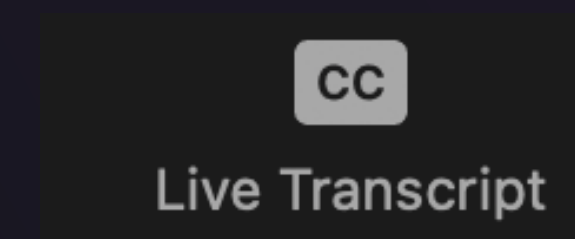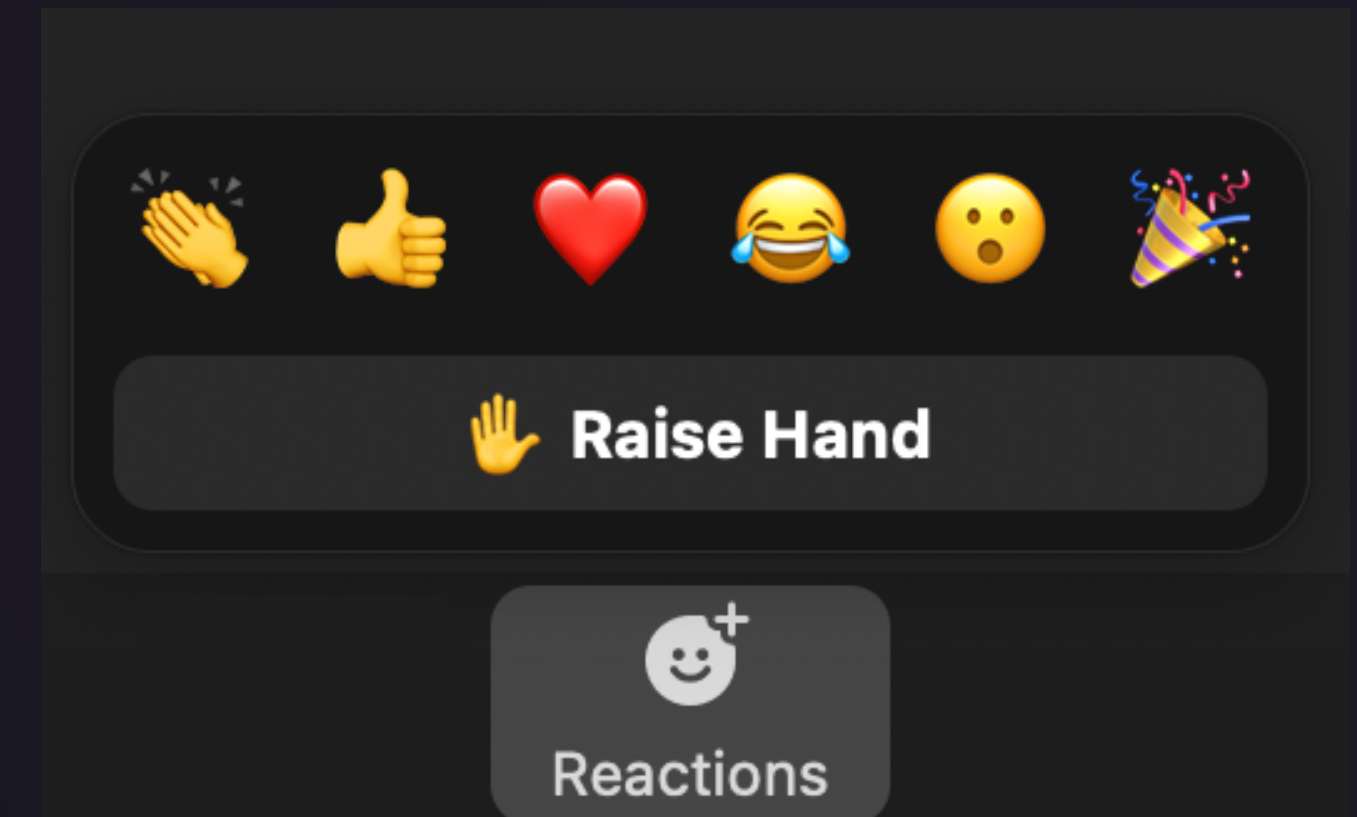# Design for accessibility

By Núria Peña

House Rules

— Interact at any time using the rise hand functionality or just simply pop a question in the chat

— You can activate the Audio Captions

— I will be sharing all the slides & resources

👏 👍 ❤️ 😂 😮 🎉

✋ **Raise Hand**

Reactions

CC
Live Transcript

All right, nice is so cool.

