

Google x BrainStation

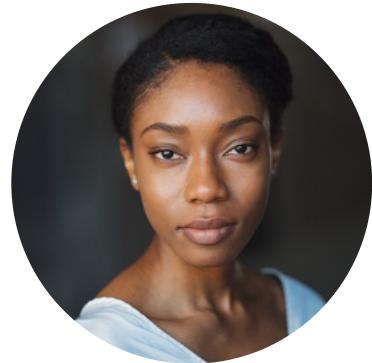
Industry Project
Digital First Mates

Digital First Mates

Motto: In I.T to win I.T



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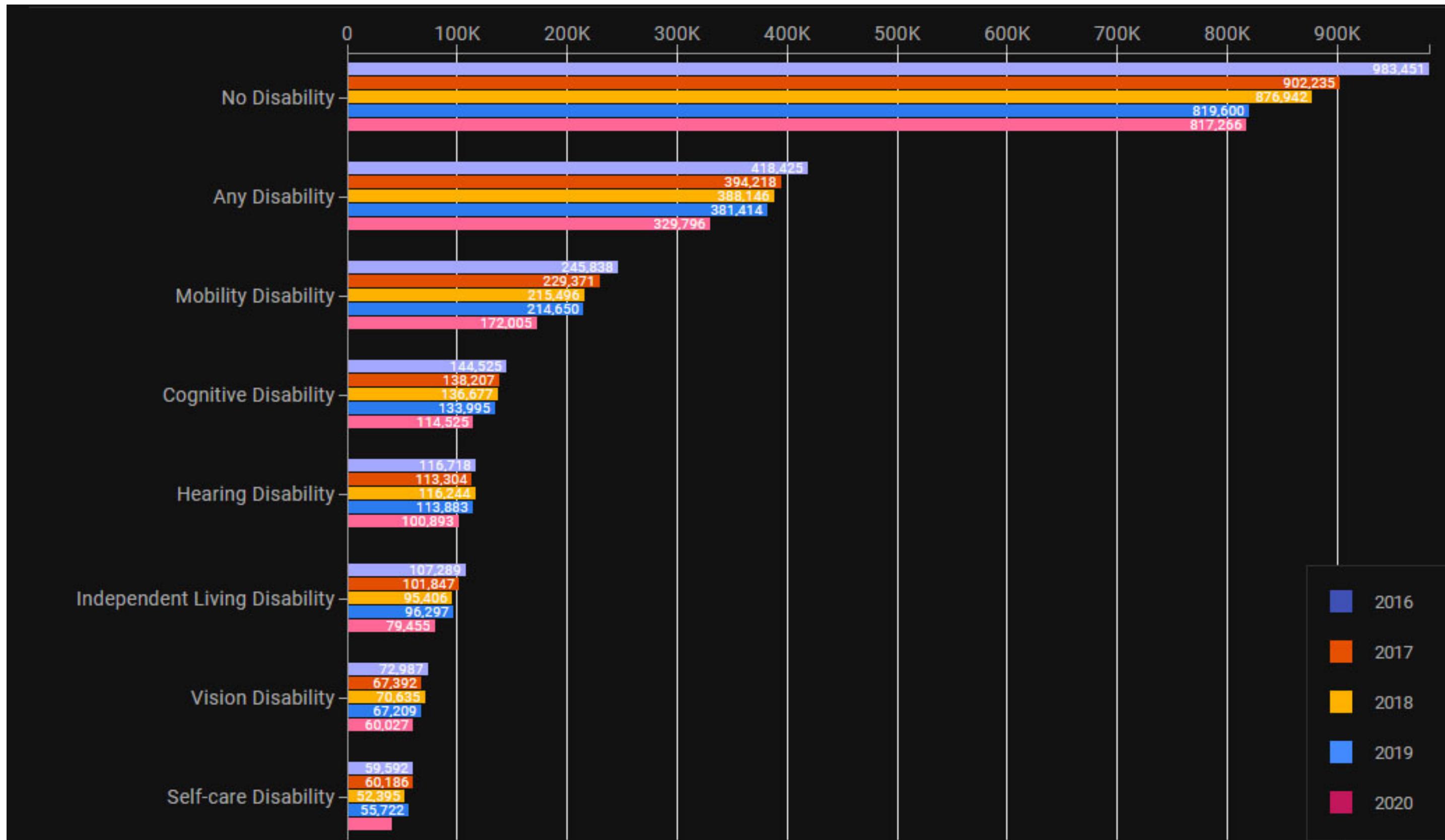
Agenda

