Evaluating a Digital Experience

EXSM 3929: Module 4

Learning Outcomes

What is the purpose of this module?

- Create a process for **manually auditing** a webpage for basic accessibility
- Use **automated testing** to evaluate a webpage or website
- Practice **manual accessibility testing**, and compare with **automated tests**
- Explain the importance of **user testing** for **digital accessibility**

Assignment Prompt

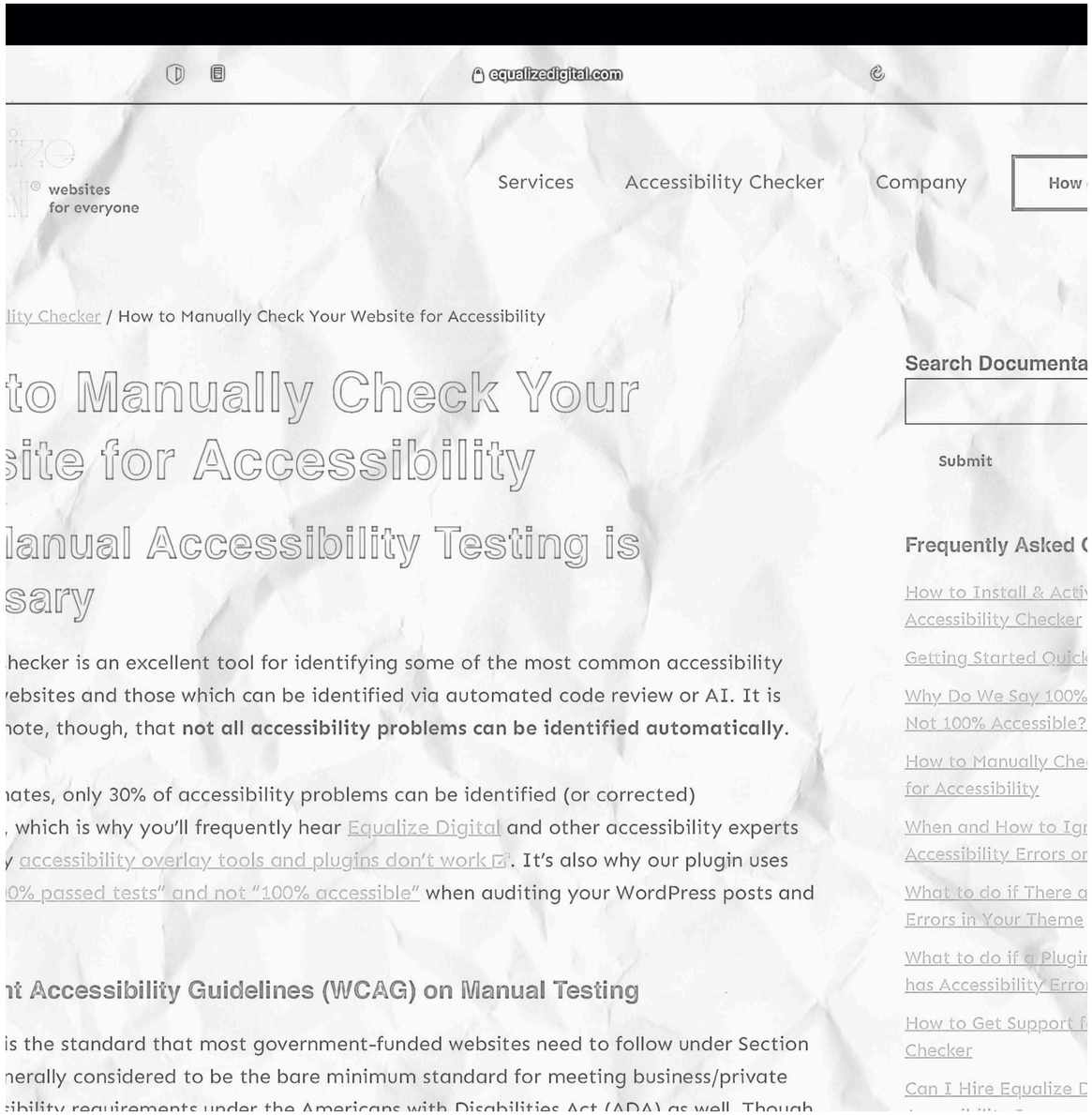
Assignment 2: Manual and Automated Accessibility Testing

- Try to use a website without a mouse
- Should you be able to access every feature easily?
- How easy should accessibility reports be to read?
- Assignment is available for download on eClass

Module Resources

How to Manually Check Your Website for Accessibility

Equalize Digital. (2021). equalizedigital.com



Screenshot of web resource in a black and white sketch style

“By some estimates, only 30% of accessibility problems can be identified (or corrected) automatically…”

- Equalize Digital, (n.d.)

