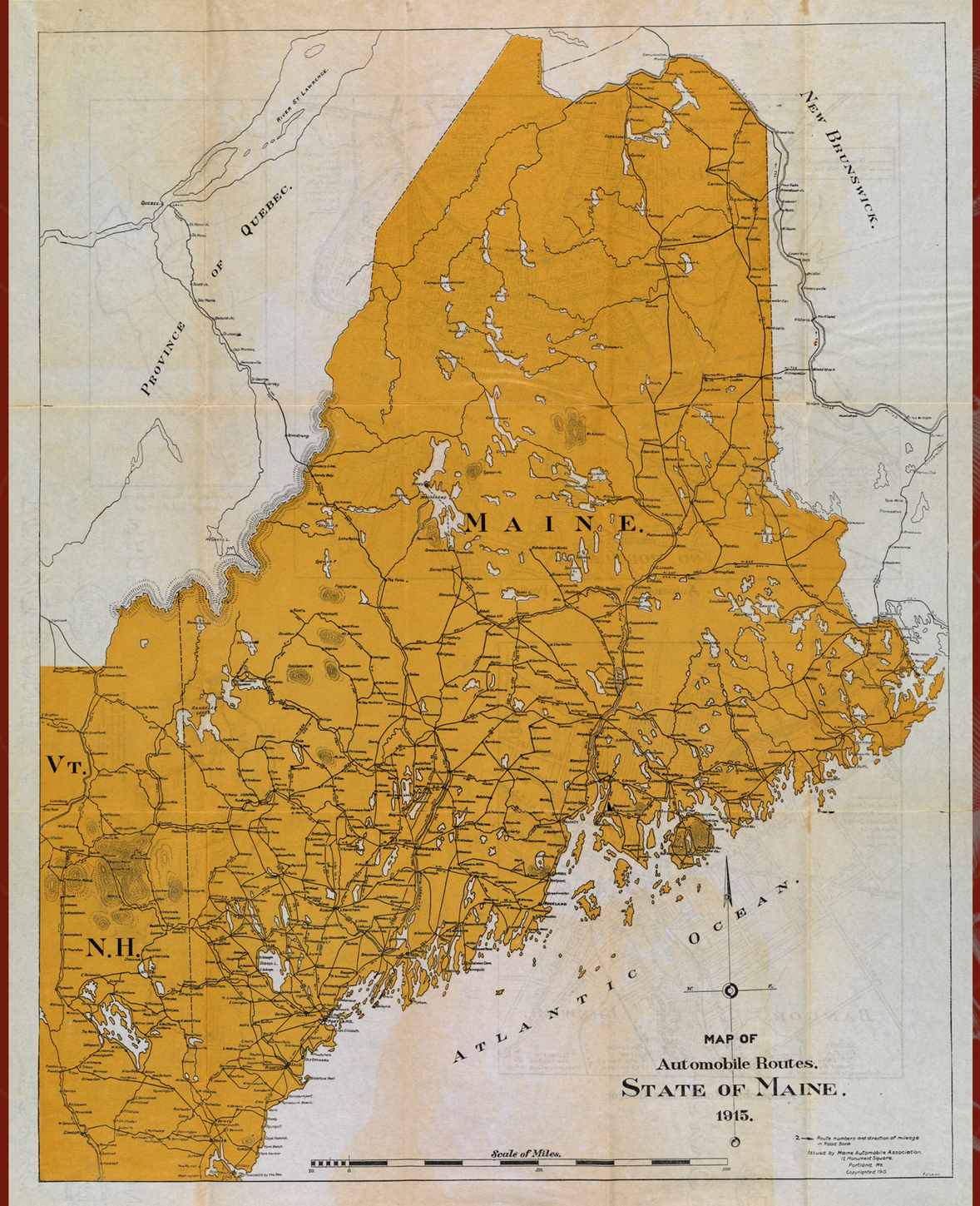
Making a Strong Case for Accessibility

Todd Libby

@toddlibby

Availity™
INTERACTIVE RESOURCES
rfsmart®
feature[23]
onecall®
Thank you!
forcura
beeline®
infotech®
SS&C Black Diamond WEALTH PLATFORM
CARVANA
AKKODIS

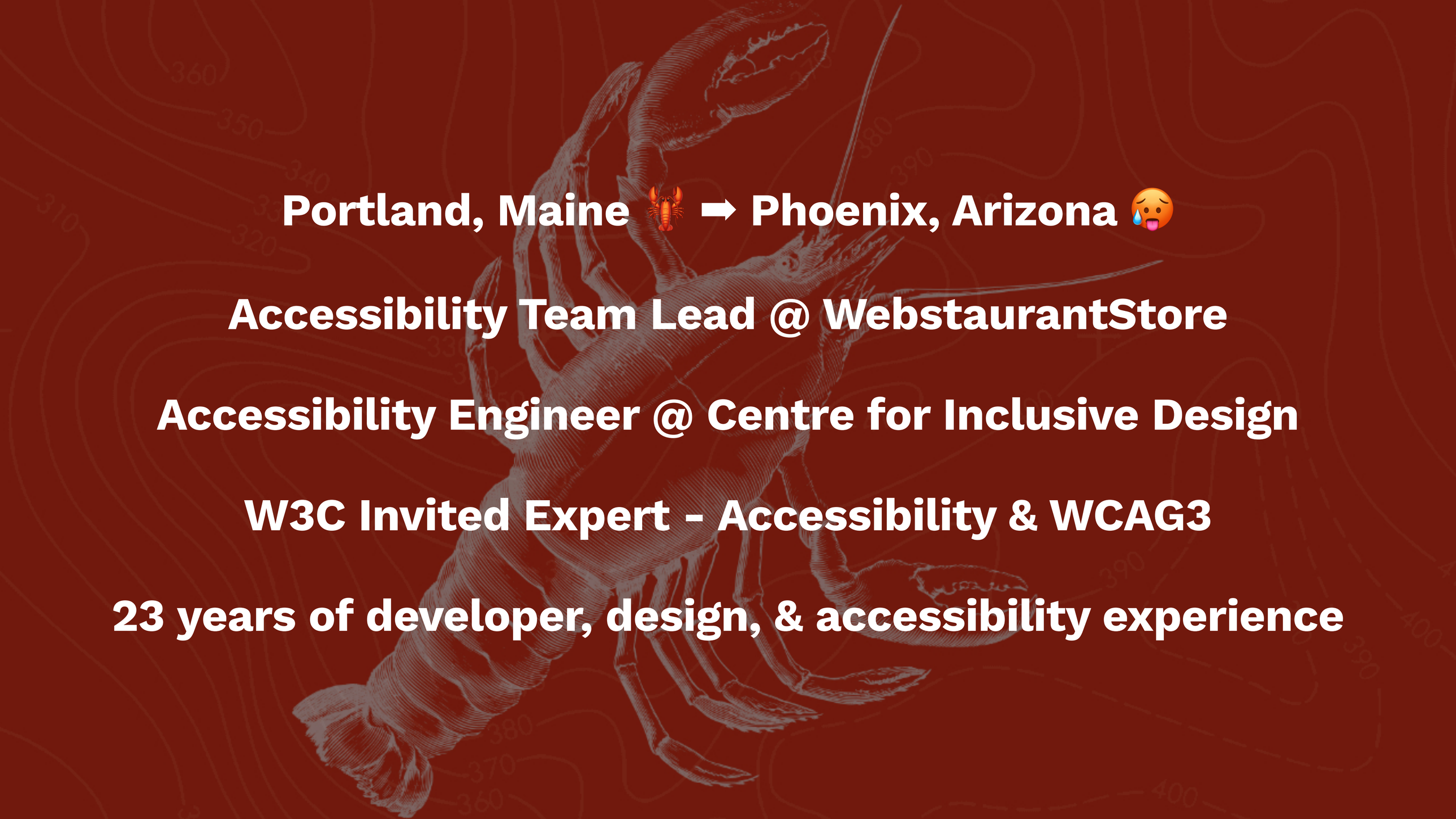


PROVINCE OF QUEBEC.
NEW BRUNSWICK.
MAINE.
VT.
N.H.
ATLANTIC OCEAN.
MAP OF
Automobile Routes.
STATE OF MAINE.
1915.
Scale of Miles.

Maine

Arizona

Eat
BITE INTO
MAINE
MAINECENTRIC FOOD
caffeine free



Portland, Maine 🦞 ➡ Phoenix, Arizona 🥵

Accessibility Team Lead @ WebstaurantStore

Accessibility Engineer @ Centre for Inclusive Design

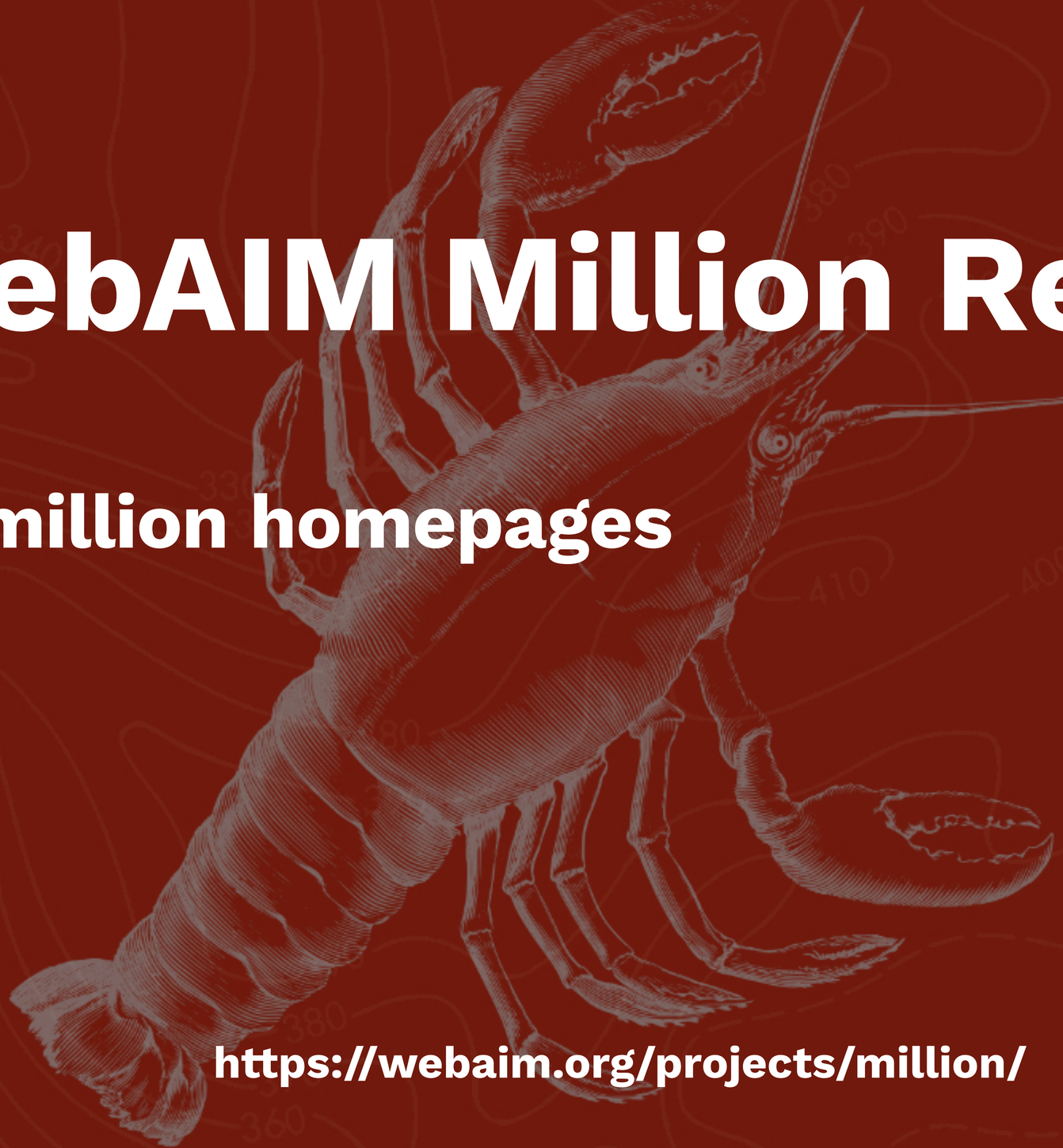
W3C Invited Expert - Accessibility & WCAG3

23 years of developer, design, & accessibility experience

Using Data to Advocate

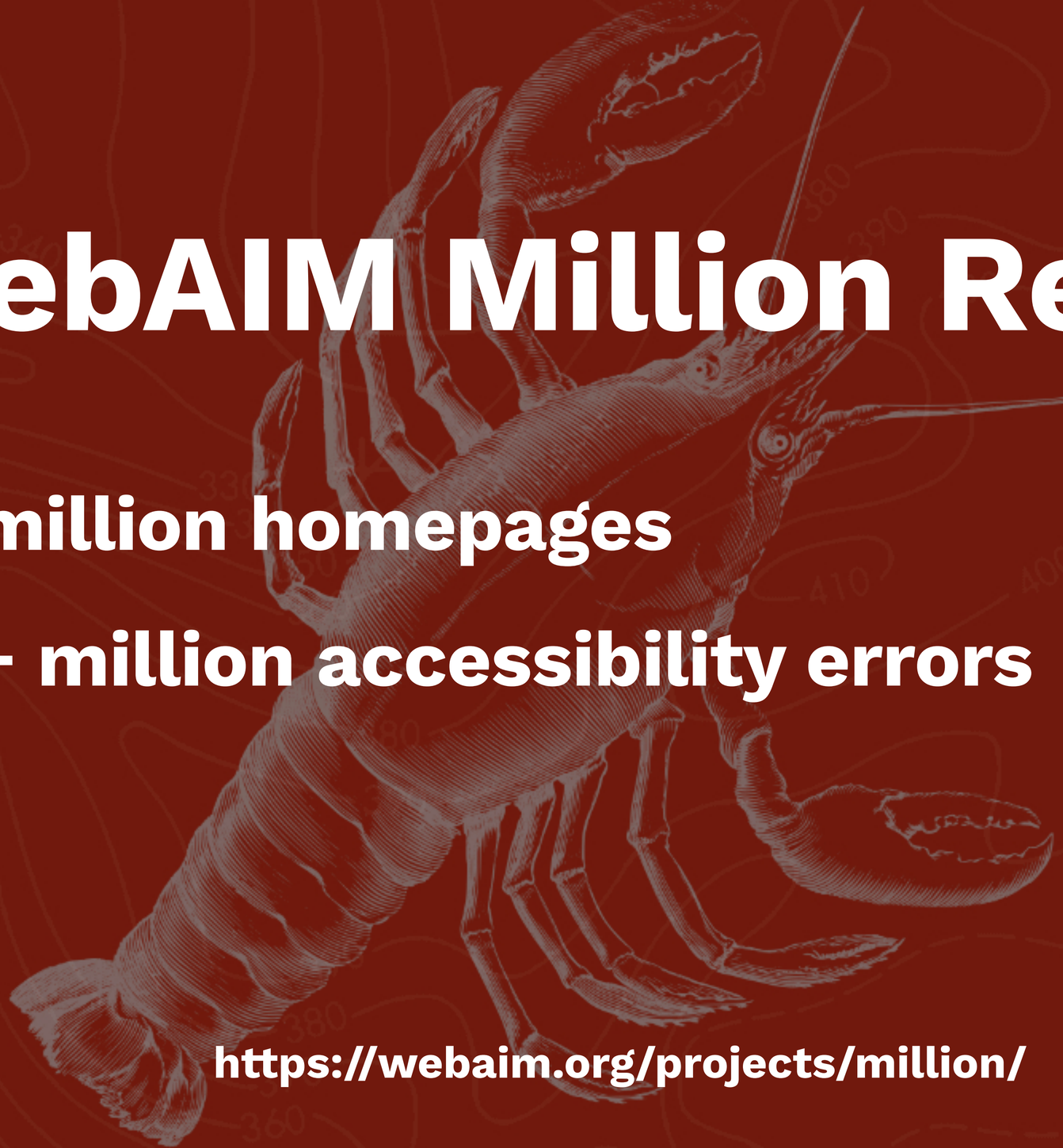
WebAIM Million Report

- One million homepages



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

WebAIM Million Report



- One million homepages
- 50.8+ million accessibility errors

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

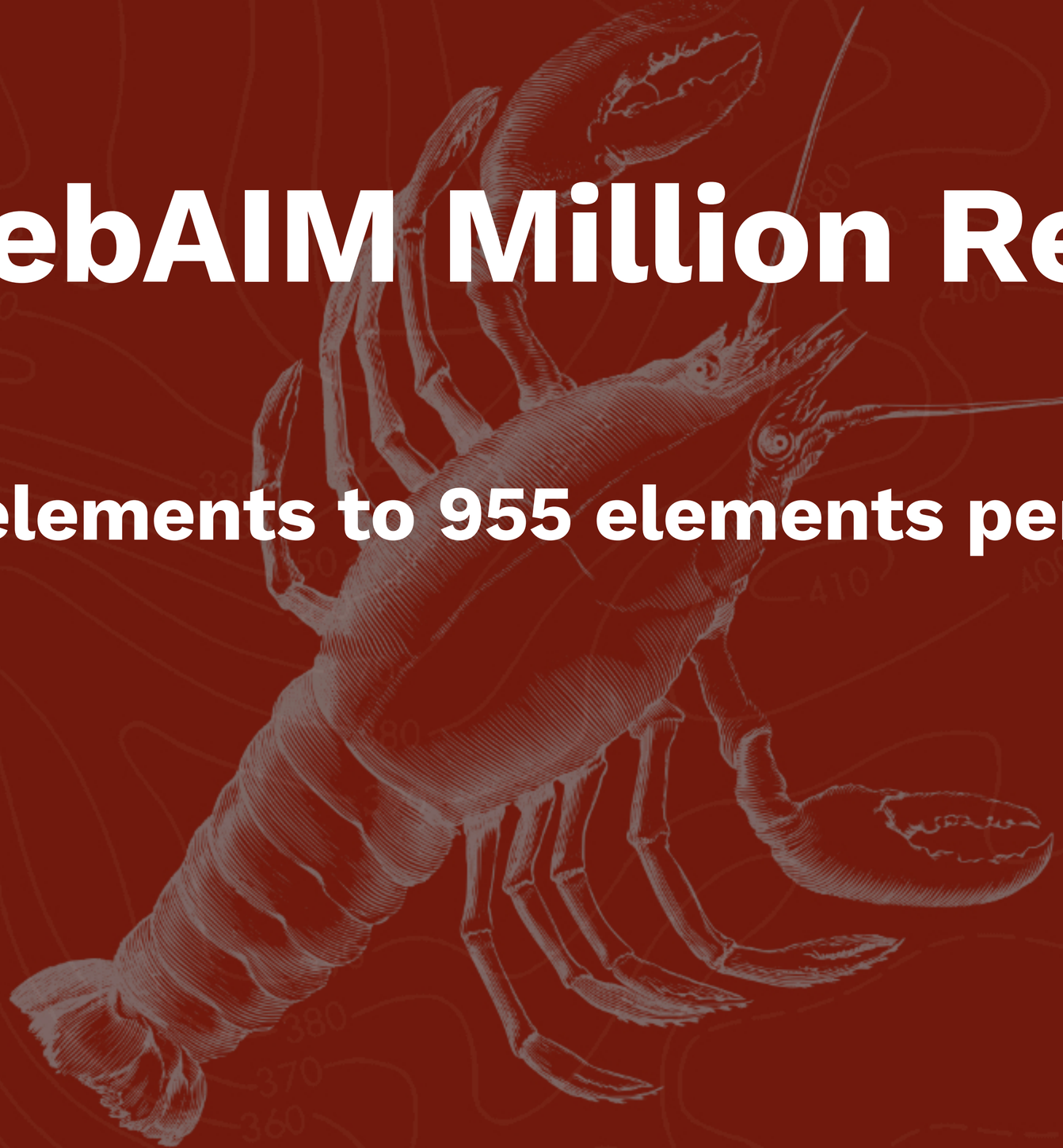
WebAIM Million Report

- One million homepages
- 50.8+ million accessibility errors
- Decreased 1.1% since February 2021

