

Usability and Accessibility for Senior Citizens

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Usability and Accessibility for Senior Citizens

- Accessibility review
- Aging population
- Accessibility issues for Senior population
- Barriers beyond disabilities
- Niche market?
- ROI costs
- ROI benefits

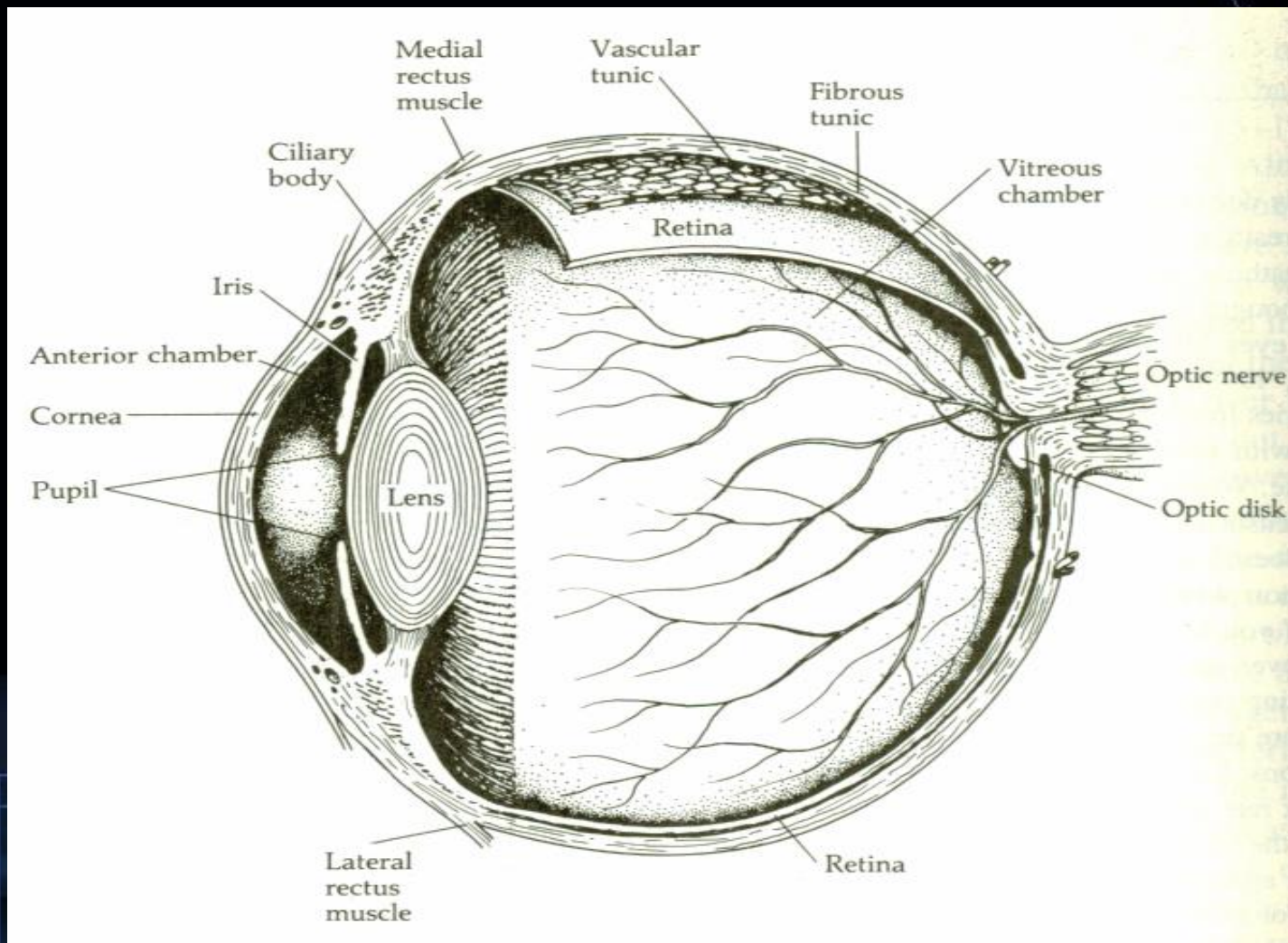
Accessibility Review

- "Accessible" means (available) to a wide range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning difficulties, cognitive limitations, limited movement, speech difficulties, and others. Following these guidelines will also make your Web content more accessible to the vast majority of users, *including older users*" (W3C)
- section508.gov
- WCAG-Web Content Accessibility Guidelines
- Knowbility

The Aging Population

- 2000: 281,421,906
65+: 34,991,753 (12.4%)
- 2020: 335,805,000
65+: 54,633,000 (16.3%)
- 2040: 391,946,000
65+: 80,049,000 (20.4%)

Eye Physiology



Accessibility Issues for Senior Population

- Visual
 - Macular degeneration
 - Cataracts
 - Glaucoma
 - Blindness
- Ocular events & the aging process
 - Lens becomes rigid & muscles weaken
 - Cornea yellows
 - Less light reaches the retina

Accessibility Issues for Senior Population

- Motor skills
 - Arthritis
 - Tremors
 - Parkinson's disease
- Cognition
 - Attention span
 - Memory impairments
 - Distraction (visual clutter, animation, irrelevant information)

Barriers Beyond Disabilities

- Comprehension
 - Language
 - Lack of computer skills
 - Learning styles

Niche Market?

- Healthcare
 - NIH SeniorHealth
 - BlueCross BlueShield
- Routine tasks
 - Email
 - Bill paying
 - News
 - Shopping
 - Browsing

ROI Costs

- Fixing bad design vs. planning for accessibility
- Review for accessibility
 - [Webxact](#)
- Usability testing
 - Mobility issues
 - Difficulty recruiting

ROI Benefits

- Market size
- Niche market
- Legal requirements/lawsuits
- Market perception/PR
 - Gain reputation with seniors
- Cost savings/customer service

Steve Krug: The five things you can do right now

1. Fix the usability problems that confuse everyone
2. [Read an article](#)
3. Read a book
4. Start using CSS
5. Go for the low-hanging fruit
 - Alt-text
 - “skip to main content”



Questions?