



DESERV

Because Accessibility is a Right

UI/UX

Guhapriya A.M

INTRODUCTION

People with mobility disabilities, such as wheelchair users, amputees, and those with other physical impairments, face significant challenges in accessing public and private spaces. Mobility impairments can arise from various conditions, including arthritis, muscular dystrophy, and spina bifida, or from symptoms like muscle weakness, joint pain, or balance issues. These conditions, whether temporary or permanent, can limit an individual's ability to move, grasp, or lift objects, making everyday activities more difficult. Many people with mobility impairments rely on aids such as crutches, canes, wheelchairs, or artificial limbs to navigate their surroundings.

While many establishments claim to be "accessible," the degree and quality of accessibility often vary widely. This inconsistency leads to frustration, inconvenience, and sometimes even unsafe situations for individuals seeking to visit these places. Mobility limitations can also increase the risk of falls, disability, and decreased quality of life, impacting not only physical health but also mental well-being and social participation.

This app aims to address these challenges by empowering users with mobility disabilities through a centralized platform that provides detailed, real-time information about accessibility features in various locations. By allowing users to filter places based on their specific needs—such as automated doors, ramps, or accessible restrooms—the app ensures they can make informed decisions about where to go. Ultimately, the app seeks to promote greater convenience, comfort, and inclusivity, enabling individuals with mobility impairments to participate fully and confidently in all aspects of life.

PROBLEM STATEMENT

People with mobility disabilities often encounter barriers when visiting public and private spaces due to inadequate or inconsistent accessibility features. They lack a centralized platform to identify and filter locations based on their specific needs, such as automated doors, accessible restrooms, ramps, or reserved parking near entrances. This gap leads to uncertainty, wasted time, and limited participation in social and professional activities.

There is a pressing need for a user-friendly application in India that provides accurate, real-time information about the accessibility features of various establishments.



HYPOTHESIS

If people with mobility disabilities are provided with a platform that allows them to filter locations based on specific accessibility features, then they will experience increased convenience and comfort, leading to a better quality of life and greater independence.



SECONDARY RESEARCH

1. Accessibility Challenges in India

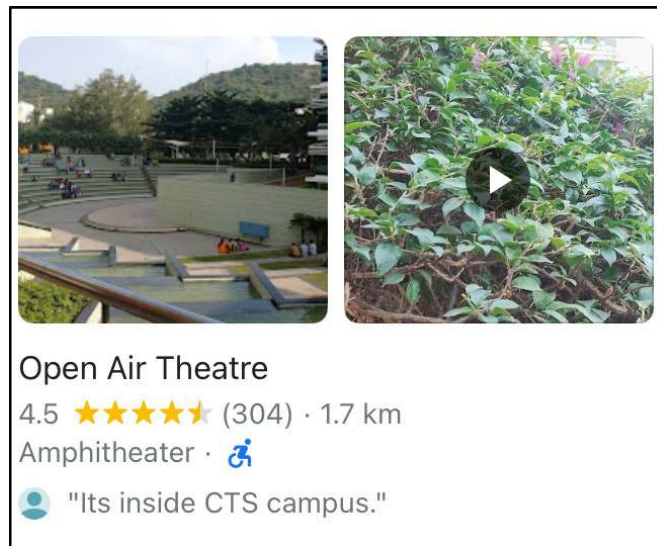
India faces significant challenges in ensuring accessibility for people with mobility disabilities due to a lack of infrastructure, awareness, and enforcement of accessibility standards. As of 2025, India has over 26.8 million individuals with disabilities, representing approximately 2.2% of the population. Of these, a significant portion face mobility challenges.

Key issues include:

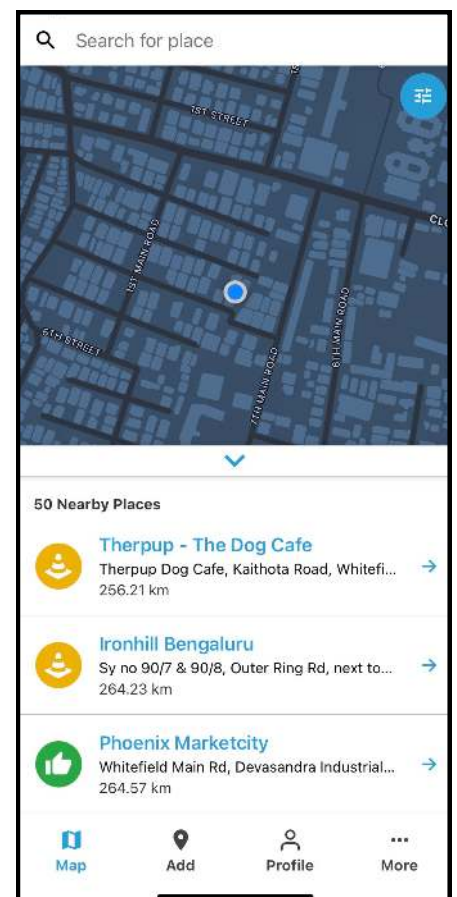
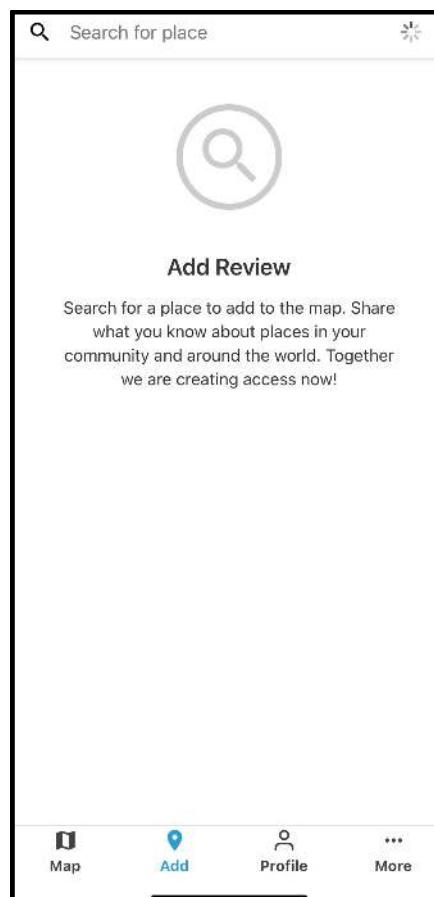
- **Inconsistent Implementation of Accessibility Standards:** While the Rights of Persons with Disabilities (RPWD) Act, 2016 mandates accessibility features in public spaces, compliance remains low.
- **Many buildings in India still rely on manual lifts,** which are difficult for wheelchair users to operate. Automated lifts are more common in malls and newer constructions but remain rare in older buildings.
- **Limited Accessible Public Transport:** Public transport systems like buses, trains, and metro stations often lack ramps, elevators, or tactile pathways, making them inaccessible to people with mobility disabilities.

2. Competitor Analysis:

- **Google Maps Accessibility Feature:** Google Maps allows users to search for wheelchair-accessible places. However, the feature is not widely known or updated regularly in India.



- Crowdsourced Accessibility Apps: Apps like "AccessNow" and "Access Earth" allow users to rate and review the accessibility of locations. However, these apps are not tailored to the Indian context, often lack comprehensive data on establishments, and puts complete pressure on the users to update about the accessibility features of a facility themselves.



3. Gaps Identified:

- Lack of a centralized platform that provides detailed filters for accessibility features specific to Indian establishments.
- Minimal focus on smaller businesses like local banks, shops, or standalone restaurants that are frequented by users but often lack accessibility features.

4. User Behavior Insights

- Reliance on Word-of-Mouth: Many people with disabilities rely on recommendations from friends or family to identify accessible places due to a lack of reliable online information.
- Preference for Crowdsourced Data: Users trust reviews and photos shared by other users with similar needs over official claims by establishments.

5. Key Accessibility Features Users Look For:

From research and primary data -

- Ramps and Wide Doorways: Essential for wheelchair users and those with walkers or crutches.
- Automated Doors: Reduces dependency on others for opening heavy doors.
- Accessible Restrooms: Includes grab bars, sufficient space for wheelchairs, and proper maintenance.
- Reserved Parking Spots Near Entrances: Ensures easy access without long walking distances.

PRIMARY RESEARCH

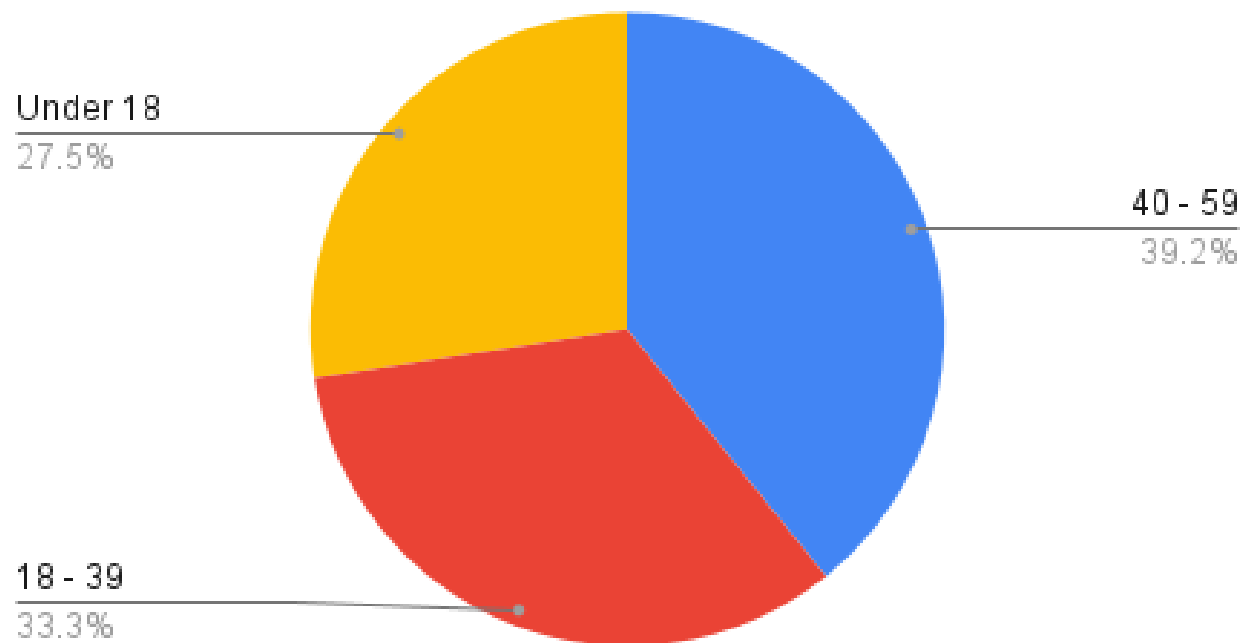
Data is collected from people across three age groups: Under 18, 18-39, and 40-59. A total of 51 responses were collected.

