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# Web Accessibility Initiative (WAI) Web Redesign Usability Study

Visa User Experience

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## Testing DateS

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## OBJECTIVES

* How do people interact with the WAI web site? Does the home page convey the breadth and scope of the resources WAI provides?
* Is the information architecture for the site clear, navigable, and does it assist users from different audiences in finding the content they seek?
* Is the visual design and page layout aesthetically pleasing to visitors?
* Are sections of the navigation clear, such as related pages, and in-page navigation?
* Does the content provided on the site make sense, meet the needs of different audiences, and establish WAI as a credible accessibility resource?
* Is there content which is missing or expected by participants, but not provided?
* Is it clear that this is a sub-site of the W3C? Does it adequately "reflect integration with www.w3.org and also provide recognition for people who are familiar with www.w3.org/WAI"?

## Participant CRITERIA

* Number of participants: 10
* Roughly evenly split in gender if possible
* Some ethnic diversity
* Most participants should have low-medium knowledge of accessibility
* Some users who have assistive technology or accessibility needs themselves
* Participants should come from both the private and public sectors, and we would like some representation between state/government employees, and the private sector
* Participants should be employed in the following fields:
	+ Writers or content strategists
	+ Visual designers
	+ QA testers
	+ Project managers
	+ Policy makers
	+ Developers
	+ Marketing
	+ Procurement

## Devices/Data needed

* All desktop testing

## prototype url

<http://w3c.github.io/wai-website/>

## Research Protocol

|  |  |
| --- | --- |
| **Test Section** | **Actions** |
| * Introduction (5-10 mins)
 | * Introduction to project and test environment
 |
| * Task-based testing (25-30 mins)
 | * Task-based walkthrough of the WAI website
 |
| * Post-task interview (10-15 mins)
 | * Post-task interview and general questions
 |

## Test Instructions for participants

* Thanks for agreeing to participate in our usability study session. It will take about an hour.
* **We want to learn more about how the Web Accessibility Initiative (WAI) website meets the needs of users like you.**
* So we’ll chat for about an hour, and I’ll **ask you to go through some common information-gathering tasks** on the WAI web site. Throughout the process, I’ll be asking you questions about your thoughts and experience navigating the site. I’d also like you to **“think aloud”** and describe your thoughts as you work, even if I’m not directly asking you questions.
* Just so you know, **I did not take part in designing the site,** so you can be completely honest. You won’t hurt my feelings at all. We want your blunt and open feedback!
* The WAI site is a prototype, so **there may be situations where things don’t work exactly as you might expect** them to. For example, **I don’t think Search is working right now**. This isn’t an indication that you’ve done anything wrong and if you encounter anything like this, don’t worry about it.
* Also, if you get to a point where if you were at home, you’d give up on the task or move on and do something else, just let me know.
* Keep in mind there are no right or wrong answers and **I’m not testing your ability** to find or do anything.
* **This session is being recorded**. This way if I miss things you say or do, I can go back and refer to the video. (During the session we may need to change camera placement – if we do, you may hear the cameras moving). We won’t share this recording with anyone outside of the team working on the WAI web site redesign **and you won’t be personally identified at any point.**
* Any questions? Feel free to raise questions or concerns as we go along. You are free to leave at any time. **Do I have your permission to continue?**

## Intro Questions

1. Tell me a little bit about your current job. Where do you work and what is your role?
2. Can you describe for me what web accessibility is in your own words?
3. Do you have any experience with web accessibility?
4. Can you describe how web accessibility is relevant to your work, or how it might impact your work in your current position?
5. Are you familiar with the W3C’s Web Accessibility Initiative? Have you ever visited their web site?
6. What resources do you use to get answers when you have web accessibility-related questions?
	* What makes this resource useful?
	* What do you get out of it?
7. Let’s say you need to solve a web accessibility problem for a project you’re working on. Walk me through how you would go about finding information to help you get started.

