


**CREATE & APPLY
SHARE
HUMAN
CENTERED
DESIGN KNOWLEDGE**

DESIGNING FOR ACCESSIBILITY

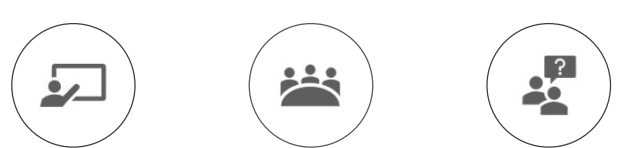
HCD Community of Practice
July 31, 2020



Human-Centered Design
Center of Excellence (CoE)

1

Today's Community of Practice



Fundamentals of accessibility Panel Q&A

2



3

Our Presenters



Htet Htet Aung
 UX Designer, iQIES



Sandra Clark
 Front-end Developer, iQIES

4

VENTERA

FUNDAMENTALS OF ACCESSIBILITY

Presented by Htet Htet Aung & Sandra Clark

5

**“ FOR PEOPLE WITHOUT DISABILITIES,
TECHNOLOGY MAKES THINGS CONVENIENT,
WHEREAS FOR PEOPLE WITH DISABILITIES,
IT MAKES THINGS POSSIBLE. ”**

JUDY HUEMAN

6

ACCESSIBILITY IMPROVES PEOPLE'S LIVES

- Accessible designs make life easier for people with disabilities.
- Or, in some cases, it's even more dramatic: accessibility makes things possible that would be otherwise literally impossible. In this sense, accessibility isn't just nice to have, it's necessary.
- Accessible websites/apps let people
 - Do their jobs
 - Conduct their personal banking
 - Make restaurant reservations
 - Access government benefits
 - Apply for college
 - Shop online
 - Read the news
 - Play online games... and anything else that is available on the web

7

ACCESSIBILITY IMPROVES PUBLIC PERCEPTION

- If you have an accessible website/app, it shows that you—and the organization you work for—are committed to basic ideals of equal opportunity and fairness
- You can leverage your accessible website/app as a differentiator among your competitors or peers who may have less accessible web sites
- You show that you CARE

8

- **Accessibility Increases Compatibility**
 - Your website/app will be compatible with a wider variety of web-enabled devices, because designing for accessibility requires that you pay attention to the robustness of your website in many platforms, browsers, and devices using a variety of input methods
- **Accessibility Improves Search Engine Optimization**
 - Many of the techniques required for accessibility involve smart use of semantic markup in the text and in the HTML, which also improves the ability of search engines to find and index your work with the appropriate keywords
 - Your users and potential customers will find your website more easily
- **Accessibility Increases Your Customer Base**
 - If people with disabilities cannot access your web site, it doesn't matter much if they like what you have to sell, because they can't go through the steps of purchasing anything
 - Accessibility benefits your bottom line
- **Accessibility Increases Your Eligibility for Funding**
 - If you do any contract work with government entities, chances are that you will be required to agree to make your deliverables accessible, because governments are often required to write those conditions in the requests for proposals
 - If you know how to make your deliverables accessible, and if you have a track record to prove that you have already done so in the past, you will be more likely to get the contract

9

ACCESSIBILITY HELPS YOU AVOID LAWSUITS

- In many areas of the world, creating inaccessible web sites is against the law
- The legal picture isn't always straightforward, but people with disabilities have rights, and they might decide to sue your company if the website is not accessible
- That's bad press, a huge expense, and it's totally avoidable if you create an accessible website in the first place.
- Accessibility keeps you out of court!

The image shows a screenshot of a CNBC news article and a website advertisement. The article, titled "Supreme Court hands victory to blind man who sued Domino's over site accessibility," is dated October 7, 2019. The author is Tucker Higgins. The article's key points state that the Supreme Court denied a petition from Domino's, leaving the matter to a lower court. Below the article is an advertisement for Hunt Huey, an "Accessibility Defense" firm that helps businesses defend against ADA and FHA lawsuits. The ad features a headline "On the hook: Website Developers may have ADA liability for inaccessible websites" and a photo of Richard M. Hunt, an attorney.

