



Supporting the design phase with accessibility heuristics evaluations

CSUN 2019 – Anaheim, CA

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Supporting designs with accessibility heuristics

Planning is everything

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

Speakers

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Principal accessibility consultant & training lead

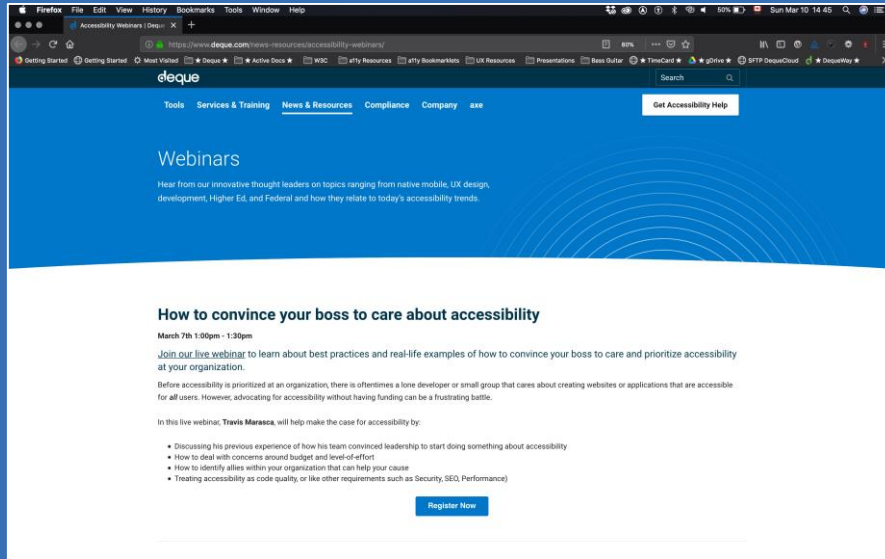
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Supporting designs with accessibility heuristics

Archives to past webinars



The screenshot shows a Firefox browser window displaying the Deque website. The page is titled "Webinars" and features a blue header with the Deque logo and navigation links: "Tools", "Services & Training", "News & Resources", "Compliance", and "Company". A "Get Accessibility Help" button is also visible. The main content area is white and contains the following text:

How to convince your boss to care about accessibility

March 7th 1:00pm - 1:30pm

Join our live webinar to learn about best practices and real-life examples of how to convince your boss to care and prioritize accessibility at your organization.

Before accessibility is prioritized at an organization, there is oftentimes a lone developer or small group that cares about creating websites or applications that are accessible for all users. However, advocating for accessibility without having funding can be a frustrating battle.

In this live webinar, **Travis Marasca**, will help make the case for accessibility by:

- Discussing his previous experience of how his team convinced leadership to start doing something about accessibility
- How to deal with concerns around budget and level-of-effort
- How to identify allies within your organization that can help your cause
- Treating accessibility as code quality, or like other requirements such as Security, SEO, Performance)

A blue "Register Now" button is located at the bottom of the text.

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.

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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>

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HEURISTICS

- INTERACTION METHODS AND MODALITIES**
Users can efficiently interact with the system using the input method of their choosing (i.e. mouse, keyboard, touch, etc.).
- NAVIGATION AND WAYFINDING**
Users can easily navigate, find content, and determine where they are at all times within the system.
- STRUCTURE AND SEMANTICS**
Users can make sense of the structure of the content on each page and understand how to operate within the system.
- ERROR PREVENTION AND STATES**
Interactive controls have persistent, meaningful instructions to help prevent mistakes, and provide users with clear error states which indicate what the problems are - and how to fix them - whenever errors are returned.
- CONTRAST AND LEGIBILITY**
Text and other meaningful information can be easily distinguished and read by users of the system.
- LANGUAGE AND READABILITY**
Content on the page can easily be read and understood by users of the system.
- PREDICTABILITY AND CONSISTENCY**
The purpose of each element is predictable, and how each element relates to the system as a whole is clear and meaningful, to avoid confusion for the users.
- TIMING AND PRESERVATION**
Users are given enough time to complete their tasks and do not lose information if their time (i.e. a session) runs out.
- MOVEMENT AND FLASHING**
Elements on the page that move, flash, or animate in other ways can be stopped, and do not distract or harm the users.
- VISUAL AND AUDITORY ALTERNATIVES**
Purely visual or auditory content that conveys information has text-based alternatives for users who can't see or hear.

