

GenAI in Museums: Hopes, Expectations and Concerns of Visitors with Disabilities.

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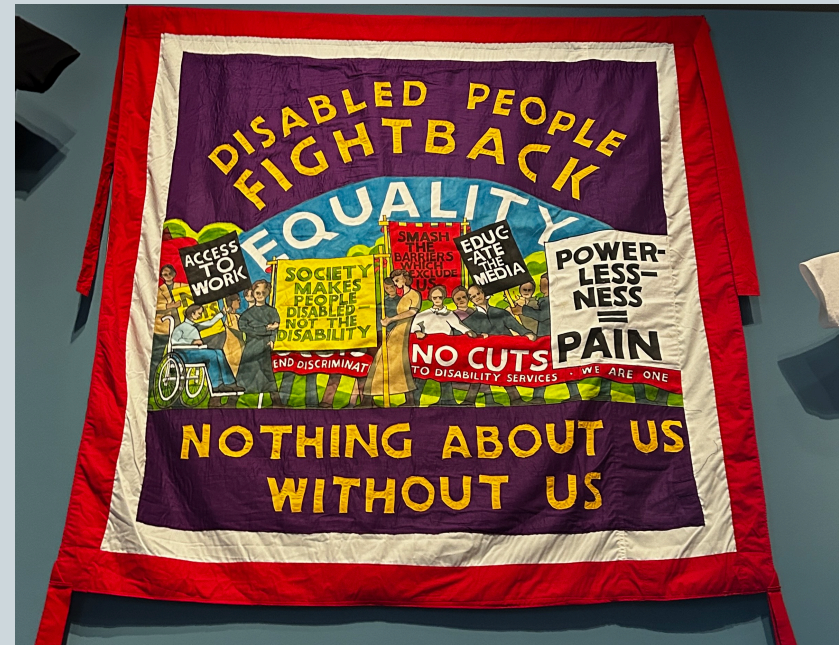
Department of Culture, Media, and Creative Industries

KING'S INSTITUTE FOR ARTIFICIAL INTELLIGENCE



The Problem: 'AI for, not with'

- Rapid rise of AI products in museums
- Expensive, opaque, vendor-driven
- Accessibility as marketing, not method
- Minimal consultation with disabled users



(c) V&A Museum



AI Accessibility Features: A Complete Guide

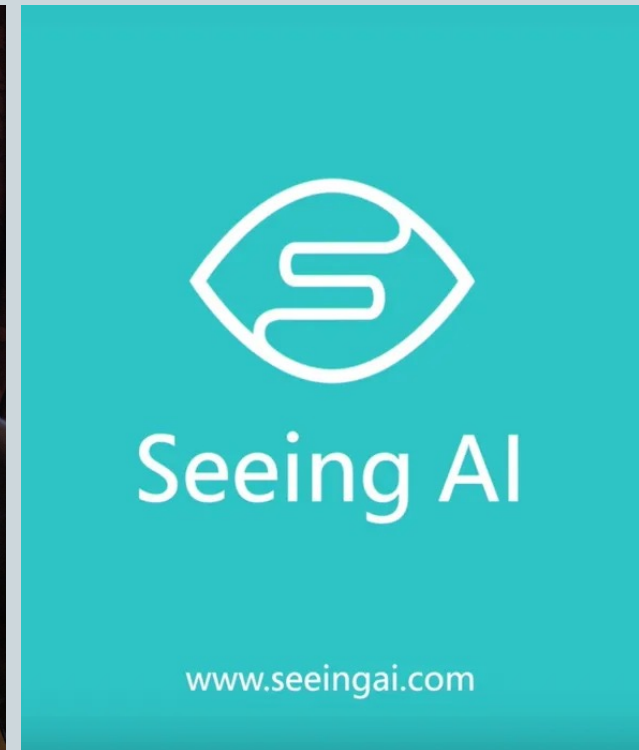
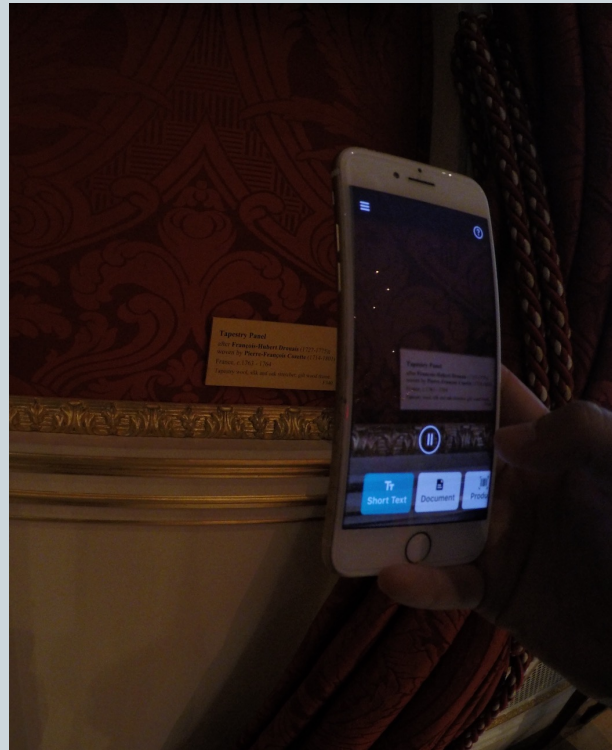
Museumfy AI • July 28, 2025 • 13 min read



