

DSGN-270

Day #4

Show everyone how to submit their paper before starting.

Diversity in Tech

We talked a bit about ethical design yesterday, and today I'm going to cover some of the issues that may be faced by underrepresented groups in tech.

This is kind of a serious topic to start the day off with, but I'm going over these issues so that you can be more aware of how they may affect you or your design decisions. I'm going over these issues so that you can also help others who might have more disadvantages than you do.

In Silicon Valley, **76%** of technical jobs are held by men, and Black and Hispanic workers only make up **5%** of the workforce.

<https://www.forbes.com/sites/lisawinning/2018/03/13/its-time-to-prioritize-diversity-across-tech/#135a43eb16f8>

First up, some statistics.

Contrast this with the general US population where men make up 49% of the population and Black and Hispanic people make up 31% of the population.

Women in STEM make **\$16,000 less** on average than their male counterparts, and if you're black or Hispanic, you might be making **\$14,000 less** than your white coworker.

<https://www.wired.com/story/computer-science-graduates-diversity/>

1 in 10 women in tech experience unwanted sexual attention, and nearly **1 in 4** people of color face stereotyping.

<https://www.theguardian.com/technology/2017/apr/27/tech-industry-sexism-racism-silicon-valley-study>

30% of underrepresented women said they were passed over for a promotion, a rate significantly higher than white and Asian women.

<https://www.theguardian.com/technology/2017/apr/27/tech-industry-sexism-racism-silicon-valley-study>

LGBT tech workers were the most likely to experience bullying and hostility, with **25%** citing “rude and condescending behavior” and **24%** saying they were publicly humiliated or embarrassed.

<https://www.theguardian.com/technology/2017/apr/27/tech-industry-sexism-racism-silicon-valley-study>

Tech workers most frequently cited
“unfairness or mistreatment” as
the reason for leaving jobs.

<https://www.theguardian.com/technology/2017/apr/27/tech-industry-sexism-racism-silicon-valley-study>

The annual cost to tech companies
for turnover due to unfairness
could be **\$16 billion.**

<https://www.theguardian.com/technology/2017/apr/27/tech-industry-sexism-racism-silicon-valley-study>

So these aren't great statistics. The tech field isn't currently as diverse, inclusive, or as welcoming as it could be. And that has consequences for our work.

Lack of Diversity -> Bad Design Decisions



https://twitter.com/nke_ise/status/897756900753891328

If employees aren't diverse, their ideas, their opinions, their approaches to problems aren't going to be diverse either.

– When you're working on an idea, a design problem, the more different voices you can bring to the table, the better ideas you can come up with collectively.

play short video clip – what is happening here?

other products that leave people out

– Facebook is known for having suspended the accounts of several Native American users, claiming that their names, like Lance Brown Eyes, weren't real.

– People with last names like De La Cruz were told that their names had too many words. Transgender people, who may use a name different than their legal name, have also had their names rejected or their accounts suspended.

– Asian people have had their names rejected, despite providing legal documentation, because their name in their own language is the same letters as a word that is considered inappropriate in English.

– People who are hiding from abusive partners have been prevented from using a name that's not their legal name.

– If this Facebook team was more diverse, they may have realized their strict name rules may cause problems for real people.

Battling Unconscious Bias

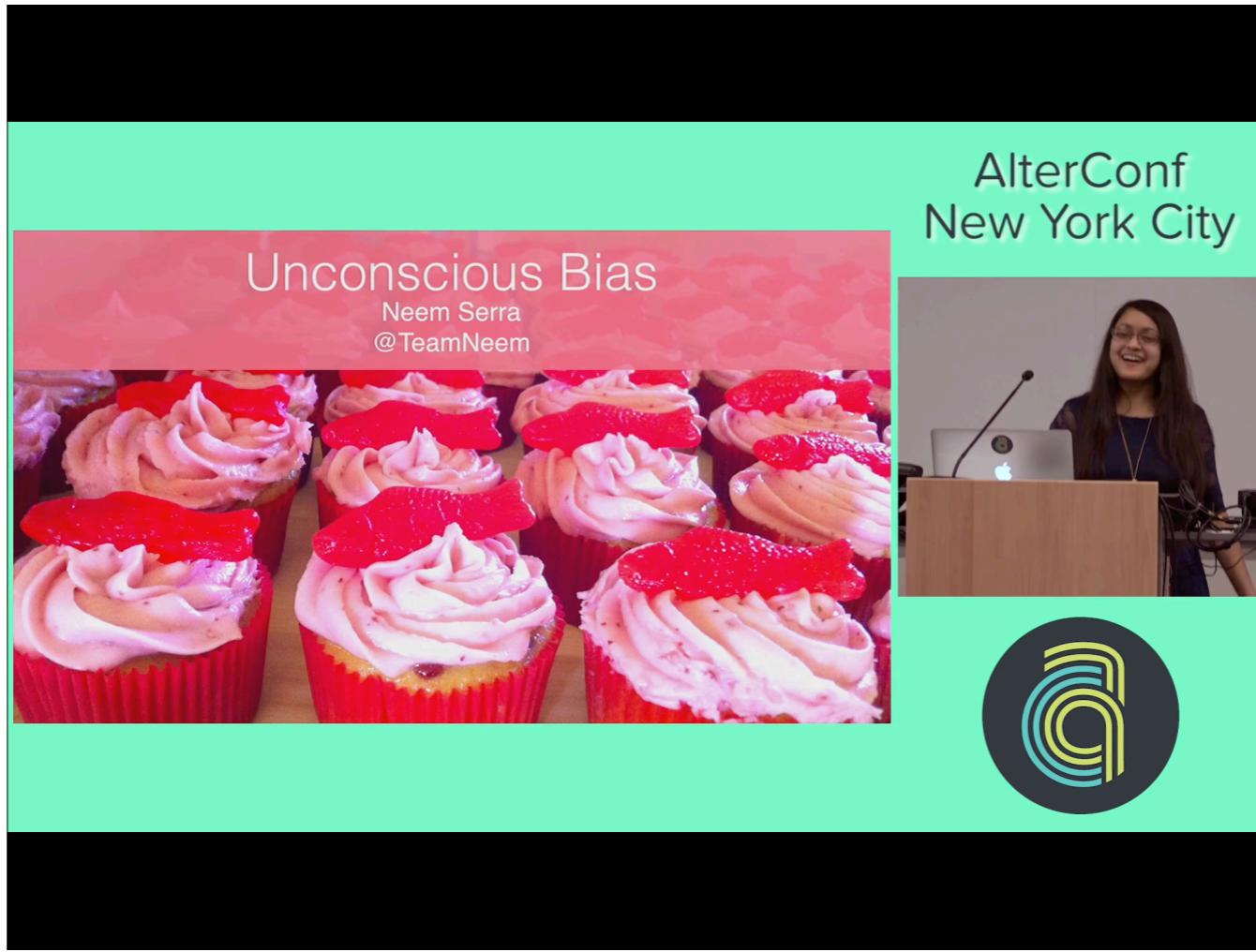
by Neem Serra



<https://www.alterconf.com/talks/battling-unconscious-bias>

We need more diversity in tech. So what can each of us do to value diversity and make tech better for the people around us?

So now we're going to watch a video about unconscious bias. Unconscious biases affect our perceptions, decisions, and interactions every day. This video covers how to recognize and counter the biases that play a part in interviewing, creating designs, and day-to-day interactions with other people.

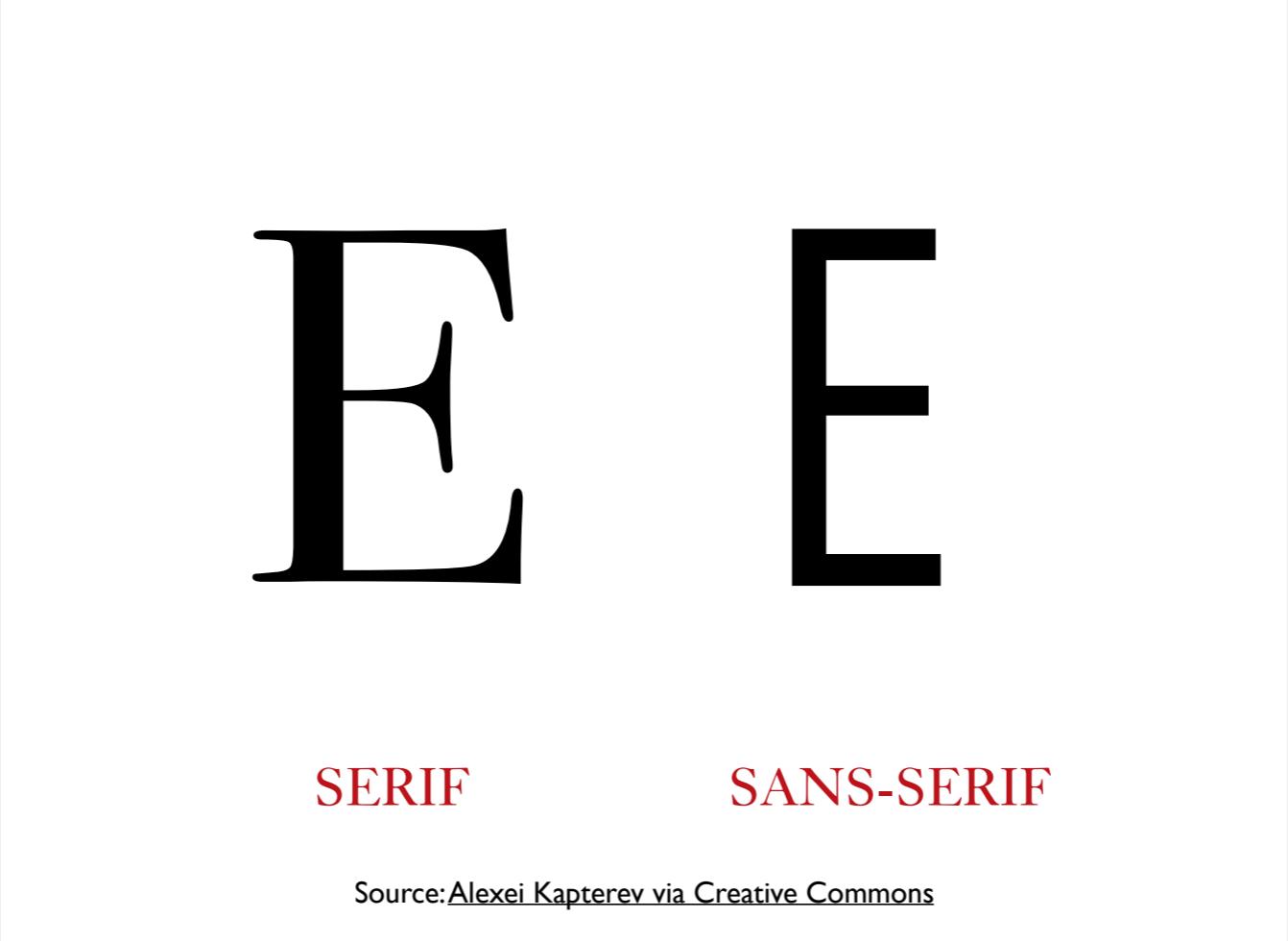


Does anyone have any thoughts to share?

(Finished by 8:40am?)

Typography

- Alright, so now we're going to talk about Visual Design.
- Let's start with Typography.
- Typography sets the tone of your website and content message
- needs to be easy to read
- If you use more than one font, make sure they look good together
- If you have too many, it may increase how long it takes your page to load
- body text needs to be as easy to read as possible
- headings are larger so can be more detailed
- Test font choices with real headlines and body text



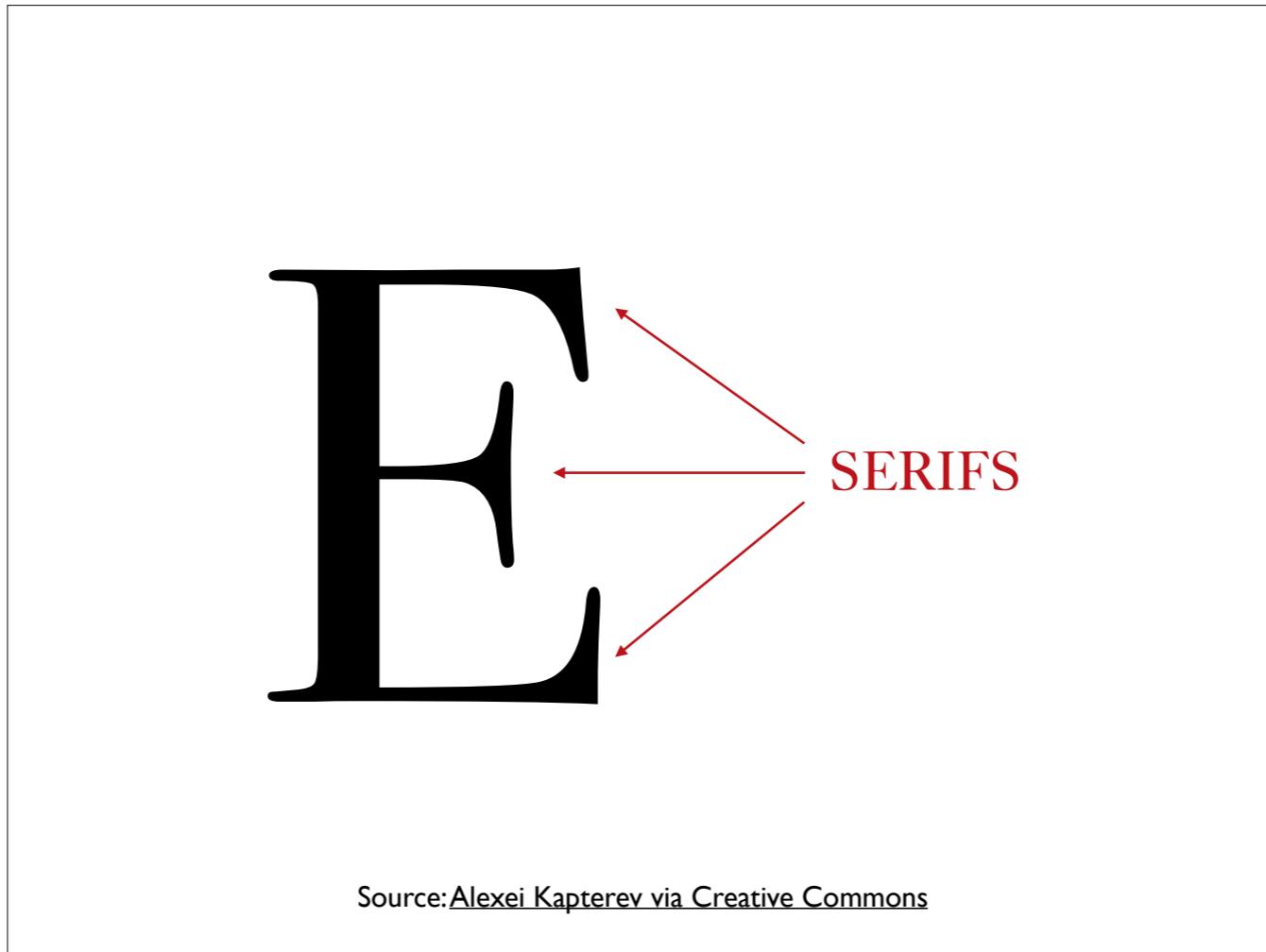
E E

SERIF

SANS-SERIF

Source: [Alexei Kapterev via Creative Commons](#)

Two types of fonts that you'll use a lot in web design are serif and sans-serif.



Source: [Alexei Kapterev via Creative Commons](#)

The small features on the ends of strokes are known as “Serifs.”

Serif

Respectable, stable and classy



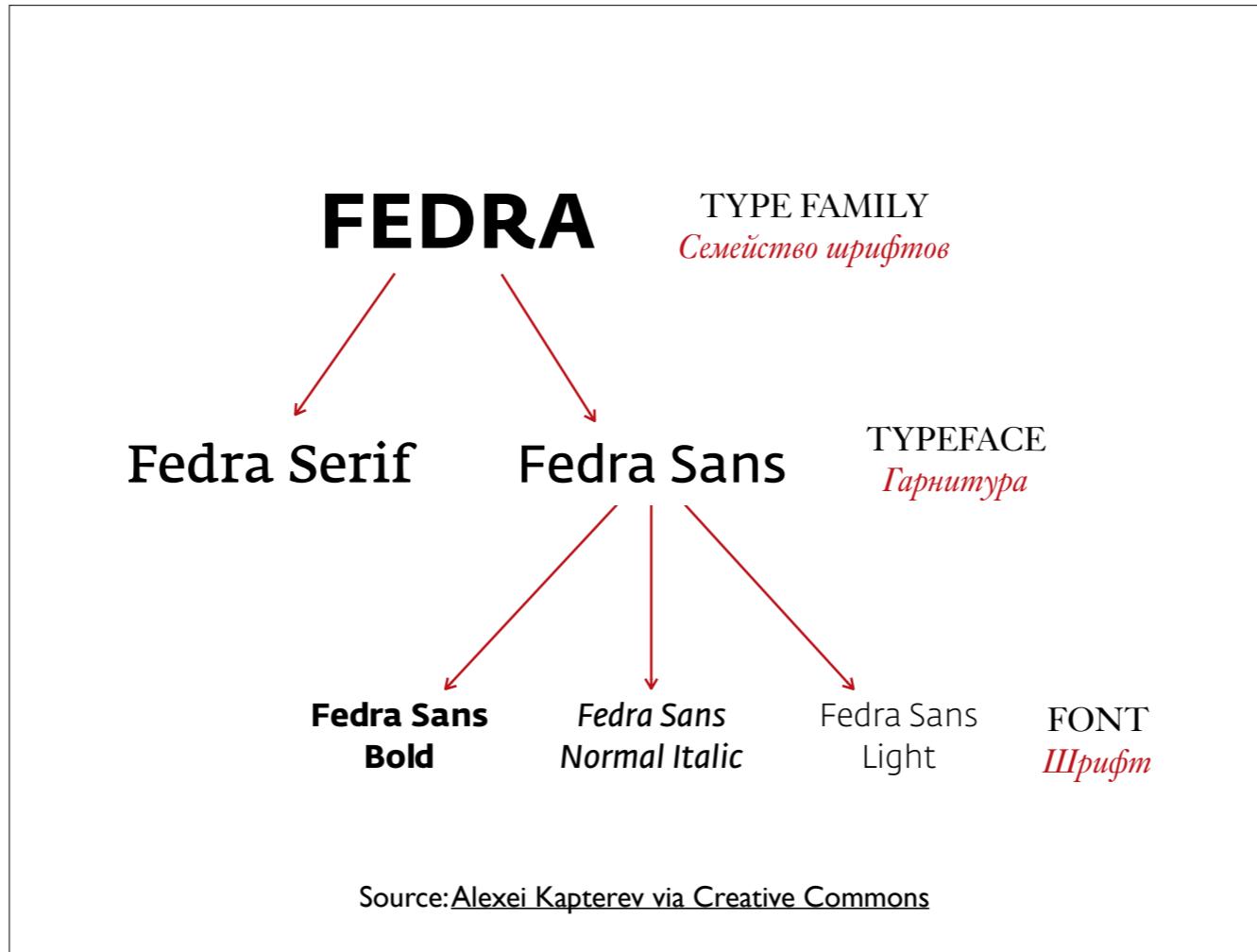
Sans-Serif

Modern, hip and edgy

Source: [Alexei Kaptelev via Creative Commons](#)

serif fonts are more readable

sans-serif fonts used to be more readable on screens back when resolutions were lower (couldn't display serifs properly), but not anymore with high-res screens



- The words font and typeface are often used interchangeably but there are differences.
- So here's an example of a Type Family named Fedra. The Fedra Type Family is made up of 2 Typefaces named Fedra Serif and Fedra Sans. Within each typeface, there are fonts. In this example, we can see that the Fedra Sans Typeface has a Fedra Sans Bold font, a Fedra Sans Normal Italic font and a Fedra Sans Light font.

Font Size

**good minimum: 1em /
16px**

- a lot of sites have text that's too small
- people at the age of 40 start having trouble with near vision
- you should use a minimum of 1 em in CSS or 16 px
- many modern websites use even larger font sizes
- medium.com, for example, uses a base font size of 21px

The font size you choose can and should change between screen sizes.

- computers are farther from the user's face than handheld reading devices
- small screens can use smaller type because users can adjust the distance

Line Height (Leading)

Line height or leading is the space between rows of text.

Wild Animals I Have Known

By Ernest Thompson Seton

These stories are true. Although I have left the strict line of historical truth in many places, the animals in this book were all real characters. They lived the lives I have depicted, and showed the stamp of heroism and personality more strongly by far than it has been in the power of my pen to tell.

I believe that natural history has lost much by the vague general treatment that is so common. What satisfaction would be derived from a ten-page sketch of the habits and customs of Man? How much more profitable it would be to devote that space to the life of some one great man. This is the principle I have endeavored to apply to my animals. The real personality of the individual, and his view of life are my theme, rather than the ways of the race in general, as viewed by a casual and hostile human eye.

This may sound inconsistent in view of my having pieced together some of the characters, but that was made necessary by the fragmentary nature of the records. There is, however, almost no deviation from the truth in Lobo, Bingo, and the Mustang.

Lobo lived his wild romantic life from 1889 to 1894 in the Currumpaw region, as the ranchmen know too well, and died, precisely as related, on January 31, 1894.

Bingo was my dog from 1882 to 1888, in spite of interruptions, caused by lengthy visits to New York, as my Manitoban friends will remember. And my old friend, the owner of Tan, will learn from these pages how his dog really died.

The Mustang lived not far from Lobo in the early nineties. The story is given strictly as

Pay attention to the line height that you set for body text like paragraphs

A line height of 1 = no space between lines

text looks squished

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line height 2 = too far apart
difficult to read
eyes can't track easily from end of one line to beginning of next

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1.4 line height

- studies show on average, 1.4 is good line height
- for making text easier to read
- depends on other variables such as typeface, line length, weight of text
- looser text – relaxed and inviting texture
- tighter spacing – sense of urgency or abundance, maximizing available real estate

Fait Accompli: Agentive Tech Is Here

by Chris Noessel · May 09, 2017

Published in User Experience, Interaction Design, Browsers



A note from the editors: We're pleased to share an excerpt from Chapter 2 of Chris Noessel's new book, *Designing Agentive Technology, AI That Works for People*, available now from Rosenfeld Media. For a limited time, ALA readers can get 20% off Chris's book by using the code 'ALADAT' on the Rosenfeld Media site.

Similar to intelligence, agency can be thought of as a spectrum. Some things are more agentive than others. Is a hammer agentive? No. I mean if you want to be indulgently philosophical, you could propose that the metal head is acting on the nail per request by the rich gestural command the user provides to the handle. But the fact that it's always available to the user's hand during the task means it's a tool—that is, part of the user's attention and ongoing effort.



Less philosophically, is an internet search an example of an agent? Certainly the user states a need, and the software rummages through its internal model of the internet to retrieve likely matches. This direct cause-and-effect means that it's more like the hammer with its practically instantaneous cause-and-effect. Still a tool.

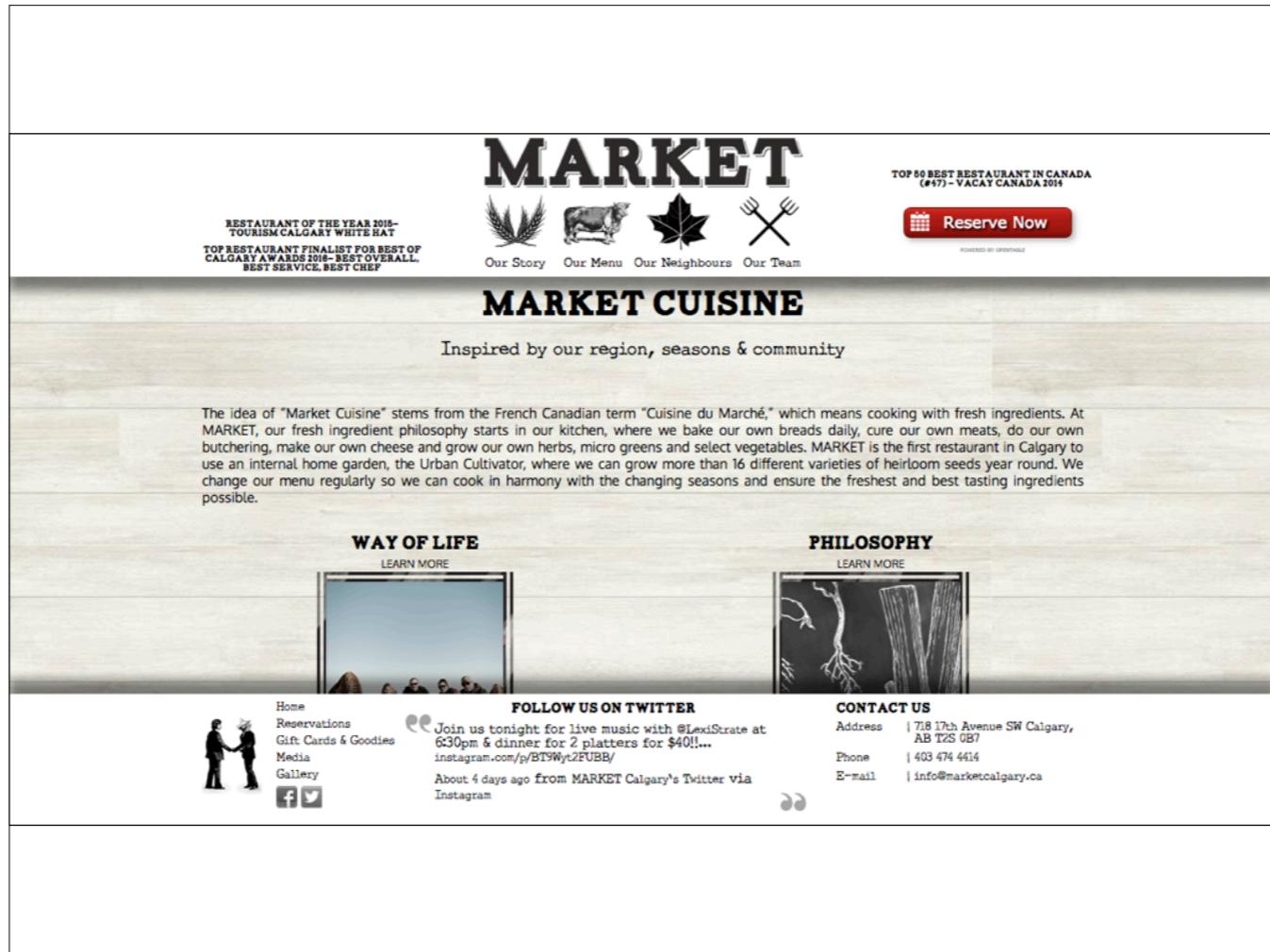
But as you saw before, when Google lets you save that search, such that it sits out there, letting you pay attention to other things, and lets you know when new results come in,

2 comments

Share this on



Here's an example of good type size



The screenshot shows the homepage of Market Restaurant's website. At the top, there's a banner with icons for a wheat stalk, a cow, a maple leaf, and crossed cutlery. Below the banner, the word "MARKET" is prominently displayed in large, bold letters. To the right, it says "TOP 50 REST RESTAURANT IN CANADA (#47) - VACAY CANADA 2014". A red "Reserve Now" button is located on the right side of the header. Below the header, the main title "MARKET CUISINE" is centered, with the subtitle "Inspired by our region, seasons & community" underneath. A detailed paragraph explains their philosophy of using fresh ingredients from their own kitchen, including baking breads, curing meats, butchering, cheese making, and growing herbs and vegetables. Below this, there are two sections: "WAY OF LIFE" and "PHILOSOPHY", each with a "LEARN MORE" link and a small image. The "WAY OF LIFE" section features a black and white photo of people at a market. The "PHILOSOPHY" section features a black and white photo of plants and roots. At the bottom left, there's a small icon of two people shaking hands, followed by links to "Home", "Reservations", "Gift Cards & Goodies", "Media", and "Gallery". Social media links for Facebook and Twitter are also present. On the right, there's a "FOLLOW US ON TWITTER" section with a tweet from LexiStrate and contact information: Address (718 17th Avenue SW Calgary, AB T2S 0B7), Phone (403 474 4414), and E-mail (info@marketcalgary.ca). The footer is mostly blank.

