





**LEFT TAP OPERATES
THE SHOWER**

**RIGHT TAP OPERATES
THE BATH**



Group closely related items.



1. Are you a U.S. citizen?

Yes No

2. Have you ever been denied entry to the U.S.?

Yes No

3. Do you have a TSA Redress Number?

Yes No

4. If yes, please enter it:

Check In

1. Are you a U.S. citizen?
2. Have you ever been denied entry to the U.S.?

3. Do you have a TSA Redress Number?
4. If yes, please enter it:

Yes No
 Yes No

Yes No

Quit

<< Previous

Next >>

**Layout:
Consider proximity, pattern of use for low-vision**

Check In

1. Are you a U.S. citizen?
2. Have you ever been denied entry to the U.S.?

Yes No
 Yes No

3. Do you have a TSA Redress Number?
4. If yes, please enter it:

Yes No

Quit

<< Previous

Next >>

Check In

1. Are you a U.S. citizen?

Yes No

2. Have you ever been denied entry to the U.S.?

Yes No

3. Do you have a TSA Redress Number?

Yes No

4. If yes, please enter it:

Next >>

Not sure? [Quit](#) or [Go Back](#)

Use layout to create the right chunks.

Use pattern of use to lead the eye to action.

Check In

1. Are you a U.S. citizen?

Yes No

2. Have you ever been denied entry to the U.S.? 

Yes No

3. Do you have a TSA Redress Number?

Yes No

4. If yes, please enter it:

Next >>

Not sure? [Quit](#) or [Go Back](#)

Use the straw test to find layout
and design challenges for people
with low-vision.

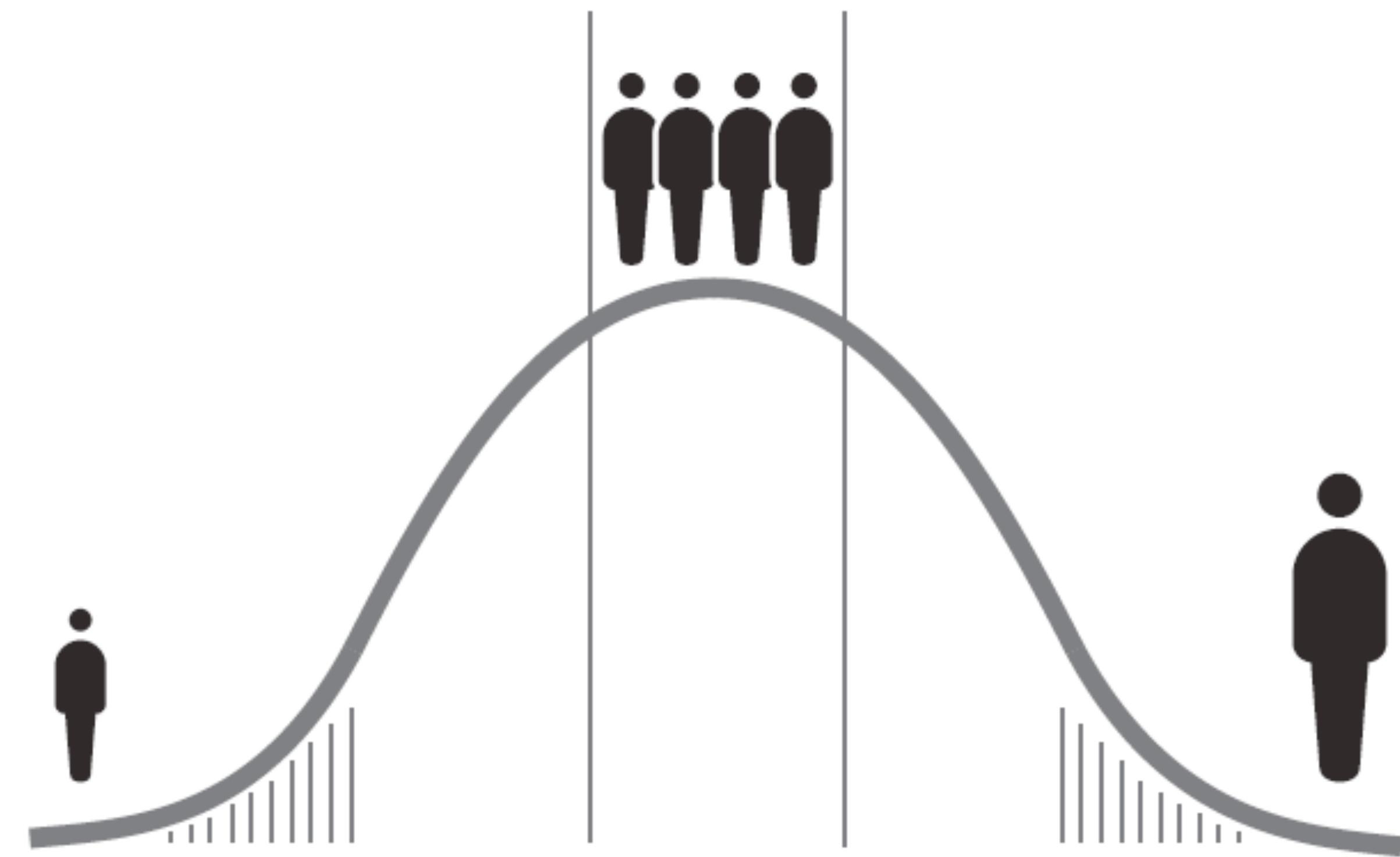
Extreme Design





Derek Featherstone

feather@simplyaccessible.com
[@feather](https://twitter.com/feather)





IDEO: The Deep Dive

<http://www.youtube.com/watch?v=M66ZU2PClzM>

“By examining the extreme ends of a set of phenomena in depth, the entire universe of relationships can be illuminated since other instances will fall somewhere between on the map of relations and links.

The spectrum

Sometimes when people think of this word,
they think of the autism spectrum
as being like this:

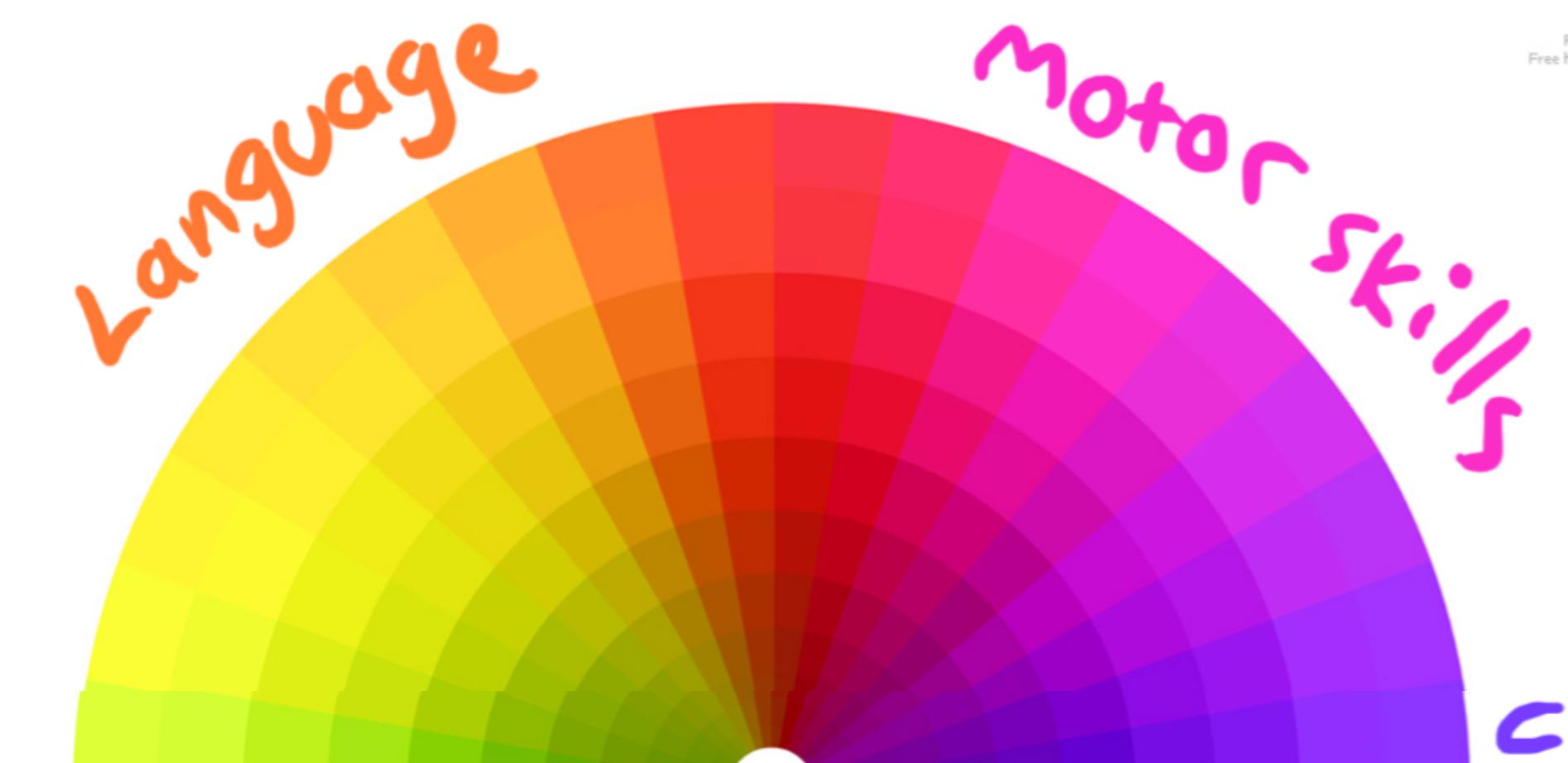
Not

Very

Archie you
can handle
all of this
just fine,
you're
not *that*
autistic.



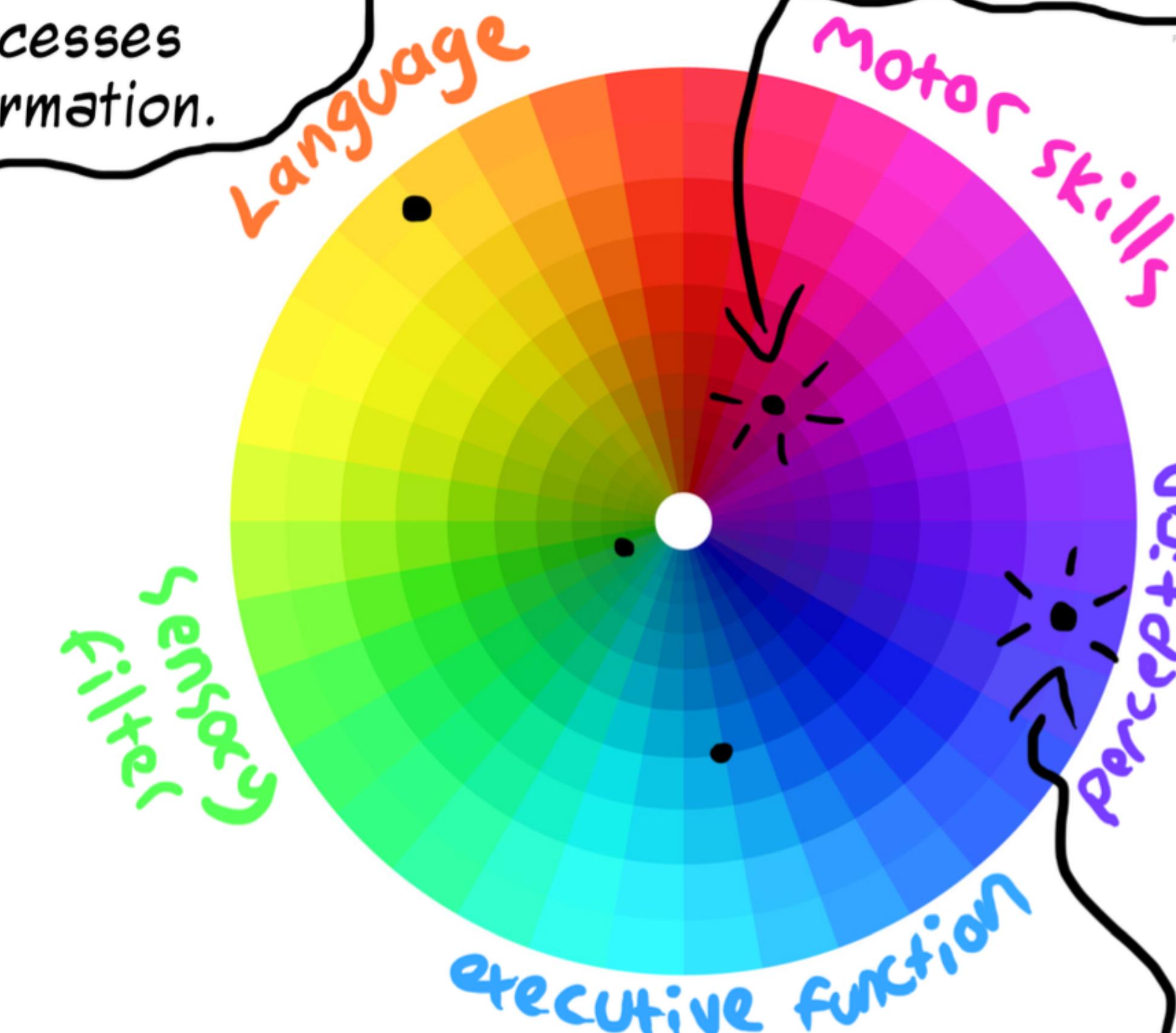
The truth is though, someone who is neurodiverse in some areas of their brain, will also be no different to your average person in other areas of their brain.



Resolution 5000x4000 px
Free hi-res JPEG file download
www.psdgraphics.com

The spectrum consists of many different 'traits', or ways in which the brain processes information.