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

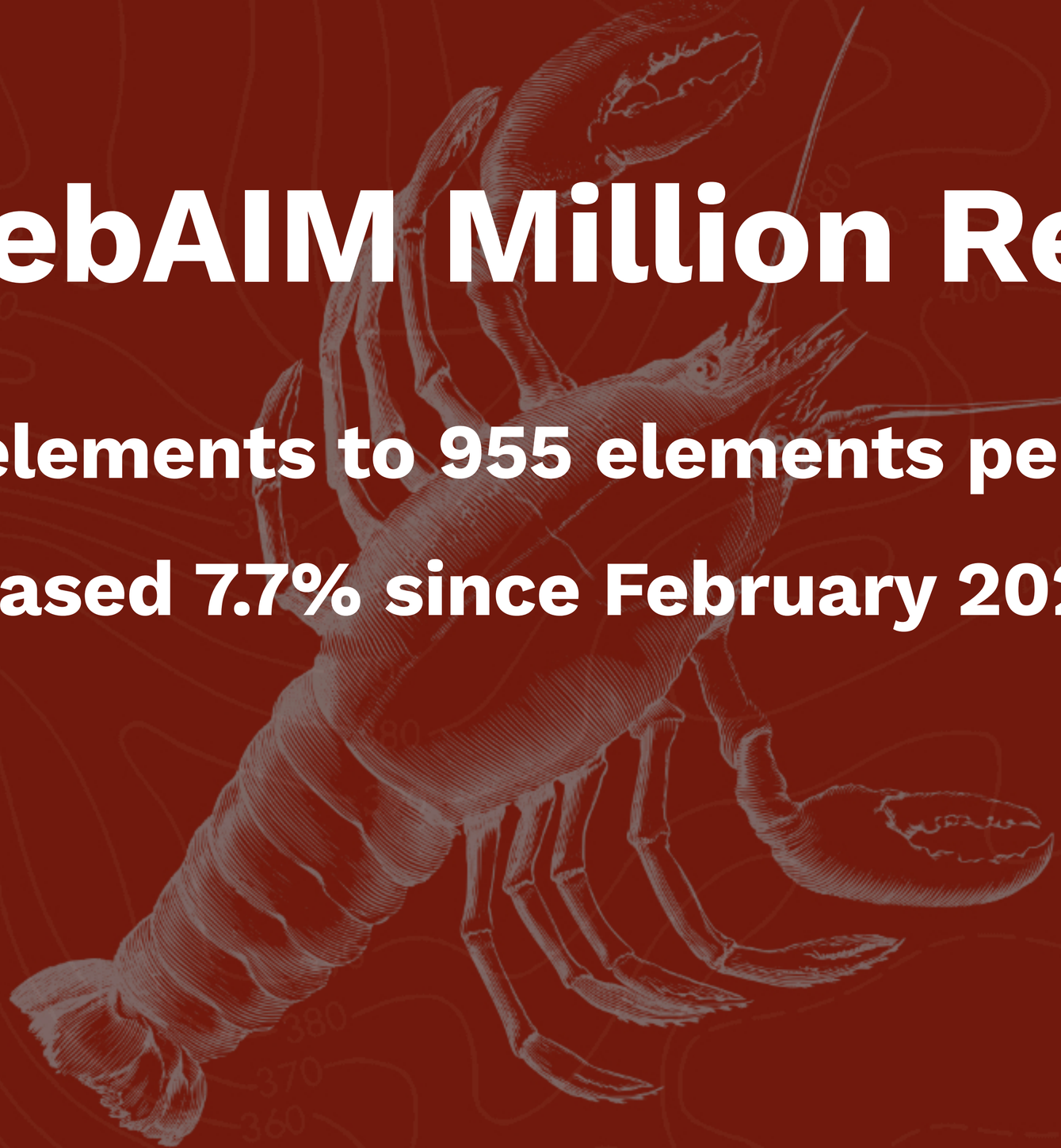
WebAIM Million Report

- 887 elements to 955 elements per home page



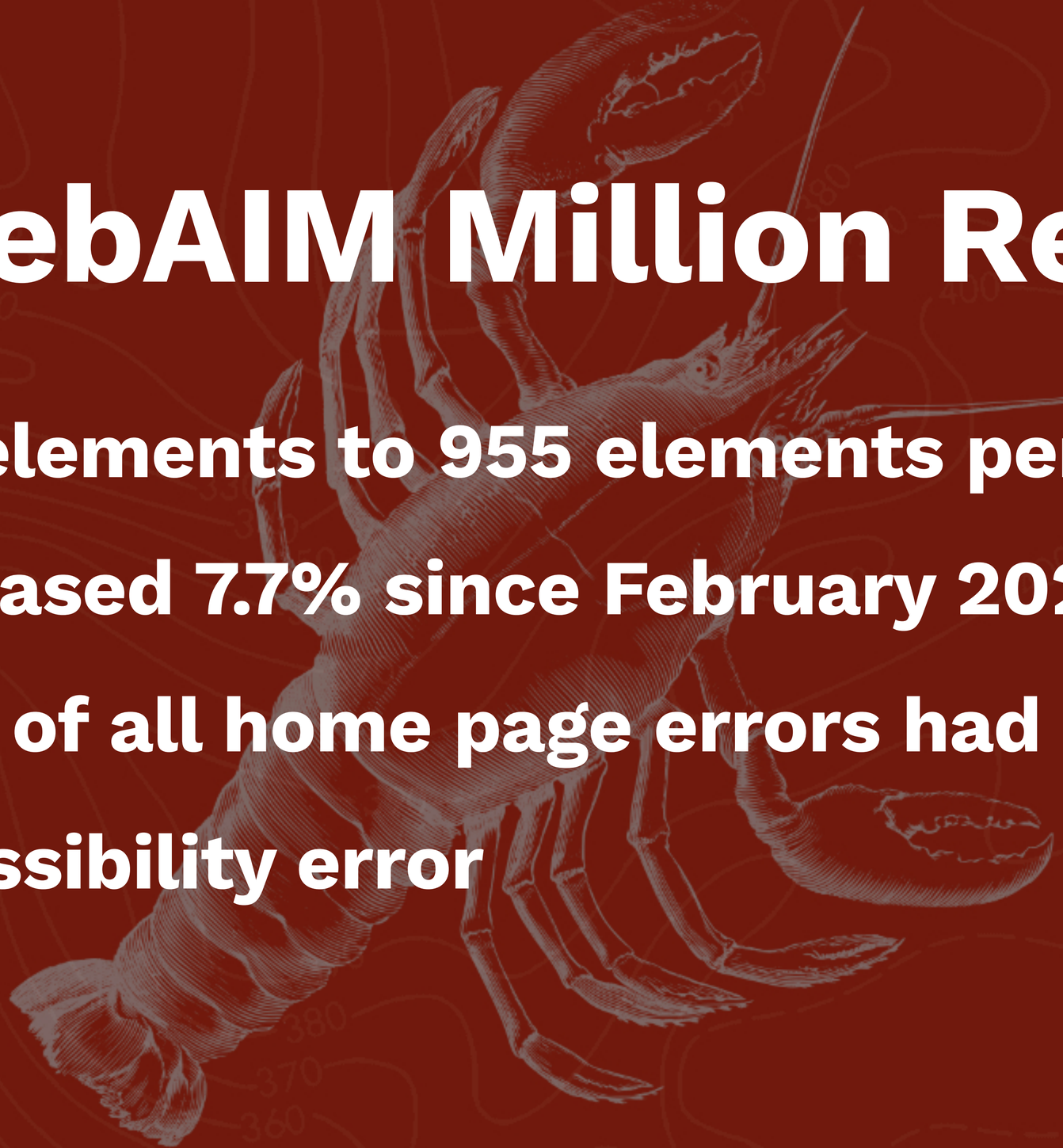
WebAIM Million Report

- 887 elements to 955 elements per home page
- Increased 7.7% since February 2021



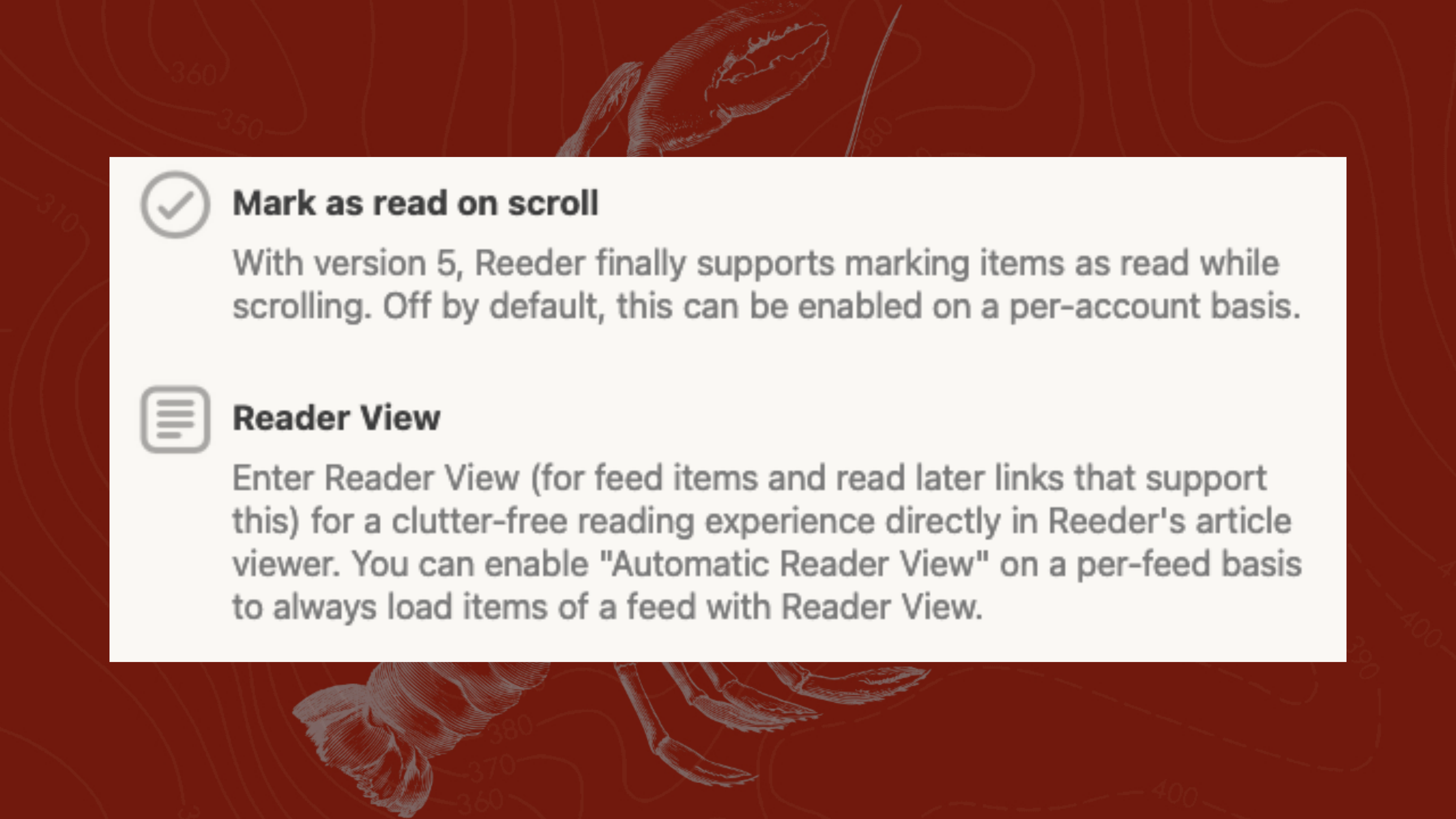
WebAIM Million Report

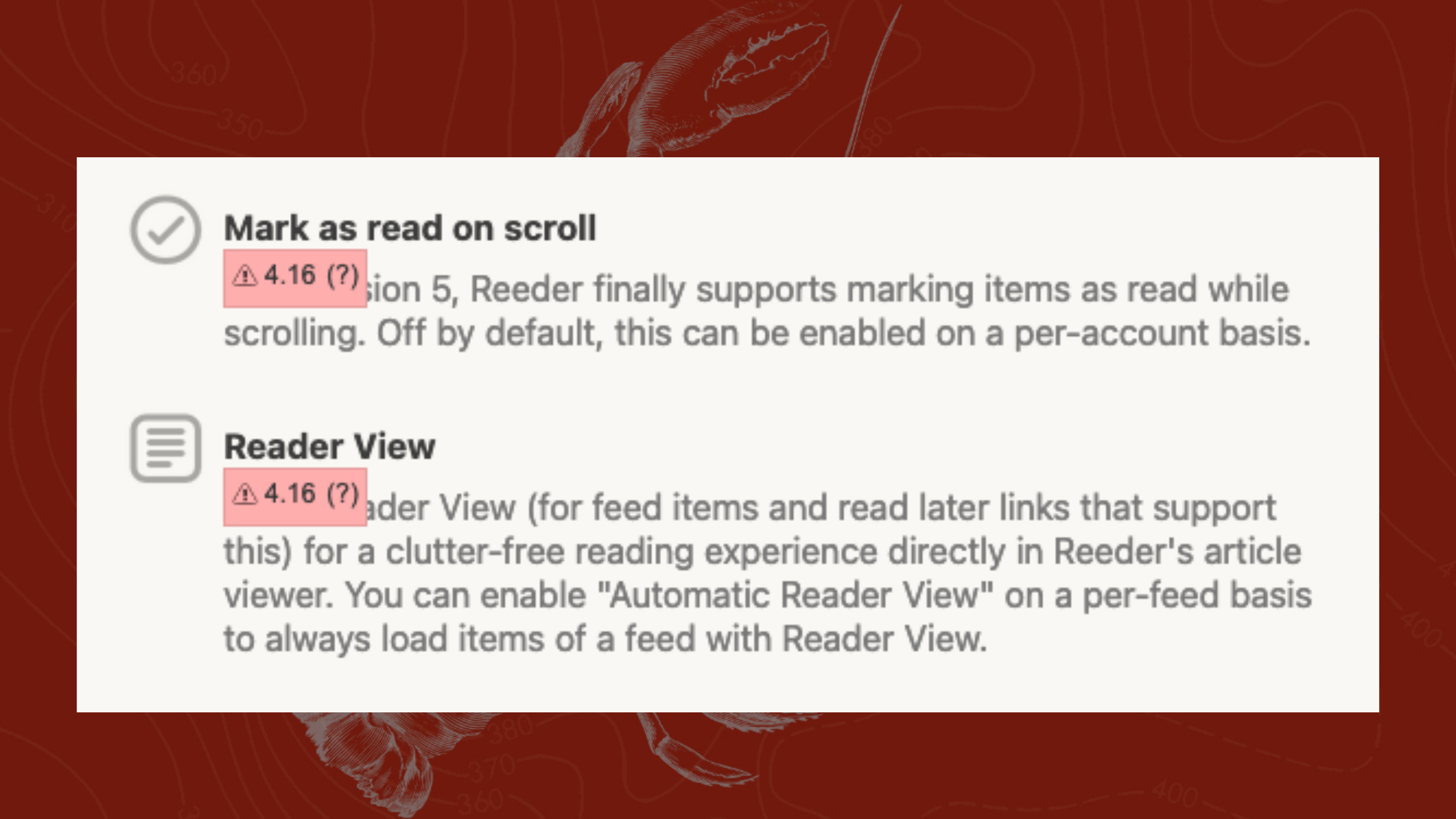
- 887 elements to 955 elements per home page
- Increased 7.7% since February 2021
- 5.3% of all home page errors had a detected accessibility error



