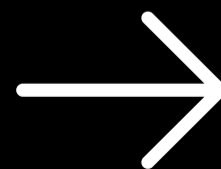


AI Didn't Make Accessibility Important. It Made Ignoring It Harder.

My Main Takeaway From Slobodan
Manić's Experimentation Elite Keynote

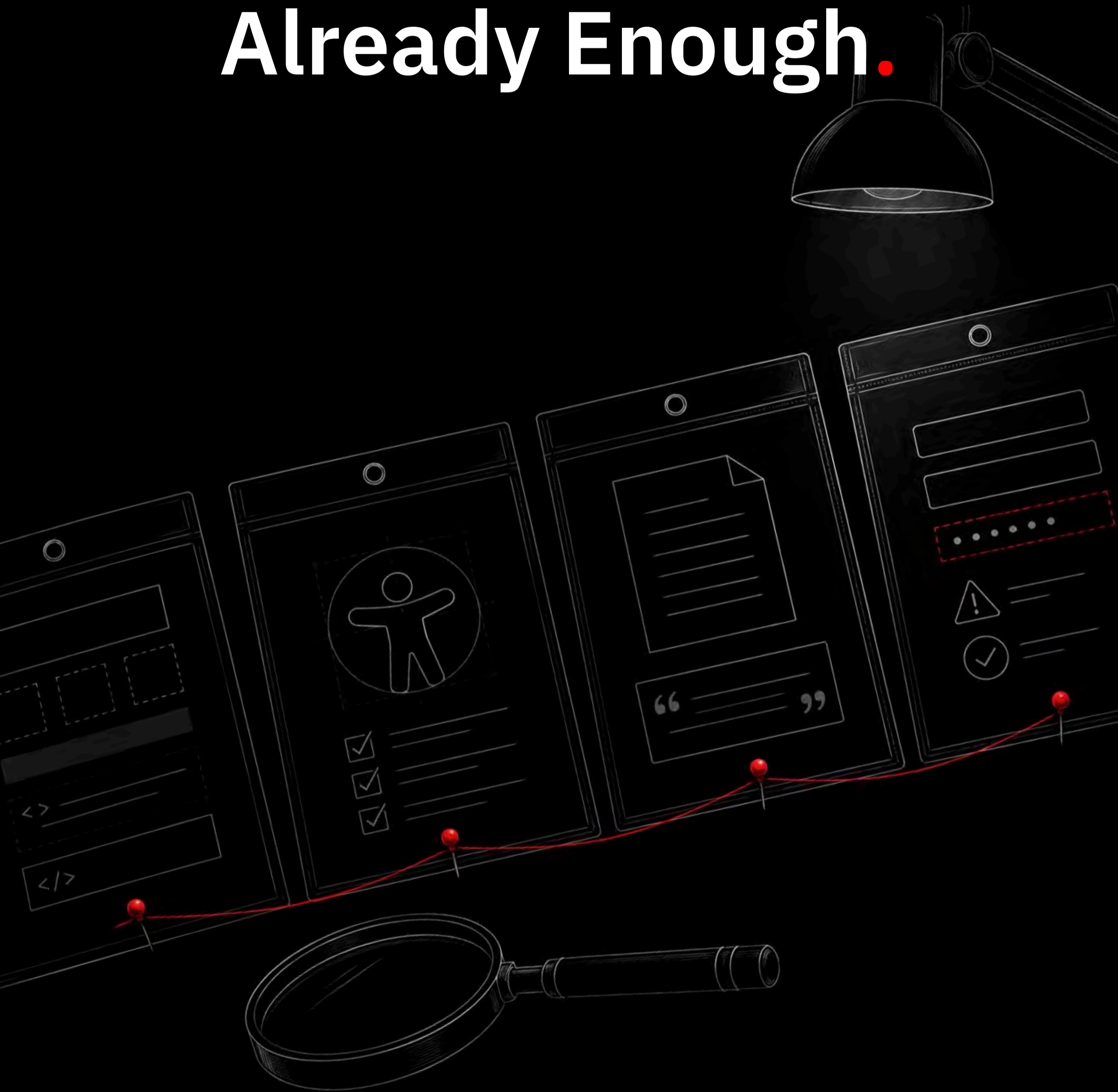


TL;DR

The Basics Have Consequences Now.

- Semantic structure always mattered.
- Accessibility always mattered.
- Clear content always mattered.
- Robust interaction always mattered.
- AI just makes weak foundations harder to hide.

The Human Case Was Already Enough.

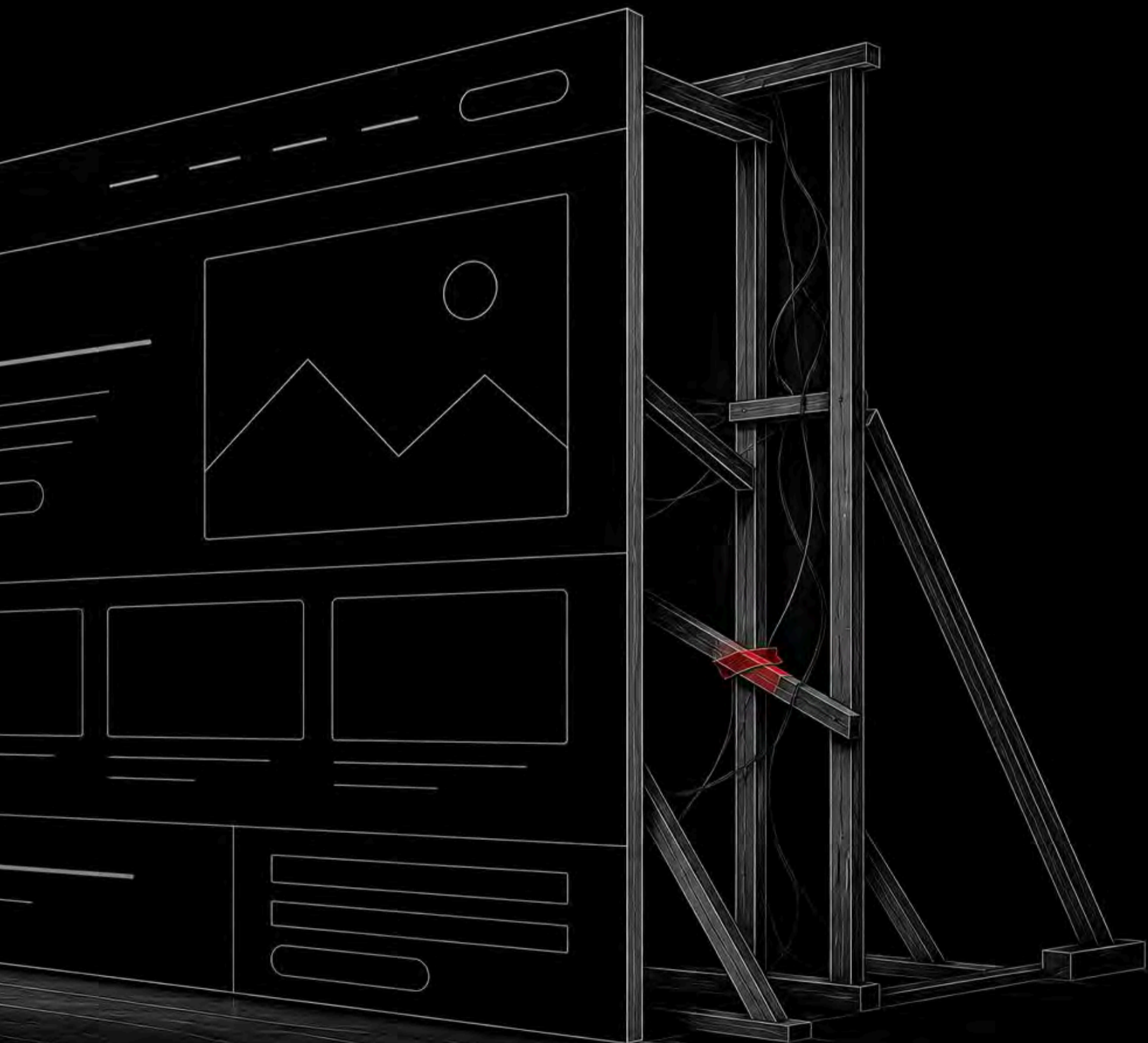


Most Websites Are Not Broken.

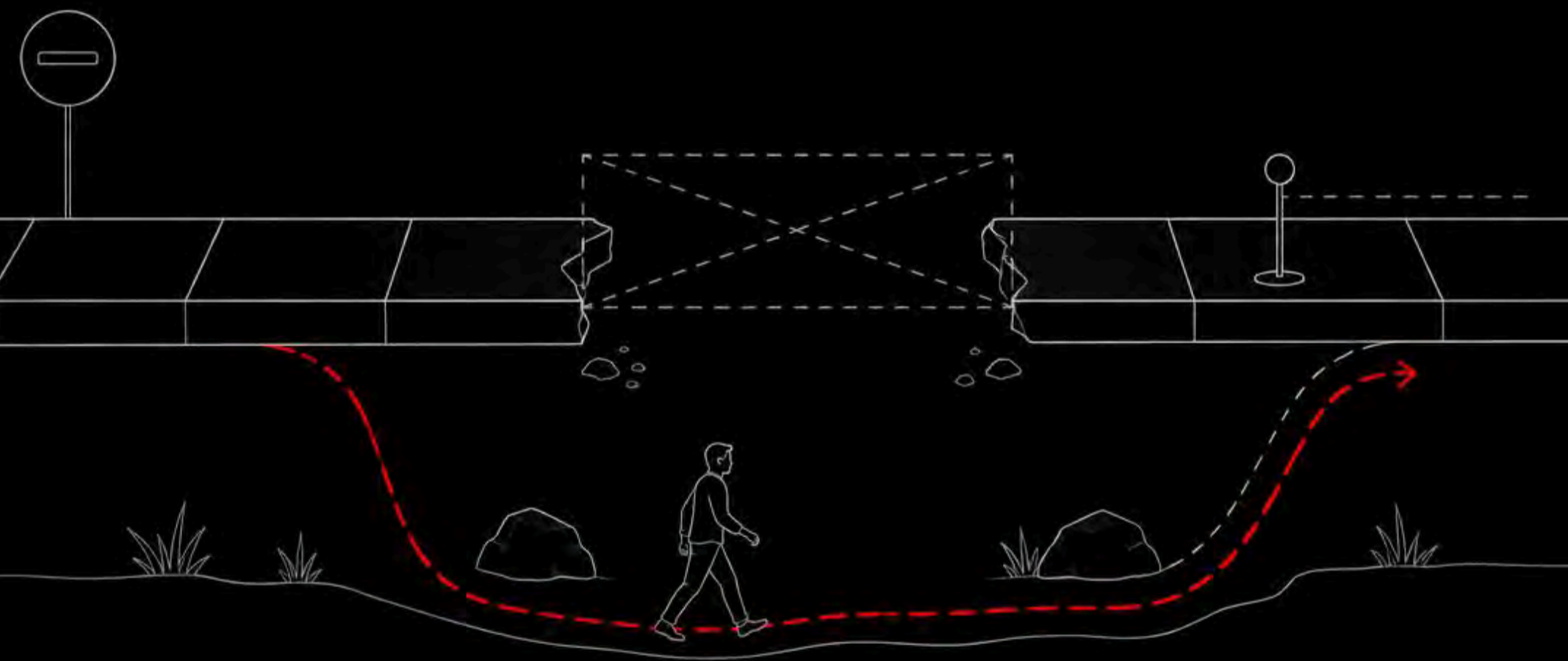
They Are Unfinished In Ways We Learned To Tolerate.

- Divs pretending to be buttons.
- Labels that do not label.
- Important content loaded late.
- Vague claims with no proof.
- Forms that fail silently.

Humans Learned The Workarounds.



Humans Are Annoyingly Adaptable.



We Scroll. Guess. Retry. Rage-Click. Abandon Quietly.

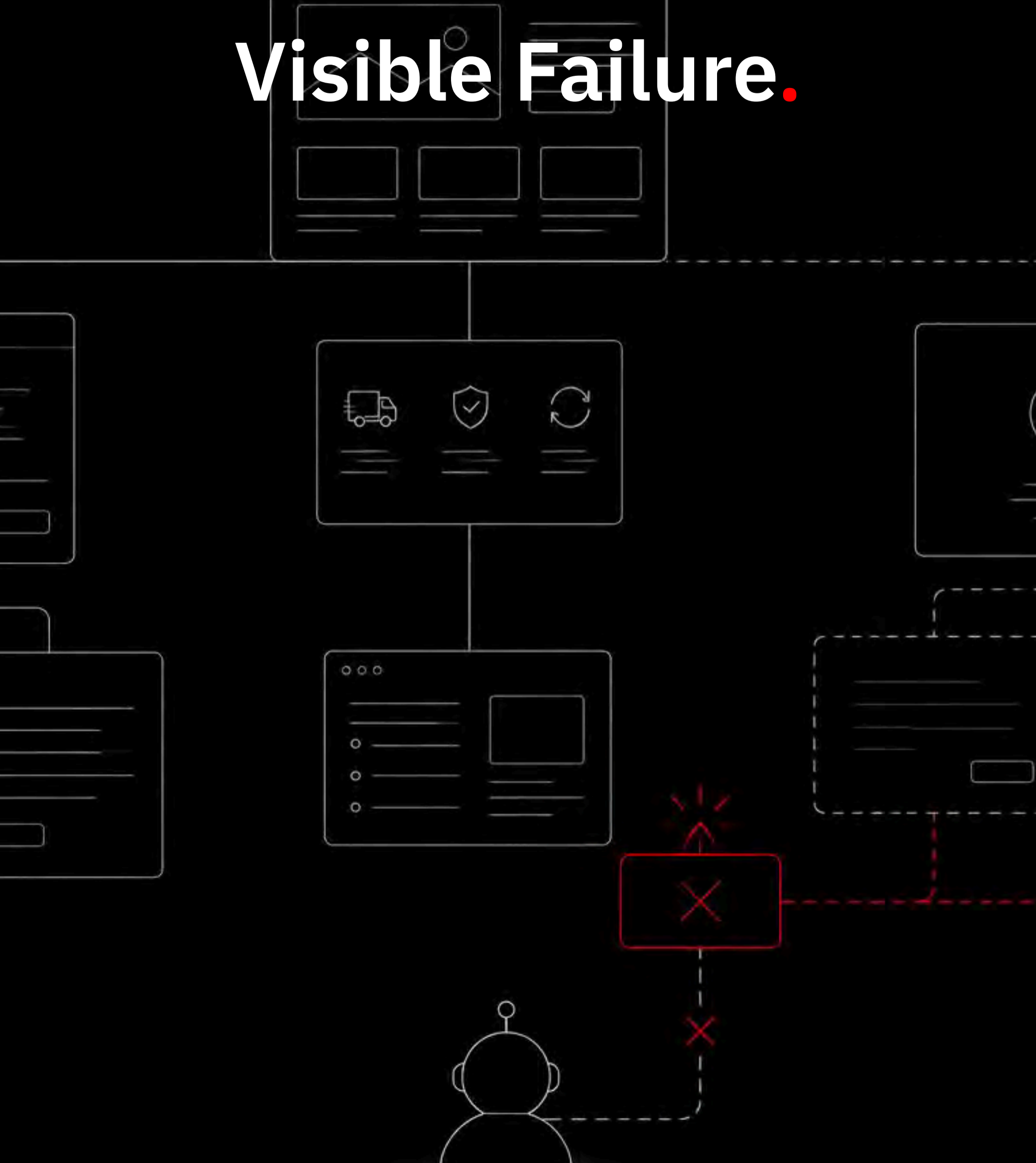
**Workarounds Hide Bad
Systems.**

AI Agents Are Less Forgiving.

They Need The Page To Make Sense Structurally.

- They parse what is available.
- They rely on labels.
- They need clear states.
- They need extractable information.
- They fail where humans improvise.

Bad Structure Becomes Visible Failure.



JavaScript Soup Has Consequences.

**Especially When Key
Information Only Appears After
The Page Performs Interpretive
Dance.**

- A page can look beautiful.
- It can run clever tests.
- It can load endless widgets.
- It can still be unreadable to agents.
- Pretty is not the same as parseable.

