

# A WEB FOR EVERYONE

**james williamson | lynda.com**



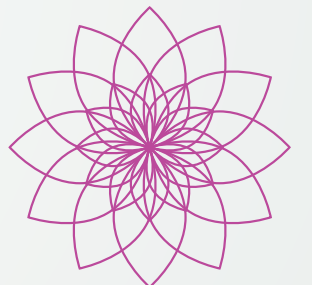
# Hello.

**I'm James Williamson**



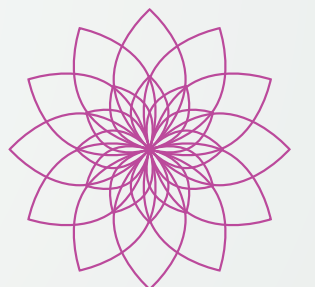
**lynda.com** | senior author

**@jameswillweb on the Twitter**



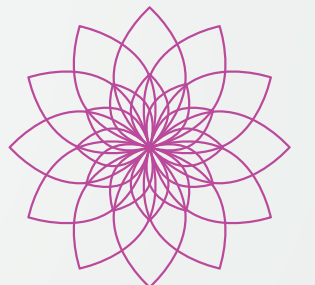
There's a chance this may be my last talk.

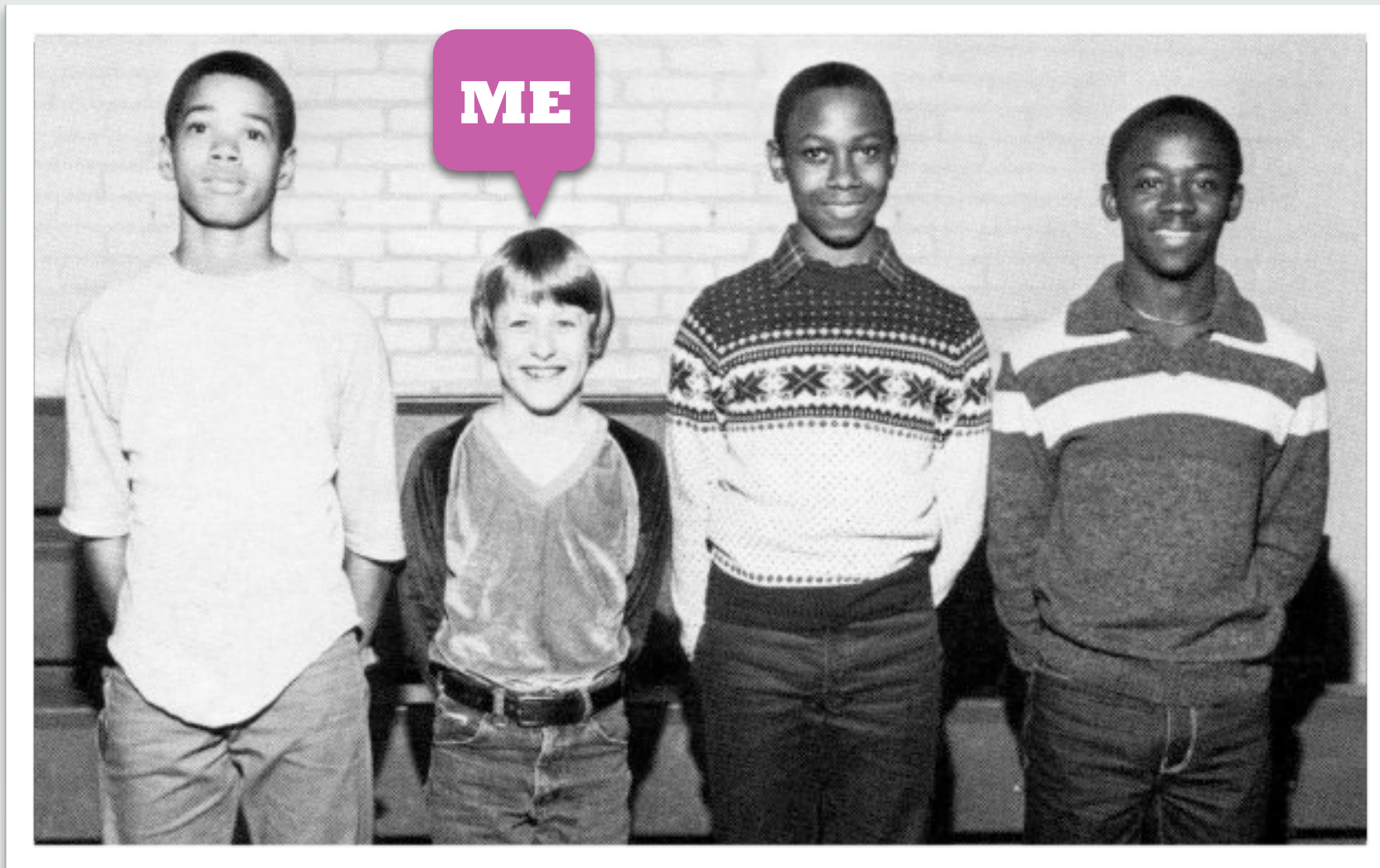
If so, I'd like to take this opportunity to talk  
about the **web**, and its future.



