

READABILITY ON THE WEB

NCDT 2019 · May 16, 2019









Photo by Praveen Gupta on Unsplash



Photo by Peter Lawrence on Unsplash



Photo from The Gender Spectrum Collection

Hi! 

I'm Damien.



Hi! 

I'm Damien.

I am a **digital designer**,
specialised in **accessibility**.

I work for **Castor EDC** in Amsterdam
as a **Design systems & Accessibility Lead**.

Oh, and I use **they/them** pronouns.



Also, good to know:

The slides of this talk are **available**:

<https://speaking.raccoon.studio/nofxSD>



So! Let's talk about
readability.



But first,
why?



Reading is not an easy thing.



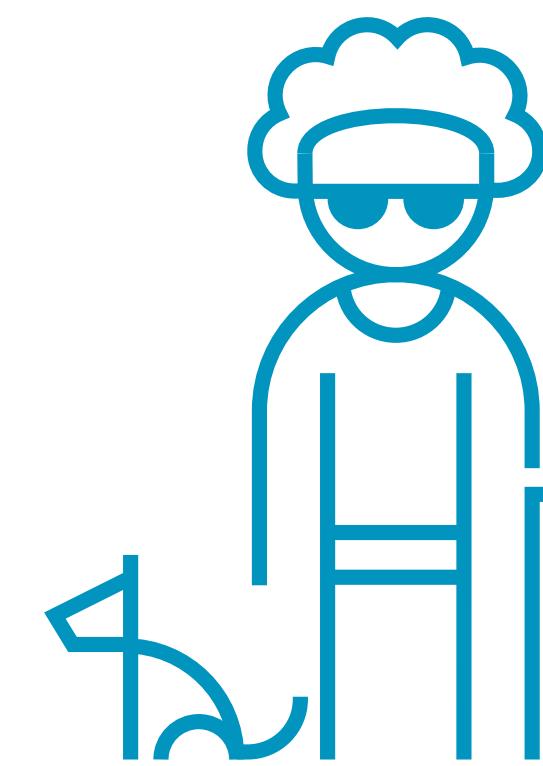
The Web is mainly **text-based**
And a **text** is **not accessible per se.**



**There is two groups
of reading impairments**



Vision impairments



Blindness



Eye infection
Hay's fever

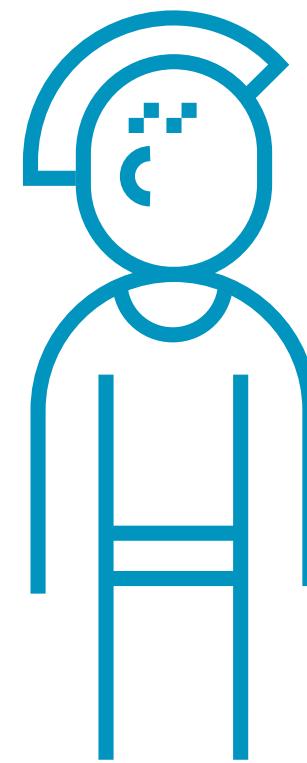


Visual
distraction

Microsoft icons



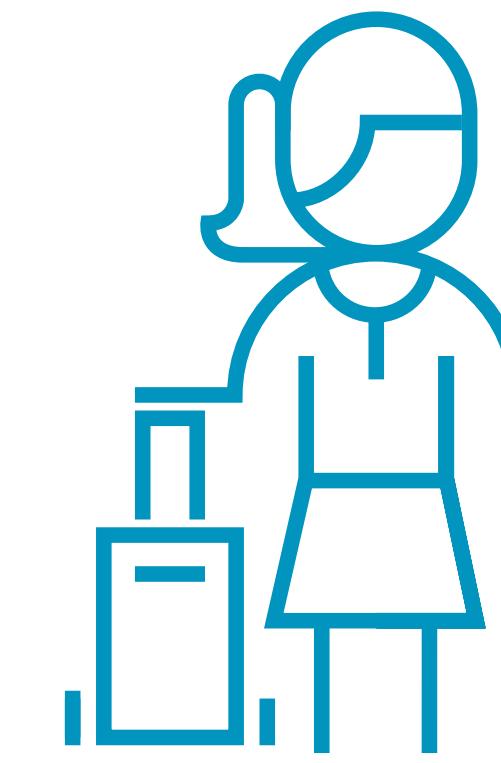
Cognitive impairments



Dyslexia
Hyperlexia
(Autism/ADHD)



Fluency



Stressful
context

Microsoft icons



A quick focus on **dyslexia**



Up to 7% of the global population.



