

*Déjeuner Numérique*

# La conception pour tous - Inclusion numérique Design System

Akemi Tazaki



# Qui suis-je?

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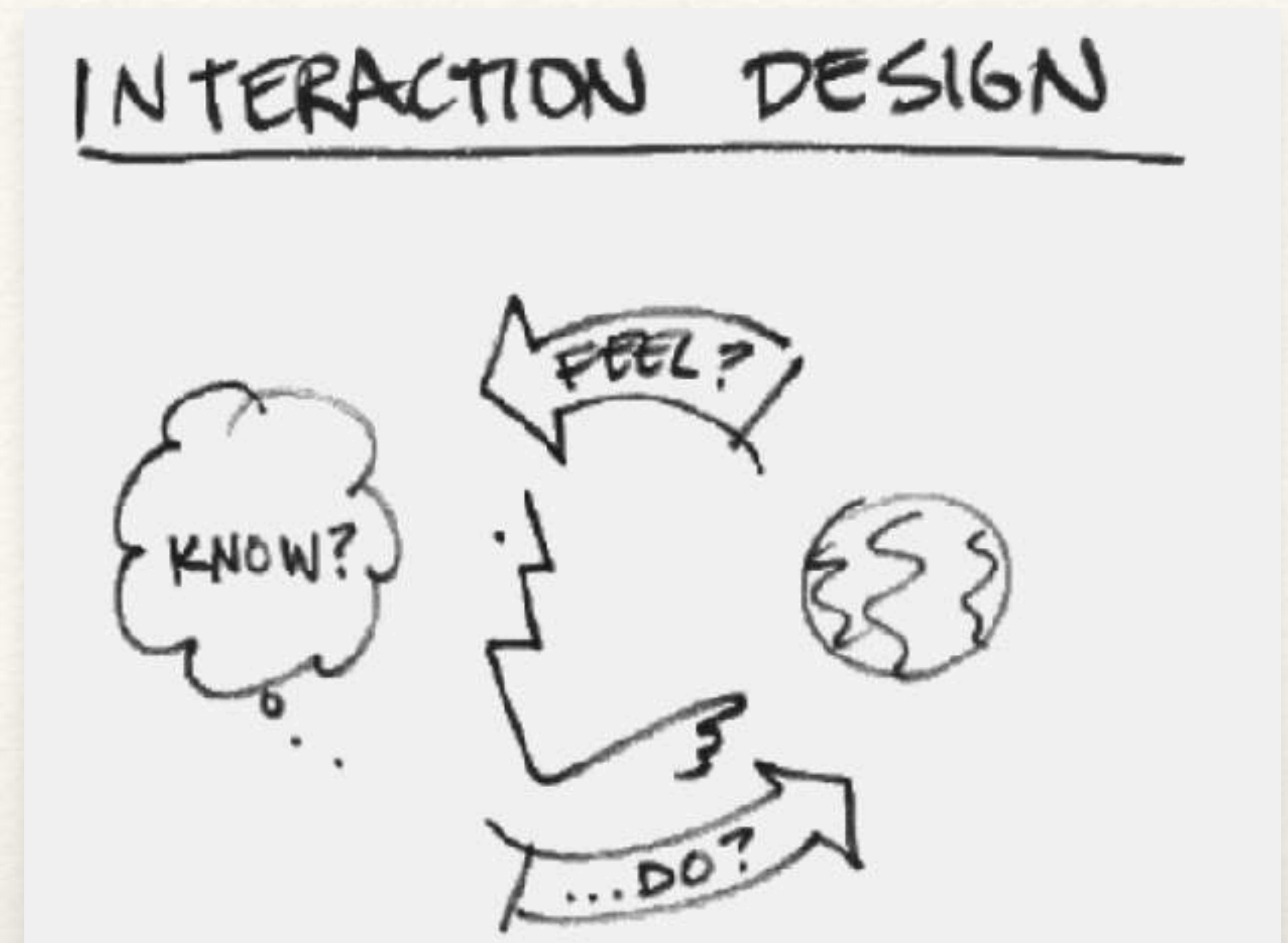
- ❖ Conceptrice d'expérience utilisateur des produits et services numériques
- ❖ Passionné depuis 18 ans dans la création des services numériques sur trois continents







