



Pivotal®

When Age Isn't Just A Number

Accessibility
November 2019



Froso Ellina

Design Manager at Pivotal Labs

I have more than 12 years' experience in global teams at creative agencies and software companies.

Digital advertising background and experience in designing high-quality products for global clients.

I've always been an advocate of the human-centered design process, working closely with development and product teams and try to come up with solutions across all platforms for the best user experience.

Pivotal.



What I'm going to cover...

- What is accessibility and why it matters
- Increase of ageing population and how it will affect our future life
- What's happening to ourselves as we are getting older
- Examples of good and bad design practices
- Tips how to design inclusive products and services
- How designers can create desirable products that help older adults participate in life



What is “Accessibility”?

Accessibility & Inclusivity

Web accessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to websites, by people with disabilities.



Permanent



Temporary



Situational

20%

**More than 12 million people
in the UK have a disability.
That's 1 in 5 of the
population.**



What age is “Old“?

Age isn't just a number: 50, 60, 70, 80, 90

It's very hard to define what age is “old” because ageing is a continuous process as part of the normal life cycle that we will all experience.

Increase of ageing population

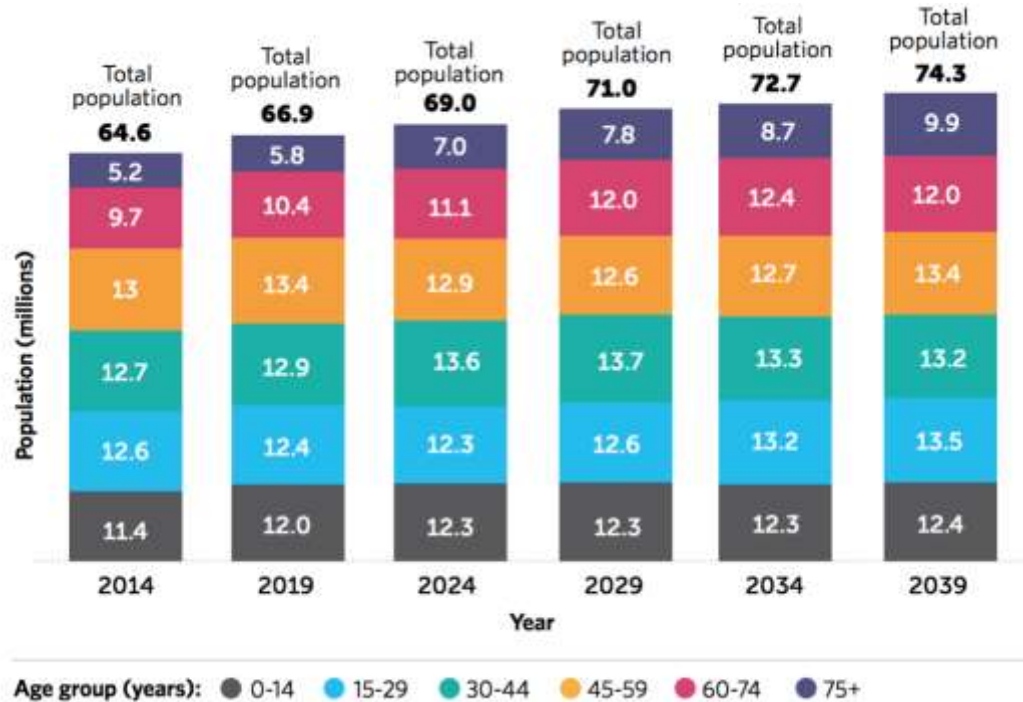


Image Source: https://www.ageing.ox.ac.uk/files/Future_of_Ageing_Report.pdf
Population estimates and projection, based on ONS (Office for National Statistics) principal population projections, 2014



What will be “ageing” for us?

AGEING PROCESS

**What's happening to ourselves
as we are getting older**

OUR VISION

starts to decrease from
about the age of 40.



Glasses being fashionable



Vivienne Westwood



Iris Apfel



HEARING

also declines
in our 30's,
40's, or 50's

Fashionable hearing aids



Siemans Vibe, the Digital Hearing Aid for the Hip

MEMORY

also takes a
hit with age.

Not all types
of memory
but some.



