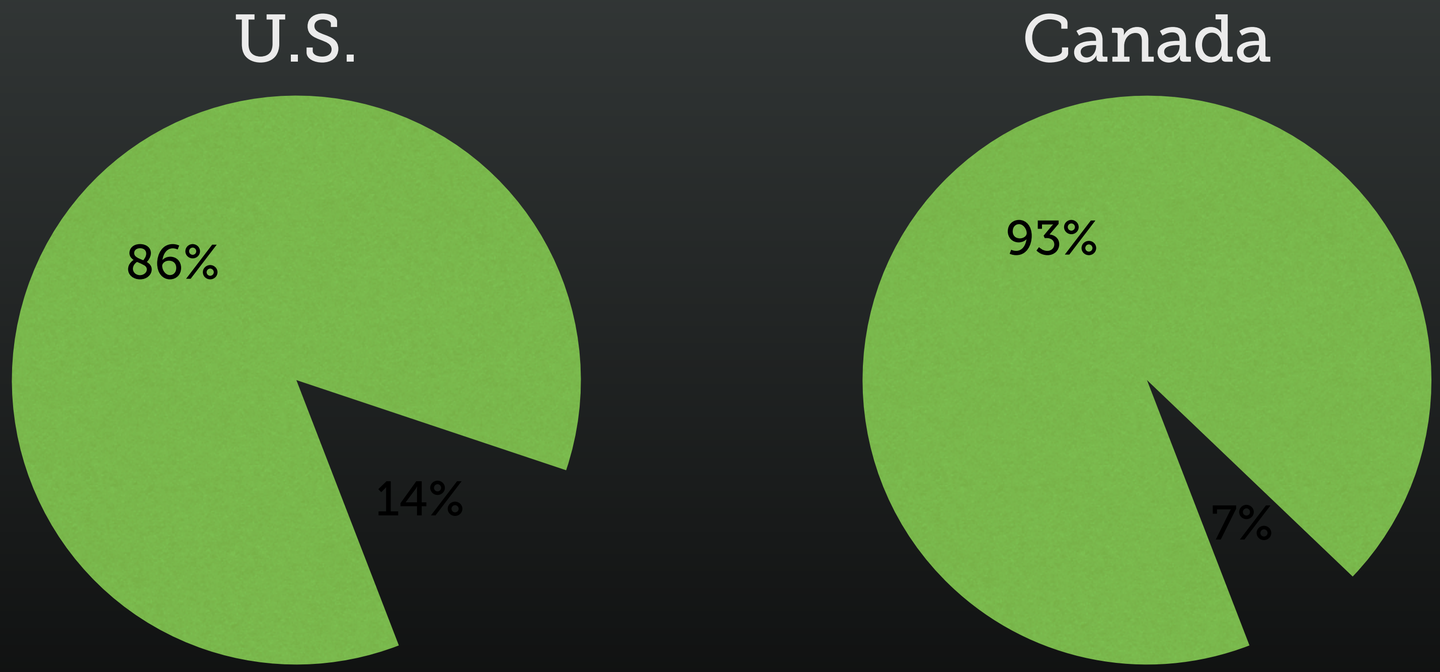
The Web is for Everyone

Aaron Gustafson
@AaronGustafson
slideshare.net/AaronGustafson

We Are Surrounded By Technology

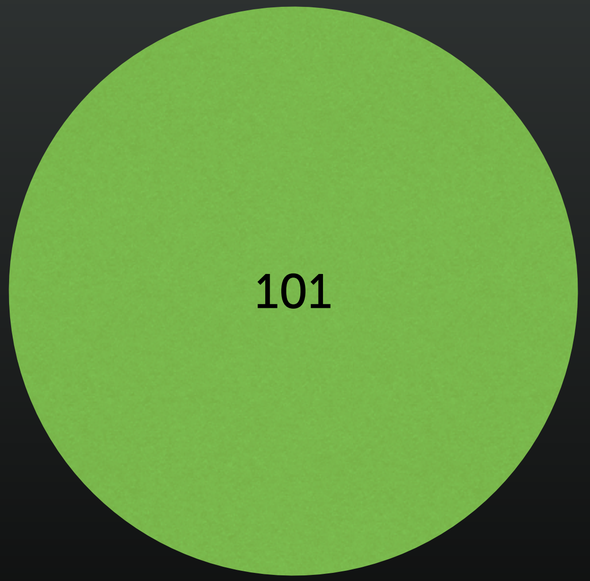
INTERNET USAGE



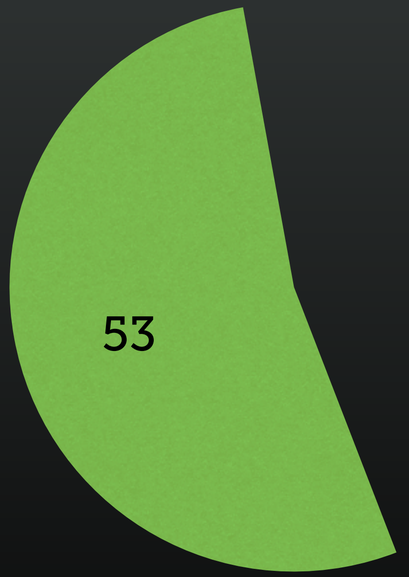
Source: Internet Live Stats

MOBILE CONNECTIONS / 100 PEOPLE

U.S.



