



# No one wants to SUX: A focus on inclusive UX techniques

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creating an inclusive digital world  
[intopia.digital](https://intopia.digital)

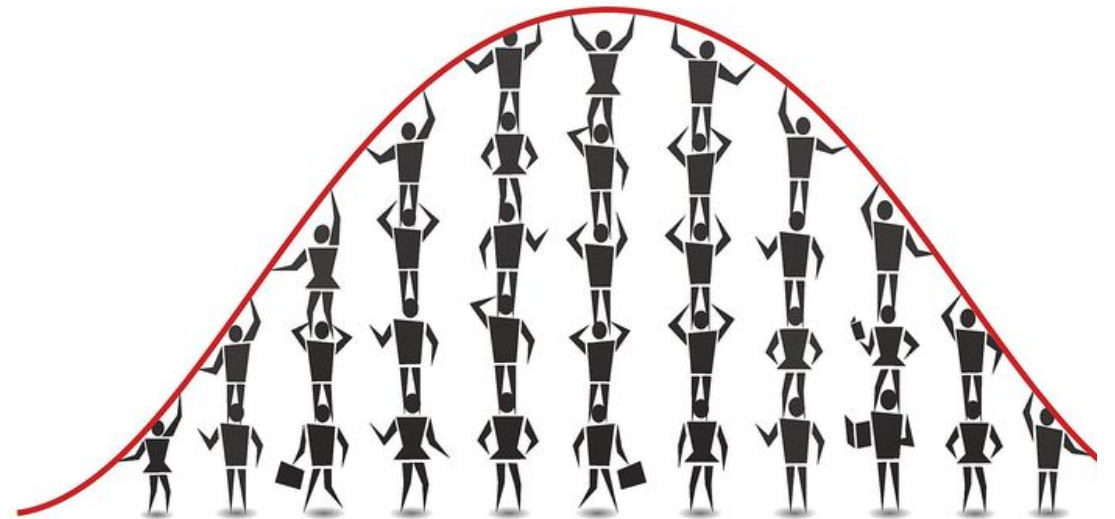


As Australia becomes more diverse, the proportion sharing the most common characteristics across key measures is falling.

In short, the most common type of Australian — the “ordinary” Australian — is becoming less common.

Source:

‘Ordinary’ Australia probably isn’t where you think it is (because it doesn’t really exist) – ABC



Over 4 million people in Australia have some form of disability

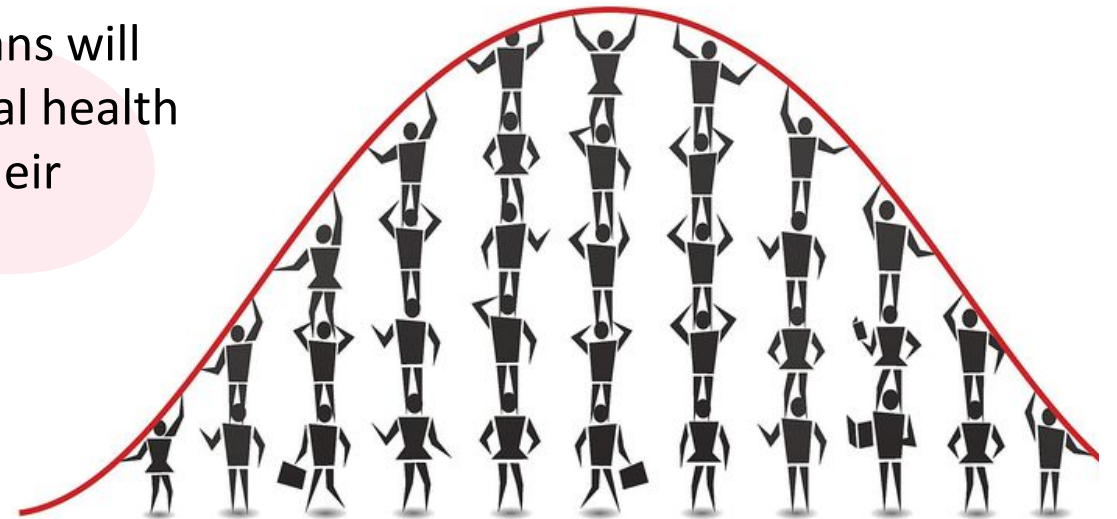
3 million Australians live with depression or anxiety

