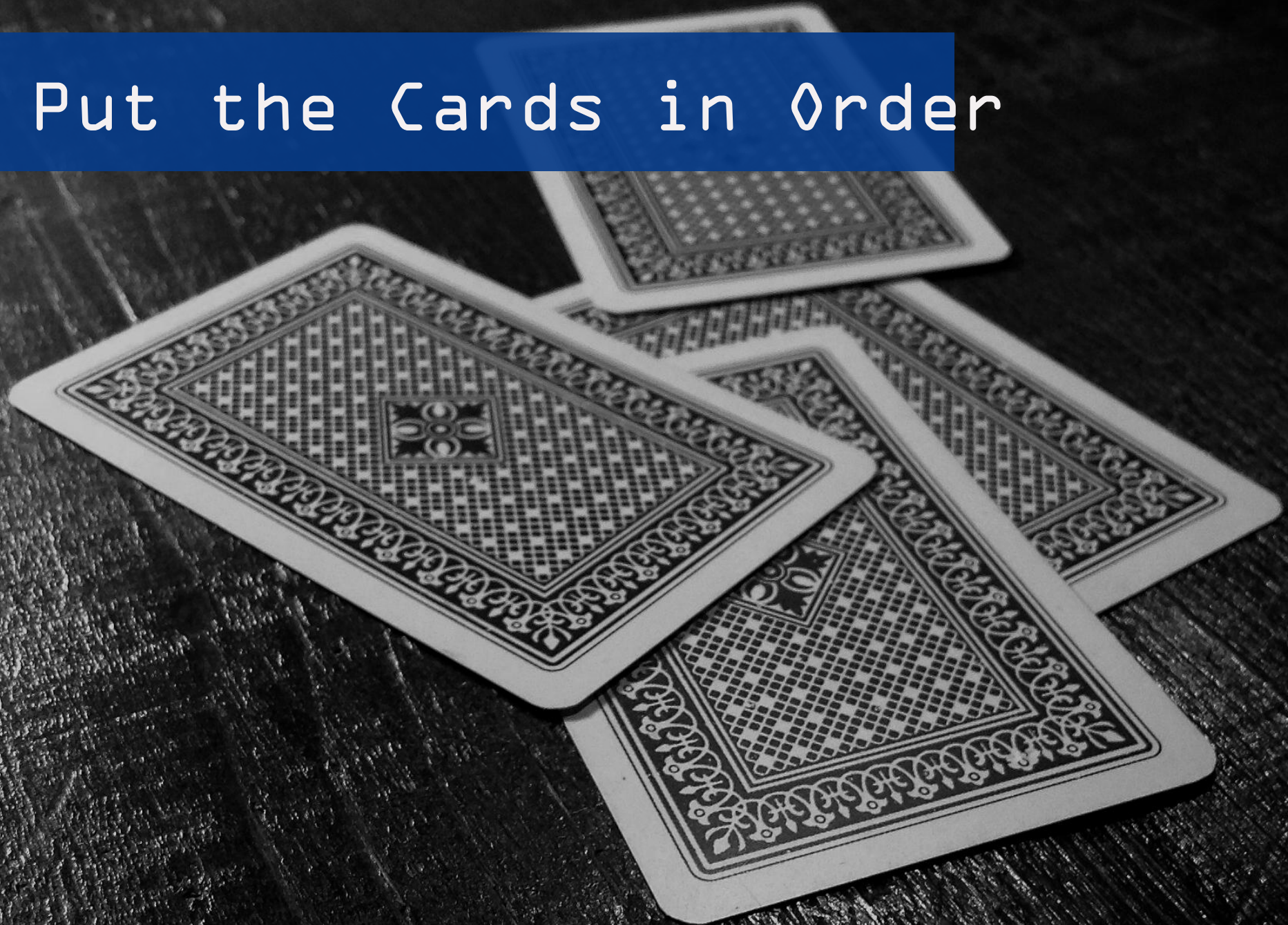




ПрофсоУХ

Put the Cards in Order



Reds and Blacks



Suit



Numerical



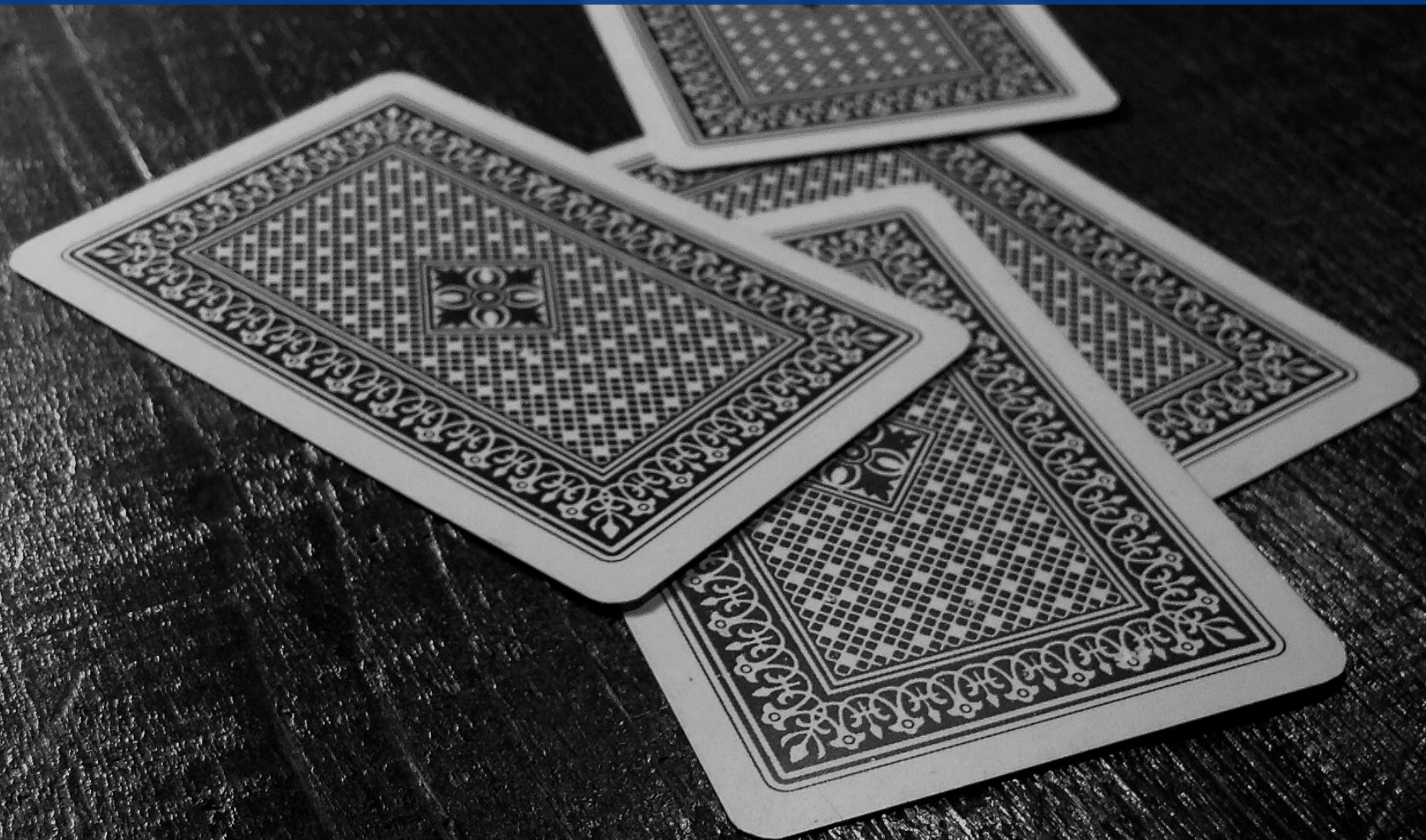
