



GAAD 2022 - Accessibility Fundamentals & Guidelines





Accessibility Fundamentals

Learning about how people with disabilities navigate the web and the importance of inclusive design



Over 1.3 billion people!

People with disabilities worldwide constitute an emerging market similar in size to the population of China (2019).



26% of Americans have disabilities

In 2019, 61 million (one in 4) adults in the United States identified having some type of disability (Mobility, Cognitive, Hearing or Vision).



Accessibility Fundamentals

Did you know? (invisible disabilities)

Disabilities come in many shapes and forms, but not all of them are noticeable! 74% of people who have disabilities are dealing with conditions you wouldn't be aware of, unless they told you.

Here's a hint for you - most of them won't, unless they must!

74%
of which
are invisible

Getting us started

Inclusion and accessibility



In your breakout group share your take on the following two questions.

- How does being excluded make you feel?
- What the first word that comes to mind when you hear the word Accessibility?

Digital Accessibility

When all people regardless of disability can obtain the same information and perform the same functions independently



Meet Eric

“ I need full keyboard and voice support, as features that only work with the mouse aren't usable for me.



Eric
(mobility)



Grace
(cognition)



Kiko
(hearing)



Robert
(vision)

Meet Grace

“ I need pages with not a lot of extra distraction. I also enjoy pages that are easy to read and support my assistive technology.



Eric
(mobility)



Grace
(cognition)



Kiko
(hearing)



Robert
(vision)

Accessibility Fundamentals

Meet Kiko

“ I need support with multimedia files online, such as captions for videos and text transcripts for podcast files.



Eric
(mobility)



Grace
(cognition)



Kiko
(hearing)



Robert
(vision)

Accessibility Fundamentals

Meet Robert

“ I need full support for assistive technologies, so the information can be reliably conveyed back to me.



Eric
(mobility)



Grace
(cognition)



Kiko
(hearing)



Robert
(vision)

Having an Accessible Digital Presence

Types of Disabilities

	Permanent	Temporary	Situational
Visual	Blindness	Migraine Headache	Screen Glare
Auditory	Deafness	Ear Infection	Noisy room
Motor	Arthritis	Broken Arm	Carrying a large box
Speech	Apraxia	Laryngitis	Heavy accent
Cognitive	Autism	Memory Loss	Distracted Driver

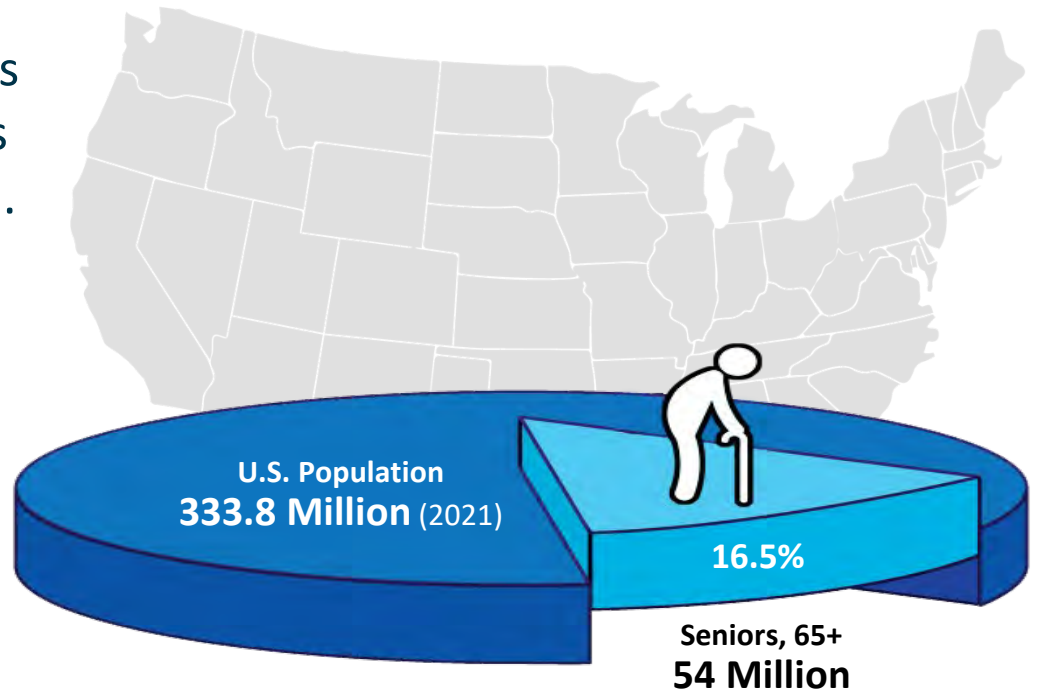
Food for Thought...

