TEAM U.M.   #Accesibility   #AutomatedVehicle   Spring 2022

TEKO

IACT 370   PROCESS BOOK

Our Team

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Problem

Disabled individuals make up fifteen percent of the world's population, yet they face daily struggles finding independent, reliable transportation. Disabled individuals report feelings of distrust in car manufacturers. This distrust is rooted in fact: car manufacturers admit to a lack of inclusive and accessible design processes stemming from a lack of available data on disabled individuals. Disabled populations are ready to share their information in exchange for inclusive transportation.

Solution

Teko is an enterprise solution for accessible automotive user testing. Corporate manufacturing partners gain access to the dedicated user testing audience, create tests and activities, view global data, gain natural language insights, and consult with Teko's certified experts. Complete tests and activities in a gamified format, allowing data to be exchanged for real-world points. These data points are then compiled, resulting in easy-to-understand natural language insights – providing designers with the discoveries, not the data.

Features

- Teko Team consulting
- User Testers
- Test access
- Gamified point system
- Monetary rewards
- Data privacy insights

- Enterprise
- Test creation
- Natural language insights
- Business intelligence tool integration
- Data visualization
- Accessibility certifications

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Final Refinement

PROBLEM SPACE

#TARGET AUDIENCE

PRELIMINARY RESEARCH

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● ● ●

How can we make Autonomous Vehicles available to disabled people?

Why aren't they already using AVs?

Self-driving technology exists, but it isn't being design for disabled populations.

ACADEMIC

Disabled individuals were promised autonomous vehicles but are still waiting.

SOCIAL

Users hold distrust in autonomous vehicles.

MARKET

There are few transportation options catered to the disabled as AV manufacturers do not have them in mind.

"Waiting until a product is 'finished' to start thinking about accessibility is like completing construction of a skyscraper and then tearing part of it down to install an elevator"

Haben Girma

How might we connect disabled people and autonomous car manufacturers to create a mutually-beneficial, inclusive design process?

Cassandra

38, San Francisco
Full-Stack Engineer at Invio

`FAMILY-FOCUSED`　`INDEPENDENT`

Motivation for a Vehicle

Personal independence and support for her daughter

Why no car?

Does not feel safe or trust vehicle manufacturers

Cassandra

38, San Francisco
Full-Stack Engineer at Invio

`FAMILY-FOCUSED` `INDEPENDENT`

Frustrations

- Unsure **how to voice problems** in an impactful way

- **Reliant on partner** or public transportation to her to PT and volunteering

- Tired of **generic solutions** that require extra work on her part to customize and implement into daily life

Walter

69, Evanston Illinois
Head of Engineering + Innovation at Ford

COMPASSIONATE   STUBBORN

Design Motivation

Creating enjoyable products that connect people

Loyalty to Process

Has worked in the same industry for many years, doing the same process with good results

Walter

69, Evanston Illinois
Head of Engineering + Innovation at Ford

COMPASSIONATE   STUBBORN

Frustrations

- **Hesitant on bringing new ideas** because he does not want to upset his work-life balance by taking on a large project.

- Afraid of being i**nsensitive to accessibility** issues.

- Lacks knowledge about what being disabled is like on a day to day basis. **Does not truly understand** since has lived his whole life without any disabilities.
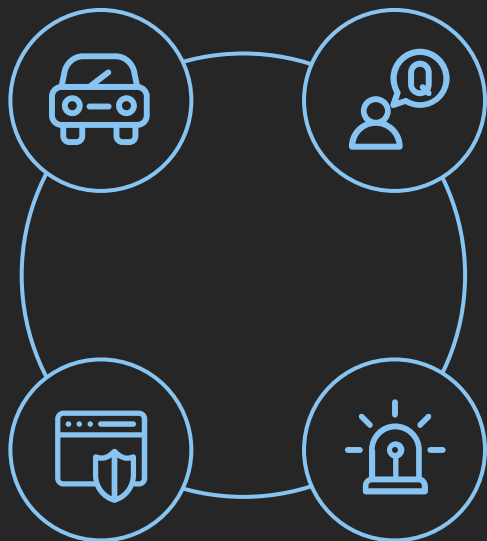
MARKET RESEARCH

Uber WAV
Affordable rides in WAV
Specially trained drivers through a third party

Paratransit / Dial-A-Ride
On-demand, door-to-door transportation service
Allows travel to medical appointments, meetings, errands, Etc.

Non Emergency Medical Transportation
Tools and experience to transport disabled
Only supports going to and from medical appointments

Volunteer Transportation Programs
Offered by some non-profit and faith-based organization
Drivers provide own vehicles for passengers to get to medical appointments or other important destinations

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Helpful in Dire Situations

Relatively Personable

Beneficial for Niche Audience

No Independence

Limited Availability

Lacks Inclusivity

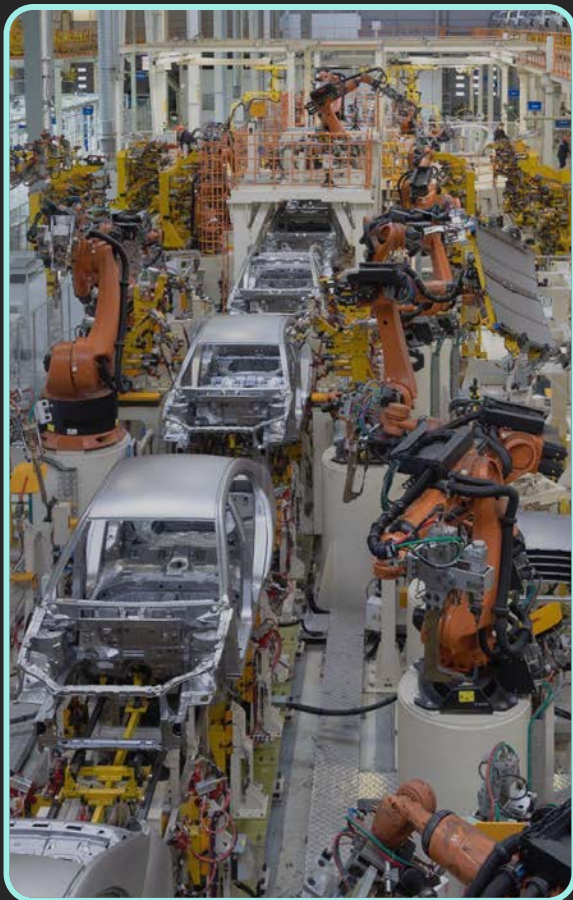Inconvenient

Unreliable

Solutions Exist

Majority of transportation accessibility problems can be solved when autonomous vehicles are utilized.

#Market

#Pain Point

TRUST

COMMUNICATION AND MARKETING

TRUST

+

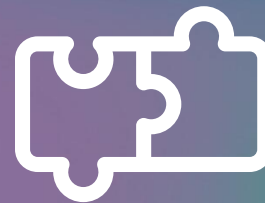**COMMUNICATION AND MARKETING**

= LIMITED USE AND ADOPTION

ADOPTION

Users already have distrust, which is challenging to change

LEGAL

Not all users are eligible for a license

ADAPTATION

Challenging to shift existing mindsets, processes, products

Indepence for User in Search

Expanding Potential Audiences and User

Benefit to All People

We believe that we can increase the accessibility and favorable perception of autonomous transit for disabled people.

We may achieve this result by connecting disabled people with autonomous transit manufacturers, simultaneously bridging experience design and marketing gaps.

We will have demonstrated success when the net promoter score (NPS) and adoption rate of autonomous transit options increases in disabled demographics.

USER RESEARCH

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What struggles do disabled people currently face with finding independent transportation?

Disability Agnostic

Focus on process, not on implementation

To understand why users feel disconnected from vehicle manufacturers and identify opportunities to bridge gaps.

User Interview

5
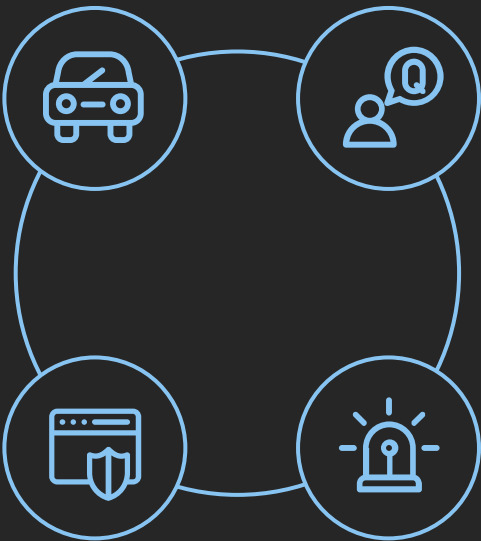
42

Survey Response

Market Analysis

1

1

Expert Interview

RESEARCH GOAL

How do disabled people transport themselves?

How do disabled people feel about purchasing accessible transportation?

How do diasabled people feel about data privacy, in context of connecting user data to companies?

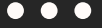What pain points do disabled people have in transportation?

23.8%

Disabled Users

62%

Urban,
33% suburban, 5% rural

SURVEY KEY FINDING

Disabled people with a license know the same about autonomous vehicles as the general population.

Disabled people with a license are half as likely as the general population to be okay with data sales to other companies.

Disabled people with a license are about as likely as the general population to be okay with data collection for a company's own use.