## Tasks

[I would *mildly* like to include the task about finding laws for a country. I found it interesting that this was the least successful task in Liz's study. I would like to learn more about that, and how users do with this design. If we need to cut ahead of time (or skip during the test), I suggest Task 7 screen readers (not one we support much), Task 4 Developing an Accessibility Policy (not a super common task), Task 10 identifiable feedback (similar to contrast task).]

Task 1 – First Impressions
Goal: Gauge how effective the homepage is in communicating the site’s purpose to users

**Task:** Take a look at the homepage of the WAI website. I’ll give you a moment to look around.

* Q1: What is your first impression here?
	+ What do you think you can do on this site?
	+ Where would you go if you wanted to find news about what WAI is doing?
	+ How about if you wanted to contact WAI?
* Q2: Before we begin our tasks, let’s take a look at the navigation briefly. What kinds of information do you think the different section headings would contain? [*Walk participants through each section and probe on specific questions noted*]
	+ Where do you think you would go to find Tutorials? [*It’s under Design & Develop—if they don’t look in this section, ask them why they selected the one they did choose*]
	+ Let’s mouse over Accessibility Fundamentals – probe on
		- What kind of content do you think would be in the Perspectives videos?
		- What do you think “standards harmonization” means?
		- What do you think “diverse abilities and barriers” means in relation to people with disabilities? [*This is nested under How People With Disabilities Use The Web—participants will need to mouse over that*]
	+ Let’s mouse over Plan & Manage – probe on
		- What do you think “Approaches for Interim Repairs?” means?
		- There’s an item here called “Planning and Managing Accessibility—how do you think that relates to the main navigation topic? [*Is it okay that it’s a repeat?*]
	+ Let’s mouse over Test & Evaluate – probe on
		- What does “Using Combined Expertise” mean to you?
		- What does “Conformance Evaluation” mean?
* Q3: How can you tell if a section in the secondary navigation has additional content?
* Q4: Which sections interest you the most or would be the most relevant to your work? Why?

Task 2 – Get Started with Accessibility
Goal: Determine if users can easily find and understand general information on accessibility

Scenario: You’re working on a website for work and you’ve been told you need to make it accessible, but you don’t know where to start or what that really means.

Task: Where would you go to find information on getting started on accessibility? (*Path is Accessibility Fundamentals 🡪 Introduction to Accessibility)*

* NOTE: Record participant success with finding the correct information from 0-2 (0 = Fail, 1 = Easy success, 2 = Difficult success). **Easy vs. Difficult is independent of participant’s self-reported difficulty finding this information.**

(Allow the participant to search — if they land on an unexpected page or have significant trouble, guide them to the expected page. This is applicable to all tasks.)

* Q5: What kind of information do you see here? How do you feel about this overview?
* Q6: How do you feel about the amount of information on this page?
* Q7: After reading this, what do you need to do get started with web accessibility?
* Q8: [*Only ask if participant did not get the question right in the pre-task questions*] How would you define what accessibility is in your own words?

***Task 3 – Building a Business Case****Goal: Determine if users can easily find information supporting the business case for accessibility*

**Scenario:** You’re having trouble convincing your boss to make accessibility a priority for an app that your team is building and are wondering if WAI has any information that could help you make the case for him.

**Task:** Where should you go to find information to help you convince your boss? *(Path: (1) WAI Home 🡪 Plan & Manage 🡪 Business Case (2) Teach & Advocate🡪 Tips for Advocating (Develop an accessibility business case) )*

* NOTE: Record participant success with finding the correct information from 0-2 (0 = FAIL, 1 = Easy success, 2 = Difficult success).
* **Q9:** How do you feel about the information presented here? How about the amount of information?
* **Q10:** From this portion of the site, where would you go to find financial arguments for prioritizing accessibility? *(Path is WAI Home 🡪 Getting Started 🡪 Business Case 🡪 Financial Factors) [Probe on whether it’s clear the side links on the left of this page go to a separate page.]*
* **Q11:** *[Once on the Financial Factors page]* How do you feel about these links here on the right? Where do they go?
* **Q12:** On a scale of 1-4, one being very easy and four being very difficult how would you rate the difficulty of this task?