People with disabilities are, by far, one of the largest minority groups on the Web. It's also the only minority group any one of us can join, at any given time.

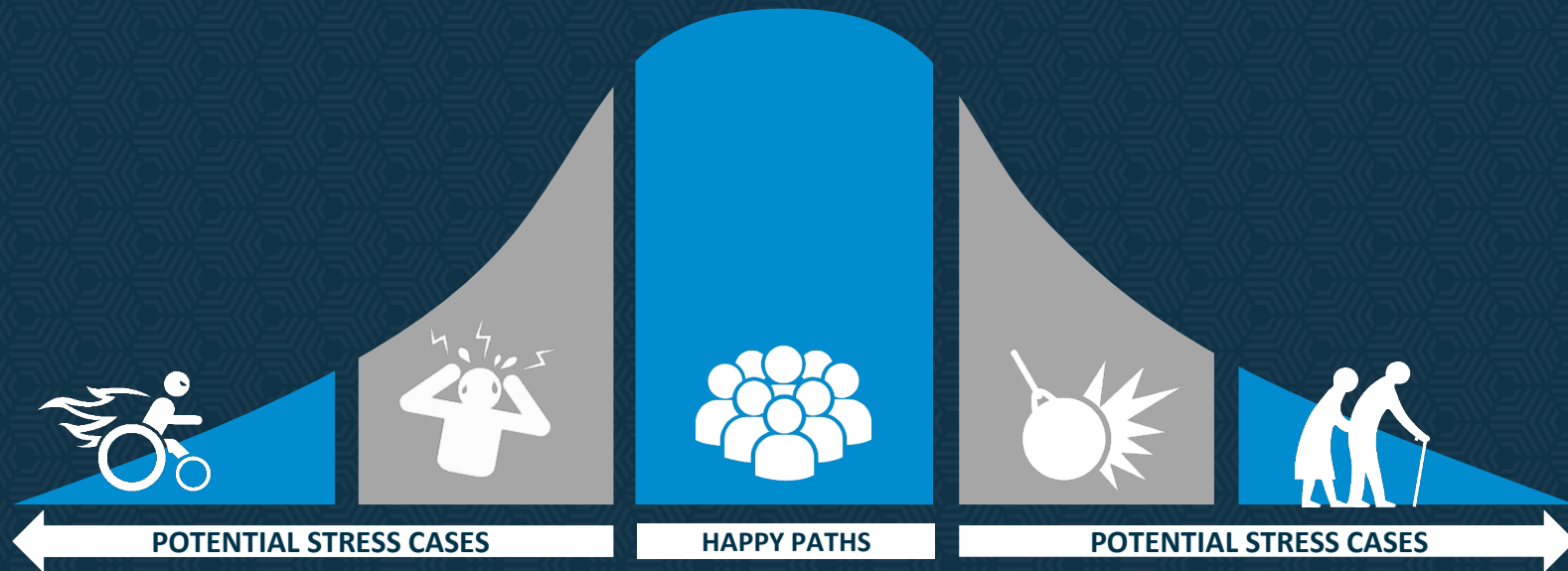
Accessibility considerations

54M Americans are seniors (2021)

- According to the U.S. Census Bureau, 16.5% of Americans were aged 65+ back in 2021.
- This number is expected to reach 85.7M, or 20% of the population, by 2050.



Designing for the extremes



People with disabilities

People with severe anxiety

Average users

People impacted by technology

People getting older

A word to the wise

“ We spend an awful lot of time building the bridge, but not nearly enough time thinking about the people who are going to cross it.



Dr. Prabhjot Singh
Director of Systems Design,
The Earth Institute

A word to the wise

“ We spend an awful lot of time building the ~~bridge~~, Website but not nearly enough time thinking about the people who are going to ~~cross~~ it.
USE



Dr. Prabhjot Singh
Director of Systems Design,
The Earth Institute



Web Content Accessibility Guidelines (WCAG)

A set of suggested standards created by W3C (World Wide Web Consortium) to that guide inclusive design and development practices. By following these standards, you will create better sites and applications that are accessible by persons of different abilities. In addition to, there help you maintain compliance with laws designed to prevent discrimination.

