



# The velvet rope

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Henny Swan @iheni



# Message from the management

**If you identify as one of the following we ask that you leave the auditorium with immediate affect:**

Blind, low vision, colour blind, wear glasses, has chronic pain, limited dexterity, no upper body movement, are deaf, hard of hearing, have dyslexia, struggle with reading, have a cognitive impairment, RSI, use a mobile, forgot your headphones, use pinch zoom, are under 4 years old, over 70, have vertigo, feel anxious, depressed, panicky, hung-over, or drunk...

Behind every great site or application lies thought, empathy and inclusion. This doesn't happen by accident, it happens by design.



# Inclusive Design Principles

Contributors: Henny Swan, Ian Pouncey, Heydon Pickering, Léonie Watson



These Inclusive Design Principles are about putting people first. It's about designing for the needs of people with permanent, temporary, situational, or changing disabilities — all of us really.



A close-up portrait of a man with short, wavy brown hair and a bright smile, showing his teeth. He is wearing a blue collared shirt. The background is a soft-focus outdoor scene with green foliage and a light-colored path.

**James Williamson**

Lynda.com author  
Simpleprimate.com  
Husband and Dad  
ALS

Visible labels ✓

Programmatically accessible labels ✓

Sufficient colour contrast ✓

Passes WCAG ✓

Usable ✗

Email or Username

Password

[Forgot password?](#)

[Sign In](#)

The most frustrating input issue is not being able to see my password as I type. Whether I'm using voice dictation or a single finger...precise input is extremely difficult. This difficulty is increased when you introduce special characters...found in passwords.

- James Williamson

Email or Username

Password

[Forgot password?](#)

[Sign In](#)



# Control

People should be able to access and interact with content in their preferred way.

Email or Username

Password

Show password

[Forgot password?](#)

Sign In

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Countdown to Sasquatch! 10 months, 16 days, 7 minutes, and 17 seconds

