

penguin

Safe Space For Parents With Disabilities

Capstone Report

Camilo L. & Shreyans B





About Us

We understand what it's like to not be included and not be able to voice our thoughts for fear of being judged. Safe spaces for communication and connection are hard to come by, and we personally value their importance. Hence, we take this project personally as a way to give back.

Our team is driven by a commitment to delivering solutions that not only meet design standards but also prioritize inclusivity, diversity, and user-centricity

Shreyans Baid is a multifaceted design professional who combines his expertise in industrial design, product strategy, and frugal innovation to create impactful solutions. As an adept practitioner of Design Thinking and Strategic Design, he advocates for universal design and design justice, emphasizing inclusivity and fairness in design practices.

Camilo Lizarralde has a background in film production and brand strategy, has integrated his professional expertise with his personal experience as a person with a disability. This fusion enhances our ability to comprehend and incorporate the primary user perspective effectively in design processes.



Index

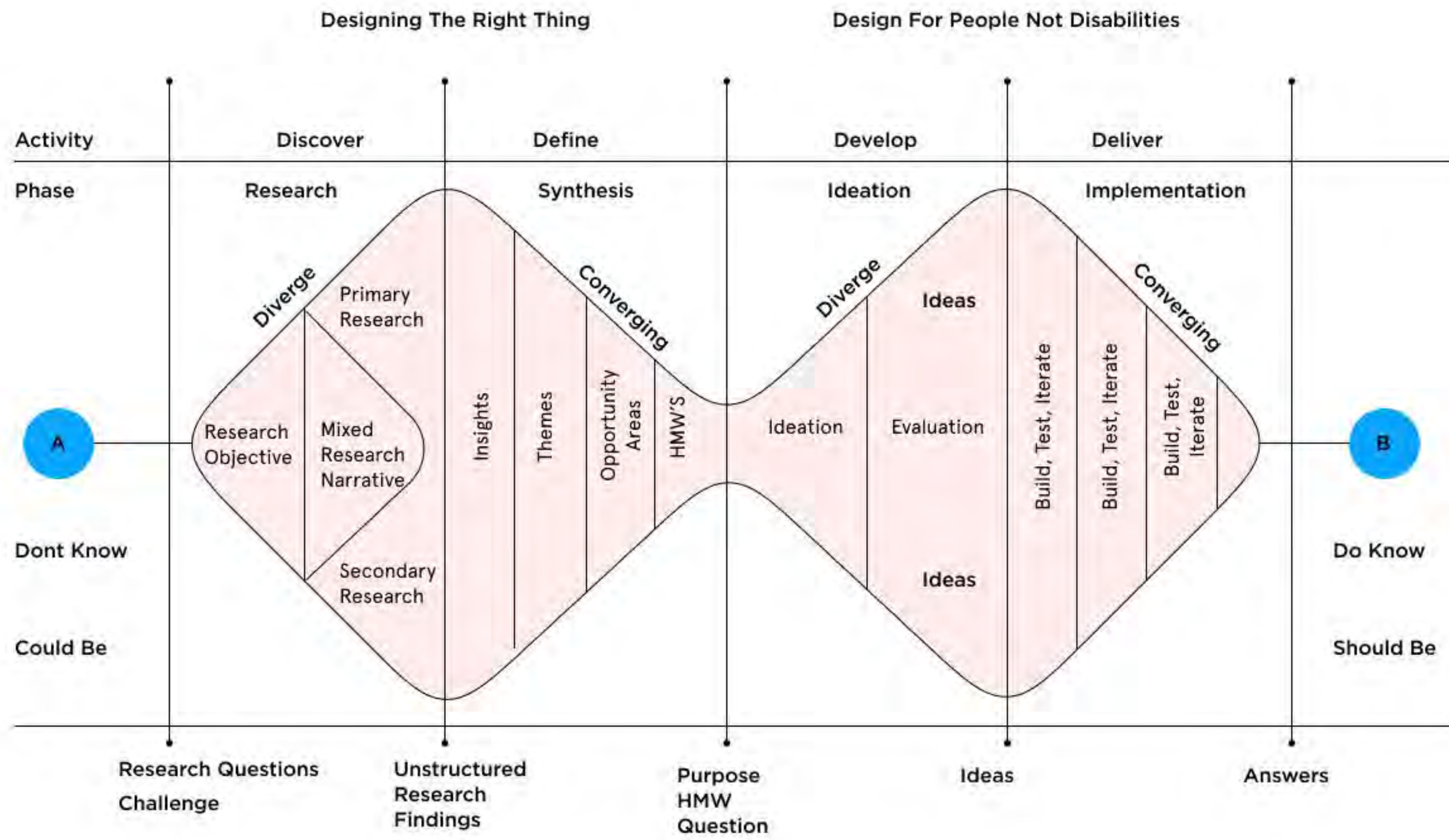
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Process

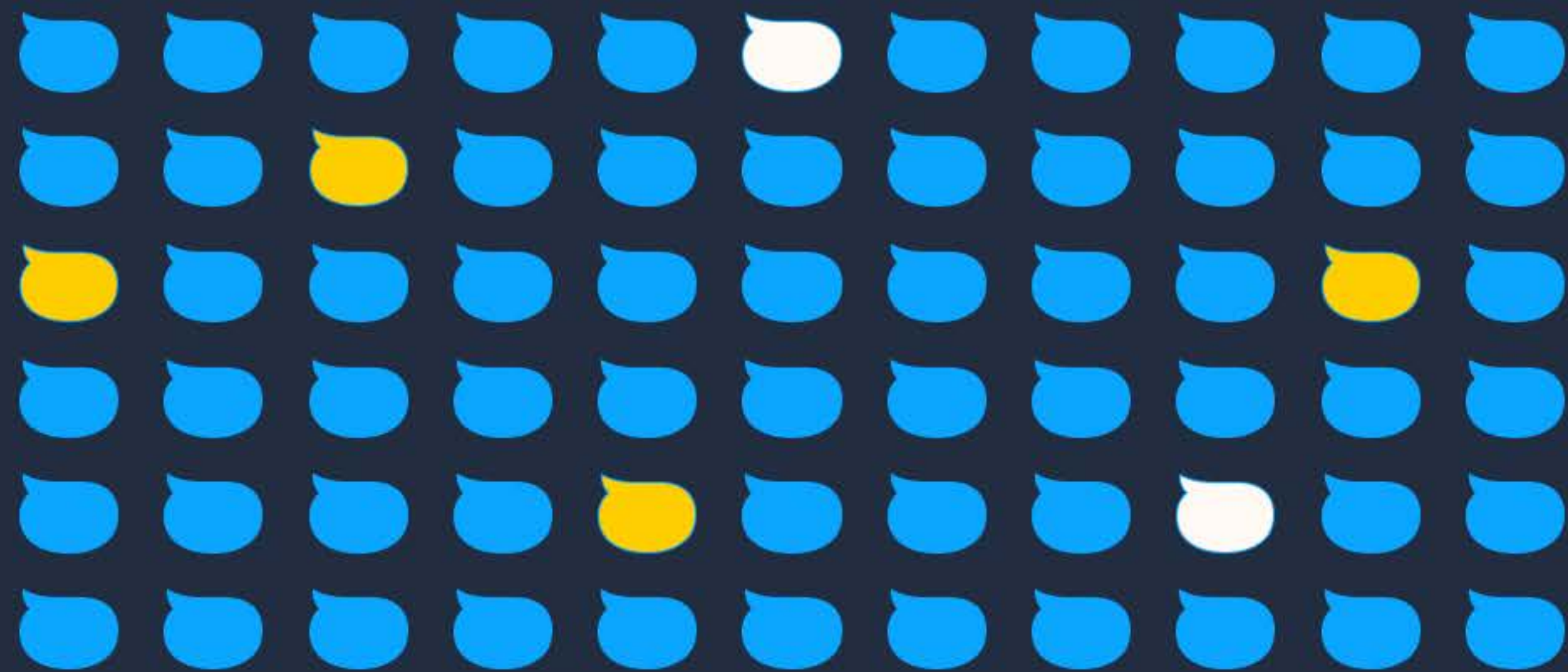
Thinking Meets Design



1 Billion

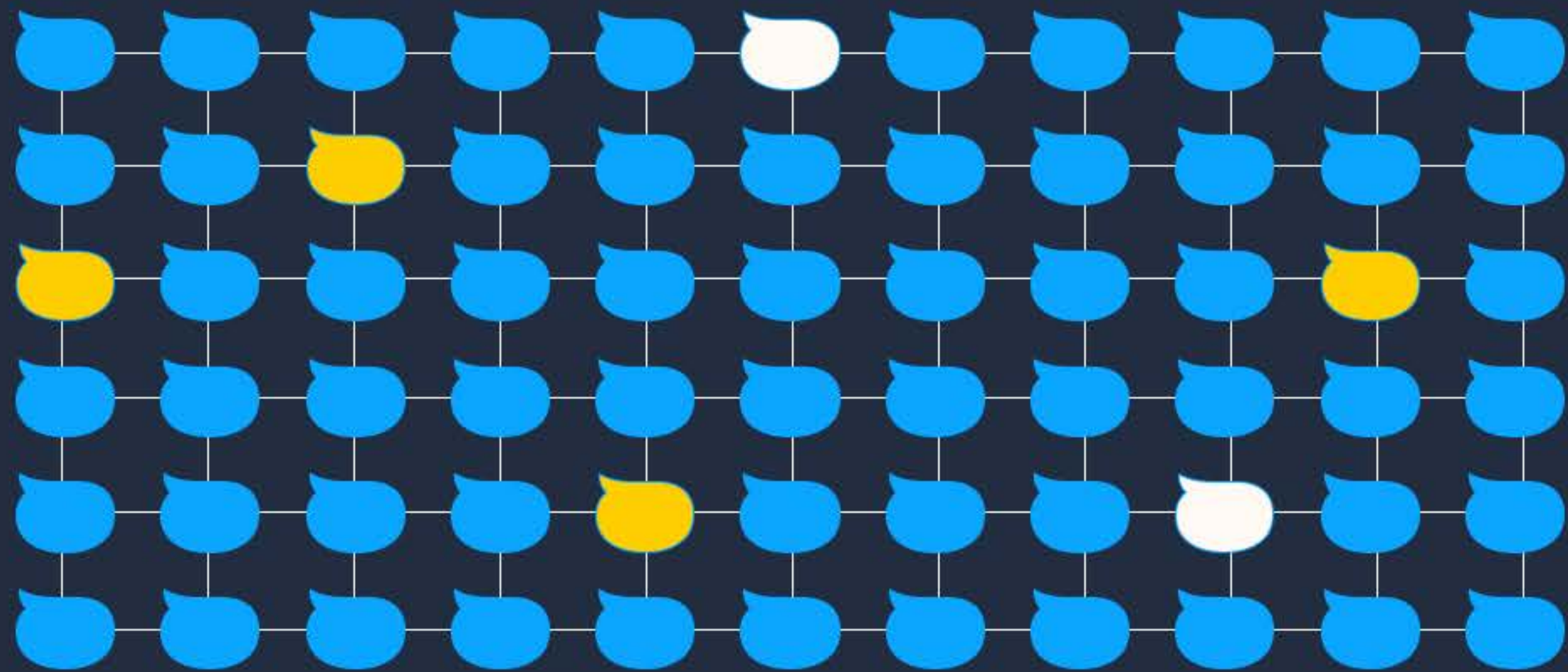
People have disabilities
in the World

Source: <https://heller.brandeis.edu/>



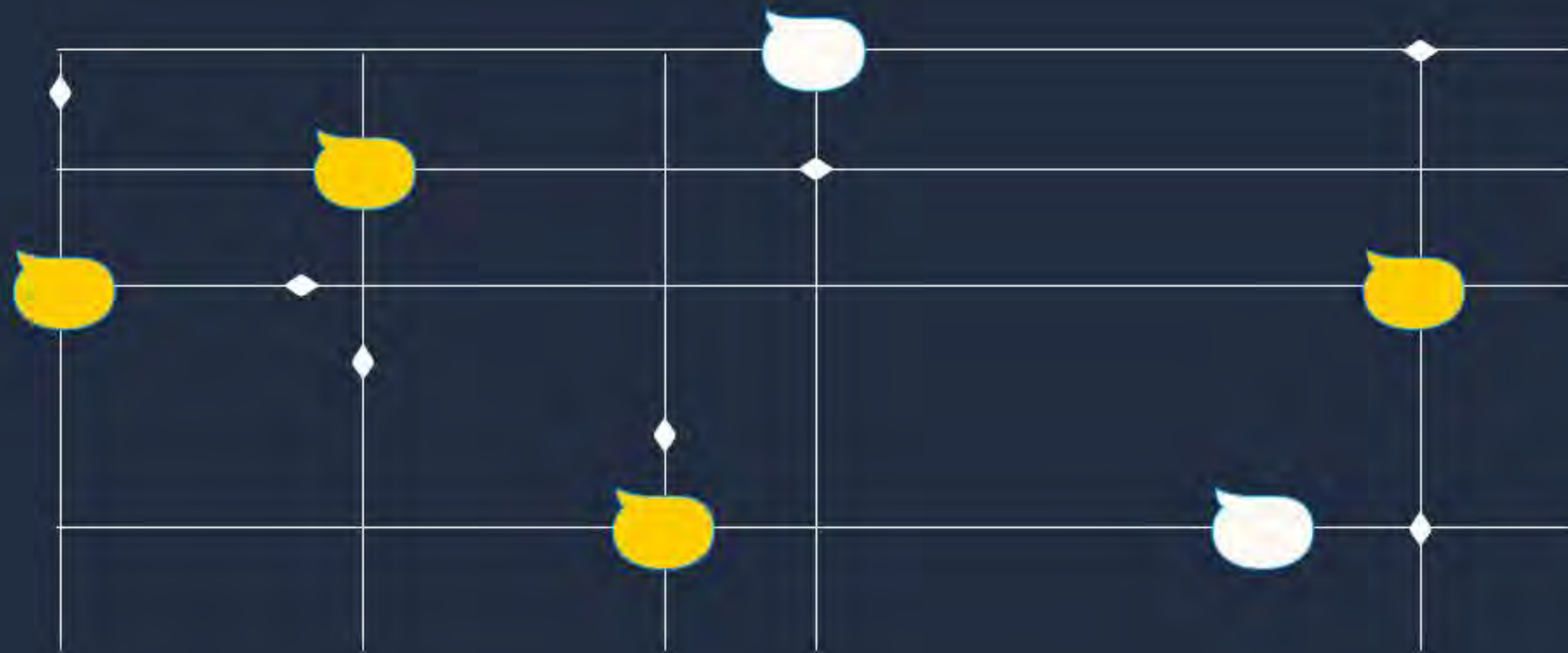
61 Million
People have disabilities
in the U.S.

Source:<https://heller.brandeis.edu/>



4.4 Million
Parents
with disabilities.

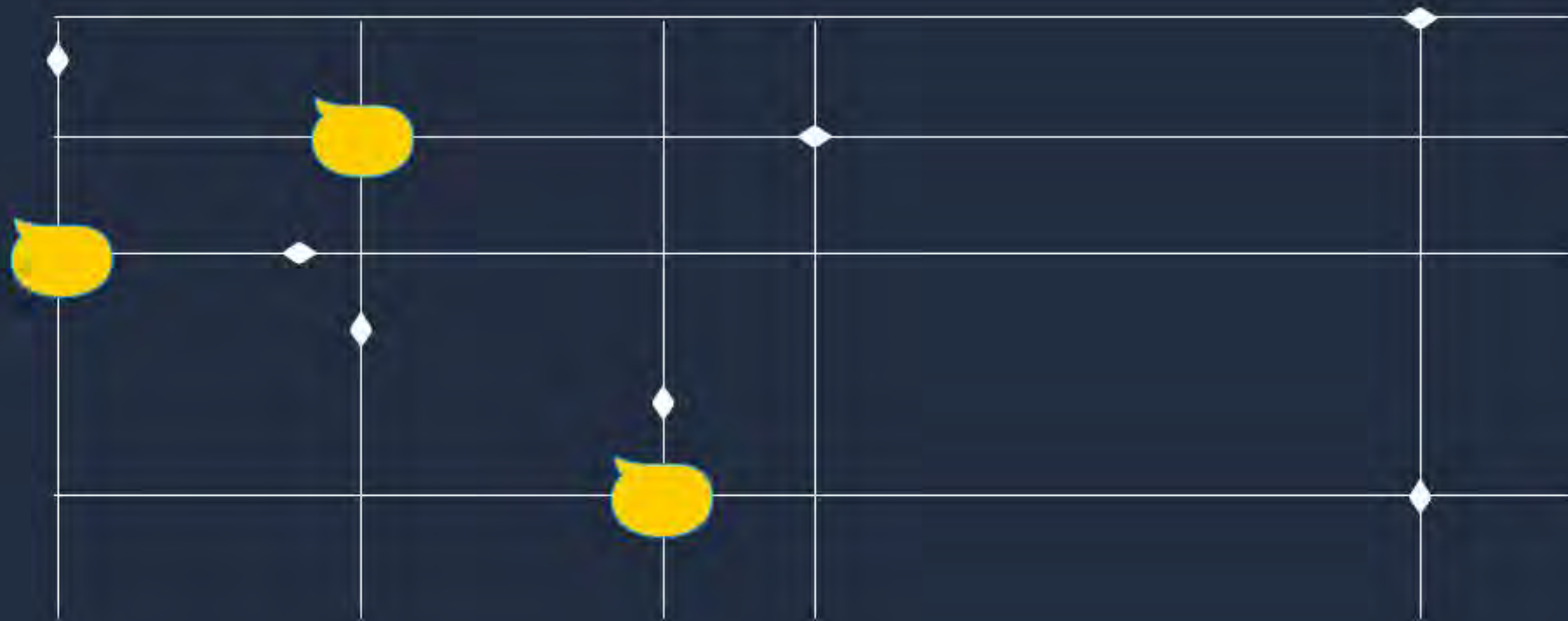
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2.1 Million

Parents
with ambulatory
disabilities.

An ambulatory disability is a physical impairment that prevents or makes it difficult to walk.



Source:<https://heller.brandeis.edu/>

Problems As Guidelines

The Fragmented Nature Of
Community-Based Knowledge
Poses Challenges For Parents With
Disabilities In Locating Information
And Establishing Secure Spaces To
Find And Share Information

Research Objective

Identify the most pressing issues, challenges, and circumstances that parents with reduced mobility face day to day, to understand how leaders, markets, and brands, could address the needs of this community so that they can find better support in communities, brands, and services when it comes to being a parent.

**Adaptive parenting techniques mean strategies for accomplishing childcare and other parenting tasks that enable a person with reduced mobility to execute a task safely for themselves and their children alone or in conjunction with adaptive parenting equipment.*

Research Questions

Primary

What is the relationship between adaptive parenting techniques for parents with disabilities and their parenting style?

Secondary

How do parents with reduced mobility adopt and adapt **parenting strategies** and what self-made innovations/ interventions do they use on a day-to-day basis?

- **What is the Relationship between the style of parenting and the adaptations parents innovate.?**
-

What roles do family members assume within different contexts, how do these roles vary among family configurations, and what impact does this have on the overall well-being of the family?

- How do factors like gender norms and Extent of Disability, Financial Considerations, Child's Needs, and Support Systems impact adaptive parenting techniques. ?
-

What role does the **community** play in gathering knowledge regarding parenting strategies?

Research Method

Primary

Appreciative Inquiry Method

In-depth interviews:

We are planning to adopt the **appreciative inquiry method, as advocated by David Cooperrider**. Aligned with his belief that "Posing positive questions leads to positive change," we plan to structure our interviews around the three pillars. Our intended questioning style will be flexible, enabling us to explore the subjects' experiences in a way that is both respectful and empowering. **This decision is driven by our aim to transform the prevailing narrative, which often centers on challenges and limitations, into one that celebrates strengths and resilience.** We intend for appreciative inquiry not only to foster a positive atmosphere but also to empower parents by spotlighting their abilities and coping strategies.

Secondary

Mixed Research- Narrative And Qualitative

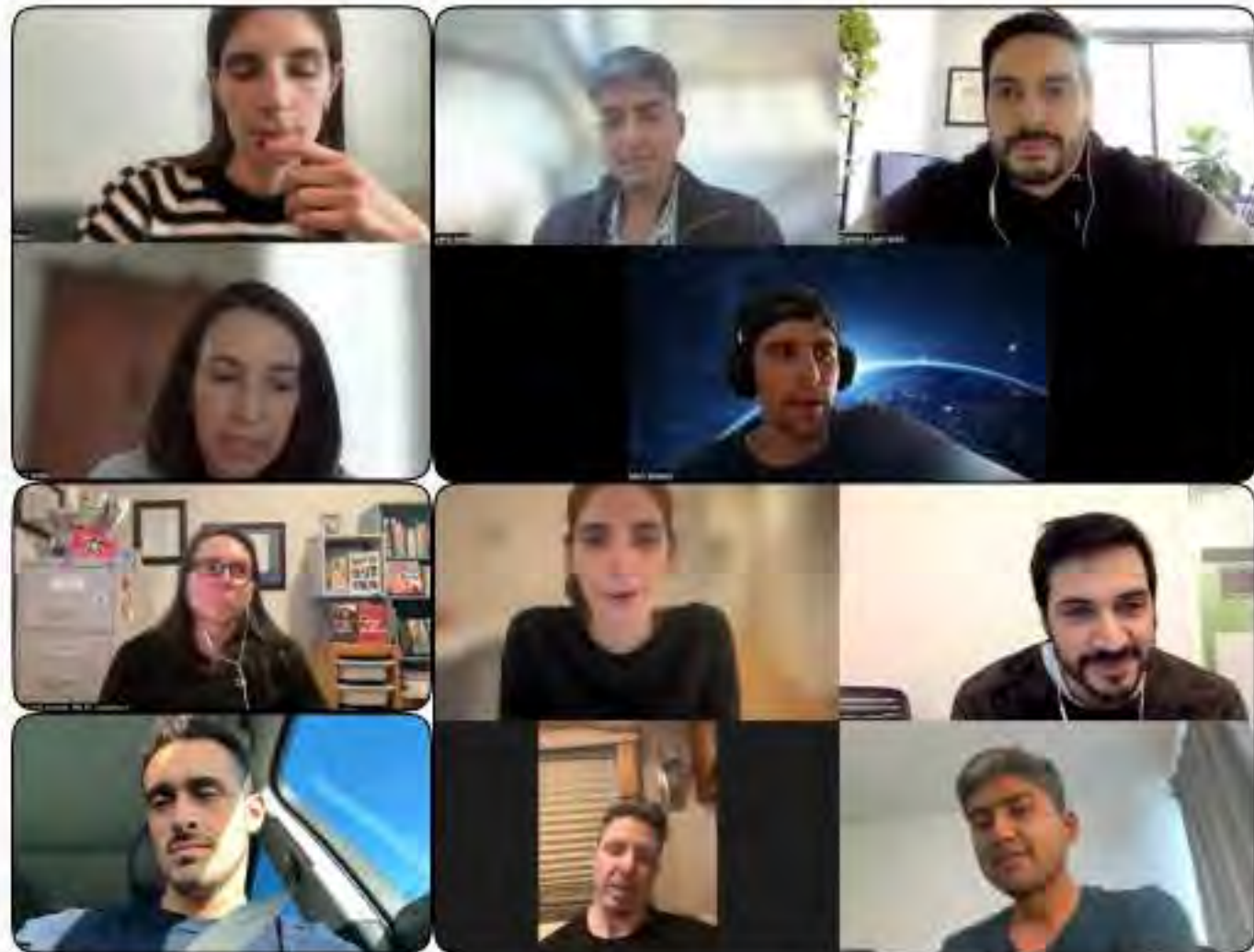
Secondary research:

Narrative inquiry through found documents; Understanding activities of daily living through narratives. (Literature on first-hand experience from parents with reduced mobility). We draw insights from a diverse range of sources, incorporating media content, visual and pop culture representations, and personal narratives. Additionally, active participation in seminars centered around topics such as disability, social justice, human rights, and assistive technology plays a crucial role in deepening and expanding our understanding.

