More Than an App for Accessibility Information:

Bmaps

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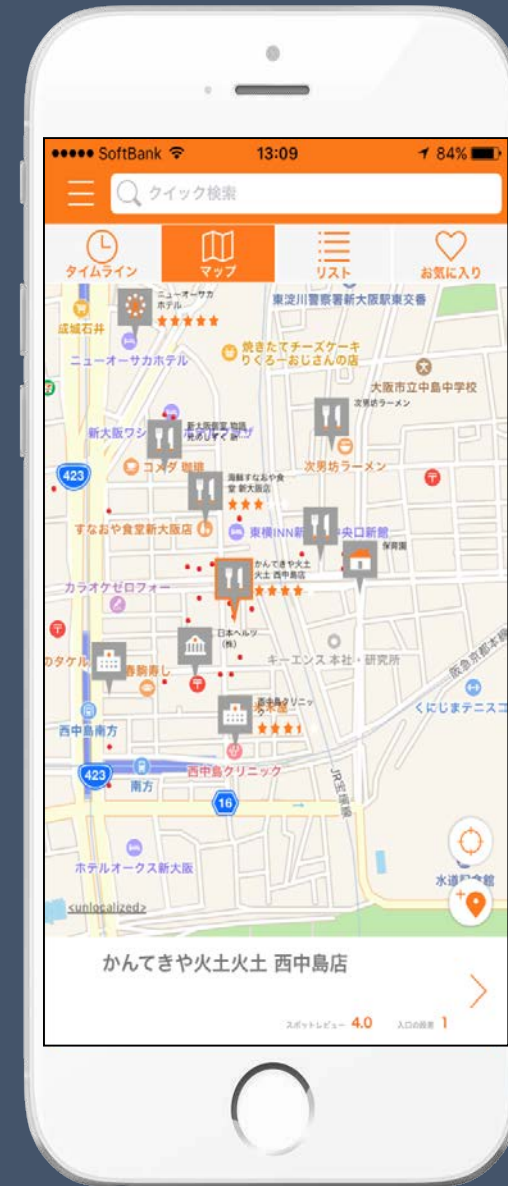**Mirairo Inc.**

Japan

Parallel Session: Orientation Map-Apps

What is Bmaps?

- **App for collecting and sharing accessibility information**
- **Supported by:**
  the Nippon Foundation and
  the CANPAN Center
- **Launched in April 2016**
- **PC, iOS, Android**
- **Japanese, English, Spanish**
- **Google Maps**

What Makes Bmaps Innovative?

Useful for everyone – with or without disability

What Makes Bmaps Fun?

