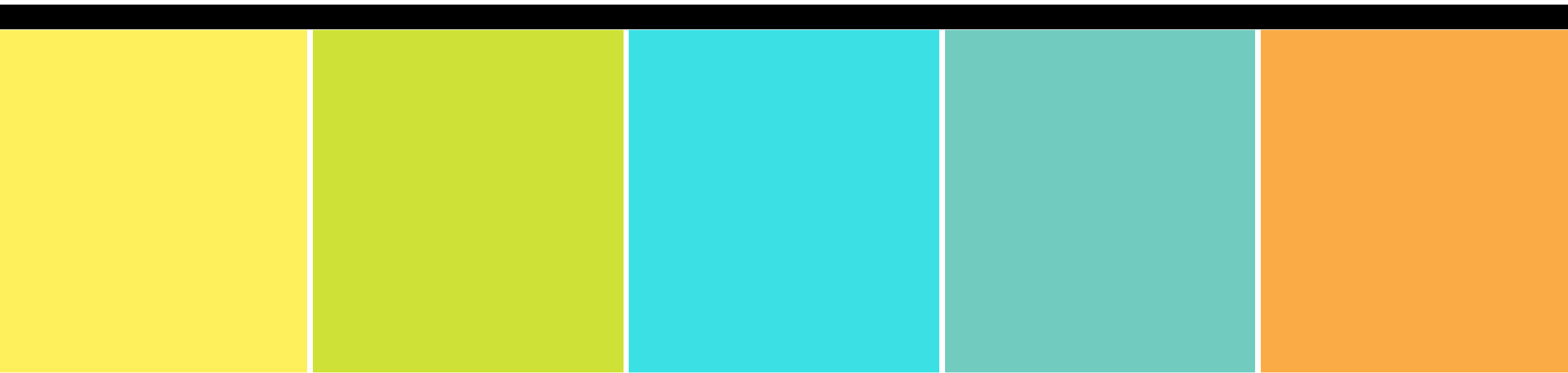


Web Quality Management

Improving user experience for everyone



Csun - San Diego - March 21st 2017 - Elie Sloïm - @ElieSI



**Are WCAG sufficient to ensure
a good user experience ?**

- 1. User cases**
- 2. User's needs**
- 3. Good practices**
- 4. In the field**

1. User cases

2. User's needs

3. Good practices

4. In the field

User case 1

The user wants to buy something
and wants to receive it before a
determined date



Is the delivery date present ?
Did I missed it ?

User case 2

A user filled out a contact form a month ago, and he hasn't received any answer from the website



What did I write on this form ?
Did they receive my request ?

User case 3

A user is on a website, and has to paste a password in a field and the developer doesn't allow him to do that



How do I type my password ?

Do I have to choose a simpler password ?

User case 4

A user is browsing a website, he has to get to the end of a complex process



How much time will I have to spend filling these forms ?

Users with disabilities need good UX

Accessibility means removing all the barriers

1. User cases

2. User's needs

3. Good practices

4. In the field

What do users need ?

