

# An Accessible Experience

Poor accessible experience causes confusion, frustration, inaccuracy, and even lawsuits.

If you want to create great customer service / brand experience, use the **Web Content Accessibility Guidelines (WCAG) 2.1** as a guide to better understand and anticipate how users with diverse abilities will use the products/services.

Based a website scenario, this poster highlights the frequent challenges that People with Disabilities (PwD), e.g. motor, physical, cognitive, etc. will face and how an accessible experience can resolve them.

## Personas

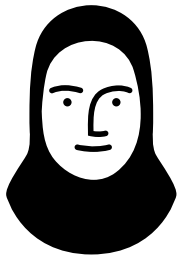
Each persona represents a specific disability (whether situational, temporary or in this case, permanent) and various digital tools they use.

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



### Demorris

- A web developer with cerebral palsy - hemiplegia (one arm and one leg on the same side of body are affected)
- Because of difficulty of speech, uses a computer and an iPad to communicate



### Alima

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



### Jana

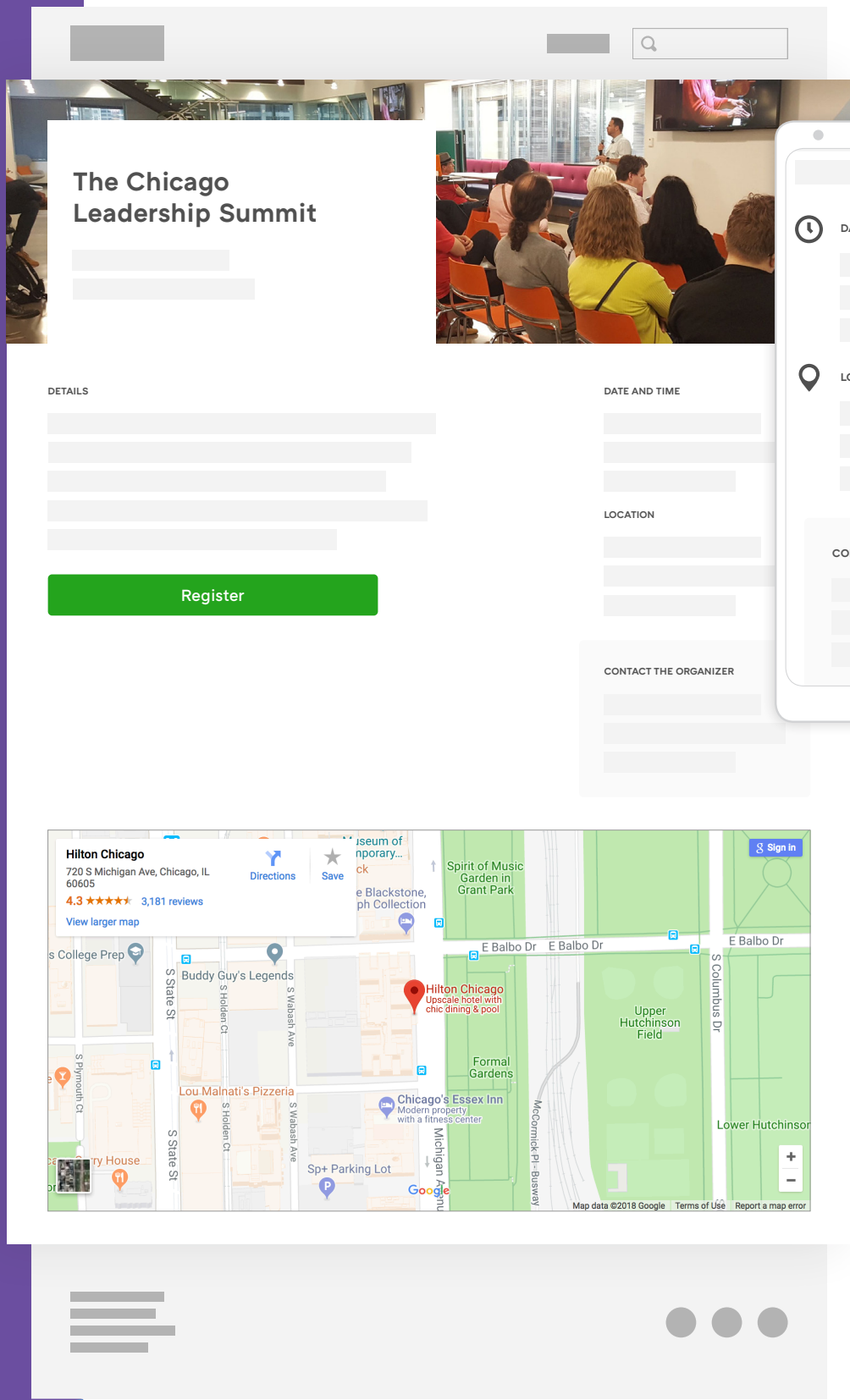
- A college student who is deaf with dyslexia
- Fluent in American Sign Language (ASL)
- Prefers text-based messages or video relay to communicate with services, family and friends, etc.



