

# Appendix A

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## Protocol: Focus Groups with Cultural Institutions

Description: A small group of six to ten people led through an open discussion by a moderator(s). Group composition should be large enough to generate rich discussion, but not so large that any participants feel left out.

Goal: To generate a variety of different ideas and opinions from the museum professional field about providing an open-source solution to make content more accessible to a spectrum of audiences. Feedback will inform and guide how the minimal viable product (MVP) app is developed and prototyped.

Approximate time to complete: The ideal amount of time to complete discussion is 45 to 90 minutes.

Number of participants: 10–15

Structure: Focus groups with museum professionals are structured around a set of predetermined questions. Not all questions will be asked, as the free-flowing discussion will indirectly touch on topics.

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### **Welcome: Describe purpose and goals**

The aim of the Access App project is to create a free and available app for cultural institutions (large and small) to gather audio and sign language descriptions in order to increase access to cultural information for blind or low vision visitors. The goal for the app is to collect diverse perspectives on exhibitions, artworks, historic sites, and performances to create an inclusive experience that is rewarding for everyone. The app will be for your audiences, and you will be making it available to them. We'd love to find out more from you about what will help you make your organizations more accessible, and what will be useful to you.

### **Informed consent**

All feedback from focus group participants will remain anonymous and is intended to be used solely for the purposes of this study.

### **Engagement Questions**

1. Tell us in one sentence about your cultural organization.
  - Size of staff?
  - Who is your current audience? Who are your target audiences?
  - How many visitors do you serve annually? (<50,000 visitors, 50,001–250,000 visitors, or >250,001 visitors)
2. What programs or experiences do you offer to audiences who are blind or low vision?

3. How familiar is your institution with American Sign Language (ASL), Audio Description, and captioning?
  - 1 not at all familiar
  - 2 not very familiar
  - 3 neutral
  - 4 somewhat familiar
  - 5 very familiar

### **Sorting Exercise**

1. Give participants pieces of paper with each feature listed (see Sorting Exercise Template below).
2. Ask participants to pair, group, or order according to their preference.
3. After they sort and order preferences, ask: How could these features make interpretive content accessible in your own institution? What would you add? What's missing?

### **Exploration Questions**

1. Do you have digital technology as part of your visitor experience? If so, what?
2. Tell us more about your technical infrastructure (if you know about it).
  - a. Is your public space Wi-Fi ready?
  - b. Do you have a digital content/collections management system? (TMS, MuseumPlus, custom?)
3. Does your cultural institution offer audio or multimedia tour experiences? Tell us about it.
4. What kinds of management features would you need for adopting software or apps into your cultural institution?

### **Exit Questions**

1. What is your level of interest in implementing a system similar to the one we're developing?  
Scale:
  - 1 not at all interested
  - 2 not very interested
  - 3 neutral
  - 4 somewhat interested
  - 5 very interested

### **Contact Information (see following page):**

Invite participants to fill out the contact sheet if they want updates and/or to participate in the prototyping phase. 1. In your opinion, how might this app enhance different kinds of museum experiences (e.g., exhibition, sculpture garden, historic home)?

**American Sign Language (ASL)**

**Haptic/Vibrational Alerts**

**Audio Description**

**Curatorial Descriptions**

**Video content with captions**

**Crowdsourced Descriptions**

**Sharing/Social Networking**

