

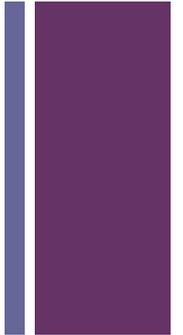


The New York Times

Accessibility & Usability Evaluation

Marc Carroll
Dustin Harris
Charmant Tan
Pratik Zaveri

+ The New York Times



- Why the New York Times?
 - At 161 years old, it is one of the foremost news sources in the country, with a strong brand image both offline and online
 - Content has breadth and in-depth analysis, an invaluable resource
 - Website ranked 3rd in the Alexa list of Top News sites in the country
 - 60 million unique monthly visitors

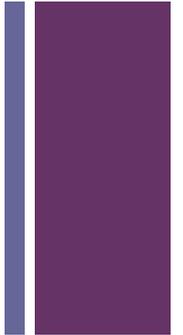


Older Adults, the Web & NYT



- Older adults are one of the fastest growing demographic in the United States
- Also, one of the largest growing group of Internet users
- Larger percentage of nytimes.com readers ages 55 to 64 year old, as compared to the general population of Internet users.
- Best interest of the New York Times to cater to older adult readership

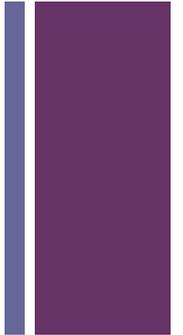
+ Project Goals



■ Project Goals

- Determine the accessibility and usability of the New York Times site.
- Make recommendations from our findings to improve accessibility and usability
- Fully utilize rich media offering
 - Text, audio, video and info-graphics

+ Testing Methods

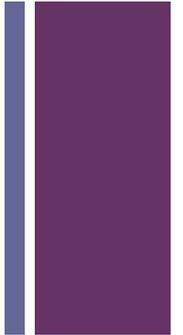


- Functional Accessibility Evaluator (FAE)
 - Quantitative feedback
- Focus Group
 - Qualitative feedback



Functional Accessibility Evaluator (FAE)

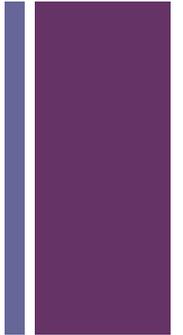
Version 1.1



- FAE Tool
 - Developed by University of Illinois
 - Score the accessibility of web resources and interoperability support
 - In accordance with iCITA HTML Best Practices

- FAE analyses a site and provides results in the following categories:
 - Navigation & Orientation
 - Text Equivalents
 - Scripting
 - Styling
 - HTML Standards

+ Focus Group



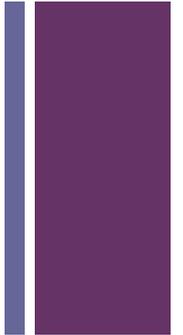
■ 6 Participants:

- 2 married couples and 2 single adults
- All participants were 65 years or older
- 1 participant had a slight visual impairment and another participant had minimal computer experience.

■ 2 Hour Session:

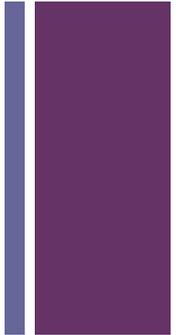
- Ten Minutes dedicated specifically for the NYT
- Materials: Homepage printouts

+ Focus Group Goals



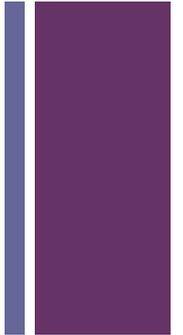
- To gain qualitative feedback on:
 - Internet usage
 - Frequency of online news viewing
 - Layout of the New York Times website
 - Thoughts on text and color on the site
 - Unexpected thoughts and concerns

+ Results!



