



Making a Strong Case for Accessibility

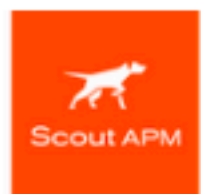
Todd Libby

@toddlabby

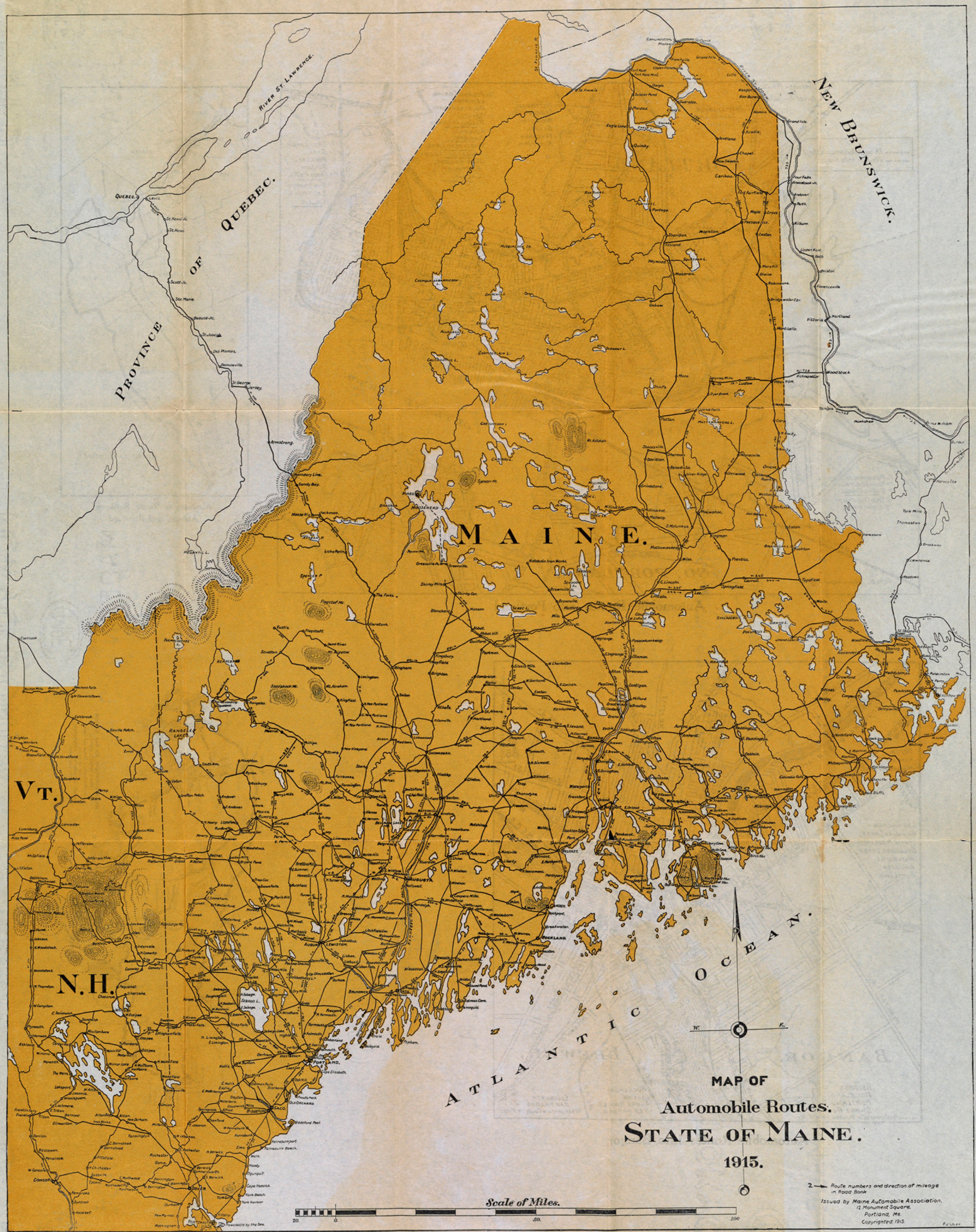


BEER
CITY
CODE

Thank you!



Thank you!



Maine





Arizona





Portland, Maine 🦞 → Phoenix, Arizona 😓

Accessibility Team Lead @ WebstaurantStore

Accessibility Engineer @ Centre for Inclusive Design

W3C Invited Expert - Accessibility & WCAG3

23 years of developer, design, & accessibility experience

Host of the Front End Nerdery Podcast



Making Your Case at Your Organization



Using Data to Advocate

WebAIM Million Report

- **One million homepages**

<https://webaim.org/projects/million/>

WebAIM Million Report



- **One million homepages**
- **50.8+ million accessibility errors**

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WebAIM Million Report

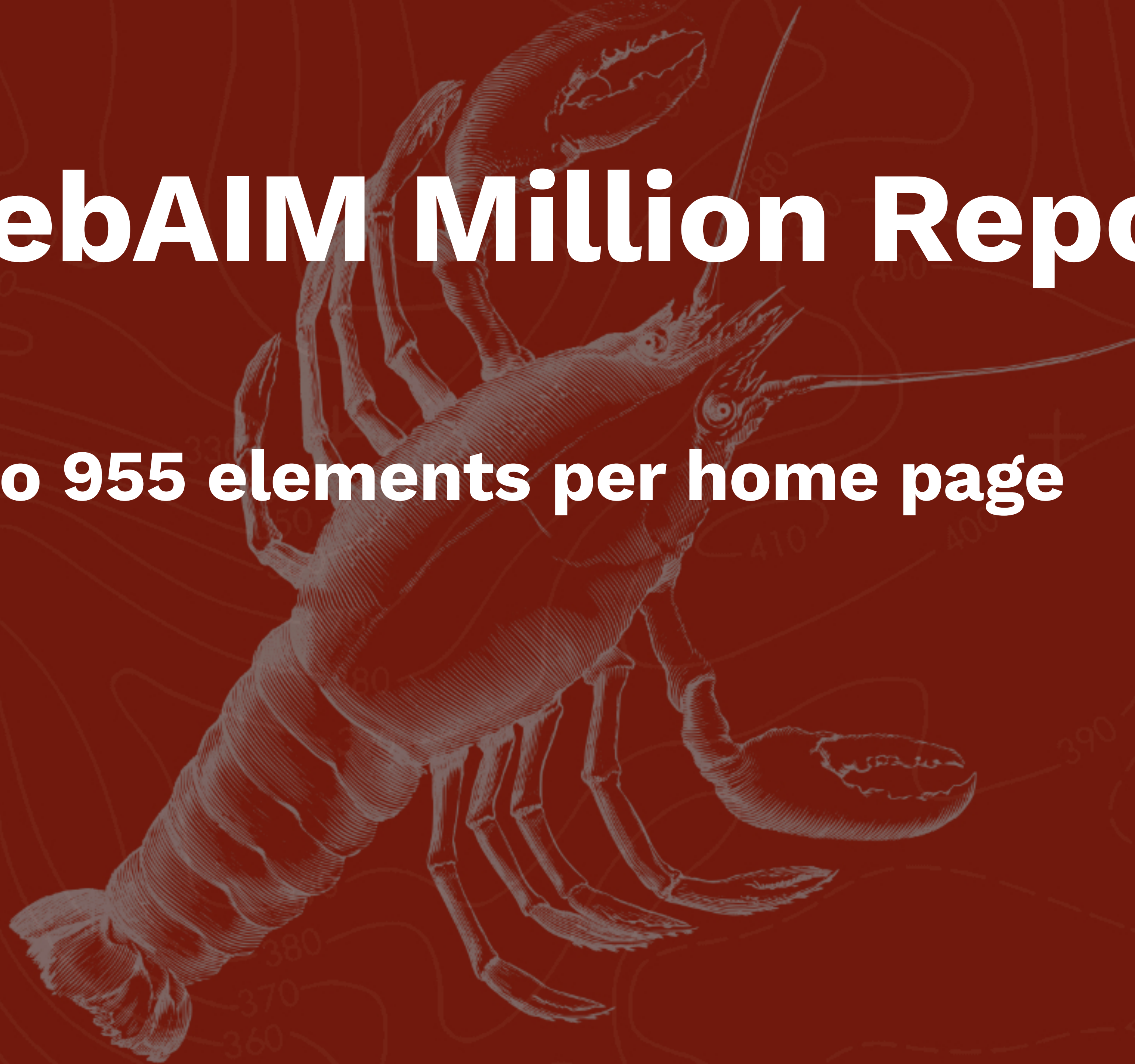


- **One million homepages**
- **50.8+ million accessibility errors**
- **Decreased 1.1% since February 2021**

