

Accessible and Usable Web Content

By

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Introduction

- The usability is not always a priority in the development.
- The importance of usability is growing up quickly to improve the quality.
- Never forget the accessibility.
- We search for the connection between them.

Problem Description

- Appearance Vs Usability.
- Usability Vs Accessibility.
- Quality.
- Our experiment.

Accessibility and Usability

- Accessibility in the context of a Web site is the degree to which that web site is usable by people with disabilities.
- Usability is the ease with which visitors are able to use a web site.

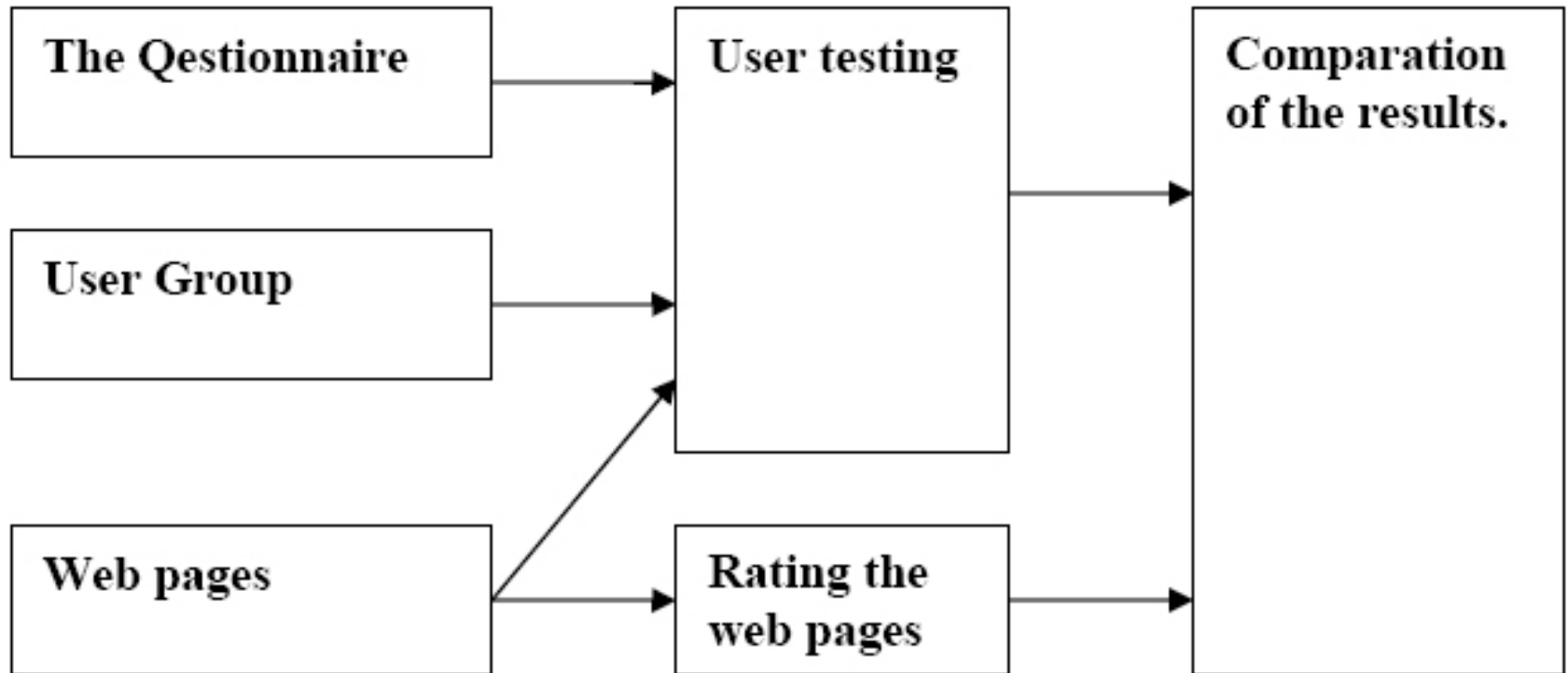
Literature Review

- Accessibility and usability can be improved at same time.
- There is a relationship between them.
- Their design philosophies are not incompatible.

