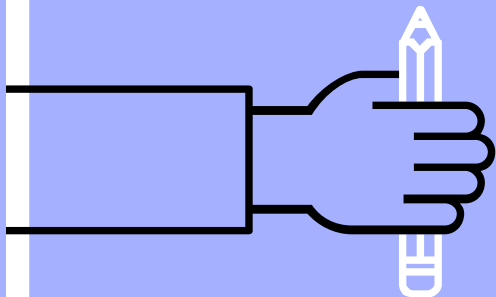
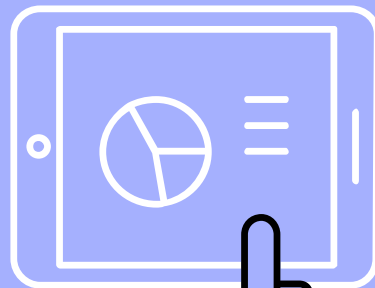
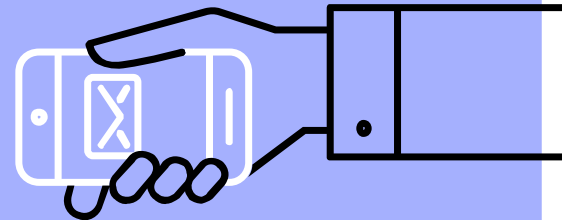
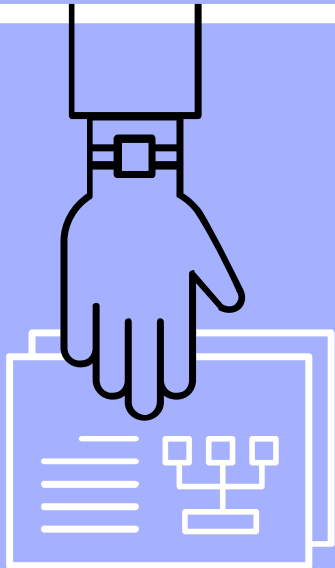
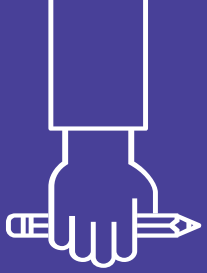




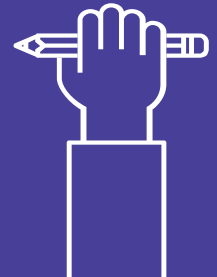
ALTogether

Danielle, Jung-Won, Haeli, Sydney

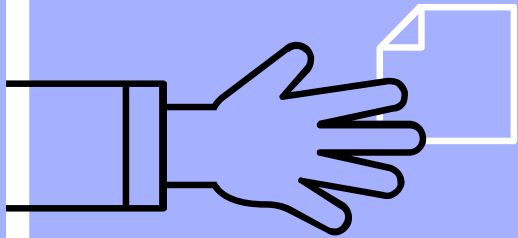
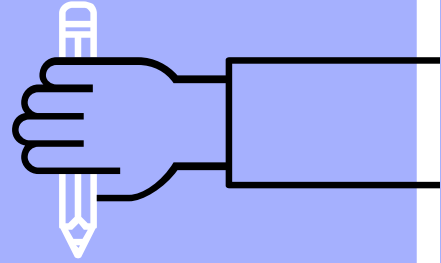




Value Prop, Problem and Solution
Tasks
Revised Interface Design
Prototype Overview
Appendix



Value Prop, Problem & Solution



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.



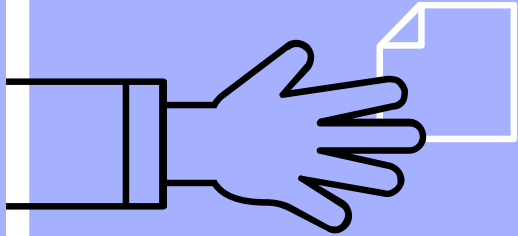
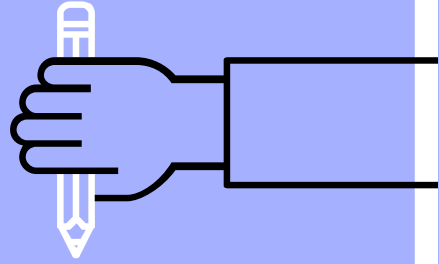
ALTogether

Problem and Solution Overview

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



Tasks



Tasks

Simple

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



Tasks

Moderate

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



Tasks

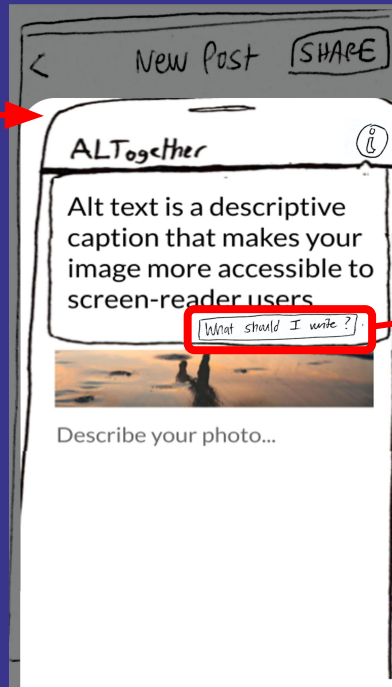
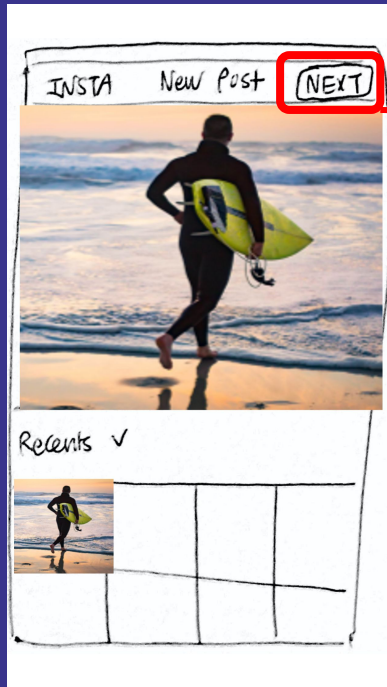
Complex

