Supporting the design phase with accessibility heuristics evaluations

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Aparna Pasi & Denis Boudreau – Deque Systems

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Supporting designs with accessibility heuristics

Planning is everything

When you explicitly fail to plan, you implicitly plan to fail.

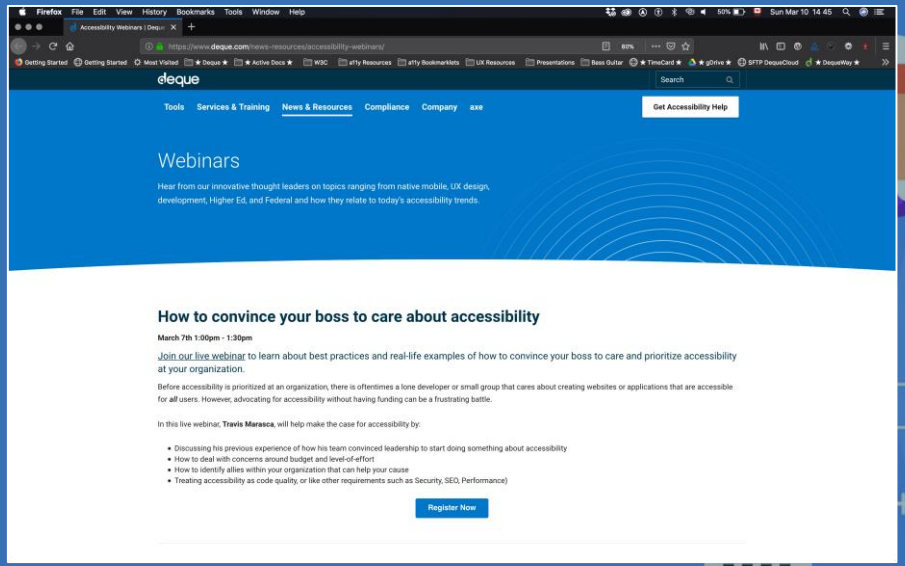
Speakers

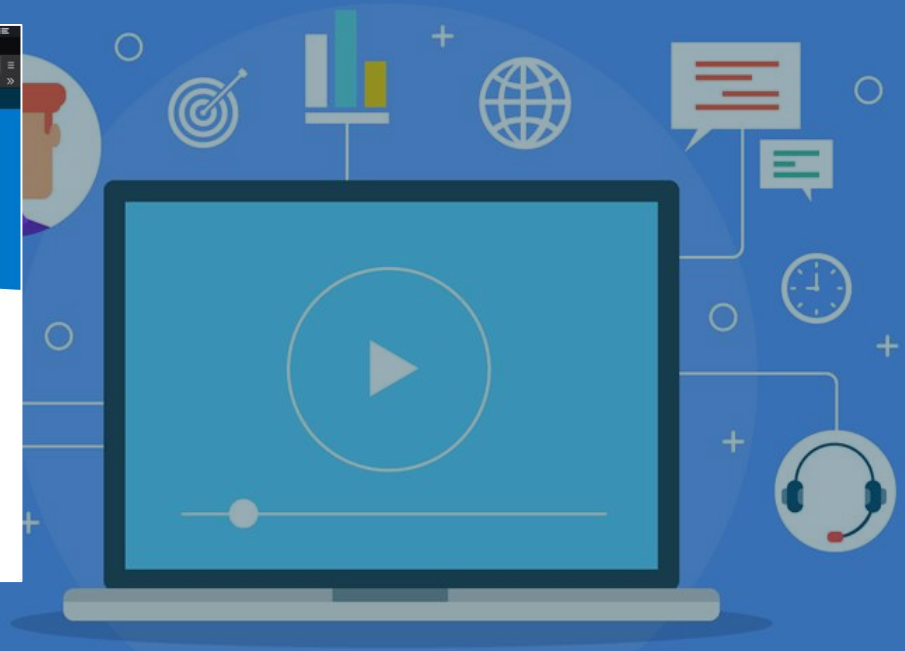
Aparna Pasi, CPACC
Accessibility team lead
aparna.pasi@deque.com
satyaaparnap

Denis Boudreau, CPWA
Principal accessibility consultant & training lead
denis.boudreau@deque.com
dboudreau

Supporting designs with accessibility heuristics

Archives to past webinars





Resource

https://www.deque.com/news-resources/accessibility-webinars/

What are accessibility heuristics?

