



WEEK 2

Introduction to Web Accessibility and Usability

Objectives Overview

Discuss the web
accessibility

Describe how
people with
disabilities using the
web

Explain the
accessibility
guidelines and policy

Discuss the web
usability

Explain the
importance of
usability

Describe the
relationship between
web accessibility and
usability

What is Web Accessibility

- Web accessibility means that people with disabilities can use the Web
- Disabilities including
 - Visual
 - Auditory
 - Physical
 - Speech
 - Cognitive
 - Neurological
 - Aging-related conditions



Mobile Accessibility

- websites and applications more accessible to people with disabilities when they are using mobile phones and other devices.



Reference: <http://usabilitygeek.com/the-difference-between-web-site-usability-and-accessibility/>



Experiences of Students with Disabilities

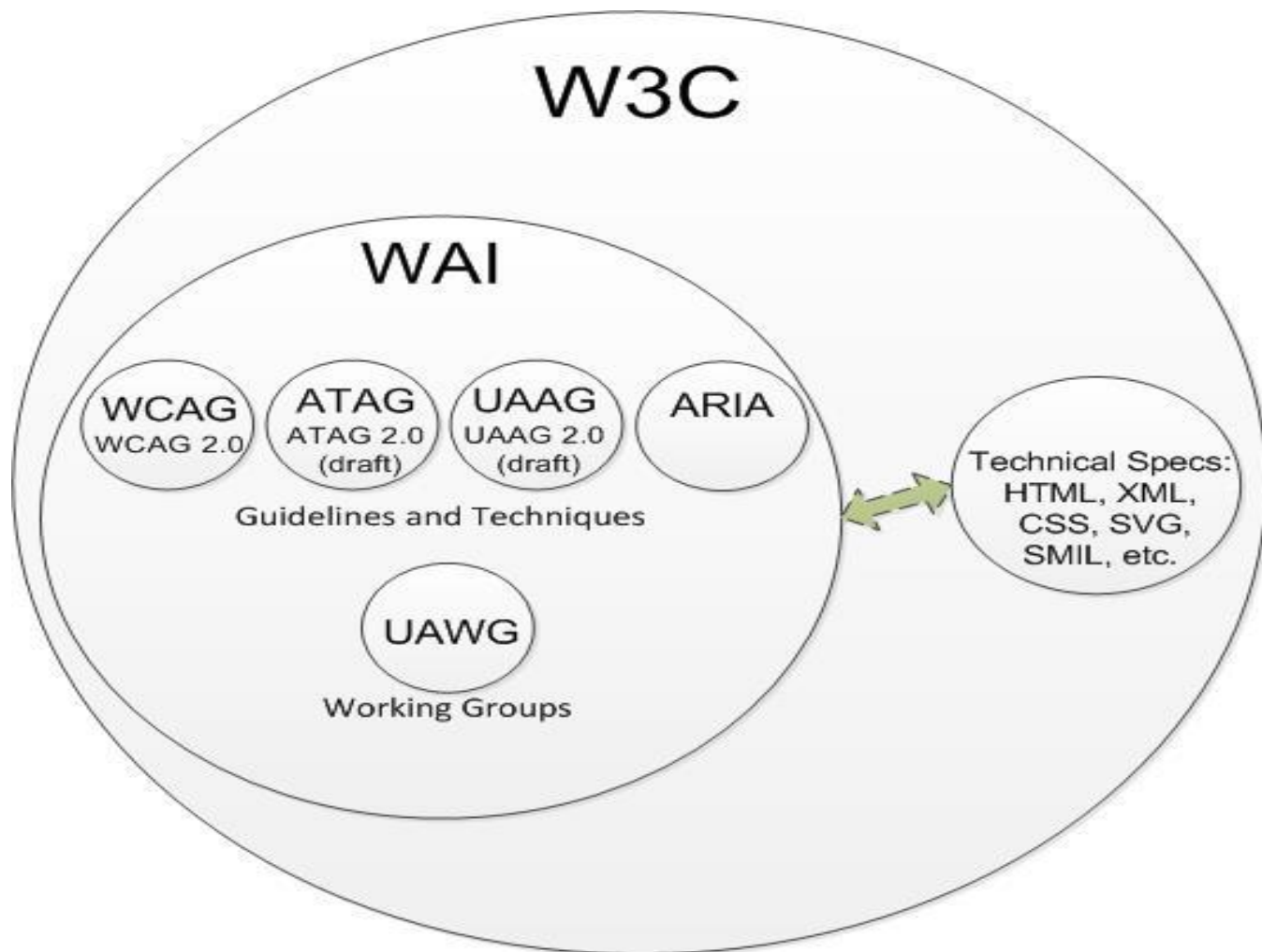
The students in the following videos ([1](#), [2](#)) share some of their experiences with the web and accessibility.

