

Live. Learn. Access

Intro to Accessibility

What is accessibility?

Why is important?

How designers should approach it?

What is accessibility?

**Accessibility refers to the "ability to access"
to any product, device, service, or environment
by everyone**



↑ ↓



↑ ↓





Universal Design

aka Inclusive Design

Refers to designing a product that's **usable by everyone.**

Here's an open secret...

**Everyone benefits when things
are designed accessibly.**



The Persona Spectrum

Permanent



Wheelchair

Temporary

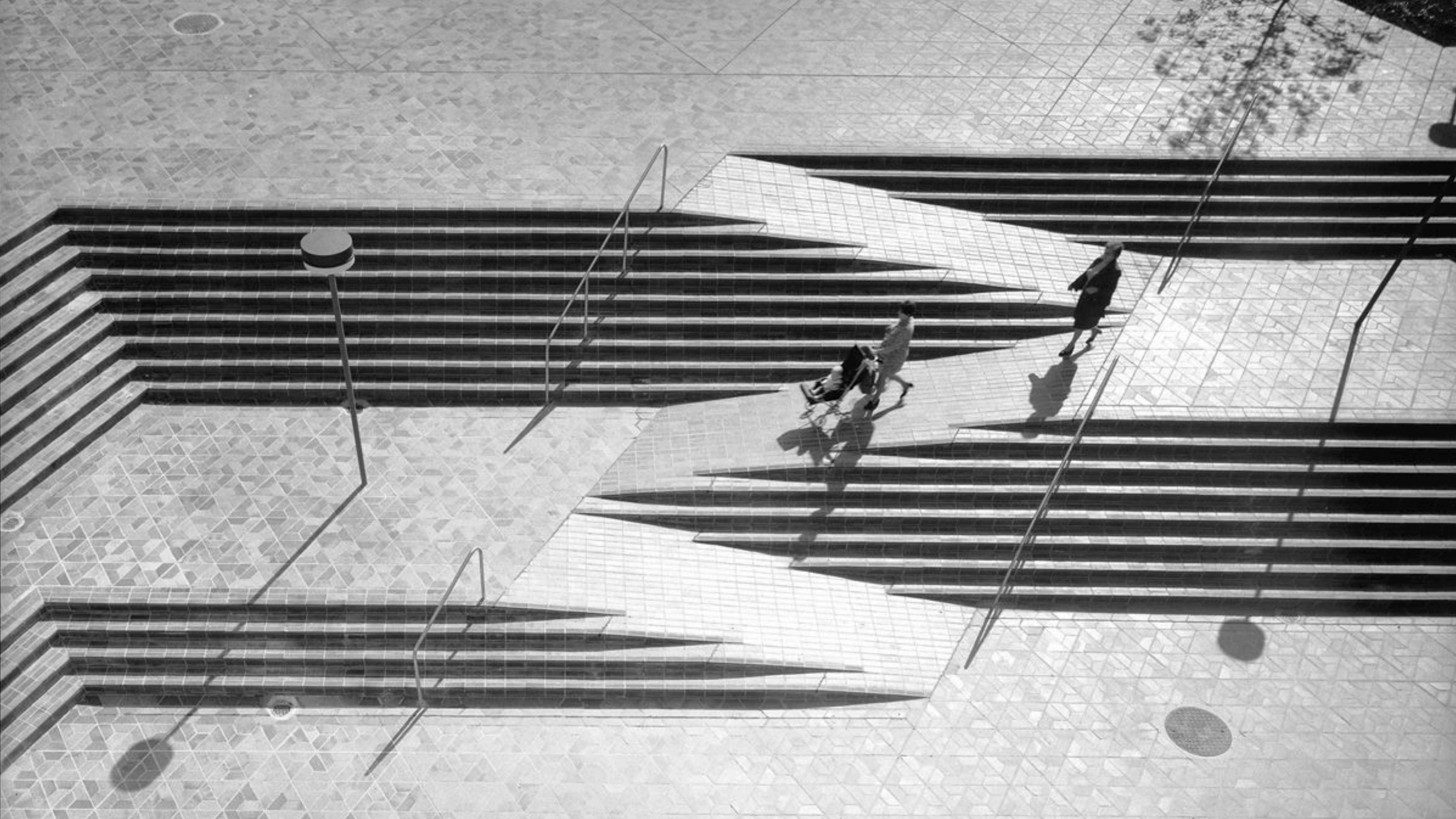


Leg injury

Situational



Travelling



But what happens online?

【楽天市場】Shopping is Enter

Núria

Securehttps://www.rakuten.co.jp

WE SHIP WORLDWIDE

Rakuten Ichiba Customer Guide

スーパーDEALRebatesランキングROOM雑誌コラボカードモバイル電子書籍ブックストラベルブランドラクマ証券銀行動画配信グループヘルプ楽天に出店Global

Rakuten

FC BARCELONA MAIN GLOBAL PARTNER

キーワードから探す

詳細検索

検索ワード：Tシャツサンダル書道セットトイレトペーパーサコッシュバッグ母の日ギフト日傘

母の日特集 2018
MOTHER'S DAY

定番フラワーギフトや女性に人気のスイーツも

本日の新商品は？
ポイント還元最大
50%
スーパーDEAL

今日はファッションDAY

対象ショップ限定
最大2,000円クーポン

母の日特集
ポイント最大10倍や
クーポンも

ファッション

楽天の翌日配達「あす楽」
最短4/27(金)お届け

ジャンル一覧

最近閲覧したジャンル

ファッション・インナー

ファッション小物

キッズ・ベビー・玩具

スポーツ・ゴルフ

家電・TV・カメラ

PC・スマホ・通信

食品・スイーツ

ドリンク・お酒

インテリア・寝具

楽天スーパーDEAL 24時間限定ブランドアイテム

20%
ポイント
バック

20%
ポイント
バック

20%
ポイント
バック

20%
ポイント
バック

20%
ポイント
バック

SeeByChloé

adidas

Nestlé

RAXY

TUMI

人気商品ランキング 4月25日(水)

総合ランキングを

ElementsConsoleSourcesNetworkAudits2311

www.rakuten.co.jp 25/04/2018, 17:21:37

Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

68

Elements Use Attributes Correctly

These are opportunities to improve the configuration of your HTML elements.

