



# **MAKING A STRONG CASE FOR ACCESSIBILITY**



The background features a detailed illustration of a scorpion, likely a Centruroides, rendered in a light, sketchy style. The scorpion is positioned diagonally across the frame, with its pincers (pedipalps) raised and its tail (metasoma) curved. The entire scene is set against a dark red background that also serves as a topographic map, with faint, light-colored contour lines and numerical labels (e.g., 310, 320, 330, 340, 350, 360, 370, 380, 390, 400) scattered throughout.

**THANK YOU!  
DEVNEXUS &  
SPONSORS &  
YOU!**



The background features a detailed illustration of a lobster, oriented diagonally from the bottom left towards the top right. This illustration is overlaid on a dark red background that also contains faint, light-colored topographic contour lines and numerical values (e.g., 310, 320, 330, 340, 350, 360, 370, 380, 390, 400) scattered across the surface.

**ACCESSIBILITY ENGINEER @ WEBSTAURANTSTORE**

**W3C INVITED EXPERT**

**ACCESSIBILITY ENGINEER @ CENTRE FOR INCLUSIVE DESIGN**

**FORMERLY @ KNOWBILITY**

**OVER 20 YEARS PROFESSIONAL DEV/A11Y EXP.**





# MAINE














**@TODDLIBBY**  
**[HTTPS://TODDL.DEV](https://toddl.dev)**



The background features a detailed illustration of a crayfish, oriented diagonally from the bottom left towards the top right. The crayfish is rendered in a light, sketchy style, showing its claws, antennae, and segmented body. This illustration is superimposed on a dark red background that also contains faint, light-colored topographic contour lines and numerical values (e.g., 360, 350, 380, 390, 400) scattered across the surface.

# **WEBAIM MILLION REPORT**

- **ONE MILLION HOMEPAGES**

**[HTTPS://WEBAIM.ORG/PROJECTS/MILLION/](https://webaim.org/projects/million/)**



The background features a detailed illustration of a crayfish, rendered in a light, sketch-like style. Overlaid on this and the entire background are faint, light-colored topographic contour lines with numerical labels such as 310, 320, 330, 340, 350, 360, 370, 380, 390, and 400, suggesting a map or terrain. The overall color scheme is a solid dark red.

# **WEBAIM MILLION REPORT**

- **ONE MILLION HOMEPAGES**
- **50.8+ MILLION ACCESSIBILITY ERRORS**

**[HTTPS://WEBAIM.ORG/PROJECTS/MILLION/](https://webaim.org/projects/million/)**



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# **WEBAIM MILLION REPORT**

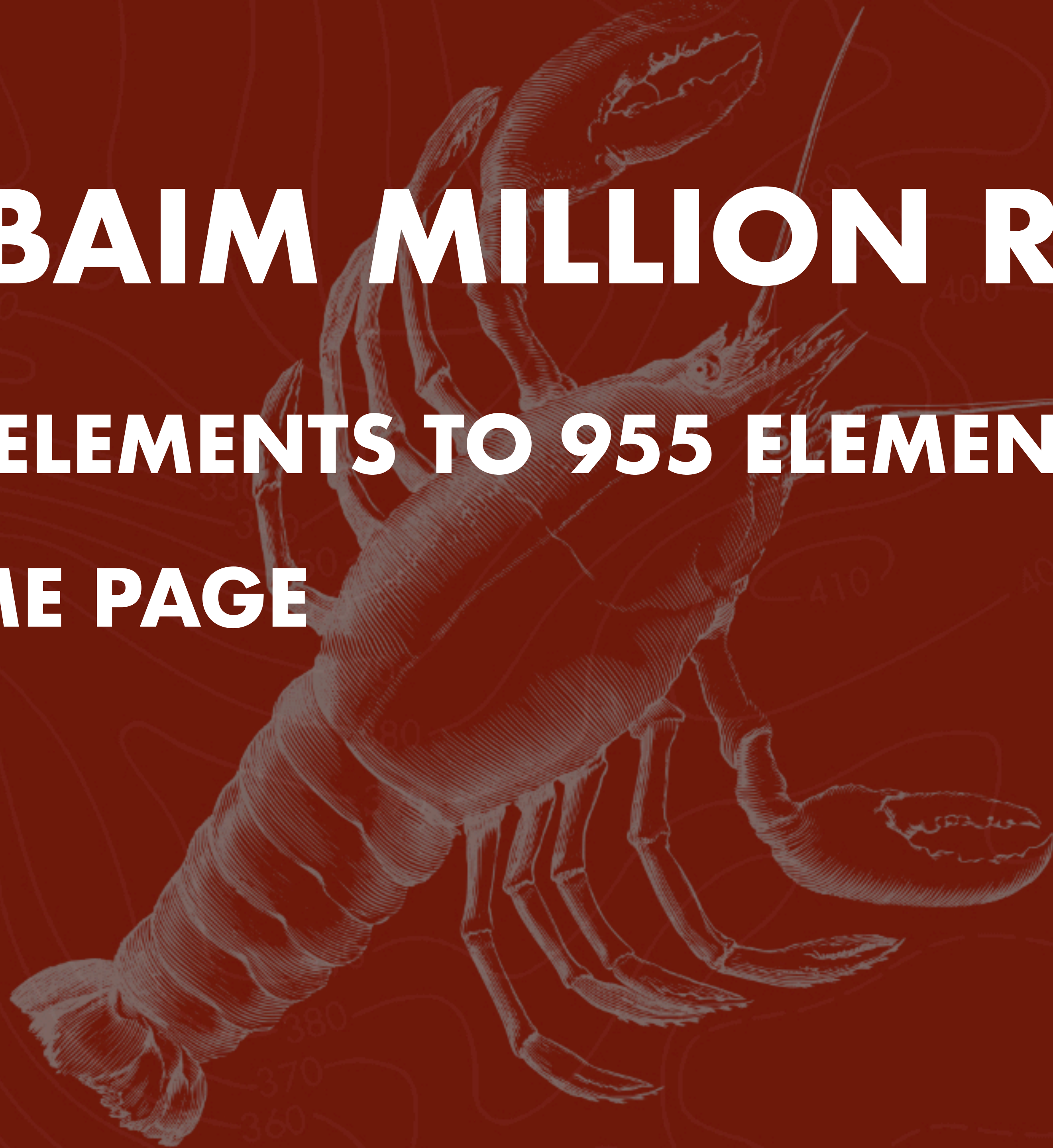
- **ONE MILLION HOMEPAGES**
- **50.8+ MILLION ACCESSIBILITY ERRORS**
- **DECREASED 1.1% SINCE FEBRUARY 2021**

**[HTTPS://WEBAIM.ORG/PROJECTS/MILLION/](https://webaim.org/projects/million/)**



# **WEBAIM MILLION REPORT**

- **887 ELEMENTS TO 955 ELEMENTS PER  
HOME PAGE**





# **WEBAIM MILLION REPORT**

- **887 ELEMENTS TO 955 ELEMENTS PER HOME PAGE**
- **INCREASED 7.7% SINCE FEBRUARY 2021**



# **WEBAIM MILLION REPORT**

- **887 ELEMENTS TO 955 ELEMENTS PER HOME PAGE**
- **INCREASED 7.7% SINCE FEBRUARY 2021**
- **5.3 % OF ALL HOME PAGE ELEMENTS HAD A DETECTED ACCESSIBILITY ERROR**



The background features a detailed illustration of a lobster, rendered in a light brown or sepia tone, positioned diagonally across the frame. The lobster is shown from a side-on perspective, with its head at the top right and its tail at the bottom left. Its claws are raised, and its antennae are visible. The background is a dark red color with a subtle pattern of white contour lines, resembling a topographic map. The lines are labeled with numbers such as 310, 320, 330, 340, 350, 360, 370, 380, 390, and 400, indicating elevation or depth. The text is overlaid on this background.

**96.8% HAD WCAAG**  
**2 FAILURES**



The background features a detailed illustration of a lobster, oriented diagonally from the bottom-left towards the top-right. The lobster is rendered in a light, sketchy style, showing its claws, antennae, and segmented body. This illustration is overlaid on a dark red background that contains a faint, light-colored topographic map. The map's contour lines are wavy and irregular, with numerical values such as 310, 320, 330, 340, 350, 360, 370, 380, 390, and 400 scattered across the surface. The text 'LOW CONTRAST TEXT' is centered horizontally and vertically, written in a large, bold, white, sans-serif font. The text is split into two lines: 'LOW CONTRAST' on the top line and 'TEXT' on the bottom line. The white text stands out against the dark red background, but its visibility is somewhat reduced due to the complex, textured background elements.

**LOW CONTRAST  
TEXT**





### **Mark as read on scroll**

With version 5, Reeder finally supports marking items as read while scrolling. Off by default, this can be enabled on a per-account basis.



