

# Design for Web Accessibility

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Slides & Resources: [noti.st/nuriapena](https://noti.st/nuriapena)



**Hola!**  
**I'm Núria.**

Origin

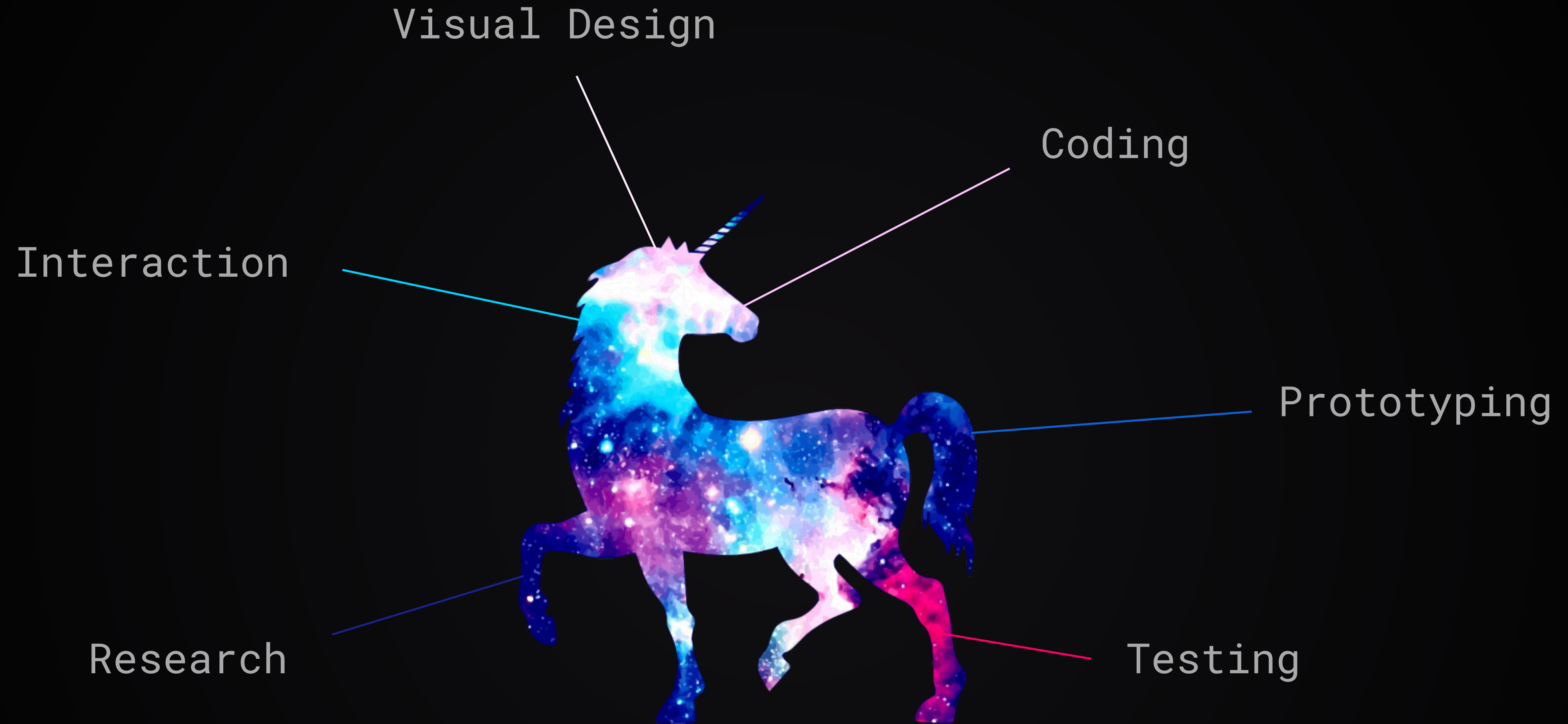
**Barcelona**

Design Team Lead

**Holidu**

Organiser

**Munich Accessibility Meetup**



ACCESSIBILITY ?

**Accessibility  
is scary**



# Accessi... what?

## How to Meet WCAG (Quick Reference)

A customizable quick reference to Web Content Accessibility Guidelines (WCAG) 2 requirements (success criteria) and techniques.

[Show About & How to Use](#)



### Principle 1 – Perceivable

Information and user interface components must be perceivable by users.

### Guideline 1.1 – Text Alternatives

Provide text alternatives for any non-text content.

#### 1.1.1 Non-text Content — Level A

All non-text content that is presented to users must have a text alternative that is equivalent to the content. [Show full description](#)

[Hide techniques and failures for this guideline](#)

#### Sufficient Techniques

Note: Other techniques may also be applicable.

Situation A: If a short description can be used to describe the content, the following techniques are sufficient:

- [G94: Providing short text alternative for images](#)

#### Short text alternative techniques

- [G196: Using a text alternative for images](#)
- [FLASH1: Setting the name of a Flash object](#)
- [FLASH5: Combining adjacent text](#)
- [FLASH28: Providing text alternative for video](#)
- [H2: Combining adjacent text](#)
- [H35: Providing text alternative for audio](#)
- [H37: Using alt attributes](#)
- [H53: Using the body of text to describe an image](#)
- [H86: Providing text alternative for audio](#)
- [PDF1: Applying text alternative for images](#)
- [SL5: Defining a Focusable Element](#)

Situation B: If a short description can be used to describe the content, the following techniques are sufficient:

- [G95: Providing short text alternative for audio](#)

#### Short text alternative techniques

- [ARIA6: Using aria-label to describe an image](#)
- [ARIA10: Using aria-label to describe an image](#)
- [G196: Using a text alternative for images](#)
- [FLASH1: Setting the name of a Flash object](#)
- [FLASH5: Combining adjacent text](#)
- [FLASH28: Providing text alternative for video](#)
- [H2: Combining adjacent text](#)
- [H35: Providing text alternative for audio](#)
- [H37: Using alt attributes](#)
- [H53: Using the body of text to describe an image](#)
- [H86: Providing text alternative for audio](#)
- [PDF1: Applying text alternative for images](#)
- [SL5: Defining a Focusable Element](#)

Search

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## Guide to Accessible Web Design & Development

Do you know how to create accessible digital products and calls out specific considerations for content, design, and development to ensure that federal websites and digital products meet the requirements of the 508 regulations?

If you are a developer, designer, or content manager, keep this guide handy for reference on accessible digital tools.

### How To Use This Guide

Major topics are listed below in alphabetical order. Click on the link to go to the page for that topic.

- [Audio-Only or Video-Only](#)
- [CAPTCHA](#)
- [Changing \(Dynamic\) Content](#)
- [Contrast](#)
- [Flashing](#)
- [Forms](#)
- [Frames & iFrames](#)
- [Headings](#)
- [Images](#)
- [Keyboard and Focus](#)
- [Language](#)
- [Links and Buttons](#)
- [Multiple Ways](#)
- [Page Title](#)
- [Parsing](#)
- [Repetitive Content](#)
- [Resizable Text](#)
- [Sensory Characteristics](#)
- [Stylesheet](#)
- [Synchronized Media](#)
- [Tables](#)
- [Timed Events](#)

### Audio-Only or Video-Only

#### 1.2.1 Audio-only and Video-only (Prerecorded)

For prerecorded audio-only and prerecorded video-only media, the content must be clearly labeled as such:

- Prerecorded Audio-only: An alternative for time-based audio content.
- Prerecorded Video-only: Either an alternative for time-based video content or a text transcript.

#### Content/Design Considerations

- Audio-Only: Provide a text transcript for audio-only content.
- Video-Only or Silent Animation: Provide a text transcript for video-only content.

#### Development Considerations

- Provide a descriptive link to a text transcript or the audio content.

#### 1.4.2 Audio Control

If any audio on a web page plays automatically for more than 30 seconds, the user must be able to control audio volume independently from the overall system volume.



Creativity & Design Marketing & Commerce PDF & E-signatures Business Solutions Support

Sign In

ACCESSIBILITY PRIMER By product Compliance Resources Feedback

## What is accessibility?

Accessibility involves two key issues: how users with disabilities access electronic information and how web content designers and developers enable web pages to function with assistive devices used by individuals with disabilities.

For the user with a disability, the challenge is to identify tools that provide the most convenient access to web-based and other electronic information. For the web content designer/developer, the challenge is to remove the obstacles that prevent accessibility tools from functioning effectively. In many cases, these challenges are relatively simple to overcome, but sometimes the solutions require some additional thought and effort.

[Defining disabilities](#)

[Assistive technologies](#)

[Accessibility standards](#)

[Why is accessibility important?](#)

### Defining disabilities

The range of disabilities is broad and difficult to categorize; however, it is important to have some sense of the scope of the issue.

A 1997 report by the U.S. Census Bureau categorizes 19.6% of the U.S. population as having some sort of disability. Within that group are individuals with visual, hearing, cognitive, and motor impairments. Each category includes a much wider range of conditions. For example, visual impairments include limited vision, color blindness, and blindness. Disability categories can also include temporary disabilities; for example, someone with a broken wrist may have difficulty using a mouse but still needs access to the web to meet day-to-day job requirements.

At the same time, statistics about individuals with disabilities may be misleading. As people get older, most face a disability of some kind. While nearly 20% of the total U.S. population has a disability, as the population ages, the proportion of people with disabilities grows (see Table 1). In fact, almost 75% of the population over 80 years old has a disability. Thus, accessibility is not just about opening doors — it is about keeping them open. Accessibility allows people to maintain a level of independence that age would likely otherwise make difficult.

Table 1. Prevalence of disability by age: 1997

	Total number	With disability	Percent with disability
All ages	267,665,000	52,596,000	19.7%
Under 15 years	59,606,000	4,661,000	7.8%
15 to 24 years	36,897,000	3,961,000	10.7%
25 to 44 years	83,887,000	11,200,000	13.4%
45 to 54 years	33,620,000	7,585,000	22.6%
55 to 64 years	21,591,000	7,708,000	35.7%
65 years and after	32,064,000	17,480,000	54.5%

### Assistive technologies

Users with disabilities frequently rely on hardware and software to access web content. These tools, known as assistive technologies, range from screen readers to touchscreens and head pointers.

Blind users of the web frequently use software called a screen reader to read the contents of a web page out loud. Two common screen readers are JAWS from Freedom Scientific and Window-Eyes from GW Micro. Screen readers enable users to hear, rather than read, the contents of a web page; however, a screen reader can read only text, not images or animations. It is desirable, therefore, that images and animations be assigned text descriptions that screen readers can read. These text descriptions are called alternative text, or alt text.

Users with low vision often depend on magnification software. Some magnifier users utilize speech features within magnification tools or use magnifier software in conjunction with a screen reader. Two popular screen magnifiers are ZoomText from Ai Squared and MAGIC from Freedom Scientific. Screen magnifiers increase the size of a portion of the user's screen or the entire screen in order to make the content more visible. Screen magnifiers that provide a speech feature depend on the same accessibility information as screen readers.

