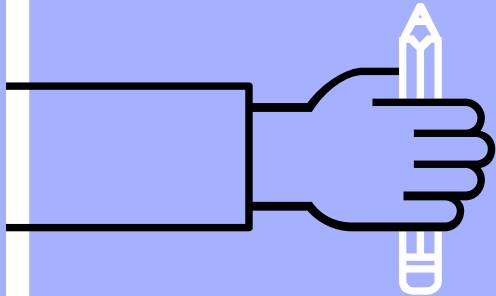
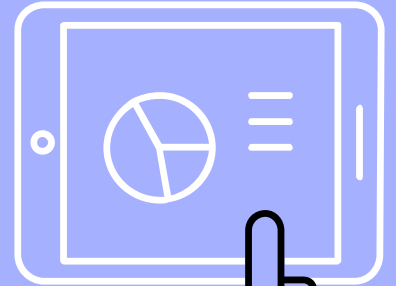
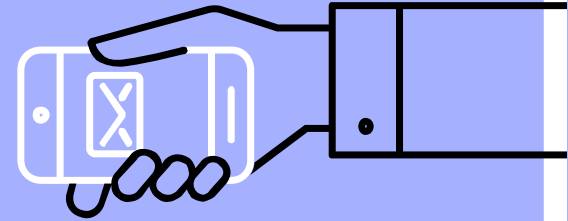
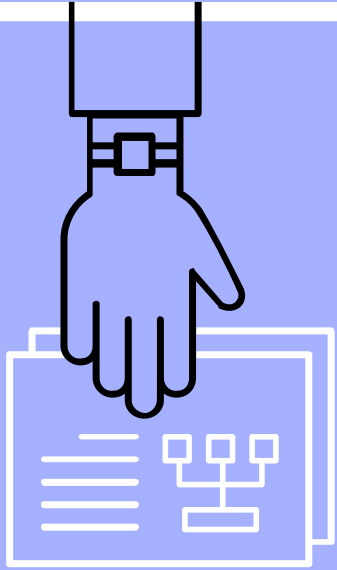




# ALTogether

Haeli, Danielle, Jung-Won, Sydney



# The Team



Haeli B.



Danielle C.



Jung-Won H.



Sydney J.

# ALTogether

## **Value Proposition**

Creating richer, more reliable alt text

## **Mission Statement**

Our goal is to increase overall awareness about accessibility needs for the visually-impaired by guiding individuals to share accessible content on Instagram.



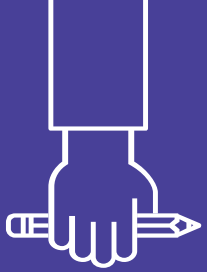
# ALTogether

## Problem

Blind and visually impaired users often feel frustrated with the lack of focus, context, and emotion in auto-generated alt text on Instagram.

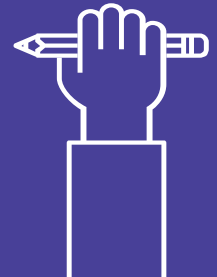
## Solution

ALTogether promotes richer and more reliable alt text by providing sighted users a scaffolded way to personally write quality alt text by modifying AI-generated suggestions on their images before posting. ALTogether not only encourages sighted users to adopt alt text practices, but also motivates followers to do the same through social incentives.

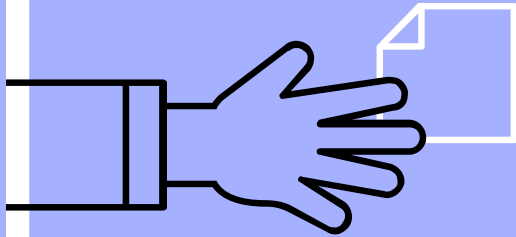
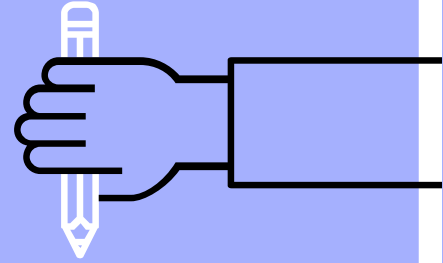


## Overview

- Heuristic Evaluation Results
- Revised Design
- Prototype Status
- Prototype Demo!
- Summary and Questions



# Heuristic Evaluation Results



# Heuristic Evaluation Summary

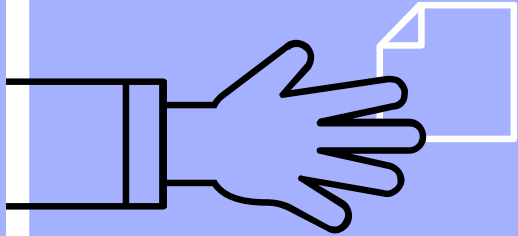
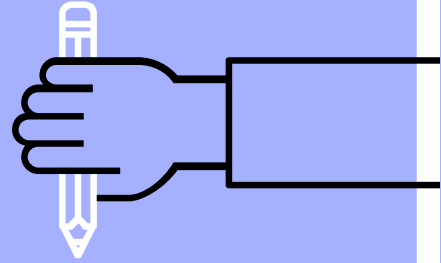
- ▶ **14** total severity 3-4 violations
- ▶ **21** total severity 1-2 violations

## Most violated heuristics

User Control (8), Help & Documentation (6),  
Efficiency of Use (4), Visibility of Status (4)



# Revised Design





# 0. Medium-fi limitations

## Violations

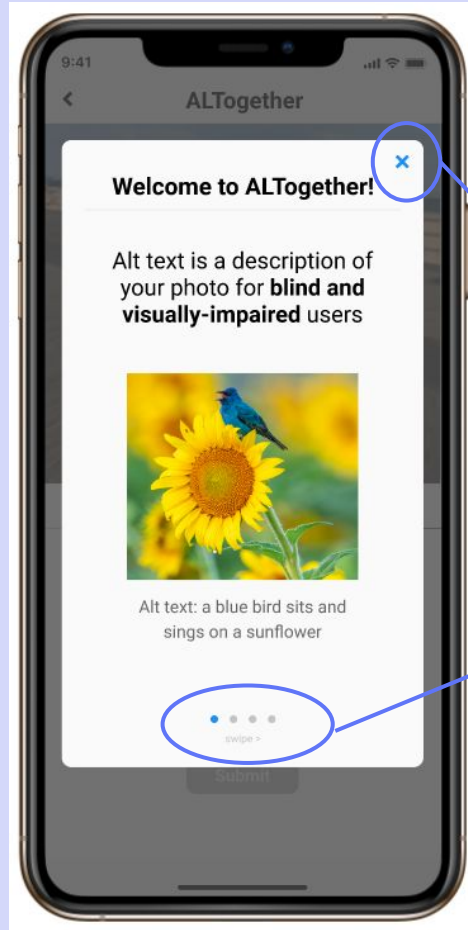
H1. Before writing alt text for your own photo, there is no way to see others' alt texts (Severity: 3)

H4. No way to swipe right in the onboarding sequence (Severity: 4)

H6. After switching screens, all the user's work and changes to the alt text are gone (Severity: 3)

H7. Onboarding sequence continues to show up even after the first pass (Severity: 3)