### **Reader View**

Enter Reader View (for feed items and read later links that support this) for a clutter-free reading experience directly in Reeder's article viewer. You can enable "Automatic Reader View" on a per-feed basis to always load items of a feed with Reader View.





## Mark as read on scroll

⚠️ 4.16 (?)

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The background features a detailed illustration of a lobster, rendered in a light, sketchy style. Overlaid on this are faint, wavy contour lines, similar to a topographic map, with numerical values such as 310, 320, 330, 340, 350, 360, 380, 390, and 400 scattered across the scene.

# **WCAG SC 1.4.3 CONTRAST (MINIMUM)**

**THE VISUAL PRESENTATION OF TEXT  
AND IMAGES OF TEXT HAS A  
CONTRAST RATIO OF AT LEAST 4.5:1**

**[HTTPS://WWW.W3.ORG/WAI/WCAG21/  
UNDERSTANDING/CONTRAST-MINIMUM.HTML](https://www.w3.org/wai/wcag21/understanding/contrast-minimum.html)**



A person with short blonde hair is wearing large red over-ear headphones. They are covering their face with both hands, palms facing forward, in a gesture of embarrassment or frustration. The background is a blurred indoor setting with a grey wall and a bright light source on the right. The image has a dark red border at the top and bottom with faint white line art patterns.

**CHECK CONTRAST PLEASE**





**MISSING**  
**ALTERNATIVE TEXT**





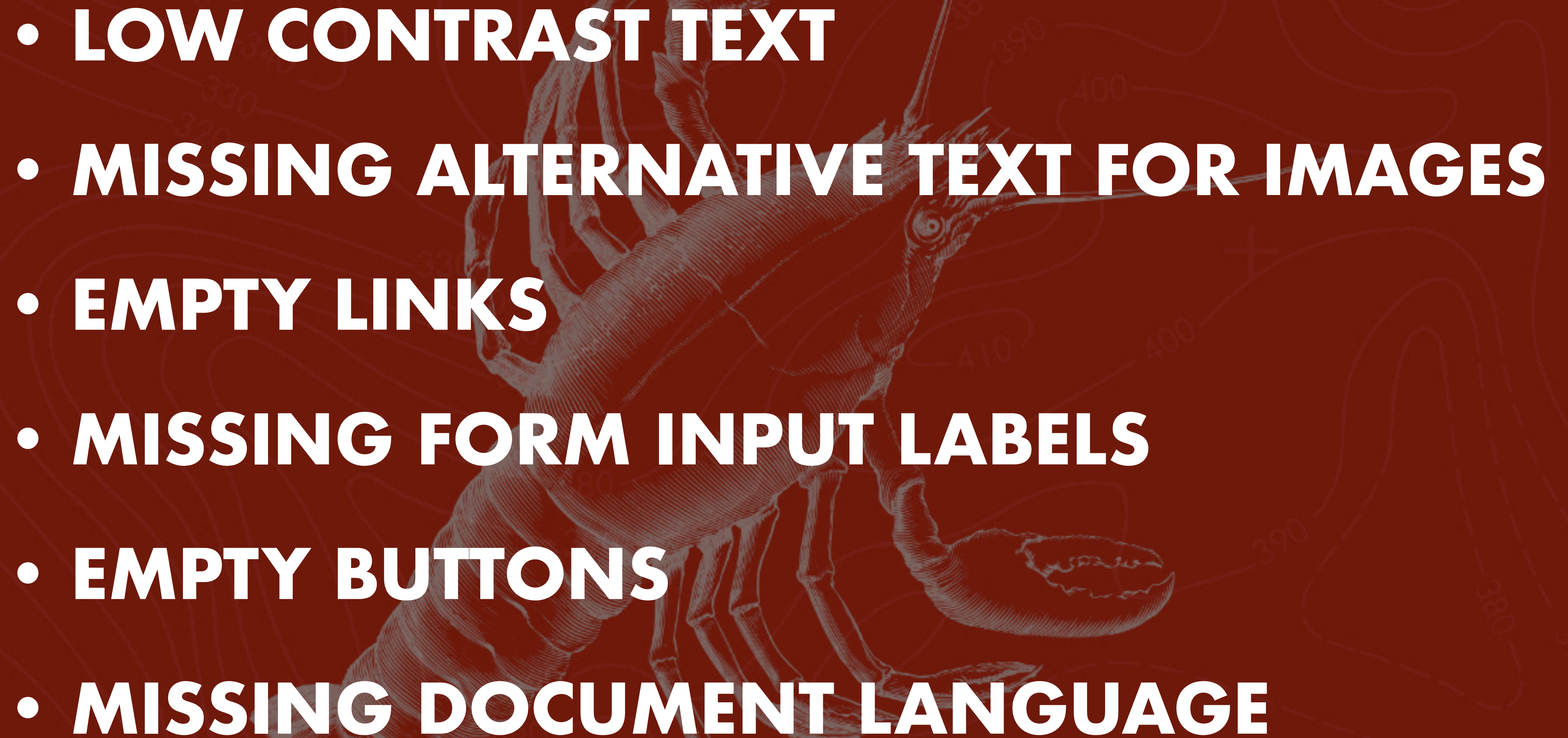


`` ❌

`` ✅

`` ✅



- 
- The background of the slide features a detailed illustration of a lobster, rendered in a light, sketchy style. The lobster is positioned diagonally across the frame, with its head at the top right and its tail at the bottom left. It is set against a dark red background that also contains faint, light-colored topographic map lines and numerical values (e.g., 360, 370, 380, 390, 400) scattered throughout.
- **LOW CONTRAST TEXT**
  - **MISSING ALTERNATIVE TEXT FOR IMAGES**
  - **EMPTY LINKS**
  - **MISSING FORM INPUT LABELS**
  - **EMPTY BUTTONS**
  - **MISSING DOCUMENT LANGUAGE**



The background features a detailed illustration of a lobster, oriented horizontally with its head to the right. The lobster is rendered in a light, sketchy style, showing its claws, antennae, and segmented body. This illustration is superimposed on a dark red background that also contains faint, light-colored topographic contour lines. These lines are labeled with numerical values such as 310, 320, 330, 340, 350, 360, 370, 380, 390, and 400, suggesting a map of a coastal or underwater terrain.

**96.5% OF ALL  
ERRORS**



# EXAMPLES OF PRACTICAL DIGITAL ACCESSIBILITY

## “LOW-HANGING FRUIT”

- **COLOR CONTRAST THAT EXCEEDS GUIDELINES (>10:1 RATIO)**
- **ACCESSIBLE COLOR SCHEMES**
- **KEYBOARD/SCREEN READER ACCESSIBLE**
- **ACCESSIBLE COMPONENTS (ACCORDIONS, MODALS, 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 SUNLIGHT GLARE**
- **OTHER SITUATIONAL DISABILITIES**
  - **BROKEN ARM**
  - **CHILD ON LAP**