Contents Filter Hide

### 1. Perceivable

#### 1.1 Text Alternatives

##### 1.1.1 Non-text Content

#### 1.2 Time-based Media

##### 1.2.1 Audio-only and Video-only (Prerecorded)

##### 1.2.2 Captions (Prerecorded)

##### 1.2.3 Audio Description or Media Alternative (Prerecorded)

##### 1.2.4 Captions (Live)

##### 1.2.5 Audio Description (Prerecorded)

##### 1.2.6 Sign Language (Prerecorded)

##### 1.2.7 Extended Audio Description (Prerecorded)

##### 1.2.8 Media Alternative (Prerecorded)

##### 1.2.9 Audio-only (Live)

#### 1.3 Adaptable

##### 1.3.1 Info and Relationships

##### 1.3.2 Meaningful Sequence

##### 1.3.3 Sensory Characteristics

##### 1.3.4 Orientation

##### 1.3.5 Identify Input Purpose

##### 1.3.6 Identify Purpose

#### 1.4 Distinguishable

##### 1.4.1 Use of Color

##### 1.4.2 Audio Control

##### 1.4.3 Contrast (Minimum)

**Accessibility =  
Creative Challenge**

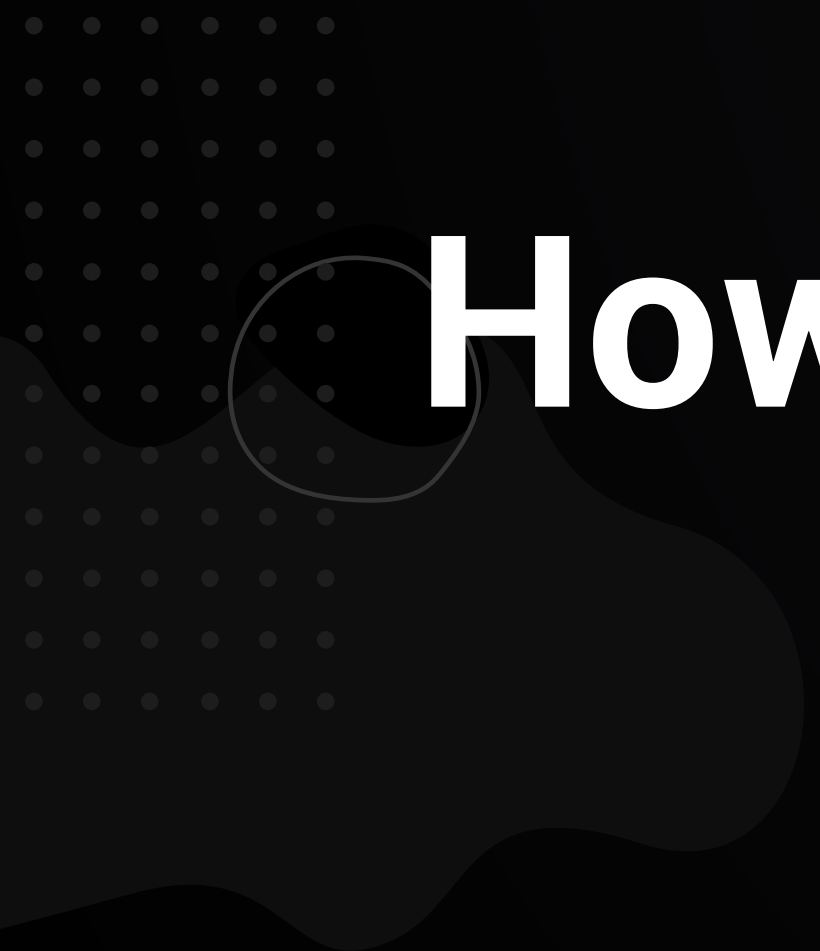
**Accessibility = A11y**

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**

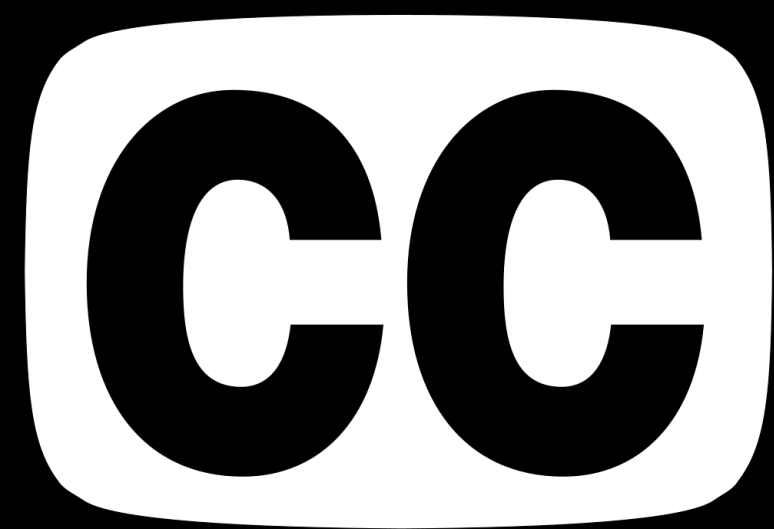






**Myself, I'd rather live among pigs**

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



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.**



The background is black with a grid of small, light-colored dots. There are several overlapping, semi-transparent shapes: a large, irregular dark grey shape in the center, a smaller dark grey shape to its right, and a circular shape with a dotted pattern to its left. The text is centered within the large central shape.

**Why is Accessibility  
important?**

Legal Case

Business Case

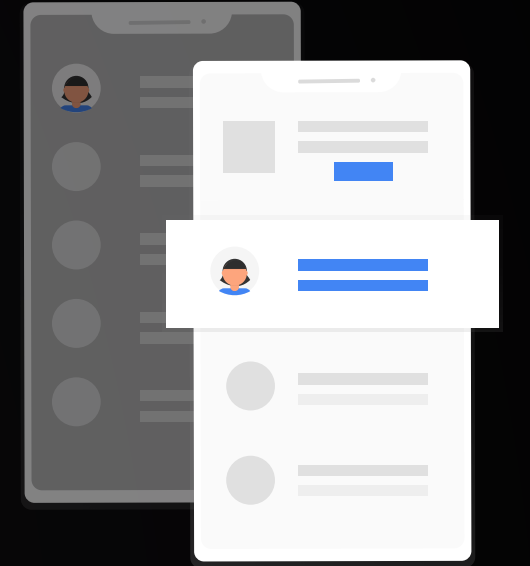
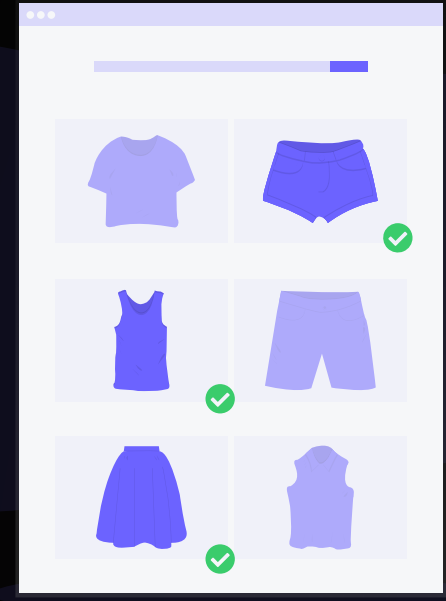
**Ethical Case**





**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)

The background is a solid black color. It features several abstract, semi-transparent elements: a large, irregular, light gray shape in the center; a smaller, darker gray shape to its right; and a grid of small, light gray dots in the upper right quadrant. The text is centered horizontally and partially overlaid by these shapes.

**Accessibility starts with design**

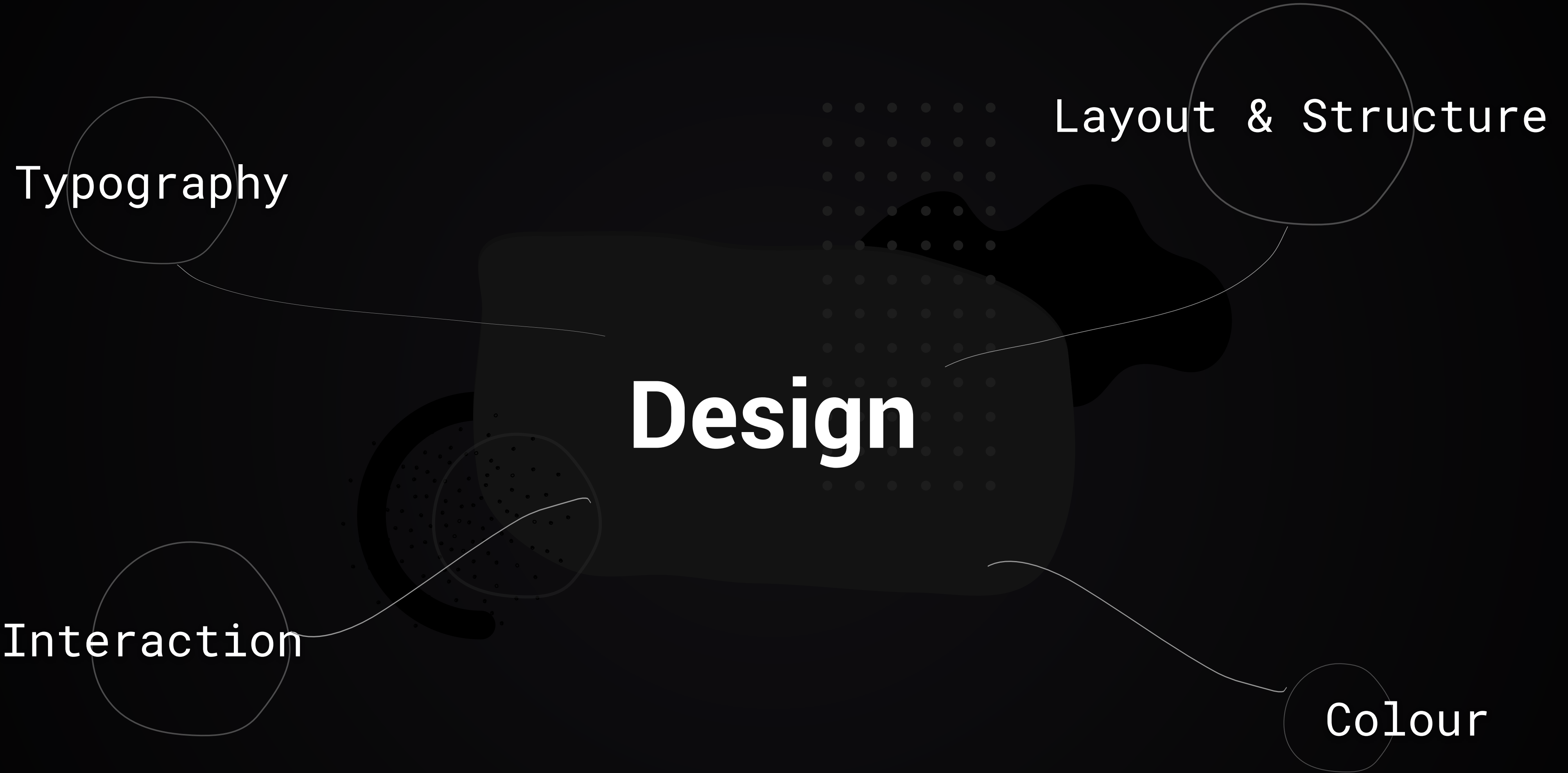
Typography

Layout & Structure

**Design**

Interaction

Colour



# Have a consistent hierarchy

The screenshot displays the INE website interface with a clear navigation structure. At the top, the INE logo and name are on the left, and a search bar is on the right. Below the logo, there are icons for accessibility and social media. A central navigation bar features six numbered categories: 01 INE, 02 INEbase, 03 Methods and Projects, 04 Training and Employment, 05 Press, and 06 Products and Services. To the right of this bar are links for 'Electoral Census' and 'Electronic Office'. Language options for 'ES' (Spanish) and 'EN' (English) are also present.

On the left side, there is a vertical menu with categories such as 'Participants in INE surveys', 'The statistical information', and various sectors like 'Agriculture and environment', 'Science and technology', 'Demography and population', 'Economy', 'Industry, energy and construction', 'Labour market', 'Standard of living and living conditions (CPI)', 'Services', and 'Society'. Below this menu is a 'Calendar 2019' widget for October and a video player for 'Encuesta de Presupuestos Familiares'.

The main content area is divided into several sections:
 

- News flash:** A list of recent news items with dates and titles, such as '17 Oct 19. Survey on ICT usage and e-commerce in enterprises'.
- Indicators table:** A table with columns for 'Indicator', 'Period', 'Value', and 'Variation (%)'. It lists indicators like CPI, EAPS (Employed and Unemployment rate), and GDP.
- Charts:** A line chart titled 'CPI. National general index (%)' showing 'Month var' (bar chart) and 'Year var' (line chart) from September 2018 to September 2019.

At the bottom of the page, there is a link: 'Access to all our videos and Infographics'.

# Have a consistent hierarchy

The screenshot shows the top navigation bar of the Office for National Statistics website. It includes the logo, language options (English (EN) and Cymraeg (CY)), and a list of navigation links: Release calendar, Methodology, Media, About, and Blog. Below this is a horizontal menu with categories: Home, Business, industry and trade, Economy, Employment and labour market, People, population and community, and Taking part in a survey?. A search bar is positioned below the menu. The main content area features a large blue banner with the text 'Welcome to the Office for National Statistics' and a description of the organization. To the right of the banner is a grid of letters from A to Z, labeled 'A to Z of statistical bulletins'. Below the banner is a section titled 'Headline news, figures and publications' with three items: a line chart, a bar chart, and a text box about the employment rate (75.9% for 2019.IIUN-AUG) and a link to a survey article.