Red/Black + Numerical



Suit + Numerical



Could you find a specific car





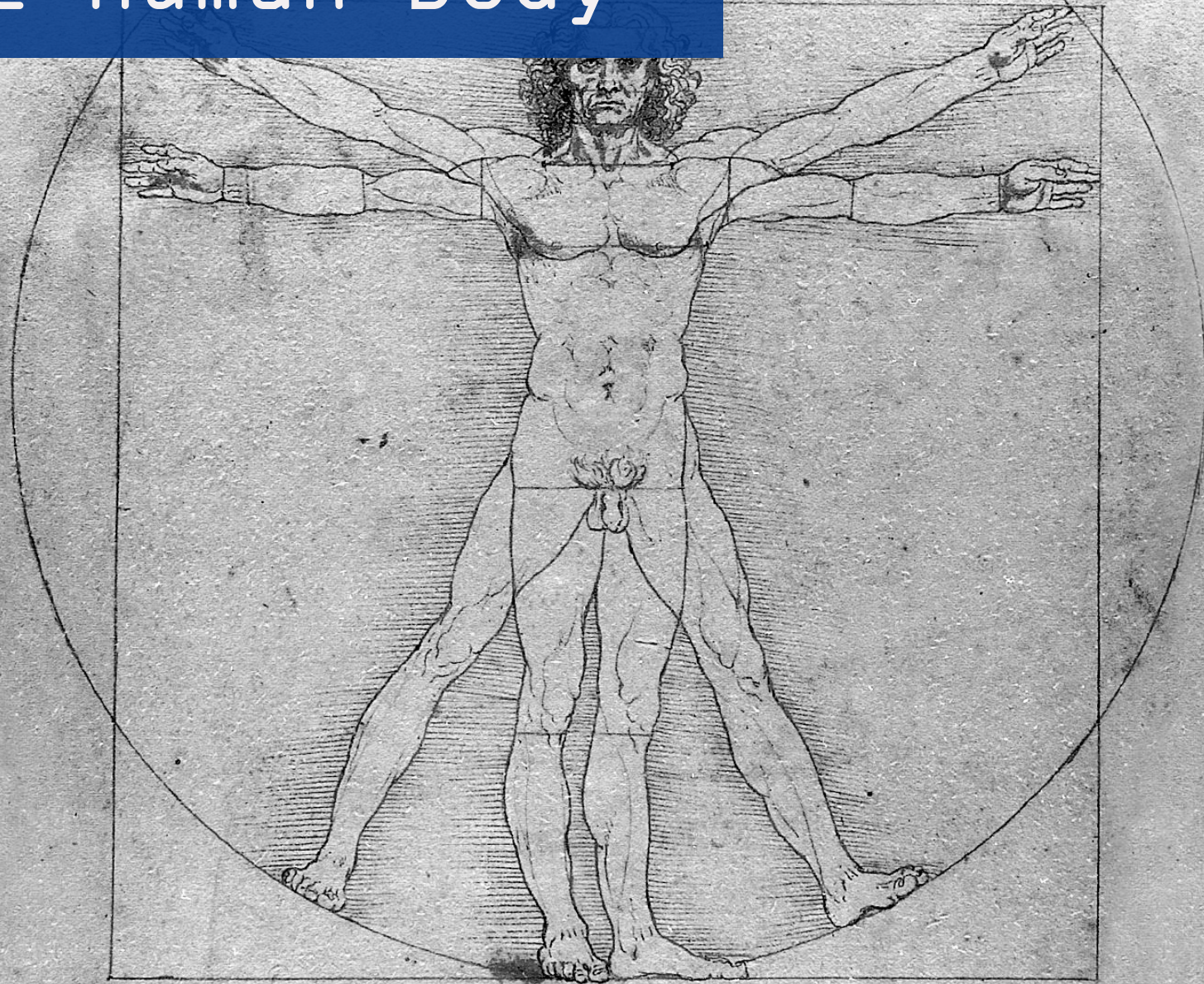
What if...?



