

All inclusive: how we pushed accessibility at XING

World Usability Day 2021
Hamburg, 11 November



READY FOR ADVENTURE





Accessibility itinerary

1. How you can get started
2. Tips on how to win people over
3. What you can do today



Diversity



Inclusion



Examples of situational accessibility issues

Touch



New parent

See



Distracted driver

Hear



Bartender

Speak

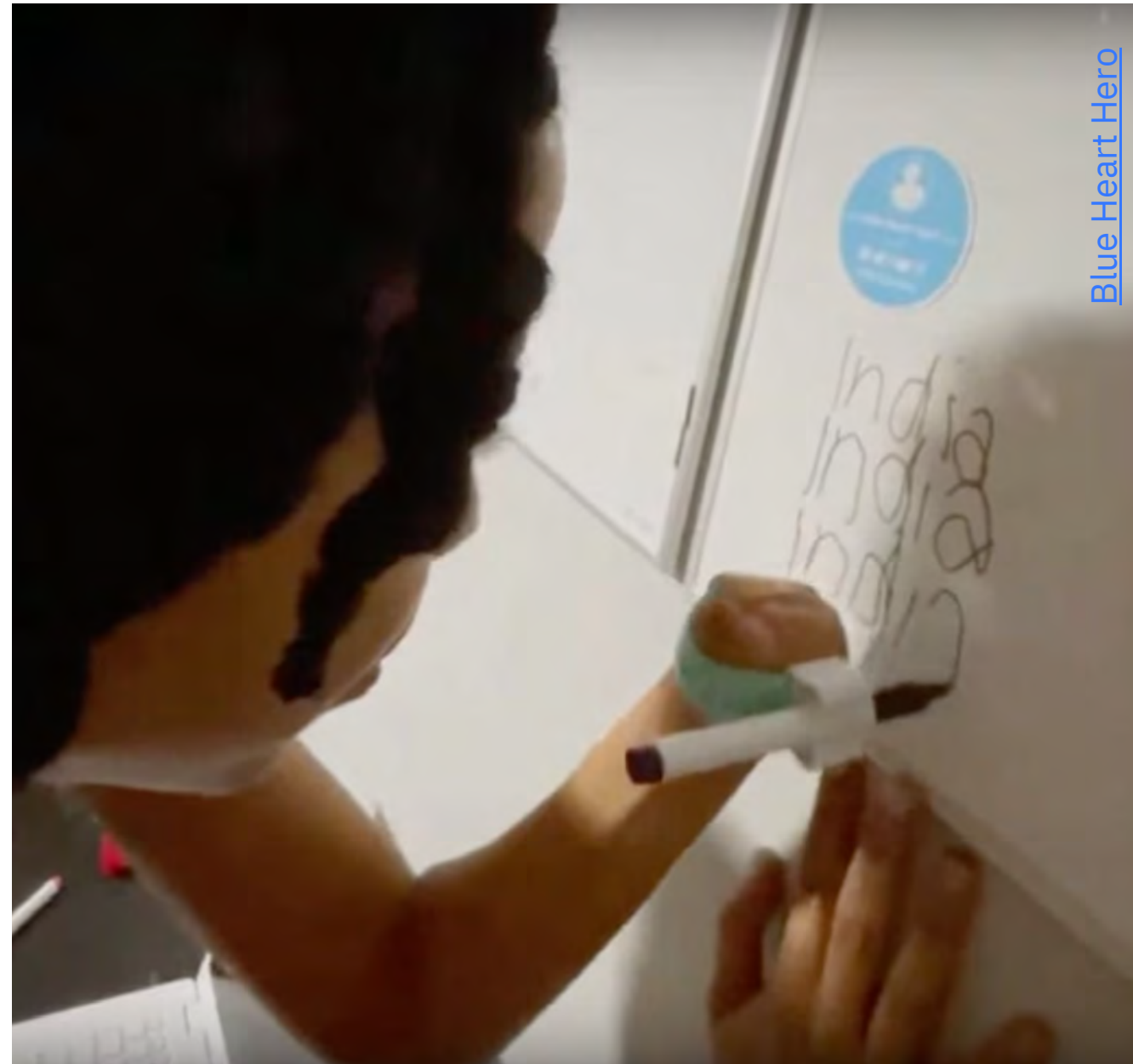


Heavy accent

Cognitive



Interruption,
distraction



"Fix the product, not the people."

