Event Transcript

**Forward Together: Accessibility and Inclusion for All**

Presented by David Best of BEST Accessibility Consulting

Hosted by Windsor Hackforge

Monday, May 26, 2025

00:33:49.000 --> 00:33:58.000

Windsor Hackforge: Beautiful. Okay. So thank you, everybody for joining us tonight. We appreciate your patience while we sorted through some.

00:33:58.000 --> 00:34:05.000

Windsor Hackforge: Technical difficulties. If you have. Never tried to.

00:34:05.000 --> 00:34:13.000

Windsor Hackforge: Fix audio issues with zoom. Then you're lying. So my name is Lauren Hutches. I'm the managing director of Windsor Hack porch.

00:34:13.000 --> 00:34:21.000

Windsor Hackforge: Very happy to have you all here with us tonight, for our. 1st event of the 2025.

00:34:21.000 --> 00:34:26.000

Windsor Hackforge: National accessibility, week. Today we've got an excellent speaker.

00:34:26.000 --> 00:34:36.000

Windsor Hackforge: David best. He is gonna be sharing some. Excellent knowledge, expertise, and insights with us. If you've got questions for David as we go.

00:34:36.000 --> 00:34:46.000

Windsor Hackforge: You can go ahead and put them in the chat. I'll read them out to him. At a time when it is appropriate. So if your question is, Oh, man.

00:34:46.000 --> 00:34:57.000

Windsor Hackforge: Your audio just cut out. I'll deal with that immediately. If your question is something a little bit less time sensitive, I'll ask it. Uh, when we have a natural break in the programming.

00:34:57.000 --> 00:35:05.000

Windsor Hackforge: So we are going to be recording tonight's event. Just a heads up for everybody on that. The video may be posted.

00:35:05.000 --> 00:35:11.000

Windsor Hackforge: To our Youtube channel. If David. Agrees that it can be. That's his call.

00:35:12.000 --> 00:35:21.000

Windsor Hackforge: Um. And with that I'm going to pass it over to Mr. David Best. Okay, thanks. Thank you, Lauren. Thank you.

00:35:21.000 --> 00:35:31.000

Windsor Hackforge: This is, this is great. I really appreciate your your. Patience and the opportunity to to be here. So um.

00:35:32.000 --> 00:35:40.000

Windsor Hackforge: This meeting is to kick off the week for the Canada National. Access, ability, awareness, week.

00:35:41.000 --> 00:35:53.000

Windsor Hackforge: And really, what that's all about is across Canada communities all across the country are taking this week to say. Let's celebrate what we've done over the year, and.

00:35:53.000 --> 00:36:06.000

Windsor Hackforge: In this week we say, Okay, those businesses, those local companies that took the time and effort to make changes. Whether they did small things like braille menus, or made spaces for wheelchairs.

00:36:06.000 --> 00:36:13.000

Windsor Hackforge: We like to show them the gratitude and congratulate them for their efforts. So that's what this week is all about. So.

00:36:13.000 --> 00:36:18.000

Windsor Hackforge: It's all about building inclusion. Community, by community.

00:36:18.000 --> 00:36:30.000

Windsor Hackforge: And so our community, Windsor, is hopefully going to participate in this. This. Celebration. So here we are, and I'm gonna try and kick it off because we have a number of things going on all week.

00:36:32.000 --> 00:36:45.000

Windsor Hackforge: So the question is, what does our local community have to contribute to our week? And tell you the truth, I I find it rather disappointing that we really don't have very many businesses that have.

00:36:46.000 --> 00:36:54.000

Windsor Hackforge: Step forward to say what they've done and what they're trying to do. Businesses in in Windsor seem to be.

00:36:54.000 --> 00:37:03.000

Windsor Hackforge: Totally unaware of. Accessibility challenges and things they can do, and I'm hoping by next year we will.

00:37:03.000 --> 00:37:13.000

Windsor Hackforge: Maybe have more businesses involved. Even the city. I'm disappointed that we don't have a city city representative to kick off this week for us.

00:37:13.000 --> 00:37:25.000

Windsor Hackforge: Obviously they're too busy to to participate. But we, we need to get our city more involved with the disability community. If we're going to break this cycle.

00:37:25.000 --> 00:37:34.000

Windsor Hackforge: Of poverty, and the same with journalism and radio. I don't hear anything on the radio or in the news.

00:37:34.000 --> 00:37:44.000

Windsor Hackforge: About accessibility week. So I'm not quite sure what we're celebrating here in Windsor. But I do want to point out 2 organizations that I believe.

00:37:44.000 --> 00:37:48.000

Windsor Hackforge: Have made a difference, and are. Actual.

00:37:49.000 --> 00:37:58.000

Windsor Hackforge: Leaders in this whole area. So 1st of all. I want to thank Hackforge for giving us this platform for giving us a voice to.

00:37:58.000 --> 00:38:07.000

Windsor Hackforge: Give us a chance to talk about the accessibility issues and to. Um try and form a partnership with our community.

00:38:07.000 --> 00:38:22.000

Windsor Hackforge: And the second organization that I'd like to mention is elevate, elevate over the past year has. Demonstrated leadership by action. It's not just words. They actually have taken the effort to build right into their.

00:38:23.000 --> 00:38:40.000

Windsor Hackforge: Um processes the business processes, the accessibility standards. So every website they create. Has the accessibility standards and is compliant. So eventually, we're going to get every website in Windsor, Essex, fully compliant.

00:38:46.000 --> 00:38:49.000

Windsor Hackforge: Now, did I lose my focus. Mhm.

00:38:51.000 --> 00:39:02.000

Windsor Hackforge: Yeah, okay, here we are cool. Okay. Um. So who should be participating in this thing? Well, everybody and anybody that's interested in.

00:39:02.000 --> 00:39:10.000

Windsor Hackforge: Um, making our community a prosperous community, making our community a leader in in the Canadian landscape. Um.

00:39:14.000 --> 00:39:22.000

Windsor Hackforge: You know, Windsor has a lot of potential. And we need leaders that see that potential and will take action.

00:39:22.000 --> 00:39:33.000

Windsor Hackforge: To um. To join, to join with us, and to actually make changes, so we can grow.

00:39:33.000 --> 00:39:37.000

Windsor Hackforge: So in this session I'm going to be. Challenging the leaders to.

00:39:38.000 --> 00:39:46.000

Windsor Hackforge: Um. Think about their motives, and to think about how their organization is structured.

00:39:47.000 --> 00:39:53.000

Windsor Hackforge: Perception, you know, is reality. Thinking. That you thinking that you.

00:39:53.000 --> 00:40:08.000

Windsor Hackforge: Wanna be a leader is not necessarily being a leader. The question is, are you recognized as being a leader? So if we were to ask. Communities across Canada. If Windsor is a recognized leader, I don't think we'd get much of a response at this point in time.

00:40:09.000 --> 00:40:19.000

Windsor Hackforge: So as as changers, as as change makers. I encourage you to. Um. Think about how we can move forward and.

00:40:19.000 --> 00:40:25.000

Windsor Hackforge: How we can work together. I wanna have us to.

00:40:25.000 --> 00:40:30.000

Windsor Hackforge: Change, our. Method or mode from awareness.

00:40:31.000 --> 00:40:38.000

Windsor Hackforge: To actually leadership with action. Okay.

00:40:42.000 --> 00:40:51.000

Windsor Hackforge: Okay, what are the objectives? Well, the objectives in this type place is to create a space for creativity. For collaboration and for innovation.

00:40:53.000 --> 00:40:59.000

Windsor Hackforge: You know, in the existing global landscape. There are 2 primary forces.

00:41:00.000 --> 00:41:03.000

Windsor Hackforge: That shape, our community. Um.

00:41:04.000 --> 00:41:13.000

Windsor Hackforge: And that's the the innovation and the human rights trends that we're going to look at. So during this session.

00:41:14.000 --> 00:41:21.000

Windsor Hackforge: I'm gonna examine the organization's system. Systemic barriers that limit.

00:41:21.000 --> 00:41:29.000

Windsor Hackforge: Community engagement and economic. Participation. And hopefully, anybody that is a leader of a business.

00:41:30.000 --> 00:41:41.000

Windsor Hackforge: We'll take note and see what their strategies are that are creating systemic barriers. So a community can only thrive.

00:41:41.000 --> 00:41:58.000

Windsor Hackforge: If we're open. If we have an open dialogue. And of course, that requires accountability, transparency, and responsiveness. And quite often it's the responsiveness that that we're missing. So I encourage you to help me take a bold step in forming a.

00:42:00.000 --> 00:42:09.000

Windsor Hackforge: Transition that we can transition our community from a symbolic. Inclusion, the true belonging.

00:42:11.000 --> 00:42:26.000

Windsor Hackforge: Okay, uh. Okay, yeah. If if you think you know a lot about disability, I encourage you at some point afterwards, go here and test your knowledge on that website.