60%

Disabled Users

users were more prone
to use data protection

40%

Non-Disabled,

a significant amount
used data protection

70%

Disabled Users
Less of them shared
their data

87.5%

Non-Disabled,
More open about
sharing data

User want their voice to be heard

Specific feedback on cars was far too unique from person to person

Users are interested in cars and transportation in general

Transportation issues extend outside of cars

Users aren't always familiar with what services they can use as accommodations

Companies are focused on the technology, not the why, taking focus off of users

Existing processes just don't care about inclusive design and are prompting a "total re-think"

Testing in cars and gathering user opinions is expensive and inaccessible, creating barriers to user research in automotive design

https://www.smartcitiesdive.com/news/the-future-of-mobility-must-be-more-inclusive/572264/

SURVEY DEMOGRAPHY

1 BILLION

Total number of disabled population, being 15%of total world population

60.4%

Of disabled population are car owners, potentially 604 million globally

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Chuck Konfrst

Director User Experience
@ Cox Automotive Inc.

Accessibility is not a top priority due to the nature of the business

It's not easy to find disabled individuals to test with

Their company could do a much better job of exposing customers to accessible vehicles

"Data would be enough motivation for us to design for accessibility if we could see the information and user need."

commute

scheduling difficulty

Current issues

individual needs

wished for alternative transportation

unpredictable weather

helper uncertainty

uncertainty behind public transport

lack of accessibility prioritization

limited testing audience

Lack of exposure

corporate greed

lack of promise

prioritizing profit

want to be a part of design process

not being heard

avoidance

potential data sharing

Blockers

limitations of current solutions

limited choices

limited personal vehicle use

limited rideshare use

current data sharing

doubtfullness

Data as a Motivator

lack of experience in accessibility design

lack of data privacy knowledge

lack of AV knowledge

limited public transport experience

Driving experience

dismissiveness of corporations

32 Green Categories

education /knowledg e levels

Lack of transportation experience

Negative Corporation Feelings

Trust Levels

Need for planning

need for specific inclusion

Lack of accessibility knowledge

limited opportunities

Vehicle/tra nsportation accessibility

Inconsistencies

limited disability availability

feeling of exclusivity

willingness to provide data

13 Blue Themes

lack of education and experience

Limited Trust

Limited Availability

Need for personalization

Need for connection between users and manufacturers

Limited access to disabled people

6 Pink Insights

Connect disabled drivers with accessible vehicles?

Provide incentives to car manufacturers to design inclusively?

Connect disabled users' data with car manufacturers?

Educate disabled users on the transportation options available to them?

Provide transparency on the car manufacturing process?

Help disabled users feel that their voice is heard?

CONCEPT IDEATION

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Marketplace
Solution

User Data
Solution

Marketplace

Our business researches and scrapes for manufactures actively designing inclusively

Marketplace

We provide end users (disabled people) with vetted car options tailored to their disability through their input

Marketplace

The website contains ways for disabled users to provide feedback and comments for other users and manufacturers

View-Only

KBB

AMS Vans

General Population

Disabled Population

Superior Van

Automotive Forums

Us

Connected Community

#1 How Might We

How might we:

Connect disabled drivers with accessible vehicles?

Answer:

By providing easy to access lists of vehicles that meet their accessibility needs.

#2 How Might We

How might we:

Connect disabled users' data with car manufacturers?

Answer:

By creating an open forum that manufacturers can easily research

#3 How Might We

How might we:

Provide incentives to car manufacturers to design inclusively?

Answer:

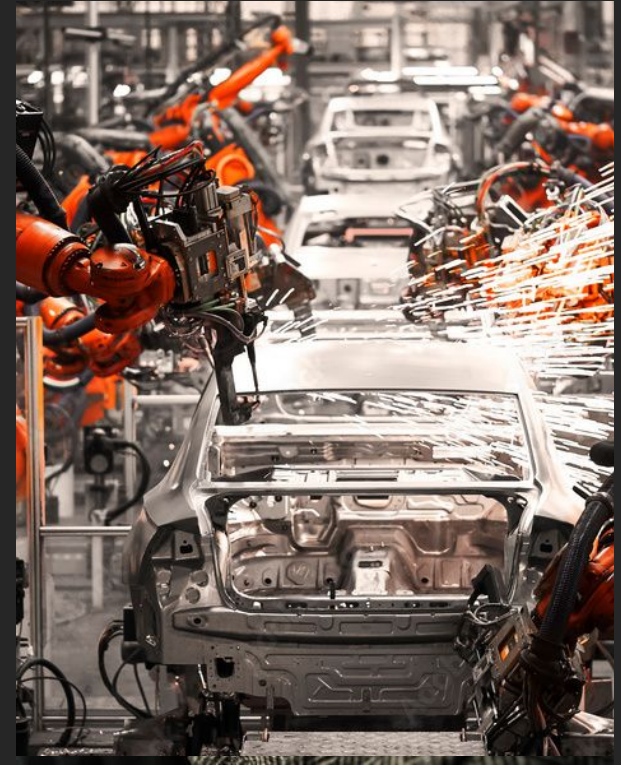By promoting cars with accessibility modifications / requirements

User Data

Disabled users are able to enter the platform and complete pre-determined, bulk-created user testing activities

User Data

Data from these activities are given to car manufacturers

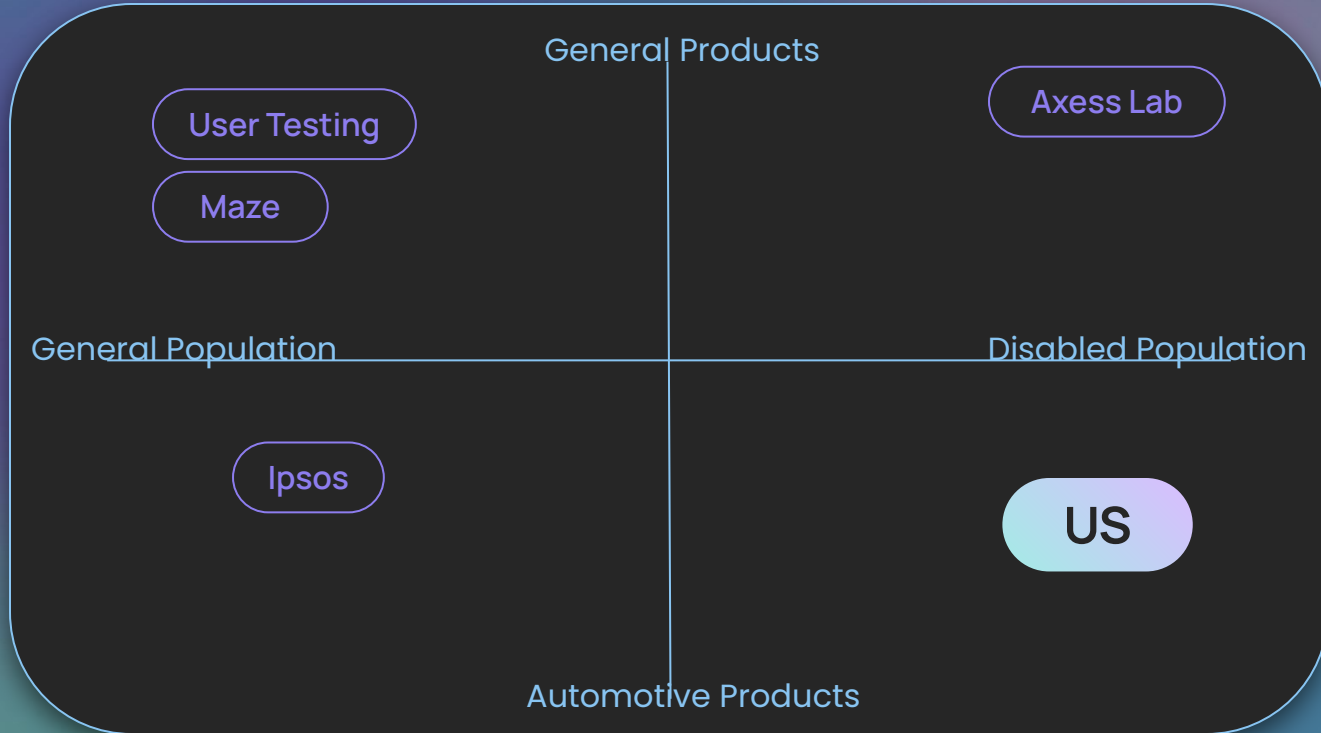# User Data

Reward system in place for users

User Data

Users can see who is collecting data and how their data is being used

General Products

User Testing

Maze

Axess Lab

General Population

Disabled Population

Ipsos

US

Automotive Products

HMW

Connect disabled drivers with accessible vehicles?

BY

By showing them which companies are listening to their data

HMW

Connect disabled users' data with car manufacturers?

BY

By providing activities and testing for users directly within the target audience to complete
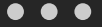
HMW

Provide incentives to car manufacturers to design inclusively?

