



HUX.

HashedIn User Experience

WE ARE AWESOME

We have built a name for ourselves in providing UX, visual design & branding services for Web, Mobile and various platforms focusing on simplicity and innovation. We aim at achieving inclusiveness by & in design.



WE ARE HUX.

WHY ACCESSIBILITY ?

We need to make every single thing accessible to every single person with a disability.

– Stevie Wonder

DISNEY BEING SUED OVER LACK OF ACCESSIBILITY

Friday, 25 February 2011 17:30pm

Three women in the United States are suing Disney for discrimination against those who are blind or vision impaired.

According to the [press release about the class action suit](#), the plaintiffs are claiming that the parks themselves are discriminatory against people who are blind and vision impaired by "refusing to reasonably accommodate the needs of guests with guide dogs, refusing to provide functional audio technology, refusing to provide Braille menus, schedules and maps, and more".

In addition to this, the plaintiffs claim that the websites associated with Walt Disney Parks and Resorts also have numerous accessibility issues for people who are visually impaired.

The three plaintiffs are not after any monetary compensation, simply that Disney comply with the *Americans with Disabilities Act* regulations, so that people who are blind and vision impaired have the same access to Disney products as others.

Until now all three women have been enthusiastic patrons of the Disney Parks and Resorts and their associated websites.

Media Access Australia has a number of resources about [accessible web content](#) and support for those interested in complying with international accessibility standards.

More information about the lawsuit including the Class Action Complaint and other documents can be found on the [attorney's website](#).

HISTORY OF ACCESSIBILITY TESTING

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

– Tim Berners Lee (Creator of WWW)

Rehabilitation Act of
1973 to include EIT
accessibility

1998

VPAT 1.0 template
created

2001

EIT tech standards
created

2006 Section 508
institutionalized

VPAT 2.0 template
released

2017

2018 Section 508
revised

THE REPORT ACCESSIBILITY COMPLIANCE



Who said we want to **conform to the norm?** Celebrate and embrace our differences.

– Neil Milliken

VPAT

- Web-based internet information & apps
- Telecommunications
- Video and Multimedia
- Self-Contained, Closed

SECTION 508

- Functional Performance
- Hardware Detail
- Software Detail
- Support, services & documentation

WCAG 2.0 PRINCIPLES

Information, UI Components, navigation and content must be

- Perceivable
- Operable
- Understandable
- Robust

OUR ACCESSIBILITY TEST OFFERINGS



Accessibility makes some people's lives extraordinarily better.
How many opportunities do we have to dramatically improve
people's lives just by doing our job a little better?

– Steve Krug



WCAG 2.0 A, AA & Section 508 Checker



Color Blindness & Contrast Analyzer



Testing using Assistive Technology



Voluntary Product Accessibility Test



Usability Assessment

FAQs



Accessibility is not a feature. It is a **social trend**.

– Antonio Santos

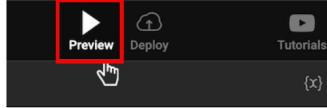
Q: Do we perform this exercise on an ongoing basis?

A: We need to complete the accessibility test for new features as it gets rolled out.

Q: How can HUX provide more value?

A: Apart from performing the test, HUX will also create and publish the guidelines (an excerpt of WCAG) best-suited for the application under test. These could be used by developers as a checklist to develop more accessible UI in future.

