

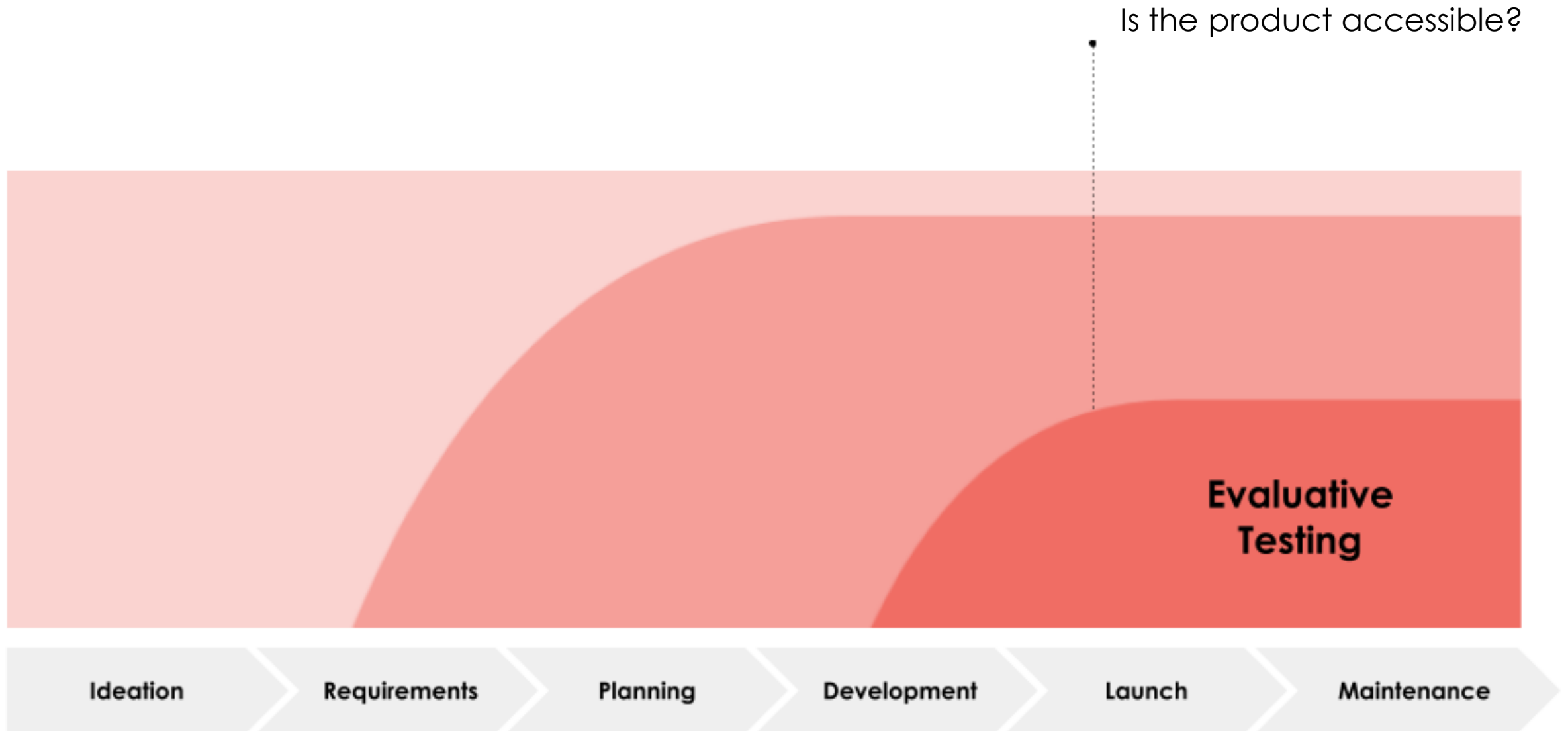
Inclusion & Innovation:

How Partnerships, Collaboration, and Policy Creates Change

- Zachary Bastian, Sr. Manager for Strategic Alliances, Verizon
- Dr. Tom Pey, CEO & Founder, WayMap
- Dr. Claire Ferrari, Principal Accessible UX Researcher, Verizon
- **Moderated by:** Tony Stephens, AVP for Communications, AFB

Technology serves people best
when they participate in its design

Common Approach



Inclusive earlier

- Who are our users?
What are their needs?

- Are we building the right solution?
Is it going to be accessible/usable?

- Is the product accessible
and usable?