**DISABILITY IS JUST  
BLIND, DEAF, OR  
PARALYSIS, RIGHT?**



**FALSE**

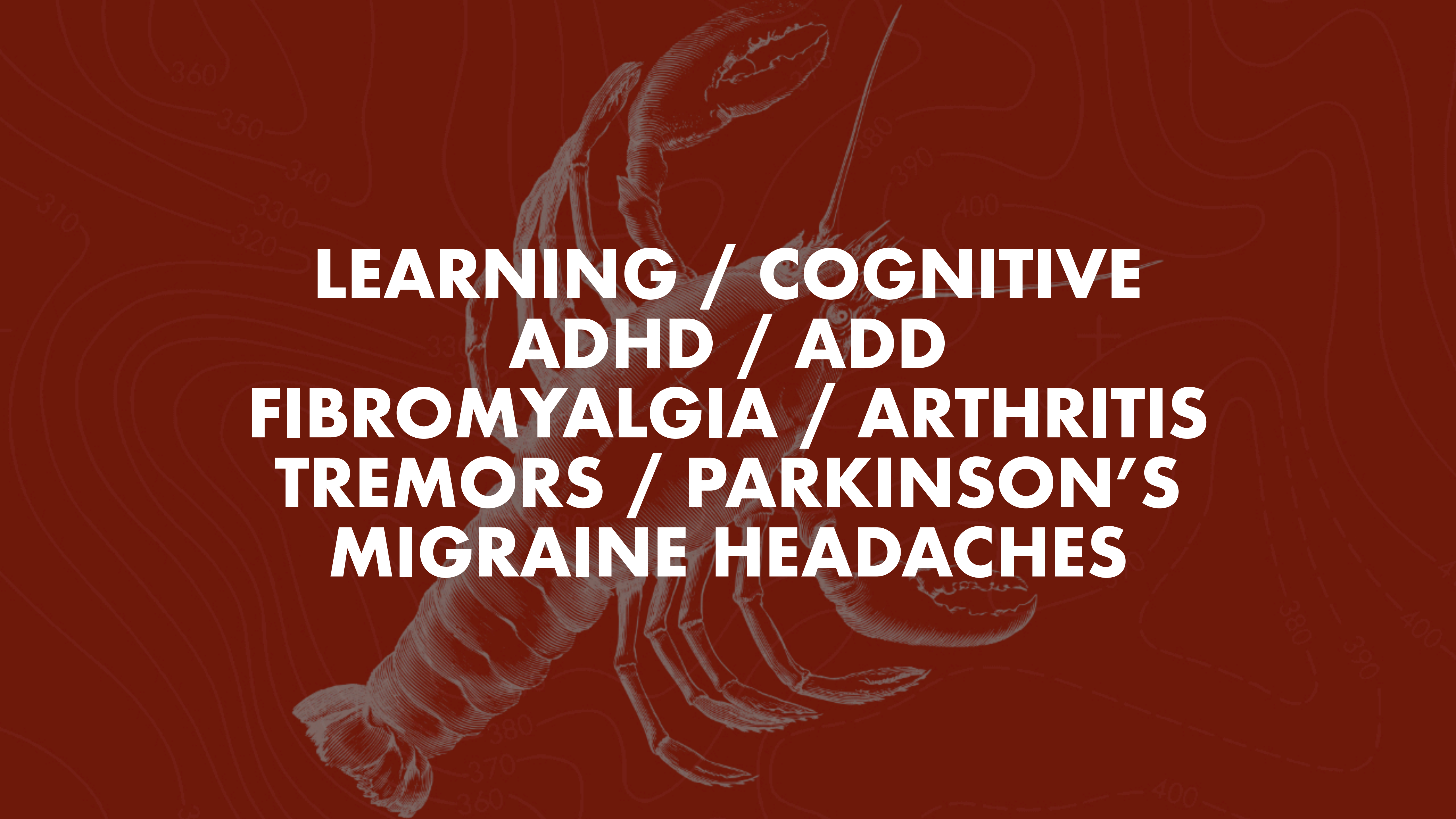






**DISABILITY IS JUST NOT  
VISUAL (BLIND), AUDITORY  
(DEAF), OR PHYSICAL (MOTOR  
SKILL, AMPUTEE, PARALYSIS)!**



The background features a detailed illustration of a scorpion, rendered in a light, sketchy style. The scorpion is positioned diagonally across the frame, with its head and pincers at the top right and its tail at the bottom left. The entire image is set against a dark red background that also contains faint, light-colored topographic contour lines and numerical values (e.g., 310, 320, 330, 340, 350, 360, 370, 380, 390, 400) scattered across the surface.

**LEARNING / COGNITIVE  
ADHD / ADD  
FIBROMYALGIA / ARTHRITIS  
TREMORS / PARKINSON'S  
MIGRAINE HEADACHES**





# NOT SO GREATEST HITS (EXCUSES)





**“THE CLIENT DOESN'T HAVE THE BUDGET  
FOR IT.”**





**“WE’LL GET TO IT AFTER LAUNCH.”**



**“WHY DO WE NEED TO EVEN MAKE THIS  
THING ACCESSIBLE?”**





**“WHY DO WE NEED TO EVEN MAKE THIS  
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**“THERE IS JUST NOT ANY TIME.”**





**“WHY DO WE NEED TO EVEN MAKE THIS  
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**“THERE IS JUST NOT ANY TIME.”**

**“WE DON’T HAVE DISABLED USERS.”**





The background features a detailed illustration of a lobster, oriented diagonally from the top-left towards the bottom-right. This illustration is overlaid on a dark red background that also contains faint, light-colored topographic contour lines and numerical values (e.g., 310, 320, 330, 340, 350, 360, 370, 380, 390, 400) scattered across the surface.

**“WHY DO WE NEED TO EVEN MAKE THIS  
THING ACCESSIBLE?”**

**“THERE IS JUST NOT ANY TIME.”**

**“WE DON’T HAVE DISABLED USERS.”**

**“THE PEOPLE THAT USE OUR PRODUCT  
ARE NOT DISABLED.”**



**“IT’S A HUGE  
WASTE OF TIME.”**





The background features a detailed illustration of a crab, likely a coconut crab, rendered in a light, sketchy style. The crab is positioned diagonally across the frame. Overlaid on this and the dark red background are faint, thin white lines that form concentric, irregular circles or ellipses, resembling mathematical contour lines or a topographical map. These lines are labeled with numbers such as 360, 370, 380, 390, and 400, suggesting a scale or measurement.

**DEVELOPERS WILL FEEL LESS STRESS,  
LESS PRESSURE, LESS TIME SPENT RE-  
WORKING THINGS.**

**YOU'RE LESS LIKELY TO BE SUED BY  
AN INDIVIDUAL OR INDIVIDUALS  
WHEN THEY COME ACROSS YOUR  
PRODUCT AND THEY CANNOT  
ACCESS IT.**