The breakdown of respondents by age group is as follows:

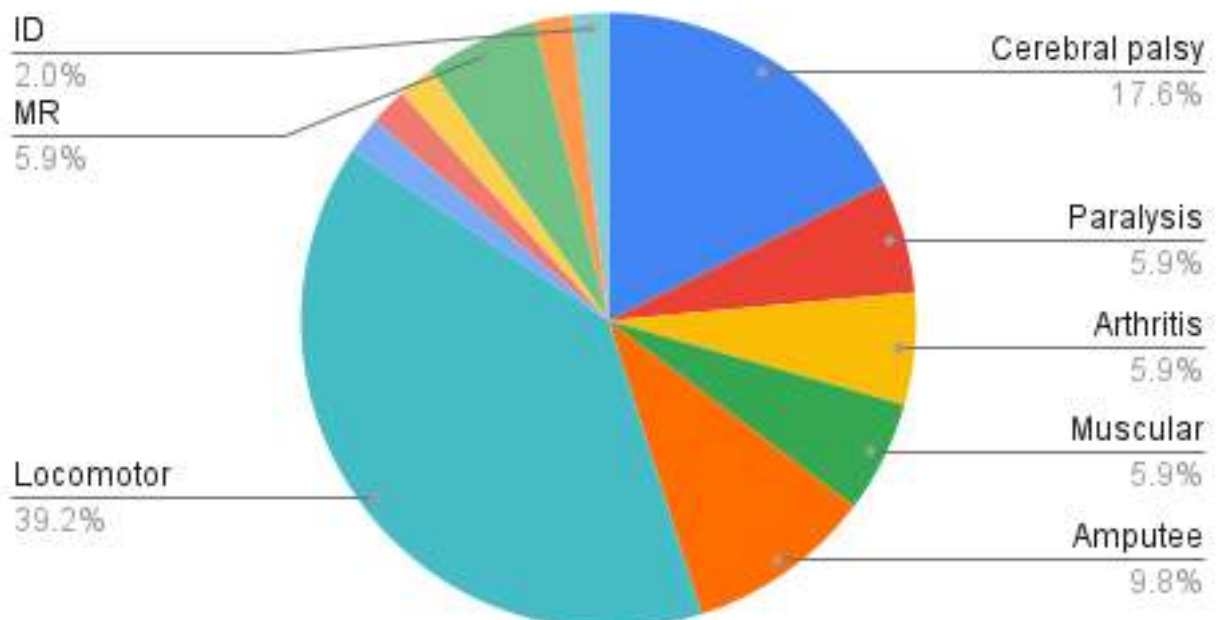
- Under 18: 14 respondents (27.5%)
- 18-39: 17 respondents (33.3%)
- 40-59: 20 respondents (39.2%)

The survey includes individuals with various types of mobility disabilities, including locomotor disability, cerebral palsy, arthritis, and amputees. Respondents use different mobility aids such as wheelchairs, walking sticks/canes, walkers, and prosthetics.

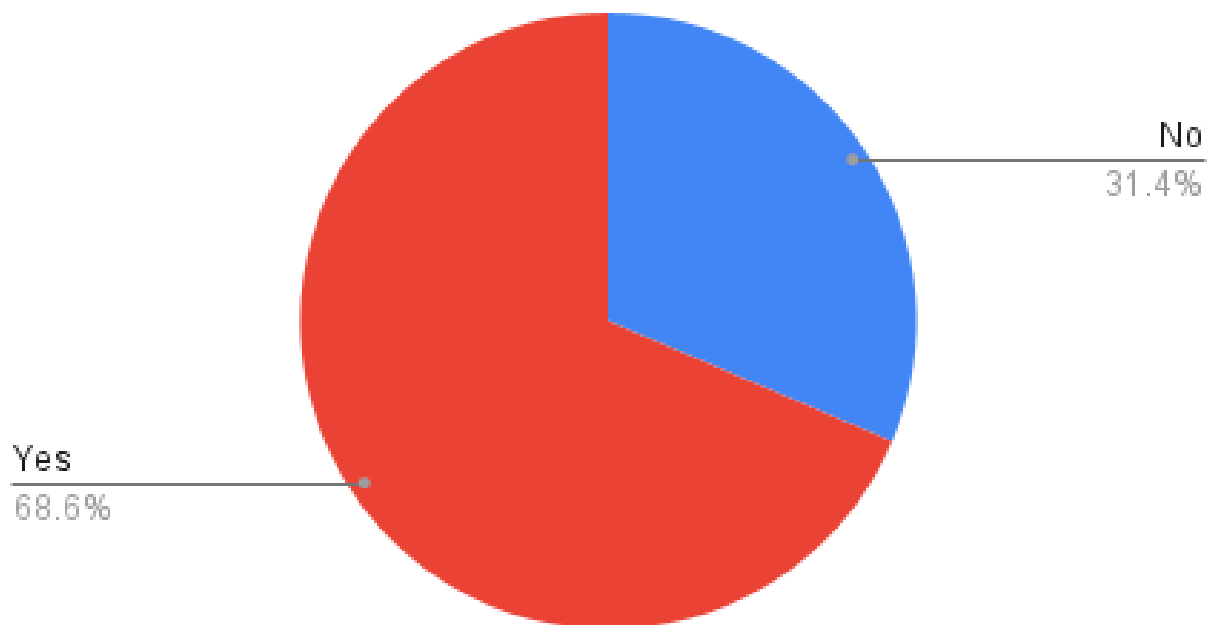
1. What is your age group?



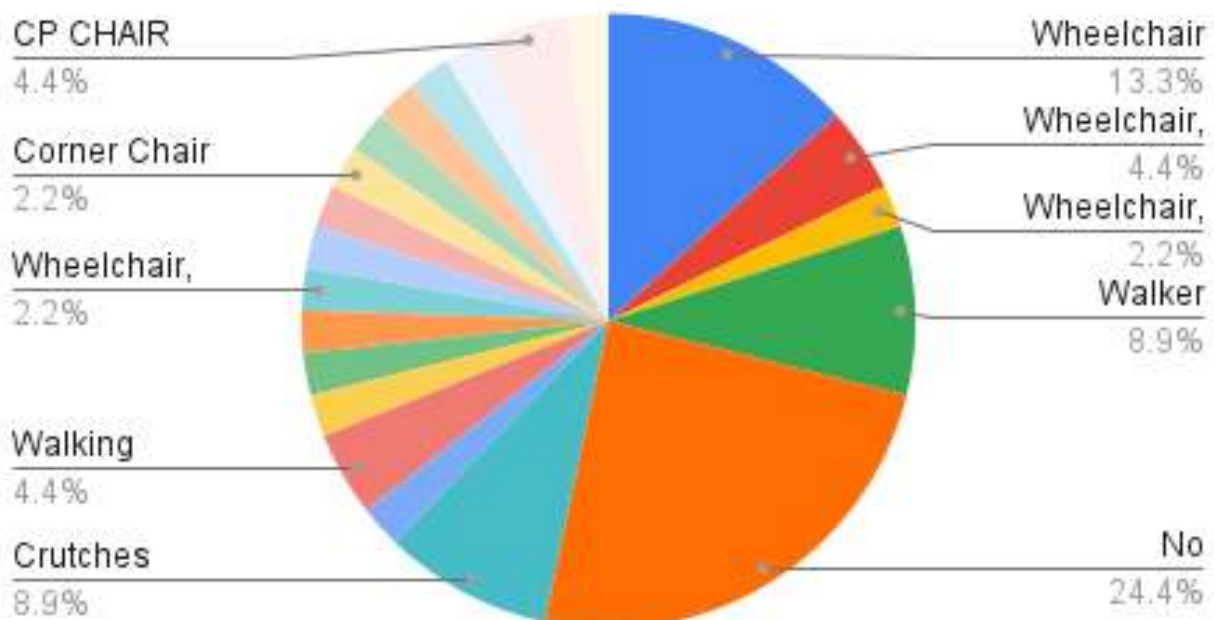
2. What is your type of mobility disability?



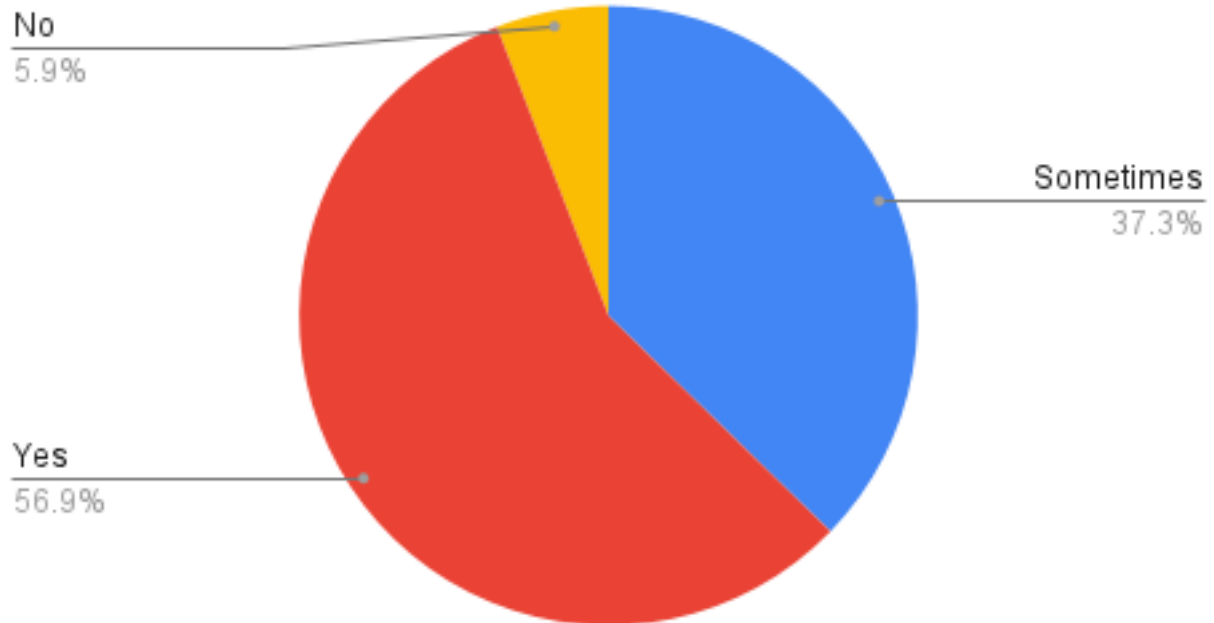
3. Do you use any mobility aids?



