Solve your UI
Optimize workflow
Avoid back-pedaling and waivers

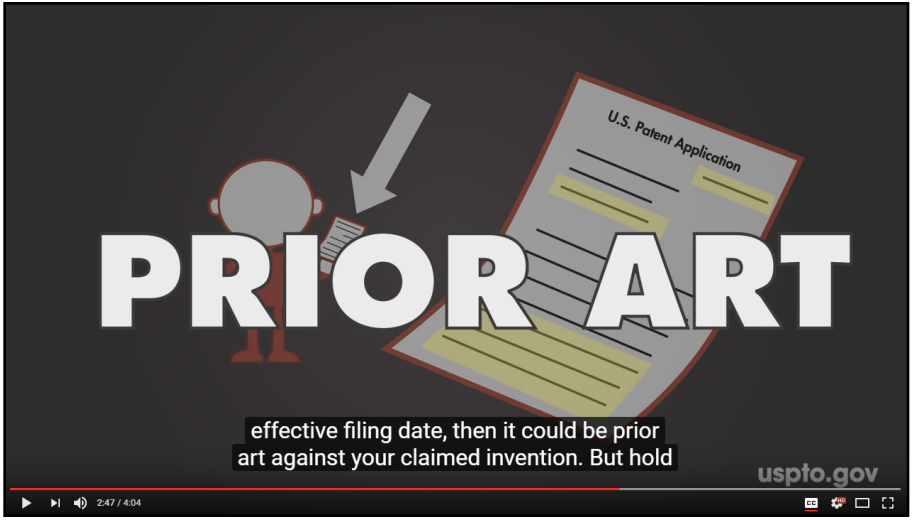
Arva Adams
U.S. Patent and Trademark Office
User Experience

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.

508 first



Captions

But how many of you multi-taskers are familiar with this scenario?

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Visuals

Start with our trusty dusty U.S. Web Design System.

Search “U.S. Web Design System” in Google and boom.

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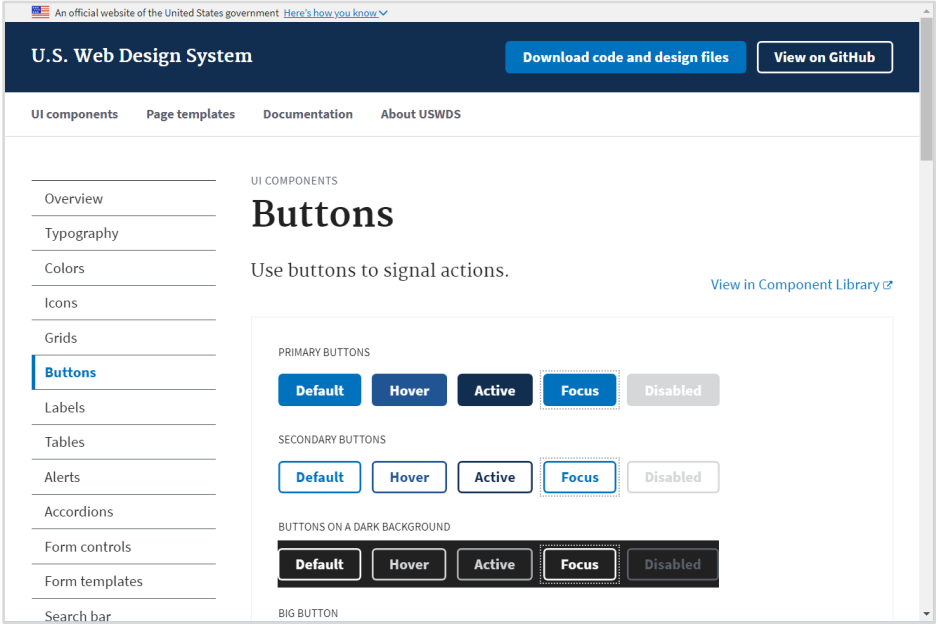
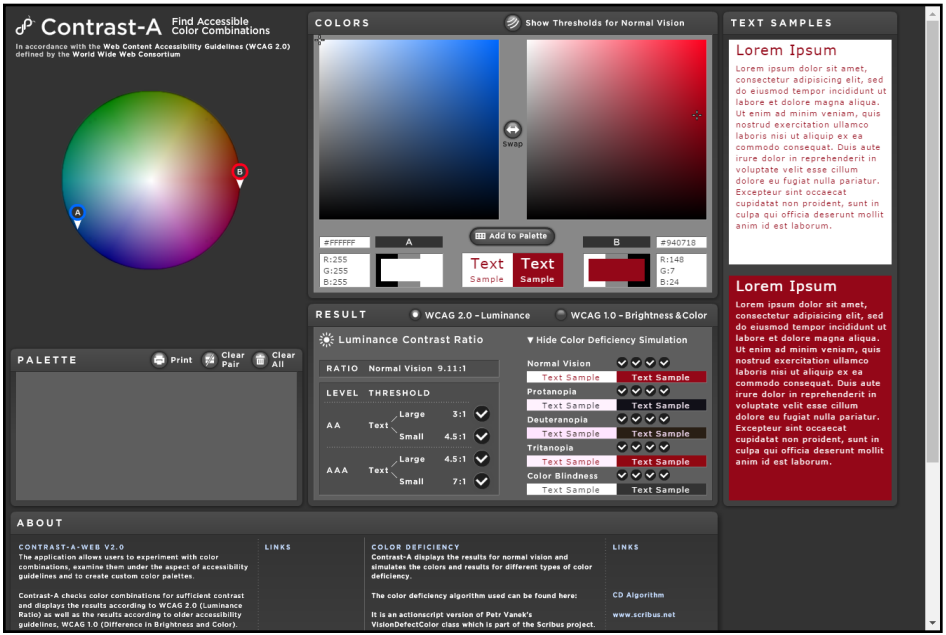


AA and AAA contrast

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.



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AA and AAA contrast

Users with low vision and imperfect color vision will have less difficulties reading.

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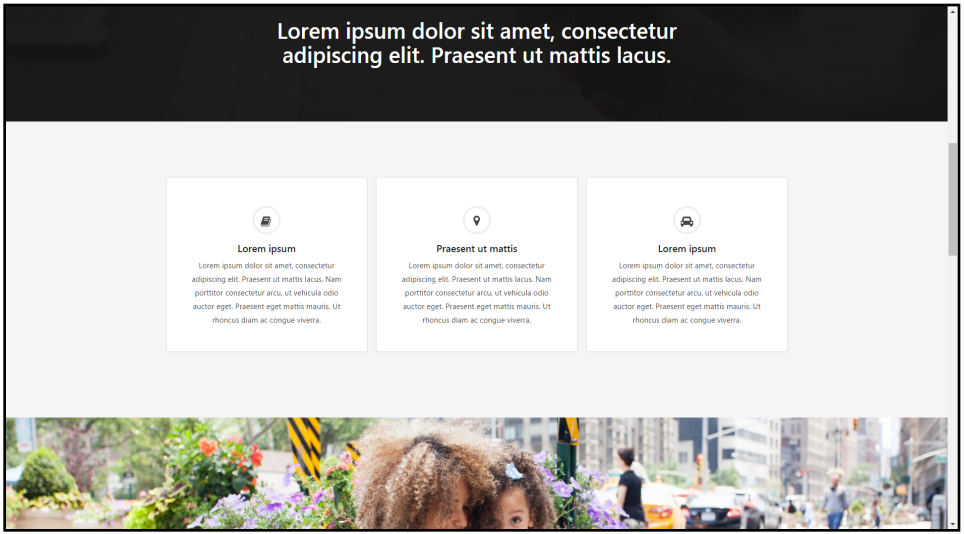
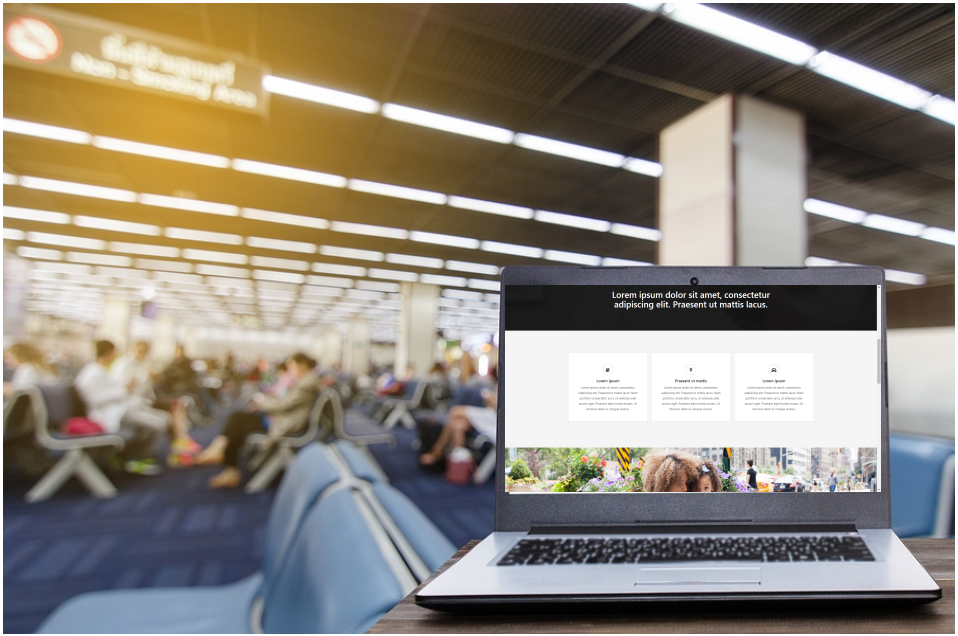