Research Method

Primary

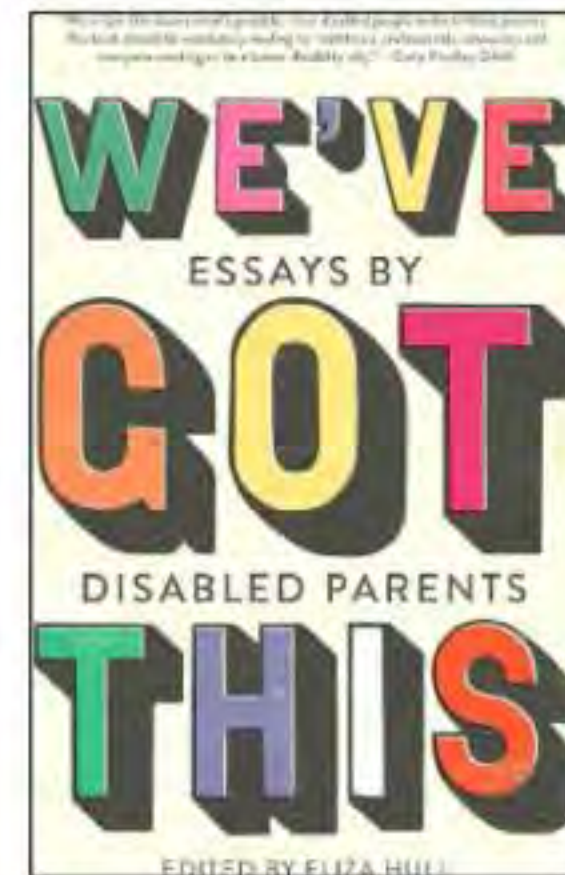
Appreciative
Inquiry Method



Appreciative
Enquiry

Secondary

Mixed Research-
Narrative And
Qualitative



PERSONAL DOCUMENTS



PUBLIC RECORDS



SEMINARS



INTERVIEW PROTOCOL



JOURNAL ARTICLES



VISUAL AND
AUDIO DOCUMENTS

Data Collection Checklist

| Dimensions | Practices |
|--|--|
| Role of Researchers | <ol style="list-style-type: none"> Engage in observational research methods. Act as facilitators in interviews to gather qualitative data on Inter-abled parenting strategies. Conduct secondary research through Media listening, visual, pop culture and personal documents Attending live seminars on disability, social justice, and human rights. |
| Time Constraints | <ol style="list-style-type: none"> 5 weeks for broad-scope data collection, 2 weeks for narrow-scope data collection 4 weeks for coding and synthesis 2 weeks for making data presentable and documenting research findings |
| Duration | <ol style="list-style-type: none"> The length of each interview was 45-50 mins (avg.) Weekly 4 hours of desk research per person for secondary research. |
| Object—what are you looking at (can be a process)? | <p>Inter-abled Parenting behaviours, self-made interventions, products that provide fortuitous access and curb cut access, decision-making processes, and adaptations to children's needs.</p> <p>The impact of external factors like technology, education systems, and social networks (in-person and virtual)</p> |
| Setting (where) | <p>We are conducting research to gain knowledge from diverse settings such as homes; community centres; rural, suburban and urban settings; online platforms</p> <p>We are focusing on data found within the context of the USA.</p> |
| Observed processes/ processes participated in | <p>Observe daily routines, self-made adaptation/ interventions, parent-child interactions, roles of each parent in an Inter-abled setting and decision-making in real-life scenarios broadly revolving around PRE-CONSIDERATION - CONSIDERATION - PREGNANCY - PARENTING - GROWING UP phases.</p> |

| | |
|--|--|
| Task—nature of task observed | |
| Other Types of Data Collected (experiments, interviews, participation, artefact) | <ol style="list-style-type: none"> Interviews Media Listening Visual documents Pop culture documents Personal documents Live seminars on disability, social justice, and human rights. |
| Numbers of each type collected (eg how many interviews? Artifacts? Create a list.) | <ol style="list-style-type: none"> Interviews-6 (5 individuals identifying as males and 1 individual identifying as female) Media listening- 19 podcasts; 1 webpage support group. Visual documents- <ol style="list-style-type: none"> Pop culture documents- 3 movies, 25 Instagram accounts, 4 Facebook groups, 1 webpage support group. Personal documents- 1 book Seminars on disability, social justice, and human rights- 2 (8 hours total in duration) |
| Participants description | <ol style="list-style-type: none"> Age range: 30- 43 Family structure: interabled families living in nuclear family settings (w/o a circle of support within an hour's reach), nuclear families (With a circle of support within an hour's reach), Place classification: urban, suburban and rural areas |
| Methods for Coding and Analysis | Maintaining a code book and using it for process and thematic coding. |
| Verification Methods | <p>Building a short presentation deck and validating collective findings from our interviewees.</p> <p>Cross-validation with other researchers and experts in social justice.</p> <p>Quantitatively validating other findings through counting social media parenting group admins and other forms of support groups.</p> |
| Findings—summary | Our findings revealed gaps in the adaptive parenting landscape, emerging trends in the disability community, |

Culture Study

By deeply exploring experiences and stories of the disability community, we were able to map out the current and emerging trends through the lens of parenting. This process allowed us to derive meaningful themes and narratives that drive our project towards various promising opportunity spaces.

Sources:

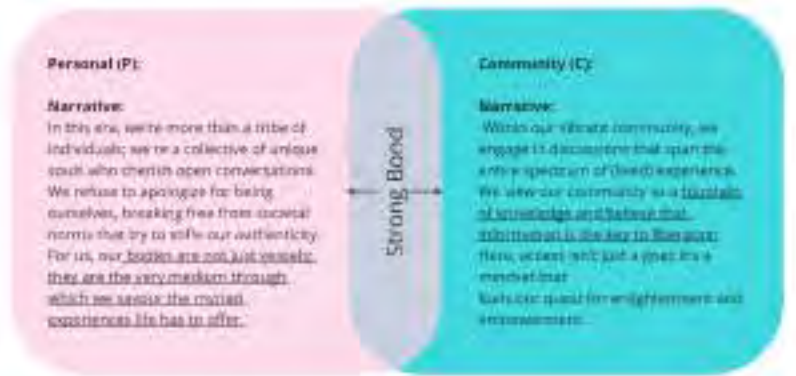
Social media listening

Interviews

Vox Pop

Books on parenting with disabilities

Documentaries and films



Theme: Individual Self-Expression in the context of parenting

Personal Narrative:
 In this era, we're more than a title of individuals; we're a collective of unique souls who cherish open conversations. We refuse to apologize for being ourselves, breaking free from societal norms that try to stifle our authenticity. For us, our bodies are not just vessels; they are the sacred ground through which we navigate the chaotic, experiences life has to offer.

Community Narrative:
 Within our vibrant community, we engage in discussions that span the entire spectrum of lived experiences. We view our community as a tapestry of knowledge and shared wisdom that is the key to the next. Here, voices aren't just a part; they're a powerful force for empowerment and encouragement.

Strong Bond

Body of a Mother
 Healthy mind with a healthy body is the foundation for a sustainable parenting journey. It's about embracing our physicality and mental strength as tools for growth and resilience.

Body of a Mother
 Healthy mind with a healthy body is the foundation for a sustainable parenting journey. It's about embracing our physicality and mental strength as tools for growth and resilience.

Theme: Knowledge, Trends, and Media

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Theme: Time, Independence, and Access

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Theme: Sustainable Parenting, Adaptive Techniques, and Self-Care

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Themes and Narratives

Themes And Opportunities

THEMES

| | |
|--|---|
| Fortuitous Access, Intentional Access and the curb cut access: | The 'Right Product' and the right experience Buys them Time and Independence: |
|--|---|

GAPS

| | |
|---|---|
| Accessibility ends up being about the product and not the experience. | A lot of the Parenting products are over designed |
|---|---|

OPPORTUNITIES

**HOW
MIGHT
WE**

... empower creators, leaders, and brands to design better accessible products and experiences for people with disabilities, fostering equitable participation and empowering parents through innovative specialized products?



Themes And Opportunities

THEMES

| | | | |
|--|---|---|---|
| Efficiency first roles: Division of labor | Parenting Styles Determine Adaptive Parenting Techniques | Self-Care as a Means to Interdependence and Independence | Creativity as a way of parenting: The role of trial and error (winging it) |
|--|---|---|---|

GAPS

| | | |
|--|---|---|
| Individualized Information Deficiency | The Cost of interdependence and managing priorities: BURNOUT | lack of fatherhood related information |
|--|---|---|

OPPORTUNITIES

**HOW
MIGHT
WE**

...design systems that promote connection with a network of support and support interdependency in parents with disabilities, thereby enriching their parenting journey, increasing participation, and reducing parenting burnout?



Themes And Opportunities

THEMES

| | | | |
|--|---|---|---------------------------|
| Community as a Way of Knowledge | Motherhood oriented support groups | By the community for the community | Collaborative Care |
|--|---|---|---------------------------|

GAPS

| | | |
|---|---|---|
| Lack of safe spaces for intimate discussions | Gap between informal and formal medical advice | Accessing resources is complex and not tailored to their needs |
|---|---|---|

OPPORTUNITIES

**HOW
MIGHT
WE**

...engage and mobilize communities to provide more parenting resources tailored towards fatherhood?



Building A Robust Community Of Parents

How might we support parents with disabilities with access to tailored resources that foster a supportive community, enhancing their parenting experience, promoting inclusivity and reducing stigma?

Concept Development

Community As A Way Of Knowledge

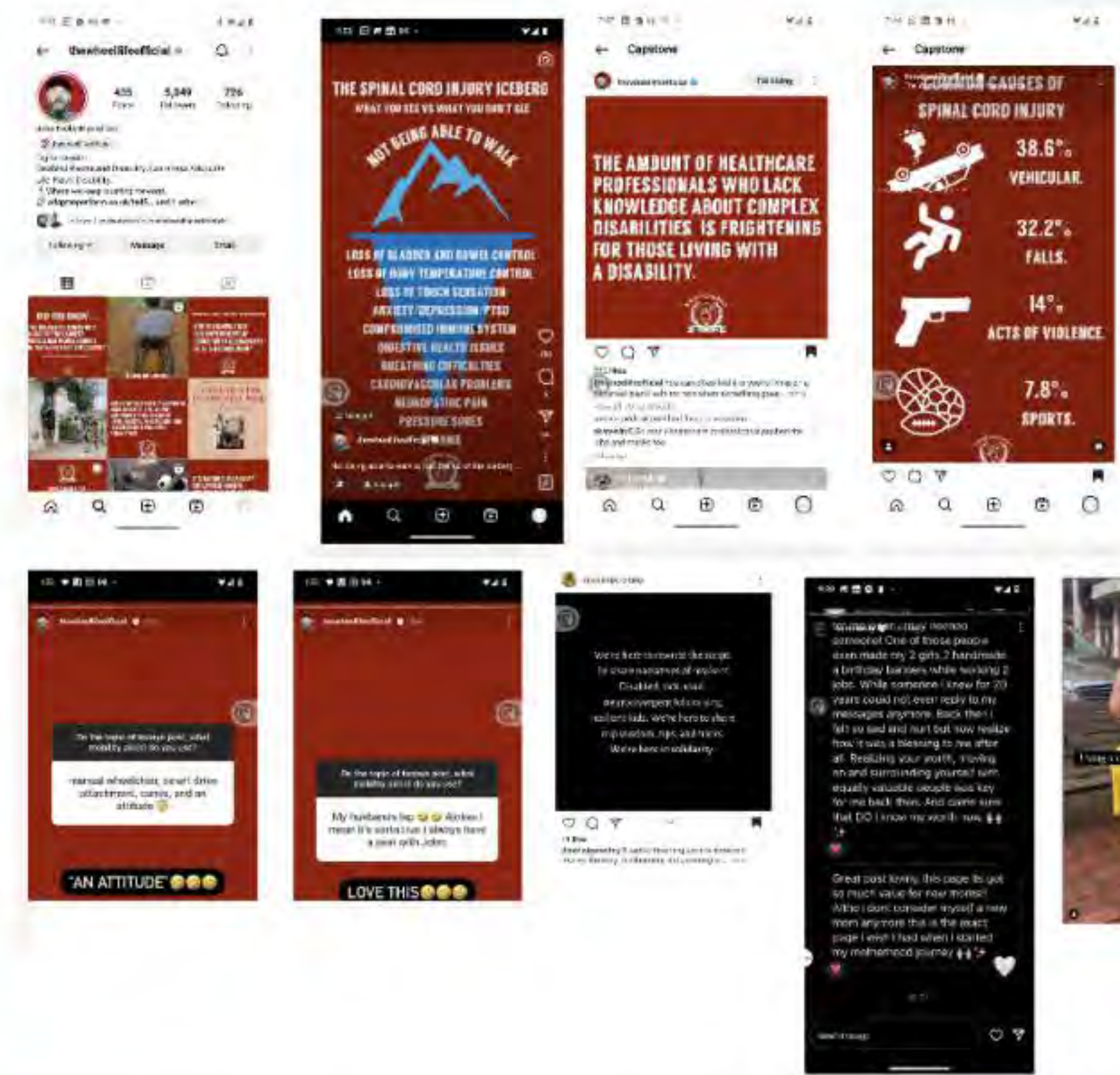
Information is Freedom: Emphasizing the value of collective knowledge and peer support as tools for empowerment, encouragement and education among disabled parents.

lack of representation
Participant eliza hull

So i feel like the sample size is just low. Um, so i feel like that's probably one of the biggest reasons that there is the biggest such a discrepancy of doctors, and Encouraging families, or The knowledge around it.
Participant M

LEARNED WISDOM
wags of sci (q and a)

BEST SOLUTIONS COME FROM THE COMMUNITY.
wags of sci (q and a)



There is a gap between remote communities and being able to find the right doctors. the community end up being the
wags of sci (q and a)

source for informal advice.

working within the disability community in online spaces I really saw it, kind of Evolve. From beginning, from there, being nothing to all of a sudden it became this public stage. For us in a place for us too. **Find each other, our create our own resources. And, Insist on our own. Telling our own stories and Creating our own narratives.** But yes. So in 2009, there still wasn't any of that?
-Dani Izzie

Understanding Users

Design A Sustainable Support Mechanism

01

**Pre-
Pregnancy**

02

**Pregnancy
Phase**

03

**Post
Pregnancy**

04

**Experience
Recycling**

01

Pre-Pregnancy

- 1. Health Evaluation:** Consulting with healthcare providers to understand how their disability might affect pregnancy and parenting. This includes discussing medications, possible complications, and the need for specialized care.
- 2. Accessibility Planning:** Ensuring their living environment is accessible and safe for both pregnancy and child-rearing. This may involve home modifications.
- 3. Support System Establishment:** Building a network of support, including family, friends, and professionals who can assist throughout the pregnancy and beyond.
- 4. Financial Planning:** Assessing the financial impact of pregnancy and raising a child, including potential medical costs, home modifications, and necessary assistive technology.
- 5. Legal Considerations:** Understanding legal rights and protections, such as workplace accommodations and healthcare rights.

02

Pregnancy Phase

03

Post Pregnancy

04

Experience Recycling

01

Pre-
Pregnancy

02

Pregnancy
Phase

- 1. Regular Medical Care:** Attending prenatal appointments to monitor the health of both the mother and the fetus. Parents with disabilities may require more frequent monitoring.
- 2. Adaptive Equipment:** Acquiring adaptive equipment for pregnancy-related changes in mobility or health, such as maternity support belts or modified seating.
- 3. Pregnancy Education:** Participating in childbirth education classes, potentially seeking out classes that address specific needs related to their disability.
- 4. Planning for Hospital Stay:** Coordinating with hospital staff to ensure accessibility needs are met during delivery and any potential stay, including communication aids if necessary.
- 5. Transportation:** Arranging for accessible transportation to and from healthcare providers.

03

Post
Pregnancy

04

Experience
Recycling

01

Pre-
Pregnancy

02

Pregnancy
Phase

03

Post
Pregnancy

- 1. Child Care Adaptations:** Using adaptive parenting equipment such as modified cribs, changing tables, or baby carriers designed for parents with disabilities.
- 2. Healthcare for the Newborn:** Regular visits to a pediatrician, ensuring that the medical office is accessible.
- 3. Recovery and Self-Care:** Managing postpartum recovery while addressing the unique challenges posed by the parent's disability.
- 4. Feeding the Baby:** Finding suitable methods for feeding the baby, which may include adapted breastfeeding techniques or equipment for bottle feeding.
- 5. Social and Emotional Support:** Accessing support groups for parents with disabilities or counseling services to help cope with the new challenges of parenting.

04

Experience
Recycling

01

Pre-
Pregnancy

02

Pregnancy
Phase

03

Post
Pregnancy

04

Experience
Recycling

1. Enabling parents to **share information with one another** can create a highly supportive environment.
2. When parents **share their parenting "hacks," strategies, and personal stories**, it provides valuable context and understanding around the pressing issues that families face.
3. The **circularity of information-sharing and the compounding of experiences within the parenting community can create a powerful support network**. As parents contribute their knowledge and perspectives, the overall understanding and resources available to the group continue to grow and evolve.

01

Consideration



02

Pregnancy Phase



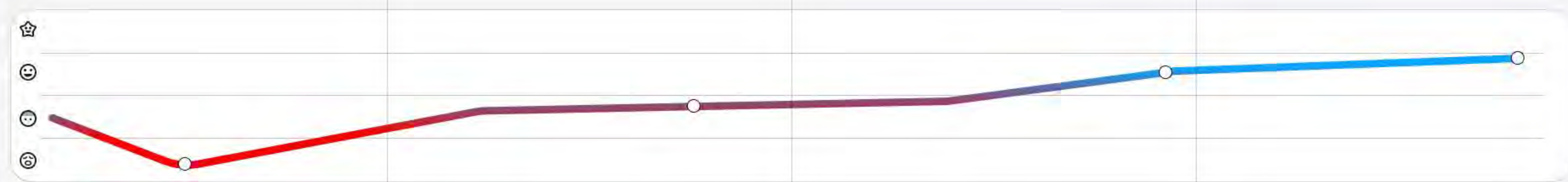
03

Post Pregnancy



04

Sustainable Parenting



Feedback :

- It makes you re-evaluate basic principles.
- Internalised ableism
- I'd never allowed myself to entertain the idea that I might become a parent one day'
- Lack of a community
- no sense of belonging
- lack of confidence
- loosing independence
- Met with informed medical team - made a huge difference
- CONSULT DOCTORS- High risk pregnancy doctor

Feedback :

- winging it !
- mindset of a problem solver on a daily basis
- fear, uncertainty, excitement
- we had to fill in what seemed like a million forms.
- we feared we wouldn't have a chance.
- im the only one that truly undertands my body
- how blogs gave her an outlet to reach other people and help those in need
- "HOW THE HELL DO I DO THIS!"
- I deliberately didn't go to my usual specialist to fill out my medical form

Feedback :

- Activities of daily living
- needed support of friends and family to chase after him
- every movement is calculated
- loosing control of their own choice
- dealing with stigma
- its not the disability that disables them but society
- internal abelism
- Creative hacks
- absolute joy, exhaustion, pride, worry, protectiveness, love, and an emotion for which I do not know the word

Feedback :

- role of the kids come in
- kids realising of their different abilities
- kids feeling ashamed of their parents disability
- teaching disability pride
- i feared the additional prejudice and discrimination that a disabled child might encounter

Opportunity :

- benefits that disability offers to our world
- For me, the decision to have a child was not in spite of disability. In no small part, it was because of it

Opportunity :

- counselling' offered by health practitioners
- finding others like her made her feel supported

Opportunity :

- i wanted to impart to her that disability isn't a bad thing, just part of natural human variation.
- not finding products that work for me
- interdependence - key factor in community

Opportunity :

- sharing their stories
- previously loved items

Mindsets

Penguins Audience



Concept Testing

The Concept

Design A Sustainable Support Mechanism

Knowing the Possibilities
Pre-pregnancy

Preparation and Doubts
Pregnancy phase



Improving
Post pregnancy

Experience Recycling
Imparting knowledge

Project ADAPT



People with disabilities are the **world's largest minority group**, making up about **15% of the global population**, or about 1 billion people.



Is an **online platform** that acts as a **safe and a brave space** for parents with disabilities.

We seek to support and bridge the gap between **formal and informal support mechanisms** by offering elements of both.

Features from the platform:

- One to one peer support group
- Professionally facilitated support groups
- Personalized user profiles, accessible design
- Trained AI recommendation and search engines
- Discussion forums, and more

61 M

People have disabilities in the U.S.

4.4 M

Parents with disabilities

2.1 Million

Parents have ambulatory disabilities

problem area

Parents with disability often find it difficult to find appropriate support networks that can understand their unique circumstances

The fragmented nature of community-based knowledge poses challenges for parents with disabilities in locating information and establishing secure spaces to find and share information

why now?

- Advances in technology, enabling more accessible and inclusive virtual spaces
- Increased awareness about lack of information regarding parenting with disabilities.
- Growing recognition of the importance of emotional well-being in the disability community
- Increased advocacy for disability rights

why?

Creating a virtual safe space is crucial to empower people with disabilities, to freely discuss information not provided by doctors. Fostering a sense of belonging, understanding, support and addressing the information and representation gaps

who?

- Parents with Disabilities
- Advocacy Groups
- Caregivers
- Family Members

We understand what it's like to not be included and not be able to voice our thoughts for fear of being judged. Safe spaces for communication and connection are hard to come by, and we personally value their importance. Hence, we take this project personally as a way to give back.



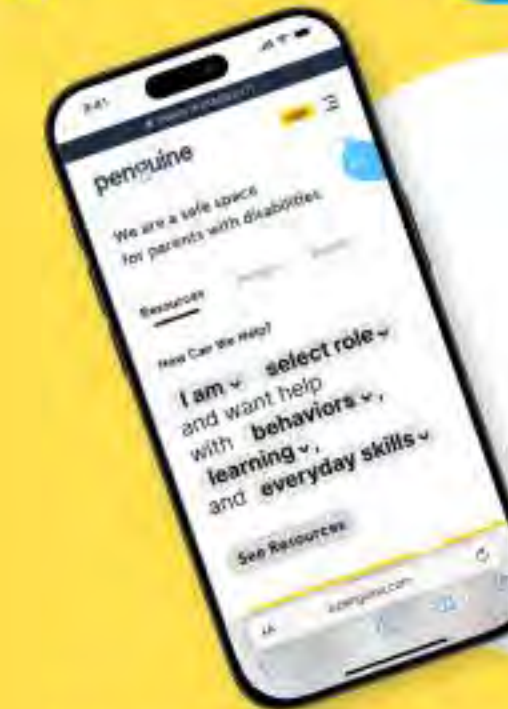
Camilo Lizarralde
E-mail: lzac194@newschool.edu
Phone: (829) 867 9243
LinkedIn: in.linkedin.com/in/camilolizarralde



Shreyans Baid
E-mail: shreyansbaid@newschool.edu
Phone: (551) 689 7024
LinkedIn: in.linkedin.com/in/shreyans-baid

First Iteration

penguin



We are an **online platform** that acts as a **safe and a brave space** for parents with disabilities.

We seek to support and bridge the gap between **formal and informal support mechanisms** by offering elements of both.

Features from the platform:

- Exclusive Access to Parenting Workshops and Events
- Meet With Mentors and Parents like You.
- Personalized user profiles, accessible design
- Trained AI recommendation and search engines
- Professionally facilitated support groups

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Camilo Lizarralde
E-mail: lzac194@newschool.edu
Phone: (829) 867 9243
LinkedIn: in.linkedin.com/in/camilolizarralde



Shreyans Baid
E-mail: shreyansbaid@newschool.edu
Phone: (551) 689 7024
LinkedIn: in.linkedin.com/in/shreyans-baid

In response to our how might we statement we created a one pager to test and validate the concept with our stakeholders.

Insight Gathering From The Concept One Pager



24

People
Contacted



9

In-depth
interviews



2

In-depth
observations



8+

Concept
Tests



4

Countries
& 4 States
in the US

Stakeholder Map



What Did The Stakeholders Have To Say



Marjorie Aunos
Researcher & Expert in
Parenting with Disabilities

**“No Imposition -
having an array of
options to choose
what works best for
each user”**



Matt Bowen
Parent with Disabilities

**“Ive figured out a lot
of things that could
help a lot of people,
so thats what I would
like to share”**



Nicolas Steenhout
Web Accessibility Expert

**“Making your
platform accessible
from the beginning
means building on
the right system”**



Whitney Weldon
NYC DOT engagement expert

“Having a professional facilitating a support group has been much better for me. It’s is not just venting away problems but instead building on your challenges”



Andres Villagran
Head of Marketing

“Talking to your community directly builds trust. Showcasing what is working for other customers has been the most effective strategy to build close relationships with their community”

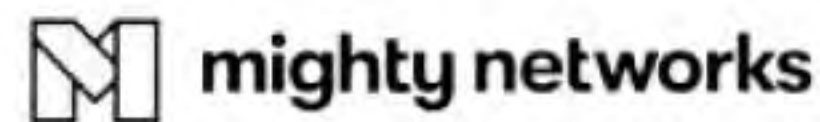
Strategy

Landscape Analysis

Landscape Analysis

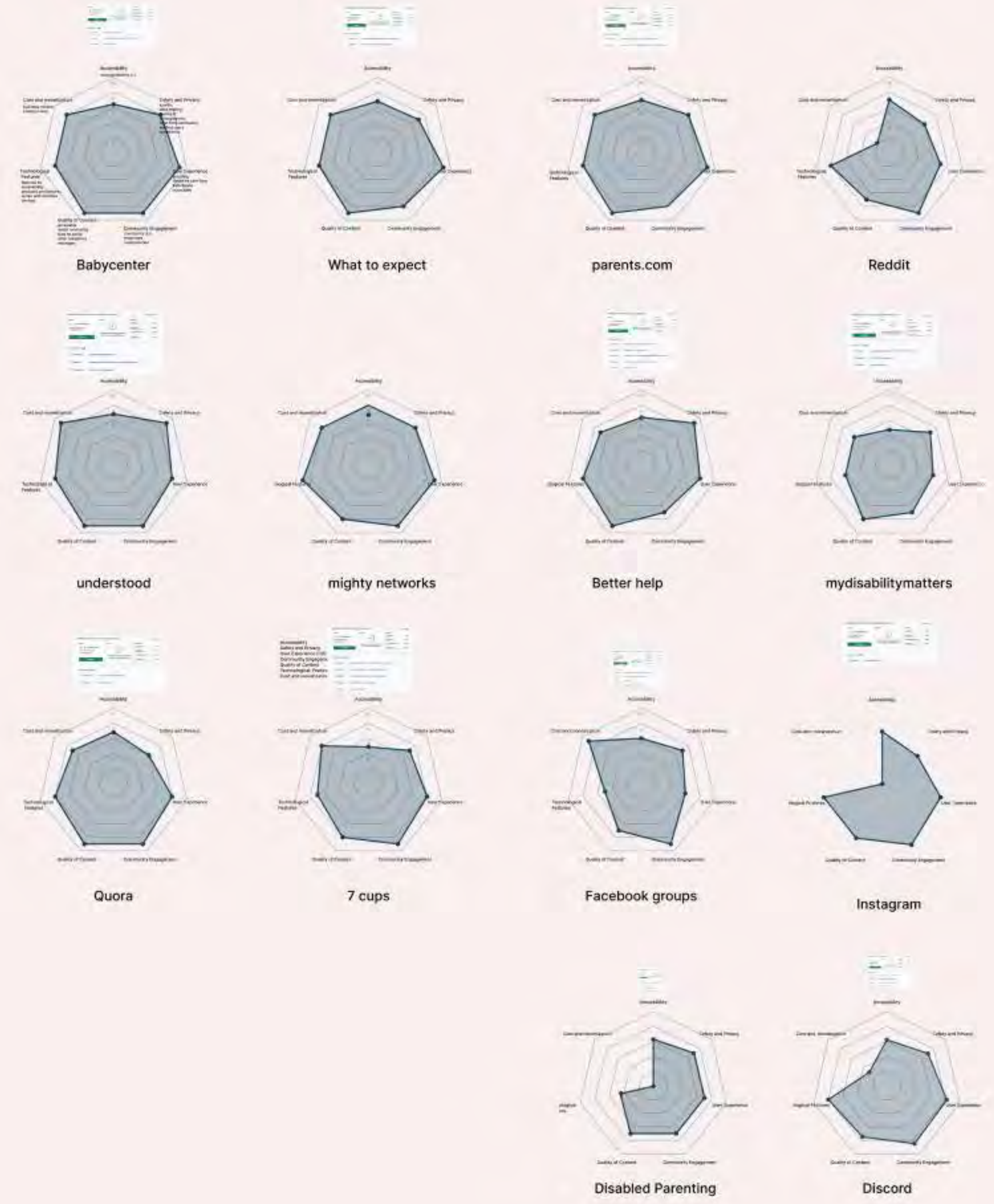
Informing And Being Informed

Understand What Is The Position And Relationship Of Every Player In Our Project.