# BUY-IN

**HOW DO I GET BUY-IN FROM STAKEHOLDERS, CLIENTS, COLLEAGUES?**

- **SUPPORTS TRICKLES DOWN FROM STAKEHOLDERS TO MANAGERS, TEAMS, AND INDIVIDUALS.**





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- **LIVE TESTING WITH DISABLED USERS RECORDED ON VIDEO.**



# **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.**

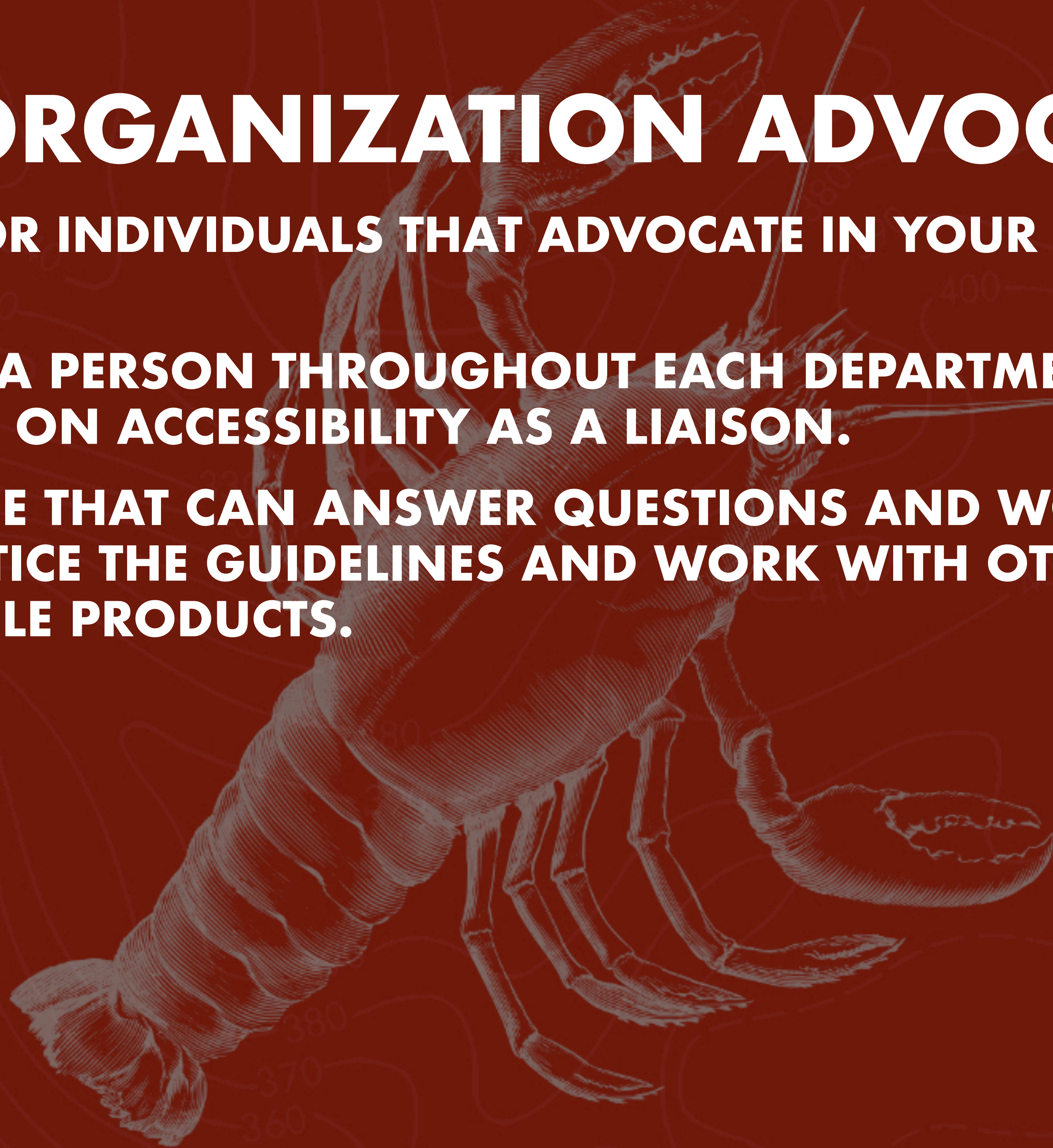




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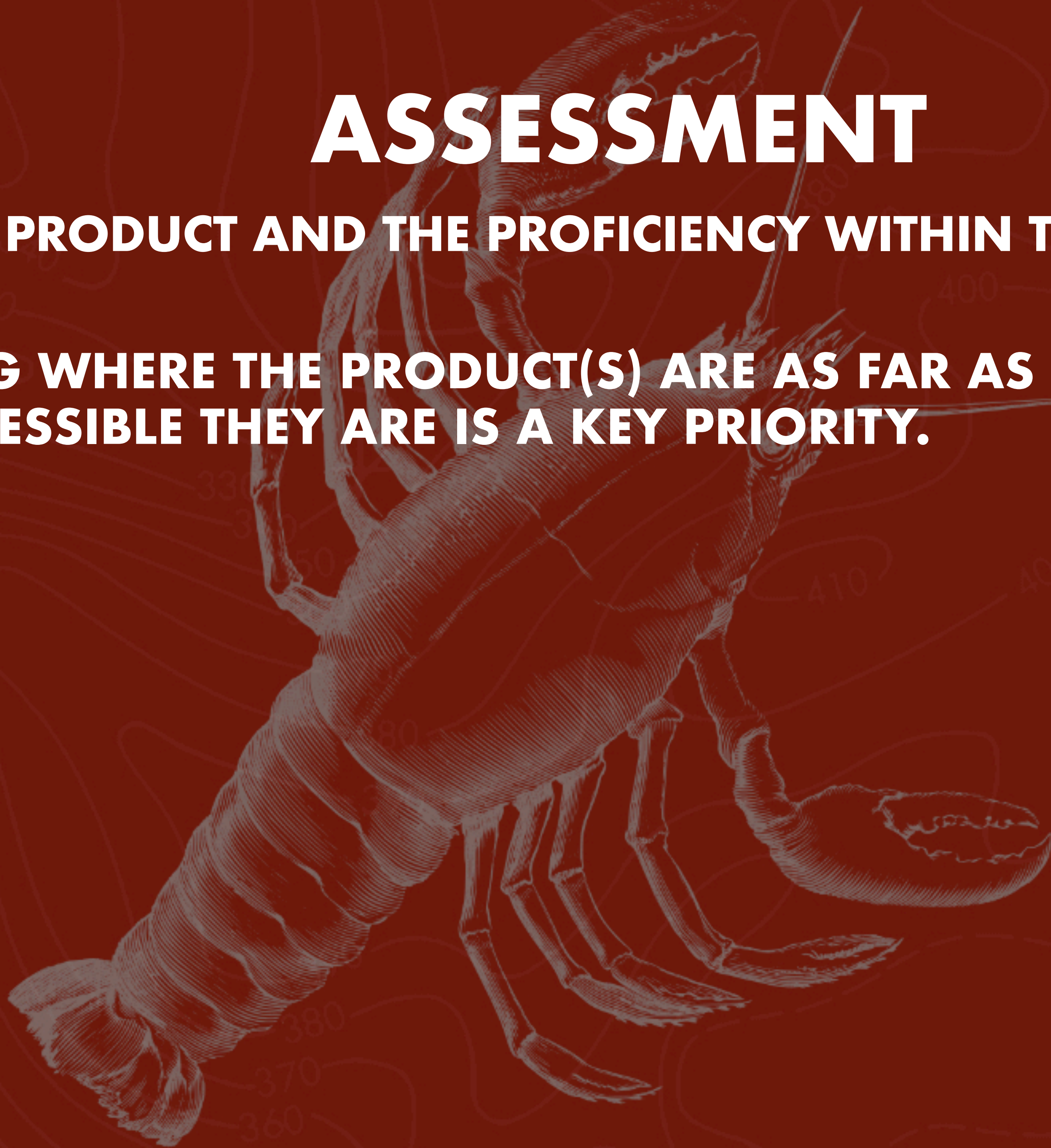
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- **HELP SET UP DOCUMENTATION AND TOOLING, SERVE AS AN INTERMEDIARY BETWEEN DEPARTMENTS.**