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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

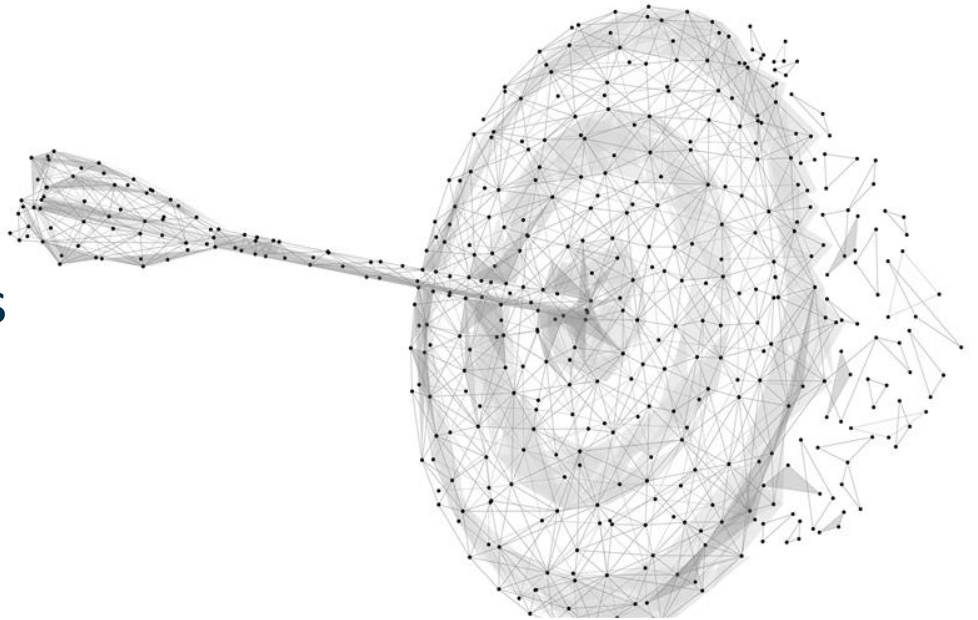
<https://www.nngroup.com/articles/how-to-conduct-a-heuristic-evaluation/>



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!**



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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

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Heuristics example



Navigation & wayfinding

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

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

Acrobat Pro DC File Edit View Window Help

Deque-wireframes-v3.5.pdf

Home Tools Deque-wireframes... x

7 / 17 41.1%

Share

HEADER

Services Tools Training

Overview Automated Testing Manual Guided Testing Monitoring & Reporting Urgent Remediation Open Source Toolkit

WorldSpace Attest

An automated testing tool for both front and back-end developers.

Based on a powerful and low-impact JavaScript rules library that runs on your local development server in the same browser as your functional or unit tests.

Try It Now Pricing

Screenshot or narrated video demo.

TRUSTED BY THE WORLDS MOST TRAFFICKED WEBSITES

Problems WorldSpace Attest Solves

How WorldSpace Attest Works

Screenshot

Overview

Testing Integration

Browser Extension

Reporting & Issue Tracking

Customization

Security

Case Study

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec sed odio dui. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Nullam id dolor id nibh ultricies vehicula ut id elit.

