Building relationships with the invisible in the digital (global) economy (BRIDGE)

People who do not engage with the digital economy are invisible (digitally excluded). Those who engage through an intermediary (perhaps a family member purchasing on their behalf) are high clarity, but low visibility as little can be understood about their own behaviour through the noise of their proxy.

User Interfaces, Mental models & Cognitive Inclusivity vs. Exclusivity

Cognitive psychological and mental model investigations will be carried out to be able to predict and assess the cognitive inclusivity of digital interface elements. This approach could permit predictions of the exclusion due to the unfamiliarity of interface design, as well as provide an quick method for evaluating new interface designs for acceptability to digitally excluded people.

Authors:
Ashley Lloyd: ashley@edinburgh.ac.uk
Mike Bradley: m.d.bradley@mdx.ac.uk
Yvonne Barnard: y.barnard@leeds.ac.uk

Project Website:
www.bridge-relate.org