MAY 26-28

MEMORIAL DAY WEEKEND

THE GORGE

# SASQUATCH!

Music Festival  
2017

SPONSORED BY  
BUD LIGHT

## Sam

Loves games and TV

Uses a tablet in portrait

Quadriplegic



## Fixed orientation

Not part of WCAG 2.0

Part of WCAG 2.1







**Jonny Taylor**

Punk rock

Likes to go to gigs

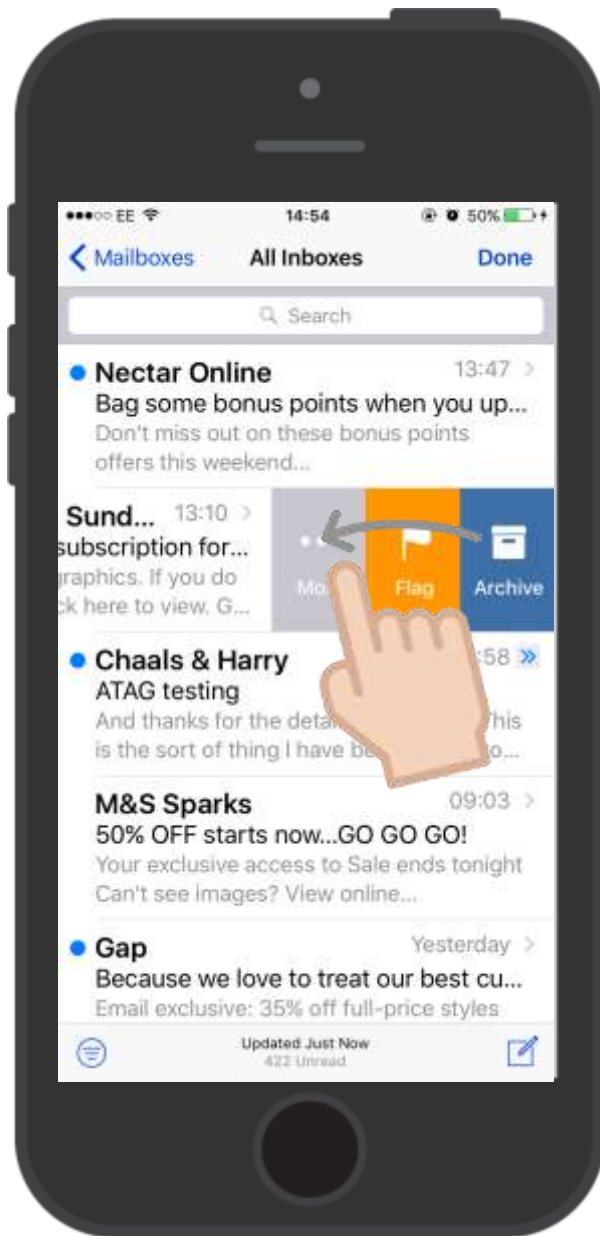
Wicked sense of humour

Quadriplegic

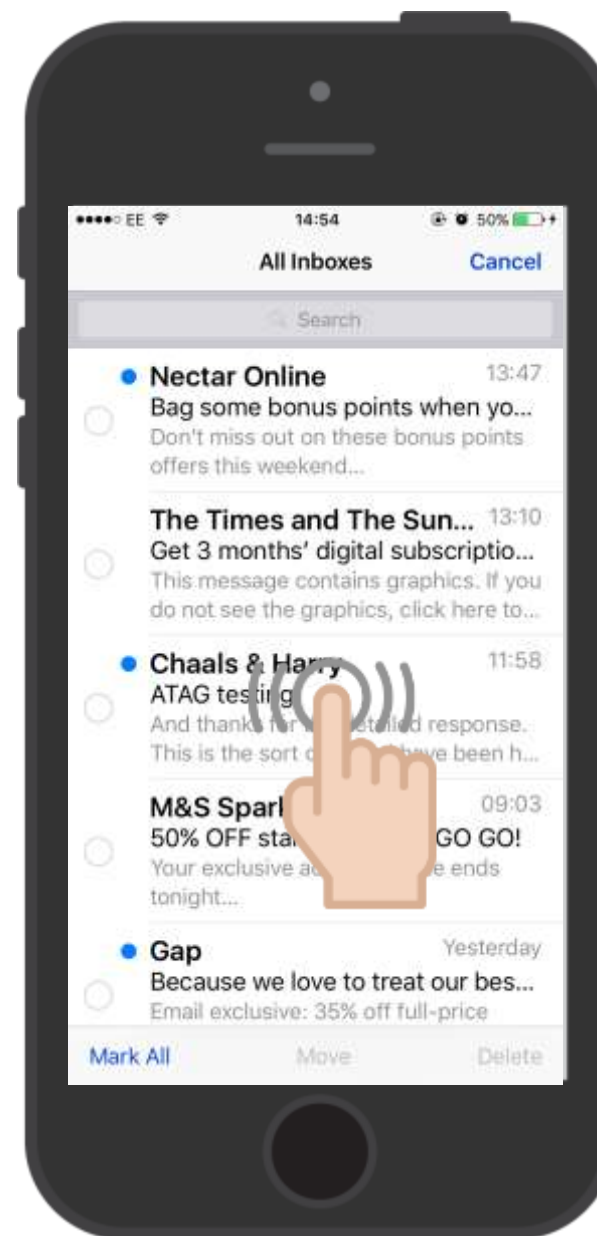


# Choice

Consider providing different ways for people to complete tasks, especially those that are complex or non standard.



Swipe to delete items



Edit mode to delete items

**Matt**

Accessibility Engineer

Karaoke lover

Has low vision

Uses magnification





Panning and scrolling are the necessary evils of screen-magnification. The physical and cognitive load of being zoomed in to a small area of the overall screen presents bigger barriers than you might think. It's tiring, and easy to get lost, or miss important content because it's in an unexpected area of the overall screen.

- Challenges, opportunities and the potential for low-vision access, Matt Tylee Atkinson

# Priority

Help users focus on core tasks, features, and information by prioritising them within the content and layout.

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with 5GB data  
t £31.67/m (exc. VAT)

Be more dog

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Shows

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Demand5



## Colin

late 60's

Retired

Likes soaps

Uses catch up

Blind

Screen reader user





## Crash

Episode 1

Can the junior doctors get through their first day with their careers intact?