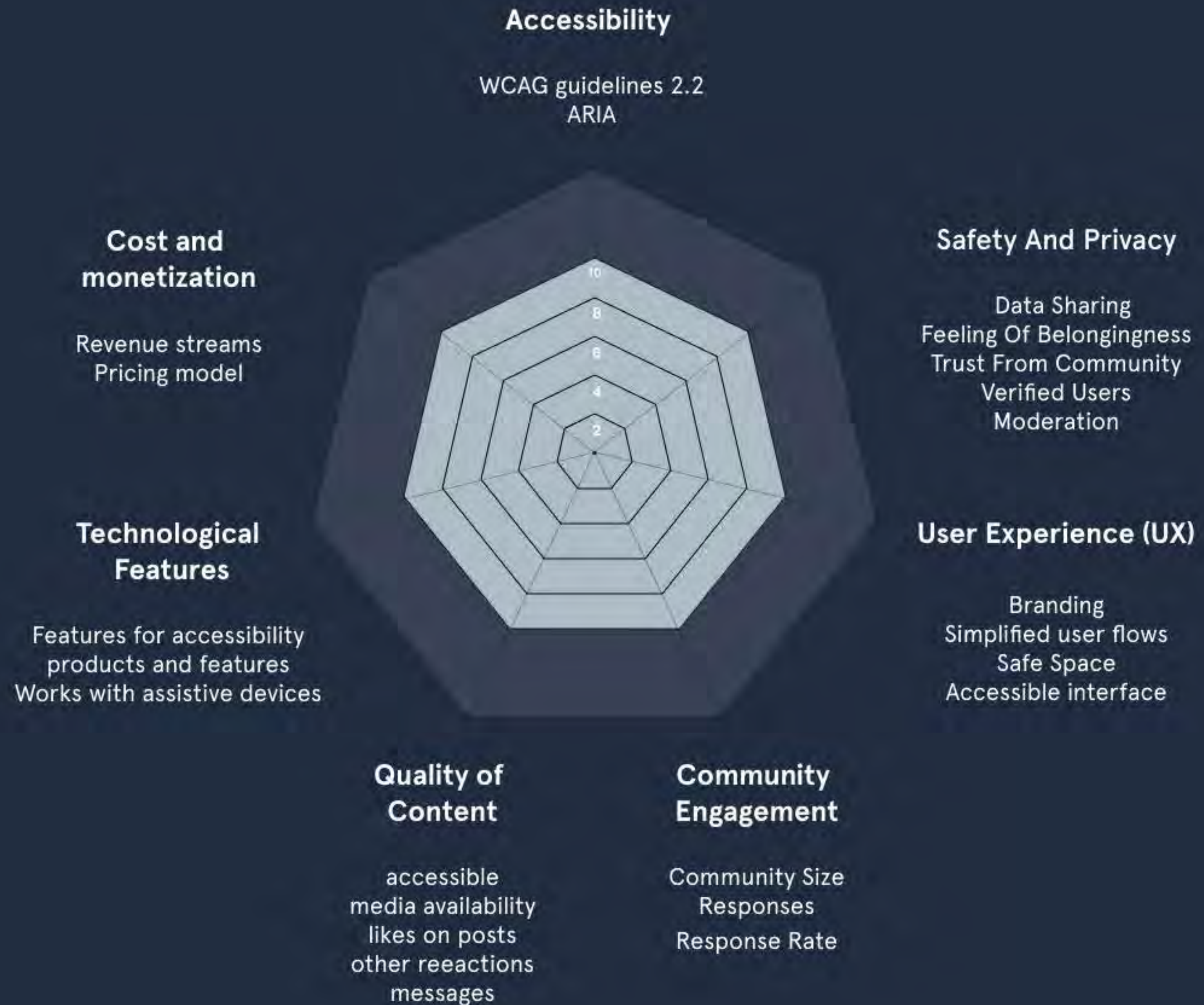
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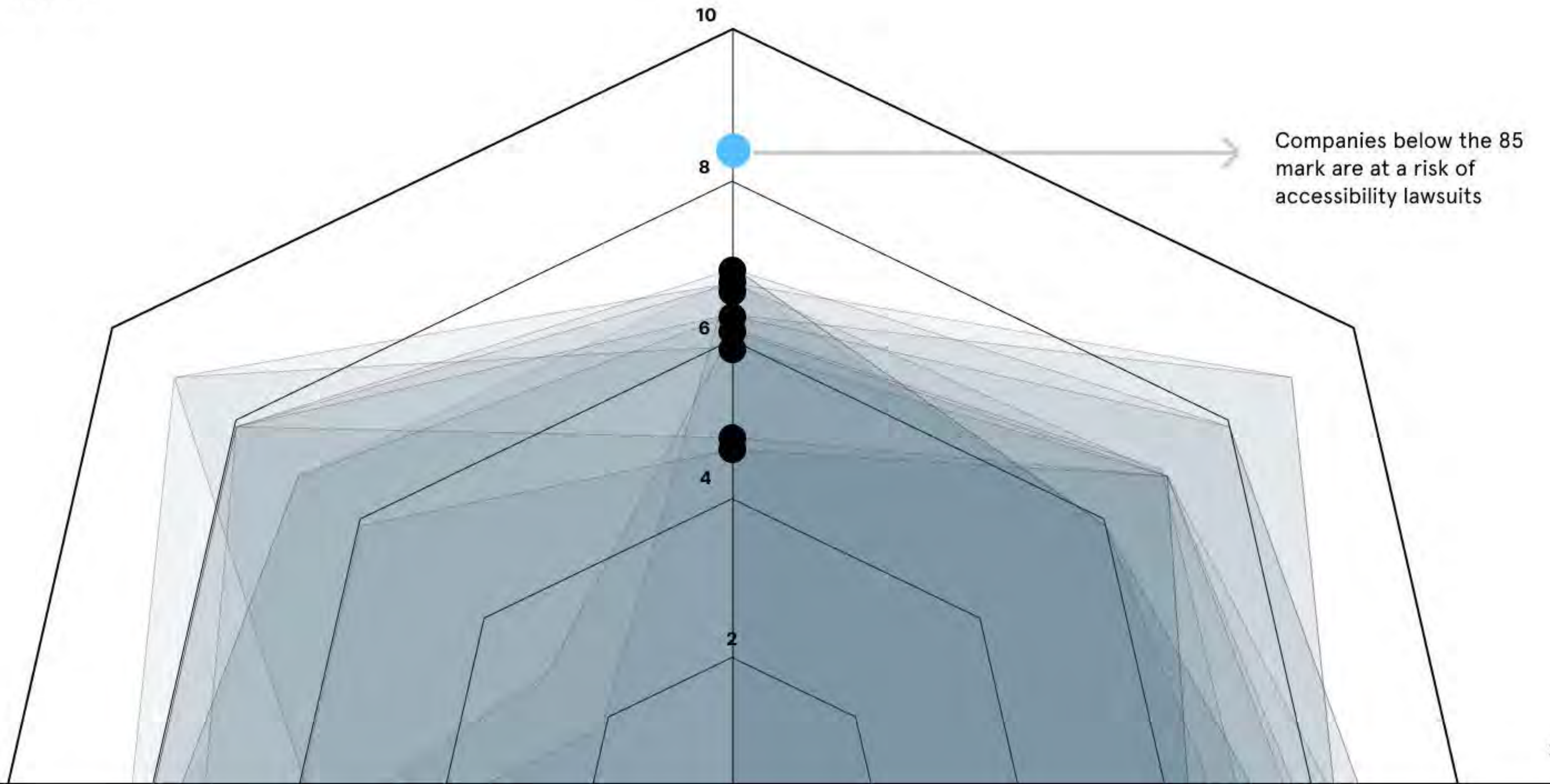
7 verticals for analysis of the company profiles



Landscape Analysis

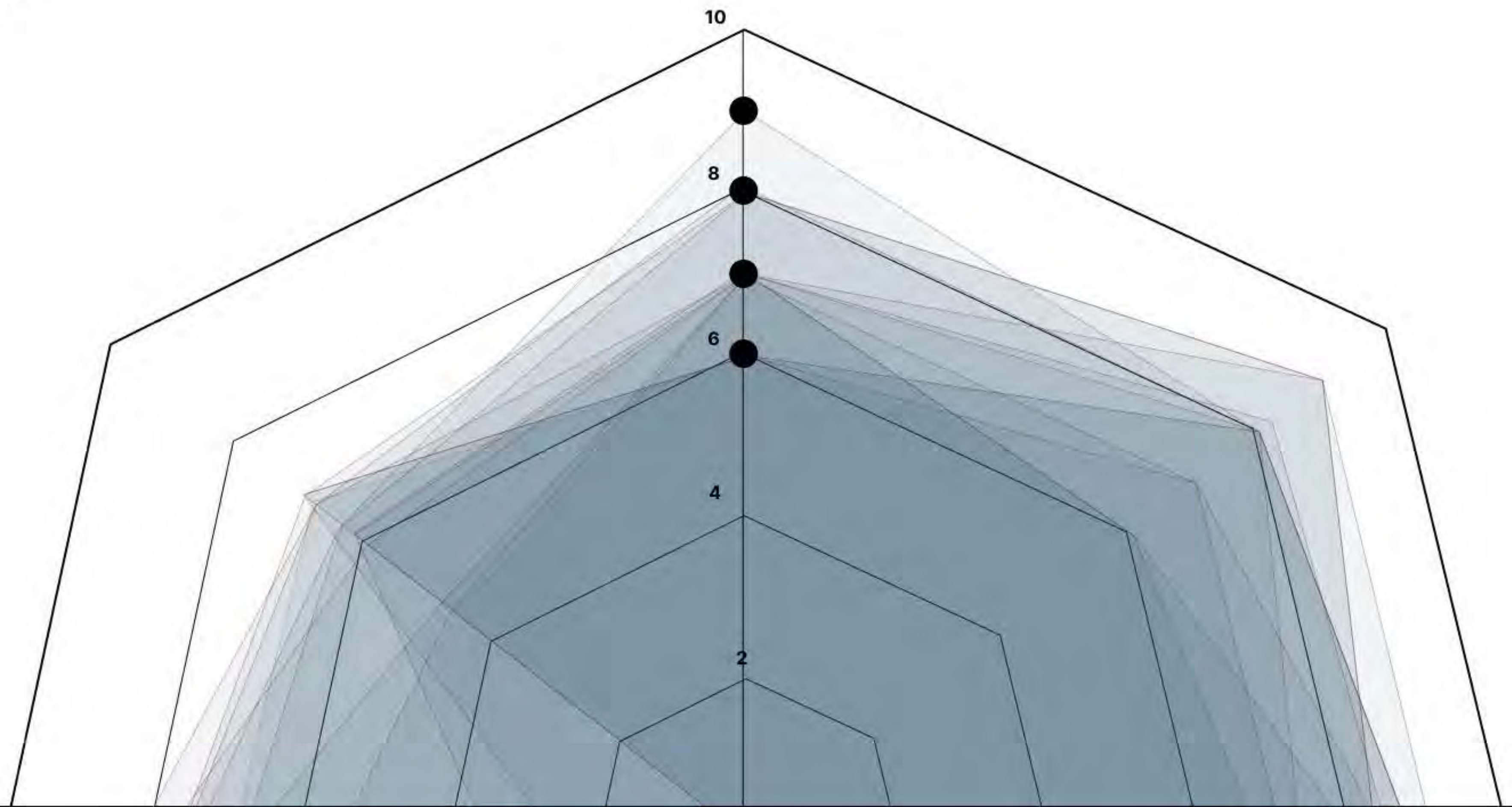
90% of the web pages in our list of companies have issues with **visual and motor skills elements**

Accessibility



Most security verification methods fail to be **accessible** for people with disabilities.

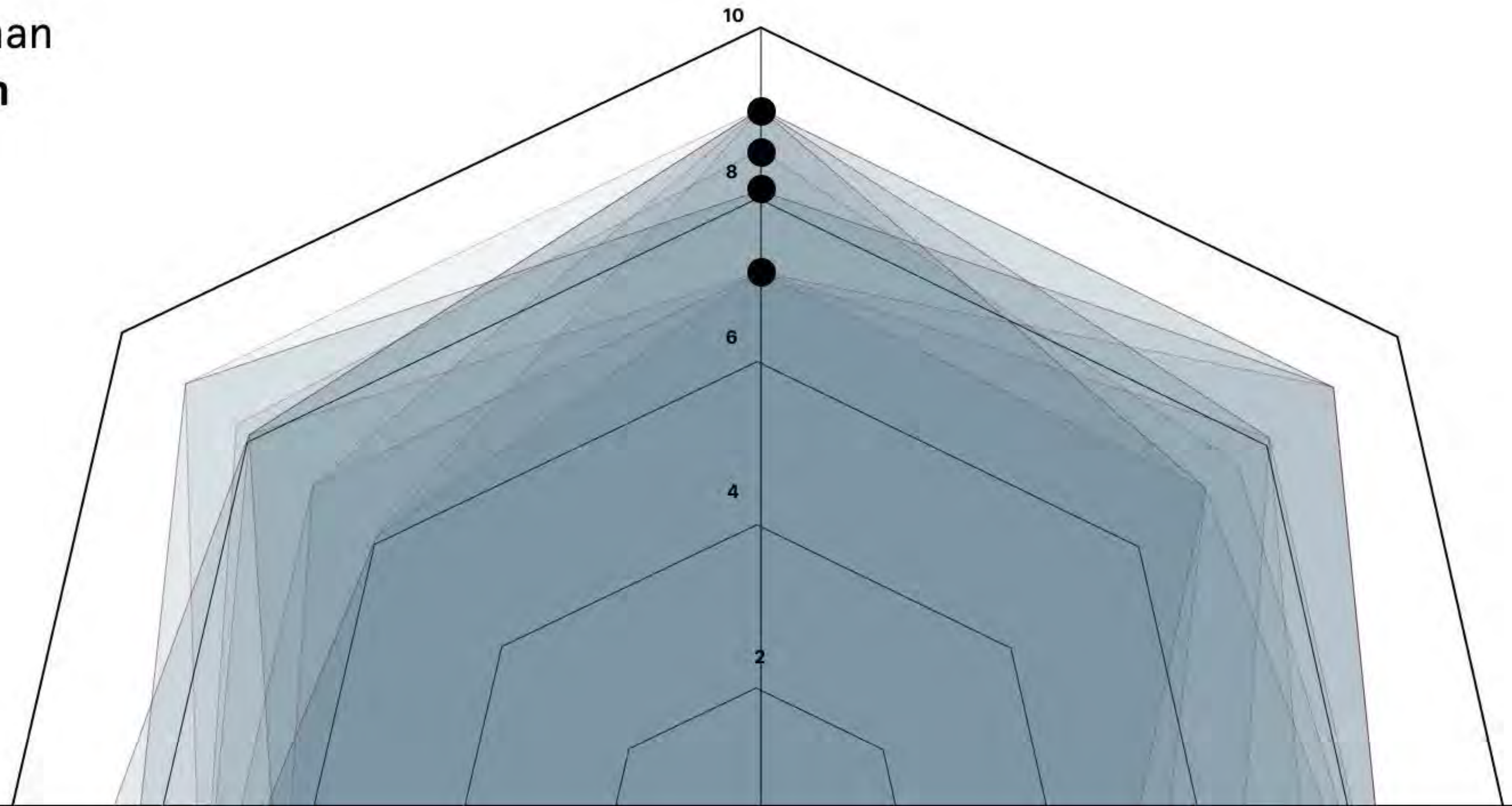
Safety and Privacy



Landscape Analysis

Most of the community management websites we analyzed tend to focus on **punitive moderation** rather than **conscious facilitation**

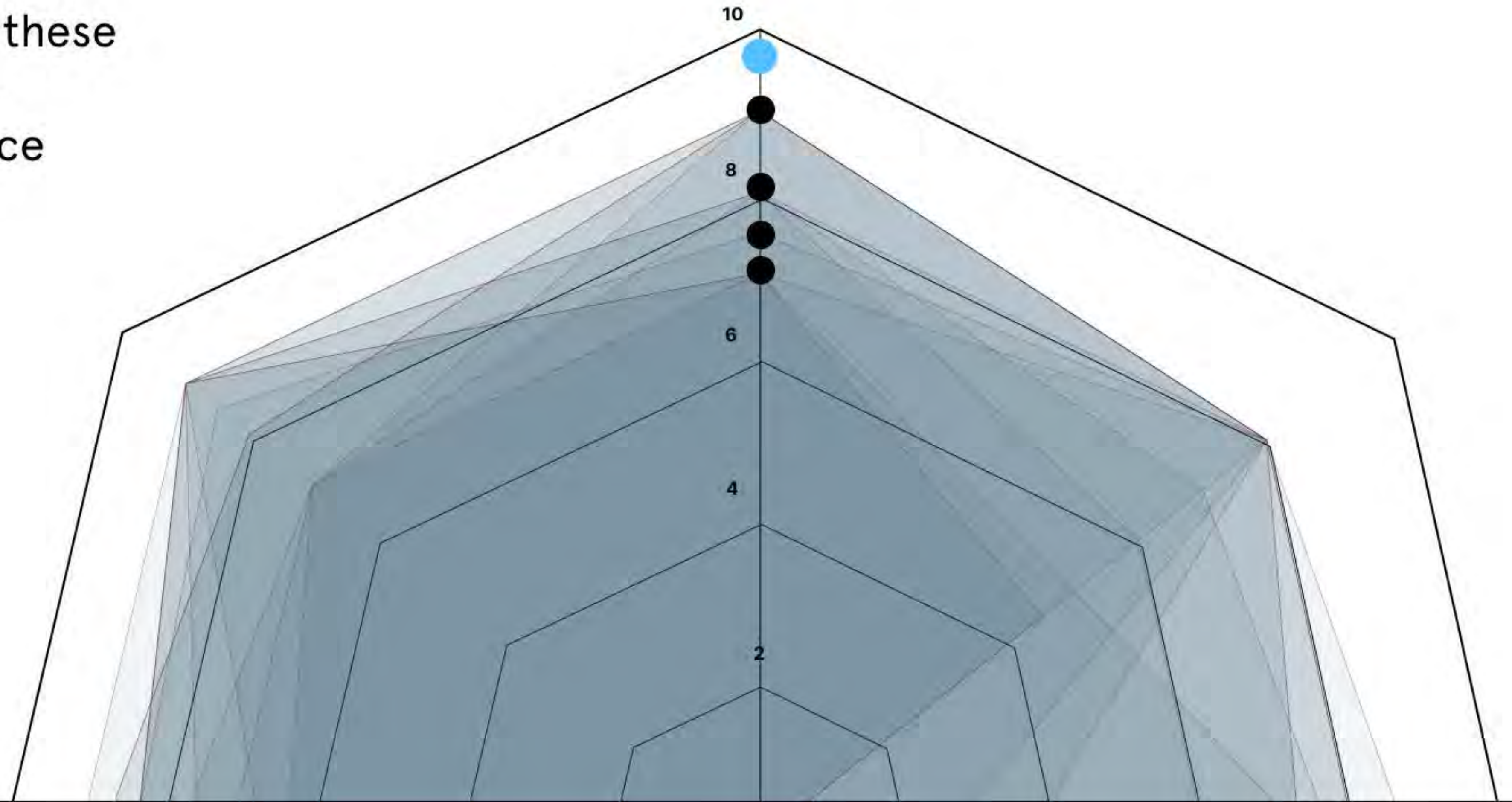
Community Engagement



Quality and quantity gap.

Some websites provide valuable connections, while others deliver substantial information. Despite these positive aspects, the overall user experience remains fragmented

Quality of Content



Positioning

Differentiator

Curated Resources

High Community Engagement



Low Community Engagement

Dis-organized Resources

Archetypes



Positioning

Do's

- Transparency in our facilitation methods- **Tell people how we are going to make it safe.**
- Verifiable content and ease of use are the key aspects - **Trust**
- Being accessible means **being accessible to all in all that we do.** This extends to every touchpoint/deliverable that we produce.
- Building **clear policies and procedures** will **support the verification** system we decide to use.
- Helping people make **their content accessible.**
- Making the platform work with the **assistive tech (ARIA Code)**

Dont's

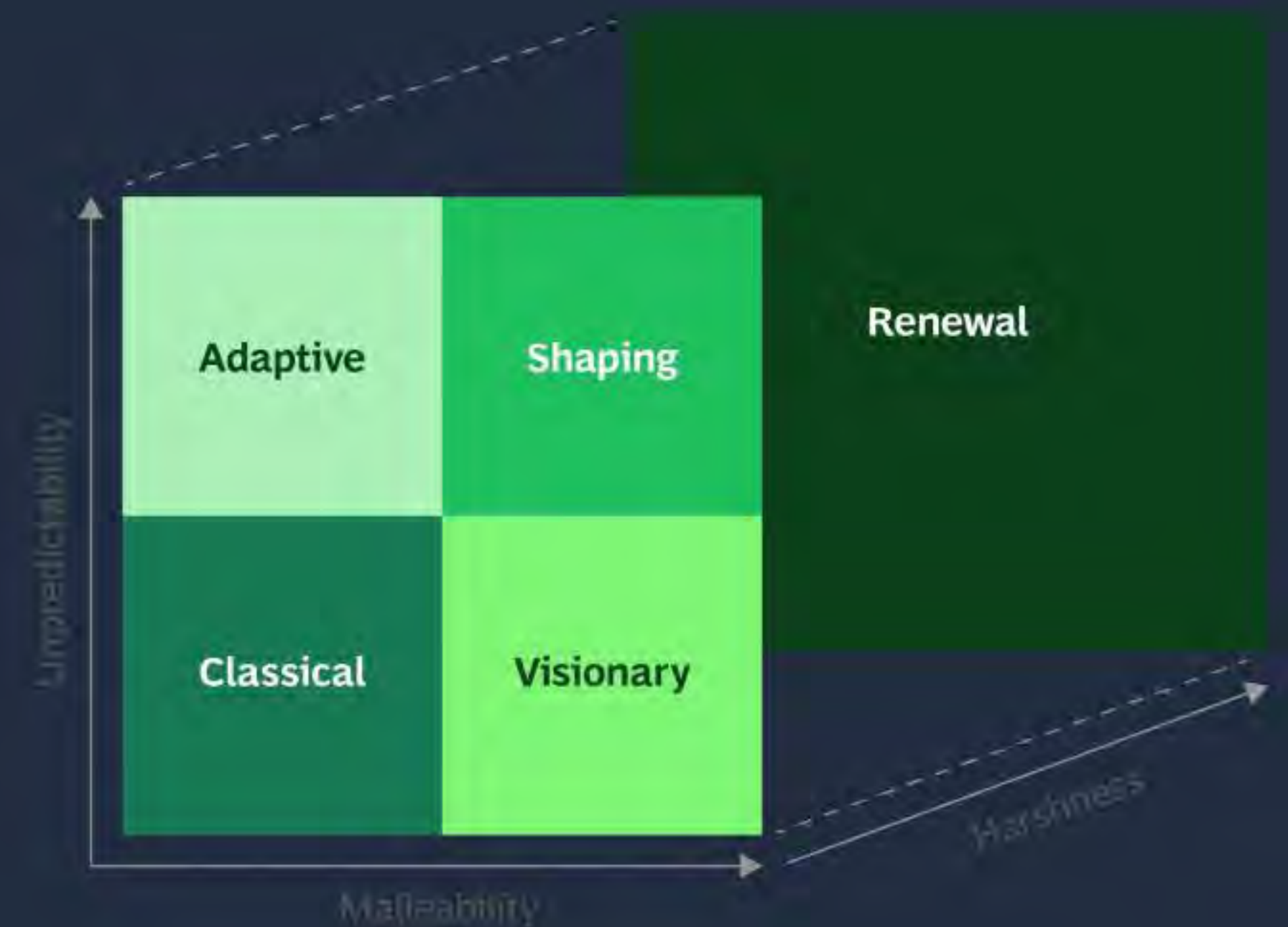
- **Captchas are not fully accessible;** there is ways to make verification accessible but it is a much longer process.
- Move from **Moderation to Facilitation**
- Don't be **'Divershish'**
- Low verification methods makes space for **'toxic online disinhibition'**
- Making interactions more intuitive

Good For Business

- Choosing the **right system to build on** is a priority. This will set the stage for the accessibility of the platform.
- Build a **strong enough website and we wont need to build an app.** WCAG (2.2) applies only to websites, not to apps.
- **Mobile first web interface**
- **Experience Recycling**
- A good mix of **quality of connections, and quantity of information**

Strategy

The Strategy Palette



Shaping Strategy

PENGUINE is about creating a **new ecosystem** rather than just adapting to existing conditions.

Community Building:

By creating **Penguin** that acts as a safe space for parents with disabilities, we are trying to improve an existing scattered ecosystem for parents with disabilities.

This involves setting norms, expectations, and creating new types of interactions between users (parents, experts, support organizations, etc.).

Innovation in Support:

The blending of formal and informal support mechanisms requires innovative solutions and the development of new tools, resources, and methods of interaction that can shape user expectations and behaviors within the community.

Influence and Partnerships:

Penguin will actively engage with various stakeholders, including non-profits, healthcare providers, and other entities, to shape the broader ecosystem of support for parents with disabilities.

Roadmap

Step 1:

Pilot In-Person Meetup Sessions And Data Gathering

Experience Ideas:

Host Regional Meetup Sessions Focused On Specific Themes.

Facilitate Open Discussions And Workshops Led By Experts Or Experienced Parents.

KPIs:

- Number Of Meetup Sessions Conducted.
- Attendance Rates At Each Session.
- Engagement Levels During The Sessions (Measured Through Surveys And Direct Feedback).
- Number Of Partnerships Formed With Local Organizations.
- Quantity And Quality Of Data Collected On Participant Needs And Interests.

Objective: To Gather Initial Insights And Build A Foundational Community That Can Be Transitioned Online.

Capabilities:

- Develop Partnerships With Local Community Centers And Disability Organizations To Host Events.
- Employ Facilitators And Group Leaders Experienced In Disability Advocacy And Community Building.

Roadmap

Step 2:

Transition To Online Community And Website Launch

Objective: To Create An Online Extension Of The In-Person Community That Provides Continuous Support And Resources.

Experience Ideas:

Design The Website With Accessibility As A Top Priority, Ensuring It Is User-Friendly For All Types Of Disabilities.

Implement Features Such As Forums, Live Chat, And Group Discussions Moderated By The Group Leaders From The In-Person Sessions.