Amin Hasani, Blue Heart Hero



Accessibility = Usability

Some souvenirs to show



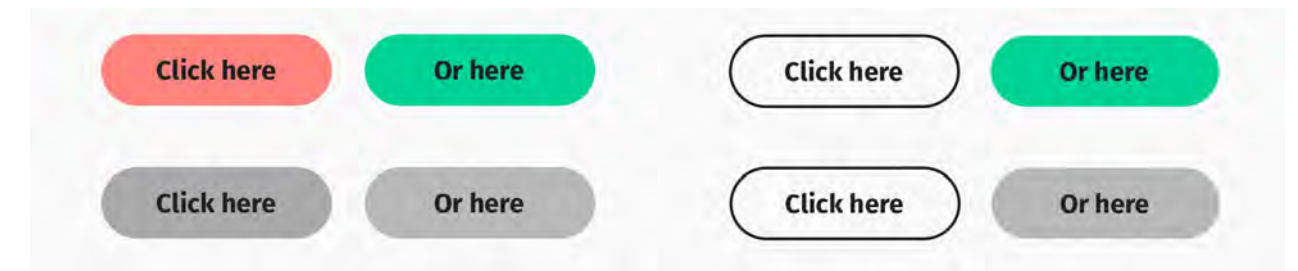
Low hanging accessibility fruits



Colours & contrasts



- Don't make **colour the only form of visual distinction** (try shapes, icons, text, different hues, etc.)
- Make sure **contrasts** comply with the **AA standard** as a minimum (that also means no colour copy)



Text structuring



- Structure your text with headings, paragraphs, lists, etc.
- Screen readers can only distinguish them if they're correctly tagged.

Headline text



Headline text



Alt texts



- Make it easy for teams to incorporate alt texts into their e-mails.
- Explore alt texts — what helps the story, what doesn't?



Happy person in their mid-20s working on their laptop in an open office space.

Plain language



- Use easy words.
- Write short sentences and paragraphs.
- No walls of text.







NO
WAY





**I alone can't change
the world.**





Stronger together

- Find like-minded people
- Form a group
- Educate yourself



Let's go!

Where?