00:42:26.000 --> 00:42:36.000

Windsor Hackforge: This website, you'll notice that I'm not using Powerpoint. I'm using an HTML. Um tool that I've developed to help give presentations because HTML is.

00:42:37.000 --> 00:42:42.000

Windsor Hackforge: Accessible to everybody, and Powerpoint is not. And um.

00:42:43.000 --> 00:42:57.000

Windsor Hackforge: Also, there's resources here that you can use, and if you're interested in using it, there are help information here. Okay, my my journey. Um.

00:42:58.000 --> 00:43:02.000

Windsor Hackforge: I encourage you to. Check out my.

00:43:02.000 --> 00:43:07.000

Windsor Hackforge: To Youtube, where I have my. Accessibility, journey.

00:43:07.000 --> 00:43:19.000

Windsor Hackforge: The accessibility challenges from. Right through from school to work. And I encourage you to subscribe to my podcast if you're interested in learning, more about practical accessibility, insights.

00:43:19.000 --> 00:43:33.000

Windsor Hackforge: But the most important thing is stories. You know, we really build relationships and get to know by story. So. I'm hoping to build a community where we can share stories. And I'm going to start by giving you my story.

00:43:34.000 --> 00:43:44.000

Windsor Hackforge: So I was born in the city of Windsor. At the age of 5 I developed glaucoma. Uh. For the next 2 years I was in and out of hospital.

00:43:44.000 --> 00:43:56.000

Windsor Hackforge: I missed a lot of school, so I spent 2 years in grade one. When I turned 8 years old it was decided that I should go to the school. Brantford. Which is a residential school for blind and low vision.

00:43:56.000 --> 00:44:12.000

Windsor Hackforge: Children, and I spent the next 10 years there with limited contact with family and neighborhood friends. Over that period. During the 10 years I slowly lost more and more vision, and by the time I reached Grade 10.

00:44:12.000 --> 00:44:22.000

Windsor Hackforge: It suddenly hit me that I could barely see anything, and it really struck me that I was having a hard time. Reading, or even seeing anything right in front of my face.

00:44:23.000 --> 00:44:36.000

Windsor Hackforge: And it was a difficult time, because when you're losing your vision, it's a very challenging thing I had no one to talk to. I was frustrated with school. So what does a teenager do? They drop out? I dropped out of school. I went home and.

00:44:37.000 --> 00:44:54.000

Windsor Hackforge: My mother, like most mothers, said, Well, get a job or go to a local high school, and she encouraged me to local high school. She set appointments up for about 3 or 4 high schools, and every one of them turned me down. They told me to go back to Branford because they didn't want their insurance to go up with me. There.

00:44:54.000 --> 00:45:04.000

Windsor Hackforge: However, I decide I can't do this, and my mother said, Well, there's 1 more school. So she set up an appointment at Forrester Collegiate. I went there.

00:45:05.000 --> 00:45:11.000

Windsor Hackforge: And when I walked in they scared me. You know you can't.

00:45:12.000 --> 00:45:25.000

Windsor Hackforge: Know what it feels like when somebody accepts you when somebody shows value in you. They wanted me to start right that day. They thought it was a great idea. They had all kinds of. Teachers willing to help.

00:45:25.000 --> 00:45:34.000

Windsor Hackforge: Of course, I said I would take a week to think about it, because I'm you know. It was just overwhelming. But as I thought about it, you know the enthusiasm they showed.

00:45:34.000 --> 00:45:50.000

Windsor Hackforge: Was was amazing. And so I said, I'm going to try it. So I went back to school. I graduated with 3rd grade 13 from Forrester. The teachers were fantastic, I would never have gotten my my chemistry, physics, and advanced math.

00:45:50.000 --> 00:45:58.000

Windsor Hackforge: To allow me to go on to University. The students. I had more students volunteering to read and help with things than I could actually use.

00:45:59.000 --> 00:46:10.000

Windsor Hackforge: So the story there is. It's amazing what can happen if someone shows interest to. Help you and give you confidence. I went on to university, graduated with a.

00:46:11.000 --> 00:46:18.000

Windsor Hackforge: Software, engineering, degree. Started my career with air. Canada in the Microcomputer Science Development.

00:46:18.000 --> 00:46:27.000

Windsor Hackforge: And for the next 30 years. Spent a turmoil career in it that went.

00:46:27.000 --> 00:46:34.000

Windsor Hackforge: All over the place. You didn't know what. Was changing from day to day. In 2012 I retired from Ibm.

00:46:35.000 --> 00:46:58.000

Windsor Hackforge: And over the last decade I've worked with small businesses and entrepreneurs in helping them understand digital communications and how the Internet is a window into their business, and how digital communications is so important in building their brand. So that's basically my story. And.

00:46:58.000 --> 00:47:03.000

Windsor Hackforge: Um. I hope that we can get.

00:47:05.000 --> 00:47:12.000

Windsor Hackforge: More. Insights going on with our our city, so we can develop.

00:47:15.000 --> 00:47:19.000

Windsor Hackforge: More relationship. So here we are. Uh. Doctors. Okay.

00:47:23.000 --> 00:47:33.000

Windsor Hackforge: Okay. Yeah, structural challenges, you know, present all kinds of problems.

00:47:34.000 --> 00:47:43.000

Windsor Hackforge: There's accessibility barriers, which is. Barriers, you know, not only just using the Internet or social media, or reading your email.

00:47:43.000 --> 00:47:57.000

Windsor Hackforge: But there's also barriers in the physical. There's barriers and and all kinds of things. And we need to understand what those barriers are in your organization. Skill training. You know you. I'm sure most organizations have employee.

00:47:57.000 --> 00:48:03.000

Windsor Hackforge: Onboarding and training. And I have to ask, you know, does any of that include.

00:48:03.000 --> 00:48:16.000

Windsor Hackforge: People with disabilities can that skill set be translated into their way of learning? And finally, attitudes of Ableism is the biggest challenge we have in that.

00:48:16.000 --> 00:48:24.000

Windsor Hackforge: Typically in society. We are so busy with our own. World, and so many things going on.

00:48:24.000 --> 00:48:30.000

Windsor Hackforge: That the idea is that. If you can't do it my way, then you can't do it at all.

00:48:30.000 --> 00:48:36.000

Windsor Hackforge: And so we need to um. Look at these 3 things within your organization.

00:48:37.000 --> 00:48:42.000

Windsor Hackforge: To understand. How we can move forward.

00:48:43.000 --> 00:48:46.000

Windsor Hackforge: So? How does your. How does our.

00:48:47.000 --> 00:48:59.000

Windsor Hackforge: So the question is, how does our leaders understand all of these kinds of barriers? As I said, perception is reality, and everybody's perception is different. My challenges are different from your challenges.

00:49:02.000 --> 00:49:10.000

Windsor Hackforge: It is, and you know it's my perception, and and it's only my perception. That the city of Windsor does not accept.

00:49:10.000 --> 00:49:19.000

Windsor Hackforge: People with sensory or physical disabilities in the downtown core. Um. And my perception is that because I've had.

00:49:20.000 --> 00:49:26.000

Windsor Hackforge: No accountability. And no responsiveness from the city with regard to.

00:49:26.000 --> 00:49:34.000

Windsor Hackforge: Issues. Okay, so there's 2 global trends.

00:49:34.000 --> 00:49:42.000

Windsor Hackforge: There's the innovation trends. And there's the human rights trends. Innovation, really.

00:49:42.000 --> 00:49:54.000

Windsor Hackforge: You know, there's the vast network of joining all the Internet, the devices for prosperity, economic growth, the human rights trends is for. Building, education and culture.

00:49:54.000 --> 00:50:00.000

Windsor Hackforge: And our um. You know, a lot of companies have to look at the work life.

00:50:00.000 --> 00:50:13.000

Windsor Hackforge: Style. And what does that mean to their employees? And we need to be able to uh. Focus on both trends. And apparently, it seems to me in Windsor we're very focused on.

00:50:13.000 --> 00:50:18.000

Windsor Hackforge: The technology. But very little goes into the um.

00:50:20.000 --> 00:50:29.000

Windsor Hackforge: Human rights, the civil rights. We have very little. Interest in those areas. And I can see that in our local media.

00:50:29.000 --> 00:50:37.000

Windsor Hackforge: Where they will report on something like how wonderful it is to have traffic signals. And they forget about it.

00:50:37.000 --> 00:50:43.000

Windsor Hackforge: Um, there's no investigation as to whether those things actually work. Do? Do people actually use it?

00:50:44.000 --> 00:50:51.000

Windsor Hackforge: Also, you know, it's amazing that more than 75% of companies. Have less than 50 employees.

00:50:51.000 --> 00:50:59.000

Windsor Hackforge: Which means they fly under the aoda radar. And they're never challenged on their accessibility.

