

# The Web Should Just Work for Everyone

Aaron Gustafson  
[@AaronGustafson](#)  
[slideshare.net/AaronGustafson](#)

# Accessibility

# Opportunity

WHO (c. 1980)

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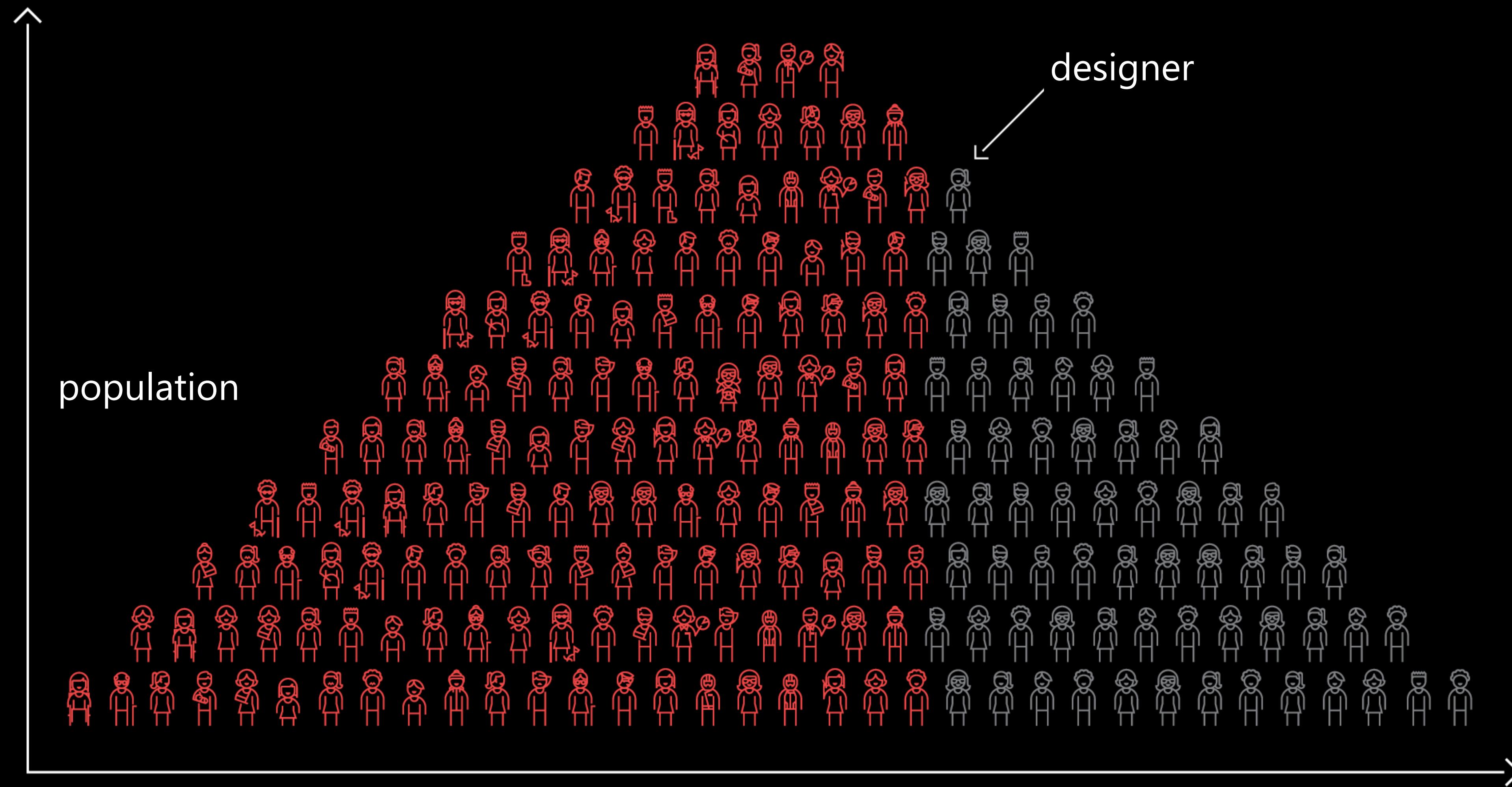
“In the context of health experience, a disability is any restriction or lack of ability (resulting from an impairment) to perform an activity in the manner or within the range considered normal for a human being.”

WHO (c. TODAY)

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“Disability is not just a health problem. It is a complex phenomenon, reflecting the interaction between features of a person’s body and features of the society in which he or she lives.”

