User-Centered Approach to Designing a User Interface for Rural Communities
Industry Connections Activity Initiation Document (ICAID)

Version: 1.0, 11 May 2021

<mark>IC21-004-01 Approved by the IESS SMDC 14 June 2021</mark>

1. Contact

Provide the name and contact information of the primary contact person for this IC activity. Affiliation is any entity that provides the person financial or other substantive support, for which the person may feel an obligation. If necessary, a second/alternate contact person's information may also be provided.

Name: Anmol Anubhai
Email Address: anmol.anubhai@gmail.com
Employer: AWS
Affiliation: Self

IEEE collects personal data on this form, which is made publicly available, to allow communication by materially interested parties and with Activity Oversight Committee and Activity officers who are responsible for IEEE work items.

2. Participation and Voting Model

Specify whether this activity will be entity-based (participants are entities, which may have multiple representatives, one-entity-one-vote), or individual-based (participants represent themselves, one-person-one-vote).

Specify: "Individual-Based".

3. Purpose

3.1 Motivation and Goal

Briefly explain the context and motivation for starting this IC activity, and the overall purpose or goal to be accomplished. Describe the motivation and goal.

Rural communities have their own particular characteristics that shape what technologies are appropriate.

The key goal of this committee will be to lead qualitative and quantitative research initiatives to capture the explicit and tacit needs of rural communities. The committee will focus on making research-informed design decisions using the insights distilled from in-field research initiatives. The key purpose of conducting this research will be to distill their current pain points, challenges as well as explicit and tacit needs. These insights will be used to come up with design principles. The committee hopes to encourage discussion and increase awareness by sharing these principles in the community through research papers, blogs, etc. - the same will also be piloted by beginning collaboration initiatives with organizations interested in catering to the needs of this community. The committee will work with them to help them adopt the design principles for building prototypes for their diverse use cases. These prototypes will also be tested with end-users coming from diverse backgrounds and experiences. This research will help the team come up with user segments and persona types collection that can be used as a tool when designing for rural communities.

The aim of this ICAID is to develop a model for the design and implementation of user interfaces for rural communities. The development focuses on the design and evaluation of user interfaces by users with low levels of user interface experiences and low levels of computer literacy, the effect of raising the level of computer literacy.

3.2 Related Work
Provide a brief comparison of this activity to existing, related efforts or standards of which you are aware (industry associations, consortia, standardization activities, etc.).

Rural Communication ICAID

Describe the related work.

3.3 Previously Published Material
Provide a list of any known previously published material intended for inclusion in the proposed deliverables of this activity.

List the previously published material, if any.

3.4 Potential Markets Served
Indicate the main beneficiaries of this work, and what the potential impact might be.

Rural Community

Describe the potential markets.

3.5 How will the activity benefit the IEEE, society, or humanity?
● Achieve IEEE's goal of developing flexible, scalable, and extendible framework.
● New projects to be delivered
● New activities, projects, programs can be the outcome of the program

4. Estimated Timeframe

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Indicate approximately how long you expect this activity to operate to achieve its proposed results (e.g., time to completion of all deliverables).
2 Years (2023)
Expected Completion Date: 6/2023

IC activities are chartered for two years at a time. Activities are eligible for extension upon request and review by ICCom and the responsible committee of the IEEE SA Board of Governors. Should an extension be required, please notify the ICCom Administrator prior to the two-year mark.

5. Proposed Deliverables
Outline the anticipated deliverables and output from this IC activity, such as documents (e.g., white papers, reports), proposals for standards, conferences and workshops, databases, computer code, etc., and indicate the expected timeframe for each.

Specify the deliverables for this IC activity, please be specific.

There will be multiple deliverables:

1) Identifying gaps in existing standards
2) New PARs based on the gaps
3) Identification of Recommended Practices
4) Workshops and Events
5) Webinars
6) Reports
7) Collaboration initiatives (as identified)
8) Designing and building working prototypes that will be tested on field

5.1 Open Source Software Development
Indicate whether this IC Activity will develop or incorporate open source software in the deliverables. All contributions of open source software for use in Industry Connections activities shall be accompanied by an approved IEEE Contributor License Agreement (CLA) appropriate for the open source license under which the Work Product will be made available.