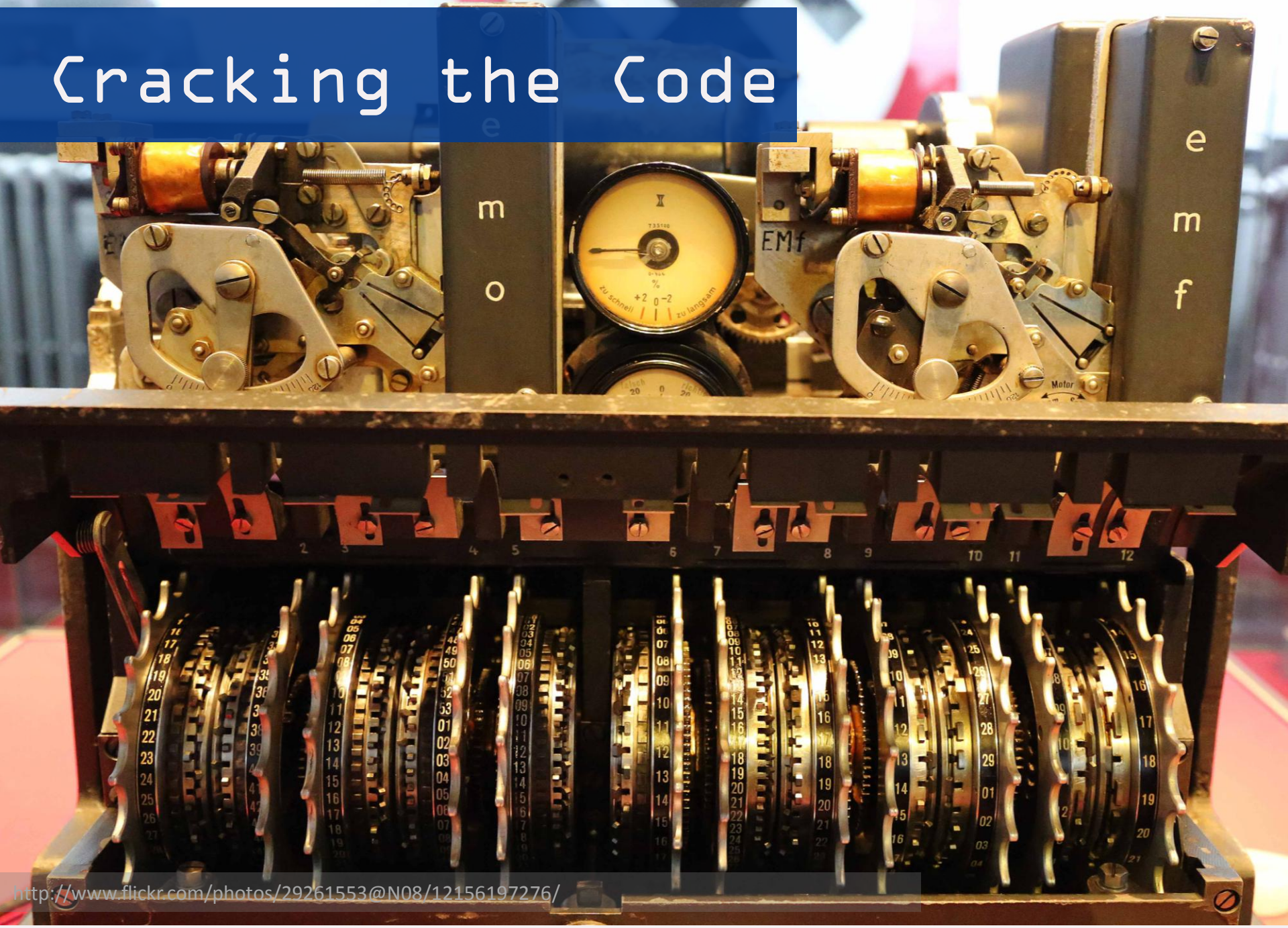
DESIGNING
FOR
COGNITIVE
ENGAGEMENT

What
is
DYSLEXIA?

The Human Body



Cracking the Code



When someone looks at a page the words are not spaced correctly.

Some people who have dyslexia see words all crushed together when they try to read.

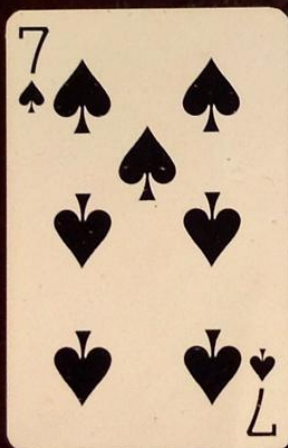
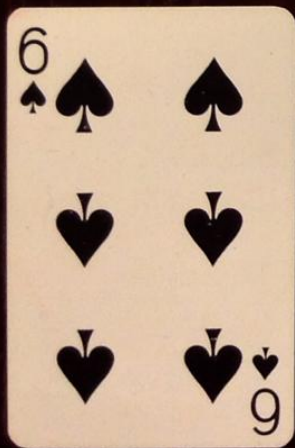
Some people who have dyslexia say that the words on a page look shadowed or doubled when they try to read.

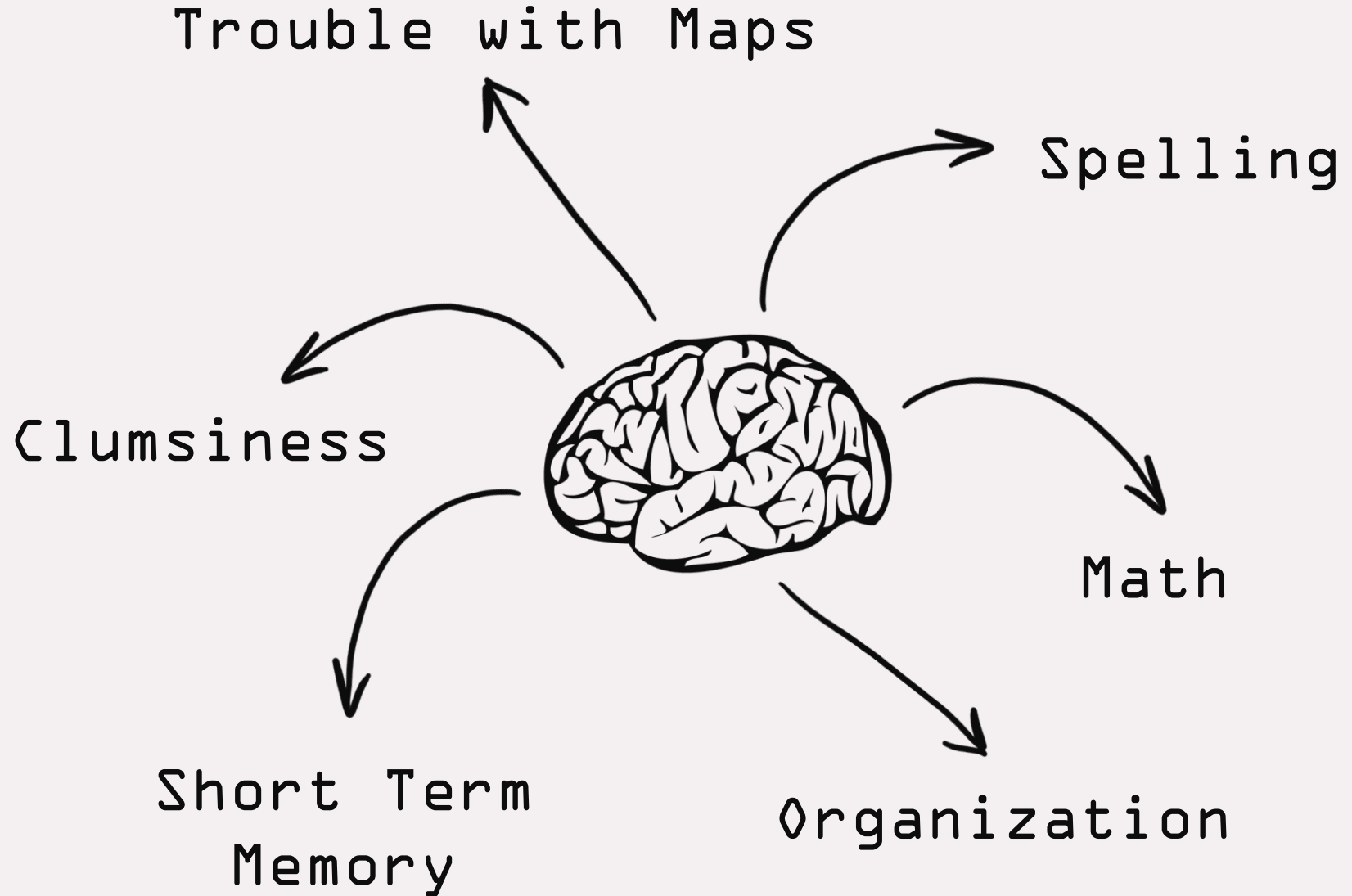
Some people who have dyslexia say that the words on a page look shadowed or doubled when they try to read.

Some people with dyslexia say that the words on a page look blurred from a central point when they try to read them.

Some people with dyslexia say that the words on a page look blurred from a central point when they try to read them.

One in Ten People is Dyslexic





Short Term
Memory

“ I make a lot of mistakes while writing, when I read I have to always concentrate, a lot and stupid small things disturb me”

“ I am scarred to
pay things via
Internet ot to”
take Money from
machine

What
is
UNIVERSAL
DESIGN?