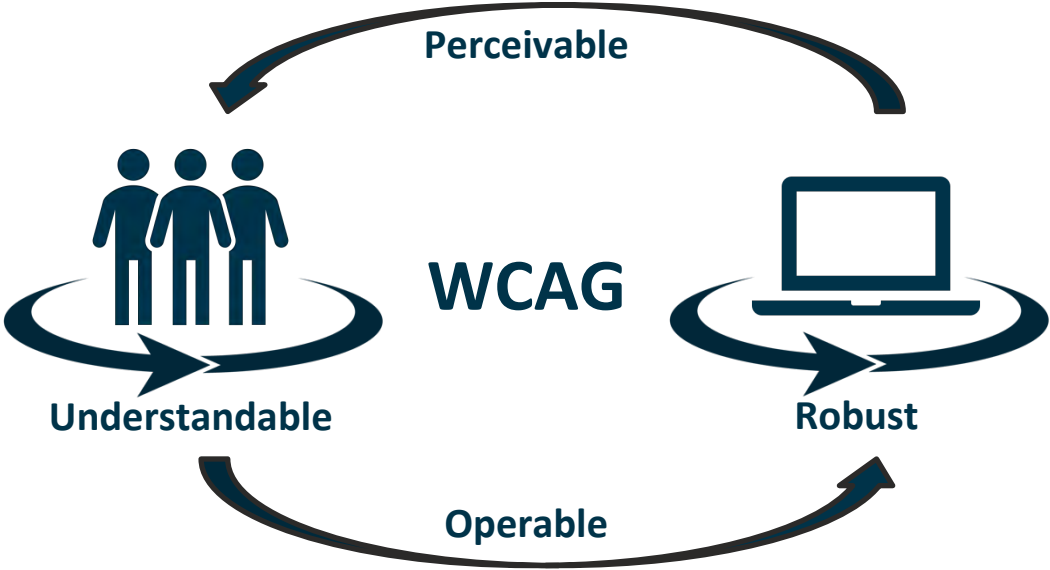
Example of Topics included in WCAG

- Images
- Time
- Structure and Data Tables
- Colors
- Keyboard Navigation
- Shortcut Keys
- Seizures
- Video and Audio
- Navigation
- Readable
- Predictable
- Input Assistance
- Required Fields
- Unique IDs
- Name, Role, Value
- Custom Controls

Is there anything wrong with this picture?



POUR principles



Perceivable 

Operable 

Understandable 

Robust 

Web Content Accessibility Guidelines (WCAG)

Level A – 30 success criteria (total)

WCAG 2.0 (25)

WCAG 2.1 (+5)

Level AA – 20 success criteria (total)

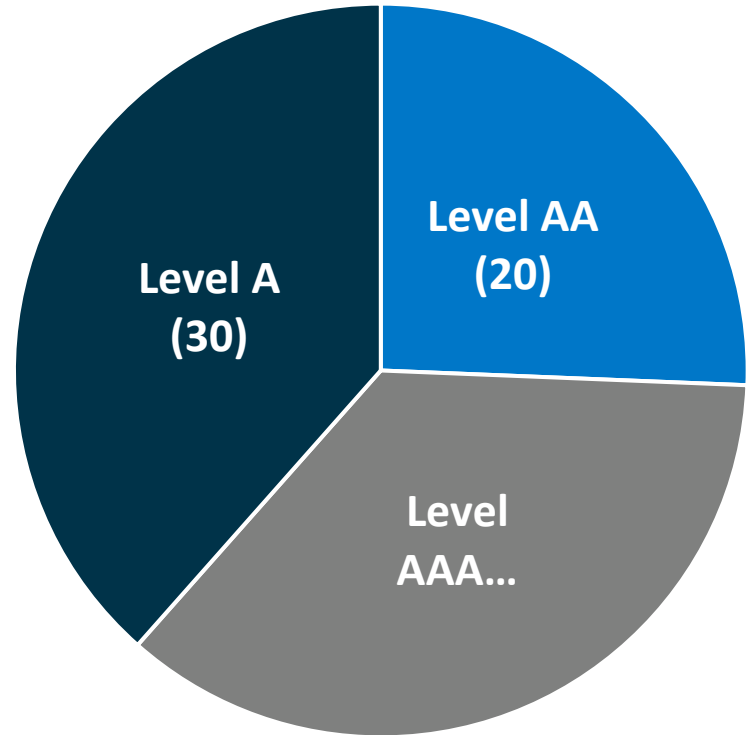
WCAG 2.0 (13)

WCAG 2.1 (+7)

Level AAA – 28 success criteria (total)

WCAG 2.0 (23)

WCAG 2.1 (+5)



Web Content Accessibility Guideline

Designing for diversity

The image displays five infographics, each with a 'Do...' and 'Don't...' column, providing specific guidelines for different user groups:

- Designing for users with low vision:** Do... use good colour contrast and a readable font size; publish all information on web pages; use a combination of colour, shape and text; follow a linear, logical layout. Don't... use small text; use a combination of colour, shape and text; use a combination of colour, shape and text; use a combination of colour, shape and text.
- Designing for users with physical or motor disabilities:** Do... use simple, clear and simple; use simple, clear and simple; use simple, clear and simple. Don't... demand precision; bunch interactions together; make dynamic content that requires a lot of mouse movement; have short time out windows; use users with lots of typing and scrolling.
- Designing for users with dyslexia:** Do... use images and diagrams to support text; align text to the left and keep a consistent layout; consider producing materials in other formats (for example, audio or video); keep content short, clear and simple; let users change the contrast between background and text. Don't... use images and diagrams to support text; align text to the left and keep a consistent layout; consider producing materials in other formats (for example, audio or video); keep content short, clear and simple; let users change the contrast between background and text.
- Designing for users of the autistic spectrum:** Do... use bright, contrasting colours; use figures of speech and idioms; create a wall of text; make buttons large and unpredictable; build complex and confused layouts. Don't... use bright, contrasting colours; use figures of speech and idioms; create a wall of text; make buttons large and unpredictable; build complex and confused layouts.
- Designing for users who are Deaf or hard of hearing:** Do... write in plain English; use subtitles or provide transcripts for videos; use a linear, logical layout; break up content with sub-headings, images and videos; let users ask for an interpreter where bookings appointments. Don't... use complicated words or figures of speech; put content in audio or video-only; make complex layouts and menus; make users read long blocks of content; don't make telephone the only means of contact for users.

For more information, contact: access@digital.horsherefford.gov.uk

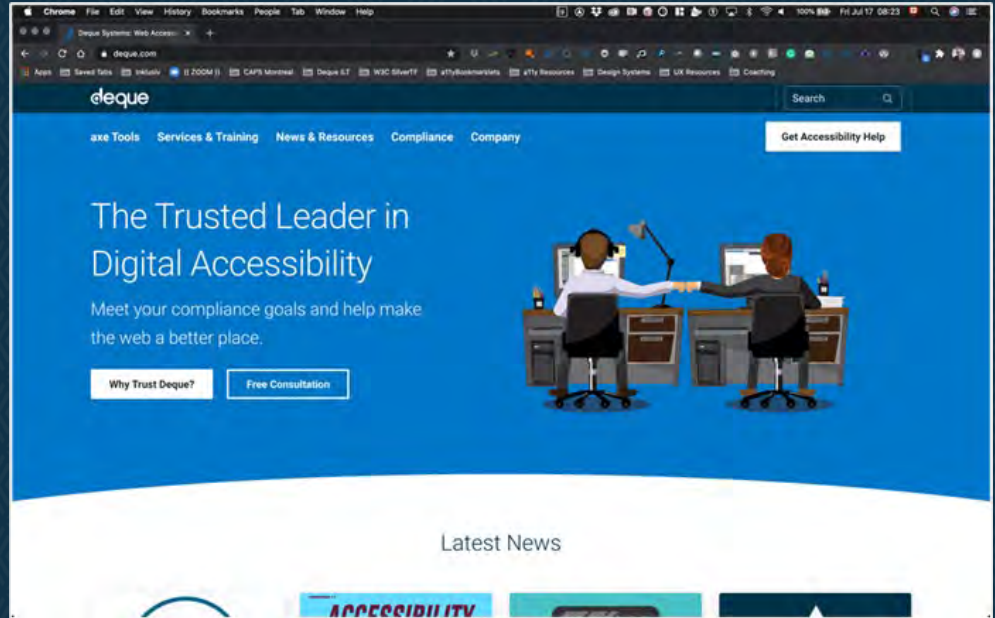
Resource

<https://accessibility.blog.gov.uk/2016/09/02/dos-and-donts-on-designing-for-accessibility/>

Designing for accessibility

Choose one of the disabilities covered. Looking at your site, how are we doing when it comes to designing for people with that particular disability?

- What are some of the things that are done well?
- What are some of the things that could be improved?





Accessibility Laws

The Web Content Accessibility Guidelines (WCAG) provide the basis in which many countries measure how well accessibility is handled.

Relevant accessibility laws

Australia



Canada



China



Denmark



European Union



Finland



France



Germany



Hong Kong



India



Ireland



Israel



Italy



Japan



Netherlands



Norway



New Zealand



Republic of Korea



Sweden



Switzerland



Taiwan



United Kingdom



United States





Any questions?

Now's your chance!



Comments? Feedback?

Please fill out the survey before leaving today!

<https://bit.ly/iltdequefeedback>



Thank you!

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Break! We'll be back in 10 minutes.

(Any questions? Type it in chat while we wait.)