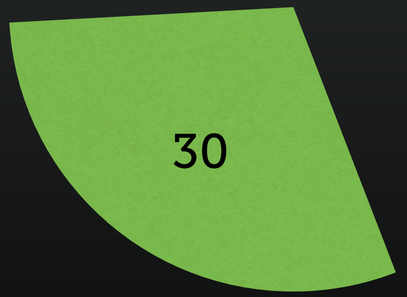
Canada



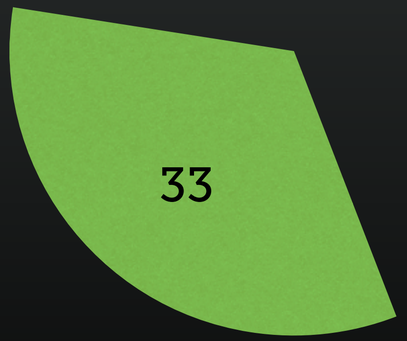
Source: OECD

WIRED CONNECTIONS / 100 PEOPLE

U.S.

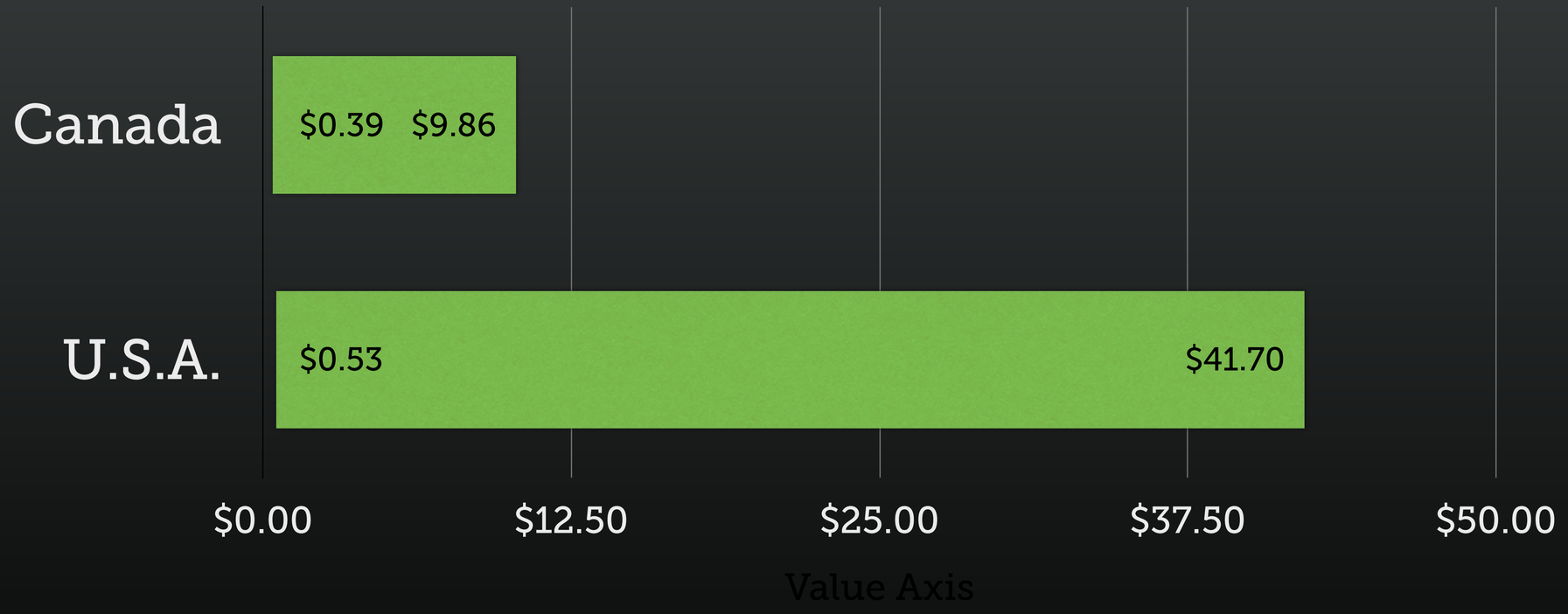


Canada



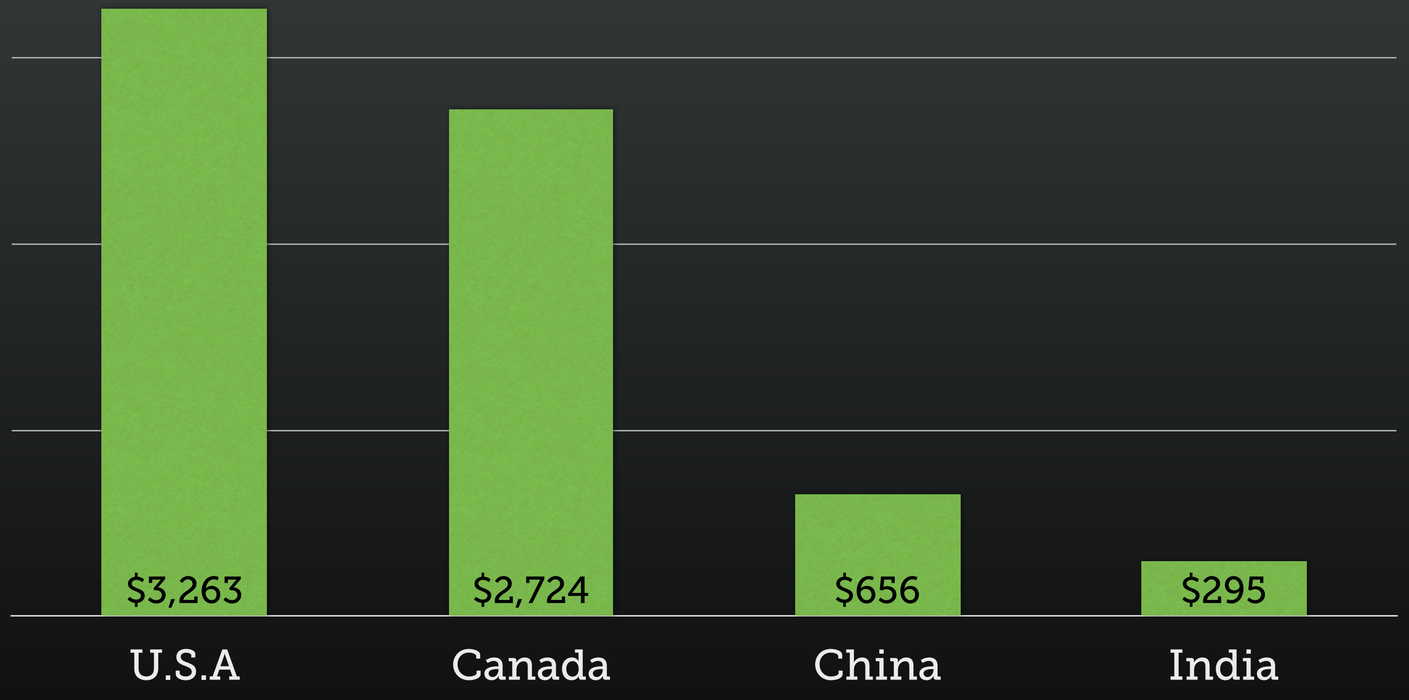
Source: OECD

COST PER MEGABIT PER MONTH



Source: OECD

AVERAGE MONTHLY INCOME



Source: Wikipedia

Galaxy S5

5.1” (1920 × 1080)

2GB RAM

16GB Memory

16MP camera

2.5GHz Quad core

Android 4.4

$799

5150

SI-System Information, Advanced Edition, (C) Copr 1987, 1988, Peter Norton
Computer Name: IBM/PC
Operating System: DOS 3.00
Built-in BIOS dated: Wednesday, October 27, 1982
Main Processor: Intel 8088 Serial Ports: 1
Co-Processor: None Parallel Ports: 2
Video Display Adapter: Monochrome (MDA)
Current Video Mode: Text, 80 x 25 Monochrome
Available Disk Drives: A: B: - C:
DOS reports 640 K-bytes of memory:
48 K-bytes used by DOS and resident programs
592 K-bytes available for application programs
A search for active memory finds:
640 K-bytes main memory (at hex 0000-0A00)
32 K-bytes display memory (at hex B000-B800)
ROM-BIOS Extensions are found at hex paragraphs: C000
Computing Index (CI), relative to IBM/XT: 1.0
Disk Index (DI), relative to IBM/XT: Not computed. No drive specified
Performance Index (PI), relative to IBM/XT: Not computed
C:\>
IBM
IBM
IBM

Galaxy S5

5.1” (1920 × 1080)

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16MP Camera

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Android 4.4

$799

Galaxy S5

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16GB Storage

16MP Camera

2.5GHz Quad-core

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$799

Cloud FX

3.5″ (480 × 320)

128MB RAM

256MB Storage

2MP Camera

1GHz Single-core

Firefox OS 1.3

$35

Galaxy S5

5.1” (1920 x 1080)

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Android 4.4

$799

Dash JR K

3.5" (480 x 320)

256 MB RAM

512MB Memory

2MP camera

1.3 GHz Dual-core

Android 4.4

$43

"Smartphone sales accounted for nearly 85% of all mobile phone sales"