# 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.**

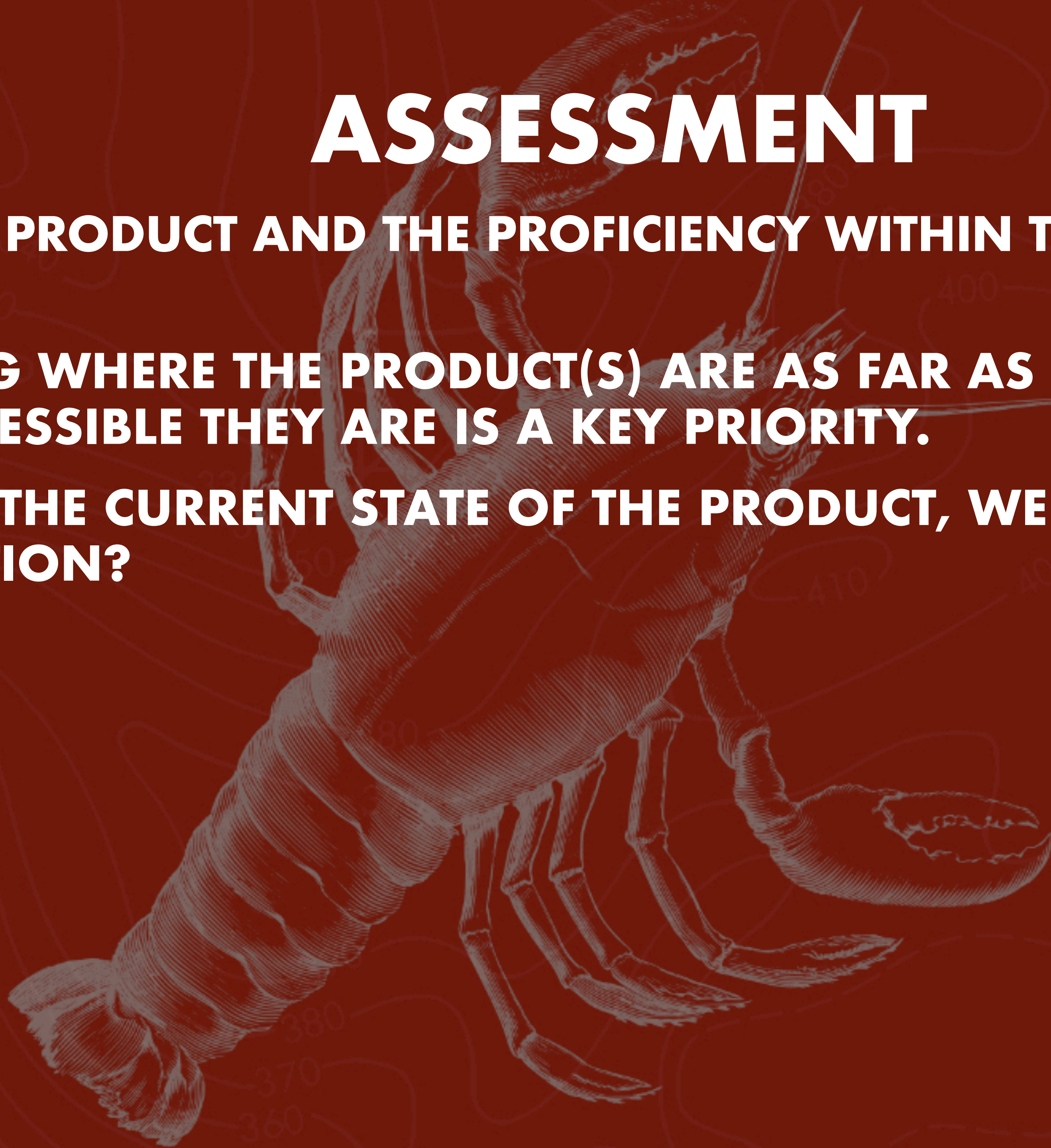




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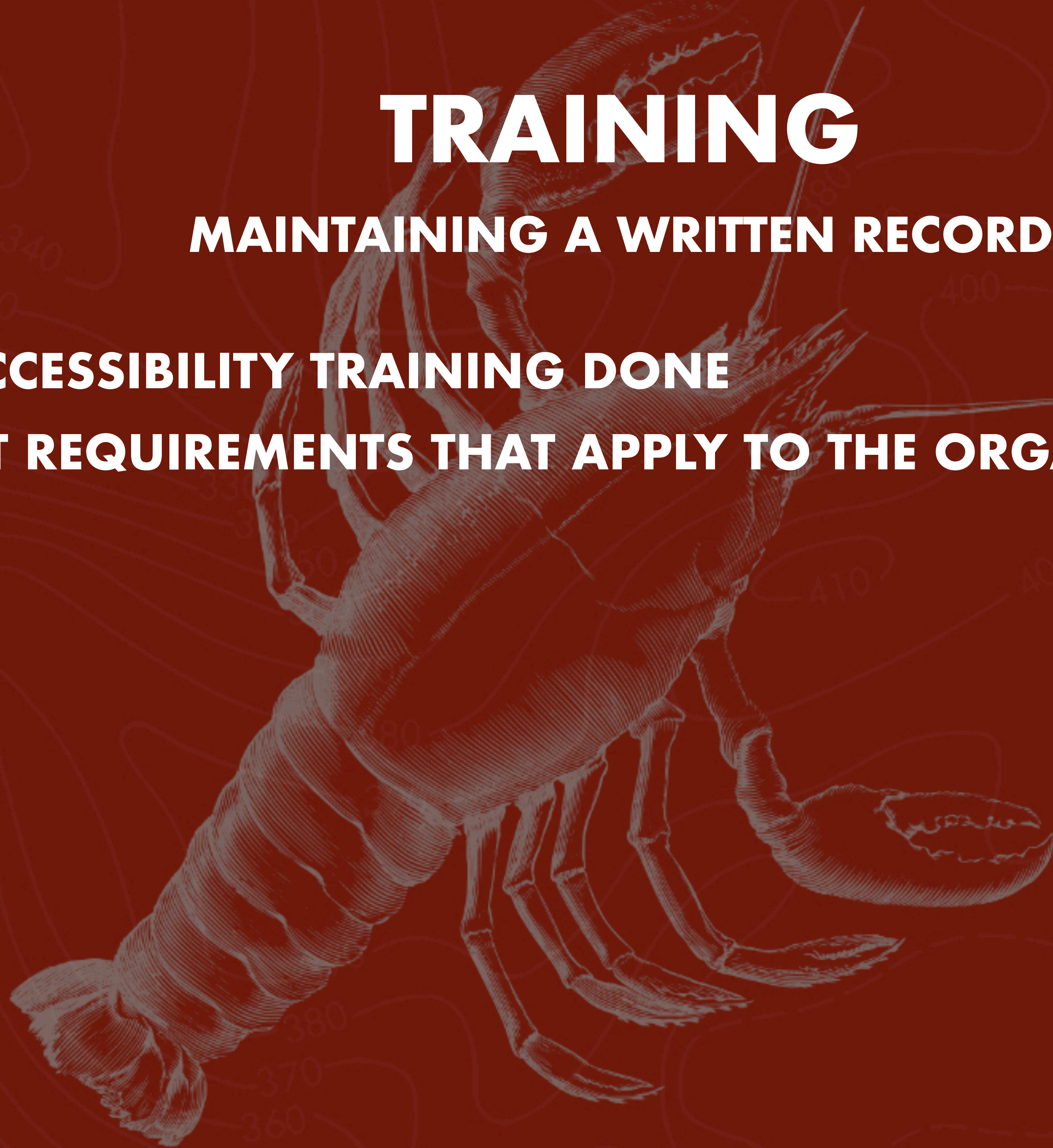
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  - **HOW MUCH TRAINING DO YOU HAVE AND WILL YOU NEED?**



# **TRAINING**

## **MAINTAINING A WRITTEN RECORD**

- **OF ALL ACCESSIBILITY TRAINING DONE**
- **TO MEET REQUIREMENTS THAT APPLY TO THE ORGANIZATION**

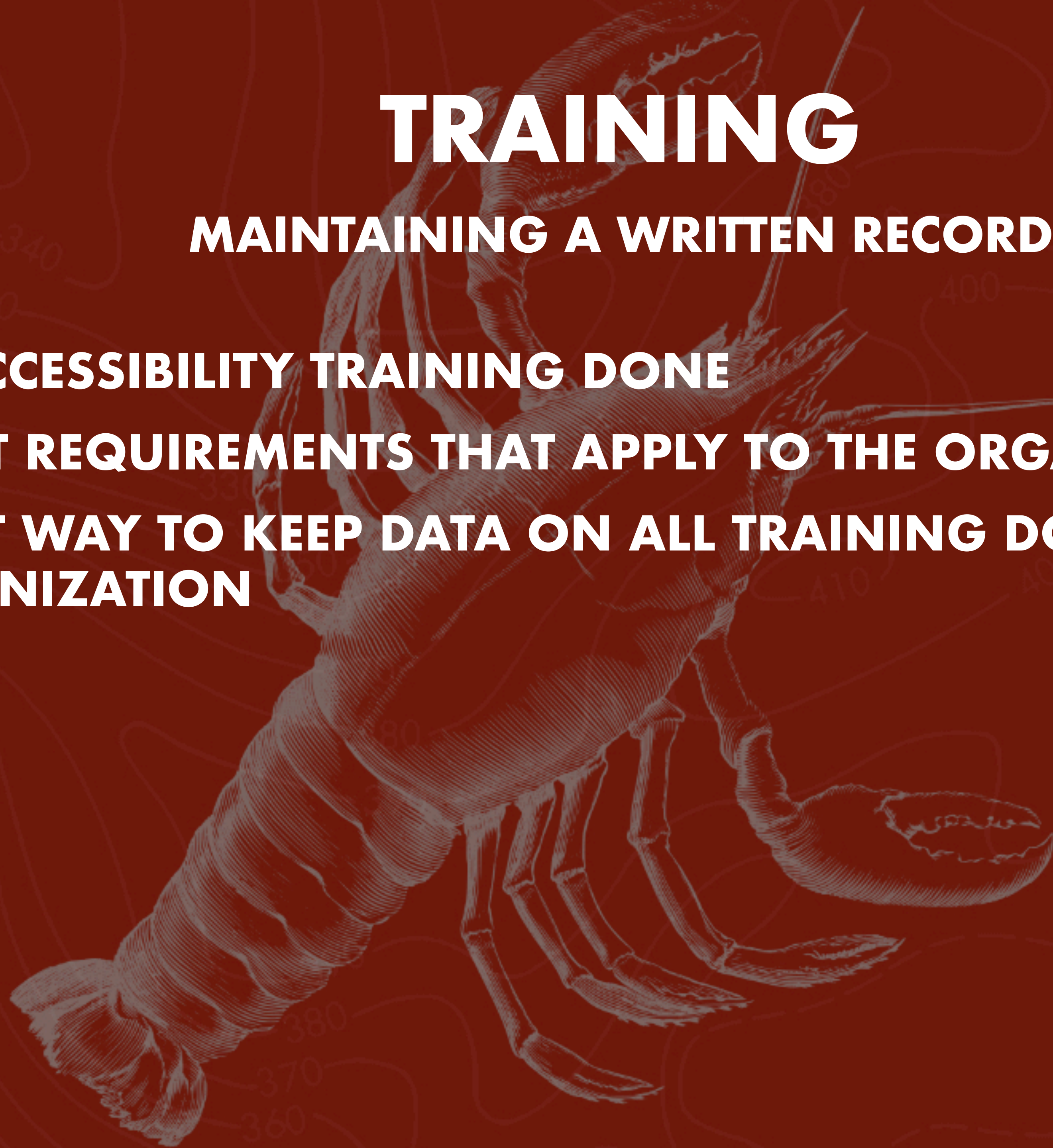




# TRAINING

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- **OF ALL ACCESSIBILITY TRAINING DONE**
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- **RECORD THE TRAINING AND WHO TRAINED AND WHEN IT WAS COMPLETED**



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- **IF THERE IS NO INTER-ORGANIZATIONAL TRAINING USE ORGS THAT DO TRAINING.**



