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A collaborative program between the  
**ADA National Network, National Center on Accessibility (NCA), LEAD Program at the John F. Kennedy Center for the Performing Arts and the Accessibility Program at The Smithsonian Institution**

The Session is Scheduled to begin at 2:30pm Eastern Time  
We will be testing sound quality periodically

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## Listening to the Webinar, *continued*



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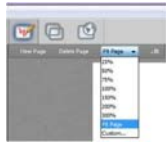
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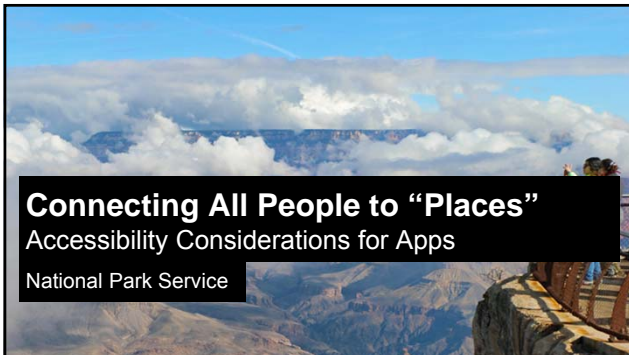
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### One: Mobile Applications for Parks



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### Two: Increasing Audio Description Opportunities for Visitors



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### Indoor Exhibit Audio Description



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### Outdoor Exhibit Audio Description



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### Outdoor Exhibit Audio Description



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- Park Mobile App**
- General Audience
  - Information
  - Maps
  - Site Interpretation

- Audio Description**
- Users who are blind or have low vision
  - Other users who may benefit from audio description: such as people with dyslexia

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- Interface for all audiences planned and designed from the beginning
- A framework that guarantees replication of accessible content

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**Poll: Mobile App Experience**

- A. I have helped plan and/or develop a mobile app for a general audience
- B. I have helped plan, and/or develop a mobile app focussed on access for people with disabilities
- C. A & B
- D. I have never planned or developed an app, but I use apps
- E. I have never planned or developed an app and I do not use apps

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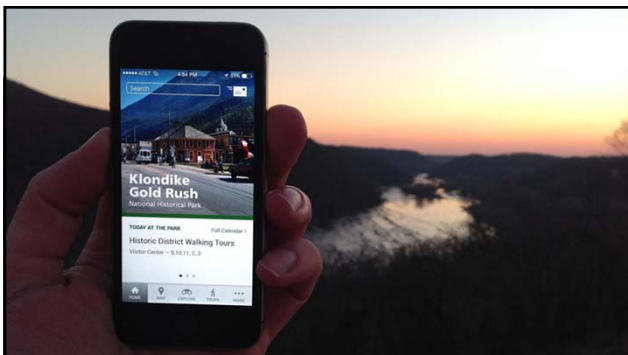
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### What is a framework?

Base set of functions developed as a foundation that can be customized for individual parks

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### Places Mobile App

#### Maps

NPMap + HFC = Digital maps taken to a new level. Maps are the centerpiece of the app experience - providing an NPS-themed map with sites and geo-located content.

#### Wayfinding

Where is the bathroom? The app gives park visitors directions and orientation right at their finger tips.

#### Today at the Park

Today's park events and ranger programs are front-and-center in the app. Pulling events from nps.gov and other sources, the app displays live events on the Home screen and under its own section. Park alerts from nps.gov also get pushed to park visitors.

#### Accessibility

Universally designed from the ground up to enable a park experience for all people. Apps feature built in audio description, captioning, geo-triggered content, and alternative text.

#### Tours

Ranger-curated tours based on special interests, the amount of time a visitor has, and seasonal offerings. Tours can include audio, photos, and detailed site information.

