# Competitors and their features

## Google Maps

Google maps have a wide range of accessibility features. It provides its users with information. It gives its users information about when places are busy, when they are open, as well as information about ticket and admission prices. It doesn’t appear to list information about accessibility features of each given location; however, it does allow for use of a screen reader to read the information to people who are visually impaired.

## Apple Maps

Apple also has a map application which provides several accessibility features. This map app allows for voice guided navigation, where the map app will use text to speech to give its directions to people who are unable to see the screen contents, and it allows for indoor navigation through indoor maps of popular locations. It also provides accessibility information about parks due to Apple’s Park Access for All program, however I was unable to verify what kind of information is actually provided.

I unfortunately wasn’t able to test the app myself, as I do not have an Apple device, however I do know that most Apple apps have screen reader support.

## Access Able

Access Able provides highly detailed accessibility information about locations. It gives detailed information about opening times and busiest times, indoor accessibility features, and it even gives detailed information about possible dangers, and indoor features you may want to pay attention to. It also provides directions to commonly used features in the building. It does not appear to give information about restaurant menus and allergy information.

# Target Audience

## Google Maps

Google Maps targets the majority of the population, and not people with disabilities. This means that they focus more of their attention of adding features which would be helpful and useful to the majority of their users, and while they do have several accessibility features, they are not the main focus of the app, which also means that their quality and accuracy will be reduced compared to apps which do target people with disabilities.

Google Maps does gather a variety of information on different points of interest, however this information may not be very accurate.

## Apple Maps

Just like Google Maps, the target audience of Apple Maps is not people with disabilities. This means that they focus more of their attention of adding features which would be helpful and useful to the majority of their users, and while they do have several accessibility features, they are not the main focus of the app, which also means that their quality and accuracy will be reduced compared to apps which do target people with disabilities.

That said, Apple has made deals with other external companies which do focus on people with disabilities more than they do. An example of this would be their [Park Access for All](https://www.apple.com/uk/newsroom/2022/05/apple-previews-innovative-accessibility-features/#gallery-e237fa94290ea43eba97f3f41f008ff4) project.

This is because Apple’s general customer base is smaller than that of Google, which means that they must pay more attention to the people with disabilities than Google does.

## Access Able

The main target audience of Access Able is people with physical disabilities, meaning that they focus heavily on being accessible, and providing detailed information on accessibility features. Their focus is on people with disabilities and elderly, and not common people, which is why they do not provide information on allergies and busiest times.

# References

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