## Making a Strong Case for Accessibility

Todd Libby 🔰 @toddlibby



### Making the Pragmatic **Business Case for Accessibility**

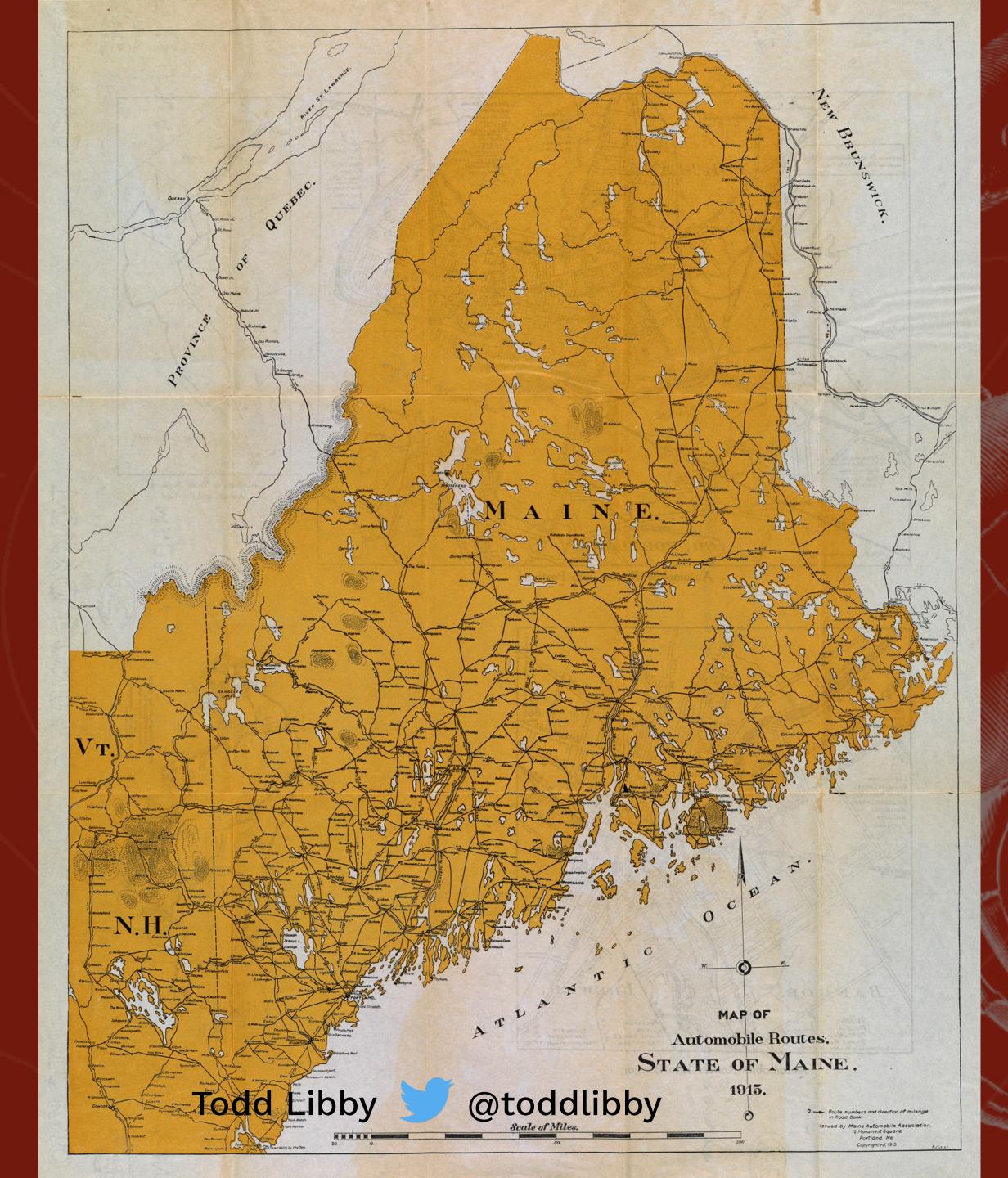


Todd Libby 🔰 @toddlibby









### Maine

















### Todd Libby

### @toddlibby



Accessibility Engineer @ Centre for Inclusive Design

W3C Invited Expert - Accessibility & WCAG3

23 years of developer, design, & accessibility experience

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### Portland, Maine 🥢 🔿 Phoenix, Arizona 😥