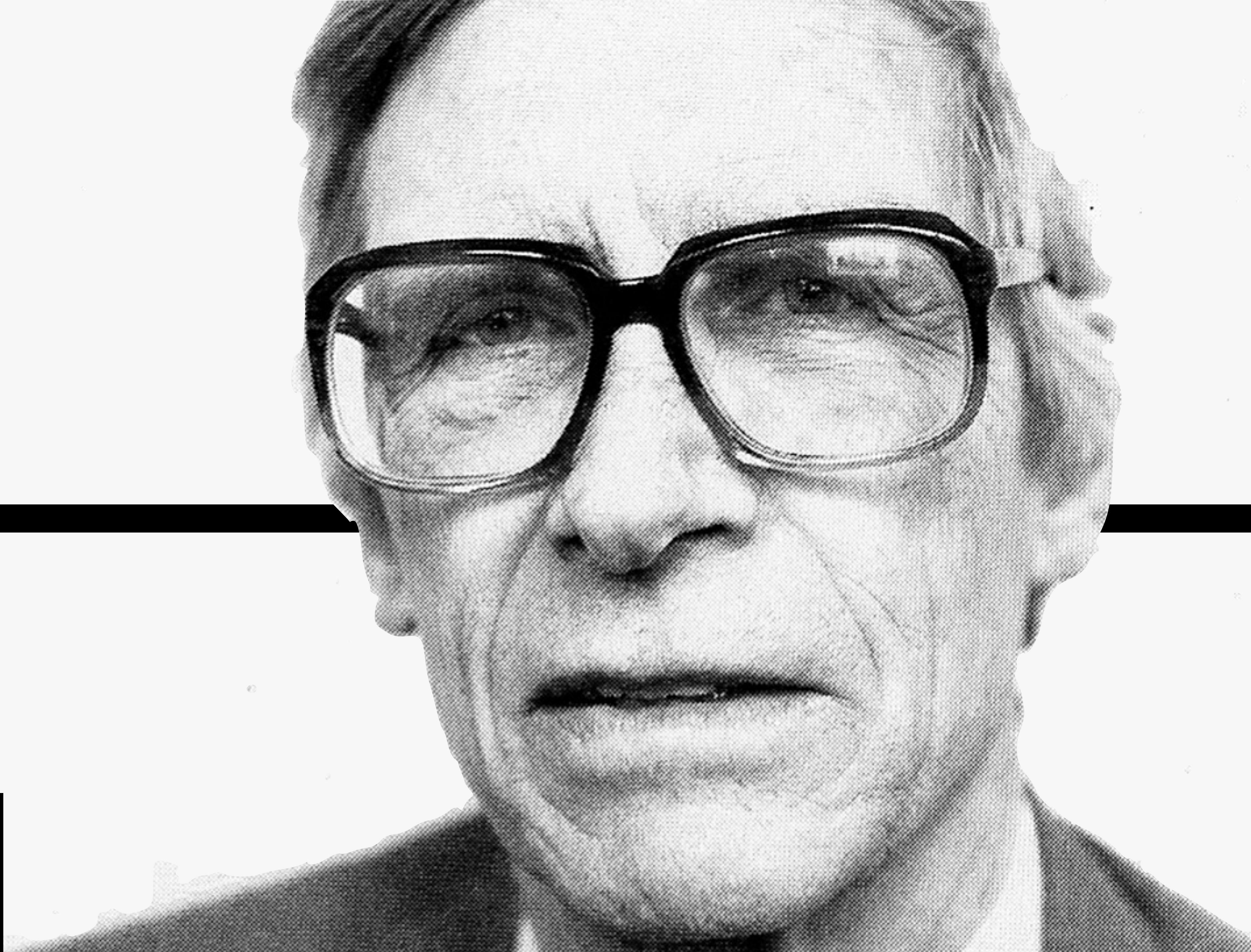
Disabilities  
are Designed



excluded

included

John Rawls  
1921-2002



“special needs”  
(we've all got 'em)



