

READABILITY ON THE WEB

NCDT 2019 · May 16, 2019







SPECIAL
HOW
WIN
& INFLUENCE
PEOPLE
The 6
so







Photo by Peter Lawrence on Unsplash





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.



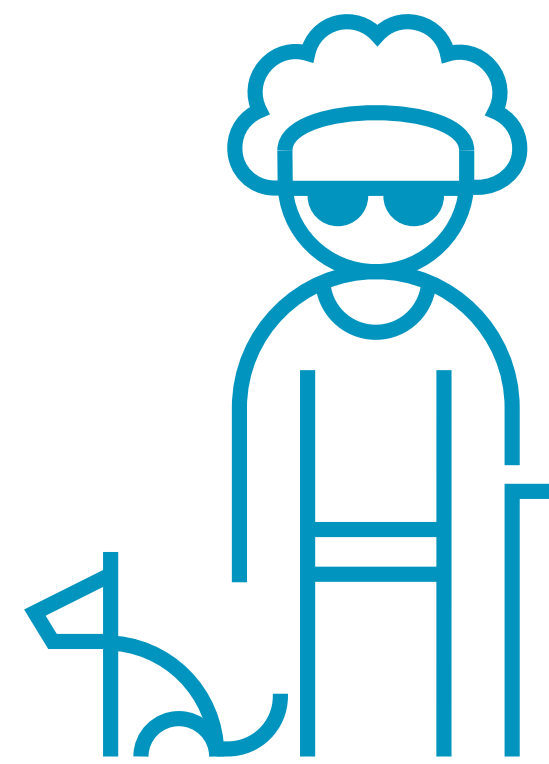
The Web is mainly text-based
And a text is not accessible per se.



**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.**

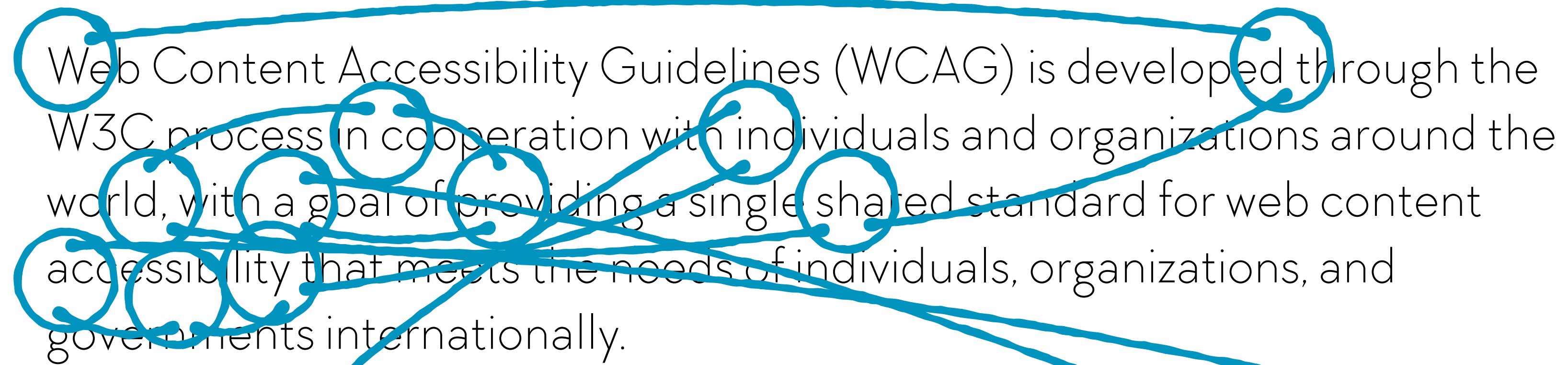


The size of our saccades and the frequency of fixations are depend of the type of reading.