Office for National Statistics

English (EN) | [Cymraeg \(CY\)](#)

[Release calendar](#) | [Methodology](#) | [Media](#) | [About](#) | [Blog](#)

Home | Business, industry and trade | Economy | Employment and labour market | People, population and community | Taking part in a survey?

Search for a keyword(s) or time series ID

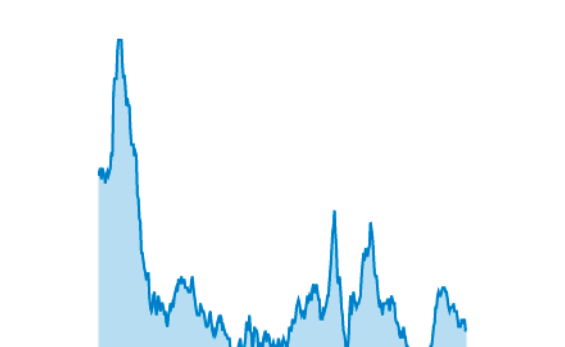

## Welcome to the Office for National Statistics

The UK's largest independent producer of official statistics and the recognised national statistical institute of the UK.

### A to Z of statistical bulletins

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z		

### Headline news, figures and publications

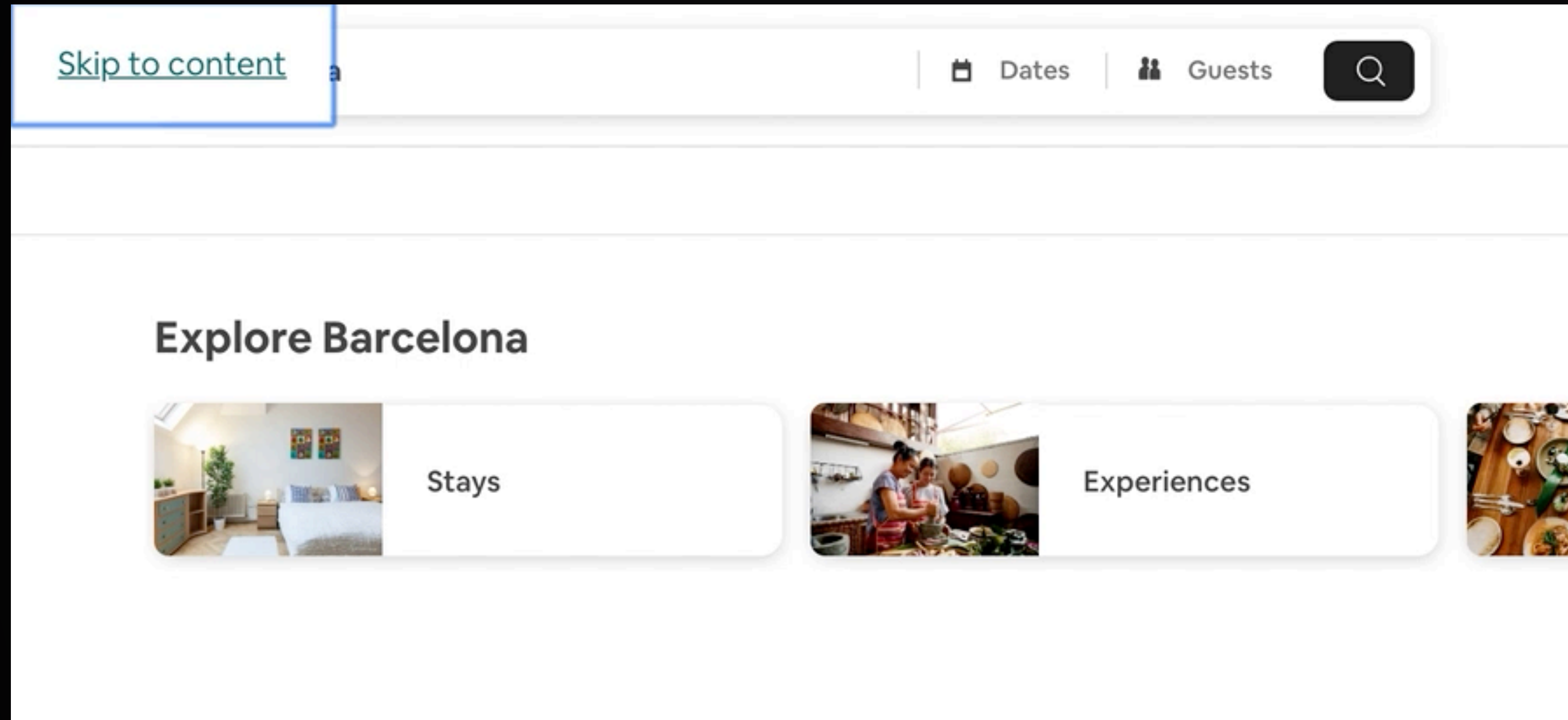
  **Employment rate (aged 16 to 64, seasonally adjusted)**  
**75.9%**  
2019.IIUN-AUG

[Asked to take part in a survey?](#)  
Find out why taking part is important and what is

→ 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

Booking ticket entre' THE EXHIBITION

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](mailto:007museum@telia.com)

QUIZ: [Hitta 10 James Bond-filmer](#)

## LATEST NEWS:

[No Time To Die James Bond 25 8th april 2020 ...](#)

[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

The screenshot shows the InVision Blog interface. The main article is titled "Why's accessibility so important?". It contains three paragraphs of text. In the first paragraph, the words "Accessibility" and "digital product design" are underlined. In the second paragraph, the word "general" is underlined. In the third paragraph, the words "Color accessibility" and "The World Health Organization" are underlined. To the right of the main article is a "TOP STORIES" section with three article cards. Each card has a small image, a category label (e.g., "DESIGN SYSTEMS", "CAREERS"), a title, and an author name. The category labels and author names are in a smaller, lighter font. The overall layout is clean and professional.

Design Resources Process Videos Inspiration Teams Design

TRY INVISION FREE SUBSCRIBE

## Why's accessibility so important?

Accessibility in digital product design is the practice of crafting experiences for all people, including those of us with visual, speech, auditory, physical, or cognitive disabilities. As designers, developers, and general tech people, we have the power to create a web we're all proud of: an inclusive web made for and consumable by all people.

Also, not creating accessible products is just rude, so don't be rude.

Color accessibility enables people with visual impairments or color vision deficiencies to interact with digital experiences in the same way as their non-visually-impaired counterparts. In 2017, The World Health Organization estimated that roughly 217 million people live with some form of moderate to severe vision impairment. That statistic alone is reason enough to design for accessibility.

TOP STORIES

**DESIGN SYSTEMS**  
Designers and developers, these new DSM features are for you. Both of you.  
BY DANIELLE LEVITE

**CAREERS**  
Eight designers tell us their tips for landing a second interview  
BY NATHANIA GILSON

**CAREERS**  
How to develop your UX network  
BY SARAH DOODY

INVISIONAPP.COM

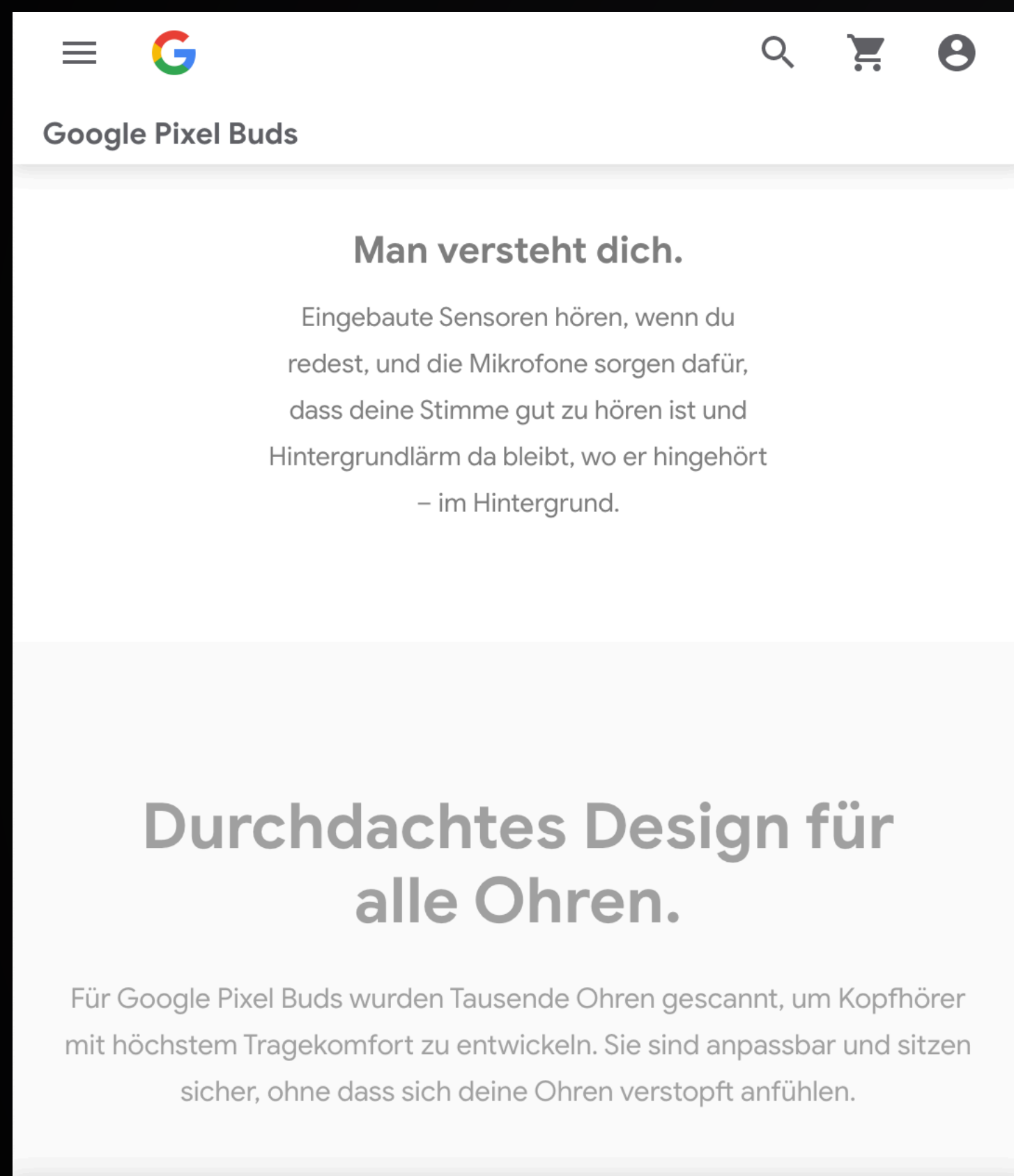
→ Links should be **recognisable** without having to point on them

→ 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



The screenshot shows the top of a mobile website for Google Pixel Buds. It features a navigation bar with a hamburger menu, the Google logo, and icons for search, shopping, and user profile. Below the navigation bar, the text "Google Pixel Buds" is displayed. The main content area has a heading "Man versteht dich." followed by a paragraph of text. At the bottom, there is a large heading "Durchdachtes Design für alle Ohren." and another paragraph of text.