An estimated 2 million Australians have dyslexia

44% of Australian adults lack the literacy skills required for everyday life

11 million Australians will experience a mental health condition during their lifetime

1.8 million of Australians aged 65 and over have disability, compared to 1 in 8 aged under 65



Sources: [Australian Network on Disability: Disability statistics](#); [Australian Bureau of Statistics: Literacy](#)

“Behind every great site or application lies thought, empathy and inclusion. This doesn’t happen by accident, it happens by design. How we get there is as unique, original, and diverse as the people who use our products.”

– Henny Swan

Inclusive Design Principles from The Paciello Group

## Include diverse users in your research

“By closely observing the extremes of the community you learn more quickly what’s relevant to everybody, and hence to the application you’re building.” – Carl Erickson

Source: Research the extremes of a user community

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## Consider including diverse needs and preferences in your personas

But beware of creating unconscious bias by including a single 'disability' persona

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# Use **inclusive design principles** in your design

This includes general principles like consistency and adaptability, and well as specifics like colour contrast.

Bonus: See [Inclusive design principles](#) from The Paciello Group.

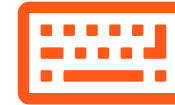
Give people enough time to do something



Design a **clearly visible focus outline** for interactive elements

Use consistent design patterns, page layouts, content

Make buttons descriptive



**Use the force**

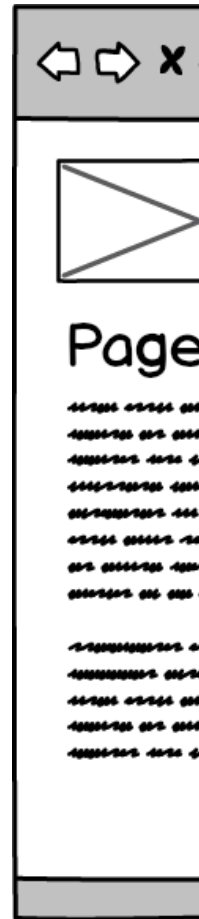
Design for keyboard only support

Use colours that **contrast well** together

**Just a few inclusive design principles**

# Support different interaction methods in your designs.

Annotate your designs with relevant information such as keyboard interactions, component types and accessible labels.

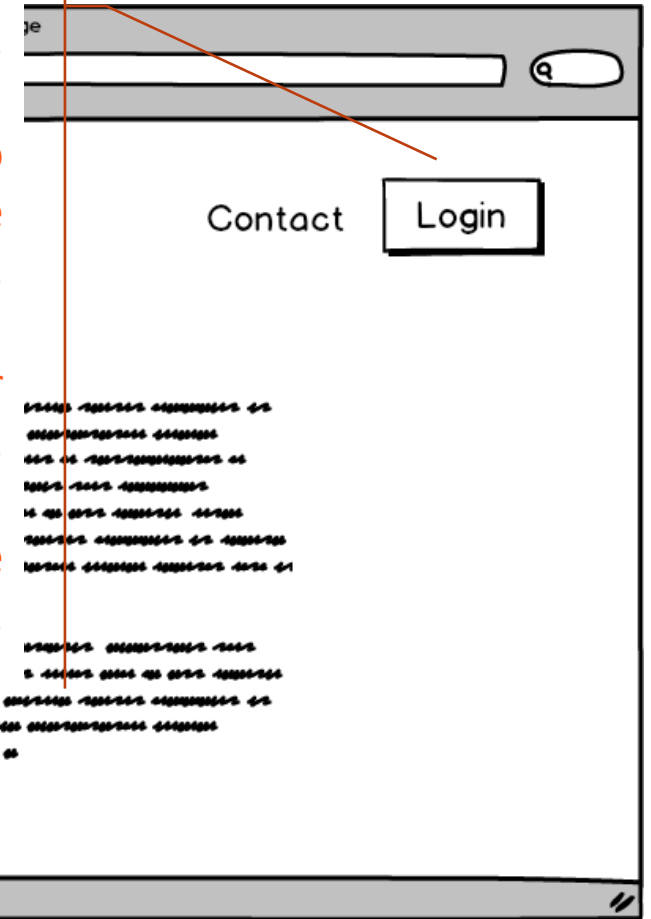


Login has a type of 'link' with an accessible label 'Login'.

