



I am speaking at:

Conference 2025

UPTech



28 – 30 October

Ms. Tanya Schonwald

Head of Department of Strategic and Corporate Partnerships,
South African Guide-Dogs Association for the Blind

Topic: UX Uniquity: The Old Dog with New Tricks



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Make today matter

www.up.ac.za

UNIQUITY: The Old Dog with New Tricks



AUDIENCE PARTICIPATION ONE



Some attendees have a green sticker in front of you on your desk. Will those that have one of these stickers please rise?



Effective UX design does not just focus on aesthetics.



It also considers the functional flow of interactions and emotional satisfaction of the user through important design principles.

A well-designed user experience can significantly improve user satisfaction, retention and even business outcomes, by fostering trust and engagement.



Gladys & Sheena
Arriving in South Africa
on board the "Carnarvon Castle"
March 1953

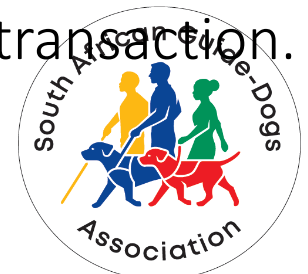


South African Guide-Dogs Association is 72 years old

AUDIENCE PARTICIPATION TWO



On the tables in front of you, you will find a blindfold, kindly put these on now. Now once you are comfortable and no cheating is allowed!: Find your mobile phone - Use your mobile phone to open your Banking App and complete a transaction.





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An Unconventional Partnership with Extraordinary Results

Main Objectives of the MoU

To reinforce and strengthen an existing informal collaboration that spans many years. GDA undertakes to liaise and work with the University to establish transdisciplinary project possibilities that include both research and implementation opportunities.

To strengthen the value of collaborative ties on various areas of common interest and mutual benefit. These areas of common interest include but are not limited to: Faculty of Law, Faculty of Humanities, Faculty of Veterinary Sciences, Faculty of Engineering, Built Environment and Information Technology.

To address any other issue of common interest and mutual benefit between the Parties.



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Head-mounted Eye-Tracking Device in Assistance Dogs: Trans-disciplinary Engineering



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Ethology in Veterinary Sciences



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Each dog is acclimatised to the necessary equipment 2 to 4 times before the study is performed (they wear a specialised jacket and ECG recording machine). This has been performed admirably by the puppy supervisors. We then perform a baseline HRV test on Day 1 of testing where ordinary HRV levels are taken. On Day 2 of testing we measure the HRV at baseline levels again and then take measurements in the presence of an unfamiliar, non-reactive dog and then again during recovery after the unfamiliar dog leaves.

The HRV measurements and the video surveillance of the tests are being analysed and will then be sent to a statistician at the Research Institute for Semiochemistry and Advanced Applied Ethology to look for significant links.

We have also recently added a questionnaire to allow us to look at the histories, situations and personalities of each dog to identify any factors linked to dogs that struggle with distraction, to provide additional knowledge that may assist the GDA, though these results may or may not be published in this specific research paper.