96.8% had WCAG 2 failures

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.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⚠ 4.16 (?)
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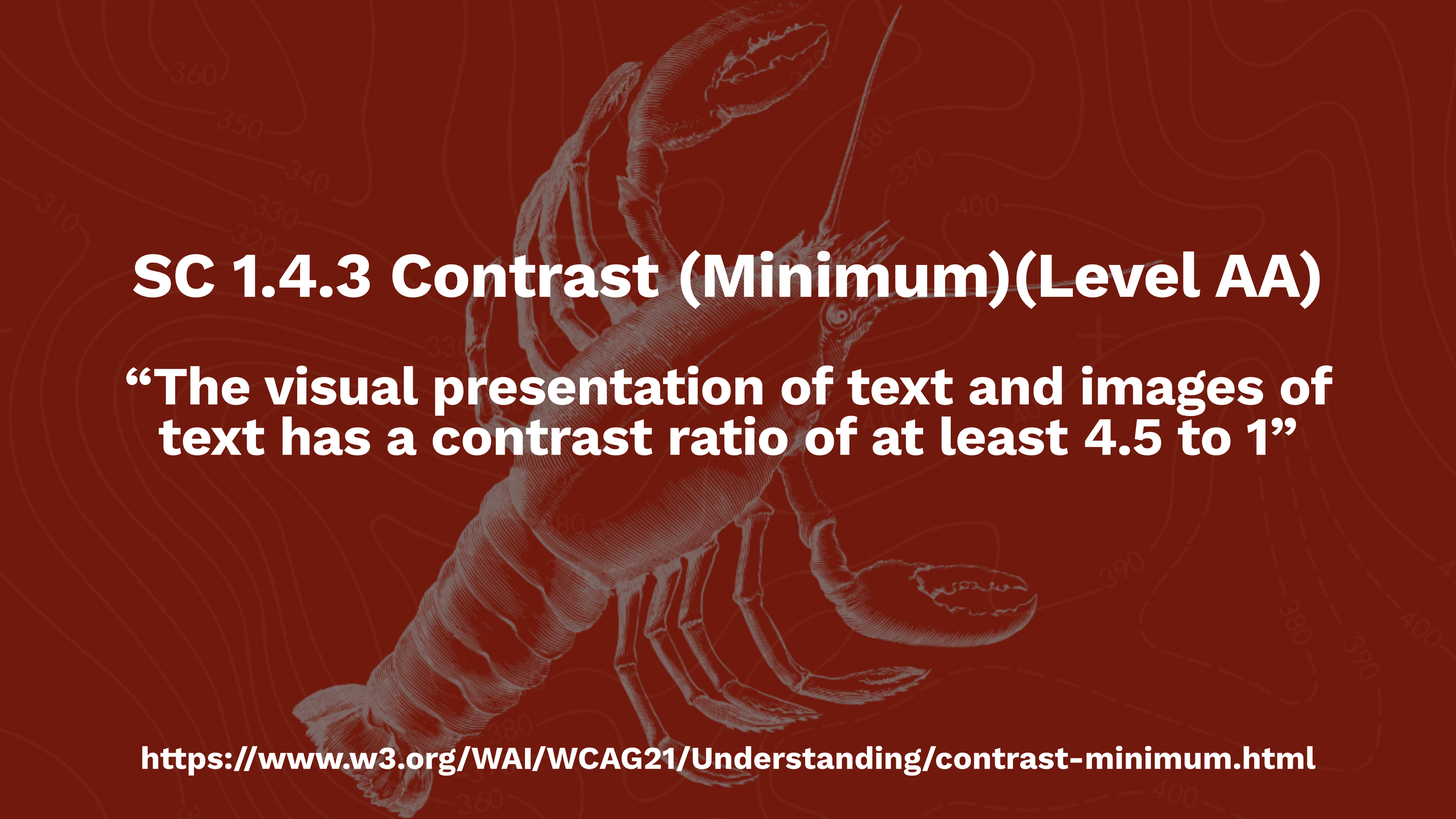
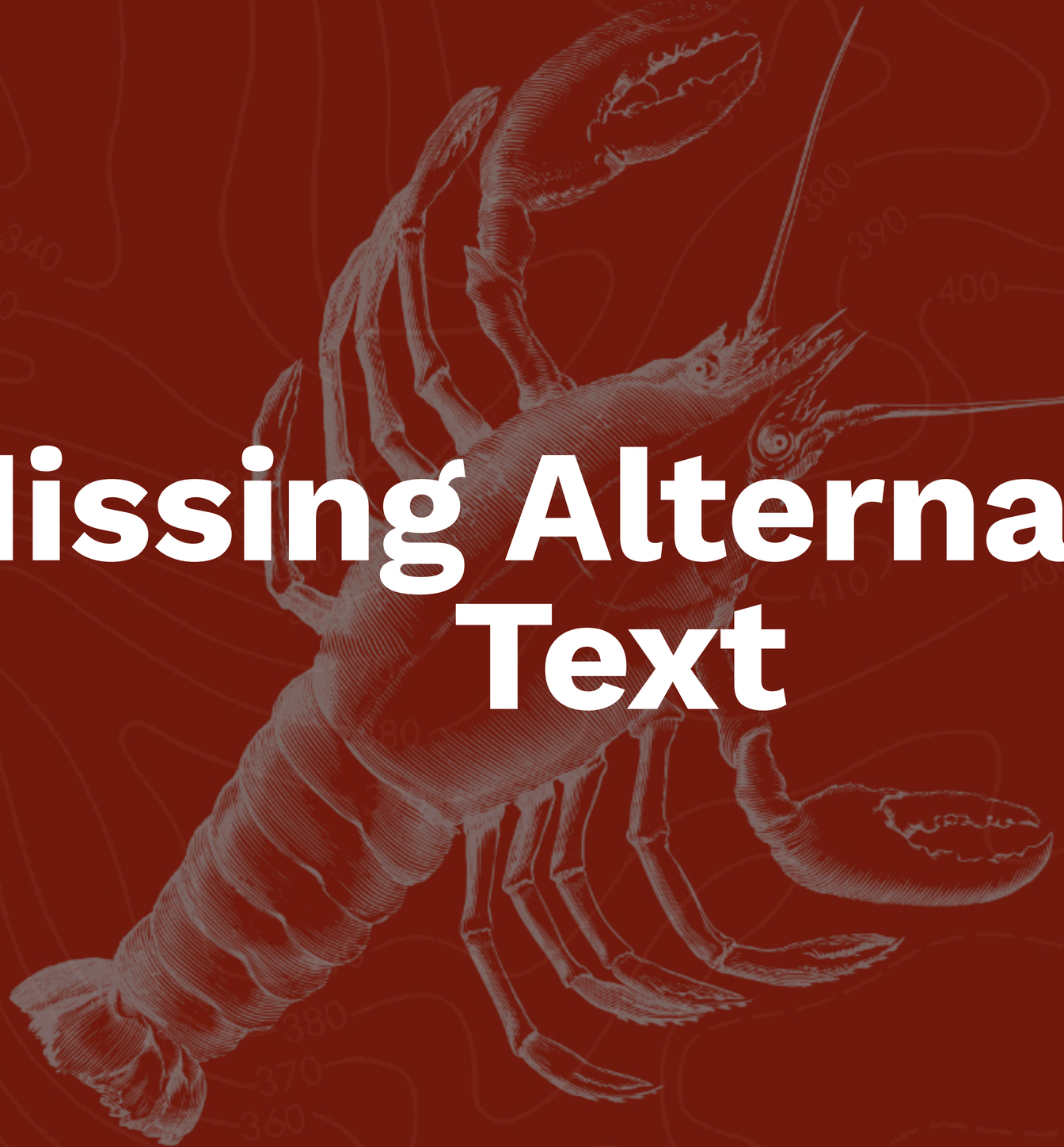


SC 1.4.3 Contrast (Minimum)(Level AA)

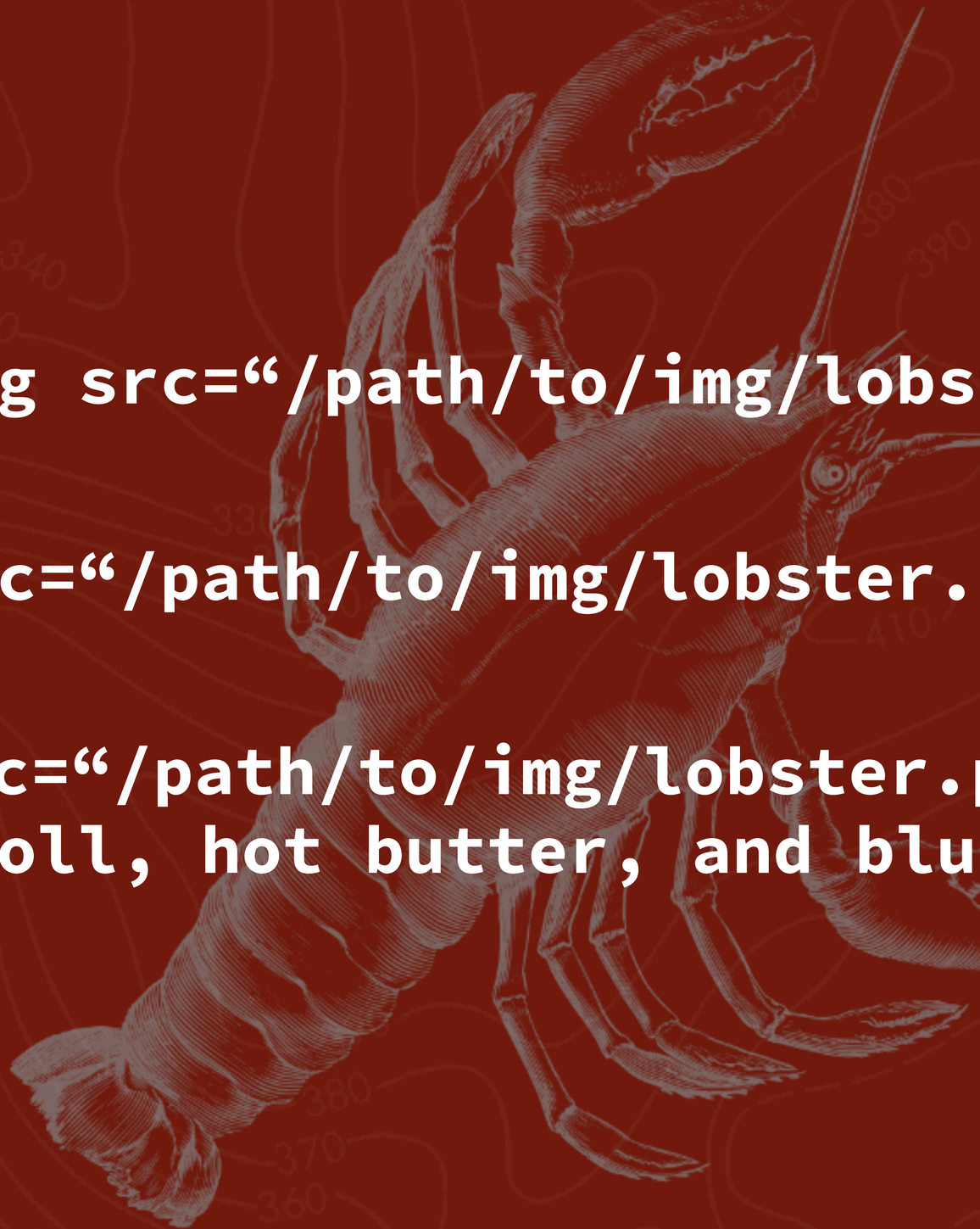
“The visual presentation of text and images of text has a contrast ratio of at least 4.5 to 1”

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



Missing Alternative Text

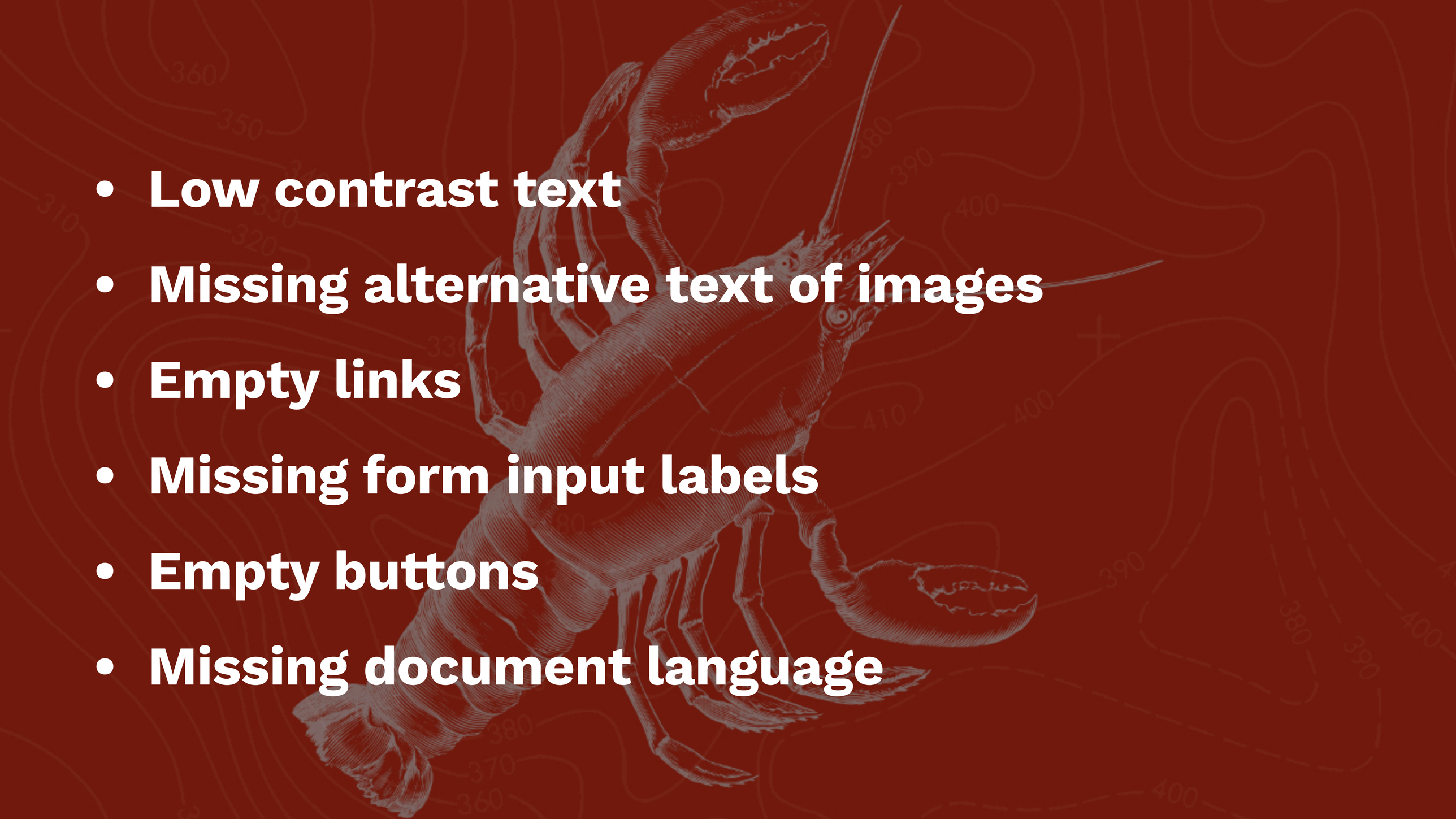
blueberry
caffeine
free
Eat
BITE INTO
MAINE
MAINECENTRIC
FOOD



```
<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 roll, hot butter, and blueberry soda."> ✅
```

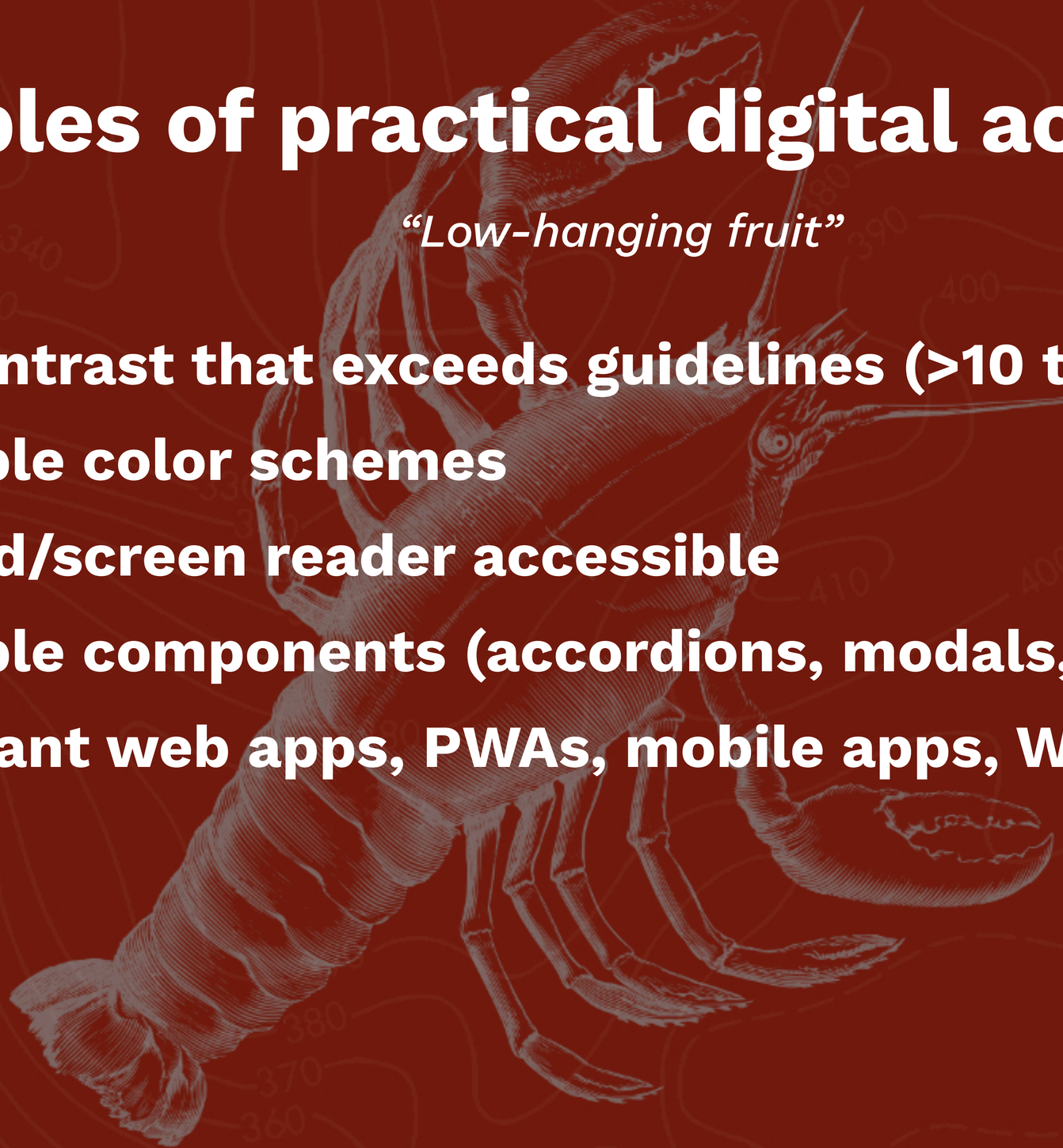


- Low contrast text
- Missing alternative text of images
- Empty links
- Missing form input labels
- Empty buttons
- Missing document language

96.5% of all errors

Examples of practical digital accessibility

“Low-hanging fruit”



- **Color contrast that exceeds guidelines (>10 to 1 ratio)**
- **Accessible color schemes**
- **Keyboard/screen reader accessible**
- **Accessible components (accordions, modals, tooltips, 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 (glare from sun)
- Other situational disabilities
  - Broken arm
  - Child on lap

Disability is just Blind, Deaf, or Paralysis. Right?

FALSE

Learning / Cognitive
ADHD / ADD
Fibromyalgia / Arthritis
Tremors / Parkinson’s
Migraine Headaches / Photophobia

Excuses

“The client doesn’t have the budget for it.”

“We’ll get to it after launch.”

“Why do we even need to make this thing accessible?”

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“There is no time to do this.”

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“There is no time to do this.”

“We don’t have disabled users.”

“Why do we even need to make this thing accessible?”

“There is no time to do this.”

“We don’t have disabled users.”

“The people that use our product are not disabled.”

“It’s a huge waste of time.”

internally screaming

- LOOK, I CAN'T SPEAK
WITHOUT SWEARING

Buy-In

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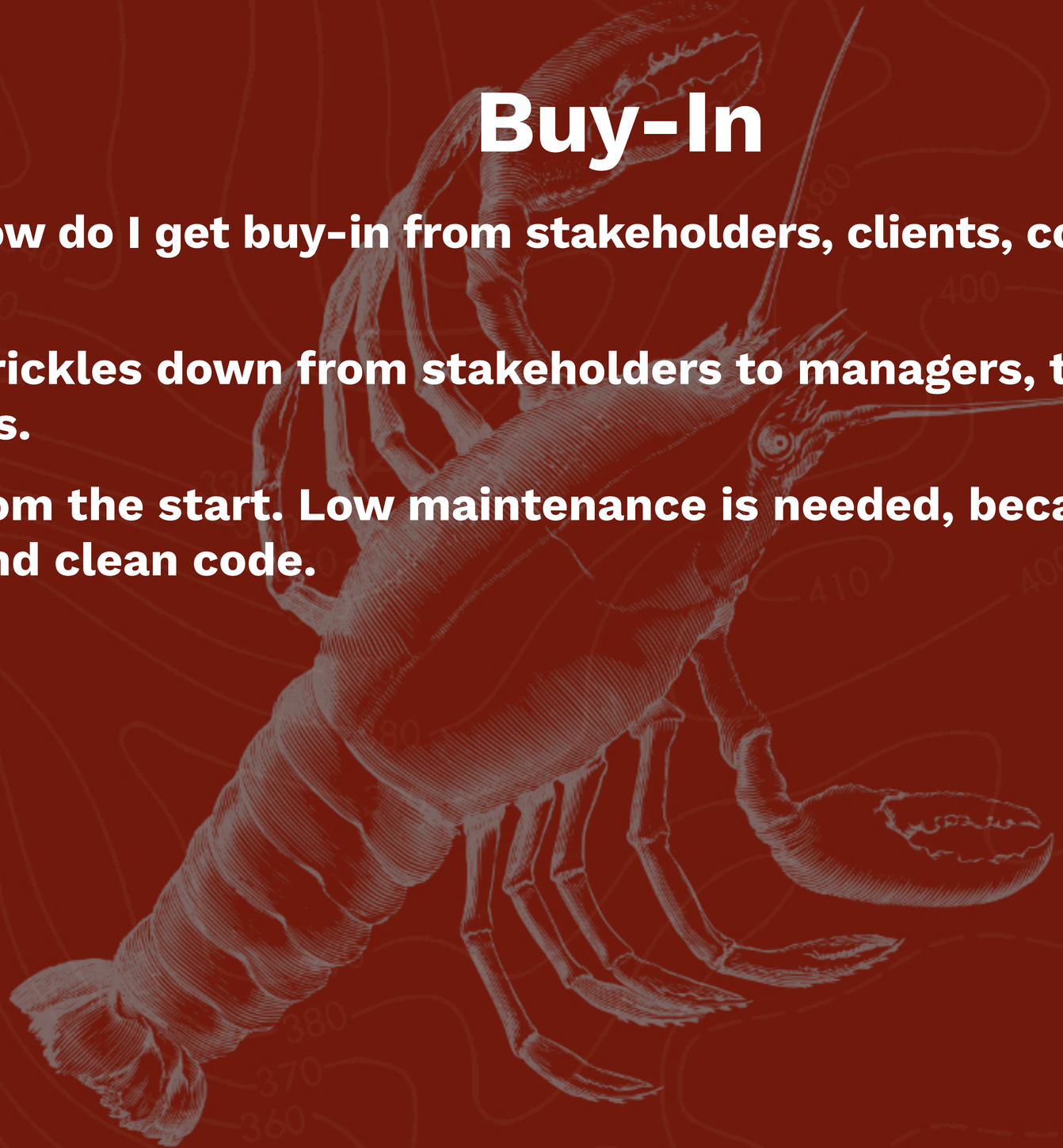