4. If yes, what type of aid do you use?



5. Do you find it difficult to locate places that meet

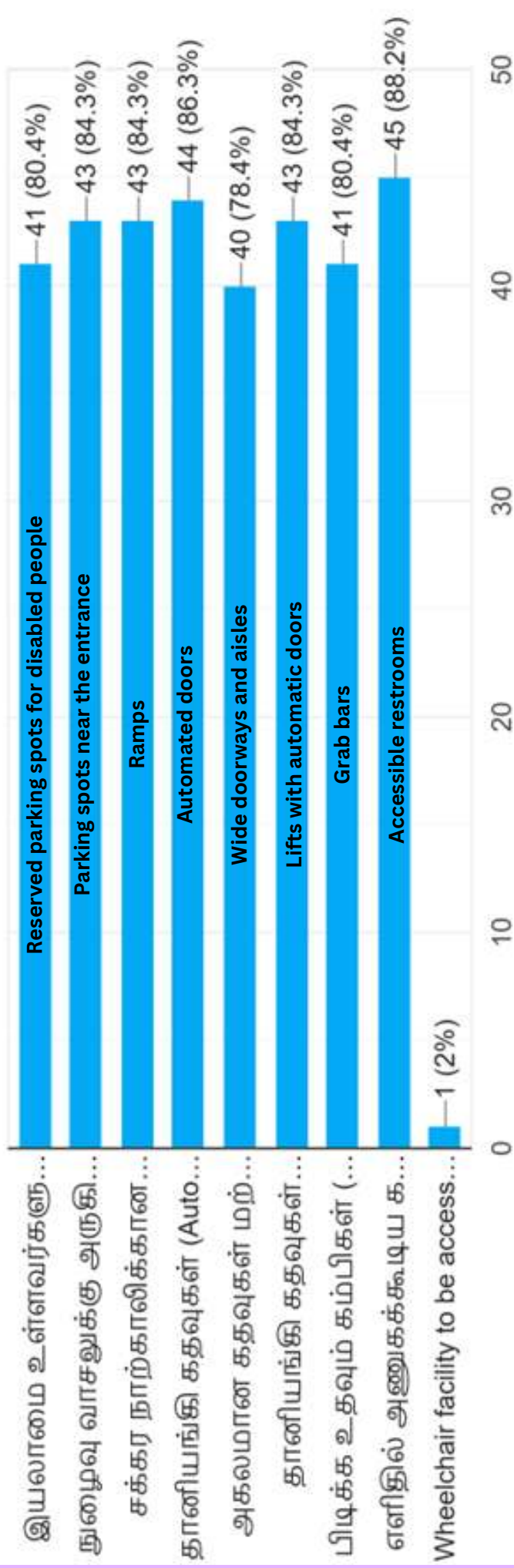


6. Have you ever visited places that claimed to be accessible to people with mobility disabilities but were not?



7. When visiting a place, which of the following features are most important to you?
(Select all that apply)

7. ஒரு இடத்துக்கு செல்லும்போது உங்களுக்கு எந்த வசதிகள் முக்கியமாக தேவைபடுகிறது? (பொருந்தும் அனைத்தையும் தேர்...important to you? (Select all that apply)
51 responses



8. How often do you find the above features available in a public place?
(reserved parking spots, grab bars, ramps, etc.)

Always

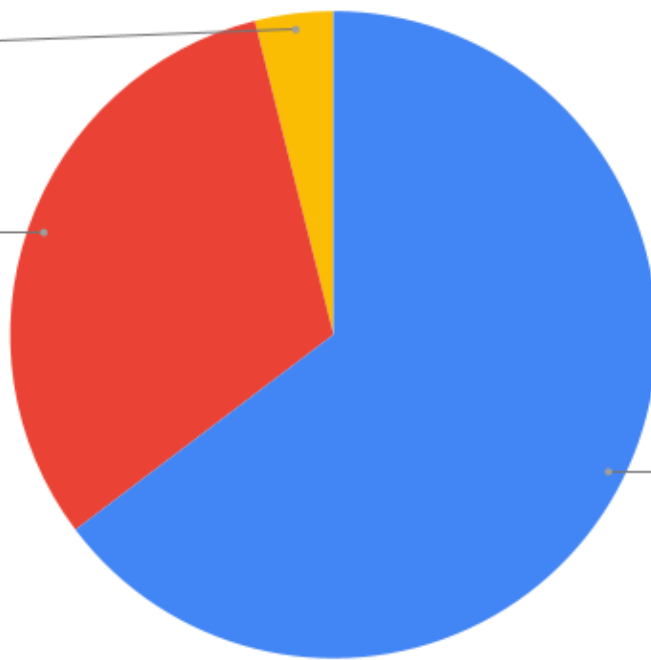
3.9%

Often

31.4%

Rarely

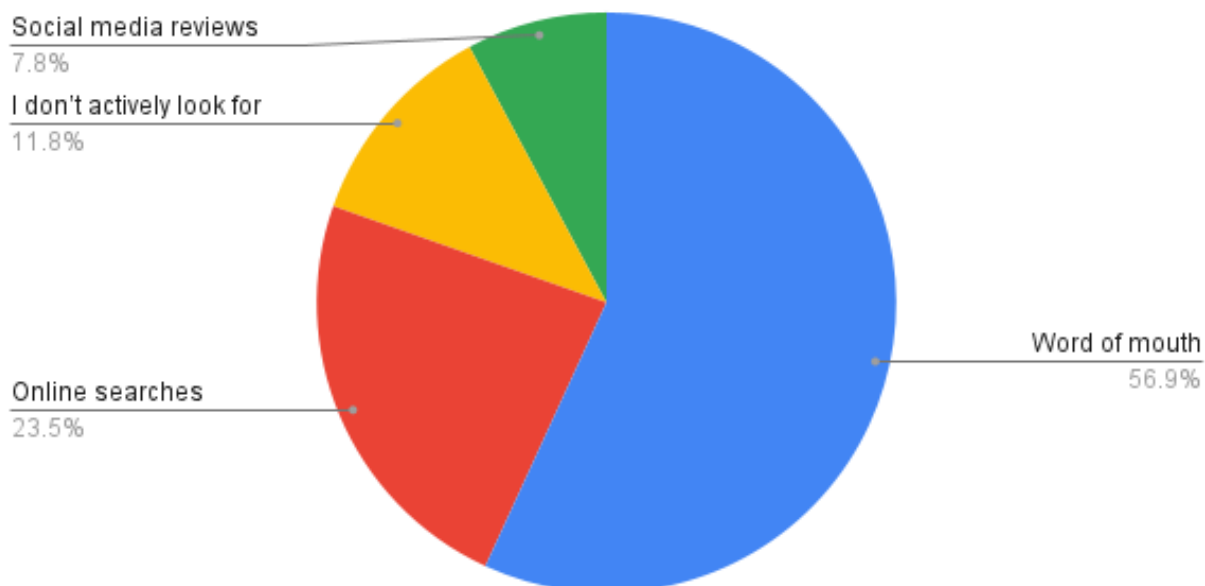
64.7%



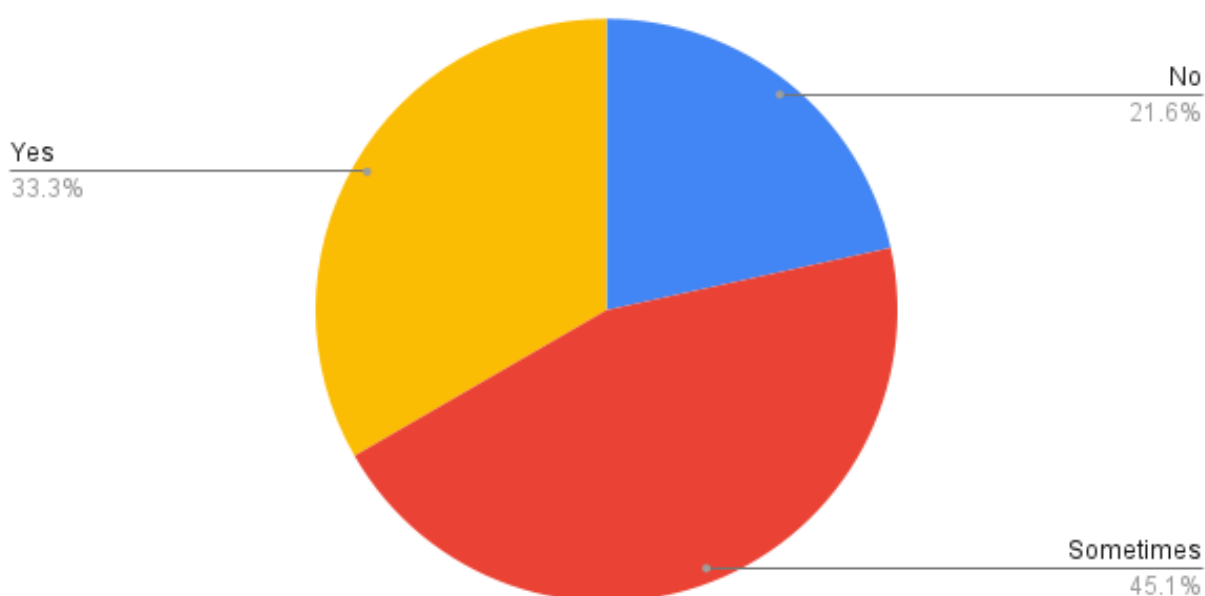
9. Are there any accessibility features that you think are missing in most places? (optional)

<u>Accessibility Feature</u>	<u>Count</u>
Ramps	16
Wheelchair access/facility	7
Accessible restrooms/toilets	5
Reserved parking spots	5
Lifts/Elevators	3
Automatic doors	1
Grab Bars	1
Walker accessibility	1
Automatic ramps	3
CP Chair	1
Dipped curbs	1
Separate queue/line for disabled	1

