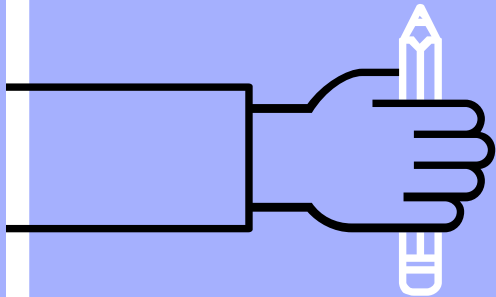
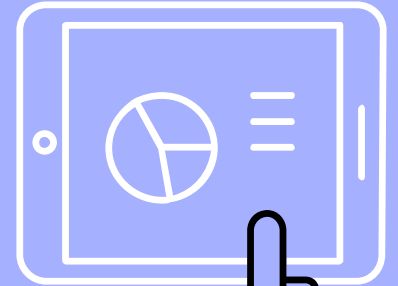
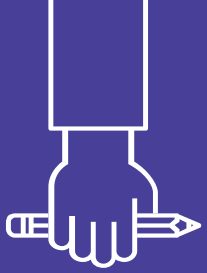


# ALtogether

Danielle, Jung-Won, Haeli, Sydney



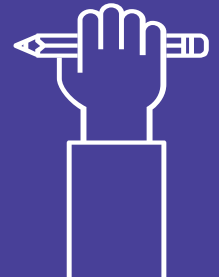


Direction/Rationale

Prototype

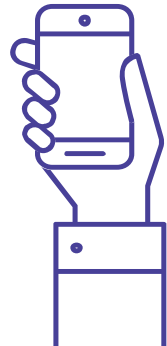
Task flows

Methods & Results



# ALTogether

Creating richer, more reliable alt text



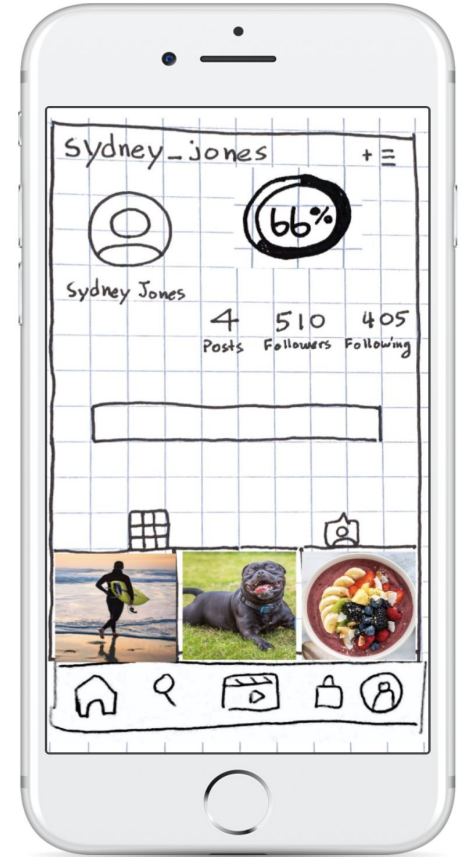
# Selected Interface & Rationale

- Instagram extension
  - Predominantly visual platform
  - Localized solutions
  - Alt text normalization