## Desperate Romantics

Episode 5



## The Cell

2. The Chemistry of Life



## Who Do You Think You Are?

6. Martin Freeman



## EastEnders

Tue, 18 Aug 2009



## Heroes - Christmas Special

Cold Wars



## Have I Got a Bit More News for ...

Episode 4



## TV Channels



ON NOW

The On Now service is currently not available

THU FRI **YESTERDAY** TODAY

7:00pm The One Show

7:30pm EastEnders

7:57pm BBC News and Regional News

8:00pm Holby City - Series 11

9:00pm Lost Land of the

## Categories

► My Categories

▼ All Categories

Latest

Childrens'

Comedy

Documentaries

Drama & Soaps

Entertainment

Films

Lifestyle & Leisure

Music

News & Current Affairs

Religion & Ethics

Sport

### Films



### Wild hogs

Tue, 16 Mar 2010

### Entertainment



### Pointless - Series 2

Episode 8

### Drama



### Lark Rise to Candleford

Episode 2

### News



### The Daily Politics

Wed, 17 Oct 2010

# Consistency

Use familiar conventions and apply them consistently.



- 1. Introduction
- 2. Design Patterns and Widgets
  - 2.1 Generally Applicable Keyboard Recommendations
  - 2.2 Accordion (Sections With Show/Hide Functionality)
  - 2.3 Alert
  - 2.4 Alert and Message Dialogs
  - 2.5 Breadcrumb
  - 2.6 Button
  - 2.7 Checkbox
  - 2.8 Combo Box
  - 2.9 Dialog (Modal)
  - 2.10 Dialog (Non-Modal)
  - 2.11 Disclosure (Show/Hide)
  - 2.12 Feed
  - 2.13 Grids : Interactive Tabular Data and Layout Containers
  - 2.14 Link
  - 2.15 Listbox
  - 2.16 Menu or Menu bar
  - 2.17 Menu Button
  - 2.18 Radio Group
  - 2.19 Slider

