

A blue-tinted photograph of a meeting table. Several laptops are open on the table, along with notebooks, pens, and coffee cups. People's hands are visible, some pointing at documents or laptops, suggesting a collaborative meeting. The overall scene is professional and focused on design or business work.

Inclusive Design Awareness

Is Your Website Accessible to Everyone?

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Why Should We Be Inclusive?

In The US

26%

61 Million



1 in 4 Adults

Benefits:

1. Avoid Discrimination
2. Build Positive Public Relations
3. Better SEO (Search Engine Optimization)
4. Improved Usability for All Types of Visitors
5. Broaden Your Market Penetration

Characteristics and Barriers

Characteristics & Barriers



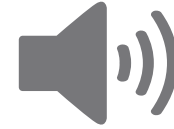
Physical

Wheelchair
Amputation
Arthritis
Paralysis
Pain
Mouse or keyboard only
Simultaneous keystrokes
Clicking small areas
Seeing active areas



Cognitive

ADHD
Autism
Learning Memory
Seizures
Multiple Sclerosis
Complex navigation
Complex page layouts
Complex language
Lack of images or graphs
Moving and blinking



Auditory

Hard of Hearing
Deafness
Audio content
Video content
Voice only interactions
No captions or transcripts



Vision

Low Vision
Blind
Color Blind
Glaucoma
Cataracts
Locked browser settings
No content structure
Screen reading software affordances
Content communicated

Americans with Disabilities Act



<https://www.ada.gov>



Who Provides the Guidance?

W3C

W3C is an international community of member organizations that articulates web standards so that websites look and work the same in all web browsers.

WCAG 2.1

Web Content Accessibility Guidelines (WCAG) 2.1 defines how to make Web content more accessible to people with disabilities.

Conformance Levels:

A

AA

AAA

Companies Who Have Had Lawsuits

Since 2015, more than 700 businesses across the US have been sued over website accessibility.



What Can You Do?



The POUR Principle

The POUR principle contains the guidelines and success criteria which lay the foundation necessary for anyone to access and use the web regardless of ability or disability.

Perceivable The user can identify content and interface elements with their senses, visually or with sound or touch.

Operable The user can use controls, buttons, navigation and other necessary interactive elements.

