

The Four Principles of the A“POUR”calypse

The harbingers of accessibility

CONNECT.TECH

Thank You!



Me, Explained.



About Me

- Accessible digital experiences
- Senior Accessibility Engineer
- Accessibility/Disability Advocate
- Portland, ME - Phoenix, AZ
- @toddlabby - X
- @toddl.dev - Bluesky
- @todd@arry.info - Mastodon



Work

What I do

- Accessibility Consultant
- W₃C Invited Expert - WCAG 2.2 & WCAG₃
- Advocate for Accessibility & Disability Rights



Four

Death

Famine

War

Conquest



Four Horsemen of the Apocalypse, an 1887 painting by Viktor Vasnetsov.



Four Principles

History

2001

Public Working Draft

2003

Technical Reports (TR) Working Draft



“The overall goal is to create Web content that is perceivable, operable, navigable, and understandable by the broadest possible range of users and compatible with their wide range of assistive technologies, now and in the future.”



Navigable

- 
- **Navigable** - Facilitate user orientation and navigation.
 - Key to effective use of Web content is the ability to maintain and keep one's and the user's ability to efficiently move about the document or application.

2008

Working Draft (CR) Candidate Recommendation

WCAG 2.1

2018

Recommendation published, 5 June

13

78



2023

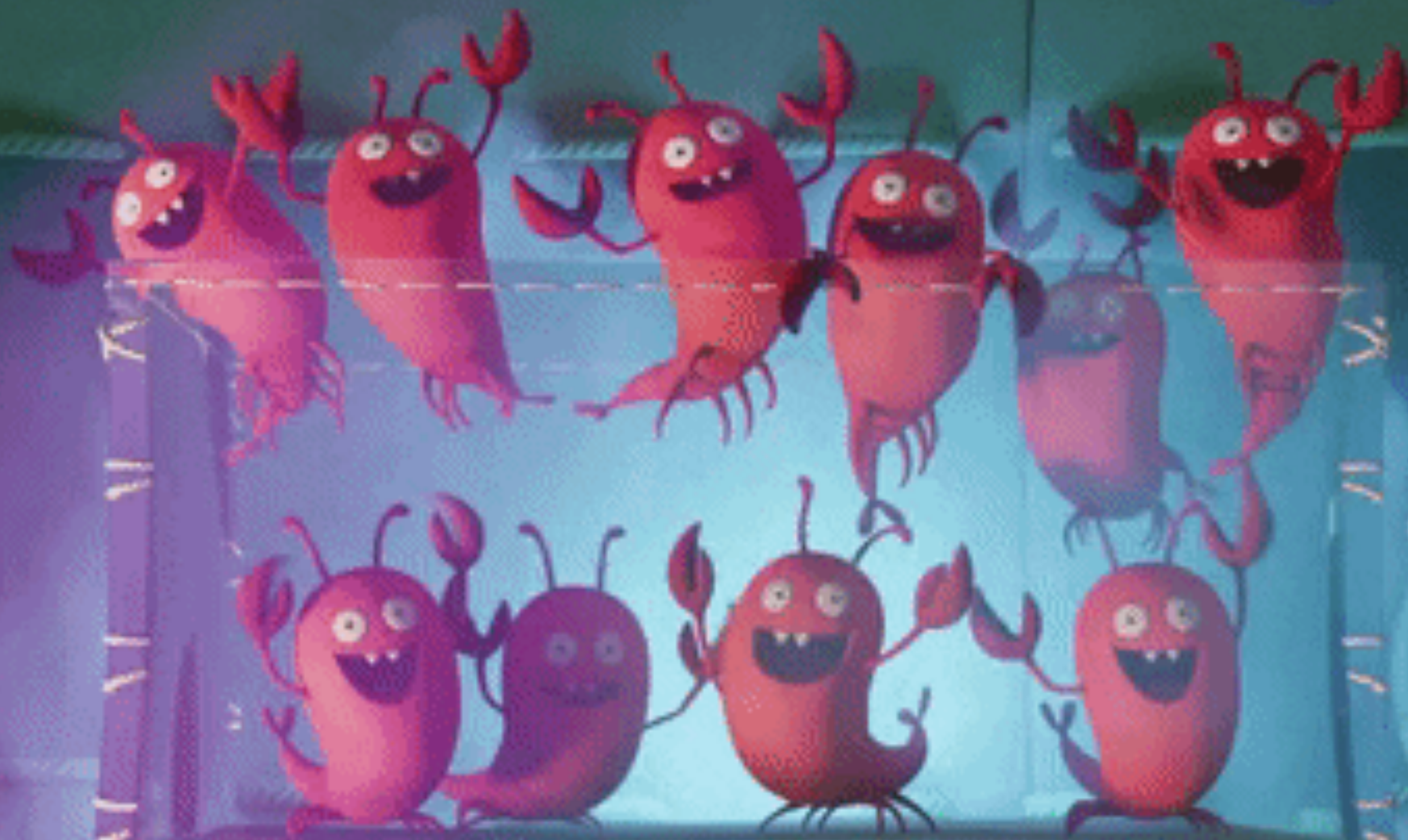


WCAG 2.2

9  **NEW** Success Criteria



2028?



The Four Principles

Perceivable

Operable

Understandable

Robust

Why?

Why do we care about accessible content?

Examples

1. Perceivable

Alternative Text

alt="Two lobster rolls in a styrofoam container. One with chives and mayonnaise and another with chipotle mayonnaise with a lemon wedge."



