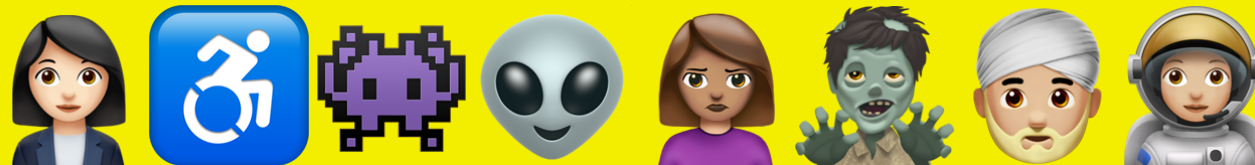


Unmeasurable Accessibility

The Case for Inclusive design



Hi, I'm Darice

@Darice

- Web Developer
- Expert by experience
- Blogger
- The Hague food places connoisseur
- Tea addict



What most people understand under “Accessibility”

- ARIA for screen-readers
- Keyboard *tabbable*
- Colours with minimum contrast ratio 4.5:1
- @media (prefers-reduced-motion: reduce) {}
- All testable with tools or manually

Visible and non- visible disabilities

Some disabilities look like this



Some look like this



Non visible “disabilities”

- A deaf or hard of hearing person
- A person with autism
- A person with brain damage
- Chronic illness
- Depression

“In our lifetime most of us will have to deal with either long term or short-term illness, broken bones, high stress for long period of times. All kinds of illness or injuries that can make you temporary disabled or disabled for the rest of your life.”

Most people aren't born disabled, but become disabled later in life

- When I was 25 years old, I had a brain haemorrhage
- When I was 26 years old, I lost the rest of my hearing

“I don’t consider myself disabled, rather I’m made disabled by the obstacles created by society. A society build only for the seeing, hearing, talking, walking, healthy, straight, cis male, white people.”

- Me



Deaf and deaf, a few quick facts

Deaf:

Deaf with a capital D means a person who culturally identifies as a deaf person.

- Born deaf
- Sign language is their primary language

deaf:

deaf with lower d is someone who became deaf later in life.

- deaf later in life/Hard of hearing
- Spoken language is their primary language.

Inclusive Design

Inclusive design is a design approach that takes as many individuals; their background, needs, experience and ability into account from day one of the project. Accessibility is a part of inclusive design. We want as much people as possible to be able to use our products.

**Small examples,
big impact**



Señor Torres

🕒 Deliver in 20 - 30 min

Delivery address

[Change](#)

[Redacted address line]

+31 6 [Redacted phone number]

4e verdieping met de lift.

Payment method

☒ Pay with iDEAL

Select your bank

☐ Add a new payment card

☐ Add a PayPal account

Basket

1x Tajadas €3.95

1x Pabellon €7.95

Subtotal €11.90

Delivery fee ⓘ €4.99

Service fee ⓘ €0.20

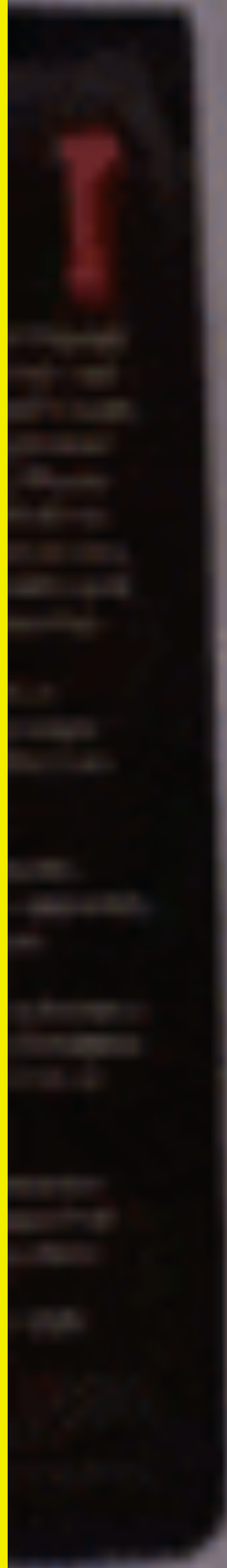
Rider tip €0.00

Total €17.09



Do Not Lean
Against Door

1



EASE WATCH YOUR STEP



No Se Recarguen
Contra La Puerta



LOOK OUT FOR TRAFFIC

Ordering food in lockdown

Thuisbezorgd, UberEats or ordering directly?