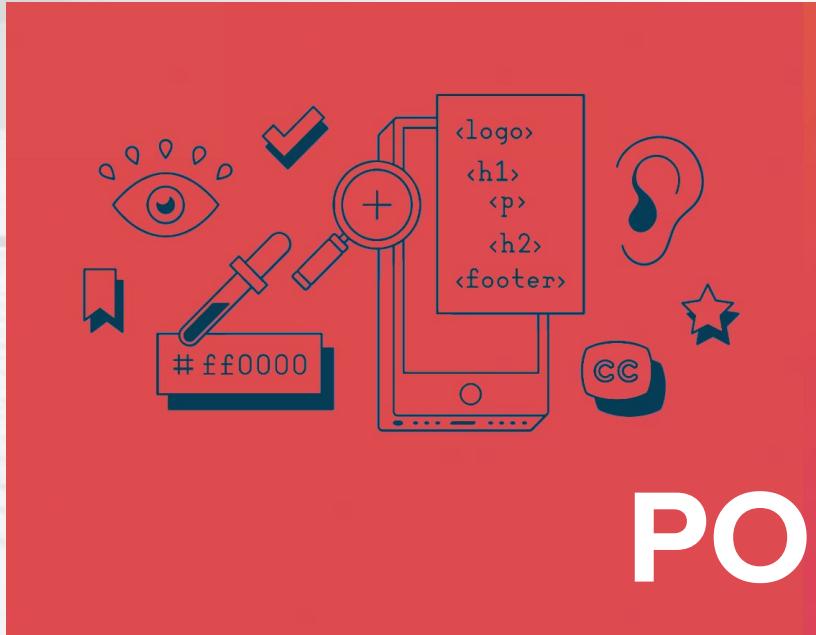
Our Sample Report

Section 1194.22 Web-based Internet information and applications				
* Refer to (http://www.access-board.gov/sec508/guide/1194.22.htm) for details on the guidelines listed below.				
Criteria	Supporting Features	Remarks and explanations	Exceptions	WCAG Reference
(a) A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).	Supports with Exceptions	Some, but not all images tagged	1. "Preview" icon on the toolbar 	See more details

GENERAL VPAT  HUX ADDITIONS

Our additions are focused on

- Exact location of the issue (module > feature > screen > UI element)
- Recommended solution to render it “accessible”
- Link to WCAG 2.0 guideline
- Action-oriented so developers **know** where to fix, **understand** what to fix and **learn** how to fix



PORTFOLIO

INST. BANKING / BNY Mellon

The screenshot shows the NETX360 software interface. At the top, the title bar displays "NETX360" and the user "WALTER STEWARD" with a login timestamp of "Last Login: June 3, 2009 10:05(ET)". The menu bar includes "Home", "Accounts", "Trading", "Service & Operations", "Markets & Research", "Tools", "Resources", "Information Services", "Admin", and "Help". The main content area features several panels: "Message Center" (2 unread, 2 new), "NETX360 Messages" (2 unread, 2 new), "Today's IFA" (IFAFYI), "Market Diary" (NYSE), "Quick Quotes" for IBM (Symbol/CUSIP: IBM, Price: 95.65, Change: -4.97), and "Market Indices" (NYSE, YTD, 1YR, 3YR, 5YR, 10YR, Mountain, Upper Indicators, showing a line graph and bar chart of market indices from June to October).

The screenshot shows the "Client Onboarding" page in the NETX360 software. The top navigation bar includes "Home", "Client Onboarding", and "Advanced Search". Below, it displays "Retail - Individual Account for: 52D024320". The "Account Details" section shows the "Primary Account Holder" with "Pre-Fill" and "Name Details" fields. The "Name Details" form includes fields for Type (Individual selected), Prefix (MR), First Name (John), Middle Name (Q), Last Name (Public), and Suffix (Sr.).

For a software designed to run on a system that has a keyboard, the action or the outcome should be discerned textually.

Tab index, tab stop & correct sequence

INST. BANKING / BNY Mellon

NETX360

Welcome WALTER STEWARD Last Logon: June 3, 2009 10:05(ET) LOGOUT FEEDBACK

Home Accounts Trading Service & Operations Markets & Research Tools Resources Information Services Admin Help

Account ABCD12345 Advanced Search

My Accounts

- A Clients
 - ABCD00000 (John Doe)
 - ABCD12345 (John's IRA)
 - ABCD000123 (Jane Joint)
 - ABCD000111 (Indiv01)
 - ABCD34567 (Indiv02)
 - FGHIJ00000 (Greg Smith)
- B Clients
- Prospects
- Unclassified

My Practice My Work

Default Dashboard Dashboard 1 Dashboard 2 + New Dashboard

Message Center (As of 06/03/2009 12:56 ET)

- Announcements (2 Unread, 2 NEW!)
- Announcement 1 (NEW!)
- Announcement 2 (NEW!)
- Announcement 3
- Announcement 4
- NETX360 Messages (2 Unread, 2 New!)
- NETX360 Message 1 (NEW!)
- NETX360 Message 3 (NEW!)
- NETX360 Message 4
- NETX360 Message 5
- Home Office Messages (1 Unread, 1 New!)
- Home Office Message 1 (NEW!)