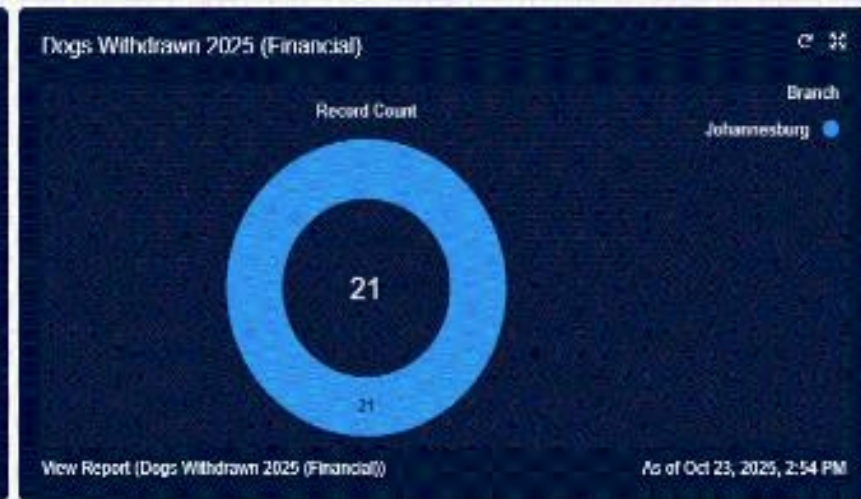
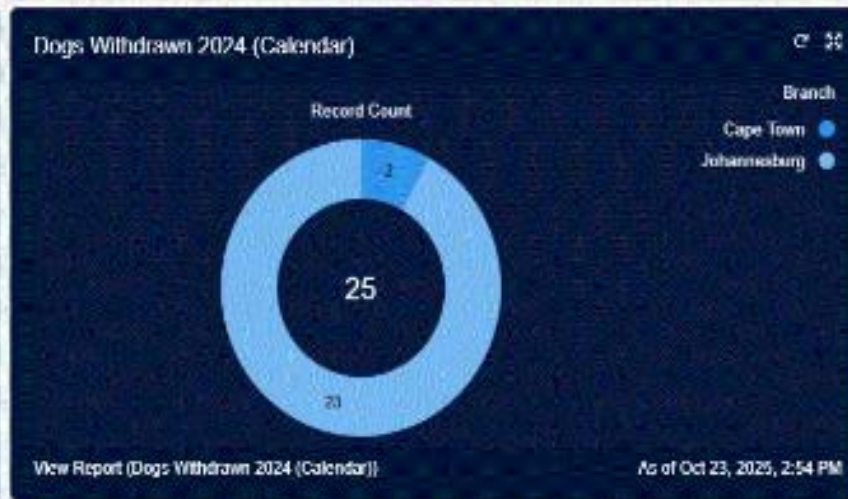
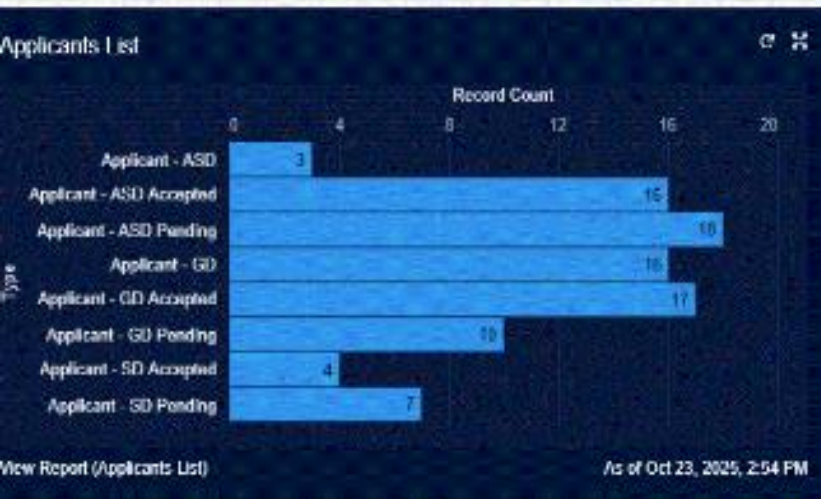
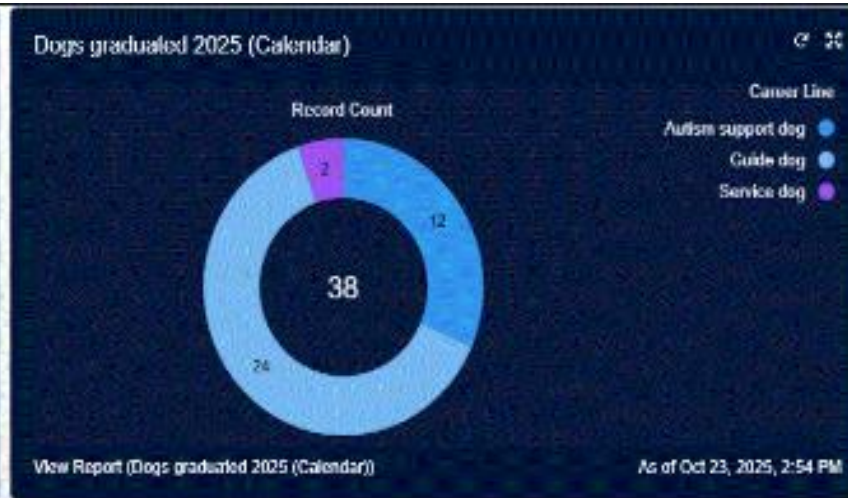
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Trans-Disciplinary Research: Public Law



Data Architecture Analysis: Department of Software Engineering





Real Time GPS Satellite Tracking System



Important Engagements and Outcomes



- **Department of Public Law:** Annual Lectures on Accessibility for Assistance Dogs and Mobility of People with Disabilities through the use of the White Cane, Orientation and Mobility and Human-Guiding;
- **Department of Public Law:** Annual Campus Disability Walk;
- **Department of Architecture:** Annual Lectures on: “When Access and Freedom Collide”;
- **Disability Unit:** Annual Orientation and Mobility Training of Registered Students with Visual Impairment;
- Exposure engagements with student residencies and other student activations;
- Further collaborations under consideration with the Faculty of Health Sciences, the Centre for the Study of Visual Impairment and the Faculty of Education: Department Educational Psychology and the Faculty of Humanities.