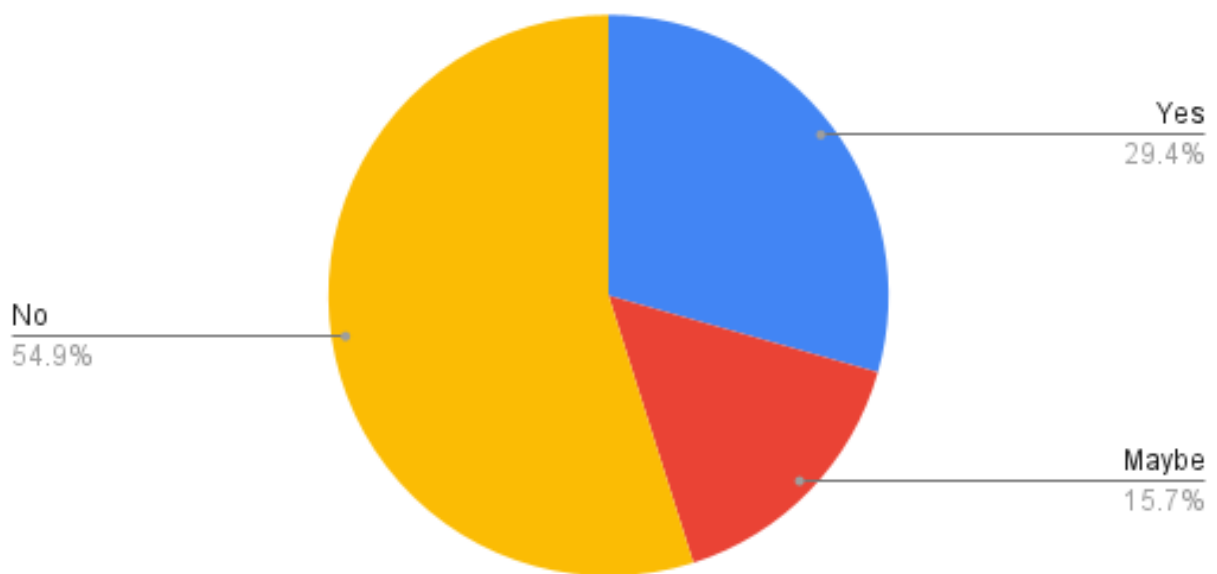
10. How do you currently find information about the accessibility of a place?



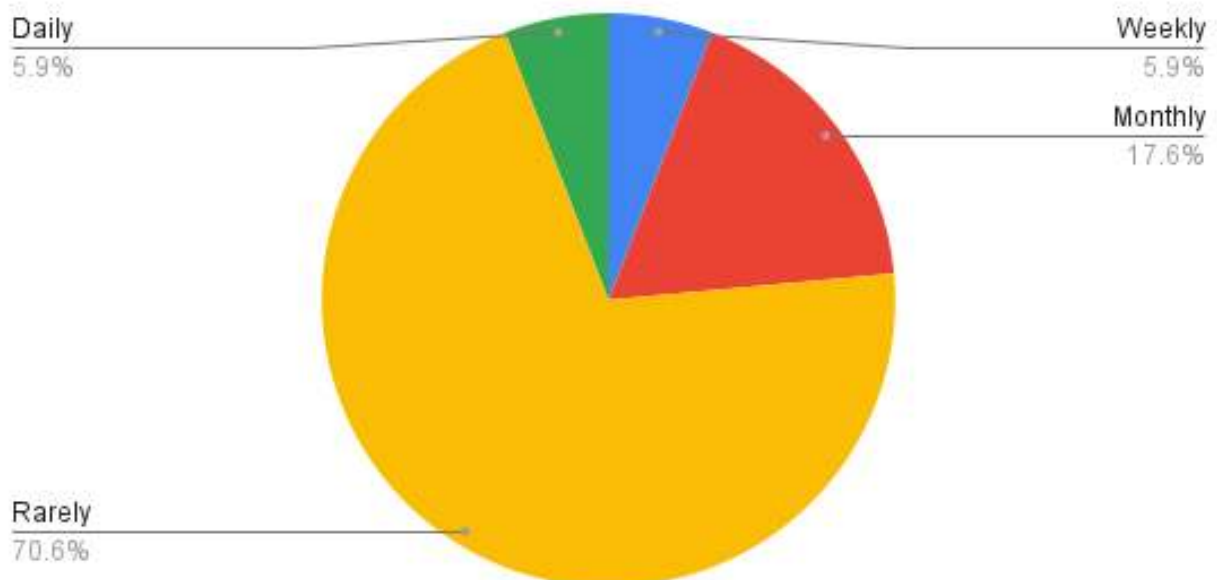
11. Do you feel the accessibility features currently available in public places help you manage independently?



12. Would you use an app to help you find accessible places?



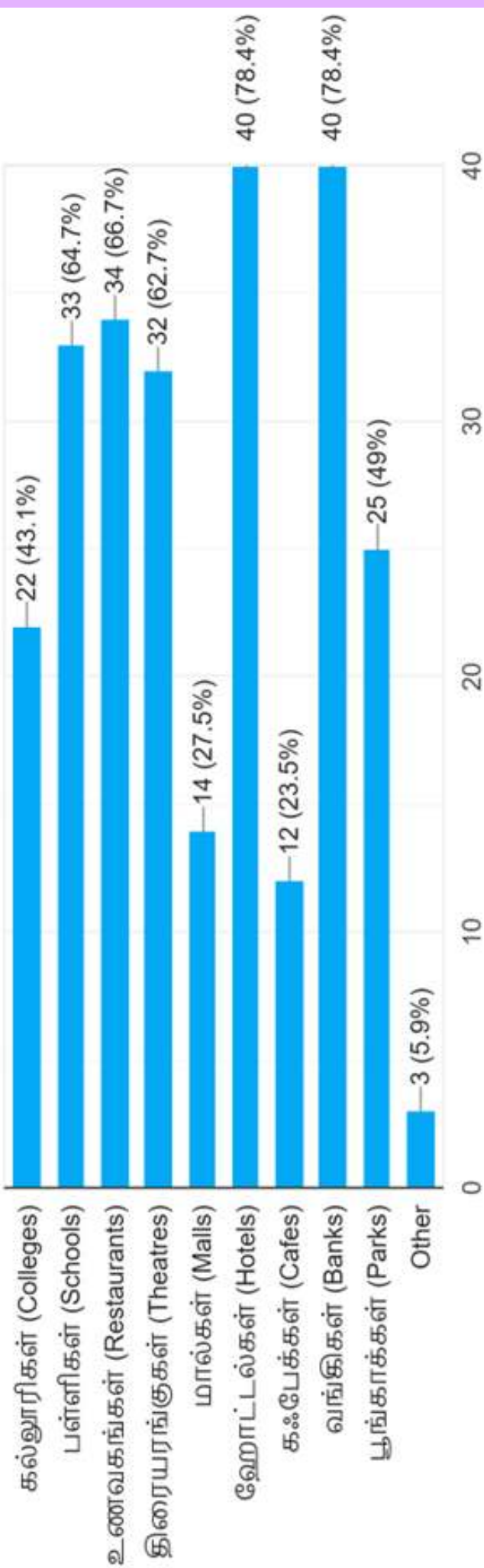
13. How often do you visit public places (e.g - restaurants, malls, theatres, etc.)?



14. What type of places would you most like accessibility information about? (Select all that apply)

14. எந்த வகையான இடங்களைப் பற்றிய அணுகல்தன்மை தகவலை நீங்கள் அதிகம் விரும்புகிறீர்கள்? (பொருந்தும் அனைத்த...y information about? (Select all that apply)

51 responses



USER PERSONA



Persona 1: Latha

Age: 25

Occupation: Graphic Designer

Disability: Cerebral Palsy

Mobility Aid: CP Chair, Wheelchair

Frustrations:

- Manual lift operations that require upper body strength to open/close doors
- Accessible restrooms often being used as storage spaces or poorly maintained
- Unavailability of accessible or reserved parking spots in many places

Needs:

- Establishments with automated lift doors
- Information on availability of accessible restrooms
- Proximity of disabled parking spots to main entrances



Persona 2: Ashna

Age: 53

Occupation: Bank Clerk

Disability: Paralysis (Post-Stroke)

Mobility Aid: Wheelchair

Frustrations:

- Lack of ramps at the entrance of smaller establishments like local banks or shops
- Difficulty navigating certain public spaces where wheelchairs are not accommodated
- Finding places that have in-house wheelchairs, as traveling with their own wheelchair is a hassle

Needs:

- Requires places with ramps
- Information about crowd levels or spacious layouts for easier navigation
- Details on places that offer wheelchair assistance or rentals



Persona 3: Harshini

Age: 18

Occupation: College Student

Disability: Amputee

Mobility Aid: Prosthetic leg, Walking Stick

Frustrations:

- Uses public transport and is frustrated to find stations that are not disability-friendly
- Difficulty accessing lecture halls or libraries due to lack of ramps or elevators
- Finds it difficult to open manual doors

Needs:

- Prior information on which stations or public transport options are accessible
- Filter for establishments with automatic doorways



Persona 4: Naveen

Age: 36

Occupation: IT Professional

Disability: Locomotor Disability

Mobility Aid: Motor Wheelchair

Frustrations:

- Reserved parking spots often occupied by unauthorized vehicles, forcing longer distances to entrances
- Difficulty finding restaurants or cafes with tables that accommodate wheelchairs comfortably
- Lack of clear information about accessible seating in theatres or auditoriums

Needs:

- Filter for places with enforced reserved parking spots near entrances
- Information on wheelchair-friendly seating arrangements in dining areas and theatres
- Details about accessible pathways from parking areas to building entrances
- Details about grab bars/rails in facilities

EMPATHY MAP

SAYS

- "I need to know if a place has working lifts I can operate independently"
- "Even marked accessible parking spots get occupied by two-wheelers"
- "Why don't restaurants have wheelchairs?"
- "I avoid older buildings because ramps are either missing or too steep"

THINKS

- "Will this theatre actually have the accessible seating they claim?"
- "Carrying my portable wheelchair or walker is exhausting – places should have proper access"
- "Why don't more shops train staff to assist wheelchair users?"
- "I wish I could trust online accessibility information more"