Rendered Polish Can Hide Missing Substance.

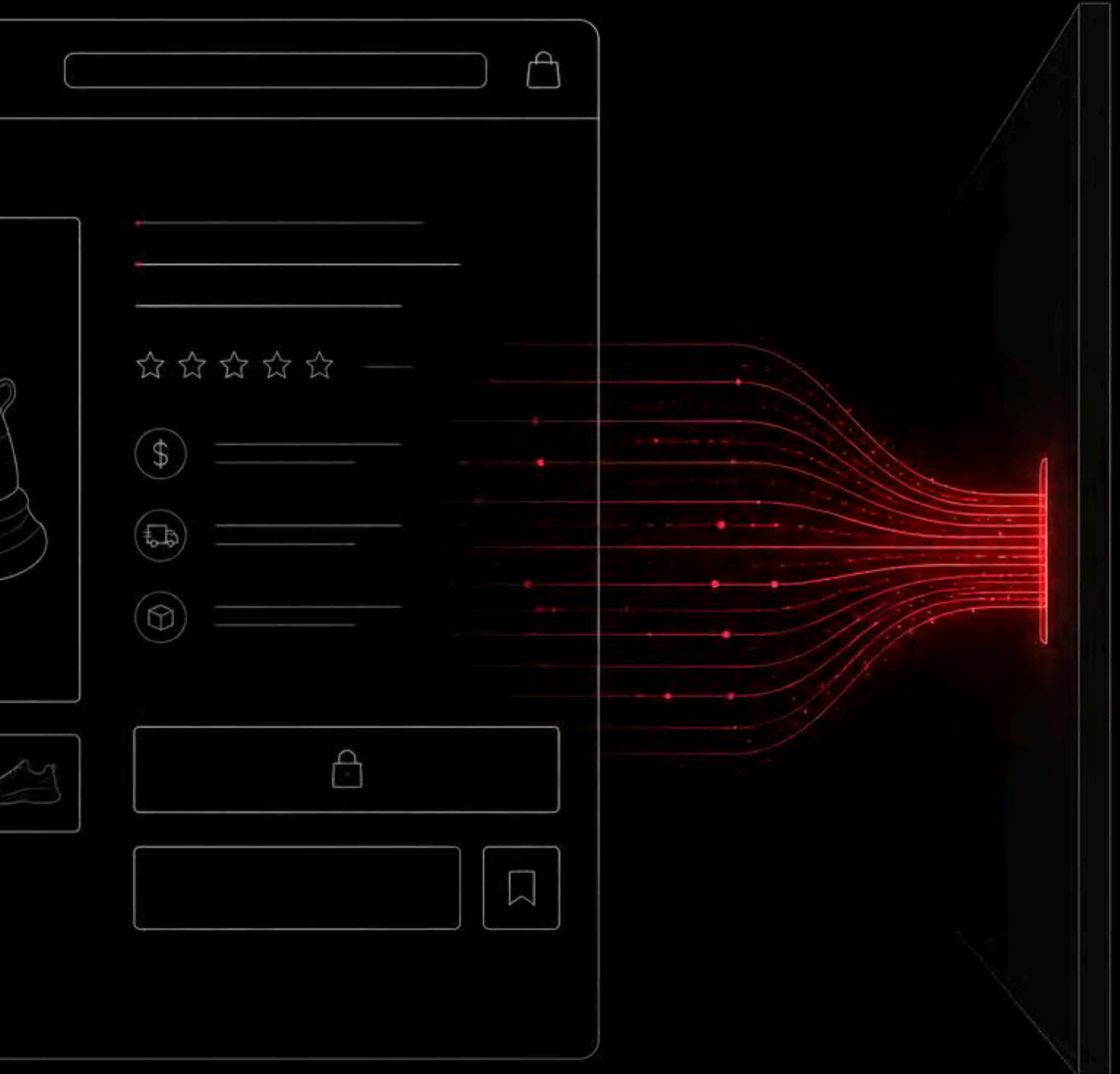


This Matters Because The Website Is Not Always The Destination.

**Sometimes It Is The Source
Material.**

- Search engines crawl.
- AI systems summarise.
- Agents compare.
- Assistants recommend.
- Browsers may act.

The Page Feeds The Layer.



The User May Never See The Page.



But The Page May Still Shape The Answer.

**Visibility Is No Longer
Just Visits.**

This Is Not “Design For Bots.”

There Is Still A Human Behind The Machine.

- The human has the need.
- The machine may do the looking.
- The system may filter the message.
- The outcome still belongs to a person.

The Human Is Still The Point.