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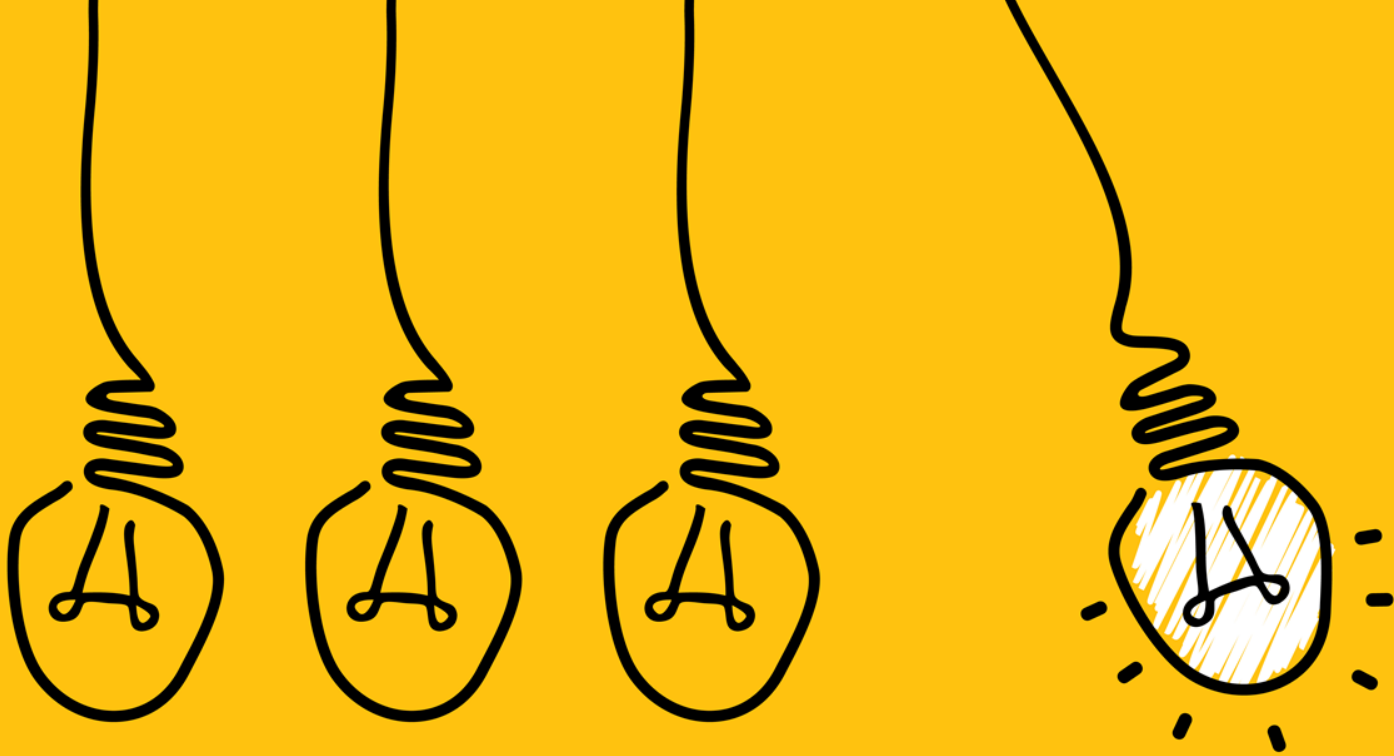
STAT STAT STAT

