



Billy Gregory
@thebillygregory



When UX doesn't consider ALL users, shouldn't it be known
as "SOME User Experience" or... SUX? #a11y

♥ 511 9:05 AM - Jan 6, 2015



How to Avoid SUX

or “Some” User Experience

Web Accessibility

≠

designing and developing for a
visually/hearing/etc impaired
person

Web Accessibility

=

designing and developing for **EVERY**
person

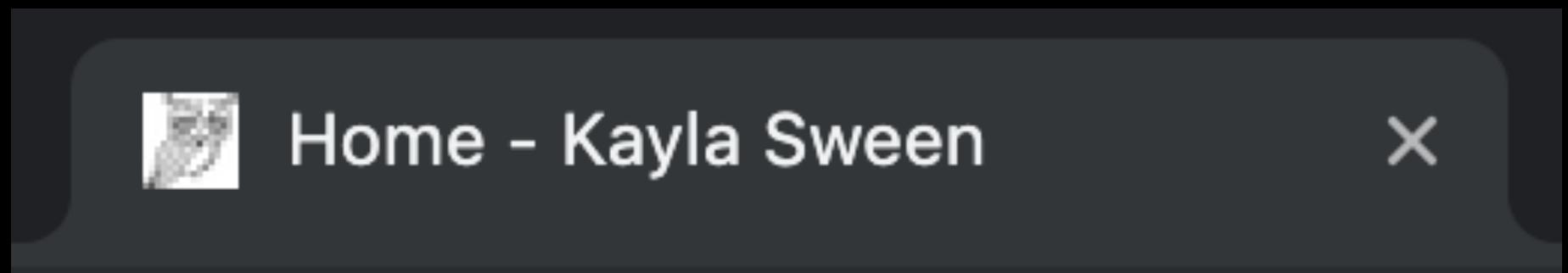
Web Content Accessibility Guidelines 2.0

WCAG
(wuh-kag)

Assistive Technologies

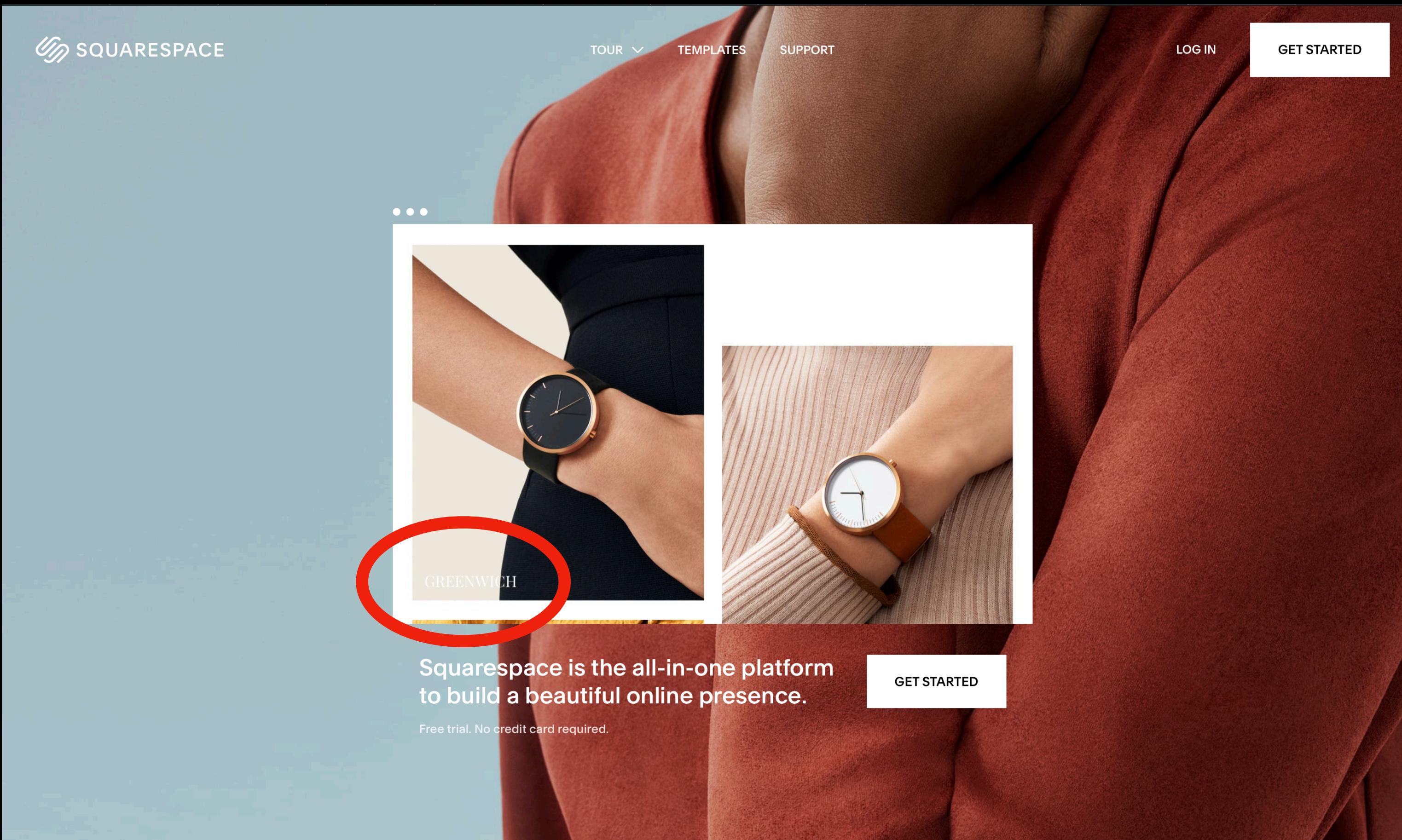
- Screen readers
- Screen magnifiers
- Dictation Software