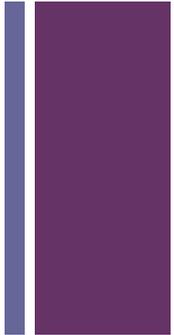
- **FAE- Functional Accessibility Evaluator**
- Focus Group

+ FAE

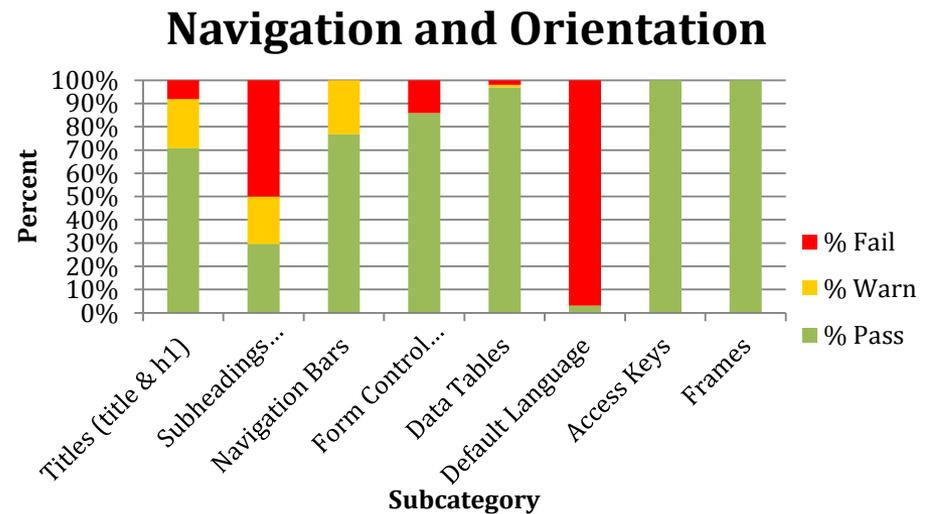
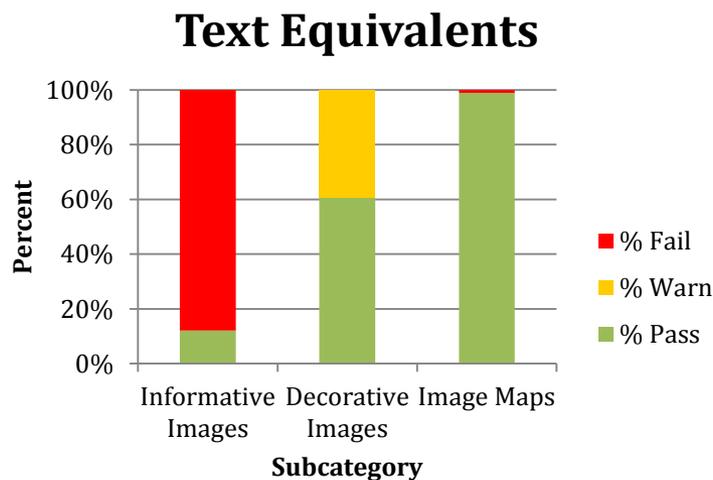


- FAE processed 80 pages through the third layer
- Overall good performance, demonstrating high level of accessibility
 - 100% for Access Keys and Frames
 - 97% for data tables access
 - 97% for image map access
 - 89% pass rate in text-styling

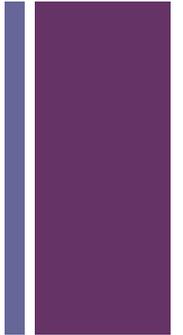
+ FAE-Some concerns



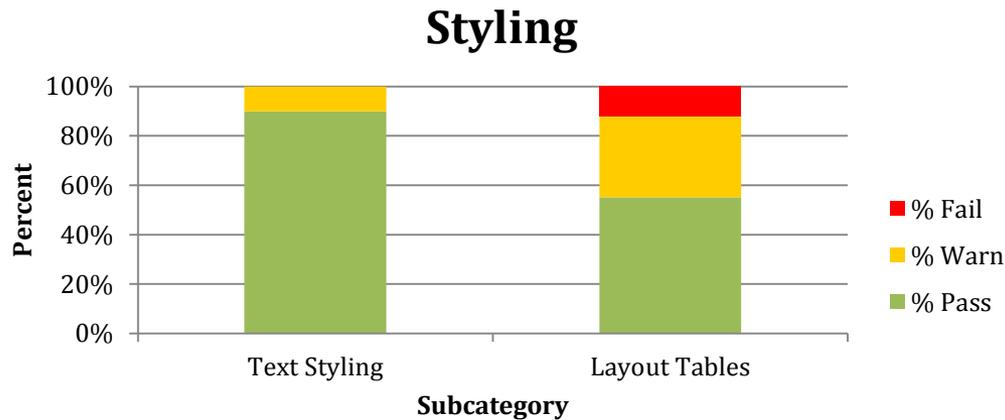
- Only 12% pass rate in the informative images sub-category
 - Means only 12% of the images used on the site have an alt-text attribute
 - Alt-text provides text equivalent of all images used on the site for people with reduced visual faculties



