

the **UX**Prodigy |



Getting Accessibility Right from Day One

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Digital and Web Accessibility

**A Matter of Organizational
Maturity**

Current Situation

What are you doing in terms of digital accessibility?

“We are doing nothing.”

1.

“Oh, yes. We will check it out soon ...” (next months, next year...)

2.

“We’ve got it!”
“We use an accessibility plugin” (accessibility overlay) (...and we don’t do anything else)

3.

“We are running some audits” (with automated tools) and a) “no problems were found” and b) “there are some issues and we are trying to fix them”

4.

“We started to partner with accessibility experts, and we are in the process of audits and remediation”.

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Problems We've Seen So Far...

Culture and mentality

Lack of knowledge and skills

No ownership

Ad-hoc efforts and silos & accessibility arrives late in the process

Problems with procurement

1.

2.

3.

4.

5.

Suggestions to move forward **as a company**

Suggestions to move
forward as a company

**Appoint an
Accessibility Lead
or Champion.**

Suggestions to move
forward as a company

**Start smart and
small. Go for
"quick wins".**

Suggestions to move
forward as a company

**Don't forget:
Accessibility
is a team sport.**

Suggestions to move
forward as a company

**Train the people
who create digital
content.**

Suggestions to move
forward as a company

Shift left.

Less Effort. Better

Quality. Less Cost.

Suggestions to move
forward as a company

**Do not forget
procurement.**

Key Takeaways

**Accessibility is
not a "project"**

01

**Accessibility is
a continuous
improvement
process**

02

**Accessibility is
beneficial to
ALL USERS**

03

How to Design Usable and Accessible User Experiences

Accessibility makes things possible



**Accessibility is
a fundamental
human right**





Our **responsibility** is to understand how it fits into our workflows.

**"Well, blind keyboard users
have trouble with the website
because of their disability."**

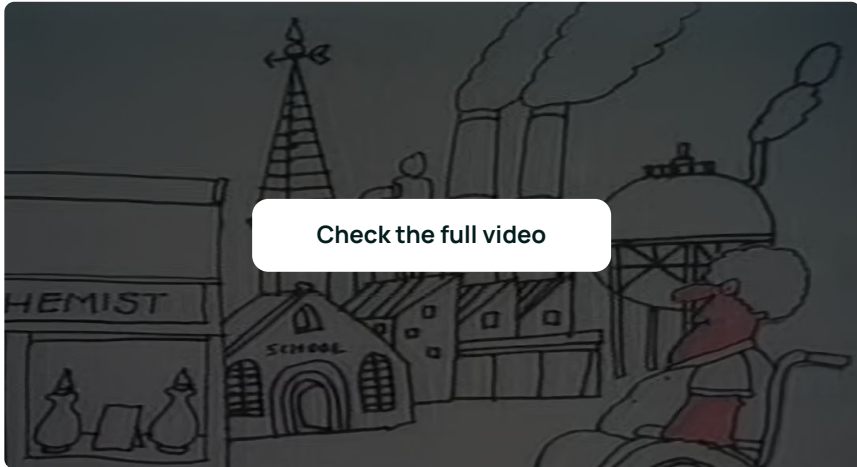
**"Why don't they just
call someone to help them
do the thing"**

A person is shown from the side, using a laptop. The laptop has a Braille keyboard. The person's hand is on the keyboard. The background is dark and out of focus.

The design **doesn't allow**
them to do the things they
want.

Video Example

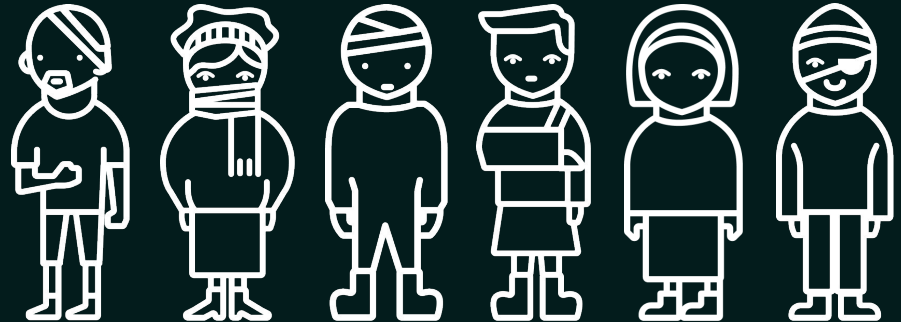
Social Model of Disability (Youtube)



