Not Just an App for Accessibility Information:

Bmaps

Toshiya Kakiuchi
Mirairo Inc.
Japan

Parallel Session: Orientation Map-Apps
About Us

• Est. in 2010
• Consulting on universal design
• Three main areas: environment, awareness and information
• Corporate vision: Barrier Value
• Business model built on the value created by persons with disabilities
What is Bmaps?

• App for collecting and sharing accessibility information
• Supported by: the Nippon Foundation and the CANPAN Center
• Launched in April 2016
• PC, iOS, Android
• Japanese, English, Spanish
• Google Maps
## What Makes Bmaps Innovative?

Useful for everyone – with or without disability

<table>
<thead>
<tr>
<th>Overall review</th>
<th>Entrance steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>★★★★★</td>
<td>0</td>
</tr>
<tr>
<td>Mobility &amp; comfort</td>
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</tr>
<tr>
<td>Toilet</td>
<td>2+</td>
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<tr>
<td>Welcoming environment</td>
<td>Convenient features</td>
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</tbody>
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What Makes Bmaps Fun?

Ranking and competition features
- User rankings
- City competition
- Team competition
Movement for Accessibility Information Collection and Sharing

- Over 5,000 users
- Over 70,000 spots
- Collaboration with central and local governments
- Companies and schools involved
- Users in Japan, China, Korea, India, Thailand, Vietnam, France, US, UK, Ecuador
Success Factors

- User centered
- Spot review events
- Awareness raising
Issei’s Story

I used to give up entering the shops. Now I can check the accessibility in advance. I am more eager to invite my friends out now that I can suggest them where to go. Other users’ reviews make me feel encouraged to go out.
Next Steps

Comprehensive concierge services connecting persons with disabilities and businesses
From accessibility info app to one-stop service platform for all