APA WEBINAR

Supercharge Your Presence

Website Accessibility and Inclusive Design

Presenter: Amy Pearson

April 21, 2022 2:00PM-3:00PM ET

AMERICAN PSYCHOLOGICAL ASSOCIATION

WELCOME

Our discussion will cover:

- Using inclusive design methodology to improve the usability of your website.
- Common website accessibility issues
- Resources for testing and correcting accessibility issues

NOTE

- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only. Attendees must watch for a minimum of 45 minutes to receive the certificate.

LOGISTICS

- A recording along with the slides will be emailed after the session to everyone who registered for the webinar.
- It can take up to 2 weeks to receive the recording.

HAVE A QUESTION?

- You are on mute
- Although you won't be able to unmute during the webinar, please submit your questions for our speaker by using the Q&A box located on the webinar screen.



PRESENTER: Amy Pearson



- Amy Pearson is a User Experience (UX) Optimization and Compliance Manager at APA, working to improve the accessibility of APA's websites and digital touchpoints.
- In 2017, she earned a Master's Certification in User Experience from the Nielsen Norman Group.
- Amy has been with APA from more than 25 years, working with APA's websites, digital products, and services.

Agenda

- Accessibility and user experience
- Inclusive design methodology and inclusive personas
- Common accessibility issues, how they impact people, and how to fix or prevent them
- Resources and testing
- Questions?



Accessibility and User Experience







Accessibility and User Experience

- ✓ If there are steps, there must also be a ramp for wheelchair access.
- ✓ Raised platforms must have railings.
- = Accessible and user friendly?

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Accessibility and User Experience

- ✓ If there are steps, there must also be a ramp for wheelchair access.
- ✓ Raised platforms must have railings.
- ✗ Accessible and user friendly

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Online accessibility testing tools will catch about **30%** of issues.

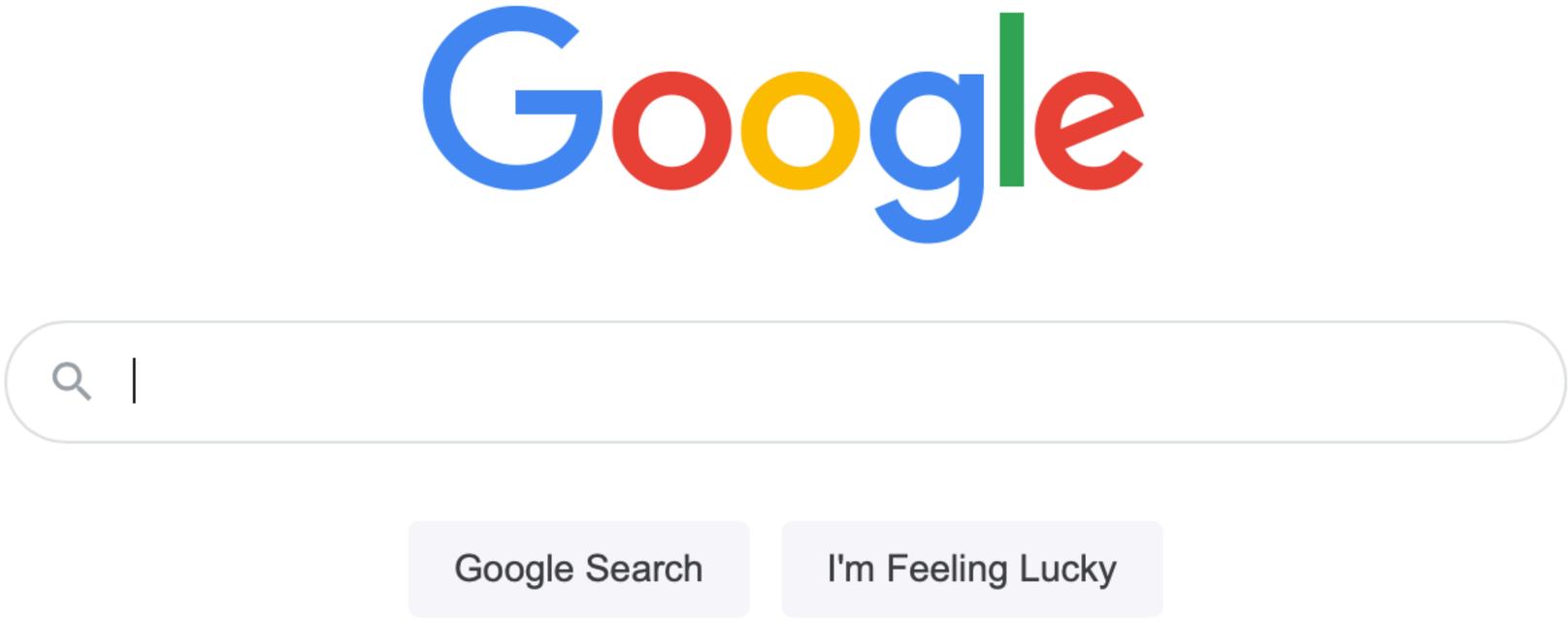


Accessibility increases access for **everyone**, not just the more than 1 billion people worldwide who have a disability.