10

MEETING ACCESSIBILITY GUIDELINES

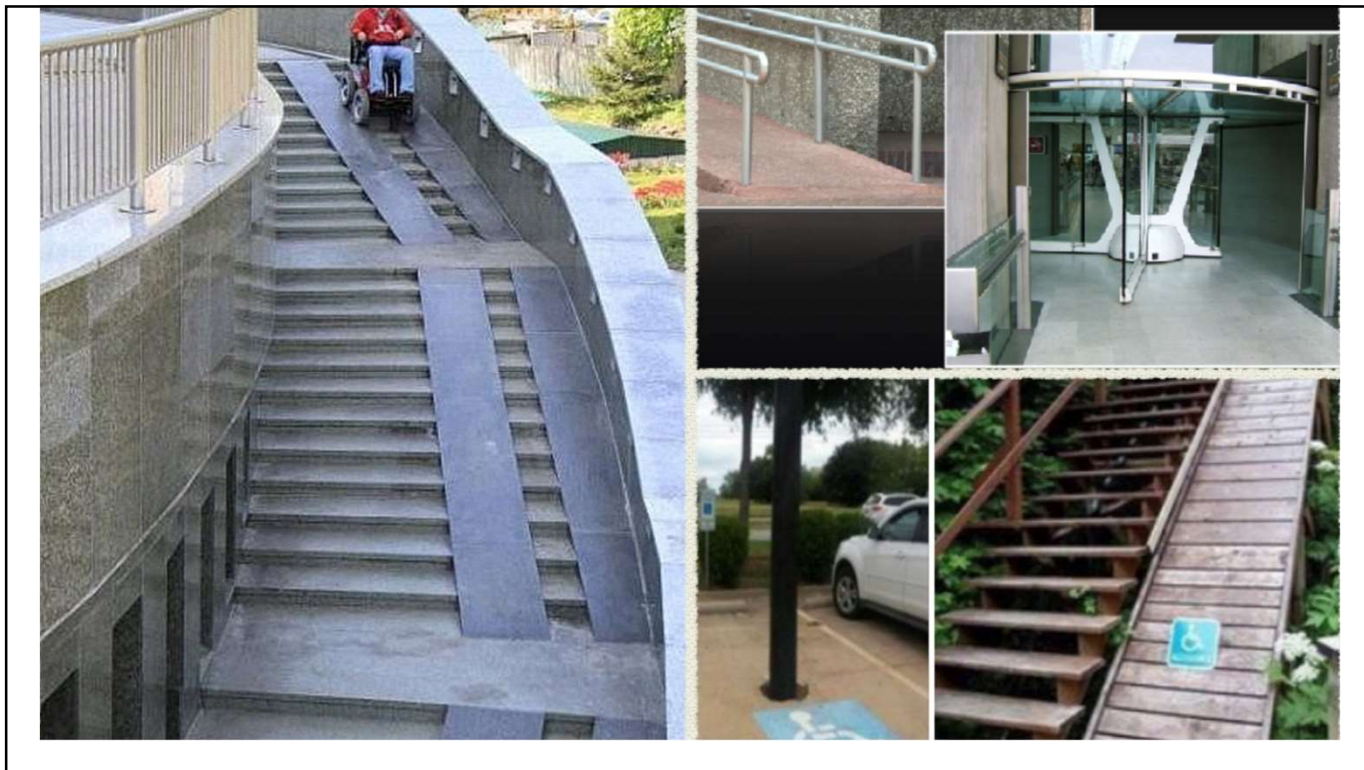
- **Section 508 of the Rehabilitation Act**
- **Requires the U.S. federal government to take accessibility into account when procuring information technologies: websites, telephones, copiers, computers, and other technologies, including both hardware and software**
 - **WCAG level A and AA guidelines are incorporated by reference and required by Section 508**
- **The Americans with Disabilities Act (ADA) applies to:**
 - **Businesses and other organizations open to the public, with the exception of religious entities and private clubs**
 - **Federal and state government entities**

11

**YOUR APPLICATION
CAN BE COMPLIANT
YET INACCESSIBLE**

ACCESSIBILITY > COMPLIANCE

12



13

Different types of disabilities needs different types of design and code

<p>Designing for users on the autistic spectrum</p> <p>Do...</p> <ul style="list-style-type: none"> Use simple colours write in plain English Use simple sentences and bulleted make buttons descriptive build simple and consistent layouts <p>Don't...</p> <ul style="list-style-type: none"> use bright contrasting colours Use figures of speech and idioms create a wall of text make buttons vague and uninformative build complex and cluttered layouts <p>Do this.</p> <ul style="list-style-type: none"> Use figures of speech and idioms create a wall of text make buttons vague and uninformative build complex and cluttered layouts 	<p>Designing for users of screen readers</p> <p>Do...</p> <ul style="list-style-type: none"> describe images and provide alt-text for video follow a clear logical layout structure content using HTML5 build for keyboard use only write descriptive links and headings <p>Don't...</p> <ul style="list-style-type: none"> only show information in an image or video spread content all over a page rely on text size and placement for structure omit content on screen use write uninformative links and headings <p>Do this.</p> <ul style="list-style-type: none"> use <code><alt></code> spread content all over a page rely on text size and placement for structure omit content on screen use write uninformative links and headings 	<p>Designing for users with low vision</p> <p>Do...</p> <ul style="list-style-type: none"> use good colour contrast and a readable font size publish all information on web pages use a combination of colour, shape and text follow a clear logical layout add buttons and instructions to content <p>Don't...</p> <ul style="list-style-type: none"> use low colour contrast and small font size bury information in dropdowns only use colour for coding meaning omit content on screen use use large amounts of text
<p>Designing for users with physical or motor disabilities</p> <p>Do...</p> <ul style="list-style-type: none"> make large clickable areas give form fields space design for keyboard or mouse only use align with visible and unobscured elements provide shortcuts <p>Don't...</p> <ul style="list-style-type: none"> designated precision search for precision make elements too small to click have about text and warnings use small text <p>Do this.</p> <ul style="list-style-type: none"> use subtitles or provide transcripts for audio use a clear logical layout break up content with sub-headings, images and videos let users request an interpreter for appointments 	<p>Designing for users who are Deaf or hard of hearing</p> <p>Do...</p> <ul style="list-style-type: none"> write in plain English use subtitles or provide transcripts for audio use a clear logical layout break up content with sub-headings, images and videos let users request an interpreter for appointments <p>Don't...</p> <ul style="list-style-type: none"> use complicated words or figures of speech omit content on screen use make complex layout and content make users scroll long blocks of content don't make headlines the only means of identifying content 	<p>Designing for users with dyslexia</p> <p>Do...</p> <ul style="list-style-type: none"> use images and diagrams to support text align text to the left and have a large font normalise punctuation normally in other formats for changes audio or video keep content short, clear and simple let users change the content of the background and font <p>Don't...</p> <ul style="list-style-type: none"> use large amounts of heavy text use large amounts of heavy text use large amounts of heavy text use large amounts of heavy text use large amounts of heavy text

Perceptual/Motor

- Low-Vision
- Color-Blindness
- Deaf/Deaf-Blindness
- Blindness
- Physical or Motor Disabilities

Other

- Autism/ADD
- Anxiety
- Dyslexia/Reading Disabilities
- Seizure Disorders

14

SOME ACCESSIBILITY ISSUES ARE OBJECTIVE

- Automated testing or special tools can help us determine some accessibility issues
- We can determine:
 - If inputs have associated labels
 - If images have alt text defined
 - If the color contrast is enough for the font-size
 - If the code is well-formed

15

MOST ACCESSIBILITY ISSUES ARE SUBJECTIVE

- Is there an understandable document hierarchy with titles and sections correctly labeled and identified?
- Do the labels for inputs accurately describe the inputs they are associated with?
- Do informational images have alt text that realistically describe the images?
- Do the link texts make sense? Will the user know where the links will lead them?
- Can a user navigate a page using only their keyboard in a consistent and understandable manner?
- Can a user navigate the site without getting lost?