DOES

- Calls establishments in advance to confirm accessibility
- Avoids going out
- Relies on others to share accessible location tips
- Carries mobility aids as backups even though it is inconvenient

FEELS

- Frustrated by inconsistent accessibility standards
- Anxious about last-minute accessibility failures
- Excluded when venues lack basic features like ramps
- Hopeful when finding genuinely accessible spaces

AFFINITY MAP

Physical Infrastructure

-  Manual lift doors
-  Missing/broken elevators
-  Blocked ramps by parked vehicles
-  Slippery or steep ramp surfaces

Public Spaces

-  Restrooms used as storage
-  No wheelchair-friendly seating
-  Narrow pathways in crowded areas
-  Reserved parking occupied illegally

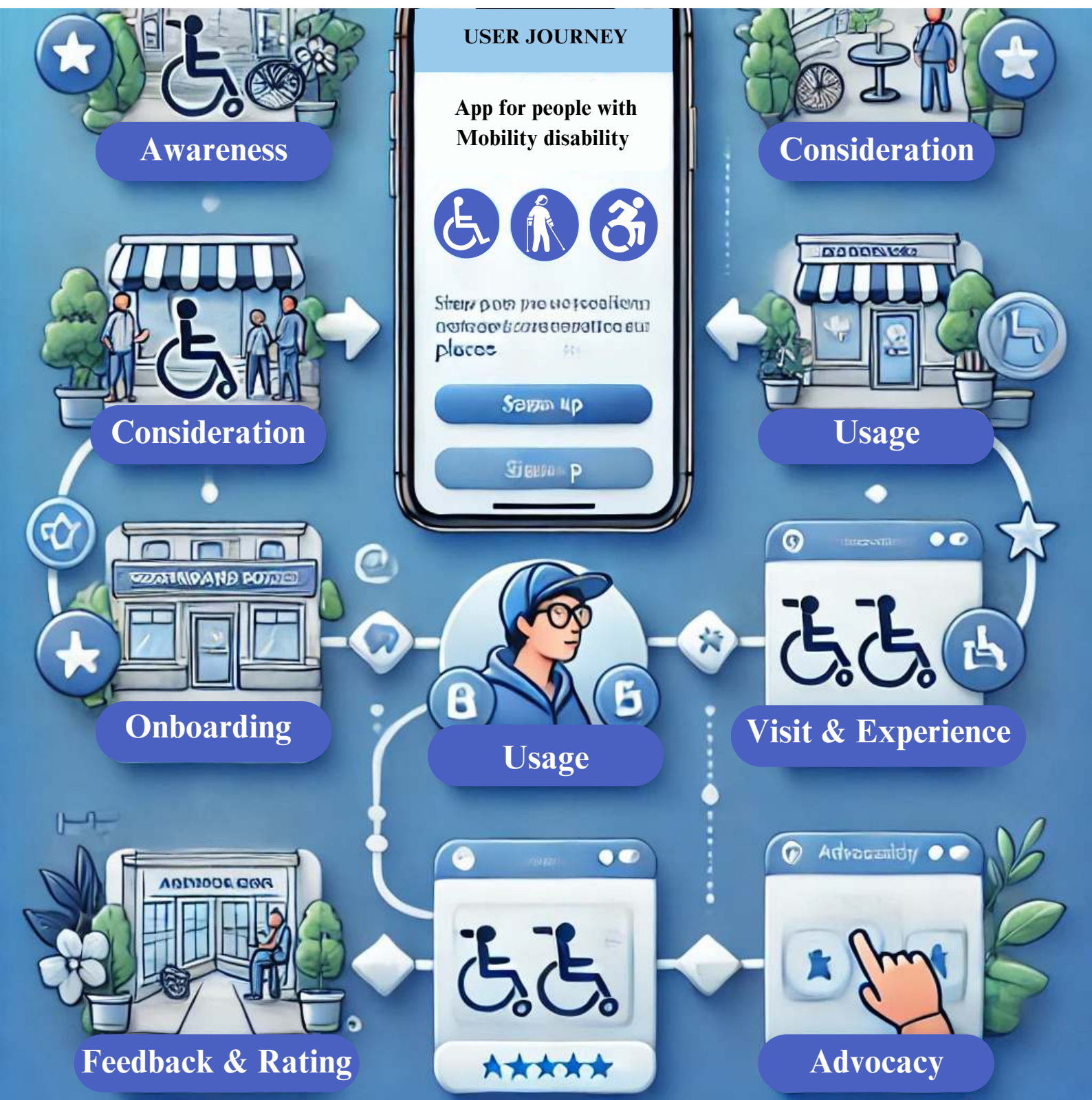
Information Gaps

-  Outdated accessibility claims
-  No photos of actual features
-  False “accessible” labels
-  No app for real-time updates

