



Reach 20% More Constituents by Using Inclusive Design and Usability Techniques

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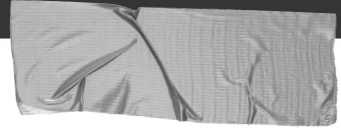


World Usability Summit

November 15, 2017

■ Be My Eyes





Imagine

If your computer
installed an update.

And then all you
saw was a blank
screen.

Today We'll Discuss

Strategies your organizations can do to promote inclusivity:

- **Research Strategies**

- Methods to learn about your users' needs

- **Content Strategies**

- Tools to discover what your audience is looking for

- **Implementation Strategies**

- Accessibility Standards

Who We Are



About Us

Nina Amato

Senior User Experience Designer, Brightfind

- 10+ years of coding and testing 508-compliant websites & applications
- UX research, UX design, visual design, front end development
- Worked on websites and applications for multiple government agencies and nonprofits.



Nazhin Beiramee

User Experience Designer, Brightfind

- 10+ years of designing digital products
- UX research, UX design, visual design, branding campaigns
- Worked for government, nonprofit, higher education, startup, and entertainment organizations

People living with disabilities are the largest minority group in the world.¹

In the United States...

- **1 in 5** Americans have a disability.²
- **2 million** people are blind or unable to see.³
- **2 million** people depend on a wheelchair for day-to-day tasks and mobility.²
- **7 million** people experience difficulty hearing.³
- **19 million** people have trouble grasping things like a pencil.³

Worldwide....

- **15%** of the world's population experience some form of disability during their lifetime.⁴

¹ [Fact sheet on Persons with Disabilities](#)

² [How many people use assistive devices?](#)

³ [U.S. Census](#)

⁴ [Disability Inclusion](#)

■ Lesson Learned =
Screen reader users listen
faster than I do.

Don't auto scroll text.

Offer a stationary text transcript for every video.

- Studies show that some people who are deaf read at a slower pace than people who are not deaf.¹
- Adults over age 65 are more likely to be distracted while reading.²
- Glaucoma reduces reading speed. 2% of adults over age 40 have glaucoma.³

¹ Skilled Deaf Readers have an Enhanced Perceptual Span in Reading.

