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Participatory design for accessible e-tourism: the case of people with visual impairments

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PARTICIPATORY DESIGN FOR ACCESSIBLE E-TOURISM: THE CASE OF PEOPLE WITH VISUAL IMPAIRMENTS

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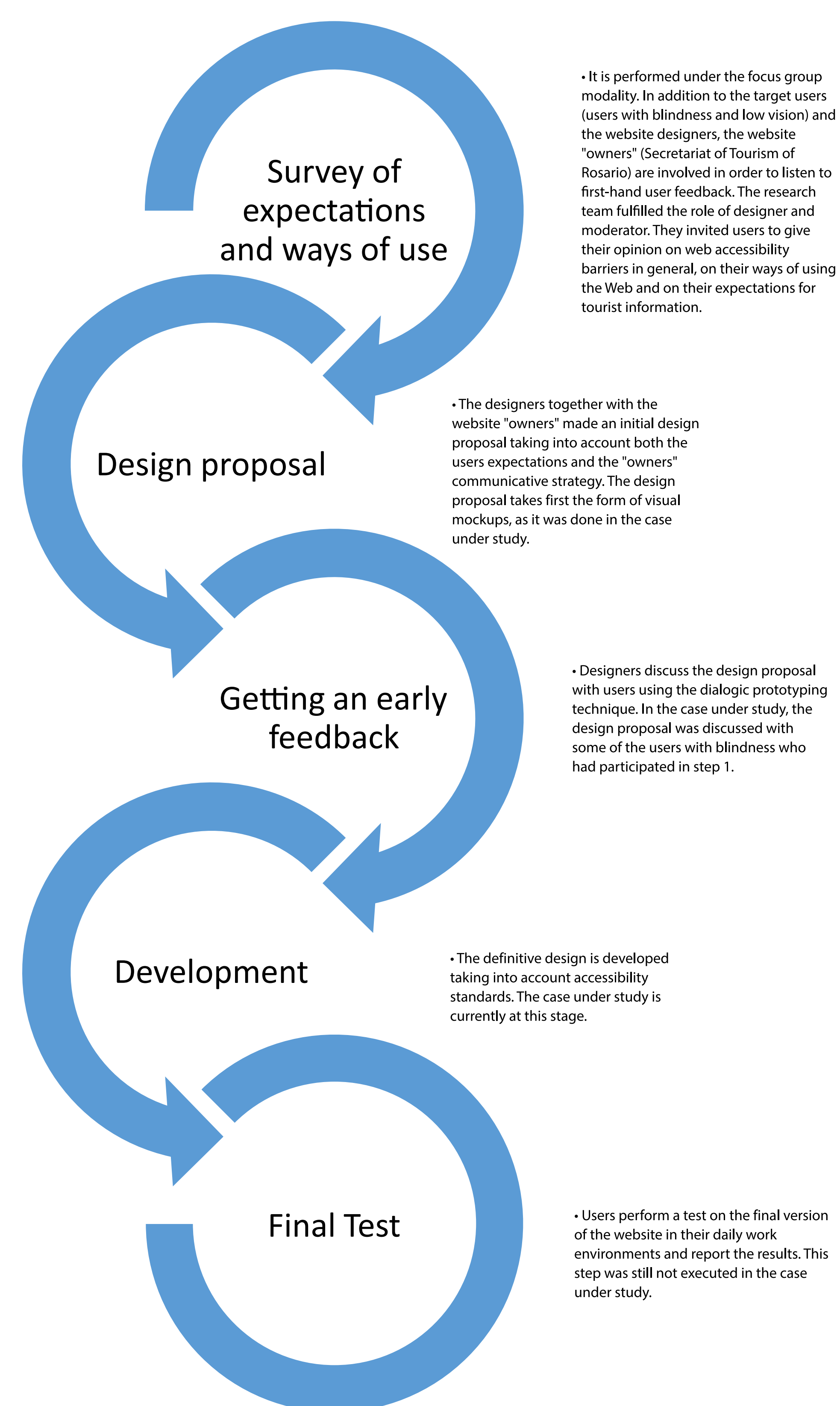
METHODOLOGICAL CONTRIBUTIONS

- ▶ In the field of participatory design
 - The methodology brings together the website “owners” and the target users throughout the design process. This way of working leads to a negotiation between the users’ expectations and the “owners” communication strategy.
- ▶ In the field of participatory design with people with visual impairments
 - Focus group vs. observation
 - Focus group creates a more relaxed environment where users do not feel “under study”.
 - There are not observers who draw conclusions from the users’ ways of use but users who draw conclusions from their own ways of use.
 - Focus group vs. including a person with visual impairments in the research team
 - Focus group technique has the advantage of providing feedback from many and diverse users.
 - Dialogic prototyping vs. programmed prototypes
 - Dialogic prototyping presents the benefits of a prototype that requires no programming (such as paper mockups): it is produced quickly and may be modified during the discussion.
 - Dialogic prototyping validates the appropriateness of key elements for accessibility, such as names of hyperlinks, buttons and labels; alternatives for images; headers content; among others.
 - The screen reader simulation made by the designer is more realistic than the narration of a scenario and allows the user to build a more concrete idea of the interface.
- ▶ In the field of accessible e-tourism
 - Participatory design is a relevant perspective for developing accessible e-tourism because it allows providing not only accessibility compliant websites but also tourist information that is accessible from the user point of view.

CASE UNDER STUDY

Participatory design including people with visual impairments to provide accessible e-tourism in the city of Rosario (Argentina).

PROPOSED DESIGN METHODOLOGY



DOWNLOAD THE COMPLETE ARTICLE <https://goo.gl/mZVfzH>



DEFINITIONS

Dialogic prototyping: a kind of low fidelity and "Wizard of Oz" prototyping in which the designer simulates the screen reader reading and the user interacts orally.

Participatory design: a design perspective that aims to collaborate with end users throughout the design process, rather than designing for them.

e-Tourism: the promotion of tourism and its associated services via the Web.

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