AA and AAA contrast

And here's the user with perfect vision in an airport.



508
first

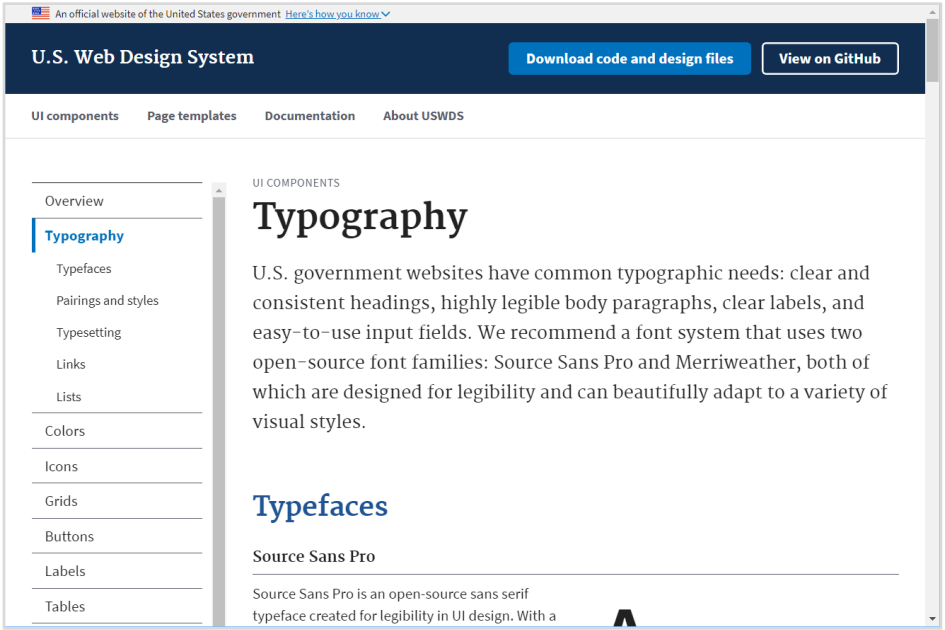
AA and AAA contrast

And now the user with perfect vision is in an airport next to the huge windows overlooking the runway on a super-sunny day.

