



RAVI UX Portfolio

(Nothing fancy, just a problem solving showcase
for enterprise applications)

Frito-Lay

Route Plan Assignment

Business Goals

- Design Route planning interface for Sales Rep
 - iPad only
 - Prioritise usability over aesthetics
 - Key scenarios only
-
- Track task progress
 - Make SR life easy
 - Check-In / Check-Out feature
 - Reduce stress with technology

UX Research

- Gathered requirements
- Studied competitive apps
- Interviewed merchandiser
- Analysed SR video interviews

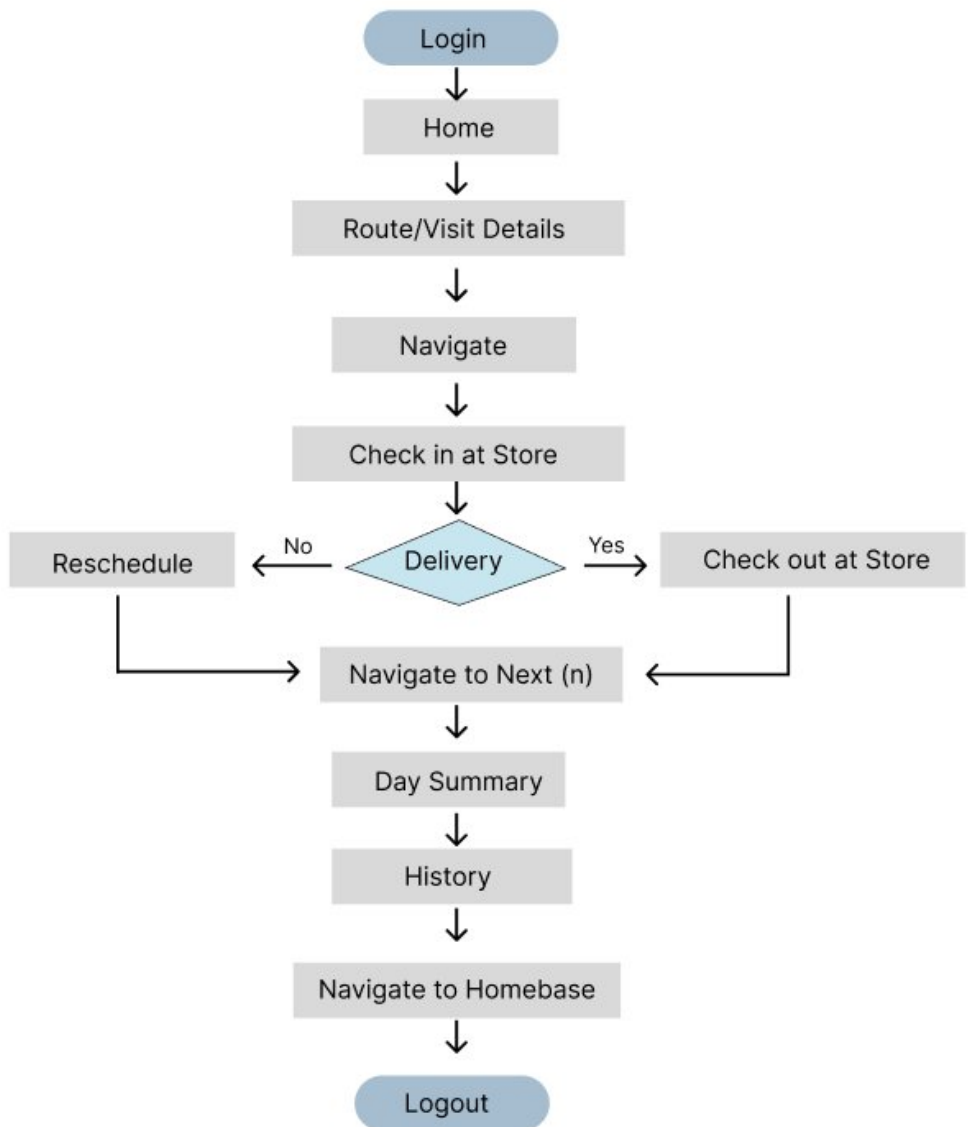


UX Design

- Created lo-fi mock-ups
- Incorporated merchandiser feedback
- Figma and Mid-journey tools utilized
- Designs made for iPad only



Mike's Happy Path



Age 39
 Job Sales Rep
 Education BA.,
 Status Married



Mike C. Fox Persona

Sales Representative

Goals

- Complete delivery route on time every day
- Resolve any order issues quickly
- Build strong relationships with retail store managers
- Keep track of inventory and orders

Needs

- Route optimization to reduce drive time
- Easy order tracking and management
- Intuitive app with little manual data entry
- Reliable iPad/device to avoid disruptions

Frustrations

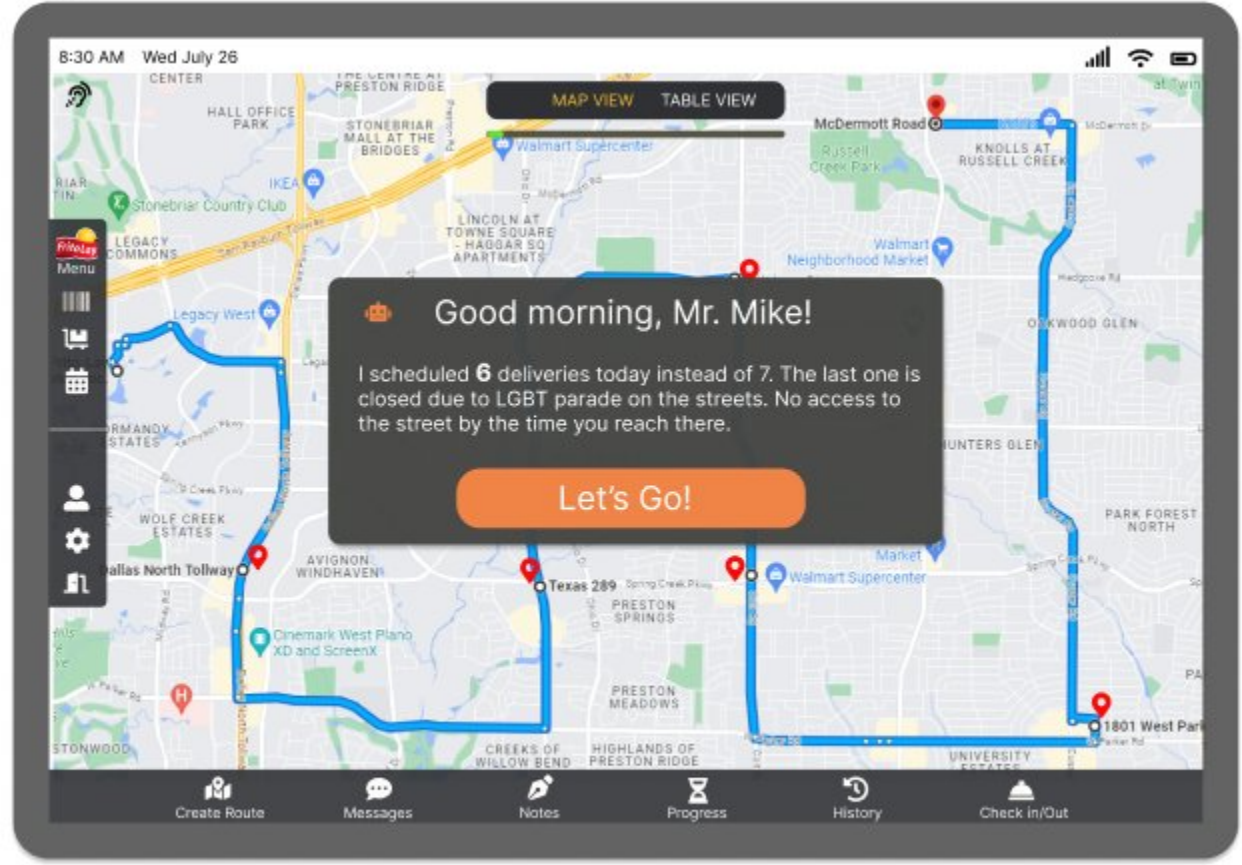
- Traffic delays that throw off schedule
- Returns/damages that create extra work
- Technical issues with sales apps or devices
- Early morning shifts