Some traits create difficulties in every day life.
(hence being diagnosed)

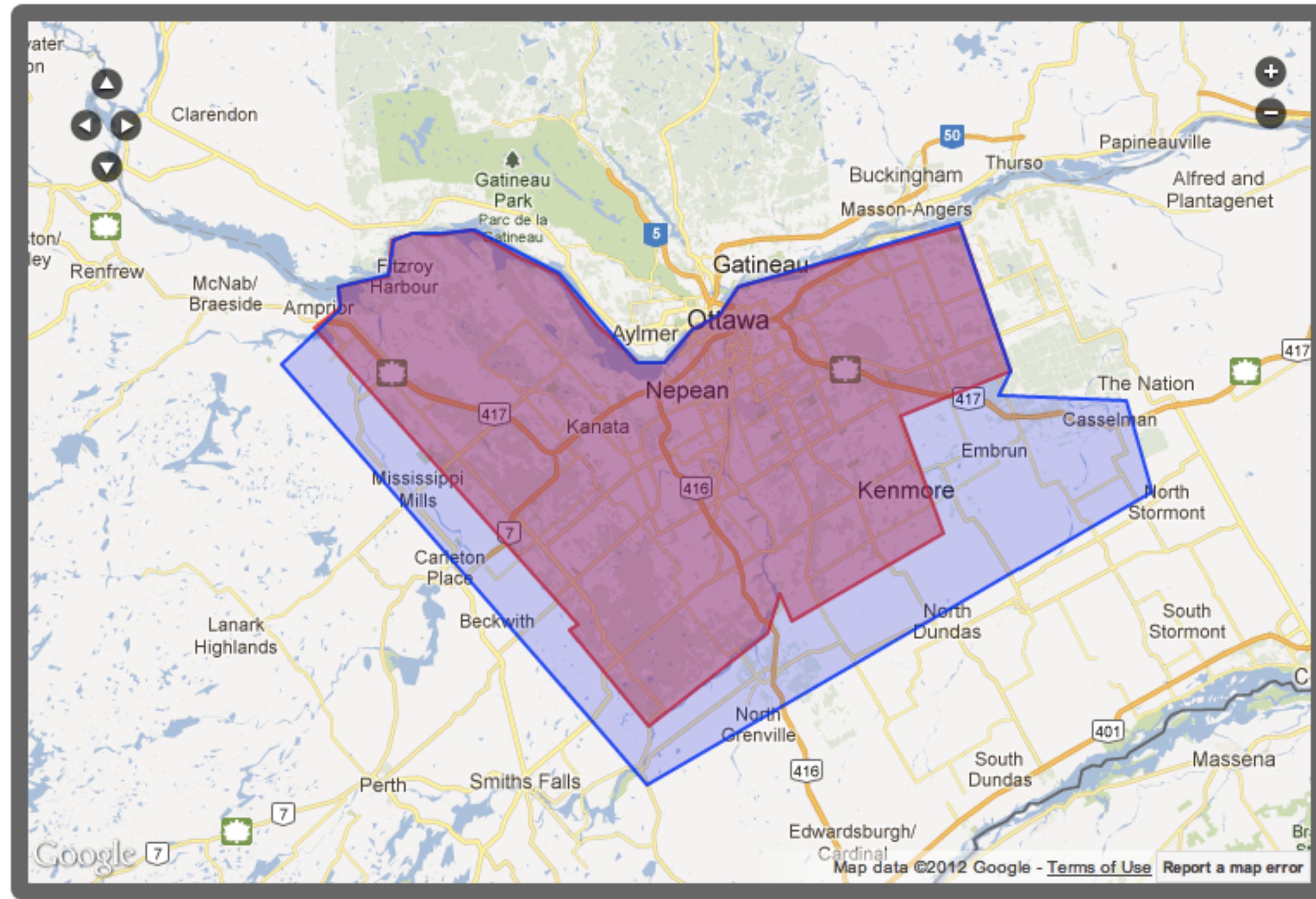


But also many traits are useful in every day life.

Derek, all this stuff that you've taught us... yes, it makes this more accessible, but really, fundamentally, this is just a better design, period.

EXTREME

Cannot see a critical visual.

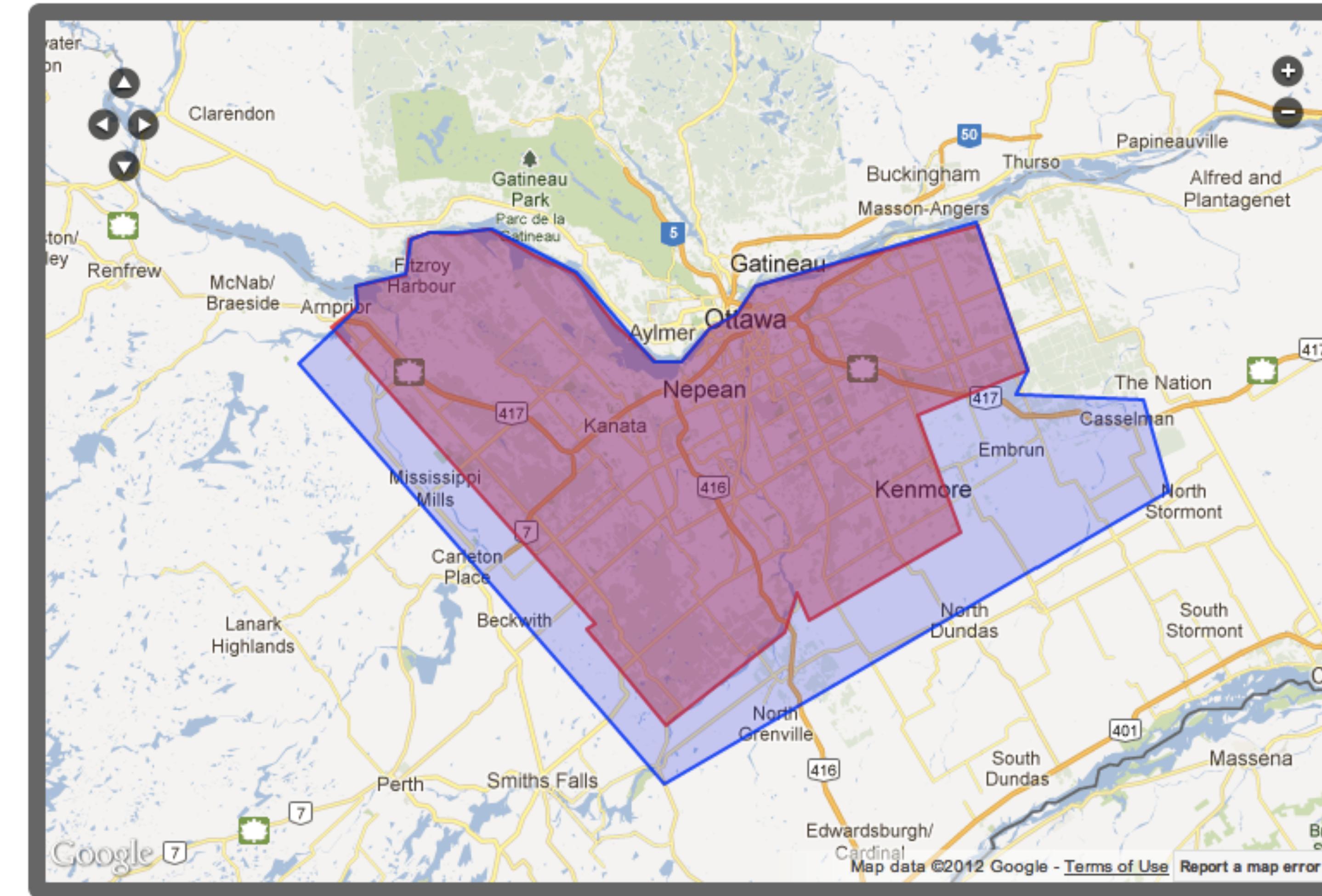


Overlapping Map Polygons: Non-visual access

Does this change affect you?
Use our Postal Code lookup:

Postal code:

Search



Different method to get the same information
(Fictitious) proposed boundary changes, City of Ottawa

EXTREME
Limited view of the screen.

