

A photograph of a suspension bridge with a green metal mesh railing, stretching over a dense, lush green forest. The bridge's walkway is made of light-colored wooden planks. In the center of the image, there is a circular graphic with a dashed blue border and a black location pin icon at the top. Inside the circle, the text "The Future of Accessibility" is written in a black serif font, followed by "— is —" in a smaller sans-serif font, and the word "CHOICE" in a large, bold, black sans-serif font.

The Future of  
Accessibility  
— is —  
**CHOICE**

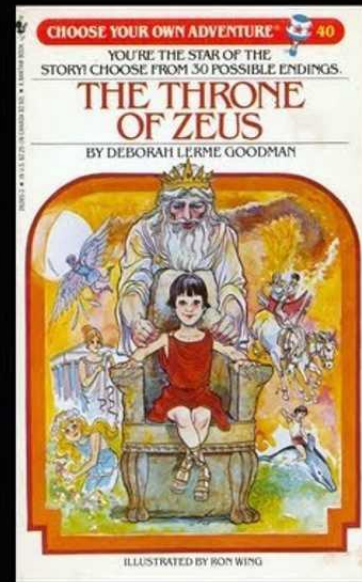
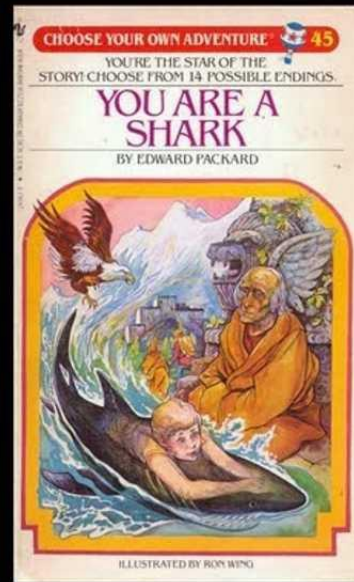
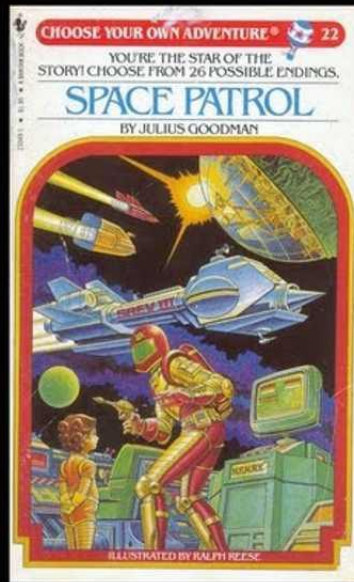
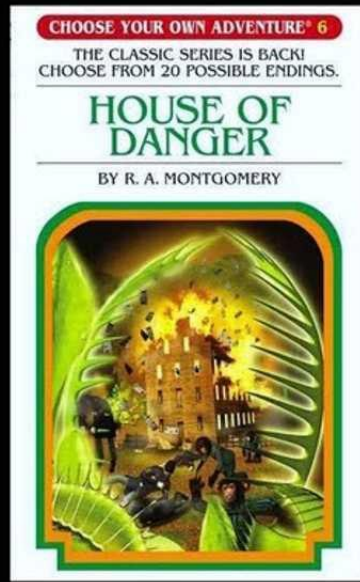
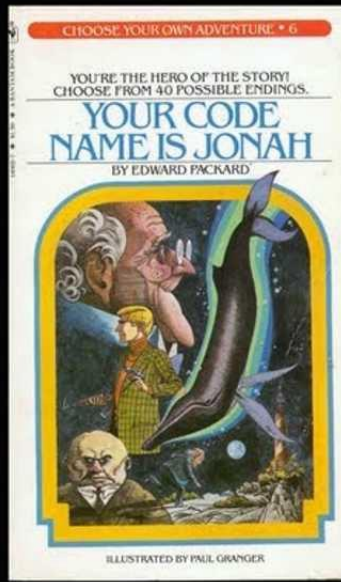
# HELLO!