Summary

- How to test manually:
  - Create a plan
  - Start by testing keyboard navigation
  - Test your website with screen readers
  - Check embedded media and linked content for accessibility

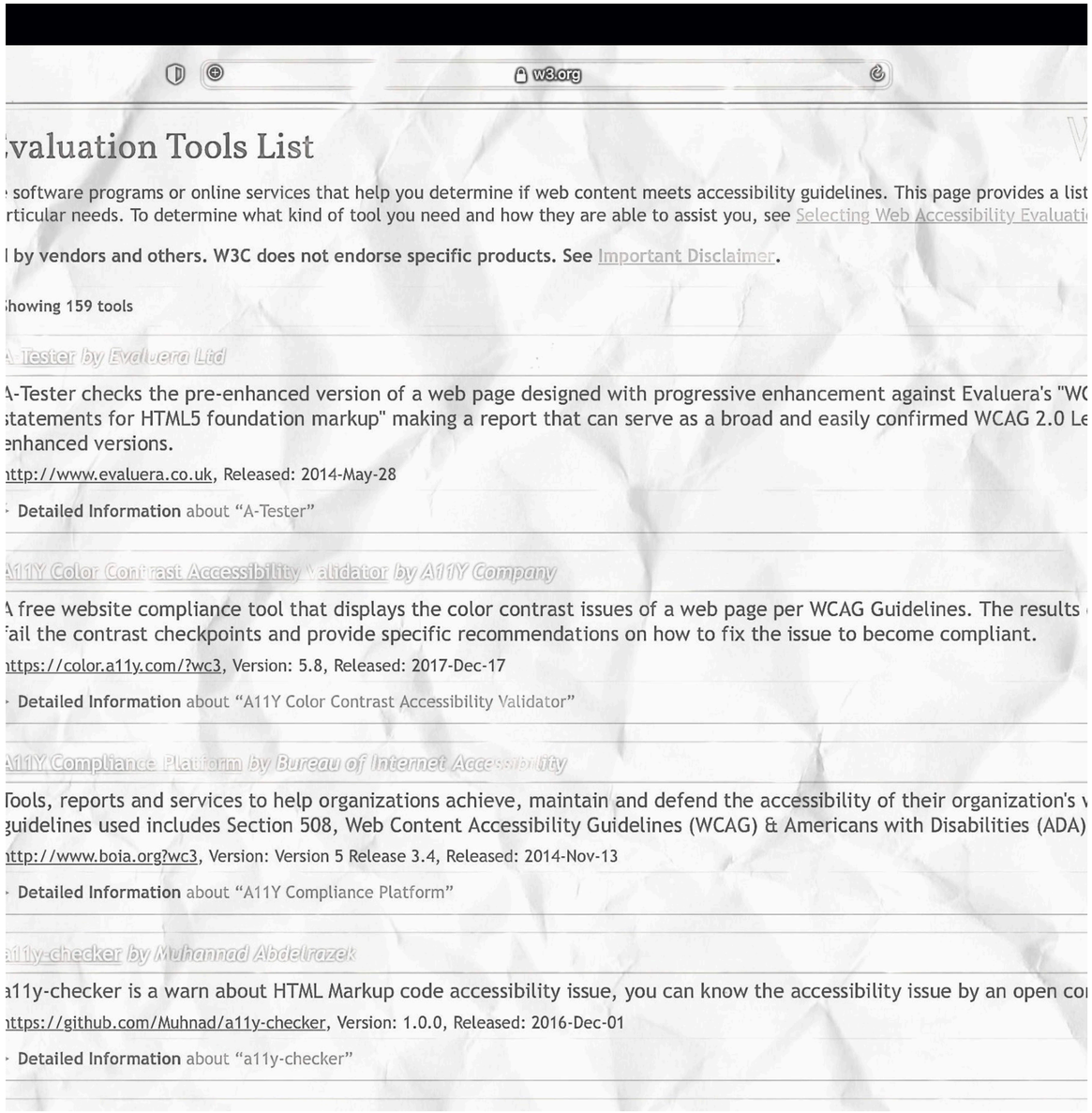
Your Thoughts

Consider the following questions for our group discussion

- Why is manual accessibility testing important?
- What is the difference between manual testing and user testing?
- Whose job is it to run manual tests (designers, developers, others)?

Web Accessibility Evaluation Tools List

W3. (n.d.). w3.org



Screenshot of web resource in a black and white sketch style

“Web accessibility evaluation tools are software programs or online services that help you determine if web content meets accessibility guidelines”

- W3, (n.d.)