**Stop looking
for experts**





**Better done
than perfect**

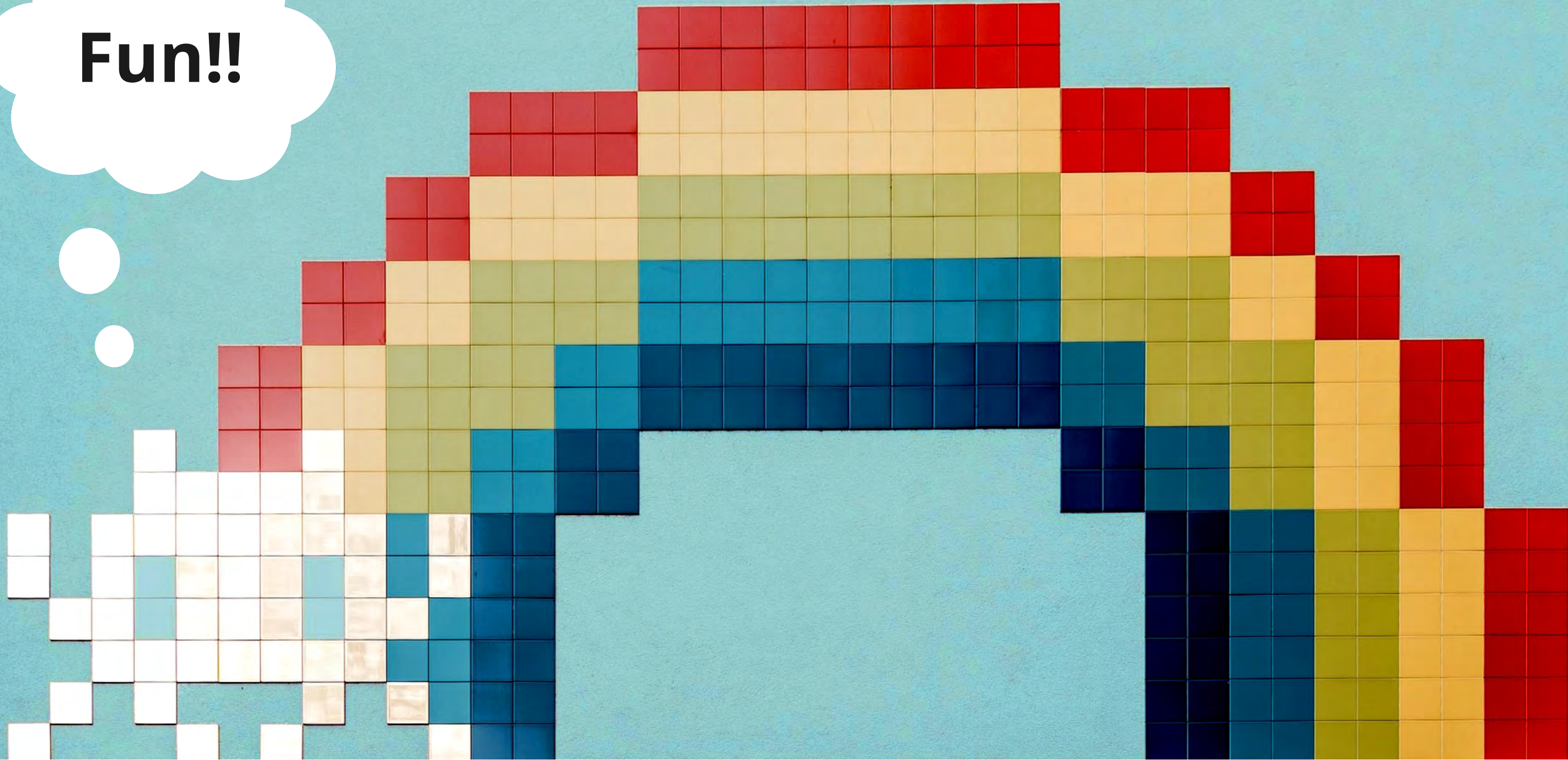


**We all make mistakes
and that's ok. We're all
learning.**





Fun!!





First wave



Second wave



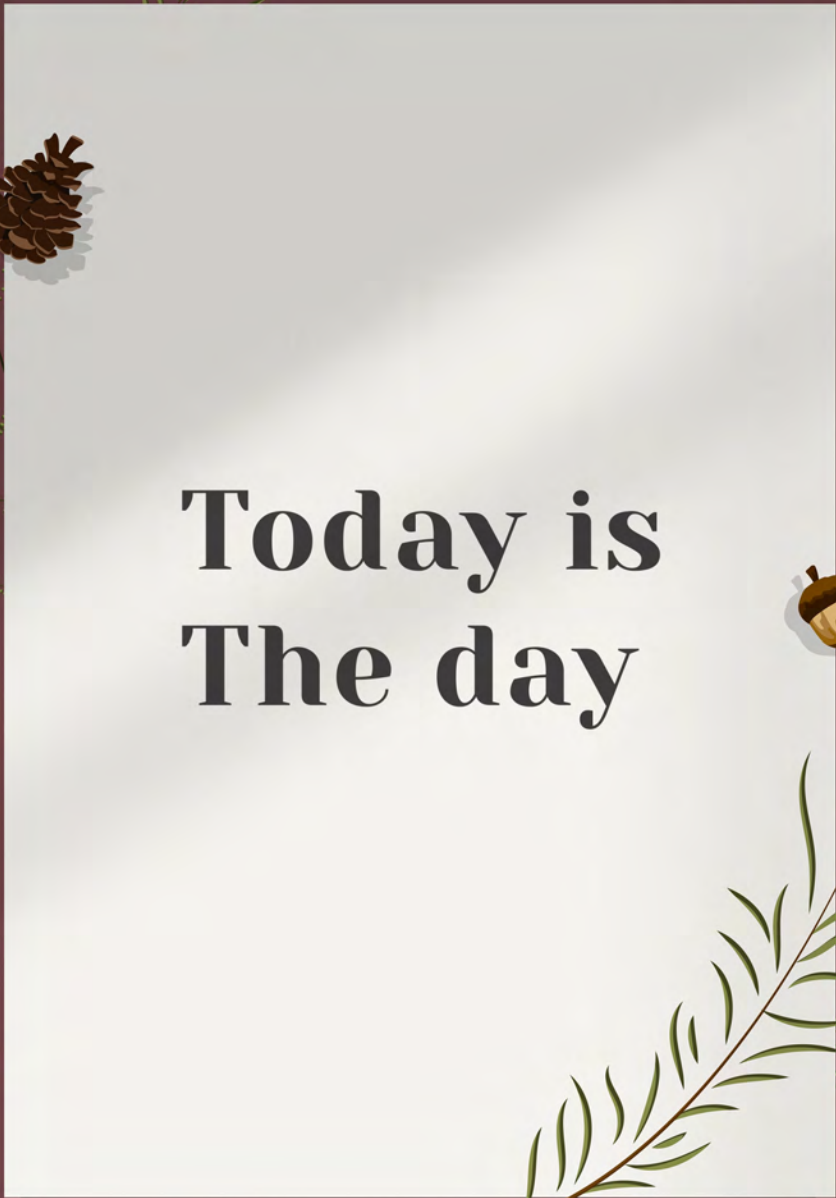
Third wave











**Today is
The day**

Step 1: Write down your target group.

Step 2: Select a metaphor.

Step 3: Find 3 counter-arguments for their concerns.



Thank you.

Over to you!