

Google + SCADPro



Fall 2020

ReachMe

Hey Googlers!

Welcome to our SCADpro x Google
Collaboration Process Book - except this
is more than just a book.



We've incorporated interactive pages as
an engaging and enjoyable way to learn,
as well as to share how we pursued
designing for inclusion.

We hope you enjoy it!



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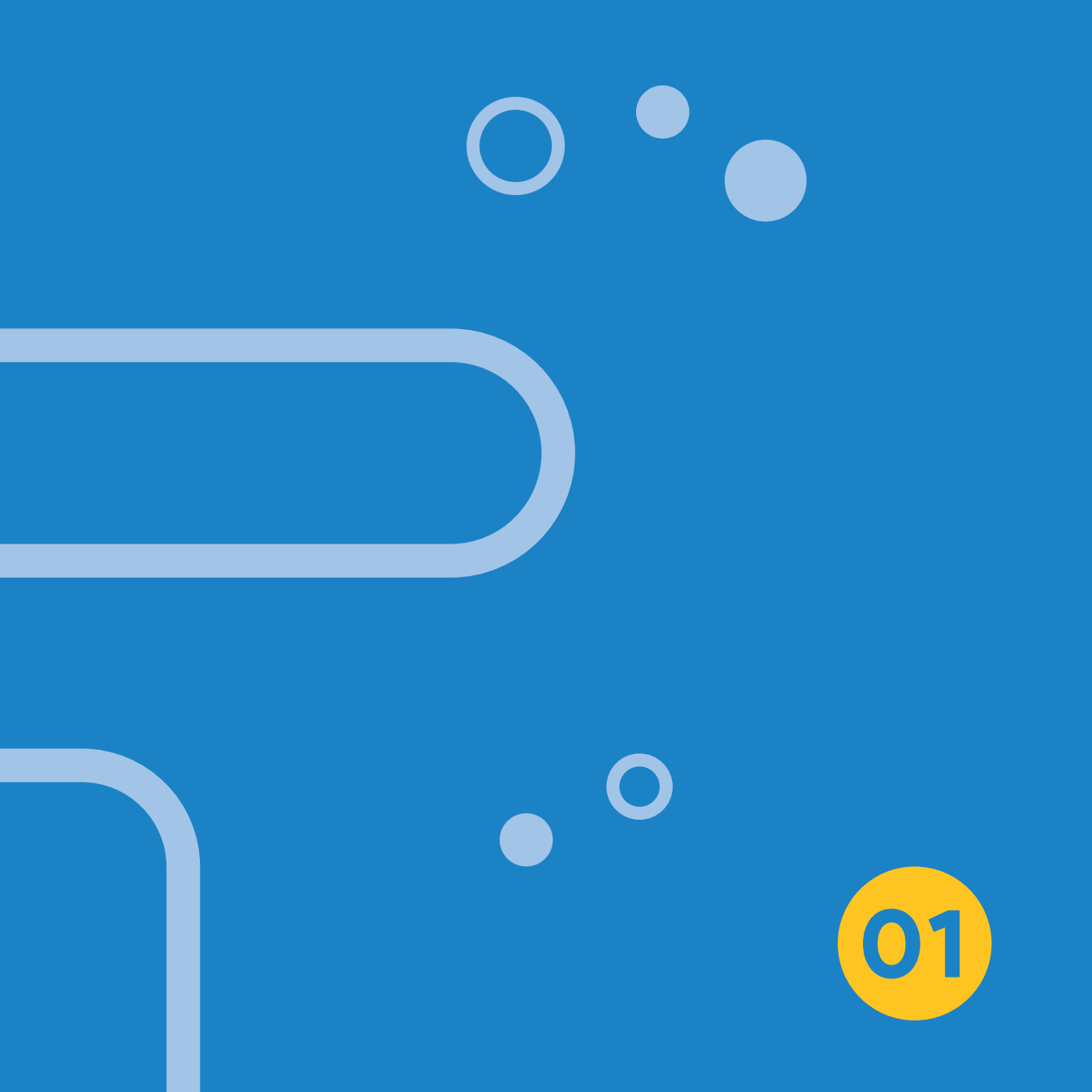
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Dive Into Our Journey





01

Overview

The mission of SCADPro is to unite current industry leaders with future ones, so this project provided the perfect resource for connection and collaboration during the pandemic. SCADpro did not start until September 14th, but even before this, we connected to each other through an introductory zoom meeting over our summer break. We worked together on compiling an initial presentation that helped us get to know our own team better, as well as introducing ourselves to Google. Each student listed their major, interests, accomplishments, and accompanied these with visual elements to present ourselves.

Brief

Original project brief: SCAD students will work under the guidance of Google to assist in the research and development of concepts and **internal materials to educate and train Google's staff on designing for inclusivity**, which means designing a variety of ways to access products and platforms so that they can be used by and resonate with people of all different races, sexual orientations, abilities, socio-economic and cultural backgrounds, and education. Students will create **resources/artifacts... that focus on the concept that good design is inclusive, considers empathy, not sympathy, and must benefit everyone**. Artifacts will assist Google engineers and designers to **recognize and question potential exclusion**.



Who We Are

∞
stories

adapting to the
new normal



2 awesome **professors** 🏆

& leaders

6 coun-tries



3



HBDs!



10

majors



**one
team**

15



our stress relievers



designers



dream **BIG**

do **BIGGER**

brownies
anyone?



!!

silly
faces





HOLLY GOLDSTEIN
Art History Professor
California



ANDRES GALEANO
Visual Effects Professor
Colombia



CAITLIN MURPHY
Account Manager
Virginia



KELLIE MARTIN
Creative Business Leadership
Washington



HENRY TRAN
User Experience
Vietnam



AAKANSHA SHARMA
Design Management
India



TOM YAO
User Experience
Georgia



NANDIKA GUPTA
User Experience
Philippines



JULIANA HENAO
Sound Effects
Colombia



SAI PRAPANCH
Interactive Design
India



BRITTANY WAUGH
Advertising & Branding
California



ELI CLEIN
User Experience
Maine



GRACE TURLEY
Art History
Massachusetts



MILES KREDICH
Sound Design
Tennessee



FER MARTINEZ
Graphic Design
Mexico



LORENA CANO
Visual Effects
Colombia



MADDY BRYANT
Art History
Florida

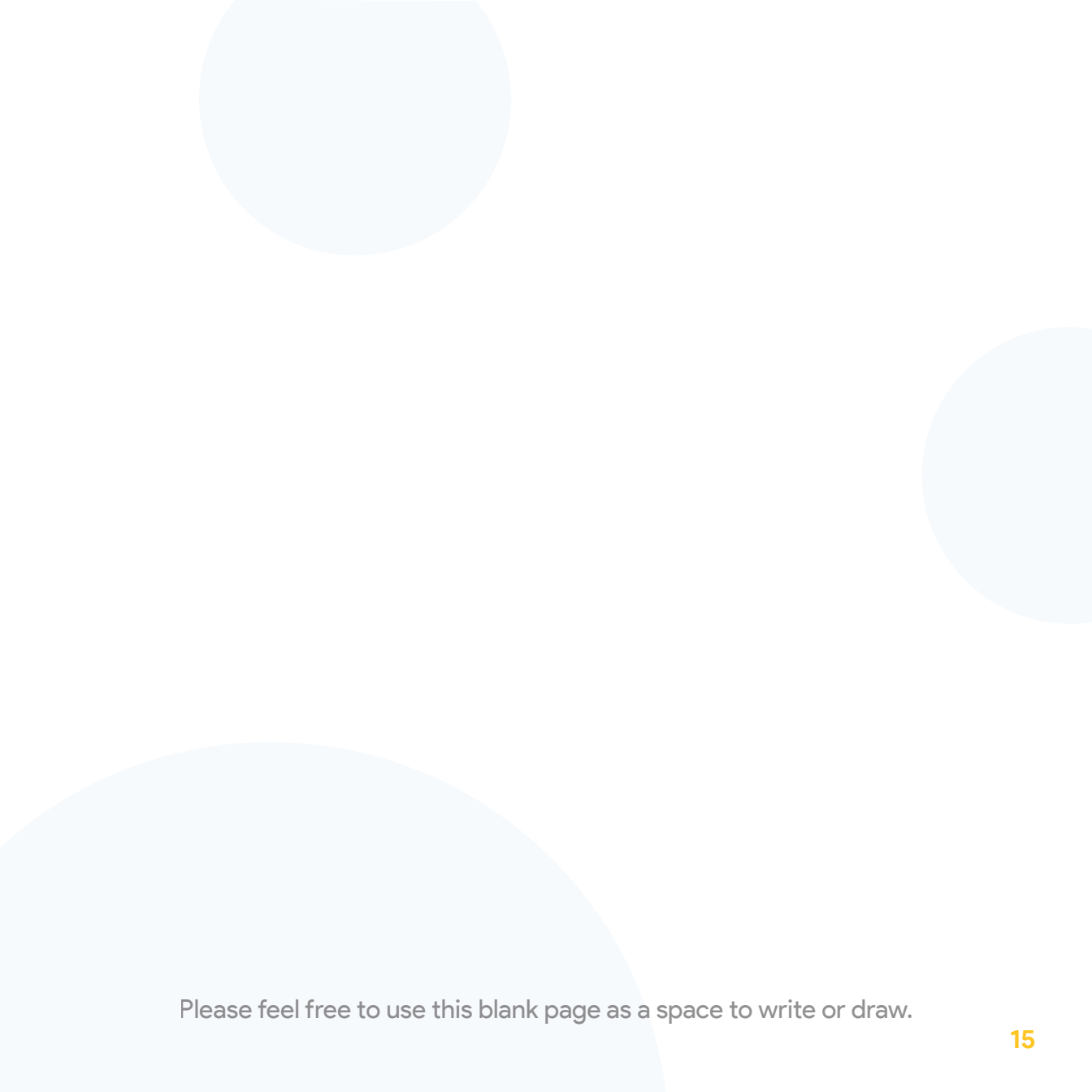


WOJIN JUNG
Visual Effects
South Korea

**What is the story behind your name?
Share it here and with others!**



Name stories are the personal or traditional meaning behind a name, and how someone gained it. Our names give us power and identity.



Please feel free to use this blank page as a space to write or draw.

After our first meeting with Google, our team was excited to get started on this daunting task.

HMW convince
Google product teams
to pilot an inclusive
design project?