### Jung-Ho

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

## Event (Landing Page)



I like **icons** that convey meaningful information; however, sometimes, there are icons that aren't easily discernable 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.



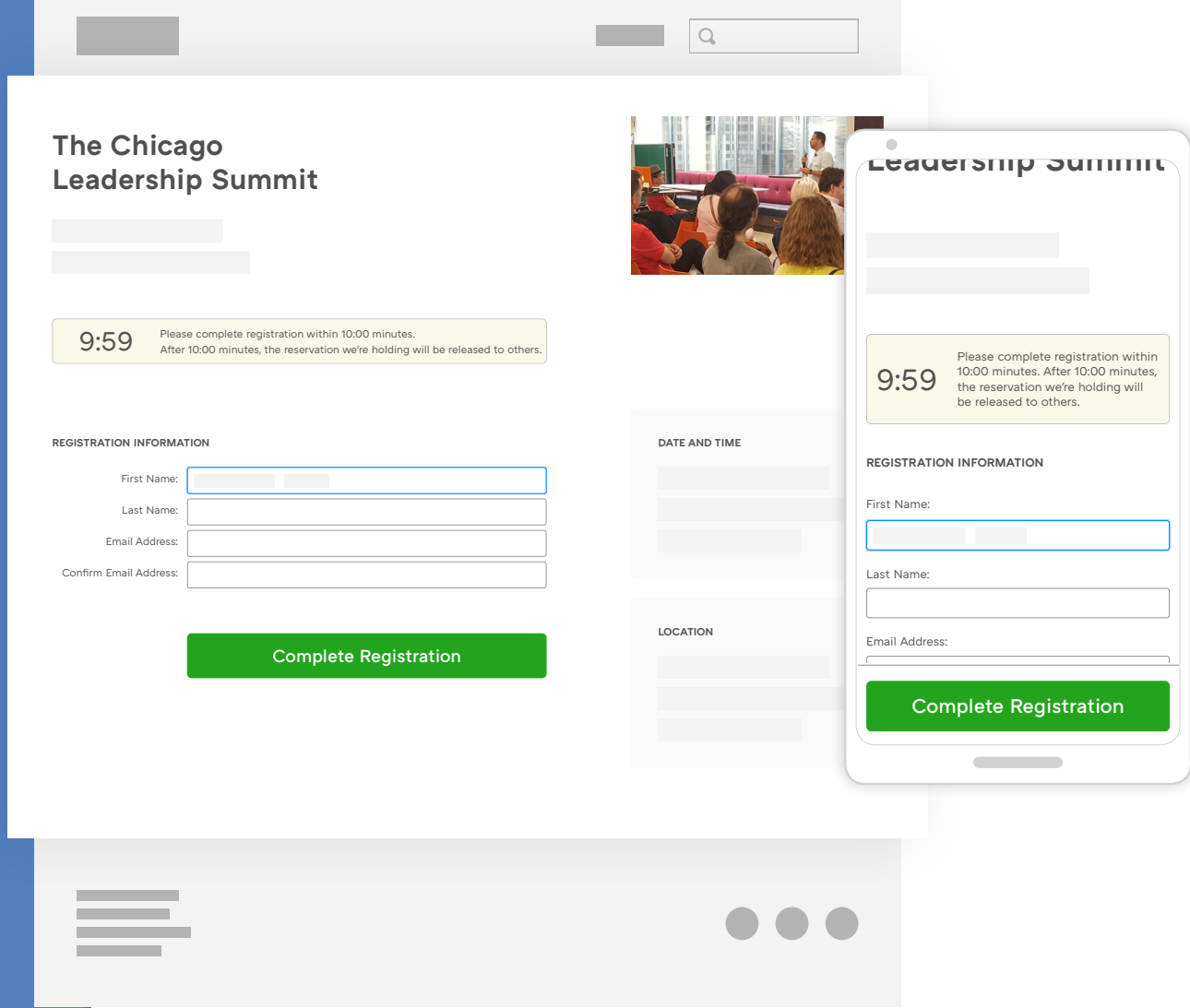
**Maps** are a visual mean of communication; even when using a screenreader, I would really benefit from an alternative presentation of the information represented on a map.

