# RampUp



## MEET THE TEAM 👋



Kristi H.



Udee O.



Cathleen M.



## **CONTEXT**•

#### REPORTS RESTAURANT NEWS EATER VOICES

#### Dear Restaurants, Your Inaccessibility Is the Opposite of Hospitality

For an industry built on hospitality, too many restaurants still pay lip service to — or flat-out ignore — the Americans with Disabilities Act

by Ace Rateliff | Jan 16, 2019, 9:42am EST

Illustration by Vance Lump

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"Despite the [ADA civil rights] law, <mark>I expect</mark>

not to be accommodated — an expectation

that usually becomes reality."



Ace Tilton Ratcliff Disabled writer, artist, accessibility consultant



## **PROBLEM** •

People on wheelchairs experience accessibility issues when trying to navigate a public place.

Often, they have to call a place of interest ahead to ensure that their accessibility needs are accommodated, i.e. parking spaces, doorways, ramps, seating.

The need to plan ahead with lack of information causes stress, arguments, and tension for wheelchair users.

On the other hand, businesses who do not list their accessibility information are missing out on revenue because of the lack of visibility upon research.

## **GOAL**•

Our motivation is to help wheelchair users and caregivers have access to information that will alleviate the struggles that come with needing to know how accessible places they want to visit are.

**How might we make business information** (like restaurants, museums, etc) about accessibility accommodation **easier to find** for people who use wheelchairs?

# THE SOLUTION •

**RampUp** is a mobile app that lets <u>wheelchair users</u> <u>and caregivers</u> discover authentically <u>accessible</u> <u>places</u> near them.

#### **MAIN FEATURES**

- 1. Search for places of interest near them
- 2. Filter search results based on accessibility features
- Write and read reviews from wheelchair users and caregivers like them



### **User Takeaways**



**Call ahead** to find out about wheelchair accommodations

ONLY



**Use mobile apps** to help them prepare for/get to their destination

## **User Testing Results**



## **AGENDA**•

- 1. User Research
- 2. Definition & Ideation
- 3. Prototyping
- 4. Testing & Iterating
- 5. Final Thoughts

## **User Research**

## **HYPOTHESIS**

We believe that **a mobile app** that provides information about **accessibility features of public spaces** (restaurants, museums, etc.) <u>for</u> <u>people with physical disabilities</u> (i.e. individuals in wheelchairs) can help them make **more informed and confident decisions when choosing a destination**.

### **Proto Persona: Meet Sarah James**



HUMANIZE Shelher Heatin Uses a wheelchair 40 y lo Saran James Atlanta (GA Married	BETTANIORAL DEMOGRAPHICS Likes to go out with Friends / family tech-savoy, uses social media often
GOALS + NEEDS Doem't want to burden others with their needs wante to know much to expect when going out wants to help others like her	PAIN POINTS having to rely on others to prepare to go alt getting powermer and not having proper accommodicitions

#### SARAH JAMES / 40 / ATL, GA

- Health Consultant
- Wheelchair user
- Tech-savvy

#### GOALS

- Doesn't want to burden others with their needs
- Be prepared with supplies and physical energy to wheel herself around

#### FRUSTRATIONS

• Getting somewhere that doesn't have the accessibility accommodations they said they did

# INDIRECT

## **Competitive Analysis**



DIRECT

#### **Common Strengths**

- Star ratings and reviews for specific accessibility features
- Allows user to create a profile identifying their disability

#### **Common Weaknesses**

- Low contrast
- Not many photos of establishments
- Lacks user engagement / reviews



#### Common Strengths

- Copious amount of user-generated photos and reviews nationwide
- Can request reservations from app
- Lots of reviews and engagement



#### **Common Weaknesses**

• Lacks depth for / absence of accessibility information

#### **User Interviews**



User Interviews & Survey Respondents



#### **OBJECTIVES**

- 1. Their thought process and habits when planning an activity
- 2. The priorities, concerns, and frustrations they run into when planning
- 3. Preferred tools they use to plan the decision-making process

## **Interview & Survey Demographics**

11% Male

## 89% Female



# **55.6%** Age 25-40



## **User Insights**



# **78**%

Current or former wheelchair user

**11%** Caregiver for a wheelchair user **11%** Former wheelchair user, current caregiver 56% Go out 1x/week

**33%** Goes out 7x/week **11%** Goes out 3-4x/week

## **User Insights**

## Where did our users most likely go out to?



## What **amenities** are most important to our users?



#### **Data Synthesis Method: Affinity Diagram**



#### **User Persona: Meet Courtney Gryffin**





**Courtney Gryffin** 

Age: 36 Gender: Female Location: Atlanta, GA Marital status: Married Occupation: Healthcare Consultant Courtney Gryffin is a 36 year old healthcare consultant who lives in Atlanta, GA. She lives with her husband who is also her caregiver as she is currently using a wheelchair; they often go out to restaurants and grocery stores together. Courtney struggles with feeling like a burden to her husband and the people around her but she still enjoys going out and trying new foods/experiences.

#### O Needs

Self-sufficiency, freedom to go wherever she wants without anxiety, feeling prepared when going out, and feeling human to others.

