

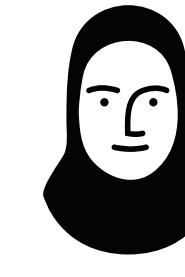
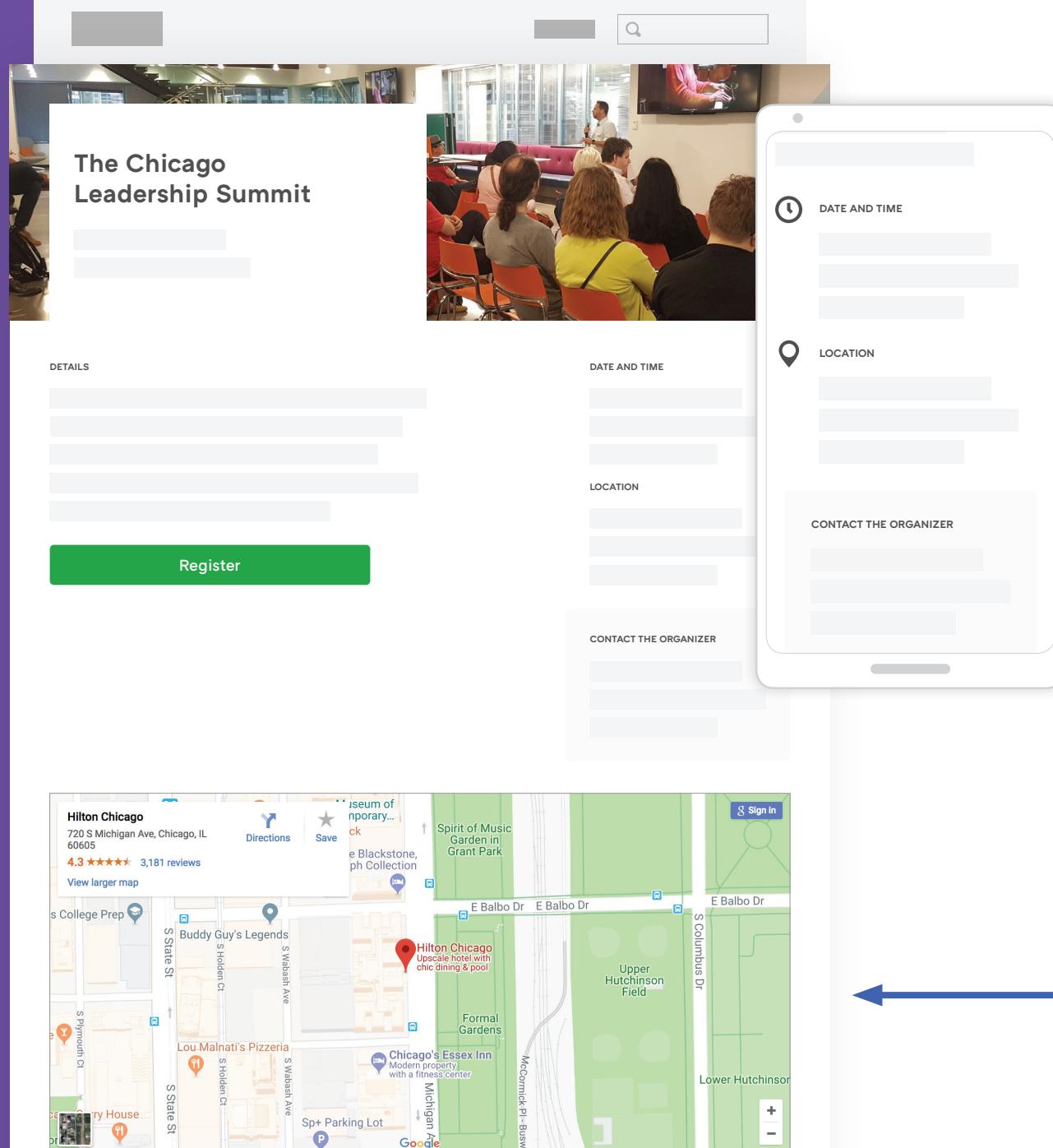
An Accessible Experience

Personas

Each persona represents a specific disability (whether situational, temporary or in this case, permanent) and various digital tools they use.