Environment

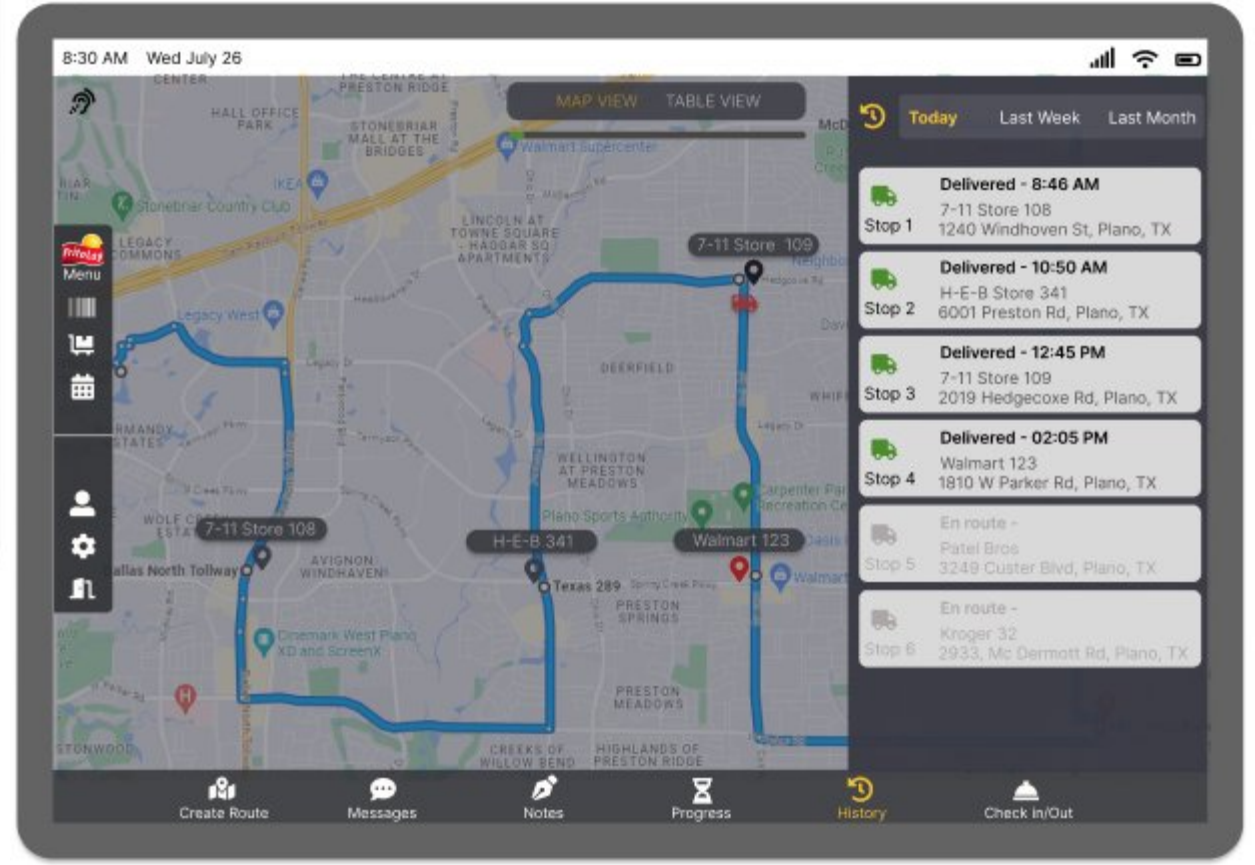
- Spends days driving to retail locations
- Works independently and interacts with various store managers
- Routes can cover urban and rural locations
- Needs to handle GPS, spotty connections, etc.

Bio
 Mike has been a Sales Rep for 5 years, knows his sales territory very well. Drives a big truck for his work and knows how to park in tight spaces. He is very organized and practical, likes planning out his day in advance. He values working efficiently and keeping Frito-Lay customers satisfied

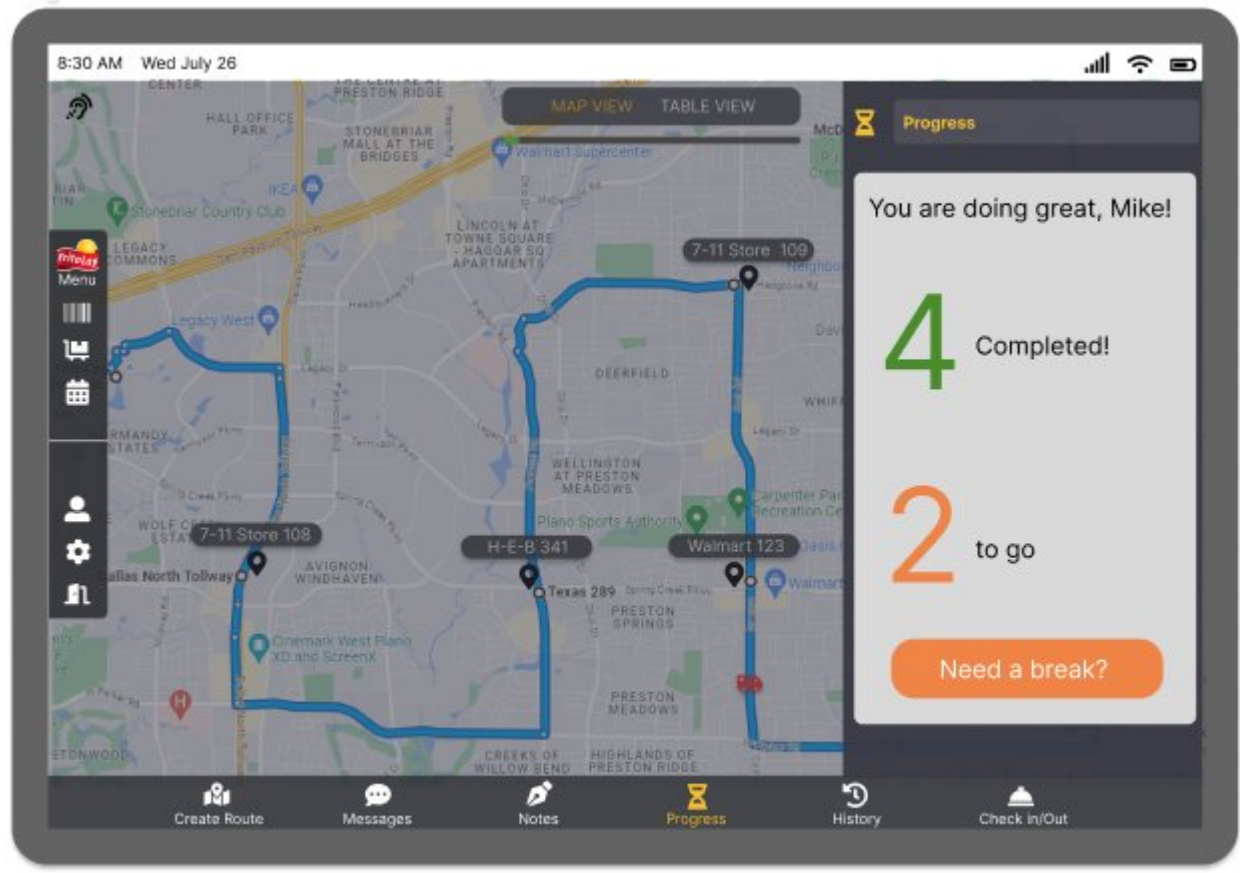
Welcome



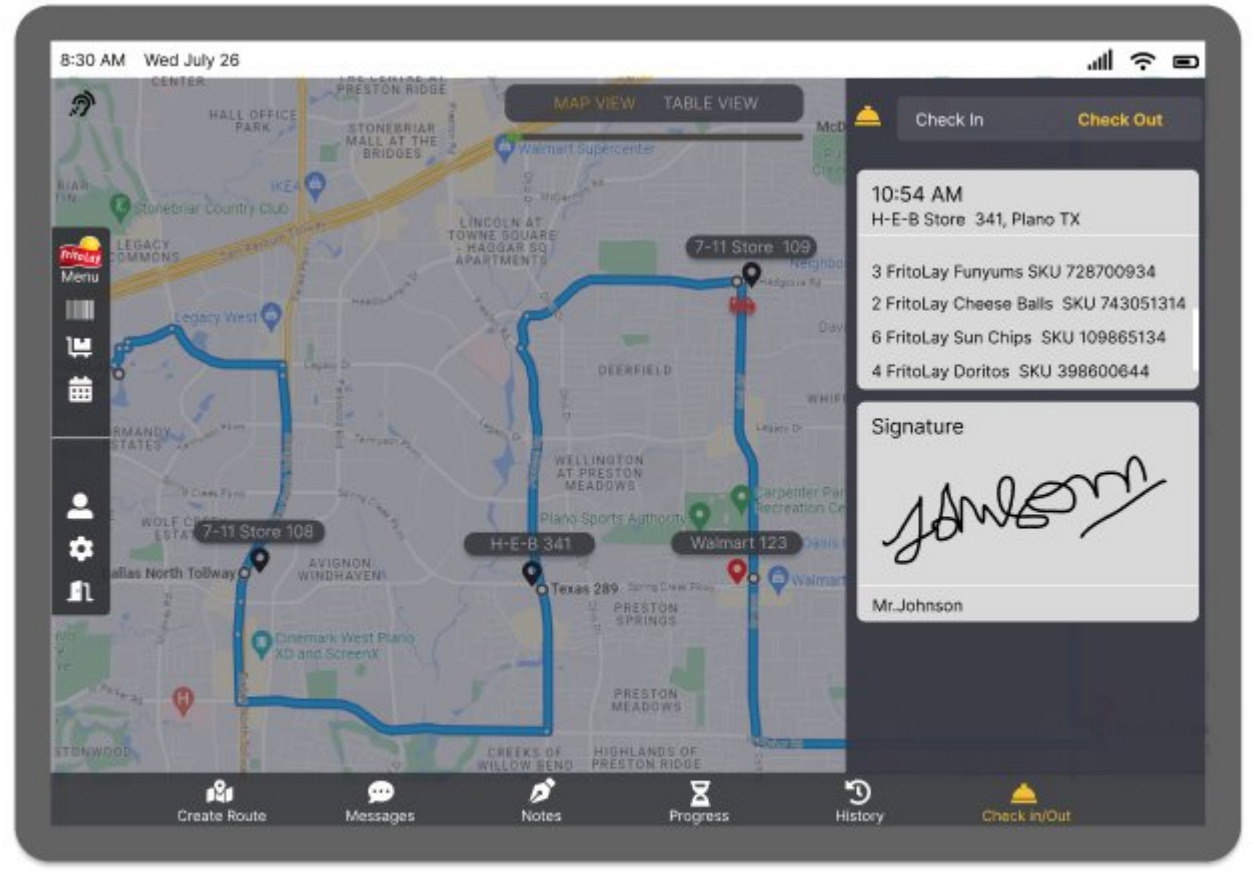
Presenting the Sales Rep's initial screen before commencing their route. This snapshot provides an overview of their starting point and relevant information to begin their sales journey.