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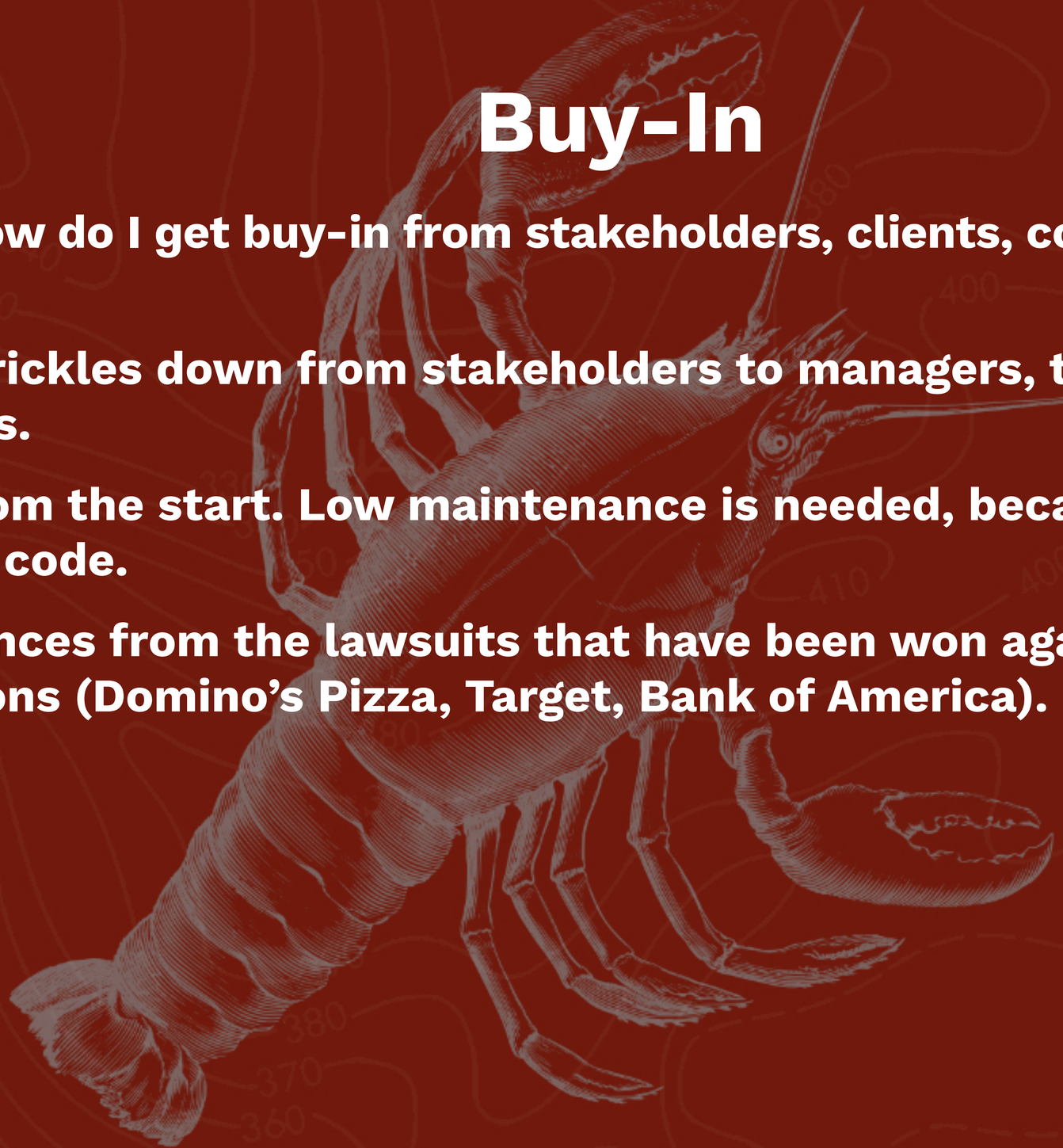

- **Support trickles down from stakeholders to managers, teams, and individuals.**
- **Do this from the start. Low maintenance is needed, because of accessibility and clean code.**
- **Cite instances from the lawsuits that have been won against major corporations (Domino’s Pizza, Target, Bank of America).**

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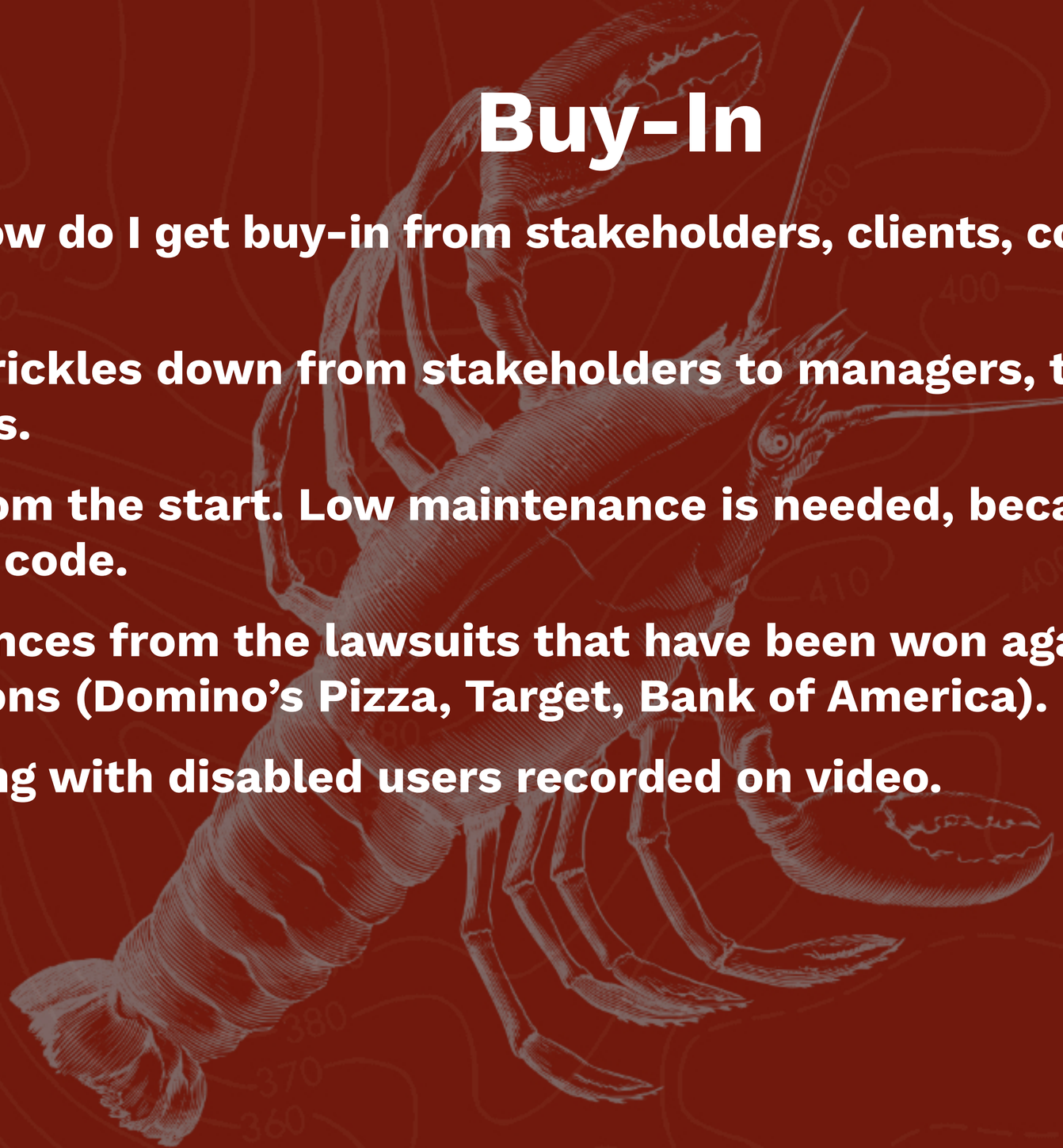
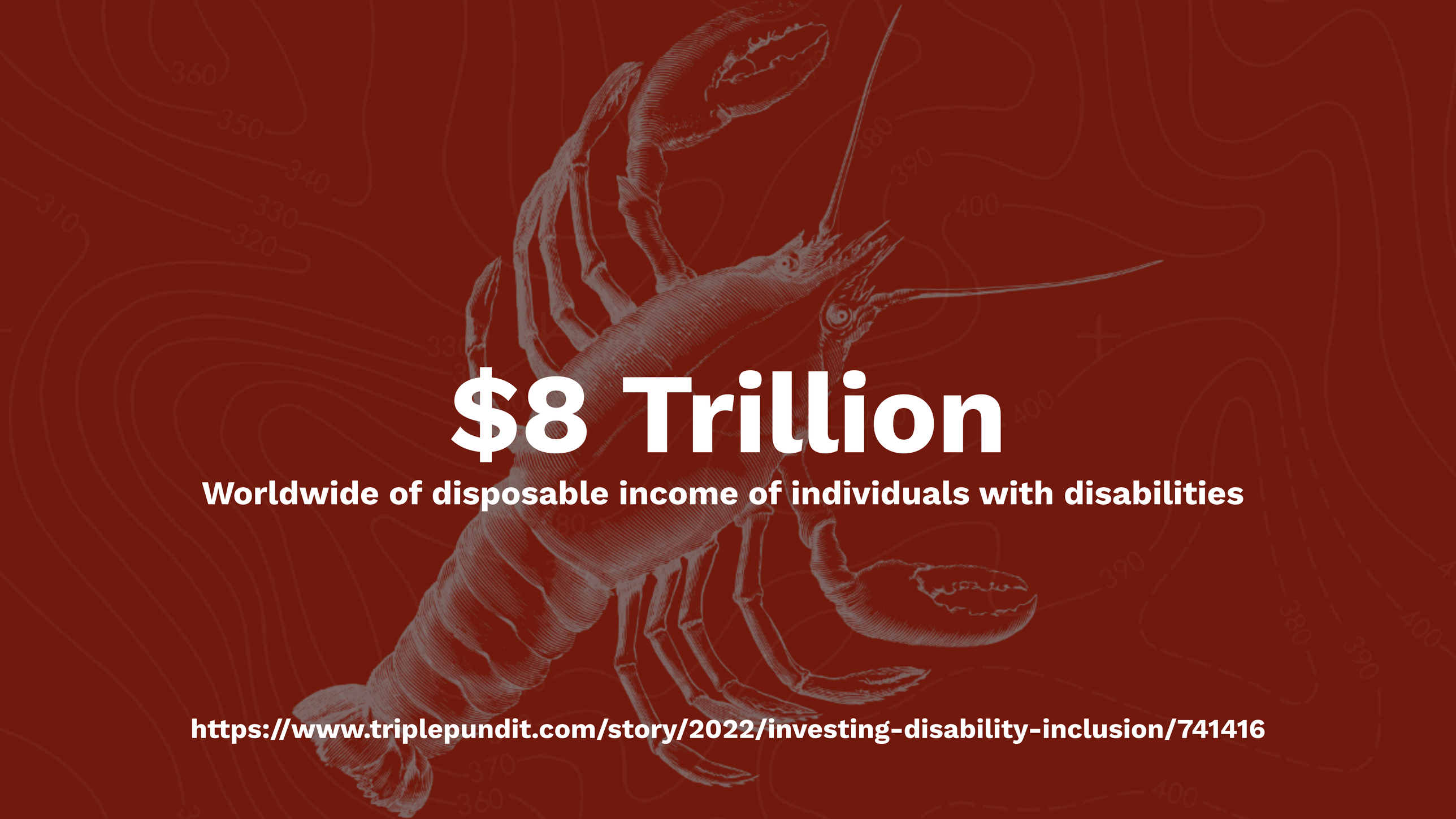
- Live testing with disabled users recorded on video.





$8 Trillion

Worldwide of disposable income of individuals with disabilities

https://www.triplepundit.com/story/2022/investing-disability-inclusion/741416

$490 Billion

Disposable income of individuals with disabilities in the U.S.

https://diverseabilitymagazine.com/2018/09/buying-power-people-disabilities/

Advocates

Organization Advocates

Teams or individuals that advocate in your organization

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

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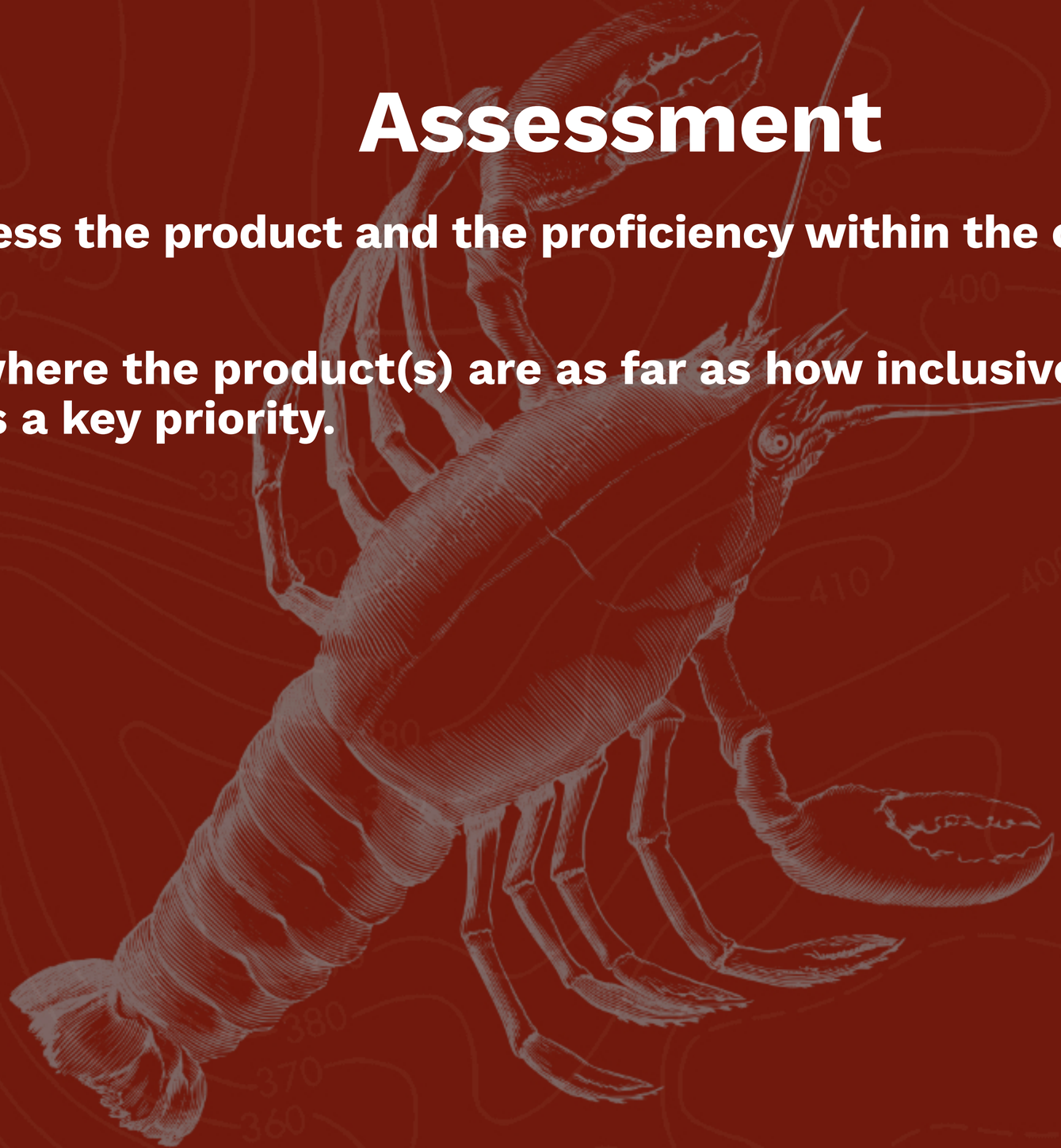
Assess the product and the proficiency within the organization

- **Gauging where the product(s) are as far as how inclusive and accessible they are is a key priority.**



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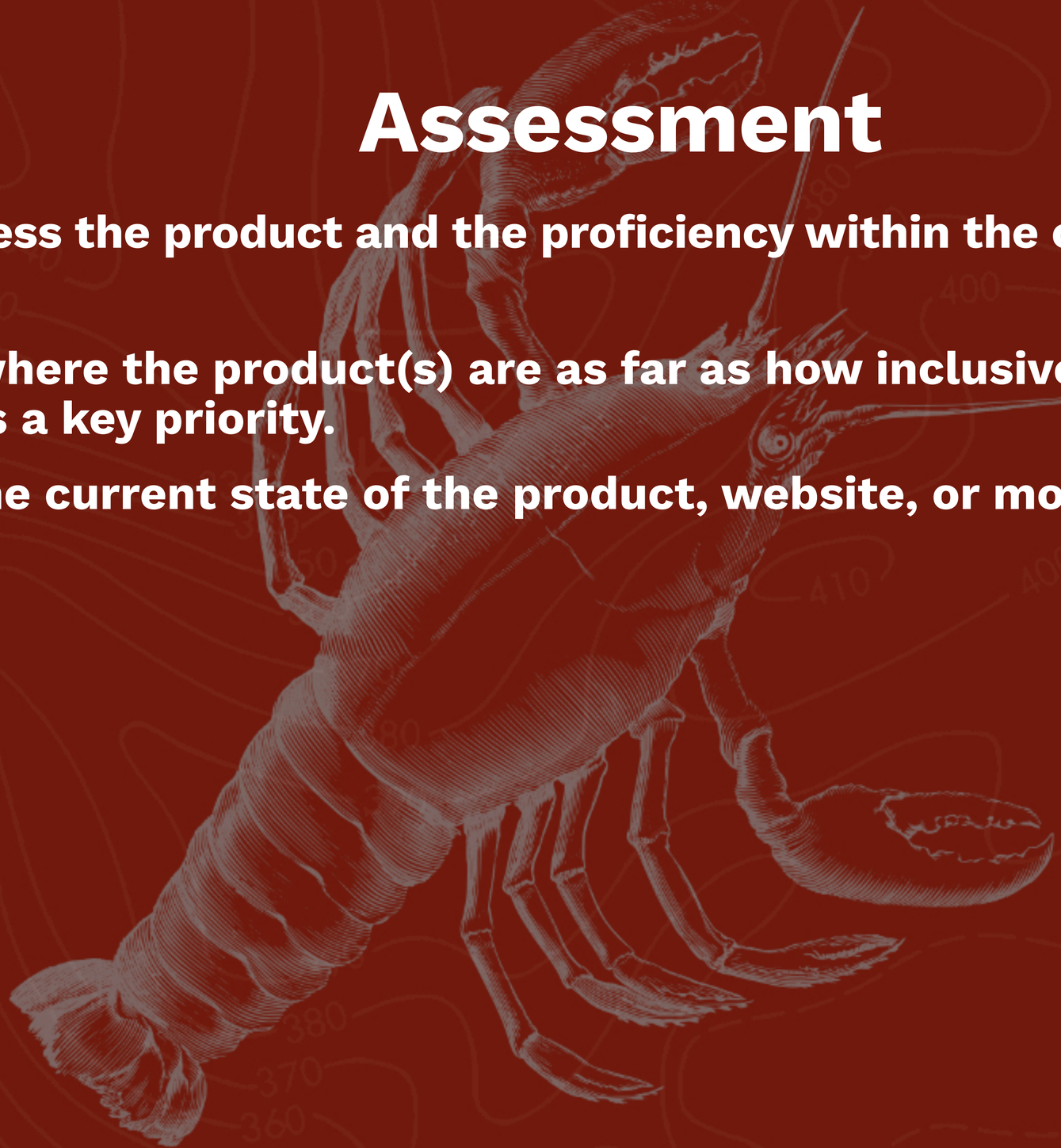