Challenges @ Google:

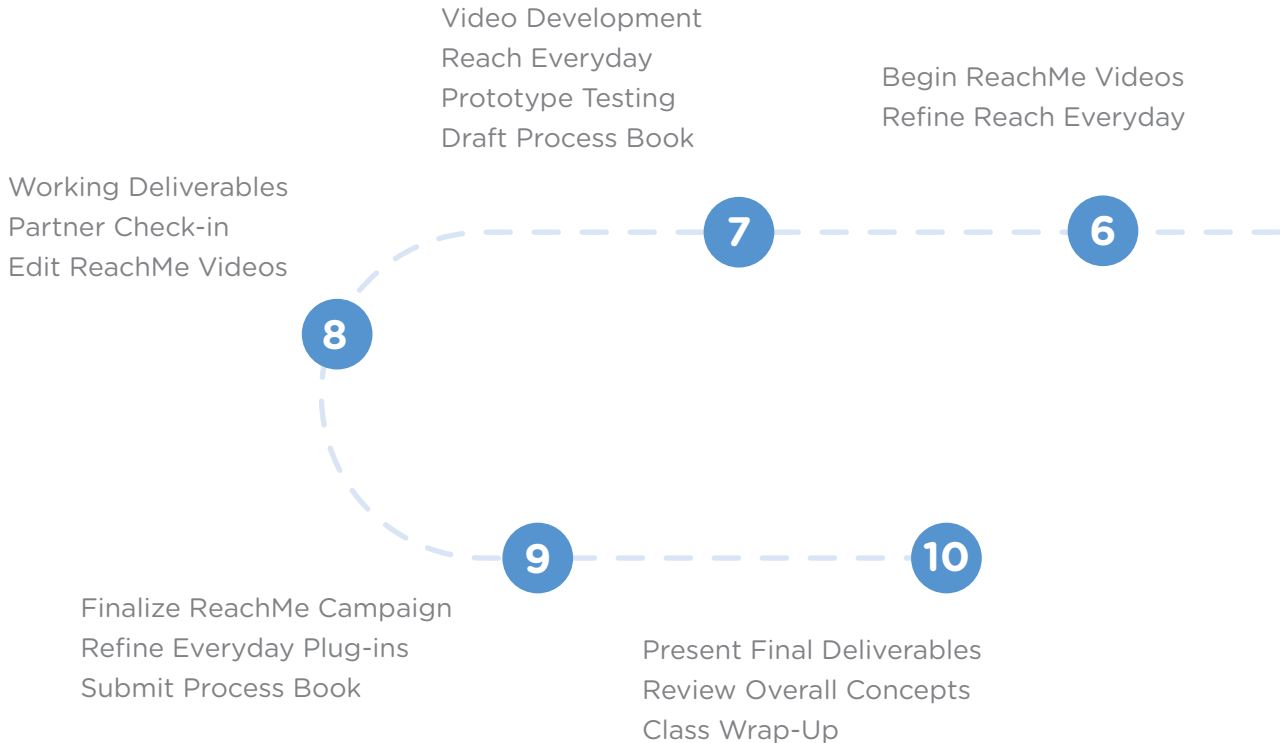
Prioritizing
Inclusion

Convincing
Employees

Competing
Priorities
and Cost

Recognition
of Exclusion

Timeline



Week

1

Initial Discoveries
Kick-off Meeting
Project Presentation

2

Secondary Research
Data Collection
Form Research Plan
Assign Team Roles

3

Primary Research
Contacting Participants
Initial Concepts

5

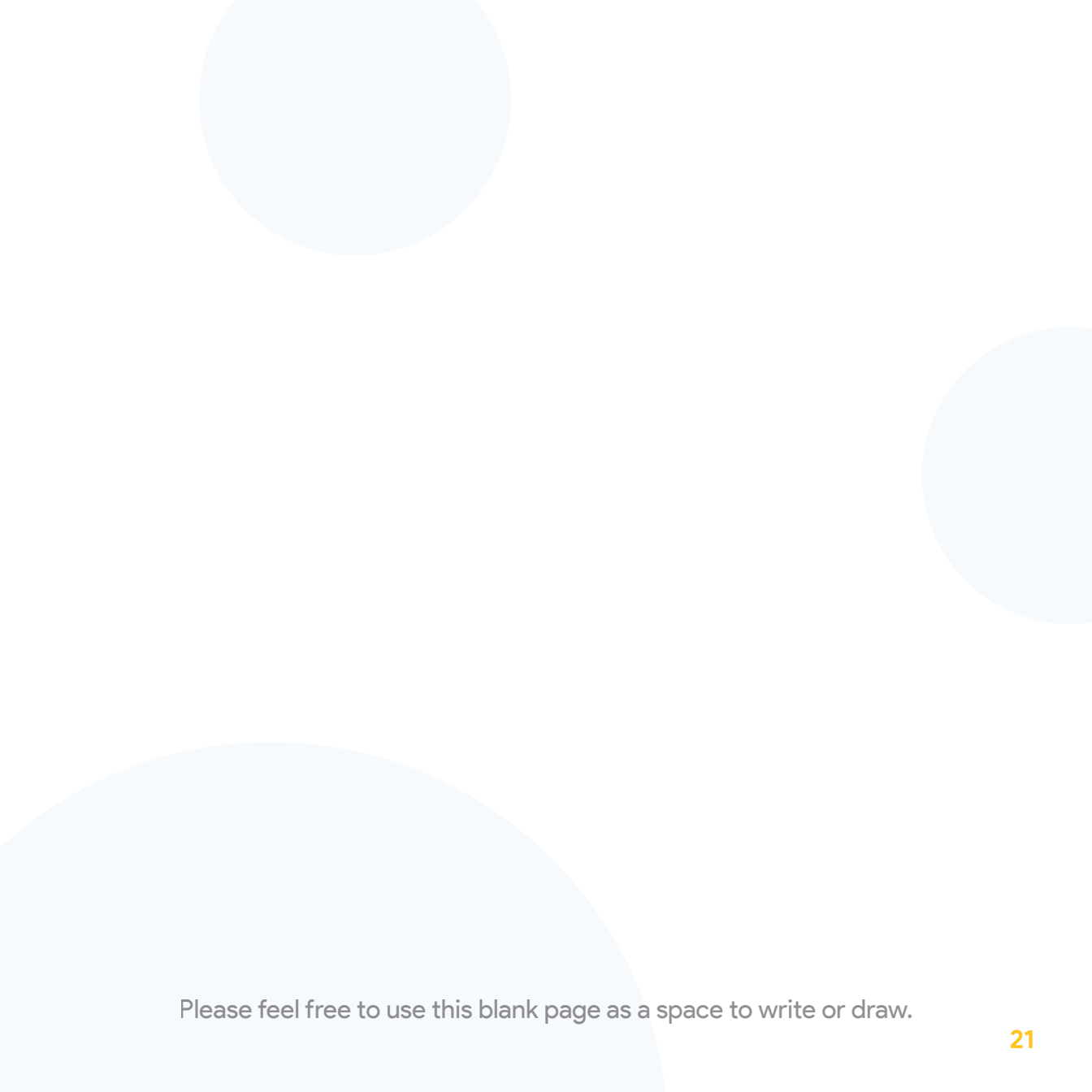
Midterm Meeting
Clarify Plan:
ReachMe campaign
Reach Everyday Plug-ins

4

Partner Check-In
Concept Refinements
Prepare Midterm Deliverables

**Write down a favorite product of yours
here. Now redesign it in 5 different ways.**





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Initial Discoveries





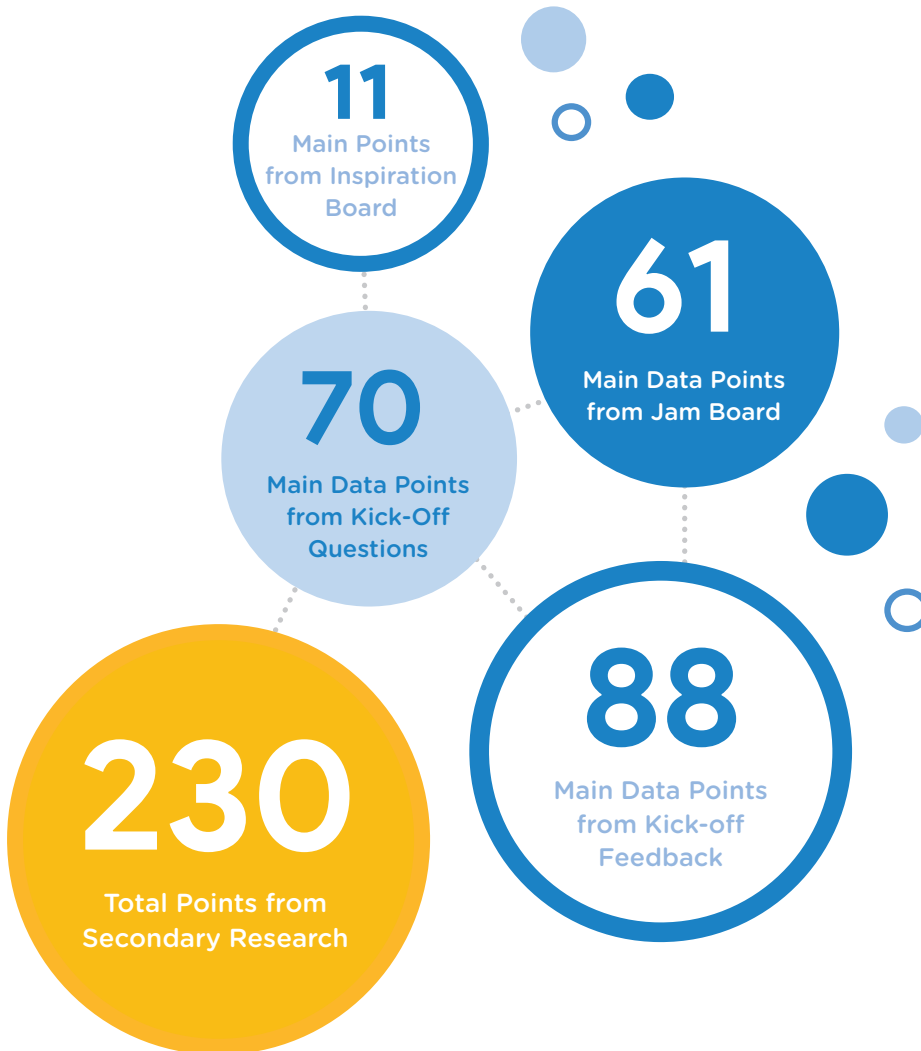
02

Secondary Research

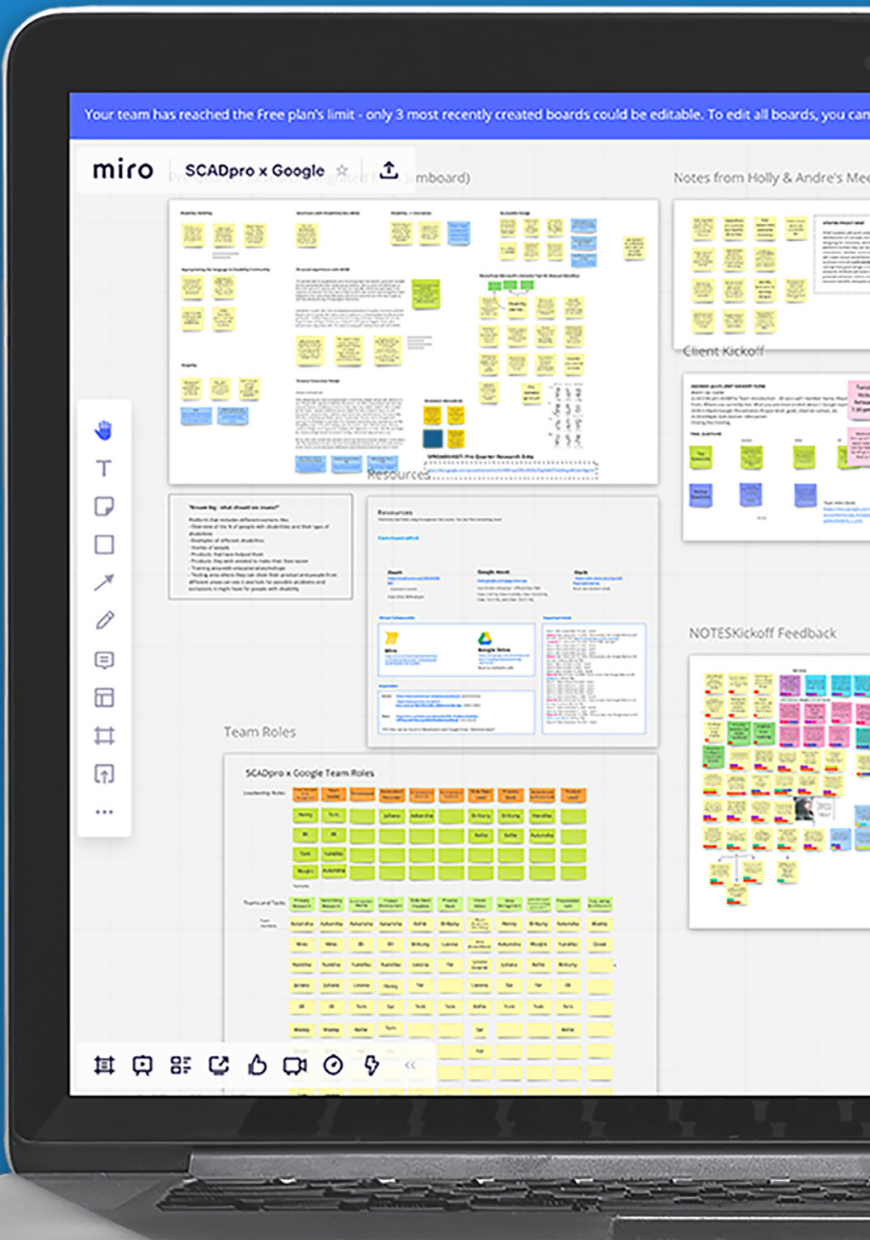
Miro Boards

Being able to meet before class officially began allowed us to start diving into what inclusion was, and what relevant content we wanted to share with each other. We did this first through a jamboard. The jamboard was transferred to our group miro board to be able to work through in real-time together and organize all on one plane.