©Wikipedia

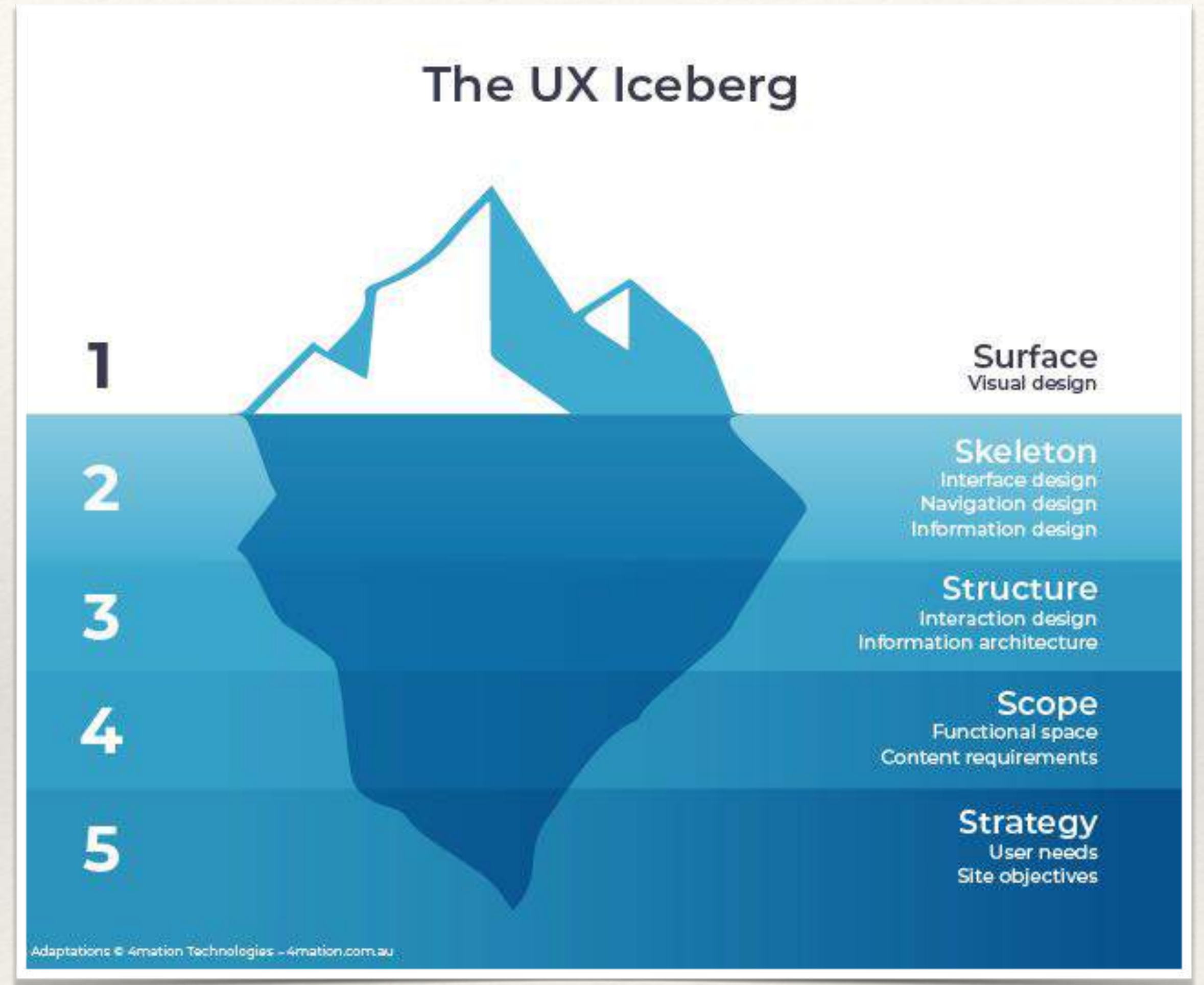


[https://en.wikipedia.org/wiki/Bill\\_Verplank](https://en.wikipedia.org/wiki/Bill_Verplank)



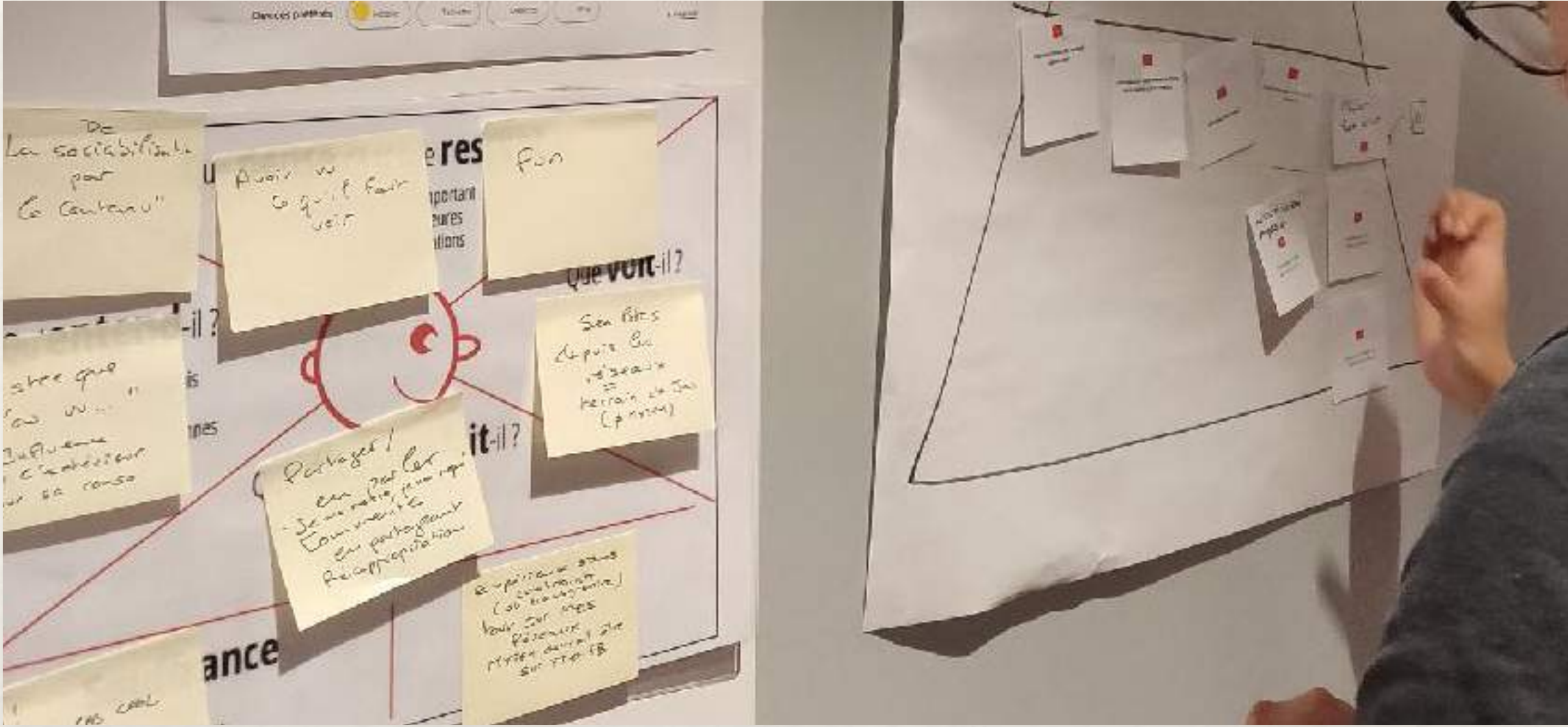
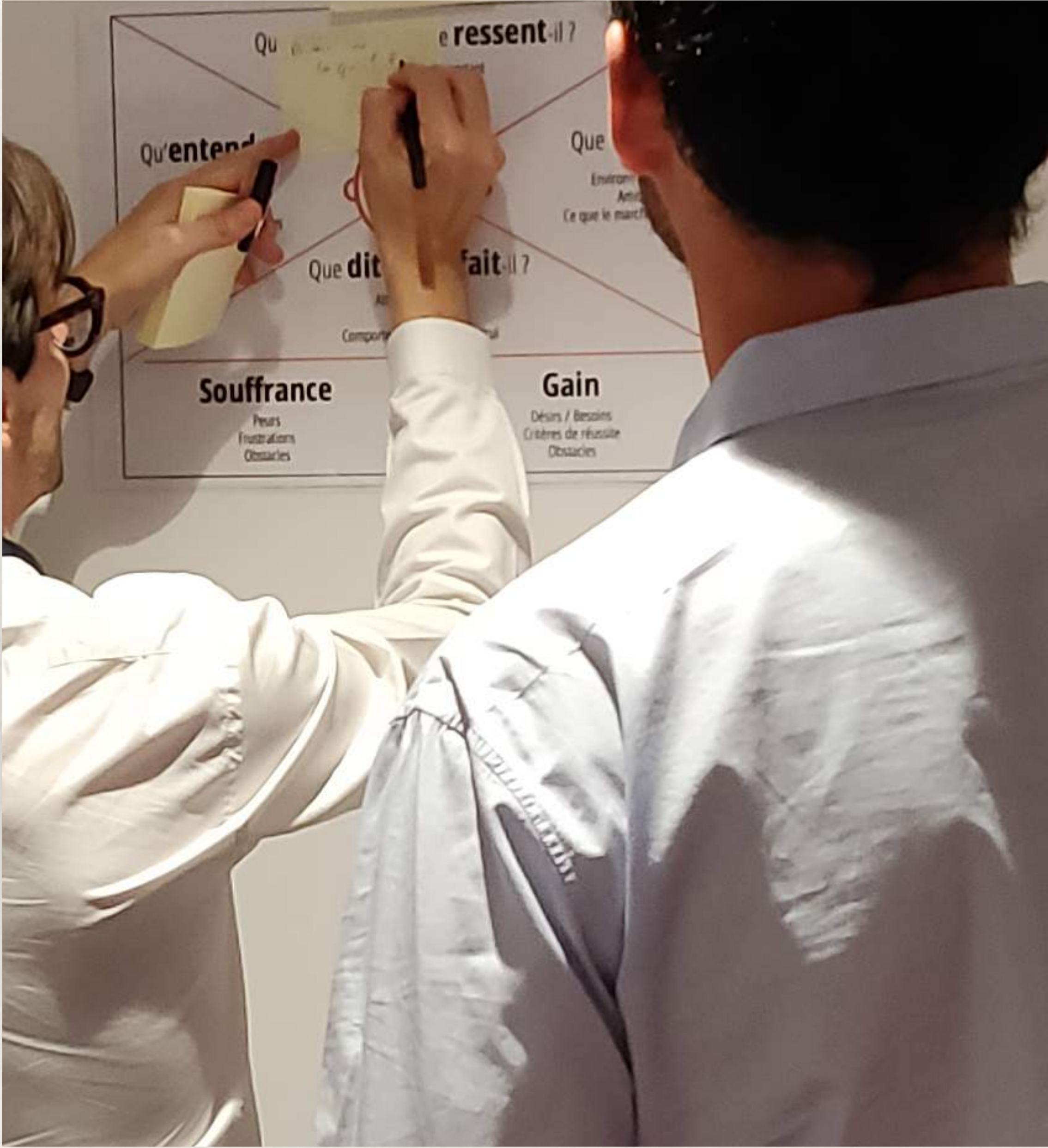
©Business Insider