**Commonly associated with
ADHD, autism and dyscalculia.**



**Can also appear after traumatic
brain injuries and strokes.**



How do we read?

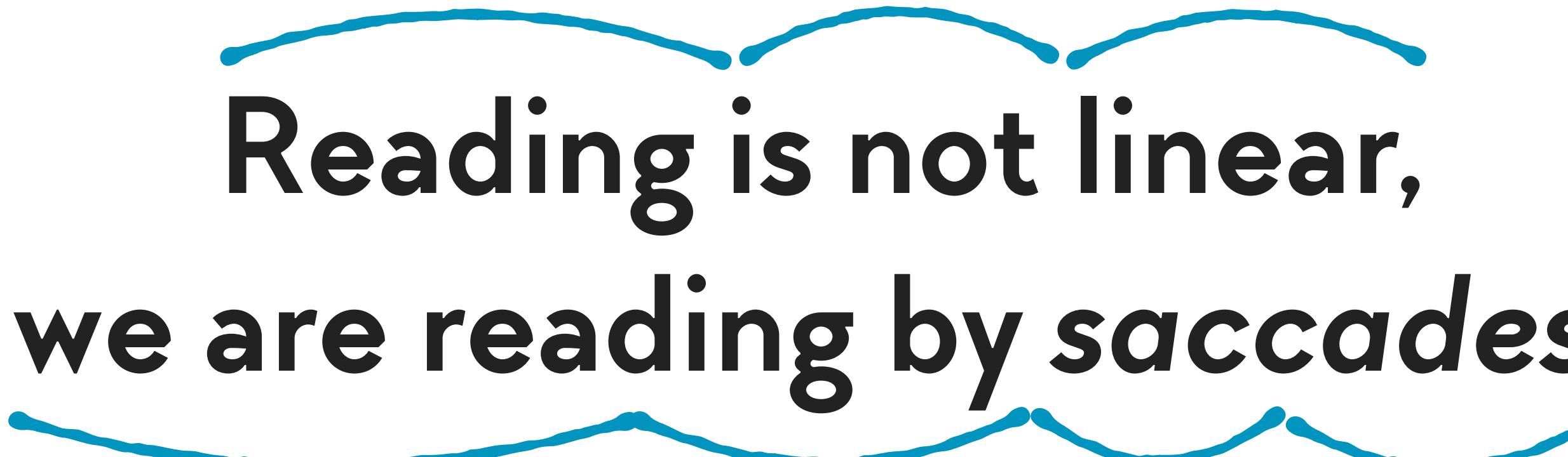


**Reading is mainly
a phonological process.**



**The reading experience depends
a lot of the context & environment**





**Reading is not linear,
we are reading by saccades.**





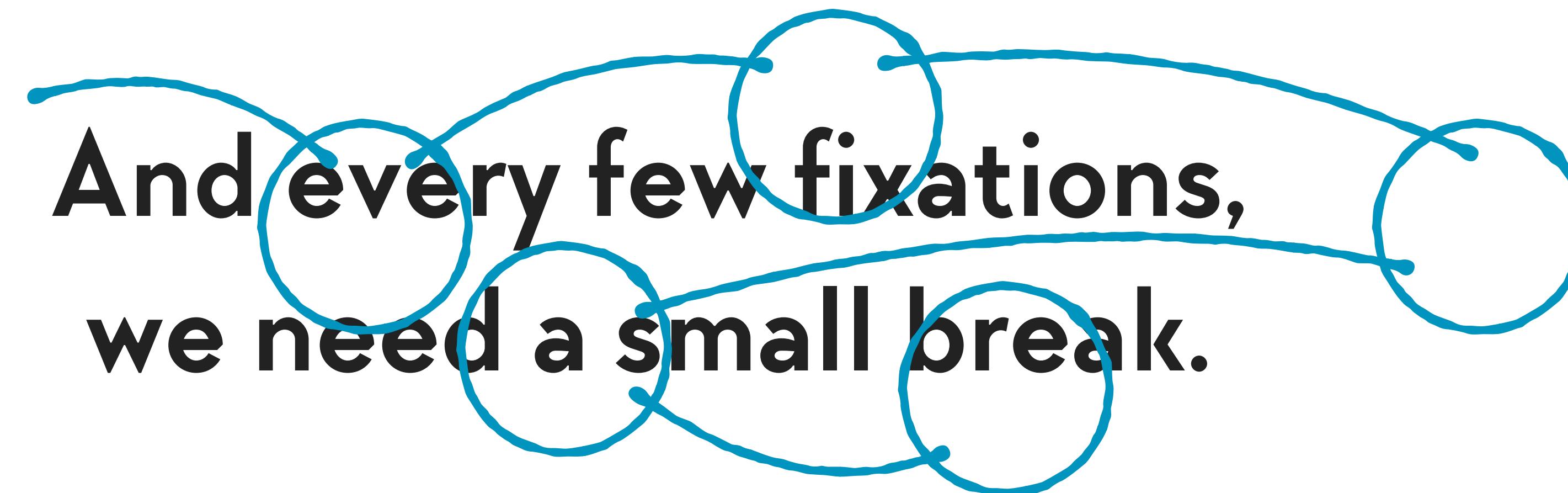
And between each saccades,
we have something called *fixation*.





