

Making a Strong Case for Accessibility

Todd Libby

@toddlabby

Thank you!



Making Your Case at Your Organization



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 in ('22)**

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- **49.9+ million accessibility errors ('23)**

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WebAIM Million Report

- **One million homepages**
- **50.8+ million accessibility errors in ('22)**
- **49.9+ million accessibility errors ('23) -1.6%**

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

WebAIM Million Report

- **955 to 1050 elements per home page**

WebAIM Million Report

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- **Increased 10% since February 2022**

WebAIM Million Report

- **955 to 1050 elements per home page**
- **Increased 10% since February 2022**
- **4.8% of all home page errors had a detected accessibility error**

**96.3% had WCAG 2
failures**



Low Contrast of Text



Report

We take all reports seriously. Making false or repeated reports may result in your account being suspended.

Abuse & Spam



Something isn't working



General feedback



1.1:1 color contrast ratio

(Contrast ranges from 1:1 to 21:1)

Missing Alternative Text

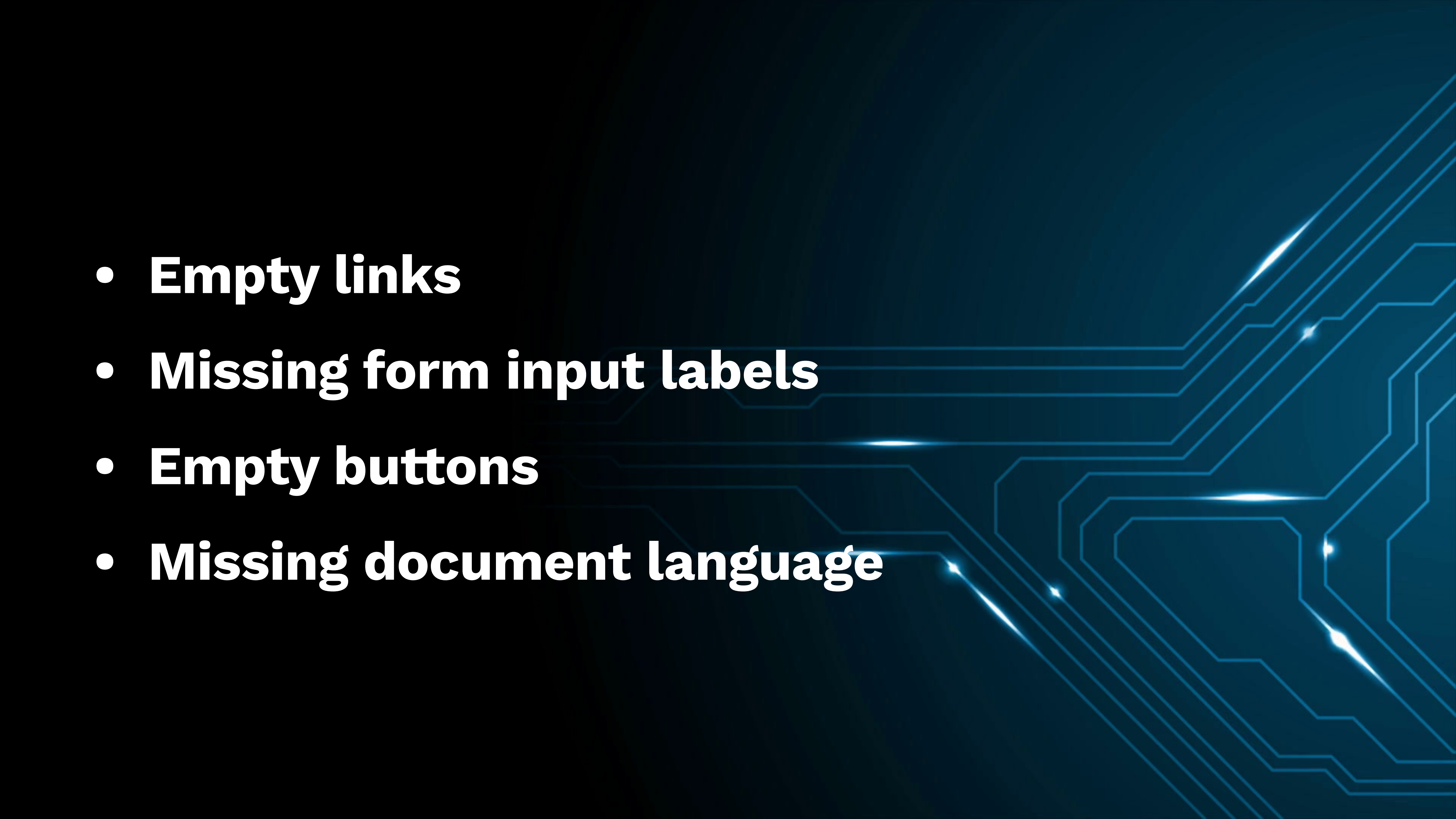




`` ❌

`` ✅

`` ✅

- **Empty links**
 - **Missing form input labels**
 - **Empty buttons**
 - **Missing document language**
- 