We ended our research with approximately...



A sneak peek within our
Miro Board Data Collection.



upgrade to a paid plan.

Upgrade now

Working with Google

Research Plan



Share

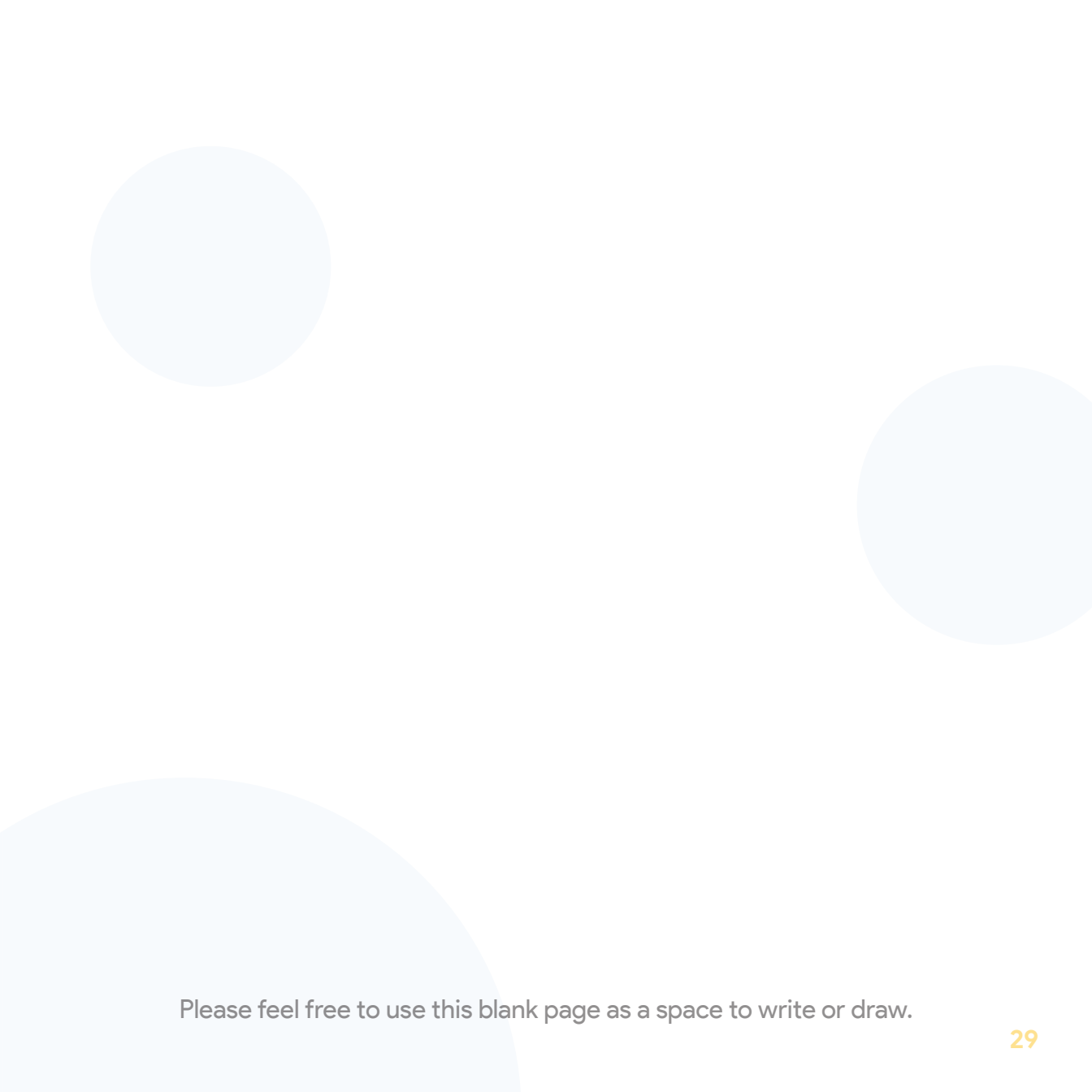


KICKOFF QUESTIONS



**Do you have a dream idea for a device?
Create one and make a layout for it here!**





Please feel free to use this blank page as a space to write or draw.

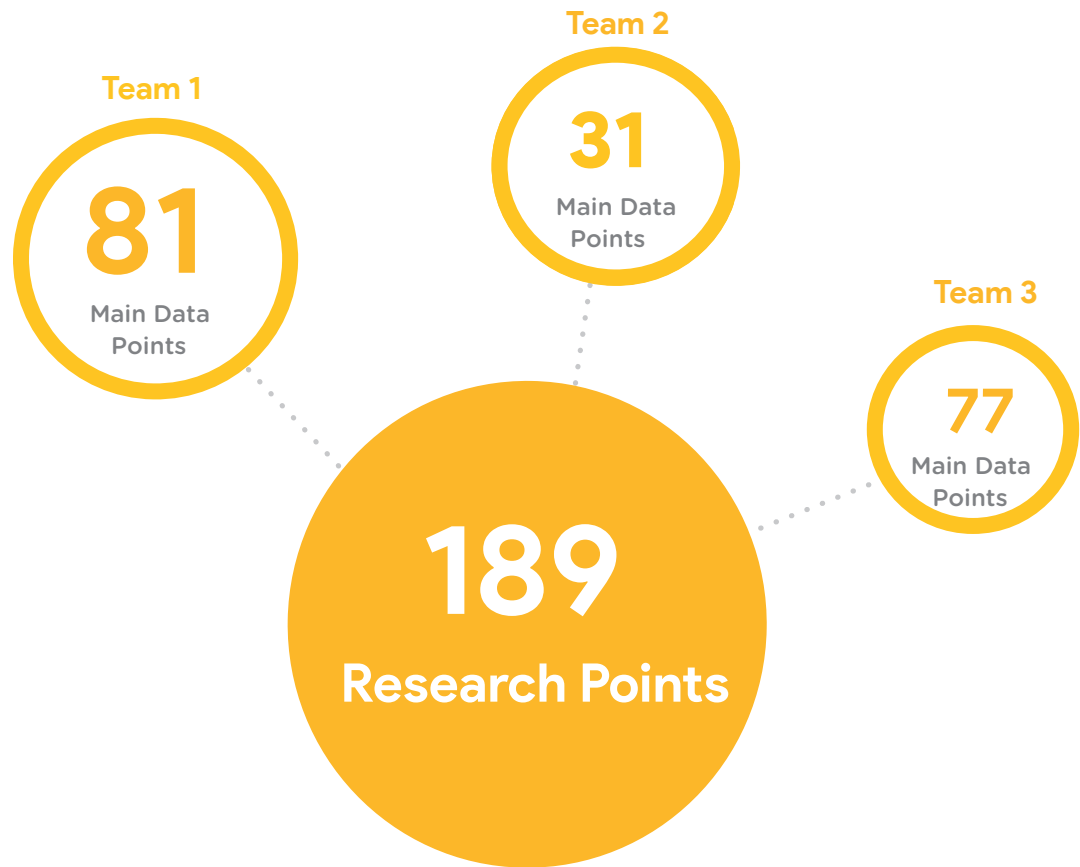
When united as a group of
seventeen, we become a
force of creativity to be
reckoned with.



Primary Research

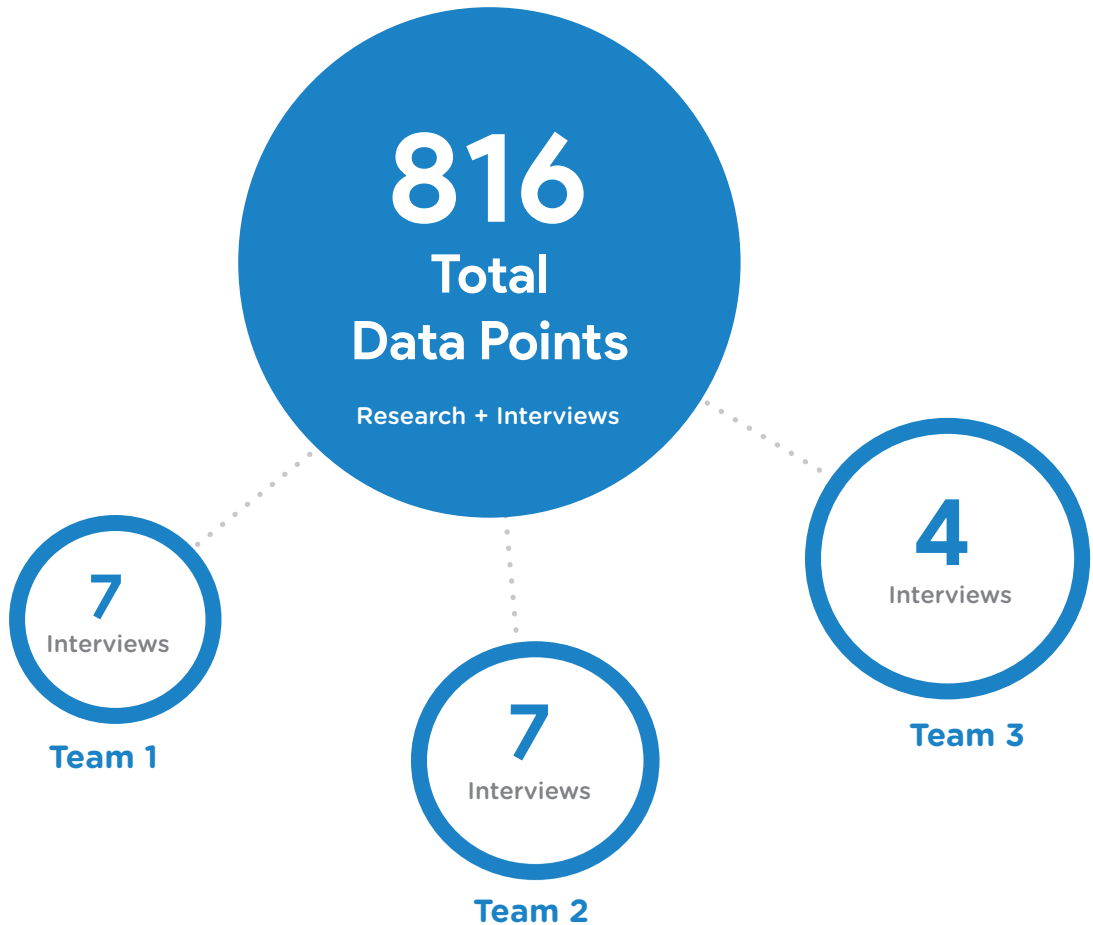
However, we were self-aware that work through a virtual meeting is not as productive when so many want to simultaneously discuss ideas. The group collectively decided to break off into three research teams to better tackle individual audiences for our exploration of inclusion. These were categorized by team one focusing on organizations already practicing inclusion, team two contacting leadership at Google, and team three centering on grassroots within and outside of Google.