<http://www.bug-administratif.com/jargon/jargon.html>











## Profil 1 Le piloté



Christophe

27 ans, Célibataire,  
jeune chimiste

### SES APPLIS DE TRANSPORT-PRÉFÉRÉS



### SON HUMEUR DANS LE TRANSPORT

Impatient  
Inconfortable

### SON HISTOIRE

Citadin pressé, la ville est son terrain de jeu, la technologie son phare. Partisan du moindre effort, il se laisse guider partout par les applis : malgré un trajet quotidien simple (métro, bus), il veut arriver toujours plus vite, plus facilement. Il prend le TGV surtout le weekend, et rêve d'une appli unique pour l'accompagner de porte-à-porte, quelle que soit sa destination... et lui simplifier la vie.

### SON PROFIL DE RECHERCHE D'INFORMATION

Object survie ☐ ☐ ☐ ☐ ☒ Object confort

Mono-source ☐ ☐ ☒ ☐ ☐ Multi-sources

Vérificateur actif ☐ ☐ ☐ ☐ ☒ Receveur passif

#### IL NE VEUT PAS

...Faire moindre effort.

Consultation intensive ☐ ☐ ☐ ☐ ☒ Consultation ponctuelle

Peu autonome ☐ ☐ ☐ ☐ ☒ Très autonome

#### IL VEUT

...Être assisté de A à Z sur tous ses trajets, avec une information immédiate, personnalisée, adaptée en temps réel à ses déplacements.

