

Trolleys, veils, prisoners

Hidde de Vries • 20-11-2019 • Design in Government Conference, Rotterdam





Hidde de Vries

**Web Developer and
Accessibility Specialist**





Web Accessibility
Initiative WAI

WCAG

WCAG

ATAG

WCAG

ATAG

UAAG

WCAG

ATAG

UAAG

ARIA

WCAG

ATAG

UAAG

ARIA

**Planning,
designing,
developing,
testing,
advocating
training...**

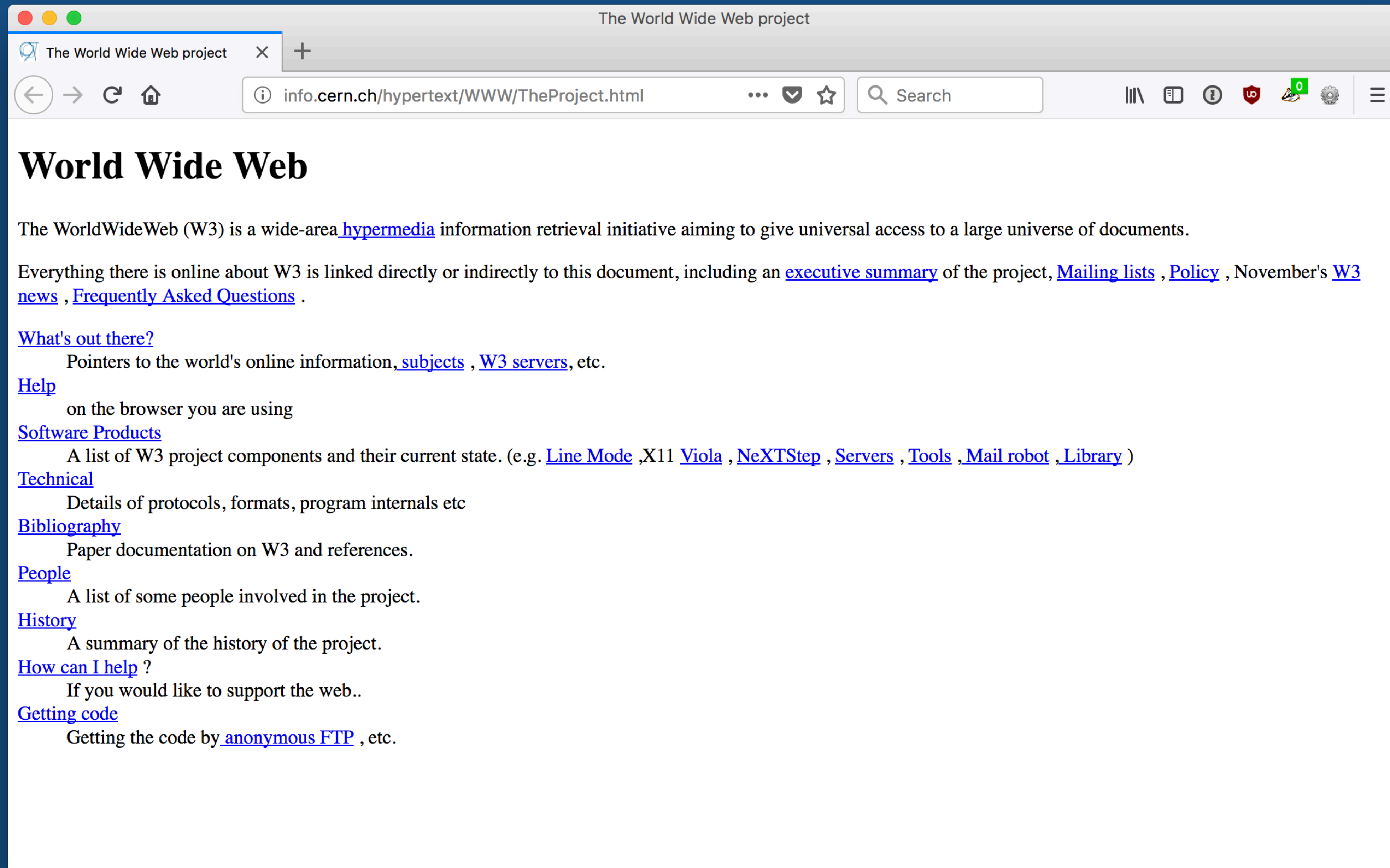
[w3.org/WAI](https://www.w3.org/WAI)



Arguments
for #a11y

*Arguments
for #a11y*

technical



Arguments
for #a11y

*Arguments
for #a11y*

technical

*Arguments
for #a11y*

**technical
legal**

*Arguments
for #a11y*

**technical
legal
business**

*Arguments
for #a11y*

technical

legal

business

moral

What
is ethics?

*What
is ethics?*

how to live

*What
is ethics?*

**how to live
what to do**

*What
is ethics?*

how to live

what to do

how we want our

world shaped

facebook



NETFLIX



*What
is ethics?*

how to live

what to do

how we want our

world shaped

*Ethical
theories*

virtue ethics

duty ethics

utilitarianism



**There's no fixed set of
moral rules, it's about
learning character traits**

honesty
moderation
generosity
friendliness
courage

**You don't get virtuous
by chance, it is hard
work and a bit like
acquiring a skill.**

courage

fear ————— confidence

courage



courage

fear



confidence



mean

courage

fear



confidence



mean

“

Finding the mean in any given situation is not a mechanical or thoughtless procedure, but requires a full and detailed acquaintance with the circumstances.

Richard Kraut, *Aristotle's Ethics*
(in: Stanford Encyclopedia of Philosophy)

**Give thought to the
circumstances and
find the best mean.**

**“Don’t skip
header levels”**

“Use semantic markup”

**Vasilis**

@vasilis

[Follow](#)

Here's your monthly reminder that your visitors are not statistics but actual people.

vvg.gr/id

1:00 AM - 13 Nov 2017



Tweets
49.7K

Following
245

Followers
2,598

Likes
14.2K

Lists
3



by Anne Gibson

31 Jul 2014

An Alphabet of Accessibility Issues

A is blind, and has been since birth. He's always used a screen reader, and always used a computer. He's a programmer, and he's [better prepared to use the web](#) than most of the others on this list.

B fell down a hill while running to close his car windows in the rain, and [fractured multiple fingers](#). He's trying to surf the web with his left hand and the keyboard.

