



Your Local-Global Partner for a Digital World

**Web Accessibility Today: Minimizing Risk by Design** | September 2021

# Agenda

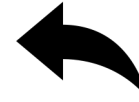
- Set the tone
- The current climate for web accessibility
- Myths about inclusive design
- What is WCAG?
- What is Section 508?
- Standing up Accessibility Testing – High-level themes
  - Process
  - Tools
  - People
- Conclusions & take-aways
- Q&A



## Change Your View to be More Inclusive



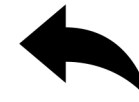
<https://www.youtube.com/watch?v=IPYeClTXpxw>



**(Click here to watch the video)**

Imagine if you were deaf? How much of what is happening in this video would you be able to make out? Imagine if you were blind, how much of the message would be lost based on not being able to see what is being written on the flip pad?

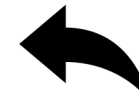
<https://www.youtube.com/watch?v=Wb8KpHqU5tg>



**(Click here to watch the video)**

How is this video better?

<https://www.youtube.com/watch?v=URcv5nJJEyo>



**(Click here to watch the video)**

And this video?

## The Current Web Accessibility Climate



In 2018, Accessibility related lawsuits against websites went up 181% to 2,258! That number continues to go up every year ([www.ciodive.com](http://www.ciodive.com), October 2019)

In addition, a landmark case in October of 2019 where the Supreme Court ruled in favor of a blind man in his lawsuit against pizza giant Domino's (Robles vs. Domino's) set a major legal precedent for Accessibility lawsuits to come

Thanks to Covid 19, we're also seeing a seismic change in how organizations are setting their businesses up for success in the "new normal" where digitally connecting with their customers is the absolutely priority.



# The Fundamentals of Web Accessibility

WCAG & Section 508



# Dispelling Myths About Inclusive Design



**Myth 1:** Disabled users make up a small minority of overall users.

**A.** False: the World Health Organization estimates that between 1B – 1.2B people are disabled globally and need inclusive design.

**Myth 2:** Organizations know how to develop inclusive design for disabled users.

**A.** False: only 4% of global brands design their digital presence with disabled users in mind.

**Myth 3:** The disabled community does not have as much spending power.

**A.** False: depending on which study you believe; the total spending power of disabled users is between \$2T - \$7T. What's more, disabled users are 70% loyal to brands with inclusive websites.

# What is WCAG?



## **WCAG – Web Content Accessibility Guidelines**

**1999** – Web Content Accessibility Guideline (WCAG 1.0) is released

**2008** – WCAG 2.0 is released and becomes an international standard for accessibility along with HTML, CSS, and other programming languages – **3 Level of Compliance A, AA, & AAA**

**2018** – WCAG 2.1 is released as an extension of WCAG 2.0 and includes additional success criteria that addresses needs for users with mobile devices, cognitive disabilities, and low vision

**WCAG** is broken down into 4 main principles:

**P**erceivable

**O**perable

**U**nderstandable

**R**obust

# What is WCAG: Perceivable



## Perceivable – Can everyone perceive it?

- Provide text alternatives for non-text content
- Provide captions and other alternatives for multimedia
- Create content that can be interpreted by assistive technologies without losing meaning
- Make it easier for users to see and hear content

## Success Criteria:

- 9 Level A
- 5 Level AA
- 8 Level AAA

## Example:

**1.2.1: Audio-only & Video-only Prerecorded – Level A:** Either an alternative for time-based media or an audio track is provided that presents equivalent information for prerecorded video-only content



# What is WCAG: Operable



## Operable – Can everyone operate it?

- Make all functionality available from a keyboard
- Give users enough time to read and use content
- Do not use content that causes seizures
- Help users navigate and find content

## Success Criteria:

- 9 Level A
- 3 Level AA
- 8 Level AAA

## Example:

**2.3.1: Three flashes or below threshold – Level A:** Web pages do not contain anything that flashes more than three times in any one second period...

# What is WCAG: Understandable



## Understandable – Can everyone understand it?

- Make text readable and understandable
- Make content appear and function in predictable ways
- Help users avoid and correct mistakes

### Success Criteria:

- 5 Level A
- 5 Level AA
- 7 Level AAA

### Example:

**3.2.3: Consistent Navigation – Level AA:** Navigational mechanisms that are repeated on multiple Web pages within a set of Web pages occur in the same relative order each time they are repeated, unless a change is initiated by the user.

# What is WCAG: Robust



## Robust – Can all devices use it?

- Maximize compatibility with current and future user tools

## Success Criteria:

- 2 Level A

## Example:

**4.1.1: Parsing – Level A:** In content implemented using markup languages, elements have complete start and end tags, elements are nested according to their specifications, elements do not contain duplicate attributes, and any IDs are unique, except where the specifications allow these features.

## What is Section 508?



**1973 Rehabilitation Act:** The Rehabilitation Act prohibited “discrimination on the basis of disability in programs conducted by federal agencies, in programs receiving federal financial assistance, in federal employment and in the employment practices of federal contractors.”