1. Problem space
2. Research Analysis
3. Target User
4. Ideation process
5. Solution
6. Next Steps
7. Key Learnings

Empower communities through access
to information, education, and digital
tools in order to increase accessibility to
current services

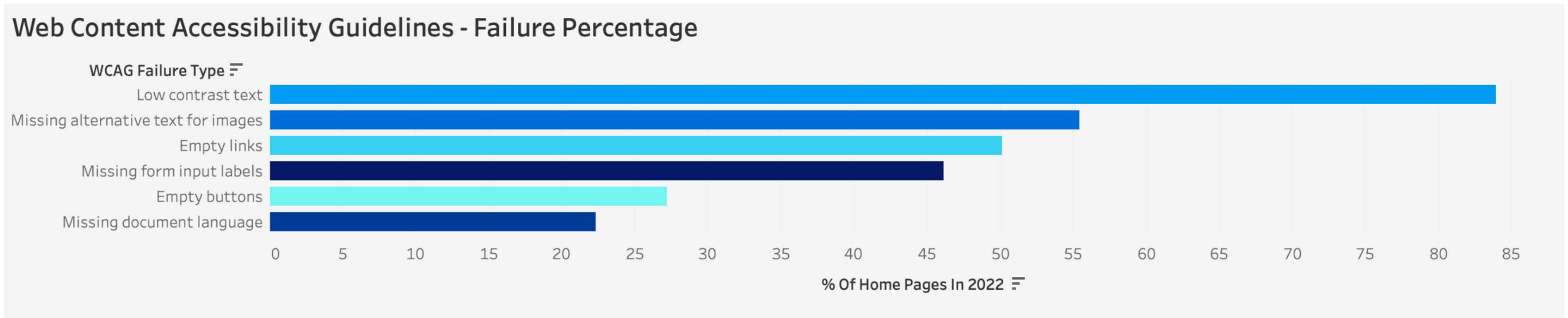
Problem Space