Annual Disability Walk



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Understanding Visual Impairment

Being registered as Blind does not mean that a person is 100% hence it is referred to as visual impairment.





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Understanding Visual Impairment

Here are some examples of vision impairment:



Normal Vision:





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Blurred Vision:



The most common problem: Some people's vision is so blurred that it is impossible to distinguish features or text without some kind of support.



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Colour Perception:

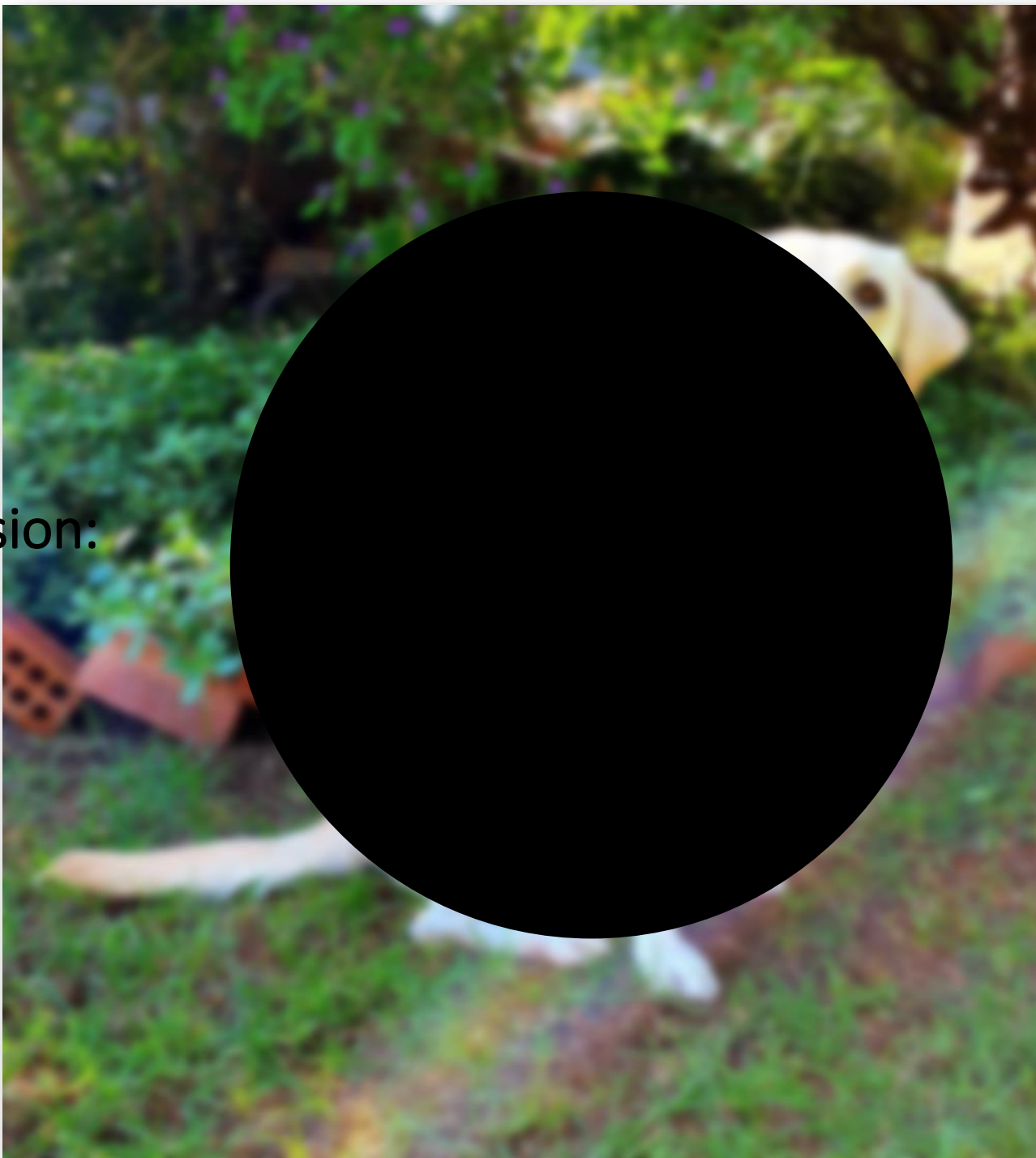


Another common problem is colour perception: It is impossible to distinguish features or identify finer details, such as the logo on the jacket.



