Getting In Your Audience's shoes

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CYBERsprout

Confirming The Assumption

Robbing A Bank

Doing the wrong thing for the right reason



Password must be at least 6 characters

GoofyMinnieMickeyPlutoCinderellaAriel

Draw a 6

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
 - o 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

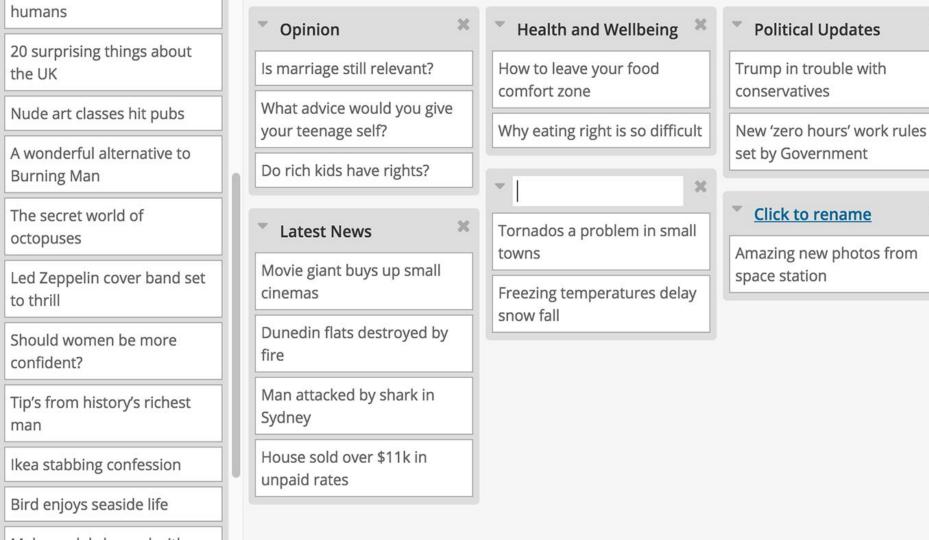
alexandria mn things to do

alexandria mn things to do
alexandria mn this weekend
alexandria mn things to see
activities in alexandria mn this weekend

Navigation

People suck at choosing options

Fewer Choices vs. Fewer Clicks



Accessibility







Accessibility

WCAG Standards

- Media
- Adaptable
- Distinguishable
- Operable

Media

85%

Of users on Facebook watch video without sound

Alt Iag

Always always add an Alt tag to photos

Adaptible

Perceivable

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



Distinguishable

Color Matters

Contrast ratio of at least 4.5

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

#999999

1.8 #B2D6BF

How to use

Set as background color

Text 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 marging to account for the different colors they may be over

Background:

#454545

6.1

#B2D6BF

Text color:

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 kgrounds, the contrast ratio will have an error margin, to account for the different colors they may be over.

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

Operable

Blindfold Test

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

Tools

- Section508.gov
- Wave.webaim.org
- ffoodd.github.io/a11y.css
- Tota11y Chrome Extension

Need more reasons?



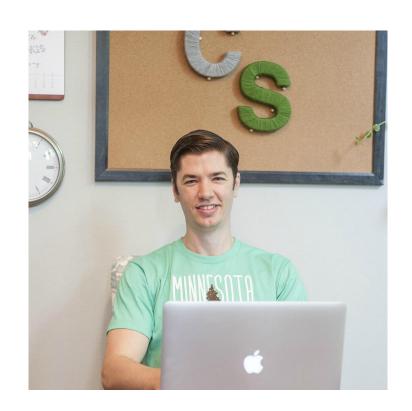
Search engines can't see, listen, or perceive like humans

ADA website compliance expected to be mandatory



Who am I?

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





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