96.1% of all errors



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



FALSE



Learning / Cognitive

ADHD / ADD

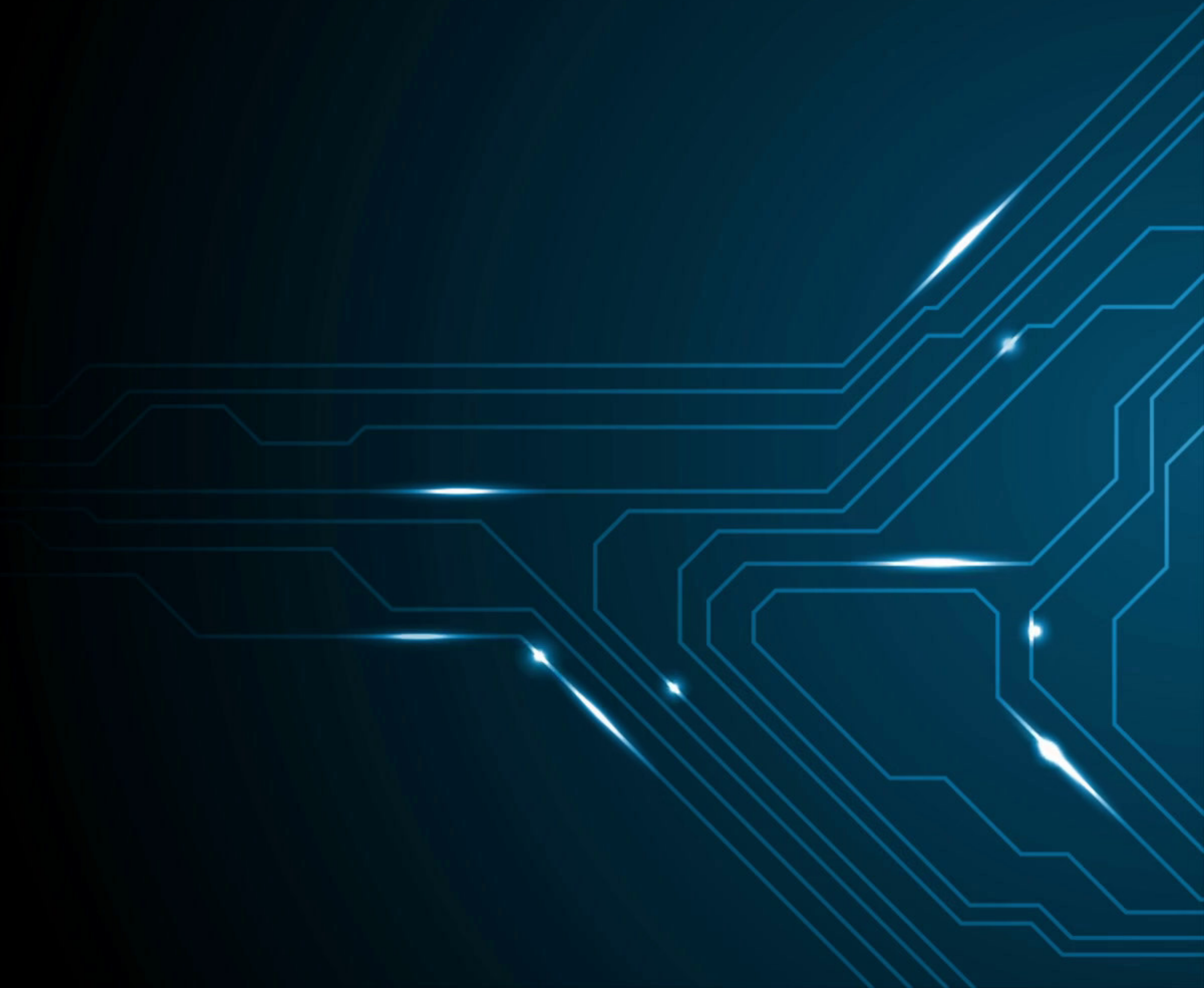
Fibromyalgia / Arthritis

Tremors / Parkinson's

Migraine Headaches / Photophobia

Neurodiversity

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?”**



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

“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.”**



A meme featuring a cartoon girl with a surprised expression and a background of glowing blue circuit lines. The girl has short, wavy brown hair with a blue bow, large blue eyes, and a light blue dress. She is looking slightly to the left with a wide-eyed, open-mouthed expression. The background is split: the left side is a dark red gradient, and the right side is a dark blue gradient with glowing blue circuit lines. At the bottom, the text '*internally screaming*' is written in a white, bold, sans-serif font with a black outline.