Google Pixel Buds

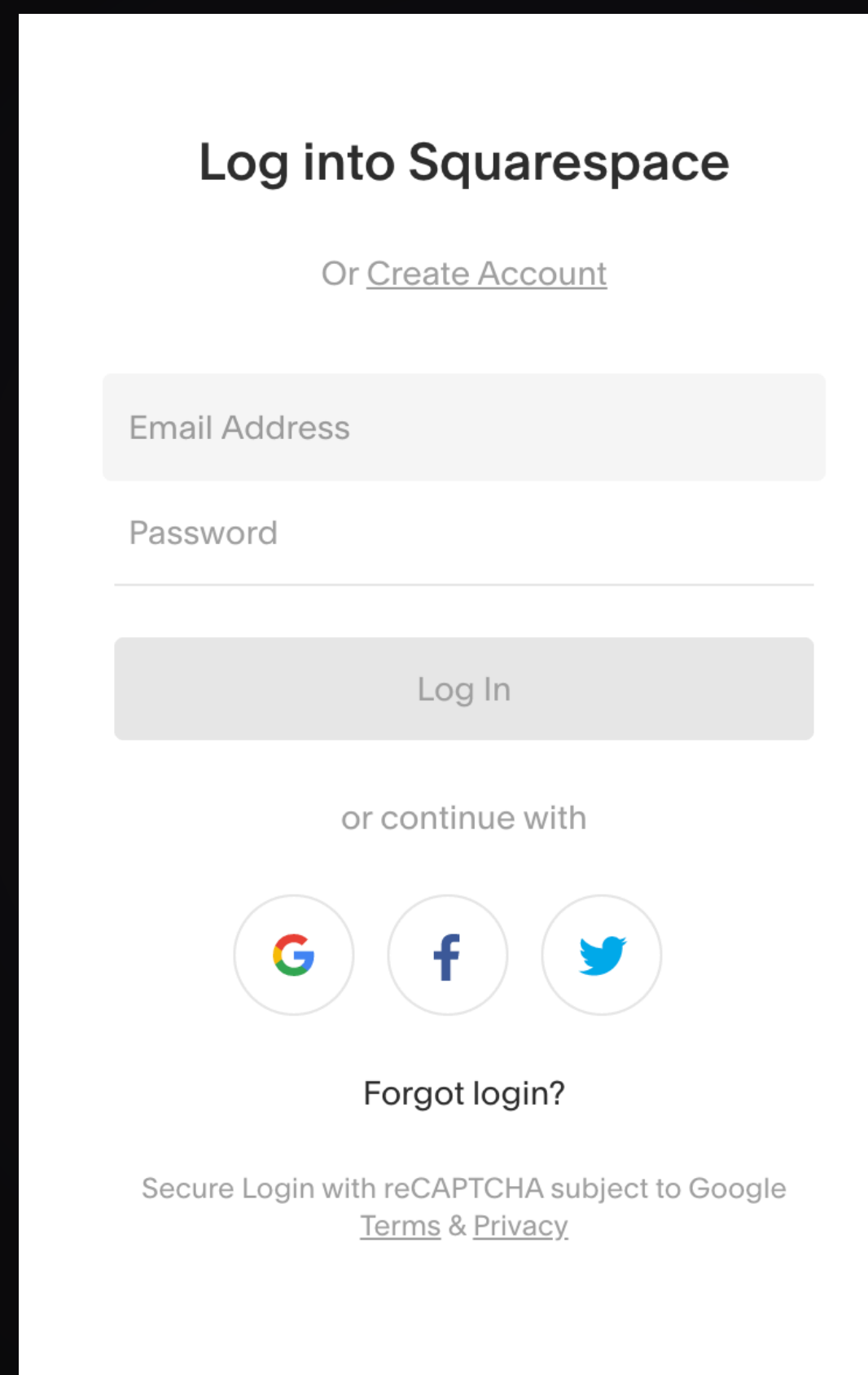
**Man versteht dich.**

Eingebaute Sensoren hören, wenn du redest, und die Mikrofone sorgen dafür, dass deine Stimme gut zu hören ist und Hintergrundlärm da bleibt, wo er hingehört – im Hintergrund.

**Durchdachtes Design für alle Ohren.**

Für Google Pixel Buds wurden Tausende Ohren gescannt, um Kopfhörer mit höchstem Tragekomfort zu entwickeln. Sie sind anpassbar und sitzen sicher, ohne dass sich deine Ohren verstopft anfühlen.

GOOGLE PIXEL BUDS



The screenshot shows a login page for Squarespace. It has a heading "Log into Squarespace" and a link "Or [Create Account](#)". Below this are two input fields for "Email Address" and "Password". A "Log In" button is positioned below the password field. Further down, there is a link "or continue with" followed by three social media icons: Google, Facebook, and Twitter. At the bottom, there is a link "Forgot login?" and a footer note "Secure Login with reCAPTCHA subject to Google [Terms & Privacy](#)".

**Log into Squarespace**

Or [Create Account](#)

Email Address

Password

Log In

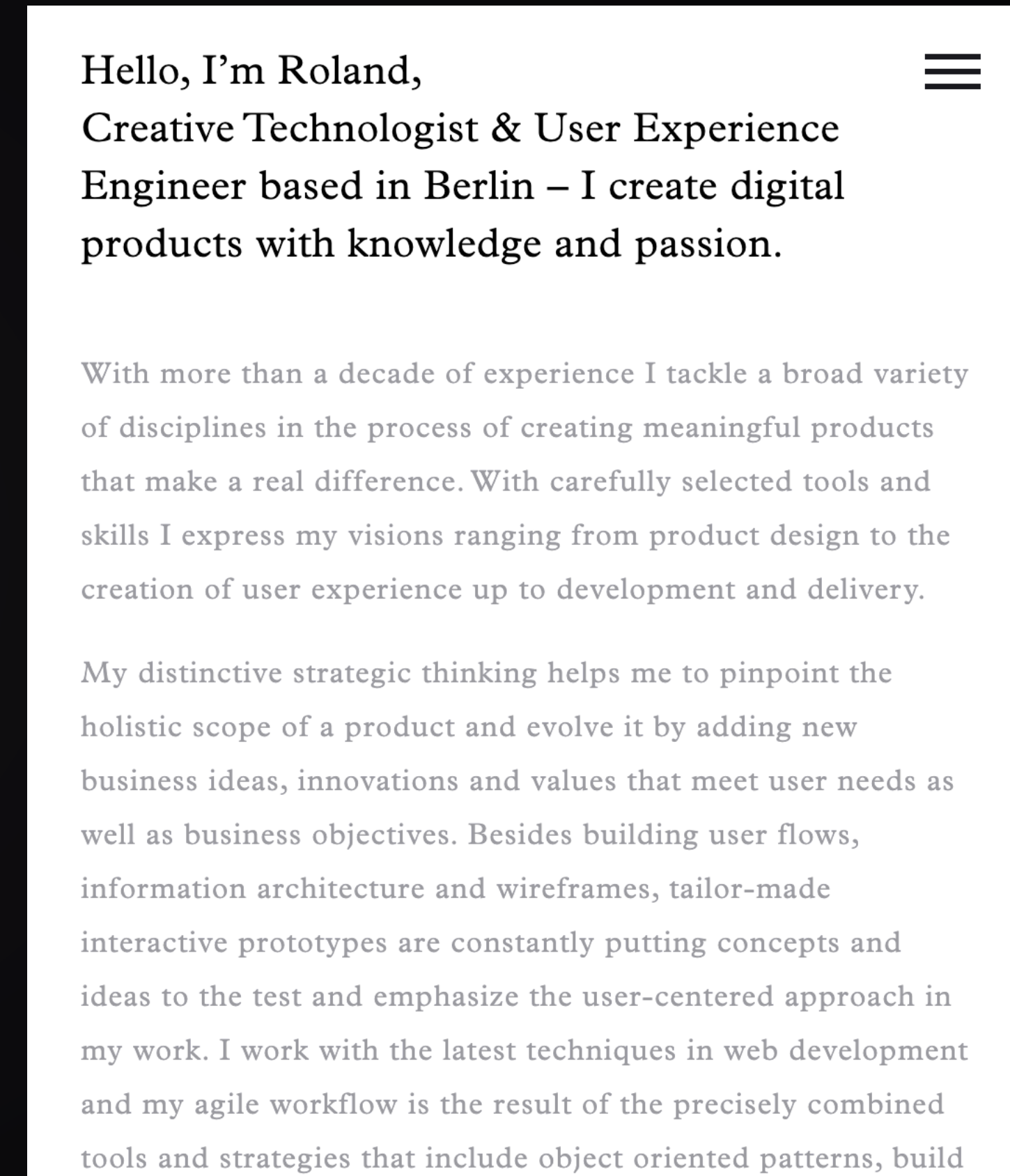
or continue with

[G](#) [f](#) [T](#)

[Forgot login?](#)

Secure Login with reCAPTCHA subject to Google [Terms & Privacy](#)

SQUARESPACE



The screenshot shows a profile page for WEAINTPLASTIC.COM. It features a heading "Hello, I'm Roland, Creative Technologist & User Experience Engineer based in Berlin – I create digital products with knowledge and passion." followed by a paragraph of text. Below this is another paragraph of text. At the bottom, there is a third paragraph of text. A hamburger menu icon is visible in the top right corner.

Hello, I'm Roland,  
Creative Technologist & User Experience  
Engineer based in Berlin – I create digital  
products with knowledge and passion.

With more than a decade of experience I tackle a broad variety of disciplines in the process of creating meaningful products that make a real difference. With carefully selected tools and skills I express my visions ranging from product design to the creation of user experience up to development and delivery.

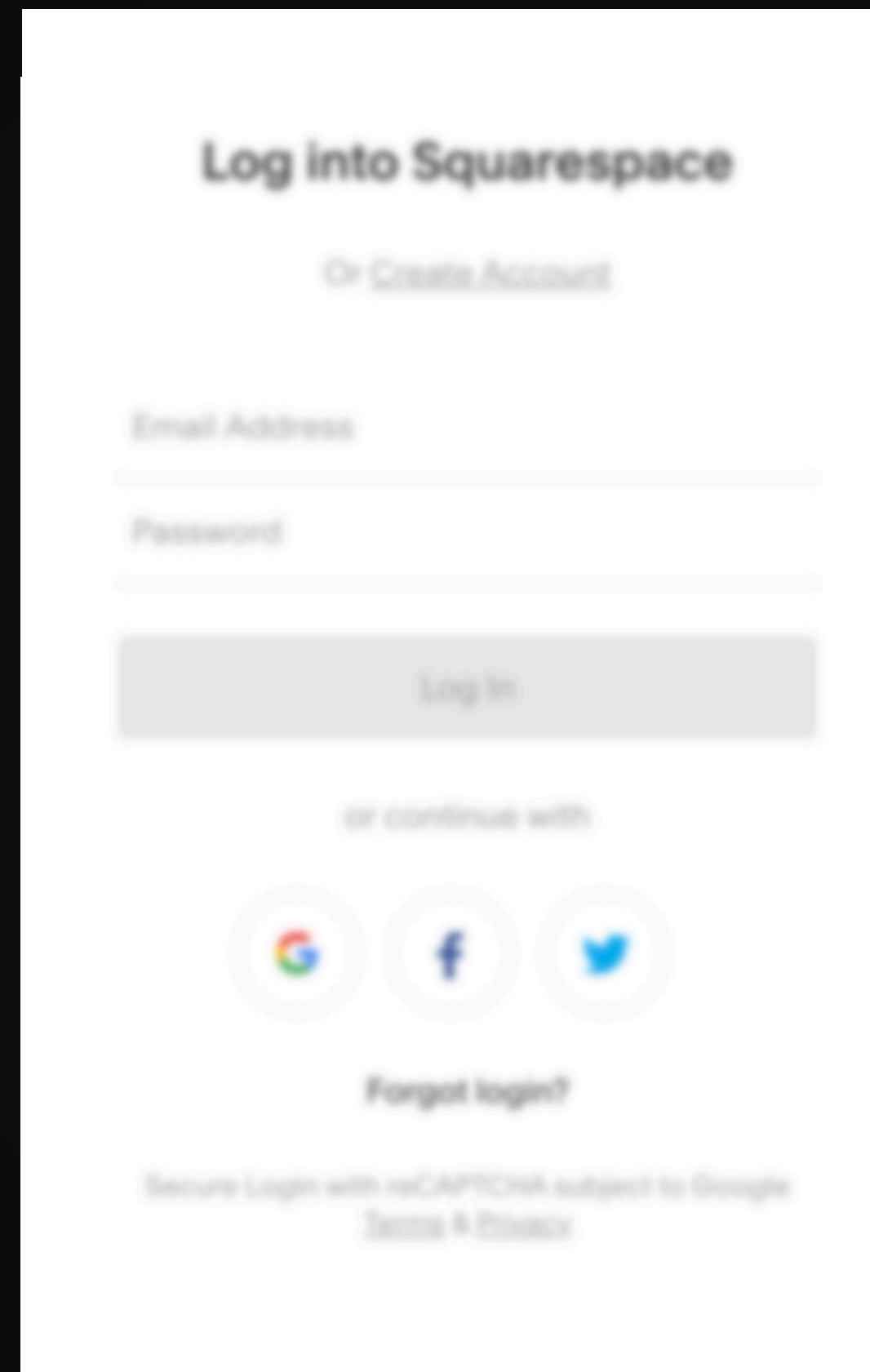
My distinctive strategic thinking helps me to pinpoint the holistic scope of a product and evolve it by adding new business ideas, innovations and values that meet user needs as well as business objectives. Besides building user flows, information architecture and wireframes, tailor-made interactive prototypes are constantly putting concepts and ideas to the test and emphasize the user-centered approach in my work. I work with the latest techniques in web development and my agile workflow is the result of the precisely combined tools and strategies that include object oriented patterns, build