NETX360 Team Updated 10 min ago

Quick Quotes

Symbol/CUSIP: IBM 95.65 -4.97

IBM: INTERNATIONAL BUSINESS MACH

Last: 95.65 % Chg: -4.94%

Bid: N/A Market: NYSE

Ask: N/A Vol: 11,416,625

Open: 101.50 52 Wk H: 130.93

Close: 100.62 52 Wk L: 94.24

High: 102.62 Dividend: 2.00

Low: 94.24 Yield: 1.90%

P/E: 11.79 EPS: 8.0600

*Quote data delayed per exchange requirement

Today's IFA

IFA/FYI

- Incoming Accounts: 10
- Voluntary Offers: 5
- Mandatory Offers: 3
- Unallocated PES: 11
- Options in the money: 15
- Fixed Income Messages: 4
- Margin Details: 8
- Missing Account: 10
- Reg. Minimum Distribution: 10
- GTC Expiring Orders: 5
- Incoming Accounts: 5
- Voluntary Offers: 3
- Mandatory Offers: 10

Market Diary

NYSE

- Advancing Issues: 2,748
- Declining Issues: 346
- Unchanged Issues: 47
- Total Issues: 3,141
- Issues at 52 Week High: 11
- Issues at 52 Week Low: 1
- Advancing Volumes: 1,064,641,368
- Declining Volumes: 98,753,608
- Unchanged Volumes: 4,906,000

Market Indices

NYSE

YTD 1Yr 3Yr 5Yr 10Yr

Mountain Upper Indicators

Advancing Issues: 2,748

Declining Issues: 346

Unchanged Issues: 47

Total Issues: 3,141

Issues at 52 Week High: 11

Issues at 52 Week Low: 1

Advancing Volumes: 1,064,641,368

Declining Volumes: 98,753,608

Unchanged Volumes: 4,906,000

Market Indices

NYSE

YTD 1Yr 3Yr 5Yr 10Yr

Mountain Upper Indicators

Advancing Issues: 2,748

Declining Issues: 346

Unchanged Issues: 47

Total Issues: 3,141

Issues at 52 Week High: 11

Issues at 52 Week Low: 1

Advancing Volumes: 1,064,641,368

Declining Volumes: 98,753,608

Unchanged Volumes: 4,906,000

Market Indices

NYSE

YTD 1Yr 3Yr 5Yr 10Yr

Mountain Upper Indicators

Advancing Issues: 2,748

Declining Issues: 346

Unchanged Issues: 47

Total Issues: 3,141

Issues at 52 Week High: 11

Issues at 52 Week Low: 1

Advancing Volumes: 1,064,641,368

Declining Volumes: 98,753,608

Unchanged Volumes: 4,906,000

Accounts Trading Service & Operations Markets & Res

Single Account	Households/Groups
Summary	Summary
Balances	Balances
Holdings	Holdings
Performance	Holdings By Symbol
Projected Cash Flow	Performance
Order/Trade Status	Projected Cash Flow
Activity	Order/Trade Status
IFA	CRM
Documents	Activity

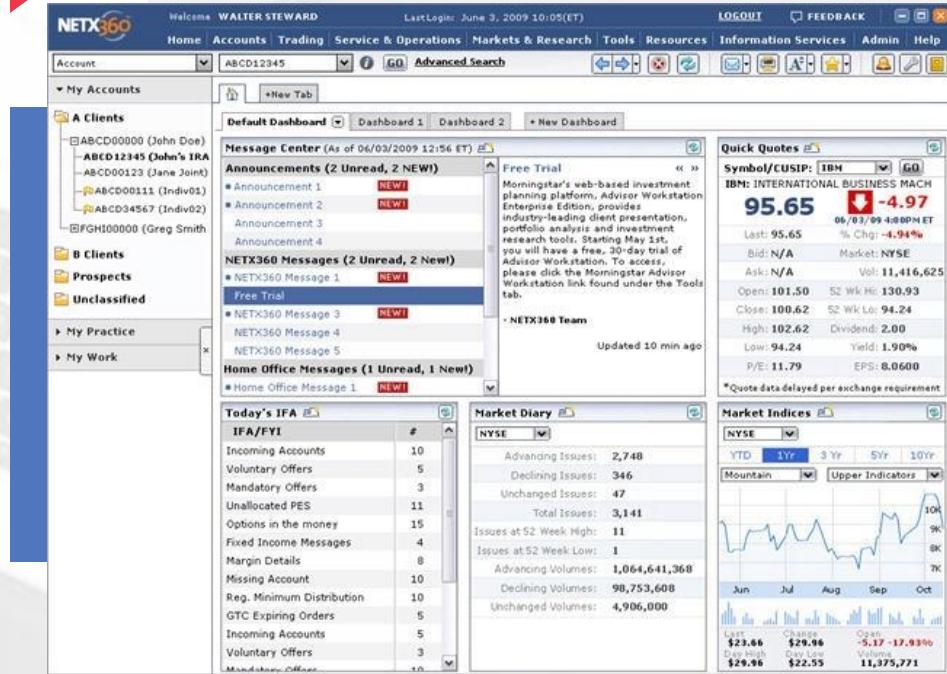
Tools Resources Admin Help

Client Tools	Other Applications
Alerts	BNY Mellon Private Workbench
PMAS Portal	SmartOffice
Mobile Center	RedTail
Tax Center	MoneyGuidePro
Path to Investing	NaviPlan
INFO Direct FTP	Albridge Wealth Reporting
Market Tools	Black Diamond
Financial Calculators	The Income for Life Model®
Retirement Center	
ETF Center	
FINRA Breakpoint Tool	

All functionality is operable through a keyboard interface.

