



# Case Study: Making an Accessible GreyMuzzle.org

February 27, 2016



## Mark Casias

### Senior Drupal Developer - Mediacurrent

Mark brings a fifteen year programming background and six years of Drupal experience to his role as Senior Drupal Developer at Mediacurrent. Highly involved in his local web community, Mark runs the ABQ Webgeeks Group and started the Albuquerque Drupal Users group.



● [/in/markie](#)

# Carie Fisher

## Senior Front End Developer - Mediacurrent

Carie is a seasoned front-end developer who has been focused professionally on Drupal since 2009. In her role as a Senior Front-End Developer at Mediacurrent, she thrives on the challenge of turning a static mock-up into a responsive, live site that is both beautiful and functional.

- @cariefisher
- /in/cehfisher
- [slideshare.net/CarieFisher](https://slideshare.net/CarieFisher)



# Mario Hernandez

## Senior Front End Developer - Mediacurrent

Mario is a Drupal themer and Front End Developer with nine years of Drupal experience. He is also a public speaker who has shared his passion for front end development, Drupal theming, design, and semantic markup at numerous conferences.

- @twittername
- /in/mariorhernandez
- [slideshare.net/marequi](https://slideshare.net/marequi)



# Jessica Rothfuss

## Sr Technical Project Manager - BlackMesh

Jessica Rothfuss is a Senior Technical Project Manager at BlackMesh in Ashburn, VA. She comes to the Drupal world two years ago with a dynamic history in technology. Jessica is the Donor Relations Chair for The Grey Muzzle Organization. Prior to this position, she served the organization as Facebook Manager for several years. Jessica found Grey Muzzle when a friend shared a rescue organization's post about a senior dog helped by the organization.

● @jessbmesh

● /in/jessicarothfuss



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# About Grey Muzzle



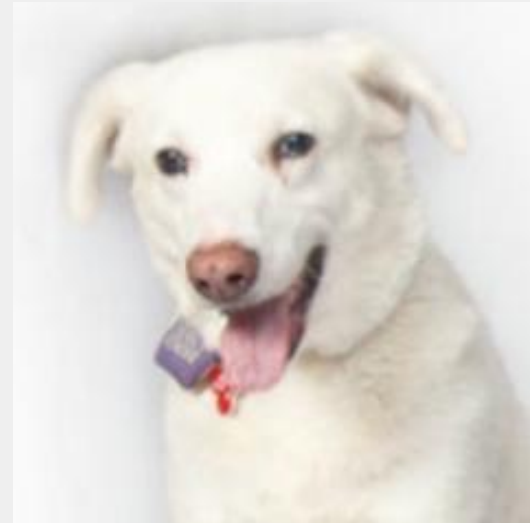
# Who is Grey Muzzle?

We envision a world where no old dog dies alone and afraid.



12(ish) year old Buddy

Helped with a medical  
expense grant



14(ish) year old J.J.

Senior Therapy  
Dog grant





## The Redesign



- Site design dated and hard to navigate
- Donations via website difficult to find
- Non-responsive design for mobile and tablet
- Not remotely designed for accessibility
- Difficult to use custom CMS
- Unknown degree of technical support with site issues
- No development support



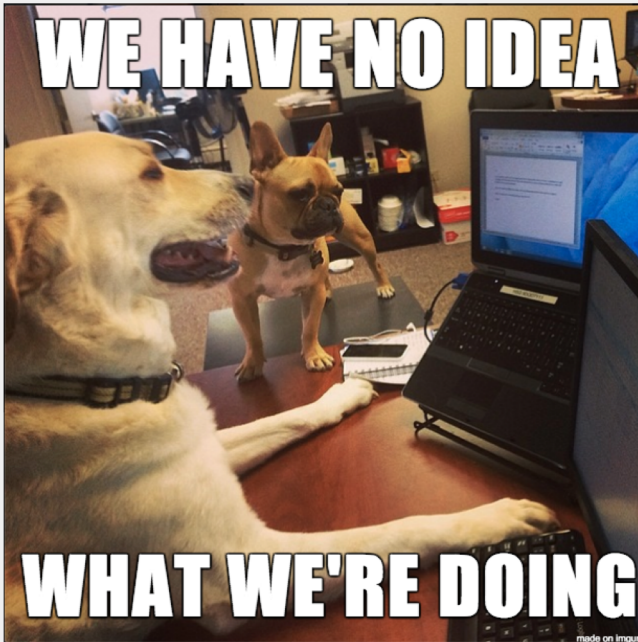
# Redesign, yes! Now what?