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### Places Mobile App

#### Pilots

Herbert Hoover  
Klondike Goldrush (AK)  
Fort Smith National

#### Platforms

Apple iOS  
Google Android

#### Based on the apps from

National Mall  
Boston  
Independence

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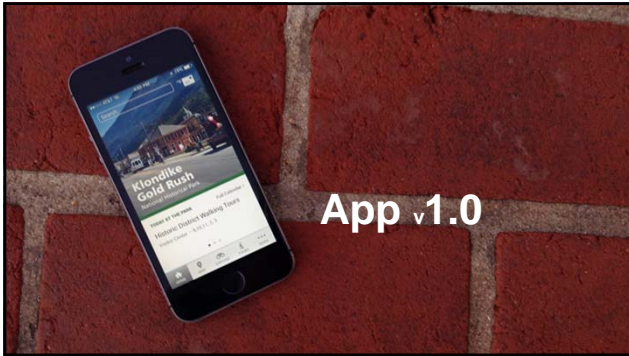
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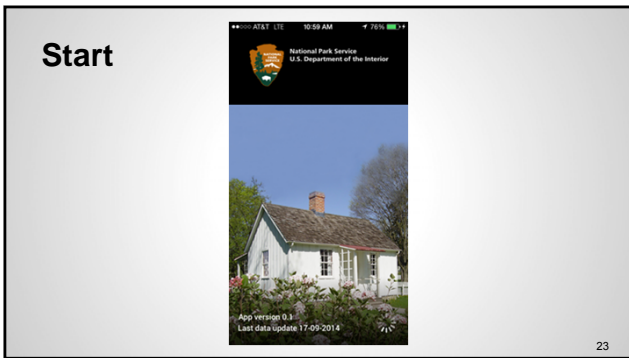
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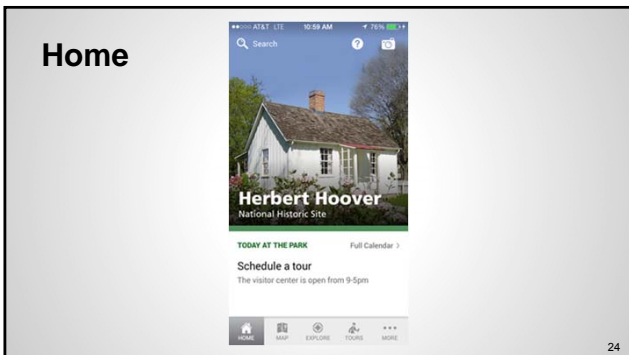
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### Map



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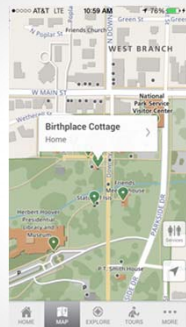
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### Map



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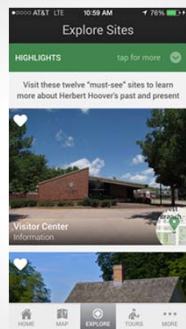
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### Explore



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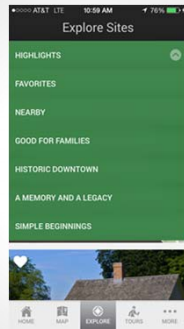
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# Explore



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# Site



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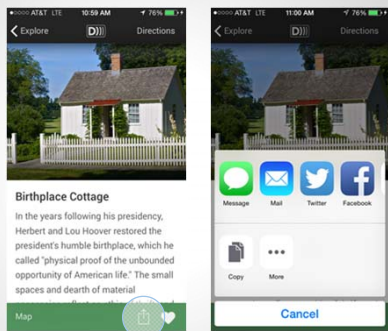
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# Site