"Disability refers to the interaction between individuals with a health condition and personal and environmental factors."

–World Health Organization


Google
Google Search
I'm Feeling Lucky
We're building for a world where everyone belongs. Learn how

Principles of inclusive design

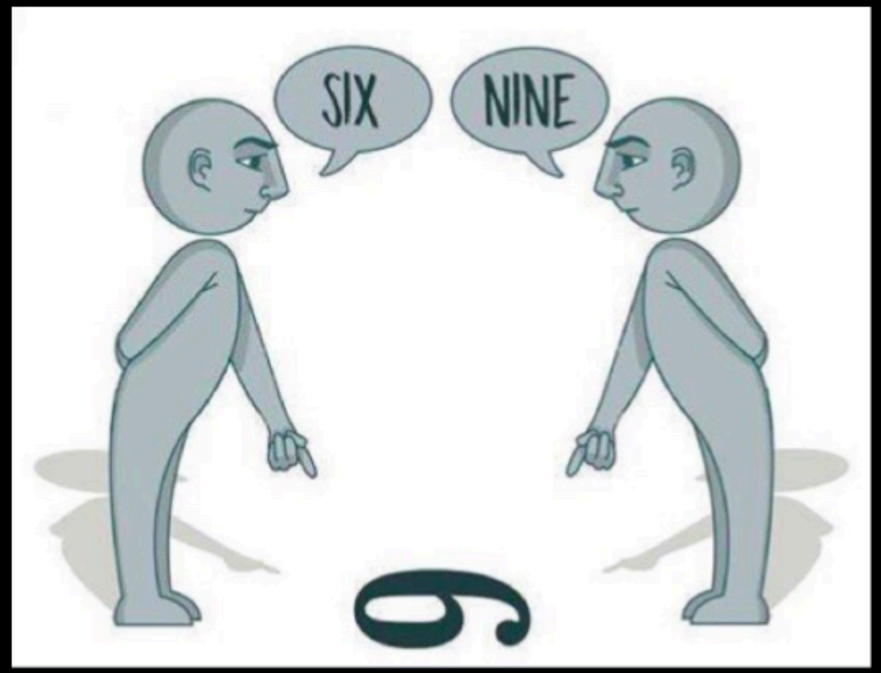
- Recognize exclusion.
- Learn from diversity.
- Solve for one, extend to many.



Exclusion happens when we solve problems using our own biases.

–Kat Holmes

THE FALSE CONSENSUS EFFECT



The belief that others see the world the same way that you do.

We assume others are like us.

