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## Web for All – An Accessibility Website

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WEB FOR ALL – AN ACCESSIBILITY WEBSITE

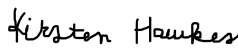
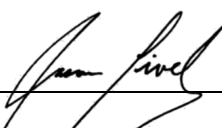

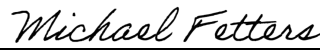
by

Kirsten Hawkes

Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Arts in Art and Design, Web and User Experience Emphasis  
at  
Lindenwood University

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WEB FOR ALL – AN ACCESSIBILITY WEBSITE

A Thesis Submitted to the Faculty of the Art and Design Department  
in Partial Fulfillment of the Requirements for the  
Degree of Master of Arts  
at  
Lindenwood University

By

Kirsten Hawkes

Saint Charles, Missouri

May 2022

## **ABSTRACT**

Title of Thesis: Web for All – An Accessibility Website

Kirsten Hawkes, Master of Arts/Art and Design, Web and User Experience Emphasis, 2022

Thesis Directed by: Dr. Jason Dude Lively

This project focuses on how to improve awareness and implementation of web accessibility. The primary focus of the webforall.tech website is to provide a guide of best practices for web accessibility and a list of resources. The aim of the project is to create a website that provides UX designers and developers with the tools to design with accessibility in mind. Furthermore, the project involves testing the website with a survey and usability testing sessions to inform the updates and improvements implemented.

### **Acknowledgements**

I'd like to acknowledge Stephen Hawkes for all of his help and support throughout the coding process. Thank you, Stephen!

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## Introduction

*“The one argument for accessibility that doesn’t get made nearly often enough is how extraordinarily better it makes some people’s lives. How many opportunities do we have to dramatically improve people’s lives just by doing our job a little better?”* – Steve Krug, Information Architect and Author of *Don’t Make Me Think: A Common Sense Approach to Web Usability*

Most resources in modern society have gone digital. With the digital frontier’s forefront come many challenges, not just for UX designers and developers, but also for the internet’s users: specifically, those that don’t fit the stereotypical mold. As of 2018, over 56 million people in the United States and over 1 billion people worldwide live with a disability (Stanley, 2018, para. 7). In the UK alone, 10% of the adult population was digitally excluded from the internet in 2018 as a result of persons being either unable or unwilling to access information and online services (Niyiawosusi, 2020, para. 5). With so much of the world going digital, and especially in the light of the shift to the digital world in light of the Covid-19 pandemic, it is imperative that all persons have access to digital resources, regardless of their abilities.

Unfortunately, it is common for websites and apps to not be designed with accessibility in mind. One of the reasons for this is that many companies and individuals believe it is too difficult to design with accessibility guidelines, or they believe following specific accessibility rules will be expensive (Stanley, 2018, para. 2). However, in 2017, at least 814 website accessibility lawsuits were filed in federal and state courts (Vu et al., 2019). Lawsuits, resulting in legal expenses and damage to brand image, could have been avoided by these companies if they had invested a little more time and research to solve their website problems or if they had



designed for web accessibility from the start. Web for All is a web-based resource for UX/UI Designers to find, learn, and implement design decisions that keep accessibility at the forefront of the web building process. This site started out as a concept for the Graduate Seminar I class. The project quickly developed into a full-fledged website to house the best practices guide and resources created and gathered throughout the duration of the author's graduate studies in UX Design. Once the design process and coding process of the site were completed, the site was tested with users via survey and usability interviews. The valuable qualitative feedback was then used to implement website updates. The objective of this website is to provide a resource to the UX Community that will provide easier access to resources, practices and serve as an example of accessible design itself.

## Literature Review

# Best Practices

## 1. Color Contrast

Although it seems like color contrast is number #1 on everyone's guide to accessibility, it is still a commonly overlooked problem. The World Health Organization estimated in 2018 that 217 million people had moderate to severe vision impairments (Stanley, 2018, para. 10). People with low vision have a difficult time differentiating text from background if the contrast is too low.

The contrast ratio between text and its background should be **4.5.1** in order to conform to level AA W3C Web Content Accessibility Guideline standards (Stanley, 2018, para. 11). With larger font sizes (**at least 18 pt**) the minimum contrast ratio goes down to **3.1** (Stanley, 2018, para. 11).

The [WebAIM color contrast checker](#) is probably the most popular tool for checking contrast ratios. One can input the hex digits for the colors to be checked, and the checker will tell one whether or not they meet conformance levels A, AA, or AAA.

# Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

The screenshot shows the WebAIM Contrast Checker interface. It features two color selection panels: 'Foreground Color' with hex code #3C3C3B and a lightness slider, and 'Background Color' with hex code #85BAA1 and a lightness slider. To the right, a green-bordered box displays the 'Contrast Ratio' as 5.01:1. Below this, a yellow button labeled 'permalink' is visible.

## Normal Text

WCAG AA: **Pass**  
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

## Large Text

WCAG AA: **Pass**  
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

## Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input

**Figure 1:** WebAIM's color contrast checker

[EightShapes Contrast Grid](#) is a really helpful tool for when one wants to contrast test several colors at the same time. It also lets one test multiple combinations all at once, as well as copy the grid's HTML and CSS.