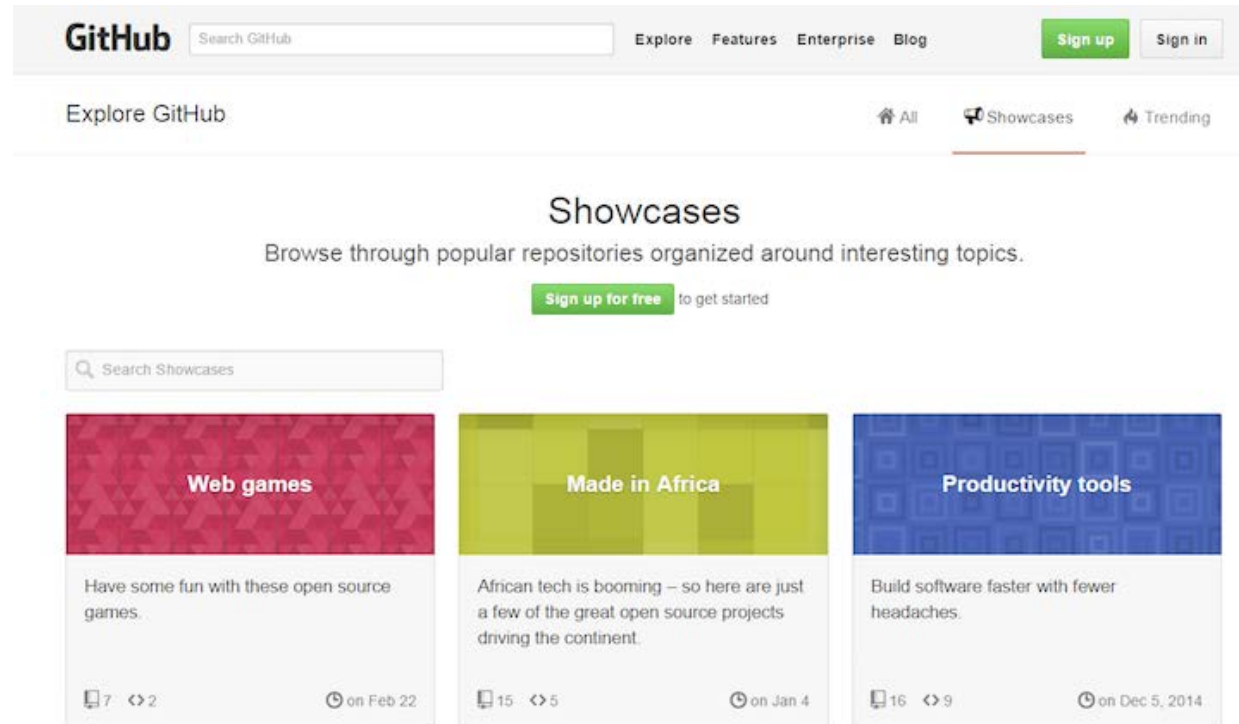
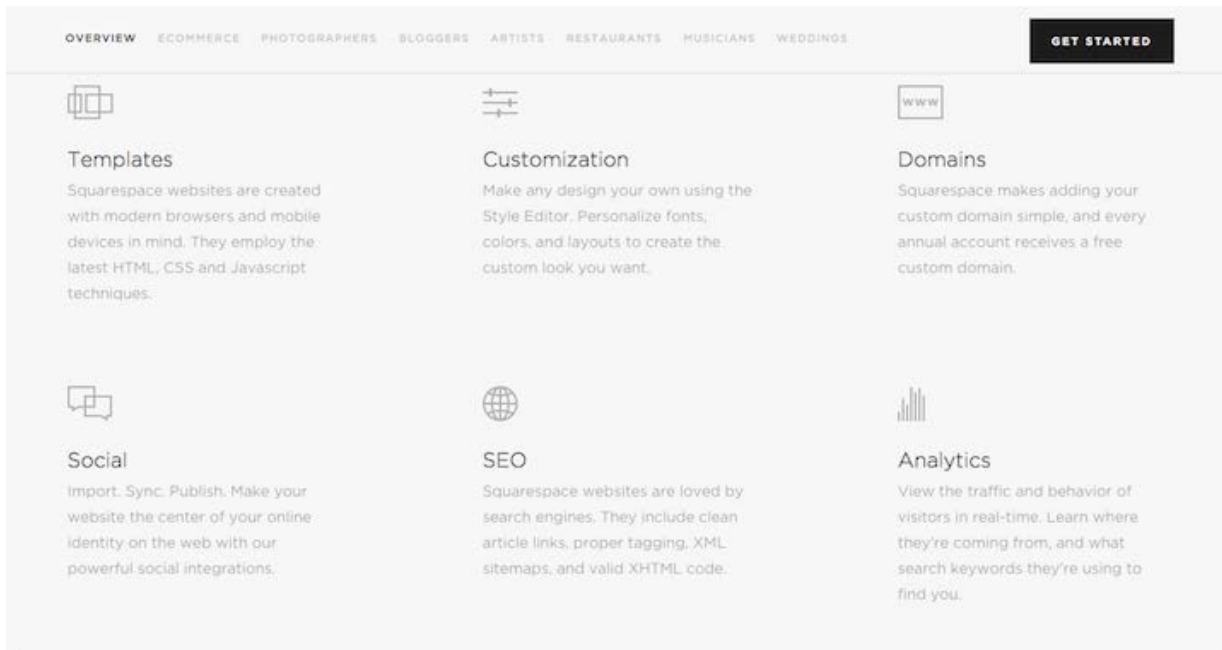
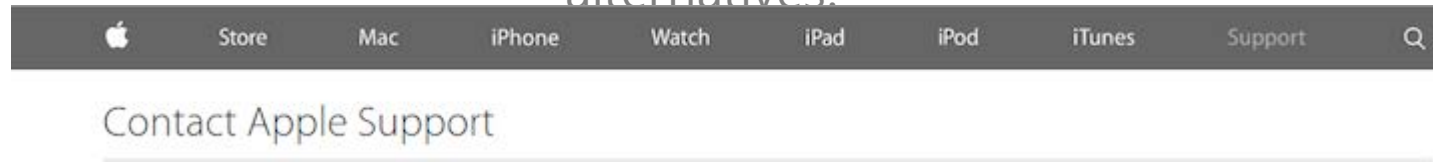
Understandable The user should be able to comprehend the content, and learn and remember how to use the interface.