UberEats pros:

- Message delivery person
- Accurate tracker
- Most inclusive

<https://www.darice.org/2020/05/07/accessibility-or-morals/>

Wij hebben u een e-mail gestuurd met instructies om uw wachtwoord opnieuw in te stellen. Als u geen e-mail heeft ontvangen, controleer dan eerst of de e-mail in uw spam e-mailbox staat. Is dit niet het geval neem dan contact op met de NS Klantenservice via telefoonnummer 030-751 51 55.



Welkom bij uw NS-account

Inloggen

E-mailadres

Wachtwoord

Inloggen >

[Wachtwoord vergeten](#)

NS-account aanvragen

- ✓ Uw persoonlijke gegevens beheren
- ✓ Geld terugvragen als u niet bent uitgecheckt
- ✓ Vergeten uit te checken melden
- ✓ Uw reisgegevens inzien

[> Account aanvragen](#)

Mijn digitale producten

Mijn abonnementen

Gegevens & instellingen

Persoonlijke gegevens

Betaalmethoden

Gekoppelde apps

Adresboek

Wachtwoord wijzigen

Privacy

Inspiratie voor jou

Aanbevelingen

Nieuwsbrieven

Telefoonnummer *

(vul hier het telefoonnummer in waarop je overdag bereikbaar bent)

Inloggegevens

Het e-mailadres en wachtwoord zijn nodig om toegang te krijgen tot op de hoogte houden van de status van bestellingen.