Here the lines too close together, also length is too long

Line Length (Measure)

Which brings us to line length or measure.

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The Mustang lived not far from Lobo in the early nineties. The story is given strictly as it occurred, excepting that there is a dispute as to the manner of his death. According to some testimony he broke his neck in the corral that he was first taken to. Old Turkeytrack is where he cannot be consulted to settle it.

Wully is, in a sense, a compound of two dogs; both were mongrels, of some collie blood, and were raised as sheep-dogs. The first part of Wully is given as it happened, after that it was known only that he became a savage, treacherous sheep-killer. The details of the second part belong really to another, a similar yaller dog, who long lived the double-life—a faithful sheep-dog by day, and a bloodthirsty, treacherous monster by night. Such things are less rare than is supposed, and since writing these stories I have heard of another double-lived sheep-dog

super long lines are difficult to read

It's hard for eyes to go from end of one line to beginning of next

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I believe that natural history has lost much by the vague general treatment that is so common. What satisfaction would be derived from a ten-page sketch of the habits and customs of Man? How much more

short lines interrupt the flow of reading
It's tiring to move your eyes back and forth too much

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45-75 Characters

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studies indicate that the optimum number is between 45–75 characters

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac nunc lacus.

When determining your line length, you should choose the typeface first.
these are all same font size, but they take up a different amount of horizontal space

Hello, **Black Mirror**-ish version of yourself. Welcome to your new job!

Many are nervous during their first day at work, but don't worry. It's easy, and with minimal effort you will excel at your new career.



You've obviously found your workstation. Your job is to sit here and wait for a badge or notification to appear. When it does, you'll hear a beep or a ding, letting you know that it's time to get to work. Quickly type whatever message, accept whatever invite, or install whatever update that is required to make the badge or notification disappear. That's it.

<http://trentwalton.com/articles/2017/04/10/the-notification-machine.html>

go to site

example of putting all this together, Trent Walton's site
you can see font size and margins change as wider

Justification & Hyphenation

Now let's talk about justification and hyphenation.

Left-aligned

I tried and abandoned Inventor's Outlook in Freeport, Gnomeland Security in Steamfont, the Drednever Crash Site in The Bonemire and Dropship Landing Zone in The Moors of Ykesha. At some point, one of these 'expert analysts' is going to mention that, perhaps, in order to make money in the gaming sector, you might want to try making a good game, right? Now, there's a very lore-centric reason that Turbine chose to exclude female dwarves, and it's not that they don't exist. I check the GTN each time I play before I start gaming for realxies, and again before I log for the night.

Justified

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Here's an example of left-aligned text vs justified text.

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justified doesn't work on narrow screens
since lines are short, hard to distribute spaces

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left-aligned means you don't have those white spaces
but right margin is ragged

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Here you can see the differences in white space between words.

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(Just go to next slide)

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adding hyphenation smooths out right margin

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Centered Text

Completely impact multifunctional processes and wireless supply chains. Dynamically engage business meta-services for market-driven data. Collaboratively restore cross-platform users before client-centered manufactured products.

Assertively evolve long-term high-impact portals through visionary solutions. Professionally harness standardized portals vis-a-vis resource maximizing deliverables. Continually coordinate stand-alone applications rather than virtual communities.

Left Aligned Text

Has a straight left edge
Each line starts at the same edge

Completely impact multifunctional processes and wireless supply chains. Dynamically engage business meta-services for market-driven data. Collaboratively restore cross-platform users before client-centered manufactured products.

Assertively evolve long-term high-impact portals through visionary solutions. Professionally harness standardized portals vis-a-vis resource maximizing deliverables. Continually coordinate stand-alone applications rather than virtual communities.

Centered Text

Has a ragged left edge
Each line starts at a different edge

Credit: [UX Movement](#)

avoid centered text

you can read easier if your eyes return to beginning of line (left aligned)

It is okay for very short blurb (2-3 lines)

Centered Heading

Centered Headline

Left aligned paragraph text does not combine well with centered text. Unsymmetrical line lengths of the paragraph can give the headline the appearance that it's slightly off-center.

Centered Headline

Left aligned paragraph text does not combine well with centered text. Unsymmetrical line lengths of the paragraph can give the headline the appearance that it's slightly off-center.

Credit: [UX Movement](#)

don't use a centered heading with left-aligned text because it looks unbalanced

ALL CAPS

Avoid using all caps

BELONG



T-shirts



Story



Wall



Bag

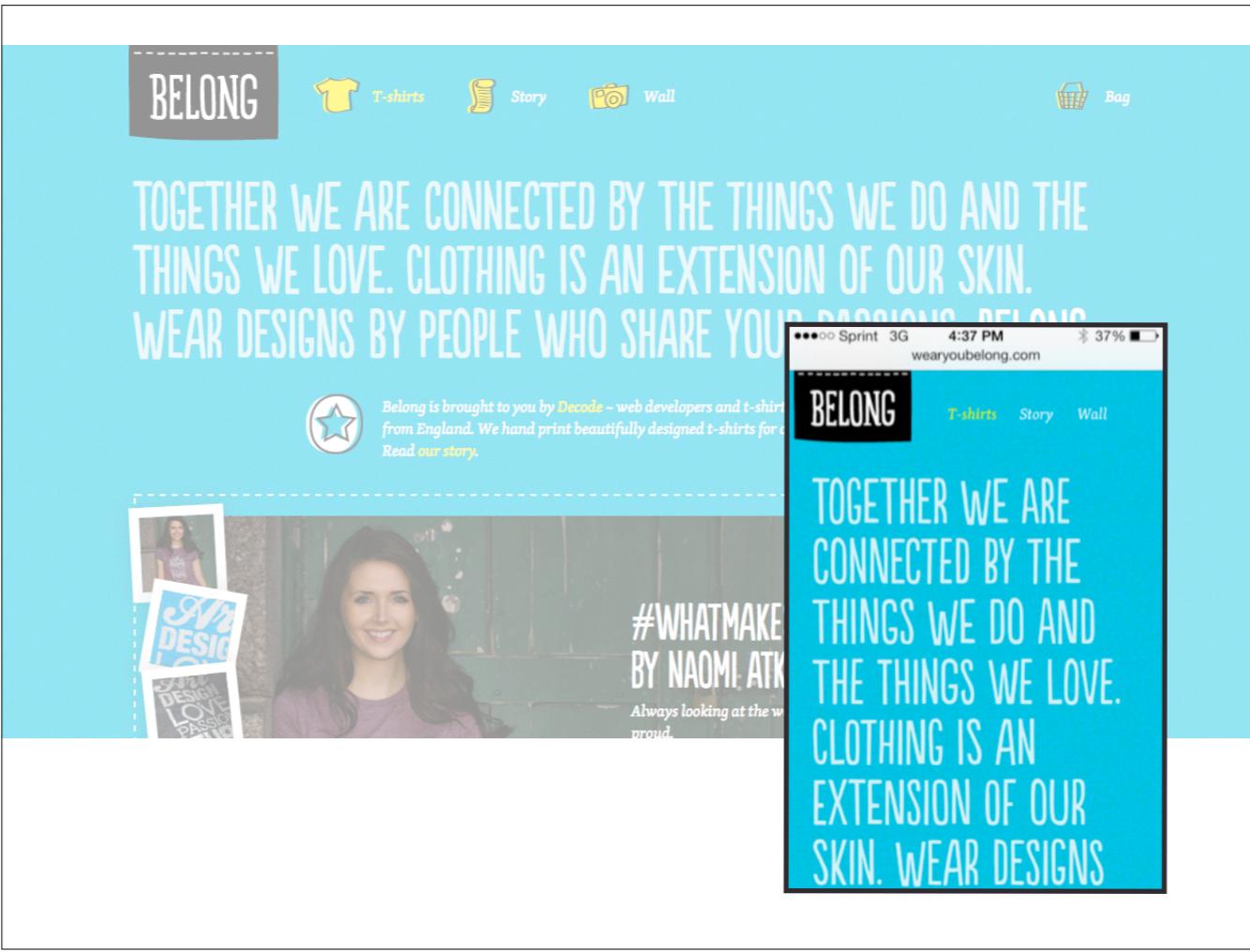
TOGETHER WE ARE CONNECTED BY THE THINGS WE DO AND THE
THINGS WE LOVE. CLOTHING IS AN EXTENSION OF OUR SKIN.
WEAR DESIGNS BY PEOPLE WHO SHARE YOUR PASSIONS. BELONG.



Belong is brought to you by [Decode](#) - web developers and t-shirt aficionados from England. We hand print beautifully designed t-shirts for others to enjoy. [Read our story](#).



This website uses all caps as part of their branding.



But you can't read their entire blurb on a small screen
sometimes a tradeoff is necessary

Fonts on the Web

So let's talk about web fonts.

Early Web Fonts

Back In The Day

We were limited to system fonts provided by Windows and OS X. These really limited us to Times New Roman, Georgia, Arial and Verdana.

Then there were javascript solutions.

now, you can embed fonts on your site.

You can host the font file on your own server, or use a service

It may look different on different devices

Text in Images



3D Text

It used to be that if you wanted a fancy font effect like 3d text, you'd have to create an image and use that. These days there's no need to use images to get a nice looking text outside of some promotional banners. Text in images can't be read by search engines and can't be edited in a CMS so there's no place for it in today's web.

Modern Web Fonts

Self-hosting or Font Service

Font choice is pretty much unlimited depending on your audience.

You can self-host the font. Buy it or download a free one and implement it on your site.

Or use a font service – they give you CSS or JS online interface, choose options and settings subscription pricing based on pageviews (Google Fonts free)

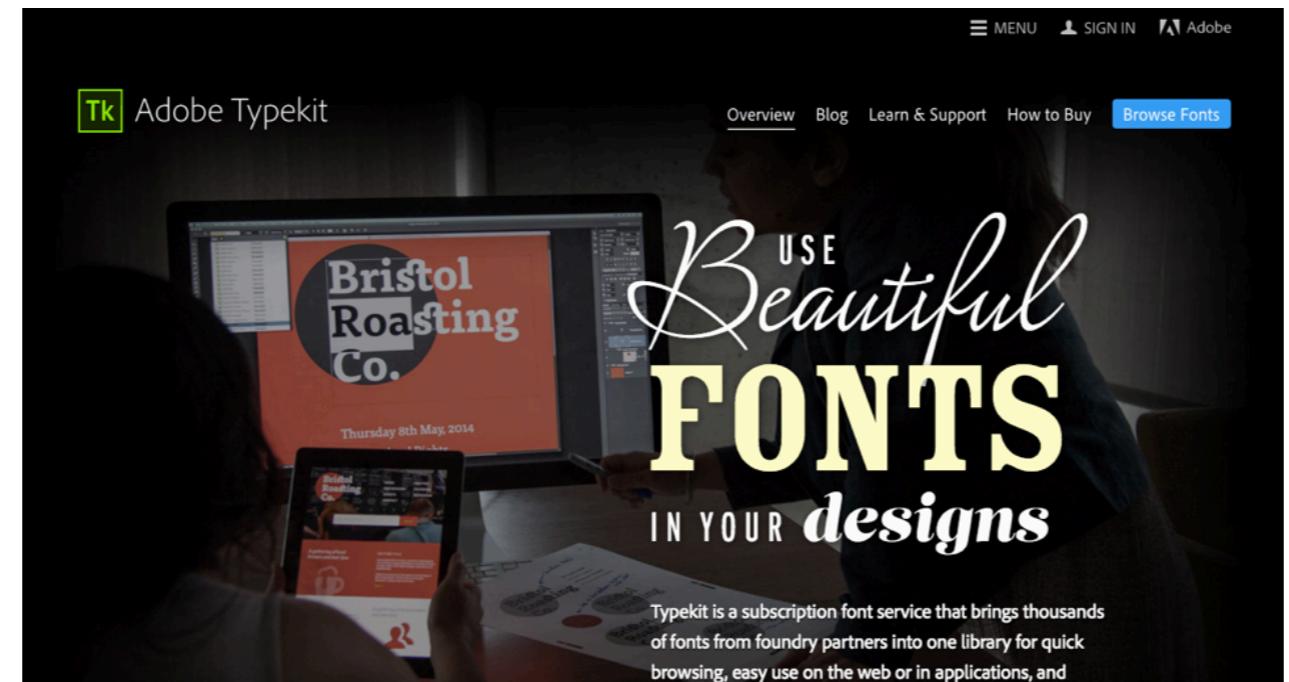
Licensing

Not all fonts are free. So depending on your chosen fonts you'll need to make sure you acquire appropriate licensing to use it.

FREE FONT websites

- make sure they're really free

Typekit



<https://typekit.com/>

- one of many companies

FREE
limited selection of fonts
use on only one website
limited page views

\$50/year
unlimited sites, larger number of pageviews

business/enterprise – more pageviews

Google Fonts

The screenshot shows the Google Fonts homepage. At the top, there's a navigation bar with links for DIRECTORY, FEATURED, ABOUT, and a user icon. To the right is a search bar with the placeholder "Search". On the left, it says "Viewing 813 of 813 font families". The main content area displays four font families in a grid:

- Roboto** by Christian Robertson (12 styles). Preview text: "All their equipment and instruments are alive."
- Padauk** by SIL International (2 styles). Preview text: "A red flair silhouetted the jagged edge of a wing."
- Frank Ruhl Libre** by Yanek Iontef (5 styles). Preview text: "I watched the storm, so beautiful yet terrific."
- Open Sans** by Steve Matteson (10 styles). Preview text: "Almost before we knew it, we had left the ground."

On the right side of the page, there are several filter sections:

- Categories**: Includes checked boxes for Serif, Sans Serif, Display, Handwriting, and Monospace.
- Sorting**: Set to "Trending".
- Languages**: Set to "All Languages".
- Number of styles**: A slider with a range from 0 to 100.
- Thickness**: A slider with a range from 0 to 100.
- Slant**: A slider with a range from 0 to 100.

<https://www.google.com/fonts>

free

show them how this works, it's easy to pick fonts and then you get code to copy

- search by
- language
- click on it
- see all the characters
- styles
- pairings
- Select This Font
- embed
- load time

Google Fonts

- PT Sans and Serif
- Alegreya
- Andika
- Montserrat
- Capriola

here are some good ones to start with

why free? Google pays current market rates to commission type designs, to encourage designers to use text instead of images for stylized text (searchable, translatable)

Free Fonts - Quality

One issue with many free fonts is the space between characters, which is known as kerning. When you test fonts, make sure to use real words instead of the alphabet so you can more clearly see any kerning issues.



Association
Association

Credit: [Creative Publishing Network](#)

free font (top): bad proportions, inconsistent stroke widths, varying serifs, and poor kerning –spacing between characters (kerning)

too much space after A



Credit: [Creative Publishing Network](#)

free font (top): it contains no kern pairs, making for uneven overall spacing

- example A V

other things to look for that might be missing in free fonts

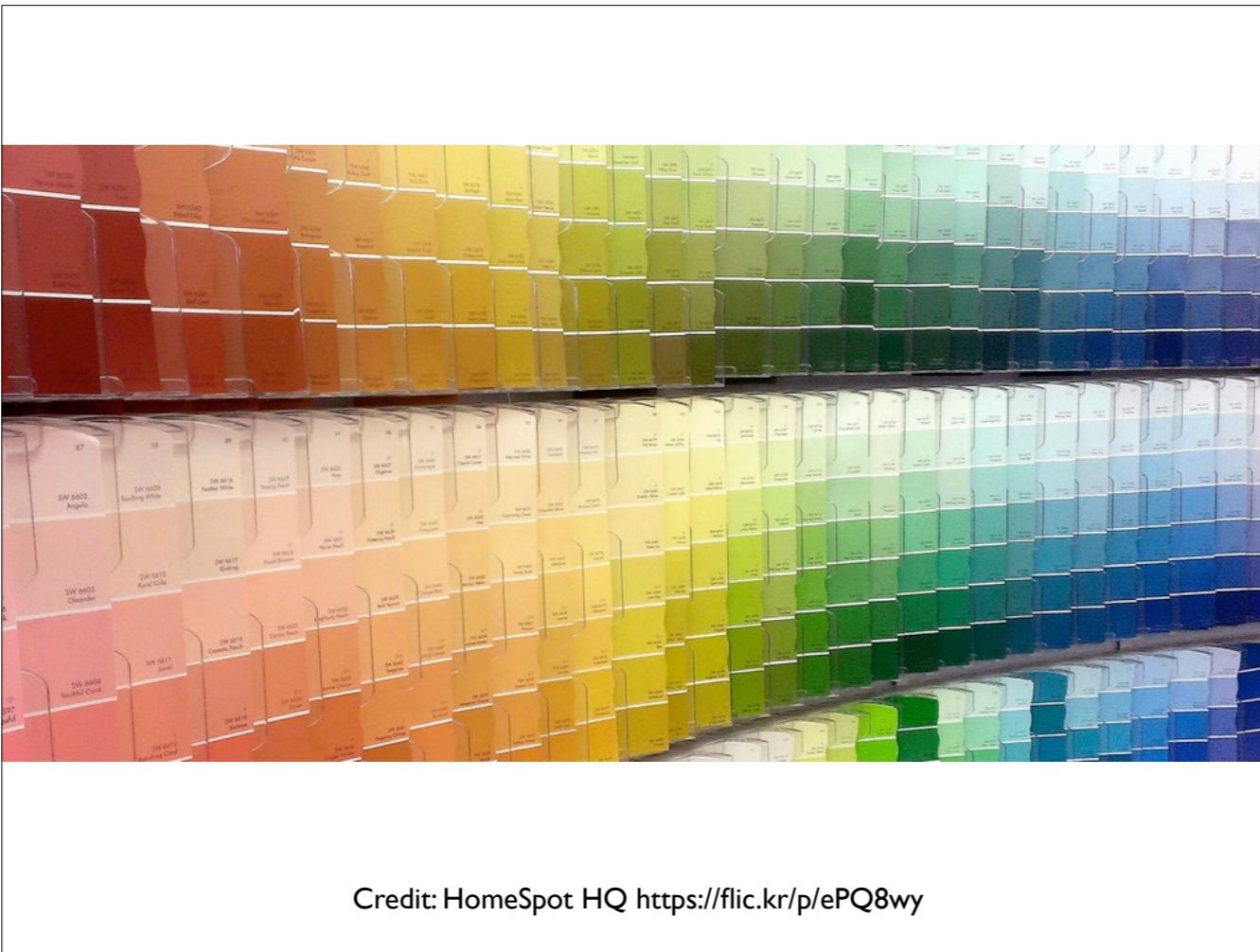
- free fonts may have a limited character set
- no numbers
- no punctuation except period

make sure font you use has all the characters you need

Colour

Perception of Color

apart from color blindness
do the rest of us see the same colors?



- it's a common joke that men see fewer colors
 - it is true though that generally speaking, men are less adept at distinguishing shades in the middle of spectrum (blue, green, yellow)
 - this is due to how some hormones alter development in the visual cortex
 - warmer colors like orange seem redder to men
 - greens seem yellower to men



Credit: JD Hancock <https://flic.kr/p/7HgIaa>

- language also affects perception of color
- if we use large boxes of crayons, we learn colors like red, rust, brick
- If grow up in cultures with less color names, we don't learn to distinguish as many colors
- In one African language, red and orange use the same word
but there are more words for different shades of green (there is less red/orange in natural environment so those words aren't needed)
- In Russia, there are different words for light blue and dark blue, instead of the both being a type of blue

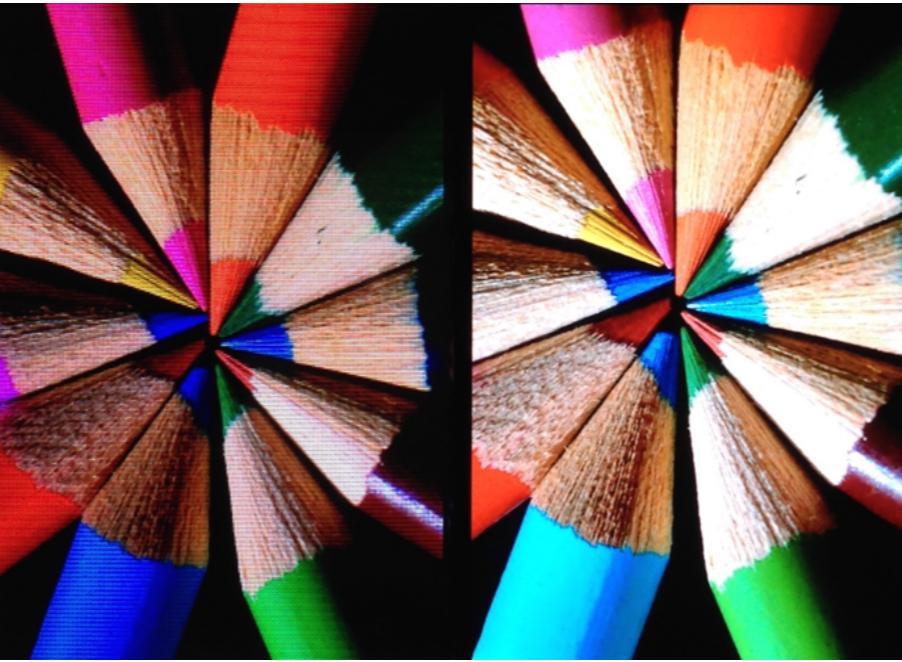
Screens

The screens we use can also alter the way colors look.



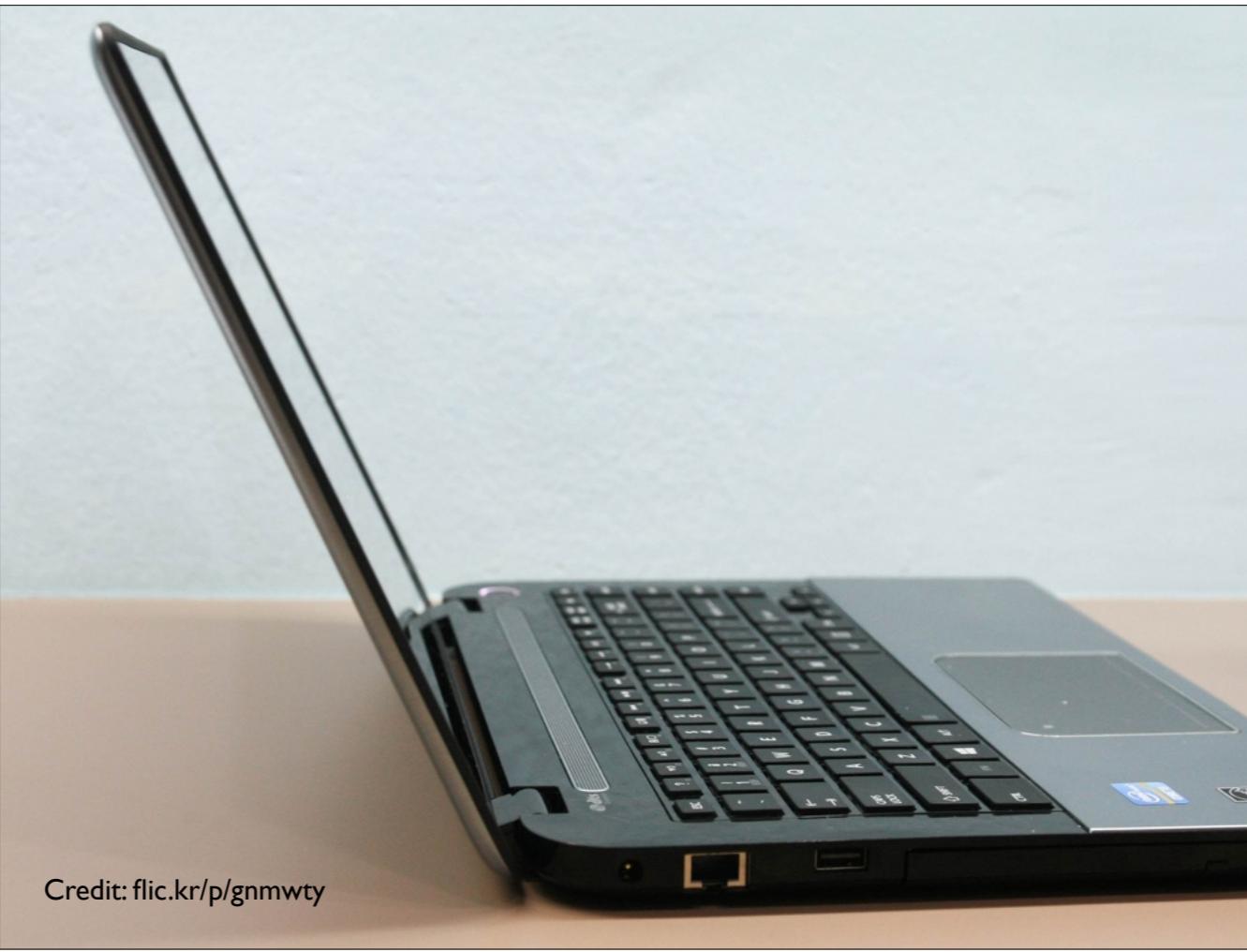
Credit: Rusty Clark flic.kr/p/dyy44R

- you can see difference in a TV store, same program on all TVs at once
- individual unit may change color over years



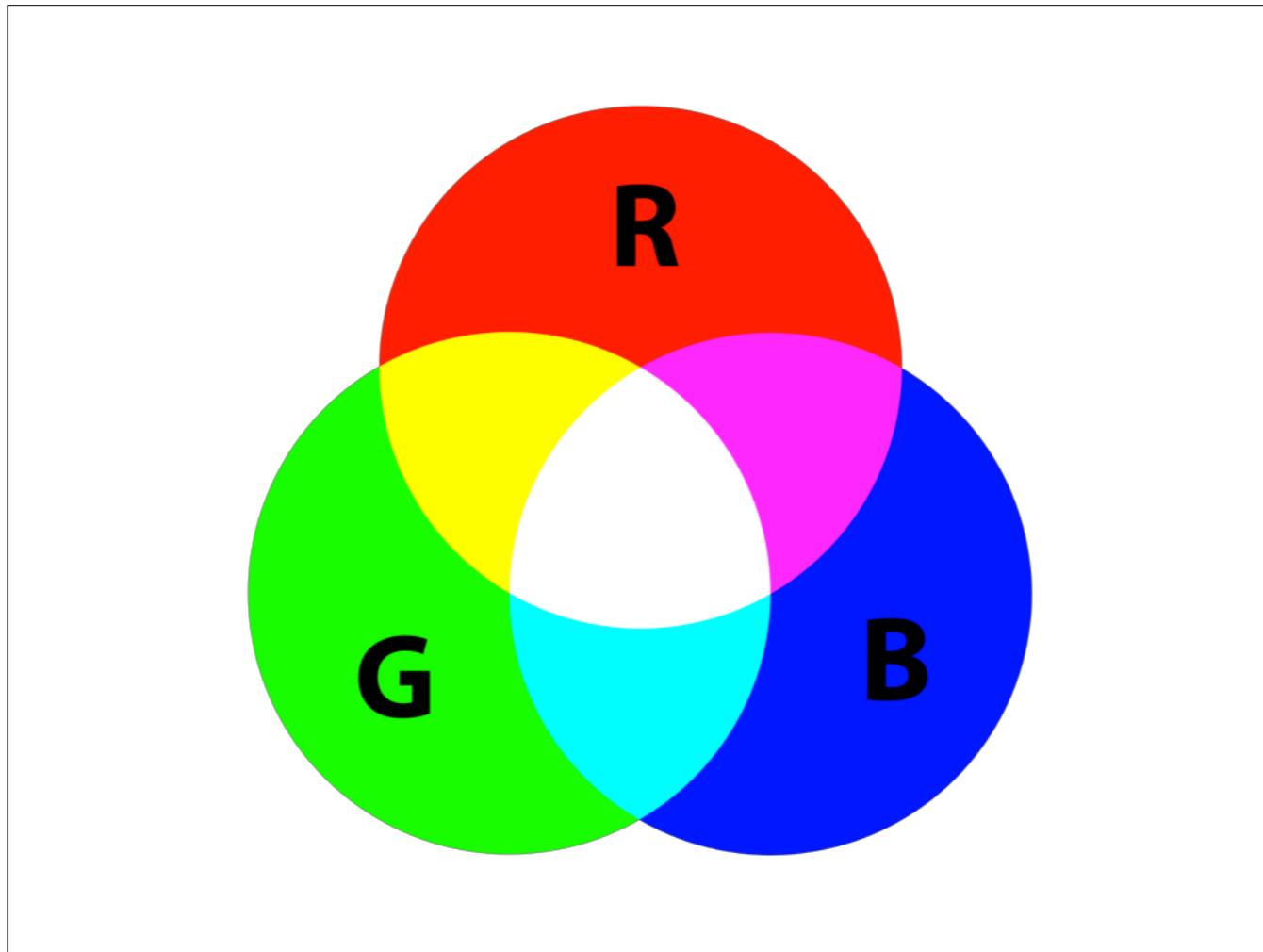
these images demonstrate the difference between macbook and iphone at full brightness

also, cheaper phones don't display color as well



Credit: flic.kr/p/gnmwty

Even on the same device, the angle of the screen can change the way the color looks.