<https://webaim.org/projects/million/>

WebAIM Million Report

- **887 to 955 elements per home page**



WebAIM Million Report

- **887 to 955 elements per home page**
- **Increased 7.7% since February 2021**

WebAIM Million Report

- **887 to 955 elements per home page**
- **Increased 7.7% since February 2021**
- **5.3% of all home page errors had a detected accessibility error**



96.8% had WCAAG 2 failures



What are the failures?

Low Contrast of Text





Report

We take all reports seriously. Making false or repeated reports may result in your account being suspended.

Abuse & Spam



Something isn't working



General feedback





1.1:1 color contrast ratio

(Contrast ranges from 1:1 to 21:1)



SC 1.4.3 Contrast (Minimum)(Level AA)

“The visual presentation of text and images of text has a contrast ratio of at least 4.5 to 1”

<https://www.w3.org/WAI/WCAG21/Understanding/contrast-minimum.html>



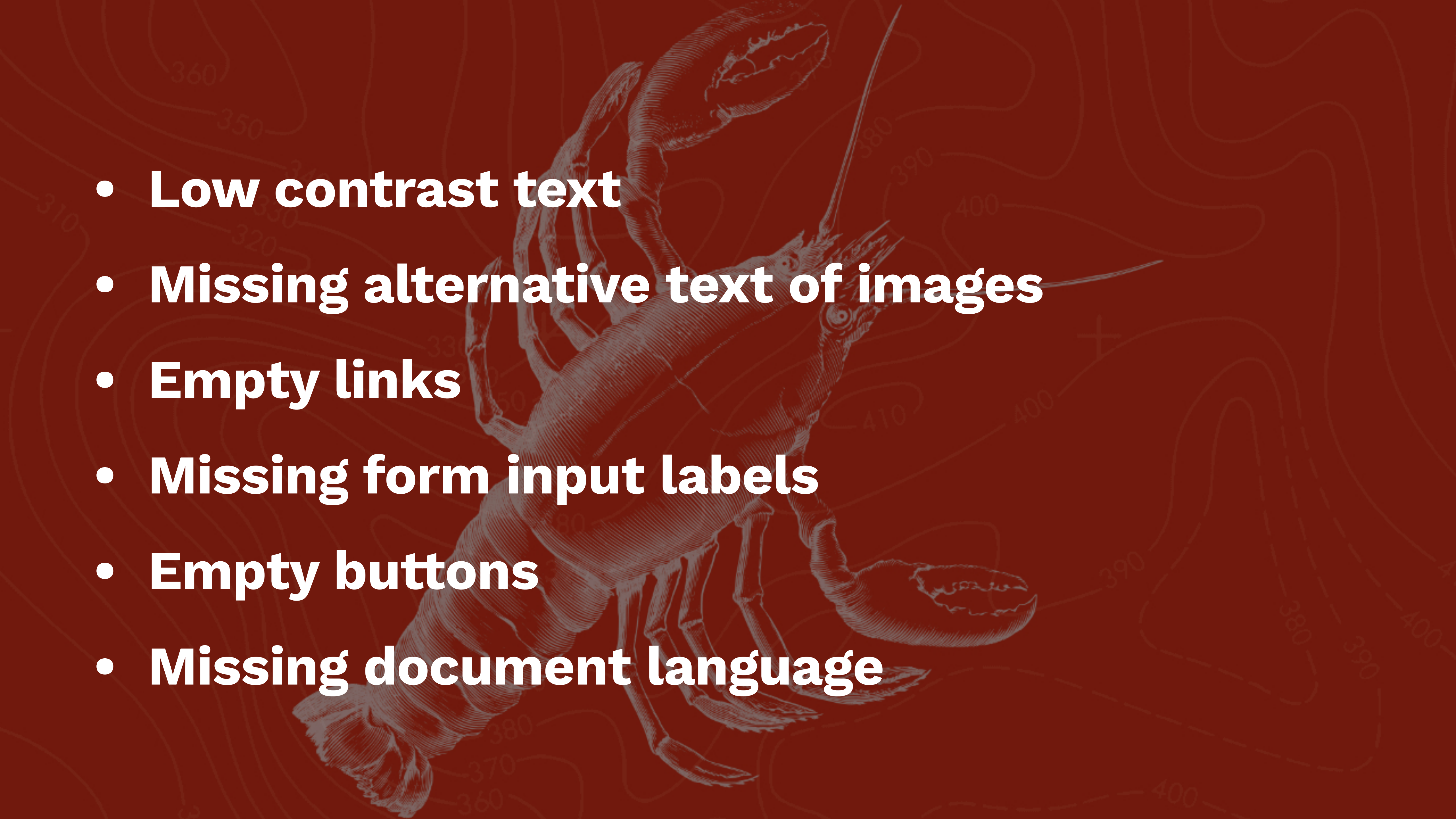
Missing Alternative Text



`` ❌

`` ✅

`` ✅

- 
- The background features a detailed illustration of a scorpion, rendered in a light, textured style. The scorpion is positioned diagonally across the frame, with its pincers at the top and its tail at the bottom. The background is a dark red color with a faint topographic map overlay, showing contour lines and numerical values such as 360, 370, 380, 390, and 400.
- **Low contrast text**
 - **Missing alternative text of images**
 - **Empty links**
 - **Missing form input labels**
 - **Empty buttons**
 - **Missing document language**