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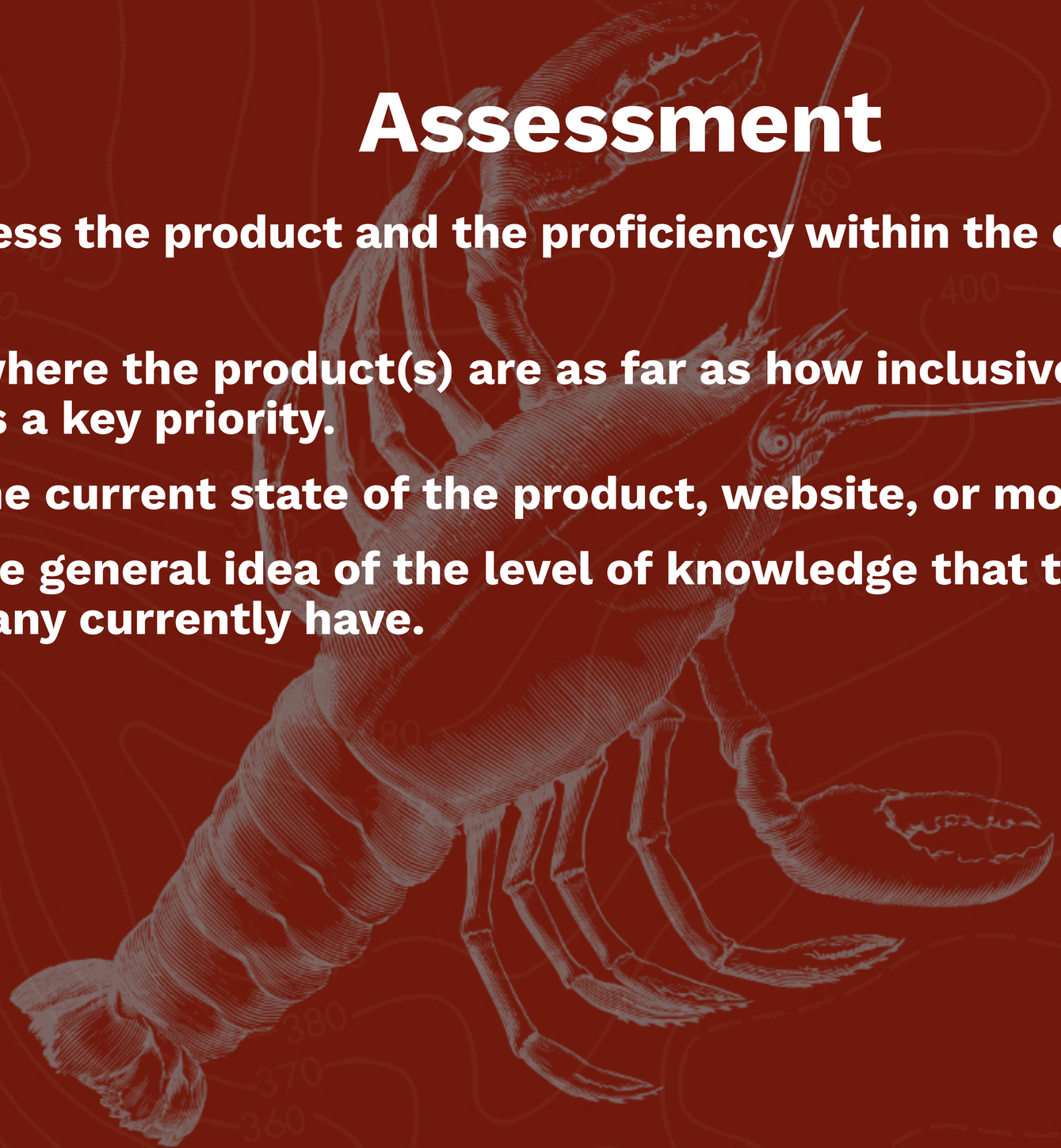

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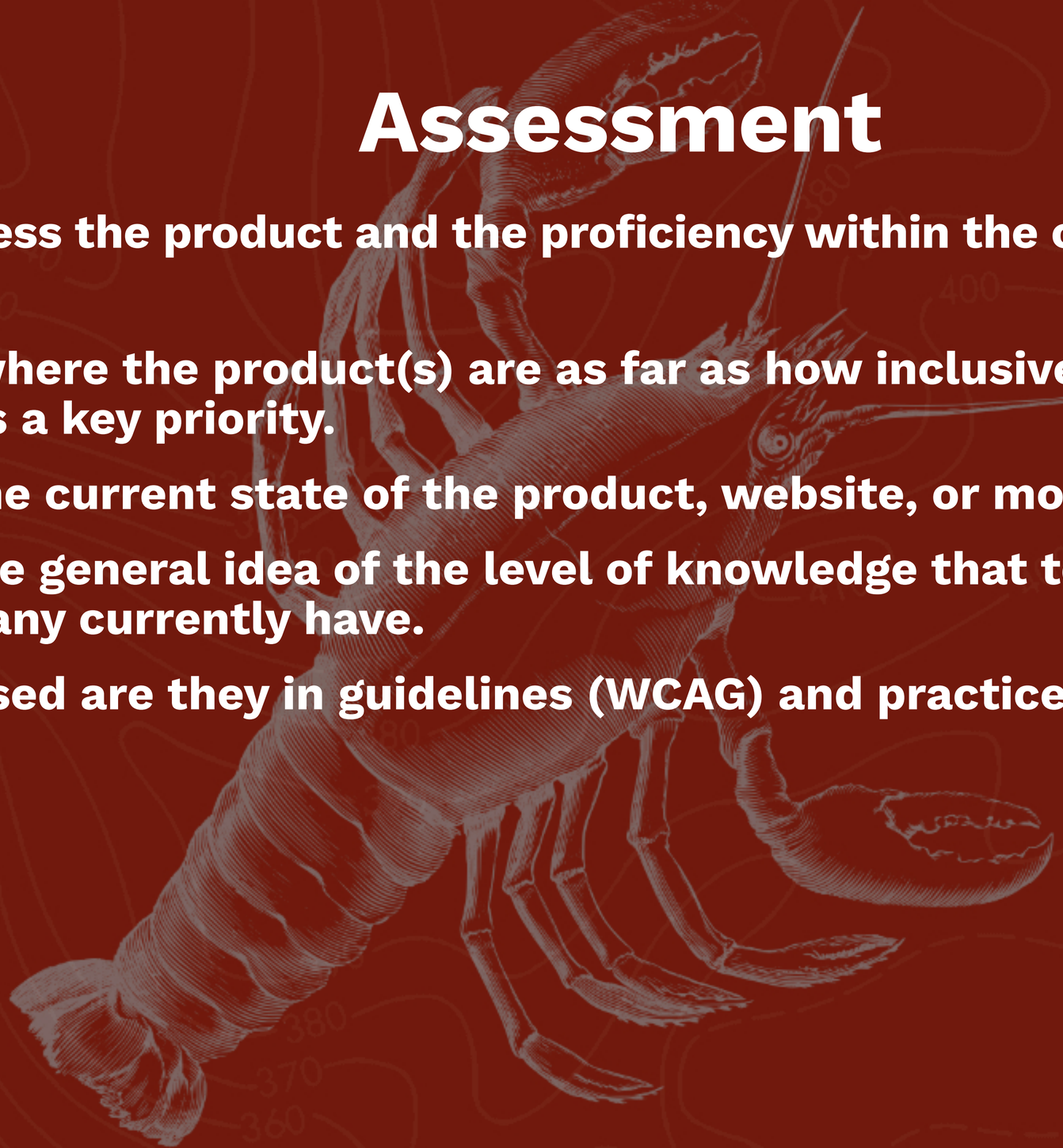

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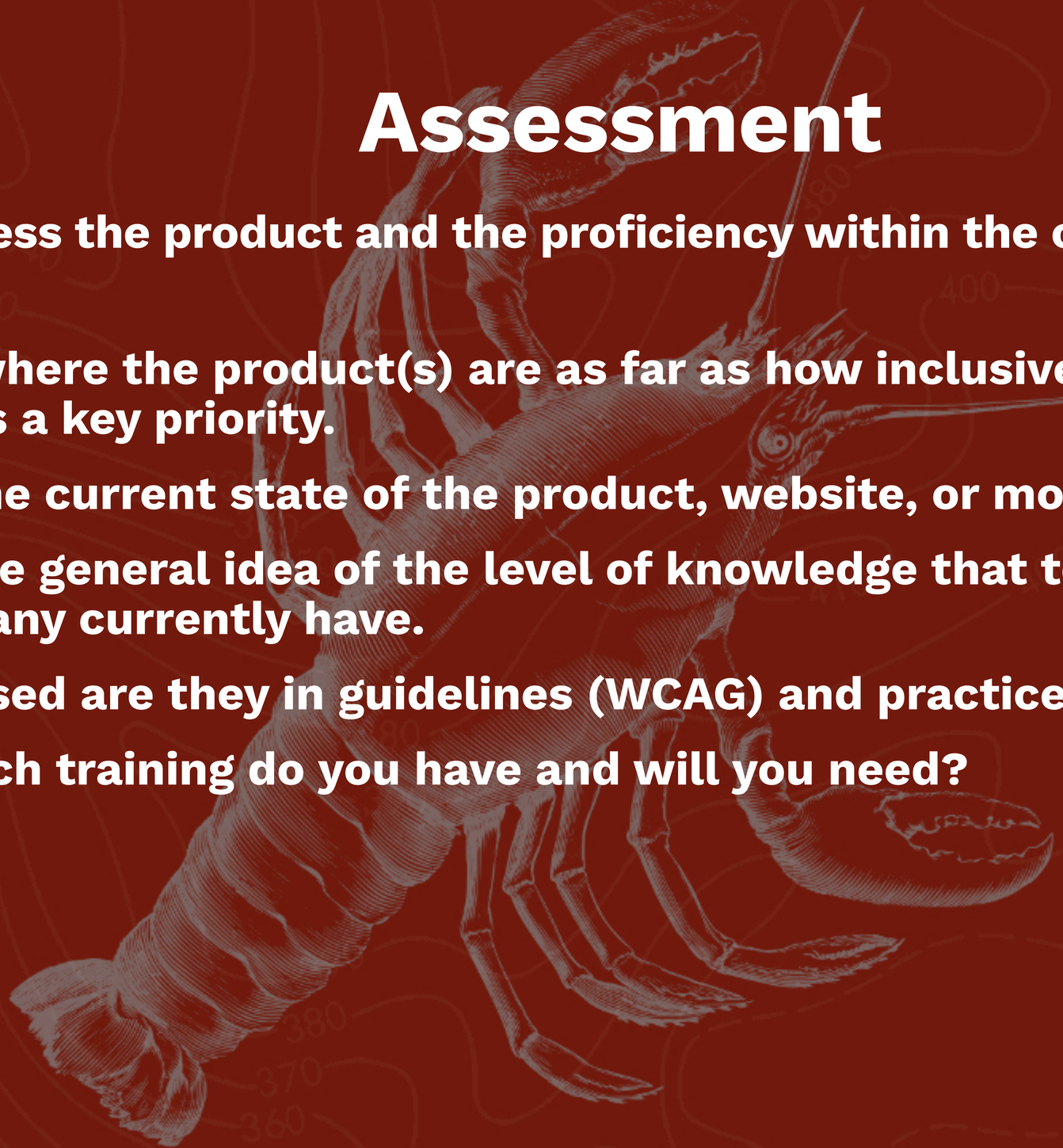
  - How much training do you have and will you need?



Training

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Maintaining A Written Record

- Of all accessibility training done
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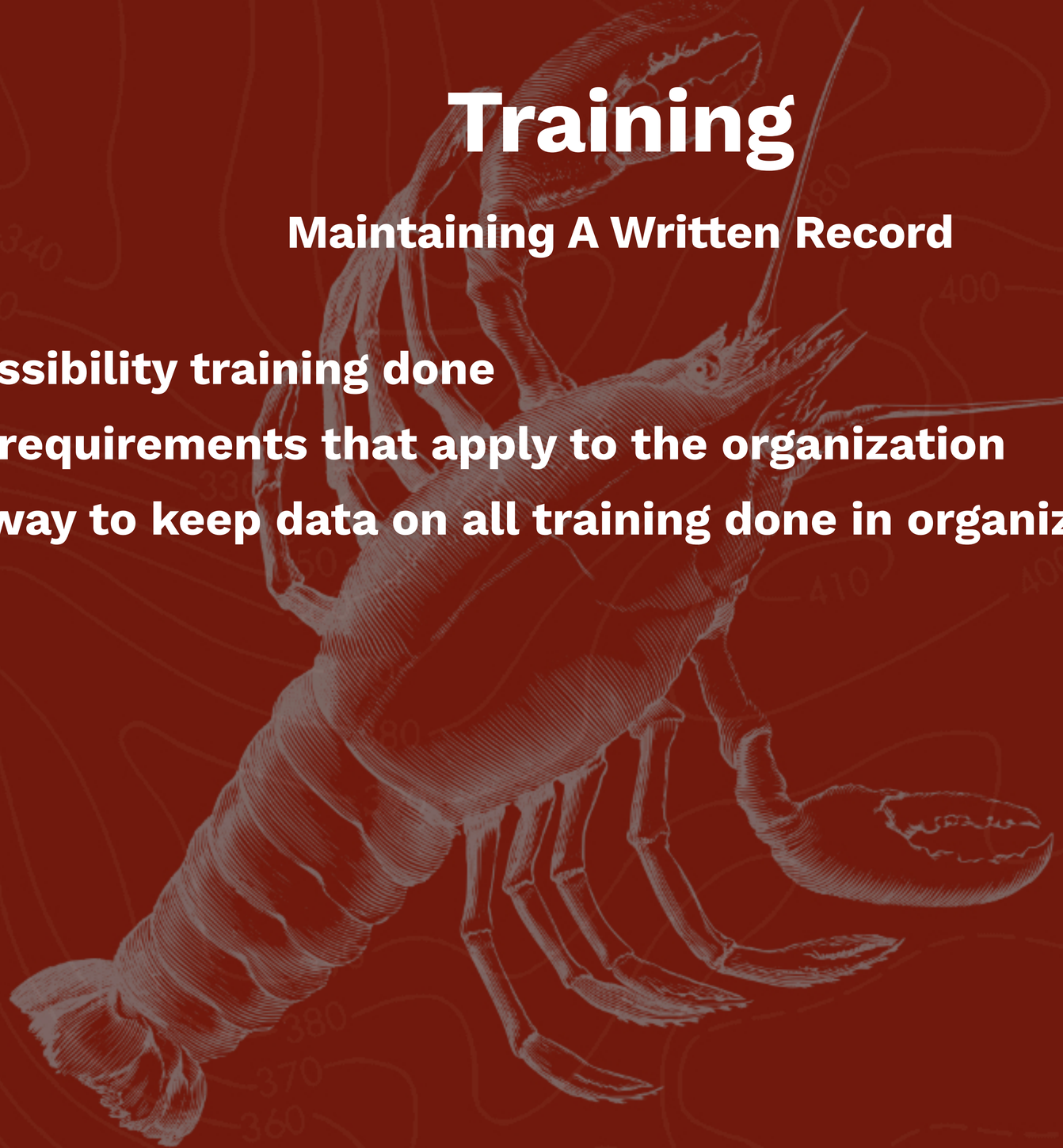

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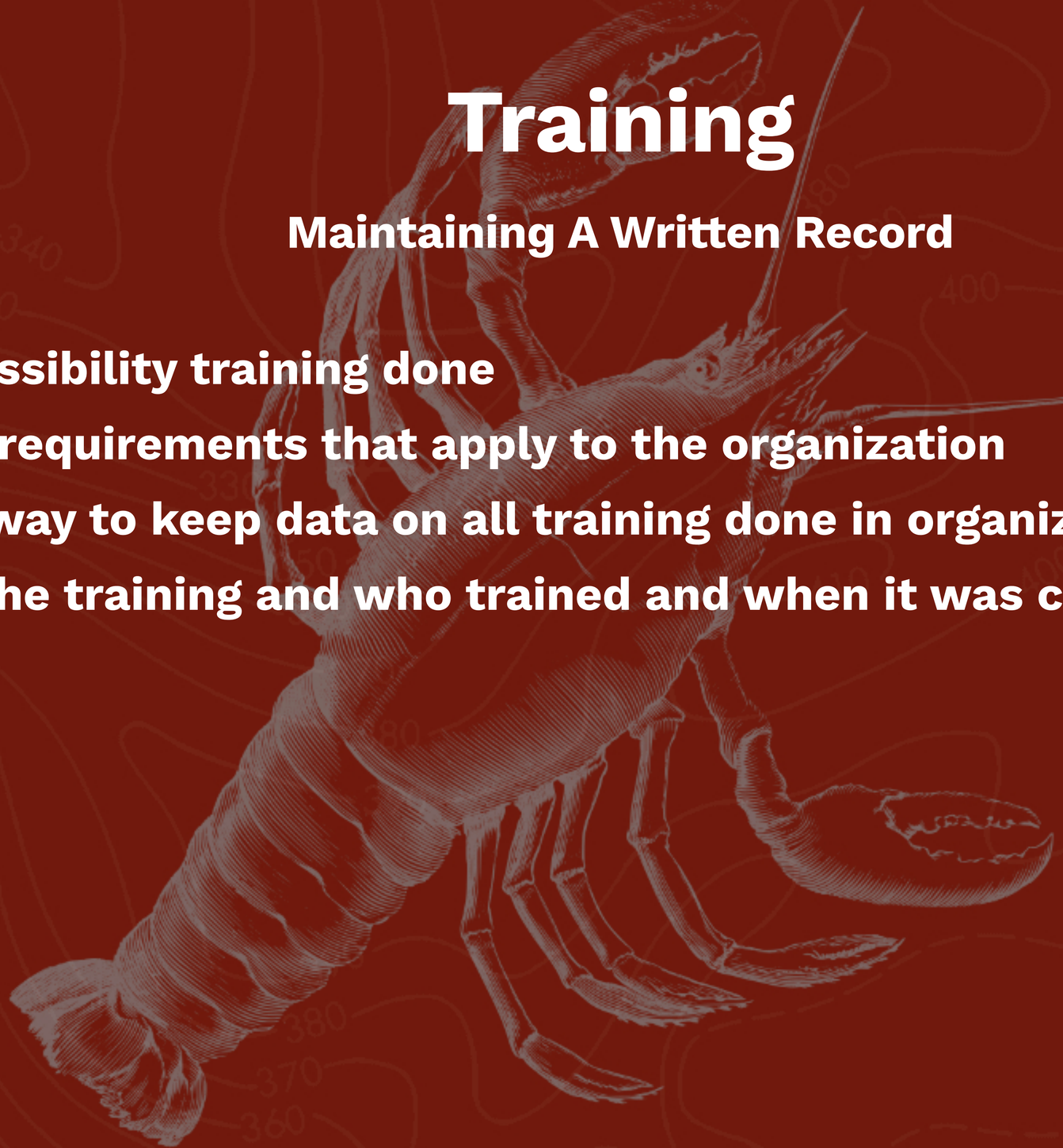