Image elements do not have [alt] attributes

Elements Have Discernable Names

These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

Links do not have a discernable name

Color Contrast Is Satisfactory

These are opportunities to improve the legibility of your content.

Background and foreground colors do not have a sufficient contrast ratio.

Meta Tags Used Properly

These are opportunities to improve the user experience of your site.

[user-scalable="no"] is used in the <meta name="viewport"> element or the [maximum-scale] attribute is less than 5.

14 Passed Audits


17 Not Applicable Audits

Additional items to manually check

Generated by Lighthouse 2.8.0 on Apr 25, 2018, 5:21 PM GMT+2 | [File an issue](#)

Holidu - Ferienwohnungen & Fer...

Holidu GmbH [DE] | https://www.holidu.at/s





Reiseziel eingeben

Anreise

Abreise

Pers





Filter

Objekttyp

Preis

Ausstattung


Lage

Zimmer

Alle zurücksetzen

299.970 Unterkünfte

Sortierung



6

♡

Agroturystyka Żabi Raj

Masowien

2 Pers.

Fantastisch (89 Bewertungen)

4,8 ★★★★★


Mehr Details anzeigen >

16 €

ab

Booking.com

ZUM ANGEBOT



3

♡

Ferienhaus Asel

Vöhl, Hessen

2 Pers., 1 Schlafzimmer, 4,1km zum Strand

Fantastisch (13 Bewertungen)

5,0 ★★★★★

Mehr Details anzeigen >

40 €

ab

HRS Holiday

ZUM ANGEBOT

Elements Console Sources Network Performance Audits >> 1

www.holidu.at 26/04/2018, 09:38:22

Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

26

Elements Have Discernable Names

These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

Buttons do not have an accessible name

Links do not have a discernable name

Elements Describe Contents Well

These are opportunities to make your content easier to understand for a user of assistive technology, like a screen reader.

<frame> or <iframe> elements do not have a title

Form elements do not have associated labels

Color Contrast Is Satisfactory

These are opportunities to improve the legibility of your content.

Background and foreground colors do not have a sufficient contrast ratio.

Elements Are Well Structured

These are opportunities to make sure your HTML is appropriately structured.

[id] attributes on the page are not unique

Meta Tags Used Properly

These are opportunities to improve the user experience of your site.

[user-scalable="no"] is used in the <meta name="viewport"> element or the [maximum-scale] attribute is less than 5.

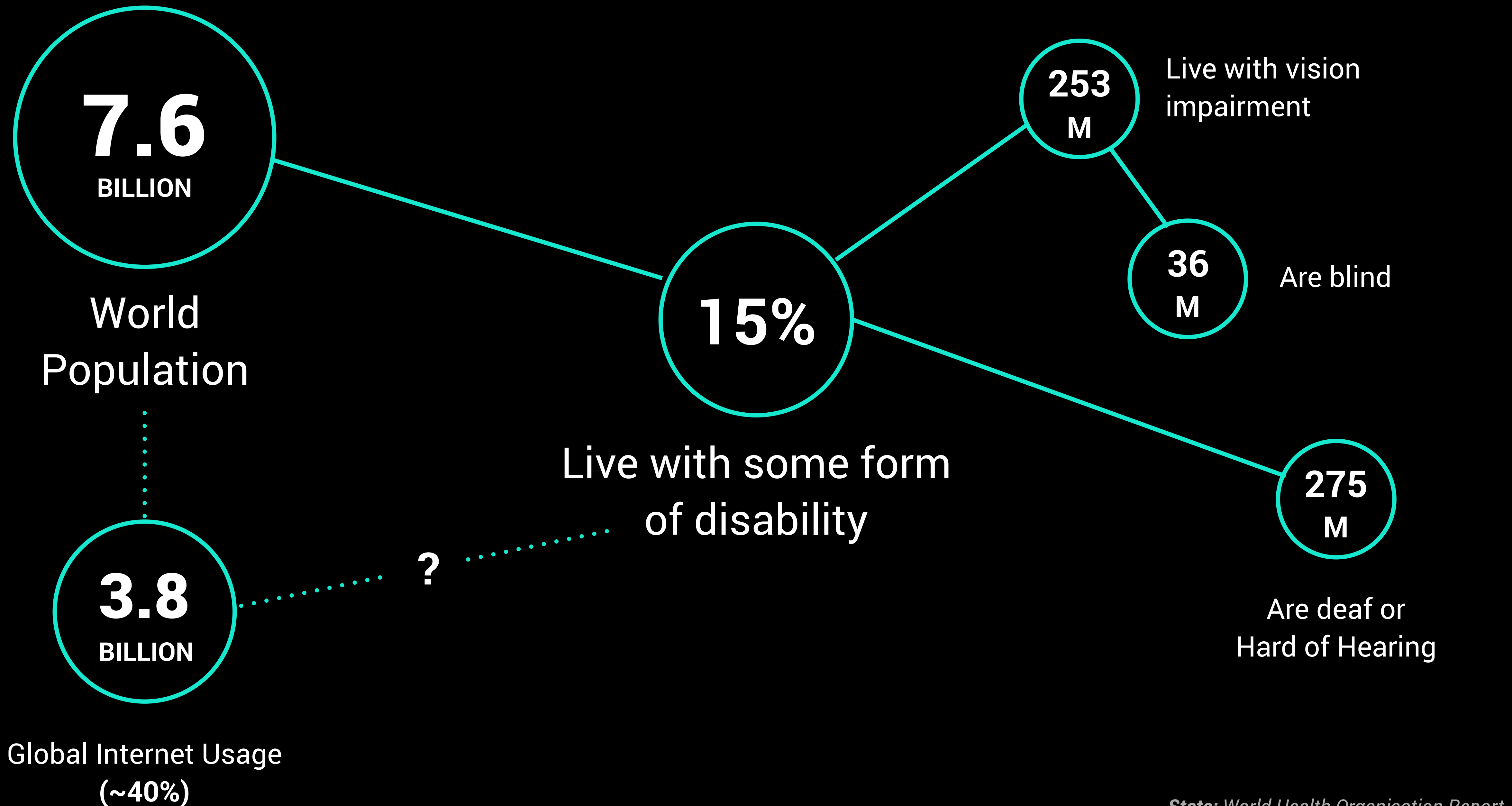
4 Passed Audits

24 Not Applicable Audits

Additional items to manually check

EXCUSE

**“People with disabilities don’t
really use the web”**



**Our audience is often more
diverse than we imagine.**

Web Accessibility means creating
digital products that are available to
~~as many people as possible~~ **everyone.**

Empathy enable us to
design more kindly.