When a user tabs to the field, show the relevant focus outline.

A user can press Enter to activate the link.

Focus moves to the Login dialog.





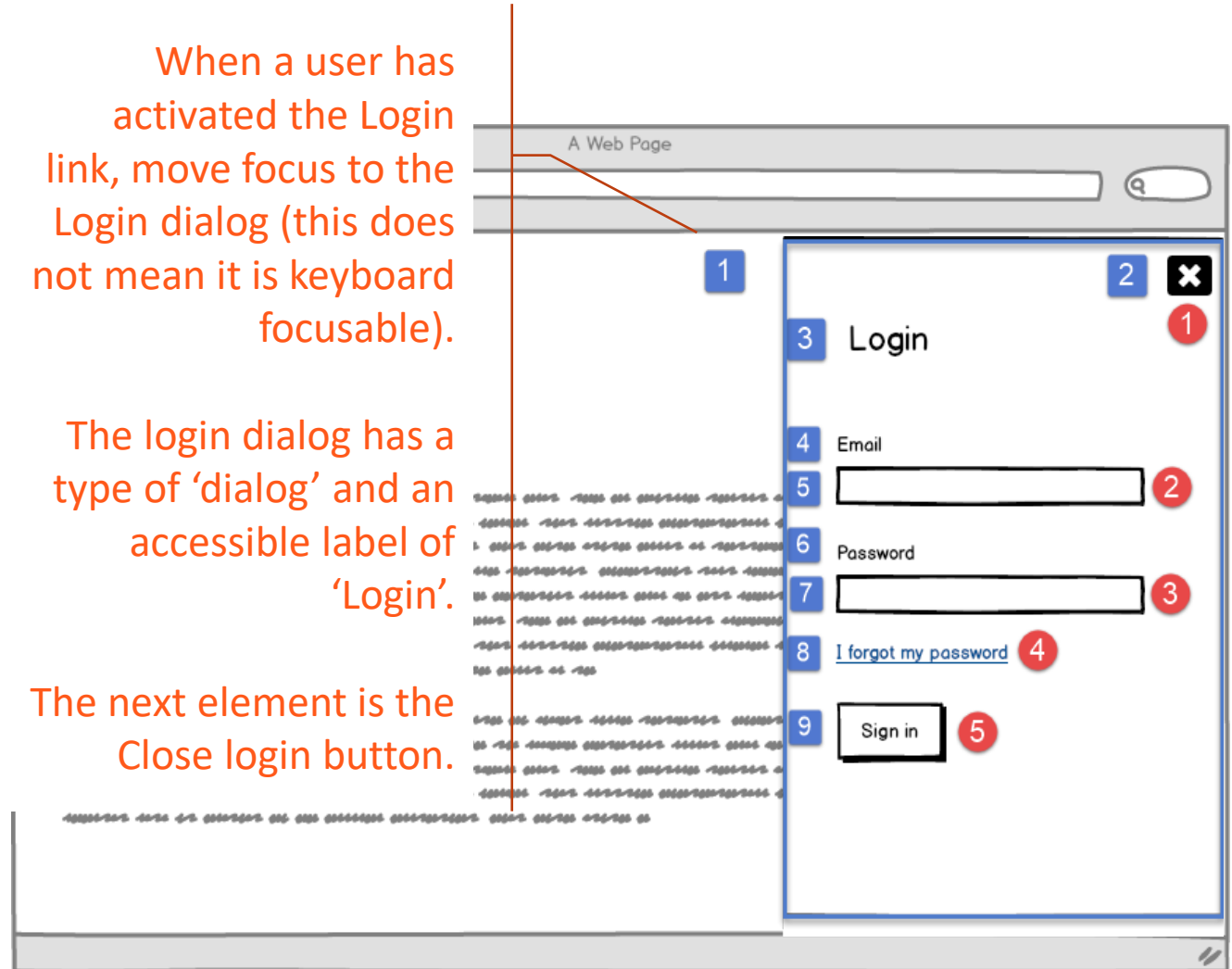
# Support different interaction methods in your designs.

Annotate your designs with relevant information such as keyboard interactions.

