

The
New York
Times



READ AGAIN
ACCESSIBILITY APP

Read Again

The
New York
Times

Read Again is an accessible web design-in-progress.

The goal is to support people who love to read but do not find the written word accessible or enjoyable on the world wide web.



Iteration 0: Accessible Times

This slide show introduces Accessible Times, an experience that enables readers who face barriers because of both hearing and vision loss to enjoy

The New York Times content while addressing cognitive challenges people face as they age.



Accessible Times Team Story

Grandmother used to like to read but stopped because of vision problems.

Mother did programming in punchcard era and is having a hard time reading the technology content she enjoys.

Candida Haynes
Experience Designer
Twitter: @dihaynes
Github: thelady

Mark Nyon
Developer
Twitter @scorintha
Github:trystant



Accessible Times Team Story

Accessible Times is a social support, keeping folks up-to-speed on current events, which gives them confidence to participate in conversations when they socialize.

The people behind this app want to restore, or perhaps reinvent something that used to be part of their loved ones' daily routines.

Accessible Times Inspiration

The
New York
Times

My grandmother can enjoy a distraction from her back pain or her worries about what's happening to her granddaughter in streets full of protests or behind closed doors at HACK-athons.

The New York Times

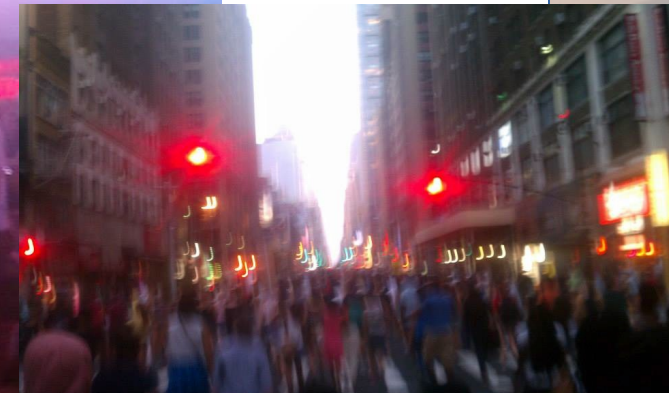


Photo: Alain Christian via Flickr

<https://advocacy.mozilla.org/open-web-fellows/>

Accessible Times Inspiration

The
New York
Times



Accessible Times Inspiration

The
New York
Times

Or... she can put her fears to rest because she understands them better after reading The New York Times.

Accessible Times Inspiration

The
New York
Times

On a previous slide, you saw that both team members had a loved one with failing vision.

But I also mentioned hearing loss because as my grandmother's hearing deteriorated, she started losing the ability to process what she heard.

For me, this all meant that if I wanted to enable her to pick up her old reading habit, I would have to do more than add sound and raise the volume.



Auditory Processing

Auditory processing is the ability to listen, comprehend, and respond to information that we hear through our auditory channels.

This includes the detection of sound by the external ear and the transmission of sound through the auditory pathways to the brain.



Auditory Processing Disorder

Here is an example of what someone with an auditory processing disorder might experience.

You say, "Tell me how a chair and a couch are alike."

My grandmother might hear, "Tell me how a couch and a chair are alike."

Or she might hear, "Tell me how a cow and a chair are alike."

Auditory Processing Disorder

Tell me how a



and a



are alike.



Keith Weller/USDA
<http://www.ars.usda.gov/is/graphics/photos/k5176-3.htm>

The
New York
Times

The background of the slide is a blurred image of a bowl of cereal with a spoon, sitting on a wooden surface. In the foreground, a smartphone displays a newspaper page with the headline 'Raising the Gas Rate' and a photo of a man. The text 'The New York Times' is overlaid on the left side of the image.

The
New York
Times

You can imagine how hard it might be to stay focused if this is what's happening in your mind.

The
New York
Times

And if you are using this to
read...



The background of the slide is a blurred image of a bowl of cereal with a spoon, sitting on a wooden surface. A newspaper is also visible in the background, with the words "NEW YORK" and "Politics Presence" partially legible.

The
New York
Times

... it's just another barrier
that makes comprehension
more difficult
and reading
a boring
chore.

Accessible Times: A Solution

The
New York
Times

It turns out that you can increase comprehension by combining non-auditory communication with sound.

Accessible Times: A Solution

The
New York
Times

We combine:

written text

spoken words

pictures

*warm
fuzzies*



Accessible Times: An Enhanced Experience

The
New York
Times

New York Times Branding

Photo of
Favorite
Grandchild

Good
Morning,
Mama Jan!

Story
image

Story
image

Title

Title

Story
image

Story
image

Title

Title

Accessible Times: An Enhanced Experience

The
New York
Times

Warm Fuzzies: Shows a comforting image, perhaps a photo of a favorite family member or a photo of my grandmother. She sees and maybe hears a greeting with her name.

