Web Accessibility Lipstick on a Usability Pig

Jared Smith
webaim.org
@jared_w_smith
Technical Accessibility vs. Functional Accessibility
Restricted Items

- Gates & Times
- Flight Status Notification
- Timetables & Downloads
- About Checking In
- Baggage Information
- General Information
- Airport Clubs & Lounges
- Delayed Baggage Information
- Special Assistance
- Delayed Baggage Status
- Destination Information
- Damaged Baggage
- International Travel
- Baggage Allowance
- During Your Flight
- Carry-On Allowance
- AA Ticket Offices
- Restricted Items
- Trip Insurance
- FAQ's
- Liability Limitation

Everyday items that may seem harmless when used in the home or workplace may be dangerous when carried by air and need to be checked. In flight, variations in pressure, temperature, and humidity can cause items to leak, generate toxic fumes or start a fire. For your own safety and the safety of others, check your carry-on or checked bag for restricted items. If you have a question about whether an item is allowed, please refer to the carry on baggage page for the most current information.
You cannot design or program a user’s experience, you can only enable that experience.
It is not the fault of guidelines
The problem is trying to apply technical guidelines and solutions to fix non-technical problems
Compliant != Accessible
Accessibility > Compliance
Functional Accessibility
>
Technical Accessibility
Accessible?
If your site is “accessible”, you’re probably not innovating or updating enough.
color
contrast
cchecks
should
utilize
some
common
sense
Magic Words:
“Substantially Compliant”
POUR
Useful

Usable

POUR
TECHNICAL ACCESSIBILITY
No amount of accessibility can fix something that is not useful or usable
# American Sign Language

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<th>Instructor</th>
<th>Days</th>
<th>Credits</th>
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# Art

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Useful

Usable

POUR
Focus on the user experience not only on design, specifications, or requirements
Use tools
but only as tools
If all you have is an ARIA hammer, everything starts to look like a nail.
ARIA
ALL THE THINGS
Guidelines and checklists

but use them as guidelines
Learn accessibility techniques
“Accessibility is a design constraint. Treat it like one. I don’t mean that in a negative way, but in the sense that a constraint forces us to push boundaries and think ahead.”

David A. Kennedy
Accessibility Tunnel Vision
http://davidakennedy.com/2014/11/06/accessibility-tunnel-vision/
Step outside your own experience
and consider other, diverse users
Don’t do accessibility testing with people with disabilities
... instead, do usability testing, and include people with disabilities.
Don't Make Me Think
A Common Sense Approach to Web Usability
SECOND EDITION
When you address usability first, your accessibility work is often mostly done.
We’re designing for our future selves
Questions?

Jared Smith
webaim.org
@jared_w_smith

WebAIM
web accessibility in mind