**Fix:** Already intended to work in high-fidelity!



Keep track of if first visit or subsequent visit

Close onboarding pop-ups

Swipe forward and backward between slides

# 1. Checking alt text for trust and safety

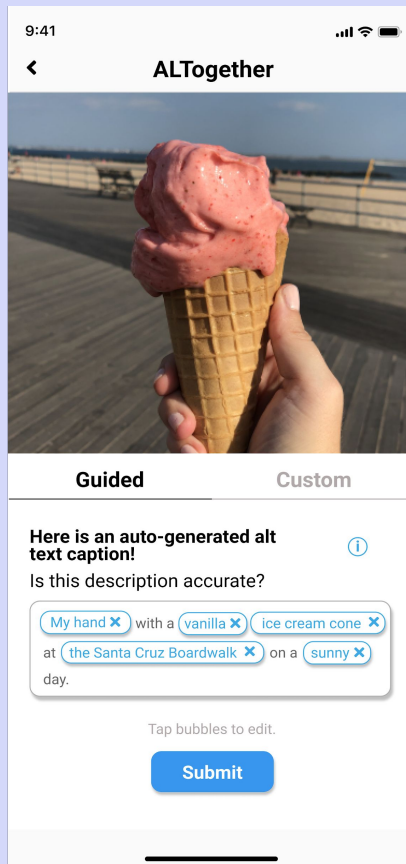
## Violations

H5. There may be typos, especially in the custom alt text, that may hinder screen readers (Severity: 3)

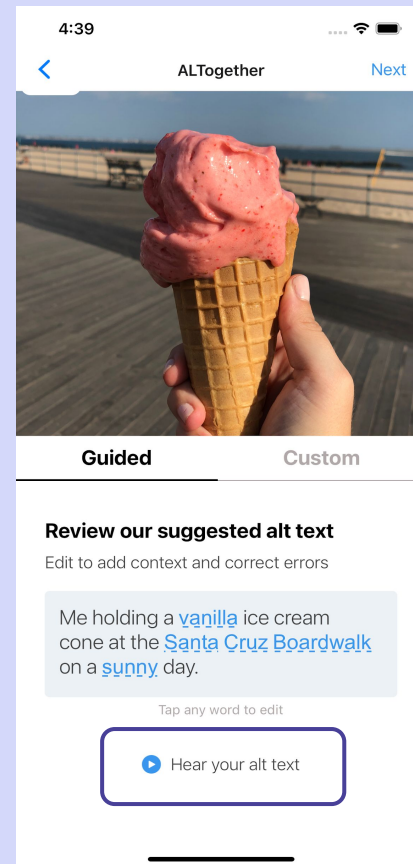
H5. Users could put gibberish language, or other hard-to-understand content to try and speed through the mandatory submission. (Severity: 3)

**Fix:** Add a text to speech feature that reads alt text like a screen reader would

Before



After

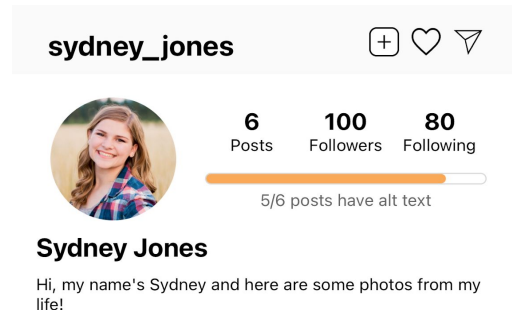


## 2. Identifying personal photos without alt text

### Violations

H7. The user has to hunt for photos which don't include alt text (Severity: 3)

H9. An influencer may have hundreds, if not thousands of photos - they may be disincentivized to dig through which photos do or don't have alt text. (Severity: 2)



The image shows a social media profile for a user named 'sydney\_jones'. The profile includes a circular profile picture of a young woman with blonde hair, a plaid shirt, and a smile. To the right of the profile picture are statistics: 6 Posts, 100 Followers, and 80 Following. Below these statistics is a progress bar that is approximately 83% full, with the text '5/6 posts have alt text' underneath it. Above the profile picture, the username 'sydney\_jones' is displayed, followed by three icons: a plus sign in a square, a heart, and a downward-pointing triangle.

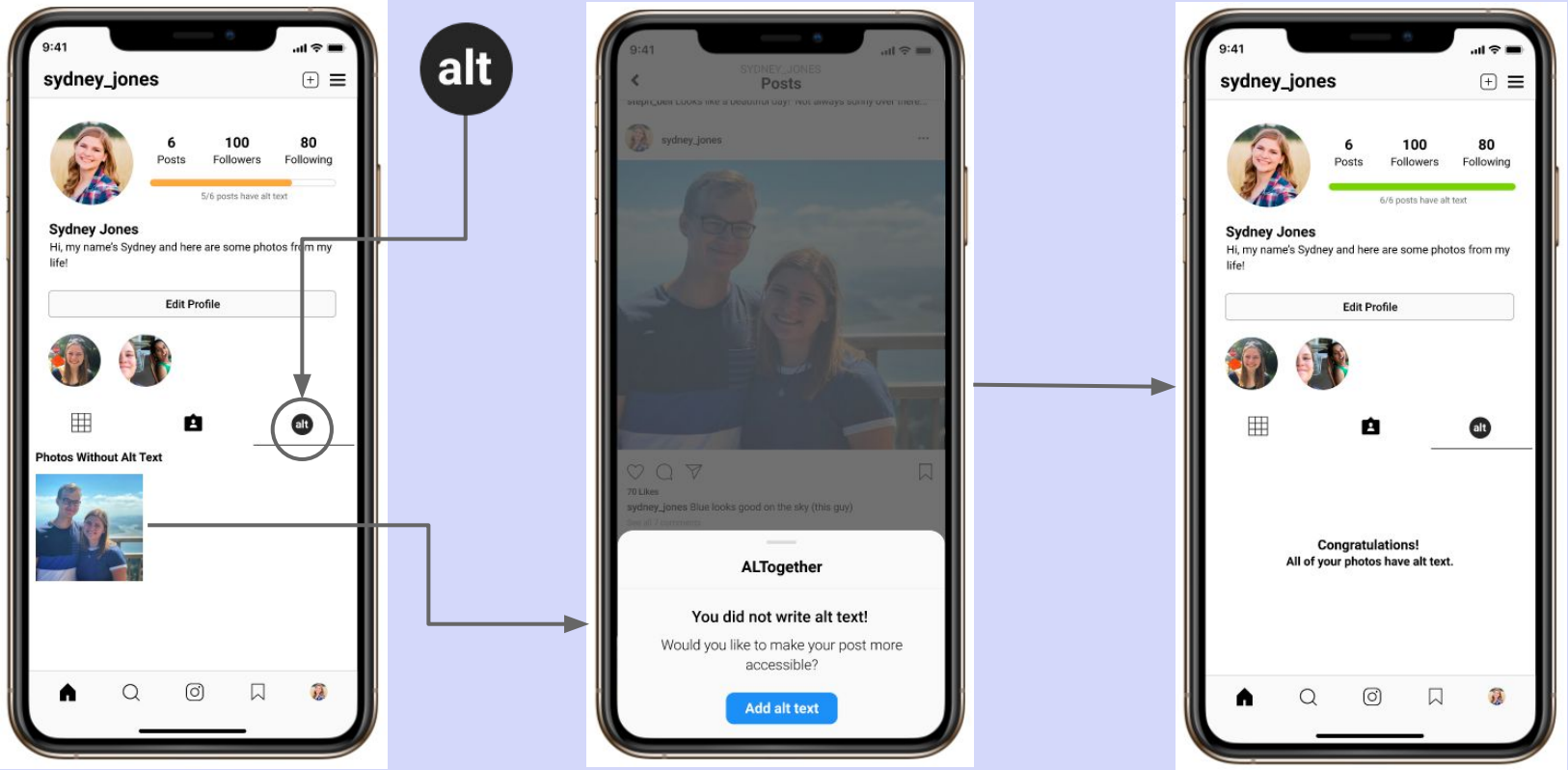
Category	Count
Posts	6
Followers	100
Following	80

5/6 posts have alt text

**Sydney Jones**

Hi, my name's Sydney and here are some photos from my life!

