



## BRILLIANT USER RESEARCH IMPROVES READING CONDITIONS FOR THE VISUALLY IMPAIRED

Intensive user research and testing makes HumanWare's Prodigy tablet one of the best reading devices on the market.

CLIENT HumanWare LOCATION Montreal, QC WEBSITE [www.humanware.com](http://www.humanware.com) INDUSTRY Healthcare

### SERVICES RENDERED



#### STRATEGY

Personas, Scenarios & Tasks



#### RESEARCH

Stakeholder Research  
User Interviews  
Ethnography

### CHALLENGE

HumanWare develops top-of-the-line products to assist people living with blindness and low vision. Its commitment to new technology means consistently trying to improve traditional assisted-vision devices. HumanWare wanted to bring the magnifying glass into the 21st century by incorporating this function into a tablet device.

### APPROACH

Akendi spent two days each with 15 low-vision people trying out HumanWare's Prodigy prototype. Participants were observed going through their daily routines with the portable device and were asked to provide feedback and suggest improvements. Akendi took note of how the device was used and, in its final report, made key recommendations about its size and weight, the camera and its zoom functions, lighting and the mounting feature. Akendi also validated the perceived target personas to ensure HumanWare was reaching out to the right audience.

### IMPACT

HumanWare's Prodigy tablet makes it easier for people with low-vision to read small scripts wherever they go. The updated prototype incorporates a stand which makes it easier to use and includes an LED screen for low-light reading, and the pocket-sized Prodigy maximises their independence. HumanWare's Prodigy devices solidify the company's position as one of the leading product designers for the visually impaired.