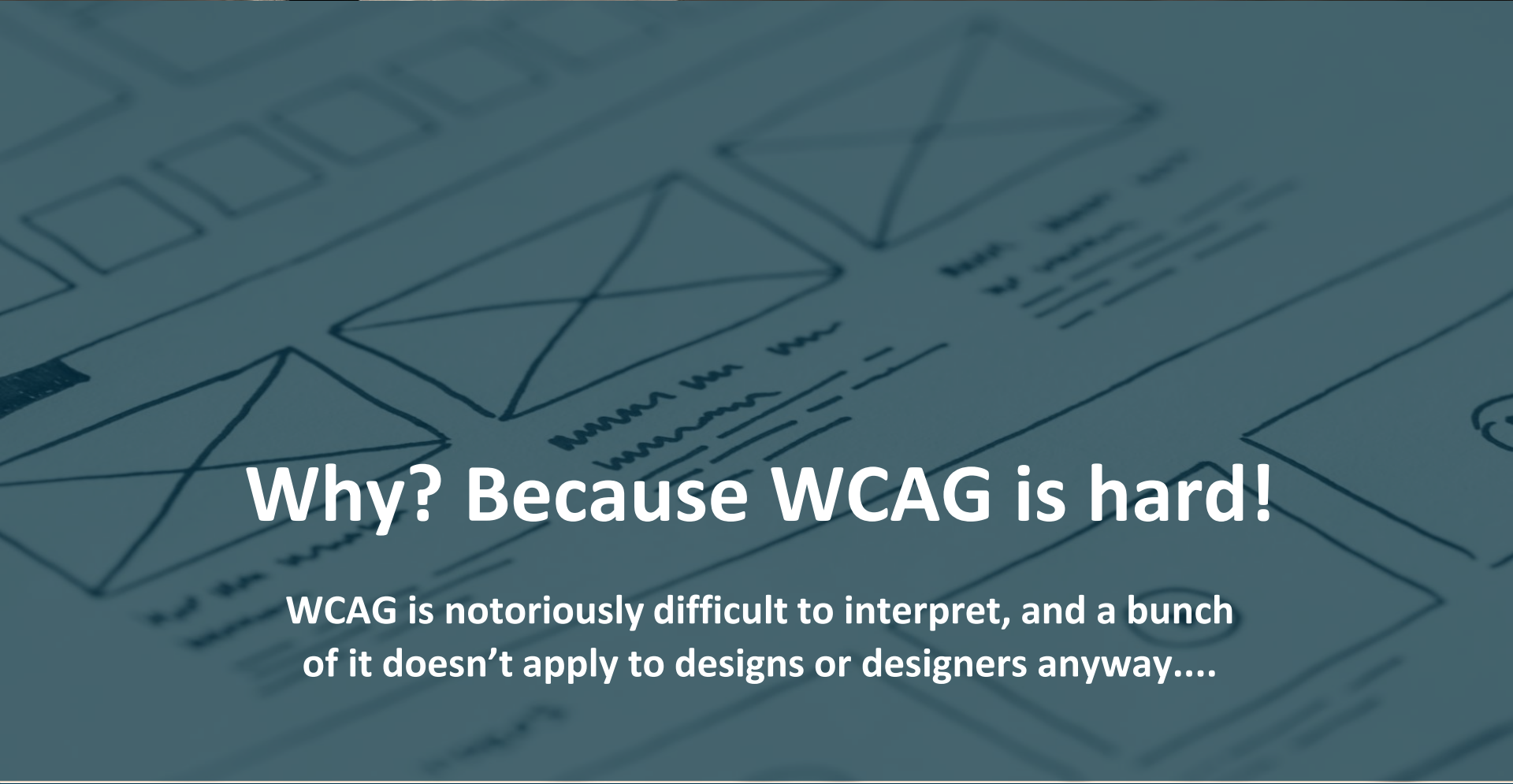
Accessibility-specific rules of thumb inspired from WCAG, and built for the purpose of evaluating design assets for accessibility.

Inspired by usability heuristics

Accessibility heuristics are inspired by a set of simple, efficient rules of thumb, created by Jakob Nielsen and Rolf Molich in 1995, to **help designers create more usable user interfaces.**

Reference

https://www.nngroup.com/articles/ten-usability-heuristics/



Why? Because WCAG is hard!

WCAG is notoriously difficult to interpret, and a bunch of it doesn't apply to designs or designers anyway....

