

Task 1: SORT ABILITIES

10 MIN: READ & SORT all Ability Prompt Cards into 3 piles according to your answer to the following question: Does your current startup solution include a correct and valuable use by people who are either permanent, temporary or situational NOT ABLE TO [Ability listed on card i.e. "Touch" "Belong"] ?

YES

- Touch
- See
- Hear
- Speak
- Think
- Taste
- Invest
- Move
- Eat
- Hold
- Focus
- Emote
- Belong
- Navigate
- Understand
- :
- :

MAYBE

- Touch
- See
- Hear
- Speak
- Think
- Taste
- Invest
- Move
- Eat
- Hold
- Focus
- Emote
- Belong
- Navigate
- Understand
- :
- :

NO

- Touch
- See
- Hear
- Speak
- Think
- Taste
- Invest
- Move
- Eat
- Hold
- Focus
- Emote
- Belong
- Navigate
- Understand
- :
- :

KEEP THEM! Cards represent people that you have already designed an inclusive solution for – did you include them on purpose? Don't forget them going forward!

REMEMBER THEM! Cards represent people close to benefitting from your solution – don't forget them when developing your solution and organization further!

INNOVATE TO INCLUDE THEM? Cards represent people that cannot benefit from your current solution. Are you missing out on a market or innovation opportunity?

RECORD IT by marking (x) the Cards you placed within each category

Task 2: MAP PAIN POINTS

2 MIN: SELECT one Ability Prompt Card you placed under "NO" that represent people with a disability you right now exclude from a valuable use of your solution. Place below.

5 MIN: BRAINSTORM on possible mismatches/pain-points/challenges between your solution and the interaction with a person having the selected disability. Write each mismatch/pain-point on a post it note and place on the canvas.

Place selected Ability Prompt Card here

PAIN POINT CANVAS

Att: Mismatches can appear at different stages of the value-chain and/or product life cycle

Task 3: IDEATE INCLUSIVE OPPORTUNITIES

5 MIN: BRAINSTORM IN SILENCE: What bigger or smaller upgrades / re-designs / add-ons to your solution / service / business model could solve some or several of the pain points? Add your ideas continuously on the canvas below.

10 MIN: Share your ideas within your team, cluster them and add new ideas coming up.

IDEA CANVAS

Att: Ideas can range from detail adjustments to larger re-designs within the technology, service, business model, value chain, organization etc.

15 MIN: DISCUSS, AGREE, DESCRIBE & SKETCH a more inclusive version of your current solution/idea that considers the selected permanent disability/disabilities.

PITCH CANVAS: Product + Business Model + Customer/users

KEEP IT, SHARE IT by taking a photo of the canvas and upload here:



Where it begins!

Inspired? Make inclusion a natural part of your startup and development process going forward! Use Ability Prompt Cards to challenge your solution, organization and business model going forward, and the approach to find innovative, inclusive and simple solutions to benefit *more* people!

For tool and resources visit universaldesignguide.com