Robust The user should be able to choose the technology they use to interact with websites, documents, multimedia, or other information formats.
online

7 Best Practices

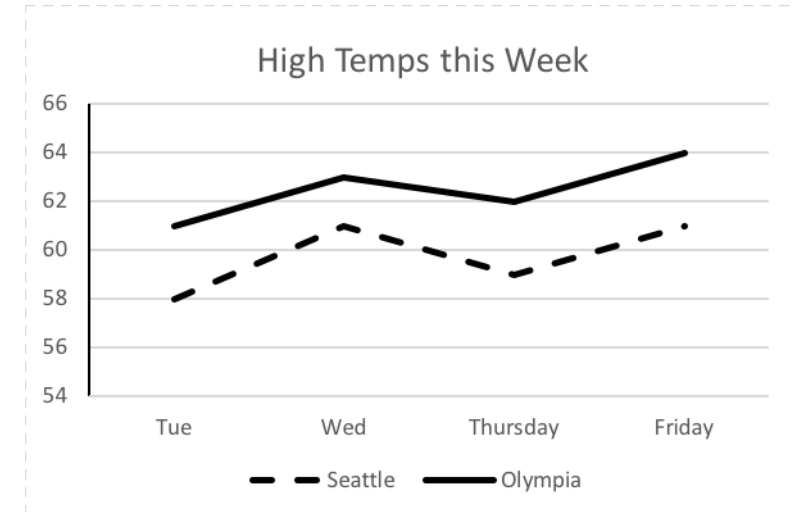
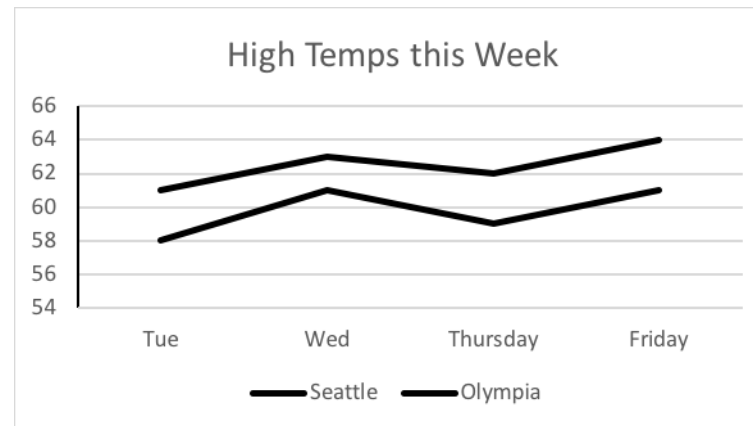
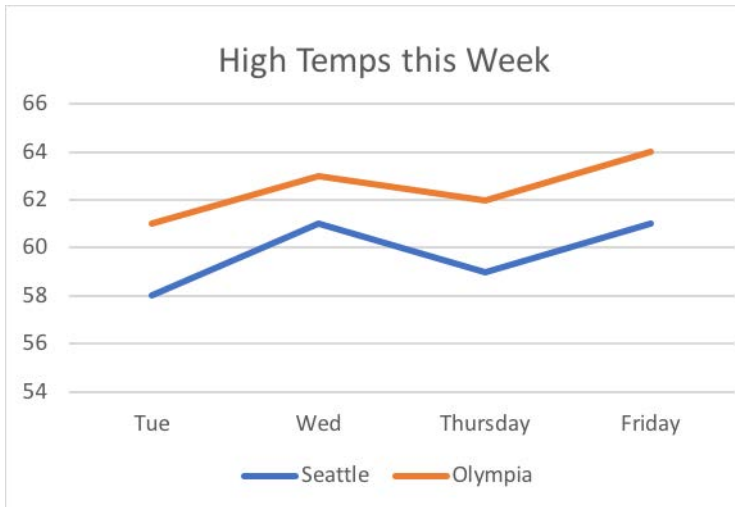
1. Contrast