The WCAG Recommendations

- Description of some techniques for design accessible content.
- We have used WCAG 1.0
- WCAG 2.0 will arrive soon.

The Experiment



First Stage

- Choose a sample group
- Choose the web content
- Make the Questionnaire

Choose a sample group

- The population of interest
- The importance of the correct characterization
- Size of the sample group

Internet users statistics

- Characteristics of importance
- Tables:

	Country			Age		
	Occidental	Asiatic	Other	18-34	35-54	55+
Percentage	50	40	10	39	37	24

Table 1: World Internet Usage Statistics

	Studies Level			Sex	
	Univ. Student	Univ. Degree	Non-Univ.	Masculine	Feminine
Percentage	30	30	40	52	48

Table 2: World Internet Usage Statistics

Choose the web content

- The more web content the more accuracy.
- English web content.
- EIAO rated pages.

The Questionnaire

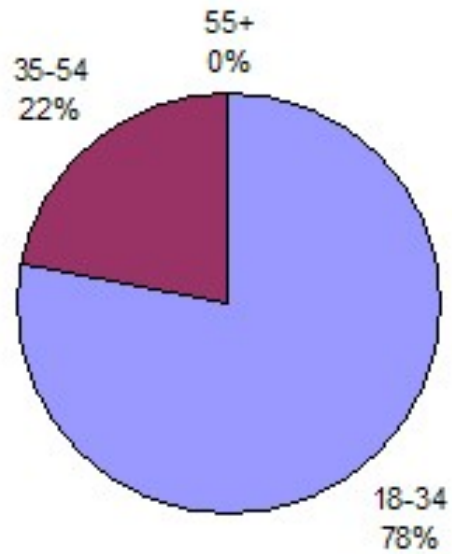
- How?
- Four task, one per web page.
- E-mail

Second Stage

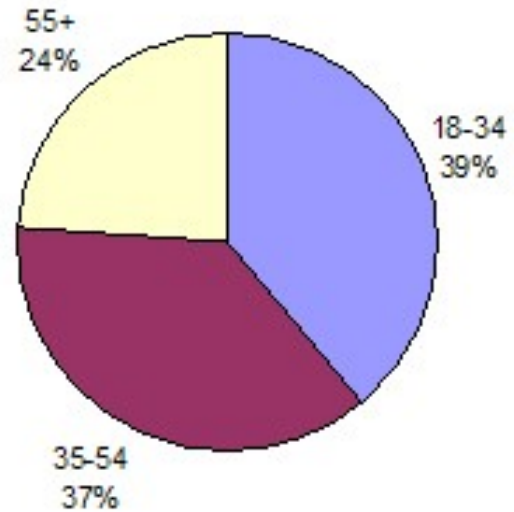
- Rating Web Pages.
 - Automatic rating tool (UWEM 0.5)
 - 30% of the accessibility troubles
- User Testing.
 - Sample Group
 - Results