C has a blood cancer. She's been on chemo for a few months and, despite being

[MD is fighting with a blood cancer and has a bad time](#)

**Let's regard finding
the mean accessible
solution as a skill, too.**





**people as
rational beings**

categorical imperative

“

***Act only according to that maxim by which
you can at the same time will that it should
become a universal law.***

Immanuel Kant, *Grounding for the Metaphysics of Morals*

The process

The process

1. Make a rule

The process

- 1. Make a rule**
- 2. Is this rule objective?**

The process

- 1. Make a rule**
- 2. Is this rule objective?**
- 3. Could this rule
apply universally?**

morality vs prudence



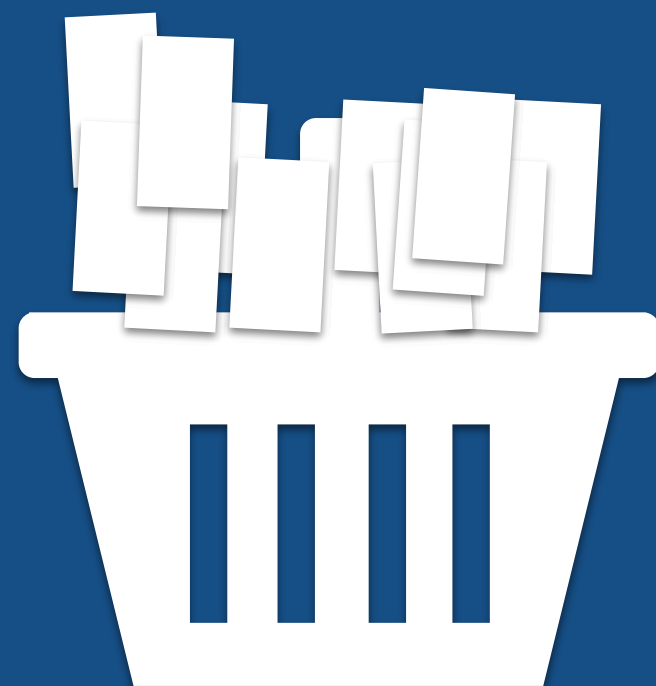
The greatest happiness principle



**Does my action
increase the world's
total happiness?**



**Does my action
increase the world's
total happiness?**



**What is an
increase in
happiness?**

**Make changes that
increase happiness,
avoid those that don't**

**Does my action
increase the world's
total happiness?**



**Does my action increase
the website's total
accessibility?**



“

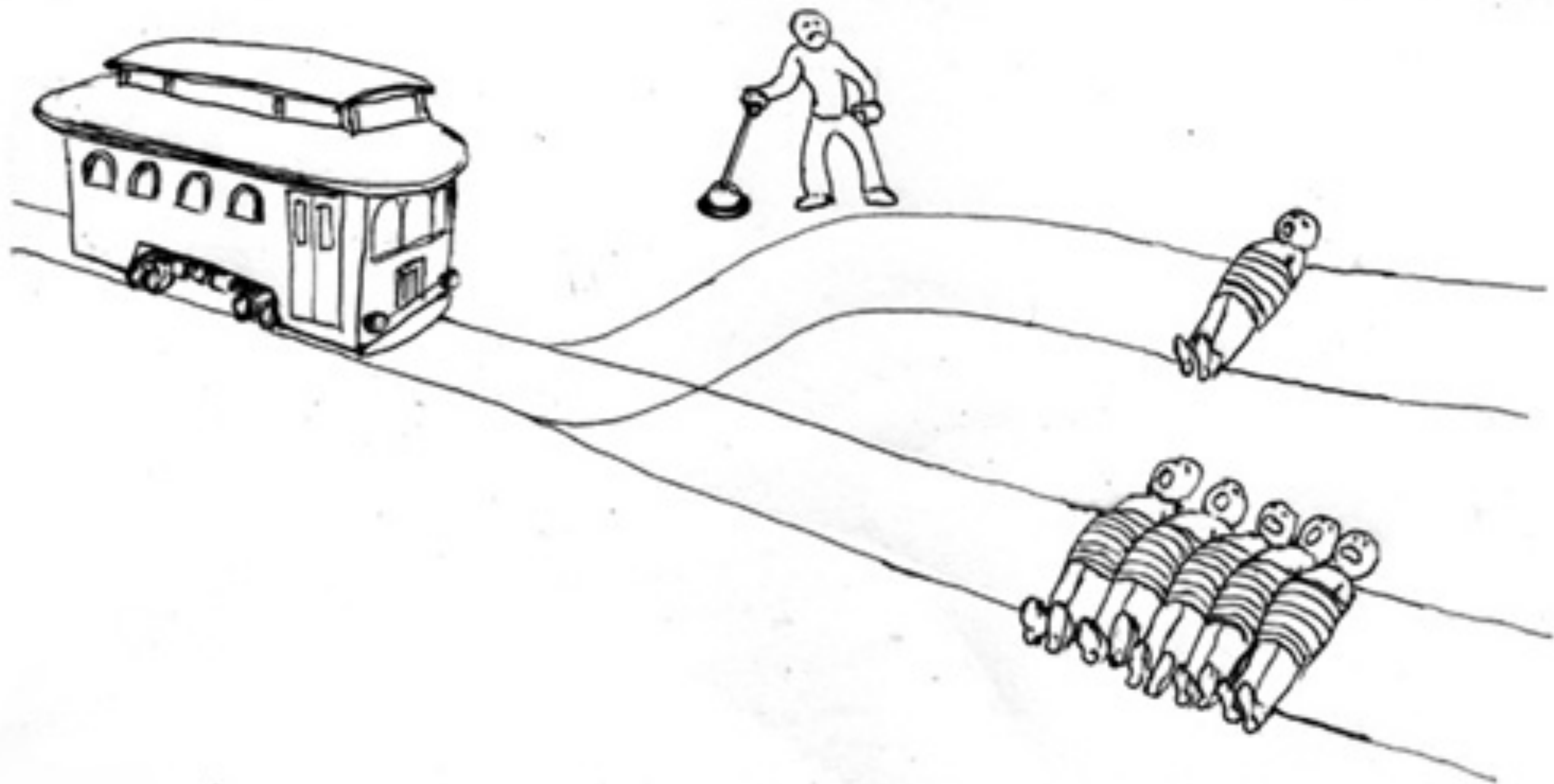
***It doesn't have to be perfect,
it just has to be a little bit
better than yesterday.***