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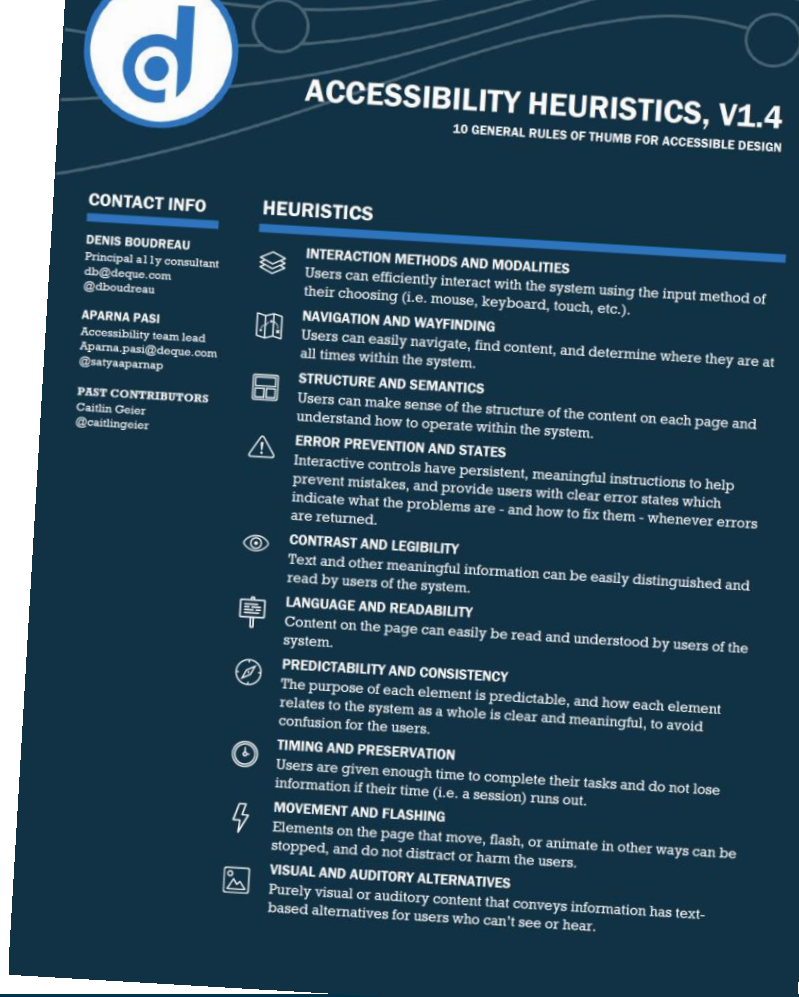
Accessibility heuristics

Bringing accessibility upstream

Ten general rules of thumb to integrate accessibility considerations directly into your design process.

Reference
http://bit.ly/a11y-heuristics



Supporting designs with accessibility heuristics

Heuristics evaluation primer

1. Scope assessment
2. Recruit evaluators
3. Define your ranking scale
4. Evaluate against heuristics
5. Debrief and prioritize issues
6. Report findings for improvement

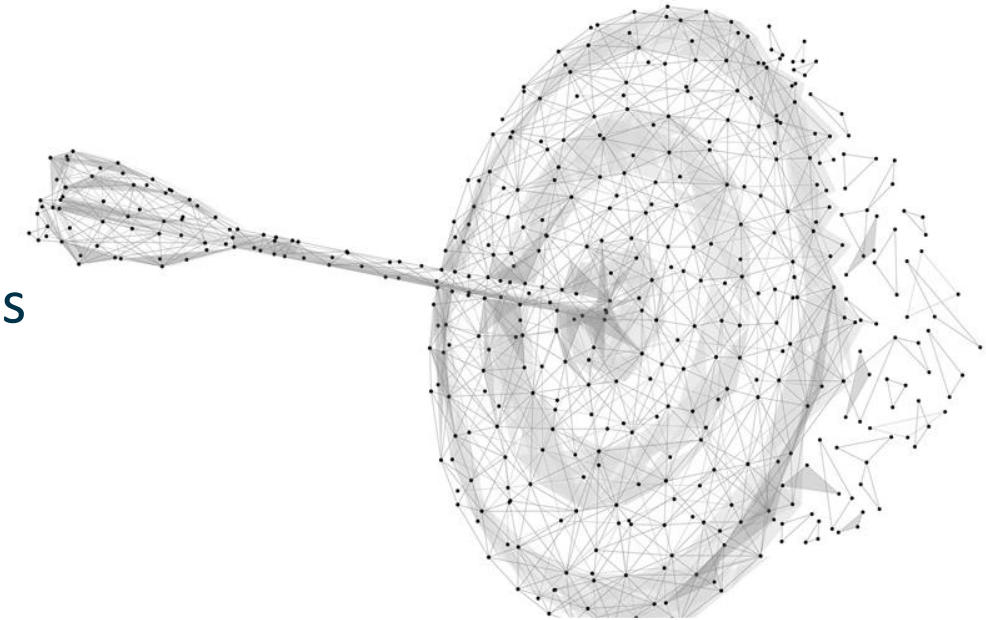
Reference

https://www.nngroup.com/articles/how-to-conduct-a-heuristic-evaluation/

Why do heuristics evaluations work?