VPTCS, a model for Web quality management

V
Visibility

P
**Perceptio
n**

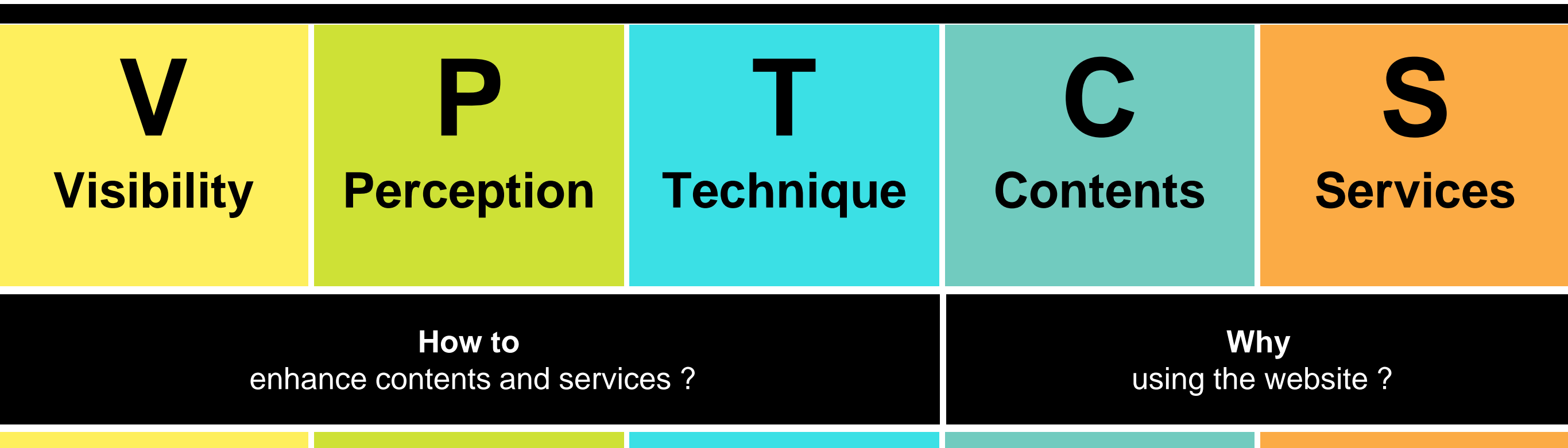
T
Technique

C
Contents

S
Services

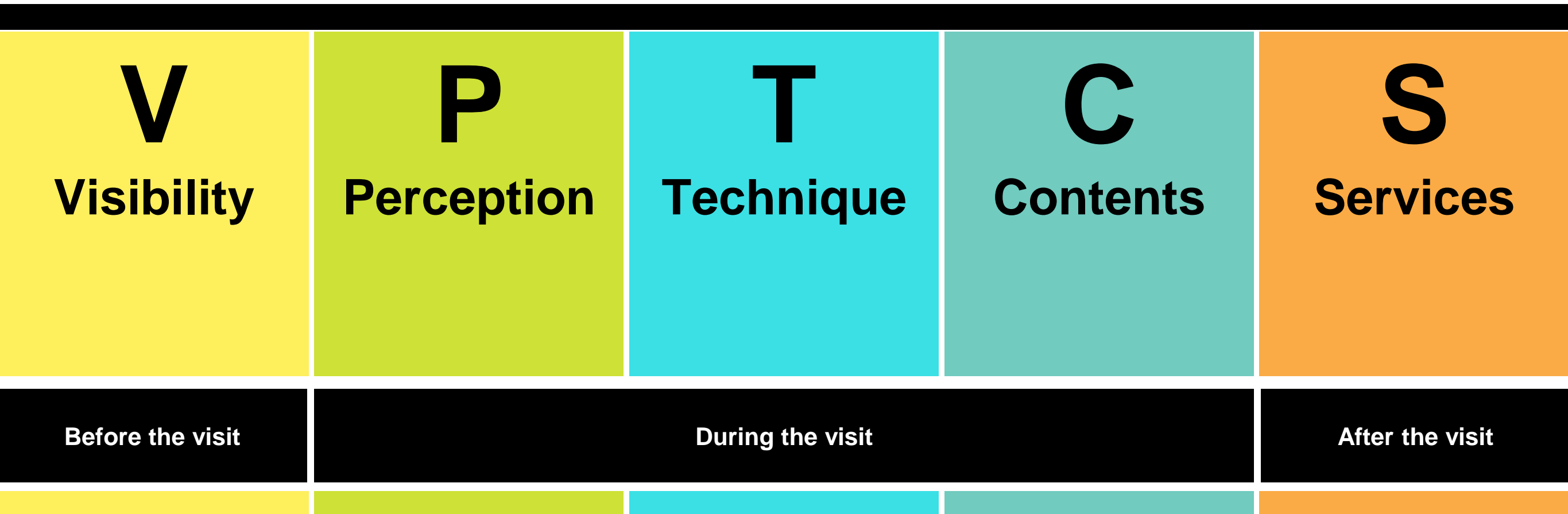
© Elie Sloïm - Eric Gateau - 2000
Infography by @nissone