508
first

Text size

Back to the our U.S. Web Design System.
You'll find text size and line spacing guidelines that are accessible.



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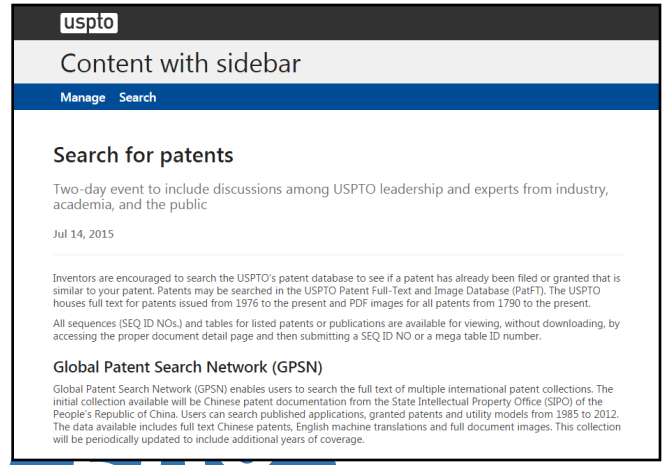
Text size and line spacing

But, in addition to being accessible, look how **readable** and **scannable** content is when it follows good typography.



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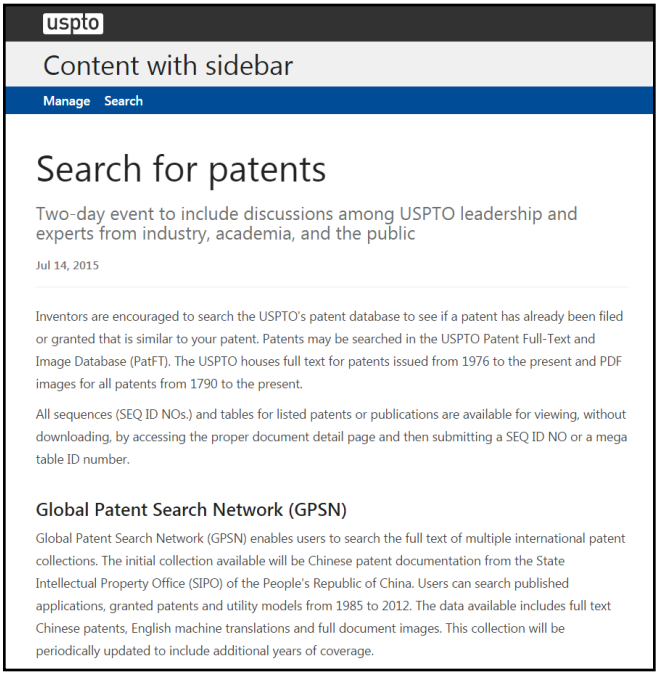


Consistent style tags
ALT tags
Meaningful links

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

<h2>	<th>	<td>
<alt=>	Yes! Learn more at www... No! Click here to learn more at www...	

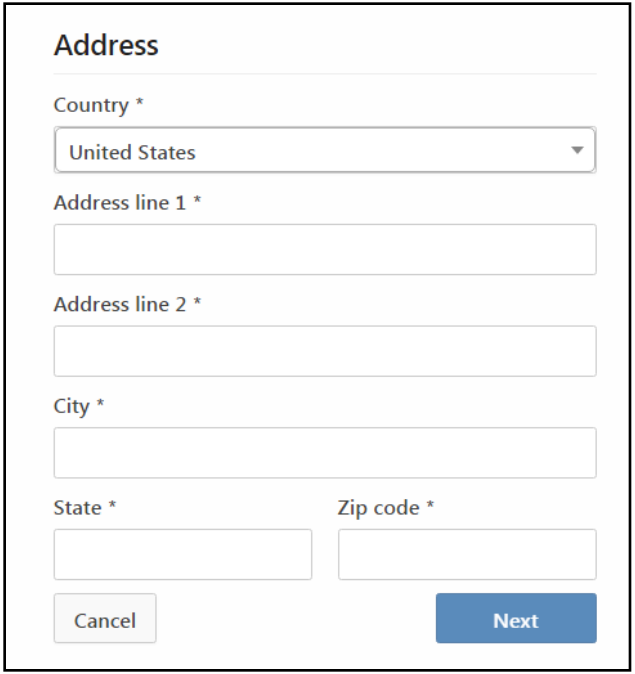
Consistent style tags
ALT tags
Meaningful links

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

<h2>	<th>	<td>
<alt= >	Yes! Learn more at www... No! Click here to learn more at www...	

