

# Personalizing Interfaces Using an Inclusive Design Approach

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**Abstract.** The Web is ubiquitous and yet many potential users are unable to access it at all or to access it in a way that works well for them. As more daily activities become tied to digital systems it becomes imperative that we design these systems for everyone to use. Personalized interfaces have the potential to help marginalized digital users overcome barriers to access and participation in an increasingly digital world. Interfaces that meet users where they are, adapt to their unique preferences, and empower them to participate are a necessity for many to “get in the digital door.”

By using the rich tools and techniques afforded by the web, combined with the inherent mutability of the digital, we can design tools that allow users to customize their digital interaction. Below are details of an inclusive design approach to create preference management tools that allow portable interface personalization.

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