Great for accessible design!

1. Simple to conduct
2. Easy to learn
3. Generate low overhead
4. Provide new view points



The earlier you can identify accessibility issues, the easier it gets for your team to create an inclusive experience. **It begins as early as your design phase!**

A word to the wise…

We spend an awful lot of time designing the bridge, but not nearly enough time thinking about the people who are going to cross it.

Dr. Prabhjot Singh
Director of Systems Design,
The Earth Institute

Heuristics example

Navigation & wayfinding

Users can easily navigate, find content, and determine where they are at all times within the system.

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Heuristics statements

Navigation & wayfinding	★ (+2)	✓ (+1)	X (-1)	N/A (+0)
Is there a clear, visible indicator set on all active elements as they receive focus?				
Does the page have meaningful title text, with page-specific information going first?				
Are the page title element and H1 the same or similar?				
Does the page have meaningful headings for each major section?				
Can the links' purpose be defined from link text alone, or their immediate context?				
Is a "skip link" provided as the very top of the page, and is it revealed on focus?				
Does the organization of navigational elements facilitate wayfinding?				
TOTAL				

Defining rating values

Rating			
★	✓	X	N/A

RATING SCALE (heuristics evaluation)

Whether or not the design asset successfully integrates the concepts covered by the heuristic. Possible options include:

- +2pts: Beyond expectations (★)
- +1pt: Positive – or pass (✓)
- -1pt: Negative – or fail (x)
- +0pt: Not applicable (N/A)

