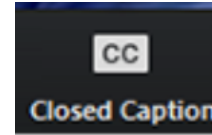# ACCESSIBILITY 101

AFB American Foundation® for the Blind

Expanding possibilities for people with vision loss

Using Closed Captioning

- To start using CC, click the caption button

CC
Closed Caption

Uso de la interpretación de idiomas

- Hagan clic en el icono de interpretación

- Seleccionen "Spanish"

- Después de seleccionar "español", hagan clic "Mute Original Audio"

✓ 🇺🇸 English

🇪🇸 Spanish

Mute Original Audio

Using ASL

- To pin the interpreter, hover over the video of the participant you want to pin and click ...

- From the menu, click Pin.

Zoom Admin

Chat
Pin
Request Camera Control
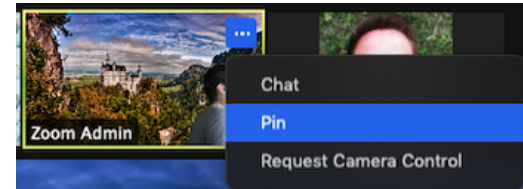
PURPOSE

To provide an overview of why accessibility is important and how you can integrate accessibility into all aspects of building and maintaining your site.

MEET THE PRESENTERS

Darren Burton
Accessibility Specialist,
Former Director of AFB Tech

William Reuschel
Director, Client Services
& Technical Development

AFB'S MISSION

Our mission is to create a world of no limits for people who are blind or visually impaired.

We mobilize leaders, advance understanding, and champion impactful policies and practices using research and data.

OVERVIEW

1. Introduction
2. What is Accessibility and Digital Inclusion?
3. Accessibility Basics
4. What is the current landscape of accessibility?
5. How does my organization start our accessibility journey?
6. How can we start implementing accessibility into our website?
7. Preparing for Session 2

What is *inclusion*?

INCLUSION

"Inclusion is an organisational effort and practices in which different groups or individuals having different backgrounds are culturally and socially accepted and welcomed, and equally treated."

Adapted From GlobalDiversityPractice.com

What is *digital inclusion*?

The end-to-end digital experience is different for different people: **Disabilities aren't all the same.**
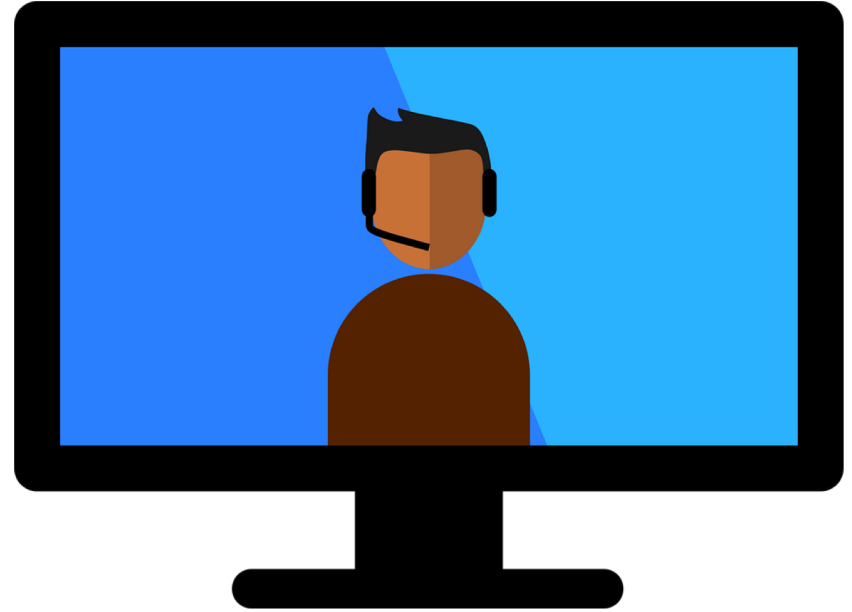
Deaf or Hard of Hearing

GOOD WORK, GOLDIE.
KEEP IT UP!
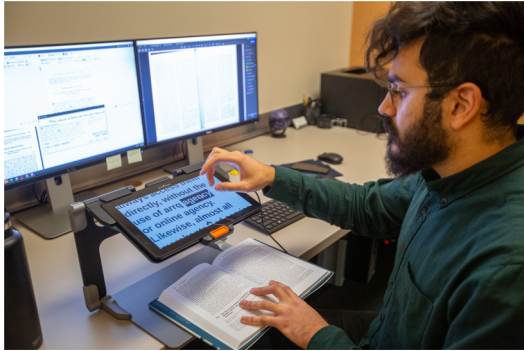
Closed Captioning