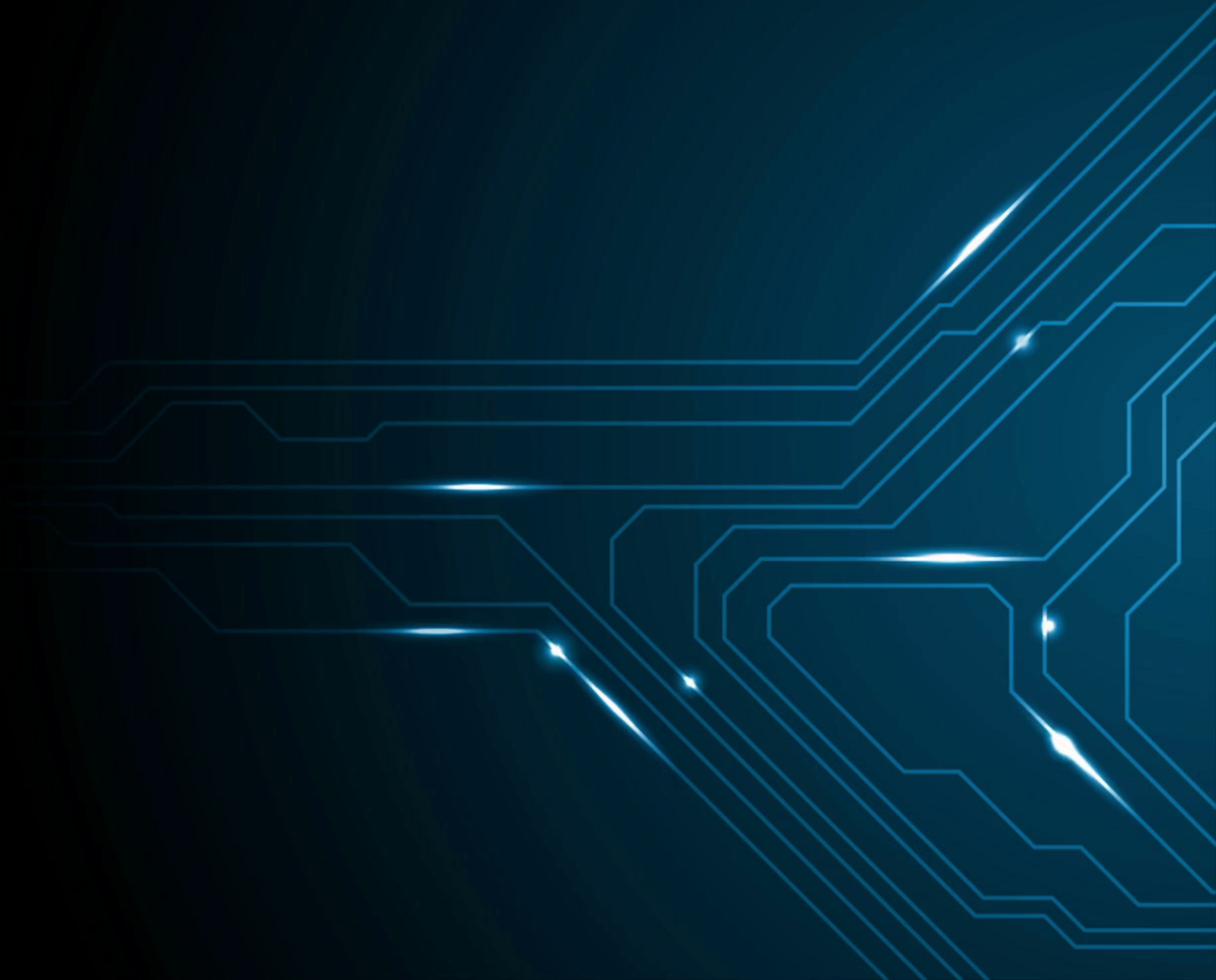
internally screaming



- LOOK, I CAN'T SPEAK WITHOUT SWEARING



Buy-In



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How do I get buy-in from stakeholders, clients, colleagues?

- **Support from the top level down to individuals.**

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How do I get buy-in from stakeholders, clients, colleagues?

- **Support from the top level down to individuals.**
- **Less is more.**
- **Low maintenance.**
- **Live recorded testing with disabled users.**

\$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

The image features a dark blue background with a glowing, circuit-like pattern of lines on the right side. The lines are white and blue, creating a sense of depth and movement. The word "Advocates" is written in a bold, white, sans-serif font on the left side of the image.

Organization Advocates

Teams or individuals that advocate in your organization

- **Liaison for accessibility on each team.**

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- **Liaison for accessibility on each team.**
- **Mentor/teacher to help others.**
- **Accessible documentation and tooling.**
- **An intermediary between teams.**
- **Director of Accessibility/CAO/Team leads.**