Captions/Subtitles

Video, audio. Live or closed

- Indicators for content for the Deaf, Hard of Hearing
- Contrast of text sufficient with dark background.
- Readability
- Optional way for disabled users to be able to understand the content.



I was actually gonna go into asking you, you know, what, what do we have

Form Fields

Required form fields or error messages. Are they perceivable as error messages?

STUDENT 1 DETAILS

Student Number (if known)?

First name

Last name

Postcode

Address Line 1

Address Line 2

Home Phone

Work Phone

Mobile Phone

Email

Date of Birth (dd/mm/yy)

Use of color

Text formatting, color,
design, UX mistakes

Equipped with only one skill, who will succeed in life?

The person who masters the power of inquiry.

... of leadership, management, science, innovation, entrepreneurship,
... al transformation, effective relationships, communications and s

Inquiry

... n life and business most master a path of judgment and conclusion

Successful leaders master the Discipline of Inquiry

What have you and your organization mastered?

... is a unique management consulting, business consulting, business
... s growth organization, dedicated to the Discipline of Inquiry™, the m
... , manager or entrepreneur. We are a learning organization and teach

2. Operable

Keyboard Navigation

Using other methods rather than the mouse

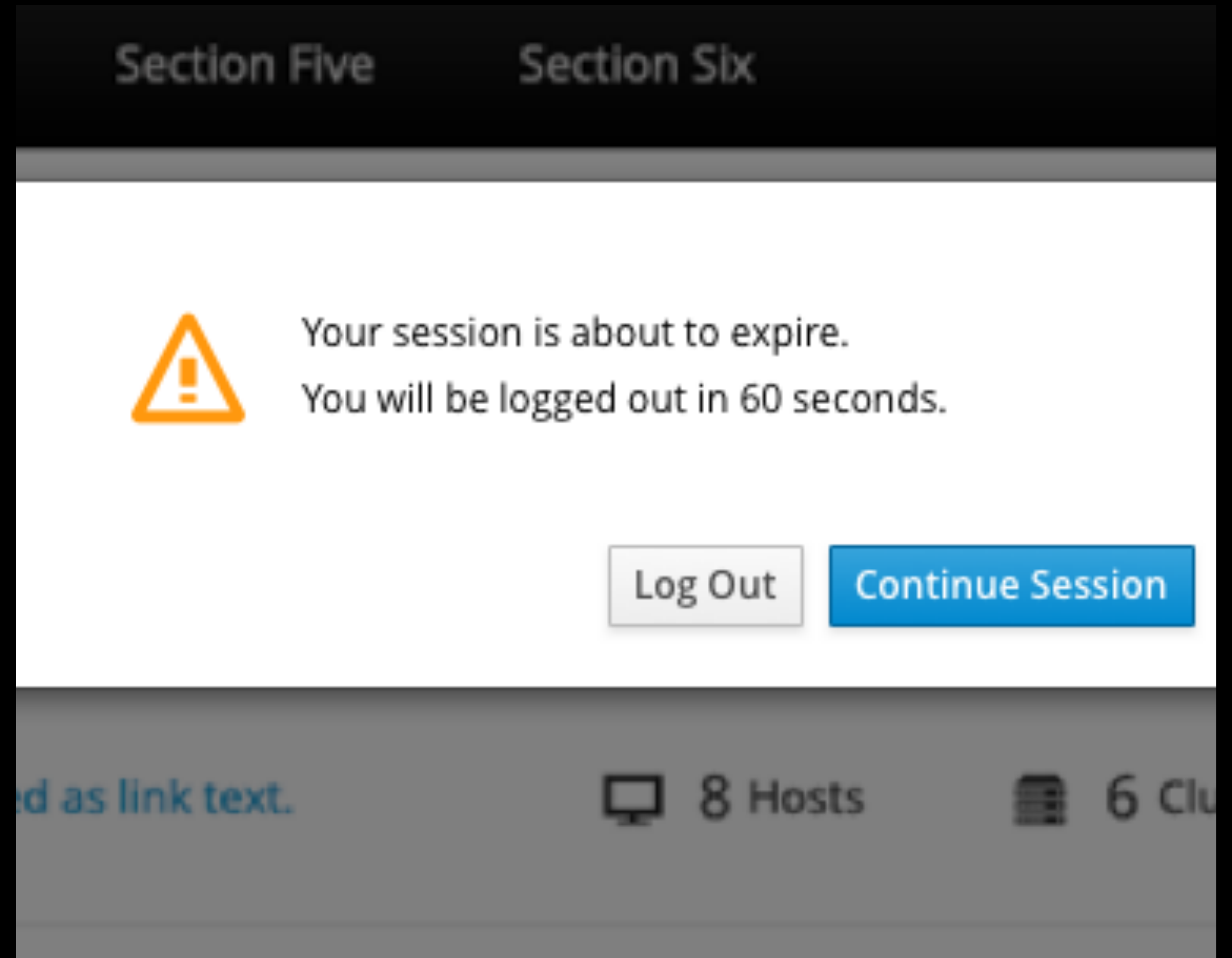
The image shows a screenshot of the Target website homepage with 24 numbered callouts indicating keyboard navigation points:

- 1: skip to main content
- 2: My Store • Closes At 10pm
- 3: Pennsylvania SW
- 4: Registry
- 5: Weekly Ad
- 6: RedCard
- 7: Target Circle
- 8: Find Stores
- 9: Target logo
- 10: Categories
- 11: Deals
- 12: What's New
- 13: Pickup & Delivery
- 14: Search
- 15: Search icon
- 16: Sign in
- 17: Shopping cart
- 18: Search input field
- 19: Now available
- 20: Shop the collection
- 21: Shop the collection button
- 22: Tabitha Brown collection image
- 23: Tabitha Brown collection image
- 24: Tabitha Brown collection image

The main content area features a large banner for the Tabitha Brown collection, including a photo of Tabitha Brown, the text "TABITHA BROWN" with the Target logo, and the text "Limited-time decor, furniture, stationery and pet supplies. Now available". Below the banner is a "Shop the collection" button and a grid of product images.

Notifications

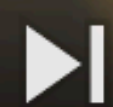
Extending time for users



The screenshot shows a web application interface with a dark header containing two tabs: "Section Five" and "Section Six". Below the header, a white notification box is displayed. On the left of the notification is an orange warning icon (a triangle with an exclamation mark). To the right of the icon, the text reads: "Your session is about to expire. You will be logged out in 60 seconds." Below this text are two buttons: a light gray "Log Out" button and a blue "Continue Session" button. At the bottom of the page, a dark footer contains a link labeled "d as link text.", a monitor icon followed by "8 Hosts", and a server rack icon followed by "6 Clu".

Rage Against the Content

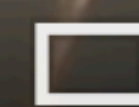
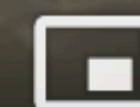
Flashing content exceeding three flashes per second



1:26 / 4:41



HD



Navigation

Visible focus indicators and a logical tab order



Blog

Labels

Visible text and programmatic text large enough to view.

First name

Fred

Last name

Fredburger

Company (optional)

Address

555 North 71st Avenue

Apartment, suite, etc. (optional)

City

Phoenix

State

Arizona



Placeholders

Are not labels

3. Understandable

Abbreviations

Non-English speaking



Hover

Content does not change on focus or on input. Unexpected changes are a failure.