Solve for one, extend to many

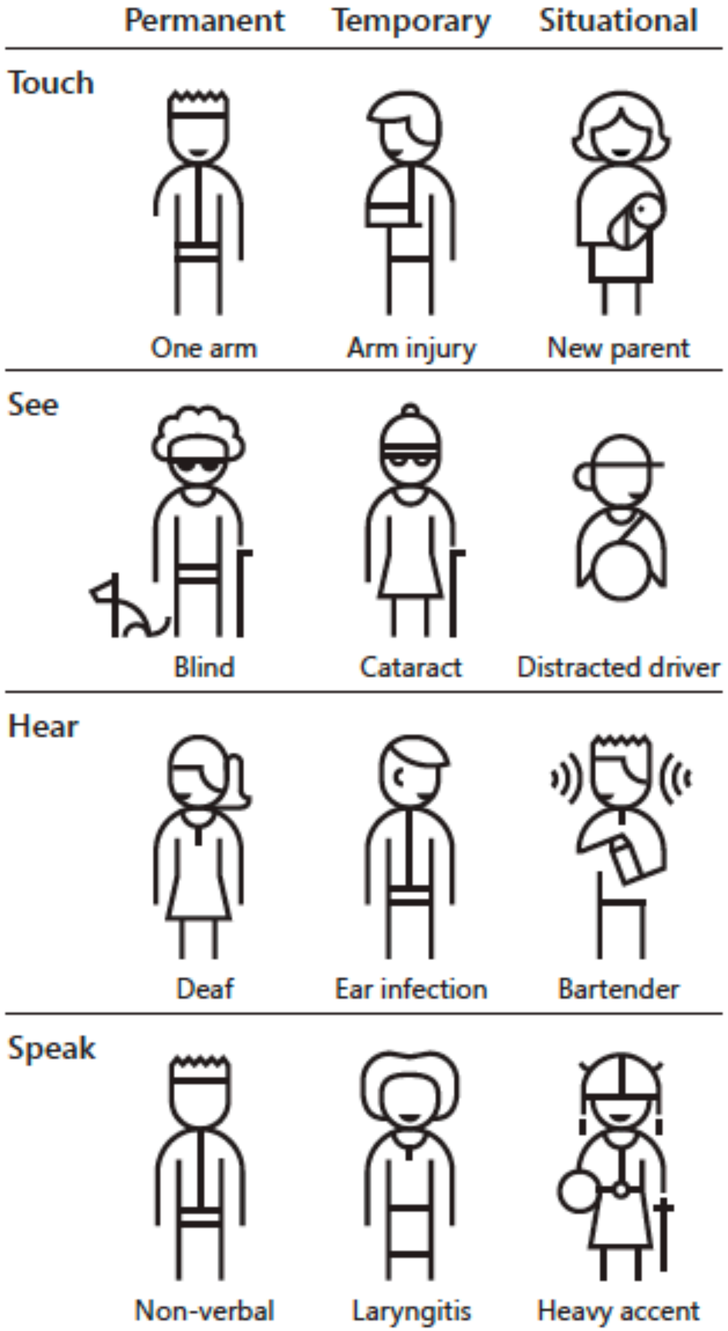


Sam and Betsey Farber, creators of OXO



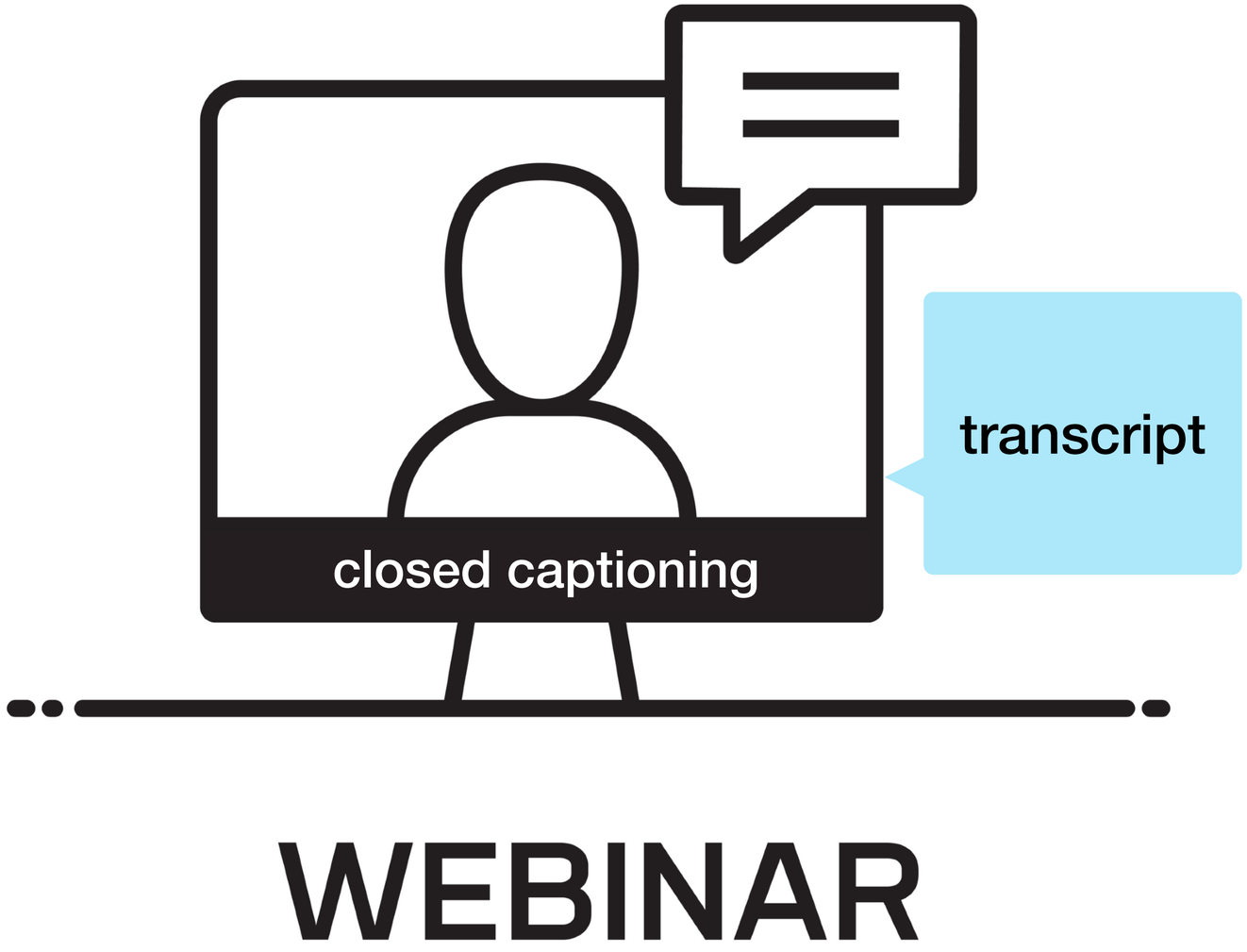
The Persona Spectrum

Microsoft developed this tool to understand mismatches and motivations across multiple scenarios. It helps show how solutions can scale to a broader audience.