**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



PRINT
CITE



Since it opened in 2006, the **9/11 Tribute Center** in Lower Manhattan has become a place where visitors can learn about the impact of the September 11 attacks on the city and the world. The center is a place where family members who lost loved ones, first responders, rescue and recovery workers, longtime Lower Manhattan residents and other trained volunteers tell their stories in the hopes of providing a greater understanding of the impact of 9/11, as well as the ongoing recovery and resilience of New York City. We asked five of those volunteers to share some of their thoughts, including how 9/11 changed them, what they want people to remember and what advice they would give future generations.

- **Joan Mastropaolo** was in Jersey City, New Jersey, on 9/11, and she was on the 11th floor of the World Trade Center. She was with her husband (who was a firefighter) and their two children. She was on the 11th floor when the plane hit the tower. She was on the 11th floor when the plane hit the tower. She was on the 11th floor when the plane hit the tower.
- **Matt Crawford** was a firefighter with the Fire Department of New York. He was on the 11th floor of the World Trade Center when the plane hit the tower. He was on the 11th floor when the plane hit the tower. He was on the 11th floor when the plane hit the tower.
- **Dave Hood**, who is an attorney for the Port Authority of New York & New Jersey, was on the 68th floor of the World Trade Center when the plane hit it on 9/11. He was on the 68th floor when the plane hit the tower. He was on the 68th floor when the plane hit the tower.
- **Paul Ianelli**, a detective with the Brooklyn South Narcotics Division of the New York Police Department (NYPD), took a ferry to Lower Manhattan from Bay Ridge, Brooklyn, with his fellow officers to get to the World Trade Center on 9/11. He then spent months working on the recovery effort.
- **Joe Powers** was the Director of Readiness Analysis for the Navy. He was at the Pentagon on 9/11. He was at the Pentagon when the plane hit the tower. He was at the Pentagon when the plane hit the tower.

Looking back at the past 10 years, what has stayed the same for New Yorkers

Matt Crawford: I think what has stayed the same for New Yorkers is the rush-rush mindset. I think what has changed, though, is the fact that if a New Yorker slows down and takes a minute to think about September 11, obviously they will remember the horrible events of that day, but that will be



Saccades & fixations,
experimentation by Nielsen Norman Group

Readability

101.






The 4C of readability



↓  **M0-M1-M2-M3** ↓  **Portes**
Gates
Puertas **01** to **39**
a

↓ **Sortida**
Way out
Salida    


↓  **Informació Trànsits**
Transits Information
Información Tránsitos

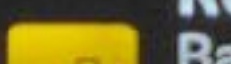
↓  **Recollida d'equipatges**
Baggage claim
Recogida equipajes

