

# OpenPath

The Accessibility Learning App



# Agenda

01. Rationale

02. Purpose

03. Features and Opportunities

04. Next Steps

# Rationale

# The Problem

## Mobile apps aren't accessible enough.

- Most apps on the market today lack adaptive features that cater to those with accessibility needs
- Many apps feature content or formats that are hard to read for user with vision problem
- Apps commonly fail to consider the uses and needs of all potential users, focusing on just the non-disabled population
- Many apps fail to serve the real-world needs of their users, especially those with disabilities





# Root of the Problem

Most people aren't aware of accessibility guidelines or technologies.

And for the people that are, most are unable to find them or know what to do with them.

# Purpose

# Creating Solutions

## Solutions through education.

If accessibility problems exist because of lack of knowledge, then we need a tool to provide that knowledge.

OpenPath provides lessons and documentation to help people learn about accessible design and technologies. Not just to spread awareness of problems, but to promote solutions to them.



# What OpenPath Can Do

The app provides courses on relevant topics, such as accessible design or accessibility guidelines, composed of short lessons that are easily understandable.

Each lesson also features relevant documents or guidelines, making them easily located and used.

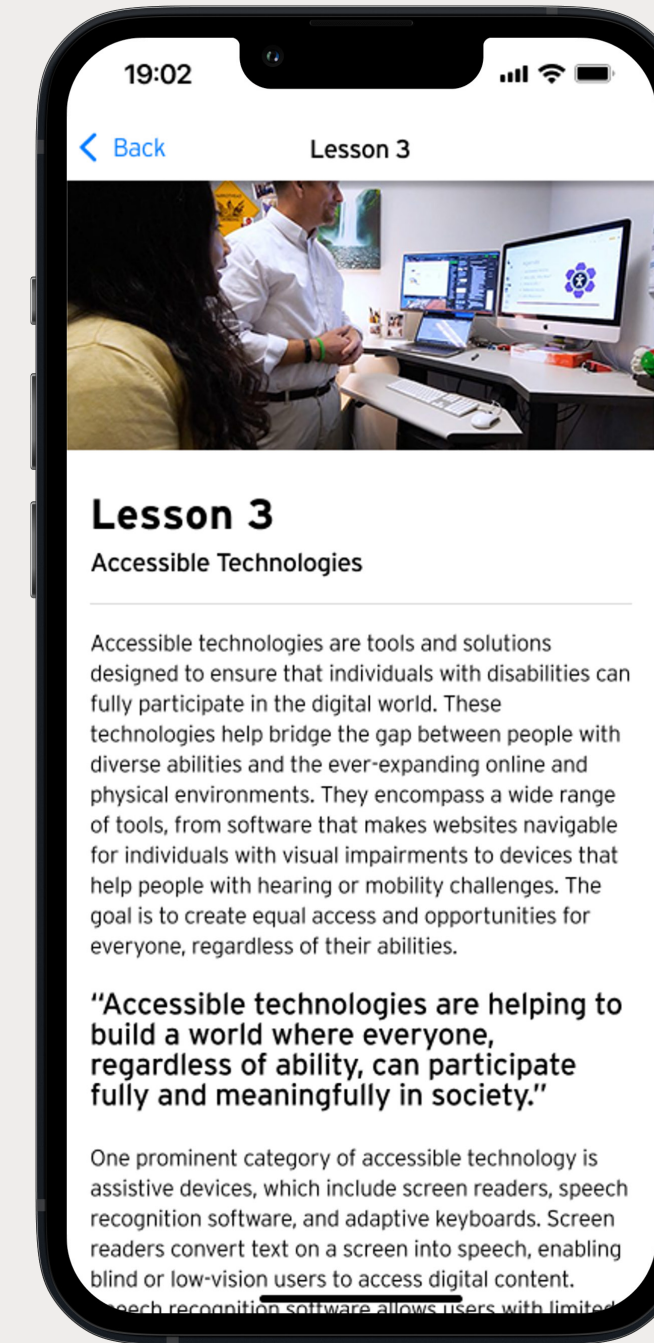
The app solves the issues of lack of knowledge and inability to find resources, by providing lessons and the resources within it, respectively.