Transportation

-  Stations without proper accessibility features

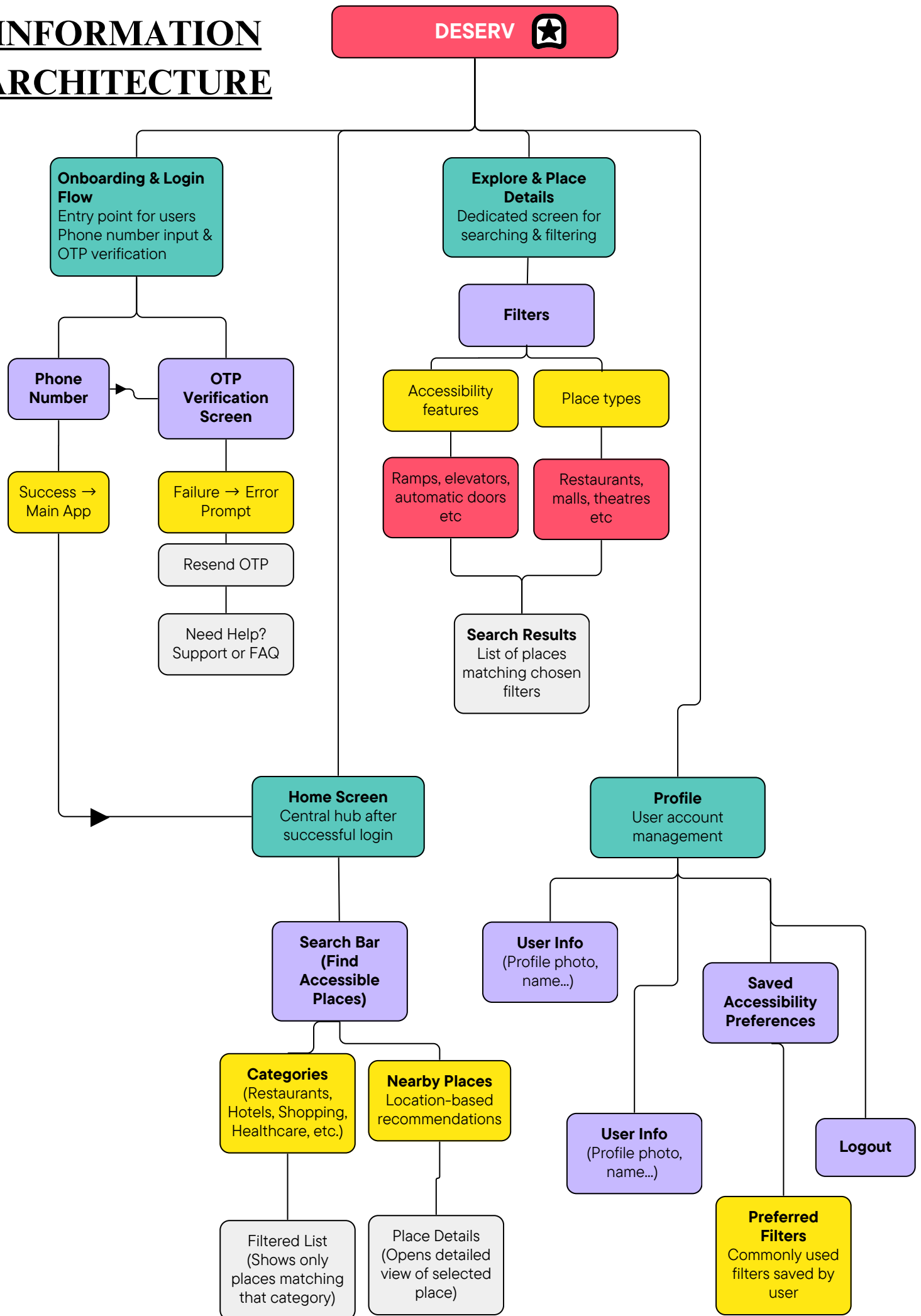
USER JOURNEY



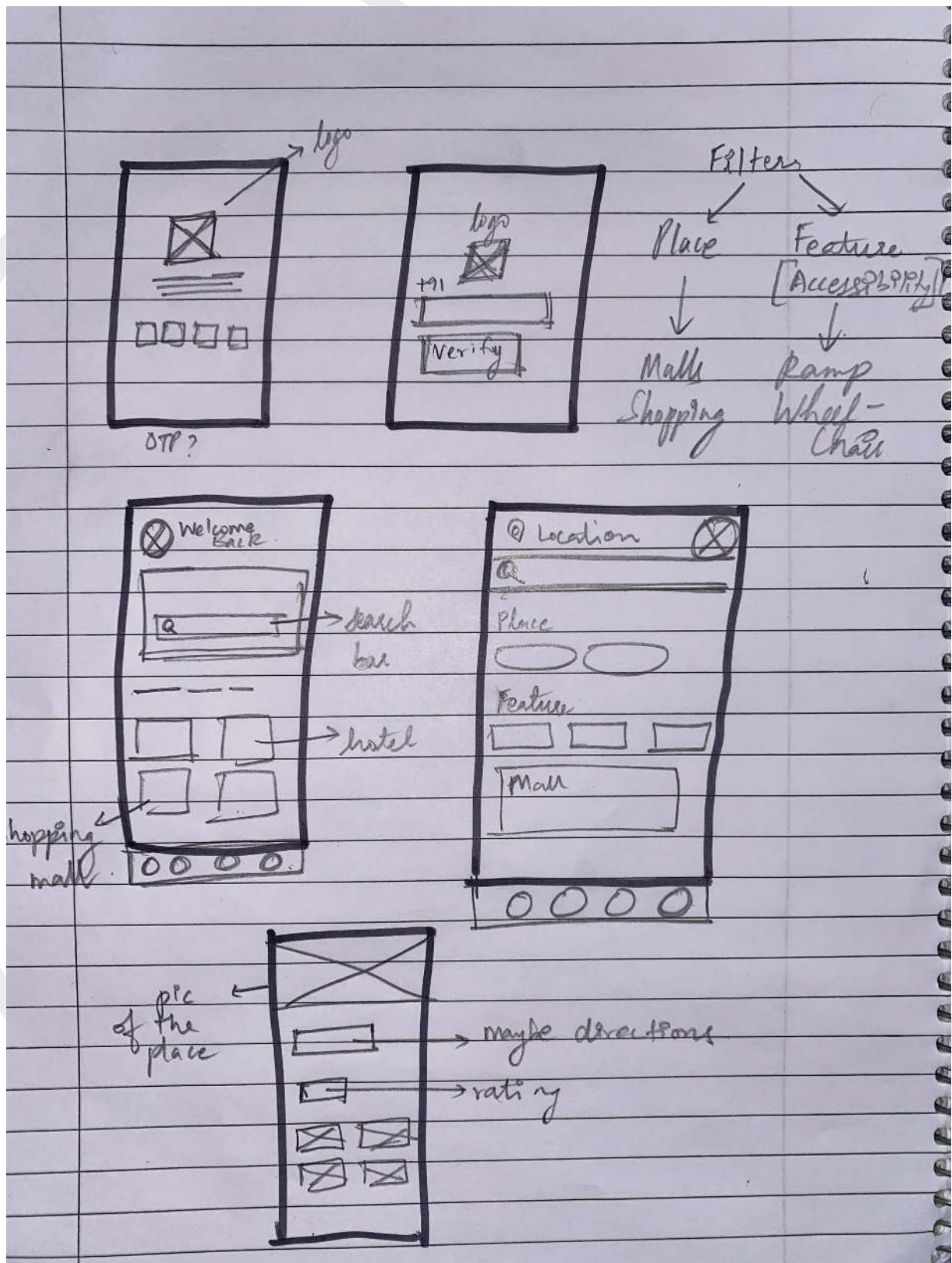
CARD SORTING

	User Profile & Preferences	Search & Discovery	Accessibility Filters	Place Listings & Information	User Contributions & Feedback
Saved Accessibility Preferences	5				
Frequently Visited Places	4			1	
Custom Filters (e.g., wheelchair-accessible, ramps, elevators)	3		2		
Search Bar		5			
Location-Based Search	2	3			
Search by Category (Restaurants, Malls, Theatres, etc.)		4	1		
Search by Accessibility Features	1	3	1		
Suggested Places Based on Preferences	3	1		1	
Recently Viewed Places	3	1		1	
Wheelchair-Accessible Entry			5		
Ramp Availability			4	1	
Reserved Parking Spots			4	1	
Automated Doors			4	1	
Wide Doorways & Aisles			4	1	
Accessible Elevators			3	2	
Accessible Restrooms			3	2	
Seating Arrangements for Disabled Individuals			3	2	
Grab Bars & Support Rails			3	2	
Availability of Assistance (Staff Support)			5		
Place Name & Address	2	1		2	
Accessibility Score/Rating		1		3	1
User Reviews & Ratings	1	1		2	1
Verified Accessibility Badges	1	1		3	
Opening Hours of a place		1		4	
Rate Accessibility Features					5
Report Incorrect Information					5
Suggest New Accessible Locations				3	2

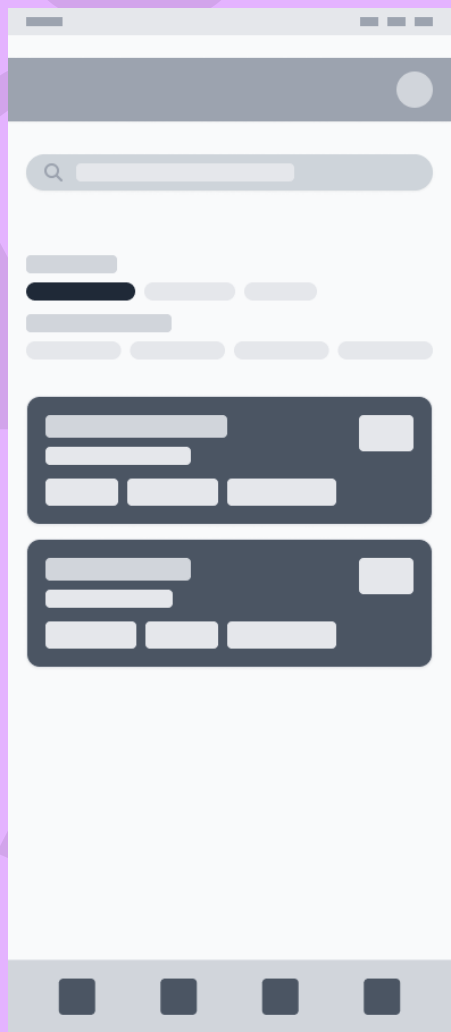
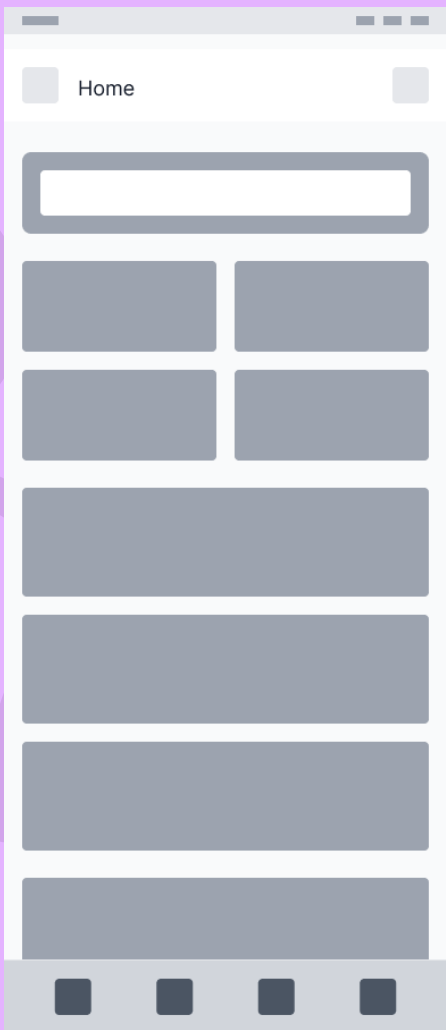
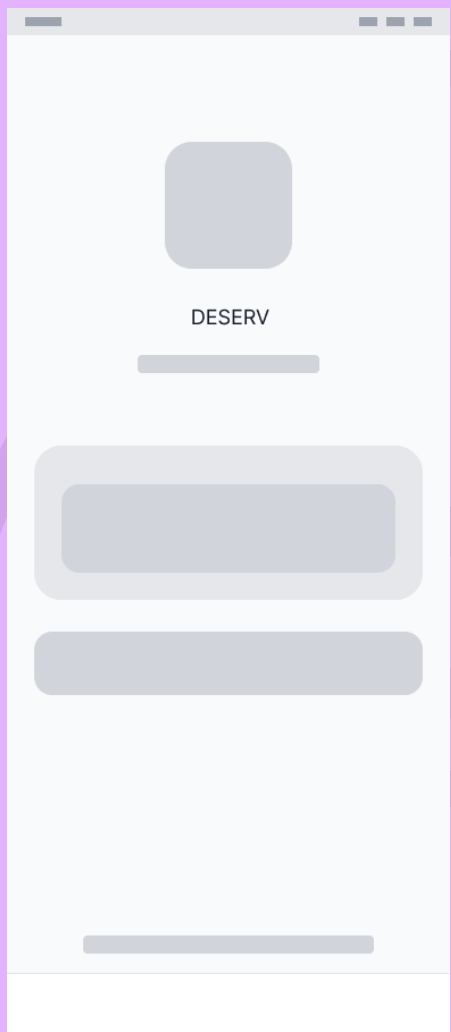
INFORMATION ARCHITECTURE

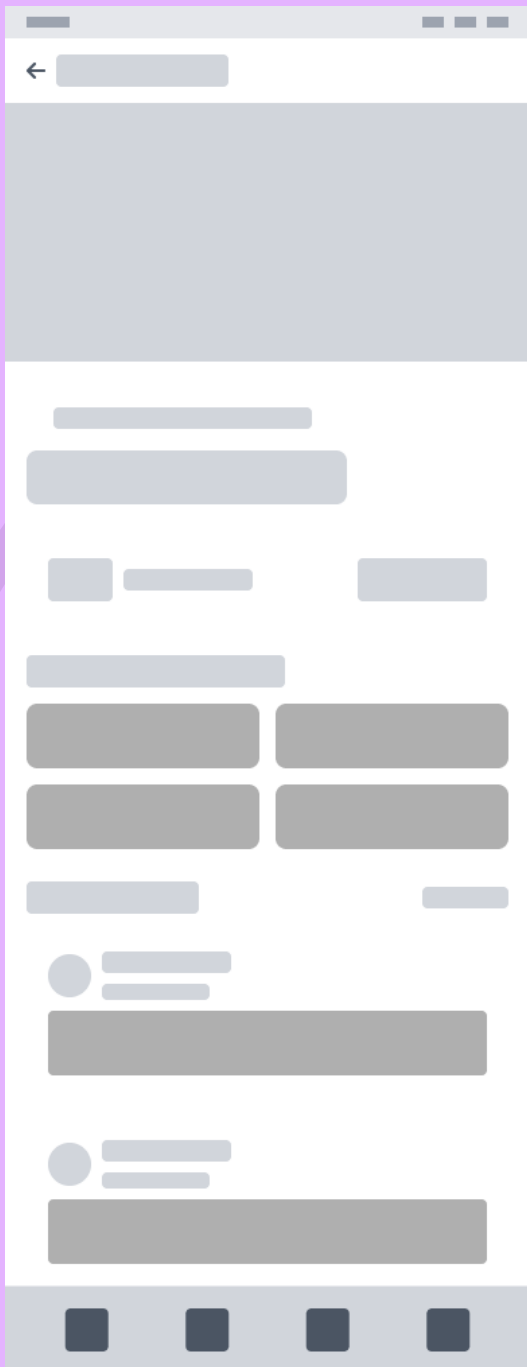


WIREFRAMES (Paper Work)