Olá 👋🏽

My name is Núria (She/her)

— Originally from Barcelona

— Team Lead Designer at Holidu

— Organiser Munich Accessibility Meetup

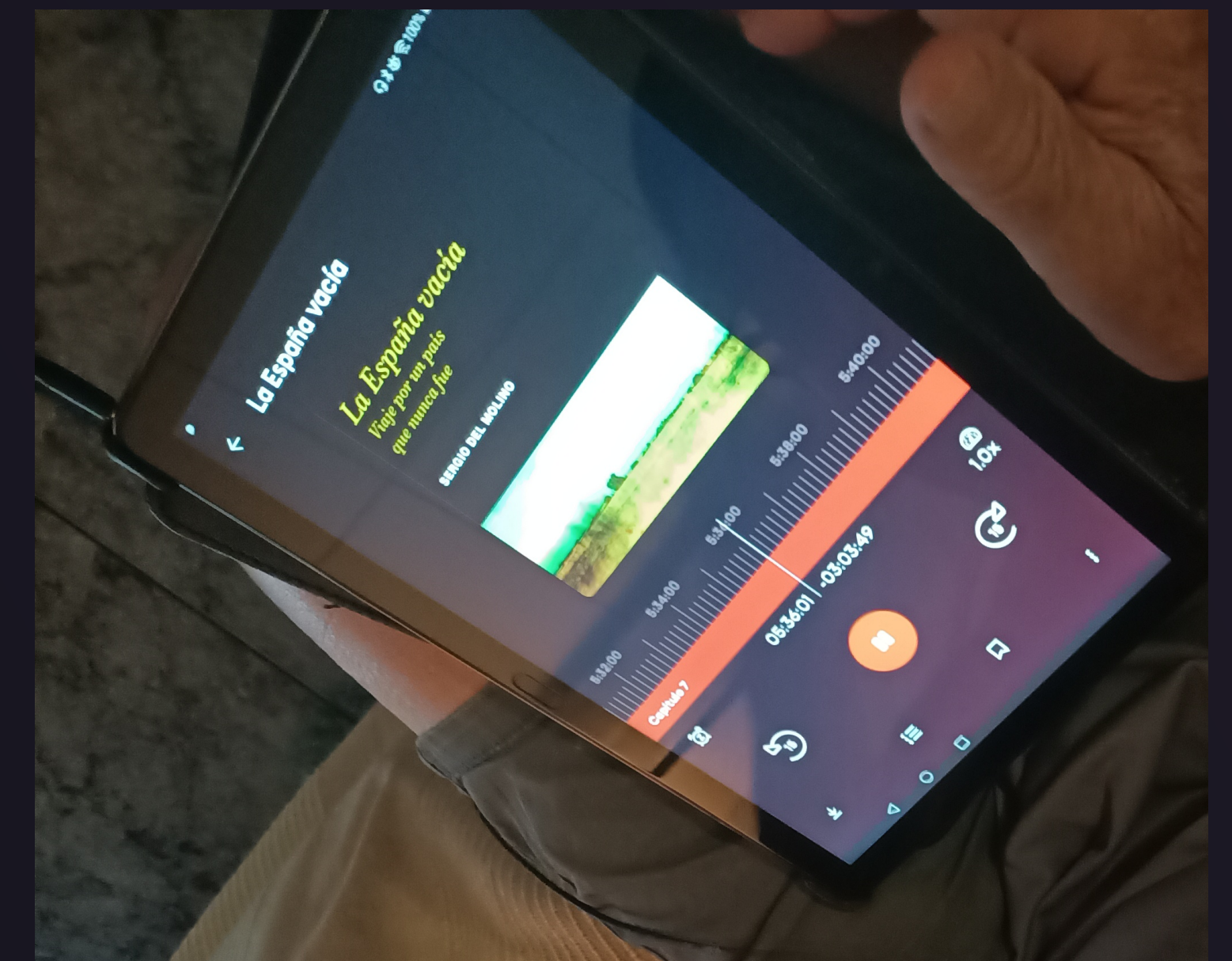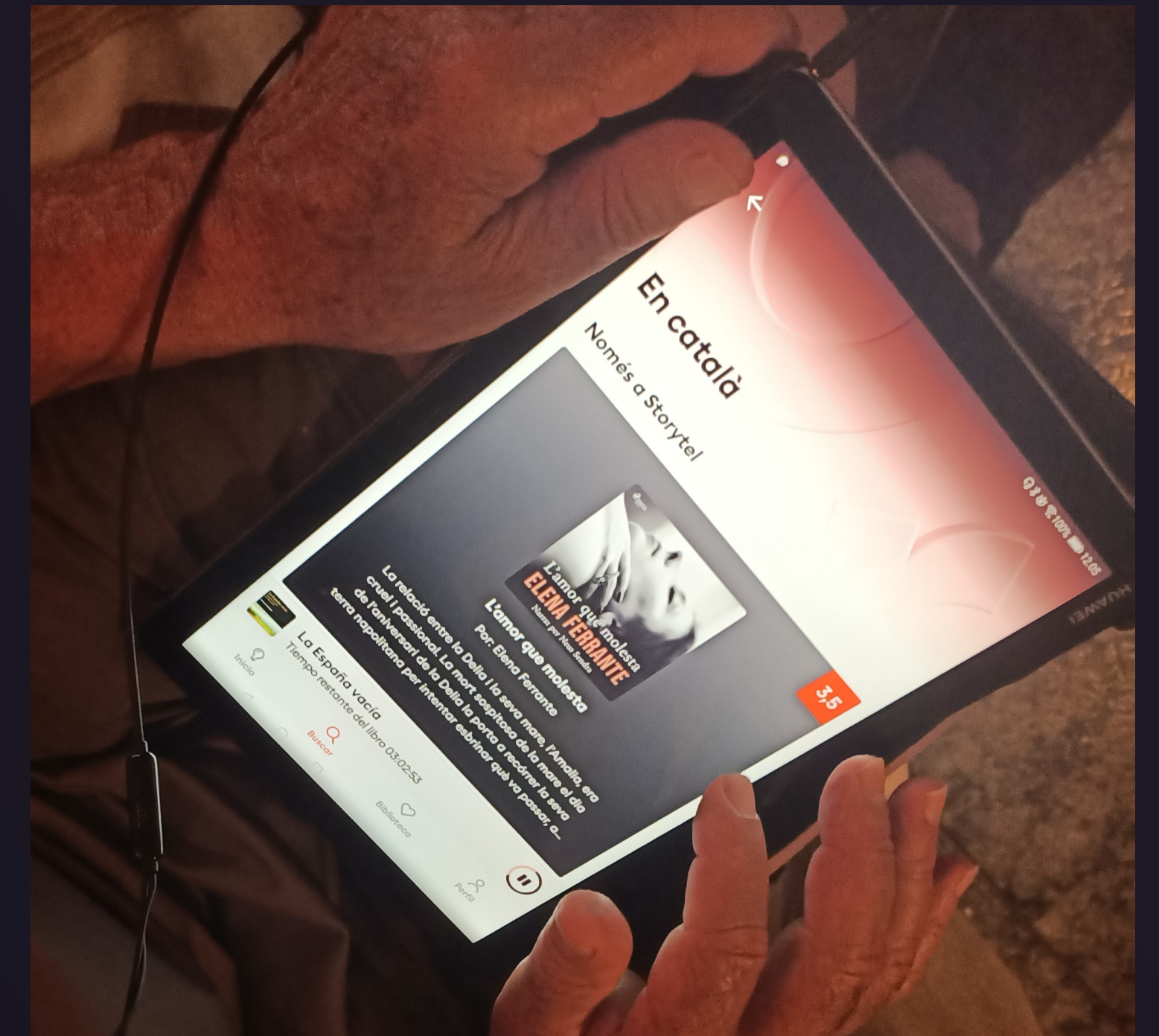Twitter: **@nuriapenya**