Video Calling for
Sign language

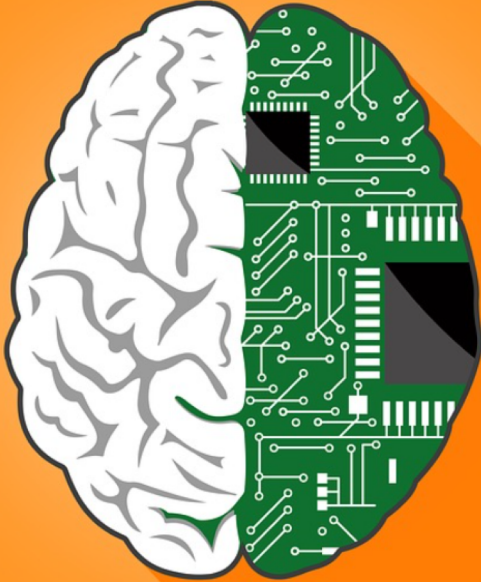# Mobility Impairment

Switches &
Sip and Puff
devices
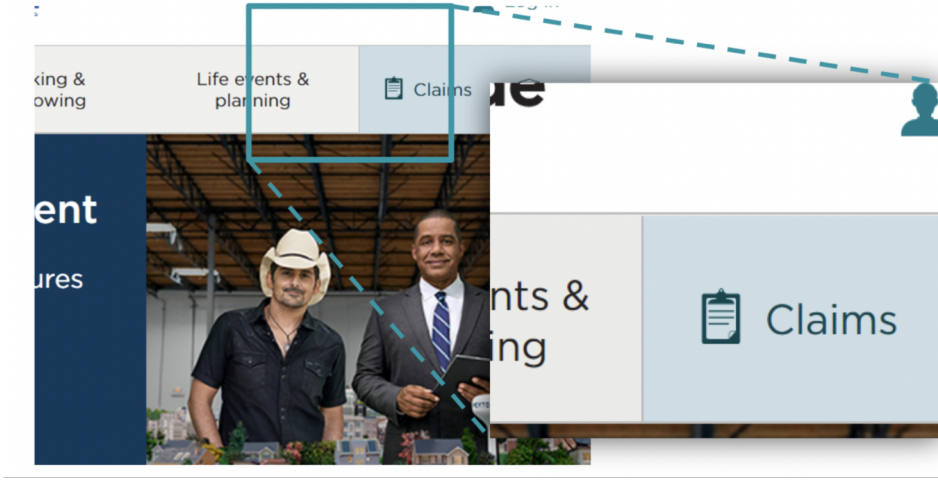
Stephen Hawking

Cognitive Impairment

[WHATEVER THE SOLUTION IS]
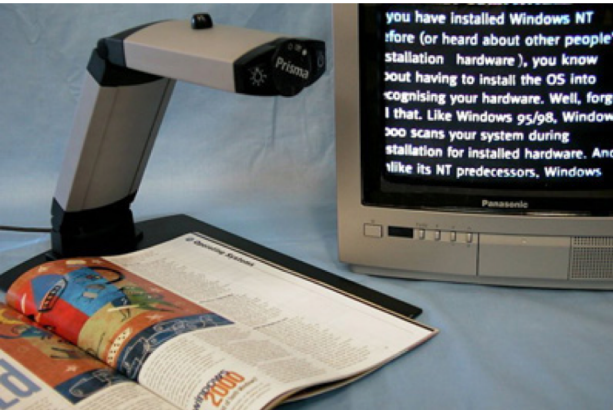
(should probably be examples of "solution"/tool)

- Limited focus

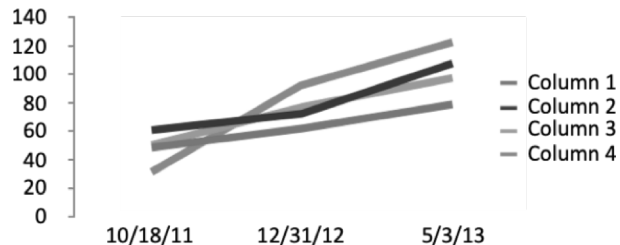- Difficulty reading (dyslexia)
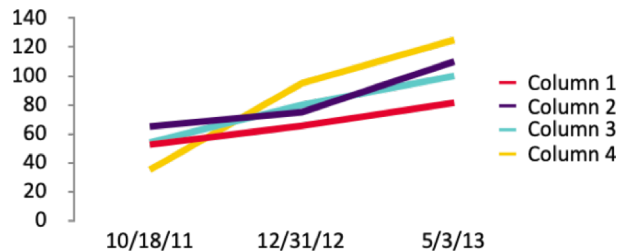
Low Vision