96.5% of all errors

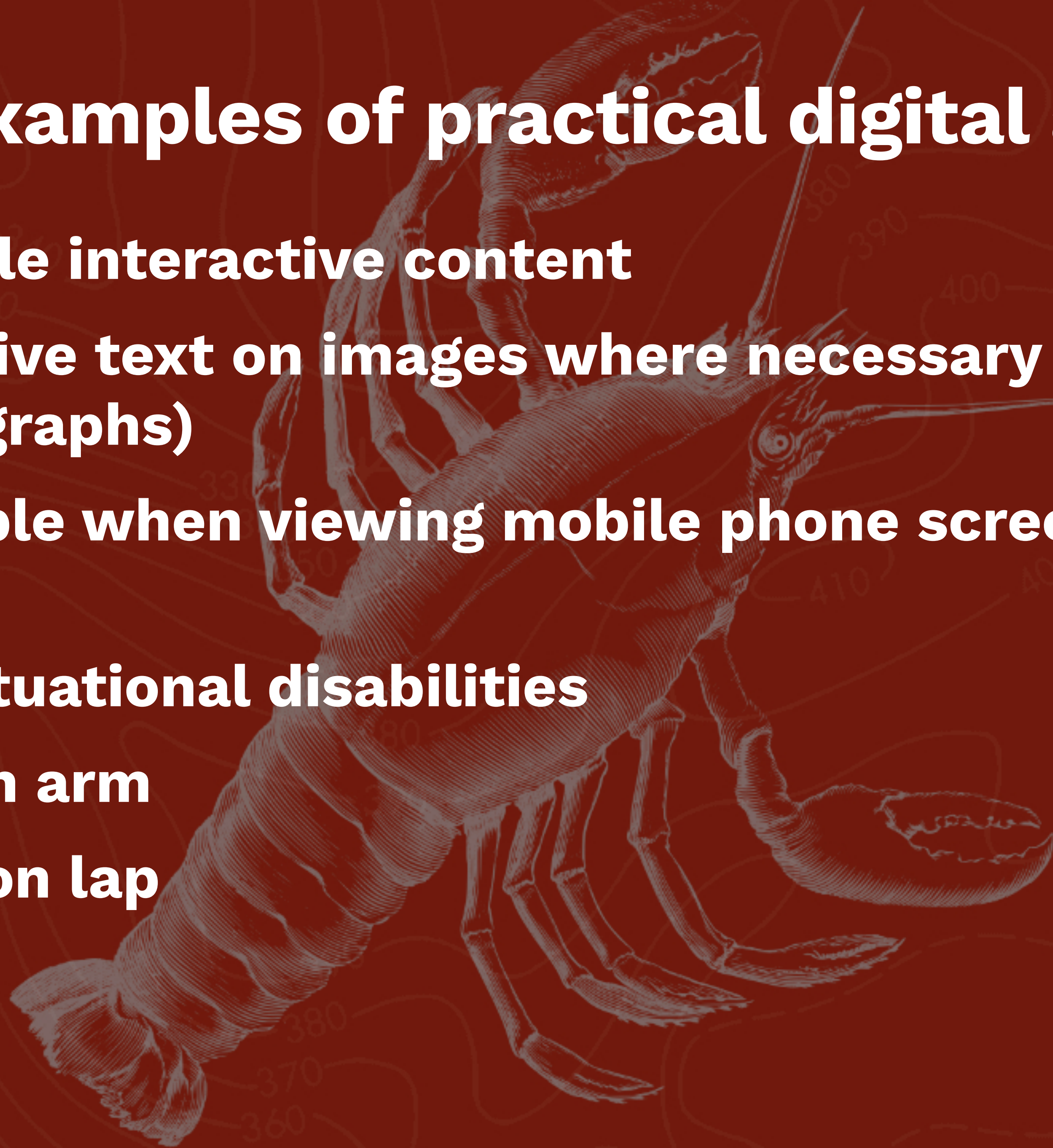
Examples of practical digital accessibility

“Low-hanging fruit”

- **Color contrast that exceeds guidelines (>10 to 1 ratio)**
- **Accessible color schemes/combinations**
- **Keyboard/screen reader accessible**
- **Accessible components (accordions, modals, tooltips, etc.)**
- **Performant web apps, PWAs, mobile apps, Web sites**

More Examples of practical digital accessibility

- **Scrollable interactive content**
- **Alternative text on images where necessary (infographics, charts, graphs)**
- **Accessible when viewing mobile phone screen (glare from sun)**
- **Other situational disabilities**
 - **Broken arm**
 - **Child on lap**





**Disability is just Blind,
Deaf, or Paralysis.
Right?**

FALSE



The background features a detailed illustration of a scorpion, rendered in a light, semi-transparent style. The scorpion is positioned centrally, with its pincers raised and its tail curved. Overlaid on this illustration are faint, light-colored topographic contour lines that create a sense of depth and texture. The overall color palette is a muted, earthy brown.

Learning / Cognitive
ADHD / ADD
Fibromyalgia / Arthritis
Tremors / Parkinson's
Migraine Headaches / Photophobia



Excuses



“The client doesn’t have the budget for it.”



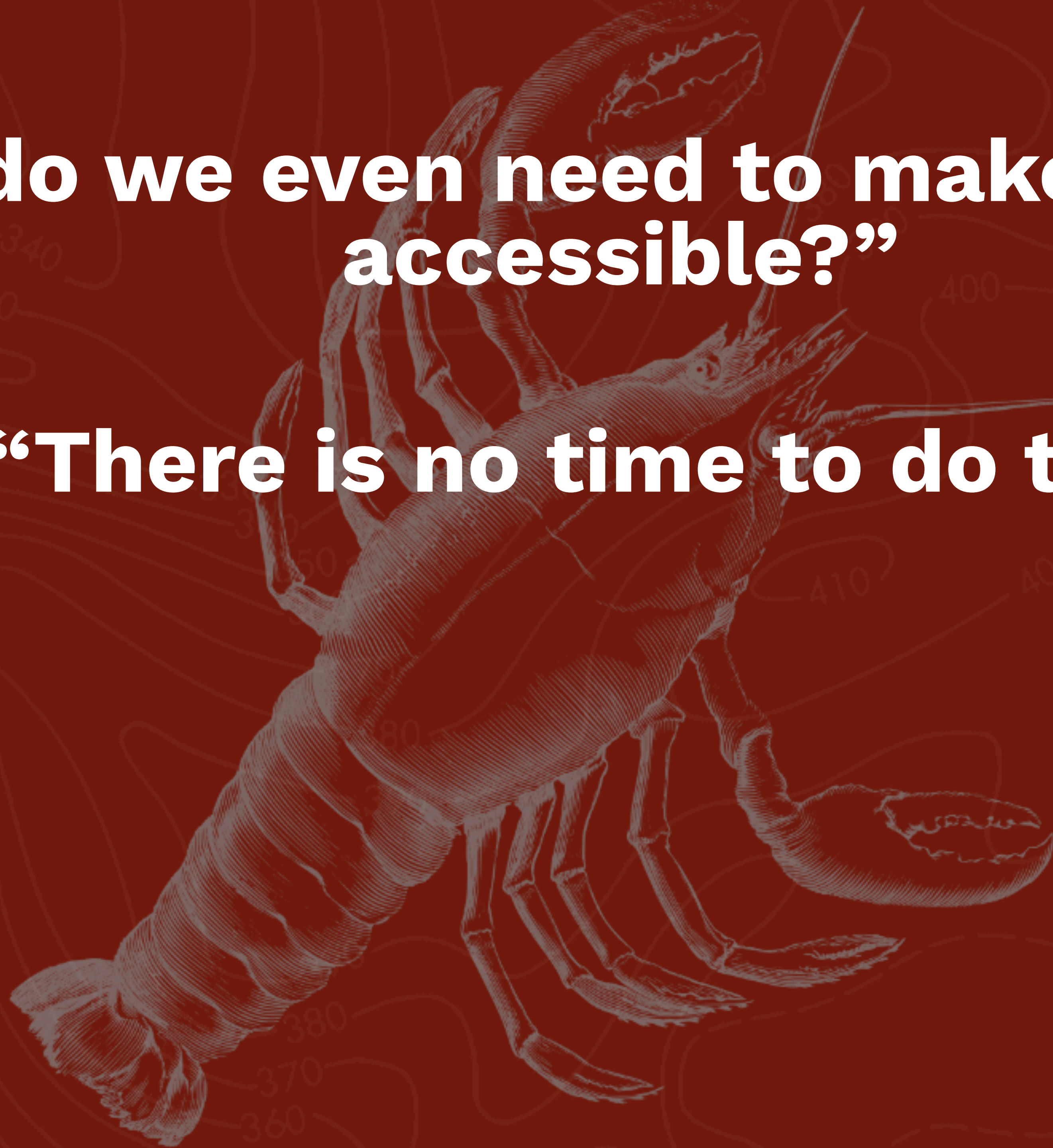
“We’ll get to it after launch.”

“Why do we even need to make this thing accessible?”



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“There is no time to do this.”