On the web, we mostly describe colors in RGB.

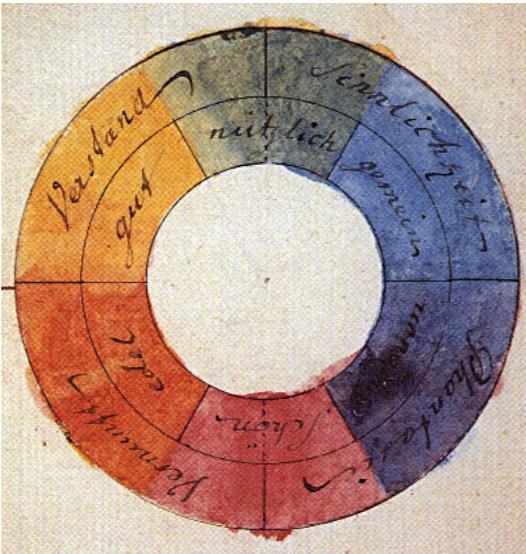
In RGB, red, green, and blue light are added together to produce other colors. Red light + green light makes yellow light.

public domain
<https://en.wikipedia.org/wiki/File:AdditiveColor.svg>

Colour Theory

So let's talk about color theory.

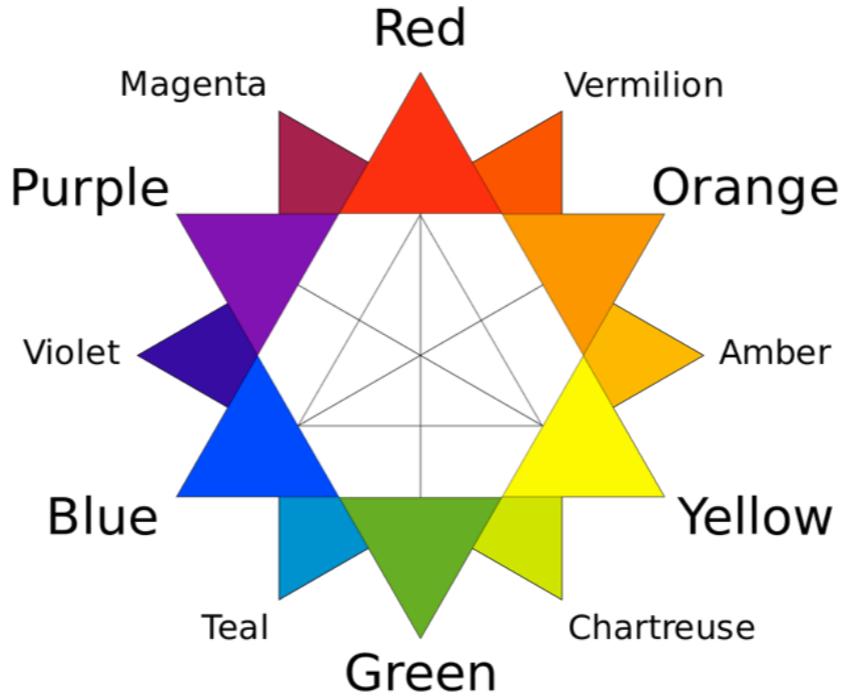
Colour Wheel



The first color wheel was designed in 1666 by Sir Isaac Newton. This image is Gerta from 1810.

pictured: Goethe (Gurta) from 1810

Primary, Secondary, Tertiary



Source: [Kwamikagami via Creative Commons](#)

In traditional colour theory, there is primary, secondary, and tertiary colors.

- primary – paints & pigments that cannot be created out of any other colours

secondary – mix of 2 primary colors

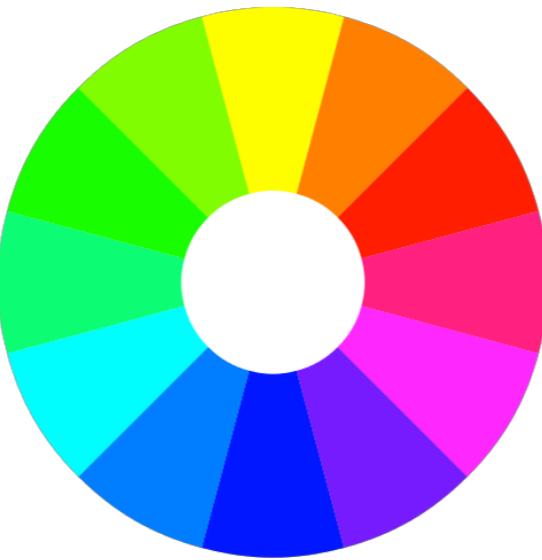
tertiary – mix of secondary and primary (e.g. blue-green or teal)

Hue, Saturation, & Lightness

Hue, saturation, and lightness are all qualities of colors

This becomes relevant when you are using color numbers in CSS

Hue



Here we have the hue: (e.g. red, orange, yellow, green, blue or purple)

Lightness (Value)

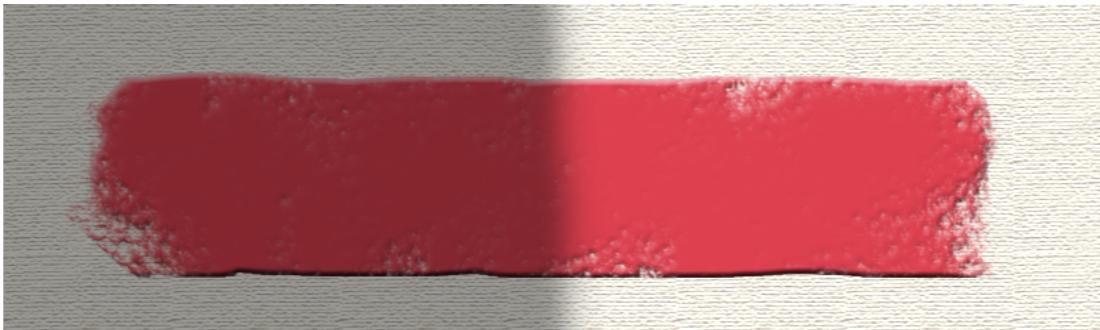


Source: [McSush via Creative Commons](#)

lightness is the relative lightness of a hue from black to white.
(light vs. dark, or white vs. black)

light blue, dark blue
light red is pink, dark orange is brown

Saturation



Source: [David Briggs via Creative Commons](#)

Saturation is the intensity of a hue from grey.
intense vs. dull

Like in nighttime, everything seems gray

Saturation



Lightness



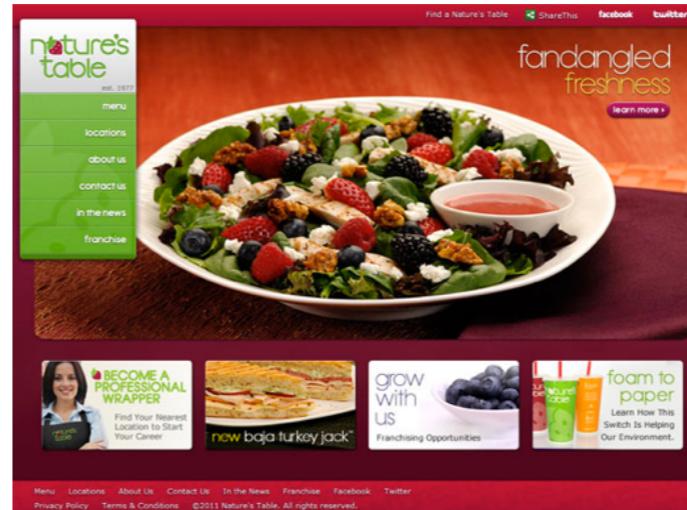
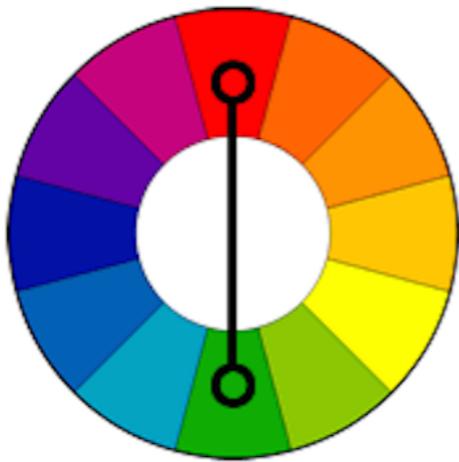
It can be confusing to understand the difference between Saturation and Lightness, but here's a comparison.

Colour Harmony

Mix of colors that is pleasing to the eye

- you don't need to learn/remember any of these color words, just introducing you to the idea

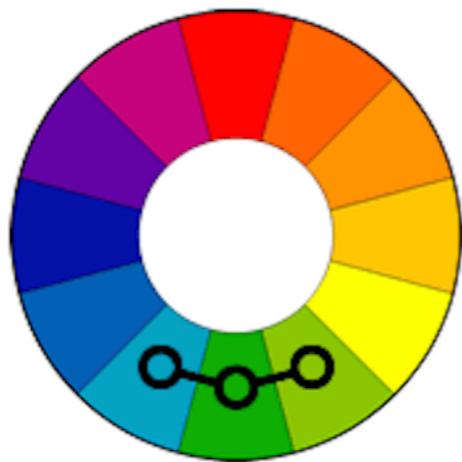
Complementary



opposite each other on color wheel
create strongest contrast

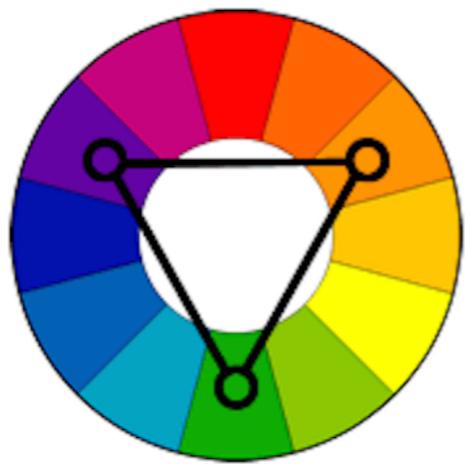
Christmas is red/green
Easter is yellow/purple
some sports teams blue/orange

Analogous



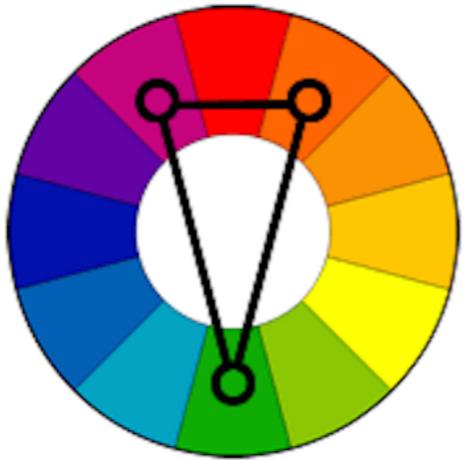
three colors next to each other on the color wheel
harmonious and pleasing to the eye

Triadic



evenly spaced around color wheel
vibrant combinations

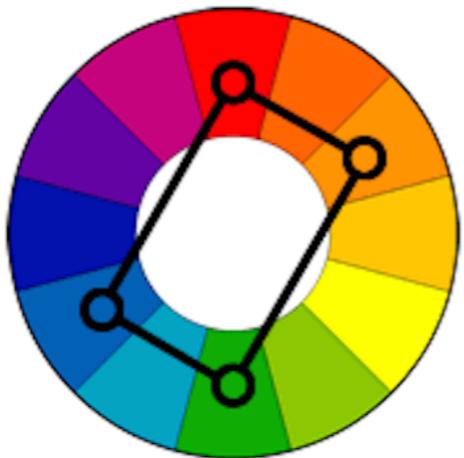
Split-Complementary



base color and two colors adjacent to its opposite
strong visual contrast

red – then green/yellow and turquoise

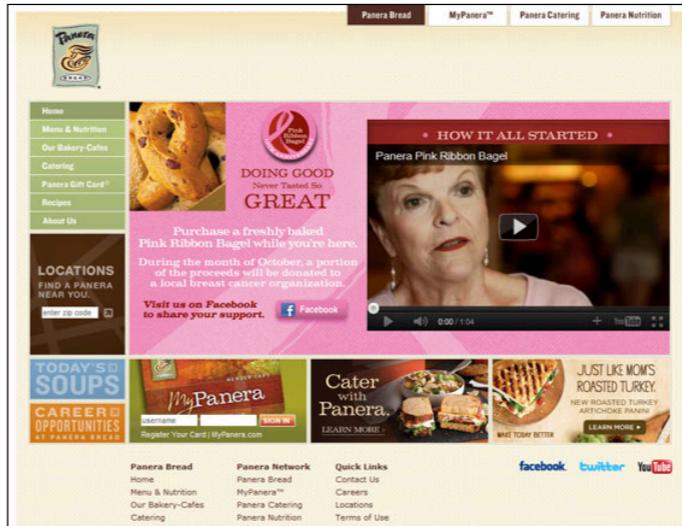
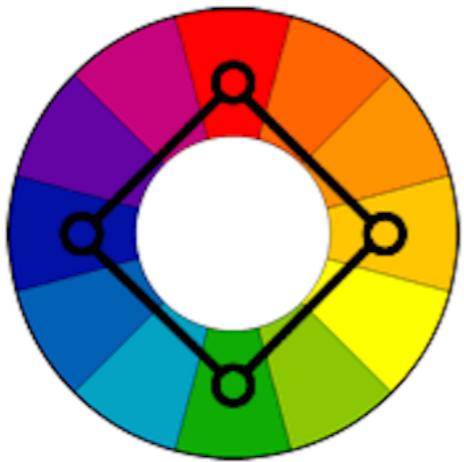
Rectangle (Tetradic)



four colors in two complementary pairs

red - green - blue - orange

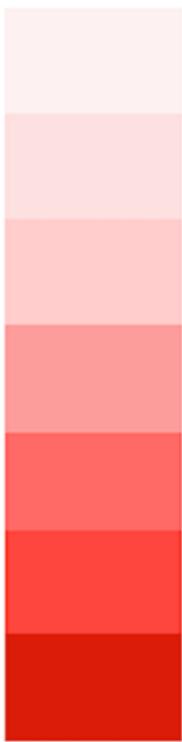
Square



evenly spaced around color wheel
usually let one color be dominant

red – green – orange – blue

Monochromatic



Colour Palettes

So let's talk about creating color palettes.

The screenshot shows the sessionscollege website's 'Color Calculator' feature. At the top, the header reads 'sessionscollege® FOR PROFESSIONAL DESIGN' with navigation links for 'COURSES', 'CERTIFICATES', 'DEGREES', 'Why Sessions', 'Accreditations', 'Testimonials', 'Admissions', 'Login', 'Request Info', and the phone number '800-258-4115'. Below the header is a search bar.

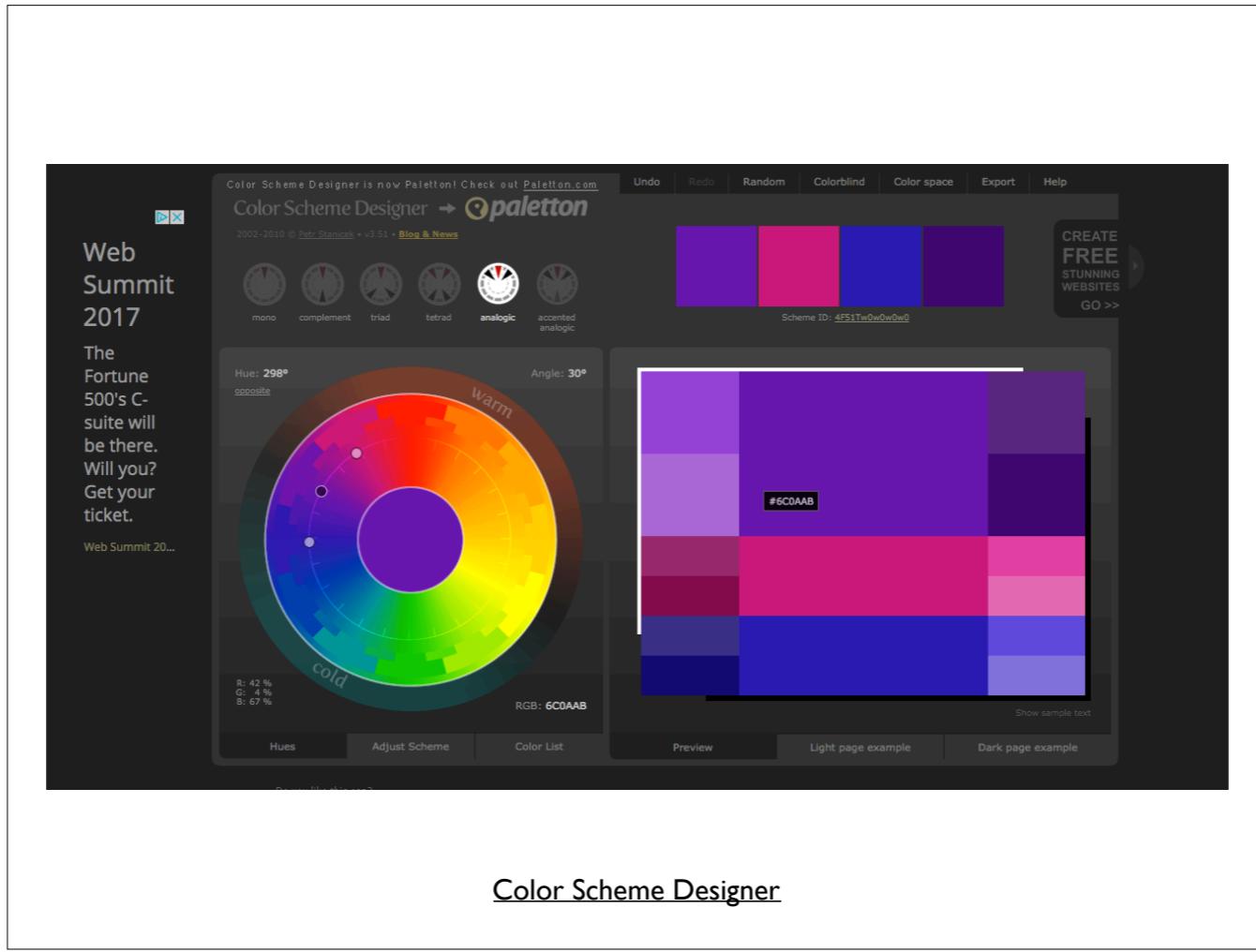
The main section is titled 'Color Calculator' with a small orange notification icon. It features a color wheel on the left and three steps for creating a color palette:

1. PICK A COLOR: A color picker showing '#2029a8' with a blue square and a '+ Add More' button.
2. CHOOSE A HARMONY: A row of six icons representing different color harmony types: monochromatic, analogous, complementary, split-complementary, triadic, and tetradic.
3. SEE RESULTS: Displays two color swatches with their hex codes: '#a88420' (yellow-orange) and '#a84020' (dark orange-red), along with a 'Lock' checkbox, a 'RYB Mode' dropdown, a 'Clear All' button, and a 'Get Color Scheme' button.

At the bottom, there is a preview area showing a horizontal color bar with three segments: blue, yellow-orange, and dark orange-red.

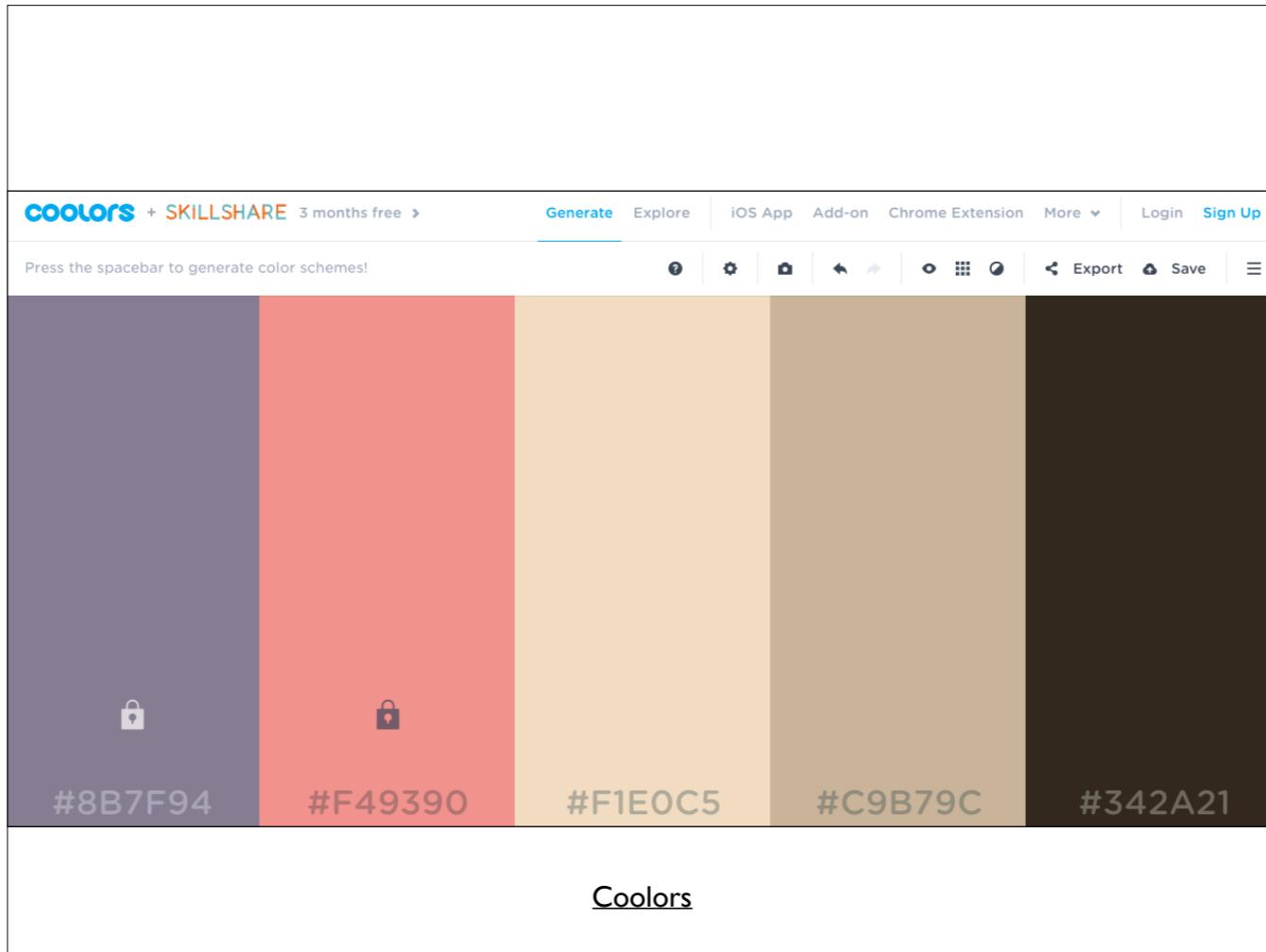
Color Calculator

You can use the color calculator to create color palettes based on the different types of color harmony we just covered.



Color Scheme Designer

The Color Scheme Designer is also another tool.



[Coolors](#)

- lots of different tools
- base color
- complementary colors

there's an optional reading article on this topic found in the resources

- show them this tool

Activity: Visual Design

- Review several websites and look at visual design elements such as typography, colour, and white space.
- Which sites look visually pleasing?
- Which sites don't?
- Discuss how the designers choices of type, colour, and white space affect the aesthetic of the site.