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).

## Event Registration



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

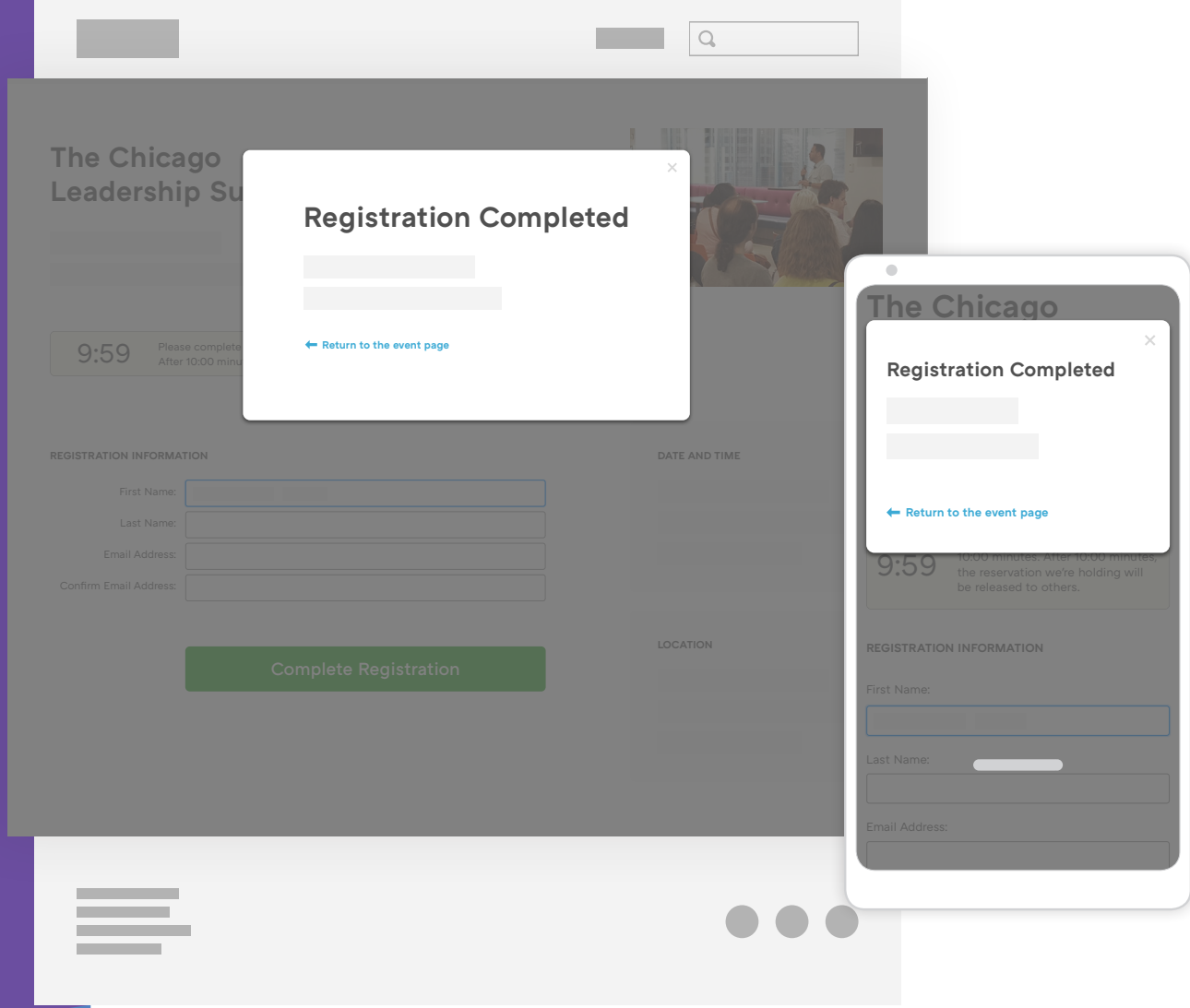


Like some people with motor disabilities, I may take longer to **scroll** to different parts of the screen or use the keyboard to get to a particular target. This may hinder my ability to get to important calls to action, like the registration button.

