The Personalized Exploration App for Urban Pedestrians

**Goal**
Help people with vision impairments to explore the area around them, and find new places they find interesting.

**Takeaways**
- Inclusive UI: Not being narrowly focused on one type of accessibility. Color contrast elements for low vision, VoiceOver for no vision.
- Context of Tech Use: Understand what using voiceover looks like in public, and how to balance getting audio info with headphones use.
- Prototyping for Accessibility: There is no an easy way to prototype with VoiceOver feature. Need to explore different ways to conduct usability tests with people with different kinds of disability.

**Iterative Design Process**
- **RESEARCH**: We conducted interviews and focus groups with 4 users of different vision levels to learn about the problem space and inspire ideas for solutions. Affinity diagramming helped us find themes in the data.
- **DESIGN**: We iterated through 4 versions of prototypes that evolved in fidelity. Paper prototypes, Figma wireframes, and interactive inVision prototypes tested the usability of the interface and desirability of features.
- **USER TESTING**: We received valuable feedback on how to better design for people's needs in accessibility features, by conducting 3 rounds of usability testing with target users and heuristic evaluations with experts.
- **PRESENTATION**: The culmination of our work has resulted in us being able to present our work to the larger community. Through the work we have completed, we hope to inspire others to design and create with accessibility in mind.

**Designed With Accessibility in Mind**
- **Awareness of Location**: Easily access where you are and what direction you're facing so you never feel lost.
- **Optimized for High Contrast**: Carefully chosen color scheme that ensures a pleasant experience for users that use high contrast display.
- **Design for Screen Readers**: App structure that ensures that users with screen readers understand what is on the screen. Users can collapse lists and organize information to reduce screen reader clutter.

**Personalize & Peruse**
- **Suggestion Settings**: Your control center for what is suggested to you.
- **Nearby spots**: You interested places around you.
- **Bookmarks**: Your list of places to come back to, sorted by name, recent or category.
- **Place I’ve Passed**: Has information on all the cool places you’ve passed, all in one place.

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