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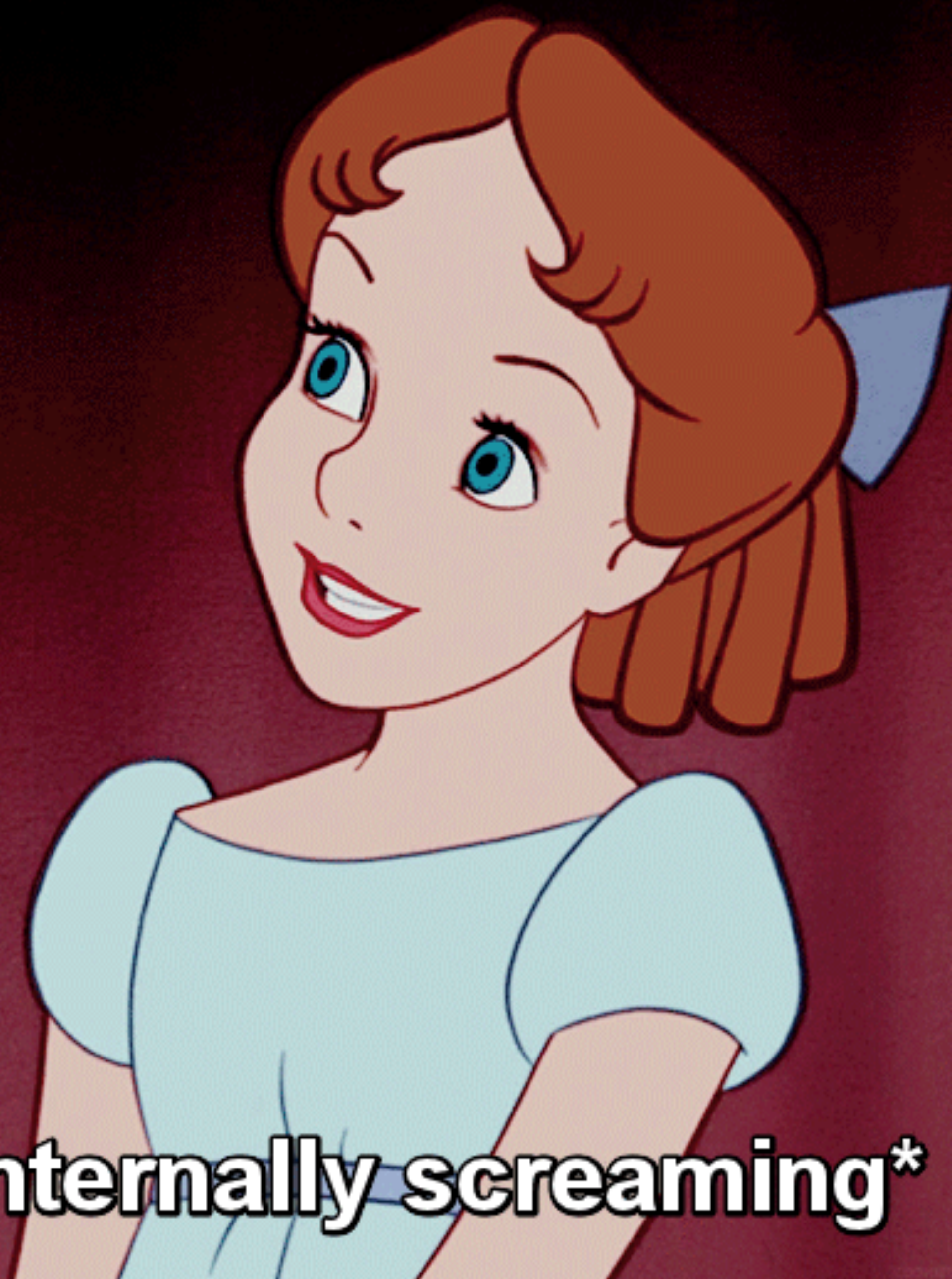
“There is no time to do this.”

“We don’t have disabled users.”

“The people that use our product are not disabled.”



**“It’s a huge waste of
time.”**



internally screaming



- LOOK, I CAN'T SPEAK
WITHOUT SWEARING





Buy-In

Buy-In

The background features a detailed illustration of a crayfish, oriented vertically with its head at the top. The crayfish is rendered in a fine-line, engraved style. Behind the crayfish is a topographic map with contour lines and numerical values such as 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, and 410. The entire scene is set against a dark red background.

How do I get buy-in from stakeholders, clients, colleagues?

- **Support trickles down from C-suite & top level to managers, teams, and individuals.**

Buy-In

The background features a detailed illustration of a crayfish, rendered in a light, sketch-like style. The crayfish is positioned diagonally, facing towards the upper right. The background is a dark, textured surface with faint, light-colored contour lines and scattered numbers (e.g., 360, 350, 330, 320, 310, 380, 370, 360, 400, 390, 380, 390, 400, 410, 400, 390, 400) that suggest a technical or scientific theme.

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- **Live testing with disabled users recorded on video.**



\$8 Trillion

Worldwide of disposable income of individuals with disabilities

<https://www.triplepundit.com/story/2022/investing-disability-inclusion/741416>



\$490 Billion

Disposable income of individuals with disabilities in the U.S.

<https://diverseabilitymagazine.com/2018/09/buying-power-people-disabilities/>



Advocates

Organization Advocates

Teams or individuals that advocate in your organization

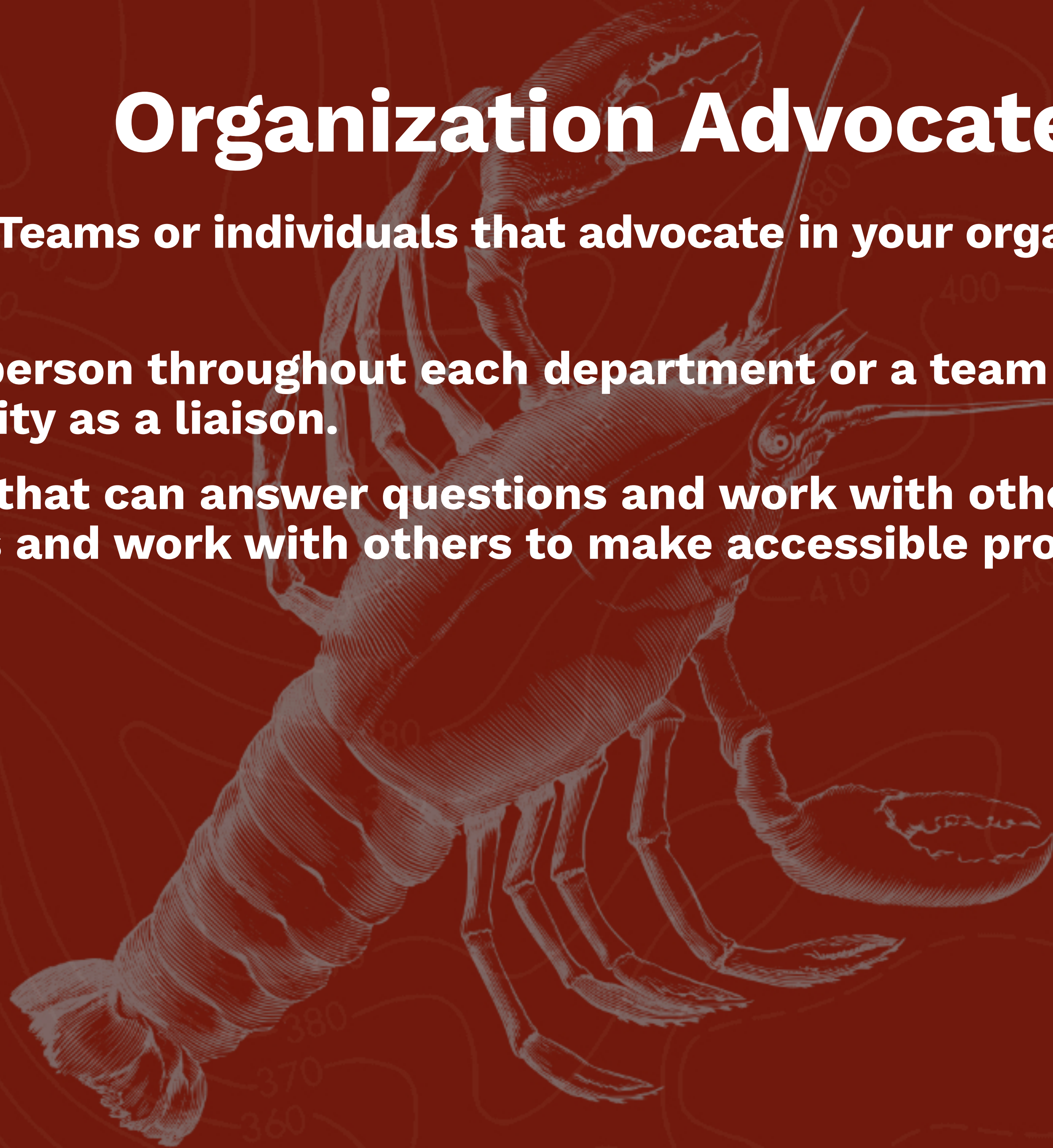
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- **Help set up documentation and tooling, serve as an intermediary between departments.**