Scenario: Each of them wants to register for an event on the website.

Event (Landing Page)



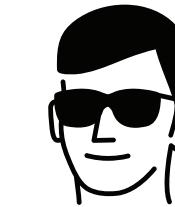
Alima

- A professor recently diagnosed with glaucoma
- Learning to use screen magnifiers and contrast adjustment



Jana

- A college student who is deaf with dyslexia
- Fluent in American Sign Language (ASL)
- Prefers text-based messages or video relay to communicate with services, family and friends, etc.



Jung-Ho

- A physicist who is blind
- Adept at screen-readers, e.g. JAWS and VoiceOver

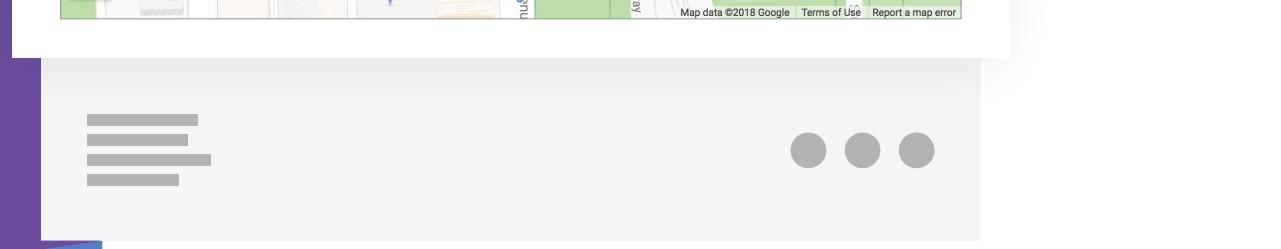
I like icons that convey meaningful information; however, sometimes, there are icons that aren't easily discernible or scale when I use screen magnifiers.

WCAG 2.1 - 1.4

An Accessible Experience: Try to use bold icon designs, rather than outlines, and make sure that the color contrast is adequate. To ensure that icons can scale with screen magnifiers, use SVG images rather than icon fonts or static images.

Some contact forms simply give users only a phone number to call to give feedback or to report problems, which can present difficulties for me who doesn't use voice call or people who may hear, but unable to speak. Or generally, even people who are in a loud environment.

An Accessible Experience: Provide multiple methods of contact, including a form of text communication, such as a feedback form, messaging platform, or an email address.



Maps are a visual mean of communication; even when using a screenreader, I would really benefit from an alternative presentation of the information represented on a map.

