



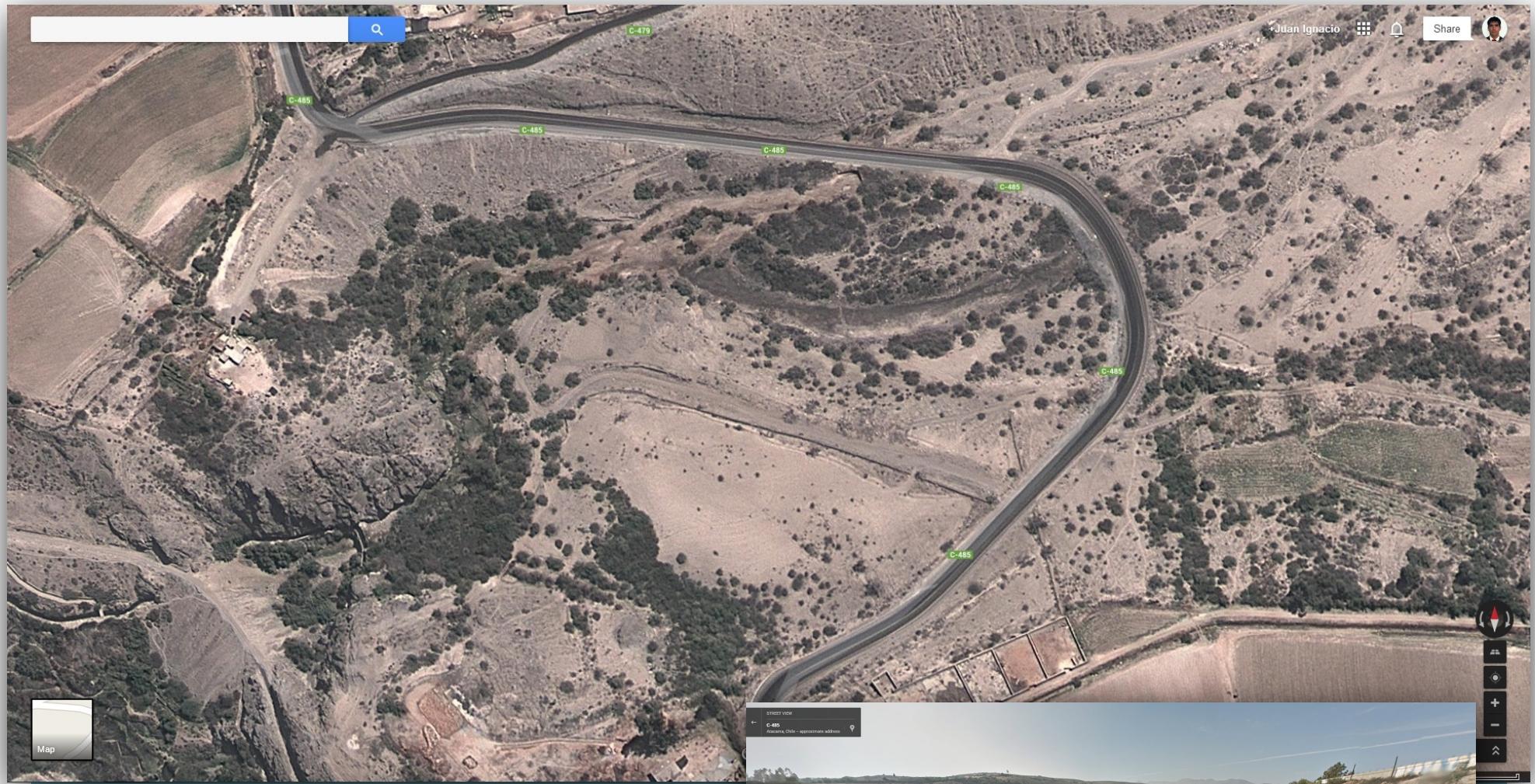
# **TURNING A BLIND EYE TO GOOD USABILITY**

**RACHEL MAGARIO @RACHELMAGARIO**

**ED SCHIPUL @ESCHIPUL**

**SETH BLUNT**

By Scott\*: <http://www.flickr.com/photos/jsmoorman/2298671281/sizes/l/>



The author: R. Magario https://github.com/rmagario

# LET'S TALK ACCESSIBILITY

1. Accessibility = Dignity
2. FACE II
3. The Magario Accessibility Experience Method In Action

The Magario Accessibility Experience Method @rachelmagario <https://github.com/rmagario>