CLAs, once accepted, are irrevocable. Industry Connections Activities shall comply with the IEEE SA open source policies and procedures and use the IEEE SA open source platform for development of open source software. Information on IEEE SA Open can be found at https://saopen.ieee.org/.

Will the activity develop or incorporate open source software (either normatively or informatively) in the deliverables?: (To be determined)

6. Funding Requirements
Outline any contracted services or other expenses that are currently anticipated, beyond the basic support services provided to all IC activities. Indicate how those funds are expected to be obtained (e.g., through participant fees, sponsorships, government or other grants, etc.). Activities needing substantial funding may require additional reviews and approvals beyond ICCom.

Specify funding requirements and sources, if any.

No expenses anticipated apart from the basic support

7. Management and Procedures

7.1 Activity Oversight Committee

Indicate whether an IEEE Standards Committee or Standards Development Working Group has agreed to oversee this activity and its procedures.

Has an IEEE Standards Committee or Standards Development Working Group agreed to oversee this activity?: No

If yes, indicate the IEEE committee's name and its chair's contact information.

IEEE Committee Name: Committee Name
Chair's Name: Full Name
Chair's Email Address: who@where

Additional IEEE committee information, if any. Please indicate if you are including a letter of support from the IEEE Committee that will oversee this activity.

IEEE collects personal data on this form, which is made publicly available, to allow communication by materially interested parties and with Activity Oversight Committee and Activity officers who are responsible for IEEE work items.

7.2 Activity Management

If no Activity Oversight Committee has been identified in 7.1 above, indicate how this activity will manage itself on a day-to-day basis (e.g., executive committee, officers, etc).

Briefly outline activity management structure.
Executive Committee of this program will manage the activities.

7.3 Procedures

Indicate what documented procedures will be used to guide the operations of this activity; either (a) modified baseline *Industry Connections Activity Policies and Procedures,* (b) Standards Committee policies and procedures accepted by the IEEE SA Standards

Board, or (c) Working Group policies and procedures accepted by the Working Group's Standards Committee. If option (a) is chosen, then ICCom review and approval of the P&P is required. If option (b) or (c) is chosen, then ICCom approval of the use of the P&P is required.

Specify the policies and procedures document to be used. Attach a copy of chosen policies and procedures.

Industry Connections Activity Policies and Procedures Abridged Version

Participants

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8.1 Stakeholder Communities

Indicate the stakeholder communities (the types of companies or other entities, or the different groups of individuals) that are expected to be interested in this IC activity, and will be invited to participate.

Semiconductor manufactueres, service providers, regulators, OEMS, ODMS, Telcos, Technology providers.

8.2 Expected Number of Participants

Indicate the approximate number of entities (if entity-based) or individuals (if individual-based) expected to be actively involved in this activity.

Number of entities or number of individuals.

~25 Individuals

8.3 Initial Participants

Provide a number of the entities or individuals that will be participating from the outset. It is recommended there be at least three initial participants for an entity-based activity, or five initial participants (each with a different affiliation) for an individual-based activity.

Use the following table for an entity-based activity:

Entity	Primary Contact	Additional Representatives
Entity Name	Contact Name	Name

Use the following table for an individual-based activity:

Individual		Employer	Affiliation
Sandeep Agrawal		C-DOT	C-DOT
Ashutosh Dutta		JHU/APL	JHU/APL
Subhas Mandal		HFCL Ltd.	HFCL Ltd.
Anmol Anubhai		AWS	Self

8.4 Activity Supporter/Partner

Indicate whether an IEEE committee (including IEEE Societies and Technical Councils) has agreed to participate or support this activity. Support may include, but is not limited to, financial support, marketing support and other ways to help the Activity complete its deliverables.

Has an IEEE Committee agreed to support this activity?: No

If yes, indicate the IEEE committee's name and its chair's contact information.

IEEE Committee Name: Committee Name
Chair's Name: Full Name
Chair's Email Address: who@where

Please indicate if you are including a letter of support from the IEEE Committee.