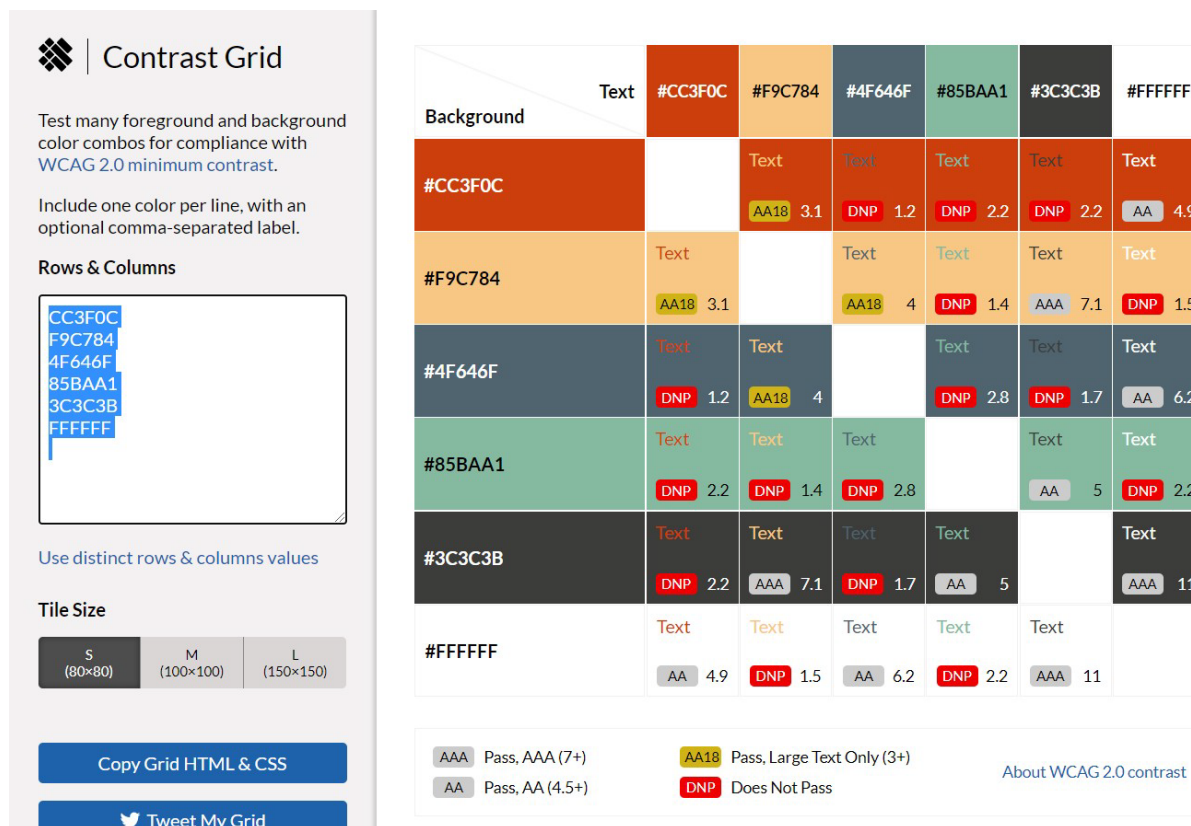


Figure 2: EightShapes Contrast Grid

## 1.2 Color isn't everything

When it comes to conveying important information, color should not be the only visual cue. According to [W3C guidelines](#), color should not be, “used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element” (W3.org, 2019, guideline 1.4 distinguishable). This is because it can be difficult for people with colorblindness or low visual acuity to understand what one is trying to convey (Stanley, 2018, para. 13). Instead of only using color, try adding text labels or patterns. It’s important to give users feedback on their actions, but the information is useless if it’s not understandable (Friedman & Bryen, 2007, p. 208). When it comes to feedback or errors, use an

icon or title to the error message. Also, try using heavier font weight or underlining to help links stand out (Stanley, 2018, para. 14). Experiment with shapes, labels, size, and patterns to make sure the differences are distinguishable, even if the page were to be in grayscale (Stanley, 2018, para. 15). [Colorblindly](#) is a Chrome extension that can simulate in real time what color blind users will see on one's website. Colorblindly offers several options so one can see what the site looks like to each version of colorblindness.



**Figure 3:** Example of using Colorblindly on various images

## 2. Typography and Alternative Text

When choosing a font for one's design, be sure to pick one that is easy to read. While there aren't any hard and fast rules in regards to accessible fonts, and there isn't any one font that is the most accessible font, there are some [font guidelines from WebAIM](#) that are easy to follow:

1. Avoid character complexity
2. Avoid character ambiguity
3. Use a limited number of fonts and font variations
4. Consider spacing and weight
5. Ensure sufficient but not too much contrast between the text and the background
6. Avoid small font sizes and other anti-patterns

However, in regard to typography, there is a requirement from W3C to meet AA standards. The [W3C quick reference guide section on text resizing](#) requires that text have the ability to be resized without any special accessibility tools up to 200% without loss of content or functionality (W3C, 2019, guideline 1.4.4 resize text).

One thing most UX designers can agree upon, in regard to typography, is that text should at the bare minimum be size 12pt (Friedman, Bryen, 2007, p. 208).

Alternative text should be written for images and other non-text content. Blind and low vision persons use screen readers to navigate the web, so it is important to provide descriptions of pictures and non-text elements so that they can understand what's happening in them. This is most often achieved by manually providing text that describes the content under the picture and

by presenting the alternative text within the <alt> attribute of the image element (Stanley, 2018, para. 26-30).

### **3. Time Based Media and Animations**

According to [W3C guidelines on audio control](#), time-based media, such as videos and music, should give the user the ability to pause or mute the media (W3C, 2019, guideline 1.4.2 audio control). This is important to avoid overstimulation of the users, especially for those who have autism, hyper-sensitivity, or ADHD. Videos, live media, and music should also have captions and/or provide a transcript according to [WebAIM techniques regarding captions](#). This is important for deaf users, or users with other hearing disabilities.

For animations or videos, do not design media that could cause seizures or physical reactions. In W3C's guidelines, they require, "web pages to not contain anything that flashes more than three times in any one second period," and that, "Motion animation triggered by interaction can be disabled, unless the animation is essential to the functionality or the information being conveyed" (W3C, 2019, guideline 2.3 seizures and physical reactions).

### **4. Keyboard Accessible**

While keyboard accessibility has mainly to do with component structure and is handled on the developer side, there are a few things UX designers can watch out for. Firstly, one can make sure that links make sense out of context. Avoid using links that say "click here" or "more," as they will not make sense out of context if a screen reader is reading the links only (WebAIM, 2021). Secondly, one can make sure that focus indicators are usable. Keyboard only users, like those with limited mobility, injuries, and screen readers, use focusable elements to

navigate the page. Examples of elements are links, buttons, and menu items. They need to have a highly visible state and good contrast that will make them stand out to users (Stanley, 2018, para. 17-20).

## 5. Feedback and Input Assistance

Out of 187 separate design recommendations, 15% of them cited giving feedback (such as errors) on a user's actions (Friedman, Bryen, 2007, p. 208).

[WebAIM techniques regarding form validation](#) suggests designers should ensure that their users can complete every form available with validation on the web page and also recover from errors (WebAIM, 2021). A very big mistake that UX designers make is using placeholder text as the label for a form. This can cause issues with screen readers and causes users to lose context and focus on what they are writing. There should always be an essential cue available so that the user has enough information to complete the form (Stanley, 2018, para. 21-25).

## Conclusion

The last resource shared here is a massive game changer.

It's called the [WAVE Web Accessibility Evaluation Tool](#). This tool allows one to paste the link to a website into it and it then shows if the site has any accessibility errors. It even lets one edit the code and insert hex digits to see if the change would fix the error.

Accessible web design can help drive innovation, enhance one's brand, extend market research, and minimize legal risk (WAI, 2021, para. 1). Not only can accessible web design aid one's business by giving it these tangible benefits, but it can also create a better web for people



of all abilities. UX designers have an ethical responsibility to create a more inclusive web for people of all abilities.

### **Web For All**

The website project titled “Web for All” is informed by the resources provided below. The resources list itself is also a featured section of the website. This will allow users to easily search for and retrieve resources to use in their own projects. Unlisted on the website are a few of the elements listed here:

- The Human iconography on the site comes from <https://www.humaaans.com/>. These are free for commercial and personal use.
- The icons used are through the Material Design Icon plugin downloaded in Figma. <https://materialdesignicons.com/> These are free, open source, icons.
- The Persona templates used to help inform the design decision making will not be on the website. However, they do need to be noted here, as they are under a creative commons license BY 4.0. <https://www.figma.com/community/file/881830156311997001> Persona template by Saroj Shahi.