Accessibility Team Lead @ WebstaurantStore

**Host of the Front End Nerdery Podcast** 



## Making Your Case at Your Organization







## Using Data to Advocate



### One million homepages

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

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 One million homepages 50.8+ million accessibility errors

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

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

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### 887 to 955 elements per home page



### WebAIM Million Report



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



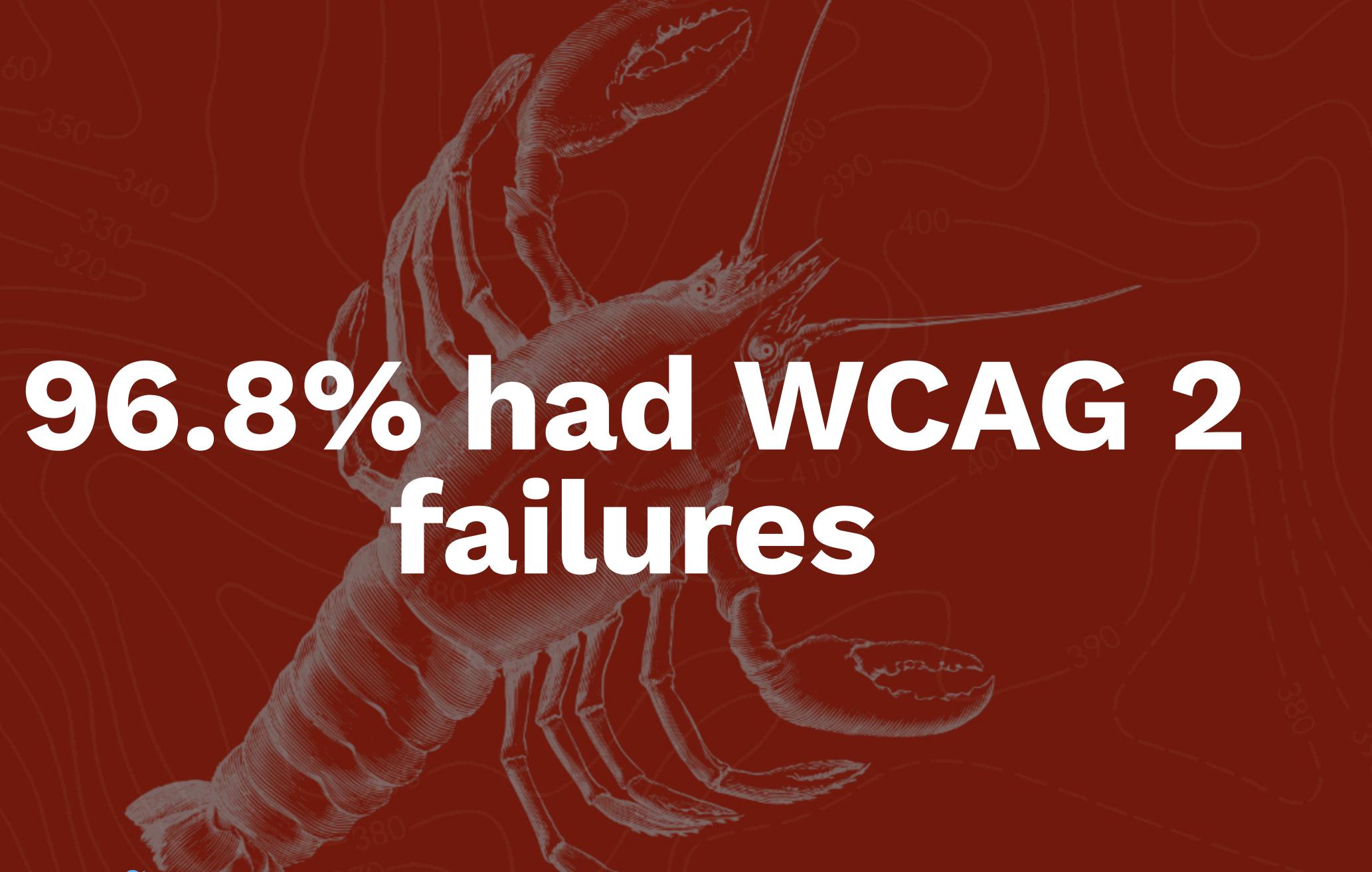
 887 to 955 elements per home page Increased 7.7% since February 2021 accessibility error