Assessment

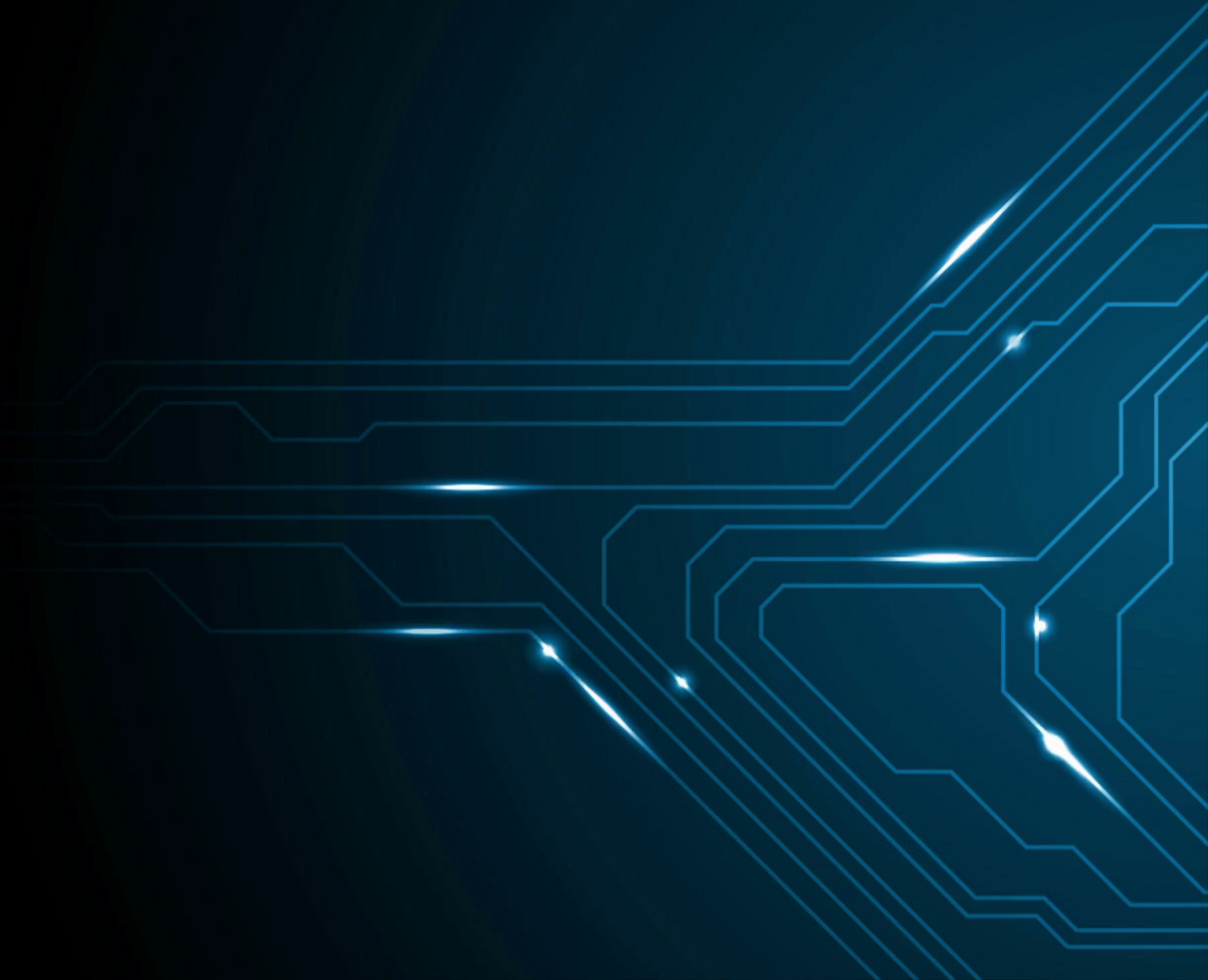


Assessment

Assess the product and the proficiency within the organization

- **Gauging where the product(s) are.**
- **What is the current state of the product, website, or app?**
- **Current knowledge that teams and people have.**
 - **How versed are they in guidelines (WCAG) and practices?**
 - **How much training do you have and will you need?**

Training



Training

Maintaining A Written Record

- **It should meet requirements that apply to the organization**
- **Record the training.**
- **Use organizations that do training.**
 - **Fable**
 - **TPGi**
 - **WebAIM**

Guidelines



Guidelines

Consistent implementation

- **Design systems ensure accessibility and inclusivity.**
- **Accessible components reduce time to implement.**
- **Testing procedures for efficient job performance.**
- **Collaborative document guidelines.**

Standards



Standards

Guidelines from different countries

- **American Disabilities Act (ADA)**
- **Air Carrier Access Act (ACAA)**
- **Communications and Video Accessibility Act (CVAA) - United States**
- **Section 508 - (U.S. Government)**
- **Accessible Canada Act (ACA), Accessibilities for Ontario's with Disabilities Act (AODA) - Canada**
- **Web Accessibility Directive, EN 301 549, European Accessibility Act - European Union**
- **Convention on the Rights of Persons with Disabilities (CPRD) Art 9 & 21**

Testing



Use Cases/Testing

Hiring disabled people

- **Test & record cases where disabled users are using the product.**
- **Present to C-suite & top level people to colleagues/teams.**
- **Outsource testing with companies.**
- **Hire disabled people!**
 - **Teaching and advocating! They have the lived experiences!**

Accessibility Overlays





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



PROFESSOR
Thaddeus J.
accessiBe

MIRACLE
ELIXIR
USERWAY

MIRACLE
ELIXIR
audioeye

ENCHANTED SPRINGS, TX

MEDICINE MAN — RAINMAKER



AccessiBe
Audioeye
Equalweb
Facil'iti
Userway



**Overlays will
get you sued.**



So what do we do?





Maintenance

Maintenance

Accessibility is never done

- **Automated testing wherever possible.**
- **Screen reader testing before every release.**
- **Annual/semi-annual audits.**
- **User testing.**



“...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 the people on
the other side of the
glass.**



A11y is a right.
NOT a privilege.

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

“The power of the Web is in its **universality. Access by **everyone** regardless of disabilities an essential aspect.” — Tim Berners-Lee**

<https://www.w3.org/standards/webdesign/accessibility>

Connect/Links

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

[@toddlabby](#) on Twitter

LinkedIn -  Todd Libby

Thank you!

