Design for Web Accessibility

Núria Peña · @nuriapenya

Slides & Resources: **noti.st/nuriapena**

Hola!
I’m Núria.

Origin

Barcelona

Design Team Lead

Holidu

Organiser

Munich Accessibility Meetup

Visual Design

Coding

Interaction

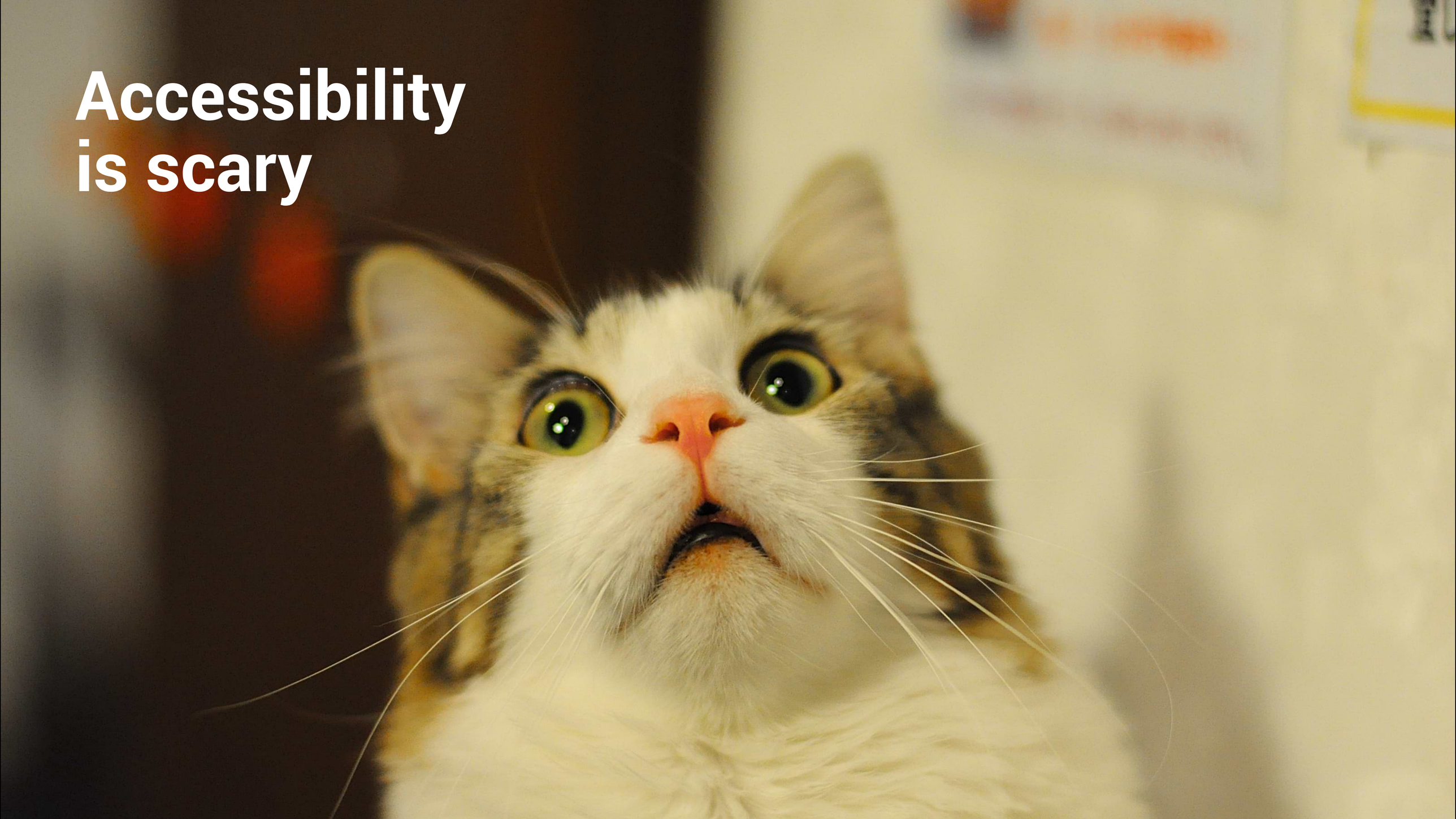
Prototyping

Research

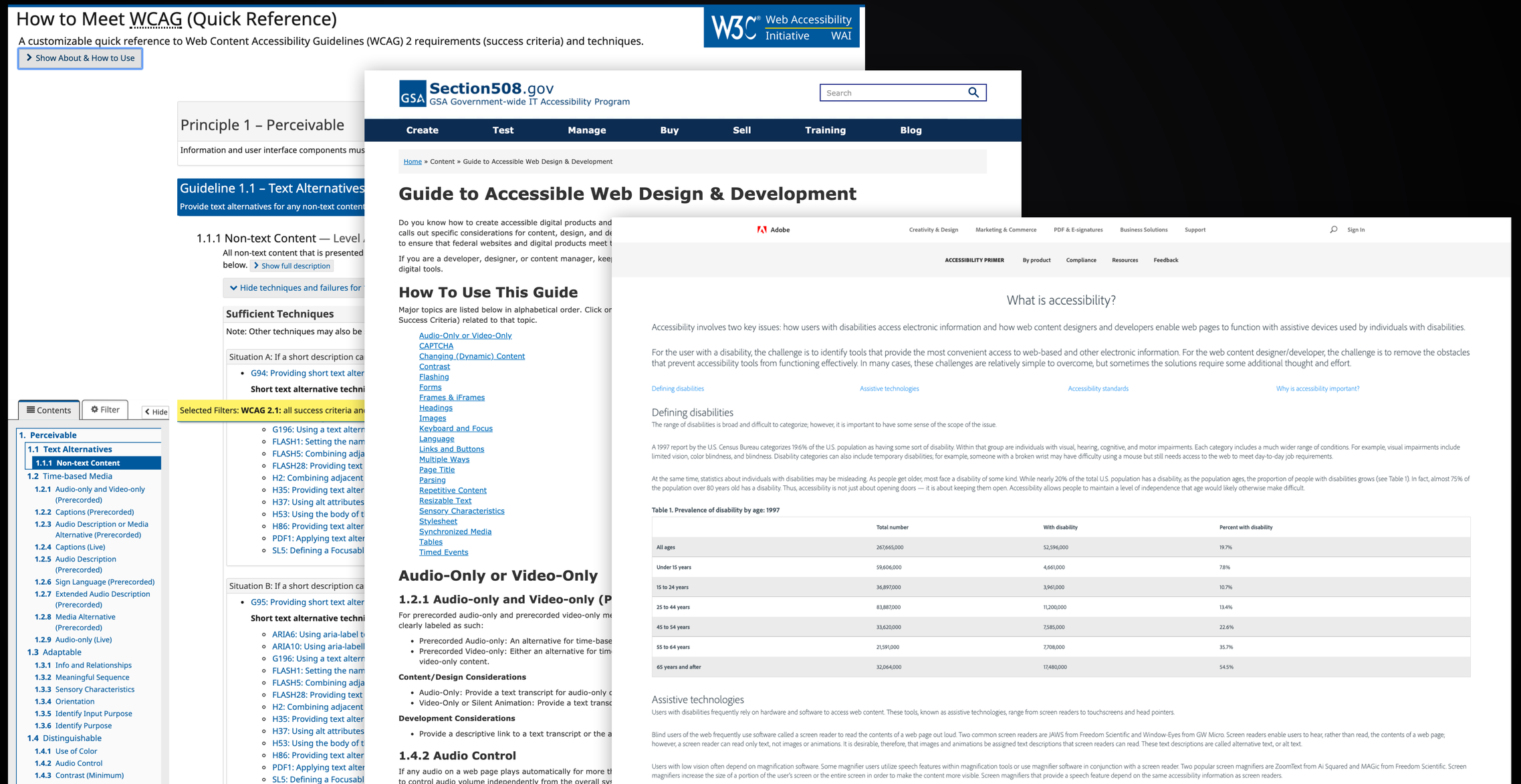
Testing

ACCESSIBILITY ?

Accessibility is scary



Accessi… what?



Accessibility =

Creative Challenge

Accessibility = A11y

On the menu tonight…

What is accessibility?

Why should designers care?

How do we do it?

Accessibility is the practice of making a website usable by as many people as possible

Myself, I’d rather live among pigs

80% of television viewers use subtitles for reasons other than hearing impairments

OFFICE OF COMMUNICATIONS (OFCOM) STUDY

Closed Captions

Deaf people or Hard of Hearing

Someone learning a new language

When there’s noisy environment…

…or just trying to be quiet

Cognitive impairments (e.g. Autism)

When we design for accessibility, everyone benefits.

Why is Accessibility important?

Legal Case

Business Case

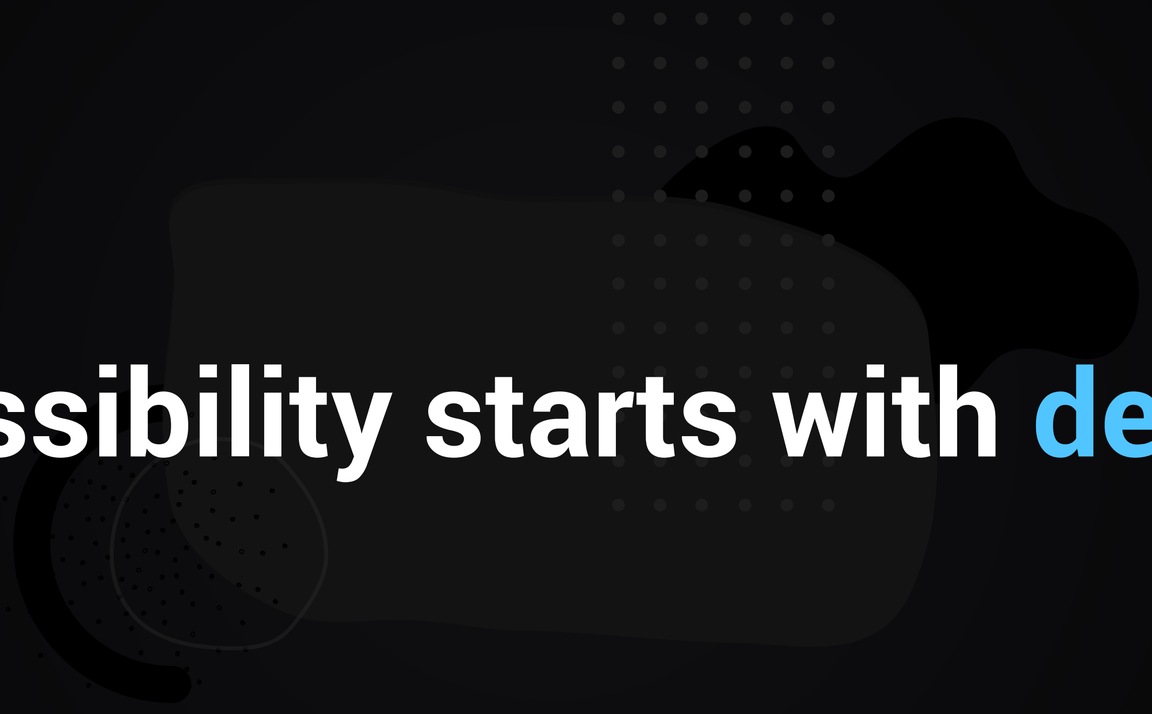
Ethical Case

Empathy.