Léonie Watson

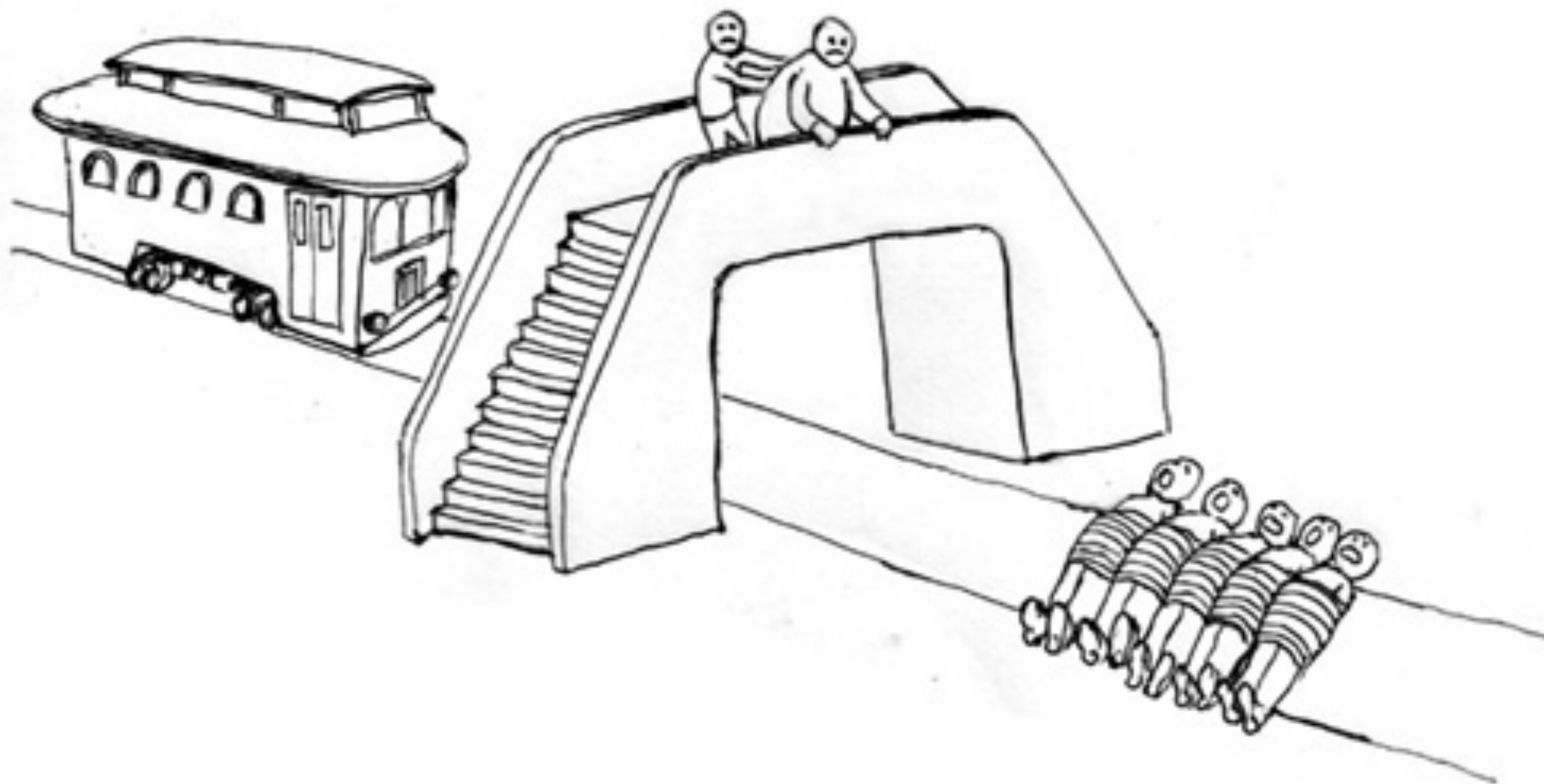


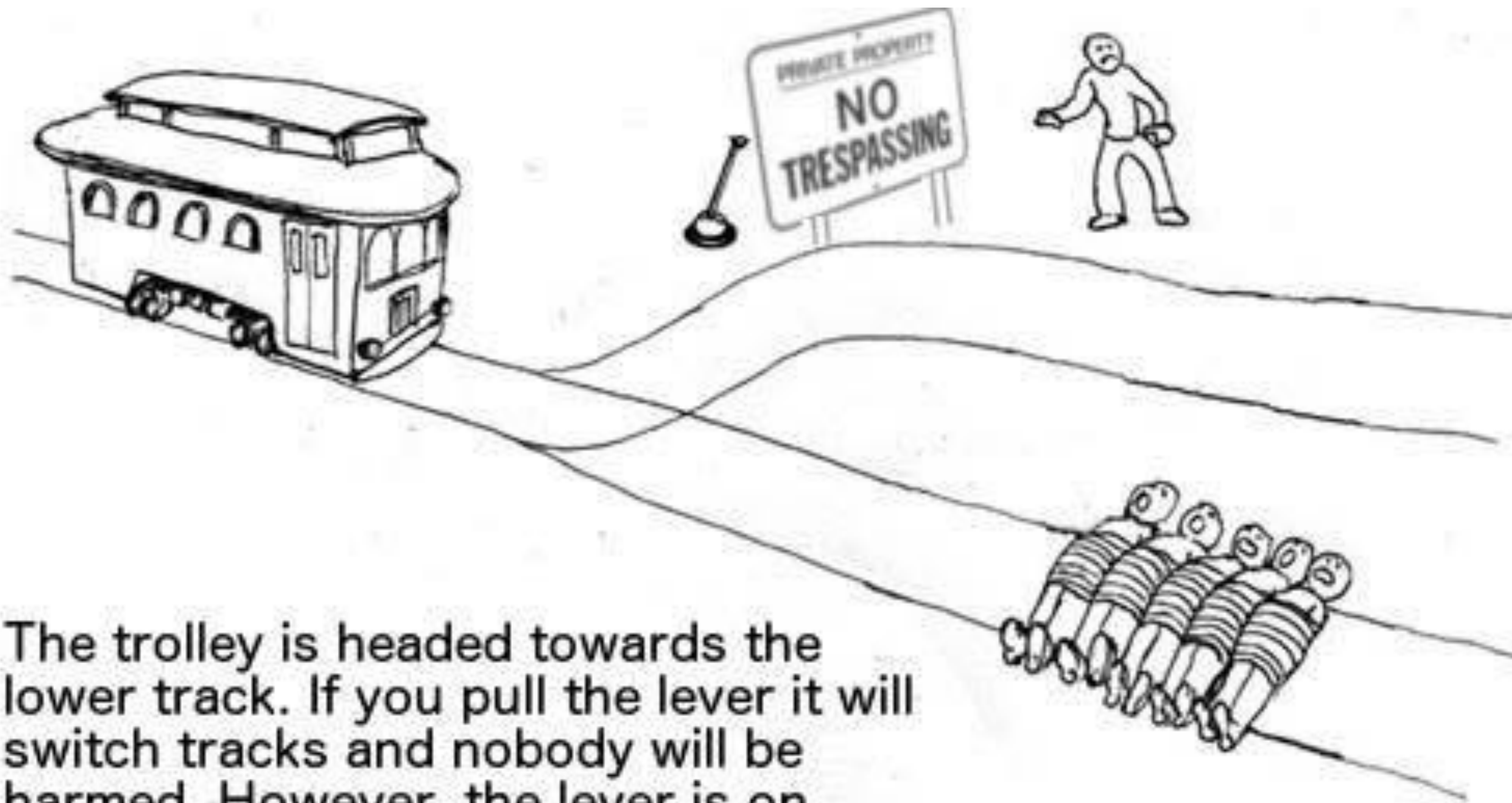


The trolley problem









The trolley is headed towards the lower track. If you pull the lever it will switch tracks and nobody will be harmed. However, the lever is on private property and pulling it would violate the NAP. Do you pull the lever?

**This is about making
the right choices**

Shop

- AirPlay Speakers
- Headphones
- Recertified Products
- Accessories
- Shipping Information
- Returns





Discover

- History of Bowers & Wilkins
- John Bowers
- Technologies
- Bowers & Wilkins for business
- Music Downloads
- Sound System
- Classé Audio

Support

- Find a retailer
- Shop support
- Product registration
- Compliance information
- Counterfeit products
- Product Archive
- Contact Bowers & Wilkins

Follow

-  Newsletter
-  Twitter
-  Facebook
-  YouTube
-  Blog

Footer at [bowers-wilkins.com](https://www.bowers-wilkins.com)

lots of
subtle
shades of
grey

lots of
contrast

formation about the user's location within a

se (Link Only): A **mechanism** is available to

e, except where the purpose of the link wou

eadings: Section headings are used to orga

@hdy s used in its general sense and includes t

set focus
styles to
outline:
none;

