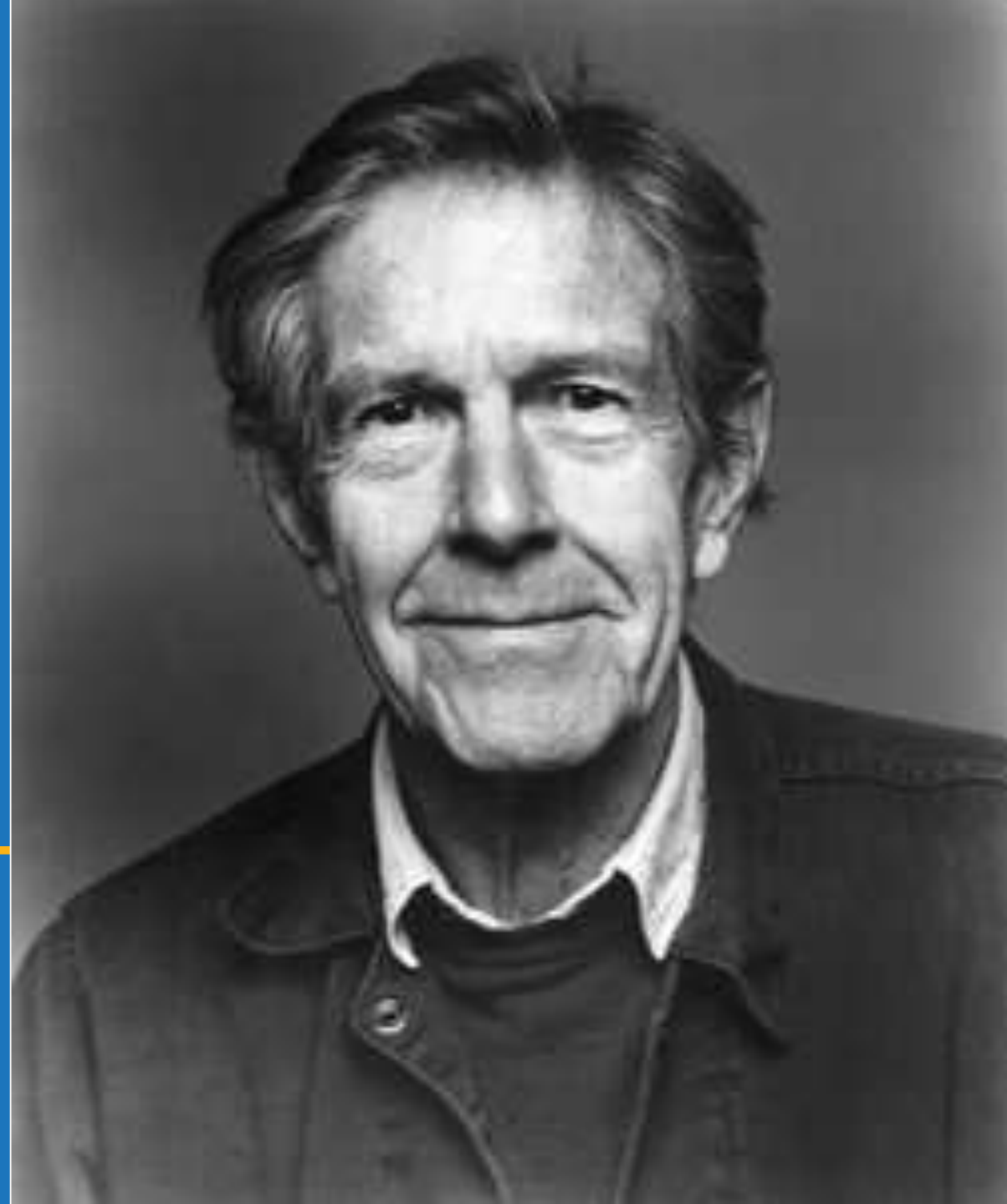
