UsableNet

How a Blind Person Uses a Website

Presented August 29, 2024

About UsableNet

GLOBAL ENGAGEMENTS
1,000+

FULL-SERVICE OFFICES
New York, Austin, Italy

CLIENT INDUSTRIES
Retail, travel & and hospitality, technology, education, financial services, and healthcare

INDUSTRY RECOGNITION

IAAP
International Association
of Accessibility Professionals

**visions
DIVERSITY &
INCLUSION
AWARD**

HKS Helen Keller SERVICES
Accessibility Award Recipient

➔ 20+ years of experience in accessibility

➔ Launched first in-authoring accessibility testing with Macromedia Dreamweaver (now Adobe)

➔ Initiated partnerships with leading disability community organizations such as the American Foundation for the Blind, Access Works, and Helen Keller Services for the Blind

➔ Recognized as an industry leader in diversity, inclusion and accessibility

Your Presenters

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UsableNet

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Helen Keller Services

Agenda

- A Screen Reader Users Approach to a Website
- Demonstration of Screen Reader Usage
- Importance of Accessibility and Business Impact
- Q&A Session

Key Considerations

Purpose
- Clear and defined purpose
- User understanding of website capabilities

Structure
- Logical and consistent layout
- Familiarity compared to similar websites

Navigation
- Elements aiding screen reader navigation
- Smooth movement through the website
- Announcement of updated areas on user action

Content
- Clarity and comprehensibility of content
- Detailed instructions and descriptions
- Error messages and remedies
- Descriptive use of images to convey unique information

A Screen Reader User's Approach to a Website

Demonstration

- Structured elements like headers and logical layout are important for efficient navigation.

- Websites should have clear, defined purposes and comprehensible content.

- Effective use of assistive technologies enhances user experience for visually impaired users.

- Accessibility compliance benefits businesses and meets legal requirements.

- Real user feedback is crucial for identifying and removing barriers.

Key Takeaways

Q&A

Disclaimer

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