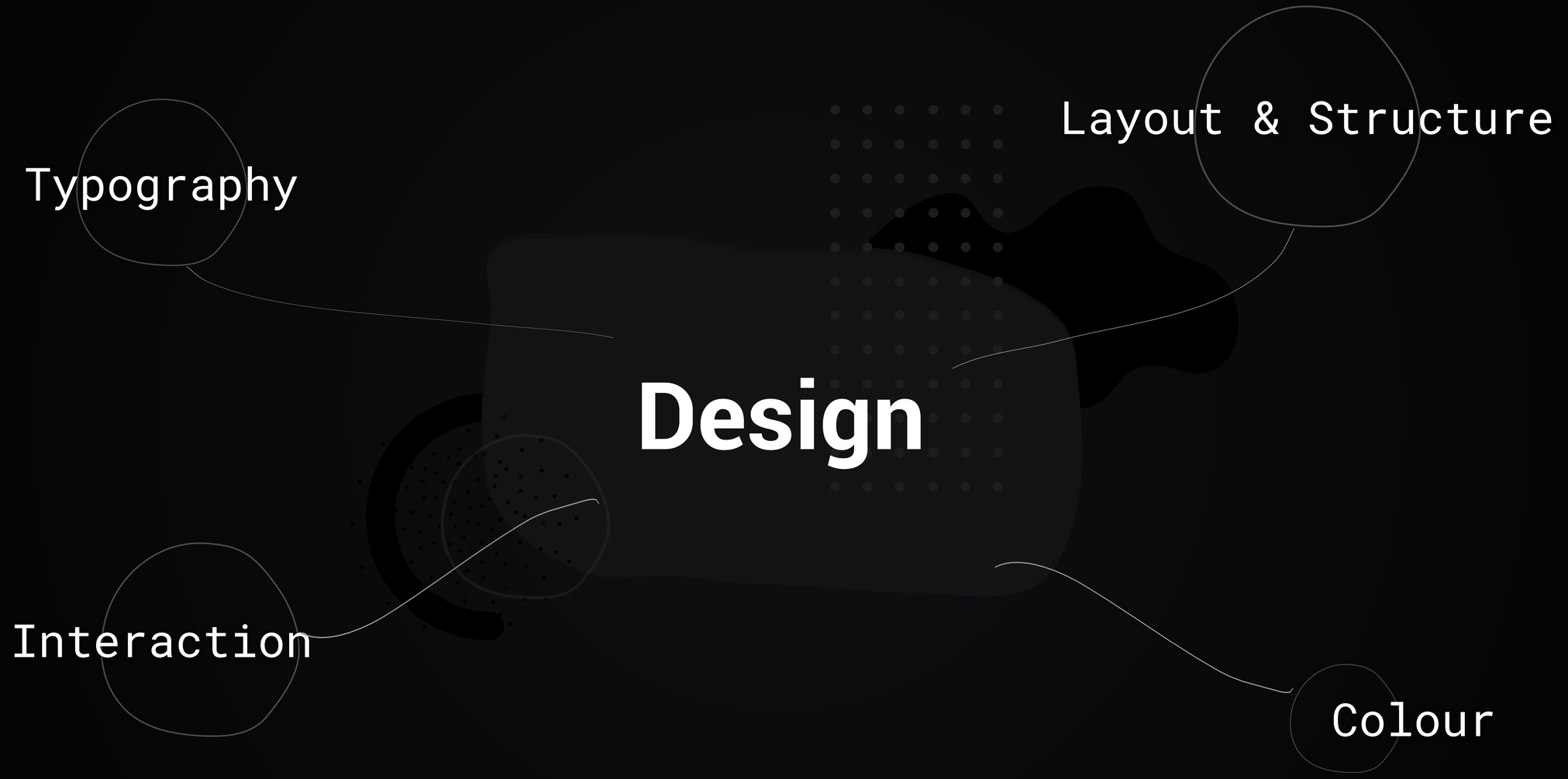
We do everything online

“For most people, technology makes things easier. But for people with disabilities, technology makes things possible”

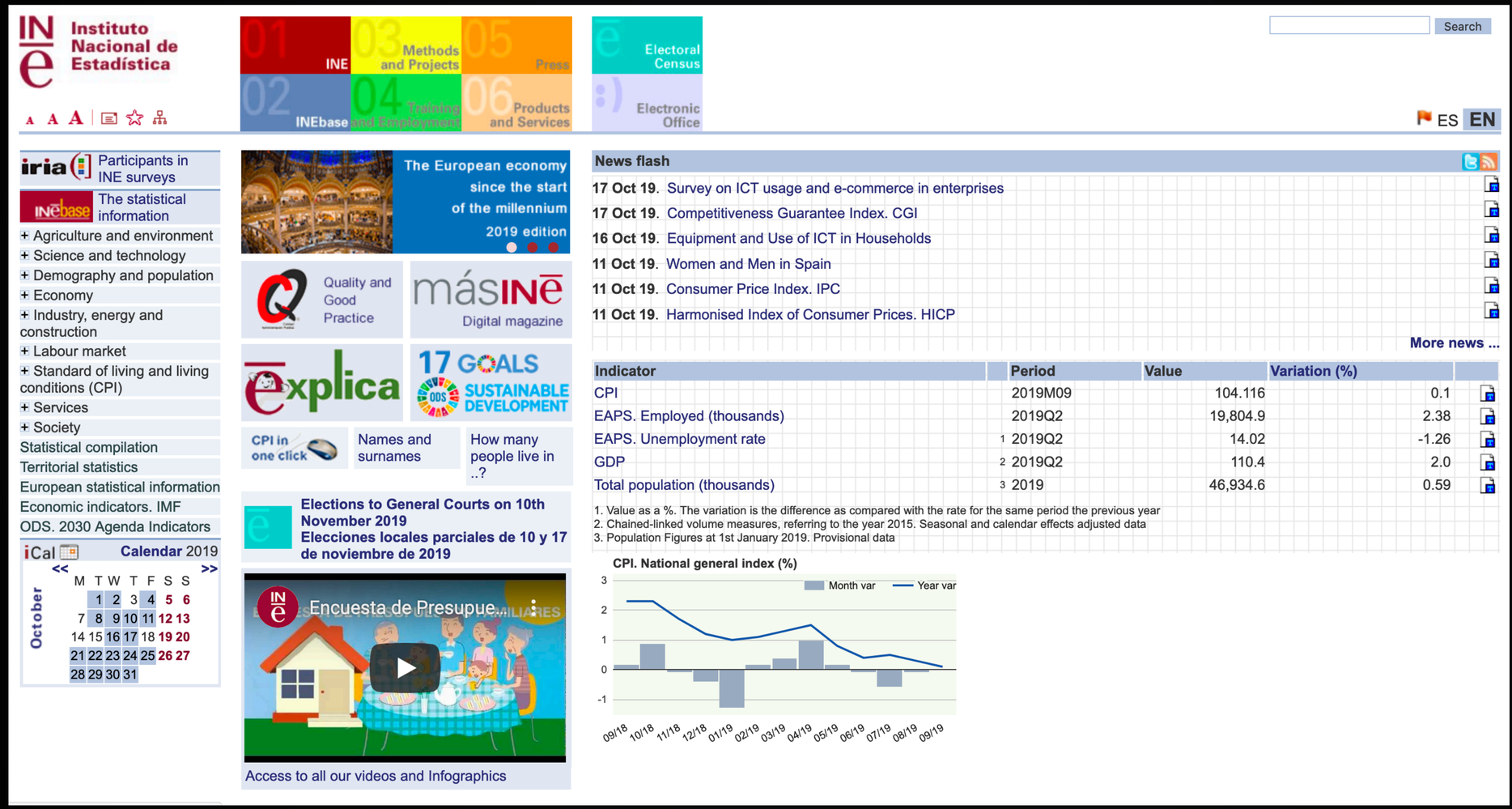
– MARY PAT RADABAUGH (Director of IBM National Support Center for Persons with Disabilities)



Accessibility starts with design

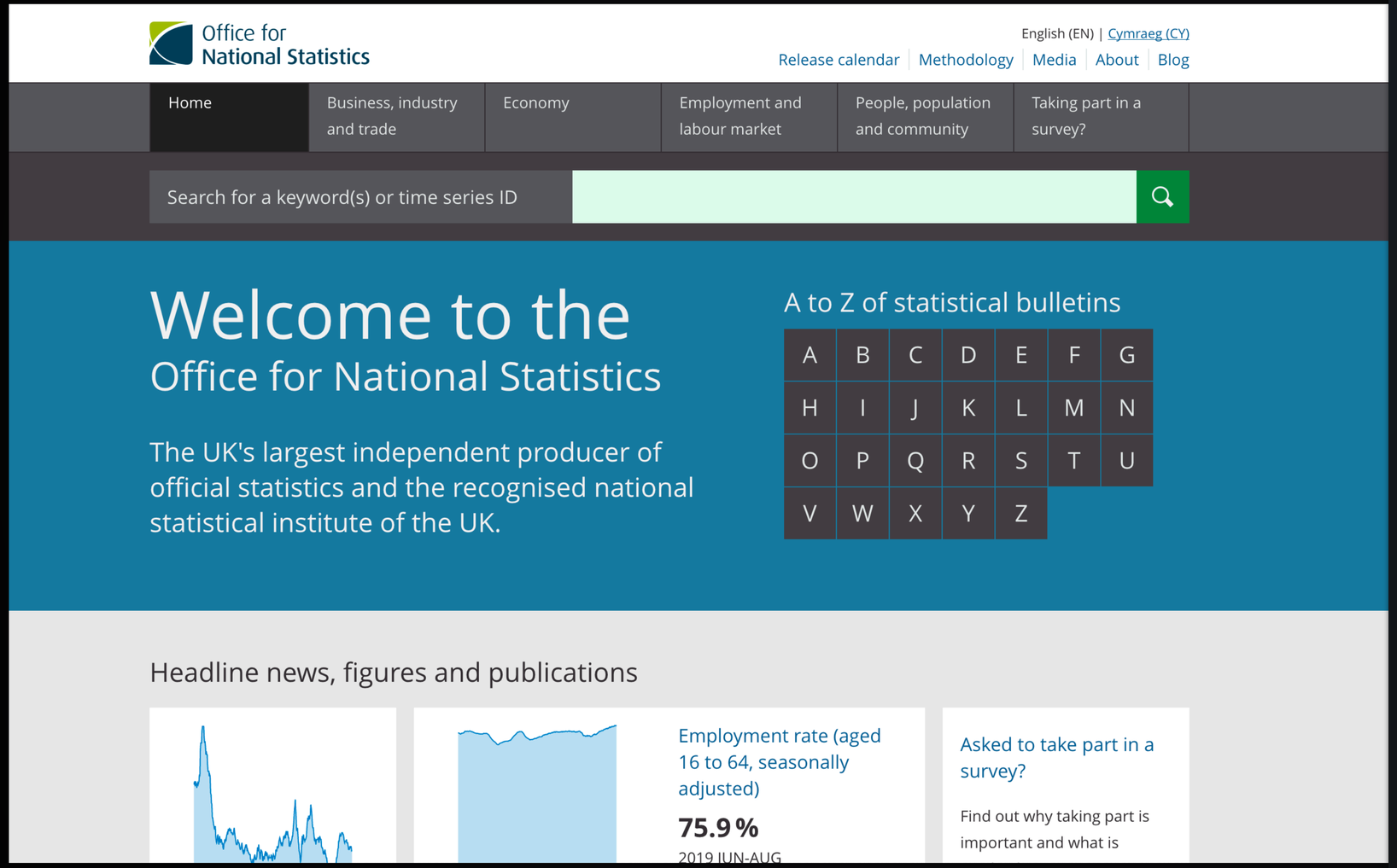

Typography
Layout & Structure
Design
Interaction
Colour

Have a consistent hierarchy



INSTITUTO NACIONAL DE ESTADÍSTICA (SPAIN)

