

BIG IDeA Brainstorming Notes (January 17, 2017 Design Crit)

Grant and project description: <https://www.certifiedforaccess.ca/content/business-innovation-guide-inclusive-design-and-accessibility-bigidea>

IDRC's involvement

"We are building a curated learning experience for business, obligated organizations, community groups, and customers* on Inclusive Design."

- the exact wording of groups, see the Certified for Access project description.

What is being built

- Something like an OER. What do we mean when we say we are making an "OER"?
 - consolidation of content (like the Design Toolkit landing page)
 - reframing
- additional scaffolding and content required to flesh out obvious gaps
- Changes to improve access
 - i.e. info re-architecture (i.e. for the ILDH?), redesign (i.e. for ADOD?)
- Building better entry points - not buried in a "thicket of the Wiki garden"
- Razorfish will be making the Big Idea website, and our "OER" will be integrated somehow. This is to-be-determined.

1. "Smaller" resources that can be integrated into our existing resources

2. Stand-alone resources which need increased visibility e.g. re-design, or creation of doc site etc

3. Consolidate/describe our resources from BIGIDeAS perspective (redefine entry points etc)

What do we already have?

Google Diagram: https://docs.google.com/drawings/d/1xIhesOQroKDmyQQmBFf2f7uBssZmM4GO_Lu_Wirb95Y/edit?usp=sharing

Under DIY bubble, add:

- micro computers
- prototyping tools
 - cardboard prototyping
 - upcoming sonification prototyping tool

How do our partner projects fit into this? i.e. Pressbooks, PhET

Possible Entry Points

- Goal focused:
 - i.e. coming to learn document and web accessibility (ADOD, WCAG, ARIA)
- Question: If we anticipate users coming to the resource for concrete information, how do we guide them to a perspective shift?
 - How might we structure / present / strategize to guide them along the path?

Improvements to be made

The Inclusive Design Guide:

- should be presented as a resource to be used - some thought may need to be given to re-present some parts
- Tools section in the Guide may be the concrete things business audience are looking for immediately
- Tools section there's little going back to other parts of the guide - perhaps enhance this.

ADOD:

- mostly up to date: includes Word, Acrobat
- the value is in its specificity. Keeping it up to date is important.
- perhaps a redesign at some point (very "Drupal-y")

Specifications / Standards

- ARIA - <https://www.w3.org/TR/html-aria/>
 - should we make something like this, or is there a good resource available already?

Metadata

- where does it fit overall? Do we want to make this more prevalent / relevant?

Other resources to consider / topics of interest:

- data visualization, sonification, dealing with big data
- customer service
 - i.e. Oxford Properties "ASK" program
 - examples of ID in customer service. Customized or personalized customer service (i.e. online chat vs. voice chat).
- case studies - examples of how ID is being used
 - i.e. Oxford Properties, Macmillan Learning, PhET, Microsoft
- everyday examples
 - Do we have a compiled list of examples of things like Good grips which are good examples of ID? Does one exist already?
 - <http://www.accessiblesociety.org/topics/technology/electrurcut.htm>
 - this would contribute to encouraging businesses to go beyond the standards etc
- quantifying the benefits of Inclusive Design
 - Example: <http://www.martinprosperity.org/media/ReleasingConstraintsAccessible.html>
 - Also work of David Lawson may be of interest (contact info to be given)
- presentations / slide decks / videos / other media? Should we do more videos?
- Resource / idea sharing: how can this be done within groups: what tools are available? What are the benefits.

Questions

- Do we have any resources on defining "Customers / Clients"? i.e. there may be no typical "customer" ... getting groups to think about their clients /customers/partners as a spectrum
- How do we present the idea that going beyond the spec, standard, etc is good and encouraged?
 - it may be implicit in some of our resources (i.e. Design Guide) but it may need to be more explicit.
- How do we enable updating, adaptations, translations of our "OER"? Are there tools already that can be used?
- Do we have any Use Case Scenarios for our audience? Talk to David and Jess

Links

<http://www.adaptivedesign.org/> - DIY
<http://edgelab.ryerson.ca/>