



# CheckEngine USA

web site tune-ups & overhauls

Usability, Standards, Accessibility  
and More

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## Agenda

- What We Do
- Challenges
- Usability, Standards, Accessibility
- Other Topics
- Resources



## What We Do

- Web site tune-ups and overhauls
- Web site creation
- Hosting
- Consultation
- Specialties
  - Usability
  - Standards
  - Accessibility



## Challenges

- **Usability**  
Many people think there's nothing to it.
- **Standards**  
People have heard of it, but are not familiar with what it's all about.
- **Accessibility**  
Most people don't know what it is (including developers), and many who do don't fully understand it.

# Usability

Usability is the measure of the quality of a user's experience when interacting with a product or system.

“Usable” web sites are:

- Quick and easy to learn
- Efficient to use
- Easy to remember
- Enjoyable to use
- Aesthetically pleasing
- Allow rapid recovery from errors

# Usability

According to Steven Krug ([www.sensible.com](http://www.sensible.com)), every page should have:

- Site ID (logo)
- Page name/title
- Sections and subsections
- Local navigation
- “You are here” indicator (in menu or breadcrumbs)
- Search function



Dennis says, “Don’t forget your address and/or contact information on every page!”



## Standards

- Adhere to the world's standards and guidelines set by the World Wide Web Consortium (W3C).
- Separate content from design.
- Most web sites are HTML Soup—a sloppy mix of old, new, and proprietary code. Yuck!



## Standards

- Future-proofs your web site
- Backward compatibility (for older browsers)
- Better printing capabilities
- Increased speed and reduced bandwidth costs
- Quickly and easily change appearance
- Improved search engine placement (SEO)
- Delivery to multiple devices
- Better accessibility

# Accessibility

An accessible web page provides content that is available to any user with any browser or platform.

The major factors driving the need for accessibility are:

- Users with disabilities (visual, auditory, motor, cognitive)
- Inexperienced web users
- Users with limited technology
- May be legally required (Section 508 in U.S.)



Dennis says, "Providing an accessible web site shows that you're socially responsible"

# Accessibility

## Benefits of Accessibility

- **Provides equal access** and equal opportunity to people with disabilities (visual, hearing, motor, cognitive).
- **Increases potential use** by more people—expands potential market share.
- **Increases positive image.**
- **Possibly avoid significant legal costs.**
- **Decreases cost** of having to provide information in alternative media formats such as alternative web sites, print publications, embossed Braille, computer disks.

## Other topics

- Search Engine Optimization (SEO)
- Blogs & Podcasts
  - WebAxe – Practical web accessibility tips  
<http://webaxe.blogspot.com>
  - Boagworld  
[www.boagworld.com](http://www.boagworld.com)
- Wikis
  - Wikipedia  
[www.wikipedia.com](http://www.wikipedia.com)
  - Podcaster's Wiki  
[www.podcasterswiki.com](http://www.podcasterswiki.com)

## Resources

- CheckEngine USA  
[www.CheckEngineUSA.com](http://www.CheckEngineUSA.com)
- World Wide Web Consortium (W3C)  
[www.w3.org](http://www.w3.org)
- WebAIM (web accessibility in mind)  
[www.webaim.org](http://www.webaim.org)
- Usability.gov  
[www.usability.gov](http://www.usability.gov)



# Homework

Go to your web site and answer the following questions.

- Is the content up to date?
- Can you tab through all the links?
- Is the text resizable? (In menu, select View/Text Size.)
- Is your logo and contact information consistently placed on all pages?
- Is the navigation consistent and easy to use?
- Do the web pages have accurate titles and headings?
- Do the pages load quickly on a modem internet connection?
- Are the pages printer-friendly?
- Does the site appear and function relatively the same in different browsers (Internet Explorer/Firefox/Netscape) and platforms (Windows/Mac)?
- Do data tables have headings?
- Is there a site map?
- Is there a "You are here" indicator?
- Is there a search function?
- Is the site aesthetically pleasing?
- Do all of the images have alternative text?
- Are the form elements properly labeled?