ACCESSIBILITY HEURISTICS, V1.4

10 GENERAL RULES OF THUMB FOR ACCESSIBLE DESIGN

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HEURISTICS

INTERACTION METHODS AND MODALITIES

Users can efficiently interact with the system using the input method of their choosing (i.e. mouse, keyboard, touch, etc.).

NAVIGATION AND WAYFINDING

Users can easily navigate, find content, and determine where they are at all times within the system.

STRUCTURE AND SEMANTICS

Users can make sense of the structure of the content on each page and understand how to operate within the system.

ERROR PREVENTION AND STATES

Interactive controls have persistent, meaningful instructions to help prevent mistakes, and provide users with clear error states which indicate what the problems are and how to fix them whenever errors are returned.

CONTRAST AND LEGIBILITY

Text and other meaningful information can be easily distinguished and read by users of the system.

LANGUAGE AND READABILITY

Content on the page can easily be read and understood by users of the system.

PREDICTABILITY AND CONSISTENCY

The purpose of each element is predictable, and how each element relates to the system as a whole is clear and meaningful, to avoid confusion for the users.

TIMING AND PRESERVATION

Users are given enough time to complete their tasks and do not lose information if their time (i.e. a session) runs out.

MOVEMENT AND FLASHING

Elements on the page that move, flash, or animate in other ways can be stopped, and do not distract or harm the users.

VISUAL AND AUDITORY ALTERNATIVES

Purely visual or auditory content that conveys information has text based alternatives for users who can't see or hear.

Deque - Wireframes - v3

Products Individual

HEADER

Services Tools Training

Overview | **Automated Testing** WorldSpace Attest | **Manual Guided Testing** WorldSpace Assure | **Monitoring & Reporting** WorldSpace Comply | **Urgent Remediation** Amaze | **Open Source Toolkit** Axe

WorldSpace Attest

An automated testing tool for both front and back-end developers.

1.0

Based on a powerful and low-impact JavaScript rules library that runs on your local development server in the same browser as your functional or unit tests.

Try It Now | Pricing

Screenshot or narrated video demo.

TRUSTED BY THE WORLDS MOST TRAFFICKED WEBSITES

2.0

3.0

Problems WorldSpace Attest Solves

Slow, Manual Testing
Automated tests flags accessibility errors during the development without manual effort.

Looking up Accessibility Fixes
Solutions to accessibility problems are presented directly within reports.

Bugs After Releases
Easily find and fix 50% of accessibility errors before development is complete.

New Tool Learning Curves
Integrates with your existing testing and tracking tools such as JIRA, HP ALM, Selenium, Cucumber QUnit and more.

False Positives
Built to ensure there are no false positives. Every flag raised is an issue to be corrected.

Bugs After Releases
Easily find and fix 50% of accessibility errors before development is complete.

4.0

Where does WordSpace Fit in the Development Cycle

BACKLOG | DESIGN | DEVELOP | TEST | RELEASE

WORLDSPACE ATTEST

WorldSpace Attest is perfect for automated testing while new code is being written.

5.0

Who is WorldSpace Attest For?

FRONT-END DEVELOPERS

Use the WorldSpace Attest browser extension to run a quick accessibility test anytime you'd like.

BACK-END DEVELOPERS

Use the WorldSpace Attest browser extension to run a quick accessibility test anytime you'd like.

COMPONENT DEVELOPERS

Use the WorldSpace Attest browser extension to run a quick accessibility test anytime you'd like.

TEST ENGINEERS

Use the WorldSpace Attest browser extension to run a quick accessibility test anytime you'd like.

6.0

WorldSpace Attest Helps You **Shift Left**

In the past addressing accessibility was typically left to the very end of an iteration. We've found that this is the most time consuming, most expensive and least reliable approach. Shifting the focus accessibility left (upstream) into smaller, more frequent work, reduces the time and cost of accessibility while also reducing errors.

More About Shift Left | ROI Calculator

7.0

How WorldSpace Attest Works

Screenshot

Overview

Testing Integration

Browser Extension

Reporting & Issue Tracking

Customization

Security

Donec ullamcorper nulla non metus auctor fringilla. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

8.0

Case Study

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec sed odio dui. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Nullam id dolor id nibh ultricies vehicula ut id elit.

120 STAT | **102** STAT | **74** STAT

"Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec sed odio dui. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus."