16


DIGITAL ACCESSIBILITY

17

WHAT IS DIGITAL ACCESSIBILITY?

- Development of systems and applications flexible enough to accommodate the needs of the broadest range of users... regardless of age or disability ...so that everyone can have the same user experience when they access these types of digital components
- Encourages good design and development practices
- Supports
 - Search engine optimization
 - Internationalization
 - Mobile-friendly content
- Estimated 10-20% of the World's population has a disability
- Accessibility benefits everyone!

57 Million Americans are living with a disability



that's more than the populations of California and New York combined.

And of those...


2.17 million surf the web on a regular basis.

1.15 million find web browsing challenging.


Disabilities that affect web browsing

Disability Type	Million
Visual	3.2
Hearing	3.9
Cognitive Mental	7.9
Ambulatory	9.8


An estimated **9 out of 10** websites are **NOT** accessible




Mobile Applications



Digital Documents







Website Pages



18

FOUR MEASURES

Criteria for Digital Accessibility

			
Perceivable	Operable	Understandable	Robust
<p>users must be able to perceive the information and user interface in a way that is presentable</p>	<p>users must be able to operate the interface successfully</p>	<p>users must be able to understand the information and user interface</p>	<p>content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies</p>

19



SIMON JOHNSON

Low Vision

- Financial, government tax law, and tax prep websites
- Social media
- Online shopping

DEMOGRAPHICS

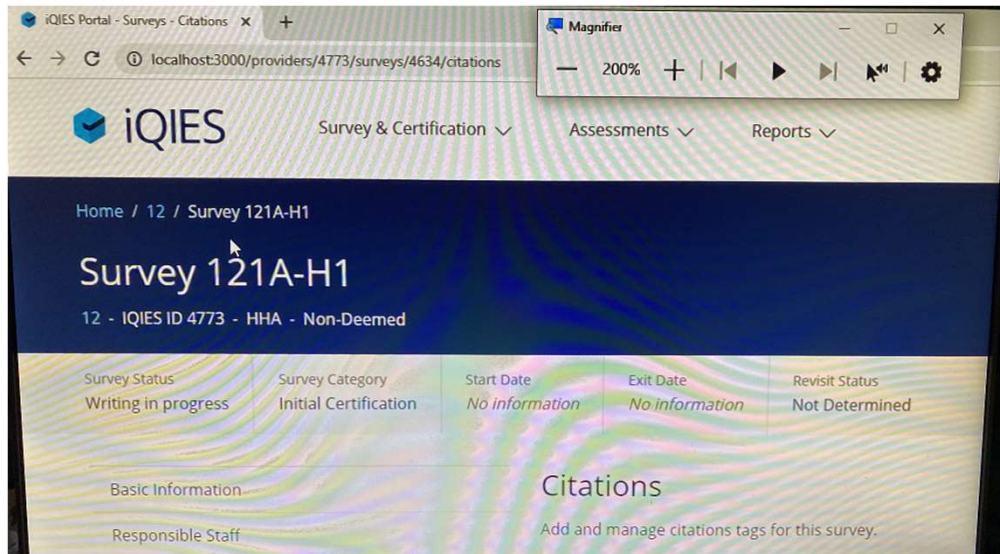
- Age 55
- Married
- Accountant

WANTS AND NEEDS

- Bigger fonts and images
- High contrast

20

WHAT A LOW VISION USER SEES



21

COLOR CONTRAST

USE GOOD COLOR CONTRASTS AND READABLE FONT SIZE

- | | |
|---------------|--------|
| - Common | - Pass |
| - Sense | - Pass |
| - Is | - Pass |
| - Vital | - Pass |
| - When | - Fail |
| - Considering | - Fail |
| - Color | - Fail |
| - Contrast | - Fail |

Designing for users with low vision

Do...	Don't...
use good colour contrasts and a readable font size 	use low colour contrasts and small font size
publish all information on web pages 	bury information in downloads
use a combination of colour, shapes and text 	only use colour to convey meaning
follow a linear, logical layout 200% magnification 	spread content all over a page 200% magnification
put buttons and notifications in context 	separate actions from their context

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22

COLOR CONTRAST

Text with almost exactly 4.5:1 contrast

- Gray (#767676) on white
- Purple (#CC21CC) white
- Blue (#000063) on gray (#808080) ✓
- Red (#E60000) on yellow (#FFFF47)



I have read and agree to the [Terms of Use](#)

- Gray (#767676) on white
- Purple (#CC21CC) white
- Blue (#000063) on gray (#808080)
- Red (#E60000) on yellow (#FFFF47)



I have read and agree to the [Terms of Use](#)

23

USING COLOR ONLY

DO NOT USE COLOR ONLY TO CONVEY MEANING

The green mushrooms are OK to eat.
The red mushrooms will kill you.

- | | |
|---------------|---------------|
| - Amanita | - Amanita |
| - Chanterelle | - Chanterelle |
| - Porcini | - Porcini |
| - Shitake | - Shitake |
| - Tylopilus | - Tylopilus |

USE A COMBINATION OF COLOR, SHAPES, AND TEXT

The mushrooms with checks are OK to eat.
The mushrooms without checks will kill you.