**1986 Section 508:** Specifically added requirements for federal government websites to be safe and accessible for people with disabilities. This law covers a range of issues related to assisting people with different kinds of disabilities

**1990 ADA:** The ADA is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private places that are open to the general public. The purpose of the law is to make sure that people with disabilities have the same rights and opportunities as everyone else.

## What is Section 508?



### 2017 Section 508: Incorporates WCAG 2.0

**Myth:** Since WCAG 2.0 is now part of Section 508, if I was compliant to Section 508 before, I will be compliant to WCAG 2.0 also.

**A.** False. While Section 508 and WCAG 2.0 share common elements, WCAG 2.0 has a much larger set of requirements than Section 508. Of WCAG 2.0's 38 guidelines, only 22 of them are covered by equivalent Section 508 guidelines. Additionally, Section 508 guidelines do not match WCAG's success criteria one for one. What's more, Section 508 does **not** include comparable guidelines for WCAG 2.1 guidelines.



# Building Your Web Accessibility Program

## Getting Started



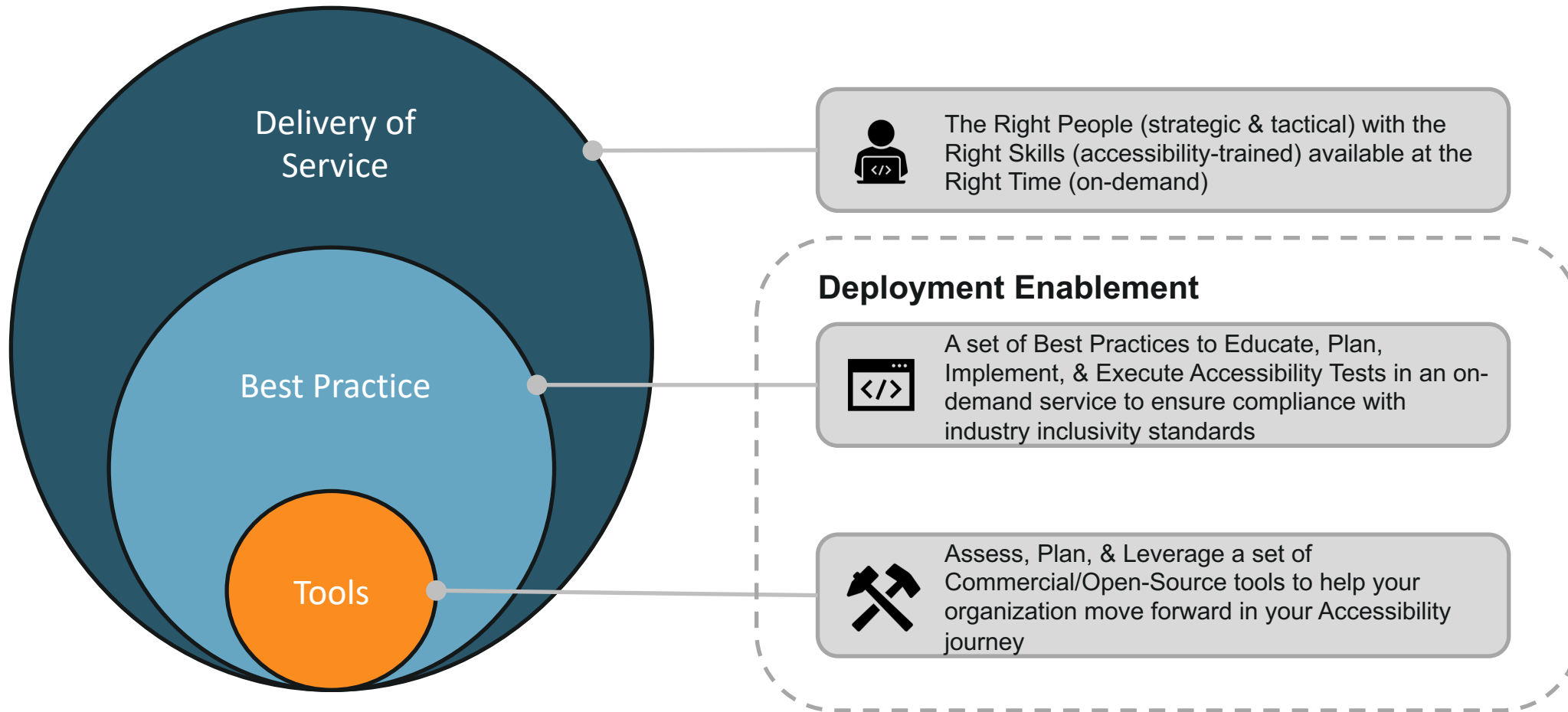
# Understand It's a Journey

Courtesy of Site Improve

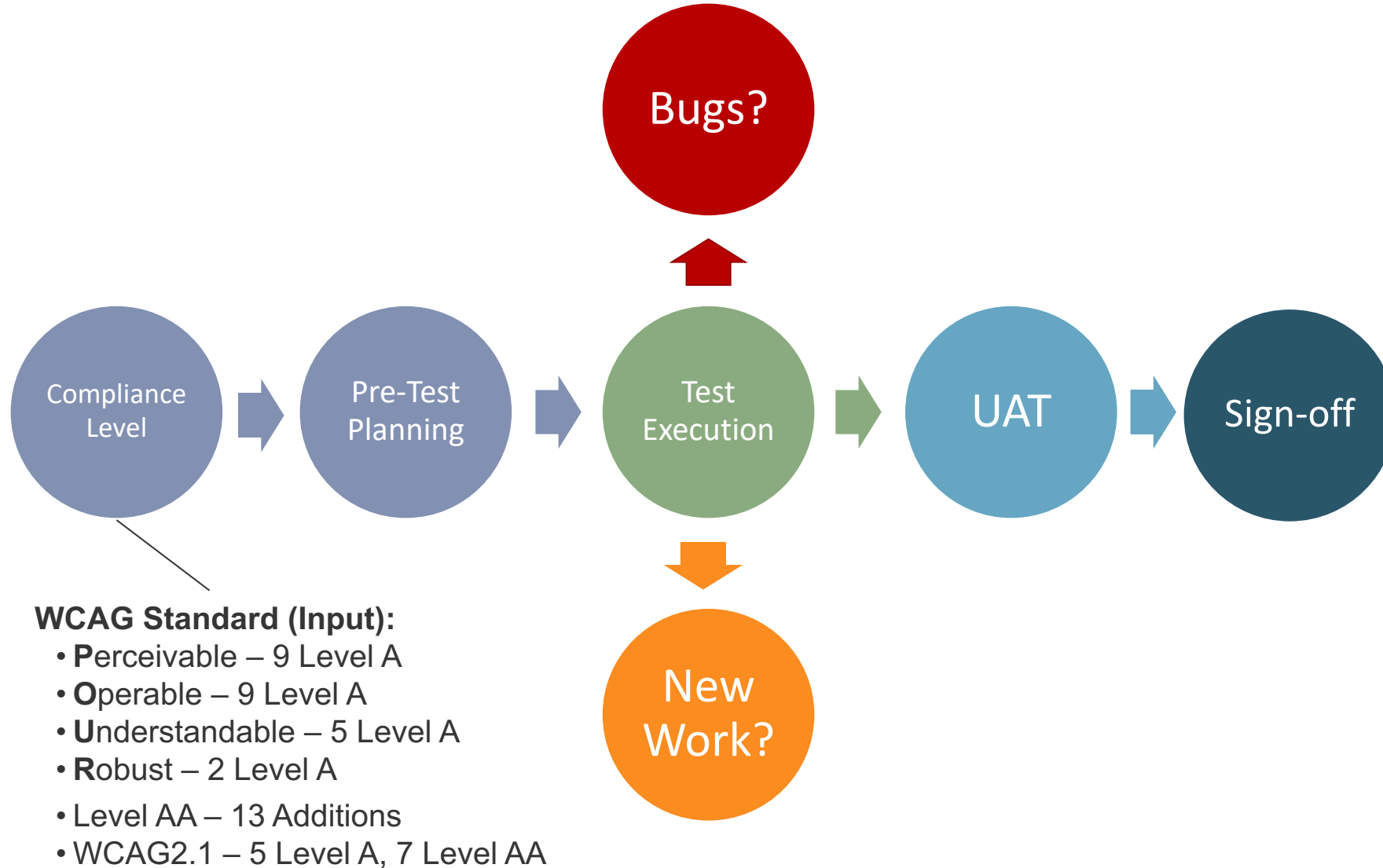
## Accessibility Roadmap



# Treat Accessibility Like a Specialty



# Understand Your Risk Profile



# Put Yourself in Their Shoes



**Rule #1:** Automation is not enough

<https://www.w3.org/WAI/test-evaluate/tools/selecting/>