Clear Page Titles



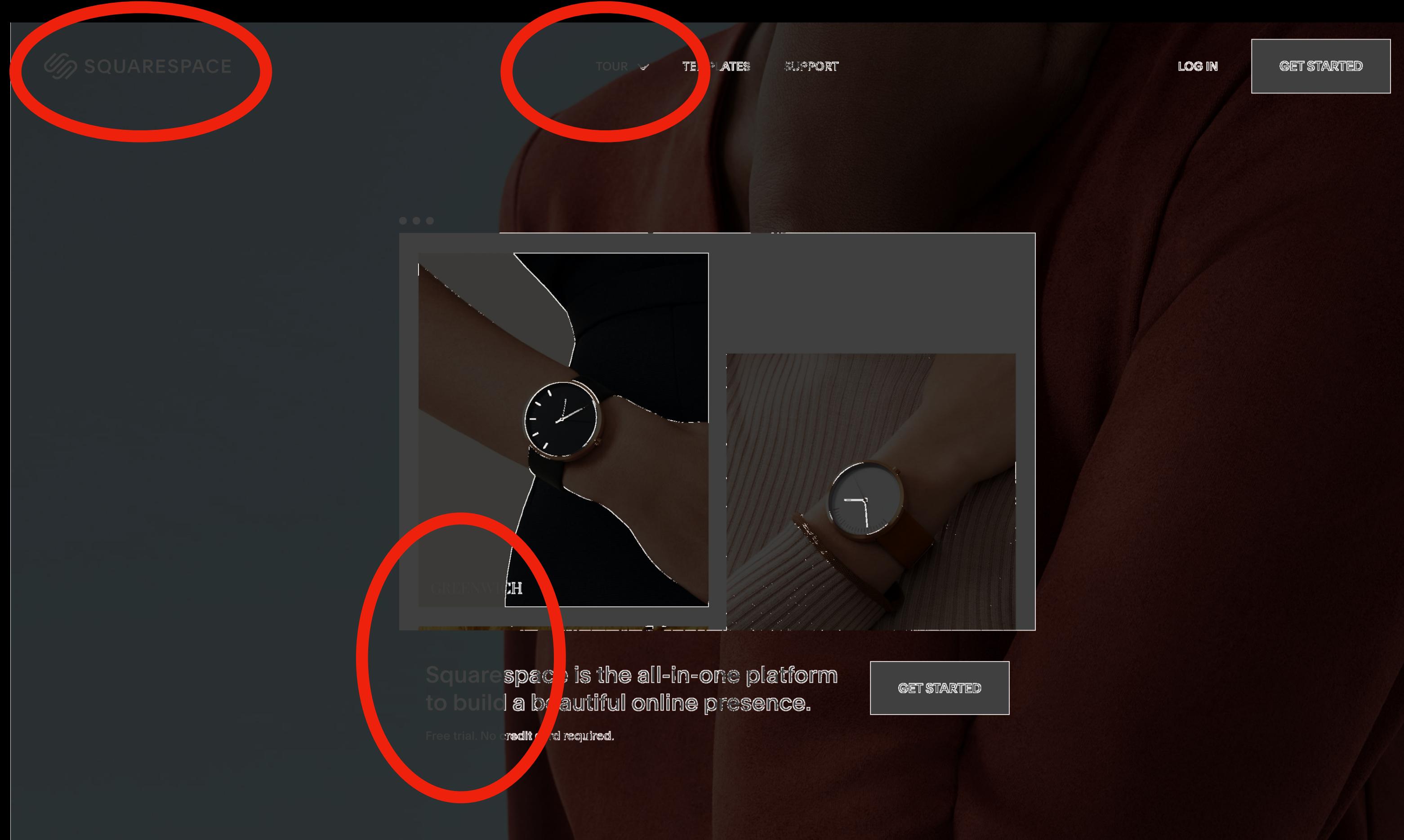
```
<head>
  <title>Home - My Website</title>
</head>
```