Partner up and discuss. tell them to skip looking at UX this time – just visual design

Moodboards and Style Tiles

10:40–11:30 (50 minutes)

Moodboards



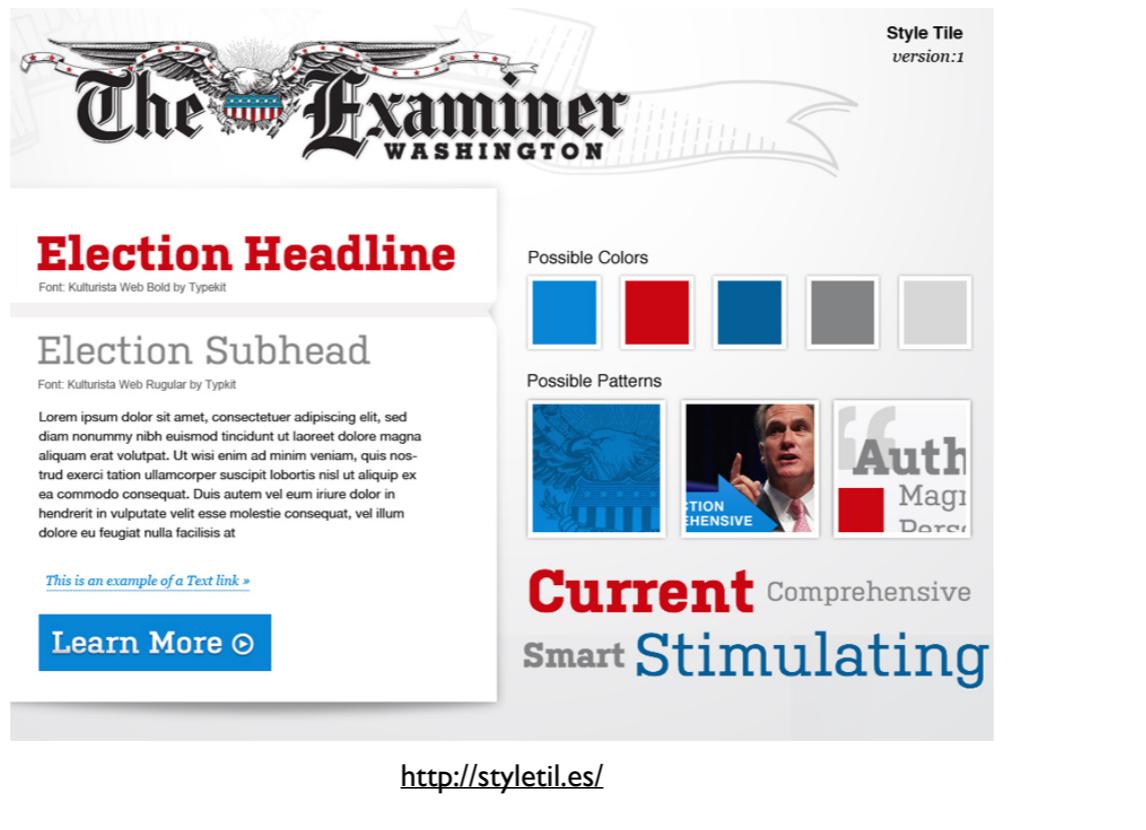
Moodboards are a compilation of inspiration elements used by designers to flesh out ideas at the beginning of a design project.

You can include things like:

- Photography style
- images/graphic style
- Color palettes
- Typography
- Patterns and textures
- The overall look and feel of the site

Moodboards are useful because a picture is worth a thousand words and can help your client more easily visualize your concept before you spend time working on a more fleshed out design.

Style Tiles



Style Tiles are another way of collecting colors, fonts, type treatments, and textures. They are more precise than moodboards because they show actual interface elements like buttons and headings.

You can download a free psd template from the Style Tiles website.

Activity: Style Tile

- Download the Style Tile template from <http://styletil.es/>.
- Open up the template in Adobe Photoshop.
- Choose any website and create a style tile based on that website's brand.
- If you have time, experiment with colour, typography, and other design choices in additional style tiles.

May need to install a trial version of Photoshop.

This is a chance for you to play around with building a style tile and seeing how a style tile is similar and different to a finished web design.
(Must finish before lunch).

Forms

Keep It Simple

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The best forms are the simplest forms
not because it's easy for you to make them
but because it makes it easy for the user

only one field

Free standard shipping on orders over C\$ 75

 STARBUCKS STORE
COFFEE TEA DRINKWARE EQUIPMENT CARD GIFTS & MORE

Sign In | [EN](#) [FR](#)

Enter Keyword or Item #  My Bag 

JOIN OUR MAILING LIST

Save 10% on your next order (some exclusions apply).

* Required Fields

First Name *

Last Name *

E-Mail *

Gender: Male Female

City

Province

Postal Code

SUBMIT

Customer Service: 1-855-271-6217 StarbucksStore.ca@starbucks.com

as opposed to this form
asking for required fields



easy as possible
sign up software, only two fields
free, no credit card required, cancel anytime

- if it's something you pay for, people worry about signing up and having to go through complicated process if they want to cancel
also ask for name and password on next screen



every question on a form has a cost

- too many questions
- questions don't want to / can't answer
- lost goodwill
- more data to clean up and maintain



SIGN UP WITH FACEBOOK

or

Sign up with your email address

Username

Password

Email

Confirm email

Date of birth:

Month Day Year

Male Female

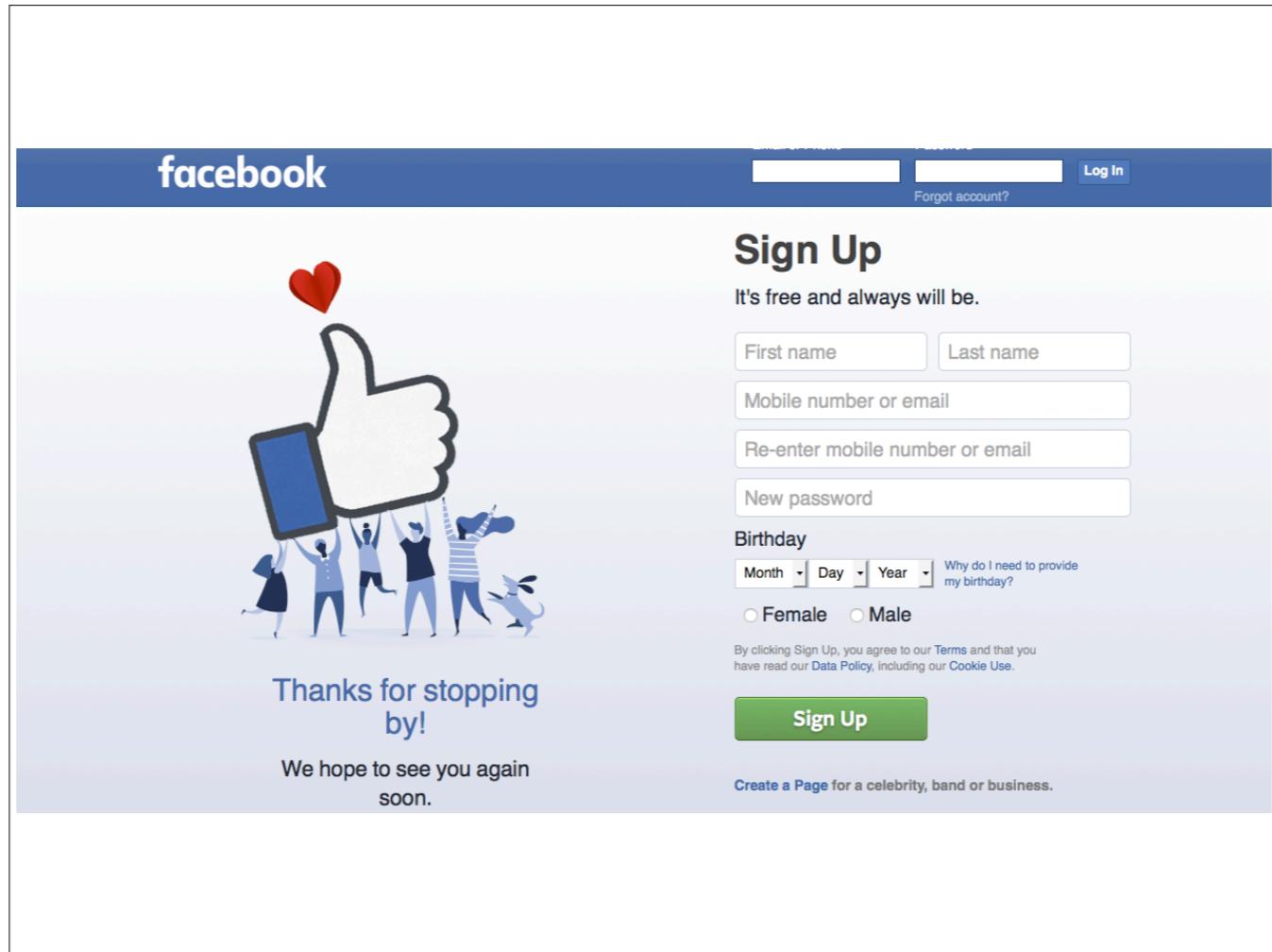
We may send you emails with news or promotions occasionally. Go to your Email notifications page to control the messages we send.

Share my registration data with Spotify's content providers for marketing purposes.

By clicking on Sign up, you agree to Spotify's terms & conditions and privacy policy

SIGN UP

here's a form to sign up to listen to music
username, password, email
birthday, male or female
- want this for marketing purposes

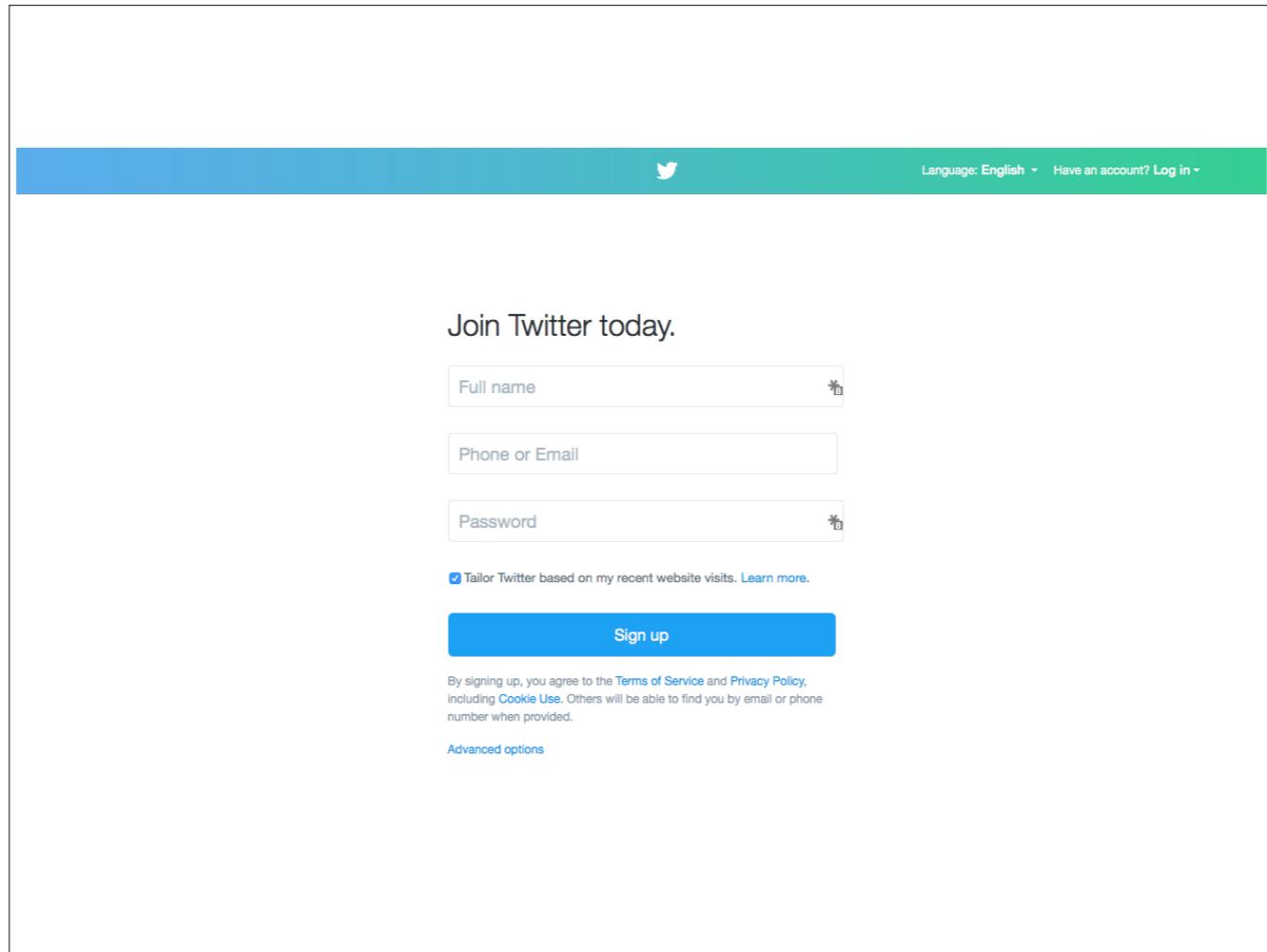


link for why need birthday



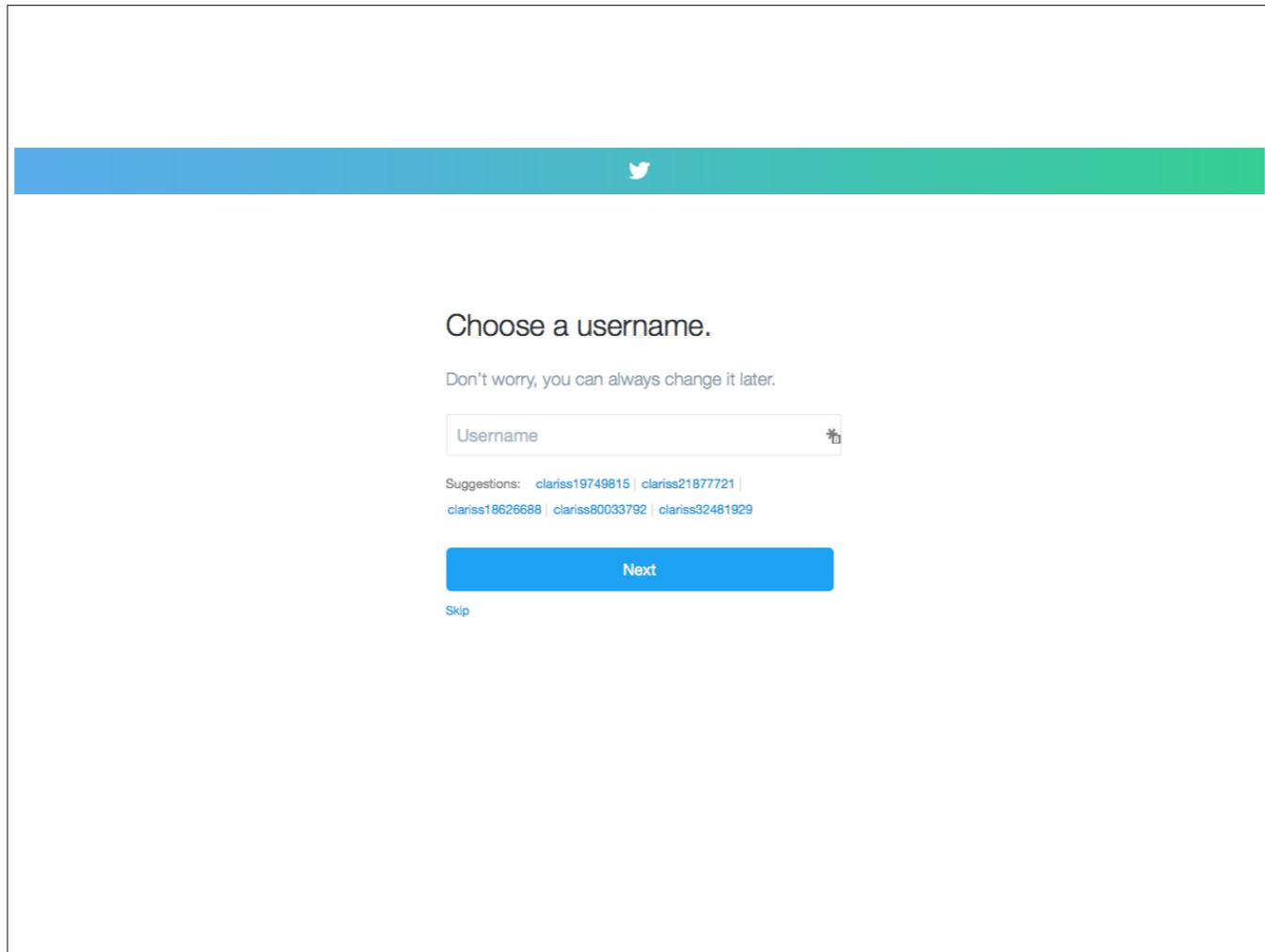
"Providing your birthday helps make sure you get the right Facebook experience for your age. If you want to change who sees this, go to the About section of your profile"

- first, they need to check if you're at least 13
- but they still want it for marketing purposes



users don't like to answer questions
get them to answer more, starting off slowly

gradual engagement
on this page...



only on next screen, username
"don't worry, you can always change it later"



We're glad you're here,
Clarissa Peterson.

Twitter is a constantly updating stream of the coolest, most important news, media, sports, TV, conversations and more—all tailored just for you.

Tell us about all the stuff you love and we'll help you get set up.

Let's go!



confirmation message

Dropdowns

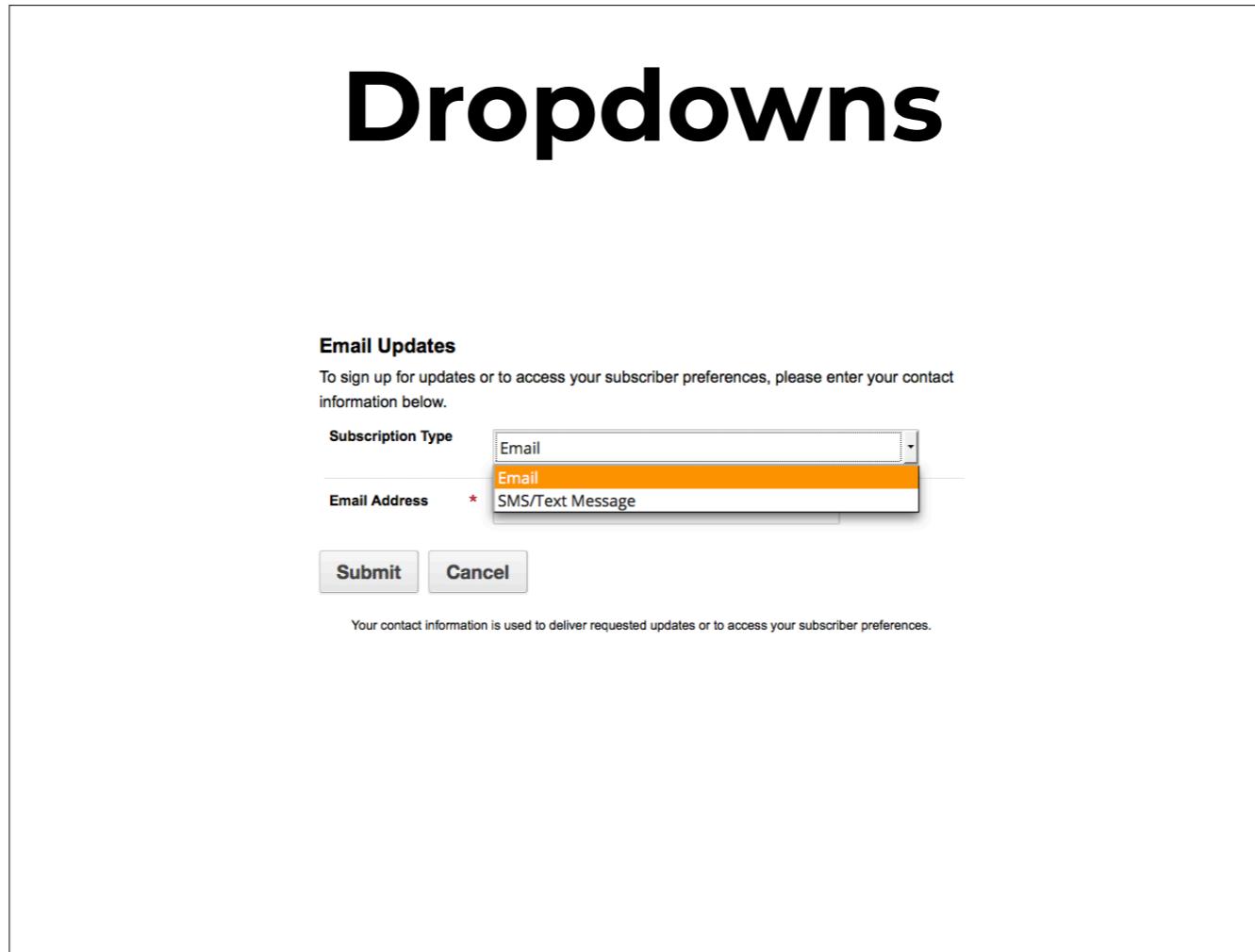
Email Updates

To sign up for updates or to access your subscriber preferences, please enter your contact information below.

Subscription Type

Email Address *

Your contact information is used to deliver requested updates or to access your subscriber preferences.



avoid dropdowns when possible
require extra click

we see this a lot on the web, dropdown for two options
not best way to go about it

AIR CANADA 

Sign-In/Log-In

Canada | English (Change) Contact Us Search

Book Travel Manage My Bookings Special Offers Information & Services Altitude Business Travel

⚠ Travel Alerts | Cancelled flight service

BOOK A FLIGHT

Round-trip Multi-city

From: Enter City or Airport

To: Enter City or Airport

Map search

Departure date DD/MM/YYYY Return date DD/MM/YYYY

1 Adult (16+) [9+ passengers](#)

CHECK-IN

FLIGHT STATUS

FLIGHTS

FLIGHT PASSES

VACATIONS

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Offer ends August 15, 2016

LEARN MORE  aeroplan



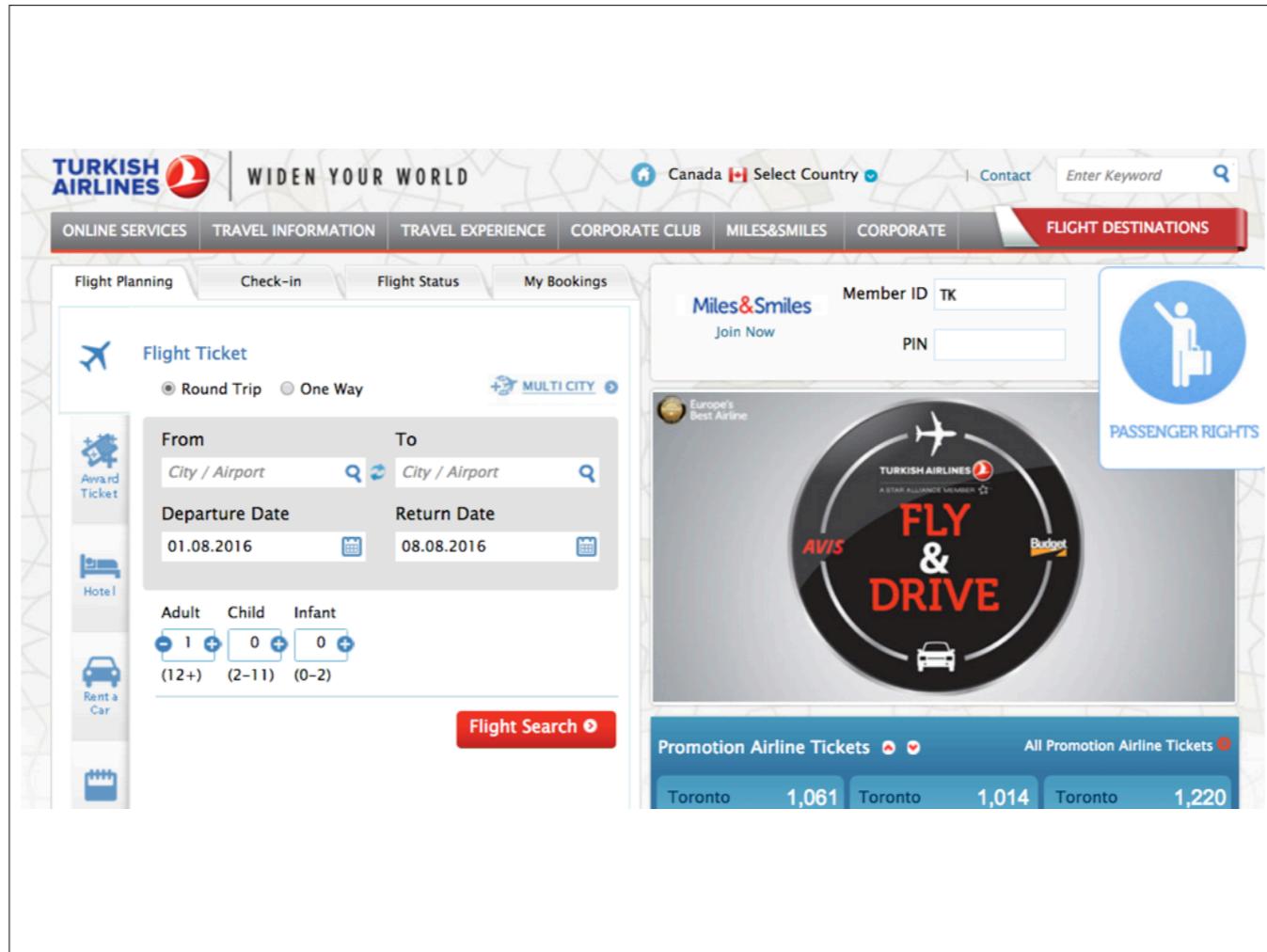
SPECIAL OFFERS

- Take advantage of great fares to Prague, Budapest and Warsaw with Air Canada Rouge. Book now.
- Boston Sale. Save on daily, non-stop flights from Boston to Montreal, Ottawa, Quebec City, St. John's, Halifax, St. John's, Gander, and more.