**Generative
Research**

**Iterative
Research**

**Evaluative
Research**

Ideation

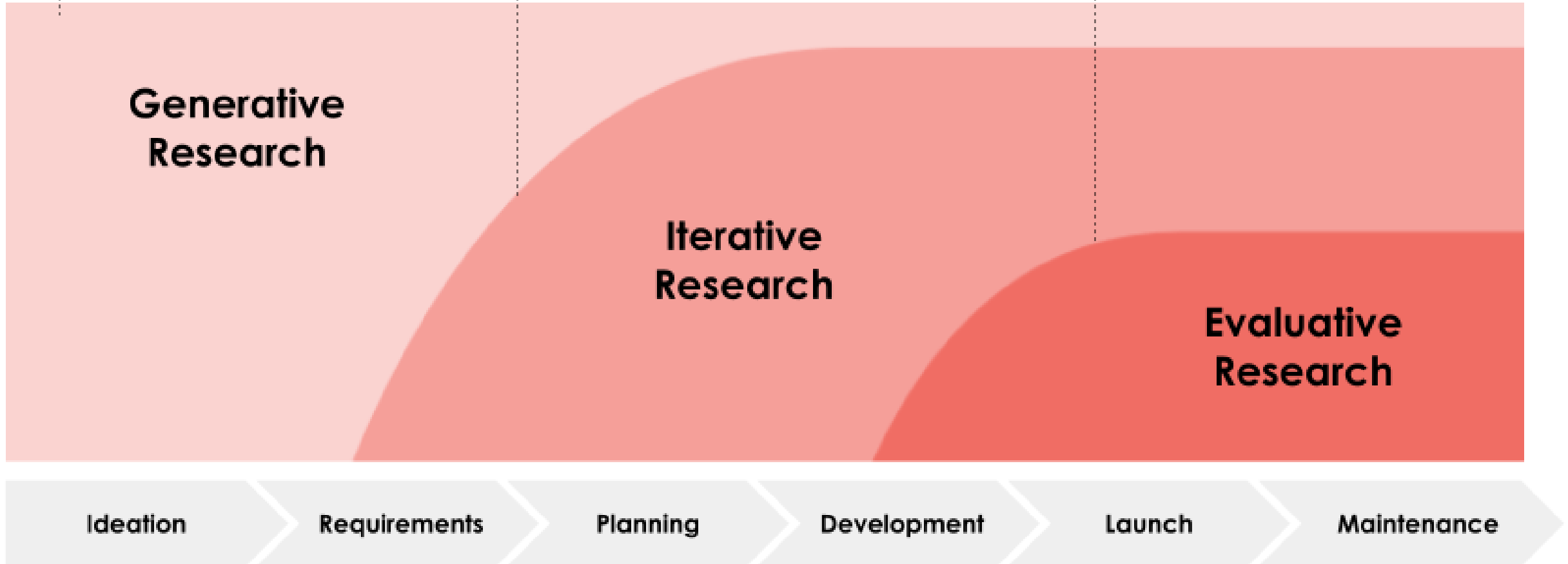
Requirements

Planning

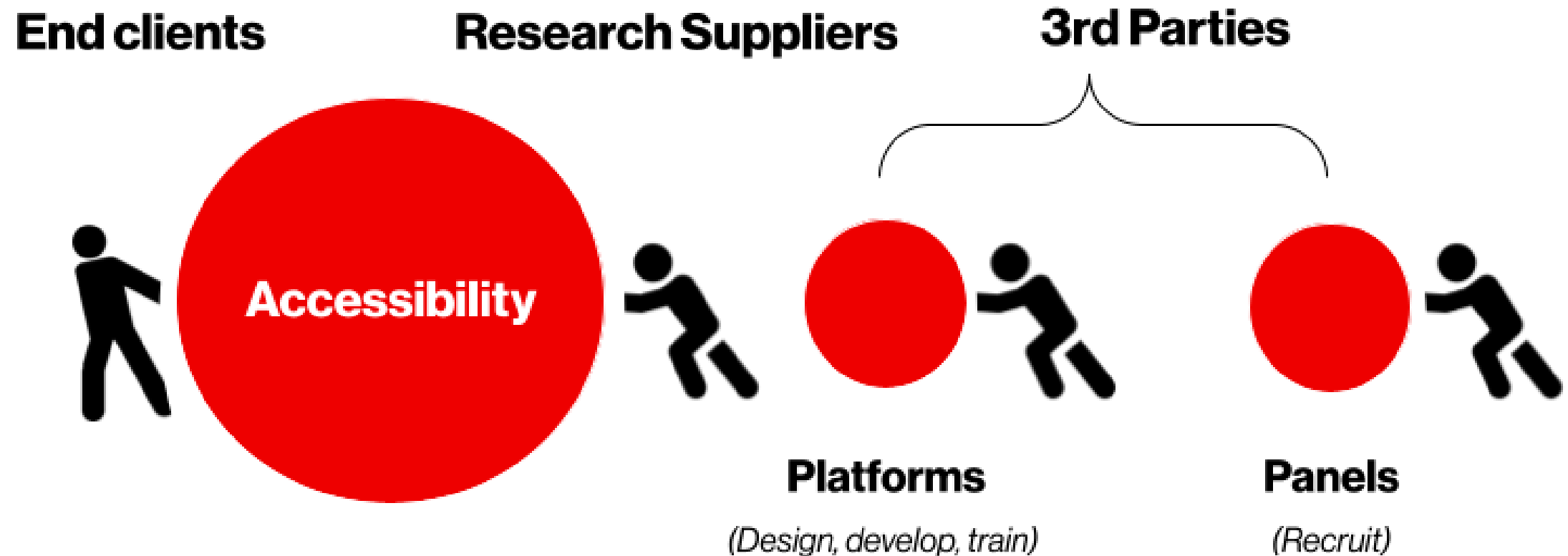
Development

Launch

Maintenance



Industry Interdependence



Accessible Insights Consortium goals:

- Ensure representation of people with disabilities in research
- Continuously evolve a set of research recommendations
- Collaborate across segments (clients, suppliers, 3rd parties)
- Create conversation within the broader research community



Discussion