



Stream C
Dynamic Destroyer

Visual Impairment Awareness




Image: <https://www.pexels.com/photo/rua-sao-bento-x-av-sao-joao-02-10-2014-12h12-60069/>

Design Brief

In a time when cities are incorporating technology into everyday experiences, a large part of the community is still left behind.

As such, the general public lacks understanding of how to approach and help those with visual impairment.

Many technologies have allowed people to gain back independence but there continues to be a gap which relies on social attitudes of the public.

Image: <https://www.pexels.com/photo/aerial-photography-of-cars-on-road-intersection-19603/>



We aim to devise **an interactive way to improve attitudes** towards people with visual impairment **within the community**, while considering their abilities for **greater inclusivity**.



People with disabilities often have **poor mental health** and **self-esteem**



Navigating with visual impairment requires **a range of alternative techniques and tools** but these have limitations



Simulating scenarios for low-vision navigation can **build empathy** and train the **use of navigation tools**



Public displays and persuasive design can **help in raising awareness** but factors need to be considered to get the message across



**To raise awareness of
the experience when
navigating with
blindness or visual
impairment**



**Multi-sensory
formats**



**Interactions that
prompt users to reflect
on how they perceive
people with visual
impairment**



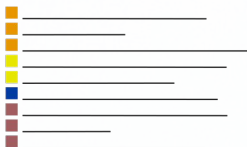
Concepts

Shopping Mall Kiosk Campaign

1

Sydney Shopping mall Kiosk

Search



2

Sydney Shopping mall Kiosk

Search : Alexander mcqueen



3

Sydney Shopping mall Kiosk

Go THIS way for 3 minutes then you will see the store.

Understood

Explain more

4

Sydney Shopping mall Kiosk

It is over there.

Understood

Explain more

5

Sydney Shopping mall Kiosk

Go straight for 300M and turn right.
The store is located at the third booth,
which will be 150M from the corner.

Explain more about how to give a direction to blinds

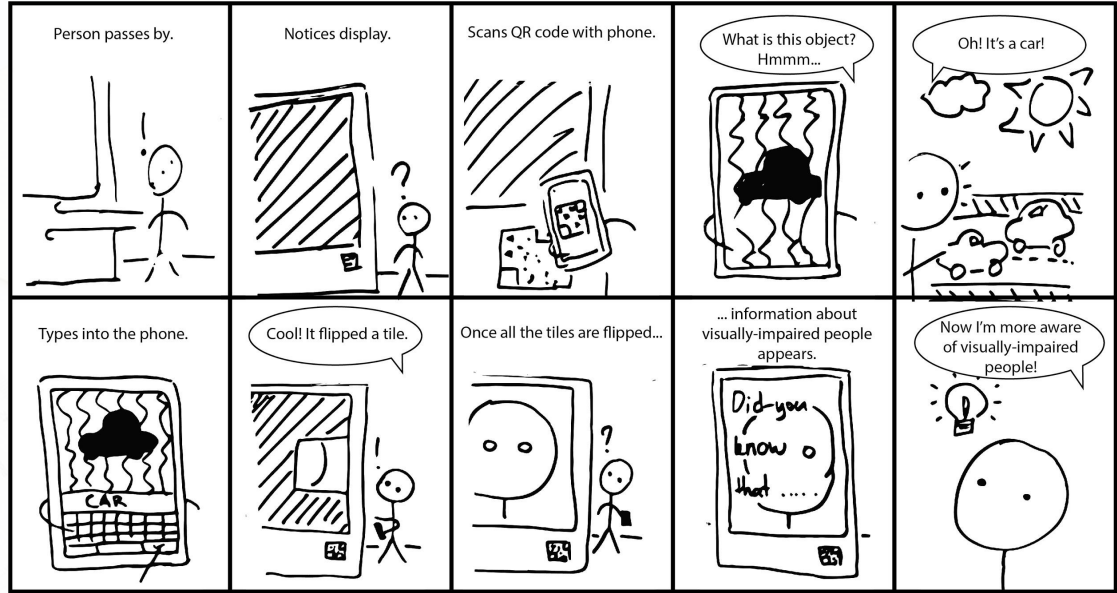
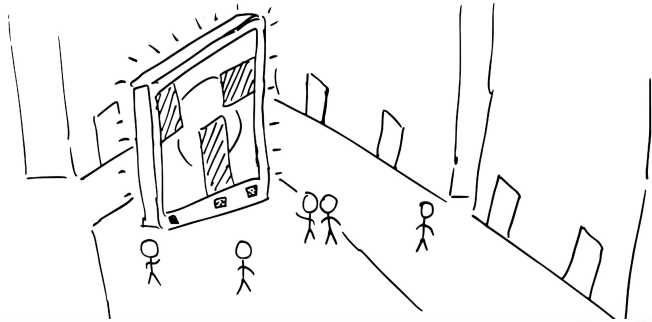
6

