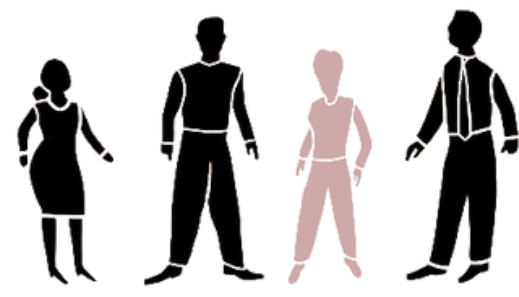


Paradigm *SHIFT*



The *INVISIBLE USER*

The Invisible User activity supports participants in developing a **sharper awareness** of how planning language shapes who is recognized in policy and practice. By examining commonly used “**neutral**” terms, participants learn how everyday wording can be refined to better reflect the **diverse lived experiences** of **women** and other **intersectional groups**.

~~After an initial in-depth session on planning during paradigm changes, allowing for an opportunity to prime participants to be able to~~ **identify instances of neutral** ~~or generalized wording. The activity invites participants to draw on their~~ **own professional experiences** ~~and observe how language operates in familiar contexts.~~

Engaging in group-based discussions, based on their professional experience, opens up space to see what invisible users certain terms may unintentionally create and why.

Examples may include:

- **Commuters** prioritizing 9–5, while obscuring night-shift workers, caregivers traveling off-peak
- **Households** treating care as an internal, private matter, obscuring the spatial and time burdens placed on caregivers
- **Families** centering heteronormative, two-parent households

In the final step, participants discuss how language can remain professionally **neutral** while better **encompassing more users**.

The exercise aims to create a shared space where planners **learn to detect neutrality**, identify **invisible users**, and practice language that more fully represents the range of people who live, work, and move through our communities.