BY

By making it easy and accessible

Ideal Direction

A combination of both

Using both user testing to create data and marketplaces to reward manufacturers

Pursuing a user data focused approach

TIES TO THEMES

Education and trust through data transparency

Personalization through connections to real requests

Improved usability processes through access to data and feedback

Positive Perception + Trust

Increased favorable perception and trust of automotive industry in disabled populations

Accessibility

More accessible features in mainstream vehicles

Car Ownership

Increased disabled people, who are eligible, owning cars

USER TESTING

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CARD SORT

Understand what question types we need to offer

5

A/B TEST

Understand and improve our Info Arch and overall UI

13

EXPERT PROBE

Understand how to group and rank data insights for companies

7

ptom}}.	4.571428571
	4.428571429
during {{driving event}}.	4.285714286
	4.142857143
	4
somewhat okay (3) during	
	4
	4
disabled user testers who have a	
	4
rs with driver's licenses for	
	3.857142857
ensory accommodations.	3.857142857
	3.857142857
led user testers who have a	
	3.857142857
areas.	3.857142857
n driver's licenses for {{feature}} is	
	3.833333333
se is 40 years old.	3.428571429
b}} in disabled user testers with	
	3.428571429
eurological accommodations.	3.285714286
years old.	3.285714286

Data Expert Cultural Probe

- Asked business and data experts to rank lists of insights
- Applied insights to enterprise-facing data visualizations

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Business professionals value most:

Who has a driver's license, has a disability, and who has a car

What symptom(s) people experience

How people feel during specific parts of the driving process

Trend reports (there are more users with x symptom)

Net promoter scores for given brands, features, and experiences

DATA EXPERT INSIGHTS

Business professionals value least:

Where users are from

How users compare features against one another

The age of drivers

Users overwhelmingly prefer natural language insights to raw data

Demographics are important in research

Users want to be able to create their own tests

Users mostly have interest in data that doesn't fall within the disabled/driver's license demographic

Users are interested in both mean- and mode-based averages

Card Sort

- Asked users to sort common questions by difficulty, importance, and answer modality
- Applied insights to test creation options and pre-sets

Ranking is best for understanding brand opinions

Check all that apply work well for sensory support needs and for diagnosis and symptoms

Users prefer fill in the blank for demographic related questions

Car ownership status can best be determined by a multiple choice question

Short answer free response was perceived as being the most difficult across question categories
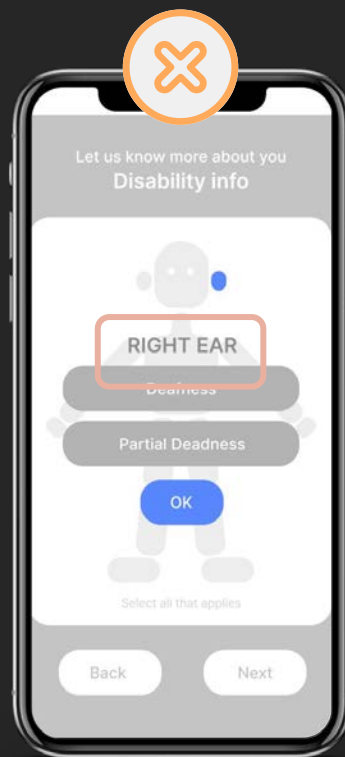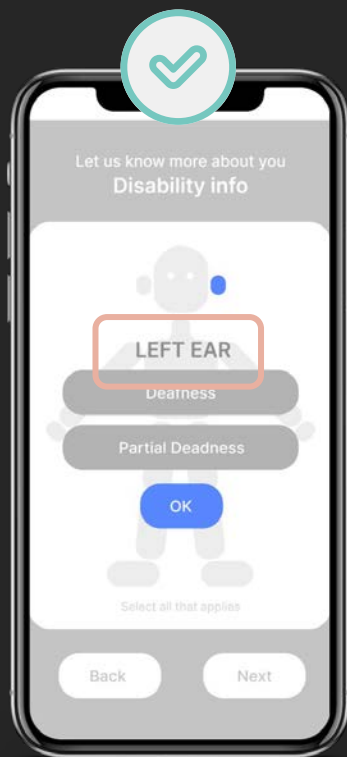
A/B Testing

- Gave users pairs and sets of screens
- Took votes and notes to find preferences
- Applied preferences directly

Users want convenience over logic.

Test relevance is more valued than test history.

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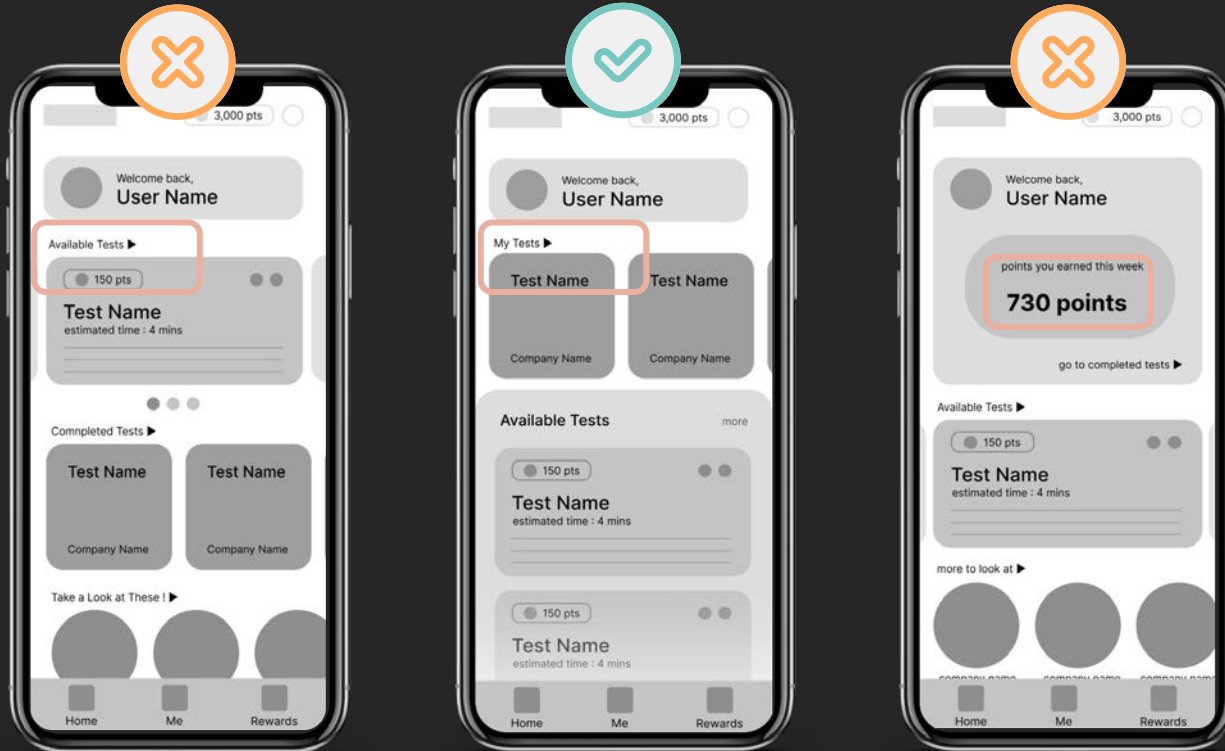
Users would all like to keep track of test progress, preferably by questions remaining.
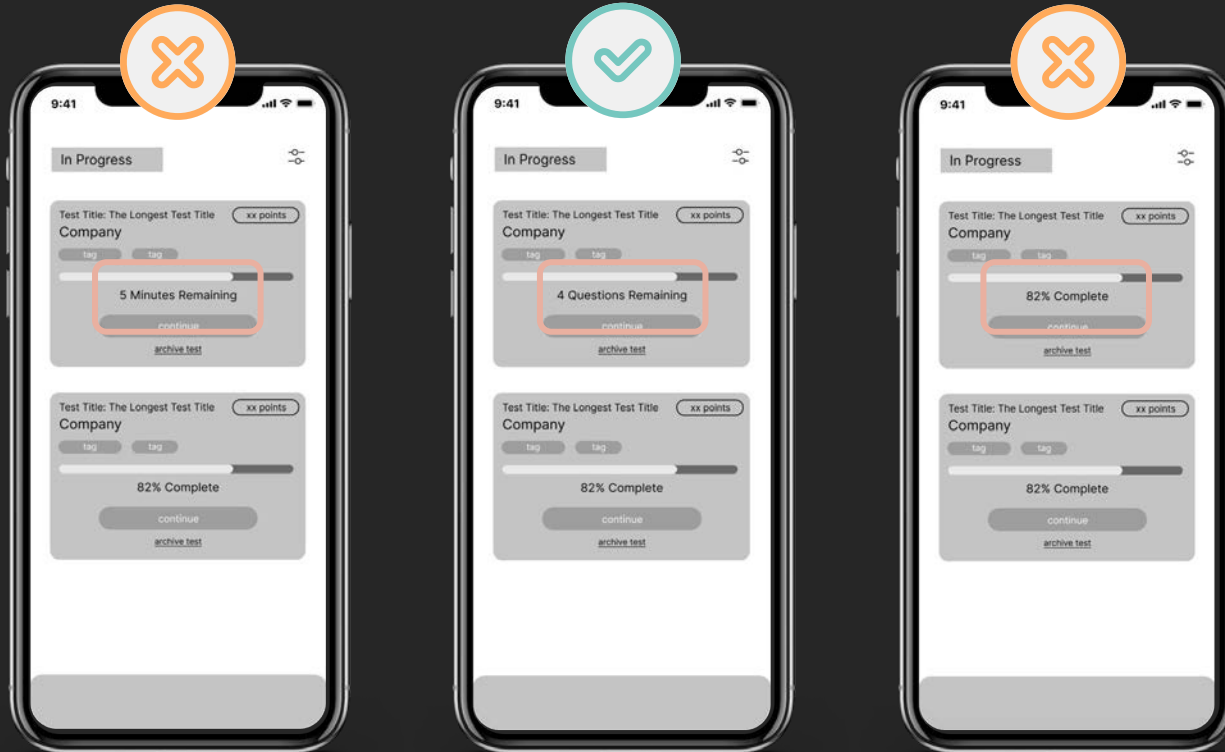
Users prefer tagging as a granular way to classify information.

