


# TPAC2021 Content Usable Panel


Panelists: John Kirkwood, Lisa Seeman, David Fazio

Panel moderator: Rain Breaw Michaels

Deck:  COGA Content Usable for TPAC 2021

## Script

### 20 mins Introduction

- **5 mins** Slidies 1-14 of  COGA Content Usable for TPAC 2021
  - First, 2 questions:
    - Is everyone okay with us recording this session?
    - Would you be okay with us making the session recording public?
- **15 mins** Stop on the [Objectives slide](#) to talk about each objective:
  - 1: Help Users Understand What Things are and How to Use Them
    - **John:** flat design, cannot find the active area
  - 2: Help Users Find What They Need
    - **Lisa:** when school lets out
  - 3: Use Clear and Understandable Content
    - **Lisa:** air conditioning heating unit
  - 4: Help Users Avoid Mistakes and Know How to Correct Them

- **David:** talk about giving up as the issue: and sometimes this is important like taxes.
- Rain will ask **John** also talk about mental fatigue if he doesn't have a natural way in in the conversation
- 5: Help Users Focus
  - **Rain:** not submitting payment in a bill pay process, then ending up overdue even though I thought I had paid it, but never completed the flow.
  - **David:** only takes a split second for a user with a cognitive disability to get distracted (abrupt visual onset), short term memory is very fleeting
- 6: Ensure Processes Do Not Rely on Memory
  - **Lisa:** a story about inaccessible authentication, resulting in making things less secure, not more
- 7: Provide Help and Support
  - **Lisa:** Smart cities that are data run, have invisible users. Feedback is the first thing to check, or you won't know the issues are there.
- 8: Support Adaptation and Personalization
  - **Rain:** I rely on large fonts, the ability to use text-to-speech tools, and reduced motion. When my settings and extensions have been ignored or blocked by the site or app, I'm unable to visually process the content because I get overwhelmed and my brain shuts off.

## **14 mins** Deep dive on two objectives

**Rain:** I'd like to have us take a closer look at some of the user needs that were brought up when we went through each of the objectives.

**Rain:** Lisa, as a mom of two kids in 1st grade and kindergarten right now, your story about leaving your daughter at school really resonates with me. That must have been incredibly hard for both of you!

## **7 mins** Objective 2: Help Users Find What They Need (John)

**Rain:** Let's take a moment to spend more time on Objective 2, help users find what they need. Reading [Content Usable](#), this says:

**Make key content visually stand out. Key content should be visible to users without needing to scroll the page or hover over content. This includes: critical tasks and the controls needed to complete them, interactions for critical features, and important information.**

**Rain:** John, when we were talking through this objective, you had a lot of insights about how and why this particular one is helpful to you. Can you please share some of your thoughts?

**John's pre-mentioned talking points (be flexible!):**

- Visual field issues

- Cognitive challenges interpreting
- Large amounts of visual information becomes very hard to find what you want, say in a large wall of text
- Heading structures

--- Flexible conversation! ---

## **7 mins** Objective 6: Ensure Processes Do Not Rely on Memory (David)

**Rain:** I think we have time to go into one more. Let's take a closer look at Objective 6, "ensure processes do not rely on memory." Reading [Content Usable](#), this says:

**Memory barriers stop many users from using products or accessing help or content. People with any impairment that affects memory or language can find it difficult or impossible to overcome memory barriers.**

**Rain:** David, you've talked a lot about something called "interference" and other ways that memory can be a strong block to access. Would you be willing to talk more about this?

### **David's pre-mentioned talking points (be flexible!):**

- Not requiring people to remember things at different steps in the process
- List out specific stories and needs to pay particular attention to, add who will speak to the topic
- Makes cognitive processes fatiguing, exhausting

- Trigger depression and PTSD, causing to shut down
- David: going through forms, applying for support and programs, processes are so tedious that you can't get all the way through
  - Interference: can cause things to change as you get
- Authentication

--- Flexible conversation! ---

## 10 mins Open questions

Not scripted

## 1 min Wrap up

**Rain:** As we wrap up, we'd like to point out that we only grazed the surface of user needs explored in detail in Content Usable. Cognitive accessibility is complex, and three perspectives of a small set of experiences is insufficient to capture the diversity of user needs.

Content Usable also references extensive research, including helpful gap analyses that can be used as you create specifications.

- Slides 18-22 (resources, what next) of

 COGA Content Usable for TPAC 2021

We hope you will take time to review the entire document on W3C. When you are ready, please connect with the Cognitive Accessibility Task Force for our help reflecting these needs and opportunities in your specifications.

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# Brainstorming space

## **Lisa alternative**

The point is to give personal experiences on the panel , so what do we have the best stories for? Let's discuss tomorrow what we are personally affected by. My guess is that is:

Objective 2 findable (objective 2). as that works best with the panelists , we can talk about getting lost in content and give personal examples.

Objective 6: Ensure Processes Do Not Rely on Memory

Includes Accessible Authentication (User Story) and Voice Menus (User Story)

## **Objective 1: Help Users Understand What Things are and How to Use Them**

1. [3.1.1Clear Purpose \(User Story\)](#)
2. [3.1.2Clear Operation \(User Story\)](#)
3. [3.1.3Symbols \(pictographic or ideographic that represent concepts\) \(User Story\)](#)

Or maybe accessible help?

## **Objective 3: Use clear and understandable content**

Ask panelists to pre-share what they might explore around this topic

How these might be in specifications:

- Language guides and checks
- Pairing different reading or communication styles together, recognizing differences in internationalization
- Making text and numbers meaningful in concrete ways (e.g., weather site that shows outfit recommendations along with the numbers for temperature)
- Concrete instead of abstract
- Specific
- Accuracy checkers, since small errors can make a big difference in understanding
- Good structure and formatting so that relationships are clear
- Symbols available for all menu items, text available for all symbols, and user-specific symbols, all directed by the users' context

### **Objective 5: Help the user focus**

Ask panelists to pre-share what they might explore around this topic

How these might be in specifications:

- Prepare user for a task ahead of them
- Make short critical paths, don't add in things that don't need to be there
- Avoid distractions, especially those that can interfere with completion of a flow

## Objective 6: Ensure Processes Do Not Rely on Memory

-David interference

-lisa, how i login to my bank

## **Objective 8: Support adaptation and personalization**

Ask panelists to pre-share what they might explore around this topic

How these might be in specifications:

- Respect the user's preferences in the UA, and coming from any add-ons or other tools that they might be using (e.g., never use !important or other hard-coded pixel or point based attributes in your CSS)
- Support user-initiated simplification
- Let the user choose what is important
- Let the user set reminders or other helpful supports within the experience