

How to Compete in the Marketplace When Machines Think for Us

Presenter:

[William Reuschel](#)



User research drives innovation

Applause Solution Offerings

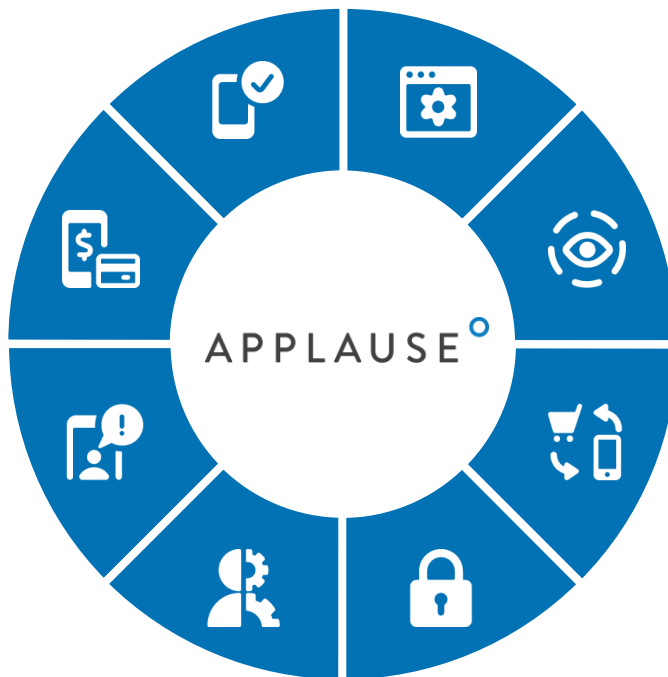
Our solutions provide a cohesive view into every aspect of the digital customer experience.
We have a solution to match every organizations' individual testing needs.

Manual Functional
Structured, Exploratory, Integrated

Payments
Validation: Active, Passive, Split

User Experience
Studies: UX, Competitive,
Longitudinal

AI/Gen AI/Voice
Data Collection, Human Feedback,
Large-Scale Diverse AI Training



Automation
Quick Start, Scripting, Consulting

Accessibility
WCAG & EAA Conformance,
Inclusive Research, Training

Customer Journey
In-Field, Digital Only, UXR Findings

Security
Manual Penetration Testing

Digital Accessibility Solution Components

Applause works with your product teams to implement a program that delivers inclusive and accessible products to your customers and achieves market leadership in digital accessibility.



Inclusive design and user experience studies



Real-world insights from people with disabilities



Accessibility standards conformance reviews



In-sprint accessibility testing



Inclusive design and a11y consulting



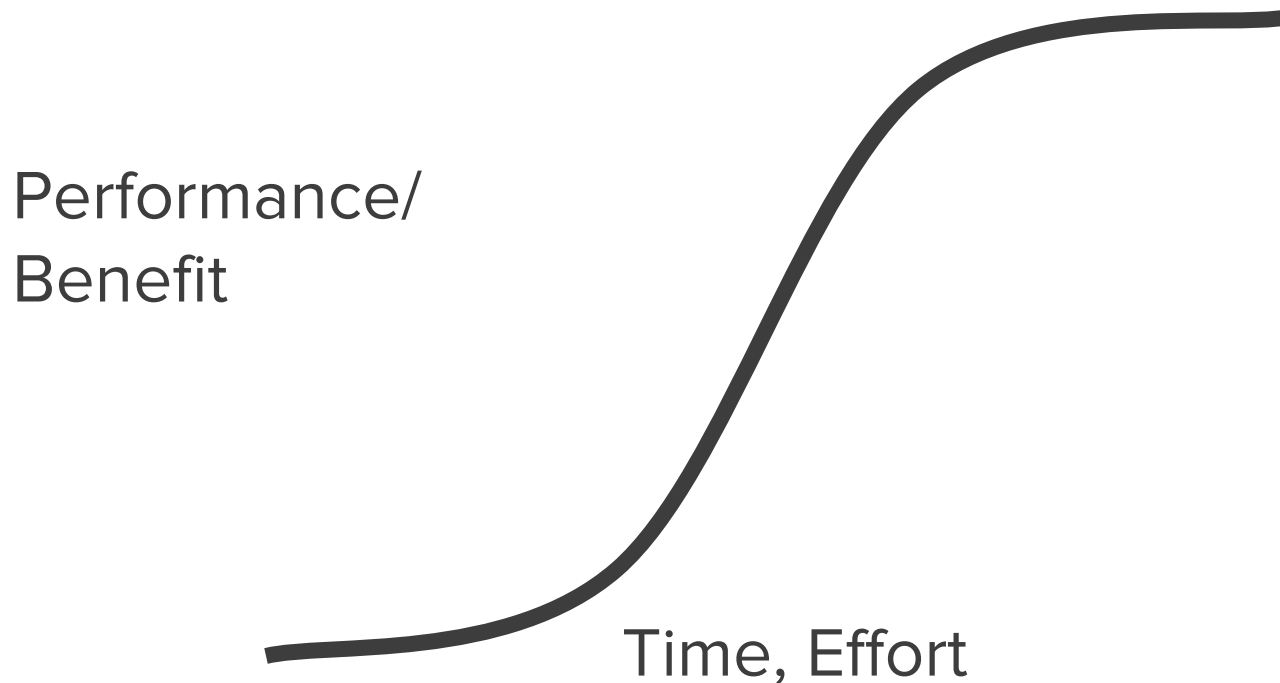
Education and training services



Program flexibility and customization



Where are we on the Technology “S-Curve”