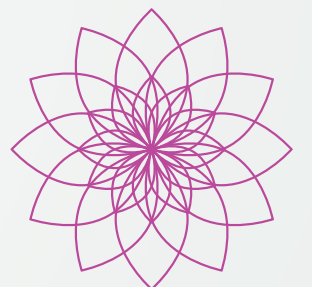
I think it's critically important that we continue to support an open, accessible web.

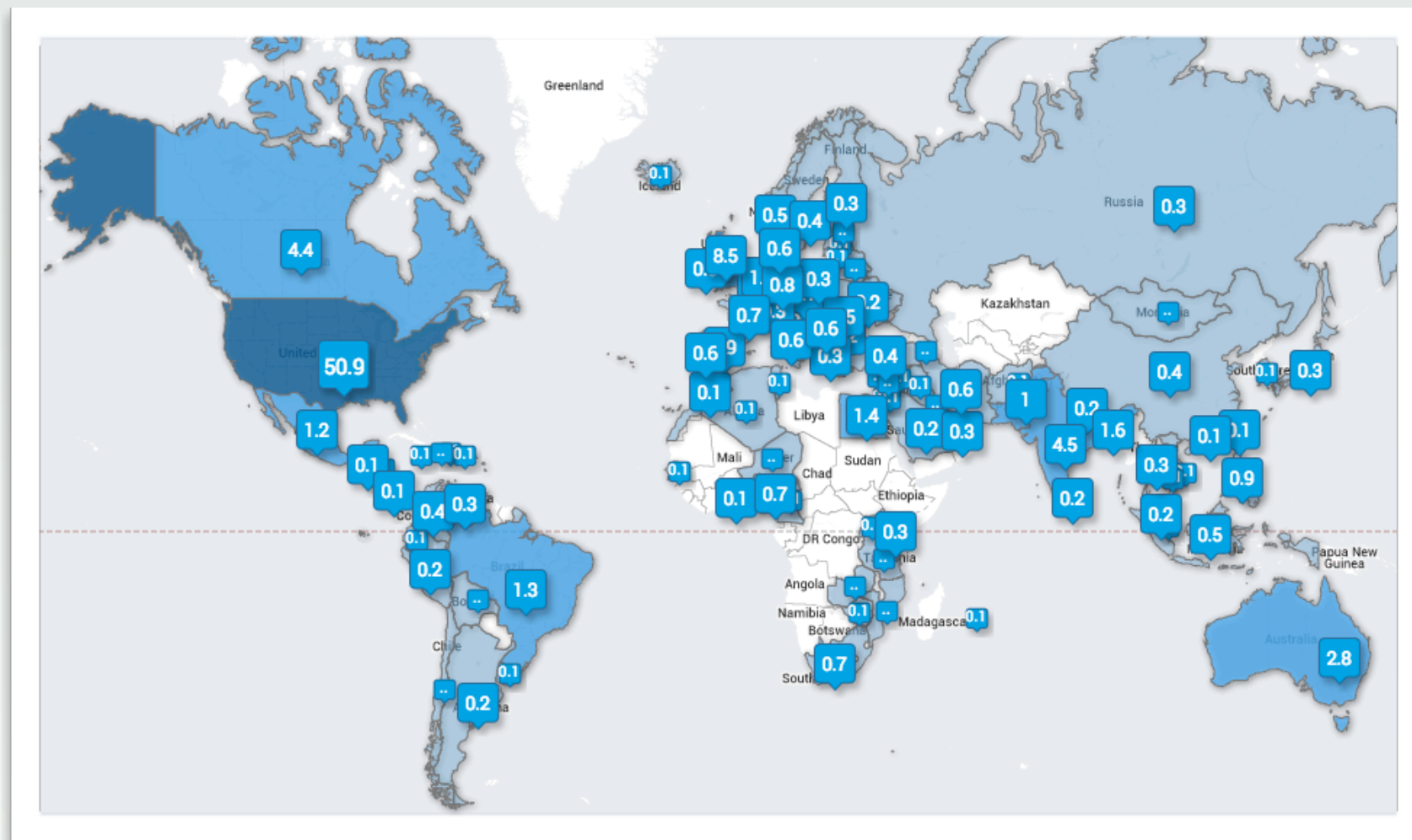
**A web for everyone**





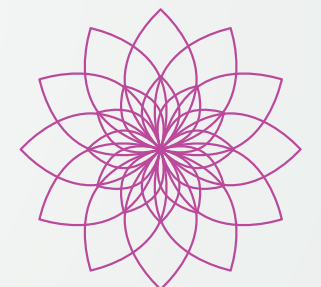
This is what cool looked like in 1981  
*no internet, no smart devices, and no idea of what was coming*





Now I have “friends” all over the world

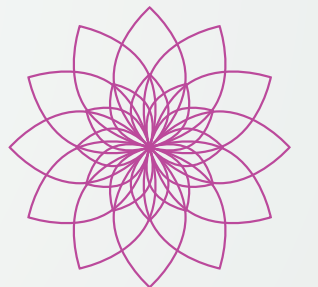
*distributed communities with few barriers to entry*