## **Methodology**

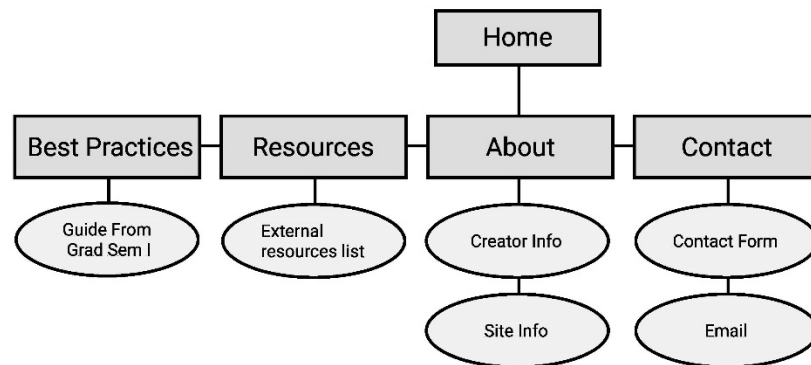
Both quantitative and qualitative research methods were used during the site build and during the testing phase. The site is built using the proven practices that are compiled in the resources section in an effort to show that creative design is possible, even with it being accessible. During the testing phase, both quantitative and qualitative methods were used via surveys and live virtual usability testing. This was done to conduct research on the site's success and usability as well as inform updates to the site.

## **Production and Findings**

### **Design and Coding Phase**

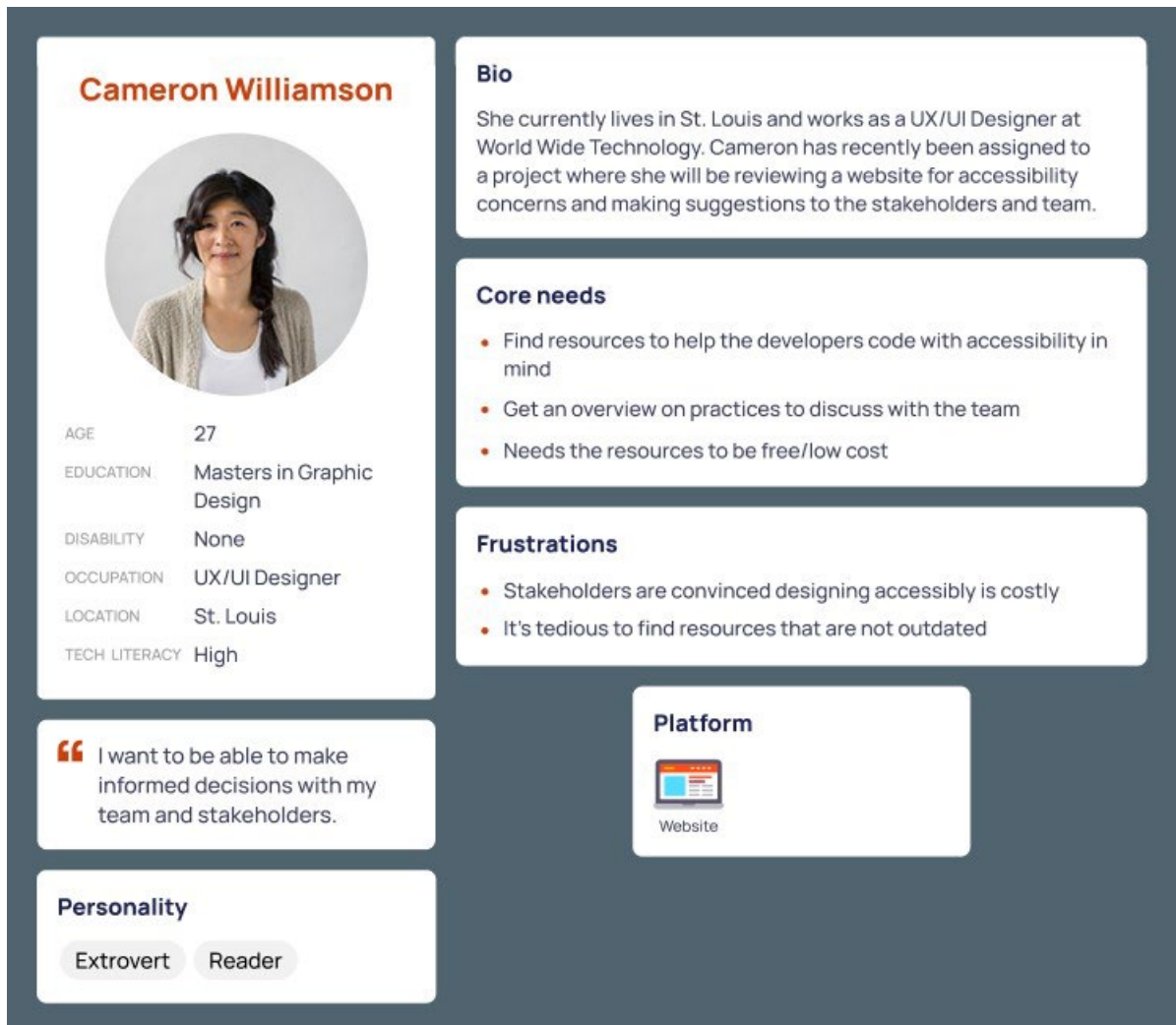
The production of this project began in the Graduate Seminar I course. The best practices guide and resources list for UX/UI designers and software developers to use for accessibility in designs was developed. This best practices guide is the one shown above in the literature review section of this project report. The resources list is an expansion of the bibliography with short descriptions of each resource so that when users view the resource list on the website, they can decide what resource they are in need of without having to read the entire resource itself first. Wireframes, mockups, a site map, and personas were also created during the Graduate Seminar I course and improved upon as well in the Thesis/Applied Project I course.

After the research was completed for the production of Webforall.tech, the next step was brainstorming and completing the designs. This step involved creating numerous items to help guide the construction of the website and keep the target users at the focus of everything. The site map shown below displays how the site's navigation flows. Since the home page is also the landing page, the map shows how this page has navigation to each of the subsequent pages. All of the pages however are accessible from the navigation bar on all pages. This map also demonstrates what content is on each page. This is important for one to keep track of what content goes where when designing mockups of the pages themselves.