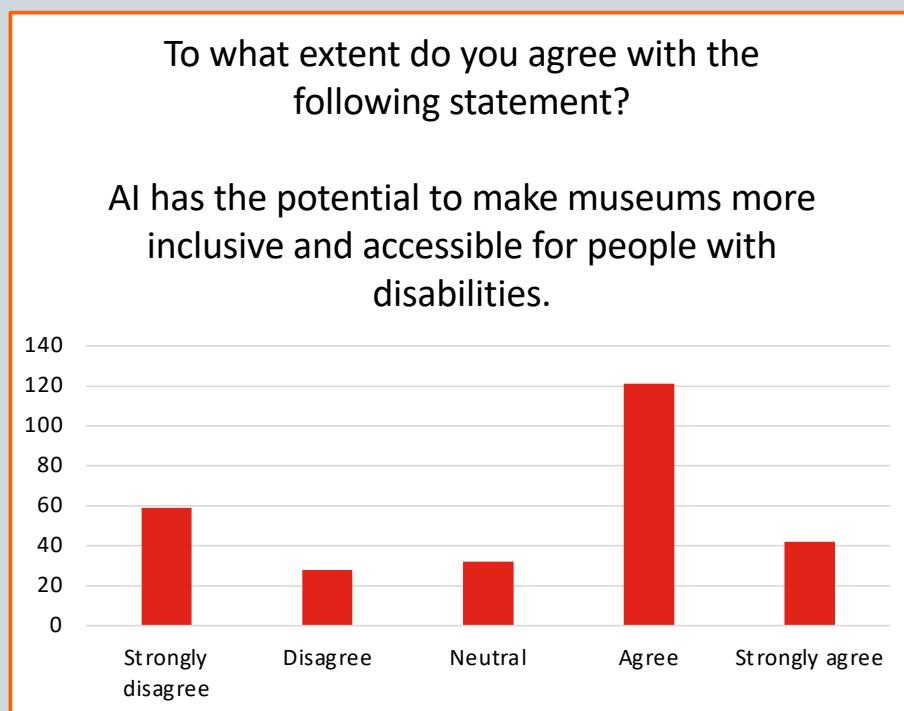
<https://www.museumfy.com/blog/ai-accessibility-features-a-complete-guide>

A Working Model: Microsoft Seeing AI

- Launched 2017
- Free mobile app for people with vision impairments
- Text recognition, product ID, scene description
- Design shaped by lived experience of disability