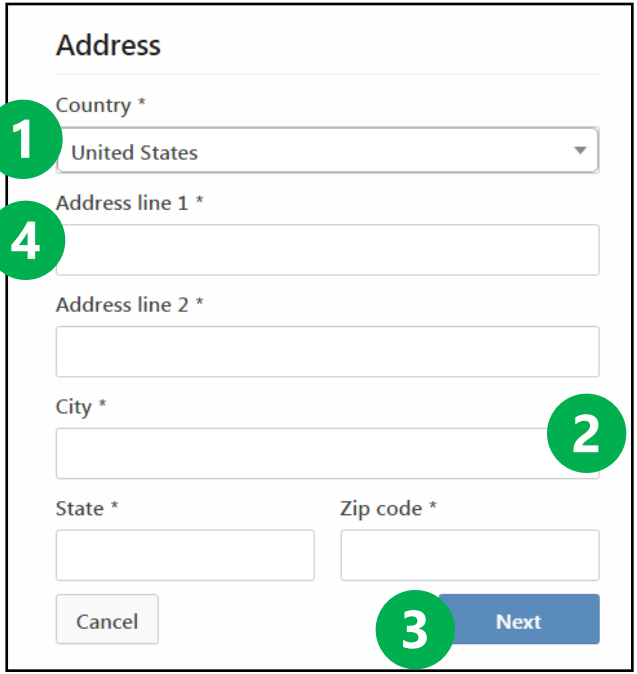
Tab and read orders

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.