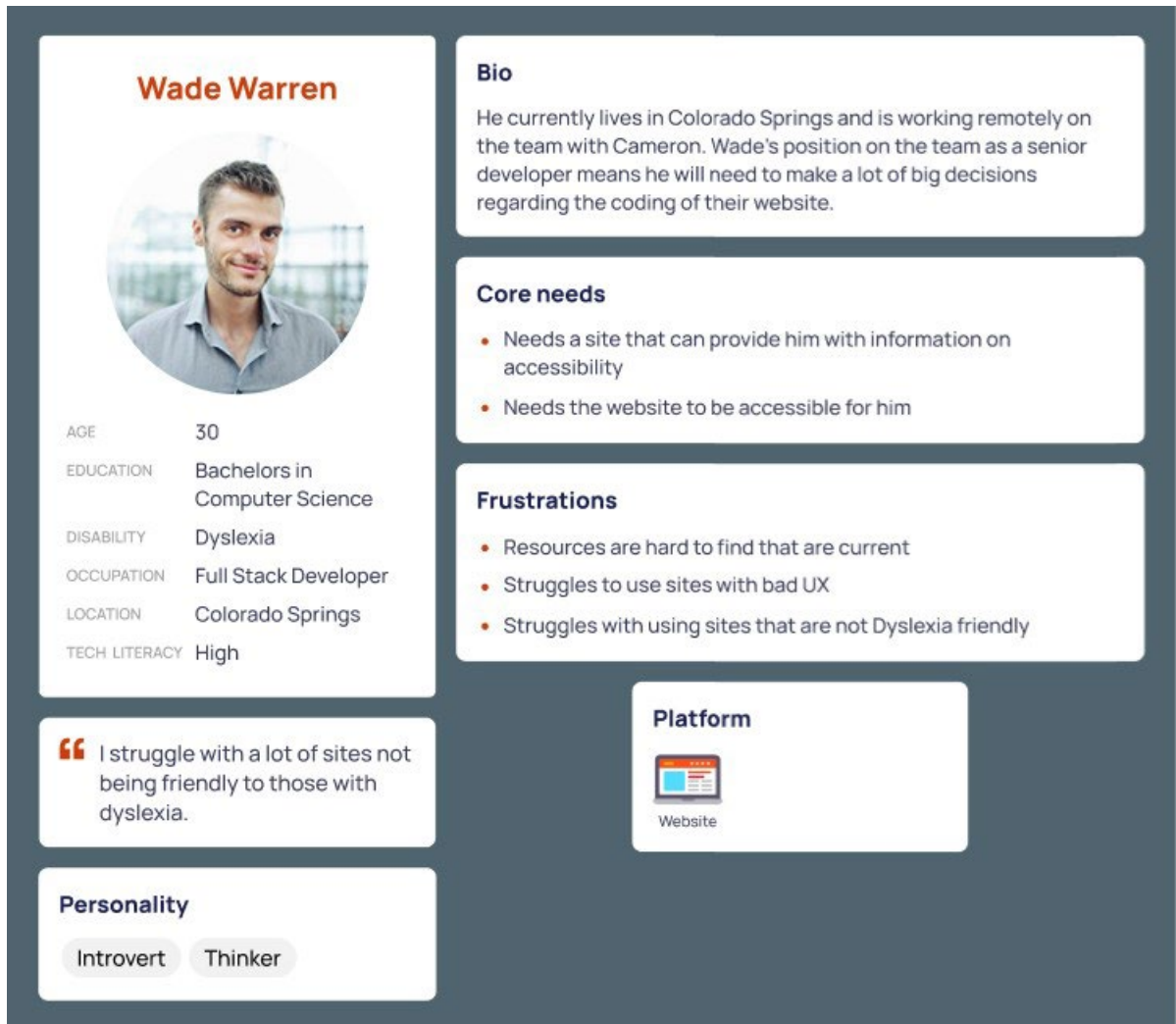


**Figure 4:** Webforall.tech site map

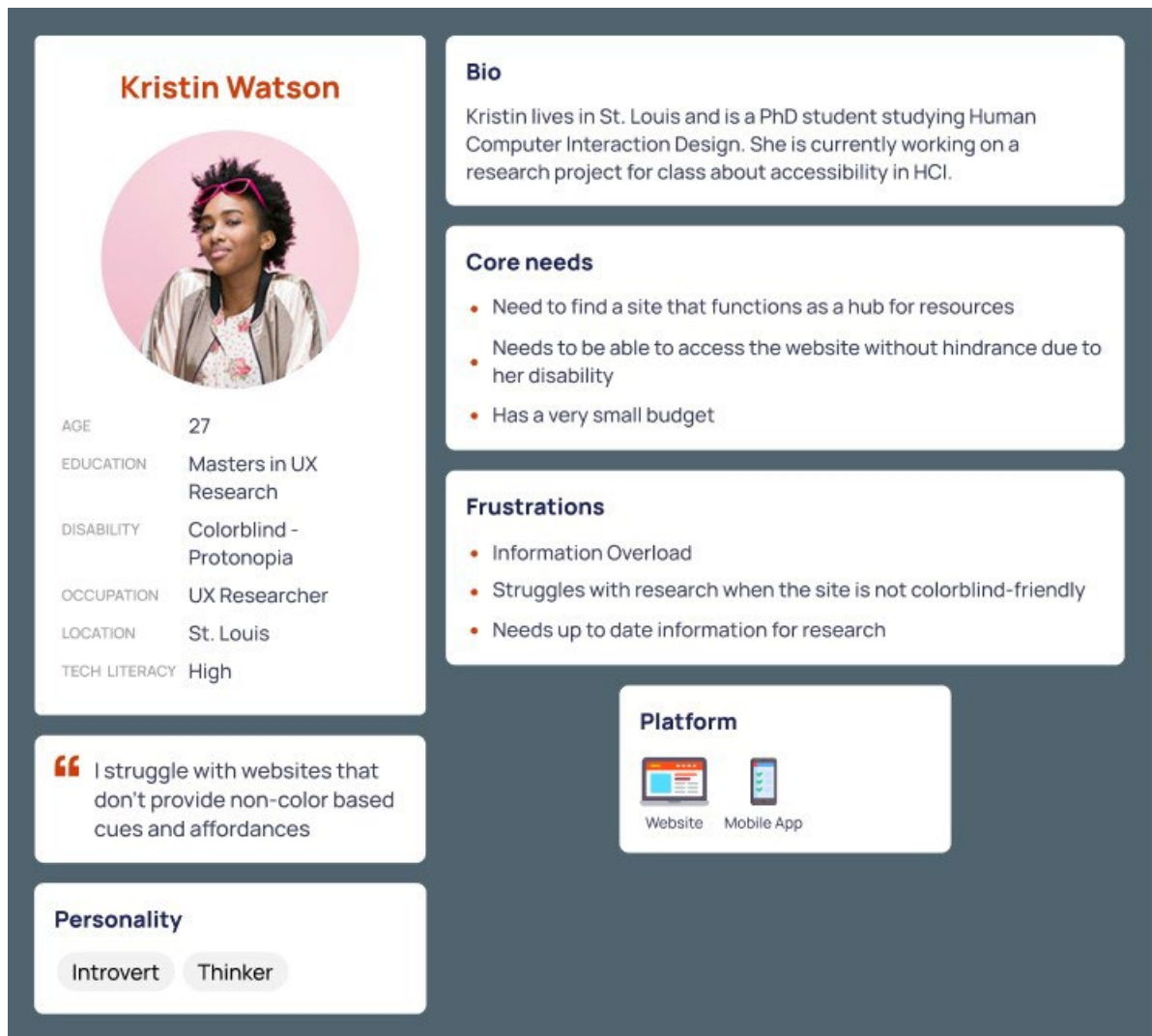
Next up are the personas. These personas help one design the site with specific users in mind. Since Webforall.tech is designed for use by UX/UI designers and software developers, the following personas were created to reflect the desired end user, their wants and needs. Personas also help one to bring the idea of a real human being using the site to life versus just designing for a specific population.