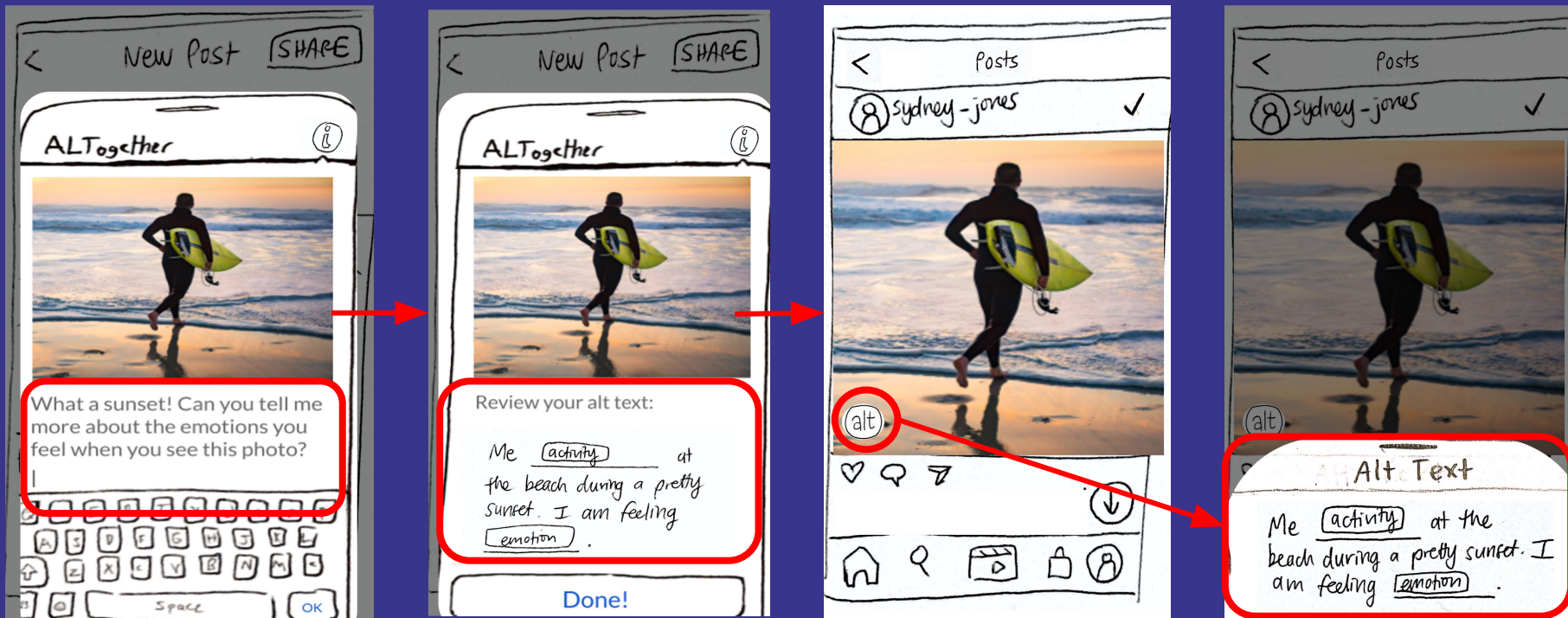
Sighted users **modify** auto-generated alt text suggestions to add personalized **context** to their images



Task 1

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



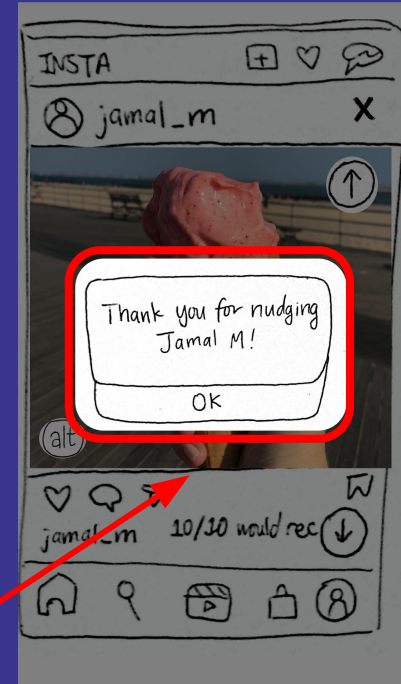
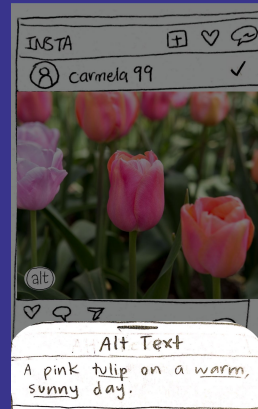


Task 2

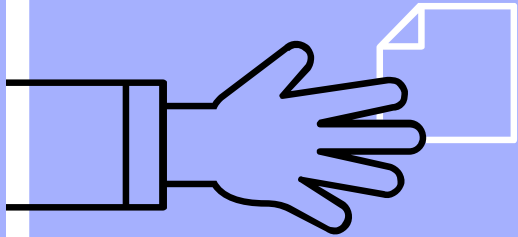
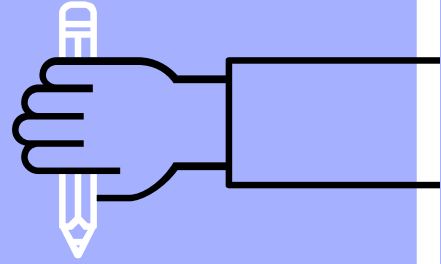
Sighted users **modify** auto-generated alt text suggestions to add personalized **context** to their images

