

WEBVTT

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Thanks again to KB for the link. That said, it is now 10 past, so we are going to get this thing started.

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It is now 10 past, so we are gonna get this thing started. I believe, I was just gonna say I believe the reporting is paused.

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Can we resume

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Right. Hey, someone just asked how does a blind presenter read the zoom chat while presenting. The way that that works is I have it set my screen editor automatically reads out all incoming messages into my headphones and so I hear my own voice I hear the incoming zoom messages I hear my presenter and speaker notes and I hear the slides.

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So any given time I've got 3 or 4 things all going on in my head at the same time.

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Another thing I do want to warn you about, I will be muting from time to time during this presentation because I am a little tiny bit under the weather and I do have a cough and speaking for long periods of time does our cam sometimes aggravate that little tiny bit of a cough.

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I'm sure we've all been there speaking of now that I'm thinking of it.

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Yeah, I apologize for those little pauses. I do have a nice cough button here in my studio, but that will happen and it is all fine.

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That said, let's kick things off. What are we talking about? Talking specifically about online shopping and how to design an accessible experience.

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That said. What we're going to cover. Good talk! A little bit of a fable.

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We're gonna talk about fable, first of all, because they are my employer and because I love them.

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But second of all because I've been here at fable since the beginning and understanding what and why and how fable does what we do.

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Will really help you understand me and who I am and how I approach accessibility. I'm going to tell you a little bit about myself for those of you who came here early before 3 o'clock, you probably know a little bit more about me than you wish that you did as I talk extemporaneously but for the rest of you can I give you a little bit of an interrupt to me.

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Then we're going to talk about what I like to call The 4 seas of an accessible checkout experience, accessible checkout experience rather.

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And what are those 4 C's? Those 4 C's are consistency. Convenience, confidence.

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And customizability. We're going to talk about those things and we're going to see how those things both build on one another to create the most accessible possible experience for people with disabilities, but we're also gonna see and reflect on how those 4 C's make things better, not just for people with disabilities, but for every single customer.

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Because accessibility, yes, is about people with disabilities and yes it's about making things accessible for assistive technology but when we do that as you'da Trevoranus famously says when you design for the edges those people who you think are kind of the edge cases, you get the middle for free.

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And so all of the accessibility work that you do for people with disabilities, don't just think about it as something that you're doing for a small group of people.

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Think about it as the time that you spent doing these things. Makes your website and the experiences that you are designing better for every single person.

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That's it, before we start, who am I? Why am I talking about this stuff?

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Well, I am the accessibility evangelist here at Fable, which means that I get to spend my time talking and thinking and writing to awesome audiences like yourselves, not just about the why of accessibility, not just about why this matters.

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But about some of the nuts and bolts and the nitty gritty of how we should be doing it both on sometimes I talk at a very low level technical layer and sometimes I do what I'm going to do today which is talk a little bit higher kind of design philosophy theoretical layer.

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I love coming to work doing all of the things that I do. I myself am completely blind.

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I am a full-time screen reader user. I'm using the NVDA screen reader today.

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I'm Windows 11 and I have been here at Fable since the very beginning. What I'm not thinking and talking about accessibility, you can find me over at Reddit or you can find me reading ebooks and science fiction and fantasy love that stuff and playing those recently accessible computer games that I just talked about.

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And who or what is fable? I've talked about Fable a couple of times as being the company that I work for and where I get to do all of this wonderful accessibility, evangelizing work.

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What fable is an organisation that helps you create true and lasting accessibility? It doesn't matter whether you're building something new or whether you're remediating something existing.

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And we do that by making it easy for you to hear from people with this abilities on every part of your accessibility journey.

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I had said earlier that accessibility is a journey and it's that velocity that matters. And the accessibility journey at Fable starts with fable upscale, which is our custom video based accessibility training that centers the experiences of assistive technology users.

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Fable upscale makes it easy for everyone on your team to get the accessibility knowledge they need, no matter their role or current expertise.

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Because that's so often the barrier isn't it. You're assigned accessibility, you're told to work on accessibility, and you're thinking to yourself, Not only do I not know about accessibility, not only am I not sure what I'm supposed to do or the best way of doing it, I don't know what accessibility my tools might design systems, my code, my prototyping tools

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support. And the F-up skill is really about solving that. And it can continues with Fable Engage, allowing you to apply insights gained from the actual experiences of assistive technology users like myself.

