



Making a Strong Case for Accessibility



Thank you!



Todd Libby

@toddlbby

13 September, 2022, MagnoliaJS

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Todd Libby  @toddlabby

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 **a fine start**
A Fine Start

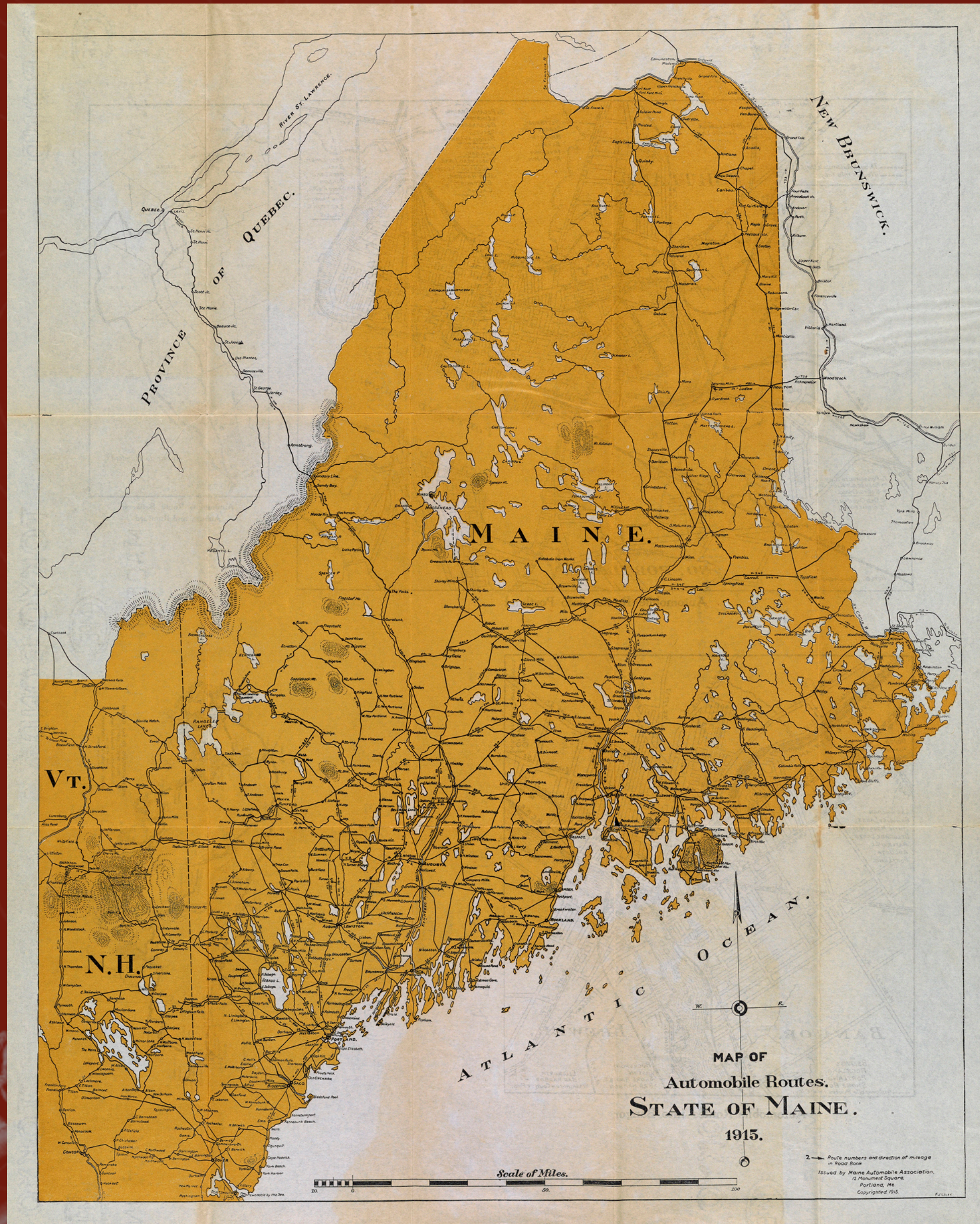
 **INFINITE RED**
Infinite Red

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Morgan White Group

13 September, 2022, MagnoliaJS

Thank you, attendees!