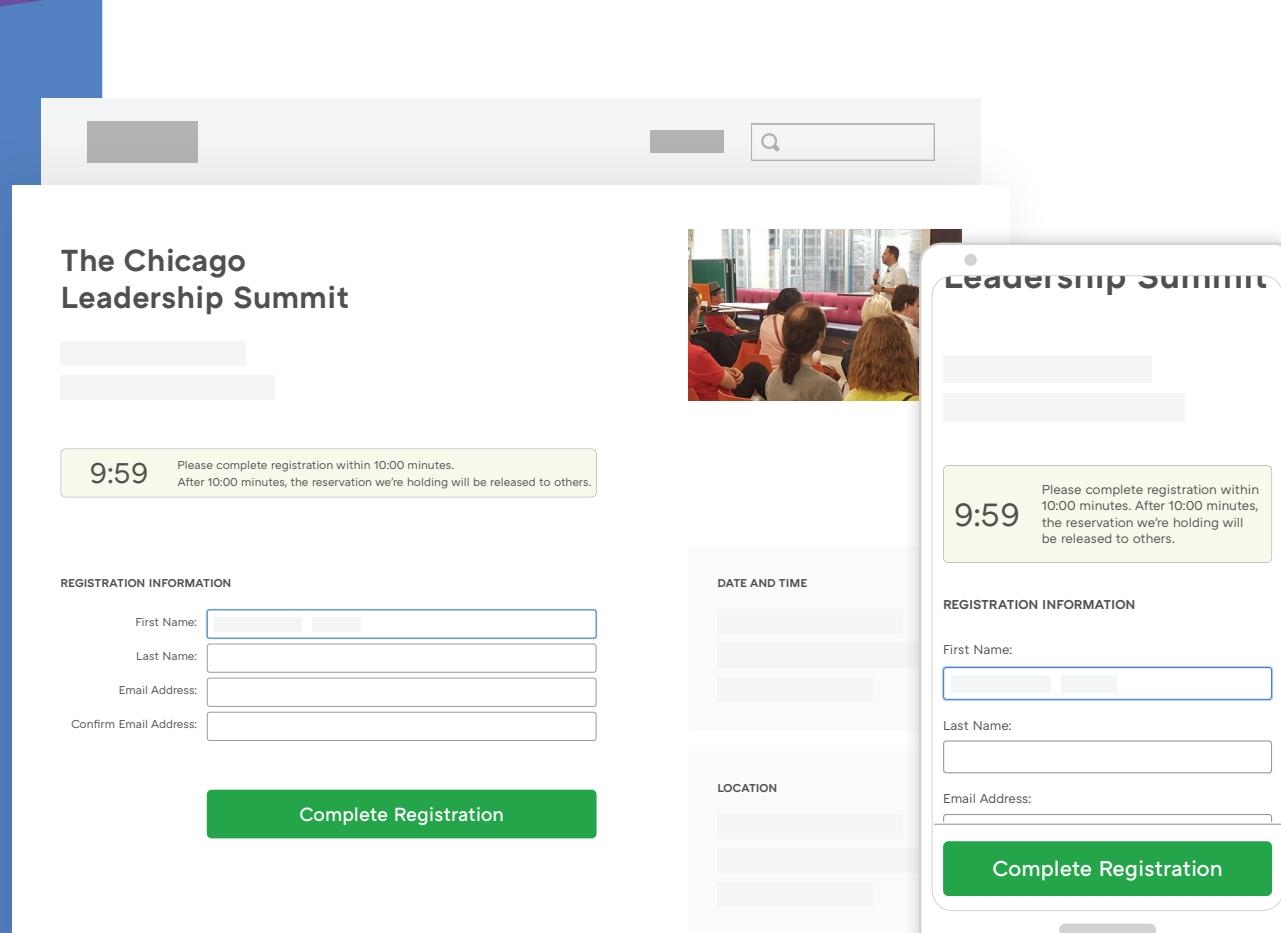
WCAG 2.1 - 1.1, 1.3, 2.1, 2.2, 3 (Understandable) and 4 (Robust)

An Accessible Experience: This is where the textual presentation or alternative come in. A textual representation can benefit more than just individuals who are blind or who have low vision (users who cognitive disabilities, for example).

- The quality of the textual representation is the key. If the map's sole purpose is to show where something is, then the textual representation must describe that. Example: "On Michigan Avenue, halfway between Jackson and Van Buren Streets."
- If the map is to show multiple locations or paths between points, then a more robust textual presentation may be needed (for example, when searching in a city: as the map updates, a textual list of destinations appears that can be navigated).

Like some people with motor disabilities, I may take longer to scroll to different parts of the screen or use the keyboard to get to a particular target. This may hinder my ability to get to important calls to action, like the registration button.

WCAG 2.1 - 2.4



When filling forms, especially complicated information, I may have difficulty completing tasks within a given amount of time, especially with a countdown timer.