CDC Survey on Disability Prevalence - 2016 to 2020



*40% of those surveyed reported a disability

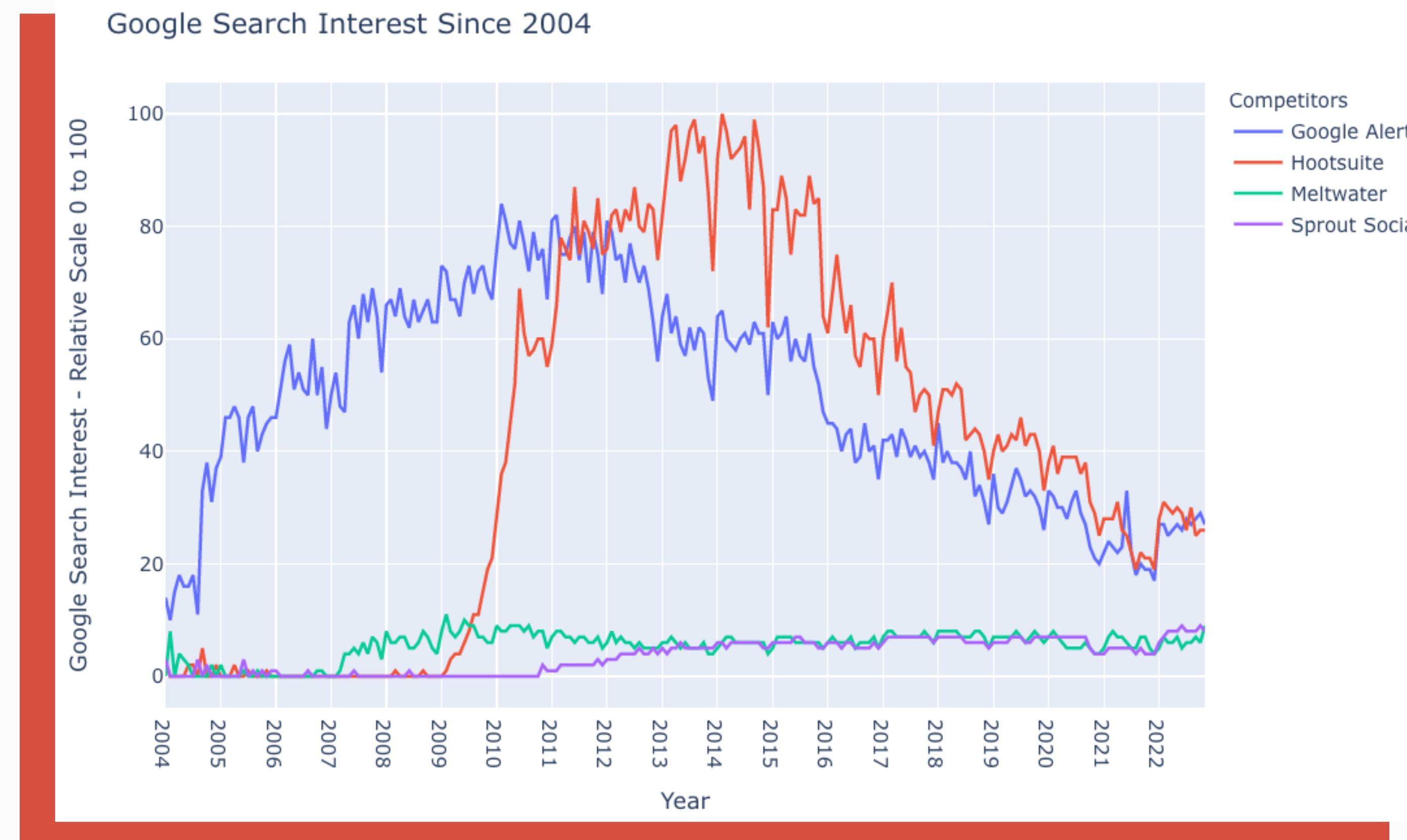
Rationale for Target User



Data Source: WebAIM *web accessibility in mind*

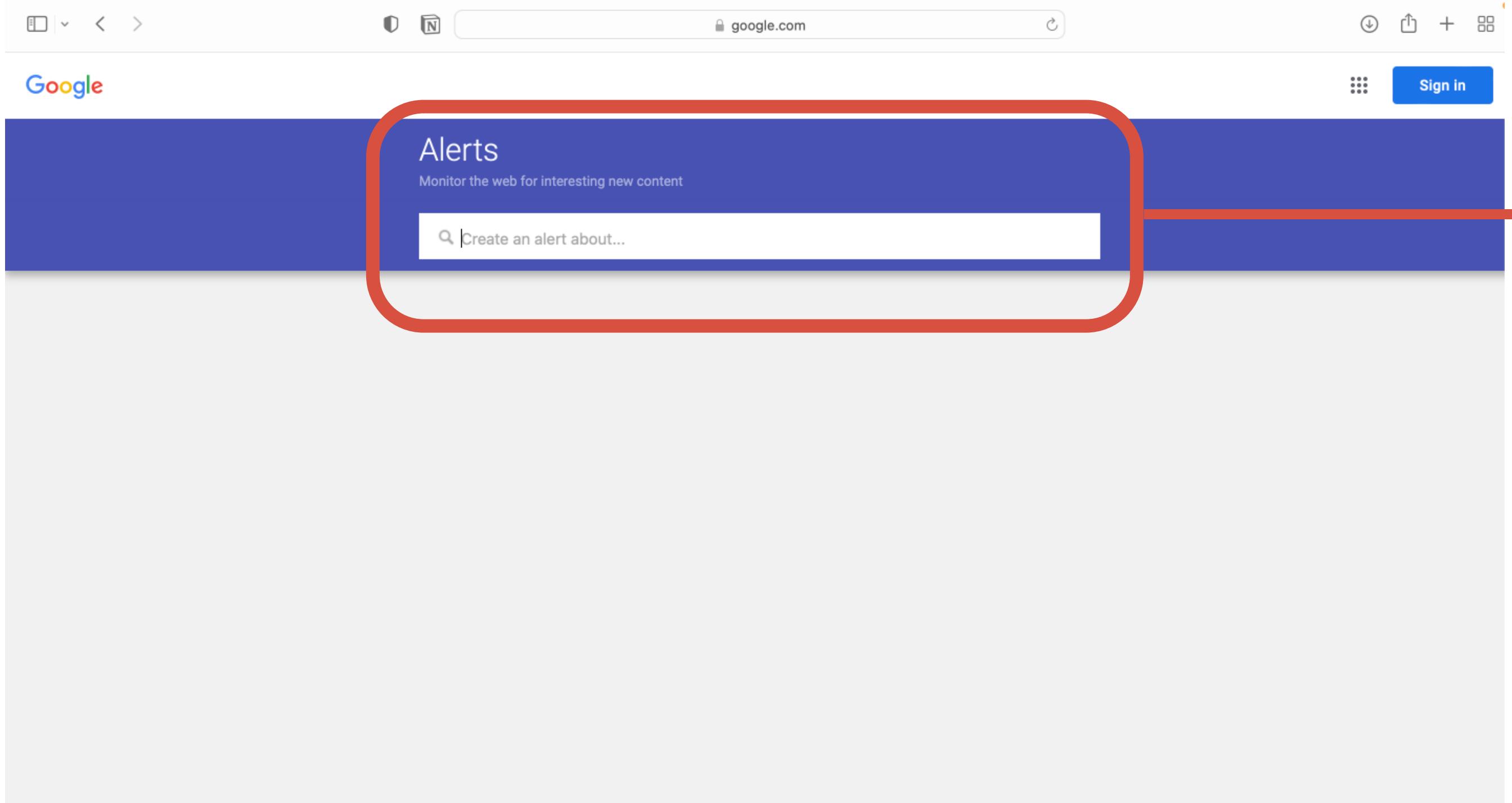
1. Visually impaired
2. Color blind
3. Regular Internet User