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With every phase of your product development lifecycle. And we focus there on quick turnaround times, flexible engagement types, and measurable results, which make it easy for you to create meaningful accessibility improvement.

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If you'd like to find out more, you can find out more about Fable and what we do as well as a collection of excellent accessibility blogs and webinars over at Make it Fable.

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Calm and you can follow us over on LinkedIn as well. And while you're at make it fable.

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Calm don't forget to check out our accessibility glossary. If you're new to accessibility, we have a whole bunch of terms that are not only defined for you, but they are defined and discussed in context of their history and of the community's experience with those terms and with those assistive technologies as we go.

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And don't feel like you need to write down all of those URLs. My colleague Kate is on top of it with those links ready for you in the chat.

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On top of all of that good stuff, we've also got a special offer for those of you attending the conference today and what that offer is is to let you get a sense of what it might be like to work with Fable and how a person with a disability go through a flow on your website.

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And really understand what that experience is like. And the link for that digital offer that you can redeem was posted a little bit earlier

on in the chat.

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So if this talk inspires you, absolutely do go on and check that out. That's said.

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We are 8 min in. I have been rambling for long enough. Let me actually talk about the thing that you're all here to hear me talk about.

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Which is the 4 C's. I originally called it the 4 keys then realized that they started with C and had to do a pun of the accessible checkout experience.

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Now I'm focusing specifically on checkout because that's kind of the most high stress. Part of the shopping interaction.

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But these 4 Cs apply across the entire user experience. And what's the first C? Well the first C is consistency.

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Consistency is one of the main drivers. Of the success of a lot of major brands amongst people with disabilities.

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We recently published, we have what we call our fable insights, which is research that we conduct with our community of people with disabilities, all of whom are native assistive technology users.

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And we do surveys with them, quantitative and qualitative, and we ask them questions about their experience.

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And just recently, we published our retail insights survey and we collected a lot of data. On the the the kind of experiences that people with disabilities are having as they engage in e-commerce and as they shop online.

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You can find that over@makeitfable.com. And We just got, by the way, the link to the special offer in the chat there.

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But one of our key findings was the ways that consistency Helps drive the success of some of the most major retail brands.

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When it comes to people with disabilities. One of the things that we saw over and over again and that is reflected in my own lived experience.

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Is just how much of their money people with disabilities are spending at Amazon.

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Now, of course. Maybe it's not surprising that a lot of people with disabilities shop at Amazon Amazon is one of the biggest retailers out there.

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But the reasons for it are really important to reflect on. I often make the joke that it's not if it's not sold at Amazon or Costco it's not in my house.

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And the reasons for that aren't necessarily that I love these companies or I'm loyal to these companies, but the reason for that is consistency.

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If you are someone who does not use assistive technology, Even you, I think, find that there is some cognitive load and some frustration.

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In visiting a new website and figuring out how it works in discovering where to go. Now, imagine that you are a person with a disability.

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Who uses assistive technology. Currently at 90% of websites on the internet according to the web A IM most recent study.

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Have some kind of accessibility flaw. That doesn't mean that people with disabilities can't complete a task on these websites, but it does mean that we have to use workarounds, sometimes we have to guess, sometimes we have to, you know, struggle a little bit.

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And so think about how consistency can really play into that. You know what? I'll tell you a secret.

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The accessibility of Amazon and Costco. Aren't perfect. They have accessibility problems, as does every major brand.

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But they are so consistent that I can now buy a product from Amazon. Basically in my sleep. I know whether I'm buying.

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Food or a new computer. Or a stuffed animal for my niece, for, my goddaughter for Christmas.

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Or an e-book, the experience that I'm going to have is the same. Every single time.

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So all of that cognitive load is taken away from me.

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And so if a product is available at Amazon I'm gonna default to buying it there because it doesn't matter if I've just gotten out of bed in the morning if I'm super busy or if I've had 3 beers and realize that I suddenly need a new statue in my life, which has happened.

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I can do it just fine. Because of that consistency. And so that's really key. To reduce in cognitive load no matter what disability you have.