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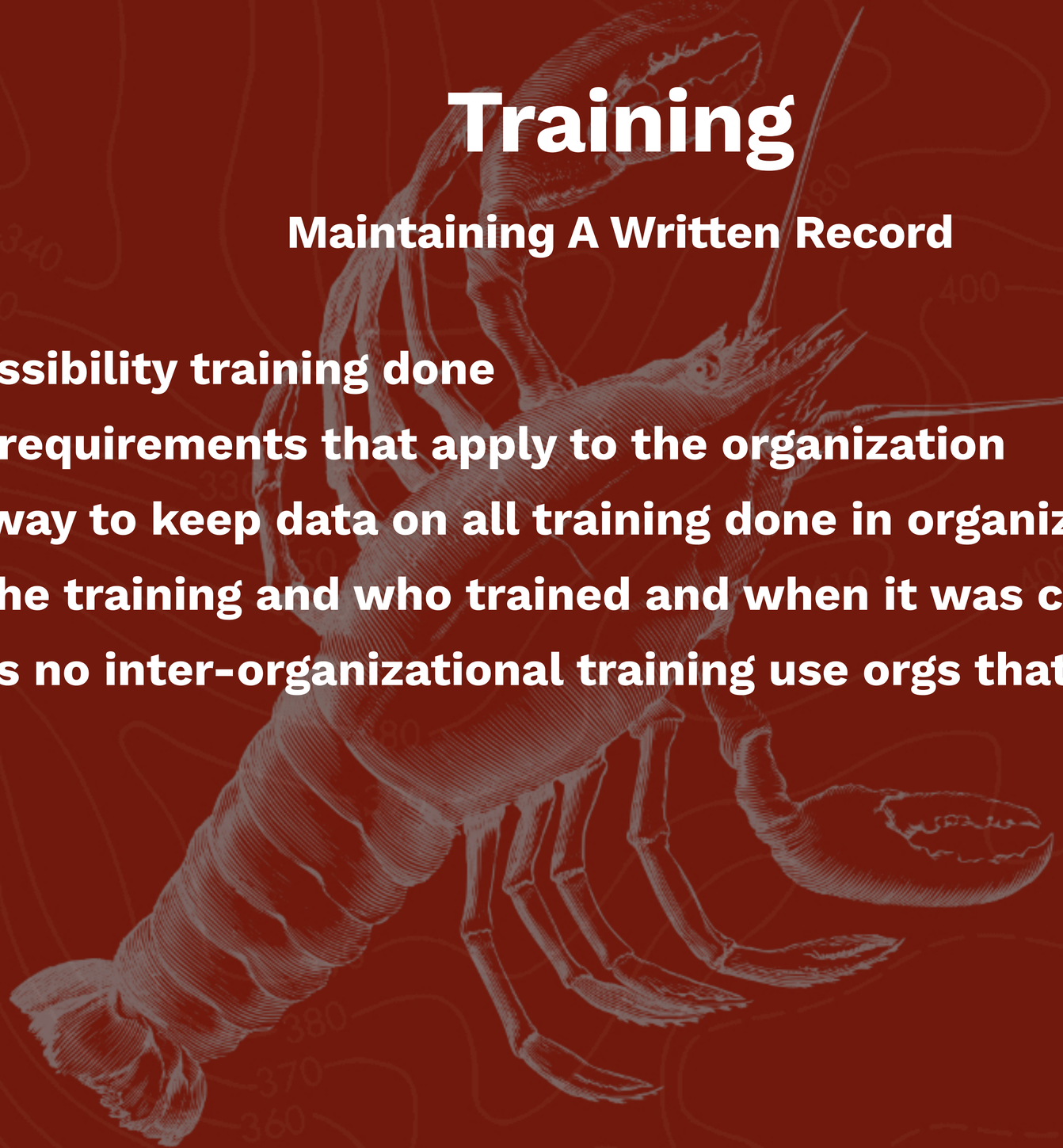

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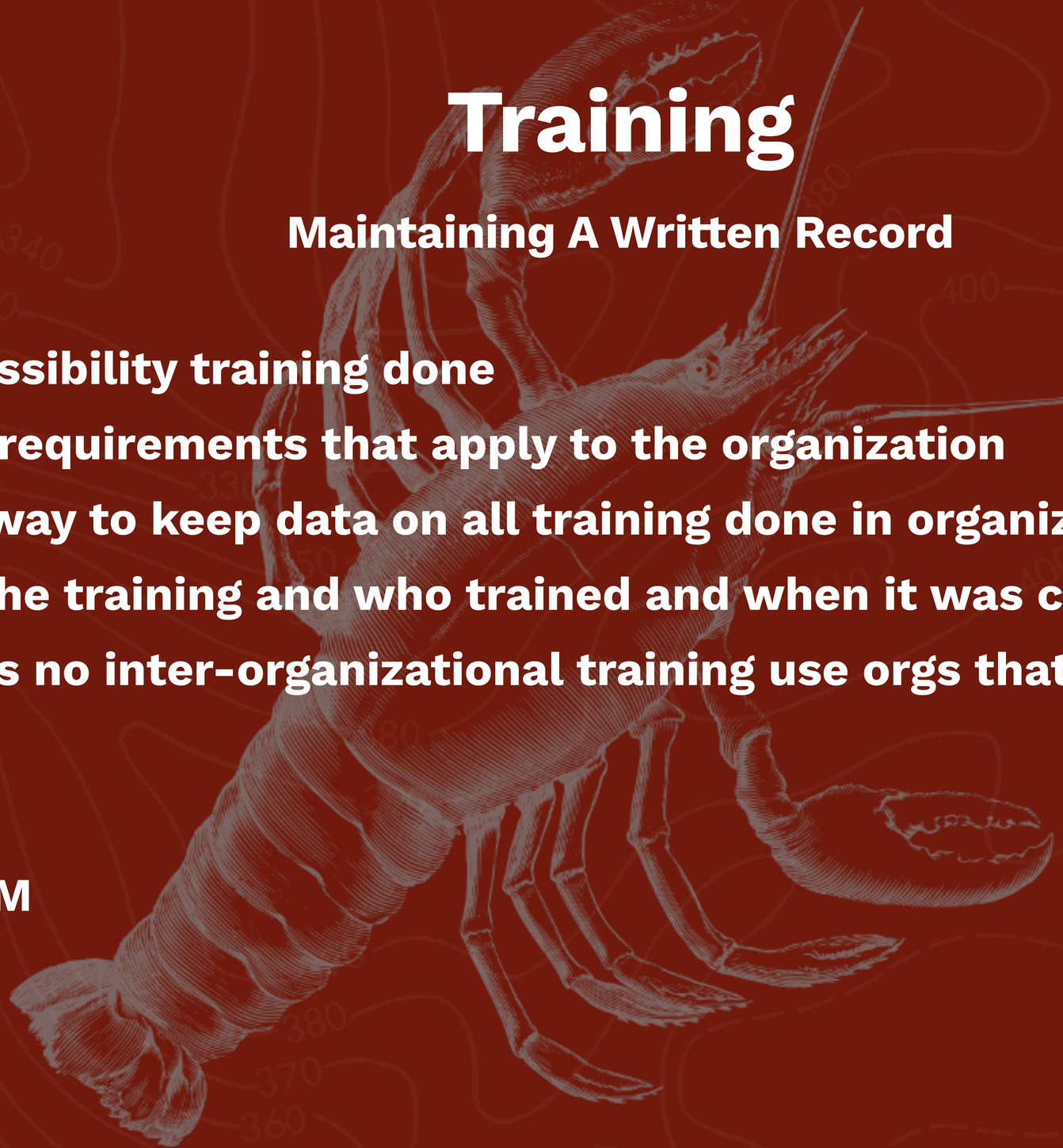
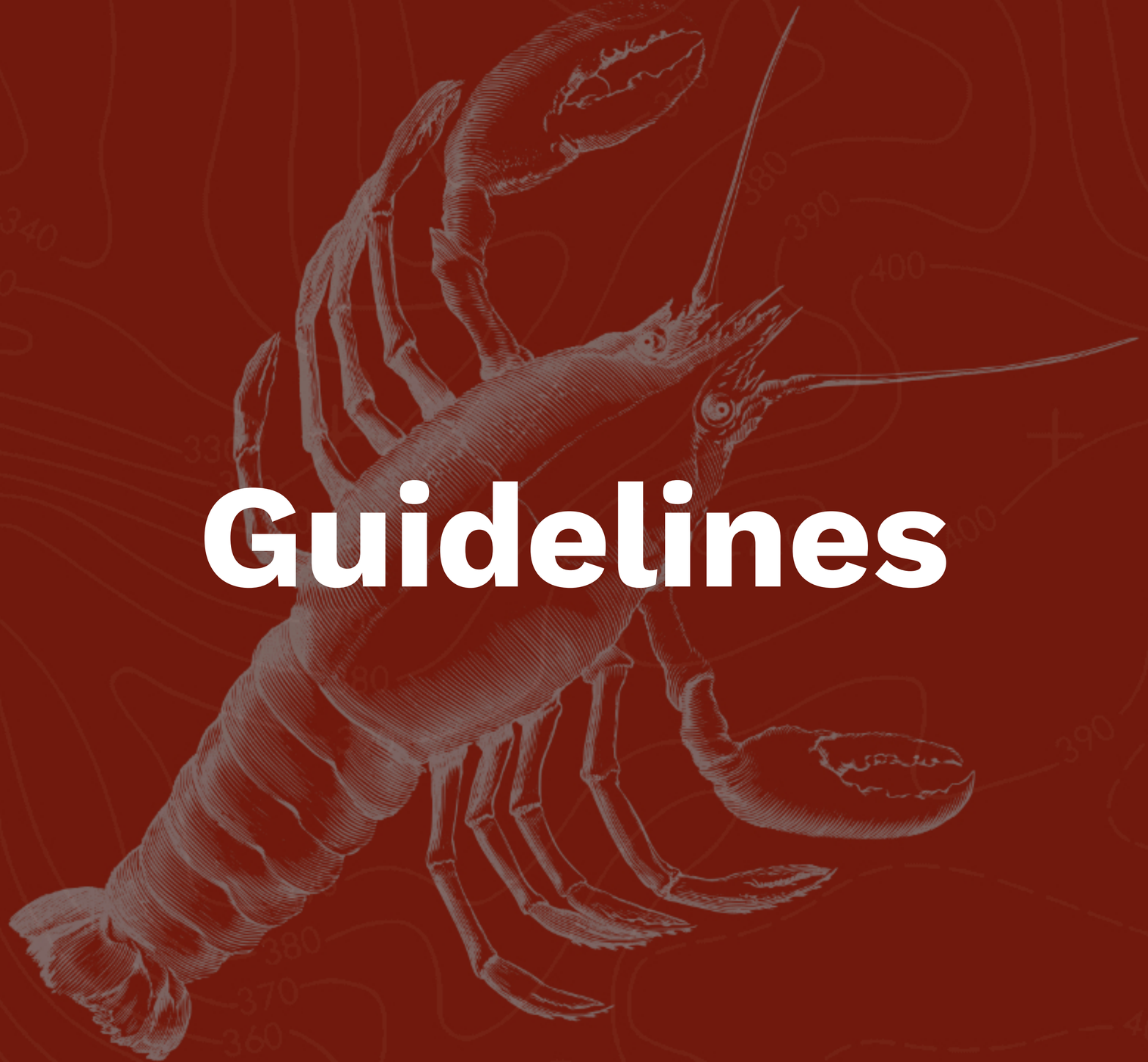
    - TPGi
    - WebAIM





Guidelines

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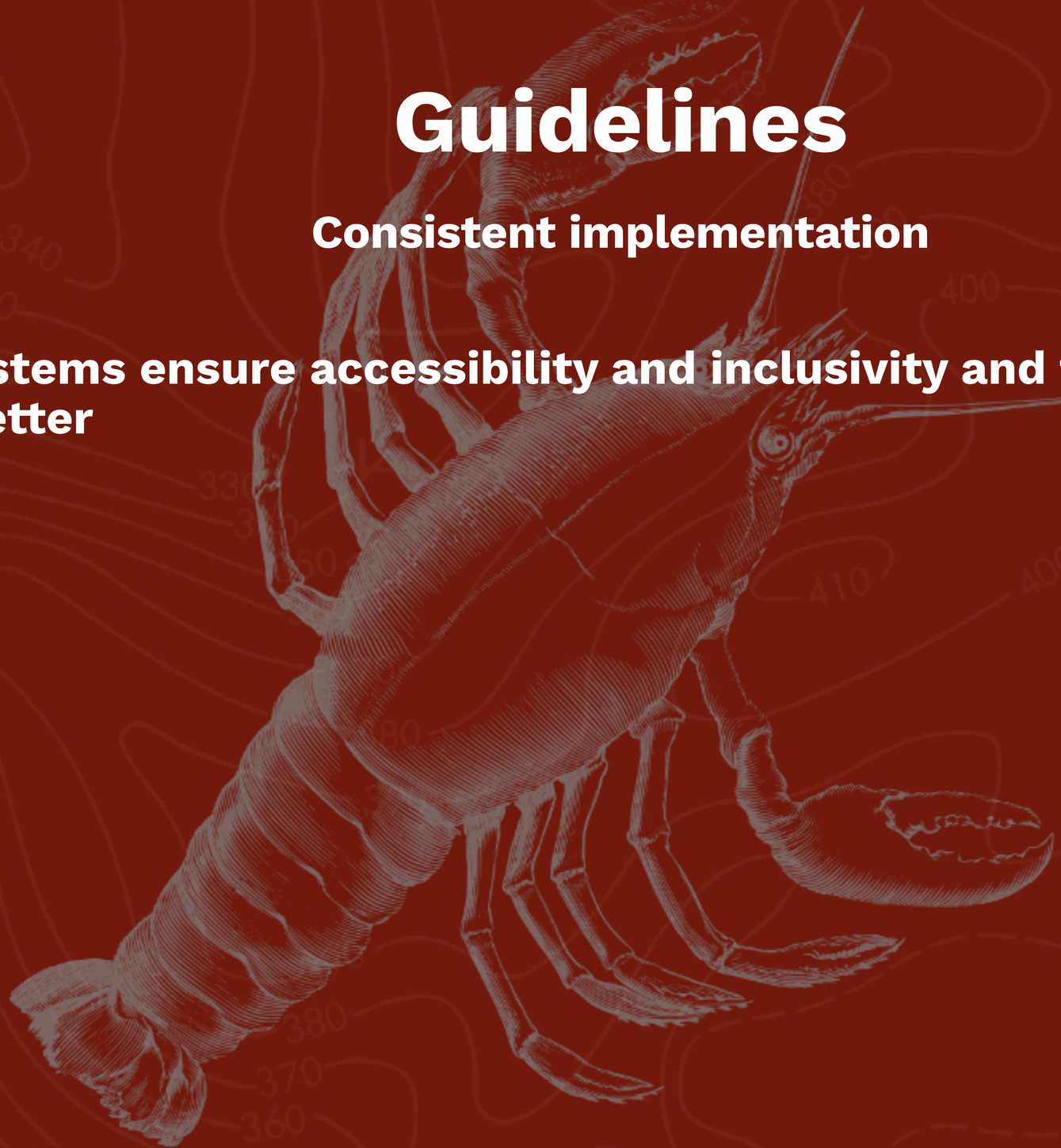
Consistent implementation

- **Design systems ensure accessibility and inclusivity and the understanding of code better**



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- Design systems ensure accessibility and inclusivity and the understanding of code better
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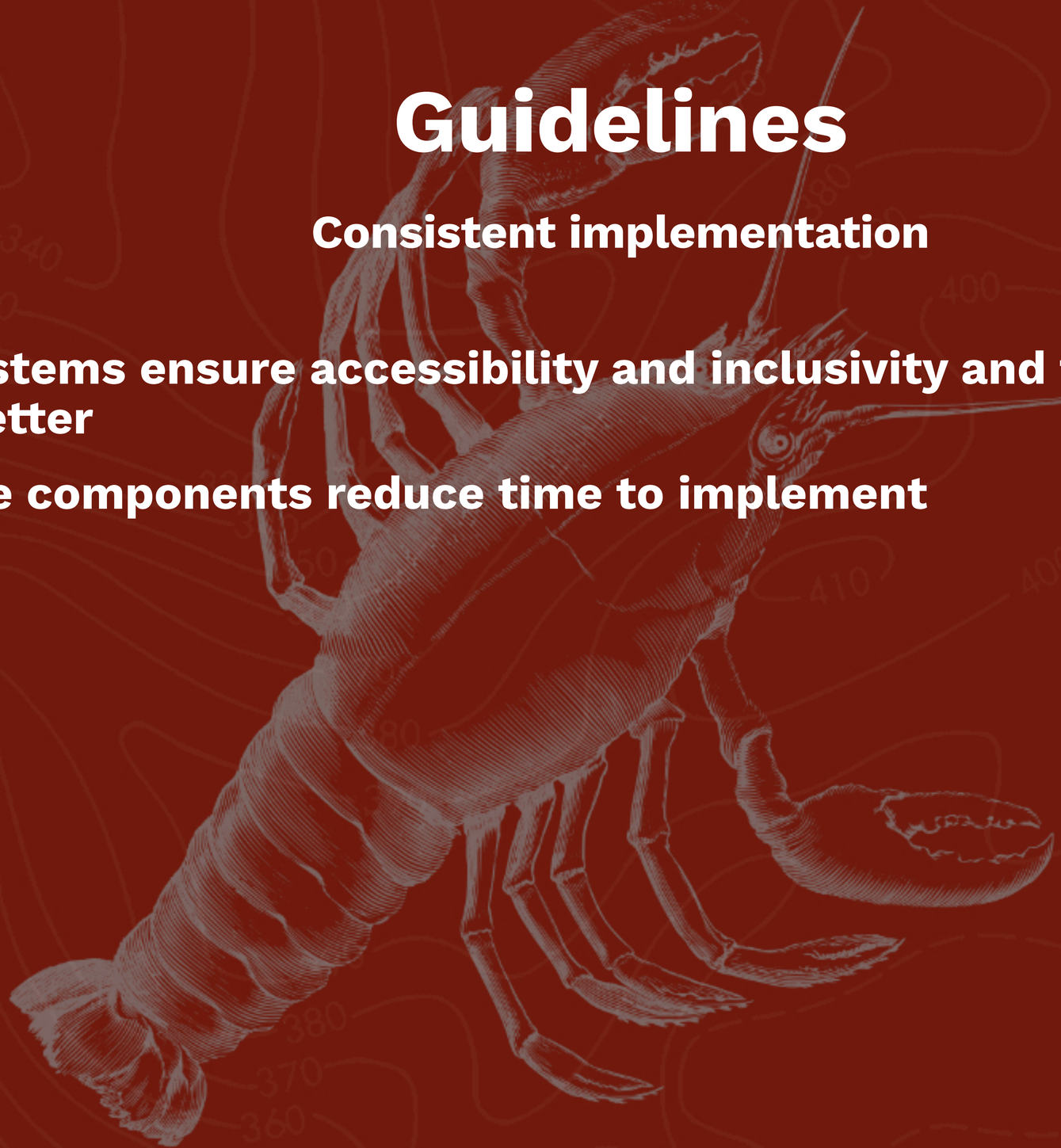