00:50:59.000 --> 00:51:11.000

Windsor Hackforge: Uh strategies. Also, it's interesting that in Canada or the statistics, Canada. Has reported that Canada has lost productivity steadily over the last decade.

00:51:12.000 --> 00:51:19.000

Windsor Hackforge: And when you think that more than 80%. Of employment is in the service. Industry.

00:51:20.000 --> 00:51:31.000

Windsor Hackforge: You would think that more investment would go into the usability and the human needs of people. Rather than into the investment. Going into the hardware of AI.

00:51:31.000 --> 00:51:38.000

Windsor Hackforge: And. All of the business hardware that we need to.

00:51:38.000 --> 00:51:49.000

Windsor Hackforge: I'm sure that everybody has had problems in working with their computer. You lose a lot of productivity when things don't work the way they want, you can't get the support.

00:51:49.000 --> 00:51:53.000

Windsor Hackforge: You have to talk to a chat. Bot! Um.

00:51:54.000 --> 00:52:07.000

Windsor Hackforge: There. There's a lot of human needs that we need to look at in the service industry. So not just in the. Um technology area. But even in the food and retail areas.

00:52:07.000 --> 00:52:12.000

Windsor Hackforge: People that work in these areas. Need to have investment into their.

00:52:12.000 --> 00:52:22.000

Windsor Hackforge: Way of working and giving them the ability to work the way they can most productively. The problem we have with productivity in Canada is, we have.

00:52:22.000 --> 00:52:31.000

Windsor Hackforge: A lot of loss due to presenteeism, that. Stats Canada calls presenteeism is, people are at work, but they're just not.

00:52:31.000 --> 00:52:39.000

Windsor Hackforge: Fully engaged. In 2,007 the United Nations came up with the Charter of Rights for People, with disabilities.

00:52:40.000 --> 00:52:46.000

Windsor Hackforge: Canada became a signature in 2010. 2 and 2 in 2,005.

00:52:46.000 --> 00:52:53.000

Windsor Hackforge: Ontario took the lead to. Um establish the aoda standards and several.

00:52:53.000 --> 00:53:05.000

Windsor Hackforge: Uh Provinces have followed. In 2019. We've had the accessible Canada Act. So there's a lot of stuff going on in both the technology.

00:53:06.000 --> 00:53:18.000

Windsor Hackforge: And in the human rights, but we have to pay attention to it as leaders. So what does this mean to our businesses? You know there's 3 basic models in our business world.

00:53:18.000 --> 00:53:27.000

Windsor Hackforge: There's the ones that are coercive. To get profit. And there's those that are deceptive, you know, for gaining power.

00:53:27.000 --> 00:53:33.000

Windsor Hackforge: And those that are businesses that are run on persuasion. Are those that build knowledge.

00:53:33.000 --> 00:53:47.000

Windsor Hackforge: Persuasion is a means of dialogue. It's engaging your clients. It's not just forcing them into. Buying your products. But it's actually taking time to know what they need and what they want.

00:53:52.000 --> 00:54:01.000

Windsor Hackforge: So you need to take a close look at your organization to see what your best practices are. You may have Dei practices.

00:54:01.000 --> 00:54:08.000

Windsor Hackforge: But do you have any supporting infrastructure that actually. Does something with those Dei practices.

00:54:10.000 --> 00:54:16.000

Windsor Hackforge: Do regulations force you to. You know, turn a blind eye to business values.

00:54:16.000 --> 00:54:28.000

Windsor Hackforge: I can talk to business leaders, and they can tell me all about their business values. But when it comes right down to it, a lot of those values are sacrificed because. There are so many things going on.

00:54:28.000 --> 00:54:39.000

Windsor Hackforge: But they don't take the time to build the supporting infrastructure. So how do you measure?

00:54:40.000 --> 00:54:49.000

Windsor Hackforge: Things like belonging, and dignity and justice. Um. You know.

00:54:50.000 --> 00:55:00.000

Windsor Hackforge: Um. I I think. A lot of people are are sort of misled. There's a lot of myths out there sometimes pay. People are misled by the.

00:55:01.000 --> 00:55:09.000

Windsor Hackforge: Um quick and easy solution. Unfortunately, there's too many organizations in Essex that. Have swallowed the.

00:55:10.000 --> 00:55:28.000

Windsor Hackforge: The the marketing uh strategy that if they subscribe to an AI overlay, they can plug a widget into their website and all of their accessibility. Strategies uh problems are gone. Well, the problem with that. It's not true. Uh, you're only creating more problems for your users.

00:55:28.000 --> 00:55:40.000

Windsor Hackforge: Secondly, you're not teaching yourself about accessibility. You're actually giving control over to a 3rd party to control your marketing. So you really need to look at those.

00:55:41.000 --> 00:55:48.000

Windsor Hackforge: Those things that come along, and if it's too easy, it probably is. Prove that it's not workable.

00:55:50.000 --> 00:56:03.000

Windsor Hackforge: And the question is, who are, who are your partners? Who do you engage with? Are you engaged with the disability community? I know we have organizations that are business organizations that talk about um.

00:56:03.000 --> 00:56:13.000

Windsor Hackforge: Work fairs and work opportunities. But do they have partners? I mean, we have a number of very qualified disability service organizations.

00:56:13.000 --> 00:56:23.000

Windsor Hackforge: And they really need the visit, the the business community, to partner with them. Um, you know uh.

00:56:25.000 --> 00:56:34.000

Windsor Hackforge: Here. There are big companies, you know, to put this in in real terms. There has been big, very big and successful companies.

00:56:35.000 --> 00:56:43.000

Windsor Hackforge: In the past that have failed, and they failed, due to arrogance, and they failed, due to system, blindness. And um.

00:56:43.000 --> 00:56:50.000

Windsor Hackforge: 2 test textbook case studies is Nortel. You know, 25 years ago or so, Nortel.

00:56:50.000 --> 00:57:02.000

Windsor Hackforge: With a very successful global company, and they failed. The studies tell us, because of system blindness. There was a lot of competition between management and departments, didn't know.

00:57:02.000 --> 00:57:18.000

Windsor Hackforge: What each other was doing. The other one was uh blockbusters for those who are old enough to know what video is on. Tapes. We used to be able to rent the videotapes, and they thought that digital mute videos would never take place. And.

00:57:18.000 --> 00:57:33.000

Windsor Hackforge: Well, what happened is they went out of business. Okay. So what we want to look at is in this session, primarily is 4 basic strategies. You need to look at.

00:57:33.000 --> 00:57:48.000

Windsor Hackforge: 1st strategy. The principle is dignity, and dignity is all about marketing, marketing with integrity. The second one is independence. And independence is a strategy that helps you build effective communications.

00:57:49.000 --> 00:57:56.000

Windsor Hackforge: The 3rd one is integration. An integration is a is a practical strategy about valuing.

00:57:57.000 --> 00:58:14.000

Windsor Hackforge: Human engagement, and the last one is equality and equality really is about stabilizing processes within your business. Okay, I'm going to.

00:58:17.000 --> 00:58:25.000

Windsor Hackforge: Yeah. So we're gonna move to the next one. And I keep losing my audio. So.

00:58:26.000 --> 00:58:40.000

Windsor Hackforge: I am okay. Here we go. Okay, here we go. Um.

00:58:40.000 --> 00:58:45.000

Windsor Hackforge: I'm going. By guess here, because I've lost my audio. Okay.

00:58:45.000 --> 00:58:54.000

Windsor Hackforge: Are you okay? Where are we? Have my home. Slide? 3. Okay, so what are the characteristics? Um.

00:58:55.000 --> 00:59:08.000

Windsor Hackforge: Lauren. Yeah, I've lost track of time. What what is it? It is currently 6, 35. Oh, okay, I gotta get moving on this. Okay, um characteristics of marketing. Okay? So.

00:59:08.000 --> 00:59:18.000

Windsor Hackforge: Um. We don't have a pure democracy. You know, we have a lot of government regulations that tie us down. So we need to follow these regulations.

00:59:18.000 --> 00:59:25.000

Windsor Hackforge: But regulations are important because they basically establish a norm in society. And um.

00:59:30.000 --> 00:59:42.000

Windsor Hackforge: So the first, st the 1st thing that we do for for um. Our business is, you know, the benefit we have is privacy. We we can create a private business. We can do.

00:59:43.000 --> 00:59:55.000

Windsor Hackforge: Uh what we want we have. The second thing is freedom. We have the freedom to do what we want with that business, and 3rd is motive. You know most entrepreneurs are very highly motivated, and you have to have a motive.

00:59:55.000 --> 01:00:03.000

Windsor Hackforge: Um customers is what drives the. Um supply and demand.

01:00:05.000 --> 01:00:13.000

Windsor Hackforge: Um? Does your organization understand the difference between. What the user needs and what the user wants.

01:00:14.000 --> 01:00:21.000

Windsor Hackforge: So customer needs are those basic things like water. Shelter, education.