# Fix: Add "alt view" on profile to see only images which lack alt text



# 3. Flexibility in adding / editing alt text

## Violations

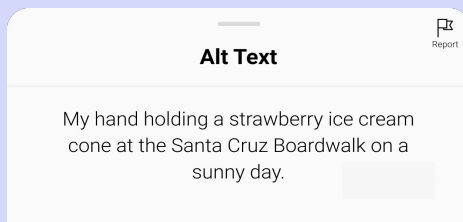
H3. After the user adds alt text to their photo, it's impossible to change it  
(Severity: 3)

H4. The "Submit" button is greyed out until you change the suggested alt text, but users may love the very first alt text generated by ALTogether  
(Severity: 2)

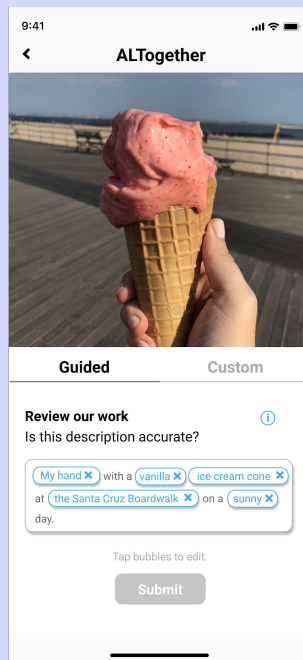
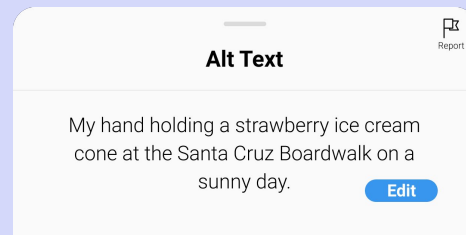
**Fix:** Add “edit” button to alt text of all personal photos

**Fix:** Make “next” button clickable sooner, change incentive to fill

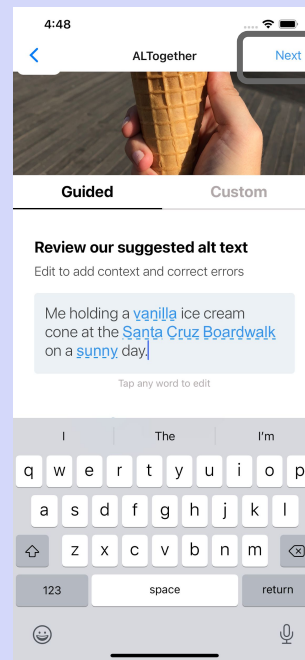
Before



After



Edit to click



Auto focus on text input



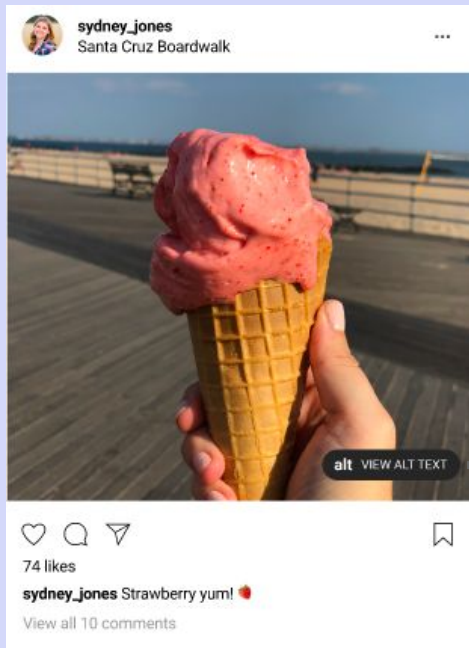
## 4. Clarity of new symbols and concepts

### Violations

H3. It's unclear what the outline or lack of outline around the "alt" logo displayed on pictures means (Severity: 3)

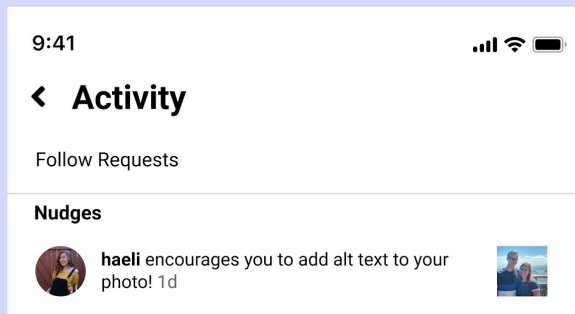
H3. There are no places that indicate whether you have a nudge or not (Severity: 3)

**Fix:** Embed introductions to new concepts within icons



**alt** VIEW ALT TEXT

First photo with alt text in the user's feed shows this instructions tag in addition to the icon



Nudges appear as notifications

## 5. Minor features and standardization

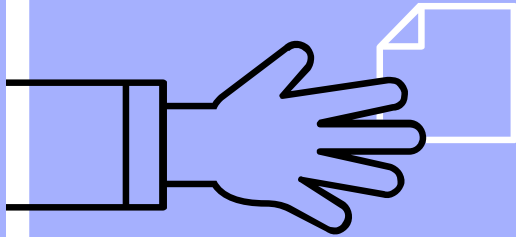
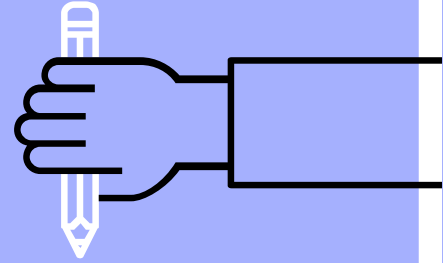
**Aesthetic:** Make text inputs match Instagram design system

- Change editable text from **bubbles** to dashed **underlined** text

**Clarity:** Provide guided and custom specific instructions

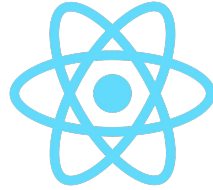
- Include “alt text” in guided and custom alt text descriptions
- Include “colors and emotions” as examples of nuance
- Add reporting feature to alt text descriptions to flag if an alt text is inaccurate or harmful