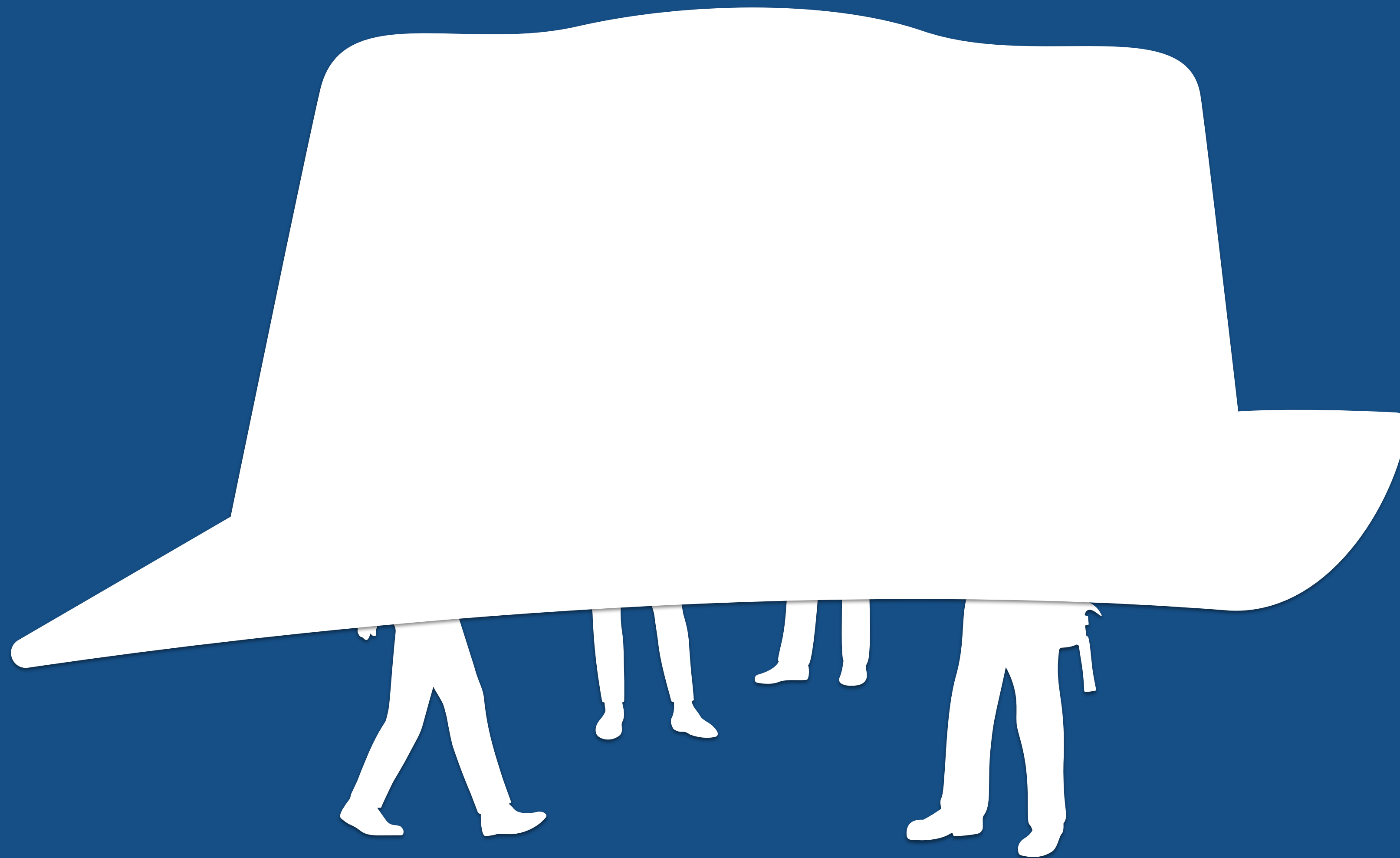
design a
prettier
focus
indicator

**As a digital team,
you have a lever to pull**



The veil of ignorance

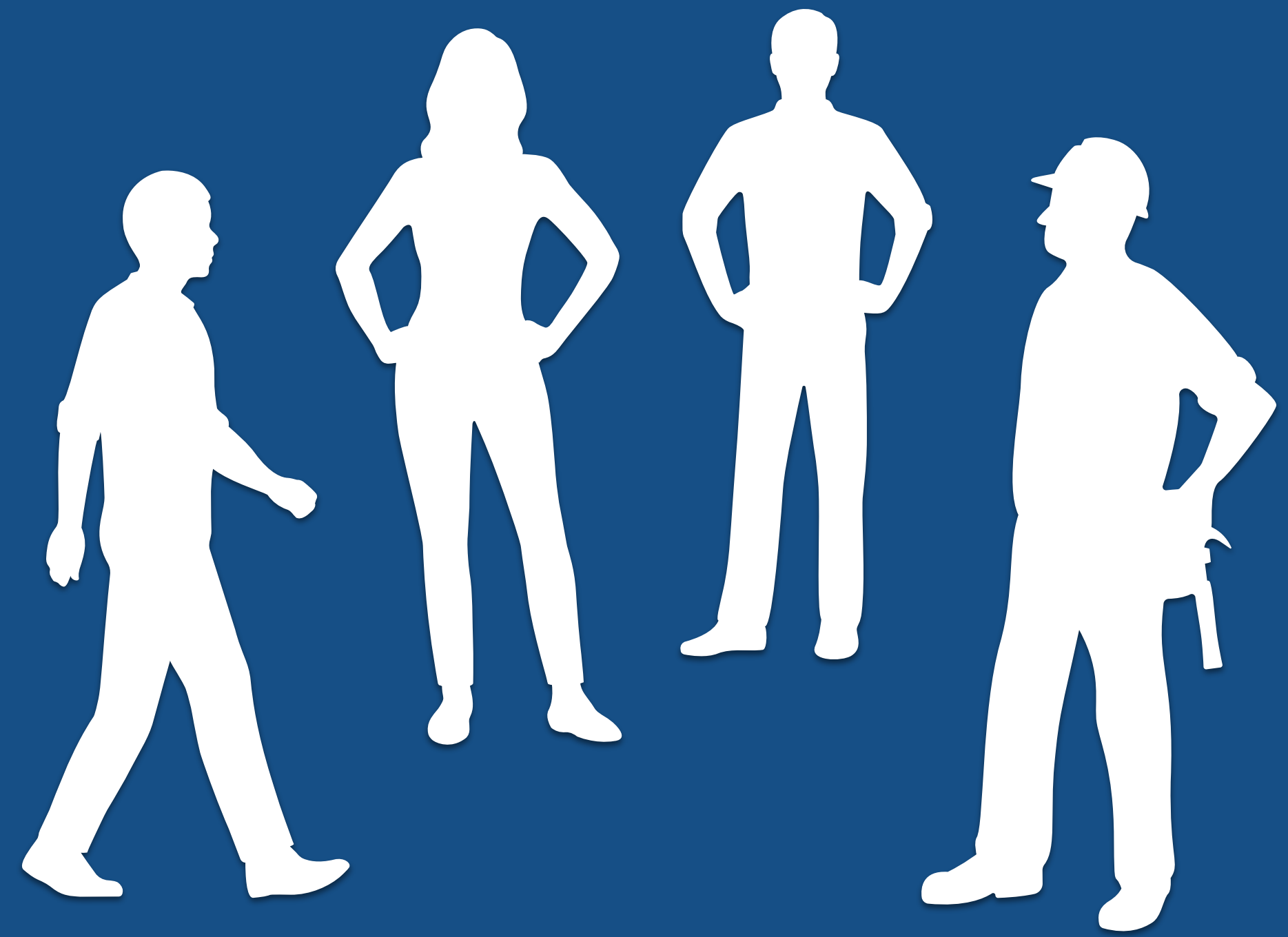




original position



Distributing passports



“

Amongst the essential features of this situation is that no one knows his place in society, his class position or social status, nor does any one know his fortune in the distribution of natural assets and abilities, his intelligence, strength and the like.