Users can be motivated by point system.

Participants feel data security/ privacy is not relevant since information can be easily found on other platforms.

Old/Test history should be available but not necessarily a top level item.

People care about helping small businesses.

Users do not want repetition.

PAGES
Bold =
default
page

PAGE
ELEME
NTS

DECISION

Login

SSO/
Username
and PW

IF:
Enterprise

IF: Tester

Create
Tester
Account

Create
Enterprise
Account

Basic
profile info

Contact
form

Disability
informat
ion

Current
driver
informat
ion

Certificati
ons

Account/
Profile

Insights

Home

Home

Account/
Profile

My
Rewards

Data
privacy
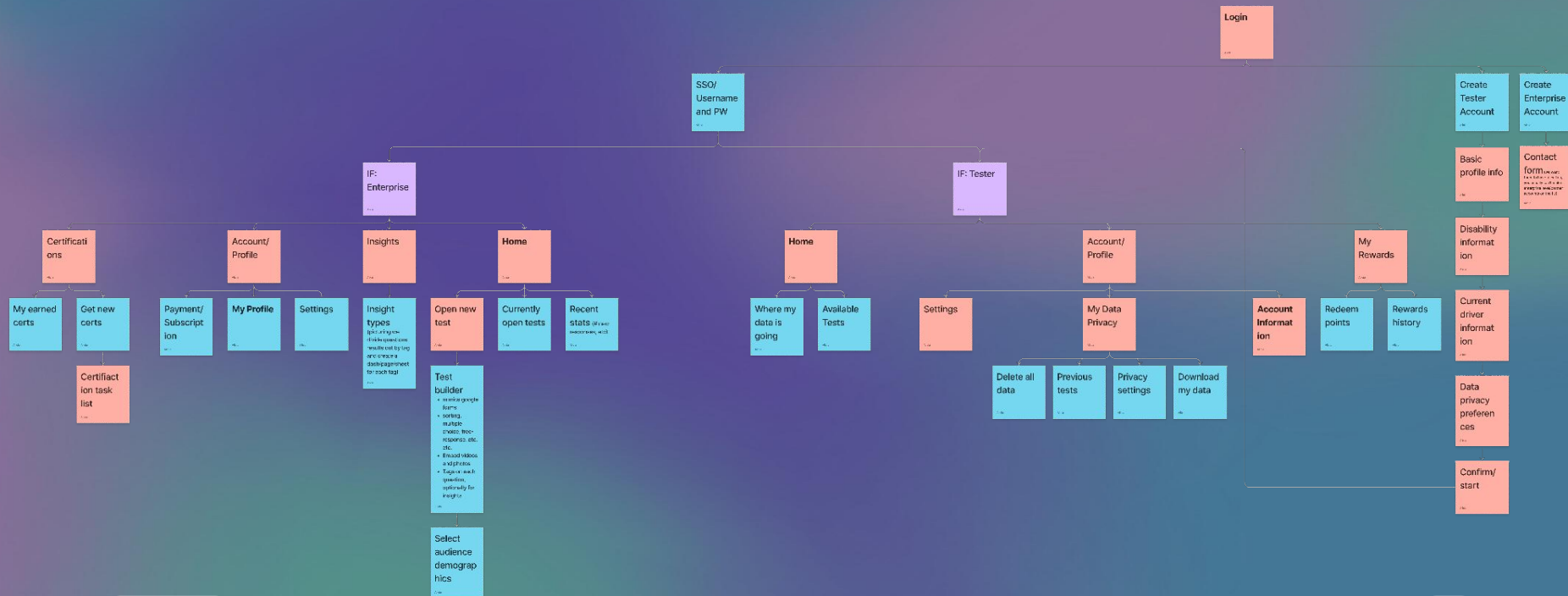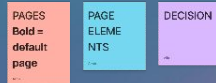preferen
ces

My earned
certs

Get new
certs

Payment/
Subscript
ion

My Profile

Settings

Insight
types

Open new
test

Currently
open tests

Recent
stats all new
appearance, etc)

Where my
data is
going

Available
Tests

Settings

My Data
Privacy

**Account
Informat
ion**

Redeem
points

Rewards
history

Confirm/
start

Certifiact
ion task
list

Test
builder
- monkoe google
  form
- sorting,
  multiple
  choice, free-
  response, etc.
  etc.
- filmed videos
  a kid photos
- Tags on each
  question,
  optionally for
  insights

Delete all
data

Previous
tests

Privacy
settings

Download
my data

Select
audience
demograp
hics

#LOOK BOOK

#POSTER

FINAL REFINEMENT

TEKO

#Producer #User

ENTERPRISE

USER TESTERS

TEKO

ENTERPRISE

Create Tests

Complete To-Do Lists for Certificates

Earn Points towards Certificates for Interaction

View Data in Insights

USER TESTERS

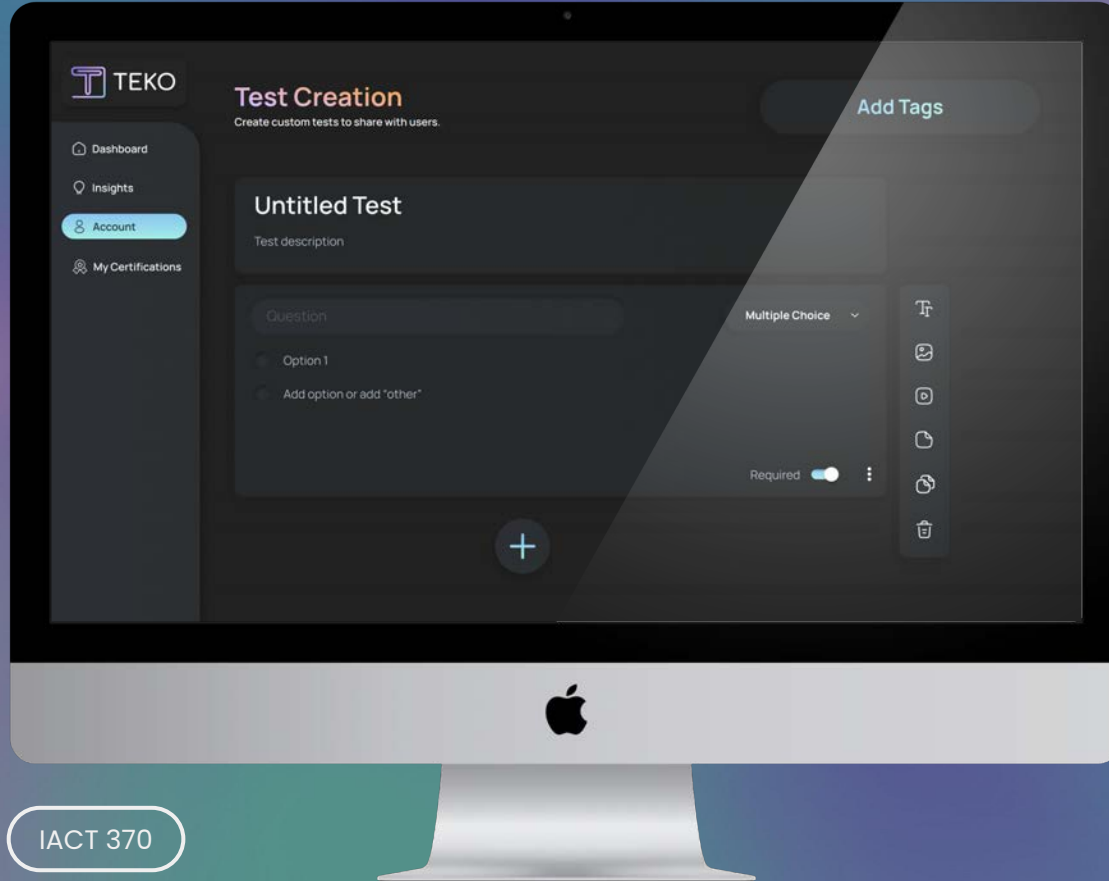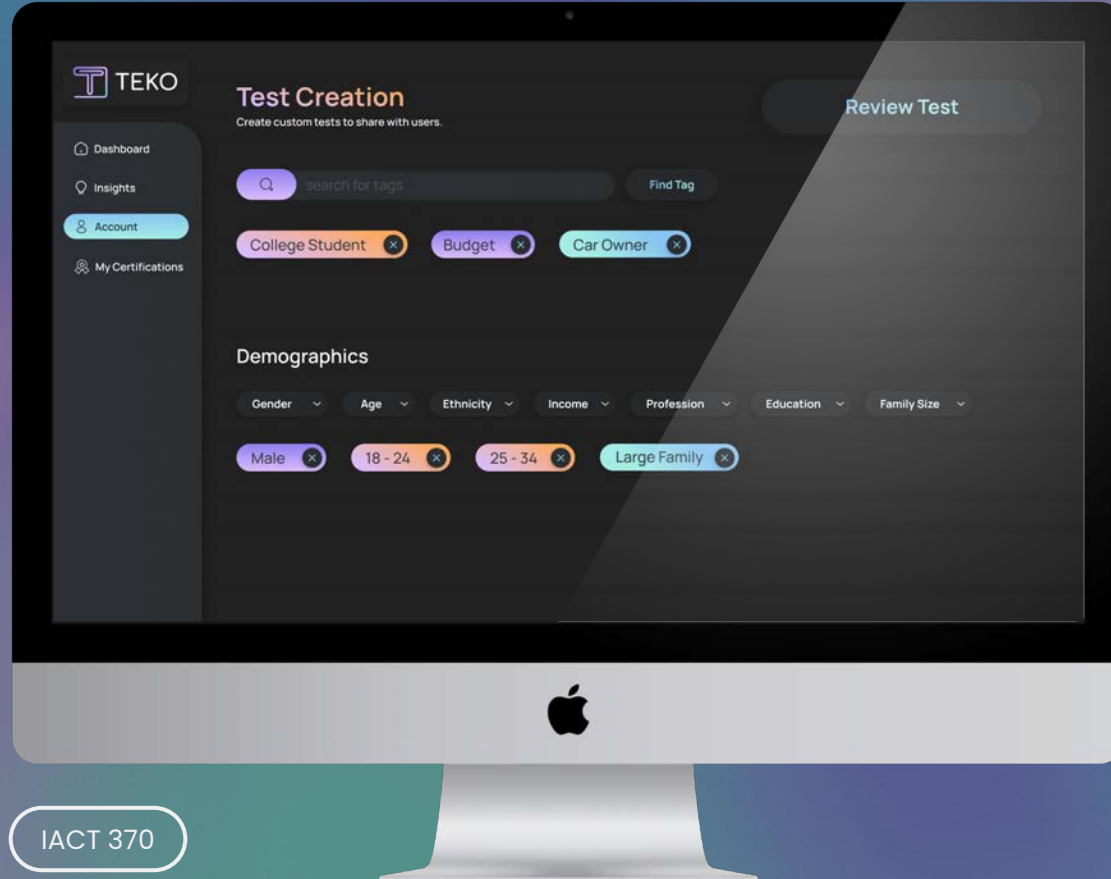Complete Tests for Points