# WAI-ARIA Authoring Practices 1.1

W3C Working Draft 28 June 2017

**This version:**

<https://www.w3.org/TR/2017/WD-wai-aria-practices-1.1-20170628/>

**Latest published version:**

<https://www.w3.org/TR/wai-aria-practices-1.1/>

**Latest editor's draft:**

<https://w3c.github.io/aria-practices/>

**Previous version:**

<https://www.w3.org/TR/2016/WD-wai-aria-practices-1.1-20161214/>

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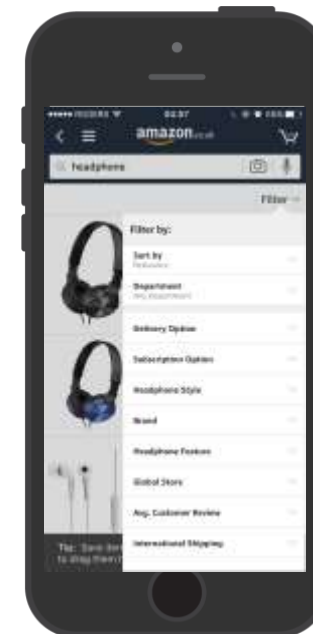
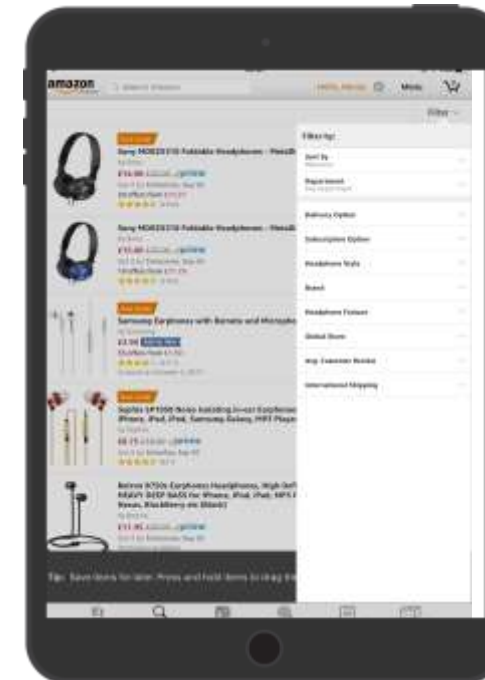
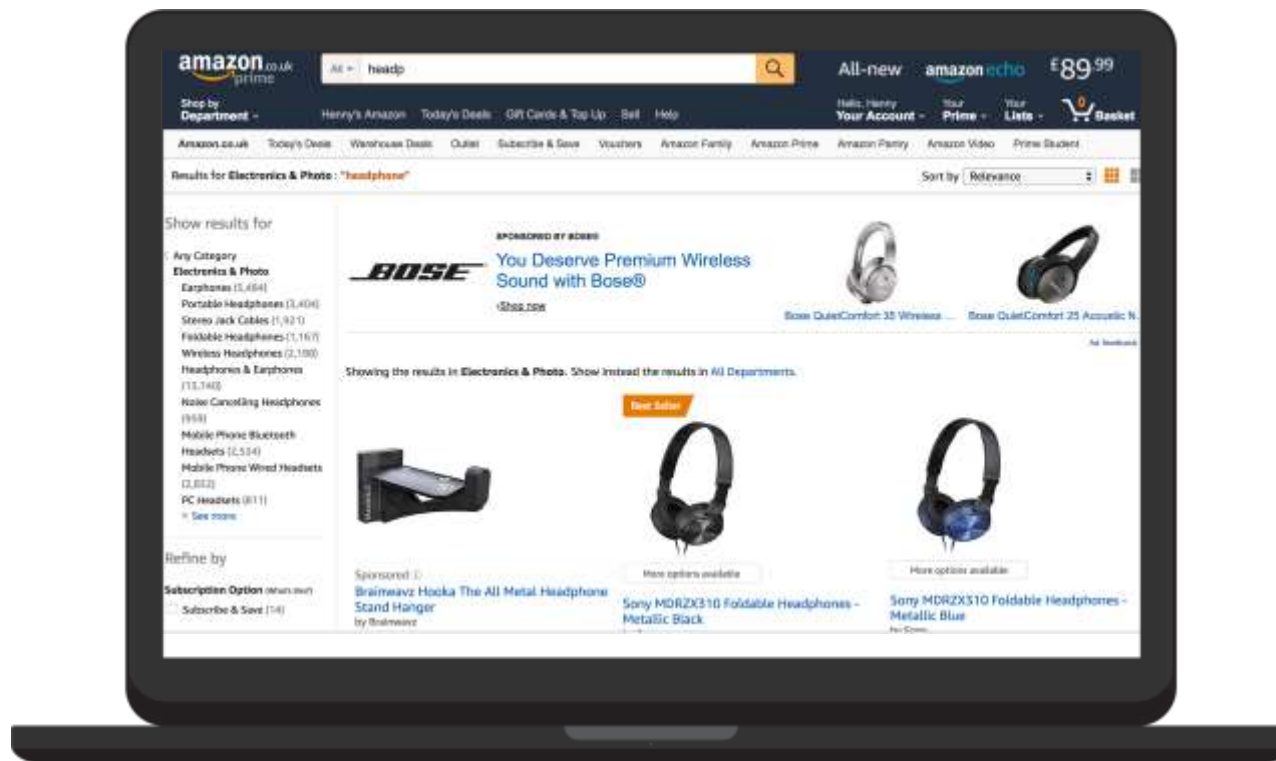
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## Abstract

This document provides readers with an understanding of how to use [WAI-ARIA 1.1](#) [WAI-ARIA] to create accessible rich internet applications. It describes considerations that might not be evident to most authors from the WAI-ARIA specification alone and recommends approaches to make widgets, navigation, and behavior