New York Times Branding

Photo of
Favorite
Grandchild

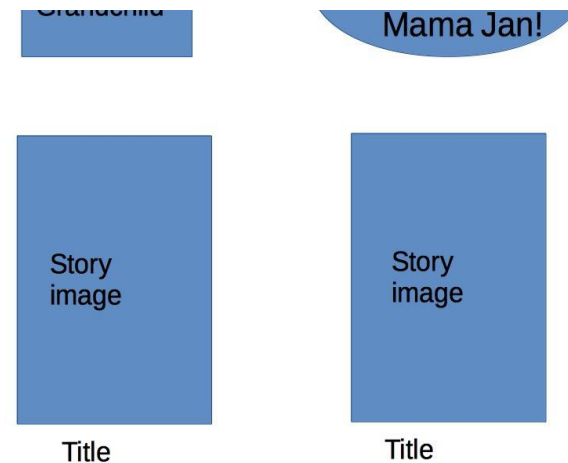
Good
Morning,
Mama Jan!

Story
image

Story
image



Accessible Times: An Enhanced Experience

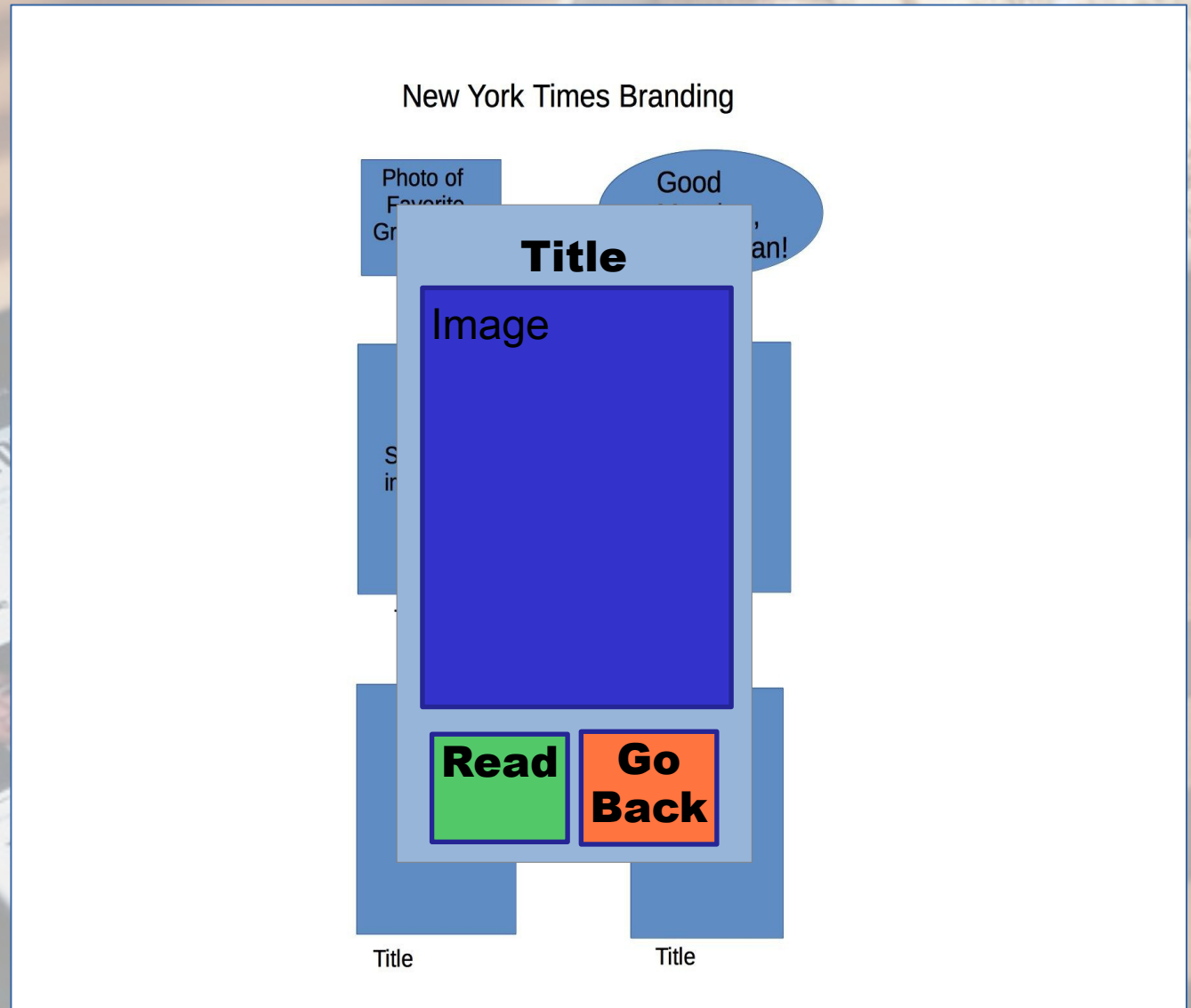


Engaging Content: Top stories from NYT API or personalized suggestions based on my selections, which I would base on a conversation with her.