01:00:22.000 --> 01:00:32.000

Windsor Hackforge: All the very basic things. And the wants are those things that are over and above that give us a higher quality of life.

01:00:32.000 --> 01:00:38.000

Windsor Hackforge: You know we like our cars. We like our. Computers. We like all the fancy things.

01:00:40.000 --> 01:00:46.000

Windsor Hackforge: But you know none of these things help. You can have a brilliant idea. But if people don't catch your dream.

01:00:46.000 --> 01:01:00.000

Windsor Hackforge: They're not going to buy into it, and I can tell you that um. Well, one example, you know, I can walk into a fast food restaurant. And today.

01:01:00.000 --> 01:01:18.000

Windsor Hackforge: They've installed in a lot of them. Now is these touch order board, so I can go over and touch the board, and it goes crazy and nothing. I can't do anything with it, so I can go to the counter and ask the server for help. But the server will say, I'm working alone tonight. I can't help you. I haven't got time.

01:01:18.000 --> 01:01:25.000

Windsor Hackforge: So the company has met my wants for food, but they didn't meet my needs. For actually ordering the food.

01:01:26.000 --> 01:01:33.000

Windsor Hackforge: Oops! Okay. So in that situation will they take your order at the counter.

01:01:33.000 --> 01:01:41.000

Windsor Hackforge: Yeah. So well, if I go to the counter, and if the person is working alone. They often don't have the time.

01:01:41.000 --> 01:01:54.000

Windsor Hackforge: So they won't even like punch your order into the counter like usual. No, they do quite often. They will not. Easy. Yeah. So you know, here again, busy, busy, busy. Everybody's busy.

01:01:55.000 --> 01:02:07.000

Windsor Hackforge: Okay, um, I'm gonna move to goals. Here we go. Uh. So there's 4 steps. We need to establish our goals. Okay, what is your goals? Well, you need to.

01:02:08.000 --> 01:02:13.000

Windsor Hackforge: Uh. It! Um!

01:02:16.000 --> 01:02:31.000

Windsor Hackforge: Your goal should should determine. You know how you drive innovation. Okay, innovation. Back in the 19 hundreds, innovation was actually driven by the need. So everybody uses a phone today. But you know, it was, it was invented for hearing.

01:02:31.000 --> 01:02:40.000

Windsor Hackforge: Um. In early 19 seventies Vincent Surf, who was deaf, working for the Uh. Military um.

01:02:40.000 --> 01:02:50.000

Windsor Hackforge: Research Center sent the 1st text message. Him and his wife were both deaf, and so he developed a method where they could communicate over Arpa, which is our pre Internet predecessor.

01:02:50.000 --> 01:02:55.000

Windsor Hackforge: So there's lots of things that. We don't really.

01:02:55.000 --> 01:03:05.000

Windsor Hackforge: That we really take a granted for today. Uh, you know, the most outstanding is apple. You know, 1520 years ago they came out with the apple phone and right off the bat.

01:03:05.000 --> 01:03:17.000

Windsor Hackforge: They built right into it a screen. Reader. And we have very few companies that do that today. Even today I can walk into an apple store, pick a product up and start using it. I don't have to install or anything.

01:03:19.000 --> 01:03:26.000

Windsor Hackforge: Um. What's it?

01:03:31.000 --> 01:03:38.000

Windsor Hackforge: Okay, what are barriers? I think we need to take time to assess what barriers are in our organizations.

01:03:38.000 --> 01:03:50.000

Windsor Hackforge: And that's you know. I'm not going to go through them all, because I think they're all familiar with the attitudes, information communications. The physical and a very important one is systemic.

01:03:50.000 --> 01:03:56.000

Windsor Hackforge: You know we. We have these. Processes and policies, but quite often.

01:03:57.000 --> 01:04:06.000

Windsor Hackforge: The systemic barriers is what stops us in our tracks. And of course you know what disabilities are. There's 5 categories, vision, hearing.

01:04:07.000 --> 01:04:12.000

Windsor Hackforge: Cognitive. Physical and temporary, so.

01:04:12.000 --> 01:04:25.000

Windsor Hackforge: You may not realize it, but quite often you're using features that were designed for people with disabilities such as captioning when you're in a quiet place like a library, or you know. You're in a bus, you you watch captioning.

01:04:25.000 --> 01:04:32.000

Windsor Hackforge: Same with in a car driving. You'll listen to audio. You know, instead of reading.

01:04:35.000 --> 01:04:47.000

Windsor Hackforge: So everybody benefits from it. And I'm not gonna go through these.

01:04:47.000 --> 01:04:53.000

Windsor Hackforge: We went through all these. Pipes of, you know. Okay, let's go to the next one.

01:04:55.000 --> 01:05:00.000

Windsor Hackforge: Where am I? Slide. 4. Good. Okay.

01:05:00.000 --> 01:05:07.000

Windsor Hackforge: Um. Code, car, okay.

01:05:11.000 --> 01:05:17.000

Windsor Hackforge: Okay. So the 1st strategy that I wanna focus on. Is dignity. What is dignity?

01:05:19.000 --> 01:05:23.000

Windsor Hackforge: Well um. Basically dignity is power.

01:05:23.000 --> 01:05:38.000

Windsor Hackforge: It's how you feel. You know. People will forget what you said, what you did, but they'll never forget how you made them feel. Dignity. So what is your strategy? So your dignity strategy needs to go from information to knowledge.

01:05:38.000 --> 01:05:46.000

Windsor Hackforge: How do I? How do you get people to go from information to really understanding. So the 1st thing we need to do.

01:05:46.000 --> 01:05:52.000

Windsor Hackforge: Is, understand? What is the digital divide. What are the barriers?

01:05:52.000 --> 01:05:59.000

Windsor Hackforge: So the barriers that we can look at. Uh is the delivery. How is the message being delivered.

01:05:59.000 --> 01:06:04.000

Windsor Hackforge: Are biased, attitudes being used. How do people access.

01:06:08.000 --> 01:06:21.000

Windsor Hackforge: And of course it comes down to design. Did you even take time to design it? So there's 3 steps to your design process receiving. Can I receive the message? How are you sending that message out.

01:06:21.000 --> 01:06:33.000

Windsor Hackforge: Uh, there's there's millions of signals going through this room. We don't hear the the cell phone signals, the TV signals, because. We're not tuned to it where device isn't tuned to it. So we don't even receive it.

01:06:34.000 --> 01:06:40.000

Windsor Hackforge: Uh you put up. Poster up on the post outside on the street. I won't perceive that.

01:06:40.000 --> 01:06:56.000

Windsor Hackforge: The second step is. Re. Oh, the 1st step is receiving, the second step is perceiving, so do I actually perceive the message. I can receive it. You can send me an email. But do I perceive it?

01:06:56.000 --> 01:07:02.000

Windsor Hackforge: Is it pictures? Then I won't receive it. So there, there, you need to consider.

01:07:02.000 --> 01:07:08.000

Windsor Hackforge: Visual audio and tactile. And the final step is understanding.

01:07:08.000 --> 01:07:18.000

Windsor Hackforge: Do people understand your message? And if they understand it, you've just created knowledge. You've just created power and.

01:07:18.000 --> 01:07:23.000

Windsor Hackforge: People like to be in power. So the 1st thing is accountability.

01:07:24.000 --> 01:07:31.000

Windsor Hackforge: Your strategy has to make sure you have feedback mechanisms. You can't be accountable unless people can talk to you.

01:07:32.000 --> 01:07:43.000

Windsor Hackforge: Secondly, is transparency. Be transparent about what you're doing. You can't satisfy everybody's needs. But you need to be transparent about your strategy. What you're attempting and what you.

01:07:43.000 --> 01:07:48.000

Windsor Hackforge: Are unable to do. And responsiveness, responsiveness.

01:07:48.000 --> 01:08:00.000

Windsor Hackforge: Is the biggest barrier we have in our local community in Windsor, because we get very little response to our request. I can submit a a problem in our.

01:08:01.000 --> 01:08:11.000

Windsor Hackforge: Windsor, 3, 1, 1. Um. Database I can get a ticket created, and then I hear nothing about it. Never, ever again it goes into a black hole.

01:08:16.000 --> 01:08:21.000

Windsor Hackforge: Did I do that right? Yes. Yes, here we go!

01:08:26.000 --> 01:08:43.000

Windsor Hackforge: Okay, number 2, uh. The next one is independence. So what is your strategy for creating independence among your customers? Independence doesn't mean working all by yourself. It means enabling people.

01:08:43.000 --> 01:08:51.000

Windsor Hackforge: So usability is enabling. And the barrier needed to cross. You need to build a bridge between accessibility.

01:08:51.000 --> 01:09:02.000

Windsor Hackforge: The usability and. To understand. What is that bridge? What are the barriers between accessibility and usability? We need to look at the barriers.

01:09:03.000 --> 01:09:09.000

Windsor Hackforge: So we consider the divide. And then we consider the barriers. How do we.

