

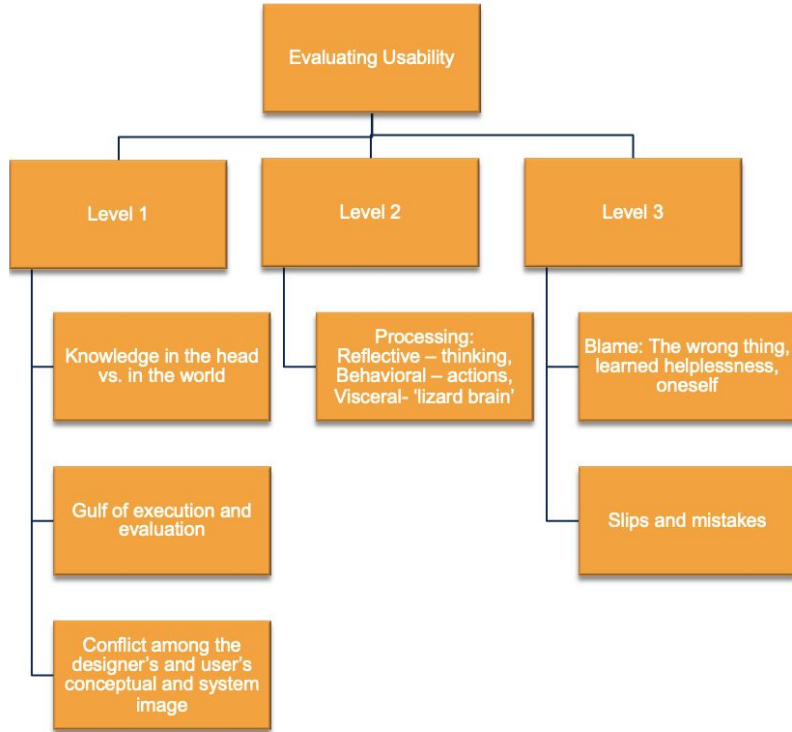
A close-up photograph of a person's hands interacting with a laptop. The left hand is on the trackpad, and the right hand is on the keyboard. The laptop is dark-colored, and the keyboard is black. The background is slightly blurred, showing a desk and some papers.

Class 9 / October 19, 2022

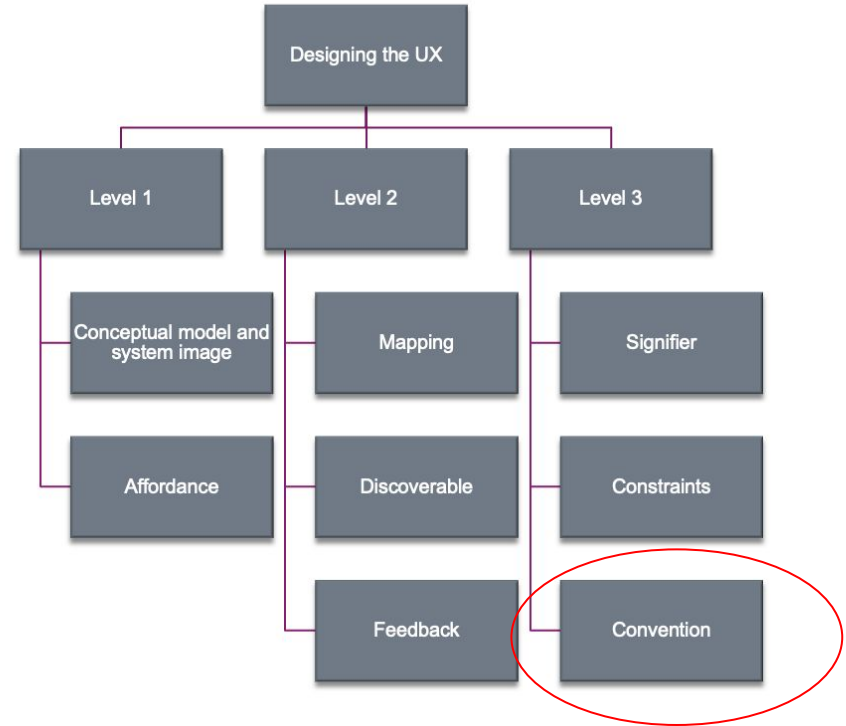
MIS 3506 / SECTION 2

User Experience Design: **Conventions & Accessibility**

Review the Foundation Principles



EVALUATION



DESIGN

Part 1

Conventions, Guidelines & Standards

DEFINITIONS

Convention

A way in which something is usually done, especially within a particular area or activity; a more firmly established technique that doesn't often change