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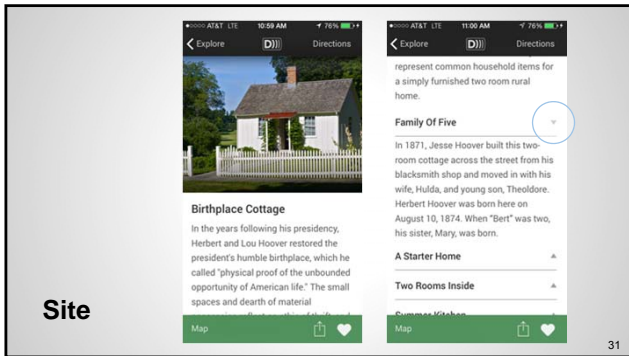
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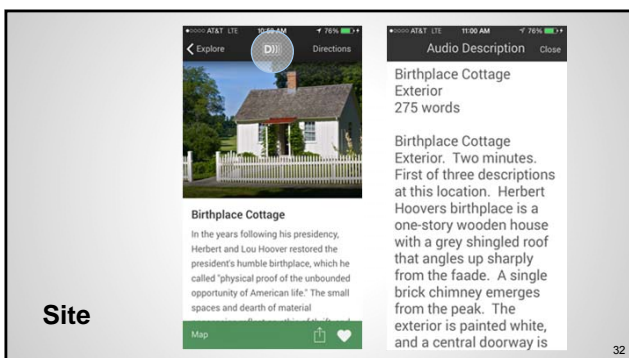
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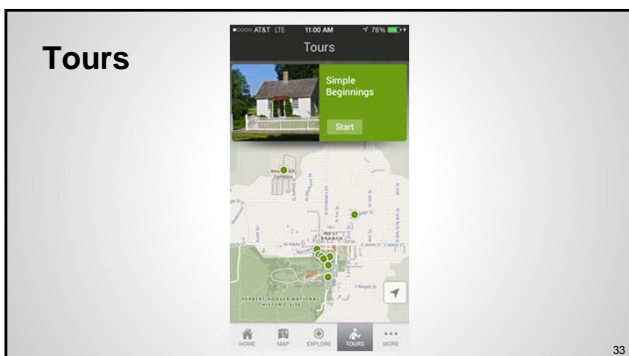
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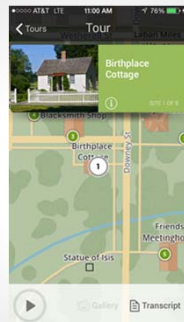
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### Tours



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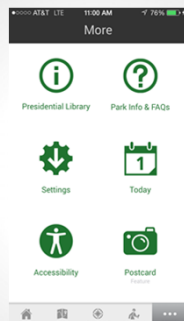
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### More



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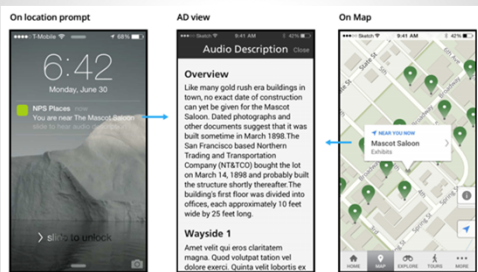
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### GPS Triggers (Geofencing)



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**Other features**

- Park Lens - Augmented Reality
- Scavenger Hunt Activity
- Kiosk for iPads or Android Tablets
- iBeacon Exhibit Accessibility



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**Accessibility + Design**

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**Design**

- Comfort
- Eliminate User Pain Points and Steps
- Target Size/Touch Area Size
- Conventions with Platform
- Platform supported menu systems

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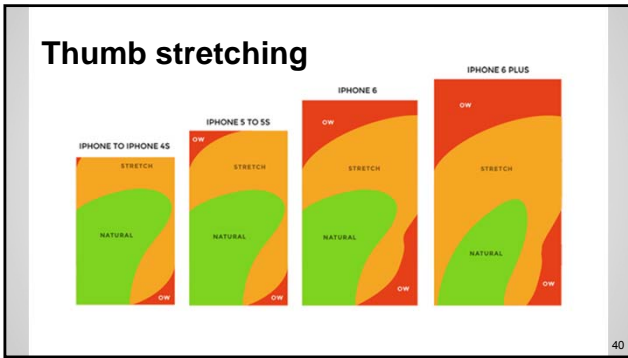
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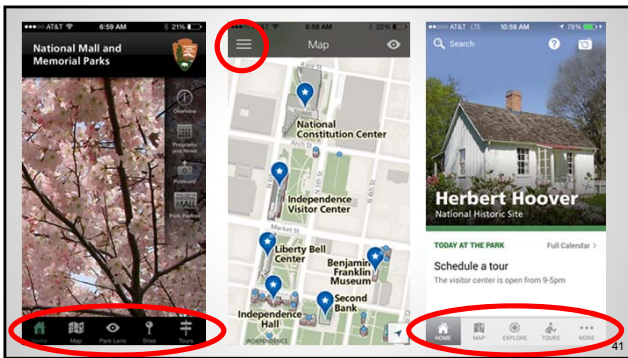
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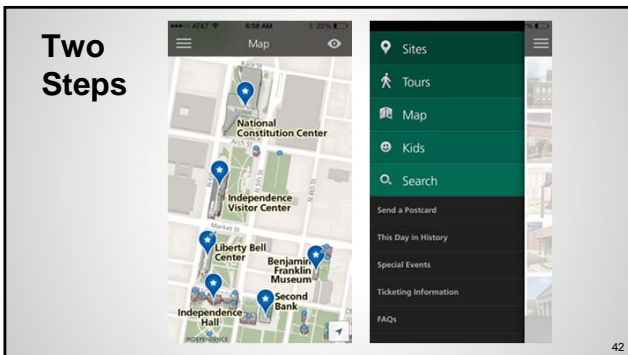
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### One Step



