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María Inés Laitano

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

- ▶ María Inés Laitano
- ▶ Laboratoire Paragraphe, Université Paris 8
- ▶ ines.laitano@gmail.com



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.

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.

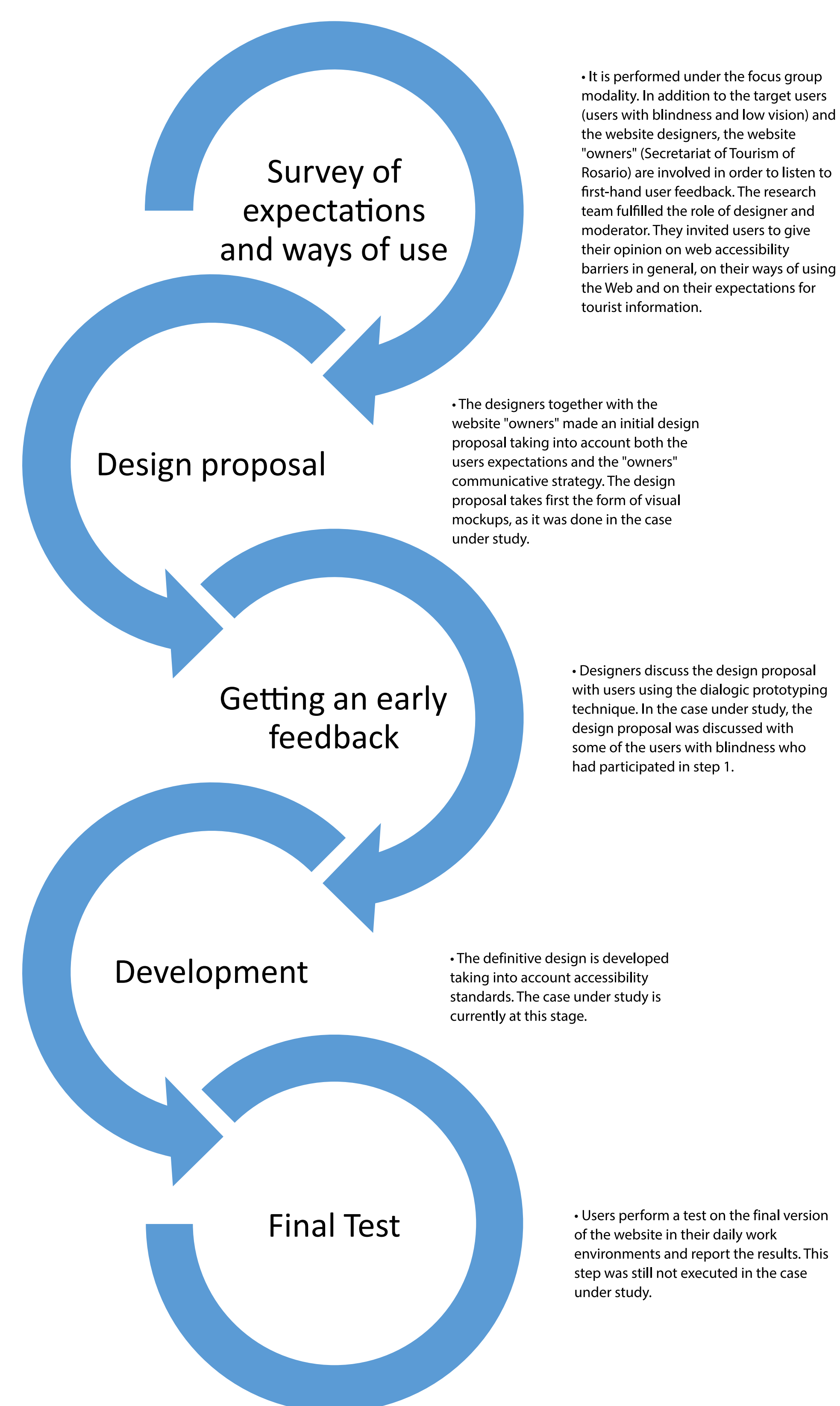
Participatory design: a design perspective that aims to collaborate with end users throughout the design process, rather than designing for them.

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

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>



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