DIGITAL INNOVATION LAB

Consulting Services

Ingenium

Canada

WORKING WITH THE
DIGITAL INNOVATION LAB

Working with the lab offers a unique opportunity to connect, collaborate, and create in an innovative hub that improves access to digital experiences.

We provide the space, tools and specialized equipment to help you design, enhance, test and deploy your digital product against the highest standards in digital accessibility to address a wide variety of needs.

Above all, we provide ACCESS

Access to an innovative space for 3D scanning, modeling, and rendering

Access to Ingenium's expertise, networks, audience, and unique collection of artifacts

Access to digital technology, AV suites, and advanced 3D scanning hardware and software that can quickly digitize large objects and spaces at a high level of fidelity and speed

DIGITAL ACCESSIBILITY: A NEW PATH FORWARD

There are over six million people with disabilities in Canada. Organizations must start finding, removing, and preventing barriers now.

Providing access for all is a basic human right.

Whether through 1:1 consultation, webinars and workshops, or accessibility audits, we offer customized support to take your organization on its journey towards accessibility.

Collaborate to Innovate

We partner with organizations that seek to develop products that are community-based and inclusive, and to help advance the development of digital accessibility standards and practices for everyone's benefit.

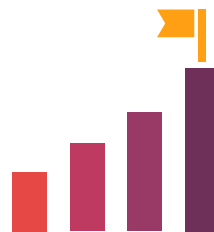## Benefits of investing in digital accessibility

Drive Innovation

Accessibility features in products and services often solve unanticipated problems

Enhance Your Brand

Diversity and inclusion efforts are so important to business success and are accelerated with a clear, well-integrated accessibility commitment

Extend Market Reach

The global market of people with disabilities is over 1 billion people Accessibility improves the digital experience for all users

Minimize Legal Risk

Canada is a world leader in ensuring that private and public organizations comply with strict accessibility standards and legislation, as per the *Accessible Canada Act*

WEBINARS AND WORKSHOPS

The Digital Innovation Lab offers paid webinars and hands-on workshops for teams interested in developing their skillsets in user experience (UX), digital, 3D, and accessibility.

Topics include

• UX Workshop: Reframing Challenges Using Design-Thinking
• UX data collection and user testing of digital products
• Accessibility Workshop for Digital Products
• 3D Digitization

Who

Any team in a visitor-serving industry (including museums, science centres, art galleries, other cultural heritage institutions, Government of Canada, start-ups, academic institutions, and more)

Webinars

Webinars are virtual, one-hour sessions for a large number of people that give an overview of the topic followed by a question period

Workshops

• Hands-on workshops are offered both in-person and online and give in-depth training on the topic
• Offered as a half-day or full-day session
• For teams of 10-30 people

The following are examples of workshops we offer; however, we can work with you to customize the workshop to your specific needs.

USER EXPERIENCE WORKSHOP

UX Data Collection and User Testing of Digital Products

Full-day workshop
In-person or virtual

This workshop introduces participants to the fundamentals of user experience (UX) as it relates to data collection and user testing. Participants will learn about the different methods for data collection from surveys and software, to prototyping and testing.

Participants will learn about different modes of testing including card sorting, AB testing, formal in-person testing with a prototype, and remote testing sessions including tips and tricks so that you can run them successfully on your own.

Participants will leave the hands-on workshop feeling confident that they can use these tools independently.

The workshop will cover:

- Data Collection including:
  — Surveys
  — Software
  — Prototyping and testing

- Different modes of user testing including:
  — Card-sorting
  — AB testing
  — Formal testing sessions
  — Remote testing

- Agile, iterative approach to developing your prototype

Participants will:

- Learn from and engage with experts in the field

- Be given tools and tips

- Participate in interactive break-out sessions

- Receive a summary handout for take-home

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USER
EXPERIENCE
WORKSHOP

UX Workshop: Reframing Challenges Using Design-Thinking

**Half-day workshop
In-person or virtual**

Participants in this workshop will engage in various UX activities that are used in the design industry to get into the mindset of the user and build a stronger product for them. The tips and tools learned in this workshop can be easily applied to your own company projects with your own unique visitors/users.

Participants will leave the hands-on workshop feeling confident that they can use these tools independently.

The workshop will cover:

• Introduction to Design-Thinking
• The 5 Whys
• Personas
• Jobs to be Done
• How Might We

Participants will:

• Learn from and engage with experts in the field
• Be given tools and tips
• Participate in interactive break-out sessions
• Receive a summary handout for take-home

DIGITAL ACCESSIBILITY WORKSHOP

Accessibility Workshop for Digital Products

Full-day workshop
In-person or virtual

This workshop will give participants an overview of digital accessibility for web and other digital products including WCAG standards for web accessibility, a discussion on screen-readers, and how to make your websites more accessible for all.

This workshop will also review Ingenium's Accessibility Standards for Digital Products, including how to design more accessibly and inclusively for your visitors. Participants will learn about the different ways to design for visitors, and how to test their digital products for accessibility, using real-world examples from Ingenium's own accessibility projects.

Please note that this workshop will only cover digital accessibility.

