Inclusive Content Adoption Recommendation Tool

This map is a design concept for a web-based inclusive content adoption recommendation tool (ICART) that delivers meaningful and efficient feedback adoption environment.

**OBSERVATIONS & PROBLEMS**

- There are so many tools and applications for reps to use on the job, I find it so much easier to maintain and update which one is the best for what.
- I have to manage all of the usernames and passwords associated with all the applications I use. How can I deal with all of these changing passwords?
- I try to keep track of my campus objectives and struggles with how to do that now.

**IDEAS & CONCEPTS**

- With too many content formats available how can I be aware of these to more efficiently personalize content adoption?

**STAGES IN CONTENT ADOPTION**

- ADOPTION AWARENESS
- ADOPTION ACTIVITY
- STAKEHOLDER INTERACTIONS
- ENGAGEMENT ACTIVITY
- PROGRESS

**GUIDING EXPERIENCE PRINCIPLES**

- Efficiency
- Adaptive
- Support
- Feedback
- Discovery
- Values

**GUIDING ENVIRONMENT PRINCIPLES**

- Assistive
- Personal
- Inclusive
- Adaptive
- Discovery
- Environment

**ICART**

Major Research Project by Andrei Dacko