

# EXSM 3929: Digital Accessibility

## M6 Weekly Response

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Due: Jun 3, 2023

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### Instructions

Make a **copy** of this document, **edit, export** as a **PDF** and **submit** on **eClass**.

Weekly response documents are **to be completed by Saturday evening (11:59pm)**. Each response document follows the same format; there are **four web resources** with **three talking points**.

The purpose is to help prepare you for our discussions on Tuesday evenings. To receive full marks visit each web resource, respond to the prompts, and submit on eClass.

This document will be marked out of **ten points** based on the following criteria:

DESCRIPTION	VALUE	MARK
Document is <b>submitted</b> with proper <b>ccid, name, and date</b>	2	
Document is <b>complete</b> with talking points <b>relevant to the course</b>	8	

### Notes

Late submissions are received at a **reduced value**, see eClass for details.

Please **keep this cover page** attached.

# Weekly Response

## **Accessibility Guidelines for UX Designers**

Link: <https://uxdesign.cc/accessibility-guidelines-for-a-ux-designer-c3ba775539be>

- **Did any recommendation feel particularly meaningful?**

### **Answer:**

It's important to note that all accessibility standards are important since they help create inclusive and practical experiences for people of all abilities. Here are 3 things I would recommend particularly meaningful: -

1. Giving users who cannot see images, such as those with visual impairments or those using assistive technologies, alternative language for photos is essential because it guarantees that users can still understand the meaning and context that the images represent.
2. For users who cannot use a mouse or other pointing devices, it is crucial to make sure that all functionalities can be accessible and used using a keyboard. A wider spectrum of users can efficiently explore and engage with your interface thanks to keyboard accessibility.
3. Designing with adequate color contrast and using additional visual clues besides color helps people with visual impairments, such as those who are color blind or have limited vision, perceive, and comprehend your content.

- **How accessible are your previous designs?**

### **Answer:**

I have designed a welcoming and inclusive e-commerce checkout process. This design includes instructions, clear form labels, and keyboard accessibility. It has helpful error messages and insightful image substitute text. Additionally, the layout and visual

components are maintained throughout the checkout flow by the design. Users with impairments can easily navigate and finish the checkout process thanks to these accessibility features. It encourages everyone to have access to my goods and services. Overall, the design places a focus on everyone's usability and intelligibility. I produced an inclusive and accessible experience by considering the requirements of different people.

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

**Answer:**

In the future, I plan to promote inclusive and accessible design by incorporating accessibility principles from the start. This entails incorporating accessibility into the design approach and maintaining up to date on the current standards and practices. User testing with people of all abilities and disabilities will be critical for getting insights and making informed design decisions. I aspire to develop designs that are usable and pleasant for all users, regardless of their ability, by adopting an inclusive perspective.

## **Designing for Web Accessibility**

Link: <https://www.w3.org/WAI/tips/designing/>

- **Do you observe any common accessible design patterns?**

**Answer:**

Yes, as a designer there are some common accessible design patterns that can help increase the usability and inclusivity of your products. Here are a few examples:

1. **Clear and consistent navigation:** Providing a clear and consistent navigation structure helps users easily understand and navigate your website or application. This includes having well-organized menus, clearly labeled links, and logical grouping of related content.

2. **Responsive and flexible layouts:** Creating responsive designs that adapt to different screen sizes and orientations ensures that your content is accessible on a variety of devices. Using flexible layouts that can adjust to different font sizes and zoom levels also benefits users with visual impairments or who may need to enlarge text for readability.
3. **Focus indicators:** Designing visible focus indicators for interactive elements such as buttons and form fields is essential for keyboard accessibility. Clear focus indicators help users understand where they are in the interface and easily navigate between interactive elements.

- **Is an accessible design a good design?**

**Answer:**

An accessible design is not only good but essential. It is essential to good design practice for several reasons. Accessibility, first and foremost, encourages inclusivity. By keeping accessibility in mind when creating, you can make sure that the widest audience, including persons with disabilities, can use your goods, services, and experiences. Everyone may utilize and benefit from your design thanks to this inclusive approach, which acknowledges and respects the diversity of people and their individual needs.

- **Is a good design an accessible design?**

**Answer:**

Although a good design should aim to be accessible, it's vital to remember that not all good designs are by nature accessible. A good design considers a variety of factors, including usability, usability, aesthetics, and user happiness. While accessibility is a crucial element of excellent design, it is only one of several.

