



# Game accessibility for blind and low vision players

LEAD ME Winter School

25<sup>th</sup> November 2020

María Eugenia Larreina

[mariaeugenia.larreina@uab.cat](mailto:mariaeugenia.larreina@uab.cat)

Universitat Autònoma de Barcelona

# Video game industry

- 151 billion \$ in profits in 2020
- 180 billion \$ of estimated profits in 2021
- 2.7 billion players worldwide (NewZoo 2020)



# Disability in the world

- 15% of the world population has some type of disability
- 285 million persons with visual impairments (WHO 2020)



# Players with visual impairments

- Blind players do not access visual information
- Low vision players face difficulties to identify, read and use text and icons in a small font
- Colorblind players do not access color-coded information

# Players with visual impairments

- How can this situation be improved?
- What are the existing options for granting access to video games to visually impaired players?
- What new solutions could be implemented?

# Research question

- Does the current state of game accessibility in Spain correspond to blind and low vision players' needs and preferences?

- Researching Audio Description: Translation, Delivery and New Scenarios (RAD) Project

# Research objectives

- To study the current state of game accessibility in Spain for blind and low vision players
- To investigate the possible application of audio description to video games
- To describe the profile, preferences and needs of visually impaired players
- To research different accessible options from the game developers' perspective
- To create a set of guidelines to improve game accessibility

# Methodology

- Literature review and accessibility analysis of the most popular games in Spain in 2020
- Questionnaires and interviews to players and game developers to obtain quantitative and qualitative



# Conclusion

- Improving game accessibility
  - contributes to a more enjoyable experience for blind and low vision persons, as well as other users who might benefit from accessibility;
  - raises awareness and promotes inclusion;
  - helps take down the barriers that hinder every person's right to entertainment, culture and information.

# References

- NewZoo (2020). *The World's 2.7 Billion Gamers Will Spend \$159.3 Billion on Games in 2020; The Market Will Surpass \$200 Billion by 2023*. Available at: <https://newzoo.com/insights/articles/newzoo-games-market-numbers-revenues-and-audience-2020-2023/#:~:text=The%20World's%202.7%20Billion%20Gamers,%24200%20Billion%20by%202023%20%7C%20Newzoo>
- WHO (2020). *Blindness and vision impairment*. Available at: <https://www.who.int/news-room/fact-sheets/detail/blindness-and-visual-impairment>.

# Disclaimer

TransMedia Catalonia is a research group funded by Secretaria d'Universitats i Recerca del Departament d'Empresa i Coneixement de la Generalitat de Catalunya, under the SGR funding scheme (ref. code 2017SGR113).

This document and its contents reflect the views only of the authors. TransMedia cannot be held responsible for any use which may be made of the information contained therein.

This work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.