- | | |
|---------------|-------------|
| - Amanita | - Shitake |
| - Chanterelle | - Tylopilus |
| - Porcini | |

24

Designing for users with low vision



Do...

use good colour contrasts and a readable font size



publish all information on web pages



use a combination of colour, shapes and text



follow a linear, logical layout



put buttons and notifications in context



Don't...

use low colour contrasts and small font size



bury information in downloads



only use colour to convey meaning



spread content all over a page



separate actions from their context



Date
 Color Only (Normal)
Invalid date.

Date
 Color Only (Color Blind)
Invalid date.

Date
 Color + Icon (Color Blind)
⚠ Invalid date.

Color Only

- Info alert
- Success alert
- Warning alert
- Error alert

Color + Icon

- Lorem ipsum dolor sit amet, consectetur adip
- Lorem ipsum dolor sit amet, consectetur adip
- ⚠ Lorem ipsum dolor sit amet, consectetur adip
- Lorem ipsum dolor sit amet, consectetur adip
- **Unable to Save**
Please review and correct the following:
 - [Field.Input.Name](#) is required

25

LAYOUT

FOLLOW A LINEAR LOGICAL LAYOUT

- Principle of Proximity
 - Group related items together to show the relationship between them
- People with low vision will start at top left of the page and orient themselves and move through rest of the content of the page.
- STRAW test/Zoom 200-400%

Phone (703) 123-1234

Fax (703) 123-3333

Phone

Fax

Phone (703) 123-1234

Fax (703) 123-3333

Phone

Fax

Designing for users with low vision

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26



ANGIE JONES

Deaf

- Typical business and medical billing/coding software and internet searches
- Social media
- Online shopping
- Live video messaging like FaceTime

DEMOGRAPHICS

- Age 34
- Married
- Mother of two
- Medical Coding


WANTS AND NEEDS











- Audio or video with captions and transcription
- Simple and concise language, short sentences
- Clear start/stop/pause UI
- Avoid jargon and idioms as English is a second language for deaf people



27

MAKE SURE USERS KNOW WHAT'S ON THE PAGE


- Make the content and functionality available through sight, sound, and touch
- Make Images, Videos, Audios perceivable
 - Be sure to provide adequate description for informational and functional images
 - Provide synchronized captions for the deaf
 - Provide synchronized audio descriptions for the blind
 - Provide a text transcript for those who are both deaf and blind

Designing for users who are D/deaf or hard of hearing 

Do...	Don't...
<p>write in plain language Do this.</p>	<p>use complicated words or figures of speech </p>
<p>use subtitles or provide transcripts for videos </p>	<p>put content in audio or video only </p>
<p>use a linear, logical layout </p>	<p>make complex layouts and menus </p>
<p>break up content with sub-headings, images and videos </p>	<p>make users read long blocks of content  </p>
<p>let users ask for their preferred communication support when booking appointments </p>	<p>make telephone the only means of contact for users </p>

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28



15 years

BOBBY BENNET

Muscular Dystrophy

- Access educational programs
- Play games

DEMOGRAPHICS

- Age 15
- Student

WANTS AND NEEDS

- Can only use keyboard (via joystick)
- Easy to use apps
- No time limits

29

EVERYTHING HAS TO WORK

- The goal of operability is to ensure that web components work.
- All features—particularly navigation and dynamic or interactive components—must be functional, no matter what input device a person is using
 - An accessible web app must work with all of the input devices:
 - Mouse or touchpad
 - Keyboard
 - Touchscreen
 - Voice recognition software
 - Other specialized input devices (most of which emulate the keyboard or mouse)

30

KEYBOARD ONLY ACCESS

DESIGN FOR KEYBOARD OR SPEECH ONLY USE

- When you make things accessible with a keyboard, you make it work for everyone
- Make sure it is always visibly apparent which element has focus
 - Don't remove focus indicators
- Avoid using apps, plugins, widgets, or JavaScript techniques that trap the keyboard
 - Users should be able to get into and out of any user interface element
- Provide links that are visible (when tabbing through using keyboard) that let users skip to the areas they need to go easily

Designing for users with physical or motor disabilities

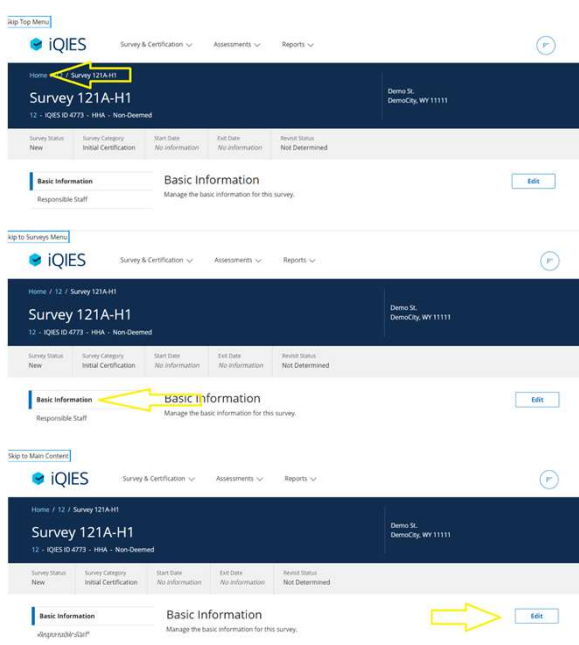


Do...	Don't...
make large clickable actions 	demand precision 
give form fields space 	bunch interactions together 
design for keyboard or speech only use 	make dynamic content that requires a lot of mouse movement 
design with mobile and touchscreen in mind 	have short time out windows 
provide shortcuts Postcode <input type="text"/> <input type="button" value="Find address"/>	tire users with lots of typing and scrolling Address <input type="text"/> <input type="text"/>