Summary

- Tools are not evaluated for accuracy
- Use the filters to narrow your search
- Use multiple tools and compare results among similar tests
- Think about the results before making recommendations

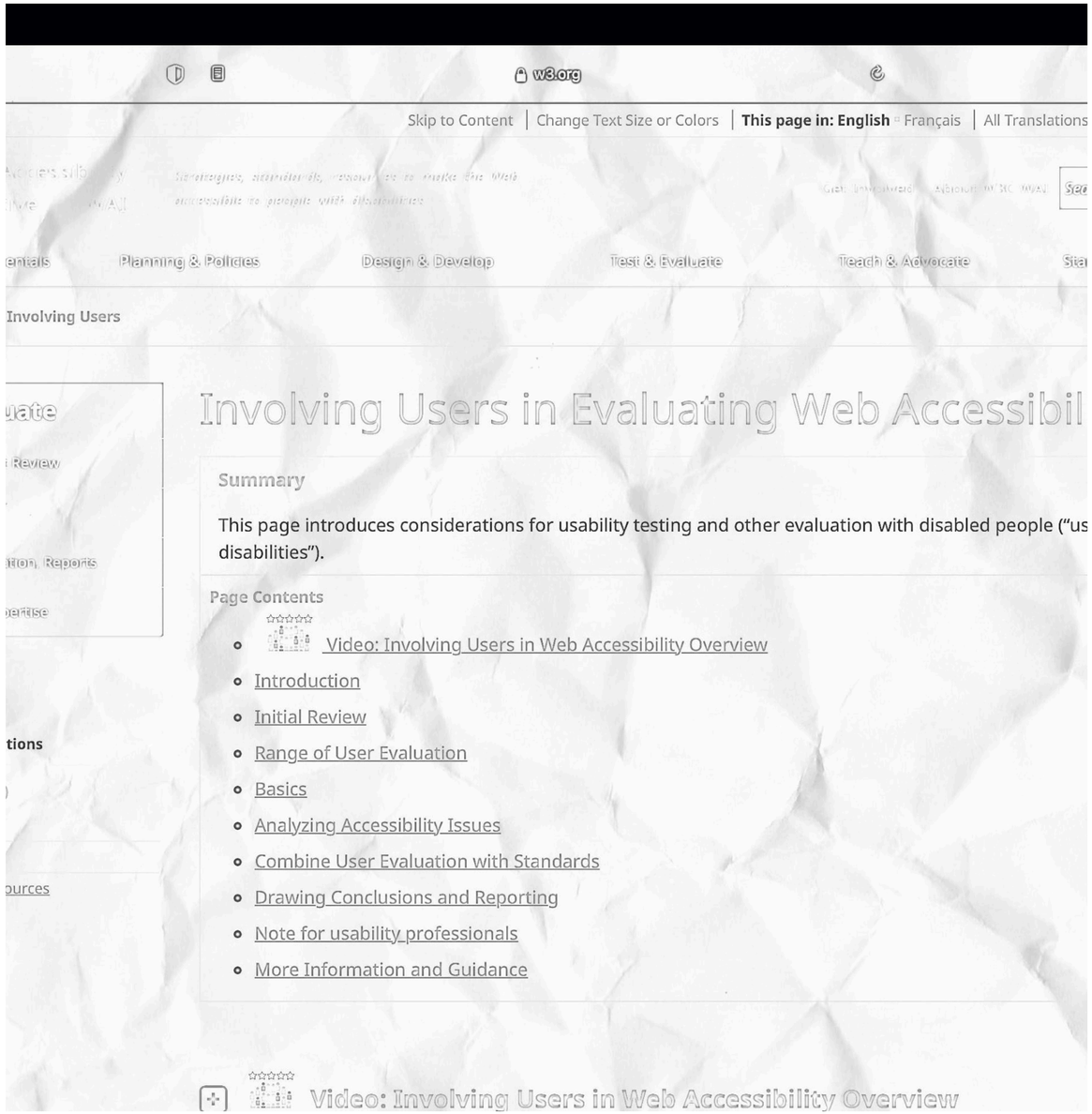
Your Thoughts

Consider the following questions for our group discussion

- How many tools did you try (without being prompted)?
- Did you find any tools particularly useful?
- Did you generate any unexpected results?

Involving Users in Evaluating Web Accessibility

W3. (2021). W3.org



Screenshot of web resource in a black and white sketch style

“Evaluating with users with disabilities and with older users identifies usability issues that are not discovered by conformance evaluation alone.”