**Figure 5:** Persona 1



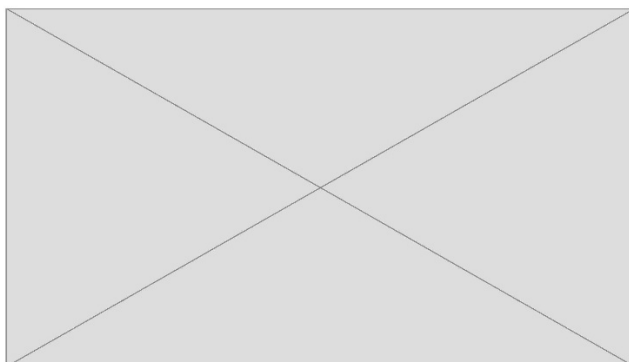
**Figure 6:** Persona 2



**Figure 7: Persona 3**

Keeping the personas in mind, the site designs could now truly begin to develop. While some of the designs were worked on before the personas were completed, they were then updated with the personas in mind. Below are the wireframes for home, best practices, contact, and search pages.

## Designing an accessible web, one website at a time.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam quis metus id ipsum ultrices sodales et quis sem. Aenean ac rutrum lorem, eget pulvinar quam. Phasellus cursus vestibulum massa, non consectetur quam condimentum fermentum. Vivamus eu odio ac leo ultrices finibus. Praesent tempor vitae arcu suscipit dapibus. Suspendisse potenti. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nullam dictum nulla quis felis vestibulum, ac mollis magna bibendum. Mauris nec semper nulla. Curabitur facilisis scelerisque ex eget scelerisque. Mauris in lacus sit amet orci consectetur auctor. Proin non eros vitae justo efficitur scelerisque.

Best Practices

Resources

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Home

Best Practices

 Web For All

Resources

About

Contact



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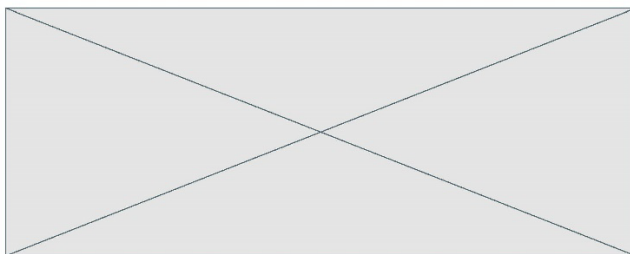
**Figure 8:** Home page wireframe



# Best Practices

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**Figure 9:** Best practices page wireframe

 [Best Practices](#) [Resources](#) [About](#) [Contact](#)  

# Contact

Have questions or want to add a resource to the list?  
Contact us by using the form below!


---

First Name\*

Last Name\*


Email\*

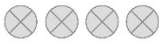
Message\*



Thanks for submitting!

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[Home](#) [Best Practices](#)  [Resources](#) [About](#) [Contact](#)



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**Figure 10:** Contact page wireframe

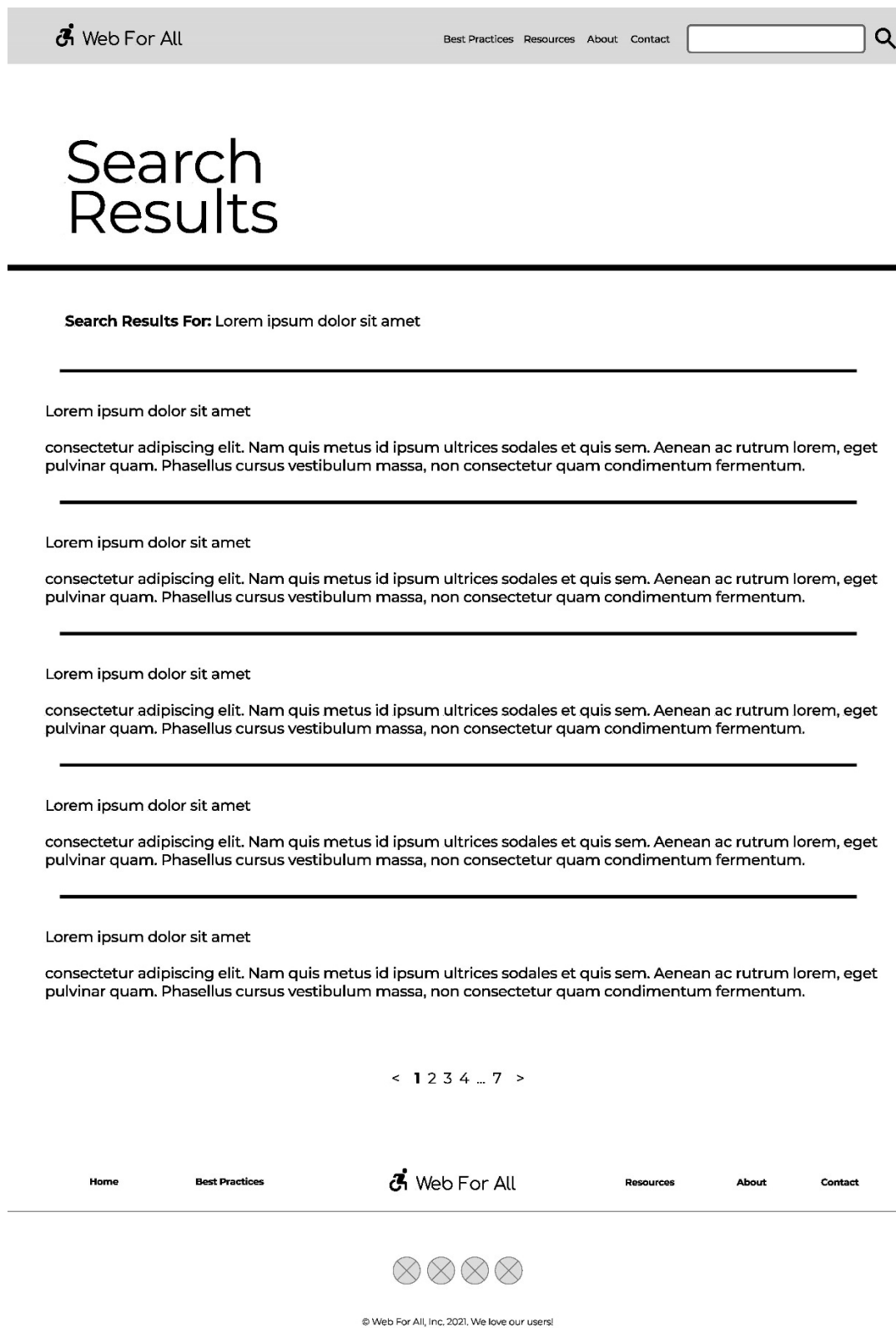


Figure 11: Search page wireframe

The wireframes were then expanded upon into the below pictured high-fi mockups. These mockups included incorporation of items such as color palette and imagery. The mockups aided in the creation of the website by providing a reference to refer to for size and scale of elements as well as layout and colors.