01:09:10.000 --> 01:09:24.000

Windsor Hackforge: How do we design? Okay? So of course, design standards. We got to consider government regulations because not just Ontario. But you need to. If you're if you global, you need to know us and European standards.

01:09:24.000 --> 01:09:33.000

Windsor Hackforge: You need to understand perceptions. You know, perceptions of what you're delivering is not necessarily the perception I have. What I'm receiving.

01:09:36.000 --> 01:09:43.000

Windsor Hackforge: And there's a number of interfaces that you need to consider. Um. So everything from.

01:09:43.000 --> 01:09:51.000

Windsor Hackforge: Graphic user interface for mouse, keyboard, interface. Uh menu driven, which is a lot of kiosk's.

01:09:51.000 --> 01:09:58.000

Windsor Hackforge: Voice recognition, which is, people talk to dictate um letters or. Screen readers won't.

01:09:58.000 --> 01:10:12.000

Windsor Hackforge: Translate text to speech. Uh the natural language. One is the AI one where you can actually talk to it, and it will respond to you. So all these interfaces are ones that you need to consider in your design.

01:10:12.000 --> 01:10:21.000

Windsor Hackforge: Strategy. So your design, strategy. Needs to think about the audio, the visual and the tactile.

01:10:25.000 --> 01:10:35.000

Windsor Hackforge: Okay, user user interfaces. Uh. Okay, we did. Okay, here's the list of user interfaces. So I went through that. Okay.

01:10:38.000 --> 01:10:45.000

Windsor Hackforge: Okay, so that's independence. Okay.

01:10:46.000 --> 01:10:57.000

Windsor Hackforge: Um. Okay? Um, the next one is integration. Now, this is a big one.

01:10:57.000 --> 01:11:05.000

Windsor Hackforge: Because a lot of organizations get. Bogged down with processes and procedures so.

01:11:06.000 --> 01:11:23.000

Windsor Hackforge: The very the the bridge you want to build is between. Um passive and active and active, is inclusive. So if you want to be inclusive, you have to make your customers your employees.

01:11:23.000 --> 01:11:31.000

Windsor Hackforge: Active participants. Ah! The the digital divide will.

01:11:31.000 --> 01:11:39.000

Windsor Hackforge: Be barriers like um. Alright! Where are we here?

01:11:40.000 --> 01:11:57.000

Windsor Hackforge: Uh, so inclusive dialogue, so is the dialogue in your organization, inclusive. Are people actually participating. So you know, if I partake, came to a meeting, I came to an agm meeting or something, and you passed around a piece of paper.

01:11:57.000 --> 01:12:04.000

Windsor Hackforge: And you said, we're going to vote, and you write on. There. Yes or no. You vote yes, for this or no, for that.

01:12:04.000 --> 01:12:12.000

Windsor Hackforge: Well, you automatically. Cut me out. So we say, Oh, that's okay. We accommodate you. Someone will sign it for you. So I get someone to.

01:12:12.000 --> 01:12:20.000

Windsor Hackforge: Put my no or yes on it, and submit it. I'm a passive participant. I'm not fully integrated. I'm being accommodated.

01:12:20.000 --> 01:12:35.000

Windsor Hackforge: If I want. If I if I go to your website and you have a Pdf document or report. And I can't read it. I call you and say, I need an accessible format. And okay, we'll create 1. 2 or 3 weeks later you send me an accessible format.

01:12:35.000 --> 01:12:47.000

Windsor Hackforge: You've tolerated me. Basically, you accepted me. But that's not inclusion. Integration. Full integration means you fully accept people as they are. And you need to consider the.

01:12:47.000 --> 01:12:57.000

Windsor Hackforge: The barriers that will stop you from doing that. And you know it could be different. Innovate. What innovation do you need to use. What's the affordability? What's the availability.

01:12:57.000 --> 01:13:02.000

Windsor Hackforge: So you need to consider. The the barriers.

01:13:02.000 --> 01:13:13.000

Windsor Hackforge: That do that. So your design process needs to go right back to all your stakeholders who are your stakeholders. Um.

01:13:16.000 --> 01:13:30.000

Windsor Hackforge: Who who are your stakeholders, who are your partners, and you gotta bring them together at the design level. That's where things happen. And I'm disappointed in that. We don't have much of the way of partnerships with.

01:13:30.000 --> 01:13:45.000

Windsor Hackforge: Disability service groups and local businesses. And I'm really happy to see. I think it's on Wednesday noon uh, we're having a group. I think it's the block black entrepreneurs. We'll be talking about accessibility.

01:13:46.000 --> 01:14:01.000

Windsor Hackforge: And it's really important that we get our entrepreneurs talking about that. And I would like to see more of that, because disability does not restrict itself to race, to. Color to age, to prosperity, income.

01:14:02.000 --> 01:14:17.000

Windsor Hackforge: Disability is gonna hit everybody. We're all getting older and everybody will be hit with some kind of limitation. Also, I think, later in the week. Um, the also uh assistive living.

01:14:17.000 --> 01:14:31.000

Windsor Hackforge: Services of Ontario is hosting a group, getting together, getting leaders together to talk about creating a community hub where we can build. A partnership and start using our.

01:14:31.000 --> 01:14:41.000

Windsor Hackforge: Our combined efforts to to develop innovations. So the question is in your organization. Do customers and employees feel.

01:14:41.000 --> 01:14:52.000

Windsor Hackforge: Fully engaged. Okay, how do you do that? How do you evaluate? Um, your your strategy.

01:14:52.000 --> 01:15:01.000

Windsor Hackforge: So you need to look at the technical side. And you need to look at the user experience side. So the 1st evaluation is the hardware using.

01:15:01.000 --> 01:15:07.000

Windsor Hackforge: Things like wireless minimize 8. Minimum minimization.

01:15:07.000 --> 01:15:16.000

Windsor Hackforge: Sorry miniaturization. And cloud based. So these 3 things are what really have a huge impact on my life.

01:15:16.000 --> 01:15:29.000

Windsor Hackforge: Um, I I can take my iphone and I have all kinds of GPS and Service support apps that I can use. So it's it. So the technology is there.

01:15:29.000 --> 01:15:43.000

Windsor Hackforge: The experience that you need to measure is the performance of that equipment, the security of that equipment, and the accessibility of that equipment. So what is the user experience? When you evaluate. Your tools.

01:15:43.000 --> 01:15:52.000

Windsor Hackforge: Um. So the accessibility. How do you measure accessibility? Um. The technical side is.

01:15:53.000 --> 01:16:04.000

Windsor Hackforge: Perceivable, operable, understandable, robust, and for those that are familiar with. Website development. They'll know that these are the 4 core principles of the.

01:16:04.000 --> 01:16:18.000

Windsor Hackforge: W. 3 C. Web app web content, accessibility guidelines. And that's the standard you follow. So what's the user experience? How do you measure that? Well, the user experience is measured through ubiquitous.

01:16:18.000 --> 01:16:33.000

Windsor Hackforge: How quick and easy is it to access. I pick up my phone and it comes alive right away. Um intuitive. How intuitive is your product? Can I understand when I start using it? Or is there a complicated.

01:16:33.000 --> 01:16:38.000

Windsor Hackforge: Um. Pages that I have to go through to try and figure out.

01:16:39.000 --> 01:16:53.000

Windsor Hackforge: And adaptable. How adaptable is it is the product. And can you need to measure, determine. It's visually act adaptable. It's audibly adaptable, or maybe tactile, adaptable.

01:16:53.000 --> 01:17:00.000

Windsor Hackforge: So you need to measure those those things. And the other one is you. How do you measure usability.

01:17:00.000 --> 01:17:10.000

Windsor Hackforge: Well from the technical side, you measure it through dignity, independent. Integration and equality, which is your 4 strategies. So these are the.

01:17:11.000 --> 01:17:17.000

Windsor Hackforge: The policies and the technical. Um standards that you you use to develop it.

01:17:18.000 --> 01:17:31.000

Windsor Hackforge: Your user experience, you have to go out and measure your user experience. It's 1 thing to have product. But if you don't know how your users are using it. So we measure according to effectiveness, efficiency, and satisfaction.

01:17:31.000 --> 01:17:39.000

Windsor Hackforge: How satisfied are your users. You know, they say a satisfied user is the best marketing tool you can have.

01:17:40.000 --> 01:17:49.000

Windsor Hackforge: And when I'm happy with a website, people know about it. So security. How do you measure security? Well, you measure through performance.

01:17:49.000 --> 01:17:56.000

Windsor Hackforge: How stable, how consistent, and how fast is the access. And you measure the user um.

01:17:57.000 --> 01:18:01.000

Windsor Hackforge: Performance, through privacy. Do people feel safe.

01:18:01.000 --> 01:18:06.000

Windsor Hackforge: Is it risk free. And is it high quality, delivery.