Amazon

## Lucy

Lives on a boat

Tech savvy

Is fearless

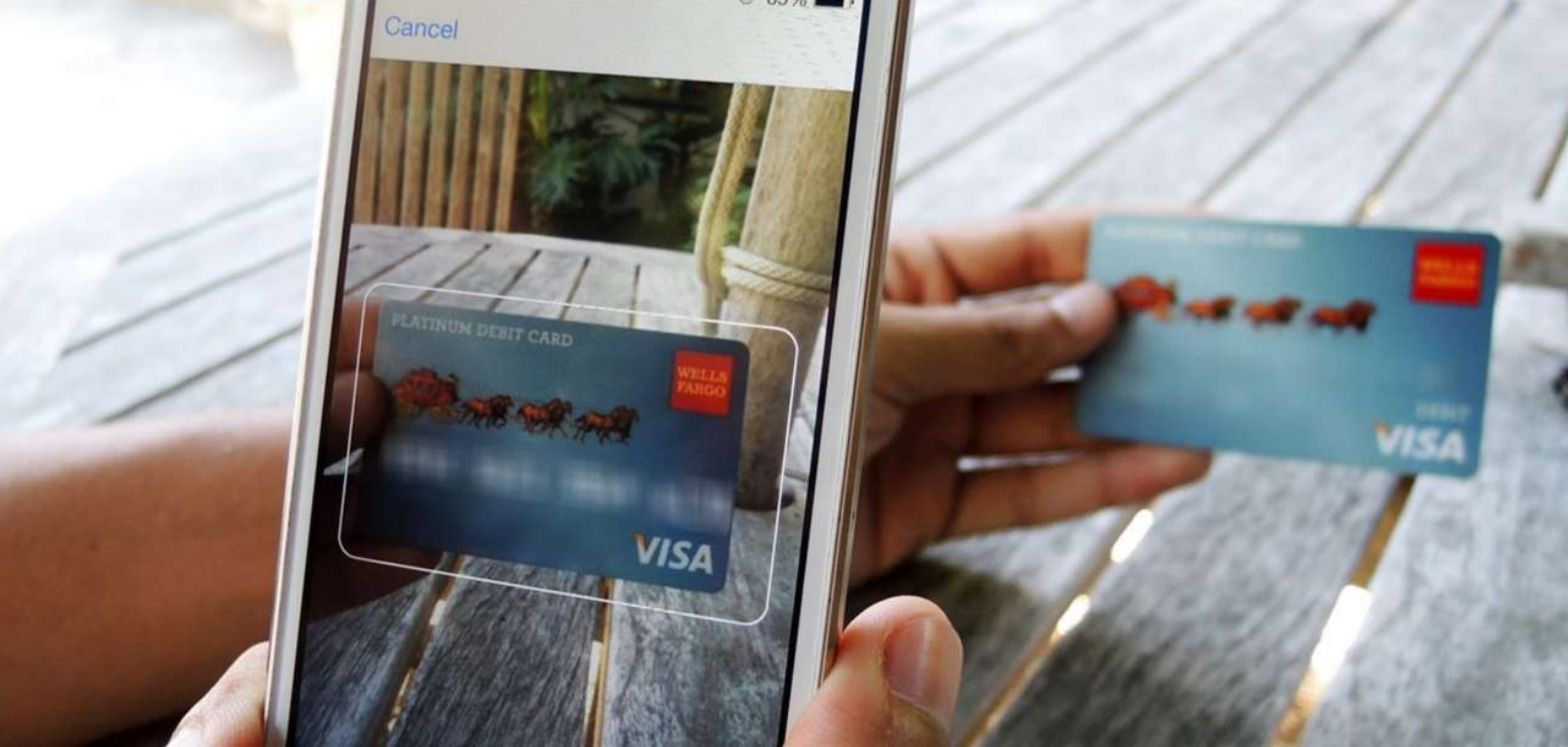
Losing her sight





# Situation

People use your interface in different situations. Make sure your interface delivers a valuable experience to people regardless of their circumstances.