WEAINTPLASTIC.COM

# Font size & contrast



GOOGLE PIXEL BUDS



SQUARESPACE



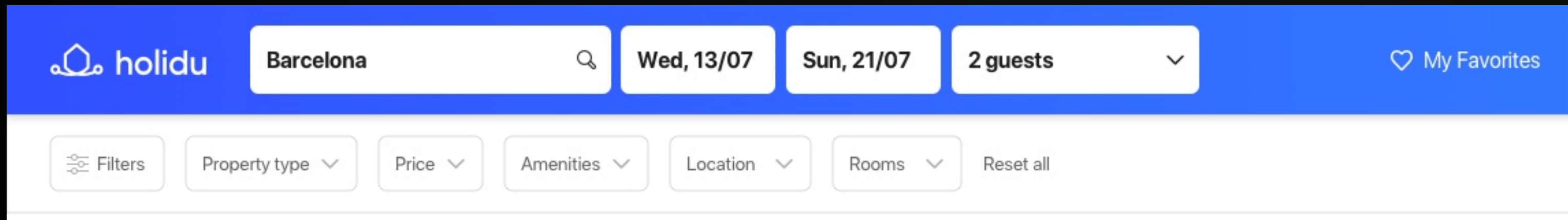
WEAINTPLASTIC.COM

Colour Contrast — not found

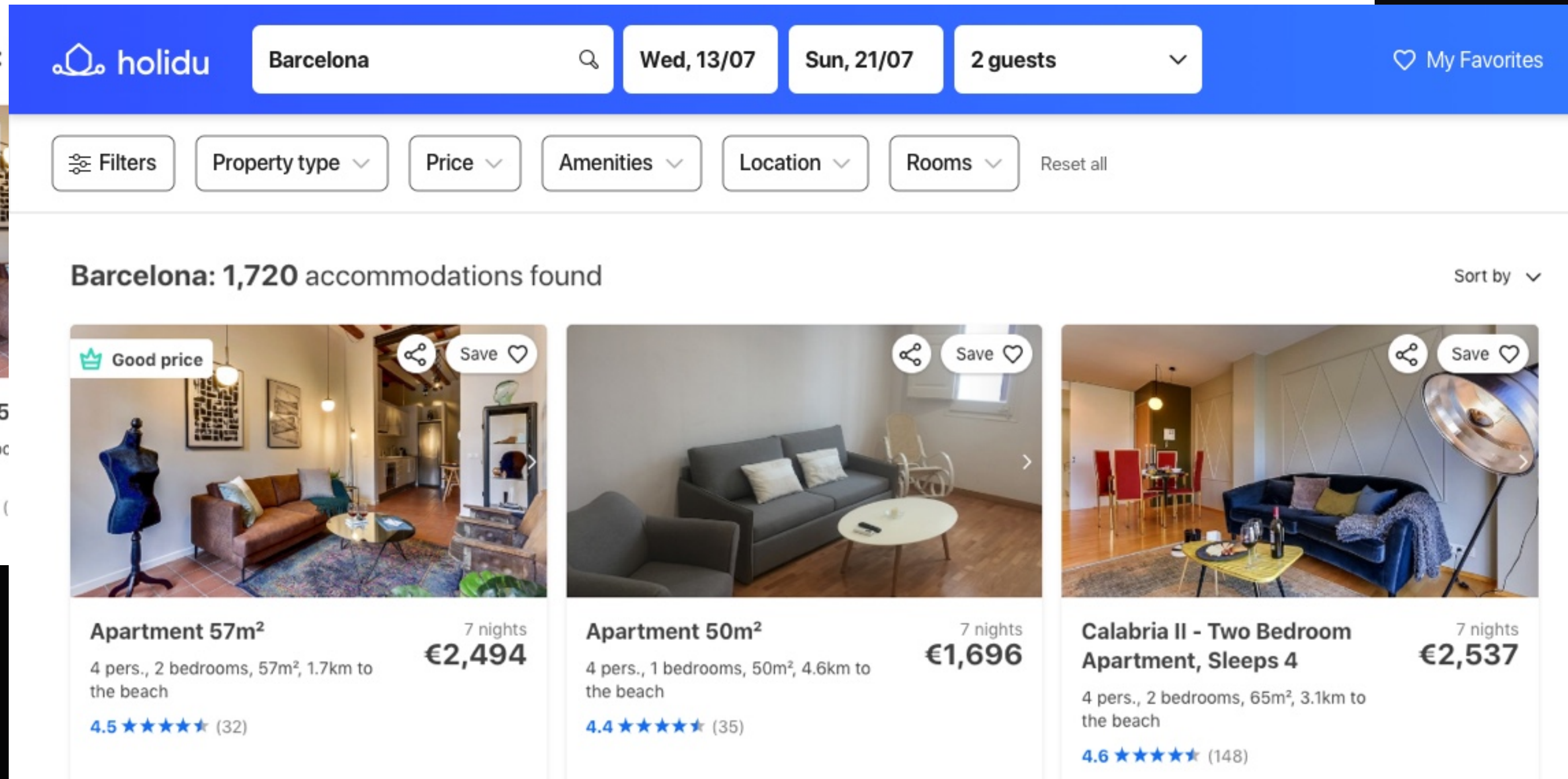


# Font size & contrast

A/B TEST EXPERIMENT



Original



New

+8%

FILTERS INTERACTION

+3%

BOOKING CONVERSION

# Font size & contrast



BROWSER INSPECTOR

## CONTRAST CHECKER

COURTESY OF ACART COMMUNICATIONS

### COLOR SELECTION

SEE GRAYSCALE

FOREGROUND

777777

Sample  
12px

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eiusmod rom tempor incididunt ut lobore et dolore magna aliquam erat volupat.

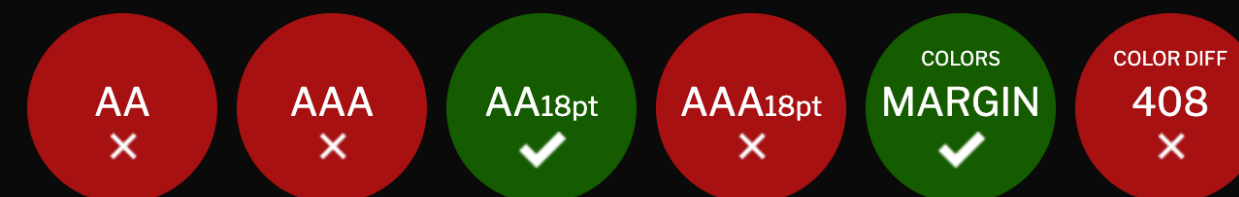
BACKGROUND

FFFFFF

Sample  
18px

Lorem ipsum dolor sit amet, consectetur adipiscing elit

RATIO: 4.48



CONTRASTCHECKER.COM

## NoCoffee Vision Simulator

### Pervasive issues

Blur (low acuity):  3  
Contrast loss:  0  
Glare:  0  
Ghosting:  0  
Snow:  0  
Cloudiness (cataracts):  0  
Flutter (nystagmus):  0

Color deficiency:

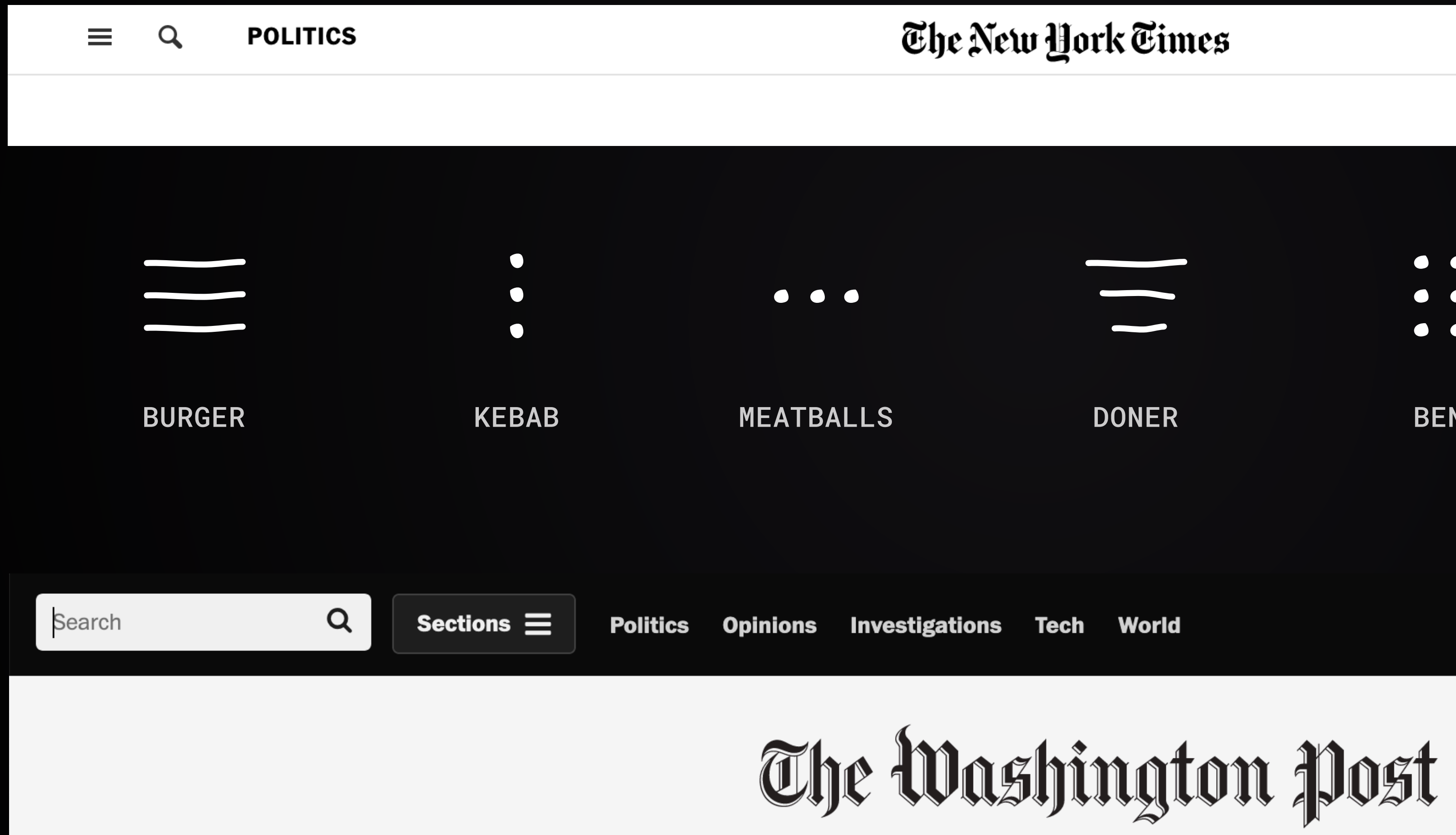
### Blocked visual field

- Normal
- Central (macular degeneration)
- Peripheral (glaucoma, retinitis pigmentosa)
- Corner (retinal detachment)
- Side (hemianopia)
- Large spots (diabetic retinopathy)
- Floaters