B

↓  **M0-M1-M2-M3** ↓  **Portes**
Gates
Puertas **01** to **39**
a

↓ **Sortida**
Way out
Salida    

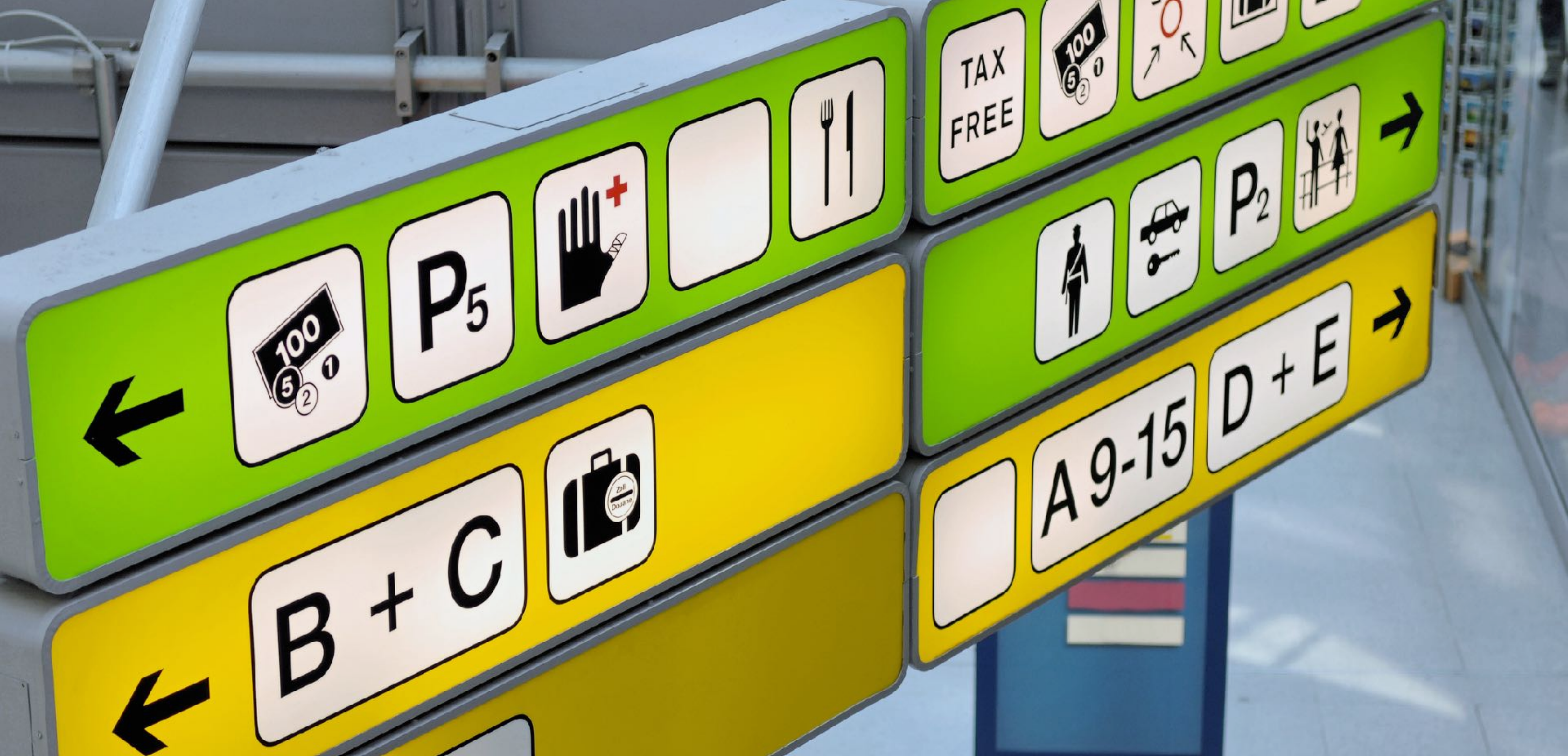
↓  **Informació Trànsits**
Transits Information
Información Tránsitos

↓  **Recollida d'equipatges**
Baggage claim

P



Continuity: repetition of the information until the endpoint



Conspicuity: being easily seen or noticed



↑ Baggage hall | Exit



Consistency: keeping the same wording along the way



Arrivals 4
Aankomst

Departures 3
Vertrek



Check-in 28-32



Clarity: the message needs to be clearly understandable

Thanks Paul Mijksenaar 👍



Readability & web content.





1.

**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**.





5.

**Propose distraction-free
experiences**



Mandataire Auto Neuve et Voiture d'Occasion avec Trouve Ton Auto

ANNONCES

GUIDE D'ACHAT

ANNUAIRE DES PROS

SERVICES

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 !