² Age and reading: The impact of distraction

³ Glaucoma and Reading Speed

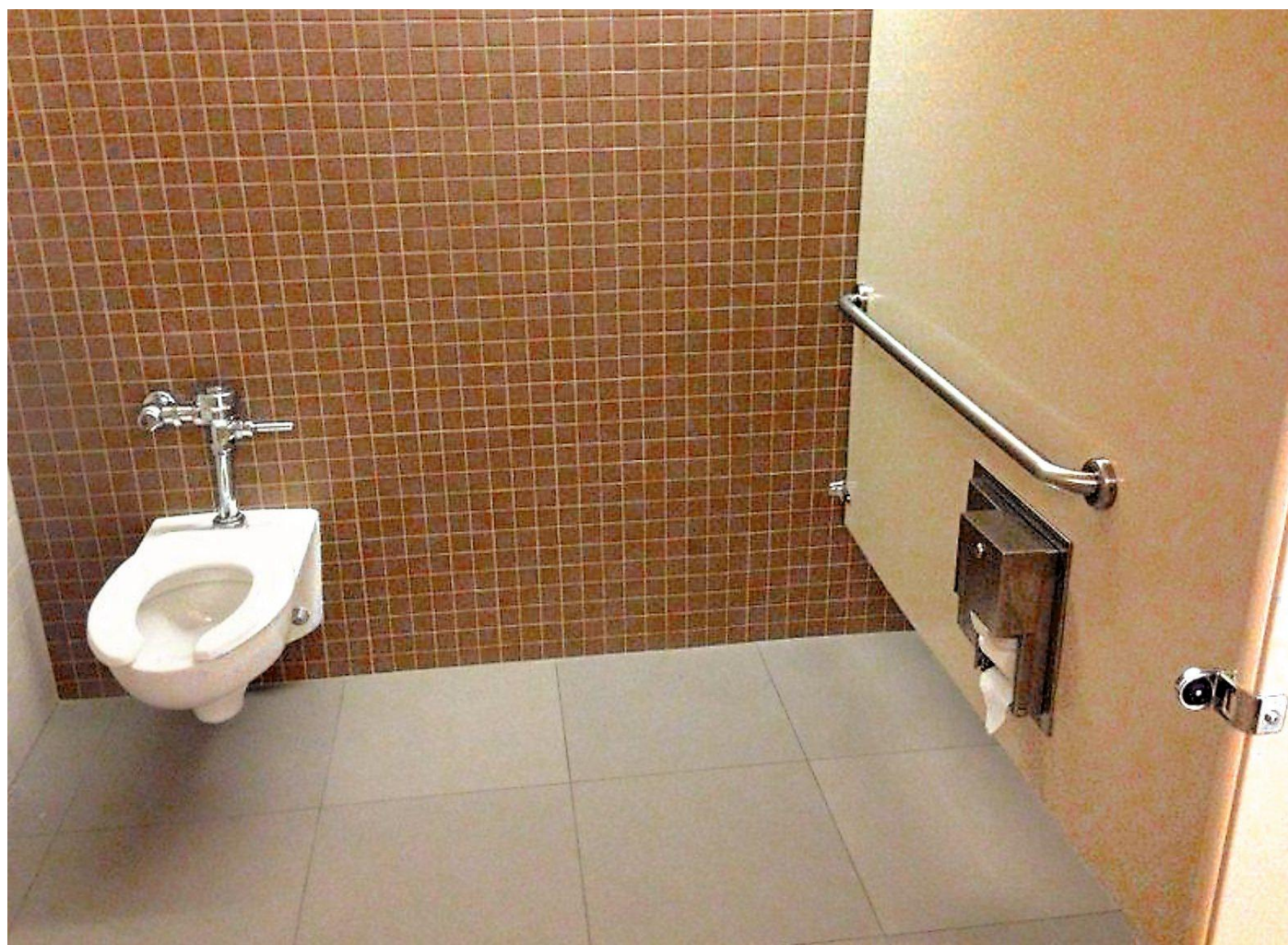
The False Consensus Effect

When we
overestimate how
many people share
our beliefs and
preferences.



**This is why accessibility
testing is so important.**





<http://cdn.wonderfulengineering.com/wp-content/uploads/2013/11/You-Had-One-Job-32.jpg>

Ouch!



CAUTION
HOT GLASS

■ Design for website visitors in different emotional states



What are your website visitors feeling?

Brightfind



Imagine these scenarios...

Seeking information about a health condition, maybe she was just diagnosed with gluten allergy. Or maybe her five-year-old daughter was just diagnosed with asthma.

She may be **worried** and **frightened**.

Looking for a new healthcare provider because she has a new health insurance plan.

- She may be **disappointed**.

In need of a tax attorney and may feel a sense of urgency.

- She may feel **stressed** and **overwhelmed**.

Strategies Your Organization Can Do to Promote Inclusivity

A cluster of seven semi-transparent circular icons in the bottom right corner. The icons include: a gear, a lightbulb inside a head, a document with a checklist, a set of curly braces with a star, a hammer and wrench crossed, a document with a checklist, and a document with a checklist.

Promote Inclusivity: Research Strategy

- **Surveys:** Locate constituents to gather information about their needs
- **Focus Groups:** Enables conversations among constituents to uncover common themes or patterns
- **Interviews:** One-on-one discussions with a user to learn his/her perspective
- **Usability Testing:** shows how a user interacts with a website



