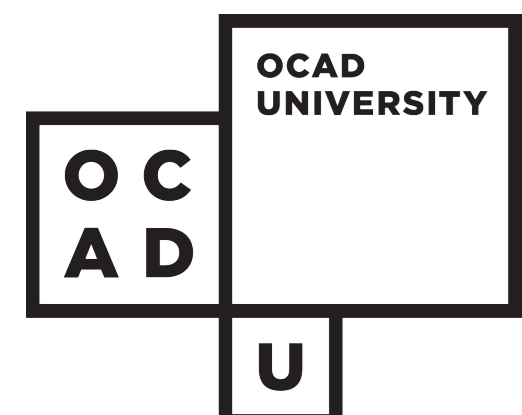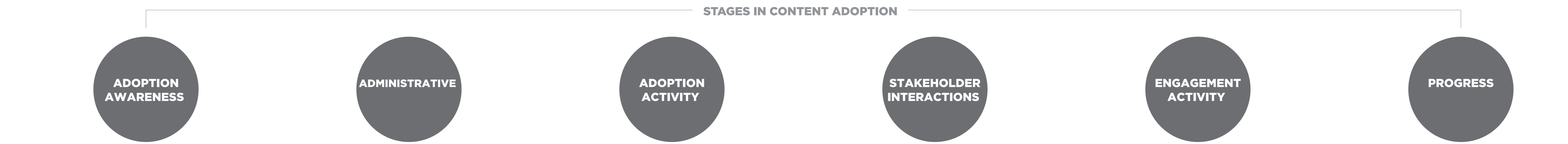| ADOPTION AWARENESS	ADMINISTRATIVE	ADOPTION ACTIVITY	STAKEHOLDER INTERACTIONS	ENGAGEMENT ACTIVITY	PROGRESS

ICART

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 functionality aligned with the adoption process activities of higher education sales reps and relevant to today's hybrid print-digital content adoption environment.

GUIDING EXPERIENCE PRINCIPLES
- Efficiency
- Adaptive
- Assistive
- Feedback
- Discovery

GUIDING ENVIRONMENT PRINCIPLES
- Value-add
- Inclusive
- Personal
- Disruptive
- Engaging

OCAD UNIVERSITY

Major Research Project by
Andrei Dacko

OBSERVATIONS & PROBLEMS

I lose sight of the key questions that I need to ask professors to get background information about an adoption.

It seems like there is a lack of awareness of the activities that have to happen to fully service an adoption. How can they be made more transparent and trackable?

With so many content formats available how can I be aware of these to more effectively personalize content adoption?

There are so many tools and applications for me to use on the job. I wish there was an easier way for me to remember which one to use when.

I hate managing all of the user names and passwords associated with all the applications I use.

I have to plan each of my campus visits but I struggle with how to do that best?

I work so many adoptions in so many schools that I have a hard time keeping track of which one is happening when.

Sometimes I miss certain adoption communicatons because there are so many and across different platforms. I wish they could all filter into one place by adoption.

I know there are a lot of in-house people that support me in my role but I have trouble understanding who they are and when and how to use them?

I'm told the bookstore is important but I don't know how to leverage it to help me?

Communication during the adoption process is usually 1:1 between adoption stakeholders. A means to enable more inclusive dialogue between all adoption stakeholders is needed.

Focus on textbook only is not enough for successful content adoptions. A more inclusive approach to selling content that extends beyond the book would be helpful but how can I do that?

Students are clearly the end users of any adoption outcome yet few professors I talk to admit to understanding their needs. How can I involve the students?

Many professors do not address the needs of students across ALL levels of ability when making adoption decisions. I wish I new how to help them.

When working adoptions I find it very difficult to gauge adoption progress . I wish there was a quick and easy way for me to receive input from all adoption stakeholders about adoption progress.

My boss gives me feedback about my sales performance but I receive no feedback from other adoption stakeholders outside of my organization. A quick way to get more inclusive feedback would be more meaningful and help focus my work.

IDEAS & CONCEPTS

Essential Questions Checklist (early stage)
Checklist of recommended most essential questions to ask at the outset of an adoption.

Engagement Checks by Adoption Timeframe
Checklist of recommended methods/acivities rep should employ and complete throughout duration of adoption process sortable by early, mid and late adoption timeframe.

Format Type by Scenario Recommendation Sorter
Format options available for selection based on adoption requirements are listed and sortable based on needs scenario

Application Recommendation Search
Search capability for rep to enter query about what application to use based on what adoption function he/she needs to carry out . Once found rep can click on linked application and will be taken to application log in screen

One login. One password.
One login for everything. One portal that integrates all rep-related applications.

Campus Plan Recommendation Check list
Checklist for rep with recommendations on how to carry out and structure campus plan

Interactive Timeline by Adoption
Shows single timeline of all adoption activities by school or of activities specific to an individual adoption. This includes ability to track and view comments, ability to exchange adoption resources and view upcoming adoption milestones.

Adoption Discussion
Discussions specific to different adoptions can occur seamlessly in one place with transparency to contributing stakeholders.

In-house Support Look up
Ability to look up available in-house support by role to provide rep with understanding of key players and who they can help during the adoption process.

Bookstore Checklist
Checklist for rep of recommended bookstore activities to complete during adoption process.

Adopton Specific URL
Adoption specific URL that each stakeholder can click on and then input, via feedback form, any communication unique to that adoption.

General Engagement Recommendation Checklist
Checklist of recommendations for ways in which rep can engage adoption stakeholders other than students.

Student Engagement Recommendation Checklist
Checklist of recommendations for ways in which rep can engage students currently enrolled in course looking to adopt new content.

Accessibility and Inclusivity Recommendation Checklist
Checklist of recommendations for ways in which the rep can integrate treatment of accessibility and inclusivity as part of the adoption process.

Facebook Integration
Performance/progress feedback can be provided and accessed through facebook.

My Performance
Graphical representation of reps adoption performance to date based on collectve feedback from all adoption stakeholders

Personalization of Performance Criteria
Rep can personalize performance criteria he/she wants to be received and reported on at the school or individual adoption level.