Alt Keys, Keyboard Shortcuts

INST. BANKING / BNY Mellon



Welcome WALTER STEWARD Last Login: June 3, 2009 10:05(ET) LOGOUT FEEDBACK

Account ABCD12345 Advanced Search

My Accounts

- A Clients
 - ABCD00000 (John Doe)
 - ABCD12345 (John's IRA)
 - ABCD000123 (Jane Joint)
 - ABCD000111 (Indiv01)
 - ABCD34567 (Indiv02)
 - FGHI00000 (Greg Smith)
- B Clients
- Prospects
- Unclassified

My Practice

My Work

Default Dashboard Dashboard 1 Dashboard 2 + New Dashboard

Message Center (As of 06/03/2009 12:56 ET)

- Announcements (2 Unread, 2 NEW!)
- Announcement 1 (NEW!)
- Announcement 2 (NEW!)
- Announcement 3
- Announcement 4

NETX360 Messages (2 Unread, 2 New!)

- NETX360 Message 1 (NEW!)
- NETX360 Message 3 (NEW!)
- NETX360 Message 4
- NETX360 Message 5

Home Office Messages (1 Unread, 1 New!)

- Home Office Message 1 (NEW!)

Today's IFA

IFA/FYI

- Incoming Accounts: 10
- Voluntary Offers: 5
- Mandatory Offers: 3
- Unallocated PES: 11
- Options in the money: 15
- Fixed Income Messages: 4
- Margin Details: 8
- Missing Account: 10
- Reg. Minimum Distribution: 10
- GTC Expiring Orders: 5
- Incoming Accounts: 5
- Voluntary Offers: 3
- Mandatory Offers: 10

Market Diary

NYSE

- Advancing Issues: 2,748
- Declining Issues: 346
- Unchanged Issues: 47
- Total Issues: 3,141
- Issues at 52 Week High: 11
- Issues at 52 Week Low: 1
- Advancing Volumes: 1,064,641,368
- Declining Volumes: 98,753,608
- Unchanged Volumes: 4,906,000

Market Indices

NYSE

YTD 1Yr 3Yr 5Yr 10Yr

Mountain Upper Indicators

Advancing Issues: 2,748

Declining Issues: 346

Unchanged Issues: 47

Total Issues: 3,141

Issues at 52 Week High: 11

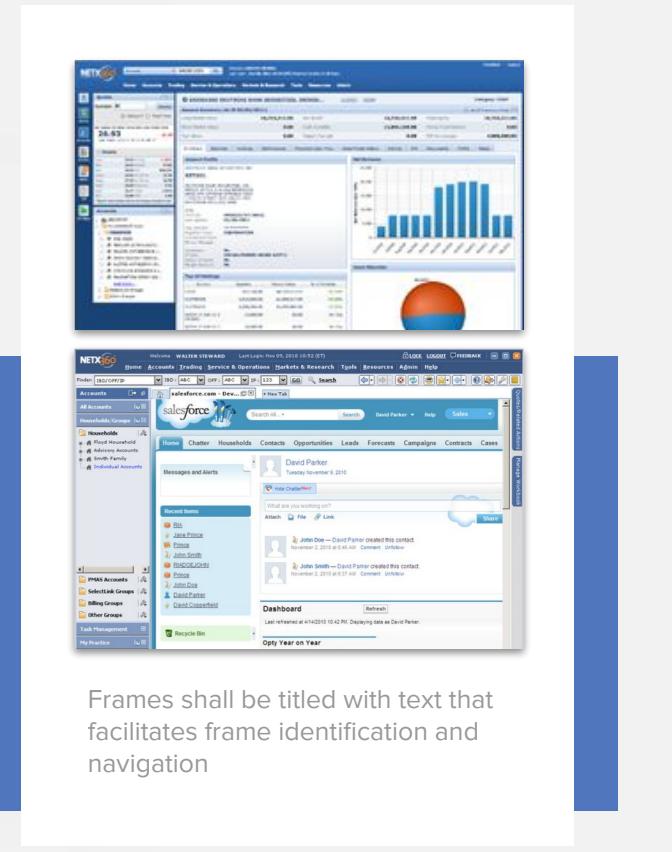
Issues at 52 Week Low: 1

Advancing Volumes: 1,064,641,368

Declining Volumes: 98,753,608

Unchanged Volumes: 4,906,000

Last: \$23.66 Chg: \$29.96 Open: -\$5.17 -17.93% Day High: \$29.96 Day Low: \$22.55 Volume: 11,375,771



