

# Building Accessible Studies

## Best Practices for designing studies for users with disabilities

- Use one of these three UserZoom study types - They offer the most success:
    - Survey
    - Live Intercept
    - Moderated Usability study
  - Keep questions and instructions short, simple and clear - Some participants listen to questions using screen readers. Keeping questions short helps them focus on what exactly they need to do. For example, “Which message do you prefer most? This question is mandatory.”
  - Ensure images have text equivalents - Participants with impaired vision won't see your design but they will hear what the words, buttons and links say.
  - Check that videos have synchronized captions
  - Don't use complicated question formats - Screen readers go from top to bottom, left to right using formatting and tags as clues to convert text into audio. Hearing a table with multiple questions/answers read aloud can be confusing. Instead, add each question separately.  
Avoid using these formats:
    - Matrix questions
    - Ranking questions with drag and drop
    - Tree tests with drag and drop
    - Screenshot Click tests or Timeout tests
  - Don't rely on colors to express information - Remember that people who are color blind won't see the difference.
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- Don't limit the time allowed to complete a task or question - It can take users a few minutes to find their bearings and turn on assistive tools.
- Preview the study as if you had a disability - Before launching it, read all questions and answers aloud. The more understandable they sound, the more understandable they will be for people using assistive technology. Better yet, download and install a screen reader.

#### For Remote Moderated Studies

- **Make time for a short tech check prior to the live session.** Depending on your recruit source, your participants might be brand new to the moderated platform. New platforms can be intimidating and time-consuming for users with disabilities. To avoid day-of technical issues, make a separate segment for tech checks and have the participant try to enter a session a few days prior to their actual session. This way you can identify any audio issues, such as making sure you can hear their screenreader audio.
- **Make sure you have another way of reaching your participant, such as their phone number, email, or a zoom link.** Ask your participant what mode of communication is best to reach them if they get disconnected from the session. If you're using a recruiter, they should communicate this information to you.
- **For participants using screen readers, try to have only one moderator asking the questions.** The audio will get hectic with the screenreader, the participant and the moderator talking. It takes patience and practice to time out your questions so that the participant doesn't miss what the screen reader is saying. Have notetakers communicate their questions in a written format to the moderator - this can be done beforehand or directly in the moderated chat tool.

**Are you looking to recruit participants with disabilities?**

UserZoom has panel partners who are experts in recruiting and conducting research with people who have disabilities. Ask your Account Team for more information.