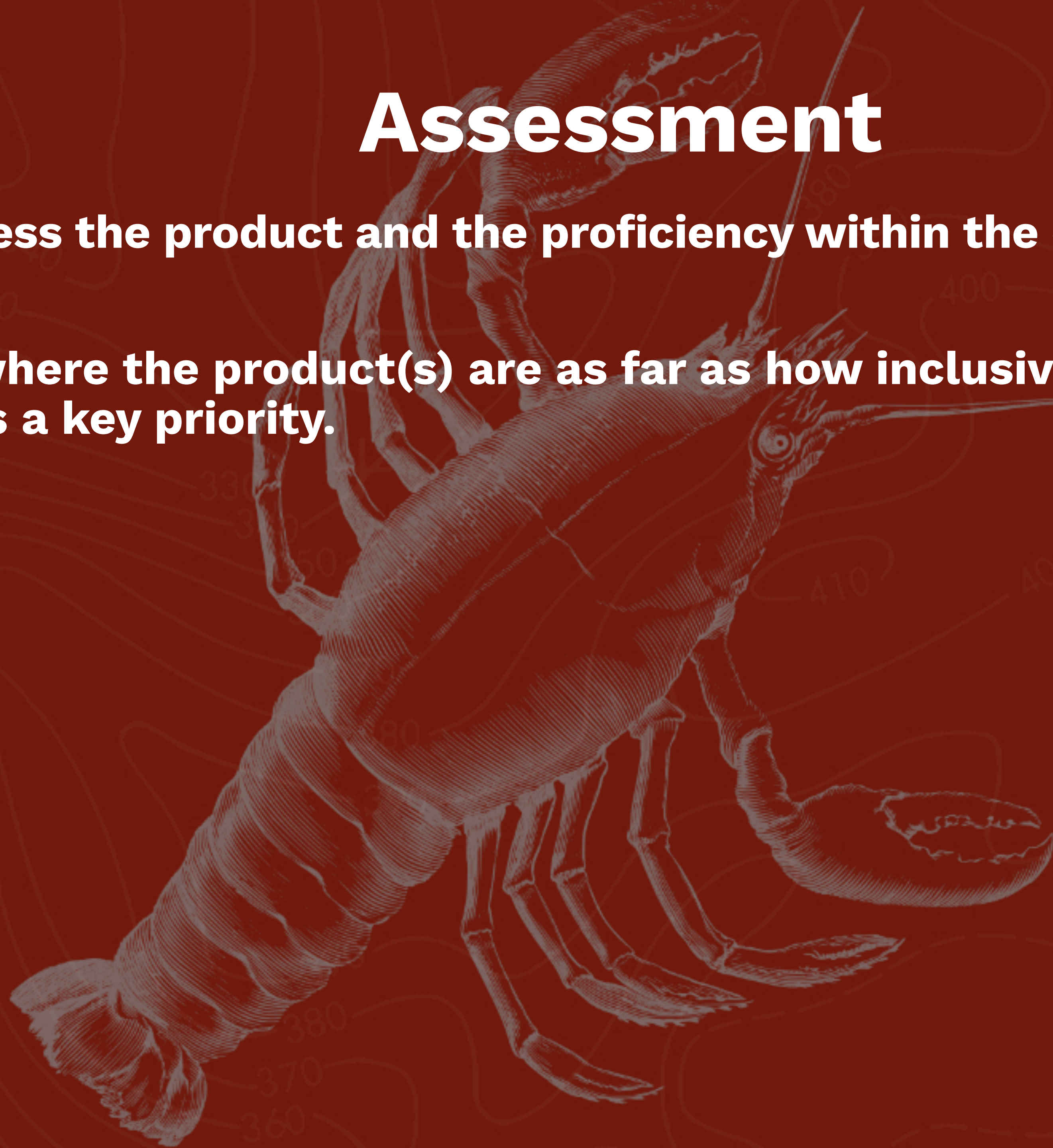


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 - **How much training do you have and will you need?**



Training

Training

Maintaining A Written Record

- **Of all accessibility training done**
 - **It should meet requirements that apply to the organization**



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 - **Deque**
 - **TPGi**
 - **WebAIM**

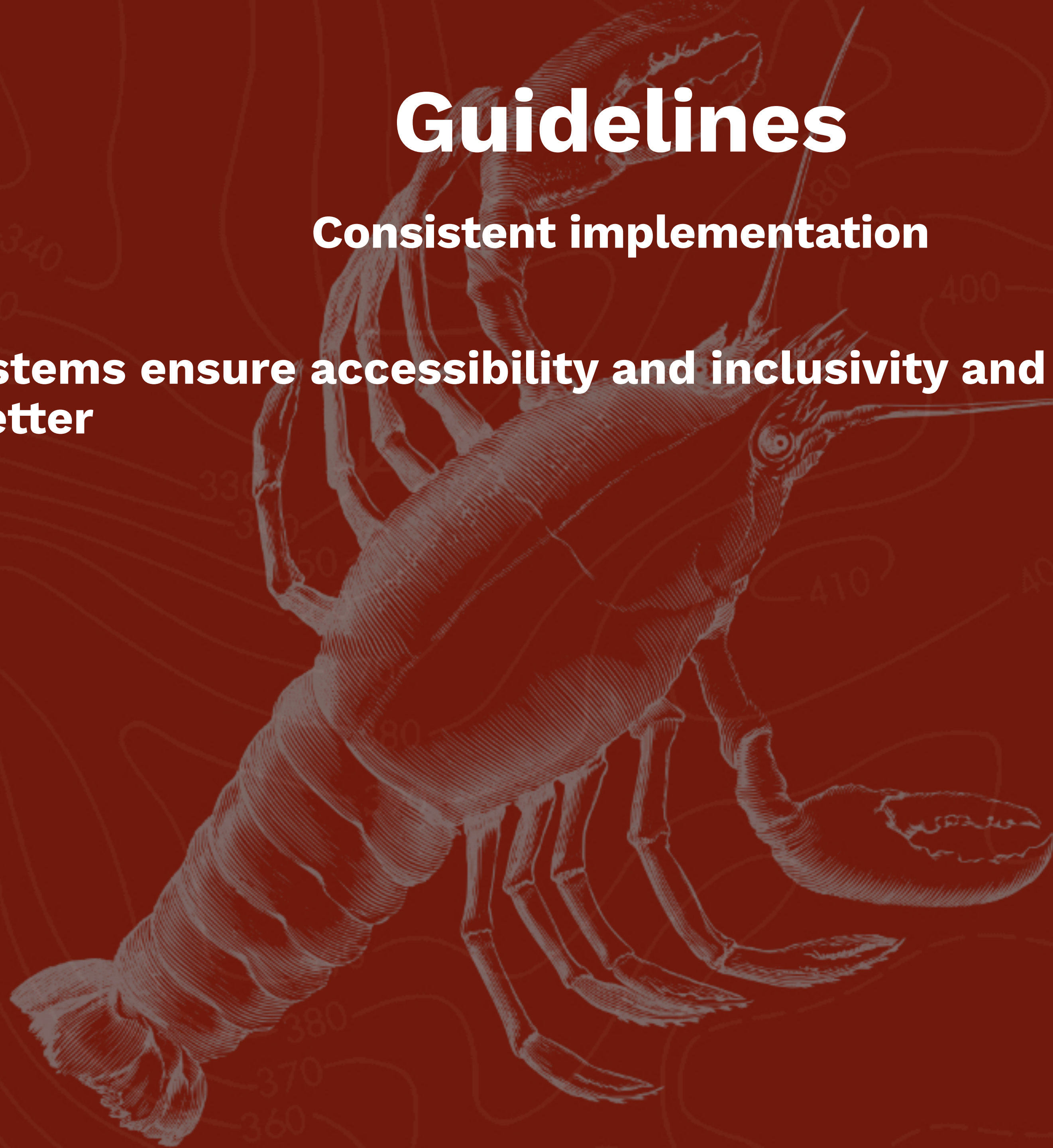


Guidelines

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- **Testing procedures implemented so people can do jobs well and efficiently**
- **Document guidelines in a collaborative manner using tools**