# Prototype Status



# Tools

▶ React Native



▶ Expo



▶ Xcode

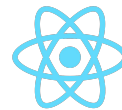


# User Tasks

**Simple:** Sighted users are reminded to write alt text and can find where to write it in the first place

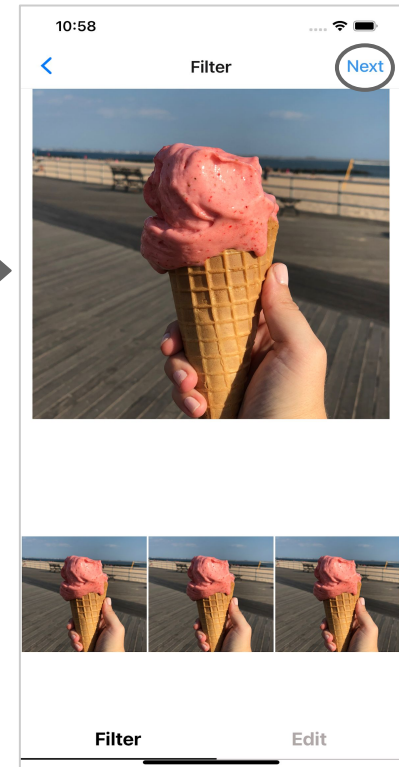
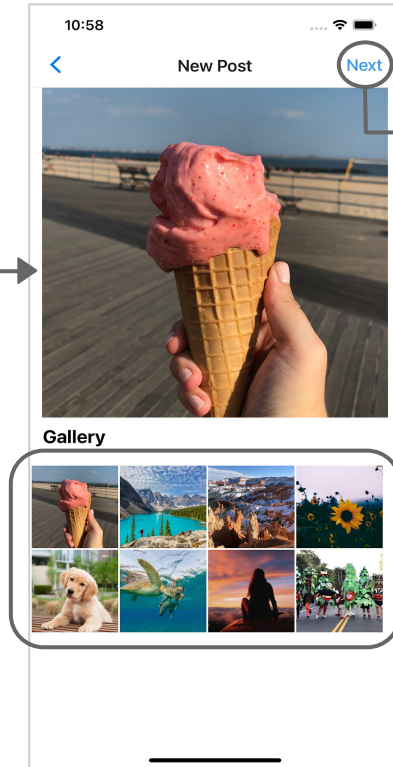
**Moderate:** Sighted users can identify which photos lack alt text and encourage friends to add their own alt texts

**Complex:** Sighted users modify auto-generated alt text suggestions to add personalized context to their images

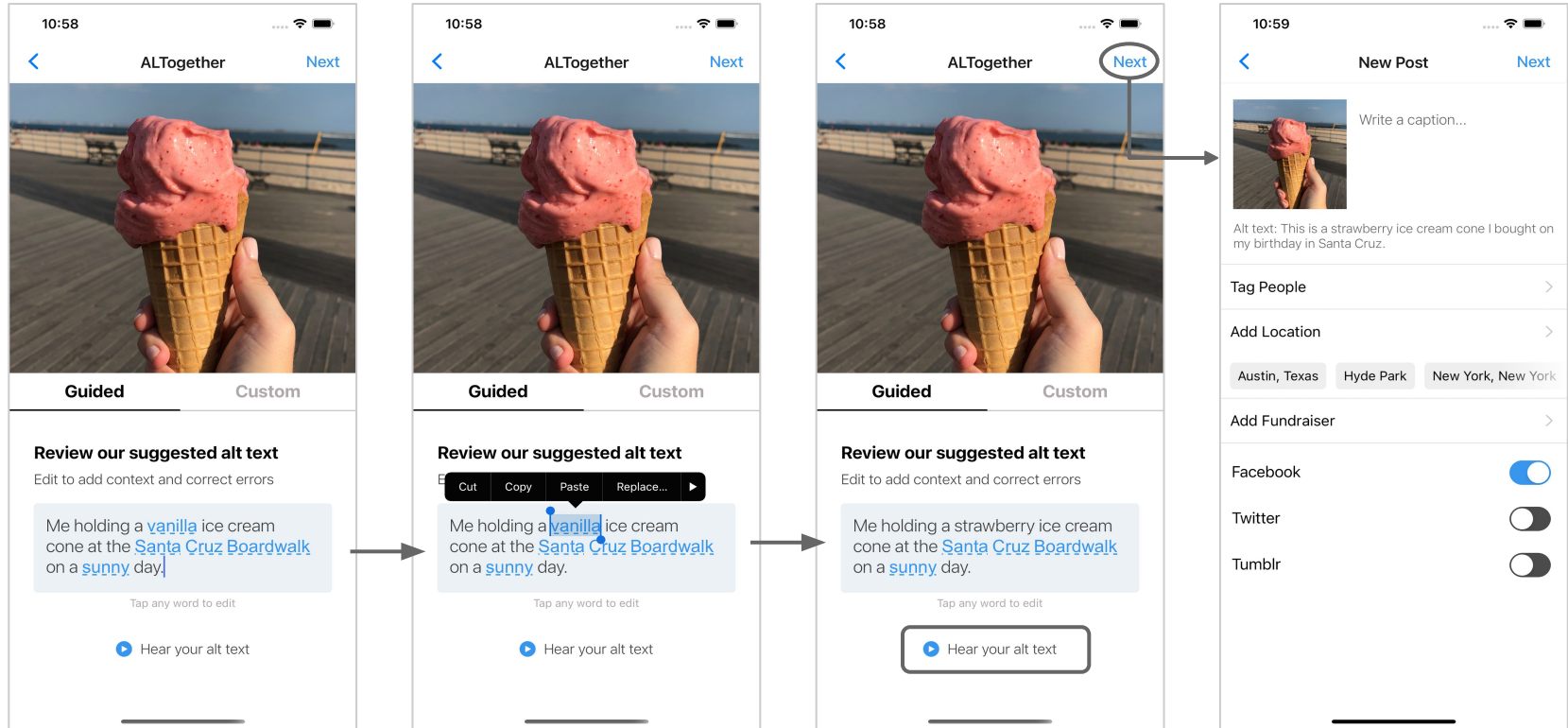


# Implemented Features

## Select image to post

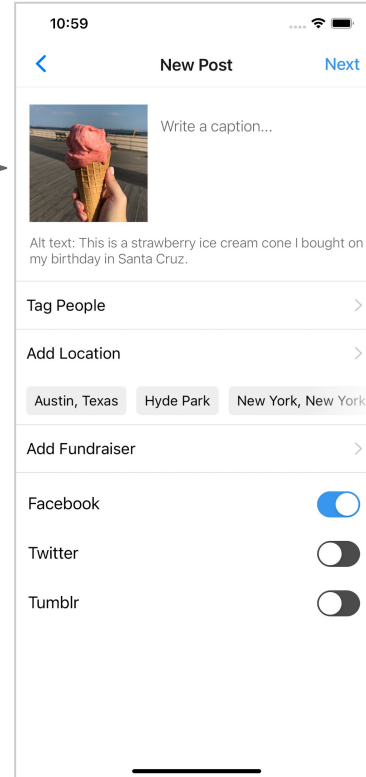
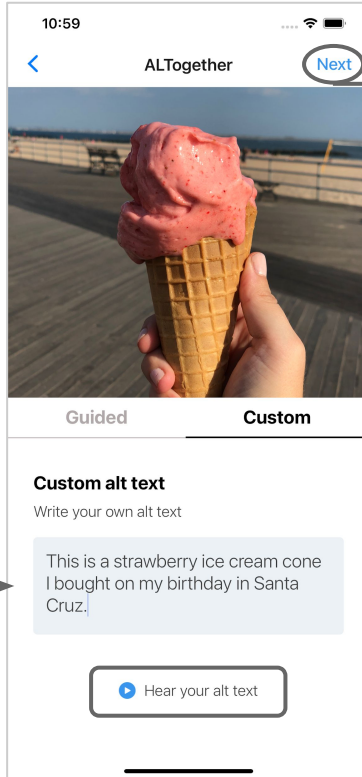
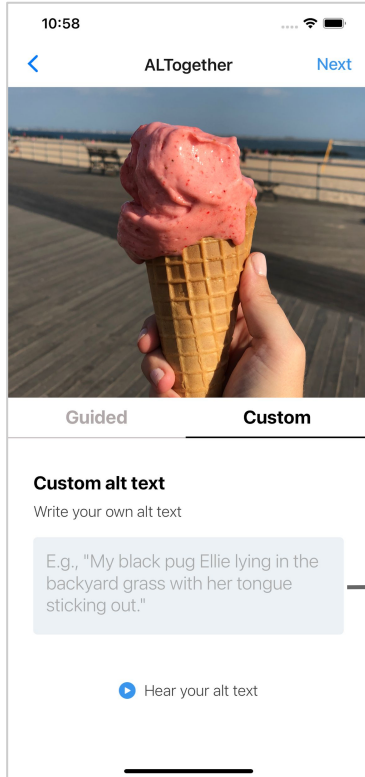


