# Inclusive Development

## Using Style Guides to Improve Website Accessibility

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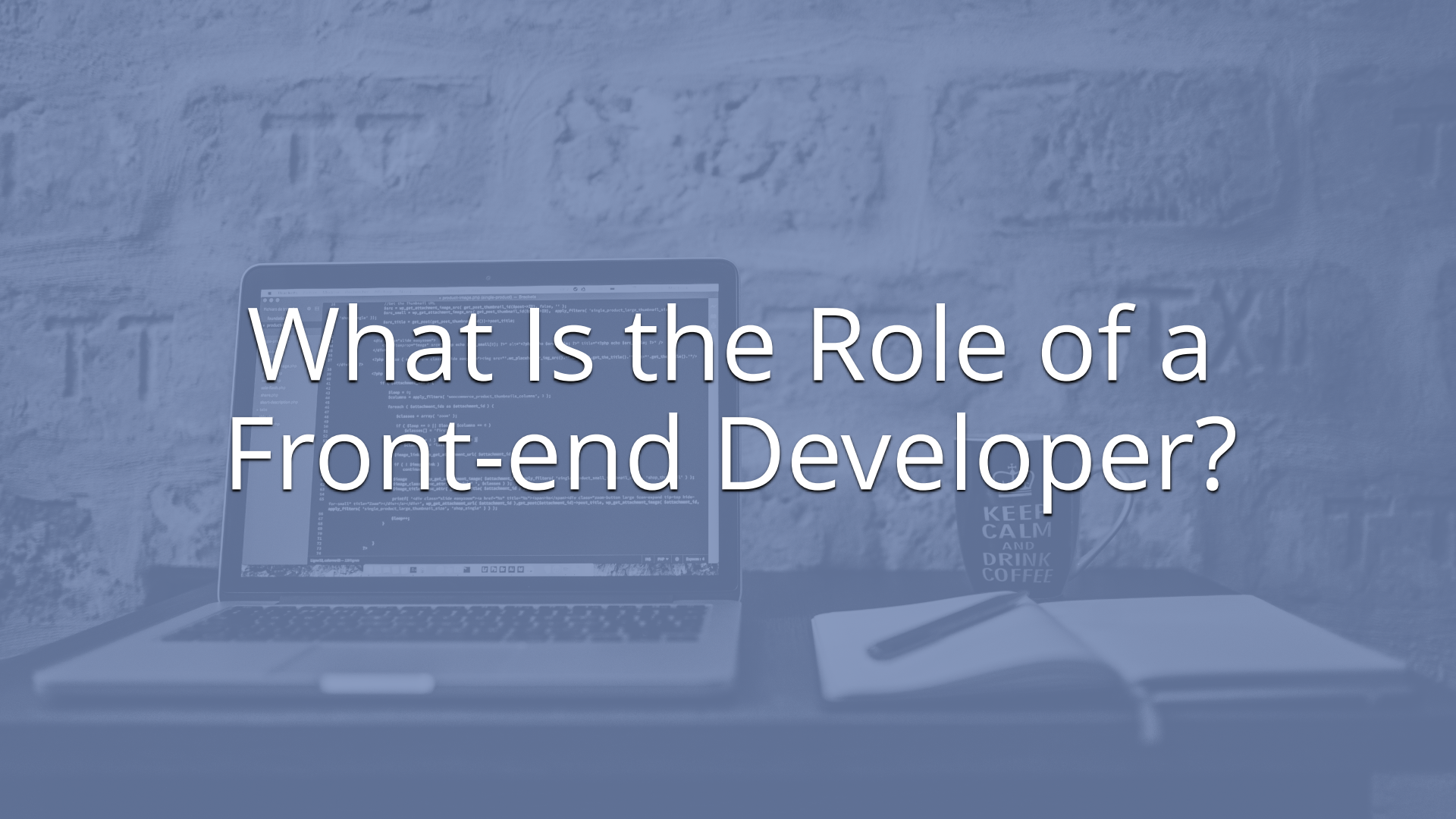

What Is the Role of a Front-end Developer?