- W3, (2021)

Summary

- Focus the evaluation with users on potential areas of concern
- Informal evaluations vs formal usability testing
- Discuss the accessibility issues with them
- Be careful drawing conclusions from limited evaluations or studies

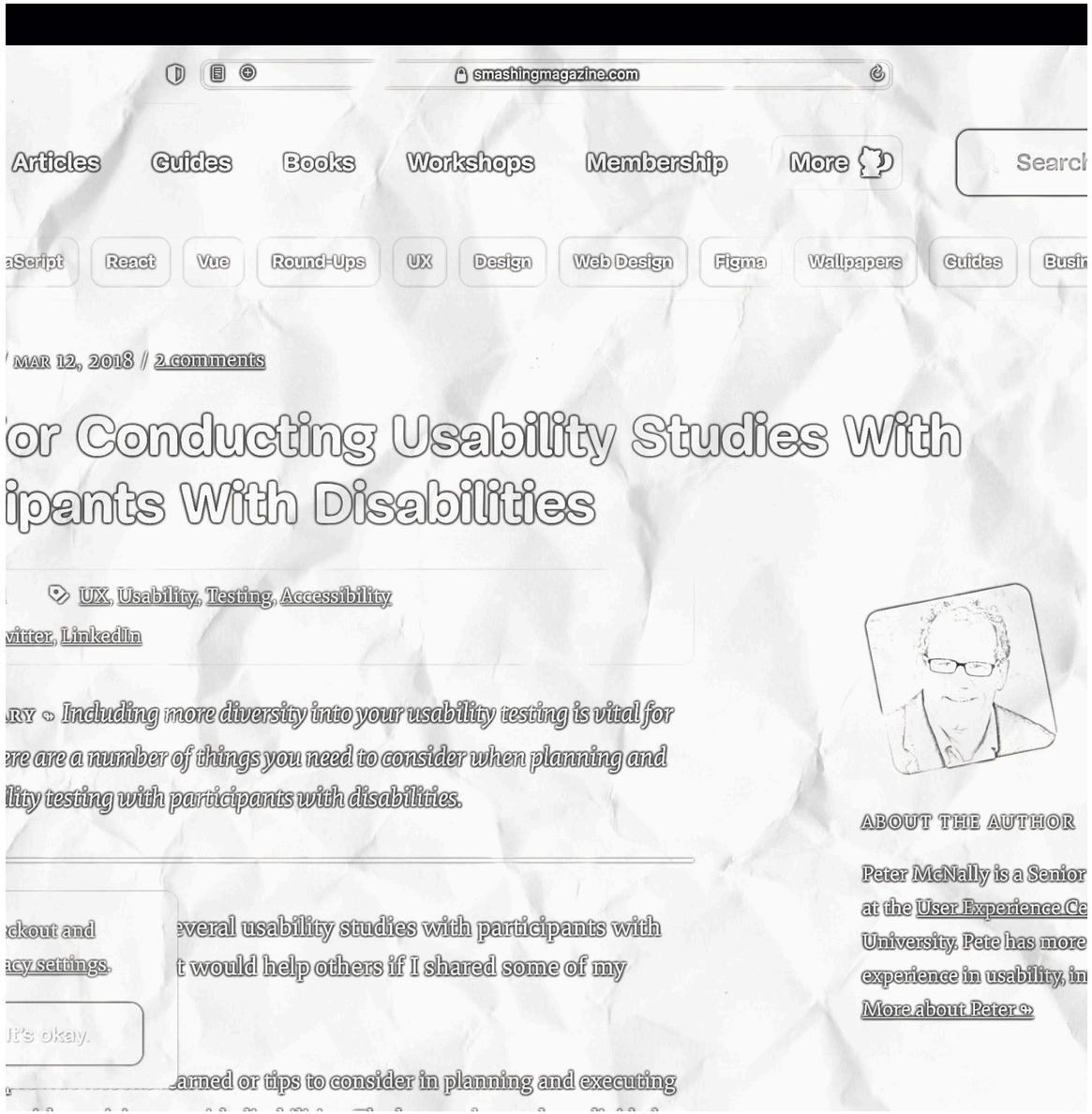
Your Thoughts

Consider the following questions for our group discussion

- How would you change your testing criteria to include disabled users?
- Why is it difficult to draw conclusions from single instance user testing?
- How could you make this whole process easier?

Tips for Conducting Usability Studies with Participants with Disabilities

McNaly, P. (2018). smashing magazine.com



Screenshot of web resource in a black and white sketch style

“Even if a site follows the accessibility guidelines and is technically accessible, users may not be able to accomplish their goals on the site.”

- McNally, P., (2018)

Summary

- Ensure a baseline level of accessibility before usability testing
- Always have a backup plan
- Be flexible with your requirements - work with the ability of the user
- Make special considerations for testing with users who have impaired visibility, motor function, or cognitive abilities

Your Thoughts

Consider the following questions for our group discussion

- At what stage would you recommend user testing for accessibility?
- How would you approach recruitment for user testing?
- What challenges can you imagine with remote accessibility testing?