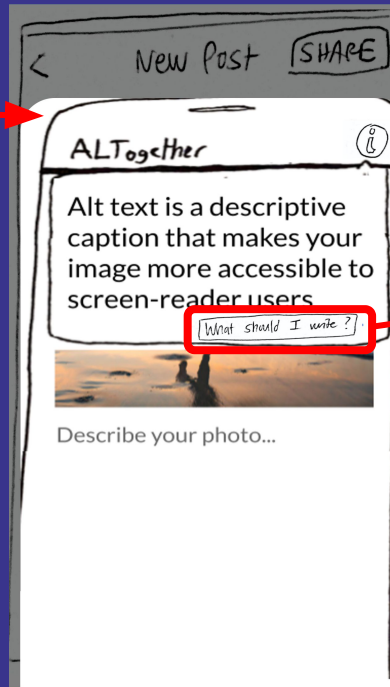
# Prototype Structure

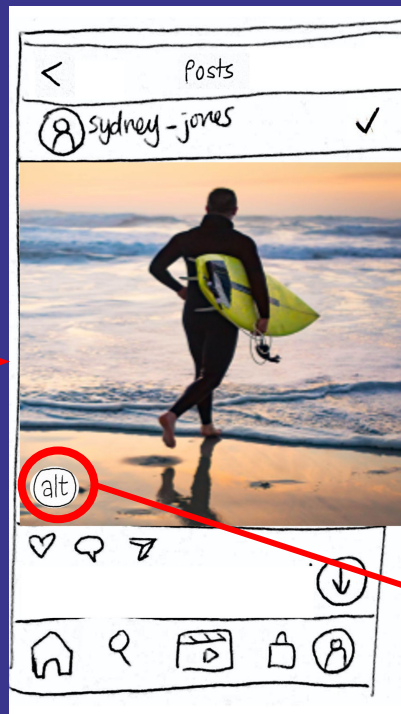
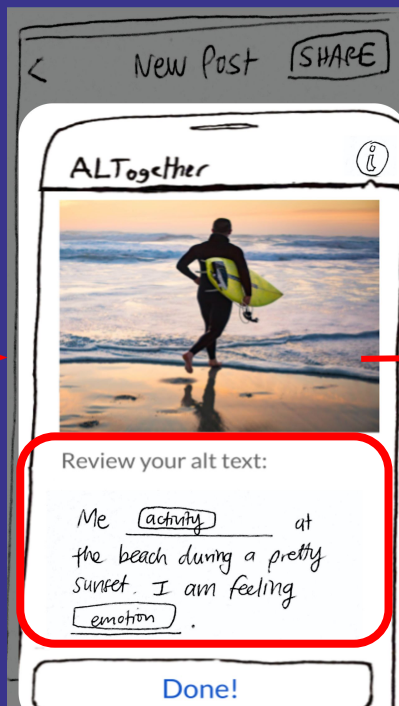
- Sketches & POP by Marvel
- Zoom call, shared iPhone screen
- 3 prompts
- Asked participants to vocalize their choices



# Task 1

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



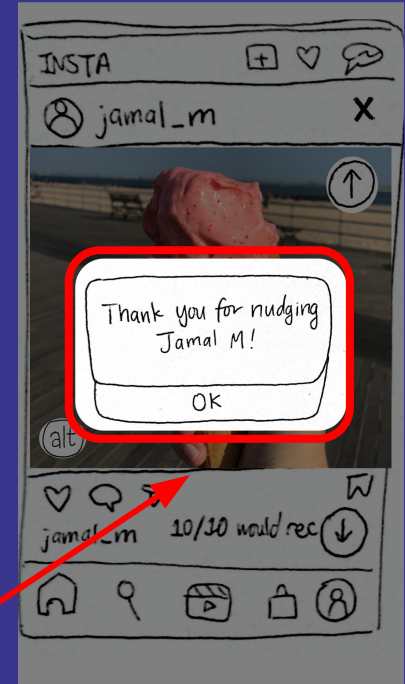
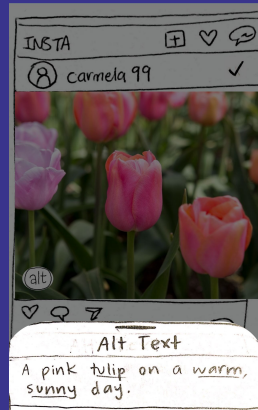


