Accessibility Design Patterns

EXSM 3929: Module 6

Learning Outcomes

What is the purpose of this module?

- Describe good **general accessibility design practices**

- Reference **accessibility standards** within a case study

- Use a case study to extend knowledge of **accessible design principles**

- Compare similar **accessibility principles** among multiple **design standards**
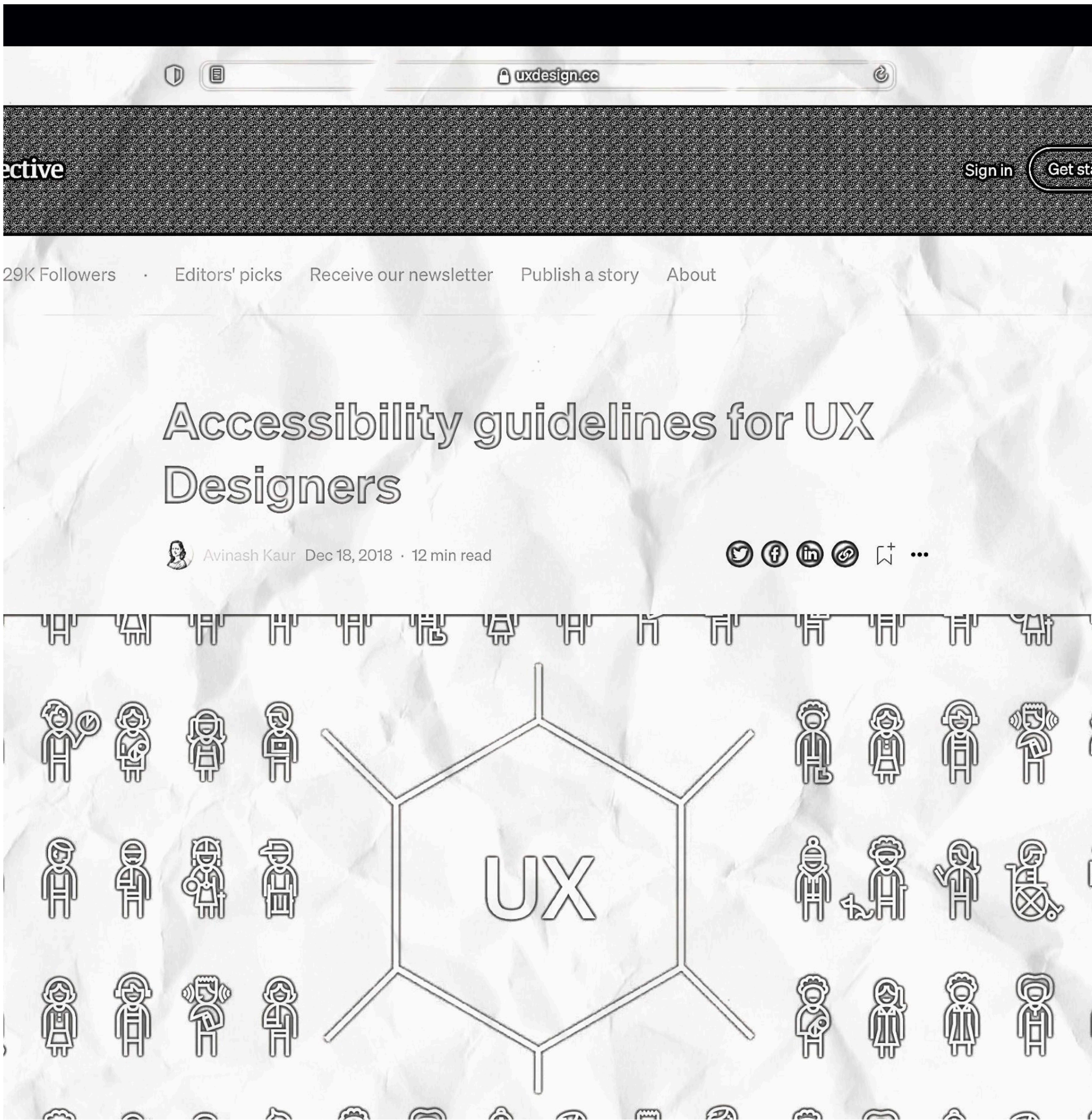
Assignment Prompt

Assignment 3: Accessibility Case Study and Standards Research

- Research UX accessibility case studies

- What format do you expect authors to use?

- Is it important to reference specifications? Why or why not?

