Improving a Digital Experience

EXSM 3929: Module 7

Learning Outcomes

What is the purpose of this module?

- Create your own **accessibility report** template
- Use an accessibility report template to **evaluate a design**
- Evaluate and prioritize **accessibility concerns**
- Recommend and prototype **accessibility improvements**

Assignment Prompt

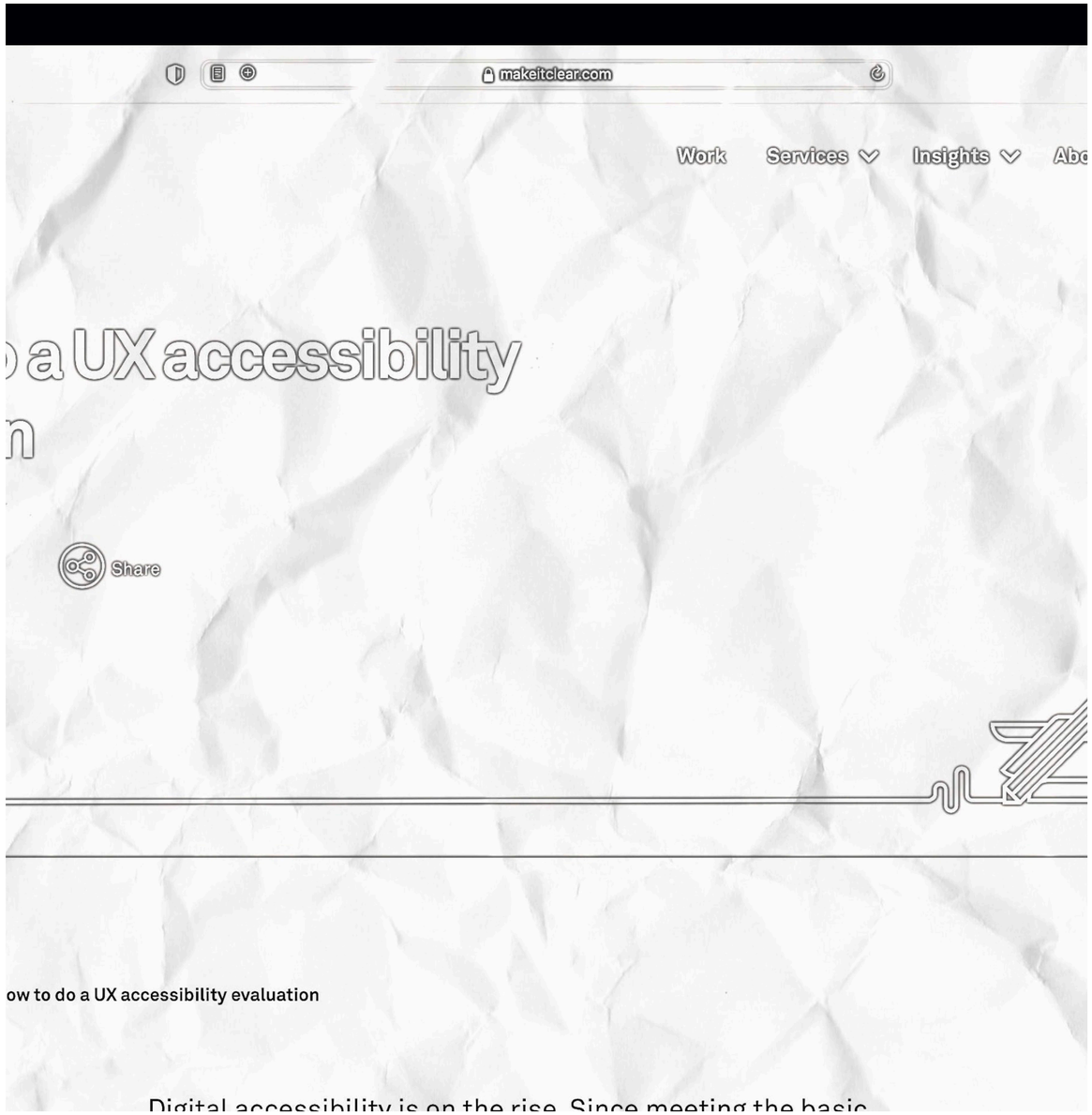
Assignment 4: Digital Accessibility Report

- Research accessibility report templates
- What do you think is important to include?
- How would you prioritize accessibility improvements?
- Assignment is available for download on eClass

Module Resources

How to do a UX accessibility evaluation

Remiz, T. (2021). makieitclear.com



Screenshot of web resource in a black and white sketch style

“…we rarely consider disabilities as potential friction points for the users’ interaction with the interface, so we fail to design the solutions”

- Remix, T., (2021)

Summary

- Define the framework
- Generally target WCAG 2.1 with AA compliance
- Choose the right approach
- Use a blend of Automated, Manual, Usability testing, with specific Assistive Technology testing as needed

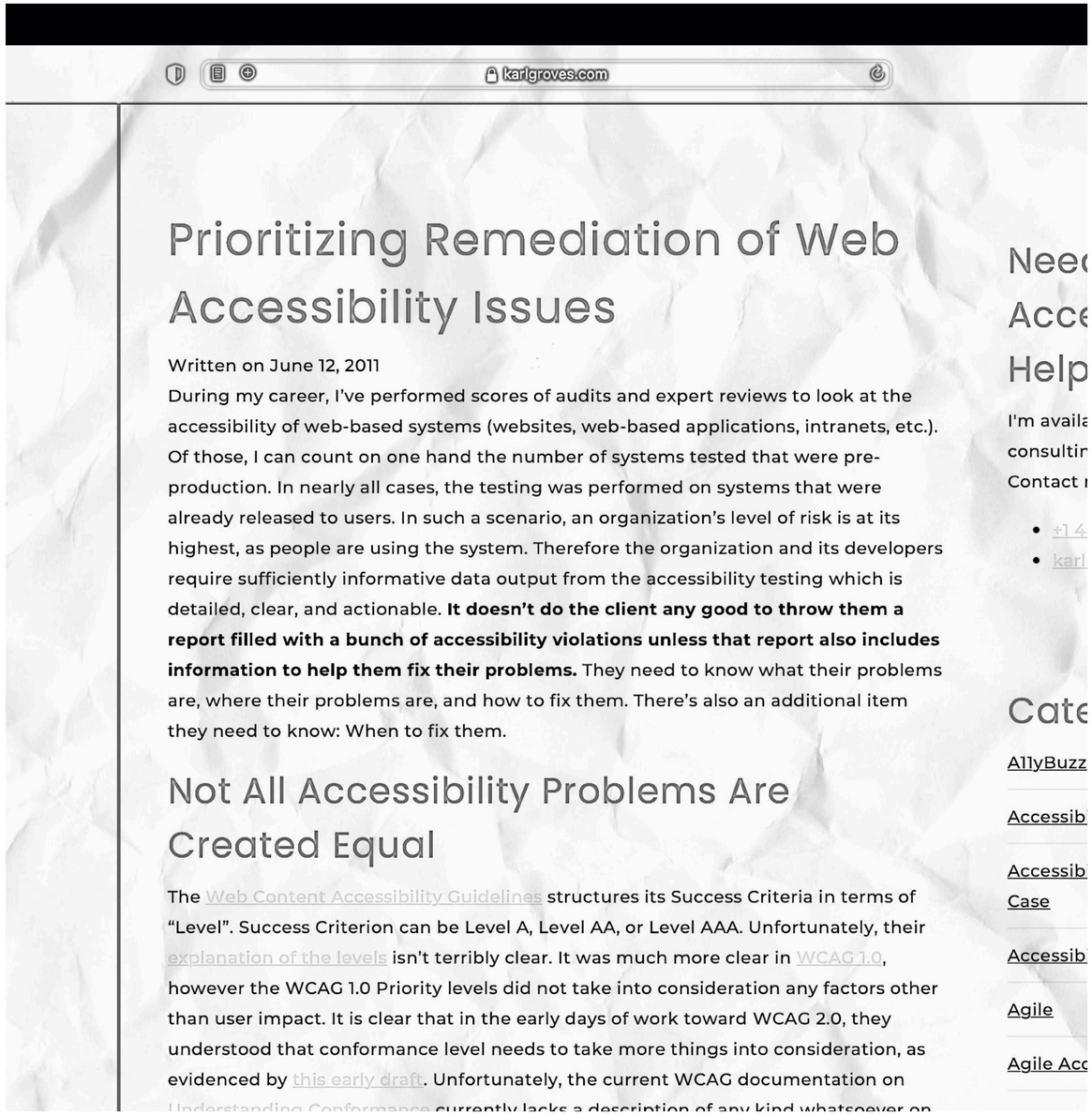
Your Thoughts

Consider the following questions for our group discussion

- Which of the four principles (perceivable, operable, understandable, robust) should the designer focus most effort on?
- Are any principles outside of a designer’s responsibility?
- Should manual accessibility testing always be completed?

Prioritizing Remediation of Web Accessibility Issues

Groves, K. (2011). karlgroves.com



Screenshot of web resource in a black and white sketch style

“It doesn’t do the client any good to throw them a report filled with a bunch of accessibility violations unless that report also includes information to help them fix their problems.”