John Rawls, *A theory of justice*

*Veil of
ignorance*

**principle of
equal liberty**

*Veil of
ignorance*

**difference
principle**

**Consider new
features from the
original position**

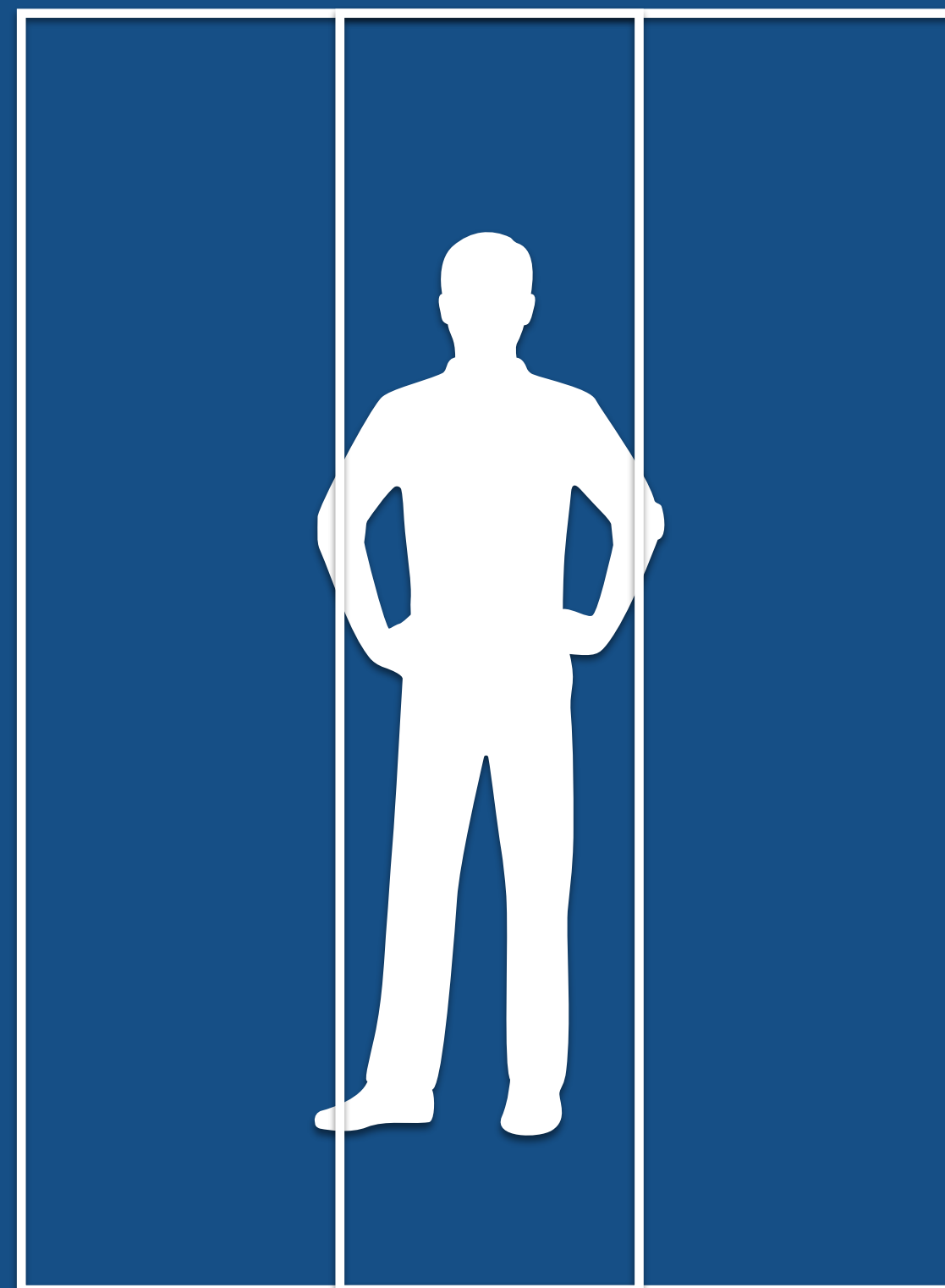
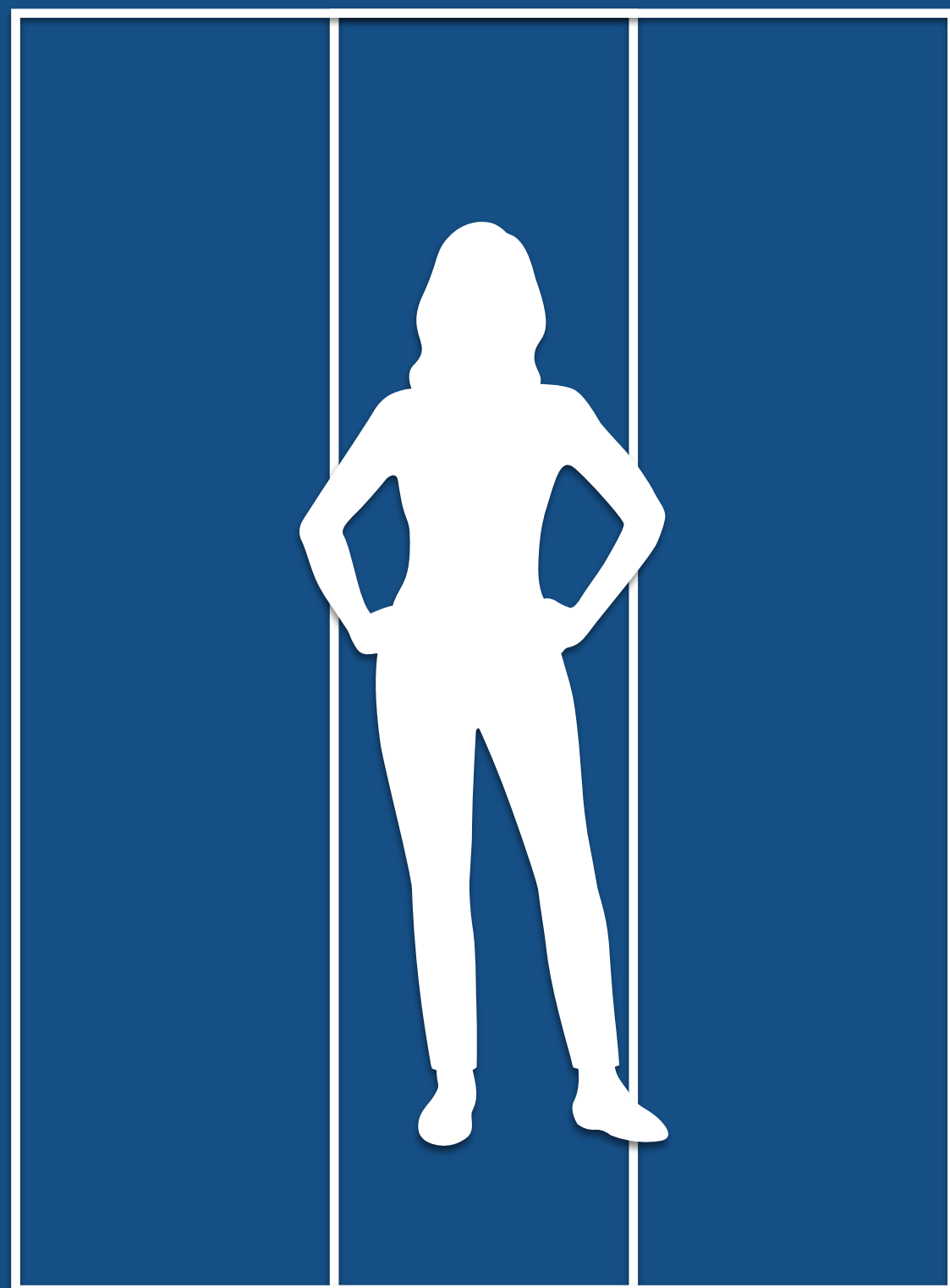








The prisoner's dilemma



		B	
		B stays silent	B betrays
A	A stays silent	-1, -1	-3, 0
	A betrays	0, -3	-2, -2

Prisoner's
dilemma

**conflicting
interests**



front-end dev



designer

*"Let's keep
the focus
indicator in
place"*



front-end dev



designer

*"Let's keep
the focus
indicator in
place"*



front-end dev



designer

*"Na, looks
ugly, not
good for
my portfolio"*



SEO consultant



a11y expert

"Please make
all the things
<h1>"



SEO consultant



a11y expert

"Please make
all the things
<h1>"



SEO consultant



a11y expert

"Eh but our
users need a
sensible header
structure"



front-end dev



CEO

*"Let's spend
some time
on making
that carousel
more inclusive"*



front-end dev



CEO

*"Let's spend
some time
on making
that carousel
more inclusive"*



front-end dev



CEO

*"I'd rather
spend the
budget on
our TV ad"*

**Line up interests to
get more people
care about accessibility**

Make the business case.

“What is the business case for accessibility?”