On the screen, you'll find the Sales Rep's performance history for the current session/day. Please note that the events displayed may not be in sequential order from the previous screen.



Displayed on the screen is the Sales Rep's progress report. This scenario showcases their advancements, achievements, and performance, irrespective of the order presented in the previous screen.



Displayed on the screen is the Sales Rep's Checkout at the store. Please note that the events displayed may not be in sequential order from the previous screen.

Deloitte

TCEQ: CCEDS/STARS
Applications

Business Goals

- Redesign aging legacy applications
 - Minimize application screen count
 - Reduce interaction cost
 - Research user pain points
 - Leverage framework
- Limit number of pop-ups
 - Improve overall usability
 - Leverage new tools
 - Reuse components
 - No new business rules
 - Establish design standards across applications

TCEQ (Texas Commission on Environmental Quality)

CCEDS (Consolidated Compliance Enforcement Data System)

STARS (State of Texas Air Reporting System)

UX Research

- Performed dozens of user interviews
- Performed contextual inquiry
- Created user surveys
- Analyzed survey data



UX Design

- Created lo-fi wireframes
- Incorporated user feedback into mockups
- Validated feasibility with Dev team
- Reiterated designs
- Presented to larger user group
- Defined UX strategy
- Checked for final production design consistency

300+ Similar wireframes

CCEDS Admin CR TIERS II

Interested Person Detail

IP No. 34224 Name: Conner, William Organization: CDC Corporation Title: Manager

IP Detail
Address
Electronic Communications
Items & Actions
Additional IDs
Counties
Customers & Regulated Entities

* Request Received Date: Last Polling Date: Legislator

Comment:

Individual

Name	Prefix	Suffix	Title	Organization	Concerned Citizen	Delete
MOLINA, V. BRIANA	Mrs	---	MANAGER	ABC CORP	NO	✖
CONCERNED CITIZEN	---	---	SUPERVISOR	AAA INDUSTRIES	YES	✖

Address

Street/PO Box: State: Zip:

City: Country:

Building:

Electronic Communications

Type: PHONE	Country Code: 1	Phone: 512-999-1000	Ext.: 1245
Type: FAX	Country Code: 1	FAX: 512-999-1010	Ext.: 1
Type: EMAIL	mb2000@gmail.com		

[↑ Top of page](#)

CCEDS Admin CR TIERS II

Interested Person Detail

IP No. 34224 Name: Conner, William Organization: CDC Corporation Title: Manager

IP Detail
Address
Electronic Communications
Items & Actions
Additional IDs
Counties
Customers & Regulated Entities

Items

Number	Program	ID Type	Additional ID	Principal	CN	Status	Active	Comments	Remove
78631	MSWDISP	PERMIT	2377	PINTAIL LANDFILL LLC..	CN175235	CLOSED	YES	ND	✖
+76294	MSWDISP	PERMIT	2077	PINTAIL LANDFILL LLC	---	CLOSED	YES		✖
~34562	MSW	PERMIT	1037	PINTAIL LANDFILL LLC	---	CLOSED	YES		✖

Actions

Date/Time	Type	Delivery	Acknowledgement	Comments	Documents	Remove
01/22/2011 12:29 PM	COMMENT-WRITTEN	LTR RCVD	03/13/2022	YES	YES	✖
+01/22/2011 12:29 PM	COMMENT-WRITTEN	LTR RCVD	04/22/2022	YES	YES	✖
~01/22/2011 12:29 PM	COMMENT-WRITTEN	LTR RCVD	05/27/2022	YES	YES	✖

300+ Similar wireframes

Welcome to CCEDS Staff Maintenance

Maintain Staff

Region: Section: [Select Section...](#) Team: [Select Team...](#)

Show inactive staff in search results?

Advanced dropdown controls for Region, Team and Section, filters items as you type

Search Results

Upon initial rendering of the page, the data in search results data grid will be sorted by Last Name, First Name and User ID

User ID	Last Name	First Name	Team	Section	Region	Delete
RANSTOO	RANSTOO	MATHEW	ENFORCEMENT TEAM 1	WATER ENFORCEMENT	REGION 1 AMRILLO	✗
RABARCA	RABARCA	ROBBY	FEDERAL OPERATING PERMITS	REGION 15 HARLINGEN		✗
AABAZART	AABAZART	ALI	LEGAL LITIGATION ADMIN	-		✗
SABLES	SABLES	JAMES	DRINKING WATER TECHNICAL	WATER SUPPLY ADMINISTRATION	-	✗
SABBOTT	SABBOTT	ABBOTT	-	-	REGION 04 DFW METROPLEX	✗
SABERNAT	SABERNAT	SUSANNE	-	-	-	✗
MABRAMS	MABRAMS	LUELLA	-	WATER SUPPLY ADMINISTRATION	-	✗
AABUBAKA	AABUBAKA	AHMED	REGION 12 AIR TEAM3	REGION12 HOUSTON AIR SECTION	REGION12 HOUSTON	✗
CACHONYE	CACHONYE	CHUKWUEMEKA	-	REGION 16 LAREDO AIR SECTION	REGION 16 LAREDO	✗
GACKERMAN	GACKERMAN	GARY	REGION 12 WATER QUALITY EAST	REGION 12 HOUSTON WATER	REGION 12 HOUSTON	✗

Export Page Data only Export All Data

1 of 5

[Top of page](#)

Staff Member Detail

User ID: RABARCA (Supervisor) *Title: ACCOUNTANT I *Division: AIR PERMITS

*First Name: ROBBY *Employee Type: Select Type... Section: FEDERAL OPERATING PER [Select...](#)

Middle Name: PATRICK *Hire Date: Team: AERO FORCE [Select...](#)

*Last Name: Separation Date: 08/31/2001 *Location: CENTRAL OFFICE

AKA: BOBBY Exempt Part-time

Office Phone: (512)239-6378 Mail Code: MC 163

Supervision Maintenance

Assign Supervisors

Available Staff to be Made a Supervisor

Last Name	First Name	Section
ALLEN	RICHARDS	REGCOMPL
BARKER	JED	
BARRETT	EMILY	8650
BAXTER	DEREK	ENF AIR
BOVEY	REBECCA	4530

Currently Supervised By

Select	Primary?	Last Name	First Name	Section
<input type="radio"/>		XABEREN	CHAD	
<input type="radio"/>	Y	XAVARADO	RUBEN	
<input checked="" type="radio"/>		XABEREN	PETER	

Only users who have active role of supervisor are listed

- Role Maintenance
- Region Maintenance
- Schedule Maintenance
- Program Skill Level

[Top of page](#)

Production Version

CCEDS - Microsoft Edge

Applications QA: v1.1.0.11-1.5.0.13 01-26

Maintain Staff

Region:

Section: [Select...](#)

Team: [Select...](#)

Show inactive staff in search results?