### SES OBJECTIFS SUR SON TRAJET DOMICILE



**Pas de besoin particulier sur l'itinéraire quotidien:** connaît bien son trajet, pas de difficulté (métro, bus)

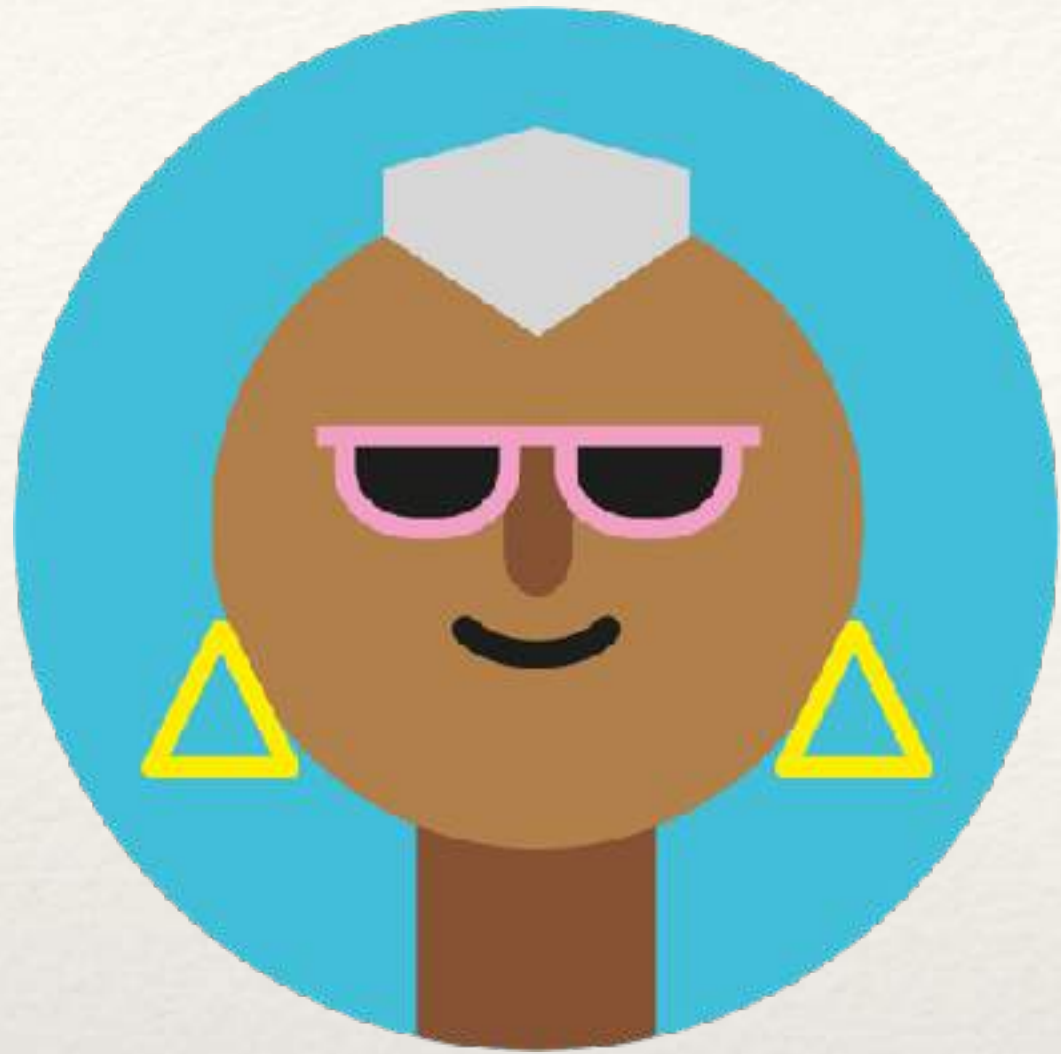
**En cas de perturbation:** être alerté et se faire recommander des trajets alternatifs (si possible sans avoir à paramétrer ou à consulter soi-même l'application)

### AUTRES TRAJETS



**Accompagner ses trajets TGV loisir:** calcul de trajet porte-à-porte, dématérialisation des titres / cartes de transport





Ashleigh  
24 ans

**GOV.UK** Search

Home > [Understanding disabilities and impairments: user profiles](#)

Government Digital Service

Research and analysis  
**Ashleigh: partially sighted screenreader user**  
Published 25 October 2017





## 4 principes d'accessibilité numériques

1. Perceptible

2. Utilisable

3. Compréhensible

4. Robuste



## LES DOCUMENTS DE RÉFÉRENCE DU S.I. DE L'ÉTAT

un service proposé par [modernisation.gouv.fr](#)

<a href="#">Accueil</a>	<a href="#">RGAA</a>	<a href="#">INTRODUCTION AU RGAA</a>	<a href="#">GUIDE D'ACCOMPAGNEMENT</a>
<a href="#">Critères</a>	<a href="#">Glossaire</a>		
<a href="#">Notes techniques</a>	<a href="#">Base de référence</a>		

FILTRES

☐ Afficher les tests  
☒ Niveau A  
☒ Niveau AA  
☒ Niveau AAA

THÉMATIQUES

[1. Images](#)  
[2. Cadres](#)  
[3. Couleurs](#)  
[4. Multimédia](#)  
[5. Tableaux](#)  
[6. Liens](#)  
[7. Scripts](#)  
[8. Éléments obligatoires](#)

## CRITÈRES

### MODE D'EMPLOI

Ce référentiel s'applique à tout contenu HTML (HTML5) en référence prenant en compte un ensemble de tests définis sur lesquels l'accessibilité des composants d'interface est vérifiée. Une description détaillée de la base de référence est disponible.

### Note importante pour tout contenu accessible

Lorsque le code HTML de la page n'est pas du HTML5 ou que le test est non applicable. Tous les autres critères et tests suivants sont non applicables :

- Critère 1.10 ;
- Critère 9.2 ;
- Test 11.10.1 (condition 2 relative à l'attribut)



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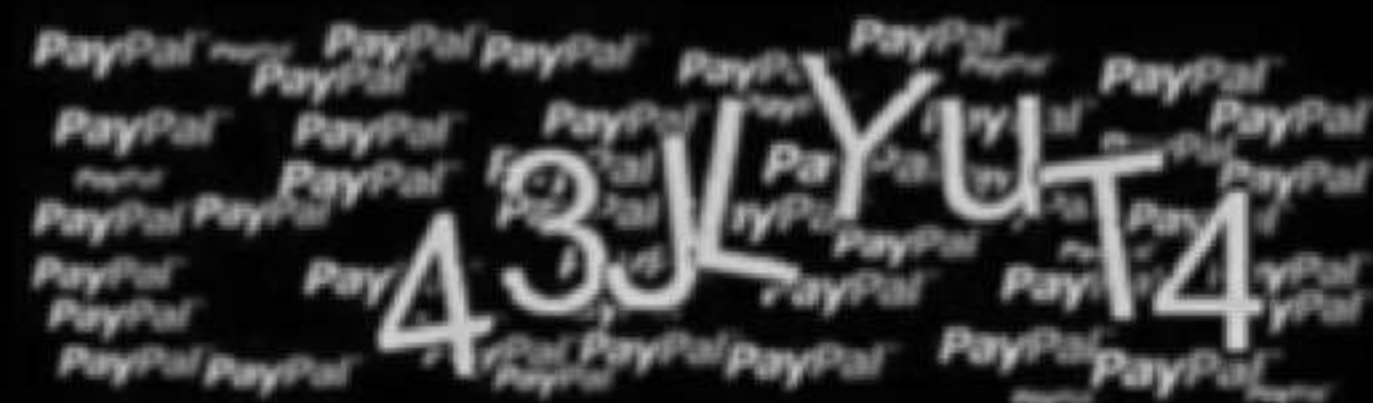


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Welcome to BBC.com

Saturday, 16 November

A large crowd of protesters in Iran is shown, with a large fire burning in the foreground. The scene is chaotic, with people running and smoke in the air. In the background, there are buildings and a sign that says 'TV'.