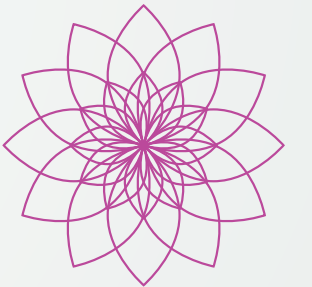




So of course we internet all the things

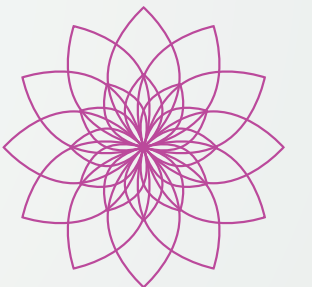


**the internet  $\neq$  the web**

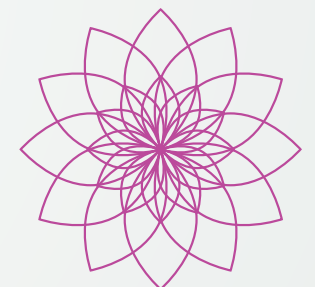




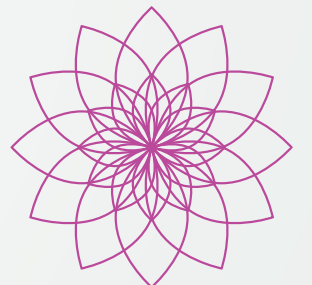
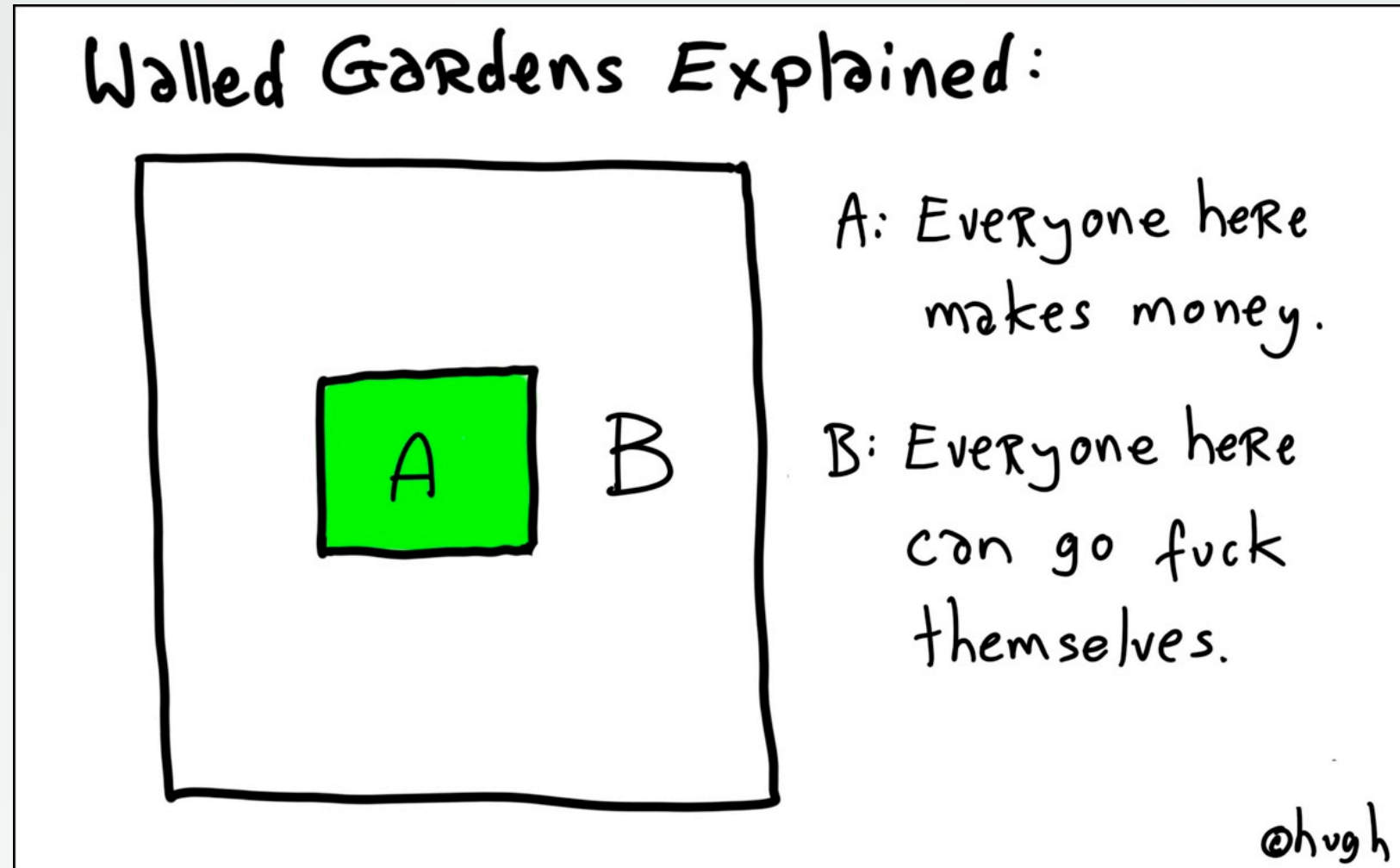
**the web, as we know it,  
is threatened**



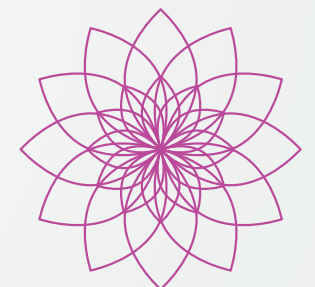
# The web is threatened by politics



# The web is threatened by corporate interests

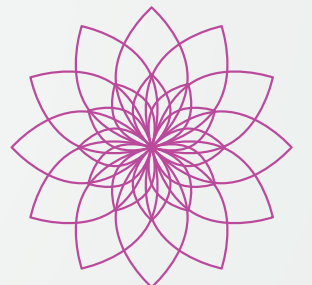


This is not exactly a new idea...