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## 5.3% of all home page errors had a detected



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### What are the failures?





### Low Contrast of Text

Todd Libby **Solution** (Constrained and Libby Constrained and Libby



### Report



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

### 9 August, 2022, KCDC

×



### 1.1:1 color contrast ratio (Contrast ranges from 1:1 to 21:1)





### **Relative luminance** (L1 + 0.05) / (L2 + 0.05)

Foreground contrast on background color

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

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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"



### Missing Alternative Text





blueberry

ME Se, VT, MA, NY, HI, IA,

S

carreine Tree mis





### <img src="/path/to/img/lobster.png"> ()

<img src="/path/to/img/lobster.png" alt="">

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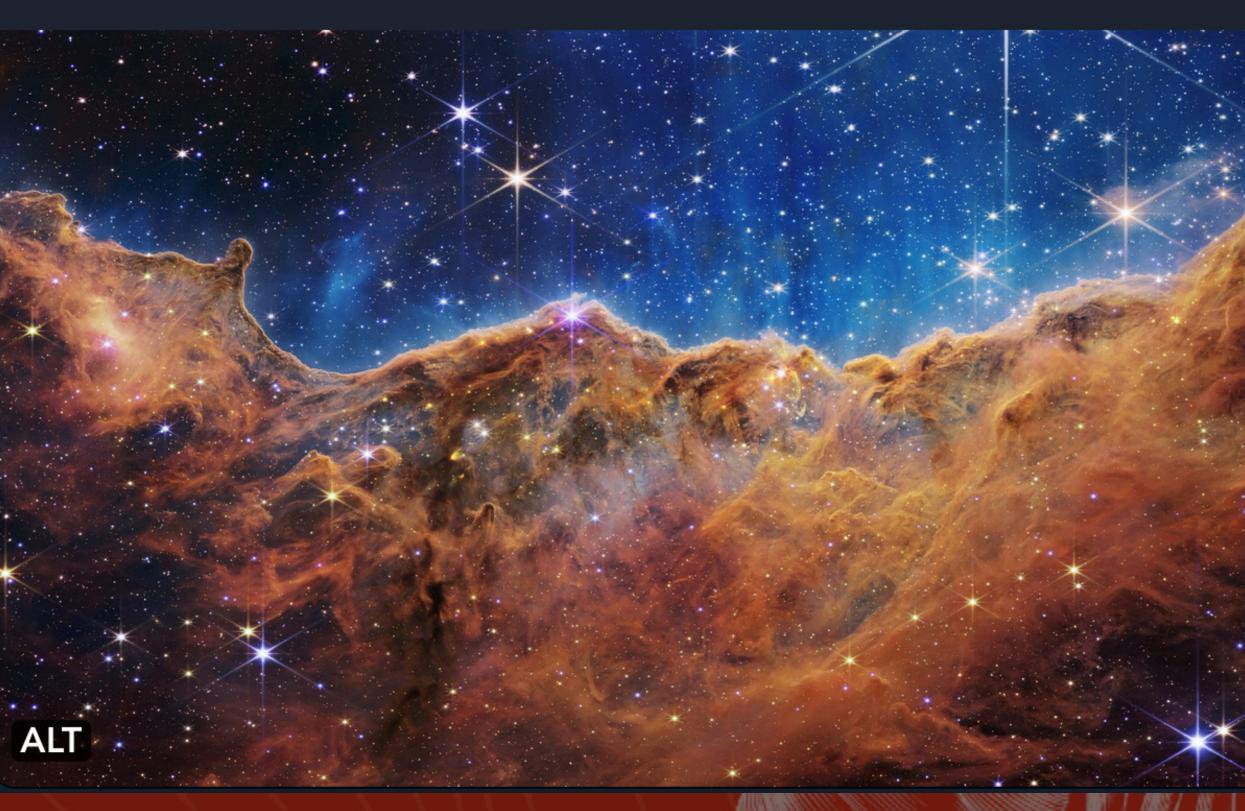


