



# Usability & Accessibility

**REMEMBER:** Good Design is Usable Design

# Goals & Objectives

- Why does your website exist?
- What is it your website should provide?
- Generic Goals vs. Specific Goals

Internal Factors

**Strengths**

Firm's Brand Name  
and Resources

**Weaknesses**

Low Product Awareness  
Poor Facility Location

External Factors

**Opportunities**

Demand for Product  
Size of Market

**Threats**

Bad Economy  
Competitors

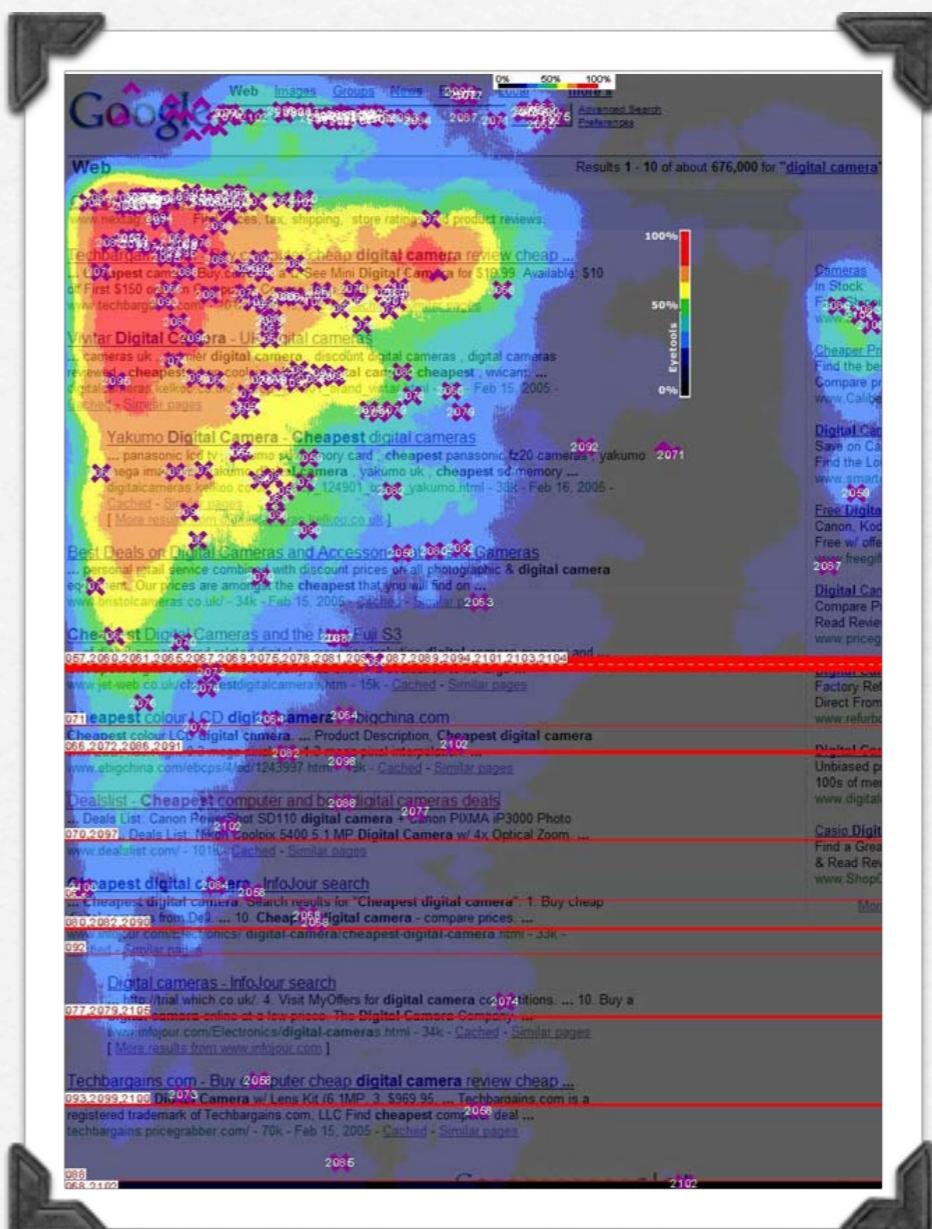
Analyze your Place

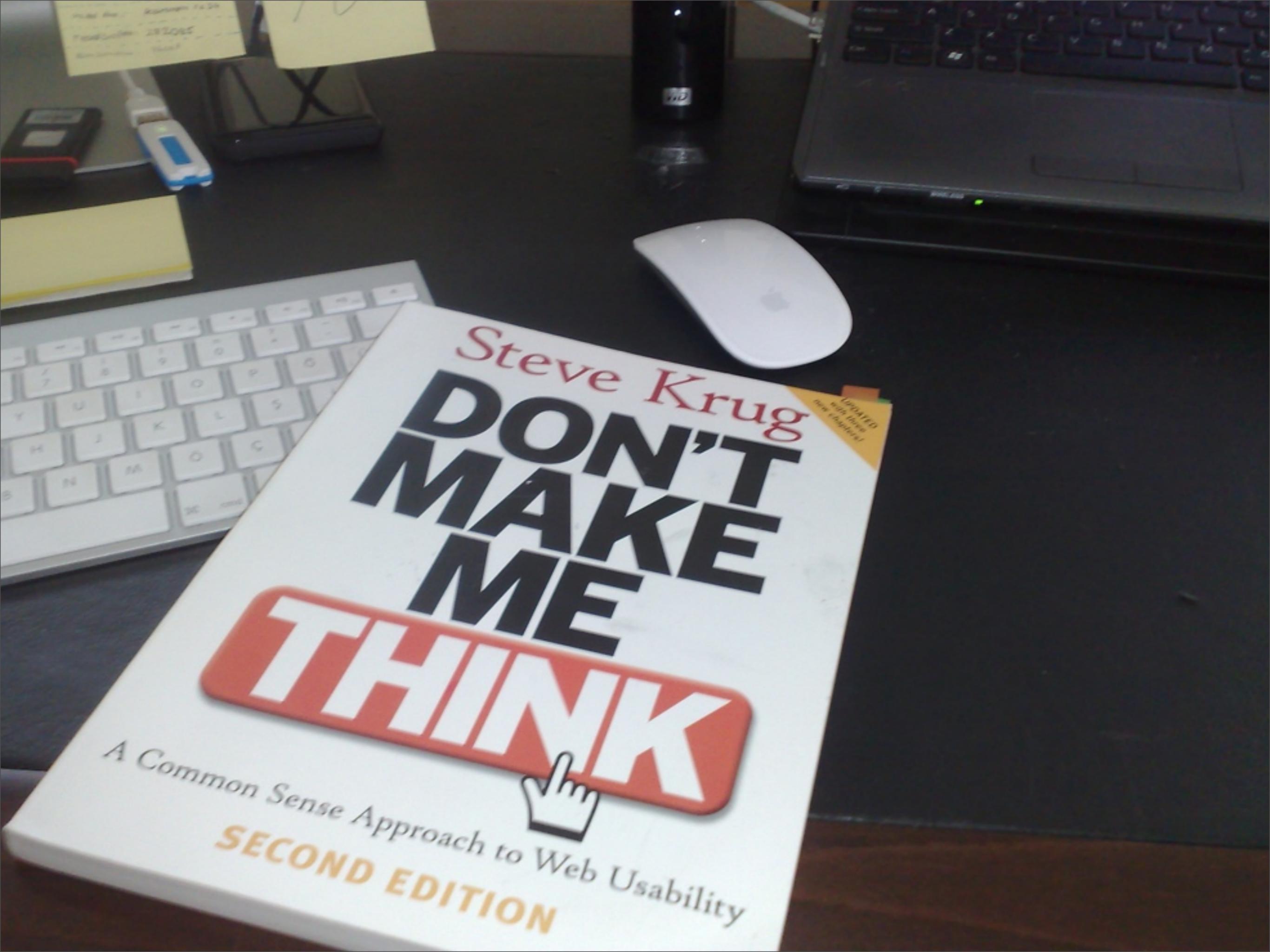
# Audience Research



# Design meets Usability

- F-shaped Reading Pattern
- Scannable Text
- Supporting graphics
- Lead the user through design