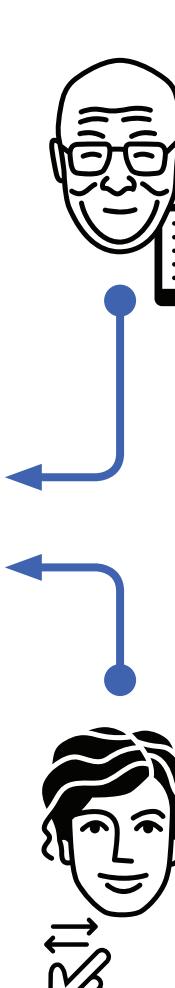
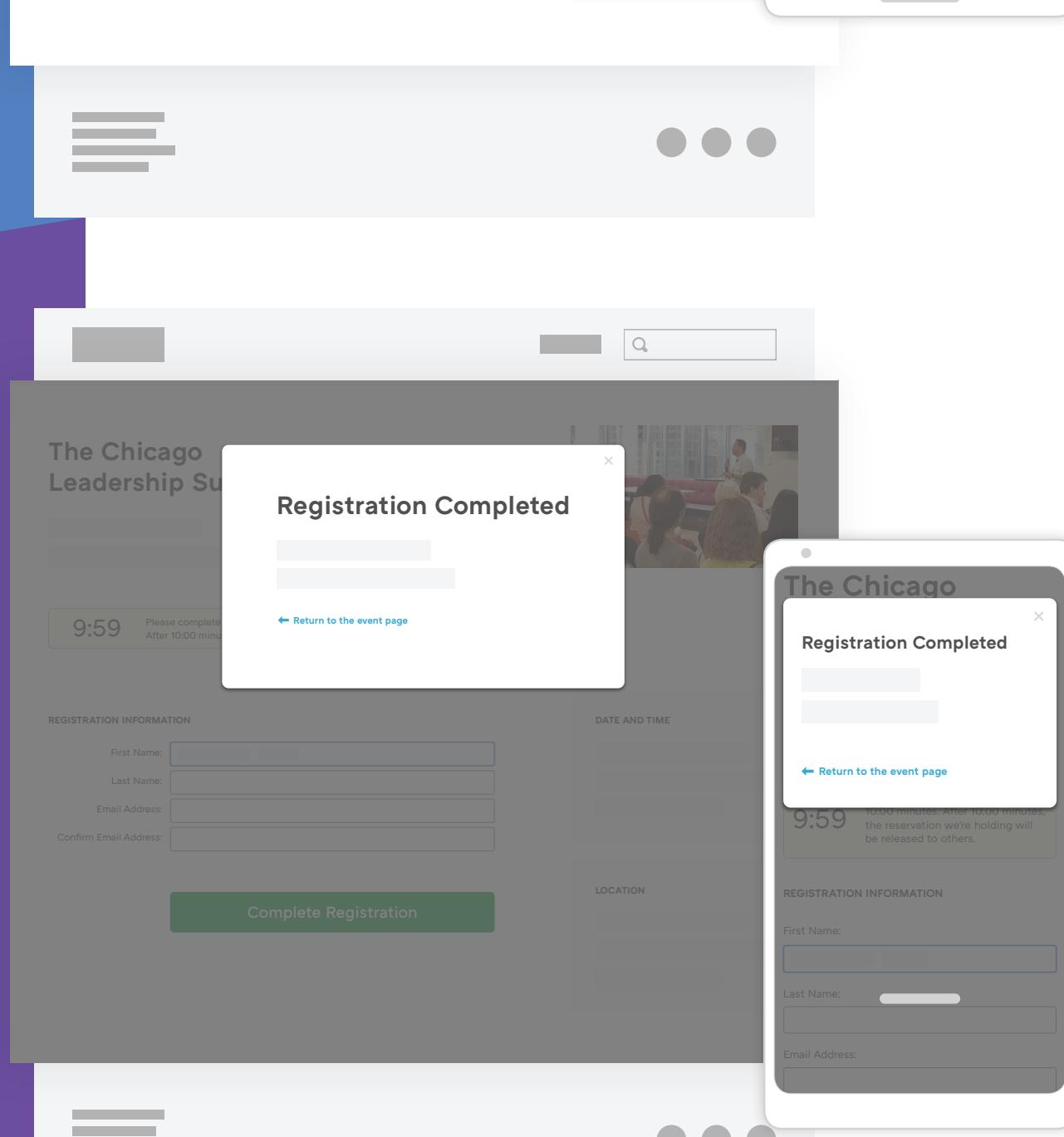
WCAG 2.1 - 2.2