- Groves, K., (2011)

Summary

- Not all accessibility issues are equal
- Several factors influence priority
- Use an impact scale 1-3
- Prioritize issues base on: ease of repair, impact on the interface, volume of repeat issues, high traffic areas, and issues with secondary benefits

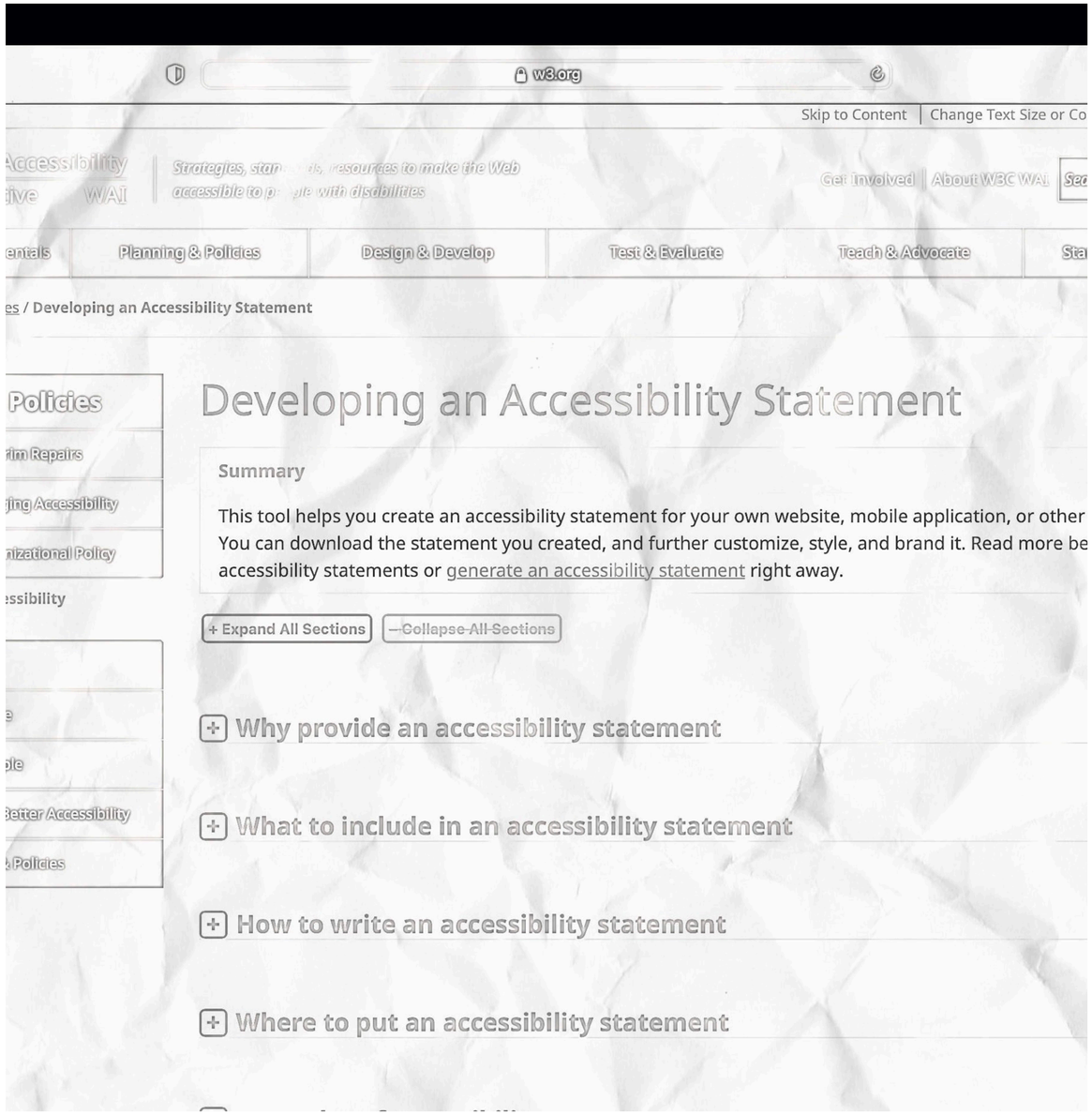
Your Thoughts

Consider the following questions for our group discussion

- What do you consider to be the highest priority when evaluating a design?
- Should you consult with a developer about prioritizing accessibility issues?
- How would you recommend accessibility improvements if it requires a major overhaul of the user interface?