Glaucoma

One of the leading causes of blindness for people over the age of 60

- Tunnel vision or patchy blind spots

- Blurred vision

- Light sensitivity

Audiobooks

— For people who can't see

— For people who can't move

— For people who can't read

— For people who are on the go

— For people who need a way out

When we design for accessibility, everyone benefits
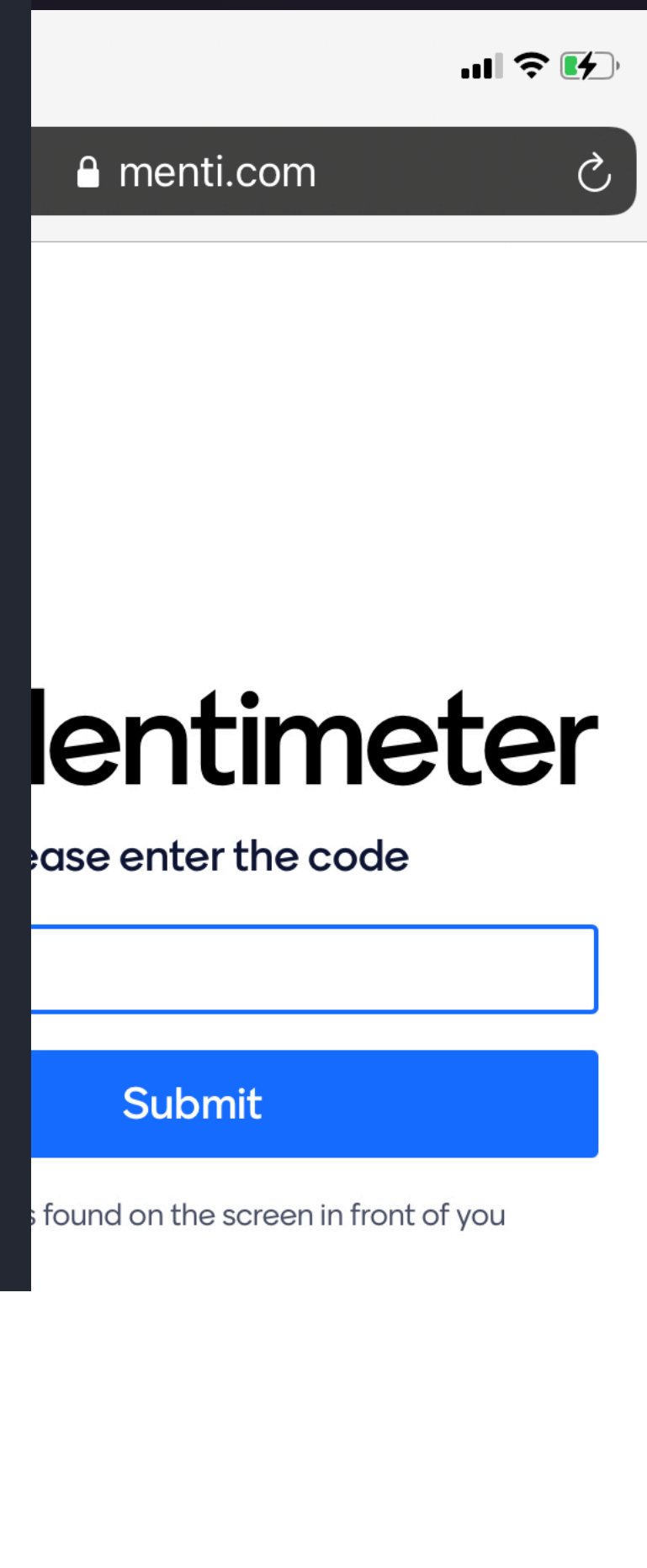
Agenda

What is accessibility?