**Carie Fisher**

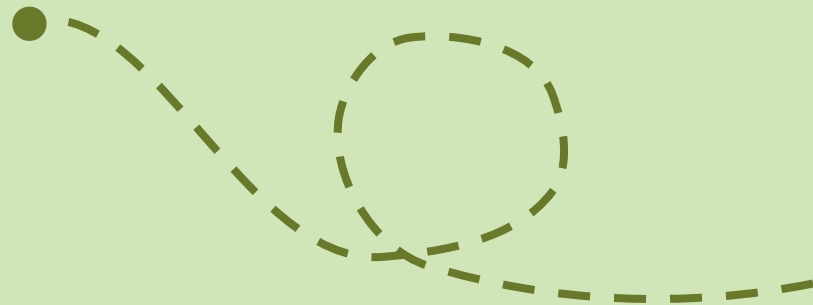
Sr. Accessibility Consultant &  
Trainer at Deque & HCI Ph.D.  
Student at Iowa State University







CHOOSE YOUR  
OWN ADVENTURE



## CHOICE #1



Early a.m.  
work-out

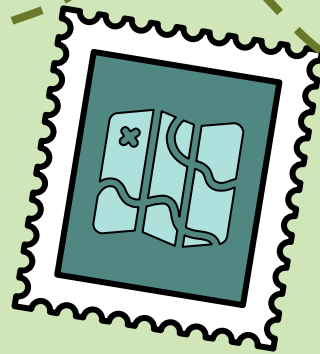
## CHOICE #2

Hit snooze  
& sleep in



1

Font family (1440)

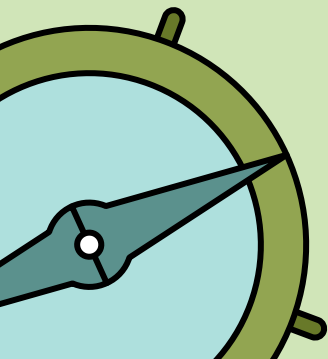


69

Web hex colors (1986)

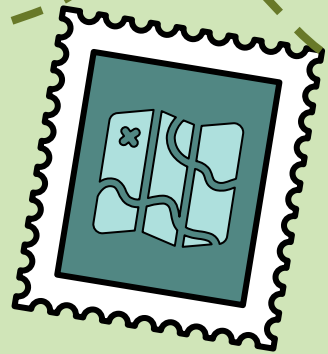
1

JavaScript library (1995)



**+550,000**

Font families (2021)

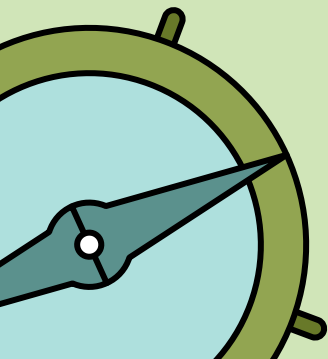


**16,777,216**


Web hex colors (2021)

**+80**

JavaScript libraries (2021)





A first-person perspective from inside a yellow tent looking out at a vast mountain landscape. The foreground shows the person's legs in black shorts and brown hiking boots, sitting on a patch of green grass with purple wildflowers. The background features rolling green hills and distant mountains under a blue sky with light clouds. A white dashed line outlines the tent's opening. A teal square with a white scalloped border is overlaid on the right side, containing the text "LIFE IS THE SUM OF ALL YOUR CHOICES" in white capital letters.

LIFE IS THE  
SUM OF  
ALL YOUR  
CHOICES


**ACCESSIBILITY – CHOICE =  
SUBPAR UX**





**ACCESSIBILITY + CHOICE =  
EMPOWERMENT**





Our job is to create options  
& let people choose their  
own digital adventure

# IF YOU COULD CHANGE ONLY ONE ELEMENT...



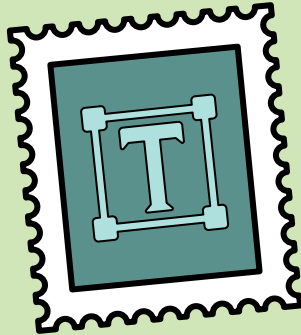
**Carie Fisher**  
@cariefisher



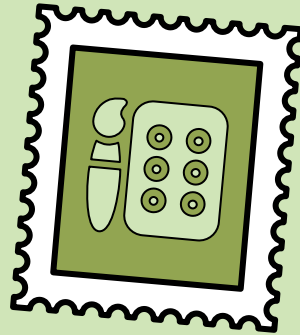
If you could change only *\*one\** visual element when accessing digital products like websites and apps - what would it be?