Maine



Arizona



Phoenix, Arizona 🥵 ← Portland, Maine 🦞

W3C Invited Expert - Accessibility & WCAG3

23 years of developer, design, & Senior Accessibility Engineer

Host of the Front End Nerdery Podcast / A11y Twitch Streams



Using Data to Advocate

WebAIM Million Report

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

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



Using Data to Advocate

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 WCAG 2 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



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





`` 

`` 

`` 



Cosmic cliffs & a sea of stars. @NASAWebb reveals baby stars in the Carina Nebula, where ultraviolet radiation and stellar winds shape colossal walls of dust and gas. nasa.gov/webbfirstimages #UnfoldTheUniverse



ALT

Image description

The image is divided horizontally by an undulating line between a cloudscape forming a nebula along the bottom portion and a comparatively clear upper portion. Speckled across both portions is a starfield, showing innumerable stars of many sizes. The smallest of these are small, distant, and faint points of light. The largest of these appear larger, closer, brighter, and more fully resolved with 8-point diffraction spikes. The upper portion of the image is blueish, and has wispy translucent cloud-like streaks rising from the nebula below. The orangish cloudy formation in the bottom half varies in density and ranges from translucent to opaque. The stars vary in color, the majority of which, have a blue or orange hue. The cloud-like structure of the nebula contains ridges, peaks, and valleys – an appearance very similar to a mountain range. Three long diffraction spikes from the top right edge of the image suggest the presence of a large star just out of view.

Dismiss



- **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**



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



FALSE

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



Stargardt's Disease
Friedrich's Ataxia
Proteus Syndrome
Bell's Palsy
Huntington's Disease



“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?”

“There is no time to do this.”

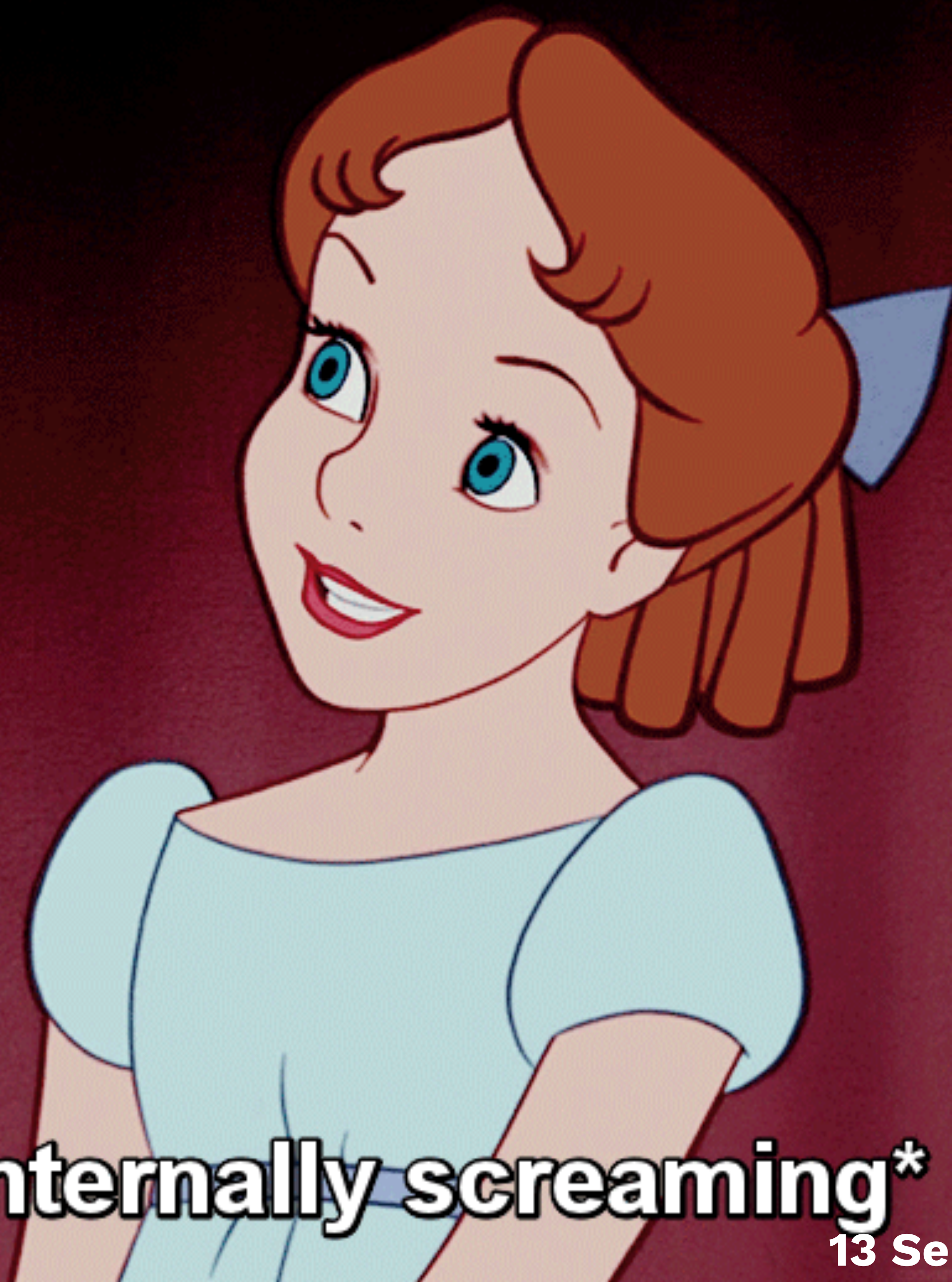
“We don’t have disabled users.”

