



# Expanding Research Access for the Blind and Visually Impaired

## UNDERSERVED COMMUNITY OF PARTICIPANTS

The research industry is under-representing a large audience of consumers

Better research tools for the blind and visually-impaired could:

- Improve research access for 1.3 billion people\*
- Ensure representation of underserved but critical customers



Survey software is incompatible with accessibility tools making participation in research challenging or even impossible. A better understanding of the user experience for the blind and visually-impaired is needed to create solutions for improving research participation.

## CHALLENGES



Insufficient web usability for online survey response



Incompatibility of accessibility tools with survey platforms  
*(screen readers, mobile accessibility)*

## CONSIDERATIONS

- ADA accessible online surveys take up to 4 times longer to complete
- Scales and scale descriptions need extra clarity
- Screen readers read all the elements of a web page so reducing unnecessary logos and imagery is key
- Presentation of concepts requires additional context and labeling
- High contrast design requires bolding and formatting techniques while simplicity is critical for screen reader version
- Customization and heavy testing are required

## WHAT DID WE DO?



### About Clovernook Center for the Blind and Visually Impaired

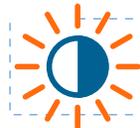
Founded in 1903, Clovernook has been a leader in serving the blind and visually impaired and is one of the largest global producers of braille

Through partnership, MarketVision developed ADA Level AA compliant survey templates



### Screen Reader Design (Blind)

Screen readers process web pages and read the contents to the user so there is heavy focus on limiting unnecessary elements of a web page (i.e. logos, unnecessary text). Audio cues facilitate an improved user experience and survey completion.



### High Contrast Design (Impaired)

This design focuses on providing visual support by adjusting the elements of a traditional survey page so participants can view and respond to questions. Additional visual formatting through bolding, color contrasts, and font sizes is needed in this design.

Globally, of the estimated 1.3 billion people living with vision impairment 217 million have moderate to severe impairment while 36 million are blind. (\*Source: World Health Organization, 2018)