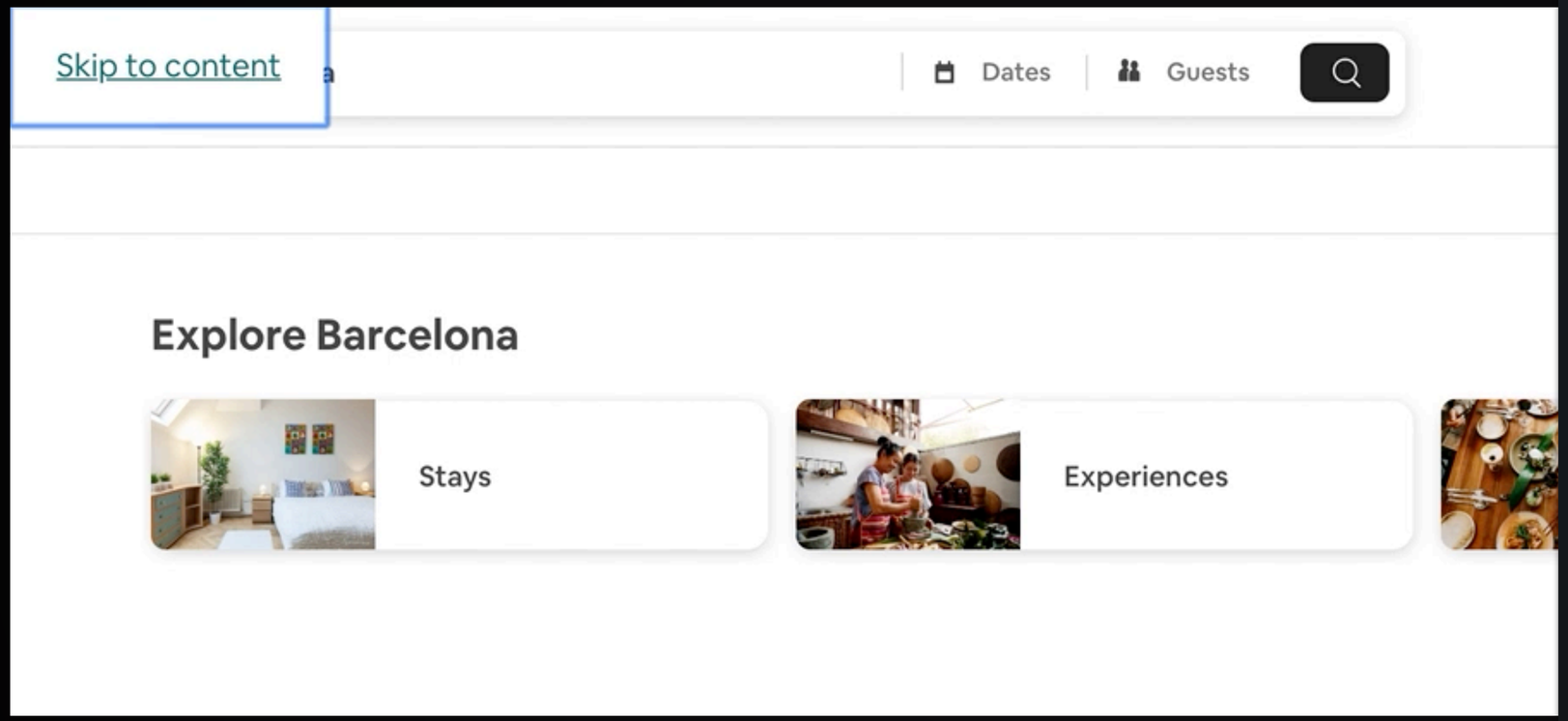
Have a consistent hierarchy



OFFICE OF NATIONAL STATISTICS (UK)

- Make sure **key information** can be quickly allocated.
- Place items on the page **in order** of their level of importance.

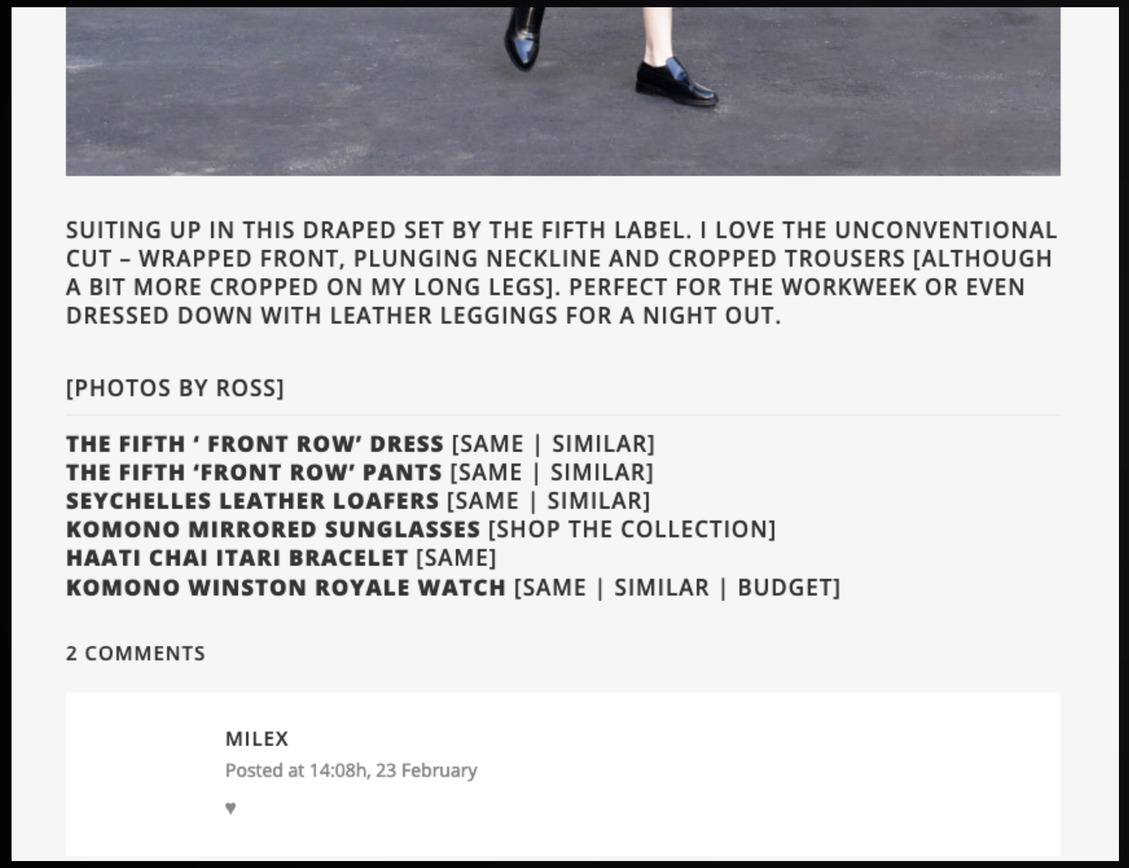
Support keyboard navigation



AIRBNB

- Anything users can see by hovering with a mouse should **be keyboard focus**.
- Indicate **where** focus is.

Links should look like links



SUITING UP IN THIS DRAPED SET BY THE FIFTH LABEL. I LOVE THE UNCONVENTIONAL CUT – WRAPPED FRONT, PLUNGING NECKLINE AND CROPPED TROUSERS [ALTHOUGH A BIT MORE CROPPED ON MY LONG LEGS]. PERFECT FOR THE WORKWEEK OR EVEN DRESSED DOWN WITH LEATHER LEGGINGS FOR A NIGHT OUT.

[PHOTOS BY ROSS]

THE FIFTH ' FRONT ROW' DRESS [SAME | SIMILAR]
THE FIFTH 'FRONT ROW' PANTS [SAME | SIMILAR]
SEYCHELLES LEATHER LOAFERS [SAME | SIMILAR]
KOMONO MIRRORED SUNGLASSES [SHOP THE COLLECTION]
HAATI CHAI ITARI BRACELET [SAME]
KOMONO WINSTON ROYALE WATCH [SAME | SIMILAR | BUDGET]

2 COMMENTS

MILEX
Posted at 14:08h, 23 February
♥

A FASHION BLOG

James Bond Concert Kungliga Musikhögskolan Stockholm

JAMES BOND THE EXHIBITION

Booking ticket entre`
Open mon-fri 11-15 (lunch 13-14)
sat.10-14

Media/Press James Bond Theme James Bond shop

James Bond 007 Museum Nybro Sweden
Contact: 007museum@telia.com
QUIZ: Hitta 10 James Bond-filmer

LATEST NEWS:

No Time To Die James Bond 25 8th april 2020 … Tweet

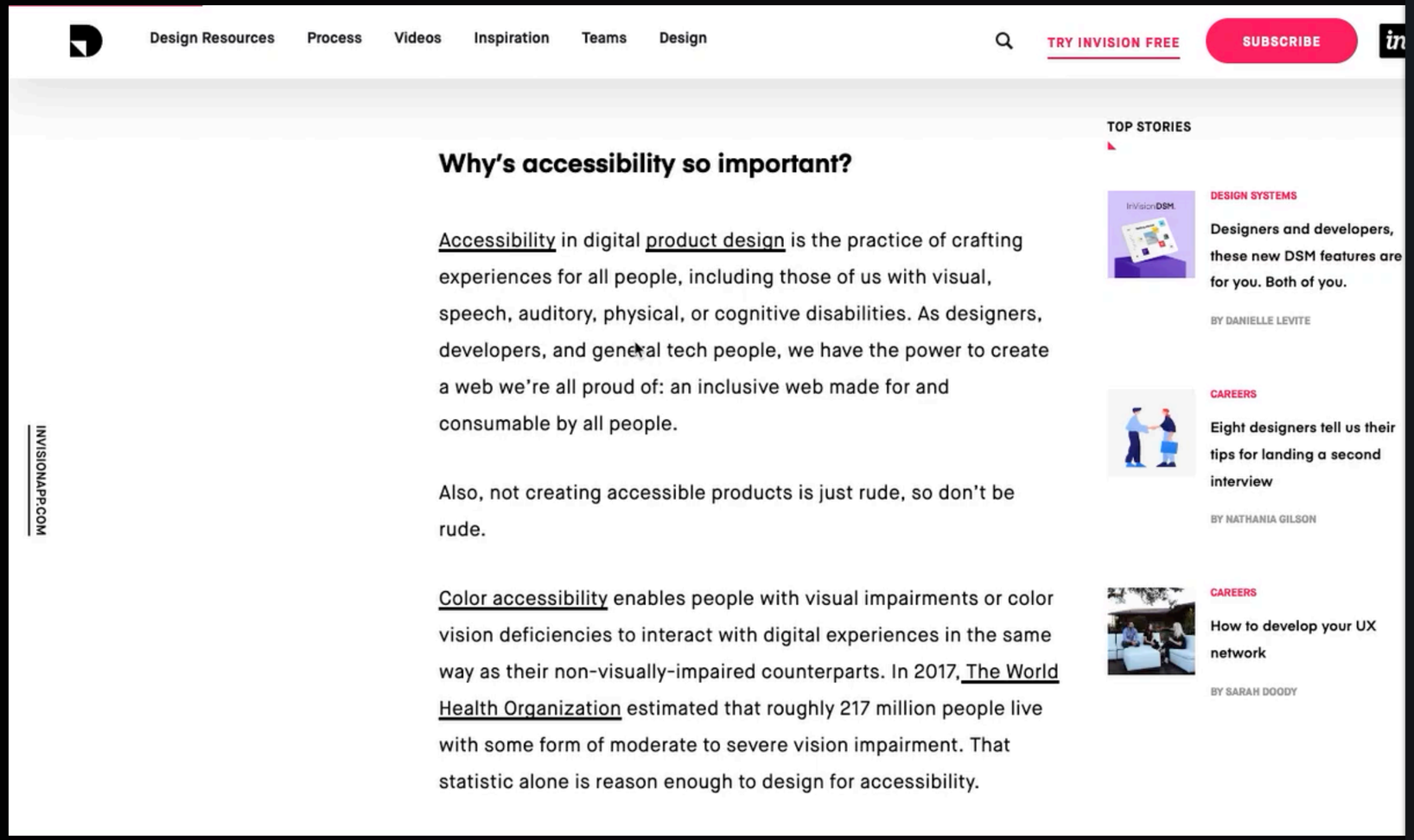
Roliga och udda museer i Sverige | Allas.se Träffa James Bond

EXPRESSEN:
Sett för mycket glas? Här är en ikon som mest brukar krossa den varan - James Bond Museum

Västmanlands Taltidning: Kläder, bilar, båtar och många andra saker från ”James Bond” filmer finns samlade i småländska Nybro.
FACIT: Hitta 10 James Bond-filmer

JAMES BOND MUSEUM

Links should look like links



INVISION BLOG

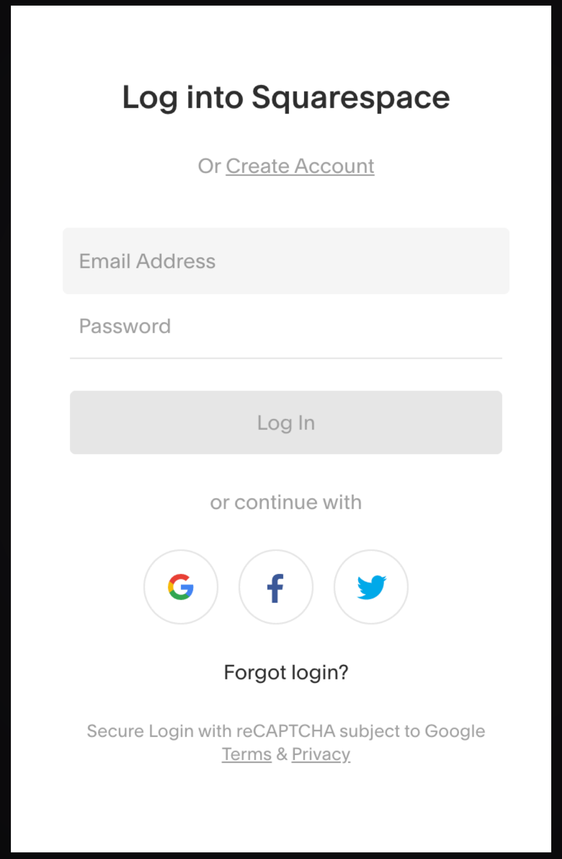
- Links should be **recognisable** without having to point on them
- Use **common conventions** like underlining or a distinct colour.

Font size & contrast

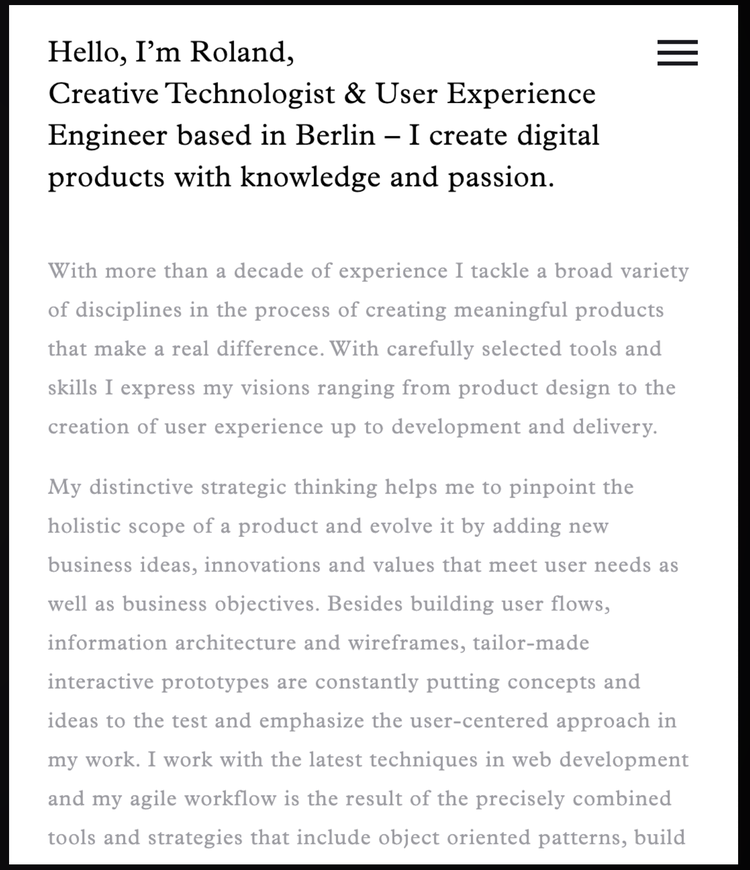
95% of the information on the web is written language

