

# ACCESSIBLE DESIGN

*A Discussion*

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How do you make the case for accessibility?



How do you get started with accessible/inclusive design?





What are common mistakes people make when starting with accessibility?

# Takeaways

- **Inclusive, accessible design is the right thing to do.**

Accessibility is a civil right. You are not only including a giant market of more than 1 billion people with at least \$7 trillion in spending power, but also improving SEO, embedding usability best practices, scaling your product, minimizing legal risk, and fulfilling customer expectations. Accessible from the start creates less technical debt and creates a robust experience that more quickly adapts to your users and their needs.

- **Start by listening to your users.**

There are multiple paths to building accessible experiences. Customer feedback helps you navigate the path forward.

- **Common Mistakes**

- **Perfection over progress.** Accessibility is a practice that improves as you learn more and engage more with customers.
- **Easy fixes.** Avoid companies promising quick solutions for a complex topic.
- **Going alone.** There are communities of practice on Twitter, LinkedIn, Slack, and more.

# Learn More

New to accessibility? Start with these resources to familiarize yourself with HTML semantics and new interaction models.

## Accessibility Guidelines

- [Web Content Accessibility Guidelines \(WCAG\) 2.1 Quick Reference](#)



Perceivable



Operable



Understandable



Robust

## Articles

- [Building the Woke Web](#)
- [The Intersection of Markup, Content and Context in Accessibility](#)
- [Designing for Accessibility and Inclusion](#)
- [The Audience You Didn't Know You Had](#)
- [Form Design: From Zero to Hero All in One Blog Post](#)

## Videos

- [What is this thing and what does it do?](#)  
*Turn on captions to help with inconsistent audio volume*
- [People with Disabilities Perspectives Video](#)
- [A11yCasts](#) about accessibility and web experiences
- [Building the case for accessibility](#) – Getting started with user research and inclusive design

## Inspiration & Tools

- [Accessibility Insights](#)
- [Accessibility Wins](#)
- [Microsoft Inclusive Design Site](#)
- [Dos and don'ts on designing for accessibility](#)
- [Salesforce.com](#)
- [Starbucks.com](#)
- [Amazon.com](#)
- [Adobe.com](#)
- [BBC.co.uk](#)
- [Target.com](#)

## Deep Geekery

- [W3c HTML element role mappings](#)  
*Check out the "view as a single table" and "view by element" buttons to adapt the info to your learning style*
- [Developer's Guide to Accessibility Mechanics \(Video\)](#)
- [Keyboard interaction expectations](#)
- [Web accessibility course](#)

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