Strength and size:  40

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



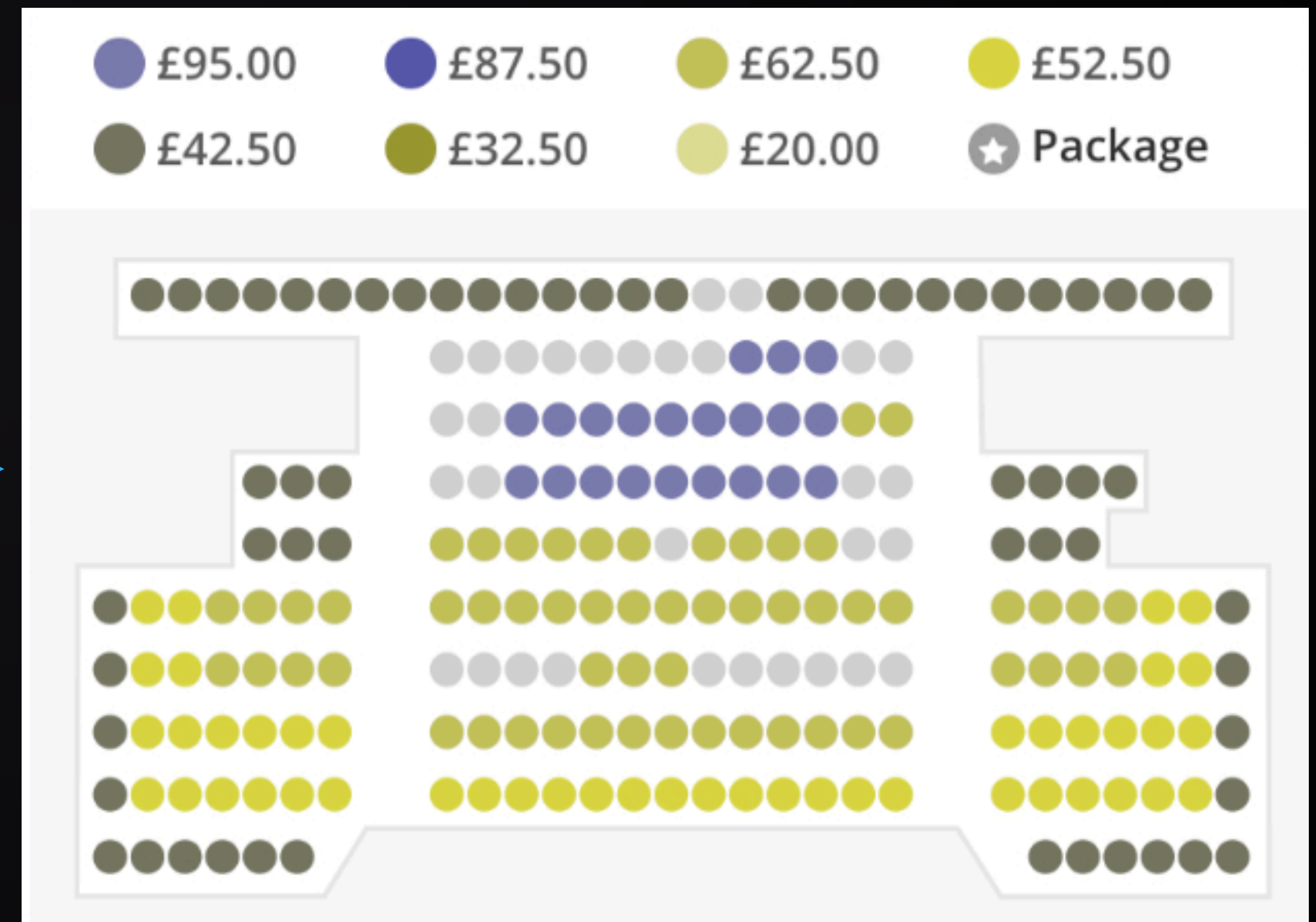
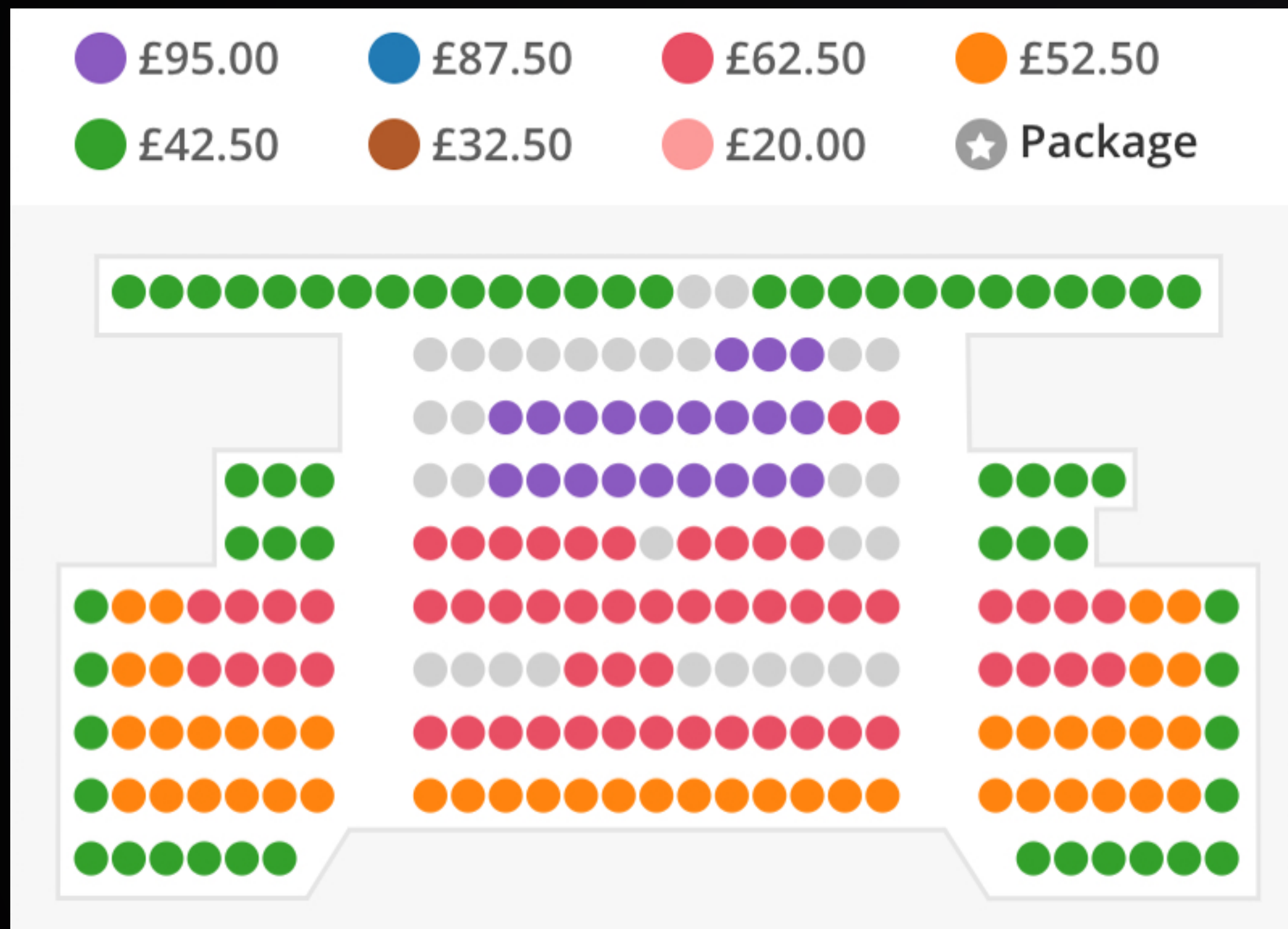
About **4% of the population** has some form of colour blindness.

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



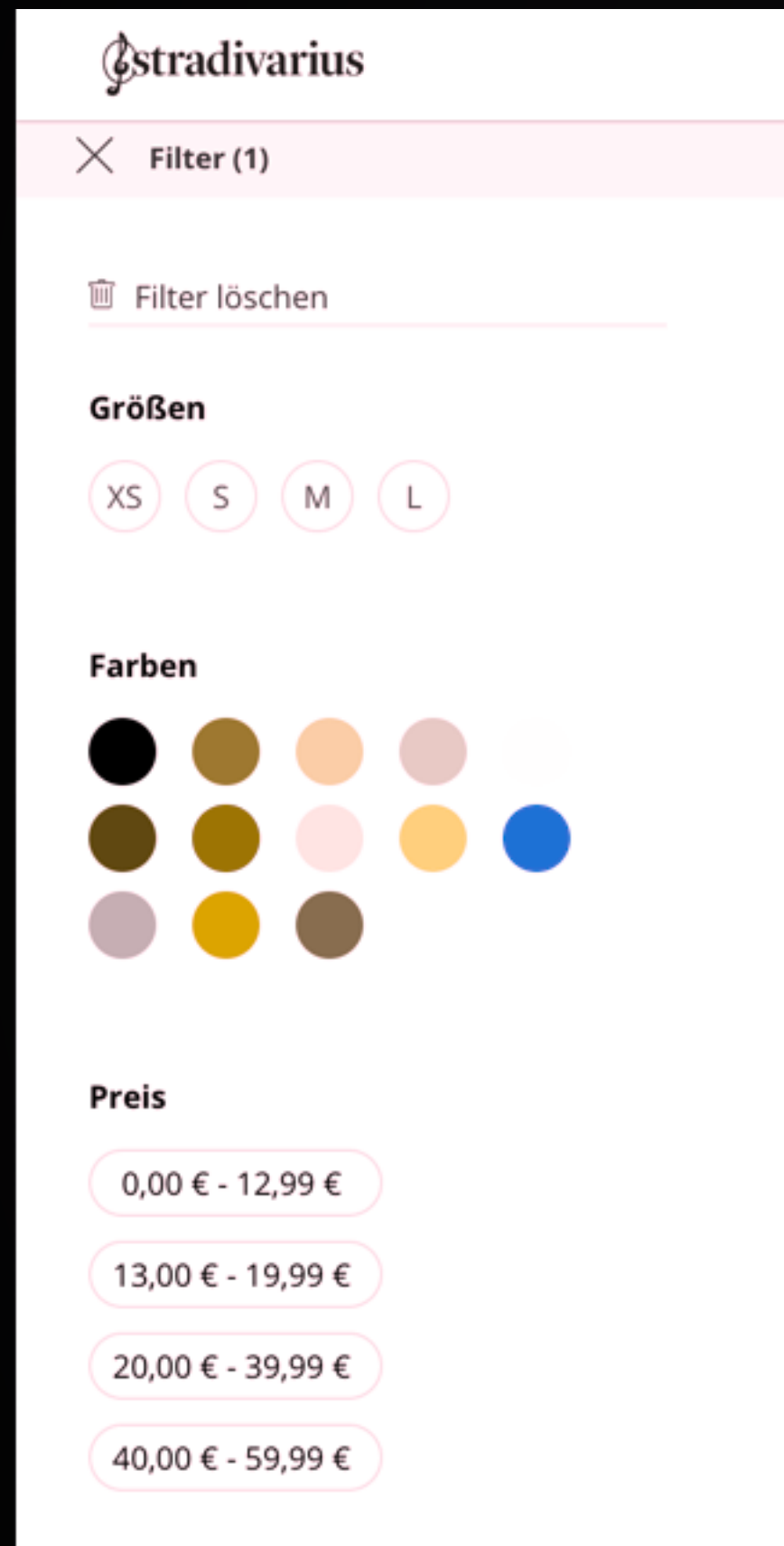
# Don't rely on colour alone

ATG Event ticket (UK)



