Audio Description Automatons:
Exploring Perspectives on Personas for Generative AI Description Writing Assistants

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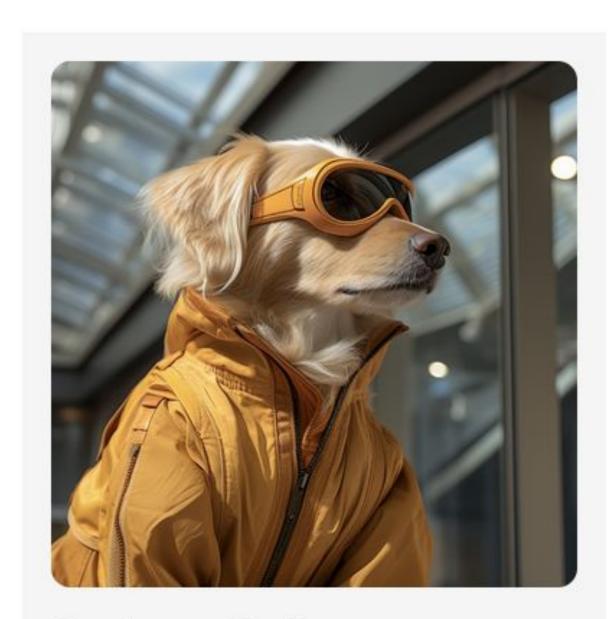[1] University of Washington, [2] UC San Diego, [3] University of Hawaii at Manoa

1 Problem & Motivation

Most visual content is **inaccessible** to blind and low vision (BLV) people. Involving **novices in writing audio descriptions (AD)** can make visual media (e.g., NPS brochures) more accessible. However, novices require guidance to create high-quality AD.

2 Methodology

- Designed and developed the Guidedogs, **AI assistants for AD**
- Piloted the Guidedogs tool during **Descriptathon 10** (a hackathon-like description workshop)
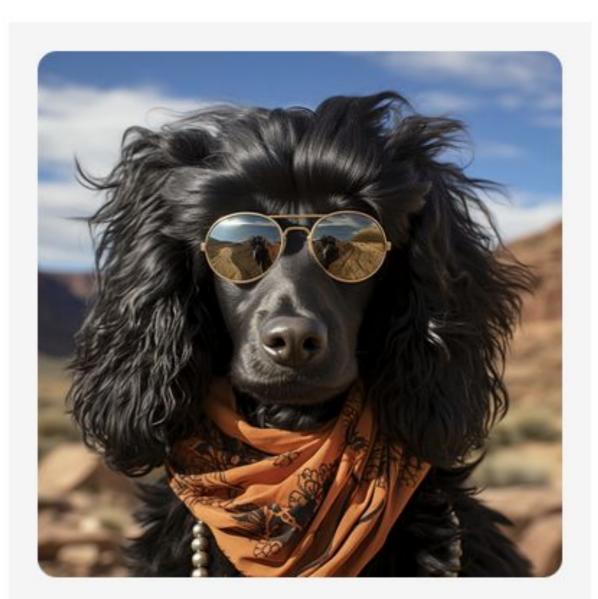- Conducted **17 interviews** with workshop participants

3 The Guidedogs System: Five Personas of NPS Visitors

Serious Sally

Temperamental Teena

Playful Pearl

Focused Frankie

Hiker Hal

Provided detailed and supportive critique to draft AD, powered by GPT-3.5 Turbo

4 Key Findings

- **Guide dog metaphor**: fun, relevant, and humanizing
- **Generative AI**: useful for receiving rapid feedback from many diverse perspectives, but participants had concerns about accuracy, ethics, and removal of human judgment
- **Tool usage and usability**: helpful, but overwhelming

Scan for the LBW!

Get in touch!

If you're interested in the accessibility of **subjective** information (e.g., videos, images, art), I'd love to chat!

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