Universal Design

IS A PLAN

the way we measure that plan

IS

ACCESSIBILITY

“The power of the
Web is in its
universality.
Access by everyone,
regardless of
disability is an
essential aspect.”

-Sir Tim Berners-Lee

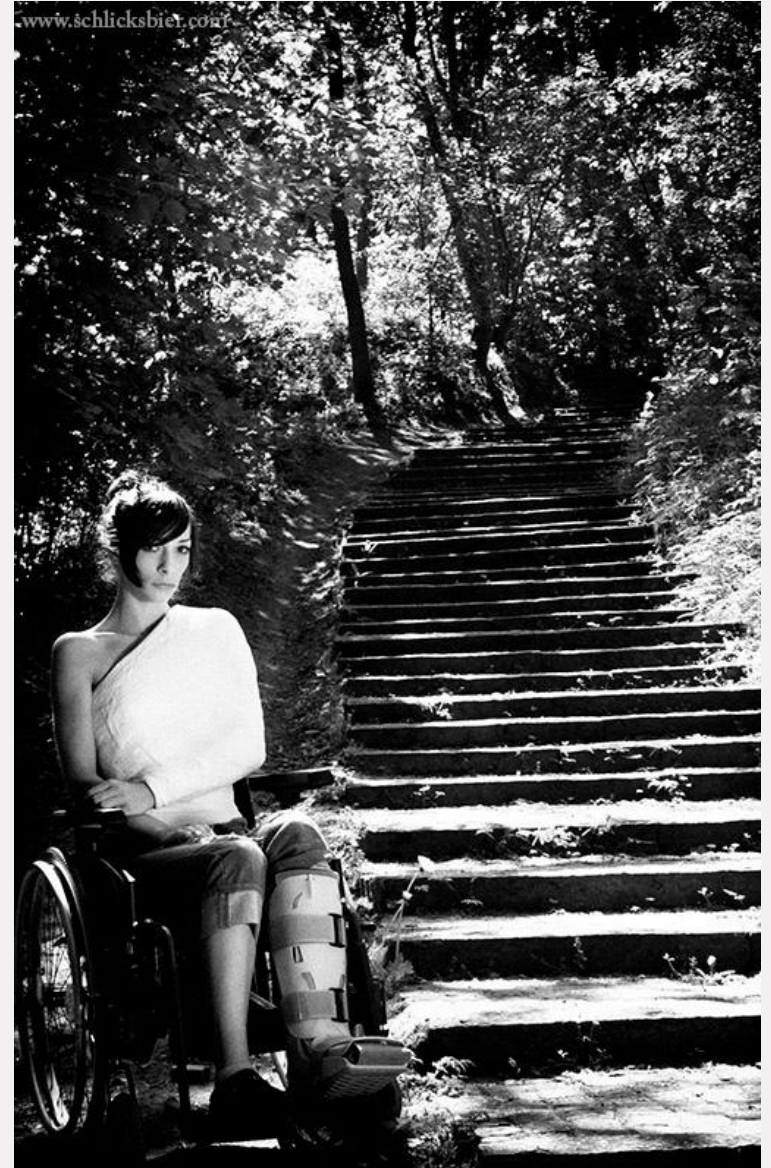


Leveling the Playing Field



It's not the
wheelchair that
makes a building
inaccessible...

It's the stairs.



It's not the user
that makes the web
inaccessible.

It's the designer.

If a design is
accessible
it is not necessarily
universal

If a design is
universal,
then it must be
accessible

Examples of Universal Design



Examples of Universal Design



Examples of Universal Design



Examples of Universal Design



Single Tap



Double Tap



Press & Hold



Hold Timer



Swipe Up



Swipe Down



2x Tap



2x Double Tap



2x Press & Hold



2x Hold Timer



Swipe Left



Swipe Right



Spread



Pinch



2x Rotate Left



2x Rotate Right

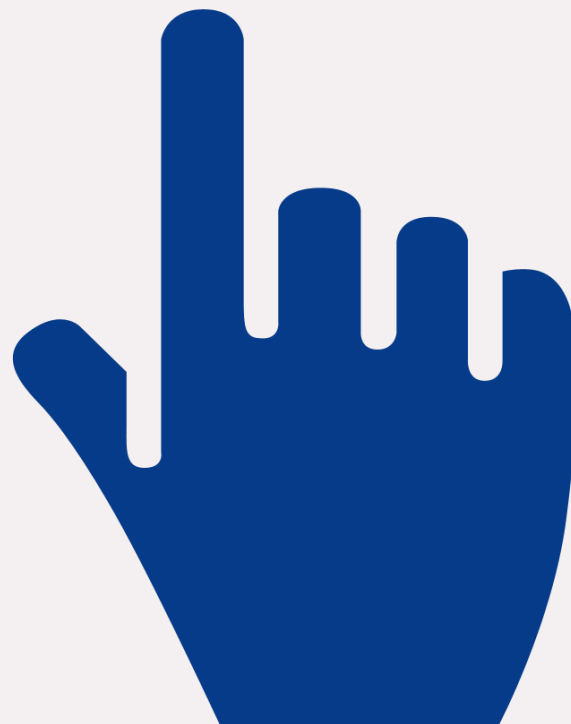
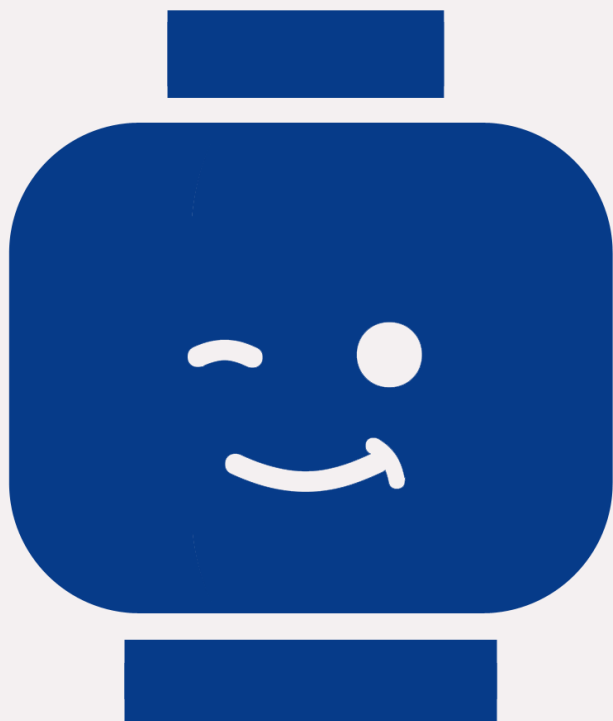


