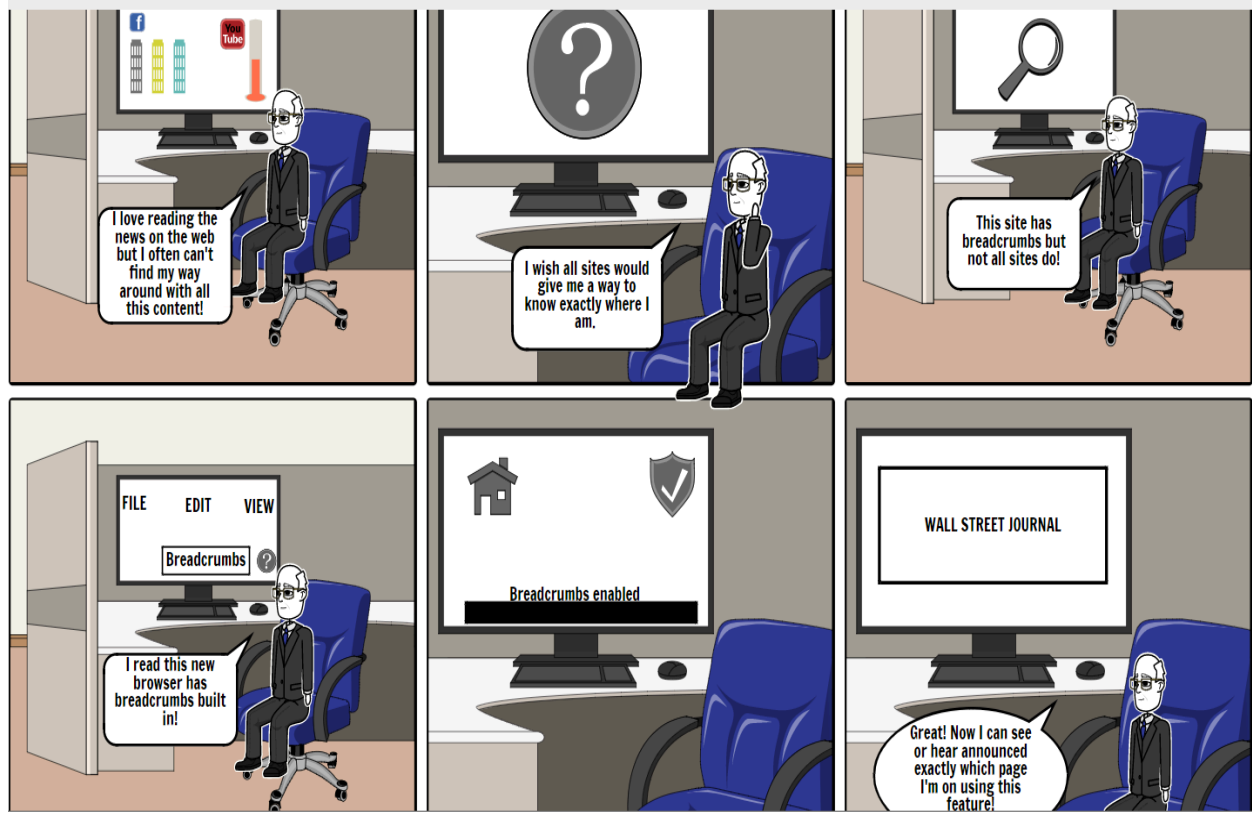


**Title:** Browser-Based Breadcrumbs

**One sentence description:** This solution provides a location service built into the browser that acts similar to design-injected breadcrumbs.

**Storyboard/prototype image(s):**



**Alt-text for storyboard/prototype image** (Please provide a text description for visually impaired participants/users):

**BEFORE**

Panel 1: Older user: "I love reading the news on the web but I often can't find my way around with all this content!"

Panel 2: "I wish all sites would give me a way to know exactly where I am."

Panel 3: "This site has breadcrumbs but not all sites do!"

**AFTER**

Panel 1: Same user: "I read this new browser has breadcrumbs built in!"

Panel 2: Computer monitor shows progress bar and "Breadcrumbs enabled"

Panel 3: Same user: "Great! Now I can see or hear announced exactly which page I'm on using this feature!"

**What problem does your idea solve?** Many users complain that they lack an understanding of where they are within a site, despite menus. Many sites employ a text string known as breadcrumbs that offer links to the higher levels of content, like a trail of crumbs to follow. But many sites do not, and therefore some users remain at a loss, especially in large sites.

**Explain your idea (what is it? How does it work?):** This feature gives users persistent access to their location within a website architecture, even if the site markup does not display breadcrumbs. It is activated in the browser with a menu command or an optional toolbar button. The software feature itself draws from the DOM to display breadcrumbs in the toolbar.

**Who benefits from your idea?** Older users and users suffering from certain cognitive issues experience a loss of grounding on the web, especially on large sites with many sections. As with all accessibility features on the web, persistent breadcrumbs available in the browser can benefit everyone.

**How is your idea unique?** As far as we know, browser-based breadcrumbs are not available in any browser. ARIA-enabled screen reader software may also be able to implement this tool.

**Three observations from testing:**

**One of our group's mother**  
**A neighbor of one of group members**

- 1. This would be so easy to use for someone older and would keep them from getting lost in the internet.**
- 2. The person wouldn't feel so lost when using the web.**
- 3. More people would use a browser with this enabled to enjoy the benefits of not having to depend on someone to help them. It would increase independence and self-esteem.**

**Open questions:**

- 1. How hard would it be for this to happen?** The difficulty in implementing this feature in the browser relies on its technical feasibility, which is unknown to this team.
- 2. What would be the costs?** This feature would require development time to determine if it is technically possible to extract the breadcrumb-style links listing from the DOM for each and any page.

- 3. Could people really benefit?** Certainly. Any wayfinding device for web users aids immensely in their experience on a site.