GDS

Alice Bartlett, Fronteers 2015
<https://vimeo.com/145138872>

W3C® Web Accessibility Initiative WAI

Strategies, standards, resources to make the Web accessible to people with disabilities

Get Involved | About W3C WAI

Search

Accessibility Fundamentals | Planning & Policies | Design & Develop | Test & Evaluate | Teach & Advocate | Standards/Guidelines

Home / Teach & Advocate / Business Case

Teach & Advocate

Overview

Make Presentations Accessible

Develop Accessibility Training

Before and After Demo (BAD)

Contacting Inaccessible Websites

Business Case

Bibliography

Summary

This article examines the rationale for organizations to address accessibility. It includes tangible and intangible benefits, and the risks of not addressing accessibility adequately. It explores how accessibility can:

- **Drive Innovation:** Accessibility features in products and services often solve unanticipated problems.
- **Enhance Your Brand:** Diversity and inclusion efforts so important to business success are accelerated with a clear, well-integrated accessibility commitment.
- **Extend Market Reach:** The global market of people with disabilities is over 1 billion people

Languages/Translations

English (Original)

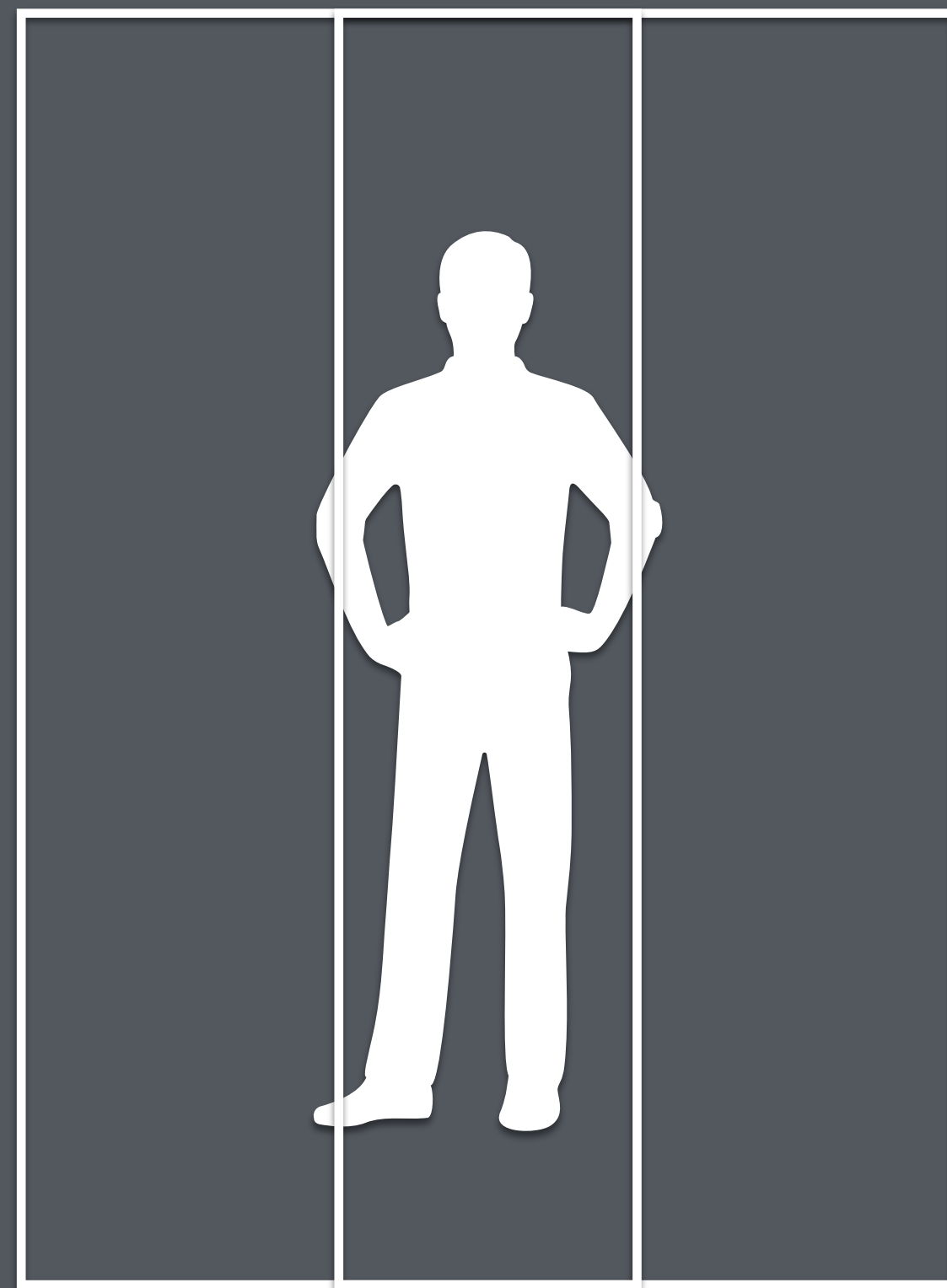
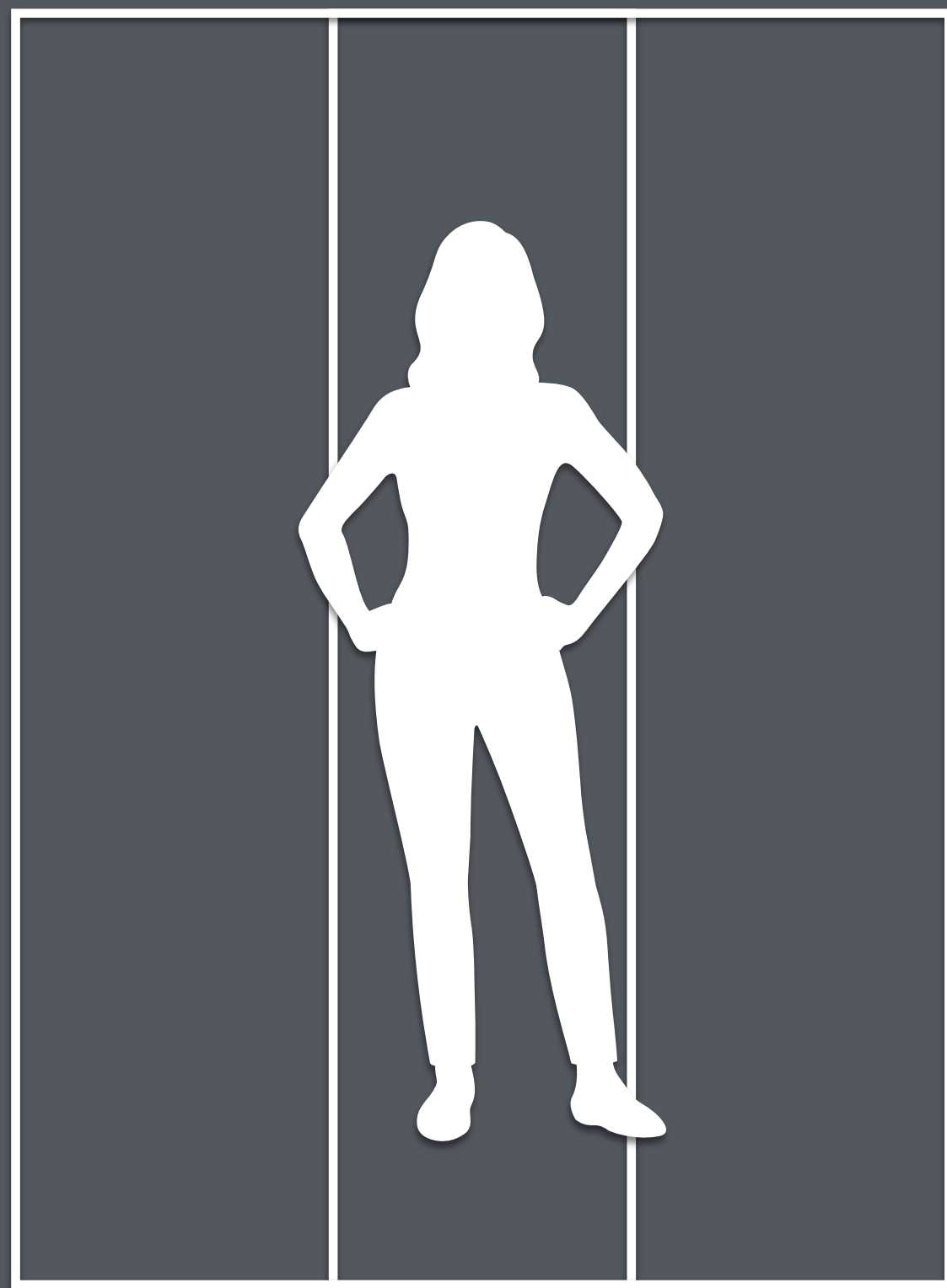
Español