Research



This allowed us to dedicate more time to each section as smaller units, and to interact as organic sub-units of the course. The discussions the sub-units cultivated led to more discoveries and unique takes on data we received.

Surveys





Grassroots, Leadership, and Organizations

Every data point that returned to us from individuals was organized in Google forms or transferred to spreadsheets. From there teams met to affinitize this content into miro boards. Our miro boards enabled us to craft conclusions and confirm, or reevaluate our previous hypotheses.

Grassroots

Team 3



Grassroots concluded:

- 01** HMW motivate Google employees to mindfully & actively implement inclusive design?
- 02** HMW make Google's accessibility & inclusivity resources more applicable to all employees & teams?
- 03** HMW embed inclusive design practices within the work culture at Google so it's already part of the process, & not something they have to consider?

Leadership

Team 3



Leadership concluded:

- 01** HMW help leadership understand how inclusive design connects to their specific goals with both stories and data?
- 02** HMW enable leadership to deliver a clear, cohesive message about inclusive design?
- 03** HMW enable excluded users to better share their experiences?

Organizations

Team 2



Organizations concluded:

- 01** HMW utilize the experiences of excluded populations to catalyze an inclusive approach from the beginning for developers and designers?
- 02** HMW get away from mandatory training that only focuses on diversity, and incorporate messages of inclusion into relatable experiences and interactions?
- 03** HMW measure the impact of incorporating inclusive design and shows it to creative teams to encourage a long-lasting inclusive design philosophy?

Design is Everywhere:

Look for 10 things that are just lying around, and redesign them to be more inclusive, interesting, and/or engaging!



1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Please feel free to use this blank page as a space to write or draw.



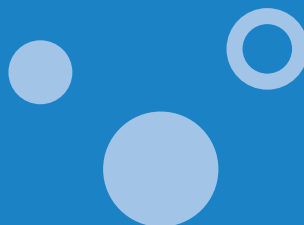
Affinitization

What is it?

Ideation, concept development, storyboarding, archetypes, and user scenarios were all born from these research statements and insights. Grassroots, Leadership, and Organizations were no longer the specific facets we were honing in on, and so we directed that content to drive the creation of our initial concepts. Data and findings were affinitized down through categorizing our content and sifting through to find what stood out, was repeated, or more urgent to address in our work moving forward.



Asking Questions





Check-in Takeaways

Check-in Meeting with Google

Taking our research and forming it into ideas resulted in a plethora of concepts. Teams A and B both met multiple times throughout our work week and after class hours to discuss and affinitize ideas. “How Might We” statements were organized to help determine which concepts would be most influential in reality.

Rough Initial Concepts:

Advocate Toolkit

Progress Tracker

Vending Machine

Daily Game Activity

Wall of Fame

Accessibility Plug-in



Midterm Development

After discussing all of these ideas, we merged them into three main concepts to pitch during our midterm check-in. We also developed an overall ad campaign titled ReachMe that focuses on personal user interactions with Google products. This campaign aims to “inspire Googlers to reach beyond their current tendencies to better integrate inclusive design principles.” ReachMe was created to highlight the gaps in inclusion within technology. ReachMe was integrated into our two main concepts.





Target Archetypes



The Inclusivity Advocate

Needs:

Promotional platforms & resources to
show the benefit of inclusive design

Pains:

Not enough buy-in from leaders & team



The Task Master

Needs:

Better understanding of how to apply
inclusive principles to their work

Pains:

Inclusive design is an extra step &
overwhelming to approach



The Decision Maker

Needs:

Clarity in envisioning the overall impact of inclusivity

Pains:

Competing priorities include cost, time & effort



What are your biggest challenges?

1.

2.

3.

4.

5.

What are your small victories?

1.

2.

3.

4.

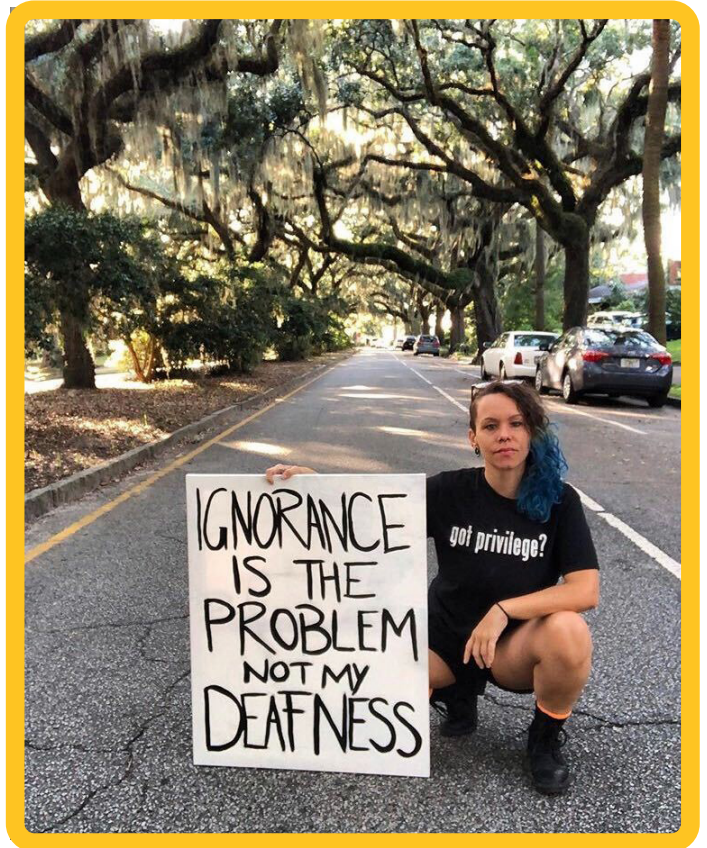
5.

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Inspiration for the Movement

Kellie's Story

Ignorance is a choice, but my disability isn't. Ignorance is always afraid of change. I can't tell you enough how much we attempt to educate ignorant hearing people on a daily basis. It is exhausting and a burden on us. Society is heavily focused on auditory functionality and it is not designed to accommodate us. It's not hard to learn sign language or learn a few basic signs if you meet a deaf person in a public space. Add captions to your videos for your deaf students, make accommodations for your deaf employees. We are asked ridiculous questions constantly. Questions such as: "can you read lips? Can you drive? Are you able to work?" and so many more. Your ignorance is part of the problem, not my deafness.



Kellie Martin
M.A. Creative Business Leadership

Other Movements

Exclusion
isn't just
a work
problem...



Exclusion is
a people
problem.

The background consists of a light blue gradient with a pattern of larger, darker blue circles. The circles are arranged in a grid-like fashion, with some overlapping. The text is centered in the upper half of the image.

Hey Google

I want to be |



reached

Introducing ReachMe



ReachMe came to light at a time during this project where we all felt a bit stuck. We knew the potential this project had, and we knew we were almost reaching it, but not quite there.

This concept of “reaching” kept coming up in our conversations, and became the missing piece we had been searching for.

The action of reaching towards goals, reaching out to connect or communicate, and reaching certain demographics of individuals all interlocked around this one word: **reach**.

We crafted our campaign to be based around this. To have Google see who needs to be reached by their products, and how to do so.

REACH ME

REACH OUT

REACH THEM

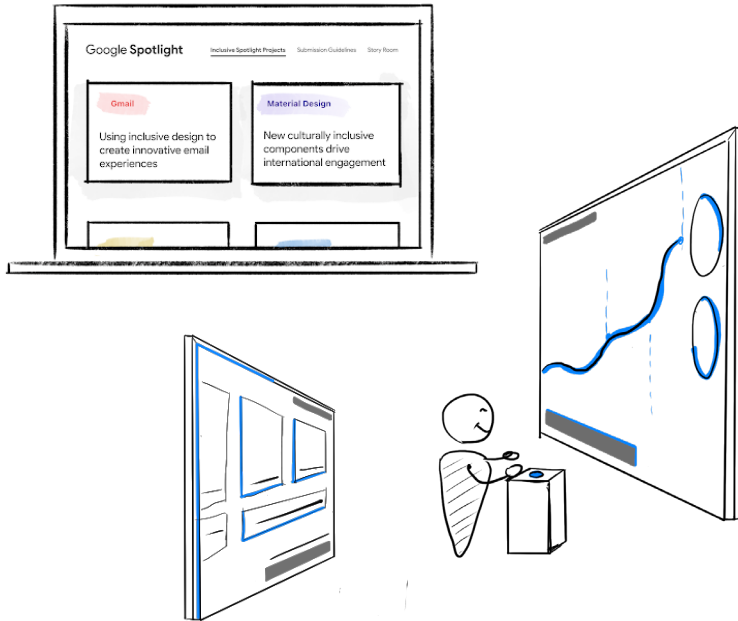
REACH FOR GOALS

REACH US GOOGLE



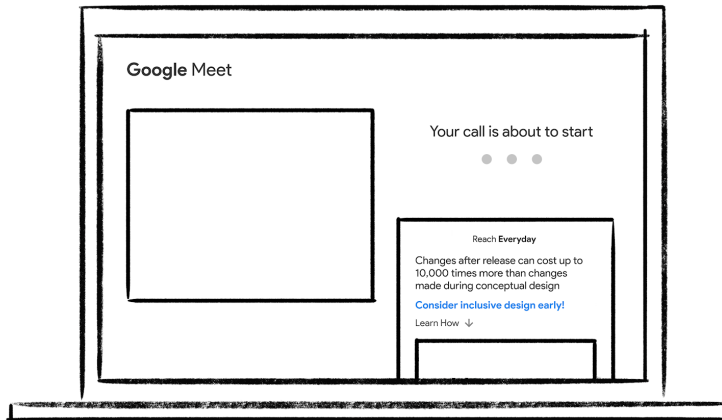
Developing Concepts

ReachMe did not just stop at a campaign or movement to spread. Our project's design concepts were focused around the idea of reaching out to Googlers to teach them and engage them with the benefits of inclusive design, and the opportunities it holds. ReachSpotlight, ReachEveryday, and Reach.AI were born!



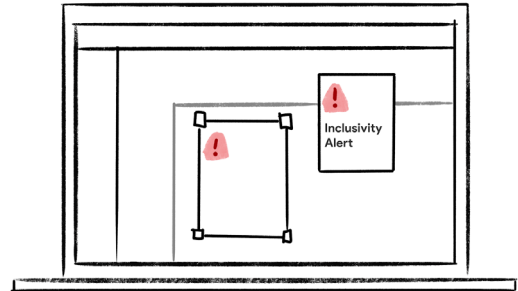
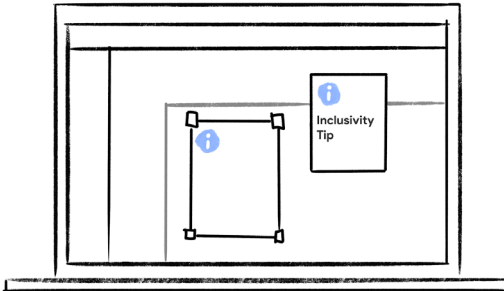
Reach Spotlight

Our Reach Spotlight concept was a website that highlighted projects which successfully utilized inclusive design to reach goals and create great products. It allowed users to view case studies to learn more about those project processes, how they were applied, and would provide clear guidelines on what projects need to be accepted into the spotlight.



Reach Everyday

Reach Everyday concept was an engaging and educational inclusive design information dispenser. It could exist in your office as an interactive board, or digitally in spaces such as landing pages and video call waiting rooms. Reach Everyday gives educational, bite-sized content that encourages viewers to engage an inclusive design mindset.



Reach.ai



Reach.ai concept was an AI-based accessibility and inclusivity plug-in integrated within Google design, & developing software to help identify areas that may miss accessibility and inclusivity requirements/regulations. It was aimed to be versatile and used within standard design software. Reach.ai was also meant to enable designers to self recognize exclusion in their designs in order to create more accessible inclusivity practices.



