**BIG IDeA**

**Project Objectives**

The BIG IDeA consortium objectives are to:

1. Establish and foster a co-design process between customers and businesses to continuously advance innovation in inclusive design — thereby improving the customer experience and the business processes.
2. Provide an online platform that supports customers in finding and reviewing accessible businesses (similar to Trip Advisor, but for accessibility); businesses in finding accessibility tools and resources; and a mechanism for developing and showcasing innovative approaches to accessibility challenges.
3. Promote a culture of accessibility & inclusive design that benefits customers, businesses, and communities — leading to greater prosperity for all members:
   - supporting businesses in continuously improving the experience for all customers;
   - leveraging inclusive design & inclusive participation to improve planning, prediction & innovation in services, business processes & customer experiences;
   - engaging youth and community innovators in generating innovative approaches to address existing barriers;
   - proactively ensuring that emerging products & services are inclusively designed;
   - showcasing business leadership and innovation in inclusive business practices; &
   - creating a resource bank of openly available, re-usable resources, tools, exemplars, training modules, open badge training certification, and model strategies that support inclusive design and accessibility.

**External Links**

- BIG IDeA grant on Certified for Access

**Working Documents**

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