[Search Staff](#) [Reset](#)

Search Results

User ID	Last Name	First Name	Team	Section	Region	Delete
12.8	12.29	1.29	-	-	-	✖
MAALLUND	X000XNF	MADISONZ	CID-DAM-SAFETY	ADMINISTRATIVE SUPPORT SECTION	REGION 99 - CENTRAL OFFICE	✖
FABBASZA	X000X00EH	FARHAUD	ENF-TEAM1	REGION 99 - RADIOACTIVE MATERIALS COMPLIANCE	-	✖
MARBASZA	X000X00EH	MUHAMMADALI	CID-RADIII	REGION 99 - DAM SAFETY	REGION 99 - CENTRAL OFFICE	✖
QABDELRA	X000X00IMAN	OMAR	-	-	-	✖
MARDULKA	X000X00ER	MOHAMAD	-	-	-	✖
PAREL	X000XXX	PETER	PSEAD-LIP	-	REGION 99 - CENTRAL OFFICE	✖
SABLES	X000XXX	JAMES	ZZDRINKING WATER TECHNICAL REVIEW TEAM	WATER SUPPLY - ADMINISTRATION SECTION	-	✖
HARBOUZEI	X000X000	HEIDIH	R07-MULTIMEDIA	REGION 07 - MIDLAND AIR SECTION	REGION 07 - MIDLAND	✖
RACHARYA	X000XXX	RAJESH	ENF-OC-2	-	-	✖

1-10 of 2554 records

[Add Staff](#)

Export Page Data Export All Data

[Back To Top](#)

CCEDS - Microsoft Edge

Applications QA: v1.1.0.11-1.5.0.13 01-26

Staff Member Detail

User ID: MAALLUND

* First Name:

Middle Name:

* Last Name:

AKA:

* Title:

* Employee Type:

* Hire Date:

Separation Date:

Exempt

Part Time

* Division:

Section: [Select...](#)

Team: [Select...](#)

* Location:

Office Phone:

Mail Code:

[Save](#) [Reset](#) [Cancel](#)

Supervision Maintenance

Available Staff to be Made a Supervisor

Last Name	First Name	Section
X000XXX	JAMES	0591
X000XXX	JASON	02WASTE
X000XXX	CHARLES	10WASTE
X000XXX	CHRIS	3230
X000XXX	ROBERT	12AIR
X000XXX	CRISELDA	

[Assign](#) [Remove](#) [Remove All](#) [Set Primary](#)

Currently Supervised By

Select	Primary?	Last Name	First Name	Section
<input type="radio"/>	Y	JOE	GENE	

[Save](#) [Reset](#) [Cancel](#)

Role Maintenance

Region Maintenance

Schedule Maintenance

Projects

Beyond work

Drone Delivery Mobile App

Business Goals

- Create first of its kind mobile app concept
- Research new possibilities on consumer end
- Incorporate game changing features

- Make clickable prototype
- Make UBER like experience

UX Research

- Researched for existing similar apps
- Interviewed drone pilots (Drone Drop app)
- Interviewed EV drivers (Nissan app)
- Competitive analysis (Austin Telco Credit Union app)
- Feasibility analysis

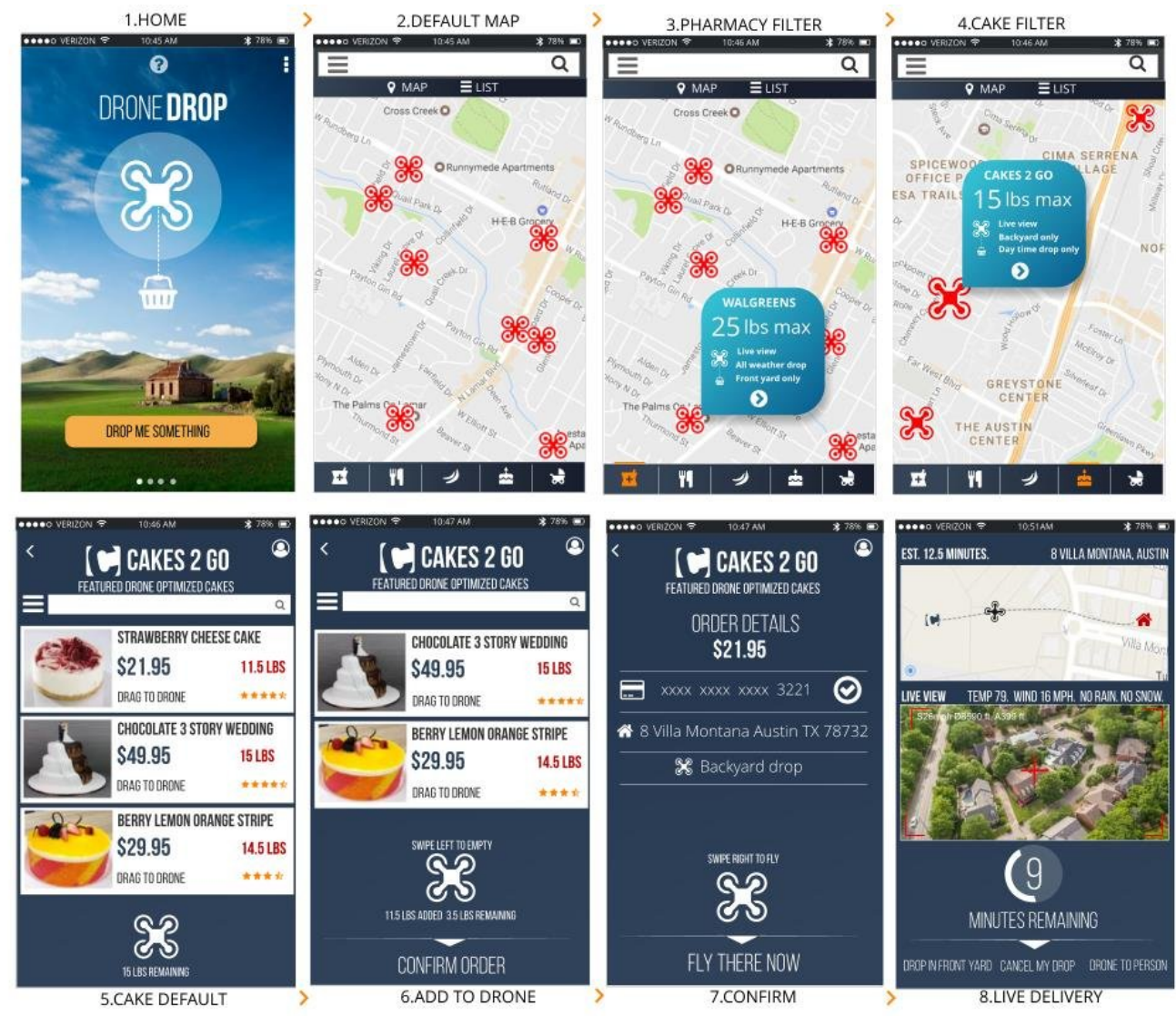
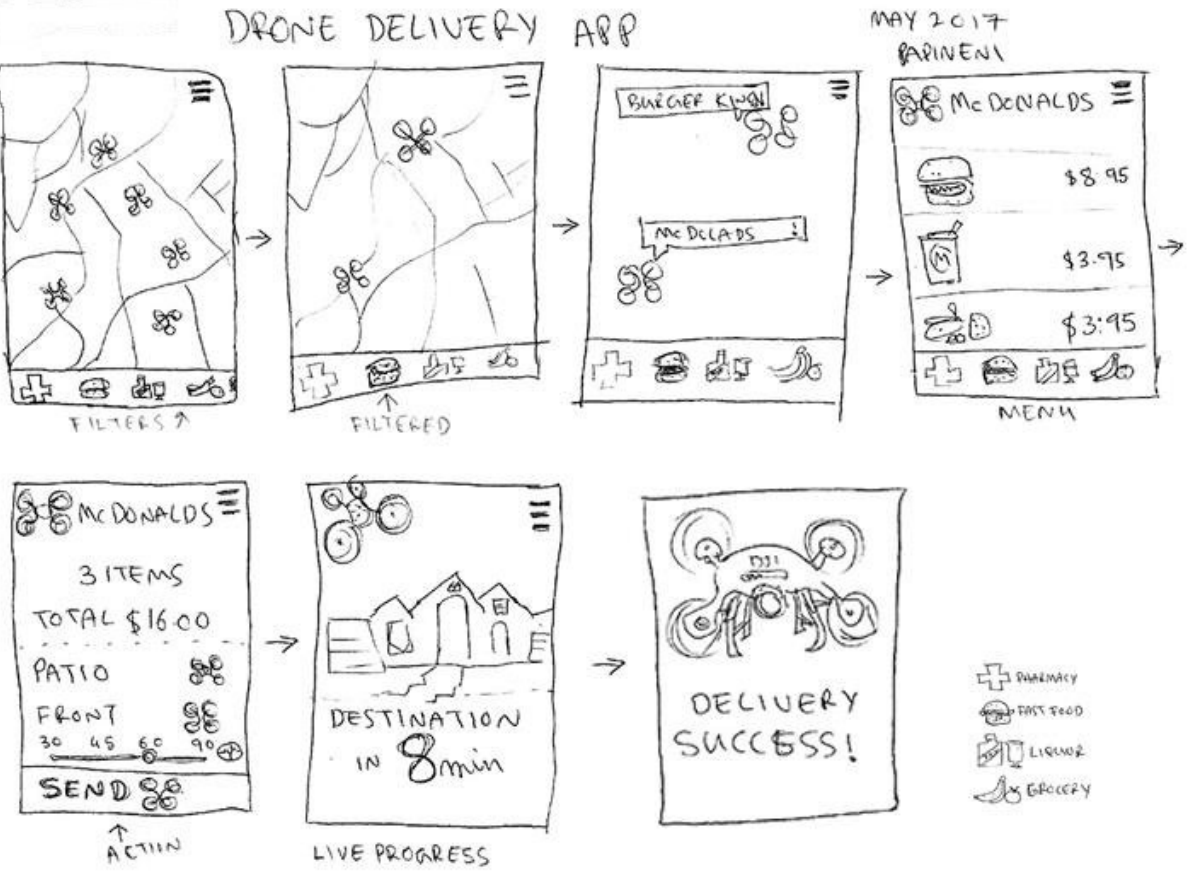
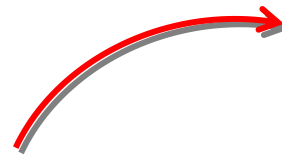


UX Design

- Created paper sketches
- Created hi-fi mockup in Xara app
- Developed interactions in InVision app
- Incorporated feedback into mockups
- Reiterated designs



1 2 3



* This app has potential to address a \$95 billion dollar merchandise returns problem, with cancel order in the mid-air feature!

