

DAVE STANTON / @GOTOPLANB

---

**DESIGNING FOR EVERYBODY**





SOUP



Just a can of soup

284 mL  
10 oz fl

Depuis 2012 • Since 2012













НОВА  
МОРСКАЯ  
НОВАЯ ЭКА  
АБСОЛЮТНО  
ВКУС



# JARGON

- ▶ **SEO**
- ▶ **SEMANTIC HTML**
- ▶ **USABILITY**
- ▶ **ACCESSIBILITY**



# ACCESSIBILITY

- ▶ **DIRECT ACCESS**
- ▶ **INDIRECT ACCESS**



# TYPES OF IMPAIRMENTS

- ▶ **MOBILITY**
- ▶ **VISUAL**
- ▶ **HEARING**
- ▶ **SPEAKING**



**MOBILITY**

















**THIS IS A  
GARBAGE  
EXPERIENCE**









**USE THOUGHTFUL  
TRANSITIONS**









**PRIMARY  
EXPERIENCE IS  
DIRECTLY  
ACCESSIBLE**









# ACCESSIBILITY AS A SECOND-CLASS CONCERN

**VISUAL**

- ▶ **COLORBLINDNESS**
- ▶ **NIGHT BLINDNESS**
- ▶ **VISUAL ASSISTANCE**
- ▶ **BLINDNESS**



Styles No Styles Contrast

## Details

Filter: Full

### Errors (20)

13 X Missing alternative text



1 X Spacer image missing alternative text



2 X Missing form label



2 X Empty button



1 X Empty link



1 X Broken skip link



### Alerts (23)

1 X Missing first level heading



17 X Possible heading



2 X Redundant link



The following apply to the entire page:

h1

h?

Why not?

h?"I want to  
be the first  
lady  
president."

h?"And have  
us wait  
another 30  
years?"  
(She is 9.)

h?"You've  
waited this  
long."  
(And a  
comedian.)

h?"How  
about v

<code>

▶ **WEBAIM**

▶ **WAVE**

▶ **ARIA**

▶ **JAWS**



**HEARING**

- ▶ **15% OF ADULTS HAVE IMPAIRMENT**
- ▶ **5% HAVE DISABLING HEARING LOSS**



**SPEAKING**

- ▶ **2% OF ADULTS HAVE TROUBLE  
USING THEIR VOICE**
- ▶ **1% STUTTER**