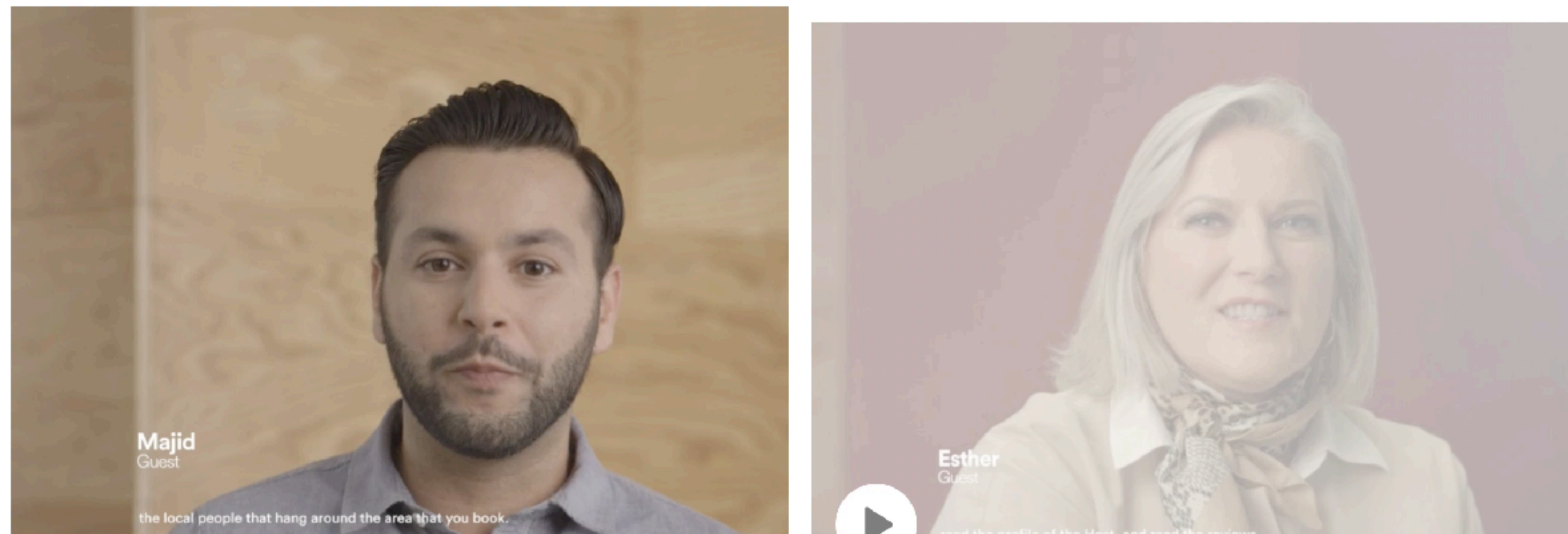
You know... this kind of really useful distractions

[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 ×	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.



+1

The last, but not the least...



+1





+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**.





About me

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Hi! Hej! Bonjour !
I am **Damien**
and **accessibility**

Headings

1: Hi!Hej!Bonjour ! I am Damien, digital designerand...

2: How may I help you?