# TRAINING

## MAINTAINING A WRITTEN RECORD

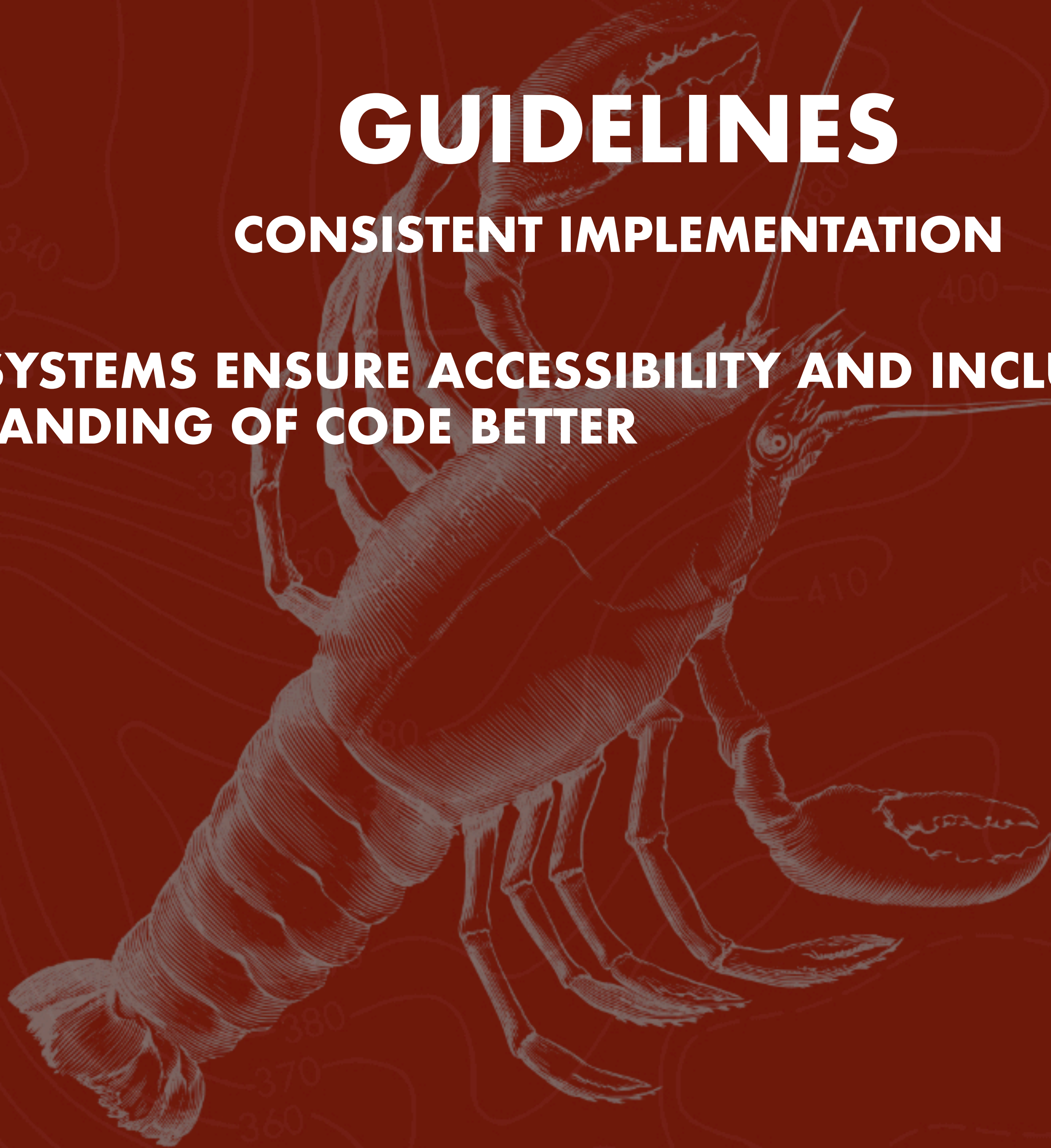
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  - **DEQUE**
  - **TPGI**
  - **WEBAIM**



# GUIDELINES

## CONSISTENT IMPLEMENTATION

- **DESIGN SYSTEMS ENSURE ACCESSIBILITY AND INCLUSIVITY AND THE UNDERSTANDING OF CODE BETTER**

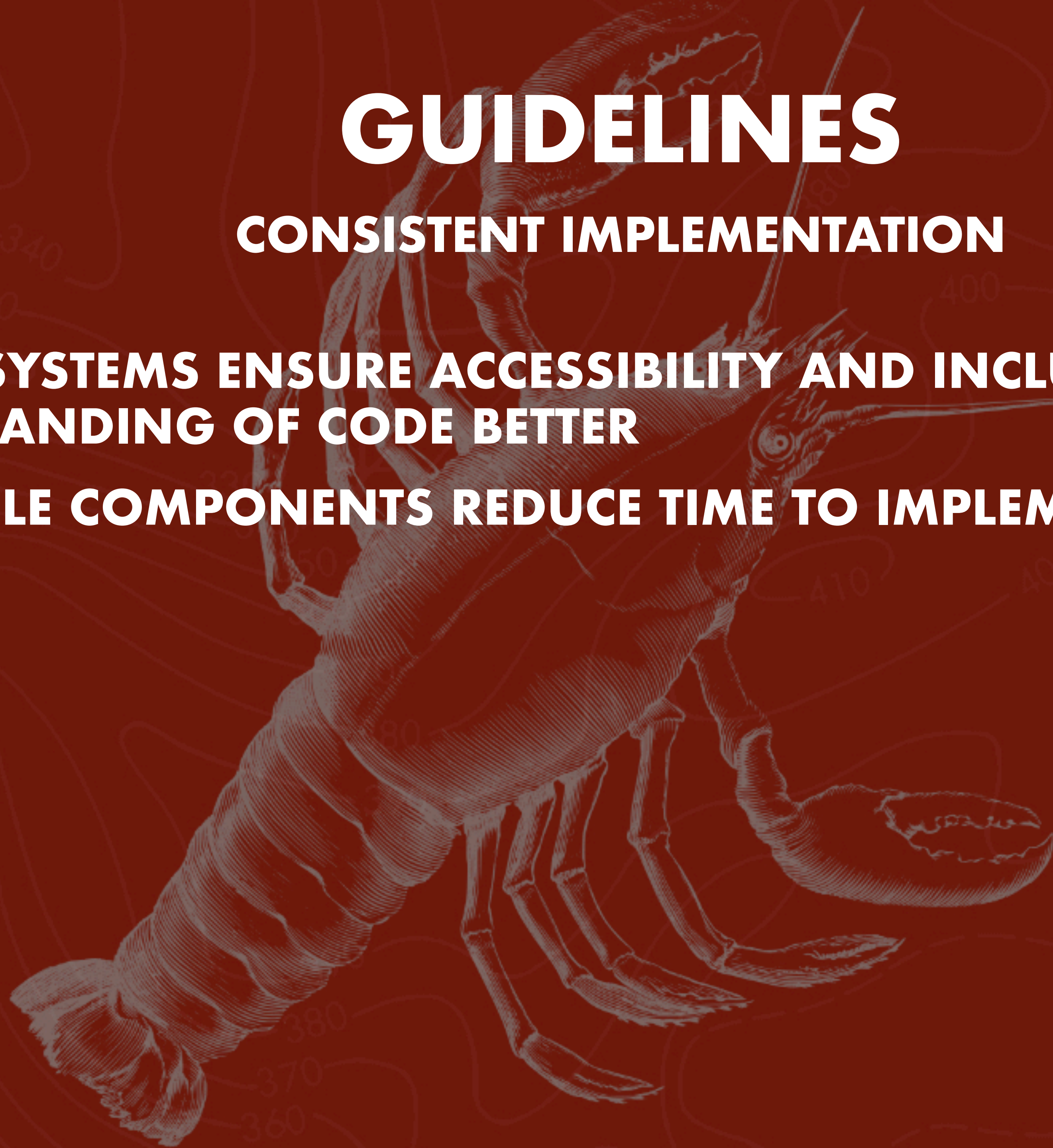




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- **DOCUMENT GUIDELINES IN A COLLABORATIVE MANNER USING TOOLS**



# **STANDARDS**

## **GUIDELINES FROM DIFFERENT COUNTRIES**

- **AMERICAN DISABILITIES ACT (ADA) - UNITED STATES**
- **SECTION 508 (U.S. GOVERNMENT)**





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- **WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG) - INTERNATIONALLY**



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- **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**





# USE CASES/TESTING

## HIRING DISABLED PEOPLE

- **TEST & RECORD CASES WHERE DISABLED USERS ARE USING THE PRODUCT**
- **PRESENT TO COLLEAGUES/STAKEHOLDERS**





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- **OUTSOURCE TESTING WITH COMPANIES:**
  - **APPLAUSE**
  - **FABLE**



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  - **APPLAUSE**
  - **FABLE**
- **HIRING DISABLED PEOPLE!**
  - **TEACHING AND ADVOCATING**



# ACCESSIBILITY OVERLAYS

The background features a detailed illustration of a crayfish, oriented diagonally from the bottom left towards the top right. The crayfish is rendered in a light, sketchy style, showing its claws, antennae, and segmented body. This illustration is overlaid on a dark red background that contains faint, light-colored contour lines, similar to a topographic map. The contour lines are labeled with numbers such as 310, 320, 330, 340, 350, 360, 370, 380, 390, and 400, indicating elevation or depth.