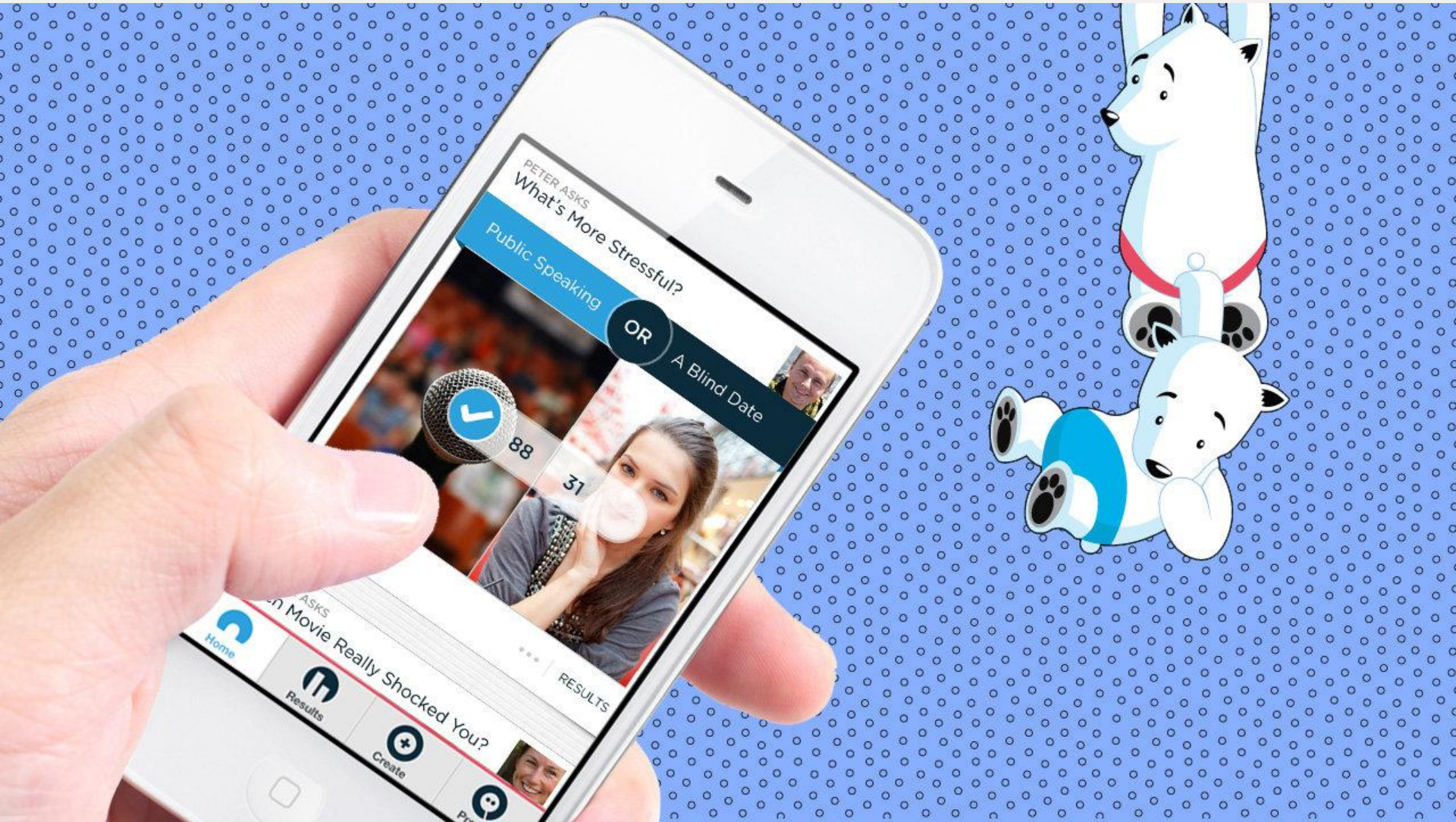
3x Swipe Left



3x Swipe Right

ONE EYEBALL AND ONE FINGER





UNIVERSAL DESIGN
for
DYSLEXICS
(and everyone else!)