**During a fixation, everything
except the focus is blurry.**





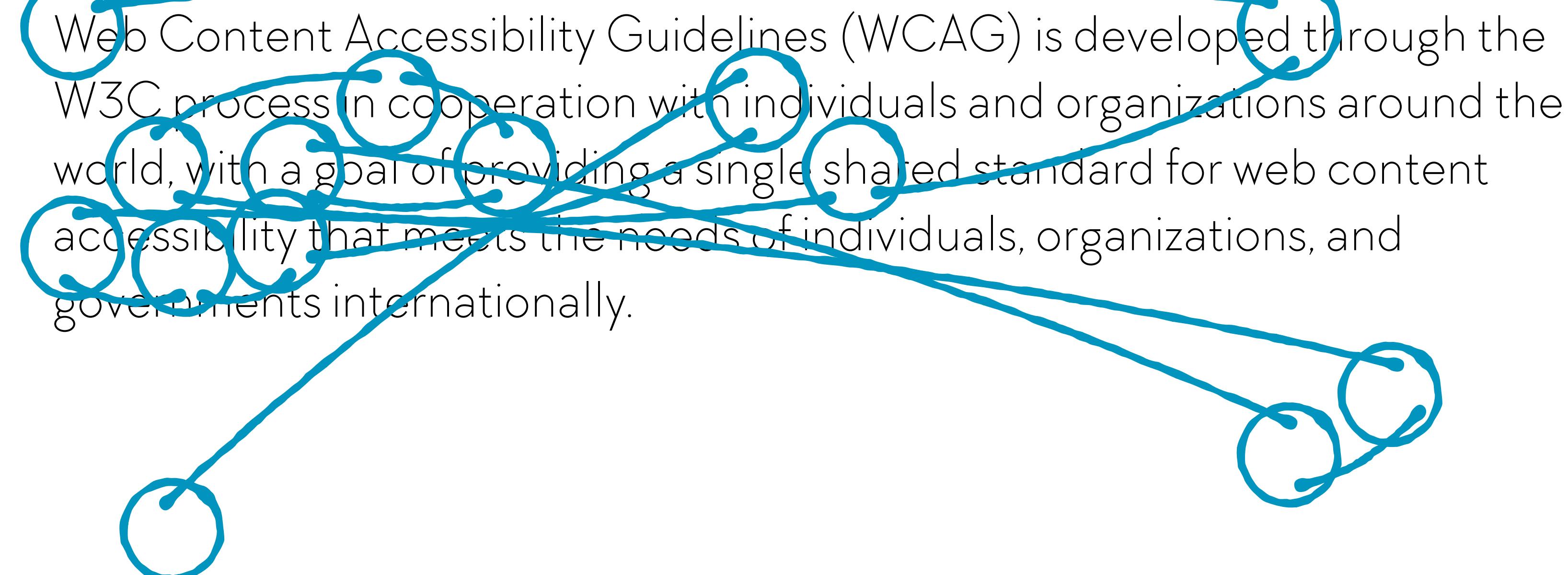
And every few fixations,
we need a small break.



The size of our saccades and the frequency of fixations are depend of the type of reading.

