

CO-DEVELOPING

an animated story to communicate health information to
People with Learning Disabilities (PWLD)

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DECODE used participatory focus groups with PWLD and carers to learn user requirements and evaluate an animation approach. The research identified 7 design principles to guide the development of the visualisation.



Heterogeneity

PWLD are a heterogeneous group with diverse needs that impact on level of symbolic understanding.

1

Cognitive Overload

Reduce the demands of the visual & auditory messaging.

2

Attention Differences

A PWLD may attend to detail & not the whole. Guide audience to key points.

3

Numerical Literacy

Maths concepts are hard to understand & need to be shown in more concrete ways.

7

7 DESIGN PRINCIPLES

4

Literal Understanding

More abstract ways to represent ideas are not understood.

5

Meaningfulness & Personalisation

Visualisations need to have ecological validity to the lives of PWLD.

6

Emotional Affect

PWLD have emotional & sensory needs so focus on the positive affect in storytelling.



MARIA'S STORY

Visual communication of a health trajectory using storytelling.



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