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31

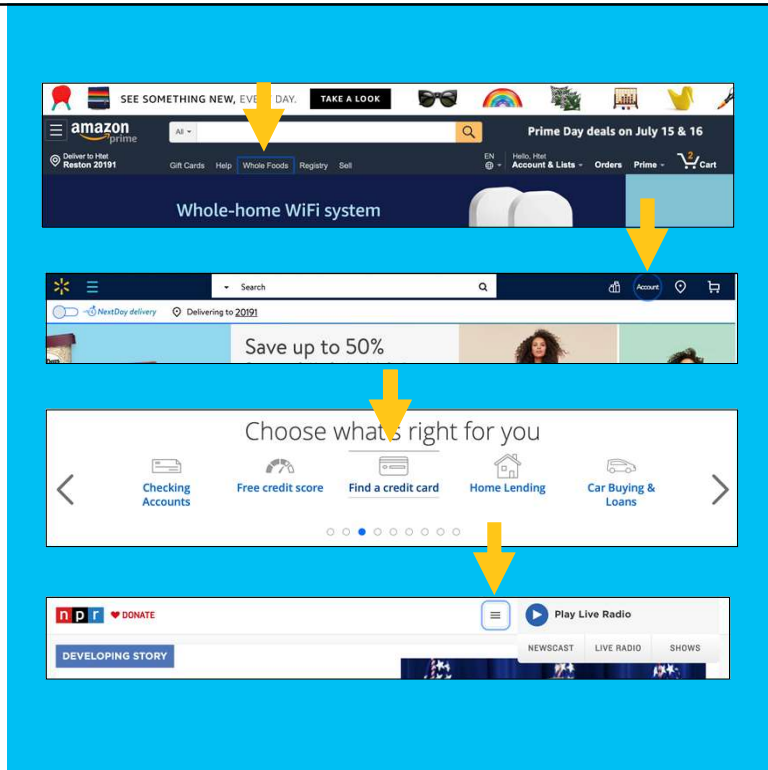
Allow user to skip over repetitive and/or lengthy lists of links



32

EFFECTIVE VISUAL FOCUS

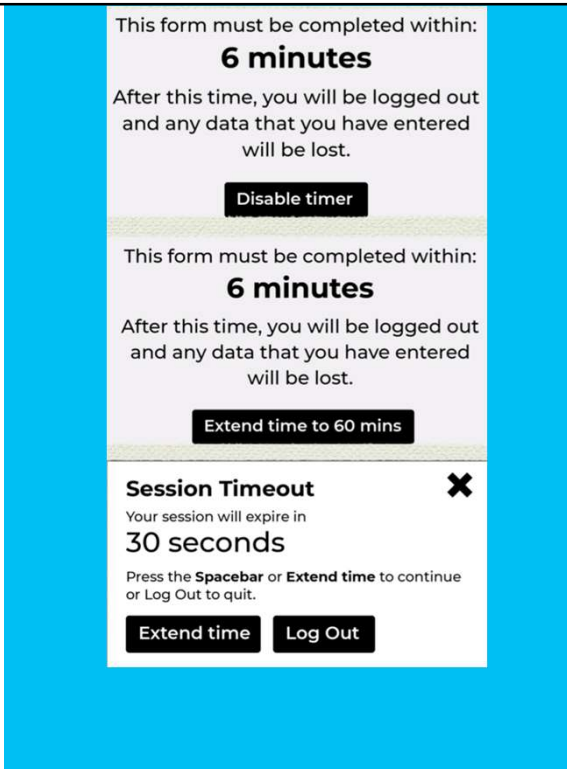
- Plan your focus states
- Reuse :hover state for :focus
- Use text-decoration: underline for links
- Use background color changes to indicate focus
- Test with keyboard only



33

PROVIDE ACCESSIBLE TIME LIMITS

- Allow users to do one or more of the following:
 - Turn off
 - The user is allowed to turn off the time limit before encountering it
 - Adjust
 - The user is allowed to adjust the time limit before encountering it over a wide range that is at least ten times the length of the default setting
 - Extend
 - The user is warned before time expires and given at least 20 seconds to extend the time limit with a simple action (for example, "press the space bar"), and the user is allowed to extend the time limit at least ten times



34



MARY SMITH

Legally Blind

- Uses a screen reader for:
 - Reading digitized copies of course readings and navigating various websites
 - Social media
 - Online shopping

DEMOGRAPHICS

- Age 24
- Single
- Graduate Student

WANTS AND NEEDS


- Sites that are easy to navigate (have landmarks)
- Content that is scannable and understandable via screen reader
- To skip around repetitive lists (like menu)






35


MAKE DYNAMIC CONTENT PERCEIVABLE

- Blind users won't know when content or state changes on the page unless the system lets them know
 - You can use ARIA ("Accessible Rich Internet Applications") to announce when a tab is "expanded" or "collapsed"
 - You can use an ARIA live region to announce new content as it is inserted into the DOM (Document Object Model)
- If new content is injected into a page—such as an error message or a confirmation message—blind users need to hear this new information
 - ARIA live regions can be used for this purpose, or you can move the browser's focus to those areas to force screen readers to read them


Designing for users of screen readers



Do...	Don't...
describe images and provide transcripts for video <alt>	only show information in an image or video 
follow a linear, logical layout 	spread content all over a page 
structure content using HTML5 <h1> <nav> <label>	rely on text size and placement for structure 36pt, bold Header
build for keyboard use only 	force mouse or screen use 
write descriptive links and headings Contact us	write uninformative links and headings Click here

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36



MIKE ROBERTS

Autistic

- Scheduling app to check his work schedule for current and upcoming week
- Birdwatching sites to get updates from local birders
- Social media

DEMOGRAPHICS

- Age 32
- Single
- Bus Driver / Birdwatcher

WANTS AND NEEDS


- Minimal sensory overload — no flashing banners, popups, or bright colors
- Clear, concise instructions and simple language
- Clear call to actions and clear error/warnings