## Rachel Magario



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## Seth Blunt



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<http://www.flickr.com/photos/stubby42/6183073853/sizes/l/>



<http://www.etsy.com/listing/113967469/funny-japanese-sign-english-humor-thank>



<http://www.flickr.com/photos/9731367@N02/6988181354/sizes/c/>

# STATE OF THE UNION

Every child has a chance at the american dream because we honor the dignity of hard work

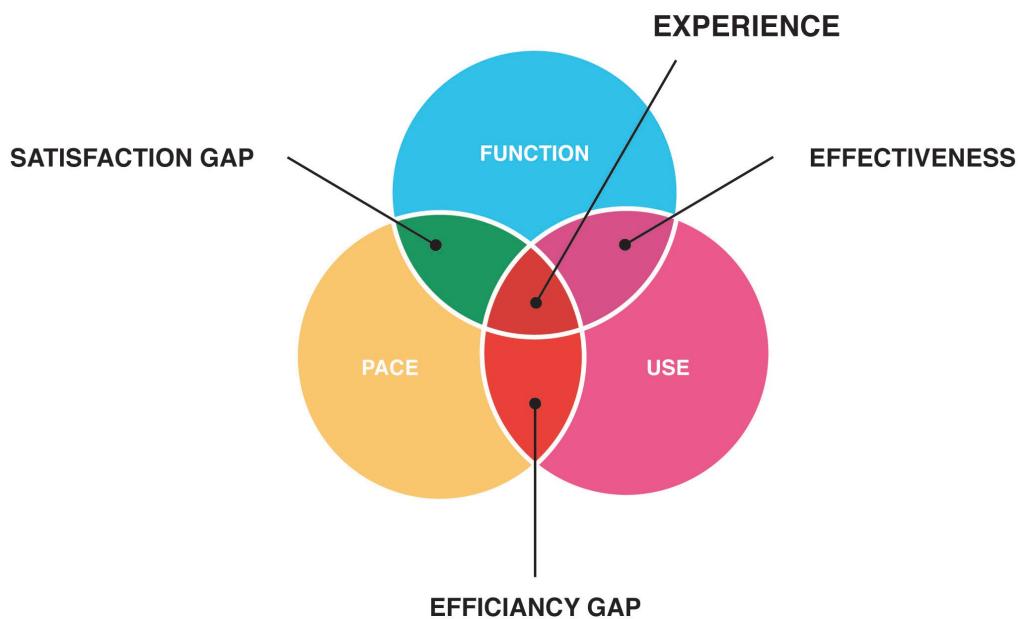
# What is Accessibility?

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Access,  
to reach,  
to participate,  
to perform,  
to learn

Accessing Places and information equally

# MAGARIO'S DIGNITY GAP MODEL



Magario Accessibility Experience Model (Magario 2014)