Low-contrast text may look good, but it is also illegible, undiscoverable, and inaccessible. Consider more usable alternatives.



2. Don't Rely On Color Alone

Don't rely on color alone to convey meaning. Use color to enhance design, but not drive it. Color blind or screen reader users may not be able to easily perceive differences in color, which can create confusion.



Success! That was so great what you did back there.

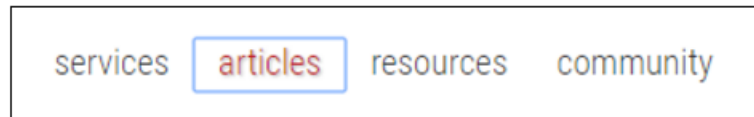
Success! That was so great what you did back there.

Oh no! That was not so great what you did back there.

Oh no! That was not so great what you did back there.

3. Enable Focus States

Focus indicators help people know which element has the keyboard focus and help them understand where they are when navigating your site. Don't be tempted to turn them off, they are essential.



default style for :focus

- Name:

overridden style :focus

- Name:

4. Label Forms Clearly

Lots of people navigate through a form using the Tab key to jump through the form controls. Always use descriptive labels for form elements and position them above or to the left of your options.

Name:

(Last name, First Name)

Select your pizza toppings:

- Ham
- Pepperoni
- Mushrooms
- Olives

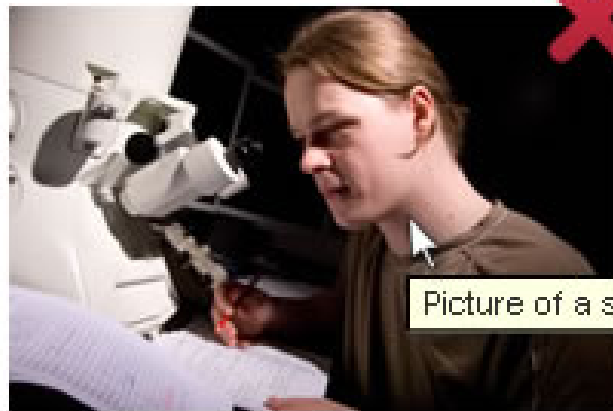
Choose a shipping method:

- Overnight
- Two day
- Ground

5. Use Alternative Text for Images

Try to describe what's happening in the image, and how it matters to the story, rather than just saying something like "picture," context is everything. Along with implementing image title and file naming best practices, including alt text

may also contribute to image SEO. Always avoid using images for text.