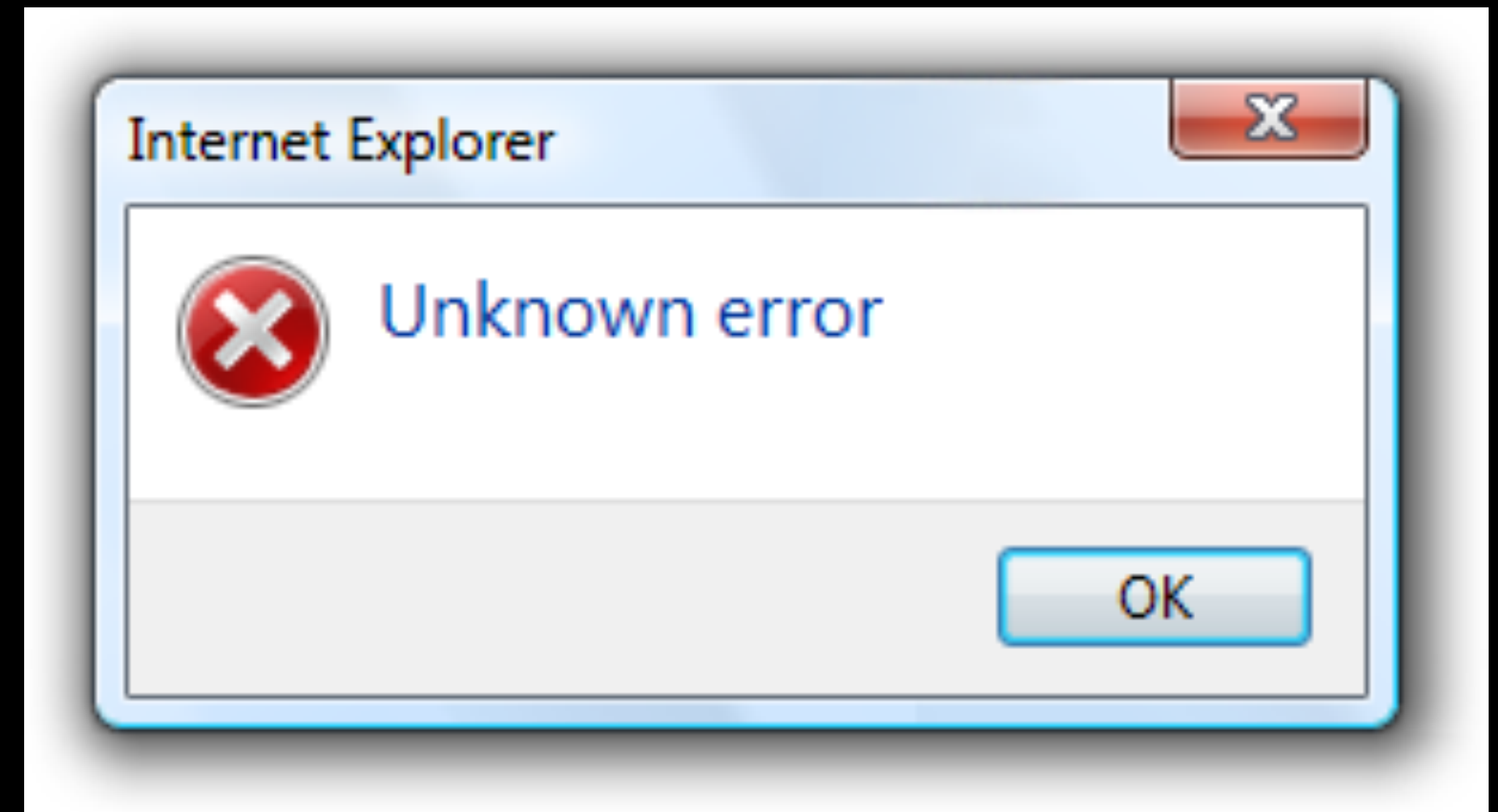
Web page Language

Options

- English
- French
- German
- Spanish

Error Messages

Identifiable error messages



4. Robust

Semantic HTML

```
<html>
  <body>
    <header>
      <h1>Dogs: They are good</h1>
    </header>
    <main>
      <h2>Why are dogs good?</h2>
      <p>All dogs are good, they are the goodest doggies.</p>
      <figure>
        <img href="dog.png" alt="A golden retriever" />
        <figcaption>Michaelangelo AKA "Jello"</figcaption>
      </figure>
    </main>
  </body>
</html>
```


Buttons

<button>





xirclebox @xirclebox · Oct 23

Unknown

Quick accessibility tip.

I see this mistake all the time.

Use `<button>` instead of `<div>`

Why?

- Native focus
- more accessible
- conveys the correct semantic meaning


```
<button type="button" role="button"  
  aria-label="button">
```

Accessible websites accomplish
most of the goals of POUR.

Web accessibility is achieved when we think of the “people on the other side of the glass”.

The needs of users with disabilities should be considered first and foremost.

Accessibility is a right. **NOT** a privilege.

Thank you!

Slides: <https://toddl.dev/slides>