Standards



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Guidelines from different countries

- **American Disabilities Act (ADA), the Air Carrier Access Act (ACAA), and the Communications and Video Accessibility Act (CVAA) - United States**
- **Section 508 of the Rehabilitation Act, DOJ issues guidance for website accessibility - (U.S. Government)**

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- **Convention on the Rights of Persons with Disabilities (CPRD)**
 - **Article 9**
 - **Article 21**

Testing



Use Cases/Testing

Hiring disabled people

- **Test & record cases where disabled users are using the product**



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- **Present to C-suite & top level people to colleagues/teams**
- **Outsource testing with companies:**
 - **Fable**
- **Hire disabled people!**
 - **Teaching and advocating. They have the lived experiences.**



Accessibility Overlays



“We use an accessibility overlay. We’re okay.”

PROFESSOR
Thaddeus J.
accessiBe

MIRACLE
ELIXIR

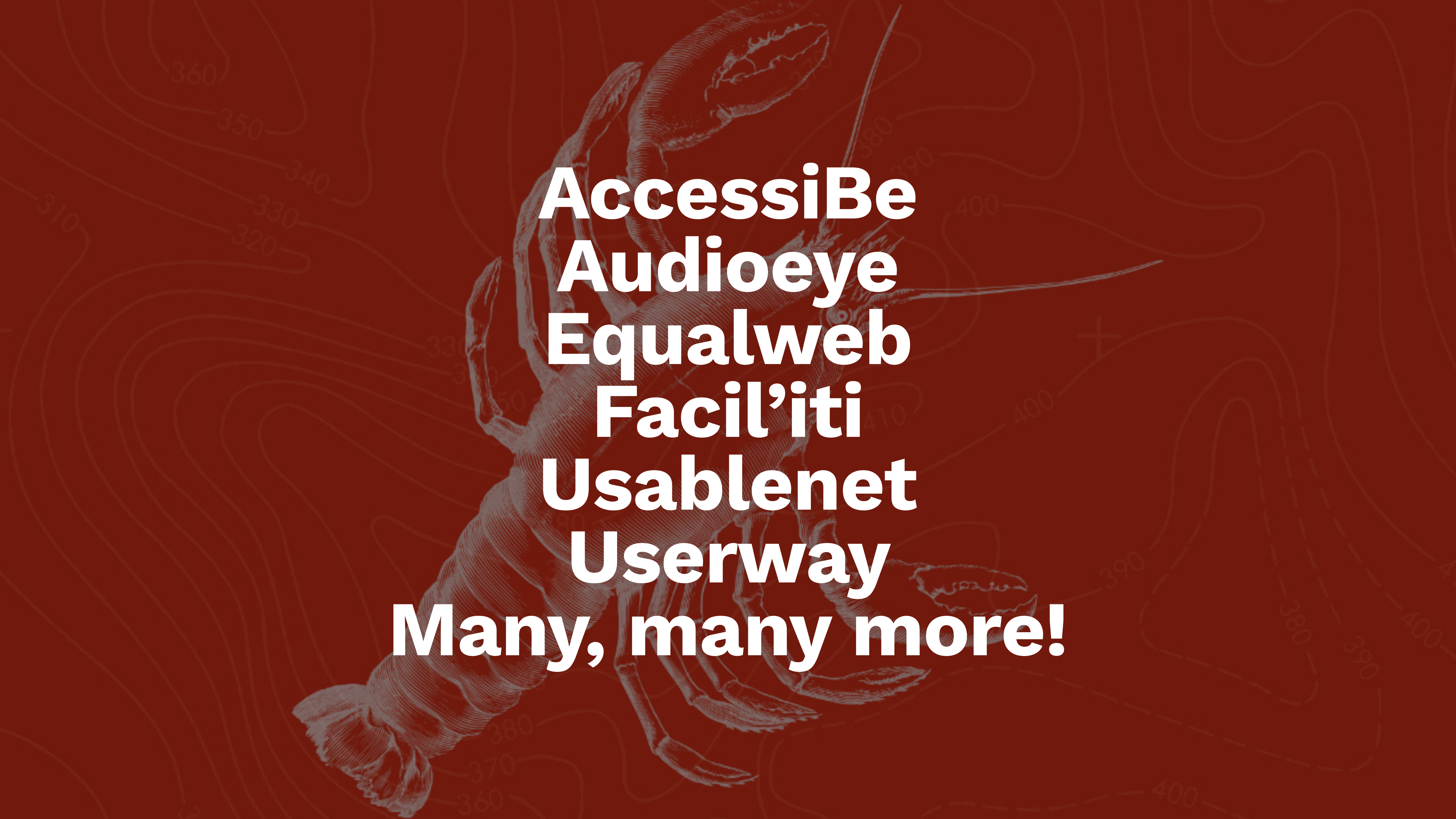


MIRACLE
ELIXIR

ENCHANTED SPRINGS, TX

MEDICINE MAN — RAINMAKER

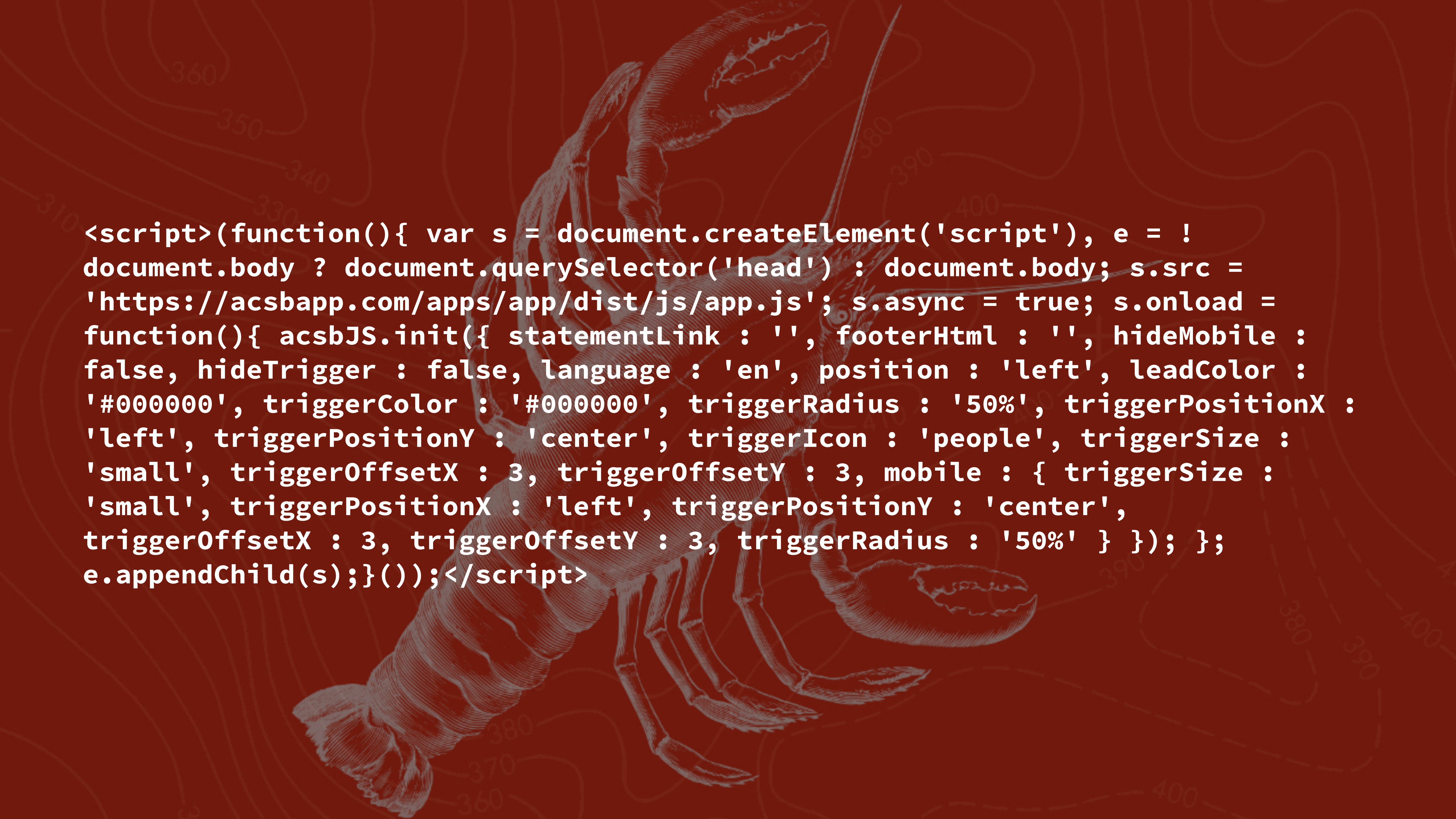




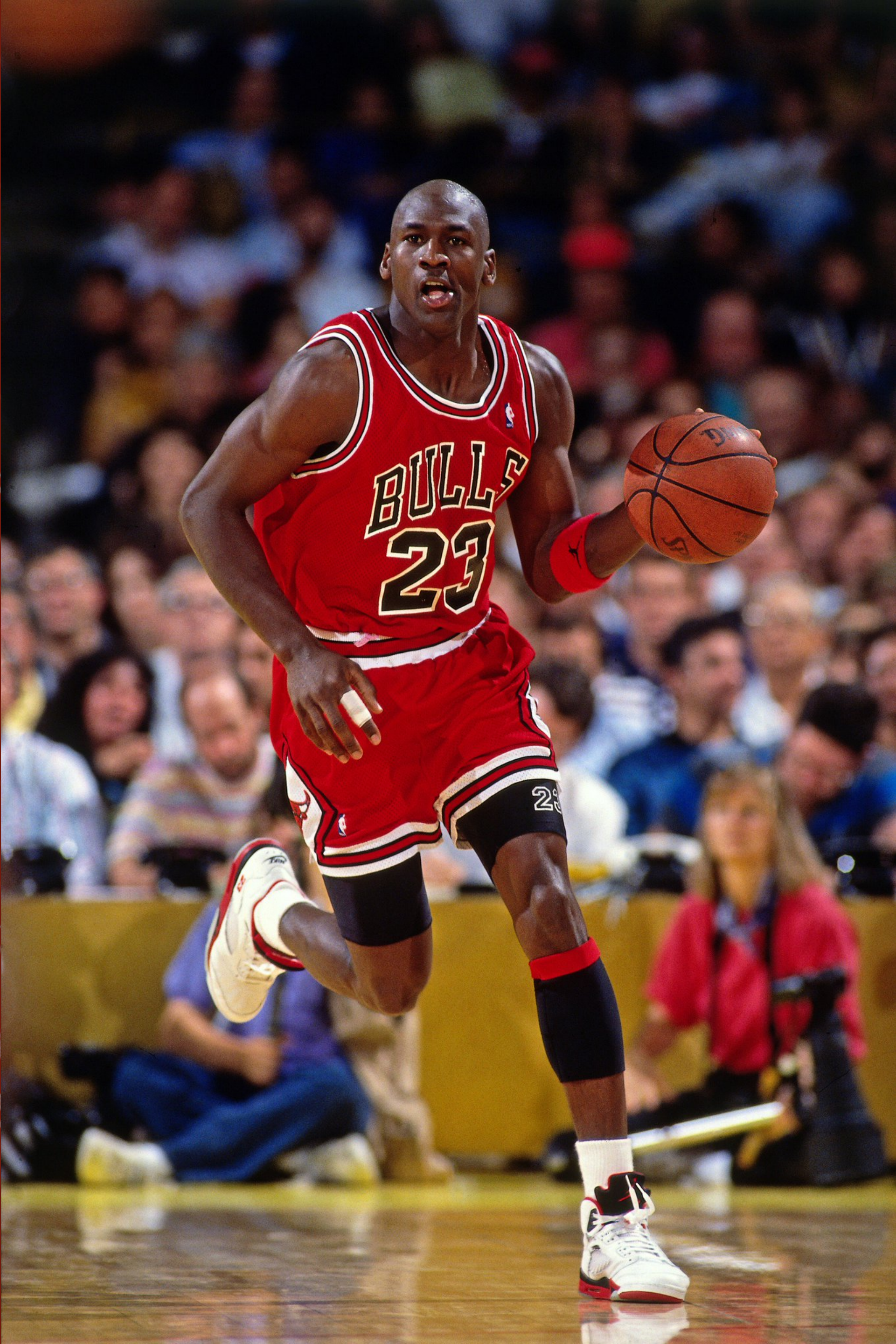
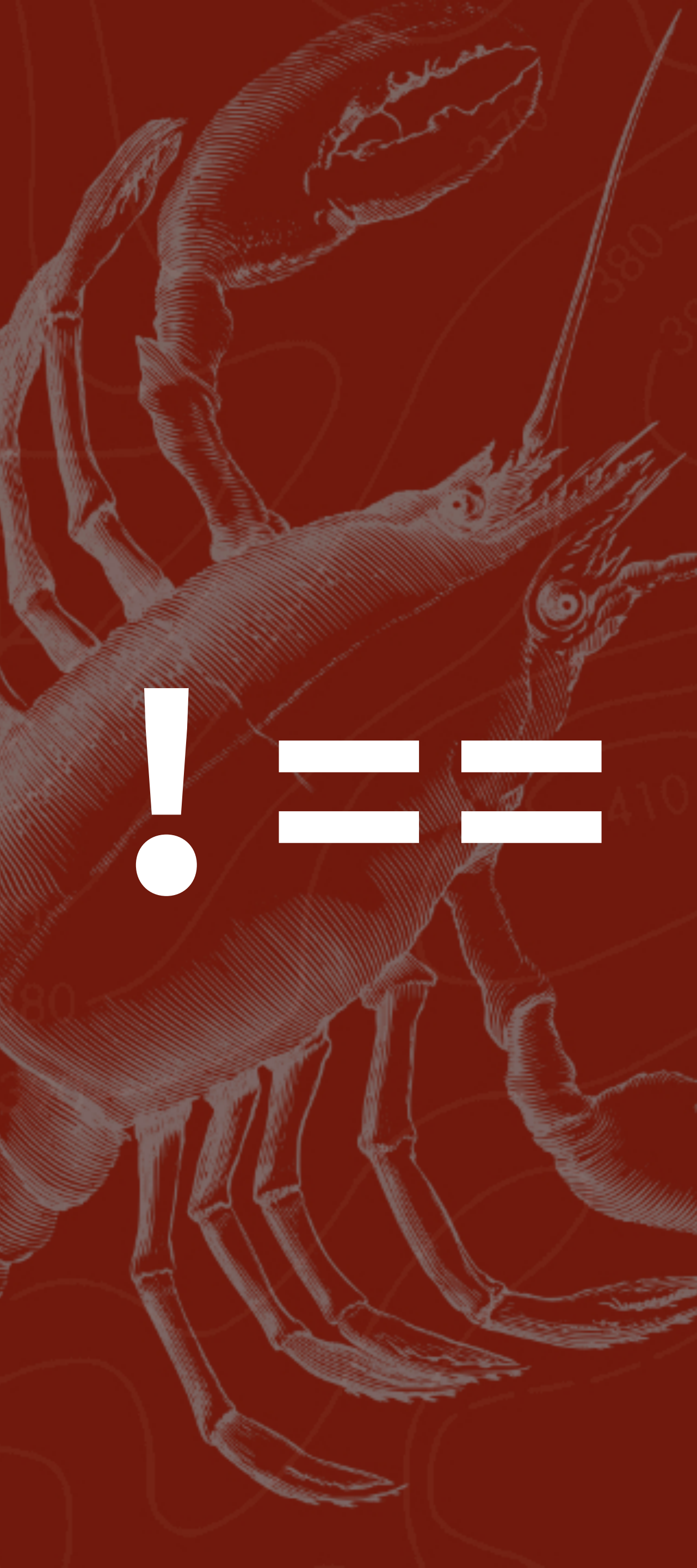
AccessiBe
Audioeye
Equalweb
Facil'iti
Usablenet
Userway
Many, many more!