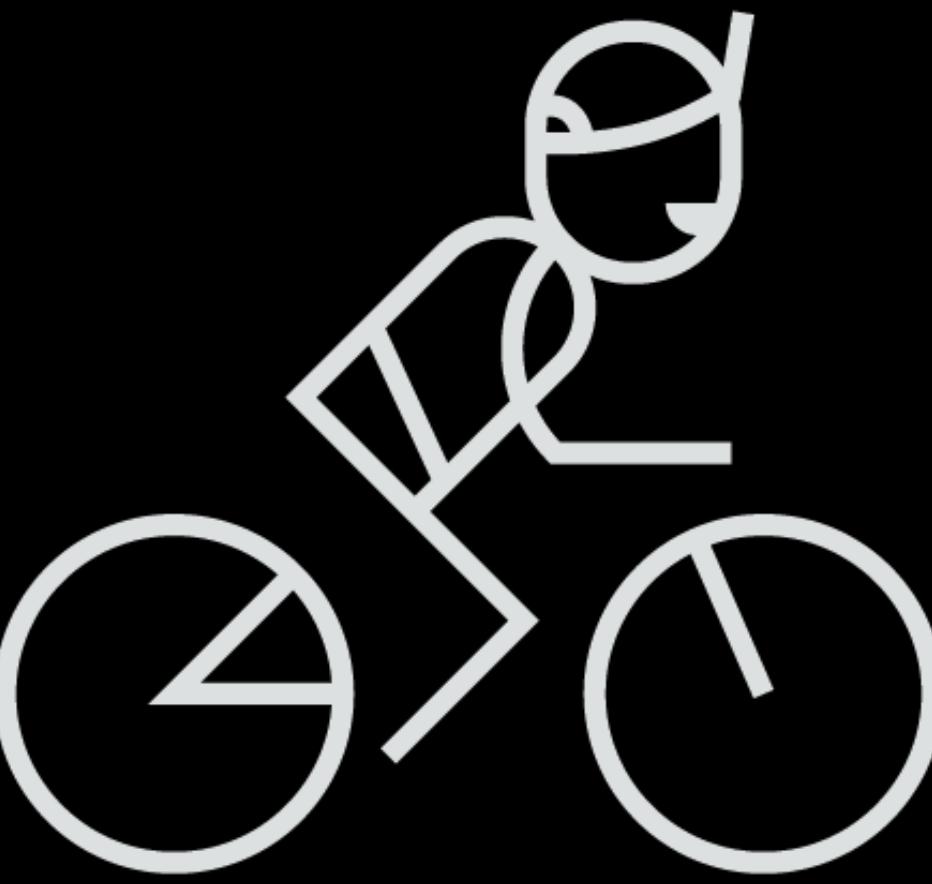
Photo Credit: Dylan Passmore



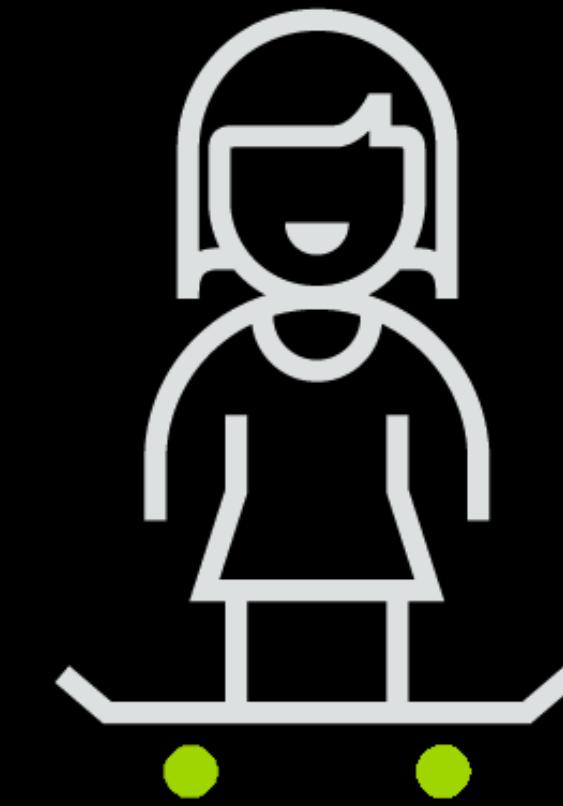
wheelchairs



strollers

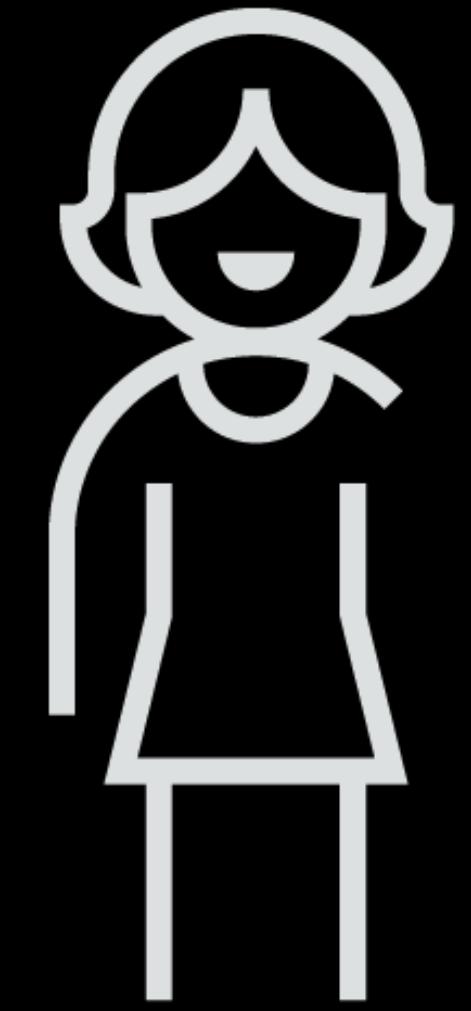


bicycles



skateboards





one arm



arm injury

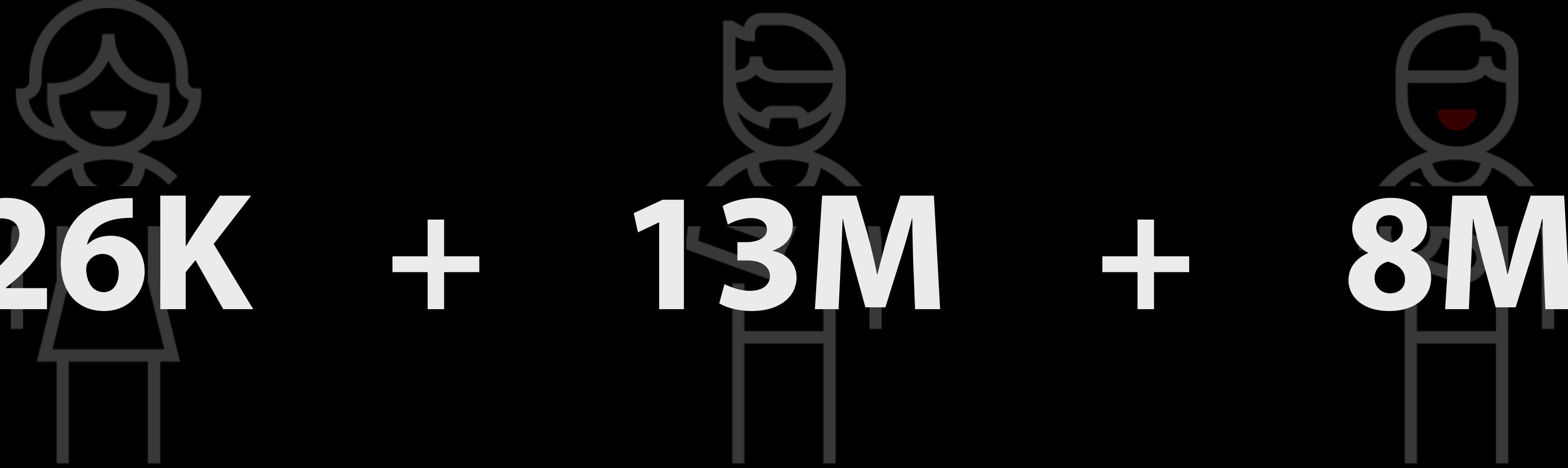


new parent

permanent



situational



**26K** + **13M** + **8M**

one arm

arm injury

new parent

permanent → situational

# 21 Million People

# Progressive Enhancement

BEN HOH

---

“[Progressive enhancement] keeps the design open to **the possibilities of sexiness** in opportune contexts, rather than starting with the ‘whole’ experience that must be compromised.”

This is What  
Design is All About

JEFFREY VEEN

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“I’ve been amazed at how often those outside the discipline of design assume that what designers do is decoration—likely because so much bad design simply is decoration. Good design isn’t. **Good design is problem solving.**”





Photo Credit: Tom Magliery

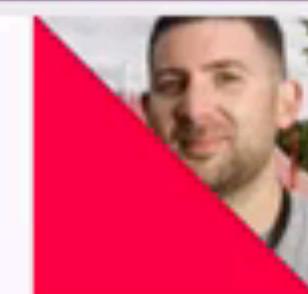


# 2017

24 ways is the advent calendar for web geeks. For twenty-four days each December we publish a daily dose of web design and development goodness to bring you all a little Christmas cheer.

[Learn more](#)

## 24 All That Glisters



**Drew McLellan** wraps up our 2017 series with a gentle reminder that in a rapidly moving industry, the best technology for the job isn't always the newest. And while Christmas tradition tells us we should follow the bright star, sometimes the answer lies closer to home. Merry Christmas and a happy New Year!

## 23 Refactoring Your Way to a Design System

**Mina Markham** brings a ray of hope that flitters in the sky with advice on refactoring an existing codebase into a design system. Greenfield projects are rare, so can we move forward with legacy styles in place? All across the land dawns a brand new morn, this comes to pass when a new design system is born.

## 22 Design Systems and Hybrids

**Jina Anne** circles back to carefully look again at the popularity of design systems and how they impact the different roles within our teams. A good system enables all the reindeer to pull forward in a cohesive motion, yet has space for individuals with very shiny noses.

## 21 Knowing the Future - Tips for a Happy Launch Day

**Phil Hawksworth** dashes through the snow towards his launch deadline with some tips for easing the path to production. Going live can be a scary thing, but that shouldn't be down to technical concerns. Nail your deployment early, don't leave it to the night before Christmas.

## 20 Is Your Website Accidentally Sexist?

## 19 Want to Break Out of Comparison Syndrome? Do a tox

## 18 Designing for Mobile Performance

## 17 Feeding the Audio Graph

Accessible  
Rich  
Internet  
Application

# ARIA Landmarks

```
<header class="banner" role="banner" id="top">
  <h1 class="banner_logo"><a href="/" rel="home">
    24 ways <span>to impress your friends</span></a></h1>
</header>
```

```
<main role="main">  
  ...  
</main>
```

```
<nav class="navigation" role="navigation" id="menu">
  <h1 class="hidden">Browse 24 ways</h1>
  <ul class="nav nav-topics">
    <li class="nav_item"><a href="/topics/business/">Business</a></li>
    ...
  </ul>
  ...
</nav>
```

```
<footer class="contentinfo" role="contentinfo">
  <p class="contentinfo_copyright">
    <small>© 2005-2016 24 ways and our authors.
    <a href="/about/#colophon">Colophon</a></small>
  </p>
  <p class="contentinfo_social">
    <a href="http://feeds.feedburner.com/24ways"
       rel="alternate">Grab our RSS feed</a>
    <a href="https://twitter.com/24ways" rel="me">Follow us
       on Twitter</a>
    <a href="/newsletter">Subscribe to our newsletter</a>
  </p>
</footer>
```

Every Interface  
is a Conversation

West of House

You are standing in an open field west of a white house, with a boarded front door.

There is a small mailbox here.

> open mailbox

This is a small room with passages to the east and south and a forbidding hole leading west. Bloodstains and deep scratches (perhaps made by an axe) mar the walls.

A nasty-looking troll, brandishing a bloody axe, blocks all passages out of the room.

Your sword has begun to glow very brightly.

> kill troll

This is a small room with passages to the east and south and a forbidding hole leading west. Bloodstains and deep scratches (perhaps made by an axe) mar the walls.

A nasty-looking troll, brandishing a bloody axe, blocks all passages out of the room.

Your sword has begun to glow very brightly.

> hit the troll with the Elvish sword

[Features](#)[Pricing](#)[Support](#)[Blog](#)[More](#)[Sign Up Free](#)[Log In](#)

# Send Better Email

The image shows a screenshot of the MailChimp email editor interface. The editor has a dark header bar with the MailChimp logo, the project name 'J+S Stoneware', and a count of '1 Editing'. On the right of the header are 'Help', 'Preview and Test', and 'Save and Exit' buttons. Below the header is a navigation bar with tabs 'Content', 'Design', and 'Comments', with 'Design' being the active tab. The main content area displays a template for 'J+S STONEWARE ONLINE STORE'. The template features a large image of a woman holding a blue mug, with the text 'Can't Choose? Let Them!' below it. To the right of the template are four placeholder boxes for social media sharing and images. At the bottom of the editor is a breadcrumb navigation: 'Recipients > Setup > Template > Design > Confirm'. In front of the editor, on a white surface, are several items: a yellow bird perched on a small branch, a framed picture of a monkey, two colored pencils (blue and red), a white coffee cup next to a stack of books, and a small potted plant.