Contents and services : heart of the value



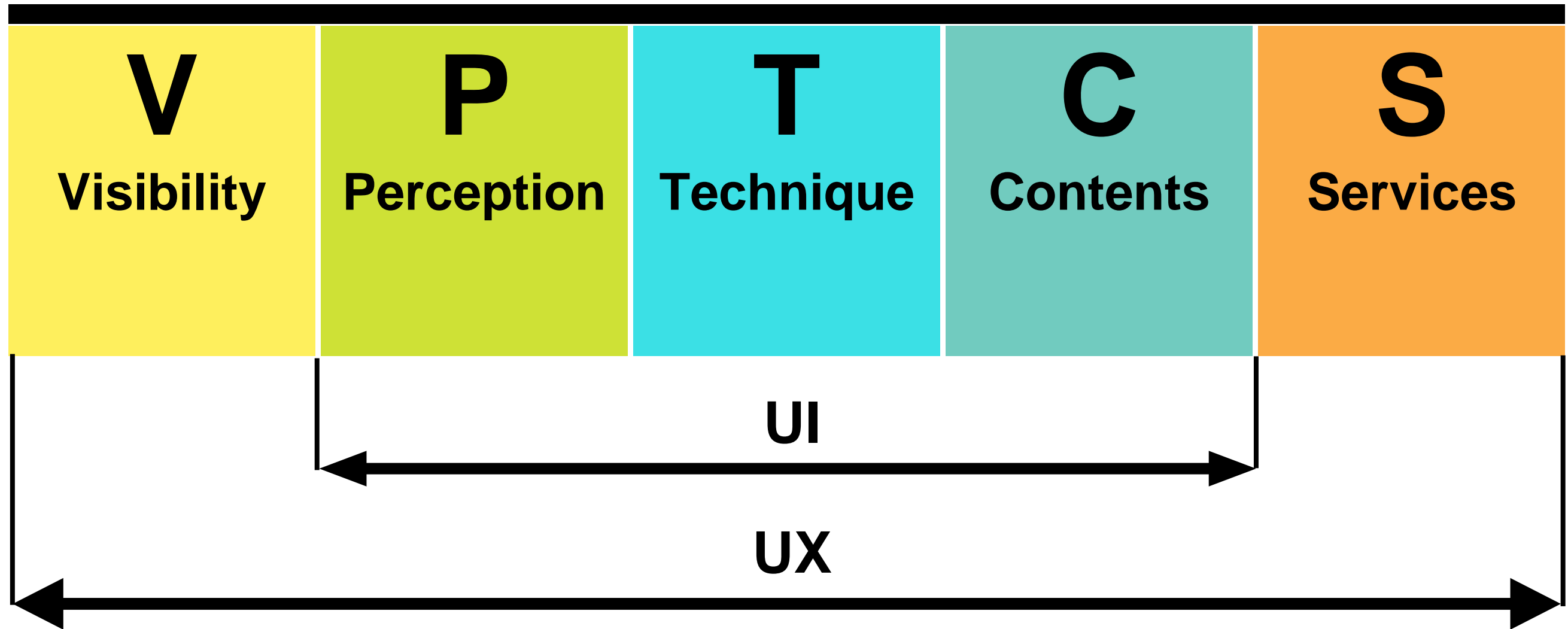
© Elie Sloïm - Eric Gateau - 2000
Infography by @nissone

A website is a process



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Infography by @nissone

A model to distinguish UI and UX.



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1. User cases

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4. In the field



Good practice ?