Cerebral Palsy
Blindness *Low Vision* **Acoustic trauma** **Asperger's**
Essential Tremor **Astigmatism** *Global Developmental Delay* **Alzheimer's**
Cataracts **Autism** *Glaucoma* **Colour-Blindness** *Arthritis* **Deafness**
Presbycusis **ADHD** **Presbycusis** *Otosclerosis*
Hard of Hearing (HoH) *Spina Bifida* **Acoustic trauma** *Parkinsons*
Muscular Dystrophy *Down's Syndrome* **Epilepsy**
Dyslexia *Multiple Sclerosis* **Myopia**
Albinism **Obstructed Vision**
Dyspraxia *Visual agnosia* **Dyscalculia**
Auditory Processing Disorder (APD)

Visual

Blindness, Low Vision, Colour Blindness, Cataracts, Glaucoma, Myopia, Astigmatism, Albinism, Visual Agnosia, Obstructed Vision (tunnel, patchy, warped)

GOAL

Make it easy to **read**

Auditory

Deafness, Hard of Hearing (HoH), Presbycusis, Auditory Processing Disorder (APD), Acoustic Trauma, Otosclerosis...

GOAL

Make it easy to **hear**

Motor

Arthritis, Spina Bifida, Cerebral Palsy, Dyspraxia, Multiple Sclerosis, Muscular Dystrophy, Parkinson's...

GOAL

Make it easy to **interact**

Cognitive

Down's Syndrome, Asperger's, ADHD, Autism, Essential Tremor, Dyslexia, Global Developmental Delay, Dyscalculia, Epilepsy, Alzheimer's...