KPIs:

- Number Of Registered Users And Active Users Per Month.
- User Satisfaction Rates With Website Functionality (Collected Via Surveys).
- Engagement Metrics (Average Time Spent On The Site, Number Of Posts Per User, Etc.).
- Frequency And Quality Of Interactions Among Users And Between Users And Group Leaders.

Capabilities:

- Develop The Website With Robust, Scalable Technology.
- Create A Secure Login System And Personal Profiles Where Parents Can Share Their Stories And Connect With Others.
- Train Initial Group Leaders On Managing Online Discussions And Protecting User Privacy.

Roadmap

Step 3:

Launch Additional Features And Expand To Other Industries

Experience Ideas:

Introduce New Site Features Based On User Feedback, Such As A Resource Booking System For Disability-Friendly Travel Or Sports Events.

Collaborate With Organizations In The Travel And Sports Industries To Provide Specialized Content And Opportunities.

KPIs:

- User Growth Rate Post-Feature Launch.
- Engagement Rates With New Features (E.G., Bookings Made, Forums Created For New Topics).
- Expansion Of User Base Into New Demographic Areas (Different Types Of Disabilities, Geographic Expansion).
- Feedback From Users About The Usefulness And Accessibility Of New Features.

Objective: To Broaden The Platform's Impact By Integrating More Features And Extending Support Into Other Relevant Areas Such As Travel And Sports.

Capabilities:

- Enhance The Platform's Technology To Handle Increased Traffic And More Complex Interactions.
- Establish New Partnerships With Industry Leaders In Travel, Sports, And Other Sectors.
- Develop Training Programs For Parents To Become Advocates Or Leaders Within These New Areas.

Strategy

Business Model

Key Partnerships

- Social media Influencer personalities
- Collaboration with professional therapists specialized in support group facilitation.
- Experienced health professionals specialized in parental care, experts in child psychology and parenting
- Collaborations with educational institutions, healthcare providers
- Corporate partnerships with parenting brands
- Other online platforms focused on parenting
- Public partnerships with local city governments



Key Activities

- Creating informative content (articles, podcast episodes, how to guides, fact sheets, webinars, instructional videos)
- Maintaining the website,
- Engaging with the community
- Collaborating with experts
- Research and development of parenting strategies
- Customer service to ensure user satisfaction and engagement
- Effective tagging of information



Key Resources

- Expert therapists.
- Tech infrastructure
- Lead parents (Initial contributors to resources)



Value proposition

- We provide a lifelong guide and support system for those who Parent with disabilities, offering resources, stories, and guidance through mentorship (parent to parent) and expert advice to help individuals discover their potentials.
- Continuous inclusion: Accessibility
- Inclusion by **design** and **curation**

Later in the stage:

- Penguin also provides actionable strategies for parents, aiming to move from traditional parenting methods to adapting them for parents with disabilities.



Customer Relations

- Penguin builds relationships with its customers through ongoing support and engagement via its online content. These resources offer a blend of practical advice, emotional and parenting support, and community engagement opportunities, helping to foster a strong connection with the users.
- Safety and privacy
- Transparency



Channels

- Website www.penguin.com (Mobile first)
- Newsfeed
- Paid ads in social media
- Partnerships in social media with established parenting brands
- Influencer personalities
- Word-of-mouth
- Inperson events- networking, fairs



Customer Segment

- Parents with disabilities
- Caregivers
- Family Members
- Secondary:
- Advocacy groups
- Researchers



Cost Structure

- **Initial starting costs:**
 - Marketing and promotion expenses
 - Website creation
 - Events
 - Investment
 - Partnerships
 - Computers
- **Maintenance:**
 - Website maintenance
 - Content creation
 - Staff salaries
 - Customer support
 - Operational expenses to sustain the platform's activities.
 - Marketing and promotion expenses



Revenue

- Partnerships,
- Memberships
- Ads
- pay per event
- Sales of products(books, parenting products,
- **later in stage**
 - Previously loved market place for parenting products



Design

Experience

Next Page →

Our Approach

Curated
Collaborative
Accessible

Designing The Experience



Curated

Resource Hub

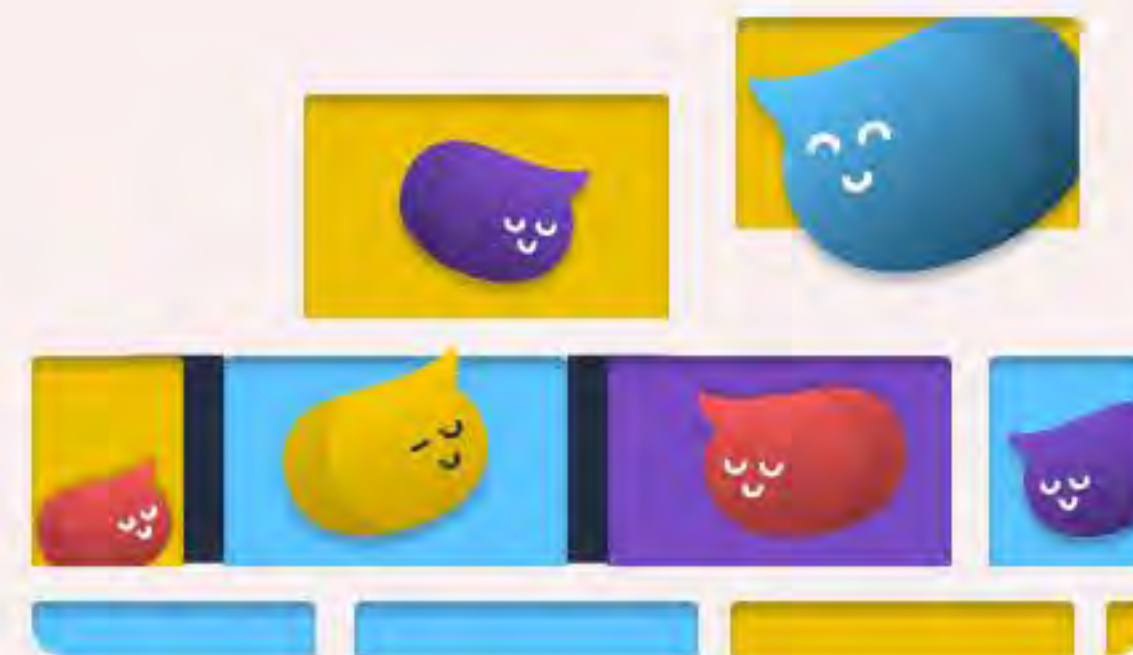
Online resource hub for parents with disabilities. With a guided search feature where parents can narrow their search while being directed to the best match possible



Collaborative

Community & Events

- Community Chat
- Facilitated Support Groups
- Peer to peer Mentorships



Accessible

Accessibility Profiles

Penguin collects the accessibility information from users and use it to provide curated recommendations

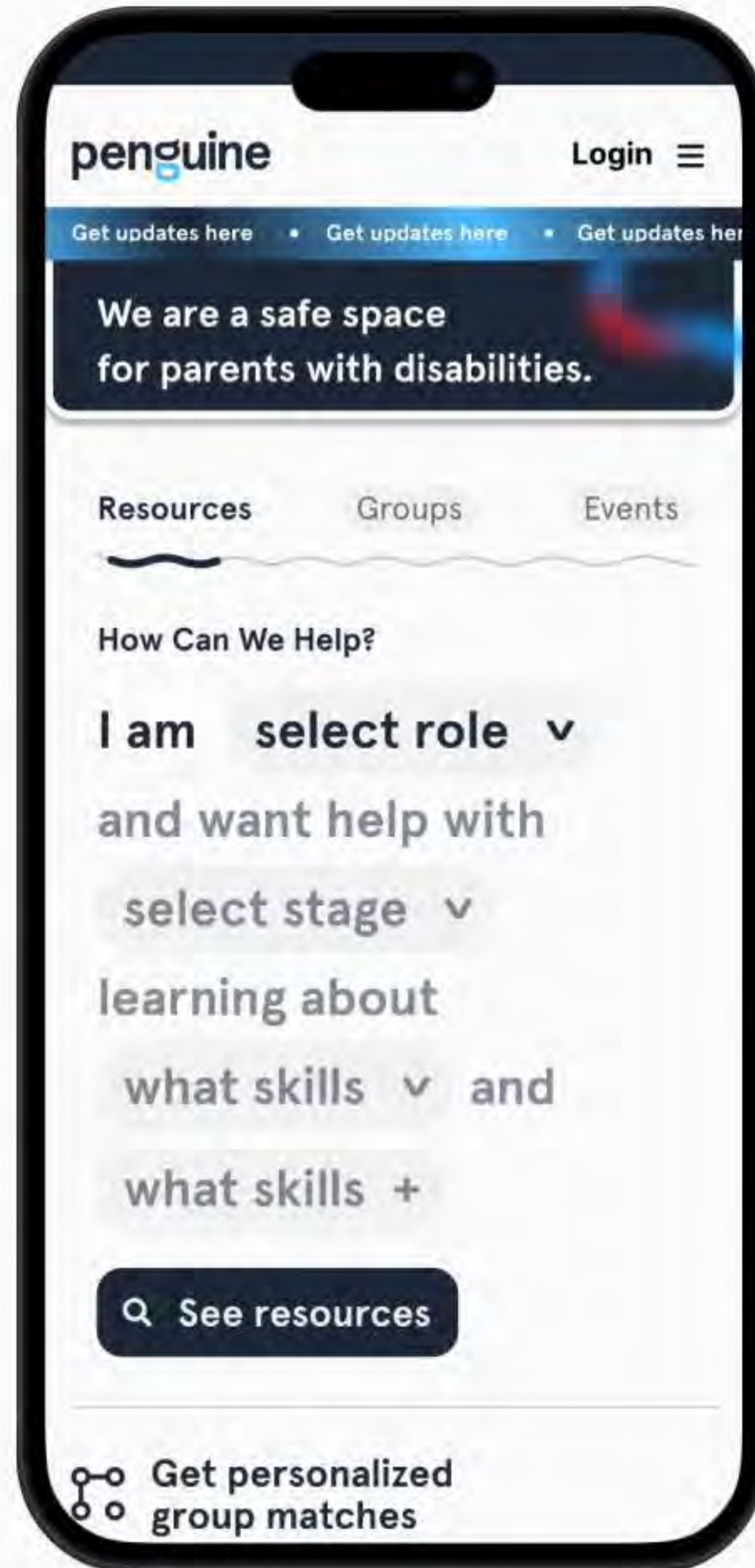




Curated

- Resource Hub
- Guided Search

Resources



Collaborative



Accessible



Curated

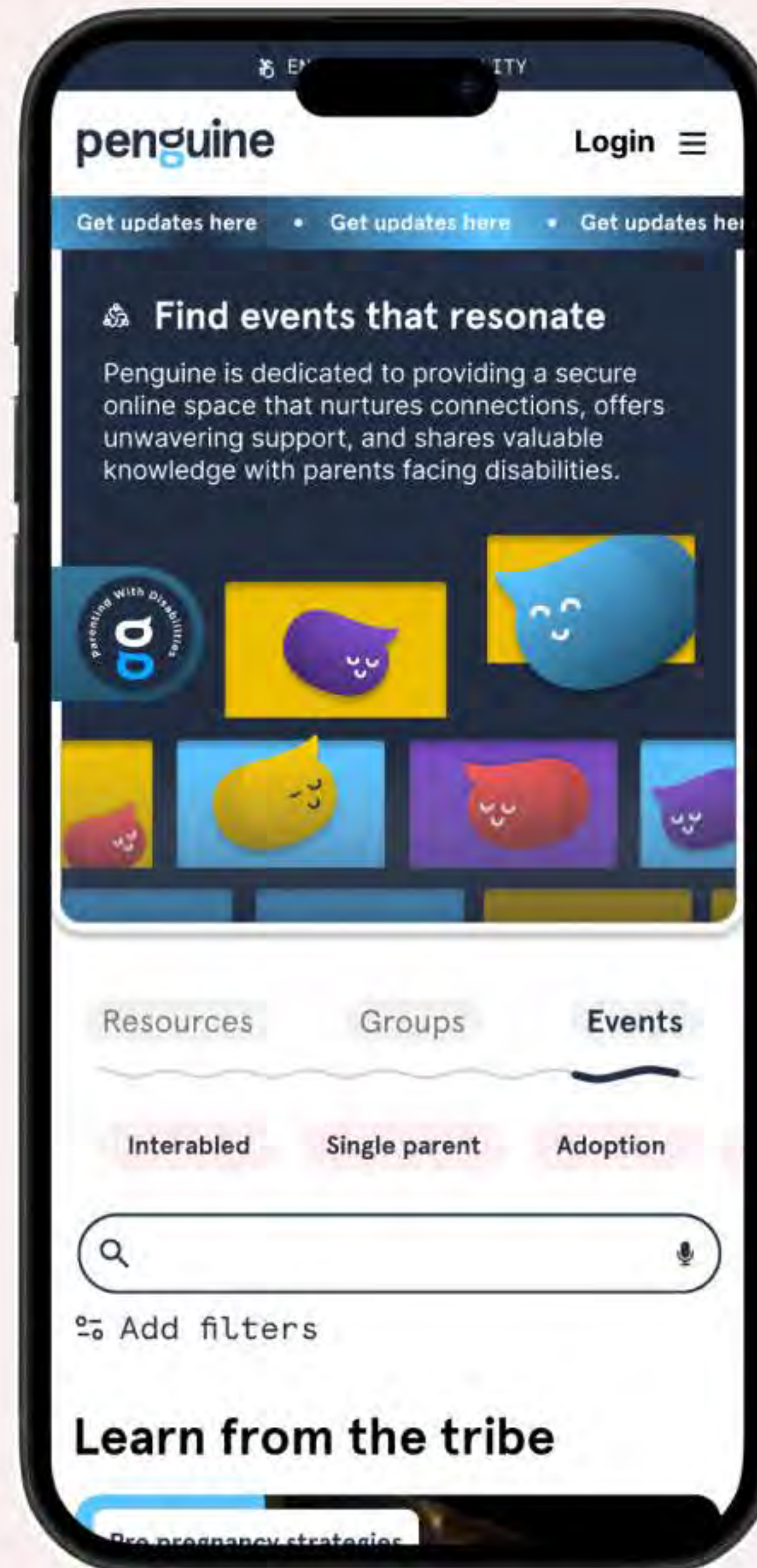


Collaborative Community & Events

Community Chat
Support Groups
Peer to peer Mentorships

Events

Groups



Accessible



Curated

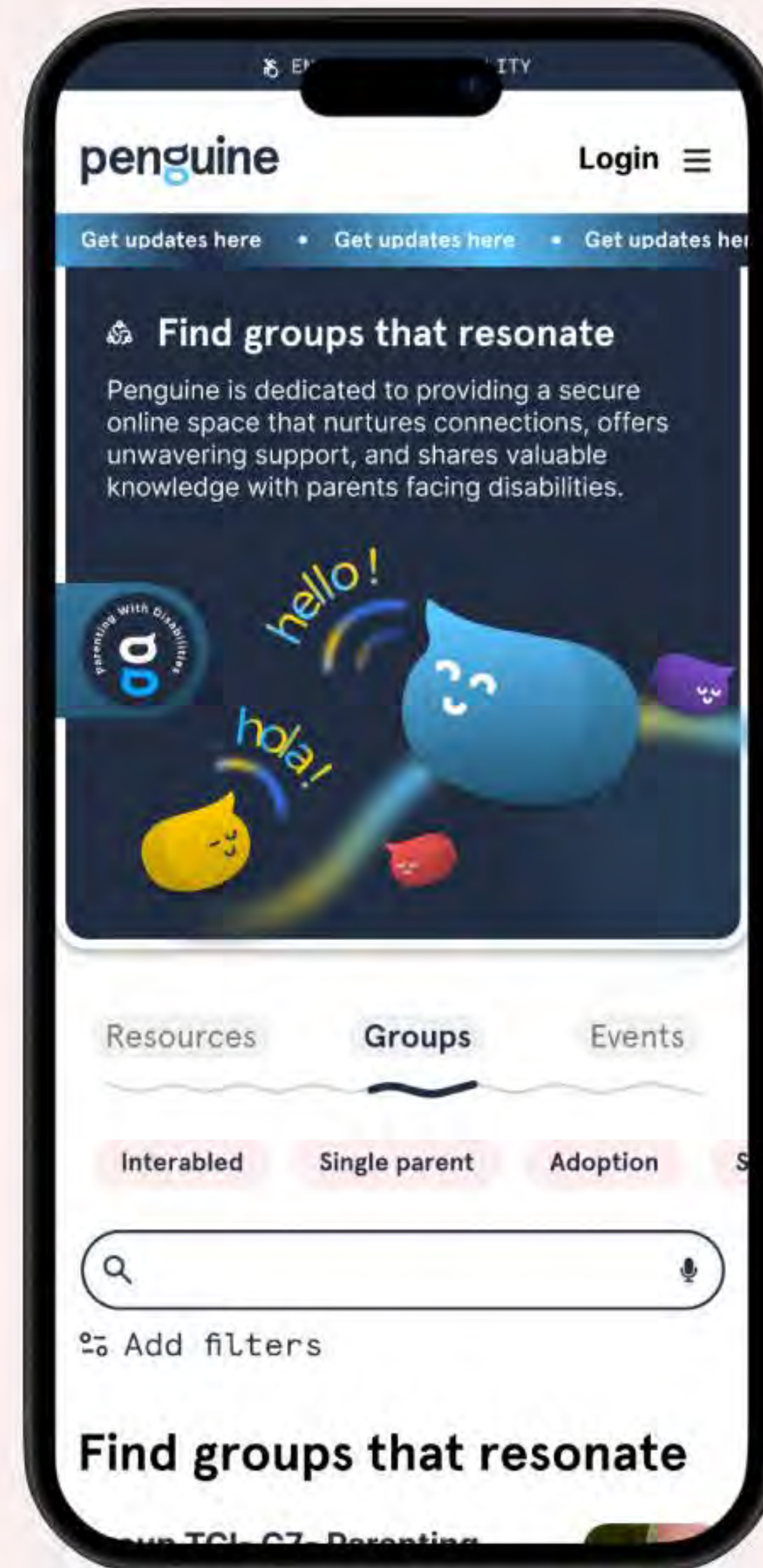


Collaborative Community & Events

Community Chat
Support Groups
Peer to peer Mentorships

Events

Groups



Accessible



Curated




Collaborative




Accessible

Penguin collects the accessibility information from users and use it to provide curated recommendations

Create your accessibility profile to get curated results from penguin.
Become a penguin parent today.

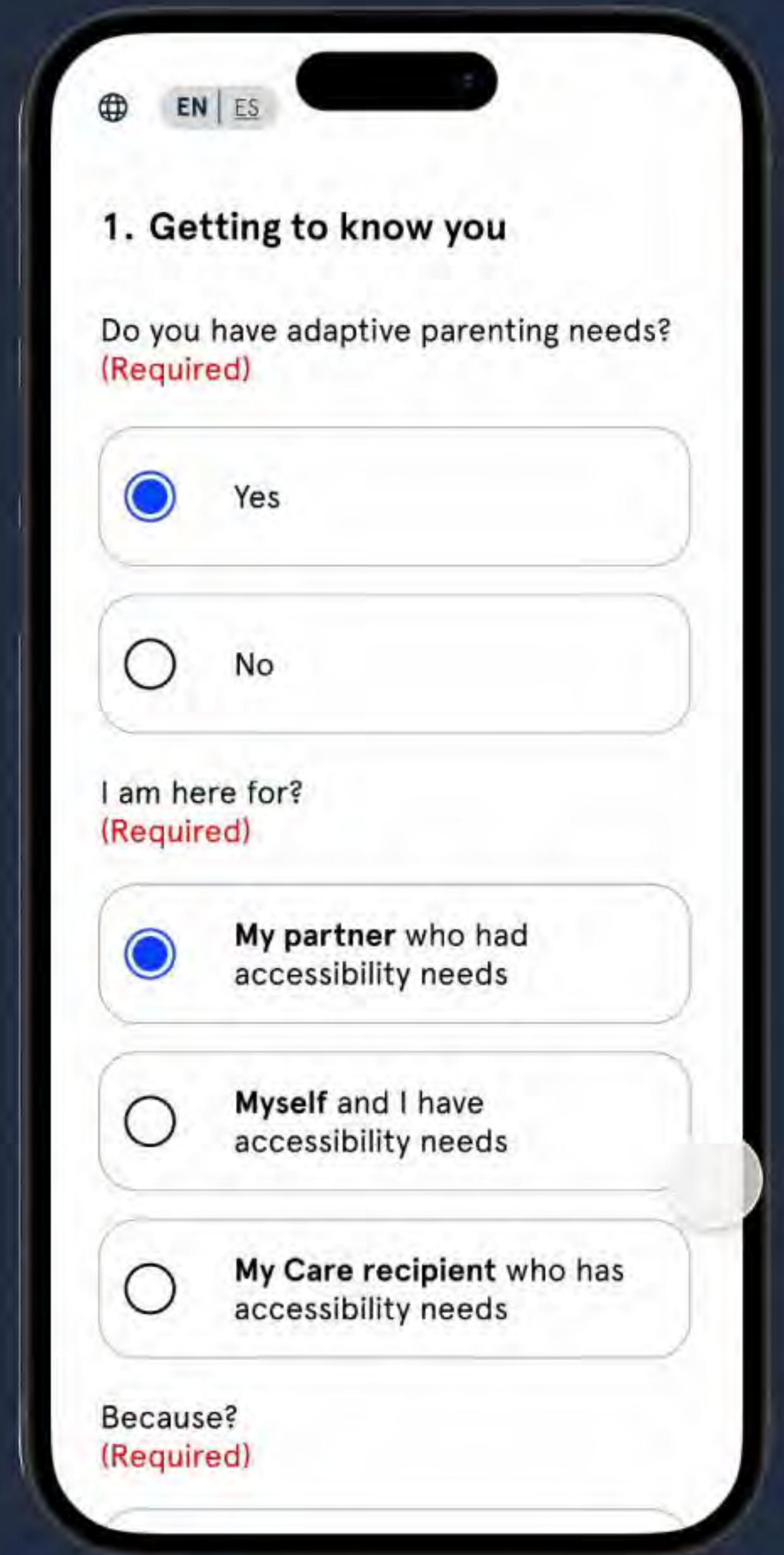
 [Create accessibility profile](#)

Are you new here? [Sign up](#)

 Penguin member



Alex B.
Father of 2



01

Awareness Stage:

- **Social Media Campaigns:** Run targeted social media campaigns on platforms like Facebook, Twitter, and Instagram to raise awareness about your mentorship program for parents with disabilities.
- **Influencer Marketing:** Collaborate with influencers or advocates within the disability community to promote your platform and reach a wider audience.
- **Search Engine Optimization:** Optimize your website with relevant keywords and content to improve its visibility on search engines when people search for disability-related resources or mentorship programs.
- **in person events :**

02

Discovery Stage:

- **Landing Page:** Create a compelling and informative landing page that clearly communicates the value proposition of your platform, features, and benefits for parents with disabilities.
- **Resource Hub:** Develop a resource hub or blog section on your website that provides valuable content related to disability awareness, parenting challenges, and the importance of mentorship.
- **Testimonials:** Feature testimonials or success stories from parents who have benefited from similar mentorship programs or support communities.

03

Purchase (Registration Stage)

- **Registration Process:** Implement a user-friendly registration process that allows parents with disabilities to create an account and provide relevant information about their needs and preferences.
- **Onboarding:** Design an engaging onboarding process that guides new users through the platform's features, community guidelines, and mentor matching process.
- **Group Matching:** Develop a robust mentor matching algorithm that pairs parents with disabilities with suitable mentors based on shared experiences, location, or specific needs.
- **Communication Tools:** Integrate secure communication tools (e.g., messaging, video conferencing) to facilitate seamless interactions between mentors and mentees.

04

Engagement Stage:

- **Community Forums:** Create dedicated forums or discussion boards where parents with disabilities can connect, share experiences, and seek advice from mentors and peers.
- **Virtual Events:** Organize virtual events, webinars, or workshops on topics relevant to parenting with disabilities, featuring guest speakers, experts, or successful mentors.
- **Resource Library:** Curate a comprehensive resource library with articles, guides, and multimedia content related to disability support, parenting tips, and relevant services.
- **Progress Tracking:** Implement features that allow mentees to track their progress, set goals, and receive feedback from their mentors.

05

Retention Stage:

- **Personalized Recommendations:** Use data and user preferences to provide personalized recommendations for relevant resources, events, or mentors based on their specific needs and interests.
- **Gamification:** Incorporate gamification elements, such as badges, leaderboards, or rewards, to encourage continuous engagement and participation within the community.
- **User Feedback:** Collect regular feedback from users through surveys or polls to understand their experiences, identify areas for improvement, and continuously enhance the platform's offerings.
- **Alumni Program:** Develop an alumni program for mentees who have successfully completed the mentorship program, encouraging them to become mentors themselves and contribute to the community.

06

Advocacy And Referral Stage:

- **Social Sharing:** Encourage users to share their positive experiences and success stories on social media platforms, effectively promoting your platform through word-of-mouth.
- **Affiliate Program:** Consider establishing an affiliate program that incentivizes individuals or organizations within the disability community to refer new users to your platform.
- **Partnerships:** Explore partnerships with disability advocacy groups, healthcare providers, or community organizations to cross-promote your platform and reach a wider audience.
- **Parent leaders:** Convert experienced parents to leaders.

Strategy

Larger Benefits

Future Landscape

01

**Engage
Stakeholders**

actively involve users, experts, and partners in the co-creation of the platform's features and services to ensure it meets the community's needs.

02

**Innovate
Continuously**

Regularly update and innovate the platform's offerings based on user feedback and technological advancements to stay ahead of needs and expectations.

03

**Build A
Strong Brand**

Optimistic, empowering, safe and private, safe and brave spaces for parents with disabilities. 'Designing for people, not disabilities.'

04

**Leverage
Technology**

Using technology not just for facilitating connections and conversations but also for delivering personalized, accessible content and support services.

Not Just An Online Platform

Innovation In Parenting Products

Be Proactive - Not Reactive

Social Integration And Reduced Stigma

Opportunities With Employment And Improving Family And Employment Laws

Policy Recommendation

Collaborations Through Contributions To LLM'S

Strategy

Prototype Testing

Testing Protocol

1.

Objective - Business model testing

Method: Social media profile tied to a landing page and a sign up form.

Testing Question: Willingness to pay.

Target: Parents with disabilities, partners of parents with disabilities.

2.

Objective - Feature Prioritization

Method: In person feature Workshop, Online meetings, google form.

Testing Question: Prioritize features based on their importance and frequency of use.