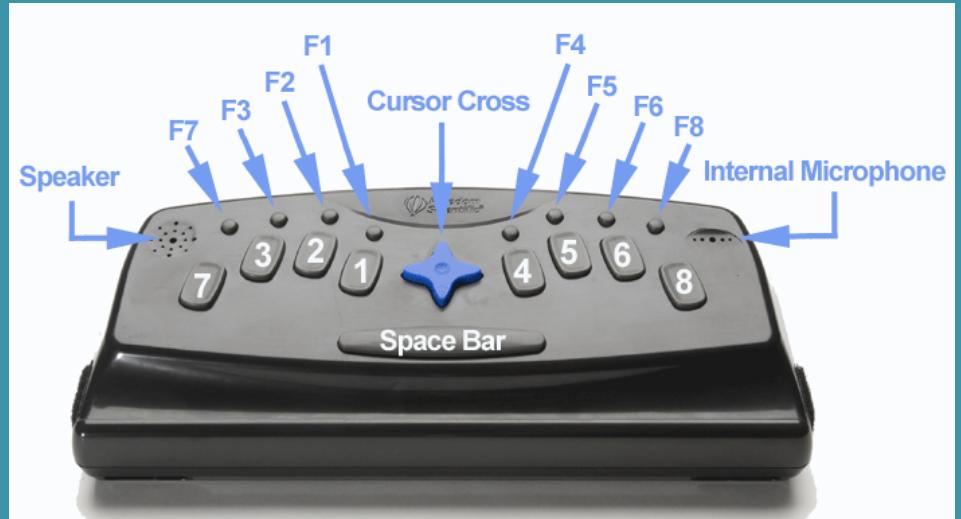
# ACCESSIBILITY GETTING BEHIND



# OLD VS NEW

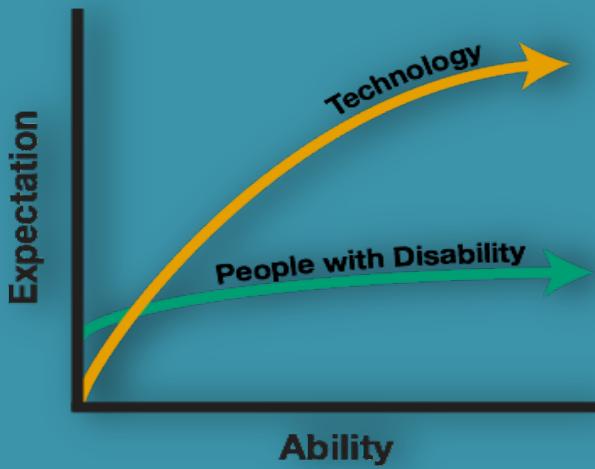


<http://www.nanopac.com/Braille%20Lite%20M40.htm>



<http://www.freedomscientific.com/documentation/pacmate/6.5/BX/PACmate-BX400.gif>