An effective design offers the best user experience by taking the target audience's wants and preferences into consideration. It considers the intended goals' intended goals, usability, attractiveness, efficiency, and effectiveness. Based on these standards, a design may be good even if not all accessibility requirements are met.

Therefore, while not all good designs are necessarily accessible, incorporating accessibility into the design process greatly improves the quality and impact of the design.

## **Accessibility Originates with UX: A BBC iPlayer Case Study**

Link: <https://www.smashingmagazine.com/2015/02/bbc-iplayer-accessibility-case-study/>

- **What did you learn from this case study?**

**Answer:**

From this case study, there are several key lessons that designers can learn:

1. **Accessibility is essential:** Designers should prioritize accessibility from the outset of a project. Simply meeting technical standards and guidelines is not enough; the focus should be on creating an inclusive and usable experience for all users.
2. **Usability and accessibility go hand in hand:** Designers should not only ensure that a website or application is technically accessible but also focus on its usability for people with disabilities. Consider the user experience of individuals who rely on assistive technologies like screen readers and ensure that the design is intuitive and efficient for them.
3. **Give users choice and control:** Avoid making assumptions about how users with disabilities want to access content. Provide options and features that allow users to customize their experience based on their preferences and needs.

4. **Design with familiarity in mind:** Incorporate familiar design patterns and language to create a sense of familiarity for users. This is particularly important for users with disabilities who may rely on consistent and recognizable design elements to navigate and understand the interface.

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

**Answer:**

This case study focuses on accessibility rather than usability in general. It emphasizes how crucial it is to design and build for accessibility so that people with disabilities can use a website or application efficiently and engage with it. Although usability is a crucial component of accessibility, the focus of this case study is on the difficulties and factors involved in designing for people with disabilities.

- **What is the difference between user accessibility and usability?**

**Answer:**

Although they apply to separate aspects of design, user accessibility and usability are closely connected ideas.

1. **Usability:** Usability is the term used to describe how user-friendly and intuitive a system, product, or interface is to use. It focuses on how successfully and efficiently people may complete their tasks, free from needless complexity or annoyance. Usability considers elements like user happiness, efficiency, memorability, and learnability. It strives to provide user interfaces that are intuitive, simple to use, and offer a satisfying experience.
2. **Accessibility:** On the other side, accessibility focuses primarily on how inclusive a design is for people with disabilities. Making sure that individuals with disabilities can perceive, comprehend, navigate, and interact with a good or service is the main goal. By removing obstacles, accessibility attempts to give people of all abilities equal access to knowledge and functionality. This may entail taking other

disabilities, such as those that affect the motor, cognitive, auditory, or visual systems into account.

## **Hulu Accessibility UX Case Study**

Link: <https://lauranielsen.co/listen-to-me>

- **What did you learn from this case study?**

**Answer:**

There are some important points that I can learn from this Hulu Case study:

1. **Understanding the user:** Conduct in-depth research and interviews to gain insights into the unique challenges faced by users with disabilities. This helps designers empathize with their needs and experiences.
2. **Inclusive design approach:** Design solutions that empower and provide a delightful viewing experience for people with disabilities. Consider a wide range of disabilities, including visual, auditory, motor, and cognitive impairments.
3. **Participatory research:** Engage users in the design process through participatory interviews and activities. Use creative toolkits and interactive methods to understand how users experience the world and gather valuable insights.
4. **Address frustrations and limitations:** Identify pain points and frustrations experienced by users with disabilities, such as small buttons, clunky remotes, and touchpad difficulties. Aim to alleviate these challenges through innovative design solutions.
5. **Voice user interfaces (VUI):** Explore the potential of voice-activated interfaces to enhance the user experience for individuals with speech and dexterity impairments. Transform graphical user interfaces (GUI) into conversational interfaces to create more inclusive and satisfying experiences.

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

**Answer:**

The accessibility topic is the focus of this case study. The goal of the project is to empower people with disabilities and other problems by making Hulu more accessible to them while also delivering a great viewing experience. Users who have disabilities including visual, auditory, motor, or cognitive impairments have special demands and problems, which are the focus of the research, concepts, and prototypes created in this project. Although the study's main objective is to increase accessibility for persons with impairments, its results and design recommendations may also have wider consequences for usability.

- **What is the difference between user accessibility and usability?**

**Answer:**

Although they apply to separate aspects of design, user accessibility and usability are closely connected ideas.

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**Thank You.**