**Figure 12:** Home page mockup



**Figure 13:** Best practices page mockup

Once the design legwork was completed, the coding process could begin. Coding the site took several weeks of work using HTML5 and CSS3 in Visual Studio Code to bring the site to completion. The coding process was by far the most daunting part of the entire project with the

many difficulties of getting the styling to function properly involved. However, even with the challenges of coding involved the site was completed, live, and ready for usability testing by the start of the Thesis/Applied Project II course. The live website can be accessed at [webforall.tech](http://webforall.tech).

### **Testing Phase**

The testing phase involved gathering quantitative and qualitative data during usability testing in the form of an online survey and virtual usability testing interview sessions. These were conducted to measure the site's success in fulfilling its purpose as a resource for UX/UI designers and developers as well as to inform what needs to be worked on in future iterations and site updates. The survey and interview questions were approved by the Lindenwood Institutional Review Board. The survey was conducted via Qualtrics, and the interviews conducted via Microsoft Teams and Zoom. Notes were taken during the interviews to document user responses and actions to the interview questions.

### **The results of the survey and interviews revealed the following quantitative data:**

5 in 11 users surveyed struggle with web accessibility.

5 in 11 users surveyed use desktop to research web accessibility and 5 in 11 users use both mobile and desktop to research web accessibility.

8 in 11 users surveyed found the content of Webforall.tech useful.

4 in 4 users found the site easy to navigate.

This data shows that almost 50% of the users surveyed struggle with web accessibility, further proving the importance of web accessibility. In addition, with most users using desktop but several using mobile devices for research, it is important that Webforall.tech is usable on both mobile and desktop devices. 73% of users surveyed found the content of the site useful with one user typing "na" for their answer and another stating that they answered no because of the

site's current state at the time of the survey. Both the responses to the content usefulness question and the site navigation question help to show the site's current success.

**The results of the survey and user interviews revealed the following qualitative data:**

Most of the users surveyed and interviewed had their biggest struggles with the best practices and resources pages. One user surveyed said: "When clicking on "best practices" I felt a complete disconnect from what I had previously seen and the pdf type of document, in desktop it was definitely really annoying to read." Another user surveyed said: "In the resources section it feels tedious to scroll and scroll without really knowing what am I scrolling for (aka.. when will it be over? is there anything I will be interested in seeing?)"

In the usability testing sessions conducted, all the users expressed similar suggestions and comments on the resources and best practices pages. While there are many minor details and low-hanging fruit to be fixed, the best practices and resources pages are the top priorities for the next site update. Among some of the low-hanging fruit are items such as:

- LinkedIn link fix
- Blue highlight box when tabbing around best practices and resources links fix
- Make links clickable on contact page
- Make links on resources page open in new tabs



## Conclusions

The design, coding, and research processes presented many challenges to overcome throughout the completion of this project. Specifically, regarding time management, the coding process required a lot more time than what was previously planned. This was mainly because of the multitude of styling issues that needed to be solved with CSS. However, the experience of not only designing the site but coding it as well brought one a lot of knowledge regarding how to code accessibly with examples being items such as alt tags and heading tags.

The research process truly showed where site issues were and ideas to improve them. Because this site is specifically for UX/UI Designers and developers, many users were very critical in their responses and the site is held to a much higher standard. The interviews and surveys revealed many areas in need of tweaking or overhauls to create a more enjoyable experience on the site.

Because UX/UI design is such an iterative process, the site will continue to live on and evolve past this project with the goal of continuing the work of providing an accessibility practices resource and educational tool for users to utilize in the web building process.

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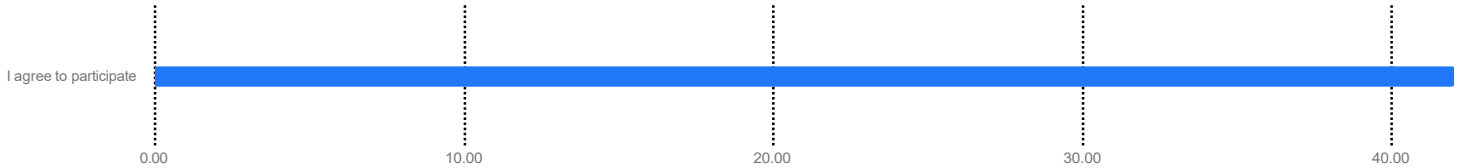
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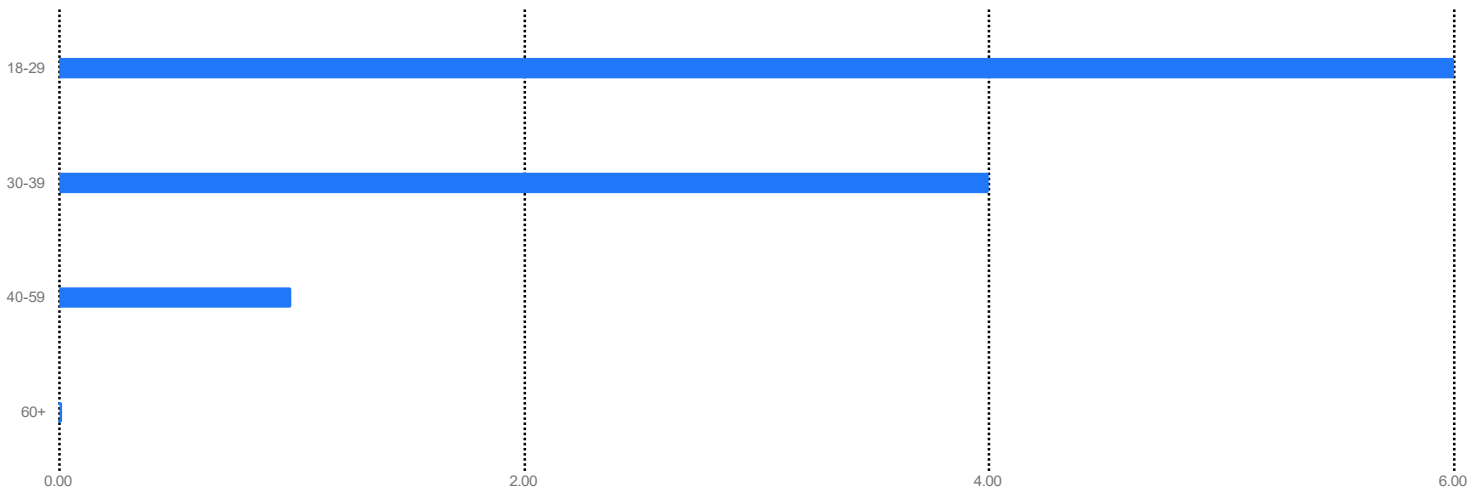
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## Appendix