View Which Companies are Using Their Data

Redeem Points for Gift Cards

User create new test

User tag each question

User set demographics and send for input

User gather insights in data lakes and insights

User open the app

9:41

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‹ **Recommended For You**

Hearing   View All

User Testing: Testers Needed   (132 points)
Hyundai

(Hearing)

This test will ask users about how they tend to
navigate car alerts and alarms.

Car Owner   View All

User Testing: Testers Needed   (213 points)
Toyota

(Car Owner) (Women)

This test will ask users about how they tend to
navigate car alerts and alarms.
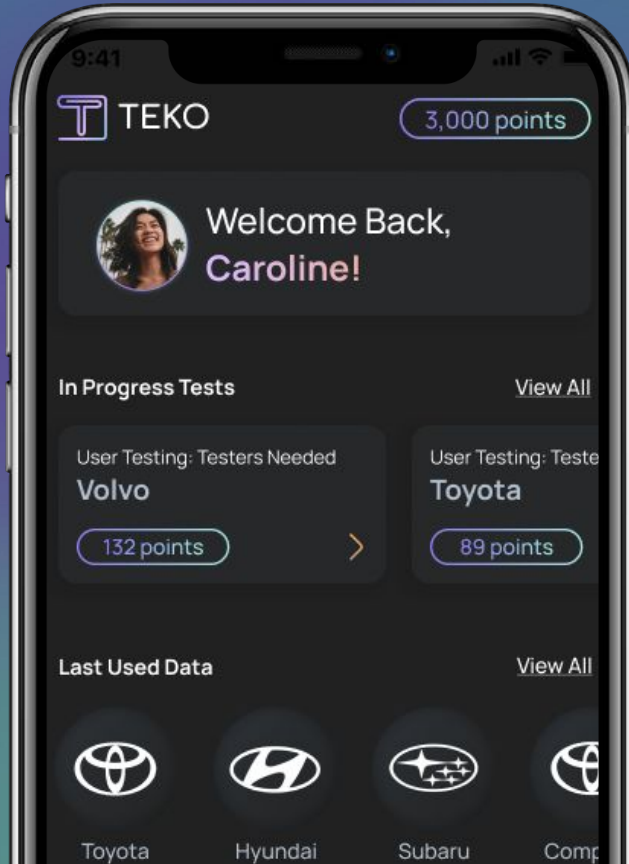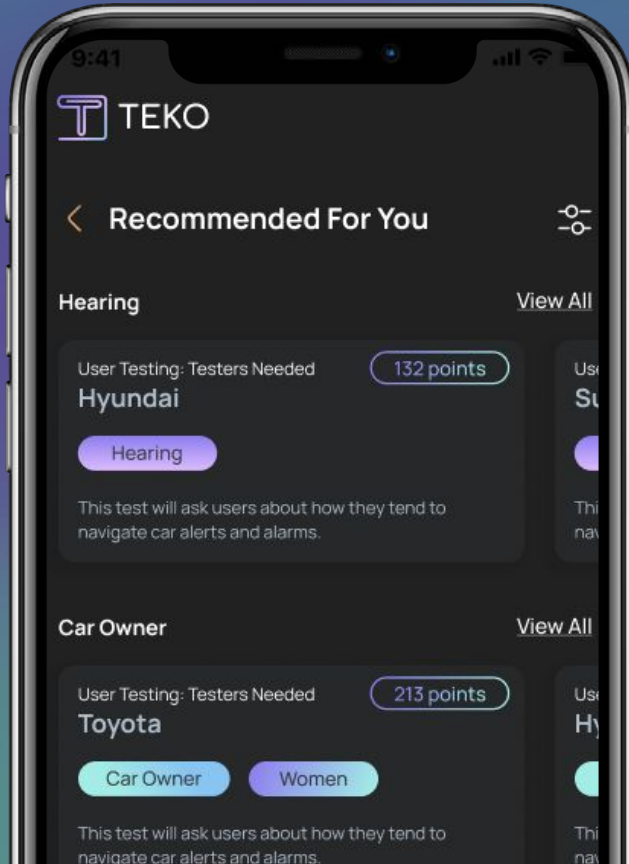
User finds a test
recommended for them