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And to building that return visit and brand loyalty. As I had said a little bit earlier that goes beyond people disabilities doesn't it everybody wants a consistent experience but when we think about seniors when we think about people who aren't as tech literate think about just how much consistency.

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It matters to them. The second of the 4 C's of the online checkout experience is convenience.

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Convenience is so important when we talk about accessibility. There's a term that you may be familiar with if you are at all familiar with the accessibility kind of dialogue that happens and that's called the disability time tax.

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And what it's talking about is the ways in which being a person with a disability takes longer. I can't just hop in a car and drive to where I want to go.

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I've got to find someone to take me or I've got a book an Uber or I've

got to take a cab or I've got to figure out public transit.

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When I'm using a website, odds are there will be accessibility flaws, and it will take me longer.

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I'm buying a product, I can't see the picture, so I need to do more research.

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It takes me longer. All of these things add up. But they mean that people with disabilities really value.

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Convenience. And when we talk about convenience, I want to highlight some of the things that we maybe don't think of as accessibility features but that are and that also impact the experience that every single customer.

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Has. The first thing I have here is accept multiple payment providers, and you may not think of that as an accessibility feature.

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But think about just how convenient it is to use, for example, Apple Pay or Google Pay.

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You just double tap on your phone, it's all filled out, and the payment happens. Think about how if you use PayPal, you just sign in with your one account.

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Everything is filled out and it's all ready to go for you. That is a huge whim if you are a person with a disability.

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Whether it is because you are using a screen reader and are not confident having to fill out your credit card on every single person's unique boutique form.

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Whether it is because you have cognitive challenges and aren't sure what's needed where or maybe even aren't sure, can I trust this website with my credit card.

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That is hugely important. If you can take PayPal, Apple Pay, Google Pay, you are guaranteed to be taking At least one payment provider



that somebody has is familiar with and that works with their particular accessibility needs.

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Secondly, if we think about browser auto fill. Think about folks who have difficulty using a standard keyboard or mouse.

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Maybe they're just a little bit older and they find typing and coordination hard. Or maybe they're a person with a disability who uses voice control to input data into their computer.

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Or they use a switch system, which by the way is what Stephen Hawking used near the end of his life.

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He could only tweet, twitch one muscle in one cheek and yet he could control his computer.

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For this folks entering data is a lot harder. Think about the huge accessibility win for them if they can just click the auto fill on their browser and have their name and billing address and email address and all of this stuff automatically filled out for them.

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That could make the difference between being able to complete a checkout experience and just giving up. And yet it's so much better for every single customer, isn't it?

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Everybody wants to click and have auto fill work. And again, make sure that you're giving the option to save information.

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That is being filled out. There is nothing more frustrating than having completed half the form. My screen later crashes, it's taken me a long time, I have to leave the task, I have to come back later, and guess what that means.

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It means starting from scratch, starting from the beginning, starting all over again. That's horrible. I've had the frustration time and time again where I finally found the product that I wanted.

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I've got it in my shopping cart. I'm ready to check out, but oh, this information is take, at this interaction, taken me quite a lot of time.

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I've got a meeting to get to, I've got somewhere else to go. I come back to the website my shopping cart has been emptied guess what now I get to find that product all over again.

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And avoid strictly timed interactions. There's a bunch of reasons for this. But when it comes to convenience It's really about reducing stress and cognitive load.

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We are feel it, don't we, when we're trying to buy, for example, a ticket and there's a countdown timer say you have 13 min left to do this and then imagine that you're someone who has ADHD or who has a cognitive challenge.

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This stress can now make the experience actually impossible. To complete. And of course somebody who just takes a little bit longer to complete an interaction.

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For whatever reason, this can be really horrible because there's just no way that they can complete the interaction in the time given.

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This dovetails neatly into what I was talking about when it comes to give the option to save interact information.

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Sometimes you do have to have a time interaction. Sometimes there are security concerns. You don't want someone to have just left a library computer unattended and somebody else comes and spends their money.

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Or or perhaps it is a limited resource like a concert ticket. You want to know that they haven't just given up because you want to be able to resell that ticket.

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There are better ways that you can design this. You put on your design that designer hat and thinking How can we have a timed interaction?

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While also meeting the security needs and the accessibility needs. Well, one great method is to pop up a dialogue that says, hey, are you still here?