TRAVEL INFO & UPDATES

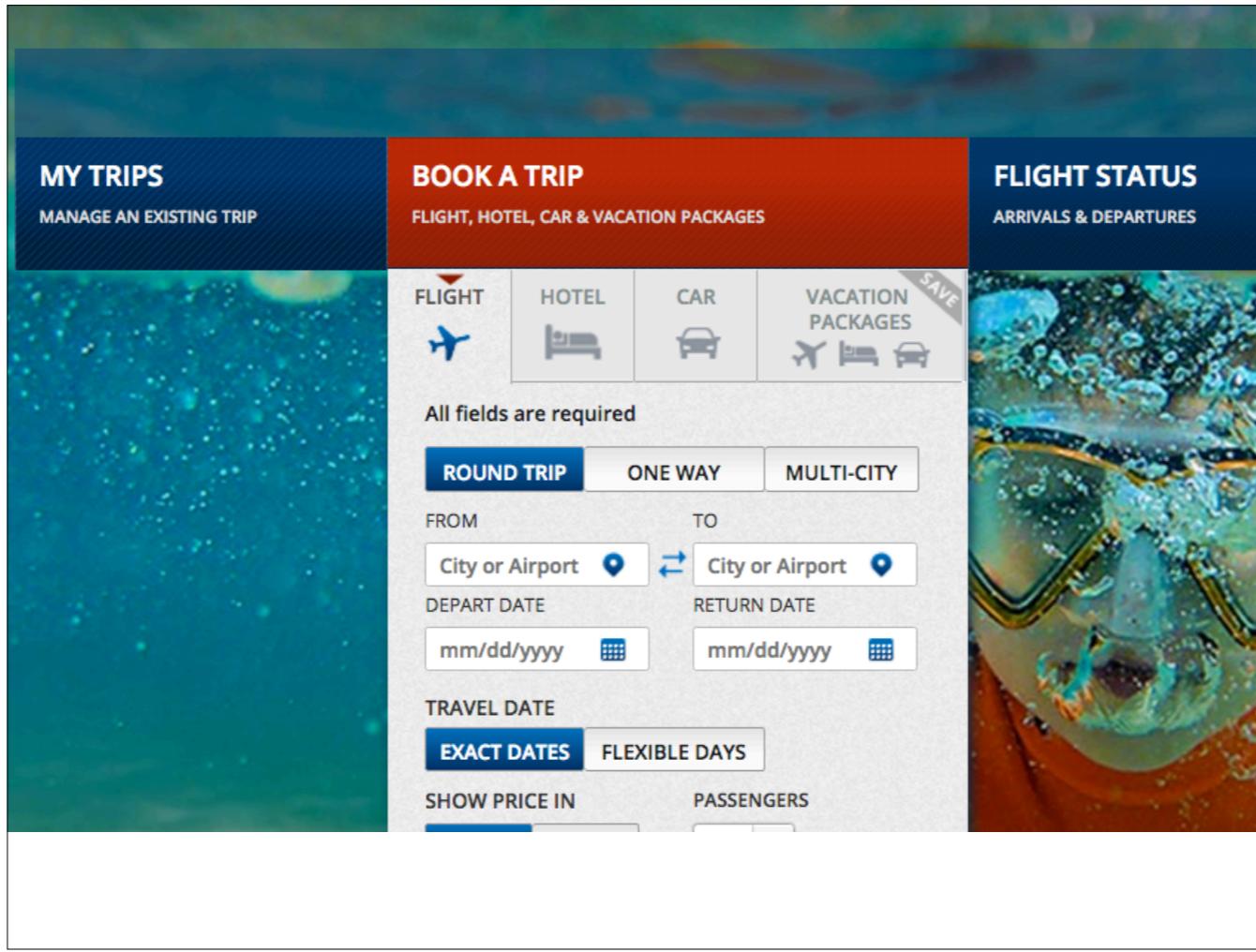
- Electronic Travel Authorization - Flights to Canada
- Events in Munich
- Travel to the U.S. from Toronto

dropdown for round-trip or one-way



radio buttons

although you can code so words in label are clickable
many people won't realize that and only click tiny round thing



buttons even better
more area to click

here, actually one-way/round trip are radio buttons, but made to look like buttons via CSS

FLIGHT, HOTEL, CAR & VACATION PACKAGES

FLIGHT HOTEL CAR VACATION PACKAGES SAVE

All fields are required

ROUND TRIP ONE WAY MULTI-CITY

FROM TO
City or Airport City or Airport

DEPART DATE RETURN DATE
mm/dd/yyyy mm/dd/yyyy

TRAVEL DATE
EXACT DATES FLEXIBLE DAYS

SHOW PRICE IN PASSENGERS
MONEY MILES 1 ▾

FIND FLIGHTS

Advanced Search Use Certificates or eCredits

VIDEO

what about very long dropdowns? too much scrolling
here, choose city or airport, many possibilities

start typing, then lets you choose from specific list that matches what you type
-this is hard to code on your own, use libraries and plugins

Redesigning the Country Selector

Turning standard drop-downs into advanced auto-complete fields

During our recent [checkout study](#) we found several [usability issues](#) when using a drop-down for your country selector: a lack of overview, unclear sorting, scrolling issues, inconsistent UIs, a lack of context on mobile devices, and finally, they break the user's tab-flow.

So we took it upon ourselves to redesign the country selector.

Type your country DEMO

Using principles of progressive enhancement we turn a standard drop-down into an advanced auto-complete field. This means the drop-down remains accessible, while providing a much better experience in modern browsers – handling typos, multiple spelling sequences, synonyms and prioritization.

You can read the more about the design process and usability aspects in our article on Smashing Magazine: [Redesigning the Country Selector](#).

To be notified about future improvements, follow the [project on GitHub](#).

Tweet

<https://www.smashingmagazine.com/2011/11/redesigning-the-country-selector/>

VIDEO

here's one for country input

- results are not alphabetical – based on first letters but also frequency
- results return alternate spellings/name – US, America / Netherlands, Holland
- account for typos – uses loose partial mapping

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Name:

Email:

Interests:

Food
 Stuff for Kids
 Events
 Everything

SUBSCRIBE 

don't do inputs that don't look like inputs
user can figure it out
but takes more cognitive energy

Placeholder

Sign Up
It's free and always will be.

First name Last name

Mobile number or email

Re-enter mobile number or email

New password

Birthday Month Day Year Why do I need to provide my birthday?

Female Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

Sign Up

Create a Page for a celebrity, band or business.

you may have noticed some forms
have gray text in fields rather than labels outside the fields

placeholder text

some sites use the placeholder text as labels
but some screenreaders can't see it
can add aria-label, so okay for accessibility



Sign Up

It's free and always will be.

Clarissa Peterson

mail@clarissapeterson.com

mail@clarissapeterson.com

.....

Birthday

Month Day Year Why do I need to provide my birthday?

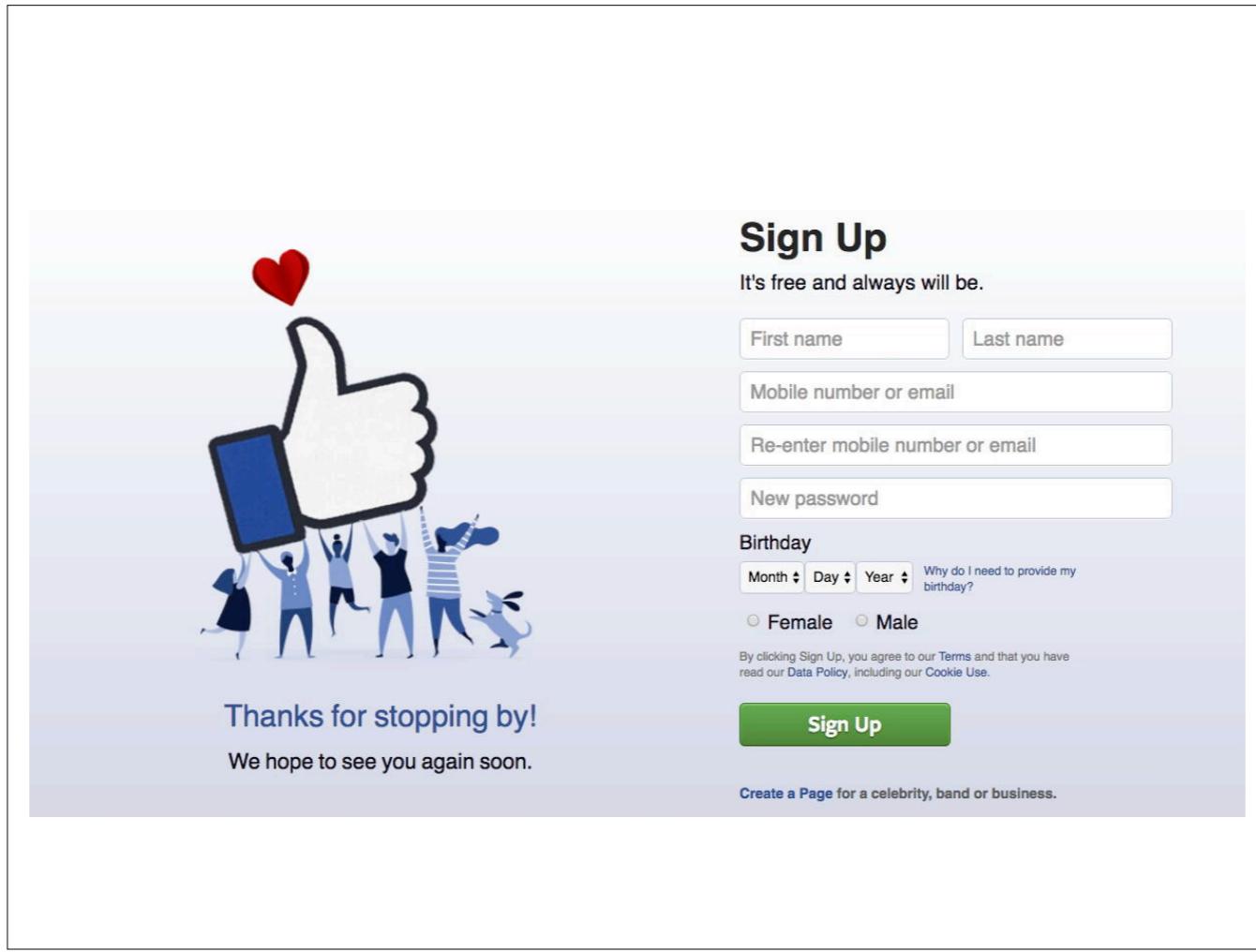
Female Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

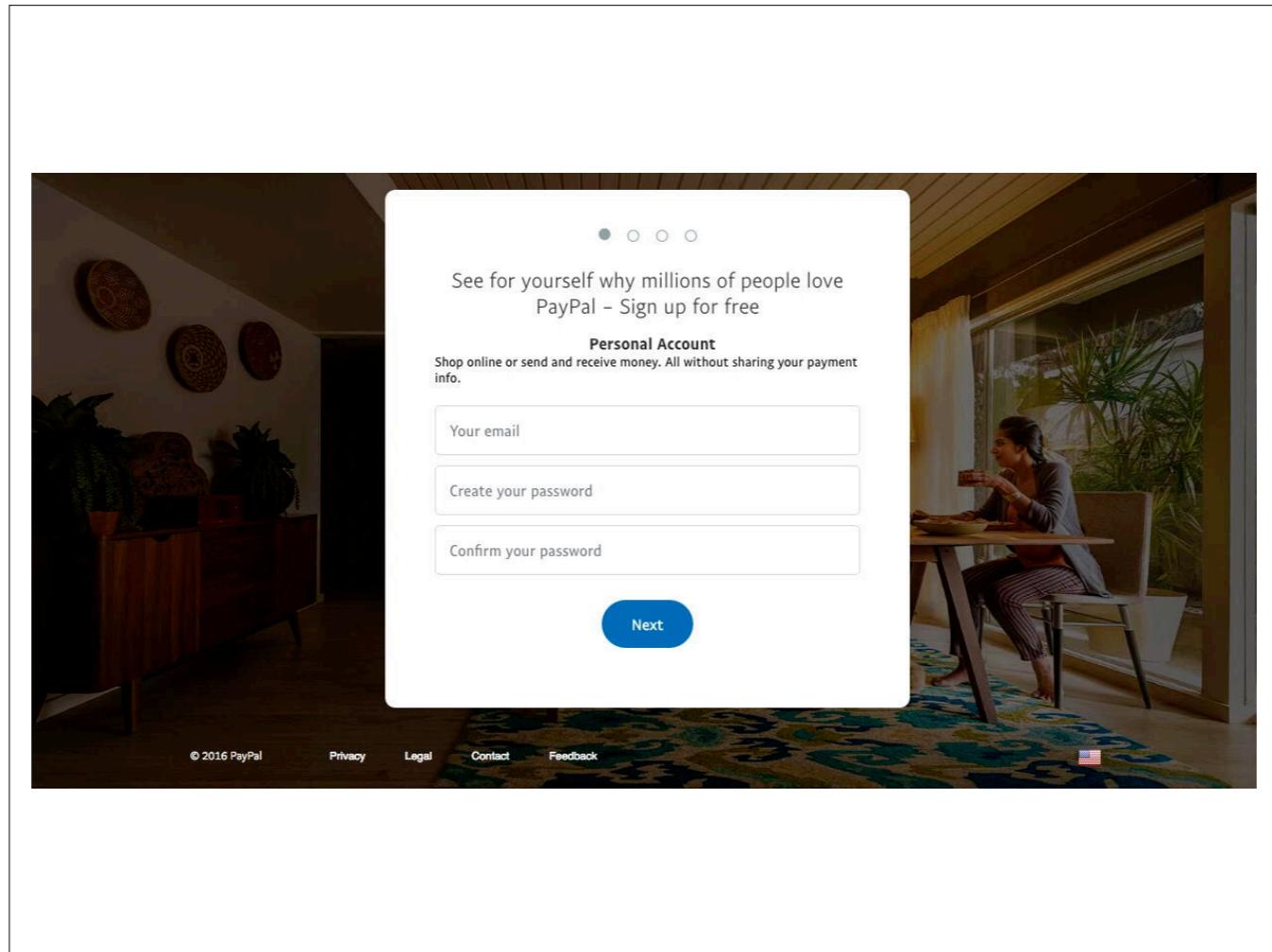
Sign Up

Create a Page for a celebrity, band or business.

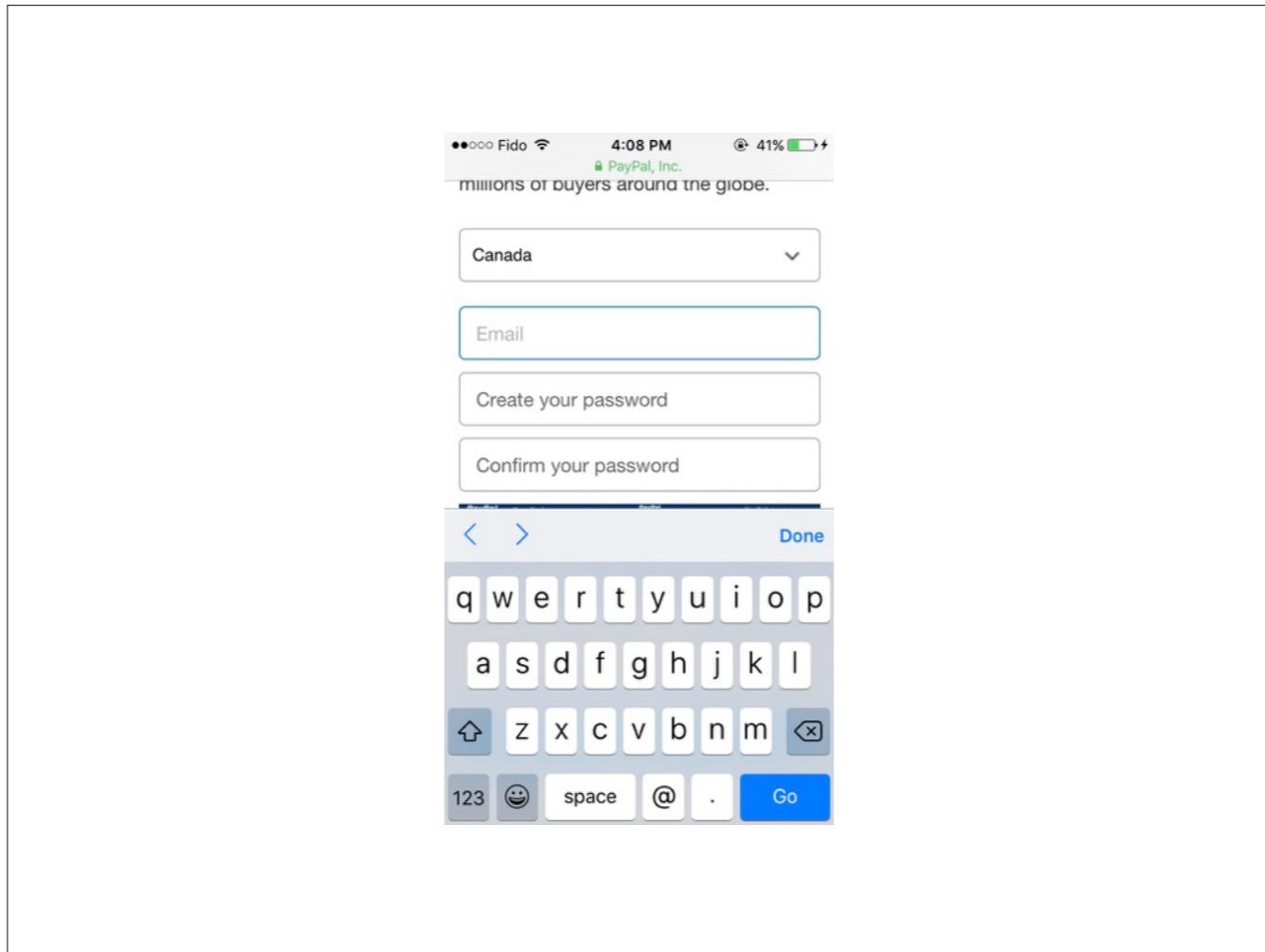
problems with placeholder as label
can't read label once you start typing
can't check your answers



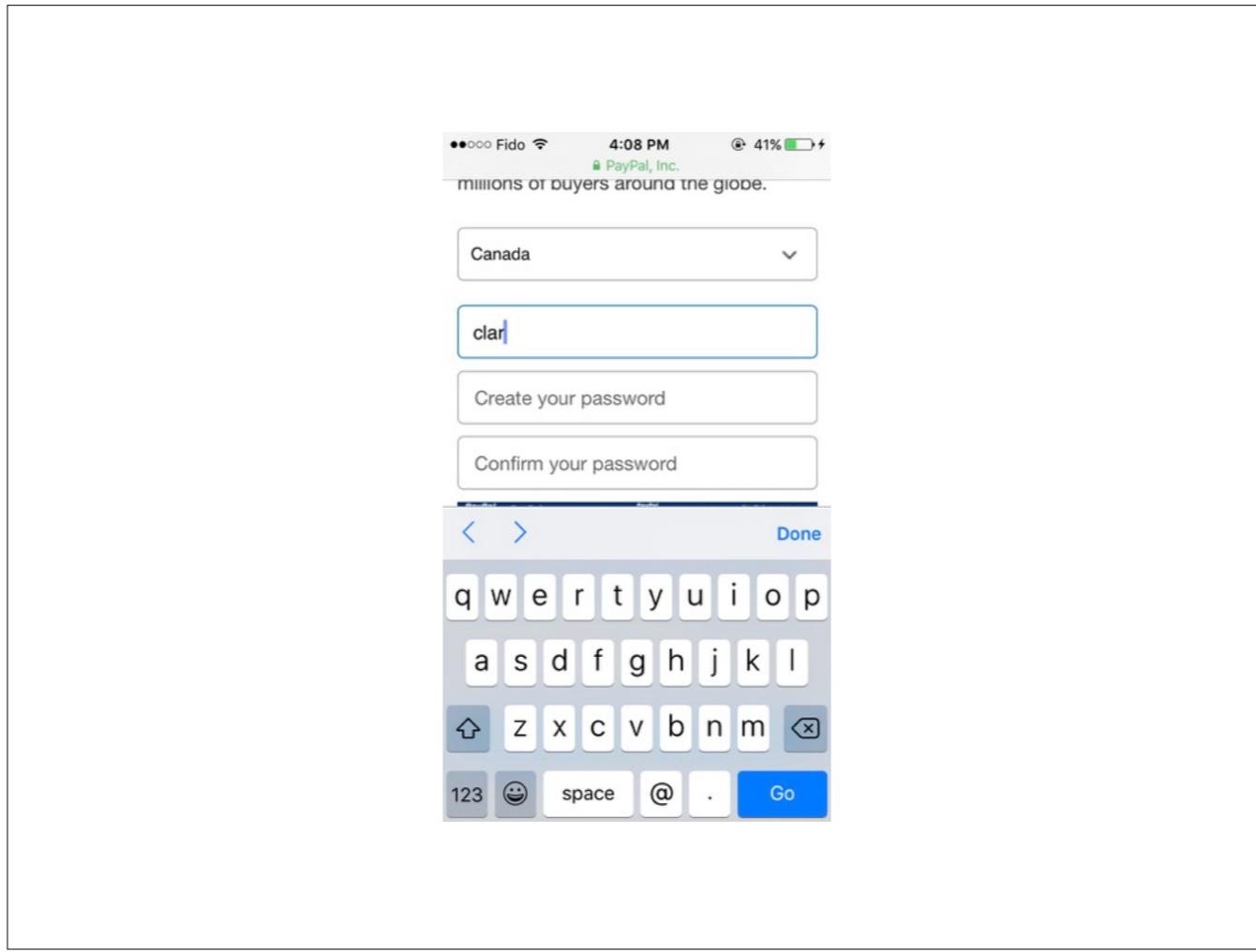
VIDEO
if you use autofill
don't know if autofill filled it in correctly



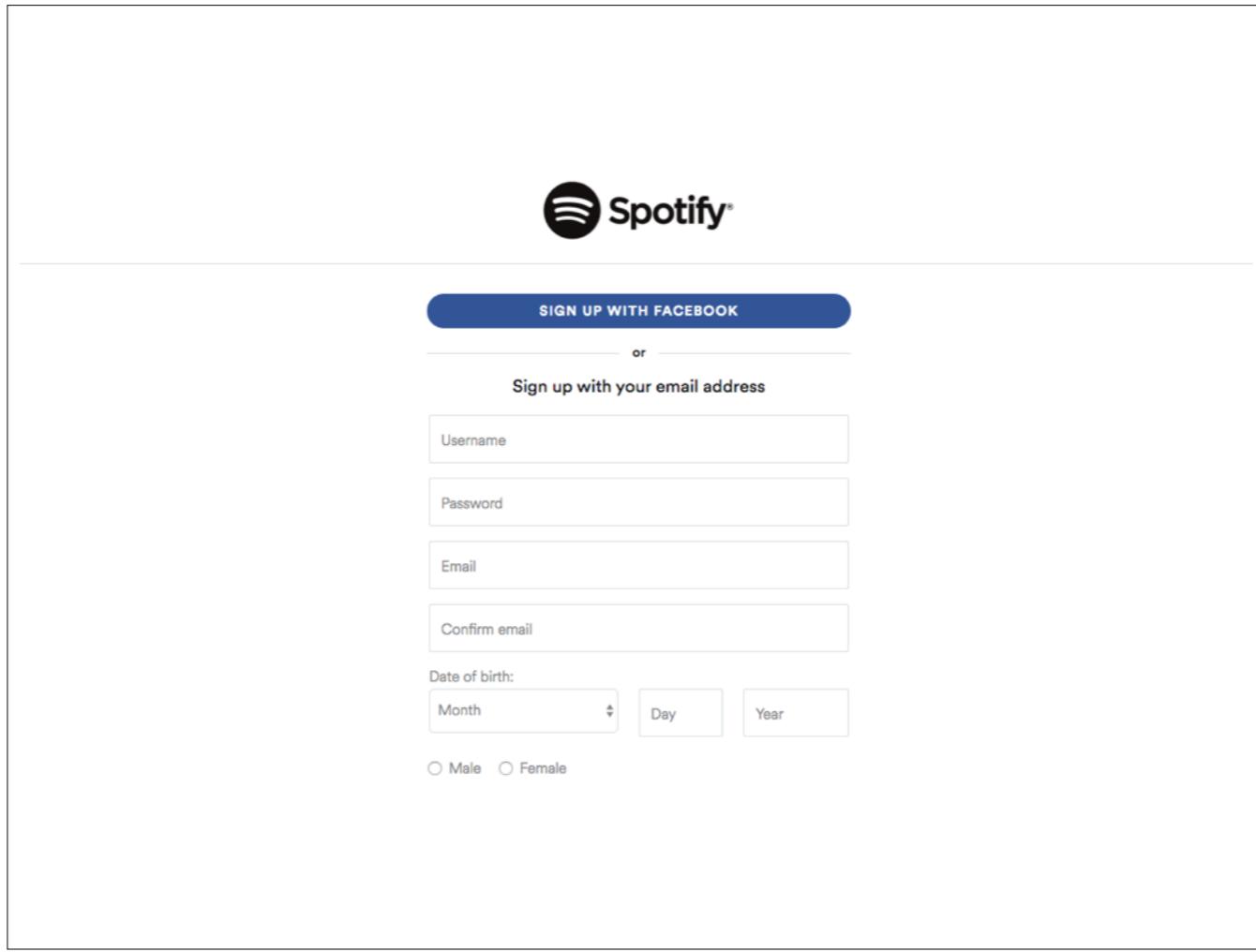
VIDEO
placeholders, but JS to show labels in form field
sort of okay
way it's doing messages as I'm typing is kind of a problem, but we'll get to that in a bit



desktop shows you labels as you type
but doesn't do that in mobile



once you type, the placeholder just goes away



another problem

by default, placeholder text not dark enough to meet minimum contrast requirement for accessibility

but if you make it darker, looks like text in field

Add a new address

Be sure to click "Ship to this address" when done.

Full name:

Address line 1:
Street address, P.O. box, company name, c/o

Address line 2:
Apartment, suite, unit, building, floor, etc.

City:

State/Province/Region:

ZIP:

Country:
United States

Phone number: [\(Learn more\)](#)

Address line 1
Address line 2
City
State/Province/Region
ZIP
Country
Phone number

good example of using placeholder text as it is meant to be used

less important instructions

Passwords



Get started with a free account

Create a free MailChimp account to send beautiful emails to customers, contributors, and fans. Already have a MailChimp account? [Log in here](#)

Email

Username

Password Show

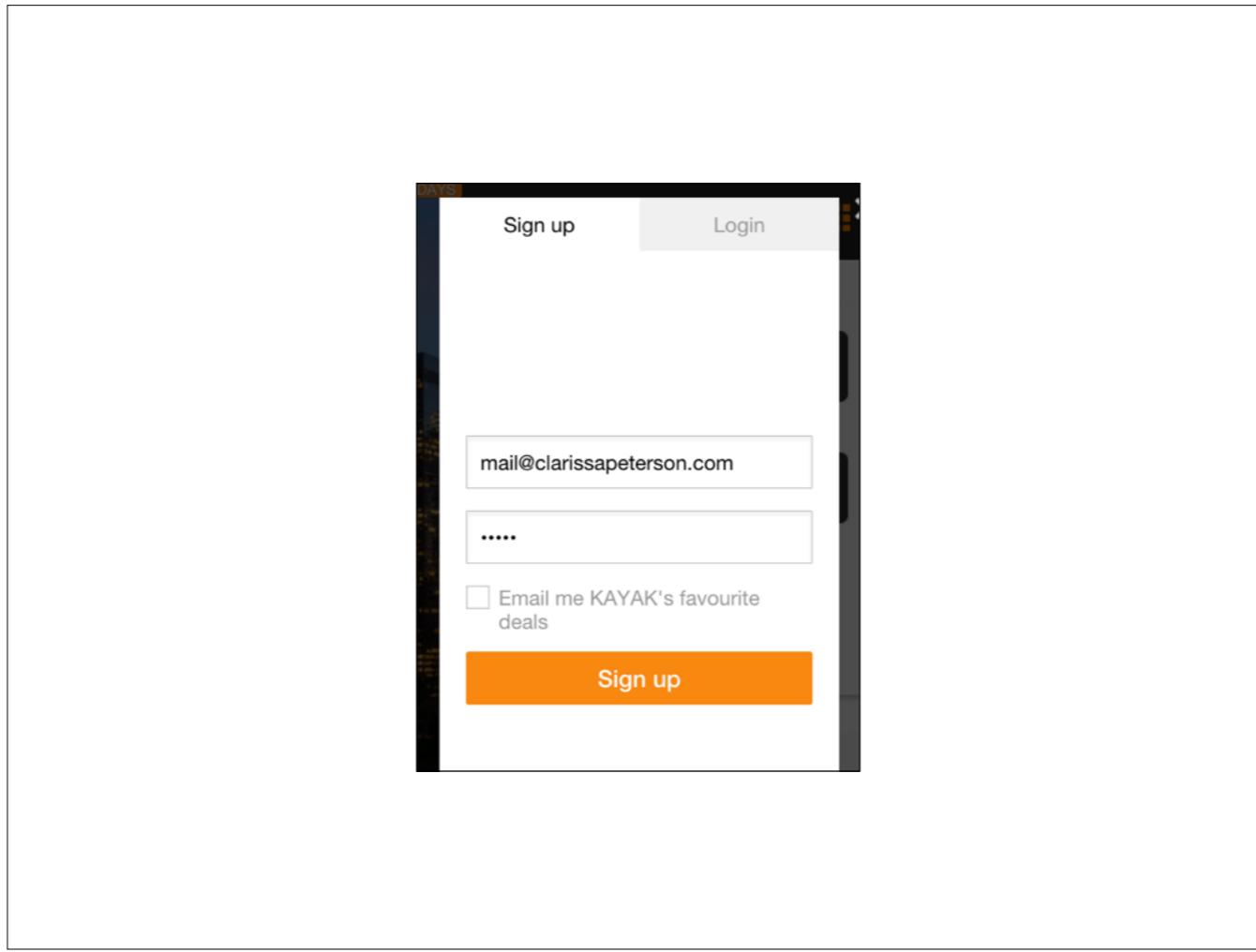
● One lowercase character ● One special character
● One uppercase character ● 8 characters minimum
● One number

Get Started! By clicking this button, you agree to MailChimp's [Anti-spam Policy & Terms of Use](#).