GOAL

Make it easy to **understand**

Visual

DAMEN NIKEID

Schuhe

Tops & T-Shirts

FILTER

SPORT

+

NIKEID


+


MARKE


+


FARBE


-
















































PERSONALISIEREN

Nike Air Huarache ID

Schuh

140 €




PERSONALISIEREN

Nike Classic Cortez Premium ID

Schuh

120 €




PERSONALISIEREN

Nike Air Max 2017 ID

Damen-Laufschuh

210 €




PERSONALISIEREN

Nike Air VaporMax Flyknit Moc 2 ID

Laufschuh

230 €




PERSONALISIEREN

Nike Roshe Two ID

Damenschuh

120 €




PERSONALISIEREN

Nike Free RN Flyknit 2018 ID

Damen-Laufschuh

150 €




PERSONALISIEREN

Nike Free RN 2018 ID

Damen-Laufschuh

130 €




PERSONALISIEREN

Nike Metcon 4 ID

Damen-Trainingsschuh

150 €




PERSONALISIEREN

Kyrie 4 ID

Basketballschuh

140 €




PERSONALISIEREN

Nike Zoom KDX ID

Basketballschuh

170 €

NikePlus





Hurley

CONVERSE

Bei NikePlus Mitglied werden oder einloggen

Hilfe







HERREN

DAMEN

JUNGEN

MÄDCHEN

PERSONALISIEREN

KOLLEKTIONEN

Q

Suche

DAMEN NIKEID

Schuhe

Tops & T-Shirts

FILTER

SPORT

NIKEID

MARKE

FARBE



PERSONALISIEREN

Nike Air Huarache iD
Schuh
140 €



PERSONALISIEREN

Nike Classic Cortez Premium iD
Schuh
120 €



PERSONALISIEREN

Nike Air Max 2017 iD
Damen-Laufschuh
210 €



PERSONALISIEREN

Nike Air VaporMax Flyknit Moc 2 iD
Laufschuh
230 €



PERSONALISIEREN

Nike Roshe Two iD
Damenschuh
120 €



PERSONALISIEREN

Nike Free RN Flyknit 2018 iD
Damen-Laufschuh
150 €



PERSONALISIEREN

Nike Free RN 2018 iD
Damen-Laufschuh
130 €



PERSONALISIEREN

Nike Metcon 4 iD
Damen-Trainingsschuh
150 €



PERSONALISIEREN

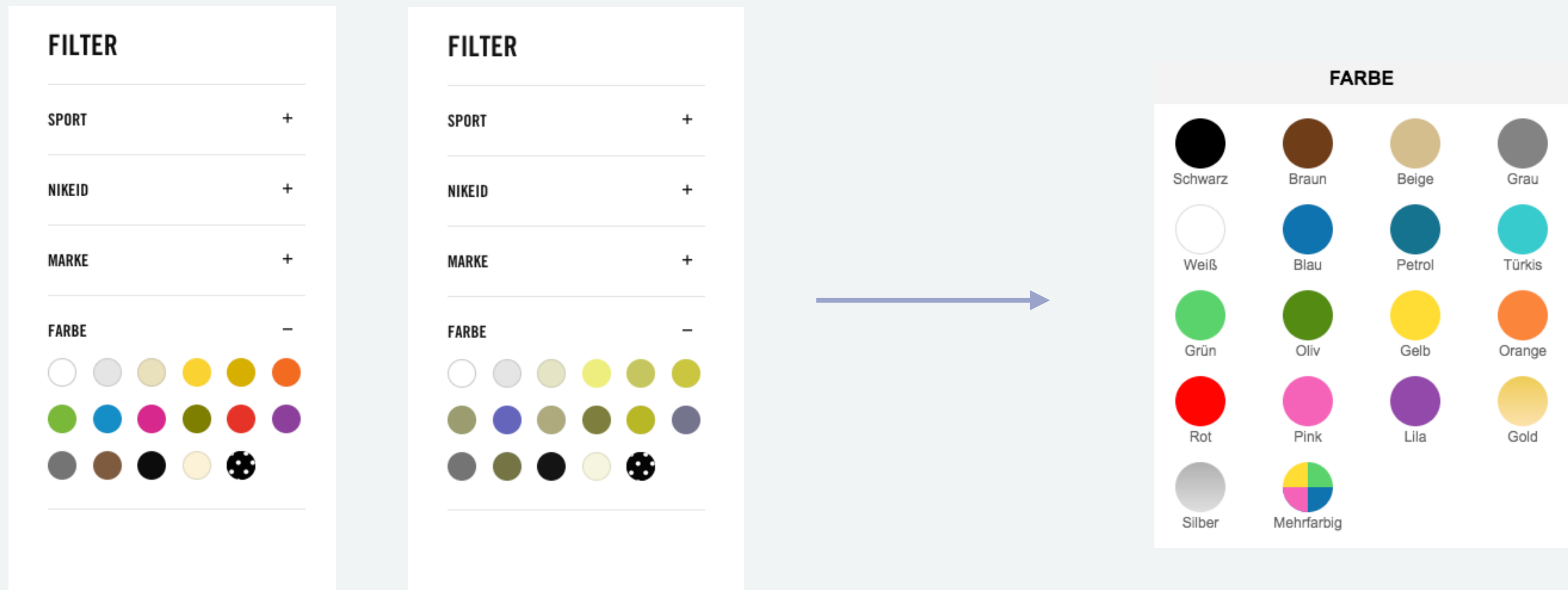
Kyrie 4 iD
Basketballschuh
140 €



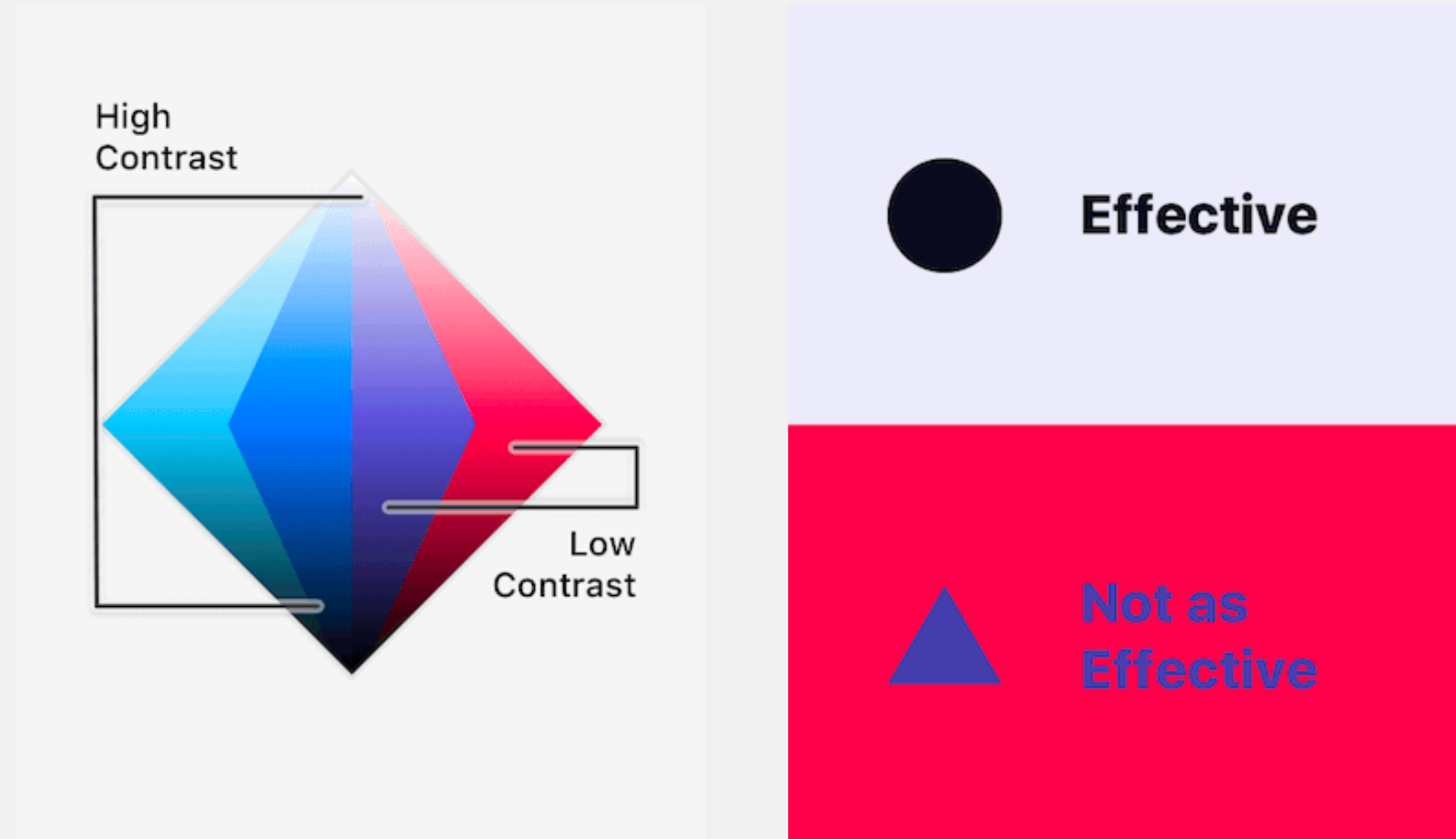
PERSONALISIEREN

Nike Zoom KDX iD
Basketballschuh
170 €

Colour blindness is one of the most common vision deficiencies. It affects about **4.5% of the world's entire population**