#### Motivations

Being involved in a community that values her
Having access to knowledge about where she is going
Soothing her anxieties

#### Frustrations

- She often feels like a burden to others
- She doesn't want to cause a scene if there aren't proper accommodations

#### **Courtney's Concerns**

<u>I don't want to</u> <u>make a scene,</u> **it's embarrassing.** 



Will the restaurant pick up my call? Will the hostess know what accessibility features I'm referring to?

Is their elevator working or a ramp to the entrance? Is there enough space between the aisles for me to get through?

Is the <mark>table too low/too high</mark> for my reach on the wheelchair?

Is there enough **space for me in the** restroom?

# Ideation & Definition

#### **User Empathy Method: Journey Mapping**



I put myself in Courtney's shoes and thought about every point in her journey to understand her needs, concerns, and desires to identify opportunities for every moment.

### **User Empathy Method: Storyboard**



It's Sarah's birthday this weekend! She wants to try a new restaurant to celebrate with her husband and 2 friends.

Sarah calls several restaurants ahead to make sure that they have proper wheelchair accessibility features and make reservations for the party of 4. No one picks up. Sarah confides with her friend Gloria about how tired she is of feeling like she can't go to new places because of her condition.

## **User Empathy Method: Storyboard**



Gloria recommends RampUp, which allows wheelchair users find accessibility accommodations based on reviews from wheelchair users and caregivers.

Sarah downloads RampUp to see what it's all about.

After inputting filters and sorting results, Sarah finds a restaurant that fits her needs and makes a reservation.

### **Brainstorming**

#### I Like...

 ..when I know what to expect at my destination

#### l Wish..

 ..l could know what the entrance and the aisles looked like

#### What If..

..the establishment can check off and confirm my requests

### **Dot Voting & Feature Prioritization**



#### **MVP** to let users:

- 1. Create an account or browse as guest
- 2. View establishment accessibility ratings and reviews
- 3. View establishment photos
- 4. Rate establishment and write reviews based on accessibility

#### **User Flow**



- 1. Create an account or browse as guest
- 2. Allow location services
- 3. Pick category
- 4. Filter results by accessibility preferences and sort by ratings
- 5. Call establishment
- 6. Leave reviews about establishment

# Prototyping

## Moodboard





Original Accessibility Symbol







Chetverikoff | Dreamstime.com

#### **Lo-Fi Wireframes**



We each sketched our own screens.

We reviewed our sketches altogether and curated the best representation of our flow and features from the collection.

## Wireflows



Creating detailed wireframes and interaction flows helped make navigating between screens specific to the user tasks straightforward.

#### **Design System**



## Hi-Fi Prototype v1









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■ Elevator ☆☆☆☆☆☆	↔  Aisle Width 🥝 ★★★★★
臣 Restrooms ⊘ ★★★★☆☆	〒 Table Height 🔗 ★ ★ ★ ★ ☆ ☆
Wheelchair users	s say:
* * * * *	2 days ago
Great staff! I had a great experience f until I left the restaurant. accommodating. Highly re	from when I first called The staff was so kind and wommend!
Elizabeth N.	R
Q Search Fa	avorites My Profile

# User Testing

#### **User Testing Insights**

**All participants** were able to accomplish all tasks with little-to-no issues, but did provide feedback on the flow of the app:

- 1. **Prioritize accessibility review visuals** above Google reviews
- 2. Put call-to-actions to **save filter selection choices** i.e. "Save Filters" instead of "Close"
- 3. **Change verbiage** to make things more clear i.e. "Amenities" instead of "Wheelchair User Ratings"

#### **User Test Insights**

## "

It would be nice if I could create a profile with my specific needs. It would be helpful if the app sent pre-programmed messages to the restaurant, because I often have to copy and paste my requirements and <u>sometimes I forget things</u>.

- Caregiver, 57

## "

I really like that you included table heights and aisle width. I think that's an important thing that goes unnoticed.

- Caregiver, 32

### Iterations

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	Calle Latina 129 E Ponce de Leon Ave	۲

Prioritize accessibility review visuals above Google reviews



#### Iterations

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Save	Filters	Reset
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American	Cuisine	Japanese
Korean	Southern Thai	Vegetarian
	Amenities	



Put calls-to-action that will save filter selection choices (rather than "Close")



#### Iterations



Change verbiage to match prior screens ("Amenities" instead of "Wheelchair User Ratings")



# **Final Thoughts**

## IN RETROSPECT•

#### Collaboration

 Team dynamics worked well: open minds, challenged assumptions

#### **Empathy**

- We as a team truly were not the users of this product, so there was very little room for assumptions that we can justify on our own
  - Patience and understanding for the world beyond ourselves
  - Real social responsibility; can't make egregious generalizations
  - Empathic to different human conditions

## IN RETROSPECT•

#### Research

- Finding people to interview and test with that fit our persona was very difficult
  - Reach out earlier, connect with a network, a lot more research and cold-calling (time constraint was the biggest challenge)
  - This is a sensitive topic wheelchair users never want to make a scene about their needs and don't want to be a pain

## NEXT STEPS / FUTURE OPPORTUNITIES •

- Create profile with accessibility specifications
- Send reservation requests to establishments directly through the application with accessibility accommodation specs
- Forums feature to build community and share feedback
- More user tests with people & more iterations!
- Gathering more research/information to populate the app
- Incentivize businesses to list and update accessibility features

# Thank you!

cathleenmadrona@gmail.com