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



“It’s a huge waste of time.”





internally screaming







Buy-In

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

- **Support trickles down from C-suite & top level to managers, teams, and individuals.**
- **Do this from the start. Low maintenance is needed, because of accessible designs and clean code.**
- **Cite instances from the lawsuits that have been won against major corporations (Domino's Pizza, Target, Bank of America).**
- **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/>

Organization Advocates

Teams or individuals that advocate in your organization

- **Having a person throughout each department or a team focused on accessibility as a liaison.**
- **Someone that can answer questions and work with others to practice the guidelines and work with others to make accessible products.**
- **Help set up documentation and tooling, serve as an intermediary between departments.**



Assessment

Assess the product and the proficiency within the organization

- **Gauging where the product(s) are as far as how inclusive and accessible they are is a key priority.**
- **What is the current state of the product, website, or mobile application?**
- **Getting the general idea of the level of knowledge that teams and people in the company currently have.**
 - **How versed are they in guidelines (WCAG) and practices?**
 - **How much training do you have and will you need?**



Training

Maintaining A Written Record

- **Of all accessibility training done**
 - **It should meet requirements that apply to the organization**
 - **Great way to keep data on all training done in organization**
 - **Record the training and who trained and when it was completed**
 - **If there is no inter-organizational training use orgs that do training.**
 - **Deque**
 - **TPGi**
 - **WebAIM**



Guidelines

Consistent implementation

- **Design systems ensure accessibility and inclusivity and the understanding of code better**
- **Accessible components reduce time to implement**
- **Testing procedures implemented so people can do jobs well and efficiently**
- **Document guidelines in a collaborative manner using tools**



Standards

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)**
- **Accessible Canada Act (ACA), Accessibilities for Ontario's with Disabilities Act (AODA) - Canada**
- **Web Accessibility Directive which updated EN 301 549, European Accessibility Act - European Union**
- **Web Content Accessibility Guidelines (WCAG) - Internationally**
- **Convention on the Rights of Persons with Disabilities (CPRD)**
 - **Article 9**
 - **Article 21**

Use Cases/Testing

Hiring disabled people

- **Test & record cases where disabled users are using the product**
- **Present to C-suite & top level people to colleagues/teams**
- **Outsource testing with companies:**
 - **Fable**
 - **AccessWorks**
- **Hire disabled people!**
 - **Teaching and advocating. They have the lived experiences.**



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**



So what do we do?