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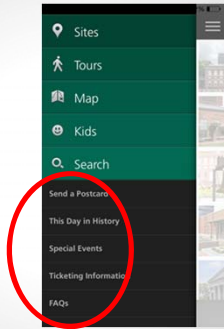
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### Icons & Items at fingertips



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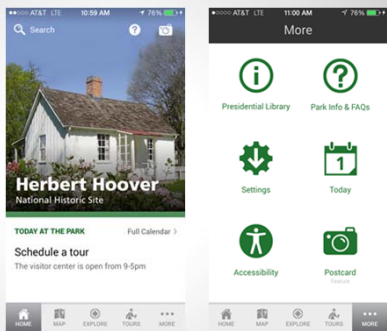
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### Icons & Items at fingertips



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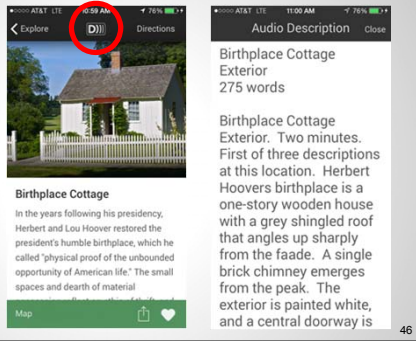
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### Icons & Items at fingertips




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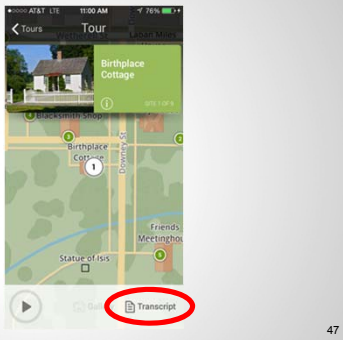
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### Icons & Items at fingertips




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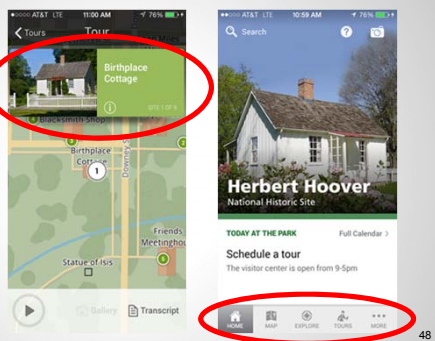
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### Platform Menus iOS




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# Indoor Accessibility

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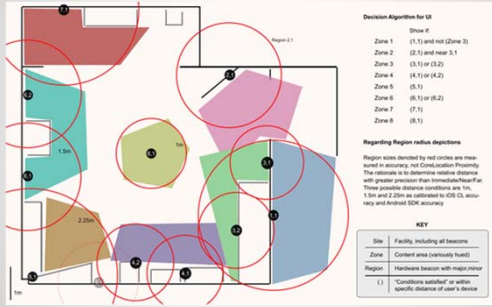


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## iBeacon Exhibit Accessibility




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# Editor

Making Accessibility Easy to Add

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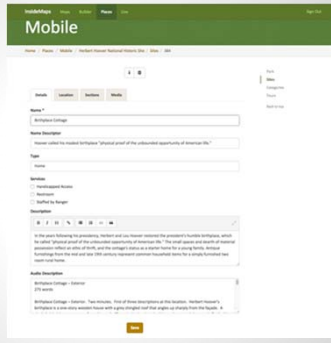


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### Editor




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### Takeaways

Do we want to do a list of take aways/ before closing?

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### QUESTIONS?



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**Thanks!**

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**Thank you for participating in  
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Connecting All People to "Places": Content and  
Design Considerations for App Accessibility

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