Balancing Native Accessibility Standards and Personalized Features

- Different Impairments => Different Needs
- Same Impairments =>Different Needs

ACCESSIBLE VS EFFICIENT

- Rate of input
    - Minimum: binary
- Do you want to hear the news? **ACCESSIBLE**
    - Yes
    - No
- Which news do you want to hear? **EFFICIENT**
    - Global news
    - Local news
    - The weather
    - Sports
    - ...

SETTINGS OF THE UI

- Edit the settings of a page:
    - Bigger images
    - Bigger text
    - Font
    - Color

- Language:
    - Identify the language and translate it to the language that the user wants
    - Clear Language

NAVIGATION

- Blocks with clear titles

- Remove unnecessary information
    - Simpler pages

- Simple layout
    - vertical list VS grid

- Table of content

⟶ User can browse the webpage easier and keep the attention of the user

ADS + COOKIES

- Ads:
  - Cleary "say" /show that its an ad
  - Easy way out of the pop up ad
  - Apply WCAG

- Cookies:
  - Easier to navigate, reject and select options

Thank you!