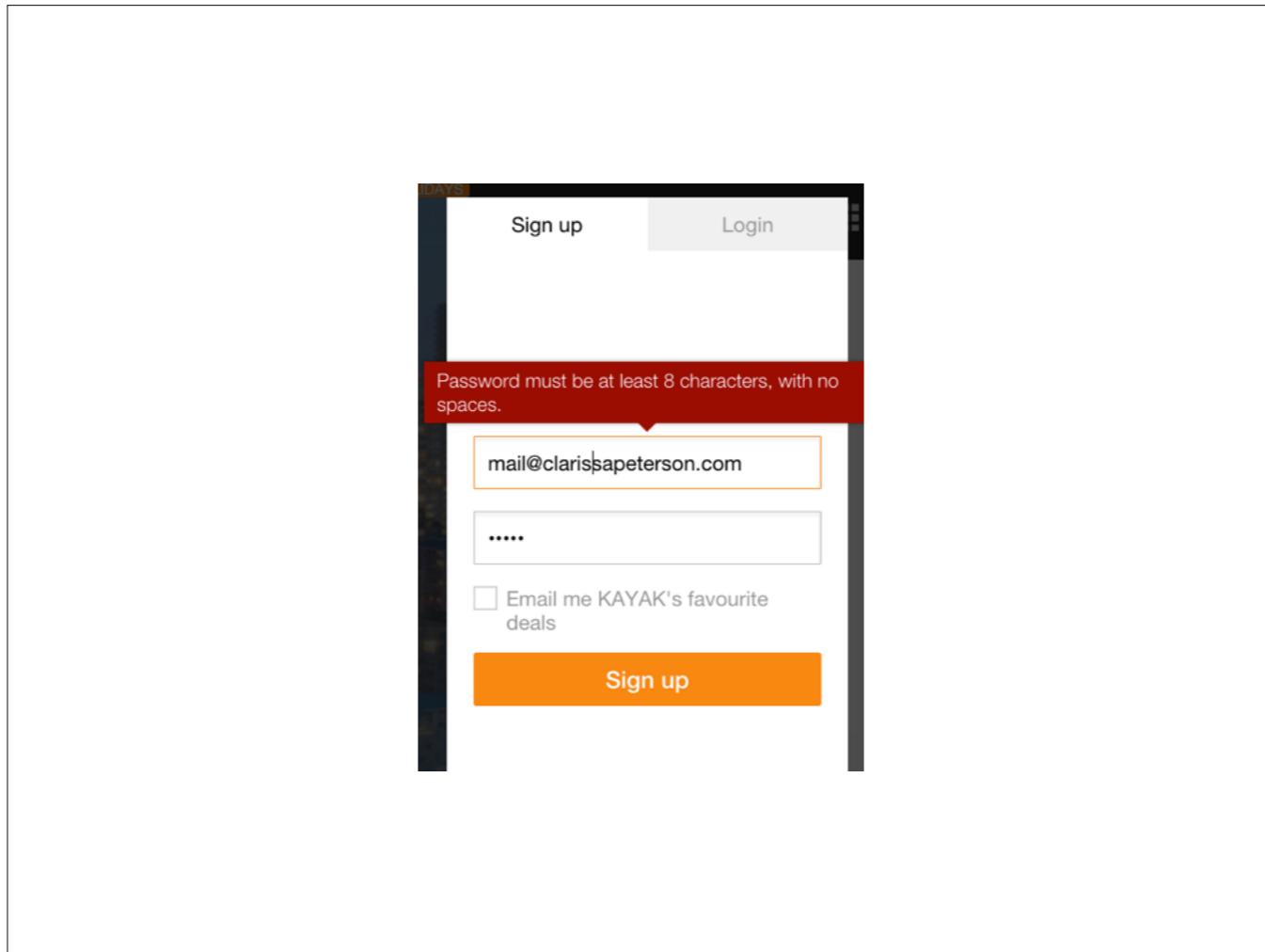
VIDEO – type and then show

labels and placeholders give instruction
here, need more instruction, explaining password
each site is different, people don't know what to enter

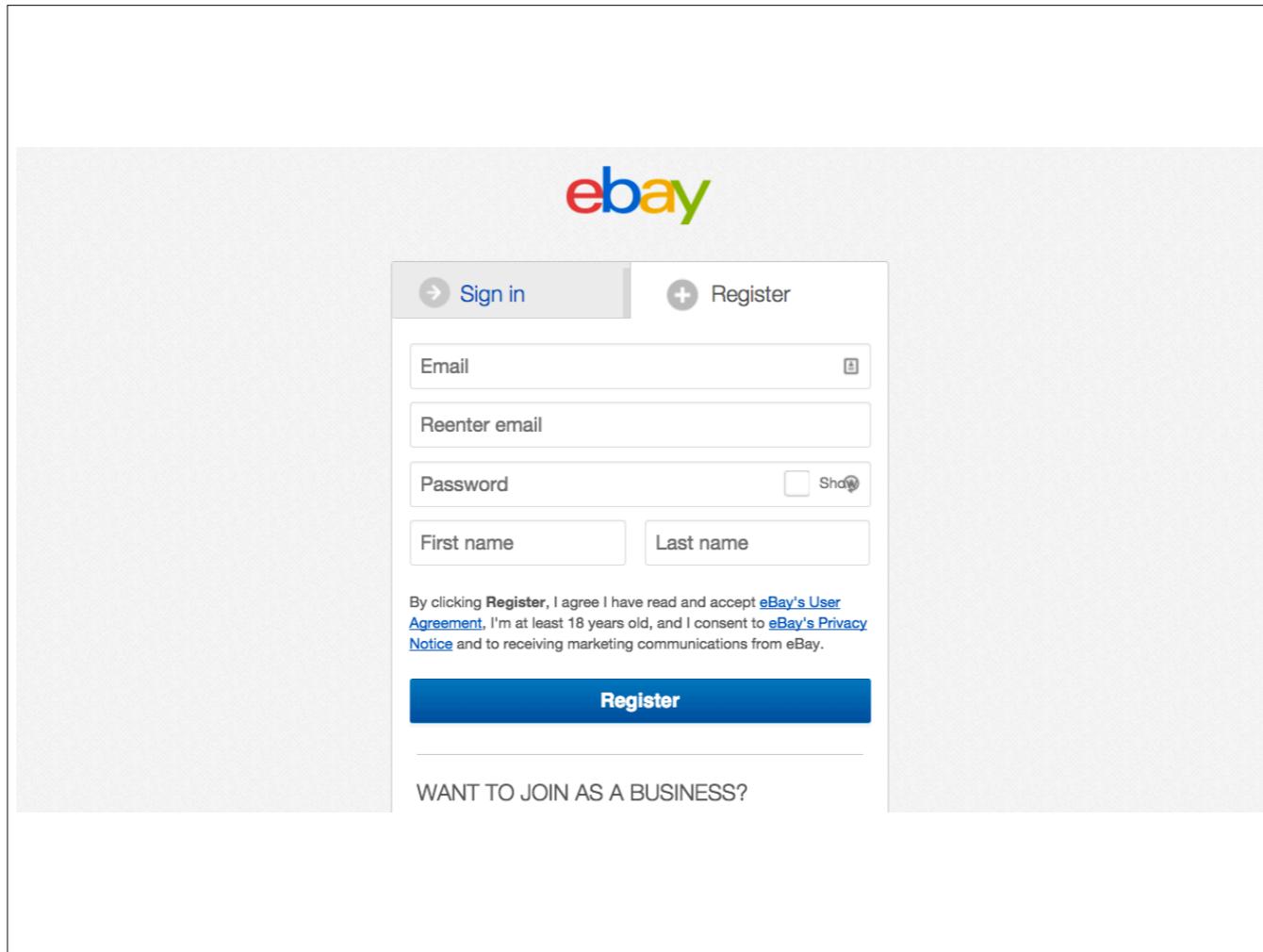
better UX to show password – but don't do by default as people think it's insecure



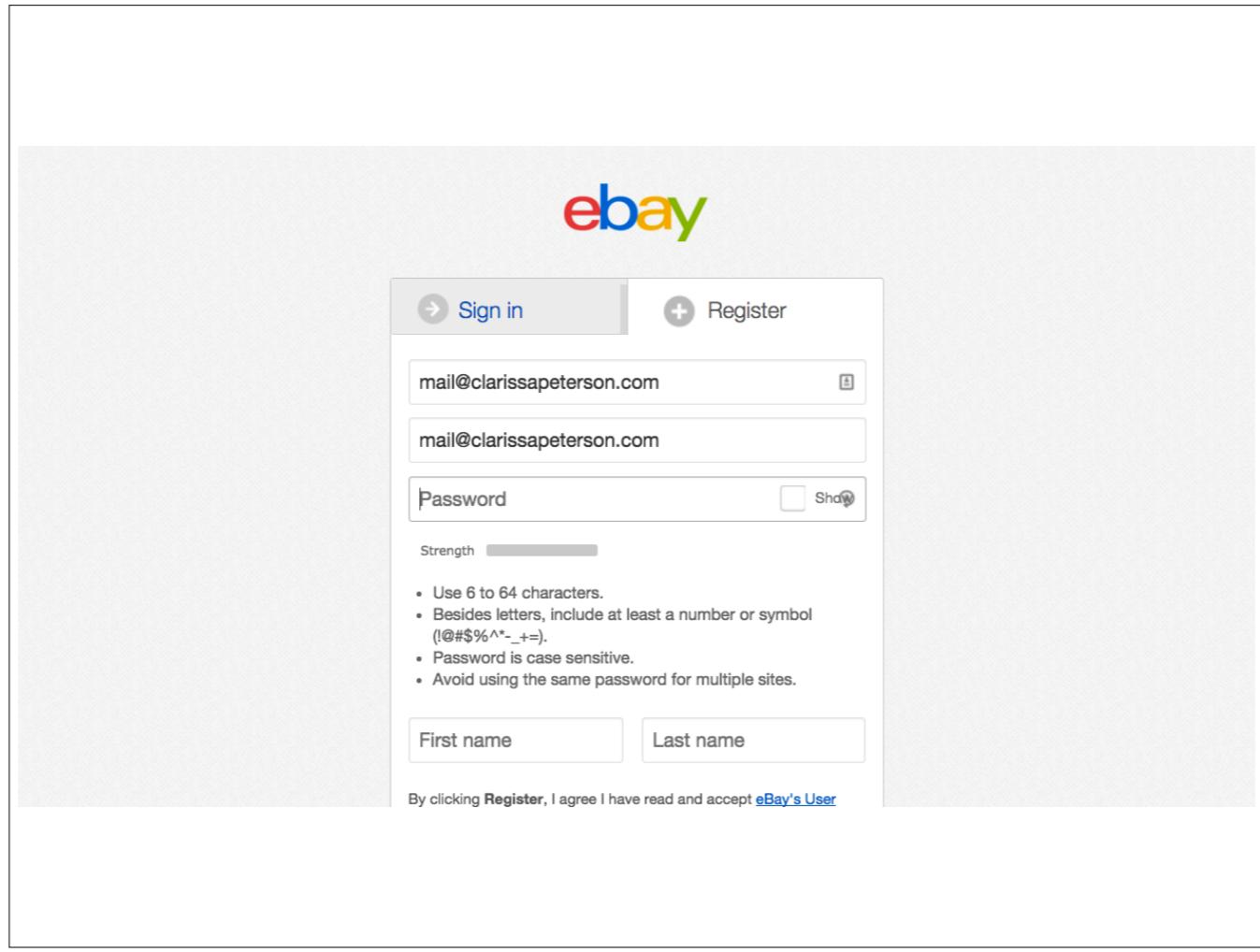
tried to create password



- only afterward shows rules – 8 character
- tell users ahead of time

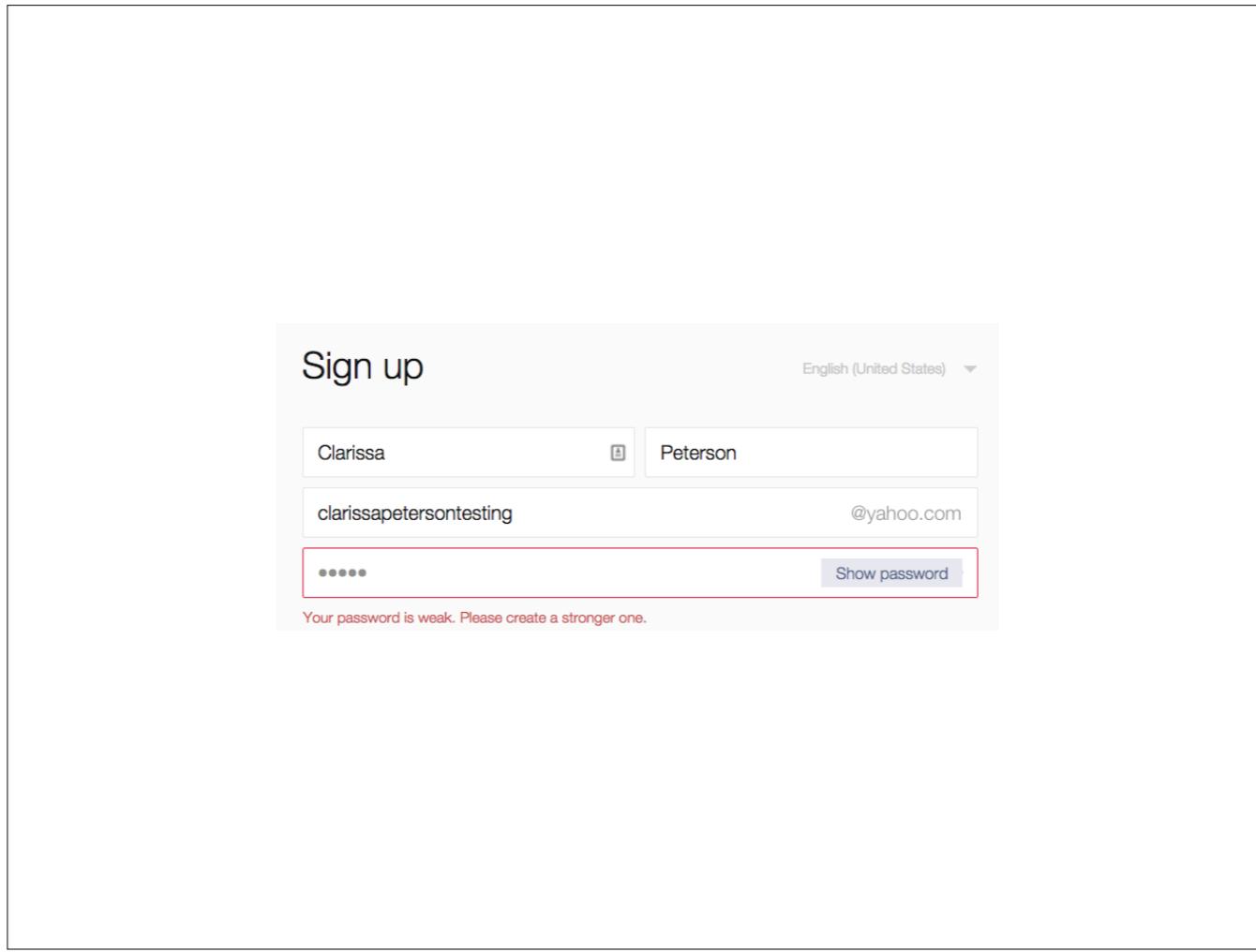


So here's an example of another form. You have all the typical form fields.



- Use 6 to 64 characters.
- Besides letters, include at least a number or symbol (!@#\$%^-_+=).
- Password is case sensitive.
- Avoid using the same password for multiple sites.

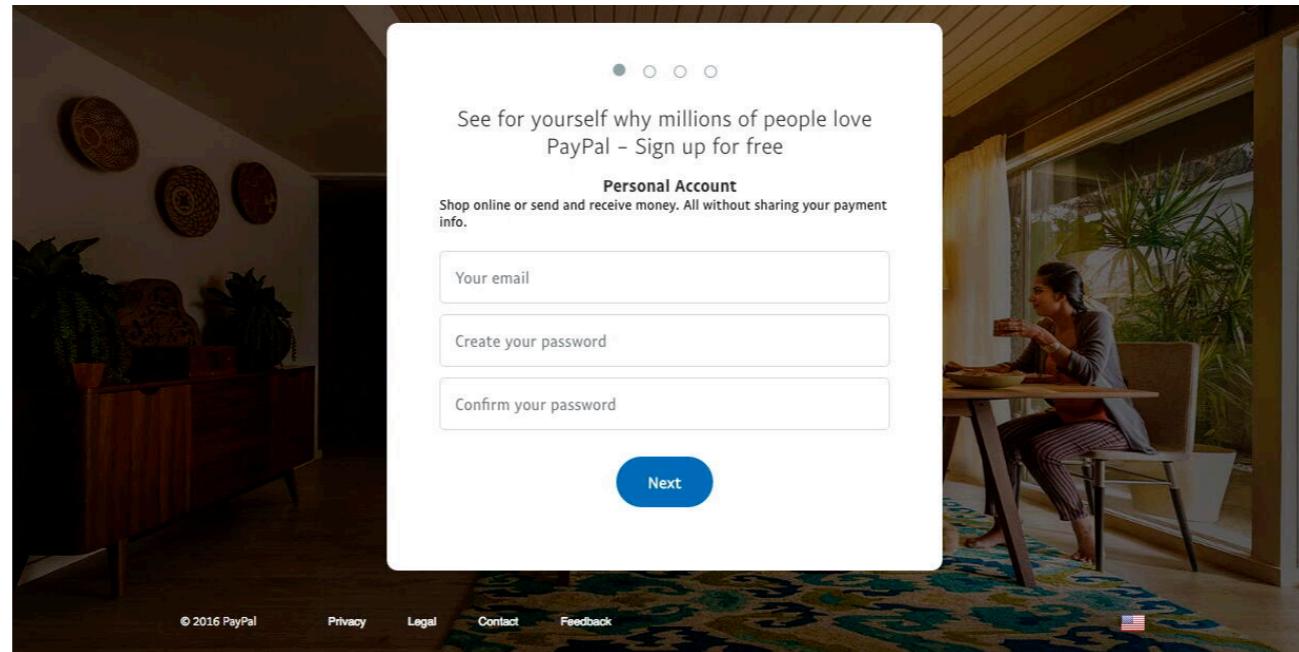
But once you get to the password field, you get the information you need to create a good password. It doesn't wait until you did it wrong to show you this information.



telling you strength of password instead of rules
can lead to problems

less experienced user may not know what that means (might just try a different word)

Validation



VIDEO – validation while
inline validation – great to validate before submitting

don't do it before user completes a field
feels like being scolded
slower to complete form – stop to read messages

Join GitHub

The best way to design, build, and ship software.

Step 1: Set up a personal account **Step 2:** Choose your plan **Step 3:** Tailor your experience

Create your personal account

Username

This will be your username — you can enter your organization's username next.

Email Address

You will occasionally receive account related emails. We promise not to share your email with anyone.

Password

Use at least one lowercase letter, one numeral, and seven characters.

By clicking on "Create an account" below, you are agreeing to the [Terms of Service](#) and the [Privacy Policy](#).

You'll love GitHub

Unlimited collaborators
Unlimited public repositories

- ✓ Great communication
- ✓ Frictionless development
- ✓ Open source community

Create an account

VIDEO

only time instant validation in form field is useful
checking username availability

Join GitHub

The best way to design, build, and ship software.

Step 1: Set up a personal account **Step 2:** Choose your plan **Step 3:** Tailor your experience

Create your personal account

Username
clarissapeterson123 ✓
This will be your username — you can enter your organization's username next.

Email Address

You will occasionally receive account related emails. We promise not to share your email with anyone.

Password

Use at least one lowercase letter, one numeral, and seven characters.

By clicking on "Create an account" below, you are agreeing to the [Terms of Service](#) and the [Privacy Policy](#).

You'll love GitHub

Unlimited collaborators
Unlimited public repositories

✓ Great communication
✓ Frictionless development
✓ Open source community

Create an account

VIDEO

only problem, same validation on email
there's a lag, but if you type slow it gives you the error

you should set it to give feedback on focus change
not on the change event for each input
(you will learn how to do that in JavaScript)

The Free Plan
The basics of CodePen.

Profile
Your own public profile to show off your work.

Hire Me
Mark yourself as hireable, so others can contact you about potential work.

NAME
Clarissa

CHOOSE A USERNAME
clarissa
codepen.io/clarissa
Username is already taken. Please choose another.

EMAIL
mail
Email address is not a valid format.

CHOOSE PASSWORD
•••••
PASSWORD AGAIN
•••
Passwords do not match.

I'm not a robot reCAPTCHA
Privacy - Terms

Sign Up

these are error messages after submitting
this is good example

- best to do directly next to each field, not list all at top of page
- specific message for each one, exactly what is wrong
- make sure it is visible so people know what to fix

Required Fields

Home

Online Registration Form

Contact

Student Awards and Financial Aid

Academic Advising

[View the Brochure](#) 

Online Registration Form

Required fields are marked with an asterisk (*)

Contact Information

First Name *

Last Name *

Student ID # *

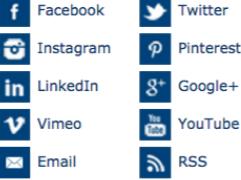
Student Email Address *

Campus *

Age *

Academic Field of Study

Program of Study *



- (almost) always mark required fields, so users don't have to guess
- common to use asterisks, but you need explanation for asterisk

Special offers[Our e-newsletter: \(un\)subscribe](#)[Subscribe to our newsletter](#)[Unsubscribe from our e-newsletter](#)[Change newsletter preferences](#)[Example iFly Magazine newsletter](#)**Keep in touch****Flight offers**

Edmonton Travel with Friends promotion

One way summer

Africa is on sale

[Back to Plan and Book](#)

Newsletter subscription

Subscribe to our newsletter and stay updated on the latest developments and special offers!

The KLM newsletter keeps you informed on attractive fares, inspiring destinations and the latest news.

You'll be among the first to know about our new services to make your journey even more comfortable.

*Marked fields are mandatory

Your newsletter preferences* Newsletter* iFly Magazine**Your details**Email address * First name * Last name * Gender * Select oneDate of birth (dd-mm-yyyy) * Postal code * Flying Blue Number Preferred departure airport Select oneValidate your submission * I'm not a robot 
reCAPTCHA
Privacy - Terms**Subscribe >**

make it clear which fields to fill out
instruction hidden at top, hard to see fields

most fields required – better to only mark which are optional



CREATE YOUR ACCOUNT

Thank you for registering with ralton.cz

Please, fill in carefully. All questions must be answered, unless marked (optional).

PERSONAL DETAILS

First Name

Last Name

Email

Password

Confirm password

COMPANY DETAILS

Company

Phone

Zip Code / Postcode

Country

Type of Business Retail Wholesale Manufacturer Agent Other

good example

"All questions must be answered, unless marked optional."

Confirm password

COMPANY DETAILS

Company

Phone

Zip Code / Postcode

Country

Type of Business
(Optional) Retail Wholesale Manufacturer Agent Other

Industry in which your
Company/Employer operates
(Optional) Jewellery Fashion Fabrics Leather Bag and Shoes Embroidery Other

Your role at your Company/Employer
(Optional) Owner Designer Buyer Other

Webpage
(Optional)

Message
(Optional)
Please include more details!

Send

How to request stones
[Write us](#)
[Sitemap](#)

f

MEMBER ZONE
Please login/register to see higher resolution glass stone
shape and colour thumbnails and to order glass stones.

can see which are optional

Apply for Civilian Posting

[« Back to Civilian Employment](#)

Please complete all fields in this form:

Last Name * First Name *

Address *

City * Province * Postal Code *

Phone * Email *

Posting number * Position (as written in the Job Posting) *

Do you have previous experience working in IT capacity within a law enforcement or public safety organization? *

Do you have 5-7 years of progressively responsible supervisory experience in an associated technical area? *

Do you have experience in driving or implementing large, complex IT projects? *

Have you completed a Bachelor's Degree in Computing Science? *

Are you legally entitled to work in Canada? (Preference will be given to Canadian Citizen and Permanent Residents) *

"Please complete all fields in this form"
but also have red asterisks next to EVERY field
adds visual noise, stressful to user
again, better to mark which are optional

CREATE YOUR PROFILE

Email *

PIN Code *

Create a PIN Code 4 digits only (for example 1234).

PIN Code confirmation *

First name *

Last name *

Address *

Postal code *

assumption that users understand asterisk
like this with no instructions

usability studies, not all users understand the asterisk

General Information

First Name:

Last Name:

Email:

City:

Province/State:

Country:

I have read the [Privacy Policy](#)

Yes I would like to receive the Vancouver newsletter!