On screens, we are mainly using our exploratory reading pattern.





Web Content Accessibility Guidelines (WCAG) is developed through the W3C process in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.



**We are first analysing the
paragraph before starting to read.**



**On a screen, we are not reading
in a word-by-word manner.**



**Yuo cna porbalby raed tihs esaliy
desptie teh msispeillgns.**



**You can probably read this easily
despite the misspellings.**



This is possible thanks to
letters' *identifying features*



**These identifying features allow us
to read more easily.**



Readability

READABILITY





problem



porbelm



pbleorm





Saccades & fixations, experimentation by Nielsen Norman Group

Readability 101.





credits: Mijksenaar

The 4C of readability





MO-M1-M2-M3



Portes
Gates
Puertas

**01^{to}
a 39**



Sortida

Way out

Salida



Informació Trànsits

Transits Information

Información Tránsitos



Recollida d'equipatges

Baggage claim

Recogida equipajes



MO-M1-M2-M3



Portes
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**01^{to}
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Información Tránsitos

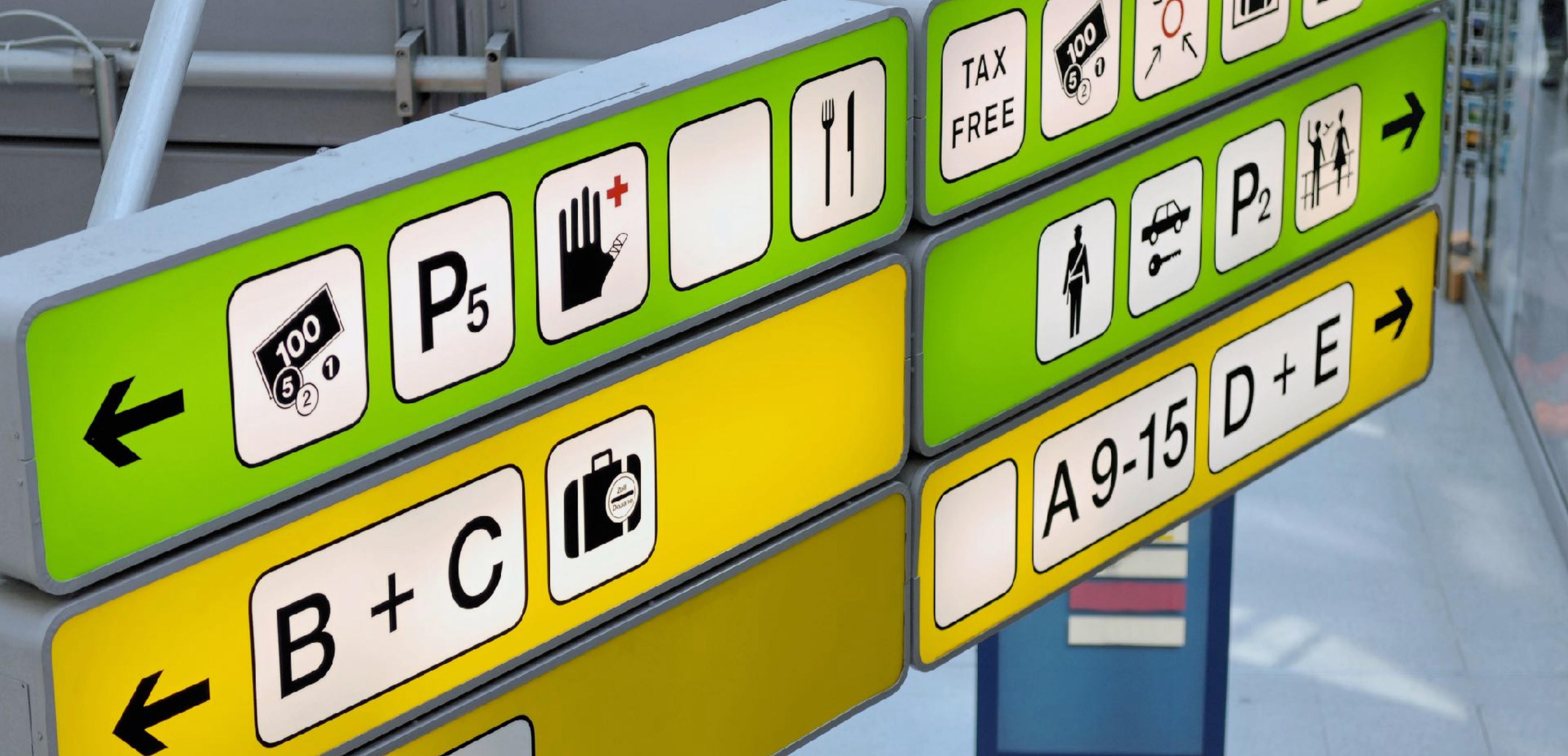


Recollida d'equipatges

Baggage claim



Continuity: repetition of the information until the endpoint



Conspicuity: being easily seen or noticed





C18

↑ Baggage hall | Exit



Consistency: keeping the same wording along the way



Arrivals

Aankomst

4

Departures

Vertrek

3



Check-in 28-32



Clarity: the message needs to be clearly understandable

Thanks Paul Mijksenaar 



Readability
& web content.





1
0

**First, Open Dyslexia
is not a solution.**