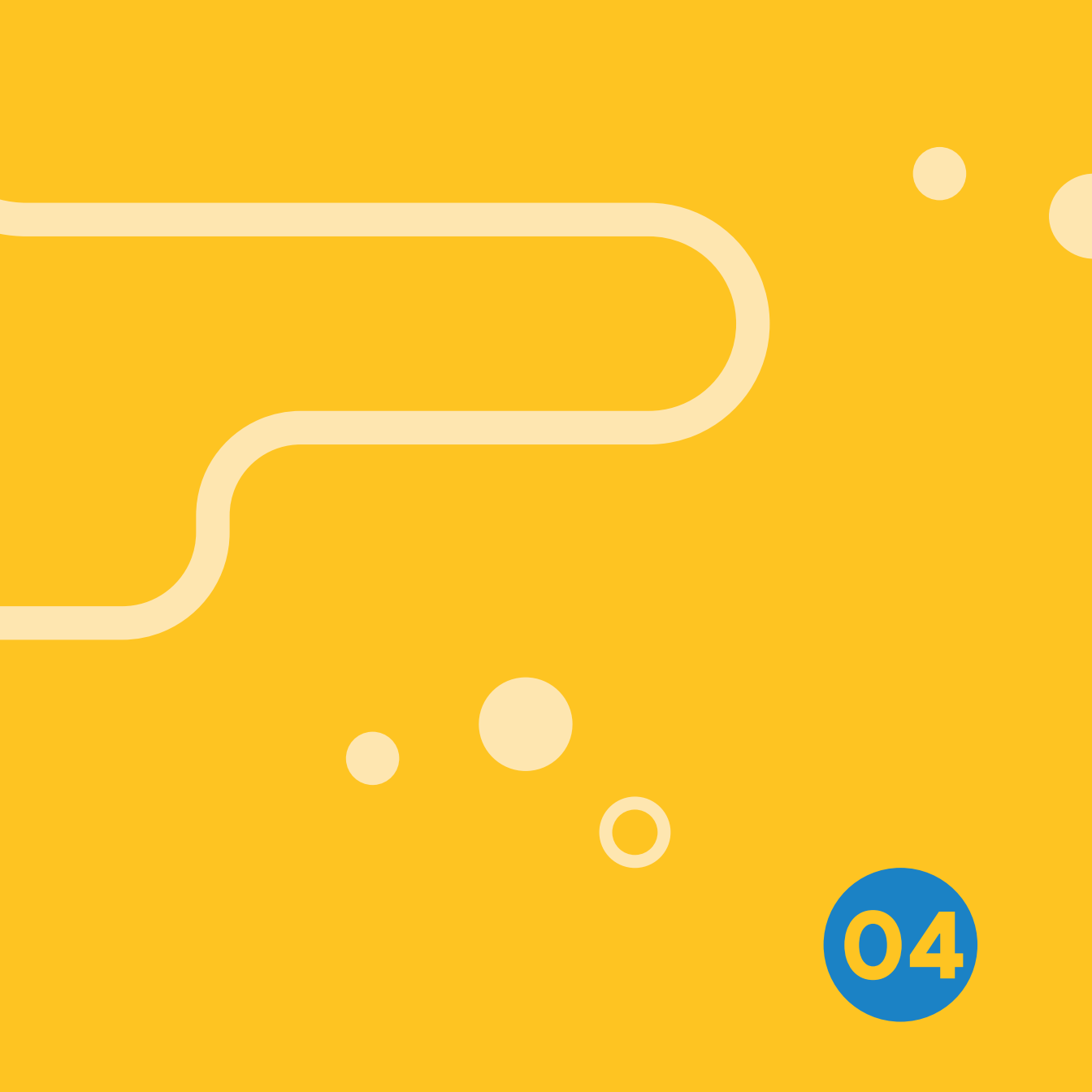
Midpoint Meeting with Google

At our midpoint check-in presentation, we laid out our three concepts and the new idea of the ReachMe campaign to go along with them. They were newly envisioned but passionately backed up. The meeting was not only to pitch these to our client but to spark up a conversation for how to better these components moving forward.



Making Adjustments

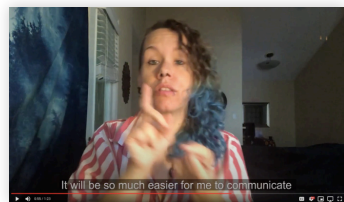
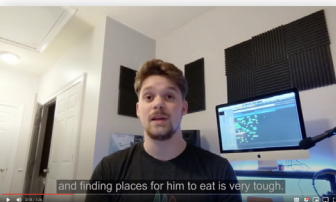
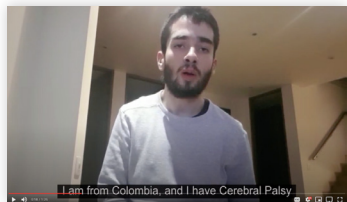
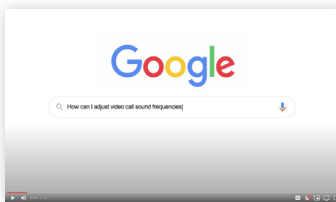
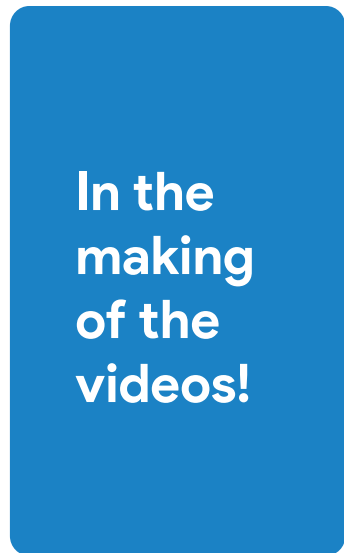
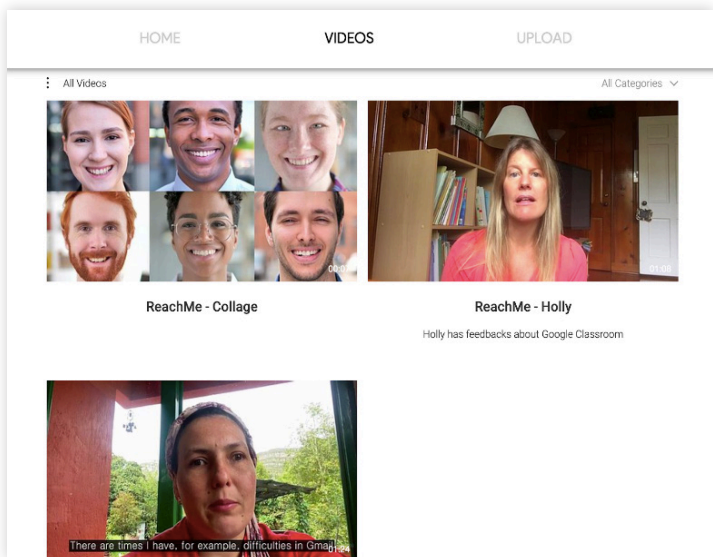




Developing the ReachMe Campaign

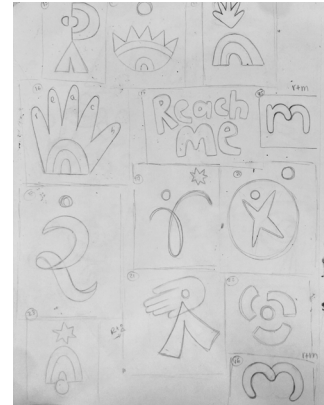
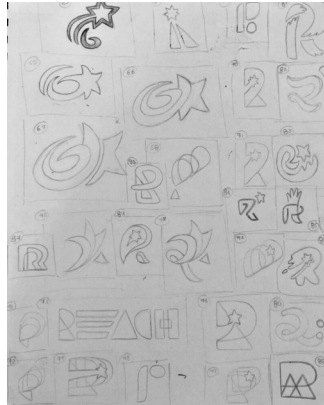
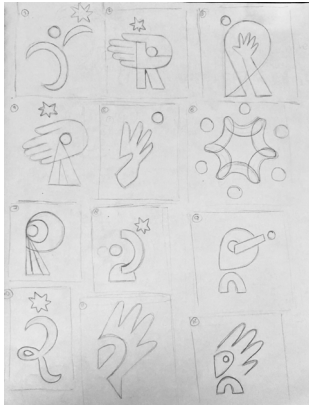
Based on our midpoint check-in with Google, we began reaching out to collect videos emphasizing personal connections with exclusion through technology. These videos will be showcased to not only Googlers but to users around the world. It will generate content now and into the future to continue the dialogue and campaign outreach to the public.

This campaign's lasting impact creates an opportunity for Googlers to become inspired by stories of exclusion and ways around it. Our graphic designer crafted logos, illustrations, and began organizing the visual elements of the process book. UX designers worked towards website and plug-in mock-ups. The ReachMe video team edited video submissions, intros, researched statistics, and created musical accompaniments. Advertising branded our campaign and framed our concepts within the overall theme. Editors worked on captioning, consolidated information from video submissions, and worked on editing the scripts, presentations, and process book.