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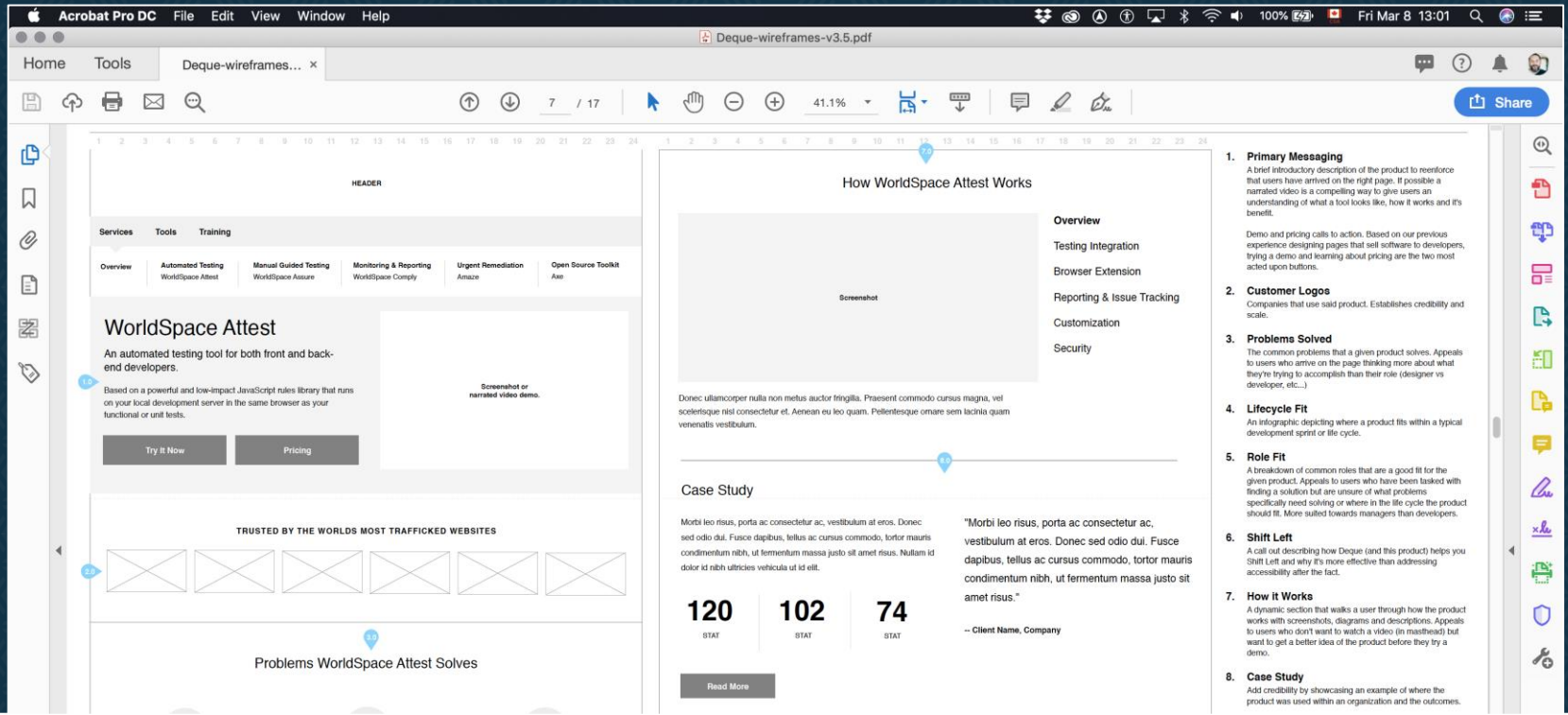
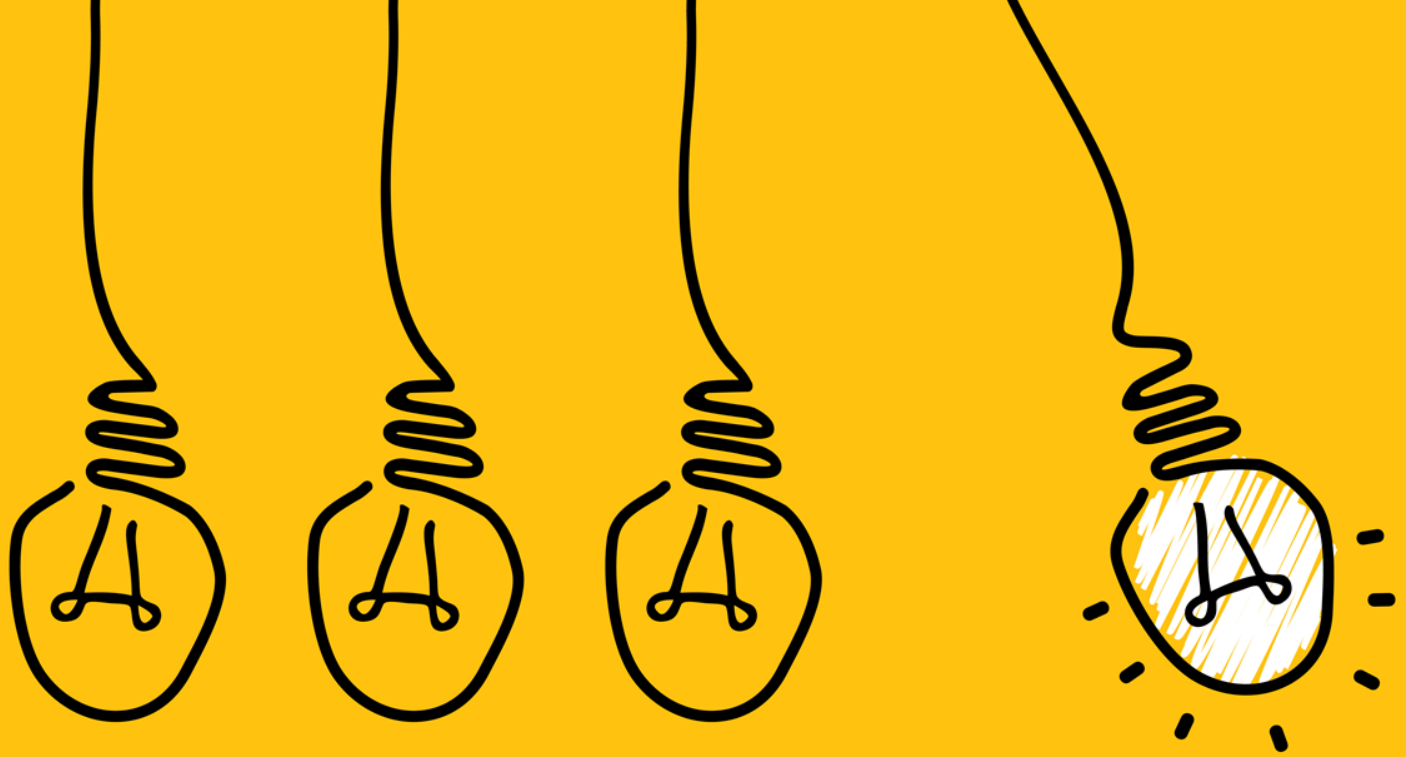
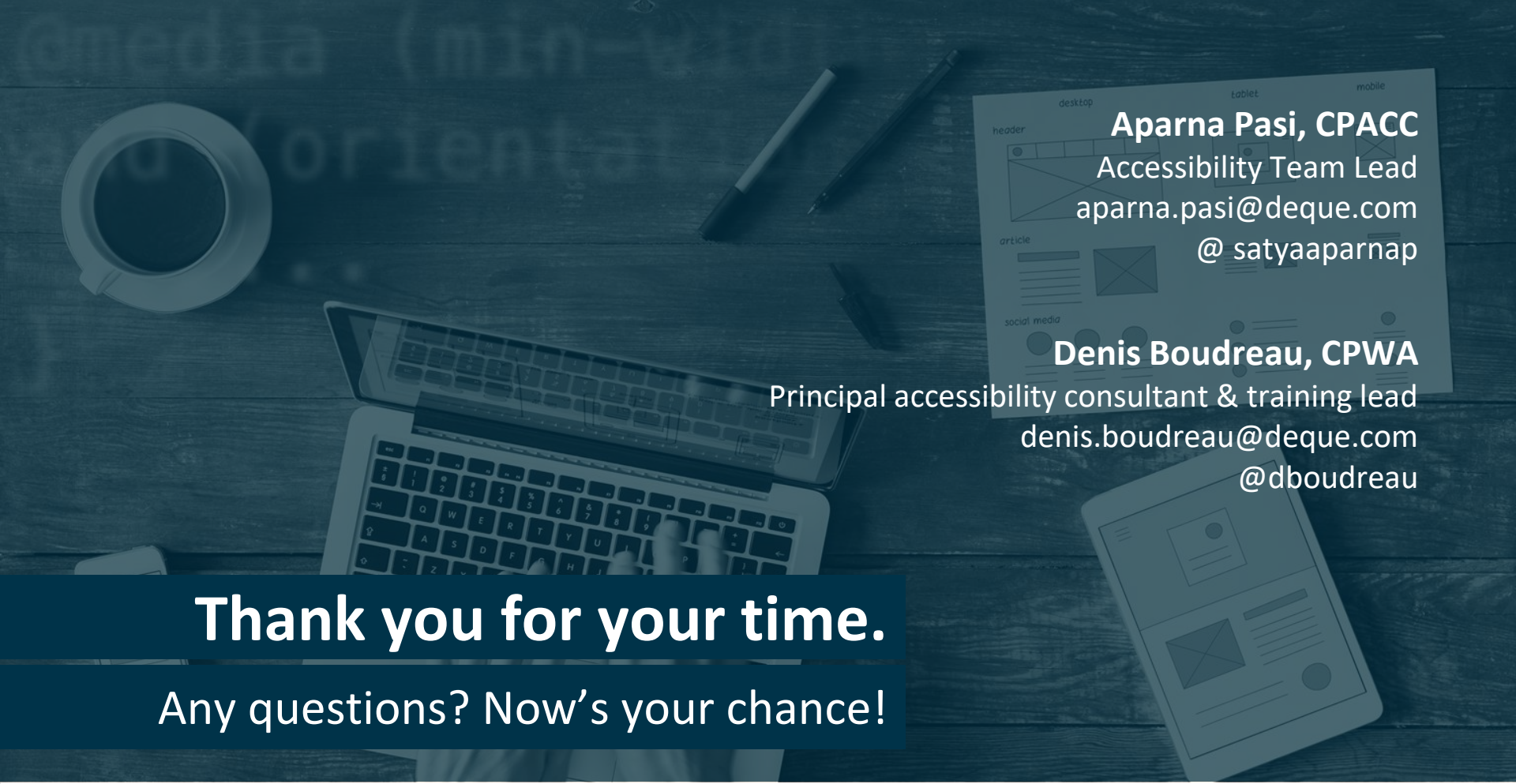
Heuristics evaluation workshop





Using these heuristics is a fantastic way to move accessibility upstream in your product lifecycle! **Start using them today!**



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@dboudreau

Thank you for your time.

Any questions? Now's your chance!

Connect with us!

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