Read More

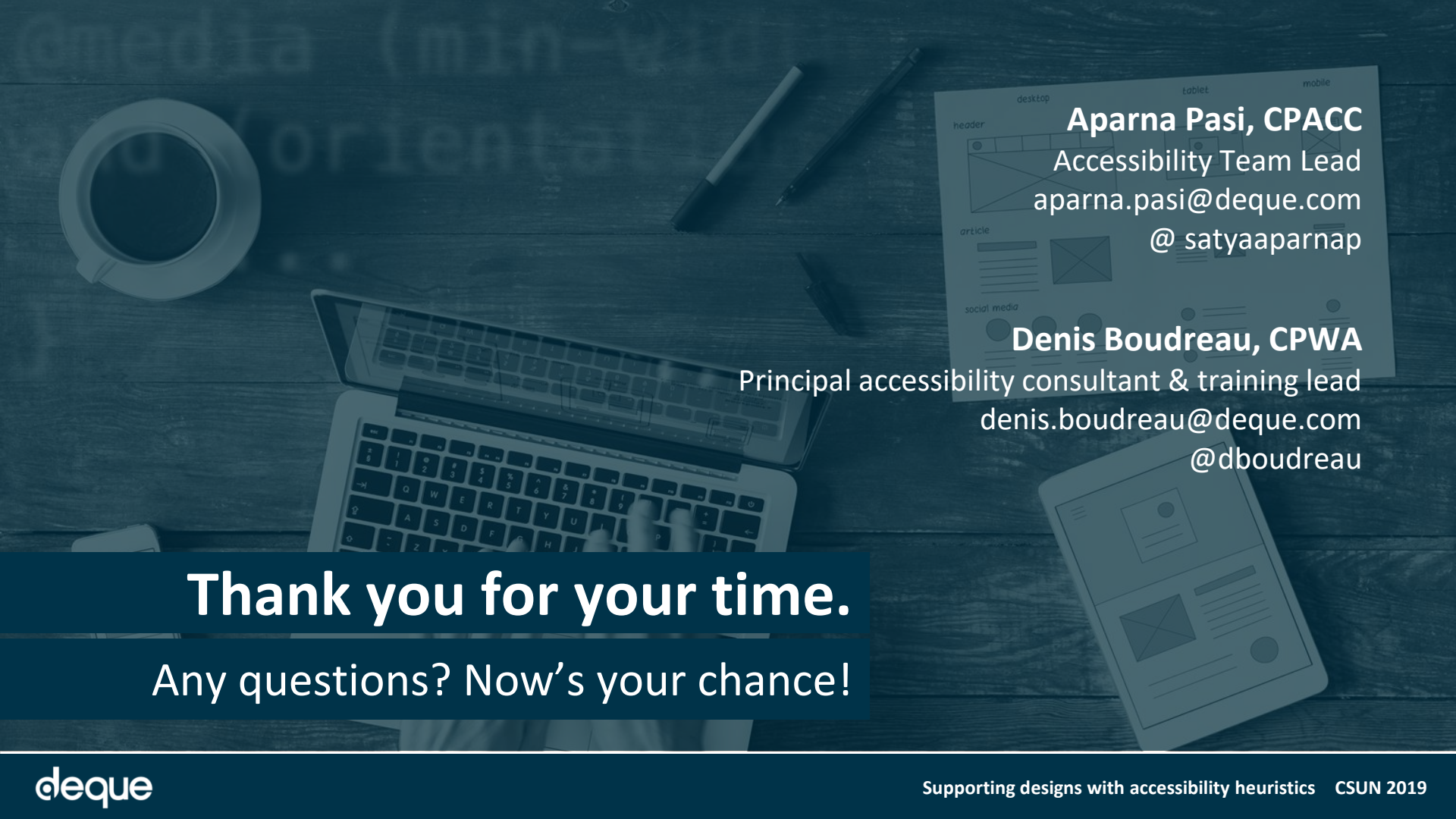
Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec sed odio dui. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.*

* Client Name, Company

- 1. Primary Messaging**
A brief introductory description of the product to reinforce that users have arrived on the right page. If possible a narrated video is a compelling way to give users an understanding of what a tool looks like, how it works and its benefit.
Demo and pricing calls to action. Based on our previous experience designing pages that sell software to developers, trying a demo and learning about pricing are the two most acted upon buttons.
- 2. Customer Logos**
Companies that use said product. Establishes credibility and scale.
- 3. Problems Solved**
The common problems that a given product solves. Appeals to users who arrive on the page thinking more about what they're trying to accomplish than their role (designer vs developer, etc...)
- 4. Lifecycle Fit**
An infographic depicting where a product fits within a typical development sprint or life cycle.
- 5. Role Fit**
A breakdown of common roles that are a good fit for the given product. Appeals to users who have been tasked with finding a solution but are unsure of what problems specifically need solving or where in the life cycle the product should fit. More suited towards managers than developers.
- 6. Shift Left**
A call out describing how Deque (and this product) helps you Shift Left and why it's more effective than addressing accessibility after the fact.
- 7. How it Works**
A dynamic section that walks a user through how the product works with screenshots, diagrams and descriptions. Appeals to users who don't want to watch a video (in realtime) but want to get a better idea of the product before they try a demo.
- 8. Case Study**
Add credibility by showcasing an example of where the product was used within an organization and the outcomes.



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



desktop tablet mobile

header

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article

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Thank you for your time.
Any questions? Now's your chance!

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