# ACCESSIBILITY GETTING BEHIND



As technology increases.  
Replace People with Disability with Accessibility

# Accessibility is...

1. Awkward

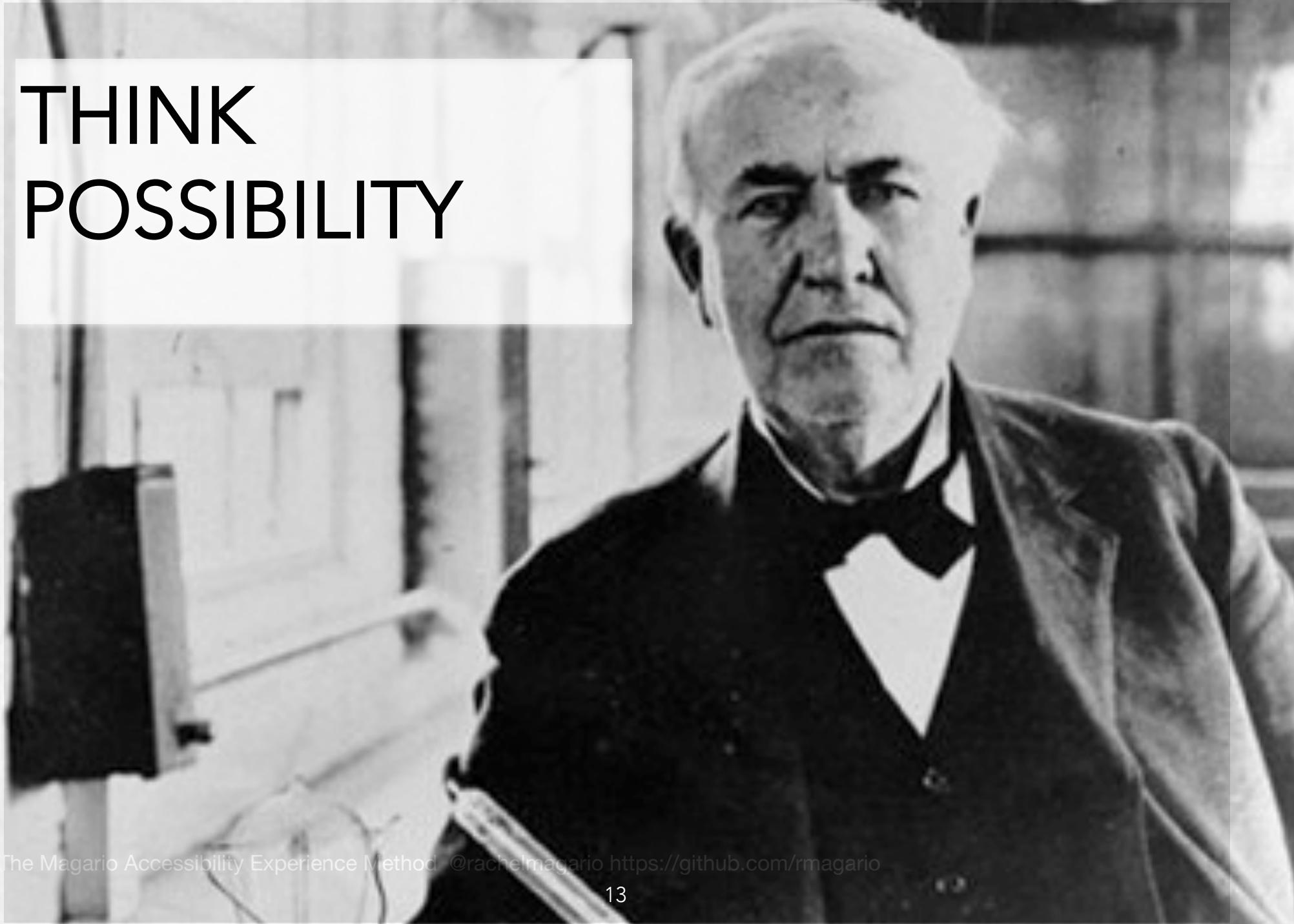
2. Inefficient

3. Messy

4. Frustrating



# THINK POSSIBILITY



# Magario Accessibility Experience Method

## FACE II

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# Magario Accessibility Experience Method FACE II

1. Be Functional
2. Be Analytical
3. Be Clear
4. Be Efficient
5. Be Investigative
6. Be Iterative

The Magario Accessibility Experience Method @rachelmagario h



# Magario Accessibility Experience Method

## FACE II

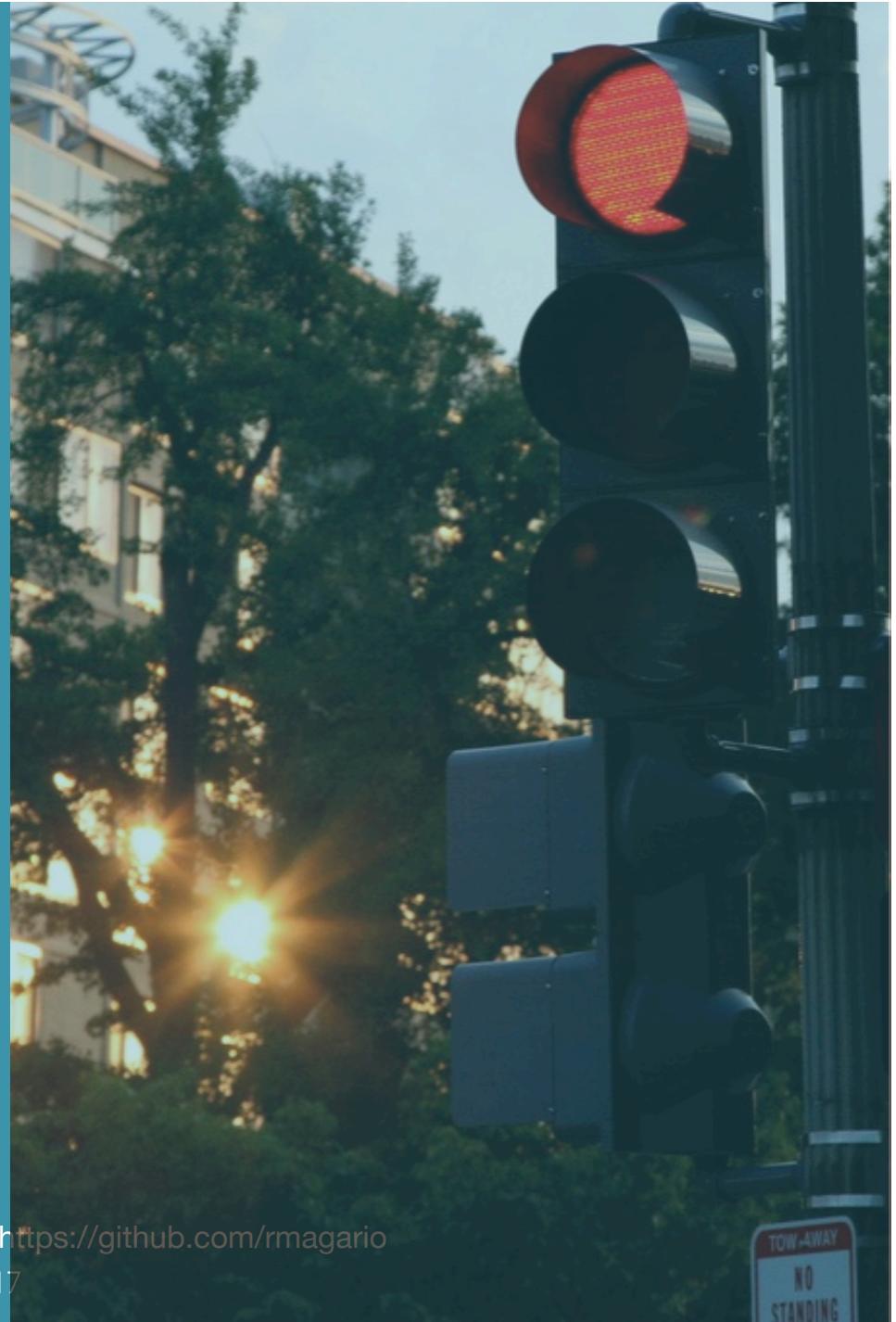
1. **Be Functional** – make it work
2. **Be Analytical** – apply Task Analysis (verb, verb, and verb)
3. **Be Clear** – identify the relevant elements
4. **Be Efficient** – evaluate with user testing
5. **Be Investigative** – research (stand on the shoulders of others)
6. **Be Iterative** – take small steps for constant improvement