MAGNIFICATION

- Screen magnifiers

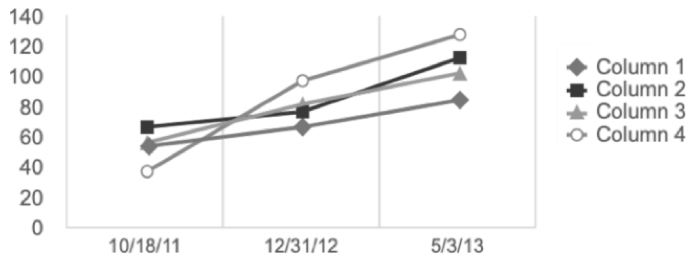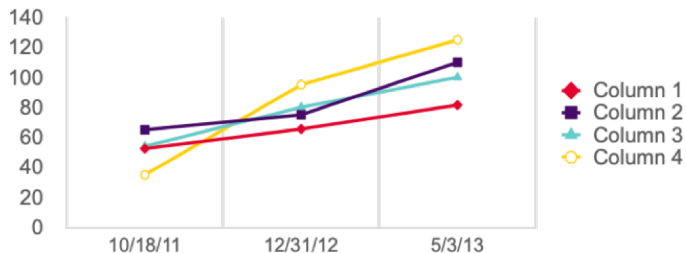- Low tech magnification devices

LINE CHART EXAMPLES

BAD EXAMPLE

GOOD EXAMPLE

Blindness

SCREEN READERS

- Reads screen contents to user

- Controlled by keyboard or touchscreen gestures

Refreshable Braille Display

HOME

NEWS

TICKETS

SURVEY

Citylights Survey

This Week's Survey: More city parks - a pain or a gain?

Fields are required if not otherwise noted.

Favorite Park

Which is your favorite city park?

○ None
○ Central Park
○ Grand Park

○ Jurassic Park
○ South Park
○ Other

Greenest City

Which city do you find is the greenest?

select a city from this list ▾

Free Newsletter (optional)

Do you want to receive a free newsletter?

To receive our free newsletter fill in the following details:

Name: ○ Mr. ○ Mrs.

POOR ACCESSIBILITY CAN AFFECT EVERYONE.

- Trying to read low contrast content on a phone in daylight

- Mistakenly touching the wrong button because a button is too small or too close to another

- Unclear error messages or requirements when filling out a form

Accessibility Overview

LEGAL LANDSCAPE

- ADA
- 508
- CVAA
- Guideline: WCAG

ACCESSIBILITY VS USABILITY

Focusing on achieving "compliance" is a dangerously low bar that can lead to bad practices or false assurance.

- Automated Scanners
- Overlays

Our philosophy and approach to accessibility is to focus on "usability."

- Authentic user experience
- Achievable user success

BUSINESS CASE FOR ACCESSIBILITY

People with disabilities are a critical market, both as consumers and employees.

- Front-facing products
- Internal products

Accessibility is necessary for security and privacy.

How does my organization start our accessibility journey?

MAKE AN ACCESSIBILITY POLICY

- Make an accessibility policy which will embed accessibility into the product goals and day-to-day operations at the outset.
- Enables individuals to have the resources (and leverage) they need to achieve the company's goals
  - Budgeting/training

INTEGRATE AUTHENTIC USER TESTING INTO DEVELOPMENT

- Target key workflows for testing

- Report cards to keep track of how the important workflows are usable.

BUILD A CULTURE OF INCLUSION

Understand the role that each person can play in achieving inclusion

- Designers

- Developers

- Procurement

- Customer Service

- Communications and Marketing

How can we start implementing accessibility into our website?

START WITH AN ACCESSIBLE BASE THEME

BEWARE OF 3RD PARTY PLUGINS

- Menus

- Carousels

- Lightboxes

PICK GREAT COLORS AND FONTS

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color
#0000FF

Lightness

↔

Background Color
#FFFFFF

Lightness

Contrast Ratio
8.59:1

permalink

Normal Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Color Contrast checker:

https://webaim.org/resources/contrastchecker/

USE HEADINGS AND PAGE STRUCTURE

Headings should be logical and provide meaningful structure to a page.

- They should be short.

- They should logically nest.

  - A heading <u>level one</u> is a **title.**

  - A heading <u>level two</u> is a **subconcept** of heading level one.

  - A heading <u>level three</u> is a **subtopic** of heading level two.

Use built-in heading selection options, not only visual font styles that appear to be headings.

What's Next?

ACCESSIBILITY TOOLKIT

- Accessibility Testing Guide

- Procurement Checklist

- Accessibility Collected Resources

Access the toolkit

The documents can be accessed as Google Docs or downloaded in DOCX format.

Thank You!

Join us next week as we go into more detail about testing.