Red fields are required.

two things wrong

1. instructions at bottom, need to be at top
2. only red – won't work for color blind

better to use word required or optional if you can, no ambiguity

The screenshot shows the Turkish Airlines website homepage. At the top, there's a navigation bar with links for "ONLINE SERVICES", "TRAVEL INFORMATION", "TRAVEL EXPERIENCE", "CORPORATE CLUB", "MILES&SMILES", "CORPORATE", and "FLIGHT DESTINATIONS". Below the navigation is a search bar with "Enter Keyword" and a magnifying glass icon. The main content area features a "Flight Ticket" search form. The form includes fields for "From" (City / Airport), "To" (City / Airport), "Departure Date" (01.08.2016), "Return Date" (08.08.2016), and passenger counts for "Adult" (1), "Child" (0), and "Infant" (0). There are also buttons for "Flight Search" and "MULTI CITY". To the left of the search form is a sidebar with icons for "Award Ticket", "Hotel", "Rent a Car", and a calendar. On the right side of the search form, there's a "Miles&Smiles" section with fields for "Member ID" (TK) and "PIN", along with links for "Join Now" and "PASSENGER RIGHTS". Below the Miles&Smiles section is a circular graphic for "FLY & DRIVE" featuring logos for Turkish Airlines, Avis, and Budget. At the bottom of the page, there are sections for "Promotion Airline Tickets" (with links for Toronto 1,061, Toronto 1,014, and Toronto 1,220) and "All Promotion Airline Tickets".

may not need to mark required if it's obvious that all fields are required

Input Types

```
<input type="email">
```



you will learn this when you do HTML

setting input type will change which keyboard is displayed on mobile

- if email, you get keyboard with @ so you don't have to go to symbol keyboard screen
- you'll learn many other input types

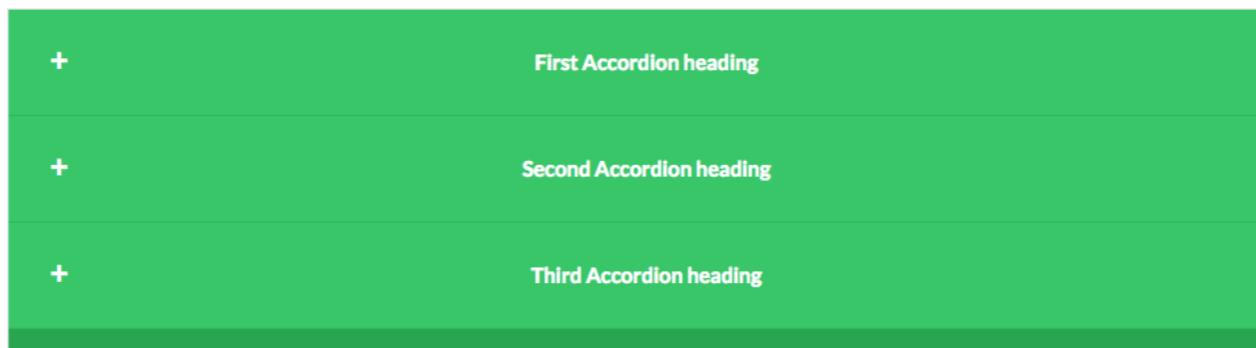
Animation

can be useful
gives user feedback

can be annoying
doesn't fit tone & voice

old blink text or marquee text in HTML – annoying

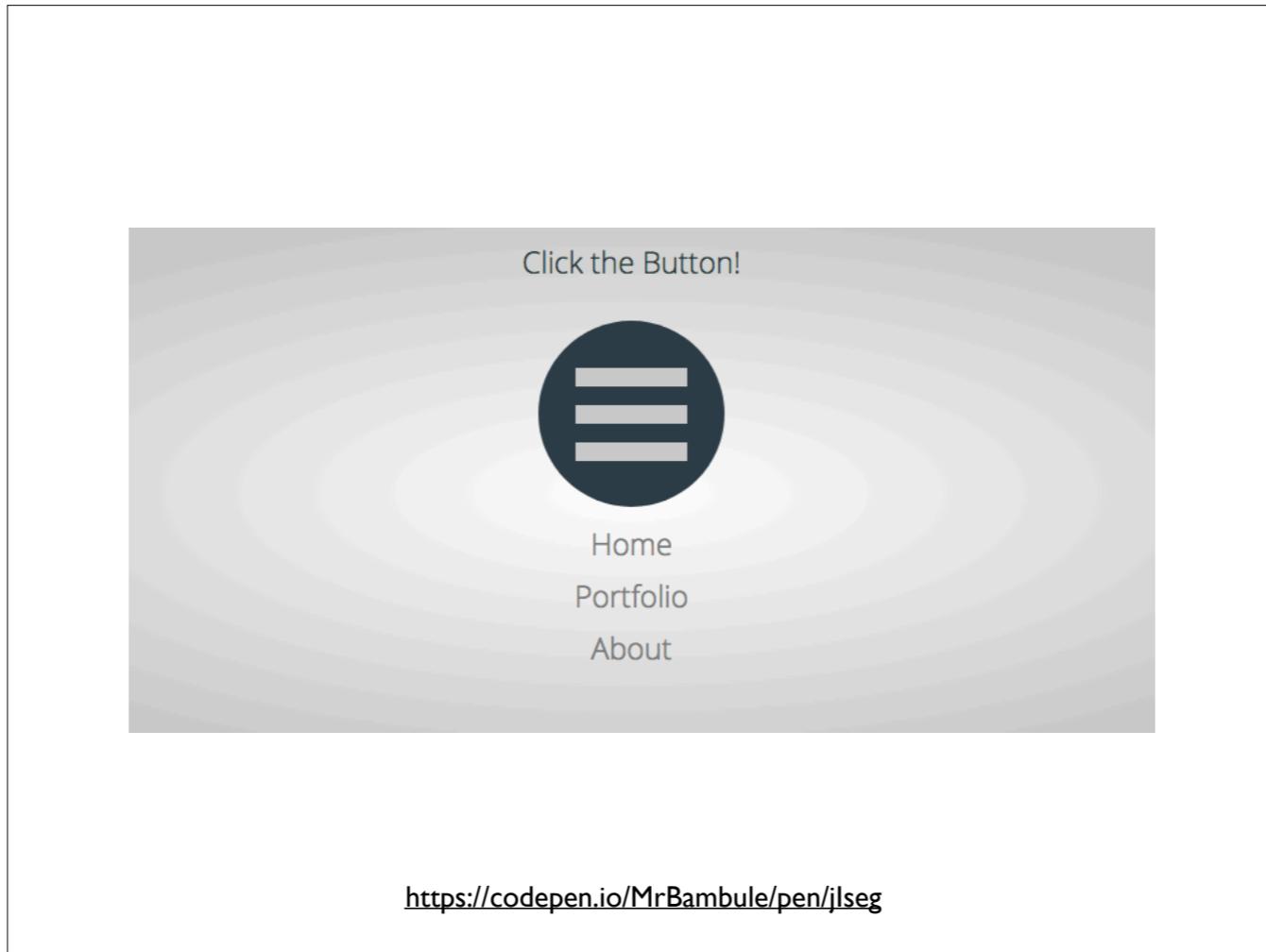
CSS Responsive Animated Accordion



<https://codepen.io/chriswrightdesign/pen/cmanl>

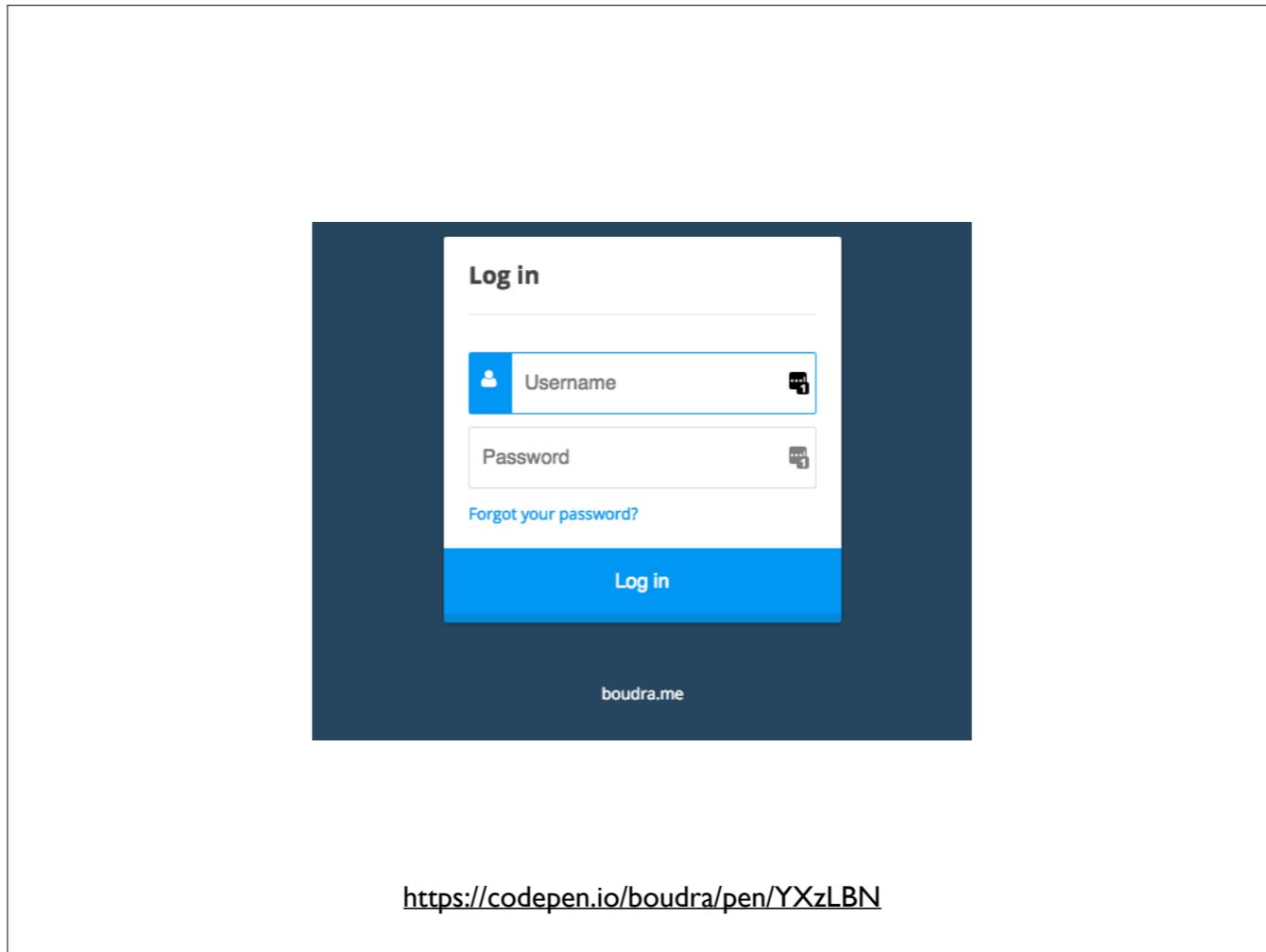
show this pen

- this feels okay because doesn't add too much delay
- gives user feedback by showing that each item is "opening"



show this pen

- this is annoying because you have to wait



<https://codepen.io/boudra/pen/YXzLBN>

show this pen

animation when you click in each field

kind of annoying and doesn't give any useful user feedback

We have worked in the industry for 15 years and have provided services to a wide range of clients.

Come and see what our clients are saying about our services.



Johnathon Richard Smith
CEO / Manager - Auto Incorporated

“ When I started using their service I was skeptical. They promised me a 300% return on my initial investment. However they came through on their word and now my business is flourishing.. ”



Joanna Hammerlton
Marketing Manager - Omega Creative

“ Our company first enlisted their services when we had a down-turn in sales and revenue. They outlined a series of steps we could take to improve our position and within a year we are making significant improvements.. ”

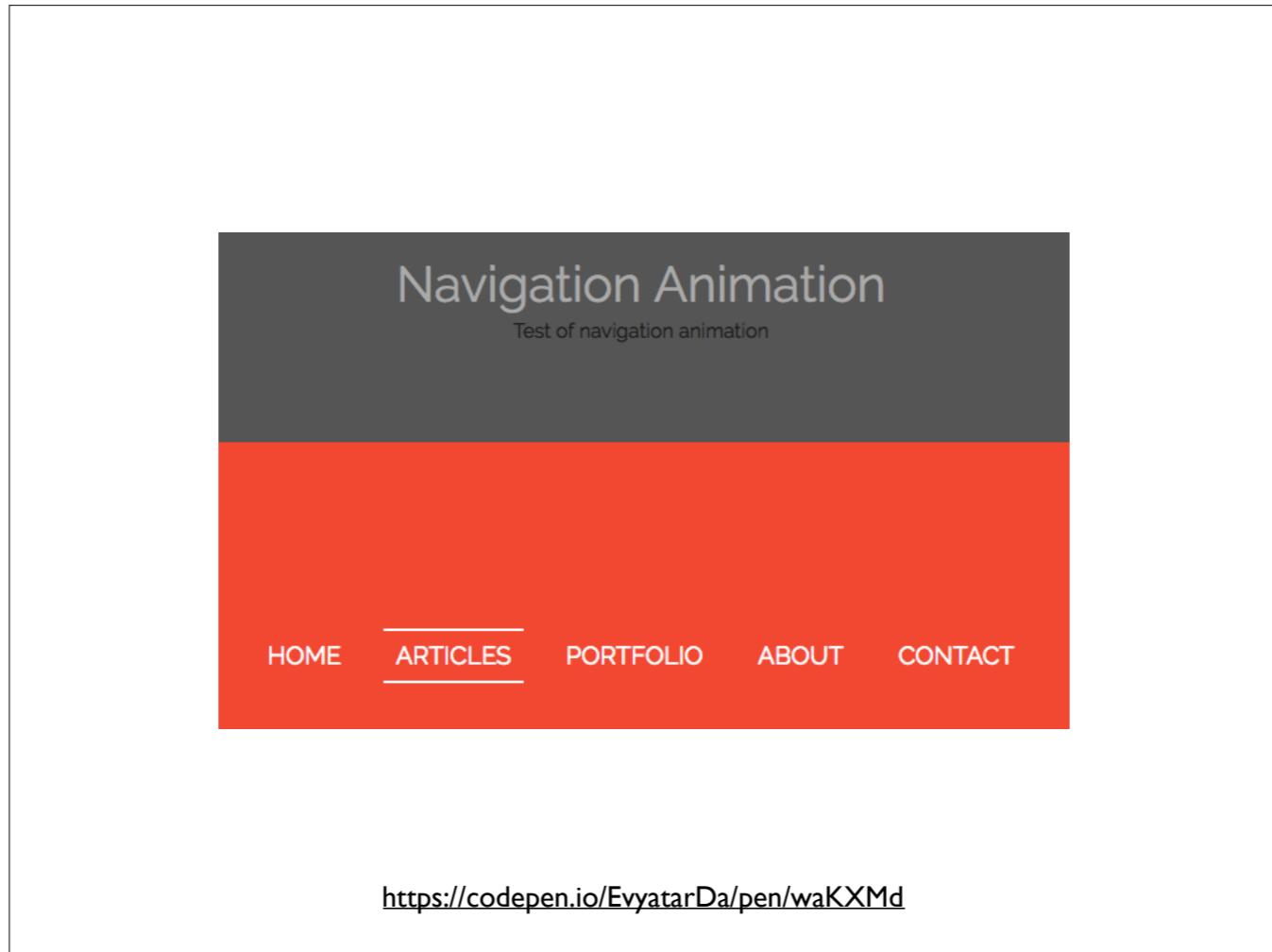


<https://codepen.io/simoncodrington/pen/Mwgqqd>

show this pen

kind of annoying also

don't just add animation to make your site "cool"
"look at what we can do!"



<https://codepen.io/EvyatarDa/pen/waKXMD>

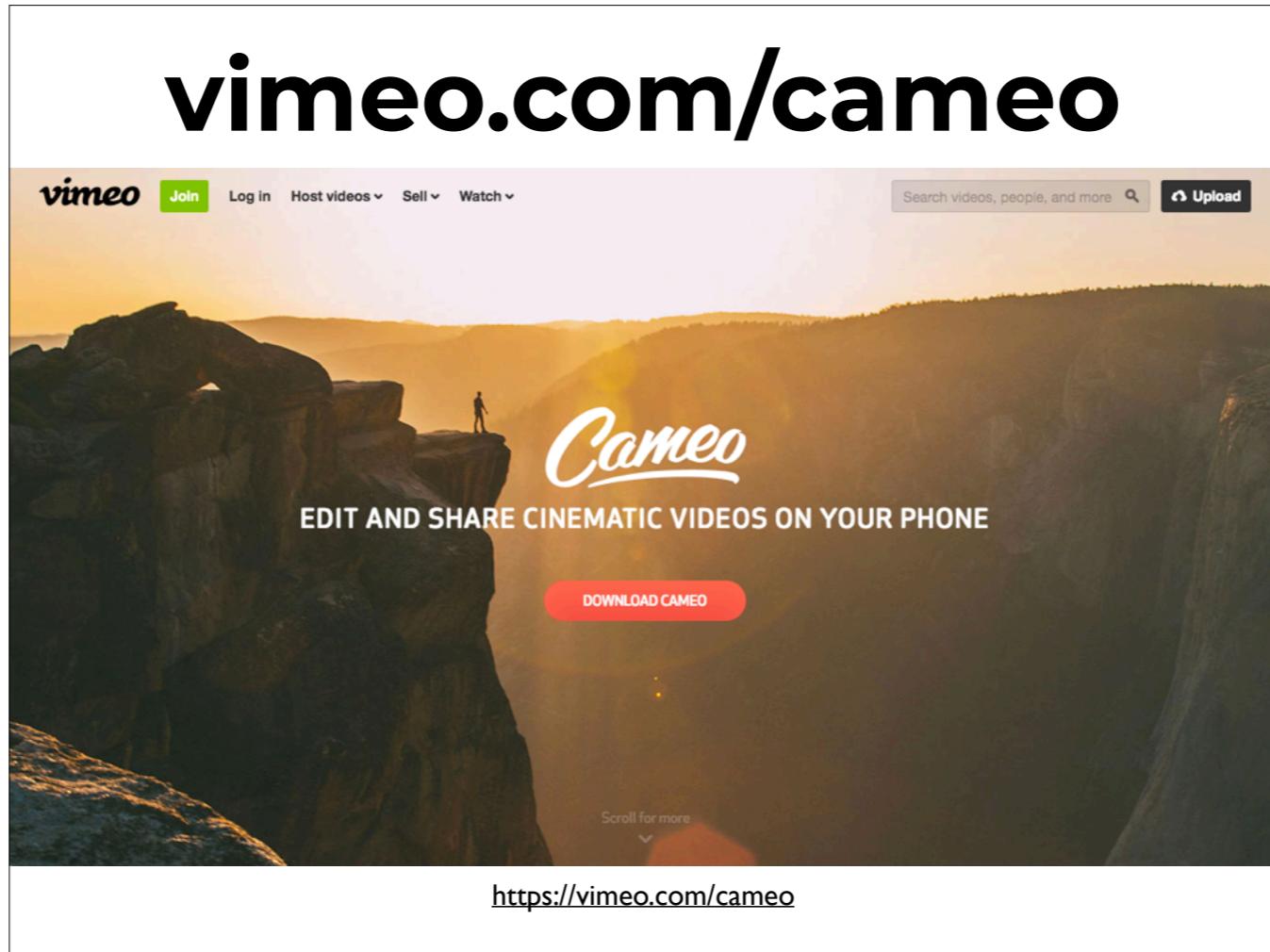
show this pen and scroll down

- some of these feel natural, like you're just highlighting the link when you hover
- some feel weird and unnatural

another example:

<https://www.psd2html.com/10-years-in-review/>

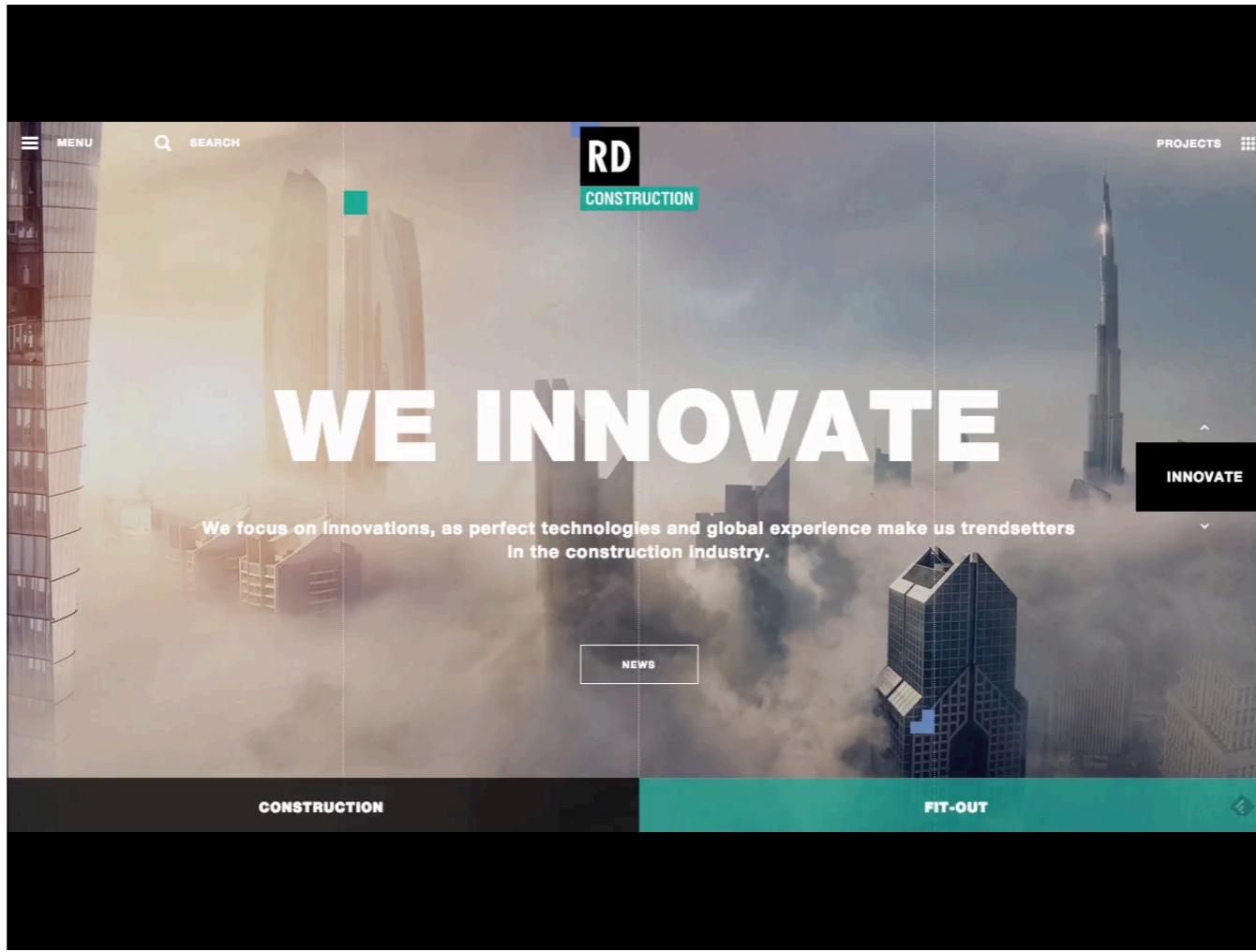
- the animation is unnecessary and “look at what we can do!” but it’s okay because the whole page is about showing what they do



show them this site

- give them a vertigo warning first
- scroll through top of page (scroll, not page down)

- vestibular disorders, cause dizziness
- could trigger an attack that causes the user to suffer mild to severe vertigo, nausea, headaches or even seizures
- people with cognitive issues could become confused and distracted



Another example

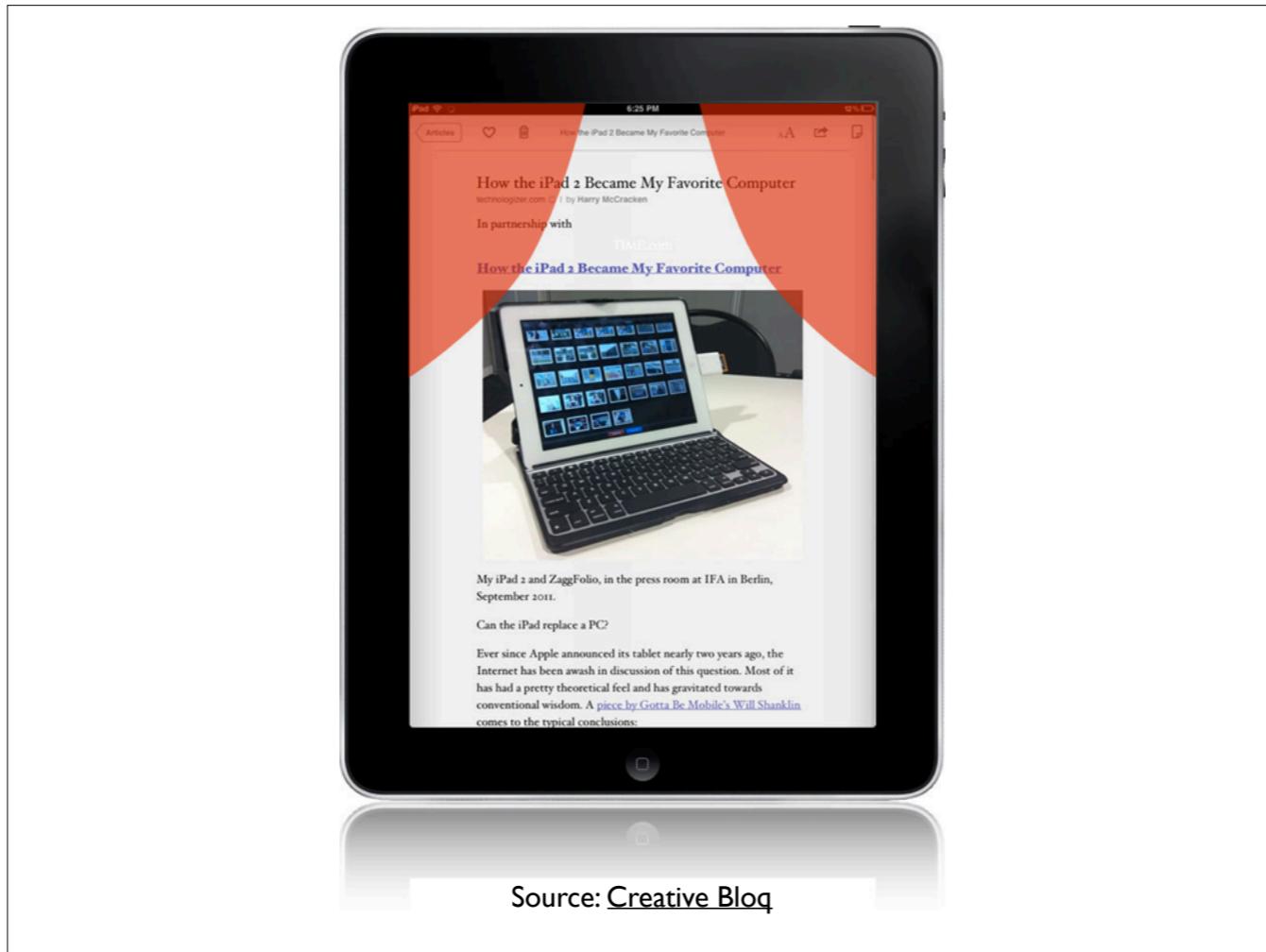
Touch Screens

So now let's talk about designing for touch screens.