User experience

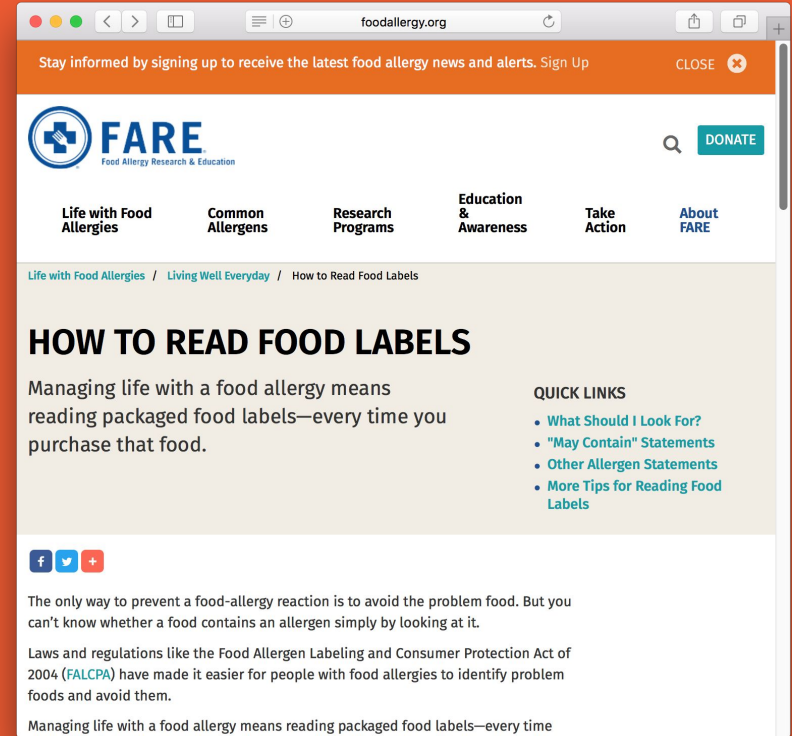
Design

Remember, sometimes we *think* we know what the user wants to do, only to find out that he carved out his own solution.

We want to give them that best solution.

Promote Inclusivity: Content Strategy

- Use terminology that is less likely to be misinterpreted or considered offensive
- Support multiple languages and accept multiple types of monetary currency
- Provide easy path for users who may be in a distressed emotional state and need to find content immediately



Screenshot of www.foodallergy.org

Promote Inclusivity: Content Strategy

- Look at **search terms** in Google Analytics
 - Search terms visitors typed into the search box **on your website**
 - Search queries people entered into Google **to get to** your website
- Look at the **paths** visitors follow in Google Analytics
- Review Google **Trends** to find the top search terms people use

Search Query ?
brightfind
brightfind silver spring
higher logic
episerver
cms implementation
cms implementation plan
digital agency washington dc
e commerce architecture ppt



asthma

Search term

Related queries 

Top  

1 allergy asthma

100



2 allergy

100



3 asthma and allergy

70



4 asthma symptoms

65



5 asthma attack

65



6 what is asthma

45



7 asthma treatment

45



8 inhaler

40



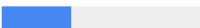
9 asthma inhaler

40



10 asthma cough

35



Promote Inclusivity: Implementation Strategy

WCAG 2.0 Level AA

- Webinar on Brightfind's website:
http://info.brightfind.com/accessibility_webinar



Sighted users scan bold section headings

Standards Schmandards - A Pragmatic Approach to Web Standards

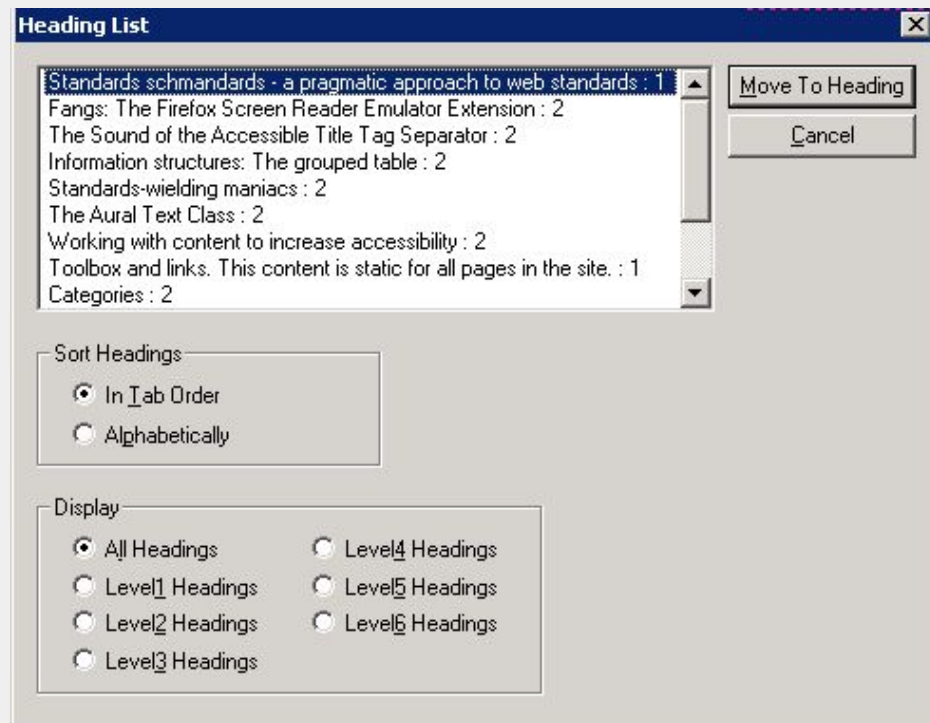
Fangs: The Firefox Screen Reader Emulator Extension