# PRINCIPLES OF ACCESSIBILITY

1. Effectiveness

2. Efficiency

3. Satisfaction





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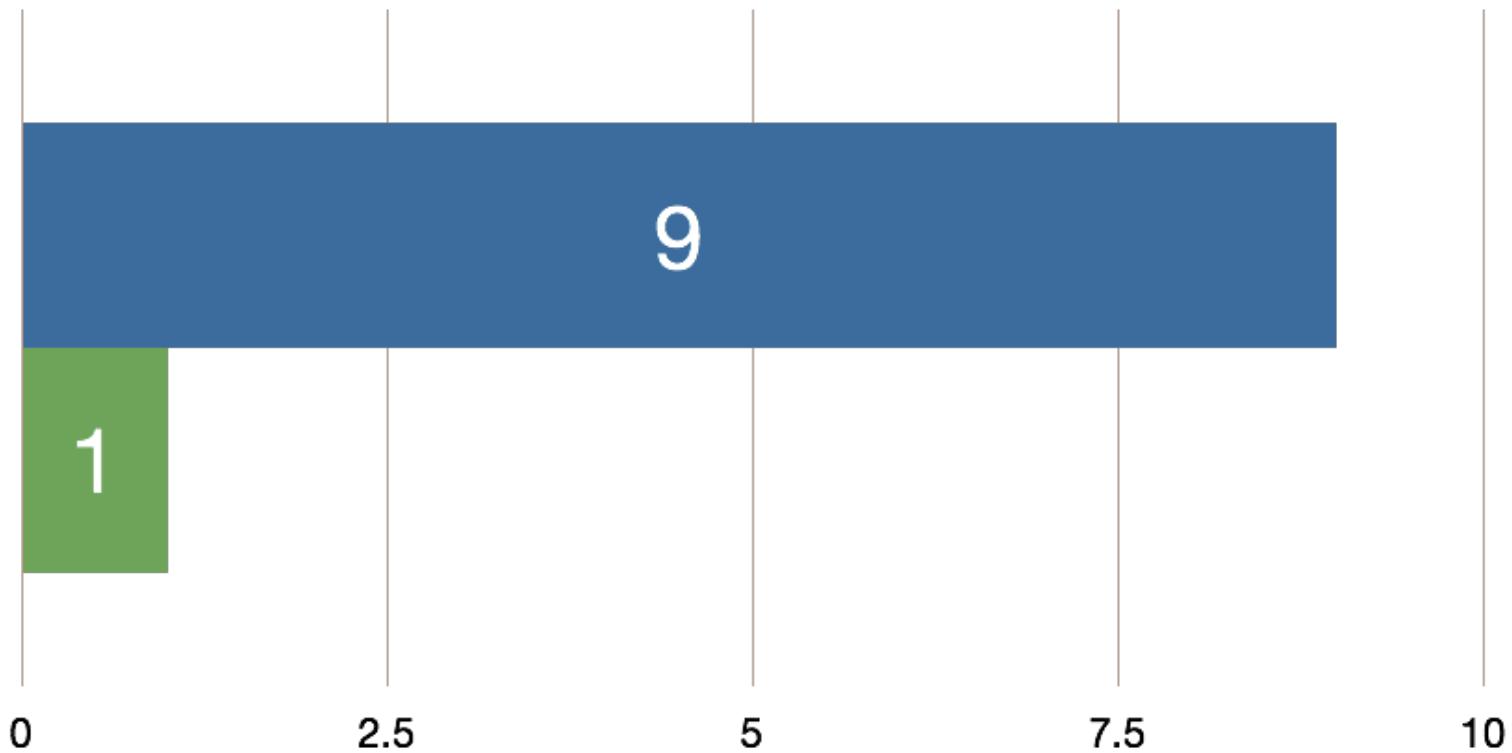
# Consult Letter