E-mailadres *

E-mailadres bevestigen *

Huidig wachtwoord *

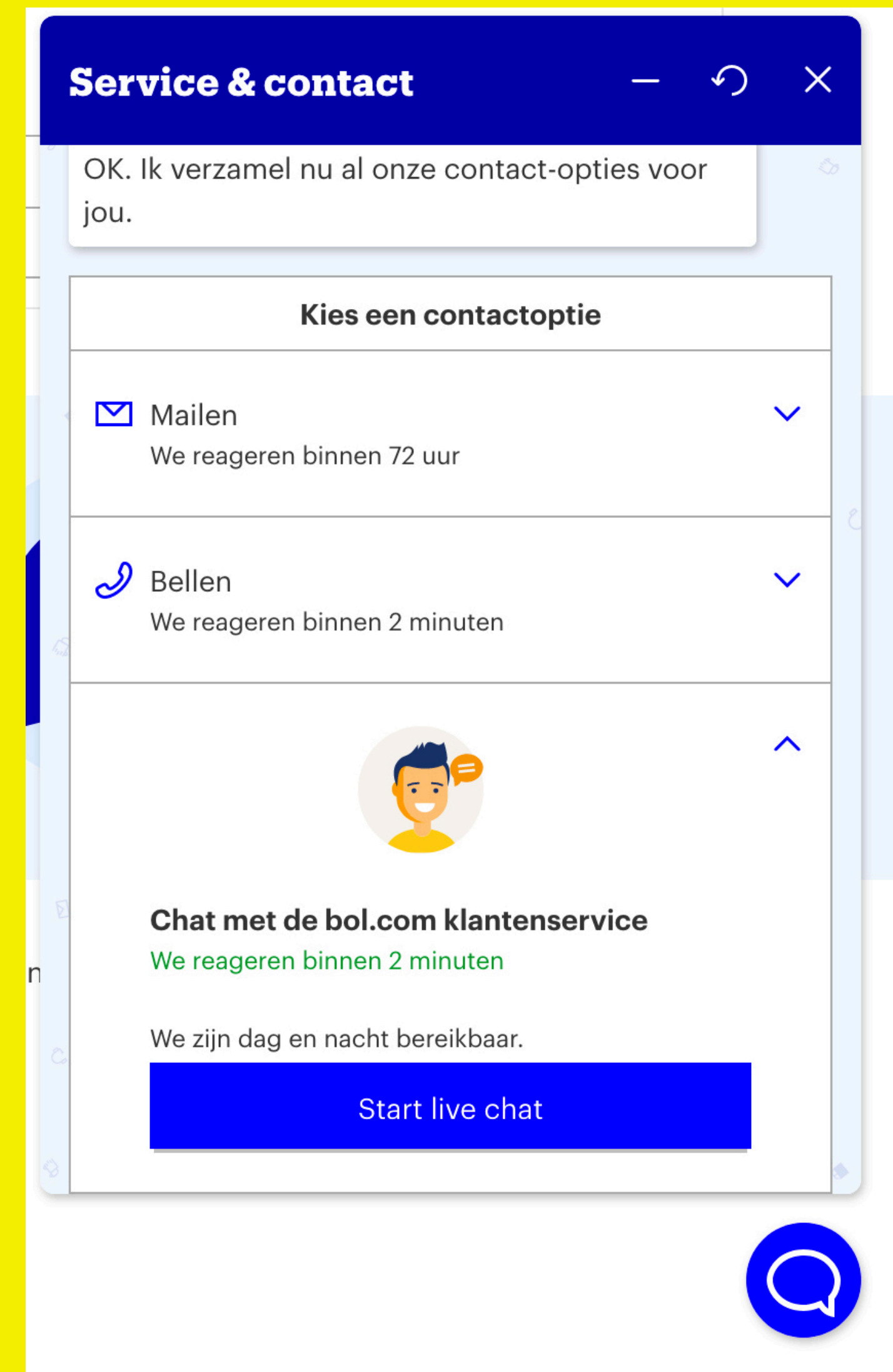
> Opslaan

Annuleren

Chat widgets

How to do it:

- Real people and not a bot
- Reasonable waiting times
- Widget works in all modern browsers