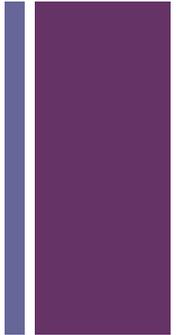
+ FAE-Some Concerns..



- Layout tables in the styling category have a 54% pass rate
 - Means there are a large amount of nested tables in the page.
 - This will present issues when the screen is linearized for users with screen readers; a popular tool with older adults.

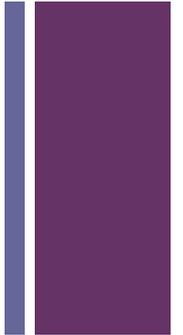


+ Results!



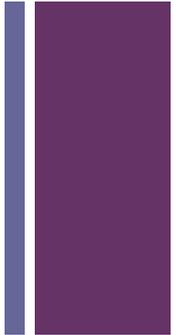
- FAE- Functional Accessibility Evaluator (Version 1.1)
- **Focus Group**

+ Focus Group Results



- Some comments earlier in the session were
 - “the NYT has sophisticated, unique viewpoints of writers & deeper coverage of stories than on television”
 - “the best part of a newspaper is flipping through the pages”
 - “...likes reading the science, arts, and travel sections...”
- Some comments immediately after the participants were handed the NYT home page print out were
 - “difficult to read the page”
 - “the text is too small and light”
 - “the layout is cluttered”
 - “there is too much scrolling on the home screen”

+ Focus Group Results



- Some other comments provided pertinent design recommendations like using the middle section of the homepage as a default view on the site
- Other valuable information gathered were participants would run into issues when attempting to share interesting articles.
- Participants mentioned avoiding subtitles in videos because of the text being too small
- We made changes according to the most important suggestions in our final homepage re-design.

+ The Good News



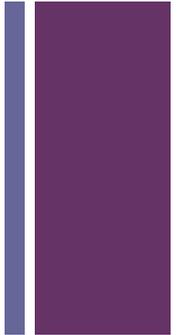
The NYT website scored well on the FAE evaluator with a pass score in almost all categories.



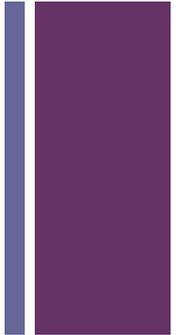
Focus group participants praised the NYT website for its wide range of content and the in-depth coverage of stories.



With a few minor tweaks, the NYT can become even more accessible to older adults.



+ Recommendations



- Text Size and Style
- Limiting Categories
- Alternative Category View
- Search Box Changes
- Compliance with Screen Readers



The New York Times



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Wide Access to Morning-After Pill Is Rejected by Health Chief

By GARDINER HARRIS

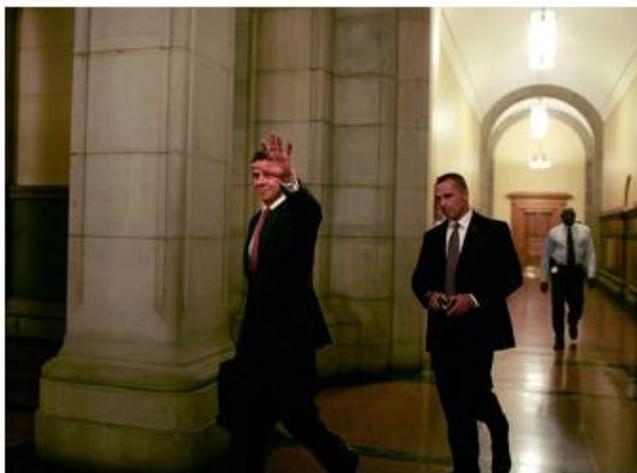
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Nikkei	HangSeng	Shanghai	
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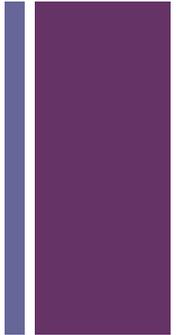
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+ Text Size and Style