Sample group

Testing Group's Age

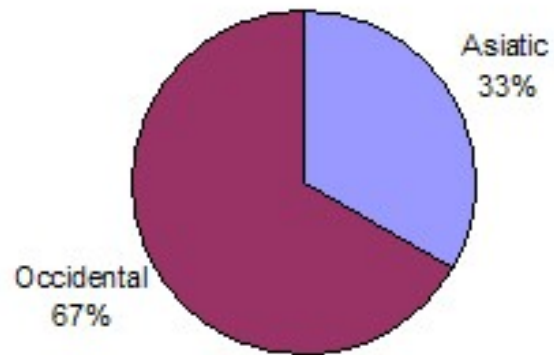


Internet User's Age

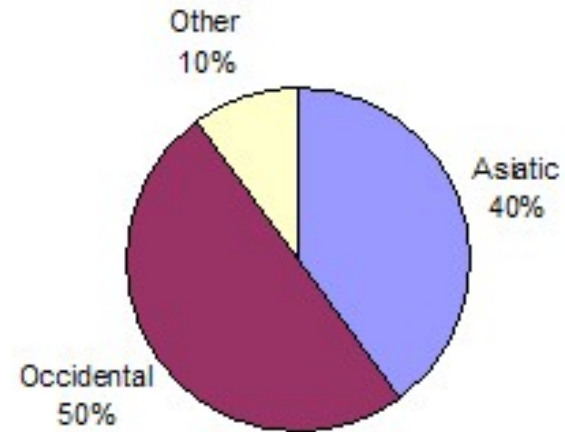


Sample group

Testing Group's Country

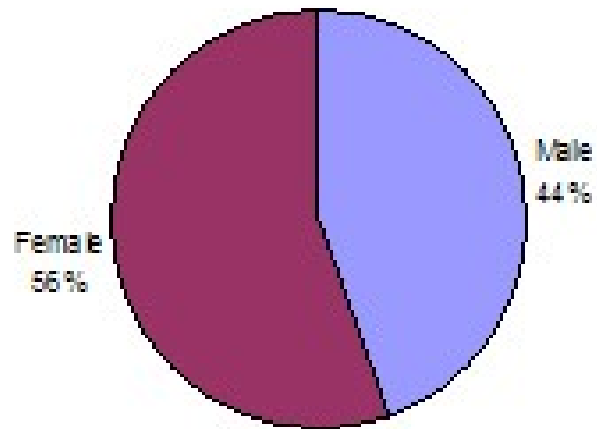


Internet User's Country

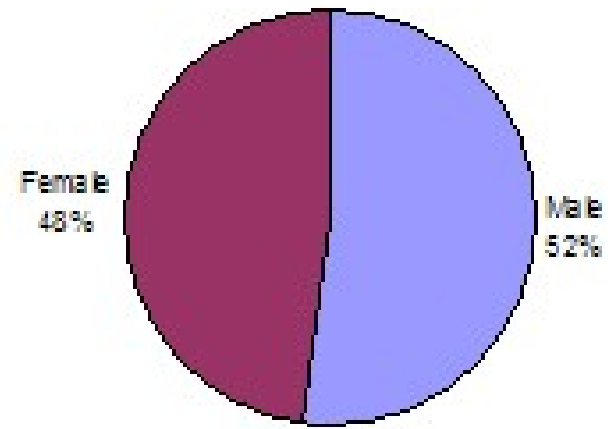


Sample group

Testing Group's Sex

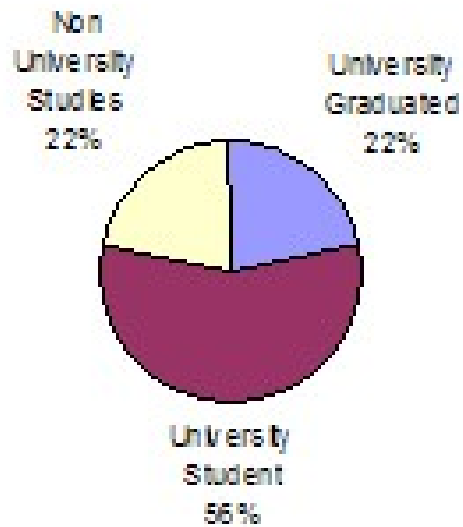


Internet User's Sex

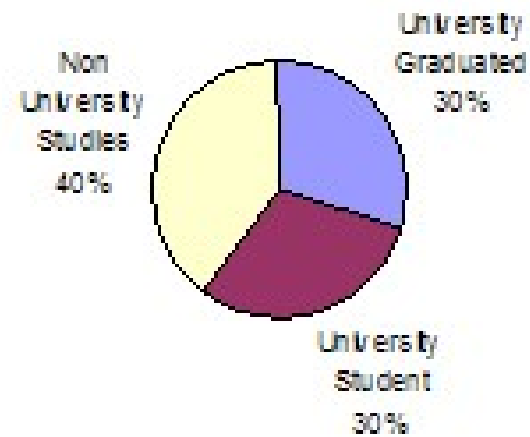


Sample group

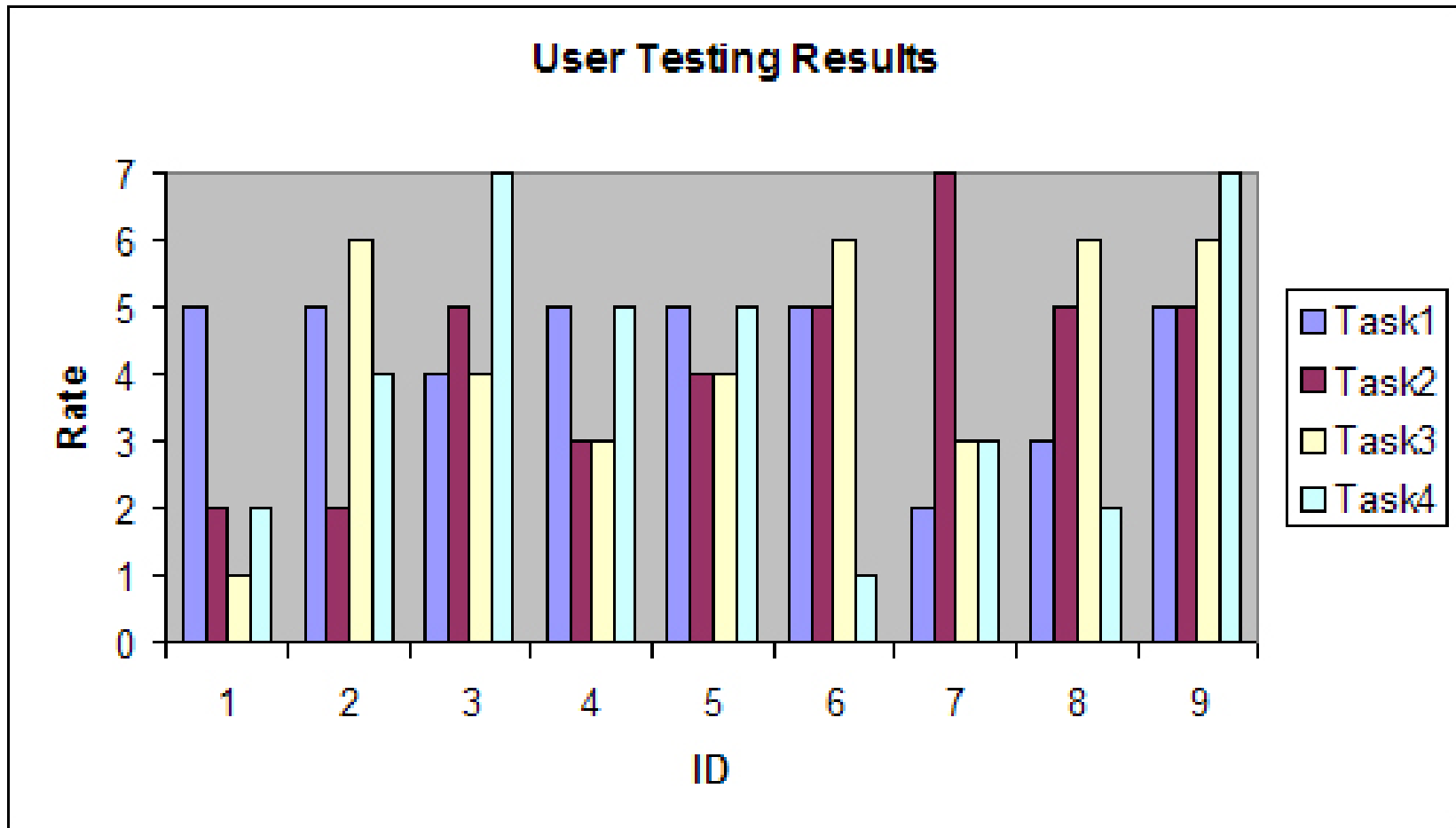
Testing Group's Studies Level