# Mr. Smeds & Mr. Spats

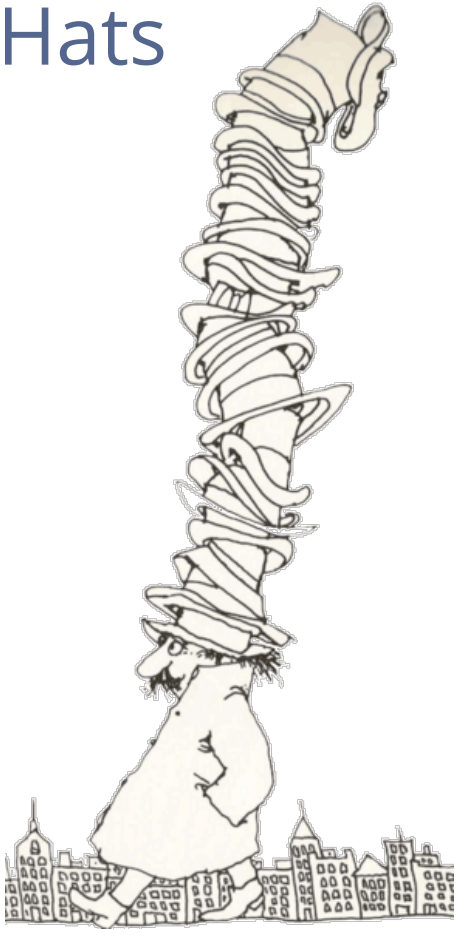
Shel Silverstein (A Light In The Attic)

Mr. Spats
Had twenty-one hats,
And none of them
were the same
And Mr. Smeds
Had twenty-one heads
And only one hat
to his name.

Now, when Mr. Smeds
Met Mr. Spats,
They talked of the
Buying and selling of hats.
And Mr. Spats
Bought Mr. Smeds' hat!
Did you ever hear anything
Crazier than that?

# Front-end Devs Wear a Lot of Hats

- Website/Component Designer
- UX/UI specialist
- CSS/SASS creator
- HTML/TWIG builder
- JS/jQuery writer
- Site-builder/Themer
- QA bowser tester
- Accessibility expert??



# What, Who, and Why of Website Accessibility

# What is website accessibility?

Web accessibility means that people with disabilities can use the Web. More specifically, Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web.

- Web Accessibility Initiative (WAI)

# Who is website accessibility for?

## Everybody

1 billion (~15%) of the world's population has a DISABILITY

- Visual impairments
- Hearing impairments
- Cognitive impairments
- Mobility impairments
- Temporary Disabilities
- Seizure Disorders
- ESL/Aging Populations
- Many more...

# Why should I care about website accessibility?

Right Thing to Do - Everyone should have full access to all the wonders of the web...as well as all the useful information

Smart Thing to Do - Opens your site to a wider audience (potential 20%+ increase users), good for SEO/search bots/Google ranking, etc

Lawful Thing to Do - Government-funded programs/schools, airlines, nonprofits are required, the rest hope they will not get sued

We Are All Temporarily
Able-Bodied

# Accessibility Roadmap

# Awareness and Education

The first step in making a website accessible is simply being aware of how people use and experience computers differently - with and without assistive technologies. The next step is to learn how to accommodate these different ways of navigating a website through an understanding of best practices and the accessibility guidelines.

# Build It in from the Beginning

Accessibility is a way of thinking, not a set of criteria to be tacked on at the end of a project. Because of this, the most efficient method of creating an accessible website is by being proactive and making it a priority and building it in from the start.

# Remediation

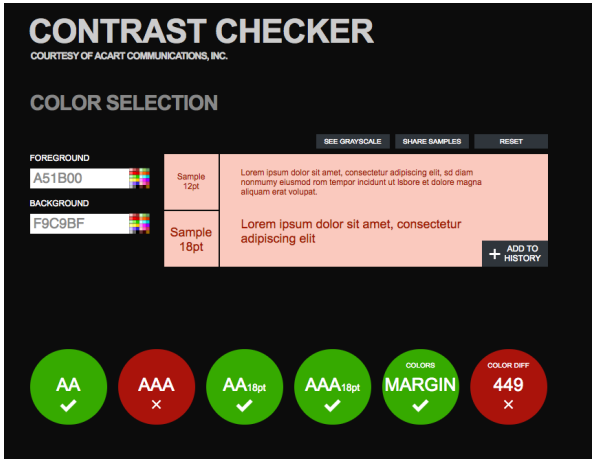
Building accessibility into a project from the beginning is not always possible. In these cases, it is necessary to do an accessibility audit on the site to determine its general state of accessibility, identify any major functionality that is inaccessible, and then come up with a plan for correcting the issues.

