

EXSM 3929: Digital Accessibility

M7 Weekly Response

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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 submitted with proper ccid, name, and date	2	
Document is complete with talking points relevant to the course	8	

Notes

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

Please **keep this cover page** attached.

Weekly Response

How to do a UX accessibility evaluation

Link: <https://makeitclear.com/insight/how-to-do-a-ux-accessibility-evaluation>

- **Which of the four principles (perceivable, operable, understandable, robust) should the designer focus most effort on?**

Answer:

Designers should consider perceivable and operable concepts when focusing on accessibility in their designs. The perceivable principle makes sure that content is readable by users with various sensory skills, such as by including alternate text, captions, and the right amount of color contrast. The operable principle considers various input techniques and user control over navigation and interactions to make the interface useful for users with mobility disabilities. To properly access and interact with the interface, users with visual, auditory, and physical limitations must adhere to both principles.

While perceivable and operable concepts require careful consideration, comprehensible and robust principles are also vital in accessibility. The intelligible concept emphasizes making material and functionality simple to grasp by using simple language, avoiding jargon, and offering detailed labeling and directions. The robust concept promotes interoperability and resilience across various technologies and assistive tools by employing acceptable coding standards and allowing interpretation by a diverse set of user agents.

- **Are any principles outside of a designer's responsibility?**

Answer:

It is the designer's responsibility to evaluate and address all four accessibility criteria (perceivable, operable, intelligible, and robust) in their design process. Perceivable and operable concepts require more immediate attention, while comprehensible and robust principles are equally important.

The comprehensible concept ensures that users can understand the interface's content and functionality, while the robust concept ensures compatibility across various technologies and user agents, making the design durable and interpretable by assistive technology.

- **Should manual accessibility testing always be completed?**

Answer:

Yes, manual accessibility testing is an important element of the accessibility evaluation process and should be conducted as soon as possible. While automated technologies can help uncover some accessibility difficulties, they are not all-inclusive and may not catch all accessibility barriers or appropriately assess the user experience.

Manual testing enables a more extensive and nuanced evaluation of the interface by considering environmental aspects, user interactions, and subjective experiences. Expert evaluators undertake an evaluation of the interface against accessibility requirements, perform specified tasks, and observe how users with disabilities engage with the interface. This strategy provides vital insights into the actual user experience and aids in the identification of hurdles that automated tools may miss.

Prioritizing Remediation of Web Accessibility Issues

Link: <https://karlgroves.com/2011/06/12/prioritizing-remediation>

- **What do you consider to be the highest priority when evaluating a design?**

Answer:

When evaluating a design, the highest priority should be to ensure that it meets the needs and goals of the target users. This involves considering the usability and user experience aspects of the design. Key factors to prioritize include user needs, usability, clear communication, accessibility, visual appeal, consistency, context and constraints, and

business goals. User needs include understanding the needs, preferences, and expectations of the target users, conducting user research, gathering feedback, and analyzing user personas to gain insights into their requirements. Usability includes making the design intuitive and easy to use, clear communication, accessibility, visual appeal, consistency, context and constraints, and business goals.

Visual appeal includes aesthetics, layout, color scheme, and overall visual design. Consistency includes consistency of design elements and interactions throughout the interface, context and constraints, and business goals. Context and constraints include the device, platform, and target audience. Business goals include conversions, engagement, or brand perception.

- **Should you consult with a developer about prioritizing accessibility issues?**

Answer:

Consulting with a developer is highly valuable when prioritizing accessibility issues in a design. Developers possess technical expertise and knowledge of the codebase, making their input crucial in determining the feasibility and implementation of accessibility fixes. They can evaluate the current codebase and technology stack to determine the complexity and potential impact of making specific changes, conduct code-level evaluations to identify areas where accessibility enhancements can be made, and contribute to testing and debugging the accessibility features of the website or application.

Collaboration between designers and developers is crucial in prioritizing accessibility issues, as they can establish a shared understanding of accessibility requirements and ensure that design solutions are feasible to implement from a technical perspective. Finally, involving developers in the prioritization process promotes a culture of continuous improvement in accessibility.