Target: Parents with disabilities, partners of parents with disabilities, disability Advocates, accessibility experts.

3.

Objective - User Flow Test

Method: Figma Prototype Testing,

Testing Questions: Ease Of Use, Intuitiveness, Testing For Concerns And Wow Factors During The Process

Target: Parents With Disabilities, Partners Of Parents With Disabilities, Disability Advocates, Accessibility Experts.

4.

Objective - Accessibility Test

Method: Conduct An Accessibility Test And Report On The Figma Prototype

Testing Questions: Color Contrast Ratios, Spacing Used, Use Of Different Formats, Guided Search Filtering

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Starts Next Page →

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Business Model Testing

Penguin Landing Page

Brief Overview: Aim was to gauge interest in the concept and the subscription model.

Channels used: Social media marketing to inform drive traffic to the landing page.

CTA for Users : click on the proposed pricing model and fill out a form on the landing page to validate our concept.

Page views- 39

Site sessions- 16

Sign-ups achieved: 2



Landing Page

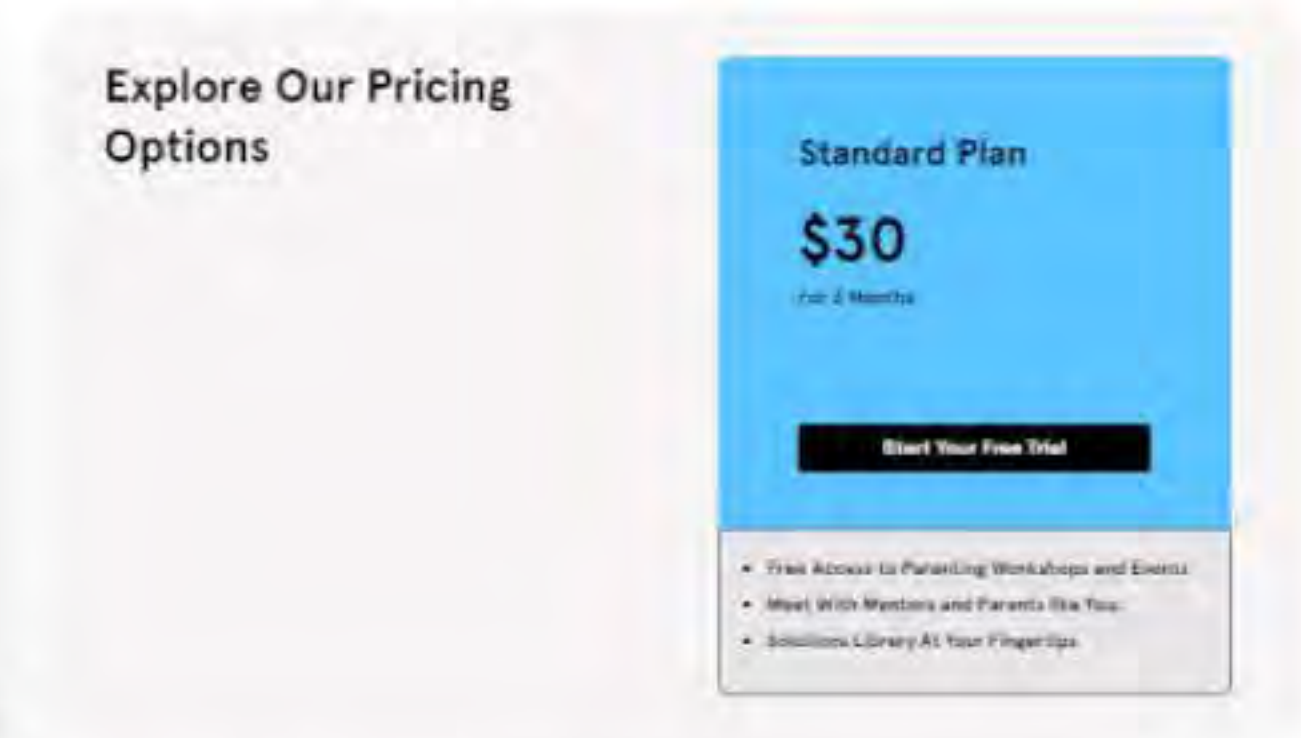
| Country | Region | City |
|---------------|--------|-------------|
| United States | NY | Brooklyn |
| United States | NJ | Jersey City |
| United States | NY | New York |
| United States | NJ | Newark |
| United States | VA | Richmond |
| United States | NY | Queens |
| United States | MA | Northfield |
| United States | NY | Sterling |

| Page views | Site sessions | Unique visitors |
|------------|---------------|-----------------|
| 13 | 5 | 4 |
| 8 | 3 | 2 |
| 10 | 3 | 3 |
| 4 | 1 | 1 |
| 2 | 1 | 1 |
| 2 | 1 | 1 |
| 2 | 1 | 1 |
| 2 | 1 | 1 |

Test Interest In Features



Test Interest In Features

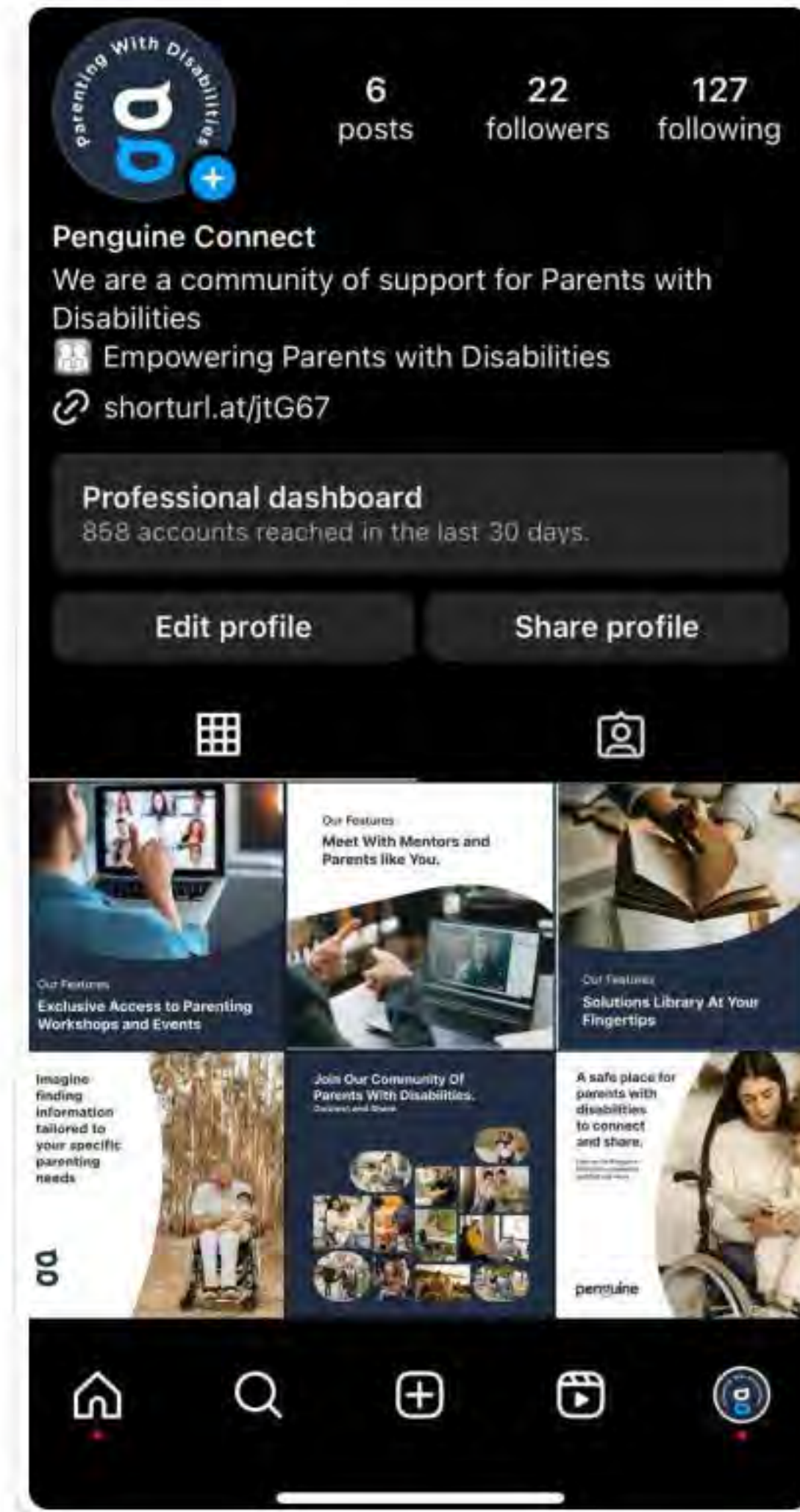


Pricing Model-Penetration Pricing

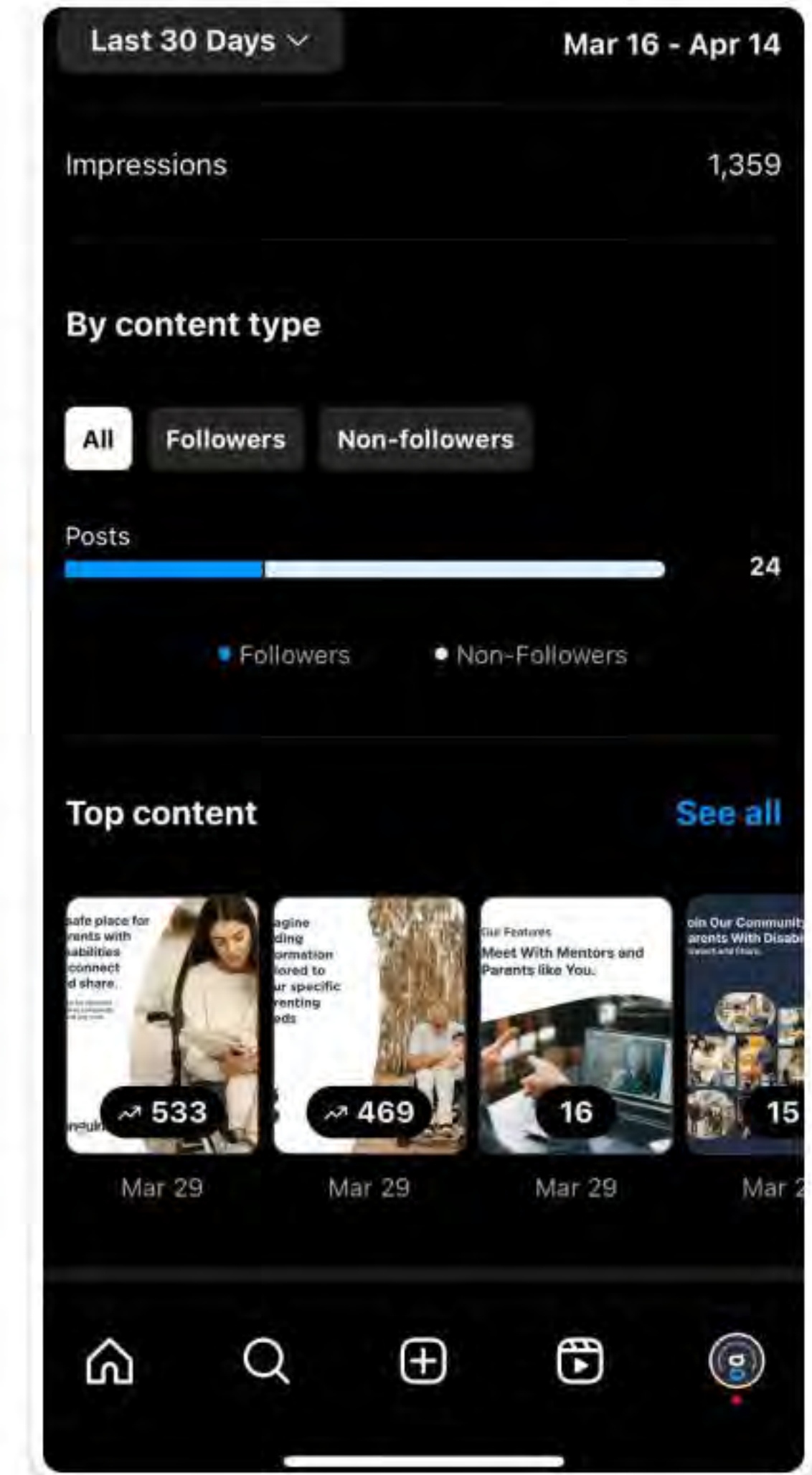
Social Media Profile

- **Overview:**
Aim was to gauge interest in the concept and the features
- **Channels used:**
Social media marketing to inform drive traffic to the landing page.
- **CTA for Users :**
Fill out a form on the landing page to validate our concept
- **Impressions : 843** **Followers: 22**
- **Sign-ups achieved: 2** **Amount Spent: 18 USD**

“would Love To See Some Myth Busting Conversations Around The Topic Of Parenting With Disabilities”
-Stakeholder During Prototype Testing.



Instagram Page

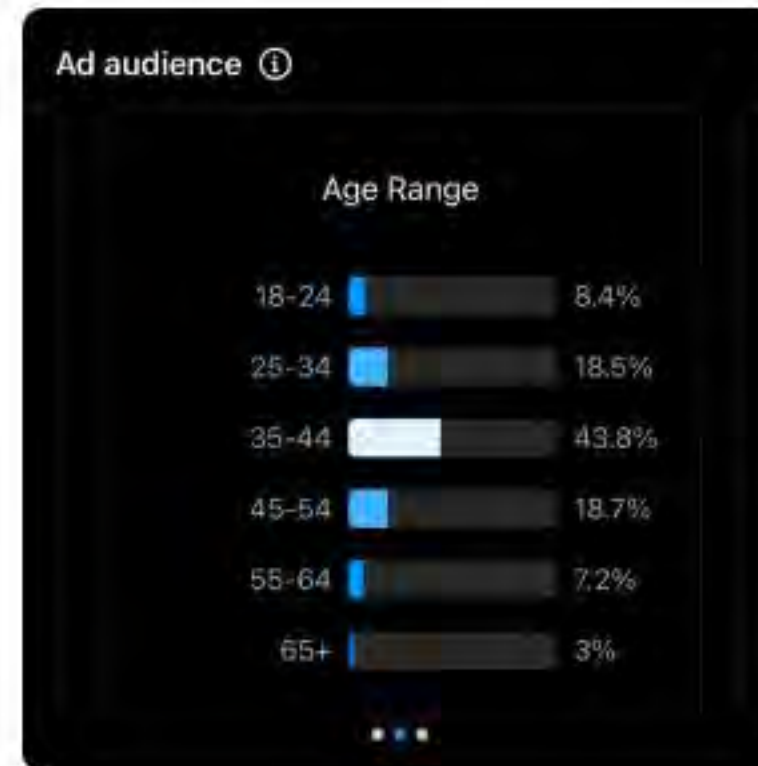


Instagram Analytics
Continued On The Next Page

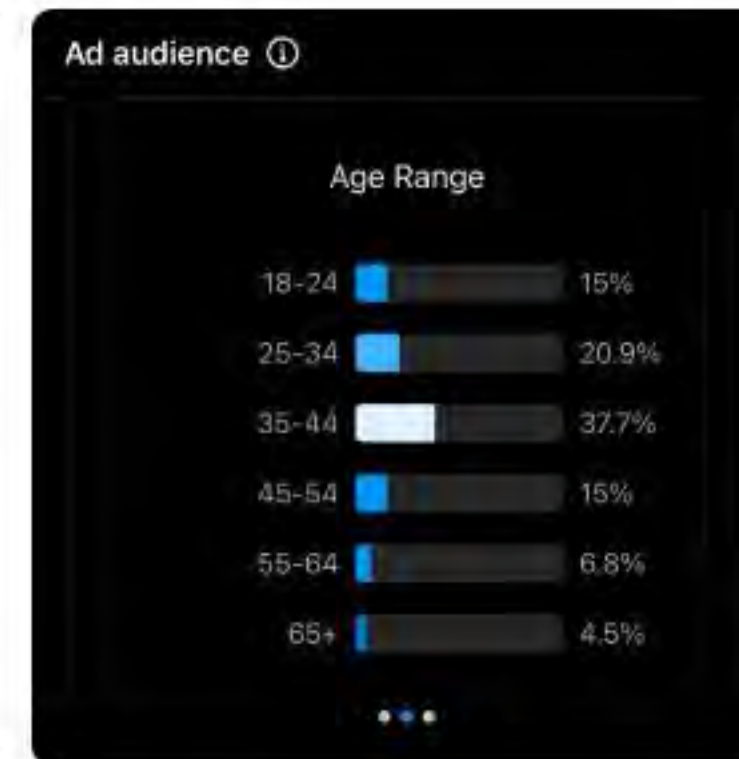
Social Media Observations



Sponsored Post 1



Sponsored Post 2



Observations

- 75% Of The Follower Fall In This Category
- Mothers With A Disability
- Fathers With A Disability
- Mother- Sci C7
- Mothers Of Children With Disability
- Mother- Sci T12/L2
- Mother With Fibromyalgia Stinks
- Women Based Content Got More Female Engagement
- Men Based Content Got 2x Male Engagement Along With Majority Female Engagement

Women Based Content Got More Female Engagement

Men Based Content Got 2x Male Engagement Along With Majority Female Engagement

Popular Features: Resources And Events (From Subscriptions)

Changes To The Business Model

Pay-Per-Use Model

- **Event-Based Payments:** Users Can Pay For Individual Events Or Expert Sessions They Are Interested In, Which Allows Flexibility And Lowers The Entry Barrier For New Users.
- **Microtransactions:** Enable Users To Purchase Specialized Content, Such As Downloadable Resources, Educational Materials, Or One-Time Services.

Changes to revenue stream

- instead of membership fees, we could charge per event and workshop, or adverts of events and signups

Monetization

- **Research Collaboration:** Use The Anonymized Data Generated Through Accessibility Profiles To Collaborate With Research Institutions Or Advocacy Groups Focused On Disability Studies, Ensuring Compliance With Privacy Laws And Ethical Standards.
- **Tailored Advertising:** Offer Partnership Opportunities For Organizations And Brands That Want To Reach The Specific Demographic Of Parents With Disabilities With Targeted Advertising, Ensuring These Partnerships Align With Your Community's Interests And Needs.
- **Sponsorship Deals**

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Starts Next Page →

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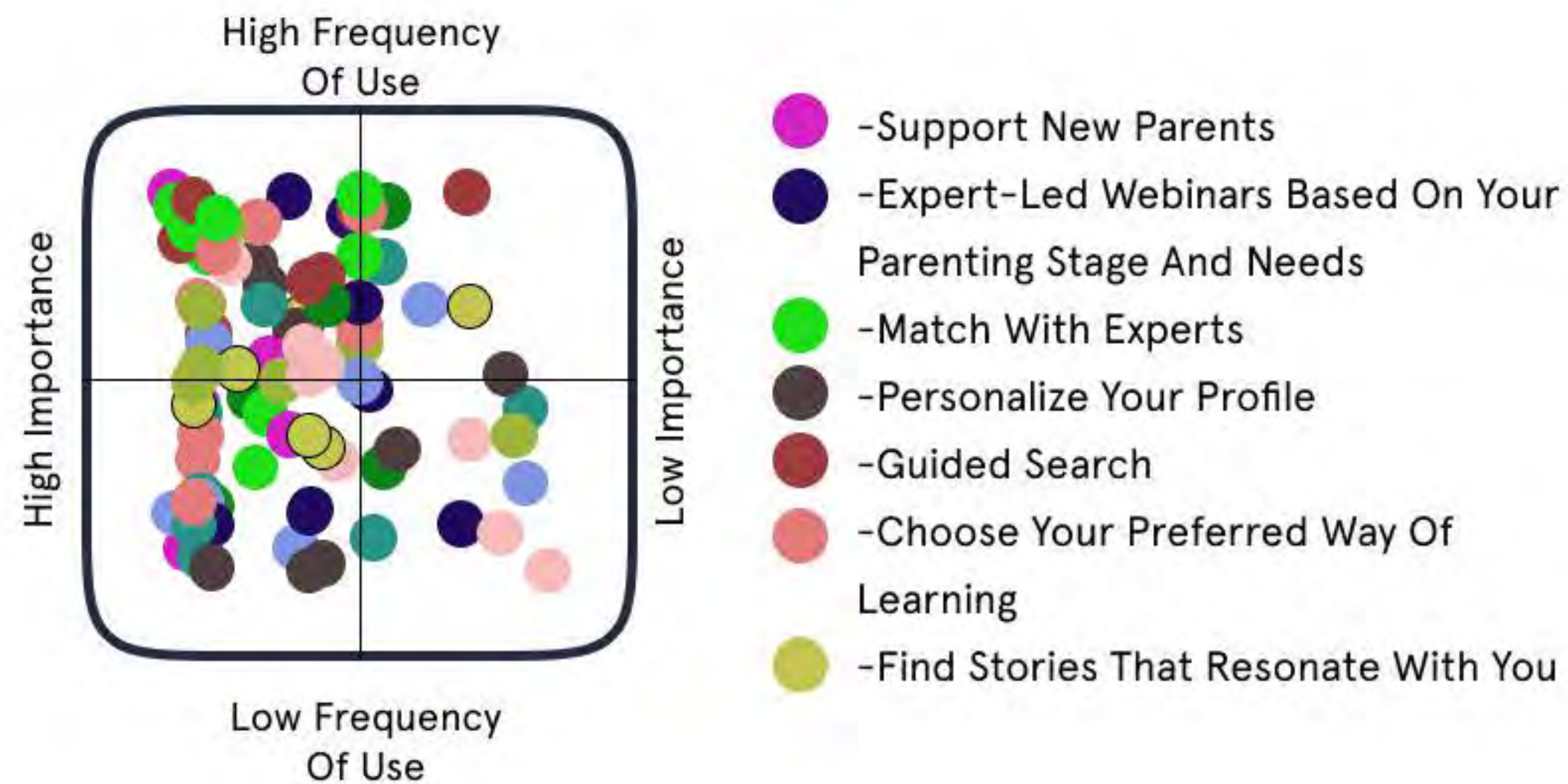
Target: Parents With Disabilities, Partners Of Parents With Disabilities, Disability Advocates, Accessibility Experts.

Feature Testing

Objective: Prioritize the development of platform features based on their importance and frequency of use.

Method: Workshop with other strategic designers. During the workshop, each participant assumed a specific user persona (e.g., Mother with disabilities, expecting mother, father with disabilities) and classify the platform features along two dimensions:

- **Frequency of Use:** How often the feature is used by the target user persona.
- **Importance:** How critical the feature is to the overall user experience of the platform.

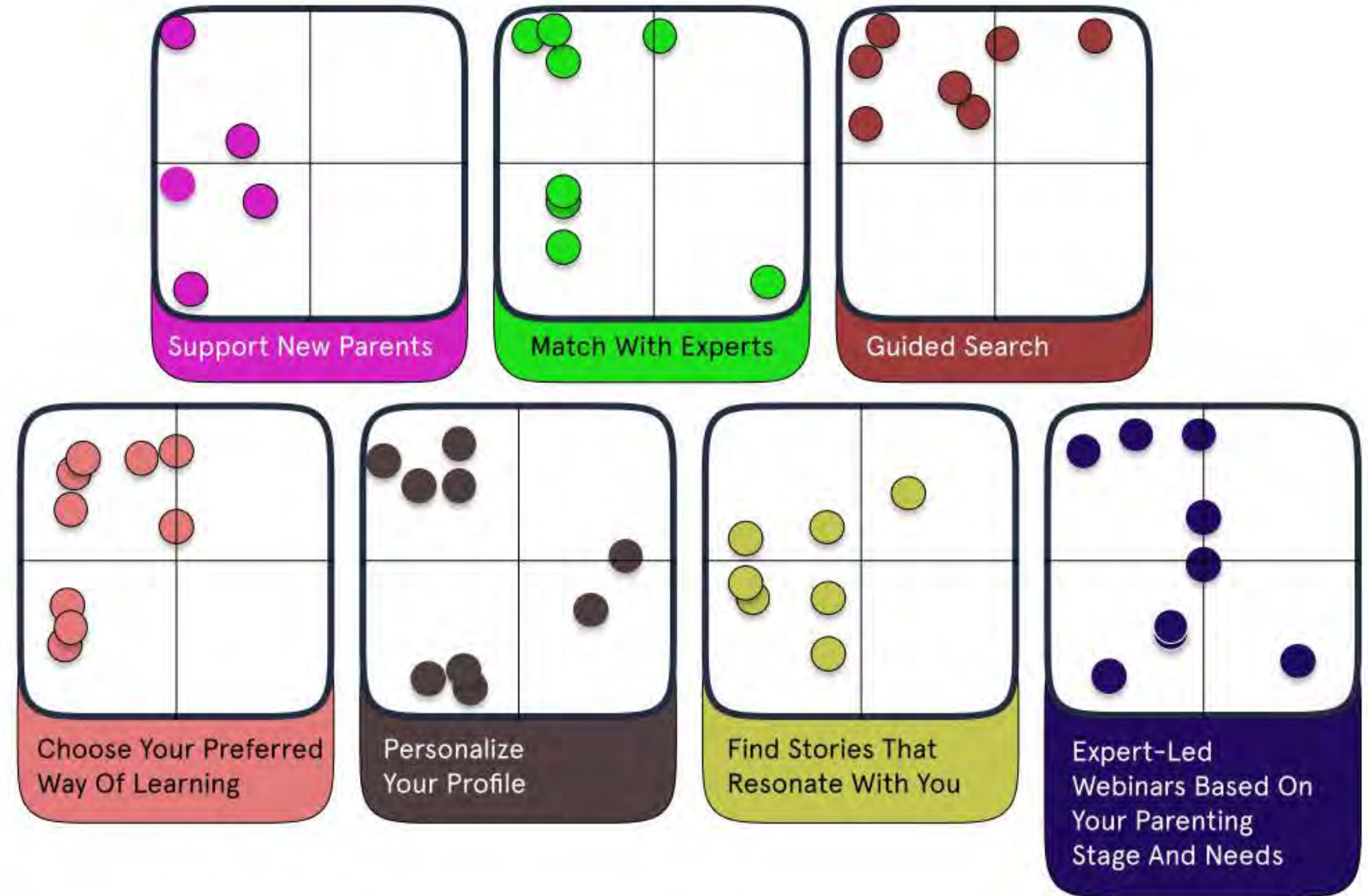


Feature prioritization workshop

Key Learnings

By mapping the features on a frequency-importance matrix, we aimed to inform our roadmap by identifying the high-priority features that should be developed first, as well as the low-priority features that may be deferred or deprioritized.