Français

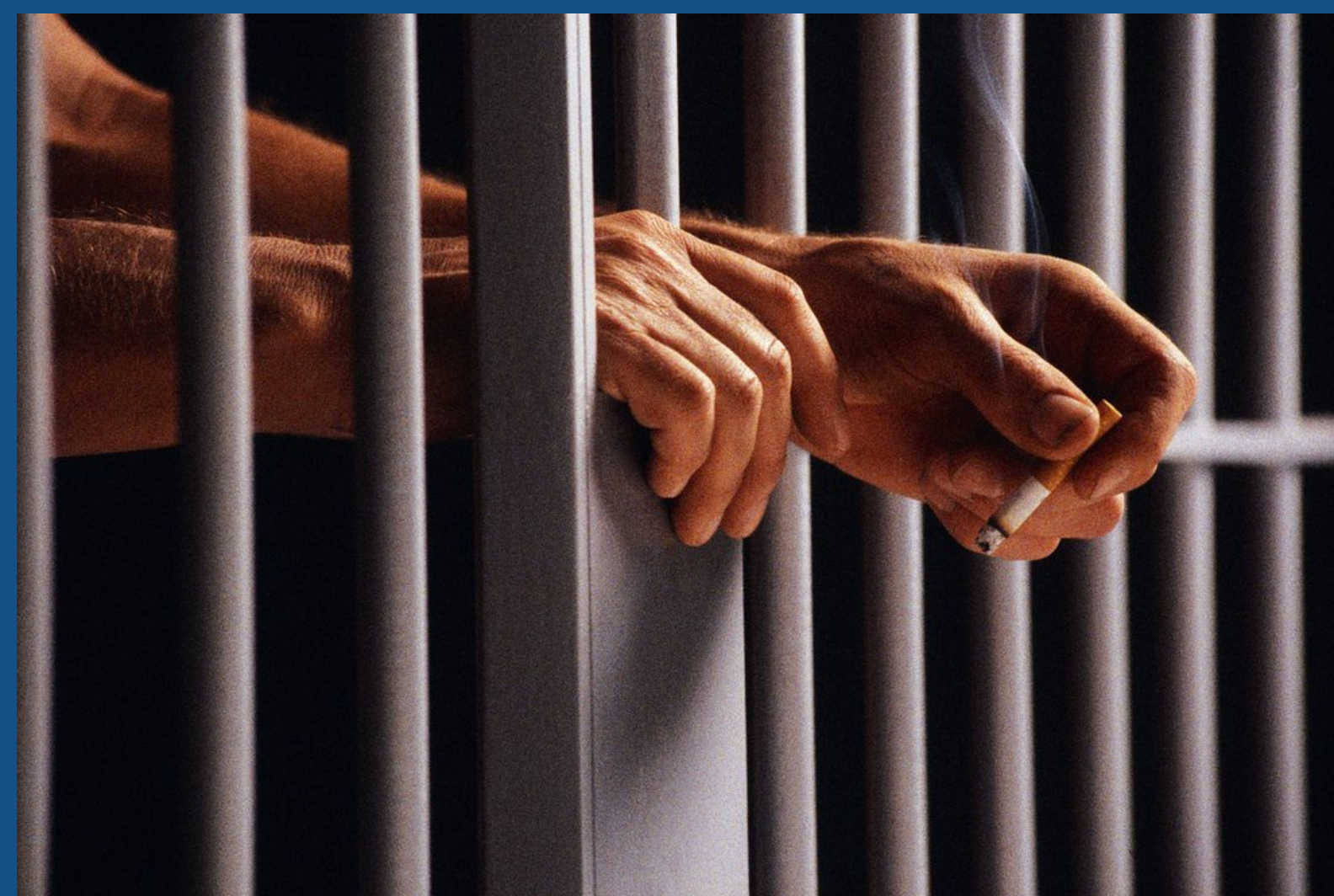
The Business Case for Digital Accessibility



WAI, The Business Case for Digital Accessibility
<https://www.w3.org/WAI/business-case/>







Conclusion

Conclusion

**make the right
choices**

Conclusion

**make the right
choices**

treat people equally

Conclusion

**make the right
choices**

treat people equally

line up interests

Questions?

Email

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Twitter

@hdv

Web

w3.org/people/hidde

Slides

talks.hiddedevries.nl