Steve Krug

# DON'T MAKE ME

# THINK

UPDATED  
with three  
new chapters

A Common Sense Approach to Web Usability  
**SECOND EDITION**

# Don't Make me Think

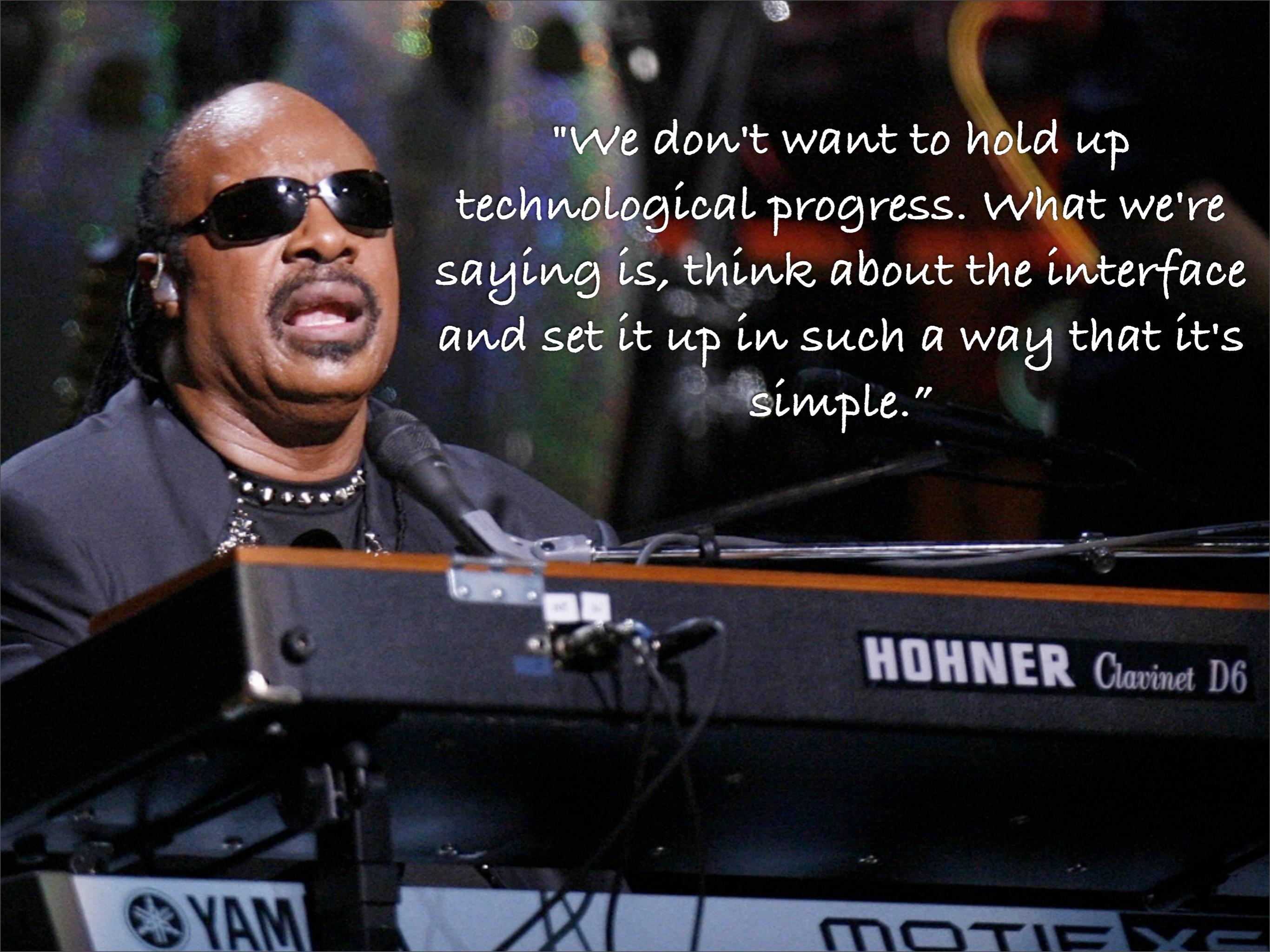
- Take away question Marks
- Scanning
- Information & visual Hierarchy
- Omit needless words
- Standard Navigation: breadcrumbs, site ID, sections
- Homepage maybe different
- Focus Group vs. usability Test

# Accessibility

- 1998 Amendments to the Rehabilitation Act that specifies accessibility standards for information technology
- Web Accessibility Initiative of the World Wide Web Consortium
- Will become more enforced
- <http://www.section508.gov>

# Section 508: It's the Law



A black and white photograph of a man with a mustache and short hair, wearing dark sunglasses and a thick necklace. He is singing into a microphone and playing a keyboard. The background is dark and out of focus.

"We don't want to hold up  
technological progress. What we're  
saying is, think about the interface  
and set it up in such a way that it's  
simple."

**HOHNER** Clavinet D6

- Images & animations: Use the alt attribute to describe the function of each visual.
- Multimedia: Provide captioning and transcripts of audio, and descriptions of video.
- Hypertext links: Use text that makes sense when read out of context. For example, avoid "click here"

- Page organization: Use headings, lists, and consistent structure. Use CSS for layout and style where possible.
- Graphs & charts: Summarize or use the longdesc attribute.
- Scripts, applets, & plug-ins: Provide alternative content in case active features are inaccessible or unsupported.

- Tables: Make line-by-line reading sensible. Summarize.
- Check your work: validate!