There is no one-fits-all solution.



So what?





2

Micro-typography

A good contrast is primordial.



But too much **contrast
can create a **blur effect**.**



But too much **contrast
can create a **blur effect**.**



Try shades of **black** for chars,
and **beige** for backgrounds.



**White space is your best friend.
We need resting space.**



**Align to the centre is for title.
Justify text should be avoid.**



In paragraph,
users should be able to **highlight text.**



Bold important content



**Avoid the use of too generic
content, be specific for links**



Use HTML and design accordingly.

(yeah, *dl* exists and it's amazing)



Basically, please be semantic.





3.

Use a heading hierarchy
(so users can navigate quickly where the content they are looking for is)

**Always include the most important
points in the first two paragraphs.**



**Start headings with the words
carrying most information**



**Group small related content
with a strong visual system**





4.

Take care of your layout

**Keeping consistent layout motivates our users
to read more when looking for an information.**



Users should have **two ways
to access an information.**





About me

Projects

Workshops

Talks

Blog



Hi! Hej! Bonjour !

I am **Damien**, digital **designer**
and **accessibility advocate**.



NCDT • May 2019 • @iamhiwelo



5.

Propose **distraction-free**
experiences



Quel type de véhicule vous recherchez ?

OCCASIONS NEUFS

Taper votre recherche marque ou modèle

KM ANNÉE PRIX

RECHERCHER

3884

ANNONCES DISPONIBLES

Recherchez vite la votre !

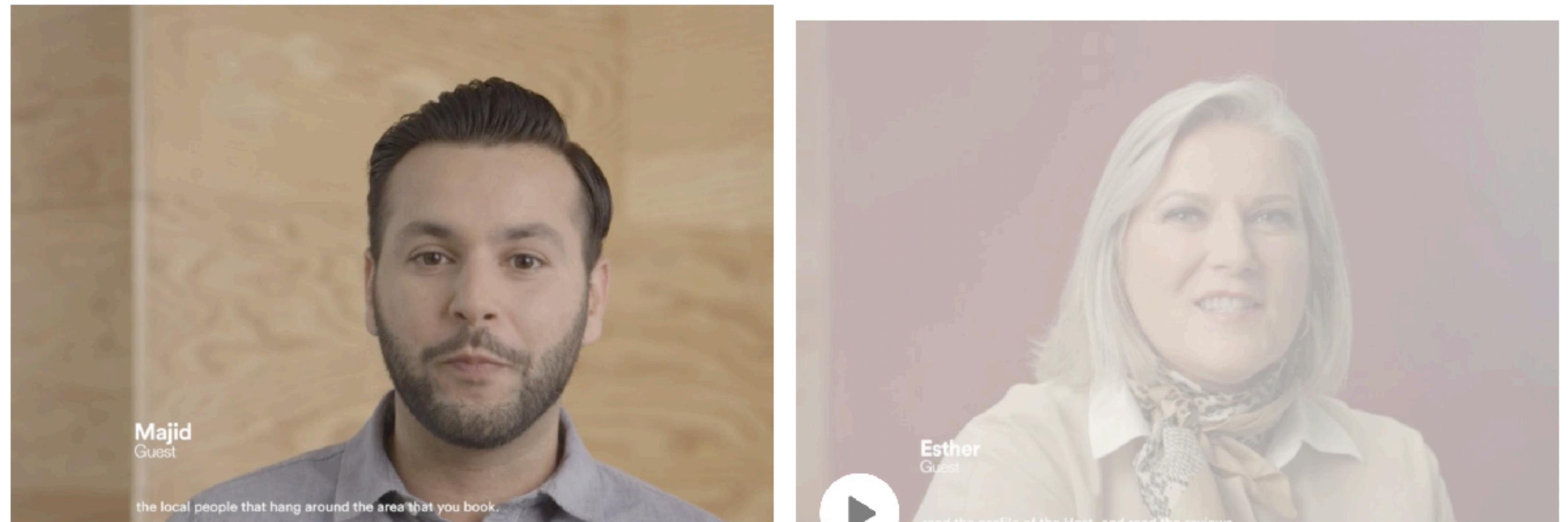
You know... this kind of really useful distractions