### <img src="/path/to/img/lobster.png" alt="Todd's</pre> lobster roll, hot butter, and blueberry soda."> 🗸





Cosmic cliffs & a sea of stars. @NASAWebb reveals baby stars in the Carina Nebula, where ultraviolet radiation and stellar winds shape colossal walls of dust and gas. nasa.gov/webbfirstimages #UnfoldTheUniverse



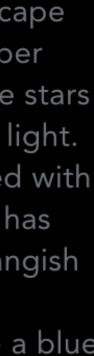


### Image description

The image is divided horizontally by an undulating line between a cloudscape forming a nebula along the bottom portion and a comparatively clear upper portion. Speckled across both portions is a starfield, showing innumerable stars of many sizes. The smallest of these are small, distant, and faint points of light. The largest of these appear larger, closer, brighter, and more fully resolved with 8-point diffraction spikes. The upper portion of the image is blueish, and has wispy translucent cloud-like streaks rising from the nebula below. The orangish cloudy formation in the bottom half varies in density and ranges from translucent to opaque. The stars vary in color, the majority of which, have a blue or orange hue. The cloud-like structure of the nebula contains ridges, peaks, and valleys – an appearance very similar to a mountain range. Three long diffraction spikes from the top right edge of the image suggest the presence of a large star just out of view.

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

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### 96.5% of all errors



### **Examples of practical digital accessibility**

 Color contrast that exceeds guidelines (>10 to 1 ratio) Accessible color schemes/combinations • Keyboard/screen reader accessible



"Low-hanging fruit"

 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)
- sun)
- Other situational disabilities
  - Broken arm
  - Child on lap

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### Accessible when viewing mobile phone screen (glare from





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





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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."







## "There is no time to do this."





## "There is no time to do this."

## "We don't have disabled users."





## "There is no time to do this."

## "We don't have disabled users."

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"The people that use our product are not disabled."



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# "It's a huge waste of time."



## Todd Libby **\*** at the second libby **\*** and l







## Todd Libby @toddlibby

## - LOOK, I CAN'T SPEAK WITHOUT SWEARING



Todd Libby **2000 (Constrained on the second secon** 











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

individuals.



## Buy-In

## Support trickles down from C-suite & top level to managers, teams, and





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- individuals.
- designs and clean code.



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## • Do this from the start. Low maintenance is needed, because of accessible





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- Cite instances from the lawsuits that have been won against major corporations (Domino's Pizza, Target, Bank of America).



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- individuals.
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- Live testing with disabled users recorded on video.

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

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## 

Worldwide of disposable income of individuals with disabilities



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

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## 5490 Billion

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







D3 4 2



## Organization Advocates

Teams or individuals that advocate in your organization

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





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- Having a person throughout each department or a team focused on accessibility as a liaison.
- guidelines and work with others to make accessible products.