Source: US Mobile Market Update Q1 2013

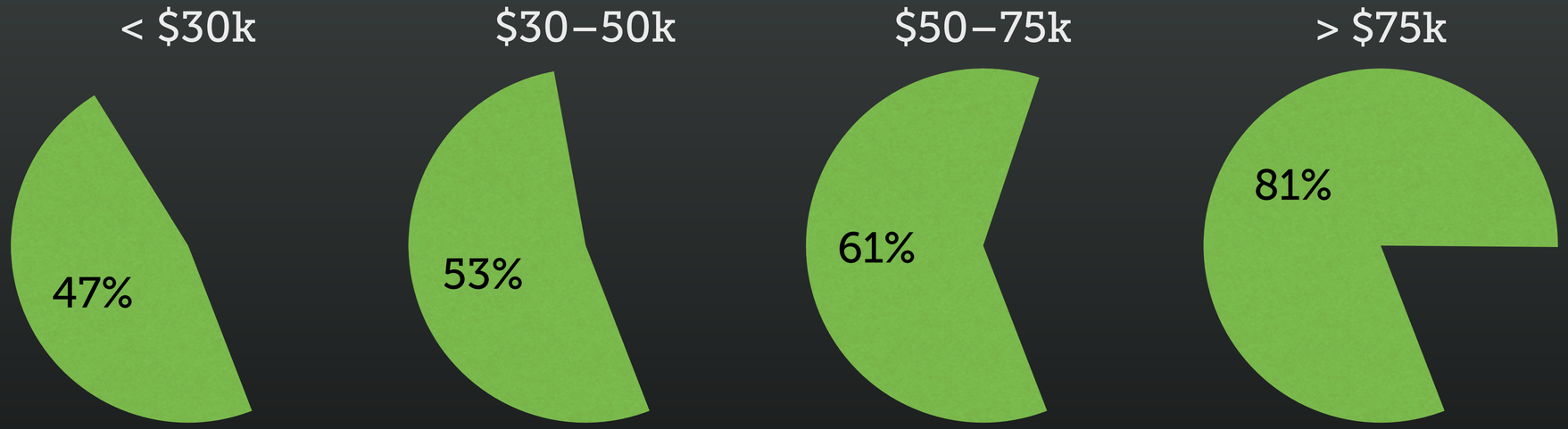
“Smartphones have reached 50% penetration”

Source: US Mobile Market Update Q1 2013

That 50% penetration is concentrated in 30% of households

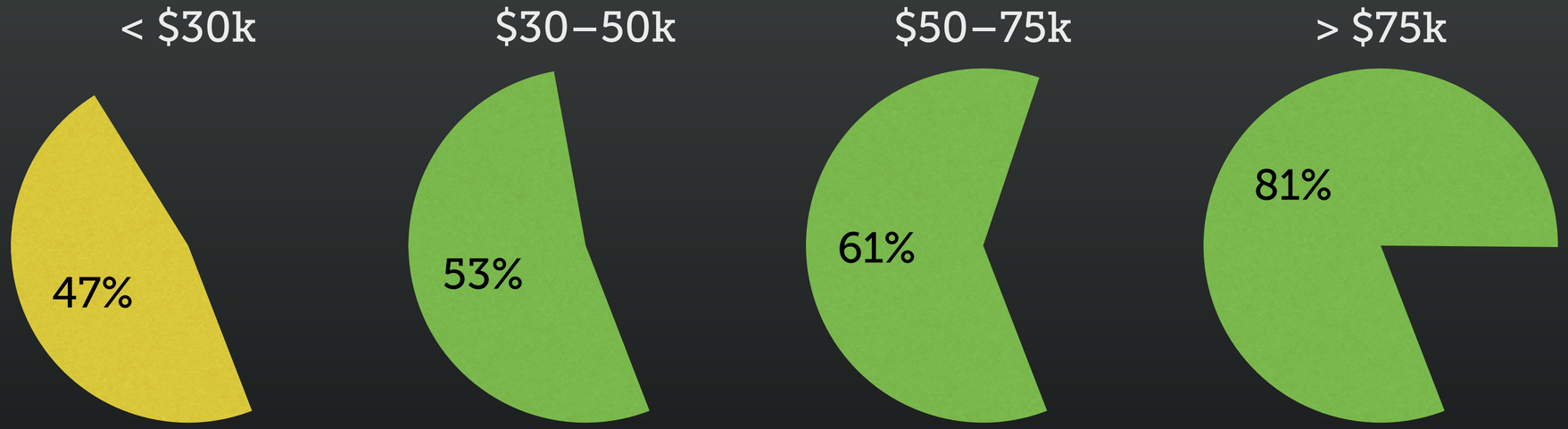
Source: US Mobile Market Update Q1 2013

SMARTPHONE PENETRATION BY INCOME IN THE U.S.