Perhaps the biggest threat is the shift to applications and “things”



# Potential issues

## **Linkability**

Will we still be able to link information together in intelligent ways?

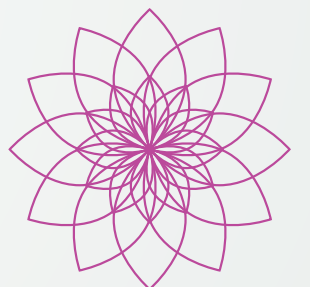
## **Discoverability**

Will that content be searchable and discoverable?

## **Accessibility**

Will that content still be accessible by everyone?

As content shifts, we need to ensure it remains open  
and accessible to everyone

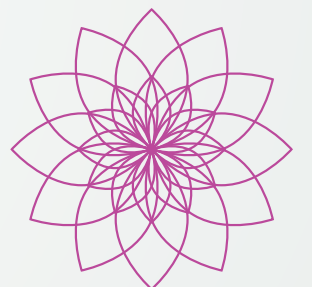




“Hey man, I’m just a designer/developer,  
what can I do?!”



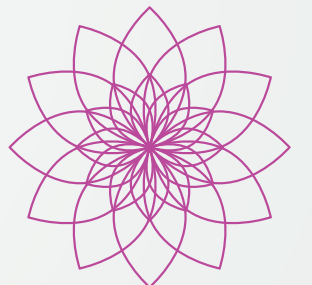
quite a lot, actually...



# Support Firefox

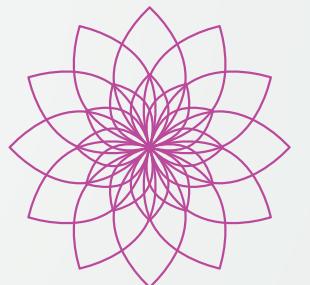


seriously



# Help move HTML forward

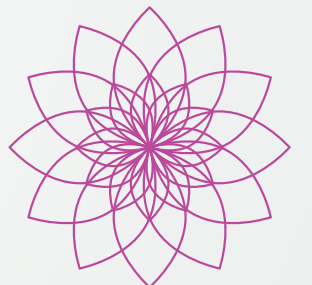
the slap-fight going on between  
**WHATWG** and **W3C** helps no one.



# Continue to push for better semantics

~~<hgroup>~~  
<header>  
<section>  
<article>  
<aside>  
<footer>  
<nav>  
<main> *new!*

Better, but is this really the best we can do?



# Accessibility can help

## **ARIA Landmark roles**

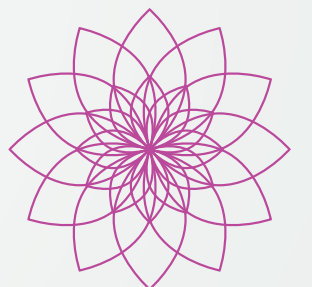
Already mapped to common UI elements and states

## **Forces us to think about content and interaction**

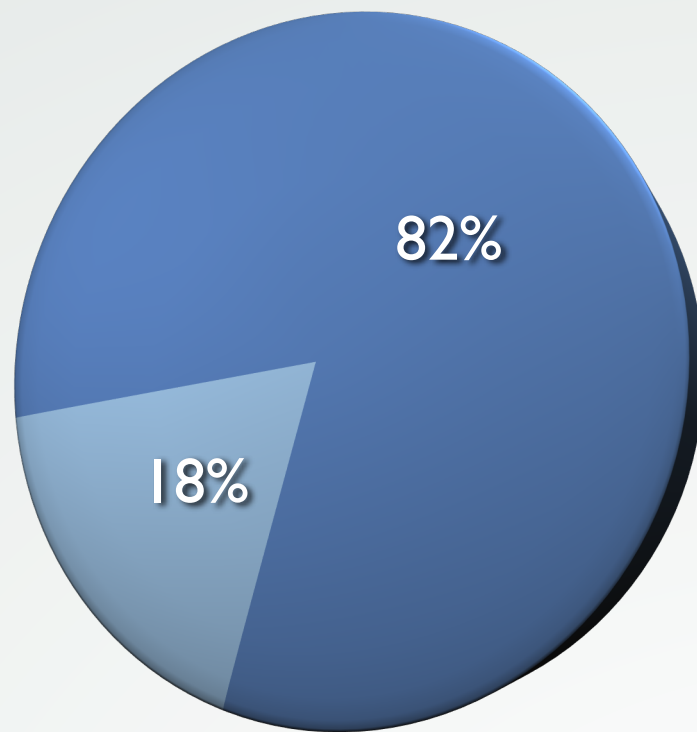
We should be able to better identify semantic needs

