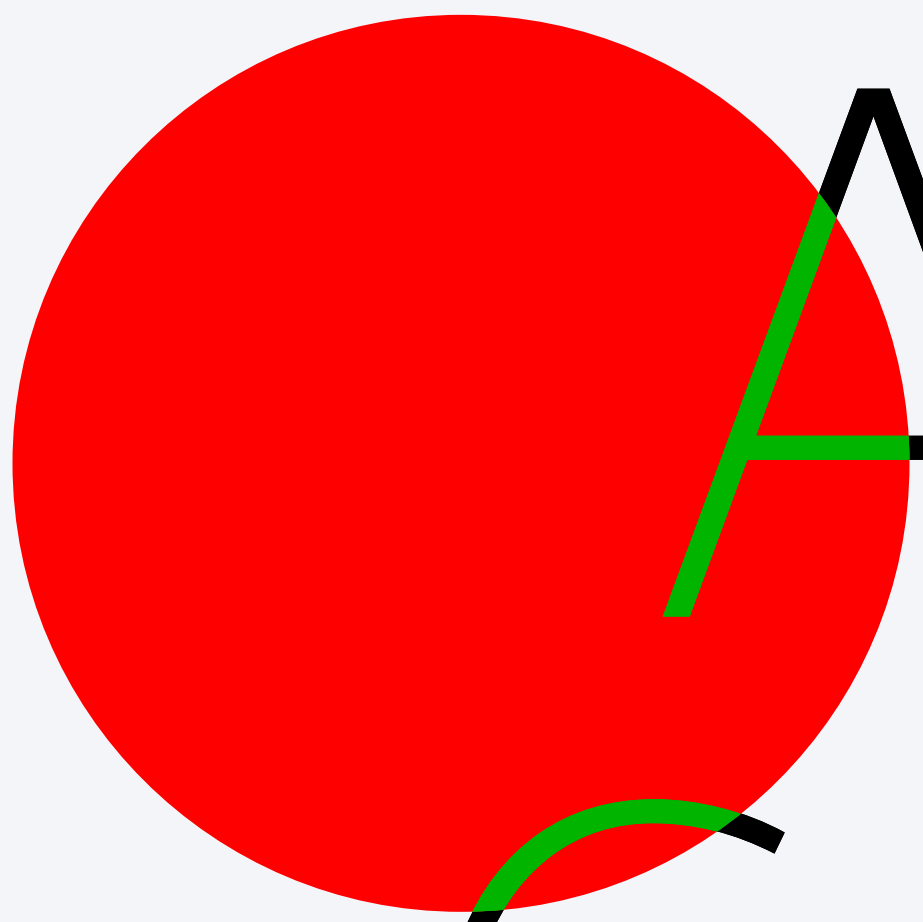




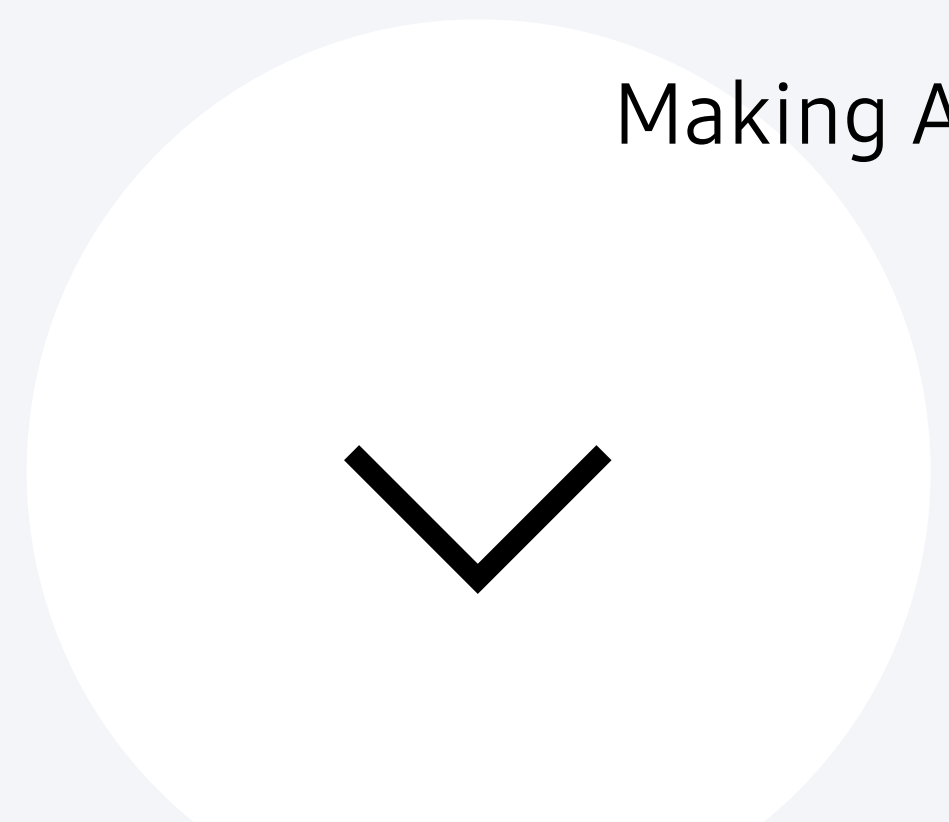
ANYONE



CAN READ



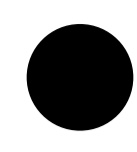
Making All Information Accessible





Nearly all information of the 21st century is formed and propagated with the help of the Internet infrastructure. To alleviate users' isolation from information, which is known as the 'Digital Gap', the importance of information accessibility design has been on the rise.