Overlays will get you sued.



```
<script>(function(){ var s = document.createElement('script'), e = !
document.body ? document.querySelector('head') : document.body; s.src =
'https://acsbapp.com/apps/app/dist/js/app.js'; s.async = true; s.onload =
function(){ acsbJS.init({ statementLink : '', footerHtml : '', hideMobile :
false, hideTrigger : false, language : 'en', position : 'left', leadColor :
'#000000', triggerColor : '#000000', triggerRadius : '50%', triggerPositionX :
'left', triggerPositionY : 'center', triggerIcon : 'people', triggerSize :
'small', triggerOffsetX : 3, triggerOffsetY : 3, mobile : { triggerSize :
'small', triggerPositionX : 'left', triggerPositionY : 'center',
triggerOffsetX : 3, triggerOffsetY : 3, triggerRadius : '50%' } }); });
e.appendChild(s);})();</script>
```



So what do we do?



Maintenance

Maintenance

Accessibility is never done

- **Automated testing wherever possible with new releases or changes**



Maintenance

Accessibility is never done

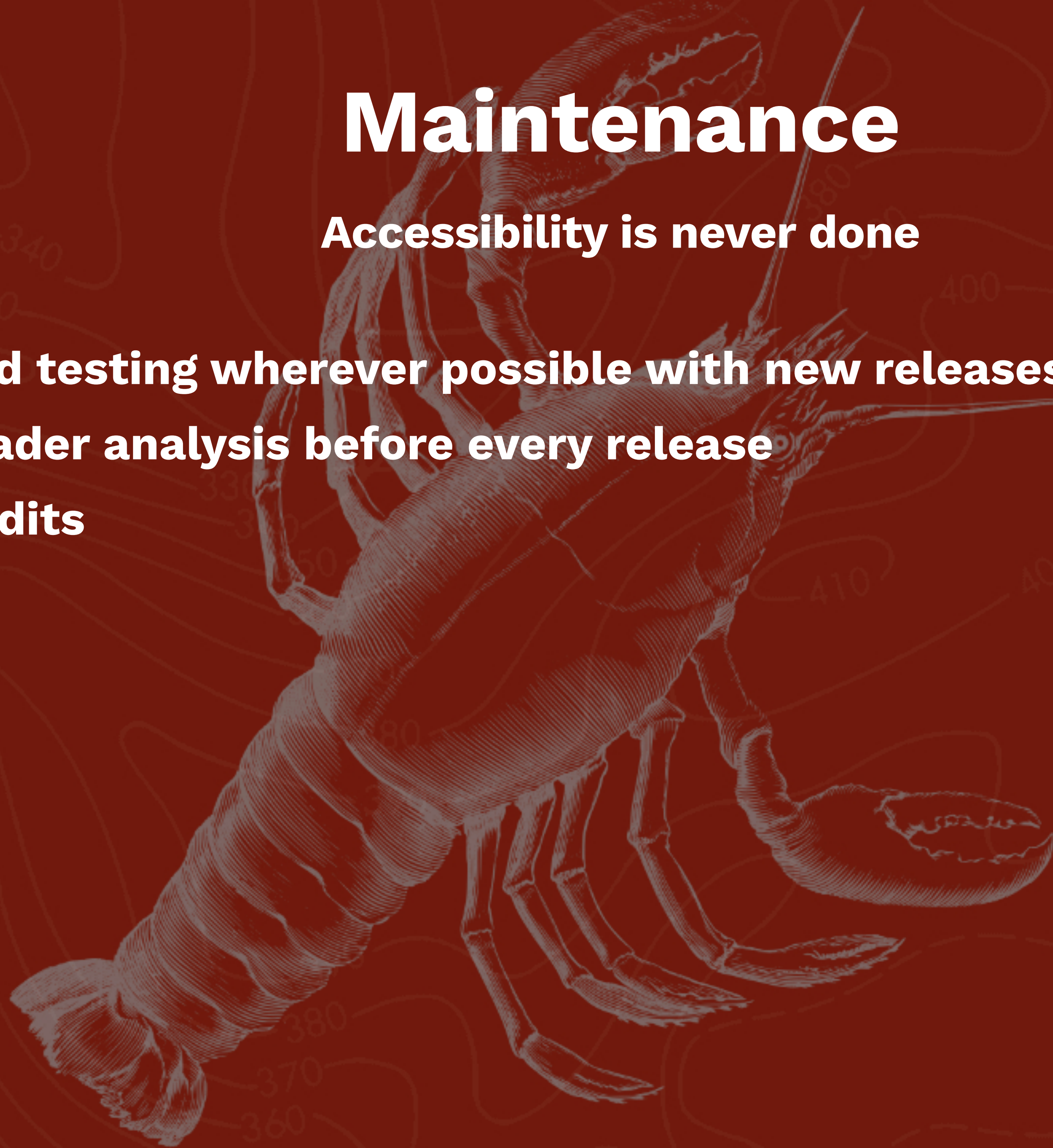
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- **Accessibility is never done! Keep moving forward!**

Maintenance

Accessibility is never done

- **Automated testing wherever possible with new releases or changes**
- **Screen reader analysis before every release**
- **Annual audits**
- **User testing**
- **Accessibility is never done! Keep moving forward!**
- **Like the web, accessibility is always evolving**





“...our industry as a whole thinks less and less about accessibility (not that we ever had an A game on the subject), and talks less and less about progressive enhancement, preferring to chase the ephemeral goal posts of over-engineered solutions to non-problems.”

Jeffrey Zeldman - <https://www.zeldman.com/2019/12/01/bluebeanieday2019/>



Larene

@LareneLg

Unknown



Today, my dad cried over the phone, he wanted one week where he could use his computer without my help.

He's blind.

Each inaccessible webpage tells him, "you aren't welcome in this world."

If you don't know whether your website or app is accessible: it's not.

Start learning.

12:46 AM · Jun 10, 2020 · Twitter Web App

11.7K Retweets **570** Quote Tweets **43.4K** Likes

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Design and develop for people not like yourself and keep that in mind when throwing words like “inclusive” and “accessible” around.

**A11y is a right.
NOT a privilege.**

<https://cottonbureau.com/products/a11y-is-a-right#/5254640/>



“The power of the Web is in its **universality.
Access by **everyone** regardless of disabilities
an essential aspect.” — Sir Tim Berners Lee**

<https://www.w3.org/standards/webdesign/accessibility>

Links

<https://toddl.dev/slides/>

[@toddlabby](#) on Twitter

LinkedIn - 🦀 Todd Libby



Thank you!

