

A WEB FOR EVERYONE

james williamson | lynda.com



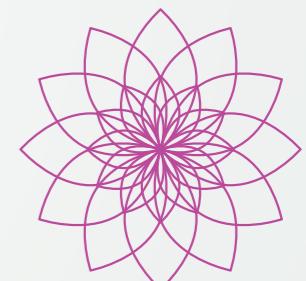
Hello.

I'm James Williamson



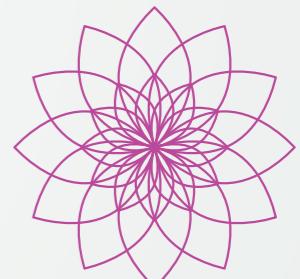
lynda.com | senior author

@jameswillweb on the Twitter



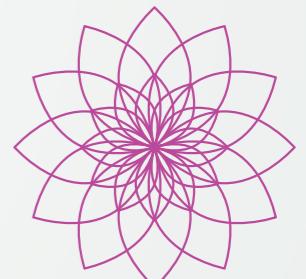
There's a chance this may be my last talk.

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





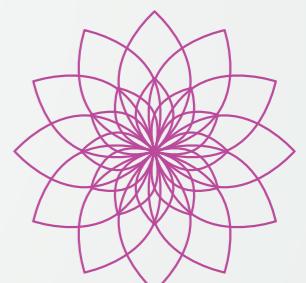
Now I have “friends” all over the world

distributed communities with few barriers to entry

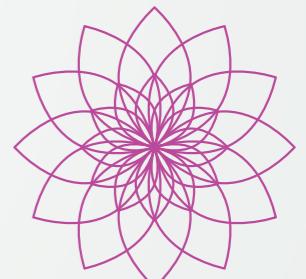




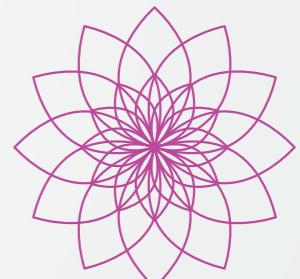
So of course we internet all the things



the internet ≠ the web



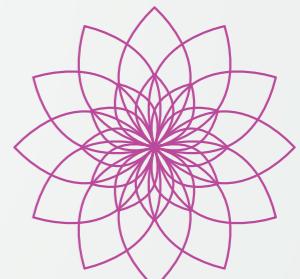
**the web, as we know it,
is threatened**



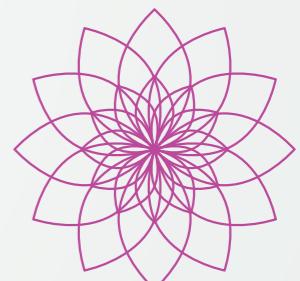
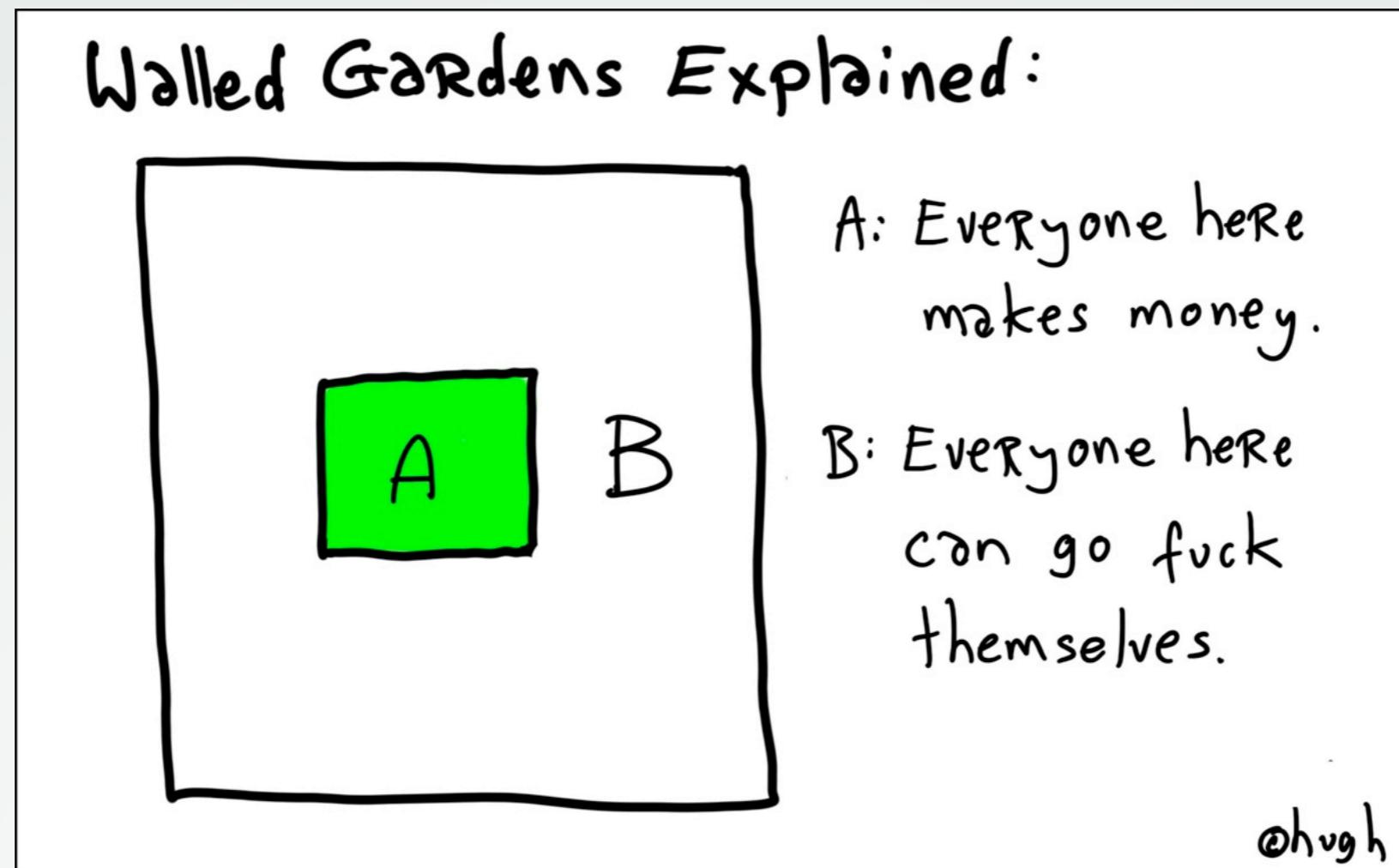
The web is threatened by politics