## Task 2

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

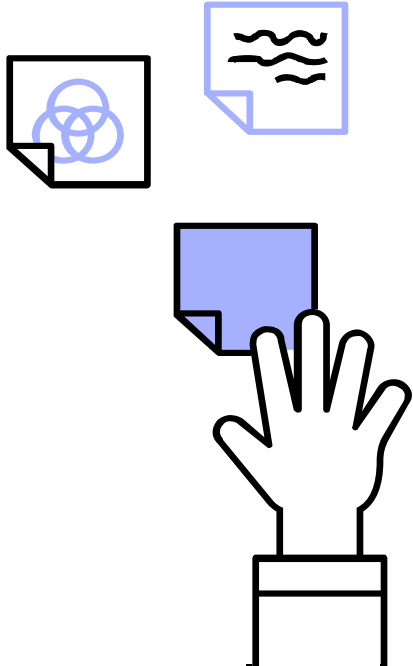
# Task 3

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





## Methods



## Our roles

Greeter

Dani

Computer

Dani

Facilitator

Haeli

Sydney

Observer

Jung-Won

Sydney

## Participants

Nina



Dental student  
23 y/o

Afreen



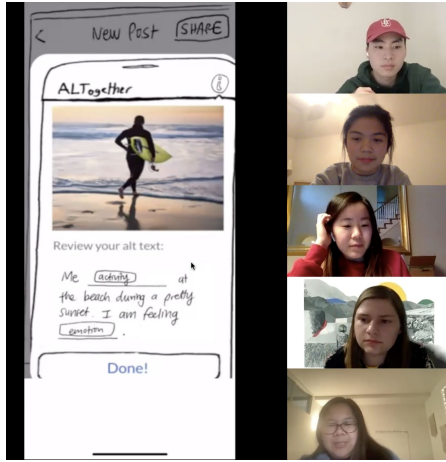
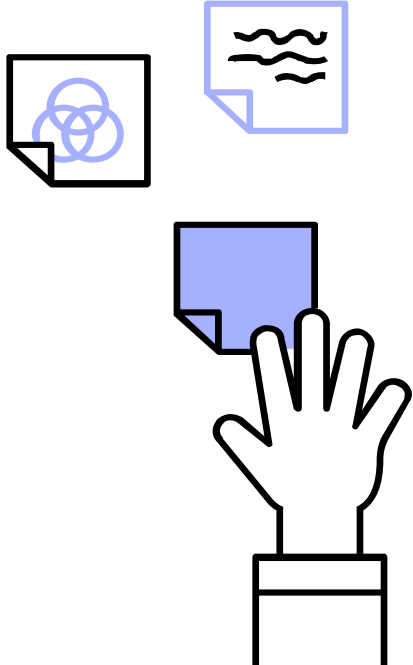
Influencer  
25 y/o

Aimee

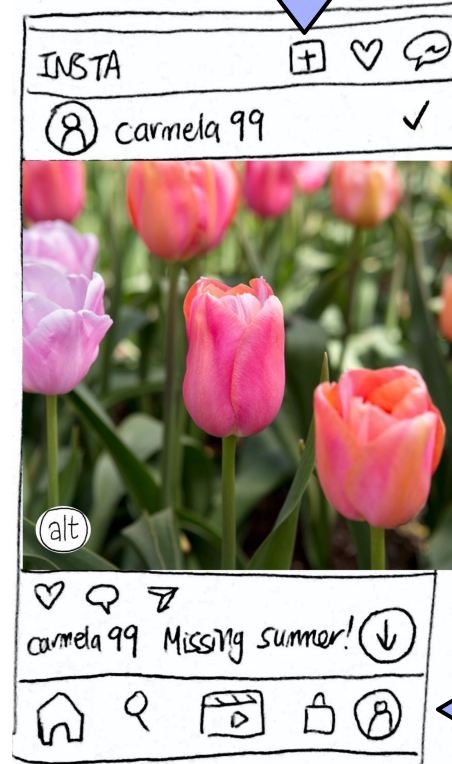


Business owner  
55 y/o

# Methods



Can you figure out how to post a photo?