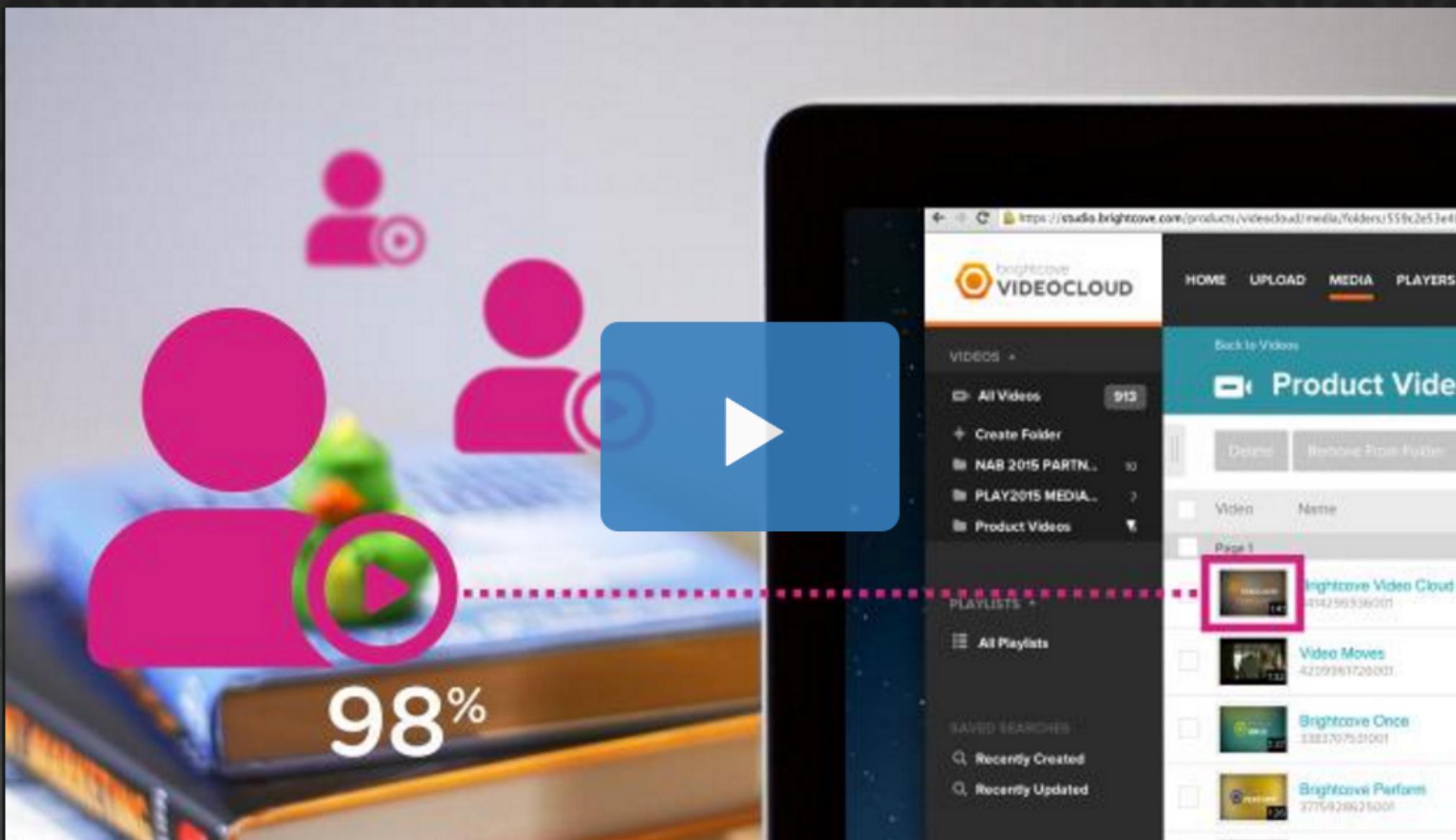
Join more than 10 million people who use MailChimp  
to design and send 600 million emails every day.

[Sign Up Free](#)

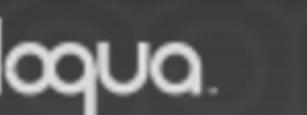
**MailChimp Pro: Advanced email marketing for \$199 / month** >



# Introducing **AUDIENCE** for the Brightcove Video Marketing Suite



- CAPTURE LEADS WITH FORMS
- TRACK INDIVIDUAL ENGAGEMENT
- SEGMENT AND SCORE LEADS
- INTEGRATE WITH MARKETING AUTOMATION PLATFORMS

 |  

# Get a response today

We love hearing about exciting new ideas. Your message will be confidentially sent to the Littlelines Founder, Matt. It'll be placed to the top of the stack and he'll respond to you today. If you'd prefer to speak to someone right away, call us at **1-877-533-8101**

*We currently have **one** spot open for new client projects*

[QUICK MESSAGE](#)

or

[KICK START PROJECT](#)

Your Name \*

Your Email \*



What's happening?