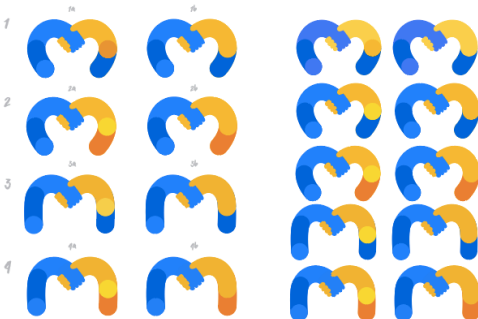
Logo Thumbnails and Explorations

Thumbnails



**What does
reaching
out mean
to you?**

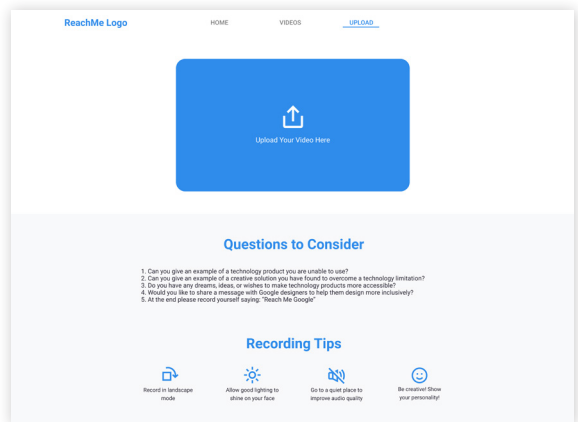
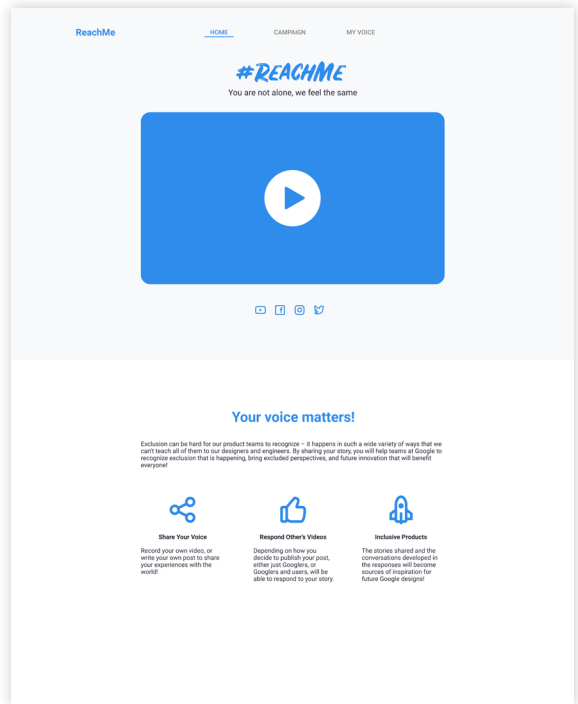
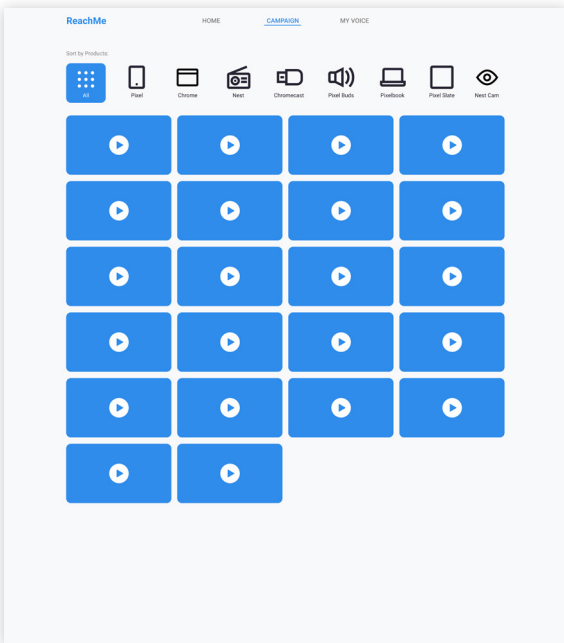
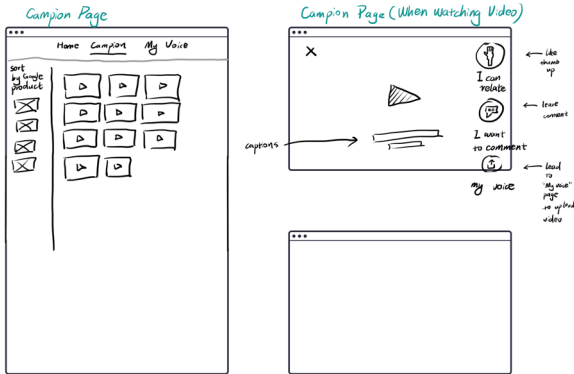
Digital Explorations



Initial Website Prototype



Along with our video campaign for ReachMe, we decided there needed to be a unified place for these stories to be uploaded, received, and shared. Our ReachMe HUB website prototype was crafted to be just that. This website will allow Googlers and Google users to interact, find videos, upload videos, and gain sources of inspiration and perspective.



Reach Everyday Mid-fi Prototypes

Product designers held user testing and refined our deliverables for Google Everyday. During this time we held meetings, both for class and additional work time, edited, created, refined, and designed. We were even given the opportunity to attend a workshop by Googler Jay Runquist on the power of storytelling and persuasive messages. As a unit, we all continued to learn and expand our scope of ideas while refining; learning and ever-improving oneself never stops.

Trading Cards

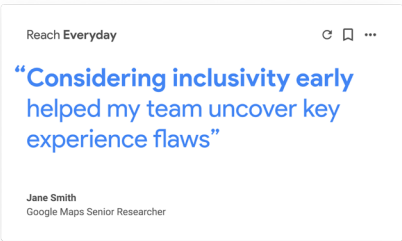
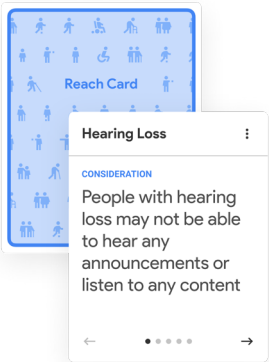
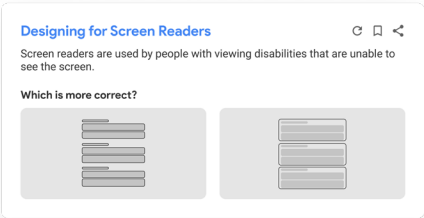
Social and informative way to engage with different inclusive design topics.

Flash Cards

A quick and engaging way for employees to put their inclusive design skills to the test.

User Generated Content

Bringing awareness to other employees' experiences with inclusive design.



Final Check-in with Google



On November 4th we had our final check-in meeting with Jen and Elise. At this point in the project, our team has been collaborating, discussing, researching, and creating for over eight weeks. Our team displayed our ReachMe videos, movement, and our Reach Everyday plug-in to Google. This gave us valuable feedback that helped us craft the refined versions of our deliverables, and rethink any fine details that needed polishing.



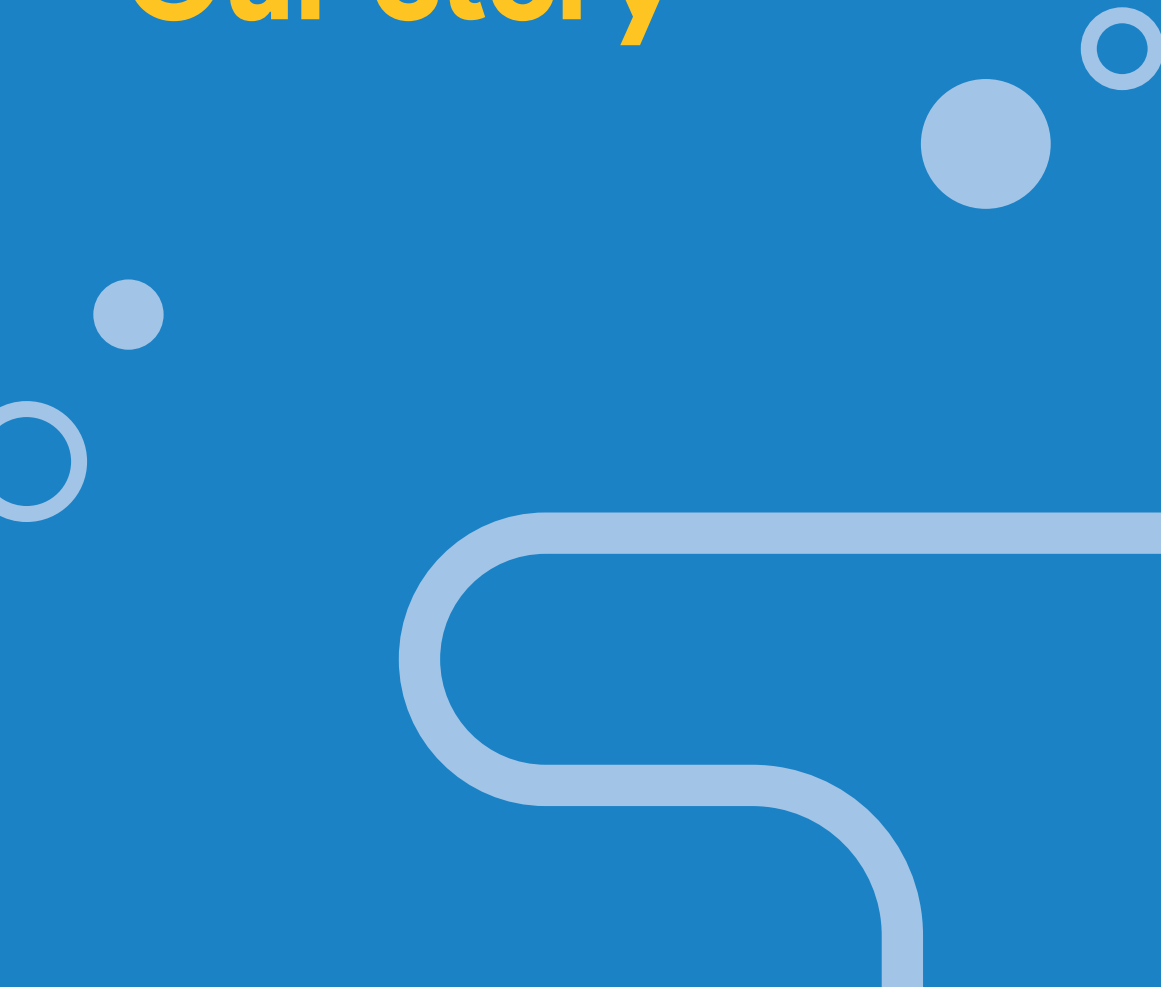
**Is your work culture accommodating?
Write down things that make you and
others feel included.**

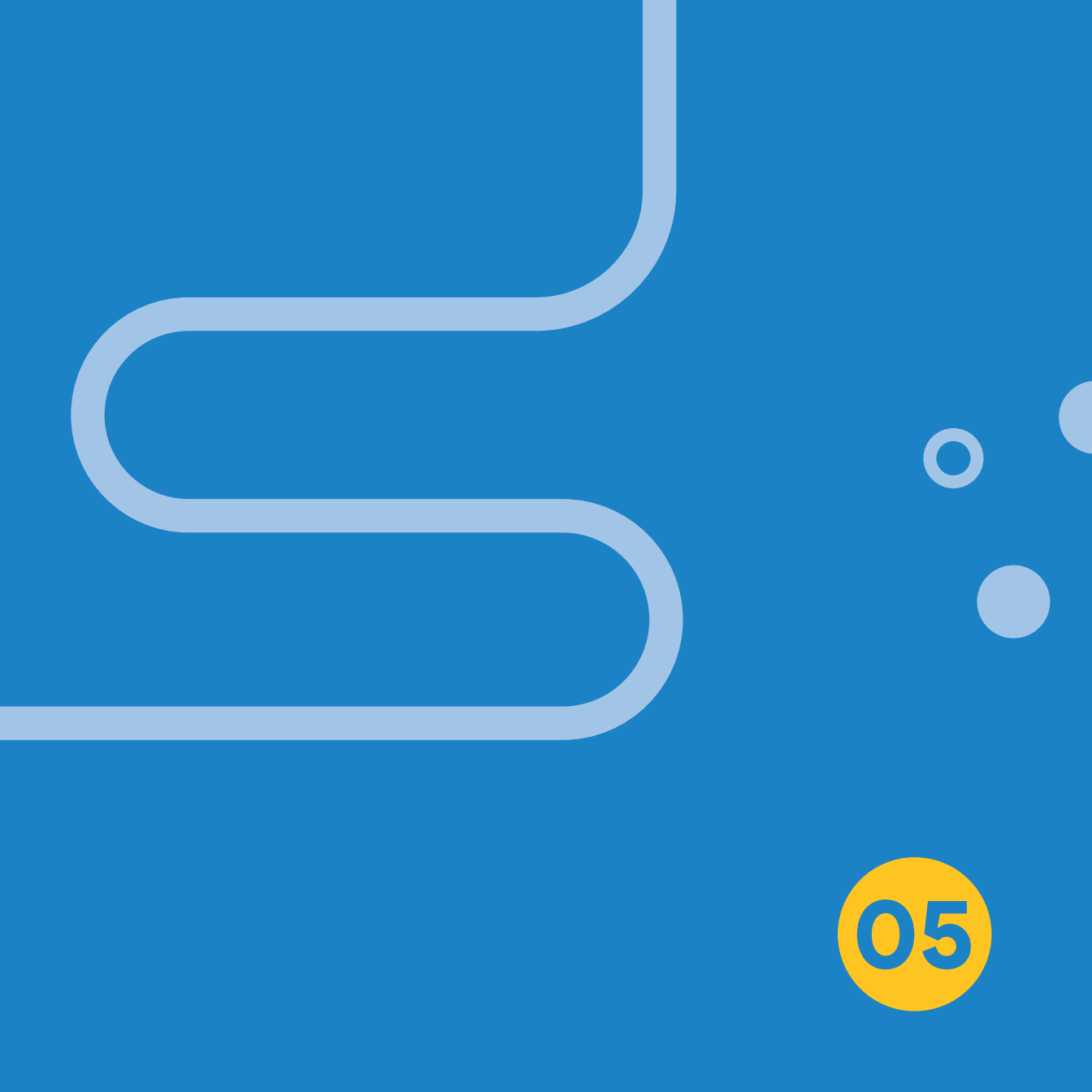


Take some time to think of other things you wish were included for you or others. Maybe you can make a positive change in the workplace!