PROFESSOR  
Thaddeus J.  
accessiBe

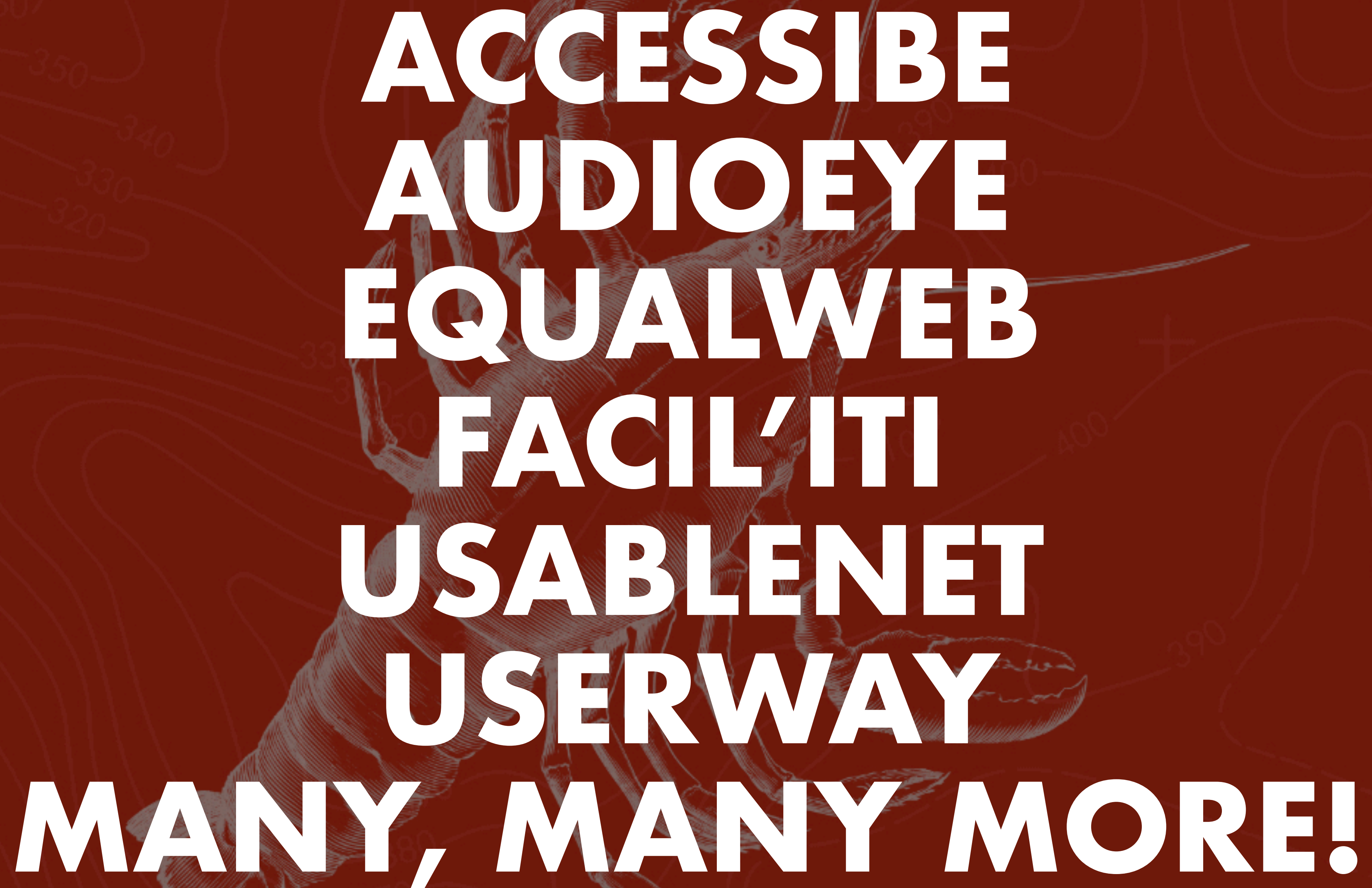
MIRACLE  
ELIXIR

MIRACLE  
ELIXIR

ENCHANTED SPRINGS, TX

MEDICINE MAN — RAINMAKER





**ACCESSIBLE  
AUDIOEYE  
EQUALWEB  
FACIL'ITI  
USABLENET  
USERWAY  
MANY, MANY MORE!**






**WILL GET**  
**YOU SUED.**





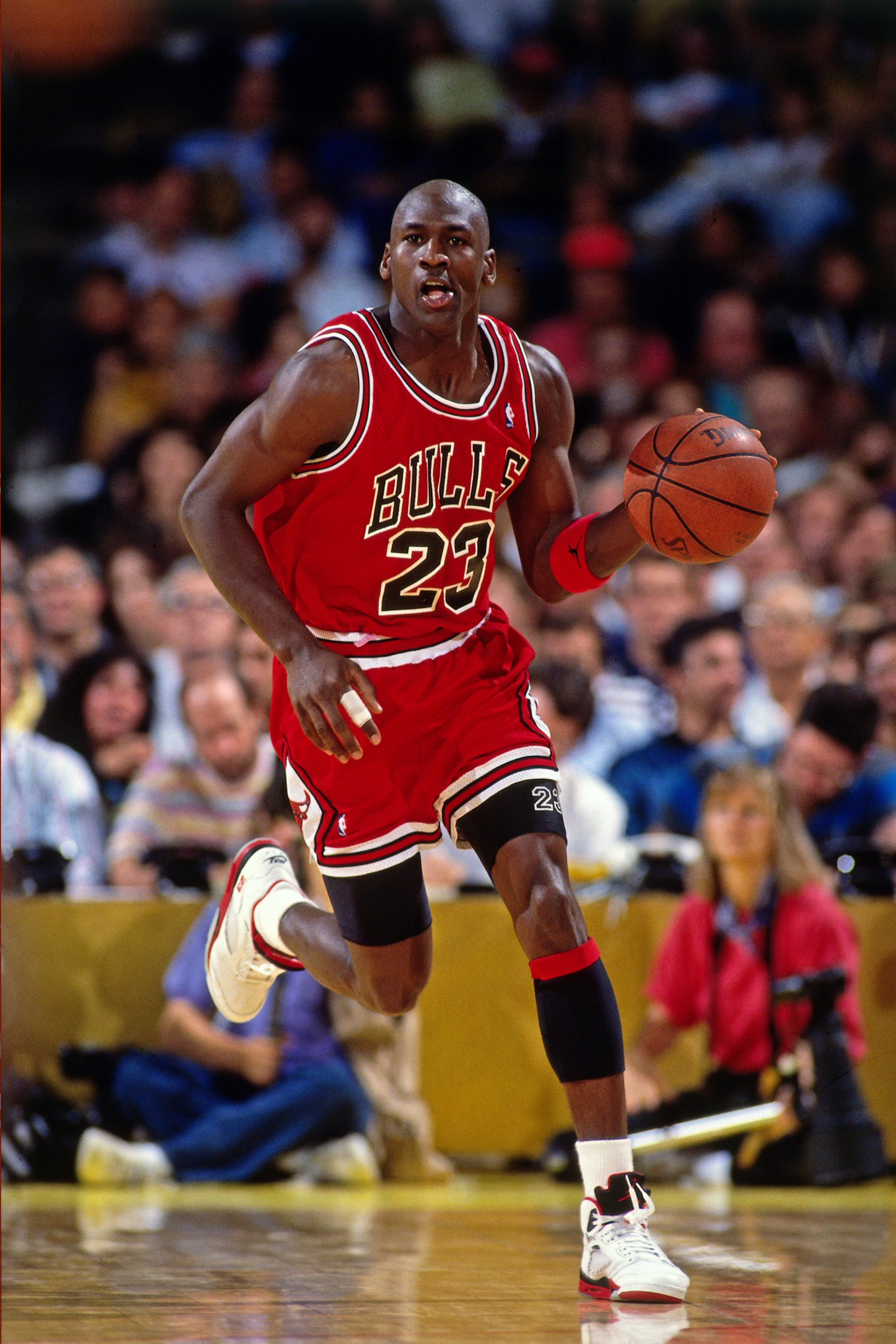
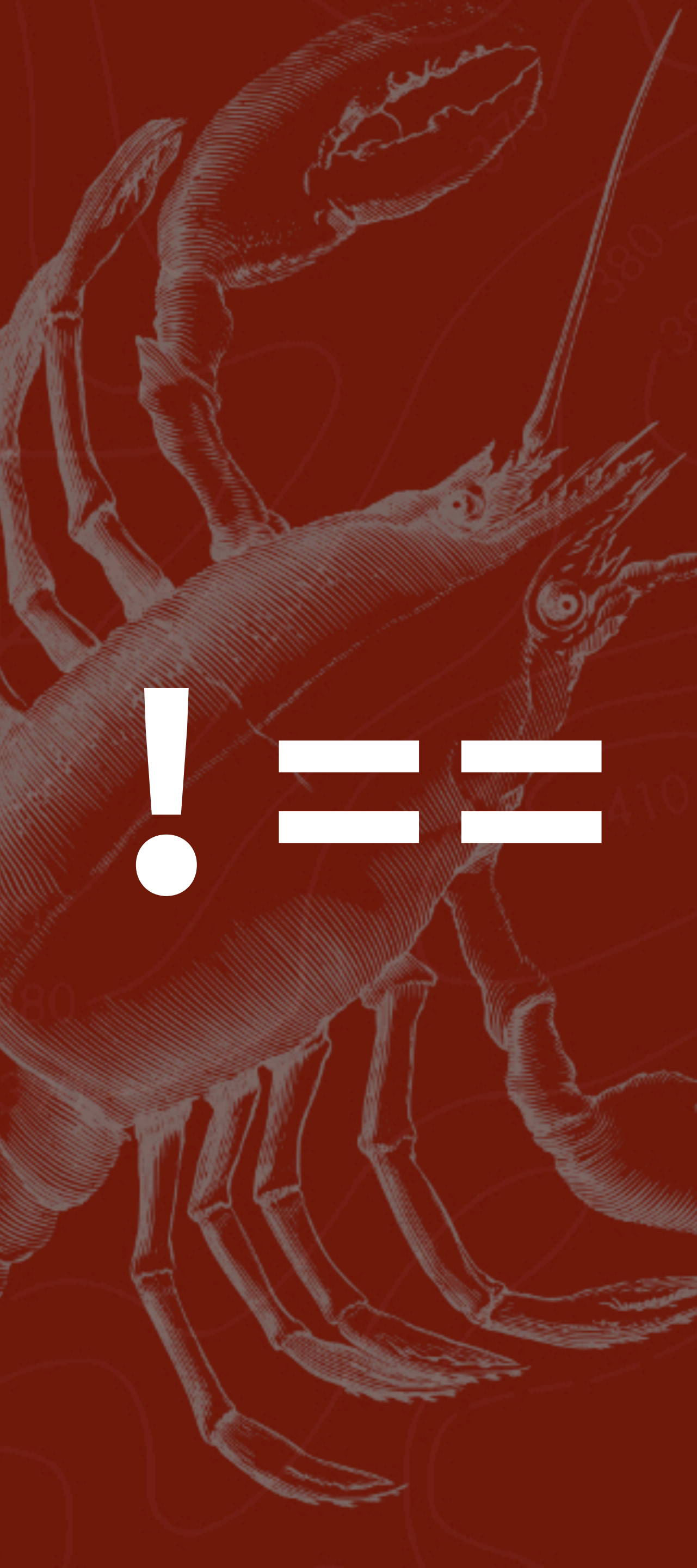
**DON'T FALL FOR  
THE GRIFT!**





```
<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**

## **ACCESSIBILITY IS NEVER DONE**

- **AUTOMATED TESTING WHEREVER POSSIBLE WITH NEW RELEASES OR CHANGES**





# **MAINTENANCE**

## **ACCESSIBILITY IS NEVER DONE**

- **AUTOMATED TESTING WHEREVER POSSIBLE WITH NEW RELEASES OR CHANGES**
- **SCREEN READER ANALYSIS BEFORE EVERY RELEASE**





# **MAINTENANCE**

## **ACCESSIBILITY IS NEVER DONE**

- **AUTOMATED TESTING WHEREVER POSSIBLE WITH NEW RELEASES OR CHANGES**
- **SCREEN READER ANALYSIS BEFORE EVERY RELEASE**
- **ANNUAL AUDITS**





# **MAINTENANCE**

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- **LIKE THE WEB, ACCESSIBILITY IS ALWAYS EVOLVING**



**DO THE WORK**









The background features a detailed illustration of a lobster, rendered in a light, sketchy style. Overlaid on this are faint, concentric contour lines and numerical values such as 360, 350, 380, 370, 360, 380, 390, 400, and 400, suggesting a technical or scientific theme.

