Solve your UI
Optimize workflow
Avoid back-pedaling and waivers

Arva Adams
U.S. Patent and Trademark Office
User Experience

508 first in the development lifecycle
Captions
A key accessibility feature is captions. Naturally, they make sure that people who can’t hear the video can understand the video.
Captions
But how many of you multi-taskers are familiar with this scenario?

I can hear the game and text my friends without hearing Sam’s boring video.

I’m learning about patent prior art and can still follow the game.
Visuals
Start with our trusty dusty U.S. Web Design System.

Search “U.S. Web Design System” in Google and boom.
AA and AAA contrast
AAA is the W3C’s recommendation for contrast, and AA contrast is mandated by Section 508. You can use many tools to test for and achieve AAA contrast. This makes your content readable by users with color vision issues.
AA and AAA contrast

Users with low vision and imperfect color vision will have less difficulties reading.
AA and AAA contrast
And here’s the user with perfect vision in an airport.
AA and AAA contrast
And now the user with perfect vision is in an airport next to the huge windows overlooking the runway on a super-sunny day.
Text size
Back to the our U.S. Web Design System.
You’ll find text size and line spacing guidelines that are accessible.
Text size and line spacing

But, in addition to being accessible, look how **readable** and **scannable** content is when it follows good typography.
Consistent style tags
ALT tags
Meaningful links

Of course, these 508 practices help people who use screen readers.

Yes! Learn more at www...
No! Click here to learn more at www...

508 first
Consistent style tags
ALT tags
Meaningful links

But, they also improve your product’s search engine game. SEO is magically improved with accessibility best practices.

<table>
<thead>
<tr>
<th>&lt;h2&gt;</th>
<th>&lt;th&gt;</th>
<th>&lt;td&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;alt=&gt;</td>
<td>Yes! Learn more at <a href="http://www">www</a>... No! Click here to learn more at <a href="http://www">www</a>...</td>
<td></td>
</tr>
</tbody>
</table>
Tab and read orders

Naturally, your product’s tab order and read order must be correct for your content to be accessible for people who rely on screen readers or can’t use a mouse.
Tab and read orders

But, most form filler-outers prefer to keep their hands on the keyboard throughout the form, regardless of their visual and physical abilities.
Put accessibility upstream in the development process.

You know the user story must be accessible, by law, so **508 it first**.
Develop and test 508 in parallel.
Instead of...

Define the UI user story
Add product owner acceptance criteria
Massage acceptance criteria with dev team
Test prototype with users
Develop UI user story

Test 508 with a blanket user story
Test prototype against acceptance criteria
Test FQT version with users

Defect
Color contrast flagged
Defect
Read-order wrong
UX issue
Users squinting
UX issue
Bad color choices
UX issue
Can't find call to action
UX issue
UI lost when zoomed
UX issue
Can't find call to action
Develop and test 508 in parallel. Do this:

- Define the UI user story
- Add PO acceptance criteria w/508
- Massage acceptance criteria with dev team
- Test prototype with users
- Develop UI user story
- Test user story against ACs, which include 508
- Test 508 with a blanket user story
- Test dev version with users
- 508 in planning
- 508 in prototype
- 508 in dev
- 508 final sanity check
Develop and test 508 in parallel.

Do this...

- Define the UI user story
- Add PO acceptance criteria w/508
- Massage acceptance criteria with dev team
- Test prototype with users
- Develop UI user story
- Test user story against acceptance criteria
- Test FQT version with users
- Test 508 with a blanket user story
- 508 final sanity check

Defects:
- Color contrast flagged
- Read-order wrong
- UI lost when zoomed

UX issues:
- Users squinting
- Bad color choices
- Can’t find call to action
- Color contrast flagged
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