[Become a Host](#)[Trips](#)[Messages](#) •[Help](#)

Live there. Book unique homes and experience a city like a local.

Where Berlin, Germany	When 12/05/2017 → 14/05/2017 X	Guests 3 guests ▼	Search
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Getting started



Hey buddy! You looks friendly but... no thank you!

Rather a challenge than routine.

If you want to jointly overcome all before us,
we are on the best path to cooperation.

WHAT IS OUR CLIENT LIKE

And please... let your users the time **they** need to read.





The last, but not the least...



+1





Remove unneeded content.

How to **experiment**
with your projects?



Using recording tools showing mouse position heat-maps





Fairphone 2
[back to product page](#)

Fairphone 2

Why is the Fairphone 2 temporarily out of stock on Fairphone.com?

At the moment, **some Fairphone 2 components are delayed** in arriving at the factory. To **cope** with this shortage, we are prioritising spare parts for existing customers and obligations to our reseller partners, over selling new phones **directly**.

When will the Fairphone 2 be back in stock on this website?

A small number of Fairphone 2s are back in stock this month, and we are offering them to customers who have been on the waitlist the longest. For everyone else, **more Fairphone 2s will be available sometime in the coming months**.

How can I buy a Fairphone 2 right now?

To **find a reseller partner** please select your country here, and then **check** under the **signup** box here to find partners we suggest for your location. We can also help you **find a local store** in some countries.



You can learn what is catchy and how to optimise a page

**Using a screen reader
and tools like a Web Rotor.**





Headings

- 1: Hi! Hej! Bonjour ! I am Damien, digital designer and...
- 2: How may I help you?
- 3: Building interfaces with inclusivity in mind
- 3: Bringing accessibility in your work & workflow
- 3: Raising awareness on accessibility & inclusivity
- 6: Let's discuss together?

Hi! Hej! Bonjour ! I am Damien, digital designer and accessibility advocate .

× heading level 1 10 items Hi! Hej! Bonjour ! I am Damien , digital designer and accessibility advocate .



Some **good**
examples.