AFC  
✓



Media



Location



Poll

140



Buffer



Tweet





# How does this photo make you feel?

- Embarrassing
- Upsetting
- Saddening
- Bad Photo
- Other

# How does this photo make you feel?

- Embarrassing
- Upsetting
- Saddening
- Bad Photo
- Other    it's embarrassing

# Please describe the photo

- It's embarrassing
- It's a bad photo of me
- It makes me sad

Talk to your users  
like they talk  
to one another.

Write for People

- Be clear.
- Be concise.
- Be honest.
- Be considerate.
- Write how you speak.

Avoid Technical  
and Legal Jargon



**The operation can't be completed.**

An unexpected error occurred (error code -8058).

OK

# Medium Terms of Service

**Effective: March 7, 2016**

These Terms of Service (“Terms”) are a contract between you and A Medium Corporation. They govern your use of Medium’s sites, services, mobile apps, products, and content (“Services”).

By using Medium, you agree to these Terms. If you don’t agree to any of the Terms, you can’t use Medium.

We can change these Terms at any time. We keep a [historical](#) record of all changes to our Terms on GitHub. If a change is material, we’ll let you know before they take effect. By using Medium on or after that effective date, you agree to the new Terms. If you don’t agree to them, you should delete your account before they take effect, otherwise your use of the site and content will be subject to the new Terms.

## Content rights & responsibilities

You own the rights to the content you create and post on Medium.

When Requesting  
Feedback, Make  
It Clear That the User  
Needs to Respond

```
<label for="first_name">What's your first name?</label>
<input name="first_name" id="first_name">
```

```
<label for="first_name">What's your first name?</label>
<input name="first_name" id="first_name"
       aria-describedby="first_name-error">
<em id="first_name-error">
  Without your first name, I won't know how to address you.
  Could you please provide it?
</em>
```

When Asking a  
User to Choose,  
Clearly Present  
the Options

```
<input type="radio" name="agree" id="agree_yes" value="yes">
<label for="agree_yes">Yes</label>
```

```
<fieldset>
  <legend tabindex="0">Do you agree to the terms of service
    for this site?</legend>
  <input type="radio" name="agree" id="agree_yes" value="yes">
    <label for="agree_yes">Yes</label>
  <input type="radio" name="agree" id="agree_no" value="no">
    <label for="agree_no">No</label>
</fieldset>
```

```
<nav id="nav" tabindex="0" aria-labelledby="nav-title">
  <h1 id="nav-title" class="hidden">Here's what you can
    find on this site:</h1>
  <ul>
    <li><a href="/about/"><b class="hidden">A Bit
      </b>About<b class="hidden"> Me</b></a></li>
    <li><a href="/notebook/"><b class="hidden">Entries in My
      </b>Notebook</a></li>
    ...
  </ul>
</nav>
```

THE TWO-WAY - NEWS BLOG

## Zika Linked To Microcephaly, Health Agencies Say

Scientists have been working for months to establish the connection between the virus and the brain damage they have seen in babies. More research is needed to establish how much danger a fetus is in if a pregnant woman becomes infected.



Felipe Dana/AP

THE SALT

## Your Quinoa Habit Really Did Help Peru's Poor. But There's Trouble Ahead

Headlines once warned the global quinoa boom was putting the nutritious crop out of the reach of those who grow it. New studies put those fears to rest. But bad news may loom for Andean farmers.



# WHAT WOULD MAKE AN HONEST MAN LIE TO HIS DAUGHTER EVERY NIGHT?

R · POLICIA NO PASAR · PO  
CIA NO PASAR · POLICIA NO

Find out on NPR's new podcast  
hosted by Kelly McEvers

npr

# EMBEDDED

PREMIERES MARCH 31

LISTEN TO THE TRAILER

```
<nav class="global-navigation" role="navigation"  
aria-label="main navigation">  
...  
</nav>
```

Prompts Should  
be Short, While  
Still Being Clear

ALBERT EINSTEIN

---

It can scarcely be denied that the supreme goal of all theory is to make the irreducible basic elements as simple and as few as possible without having to surrender the adequate representation of a single datum of experience.

ALBERT EINSTEIN  
(VIA ROBERT SESSIONS)

---

Everything should be  
as simple as it can be  
but not simpler.

THIS IS REAL COPY

---

Heavy rains throughout most of the State have given an optimistic outlook for lessened fire danger for the rest of the season. However, an abundance of lightning maintains a certain amount of hazard in isolated areas that have not received an excessive amount of rain.

## IT COULD BE SO MUCH BETTER

---

Heavy rains throughout most of the State have lessened fire danger for the rest of the season. However, lightning threatens isolated dry areas.

