

Handover Document

# Hulu For You

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Sarah Sathavipat, Stephanie Hawken, Florence Lafite, Douglas Dean  
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## How Our Hypothesis and Understanding of the Brief Evolved

We started this project with the assumption that our focus would be on improving and building upon Hulu's current accessibility features.

What we learned from various phases of secondary and primary research, however, is that accessibility standards for digital technologies are not up to par across the board. In fact, people with difficulty seeing are over 31% less likely to report connecting to the internet at home or school, and are 35% less likely to use a computer than people without disabilities. When you consider that visually impaired people account for 1.3 billion of the world's population, this statistic is staggering.

It was at this point that we recognized the problem reaches far beyond Hulu services and that our solution would not be based on precedents (that don't currently exist) but provide a completely new and liberating way of thinking about accessibility.

Over the past three months we learned that we should design *with* disability, not *for* disability. Co-creation is an extremely effective way of developing solutions that are actually effective and go beyond meeting minimum requirements. Accessibility features should be malleable, adaptable, and do more than live inside a settings toggle.

Hulu should and can be designed for YOU.

## Areas for Further Study

- **There is a large segment of users who have visual impairments but aren't blind.**

We learned that most digital services are designed for extremes: for people who are able to see, or for people who have severe to total loss of vision. This leaves a large segment of the user base with moderate to severe vision loss generally unaccommodated for. An investment in understanding the unique needs of this demographic will surely be beneficial opportunity for Hulu in the long term.

- **Customizing the Hulu experience based on various disabilities.**

Our research explored people with visual disabilities but our concept leaves room to incorporate the needs of people with other disabilities. It is not an easy task but understanding how an interface or experience could adapt based on various disabilities is an interesting and valuable design challenge.

## Top Insights and Supporting Evidence

- **Visually impaired users should be able to control the size, font, and color of captions and text, even if it takes up half of the screen.**

"I don't care how big the captions are as long as I can read them. I find the emphasis is placed on visuals, which is great for people who can see well but for someone like me it can make finding what I am looking for very hard."

- **Users who don't have total vision loss still want to be able to control the service manually and not with their voices.**

"I want to have more control over adjusting the size of the font. I don't really need or use voice control or a screen reader, I just want to be able to read the text."

- **Despite people with vision impairment feeling like they aren't heard, they are capable and eager to learn or create solutions for the challenges they face.**

"I think my life is basically defined by how much I can adapt to things and how much things can adapt to me."

## Possible Design Briefs

- How can the user profile settings change the interface for people with other types of impairments?
- How can users create accessibility settings in a profile on the Hulu website that works on every device ( on mobile, Roku, AppleTV, etc.)? When they log-in or switch to their custom profile, it just loads their settings.
- How might Hulu engineers improve the underlying code (using semantic HTML, alt text, skip navigation strategies, accessible forms and modals, etc.) to improve the way screen reader software (i.e., JAWS) reads the website?
- How can we design for and give a voice to the population of people who are marginalized? How can we be all-inclusive?
- How can we implement accessibility throughout the entire design process? How can we make accessibility the default design principle?
- How can we learn to design with people with disabilities instead of designing for them?