## Patricia

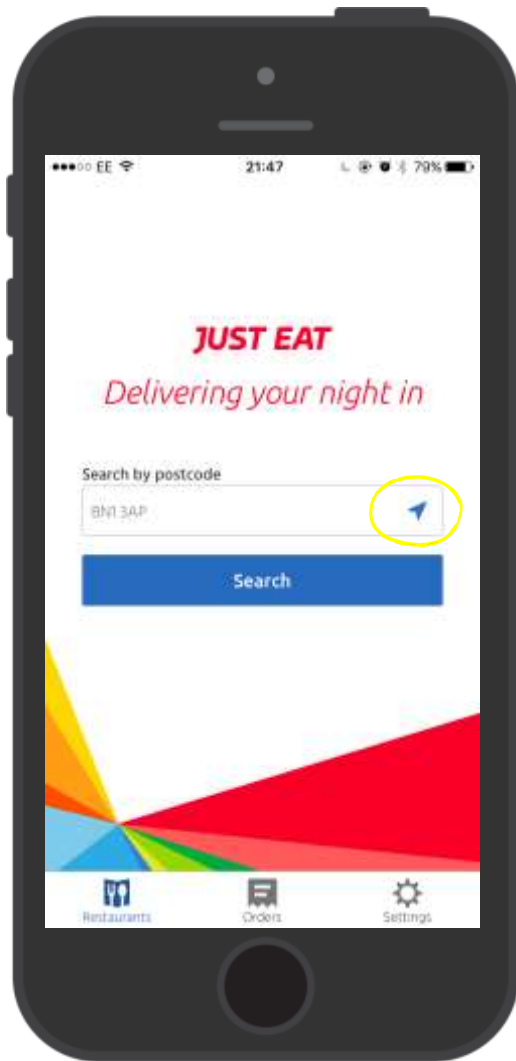
First female president of ABC Sports

Hates having her photo taken

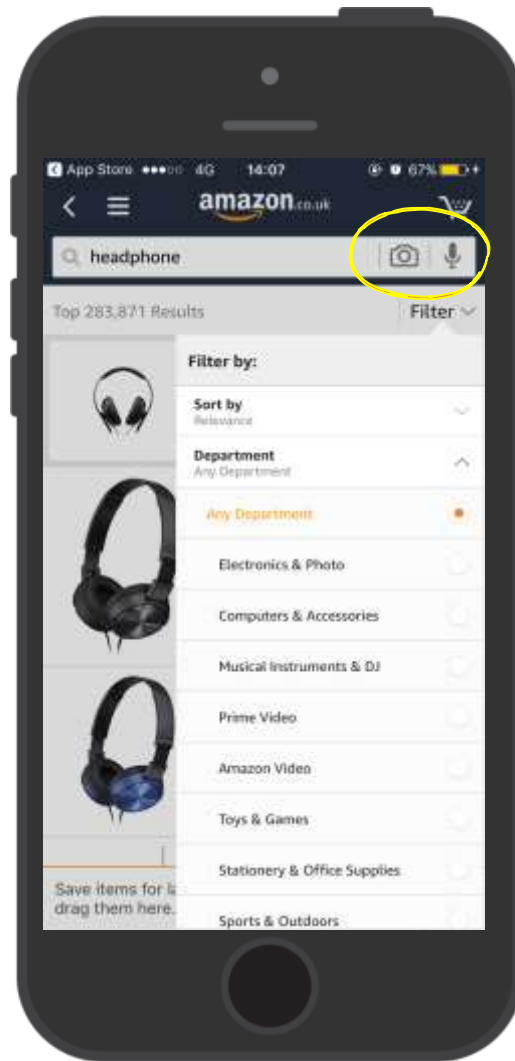
Fibromyalgia

# Value

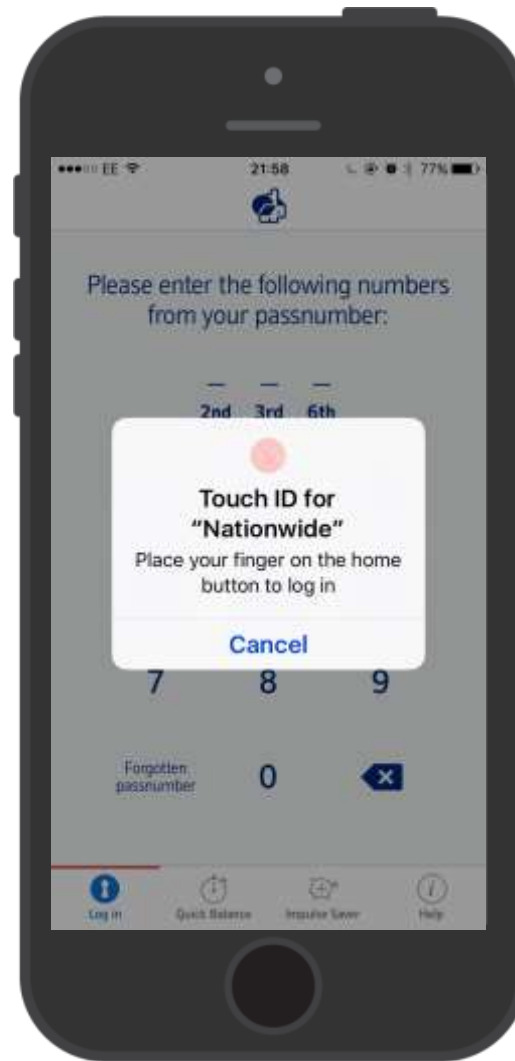
Consider the value of features and how they improve the experience for different users.



