UX SUMMIT 2018

WEB ACCESSIBILITY: START WITH EMPATHY

HUGUES TENNIER
UX DEV, THEMES TEAM

RnD SUMMIT 2018

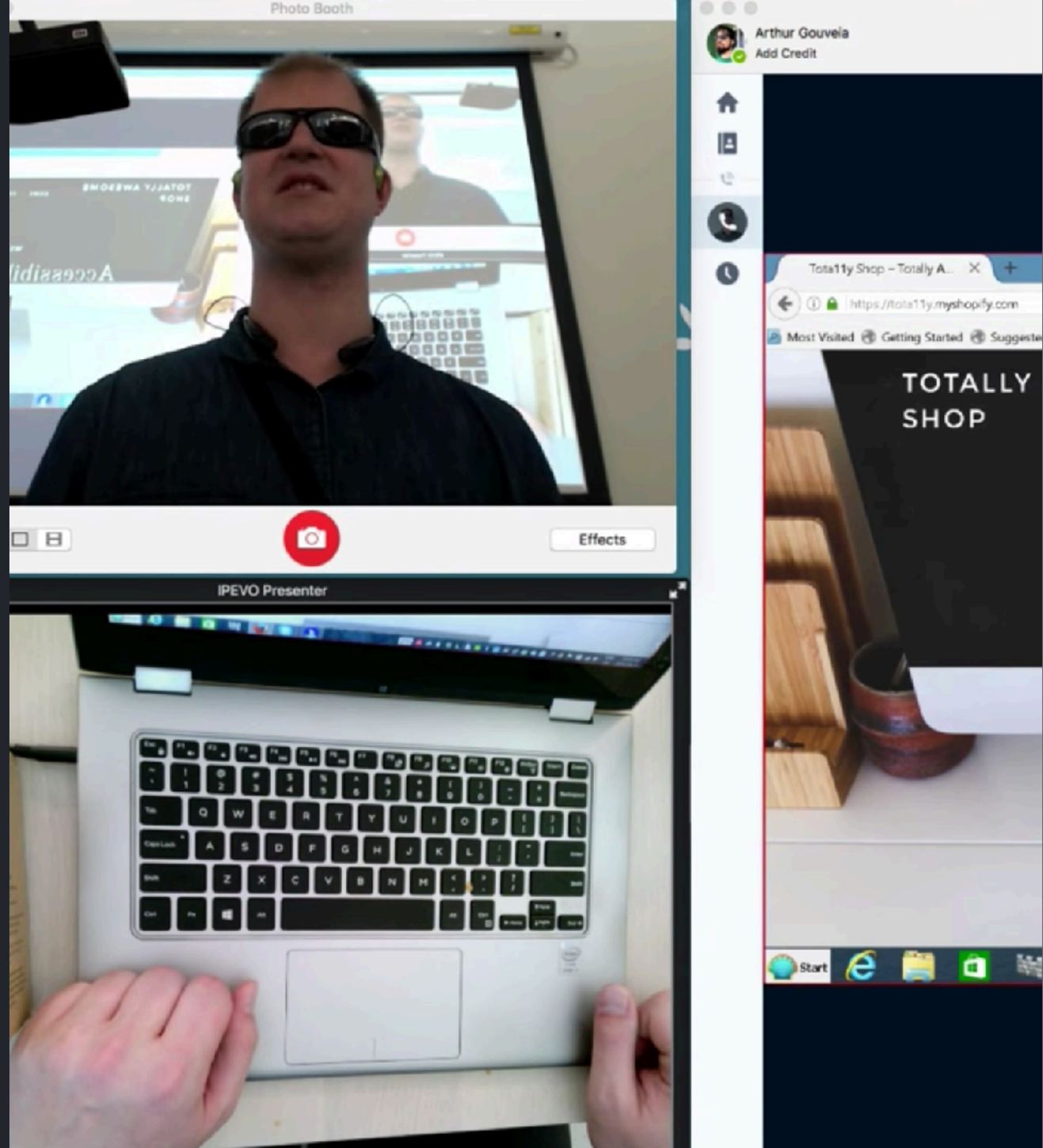
RYLAN VROOM

DAVID LEPOSKY

CARMEN MAILLOUX

RYLAN VROOM

POWER USER



1. VISIT A TEST SHOP
2. FIND A PRODUCT
3. CHECKOUT

LOL. NOPE

Converse Chuck Taylor All Star

$55

Color

BLACK RED

Size

7 7.5 8 8.5 9 9.5 10

ADD TO CART

The Chuck Taylor All Star high top is the most iconic sneaker in the world, recognized for its unmistakable silhouette, star-centered ankle patch and cultural

Converse Chuck Taylor All Star

$55

Color

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7 7.5 8 8.5 9 9.5 10

ADD TO CART

The Chuck Taylor All Star high top is the most iconic sneaker in the world, recognized for its unmistakable silhouette, star-centered ankle patch and cultural authenticity. And like the best paradigms, it only gets

Your cart

Converse Chuck Taylor All Star

Red / 7

− 1 +

$55.00

SUBTOTAL $55.00

Shipping, taxes, and discounts calculated at checkout.

CHECK OUT →

RYLAN VROOM

DAVID LEPOSKY

CARMEN MAILLOUX

FUN!

DAVID LEPOSKY

STARBUCKS COFFEE
EXIT

RYLAN VROOM

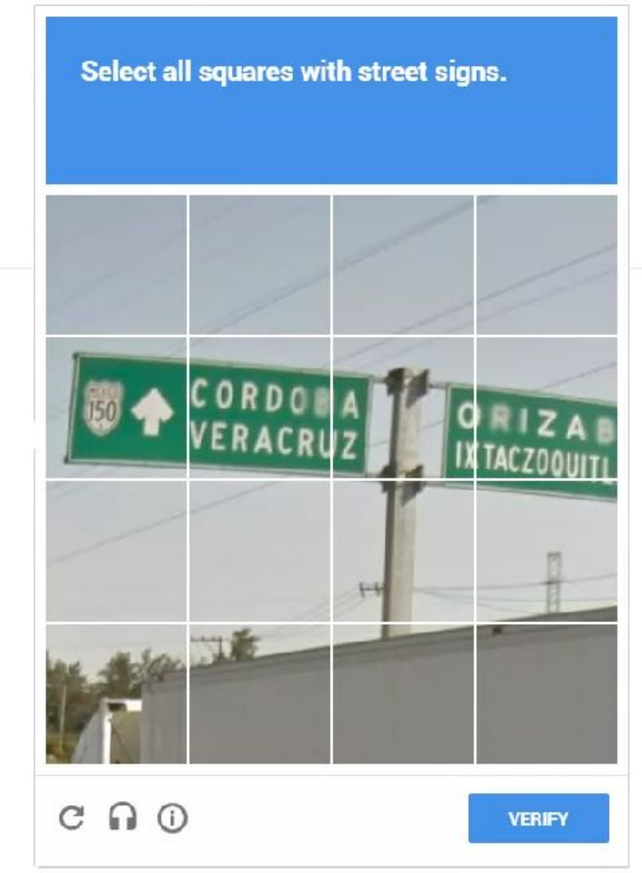
DAVID LEPOSKY

CARMEN MAILLOUX

1. VISIT ONE PAGE
2. TEST A COMPONENT

1. VISIT ONE PAGE
2. TEST A COMPONENT
3. GO TO THREE DIFFERENT WEBSITES
4. TEST GOOGLE MAPS

STRESS LEVEL OVER 9000!



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By Sally Abrahams & Lee Kumutat
BBC Radio 4, Money Box

6 May 2018

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