

Unmeasurable Accessibility

The Case for Inclusive Design



Darice de Cuba 🤖 @Darice 🤖 darice.org

Hi, I'm Darice

- Web Developer
- Expert by experience
- Writer
- 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



**OSCAR'S
OBSTACLES**

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 many people as possible to be able to use our products.

Small examples,
big impact



 15 - 25 mins (ASAP)**Baladi****Delivery address**[Change](#)

Wageningen 6711, Den Haag 2516
2517 NLD

4e verdieping met de lift.

Payment method☒ Pay with iDEAL

Select your bank

☐ Add a new payment card☐ Add a PayPal account

 Your details are securely stored with our payment processing partner using bank-grade encryption.

Promo code

 Add promo code

 **Confirm & Pay**

Basket

1x Cheese & Soujok €7.00
Add veggies

Subtotal €7.00

Surcharge €0.00

Delivery fee ⓘ €2.35

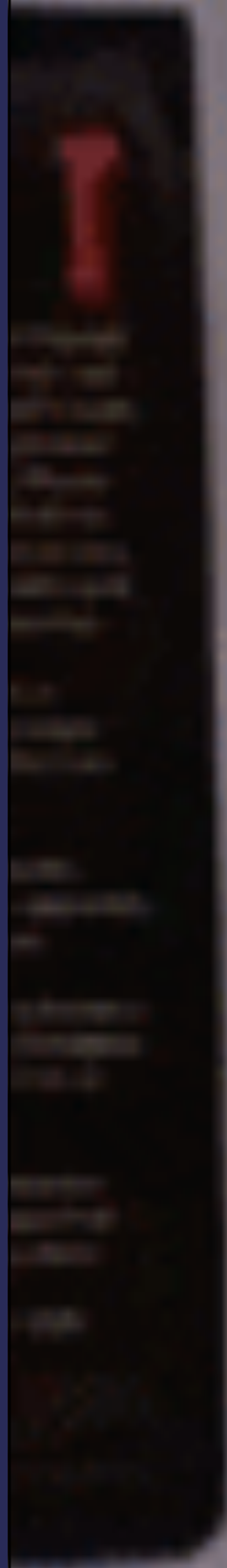
Rider tip €0.00

Total €9.35



Do Not Lean
Against Door

1



EASE WATCH YOUR STEP



No Se Recarguen
Contra La Puerta

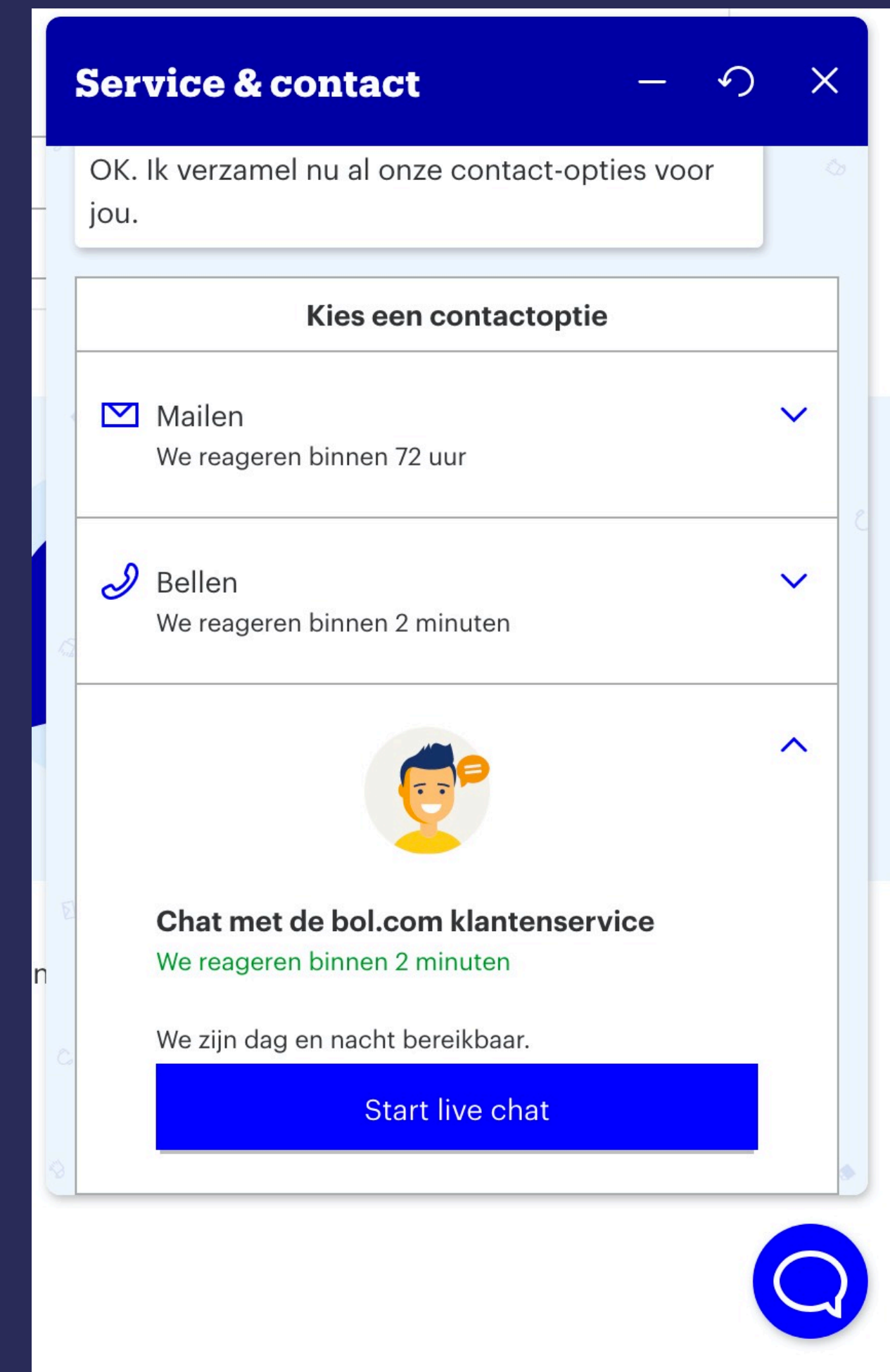


LOOK OUT FOR TRAFFIC

Chat widgets

How to do it:

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




no-reply@yourdomain.com

A no no-reply mail with no contact info and a website link with only a phone number is not accessible for many people.

Leave the difficult words for your thesis

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


A photo says more than a thousands words


[Brillen](#) [Contactlenzen](#) [Oogzorg](#) [Hoorzorg](#) [Aanbiedingen](#) [Informatie](#)

6 mythes over hoorzorg

Om uzelf een goed gehoor, Ben audicien is uw eerste aanspreekpunt wanneer u hinder ervaart. Specsavers heeft hoortoestellen voor elk type gehoorverlies. Loop eens binnen, u loopt weer naar buiten met een goed gehoor én een goed gevoel.

[Bekijk de mythes](#)





Specsavers commercial "Uw pas..."

Wij maken professionele hoorzorg betaalbaar