Someone that can answer questions and work with others to practice the



## Organization Advocates

Teams or individuals that advocate in your organization

- Having a person throughout each department or a team focused on accessibility as a liaison.
- guidelines and work with others to make accessible products.
- departments.



Someone that can answer questions and work with others to practice the

Help set up documentation and tooling, serve as an intermediary between











Assess the product and the proficiency within the organization

they are is a key priority.



## Assessment

## Gauging where the product(s) are as far as how inclusive and accessible





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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

• What is the current state of the product, website, or mobile application?





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- the company currently have.



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 What is the current state of the product, website, or mobile application? Getting the general idea of the level of knowledge that teams and people in





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  - How versed are they in guidelines (WCAG) and practices?



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

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## 





## • Of all accessibility training done

It should meet requirements that apply to the organization



## Training

**Maintaining A Written Record** 





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    - Great way to keep data on all training done in organization



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    - Deque
    - TPGi
    - WebAIM

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## Iraining

**Maintaining A Written Record** 





## Guidelines





of code better



## Guidelines

**Consistent implementation** 

## Design systems ensure accessibility and inclusivity and the understanding



## Guidelines

- of code better
- Accessible components reduce time to implement



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**Consistent implementation** 

• Design systems ensure accessibility and inclusivity and the understanding

Testing procedures implemented so people can do jobs well and efficiently



## Guidelines

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

- Accessible components reduce time to implement Testing procedures implemented so people can do jobs well and efficiently Document guidelines in a collaborative manner using tools



**Consistent implementation** 







- Communications and Video Accessibility Act (CVAA) United States
- accessibility (U.S. Government)



**Guidelines from different countries** 

• American Disabilities Act (ADA), the Air Carrier Access Act (ACAA), and the • Section 508 of the Rehabilitation Act, DOJ issues guidance for website



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- Act (AODA) Canada



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Accessible Canada Act (ACA), Accessibilities for Ontario's with Disabilities



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- Web Content Accessibility Guidelines (WCAG) Internationally
- Convention on the Rights of Persons with Disabilities (CPRD)
  - Article 9
  - Article 21

**Guidelines from different countries** 

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## IESTINE

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Hiring disabled people

### • Test & record cases where disabled users are using the product





• Test & record cases where disabled users are using the product • Present to C-suite & top level people to colleagues/teams



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:
  - Fable



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:
  - Fable
- Hire disabled people!
  - Teaching and advocating. They have the lived experiences.



Hiring disabled people



## Accessibility Overlays





# "We use an accessibility overlay. We're okay."











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>

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## So what do we do?





### Automated testing wherever possible with new releases or changes



- Accessibility is never done



- Automated testing wherever possible with new releases or changes • Screen reader analysis before every release





Accessibility is never done



- Automated testing wherever possible with new releases or changes • Screen reader analysis before every release
- Annual audits





**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



- 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!



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



Accessibility is never done







9 August, 2022, KCDC



"...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 overengineered solutions to non-problems."

Jeffrey Zeldman - https://www.zeldman.com/2019/12/01/bluebeanieday2019/

Todd Libby 🔰 @toddlibby





Today, my dad cried over the phone, hhis 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

### Today, my dad cried over the phone, he wanted one week where he could use

## Design and develop for people not like yourself and keep that in mind when throwing words like "inclusive" and "accessible" around.

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https://cottonbureau.com/products/a11y-is-a-right#/5254640/ Todd Libby **Solution** (Constrained and Libby Constrained and Libby 9 August, 2022, KCDC

## Ally is a right. NOT a privilege.



# "The power of the Web is in its universality. Access by everyone regardless of disabilities an essential aspect." — Sir Tim Berners Lee

https://www.w3.org/standards/webdesign/accessibility 9 August, 2022, KCDC







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## 

## https://toddl.dev/slides/ **@toddlibby on Twitter** LinkedIn - 🕻 Todd Libby



### 360





## Thank you!

