

# POUR

**Perceivable, Operable, Understandable, Robust**

- Kayla Sween
- friendly neighborhood UX/accessibility person
- Developer
- 4 principles of accessibility
- go so far as to say 4 principles of UX

```
let ally = "accessibility";
let webAlly = "designing and developing for every user";
let pour = "4 principles of ally";
let wcag = "(wuh-cag) Web Content Accessibility Guidelines";

const isNiceToHave = webAlly => false; //it's required
```

Couple things to note before we get started:

- ally - accessibility
- webally - designing and developing for everyone
- WCAG - set of guidelines for devs and designers to follow to help make their content more accessible.
- all/most WCAG guidelines fit into POUR
- Domino's pizza, Queen Bey
- Important, not a "nice to have"
- Lawsuits aside, goodness of heart

# PERCEIVABLE

Your application can be perceived.

- Insightful, I know.
- when building app, usually assume have all 5 senses. (sight, touch, hear most applicable)
- Not true. could have part or all of a sense taken away
- Make sure content can be perceived via multiple senses
- How many watch videos with captions on if in noisy area?
- Also applies to content structure and elements used
- Navs usually use styled for a reason: if css not load, intent still comes across
- These kind of flow between POUR principles

# OPERABLE

Your application can be operated.

- usable via multiple input methods (mouse, keyboard, voice control)
- also includes search functionality to have multiple ways to get to content
- Get to all elements, get away from them (especially via keyboard)
- clickable/tappable targets large enough
- Time limits inhibit user from operating
- Enough time to read and use content
- Error handling - recover from mistakes
- confirmation screen

# UNDERSTANDABLE

Your application can be understood.

- Comprehend content and operation
- page language
- Jargon/abbrev defined
- Reading level (rec?)
- Goes with perceivable (alt, captions, etc)
- Operation understandable as well
- Nav consistent and predictable
- Form elements consistent behavior and clearly labeled
- particular date format, list it
- Not in placeholder goes away when in focus

# ROBUST

Your application needs to "just work!"™

- Should work in many different environments
- Don't know what users are going to use
- Test in multiple browsers, not saying develop for IE6
- Responsive
- Free of errors
- Semantic HTML
- Validate code: Make sure closing tags
- IDEs do for you, but make sure
- Make sure utilize best practices

**AS DEVELOPERS, WE CREATE  
THINGS FOR OUR USERS.**

## CARE ABOUT YOUR USERS.

\*no alt text or image description\*  
Visually impaired people:



*All right, then. Keep your secrets.*



 @\_KaylaSween

 kaylasween

 kaylasween

 kayla@kaylasween.com