DESIGN COMPONENTS

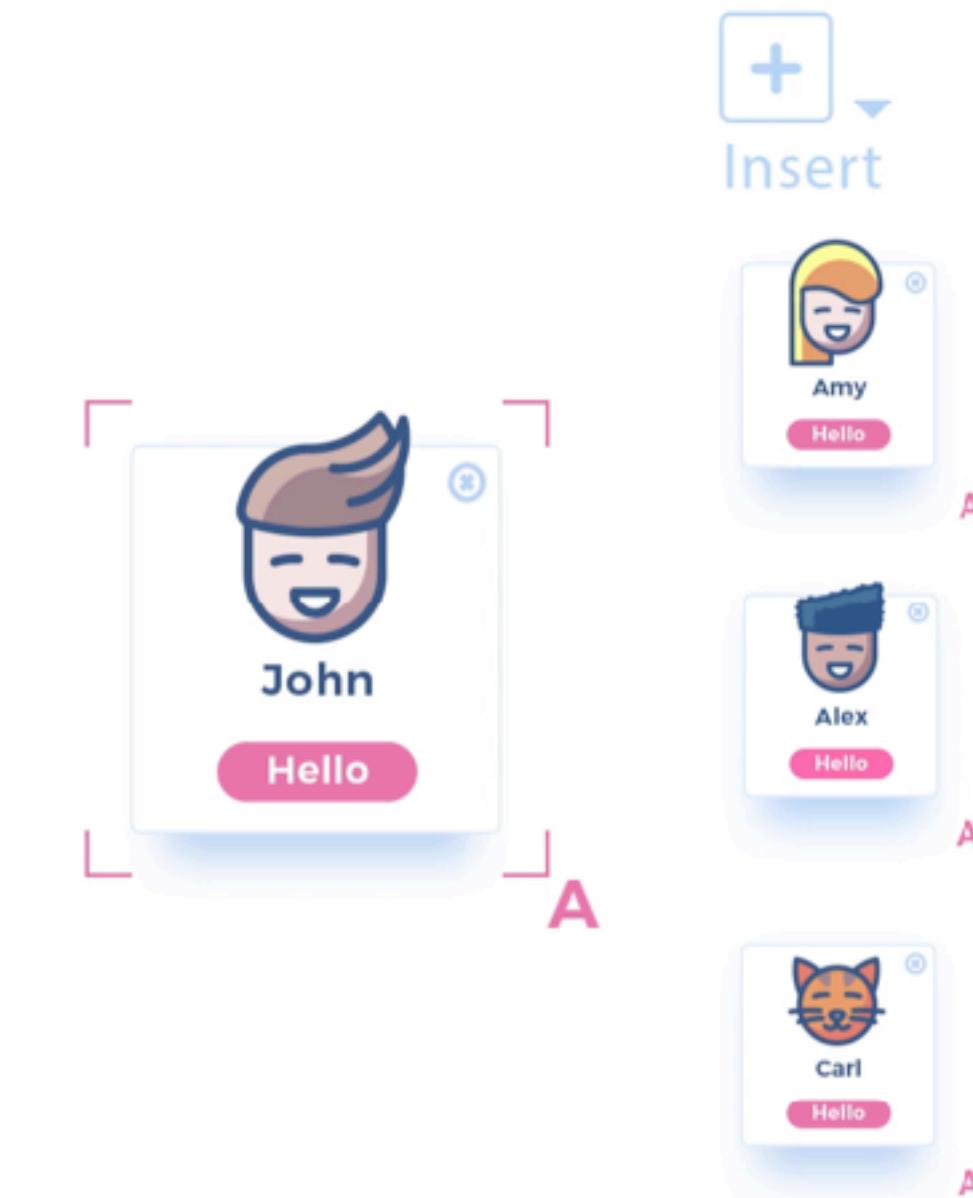
Symbols are becoming a design standard



In April 2016, Sketch re-introduced Symbols to save designers more time.

- Sketch files saw 7.6x growth of Symbols usage
- Even Adobe XD and Affinity Designer have introduced Symbols to keep up the pace

[Learn more](#)



Illustrated by [Benjamin Bely](#)

Except the contrast (😅), this is readable and *distraction-limited*.



OUR ENCHANTING

Smashing Articles

All Smashing Magazine's articles, sorted chronologically. Over 11 years, we've published 2137 articles, written by 229 hard-working authors. Still counting.



[Dhimil Gosalia](#) wrote

Building A Pub/Sub Service In-House Using Node.js And Redis

JUNE 12, 2018 – As the size of data for each message in our system differs from a few bytes to up to 100MB, we needed a scalable solution that could support a multitude of scenarios. In this article, Dhimil Gosalia explains why you should consider building an in-house Pub/Sub service, too.

[Read More...](#)

11 min read

[Leave a comment](#)