# Features and Opportunities

# App Features

## Quick Lessons

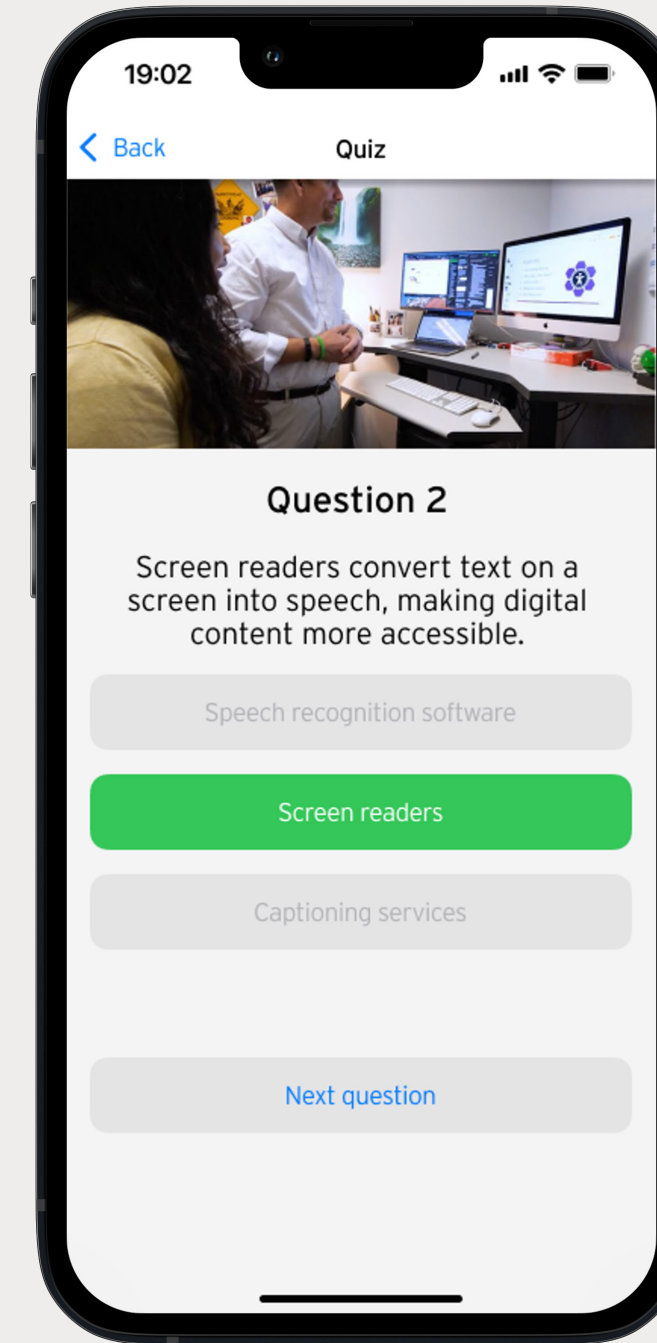
- OpenPath's lessons are designed to be completed in a short amount of time
- They feature summarized content, interactive features, and readily accessible documents to help the user easily understand content
- Lessons are grouped into courses and can be easily accessed and completed, catering to the tight schedules of the app's intended users (students and commuters)
- Lessons each feature real-world examples to help users understand the concepts