- 1
- 2
- 3



Designed by Nissan



Wasted space

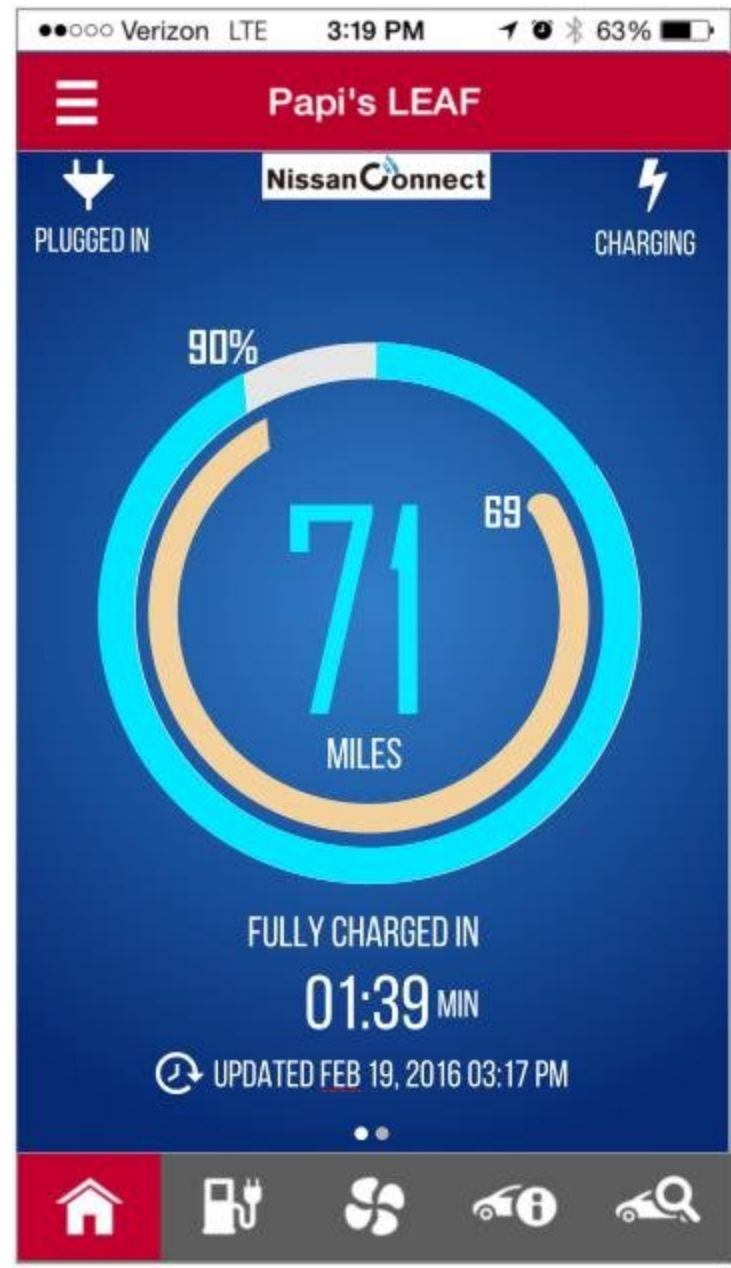
Divided focus

Secondary Info

A good design shouldn't need icon legend

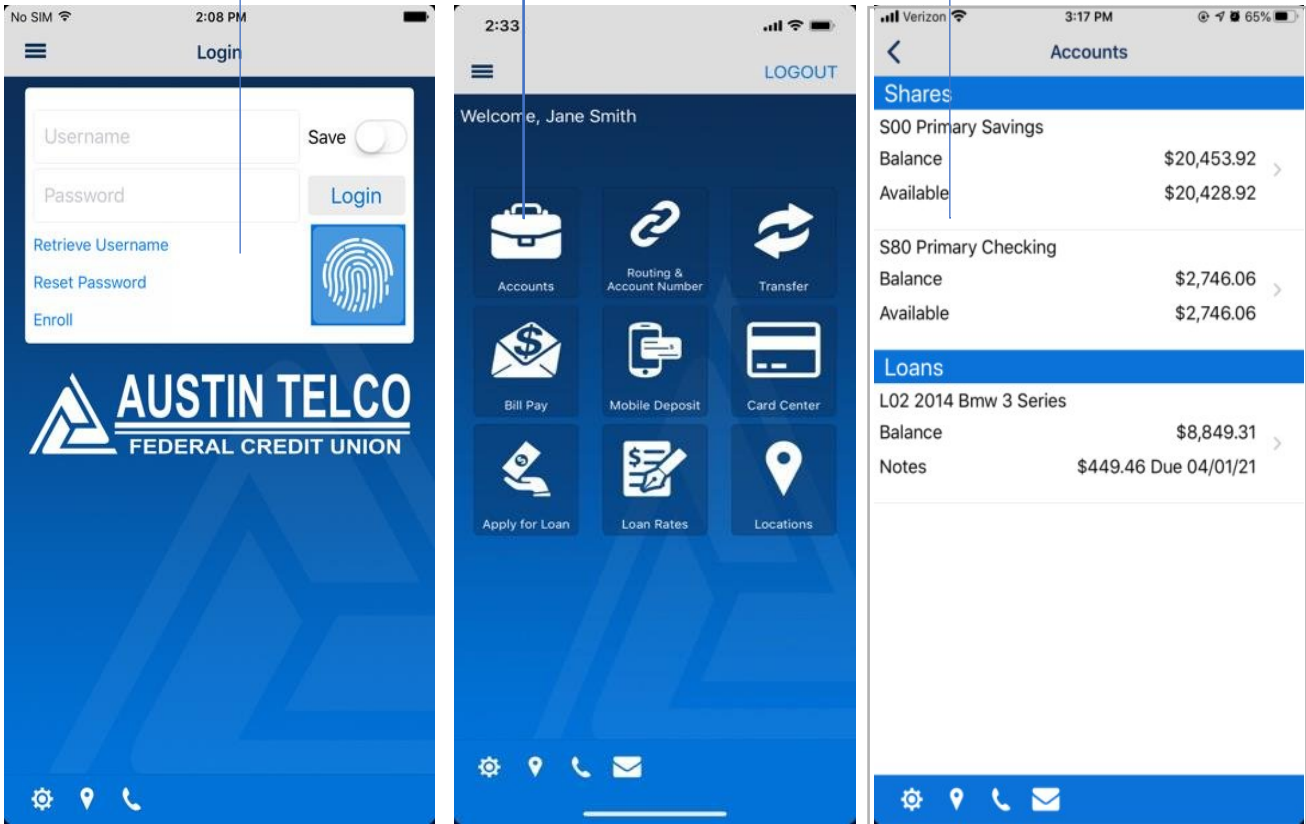
Wasted space

Designed by Ravi



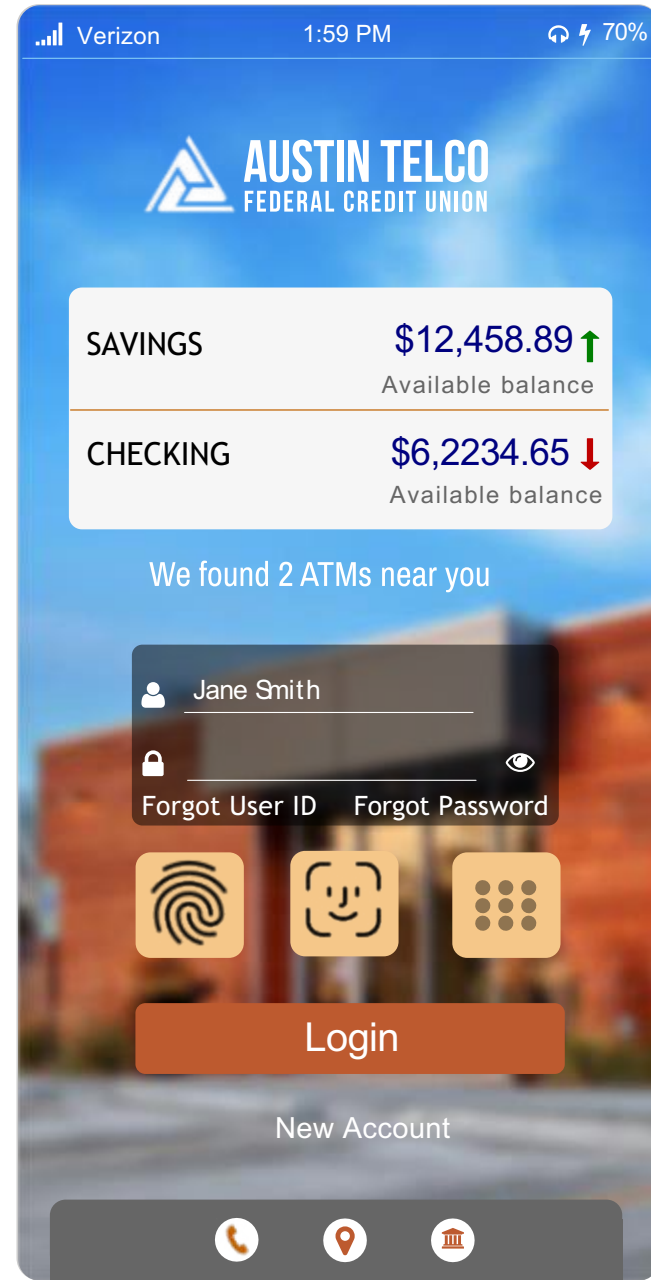
Redesigned with primary information on main screen, with big and bold numbers, reducing information overload.