- **How would you recommend accessibility improvements if it requires a major overhaul of the user interface?**

Answer:

When recommending accessibility improvements that require a major overhaul of the user interface, it is essential to approach the process systematically and collaboratively. Here are some steps to consider:

1. **Assess the current state:** An extensive accessibility assessment of the current user interface should be the first step. Determine which specific accessibility difficulties and impediments must be addressed. This assessment will provide a clear picture of the extent and magnitude of the necessary modifications.
2. **Establish priorities:** Determine the importance and urgency of accessibility improvements. Consider the severity of the barrier, the number of affected users, and any legal or regulatory requirements. This prioritizing will aid in the optimal allocation of resources and the prioritization of the most crucial areas.
3. **Involve stakeholders:** Engage all necessary parties, such as decision-makers, project managers, designers, and developers. Explain the significance of the accessibility upgrades and the demand for a comprehensive revamp. Gain their cooperation and understanding to implement the required changes.
4. **Collaborative redesign:** Collaborate with the design team to create a brand-new user interface that is built with accessibility in mind. Engage accessibility consultants or specialists who can advise on best practices and standards. Make sure the revised interface takes the specific accessibility problems the audit uncovered into account.

It's vital to realize that redesigning the user interface for accessibility purposes can be a complicated and time-consuming procedure. Patience, teamwork, and a dedication to

diversity are essential. You may pave the road for a more accessible and inclusive user interface by following these steps and consulting all key stakeholders.

Template for Accessibility Evaluation Reports

Link: <https://www.w3.org/WAI/test-evaluate/report-template/>

- **Is it necessary for user experience and user interface designers to become experts in digital accessibility?**

Answer:

While it is not technically required for user experience (UX) and user interface (UI) designers to become specialists in the topic, they can substantially benefit from learning about digital accessibility. Understanding accessibility guidelines and standards is essential for several reasons.

Accessibility is first and foremost a crucial element of inclusive design. Designers may guarantee that their goods and services are useable and inclusive for a wider variety of consumers, including people with disabilities, by taking accessibility into account from the very beginning of the design process. This strategy encourages equitable access for all people and works to stop obstacles from being built.

Furthermore, in many areas, achieving accessibility criteria is a legal necessity. Designers must be aware of their legal duties and work hard to ensure that their designs adhere to accessibility standards. This compliance not only assists firms in avoiding legal concerns, but it also reflects ethical responsibility and a dedication to offering equal opportunities to all users.

Understanding accessibility improves the user experience overall. Good UX and accessibility go hand in hand. When designers include accessibility elements like clear navigation, correct color contrast, and keyboard accessibility, they not only cater to disabled individuals but also create more intuitive and user-friendly interfaces for

everyone. Designers may increase the usefulness and happiness of their products by emphasizing accessibility.

- **Who should be involved with creating an accessibility evaluation report?**

Answer:

Creating an accessibility evaluation report requires input and collaboration from various stakeholders. The following individuals or roles should be involved in the process:

1. **Accessibility Experts:** Accessibility experts or consultants should be involved in the evaluation process, providing guidance on accessibility rules, standards, and best practices. They are crucial in analyzing the design's accessibility and identifying any difficulties.
2. **UX/UI Designers:** Designers familiar with accessibility concepts and guidelines should contribute to the evaluation report. They can provide insights into design decisions, logic, and prospective accessibility enhancements.
3. **Developers:** Developers with prior experience adopting accessible designs should be involved in the process. They can provide technical advice, assess the viability of planned accessibility enhancements, and assist in detecting any implementation issues.
4. **Project Managers:** The coordination of the evaluation procedure, ensuring that deadlines are followed, and coordinating accessibility goals with project goals are all critical tasks that project managers must perform. They can offer perceptions into project limitations and resource allotment for putting accessibility changes into practice.
5. **Content Creators:** The evaluation report should include contributions from content creators like authors and content strategists. They can check the content for

accessibility, considering the language clarity, appropriate use of headings, and alternative text for images.

6. **Quality Assurance/Testers:** To assess the accessibility enhancements and test the interface against accessibility criteria, QA specialists or testers should be involved in the review. They can employ assistive devices, run manual tests, and offer input on the design's accessibility.
7. **Stakeholders/Users:** It is essential to include stakeholders and representative disabled users in the evaluation process. Their opinions and suggestions offer practical viewpoints that aid in identifying accessibility and usability difficulties.

When writing an accessibility evaluation report, a multidisciplinary team approach is crucial. Collaboration between these parties guarantees a thorough and complete evaluation of the accessibility of the design. Each participant contributes their own special knowledge and viewpoints, which improve the report's accuracy and potency.