No one ever said,
“I wish this was written more difficult”.

It's not new

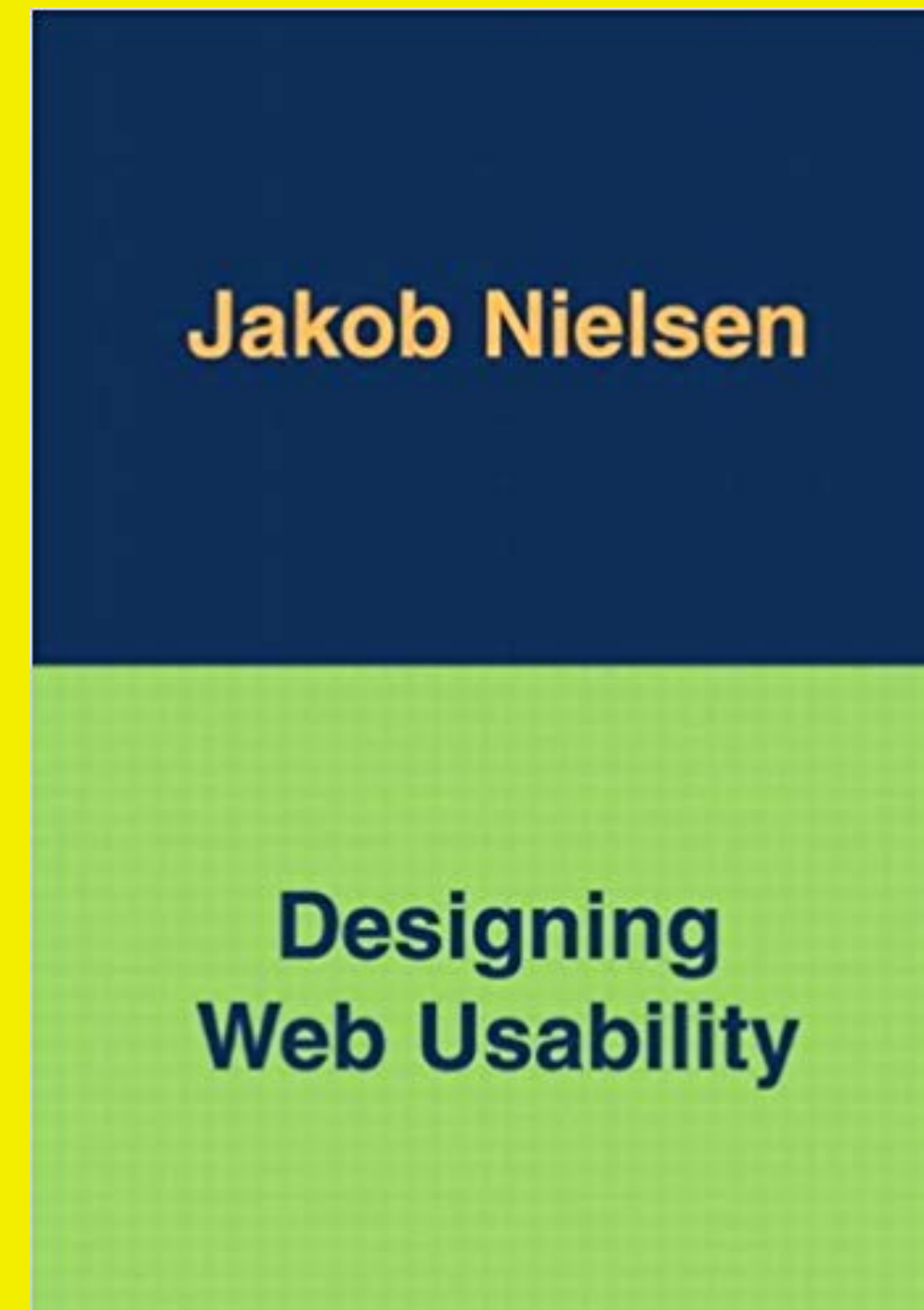
"How many opportunities do we have to dramatically improve people's lives just by doing our job a little better?"