# Modify auto-generated alt text suggestion

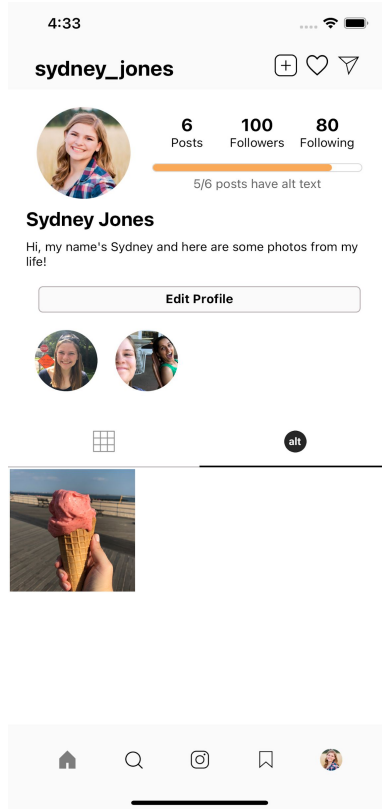
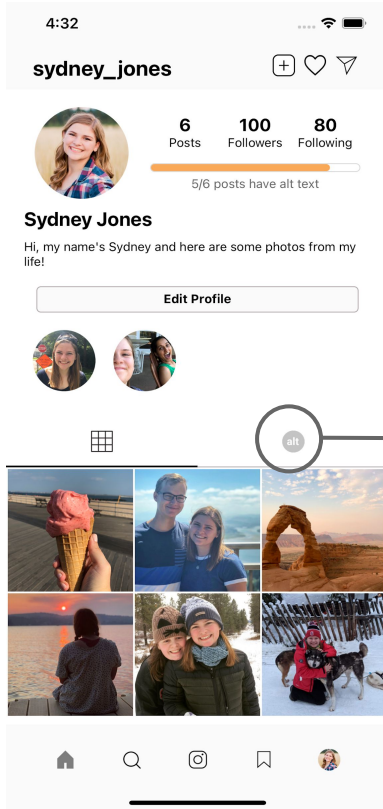




# Write your own custom alt text from scratch

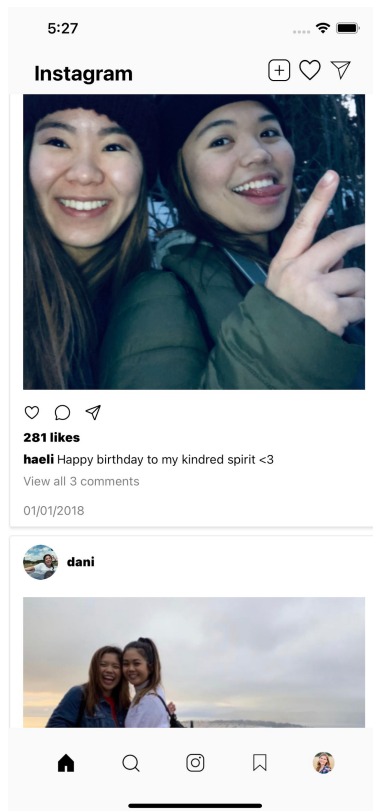


# Add "alt view" to profile page



Displays personal posts which still lack alt text so the user can more easily identify and fix them

# Following feed, without alt text indicators



# Unimplemented Features

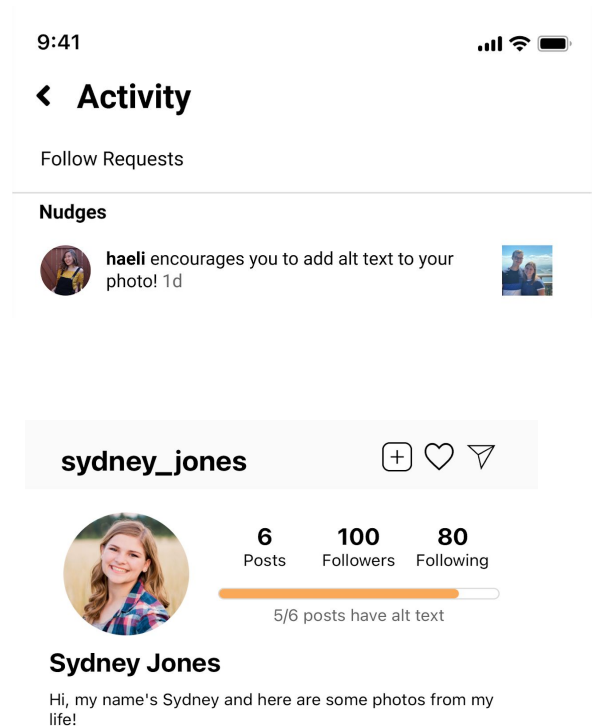
- Simple: Alt text onboarding pop-up screens
- Moderate: Alt text bottom pop-ups which contain editing and nudging capabilities
- Moderate: Contains / lacks alt text icons
- Moderate: Notifications page to display nudges

# Plan

1. Code onboarding pop-up screens  
*Figure out swiping features, finalize language and alt text examples*
2. Code alt text bottom pop-ups for nudging / editing alt text  
*Explore different screen transitions*
3. Add revised “alt” icon design to each posted image
4. Create Notifications page populated with nudges  
*Code example nudges, link within navigation bar*
5. Polish up photo data transfer between screens

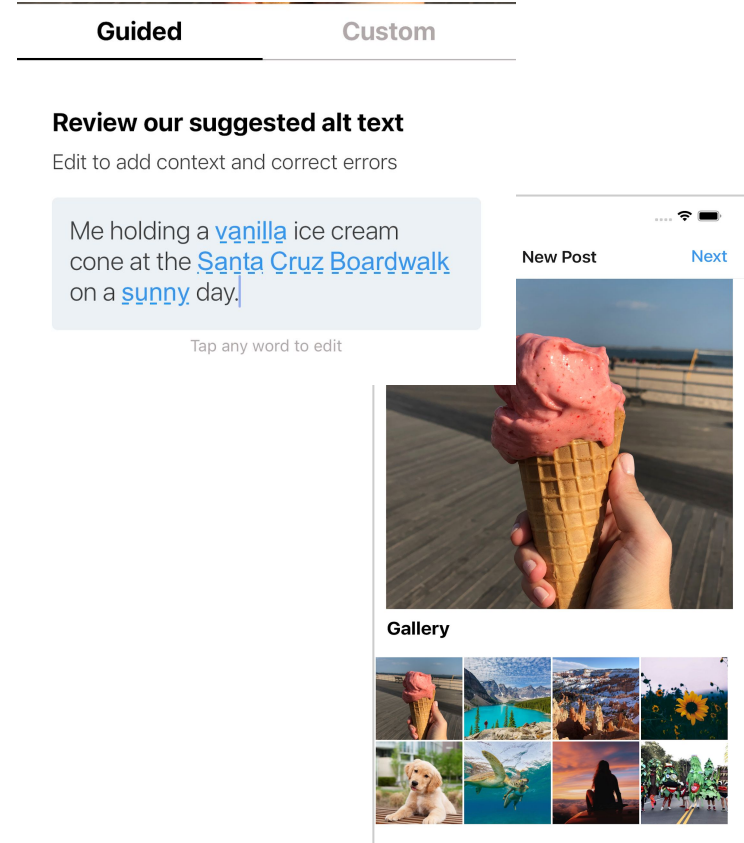
# Wizard of Oz Techniques

- **Prompt generation:** Can detect key image features and auto-generate a suggestion
- **Nudge feature:** Assume notifications are sent to friends when you nudge them to add alt text
- **Progress bar:** Assume access to Instagram API to detect how many images have alt text in order to update progress bar