Task 3

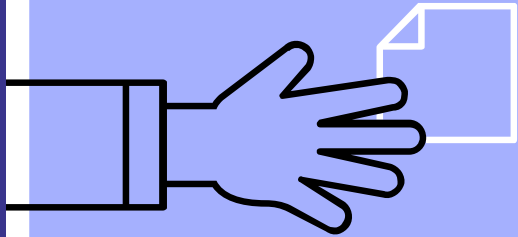
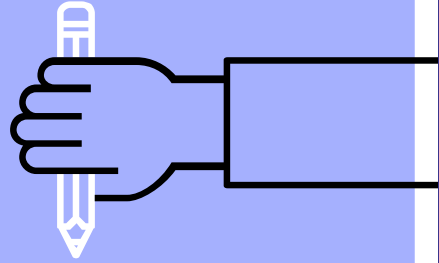
Sighted users **identify** which photos lack alt text and **encourage** friends to add their own personalized alt texts



Revised Interface Design



Major Design Changes

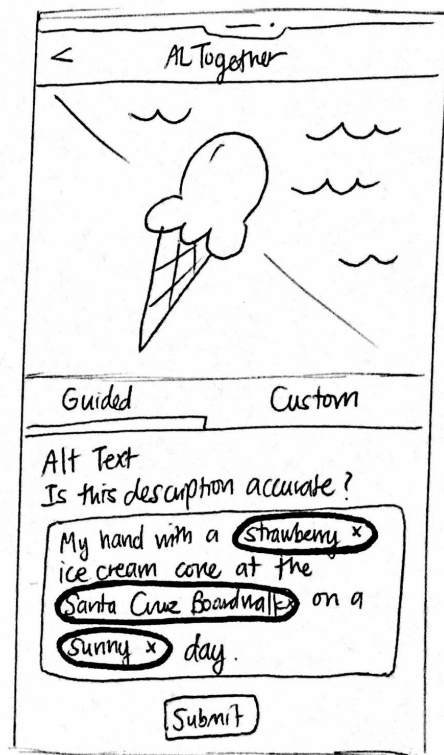


Change 1: Auto-generate an editable template

Before



After



Change 1: Auto-generate an editable template

Before

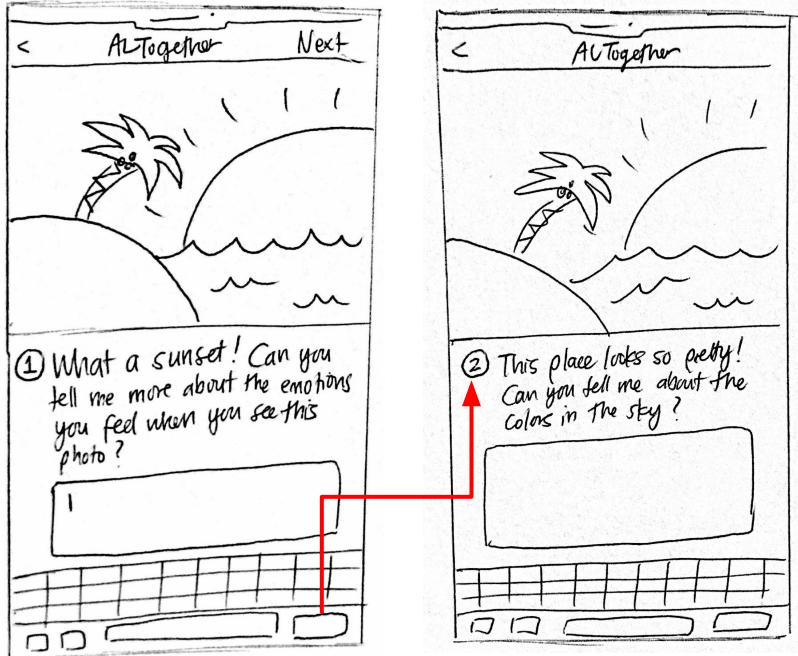
We had empty text boxes where the user could compose their alt text completely from scratch. Following a question-answer model, the user would generate full sentences in response to different prompts, and their individual answers would be consolidated into a complete alt text. However, many users confused these prompts with suggestions for writing regular captions on their images, and they thought examples of well-written alt text were more helpful than complex explanations or tips. Last, many users felt it was too much work to type out full sentences for multiple prompts, as it made them less likely to take the time to write out quality responses.

After

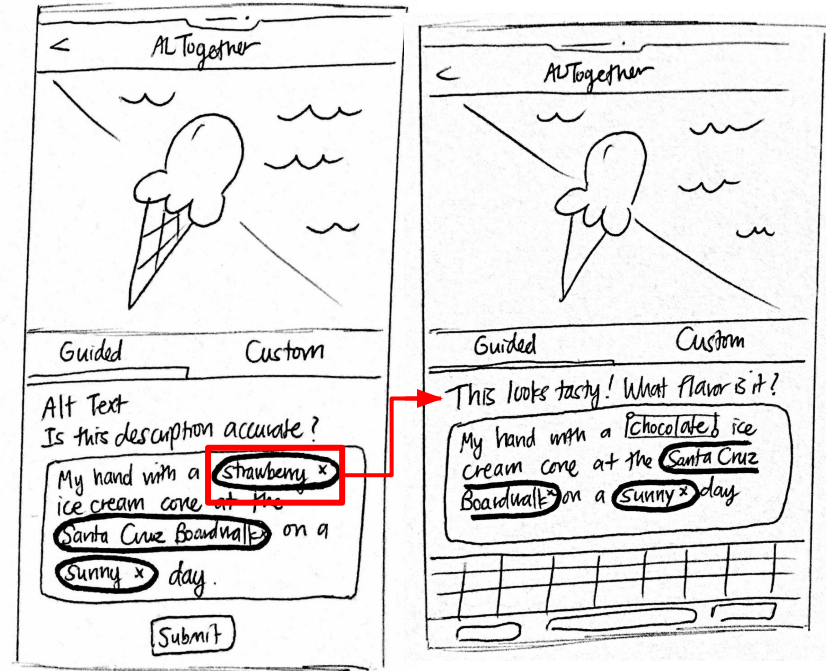
We revised our guided alt text process to begin by auto-generating a suggested alt text and having the user edit it with more detailed, more accurate context. Suggestions appear in small bubbles where the user can click and write replacements for incomplete or incorrect suggestions. This way, users can still correct and personalize their alt texts without having to start completely from scratch, reducing the amount of time and effort they would need to invest into writing a quality description. Additionally, starting with an auto-generated template gives users a clearer idea of what sorts of details are included in a quality alt text and how long they should typically be.

