

What is Accessibility?

Universal Design

Inclusive User Experience

What happens when UX is not accessible?

“Give up, hit back, try the next Google Result”

-Anonymous User, WebAIM Screen Reader Strategy Survey, 2016

Use cases: Displays

- Desktop Display
- Responsive / Mobile Device
- Screen readers
- Braille displays
- Other Audio Interfaces
- Hybrid Screen Reader / Visual

Use cases: Input devices

- Mouse and Keyboard
- Touch
- Keyboard-only
- Switches
- Head and Eye Tracking
- Sip-and-Puff

For the broadest support, UX should be agnostic to user interface

- All context should be available in a non-visual format
- All interactive elements should be built according to standards, to ensure that semantics are clear to all users

Case Study: Responsive Design

- The problem: device display size, pixel depth, and input varied between devices
- The solution: Rather than build separate sites for desktop and mobile, build once to support all cases

How is context interpreted without visuals?

How can we ensure that context is available to all displays and interfaces?

- HTML Standards
- Apple Human Interface Guidelines
- Android Developer Design Guidelines

More benefits to broader support

- Search Engine Optimization
- Reader Mode and Syndication
- Print

Auditing Accessibility

- Screen reader testing
- Automated testing with dedicated test frameworks
- Building accessibility testing into existing test cases

Resources

- [Google's A11Ycasts on YouTube](#)
- [WebAIM](#)
- [WAI: The Web Accessibility Initiative](#)