

Getting In Your Audience's shoes

Tyler Golberg
@tgolb
CYBERSprout

**Confirming
The Assumption**

Robbing A Bank

Doing the wrong thing for the right reason

@tgolb



Disney
AQUA

**Password must be at
least 6 characters**

GoofyMinnieMickeyPlutoCinderellaAriel

@tgolb

Draw a 6

@tgolb

**Who Is
Your User**

Thorough Discovery Process

Stakeholder Interviews

What is your role in the project?

Who is this project for?

What does success look like?

How does your website improve your user's experience

User Roles

Resorter/Vacationer

1. Golfer
 2. Fisherman
 3. Foodie
 4. Hiker
 5. Wine Enthusiast
 6. Theatre Fanatic
 7. History Buff
 8. Antiquer
 9. Go Cart Pedal Pusher
 10. Paddleboarder
-

User stories







Sully Loves...

- Biking
- Playgrounds
- Trains
- Fishing
- Treats

Tailored User Experience

A day for all of the **Sullivans**

- Biking
 - Central Lakes Trail
- Playground & Fishing
 - Bait @ Christopherson's
 - Hang out at City Park
 - Fish on Agnes
- Trains
 - Lunch at The Depot
- Treats
 - The Sugar Shack

/User Interviews

/User Experiences

/Guest Authors

/Curated Content

/Organic Content

**Make Sense
To The User**

Clever Clear

Speak the same language

@tgolb

alexandria mn things to do

alexandria mn **things to do**

alexandria mn this **weekend**

alexandria mn **things to see**

activities in alexandria mn this **weekend**

@tgolb

Navigation

People suck at choosing options

@tgolb

Fewer Choices

vs.

Fewer Clicks

- humans
- 20 surprising things about the UK
- Nude art classes hit pubs
- A wonderful alternative to Burning Man
- The secret world of octopuses
- Led Zeppelin cover band set to thrill
- Should women be more confident?
- Tip's from history's richest man
- Ikea stabbing confession
- Bird enjoys seaside life
- Males and females with

▼

Opinion

✕

Is marriage still relevant?

What advice would you give your teenage self?

Do rich kids have rights?

▼

Latest News

✕

Movie giant buys up small cinemas

Dunedin flats destroyed by fire

Man attacked by shark in Sydney

House sold over \$11k in unpaid rates

▼

Health and Wellbeing

✕

How to leave your food comfort zone

Why eating right is so difficult

▼

✕

Tornados a problem in small towns

Freezing temperatures delay snow fall

▼

Political Updates

✕

Trump in trouble with conservatives

New 'zero hours' work rules set by Government

▼

[Click to rename](#)

✕

Amazing new photos from space station

Accessibility

FAIL



Accessibility

WCAG Standards

- Media
- Adaptable
- Distinguishable
- Operable

Media

85%

Of users on Facebook watch video without sound

@tgolb

Alt Tag

Always always always add an Alt tag to photos

@tgolb

Adaptable

Perceivable

Regardless of shape, size, visual location, orientation, or sound.

@tgolb

Distinguishable

Color Matters

Contrast ratio of at least 4.5

<http://leaverou.github.io/contrast-ratio/>

@tgolb

Background:

#999999

1.8

Text color:

#B2D6BF

How to use

Set as background color

As you type, the contrast ratio indicated will update.
over over the circle to get more detailed information.

When semi-transparent colors are involved as
grounds, the contrast ratio will have an error margin,
to account for the different colors they may be over.

is sample text attempts to visually demonstrate how
adable this color combination is, for normal or **bold**
text of various sizes and font styles.

Background:

#454545

6.1

Text color:

#B2D6BF

How to use

Set as background color

As you type, the contrast ratio indicated will update.
Hover over the circle to get more detailed information.

When semi-transparent colors are involved as
backgrounds, the contrast ratio will have an error margin,
to account for the different colors they may be over.

This sample text attempts to visually demonstrate how
readable this color combination is, for normal or **bold**

Operable

Blindfold Test

Can you operate the site without sight and
just a keyboard?

@tgolb

Tools

- [Section508.gov](https://www.section508.gov/)
- [Wave.webaim.org](https://wave.webaim.org/)
- ffoodd.github.io/a11y.css
- Tota11y Chrome Extension

**Need more
reasons?**

SEO

Search engines can't see, listen, or perceive like humans

@tgolb

DOJ

ADA website compliance expected to be mandatory

@tgolb



Ich habe dasselbe geschrieben, nur mit anderen Worten.

Who am I?

- Minnesotan without the accent
- Aggressively mediocre blogger
- Developer & designer at CYBERsprout
- Overcommitted in life



Any Questions?



Tyler Golberg

@tgolb

cybersprout.net

tyler@cybersprout.net