Font size & contrast

GOOGLE PIXEL BUDS



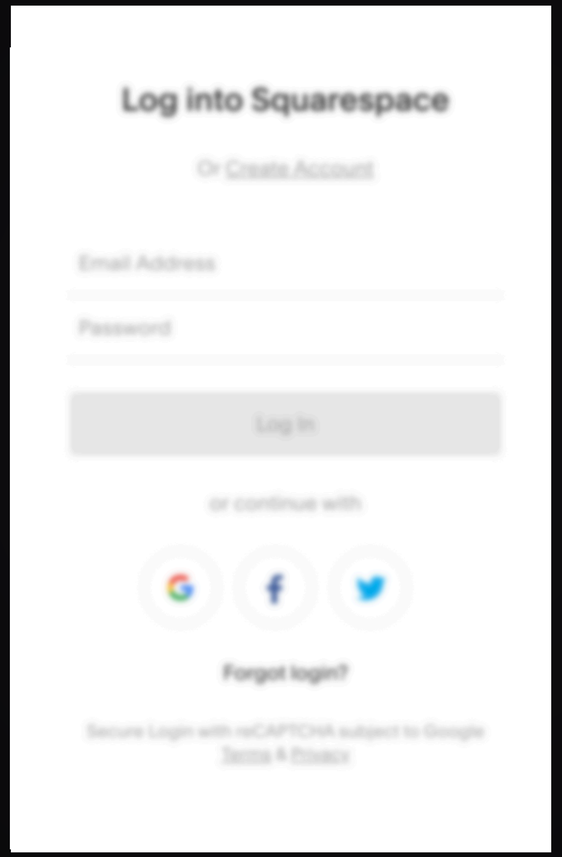
SQUARESPACE



WEAINTPLASTIC.COM

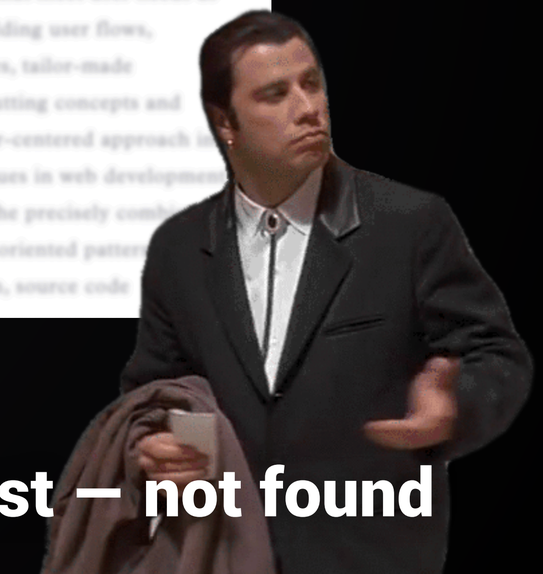
Font size & contrast

GOOGLE PIXEL BUDS



SQUARESPACE

WEAINTPLASTIC.COM

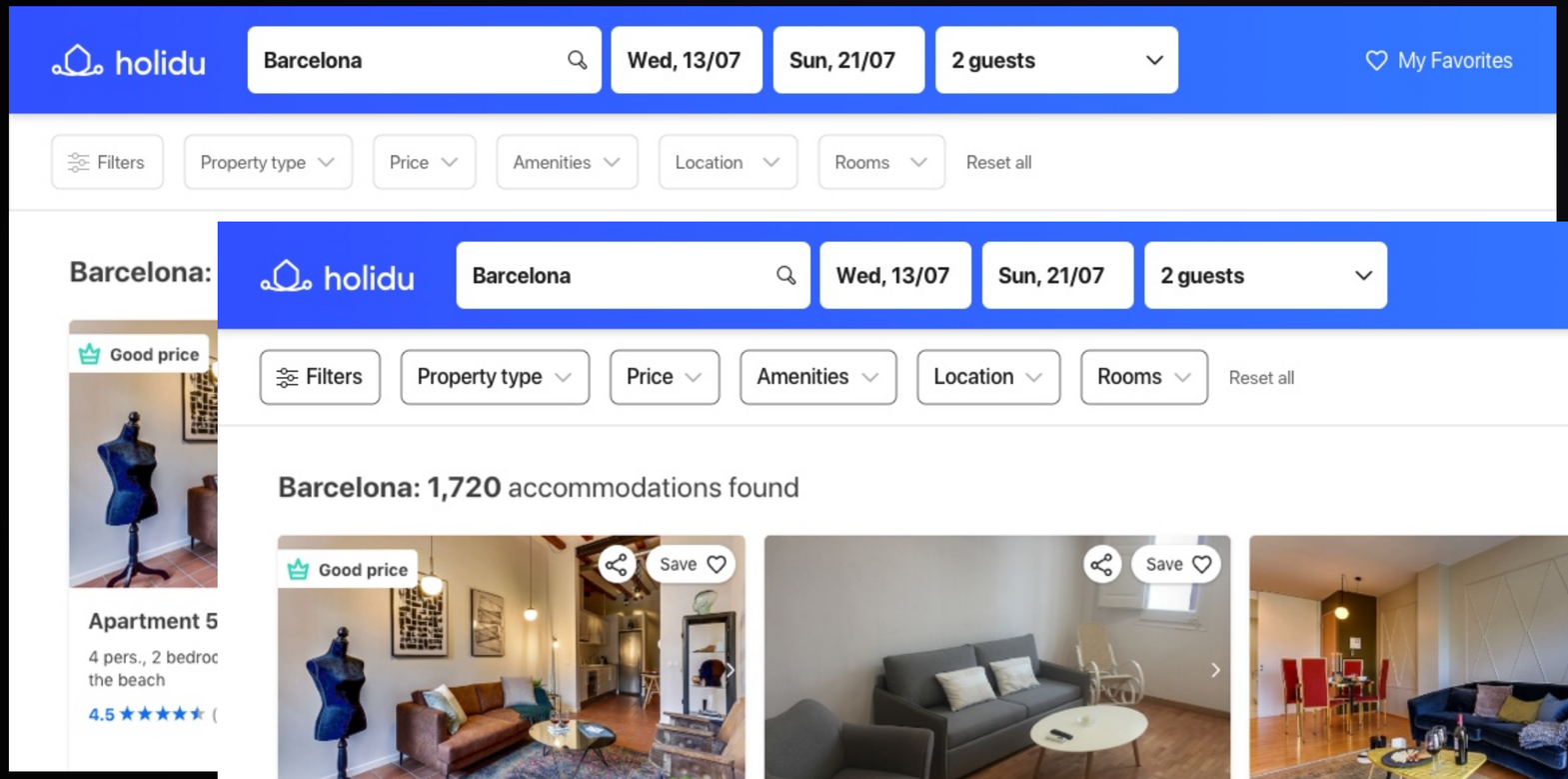


Colour Contrast — not found

Font size & contrast

A/B TEST EXPERIMENT

Original

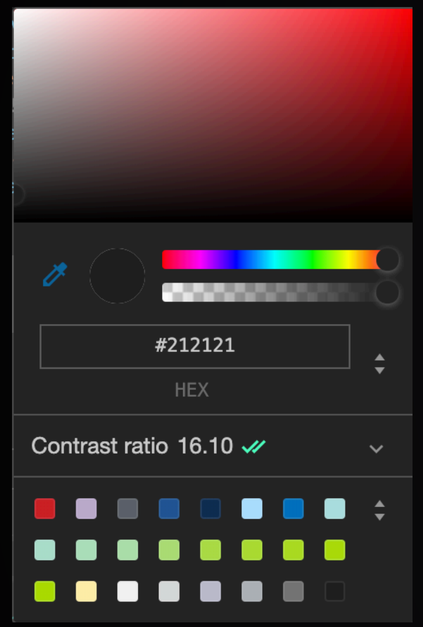


New

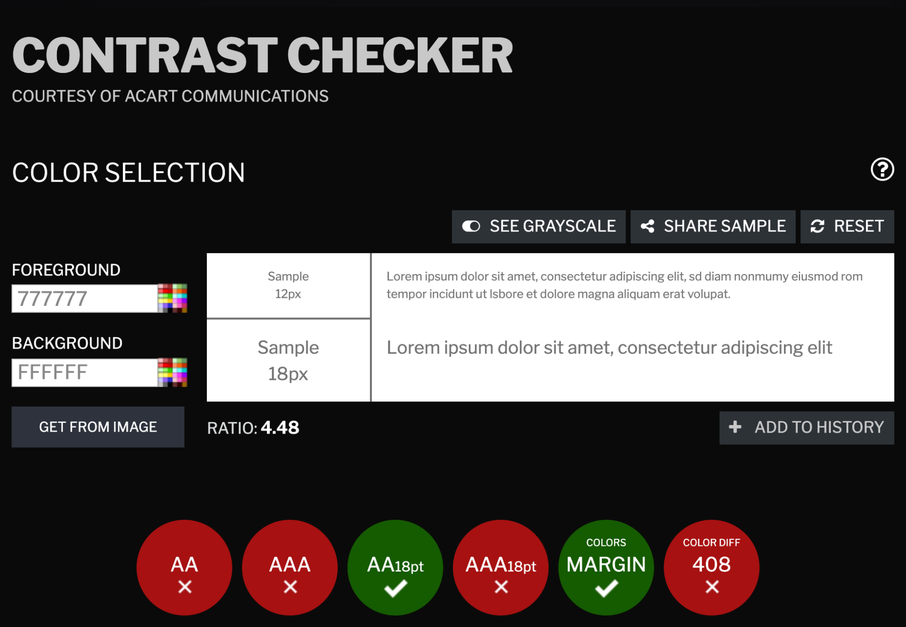
+8% FILTERS INTERACTION

+3% BOOKING CONVERSION

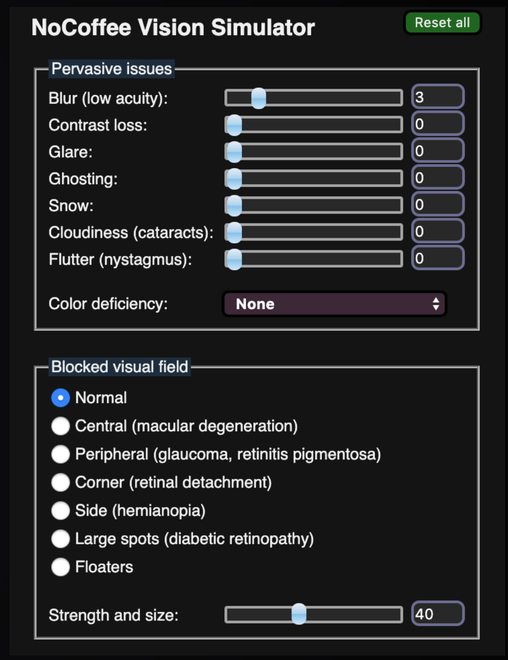
Font size & contrast



BROWSER INSPECTOR

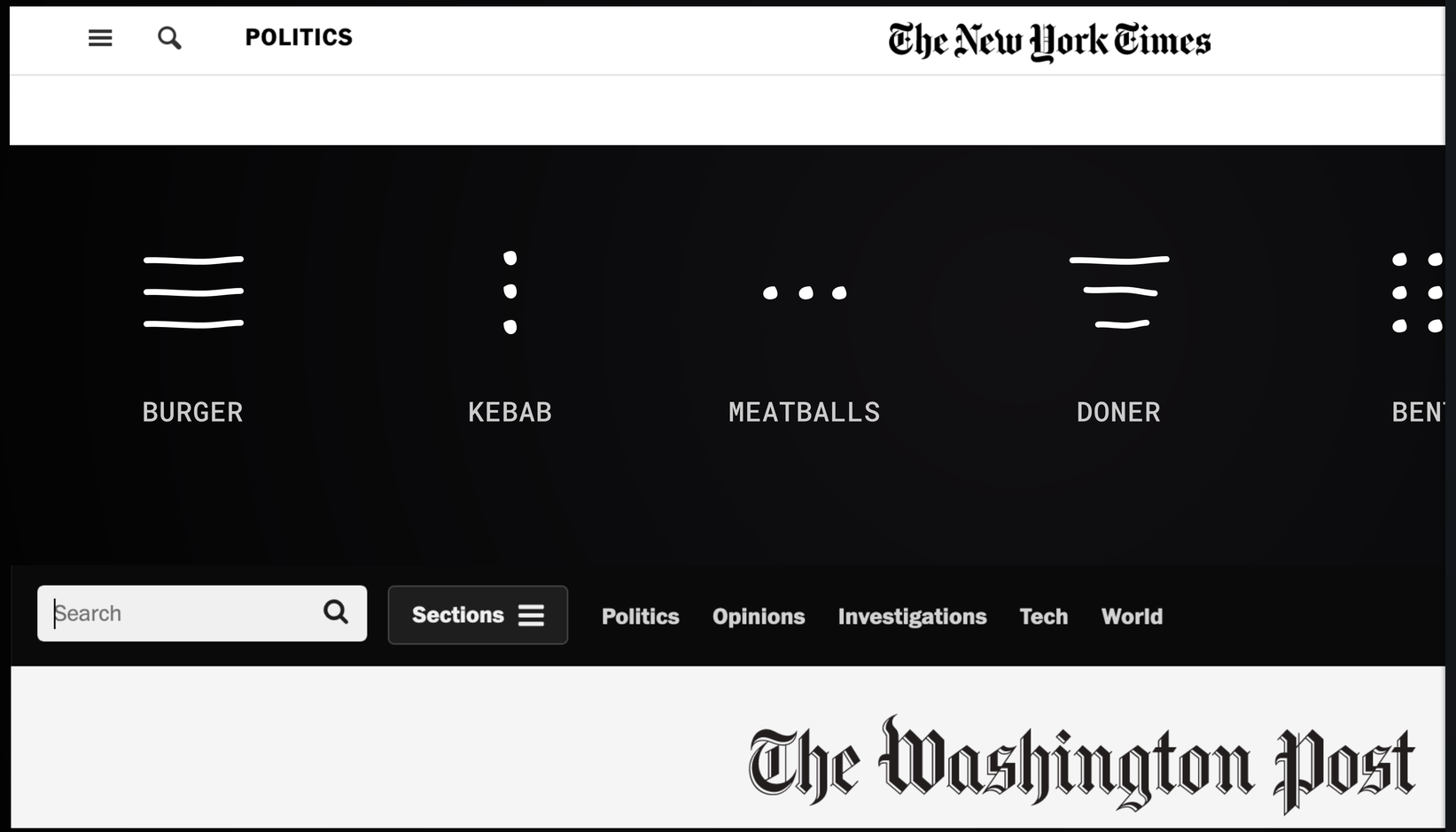


CONTRASTCHECKER.COM



NOCOFFEE BROWSER

Be predictable

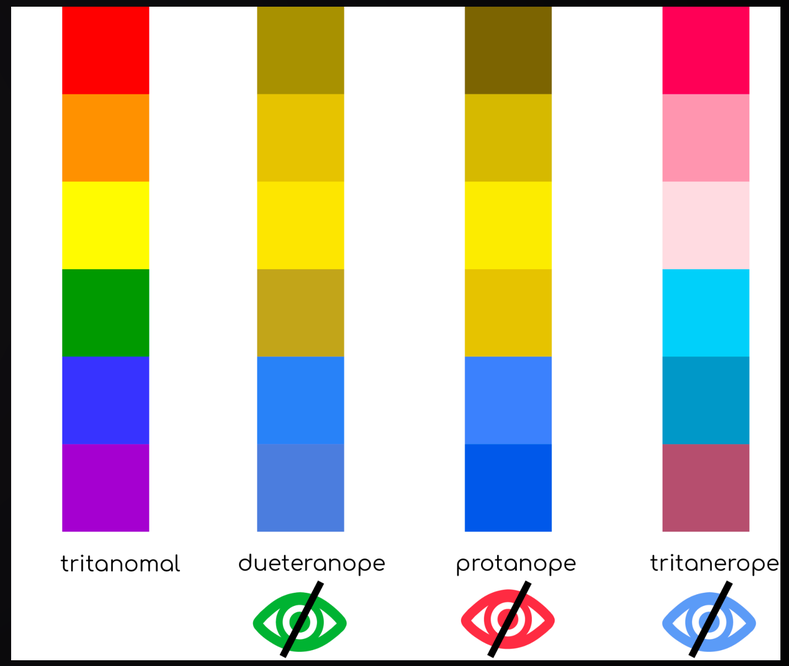


- **Avoid using graphics** when written content could communicate the same thing.
- Use **familiar icons** as support connect to concepts