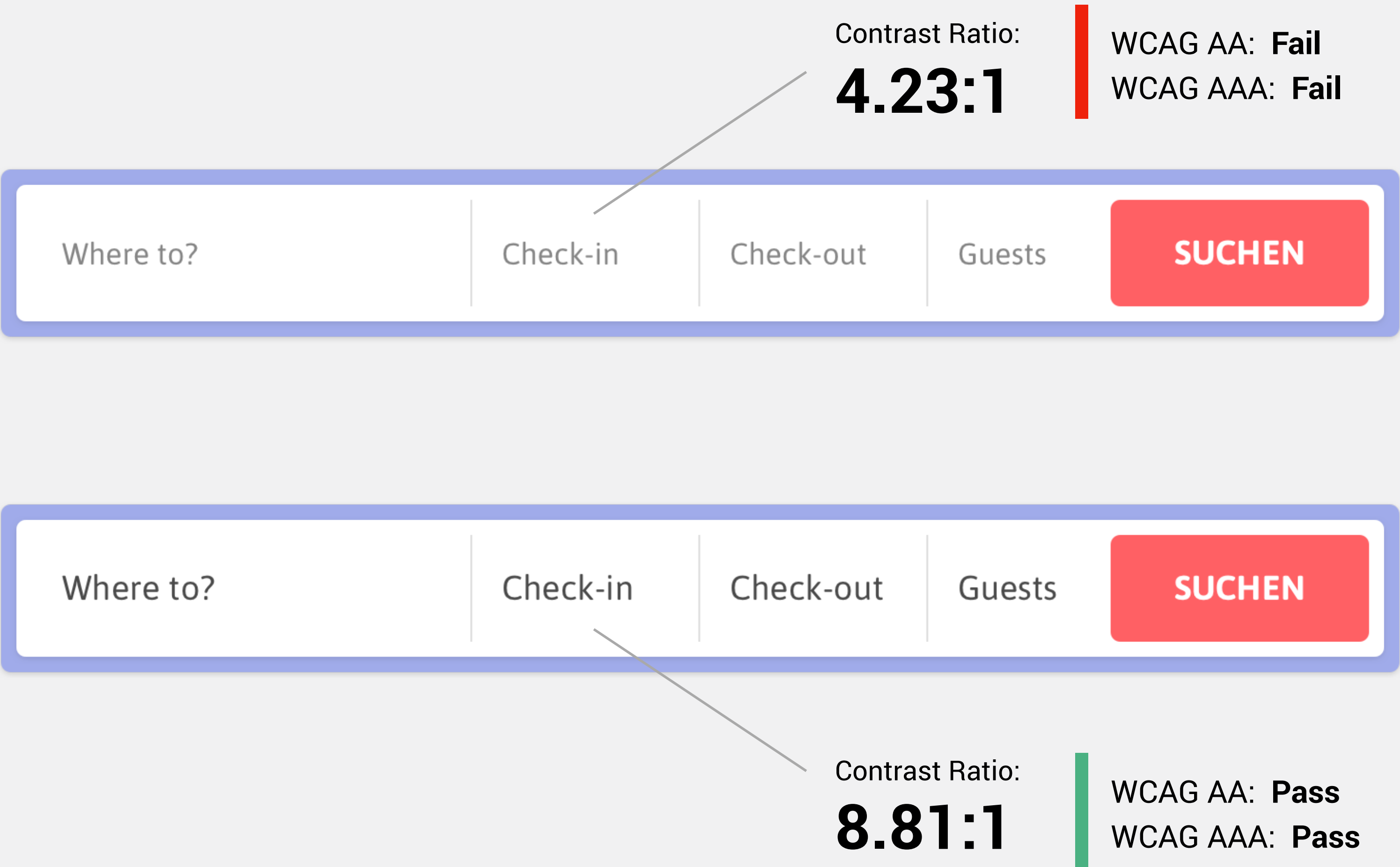
Do not depend on colour.











provide high contrast

Ensure sufficient contrast between text and its background.

According to **WCAG** the contrast ratio between text and a text's background should be at least **4.5:1**



Munich

Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
							
22° 10°	23° 10°	14° 7°	21° 11°	21° 11°	25° 11°	17° 8°	17° 9°

Screen Reader:

Google Weather

Munich


Tuesday

Image

22°

10°

Munich

Tue

22° 10°

Wed

23° 10°

Thu

14° 7°

Fri
 Scattered Showers
21° 11°

Sat

21° 11°

Sun

25° 11°

Mon

17° 8°

Tu

17°

Screen Reader:

Google Weather

Munich

Friday

Scattered Showers

22°

10°

Auditory

A screenshot of a web browser displaying a YouTube video. The browser's address bar shows the URL <https://www.youtube.com/watch?v=DN43sCyEanA>. The YouTube interface includes a search bar with the text "jake sucking at something" and a user profile picture in the top right. The video itself features Jake the Dog from the animated series "Adventure Time". He is shown from the chest up, looking directly at the camera with a wide-eyed, slightly open-mouthed expression. A black subtitle box is overlaid on the bottom half of the video frame, containing the text: "Sucking at something is the first step towards being sorta good at something". In the bottom right corner of the video, there is a "NEW EPISODE CN CARTOON NETWORK" logo. The video player controls at the very bottom show a play button, a progress bar at 0:00 / 0:04, and icons for volume, settings, and full screen.

YouTube^{DE}

adventure time

About 23,400,000 results

FILTER

UPLOAD DATE	TYPE	DURATION	FEATURES	SORT BY
Last hour	Video	Short (< 4 minutes)	4K	Relevance
Today	Channel	Long (> 20 minutes)	HD	Upload date
This week	Playlist		HDR	View count
This month	Film		Subtitles/CC	Rating
This year	Programme		Creative Commons	
			3D	

< Subtitles/CCOptions

Add subtitles/CC

Off

✓ English

English (auto-generated)

