

Wayfindr: The World's First International Standard for Accessible Audio Navigation

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**G3ICT Forum: Accessible and Inclusive ICT Solutions:
Bridging the Gap**





About Wayfindr

- Wayfindr is a non-profit partnership between the Royal Society for Blind Children (RSBC) and ustwo
- It was established in 2015 in response to a challenge posed by young vision impaired people in London
- Our aim is to enable spontaneous and independent travel for vision impaired people all over the world





The Wayfindr Solution

- Wayfindr initially began with a prototype app and a proof of concept trial at London's Pimlico Station
- However we realised that there was a unique opportunity to have a much more global impact
- So we developed the Wayfindr Open Standard





The Indoor Navigation Market

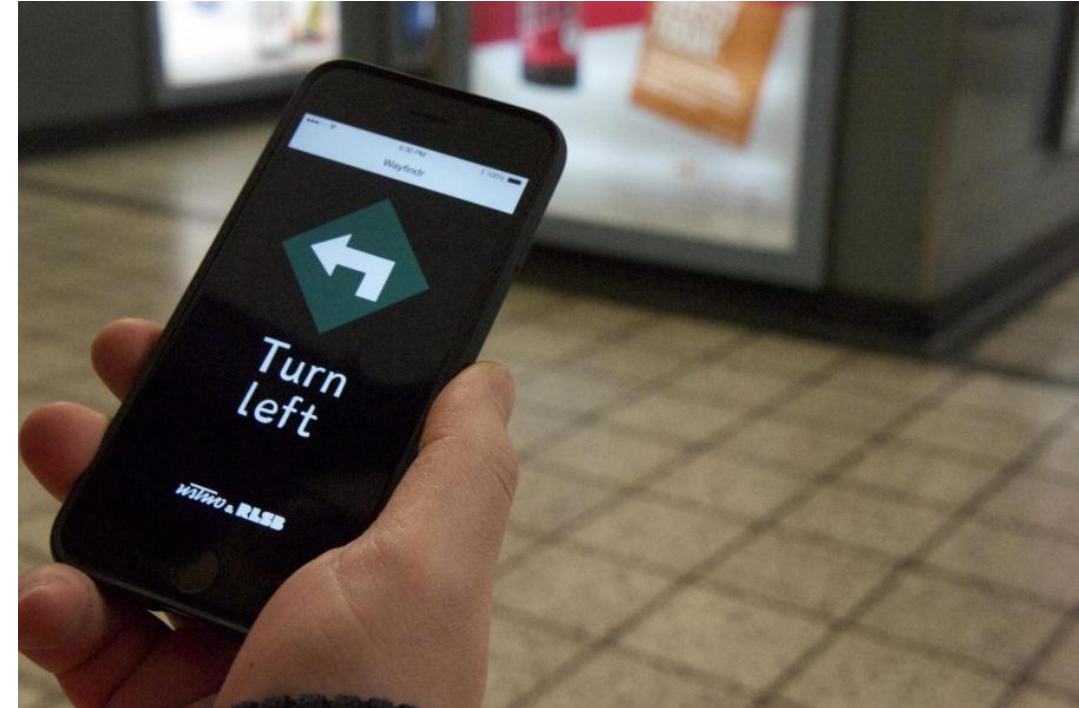
- Indoor navigation is a rapidly growing market
- As indoor navigation apps become mainstream, there is a unique opportunity to build in accessibility from the beginning
- This means blind and vision impaired people will be able to benefit from these apps immediately





The Wayfindr Open Standard

- Built on consensus and the principles of user-centred design
- The fundamental aim of the Standard is to ensure a consistent user experience
- Informed by user research and feedback, trials all over the world, and expert input





The ITU Recommendation

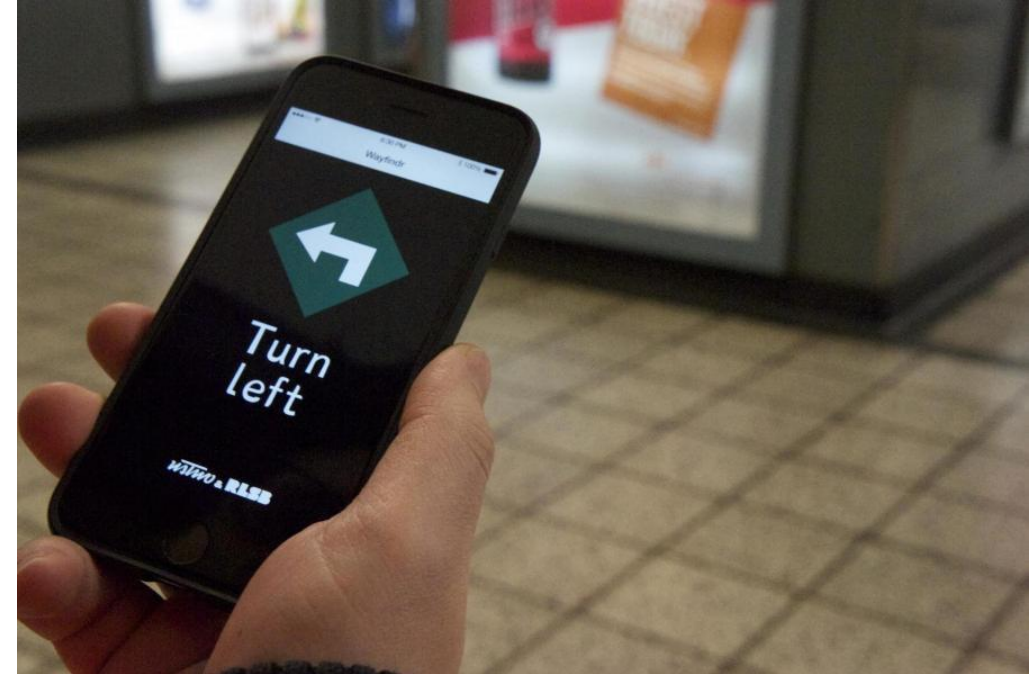
- Following our work on the Open Standard we approached the International Telecommunications Union
- An ITU Study Group began to work on a standard
- In March 2017, ITU-T F.921 was approved by the ITU, meaning it is recognised in 193 countries around the world