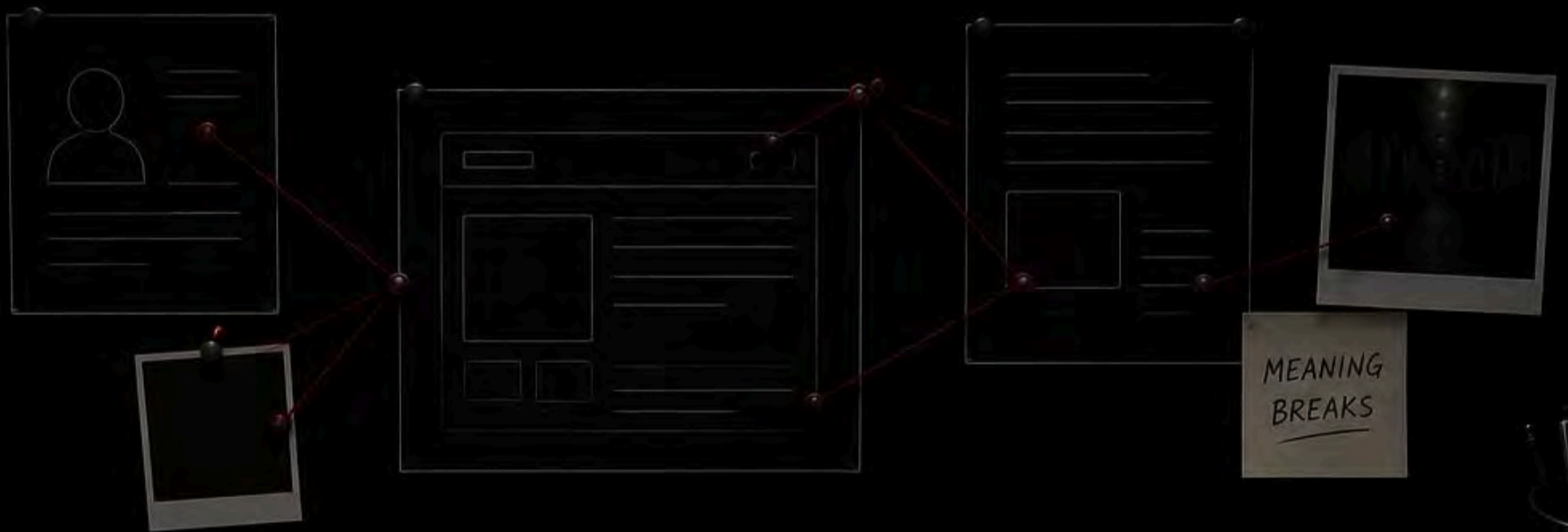


The Practical Work Is Not Mystical.


Slobodan Framed It Around Four Checks.

- Identity.
- Structure.
- Content.
- Interaction.


Start Where Meaning Breaks.



IDENTITY. 

STRUCTURE. 

CONTENT. 

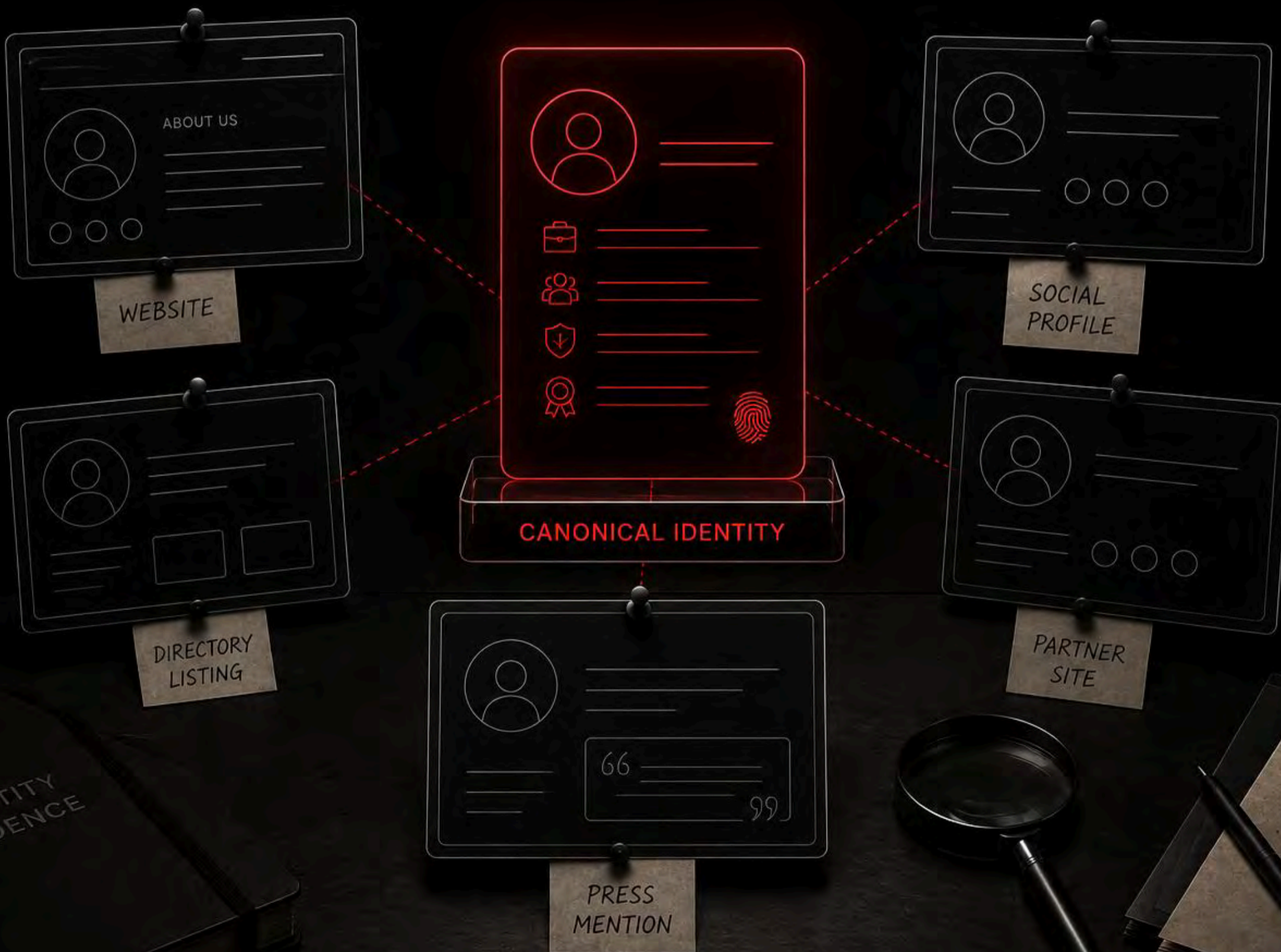
INTERACTION. 