Please feel free to use this blank page as a space to write or draw.

Sharing Our Story





#ReachMe

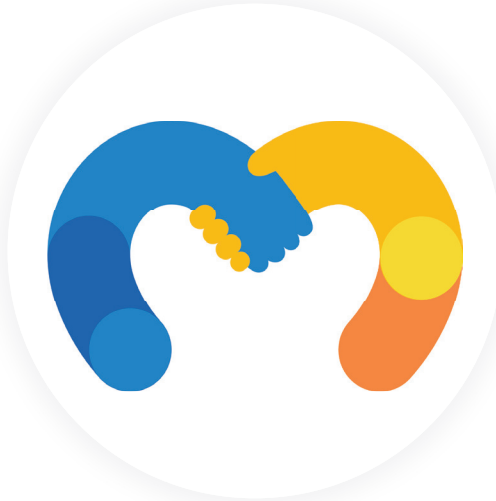


The ReachMe Campaign

Mission Statement

ReachMe gives underrepresented populations a platform to be seen, heard, and uplifted in ways that will cultivate innovation in inclusive design.

Final Concept Proposal



#ReachMe

Description

ReachMe is a movement. Using videos and multiple inclusion plug-ins, we give a platform for unheard stories through implemented reminders.

Why This Will Work

- Desirable: Educates, reminds and inspires
- Viable: Raises awareness, fosters inclusive culture
- Feasible: Uses existing technology, requires minimal ongoing maintenance

#ReachMe

Stories of excluded users
and information promote
inclusion and innovation

ReachMe Videos

Currated/Edited Videos

ReachMe Hub

Story Bank (User Submitted
Videos)

Internal/External Facing Social
Outreach Campaign

ReachMe Everyday

Inclusive Design
Micro-Learning
Plug-In

Branding Guidelines

Final Logo



We wanted our logo to be jam-packed with meaning, purpose, and it was mindfully crafted throughout the entire process. The idea came from playing with both initial letters of our campaign, Reach Me (r+m), and deeply explores the concept of connection and reaching out. While keeping Google's aesthetics, our icon carries our values, who we are, what we stand for, and the story we all have to share.

Color Palette

RGB: 0, 102, 218

CMYK: 89%, 62%, 3%, 0%

RGB: 38, 132, 252

CMYK: 81%, 36%, 0%, 0%

RGB: 239, 135, 53

CMYK: 2%, 57%, 87%, 0%

RGB: 251, 188, 4

CMYK: 4%, 27%, 93%, 0%

RGB: 249, 216, 53

CMYK: 4%, 11%, 89%, 0%

Final Concept Proposal

Minimum Sizes



384 px



96 px

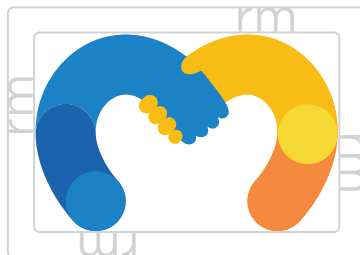


312 px

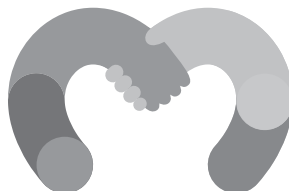


48 px

Styling Area



B + W



Knock Out



Final Concept Proposal

Product Sans

Dream big and chase your dream
What are you **grateful** for today?
Be **mindful**, be kind, be brave

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i j
k l m n o p q r
s t u v w x y z

**Geometric, branding,
simple, approachable,
consistent, Googlers**

When united as a group of seventeen,
we become a force of creativity to be
reckoned with. These Ideas were newly
envisioned, but passionately backed up.

Gotham Rounded

Hey **Google**, I want to be reached
Why fit in, when you can **stand out**
Can you give me a **hand** please?

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i j
k l m n o p q r
s t u v w x y z

**Friendly, high tech,
cheeky, ease, visual,
hardworking, style**

The action of reaching towards goals,
reaching out to connect or communicate
with every person, all interlocked around
this one word: reach.

#ReachMe

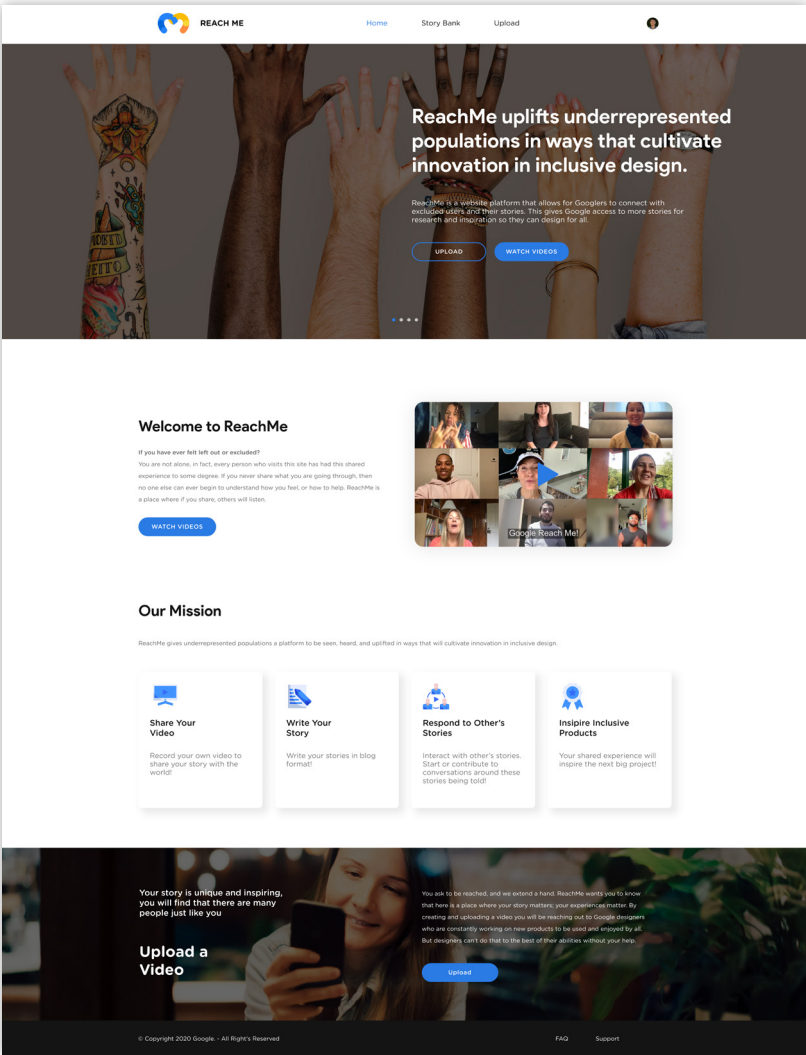
**The Hub, Videos, &
Everyday Plug-in**

ReachMe Hub



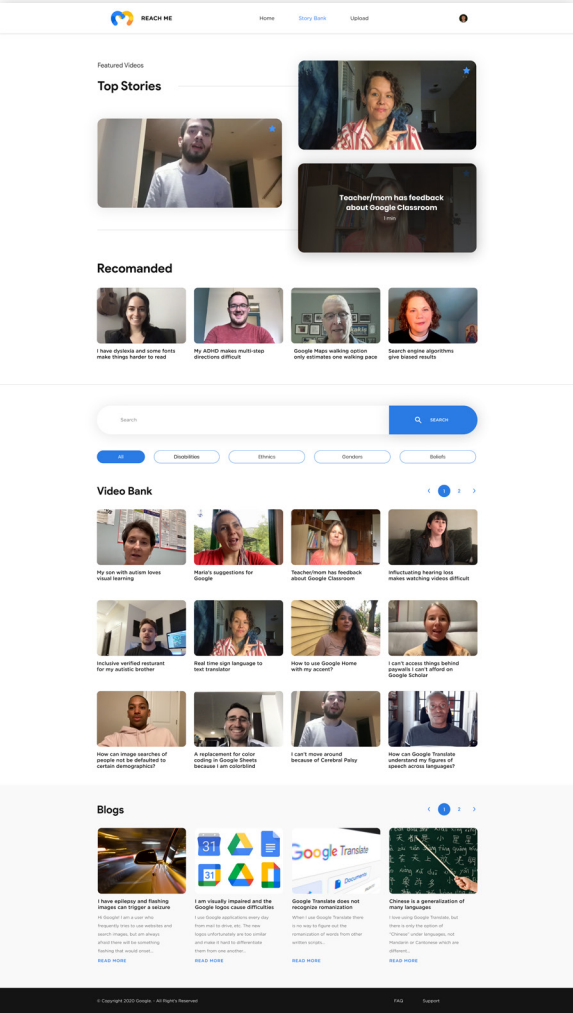
The ReachMe Hub is an engaging website platform. This Hub will be available to both Google designers and the general public, acting as a channel of communication and connection. It will help people recognize exclusion by providing a better understanding of it. The option to tell your story in varying forms from video to blog post, and the capability to start conversations with others who have shared their experiences expands who is reached, and how deeply. The search options and categories eliminate the feeling of being overwhelmed by content. The instructional steps on how to record and upload your experience as a user do the same.

Home Landing Page



Final Concept Proposal

Story Bank



Upload Your Video

REACH ME

Home

Story Bank

Upload



Upload Your Video

Step 1

Recording Instructions

3 mins

Time your video to around 3 minutes



Record in landscape mode recommended



Allow good lighting to shine on your face



Go to a quiet place to improve audio quality



Be creative & have fun! We love your personality!

Questions to Consider

1. Can you give an example of a technology product you are unable to use?
2. Can you give an example of a creative solution you have found to overcome a technology limitation?
3. Do you have any dreams, ideas, or wishes to make technology products more accessible?
4. Would you like to share a message with Google designers to help them design more inclusively?
5. At the end please record yourself saying: "Reach Me Google"

← Check again

Continue →

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FAQ

Support

REACH ME

Home

Story Bank

Upload



Upload Your Video



Drop and drag video files to upload

Upload & Description

What would you like the viewers and designers to know about your video?