VS

Guideline

A general rule, principle or piece of advice but tend to change with new trends. Recommended but not enforced and can be adjusted as needed.

VS

Standard

Used or accepted as normal, a level of quality or attainment. Typically you don't stray from established standards.

Convention Example

The image shows a screenshot of a HostGator website. At the top, the HostGator logo is on the left, and navigation links for '24/7/365 Support', 'Customer Portal', 'Support', and 'Affiliates' are on the right. Below this is a dark blue navigation bar with categories like 'Website Essentials', 'Web Hosting', 'Cloud Hosting', 'WordPress Hosting', 'Reseller', 'VPS', 'Dedicated', and 'Domains'. A secondary navigation bar contains 'Blog Home', 'Web Hosting Tips', 'Marketing Buzz', 'Startup & Small Business', 'Adventures of Snappy', and 'Resource Library'. The main content area features a large article header: '13 Default WordPress Settings You'll Want to Change after Installing WordPress' by Matt Ahlgren, dated November 11, 2018. The article text begins with 'Creating a WordPress website is easy enough to do...' and includes a section titled '1. Reset Your Password'. On the right side, a sidebar is highlighted with a red border and contains a search bar, a 'Trending' section with three article links, and a red arrow pointing to it from the label 'Sidebar'.

HostGator 24/7/365 Support
Customer Portal | Support | Affiliates

Website Essentials | Web Hosting | Cloud Hosting | WordPress Hosting | Reseller | VPS | Dedicated | Domains

Blog Home | Web Hosting Tips | Marketing Buzz | Startup & Small Business | Adventures of Snappy | Resource Library

Web Hosting Tips

13 Default WordPress Settings You'll Want to Change after Installing WordPress

Matt Ahlgren
November 11, 2018

Creating a WordPress website is easy enough to do. Installing WordPress is a piece of cake too because most hosting providers include WordPress pre-installed once you [sign up for a WordPress hosting plan](#). And from there, your website is ready to go.

That said, if you want to run the most secure and fast loading website possible, there are some things you should do before you start publishing content or setting up an online shop.

One thing you can do to optimize your website speed and load time from the beginning is to do some quick tweaks to the default WordPress settings. To optimize your website from the very start, check out these default WordPress settings that every website owner needs to change after installing WordPress, whether you're a blogger, business owner, or ecommerce shop owner.

1. Reset Your Password

One of the easiest ways to make your WordPress website more secure is to change the default password you use to sign into the WordPress dashboard.

To do this, navigate to Users > Your Profile in the WordPress dashboard and scroll down to the section labeled Account Management.

Then, click Generate Password to get a new password.

Search ...