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Peripheral Vision:

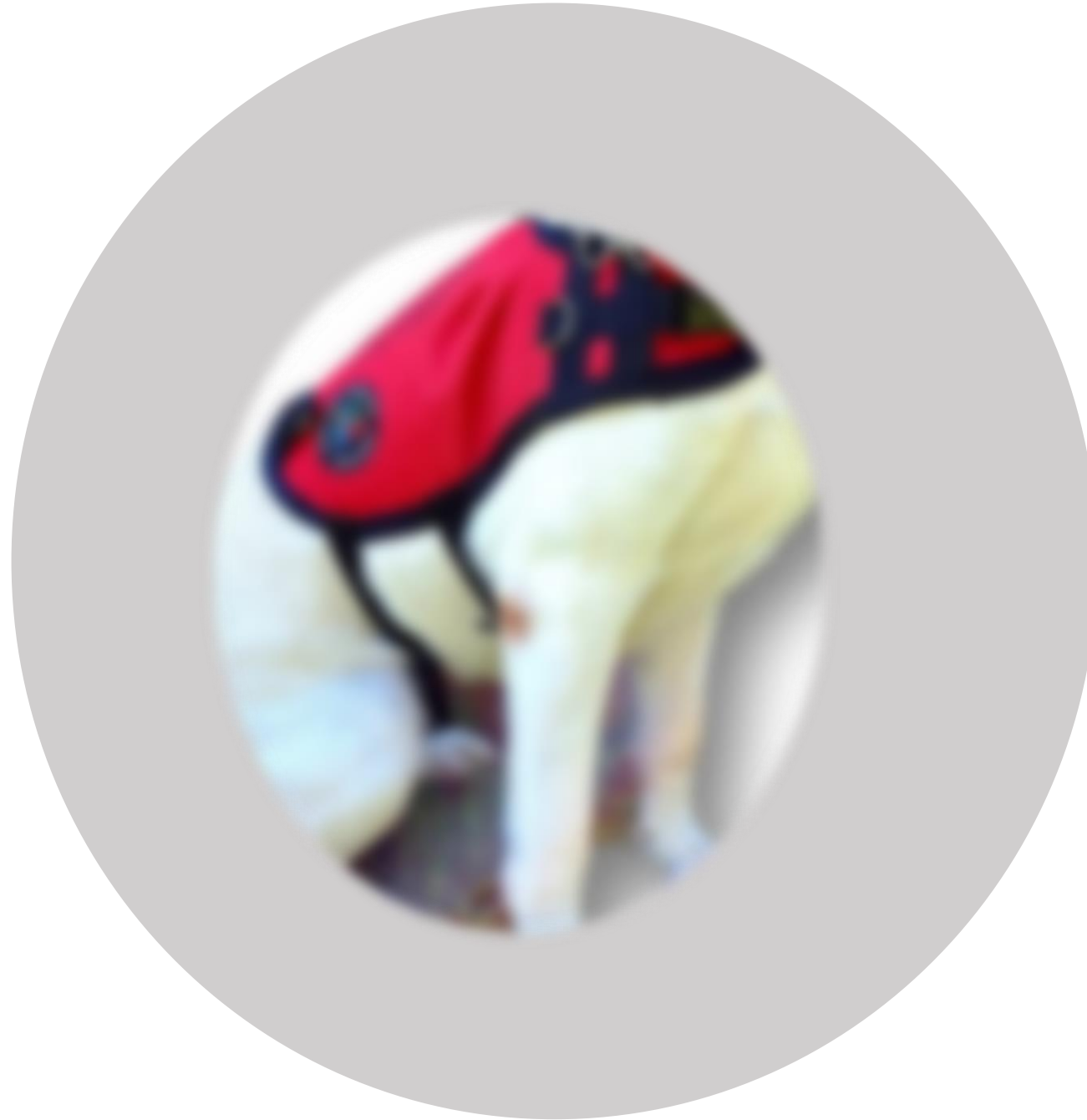


In this example, with Peripheral Vision, you can see that the central vision is affected but that there is sight of the periphery. In this case, one will often find that the affected person will have to tilt their heads or move around to see clearly.



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Tunnel Vision:



Here you can see that the central vision is relatively unaffected but that the peripheral vision is poor. This type of vision can often make people nauseous, in a similar way as motion sickness, and it can make them bump into objects.