# Content Can Break Accessibility

Anything that goes on a website can affect the accessibility of the site, from poorly worded link text and page titles to improperly structured content to missing alt text on images. These are just a few examples of the impact a content editor can have on the accessibility of a site.

# Run Automatic & Manual Tests

Testing is a large part of the accessibility process and can be accomplished with a myriad of tools and methods. It includes a combination of automated and manual testing tools and methods.



# Invite User Feedback

Invite feedback and respond and act on it - companies do not get sued for missing an alt text on an image on their site or for not following a particular guideline to the letter of the law. They get sued when core functionalities of their site are inaccessible or unusable by a person or group of people with a disability and they are alerted to the issue and make no effort to correct it.

# Ongoing Process

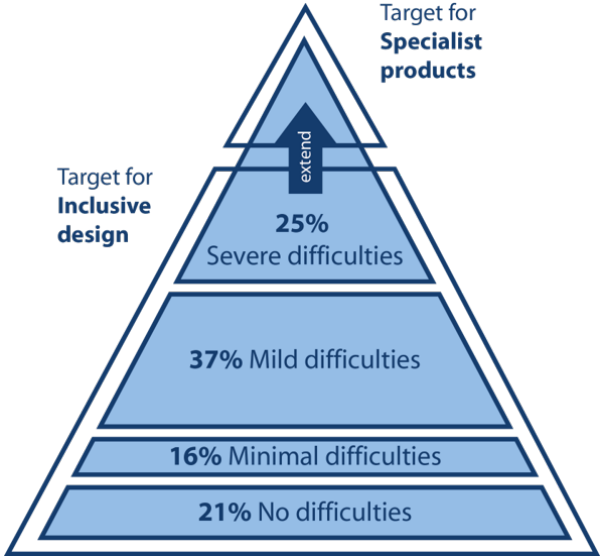
Realize that accessibility is not a one-time task. It is an ongoing process. Fixing one accessibility issue may surface another issue that was hidden because the content was previously inaccessible. In addition, as the website gets updated, every new piece of content and functionality has the potential to create barriers and confusion if accessibility is not addressed.

Inclusive Design and
Development Workflow

# Inclusive Design ➔ Development

It is a way of rethinking design and development, where we go beyond just the base level of access to information.

Inclusive design and development means making something valuable, not just accessible, to as many people as we can. It is about putting “Accessibility First.”



# Choosing an Inclusive Font

“By choosing a typeface that we feel the average user could read we’d be consciously alienating a section of our users. Instead, by selecting  a typeface which is workable for those who struggle to read, we arrive at a choice that works for everyone. This is efficient and effective inclusive design.”

- Heydon Pickering

# Accessibility First Approach

Back in 2009, the “Mobile First” approach appeared, where we design/develop for smaller screens first, then add more features and content for larger screens.

Now in 2017, “Accessibility First” may seem just as daunting and impossible...but it isn’t if you have the right tools and attitude.

# Component Driven Development

- Breaks the site down into manageable components
- Less development time with reusable components
- Front-end and Back-end developers can work simultaneously
- Clients get preview of build process and can use living style guide as reference

# A11Y Style Guide

The A11Y style guide comes with pre-populated accessible components that include helpful links to related tools, articles, and WCAG guidelines to make your site more inclusive.

http://a11y-style-guide.com/style-guide

# How Can I Use the A11Y Style Guide?

- As a reference.
- As a base for your own style guide.
- As a base for creating your own accessible components.
- As a base for a new accessible theme.
- Contribute to the guide and make it better.
- Fork it and give your own spin to it.

# Thank You!