

Accessibility Matters

Hosted by: Andrea Kim & Alex Simmon

**How many of you are
designing to be responsive?**

What about to be accessible?

Universal Design

Why You Should Care:

**57 million Americans have
a disability**



19.9 million (8.2%) people

Have difficulty lifting or grasping. I.e. Impact their use of a mouse or keyboard.

15.2 million (6.3%) people

Have a cognitive, mental, or emotional impairment.

8.1 million (3.3%) people

Have a vision impairment. These people might rely on a screen magnifier or a screen reader, or might have a form of color blindness.

7.6 million (3.1%) people

Have a hearing impairment. They might rely on transcripts and / or captions for audio and video media.

Access is a civil right

Let's talk about:

Lawsuits

**Companies are spending more money
defending lack of accessibility in court, than
on ensuring accessibility in the first place.**

Lainey Feingold



Laine Feingold

Disability rights lawyer, author, and public speaker who works primarily with the blind community on technology, digital, and information access issues.

<http://www.lflegal.com/>

June 13, 2017

Winn Dixie

In the first trial of its kind under the Americans with Disabilities Act (ADA) a federal judge in Florida ruled that the company had to make its website accessible.

June 15, 2017

Hobby Lobby

A California judge rejected their arguments that a web accessibility case brought by a blind customer should be thrown out of court.

July 21, 2017

Five Guys

A court action on web accessibility shifted to New York, where a federal judge in the Southern District of New York ruled that a web accessibility case against the restaurant chain could continue in court.

August 1, 2017

Blick Art Materials

Perhaps the strongest support for web accessibility in the past several years, a federal judge in New York issued a blistering and passionate defense of web accessibility in refusing to throw out a web accessibility case.

Accessibility for:

Design

Designers must understand and empathize with all kinds of people, including those with disabilities and the aging population.

Keyboard

Color

Clarity

Focus

Structure

Activities

Keyboard Use

Some users rely on the keyboard and cannot use a mouse

- **All UI elements should be accessible using only the keyboard**
- **Keyboard use should work in predictable ways**
- **The order of items should be defined by the user's content path**

Quick Wins:

- 1 Use tags
- 2 Leverage existing resources. Standard HTML and operating system elements have the correct keyboard behaviors already built-in. Menus, modals, trees, and other patterns have expected keyboard behaviors. Avoid mixing interaction patterns within components.
- 3 Actions and information should not be hidden until hovered.



Accessibility for:

Development

Developers work hard to consider the best accessibility enablement, but nothing compares to feedback from people with real disabilities. Collect real feedback to ensure solutions are flexible and adaptive.

Coding

Contrast

Testing

Keyboard

Structure

✘ image-alt (1) [Outline Errors](#)

Every image needs an alt attribute to convey its meaning to people who may not be able to see it. For images that are redundant to text next to them, or used for purely decorative purposes, use alt="". For informational images, provide a short, internationalized string. [Images must have alternate text.](#)

✘ td-has-header (1) [Outline Errors](#)

Every table should have properly defined headers. Use <th> elements within a <tr> to identify headers. Use scope='row' or scope='col' to clear up ambiguity about whether <th> is labelling a column or row. Remember that tables should be used for multi-dimensional data and not solely for layout. [All non-empty td element in table larger than 3 by 3 must have an associated](#)

AX (5)

✔ dropbox_missingH1

Every page should have a non-empty H1.

✔ dropbox_unclearLinkText

Link text should make sense out of context. Prefer specific, descriptive text over text like 'Learn more' and 'Click here.' This is helpful for assistive technology users, such as screenreader users who often navigate through lists of links.

✔ lowContrastElements

Text elements should maintain reasonable contrast against background elements so that they are legible to users across a wide vision spectrum and devices. [Find Dropbox colors with great contrast.](#)

✔ aria-allowed-attr

Certain ARIA attributes can only be used on

AX (5)

Accessibility Status

Check the accessibility of the current page using our automated accessibility tool.

[Run accessibility check](#)

Results [Settings](#)

Low contrast overrides

Control how low contrast text appears when browsing dropbox.com. Check out our [documentation](#) to learn more about

- Render low contrast text as
- Emphasize impact on legibility
- Make this text **stand out**

Other settings

(These settings don't take effect immediately)

Accessibility for:

Product Management

Any product's competitiveness in the marketplace depends on our ability to delight every person we serve.

Impact

Strategy

Case studies

Creating Accessibility Labs:

Developing Empathy

How People With Disabilities Use The Web

How do people who cannot move their arms use your website? What about people who cannot see well or at all? Or people who have difficulty hearing or understanding, or have other disabilities?

<https://www.w3.org/WAI/intro/people-use-web/>



Accessibility Lab

Organizations are building labs that's sole function is to develop empathy and allow the team contextual insight as to what the impact of a non-accessible product has.

