Because everyone should be able to use technologies

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Introduce a new tool for the field

First – introduce it's 3 major functions or capabilities

Then - talk about how these functions/capabilities can be used **individually** and **together**
- to address a wide range of problems/ needs of
  - people with disabilities
  - and those who just are have trouble using computers

In the process – **highlight what we believe is a major new problem**
– an **induced disability** – that we are creating with our increased reliance on computers
During the discussion afterward

We will be asking you:

- What are the biggest challenges you see in using computers?
- How might Morphic apply to your situation?
- Which parts/capabilities would be helpful?
- How could it be better for you – or those you work with?

Morphic - Is a new open-source extension to Mac and Windows Operating Systems

1. **ALWAYS AND EVERYWHERE ACCESSIBILITY**  
   Allows people's accessibility settings – and even their assistive technologies – to follow them, appearing on computers they encounter and need to use (and disappearing when they leave)

2. **EASIER DISCOVERY AND USE OF ACCESSIBILITY FEATURES**  
   Users can much more easily discover and use built-in accessibility features

3. **ULTRA SIMPLE ACCESS**  
   Allows people to create ULTRA simple 1-click experiences for people who can’t use computers today
“Instant” setup of computers and AT

Interns, New employees
Crashed Computers
Testing and evaluations sites

Morphic saved my internship.

At my first internship, it took 3 weeks to get a computer set up with the AT I need. By then I was way behind my peers.

This time – with Morphic – it took 9 minutes. Done before I got back from the orientation talk.
For the first time I took the test with AT like mine.

Morphic captured my AT and settings and then made the secure test computer work the same as my own!

Access to Shared Computers

Schools, libraries, companies with hoteling
Rural, Reservations, low resource communities
And, with COVID-19, even Homes with <1 computer per person
“I used to use the computer for email, and picture sharing, and even had a Facebook group with my friends.

“But then one day I overheard the kids in the other room say “Aw the computer is all messed up for gramma again.”

“So I figured... I have had my time. This is their time. So I quit using the computer.”

Finally, I can use the computer at any library.

Before, only the computer in the resource room had AT. Morphic now put the AT onto any computer I want to use.
Now, my AT follows me to each loaner I get.

Morphic instantly installs my AT and settings on each computer the college loans me.

Different Setups during the day

Changing abilities
Focus
My abilities change during the day, so I need a computer that adapts.

Morphic lets me instantly change to the setups that match my needs at different times of day.

Everything on the computer distracted me – email social media, calls, texts. I was constantly pulled away by one thing or another.

Morphic lets me instantly turn it all off – and then back on when I am done or need a break.
Low Digital Affinity

TQ ≠ IQ

People blazingly brighter – who can’t use their technology…

…but I can

Not Digital illiteracy either

Digital Affinity
Digital **Literacy** – is a skill

Digital **Affinity** - is a Talent

- Like singing
- Or athletics
- Or artists

Some are natural
Some are OK
Some just can’t do it at all

What comes naturally to us techies...

- Is hard for others –
- and out of reach for still others
- And what about the last 5%  (that’s 1 in 20)

- Low digital affinity more prevalent than expected
  - “I can use this one because I could yesterday”
  - “How do I find my resume”
  - Reverting to marker and red pen
  - “I am afraid I will break it”
Making computers easier to use.

- Discover accessibility and usability features in your computer
- Have the features you need at your fingertips
- Set up 1-click operation for seniors and others.
People who just can’t understand/use computers – but they need to

Elders – isolated at home (COVID-19 and before/after)
Employees who struggle quietly
Superstitious users: ‘like I did it before’ - then something changes
Simplification Strategies

1. Ultra-simple 1-click environment
2. Limited, but custom set of action & link buttons
3. Buttons never disappear or change on the user

I like the idea of learning how to use a computer, but I have old eyes, and they make the text on screen to small for me.

I don’t have a disability and don’t want any special stuff. I just want a computer that I can understand – and can see.
New capabilities for AT recommendation and delivery
New capabilities for AT recommendation and delivery

1. **Evaluators have ALL AT available to them**
   - ...not just one or a few ... not just old ones they have or were give - but also newest
   - and can have many pre-programmed setups for diff types of clients
   - (Possibly also mainstream accessible tech?)

2. **Users can try out new AT without risk**
   - Users can try out AT without risk and pay for it only if it works

3. **Supports innovation.**
   - New players can get into market and be everywhere instantly
   - Compete based on value – rather than network or being 'old standby'.

Vocational evals are so much easier and accurate now.

Morphic lets me test clients with the best setup for them and move any settings or AT I recommend back to their computer too.
In summary Morphic will be able to:

1. Expose features hidden in devices -- so they are known and used by those who need them -- by using a layered approach that brings the tips to the surface with links to the rest.

2. Make commonly used features (or even programs) be faster to get to – or always shown

3. Allow a person’s settings to follow them across devices and platforms

4. **Allow a person’s assistive technologies to appear on any computer they need to use at school, library, work, – anywhere**

5. Allow a person to instantly change between set-ups – as they tire -- or for different tasks -- or to focus now and play later

6. **Allow a person to have new computer set up instantly -- at new internship, new job, after computer dies and is replaced, etc.**

Morphic is the ONLY way to do these two things
Morphic Release Timeline
Current ESTIMATED timeline 09-December-2020

Dec  Jan  Feb  Mar  Apr  May  June  July  Aug  Sept

Morphic Basic
15  50  Anyone Anywhere (Free)

Morphic PLUS
Beta Test - 5 Placements Selected sites larger (each can help 1 to 5 then 20 users)
Free for Beta Test
Available to anyone by subscription

Morphic Enterprise
Morphic Enterprise Initial placement work
IoD testing

Morphic Community – Collaborating to develop the Morphic concept
Morphic Community

1. Anchored by Raising the Floor – a non-profit organization who will act as host.

2. Privacy overseen by RtF and an independent international “Privacy and Data Ethics Council” composed of Privacy experts and advocates.

3. Users - (who use Morphic for themselves or for others)

4. Developers and thought leaders – who help to improve Morphic and guide its development and use.

Thank you

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Morphic - Making computers easier to use

Type and submit questions in the Q&A box

Questions & Archive

The webinar today was recorded and will be archived at www.ada-accessibletech.org

Learn more and register at www.ada-accessibletech.org

Next Webinar:
Artificial Intelligence (AI)
Fairness for Persons with Disabilities in Workplace Technologies
January 21, 2021 at 2:00 PM ET

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