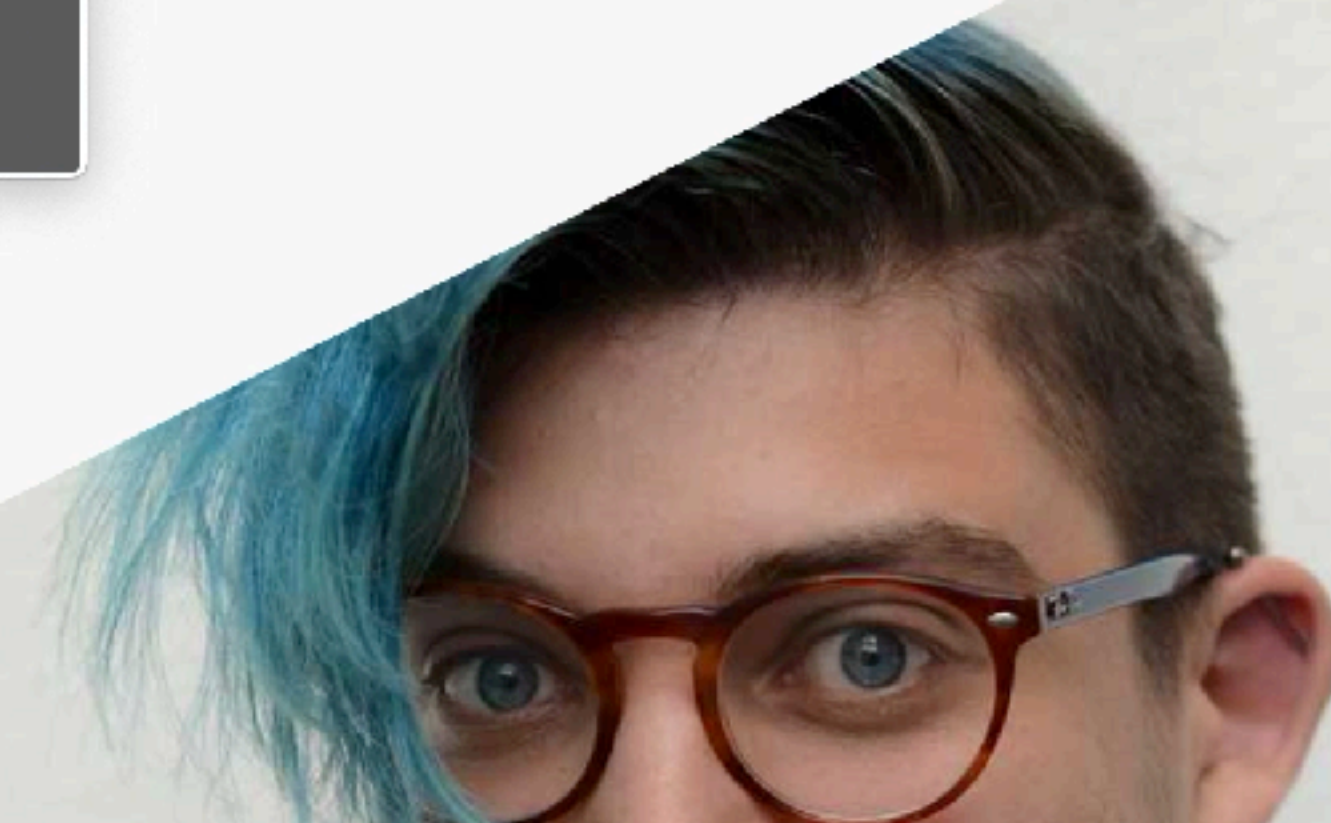
3: Building interfaces with inclusivity in mind

3: Bringing accessibility in your work & workflow

3: Raising awareness on accessibility & inclusivity

6: Let's discuss together?

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



Some good
examples.