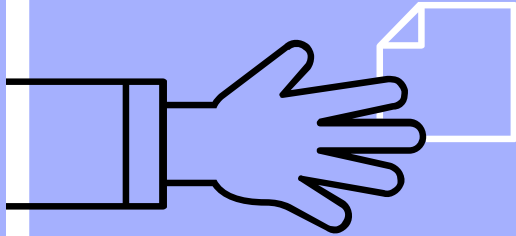
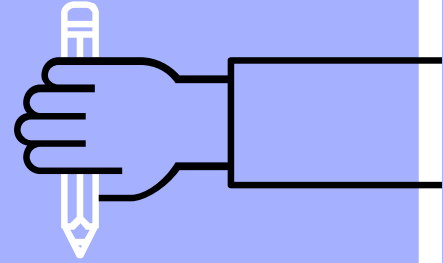


# Hard-Coded Data

- Predetermined “auto-generated” alt text captions for guided route
- User profiles and feed (e.g. images, captions, likes, comments)
- Images in camera roll that the user can post

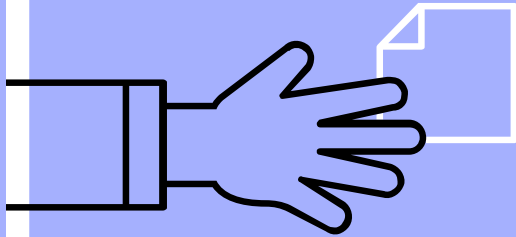
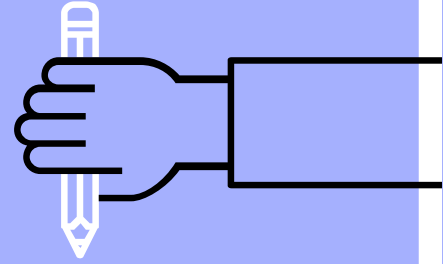


# Prototype Demo!





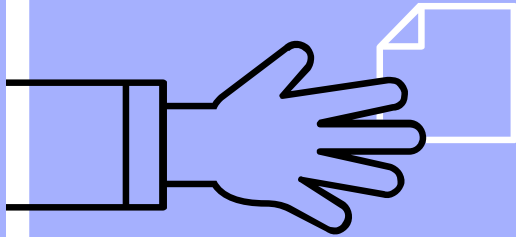
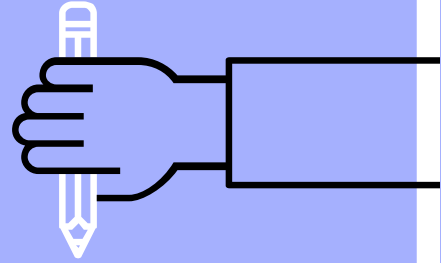
# Summary



# Summary

- Addressed all severity 3 & 4 heuristic violations in revised design
- Modify alt text (complex) is completely implemented!
- Get alt text reminders (simple) and nudge friends to add alt text (moderate) are partially implemented
- On track to finish all 3 tasks in code by mid next week

# Appendix

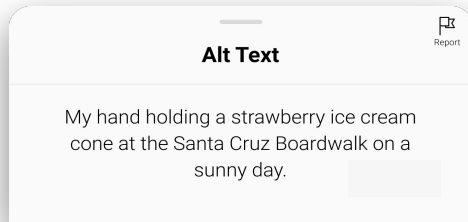


# Revisions

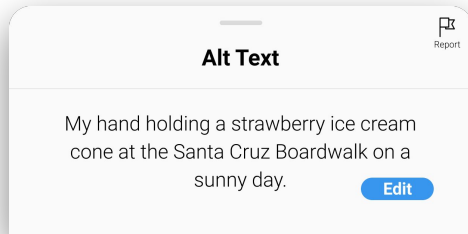
## Severity 3-4

# Enabling more user control and freedom

## Editing Capabilities

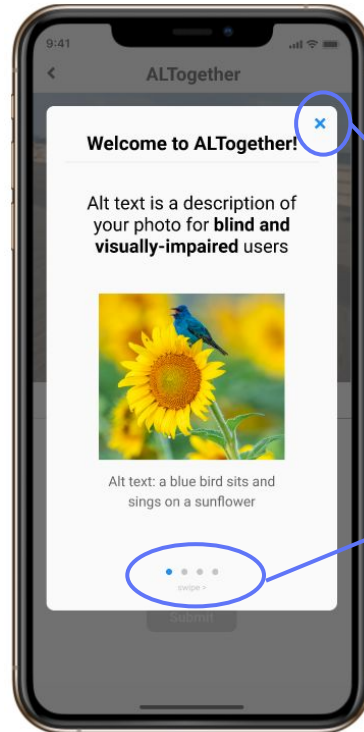


Before



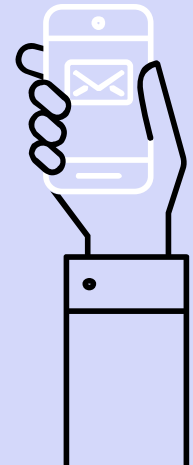
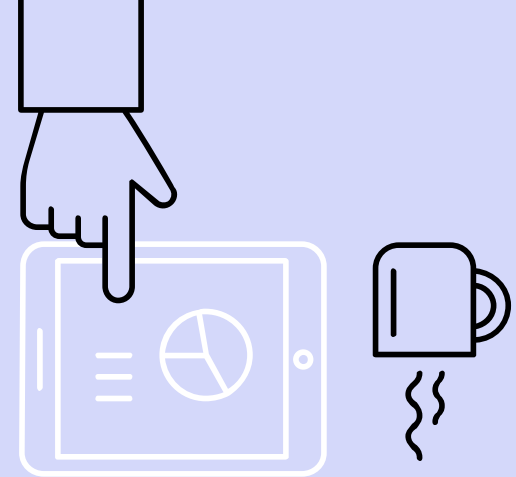
After

## Functionality



Close popup

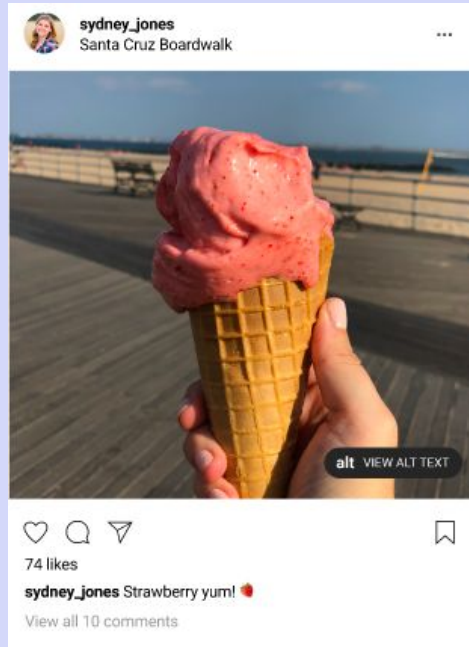
Scroll forward and backward



# Revisions

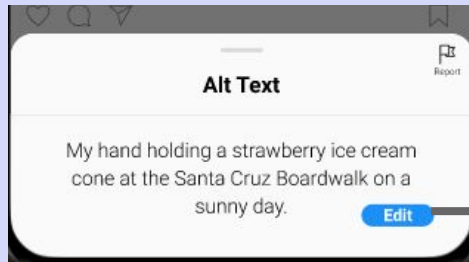
## Severity 3-4

### Addition of helpful icons



**alt** VIEW ALT TEXT

First photo with alt text in the user's feed shows this tag instead of the typical logo to make it clear what purpose this feature serves.