An Accessible Experience: Whenever possible, time limits should not be implemented or given an ability to be turned off. If it cannot, then:

- Give an adequate time to interact
- Allow an ability to adjust the time limit
- Alert when time approaches, and allow extension option



An Accessible Experience: Important functions should be accessible early in the page, both in terms of screen space and in the tab order. In this case, the Registration button should be above the fold on the screen (ideally, sticky) and early in the tab order.



Sometimes, I come across modals that I have difficulty closing.

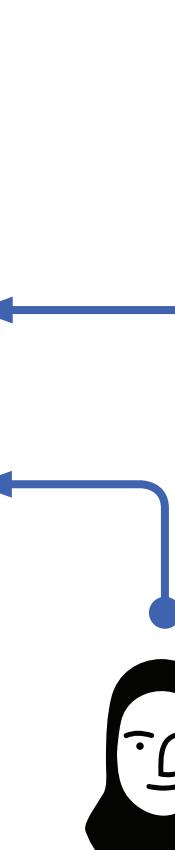
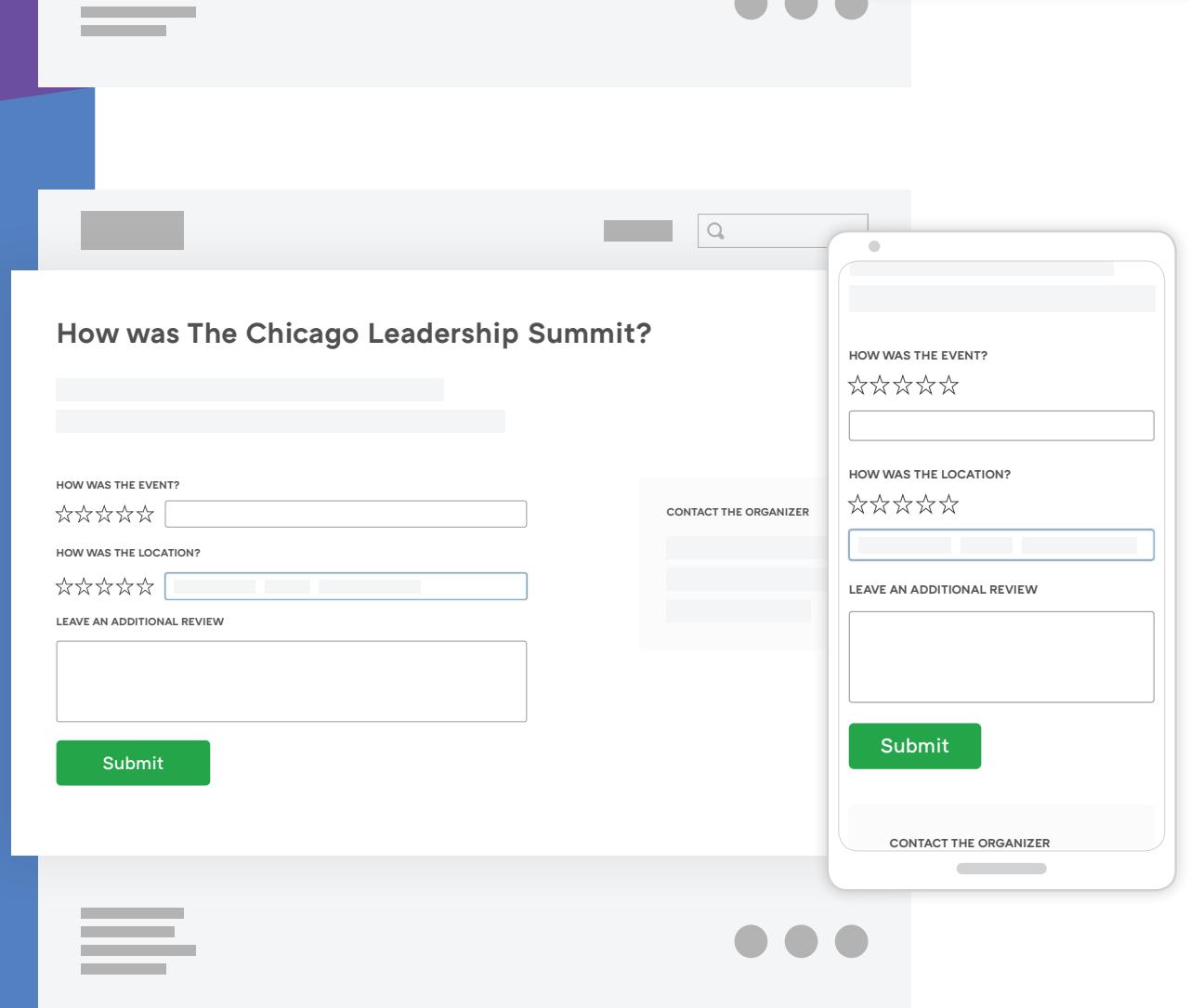
WCAG 2.1 - 2 (Operable)