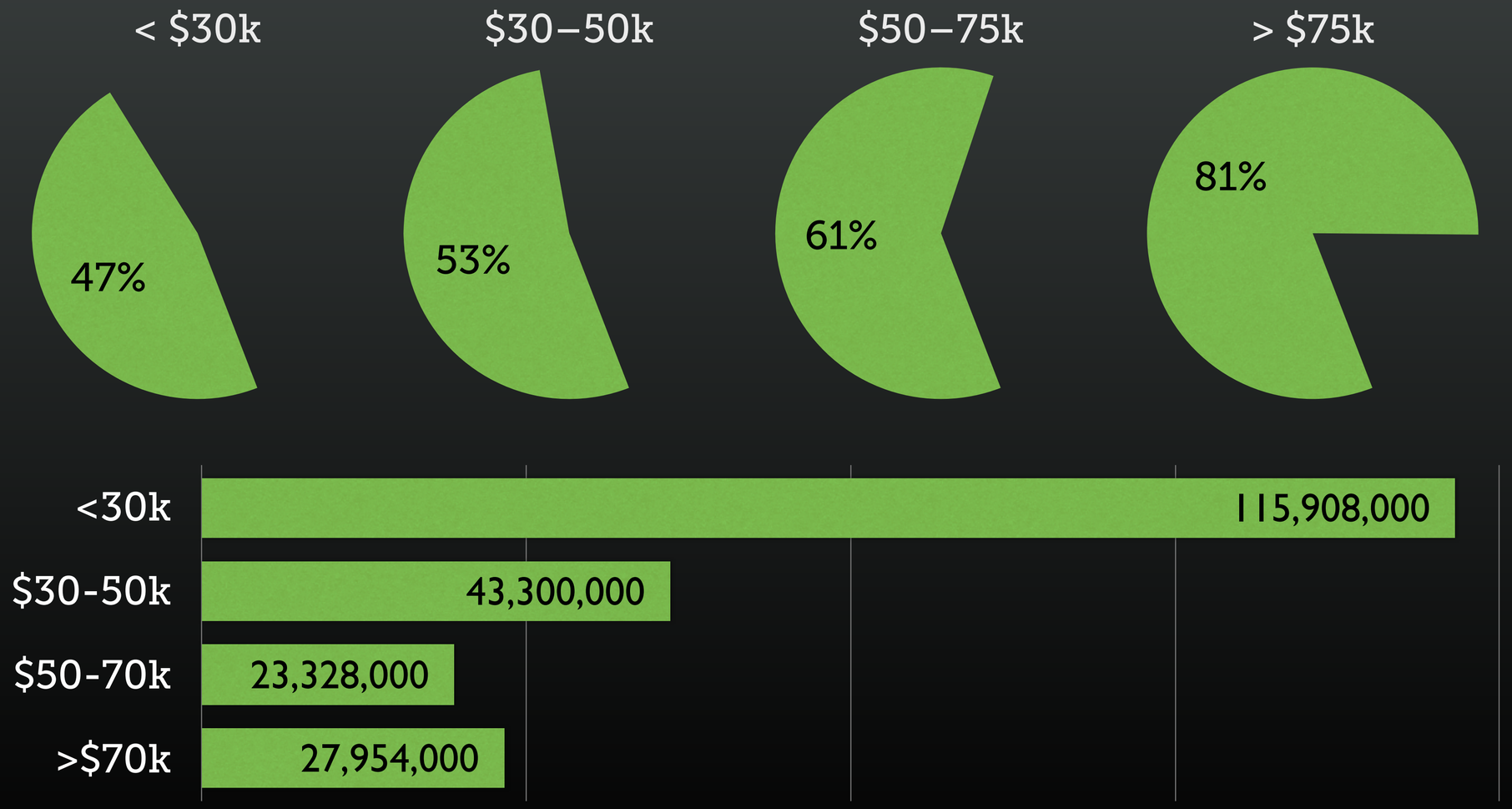
Source: Pew Research Center

SMARTPHONE PENETRATION BY INCOME IN THE U.S.



Source: Pew Research Center

SMARTPHONE PENETRATION BY INCOME IN THE U.S.