AI already can:

Fill in the metadata that humans leave out

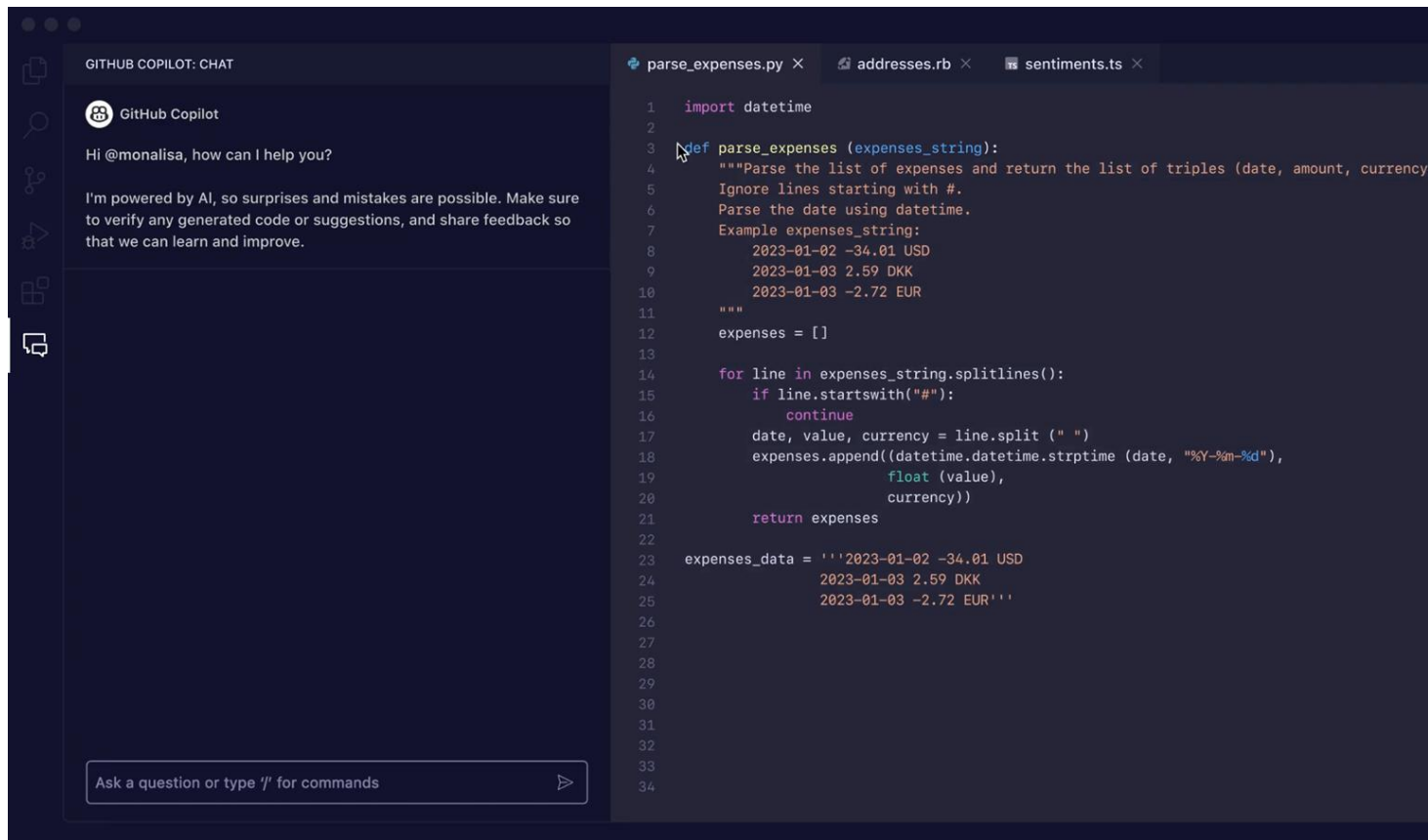
1. Image and video descriptions
2. Text extraction from images
3. Captions
4. Transcripts
5. Language translations

AI should:

Make user interfaces
more accessible

1. Help developers write better code
2. Fix bugs that already exist in the wild

Write more accessible code



The screenshot shows a code editor interface with a dark theme. On the left, a sidebar contains icons for file explorer, search, and other tools. The main area is split into two panes. The left pane is titled 'GITHUB COPILOT: CHAT' and shows a conversation with GitHub Copilot. The right pane shows a Python file named 'parse_expenses.py' with a function 'parse_expenses' that parses a string of expenses into a list of tuples.

