

Accessibility Workshop: Building a Digitally Inclusive Brand

with:

Matt Christie | UX/UI Design Strategist



CONTENTSQUARE



Today's Agenda

- Accessibility: The Obligation and Opportunity
- Identifying & Addressing Impairments
- Live Website Audit



Question For the Audience

**What does it mean to be a
Digitally Accessible brand?**

“The power of the web is in its
universality.

-

Access by everyone regardless of
disability is an essential aspect”.

Tim Berners-Lee, inventor of the World Wide Web

1B+ People in the World

have some type of impairment affecting their ability to read the web



1 in 25 people are blind or **vision impairment**

285M affected



1 in 12 men are **color blind**

300M affected



1 in 10 people have **Dyslexia**

700M affected



1 in 11 people are **65+ today and 1 in 6 by 2050**

600M affected

80% of disabilities are invisible

In the Meantime

70%

Of digital content is not accessible to them



71%* of disabled customers with accessibility needs leave a website they find difficult to use

82%* of clients with accessibility needs would want to spend more time on websites if they were more accessible.

95%* of health professionals recommend to adapt texts for students with dyslexia

The Opportunity

The disability market is larger than China and is emerging as other markets have in the past.

1+ billion
people

\$6.9 trillion
annual
disposable
income



Five themes of the Accessibility Business Case

Innovation

Diverse ideas
create new
opportunities

Inclusion

Inclusive
design leaves
no one behind

Brand


An inclusive
brand
outperforms

Productivity

Accessible
solutions
boost
productivity
for everyone

Compliance

Raising the bar
reduces the
risks





Identifying & Addressing Impairments

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

w3

Many organisations are waking up to the fact that embracing accessibility leads to multiple benefits – reducing legal risks, strengthening brand presence, improving customer experience and colleague productivity.

**Paul Smyth, Head of Digital Accessibility
(Barclays)**

Visual



“The intent is to provide enough contrast between text and its background so that it can be read by people with moderately low vision.”

[Understanding Success Criterion 1.4.3:
Contrast \(Minimum\)](#)



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Question For the Audience

**What are the acceptable ratios
when it comes to color
contrasting?**

What is a contrast ratio?

The **contrast ratio between 2 colours** is a **number** between **1** (same colour) and **21** (black/white) resulting from a calculation

Background Colour: #ffffff
Foreground Colour: #ffffff

1.00

Fail Fail Fail Fail

AA Large AAA Large AA Normal AAA Normal

Detailed description: This screenshot shows a color contrast calculator interface. At the top, the background color is set to #ffffff and the foreground color is also #ffffff. Below this, the calculated contrast ratio is 1.00, which is enclosed in a red rectangular box. At the bottom, there are four black buttons with white text, each labeled 'Fail', also enclosed in a red rectangular box. Below these buttons are the labels 'AA Large', 'AAA Large', 'AA Normal', and 'AAA Normal'.

Background Colour: #ffffff
Foreground Colour: #000000

Aa 21.00

Pass Pass Pass Pass

AA Large AAA Large AA Normal AAA Normal

Detailed description: This screenshot shows a color contrast calculator interface. At the top, the background color is set to #ffffff and the foreground color is #000000. Below this, the calculated contrast ratio is 21.00, which is enclosed in a red rectangular box. The text 'Aa' is displayed in a large font. At the bottom, there are four black buttons with white text, each labeled 'Pass', also enclosed in a red rectangular box. Below these buttons are the labels 'AA Large', 'AAA Large', 'AA Normal', and 'AAA Normal'.

The **contrast ratio** between **text colour** and **background colour** needs to be **equal or superior** to:

- 4.5:1
- 3.1 for
 - Bold text $\geq 18.5\text{px}$
 - Large text $\geq 24\text{px}$

Example



Contrast Tools

Color Contrast Analyzer

The screenshot shows the GOV.UK website interface. A 'Colour Contrast Analyser (CCA)' window is overlaid on the right side. The CCA window displays the following information:

- Foreground colour:** #FEF351
- Background colour:** #0B0C0C
- Sample preview:** A black box containing the text "example text showing contrast" in yellow.
- WCAG 2.1 results:** Contrast ratio 16.9:1. Three criteria are listed, all with a "Pass" status:
 - 1.4.3 Contrast (Minimum) (AA)
 - 1.4.6 Contrast (Enhanced) (AAA)
 - 1.4.11 Non-text Contrast (AA)
- Footer:** "Visas, asylum and sponsorship"

Color Contrast Checker

The screenshot shows a website banner with a "Colour Contrast Checker" overlay. The banner features a pink and green geometric pattern with the text "UTLET" and "UP TO 70% OFF BIG BRANDS! TOPSHOP, NIKE, FREE PEOPLE & MORE..". The checker overlay displays the following information:

- Background Colour:** #ffffff
- Foreground Colour:** #232324
- Contrast Ratio:** 15.70
- WCAG Results:** Four "Pass" buttons for AA Large, AAA Large, AA Normal, and AAA Normal.
- Color Properties:** Hue 0°, Saturation 0, Lightness 1 for the background; Hue 240°, Saturation 0.01, Lightness 0.14 for the foreground.