- By mapping our user personas to their respective parenting stages, we gained valuable insights into the relative urgency of different features for each segment.
- New Parents: These users have a high urgency for features related to expert match, Expert led webinars and guided search.
- Parents of teenagers: These users have a greater need for features like stories that resonate with them, personalization and support new parents.



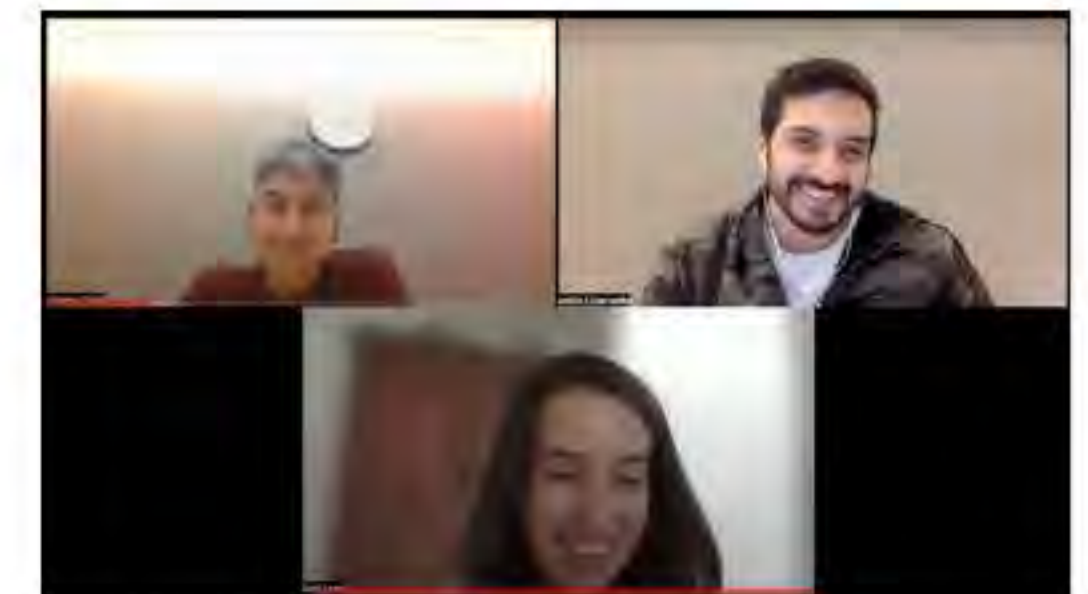
User interview - Matt Bowen



User interview - Marjorie Aunos

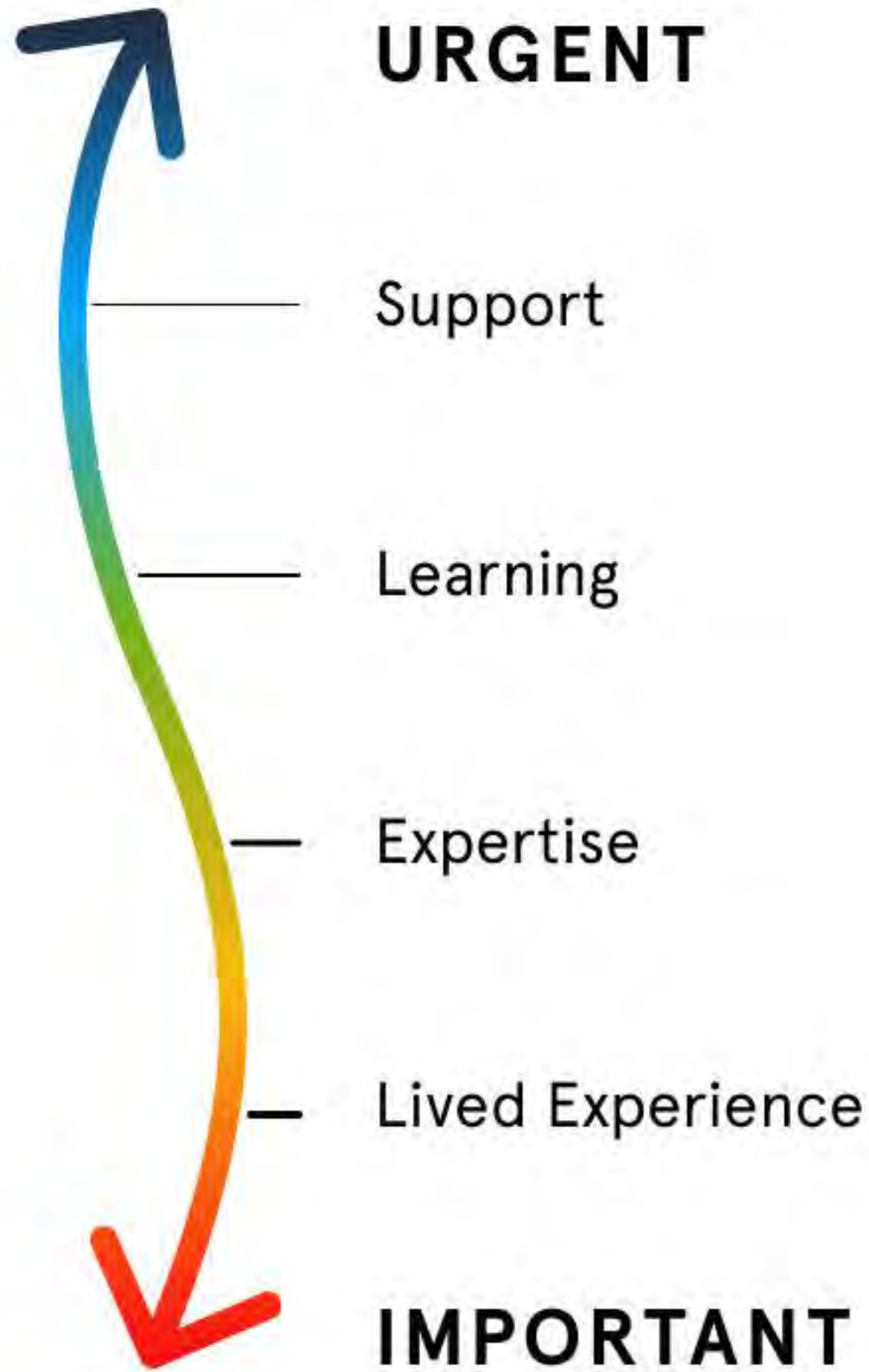


User interview - Aaron Baker

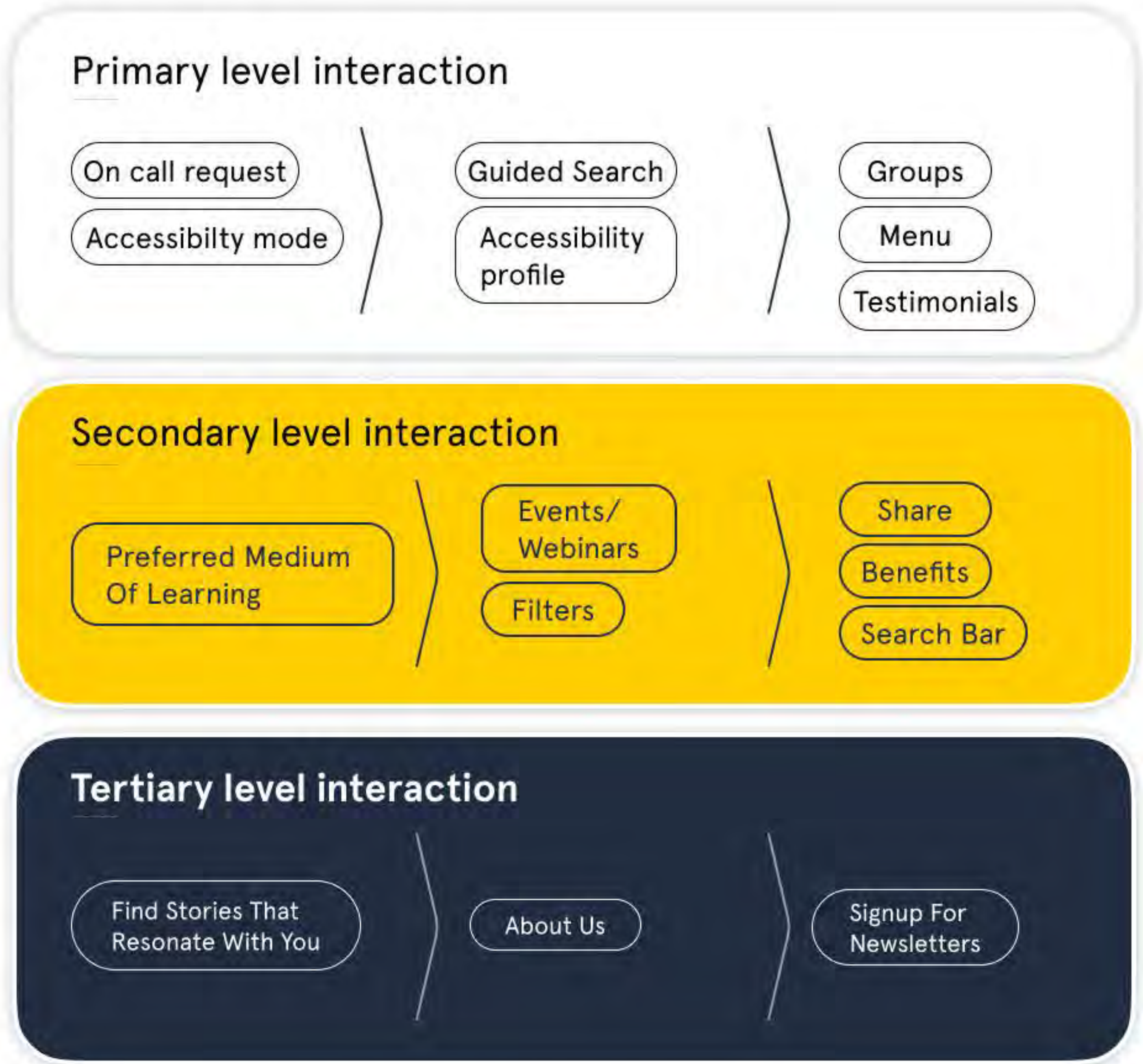


User interview - Dani Izzie

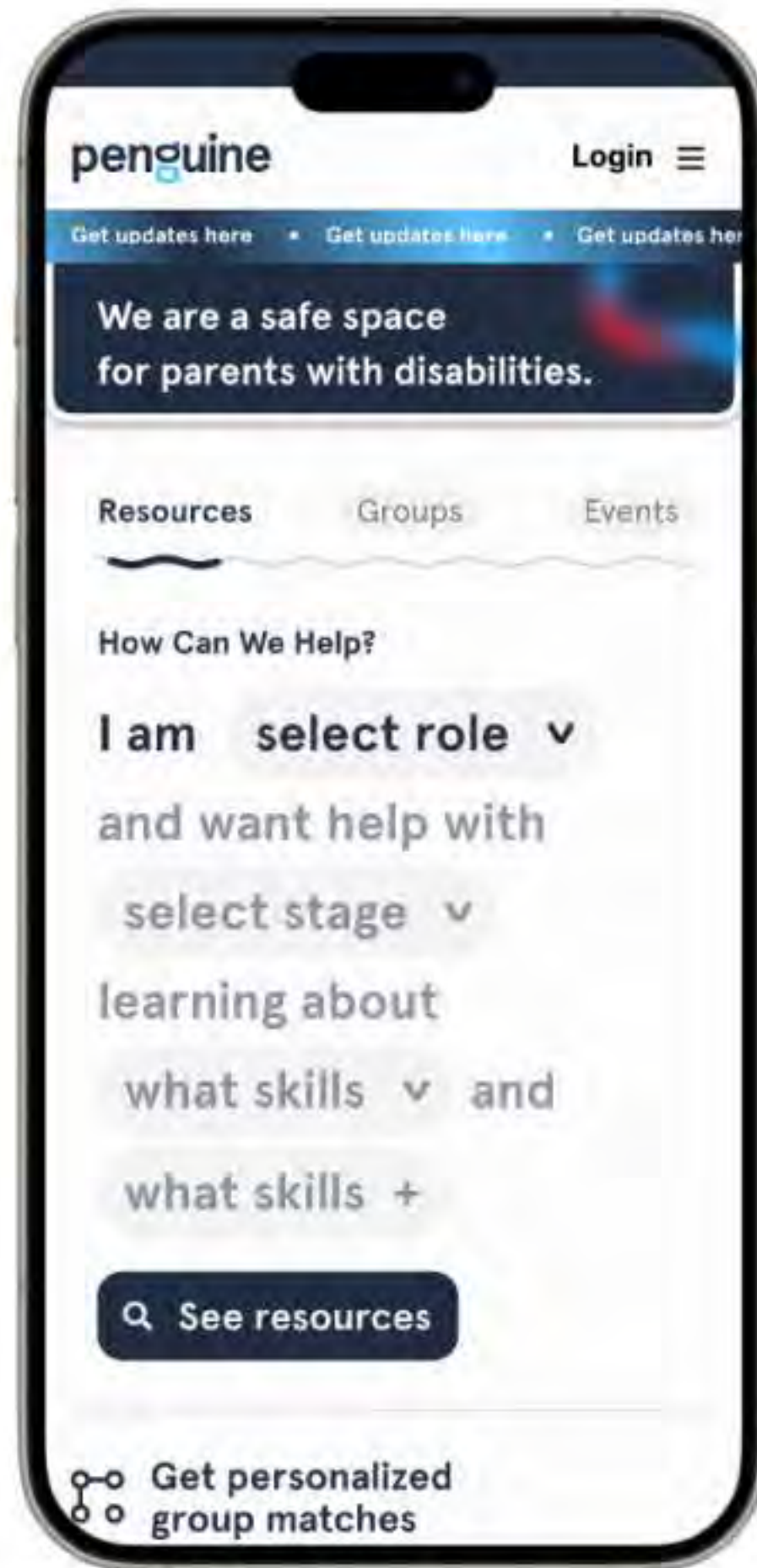
Choice Architecture



levels of choices



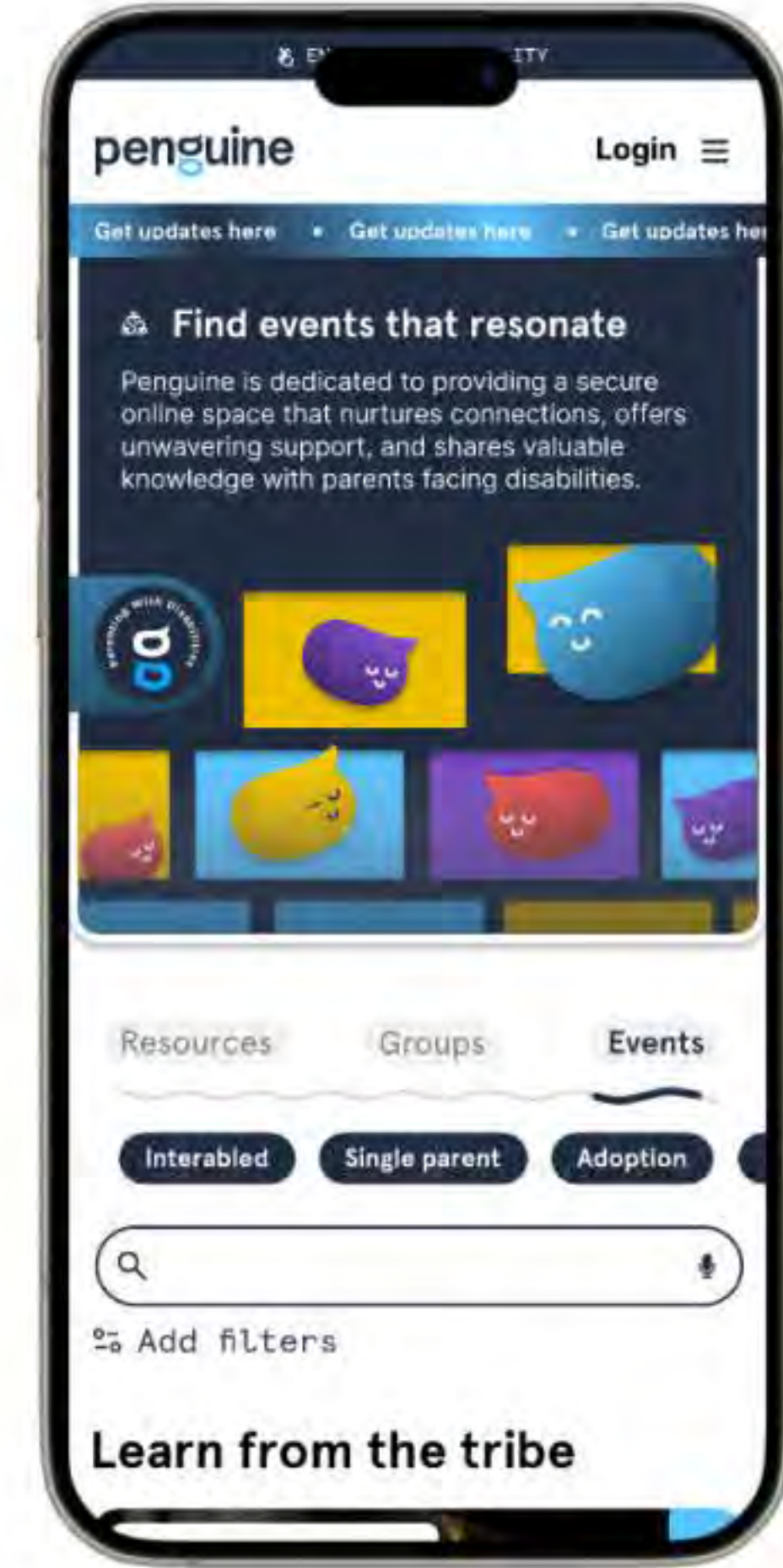
Curation Of Features



Resources Page

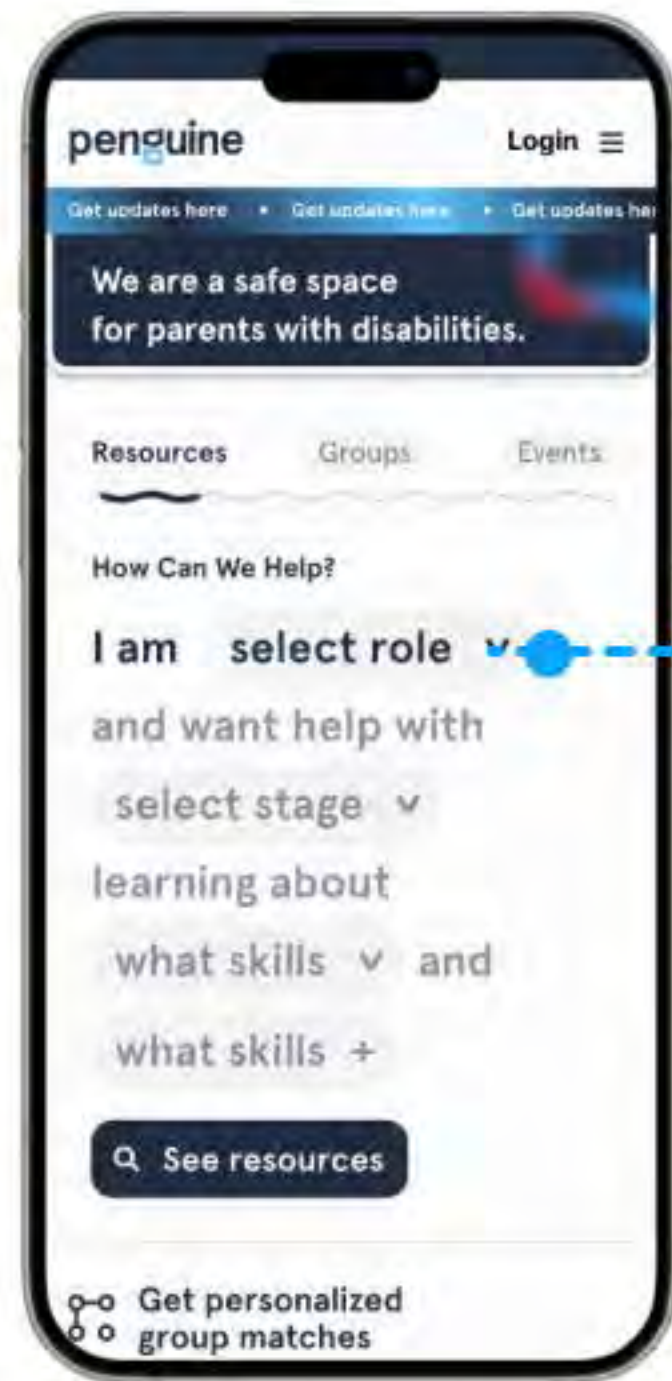


Groups Page

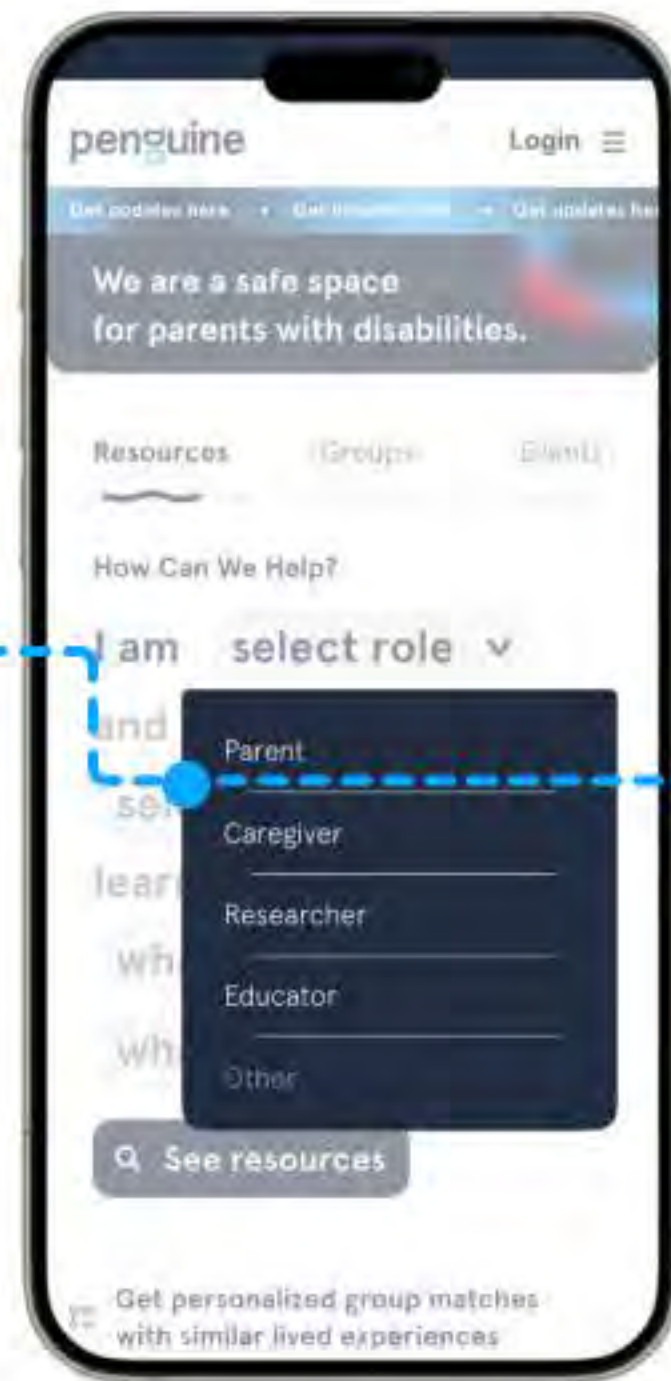


Events Page

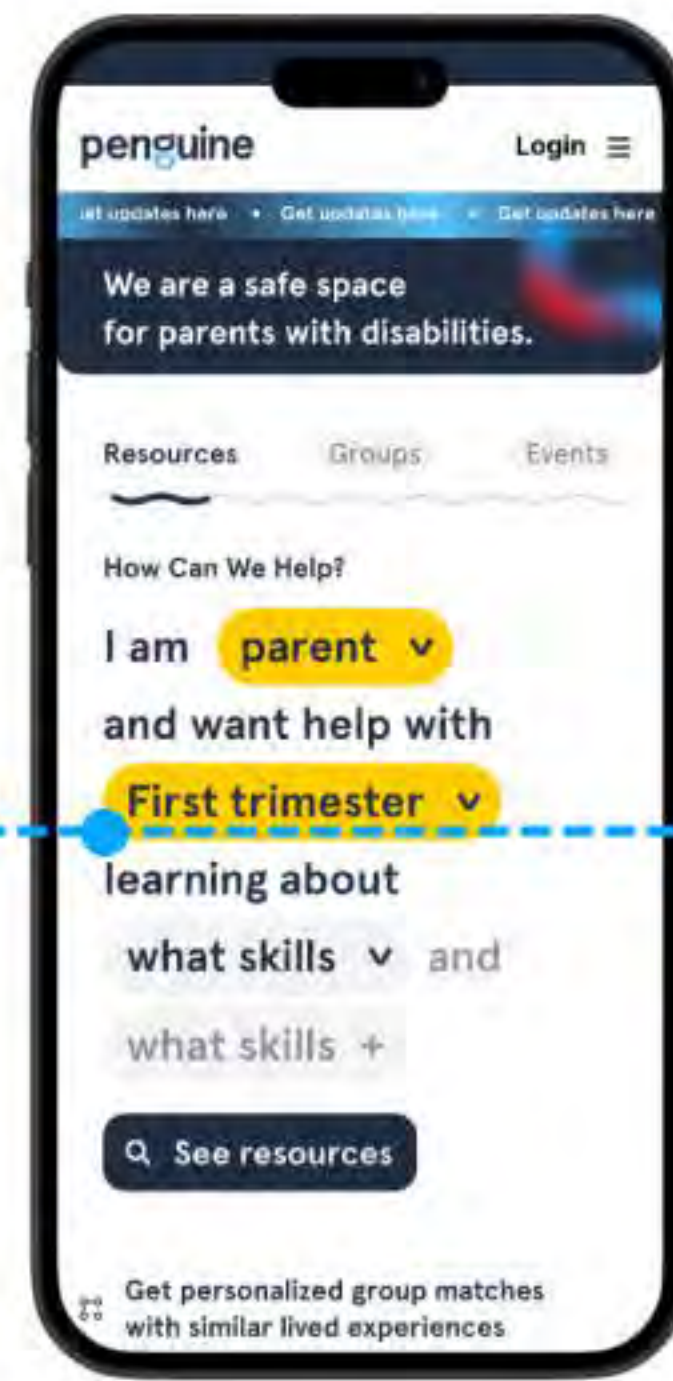
Resources



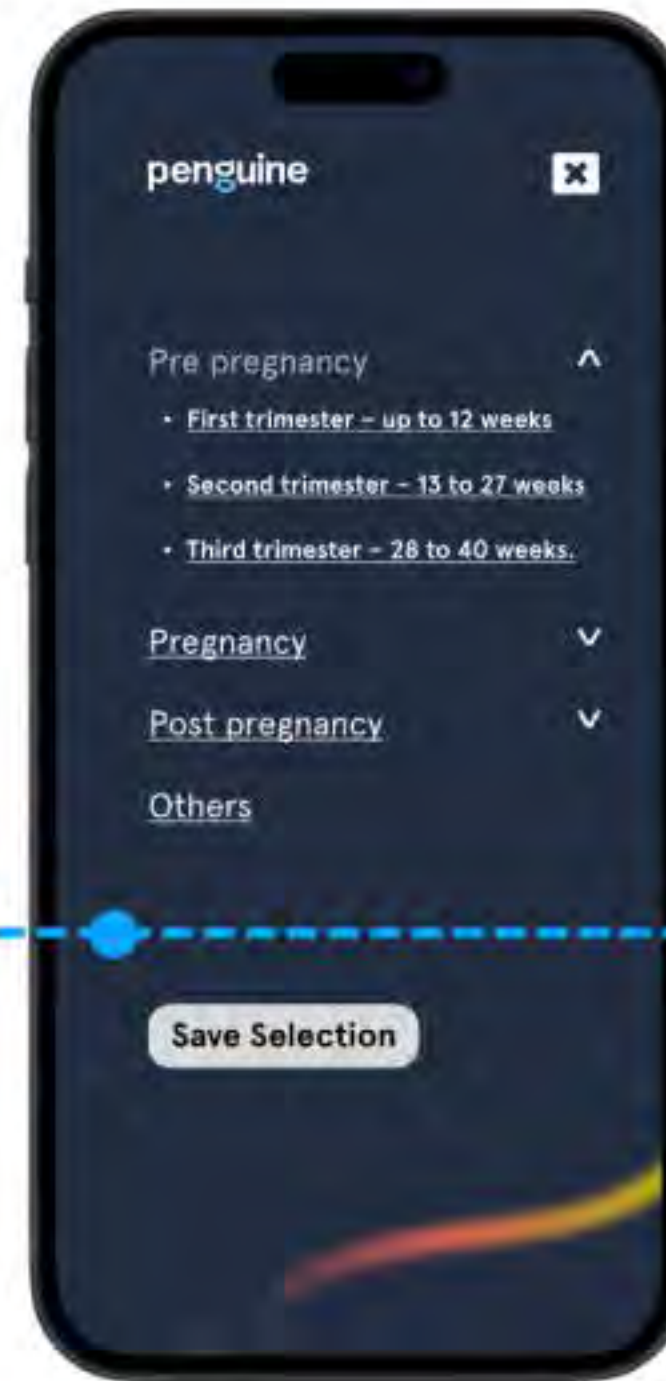
Resources Page



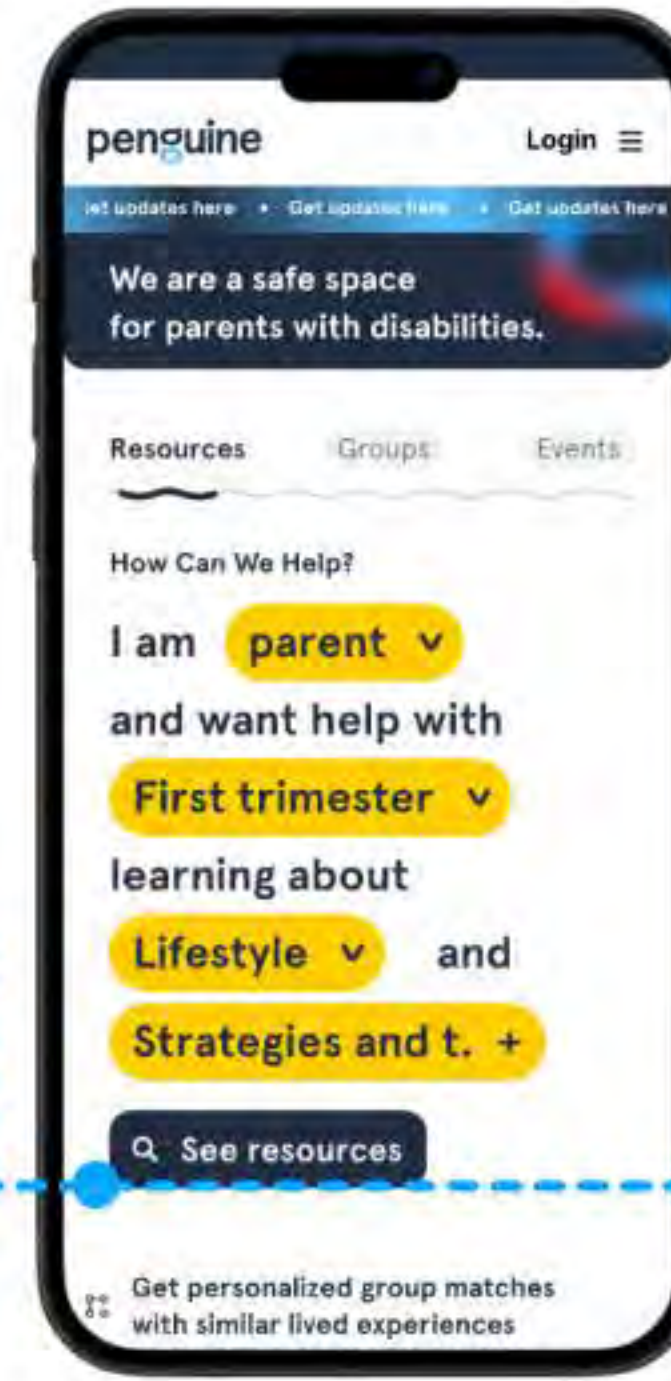
Drop Down For Personalisation



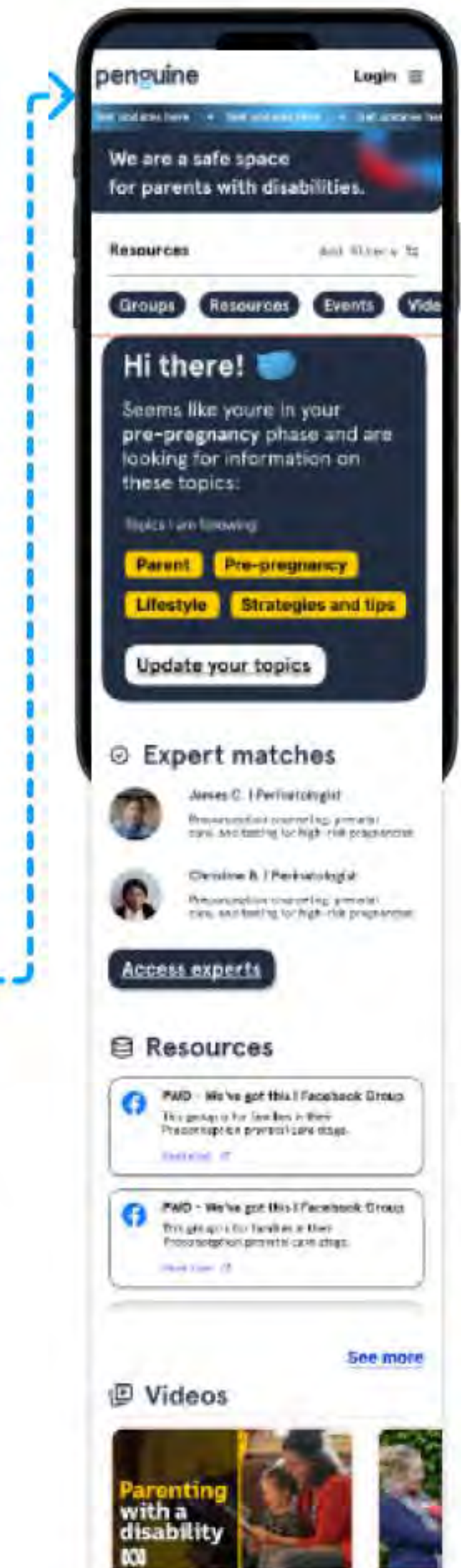
Drop Down For Personalisation



Mix Of Drop Downs And Sliders



See Resources Personalised Based On Your Requirements



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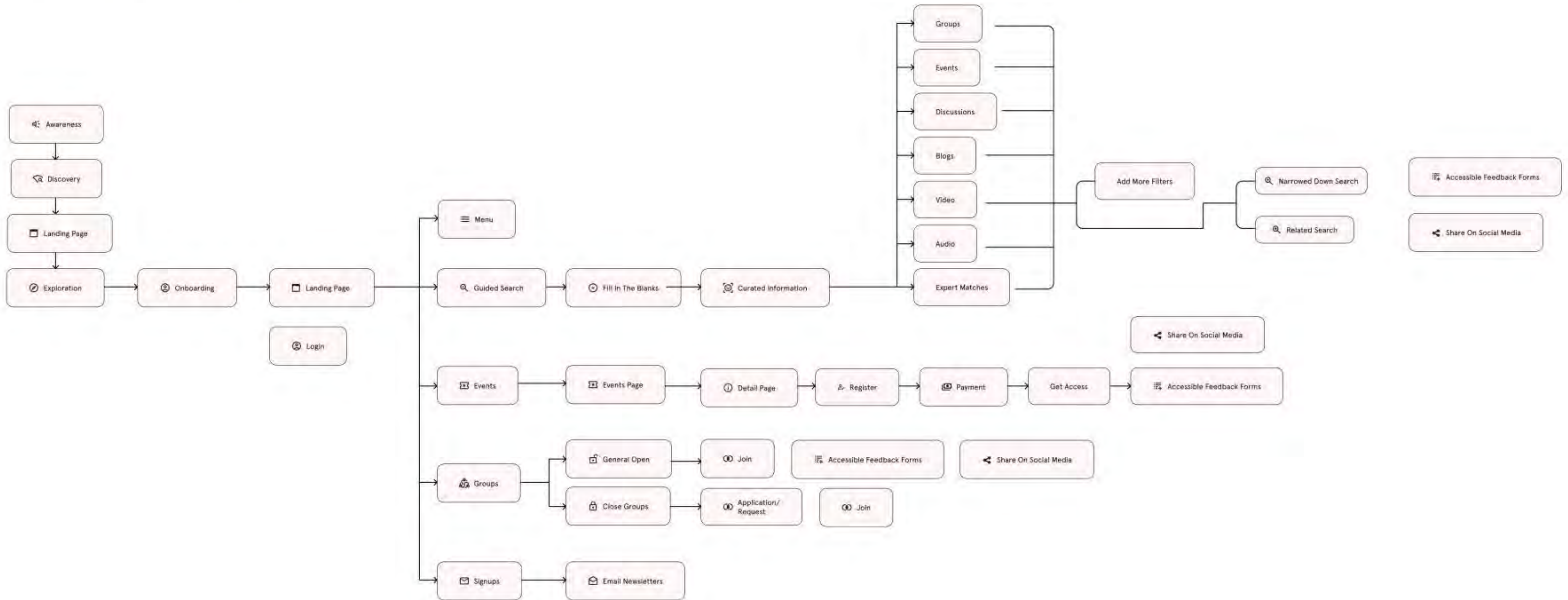
Method: Conduct An Accessibility Test And Report On The Figma Prototype

Testing Questions: Color Contrast Ratios, Spacing Used, Use Of Different Formats, Guided Search Filtering

Target: Parents With Disabilities, Partners Of Parents With Disabilities, Disability Advocates, Accessibility Experts.

Starts Next Page →

User Flow



01

Awareness Stage:

- Social Media Campaigns:



02

Discovery Stage:

- Landing Page:



03

On Boarding Stage:

- Registration Process:



04

Engagement Stage:

- Community Forums:



05

Retention Stage:

- Personalized Recommendations:



06

Advocacy And Referral Stage:

- Social Sharing:



Feedback :

- Can have more myth busting conversation
- Stories of other parenting journeys
- Tips and hacks

Feedback :

• I mean, I think that the the way that you guys are requesting my input is great. I feel like this type of profiling rather than it be like name address age. This is like tell us who you are. The other details are not relevant.

Feedback :

- Maybe there's a General onboarding where you can skip some of the questions.
- My suggestions would be kind of like build a Tracker. Maybe. Maybe give the option for an easy sign-in.

Feedback :

- Maybe one thing that I would like, in addition to everything, like, this is first common topics.

Feedback :

- So suggest the topics on First time pregnancy or IVF, or Disability and setting your home. So, General subjects that people are asking for likely um are going to be like super helpful for this.

Feedback :

- Add a share link to the Articles
- let me drop it on Instagram. And that's kind of like a good channel for promotion.
- Feedback sharing on other platforms

Curation Of Features



Iteration 1:
Landing Page

→ Improve communication

→ Color contrast is in-sufficient

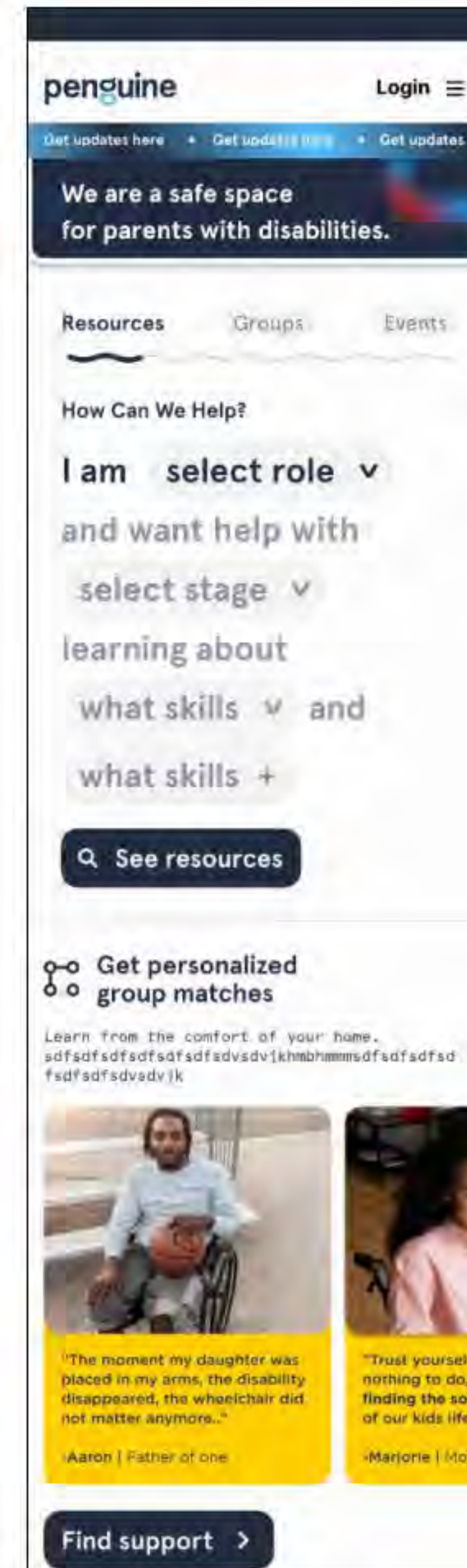


Iteration 2:
Landing Page

→ More direct communication

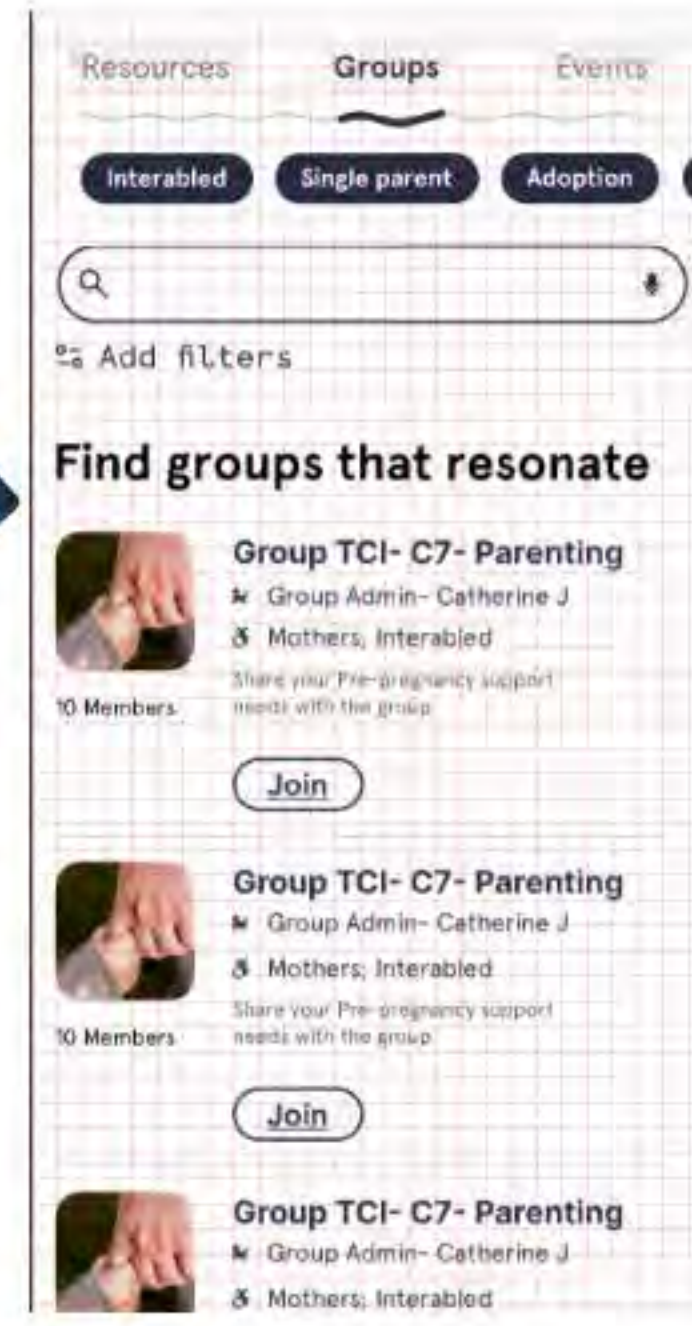
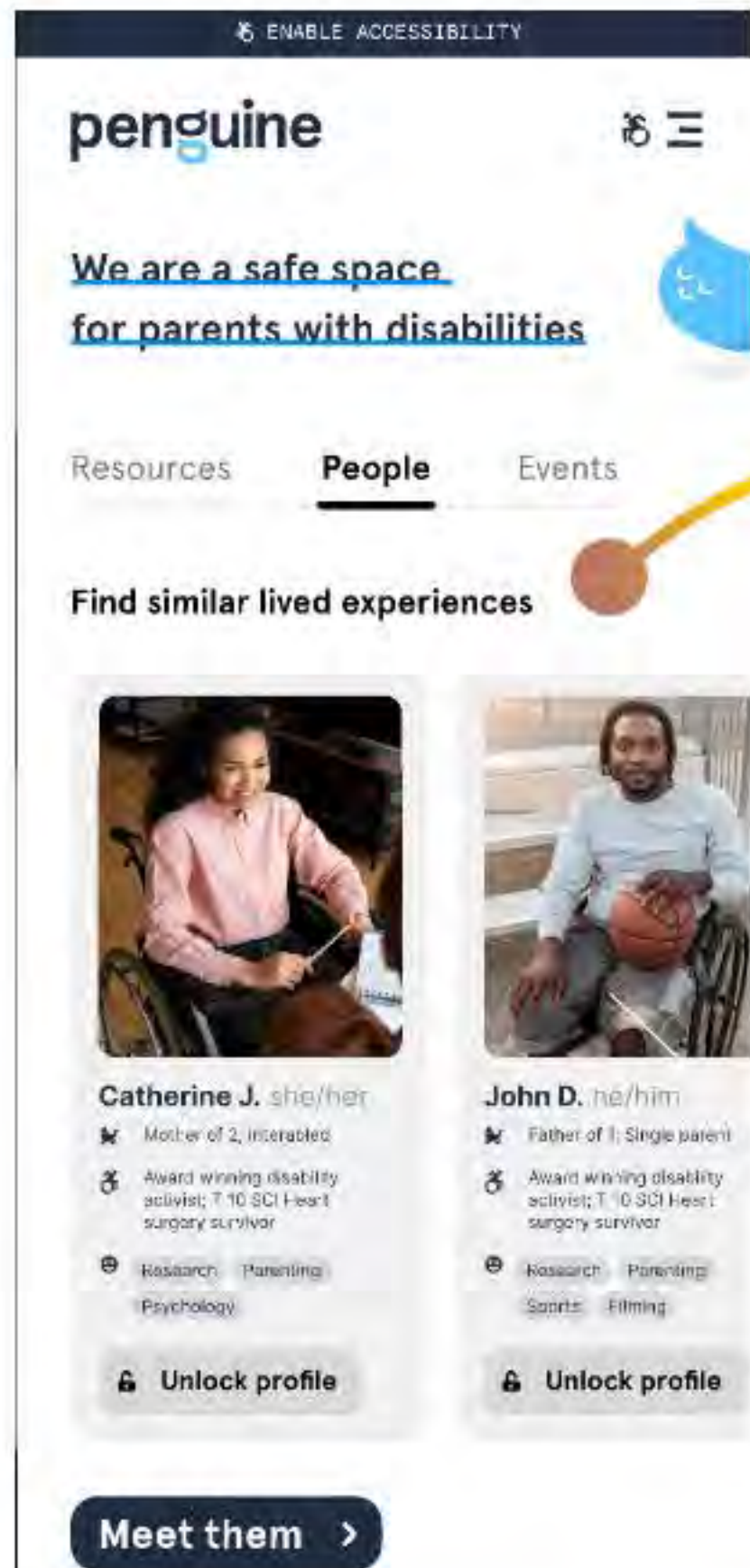
→ Features like mentorship had to be replaced by groups based on the user testing.

→ Branding Lacks character



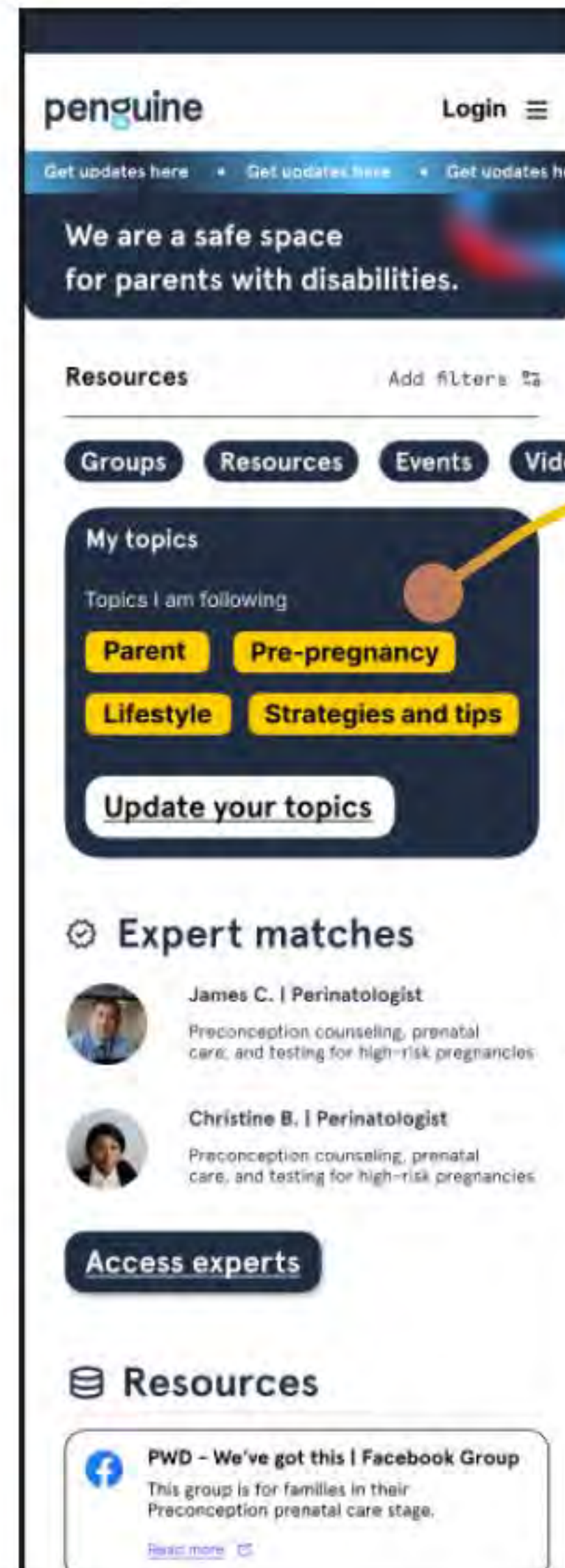
Iteration 3:
Landing Page

Curation Of Features



Feedback:
"I would love to meet with smaller groups that understand my situation better" (collaborative rather than private)

-Matt B.



Hi there!