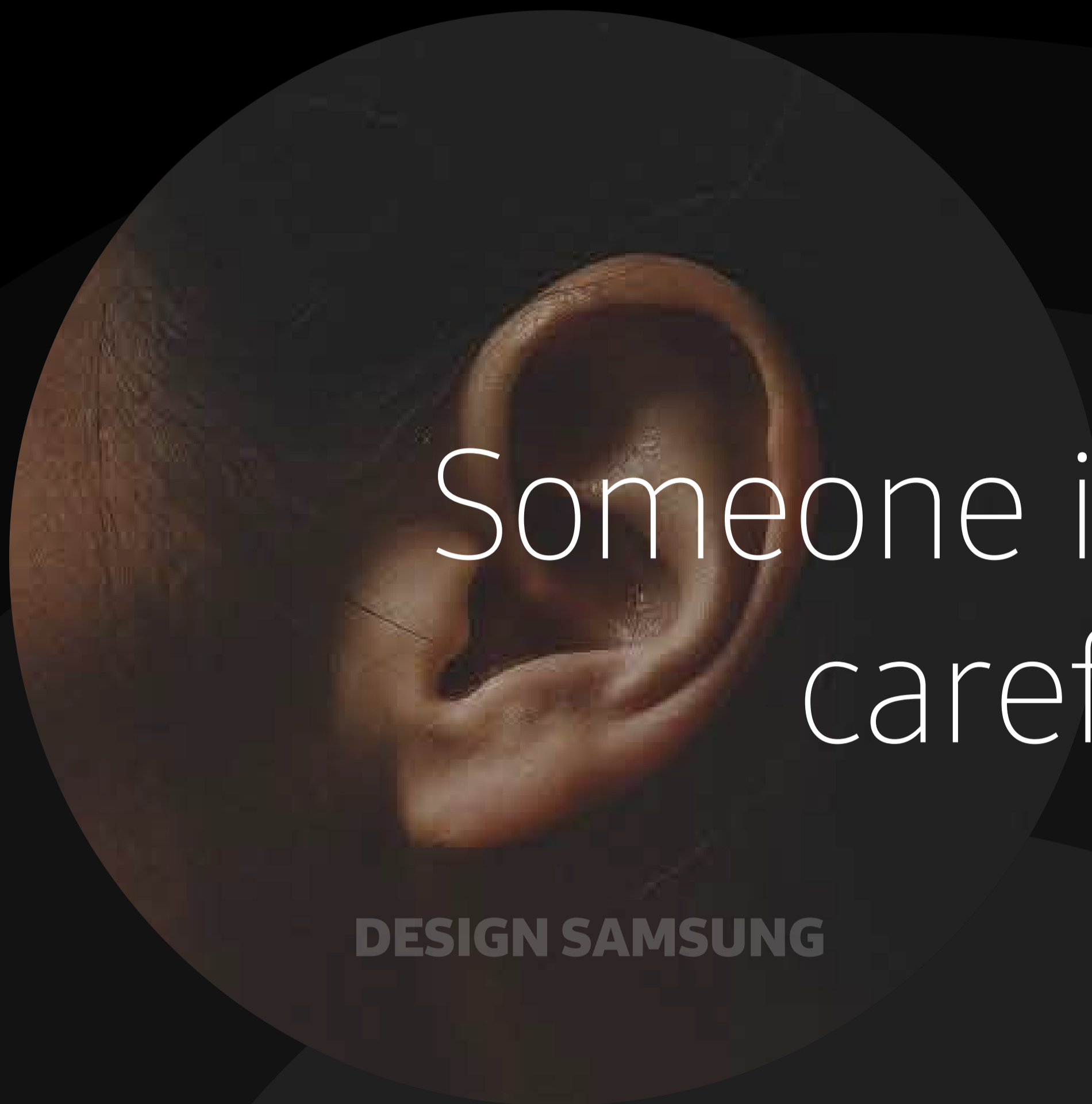
What would be the essential element of a design that takes the accessibility of all users into consideration? We believe it is about 'empathizing with the senses of those in the minority'. Through this story, we will witness what it is like to be in the shoes of the minority and experience the solution for accessing minimum information available in the digital world.