# Protests erupt over Iran petrol rationing

Demonstrators take to the streets in many cities as petrol prices go up by at least 50%.

MIDDLE EAST

A group of football players in orange and green kits are shown in action. One player in an orange kit is in the foreground, looking towards the camera. Another player in a green kit is behind him, and a third player in an orange kit is to the right. They are all looking in the same direction, towards the right of the frame.

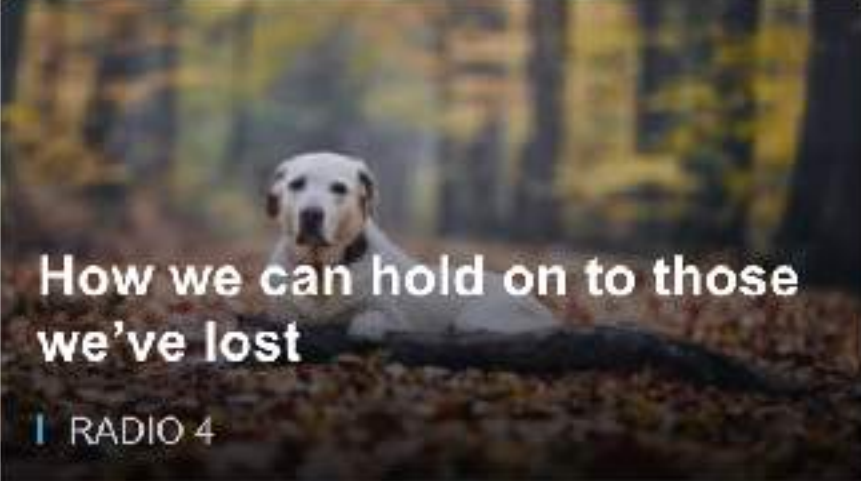
# Northern Ireland make energetic start against Netherlands

FOOTBALL

A group of people are walking on a city street. They are wearing coats and hats, suggesting it is cold. The street is lined with buildings and trees. The people are walking in the same direction, towards the right of the frame.


# The tech fad where people avoid pleasure

WORKLIFE

A white dog is lying on a bed of fallen autumn leaves. The dog is looking towards the camera. The background is a blurred image of trees with yellow and orange leaves.

# How we can hold on to those we've lost

RADIO 4

A hand is holding several small, old photographs. The photos show people in various settings, some smiling and some looking serious. The hand is holding the photos in a way that they are fanned out, showing different faces.

# Can you predict romantic desire?

DID YOU MISS?

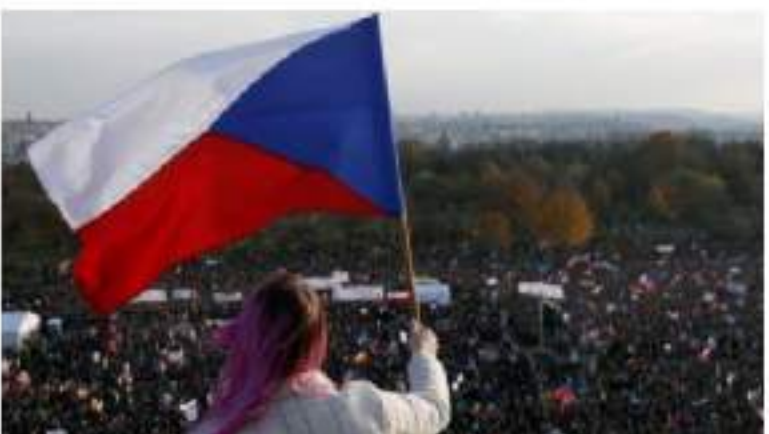
News



Obama issues warning to 'revolutionary' Democrats



Epstein stay 'wrong thing to do' - Prince Andrew



Huge Prague protest marks revolution anniversary

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A woman is holding a white card with a blue and green circular graphic on it. She is smiling and looking at the card. The card has the text 'Les maquettes sont prêtes.' on it.


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Saturday, 16 November



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Demonstrators take to the streets in many cities as petrol prices go up by at least 50%.

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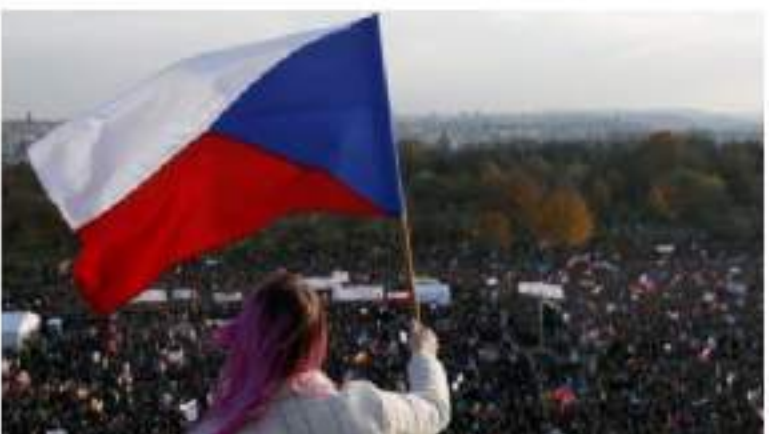
News



## Obama issues warning to 'revolutionary' Democrats




## Epstein stay 'wrong thing to do' - Prince Andrew




## Huge Prague protest marks revolution anniversary

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# Page d'atterrissage

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Search

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Saturday, 16 November

**Protests erupt over Iran petrol rationing**

Demonstrators take to the streets as many cities see petrol prices go up by at least 50%.

MIDDLE EAST

**Northern Ireland make energetic protest against Netherlands**

A FOOTBALL

**The tech fest where people avoid pleasure**

L WORKLIFE

**How we can hold on to those we've lost**

L PEOPLE

**Can you predict romantic desire?**

DO YOU BELIEVE?

I News

**Obama signs warning to revolutionary Democrats**

"The average American doesn't think we have to completely tear down this system," Mr Obama warns.