WCAG 2.1 - 2.4

**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.

## Event Registration Confirmed



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



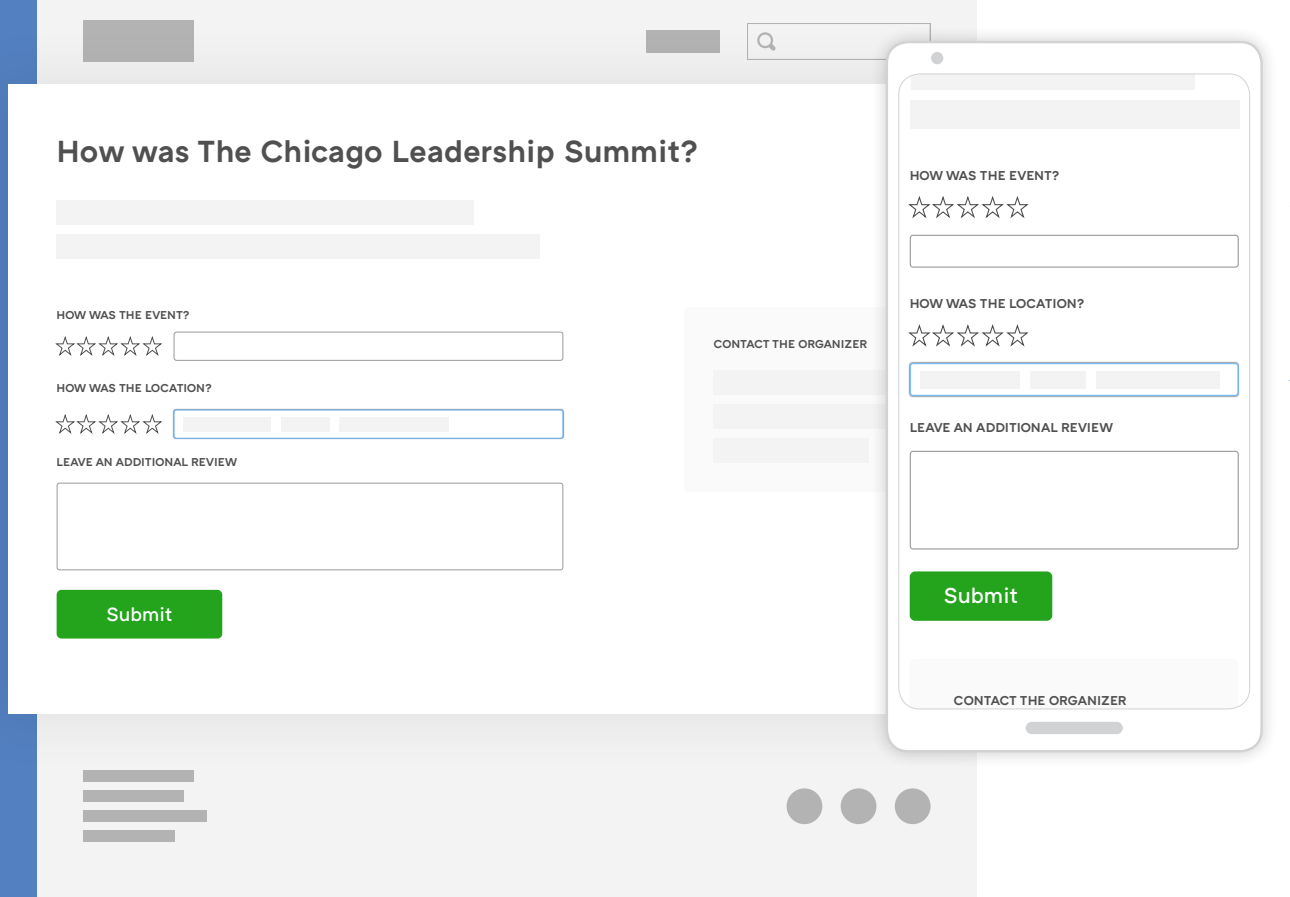
I want to be able to read the registration confirmation page so that I can check for important post-sign up information. However, blocks of text can be difficult for me to get through, especially when they are formatted in a certain way.

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.

## Event 'Leave a Review'



I'm not able to easily select the right star rating because the **icons** are too close to each other.

WCAG 2.1 - 2.5.3

**An Accessible Experience:** Like other icons, make sure stars in star ratings have large enough click/tap targets and are spaced out enough that the people can easily select them.



Depending on the page styling, it can be difficult to tell which element currently has focus.

WCAG 2.1 - 2.4.7 and 3.2.1

**An Accessible Experience:** Make sure that there is a visual indicator of what element has focus (and make sure that indicator does not rely entirely on color). The default focus style is a blue border around the element. Consider either leaving that default style alone or replacing it with something that is at least as easily discernable, even for users with colorblindness or difficulty seeing differences in low-contrast content.



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

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.