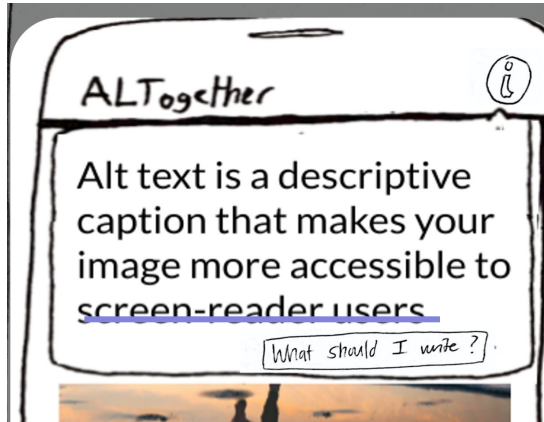


Can you locate alt text on other photos in your feed?

Can you find your profile and notice if anything has changed?

# 1. Alt text consistently confused with captions

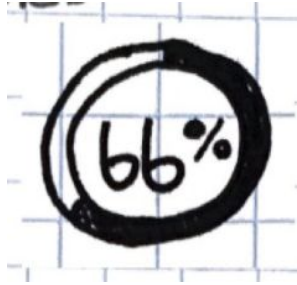
- Didn't know what alt text or screen readers were
- Clicked through the alt text explanation quickly and missed important details



## Results



## 2. Users didn't understand new symbols without guidance



Progress bar:

"Does that measure what percent of your followers engaged with my profile?"



Nudging friends:

"Is nudging the same thing as liking?"

## Results



### 3. Found the alt text prompts helpful



"Surfing"

"Going for a swim with a surfboard in hand"

"Running towards the water to surf"

## Results



#### 4. Once users understood what alt text was, they liked the idea of using it

“The alt is a nice touch! You are expanding your audience, especially by including the activity and the emotion”

“I actually really like [adding alt text] and am wondering why IG doesn't already have it.”

It's not that people find writing alt text tedious, but rather that they don't know what it is.

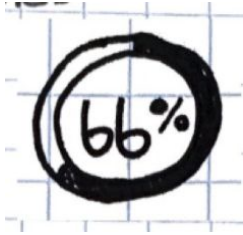
## Results



- Alt text confused with captions
- Users didn't know what alt text or screen readers were.
- Users clicked through our extension quickly and missed important details

## Results





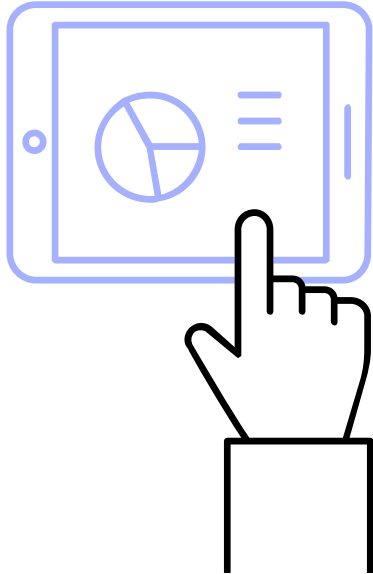
## Results

- Users didn't understand new symbols without guidance
- Once users understood what alt text was, they really liked the idea of using it