## **Bake it into HTML**

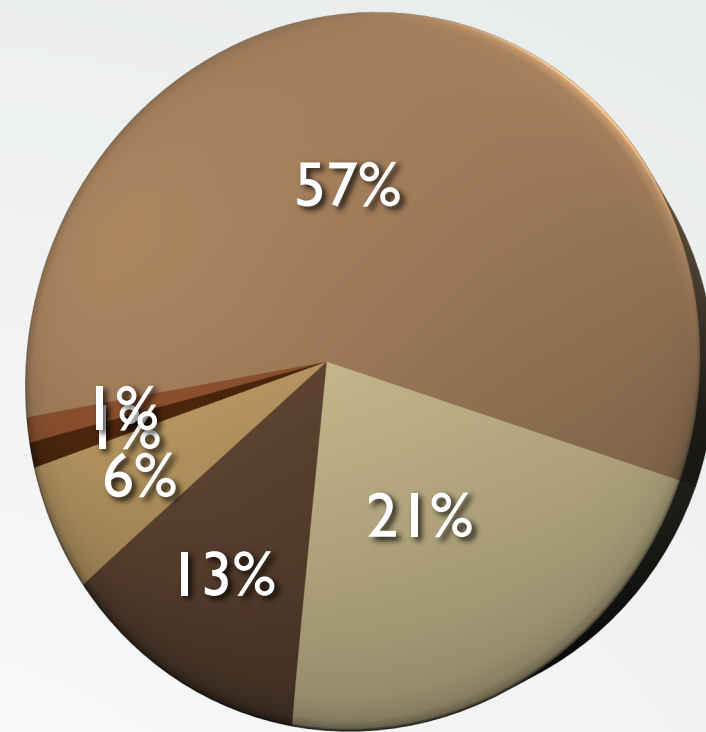
If we abstract our semantics, we risk the portability of our content



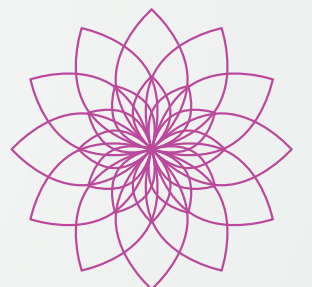
# Let's talk accessibility



- US Population
- Disabilities



- Chrome
- Firefox
- IE 11
- IE 8
- Android
- Safari





# It's not just vision

## **Visual**

Ranges from blindness to low-vision. Increasing as population ages.

## **Auditory**

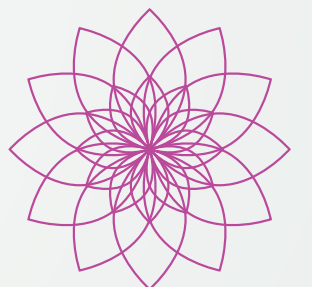
Closed captioning and alternates to sound-based interactions.

## **Motor**

Motor impairments which make it difficult to use typical input devices.  
May use specialized keyboards, eye trackers, or switch-based systems.

## **Cognitive**

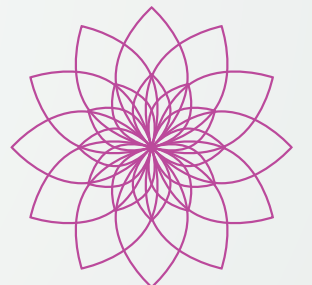
Conditions like Autism or dyslexia that can hinder the processing of information.