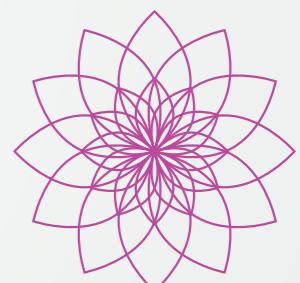
source: Gaping Void by Hugh MacLeod <http://gapingvoid.com/2006/10/13/walled-gardens-explained/>



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?

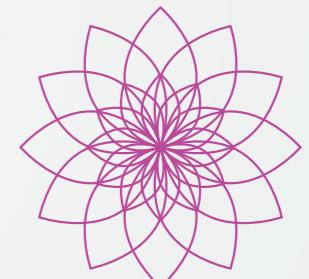
As content shifts, we need to ensure it remains open and accessible to everyone



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



quite a lot, actually...



Support Firefox

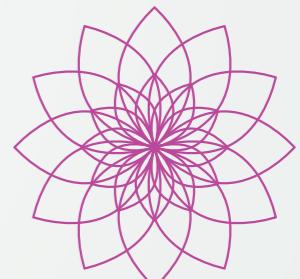


seriously



Help move HTML forward

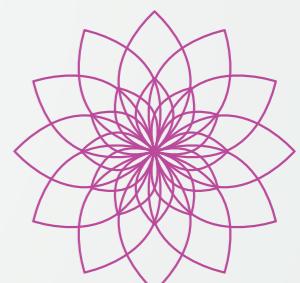
the slap-fight going on between
WHATWG and W3C **helps no one.**



Continue to push for better semantics

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

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



Accessibility can help

ARIA Landmark roles

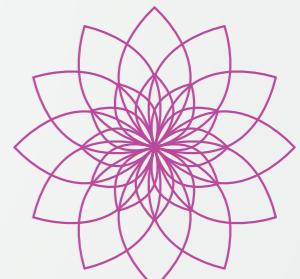
Already mapped to common UI elements and states

Forces us to think about content and interaction

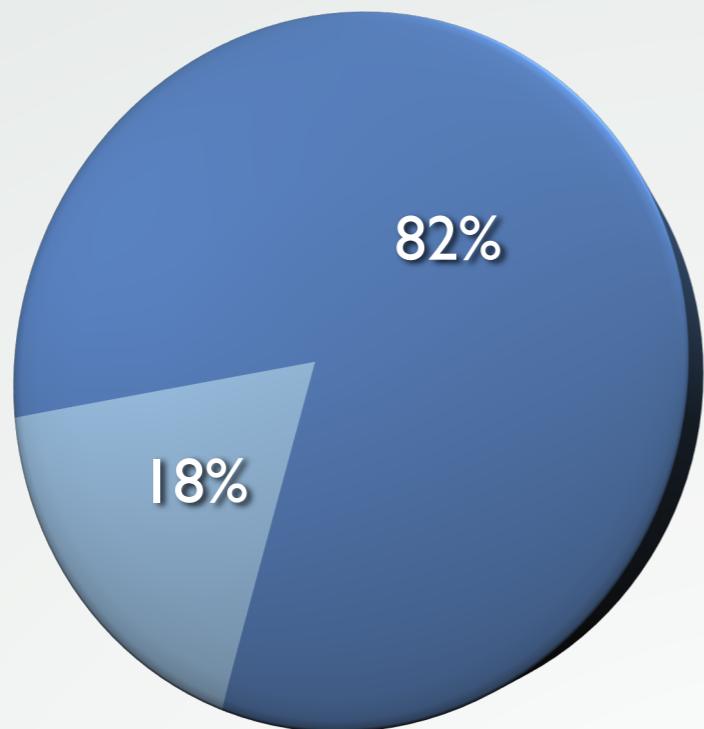
We should be able to better identify semantic needs