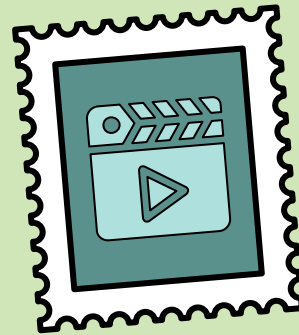
# IF YOU COULD CHANGE ONLY ONE ELEMENT...



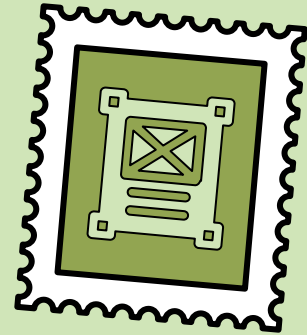
Font Size &  
Family



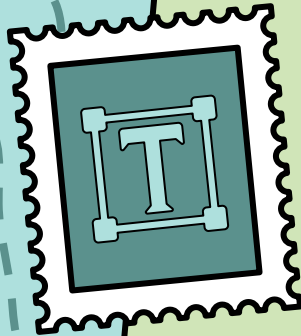
Color &  
Contrast



Reduced  
Motion



Clear Nav &  
Layout



# FONT SIZE & FAMILY



21.9%

Font Size & Family



# FONT SIZE & FAMILY CONSIDERATIONS

Finding Common Ground

Utilizing Unique Shapes

Limiting Font Variations

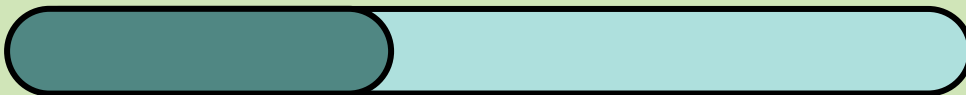


# FONT SIZE & FAMILY

Design Effort



Development Effort



User Effort



HOW  
COMPLEX  
TO FIX?



# COLOR & CONTRAST







12.5%

Color & Contrast

# COLOR & CONTRAST CONSIDERATIONS

Checking Contrast Ratios

Indicators Beyond Color

@prefers-color-scheme



# COLOR & CONTRAST

Design Effort



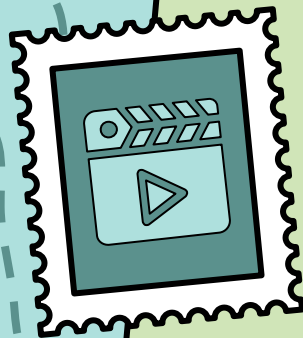
Development Effort



User Effort



HOW  
COMPLEX  
TO FIX?