Ranking and competition
features

   - User rankings

   - City competition

   - Team competition

Movement for Accessibility Information Collection and Sharing

Over 5,000 users
Over 70,000 places

Companies and schools involved

Collaboration with central and local governments

Users in Japan, China, Korea, India, Thailand, Vietnam, France, US, UK, Ecuador

Success Factors

User centered

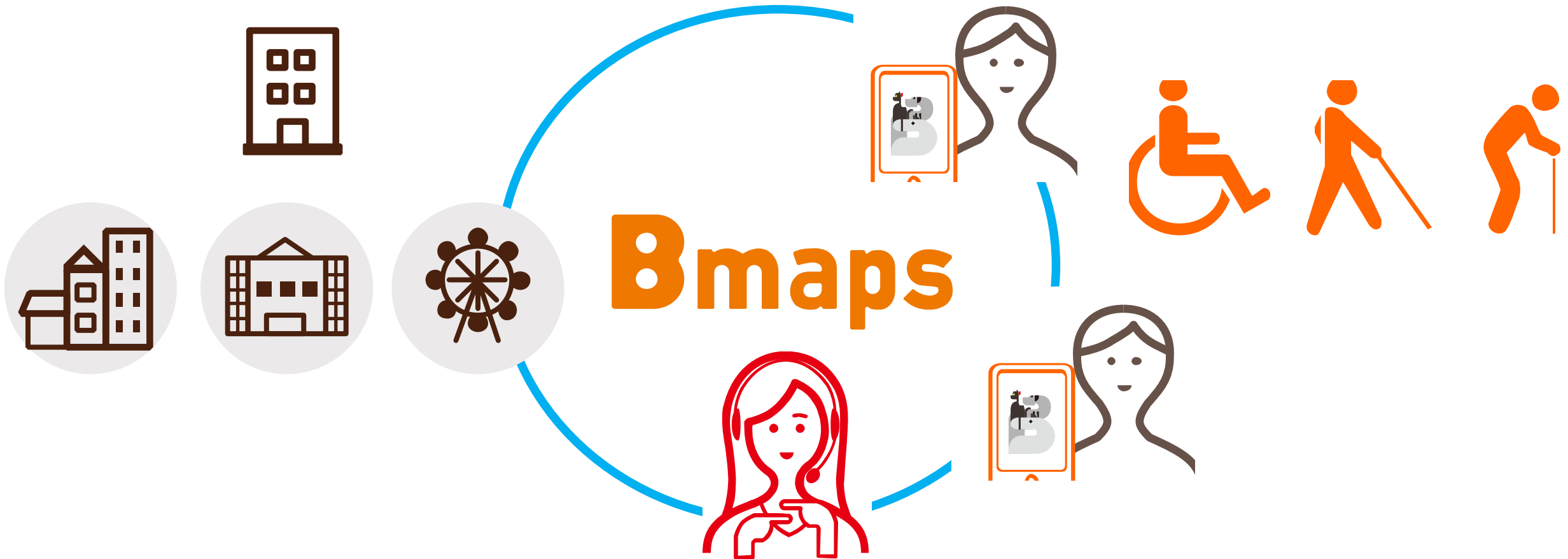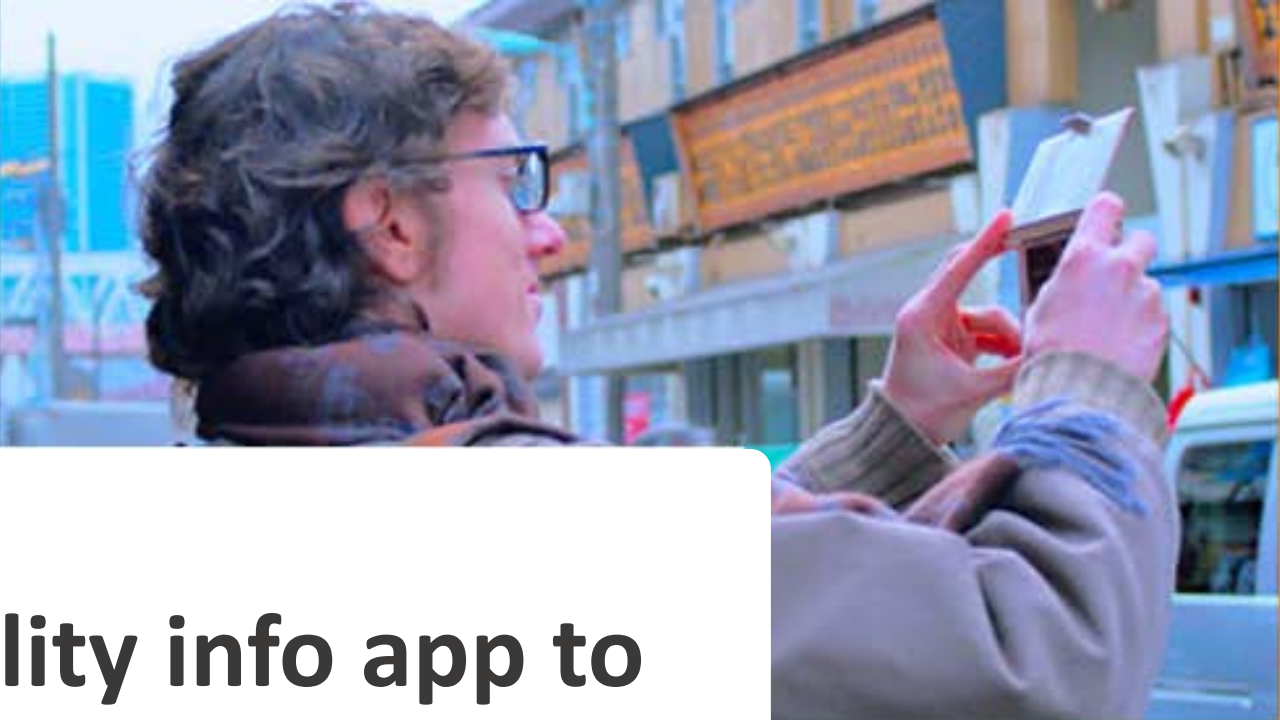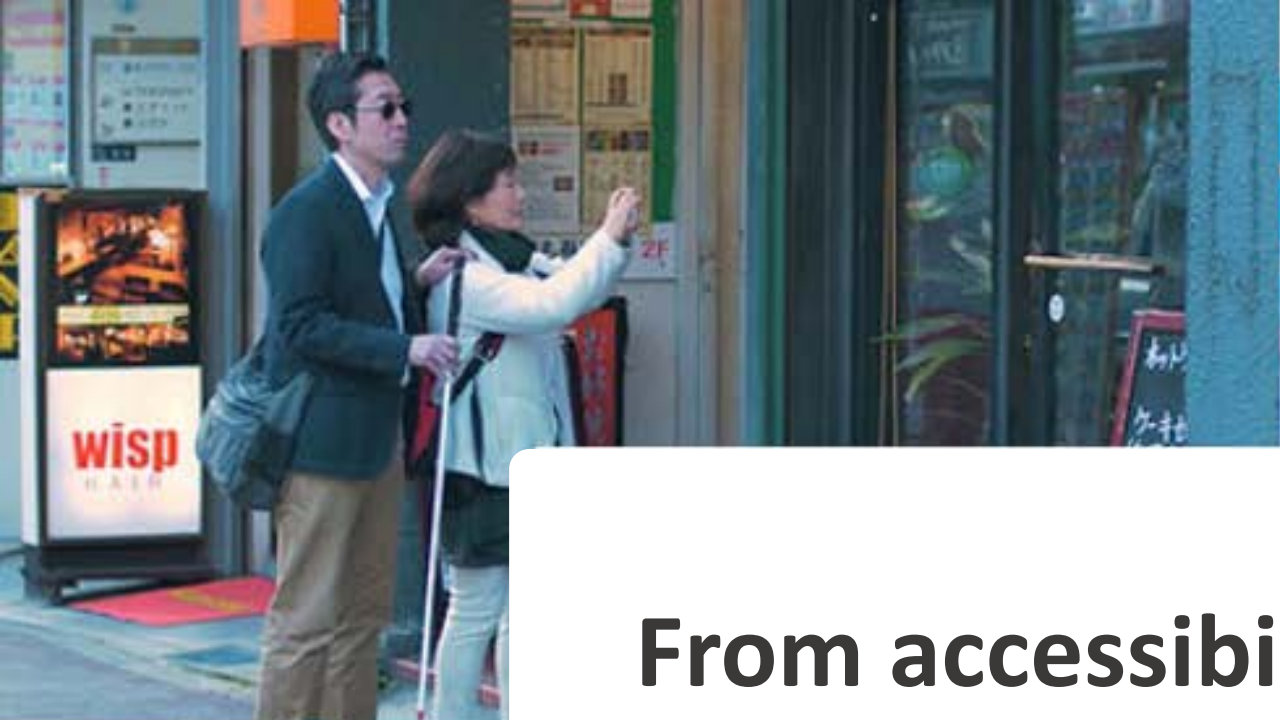**Place review events**

Awareness raising

Issei's Story

"I used to give up entering the shops. Now I can check the accessibility in advance.

I am more eager to invite my friends out now that I can suggest them where to go.

Other users' reviews make me feel encouraged to go out"

Next Steps

Comprehensive concierge services connecting persons with disabilities and businesses

From accessibility info app to one-stop service platform for all