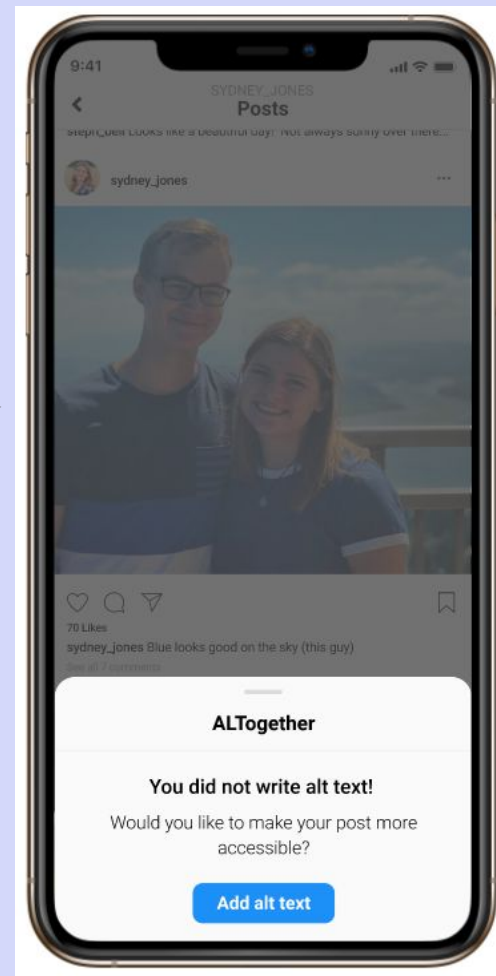
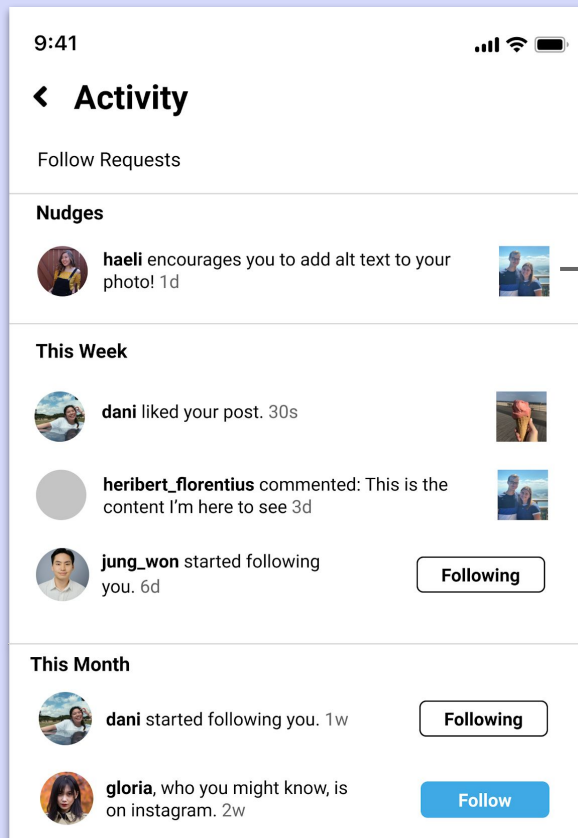
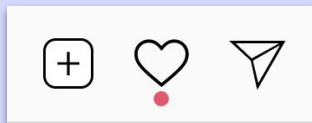


Report

Lets user report any harmful content

# Revisions Severity 1-2

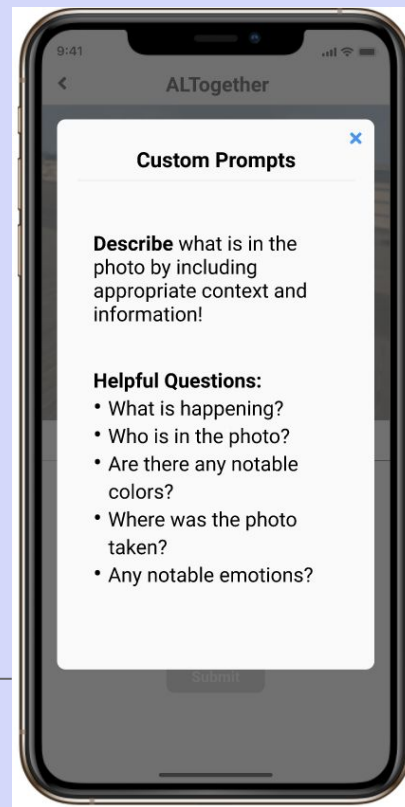
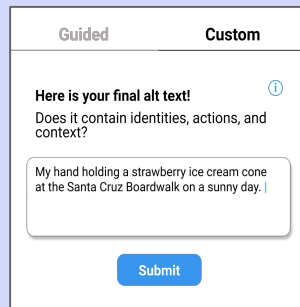
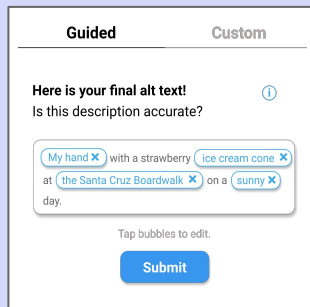
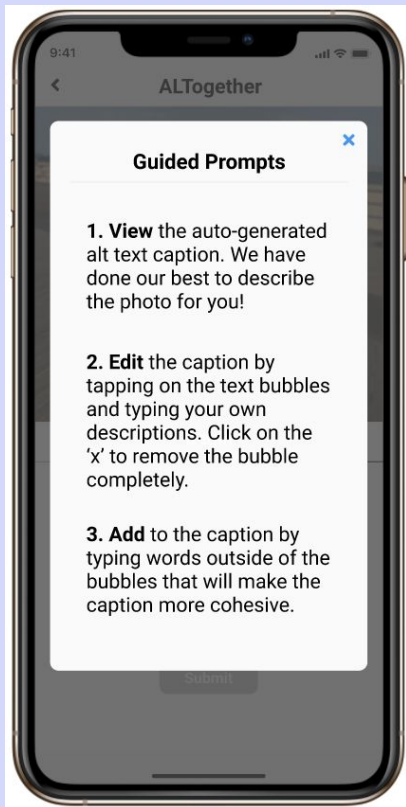
## Ability to view “nudges”