Solar system planet data table

Planet	Diameter (km)	Distance to Sun (million km)	Time for 1 orbit (planet's 'year')	Time for 1 spin (planet's 'day' in hrs)	Temperature (Average °C)	Moons
Mercury	5000	60	88 days	1400	430	0
Venus	12000	110	220 days	5800	470	0
Earth	12800	150	365 1/4 days	24	20	1
Mars	7000	230	2 years	25	-20	2
Jupiter	140000	780	12 years	10	-150	16
Saturn	120000	1400	30 years	10	-180	18
Uranus	52000	2900	84 years	17	-210	15
Neptune	50000	4500	160 years	16	-220	8

'4 days

years

Jupiter

years

Time for 1 spin
(planet's 'day' in hrs)

10

10

Solar system planet data table

Planet	Diameter (km)	Distance to Sun (million km)	Time for 1 orbit (planet's 'year')	Time for 1 spin (planet's 'day' in hrs)	Temperature (Average °C)	Moons
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Jupiter	140000	780	12 years	Time for 1 spin (planet's 'day' in hrs)	-150	16
Jupiter	140000	780	12 years		-150	16
Saturn	120000	1400	30 yrs	Saturn	10	-180
Saturn	120000	1400	30 years		10	-180
Uranus	52000	2900	84 years	17	-210	15
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Solar system planet data table

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examples.simplyaccessible.com/cell-headers/

Solar system planet data table

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Solar system planet data table

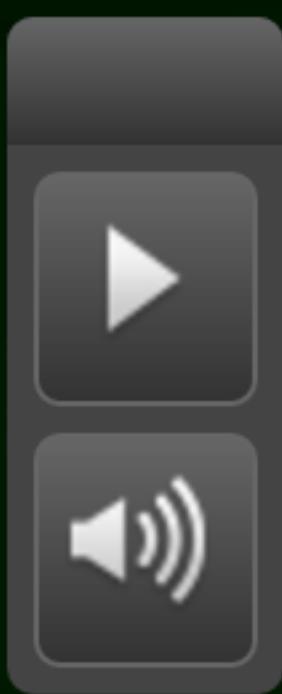
Planet	Diameter (km)	Distance to Sun (million km)	Time for plane	Planet	Time for 1 spin (planet's 'day' in hrs)	Temperature (Average °C)	Moons
Mercury	5000	60	88	Mercury	1400	430	0
Venus	12000	110	220	Venus	5800	470	0
Earth	12800	150	365 1	Earth	24	20	1
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Uranus	52000	2900	84	Uranus	17	-210	15
Neptune	50000	4500	160	Neptune	16	-220	8

The Reverend Horton Heat - Lie Detector

 YouTube



vevo

0:00

-3:32



HIGHLY CONFIDENTIAL SNEAK PEEK

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10/04/2016



10/10/2016



2

0

▼

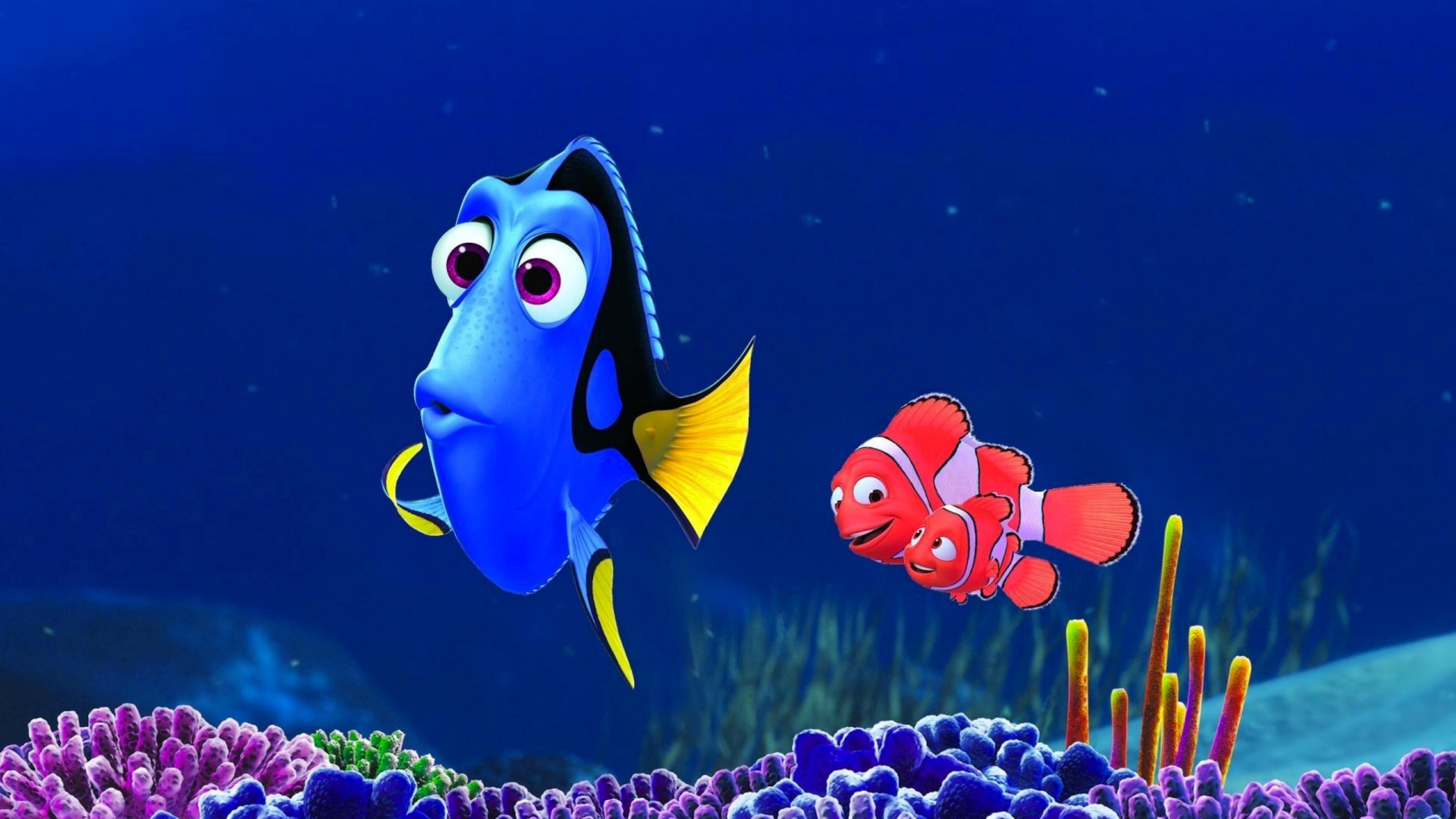
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Catch This Disney Classic One Last Time Main Street Electrical Parade ›



EXTREME
Design for Dory.