Change 2: Consolidate and embed alt text prompts

Before



After



Change 2: Consolidate and embed alt text prompts

Before

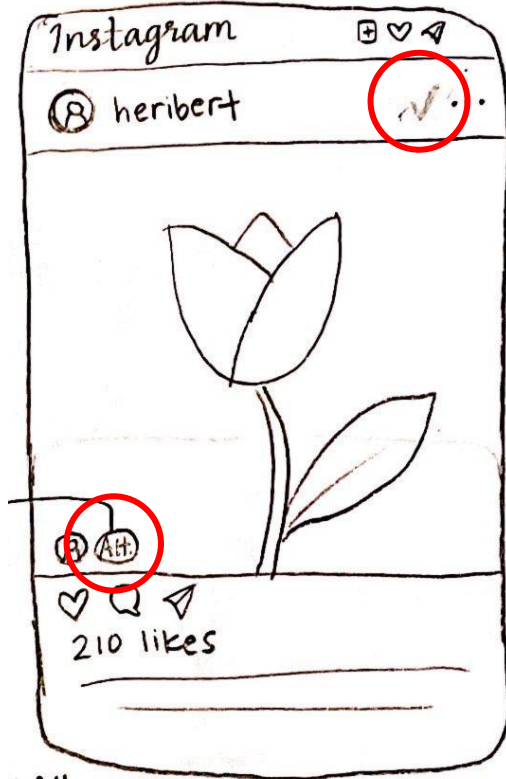
We had multiple pages each containing a different alt text prompt (e.g. "That looks so tasty! Can you tell me what flavor it is?"), and the user would submit their response before moving on to the next prompt. We found that users appreciated these scaffolded prompts, as they liked how it broke down the unfamiliar process of writing alt text into more manageable chunks. However, in all 3 of our interviews, the user clicked through these prompts too quickly, consequently missing a few key details about what the prompt was asking. Many users also found it overwhelming to answer prompt after prompt since it posed too much text to read all at once.

After

We consolidated the entire alt text writing process into a single screen, so that users must more intentionally interact with the prompts rather than mindlessly click through them. In order to maintain the balance between guiding the user through prompts and not overwhelming them with much text, we kept the structure of scaffolded prompts but decided to embed the prompts within the process of editing. Therefore, users would only encounter "mini-prompts" for the suggestion bubbles that they choose to edit.

Change 3: Merge alt text indicators into one icon

Before



After



Change 3: Merge alt text indicators into one icon

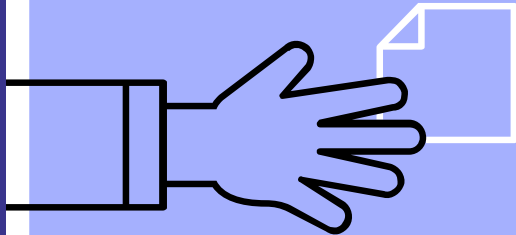
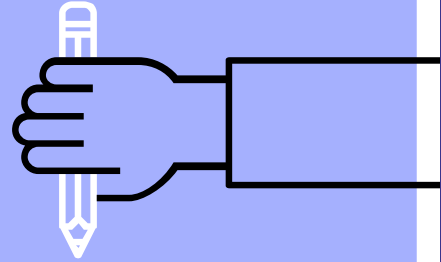
Before

We had two separate alt text identifiers: (1) a small “✓/✗” icon at the top-right corner of each post indicating whether an image has alt text, and (2) an alt text icon at the bottom-left corner where the user could click and see the provided alt text or “nudge” the original poster to write one. We decided to split these icons into two because we wanted a way for users to quickly identify if an image had alt text without having to first click the alt text icon to see it. However, many users were confused about what the “✓/✗” meant, as they thought it might mean that the poster was a verified celebrity or that you had liked the image. They didn’t realize how it related to alt text at all.