I US & CANADA

**Epstein stay wrong thing to do - Prince Andrew**

The Duke of York says at the time he felt it was "non-negotiable" to stay at the convicted sex offender's home.

I UK

**Huge Prague protest marks revolution anniversary**

Czech police estimate that about 200,000 people were at the anti-government demonstration.

I EUROPE

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PREMIERE PAS

I Sport

**Verstappen on Brazilian GP pole position**

Red Bull's Max Verstappen beat Ferrari's Sebastian Vettel to pole position at the Brazilian Grand Prix.

I FORMULA 1

**ATP Finals: Thiem v Zverev - radio & text**

Listen to BBC Radio 5 Live Sports Extra coverage and follow live text commentary as Dominic Thiem takes on Alexander Zverev in the ATP Finals last four.

I TENNIS

**Tsitisipas beats Federer to reach final**

Starlineo Tsitipapas beats six-time champion Roger Federer in straight sets to reach the final of the ATP Finals in London.

I TENNIS

LONDON WEATHER

BAY 1°C	BUL 9°C	NOV 8°C	TUE 8°C
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**The humble rock that changed tech forever**

**The scandal that rocked the scientific world**

**The 'sex tapes' of the most deepfaked woman in the world**

I Editor's Picks

**The animal resistant to cancer**

"They're the secret to save our city, our country and probably the world"

I TRAVEL

**The dying village that laughs at itself**

To put their town on the map, Pukdalen's locals have embraced being the worst

I WORKLIFE

**We need to talk about vaginas**

How artists are reshaping the conversation around female genitalia

I CULTURE

**The toxic killers too small to see**

Nanoparticles are causing a pollution crisis

I FUTURE

LATEST BUSINESS NEWS

- Hong Kong: 'I was tear gassed getting my lunch'
- Christmas adverts - do they really work?
- Australia asks for Brexit trade compensation
- Amazon begins appeal over Pentagon cloud contract
- Alibaba backs HK's 'bright' future with share sale

MADE ON EARTH

TECHNOLOGY OF BUSINESS

# Page Sport


[illegible]

# Page Divertissement

[illegible]



## Links

	<code>\$govuk-link-colour</code>	<code>#1d70b8</code>
	<code>\$govuk-link-hover-colour</code>	<code>#003078</code>
	<code>\$govuk-link-visited-colour</code>	<code>#4c2c92</code>
	<code>\$govuk-link-active-colour</code>	<code>#0b0c0c</code>

## Employ someone: step by step

Check what you need to do to employ someone to work for you.

[Hide all](#)

### 1 Check your business is ready to employ staff

[Hide](#)

[Prepare your business to take on employees](#)

### 2 Recruit someone

[Hide](#)

You need to advertise the role and interview candidates. You can use a recruitment agency to do this or do it yourself.

[Find out about recruiting someone yourself on Acas](#)

[Find out about using a recruitment agency](#)

**BETA** This is a new service – your [feedback](#) will help us to improve it.

[Get started](#) [Styles](#) [Components](#) [Patterns](#) [Community](#)

## Design your service using GOV.UK styles, components and patterns

Use this design system to make your service consistent with GOV.UK. Learn from the research and experience of other service teams and avoid repeating work that's already been done.

[Get started](#) >

### Styles

Make your service look like GOV.UK with guides for applying layout, typography, colour and images.

[Browse styles](#)

### Components

Save time with reusable, accessible components for forms, navigation, panels, tables and more.

[Browse components](#)

### Patterns

Help users complete common tasks like entering names and addresses, filling in forms and creating accounts.

[Browse patterns](#)

### Community

The GOV.UK Design System is for everyone, with a strong community sitting behind it. It brings together the latest research, design and development from across government to make sure it's representative and relevant for its users.

You can contribute to the Design System by:

- [proposing a new component or pattern](#)
- [developing a component or pattern](#)

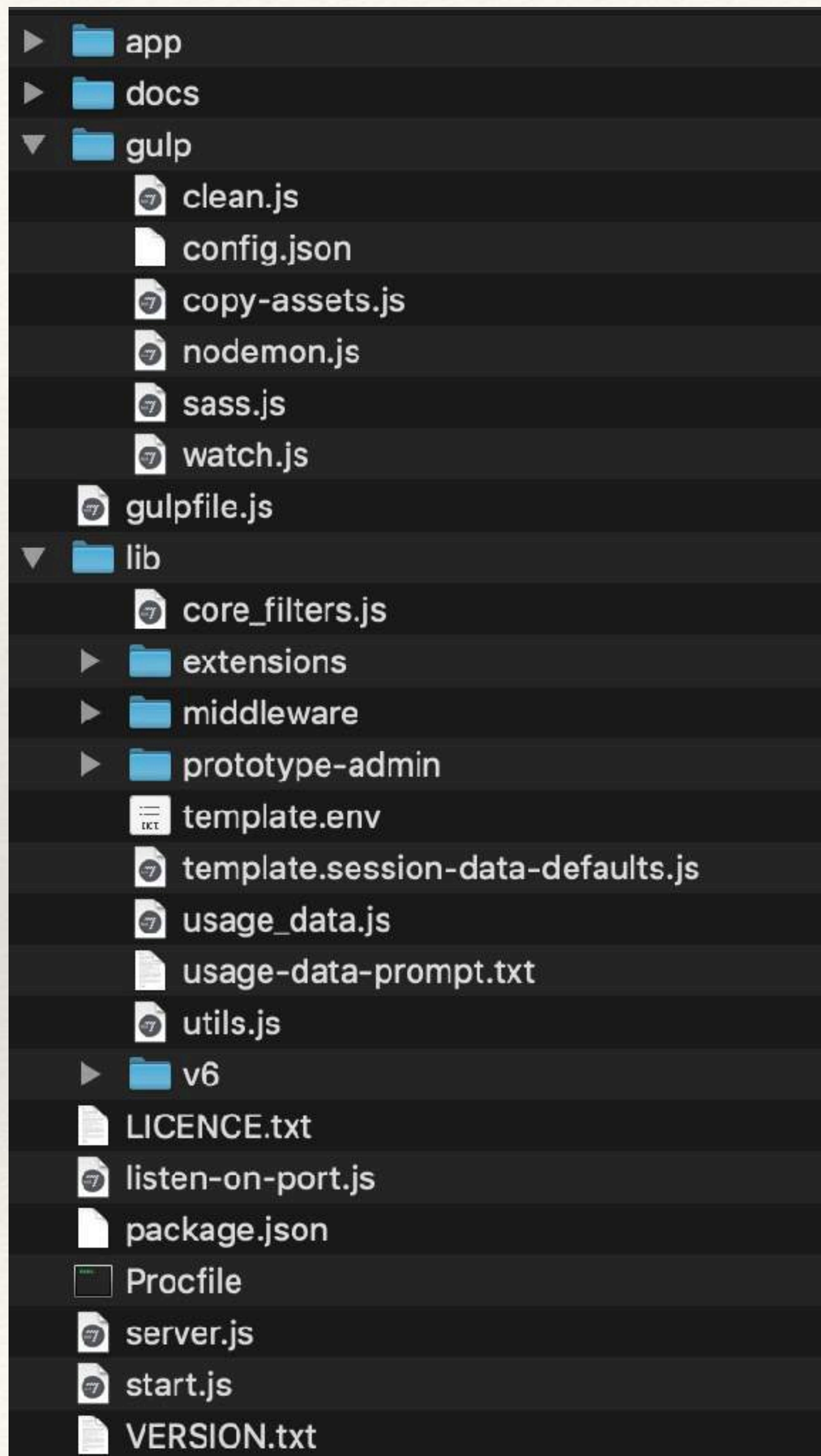
You can also see what people are currently working on in the [community backlog](#).