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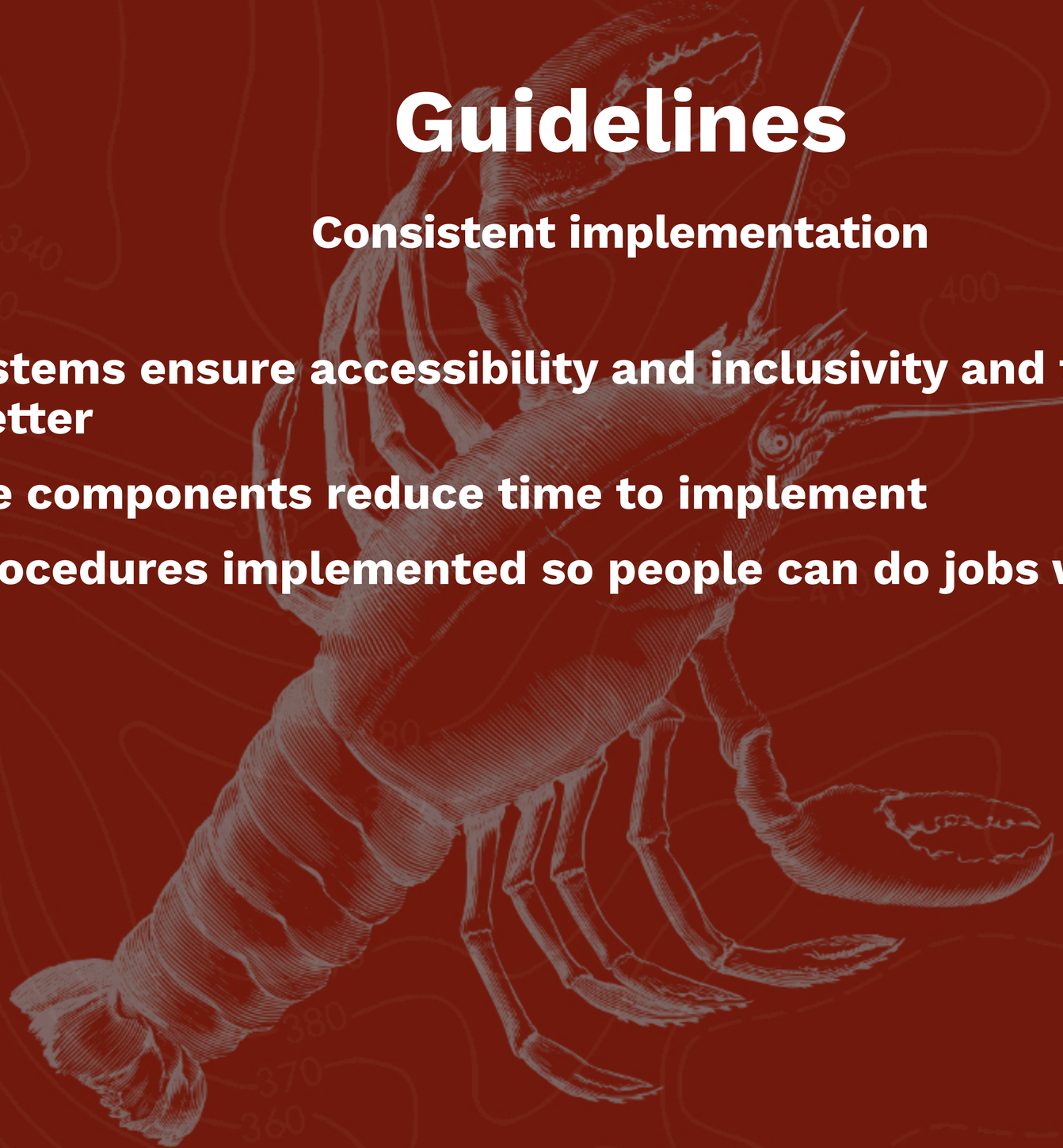

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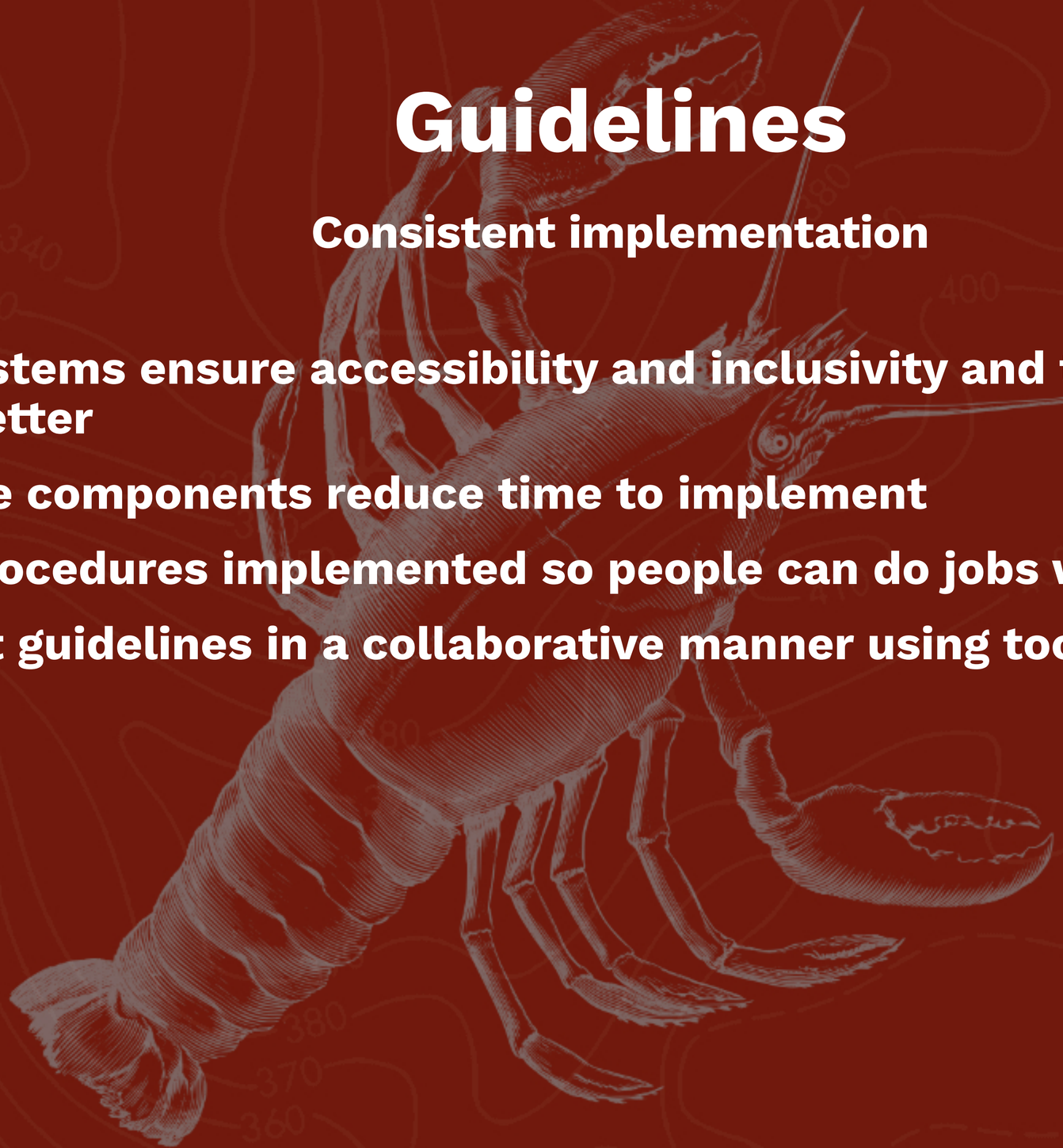
- Document guidelines in a collaborative manner using tools



Standards

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Guidelines from different countries

- American Disabilities Act (ADA) - United States
- Section 508 (U.S. Government)

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- Convention on the Rights of Persons with Disabilities (CPRD)
  - Article 9
  - Article 21

Testing

Use Cases/Testing

Hiring disabled people

- Test & record cases where disabled users are using the product

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- Present to colleagues/stakeholders

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- Outsource testing with companies:
  - Fable

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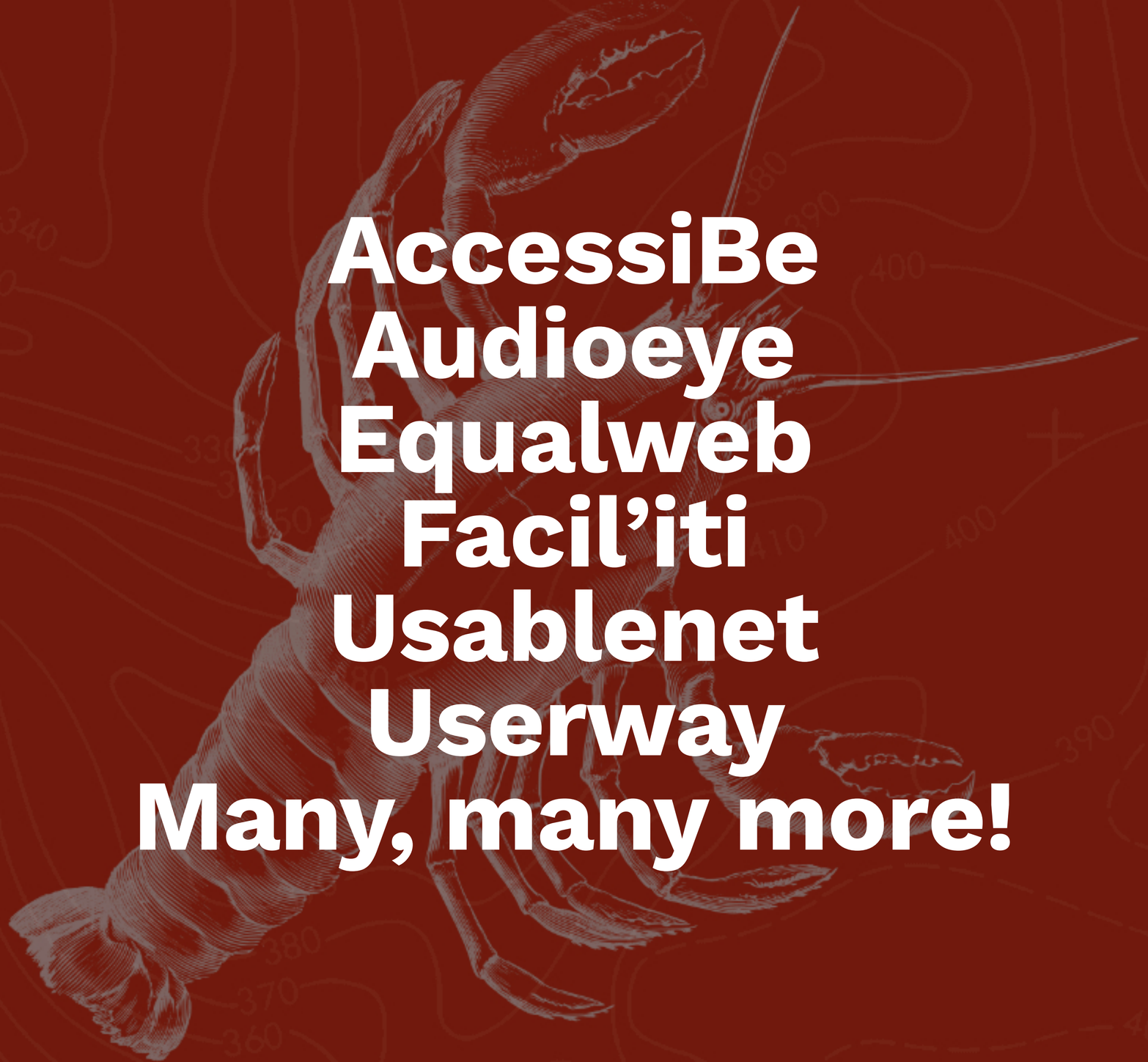
- Present to colleagues/stakeholders
- Outsource testing with companies:
  - Fable
- Hire disabled people!
  - Teaching and advocating

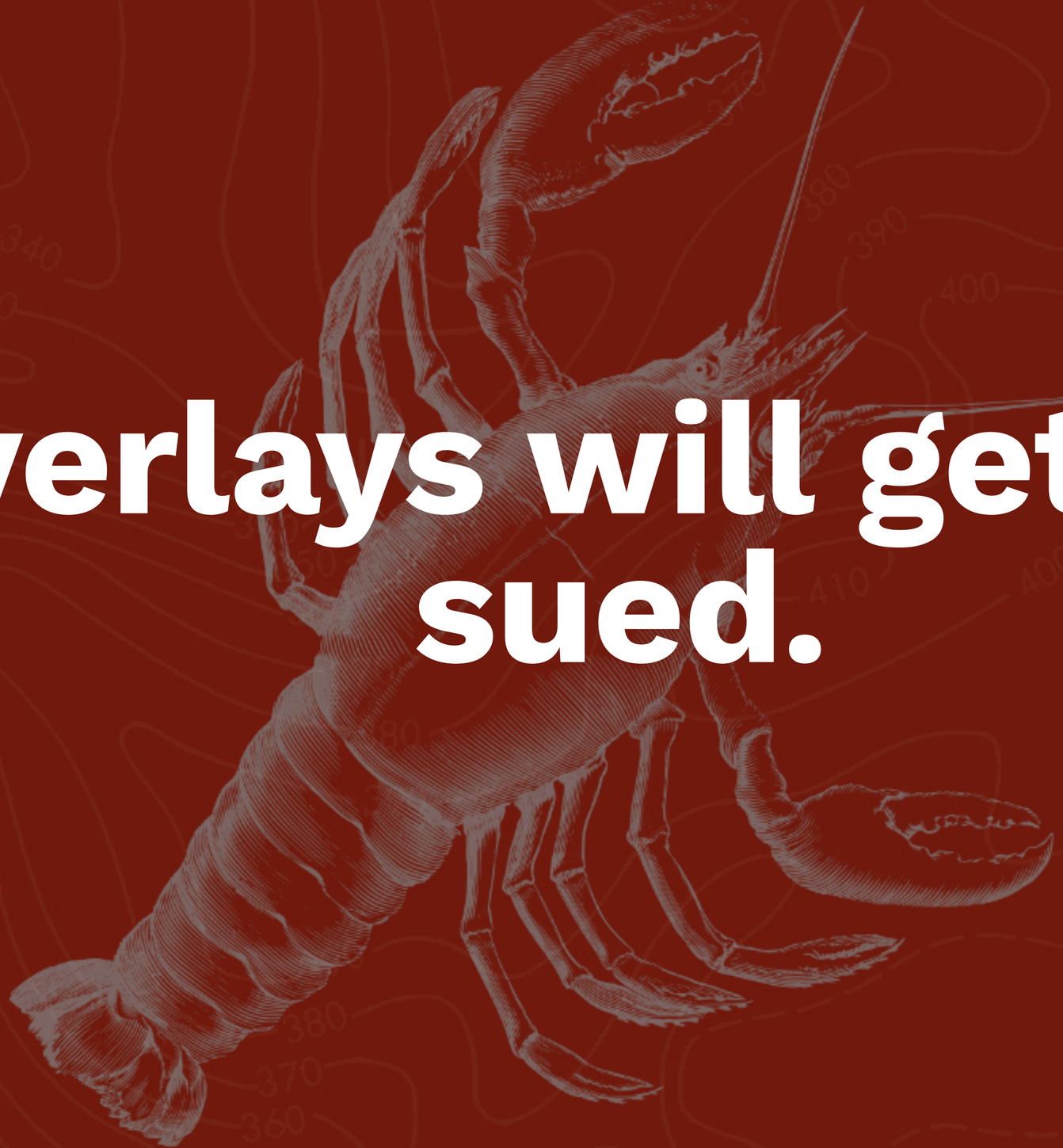
Accessibility Overlays

“We use an accessibility overlay. We’re okay.”

PROFESSOR
Thaddeus J.
accessiBe
MIRACLE
ELIXIR
MIRACLE
ELIXIR
ENCHANTED SPRINGS, TX
MEDICINE MAN
RAINMAKER



AccessiBe
Audioeye
Equalweb
Facil’iti
Usablenet
Userway
Many, many more!

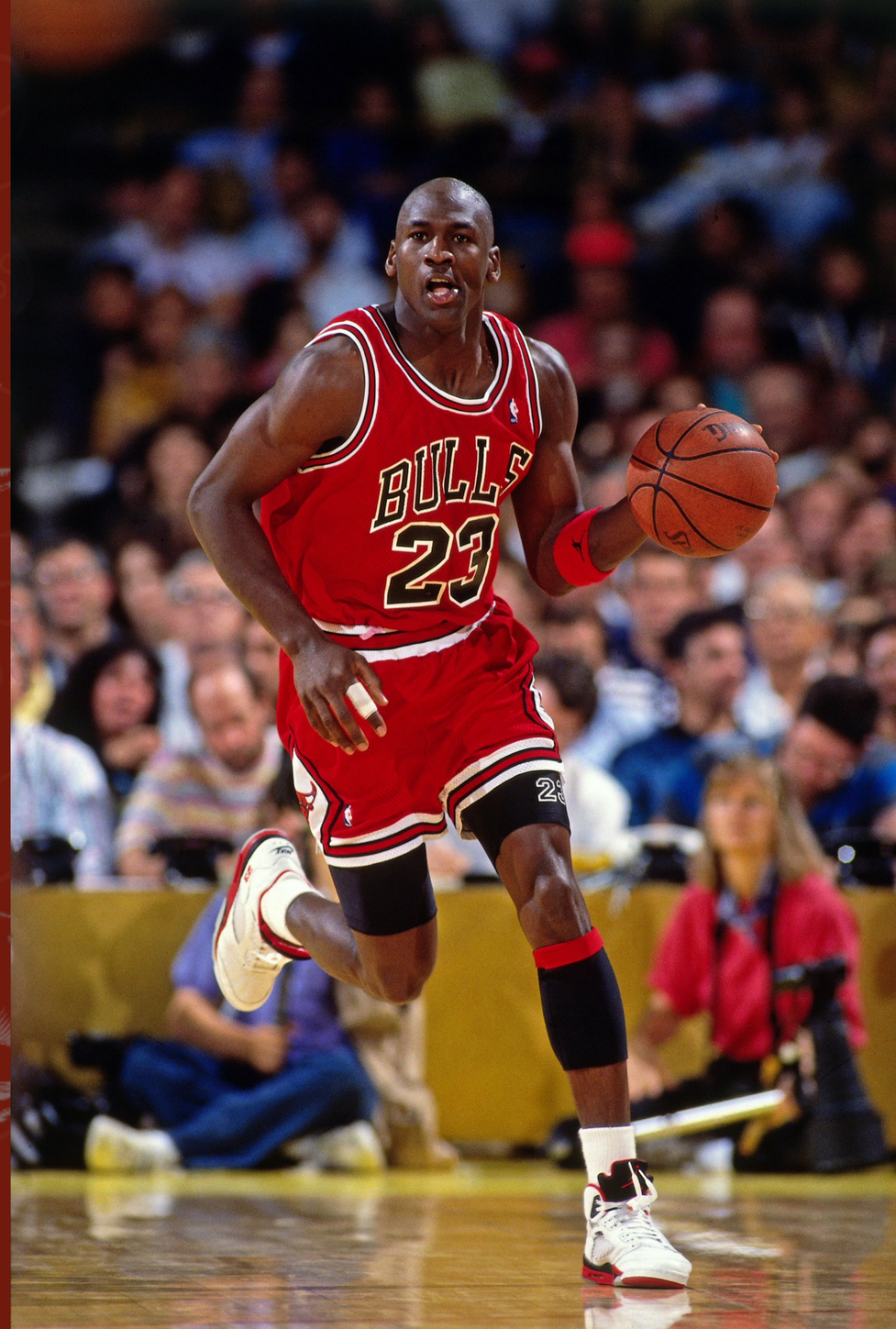


Overlays will get you sued.

```
<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>
```

THIS IS MY
Lobster
EATIN' SHIRT

!==


BULLS
23

So what do we do?