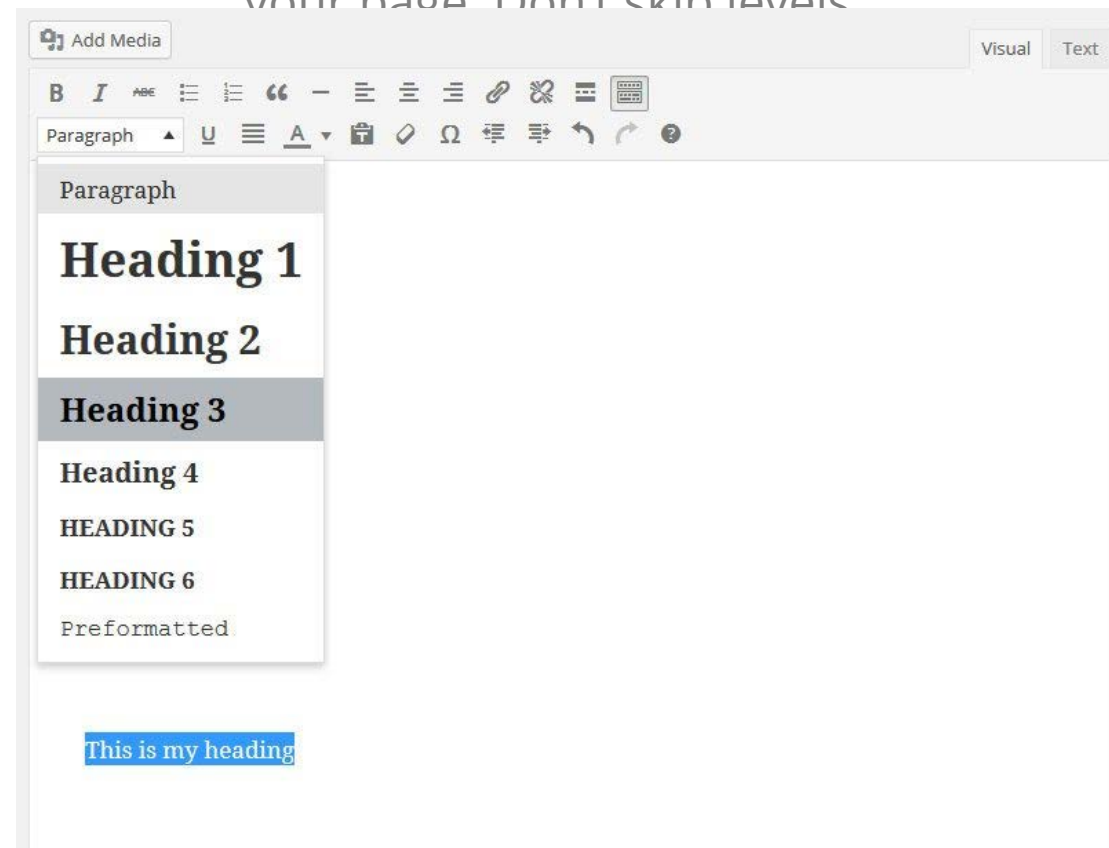
Picture of a student



A postgraduate engineering student working in the new electron microscope lab.

6. Structure Content Correctly

Heading 1 H1 tag is used for most important heading on the webpage. Always nest your webpage sections and subsections in a sequential hierarchy of h2-h6. Use h2 for sub-heading and h3, h4 for other important headings on your page. Don't skip levels





Accessible Website Templates

17 Best Accessible WordPress Themes 2020

<https://colorlib.com/wp/accessible-wordpress-themes/>

10 WordPress Plugins to Help Improve Website Accessibility

<https://speckyboy.com/wordpress-plugins-website-accessibility/>



Resources

Guidelines/Standards/Training

W3C - <https://www.w3.org/>

WCAG 2.1 - <https://www.w3.org/TR/WCAG21/#intro>

WebAIM - <https://webaim.org/>

Evaluation Tools

WAVE - <https://wave.webaim.org/> FREE

Color Contrast Checker - <https://webaim.org/resources/contrastchecker/> FREE

Coblis – Color Blindness Simulator - <https://www.color-blindness.com/coblis-color-blindness-simulator/> FREE

Accessible Metrics – <https://www.accessiblemetrics.com/> FREE for 1 homepage, paid after that