Welcome WALTER STEWARD Last Login: Nov 09, 2010 10:53 (ET) LOGOUT FEEDBACK

Accounts

Households

Prospects

Individual Accounts

Messages and Alerts

Recent Items

CRM Accounts

Sales Lead Groups

Billing Groups

Other Groups

Task Management

My Practice

Dashboard

Opportunities

Leads

Forecasts

Campaigns

Cases

David Parker Tuesday November 9, 2010

What are you working on?

John Doe - David Parker created this contact.

John Smith - David Parker created this contact.

John Doe - David Parker created this contact.

John Smith - David Parker created this contact.

Dashboard Refresh

Last refreshed at 11/09/2010 10:42 PM. Refreshing data as David Parker.

Oppty Year on Year

Frames shall be titled with text that facilitates frame identification and navigation

PRIVATE BANKING / BNY Mellon

NETXINVESTOR for A Company Securities

Enter Symbol or Keyword [Logout](#)

Portfolio Transact Research Tools Communications

Overview Balances Holdings Unrealized Gain/Loss Realized Gain/Loss History Projected Cash Flow

Viewing: 52D0000000

TOTAL MARKET VALUE **\$647,106.74** **DAY CHANGE** **-0.01 (0.00%)** **UNREALIZED GAIN/LOSS** **+30,457.95 (44.79%)**

As of 04/07am 01/10/2014

Composition

ASSET CLASS ^{1,2}	MARKET VALUE	PERCENT OF TOTAL
Equities	\$614,301.62	94.92%
Cash, Money Funds and FDIC Deposits	\$28,290.33	4.37%
Mutual Funds	\$3,500.00	0.54%
Fixed Income	\$1,014.80	0.16%

Portfolio Movers As of 12:00 AM 1/9/2014 [Go to Holdings](#)

Strongest Performers		Weakest Performers	
COMPANY	TODAY'S CHANGE (%)	COMPANY	TODAY'S CHANGE (%)
GE General Electric Co	0.04	■ No data available for Weakest Movers.	
A Agilent Technologies Inc	0.03	■	

Portfolio Movers securities are derived from the top 20 holdings based on current market value. Quotes at least 15 min delayed

Portfolio History [Go to History](#)

Go paperless

Quick Links

[My Holdings](#) [My Balances](#) [My Advisor](#)

My Portfolio in the News [Go to News](#)

GE [General Electric Co](#)

GE Unit Teams Up Again With Vess Oil Corp. To Buy Oil Reserves Worth \$10B Min 2014-01-08 13:28 - MidnightTrader

GE (GE) unit GE Energy Financial Services has teamed up with a Vess Oil Corp. affiliate for a third time to purchase oil reserves in Eas... Min 2014-01-08 13:28 - MidnightTrader

IBM [International Business Machines Corp](#)

IBM to Invest \$1 Bln to Establish Watson Group for Commercializing Cognitive Innovations 2014-01-09 09:41:20 - MidnightTrader

IBM (IBM) said it will invest \$1 billion to establish IBM Watson Group, a new business unit that will focus on developing and commercial... Min 2014-01-09 09:41:20 - MidnightTrader

MSFT [Microsoft Corp](#)

Market Chatter: Microsoft CEO Search Refocuses on Internal Candidates: Reuters Says 2014-01-09 07:36:10 - MidnightTrader

The speculation over who will replace Steve Ballmer as CEO of Microsoft (MSFT) is refocusing on internal