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Are you still trying to buy this? And if they click yes, don't kick them out. Let them continue the interaction.

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Where they left off. But too often the time interaction works in the way of your interaction has timed out.

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OK button, and now you're logged out and you're taken back to start the interaction all over again.

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And if you couldn't complete it in 15 min the first time, what do you think your odds are of completing it in 15 min the second time?

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Not great.

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Excuse me, oh, I apologize. The next C. In the keys to the accessible checkout experience.

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Is confidence. Confidence is so important, especially when it comes to online shopping. First of all, nobody wants to experiment with real money.

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If I'm messing around on Twitter or I'm having some fun in a game. I'm not sure what a button might do.

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What an interface element might be like, how an interaction might work. Well, yellow, I'm just gonna try it.

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So what in the game I die, maybe on social media, I post something embarrassing and I delete it or I friend somebody that I didn't mean to friend.

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Well, oh well. But if I'm spending money I'm not confident that I'm going to be charged the exact amount that I think I'm going to be charged.

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And that the result of that charge, if I'm not sure what product I'm going to get, whether the product will work for me if I'm going to get the service that I expected.

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I'm going to give up. I'm not going to try. I'm not going to experiment.

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Once I've put in my credit card information, if there are 2 unlabeled buttons and I'm not sure what they do, I'm not just going to collect them and find out.

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I'm going to give up. Unlabeled or difficult to use controls. Cause people with disabilities to give up.

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Far faster when it comes to the online checkout experience. Then, for example, reading a news article or doing any number of other things that maybe would not result in them losing money or getting a useless product.

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And we give up a lot faster because of one of the other seas that I had mentioned before. Notice how all these seas build on each other, that see of consistency that we talked about.

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You know, I don't have to buy. Your version of this product. I could go to Amazon.

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I could go to Costco. I could get it there. I know how that experience works. So if you're giving me things that make me feel nervous, that make me not confident that I'm going to get the the the product that I think I'm going to get or be charged the amount that I think I'm going to be charged.

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I can go to your competitor. Because I don't care what you sell or what website you are building or what product you are designing.

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You have a competitor, don't you? And if they're offering a better experience? The 5% of people who with disabilities are going to go, the 15%, I'm sorry I'm a spout.

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Of people with disabilities are going to go there. And that's a huge market segment to lose, isn't it?

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If they're having a better experience with their competitor, their

friends and family. Probably going to go to the competitor as well, aren't they?

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And of course, lastly, when it comes to that confidence. If I'm having struggles with the purchasing process.

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Will the product that I'm purchasing be accessible? It makes me start to doubt what if something goes wrong with my product?

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Will the return process be accessible? Will the warranty process be accessible? Will I be able to reach out to support?

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If I can't check out confidently. I'm not going to struggle through a checkout process that's making me nervous because now I'm also nervous about all of those other interactions that go with purchasing a product from you.

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Instead, I'm just going to move on.

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And the last C is customizability. And we are going to see just how much this builds on those other C's.

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Remember how I talked about you should have multiple payment providers. Well, That also ties in to customizability.

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Because the key to an accessible experience is an experience that meets everybody where they are at, whether they are a person with a disability, whether they are a person who is busy stressed and distracted, whether they are a new parent who is short on sleep and who is dealing with their baby while they're trying to use your website or whether they are a senior who is less confident with computers or who is having challenges with their cognition or

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hand-eye coordination. When we create multiple modes of interaction, and customizable experiences, we are meeting people where they're at.

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Even just making sure your website works great on mobile. And on desktop is an accessibility win because for some people the affordances of mobile will work way better for them.

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They can pick up the phone, they can bring it close to their face, they can move it away, they can turn it.

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It's there's less distraction on a mobile screen. That works better for them. For some people touch screens are impossible.

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The keyboard is great. They love the giant desktop screen. Maybe you have 3 monitors. Maybe that's an accessibility win for you.

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If we meet people where they're at. We are building a more accessible experience. Make sure you have multiple modes of interaction.

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When you have multiple modes of interaction, it also sets you up for future innovation, doesn't it?

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Think about how many stores and products are having success now with being purchasable on smart home devices and with digital assistance.