Sydney Shopping mall Kiosk

Vision impaired people need different
language. It is extremely challenging
to understand if we use our own sign.

Thank you! Go back to home.

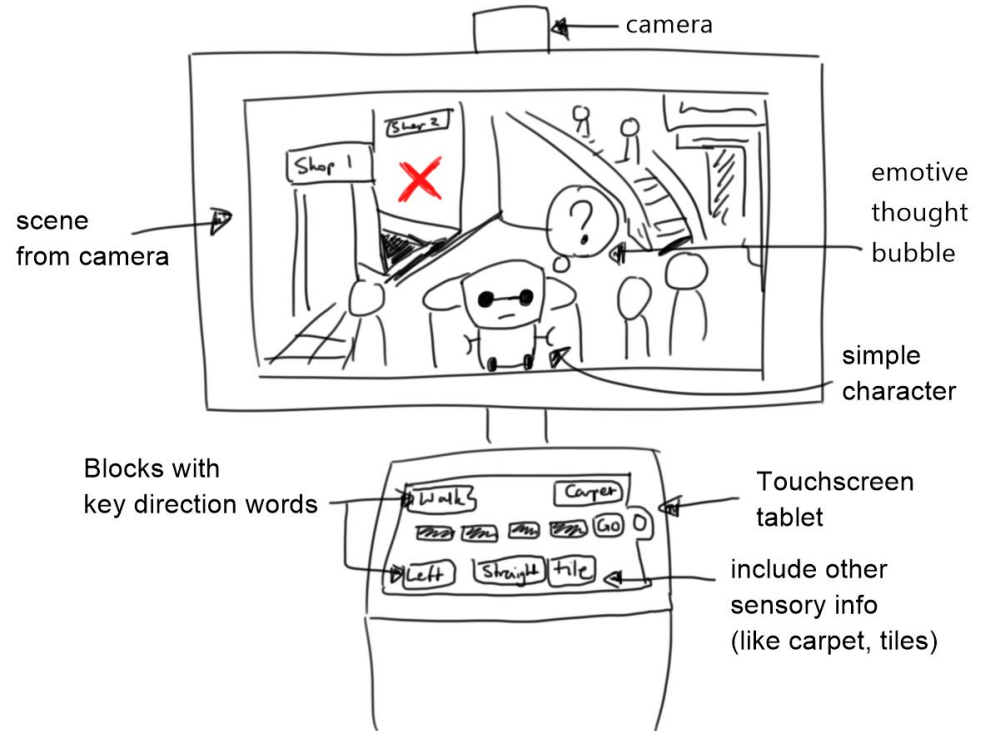
Community Scavenger Hunt



Participants work together to correctly identify obscured objects and reveal image underneath the tiles

Where is There, Direction Game

Get people of all ages to understand the importance of specific directions through the use of drag-and-drop blocks and coding concepts.



Conclusion

Our research found a need to understand the experiences of people with visual impairment to create a more inclusive community.

This can be done through interactive technologies placing the user in simulated blind scenarios such as navigating around and identifying objects.

Going forward, it would be helpful to test concepts with users to gain a better understanding of how useful they are and what further needs to be done to improve on social attitudes towards people with disability.