-- Client Name, Company

Read More

9.0

Why Use Deque Tools?

No False Positives | By Developers, For Developers | Enterprise Secure

Our tools are built by developers, for developers. They are accessibility tools by accessibility experts. We understand the needs of modern web development workflows and have built our tools accordingly.

Learn more about how we build our tools »

12

Integrates into the environment of your choice

10

Interested in WorldSpace Attest?

Here's how you can learn more.

Pricing | Try It Now | Contact Us

11

Not Sure What Tool to Use?

We have three ways to find out exactly what you need to become accessible.

Should I be Using a Tool?
Sometimes a tool is not the best place to start. Knowing more about accessibility or what you have to fix might actually be more effective long term.

Do I Need a Tool?

Tool Questionnaire
Answer these five questions and we'll make a recommendation for what tool you should consider.

Get Started

Reach Out
We'd love to discuss your needs and make tailored recommendation. Contact us via phone or e-mail.

Contact Us

1. **Primary Messaging**
   A brief introductory description of the product to reenforce that users have arrived on the right page. If possible a narrated video is a compelling way to give users an understanding of what a tool looks like, how it works and it's benefit.

   Demo and pricing calls to action. Based on our previous experience designing pages that sell software to developers, trying a demo and learning about pricing are the two most acted upon buttons.
2. **Customer Logos**
   Companies that use said product. Establishes credibility and scale.
3. **Problems Solved**
   The common problems that a given product solves. Appeals to users who arrive on the page thinking more about what they're trying to accomplish than their role (designer vs developer, etc...)
4. **Lifecycle Fit**
   An infographic depicting where a product fits within a typical development sprint or life cycle.
5. **Role Fit**
   A breakdown of common roles that are a good fit for the given product. Appeals to users who have been tasked with finding a solution but are unsure of what problems specifically need solving or where in the life cycle the product should fit. More suited towards managers than developers.
6. **Shift Left**
   A call out describing how Deque (and this product) helps you Shift Left and why it's more effective than addressing accessibility after the fact.
7. **How it Works**
   A dynamic section that walks a user through how the product works with screenshots, diagrams and descriptions. Appeals to users who don't want to watch a video (in masthead) but want to get a better idea of the product before they try a demo.
8. **Case Study**
   Add credibility by showcasing an example of where the product was used within an organization and the outcomes.
9. **Differentiators**
10. **Primary Call to Action**
    Give the user three ways to express interest. Use the pricing calculator, start a demo or contact Deque for more information.
11. **Guided Navigation**
    If a user has scrolled past the final call to action they are likely unsure if this tools is right for them. Offer three ways to learn more and find (or confirm) the right solution.
12. **Integrations (logos)**
    Logos of the platforms that Deque products integrate with.