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Think about the new kind of revolution that is coming for AI. The best way to make sure that we are designing for all of these things is making sure that we are designing products that can work across multiple modalities, that we are communicating information in ways that work well for visual learners in ways that work well for those who prefer reading in ways that work well for those who prefer listening.

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Multiple ways to contact support. Think about someone who is deaf or hard of hearing. They may not be able to call your telephone support.

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Chat support may work way better for them. Think about somebody who suffers from social anxiety. Calling your customer support isn't gonna be great for them.

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Either. And think about somebody who's a new parent with a screaming baby. They also probably don't want to call your support.

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And yet, for somebody who isn't very good at typing, who is less confident with computers, who has physical challenges that mean they cannot type quickly.

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They may simply prefer to call. Prefer to get him contact by voice, prefer to get in contact by email.

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Again, I hope you're seeing that with customizability. Harms accessibility and not just for people with disabilities, but for everyone.

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Because the more accessible we make things, the more customizable we make things. The more customizable we make things, the better we make them for every single one of our customers.

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Disabled. Or not. But you know, you may notice that these keys that I've talked about have nothing to do with testing your color contrast.

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Or with writing an automated test over your code to find all of the errors. Now, these 4 C's have to deal with the experiences that people with disabilities are having with your product.

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They can't be tested with an automated solution. The only way to know that you have achieved these 4 keys is to involve people with disabilities in your prototyping, in your ideation.

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In your research and your development. That's what we help do at fable, but there are multiple ways that you can do that and the best way that you can improve the accessibility of your designs of your products, of your websites, of your experiences for everyone, not just for people with disabilities, is by involving people with disabilities, understanding their experiences and building better experiences because when you build better experiences for us you'll have

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effectively built better experiences that work for everyone. Hey, that said, I think we've got 2 min left if you have questions about this presentation about accessibility in general, about me, about anything at all.

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Those of you who joined early got to hear me kind of vamp and chat and be a little bit unhinged.

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I love to riff. Ask questions. Ask me questions now in the chat. Get in touch over LinkedIn.

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Get in touch via email. Accessibility is a journey. And a conversation. And that journey in conversation.

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Need to keep going forward. And they can only happen with discussion and with exchange of ideas. So absolutely feel free to stay in touch.

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Get in touch with me, email, LinkedIn, follow fable, get in touch with Fable, follow us on LinkedIn.

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We are constantly putting out great articles and content and resources and there are more pieces of great content to come.

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Are if there aren't any questions. I'm I thank you all so much for being here.

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For taking the time to to be here. Hey somebody does ask could you give a couple of examples of consistency in accessible design?

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I'm not quite sure what you mean there. So, sure. There are a couple of ways.

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In which people are consistent. Oh, and Winter does have a question as well. Feel free to put that in the chat.

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What I mean by consistency is that making sure the same interactions always do the same things. So for example on Amazon you might notice that they have the like click to buy thing.

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And What I mean by consistency is Whether I'm buying an ebook, whether I'm buying cat food, whether I'm signing up for a subscription.

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When I click that Buy Now button or that checkout button, the experience that I'm having is always the same.

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The buttons are always in the same place, the information that I'm



being asked for is the same, I'm always asked for it in the same order.

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And not only is it the same, It doesn't change very often. I use the same techniques to purchase a product on Amazon today.

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That I did a year and a half ago. And when they do change, the change is always gradual.

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It's never, they've changed their whole checkout flow and now it's all different and I have to relearn everything.

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Right? Too often websites make this sudden change and then you have to they make the change every 3 months and you have to keep relearning and and relearning.

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And, and that's Not great for accessibility. It's not great for customers.

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It's not great for anyone. To answer the second question in the chat, yes, we hire across Canada and in the United States.

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If you would like to join our community of testers, you can find us over at make it fable.

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Calm slash community. The majority of our full-time team is in Canada, but we do hire a couple of folks over in the United States and I do believe that we have some job postings open right now.

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If you are interested in those full-time job postings, generally you can find them over on LinkedIn.

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They are always linked to and promoted over there. That's it. We are past 1 min past the top of the hour, so we are out of time as much as I have enjoyed talking to all of you, great engaged audience and would love to continue talking to you in the future.

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We are out of time and I know you've got another great set of events and presentations to get to coming up.

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So how