Living Personas: A Hands-On Accessibility Experience





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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?









Isaiah Smith

Occupation: Eighth Grader

Culture: Deaf

Goal: Watch an online video





- 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







- 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





- 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











HE HAS MY VOTE #electionday









HE HAS MY VOTE #electionday

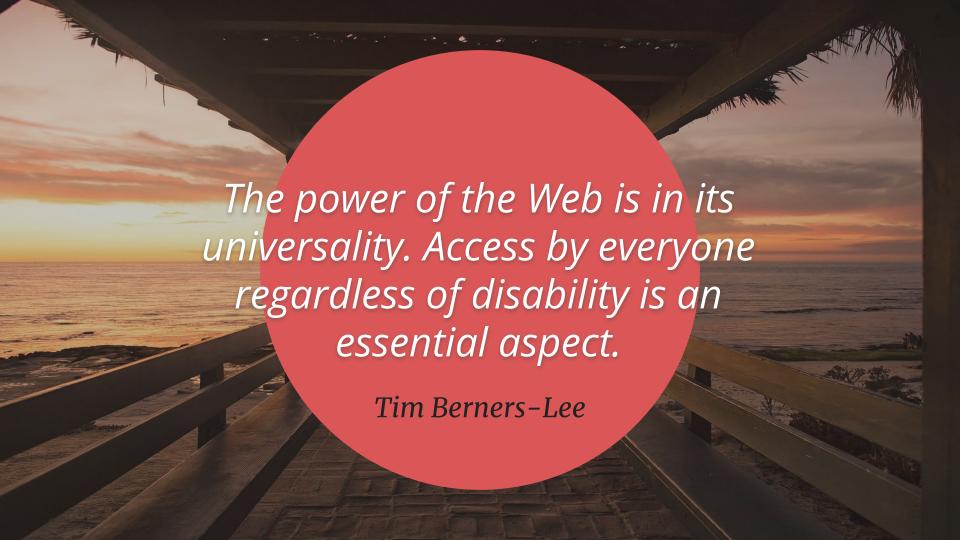




- Turn "Compose image descriptions" on in your Twitter account: https://twitter.com/settings/accessibility
- Follow @PleaseCaption on Twitter and they will yell at you when you mess up (because you will).
- Add context text to image posts on Facebook too.







THANK YOU!

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