01:18:07.000 --> 01:18:14.000

Windsor Hackforge: Those are things that people look for. When they're looking for a good product and service.

01:18:16.000 --> 01:18:20.000

Windsor Hackforge: Okay. I'm actually. Um.

01:18:29.000 --> 01:18:38.000

Windsor Hackforge: Okay, this is actually working. Okay. Okay, the last one is equality, which is a really challenging.

01:18:38.000 --> 01:18:44.000

Windsor Hackforge: Strategy, to develop. And it really takes um time and effort. So.

01:18:44.000 --> 01:19:00.000

Windsor Hackforge: What is equality? Well, equality really is going from chaos to stability and. Stability is satisfaction. So when you have a stable work, environment not only employees, but your customers are happy. They're satisfied.

01:19:00.000 --> 01:19:13.000

Windsor Hackforge: Um. Yeah. So you got to consider, what is the digital divide? Well, the digital divide, of course, is going from chaos to stability.

01:19:13.000 --> 01:19:25.000

Windsor Hackforge: What are the barriers? So when you're looking at this this uh particular. Thing we need to consider. What are the barriers that you have? You know you can't. You can't solve a problem unless.

01:19:25.000 --> 01:19:39.000

Windsor Hackforge: Unless you know what the problem is. You can't create a solution until you have the problem. So if you don't have an accessibility problem, you're not going to create a solution. So you need to understand what is collaborative processes.

01:19:39.000 --> 01:19:52.000

Windsor Hackforge: You know, top down innovation. What's top down innovation? Well, quite often our leaders think they know what we need. So they go and. Develop the strategies, but really it should be grassroots up.

01:19:52.000 --> 01:19:58.000

Windsor Hackforge: Leaders should be listening to. People. I I had an experience where.

01:19:58.000 --> 01:20:08.000

Windsor Hackforge: I went onto the Windsor website and. They have a carousel on the home page, and I notified the city of Windsor that it's not screen, reader, usable.

01:20:09.000 --> 01:20:22.000

Windsor Hackforge: And I was told that it meets certification. It is a compliant website, so they don't need to do anything. In other words, they told me to go away and not bother them. So you know. Here again attitude.

01:20:22.000 --> 01:20:38.000

Windsor Hackforge: Policies and behavior. So we may have policies. But what's the behavior. Ah! Wait! Wait! Here we are!

01:20:38.000 --> 01:20:51.000

Windsor Hackforge: And we go back to design. So what is your design strategy? You know. I think the biggest problem with a lot of our. Challenges with business in our local area.

01:20:51.000 --> 01:21:05.000

Windsor Hackforge: Is the gap between leadership, understanding of accessibility. And the management implementation of that accessibility. I talked to a lot of leaders that tell me they have business values. They're inclusive, and they believe.

01:21:05.000 --> 01:21:12.000

Windsor Hackforge: They're doing the right thing. But the right thing is not necessarily the right. You know the thing to do.

01:21:12.000 --> 01:21:17.000

Windsor Hackforge: I can talk to management, and they'll tell me. We're trying to do things right.

01:21:18.000 --> 01:21:24.000

Windsor Hackforge: But we don't have the resources. We don't have the skill. We don't have the training.

01:21:24.000 --> 01:21:29.000

Windsor Hackforge: We need to. We we need to get more.

01:21:30.000 --> 01:21:43.000

Windsor Hackforge: We need to get more resources in our department. We need to get more training. So I understand, how does. How to solve the problems. And we need to close that gap between the leadership, understanding and the management because.

01:21:43.000 --> 01:21:50.000

Windsor Hackforge: We are deceiving ourselves, we are creating. An environment within our business.

01:21:50.000 --> 01:21:58.000

Windsor Hackforge: Where we think we're doing the right thing. But things are not being done the right way.

01:21:59.000 --> 01:22:04.000

Windsor Hackforge: And here again, you know. Um personally my own personal.

01:22:04.000 --> 01:22:09.000

Windsor Hackforge: Perceptions and experience is that. 2 years ago.

01:22:09.000 --> 01:22:24.000

Windsor Hackforge: 3 years ago the city of Windsor announced a city revitalization project for downtown. Windsor. Well, for the last last 2 years I've been trying to get them to give me a copy of the impact study on disability.

01:22:24.000 --> 01:22:31.000

Windsor Hackforge: Did they do an impact disability study on the downtown Windsor. Revitalization.

01:22:31.000 --> 01:22:40.000

Windsor Hackforge: Do they know what the needs are? The second thing I cannot get an answer to is stakeholders. Who's my stakeholder?

01:22:40.000 --> 01:23:02.000

Windsor Hackforge: If you look at the project, there's there's a dozen or more stakeholders, and not one of them represent physical or sensory disabilities. And finally, how much money in the budget. There's something like a 30 million dollar budget to revitalize downtown Windsor, and I have no idea how much money in that budget is allocated to accessibility.

01:23:02.000 --> 01:23:09.000

Windsor Hackforge: And sadly. You know, I I think that we need to really.

01:23:10.000 --> 01:23:18.000

Windsor Hackforge: Understand these, these, these, these, these challenges and. I'm disappointed in our investigative journalism.

01:23:18.000 --> 01:23:24.000

Windsor Hackforge: We need to get our local journalist students and. People, more in interested in.

01:23:24.000 --> 01:23:29.000

Windsor Hackforge: Understanding what these problems are, I'm sure. That the city of Windsor.

01:23:29.000 --> 01:23:40.000

Windsor Hackforge: Means. Well, I'm sure that they're trying to develop a environment downtown. But I can tell you it's not fun walking down a lead avenue with a white cane.

01:23:43.000 --> 01:23:47.000

Windsor Hackforge: Okay, finally, here we go. Um.

01:23:49.000 --> 01:23:56.000

Windsor Hackforge: So your strategy, to be successful needs to be purposeful. Purposeful means.

01:23:56.000 --> 01:24:08.000

Windsor Hackforge: Profitability, because everybody, every customer, likes a purposeful company. They like one that they can trust. They like one that they know is doing things right.

01:24:11.000 --> 01:24:19.000

Windsor Hackforge: Innovating, innovating. Is, is profitable, because when you innovate, you not only.

01:24:20.000 --> 01:24:30.000

Windsor Hackforge: Solve a problem for a specific group of people. You solve an issue for everybody. When you make the websites accessible and easy for me to use.

01:24:30.000 --> 01:24:44.000

Windsor Hackforge: You're actually making it very easy for everybody else to use. Got it, okay? And finally.

01:24:44.000 --> 01:24:51.000

Windsor Hackforge: Your business, values, business. Adaptability is really all about.

01:24:51.000 --> 01:24:59.000

Windsor Hackforge: Investment, so. Do you consider? You know accessibility.

01:25:00.000 --> 01:25:05.000

Windsor Hackforge: A an investment. Or a business cost. So.

01:25:05.000 --> 01:25:18.000

Windsor Hackforge: It's really important to build in at the beginning. So you can adapt because things change year to year. So your website is accessible today, but maybe next year it's not. But it'll be easy to adapt.

01:25:18.000 --> 01:25:25.000

Windsor Hackforge: If it's designed with the standards. However, it's very costly to create, to rewrite it and create a.

01:25:26.000 --> 01:25:45.000

Windsor Hackforge: To transform into a new website. Okay. And I wanna thank you for your attention. And I want to thank you, Lauren, for hack for giving us this opportunity. And I look forward to repeating it next year.

01:25:45.000 --> 01:25:53.000

Windsor Hackforge: But hopefully, with a lot more business partners participating. Thank you. Thank you, David. That was great.

01:25:55.000 --> 01:26:13.000

Windsor Hackforge: Before we tie things up today. Does anybody have any questions for David? Uh, if you are joining us online and like to ask a question. You can go ahead and put it in the chat, or you can unmute yourself and ask it out loud. If you're in the room you can only ask your question through chat.

01:26:22.000 --> 01:26:29.000

Windsor Hackforge: While everybody is. Absorbing and deciding whether or not um.

01:26:29.000 --> 01:26:33.000

Windsor Hackforge: They do have. The question for.

01:26:33.000 --> 01:26:45.000

Windsor Hackforge: David. I'm just going to give a quick overview of some of the other events that we've got coming up. This week. David mentioned a few of them during his talk, which was awesome.

01:26:46.000 --> 01:26:53.000

Windsor Hackforge: So tomorrow night, from 6 until 8 pm. We have an online event. Focused on accessible reading technology.

01:26:53.000 --> 01:27:06.000

Windsor Hackforge: We will have a member of Sila, which is the center for Equitable library access. Uh, we'll be here to well, be here virtually to talk about the production.

01:27:06.000 --> 01:27:12.000

Windsor Hackforge: And use and future, of. Audio books, audio magazines, and.

01:27:12.000 --> 01:27:23.000

Windsor Hackforge: Other similar alternative. Reading materials. I'm very excited about this one. I listen to a ton of audio books because I can't read an actual book while doing the dishes.