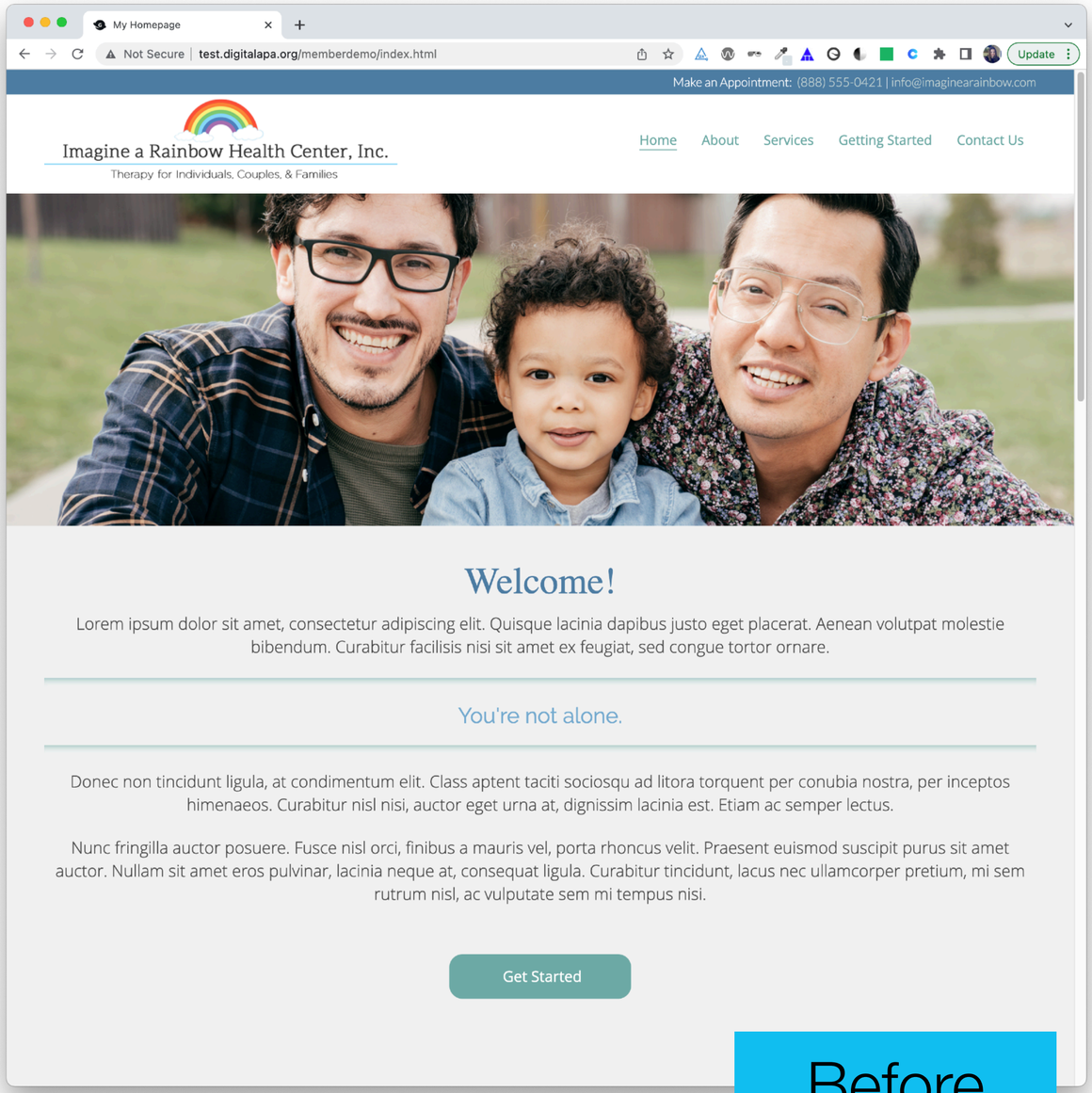


Video accessibility