Internet User's Studies Level

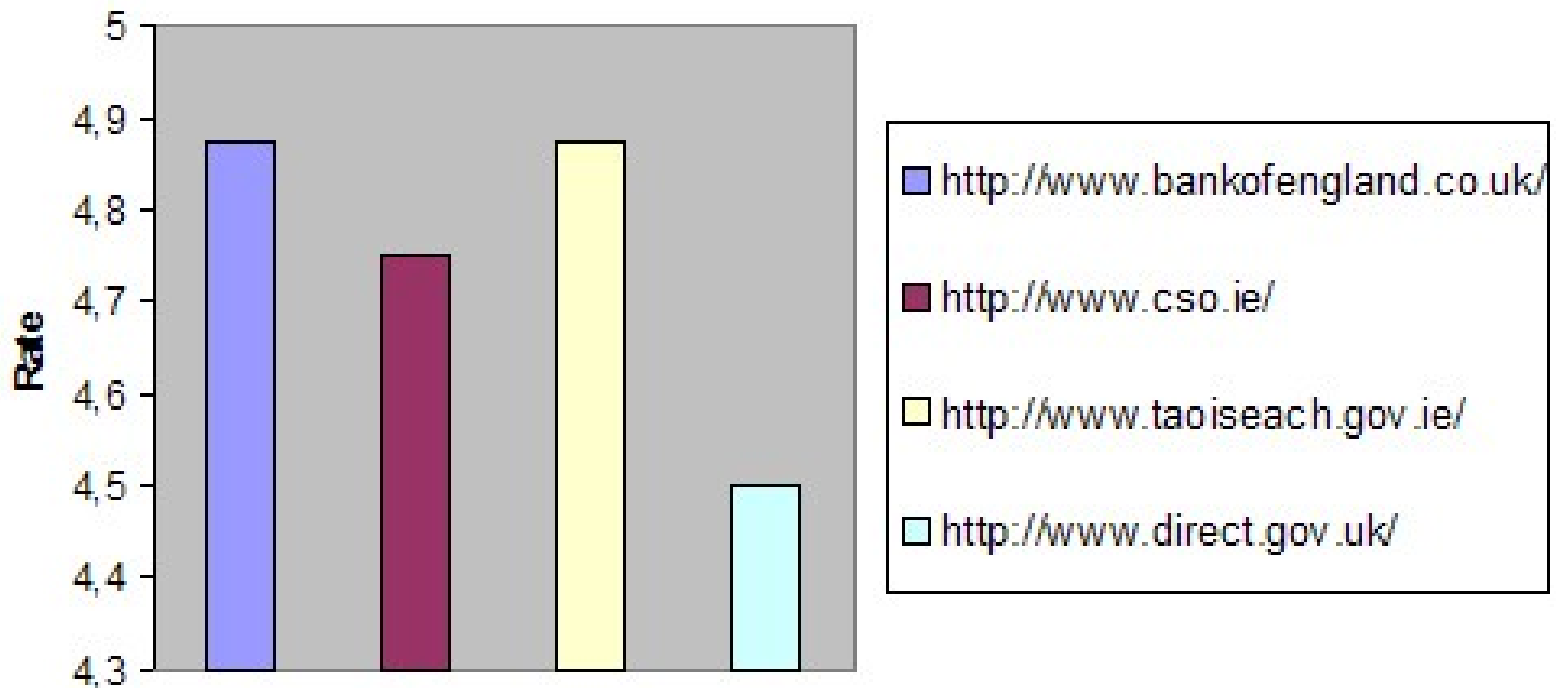


User Testing Results



User Testing Results

Average Of Web Page Rates



Third Stage

- **Different Scales**
 - Step
 - Conversion table

- **Final Results**
 - Table

Tables

Letter	E	D	C	B	A
Numeric	1-2.2	2.2-3.4	3.4-4.6	4.6-5.8	5.8-7

Table 3: Conversion Table

	Task 1	Task 2	Task 3	Task 4
Accessibility	D	C	B	B
Usability	B	B	B	C

Table 4: Accessibility Vs Usability table

Discussion

- The confidence in the user testing
- The confidence in the automated accessibility rating.
- The relationship is not direct or linear

The confidence in the user testing

- Time and resource limitations
- Low confidence results
- Lot of Bias

	Task 1	Task 2	Task 3	Task 4
Accessibility	D	C	B	B
Usability	C	B	C	B

Table 5: Accessibility Vs Usability table (Results with no bias)

Conclusion

- The results can't prove that exist a relationship
- More research and more resources are need
- Lot of information about user testing.
- Looks like the relationship exist.

Thanks

Questions?