Identity.

Can A Machine Tell Who You Are?

- What do you do?
- Who do you serve?
- Why should anyone trust you?
- Do your surfaces agree?
- Who owns that definition?

Inconsistency Invites Confusion.



Structure.

Can A Machine Extract The Right Information?

- Use semantic HTML.
- Check what appears without JavaScript.
- Add useful schema.
- Put key facts where they can be found.
- Stop hiding meaning behind decoration.

**Structure Is Not
Decoration.**



Content.

Can A Machine Rely On What You Say?

- Vague claims are weak.
- Specific claims carry weight.
- Proof beats posture.
- Authorship matters.
- Context matters.

**“We’re The Best” Is Not
Evidence.**

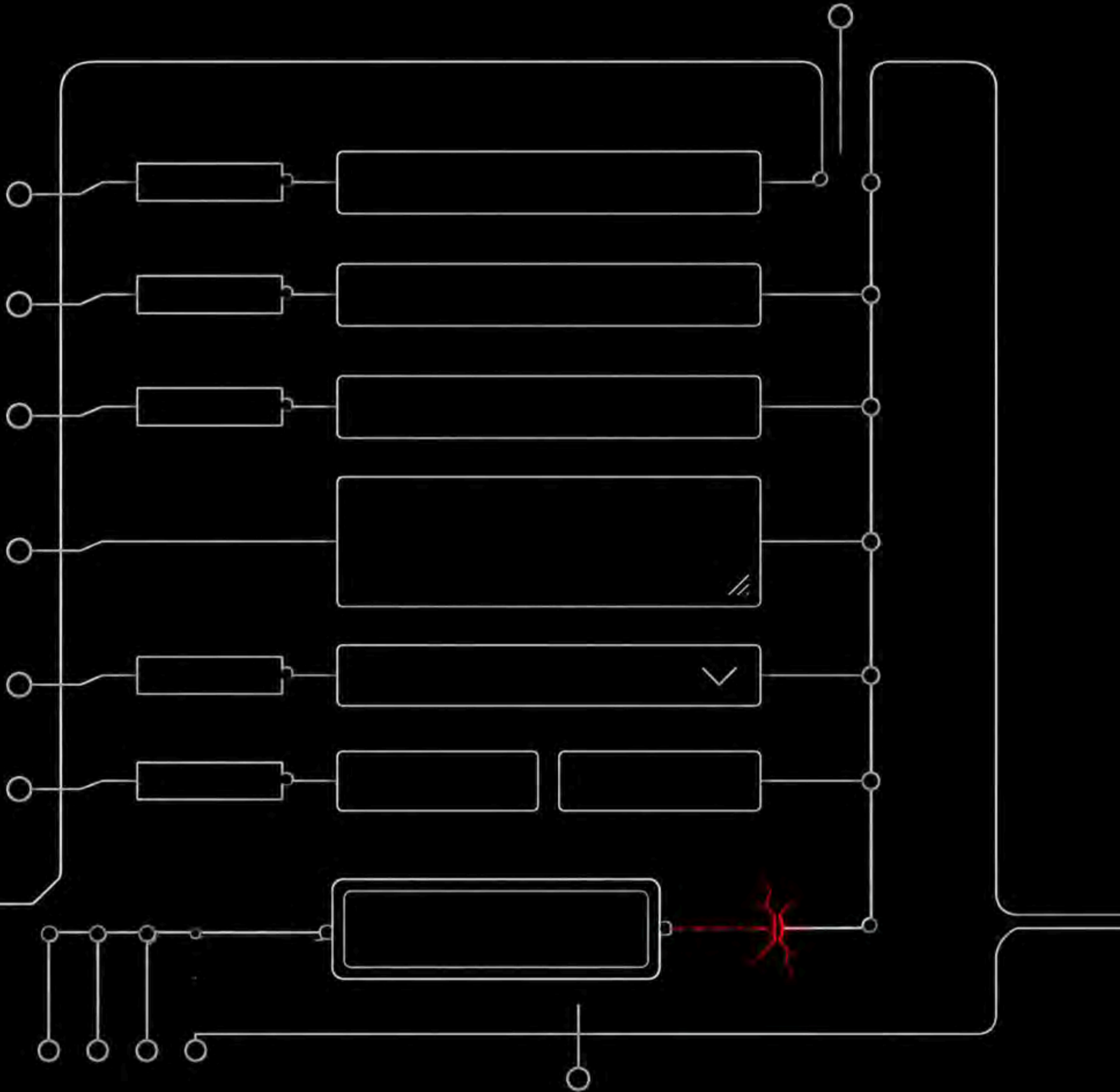


Interaction.