The text size complies with the recommendations of Fisk et al. for ideal text size for older adults



The participants still had trouble reading the font

We recommend:

- **Changing the font to Arial**
- **Changing the font color from dark grey to black**

Heartland
By A. G. SULZBERGER
7:00 PM ET
Infusing his speech with the type of language that has emerged in the Occupy protests, President Obama on



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+ Limiting Categories

- ✓ Current site does a great job of mirroring categories in the paper
- ↑ However, the site would benefit from less menu options

We Recommend

- Limiting the number of categories to 13
- 13 is mean and median of categories on most major news outlets

The screenshot shows the top portion of the New York Times website. At the top, there are navigation links: HOME PAGE, TODAY'S PAPER, VIDEO, MOST POPULAR, and TIMES TOPICS. On the right side, there are links for Subscribe: Digital / Home Delivery, Log In, and Register Now. Below the navigation is a banner area featuring the Neiman Marcus logo on the left, the New York Times masthead in the center, and a 'NEW ARRIVALS! UP TO 40% off' promotion on the right. The masthead includes the date 'Tuesday, December 6, 2011' and the time 'Last Update: 9:41 PM ET'. Below the banner is a dark blue bar with the New York Times logo and the text 'Get a Full Times Experience.' and a button that says 'BECOME A DIGITAL SUBSCRIBER >'. At the bottom, there is a search bar and a row of category links: World, U.S., New York, Business, Markets, Tech, Personal Finance, Life & Culture, Opinion, Careers, Real Estate, and Small Business. Social media icons for Facebook and Twitter are also visible.

+ Alternative Category View



The results of the focus group indicate that the current sites' categories-based implementation near the middle of the home page is a great way of displaying information to the older adults.

We Recommend

- Creating a prominent link to a categories view at the top of the page.

Switch to Category View ▶

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Obama Strikes Populist Chord With Speech in Heartland

By A. G. SULZBERGER
7:00 PM ET



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- Sectarian Violence Takes Heavy Toll in a Tense Syrian City

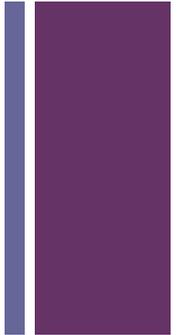
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- More Stimulus From E.C.B., but Will It Be Enough?
- European Leaders Question Timing of Credit Downgrade Warning

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- Editorial: Mr. Romney's Missing Details
- Op-Ed Columnist: Familiarity Breeds Newt

+ Search Box Changes



The current site prominently displays a search box at the top left of the screen



Study group data indicated that it was difficult to locate for new site users

We Recommend

- **Increasing the font size to 12px**
- **Changing the font to Arial**
- **Increasing the width of the search box and giving it a shaded background**

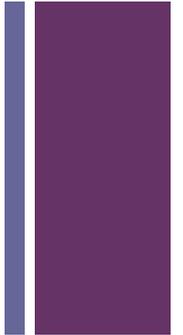
A diagram showing a search box with a thin border and a small 'Search' button to its right. The search box is narrow and has a white background.



A diagram showing the recommended search box design. The search box is wider, has a shaded background, and the 'Search' button is also shaded and larger. The font size and typeface are also improved.



Compliance With Screen Readers



The home page uses h2 and h6 tags



These tags are not used in order <h1>, <h2>, <h3>...<h6>

We Recommend

- Improving this markup can help users who cannot read to enjoy the content of the website with minimal difficulty.

```
<!--start lede package -->
<div class="wideB module">
<div class="aColumn opening">
<div class="columnGroup first">
<div class="story">
<h2><a href="http://www.nytimes.com/2011/12/08/health/policy/sebelius-overrule
Wide Access to Morning-After Pill Is Rejected by Health Chief</a></h2>
<h6 class="byline">
By GARDINER HARRIS </h6>
```



The New York Times



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