Orbiting the planet at maximum velocity. The moon with the Rebel base will be in range in thirty minutes. This will be a day long remembered. It has seen the end of Kenobi and it will soon see the end of the Rebellion.

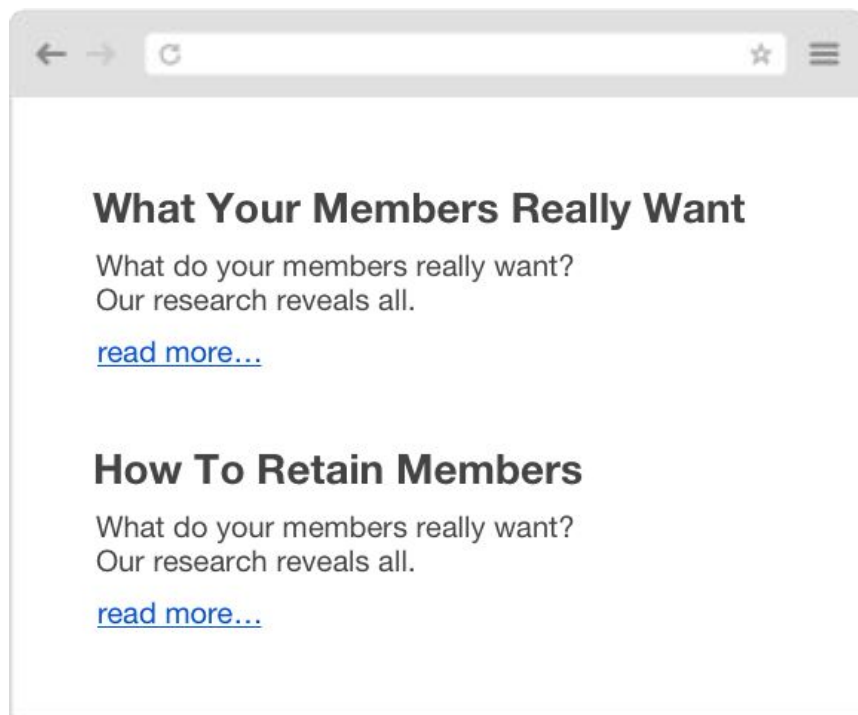
The Sound of the Accessible Title Tag Separator

Stretch out with your feelings. You see, you can do it. I call it luck. In my experience, there's no such thing as luck. Look, going good against remotes is one thing. Going good against the living? That's something else. Looks like we're coming up on Alderaan. You know, I did feel something. I could almost see the remote. That's good. You have taken your first step into a larger world.