Flexibility



Find Movies, TV shows, Celebrities and more...

All



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Teenage Mutant Ninja Turtles
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HD Trailer #1

Jupiter Ascending
MILA KUNIS
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Night Moves
JESSE EISENBERG
DAKOTA FANNING
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Noah, Sabotage, Muppets Most Wanted, Divergent, Mr. Peabody and Sherman, Veronica Mars, Need for Speed, 300: Rise of an Empire, The Grand Budapest Hotel, The LEGO Movie, Non-Stop, The Monuments Men, RoboCop, Pompeii and many more.

Box Office

1. [Divergent](#) \$54.6M
2. [Muppets Most Wanted](#) \$17M
3. [Mr. Peabody & Sherman](#) \$11.8M
4. [God's Not Dead](#) \$9.24M
5. [300: Rise of an Empire](#) \$8.5M

[See more box office results »](#)

Opening This Week

- | | | |
|---|---|-------------|
| Noah | ▲ | 62% |
| Sabotage | ▼ | 9% |
| Cesar Chavez | ▲ | 218% |
| The Raid 2 | ▲ | 32% |
| Breathe In | ▲ | 51% |
| Finding Vivian Maier | ▼ | 10% |
| Hide Your Smiling Faces | ▼ | 32% |
| Mistaken for Strangers | ▲ | 53% |

[See more titles »](#)

Coming Soon

- | | | |
|---|---|-------------|
| Captain America: The Winter Soldier | ▲ | 42% |
| Dom Hemingway | ▲ | 104% |
| Island of Lemurs: Madagascar | ▲ | 14% |

Tom Hanks | All 

 **Tom Hanks**
Actor, The Da Vinci Code (2006)

[See all results for "Tom Hanks" »](#)

Toy Story | All 

 **Toy Story 3 (2010)**
Tom Hanks, Tim Allen

 **Toy Story (1995)**
Tom Hanks, Tim Allen

 **Toy Story 2 (1999)**
Tom Hanks, Tim Allen

 **Toy Story of Terror (2013)**
Tom Hanks, Tim Allen

 **Toy Story That Time Forgot (2014)**
Tom Hanks, Timothy Dalton

[See all results for "Toy Story" »](#)

Category Search

Search for "Animation" within a specific category:

All

[Name](#) (actor, writer, director, etc)

[Title](#) (movie, TV, video game)

[Movie](#)

[TV](#)

[TV Episode](#)

[Video Game](#)

[Character](#)

[Company](#)

[Keyword](#)

[Videos](#)

[Plot Summaries](#)

[Biographies](#)

[Quotes](#)

B

B

1.

2.

3.

4.

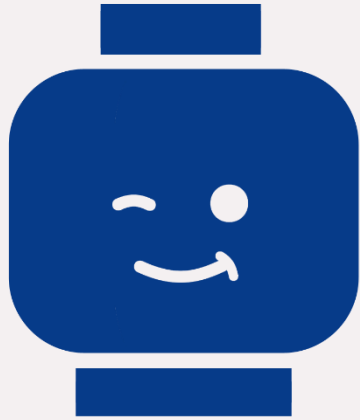
5.

Se

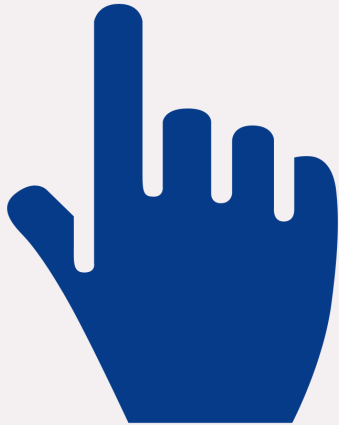
O

Ne

Simple
and
Intuitive



ONE EYEBALL



ONE FINGER

ONE NIPPLE???

“The only “intuitive”
interface is a nipple.
After that, it’s all
learned.”
- Bruce Ediger





support public radio

find stations

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sign in/register

topics

programs



24-hour program

listen

the two-way - news blog

Tenn. VW Workers Reject Move To Join Union



Volkswagen

It was a major blow to the UAW, which had hoped to establish a foothold in auto plants in the South.