Source: 2010 US Census

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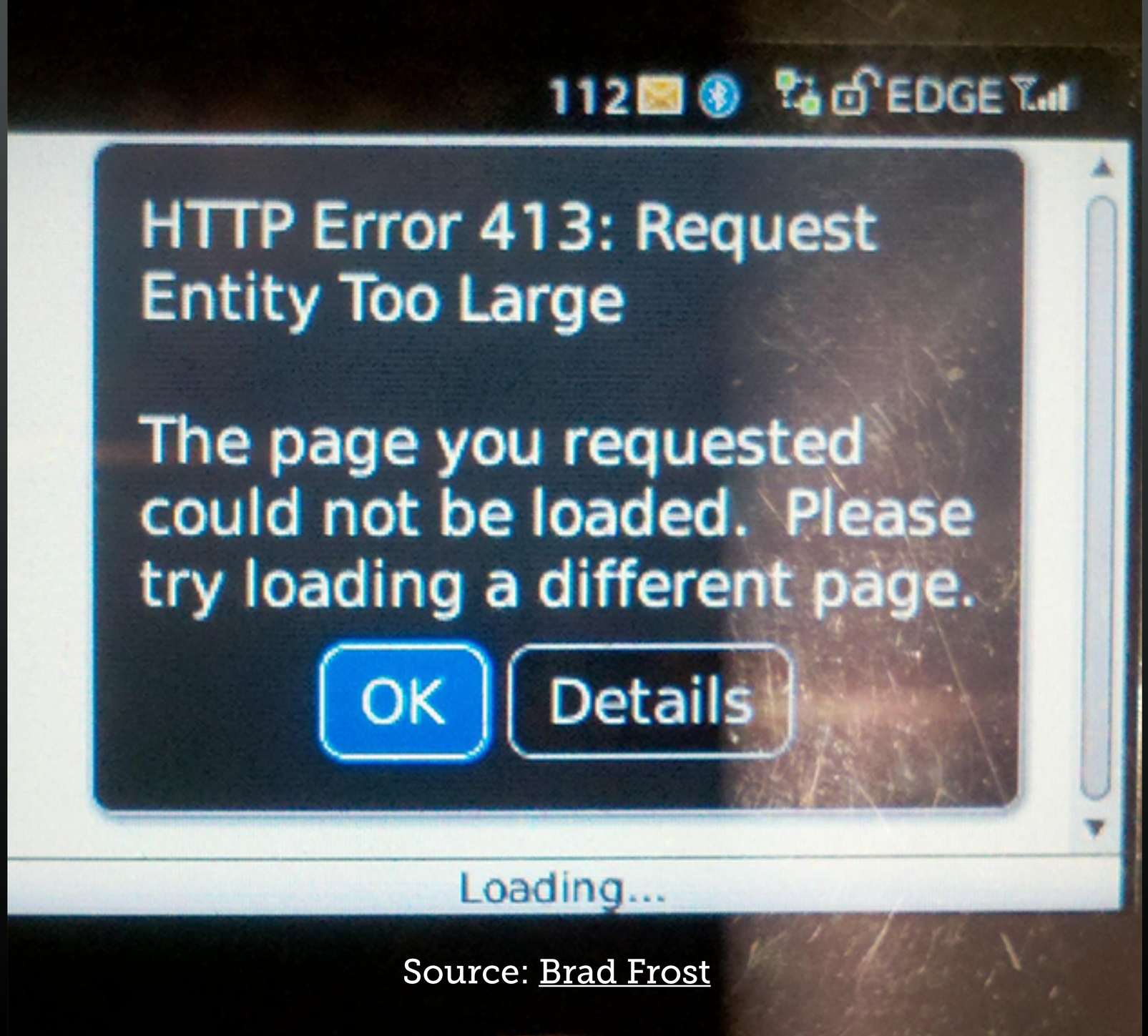