Screen reader users scan headings too, but only if they are coded as headings



**Avoid “read more” links.
Hyperlink article titles instead.**



Original Design

Project	Money Spent
Project 1	\$5200
Project 2	\$4000
Project 3	\$6100



over budget



under budget

Color-Blind View

Project	Money Spent
Project 1	\$5200
Project 2	\$4000
Project 3	\$6100



over budget



under budget

pass

Can you read this text?

pass

How about this?

fail

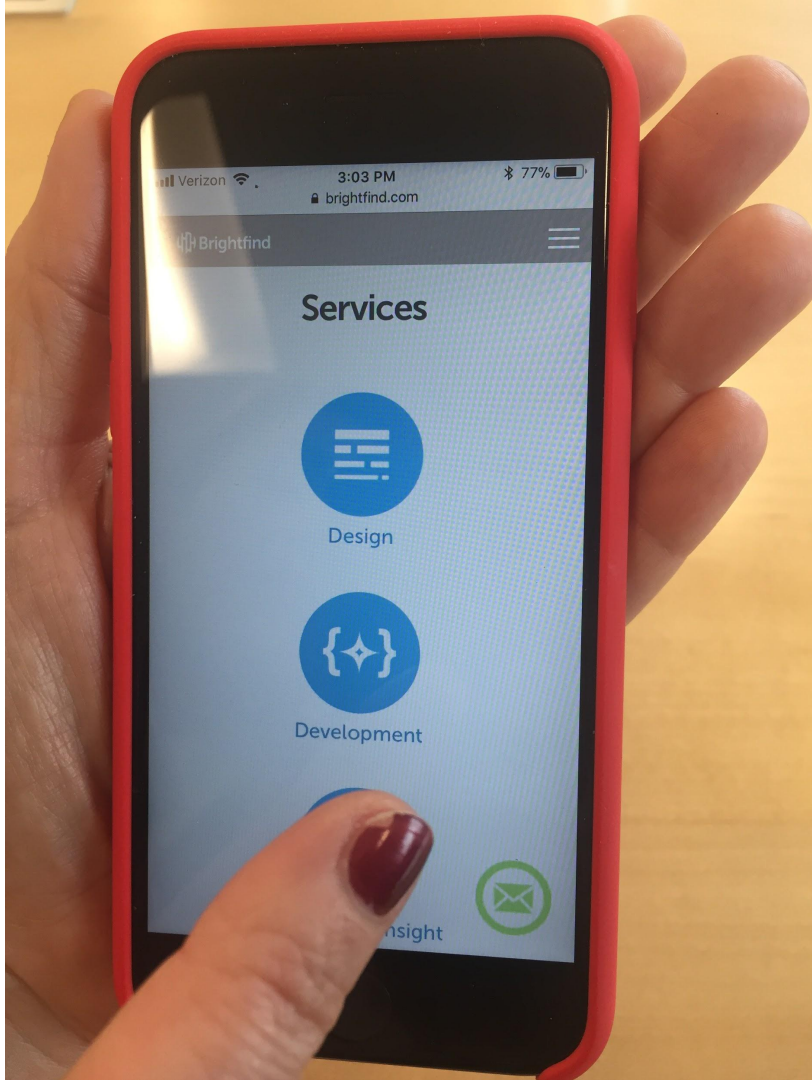
Is this getting too light?

fail

How about now?

fail

Or now?



Touch points on
tappable items on
a website should
be the size of a
fingertip.

Navigating Without A Mouse

- People who navigate a website without a mouse include:
 - People who struggle with fine motor control due to:
 - a stroke
 - arthritis
 - muscle control impairment
 - cognitive challenges
 - Someone with a broken or missing arm
 - People who are paralyzed and operate a computer with a mouthpiece

Show The User Where They've Tabbed

We invite submissions under the following article types:

Original Research Articles

Reviews and Mini-reviews

White Papers, Commentaries, and Editorials

Meeting Reports

Brief/Technical Reports and Rapid Communications

Regulatory Notes

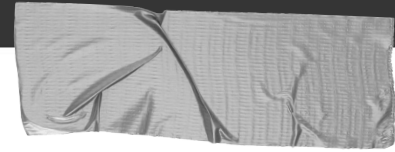
Tutorials

Protocols in the Pharmaceutical Sciences

Learn more about the [editors and editorial advisory board.](#)



It's more cost effective to build a ramp into the design, rather than to rip out the stairs and add the ramp later.



Remember how
frustrating it can be
to not be able to use
your computer.

This is why our
websites must
be accessible.

■ **Thank You**