Current Product Analysis - Google Alerts vs. Competitors



Data Source: Google Trends

Google Alerts Audit



Issues

- Unclear labeling
- Text size too small
- Poor colour contrast
- No speech to text option
- No clear indicators

Data source: [Site Improve](#)



James Marshall

Age: 36

Location: Toronto, Canada

Occupation: Small Business owner

Disability: Color Blind/ Visual acuity

“"Monitoring key information that effects my business is important to me but it's challenging when I can't read the information even when it's on a desktop. **”**

Motivations/Goals

Monitor keywords/search terms.

Pain Points

- "I get frustrated when the text is too small".
- "A lot of sites value aesthetics over accessibility".

Behaviours

Avoids using Google Alerts on mobile, prefers desktop.

How Might We?

Goal: Improve accessibility on the Google Alerts page.

Original: "How might we leverage digital solutions to provide equal access to people with disabilities to resources and information?"

Refined: How might we improve accessibility for people with vision impairment using Google alerts so that they can easily navigate through the page?

How Might We?

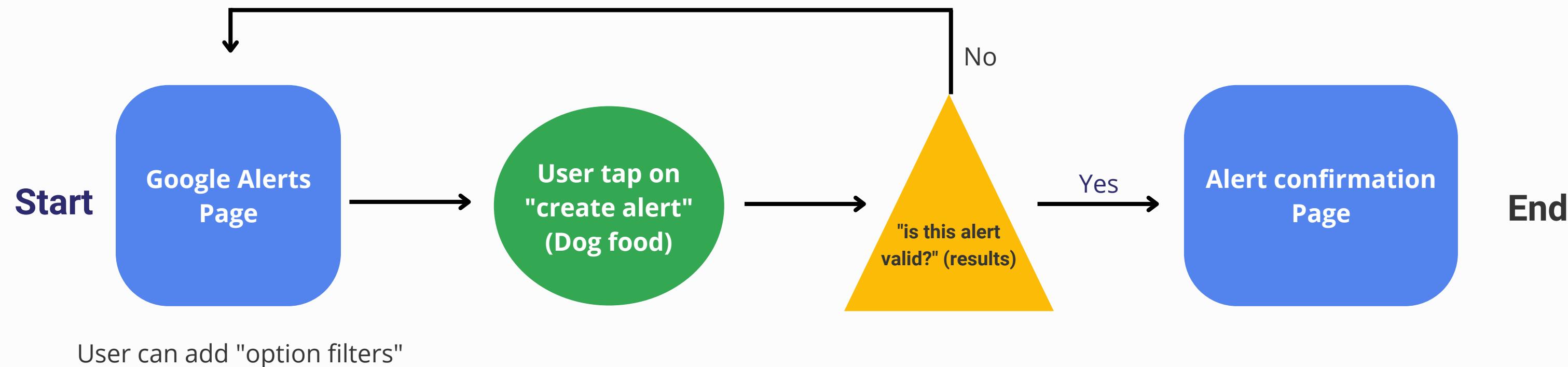
Goal: Improve accessibility on the Google Alerts page.

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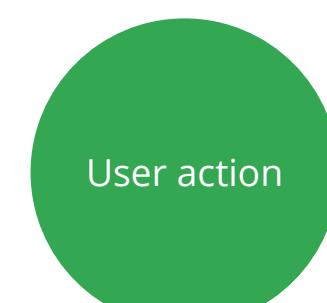
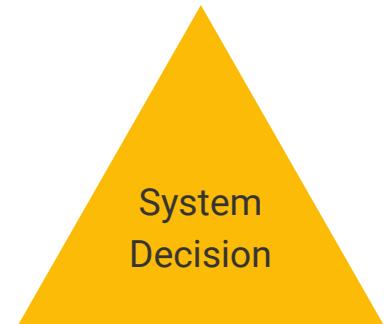
Refined: How might we improve accessibility for people with vision impairment using Google alerts so that they can easily navigate through the page?