Select your story category

Select who do you want to access the video

← Check again

Continue →

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FAQ

Support

REACH ME

Home

Story Bank

Upload



Upload Your Video



Contact information

Name

Email

Phone Number*

Google can contact me to learn more about my story (optional)

☐

← Check again

Continue →

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FAQ

Support

99

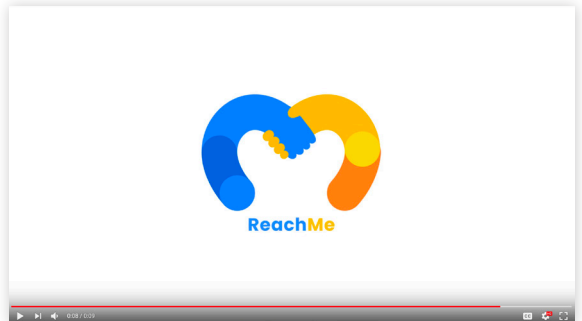
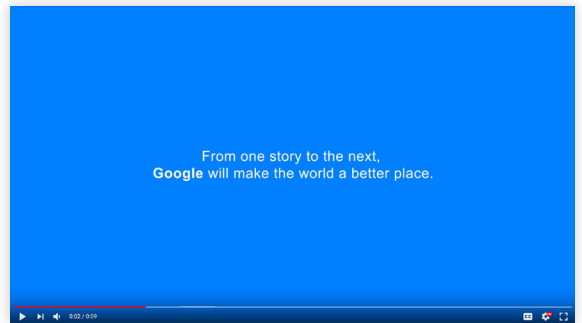
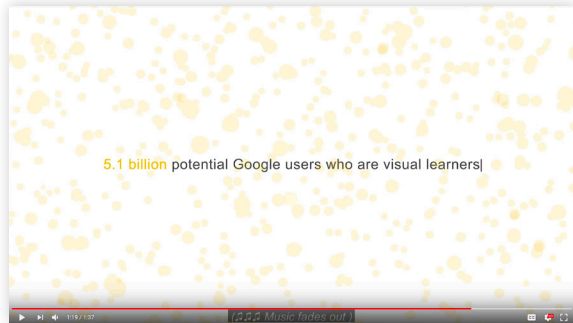
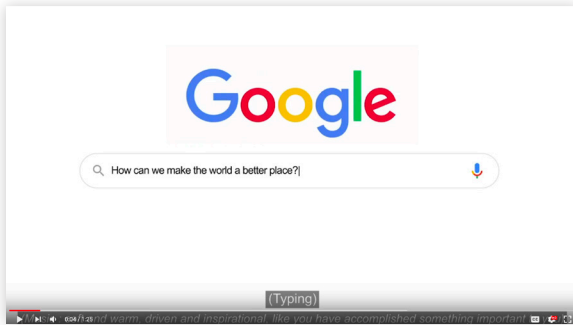
ReachMe Videos

ReachMe inspires human connection and communication. Through stories it helps people recognize exclusion and sparks empathy. The ReachMe videos allow us a platform to share these stories of excluded individuals to a wide audience of Googlers. The prompt questions that guide the videos' creation allow for Googlers to gain the most insightful components of that person's narrative: their struggles, the obstacles they have overcome, things that would help them, and dream ideas to improve problems. Each video ends with statistics that tie together how this one person's struggles are faced by many, and that helping one actually has a domino effect to help countless more.

**Check out our
ReachMe videos!**



ReachMe Video Stills

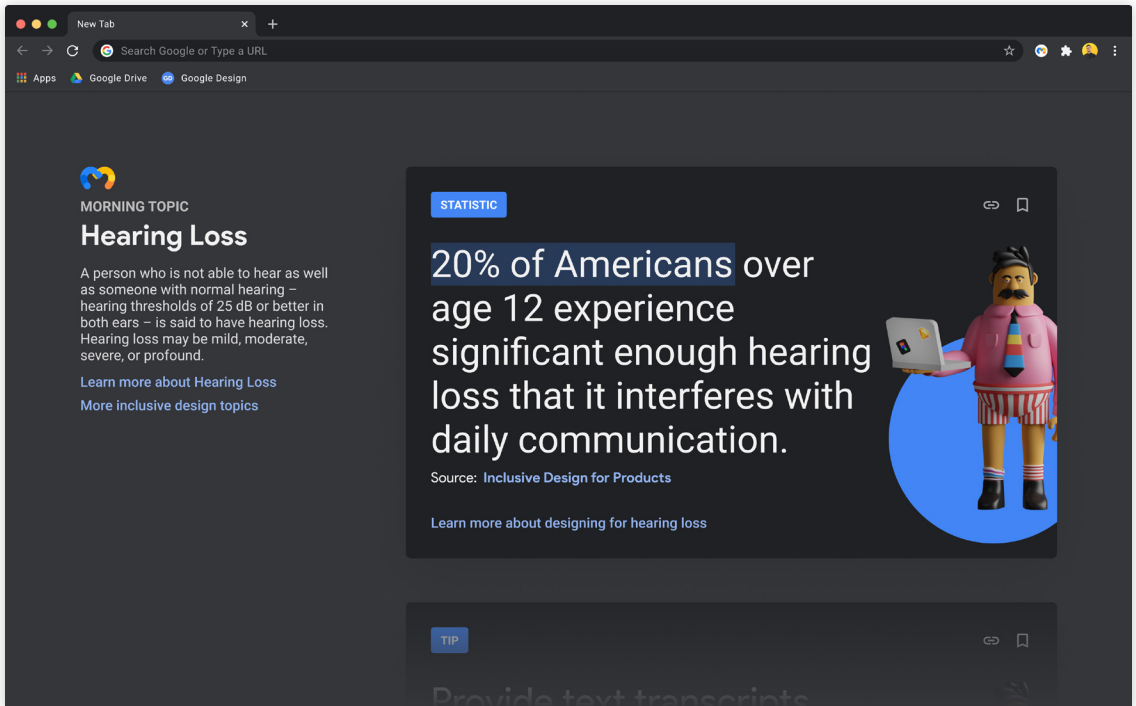


Reach Everyday Plug-in



Reach Everyday is a plug-in to give bite-sized learning opportunities about inclusive design. Reach Everyday seamlessly integrates with an employee's workday to provide these learning experiences every time they open a new tab in their Chrome browser. There are three different kinds of learning snippets that will vary per tab: pop quizzes, flash cards, and collection cards. The topic for all of these forms of learning is cohesive, and changes daily. One day you might learn about socio-economic exclusion, and the next Autism spectrum disorder. Googlers will have each open tab become a scratch ticket: you never know what you will find, but with Reach Everyday, you are always a winner.

Google Chrome User Interface



Final Concept Proposal

Pop Quizzes

POP QUIZ

Designing for Screen Readers

Choose the best option for users with viewing disabilities

A Single Group

B Segmented Grouping

[Learn more about designing for hearing loss](#)

Collection Cards

STATISTIC

Almost 11 million people in the UK have a hearing impairment which is disruptive to their lifestyle

Source: Inclusive Design for Products

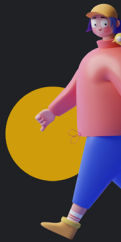


[Learn more about the benefits of inclusive design](#)

TIP

Provide text transcripts and captions whenever a sound appears

Source: Inclusive Design for Products



[Learn more about designing for hearing loss](#)

User-Generated Content

GOOGLER'S STORY

“Considering inclusivity early helped my team uncover key experience flaws”



Jane Smith

Google Maps Senior Researcher

Learn more about the benefits of inclusive design

PERSONAL STORY



0:15

Charlotte

Disability Rights Lawyer

More Inclusive Design Stories

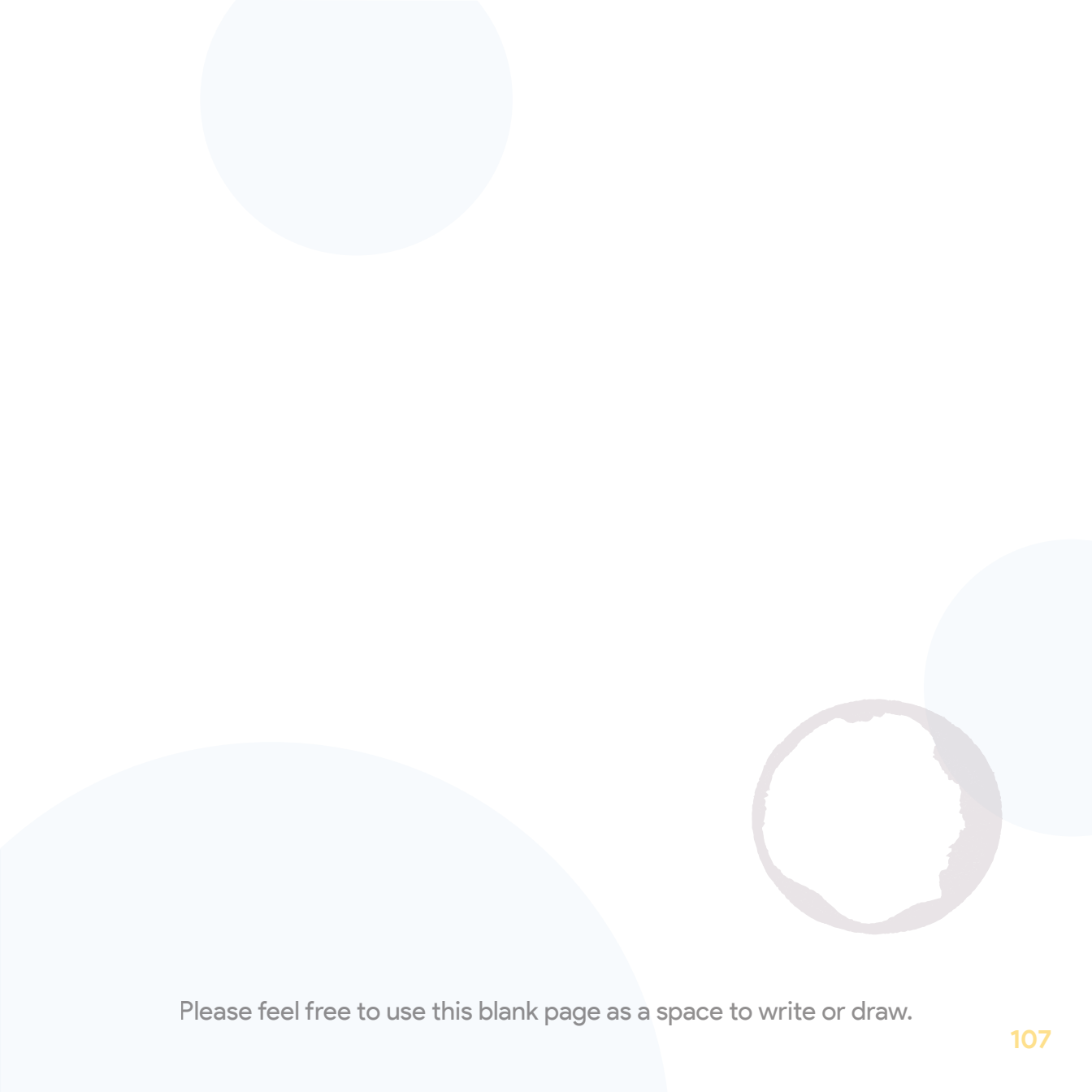
See how the plug-in works!



Find some time to have a snack or coffee break with a coworker.



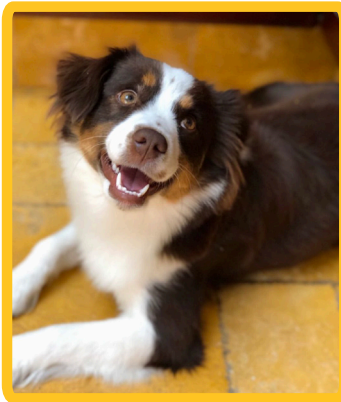
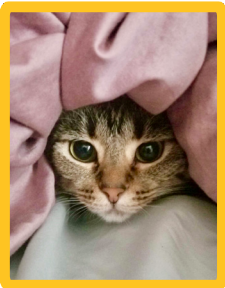
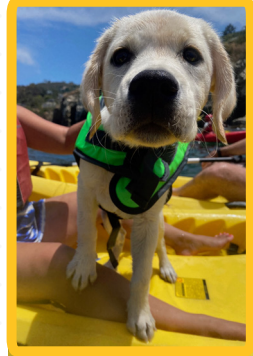
Talk to them about things besides just work, then come back here and write down some new things you learned!



Please feel free to use this blank page as a space to write or draw.

Special Thanks

We want to give our thanks to Jen, Elise, and the entire team at Google. They not only trusted us with an amazing project to work on, but challenged us to create the best deliverables possible. Our SCADPro team: we would not have made anything without everyone involved; each team member was a valuable asset and peer to work with. Additionally, we extend our appreciation to those who participated in our surveys, interviews, and videos. They are the voices that need to be heard, and the stories that will be shared. Quantity is quality when it comes to relationships you develop while working on projects, and to everyone we have cultivated new ties to through this project and journey on furthering design for inclusion— thank you, you have our sincerest gratitude.



Cheers from Our Pawesome
Dooglers and Friends!



Google, Reach Us.

Within ten weeks we crafted connections and learned more about ourselves, as well as the world around us. By taking these steps we were able to create our deliverables to help Googlers and Google users to do the same. We hope we reached you, and we hope you can reach others.