01:27:23.000 --> 01:27:33.000

Windsor Hackforge: So I look forward to to hearing a little bit more about what's going on. With the future of that. Uh, there's I think we're gonna be having some conversation in that one as well about.

01:27:34.000 --> 01:27:46.000

Windsor Hackforge: What makes an audio book accessible or not, because there are. Just the fact that it is audio, and a book does not mean it's accessible, apparently, so we'll see what that means.

01:27:46.000 --> 01:27:56.000

Windsor Hackforge: And right now Stela is in the process of moving away from Cds. So right now, a lot of folks still use.

01:27:56.000 --> 01:28:05.000

Windsor Hackforge: You know those shiny circles that. Kids these days don't know what they are. Uh, still, listen to their audio books on those, and there is some.

01:28:07.000 --> 01:28:24.000

Windsor Hackforge: Displeasure with that in the community of library users. So it'll be interesting to hear a bit more about it. As David mentioned on Wednesday, the 28, th from noon until one Pm. We're having a calling it a labor market interventions round Table.

01:28:24.000 --> 01:28:30.000

Windsor Hackforge: So this is. This is an event with a huge number of.

01:28:30.000 --> 01:28:37.000

Windsor Hackforge: Partners for it. And huge is actually not that many. But it's a lot if we're talking about. You know um.

01:28:37.000 --> 01:29:05.000

Windsor Hackforge: Groups that Windsor usually works with. So we've got the H community foundation for black Canadians with disability. We've got Setc, which is social economy through social inclusion. They are like a funding group and the Canadian center for nonprofit digital resilience. So this group is going to be coming together virtually to talk. About uh, how we can increase the connections between people with disabilities and opportunities in the Canadian tech.

01:29:05.000 --> 01:29:26.000

Windsor Hackforge: Ecosystem. So that'll be really interesting to to hear where that conversation goes. Then, on Thursday afternoon, from 3 30 to 5, we've got Sammer from deck assistant who is going to be. Doing an event with us related to the new accessibility standards, Canada, accessible and equitable. AI.

01:29:26.000 --> 01:29:39.000

Windsor Hackforge: Um standard. I suppose so. How we can make sure that AI is not. Taking advantage of anyone, how we can make sure that it is serving everyone as as much as possible, at least.

01:29:40.000 --> 01:29:58.000

Windsor Hackforge: That leads directly into Friday mornings program which runs from 11 until 1230. This fe features. Dr. Yuda Trevenares, who is the chair of the Accessibility Standards Committee that.

01:29:58.000 --> 01:30:10.000

Windsor Hackforge: Wrote this standard, so she is internationally recognized in the field of. Equitable AI. And this is a super cool speaker to have.

01:30:10.000 --> 01:30:23.000

Windsor Hackforge: Presenting for free for hack forge, so I highly highly recommend tuning in for this event, if you can make it again, that is, 11 Am. Until 1230 Pm. Online via zoom.

01:30:23.000 --> 01:30:42.000

Windsor Hackforge: And then on Saturday we're closing things out with a disability, pride, workshop informed and committed actions toward undoing ableism. So this is being led by Evelina Besciuska. She ran a similar event for us last year, and it was. Fantastic. Everyone who was there really got a lot out.

01:30:43.000 --> 01:30:53.000

Windsor Hackforge: Of this session similar to to what David was talking about tonight. It's getting folks to to think about. Accessibility a little bit more and.

01:30:54.000 --> 01:31:01.000

Windsor Hackforge: Consider, how. Things that we use every day that we don't consider to be.

01:31:01.000 --> 01:31:22.000

Windsor Hackforge: Accessibility devices. Look at where they started from. And in many cases you're gonna see that they actually were. Accessibility aids back in those days, so check that one out as well. That runs from 3 until 5 Pm. On Saturday. All of these events are free, and you can get the information about all of them on our website@hackf.org slash events.

01:31:22.000 --> 01:31:29.000

Windsor Hackforge: For anyone joining online. I will put that link. Bam into the chat for you. There.

01:31:29.000 --> 01:31:33.000

Windsor Hackforge: Very cool. All right. So. Questions, for.

01:31:33.000 --> 01:32:00.000

Windsor Hackforge: Everybody's overwhelmed. Everybody's overwhelmed with a lot of stuff. There, David, you have a lot of thoughts. You have a lot of stuff to say I do, and it's you know it's it's great. It's good to hear. It's wild to hear some of it, you know. That restaurants would rather turn you away. I mean, I get it. The person quote unquote, turning you away is, you know, some high school kid making minimum wage, who doesn't benefit whether or not you order food.

01:32:01.000 --> 01:32:12.000

Windsor Hackforge: But it's still. Not right, not fair to you. So that is lame. No, and that's part of our productivity problem in Canada is, you know, they installed those kind of technologies.

01:32:12.000 --> 01:32:19.000

Windsor Hackforge: But they don't really look at what the server needs. What kind of support can they give the the server behind the counter.

01:32:19.000 --> 01:32:42.000

Windsor Hackforge: You know, we need to think about what what the human need is. Oh, man, are you kidding? It's capitalism. North America doesn't think about the human needs at all. They just think about what else do we need to do. How much more money can we speed out of you? How much more productivity can we squeeze out of everybody? That's all it is. But we're going to change that. Windsor is going to be a leader, you know. I really think that we have a lot of.

01:32:42.000 --> 01:33:01.000

Windsor Hackforge: Good tech lead. You know, technologists in Windsor. And we just need to somehow partner together and and bring things together because. Um with without without working together, without those partnerships everything is just chaos, and we'll always have, you know.

01:33:01.000 --> 01:33:14.000

Windsor Hackforge: According to Stats, Canada, Windsor is considered the poverty capital of Canada. And I don't think it's I don't think that's actually 100% true. But we've been on that scale for so long.

01:33:17.000 --> 01:33:24.000

Windsor Hackforge: Yeah, I'm interested to know kind of what. Like how they, how they rank that. So I'm gonna.

01:33:24.000 --> 01:33:39.000

Windsor Hackforge: Yeah. Well, the the problem is is, we're so dependent on the car industry. That's our. Probably we're a 1 horse. Cartoon, you know, if we could expand our our diversify, our talents.

01:33:39.000 --> 01:33:45.000

Windsor Hackforge: You know we would. We would not have that. Problem of poverty every time the every time the car.

01:33:45.000 --> 01:34:00.000

Windsor Hackforge: Shut down. Step one. We need to get more people voting and voting. Appropriately. And could you imagine if we got a change of the administration of this city, one can only help wait.

01:34:01.000 --> 01:34:07.000

Windsor Hackforge: I don't know your politics. Do you support the the Drudelkens. You can if you like. It's all right.

01:34:08.000 --> 01:34:30.000

Windsor Hackforge: True. No, no, I I think from my comments you know how I feel. Yeah, no, that's wild, though, that you told them, David, that you cannot use their website. And their response was. It passes the tests. Go away. Yeah. But did they ever give you any information on what tests they're, you know, basing their.

01:34:31.000 --> 01:34:58.000

Windsor Hackforge: No, they, they told me. Well, I think they have a 3rd party developer website. So they have to go with whatever their 3rd party tells them. You see, and this is one of the problems. When you, when you're a small company, you hire another company to do a lot of work, whether it's accounting or legal or website development. That website developer tells you. Oh, you need this. And if you don't know any difference, okay, okay, I'll take that. And your website developer says, Okay, it's compliant.

01:34:58.000 --> 01:35:10.000

Windsor Hackforge: And then I come along and say I can't use it. Well, what do you say? Well, my developer said it was compliant. Is there? Is there any way that we could like pressure and like show.

01:35:10.000 --> 01:35:21.000

Windsor Hackforge: The city of Windsor that their website is, I wish we could. And that that's why I wish we had more partners. Our our disability. See, our disability community does not have a voice.

01:35:21.000 --> 01:35:31.000

Windsor Hackforge: In this city. The voice has been muted. So what we need to do is give the community a voice because we want the disability community to fight for themselves.

01:35:31.000 --> 01:35:41.000

Windsor Hackforge: We want. We want um alliances. We want partners to partner and support us. But the charge has to be taken by the disability community.

01:35:41.000 --> 01:35:47.000

Windsor Hackforge: Hmm. They have a section on the website about accessibility.

01:35:48.000 --> 01:36:02.000

Windsor Hackforge: Um. But it's basically just links about. We've promised to do things in the past. By the way, if you want to get in touch accessibility@citywindsor.ca. I challenge anybody. If you send an an email to accessibility.

01:36:02.000 --> 01:36:12.000

Windsor Hackforge: Um, whatever it is, what is the W. The accessibility. What the web? What is it? The um whack, the web accessibility.

01:36:12.000 --> 01:36:27.000

Windsor Hackforge: Awareness committee. You send an email there. I can almost guarantee you will not get a response. Is that for the city of Windsor? Yes, the city of Windsor, the city, when every city, every municipality, Ontario, all 444.