Specsavers heeft een unieke aanbieding waardoor professionele zorg voor iedereen bereikbaar wordt. Want uw gehoor is belangrijk en verdient de beste, betaalbare hoorzorg. Daarom, ongeacht waar en hoe u verstoord bent, vergoeden wij nu uw reiserende eigen bijdrage voor 2 hoortoestellen. Tot en met 31 december kunt u profiteren van deze aanbieding.

[Bekijk deze unieke aanbieding](#)


Heeft uw gehoor zorg nodig?

Het gehoor van 1 op de 10 Nederlanders wel

Om uzelf een goed gehoor, Ben audicien is uw eerste aanspreekpunt wanneer u hinder ervaart. Specsavers heeft hoortoestellen voor elk type gehoorverlies. Loop eens binnen, u loopt weer naar buiten met een goed gehoor én een goed gevoel.

[Rechtstreeks naar de audicien?](#)

[Gratis hoortest](#)



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

SubRip Subtitle file

.srt files have been popular since the internet was fast enough to download media. Almost everyone always wants 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. The letters are set against a solid red rectangular background. Each letter has a subtle 3D effect, with a dark shadow cast to its right and slightly downwards, giving it a sense of depth.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 centered on a solid black rectangular background.

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.”



<https://www.3playmedia.com/why-3play/case-studies/this-american-life/>

Why Transcripts Matters

Podcast are inaccessible to:

- 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
- Fast referencing or quoting

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

@lizandmollie

Perspective



David Peter
@davidnoob

Following



Abled people: Disabled people are only, what, a 5% increase in our web audience? Who cares about making the web accessible?

Also abled people: Our sign ups increased by 5%!! Bonuses for everyone!!

4:36 AM - 24 Oct 2019

7 Retweets 32 Likes



1



7



32



@davidnoob

Thank you for
listening!

Questions?