Auto-translate

Font familyProportional Sans-Serif>

Font colourWhite>

Font size100%>

Background colourBlack>

Background opacity75%>

Window colourBlack>

Window opacity0%>

Character edge styleNone>

Font opacity100%>

Reset

LIVE | Healthy Digital Nomad Life

451 watching now

50K

5K

SHARE

ROCKY NASH LIVE

Started streaming 10 minutes ago

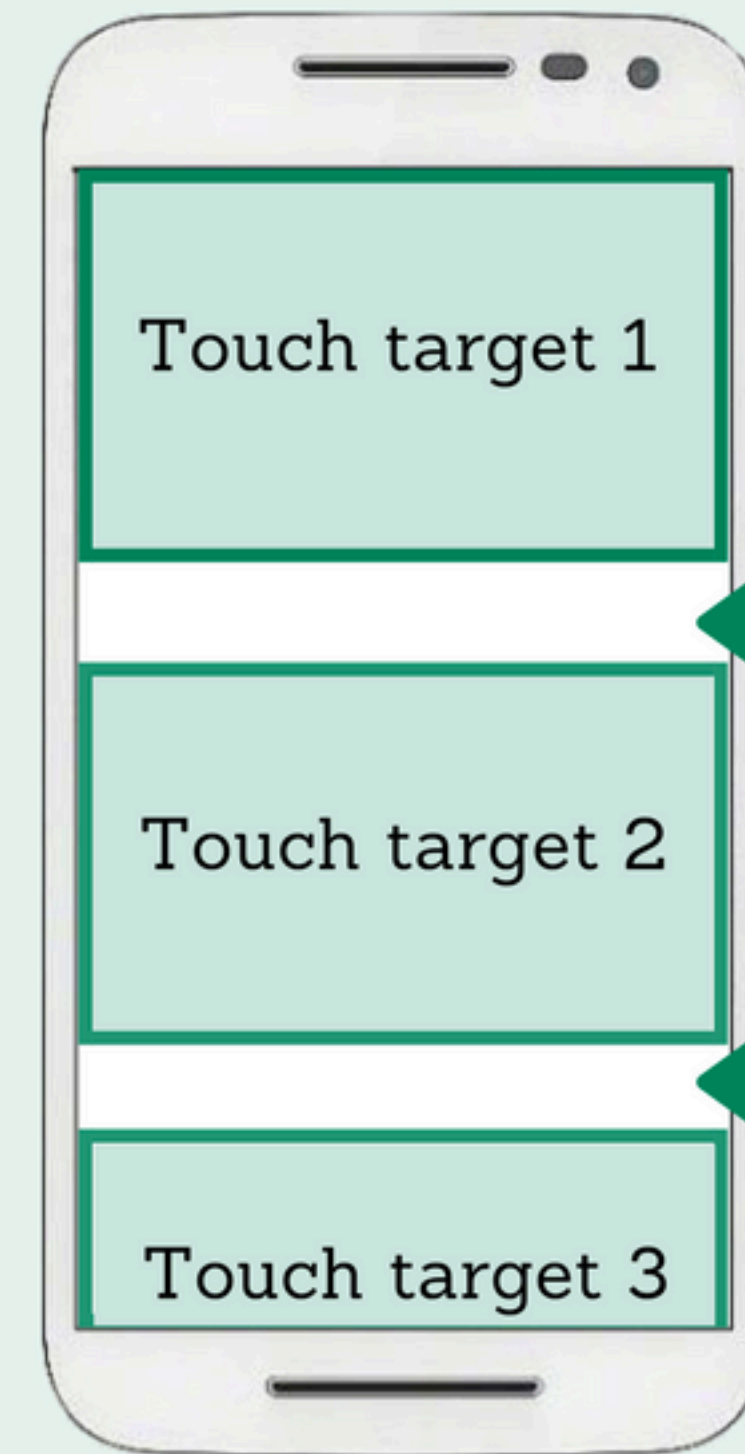
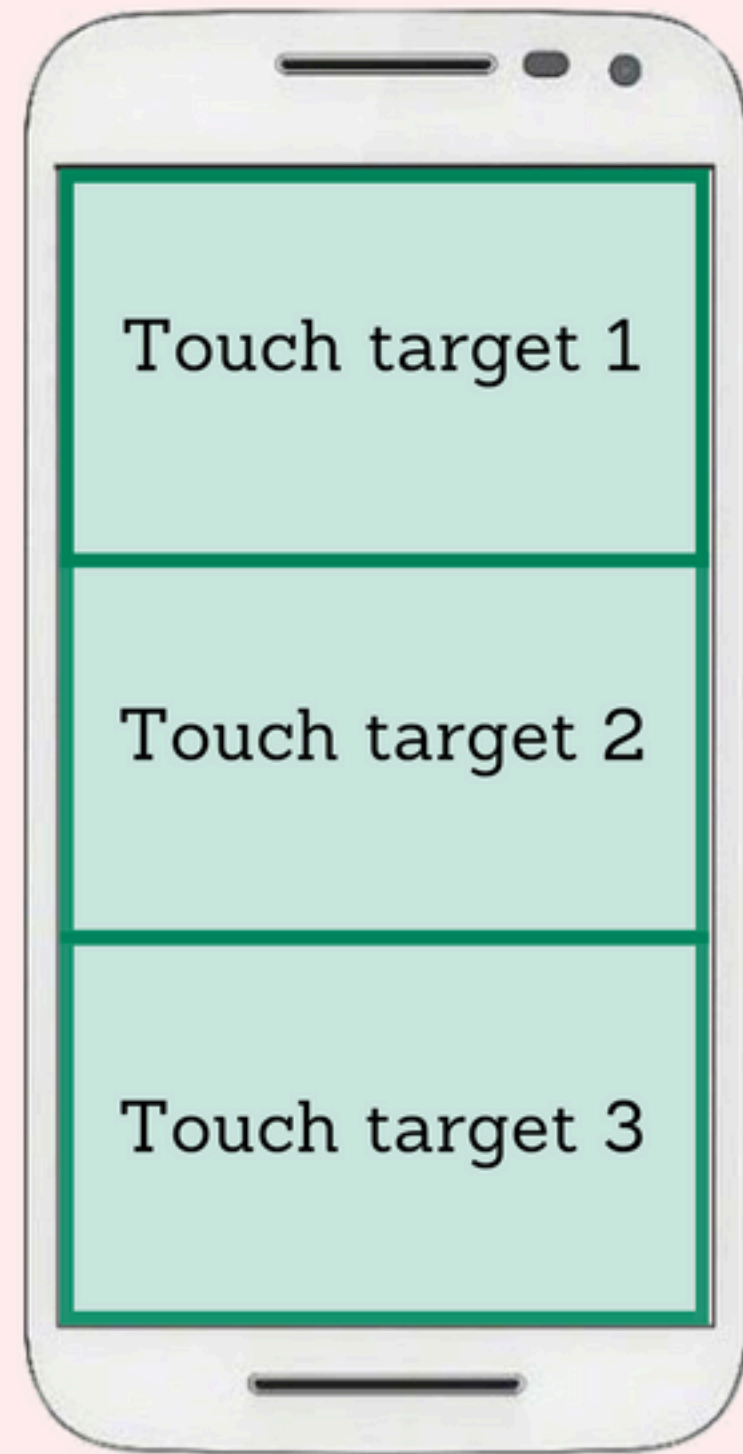
Rocky Nash is a Livestream Travel Host who creates interactive lifestyle broadcasts where you can participate as a real-time viewer. Turn on notifications to catch her 360 video tours!