The workshop will cover:

• Web Accessibility

WCAG Standards including:
— Images and ALT Text
— Making Videos more accessible
— Rich descriptions for visuals
— Colour Contrast
— Do's and Don'ts

• An overview of Digital Accessibility for:

— Floor Kiosks
— Websites and web-based content
— Other multi-media products

• The Ingenium Accessibility Standards for Digital Products

• Running your own accessibility testing

Participants will:

• Learn from and engage with experts in the field

• Be given tools and tips

• Participate in interactive break-out sessions

• Receive a summary handout for take-home

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3D DIGITIZATION WORKSHOP

3D Digitization

Full-day workshop
In-person

This workshop will give participants an overview of the basics of 3D digitization including photogrammetry, 3D scanning, 360 photos, and how they can be used to engage your audience.

This workshop will talk about the benefits of 3D digitization, the different file types and outputs (including 3D printing, gaming, online collections, etc.), how it can help in the conservation effort, and special considerations like copyright infringement.

Participants will learn how to 3D scan an object using one of the Digital Innovation Lab's state-of-the-art 3D scanners, and discover the work involved in post-production.

The workshop will cover:

• The different types of 3D digitization
• The benefits of digitization
• File types and outputs
• Hands-on experience with a 3D scanner
• An overview of post-production and the work involved
• Copyright considerations

Participants will:

• Learn from and engage with experts in the field
• Be given tools and tips
• Participate in interactive break-out sessions
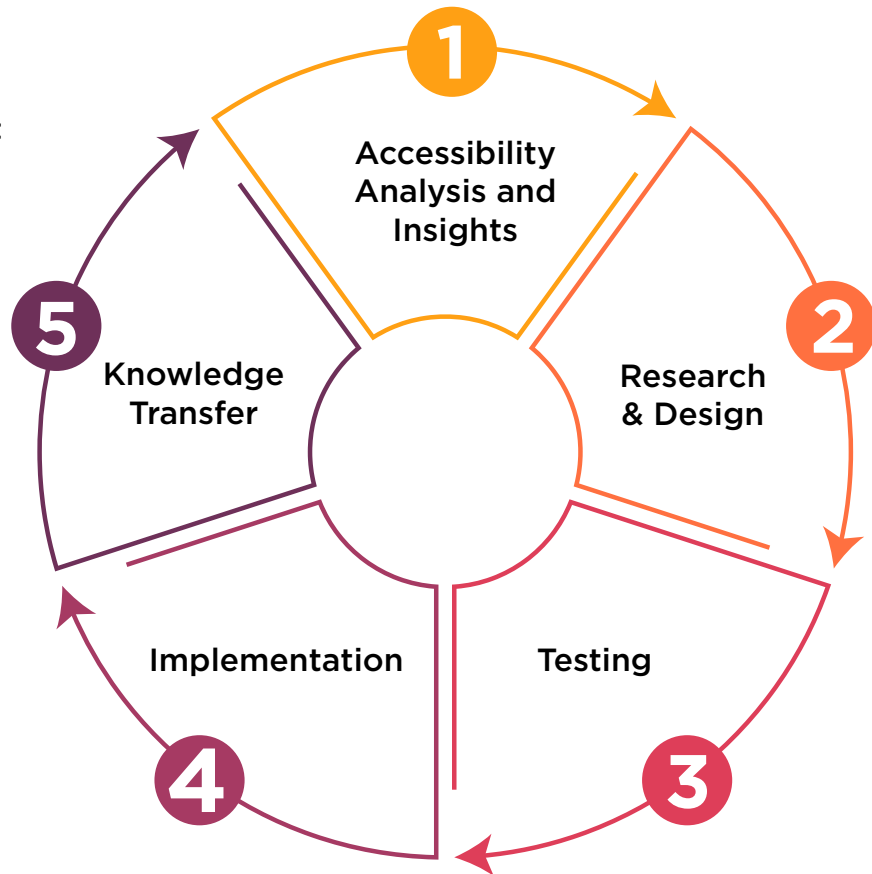• Receive a summary handout for take-home

DIGITAL ACCESSIBILITY AUDITS

We offer professional evaluations of the accessibility of your digital products, such as websites, games, and apps. We also check that your product conforms with the current best practices and standards and provide an audit report, which includes suggestions for improvement.

The Digital Innovation Lab is your go-to for accessibility audits because ...

• We're at the forefront of accessibility in technology and innovation

• We have the technology and software to perform accessibility audits

• We have access to a large visitor base for user testing

• We have partners and collaborators who are leading experts in the field

Our digital accessibility audit is tailored to your specific needs and goals, wherever your organization is on your accessibility journey.

1 **Accessibility Analysis and Insights**

2 **Research & Design**

3 **Testing**

4 **Implementation**

5 **Knowledge Transfer**

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ABOUT THE DIGITAL INNOVATION LAB

Unique in Canada, the Digital Innovation Lab connects national and international collaborators with Ingenium's user experience (UX), interpretive, and digital experts to develop digital accessibility solutions, methods and products to help improve access to museums spaces, collections, and experiences for all Canadians.

For more information:

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