# App Features

## Interactive Features

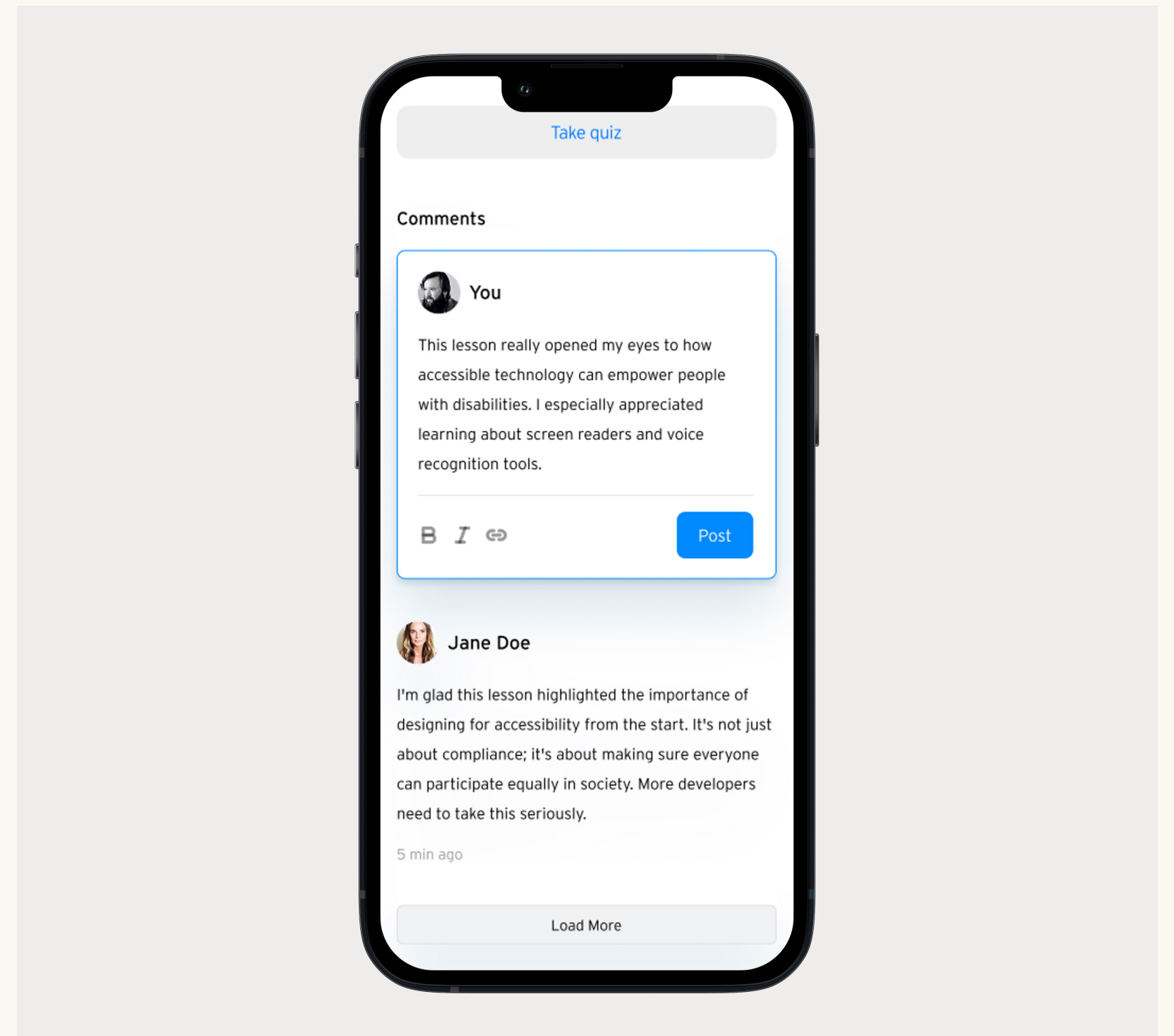
- OpenPath will feature multimedia and interactive elements to enhance learning and improve access to important information
- Each lesson will be followed by short quizzes and other elements to help users understand/retain its key points
- Courses will feature videos, case studies (through real world apps, websites, etc.), games, and community-based discussion
- Users will be able to access reviews and videos of completed lessons to help refresh what they previously learned