SUBSCRIBE

346

Motor



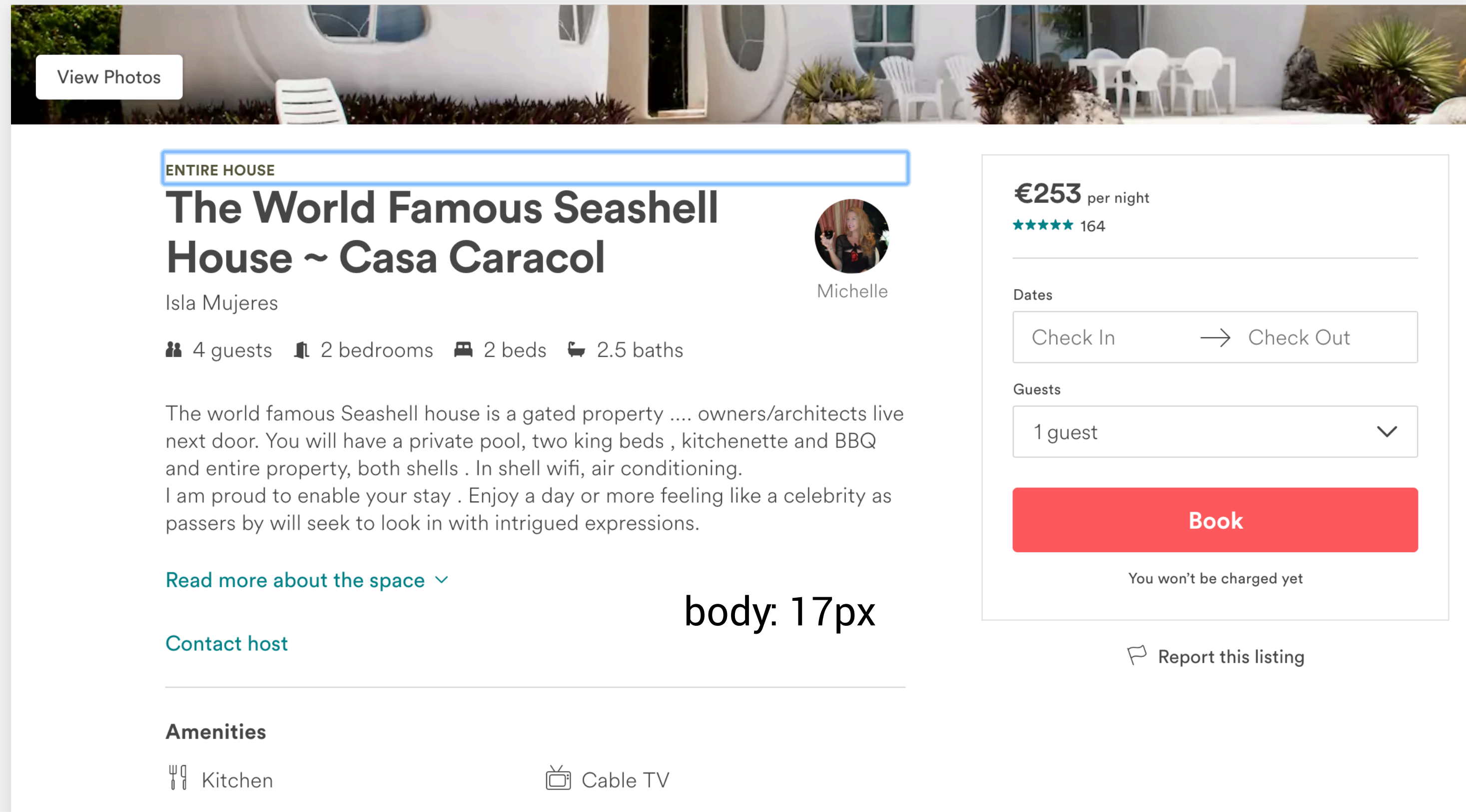




The Switch / Clicker



In memoriam
Stephen Hawking



1. Make your interface keyboard accessible.

2. Place key information, buttons and links “above the fold”

3. Use a large text size as default.

4. Avoid time limits.

T-Mobile

14:07

89%

<

○ Cambridge

⋮

📍 Symphony Road

↕

12 min

🚇 36 min

🚶 1 hr

🚶 12 min

🚲 20 min

🕒

Depart at 14:04

OPTIONS

Least walking

🚇

Red Line

>

🚇

E

>

🚶

3

37 min >

14:11 - 14:47

every 7 min from Porter

Other options

🚇

Red Line

>

🚇

1

>

🚶

4

36 min >

14:11 - 14:47

every 7 min from Porter

More by bus

🚇

83

>

🚇

1

>

🚶

4

41 min >

14:06 - 14:47

14:06 from Porter

i

 Information

More by subway

Cognitive

Tokyo

Check-in date

15

Thursday 15 March 2018

Check-out date

18

Sunday 18 March 2018

3-night stay

1 adult

No children1 room

☐ I'm travelling for work

Search

Filter by:

Your budget

☐ € 0 - € 50 per night

38

☐ € 50 - € 100 per night

66

☐ € 100 - € 150 per night

59

☐ € 150 - € 200 per night

36

☐ € 200 + per night

45

Popular filters

☐ Hotels

97

☐ Economy hotels

20☐ Breakfast included

☐ Capsule hotels

25☐ Non-smoking rooms☐ Central Tokyo

Your results include some shared accommodations, such as dormitory beds. [Show private rooms only](#)



Keio Plaza Hotel Tokyo

★★★★★

89% Match

Very good

3,946 reviews

8.5

Shinjuku Ward, Tokyo – Show on map

(In the city centre) – Metro access

Great Value Today

Double Room – Bigger than most in Tokyo

Only 2 rooms left on our site!