1 2 3



Existing design 2021

3 actions combined in one screen



Account balances shown upfront before login process

Nearest ATM locations shown based on user location

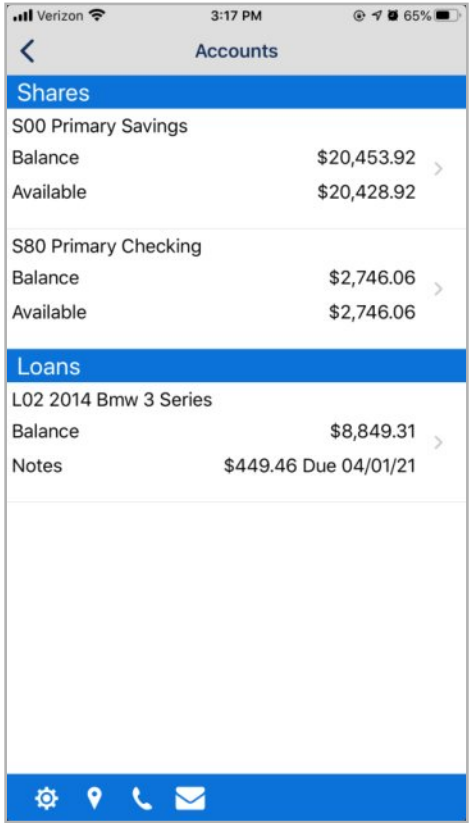
Nearest branch building displayed dynamically in the background based on location

More secure login options

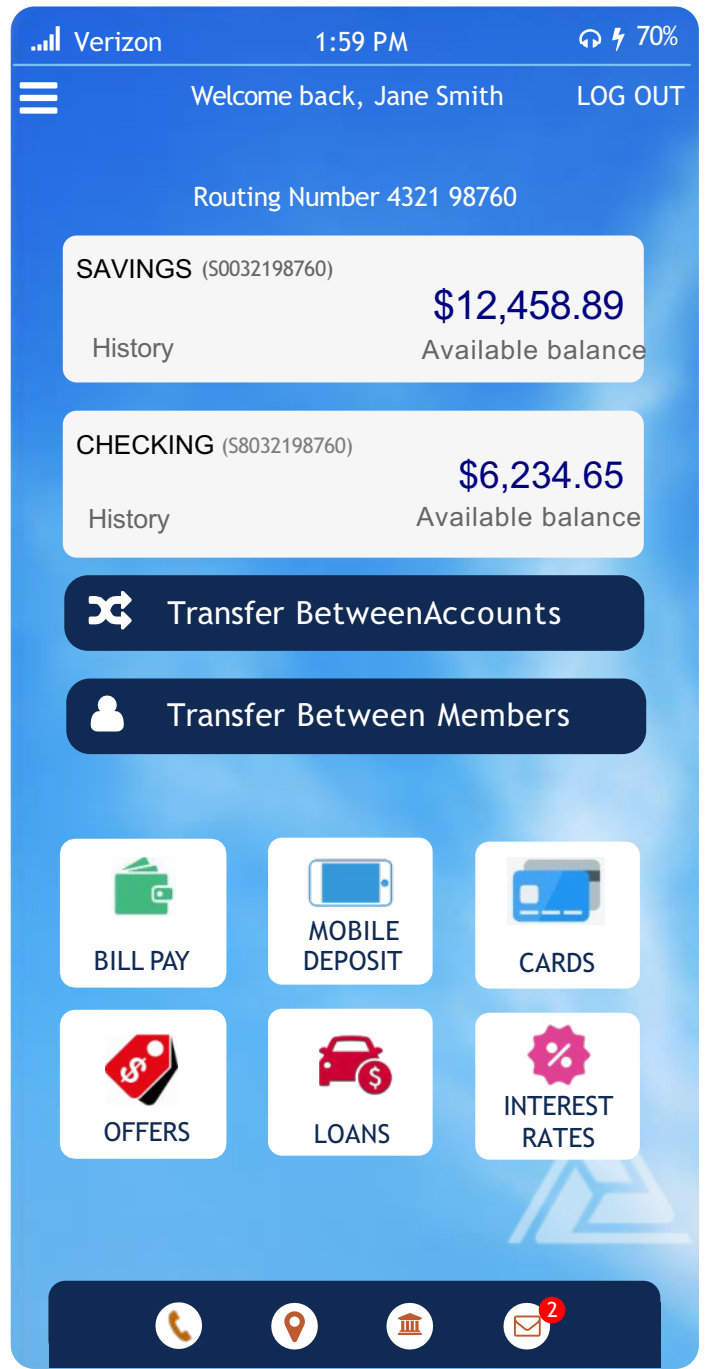
- 1
- 2
- 3



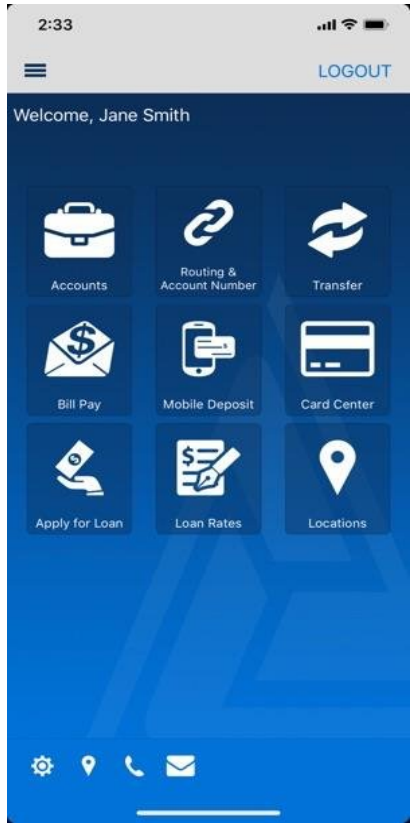
Existing design 2021



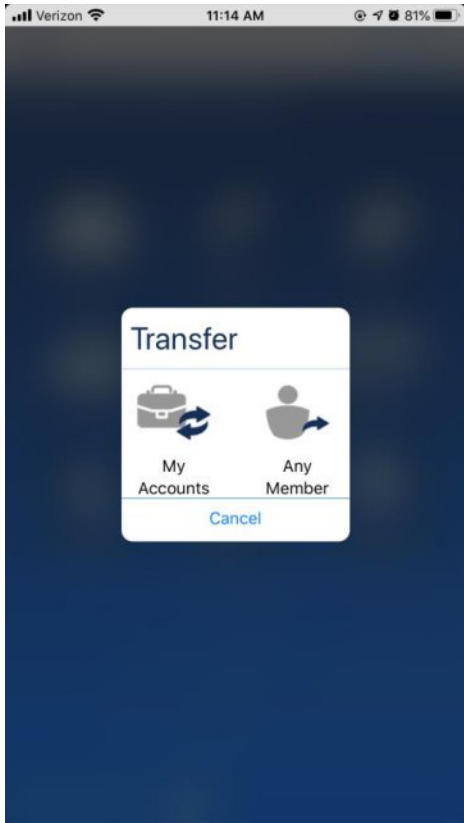
Accounts information and Transfers are combined in one screen to reduce interaction cost