01:36:27.000 --> 01:36:38.000

Windsor Hackforge: Have to by mandate. Have a committee. So the city of Windsor has an accessibility committee. There's people on the committee that have various types of disabilities that represent the community.

01:36:38.000 --> 01:36:50.000

Windsor Hackforge: But it's it's it's a checkbox. The city says, Okay, we've met our mandate. We have a committee. What do they do? Nobody knows what they do, they never. They never engage the community in dialogue.

01:36:50.000 --> 01:36:58.000

Windsor Hackforge: When is the last time the city has ever. Um come to to the disability community to do an impact study.

01:37:00.000 --> 01:37:05.000

Windsor Hackforge: Would you be interested in being on this? Uh. Committee, no no.

01:37:06.000 --> 01:37:17.000

Windsor Hackforge: I've been on. I'm on the Ontario Standards Advisory Council. And we have enough of our own battles to get to get the Ontario Government to hear us.

01:37:18.000 --> 01:37:35.000

Windsor Hackforge: So I found a page on the website that actually. Is all about website accessibility. Below is a list of tools built into this website as well as some popular tools available within standard browsers to assist with optimal access to our information.

01:37:36.000 --> 01:37:46.000

Windsor Hackforge: Um. Okay? Good question. Okay. But but okay. So for that. If they say, Oh, we have tools and stuff available. Yeah. But if you're a person.

01:37:48.000 --> 01:38:06.000

Windsor Hackforge: And you're trying to look at their website. And you already don't have those tools. How are you gonna find those tools. Okay? Who? Who? Who's looking for the tool? So the the owner, the business owner? No, that's on the city of Windsor. Uh the, is it the Windsor website? They have a page that talks about.

01:38:06.000 --> 01:38:18.000

Windsor Hackforge: All of the accessibility features built into their website. Yeah. Well that that's there, that that you know, everybody can write a policy. I'm sure your organization has a Dei policy.

01:38:19.000 --> 01:38:27.000

Windsor Hackforge: But if I challenged you on it, I bet I could find that. You know, there's problems because there's no support behind it. So the city of Windsor has.

01:38:27.000 --> 01:38:40.000

Windsor Hackforge: A a thing right on the website of the the tools. They have a policy of what businesses. What the guidelines are. But I bet you no, no business has ever read those guidelines, and the city has never.

01:38:40.000 --> 01:38:51.000

Windsor Hackforge: Probably never challenged any business on those guidelines. Well, it's funny the things that they say that they've done to make the website accessible. They've got text resizing.

01:38:51.000 --> 01:38:57.000

Windsor Hackforge: High contrast, so you can switch it to high contrast mode. A simplified view. Yeah.

01:38:57.000 --> 01:39:16.000

Windsor Hackforge: Um. And to do that, you have to click on the print. Friendly icon, you can use Google translate. You can use windows magnifier, and you can use windows. Narrator. So none of those are actually or very few of those are actually things built into the website themselves. Accessibility for screen reader users.

01:39:18.000 --> 01:39:25.000

Windsor Hackforge: Interesting. So if you were to open. Print friendly view. Does. Can your screen reader like read that.

01:39:27.000 --> 01:39:36.000

Windsor Hackforge: Print. What is it? Print? Friendly view? They call it? Simplified view. Oh, yeah. Um.

01:39:36.000 --> 01:39:47.000

Windsor Hackforge: It's like reading mode in most browsers. But the screen reader doesn't need that. So the question is, why why buy a product. When your computer can already do that, your browser.

01:39:47.000 --> 01:39:55.000

Windsor Hackforge: Allows you to expand, and you know, to to enlarge. You're you're, you know, if the website is responsive, it will.

01:39:55.000 --> 01:40:01.000

Windsor Hackforge: Move elements around. So. Those those features are.

01:40:01.000 --> 01:40:12.000

Windsor Hackforge: What are those features? I mean, they're basically talking about what the browser offers that has nothing to do with their website. Yeah, that is pretty much what all of this is I can't figure out, even though.

01:40:12.000 --> 01:40:25.000

Windsor Hackforge: The print. Friendly icon next to the header unclutters the page. I can't figure out what they're talking about. I don't see anything. Hmm! It's impressive.

01:40:26.000 --> 01:40:34.000

Windsor Hackforge: No, but that's what I mean. You know we we have. You know I can. I I could go on to the Windsor, you know.

01:40:34.000 --> 01:40:42.000

Windsor Hackforge: And and Google as a business, and pick out any business in the city. And I, I can probably find they have.

01:40:42.000 --> 01:40:51.000

Windsor Hackforge: Um a Dei policy that says we're inclusive. But if I tried to access a document or something, I bet I couldn't get it.

01:40:51.000 --> 01:41:11.000

Windsor Hackforge: So we need to get people. We need to get businesses and and the city especially to understand saying one thing, but doing it is totally different. Got a question. Well, you said you couldn't uh access. Pdfs.

01:41:12.000 --> 01:41:18.000

Windsor Hackforge: Isn't there a Pdf to? I don't know what uh. File type? Would you require.

01:41:18.000 --> 01:41:28.000

Windsor Hackforge: No, no, you can make Pdf documents accessible. It it's it. It. It takes some training uh you, you know, you can use Microsoft word.

01:41:28.000 --> 01:41:34.000

Windsor Hackforge: And you can use Pdf, but. Unfortunately, what a lot of people do with Pdf. Documents is.

01:41:35.000 --> 01:41:44.000

Windsor Hackforge: They will create a a report in their. Document writer, whatever they use to produce this document, and then they take a picture of it.

01:41:44.000 --> 01:41:53.000

Windsor Hackforge: And they put in, Pdf, so what Pdf really is is just a picture of the document. And screen readers can't use that because it's text.

01:41:54.000 --> 01:42:05.000

Windsor Hackforge: So to get around that AI has. My my as I showed you my screen reader can tell me pictures, but my screen reader can also read.

01:42:05.000 --> 01:42:16.000

Windsor Hackforge: Pdfs, that if if it, of course it depends on the font, if it's handwriting no way, I can't read it. But Um AI is is a tremendous advantage today.

01:42:16.000 --> 01:42:27.000

Windsor Hackforge: In helping us solve those problems. But Pdf is no harder to learn. I mean, your staff have to learn a lot of other things. They have to learn how to use the computer, how to use the human.

01:42:27.000 --> 01:42:41.000

Windsor Hackforge: Resources, you know. Um application. So why shouldn't they learn how to make Pdf documents accessible? Because it's not that hard. And if you do, if they learn that that's a skill that's a skill they can take with them wherever they go.

01:42:41.000 --> 01:42:48.000

Windsor Hackforge: And it's a um. It. It's something where I don't have to bug you to, for you know.

01:42:48.000 --> 01:42:53.000

Windsor Hackforge: An accessible copy. Hmm.

01:42:54.000 --> 01:43:06.000

Windsor Hackforge: So are there other file formats that are aren't accessible like, what about excel sheets. Most Microsoft products are pretty good. Microsoft has done a lot of work in making accessible features in them.

01:43:06.000 --> 01:43:14.000

Windsor Hackforge: Excel spreadsheets is accessible. But like anything, you know, you almost have to go to university to learn how to use it.

01:43:15.000 --> 01:43:32.000

Windsor Hackforge: So, Microsoft uh word uh Excel Powerpoint, they've done a lot of work with Powerpoint as well. Uh, unfortunately, I I can view a Powerpoint presentation, but I can't create one. It's it's just far too complicated, because I end up putting objects on top of objects and.

01:43:33.000 --> 01:43:37.000

Windsor Hackforge: I can't shift them around. So they have some work to do there.

01:43:37.000 --> 01:43:49.000

Windsor Hackforge: But mostly Microsoft products are very good. Even um, these uh cloud sharing things like Google Docs, onedrive dropbox.

01:43:49.000 --> 01:43:56.000

Windsor Hackforge: A lot of companies use those and. I end up using them all because everybody uses something different. But.

01:43:56.000 --> 01:44:05.000

Windsor Hackforge: They are accessible. With the with the disclaimer that it takes a lot of time and effort to learn the shortcut keys.

01:44:05.000 --> 01:44:14.000

Windsor Hackforge: You know, many hundreds of shortcut keys. I need to learn just to use. Yeah, so it takes a lot of time and effort.

01:44:18.000 --> 01:44:28.000

Windsor Hackforge: Well, thank you very much for your time today, David. It was great having you join us. I'm glad you were able to be here. I look forward to uh.

01:44:28.000 --> 01:44:42.000

Windsor Hackforge: To get your input on some of the other events that we've got coming up this week as well. And think we're gonna end it there. So thank you. Everyone who joined us online and those folks who joined us in person, we appreciate you as well.

01:44:42.000 --> 01:44:46.000

Windsor Hackforge: I am going to end the stream now. Bye.