Source: [Creative Bloq](#)

If you're right-handed, your thumb's natural reach is in bottom left corner. Those are where you'd expect to see frequently-used buttons.
don't want fingers covering content
but we don't design websites this way



Source: [Creative Blog](#)

tablets

not top center, as hand will cover content when using button

even desktops to be touch friendly – then need buttons on bottom so less reach

Gorilla Arms

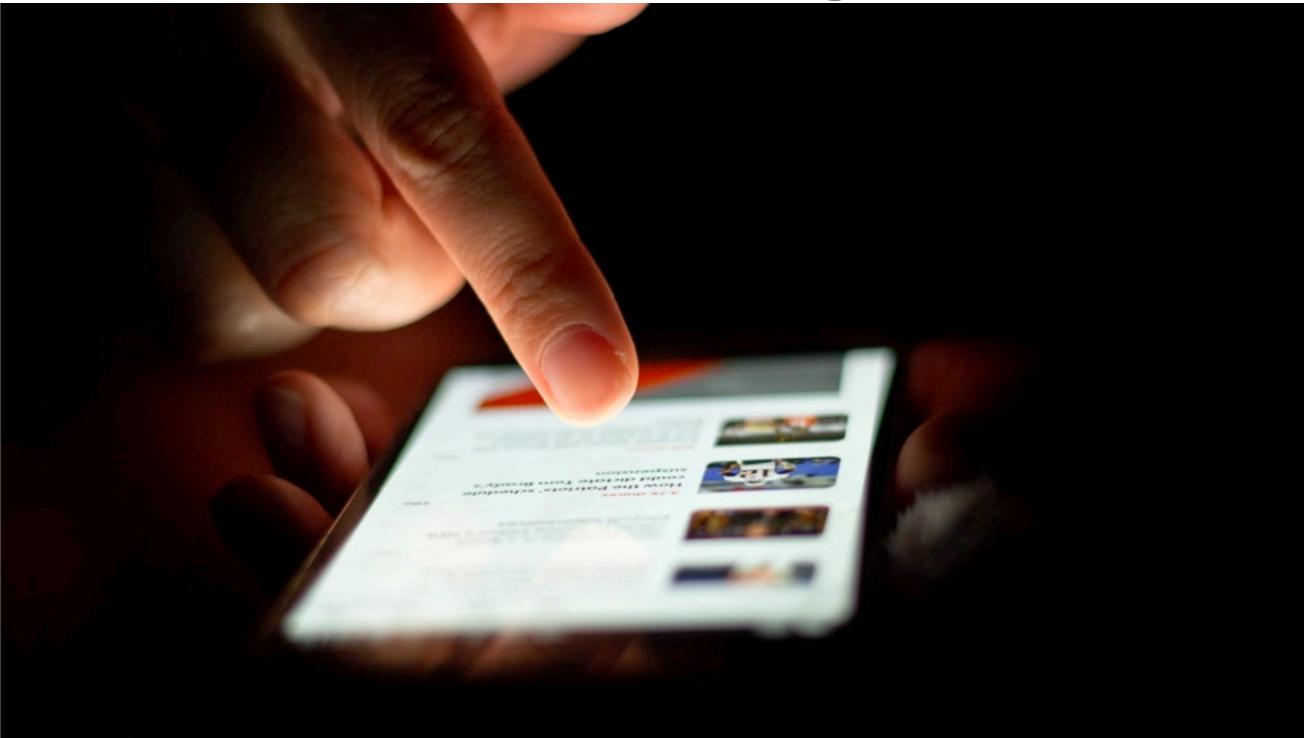


Source: Melinda Huntley via Creative Commons

"Gorilla arm" is when someone who is using a vertical or standing touchscreen experiences fatigue or their arm starts to hurt, because of the awkward and not very ergonomic positioning that is required. It is called "gorilla arm" because of the similarity to the way a gorilla or other primate might interact with these vertical screens.

This is why Apple added a touch bar to the Mac instead of a touch screen.

Touch Targets



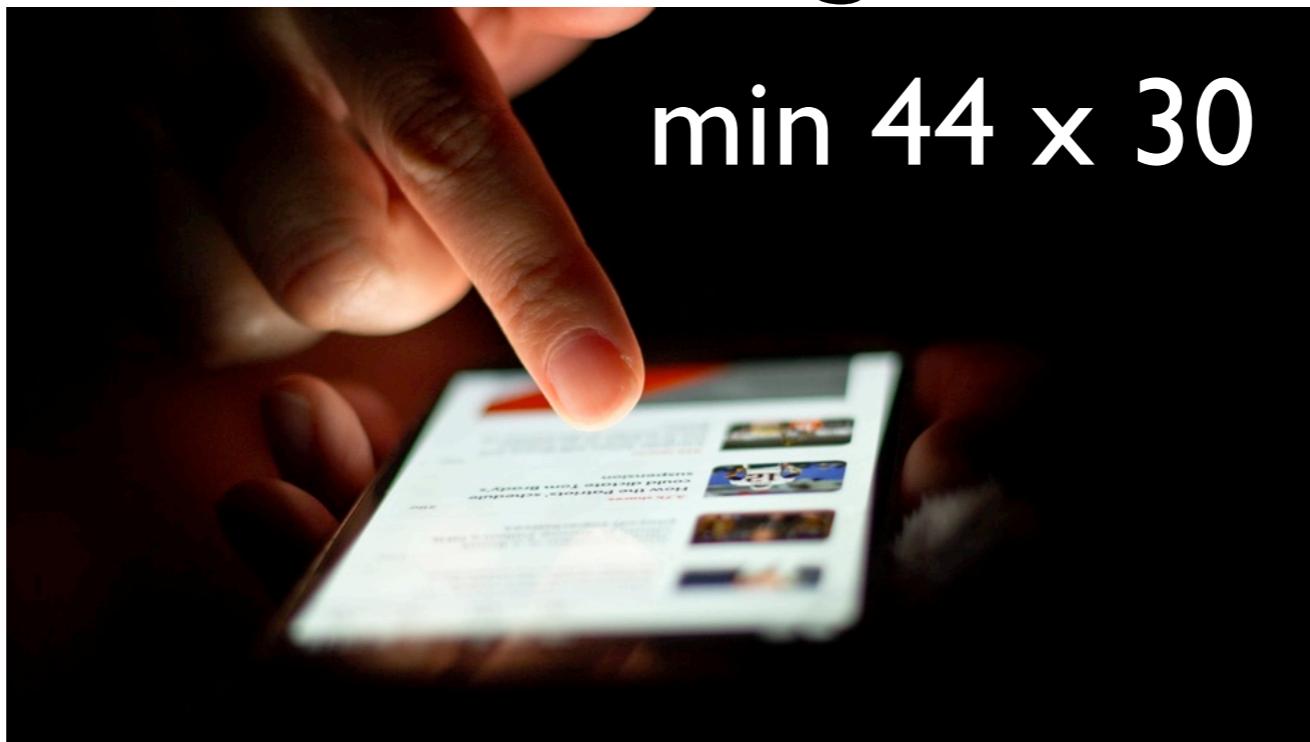
Source: [Japanexperterna via Creative Commons](#)

touch targets / tap targets

- links, buttons that you tap on your phone/tablet
- need to be big enough can hit it easily
- avoid hitting surrounding elements

Touch Targets

min 44 x 30



Source: [Japanexperterna via Creative Commons](#)

- standard is a 48 pixels x 48 pixels square
- 44x30 is the minimum your touch target should be
- add white space around the button to avoid hitting adjacent items

Hover



Source: [Fred F. via Creative Commons](#)

this is an enhancement that you get when using a mouse

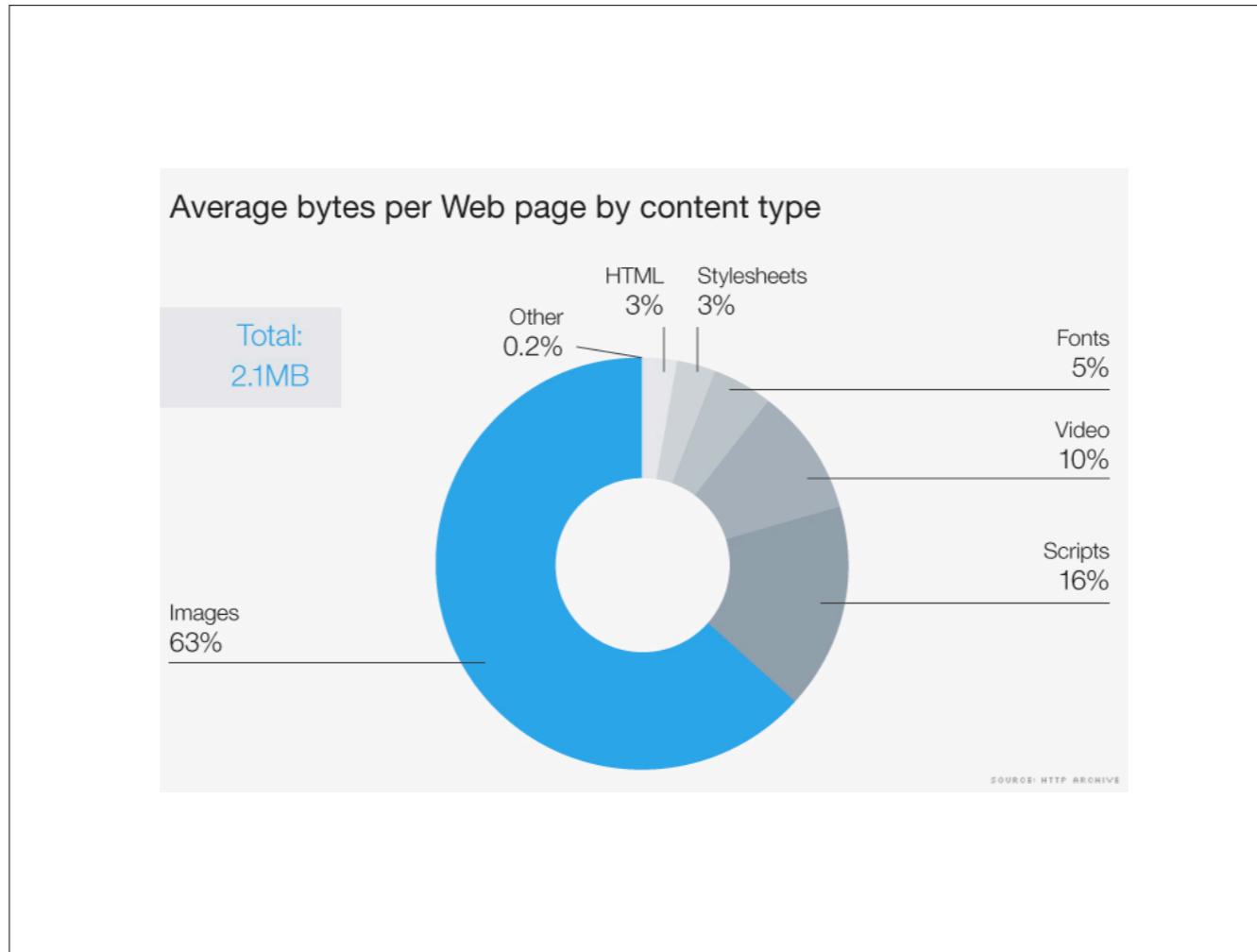
- don't rely on hover to convey information, touch screen won't get it

Performance

- people are impatient
- they don't want to wait for your site to load
- do everything you can to make it faster
- when we're creating a site, we're usually on an office or home computer with broadband
- users might be on a mobile phone, slow cellular network
- slow wifi in a hotel or coffeeshop



- Some people are even on dialup
- only 85% of Canadians in rural areas have access to broadband – that's 1 million people without access
- even then, for most people, it's still not nearly as fast as what most of us expect from our broadband
- in particular, many on remote First Nations reserves do not have access to high-speed (use satellite internet)
- some people choose dial-up because it's cheaper
- other households rely only on mobile internet (slower) and don't have a connection at home

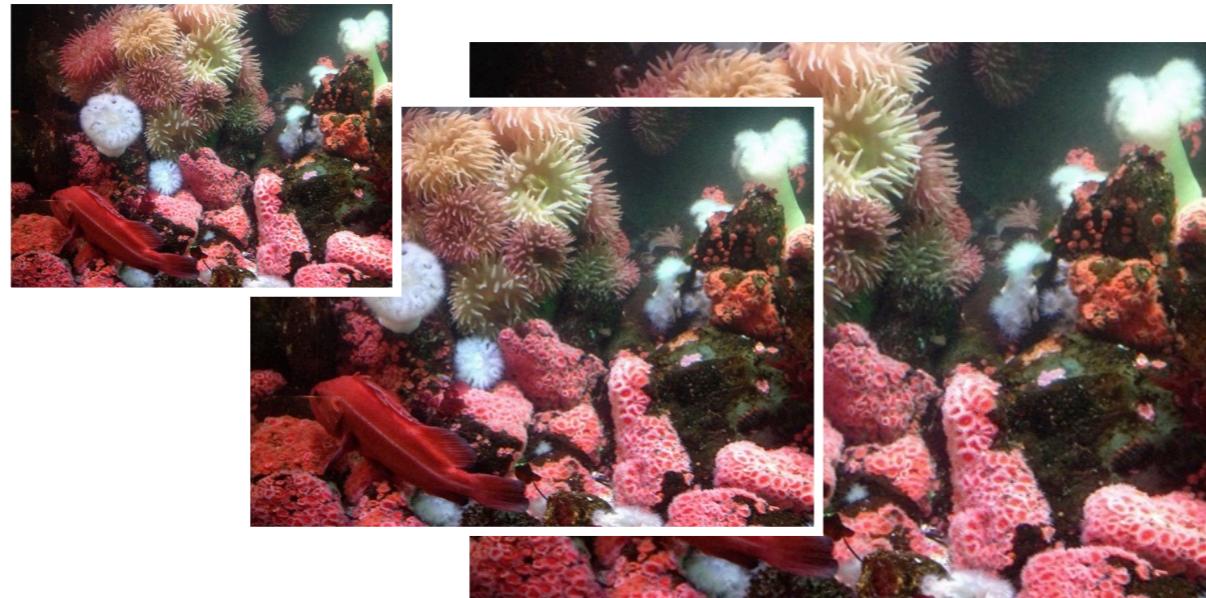


Page weight affects performance.

The average web page is 2.1MB. The current recommendation is that your webpage should be under 500 KB. That's a pretty big difference. This is the breakdown of that page weight.

- 63% images, i'll talk about next
- 16% scripts, so make sure you don't have tons of JavaScript libraries that you don't need
- 10% is videos. Don't autoplay or autodownload videos.

Responsive Images



- You want to optimize your images and only want to display images that are just wide enough to fit on your device.
- For instance, you might have a beautiful 1000px wide image on your desktop, but there's no need for someone on a mobile phone to have to download that large image.
- With responsive images, you can load different images as needed for different devices.
- There are plugins that can help you do this without you needing to do it manually in the code.

Testing Performance

PageSpeed Tools > Insights

GUIDES REFERENCE SAMPLES SUPPORT

PageSpeed Insights

 Make your web pages fast on all devices.

Enter a web page URL ANALYZE

Web Performance Learn more about [web performance tools at Google](#).

Give Feedback Have comments or questions about PageSpeed Insights? [Discuss on our mailing list](#).

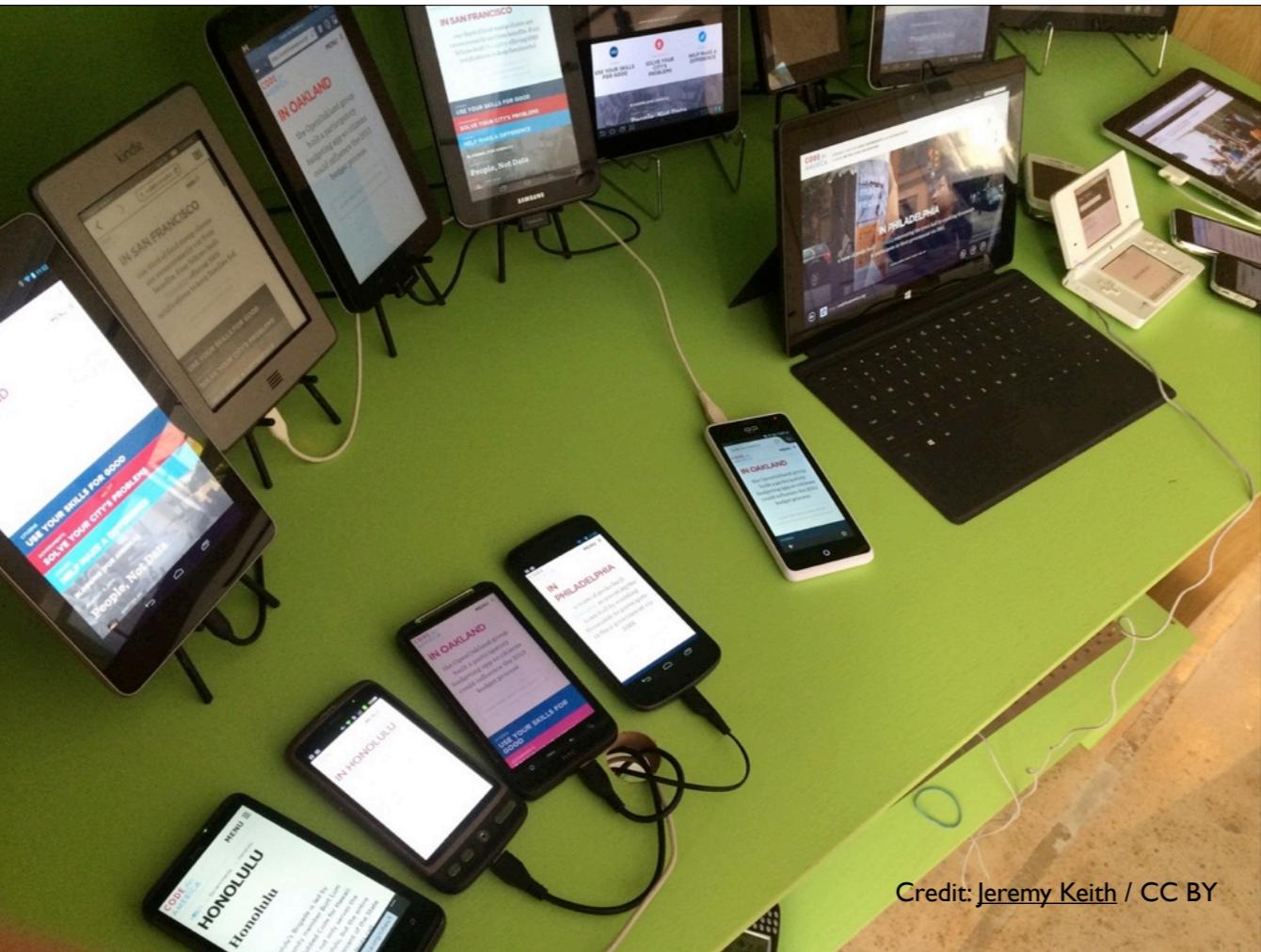
About PageSpeed Insights PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more](#).

[PageSpeed Insights \(Google Developers\)](#)

- Lot of free sites where you can test your website's performance
- Google PageSpeed Insights is a great one to use
- go to this and show them; test Sait.ca
- tells you specific things you can do to optimize your site
- First Contentful Paint (FCP) measures when a user sees a visual response from the page. Faster times are more likely to keep users engaged. DOM Content Loaded (DCL) measures when HTML document has been loaded and parsed. Faster times have been shown to correlate with lower bounce rates.

Testing

- last thing to mention is testing
- first, this seems basic, but test everything on the site to make sure it works
- look for broken links, make sure forms submit, make sure pages look correct
- don't just do this once, do this periodically just in case something changed



Credit: [Jeremy Keith](#) / CC BY

- screen sizes
- minor differences between iOS and Android, how they display things

Mobile Emulators & Simulators: The Ultimate Guide

G+1 202

Like 695 people like this. Be the first of your friends.

Tweet

The most useful tools for mobile web are **emulators** and **simulators**. In [Chapter 4 of Programming the Mobile Web](#) I've made an extensive description and installation guideline for creating a desktop mobile testing environment. And in [Chapter 13](#), I've also reviewed other solutions for mobile testing, including four device remote lab solutions.

I've mixed all this information to create this ultimate guide to [37 download resources](#) for hundreds of emulators and simulators. Enjoy!

This list includes content from [Programming the Mobile Web book](#) with frequent updated information & links.

List of mobile and tablet emulators for mobile web design & development testing

Name	Official Platform	Type	Browser testing	Native testing	Compatibility
iOS Simulator	Official iOS	Simulator	Safari only	Objective-C	Apple

Thoughts, researches and samples about mobile web by Maximiliano Firtman, speaker, trainer and author of O'Reilly books [Programming the Mobile Web](#) and [High Performance Mobile Web](#).

Follow me @firt

Follow this blog

MY BOOKS & TRAININGS



[Mobile Emulators & Simulators: The Ultimate Guide \(Breaking the Mobile Web\)](#)

- try to actually test on Windows, Mac, different browsers
- iOS, Android, Blackberry, phones, tablets
- but for whatever you don't have access to, there are emulators and simulators online
- you can either download, or use online services

BrowserStack Live Automate App Live More Beta

Buy a plan Resources Account

Rapidly test your website for cross browser compatibility across 1100+ browsers.

http://www.washingtonpost.com History

Enable Local Testing Learn more about local testing

15/25 browsers selected

14 of 15 done.

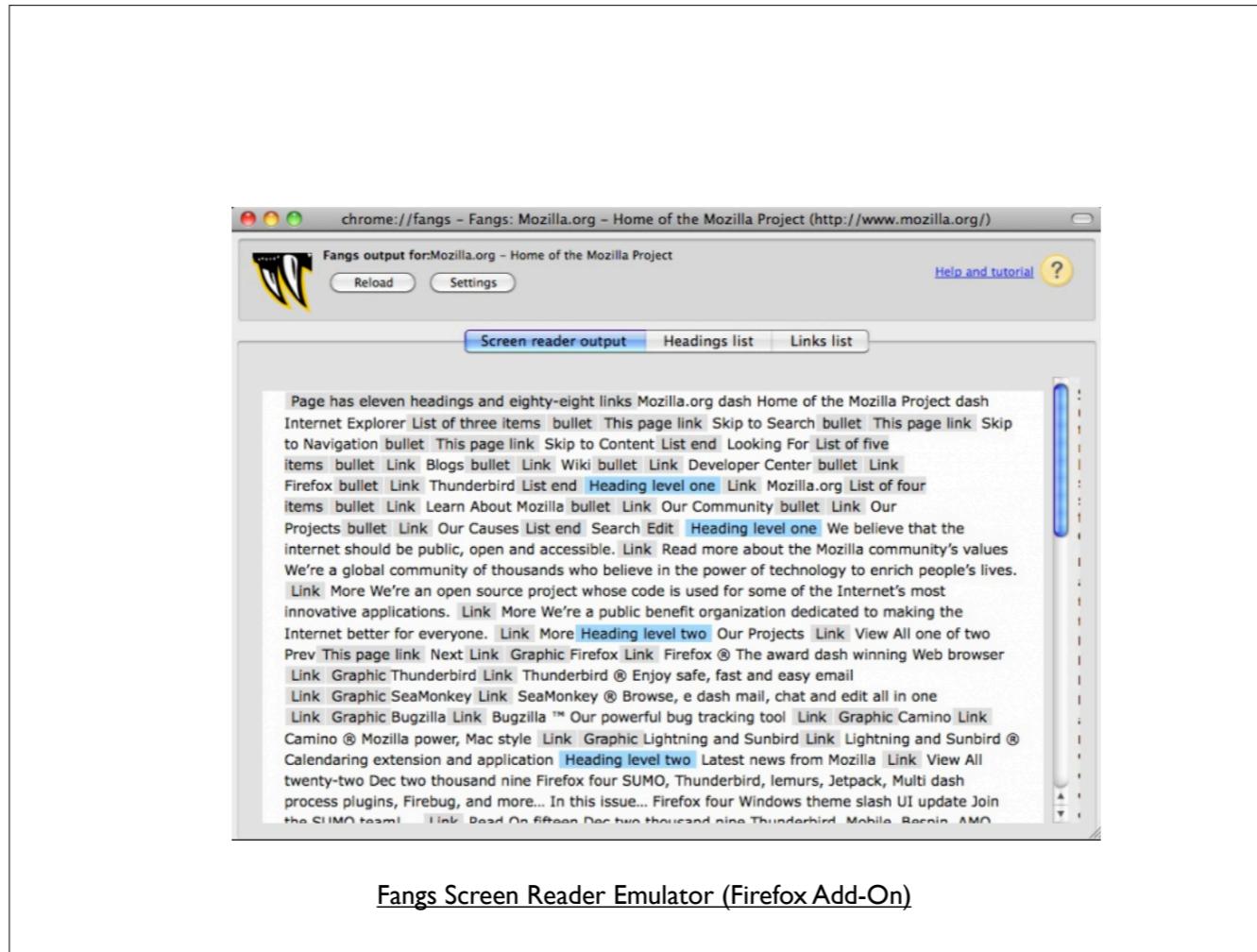
Click to enable Adobe Flash Player ZIP Stop

Windows XP firefox 3.6 Windows 7 ie 9 Windows 8.1 ie 11 Windows 8.1 firefox 30 Windows 8 ie 10 Windows 7 ie 8 OS X Yosemite safari 8 OS X Mavericks chrome 36 Google Nexus 5 (portrait)

Samsung Galaxy S5 (portrait) OS X Yosemite opera 12.15 iPhone 5S (portrait) Samsung Galaxy Tab 4 10.1 (portrait) iPhone 6 Plus (portrait)

PRODUCTS MOBILE OTHER LINKS SOCIAL

BrowserStack is a popular way to test your website.



Fangs Screen Reader Emulator (Firefox Add-On)

- need to test on screen readers too
- some screen readers are free, but if testing on one isn't feasible to you, this is an alternative
- add-on for Firefox that shows text similar to a screen reader output

VoiceOver for OS X. A feature that speaks for itself.

VoiceOver doesn't just tell you what's happening, it helps you make things happen. It tells you what's on your screen, and walks you through actions like selecting a menu option or activating a button using your keyboard or trackpad. VoiceOver gives you complete control of your Mac, with no need to see the screen. And it's already built in.

"Behind the Recipe: Marc Vetri's Corn Fettuccine.
Marc Vetri, award-winning chef and owner of the
Vetri Family restaurants in Philadelphia,....



Source

- Also if you have a Mac or iOS device, it has built in accessibility features that will read everything out loud, including using the interface

Usability Testing

want to find out if your website works for users

get someone in front of a computer, watch them perform a task, make them explain what they're doing as they do it
test on various tasks
prototypes

different devices

Don't need to be target audience
pay them, or find your friends and coworkers

test early
not trying to prove anything, looking for problems

Guerrilla Testing with Usability Cafe by Google Developers



<https://www.youtube.com/watch?v=0YL0xoSmyZI>

3:30 video

test on 5 users – find 85% of problems
everyone should be involved in usability testing