IS247- 003
Accessible Menus for Everyone

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Introduction

Problem Statement

Blind or low-vision individuals require alternative formats such as braille, auditory, or enlarged print menus to order independently at a food establishment.

Example

- **Inclusive restaurant scene**
  - Blind or low-vision guests using braille, auditory, and large print menus for independent ordering in a welcoming setting.



Overview

•Individuals with blindness or low vision face significant challenges in at food establishments.

•This lack of accessible menu formats can diminish their dining experience.

•Therefore, creating a multi-format menu app that is easy to use for anyone



Research

Preliminary

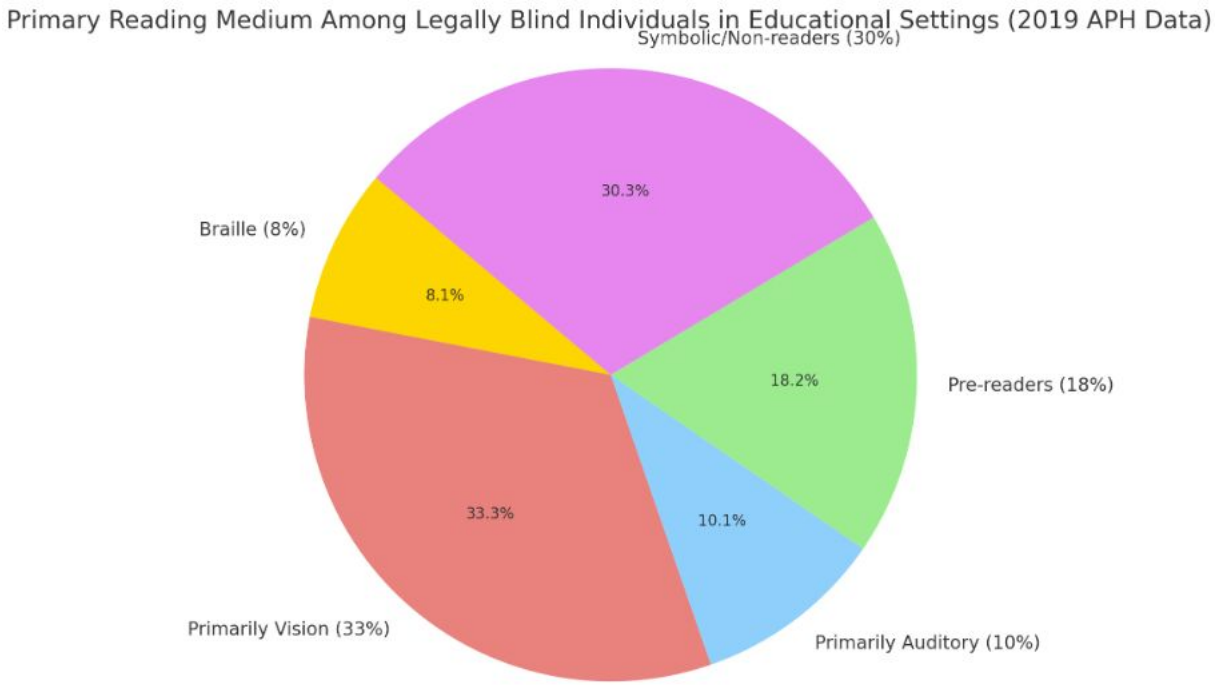
Enhancing Menu Accessibility for Blind or Low-Vision Individuals

- **Background**: Research shows only 10% of legally blind individuals can read Braille
- **Challenge**: Low braille literacy rates and difficulties in implementing widespread braille menus.
- **Digital Solution**: Development of online menus with **auditory features** accessible via smartphones.
- **Goal**: a more inclusive and independent dining experience for all.

Findings

Understanding The Need

- Blind and low-vision individuals need accessible menus for independent dining for a comparable experience to sighted customers.