## Partners Found!



## Grey Muzzle Challenges



- First time through web design process
- Undefined requirements
- Board approval & agreement could be time consuming
- Competing priorities





# Accessibility & Design Considerations




## Meet the Dogs



Meet some of the dogs helped by The Grey Muzzle Organization. We provide grants and other funding to pay expenses, such as medical care, so the wonderful organizations that give these dogs a second chance can focus on their care.

To learn more about these organizations, see our [Who We Help](#) page. The dogs on this page are just a sample of the elder dogs that have benefited from our grants to these organizations.

 This icon indicates that the dog is now deceased.

### Grey Muzzle Grant Recipients

Grant recipients are listed by those added most recently.

Year  Dog's Name



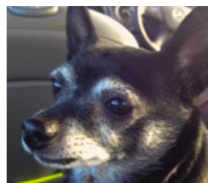
#### [Charlie](#)

October 1, 2015

#### How we helped

Medical expense grant

[Meet Charlie whose](#)



#### [Bella](#)

April 7, 2015

#### How we helped

Medical expense grant for adoptable dogs



#### [Max](#)

January 5, 2015

#### How we helped

Seniors for Seniors adoption grant

# Structure

- Plan out heading & page structure
- Add page titles for browser tabs & 'skip to content' link
- The heading hierarchy is meaningful
- Try not to skip heading levels
- Use a markup validator tool

## Programs We Support

[Grey Muzzle funding supports senior dog programs nationwide.](#)



Adoptable Dogs  
Medical Care  
Programs

Seniors for  
Seniors Adoption  
Programs

Keeping Dogs  
with Their  
Owners Program

Hospice  
and Long-Term  
Foster Care  
Programs

Senior  
Therapy Dog  
Programs

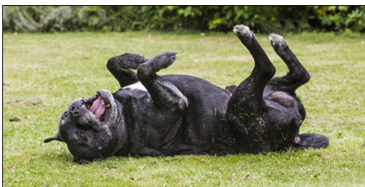
Animal Food  
Programs

Orthopedic Dog  
Beds for Senior  
Dogs in Shelters

### Your Gift Helps Save Homeless Senior Dogs

Senior dogs depend on us to care for them through all stages of their lives. Your tax deductible donation will provide them with the care they need to get adopted and live out their golden years, months, or weeks in a place of love, security and peace.

[DONATE NOW](#)



### Donate with Confidence.

Grey Muzzle is a non-profit charitable organization and a GuideStar Exchange Gold Participant, the only pre-grant due diligence tool that is 100% compliant with IRS Rev.

[Learn More](#)

## Color & Contrast

- Use colors on the opposite ends of the color spectrum
- Be careful with light shades
- Do not rely on color alone to convey info to your users
- Use solid color backgrounds
- Use color/contrast WCAG standard testing tools

The screenshot shows the website for the Grey Muzzle Organization. The header includes the organization's logo, navigation links (About Us, Meet the Dogs, How to Help, Grants, News, Blog, Contact Us), and a search bar. A 'DONATE' button is visible in the top right. The main content area is titled 'Faithful Friends' and features a photograph of a golden retriever sitting in a car. The text describes the program as offering support to senior dogs who have become homeless. A sidebar on the left lists various ways to help, including donating and volunteering. A 'DONATE NOW' button is located at the bottom of the main content area.

# Fonts

- Use a limited number of fonts & provide alternative fonts
- Specify the font size in terms of %, em or a relative value
- Use adequate font size - 10 pt min
- Make sure there is enough contrast with the background
- Limit the use of font variations



[Home](#) / [Blog: Senior Dog Care](#) / "Acupuncture and Traditional Chinese Veterinary Medicine" by Dr. Erin Mayo, DVM, CVA

## "Acupuncture and Traditional Chinese Veterinary Medicine" by Dr. Erin Mayo, DVM, CVA



Photo credit: [dagnyg](#) via [Foter.com](#) / [CC BY-NC-ND](#)

*This article is an excerpt from "Traditional Chinese Medicine" by Dr. Erin Mayo. The entire article can be read in the book [Your Dog's Golden Years - Manual for Senior Dog Care](#), edited by Jennifer Kachnic.*

What is Traditional Chinese Veterinary Medicine and how can it help a senior dog?