Task Flow



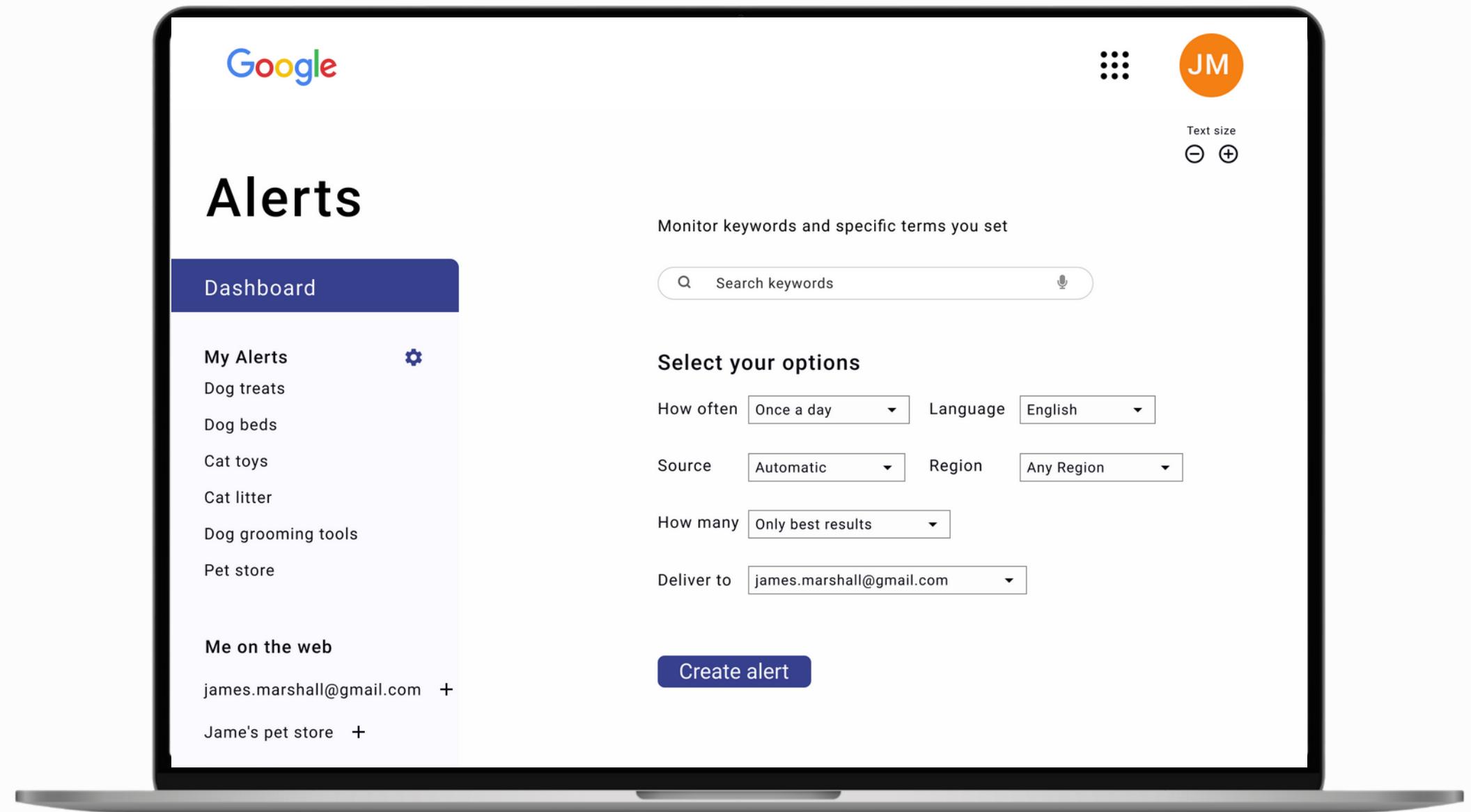
Legend



Hi-Fi Prototype

Implemented changes

- Improved colour contrast
- All size text is over 16px
- Added a video tutorial
- Speech-to-text option
- Text size option
- Added labels
- Text hierarchy



Next Steps

1 Include visual analytics

2 Expand dashboard categories

3 Conduct testing

4 Iterate and repeat until launch



Key Learnings

1. Curiosity leads to understanding.
2. Accessibility increases user retention and competitive advantage.
3. Every decision must answer "why"



Thank You

Appendix

Data source: Site Improve

Improve Internet Accessibility for Individuals with Impaired Vision

Improving Accessibility for Visually Impaired

Figma Master File

Hi-fi prototype

Data Source CDC

WebAIM.org