When a user has activated the Login link, move focus to the Login dialog (this does not mean it is keyboard focusable).

The login dialog has a type of 'dialog' and an accessible label of 'Login'.

The next element is the Close login button.



# Conduct design walkthroughs using enhanced personas

Layer different needs and preferences onto your personas and follow standard design walkthrough processes for key tasks.

Uses only a keyboard most mornings

Uses Dragon in the afternoons when tired

## Accessibility champion



### Facts

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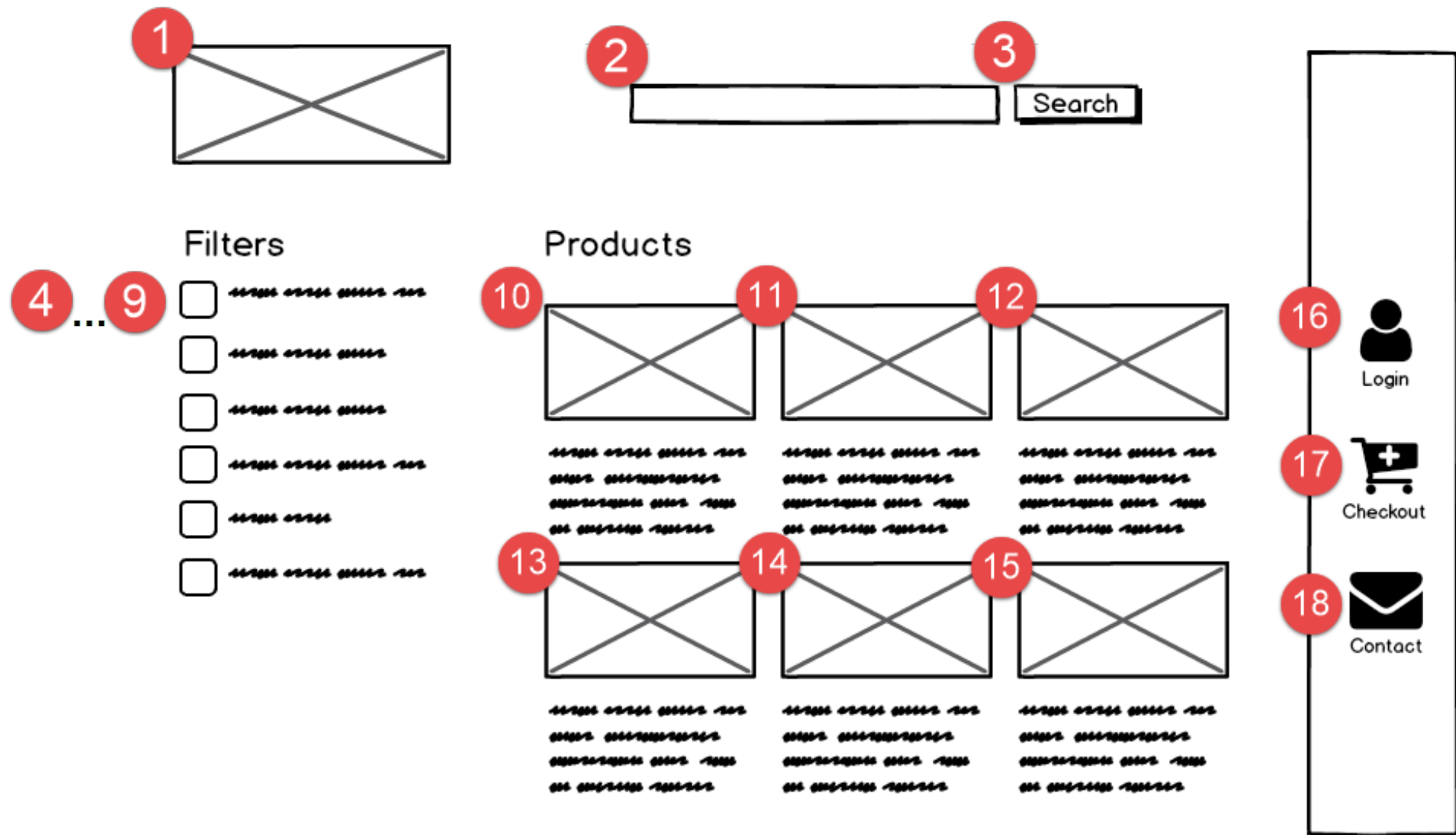
### Behaviours