Why designers should care?

How can we do it?

What do you think of when you he

Go

38

content hierarchy
design for everyone
people with disabilities
cognitive impair
acess to something
to give freedom
to give acess
vision impair
screen-readers
contrast ratios
dyslexia
for all users
my client doenst care
alt tags
freedom
unrestricted
senior
font size
close caption
equality
care
for everyone
cognitive
easy to use
blind
readibility
blind people
usable
inclusion
voiceover
inclusivity
unity
easy to set up
logic
contrast
help
access
audio impaired
community
easy
inclusive
convenience
personalized
voice over
available
big texts
wcag
simple
seo ranking
usability
user-focused
semantic markup
web standards
diversity
available for everyone
senior people
color contrast
future-proof
motor impaired

menti.com

entimeter

ease enter the code

Submit

found on the screen in front of you

Accessibility is the ease with which any person, regardless of ability or impairment, can use a digital service.
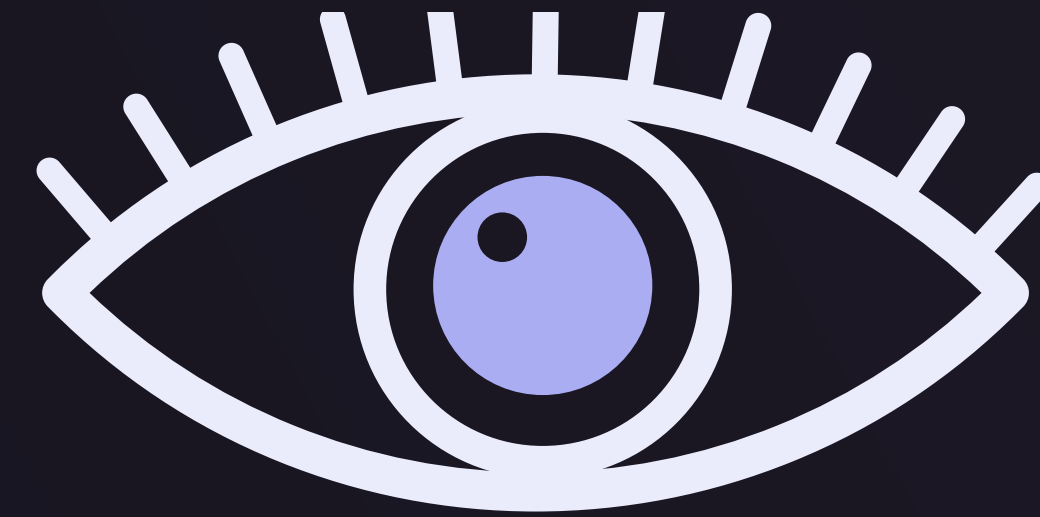
At least 15% of the world's population has a recognised disability