- Assignment is available for download on eClass

Module Resources

Accessibility Guidelines for UX Designers

Kaur, A. (2018). uxdesign.cc

Screenshot of web resource in a black and white sketch style

"As designers, it is our responsibility to make sure we design in a way that is usable to all users irrespective of their situation, abilities, or context"

- Kaur, A., (2018)

Summary

- Content should be meaningful

- Use semantic elements where possible

- Design for device independence

- Specifics for keyboard users only

- Touch target minimum size

- Opening links can be overwhelming

- Animation can be distracting or harmful

- Use a consistent layout

- Media content specifics

- Minimum visual design specifications

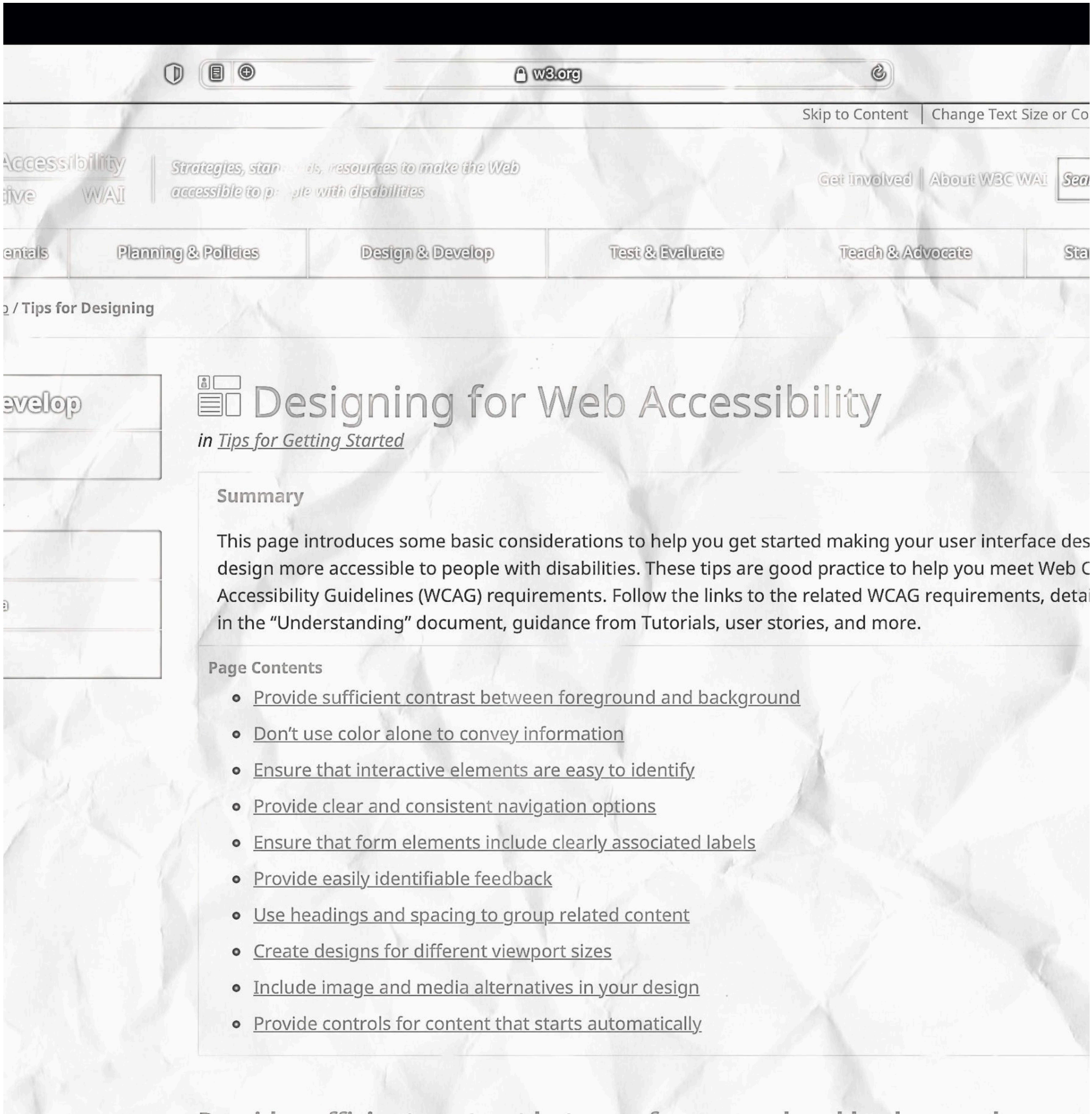- Pay special attention to areas of user input (forms)

Your Thoughts

Consider the following questions for our group discussion

- Did any recommendation feel particularly meaningful?

- How accessible are your previous designs?

- What is one thing you will consider in future designs?

Designing for Web Accessibility

W3. (2016). w3.org

Screenshot of web resource in a black and white sketch style

Summary

- Provide sufficient contrast of all text

- Don't use colour alone to convey meaning (red price = sale)

- Ensure interactive elements are easy to identify and provide feedback

- Navigation should be clear and consistent

- Ensure form elements have labels (do not use placeholders only)

- Provide easy controls for any autoplay media

- Include alternative for media

- Use clear language and avoid empty sentiments ("Click here")

- Be aware of any keyboard traps

Your Thoughts

Consider the following questions for our group discussion

- Do you observe any common accessible design patterns?

- Is an accessible design a good design?

- Is a good design an accessible design?