If you are a registered social landlord or a private registered provider of social housing claiming possession of premises let under a demoted assured shorthold tenancy, you should complete **only** sections 1 and 5 to 9.

**1. The claimant seeks an order that the defendant(s) give possession of:**

(If the premises of which you seek possession are part of a building identify the part eg. Flat 3, Rooms 6 and 7)

Postcode

('the premises') which is  a dwelling house  part of a dwellinghouse

Is it a demoted tenancy?  Yes  No

**If Yes, complete the following:**

On the  DD /  MM /  YY , the  County Court

made a demotion order. A copy of the most recent (assured) (secure) tenancy agreement marked 'A' and a copy of the demotion order marked 'B' is attached to this claim form. The defendant was previously (an assured) (a secure) tenant.

# Property

What kind of property do you want to take back?

A self-contained house, flat or bedsit

Room or rooms in a property.  
Tenants may share kitchen or bathroom

Postcode

Find address

► [Enter address manually](#)

Ask Only  
Necessary  
Questions

1 Select parking ..... 2 Your details ..... 3 Select options..... 

## Contact

Title:

First Name:

Last Name:

Phone Number:

Email:

## Address

Address 1:

Address 2:

Address 3:

City:

Postcode

## Flight

Return Flight Number:

Destination:

Passengers:

## Vehicle 1

Vehicle Type:

Standard

Please note that parking and additional services are charged at a higher rate for 4X4's and Van's

Number Plate:

Make:

Model:

Colour:

[Add another vehicle](#)

## Your booking so far

Airport

Edinburgh

Car Park

Flying Scot (Edinburgh)

Departing

6 Jul 2011 00:00

Returning

7 Jul 2011 00:00

Days

2

Parking Cost

£14.99

## YOUR TOTAL

**£14.99**

[Back](#) [Continue](#)

# Book your Airport Parking online

1 Select parking ..... 2 Your details ..... 3 Select options ..... 

## Your Details

First Name:

Last Name:

Email:

Phone Number:

## Vehicle 1 Details

Select Your Vehicle Type:  Car  Van  4x4

Vehicle Number Plate:

[Add another vehicle](#)



### Your booking so far

Airport

Edinburgh

Car Park

Flying Scot (Edinburgh)

Departing

6 Jul 2011 00:00

Returning

7 Jul 2011 00:00

Days

2

Parking Cost

£14.99

**YOUR TOTAL**

**£14.99**

[Back](#)

[Continue](#)

Phone Number:

Present  
Information  
in Consumable  
Pieces

The top seller in the garden department is Repel Lemon Eucalyptus Natural Insect Repellent, 4-Ounce Pump Spray

Would you like to hear the rest?

# Demystifying Accessibility





# HTML5 Accessibility

Get the current accessibility support status of HTML features across major browsers.

## Browser Results

## Overview

## Feature Support

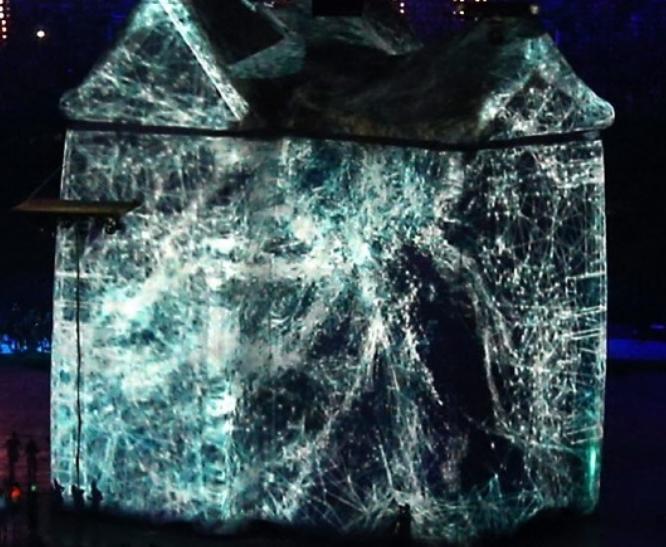
How to Test

## **Notes & Further Resources**



Accessibility is not  
About Disabilities  
It's About People

THIS IS FOR ALL  
THIS IS FOR EVERYONE

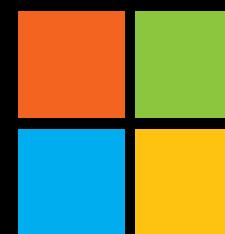


# Thank you!

@AaronGustafson

aaron-gustafson.com

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Microsoft