

ALTiO

The logo for ALTiO features the word in a bold, black, sans-serif font. Above the lowercase letter 'i' is a stylized Wi-Fi symbol consisting of three curved lines of increasing size from bottom to top.

REIMAGINING AUDIO FOR EVERYONE

ALTiO serves to provide **fun** alternative audio interpretations for audio by connecting user-sourced creative expression to users in need of alternative audio. With a new, personal layer of shared interpretation, **ALTiO** enriches the user experience in an emotional and connective way: for one to create, and one to enjoy.

MARKET RESEARCH: ALTogether

Plug-in to encourage sighted people to put alt text on images.

Similarities

- Need sighted people (people without visual impairment) to create alt text.
- Can be a plug-in for social media, e.g., Instagram.

Differences

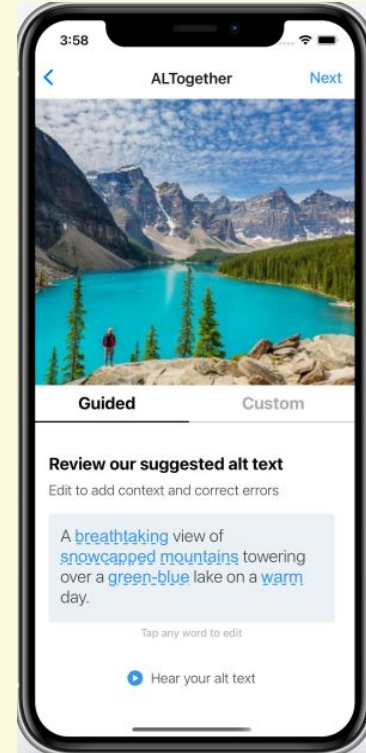
- Text for images not audio (different target audience).
- Alt texts benefits only people with visual impairments, while alt audio, e.g., drawings, can be enjoyed by everyone.

Good Points

- Good design of prompts to help people create alt text.

Our uniqueness

- The process of creating alt audio can be fun
- People can share their interpretation of audio, see if the interpretation matches the audio well, and rate it.



TASKS

How are we reimagining audio for *everyone*?

SIMPLE

Users interpret audio

MODERATE

Creators explain their audio interpretations

Users validate and rate audio interpretations

COMPLEX

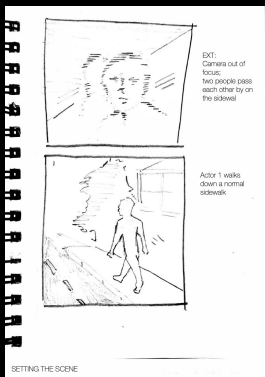
Users can interact with various interpretations and artists on the platform



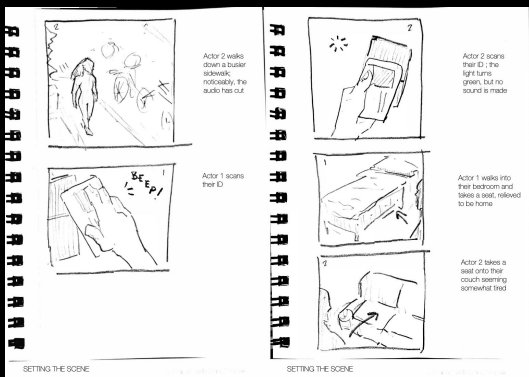
Our design is centered around inclusivity, creativity, personal expression, and community.

To some extent, personal expression and inclusivity may conflict. For instance, a more abstract or personal interpretation may exclude certain people in understanding the audio to their benefit. To address this, we want to prioritize helpfulness of an interpretation to understand audio through an upvoting system.

STORYBOARD



SETTING THE SCENE



SETTING THE SCENE

SETTING THE SCENE

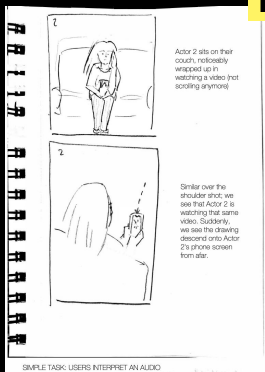


SETTING THE SCENE

Framegrab with 'PaintCopies'

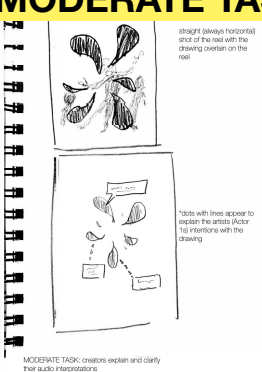
SIMPLE TASK: USERS INTERPRET AN AUDIO

SIMPLE TASK:



SIMPLE TASK: USERS INTERPRET AN AUDIO

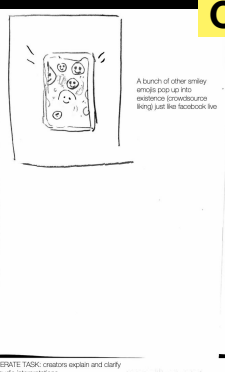
MODERATE TASK:



MODERATE TASK: creators explain and clarify their audio interpretations

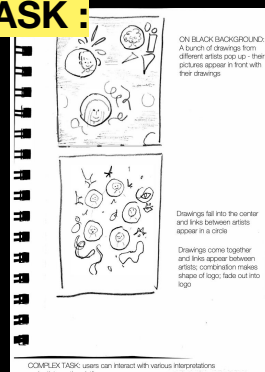


MODERATE TASK: users validate and rate their audio interpretations



MODERATE TASK: creators explain and clarify their audio interpretations

COMPLEX TASK:



COMPLEX TASK: users can interact with various interpretations and artists on the platform