Search

Trending

How To Find Out Who The Domain Owner Is
Web Hosting Tips | March 12, 2019

12 Popular Types of Websites You Can Create
Web Hosting Tips | March 15, 2018

How To Make A Website Mobile Friendly
Web Hosting Tips | March 12, 2018

5 Ways To Redirect A Website URL
Web Hosting Tips | August 8, 2018

Sidebar

Guidelines Example

COLOR PALETTE



TYPOGRAPHY

Header 1

Font: Montserrat Bold / Color #143548

HEADER 2

Font: Montserrat Bold / Color #143548

HEADER 3

Font: Montserrat Bold / Color #074f67

HEADER 4

Font: Montserrat Bold / Color #074f67

Header 5

Font: Montserrat Bold / Color #565656

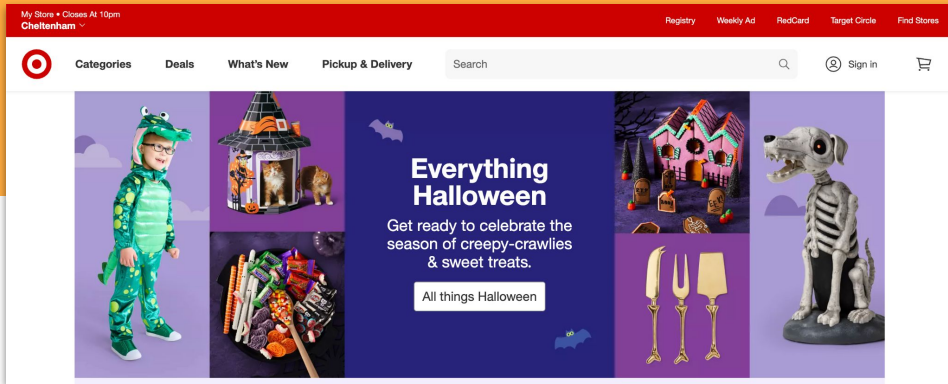
This is Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent eu semper ligula, nec fermentum odio. Aenean non blandit neque, ac accumsan nibh. Morbi elementum neque id sodales blandit. Morbi eget turpis in urna sodales pharetra. Aenean quis pulvinar lacus, sed lacinia sem.

Font: Libre Baskerville / Color #565656

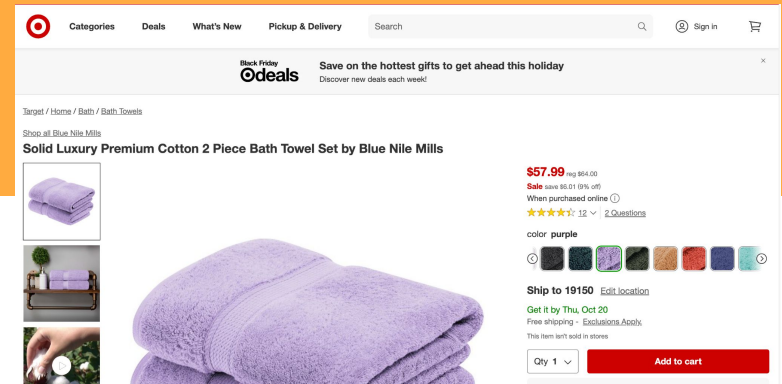
This is an inline link

Font: Libre Baskerville / Color #a92525 / Underline: dotted

Standard Example



Navigation Bar At Top



Bread Crumbs Above Main Content

Part 3

Accessibility Overview

Accessibility Overview

Accessibility

“Accessibility” is the practice of making your content usable by as many people as possible.

VS

WCAG

WCAG (Web Content Accessibility Guidelines) is detailed list of guidelines that define what can be considered accessible.

Why Make Web Sites Accessible?

- **Required by law for federal sites**
- **Increasing lawsuits surrounding accessibility (or lack thereof)**
 - *Americans with Disabilities (1973) – most cited law in web accessibility compliance – access of a “technical standard” does not mean sites do not have to be accessible – WCAG provides reasonable accessibility.*
- **It's the right thing to do!**
 - *According to the ADA, accessible websites or mobile apps do not "require people to see, hear, or use a standard mouse in order to access the information and services provided."*



4 Rules of Accessibility

Perceivable

Operable

Understandable

Robust

Perceivable

All users must be able to perceive your content. If there is audio or video content, you should provide text alternatives. If there is text content, you should provide audio alternatives or a way that assistive technology such as screen readers can consume it for the end-user.

Ask yourself: *Is there anything on my site that a deaf, colorblind, low vision or blind user would not be able to perceive?*

The screenshot shows the Vasa Museum website with a dark header. The logo 'VASA MUSEET' is on the left, and navigation links 'Visit' and 'Explore' are on the right. A search icon and 'MENU' are in the top right corner. The main content area has a large image of a ship's hull with the text 'Welcome to the Vasa Museum'. Below this, there are two columns: 'Opening hours' and 'Admission'. The 'Opening hours' section shows a table with daily hours from 10-17 and Wednesday hours from 10-20. The 'Admission' section shows entrance fees: 170 SEK for adults and free for children up to 18 years. A 'Buy ticket' button is present. At the bottom, there is a dark footer with icons and text for 'LISTEN', 'FILMS', 'HISTORICAL TIMELINE', and 'SEARCH THE COLLECTION'. A red dropdown arrow is visible on the far right of the footer.