FILED UNDER the two-way - news blog economy

FROM NPR NEWS

Massive Volcanic Eruption In Indonesia Blankets Region In Ash

Author Isabel Allende Apologizes For Comments About Mystery Novels

Virginia's Same-Sex Marriage Ban Is Ruled Unconstitutional

Make It A Grande: Mammoth Tusk Find Likely Seattle's Largest

Doctors Court Controversy In Ad For Surgical Robot

Iran's Hope Is Sanctions Relief, But Reality Is Struggling Economy

Delhi's Crusading Chief Minister Resigns, Slams Main Parties

Feds Clear Banks To Do Business With Budding Pot Industry

TRENDING

Sexually Transmitted Food Poisoning

Mousse

Laser

Whole Milk

Phantogram



Pet Madness: Cats vs Dogs

Maker Talks

Tours

Rooms

Projects

Life at Home

Decor Styles

Before & After

Small Spaces

Budget Living

Video

Classifieds

All Categories

EMAIL UPDATES

Input field for email updates

SIGN UP

TOP POSTS



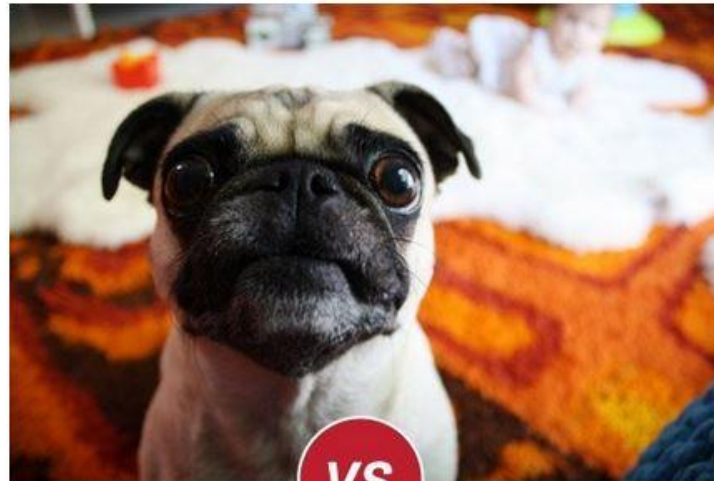
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How To Clean Your Kitchen Sink

Pet Madness Day 9: *The Elite 8*

APARTMENT THERAPY'S PET MADNESS: CATS VS DOGS



VS



THIS SURVEY HAS ENDED.

Perceptible
Information

More Signal,
Less Noise



Boarding Passes are Confusing

SSS-TCPN 1109920

American Airlines oneworld **BOARDING PASS** **American Airlines**

PASSENGER NAME M / 0	FREQUENT FLYER #	RECORD LOCATOR GWGIQR	BOARDING PASS M / 0
FROM: NEW YORK JFK	FLIGHT AA198	CLASS G	DATE 02JAN
TO: MILAN	DEPARTS 555P		
GROUP 3	GATE 12	BOARDING TIME 515P	SEAT 36J
	0012298566148		
			
IT497			
			FLIGHT AA 198
			SEAT 36J
			GROUP 3
			DATE 02JAN
			CLASS G
			DEPARTS 555P

[Handwritten signature]



FLIGHT CARD

YOUR BOARDING PASS, REINVENTED





Music meets simplicity

A new take on the iOS music player

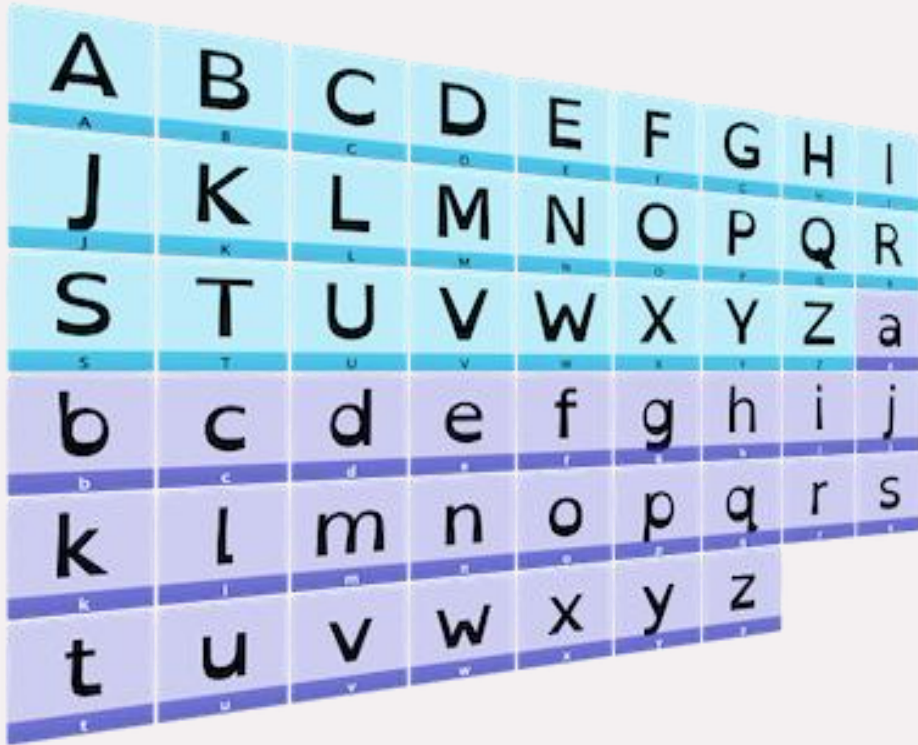


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GET PRESS KIT

Colophon



Open

Dyslexic

Tolerance for Error

Spellcheck is Critical



speling mistke



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Showing results for ***spelling mistake***

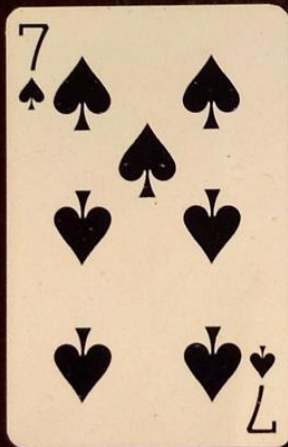
Search instead for **speling mistke**

Are You Sure?



Equitable Use

Which User's Cognition is Best?



Create a Better World for Everyone



Thank You!

A
♠

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AndrewZusman@Gm
ail.com

♥
A