After

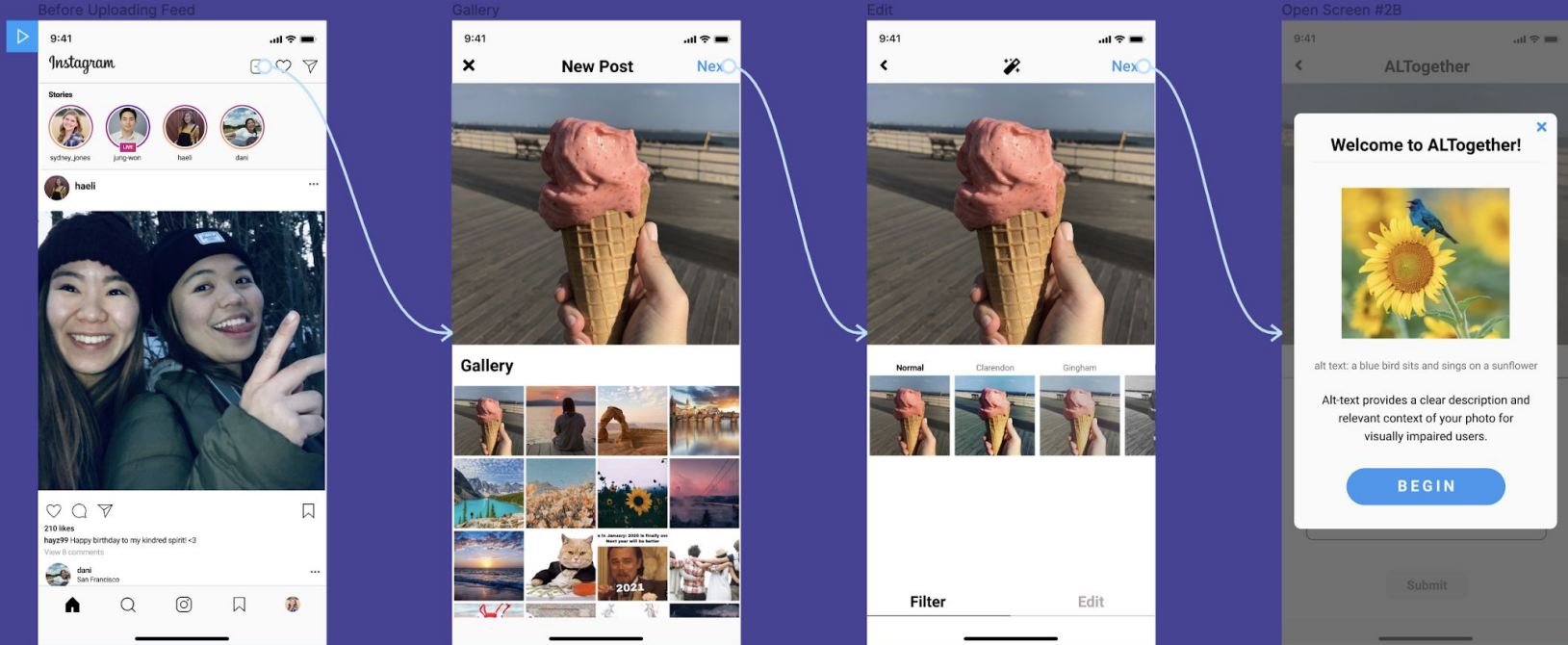
We combined these two symbols into a single alt text icon. Because users had found the “✓/✗” and the original alt text icon so unrelated, we applied Gestalt principles to group these elements together. Rather than have a completely separate symbol on the opposite side of the post, this new alt text icon merges both functions and uses a colored outline to indicate if the image includes alt text. This way, users can still quickly identify which images are accessible upon first glance. Additionally, the colored outline recalls the familiar action of tapping on “IG stories,” suggesting that the user can click on the icon for additional interactions like nudging.

Medium-Fi Prototype Task Flows



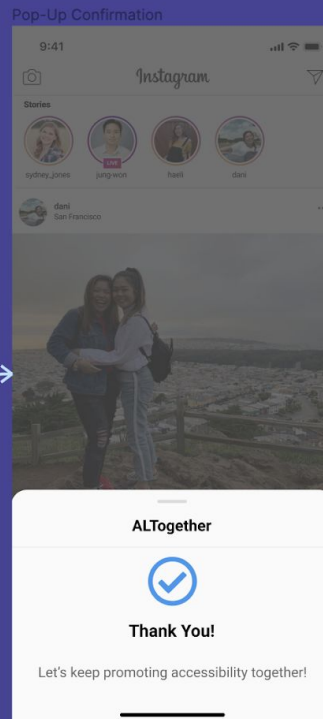
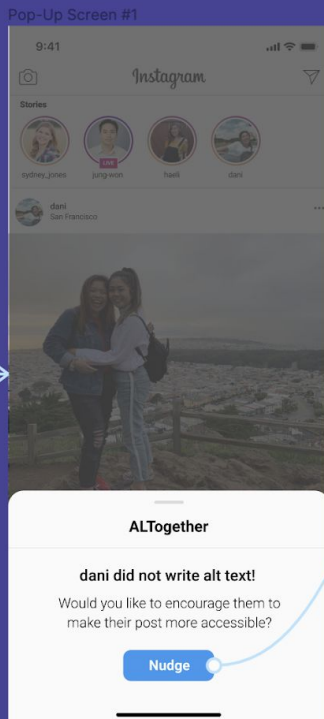
Simple Task:

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



Moderate Task:

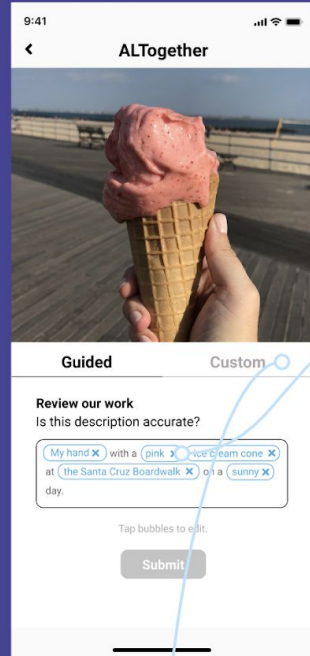
Sighted users identify which photos lack alt text and encourage friends to add their own personalized alt texts.



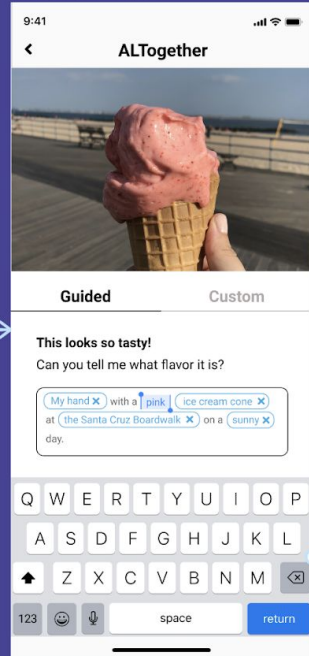
Complex Task (Guided Path):