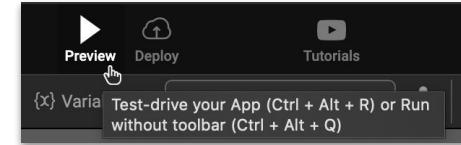
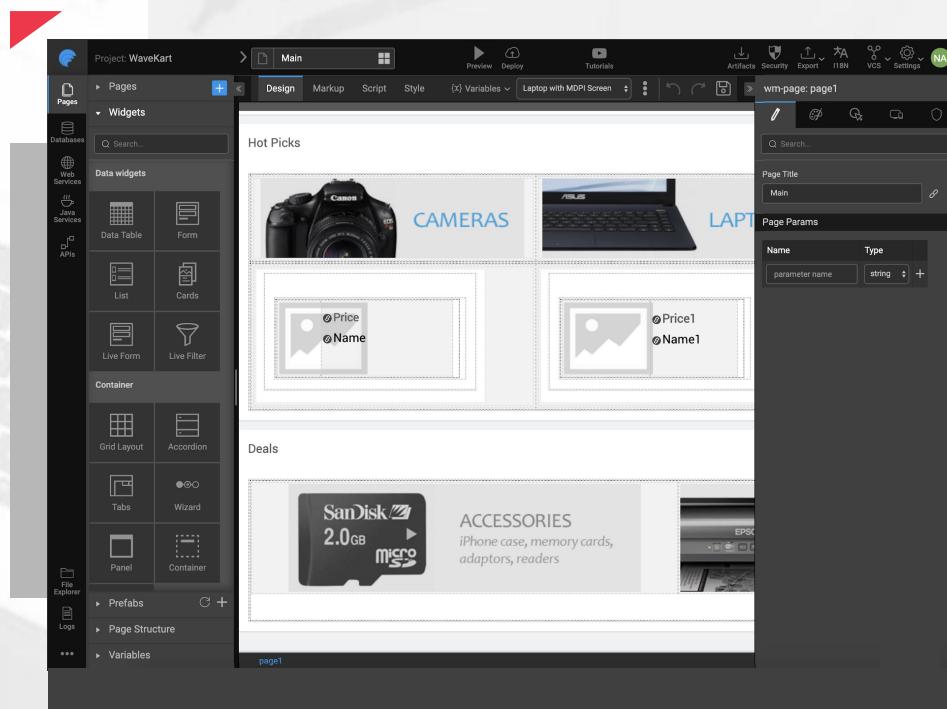
 Alternative Investment Credit Services	
Is your account the following address? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I'm not sure	
Buy	
Account: 00000000 Street: 0000	
Line: 000	
Order Details	
Sec. Description	00000000000000000000000000000000
Transaction	<input checked="" type="checkbox"/> Buy <input type="checkbox"/> Sell
Amount	<input checked="" type="checkbox"/> \$10 <input type="checkbox"/> \$100 <input type="checkbox"/> \$1000
Interest Due Day	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> Alternative Interest Rate <input type="checkbox"/> Yes <input type="checkbox"/> Redemption Due Day <input type="checkbox"/> Yes
Reasons: <input type="checkbox"/> Investment <input type="checkbox"/> Income <input type="checkbox"/> Capital Gains <input type="checkbox"/> Other	
Comments and Fees	
Comments	Investment
Invest. Amount	\$100000
Invest. Period	10/10/2000 - 10/10/2000
Invest. Fee	\$0.00

Alternative Investment Online Service					
The Alternative Investment Online Service is a service provided by the Alternative Investment Association of Canada.					
Sell					
Account #	4200000000	Printable	PDF	Print	Help
Enter Details					
Security Description	BENEFICIOR HARRIERO-DRH - 2001-1		07/04/2008	Debt/Equity	CLOSED
Transaction	Buy	Settlement	08/01	Settlement	Yes
Amount	\$2	Adv. Type	Cash	Subscription (Dividend)	Yes
Interest Accrual	Interest Accrual - Yes		Alternative (Invest. Sells)	Subscription Inv. (Dividends)	Yes
Comments and Terms					
Initial Investment	100000.00	Rebatch Interval	100000.00	EA	Y
New Total Cash	100000.00	Fee	\$0.00	EA	Y

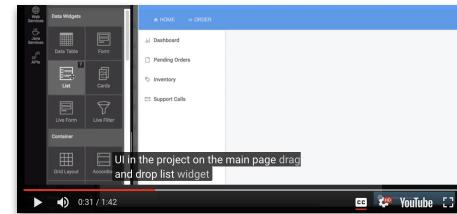
Color coding shall not be used as the only means of conveying information, indicating an action, distinguishing a visual element or prompting a response.