User answers the questions in test provided

User earns points as
reward of participation

User create tests, earning points

User view data insights, earning points

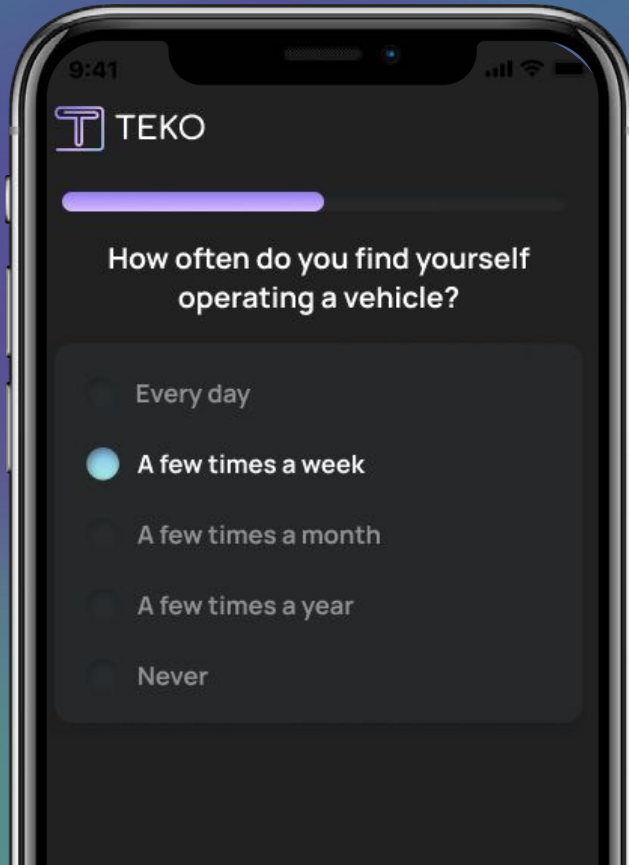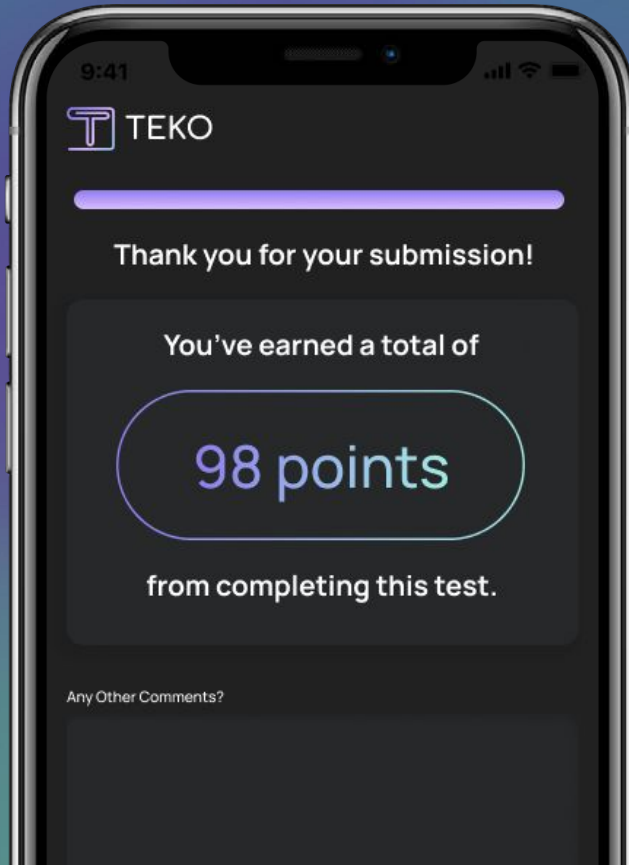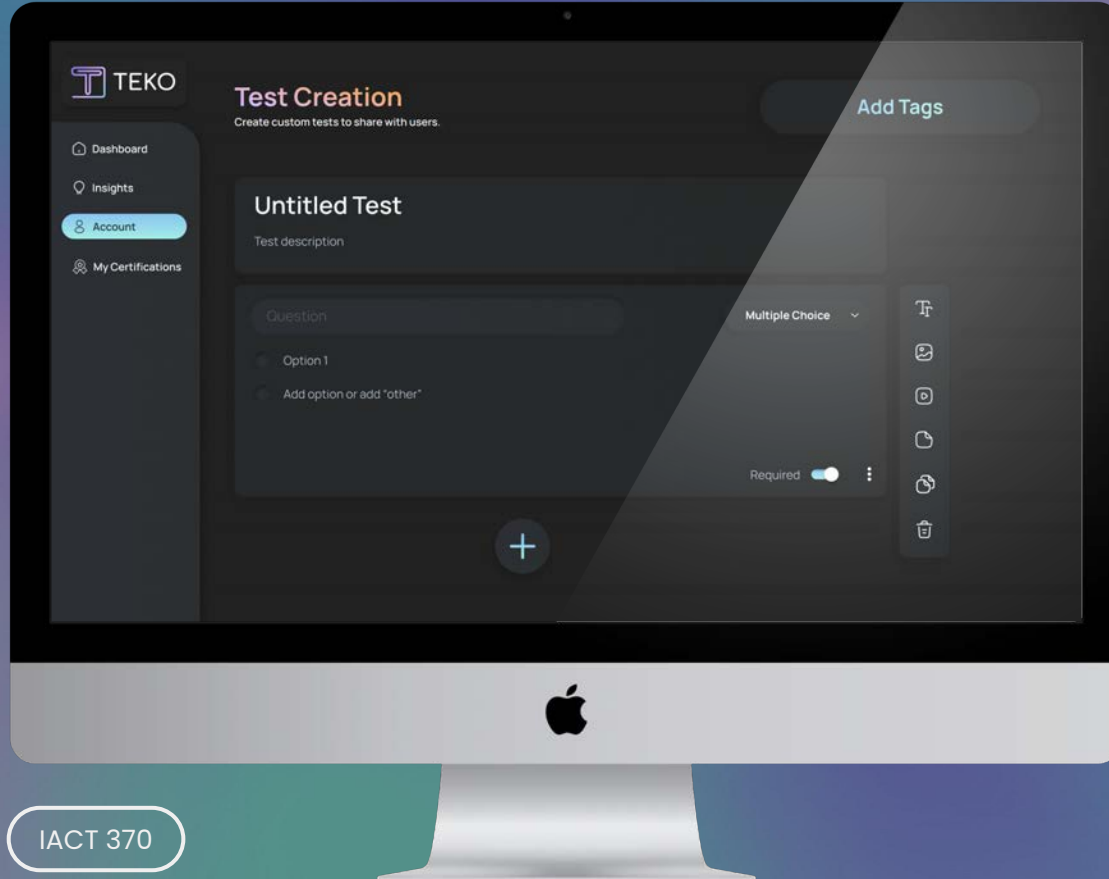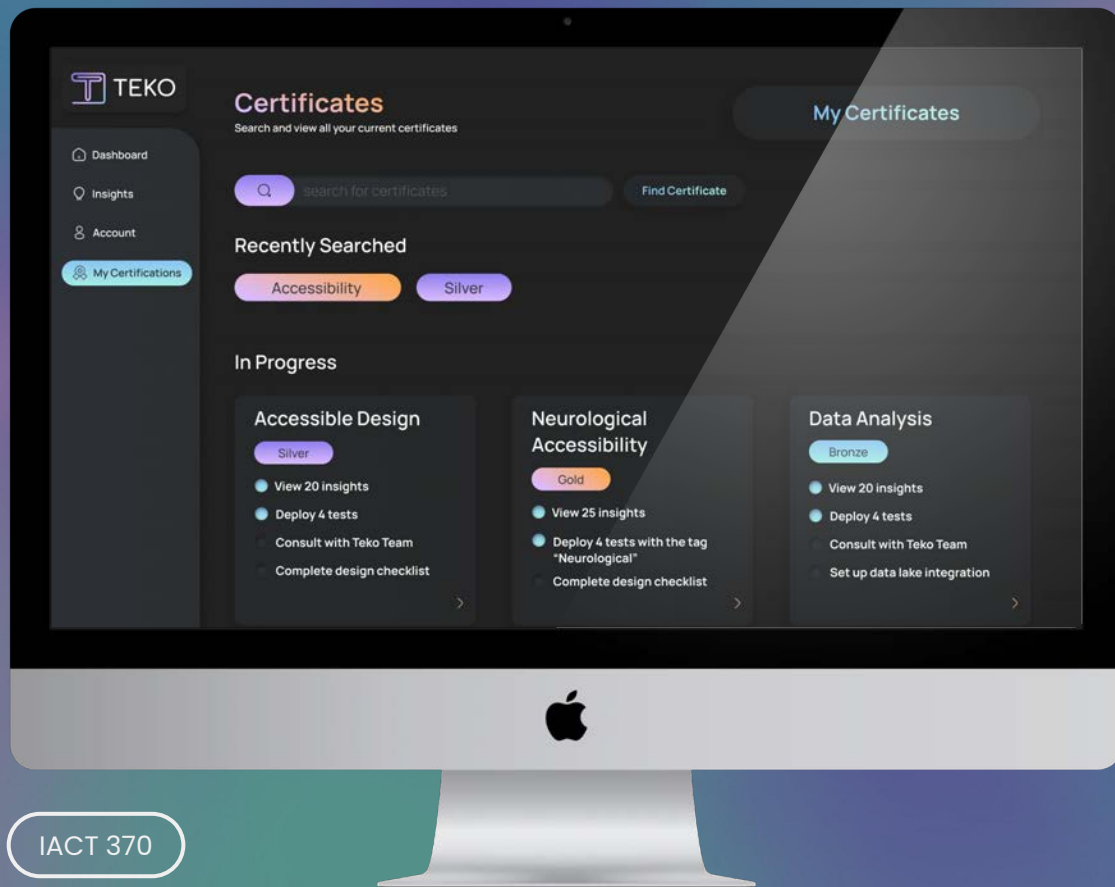User complete certificate-specific tasks, earning points

BUSINESS MODEL
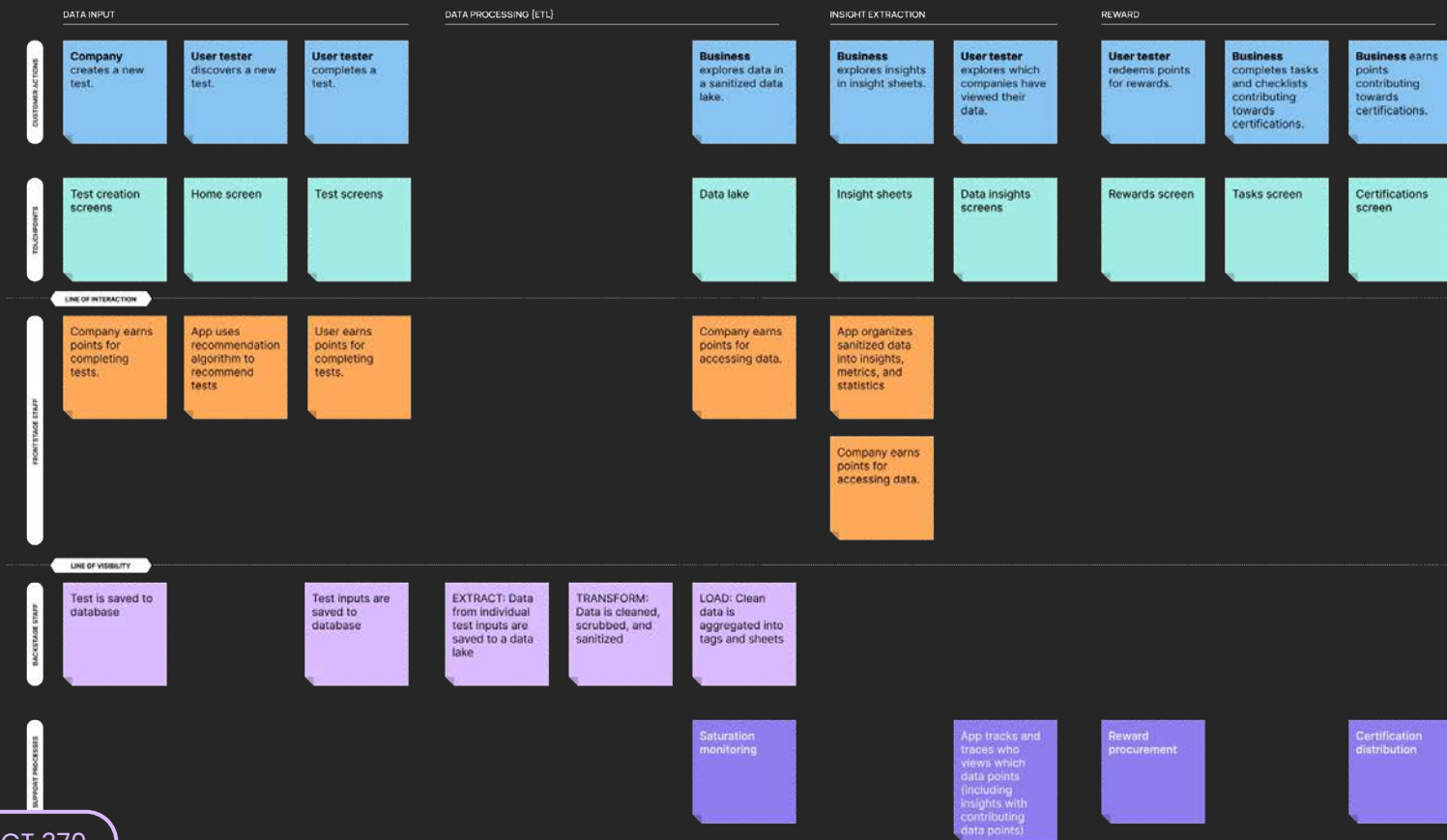
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BUSINESS BLUEPRINT

