

Living Personas: A Hands-On Accessibility Experience



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**WEBSITE
ACCESSIBILITY**

The background image is an aerial view of a city street intersection. A large red circle is centered over the intersection, containing the text 'WEBSITE ACCESSIBILITY' in white, bold, sans-serif font. The street scene includes a yellow taxi with the number '333-3333', a white sedan, a black SUV, and a person in a wheelchair on a bicycle. A sign on the sidewalk reads 'America's best network. Can your network say that? Better matters. verizon.' and another sign says 'MISSION'. The street has white and yellow crosswalk markings and a traffic light.

P.O.U.R.

<https://www.w3.org/WAI/WCAG20/quickref>



PERCEIVABLE

Ask yourself: Is there anything on our website that a blind, deaf, low vision, or color blind user would not be able to perceive?



OPERABLE

Ask yourself: Can users control interactive elements of our website?
Does our website make completing tasks easy?



UNDERSTANDABLE

Ask yourself: Is all of the text on our website clearly written? Are all of the interactions easy to understand?



ROBUST

Ask yourself: Does our website only support the newest browsers or operating systems? Is our website developed with best practices?



A vibrant amusement park street scene. On the left is a colorful building with orange and teal sections and decorative scrollwork. A white van is partially visible on the far left. On the right is a long, grey metal storage unit with a chain lock. In the background, there are various rides, including a Ferris wheel and a colorful pinwheel. A large red circle is overlaid in the center, containing the text 'USER PERSONAS' in white, bold, sans-serif font. The lower legs and feet of two people walking away from the camera are visible at the bottom of the frame.

USER PERSONAS



Isaiah Smith

Occupation: Eighth Grader

Culture: Deaf

Goal: Watch an online video





Demo Time!

How do you resolve this?

- Make sure that any videos you have on your website are captioned properly.
- Hand-captioning is best, but automatic captioning is better than nothing at all.
- Transcripts and captions are different, both are important.



Farrah Ali

Occupation: SysAdmin

Disability: Loss of Dexterity

Goal: Using a site with a keyboard





Demo Time!

How do you resolve this?

- Plan out heading and page structure — make sure it makes sense to readers using a mouse, keyboard, and touchscreen devices.
- Place important actions at the top or bottom of the page.
- Use skip links and don't forget your focus indicators!





Melissa Taylor

Occupation: Business Owner

Disability: Dyslexia

Goal: Taking an online class





Demo Time!

How do you resolve this?

- Use an inclusive font in relative units.
- Make sure to add enough margins, padding, and line spacing to your text.
- Break text into small, readable units or use bullet points and numbers.



Edward Moss

Occupation: Web Developer

Disability: Blind

Goal: Chat on Twitter





Demo Time!



abdul ✓
@Advil

Follow



HE HAS MY VOTE #electionday

1:11 PM - 8 Nov 2016





abdul ✓

@Advil

Follow



HE HAS MY VOTE #electionday



1:11 PM - 8 Nov 2016



How do you resolve this?

- Turn “Compose image descriptions” on in your Twitter account: **<https://twitter.com/settings/accessibility>**
- Follow @PleaseCaption on Twitter and they will yell at you when you mess up (because you will).
- Add context text to image posts on Facebook too.





*The power of the Web is in its
universality. Access by everyone
regardless of disability is an
essential aspect.*

Tim Berners-Lee

THANK YOU!

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