Color Contrast Analyzer

RAD STUDIO / WaveMaker



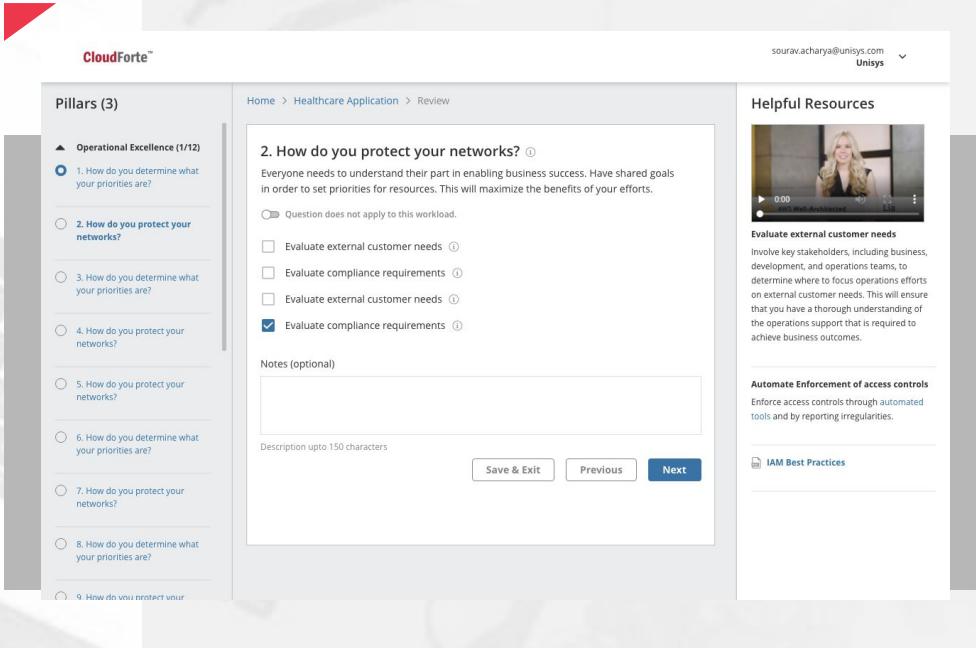
Provide descriptive text alternatives for any non-text content



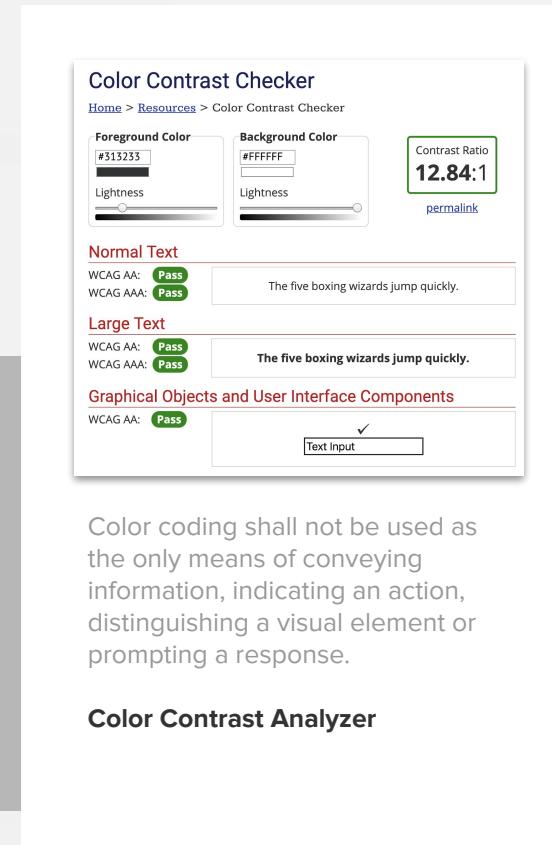
All training video that contain speech or other audio information necessary shall be comprehensible for an assistive technology like screen-reader

Alt Text, Closed Captions

CLOUD PORTAL / CloudForte



The screenshot shows a review step in the CloudForte Cloud Portal. The left sidebar lists 'Pillars (3)' with 'Operational Excellence (1/12)' selected. The main content area shows a question '2. How do you protect your networks?' with a detailed description and a list of 9 options. The 5th option, 'Evaluate compliance requirements', is checked. A 'Notes (optional)' text area and a 'Description upto 150 characters' text area are below. At the bottom are 'Save & Exit', 'Previous', and 'Next' buttons.



The screenshot shows the 'Color Contrast Checker' tool. It displays 'Foreground Color' (#313233) and 'Background Color' (#FFFFFF) with their respective lightness sliders. The 'Contrast Ratio' is shown as **12.84:1** in a green box, with a 'permalink' link below. Below this are sections for 'Normal Text' and 'Large Text', each with WCAG AA and AAA 'Pass' status and a sample text box. The 'Graphical Objects and User Interface Components' section shows a 'Text Input' field with a checkmark.

Color coding shall not be used as the only means of conveying information, indicating an action, distinguishing a visual element or prompting a response.