***Task 4 – Developing an Accessibility Policy****Goal: Determine if users can easily find information on developing an accessibility policy for their organization.*

**Scenario:** Your company has recently begun considering their approach to accessibility. Your manager has asked you to do some research on developing an accessibility policy for your organization.

**Task:** Where we would you look to find this information? *(Path is Plan & Manage 🡪 Developing Organizational Policies on Web Accessibility)*

* NOTE: Record participants success with finding the correct information from 0-2 (0 = FAIL, 1 = Easy success, 2 = Difficult success).
* **Q13:** How helpful do you think you would find this page in writing an accessibility policy?
* **Q14:** On a scale of 1-4, one being very easy and four being very difficult how would you rate the difficulty of this task?

Task 5 – **Easy Checks**
Goal: Determine if users can easily find and understand how to begin testing for accessibility

Scenario: Let's say you want information on how to get started assessingthe accessibilityof a web page.

Task: Where would you go to find information on get started assessing the accessibility of a web page? *(Path is Test & Evaluate 🡪 Easy Checks – A First Review)*

* NOTE: Record participants success with finding the correct information from 0-2 (0 = FAIL, 1 = Easy success, 2 = Difficult success).
* Q15: What do you think the term “Easy Checks” means?
* Q16: Based on what you see on this page, what are Easy Checks?
* Q17: How useful is this information in helping you get started on assessing accessibility?
* Q18: On a scale of 1-4, one being very easy and four being very difficult how would you rate the difficulty of this task?

Task 6 –Users with Specific disabilities
Goal: Determine if users can easily find and understand information on people with specific disabilities

Scenario: You are interested in learning more about how users with deafness or other hearing disabilities experience the web.

Task: Where would you go to find information on how users with hearing disabilities experience the web? *(Path is Accessibility Fundamentals 🡪 How People with Disabilities Use the Web- 🡪 Diverse Abilities and Barriers (Auditory))*

* NOTE: Record participants success with finding the correct information from 0-2 (0 = FAIL, 1 = Easy success, 2 = Difficult success).
* **Q19:** How do you feel about the information in this overview?
* Q20: How do you feel about the amount of information?
* Q21: On a scale of 1-4, one being very easy and four being very difficult how would you rate the difficulty of this task?

***Task 7 – Screen Readers [If you are cutting tasks, this seems like one to cut, given we don't address it much.]****Goal: Determine if users can easily find information on assistive technologies*

**Scenario:** You want to find information on what a screen reader is and how it works. [The WAI website does not explain how a screen reader works.]

**Task:** Where would you go to find this information? *(Path is Accessibility Fundamentals 🡪 How People with Disabilities Use the Web 🡪Tools and Techniques)*

* NOTE: Record participants success with finding the correct information from 0-2 (0 = FAIL, 1 = Easy success, 2 = Difficult success).
* **Q22:** What kind of information do you see here?Can you describe what a screen reader does? What are some common screen readers that people with visual disabilities use? [The WAI website does not provide this information, and we likely will not because of vendor neutrality.]
* **Q23:** How do you feel about the amount of information?
* **Q24:** On a scale of 1-4, one being very easy and four being very difficult how would you rate the difficulty of this task?

Task 8 – Carousel concepts
Goal: Determine if users can easily find and understand information on tutorials

Scenario: Let’s say your manager tasks you with designing an accessible carousel.

**Task:** Where would you go if you wanted to learn more about carousels?

*Path: (1) Design & Develop 🡪 Tutorials 🡪 Carousels -*

*(2) Design & Develop 🡪 Tips for Designing 🡪 Provide controls for content that starts automatically 🡪 Carousels (2nd link from the bottom)*

* NOTE: Record participants success with finding the correct information from 0-2 (0 = FAIL, 1 = Easy success, 2 = Difficult success).
* Q25: What kind of information do you see here?
* Q26: Does this page have the information you need to build an accessible carousel?
* Q27: On a scale of 1-4, one being very easy and four being very difficult how would you rate the difficulty of this task?