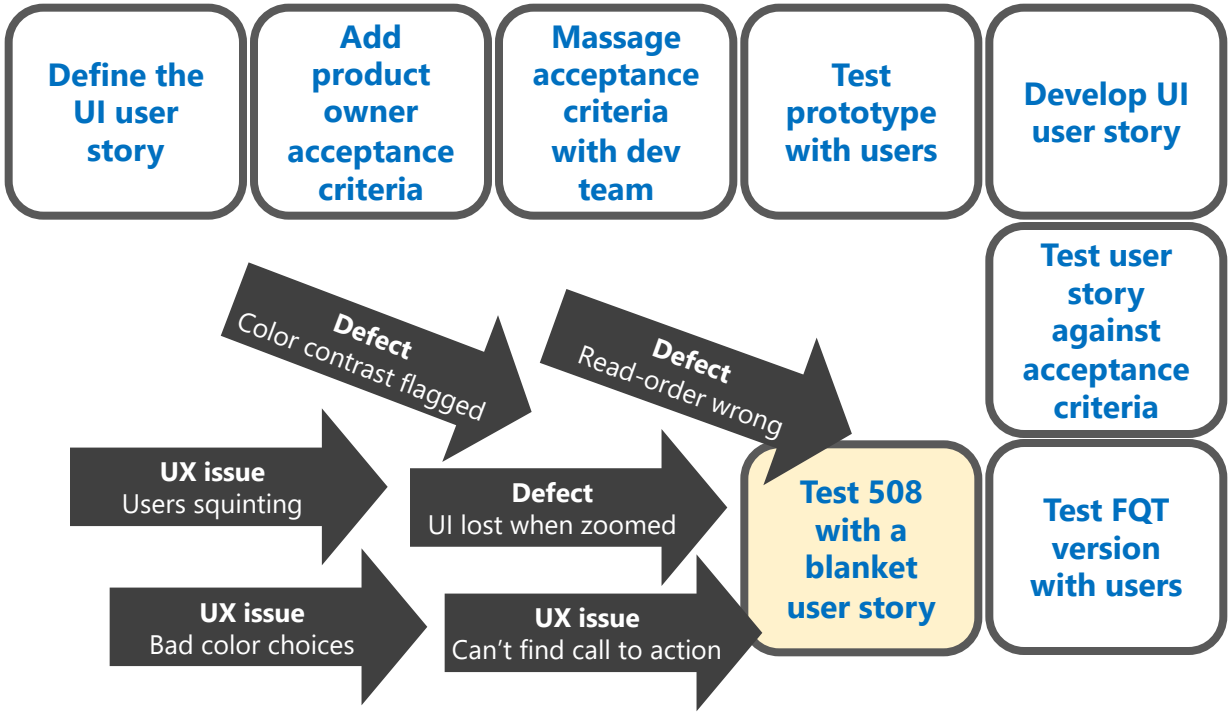
508 first

Put accessibility upstream in the development process.

You know the user story must be accessible, by law, so 508 it first.

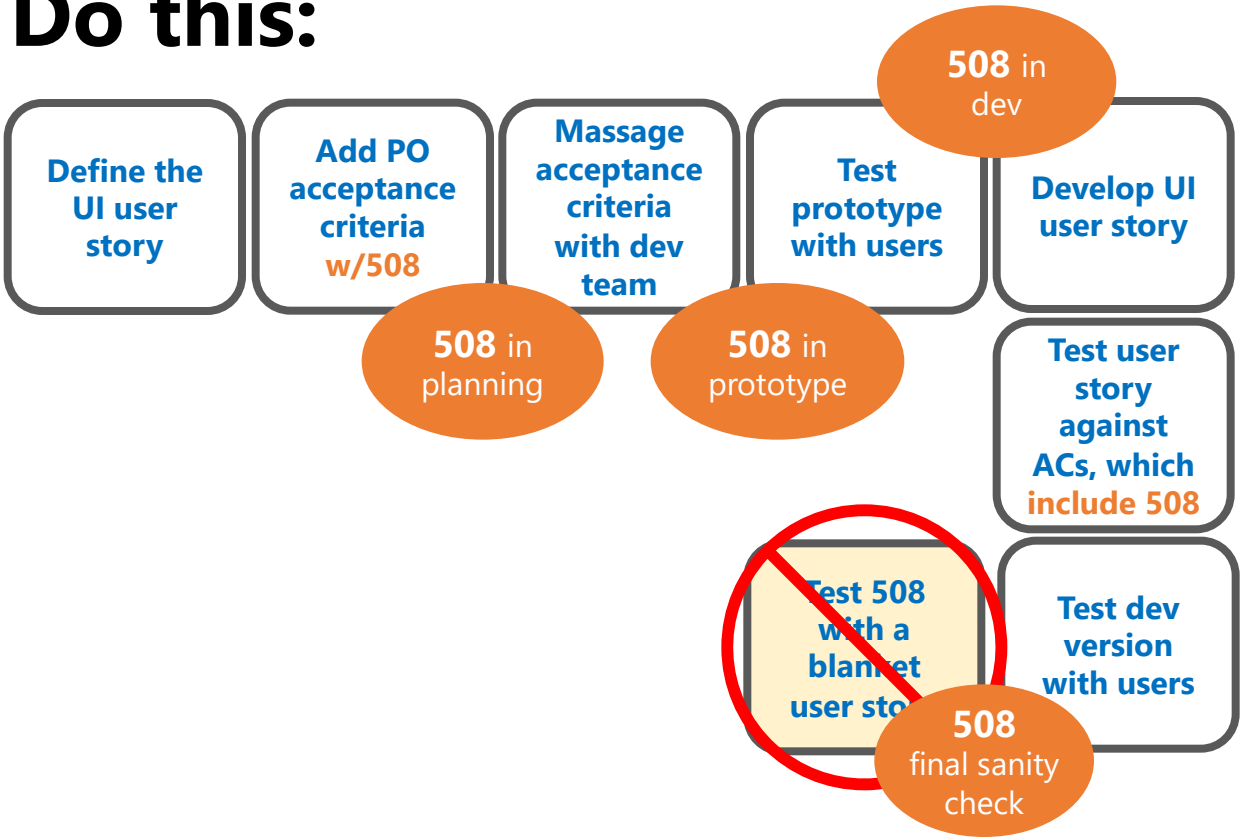
Develop and test 508 in parallel.