Flights



Hotels



Book together and save

Going to

Mon 4 Apr 2016
Mon 11 Apr 2016

1 Passenger(s) / Economy

Search flights >

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*

Date of birth

MM/DD/YYYY



People forget things.

⚠ The following 3 items require your attention

- Please provide a [First name](#).
- Please provide a [Last name](#).
- You can't have a [Date of birth](#) in the future.

Skip to the next item using ▼.

* Required

⚠ First name

This is required

[▼ Fix the next error: Last name](#)

Middle name

⚠ Last name

This is required

[▼ Fix the next error: Date of birth](#)

Suffix

Error messaging: Global and local

EXTREME

Design for moving in one direction.

Q1. Move the item to the correct position.

is a template or mold that defines the behavior and the data of its instances.

is an instance of a class.

is a sequence of instructions for a class or an object to follow.

is a value passed to an object in a message.

A. A method

B. A class

C. An argument

D. An object

Q1. Move the item to the correct position.

is a template or mold that defines the behavior and the data of its instances.

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is a sequence of instructions for a class or an object to follow.

is a value passed to an object in a message.

- A. A method
- B. A class
- C. An argument
- D. An object

EXTREME

Design for Andre. Or Fezzik.

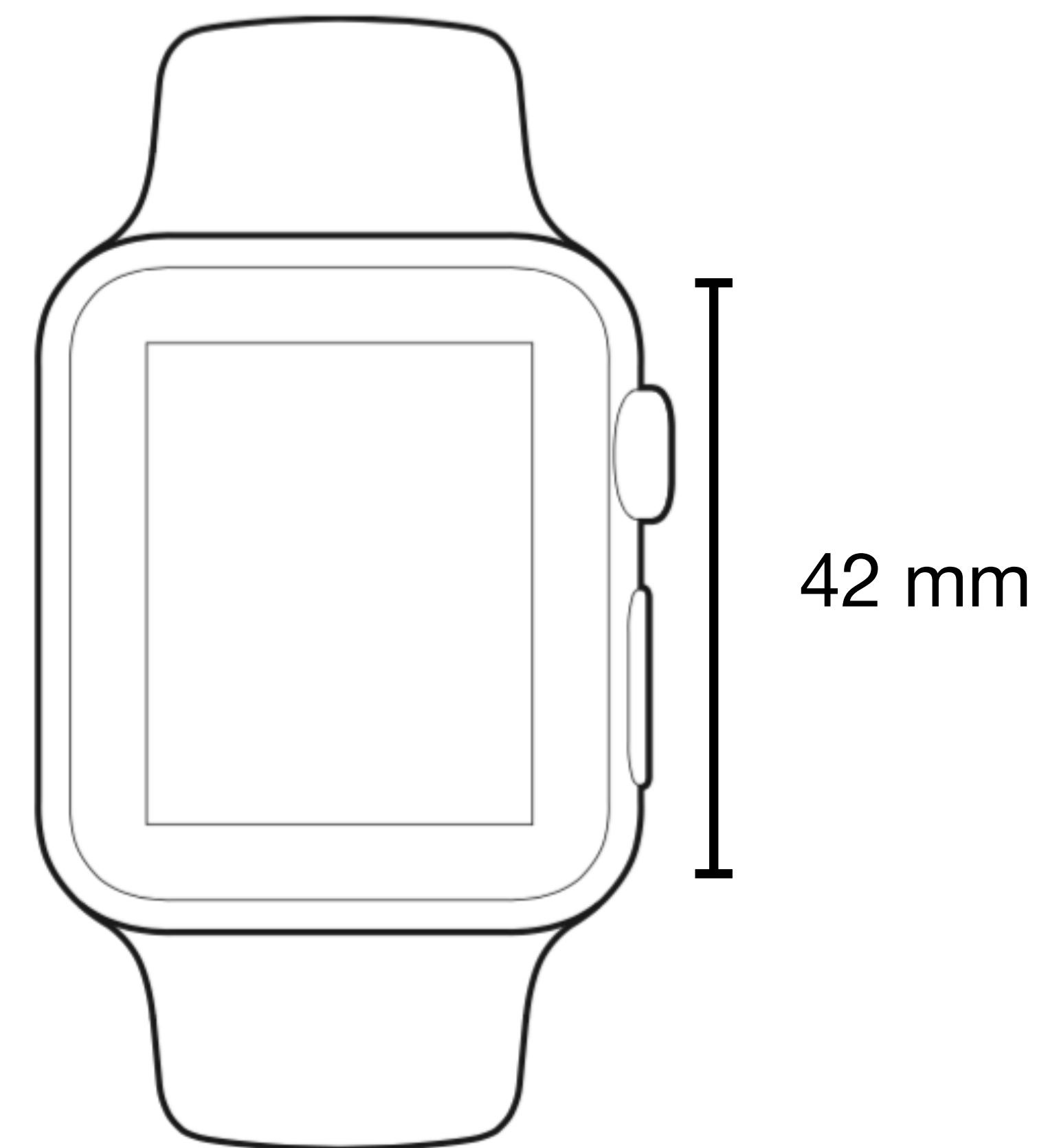
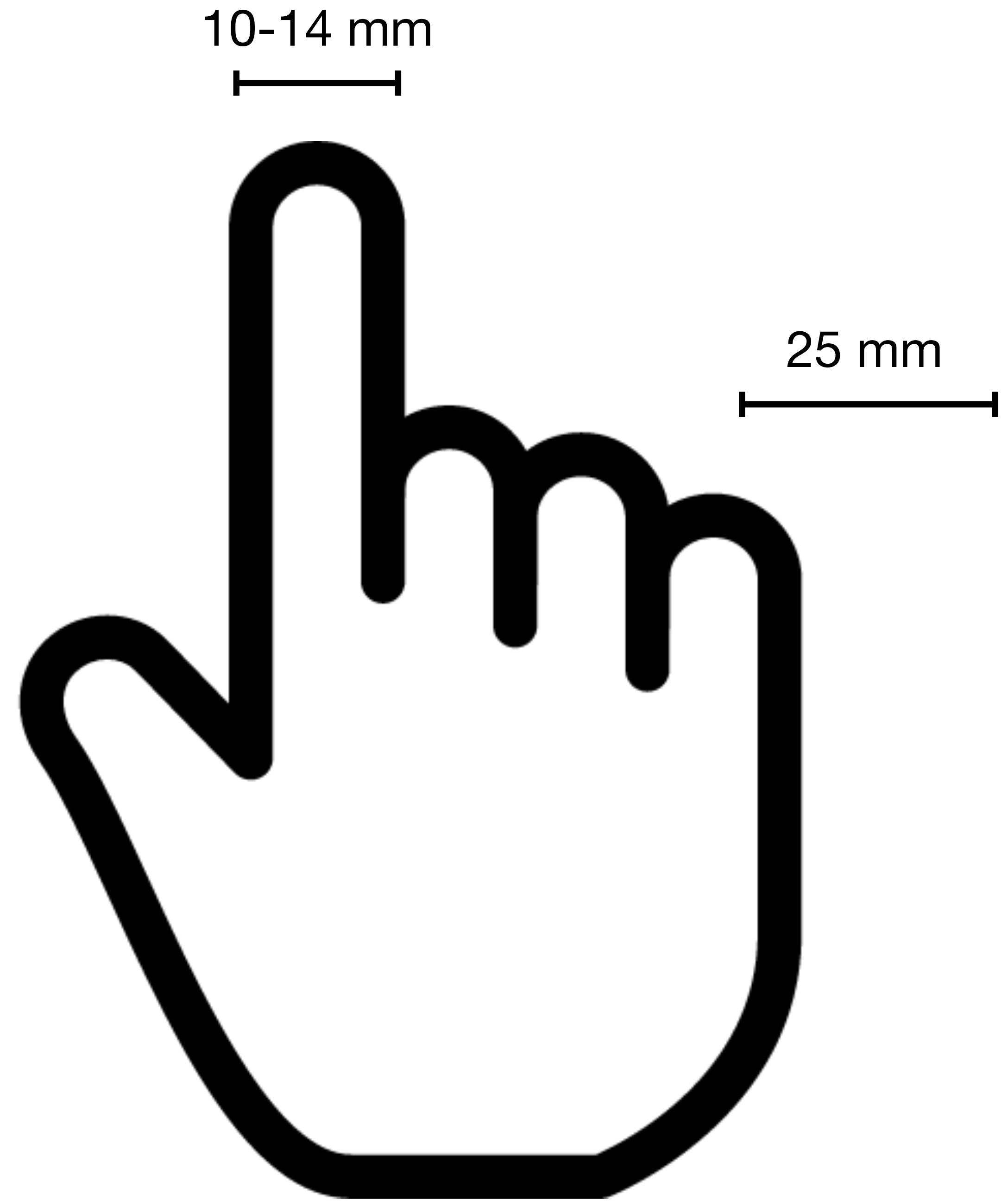