Top 10 Most Common Issues

1. Labels are missing or incorrect
2. Cursor navigation doesn't follow the visual design
3. Skipping over visible items or speaking invisible items
4. Visually related elements are not grouped (spoken) together
5. The element type (link, button, etc.) is missing or incorrectly described
6. The state of elements and buttons are not described (e.g. "selected")
7. Headings are missing or used inconsistently
8. (OG) "aria" are missing when they are needed to provide context
9. Video is missing closed captioning or caption controls are not provided
10. Low contrast between elements

Accessibility Workstation

By creating a workstation with different devices, product teams can test and ensure standards are being met.

Yahoo



Accessibility Testing

Create a scenario to test the screen reader functionality, using tools like headphones and special goggles that obscure their vision while they navigate their product.

Dropbox

Headset



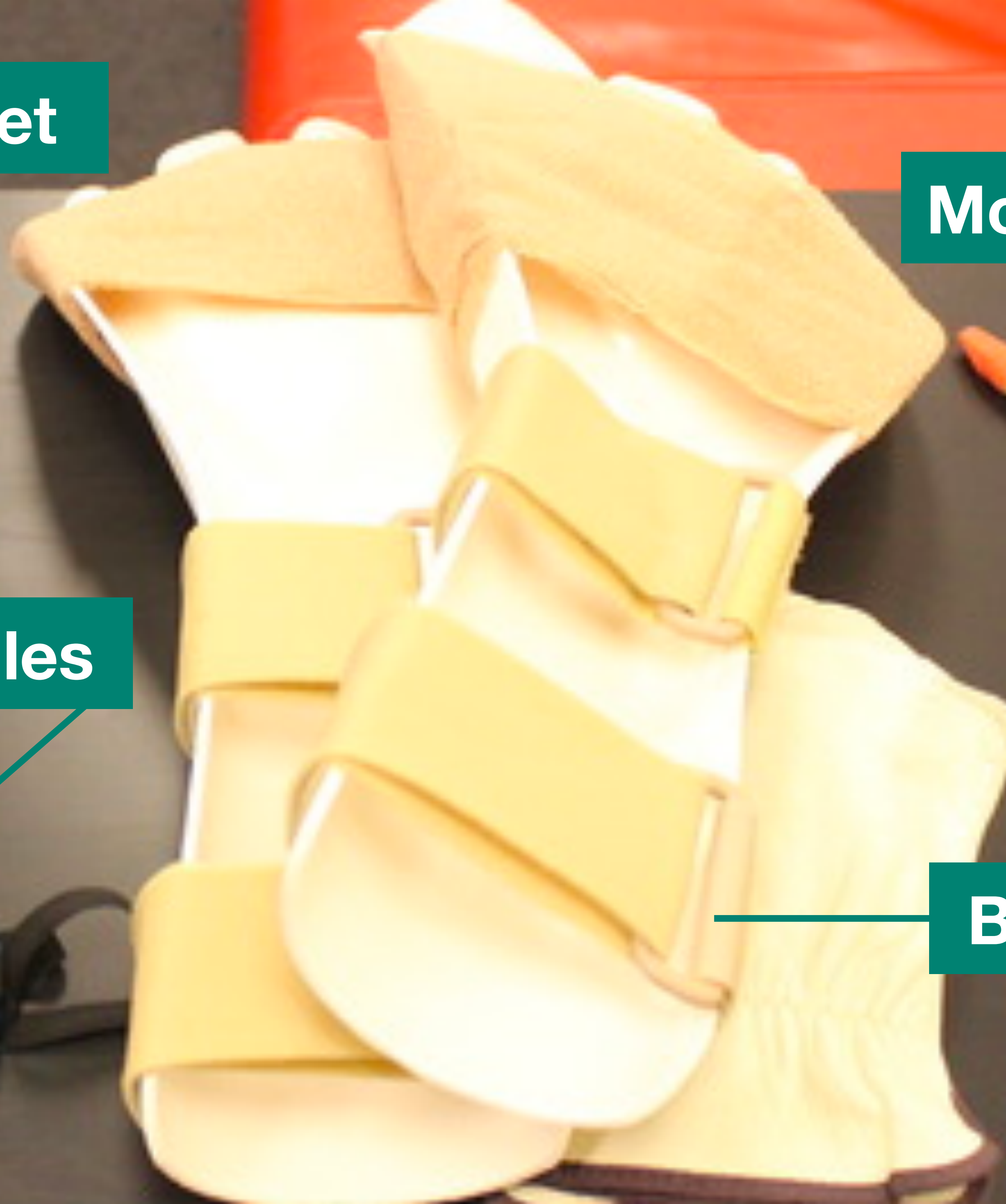
Mouthstick



Goggles

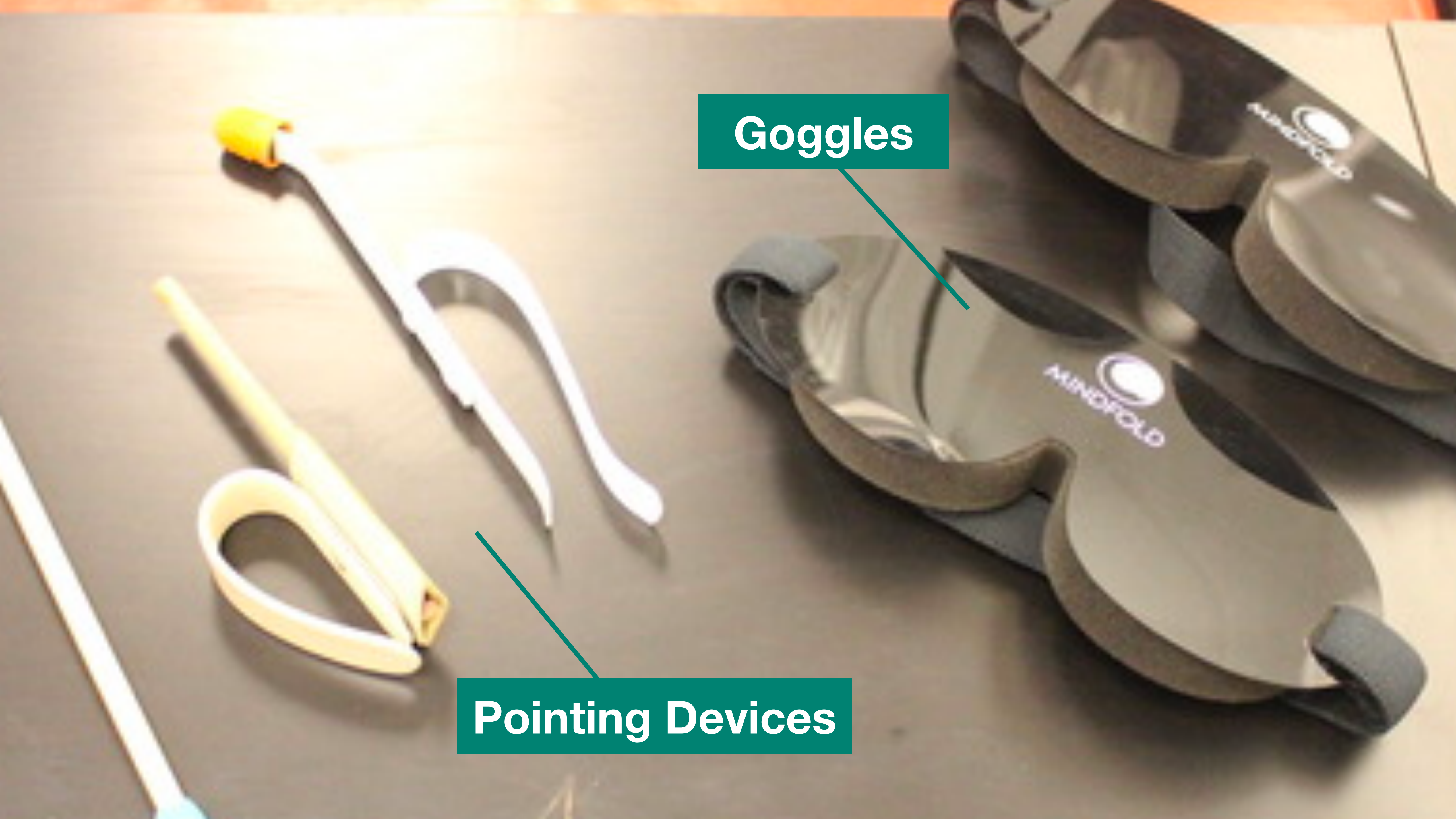


Braces



Goggles

Pointing Devices



Educate Yourself:

Online Resources

Online Resources:

[Presentations](#)

[Web Accessibility](#)

[Youtube Accessibility](#)

[Color Accessibility](#)

[Android Accessibility](#)

[Google's A11y](#)

[W3C's](#)

[Mobile A. Task Force](#)

[A. Viz Toolkit](#)

literally thousands others

Developer Tools:

[WAVE by WebAIM](#): general website accessibility

[Juicy Studio's Readability Test](#)

[Vischeck's Color Blindness Checker](#):

Recommended Books:

[Inclusive Front-End Design Patterns](#)

[Accessibililty For Everyone](#)

[A Web For Everyone](#)

Internal Resources:

Join our Slack channel!
#accessibility



**I WANT YOU
FOR ACCESSIBILITY
CHAMPIONS GROUP**

Get Involved!

Questions?