**Accessibility problems
are the result of **biased**
design decisions.**



Disabilities are not
binary, but **a spectrum.**



Vision Spectrum

Illustrations by Microsoft

Permanent



Blind

Temporary



Eye Infection

Situational



Bright Lights

Motor Spectrum

Illustrations by Microsoft

Permanent



One arm

Temporary



Arm Injury

Situational



New Parent

Auditory Spectrum

Illustrations by Microsoft

Permanent



Deaf

Temporary



Ear Infection

Situational



Bartender

Speech Spectrum

Illustrations by Microsoft

Permanent



Non-verbal

Temporary



Throat Infection

Situational



Speaking a new language

Travel Adaptation for Vision

Example by Booking.com

Permanent



Blind

Temporary



Eye Infection

Situational



Bright Lights

Travel



Distracted
Driver

Travel Adaptation for Motor

Example by Booking.com

Permanent



One Arm

Temporary



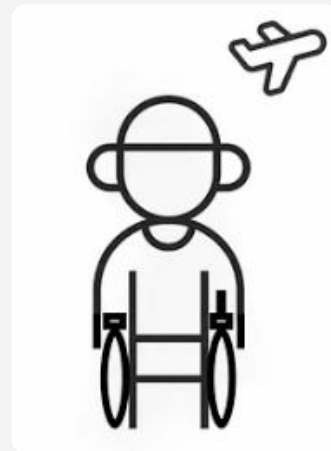
Broken Arm

Situational



New Parent

Travel



Inaccessible
Flights

Travel Adaptation for Auditory

Example by Booking.com

Permanent



Deaf

Temporary



Ear Infection

Situational



Bartender

Travel



Noisy Train
Station

Travel Adaptation for Speech

Example by Booking.com

Permanent



Non-verbal

Temporary



Throat Infection

Situational



Speaking a new
language

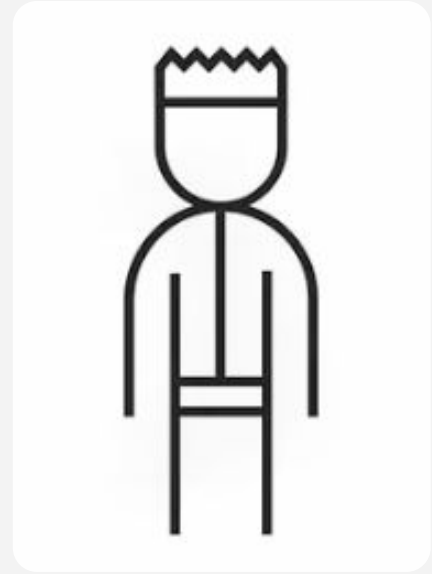
Travel



New country,
different language

Let's practice!