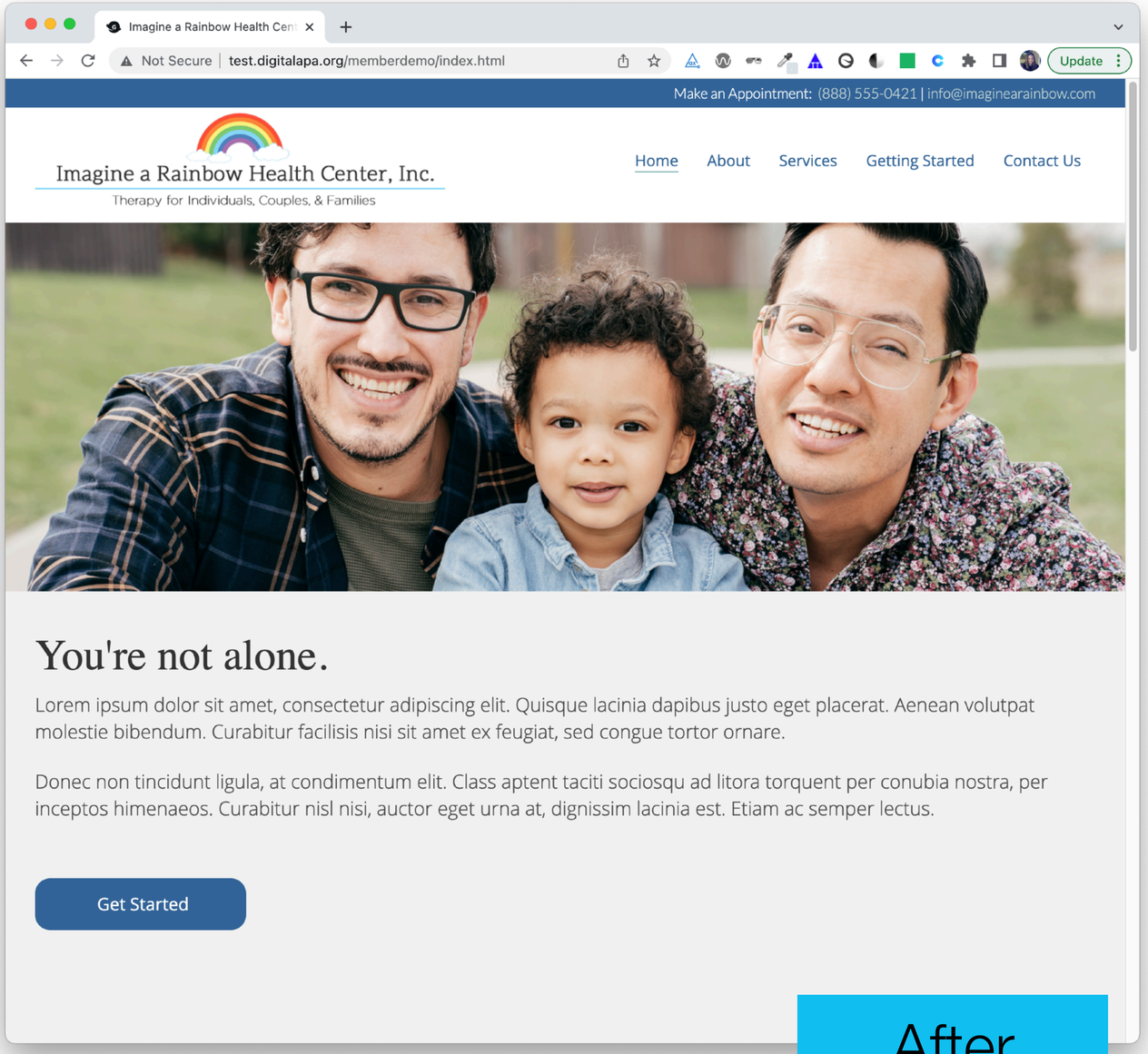
- (Descriptive) Audio
- Closed captioning
- Transcript