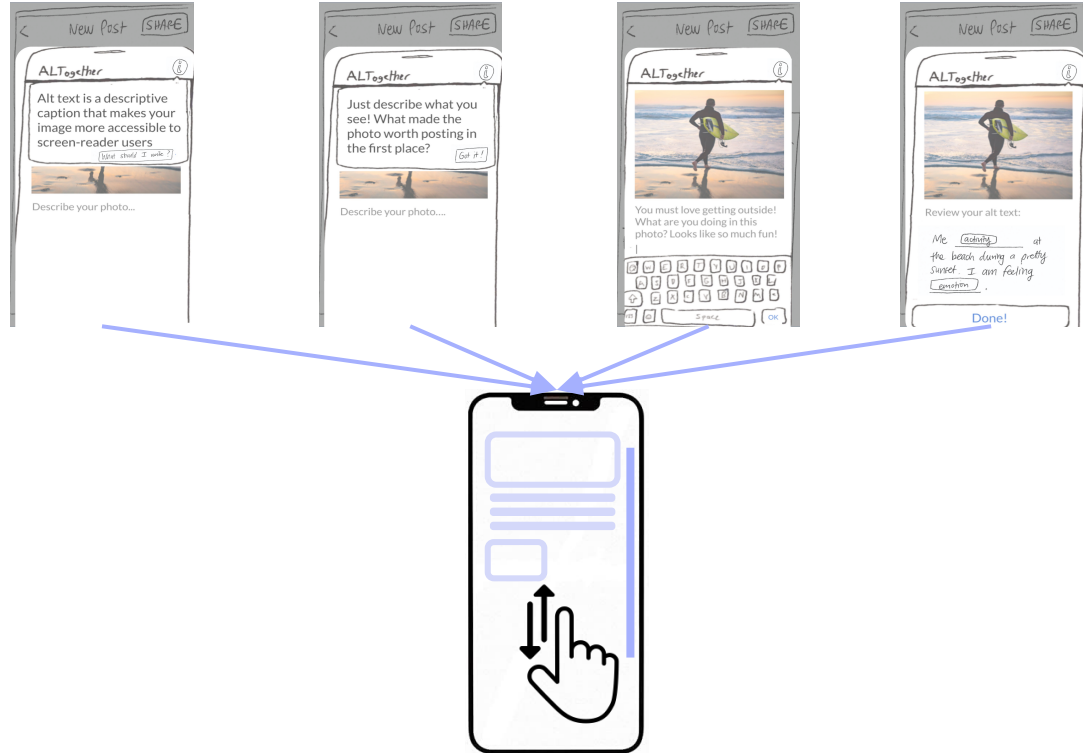




# Suggested UI Changes

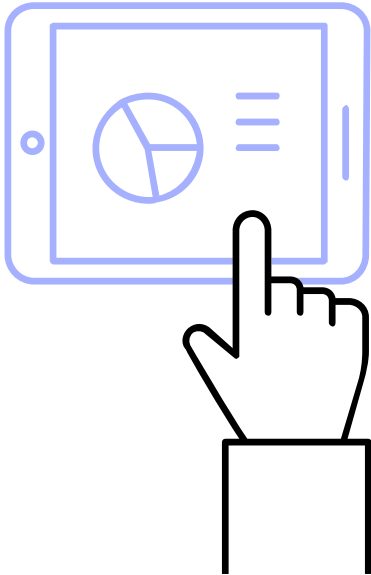


1. Merge all of the alt text prompts into a single, scrollable screen.

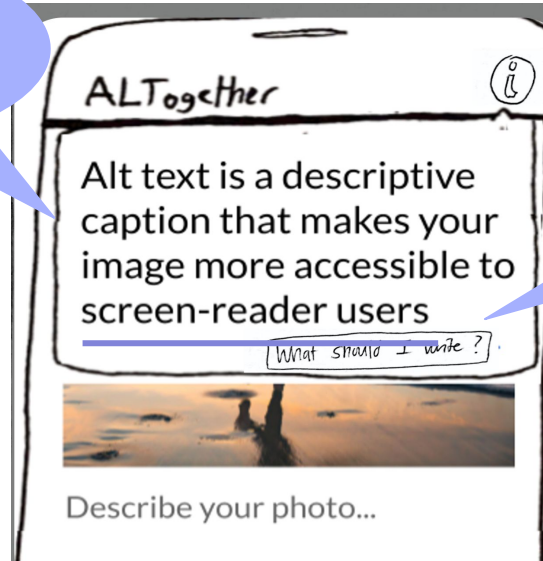


2. Make the language introducing alt text more explicit; emphasize access

## Suggested UI Changes



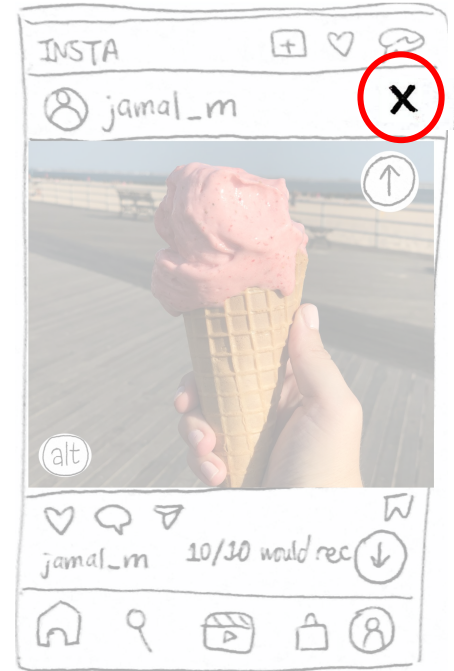
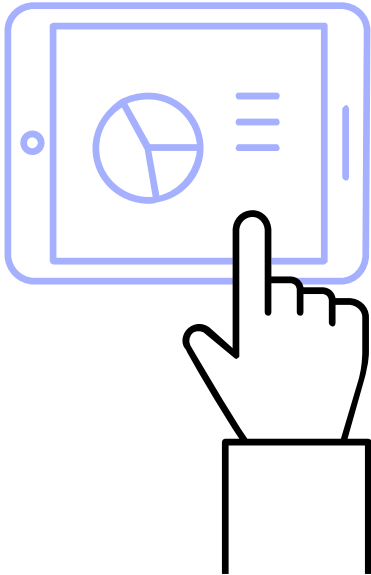
"visually impaired"



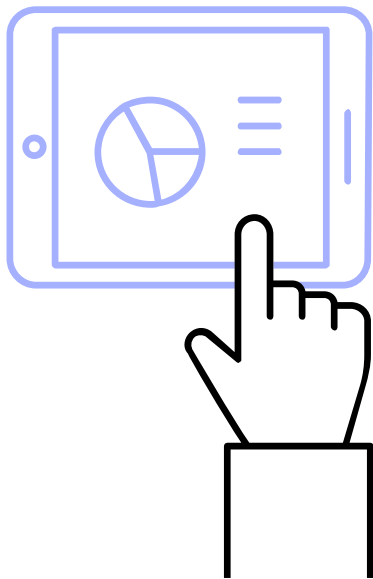
"blind"

3. Merge the ✓, X, "alt" symbols into one coherent symbol

## Suggested UI Changes



## Suggested UI Changes



Make the language introducing alt text more explicit, for example

“Blind” or “visually-impaired users”

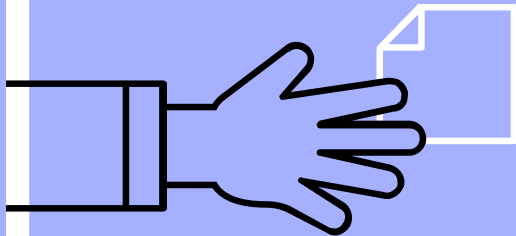
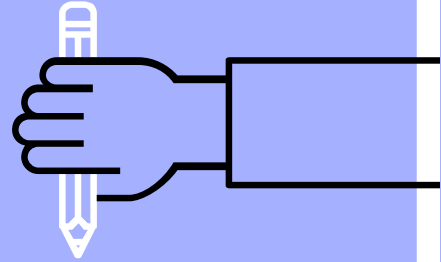
vs.

“Screen-reader users”



# Summary

- Integrate, but stay distinct
- Onboarding is a must
- Educate and guide



# EXTRA GRAPHICS