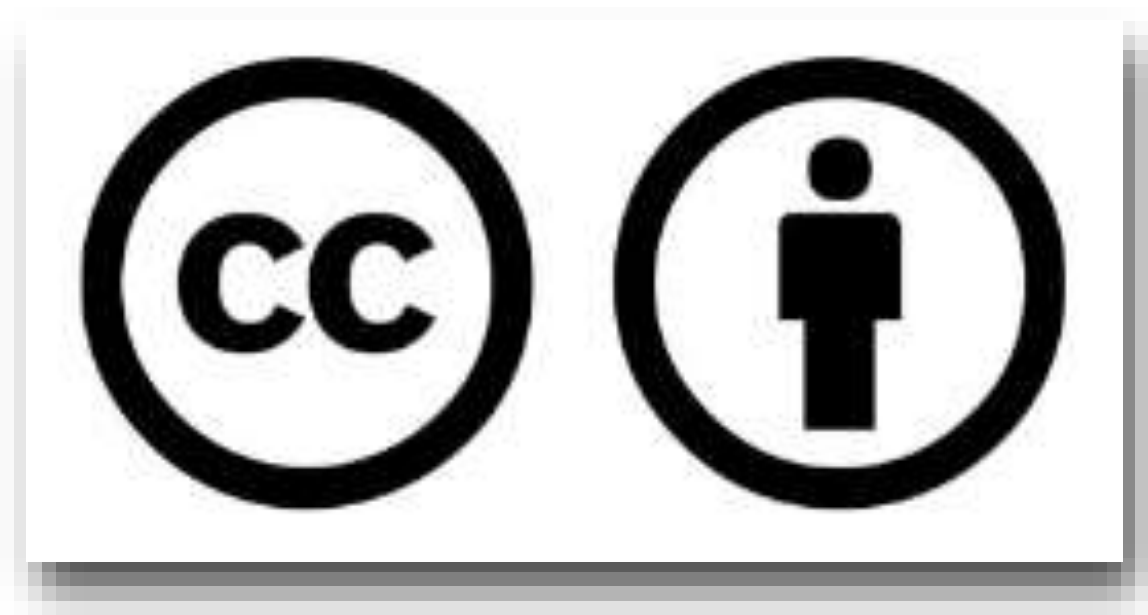
**Universal, checkable,
useful, feasible**

2004

2010

2015

2020



CC-BY-SA

2004

2010

2015

2020



226

rules

Source : <https://www.opquast.com/opquast-web-quality-checklist/>

- The estimated delivery date is shown before final order placement.
- Copy-and-paste is possible in the form's fields.
- Form submission is followed by a message indicating whether or not the action was successful
- Every information request submitted produces an acknowledgment of receipt.

All the good practices and their goals

opquast
La certification des professionnels du Web

Accueil Certification Services Formation Blog Jobs Contact

Opquast Web Quality Checklist (en / fr)

Filtered results: 226 best practices and 70 recommendations.

1. Each decorative image has an appropriate text alternative.

- To prevent users in environments where images are not seen (text browsers, screen readers or browsers with the images disabled) from being bothered by information about images that are unimportant to them.
- To provide only pertinent information to web crawlers.

2. Each decorative image link has an appropriate text alternative.

- To allow users in environments where images are not seen (text browsers, screen readers or browsers with the images disabled) to understand the meaning of the links attached to images that they cannot see.
- To enable bots to exploit the information carried by the image links (to reference, index and perform machine translation on the image text alternatives).
- To enable the display of relevant text while images are loading.

3. Each information-carrying image has an appropriate text alternative.

- To allow users in environments where images are not seen (text browsers, screen readers or browsers with the images disabled) to understand the meaning of the images that they cannot see.
- To enable bots to exploit the information carried by the images (to reference, index and perform machine translation on the image text alternatives).
- To enable the display of relevant text while images are loading.