Color Contrast Analyzer

OUR CUSTOMER TESTIMONIALS



OUR CUSTOMER'S VOICE

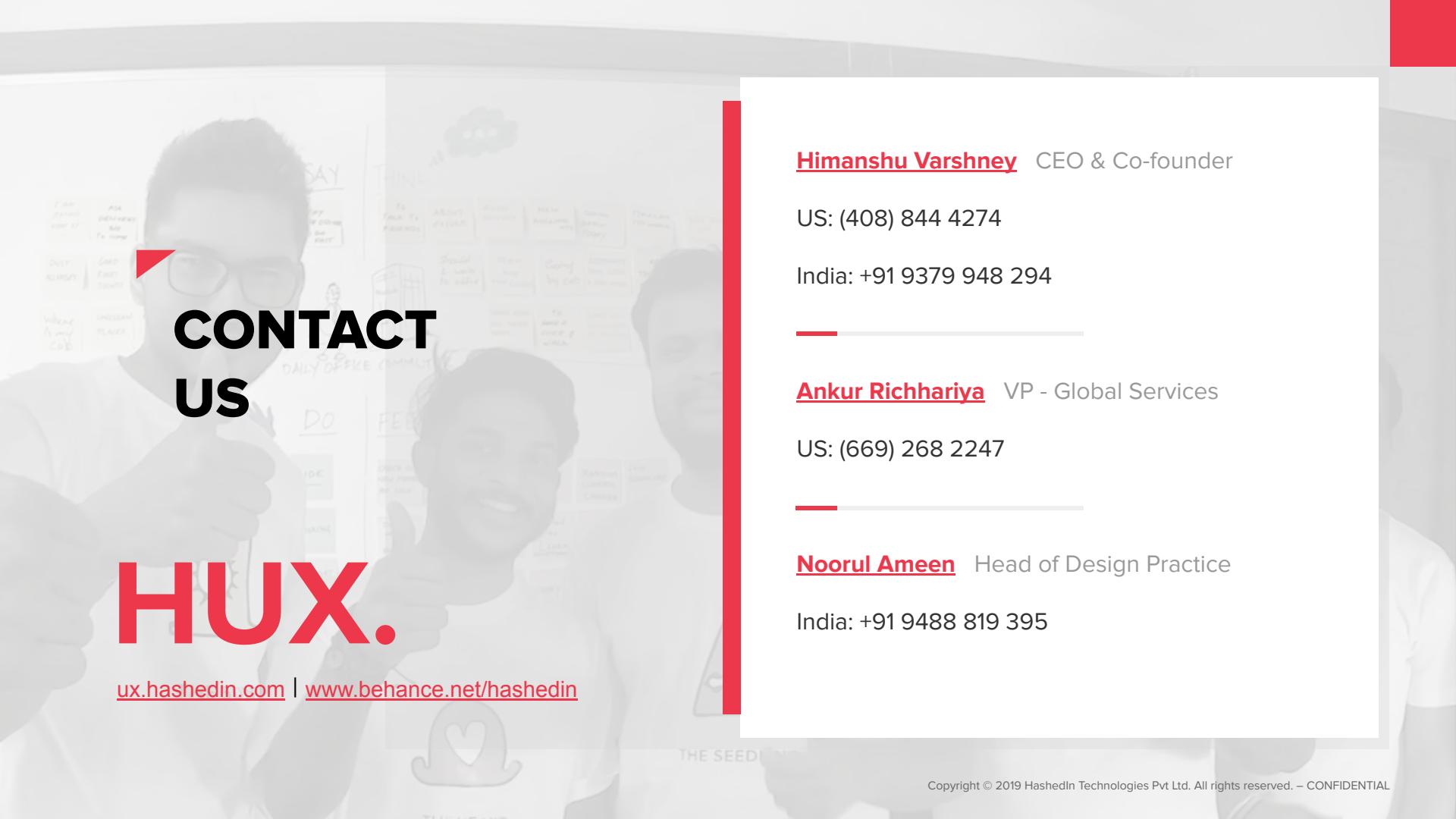


Priyal Bhatt
Tech Innovation
Program Assistant



“

Our experience working with HashedIn to build an interactive learning application was extremely rewarding. The team was thoughtful and user-focused in their approach-really bringing user perspectives and preferences into the design of the application, from picking the right color schemes and fonts to gamifying user experience. The team was also very responsive, with a keen eye to trends in the industry that inspired high confidence in their work. They were easy to work with and collaborative, updating the application as we gave feedback and input. We look forward to continuing our partnership with HashedIn.



CONTACT US

HUX.

ux.hashedin.com | www.behance.net/hashedin

Himanshu Varshney CEO & Co-founder

US: (408) 844 4274

India: +91 9379 948 294

Ankur Richharia VP - Global Services

US: (669) 268 2247

Noorul Ameen Head of Design Practice

India: +91 9488 819 395