Foreground to Background Contrast



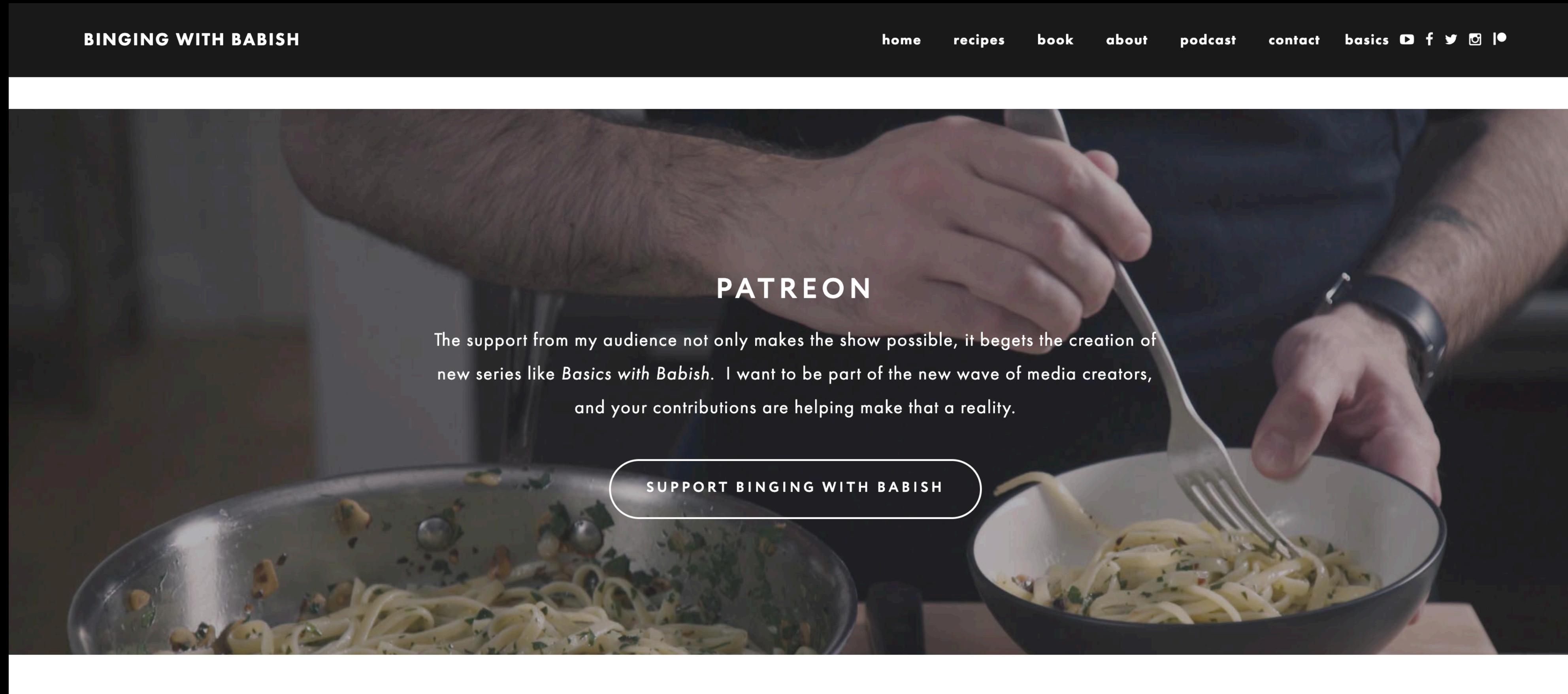
Source: <https://www.squarespace.com/>

Foreground to Background Contrast



Source: <https://www.squarespace.com/>

Foreground to Background Contrast



Source: <https://www.bingingwithbabish.com/>

Foreground to Background Contrast

BINGING WITH BABISH

home recipes book about podcast contact basics [D](#) [f](#) [t](#) [g](#) [p](#)

PATREON

The support from my audience not only makes the show possible, it begets the creation of new series like *Basics with Babish*. I want to be part of the new wave of media creators, and your contributions are helping make that a reality.