People with disabilities
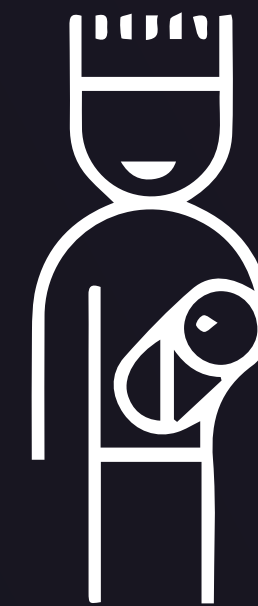
>15%

People with blue eyes

8-10%

Rates of disability are increasing due to world population ageing and the growth of chronic health conditions.
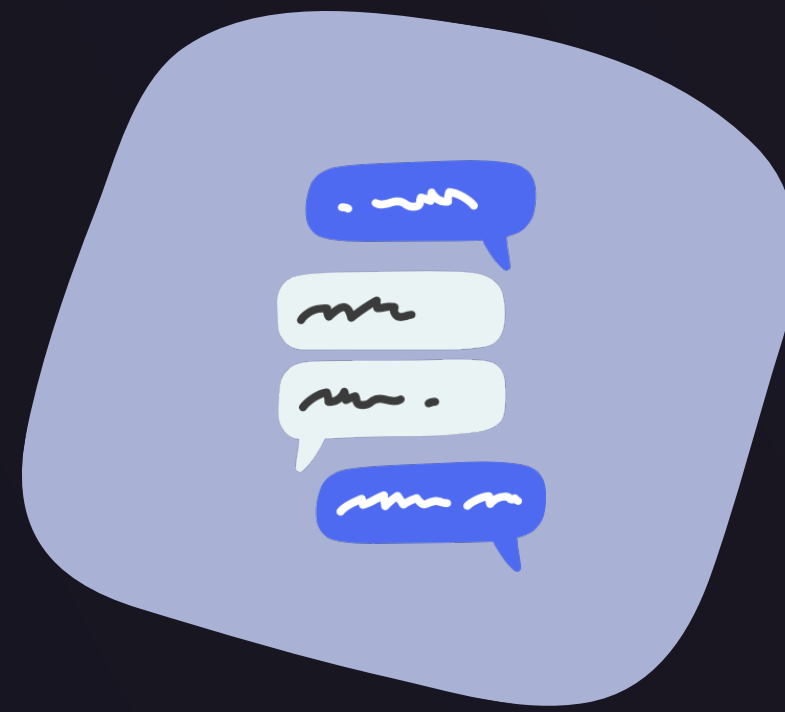
Permanent

Temporary
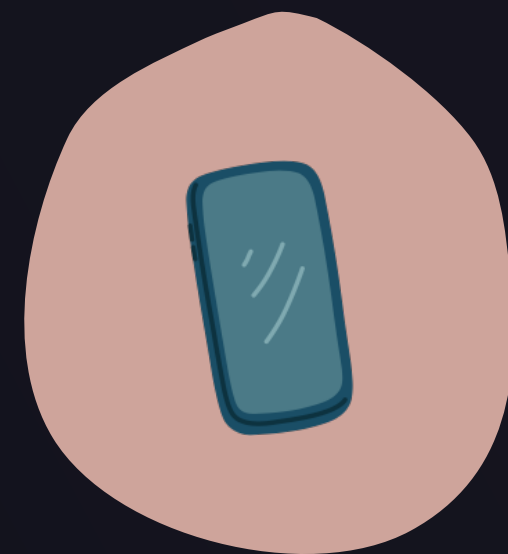
Situational

Hidden

We do _everything_ online

Shopping

Socialising

Learning

We do everything online

Entertainment

Banking

"For most people, technology makes things easier. For people with disabilities, technology makes things possible."

Mary Pat Radabaugh — Director IBM National Support Centre for Persons with Disabilities, 1991

Vital Coronavirus information is failing
the blind and visually impaired

WE SUX

UX ≠ SUX

(Some Users Experience)

Empathy

Workshop

Creating empathy through inclusive personas

Some links

One book: **Accessibility for everyone** (by Laura Kalbag

One website: **The Ally Project**

One course: **Digital Accessibility** (FutureLearn)

One newsletter: **Disability News Digest**

One video: **Inclusive Design: Designing for Deaf People Helps Everyone** (by Marie van Driessche)

One TV show: **Atypical** (*About Autism & people in the spectrum*) *I love it* 💜

One tool: **Stark**

One podcast: **13 Letters**

Based on my public Accessibility 1,2,3 list 🦄

Obrigada. 🙏🏽

🐦 @nuriapenya