Smashing Mag is not afraid using bold and big font-sizes



À LA UNE

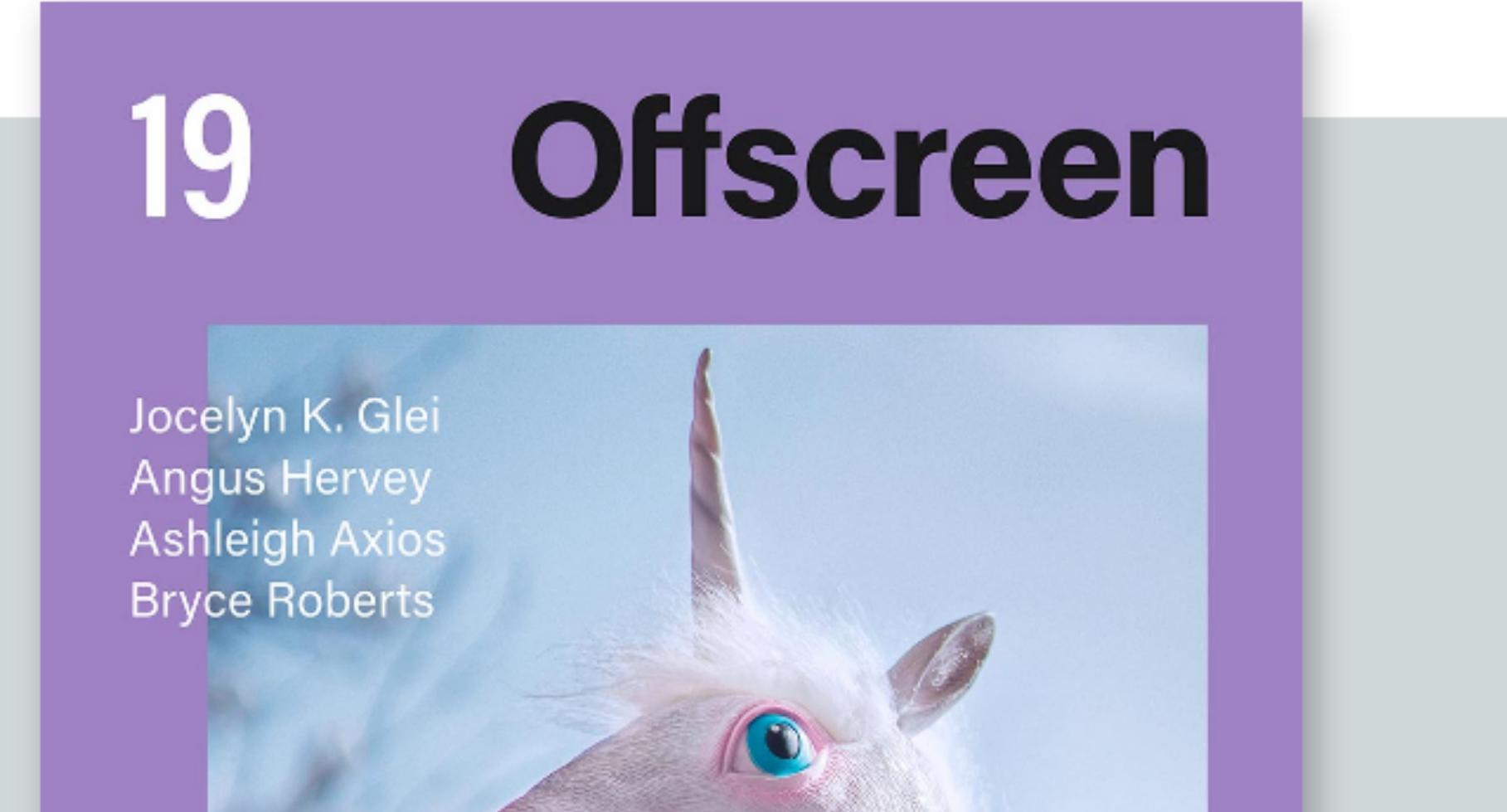


A good grid and a good hierarchy is everything.

The Human Side of Technology

Welcome to Offscreen, a [print magazine](#) and a [weekly newsletter](#) with a thoughtful, human-centred take on technology and the web. Discover purpose-driven people, products, and ideas that shape the future. [More about us.](#)

Just released:
[Offscreen Issue 19](#)



19 **Offscreen**

Jocelyn K. Glei
Angus Hervey
Ashleigh Axios
Bryce Roberts

Magazine
Fresh Thinking on Tech, in Print

Published three times per year in beautiful print, Offscreen Magazine is a thoughtful deep-dive into the entrepreneurial spirit and future



Readability and content grouping with in clear way



HURU BACKPACK

Built-in detachable fanny pack (waist bag), rain hood, and a lifetime warranty make HURU a smart and reliable companion for the city and travel.

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- Fanny pack (waist bag) + \$49
- Chest Buckle + \$24

\$249**ORDER NOW**

A nice & clearly readable design, must-have for webshop

Merci beaucoup ! 

Thank you! 

Tack! 

Bedankt! 



@iamhiwelo

Damien Senger

Digital designer, specialised in accessibility.

raccoon.studio • noti.st/hiwelo