Deuteranopia

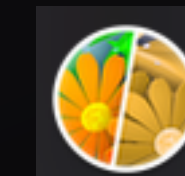
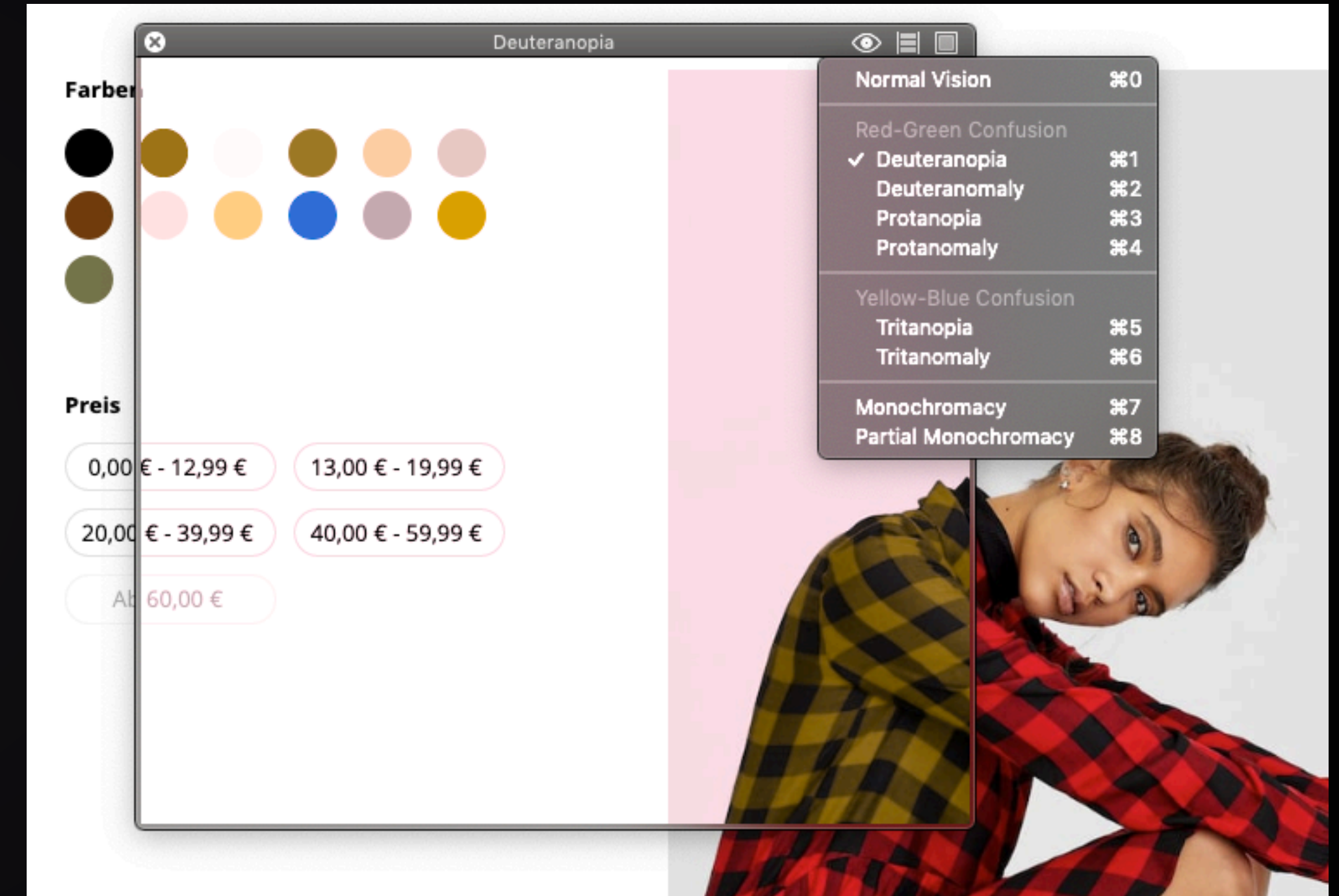
# Don't rely on colour alone



STRADIVARIUS FILTERS



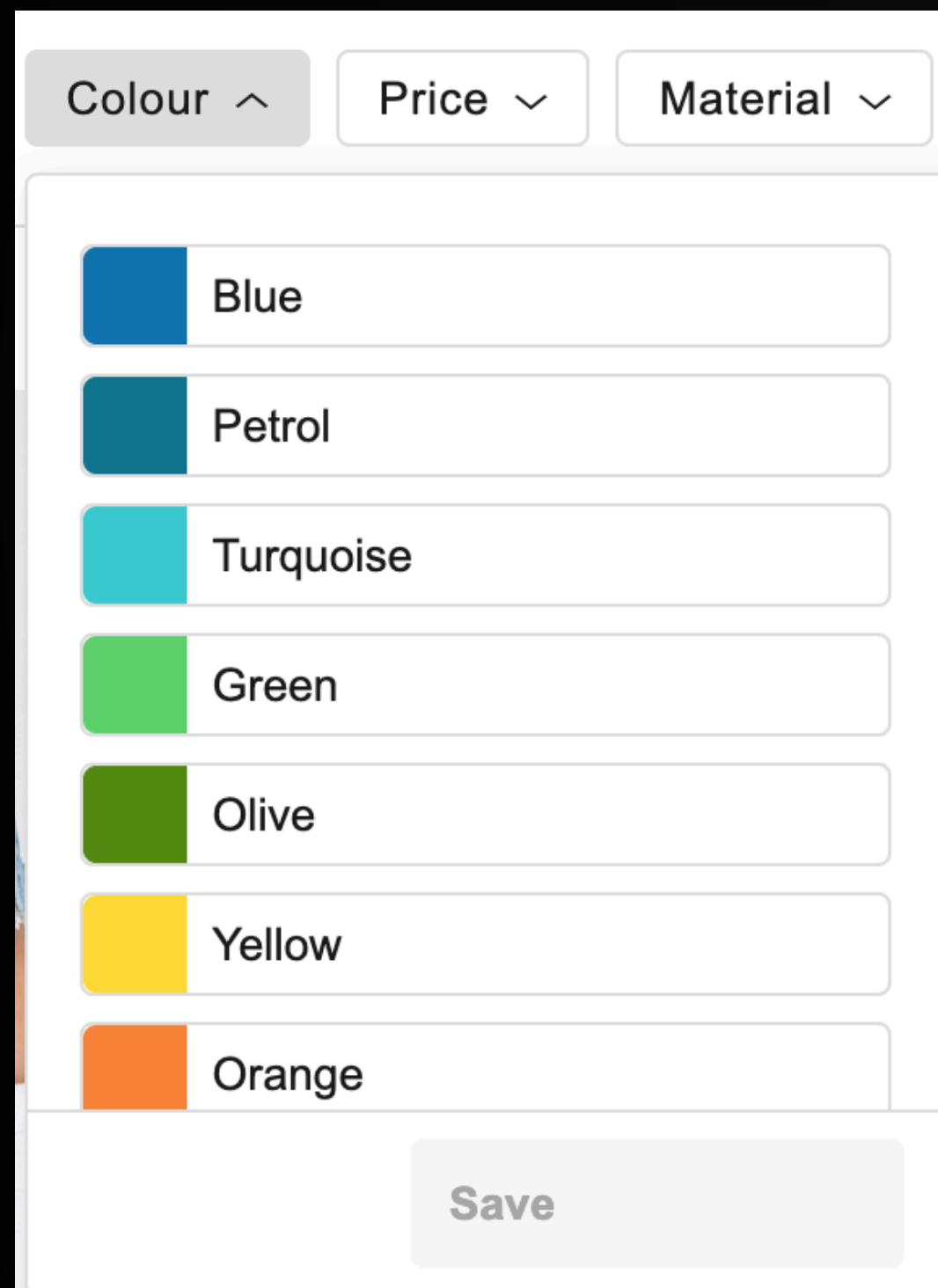
SKYSCANNER



SIM DALTONISM (APP)