Traditional Chinese veterinary medicine (TCVM) is an ancient practice that has been gaining in popularity in the United States. Our geriatric pets can greatly benefit from these techniques. Even healthy dogs can see improvements in energy, attitude, physical performance and overall quality of life. TCVM does not address the animal as individual parts as Western medicine does. Instead, a TCVM practitioner will look at

## Links

- Differentiate links with theme elements besides color
- Use descriptive link text
- Do not use images for links
- Avoid super short or long links
- Design link focus indicators. Ensure keyboard users can visibly identify links



Dyslexia | Contrast | A A A



[About Us](#) [Meet the Dogs](#) [How to Help](#) [Grants](#) [News](#) [Blog](#) [Contact Us](#)



## The Grey Muzzle Organization

We help homeless senior dogs by providing funding & resources to animal welfare organizations.



[Transcript of The Grey Muzzle Movie video \(txt\)](#)

### Our Mission

The Grey Muzzle Organization improves the lives of at-risk senior dogs by providing funding and resources to animal shelters, rescue organizations, sanctuaries, and other non-profit groups nationwide.

We are not a shelter or rescue group. Rather, Grey Muzzle funds programs such as hospice care, senior dog adoption, medical screening, and other special programs to help old dogs at animal welfare organizations across the country.

# Media

- Use animation, video & audio carefully & selectively
- Avoid flashing/strobing content
- Provide ways to access content
- USE ALT TAGS! Be accurate, be succinct, avoid being redundant, avoid “image of” phrases, & use empty alt attributes for decorative images



# Front End Development



# Theme Driven Development

## KSS-Node Style Guide

First Previous 2 3 4 5 Next Last

```
<ul class="pager">
  <li class="pager__item pager__item--first"><a href="#">First</a></li>
  <li class="pager__item pager__item--previous"><a href="#">Previous</a></li>
  <li class="pager__item"><a href="#">2</a></li>
  <li class="pager__item pager__item--current">3</li>
  <li class="pager__item"><a href="#">4</a></li>
  <li class="pager__item"><a href="#">5</a></li>
  <li class="pager__item pager__item--next"><a href="#">Next</a></li>
  <li class="pager__item pager__item--last"><a href="#">Last</a></li>
</ul>
```



Dyslexia Contrast | -A A +A

[About Us](#) [How to Help](#) [Grants](#) [News](#) [Contact Us](#)

## Helping Homeless Senior Dogs

The Grey Muzzle Organization provides funding and resources to animal welfare organizations nationwide.



Dyslexia **Contrast** -A A +A

[About Us](#) [How to Help](#) [Grants](#) [News](#) [Contact Us](#)

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## Helping Homeless Senior Dogs

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# Some Considerations

Alt Text: Ensure your images use alternate text that describe the purpose of the image

Semantic HTML Markup: Use proper HTML markups vs using CSS to style elements to look like markup (h1-h6)

Skip Links: Helpful to provide jump links to allow visitors to jump through an entire menu into the main content

Specify a language: Useful for screen readers (`<html lang="en">....</html>`)

Use of ARIA: Defines a set of attributes that can be associated with elements to help assistive technologies interpret markup the right way. These attributes tell assistive technologies like screen readers the actual purpose of using those tags (i.e. `<ul role="menu">...</ul>`)

Accessibility Developer Tool: Chrome Extension



# Back End Development



## Contributed Modules

**Accessible Mega Menu:** used for the main menu of the site. This module integrates Adobe's Accessible Mega Menu into Drupal. It does not all the features of a WAI-AIRA menu, but did allow users to tab through just the parent level menu items and expand and access the child level items only when desired

**Text Resize:** for text resize capabilities. Browser zoom is better than nothing but it often adds a horizontal scroll to a page that is difficult for users with low vision.

**Add to Any:** social share buttons. We tried other major social share buttons and none were remotely accessible without a major rewrite. Either the buttons weren't navigable with a keyboard or the popup windows weren't accessible or a combination of these

## Contributed Modules (cont.)

Accessible Forms: great module that helped with better accessibility in Drupal forms.

This module does 3 things:

- Changes the required attribute from `required="true"` to just `required`
- Adds required label to required fields (instead of asterisk \*)
- Adds `aria-invalid` to form fields with errors

# Making the Output More Accessible

- Overriding template (tpl.php) files
- Using preprocess functions in our theme folder
- Overriding Views output by excluding fields from display and then add markup with the appropriate fields to one custom text field
- Updated: menu blocks, keyboard navigation, forms, accessibility toolbar, alt text, etc

# Thank you!



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