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## Minutes

■ Before

■ After



# Current Situation

- Technology Making The Impossible Possible
  - Collaboration Bridging The Divide
  - Higher Delivery Expectations
-

# TRY IT OUT

1.Google Glass

2.One Handed 508  
Keyboard

3.iPad with Voiceover

4.iPad with Switch



# MAGARIO ACCESSIBILITY METHOD IN ACTION





# Magario Accessibility Experience Method FACE II

1. Be Functional
2. Be Analytical
3. Be Clear
4. Be Efficient
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The Magario Accessibility Experience Method @rachelmagario h

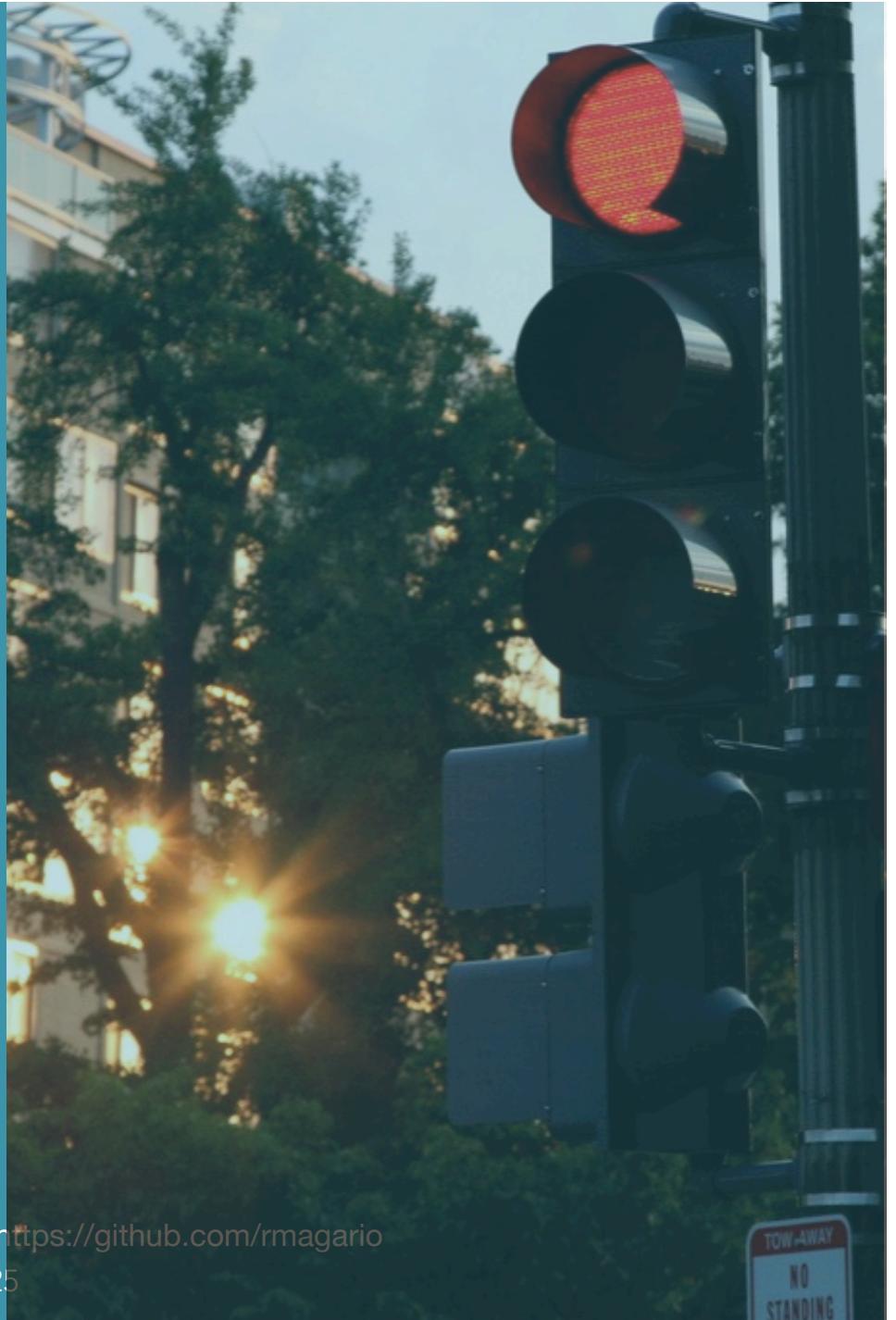


# PRINCIPLES OF ACCESSIBILITY

1. Effectiveness

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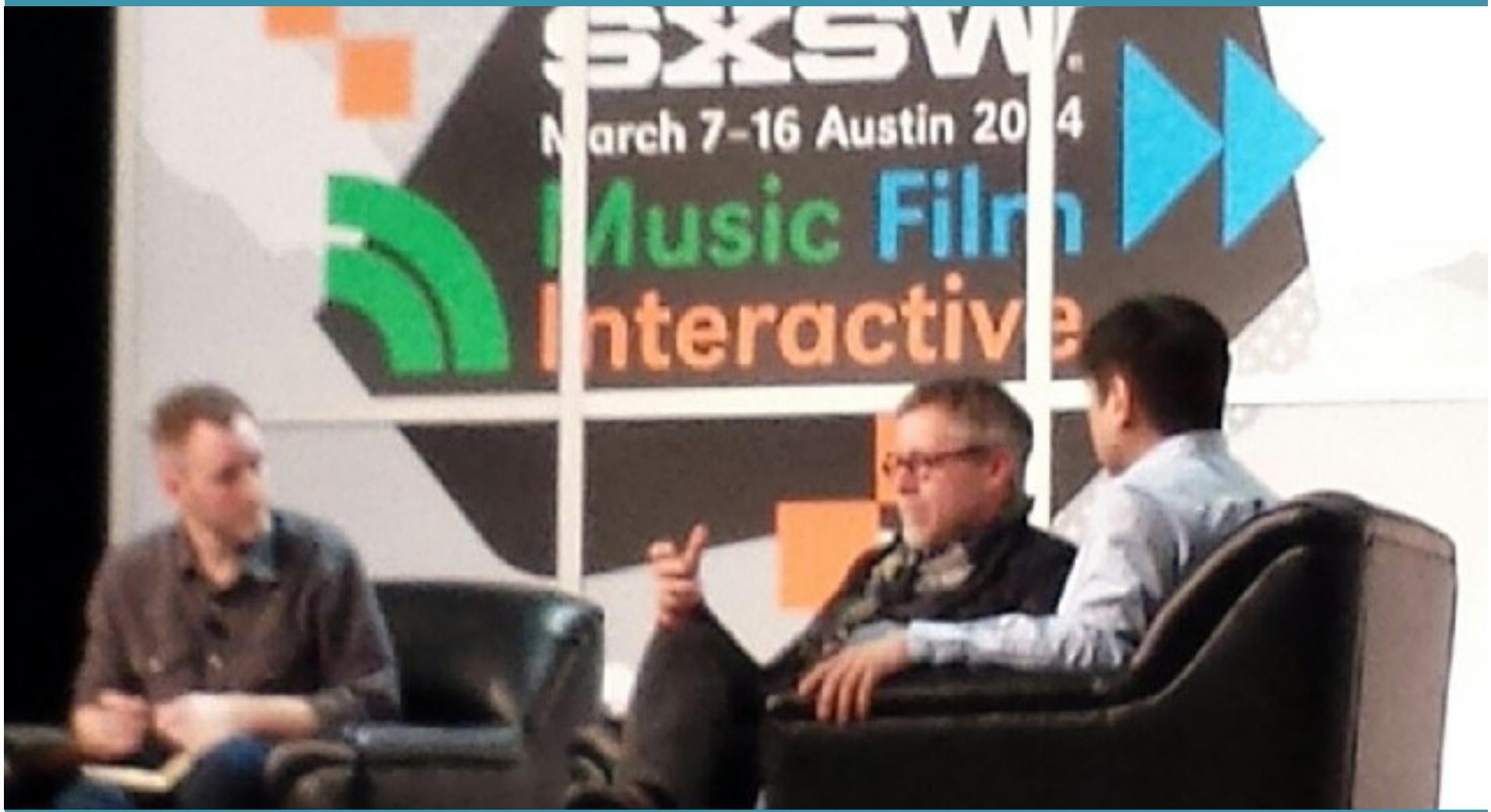


# MAGARIO CERTIFICATION STANDARDS

- Certified
- Bronze
- Silver
- Platinum



## TYPE OF TECHNOLOGY USERS



- EVERYONE
- BLINDNESS;
- MAGNIFICATION USERS;
- LOW VISION AND DEGRADED VISION;
- TEXT TO SPEECH USERS;