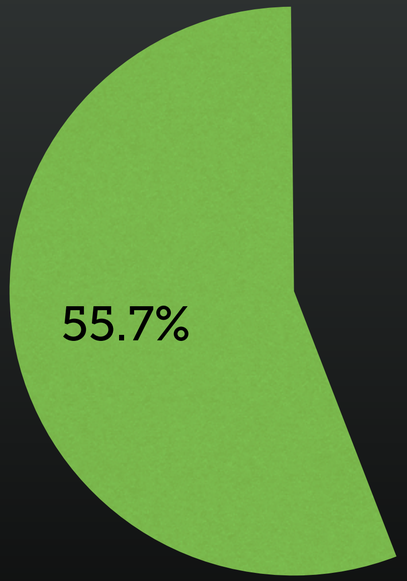
Source: Brad Frost

ENGLISH IN USE

Speakers

Source: Wikipedia

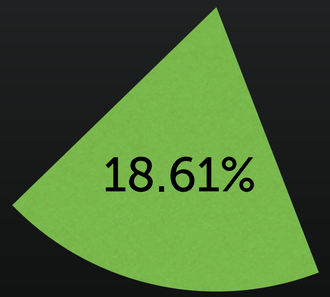
Web Pages



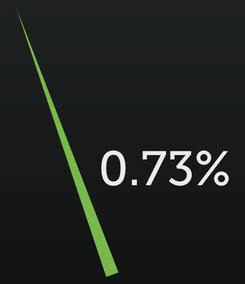
Source: Wikipedia

ENGLISH SPEAKERS

India



China



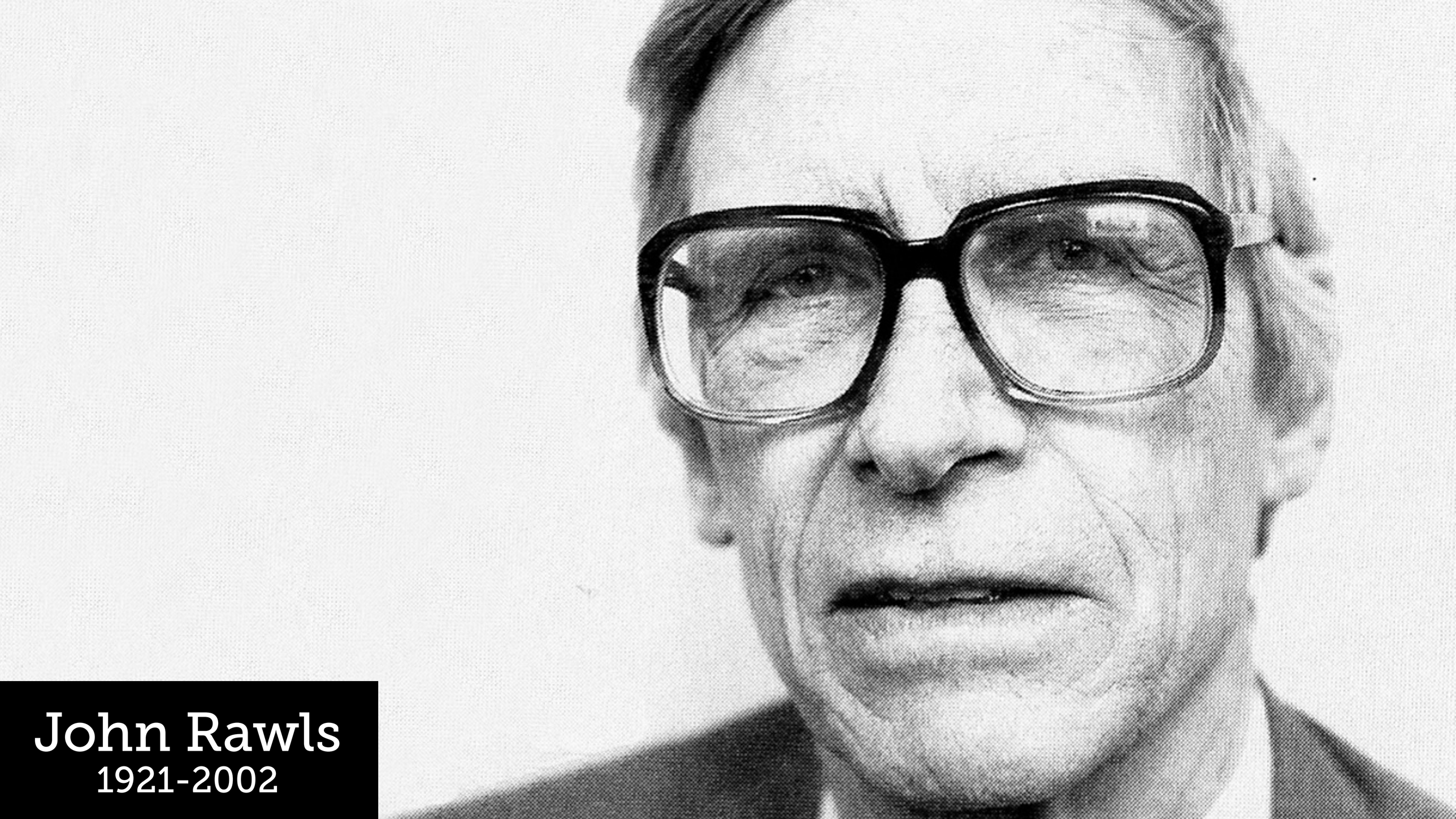
Source: Wikipedia

We Are UX Professionals

Experience is a continuum

We provide tremendous business value

We need to
bring everyone
into the fold.



John Rawls
1921-2002

We all have “special needs”

We are invaluable

III

We Are the Future

Accessibility creates opportunity

Sky's internet service mistakenly blocks web-critical plugin

Sky blocked jQuery, a plugin crucial to the operation of many of the internet's biggest websites, after wrongly classifying it as malware on Sunday night

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Alex Hern

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theguardian.com, Tuesday 28 January 2014 07.51 EST