# App Features

## Communication

- Users will be able to comment and communicate in each lesson
- The app-based community can help users with understanding and application of concepts
- Users can discuss issues, solutions, and other dialogue regarding course concepts
- Through the community, users can consider challenges and solutions, and apply them to the real world in their individual fields or jobs

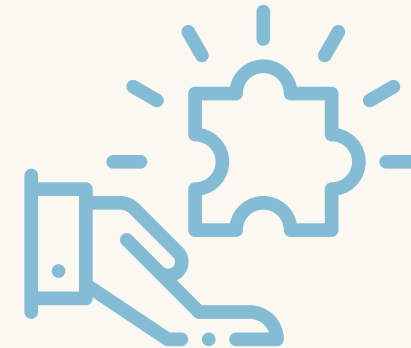


# Opportunities



## Real-World Solutions

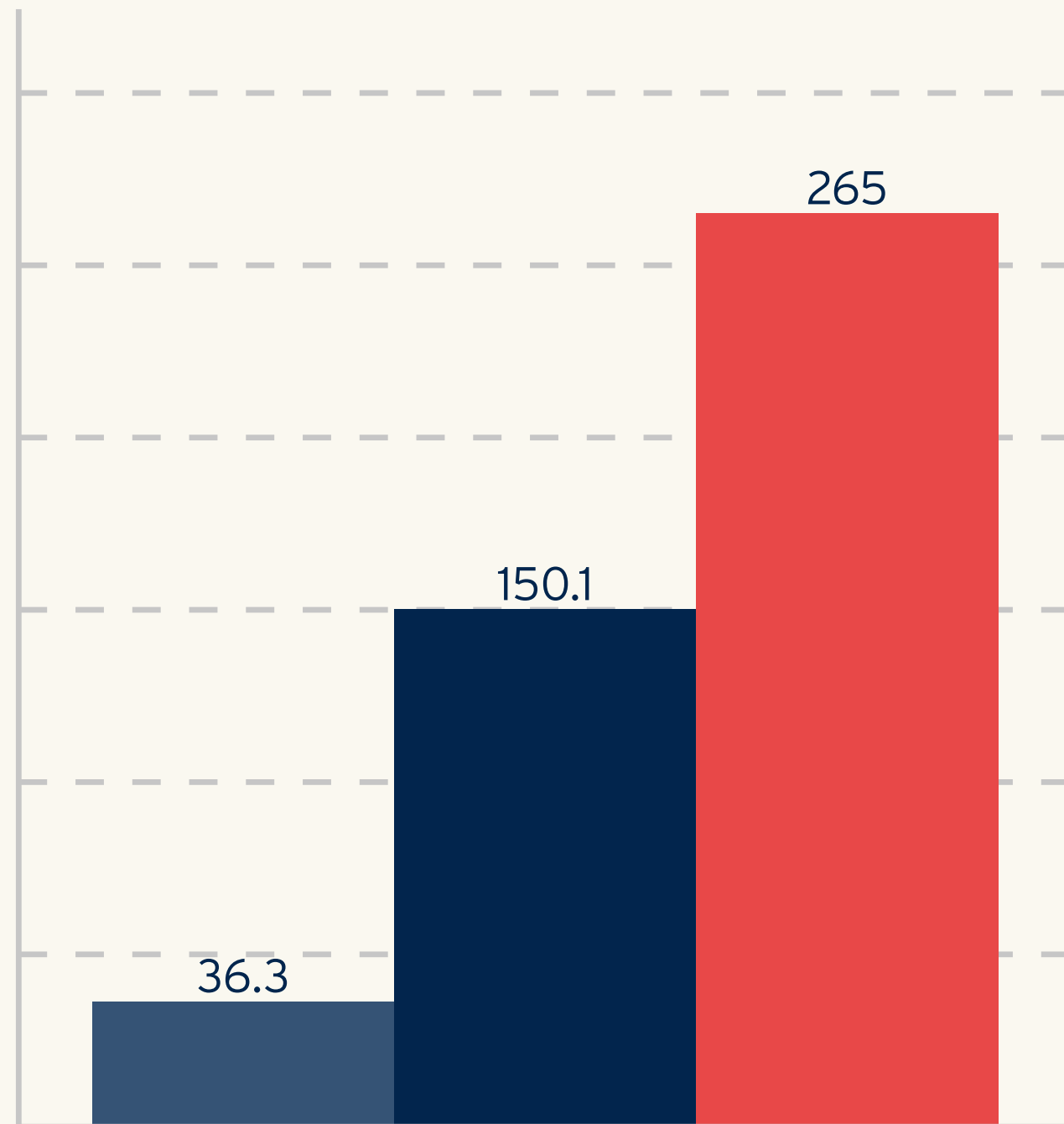
Through interactive lessons and the app-based community, users will be able to consider the challenges facing accessible technologies and design, and through their individual experiences propose solutions or resolutions to confront these challenges.



