



Nielsen Norman Group



for MACROMEDIA® DREAMWEAVER®

Beyond Alt Text: Making the Web Easy for Users with Disabilities

LIFT NN/g for Macromedia Dreamweaver is a usability and accessibility software testing and repair solution that brings expert design and usability research knowledge to the Web developer's desktop. This unique application is the result of close development between UsableNet and Nielsen Norman Group (NN/g) and forms the latest edition to the UsableNet's suite of productivity software tools. LIFT NN/g takes the guesswork out of applying usability and accessibility guidelines by identifying common usability issues and automating most of the fixes. It enables Web designers to easily apply researched recommendations and user-testing knowledge during the Web design process derived from watching people with disabilities using websites. LIFT NN/g is the ultimate solution for Web design firms, consultancies, corporations, government and educational institutions that wish to customize and implement usability testing in all stages of the web design process.

LIFT NN/g includes Section 508 and W3C guidelines but goes a step beyond that, by providing a simple, easy-to-use application that promotes user-centered design, improving the Web user experience for everyone. LIFT NN/g ensures that technically accessible websites are also usable with added guidelines, checkpoints and techniques from the NN/g "Beyond ALT Text" research report (<http://www.nngroup.com/reports/accessibility/>) based on testing with users who have different types of disabilities including users who are blind using screen readers or Braille readers, users with low-vision using screen magnifiers, and users with physical disabilities. This report was produced by the world's leading Web usability consulting firm, Nielsen Norman Group, authored by Kara Pernice Coyne and the Web's foremost user advocate Jakob Nielsen.

Top Features

- **Integrated into the authoring tool** - All features of LIFT NN/g work within Dreamweaver to allow seamless testing and repair which maximizes productivity.
- **Access to researched usability knowledge** - Test and repair websites using NN/g guidelines based on extensive user testing.
- **Customize Guidelines** - Establish corporate guidelines by selecting from guidelines from NN/g, Section 508, and W3C.
- **Evaluation** - Eliminate manual evaluation of HTML by testing a single page or your entire site. Prioritize issues and fix most critical problems first.
- **Fix Wizard** - Automate the fixing process with a simple step-by-step tool that guides you through the repair of tables, images, scripts, tabbing order, cascading menus and more.
- **Monitor** - Check work as you go and avoid the retrofitting process.
- **Java Script Analyzer** - Avoid common errors when using java scripts.
- **Alt Editor** - Manage all images across an entire website with automated and global ALT editing tool while using NN/g principles to create relevant ALT text.
- **Customizable Tests** - Users can see and customize usability test parameters.

"The most important accessibility and usability guideline is simple: design well."

-Jakob Nielsen

Key Benefits

- **Create a website that is both accessible AND usable for people with disabilities**
- **Access the industry's leading user-centered design guidelines and leverage extensive usability research**
- **Improve basic design and user experience for everyone**
- **Improve branding, company image and build trust with users**
- **Increase customer loyalty and employee productivity**



LIFT NN/g for Macromedia Dreamweaver appears as another menu item directly within the authoring application.

- Customize Guidelines...
- Evaluate...
- Monitor...
- Create Reports...
- Fix Wizard...
- ALT Editor...
- Insert Approved Icon...
- Test Live Website...
- User Manual...
- Release Notes...
- Bug Report...
- About LIFT...

The screenshot displays the LIFT software interface integrated into Macromedia Dreamweaver. It features several windows:

- Evaluate:** A window for running tests. It shows a table of results:

File	# of Issues
... tables.html	38
... spacers.html	37
... ImgWithSize.html	32
... ImageStretching.html	32
... index.htm	27
... programatics.html	23
- Monitor:** A window for monitoring test results. It shows a table of test results:

Status	Test	Guideline	Priority
X	Cell of data table should refer to ...	508(g)	1
X	Cell of data table should refer to ...	508(g)	1
X	Data table should have headers	508(g)	1
X	Data table with valid THs	508(g)	1
X	Data table with valid THs	508(g)	1
X	Data table with valid THs	508(g)	1
X	Page title is well defined	nav	1
X	Description exists	search	2
X	Keywords exist	search	
- Reports:** A window for generating reports. It includes fields for Report Type (Executive Summary), Format (HTML), Author (webmaster), Date (Wednesday, January 09 14:14:4), and Site (demo site). It also has checkboxes for Accessibility Only, Failed Tests, Manual Tests, Passed Tests, and Not Applicable Tests.
- ALT Editor:** A window for editing image alt text. It shows a table of image details:

Status	Image	Page	Image Type
	...images/an01.gif	...s/animated_gifs.html	"animation"
	...images/an02.gif	...s/animated_gifs.html	"animation"
	...images/an03.gif	...s/animated_gifs.html	"animation"
	...images/an04.gif	...s/animated_gifs.html	"animation"
	...images/an05.gif	...s/animated_gifs.html	"animation"
	...images/an06.gif	...s/animated_gifs.html	"animation"
X	...images/Earth_D1.gif	...s/images_ALT_01.html	[ALT attribute not defined]
X	...images/Earth_D2.gif	...s/images_ALT_01.html	""
X	...images/Earth_D3.gif	...s/images_ALT_01.html	""
	...images/Earth_D4.gif	...s/images_ALT_01.html	"The Earth from the space"
- Fix Wizard:** A window for automating repairs. It includes fields for ALT (Website Testing Systems), Longdesc (WTS_longdesc.html), D-link URL, and Label (D).

Guidelines:

Customize tests and create corporate guidelines. You can test for just images, section 508, W3C, or whatever you choose.

Evaluate:

Test your entire website or a single page. Prioritize and identify issues. Underlying smart rules eliminate false positives and streamline repairs.

Learn:

View in-depth explanations and examples as you go, by double-clicking on test names.

Monitor:

Monitor and fix your website as you work.

Report:

Generate customized executive summaries or detail reports to document your work and verify compliance.

Alt Editor:

Manage your images and execute repairs in batch mode.

Fix Wizard:

Automate the repair process using this step-by-step tool to fix images, tables, scripts, data tables, and much more.

System Requirements

Windows

- Macromedia Dreamweaver/ Ultradev 4 or later
- Intel Pentium processor
- Windows 95/98/NT/2000/XP
- 64 MB of available RAM
- 110 MB of available hard-disk space
- 800 x 600, 256-color display
- CD-ROM drive

Macintosh

- Macromedia Dreamweaver/ Ultradev 4 or later
- Power Mac
- Mac OS 8.6, 9x, Mac X
- 64 MB of available RAM
- 135 MB of available hard-disk space
- 800 x 600, 256-color display
- CD-ROM drive

About UsableNet

Headquartered in New York City, UsableNet is a software company that provides usability and accessibility testing products for website developers. UsableNet's productivity software tools empower web developers to quickly and efficiently test websites to meet usability and accessibility standards, including section 508 and W3C guidelines. For more information, go to www.usablenet.com.

About Nielsen Norman Group

Nielsen Norman Group is a user-experience think tank that advises companies about how to succeed through human-centered design of products and services. Nielsen Norman Group principals Jakob Nielsen, Don Norman and Bruce "Tog" Tognazzini are each world-renowned experts in usability and human use of technology. For more information, go to www.nngroup.com.

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