



ALTogether

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Prototype Link:

<https://www.figma.com/proto/1eBVb6jxvG5EsLMebk15IB/ALTogether-Med-Fi-Prototype?node-id=340%3A16003&scaling=scale-down>

How to Use

General Note: For the sake of simplicity, many of the existing Instagram UI features (e.g. like, comment, share, search, etc.) are viewable but not clickable. Flashing blue squares will indicate which particular icons are clickable.

We created our medium-fi prototype using *Figma* and used an iPhone 11 Pro Max as our target platform. Since our app is integrated with the existing Instagram UI, many of the new features and flows should be fairly familiar for pre-existing users of the platform.

Main Feed:

- Users are given the option to scroll through their main feed. On the bottom right corner of any uploaded photo, users will see a round, black “alt” button that is sometimes encircled by a colorful gradient to indicate the existence of alternative text (alt text) for that particular image.
- When the “alt” button is clicked, a small pop-up will appear at the bottom of the screen.
 - If present, the associated alt text for that image will be displayed.
 - If there isn’t any alt text, the user will be notified accordingly of its absence and be given the option to “Nudge” the original poster to add alternative text to their image.

Personal Profile Feed:

- A new feature is the progress bar located beneath the user's posts/followers/following information. The length of the bar and its associated text below indicate how many of the user's personal uploaded images have alt text.
- Users can browse through their own photos to find a version of the "alt" button indicating the presence or absence of alt text for that particular image.
 - If there's no alt text, users are given the option to write one using ALTogether.

Alt Text Writing Screen:

- This screen is an addition to the existing photo uploading process of Instagram. To reach this screen: click the "plus" button at the top right -> (New Post Screen) select the photo to upload and then click "Next" -> (Editing Screen) select a filter and then click "Next" -> (Alt Text Writing Screen).
- When a user uses ALTogether for the first time, they are greeted with a pop-up message that has an example image and associated alt text along with a brief description of what alt text is. Pressing the "BEGIN" button dismisses the pop-up.
- The user is given the option to either have assistance writing an alt text caption or write it all by themselves.
 - For the "guided" option, the user is provided with an auto-generated alt text and given options to easily edit the text. Many of the variable descriptors used in the text are encompassed in a highlighted bubble with an "x" symbol. This should encourage the user to edit the auto-generated text to make it more personal and understandable than the original.
 - For the "custom" option, a blank text box is available for users to independently write an alt text.
- The last step of the photo uploading process is writing a caption and toggling miscellaneous features (non-clickable for this prototype). Clicking "Share" completes the process and uploads the new photo to the main feed.

Wizard of Oz Techniques

Prompt Generation:

- The UI will be able to detect certain key features of an image (e.g. the number of people, the actions being taken, the location, etc.) to generate relevant prompts and tags for writing alt text.

Nudging:

- When a user discovers a post without alt text and decides to “nudge” the original poster, the user is made to believe that an actual message from ALTogether is sent to the original poster.

Alt Button & Progress Bar:

- We assume ALTogether will have access to the Instagram API to be able to detect whether or not a particular image has alt text and how many personally uploaded posts have alt text.

Hard-Coded Features

Feeds:

- We hard coded the contents of the main Instagram feed and personal profile feed with different images and comments from other simulated users.

Image Uploading & Alt Text Writing:

- To minimize the number of alternate paths a user could take, we predetermine many steps of the image uploading process such as which image from their gallery they upload, which filter they apply to the image, and the regular caption that is written.
- For similar reasons cited above, we also hard code the alt text that a writer would write for the image.

Limitations

- Due to the extremely large number of possible permutations, we were unable to create screens for every potential action and instead limited the options for the prototype user. For instance, the user is unable to access many of the native Instagram features such as stories, searching, commenting, liking, etc.
- Similarly, due to time and data constraints, the user is unable to actually type a custom alt text in the custom option or make editing decisions about which auto generated tags/text to select in the guided option.
- Given that we implemented a static feed, the user is unable to enjoy the fruits of their labor in making Instagram more accessible by personally writing alt text for their posts and “nudging” other users to download ALTogether and write alt text.