- Steve Krug

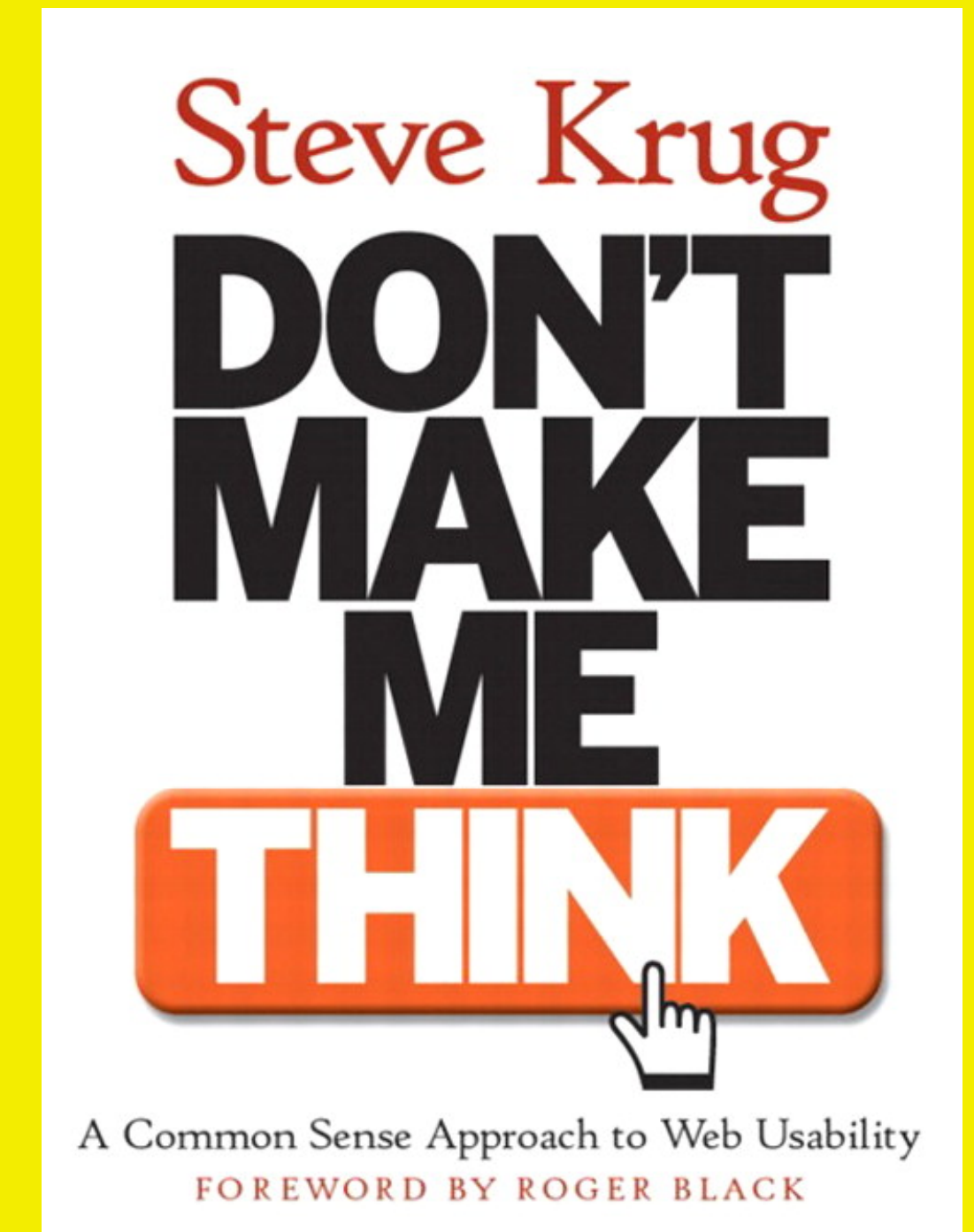
The web is the ultimate customer-empowering environment. He or she who clicks the mouse gets to decide everything. It is so easy to go elsewhere; all the competitors in the world are but a mouse click away.