REDUCED  
MOTION





# 16.9%

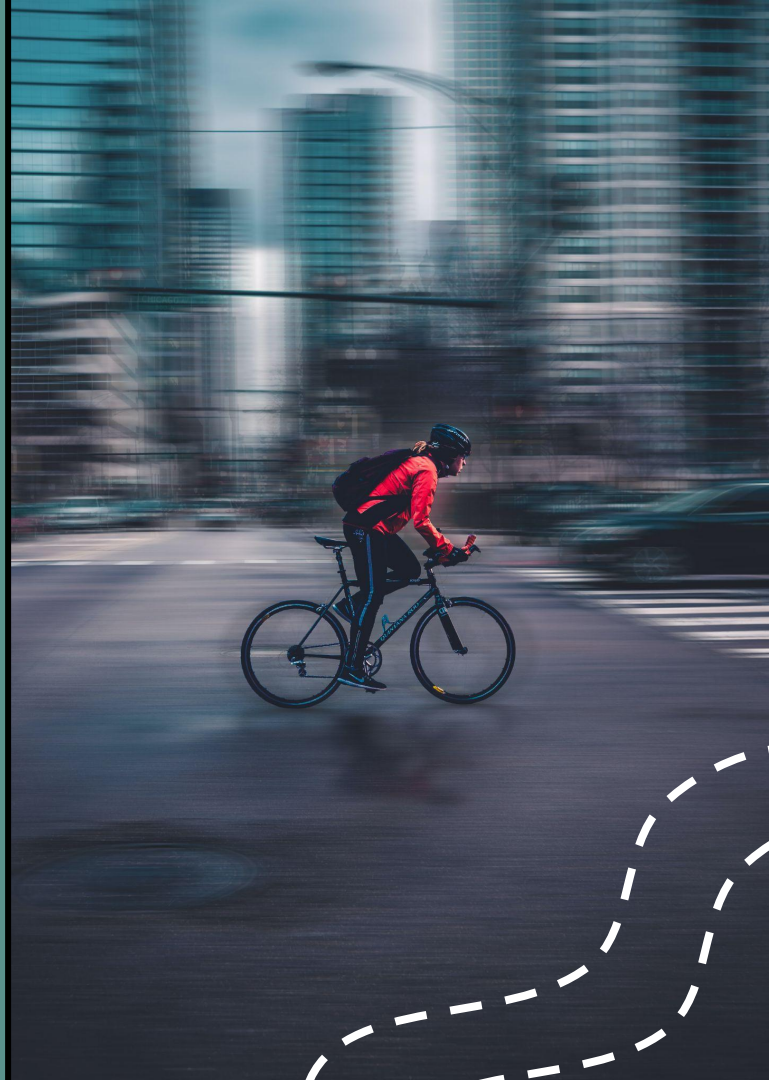
Reduced Motion

# REDUCED MOTION CONSIDERATIONS

Pause, Stop, Hide Options

Motion Toggle Button

`@prefers-reduced-motion`



# REDUCED MOTION

Design Effort



Development Effort



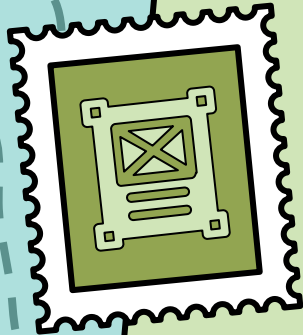
User Effort



HOW  
COMPLEX  
TO FIX?



# CLEAR NAV & LAYOUT





The background is a solid teal color. It is decorated with several hand-drawn style elements: dashed yellow lines forming various curved paths and loops, and light blue arrows pointing in different directions. A large, thick, light blue 'X' is drawn in the lower-left quadrant.

# 48.8%

Clear Nav & Layout

# CLEAR NAV & LAYOUT CONSIDERATIONS

Clearly Define Layouts

Space, Width, Height

A World Beyond <div>



# CLEAR NAV/LAYOUT

Design Effort



Development Effort



User Effort



HOW  
COMPLEX  
TO FIX?

# IF YOU COULD CHANGE ONLY ONE ELEMENT...



**Carie Fisher**  
@cariefisher

...

If you could change only *\*one\** visual element when accessing digital products like websites and apps - what would it be?

