Accessibility in Survey Design

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Microsoft | Customer & Market Research
We were INNOVATING...
Dear Microsoft,

“I am a blind screen reader user, and I am running the latest version of JAWS. I received a request to fill out a survey on my experience with Microsoft. Portions of the survey were completely inaccessible to me, and unusable to those of us who use screen reading programs.”

- Your Customer, Anne

[customer’s name changed for privacy]
EXPERIENCE

using a
screen reader
to take a survey
1. How much do you like each of the following?

<table>
<thead>
<tr>
<th></th>
<th>Love</th>
<th>Indifferent</th>
<th>Hate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pepperoni Pizza</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ice Cream</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broccoli</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mac &amp; Cheese</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chocolate</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Submit
ABILITY BIAS

Perspective based on your own, individual experiences & abilities
Microsoft’s Mission

Empower every person and every organization on the planet to achieve more
DISABILITY

a mismatch in interaction between the features of a person’s body and the features of their environment
Solve for one, extend to many
Surveys via voice?

- Blind
- Prefers audio

#InclusiveDesign
www.microsoft.com/design/inclusive
Disability affects over 1 BILLION people worldwide
Why not create 2 paths?

- Highlights differences
- Not inclusive
  - Wrong for RESPONDENTS

- Adds complexity
- Not sustainable
  - Wrong for RESEARCHERS
Accessible surveys need

- Meaning conveyed in multiple ways
- Logical content flow
- Appropriate headers
- Alt text for images, links and videos
- Resizable font for zooming
- High contrast colors
- Compatibility with assistive technology

www.microsoft.com/accessibility
Meaning conveyed in multiple ways

color

color & shape
Logical content flow

no

yes
Grids are problematic for...

blind  cognitive load  mobile device
EXPERIENCE

a survey
designed
for a
screen reader
1. How much do you like Pepperoni Pizza?

- Love
- Indifferent
- Hate

Submit
Thank you!

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