

# EXSM 3929 Assignment 4:

## Design Patterns and Business Case

Student: ccid, last name, first name

Due: Jun 4, 2023

### Description

There are two parts to this assignment, **Part 1: Design Patterns** and **Part 2: Business Case**. There is also a third section, **Part 3: ARIA**, which is *optional*. You only need to complete Part 1 and Part 2 to receive full marks.

The purpose of Part 1 is to help students create their own simplified accessibility design heuristics. Part: 2 focuses on the business perspective, this lens is critical, and can be often overlooked. Finally, Part 3 (optional) is aimed to help developers understand how to begin learning ARIA.

### Instructions

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

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	

# Assignment

## Part 1: Design Patterns

### Instructions

Written answers must contain at least two complete sentences, and all questions must be completed. Lists are acceptable answers if also presented with at least one complete sentence. Tables must contain a table title, and be presented in a readable format.

### Questions (Design Guidelines)

Refer to [Accessibility guidelines for UX Designers by Avinash Kaur](#) and [Designing for Web Accessibility by W3](#) and answer the following questions.

1. Create two lists, one for each article. Each list must contain the accessibility design guidelines from each article.
  - ...answer here
2. There may be overlap between the two lists. Create a single list of accessibility design guidelines.
  - ...answer here
3. Select the top three guidelines that are most important to you, and answer why each guideline is important to you.
  - ...answer here
4. Create three tables, one each for your top three design guidelines. Within each table include a description of the guideline, and the specific WCAG 2.1 criteria associated with

it (may be more than one), link the criteria documentation to the reference. For example, [Success Criterion 2.1.4 Character Key Shortcuts](#).

- ...answer here

## Questions (Dark Patterns)

Refer to [Types of deceptive pattern](#), and answer the following questions.

1. Choose one deceptive pattern from the list that you believe has an accessibility aspect to it. Explain which pattern you selected, why you selected it, and provide the link for the detailed page.

- ...answer here

2. Read through the detail page and briefly summarize the content. Comment specifically on how the topic of digital accessibility may be connected to this dark pattern.

- ...answer here

3. Use your answer above to help research any specific WCAG Success Criteria you can connect to this discussion. Link the specific WCAG 2.1 criteria associated (may be more than one), and explain why it applies. For example, "[Success Criterion 2.1.4 Character Key Shortcuts](#), this applies here because..."

- ...answer here

## Part 2: Business Case

### Instructions

Written answers must contain at least two complete sentences, and all questions must be completed. Lists are acceptable answers if also presented with at least one complete sentence. Tables must contain a table title, and be presented in a readable format.

Refer to [this article](https://www.w3.org/WAI/business-case/) on making the business case for accessibility.  
(<https://www.w3.org/WAI/business-case/>).

### Questions (Business Case)

1. How would you summarize the main arguments in your own words? (use at least three bullet points)

- ...answer here

2. Choose any business you would like to consider for this assignment. Provide the name and link below.

- ...answer here

3. What do you consider is the main source of revenue for this business?

- ...answer here

4. How would you describe the digital experience for this business's users? (describe what is required of the users on a website or application, try listing out a few key steps in bullets)

- ...answer here

5. How would you argue that this business should invest into the accessibility of their user's experience? (**list the benefits as they apply directly to this business**, avoid general answers, use at least three bullet points)

- ...answer here

6. What might some risk from the business' perspective towards investing into the accessibility of their user's experience?

- ...answer here

7. How would you answer or respond to this risk assessment? (respond to the answer above)

- ...answer here

## Part 3: ARIA (optional)

### Instructions

This section (Part 3: ARIA) is not required.

Written answers must contain at least two complete sentences, and all questions must be completed. Lists are acceptable answers if also presented with at least one complete sentence. Tables must contain a table title, and be presented in a readable format.

Here are five articles related to learning about ARIA, in no particular order. Your task is to open all links and skim the content, try not to read anything in complete detail yet.

- [ARIA by MDN](#)
- [WAI-ARIA Overview by W3](#)
- [Top 5 Rules of ARIA by Deque](#)
- [Patterns by W3](#)
- [Read Me First](#)

### Questions (ARIA)

1. What is the order you would recommend the content for the list? Create an ordered list below, with the same links.

- ...answer here

2. Did you get a sense of what ARIA is from your initial content skim and ordering exercise? If yes then write down how you figured this out. If you do not, then describe the fastest way to get an initial sense of what ARIA is.

- ...answer here

3. What is ARIA? Why is it important? When is it used? Are there rules around ARIA use, or best practices?

- ...answer here

4. List any other useful links you found in answering the above questions. Mention specifically why this new resource was useful to you.

- ...answer here