1. Visit the web site: <https://webstyleguide.com/wsg3/>. Read Chapter 2 on Universal Usability
2. What is usability a measure of? Why is that measure important?

Usability is a measure of effectiveness. That’s important because Usability describes how effective tools and information sources are in helping us accomplish tasks. The more usable the tool, the better we can achieve our goals.

1. What is a critical element of universal usability?

Web accessibility is a critical element of universal usability.

1. What is the most common method of achieving usability?

The most common method for achieving usability is user-centered design (UCD).

1. What are the four “universal design” principles?

Equitable Use, Flexibility in Use, Simple and Intuitive Use, Perceptible Information.

1. How does Shneiderman define usability?

Ben Shneiderman defines universal usability as “having more than 90% of all households as successful users of information and communications services at least once a week.”

1. What is the first step toward the goal of “universal usability”?

The first step toward the goal of universal usability is to discard the notion that we are designing for a “typical” user. Universal usability accounts for users of all ages, experience levels, and physical or sensory limitations.

1. What guidelines support adaptation of usability?

Flexibility, User control, Keyboard functionality, and Text equivalents.

1. Why is it important to identify your target audience?

It’s important to identify your target audience because you might be designing for a certain age group, such as grade-school children, teens, or retirees. Or you may be designing for specific technology, such as mobile devices. It’s bad business to exclude anyone from access to your information and services, and there is no way to place a value on those users who you have excluded. Your next major donor might be one of the 2 percent you turned away at the door because you didn’t implement the necessary requirements to attract and keep those people on the website in the first place.

1. List the steps in the design cycle.

Requirements, design, Development, and Testing.

1. Visit the web site: <https://www.w3.org/WAI/fundamentals/accessibility-intro/#context>. Answer the following questions:
   1. What does web accessibility mean according to the w3c? What does it encompass?

Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them. People can perceive, understand, navigate, and interact with the Web. People can also contribute to the Web. Web accessibility encompasses all disabilities that affect access to the Web, including auditory, cognitive, neurological, physical, speech, and visual.

1. Visit the web site: <https://www.w3.org/WAI/fundamentals/accessibility-principles/#standards>. Answer the following questions:
   1. What are the components of web accessibility?

**The Components of Web Accessibility Include:**

* **content** - the information in a web page or web application, including:
  + natural information such as text, images, and sounds
  + code or markup that defines structure, presentation, etc.
* **web browsers, media players**, and other **“user agents”**
* **assistive technology**, in some cases - screen readers, alternative keyboards, switches, scanning software, etc.
* **users**’ knowledge, experiences, and in some cases, adaptive strategies using the web
* **developers** - designers, coders, authors, etc., including developers with disabilities and users who contribute content
* **authoring tools** - software that creates websites
* **evaluation tools** - web accessibility evaluation tools, HTML validators, CSS validators, etc.
  1. List 3 suggestions the w3c states to make content more accessible.

1. Do not include content that flashes at specific rates and patterns (Content does not cause seizures and physical reactions)
2. Reauthenticate when a session expires without losing data (so users have enough time to read and use the content)
3. Users can pause, stop, or adjust the volume of audio that is played on a website (so that content is easier to see and hear)