Sensations in a World of Darkness

Imagine a world of complete darkness.
Imagine a world where light has vanished. In this world,
how would we recognize objects and communicate with others?
Travelers in the dark light their path using other senses.

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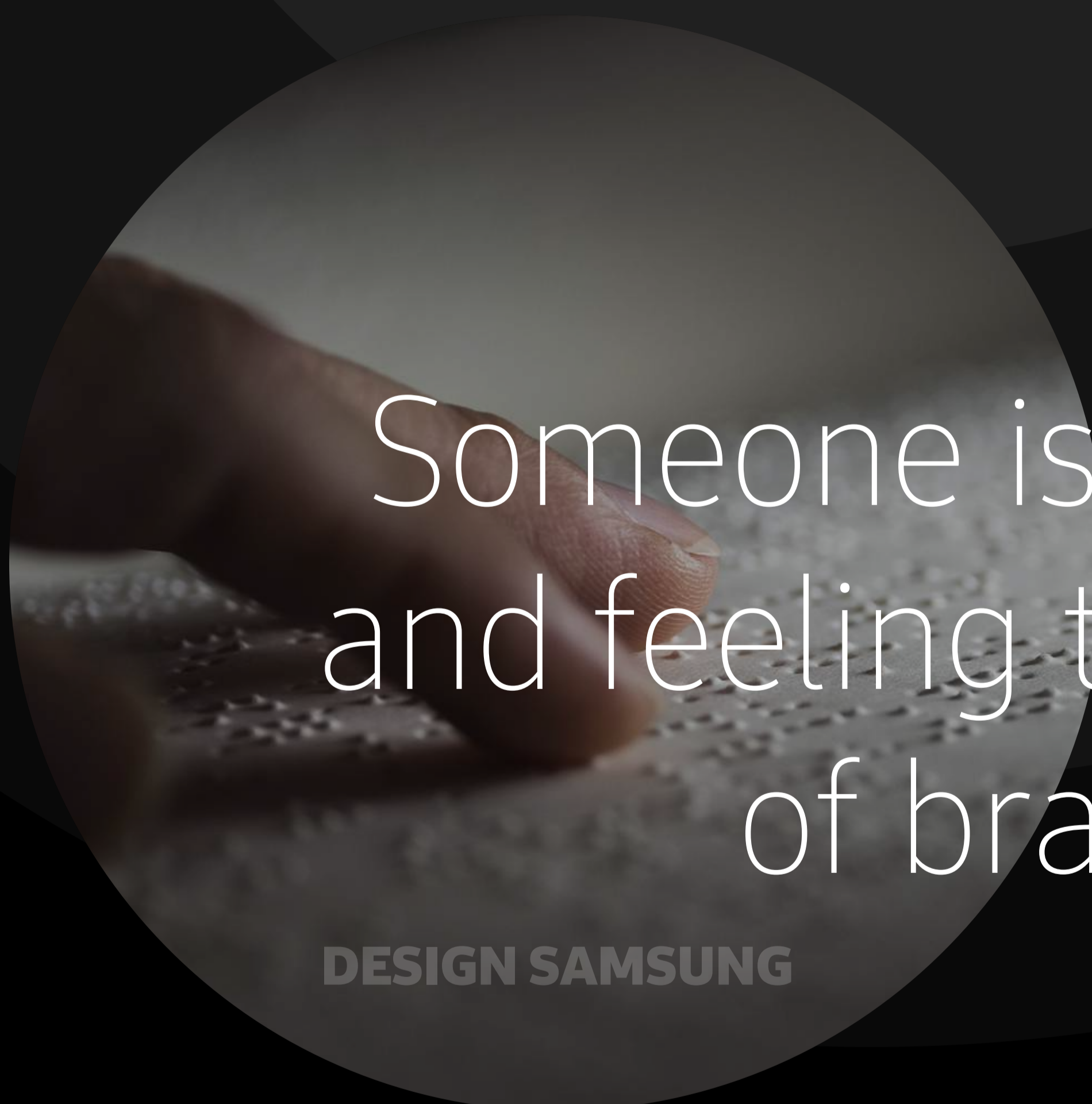
Someone is listening
carefully.