- 1
- 2
- 3



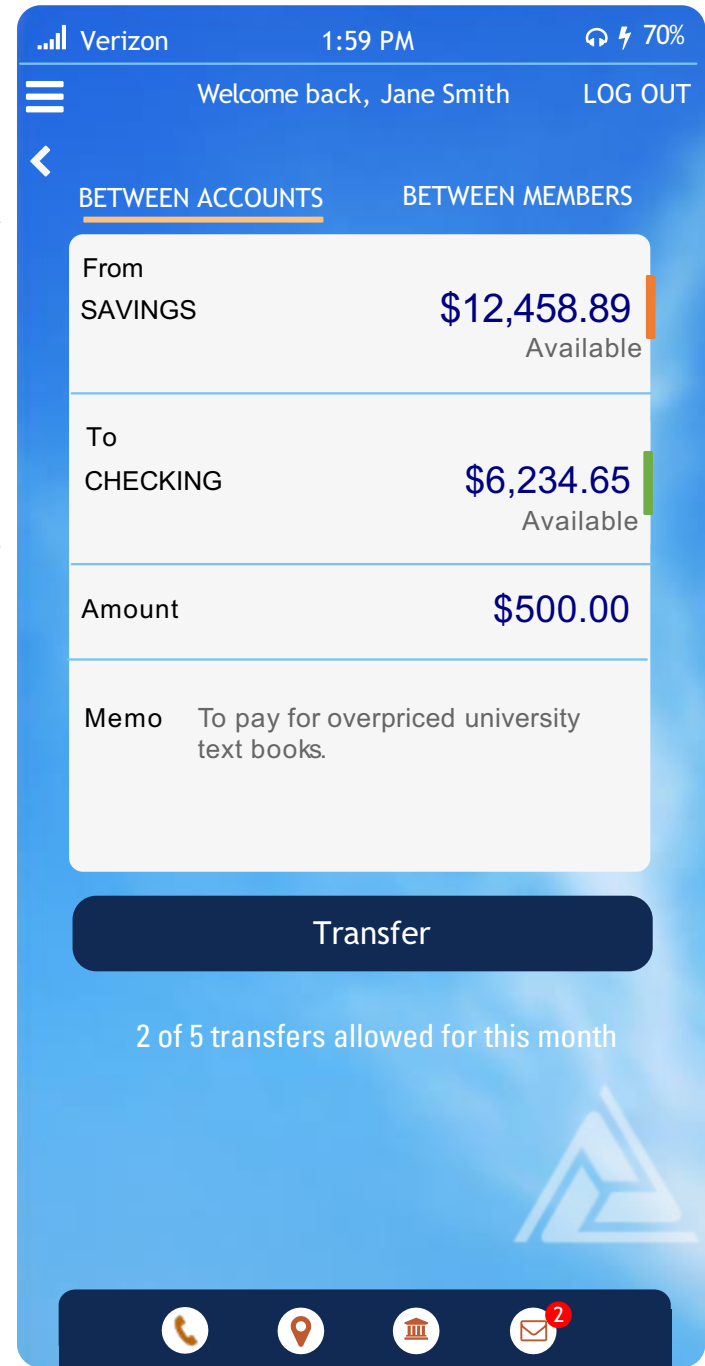
Existing design 2021



Easily swipe between 2 activities without going to main screen

Redesigned transfers screen for easy input

Upfront information on allowed transfers reduces customer calls



HHSC, State of TX

Community Partner Program

Business Goals

- Redesign old web presence
 - Increase conversion from partners
 - Make it easy to understand
 - Uplift the look and feel
- Eliminate excess pages
 - Focus on partner message
 - Increase usability
 - Must pass ADA compliance

UX Research

- Interviewed stake holders and partners
- Evaluated other agency web existences
- Determined the problem areas
- Design review



UX Design

- Axure design tool
- Improved call to action persistency
- Presented to smaller user group
- Incorporated user feedback into mockups
- Reiterated designs
- ADA compliant

Engaging visuals

Community Partner Program

Home | Links | FAQ | Interest Form | Login

FIND COMMUNITY PARTNERS

ZIP CODE:

OR CITY:

OR COUNTY:

Search

Community Partners: Helping Serve Texans

In an effort to make it easier and more efficient for Texans to apply for and manage their HHSC benefits, the Texas Health and Human Services Commission (HHSC) is partnering with community-based organizations to help people learn how they can get the most out of the HHSC's benefits application and management website, YourTexasBenefits.com.

How You Can Help

To support this effort, HHSC is building a statewide network of community-based organizations that can help people apply for and manage their HHSC benefits, including food, cash and medical assistance, online at HHSC's YourTexasBenefits.com. This Community Partner Program (CPP) is a growing network of organizations trained and capable of teaching Texans how to put YourTexasBenefits.com to work for them.

The organizations that become Community Partners represent a wide range of social services, including public entities, non-profit organizations, and faith-based groups. An organization interested in becoming a Community Partner enrolls by submitting an Interest Form online, which includes questions on what Community Partner level the organization is best suited for. Once enrolled, HHSC then provides online training and certification to interested staff and volunteers of those Community Partners approved to provide one-on-one assistance with YourTexasBenefits.com. Community Partners also have access to reports from HHSC showing how many people the organization has assisted in applying for and managing HHSC benefits online at YourTexasBenefits.com.

Community Partner Program Support Team

Are you interested in joining the Community Partner Program? Are you currently in the enrollment process and have a question? Or are you already a Community Partner and would like assistance with something? The Community Partner Program Support Team is here to help at every step of the way. You may email your request or question and contact information to CPPSupport@ag.tamu.edu or to your regional support contacts. To find your regional support contact click [Regional Support Contact List](#).

Join the Community Partner Program

If your organization would like to participate in the program, click the [Interest Form](#) link at the top of this page to complete and submit the form.

Partner Login | English

BECOME A PARTNER | BENEFITS | RESOURCES | QUESTIONS | CONTACT US

FIND A CPP PARTNER ZIP: (or) City: (or) County: Find

LET'S PROMOTE SELF-SERVICE & SELF-SUFFICIENCY TOGETHER **Become a Partner Now!**

WHAT IS CPP?

The Mission of the Community Partner Program is to develop and maintain a statewide network of community organizations helping eligible Texans apply for and manage their benefits on line.

Texas Health and Human Services, through the Community Partner Program (CPP), works with Community Partners to promote self-service and self-sufficiency by helping individuals apply for and manage their benefits through YourTexasBenefits.com.

The Community Partner Program began as a pilot with 36 Community Partners in January 2012...

CPP FACTS

- More than xx of Community Partners
- Have been Partners for at least two years
- Believe serving as a Community Partner benefits their organization and community

Self-Service Self-Sufficiency by helping INDIVIDUALS

Become a Partner Now!

HHSC Regions

- 1 • High Plains
- 2 • Northwest Texas
- 3 • Metroplex
- 4 • Upper East Texas
- 5 • Southeast Texas
- 6 • Gulf Coast
- 7 • Central Texas
- 8 • Upper South Texas
- 9 • West Texas
- 10 • Upper Rio Grande
- 11 • Lower South Texas

CONTACT US
Community Partner Program
Health and Human Services
909 West 45th St., MC 2077
Austin, TX 78751
cpp@hhsc.state.tx.us

BECOME A PARTNER
FIND A PARTNER
RESOURCES
QUESTIONS
CONTACT US
HOME

EXTERNAL LINKS
The Health and Human Services Website
YourTexasBenefits.com
2-1-1 Texas
Texas Veteran's Portal
Healthy Texas Women
Report Fraud, Waste and Abuse

SUBSCRIBE TO OUR NEWSLETTER

Subscribe

Persistent call to action on all pages

Hierarchical text explaining core value

Trust building facts at a glance



HHSC, State of TX

Document Center

Business Goals

- Redesign internal application
 - Reduce support calls
 - Improve usability
 - Leverage new portal technology
- Minimize pop-ups
 - Minimize no. of screens
 - Make it sleek from existing design

UX Research

- Interviewed end users
- Evaluated existing design
- Recorded pain points



UX Design

- Axure and Adobe design tools
- Created hi-fi mockups
- Validated feasibility with Dev team
- Presented to user group
- Incorporated user feedback into mockups
- Reiterated designs
- Defined UX strategy
- ADA compliant



DOCCENTER
SUPERVISOR JOHN DOE LOGGED IN
FEBRUARY 21, 1:10 PM

☰ MENU

DASHBOARD

TASK COUNTS:

○ OPEN
12,594

○ COMPLETED
43,1410

AS 2856
1092

RS 1466
1001

QC 1989
1901

DOCUMENT BY CHANNEL

1567

5214

2698

6214

IMAGE INGESTION OUTCOME

Received Date	03-17-17	Total 9562
Auto Linked	1500	
Auto Routed	1234	
Auto Complete	4561	
Regular	1237	

STAFF PRODUCTIVITY

Status: All | All Supervisors

Name	Staff Status	Login	Logout	Completed	Forwarded	Claimed
AS						
John Doe	Active	8:30 am	4:30 pm	1500	1500	1500
John Doe	Inactive	8:30 am	4:30 pm	1500	1500	1500
John Doe	Active	8:30 am	4:30 pm	1500	1500	1500
John Doe	Inactive	8:30 am	4:30 pm	1500	1500	1500
John Doe	Active	8:30 am	4:30 pm	1500	1500	1500
John Doe	Inactive	8:30 am	4:30 pm	1500	1500	1500
John Doe	Active	8:30 am	4:30 pm	1500	1500	1500
John Doe	Inactive	8:30 am	4:30 pm	1500	1500	1500
John Doe	Active	8:30 am	4:30 pm	1500	1500	1500
John Doe	Inactive	8:30 am	4:30 pm	1500	1500	1500

DOCCENTER
SUPERVISOR JOHN DOE LOGGED IN
FEBRUARY 21, 1:10 PM

☰ MENU

TASK MANAGEMENT SEARCH

Pre Def | Search | DCN/User

AS Index

RESULTS Show ▾

Show more rows: 50

DCN	Workflow	Doc Type	Claimed By	Initial Task Created
<input type="checkbox"/> 150608002060678	Index	IVR Change	Rangel, David	10-20-2015 02:01:52 PM
<input checked="" type="checkbox"/> 150608002060678	Client Center Level2AS	Internal Doc	Rangel, David	10-20-2015 02:01:52 PM
<input type="checkbox"/> 150608002060678	HEART Assignment	Application	Rangel, David	10-20-2015 02:01:52 PM
<input type="checkbox"/> 150608002060678	Multi Case	In Progress Application	Rangel, David	10-20-2015 02:01:52 PM
<input type="checkbox"/> 150608002060678	State Review	Internal Doc	Rangel, David	10-20-2015 02:01:52 PM
<input type="checkbox"/> 150608002060678	Multi Case	IVR Change	Rangel, David	10-20-2015 02:01:52 PM