“...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

Todd Libby  @toddlabby

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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.



Accessibility Overlays



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



Overlays will get you sued.



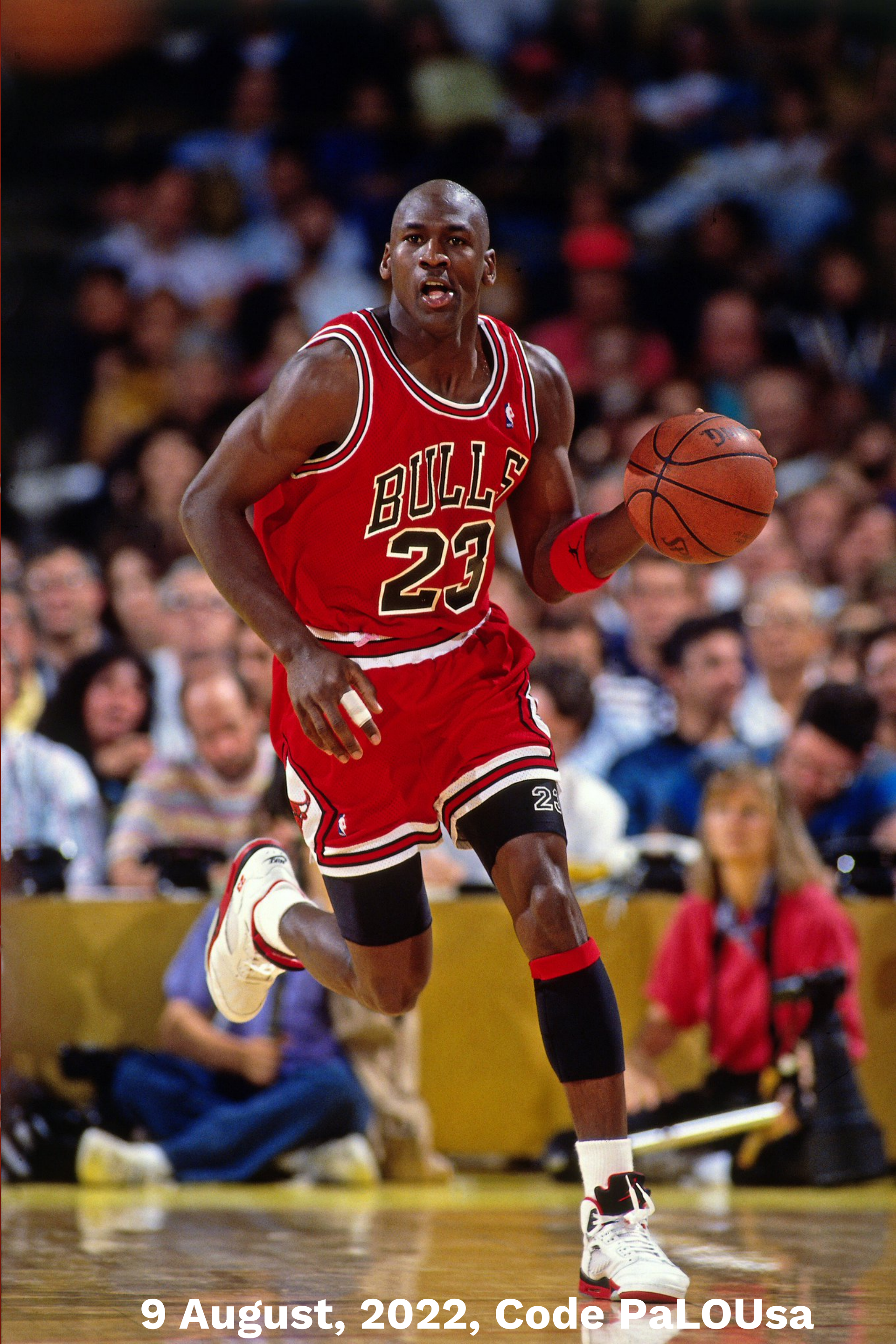
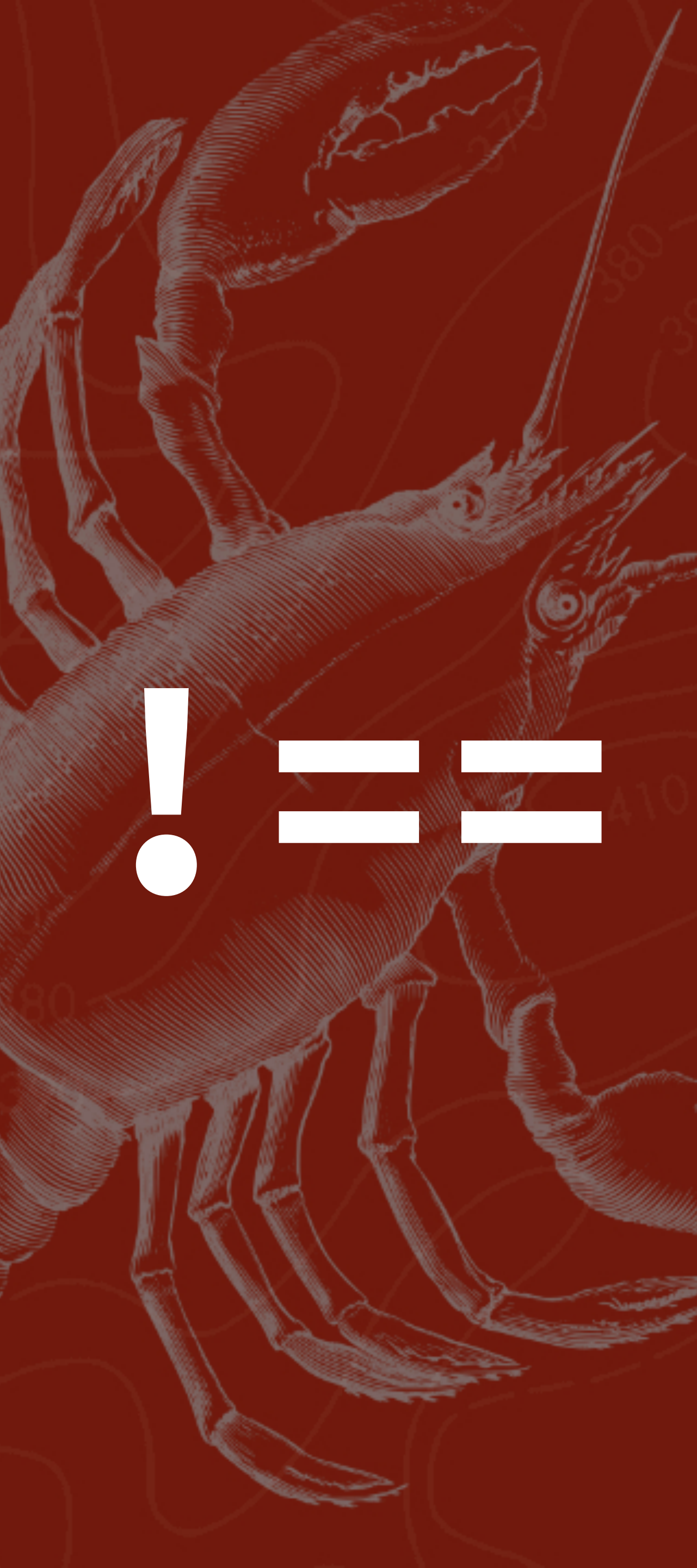


**AccessiBe
Audioeye
Equalweb
Facil'iti
Usablenet
Userway
Many, many more!**




```
<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>
```





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!