Mon Tue Wed Thu Fri Sat Sun

Last Minute Ice

All

Facility(ies)

Strong Arena
Frett Arena
Recreation Complex
Darwin Centennial-

Search

Bell Sensplex	Arena-Pad 2 LMI	Sun	09-14-2014	8:00AM-9:00AM	1	<input type="checkbox"/>
				View Details ▶		
Bell Sensplex	Mattamy Homes Arena - Pad 1 LMI	Sat	09-13-2014	8:15AM-9:15AM	1	<input type="checkbox"/>
				View Details ▶		
Bell Sensplex	Mattamy Homes Arena - Pad 1 LMI	Sat	09-13-2014	9:15AM-10:15AM	1	<input type="checkbox"/>
				View Details ▶		
Bell Sensplex	Mattamy Homes Arena - Pad 1 LMI	Sat	09-13-2014	10:15AM-11:15AM	1	<input type="checkbox"/>
				View Details ▶		
Bell Sensplex	Palladium Ins.Arena LMI	Sat	09-13-2014	11:00AM-12:00PM	1	<input type="checkbox"/>
				View Details ▶		
Bell Sensplex	Palladium Ins.Arena LMI	Sat	09-13-2014	12:00PM-1:00PM	1	<input type="checkbox"/>
				View Details ▶		
Bell Sensplex	Palladium Ins.Arena LMI	Sat	09-13-2014	1:00PM-2:00PM	1	<input type="checkbox"/>
				View Details ▶		
Bell Sensplex	Scotiabank Arena-Pad 3 LMI	Sun	09-14-2014	7:15AM-8:15AM	1	<input type="checkbox"/>
				View Details ▶		

Showing 1 to 10 of 87 entries

First Previous 1 2 3 4 5 Next Last

Add

How easily could Andre
the Giant use your site?

EXTREME

Design for hands-free operation.

Focus on the problem, not the solution.

“Use voice recognition”

“Enable hands-free usage”