Don’t rely on colour alone

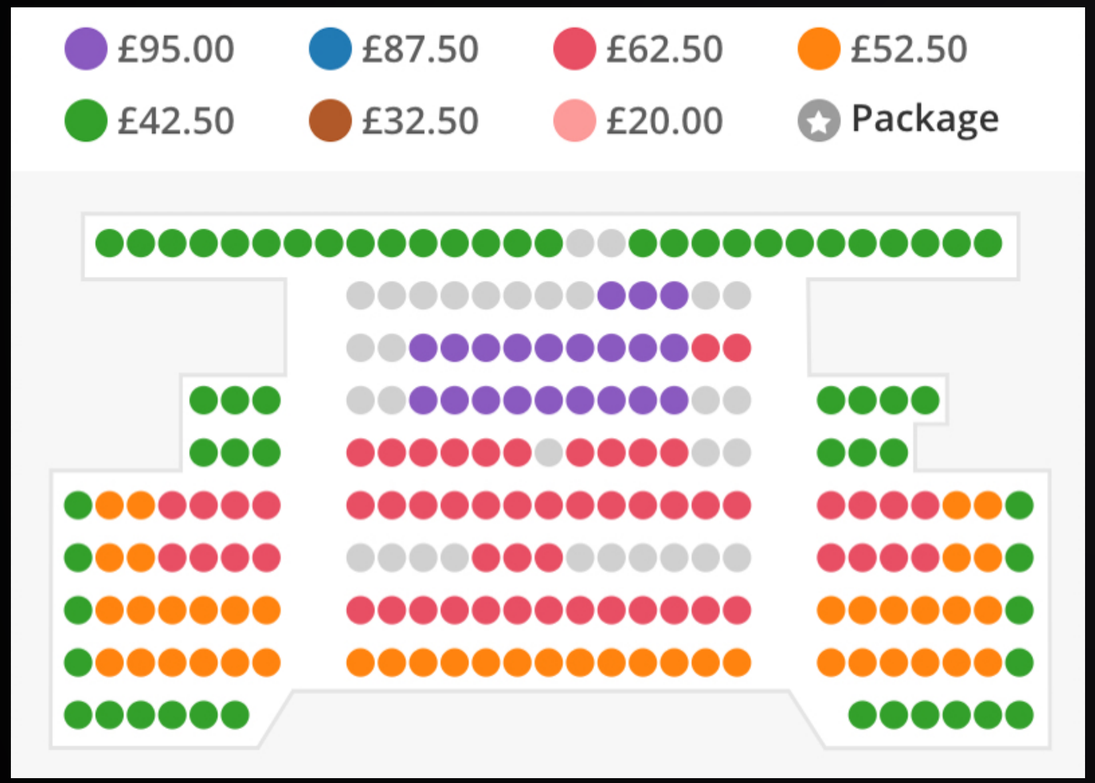
About **4% of the population** has some form of colour blindness.

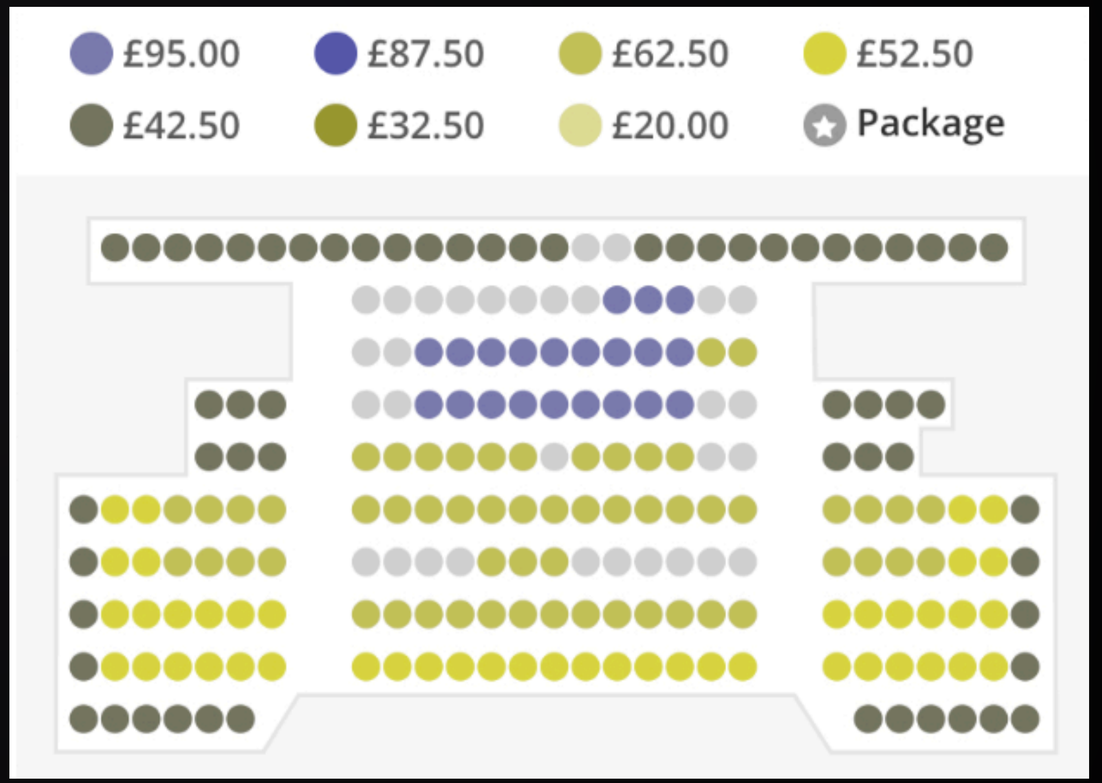
- Deuteranopia — **Green**
- Protanopia — **Red**
- Tritanopia — **Blue**



Don’t rely on colour alone

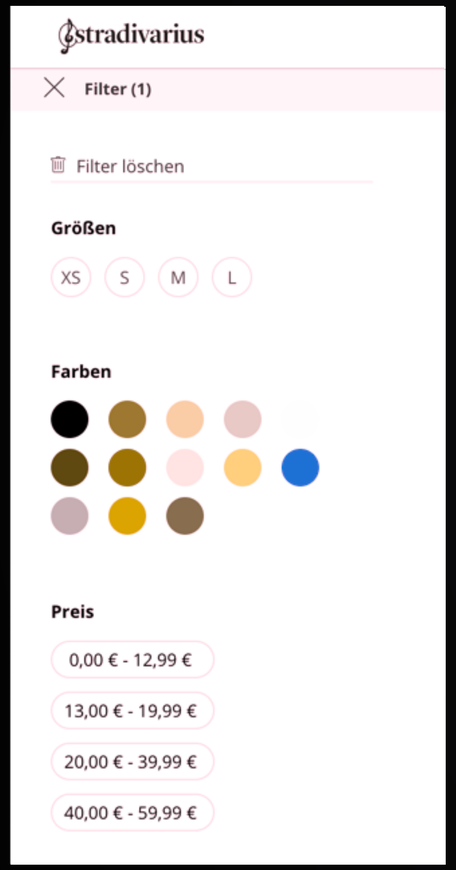
ATG Event ticket (UK)



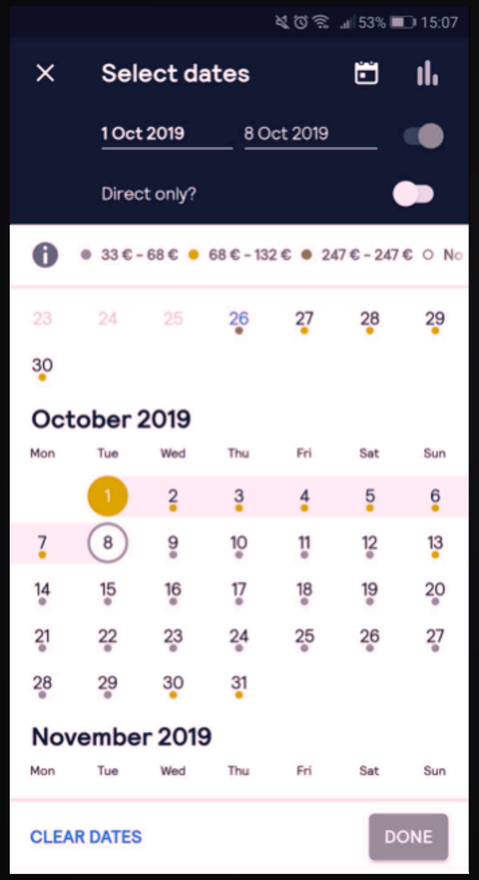


Deuteranopia

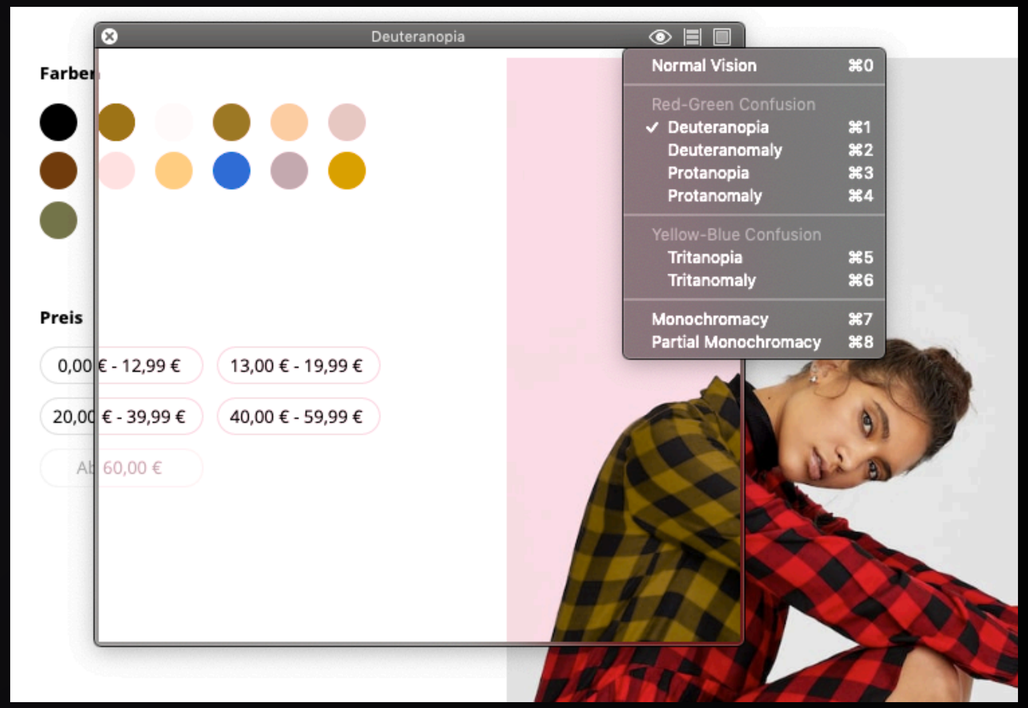
Don’t rely on colour alone



STRADIVARIUS FILTERS



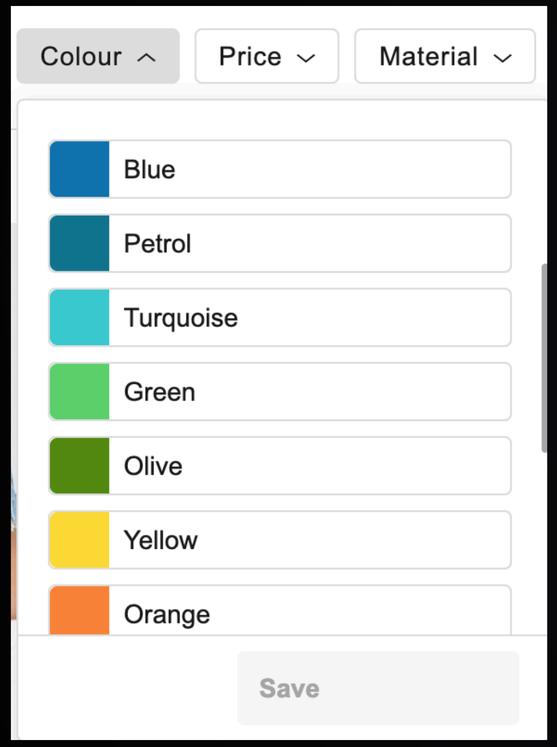
SKYSCANNER



SIM DALTONISM (APP)