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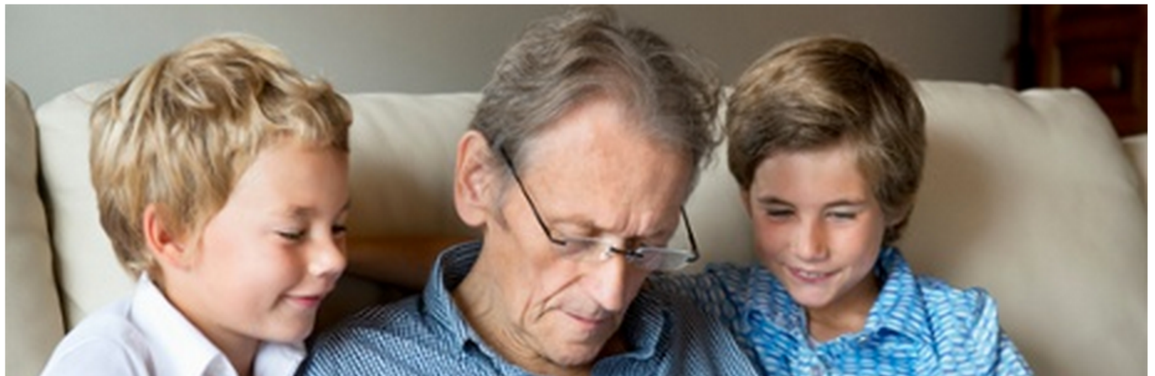

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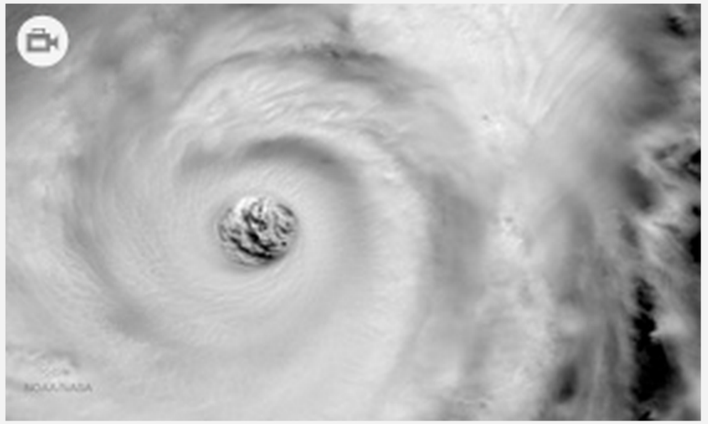


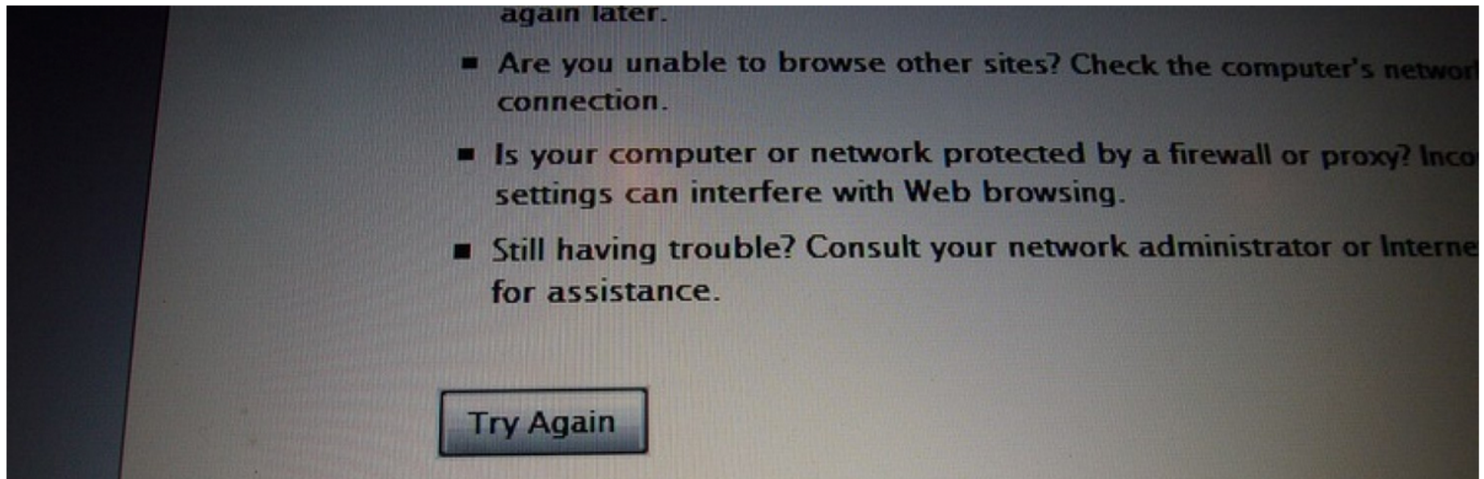
Japan's Typhoon Vongfong seen from International Space Station - video
Nasa footage shows the powerful eye of Typhoon Vongfong as it makes its way towards Okinawa, Japan

Ukrainian Darth Vader makes election run
Who knew Star Wars villain Darth Vader was in fact a Ukrainian Cossack at heart?

The Switch

FCC to Marriott: No, you can't force your customers onto terrible hotel WiFi

By Brian Fung October 3 Follow @b_fung



Advertisement

IV

We Are Agents of Change

Accessibility
is not about
disabilities, it's
about people.

THIS IS FOR EVERYONE

Thank you!

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easy designs