Making A Strong Case For Accessibility

Todd Libby

@toddlibby

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THE HOME DEPOT

Who Are You?

Accessibility Engineer @ WebstaurantStore

Front End/Backend Developer, Accessibility Advocate, W3C Member

Errors, Page Complexity, and Error Density

Across the one million home pages, 51,379,694 distinct accessibility errors were detected—an average of 51.4 errors per page. The number of errors decreased by 15.6% between February 2020 (60.9 errors) and February 2021 (51.4 errors)! "Errors" are WAVE-detected accessibility barriers having notable end user impact, and which have a very high likelihood of being WCAG 2 Level A/AA conformance failures.

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

"The design of mainstream products and/or services that are accessible to, and usable by, as many people as reasonably possible... without the need for special adaptation or specialized design."

— The British Standards Institution (2005)

https://shop.bsigroup.com/upload/Download/30317424.pdf

https://www.w3.org/TR/WCAG21/#contrast-minimum

Arial Font, 18pt, 4.5 to 1 Level AA

Arial Font, 18pt, 2.57 to 1

Arial Font, 18pt, 6.1 to 1

Arial Font, 18pt, 4.91 to 1

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

`<img src="/path/to/img/lobster.png">` 🚫

`<img src="/path/to/img/lobster.png" alt="">` ✅

`<img src="/path/to/img/lobster.png" alt="Todd's lobster rolls">` ✅

Other Examples

Other examples of practical digital accessibility

- Scrollable interactive content

- Alternative text on images where necessary (infographics, charts, graphs)

- Sunlight when viewing mobile phone screen

- Other situational disabilities

  - Broken arm

  - Child on lap

"The client doesn't have the budget for it."

"We'll get to it after launch."

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"The people that use our product aren't disabled."

"The client doesn't have the budget for it."

"We'll get to it after launch."

"The people that use our product aren't disabled."

"We don't have disabled users."

* GROWLING, HISSING *

"You'll be saving the company a lot of money when you do this from the start."

"When maintenance is needed, it won't take the team as long to maintain the code because of accessibility and clean, semantic code."

"Your developers will feel less stress, less pressure, less headaches, 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?

- Once you have stakeholder support, then you may see support trickle down to managers, then teams, and then individuals.

- "You'll be saving the company a lot of money when you do this from the start. When maintenance is needed, it won't take the team as long to maintain the code because of accessibility and clean code."

- Cite instances from the lawsuits that have been won against Target, Bank of America, Domino's Pizza, and others.

- Live testing with disabled users are also another way to get buy-in across the board.

Organization Advocates

Teams or individuals that advocate in your organization

- Having a person throughout each department or a team focused on accessibility.

- Have an individual who is the liaison regarding accessibility.

- 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 the point 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?

- What is the current state of the website or mobile application?

- Getting the general idea of the level of knowledge that teams and people in the company currently have.

    1. How versed are they in accessibility guidelines and practices?

    2. Do they know anything about the Web Content Accessibility Guidelines (WCAG)?

    3. 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
    - 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 such as:
    - WebAIM
    - Deque
    - TPGi

Guidelines

Consistent implementation

- Reduces the amount of work
- Reduces the amount of stress teams are under
- 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) - United States
- Section 508 (U.S. Government)
- Accessible Canada Act (ACA) - Canada
- EN 301 549 - 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 colleagues/stakeholders
- Outsource testing with companies:
  - Applause
  - Fable
- Hire disabled people!
  - Teaching and advocating

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!
- Like the ever-evolving web, accessibility is always evolving

Anna E. Cook
@annaecook

@HulkDad79 @Annaisdesigning @toddlibby To build on making a case, I recommend constant effort. That is, start asking about accessibility in reviews, make it integrated in your work.

Your team will come around when you show them it's possible and easier than they probably think.

Now What?

Do The Work

"...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/

- AccessiBe

- Accessiblelink

- Accessiway

- Adally

- Adapte Mon Web (Adapt my Web)

- Allyable

- AudioEye

- EqualWeb

- FACIL'iti

- Lisio

- MaxAccess

- MK-Sense

- ReciteME

- Sogo

- TruAbilities

- True Accessibility

- User1st

- UserWay

- Purple Lens

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Larene
@LareneLg

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

A11y is a *right.*

NOT a privilege.

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

Thank you!

@toddlibby
https://toddl.dev

https://noti.st/colabottles/y0skmR/making-a-strong-case-for-accessibility