Price for all 3 nights

€ 823

See our last available rooms



Nihonbashi Muromachi Bay Hotel

★

Fabulous

2,454 reviews

8.7

Chuo Ward, Tokyo – Show on map

(In the city centre) – Metro access

Popular now! 46 people are looking at this property

In high demand! Booked 138 times in the last 7 days

95% of reviews say that this property matched or exceeded expectations

Chuo Ward is a great choice for travellers interested in clean streets, city walks and food

Price for all 3 nights

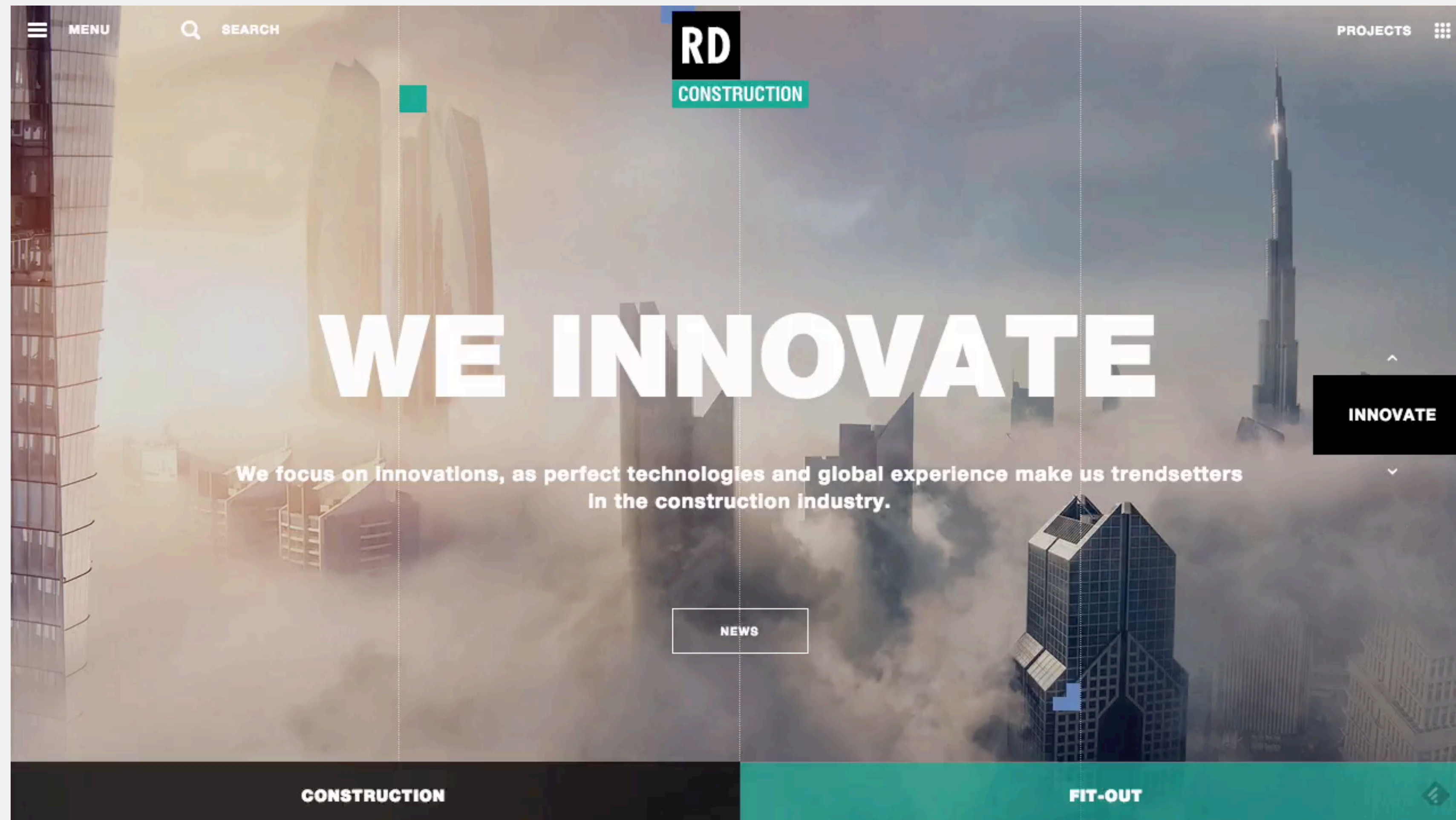
Last minute price drop

€ 138 € 88

Choose your room

People who looked at Nihonbashi Muromachi Bay Hotel also viewed these

https://www.booking.com/hotel/jp/nihombashi-muromachi-bay-hotel.en-gb.html?label=gen173nr-1DCAEoggJCAIhYSDNYBGg7iAEBmAEEuAEHyAEM2AED6AEBkgIBeagCAw;sid=d64124c13fd83d9b70933f83005154e7;checkin=2018-03-1...



Animations are fun, but not for everyone



Most people I meet don't even try
to get me.

By applying those principles we are not only **improving the experience** to the people with disabilities but to **everyone**.

To conclude...

- **Everyone** benefits when things are designed accessibly.
- Not all disabilities are permanent: **The Persona Spectrum**
- Designers ~~can~~ **must** use certain principles to improve accessibility in digital products.

“The power of the web is in its **universality**”.

— **Tim Berners-Lee**

Director of W3C and inventor of the World Wide Web.

Live. Learn. Access

Intro to Accessibility

Global Accessibility Awareness Day

May 17th, 2018