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

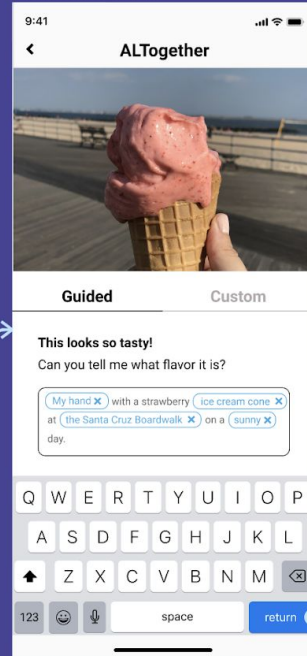
Prompts (Guided) #1



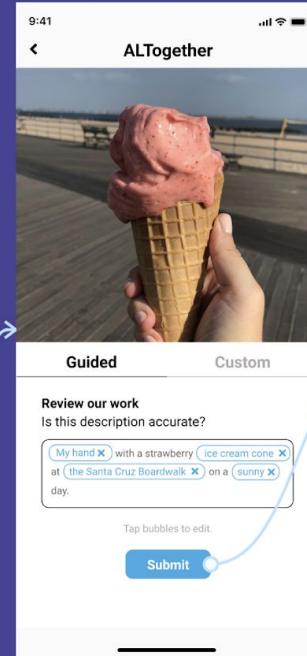
Prompts (Guided) #2



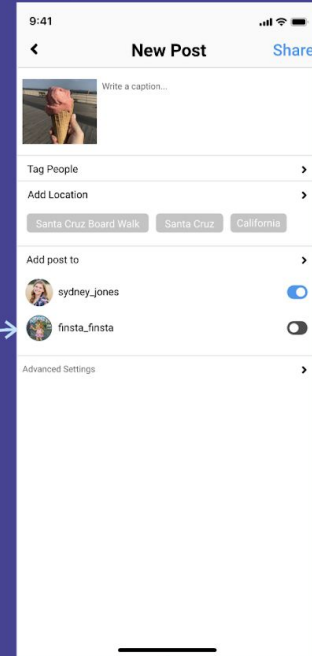
Prompts (Guided) #3

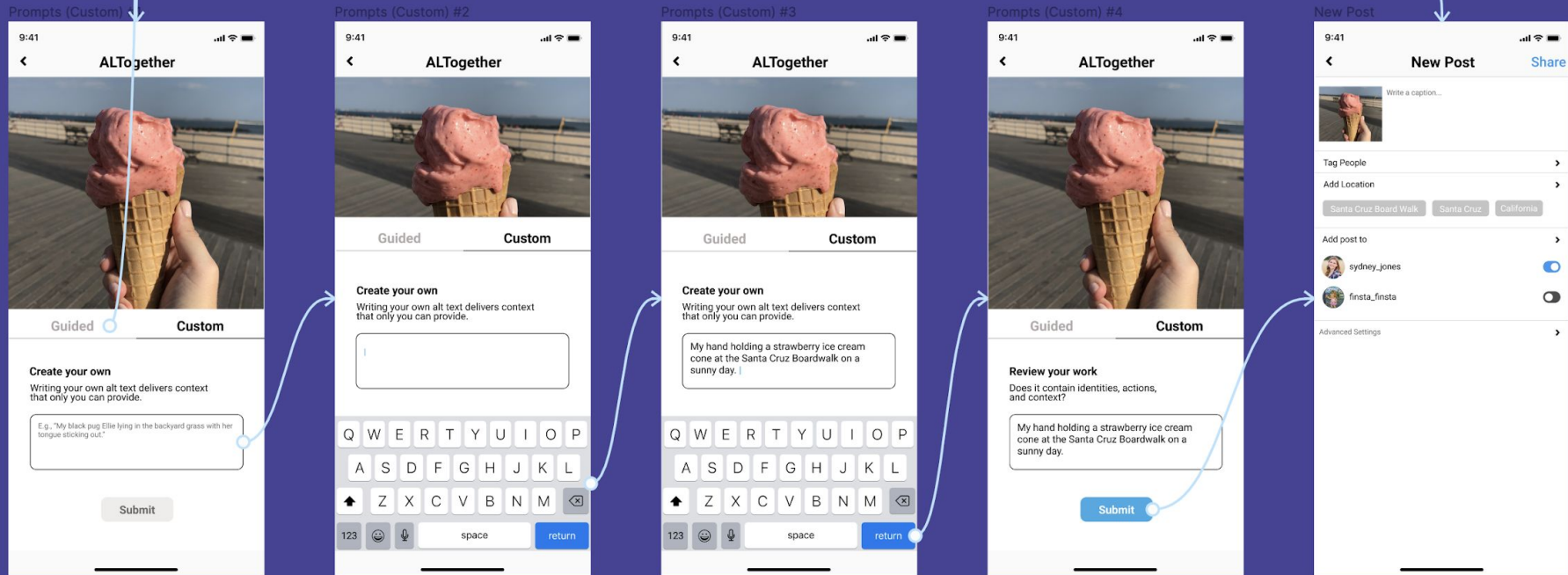


Prompts (Guided) #4



New Post

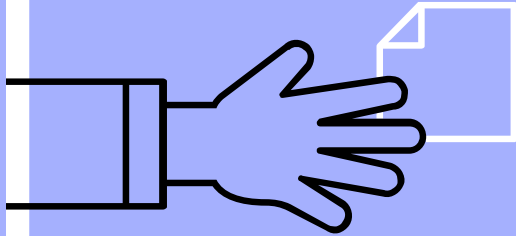
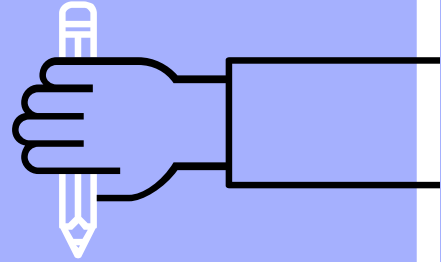




Complex Task (Custom Path):

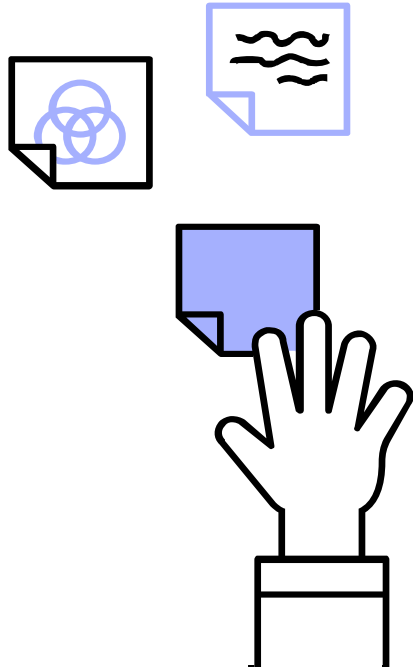
Sighted users modify auto-generated alt text suggestions to add personalized context to their images.