37


AUTISM

- Consistent Navigation and Layout across the system
- Same or similar actions on similar UI components should produce similar results
- Reduce clutter and distractions.
- Simple, plain text. Identify non-standard terms as well as abbreviations and acronyms
- Avoid time limits, and automatic refreshes
- Clear instructions and error messages when filling out forms


Designing for users on the autistic spectrum



Do...	Don't...
<p>use simple colours </p>	<p>use bright contrasting colours </p>
<p>write in plain language Do this.</p>	<p>use figures of speech and idioms </p>
<p>use simple sentences and bullets </p>	<p>create a wall of text </p>
<p>make buttons descriptive Attach files</p>	<p>make buttons vague and unpredictable Click here!</p>
<p>build simple and consistent layouts </p>	<p>build complex and cluttered layouts </p>

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38



XENA SMITH

Attention Deficit Disorder

- Development tools and websites related to software development
- Social media
- Online shopping
- Streaming services

DEMOGRAPHICS

- Age 22
- Single
- Software Engineer

WANTS AND NEEDS


- Distraction free layout
- Find-ability
- Clear instructions and error handling
- Extended time or no time limitations

39

ATTENTION DEFICIT DISORDER

STRESSED, DISTRACTED, USING APP WHILE ON THE MOVE

- **Common Interactions**
 - A need to focus on most important thing
- **Needs**
 - Distraction Free Layout
 - Avoid animations and auto updating content
 - Give the user control over what they can show or not
 - Findability
 - Consistent navigation
 - Relevant Autosuggestion when searching help
 - Clear Instructions and Error Handling
 - Avoid Time limitations



40

ANXIETY

- Timing is everything. Make sure your timing is long enough to allow users to complete an action
- Explain what will happen after a user does something
- Clearly show what is important
- Allow users to check their answers and be sure they are correct before submitting them

Designing for users with anxiety



Do...	Don't...
give users enough time to complete an action 	rush users or set impractical time limits 
explain what will happen after completing a service 	leave users confused about next steps or timeframes 
make important information clear 	leave users uncertain about the consequences of their actions 
give users the support they need to complete a service 	make support or help hard to access 
let users check their answers before they submit them 	leave users questioning what answers they gave 


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41


DYSLEXIA

- Images and diagrams may come in handy here to support text
- Text should be in a consistent layout and left aligned.
- Other formats may be used (audio)
- Make sure the page reads well in a screen browser such as Chrome/Vox
- Avoid placing text in images that can't easily be read.
- Short and clear content
- Allow users to change the contrast between background and text

Designing for users with dyslexia

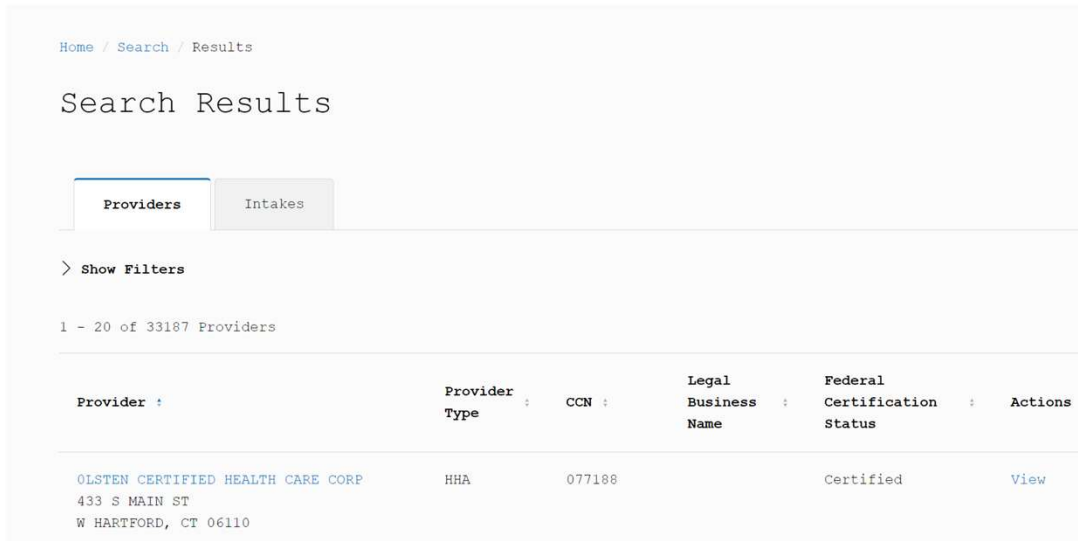


Do...	Don't...
use images and diagrams to support text 	use large blocks of heavy text 
align text to the left and keep a consistent layout 	underline words, use italics or write in capitals <i>DON'T DO THIS</i>
consider producing materials in other formats (for example, audio or video) 	force users to remember things from previous pages - give reminders and prompts 
keep content short simple, make clear prompts 	rely on accurate spelling, don't provide autocorrect 
let users change the contrast between background and text 	put too much information in one place 

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42

DYSLEXIA READER CHROME EXTENSION



43

SEIZURE DISORDER

AVOID FLASHING/STROBING CONTENT

- Animations may cause vertigo, dizziness, nausea, or pain for some people
- Parallax effect may cause headaches
- Flashing content can trigger seizure
 - More than 3 times in any one-second period
 - To understand more, refer to sateach.es/vestibular
- Tools
 - [W3C guidelines for general flash and red thresholds](#)
 - [Photosensitive Epilepsy Analysis Tool \(PEAT\)](#)

Guidance

- Allow users the choice to turn animations off
- Make sure your site or app doesn't rely on animation
- Dissolve effect is better than sliding effect

44

EQUALITY VERSUS EQUITY



In the first image, it is assumed that everyone will benefit from the same supports. They are being treated equally.