- **As a designer how could you contribute to the accessibility evaluation report?**

Answer:

Your input as a designer is vital to the accessibility evaluation report since it offers understanding into the design elements and makes suggestions for adjustments to increase accessibility. You may contribute to making sure the user interface is accessible and usable for people with disabilities by actively engaging in the assessment process.

You can make a significant contribution by carrying out a careful design analysis. This entails carefully reviewing the interface's layout, color scheme, typography, and interaction patterns. By doing this, you can spot any potential obstacles or problems with accessibility that users with impairments might experience. You can determine, for

instance, whether the layout is organized and clear, whether there is enough color contrast for reading, and whether the font is readable by all users.

It's also crucial to get familiar with pertinent accessibility standards, such as the Web Content Accessibility Guidelines (WCAG). These recommendations offer a structure for producing accessible digital information. You can determine locations where the design complies with the accessibility criteria and those that need improvement by comparing it to these standards. Perceivability, operability, understandability, and robustness are just a few of the different elements that can be evaluated.

Another beneficial addition you may make to the accessibility evaluation report is a usability review. Consider how the interface can be used, interacted with, and understood by users with impairments. Analyze whether the design offers users simple and intuitive ways to complete their jobs. Determine any usability issues that might exist for users with various disabilities and offer recommendations for changes.

Developing an Accessibility Statement

Link: <https://www.w3.org/WAI/planning/statements/>

- **What is an accessibility statement?**

Answer:

An accessibility statement is a document issued by an organization to demonstrate its commitment to providing accessible digital products, services, and information. It outlines its legal and regulatory compliance with accessibility standards and guidelines and commits to meeting or exceeding these standards. It also serves as a platform for the organization to articulate its accessibility goals and objectives and emphasizes the organization's commitment to inclusion and equal access for all individuals. The statement emphasizes the belief that everyone, regardless of their abilities, should have equal opportunities to access and interact with digital content. An accessibility statement is an important part of an organization's commitment to accessibility.

It outlines the organization's goals and measures, encourages user feedback, and establishes a foundation for ongoing improvement in providing inclusive digital experiences. It can include initiatives such as accessibility training for staff, incorporating accessibility guidelines into design and development processes, conducting regular accessibility testing and audits, and actively involving users with disabilities in the feedback and design processes. Additionally, it provides information on how users can provide feedback or report accessibility issues. Finally, it may mention ongoing monitoring and review processes to ensure that accessibility efforts are evaluated and improved. Overall, an accessibility statement plays a vital role in fostering transparency, trust, and accountability.

- **Why is it important to provide an accessibility statement?**

Answer:

Transparency, accountability, and trust all depend on an accessibility statement. It demonstrates the company's dedication to accessibility and holds it responsible for achieving those objectives. It fosters confidence and trust while assuring users with impairments that their needs are considered. It guarantees adherence to legal requirements and steers clear of potential legal problems. A more inclusive society is facilitated by its promotion of inclusion and equal access. It describes continuing accessibility initiatives, including testing and training procedures. It offers ways for users to get support and comments. Overall, it encourages openness, confidence, inclusion, compliance, and user participation, improving everyone's user experience.

- **Who should be responsible for creating an accessibility statement?**

Answer:

Developing an accessibility statement is a team effort involving numerous stakeholders within an organization. To provide thorough and accurate information, the responsibility for developing an accessibility statement should be divided across several teams.

The accessibility team or persons who specialize in digital accessibility bear major responsibility. They possess the knowledge and skills required to comprehend the precise accessibility needs and guidelines that must be addressed in the statement. They can advise on the substance and language to include in the statement, ensuring that it appropriately reflects the organization's dedication to accessibility.

Involvement of the legal or compliance staff is also essential. They can guarantee that the accessibility statement is in accordance with applicable rules and regulations, such as the Web Content Accessibility Guidelines (WCAG) or accessibility standards particular to the organization's industry or location. They can help you understand the legal ramifications and mitigate any potential dangers.

The accessibility statement should be developed in collaboration with the marketing or communications team. They can assist in crafting the message so that it is clear, short, and user-friendly, successfully communicating the organization's commitment to accessibility. They can also help to promote the accessibility statement through various channels to reach a larger audience and generate awareness about the organization's accessibility initiatives.

Finally, the opinions of user experience developers and designers are important. They can offer information on any ongoing initiatives to increase accessibility as well as accessibility features and enhancements that have been added to the digital goods or services. Due to their knowledge, the accessibility statement will be sure to appropriately reflect the current accessibility of the organization's services.

Thank You.