GITHUB COPILOT: CHAT

GitHub Copilot

Hi @monalisa, how can I help you?

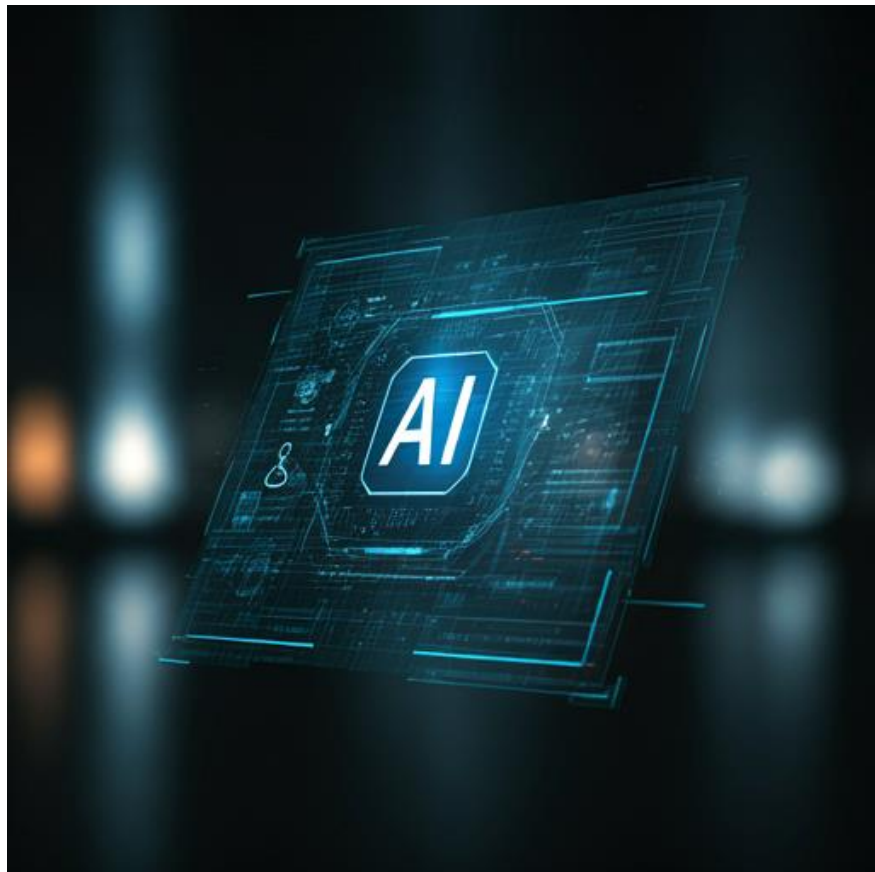
I'm powered by AI, so surprises and mistakes are possible. Make sure to verify any generated code or suggestions, and share feedback so that we can learn and improve.

Ask a question or type '/' for commands

parse_expenses.py

```
1 import datetime
2
3 def parse_expenses (expenses_string):
4     """Parse the list of expenses and return the list of triples (date, amount, currency)
5     Ignore lines starting with #.
6     Parse the date using datetime.
7     Example expenses_string:
8         2023-01-02 -34.01 USD
9         2023-01-03 2.59 DKK
10        2023-01-03 -2.72 EUR
11    """
12    expenses = []
13
14    for line in expenses_string.splitlines():
15        if line.startswith("#"):
16            continue
17        date, value, currency = line.split (" ")
18        expenses.append((datetime.datetime.strptime (date, "%Y-%m-%d"),
19                        float (value),
20                        currency))
21    return expenses
22
23 expenses_data = '''2023-01-02 -34.01 USD
24                  2023-01-03 2.59 DKK
25                  2023-01-03 -2.72 EUR'''
26
27
28
29
30
31
32
33
34
```

Fix accessibility bugs



**To be an advocate is to try to work
yourself out of a job**

Accessibility and Usability are different goals

Accessibility

Can I use it

Usability

How easy it is for me
to use

**AI will enable building new
features cheaper and faster**

Build Cheaper and Faster, However:

1. AI reinforces popular opinions
2. AI is biased and convincing
3. AI doesn't know much about inclusive design

Used carelessly, AI will help us make the same mistakes faster and with more confidence!

Note: “AI” here refers to existing general purpose generative models

Great AI features will benefit everyone

Assistive technology users may get an even greater benefit

1. Comparison shopping
2. Creating listings for storefronts
3. Data visualizations

But, be aware of AI features used as an alternative for an accessible default interface

Generative UIs might change the way we use technology

Generative UIs are created and adapted to the needs of each user

We need to carefully monitor this trend as it develops to ensure it is serving the needs of AT users



As advocates, what should we do?

1. Keep AI human-centric: stay focused on the goals of you constituents
2. Facilitate (and participate) in research, help us reach underrepresented people
3. Accept progress over perfection in research methods and tools
4. Build the next generation of experts prepared to explore beyond accessibility

I'm excited about AI closing the technical gap so we can focus on making experiences *easier* to use rather than making them *possible* to use.

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