- Jakob Nielsen

1999



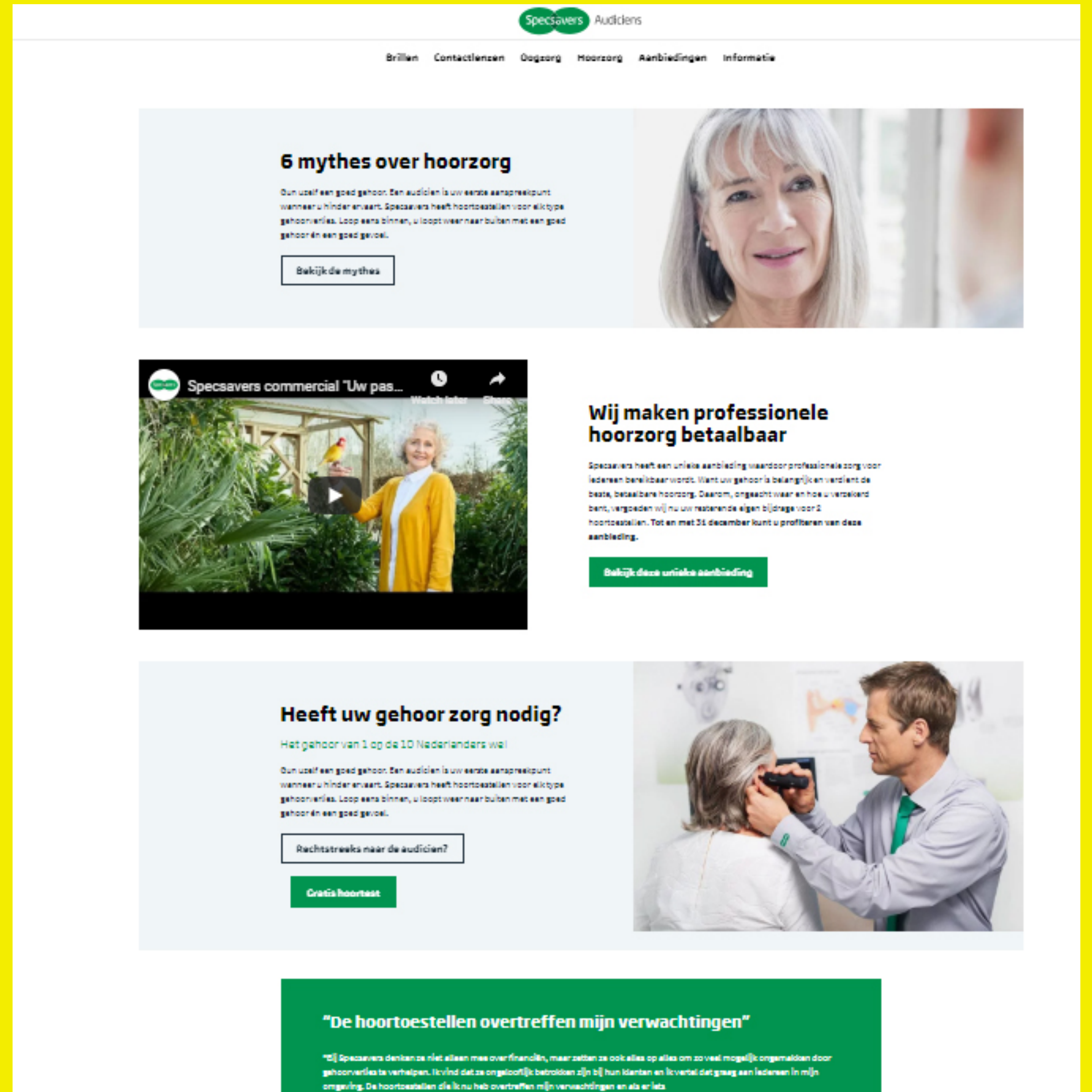
2000



You know what they say about assuming

Assumption: only elderly people wear hearing aids.

Reality: hearing loss can affect all ages; babies, kids, young adults, adults and the elderly.