How People with Disabilities Using the Web

- Alternative keyboards or switches
- Braille and refreshable braille
- Scanning software
- Screen magnifiers
- Screen readers video
- Speech recognition



Guidelines



10 Quick Tips

1. **Images & animations:** Use the **alt** attribute to describe the function of each visual.
2. **Multimedia.** Provide captioning and transcripts of audio, and descriptions of video.
4. **Hypertext links.** Use text that makes sense when read out of context. For example, avoid "click here."
5. **Page organization.** Use headings, lists, and consistent structure. Use **CSS** for layout and style where possible.

Define Web Usability

Make sure a website works well and a person of an average (or lower) ability and experience can use it.





USABILITY DIMENSIONS

- Learnability: accomplish basic tasks for first time
- Efficiency: duration of time to perform tasks
- Memorability: re establish proficiency
- Errors: mistakes and recovery from error
- Satisfaction: pleasant to use design

....Why is it important

- The first law of e-commerce is that if users cannot *find* the product, they cannot *buy* it either.

Why should we care for usability, for example....say in an University?

- Because unlike commercial websites, you cannot switch university websites if you cannot find specific information.



Benefits of usability

- Increased productivity (for the user)
- Decreased training and support costs
- Reduced maintenance costs
- Increased customer satisfaction

Guiding Principles: First Law of Usability

“Don’t make me think!”

- A webpage, should be Self Explanatory.

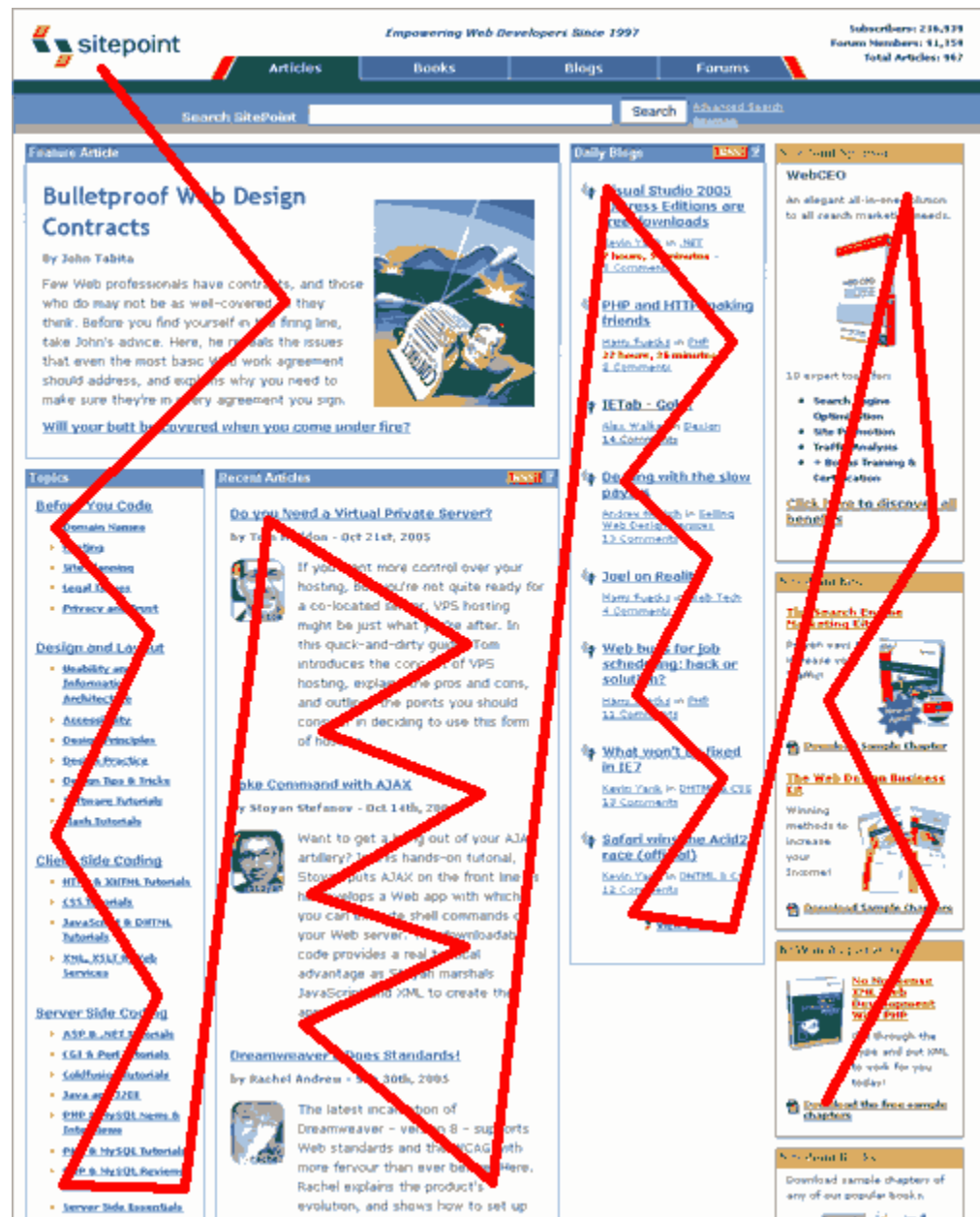




How do we read pages?