Do The Work

Maintenance

Accessibility is never done

- Automated testing wherever possible with new releases or changes

Maintenance

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- Screen reader analysis before every release

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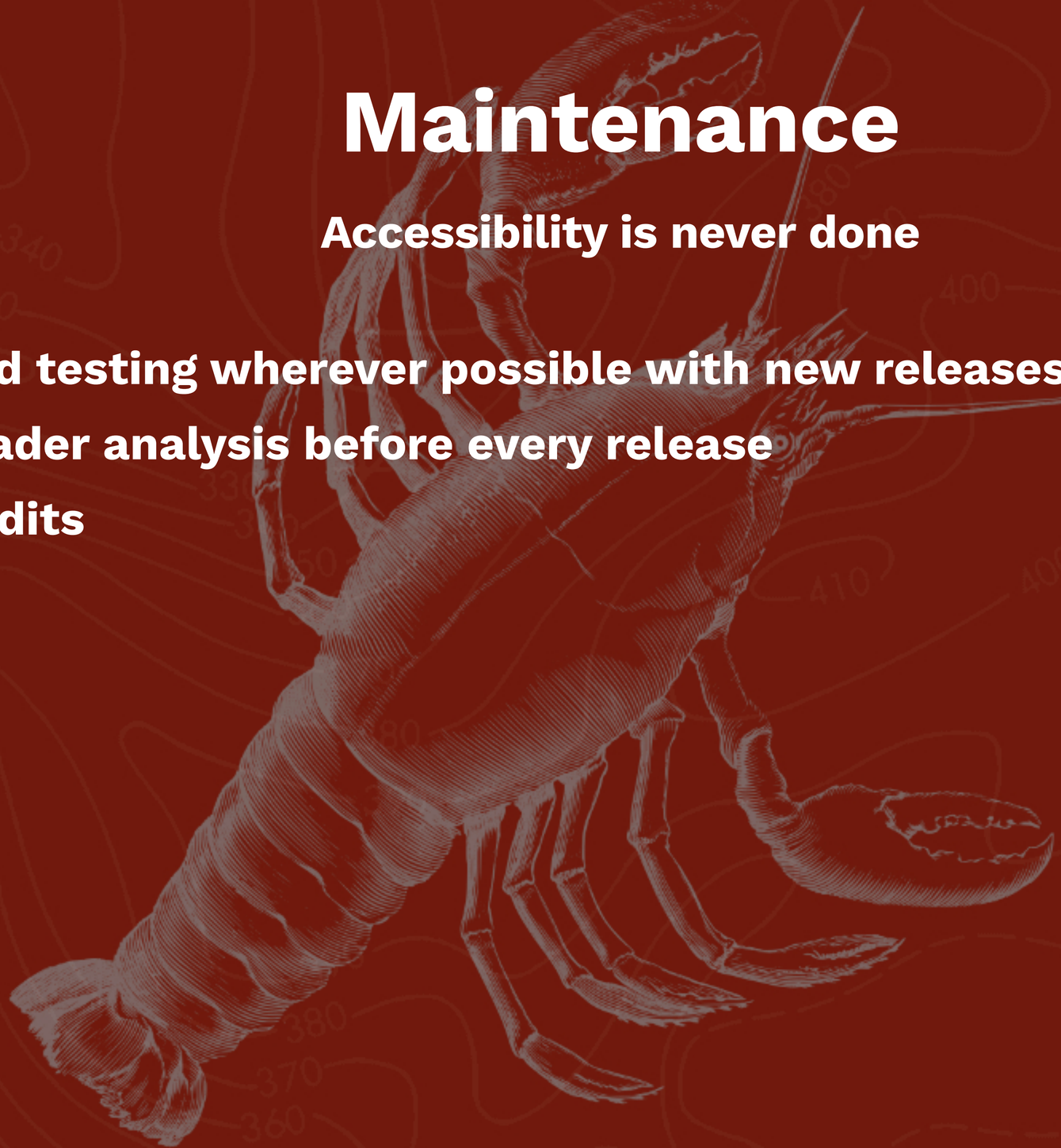
- Annual audits



Maintenance

Accessibility is never done

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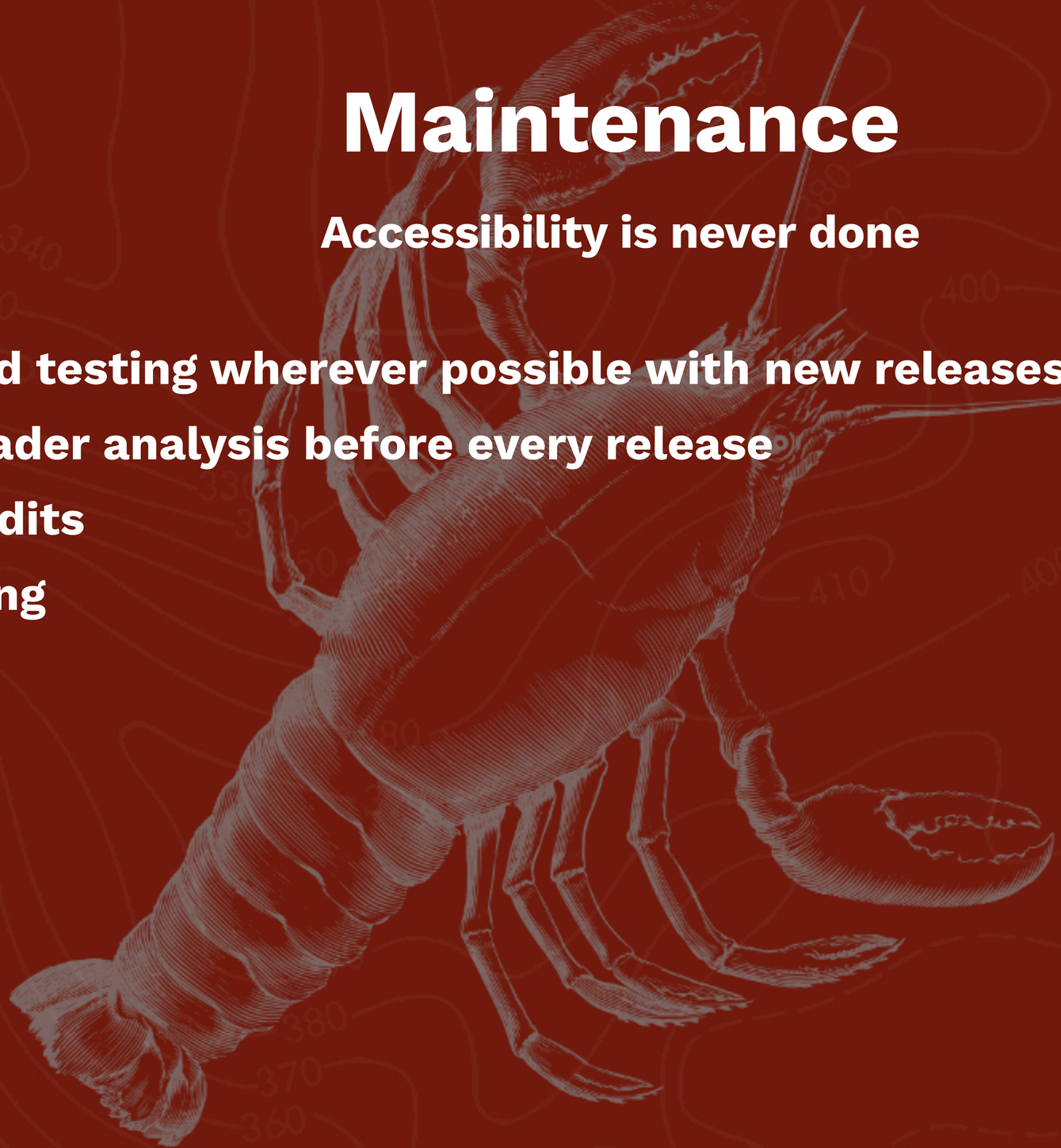
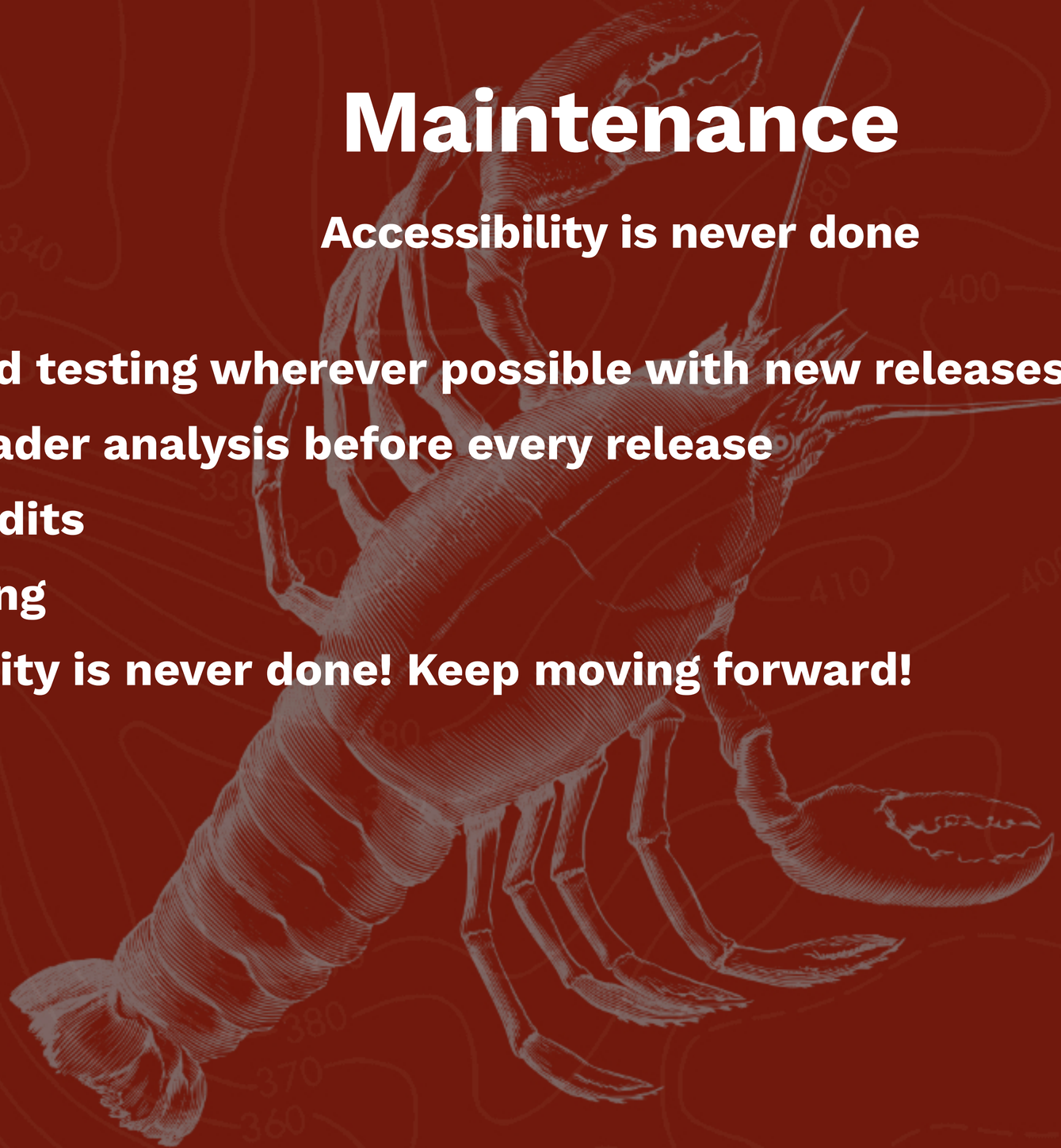
- Screen reader analysis before every release
- Annual audits
- User testing



Maintenance

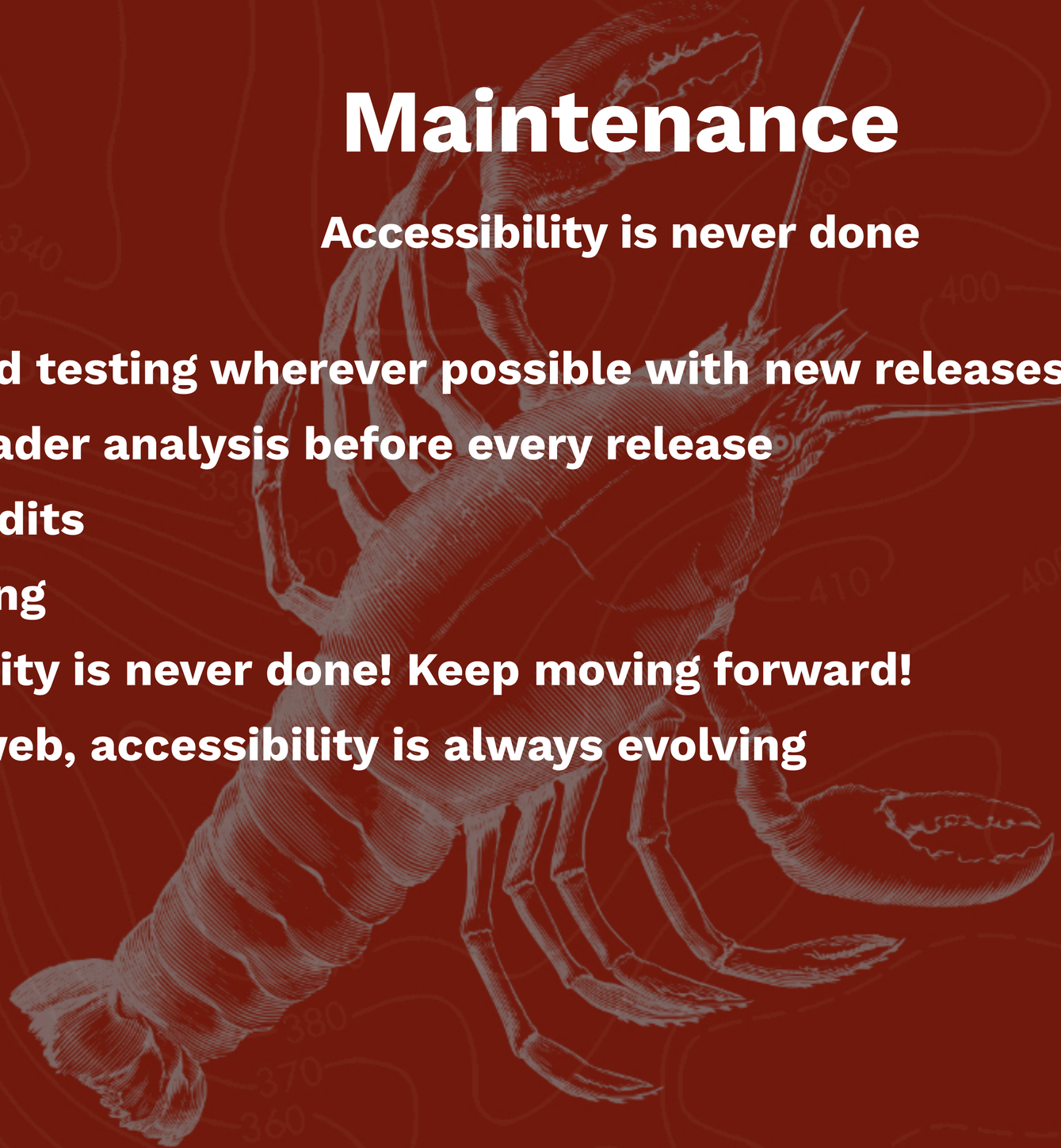
Accessibility is never done

- Automated testing wherever possible with new releases or changes
- Screen reader analysis before every release
- Annual audits
- User testing
- Accessibility is never done! Keep moving forward!

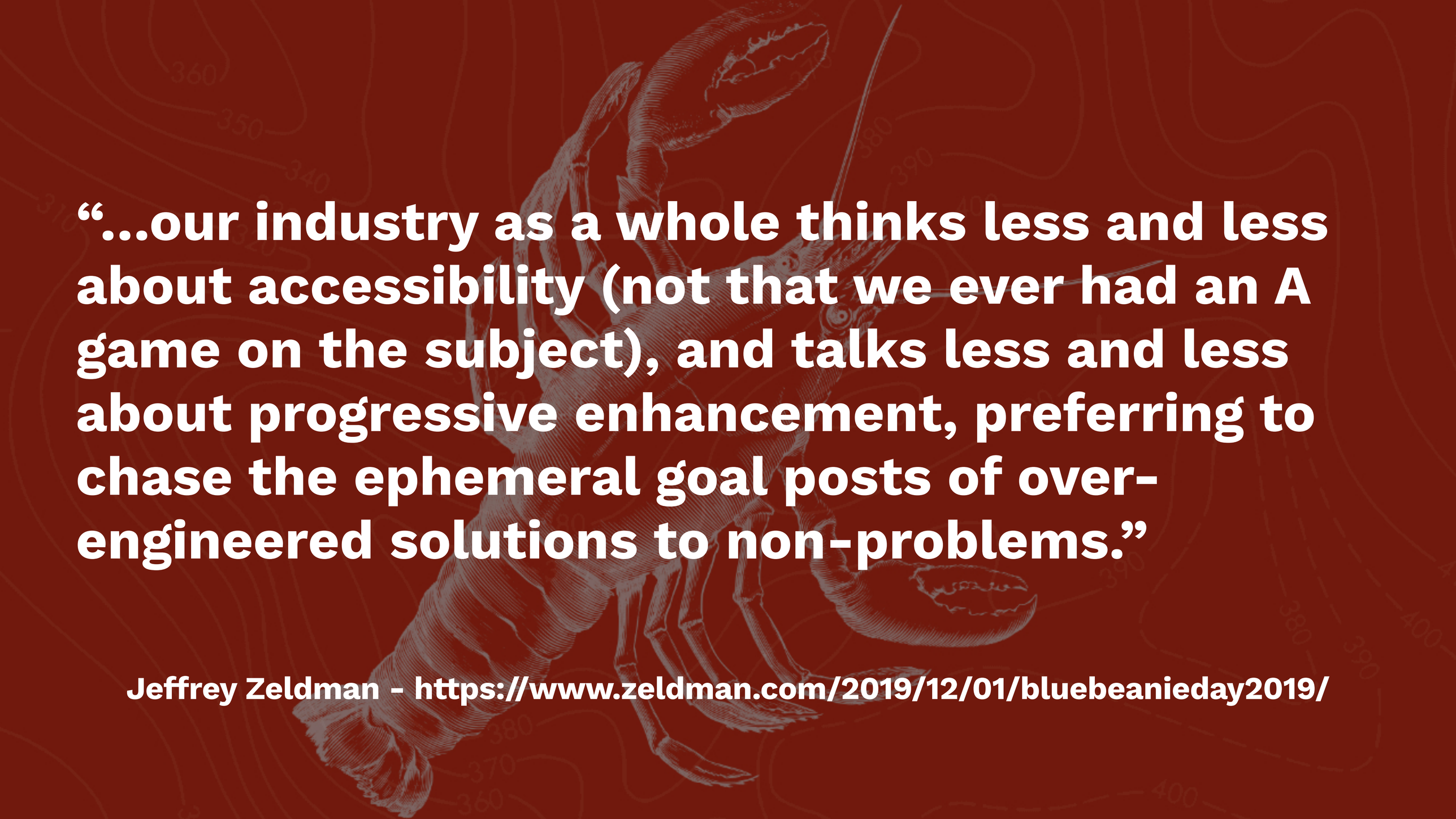


Maintenance

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! Keep moving forward!
- Like the web, accessibility is always evolving



“...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/

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

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

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/

Links

https://noti.st/colabottles/SJME5e/making-a-strong-case-for-accessibility

https://toddl.dev/slides/

@toddlibby on Twitter

Thanks!