Web Accessibility and Non-disabled Users
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Background:
International guidelines for designing disability-friendly websites: Web Content Accessibility Guidelines 2.0
Three levels of accessibility (W3C, 2014):
- Level AA: high accessibility
- Level A: medium accessibility
- Level B: low accessibility

Research Question:
How do Web Content Accessibility Guidelines affect the usability and user experience of non-disabled users?

Method:
Design: One-factorial, between subjects
Sample: 61 Students | Age: 18 – 35
Procedure: Usability test in the lab

Measures Usability:
- Subjective usability (WAMMI)
- Task completion time (Sec.)
- Task completion rate (%)
- Click rate (N. Clicks)

Measures User Experience:
- Aesthetics (VisAWI)
- Trustworthiness (SCOUT)
- Workload (NASA-TLX)
- Affect (PANAS)

Results:
Beneficial effects of higher web accessibility on usability and user experience of non-disabled users.
The same pattern for most outcome measures:

Usability:
- Subjective usability**
- Task completion time*
- Task completion rate**
- Click ratens

User Experience:
- Aesthetics*
- Trustworthiness*
- Cognitive load*
- Affectns

(Note: *p < .05; **p < .01)

Conclusion:
High level of web accessibility benefits the usability and user experience of non-disabled users

References:

Acknowledgments: