



User experience for the 100%

Making your intranet accessible to everyone!

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@PaulZimmerman

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**What does accessibility
mean to you?**

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Accessibility definition:

“The quality or characteristic of something that makes it possible to approach, enter, or **use**”

Usability definition:

“The fact of something being easy to use, or the degree to which it is easy to use”

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Perceivable
Operable
Understandable
Robust

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Compliance or compliments?

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AX

Creating an “accessible experience”

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**Put yourself in the
shoes of your users**

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Hear a recording of a screen reader at average speed:

https://drive.google.com/file/d/0B5_cdTYp5wZoY2U1ellzUjNGOGc/view?usp=sharing

Hear a recording of a screen reader at the top speed.

https://drive.google.com/file/d/0B5_cdTYp5wZoVTI4MS1wSTRRMzQ/view?usp=sharing

How many words does it
take to hear a page?

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**Ask your users to
demonstrate it to you.**

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**Whose *responsibility*
is it anyway?**

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**You can make
your content better.**

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Content is king

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Context is queen

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Because of his role as the Commander in Chief of American forces in the Revolutionary War, and, later, the first President of the United States, George Washington is often called the "Father of his Country".

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- I
- A. "Image of George Washington"
 - B. "George Washington, the first president of the United States"
 - C. An empty alt attribute (alt="")
 - D. "George Washington"

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Because of his role as the Commander in Chief of American forces in the Revolutionary War, and, later, the first President of the United States, George Washington is often called the "Father of his Country".

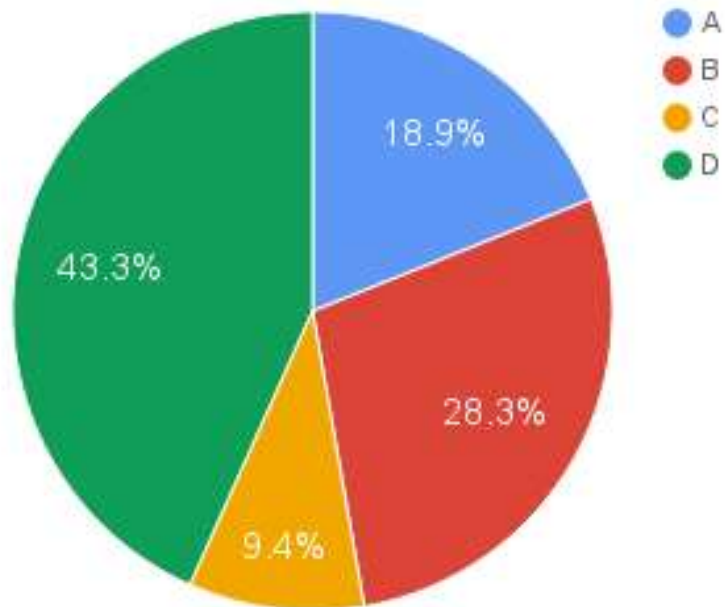
- I
- A. "Image of George Washington"
- B. "George Washington, the first president of the United States"
- C. An empty alt attribute (alt="") will suffice.
- D. "George Washington"**

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Who got it right?



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**What's the experience for
your colleagues?**

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Use some tools to tell you things:

1. Evaluate page-by-page? Use 'WAVE'
1. Evaluate your site + many more tools? See the W3 community (<https://www.w3.org/WAI/ER/tools/>)
1. Check your design (<http://webaim.org/resources/contrastchecker/>)

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Style over Substance?

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**Accessibility is for
everyone**

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What else can you do?

1. Unplug your mouse, only use your keyboard
2. Try navigating using the arrow keys
3. Disable all styles to see the path of the screen reader (screen readers care about html)
4. Try it wearing boxing gloves or swimming goggles (thanks @SimonThompson)
5. Try it after a glass of wine (thanks @lisariemers)
6. Ask your provider awkward questions!

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So what are WE doing?

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Want to know more?

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