## WHO BENEFITS FROM ACCESSIBILITY?

# WHAT'S IN IT FOR YOU?

1.A Systematic Approach to Evaluate the Accessibility Experience

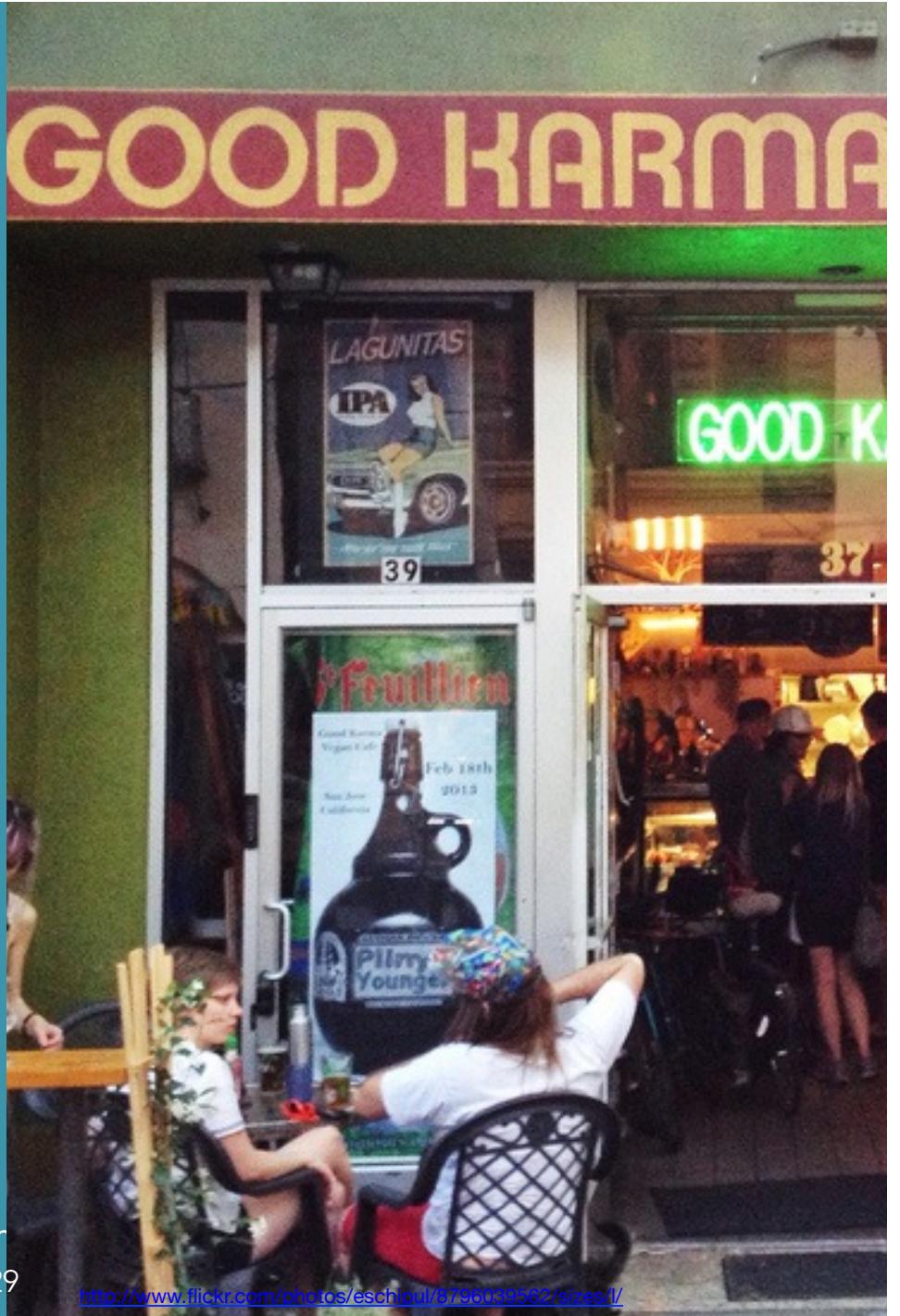
2.Happier Users

3.More Business

4.Better SEO

5.Better Usability

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## CODING & DESIGNING FOR MULTIPLE ABILITIES

1. Visual
2. Auditory
3. Kinesthetic
4. Mobility
5. Perceptive Abilities



# One Size Doesn't Fit All

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- Image of scale like at a doctors office

# FIRST STEPS



# QUESTIONS?



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# THANK YOU!

- Special Thanks To:
- Jonathan Campbell  
www.loveittobits.com
- Cozette Kosary
- Austin Swick

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