Seems like you're in your **pre-pregnancy** phase and are looking for information on these topics

Topics I am following:

- Parent
- Pre-pregnancy
- Lifestyle
- Strategies and tips

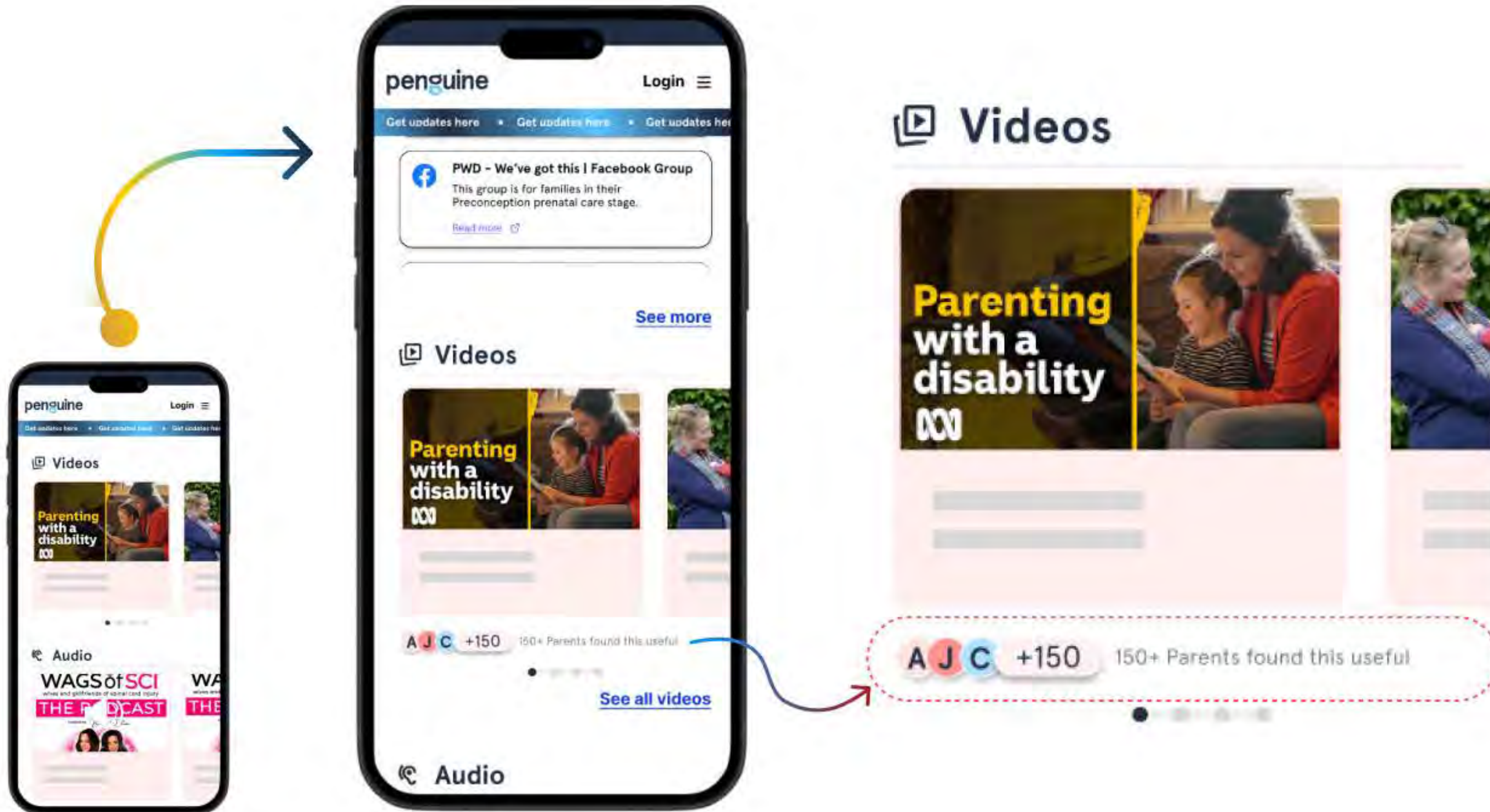
[Update your topics](#)

Feedback:
"if I'm giving in my information I would expect it to be more conversational"

-Maria F.

We Are
Penguin is dedicated to providing a secure online space that nurtures connections, offers unwavering support, and shares valuable knowledge with parents facing

Curation Of Features



Feedback:
"General subjects that people are asking for likely um are going to be like super helpful for this"

-Maria F.

Based on personalization and feedback mechanism

Testing Protocol

1.

Business model testing

Method:

Social media profile tied to a landing page and a sign up form.

Testing Question:

Willingness to pay.

Target:

Parents with disabilities, partners of parents with disabilities.

2.

Feature Prioritization

Method:

In person feature Workshop, Online meetings, google form.

Testing Question:

Prioritize features based on their importance and frequency of use.

Target:

Parents with disabilities, partners of parents with disabilities, disability Advocates, accessibility experts.

3.

User Flow Test

Method:

Figma Prototype Testing,

Testing Questions:

Ease Of Use, Intuitiveness, Testing For Concerns And Wow Factors During The Process

Target:

Parents With Disabilities, Partners Of Parents With Disabilities, Disability Advocates, Accessibility Experts.

4.

Accessibility Test

Method:

Conduct An Accessibility Test And Report On The Figma Prototype

Testing Questions:

Color Contrast Ratios, Spacing Used, Use Of Different Formats, Guided Search Filtering

Target:







Parents With Disabilities, Partners Of Parents With Disabilities, Disability Advocates, Accessibility Experts.

Last Section Next Page →

Design For People, Not Disabilities

Our mission is to make information accessible to all, and accessibility is one of our core values. Conducting an accessibility test of our prototype was a key milestone of Penguin. Color contrast ratios, Spacing used, use of different formats, guided search filtering, were all tests that we conducted in every step of our user journey.

Process Of Inclusion

-  Designing For Motor Disabilities
Implemented And Tested
-  Designing For Deaf Or Hard Of Hearing
Implemented And Tested
-  Designing For Low Vision
Implemented And Tested
-  Designing For Screen Readers
Implemented Not Tested
-  Designing For Dyslexia
Implemented Not Tested
-  Designing For Autism Spectrum
Implemented Not Tested

Feature Iterations

Designing For Autism Spectrum

- Use Of Simple Colours



- Write In Plain English



- Make Buttons Descriptive



Consistent Layouts



- Consistent Use Of Brand Language Throughout The Website.
- Consistent Usage Of Fonts
- Consistent Tone Of Voice
- Consistent Usage Of Colors And Its Association

Designing For Screen Readers

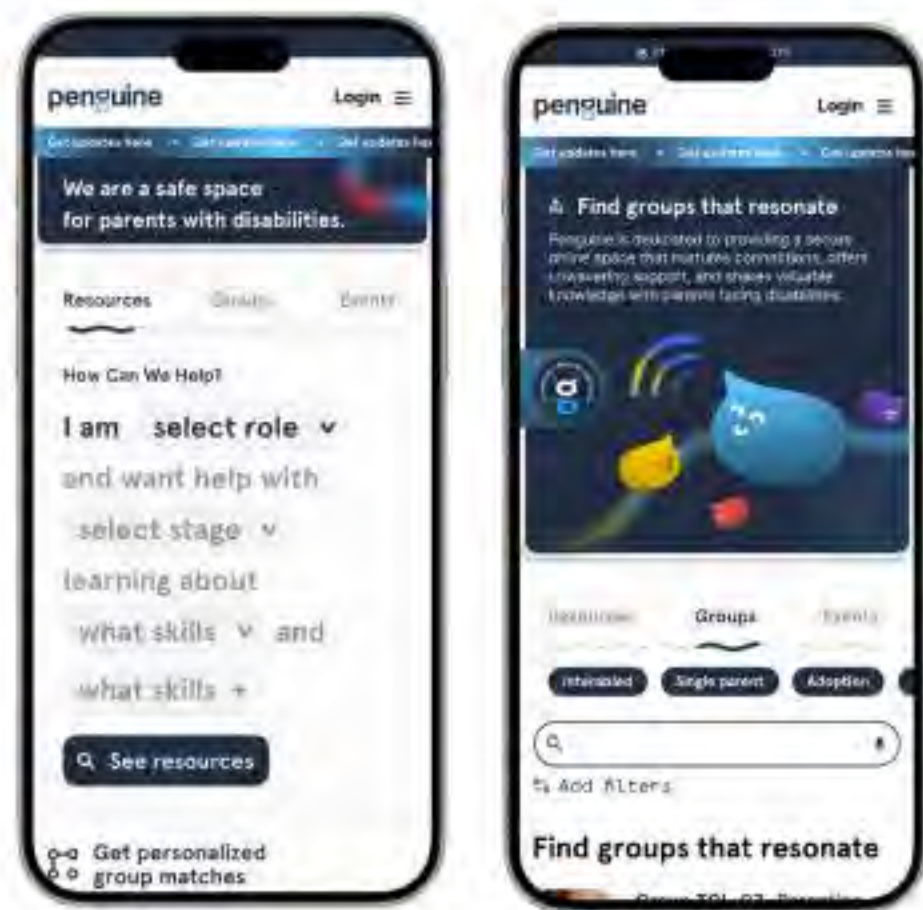
- Write Descriptive Links And Headings



- Build For Keyboard Use Only



- Follow A Linear Logical Layout



Designing For Motor Disabilities

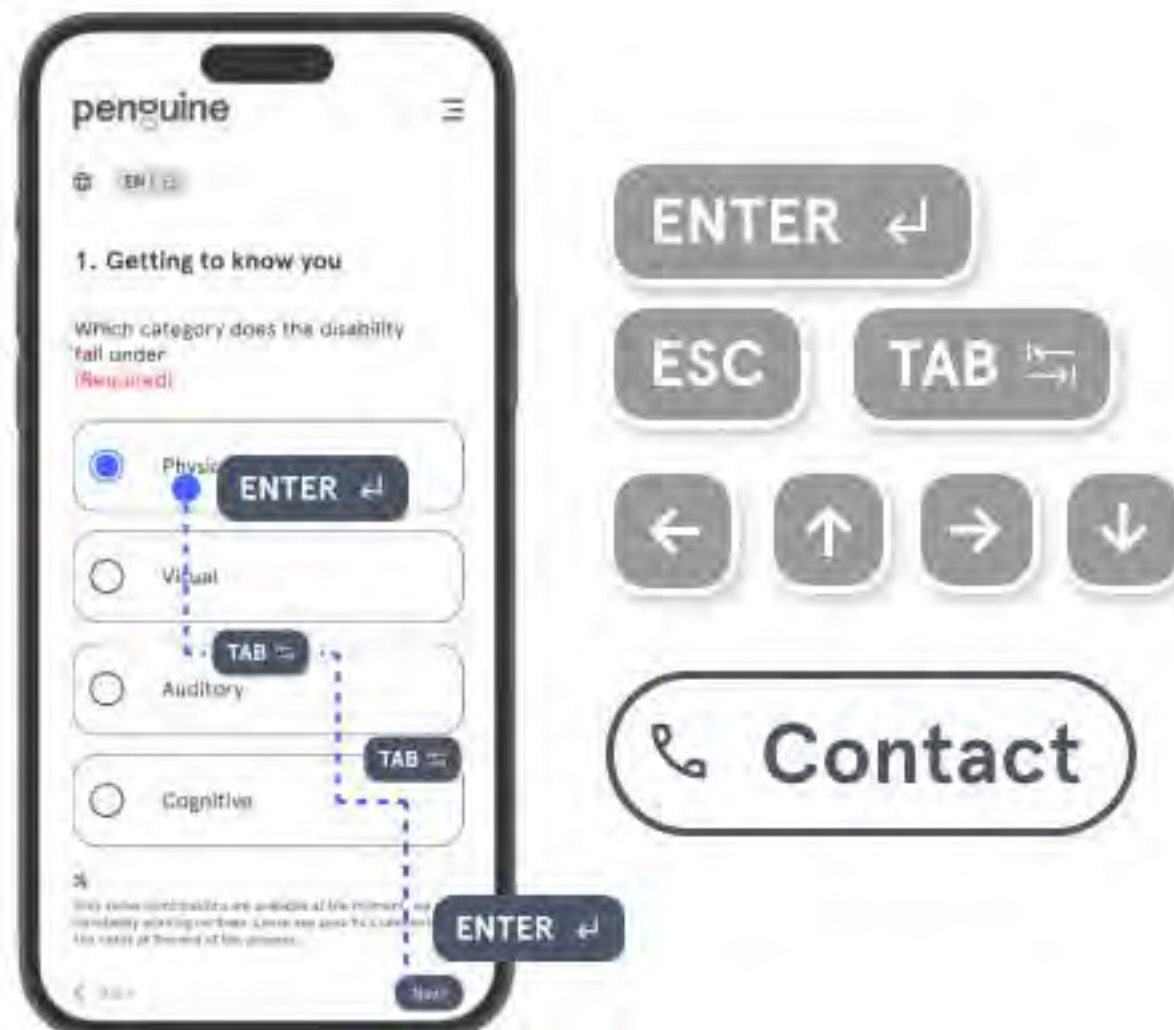
- Making Large Clickable Actions
- Give Form Field Spaces



- Designing With Keyboard Or Speech Only Use

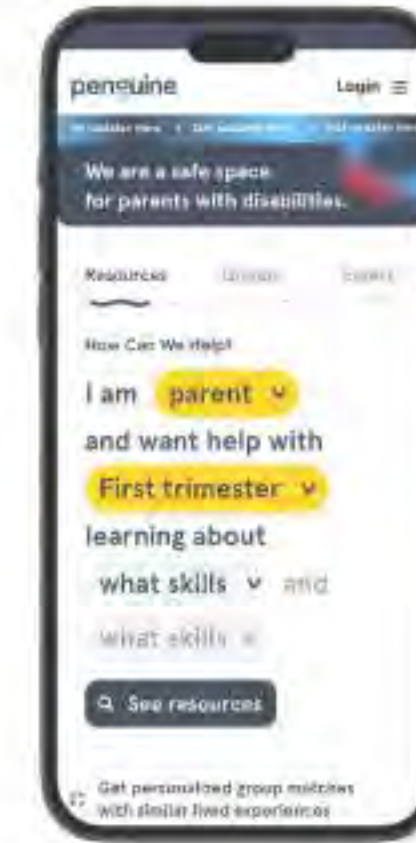


- Provide Shortcuts



Designing For Deaf Or Hard Of Hearing

- Write In Plain English
- Use Subtitles Or Provide Transcripts For Videos



- Let Users Request An Interpreter For Appointments (Part Of The Roadmap)

- Break Up Content With Sub Headings, Images And Videos

- Making Images More Descriptive



Feature Iterations

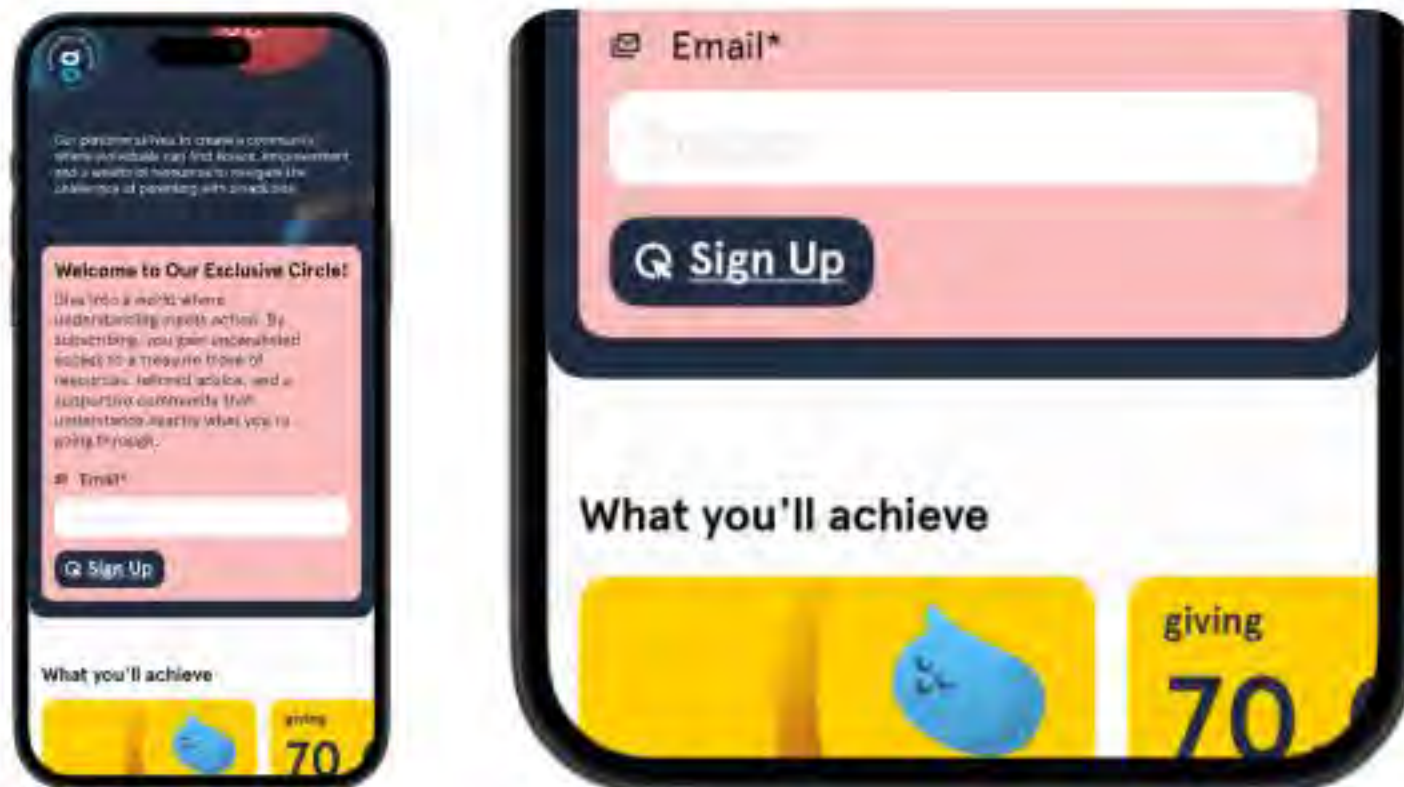
Designing For Low Vision

- Use Good Colour Contrast And Readable Font Size



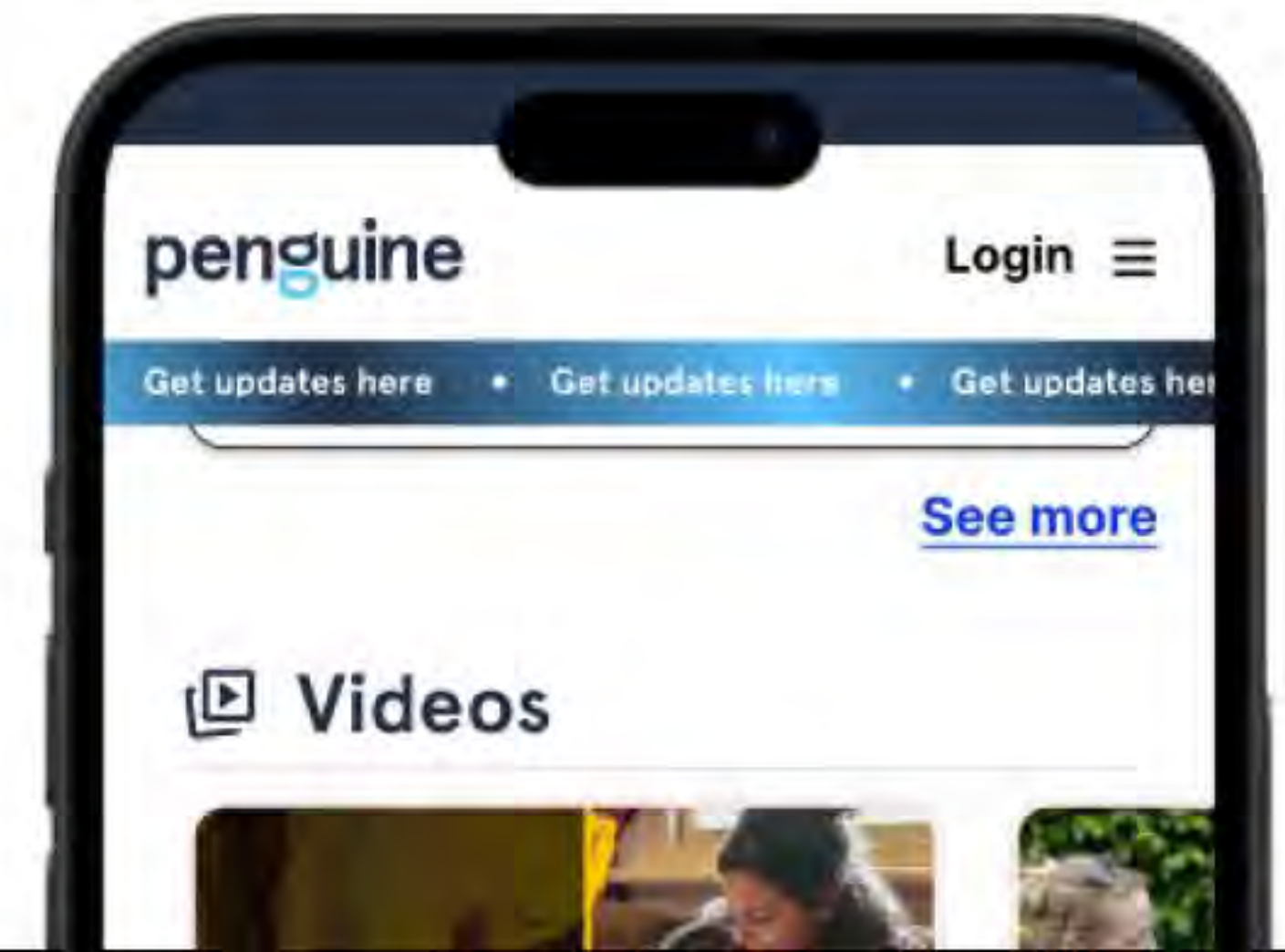
Colour Contrast Ratio Of Colour Combinations Used In The Webpage

- Put Buttons And Notifications In Context



A dark blue rounded rectangular button with the text 'By the community for the community'. Below the text is a paragraph: 'Penguin is dedicated to providing a secure online space that nurtures connections, offers unwavering support, and shares valuable knowledge with parents facing disabilities.' To the right of the button, two 'Aa' icons are shown with arrows pointing to the text. The top 'Aa' is labeled 'Largest Text size-32px' and the bottom 'Aa' is labeled 'Smallest Text size-18px'.

- Use A Combination Of Colours, Shapes And Text



Designing For Dyslexia

- Producing Materials In Other Formats

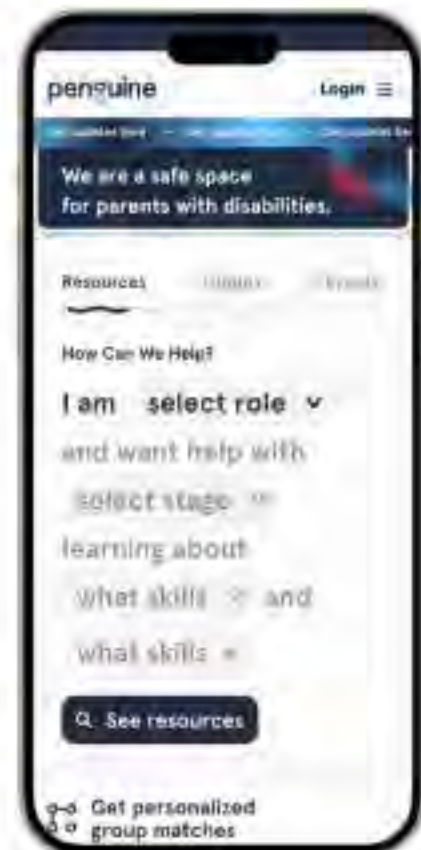


Text To Speech Option

The pre-pregnancy period, also known as the preconception period, is the three to six months before pregnancy. This is the time when couples can make lifestyle changes to boost fertility, reduce pregnancy problems, and help with recovery after birth.

- Text-To-Speech Can Help People Who Have Difficulty Reading Text From A Screen.
- Can Listen On The Go

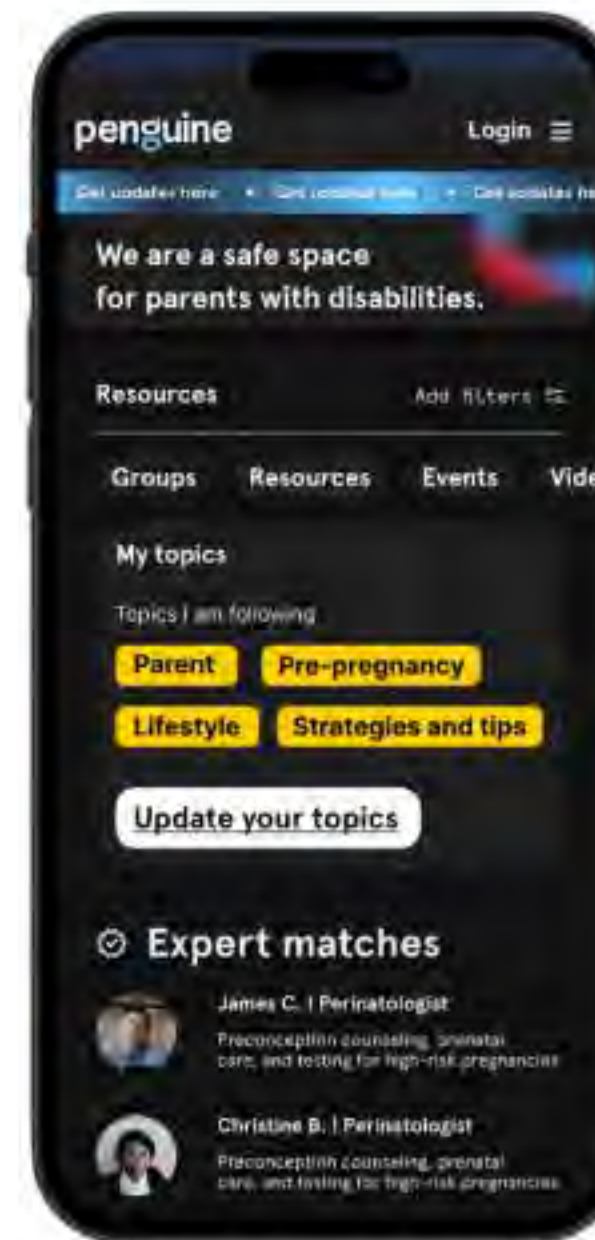
- Align Text To The Left And Keep A Consistent Layout



- Use Images And Diagrams To Support Text



- Let Users Change The Contrast Between Background And Text




Advantages Of Having A Dark Mode :

- Beneficial For Users With Low Vision And Light Sensitivity
- Inverted Text Is Easier To Read For Longer Periods Of Time And Is Less Likely To Cause Eye Strain Or Fatigue.
- The Appropriate Level Of Contrast For Text To Be Accessible Is 4.5:1 For Normal Text, And For Large Text (18 Point And Above Or 14 Point Bold And Above), The Ratio Is 3:1.

Get updates here • Get updates here • Get updates here

We are a safe space
for parents with disabilities.

Resources

Add filters 

Groups Resources Events Vide

My topics

Topics I am following


Parent

Pre-pregnancy

Lifestyle

Strategies and tips

Update your topics

 Expert matches



James C. | Perinatologist

Preconception counseling, prenatal care, and testing for high-risk pregnancies



Christine B. | Perinatologist

Preconception counseling, prenatal care, and testing for high-risk pregnancies



Connect with us



Camilo Lizarralde

E-mail: lizac194@newschool.edu

Phone: (929) 867 9743



Shreyans Baid

E-mail: shreyansbaid@newschool.edu

Phone: (551) 689 7024



penguin

Safe Space For Parents With Disabilities