## Promoting Ideas

The app's content and community will promote thought and discussion of relevant concepts, encouraging users to discuss them, collaborate on solutions, and work to spread the knowledge and application of these concepts to others.

# Potential Users



Numbers in thousands. Statistics are for the year 2022.  
Source: Data USA, Bureau of Labor Statistics

- Design & Applied Arts Students
- Employed Designers
- Freelance Graphic Designers, estimated

## Design & Art Students

About 36,000 design and art degrees were awarded in the U.S. in 2022, in addition to several thousand more estimated to be currently enrolled in design & applied arts programs.

## Employed Designers

As of 2022, there are about 150,000 designers working full-time in the U.S., across multiple fields within the industry.

## Freelance Designers

In addition to full-time designers, an estimated 265,000 people in the U.S. engaged in freelance design work in 2022.



# Competitors

## General-purpose Learning Services

Learning apps such as Coursera, SkillShare, and LinkedIn Learning offer lessons in design and best practices.

## Design Resources

Documents and guidelines for accessible design are available online, though they often require searching.

## OpenPath has a Unique Market

While there are many learning apps and services available on the market today, none cater exclusively to accessibility challenges and accessible design.

# Next Steps

# Current Progress

## App Prototype

- OpenPath's prototype currently demonstrates signing in and the four main areas of Home, Courses, Materials, and User Profile.
- One full sample course is completed.
  - Five lessons--four topics and a review-- outline the format of the app's content
  - Each lesson contains interactive features in the form of a case study or video.
  - Lessons end with an interactive quiz.
  - Users can comment and interact after each lesson.

## Branding and Research

- OpenPath's brand currently features specific fonts and color schemes to create a unified experience across the service.
- Typefaces such as Interstate were chosen for legibility at all sizes and to exemplify the concepts it provides to users.
- Colors such as soft greens and blues were chosen for their readability when placed under white text, as well as to create a sense of calming and openness.
- Brand elements were developed with the purpose of readability and ease of access.

# Development

## Creating the App

- Based on the currently available prototype, the next step would be to begin building a working, publishable app.
- Research and testing are necessary to ensure OpenPath embodies the accessibility concepts it features and fully serves the needs of its intended user base.
- Sources of the app's content will need to be determined.
  - Researching, formatting lessons
  - Developing multimedia content
  - Hosting courses and documents

## Building a Service

- As a dynamic, online service, OpenPath would need necessary infrastructure to be able to continuously publish and update content, as well as allow interactive features such as file hosting and community discussions.
- Community content, such as chats, would potentially need moderators or other forms of monitoring for harmful content.
- Necessary infrastructure would include servers, communications equipment, and development software.
- The app would also need software engineers to ensure the content and interactive features continue to perform as expected.