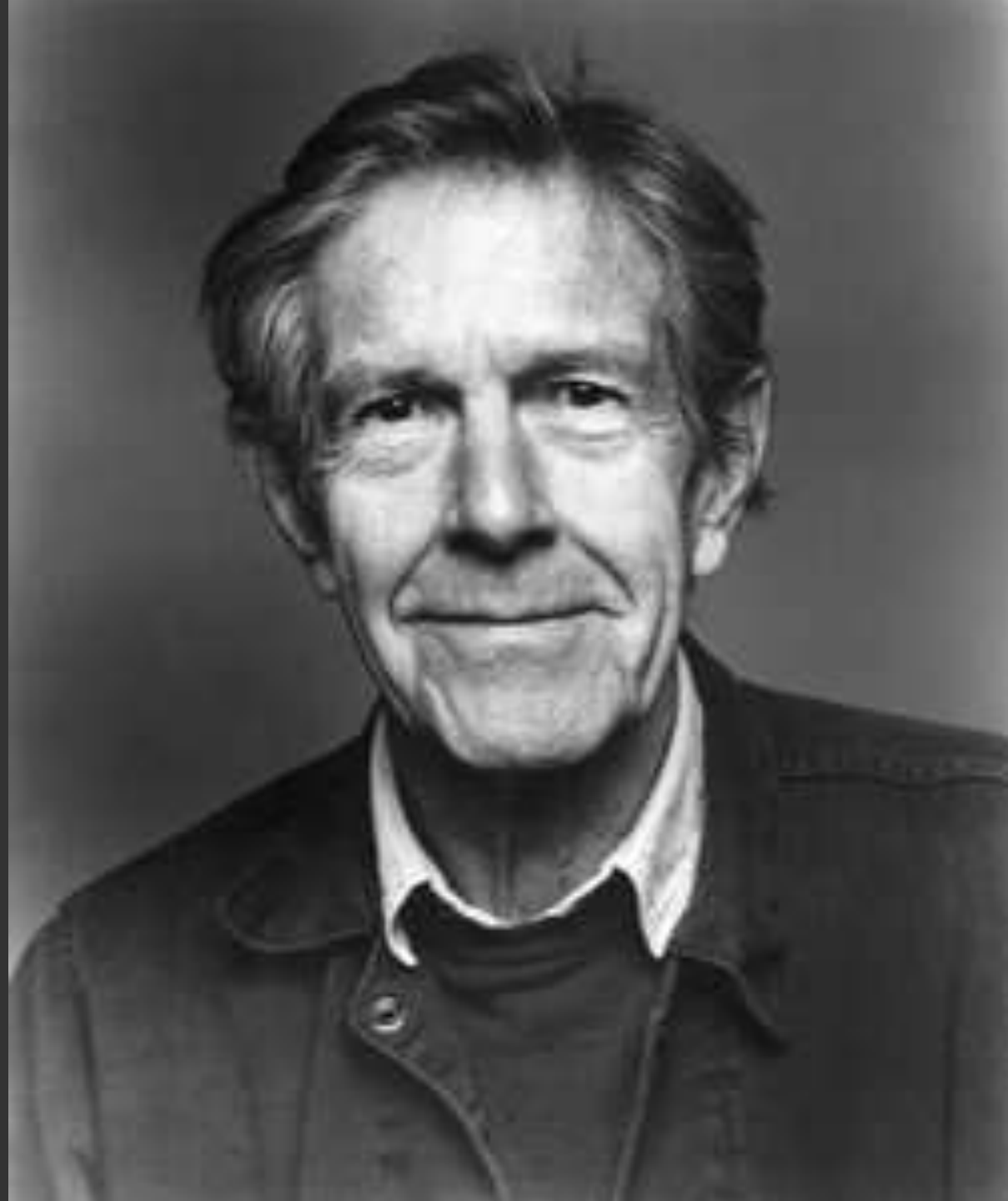