| | DATA INPUT | | | DATA PROCESSING (ETL) | | | INSIGHT EXTRACTION | | | REWARD | | |

CUSTOMER ACTIONS

| **Company** creates a new test. | **User tester** discovers a new test. | **User tester** completes a test. | **Business** explores data in a sanitized data lake. | **Business** explores insights in insight sheets. | **User tester** explores which companies have viewed their data. | **User tester** redeems points for rewards. | **Business** completes tasks and checklists contributing towards certifications. | **Business** earns points contributing towards certifications. |

TOUCHPOINTS

| Test creation screens | Home screen | Test screens | Data lake | Insight sheets | Data insights screens | Rewards screen | Tasks screen | Certifications screen |

LINE OF INTERACTION

FRONTSTAGE STAFF

| Company earns points for completing tests. | App uses recommendation algorithm to recommend tests | User earns points for completing tests. | Company earns points for accessing data. | App organizes sanitized data into insights, metrics, and statistics |

| | | | | Company earns points for accessing data. |

LINE OF VISIBILITY

BACKSTAGE STAFF

| Test is saved to database | | Test inputs are saved to database | EXTRACT: Data from individual test inputs are saved to a data lake | TRANSFORM: Data is cleaned, scrubbed, and sanitized | LOAD: Clean data is aggregated into tags and sheets |

SUPPORT PROCESSES

| Saturation monitoring | App tracks and traces who views which data points (including insights with contributing data points) | Reward procurement | Certification distribution |

PRICING MODEL

CONTRACT SIZE	Test Creation + Data Lake	Test Creation + Insights	Test Creation + Insights + Data Lake	Certifications
< 10 Users	Enterprise: $15/user/month Global: $17/user/month	Enterprise: $17/user/month Global: $19/user/month	Enterprise: $25/user/month Global: $27/user/month	$750 per cert
10 - 99 Users	Enterprise: $13/user/month Global: $15/user/month	Enterprise: $15/user/month Global: $17/user/month	Enterprise: $23/user/month Global: $25/user/month	
100 - 999 Users	Enterprise: $11/user/month Global: $13/user/month	Enterprise: $13/user/month Global: $15/user/month	Enterprise: $21/user/month Global: $23/user/month	$1,000 per cert
1,000 - 9,999 Users	Enterprise: $9/user/month Global: $11/user/month	Enterprise: $11/user/month Global: $13/user/month	Enterprise: $19/user/month Global: $21/user/month	$3,000 per cert
10,000+ Users	Enterprise: $7/user/month Global: $9/user/month	Enterprise: $9/user/month Global: $11/user/month	Enterprise: $17/user/month Global: $19/user/month	$5,000 per cert

Product Tiers

FEATURE PACKAGE				
CONTRACT SIZE	Test Creation + Data Lake	Test Creation + Insights	Test Creation + Insights + Data Lake	Certifications
< 10 Users	Enterprise: $15/ user/month Global: $17/ user/month	Enterprise: $17/ user/month Global: $19/ user/month	Enterprise: $25/ user/month Global: $27/ user/month	$750 per cert
10 - 99 Users	Enterprise: $13/ user/month Global: $15/ user/month	Enterprise: $15/ user/month Global: $17/ user/month	Enterprise: $23/ user/month Global: $25/ user/month	
100 - 999 Users	Enterprise: $11/ user/month Global: $13/ user/month	Enterprise: $13/ user/month Global: $15/ user/month	Enterprise: $21/ user/month Global: $23/ user/month	$1,000 per cert
1,000 - 9,999 Users	Enterprise: $9/ user/month Global: $11/user/ month	Enterprise: $11/ user/month Global: $13/ user/month	Enterprise: $19/ user/month Global: $21/ user/month	$3,000 per cert
10,000+ Users	Enterprise: $7/ user/month Global: $9/user/ month	Enterprise: $9/ user/month Global: $11/user/ month	Enterprise: $17/ user/month Global: $19/ user/month	$5,000 per cert

Product Tiers

All comes with
Test Creation + Deployment

CONTRACT SIZE	FEATURE PACKAGE			
	Test Creation + Data Lake	Test Creation + Insights	Test Creation + Insights + Data Lake	Certifications
< 10 Users	Enterprise: $15/user/month Global: $17/user/month	Enterprise: $17/user/month Global: $19/user/month	Enterprise: $25/user/month Global: $27/user/month	$750 per cert
10 - 99 Users	Enterprise: $13/user/month Global: $15/user/month	Enterprise: $15/user/month Global: $17/user/month	Enterprise: $23/user/month Global: $25/user/month	
100 - 999 Users	Enterprise: $11/user/month Global: $13/user/month	Enterprise: $13/user/month Global: $15/user/month	Enterprise: $21/user/month Global: $23/user/month	$1,000 per cert
1,000 - 9,999 Users	Enterprise: $9/user/month Global: $11/user/month	Enterprise: $11/user/month Global: $13/user/month	Enterprise: $19/user/month Global: $21/user/month	$3,000 per cert
10,000+ Users	Enterprise: $7/user/month Global: $9/user/month	Enterprise: $9/user/month Global: $11/user/month	Enterprise: $17/user/month Global: $19/user/month	$5,000 per cert

Product Tiers

All comes with
Test Creation + Deployment

User can pick

DATA LAKE ONLY

or BOTH

DATA INSIGHT ONLY

CONTRACT SIZE	FEATURE PACKAGE				Certifications
	Test Creation + Data Lake	Test Creation + Insights	Test Creation + Insights + Data Lake		Certifications
< 10 Users	Enterprise: $15/user/month Global: $17/user/month	Enterprise: $17/user/month Global: $19/user/month	Enterprise: $25/user/month Global: $27/user/month		$750 per cert
10 - 99 Users	Enterprise: $13/user/month Global: $15/user/month	Enterprise: $15/user/month Global: $17/user/month	Enterprise: $23/user/month Global: $25/user/month		
100 - 999 Users	Enterprise: $11/user/month Global: $13/user/month	Enterprise: $13/user/month Global: $15/user/month	Enterprise: $21/user/month Global: $23/user/month		$1,000 per cert
1,000 - 9,999 Users	Enterprise: $9/user/month Global: $11/user/month	Enterprise: $11/user/month Global: $13/user/month	Enterprise: $19/user/month Global: $21/user/month		$3,000 per cert
10,000+ Users	Enterprise: $7/user/month Global: $9/user/month	Enterprise: $9/user/month Global: $11/user/month	Enterprise: $17/user/month Global: $19/user/month		$5,000 per cert

PRICING MODEL

Product Tiers

All comes with
Test Creation + Deployment

User can pick

DATA LAKE ONLY

or BOTH

DATA INSIGHT ONLY

User can pick

MY INSIGHTS ONLY

GLOBAL + MY INSIGHTS

IACT 370

CONTRACT SIZE	FEATURE PACKAGE			
	Test Creation + Data Lake	Test Creation + Insights	Test Creation + Insights + Data Lake	Certifications
< 10 Users	Enterprise: $15/user/month Global: $17/user/month	Enterprise: $17/user/month Global: $19/user/month	Enterprise: $25/user/month Global: $27/user/month	$750 per cert
10 - 99 Users	Enterprise: $13/user/month Global: $15/user/month	Enterprise: $15/user/month Global: $17/user/month	Enterprise: $23/user/month Global: $25/user/month	
100 - 999 Users	Enterprise: $11/user/month Global: $13/user/month	Enterprise: $13/user/month Global: $15/user/month	Enterprise: $21/user/month Global: $23/user/month	$1,000 per cert
1,000 - 9,999 Users	Enterprise: $9/user/month Global: $11/user/month	Enterprise: $11/user/month Global: $13/user/month	Enterprise: $19/user/month Global: $21/user/month	$3,000 per cert
10,000+ Users	Enterprise: $7/user/month Global: $9/user/month	Enterprise: $9/user/month Global: $11/user/month	Enterprise: $17/user/month Global: $19/user/month	$5,000 per cert

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Product Tiers

All comes with
Test Creation + Deployment

Additionally,

PURCHASE CERTIFICATES

Hire TEKO TEAM DSGN CONSULTANT

· Specific Certificates
· Monthly retainers
· Custom projects

IACT 370

CONTRACT SIZE	Test Creation + Data Lake	Test Creation + Insights	Test Creation + Insights + Data Lake	Certifications
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FEATURE PACKAGE

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Product Tiers

All comes with
Test Creation + Deployment

All pricing is done on a scalable model **based on company size**

CONTRACT SIZE	Test Creation + Data Lake	Test Creation + Insights	Test Creation + Insights + Data Lake	Certifications
FEATURE PACKAGE				
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IACT 370

LEAN CANVAS

1. Problem

Disabled users do not have access to accessible cars.