SUPPORT BINGING WITH BABISH

Source: <https://www.bingingwithbabish.com/>

WebAIM Color Contrast Checker

Color Contrast Checker

Home > Resources > Color Contrast Checker

Foreground Color: #FFFFFF
Background Color: #000000
Contrast Ratio: 21:1
permalink

Normal Text

WCAG AA: Pass
WCAG AAA: Pass

The five box

Large Text

WCAG AA: Pass
WCAG AAA: Pass

The five box

Graphical Objects and User Interface Components

WCAG AA: Pass

WCAG AA: Fail
WCAG AAA: Fail

Text Input

The five boxing wizards jump quickly.

Normal Text

WCAG AA: Fail
WCAG AAA: Fail

The five boxing wizards jump quickly.

Large Text

WCAG AA: Fail
WCAG AAA: Fail

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: Fail

Text Input

✓

Source: <https://webaim.org/resources/contrastchecker/>

Colorable

Aa 2.91 Fail

Contrast is the difference in luminance or color that makes an object (or its representation in an image or display) distinguishable. In visual perception of the real world, contrast is determined by the difference in the color and brightness of the object and other objects within the same field of view.

Text: #ff0000
Background: #00ff00

Hue 0°
Saturation 1
Lightness 0.5

Reverse Random

Aa 5.19 AA

Contrast is the difference in luminance or color that makes an object (or its representation in an image or display) distinguishable. In visual perception of the real world, contrast is determined by the difference in the color and brightness of the object and other objects within the same field of view.

Text: #c63939
Background: #ffffff

Hue 0°
Saturation 0.55
Lightness 0.5

Reverse Random

Source: <http://jxnblk.com/colorable/demos/text/>

Links

HAVE A DRINK ON US.
OR THREE.

Get any 20 oz. sparkling Coca-Cola, 20 oz. DASANI®, and 12 oz. Minute Maid® beverage free.* Click below to see how.

Ends 5/27/19

[SIGN IN/JOIN](#)

*Ends 5/27/19 at 12:59 p.m. ET. See [T&Cs](#) for specific product codes and Rewards & all details. Free drinks redeemable only at Speedway®, QuikTrip®, and Circle K® retailers. [Click here](#) to see participating brands.

A red arrow points from the bottom left towards the 'Click here' link in the T&Cs text.

Source: <https://us.coca-cola.com/offers/>

Links

For a complete list of all available HTML tags, visit our [HTML Tag Reference](#).

Source: <https://www.w3schools.com/>

The IRS recommends using its online [Where's My Refund tool](#) or the mobile app, [IRS2Go](#). These systems are updated once every 24 hours and are the fastest, easiest ways to track your refund.

Source: <https://www.usa.gov/after-taxes>

Form Element and Label Association

The image shows a web form with five input fields. Each field has a label to its left, all in red text. The first label, "Name:", has a small red circle with a white exclamation mark next to it, and a black cursor arrow is pointing directly at the label. The other four labels ("Email Address:", "Telephone Number:", "Subject:", and "Message:") also have red circles with exclamation marks. To the right of each label is a rectangular input field: a single-line text input for Name, a single-line text input for Email Address, a single-line text input for Telephone Number, a single-line text input for Subject, and a multi-line text area for Message.

Name: !

Email Address: !

Telephone Number:

Subject: !

Message: !

```
<label for="name">Name: </label>
<input type="text" id="name" />
```

Keyboard Access and Visual Focus

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 GOV.UK

Welcome to GOV.UK

The best place to find government services and information
Simpler, clearer, faster

Search GOV.UK 

Popular on GOV.UK

- [Universal Jobmatch job search](#)
- [Renew vehicle tax](#)
- [Log in to student finance](#)
- [Book your theory test](#)
- [Personal tax account](#)