In the second image, individuals are given different supports to make it possible for them to have equal access to the game. They are being treated equitably.



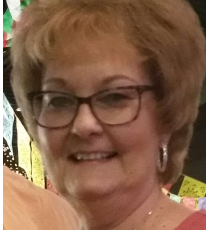
In the third image, all three can see the game without any supports or accommodations because the cause of the inequity was addressed. The systemic barrier has been removed.

45

PANEL DISCUSSION

46

OUR PANEL



Brinda Large
Program Analyst, COR,
Section 508 Compliance Officer
CMS

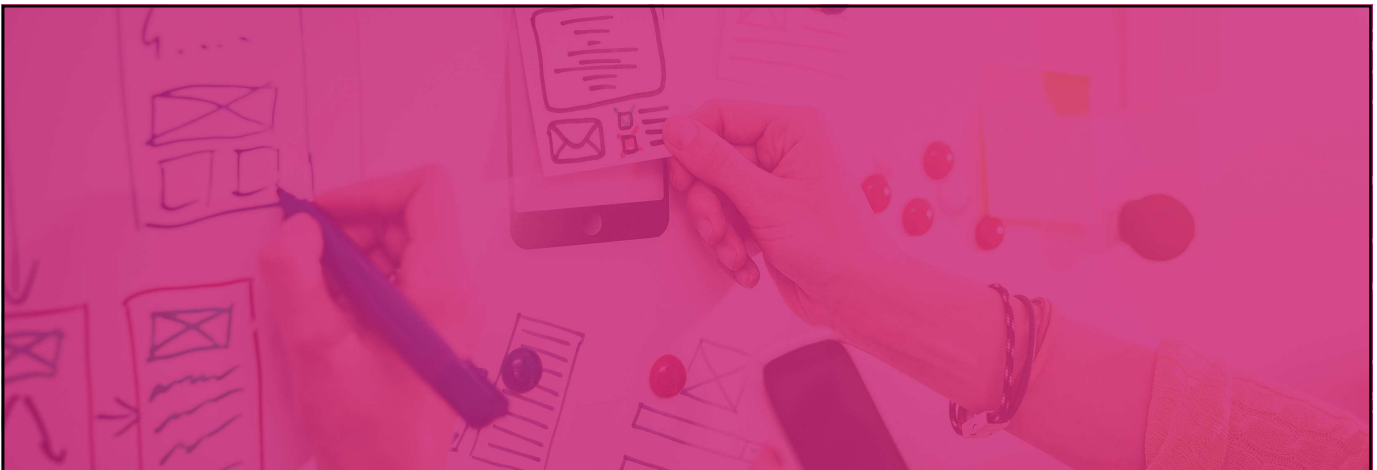


Htet Htet Aung
UX Designer, iQIES



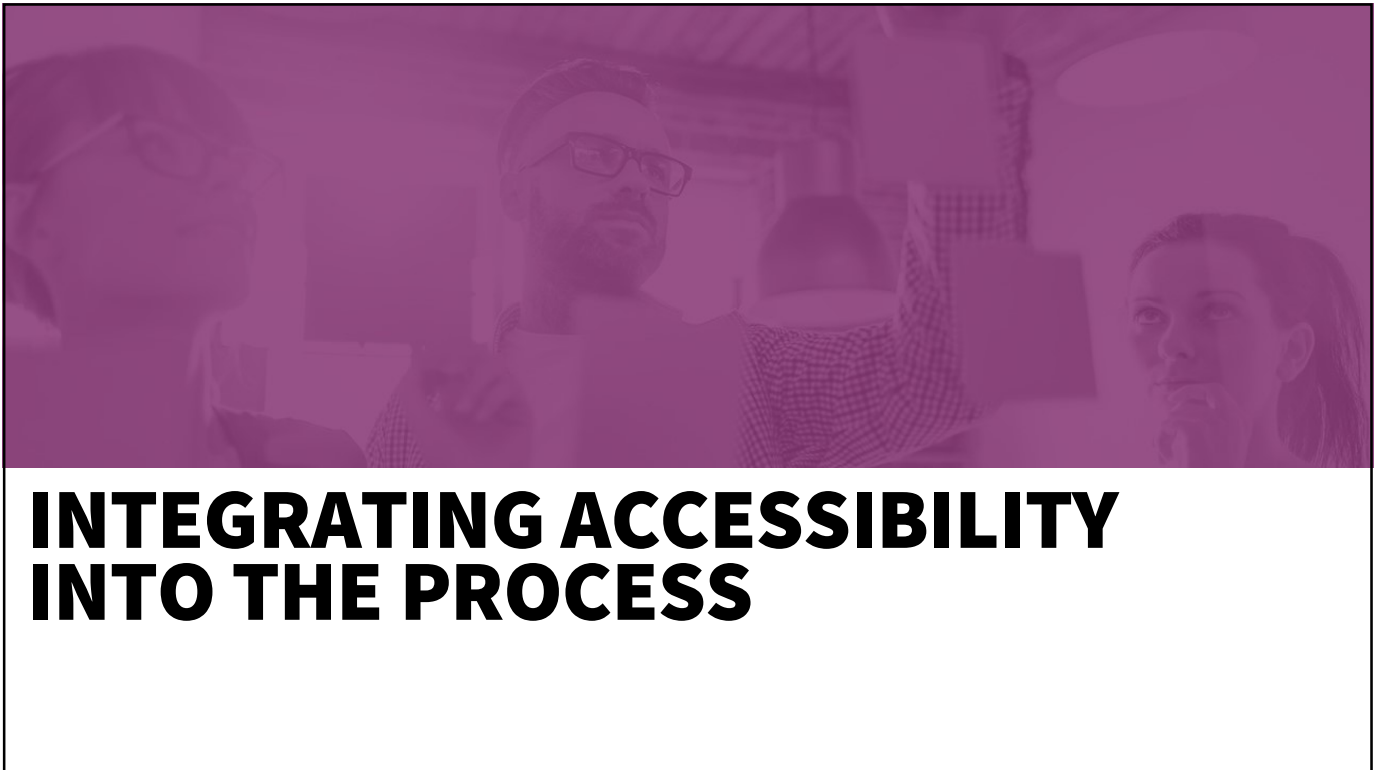
Sandra Clark
Front-end Developer, iQIES

47

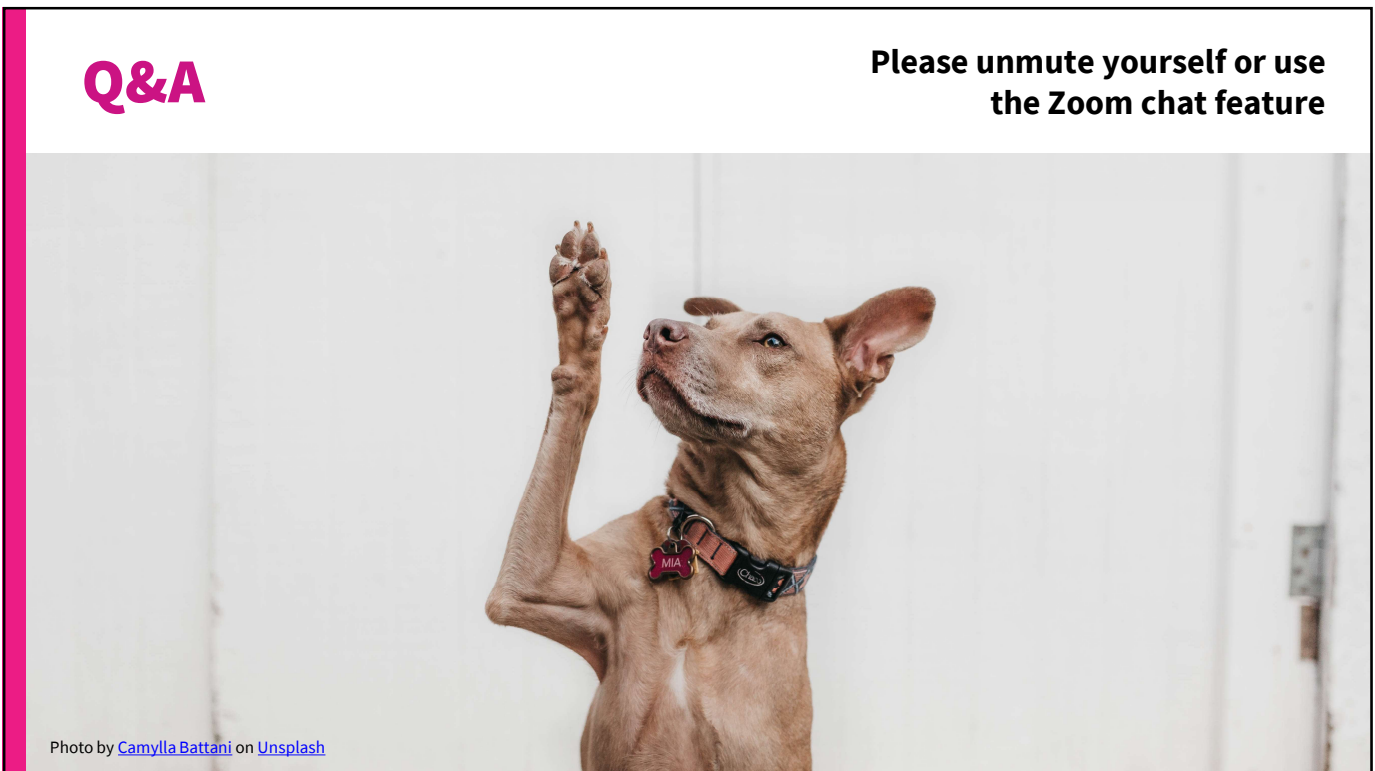


HOW ACCESSIBLE IS ACCESSIBLE?

48



49



50

QUICK INFO



Photo by James Hammond on Unsplash

51

**SAVE
THE
DATE**

**HUMAN-
CENTERED
ARTIFICIAL
INTELLIGENCE**



WORLD USABILITY DAY

November 12, 2020

52



Photo by Patrick Perkins on Unsplash

DESIGNING WORLD USABILITY DAY