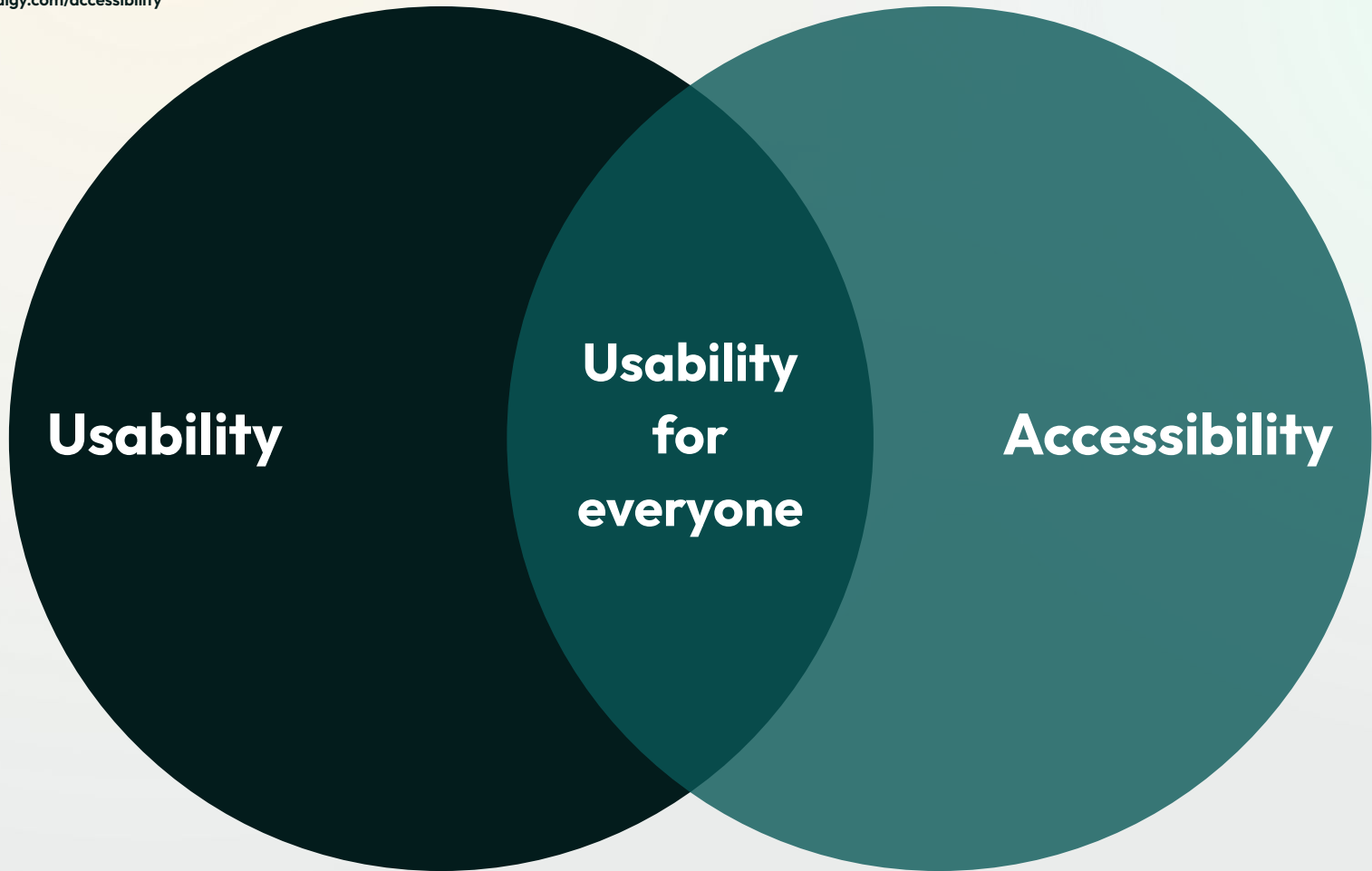
What situational disabilities are you experiencing right now?



?

How **Accessibility** Relates with **Usability**

"the extent to which a product can be used by **[specified users]** to achieve specified goals effectively, efficiently and with satisfaction in a **[specified context of use]**"



Usability

**Usability
for
everyone**

Accessibility

Perceivable

Operable

Understandable

Robust

Perceivable

Operable

Understandable

Robust

Perceivable

Operable

Understandable

Robust

Perceivable

Operable


Understandable

Robust

Rethinking "Affordances"

Affordances shape interactions between users and objects





Make the purpose and functions
of your designs **obvious to all** of
your users, not just to people with
disabilities.

Accessible Patterns

Provide Clear and Descriptive Labeling

Avoid icon-only buttons

01

Avoid ambiguous link text ("click here")

02

Avoid labels that depend on visual context (must be associated with their controls)

03

Structure Predictable and Consistent Patterns

Consistent navigation structures

01

Standard form patterns

02

Predictable state changes

03

Don't Rely on Visual-Only Information

Use semantic elements according to their meaning

01

Visual heading styles should match heading levels (<h1> through <h6>)

02

Use Landmarks to designate parts of the layout (<header>, <nav>, <main>, <footer>, etc.)

03

Key Takeaways

Having equal access to the web is a human right and we are responsible.

01

Think disabilities on a spectrum rather than a binary thing.

02

Perception capabilities vary from one person to the next.

03

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**Let's make the digital
world more usable and
accessible for everyone!**



theuxprodigy.com/accessibility

**Find us on
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Anastasis Vourliotakis

UX Researcher | Accessibility Specialist