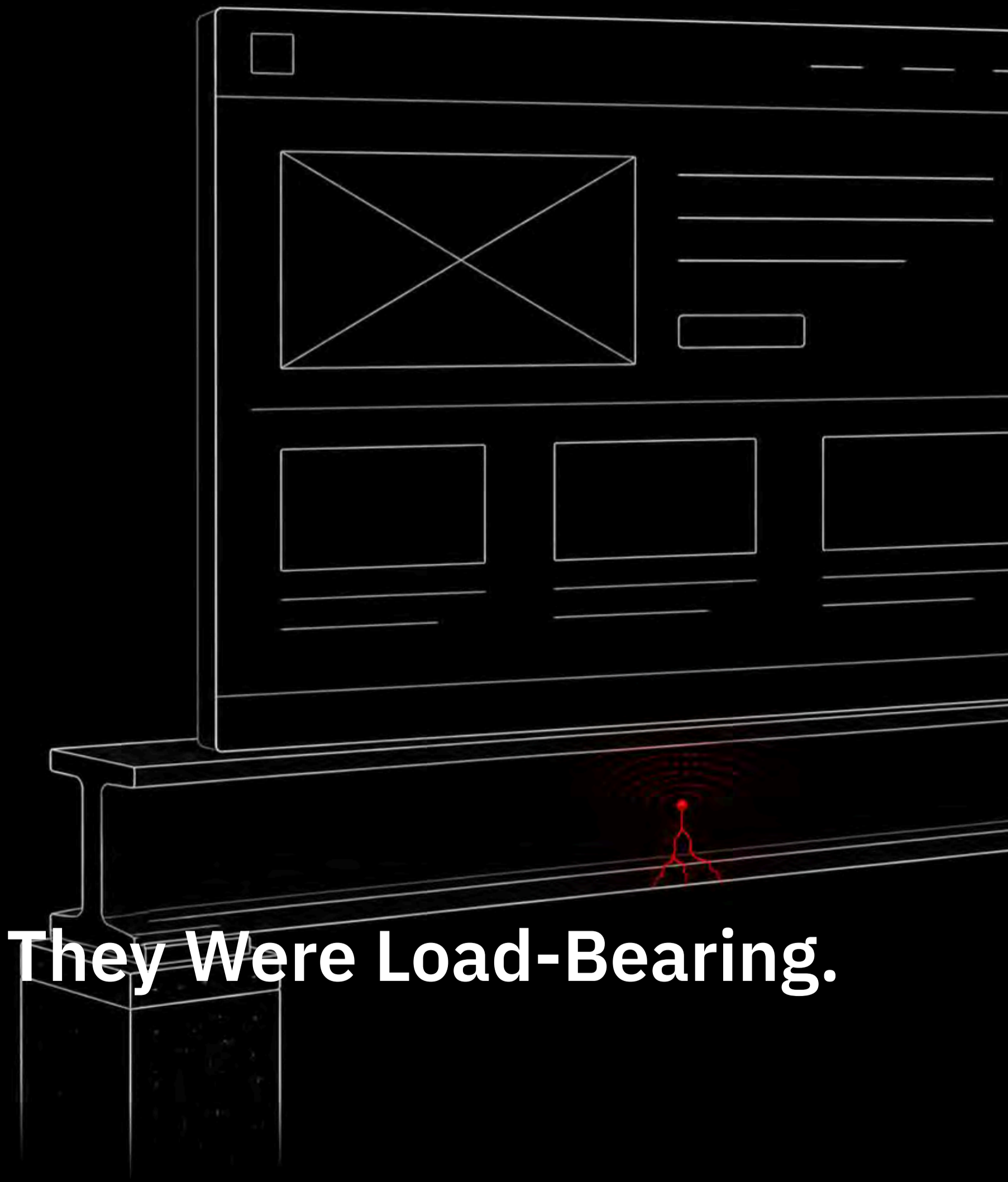
Can A Machine Actually Use The Thing?

- Buttons should be buttons.
- Labels should mean something.
- Errors should be understandable.
- Success states should be clear.
- Forms should not rely on vibes.

Interaction Needs Structure Too.



The Basics Were Never Basic.



They Were Load-Bearing.

**Boring Work Keeps
Systems Standing.**

And This Is The Annoying Part.

The Human Case Was Already Enough.

- Accessibility helped humans.
- Semantics helped assistive tech.
- Structure helped maintenance.
- Performance helped everyone.
- But now AI needs it, so suddenly it matters.