Showing 1 to 6 of 32

TASK COUNTS

All Open Tasks (477) 100%

- ▾ 3rd Party Document (13) 2.73%
 - [ThirdParty Document \(13\) 2.73%](#)
- ▾ Application (116) 24.32%
- ▾ Contingency Change (3) 0.63%
- ▾ Coversheet Document (119) 24.95%
- ▾ Duplicate Application (1) 0.21%

TASK ASSIGNMENT

Staff Hierarchy | Staff by Role | Status: All Active Inactive

MANAGER

- ▾ Manager
 - UserAA11, DPUAT
 - UserAA6, DPUAT
- ▾ UserBB6, DPUAT
 - UserBB6, DPUAT

AVAILABLE STAFF LIST

- UserAA6, DPUAT

SELECTED STAFF

- UserHP14, DPSIT

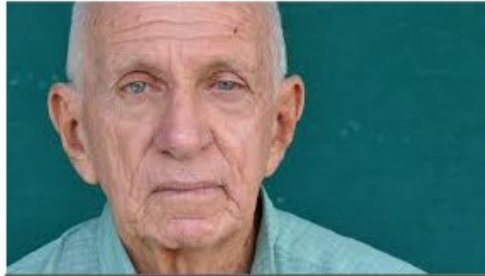
State of TX

Self Service Portal

Business Goals

- Find out usability issues in online benefits forms for TX users
 - Redesign Your Texas Benefits portal
-
- Create a persona
 - Develop a storyboard
 - Use best practices
 - ADA compliant

Hector, the Head of Household



"I want to spend as less time as possible on the computer for applying for benefits"

Age: 55

Work: Roofer

Family: 4 Children

Location: San Antonio, TX

Archetype: Manual labor

Limited tech skills

Poor English

Doesn't own smart phone

Bio

Hector is a roofer that works overtime and lives with many family members under one roof.

Hector do not carry a mobile device, and depends on elder children for computer related tasks. He generally prefers to go to benefits offices to apply for benefits.

Only recently he started using computer for status changes. Some times he calls 2-1-1 for assistance in filling application and speaks in Spanish.

Goals

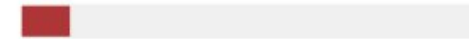
- To learn English better
- To use computer without help from children
- To spend less time applying on line

Frustrations

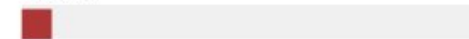
- Benefits forms ask too many questions
- Spanish translation is not good enough on benefits site
- It takes forever to enter whole family members

Technology

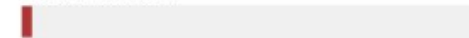
Internet



Mobile



Social Network



Partial storyboard shown here from a story board series



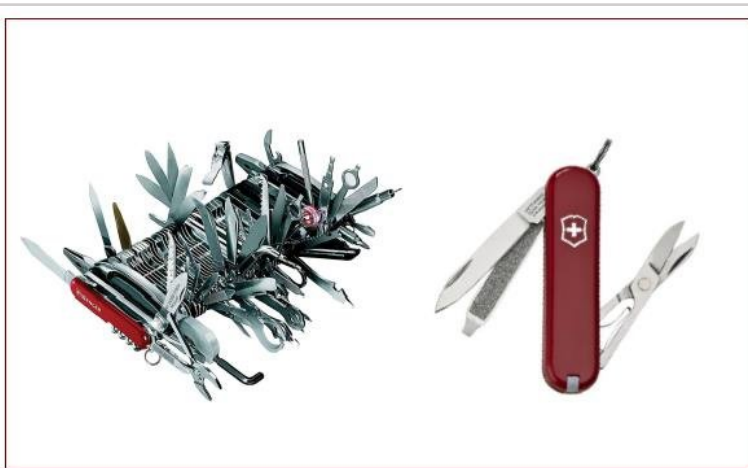
Project Beyond work

Educational UX Posters

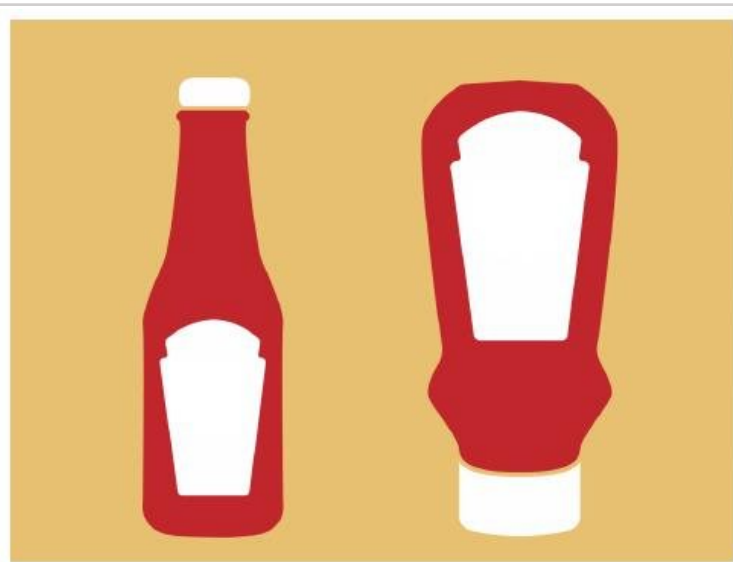
Business Goals

- Educate Dev team
- Peer review
- Share with UX community

- Educate product team on UX
- Explain feature creep
- Explain why usability matters



FLEXIBILITY vs. **USABILITY**



UI vs. **UX**



USABILITY MATTERS

Project Beyond work

World Black Monitor Day

Business Goals

- Set up World Black Monitor Day
- Educate designers
- Share with UX community

- Empathise blind users
- Educate Dev team
- Encourage participation world wide



Proposal for

World Black Monitor Day

Blind Users Awareness through Empathy
by Ravi Papineni



Introduction

39 million are legally blind

295 million are visually impaired

73.8% encounters accessibility barriers

33.3% of websites only met minimum accessibility standards

Assistive technology equipment like refreshable braille displays are expensive to most blind users

Sources: WHO, Web AIM, Journal of Visual Impairment and Blindness

The problem

Sighted users do not understand blind user problems

- Blind users rely on assistive technology to access digital content, but many websites and applications have accessibility barriers that make it difficult or impossible for them to navigate and perform tasks.
- These barriers can include missing or inadequate alternative text for images, unlabeled form fields, and poorly designed navigation menus.
- Touchscreen devices can also pose challenges for blind users, as they require precise gestures and coordination.
- Additionally, blind users may face social and cultural barriers that limit their participation in digital society, such as inaccessible online content and a lack of reasonable accommodations in the workplace.





The Proposal

- Making designers/developers **empathize** with blind users
- Set user participation day for **World Black Monitor Day**
- **Encourage sighted participants to blindfold themselves, turn off or cover the monitors for a set period of time (10 or 15 minutes) and try to navigate websites or perform other tasks using only keyboard commands or a screen reader.**
- Provide resources and guidance for participants, such as a list of keyboard shortcuts, tips for using a screen reader, or a list of accessible websites to try.
- Encourage participants to share their experiences on social media using a designated hashtag, to help raise awareness and foster a sense of community around the event.
- Reach out to technology companies or advocacy groups to support the event and help promote accessibility and inclusion for blind users.
- Emphasize the importance of accessibility and encourage participants to continue learning about accessibility and taking steps to make their own websites and digital content more accessible.

The Benefits

- **Increased awareness:** The exercise can help to raise awareness about the challenges faced by blind and visually impaired users when accessing digital content, which can lead to increased empathy and understanding.
- **Improved accessibility:** The exercise can help designers and developers to identify potential accessibility issues with their content or interfaces and make necessary improvements to ensure that the content is more accessible.
- **User-centered design:** By taking the perspective of a blind or visually impaired user, designers and developers can gain a deeper understanding of the user's needs and preferences, which can inform user-centered design decisions.
- **Inclusive design:** By designing for users with disabilities, designers and developers can create more inclusive digital content and technology that can be used by a wider range of users.
- **Compliance with accessibility standards:** The exercise can help designers and developers to ensure that their digital content and technology meets accessibility standards and guidelines, such as the Web Content Accessibility Guidelines (WCAG) or the Americans with Disabilities Act (ADA).



Conclusion

- Designate a "World Black Monitor Day" to encourage sighted users to experience navigating a website or application without visual cues for a set amount of time.
- Share educational resources about the challenges faced by blind users and ways to promote accessibility and inclusion.
- Offer sensitivity training to staff and other stakeholders about the experiences and needs of blind and visually impaired individuals.
- Host events or workshops that promote awareness and understanding of blindness and visual impairments.
- Encourage employees to participate in volunteer opportunities that support blind and visually impaired individuals and organizations.
- Highlight success stories and achievements of blind and visually impaired individuals to help dispel myths and stereotypes.
- Foster a culture of inclusion and accessibility, where all individuals are valued and supported regardless of ability status.



Let's Talk

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