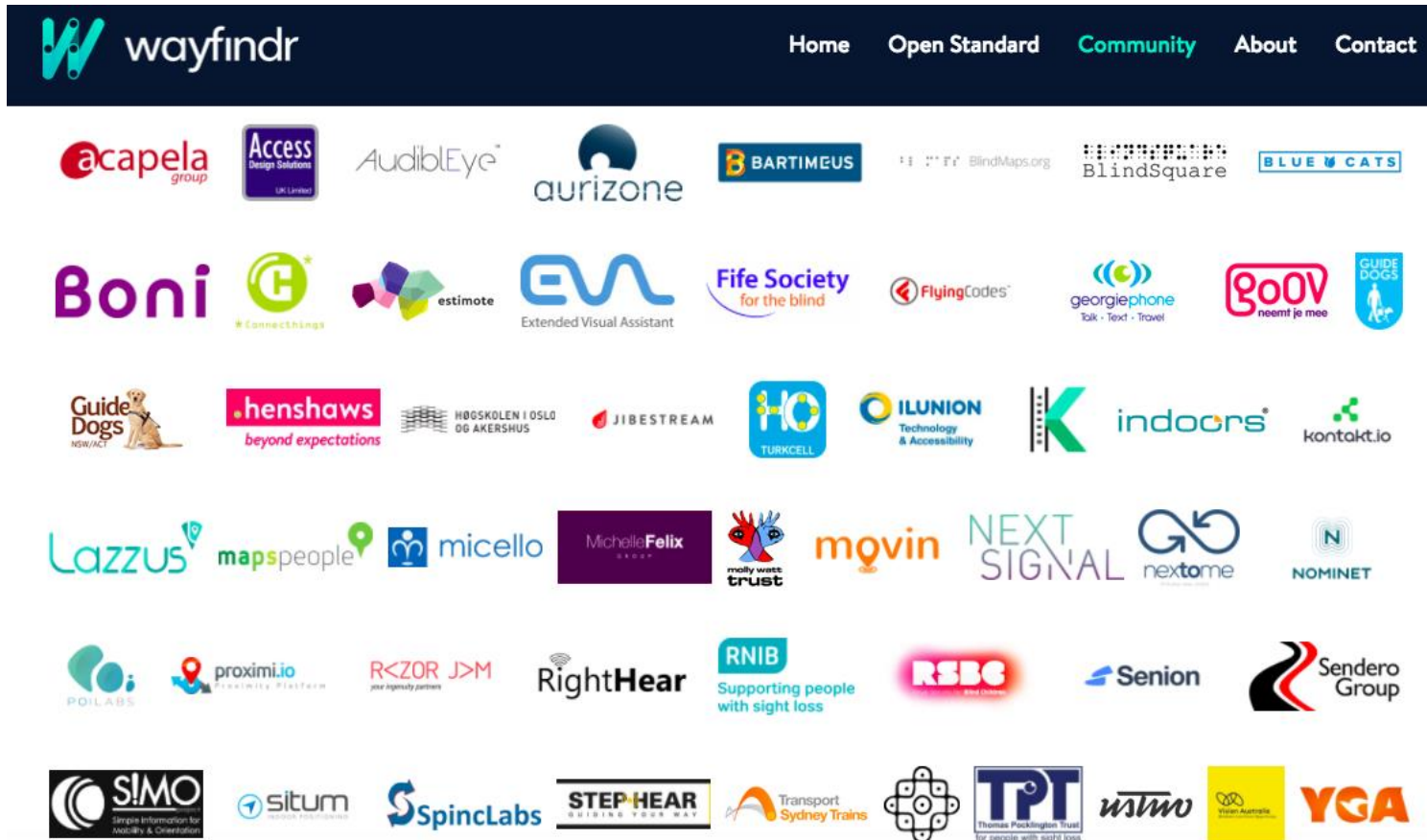
Impact

- This means that there is an internationally-recognised standard for accessible audio navigation
- Such navigation can also be useful for people suffering from cognitive or print disabilities
- Indoor navigation systems can now be designed to be accessible from the beginning





Challenges and Success Factors





Next Steps

- Work at the ITU will continue, including the finalisation of a compliance checklist for the Standard
- Wayfindr is developing training courses for accessibility professionals on audio navigation and the Standard
- Audio navigation trials will continue all over the world and commercial adoption will increase