Prototype Overview



Design/Prototyping Tools

We used **Figma** to design our prototype



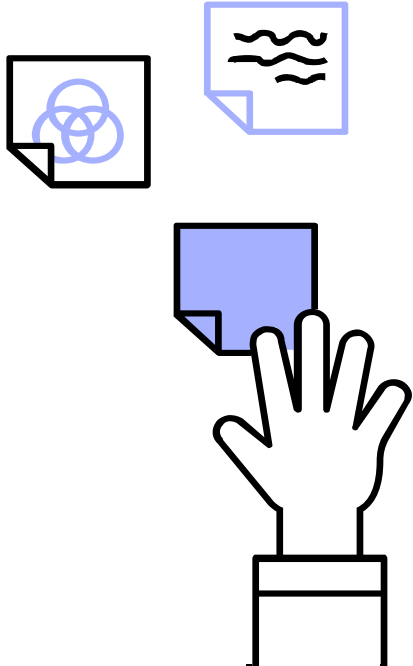
Good

- Access to both design and prototype features
 - Add interaction
 - Easy to compile a demo of the product
- Ability to collaborate

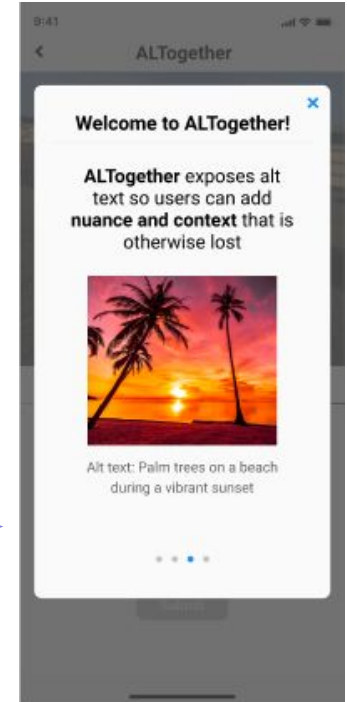
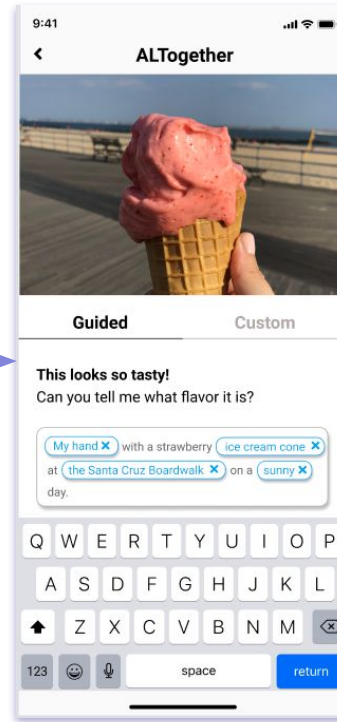
Bad

- Tedious process of making many variations of the same page
- Hard to keep track of all prototype interactions across screens

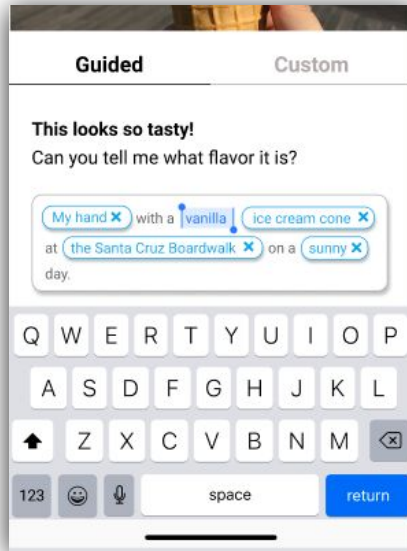
Limitations/Tradeoffs



1. Our product is intended for Instagram, but we were unable to design paths for every possible interaction on the normal app (e.g. searching the explore page, commenting on post, etc.)
2. Since our prototype doesn't allow the user to actually type on a real keyboard, we filled in the input for them (i.e. pre-filling in the "edited" alt text bubbles)
3. No swiping functionality for the introduction to ALTogether section