**“...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/](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

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



The background features a detailed illustration of a crab, possibly a coconut crab, rendered in a light, sketchy style. The crab is positioned diagonally across the frame. Overlaid on this is a topographic map with contour lines and numerical values such as 360, 350, 380, 390, 400, and 370, suggesting an elevation or depth scale. The entire composition is set against a solid dark red background.

**DESIGN AND DEVELOP FOR  
PEOPLE NOT LIKE YOURSELF  
AND KEEP THAT IN MIND  
WHEN THROWING WORDS  
LIKE “INCLUSIVE” AND  
“ACCESSIBLE” AROUND.**



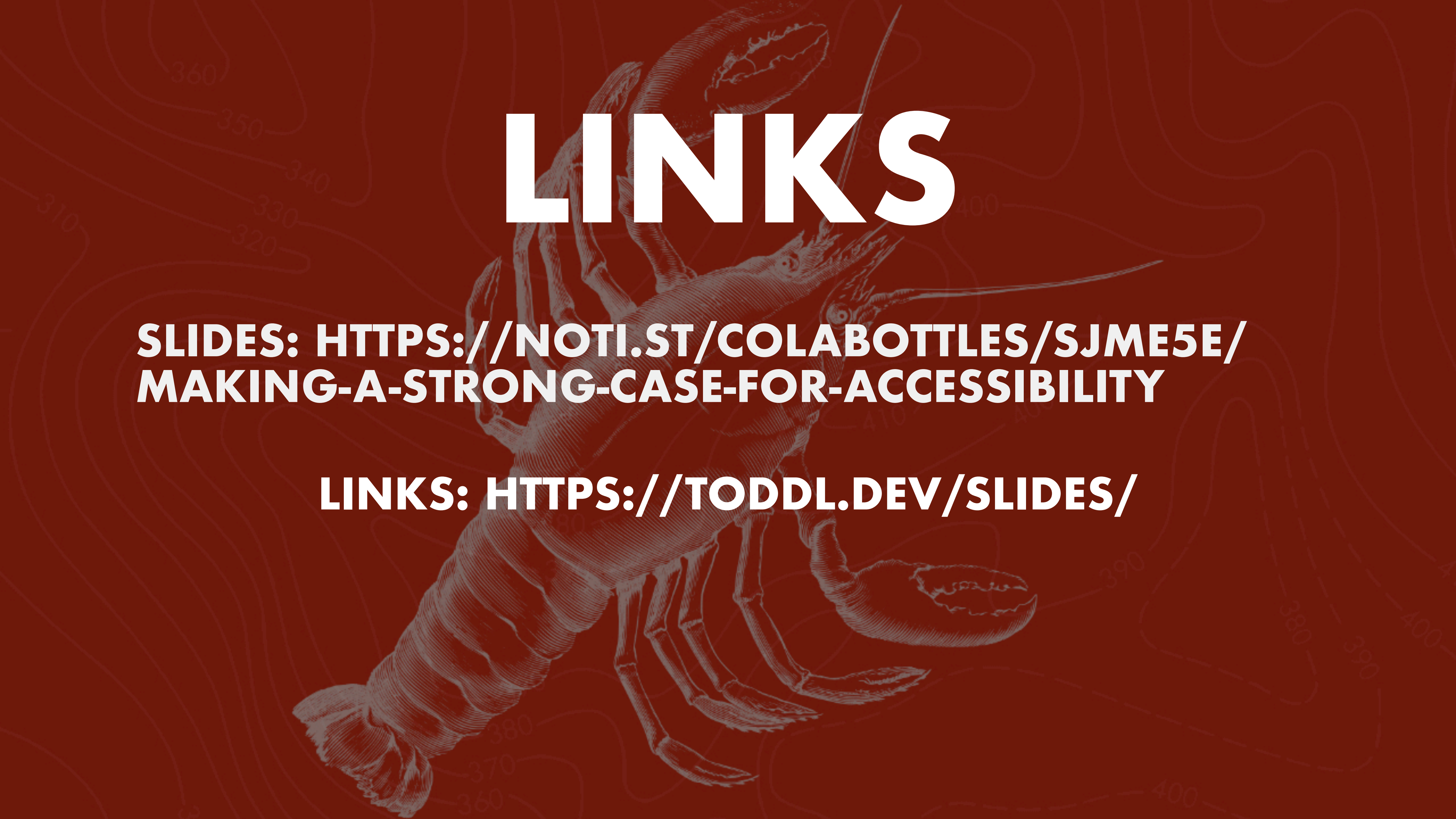


**A11Y IS A RIGHT.  
NOT A PRIVILEGE.**

[HTTPS://COTTONBUREAU.COM/PRODUCTS/A11Y-IS-A-RIGHT#/5254640/](https://cottonbureau.com/products/a11y-is-a-right#/5254640/)



# LINKS

The background features a detailed illustration of a lobster, rendered in a light, sketchy style, positioned diagonally across the frame. This illustration is overlaid on a dark red background that also contains faint, light-colored topographic contour lines and numerical values (e.g., 310, 320, 330, 340, 350, 360, 370, 380, 390, 400) scattered throughout.

**SLIDES: [HTTPS://NOTI.ST/COLABOTTLES/SJME5E/MAKING-A-STRONG-CASE-FOR-ACCESSIBILITY](https://noti.st/colabottles/sjme5e/making-a-strong-case-for-accessibility)**

**LINKS: [HTTPS://TODDL.DEV/SLIDES/](https://toddl.dev/slides/)**





**THANKS!**