Website Accessibility and Inclusive Design

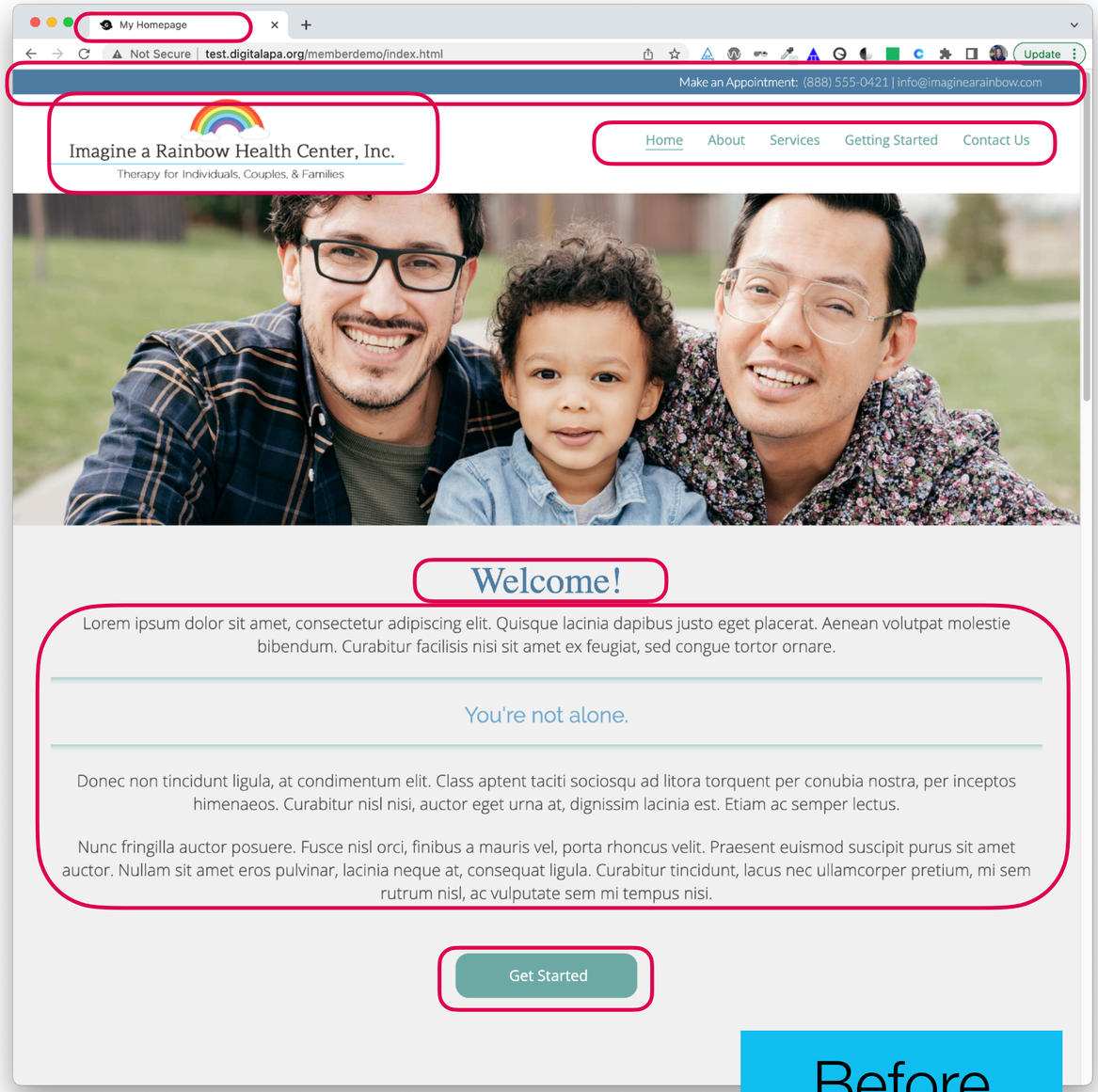


Before

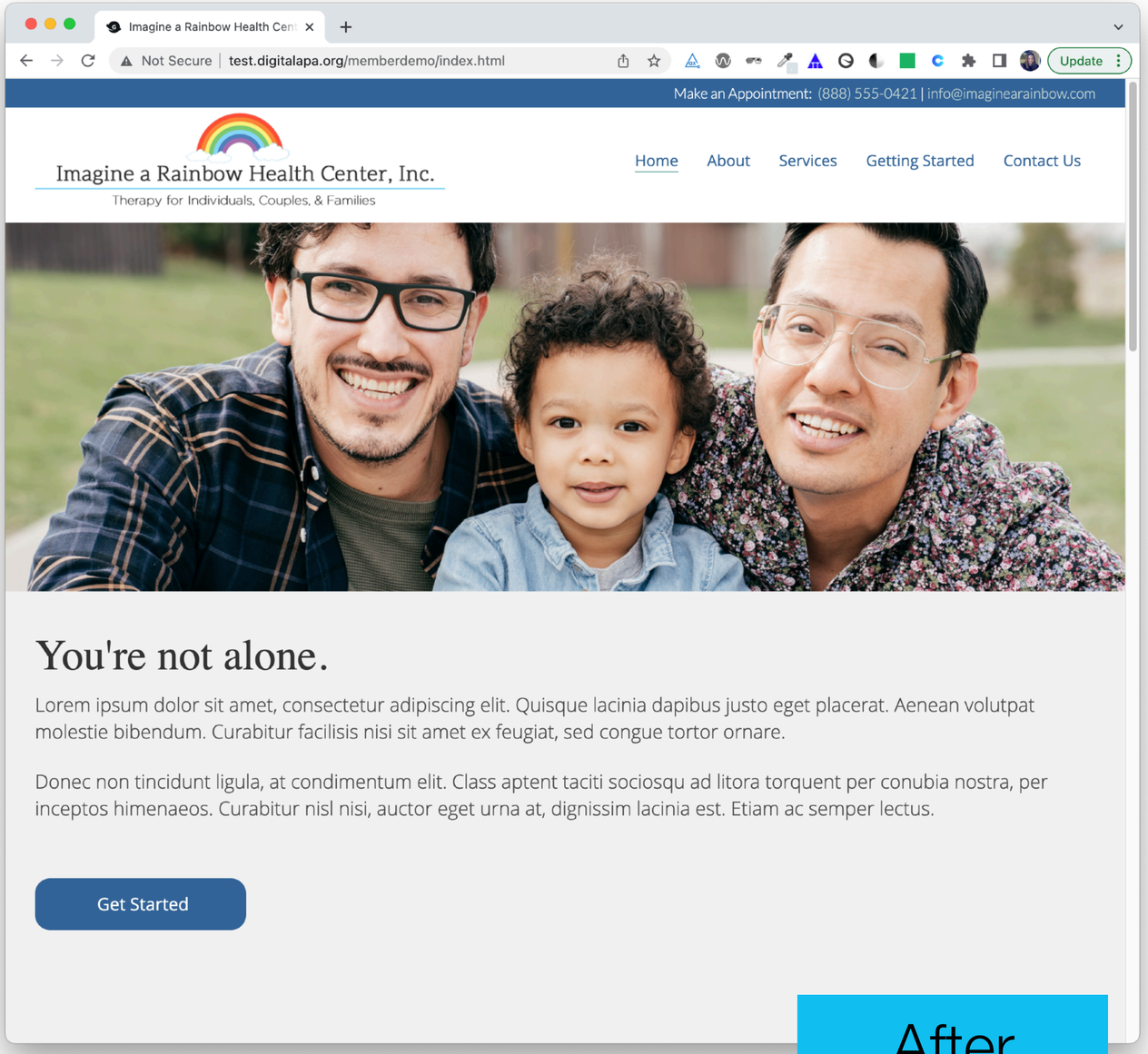


After

Website Accessibility and Inclusive Design



Before



After

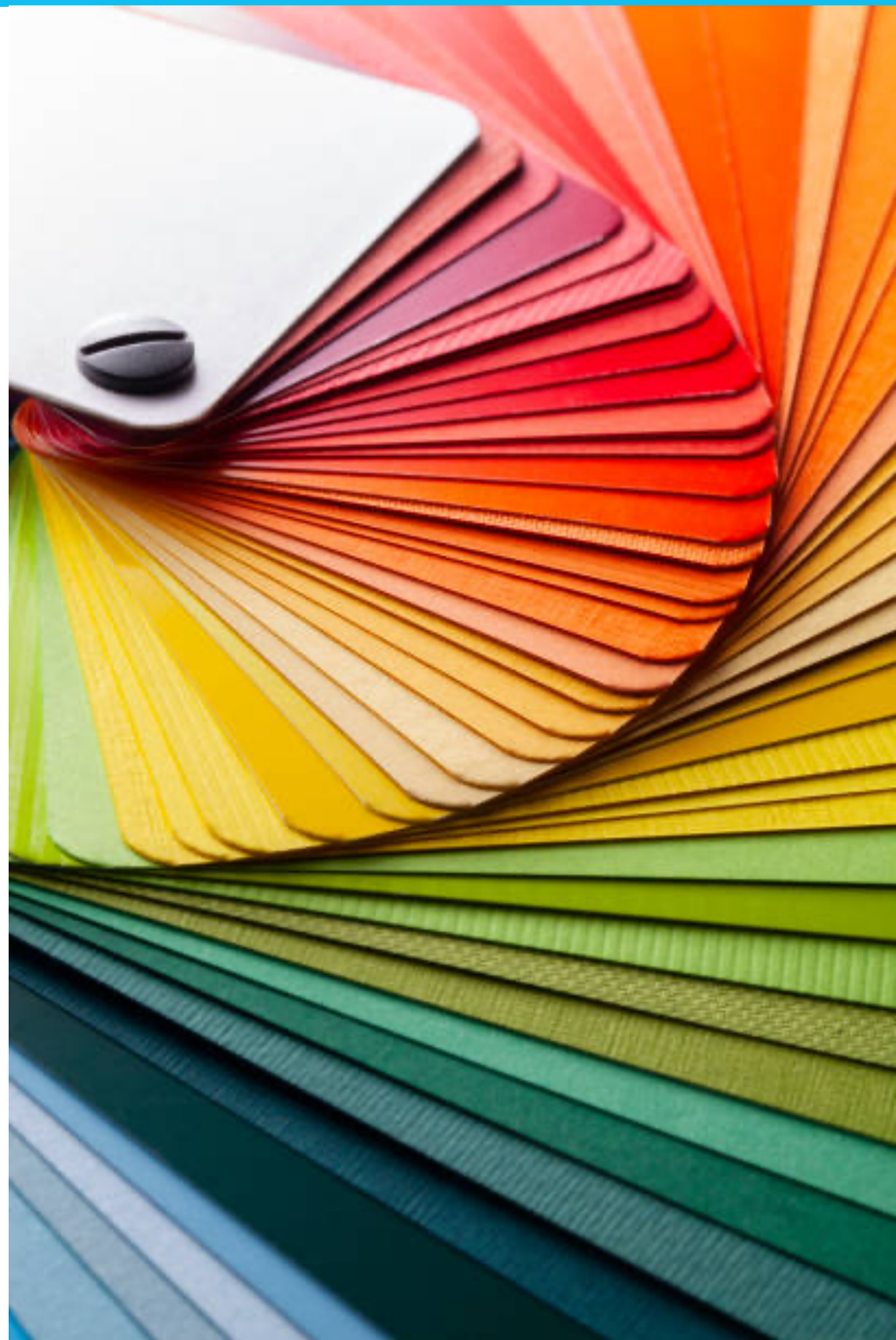
Images

- Include alternative (ALT) descriptions
- Do not use the same image for two different links or features
- Choose relevant images that match context
- Avoid movement in images; especially if user can’t stop or pause movement
- Beware of using text over images