Join the HCD Community of Practice to brainstorm and give shape to ISG’s World Usability Day.

When: Friday, August 14, 1-2 PM

Where: Zoom

How: register now (see link in Zoom chat)

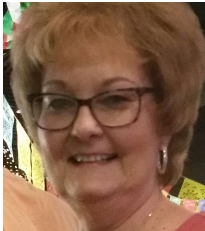
53

UPCOMING

Open call for presenters, panelists, speakers	}	<ul style="list-style-type: none"> HCQIS Slack #hcd-share email hcd@hcqis.org
Top topics of interest	}	<ul style="list-style-type: none"> Case studies Interaction design Visual design
Coming up	}	<ul style="list-style-type: none"> Brainstorming World Usability Day – August 14 Community of Practice – August 28 World Usability Day - November 12

54

MUCH APPRECIATION.



Brinda Large
CMS



Htet Htet Aung
IQIES



Sandra Clark
IQIES

55

CONTACT

HCQIS Slack #hcd-share

hcd@hcqis.org

<https://confluence.hcqis.org/display/HCD>



Human-Centered Design
Center of Excellence (CoE)



Standards



Services



Advocacy



Resources

56

THANK YOU!



57

CREATE & APPLY
SHARE
HUMAN
CENTERED
DESIGN KNOWLEDGE



Contact Us

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58