DESIGN SAMSUNG



Someone is reaching out
their hand.

DESIGN SAMSUNG



Someone is touching
and feeling the bumps
of braille.

DESIGN SAMSUNG

DESIGN SAMSUNG

Among your five senses, the sense of vision accounts for nearly 70%.
However, even without the sense of vision, we still have the sense of hearing and touch.
Information can be acquired with our hands through braille, and images can be transcribed
into texts and be heard as spoken words.

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From Simply Seeing, to Truly Comprehending

Just because you can 'see' something doesn't mean you will 'understand' it.
Likewise, simply being able to see doesn't guarantee access to clear information.
Some people might find certain text to be fuzzy or dim to properly see it,
and others may have trouble recognizing objects within visible range.

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Low vision as
a result of excessive
myopia or disease

(Low vision as a result of excessive myopia or disease.)
We enlarge texts for better readability.

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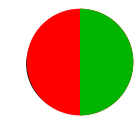
Hazy farsightedness
due to old age

(Hazy farsightedness due to old age.)
We brighten the dark background for better visibility.

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Regardless of suffering from low vision or other visual impairments,
everyone will eventually grow old, and their vision will wither. Therefore, the information
accessibility solution of providing large, clear texts and heightening the brightness of information
respective to the background screen is a design made for just about anyone.

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Colors Cannot Become Universal Information

Colors are the building blocks of design, and through it we enrich the world.
However, just because you can't see color doesn't mean you are far from information.

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Information must remain,
even after the color fades.

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We can create and
understand information
just by adhering to the
4.5:1 ratio for brightness.

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Around 1.5 million people in Korea, and close to 200 million people around the world
cannot recognize a specific color or have trouble with interpreting different colors.
Eliminating a person's right to information for the purpose of designing beauty is not a beautiful gesture.
We must design with the intention of enabling anyone to easily access and experience information.