Template for Accessibility Evaluation Reports

W3. (2021). w3.org



Screenshot of web resource in a black and white sketch style

Summary

- Executive summary
- Background about evaluation
- Scope of review
- Reviewers
- Review process
- Results and recommended actions
- References and appendices

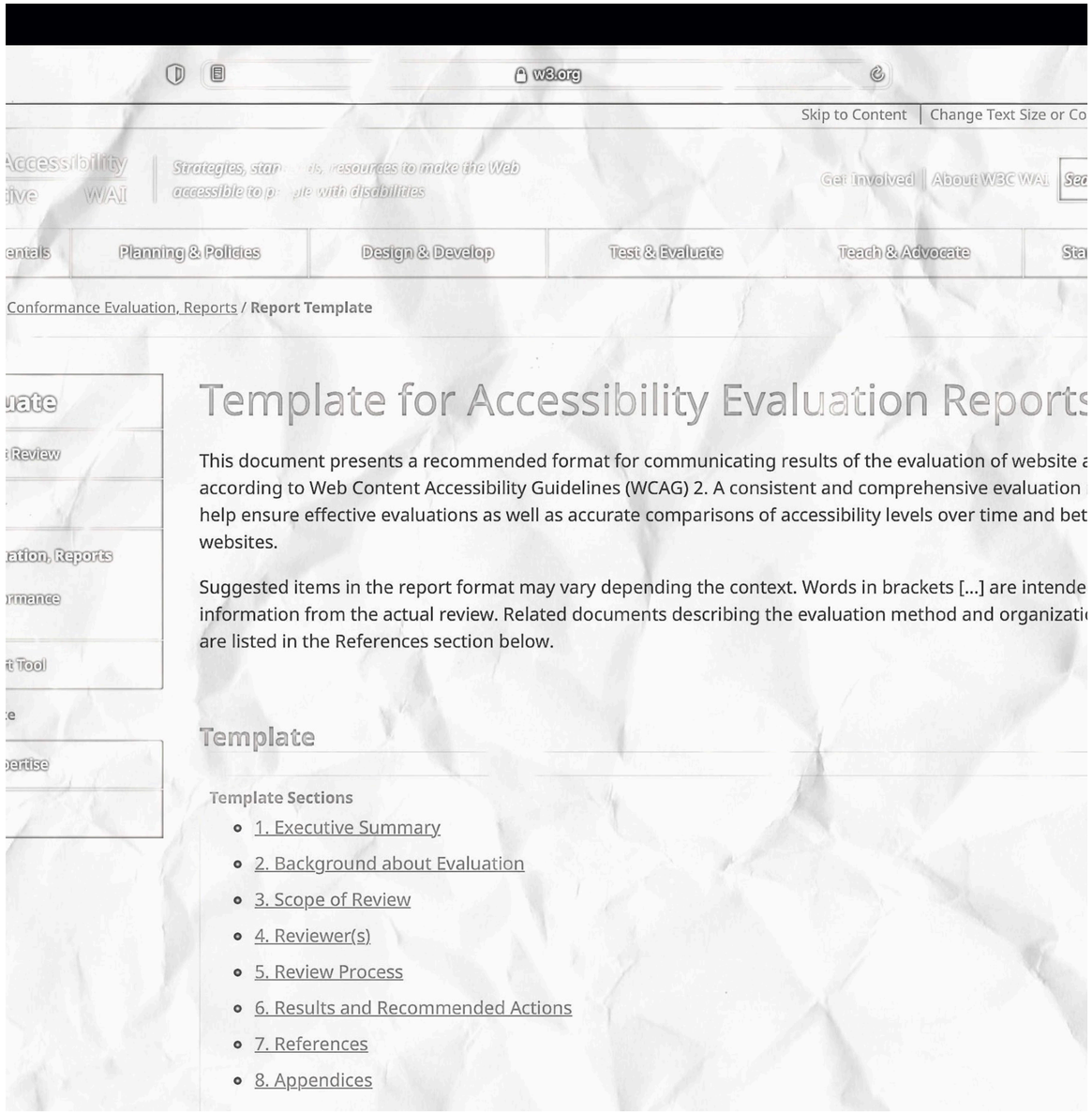
Your Thoughts

Consider the following questions for our group discussion

- Is it necessary for user experience and user interface designers to become experts in digital accessibility?
- Who should be involved with creating an accessibility evaluation report?
- As a designer how could you contribute to the accessibility evaluation report?

Developing an Accessibility Statement

W3. (2018). w3.org



Screenshot of web resource in a black and white sketch style

“Accessibility statements are primarily for users of your content. Usually they will refer to accessibility statements when they encounter problems.”

- W3, (2021)

Summary

- Written for users in easy to understand terms
- Include standard of evaluation
- List known issues and limitations
- List any technical prerequisites
- Add contact information
- Add references as necessary

Your Thoughts

Consider the following questions for our group discussion

- What is an accessibility statement?
- Why is it important to provide an accessibility statement?
- Who should be responsible for creating an accessibility statement?