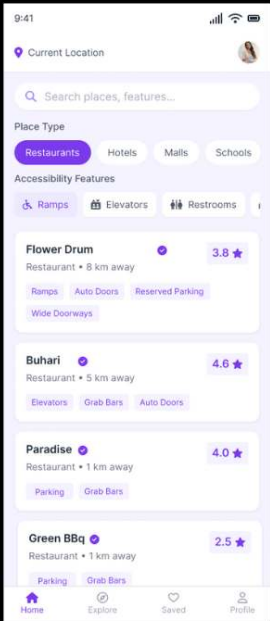
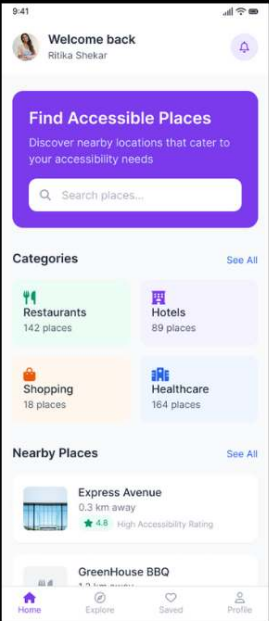
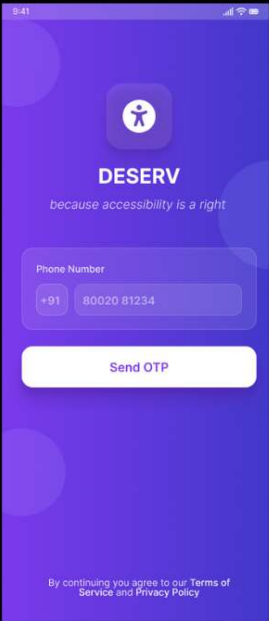


LOW-FIDELITY MOCKUP

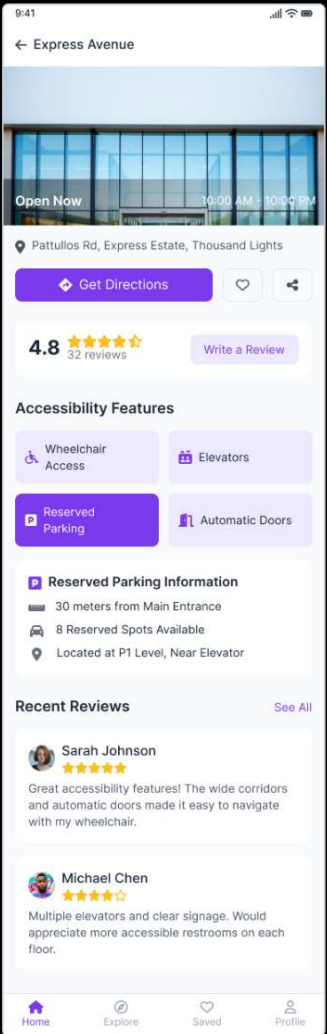
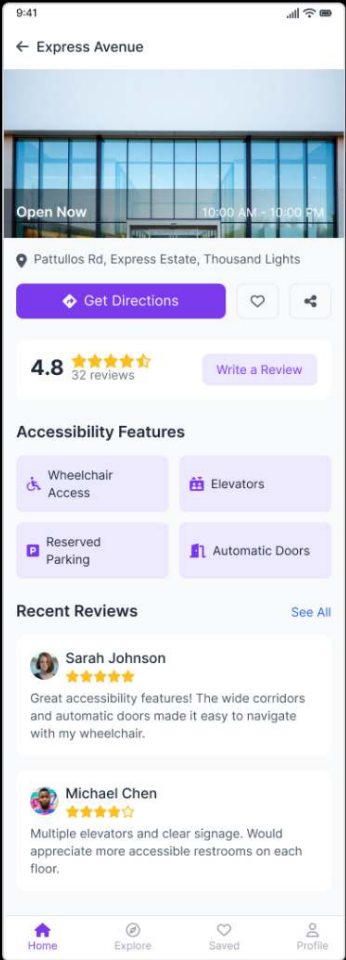




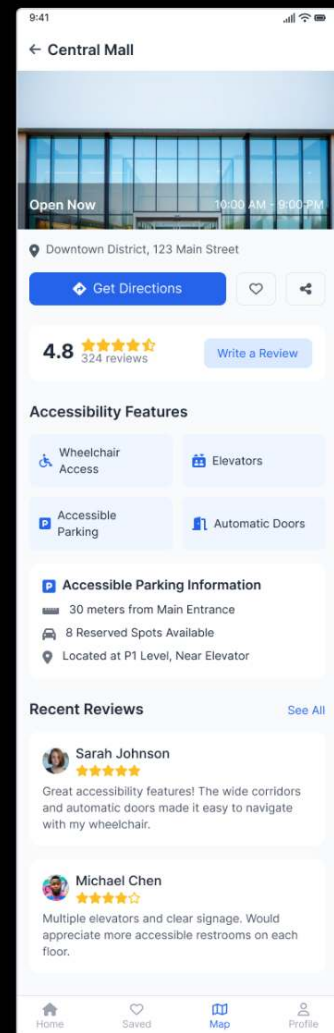
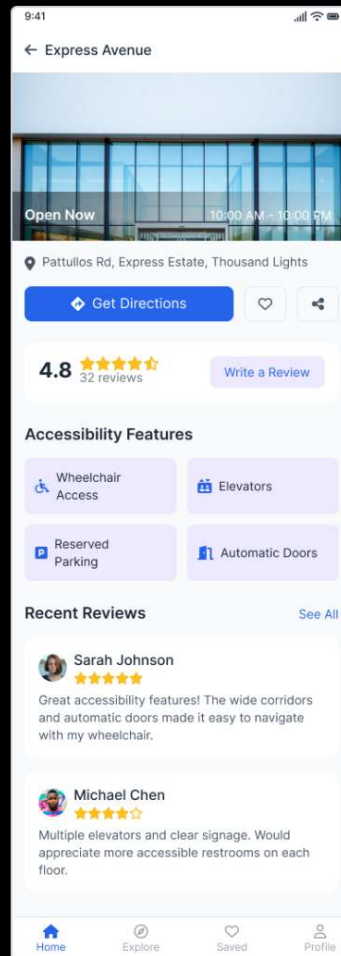
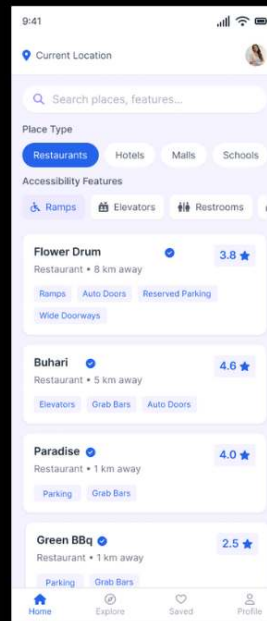
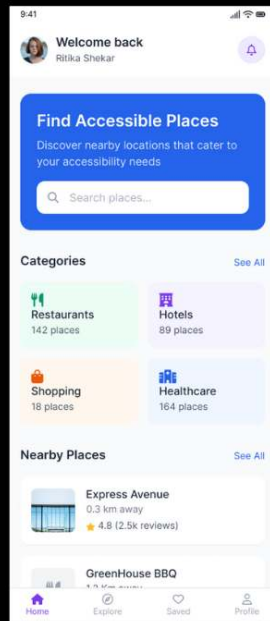
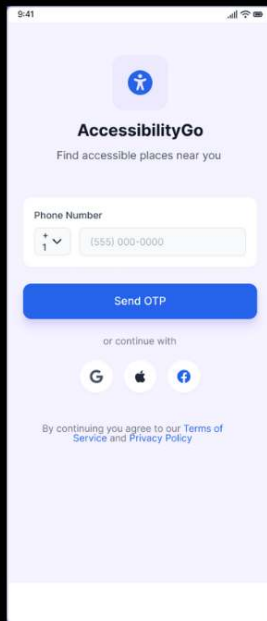
A/B Testing



