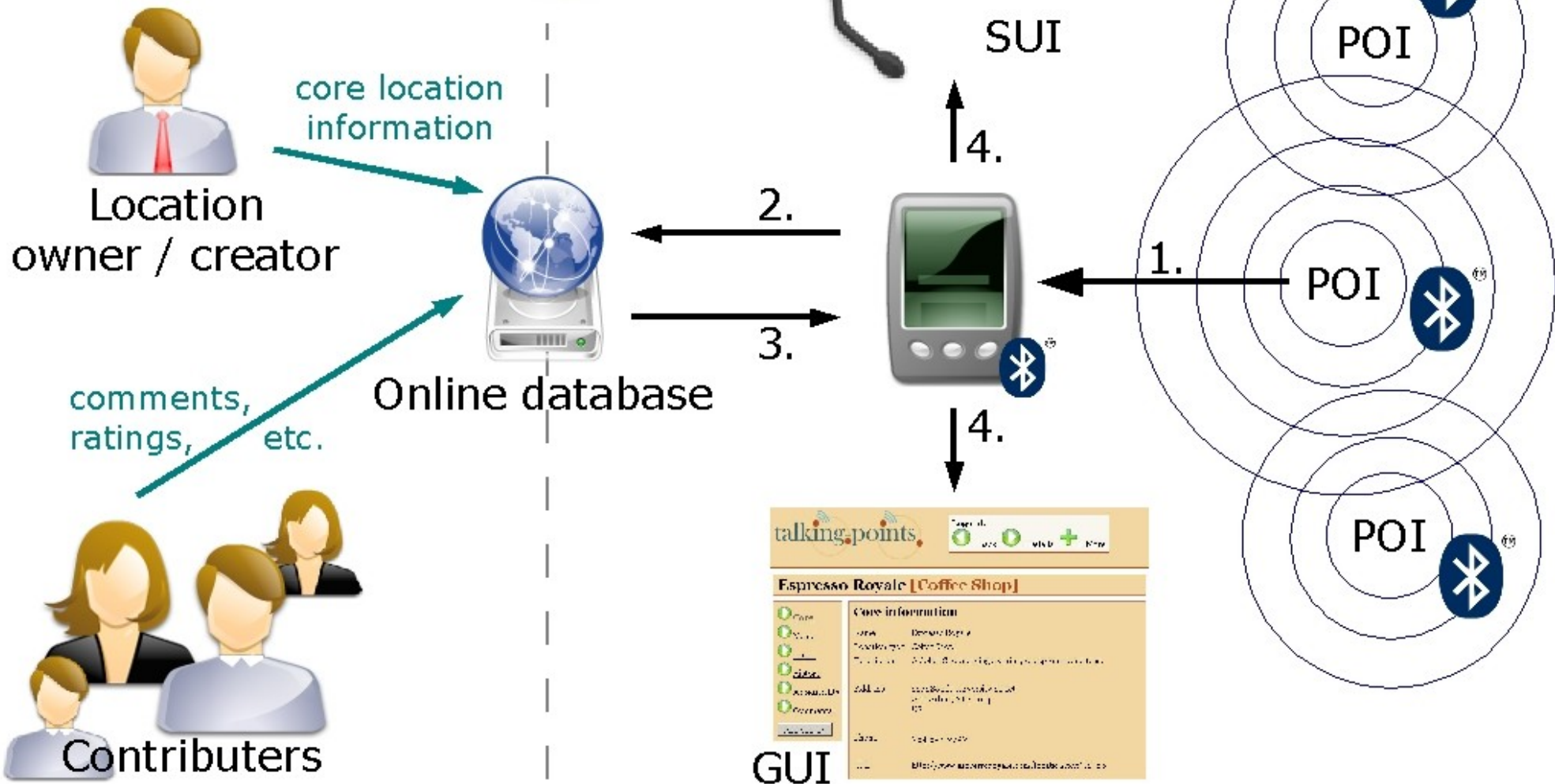




Designing a community driven orientation system for the blind *and everybody else!*

## Community Startup Plan

# talking-points



## Espresso Royale [Coffee Shop]

- [Core](#)
- [Menu](#)
- [Hours](#)
- [Comments](#)
- [Edit sections](#)

### Core information

Name Espresso Royale

Location type Coffee Shop

Description A Coffee Shop serving a variety of espressos and teas.

Address 1101 South University Street  
Ann Arbor, MI 48104  
US

Phone 734-327-0740

URL <http://www.espressoroyale.com/location.php?id=20>

[Edit](#)

## Edit location information

### Espresso Royale [Coffee Shop]

- [Core](#)
- [Menu](#)
- [Hours](#)
- [Comments](#)
- [Edit sections](#)

### Editing location

Name

Description

Bluetooth mac

Latitude

Longitude

Street

City

State

Postal code

Country

Url

Phone

[Back](#)

### Espresso Royale [Coffee Shop]

- [Core](#)
- [Menu](#)
- [Hours](#)
- [Comments](#)
- [Edit sections](#)

### Comments

comment title ( posted 29 days ago by test )

[Edit comment](#)

new ( posted 29 days ago by test )

[Edit comment](#)

title ( posted 16 days ago by test )

[Edit comment](#)

new ( posted 12 minutes ago by test )

[Edit comment](#)

### New comment

Title

Text

## Edit sections

### Espresso Royale [Coffee Shop]

- [Core](#)
- [Menu](#)
- [Hours](#)
- [Comments](#)
- [Edit sections](#)

### Listing sections

[Menu](#) [edit | delete]

[Hours](#) [edit | delete]

### New section

Name

Text

## Comment on locations

Planned features:

- ratings
- links to 3<sup>rd</sup> party content

- ....

# Intended Audience



- location owners
- customers
- experts: tour guides, historians
  
- but really: **ANYBODY**
  - diverse, active, interested in accessibility

# Value from the Community



- owners
  - advertisement & customer feedback
- customers
  - voice and receive comments / recommendations
- experts
  - organize and share knowledge
- all
  - contribute to the public good
  - help disabled people
  - publishing platform?

## Value from Personal Use



- organizing your favorite locations?
- ...
- ...

## Critical Mass?



- content more important than members
  - like Wikipedia
- relatively few active users could theoretically be enough
- need a lot of location information

# Compatibility



- no really established standards yet for location-based information
- will be an important issue



# Startup Plan



- 1. Limit scope
  - try to only cover Ann Arbor first
- 2. Leverage existing communities
  - arborwiki.org
  - local disability groups
  - A2B3
  - more suggestions?

# Startup Plan



- 3. Engage experts
  - tour guides
  - historians
  
- 4. Endorsements
  - City of Ann Arbor
  - University
  - people in political positions
    - in exchange for political PR

# Startup Plan



- 5. Syndicate 3<sup>rd</sup> party content
  - Wikipedia
  - arborwiki.org
  - yelp.com
  - Google Maps
  - who knows more? (content has to be openly available, e.g. through API)
- 6. Early adopter bonus for businesses
  - but what?

# Startup Plan



- 7. open vs. closed beta?
  - does a closed beta give the wrong signal about openness?
  - will it exclude and offend people?