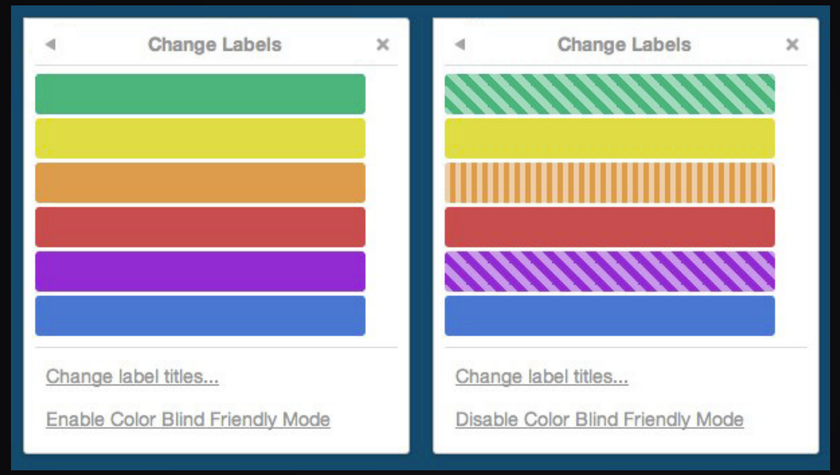
Don’t rely on colour alone

1. Text or Labels



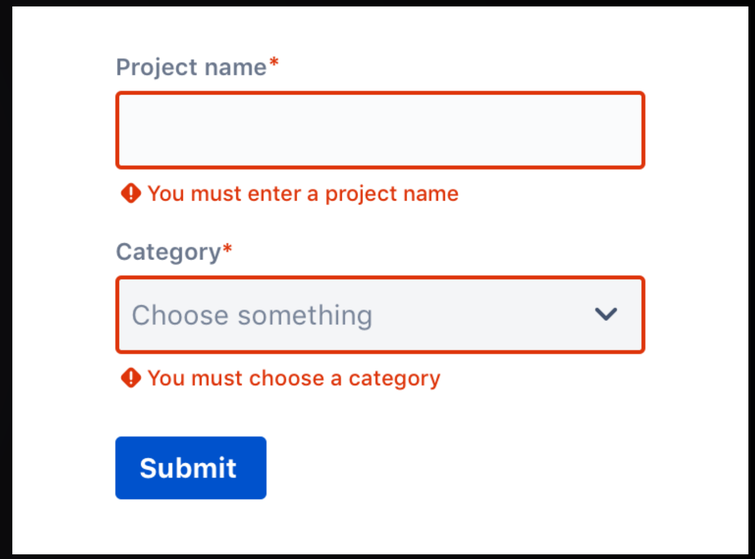
ZALANDO FILTERS

2. Texture & Patterns



TRELLO

3. Icons & Symbols

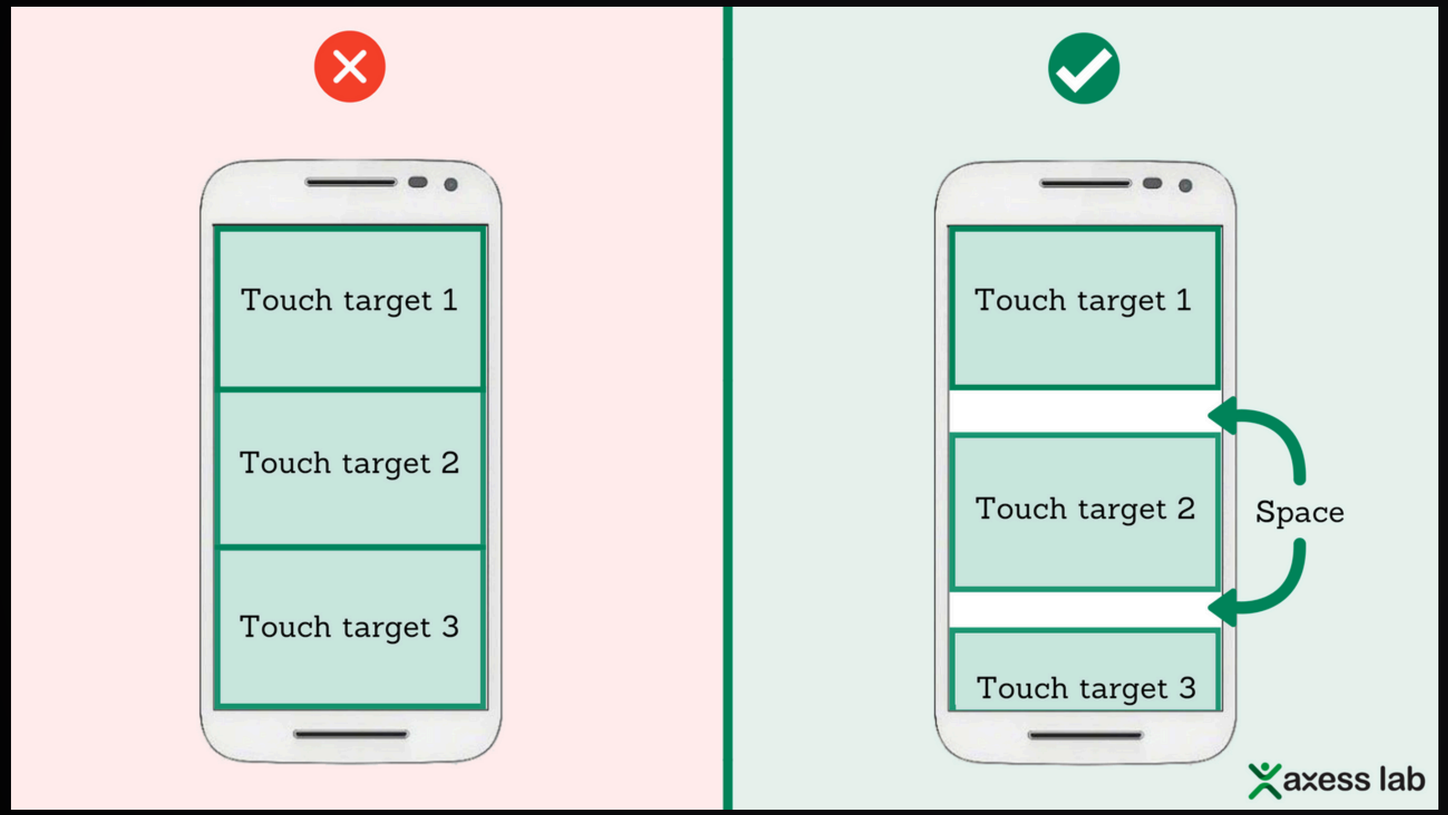


CONFLUENCE

Ensure enough touch targets

AXE’S LAB

Touch Targets



- Make touch targets at least **44 px or 10 mm**.
- Add **enough space** between targets
- Primary actions should be **easy to reach**.