A



B



HIGH-FIDELITY MOCKUP

9:41



DESERV
because accessibility is a right

Phone Number

+91

80020 81234

Send OTP

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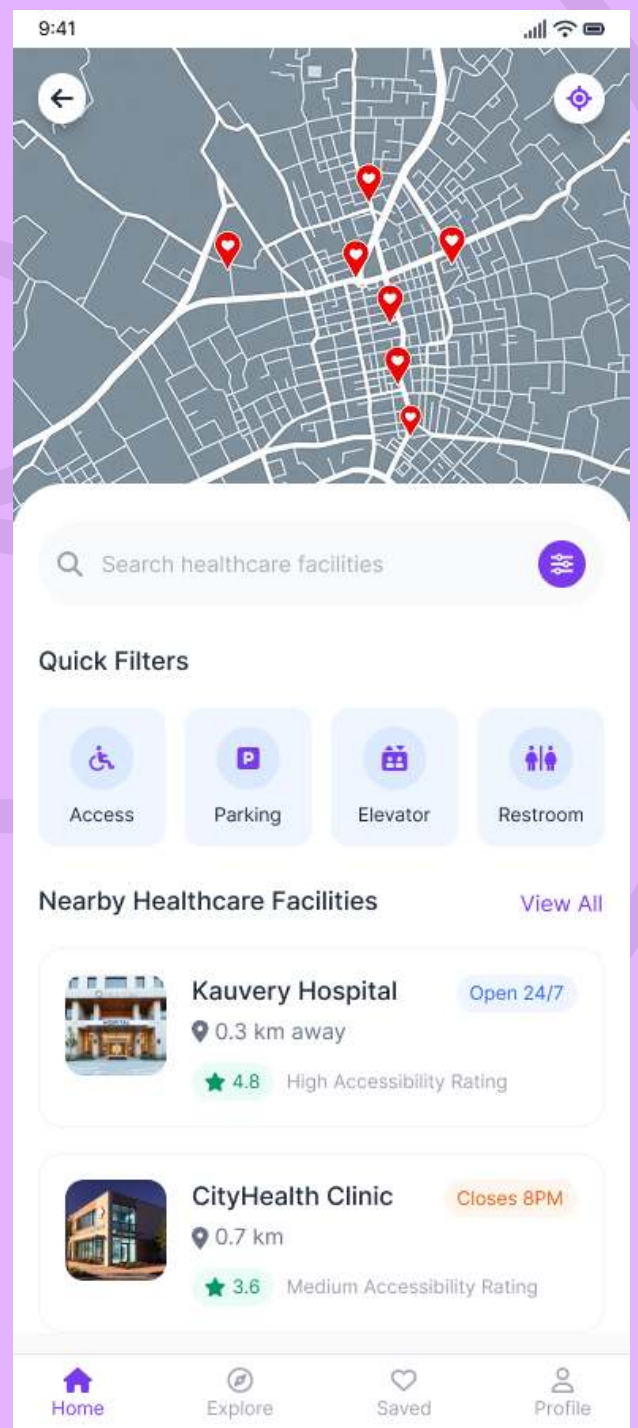
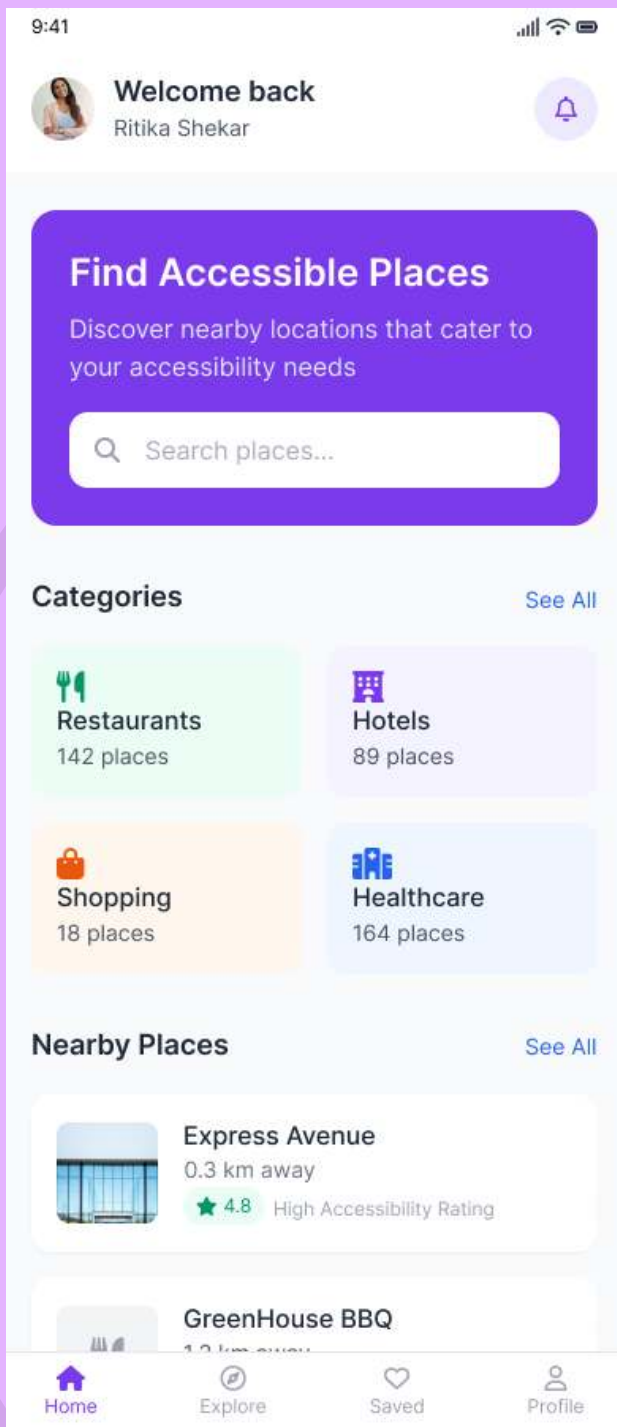
Enter OTP Code
We sent a verification code to
+91 80020 81234

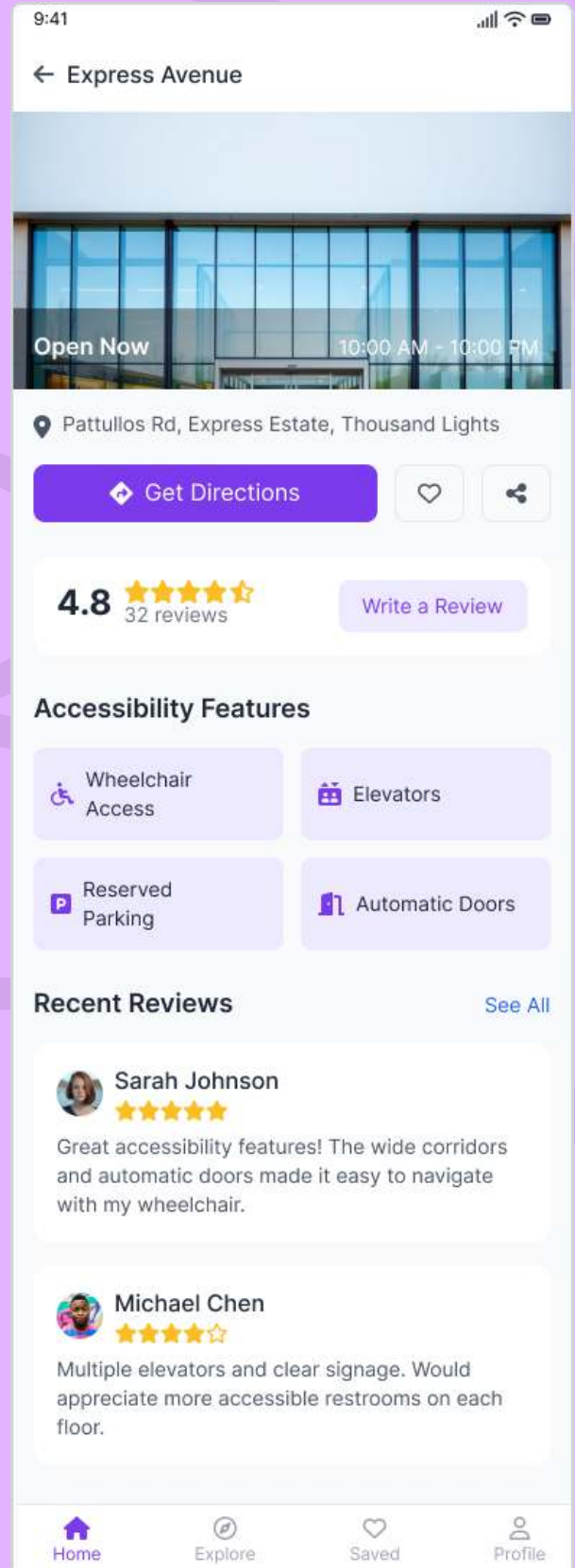
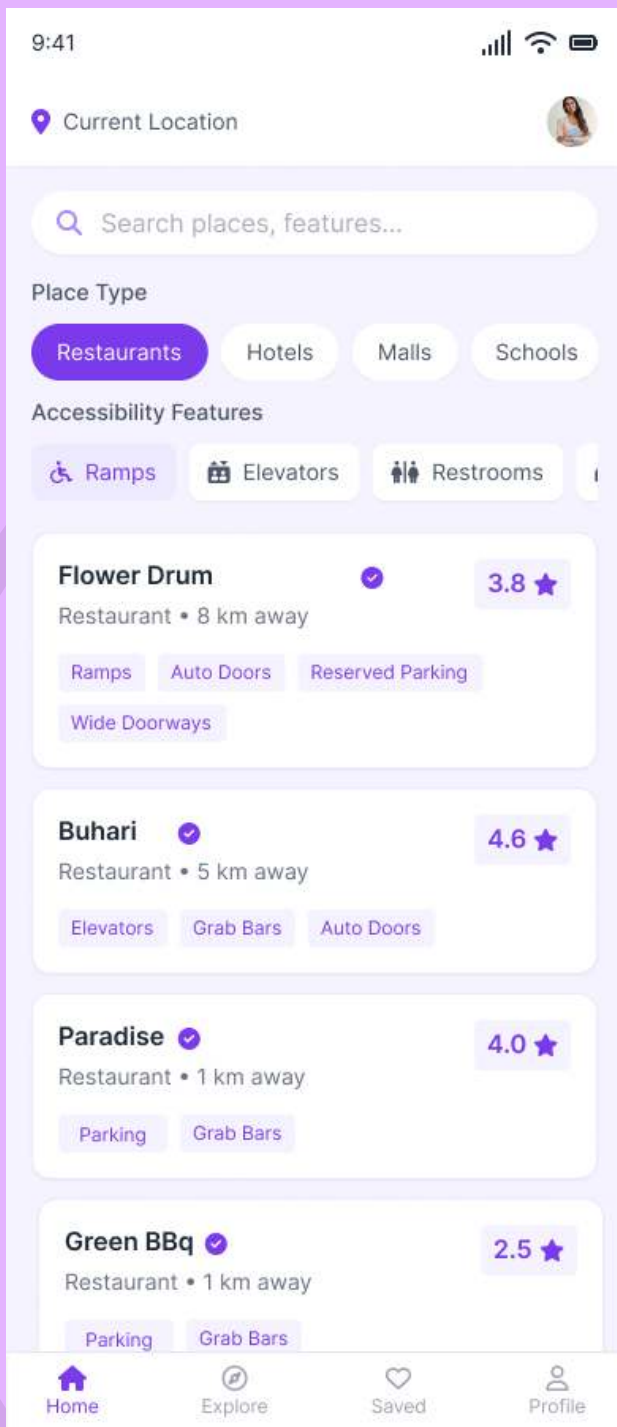
Verify & Continue

Didn't receive the code?
Resend in 00:45

 **Need Help?**

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9:41



← Express Avenue



Open Now

10:00 AM - 10:00 PM

📍 Pattullo Rd, Express Estate, Thousand Lights

📍 Get Directions



4.8 
32 reviews

[Write a Review](#)

Accessibility Features



Wheelchair
Access



Elevators



Reserved
Parking



Automatic Doors

Reserved Parking Information



30 meters from Main Entrance



8 Reserved Spots Available



Located at P1 Level, Near Elevator

Recent Reviews

[See All](#)



Sarah Johnson



Great accessibility features! The wide corridors and automatic doors made it easy to navigate with my wheelchair.



Michael Chen



Multiple elevators and clear signage. Would appreciate more accessible restrooms on each floor.



Home



Explore



Saved



Profile

