

# LOG: VISUAL DESIGN / HIGH FIDELITY PROTOTYPING

II

## ACCESSIBILITY, USABILITY AND INCLUSION

### 1. ACCESSIBILITY

Related to accessibility despite of physical limitations

e.g. - Access the web through blind, deaf etc.

Access to ICT is a basic human right (W3C)

WAI has 3 core guidelines

#### 1. WCAG (Web Content Accessibility Guidelines)

- Regarding information in a website (Texts)
  - Texts
  - Images
  - Sounds

#### 2. ATAG (Authoring Tool Accessibility Guidelines)

- Regarding software that creates web sites

#### 3. UAAG (User Agent Accessibility Guidelines)

- Regarding web browsers, media player etc. (Assistive tech)

### 2. INCLUSION

Designing products to be usable for everyone to max. extent, without adaptation

Address issues such as

- Quality of hardware
- Access to hardware / software
- Internet connection
- Computer literacy
- Economic
- Education

### 3. USABILITY

Designing products to be effective, efficient and satisfying.

### RESPONSIVENESS

Automatically resize, to match the device.

Adaptive vs. responsive

Adaptive has multiple fixed layouts.

Responsive shows content based on the available space.

Layout selected based on available space in the screen fluid.

Standalone mobile design.

i.e. mobile only.

Biggest drawback is increased maintenance.

Fallen out of favour, currently