change font size/family

21.9%

increase color contrast

12.5%

reduced motion option

16.9%

clear navigation/layout

48.8%





# IF YOU COULD CHANGE ONLY ONE ELEMENT...



Pinch to Zoom



Push notifications



Cookies



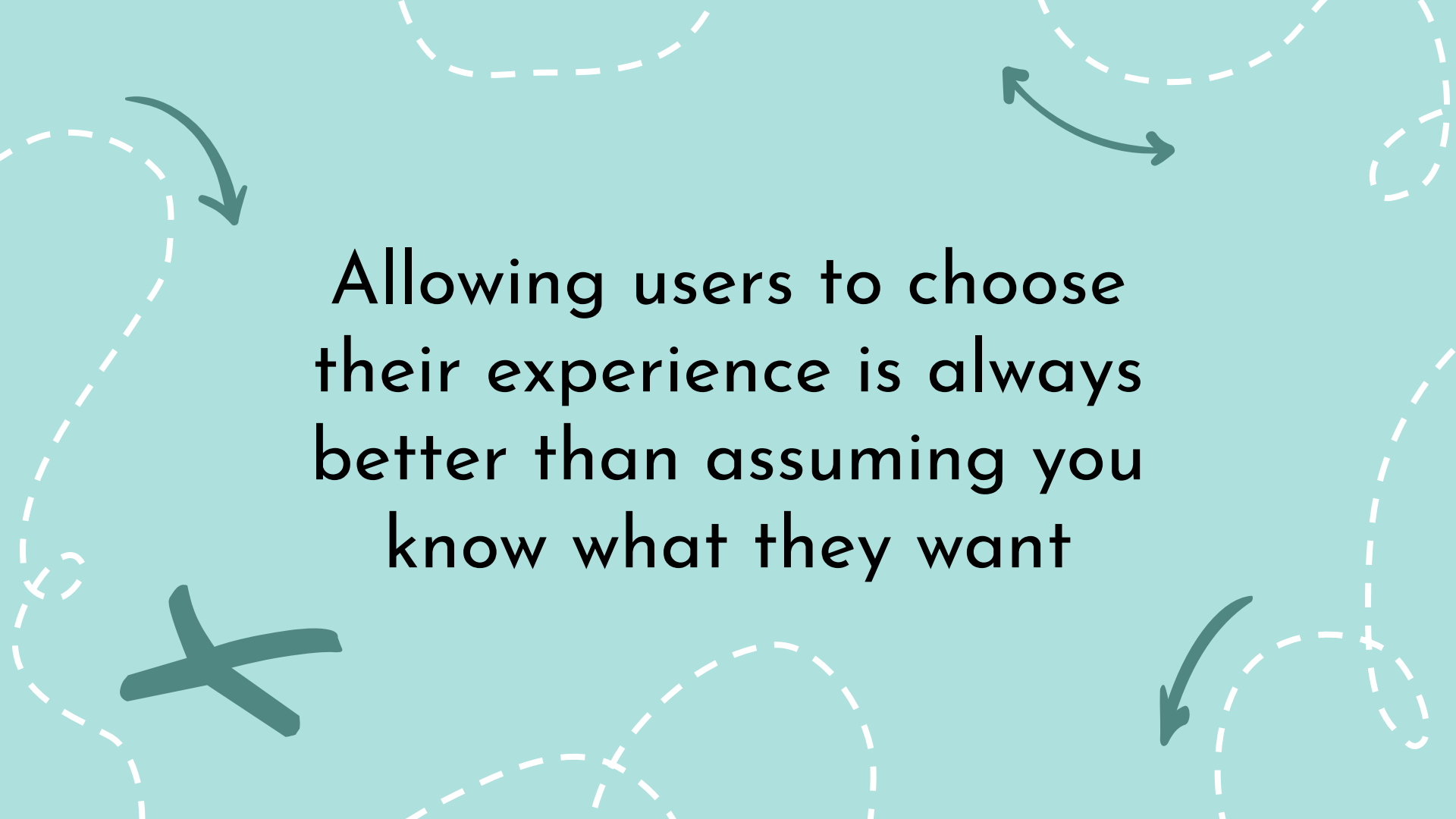
One setting to rule all!



Reader view  
settings/options



New tech built with  
accessibility in mind

The background is a light teal color. It features several hand-drawn elements: dashed white lines forming loops and arcs, teal-colored arrows pointing in various directions, and a large, thick teal 'X' mark in the lower-left quadrant.

Allowing users to choose  
their experience is always  
better than assuming you  
know what they want

“Life is either a daring adventure or nothing at all.”

– HELEN KELLER



# THANKS!



@cariefisher



/in/cariefisher



cariefisher.com