Memory Picture Phone



LACK OF MOBILITY

makes us captivate in
our own homes.



Walking stick is seen as a symbol of ageing



**“Design can enable us
or disable us.”**

Pattie Moore

The Scooter for life has designed to change perceptions around aging



Designers have a responsibility to use all the advances in practice and technology available to them to redesign products, systems, and services that **will enhance the experience of ageing.**

TIPS HOW TO DESIGN INCLUSIVE PRODUCTS AND SERVICES

Design to enhance old age

Typography

Accessible Web Typography



Buttons & Touch Targets



18mm



15mm



10mm



Hyperlinks

It's important to consider and know the link states you have to work with. There are 5 states that `<a>` elements can have. Here are examples of each link state (shown in Google Chrome 6.0):

[Normal link \(a:link\)](#)

[Visited link \(a:visited\)](#)

[Hovered link \(a:hover\)](#) ← uses `a:hover { text-decoration:none; color:#06C; }` for display

[Active link \(a:active\)](#) ← uses `a:active { border:1px dashed #ccc; }` for display

[Focused link \(a:focus\)](#)

Colour contrast

Be sure that the contrast ratio is enough in order to distinguish text and shapes.

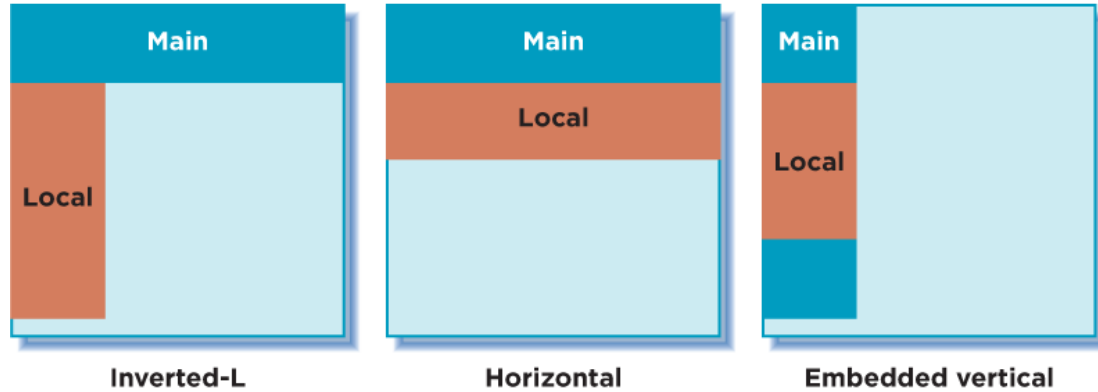
**Black background
with white text**

**White background
with black text**



[Web Content Accessibility Guidelines \(WCAG\)](#)

