibility is woven into the fabric of what we design and build from day 1 – and every day after.
 - We design beyond compliance to deliver usable and enjoyable experiences for all players.

10 Product Inclusion Actions

*Once you've intentionally chosen which doors to open,
the next step is to think about how to open them.*



We are also sharing **10 Product Inclusion Actions** that can help individuals and teams to take tangible steps toward delivering inclusive growth. Each action aligns to a specific Inclusive Growth Doorway, with two spanning across all doorways.

When striving to create intentionally inclusive experiences, these actions have proven to be valuable for teams to think through and align on.

Approachability



Design for Customer Safety & Trust

Look for ways to ensure player interactions and communications are safe, especially as it relates to identity, and limit avenues for harm between players. Regardless of identity, set clear expectations in customer experiences to avoid unintentionally off ramping them.



Create Entryways for New Users

Identify barriers customers may encounter related to experience level with gaming, hardware limitations, or time that may discourage them and replace them with invitations to onramp them instead.

Representation



Co-Create with Communities

Involve the identities of people who you seek to represent in your development and creation process from beginning to end, in your staff, feedback channels, research and community engagement.



Help Customers Feel Seen

Incorporate stories and themes from marginalized communities or emerging markets in a relatable way.

Globalization



Design for our Global Customers

Look at your user journey with a global lens to remove financial, technological, language, or identity related barriers to entry. Ensure your data & feedback channels include players from around the globe identifying ways you can reach and engage them.



Engage Local Markets

Different markets may have different player trends & priorities, so look for ways to adapt yours to be locally relevant in places around the globe. Be sure to communicate with local markets in relatable marketing and PR strategies.

Accessibility



Make Products Accessible by Design from Day 1

Identify the needs of players with disabilities early in development and solve them throughout your experience to benefit all players.



Share inclusive Features in Product & Marketing

Ensure accessibility features are surfaced to all players early or at the start of your experience. Include clarity on what features you offer in channels outside your product to welcome new players in.

Universal Actions Across All Doorways



Leverage Inclusive Listening Systems

Ensure that you listen to all potential players by proactively seeking out new channels, investigating your player demographics, and amplifying the voices of the customers you want to reach but haven't yet.



Create Customized & Personalized Experiences

Giving players the power of adapting an experience to their preferences opens your product to more types of customers than you may be able to design for in entirely curated experiences.

Accomplishing big things starts with one step—
the opening of a single door.

What door will you open today?