



DinoVision



The Problem We Wanted to Solve

Introduction to the Problem:

The lack of accessible web resources for invisible people limits their ability to navigate and obtain information. Although technologies such as screen readers (talkbacks) exist, their scope is limited and does not always optimize the user experience.

Impact of the Problem:

Difficulties in accessing basic information.

Less opportunity for learning and personal or professional development.

Technological exclusion of a significant sector of the population.



Reflections on the Problem

User Understanding

To address this issue, we focused on thoroughly understanding user needs and expectations. We conducted user analysis and interviews to gain valuable insights.

Simplicity and Fluidity

The key was to achieve an intuitive design that simplifies the user experience, making it more fluid and easier to use.

Focus on Experience

We set out to create a solution that put the user at the center of the design, with a clear and easy-to-navigate interface.

Our Proposed Solution

User-Centered Design

Our solution was based on a user-centered design approach. We performed an analysis of the current interface and discovered the areas that were causing confusion.

Intuitiveness and Simplicity

We simplified the interface, redesigning menus, options and functions to make them easier to understand and more intuitive for the user.

User Support

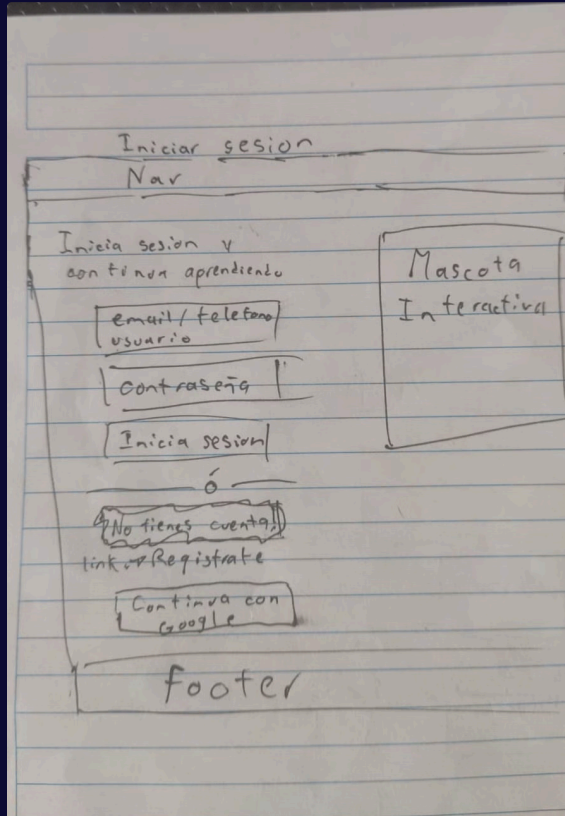
We implemented visual aids such as pop-up messages, interactive tutorials and search tools that facilitate navigation such as the use of AI through voice search.



Evolution of the Solution

1

Initial Prototype

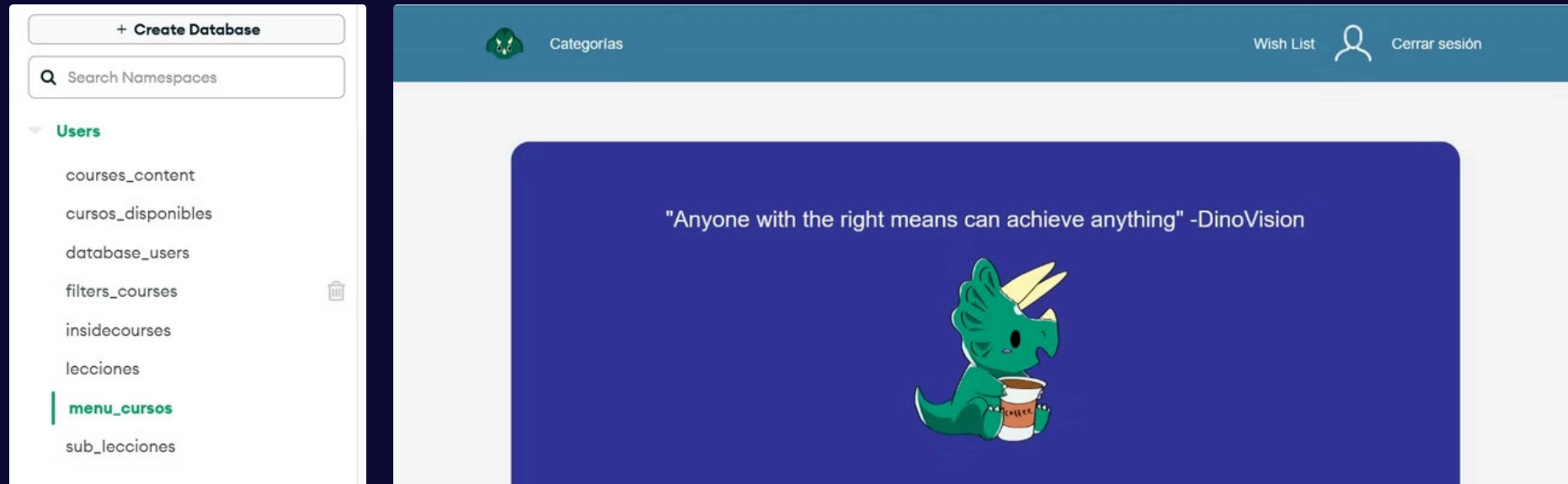


2

Usability Verification

We conducted usability testing with real users to ensure the interface was easy to use and understandable.

Images of Evolution





Challenges Faced



Communication

Maintaining effective communication between the development team, users and stakeholders was a key challenge.



Time

Working within a tight schedule was a constant challenge as we needed to balance innovation with efficiency.



Feedback

Integrating user feedback was crucial. Receiving and analyzing their comments was an ongoing process.