Color

- Do not rely on color alone to communicate important content
- Check your colors using a contrast checker
- Meet or exceed a 4.5:1 contrast ratio



Title and structure

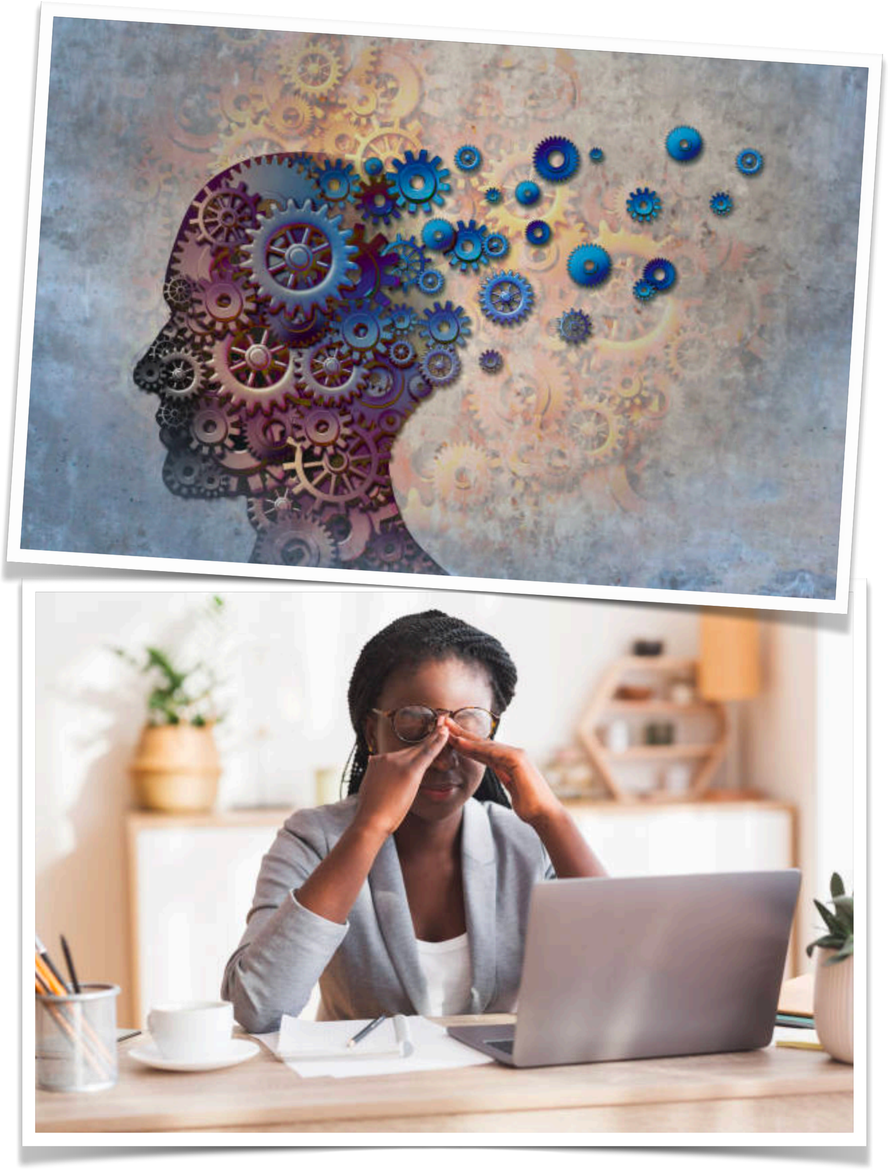
- Include a descriptive title with specifics first (e.g., “About the Imagine a Rainbow…”)
- Don’t skip heading levels
- Make your headings descriptive

```
<title>About the
Imagine a Rainbow
Health Center, Inc.
</title>

<h1>Main heading</h1>
  <h2>Staff</h2>
    <h3>Person 1</h3>
    <h3>Person 2</h3>
  <h2>Services</h2>
    <h3>Counseling</h3>
    <h3>Therapy</h3>
```

Text

- Left-align text for readability
- Avoid jargon and “Chunk” your text into easily scannable sections
- Provide enough breathing room (i.e., avoid “walls of text”)



Links and buttons

- Avoid generic links that use the same words (e.g., “More info”, “Learn more”, or “Click here”)
- Links and buttons should be descriptive and unique (not repeating)
- Do not rely on color alone when links are within text; add a secondary indicator, such as an underline



Videos

- Provide closed captioning
- Include a transcript
- Describe what's on the screen in your audio
- Do not start videos automatically; give control to the user to press play



Questions? Comments?



FINAL THOUGHTS

- A recording along with the slides will be emailed to you in approximately 2 weeks
- Please complete our survey immediately after the webinar has concluded.
- Keep an eye out for more Supercharge webinars in 2022!

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THANK YOU!

Visit apa.org/members for more webinars.



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