Target touch

A/B TEST EXPERIMENT

Control

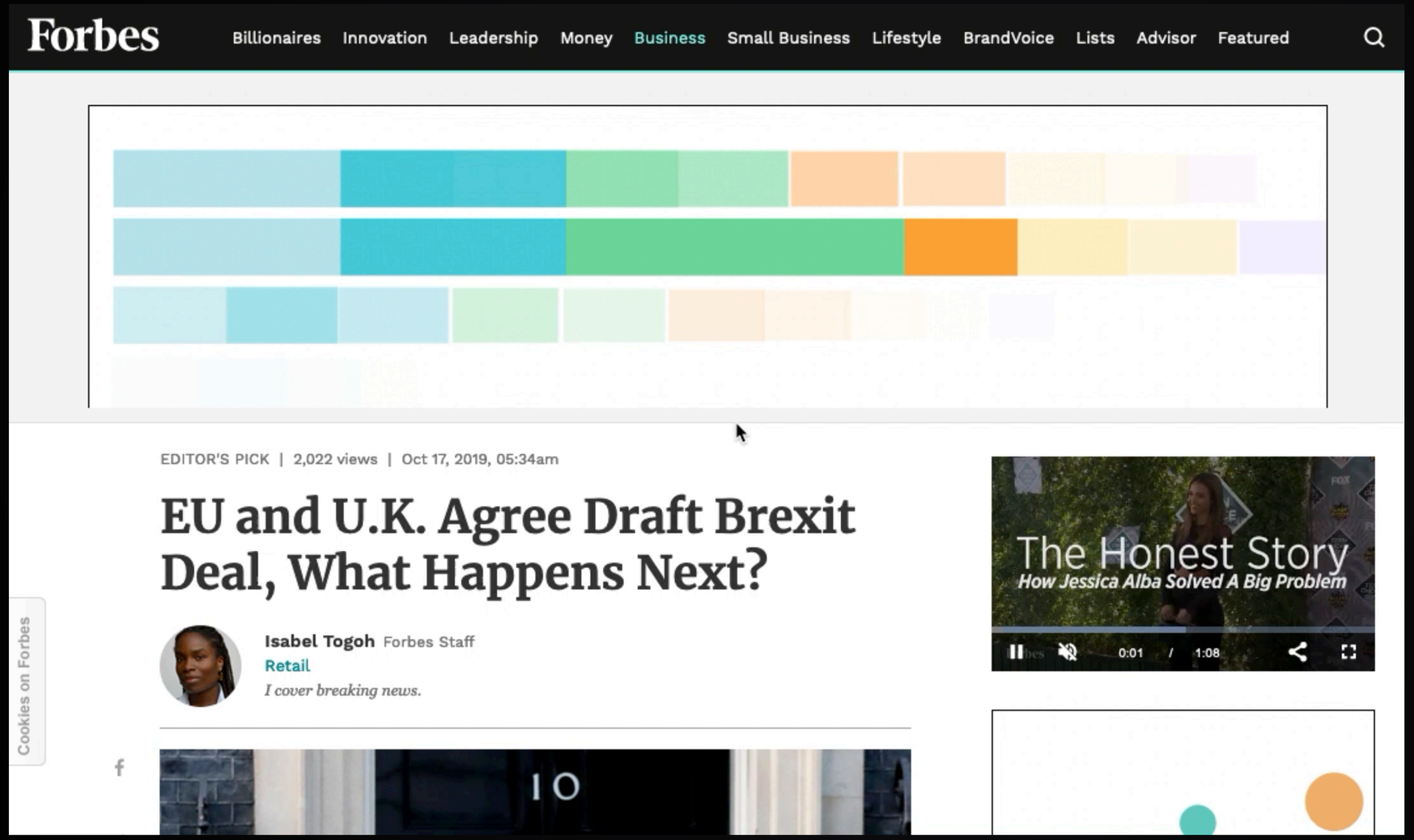
Experiment

For the users who opened the map…

+20% INTERACTION MAP PINS

+13% BOOKING CONVERSION

Animation, Motion & Clutter

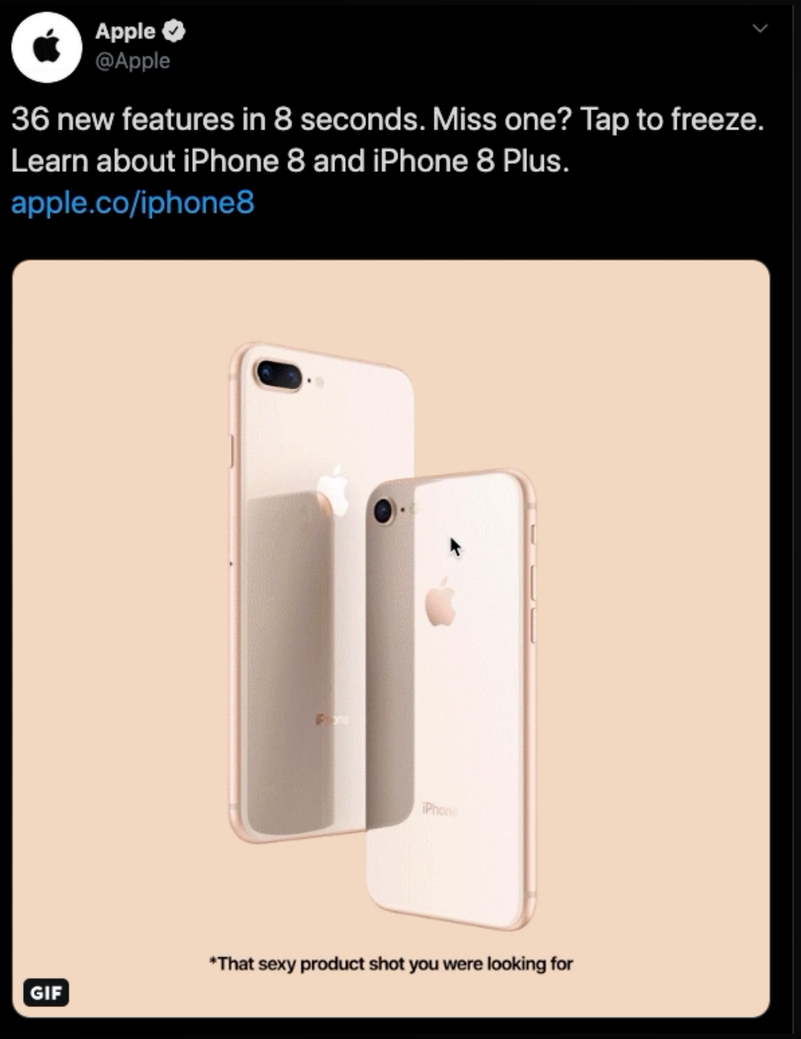


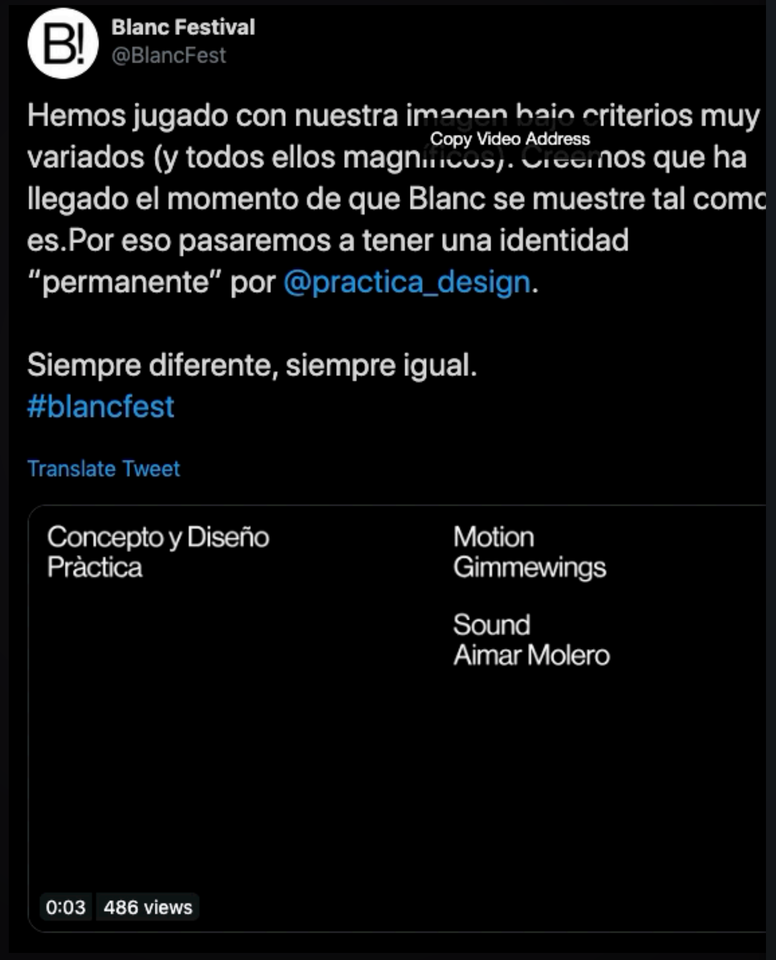
FORBES

Achtung!

Next slide contains flashy (and f*** annoying) animations.

Animation, Motion & Clutter



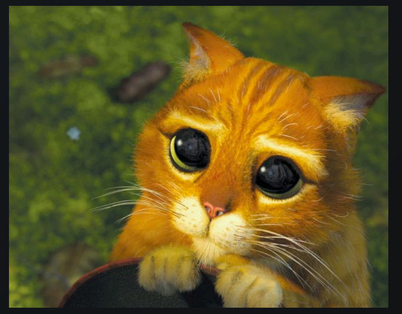


➜ Don't do that.

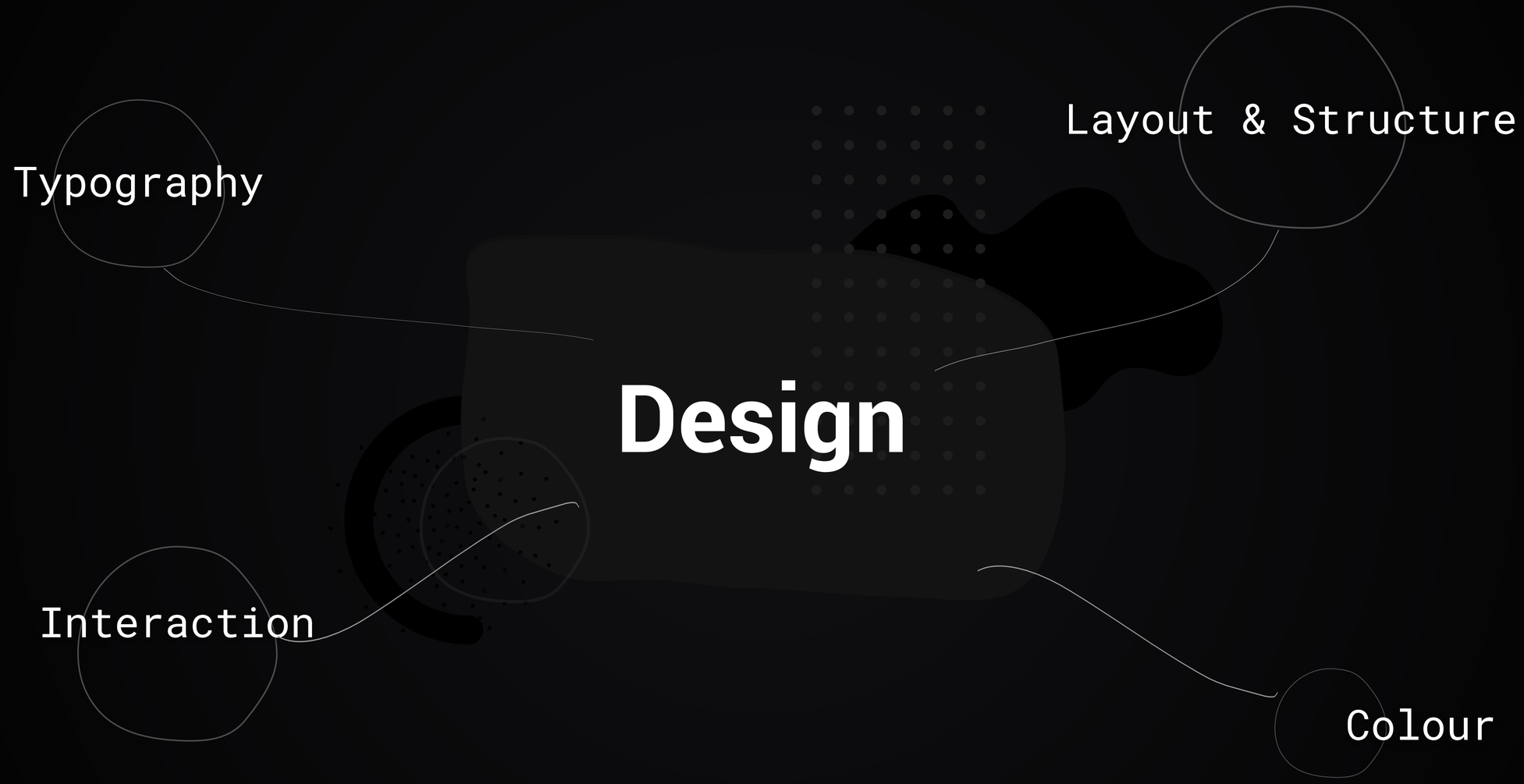
.

.

.



Please.


Typography
Layout & Structure
Design
Interaction
Colour

By applying these **design principles** we are not only improving the experience to people with impairments but to **everyone**.

Recap

1. Accessibility benefits **everyone**
2. **Empathy** is our most powerful tool
3. Start with core **design principles**

Accessibility Club Summit 2019

November 16th-17th, 2019

9:00 am - 5:00 pm

Microsoft Atrium
Charlottenstraße 46
10117 Berlin

Dankeschön!

Núria Peña · @nuriapenya

Slides & Resources: **noti.st/nuriapena**