Creator **Ross Johnson**
Modified **Thu Oct 19 2017**

CONTINUED ON ADJACENT PANE

Web Accessibility Quick Checklist for Designers, v0.4

No.	Heuristic	Statement	Checkpoints	Rating			
				★	✔	✖	N/A
1	INTERACTION METHODS AND MODALITIES	Users can efficiently interact with the system using the input method of their choosing (i.e. mouse, keyboard, touch, etc.).	Are any of the interactions designed to be mouse specific?				
			Is every functionality designed to be fully keyboard accessible?				
			Are features designed to be fully functional using touch screens?				
			Are the design interactions realistic from a tabbing, touch or voice perspective?				
			Can the design interactions be operated through voice commands?				
			Is the number of tab stops limited by combining adjacent links?				
			Are target areas and calls to action set to be at least 44x44 pixels?				
2	NAVIGATION AND WAYFINDING	Users can easily navigate, find content, and determine where they are at all times within the system.	Is there a clear, visible indicator set on all active elements as they receive focus?				
			Does the page have meaningful title text, with page-specific information going first?				
			Are the page title element and H1 the same or similar?				
			Does the page have meaningful headings for each major section?				
			Can the links' purpose be defined from link text alone, or their immediate context?				
			Is a "skip link" provided as the very top of the page, and is it revealed on focus?				
			Does the organization of navigational elements facilitate wayfinding?				
3	STRUCTURE AND SEMANTICS	Users can make sense of the structure of the content on each page and understand how to operate within the system.	Is content that looks like headings defined as such?				
			Is the heading structure hierarchy skipping any levels?				
			Is information conveyed through sensory characteristics also supported in text?				
			Are navigation mechanisms structured using lists?				
			Are data tables clearly assigned header columns and/or rows?				
			Do groupings of form elements share a common group label?				
			Are all form controls assigned a visible, meaningful text label?				
4	ERROR PREVENTION AND STATES	Interactive controls have persistent, meaningful instructions to help prevent mistakes, and provide users with clear error states which indicate what the problems are - and how to fix them - whenever errors are returned.	Are labels and instructions worded in text, to provide users with adequate support?				
			Are labels and instructions displayed in close visual proximity to their controls?				
			Are form errors indicated in ways that don't rely on sensory cues alone?				
			Are persistent, visible labels specified on all form controls?				
			Are required fields identified as such in the label text?				
			Are inline error messages provided, with suggestion on how to fix them?				
			Are users expected to remember data from one page to another?				
5	CONTRAST AND LEGIBILITY	Text and other meaningful information can be easily distinguished and read by users of the system.	Is information conveyed by means other than just color alone?				
			Is the foreground/background contrast ratio of text at least 4.5:1 (3:1 for large text)?				
			Is link text copy assigned a contrast of at least 3:1 against its surrounding text?				
			Is the foreground/background contrast ratio of meaningful graphics at least 3:1?				
			Is the design exempt of images with embedded text in them?				
			Is line-spacing set to at least 1.5 in paragraphs, and twice as much between them?				
			Are the selected typefaces easy to read and do they render properly on mobile?				
6	LANGUAGE AND READABILITY	Content on the page can easily be read and understood by users of the system.	Are changes in language within the page specified for assistive technologies?				
			Is content designed using multiple levels of headings and subheadings?				
			Is content designed in short blocks of text that are easier to manage cognitively?				
			Are headings and form labels worded so they are meaningful to users?				
			Are important points formatted into lists that are easy to scan visually?				
			Is the content made easier to understand by leveraging plain language principles?				
			Is sufficient padding and leading provided to make content easier to read?				
7	PREDICTABILITY AND CONSISTENCY	The purpose of each element is predictable, and how each element relates to the system as a whole is clear and meaningful, to avoid confusion for the users.	Are users informed when setting focus on a control triggers a change of context?				
			Are users informed when providing input triggers a change of context?				
			Are repeated navigation patterns consistently presented throughout the interfaces?				
			Are recurrent functionalities consistently identified throughout the interfaces?				
			Does the design support both portrait and landscape orientations?				
			Are functionalities and features designed to be easily discoverable?				
			Does the design minimize the number of steps required to complete an action?				
8	TIMING AND PRESERVATION	Users are given enough time to complete tasks and do not lose information if their time (i.e. a session) runs out.	Are users provided with a mechanism to ask for time extensions ahead of time?				
			Are upcoming session timeouts clearly identified as such in the design?				
			Can users turn off, adjust or extend time limits when sessions are about to run out?				
			Does the design offer options to postpone or suppress interruptions?				
			Can users request content updates, instead of content being updated automatically?				
			Is there a mechanism to allow data recovery after users re-authenticate?				
			Can users save data while filing out forms, so it can be used after re-authentication?				
9	MOVEMENT AND FLASHING	Elements on the page that move, flash, or animate in other ways can be stopped, and do not distract or harm the users.	Can moving or animated content be paused, stopped, or hidden?				
			Can auto-updated content be fully controlled by the users?				
			Can the rate at which content is auto-updated be controlled by the user?				
			Are video and audio files not set to auto-play?				
			Is audio volume adjustable via a visible control?				
			Are there any flashing or blinking effects faster than 3 times per second?				
			Are users required to react quickly to information or user interface features?				
10	VISUAL AND AUDITORY ALTERNATIVES	Purely visual or auditory content that conveys information has text-based alternatives for users who can't see or hear.	Are informative images provided with meaningful alt text describing their content?				
			Are active images provided with meaningful alt text describing their purpose?				
			Are decorative images identified so they can be ignored by assistive technologies?				
			Are complex images given alt text and an extended full text description?				
			Is a transcript placeholder designed for audio-only and video-only content?				
			Are synchronized captions provided for pre-recorded videos?				
			Are audio description tracks provided for pre-recorded videos?				