An Accessible Experience: Make sure that it is clear how to close a modal:

- Ensure that buttons to close or cancel modals are large enough and located in a central location (or very visible) location so as to be easily selected
- Also make sure that these buttons appear early in the tab order.

Confirmation screens generally do not have critical information, so in this case, consider making the modal as easy to close as possible by having multiple familiar paths to closing it:

- Top-corner close button
- Cancel or close button at the bottom of the dialog
- The ability to press the ESC key to close a modal

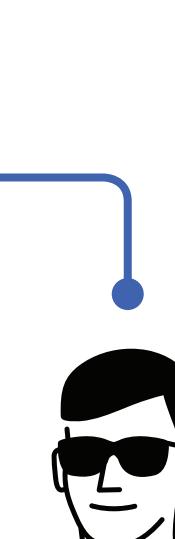


I want to be able to read the registration confirmation page so that I can check for important post-sign up information. However, blocks of text can be difficult for me to get through, especially when they are formatted in a certain way.

WCAG 2.1 - 1.4

An Accessible Experience: To aid users with dyslexia and other reading challenges:

- Avoid large blocks of unbroken paragraphs; use short paragraphs when possible. Bullet points are easiest.
- Use left-justified text (with a ragged edge, such as the text used on this poster) to avoid visual distortion.
- Try to avoid using true black text on a true white background, as this can create a blurred effect. Don't go too far the other direction, though - it's important to have adequate color contrast. Using a very dark grey text on white or almost-white background is an easy way to avoid this.



Also, my screen reader ignore these star ratings icons. The screen reader didn't identify them, or even what star level.

When this is the case, I can miss out on important functionality, like semantic icons – toggles, sign-in/-out, directional, etc.

WCAG 2.1 - 1.3.5, 2.1 and 4.1

An Accessible Experience: Ensure that the rating systems, especially with icons, are usable via keyboard and/or screenreader.

Also, consider having an optional alternate rating input method, such as entering in a number.

To ensure that icons can be identified by screen readers, use SVG images rather than icon fonts. While you can ALT tag a static image, i.e. JPEG, GIF, PNG, etc., it's not ideal for those who use screen magnifiers.