Instead of...



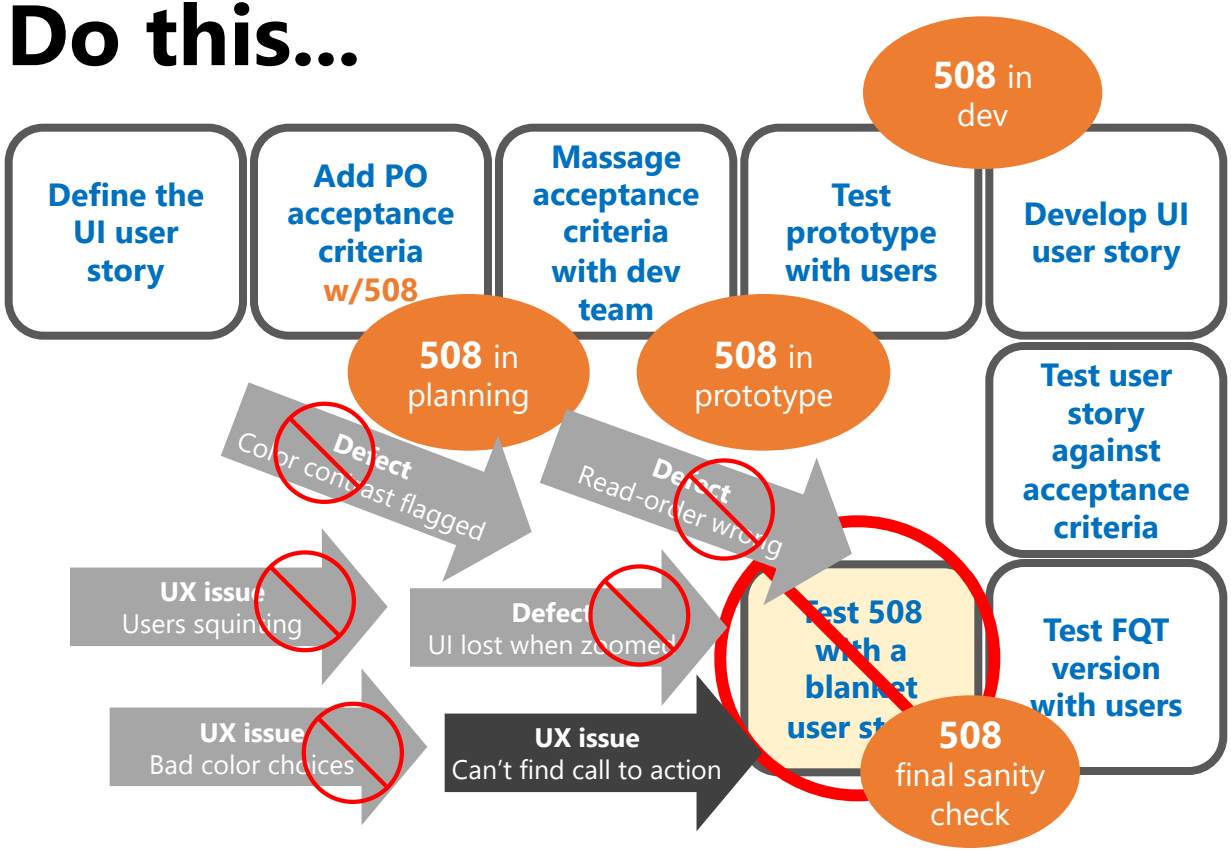
Develop and test 508 in parallel.

Do this:



Develop and test 508 in parallel.

Do this...



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