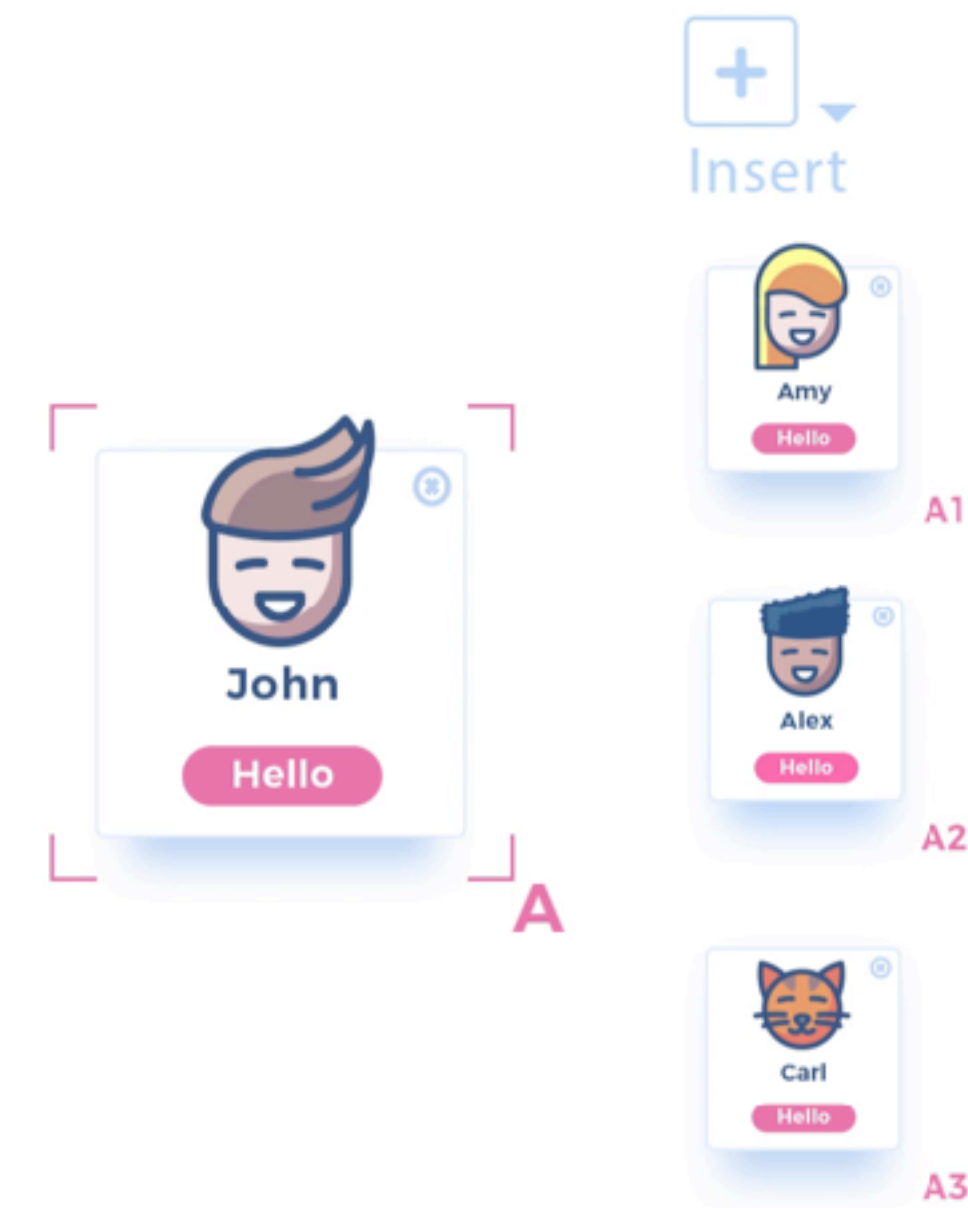
DESIGN COMPONENTS

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

≡ ARTICLE



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](#)

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

19

Offscreen

Jocelyn K. Gleib
Angus Hervey
Ashleigh Axios
Bryce Roberts



Readability and content grouping with in clear way



HURU BACKPACK

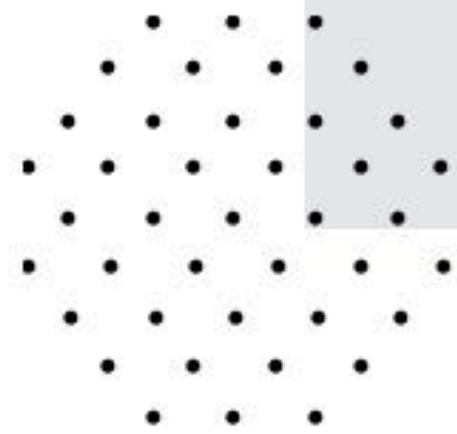


Built-in detachable fanny pack (waist bag), rain hood, and a lifetime warranty make HURU a smart and reliable companion for the city and travel.

ADD TO ORDER:

- | | | | |
|-------------------------------------|------------------------|---|--------------|
| <input checked="" type="checkbox"/> | HURU Backpack | + | \$249 |
| <input type="checkbox"/> | Fanny pack (waist bag) | + | \$49 |
| <input type="checkbox"/> | 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.

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@iamhiwelo