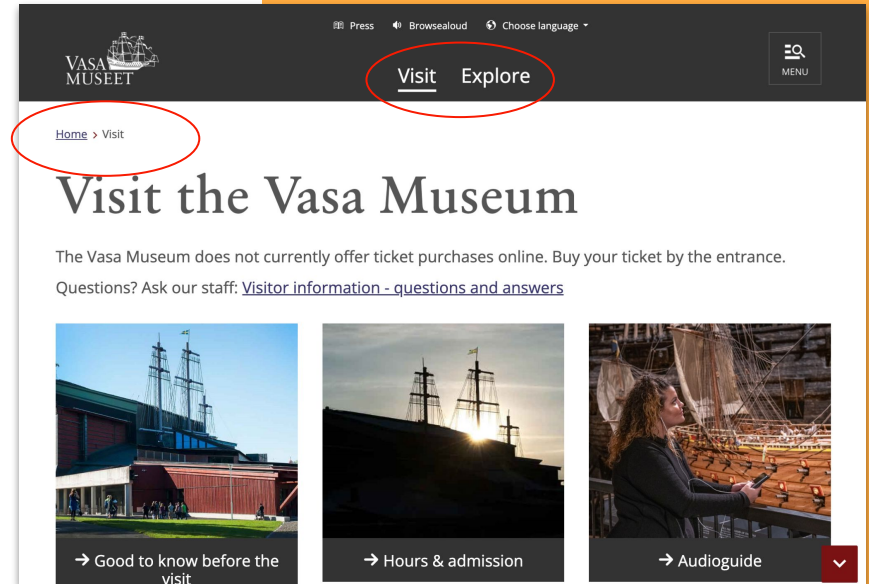
Day	Hours
Daily:	10-17
Wednesdays:	10-20

Category	Price
Entrance:	170 SEK
Up to 18 years:	Free

Operable

All users must be able to operate your site. Most users with disabilities use a keyboard to surf the web using character key shortcuts along the way to navigate, interact with, and access content. Your site should be forgiving to your users if they make a mistake, offering ways to retract, correct, and confirm information.

Ask yourself: *Can my site be navigated and operated solely through a keyboard? Do users have control of interactive elements on my site? Are tasks on my site able to be easily and successfully completed?*



The screenshot shows the Vasa Museum website. At the top, the logo "VASA MUSEET" is on the left, and navigation links "Visit" and "Explore" are on the right, both circled in red. Below the logo, a breadcrumb trail "Home > Visit" is also circled in red. The main heading is "Visit the Vasa Museum". Below this, there is a paragraph of text: "The Vasa Museum does not currently offer ticket purchases online. Buy your ticket by the entrance. Questions? Ask our staff: [Visitor information - questions and answers](#)". Below the text are three image-based buttons: "→ Good to know before the visit", "→ Hours & admission", and "→ Audioguide".

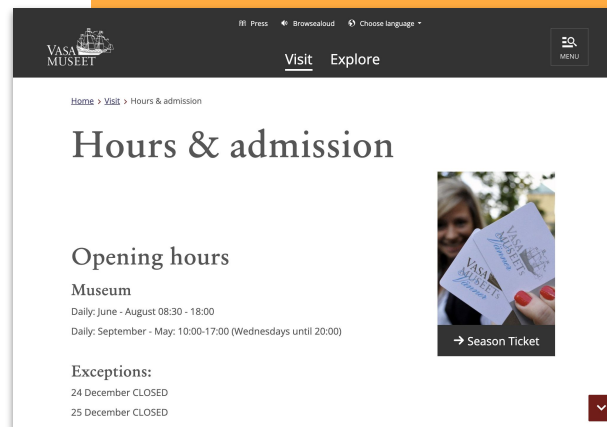
Understandable

Screen orientation, consistent layout, gesture customization, element placement and indication. Actionable elements must be clearly indicated.