Sight Enhanced

MEET UNIQUITY:

The Best UX ever designed

Olfactory Excellence

Ergonomic Design

Carries largest responsibility in the world



There are 4 Types of Assistance Dogs



Guide Dogs

For the visually impaired, identified wearing a leather harness with a metal handle



Service Dogs

For people with physical disabilities, identified wearing a red jacket with reflective strips and the SA Guide-Dogs logo.



Autism Support Dogs

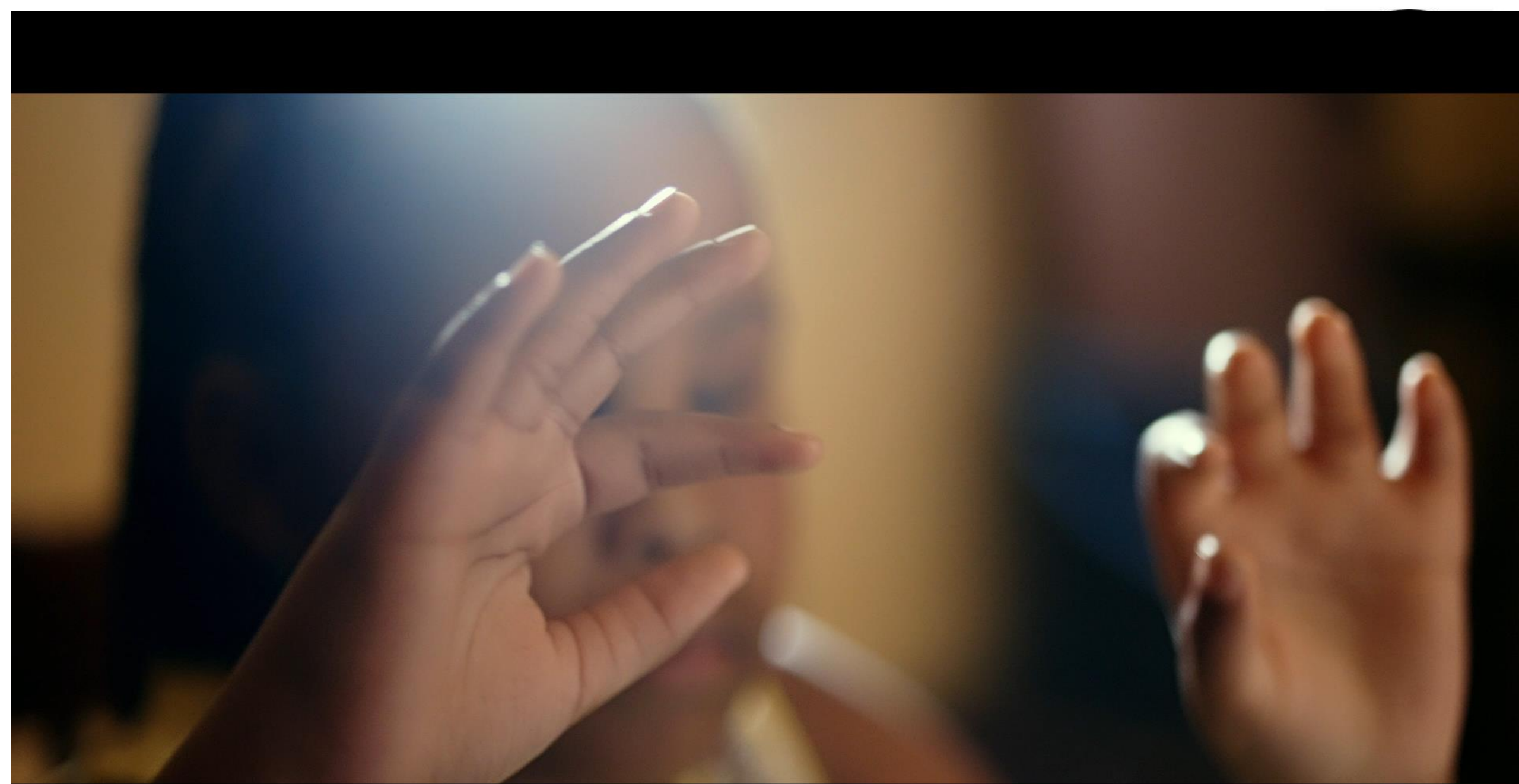
For children with Autism Spectrum Disorder, identified wearing a red jacket with a double harness and the SA Guide-Dogs logo.



Puppies-in-Training

Work with Puppy Raisers to learn socialization skills, identified wearing a blue collar and jacket with the SA Guide-Dogs logo.





SMS **'FREEDOM'** to **42130** to donate R30



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