You are being asked to participate in a research study. We are doing this study to gain insight on the usability of webforall.tech. During this study you will navigate webforall.tech, answer survey questions, and if interested, you will participate in a virtual user interview. It will take about 15 minutes to complete this study. Your participation is voluntary. You may choose not to participate or withdraw at any time. There are no risks from participating in this project. There are no direct benefits for you participating in this study. We are collecting data that could identify you, such as email addresses, phone numbers, video or audio. Every effort will be made to keep your information secure and confidential. Only members of the research team will be able to see your data. We will do everything we can to protect your privacy. We do not intend to include information that could identify you in any publication or presentation. Any information we collect will be stored by the researcher in a secure location. The only people who will be able to see your data are: members of the research team, qualified staff of Lindenwood University, representatives of state or federal agencies. Who can I contact with questions? If you have concerns or complaints about this project, please use the following contact information: Kirsten Hawkes KM356@Lindenwood.edu James Hutson JHutson@Lindenwood.edu If you have questions about your rights as a participant or concerns about the project and wish to talk to someone outside the research team, you can contact Michael Leary (Director - Institutional Review Board) at 636-949-4730 or mleary@lindenwood.edu. ⓘ



What is your age? ⓘ



What is your Occupation? ⓘ

- finance ...
- Graphic designer ...
- Instructor of Interactive Design ...
- Student ...
- User Experience Designer ...
- Procurement ...

When using the internet do you struggle with accessibility? Example: "I struggle reading text that is small" ⓘ

nope

...

I struggle with my internet being Stable

...

I am dyslexic so I struggle with reading comprehension.

...

No

...

I struggle with low-contrast colors, and complex interactions and gestures like dragging and double tapping

...

sometimes, but I care about accessibility a great deal!

...

What would you do if you ran into any issues using Web for All? ⓘ

wait

...

Restart the browser

...

Find an alternative or move on. If I have to deal with it, I will make sure to use my desktop computer.

...

Contact someone

...

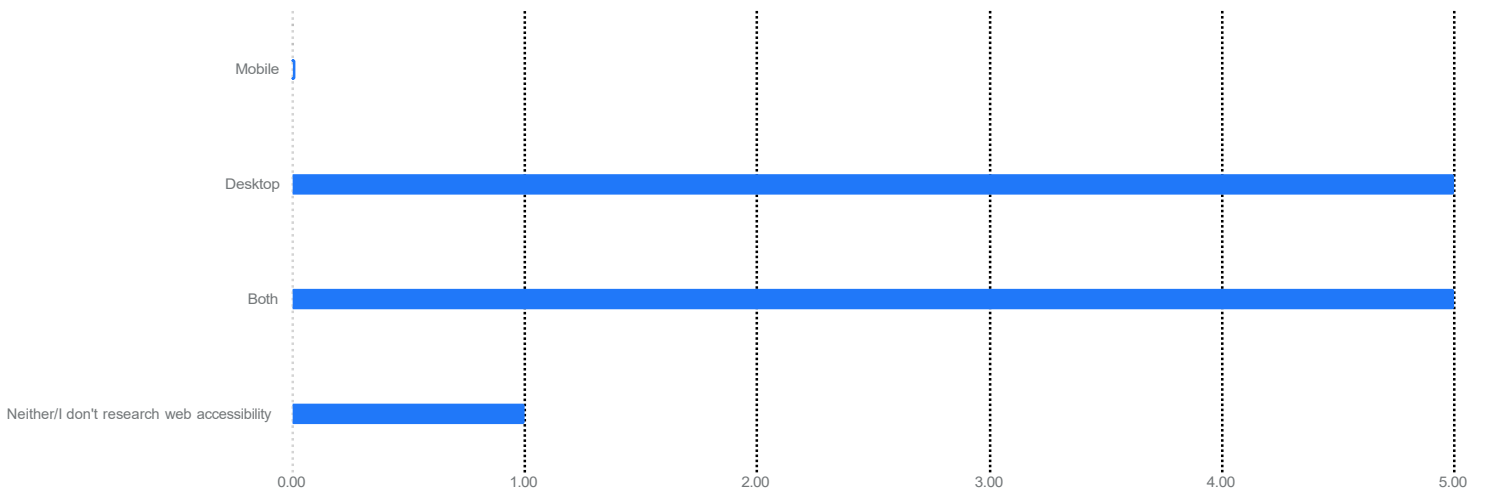
I'd probably use an accessibility web plugin or troubleshoot on my own before letting the site know

...

I tend to reach out to companies directly when I run into issues with a product.

...

Do you typically use mobile or desktop to do web accessibility research? ⓘ



Is there anything missing or hard to find on webforall.tech? ⓘ

na

...

I think the buttons are too small maybe add a picture as a clickable button to your best practices and resources.

...

I'm sure I could find everything I would want to find if I looked for it but there is so much reading, I have no patients to actually look for it.

...

no

...

I would like more information about gestures and physical interactions when it comes to accessibility. When (not) to use double click, click and hold, etc. I would also like to know how usage of viability of common design components, like accordions, menus, footers and more, changes when a screen magnifier is used.

...

What do you think about the design aesthetics? ⓘ

na

...

The home page is nice but again I think adding more photos or pictures would help. Also I think adding a colored background to your best practices and resources page would help. Lastly the typography should be the same on all the web pages.

...

Simple and accessible

...

too childish

...

Very accessible. The font type, font size, color scheme and hyperlink styles are all textbook when it comes to accessible design standards.

...

What do you think about the layout of webforall.tech? ⓘ

na

...

The layout is great. Something you could do but is not needed is make quick links at the top of your pages for someone to navigate your website faster. For example introduction link on best practices to quickly go there.

...

The layouts are clean but the information is overwhelming. I'd like to see stronger headlines and shorter paragraphs of text for easy review.

...

accessible, easy to navigate

...

I think the organization is a little inconsistent. Some page titles are centered, others are left-aligned. The margins for the page, header and footer are all different. I understand that this is a university project but in the future I'd like to see Best Practices in the same format as Resources, with segmented topics and links to their sources. Also, the tab index doesn't seem to be working which is a must for physically impaired users. Anchor points or tabs to traverse the topics in Resources would also be helpful and require less scrolling.

...



How was the experience of viewing webforall.tech on your smartphone? ⓘ

na

...

It was easy to navigate

...

I did not view the website on my phone.

...

Better than on desktop

...