Benefits Includes tax credits, eligibility and appeals	Disabled people Includes carers, your rights, benefits and the Equality Act	Money and tax Includes debt and Self Assessment
Births, deaths, marriages and care Parenting, civil partnerships, divorce and Lasting Power of Attorney	Driving and transport Includes vehicle tax, MOT and driving licences	Passports, travel and living abroad Includes renewing passports and travel advice by country
Business and self-employed Tools and guidance for businesses	Education and learning Includes student loans, admissions and apprenticeships	Visas and immigration Visas, asylum and sponsorship
Childcare and parenting Includes giving birth, fostering, adopting, benefits for children, childcare and schools	Employing people Includes pay, contracts and hiring	Working, jobs and pensions Includes holidays and finding a job
Citizenship and living in the UK Voting, community participation, life in the UK, international projects	Environment and countryside Includes flooding, recycling and wildlife	
Crime, justice and the law Legal processes, courts and the police	Housing and local services Owning or renting and council services	

Source: <https://www.gov.uk/>

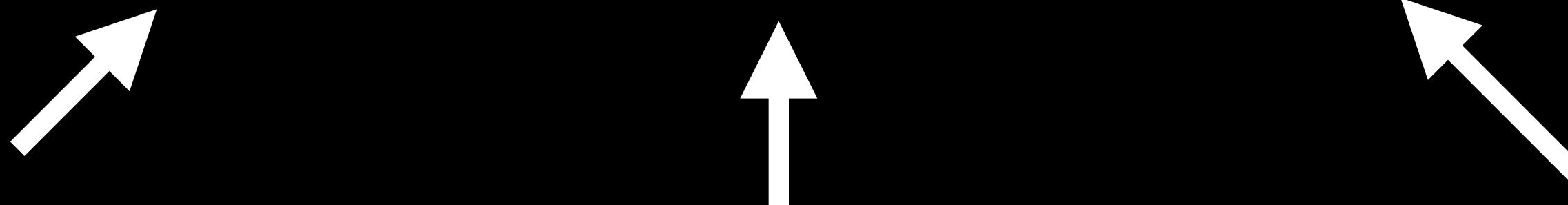
Text Alternatives for Images



Source: NBC's The Office

```

```



Dev Tools

Chrome Extensions



Siteimprove Accessibility Checker



WAVE - Web Accessibility Evaluation Tool



AXE

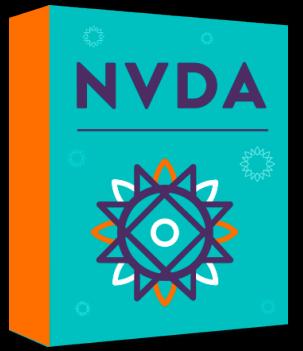


Dev Tools

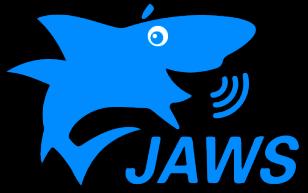
Screen Readers



VoiceOver for macOS



NVDA for Windows

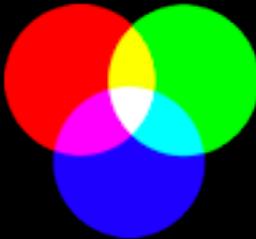


JAWS for Windows

Other Tools



Dalton



Color Contrast Analyzer

Other things

- WAI-ARIA
- Non-text content
- Alternative to video/audio only content
- Captions in videos
- Color shouldn't be an essential identifier
- Sensory characteristics
- Timing adjustable
- Keyboard traps
- Pause, stop, hide
- Three flashes or less
- Skip to Main Content
- Language of page
- Elements shouldn't change when they receive focus
- Elements shouldn't change on input
- Clearly identify errors
- Clear instructions
- No code errors
- Name, role, value
- Text can be resized to 200% without loss of content or function
- Don't use images of text
- Headings
- Accessibly and usable CAPTCHA
- Offer multiple ways to get to pages
- Suggest fixes for errors
- Consistent navigation
- Reduce risk of input errors
- Show example of format for input (if specific format required)
- Abbreviations
- Reading Level
- Explain hard-to-pronounce words
- Explain unusual words
- Sitemaps
- Breadcrumbs
- DON'T INTERRUPT USERS
- Avoiding Lawsuits
- Case studies
- Accessibility vs Usability
- WCAG 2.0 A vs AA vs AAA compliance
- Save user data if the user needs to re-authenticate
- Offer a variety of presentation options
- No background audio
- NO AUTOMATICALLY PLAYING VIDEOS
- Consistently identifiable buttons and icons
- Consistent behavior in like elements



 @_KaylaSween

kayla@kaylasween.com