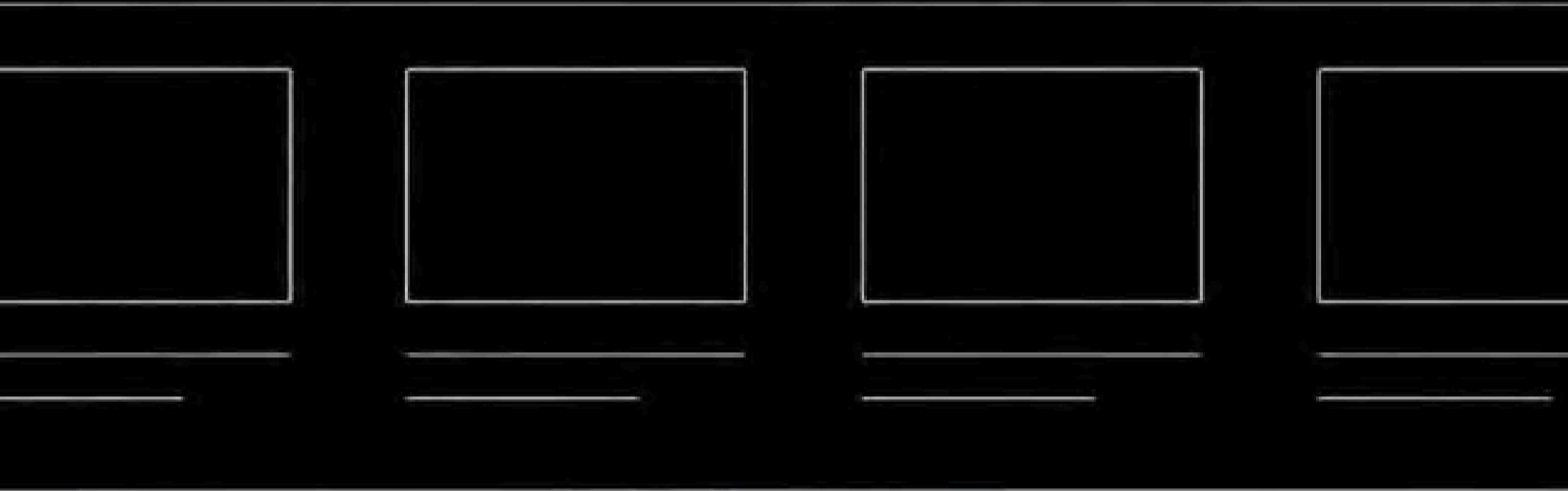
**Useful? Yes.
Infuriating? Also Yes.**



**AI Did Not Raise The
Standard.**

**It Exposed Who Was Already
Below It.**

Fix The Foundations.

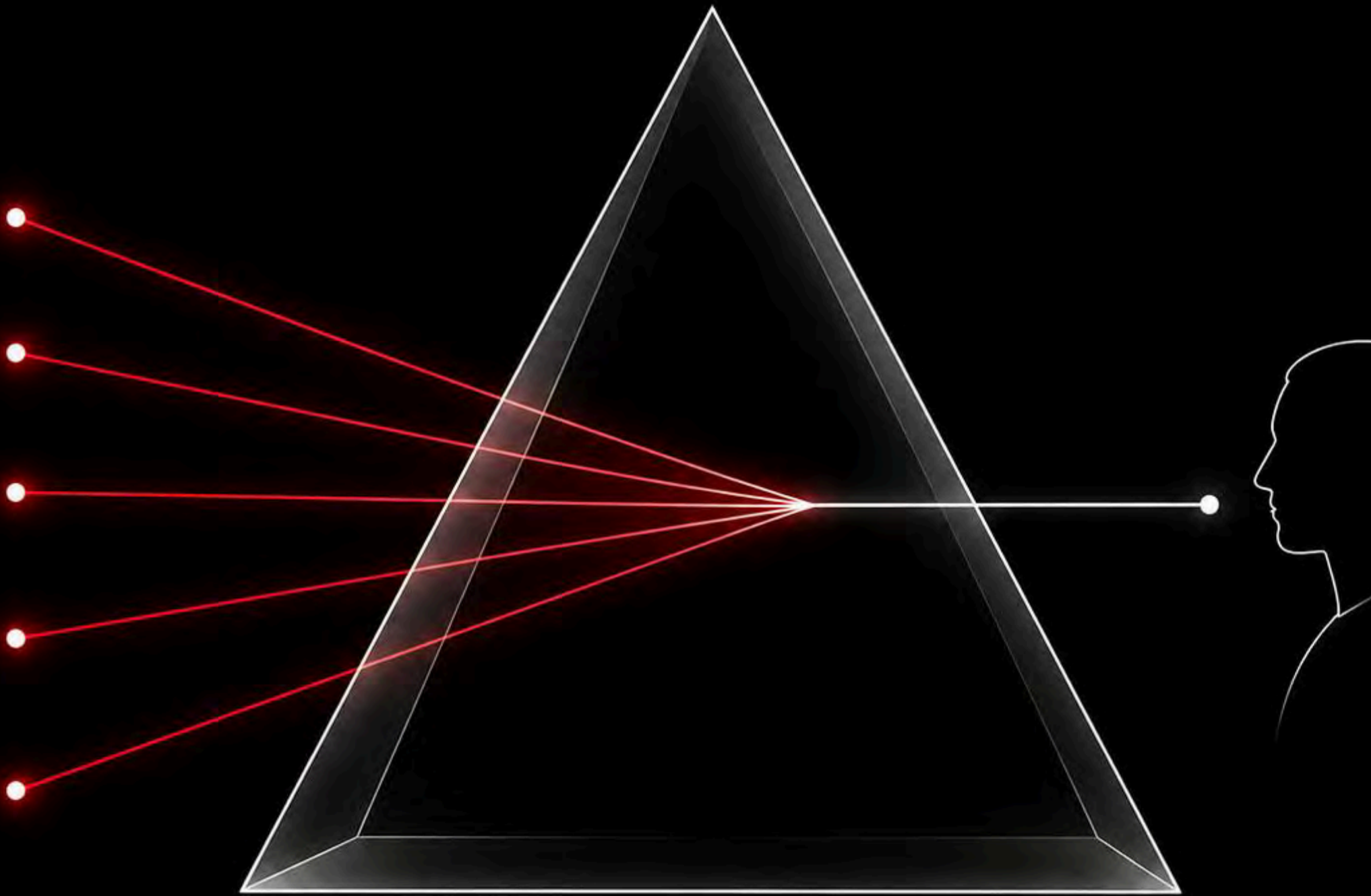


This Is Upstream Optimisation.

**Before People Convert,
Something Has To Make Sense.**

- To humans.
- To machines.
- Across surfaces.
- Under scrutiny.

Meaning Is Infrastructure.



Hi. I'm Abi.

I'm the founder of **WeAreCorpus**.

We help teams make better digital decisions through sharper UX, research and upstream optimisation: understanding the signals, assumptions and expectations that shape behaviour before people reach your website.

I also write up the best things I hear at conferences, so people who couldn't be in the room can still learn from them.

If this was useful, share it with someone who'd appreciate the notes.

Good ideas travel further when we pass them on.