4. Included objects have an appropriate text alternative.

- To provide access to the information to users whose browsers or platforms don't support the inclusion of objects or the technologies used by the included objects.
- To facilitate the exploitation of that content by bots (especially web crawlers).
- To simplify the presentation and/or reuse of the included content.

5. Content managed by styles has an appropriate alternative.

- To ensure access to the content, regardless of whether or not the CSS formatting layer is handled.
- To allow content to be reused on media and platforms that do not handle formatting for on-screen display.
- To give users in environments where styles are not reproduced (text browsers, screen readers or browsers with the images disabled) access to information that takes the form of CSS-generated content (particularly background images).
- To enable bots to exploit the information carried by CSS styles (to reference, index and perform machine translation on the alternatives).

6. Typographic symbols have an appropriate alternative.

- To enable users in environments where the CSS fonts used to display symbols are not reproduced (text browsers, screen readers or browsers with the images disabled) to understand the meanings of those symbols.
- To enable bots to exploit the information carried by those symbols (to reference, index and perform machine translation on the alternatives).

7. All audio and video content is accompanied by a text transcription.

- To give users unable to perceive the proposed sound or image to access a text transcription as an alternative.
- To give users unable to hear the sound to access the information contained in the video.
- To enable bots to exploit the information, in order to improve its indexing and referencing, or to translate it using online language tools.

8. Information is not conveyed by color alone.

- To give users whose browser, platform, technical aid or disability (like color-blindness) prevents them from viewing or differentiating between colors access to the information.
- To make the information accessible by web crawlers.

<https://www.opquast.com/opquast-web-quality-checklist/>

2^e ÉDITION AUGMENTÉE

Sous la direction d'Élie Sloïm & Laurent Denis
Préfaces d'Amélie Boucher & Stéphane Deschamps

QUALITÉ WEB

La référence des professionnels du Web

226 BONNES PRATIQUES

 **opquast**

EYROLLES

In french (only)

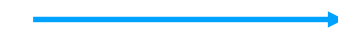
Goals



Implementation



Means of control



L'étape en cours d'un processus complexe est indiquée.

Ne vous êtes-vous jamais demandé, au beau milieu d'une démarche un peu longue répartie sur plusieurs formulaires successifs, où vous étiez exactement ?

OBJECTIF

Permettre à l'utilisateur d'identifier le degré d'avancement dans un processus.

Rassurer l'utilisateur lors de la réalisation d'un processus complexe.

MISE EN ŒUVRE

Préciser, sur chaque page du processus, l'étape correspondant à la page en cours.

CONTRÔLE

Dans le cas de processus complexes, vérifier, pour chaque page concernée, que l'étape en cours y est indiquée :

- Dans le titre de page ;
- Dans le contenu de page, sous la forme d'une mise en évidence dans le chemin d'étapes en tête de page ou de formulaire, par exemple « Étape 2 – Coordonnées » ou « Étape 4 – Paiement ».



FIGURE 86

Les cinq étapes du processus d'achat sont ici explicitement indiquées, ainsi que l'étape en cours.

AVIS

L'indication de l'étape en cours relève également du titre de la page (élément title). Par ailleurs, dans le chemin d'étapes, cette indication doit être perceptible indépendamment du support des styles css ou de la perception de la couleur.

1. User cases

2. User's needs

3. Good practices

4. In the field

Compliance ?

Should we comply with all those rules ?