DESIGN SAMSUNG

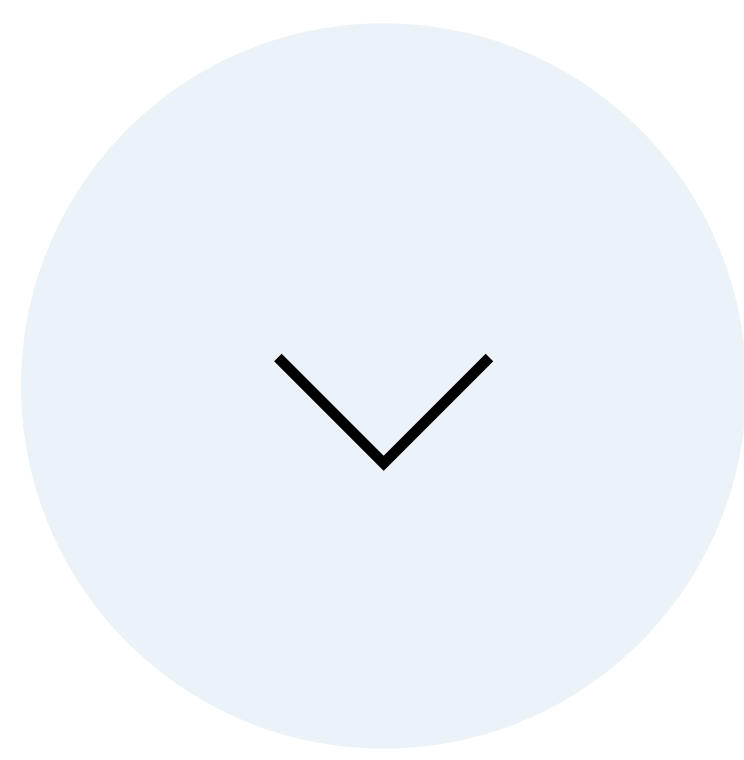


Discovering the Easiest Movement

The most easily and commonly used tool for the web is the computer mouse.
However, it is sometimes difficult to hold on to the mouse
for long periods of time, or scroll with precision.

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Even
the easiest
movements
must be
must
minimized.