- We don't read them, we scan them.

How
designers
think
readers
read web
pages



How users really use the web

- We look for anything that is interesting, or vaguely resembles what we are looking for

The screenshot shows the SitePoint website interface. A red zigzag line starts at the top left, moves to the 'Articles' tab, then to the 'Search SitePoint' box, then to the 'Bulletproof Web Design Contracts' article, then to the 'Daily Blogs' section, then to the 'Visual Studio 2003 Express Editions are free downloads' article, then to the 'WebCEO' sidebar, then to the 'Download sample chapters' link, then to the 'The Web Design Business 2.0' book, then to the 'Download the free sample chapters' link, and finally to the 'SitePoint Links' section.

sitepoint Empowering Web Developers Since 1997

Subscribers: 218,379
Forum Members: 91,154
Total Articles: 967

Articles Books Blogs Forums

Search SitePoint Search Advanced Search

Feature Article

Bulletproof Web Design Contracts

By John Tabita

Few Web professionals have contracts, and those who do may not be as well-covered as they should be. Before you find yourself in a losing line, take John's advice. Here, he reveals the issues that even the most basic Web work agreement should address, and explains why you need to make sure they're in every agreement you sign.

[Will your butt be covered when you come under fire?](#)

Topics

- Before You Code
 - Domain Names
 - Hosting
 - Site Planning
 - Legal Issues
 - Privacy and Trust
- Design and Layout
 - Usability and Information Architecture
 - Accessibility
 - Design Principles
 - Design Practice
 - Design Tools & Tricks
 - Software Tutorials
 - Flash Tutorials
- Client Side Coding
 - HTML & XHTML Tutorials
 - CSS Tutorials
 - JavaScript & DHTML Tutorials
 - XML, XSLT, & Web Services
- Server Side Coding
 - ASP & .NET Tutorials
 - CGI & Perl Tutorials
 - ColdFusion Tutorials
 - Java and J2EE
 - PHP & MySQL News & Interviews
 - PHP & MySQL Tutorials
 - PHP & MySQL Reviews and News
 - Server Side Essentials

Recent Articles

Do you Need a Virtual Private Server?

By Tom Haddon - Oct 21st, 2005

If you want more control over your hosting, but you're not quite ready for a co-located server, VPS hosting might be just what you're after. In this quick-and-dirty guide, Tom introduces the concept of VPS hosting, explains the pros and cons, and outlines the points you should consider in deciding to use this form of hosting.

Take Command with AJAX

By Stoyan Stefanov - Oct 14th, 2005

Want to get a bang out of your AJAX artillery? In this hands-on tutorial, Stoyan puts AJAX on the front line as he develops a Web app with which you can execute shell commands on your Web server. The downloadable code provides a real tactical advantage as Stoyan marshals JavaScript and XML to create the app.

Dreamweaver 8 Does Standards!

By Rachel Andrew - Sep 30th, 2005

The latest incarnation of Dreamweaver - version 8 - supports Web standards and the WCAG with more fervour than ever before. Here, Rachel explains the product's evolution, and shows how to set up

Daily Blogs

Visual Studio 2003 Express Editions are free downloads

Kevin York in .NET 7 hours, 33 minutes - 3 Comments

PHP and HTTP making friends

Mark Fuchs in C# 22 hours, 33 minutes - 3 Comments

Tab - Gold!

Mike Walker in Easier 14 Comments

Dealing with the slow player

Andrew Steiner in Selling Web Design Services 12 Comments

Joel on Reality

Mark Fuchs in Web Tech 4 Comments

Web bugs for job scheduling: heck or solution?

Mark Fuchs in C# 12 Comments

What you'll be fixed in IE2

Kevin York in DHTML & CSS 12 Comments

Safari wins the Acid2 race (official)

Kevin York in DHTML & CSS 12 Comments

[View all Blogs](#)

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SitePoint Etc.

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Proven ways to increase traffic

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The Web Design Business 2.0

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SitePoint Links

Download sample chapters of any of our popular books.

Test for good navigation

- Site ID (site logo and tagline)
- Page name
- Sections and sub-sections (global navigation)
- Local navigation
- “You are here” indicators (breadcrumbs)
- Search

Usability Testing

- assessment tool to perform evaluation of software interface
- Participants perform typical tasks with a software system or website while “thinking aloud”
- Can users perform tasks easily?
- Where can the website design be improved?
- What areas of the website work well?



What is the Relationship and Difference between Usability and Accessibility?

- An accessible web site would benefit all users, not just those who are disabled
- Accessibility is a subset of usability
- A web site is not usable unless it is accessible