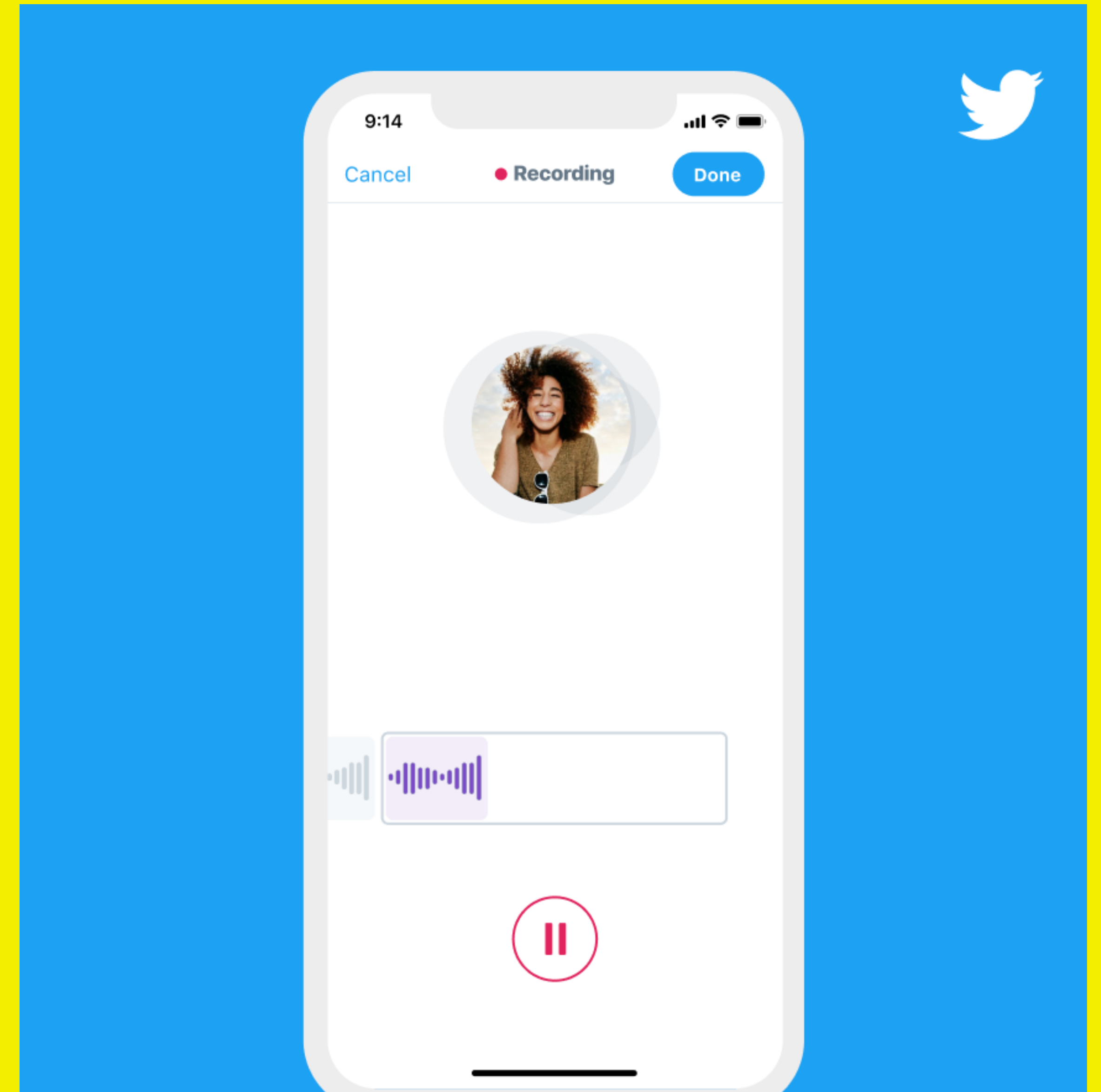


Captions

Captions increase view time of videos on Facebook with 12%

- For HoH and d/Deaf people
- Watching videos in noisy places or the silent train coupe
- SEO
- When the spoken language is not your primary language
- Accents

**Oh, Twitter you just can't
help yourself, can you?**



SubRip Subtitle file

.srt files have been popular since internet was fast enough to download media. Almost everyone always want or needs subtitles.





tik

tik ... tak ... tik ... tak ... tik

*(machine-gun-fire-
like laughter)*



Auto Captioning, Not Good Enough

- Auto-caption suffers from bias; doesn't recognise accents
- Fails with names
- Depends on clear articulation
- Depends how slowly someone speaks

Good Examples

The Netflix logo consists of the word "NETFLIX" in a bold, white, sans-serif typeface. Each letter is rendered with a 3D effect, featuring a black drop shadow that gives the text a sense of depth. The logo is centered against a solid, vibrant red rectangular background.The TED logo features the word "TED" in a large, bold, red sans-serif font. Below it, the tagline "IDEAS WORTH SPREADING" is written in a smaller, white, all-caps sans-serif font. The entire logo is set against a solid black rectangular background.

Podcast needs transcripts

- d/Deaf people
- HoH people
- People with hearing sensitivity
- People with ADHD
- People in noisy environment
- People in silent environment (silent train coupe, library)
- Transcripts are also good for:
 - SEO
 - People whose primary language isn't English
 - Looking up content

Transcriptions, not only for the deaf and HoH

"This American Life began transcribing their radio archives in April, 2011 and completed the entire backlog by October, 2011. Since that time, transcripts have been posted within 24 hours after a program airs."

- 4.18% of all unique visitors landed on the site via a transcript page
- Transcripts increased the number of unique visitors to its website by 4.18%
- 7.23% of website visitors engaged with the transcripts



How inclusion works

Diversity is having a seat at the table, inclusion is having a voice, and belonging is having that voice be heard.

@LIZ AND MOLLIE



lizandmollie • Following



lizandmollie Simply bringing someone into an organization is not the same as empowering them to make a meaningful difference. The next time you're in a group, ask yourself: has everyone had a chance to have their voice be heard? And if not, what can you do to make sure they do? .

.
.

#mondaymotivation #belonging
#diversity #inclusion #selfcare
#compassion #moral #allyship #growth
#development #caring #kindness
#community #work #love #human
#quote #quotestoliveby
#quoteoftheday #quotes #emotions
#feelings #art #illustration
#artoftheday #drawing
"



5,732 likes

1 DAY AGO

Add a comment...

Post

Perspective

It's easy to think that being inclusive is too much work, time consuming and "expensive". But it's all about perspective and your priorities.



Thank you for listening!

🐦 @Darice

💻 <https://darice.org>

✉️ darice@darice.org