# Funding

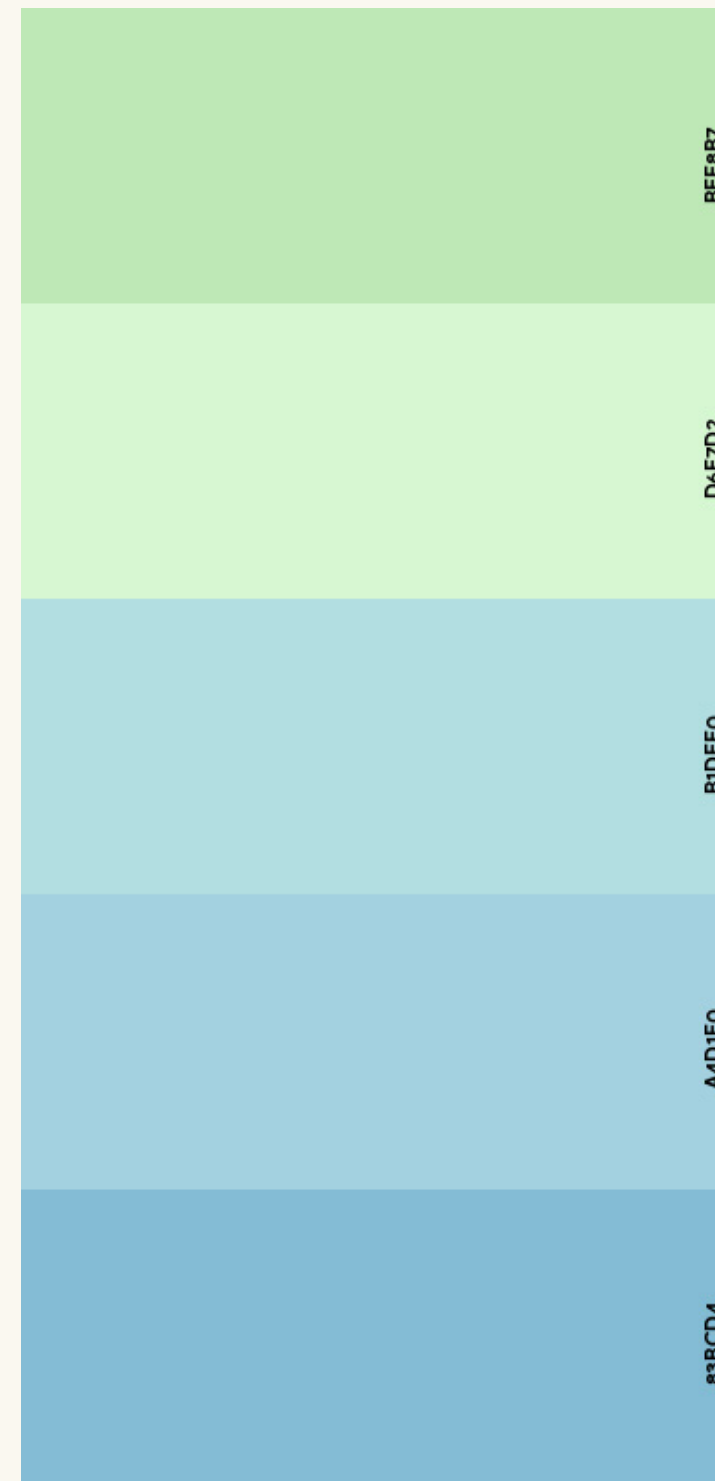
## Funding Opportunities

- OpenPath will need a source of revenue to fund development and cover costs.
- As an educational app, clients such as universities could potentially purchase enterprise licenses to provide the service to students.
- OpenPath could also seek sponsorships or partnerships with colleges or universities, being developed on their behalf.
- Private companies could also seek to develop OpenPath as their product or offered with their other services.
- For content:
  - Universities can assist in producing lessons
  - Content creators or other professionals can help produce learning content and expand the service's image

## Possible Funding Strategies

- Advertisements
- Paid app/in-app purchases
- College/company sponsors
- Funding: gifts/private donations
- Content creators: partnerships, sponsorships, content
- Partnerships with other services (Adobe, Figma, etc.)

# Branding



# Questions?

Contact:  
Brandon Apicella  
[apicellabrandon@gmail.com](mailto:apicellabrandon@gmail.com)