

Clari-Fi

Clari-Fi uses blurring to simulate the challenges of viewing small icons, images and text on mobile screens

[Ideas to Reality: Clari-Fi](#) from [Cambridge Enterprise](#) on [Vimeo](#).

Clari-Fi helps to evaluate the visual clarity (i.e. perceptibility) of icons, images and text that are intended to be viewed on a mobile device. Clari-Fi speeds up the process of designing these graphical features, because it enables the visual clarity of these features to be evaluated on a large screen device, and uses blurring to simulate the challenges of viewing these features on a mobile device.

The level of blurring that's applied by Clari-Fi is calibrated to survey data that was gathered using a handheld test card, so the design team can be confident that if their graphical features appear 'easy to see' in the blurred version of the image, then the vast majority of their users will find these features 'easy to see' on their mobile devices. Clari-Fi considers people who might have difficulty perceiving graphical features because of visual acuity issues.

The named user on a single user licence can be changed at a cost of £100. If you wish to do so, please contact us at reagents@enterprise.cam.ac.uk.

For more information, please visit the [Clari-Fi Website](#)

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<https://licensing.enterprise.cam.ac.uk/product/clari-fi>