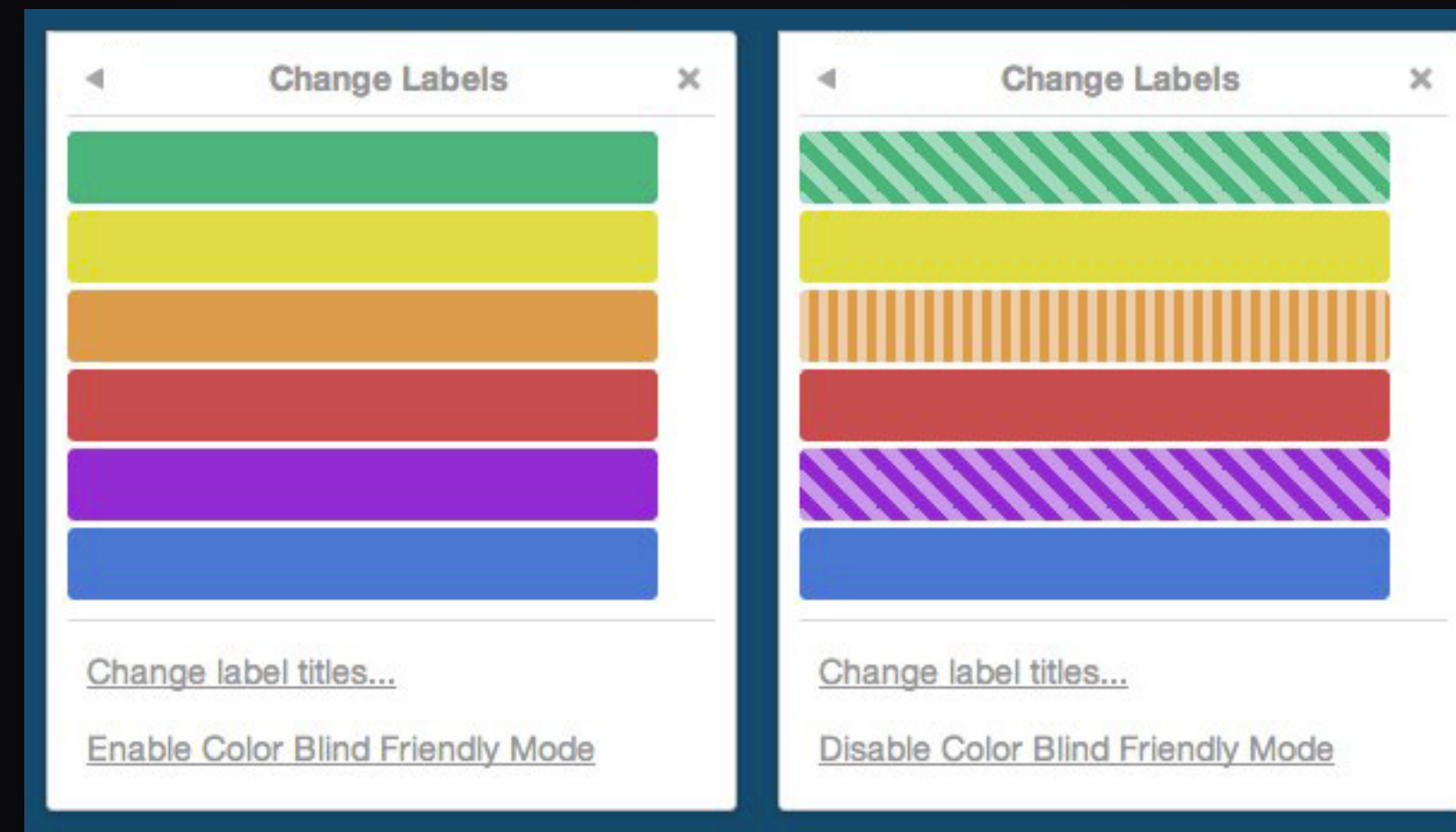
# Don't rely on colour alone

## 1. Text or Labels



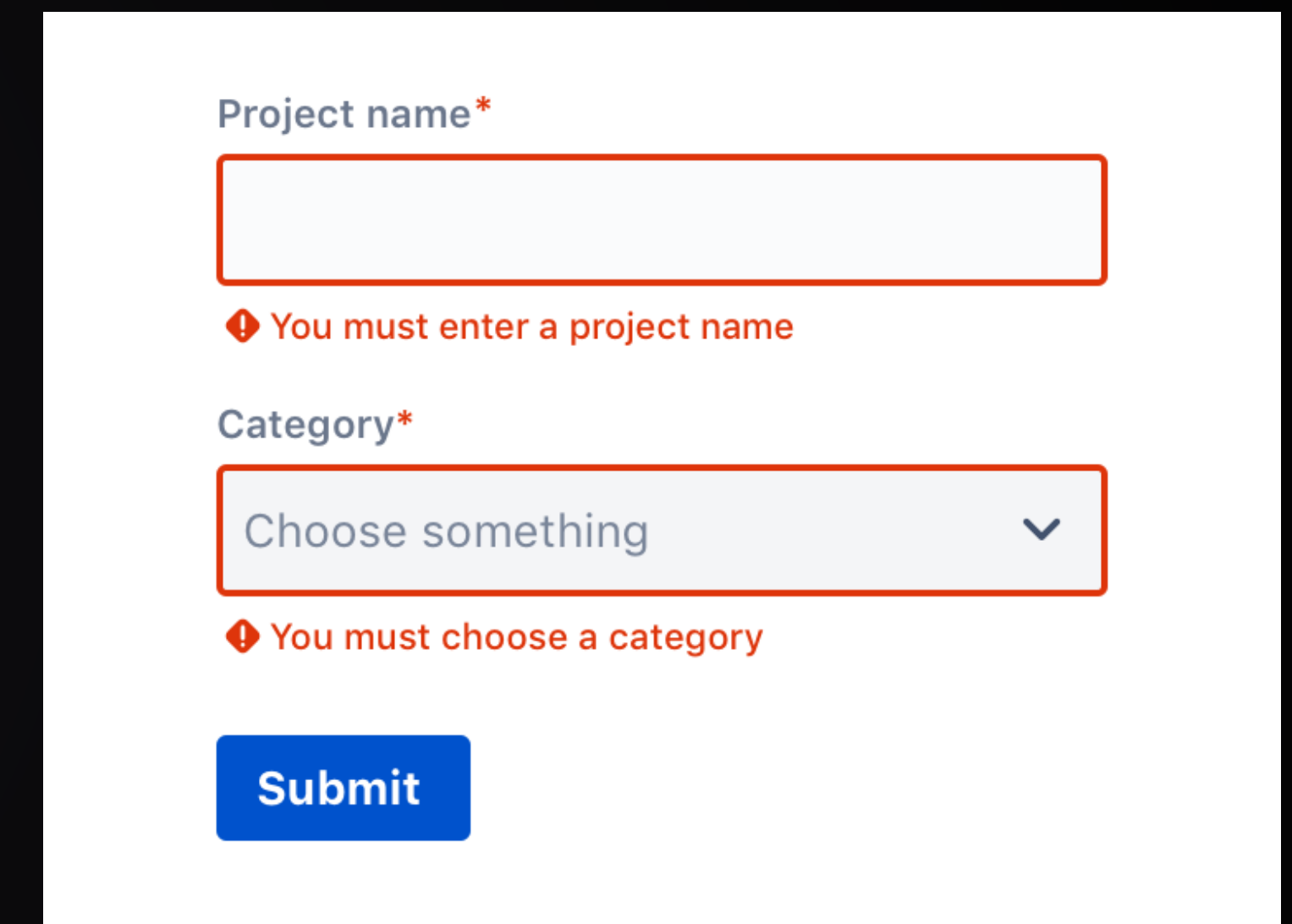
ZALANDO FILTERS

## 2. Texture & Patterns



TRELLO

## 3. Icons & Symbols

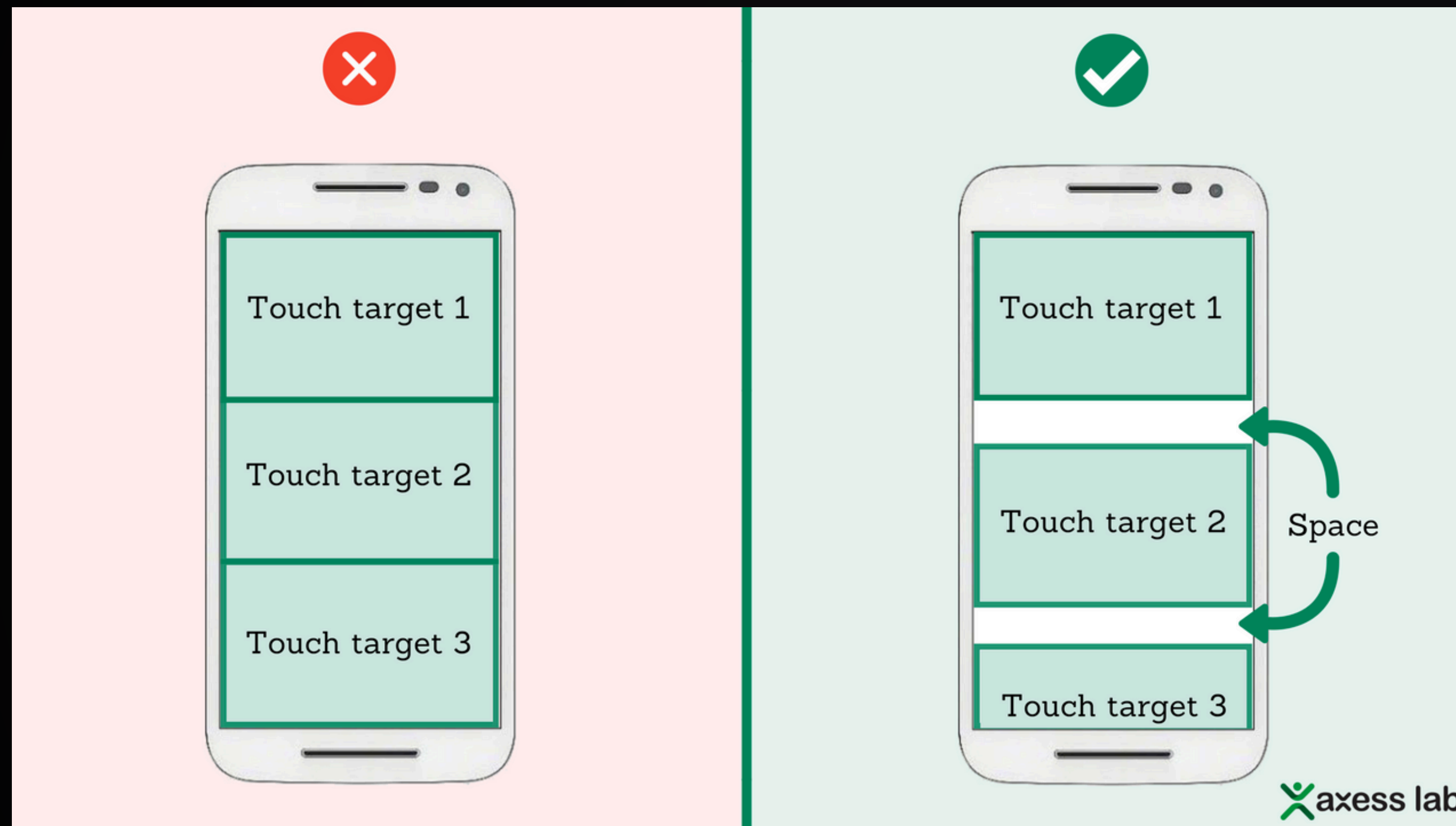


CONFLUENCE

# Ensure enough touch targets



# 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

The screenshot displays the Forbes website interface. At the top is a dark navigation bar with the 'Forbes' logo and menu items: Billionaires, Innovation, Leadership, Money, Business, Small Business, Lifestyle, BrandVoice, Lists, Advisor, and Featured. A search icon is on the right. Below the navigation bar is a large, multi-colored horizontal bar chart with three rows of segments in shades of blue, green, orange, and yellow. The main content area features an article titled 'EU and U.K. Agree Draft Brexit Deal, What Happens Next?' by Isabel Togoh, a Forbes Staff member in Retail. The article includes a video player for 'The Honest Story: How Jessica Alba Solved A Big Problem' with a progress bar at 0:01 / 1:08. A vertical 'Cookies on Forbes' notice is on the left. At the bottom, there are partial views of a Facebook post and a video player with colored circles.



# Achtung!

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

# Animation, Motion & Clutter



Apple  
@Apple

36 new features in 8 seconds. Miss one? Tap to freeze.  
Learn about iPhone 8 and iPhone 8 Plus.

[apple.co/iphone8](https://apple.co/iphone8)



Blanc Festival  
@BlancFest

Hemos jugado con nuestra imagen bajo criterios muy variados (y todos ellos magníficos). Creemos que ha llegado el momento de que Blanc se muestre tal como es. Por eso pasaremos a tener una identidad "permanente" por [@practica\\_design](#).

Siempre diferente, siempre igual.

[#blancfest](#)

[Translate Tweet](#)

Concepto y Diseño  
Práctica

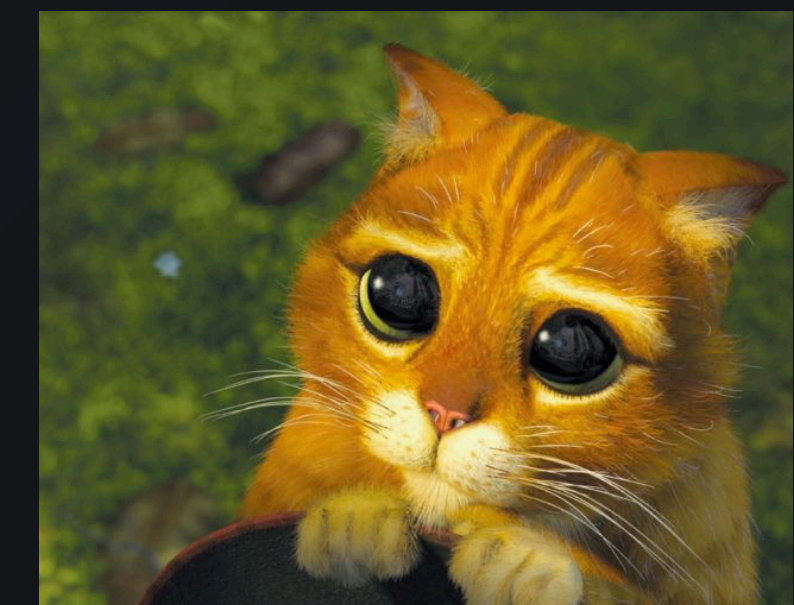
Motion  
Gimmewings

Sound  
Aimar Molero

0:03 486 views

→ Don't do that.

- 
- 
- 



Please.

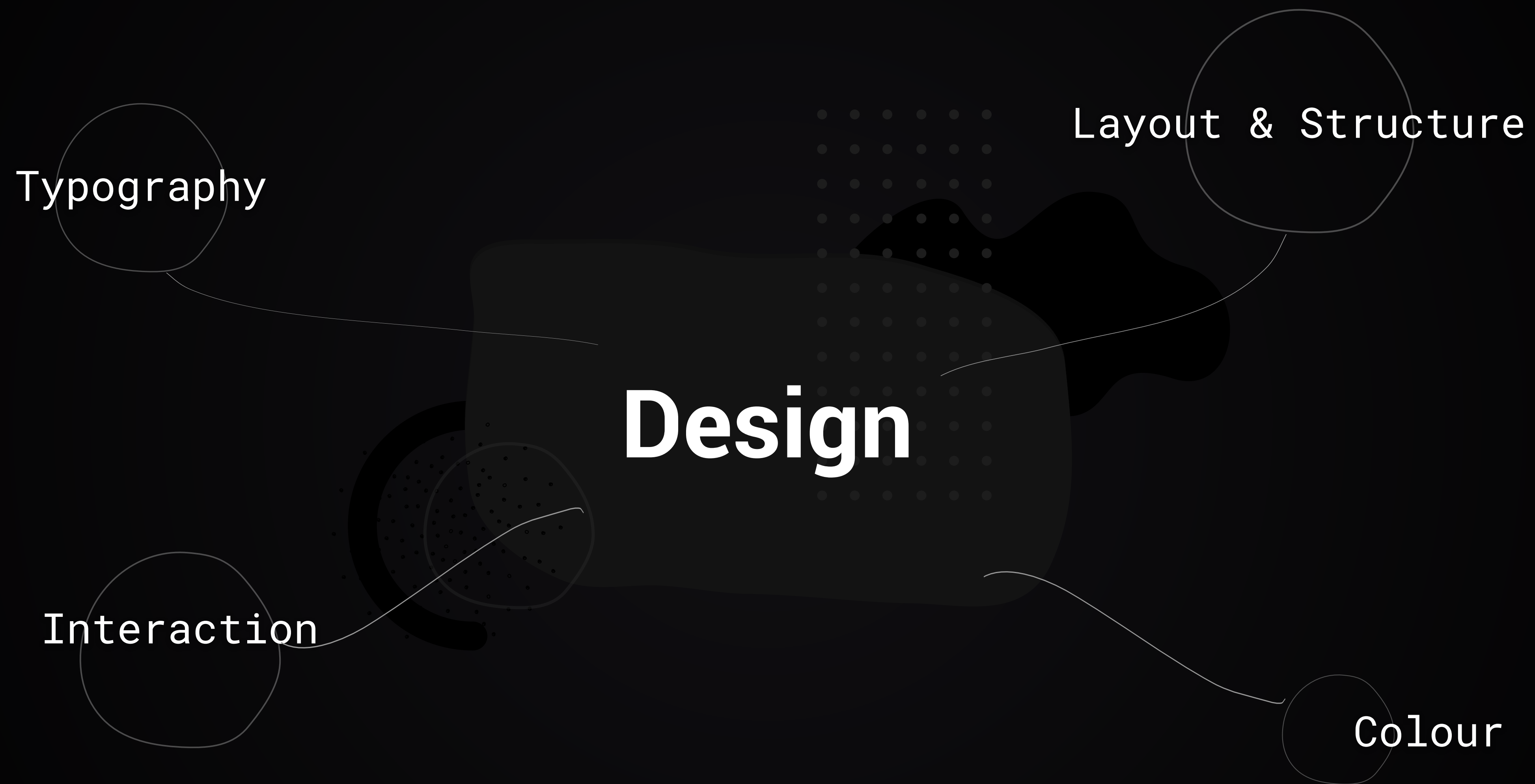
Typography

**Design**

Layout & Structure

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**



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# Accessibility Club Summit 2019

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**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](https://noti.st/nuriapena)