Mobile Challenges: From Universal Access to Universal Participation

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The social web today

- wikipedia.org
- facebook.com
- digg.com
- flickr.com
- openstreetmap.org

Existing mobile technology

- Mobile phones, always on.
- Multimedia machines: Pictures, videos, sounds.
- Web browsers.
- Network connectivity (WLAN, 3G).
- Locative technology (GPS, CellID).
- Web 2.0 goes mobile.

Collaborative route planning

- ► Two levels of accessibility (at least).
- ► So far we're focusing on documenting the physical environment.
- ► The system allows users to plan routes from A to B. The routes are tailormade to user preferences and abilities by group affiliation.
- ► Users can give feedback on accessibility as they move along the suggested routes.
- ► Feedback is instantly available for subsequent route planning.
- ► "Official" data and user generated information can be considered complementary data sets.

Technology in use

- GPS
- Map server
- Route planner
- 3G connection
- Feedback service
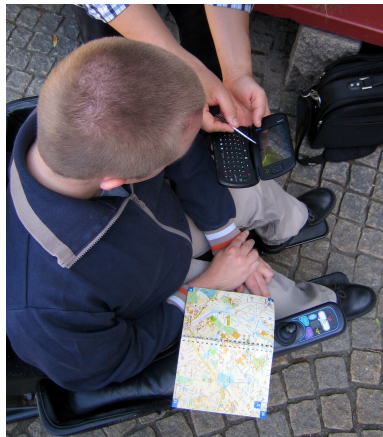
Use of technology

- Taking action here, now.
- The user is producing information - think wiki.
- Annotates spot as good, inconvenient or inaccessible.
- Instantly shared with peers.

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- Then, possibly:
    - Reporting to building owner.
    - Reporting to regulators.

Challenges

- Building trust in the system.
  - End-user trust.
  - Official's trust.

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- Building trust in the system.
  - End-user trust.
  - Official's trust.
- Engaging different communities of practice.
  - Understanding dynamics and different agendas among different communitites of practice.
- Diversity of user groups.
  - Needs and abilities.
  - Interaction challenges.
  - Critical user mass.
  - Group affiliation.

In summary

- ▶ View the social web technology as an advantage, not only as another accessibility barrier.
- ▶ Give the end users a voice.
- ▶ Let user generated content complement officially gathered information.

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- View the social web technology as an advantage, not only as another accessibility barrier.
- Give the end users a voice.
- Let user generated content complement officially gathered information.
- And why not
  - Send an e-mail to webmaster.
  - Give the users a way to "digg" accessible websites.
  - Or - "report to Cynthia"

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