The experience was identical to the web version except for a couple things. The mobile footer has no site navigation, only a social button. The Best Practices PDF opens in a separate app.

...

Did you find the content of webforall.tech useful? ⓘ

na

...

Yes

...

Not exactly because it's either all way too much detail (best practices) or very general (resources). Ideally, there is a skimmable list of best practices rather than a document I need to read from top to bottom.

...

yes

...

Extremely. There are plenty of UX sites with accessibility sections, but a UX site solely dedicated to accessibility is a fresh idea that can help a lot of people.

...

Do you have any suggestions or comments? ⓘ

na

...

Since you were talking about usability for all can this website be viewed by a blind person? Description to speech?

...

The website does a great job of recognizing visual accessibility needs but it does a poor job of recognizing cognitive disabilities. As someone with dyslexia, I am overwhelmed and turned off by all the text. Even if I didn't have trouble reading, I would still desire an easier way to review the information.

...

None

...

Great work and a great concept! Excited to see where it leads. I will revisit periodically.

...

## **Interview Questions and Session Notes**

### **1. Show me how you would go about requesting a resource be added to the site.**

1. Looking under resources page to see if there is a place to add or see if the resource looking for is on there. Does not see. Does Ctrl F to find, subsequently does not find the answer. Goes to contact page and sends email request. Scroll through the site some more to see if there is another option.
2. Browses home page. Goes to resources page. Thinking/scrolling a lot through resources page. Goes to contact page to email or reach out via LinkedIn.
3. Normally would navigate with mouse, but to test accessibility, is using keyboard to tab through. Went to resources first. Tried contact page. Says would send email.
4. Goes to resources page. Looks for submit a request or contact link on resources page. Looks for submit a request. Goes to contact page instead.

### **2. Is the site easy to navigate?**

1. Yes.
2. Yes. Hit all expectations.
3. Yes.
4. Yes.

### **3. I noticed you [did something]. Why?**

1. Tabbing between resources and home page to compare. Suggests updating resources page with pictures.

### **4. What prevents you from completing a task (also name the task such as “find resources”)?**

1. Looking for a specific type of resource, kind of hard to read through and find it.  
Can use Ctrl F though. A bit dense/lots of info in same place makes it hard to find things.
2. Finding an overview of the best practices needs something more like a mental checklist. Possible accordion system for headlines/pop down to reveal details needed.
3. Hard to figure out how to add a resource. Wasn't able to go to LinkedIn page since linked icon is broken. Same issues with portfolio/contact since items are not linked. A search function would be nice or listing top 5 things on resources page or similar. Try maybe using Google Contact Form to link with email.
4. Difficult to contact, would like form to use.

**5. Can you tell me what you think of the Best Practices page?**

1. Like it. Would be more optimal to have it more infographic style. Look into making it more like a slideshow maybe. Gets the info across.
2. Because it's a PDF feels very reliable/scholarly. Feel like I need a minute to sit down and read it, not to quickly skim. Looking for more of a checklist but would be cool to have both. Make it feel more accessible.
3. Font too small compared to body copy, etc. Weird to switch from sans serif to serif font. More infographic style would be good. Tell a story with the page. Have summary and table of contents. State what the best practices are for. On iPhone page shows only half of pdf. Anchor tag bullet points to jump to that section would be a good idea.

4. Would either take it off altogether and have ways to skip to content or redo entire page.

**6. What did you like most about your experiences on the site?**

1. Liked that it started with a picture on the home page. Try breaking up resources page so not just a wall of text. Very open and welcoming and directs attention on the home page to best practices and resources buttons.
2. Appreciate how simple the site is. Also, like the illustrations. Like how content is accurate and well researched. Whole spectrum of accessibility is being looked at. Has easy to remember URL.
3. Like the home page illustration. Warm and fuzzy feeling. Font is friendly and appropriate. Would like to see the illustration style more on the site. Maybe see some videos or audio clip of what screen readers sound like as examples for users.
4. Resources page as it stands is a great concept. Like having it link out.

**7. What features do you find most valuable and why?**

1. Resources tab is useful for finding a specific method. Best practices page makes things a lot more digestible. Puts it in a lot more of a conversational context. Best practices page is the favorite.
2. Resources page. I try to bookmark things that I find. Having all of them together is a nice feature. See if link can open up in a different tab instead of on same page.
3. The Resources page. I wanted best practices to be most valuable but not in current format and design.
4. Resources page. But would like it to be alphabetized or ordered a specific way.

**8. If you could change one thing, what would it be and why?**

1. Add some more warm colors. I like the orange on the best practices section.
2. Best practices page. Pulling it out of the pdf and changing to more accessible format.
3. Best practices page. Needs overhaul. Look into making a left-hand navigation system like how lightning design system does it with subsections.
4. Shortening up height of the banners.

**9. Would you use webforall.tech again?**

1. Yes. Especially considering working on a website. Want to look through resources and best practices tab to see what can use.
2. Yes. Because need to work with accessibility on a daily basis, resources page is very valuable to me.
3. I would if best practices gets updated. Great idea just needs to get there.
4. Wouldn't say no...but would be interested to see next evolution.

**10. Any additional comments/suggestions/questions?**

1. Nope. Pretty expansive question set.
2. Like the illustrations showing diversity. Would probably navigate away from PDF page on best practices page. Skim through to read headlines. Skim through headlines on resources page. Would like to see images on resources page. Feels like too much reading.
3. Normally start at home page to understand what the site does. Headline makes site sound like place that helps make sites or helps companies make accessible sites. Clicked best practices. Weird that the pdf document is on best practices. Put all the stuff into web content instead. Make sure that best practices page is checked

for accessibility. Check color contrast between the green and the dark grey. Keep it consistent and make all orange. Put form on contact page. Check LinkedIn icon to make sure it takes to LinkedIn page on all footers. Visual focus on buttons with blue outline make bigger. More padding on left and right of H1 on home page. Like the text in green stuff, like visual hierarchy. Looks responsive. Make sure padding is consistent. Like how green hills are separate from the people. Look at maybe using not wheelchair icon, maybe use some sort of other icon. Ask about all the things so not just logo. More visual affordance for page you are on. So, for on the nav change to be more specific anytime specific link is shown. Hyperlink URL etc. on Contact page. Try using buttons only for forms change them to links. Change to one primary button on page. Styled not as traditional hyperlinks but not as buttons. About page, maybe change about page to go more into why I created the site.

4. Add some sort of link or form to resources page. Re-organize content there too. Quick glance thought the site was for a hospital. Make the nav links look more activated or not. Maybe add hover states. Tighten up gaps between bodies and headlines. Background graphic takes up a lot of space on home page. Clicked on Best Practices page. Banner on best practices is a bit tall and banner stays up at the top and takes up too much of the page. Redo best practices page. Copy is too stretched on resources page. Tighten up gaps between items. Likes summaries for articles. Tightening up gaps. Skip to content things. Have best practices page fixed. Look into doing a contact form.