

Making Generic Technologies Accessible to Individuals with Cognitive Disabilities: What Manufacturers and Web Designers May Want to Know

**Diane Nelson Bryen, Ph.D.
Maureen Cannon, M.Ed.
Institute on Disabilities
Temple University
dianeb@templ.edu**

Many information and communication technologies continue to be inaccessible or unusable by people with cognitive and other disabilities. Even though there are more than 600 million people with disabilities worldwide with large disposable incomes, manufacturers of generic technologies have often failed to include this large group in the design of their technologies.

During the past 5 years, the Institute on Disabilities at Temple University, as a partner with the NIDRR-funded Assistive Technology Collaborative on Cognitive Disabilities (Temple University, University of Akron, Spaulding Rehabilitation Hospital, and the Brain Injury Association of America) have worked to reduce the digital divide by making off-the-shelf technologies more accessible to the more than 22 million individuals with cognitive disabilities. This poster session will focus on what manufacturers might want to know about designing their cell phones, personal digital assistants, and web sites so that they more accessible to and usable by not only people with disabilities but by many other customers as well. The information presented in this poster session is based on 5 years of research involving children and adults with intellectual disabilities, and children and adults with traumatic brain injury. Based on the information presented in this poster session, manufacturers will be better able to design products that address the needs of the expanding population of people with disabilities and will undoubtedly be able to attract a greater portion of the estimated 1 trillion dollars of discretionary global income of people with disabilities as well as more of the general market who will also benefit from the same features.

This poster will be available to conference attendees in a custom full color, full page tri-fold brochure.