Ask yourself: *Is there anything on my site that a user would not be able to understand how to operate?*



The screenshot shows the top navigation bar with the Vasa Museum logo, a search icon, and a menu icon. The main heading is "Good to know before the visit". Below the heading, there is a paragraph of text, a "Tickets" section with a "Visitor's forum" button, and a "Getting here" section with a "For more information on how to get here" link. A red dropdown arrow is visible in the bottom right corner.



The screenshot shows the top navigation bar with the Vasa Museum logo, a search icon, and a menu icon. The main heading is "Hours & admission". Below the heading, there is an "Opening hours" section with a "Season Ticket" button, and an "Exceptions" section. A red dropdown arrow is visible in the bottom right corner.

Robust

Keyboard functions should match the operation, zoom, captions and larger fonts must be offered.

Ask yourself: *Is our site developed with best practices in mind? Can our site or application support a variety of devices and browsers? Is the code to our site clean?*



Web accessibility encompasses all disabilities



Cognitive



Visual



Auditory



Motor



Speech

Cognitive Disabilities

- **Complex navigation mechanisms and page layouts that are difficult to understand and use.**
- **Complex sentences that are difficult to read and unusual words that are difficult to understand.**
- **Moving, blinking, or flickering content, and background audio that cannot be turned off.**



Visual Disabilities

- **Images, controls, and other structural elements that do not have alternative text.**
- **Text, images, and page layouts that cannot be resized, or that lose information when resized.**
- **Text and images with insufficient contrast between foreground and background color combinations.**



Auditory Disabilities

- **Audio content, such as videos with voices and sounds, without captions or transcripts.**
- **Media players that do not display captions nor volume controls.**
- **Web-based services, including web applications, that rely on interaction using voice only.**



Physical (Motor) Disabilities

- **Websites, web browsers, and authoring tools that do not provide full keyboard support.**
- **Insufficient time limits to respond or to complete tasks, such as filling out online forms.**



Speech Disabilities

- **Web-based services, including web applications, that rely on interaction using voice only.**
- **Websites that offer phone numbers as the only way to communicate with the organizations.**



Part 4

Tips for Creating an Accessible Website

Use Alternative Text

- The alt attribute is the HTML attribute used in HTML to specify alternative text (alt text) that is to be rendered when the element to which it is applied cannot be rendered.
- The alt attribute is used by "screen reader" software so that a person who is listening to the content of a webpage (for instance, a person who is blind) can interact with this element.



Alt=Worker loading packages into a truck for Beverly Diner, Telephone 852-212-2500



Alt=Smiling student with a backpack and laptop walking in an academic building

What to consider when choosing ALT content

**What is the purpose
of the image?**

**What the image
wants to
communicate?**

**What is the subject or
focus of the image?**

**What is the tone of
the image?**

Tips for writing ALT content

**Describe the image
in context**

**Keep the
descriptions
concise, roughly
140 characters**

**Do not use the word
“graphic or image”**

**Ask from help from
the client**

**If pronouns, race,
age, etc. is important
and relevant use it.**

**Avoid images with
too much text, they
should be live copy**

Color and Contrast

- Color contrast: refers to the difference in light between font (or anything in the foreground) and its background.
- The strict rules for color and contrast are:
 - Contrast must be 4,5:1 for any image, image of text, text or icon except for LOGO.
 - Contrast for large text and focus boxes the contrast must be 3:1

The screenshot shows the WebAIM website header with the logo and navigation links: services, articles, resources, projects, and community. Below the header is a search bar and a list of resources: Introduction to Web Accessibility and WebAIM Training. The main content area features the Contrast Checker tool. The tool has two color selection panels: Foreground Color (set to #0000FF) and Background Color (set to #FFFFFF). Both panels include a color swatch and a lightness slider. A double-headed arrow indicates the relationship between the two colors. Below the sliders, the Contrast Ratio is displayed as 8.59:1, which is highlighted with a green border. A permalink link is provided below the ratio. At the bottom, the text 'Normal Text' is shown in red. To the right of the tool is a 'Related Resources' section with links to 'Contrast and Color Accessibility', 'Quick Reference: Testing Web Content for Accessibility', 'Web Accessibility for Designers', and 'Link Contrast Checker'.