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### Goals

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Very experienced technology user



## Include diverse users in your usability testing

The usability of a product - the ability to effectively and efficiently complete key tasks - can be even more important for diverse users

@sarahtp







WHEN USER EXPERIENCE  
DOESN'T CONSIDER **ALL USERS**  
IT SHOULD BE CALLED  
SOME USERS EXPERIENCE.  
YES, **SUX.**

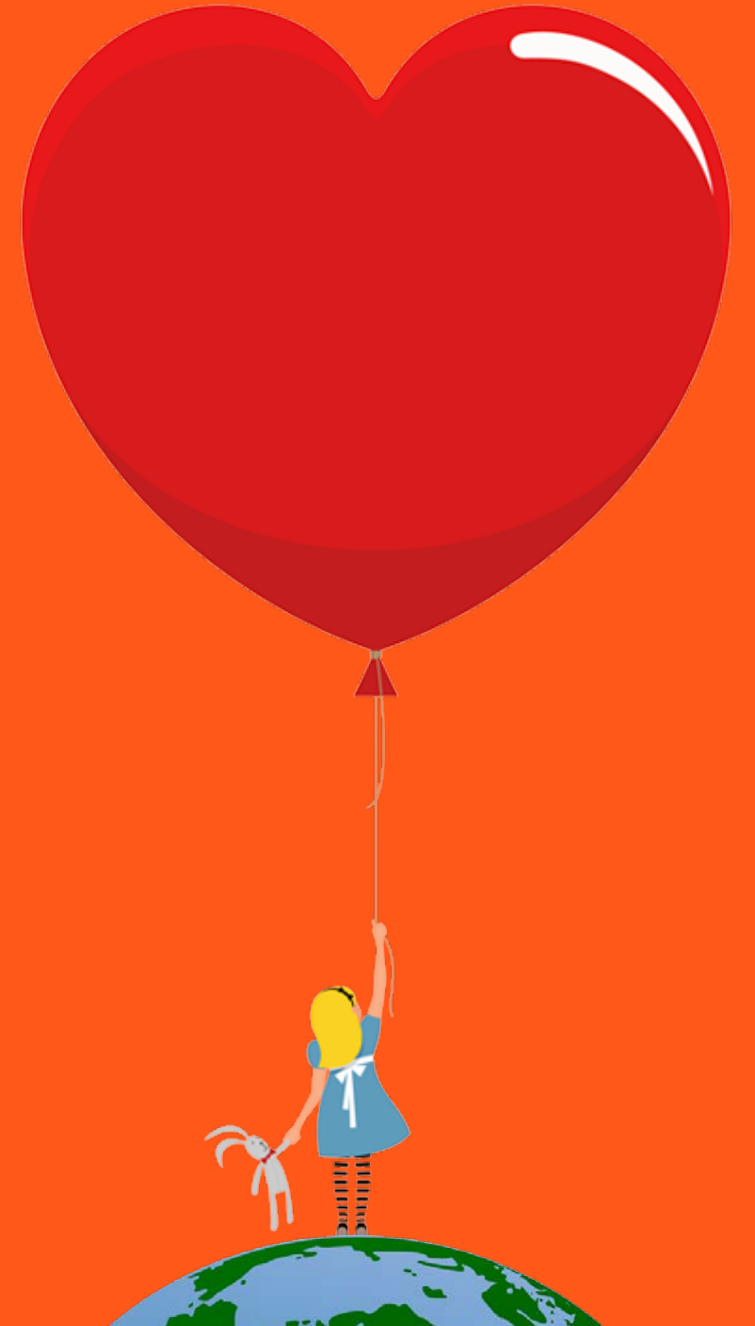
© Billy Gregory

Some user  
experience  
**becomes**  
user experience

Inclusive design  
**becomes** user  
experience design

Accessibility  
**becomes** usability

Because everyone has the  
right to efficient and  
enjoyable experiences





# Let's continue the conversation

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**A11yCamp**

UTS Sydney

13 Sep: Conference

14 Sep: Workshops

[a11ybytes.org](http://a11ybytes.org)