### Support

The GOV.UK Design System is maintained by the Government Digital Service. If you've got a question, idea or suggestion you can:

- email [govuk-design-system-support@digital.cabinet-office.gov.uk](mailto:govuk-design-system-support@digital.cabinet-office.gov.uk)
- get in touch using the [#govuk-design-system](#) channel on cross-government Slack



[Copy code](#)

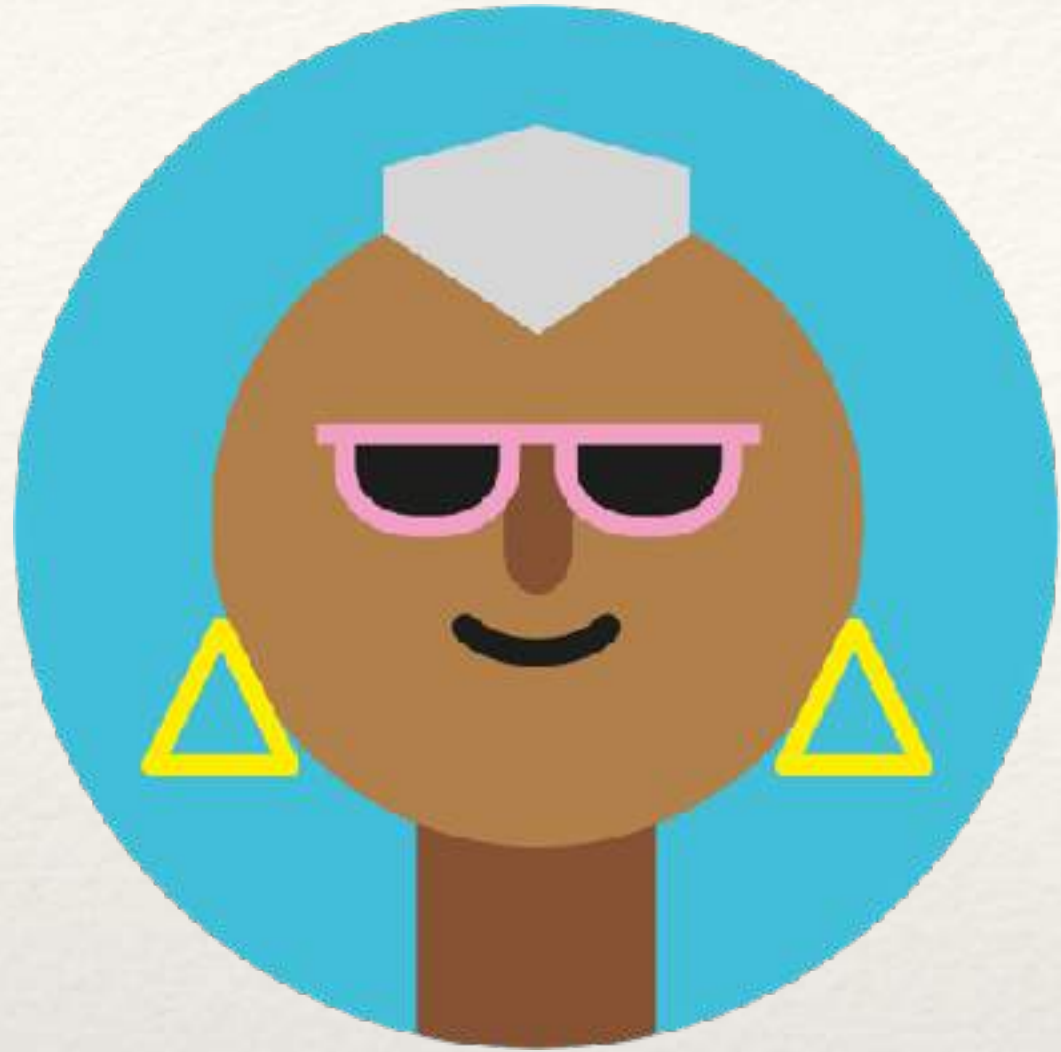
```
<div class="govuk-width-container">
  <a href="#" class="govuk-back-link">Back</a>

  <main class="govuk-main-wrapper">

    <div class="govuk-grid-row">
      <div class="govuk-grid-column-two-thirds">
        <h1 class="govuk-heading-xl">Two-thirds column</h1>
        <p class="govuk-body">This is a paragraph inside a tw
      </div>
    </div>

  </main>
</div>
```