<https://webaim.org/resources/contrastchecker/>

Captioning & Transcripts

Important steps to make audio visual content accessible:

- Communicate in more than one way.
- Give options for volume, captions size and color, languages.
- For the deaf or hard of hearing, provide transcripts for audio content and synchronized captions for video content.
- For the visually impaired, provide video description for any visual-only video.
- The media player must also be accessible.



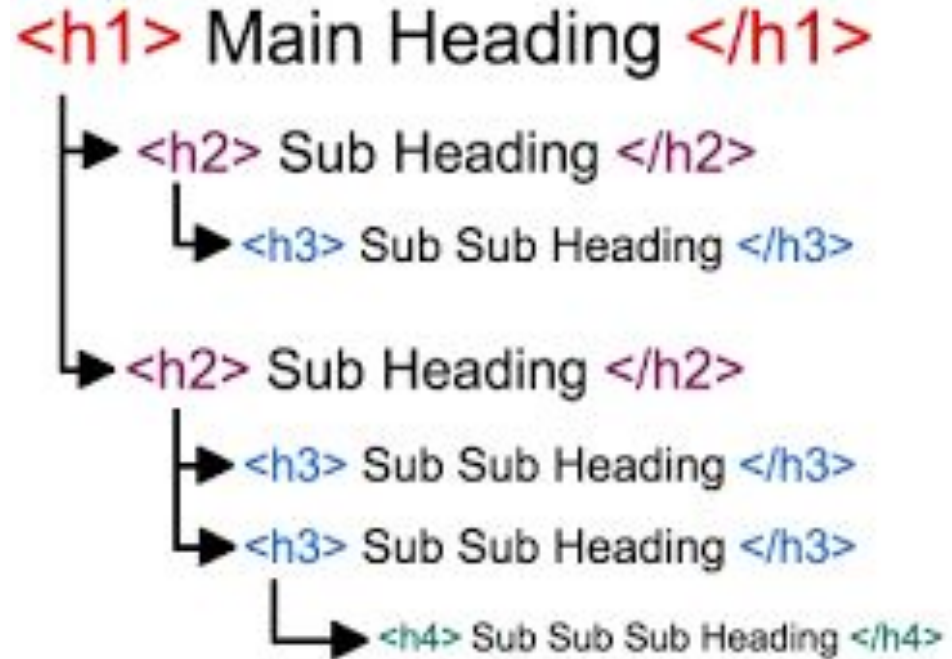
An official website of the City of Philadelphia government [Here's how you know](#) Office of the Mayor City government directory

› Select Language	Belarusian	Croatian	French	Hebrew	Javanese	Lao	Malayalam	Oromo	Scots Gaelic	Sundanese	Turkmen	Zulu
Afrikaans	Bengali	Czech	Frisian	Hindi	Kannada	Latin	Maltese	Pashto	Sepedi	Swahili	Twi	
Albanian	Bhojpuri	Danish	Galician	Hmong	Kazakh	Latvian	Maori	Persian	Serbian	Swedish	Ukrainian	
Amharic	Bosnian	Dhivehi	Georgian	Hungarian	Khmer	Lingala	Marathi	Polish	Sesotho	Tajik	Urdu	
Arabic	Bulgarian	Dogri	German	Icelandic	Kinyarwanda	Lithuanian	Melitelon (Manipuri)	Portuguese	Shona	Tamil	Uyghur	
Armenian	Catalan	Dutch	Greek	Igbo	Konkani	Luganda	Mizo	Punjabi	Sindhi	Tatar	Uzbek	
Assamese	Cebuano	Esperanto	Guarani	Ilocano	Korean	Luxembourgish	Mongolian	Quechua	Sinhala	Telugu	Vietnamese	
Aymara	Chichewa	Estonian	Gujarati	Indonesian	Krio	Macedonian	Myanmar (Burmese)	Romanian	Slovak	Thai	Welsh	
Azerbaijani	Chinese (Simplified)	Ewe	Haitian Creole	Irish	Kurdish (Kurmanji)	Maithili	Nepali	Russian	Slovenian	Tigrinya	Xhosa	
Bambara	Chinese (Traditional)	Filipino	Hausa	Italian	Kurdish (Sorani)	Malagasy	Norwegian	Samoa	Somali	Tsonga	Yiddish	
Basque	Corsican	Finnish	Hawaiian	Japanese	Kyrgyz	Malay	Odia (Oriya)	Sanskrit	Spanish	Turkish	Yoruba	

