Web Accessibility

DEFINED: This simply means that your website – and everything on it – can be used by anyone in a meaningful way.

QUANTIFIED: Web Consortium Accessibility Guidelines (WCAG) is a referenceable standard by the W3C with graded, testable success criteria.

- A – minimum (MUST)
- AA – recommended (SHOULD)
- AAA – best (MAY)

LEGISLATED:

- Rehabilitation Act, 1973, Section 508 – *applies to US Federal Gov't*
- Americans with Disabilities Act, 1990 (ADA) – *applies to everyone else*
- Canadian Human Rights Act, 1985
- Accessibility for Ontarians with Disabilities Act, 2005 (AODA)
- EU Web and Mobile Accessibility Directive, 2016

"WCAG 2.0 AA = Compliance" is the de facto global standard, but actual ability for the site to be used is the most important criteria, both legally and practically.

Stats

- 1 in 5 self-identify as having a disability (66M people in the U.S.)
- 1 in 4 families have at least 1 member with a disability
- $15B/year lost to inaccessible sites in UK
- 71% of users leave a site that doesn't meet their accessibility needs
- 80% would spend more time on an improved site
- 2,235 ADA lawsuits in 2019 over web/app accessibility

Disability ≠ Personal Health Condition

Disability = Mismatched Human Interactions

Image credit: microsoft.com/design/inclusive

Disability Can Take Infinite Forms

	Permanent	Temporary	Situational
Touch	One arm	Arm injury	New parent
See	Blind	Cataract	Distracted driver
Hear	Deaf	Ear infection	Bartender
Speak	Non-verbal	Laryngitis	Heavy accent

Image credit: microsoft.com/design/inclusive

3 Senses

- Sight
- Touch
- Hearing

3 Devices

- Eyes
- Keyboard
- Screen Reader / Search Engine

3* Areas of Responsibility

- Visual Design
- Front end Dev
- Back end Dev
- *Everyone

Basic Accessibility Evaluation

1. Is there a skip link? (and does it work)
2. Can I navigate easily by keyboard?
3. Are there (apparent) focus styles?
4. Can I operate search with just the keyboard?
5. Can I complete forms with just keyboard?
6. Are links distinguishable by more than color? (ignore navigation regions)
7. Are "read more" links properly labeled, or properly hidden?
8. Do social icons have labels?
9. Are icons are properly labeled, or properly not?
10. Do the images have appropriate alt text? (descriptive for content, blank for decorative)
11. Are there images with text? If so, is there an alternative form of the content?
12. Are there any contrast issues?

To navigate without your mouse, just start hitting tab

`tab`

Roles and Responsibilities

Visual Design Team

Contrast = Differentiation
- Have a plan
- Don't rely only on color
- Shapes and patterns help

Front End Team

Keyboard Accessibility
- Skip links
- Focus state
- Navigation
- Forms

Back End Team

Labelling
- Intelligent defaults with ability to override

EVERYONE!

- **Be Aware**
- **Advocate**
- **Use appropriate alt text** (which may mean no text)