Disabled users do not trust car manufactuers.

Car manufacturers do not have access to data to power inclusive design.

4. Solutions

Businesses create tests

Users take tests

Businesses view insights

Users earn points

Businesses earn certificates

Users redeem for rewards

5. Key Metric

Number of unique data point entries (tests taken)

Number of new opportuinities for data entry (questions created)

Number of unique pageviews on sheets (insights retrieved)

3. Unique Value Prop.

We connect disabled users' data with car manufactuers to bridge gaps in an underserved niche.

We price uniquely, charging only per user per month with unlimited data allocation.

9. Unfair advantage

Direct access to custom tests, sanitized data markets, and automated insights in one location.

6. Channels

Organic SEO through blogs

Paid/ promotional ads to testers

2. Customer segments

Design studios at enterprise car manufacturers

Disabled users with driver's licenses

7. Cost structure

Reward procurement

Certificate distribution

Brand maintence (blog, etc.)

Engineering and product

Web services and storage

8. Revenue streams

Matrix SaaS pricing for enterprise customers

PROBLEM

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Car manufacturers do not have access to data to power inclusive design.

SOLUTIONS

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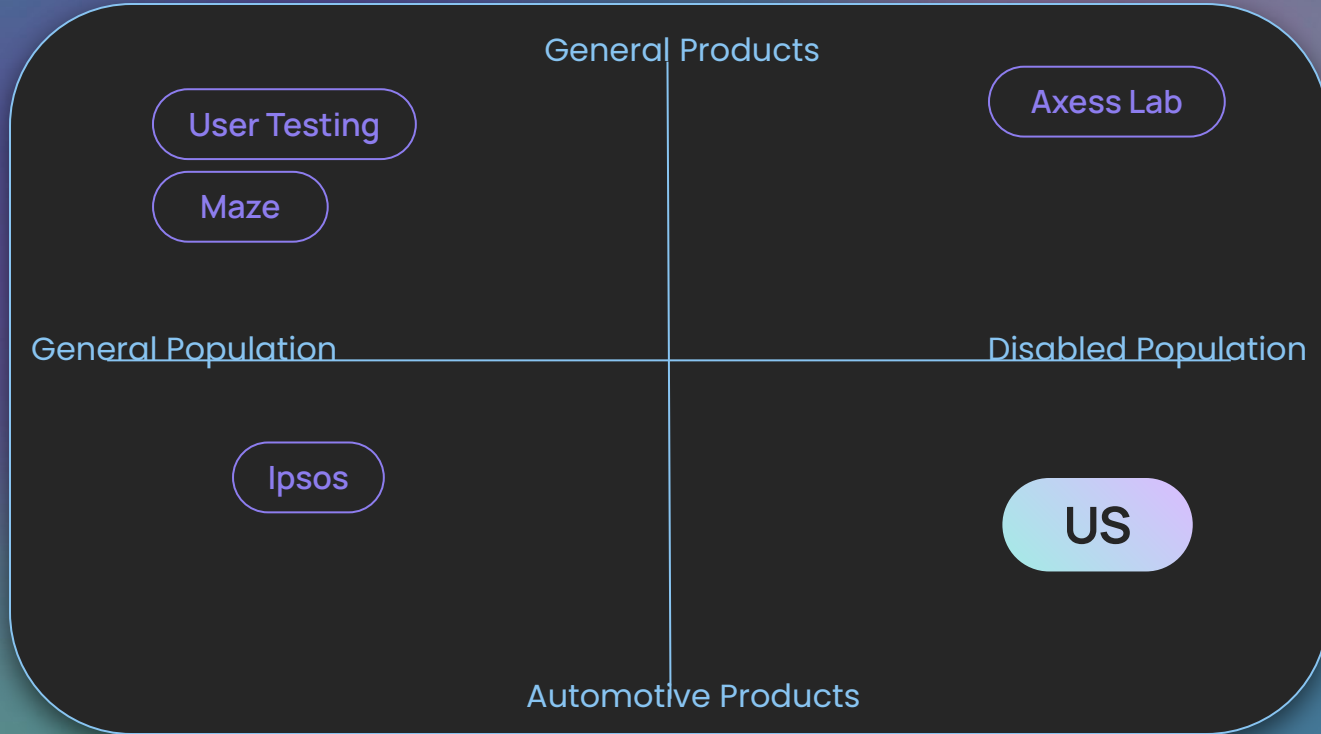
KEY METRICS

Number of unique data point entries (tests taken)

Number of unique pageviews on sheets (insights retrieved)

Number of new opportuinities for data entry (questions created)

General Products

User Testing

Maze

Axess Lab

General Population

Disabled Population

Ipsos

US

Automotive Products

	OTHERS	TEKO	
User Testing	$30~$100 (per Tester)	$7 ~ $27 (per User + Month)	
Surveys	$0.1~$10 (per Respondent)		
Business Intelligence Tools	$0 ~ $200 (per User + Month)		
Design Consulting	$10~1000 Million	$150 (per Hour)	$100 (per Hour with certificate)
Certificate	$10~100 Thousands (per Cert)	$750 ~ $5000 (per Certificate)	

HMW

Connect disabled users and their data with car manufacturers?

BY

Providing direct and easy to access channels to crowdsource, view, and process user testing data

HMW

Provide transparency into the car design/manufacturing process?

BY

Sharing which companies are using specific types of data

HMW

Provide incentives to car manufacturers to design inclusively?
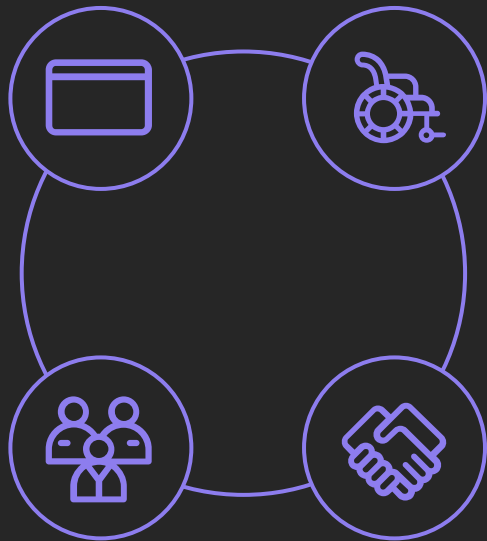
BY

Promoting companies that use data and earn certifications

EXPECTED OUTCOME

number of disabled users eligible for driver's' licenses owning cars

number of accessible features in mainstream cars

market size for accessible vehicles

trust and NPS in car manufacturers from disabled populations

Problems

Disabled individuals make up fifteen percent of the world's population, yet they face daily struggles finding independent, reliable transportation. *When searching for their own accessible vehicles to own,* disabled individuals report feelings of distrust in car manufacturers *and feel that their individual needs are not accounted for in mainstream practices.* This distrust is rooted in fact: car manufacturers admit to a lack of inclusive and accessible design processes stemming from a lack of available data on disabled individuals. *We know* disabled populations are ready to share their information in exchange for inclusive transportation, *but they don't have the channels to do so.*

Solutions

Teko provides the infrastructure to connect data to delivery. Teko is an enterprise solution for accessible automotive user testing. Corporate manufacturing partners *can partner with Teko to* gain access to the dedicated user testing audience, create tests and activities, view global data, gain natural language insights, and consult with Teko's certified experts. Teko's users*, comprised of both disabled and non-disabled individuals,* complete tests and activities in a gamified format, allowing data to be exchanged for real-world points. These data points are then compiled *and cleaned through a proprietary ETL (extract-transform-load) process,* resulting in easy- to- understand natural language insights – providing designers with the discoveries, not the data.

Data Privacy

As a data-driven business, Teko provides ultimate transparency and control to its user testers, giving testers confidence in their submissions and brand opportunities for promotion. User testers can see which brands are viewing their data points and how their responses are contributing to global product insights. Car manufacturers also have the opportunity to earn Teko Certifications to display and promote their inclusive design processes. Certifications are earned through data analysis, interaction on the platform, and certification-specific checklists. Manufacturers aren't alone in this process, either – our Teko Team of accessibility experts is ready for hire to personally analyze any certificate, process, or product.

Enterprise

- Test creation
- Natural language insights
- Business intelligence tool integration
- Data visualization
- Accessibility certification
- Teko Team consulting

User Testers

- Test access
- Gamified point system
- Monetary rewards
- Data privacy insights