# This is Chris



Chris was born with cerebral palsy  
more importantly, he's a hell of a video editor



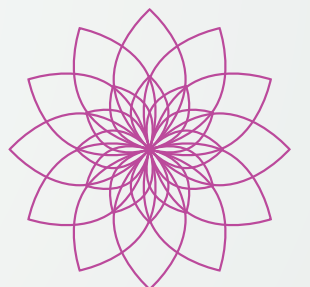
# What do you find frustrating about using the web?

“I think the main problem I have with websites is when I have to be quick with my mouse in order to click something, so if it is a slideshow and you have to click an animated object, or in some pop-up menus.

A good example is actually in the lynda.com video player when I am trying to change a setting such as quality or volume. When I’ve tried to change the quality, I struggle to get the mouse to a place before the menu disappears and I have to start over again.

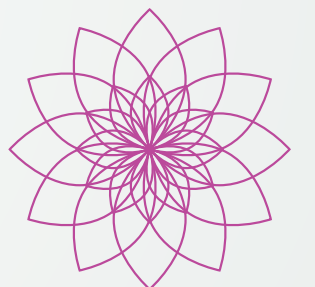
For me, a better way of doing this would be if the menu disappears only when I move the mouse out of the video player. Most of my issues are caused by me not being as agile with the mouse as most people are.”

- Christopher Hills



By making our sites accessible, we empower many people who wouldn't normally have access to that experience or information.

We help give people a voice who would otherwise be silent.



# A11y basics

## **Color**

Don't rely on just color to convey meaning.

## **Don't auto play video**

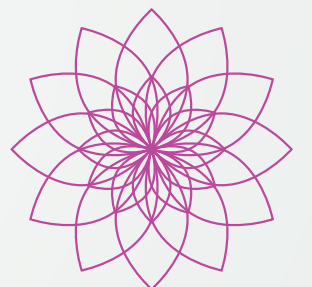
For the love of God. Please.

## **All controls should be keyboard accessible**

This is actually pretty easy. YOU have to mess it up.

## **Think through your interactions**

Make sure they're not hindering access





# A11y basics

## **Target size**

Make sure buttons and controls are easy to trigger.

## **Alt text and captions**

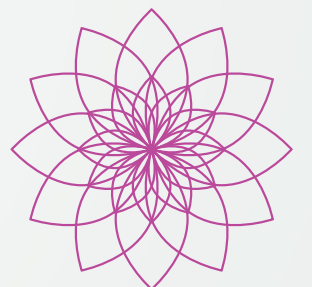
Make sure the things that should be labeled are labeled

## **Use ARIA Landmark Roles**

They're well-supported and enhance semantics

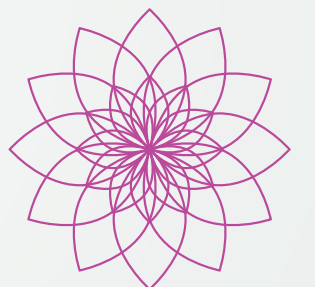
## **Be careful how you hide things**

Does the content still need to be accessible?





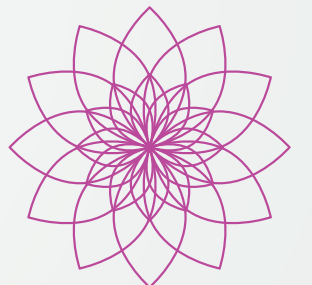
In the long run, making accessibility a core part of your default experience will help you **eliminate complexity** and build better sites.



# What else can you do?

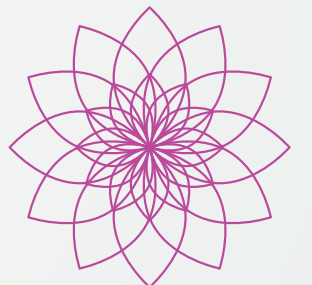


If you don't already, add your own voice



**Keeping the web open and accessible is important**  
As the people who build the web, we have a great deal  
of say in how it's built.

**Let's build a web for everyone.**





# THANK YOU

**jwilliamson@lynda.com**  
**@jameswillweb**

Want these slides?

**<http://www.slideshare.net/jameswillweb>**