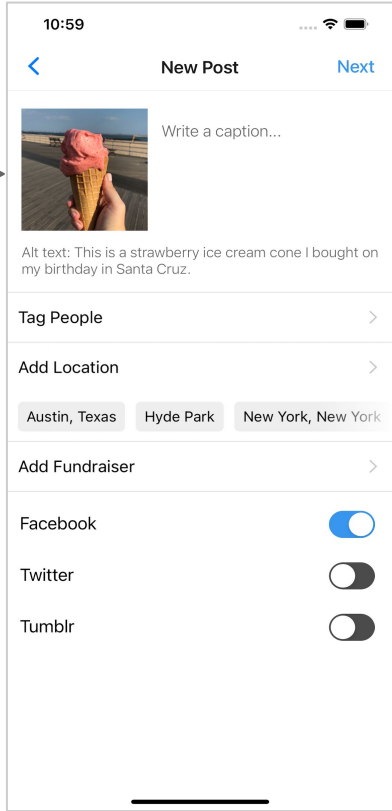
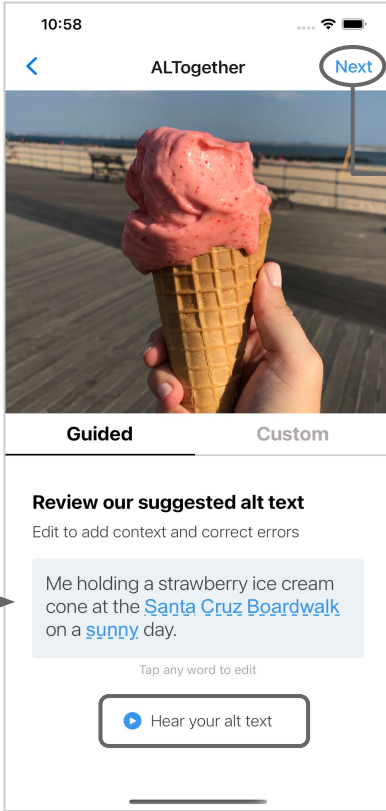
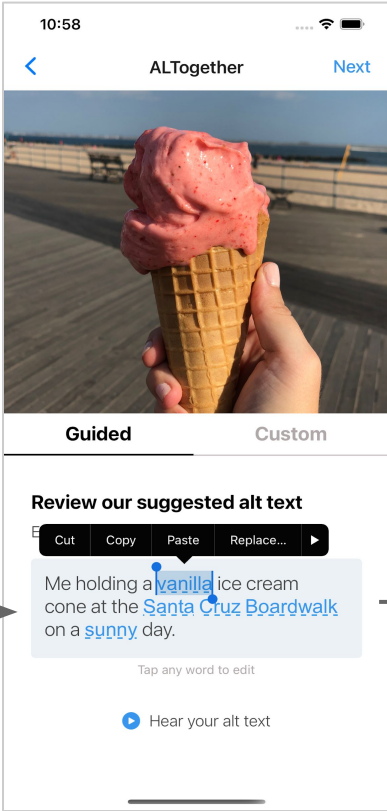
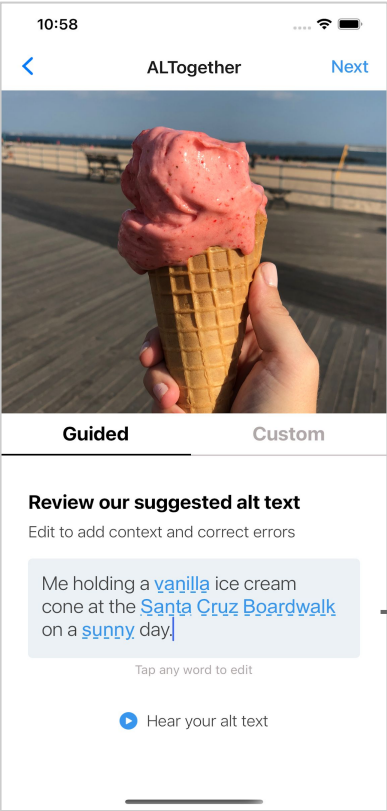
# Revisions

Severity 1-2

## Provide more information and guidance

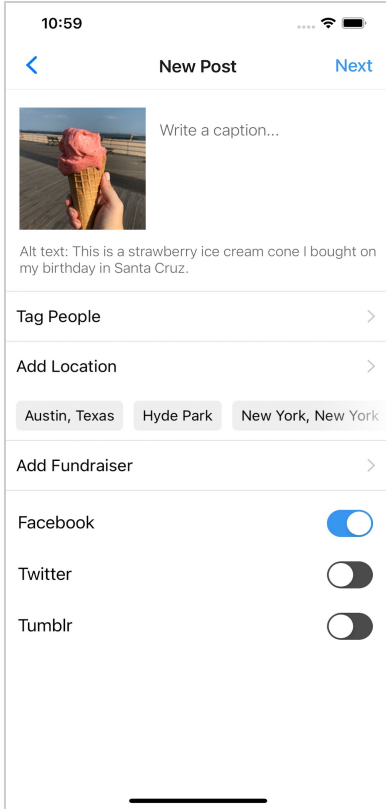
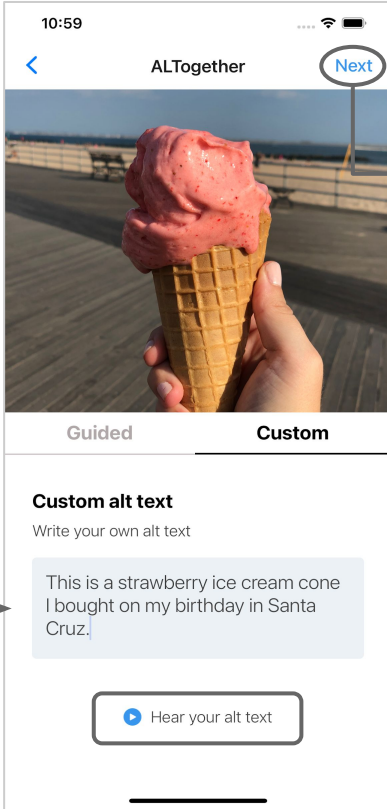
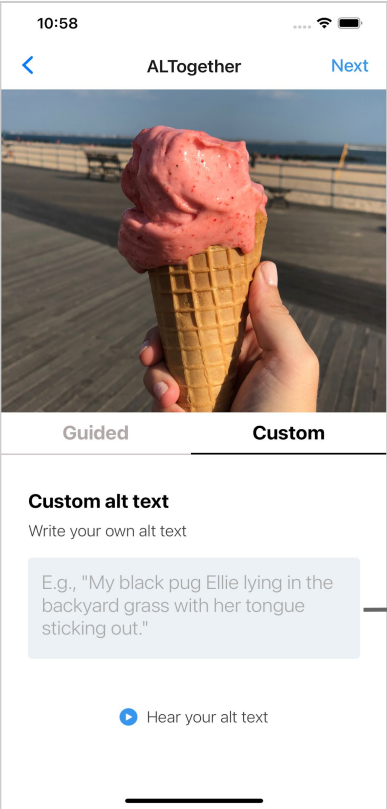


# Option A: modify auto-generated alt text





# Option B: Add custom alt text



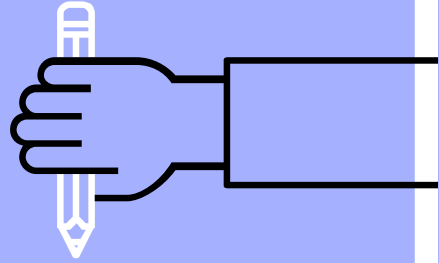
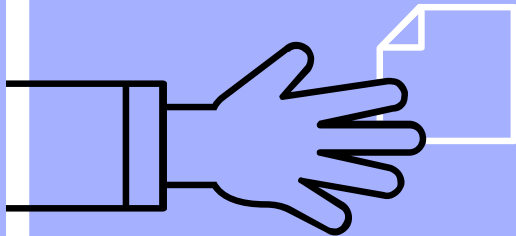
# Unimplemented Features

Simple task: Sighted users are reminded to write alt text and can find where to write it in the first place

- Alt text onboarding pop-up screens

Moderate task: Sighted users can identify which photos lack alt text and encourage friends to add their own alt texts

- Alt text pop-ups which contain editing and nudging capabilities
- Contains / lacks alt text icons
- Notifications page to display nudges



# EXTRA GRAPHICS