Accessibility Originates with UX: A BBC iPlayer Case Study

Swan, H. (2015). smashing magazine.com

Screenshot of web resource in a black and white sketch style

"While the website had been built with accessibility in mind, it hadn't been designed with accessibility in mind and this is where the issues originated."

- Swan, H., (2015)

Summary

- Give the users choice and put the users in control

- Design with familiarity in mind

- Prioritize features that add value

- Easy to focus on output and forget that accessibility is about people

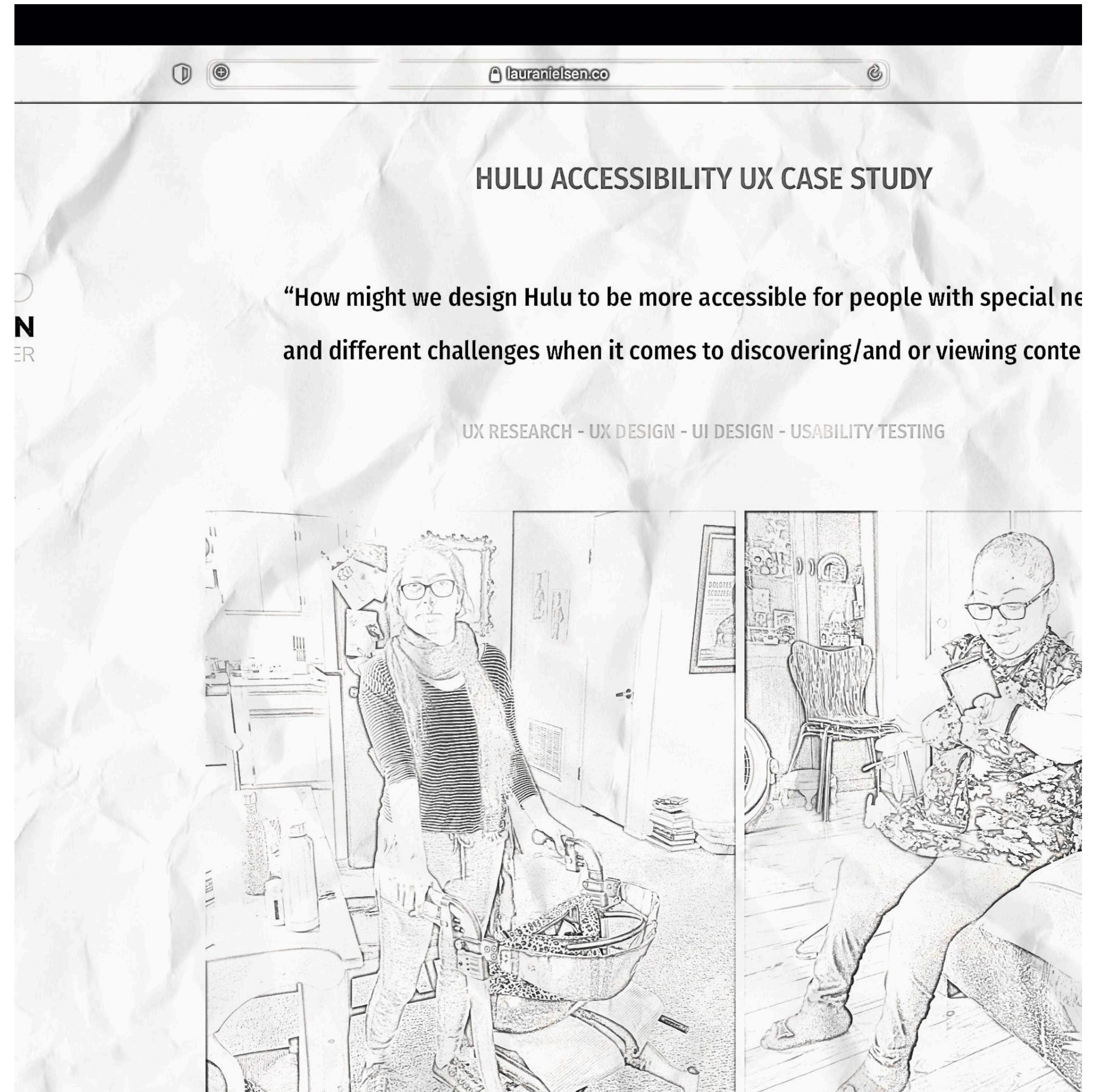- Make no assumptions, test ideas and concepts

Your Thoughts

Consider the following questions for our group discussion

- What did you learn from this case study?

- Is this case study specific to accessibility or general usability?

- What is the difference between user accessibility and usability?

Hulu Accessibility UX Case Study

Nielson, L. (n.d.). lauranielsen.co

Screenshot of web resource in a black and white sketch style

"I don't use technology as much as I want to because of my condition. I don't feel like it's made for people like me."

- UX Research Participant, (n.d.)

Summary

- Example of accessibility research

- Fifteen general user interviews with a focus on two participants

- Background, research, interviews, insights, prototypes, testing, results, takeaways

- User encouraged to propose own solutions and designs through creativity and discussion

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