Ashleigh

GOV.UK Search

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Government Digital Service

Research and analysis

# Ashleigh: partially sighted screenreader user

Published 25 October 2017



Ron

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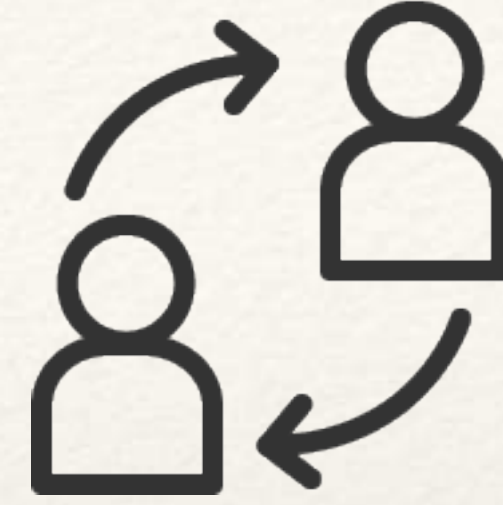
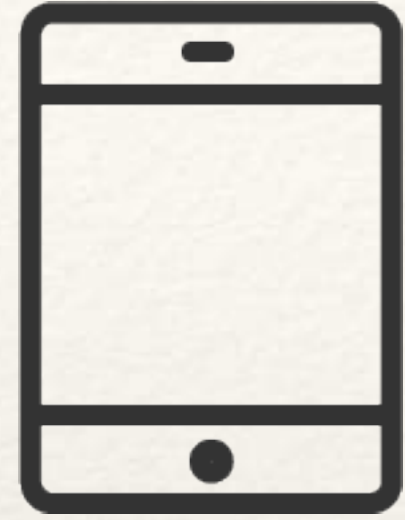
Government Digital Service

Research and analysis

# Ron: older user with multiple conditions

Published 25 October 2017





## Les canaux d'interaction avec les personnes



















One arm



Arm injury



New parent

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent



Permanent 26K



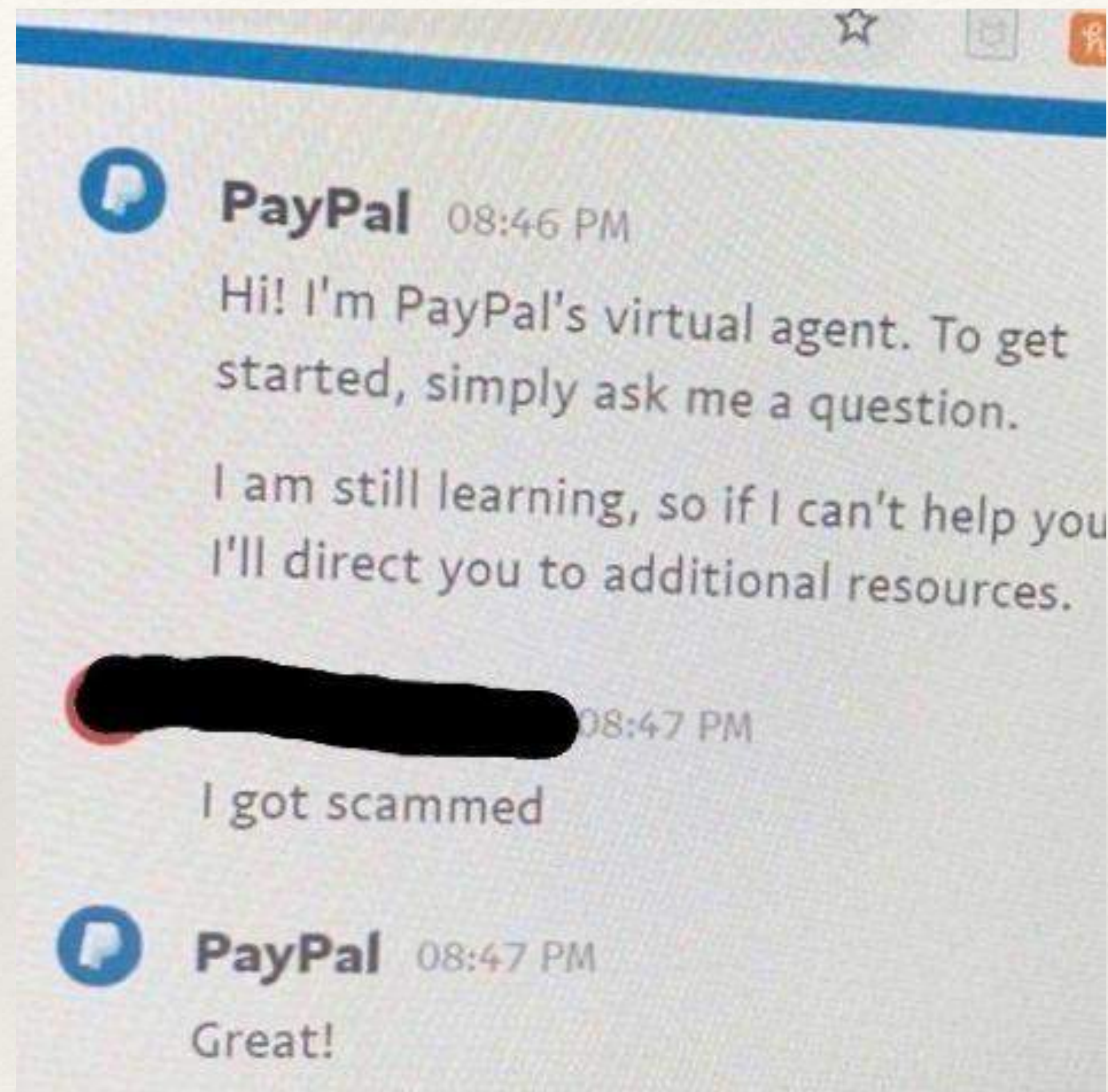
Temporary 13M



Situational 8M

Total: 21M+





**Paypal:**

Je suis Agent Virtuel Paypal. Pour commencer, laissez-moi vous poser simplement une question.

Comme je suis toujours en apprentissage, si je n'arrive pas vous assister je vous dirigerai vers les autres ressources pour vous assister

**Client:**

Je me suis fait arnaquer

**Paypal:**

Génial!



## Les 5 biais cognitifs

- ❖ Biais des données non représentatifs
- ❖ Biais par association des mots
- ❖ Biais résultant de l'automatisation
- ❖ Biais par une interaction abusive envers un assistant virtuel
- ❖ Biais de confirmation