<https://www.w3.org/WAI/ER/tools/>

**Rule #2:** Use assistive technology like a disabled user would

**Rule #3:** Show empathy



# People & Training Are Important



## A Strong Quality Mindset is important

### Technical proficiency is a plus

- Web browser tools + HTML/XML experience
- JAWS/Chrome
- NVDA/Firefox/IE
- VoiceOver for OS X, iOS, and Safari
- Talkback for Android

### Have the right hardware

- 1 Mac Desktop/Laptop
- 1 PC Laptop
- Apple iPhone Devices
- Android Devices

## Accessibility Training:

- Accessibility Fundamentals for the Web
- Accessibility Testing for the Web
- Accessibility with WCAG2.1
- Accessibility for PDFs
- Accessibility for Documents
- Accessibility for Multimedia
- WCAG 2.0
- WAI-ARIA

# DO NOT RUSH

# Conclusions

What to Remember



## Things to Remember



1. Ignore web accessibility at your own risk!
2. If you're in it to "test" accessibility, you're going to lose
3. If you're going to make a difference and be compliant, educate yourself
4. Achieving compliance is a journey--not an overnight task!
5. Don't expect it to be easy; you'll be sorely disappointed

**\*Beware the “easy” solution that promises you everything for a tiny price. In the accessibility world, you get what you pay for!**

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# Questions?





[illegible]

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