Risk management

Skills and professionalism

29. Every information request submitted produces an acknowledgment of receipt.

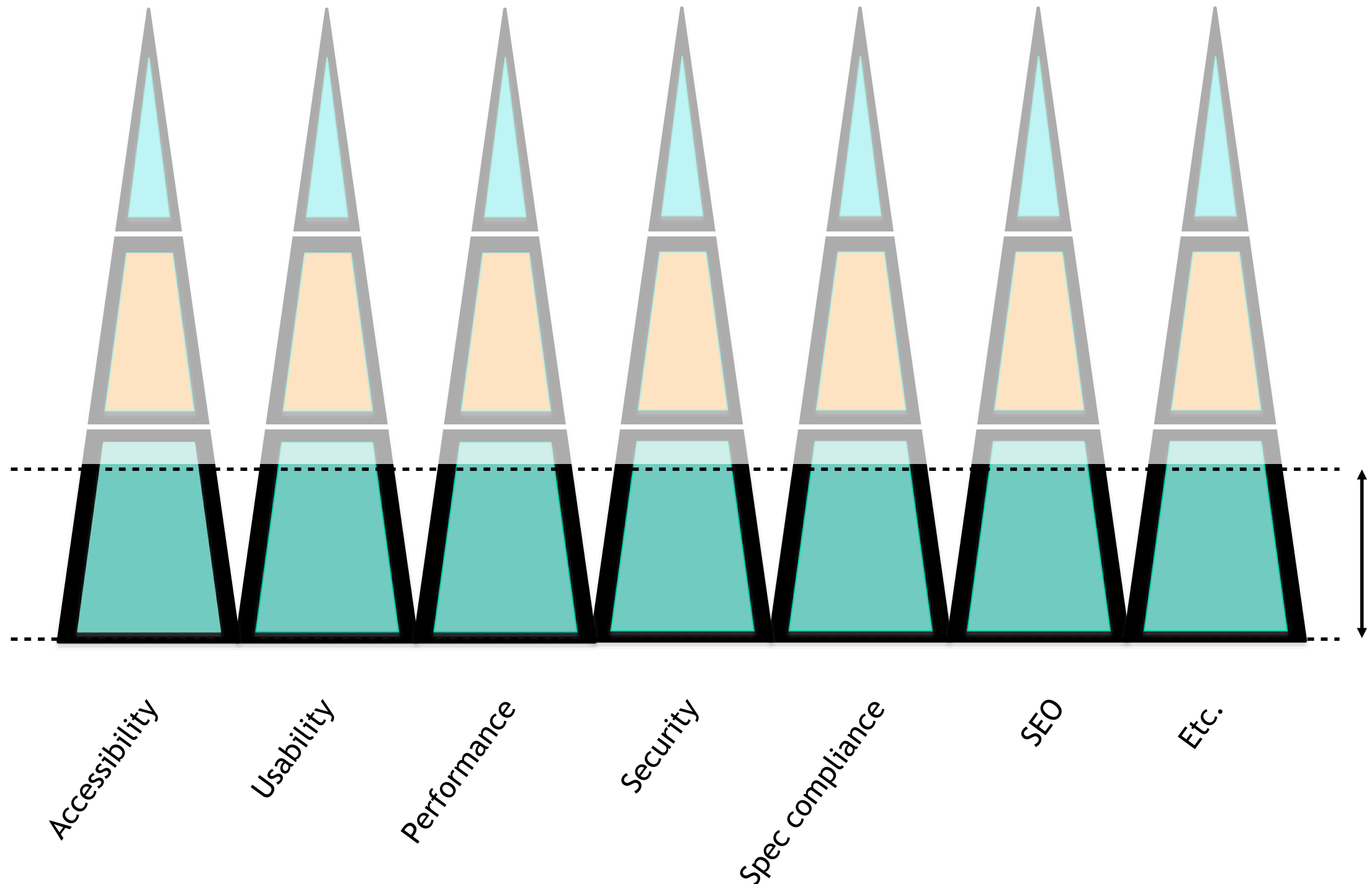
- To inform users that their requests have been received
- To give users a confirmation of receipt of their request for information, which they can save.

Source : <https://www.opquast.com/opquast-web-quality-checklist/>

Improving the level of competencies of Web professionals

SEO, security,
performance, privacy,
global experience

Transversality



**A common culture,
including accessibility**

Thank you