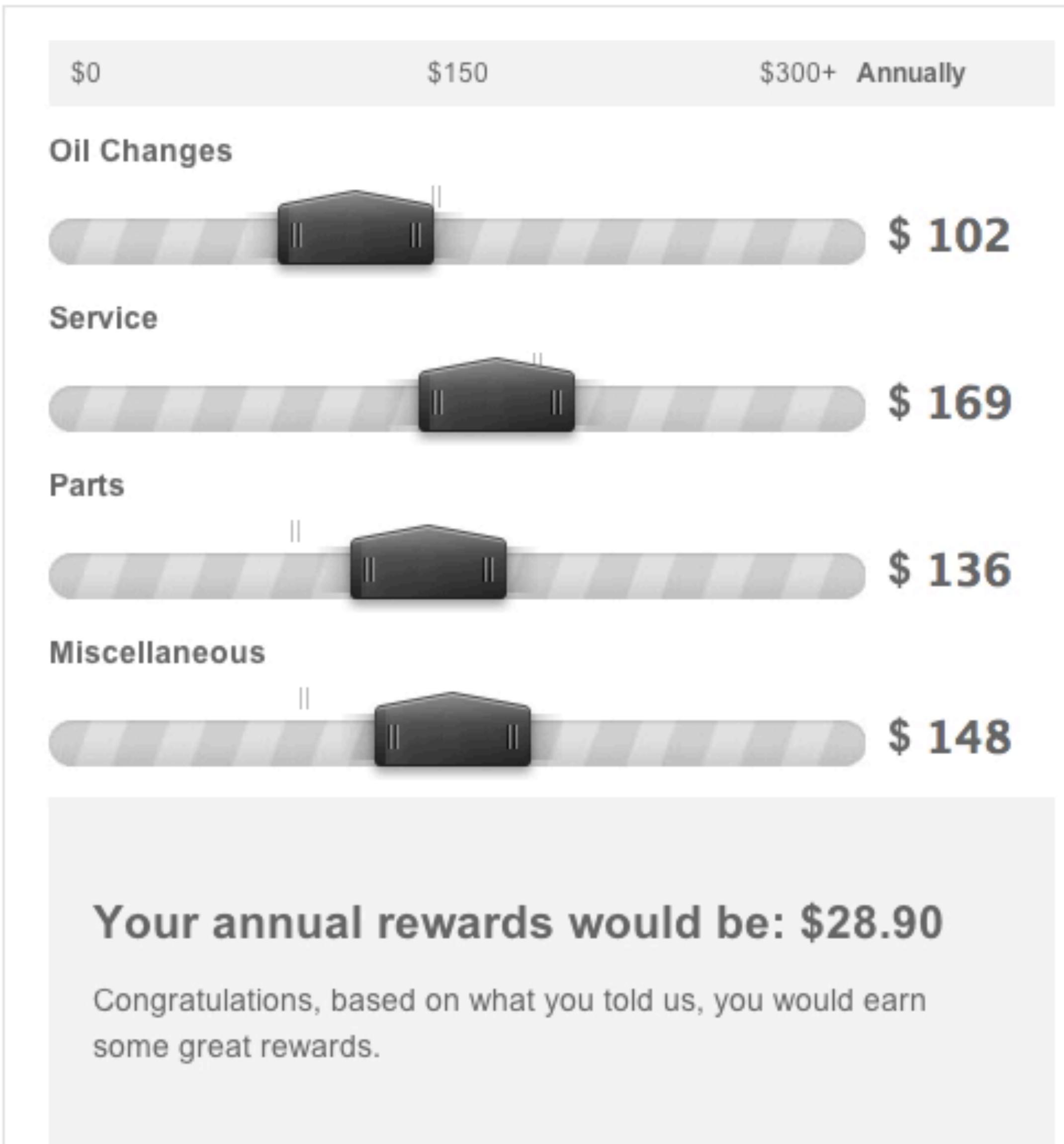
Minimum Viable Interaction

The smallest amount of information and functionality needed to complete an interaction.

- What if someone only reads the headings?
- What if someone only reads the links?
- What if someone can only interact with form fields?

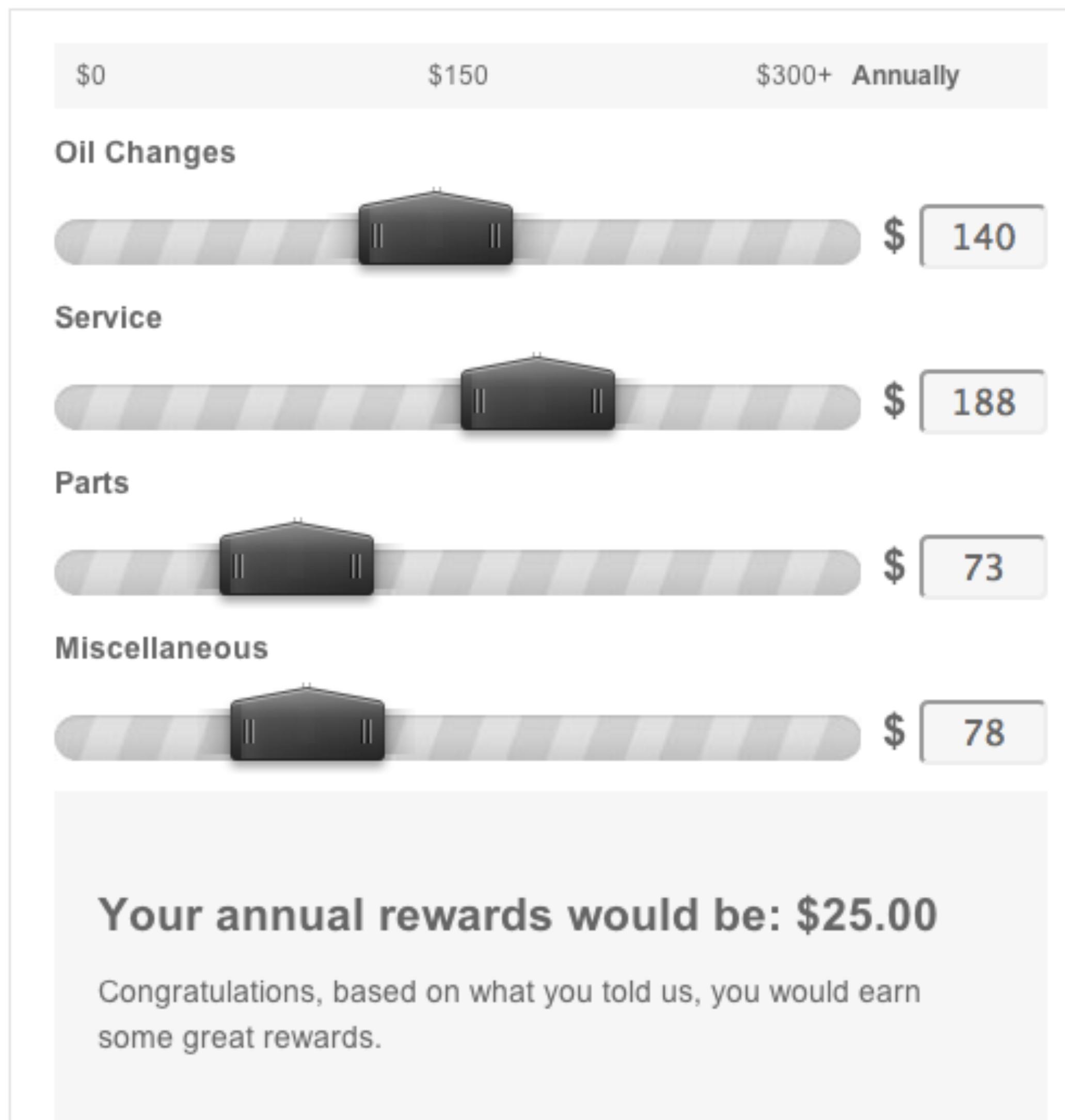
EXTREME
Form field-only interaction.

Discover how much money back you can earn by entering your annual spending at Luxury Auto below. To start you off, we've used an average customers spending.



Luxury Auto Reward Points Calculator

Discover how much money back you can earn by entering your annual spending at Luxury Auto below. To start you off, we've used an average customers spending.



EXTREME
Headings-only consumption.

[Change search](#)Denver, CO (DEN) to Ottawa, ON (YOW)
Ottawa, ON (YOW) to Denver, CO (DEN)Fri, Nov 18, 2011
Mon, Nov 21, 2011Flexible Dates?
[Search +/- 3 days](#)[+ Airlines](#)[1 stop](#)\$1,159
total \$1,339\$1,245
total \$1,430\$1,341
total \$1,537\$1,589
total \$1,793\$1,594
total \$1,808\$2,073
total \$2,320[Hide](#)[+ Total Price](#)

Matching Results: 81

Sort by: [Price](#) [Departure Time](#) [Shortest Flight](#)Act Fast! Only [1 ticket](#) left at this price!**\$1,159** + \$180 taxes & fees[Select](#)

\$1,339 USD per person

[Flight details](#)Leave
Fri, Nov 182:20 PM
Denver
[DEN](#)→ 10:08 PM
Ottawa
[YOW](#)1 stop
5hr 48min
total time US Airways 998 / 3188
[Seat map](#)Return
Mon, Nov 217:35 AM
Ottawa
[YOW](#)→ 1:37 PM
Denver
[DEN](#)1 stop
8hr 2min
total time US Airways 3187 / 487
[Seat map](#)

Flight 3188 Operated by US AIRWAYS EXPRESS-REPUBLIC AIRLINES

Act Fast! Only [1 ticket](#) left at this price!**\$1,159** + \$182 taxes & fees[Select](#)

\$1,341 USD per person

[Flight details](#)Leave
Fri, Nov 182:20 PM
Denver
[DEN](#)→ 10:08 PM
Ottawa
[YOW](#)1 stop
5hr 48min
total time US Airways 998 / 3188
[Seat map](#)