Task 9 – Color Contrast
Goal: Determine if users can easily find and understand information on how to meet color contrast requirements

Scenario: Your manager approaches you and tells you that a page you designed did not meet color contrast requirements. How can you find information on fixing this?

**Task:** Where would you go if you wanted to learn more about color contrast requirements? *(Path:s(1) Standards/Guidelines > Web Content – WCAG > How to Meet WCAG 2.0 (Quick Reference) (1.4.3 Contrast*

*) (2) Design & Develop > Tips for Designing for Web Accessibility > Provide sufficient contrast between foreground and background (1st link) (3) Test & Evaluate > Easy Checks – A First Review (Contrast ratio (“color contrast”))*

* NOTE: Record participants success with finding the correct information from 0-2 (0 = FAIL, 1 = Easy success, 2 = Difficult success).
* Q28: What kind of information do you see here?
* Q29: Does this page help you figure out how to meet color contrast requirements?
* Q30: What information does this page tell you about color contrast requirements for logos?
* Q31: On a scale of 1-4, one being very easy and four being very difficult how would you rate the difficulty of this task?

Task 10 – Identifiable Feedback
Goal: Determine if users can easily find and understand information on how to provide easily identifiable feedback

Scenario: You want to learn how best to let users know that there is an error on a form they submitted. (i.e. incomplete submission on a form).

**Task:** Where would you go if you wanted to learn more about finding an accessible way to alert the user that they submitted the wrong information? *(Path:(1) Design & Develop > Tutorials > Forms > User Notifications (2) Design & Develop🡪 Tips for Designing 🡪 Provide easily identifiable feedback link)*

* NOTE: Record participants success with finding the correct information from 0-2 (0 = FAIL, 1 = Easy success, 2 = Difficult success).
* Q32: What kind of information do you see here?
* Q33: Does this give you the information you need to design accessible feedback for users?
* Q34: On a scale of 1-4, one being very easy and four being very difficult how would you rate the difficulty of this task?

Task 11– Writing captions
Goal: Determine if users can easily find and understand information on how to write captions

Scenario: You write a cooking blog and you want users who are deaf and hard of hearing to be able to follow along with your demonstration videos.

**Task:** Where would you go if you wanted to learn more about how to effectively write captions for disabled users?

*(1) Path is Design & Develop 🡪 Accessible Audio and Video 🡪 Captions (in left side bar)*

NOTE: Record participant success with finding the correct information from 0-2 (0 = FAIL, 1 = Easy success, 2 = Difficult success).

* Q35: What kind of information do you see here?
* Q36: Do you think this information gives you what you need to write captions?
* Q37: On a scale of 1-4, one being very easy and four being very difficult how would you rate the difficulty of this task?

***Task 12 – Finding Accessibility Standards
Goal: Determine if users can easily find information on WCAG or ARIA standards***

**Scenario:** Your company has decided to make its website WCAG 2.0 compliant. You’ve heard about specific guidelines for ARIA, and need to learn more to understand whether you should be using them.

**Task:** Show me where you would go to look to learn more about ARIA, and whether or not you should use ARIA in order to meet WCAG 2.0 compliance. *(Path is Standards/Guidelines 🡪 WAI-ARIA)*

* NOTE: Record participants success with finding the correct information from 0-2 (0 = FAIL, 1 = Easy success, 2 = Difficult success).
* **Q38:** On a scale of 1-4, one being very easy and four being very difficult how would you rate the difficulty of this task?

Post-interface walkthrough questions

1. Is there anything on the WAI site that stands out as being particularly annoying or frustrating?
2. Is there anything that stands out as being particularly good?
3. Would you recommend this web site to your colleagues? Why or why not?
4. If this was the real world, is there any other information that you would want and which wasn’t provided or which wasn’t clear? What kind of information?
5. What did you like most about the WAI site that we looked at?
6. What did you like the least?
7. If you had a magic wand and could change anything about this whole process (from start to finish), what would it be?