COVID-19 UPDATES FIND TRASH DAY PAY A BILL EXPLORE CITY JOBS SEARCH FOR A PROPERTY

Headings and Content Structure

- Headings: Add and nest them logically to label sections, remember they work like titles and subtitles, there can only be one main title (H1) per page. Headings should be created through hierarchy.
- Content Structure: Mark up content that uses appropriate and meaningful elements, links and buttons should be marked as such as well as tables, this will help anyone navigating with a screen reader using keyboard shortcuts.



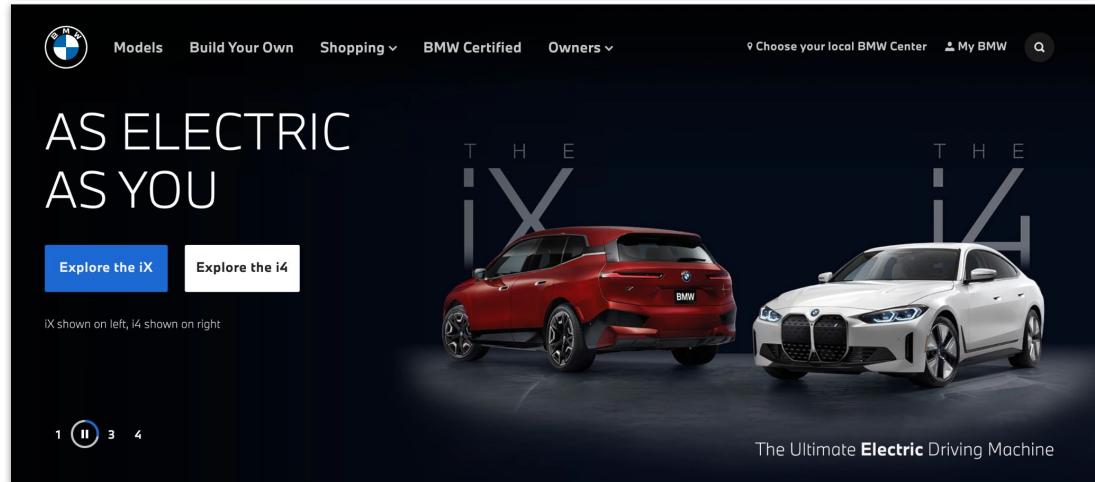
Provide Meaningful Links

- Give your links unique and descriptive names.
- Use text that properly describes WHERE the link will go.
- The most unique content of the link should be presented first.
- For example
 - if you are pointing visitors to a page called "About Us": Try not to say: "Click here to read about our company." Instead, say: "To learn more about our company, read About Us."
- When impossible use alt text



Moving, Flashing, Blinking Content

- Make sure timers can be adjustable or include the possibility of turning them off completely.
- Note that content that blinks more than three times a second can cause seizures for people with photosensitive disorders.
- Avoid fast high contrast changes these may trigger seizures.



How to Test Accessibility

1. Decide the WCAG compliance level

2. Perform an automated audit with a tool like "AccessiBe"

3. Perform a manual audit with an accessibility expert

4. Remediate/fix the issues found in the audit

5. Test again to make sure everything was fixed and no new issues have popped up

6. Compliance is reached when all steps are complete

**As always the goal is to design
with accessibility in mind
from the start.**

Due Next Week...

- Norman Chapter 4**
- Try to get your account setup in Wordpress**
- Continue work on Prototype**