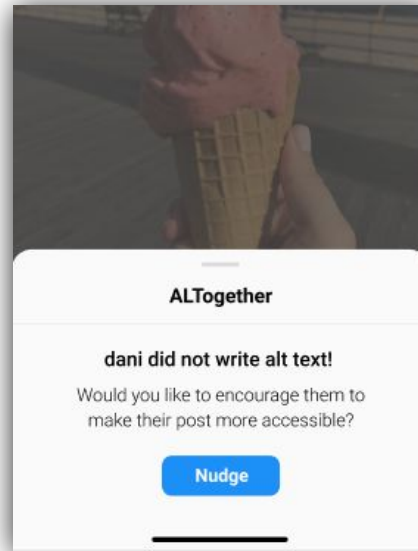


Wizard of Oz Techniques



Prompt Generation

detecting key image features
and providing relevant
prompts



Nudge Feature

assume notifications are
sent to friend when nudged

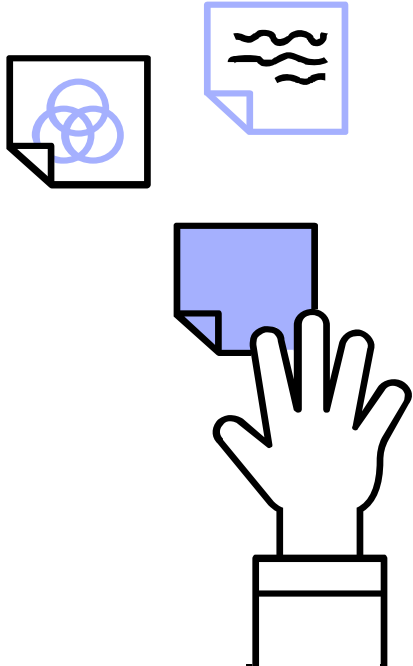


Progress Bar

having access to Instagram
API to detect how many
images have alt text

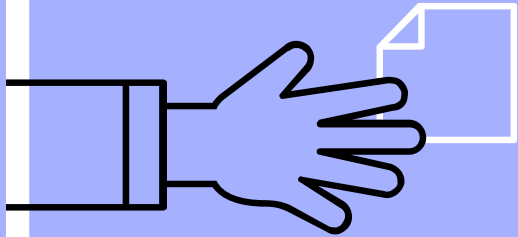
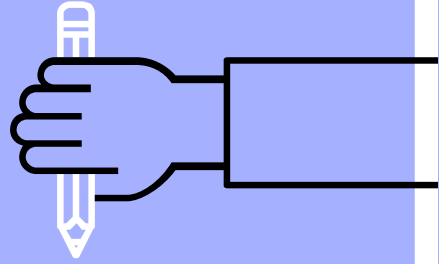


Hard-Coded Features

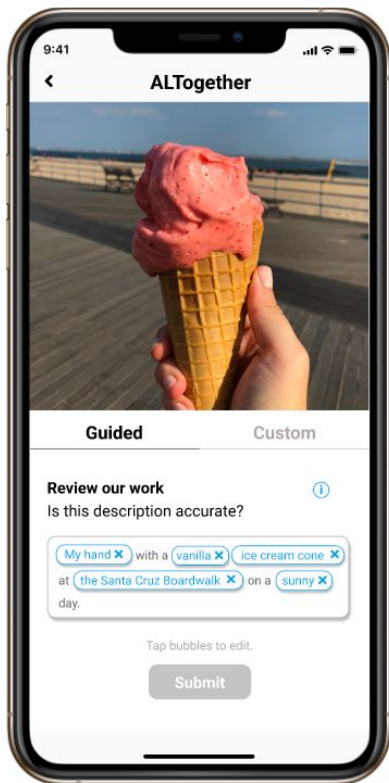


1. Feed
 - Main Instagram feed and personal feed accessed through profile
 - Images, comments, fake profiles
2. Image uploading and alt text writing
 - Predetermined pathway for posting picture with alt text
 - Which photo from gallery to post; alt text caption; photo filter

Appendix

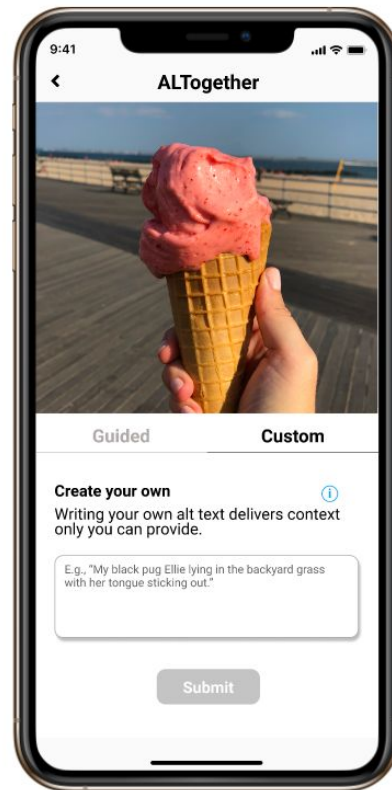


Additional Prototype Screenshots



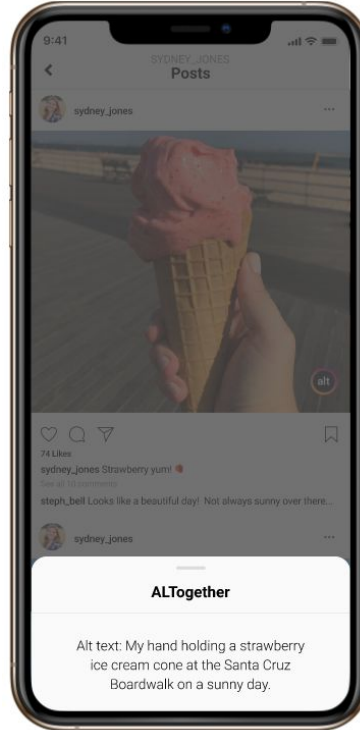
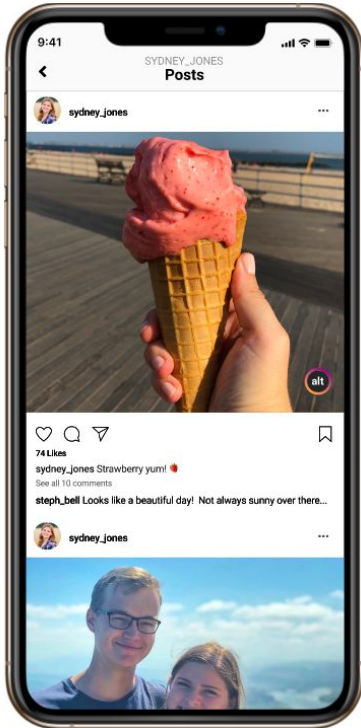
Guided Prompts

VS

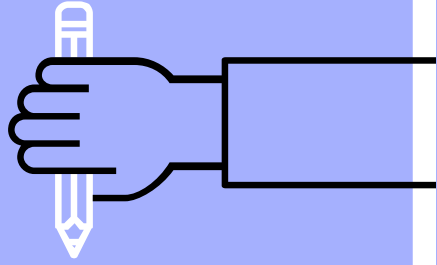
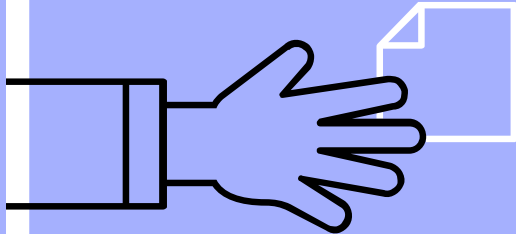


Custom Prompts

Additional Prototype Screenshots



Checking alt text
on your image



EXTRA GRAPHICS