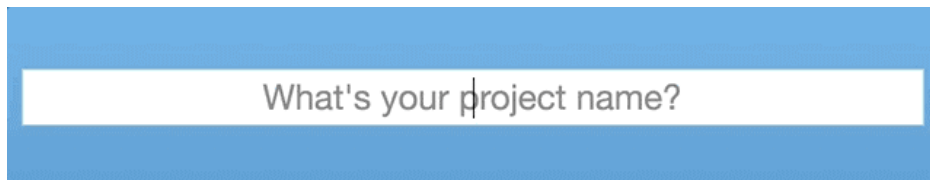
Avoid many navigation changes



Three common arrangements of main and local navigation

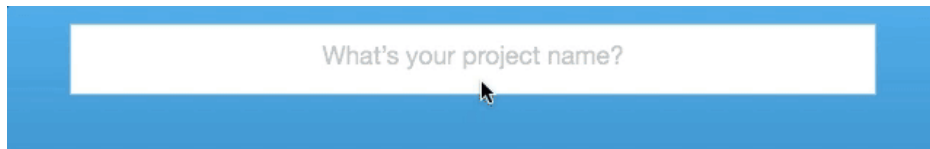
Simplify Web Forms

Placeholders gonna placeholder



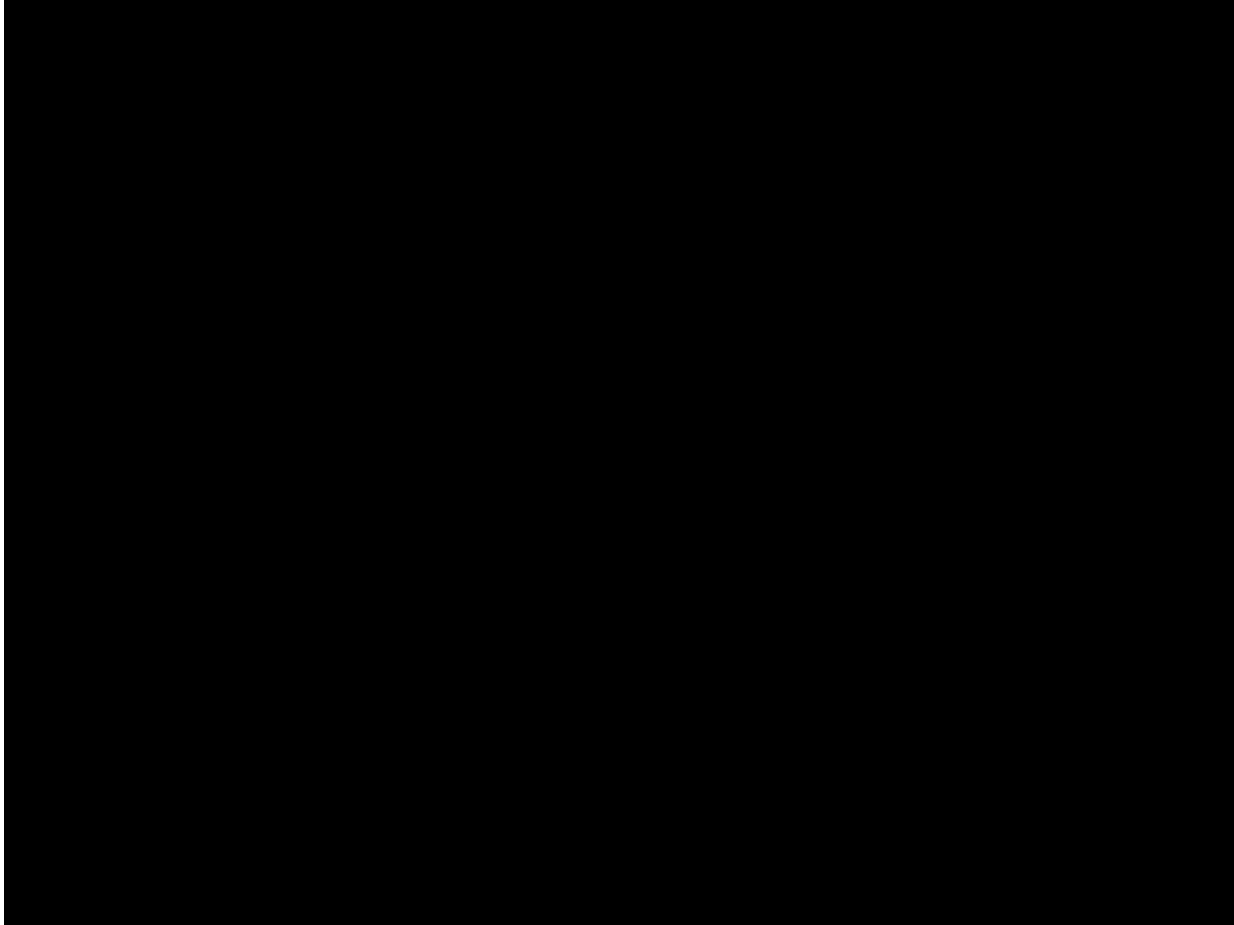
What's your project name?

An example of the float label pattern in action



What's your project name?

Screen readers



Make messages clear



Aaaah! Something went wrong

Brace yourself till we get the error fixed.
You may also refresh the page or try again later



Something wrong here...

Sorry, we're having some technical issues (as you can see)
try to refresh the page, sometime works :)

**Designers instead of seeing aging
as a problem need to imagine
themselves as older citizens and
redesign many aspects of society.**

Any questions?

Thank you!

 froso.ellina@gmail.com

 [@fellina85](https://twitter.com/fellina85)

 [Froso Ellina](https://www.linkedin.com/in/froso-ellina)



Pivotal[®]

Transforming How The World Builds Software