Flight 3188 Operated by US AIRWAYS EXPRESS-REPUBLIC AIRLINES

Return
Mon, Nov 216:55 AM
Ottawa
[YOW](#)→ 1:33 PM
Denver
[DEN](#)1 stop
8hr 38min
total time US Airways 3601 / 997
[Seat map](#)

Flight 3601 Operated by US AIRWAYS EXPRESS-AIR WISCONSIN

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[Change search](#)Denver, CO (DEN) to Ottawa, ON (YOW)
Ottawa, ON (YOW) to Denver, CO (DEN)Fri, Nov 18, 2011
Mon, Nov 21, 2011Flexible Dates?
[Search +/- 3 days](#)[+ Stops](#)[+ Flight Times](#)[+ Airlines](#)[+ Total Price](#)[Hide Matrix](#)

1 stop	\$1,159 total \$1,339	\$1,245 total \$1,430	\$1,341 total \$1,537	\$1,589 total \$1,793	\$1,594 total \$1,808	\$2,073 total \$2,320

Matching Results: 81

Sort by: [Price](#) [Departure Time](#) [Shortest Flight](#) Act Fast! Only [2 tickets](#) left at this price!**\$1,341** + \$196 taxes & fees**\$1,537 USD per person**[Please contact airline to buy](#)[+ Flight details](#)

Fri, Nov 18 9:55 AM Denver [DEN](#) → 5:55 PM Ottawa [YOW](#) 1 stop 6hr 0min total time American Airlines 3613 / 4097 [Seat map](#)

Flight 3613 / 4097 Operated by AMERICAN EAGLE

Return Mon, Nov 21 6:45 AM Ottawa [YOW](#) → 2:35 PM Denver [DEN](#) 1 stop 9hr 50min total time American Airlines 4264 / 789 [Seat map](#)

Flight 4264 Operated by AMERICAN EAGLE

 Act Fast! Only [2 tickets](#) left at this price!**\$1,341** + \$196 taxes & fees**\$1,537 USD per person**[Please contact airline to buy](#)[+ Flight details](#)

Leave Fri, Nov 18 9:55 AM Denver [DEN](#) → 5:55 PM Ottawa [YOW](#) 1 stop 6hr 0min total time American Airlines 3613 / 4097 [Seat map](#)

Flight 3613 / 4097 Operated by AMERICAN EAGLE

Return Mon, Nov 21 1:25 PM Ottawa [YOW](#) → 5:50 PM Denver [DEN](#) 1 stop 6hr 25min total time American Airlines 3913 / 3766 [Seat map](#)

Flight 3913 / 3766 Operated by AMERICAN EAGLE

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One Question
Site Survey

IT TAKES ONLY SECONDS TO...

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Ottawa, ON (YOW) to Denver, CO (DEN)Fri, Nov 18, 2011
Mon, Nov 21, 2011Flexible Dates?
Search +/- 3 days[+ Stops](#)[+ Flight Times](#)[+ Airlines](#)[+ Total Price](#)[Hide Matrix](#)

US Airways



Multiple Airlines



American Airlines



Air Canada



Delta Air Lines



United Airlines

[+ Hide](#)

1 stop

\$1,159

total \$1,339

\$1,245

total \$1,430

\$1,341

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\$1,589

total \$1,793

\$1,594

total \$1,808

\$2,073

total \$2,320

Matching Results: 81

Sort by: [Price](#) [Departure Time](#) [Shortest Flight](#)Act Fast! Only [1 ticket](#) left at this price!**\$1,840** + \$230 taxes & feesSelect **\$2,070** USD per person[Flight details](#)Leave
Fri, Nov 184:10 PM
Denver
[DEN](#)→ 11:18 PM
Ottawa
[YOW](#)1 stop
5hr 8min
total timeDelta Air Lines 1410 /
4112
[Seat map](#)

Flight 4112 Operated by PINNACLE DBA DELTA CONNECTION

Return
Mon, Nov 217:00 AM
Ottawa
[YOW](#)→ 10:49 AM
Denver
[DEN](#)1 stop
5hr 49min
total timeAir Canada 441 / 1037
[Seat map](#)Act Fast! Only [1 ticket](#) left at this price!**\$1,840** + \$230 taxes & feesSelect **\$2,070** USD per person[Flight details](#)Leave
Fri, Nov 184:10 PM
Denver
[DEN](#)→ 11:18 PM
Ottawa
[YOW](#)1 stop
5hr 8min
total timeDelta Air Lines 1410 /
4112
[Seat map](#)

Flight 4112 Operated by PINNACLE DBA DELTA CONNECTION

Return
Mon, Nov 2112:00 PM
Ottawa
[YOW](#)→ 3:50 PM
Denver
[DEN](#)1 stop
5hr 50min
total timeAir Canada 451 / 1039
[Seat map](#)

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and Nonstop Flights. Book
Now!

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reads headings?**

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Sat, Jun 2, 2012Flexible Dates?
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Matching Results: 184

Sort by: [Price](#) [Departure Time](#) [Shortest Flight](#)

\$1,397 Total cost

10:00am Departure time

[Please contact airline to buy](#)[Flight details](#)Leave
Thu, May 3110:00 AM
Ottawa [YOW](#)→ 4:08 PM
Columbus [CMH](#)1 stop
6hr 8minAir Canada 447 / 7893
[Seat map](#)Return
Sat, Jun 26:00 AM
Columbus [CMH](#)→ 12:10 PM
Ottawa [YOW](#)2 stops
6hr 10minUnited Airlines 3488
Air Canada 500 / 448
[Seat map](#)

Flight 7893 Operated by AIR CANADA EXPRESS - JAZZ

[Change of airlines.](#)

\$1,397 Total cost

10:00am Departure time

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Return
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Ottawa [YOW](#)2 stops
7hr 10minUnited Airlines 3488
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Sat, Jun 26:05 AM
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Ottawa [YOW](#)1 stop
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Create the minimum viable interaction by providing the most valuable piece of information for decision-making as early as possible.

EXTREME

Transform digital to physical.





Okay 🤝 this guy got everything straightened out - both reservations and tickets are link to wristbands he had to go into main computer to fix it (so I no longer feel like an idiot because I couldn't do it. We changed our mind and are taking monorail to your hotel will be there by 8:30ish

name@example.com password confirm password first name last name birthday Security Question 1 answer Security Question 2 answer Security Question 3 answer

These questions will be used to verify your identity and recover your password if you ever forget it.

name@example.com password confirm password first name last name birthday Security Question 1 answer Security Question 2 answer Security Question 3 answer

These questions will be used to verify your identity and recover your password if you ever forget it.



Not a valid email format.

Password doesn't contain a special character.

Neither does this one. // sigh

How can you not know your name?

This date isn't formatted correctly. Come on!



I bet you won't even get this right.

Yep. I was right. Seriously, are you stupid?



I can't wait for this to end.

You're really not that smart.



Odds are slim on this one.

Why do you use computers?

These questions will be used to verify your identity and recover your password if you ever forget it.

Password:

|

Submit

Project an extreme onto a design problem.
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