Accessible user experiences in 4'33"

Ian Pouncey

The Paciello Group







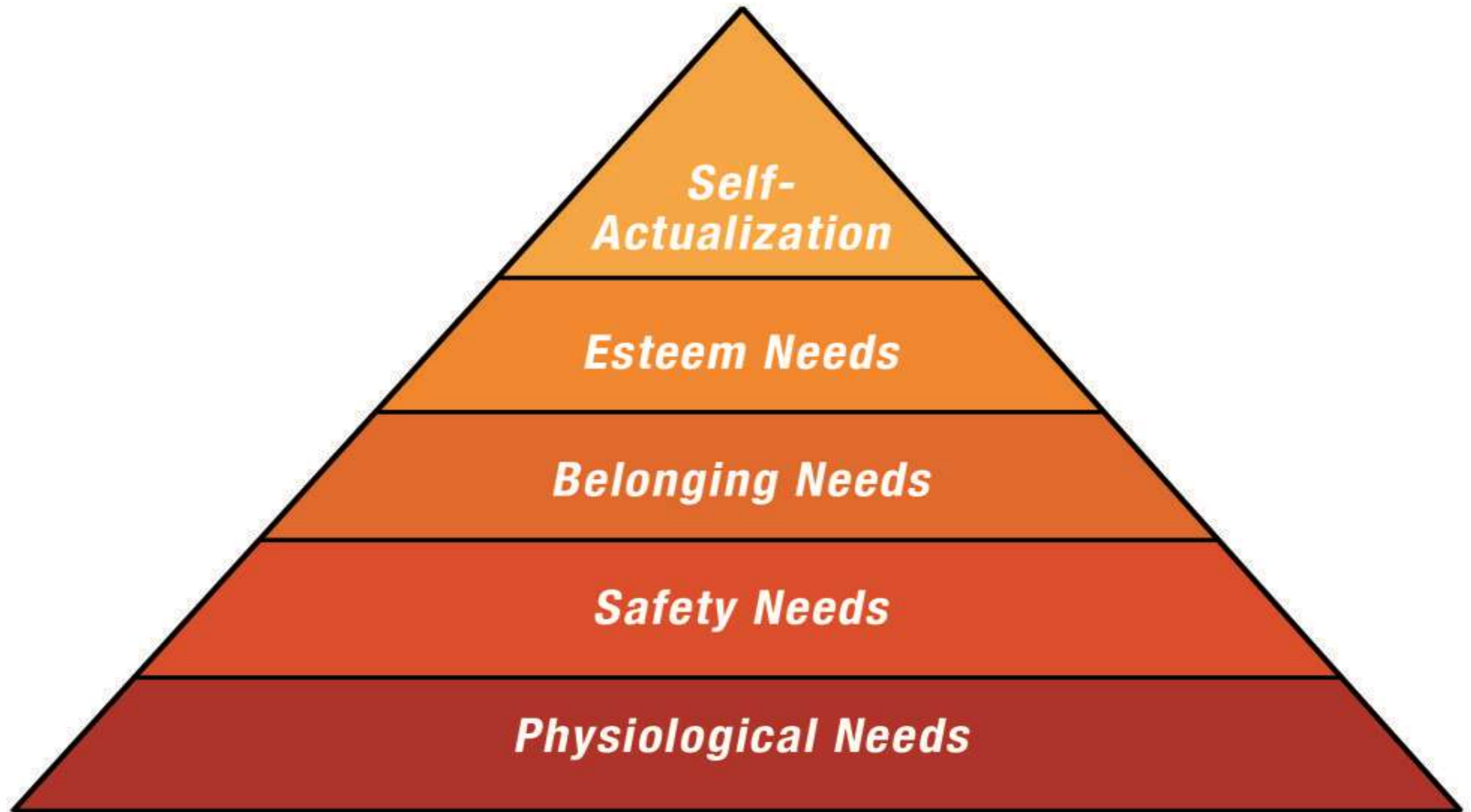


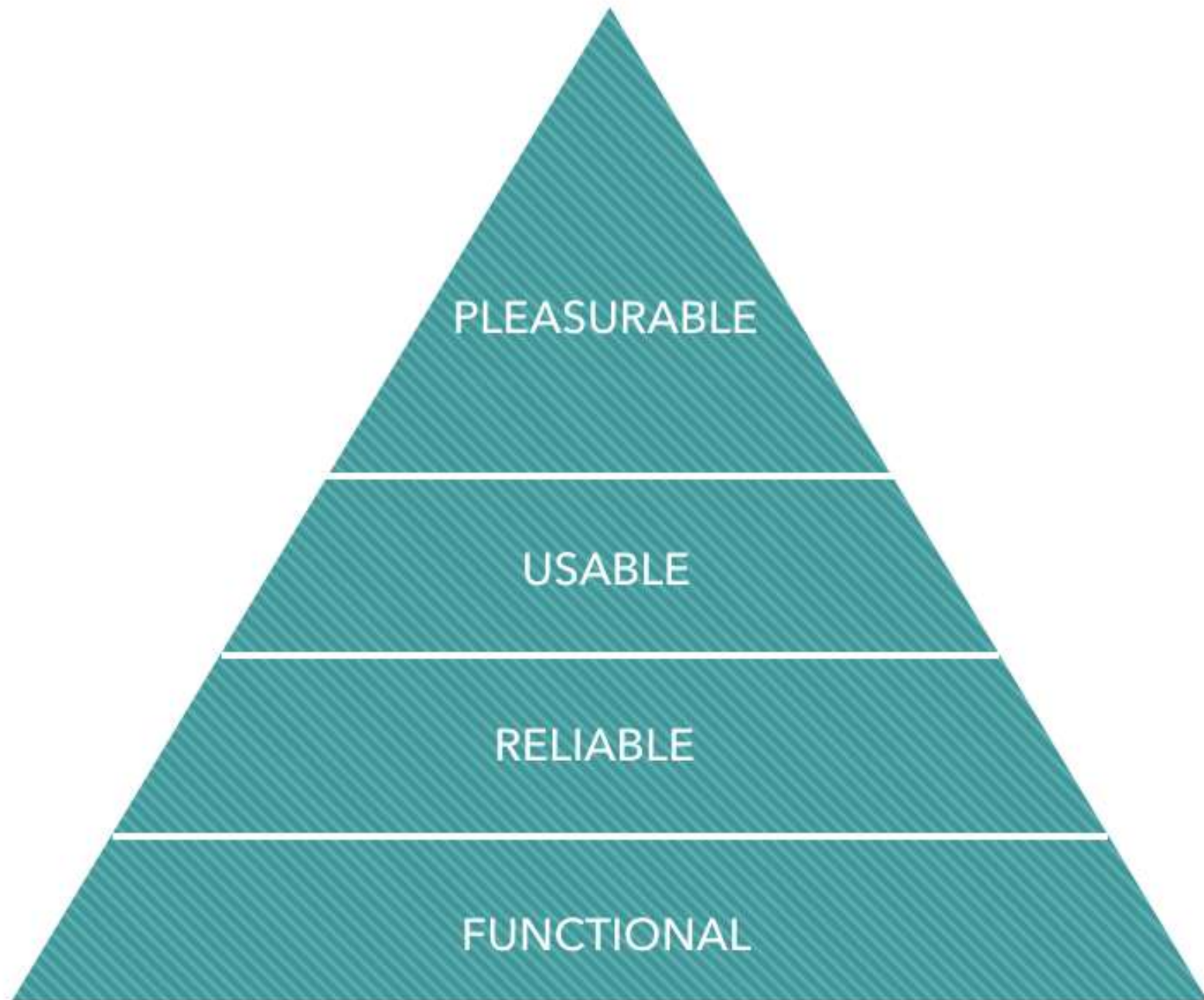


They missed the point. There's no such thing as silence. What they thought was silence, because they didn't know how to listen, was full of accidental sounds. You could hear the wind stirring outside during the first movement. During the second, raindrops began pattering the roof, and during the third the people themselves made all kinds of interesting sounds as they talked or walked out.

— John Cage







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.

They are intended to give anyone involved in the design and development of websites and applications - designers, user experience professionals, developers, product owners, idea makers, innovators, artists and thinkers - a broad approach to inclusive design.

Inclusive Design Principles

- Provide comparable experience
- Consider situation
- Be consistent
- Give control
- Offer choice
- Prioritise content
- Add value

Exclusive Design Principles

- Provide comparable experience
- Consider situation
- Be consistent
- Give control
- Offer choice
- Prioritise content
- Add value
- Provide a unique experience
- Ignore situation
- Be inconsistent/innovative
- Take control
- Offer the best possible solution
- Prioritise identity
- Add nonsense

Design Like You Give A Damn

- Design like Banksy
- Design like Da Vinci
- Design like Chanel
- Design like Brunel

Provide a comparable experience

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

alt="Three hot air balloons. One of the balloons is close, two are in the distance. They have black and white vertical stripes. There is a cloud. Behind the cloud is the sun."



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



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

What will you do?

Ian Pouncey

The Paciello Group