Accessibility Enhancements: Tap title text to hear the title. Tap image to enlarge.

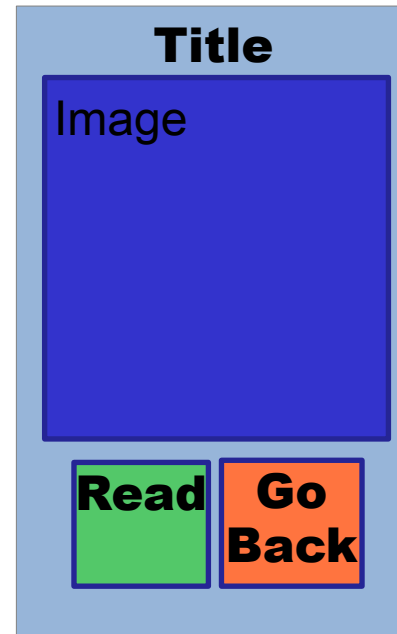
Accessible Times: An Enhanced Experience

The
New York
Times



Accessible Times: An Enhanced Experience

The
New York
Times



You still have the option to tap the title to hear it.

If you tap the image or the green “Read” button, it will take you to the story.



Accessible Times: An Enhanced Experience

Anchors

The story page plays the text in the article. If my grandmother falls behind, there are a few reader's anchors - a reminder image, the title, and control buttons that allow the reader to pause, return to the previous page or advance.

The New York Times

- reminder image
- title
- control buttons

New York Times Branding

Reminder Image

Title

pause

next
page





Accessible Times and Publishing

Retain readers as they age (think “Baby-Boomers”) by making The New York Times more accessible and enjoyable.

Lead the industry in appealing to a new readership that needs a more accessible web.

Stay ahead of in-progress public Initiatives and new rules to make Information on the world wide web More accessible to people with disabilities.



Accessible Times and Publishing

Billing Code: 4410-13

DEPARTMENT OF JUSTICE

28 CFR Parts 35 and 36

CRT Docket No. 110; AG Order No.

RIN 1190-AA61

Nondiscrimination on the Basis of Disability; Accessibility of Web Information and Services of State and Local Government Entities and Public Accommodations

AGENCY:

Department of Justice, Civil Rights Division

ACTION:

Advance Notice of Proposed Rulemaking.

SUMMARY:

The Department of Justice (Department) is considering revising the regulations implementing title III of the Americans with Disabilities Act (ADA or Act) in order to establish requirements for making the goods, services, facilities, privileges, accommodations, or advantages offered by public accommodations via the Internet, specifically at sites on the World Wide Web (Web), accessible to individuals with disabilities. The Department is also considering revising the ADA's title II regulation to establish requirements for making the services, programs, or activities offered by State and local governments to the public via the Web accessible. The Department is issuing this advance notice of proposed rulemaking (ANPRM) in order to solicit public comment on various issues relating to the potential application of such requirements and to obtain background information for the regulatory assessment the Department must prepare if it were

http://www.ada.gov/anprm2010/web%20anprm_2010.htm

Accessible Times

The
New York
Times

We just want our loved ones to enjoy reading again by going from this...

The New York Times



To

ACCESSIBLE TIMES



Candida Haynes
Experience Designer
Twitter: @dihaynes
Github: thelady

Mark Nyon
Developer
Twitter @scorintha
Github:trystant

The
New York
Times

Links

Information about auditory processing disorders came from the following links:

http://www.bbbautism.com/auditory_processing_disorder.htm
from a mom's page in 2002

Center for Speech, Language, and Occupational Therapy
<http://cslot.com/recognizing-and-treating-auditory-processing-disorders-in-adults/>

<http://www.audiologyonline.com/articles/auditory-processing-in-adults-beyond-898> Audiology Online

American Speech and Language Association
<http://www.asha.org/public/hearing/Auditory-Processing-Disorder/>

Reading Horizons At-Home Solutions
<http://athome.readinghorizons.com/research/auditory-processing-disorder> (geared towards children but gives a clearer explanation of what happens with APD).

The
New York
Times



Call to Collaborate

This is a basic sketch of an Accessible Times Read Again app. It does not include ideas about platforms, details about tablet-based experiences, or extensions to other interfaces that can make reading more engaging, accessible, and/or rehabilitative.

Feel free to use this contact information if you would like to add to this project or incorporate accessible experiences for your readers.