

Course C37

The Top 5 Universal Design Problems and Ways to Solve Them

2 units

Instructors:

Ann Chadwick-Dias, Marguerite Bergel & Tom Tullis, Fidelity Investments

Benefits:

Applying existing accessibility standards (WCAG, Section 508) to the design and development of Web sites can be challenging. Many of the standards leave ample room for interpretation. It seems straightforward until you sit down and start designing Web pages. What is considered equivalent content? How do you handle dynamic content? How do you define a data table? What is the difference between an implicit and explicit form label? As a designer, developer, or usability analyst how do you apply these standards to ensure that every page is fully accessible – and usable - to everyone, independent of technology or ability? This course will examine the top 5 universal design problems we have encountered in our work along with potential solutions. We will review each design problem using assistive technologies to understand what challenges exist and will then examine solutions to understand how they improve accessibility. This is an applied course that will allow you to return to your organization with practical knowledge of what universal design means and how to achieve it.

Origins:

We have presented various parts of this internally at Fidelity Investments.

Features:

- Existing Standards
- Problem 1 - Alternative Text
- Problem 2 - Tables
- Problem 3 - Forms
- Problem 4 - Dynamic and Multimedia Content (Flash, Flex, AJAX, etc.)
- Problem 5 – Link Terms

Intended Audience:

Web Designers, Developers, & Usability Practitioners

Presentation Style:

Lecture, web site review exercises, demos with assistive technologies and video clips of user sessions.

Instructors' Backgrounds:

Ann Chadwick-Dias is a Principal User Experience/Accessibility Analyst at Fidelity Investments where she is part of Fidelity eBusiness Design's User Experience team. She has presented on topics related to universal usability at numerous conferences including UPA, CHI, CUU, Aging by Design, Boston IA, Boston UPA, HCII, and CSUN. She has

more than 10 years of research experience with journal publications in several fields, including human-computer interaction, psychobiology, and psycholinguistics.

Marguerite Bergel is a Senior User Experience/Accessibility Analyst at Fidelity Investments where she is part of Fidelity eBusiness Design's User Experience team. She has presented on topics related to universal usability at numerous conferences including UPA, Aging by Design, Boston IA, Boston UPA, and CSUN and has numerous publications in the field. She has also been involved with Fidelity's open source research.

Tom Tullis is Senior Vice President of Fidelity eBusiness Design's User Experience team. He has more than 30 years of experience in human-computer interface studies and published numerous articles in technical journals. He speaks frequently at major global technology conferences and holds eight US patents. Tullis and Fidelity's usability labs have been featured in numerous publications, including Newsweek, The New York Times, Money, and Business 2.0.