Bake it into HTML

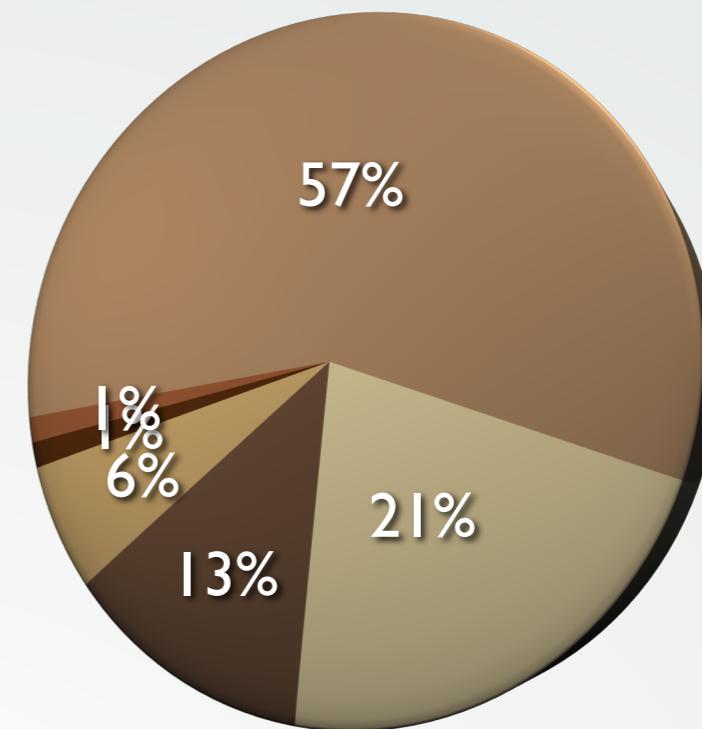
If we abstract our semantics, we risk the portability of our content



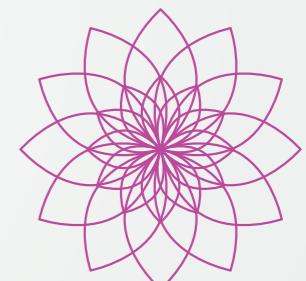
Let's talk accessibility



- 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

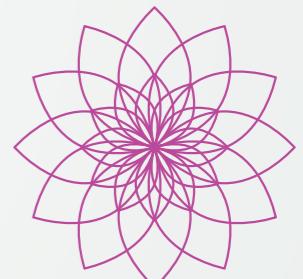
Closed captioning and alternates to sound-based interactions.

Motor

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

Cognitive

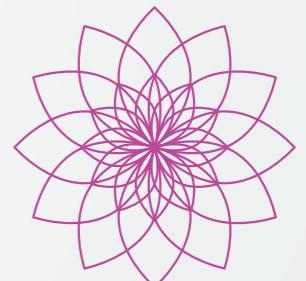
Conditions like Autism or dyslexia that can hinder the processing of information.



This is Chris



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



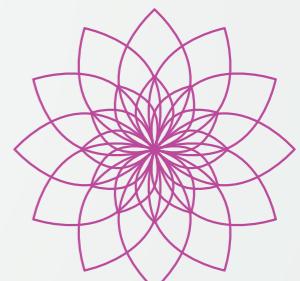
What do you find frustrating about using the web?

“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

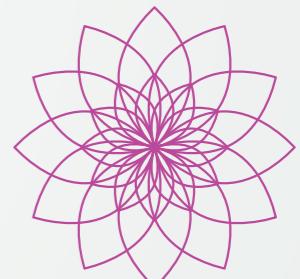
For the love of God. Please.

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

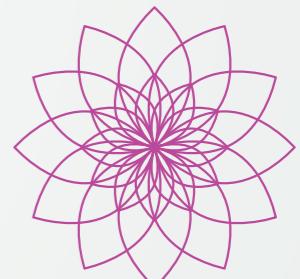
They're well-supported and enhance semantics

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?

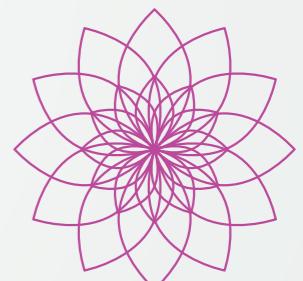


If you don't already, add your own voice



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

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