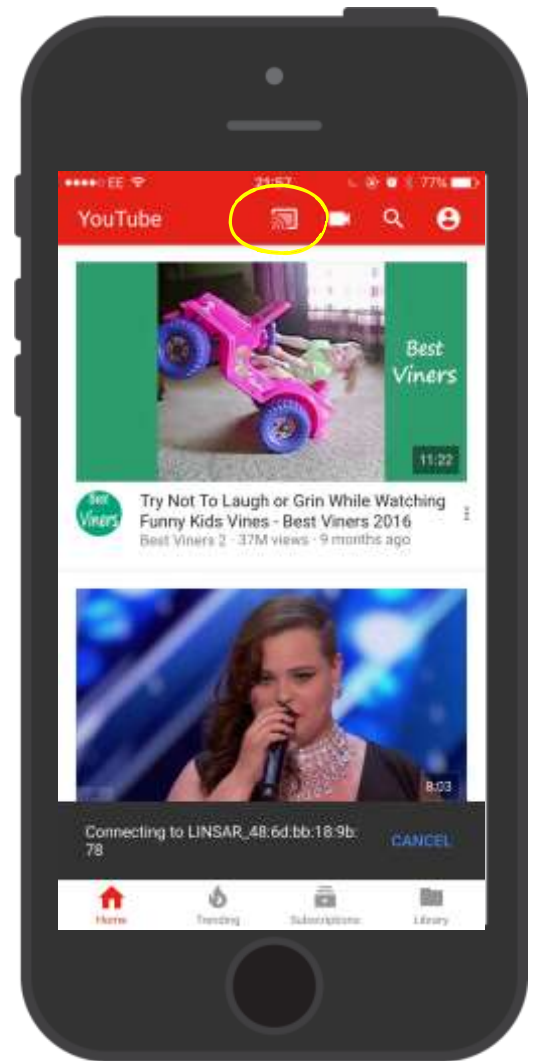
Geolocation API



Camera and voice API



Touch ID



Casting



**Karo**

Photographer

Poet

Low vision



**Victor**

Musician

Techie

No vision





It can be difficult today to visualise the building as it looked a hundred years ago, but as we follow the tour, imagine the rooms with their royal furniture and ornaments removed, and with lino covering the floors, and boards protecting the walls. You'll have the opportunity to see photos of the Pavilion during its time as a hospital throughout our tour.

It can be difficult today to visualise the building as it looked a hundred years ago, but as we follow the tour, imagine the rooms with their royal furniture and ornaments removed, and with lino covering the floors, and boards protecting the walls. You'll have the opportunity to see photos of the Pavilion during its time as a hospital throughout our tour.

# Comparable experience

Ensure your interface provides a comparable experience for all so people can accomplish tasks in a way that suits their needs without undermining the quality of the content.

`alt="Three hot air balloons hang together in a calm, sunny sky"`

I used to have sight so I appreciate descriptive alt text on decorative images.

- Léonie Watson







Thank you @iheni  
[Inclusivedesignprinciples.org](https://Inclusivedesignprinciples.org)

Thank you @iheni

- [Inclusivedesignprinciples.org](https://inclusivedesignprinciples.org)
- [simpleprimate.com/blog/motor](https://simpleprimate.com/blog/motor)
- TPG blog – Challenges, opportunities and the potential for low vision access



**Web accessibility Guidelines focus on:**

**code over design**


**technology over people**

**compliance over experience**

Designing for motor impairments doesn't really have a single approach that guarantees accessibility. You need to consider how your interactions might limit those with motor function disabilities and provide an alternative means of addressing them.







Although I've championed accessibility for most of my career I had no idea I would be impacted by it as much as I have