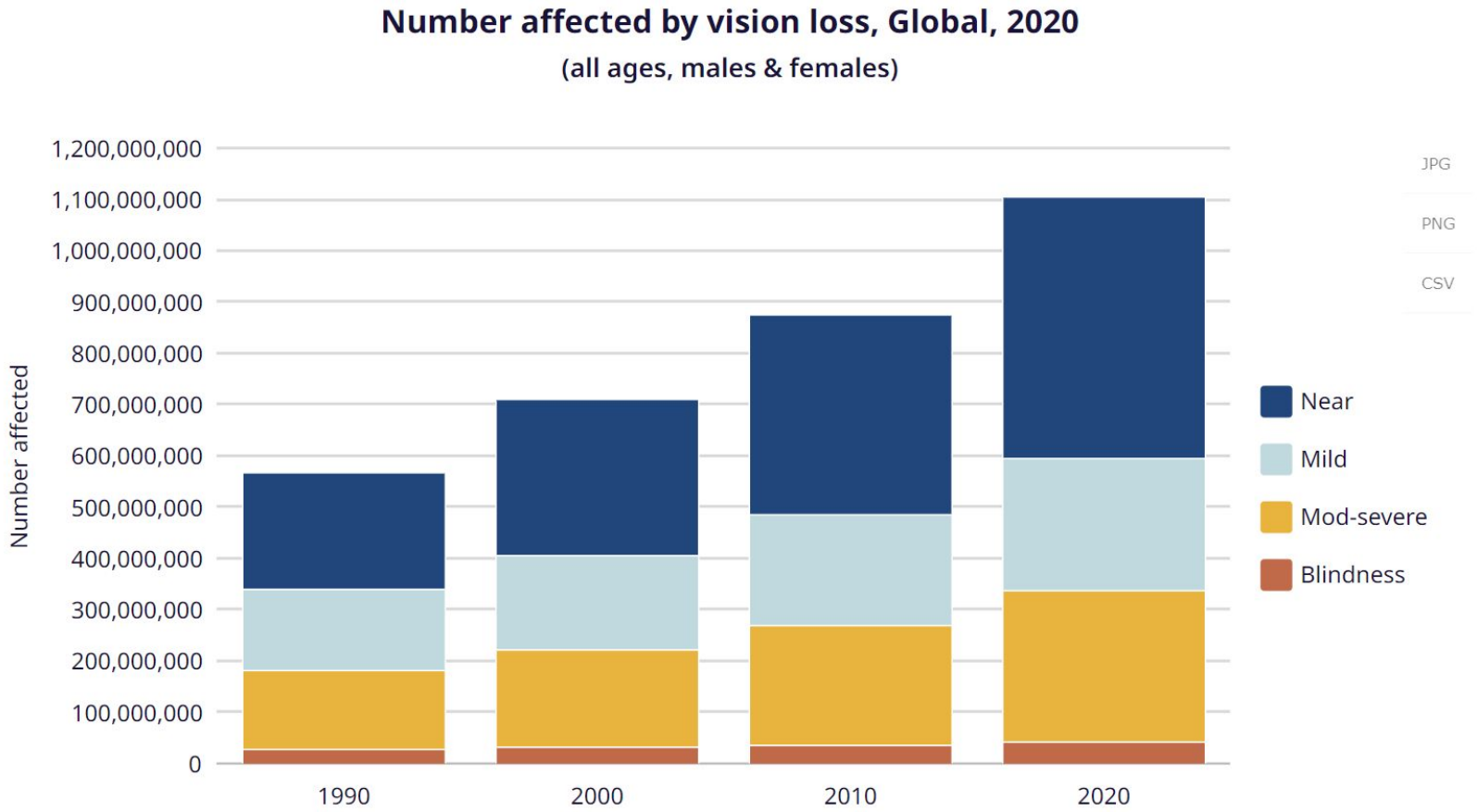


Cost

- Braille menus are vital for accessibility, but their integration in restaurants faces economic hurdles
- Expenses
  - Design
  - Proofreading,
  - Updates for menu changes

Analysis

- Diverse Needs Identification
- Proposed Solution
- Strategic Implementation
- Impact and Benefits
- Future Considerations




PERSONA WE CREATED

Sarah



Age: 24

Learning style: Auditory

Gender: Female

Occupation: Customer Service Representative

Education: Bachelor's Degree in Business Administration

Identity: Low Vision

Braille proficiency: None

Experience: Vision got progressively lower over the past 8 years.

Languages: English

Hobbies

Sarah loves outdoor activities such as biking and hiking. She also really enjoys working with others.

Challenges

Sarah struggles with day-to-day life. This includes driving, reading, ordering food at restaurants, etc. She feels independent but she is very reliant on her phone.

Goals

To be as independent as possible and not need to rely on anyone to perform day to day activities. She also wants to begin working on empowering others who are blind or have low-vision

WIREFRAME

Figma Page

Share prototype

Options



Restart R

HOW ECHOMENU WORKS



Discover Restaurants
On the home screen, browse featured restaurants or search for a specific place using the search bar.

Search/Filter a Menu Type
Select from Braille, Auditory, or Large Print or other menus to find a format that suits your needs.

Select Language
For auditory menus, choose your preferred language before listening.

Access Restaurant Details
View information about the restaurant, including their location, operating hours, and available menu types.

Reflections

- Focus on adaptable menus for blind and low-vision individuals, including enlarged and auditory options.
- Key challenges: design issues and varying customer tech proficiency.



Thank you