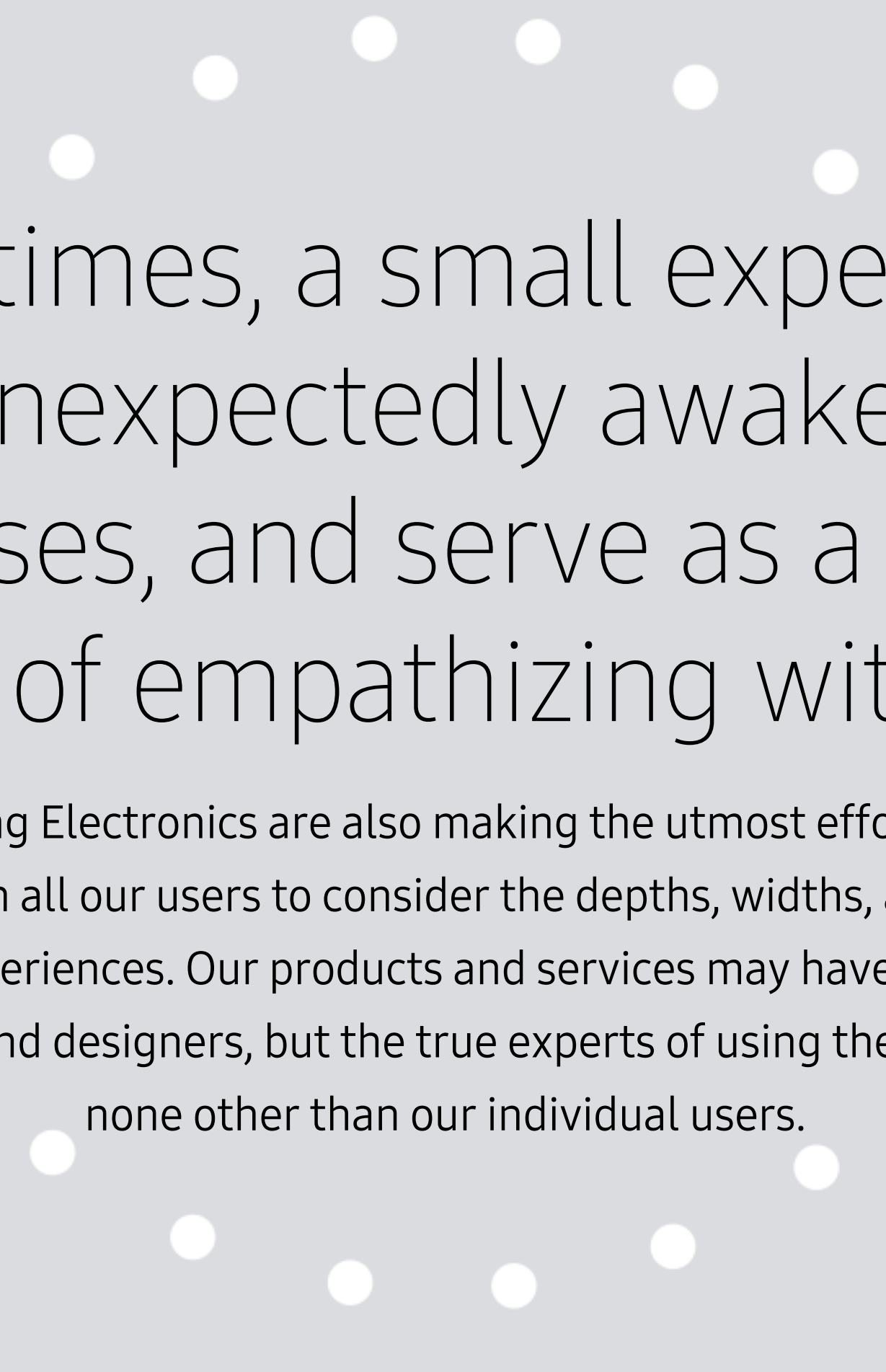


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We should be able to read
the next page
using only the arrow keys.

Just as peoples' creation of
information is never-ending,
one's accessibility
to information must also
be easy and everlasting.

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Sometimes, a small experience
can unexpectedly awaken our
other senses, and serve as a fortuitous
moment of empathizing with others.

Designers at Samsung Electronics are also making the utmost effort to understand and empathize with all our users to consider the depths, widths, and varieties of our users' experiences. Our products and services may have been created by developers and designers, but the true experts of using these creations are none other than our individual users.

Related Stories



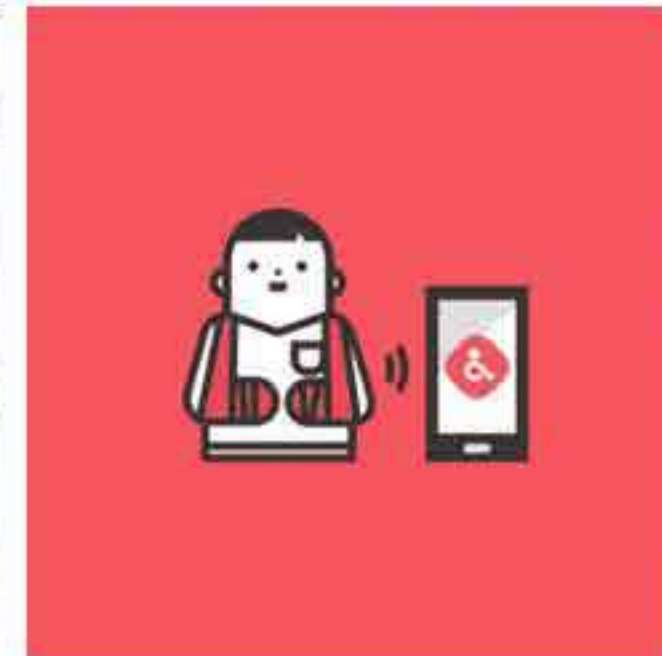
RIGHT TO ACCESS



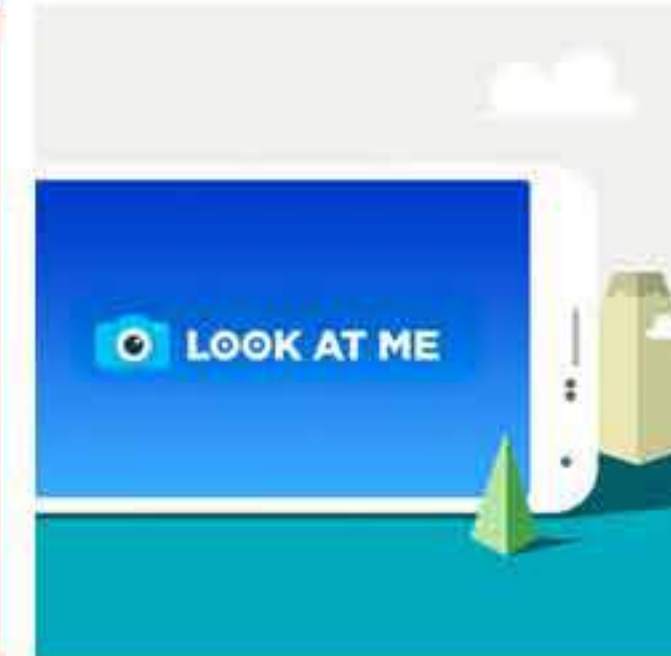
ACCESSIBILITY FOR EVERYONE



CONSIDERATE FOR ALL



**ANYONE CAN DO WELL
WITH DOWELL**



LOOK AT ME