Research Findings: What Disabled Audiences Say

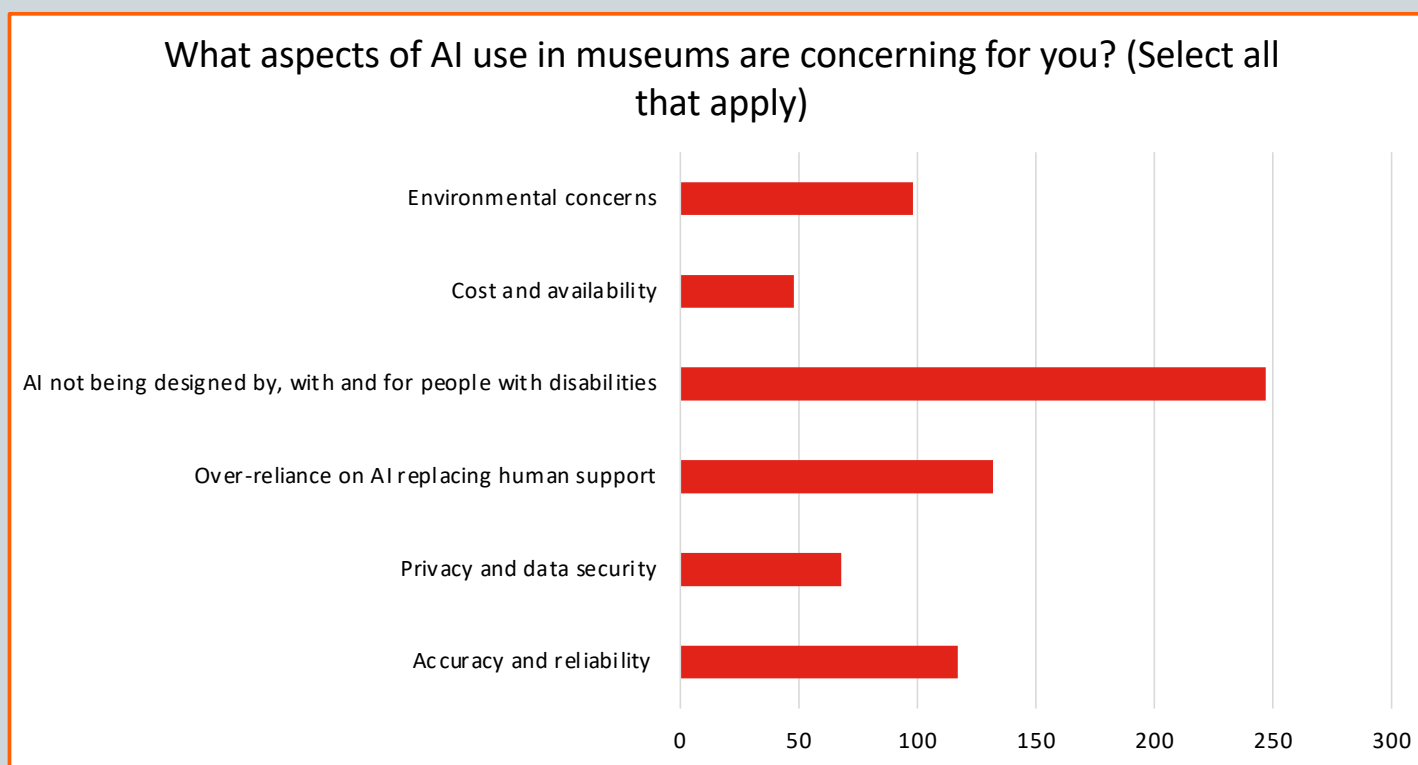


250 + respondents who identify as disabled
60 % + optimistic about AI use for access

Key hopes:

- ♦ Easier navigation
- ♦ Personalised content
- ♦ Better access to interpretation
- ♦ Sensory-friendly modes
- ♦ Text adaptations
- ♦ Instant translation

Research Findings: What Disabled Audiences Say



The way forward: disability innovation & disability gain



- Co-design with disabled people as innovators
- Demand transparency from vendors
- Build in-house capacity to assess tools
- Shift from “assistive” to “transformative” design
- Disability Gain: difference drives innovation
- Slow AI approach: knowing when to stop

Thank you!



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