Text & Typography

- **Body Text - 16px** (browsers default text size)
 - ◆ **No lower than 14px**
- **Optimum line length:** between 50 and 80 characters
- **Do not justify text!**
- **Avoid full caps** for blocks of text
- Use **headings, lists** and **paragraphs**



Fonts Ninja

The screenshot displays the Fonts Ninja interface. On the left, there is a preview of text from a webpage, including phrases like "overused, and most definitely doesn't represent brands have faced during the first half of 2020, yet it's that predicting our w... beginning to open up th... overnight. So perhaps 'th... roach each new day of u... iral and social challenges we face so that they can... be competitive online." and "Christmas is trending two months earlier than usual... ons – people have more time at home to plan, the trend we've seen over the years whereby... ger period to encompass Black Friday (or Black... stmas rush, and an ultra-competitive January sales... set to be the biggest revenue opportunity for... elevating their search strategy for maximum... holiday shopping season? The search landscape...".

In the center, a font preview window is open for "Proxima Nova A Regular". The font name is displayed in a dark grey box with "Regular" in a lighter grey box. Below the name, the font is shown in all caps (A-Z), all lowercase (a-z), and numbers (0-9). The font is a clean, modern sans-serif typeface. The preview window also includes a "Bookmark" button (green) and an "Info" button (grey).

At the top of the preview window, there is a green header bar with a bird icon, a bookmark icon, a share icon, and a close icon. The font name "Proxima Nova A" is shown in a dark grey box with "Regular" in a lighter grey box. Below the name, the font is shown in all caps (A-Z), all lowercase (a-z), and numbers (0-9). The font is a clean, modern sans-serif typeface. The preview window also includes a "Bookmark" button (green) and an "Info" button (grey).




**Motor/
Cognitive**



Some users find it difficult
or impossible to use a
mouse/trackpad or
touchscreen

On Most Web Browsers

You can use your keyboard alone - without a mouse or trackpad - to navigate the content of the page.

- **Tab Key:** 
 - ◆ Can be used to cycle through all interactive elements on a page, from top to bottom
- **Shift + Tab key combination:**  
 - ◆ Can be used to cycle through all interactive elements on a page, from bottom to top
- **Enter or space keys:**
 - ◆ These keys interact with elements - activate links, check a box, display a dropdown menu

Keyboard Accessible

The screenshot displays the SSE website interface. At the top, the SSE logo is on the left, and navigation links for Bundles, Energy, Broadband, Boilers & Heating, Help, and My account are on the right. Below the navigation, there are three tabs: Energy, Smart Meters, and Energy Help. The main banner features the headline "We're SSE. We listen." and the sub-headline "With or without an online account, you don't need to call us to be heard." A "Find out more" button is positioned below the text. The banner background shows a young girl dancing. Below the banner is a row of six service buttons: "Manage your account" (person icon), "Pay As You Go top-up and help" (plus sign and meter icon), "Book smart meter installation" (calendar icon with 31), "Submit a meter reading" (016 icon), "Recently moved or moving?" (house icon), and "Go to help centre" (question mark icon). At the bottom, there are three small image thumbnails: a person on a video call, a person holding a smart meter, and a couple looking at a laptop with wind turbines in the background.

Keyboard Inaccessible

The screenshot displays the Flipkart website interface. At the top, there is a blue navigation bar with the Flipkart logo, a search bar, and links for 'Login' and 'Cart'. Below this is a horizontal menu with categories: Top Offers, Grocery, Mobiles, Fashion, Electronics, Home, Appliances, Travel, and Beauty, Toys & More. A large banner for 'BOULT AUDIO Best-selling Earphones' is featured, with a 'Shop Now' button. Below the banner is a 'Deals of the Day' section with a countdown timer and a 'VIEW ALL' button. The deals section shows various products including skincare, a Logitech mouse, a power strip, a t-shirt, and a book. A promotional banner for 'APPLIANCES DHAMAKA SALE' is also visible on the right side.

FLIPKART

Keyboard Accessible

The image shows two screenshots of the T-Mobile website's header and main content area, demonstrating keyboard accessibility. The top screenshot shows the navigation menu with a focus on the 'Plans' link. The bottom screenshot shows the same page with a focus on the 'Learn more' link in the main content area.

Screenshot 1: Header Navigation

[Skip to main content](#)

WIRELESS BUSINESS PREPAID TV BANKING INTERNET

T Plans **▼** Phones & devices **▼** Deals **▼** Coverage **▼** Why T-Mobile **▼** Find a store **▼** Contact & support **▼** Cart Search **My account** **▼**

Screenshot 2: Main Content Area

[Skip to footer](#)

WIRELESS BUSINESS PREPAID TV BANKING INTERNET

T Plans **▼** Phones & devices **▼** Deals **▼** Coverage **▼** Why T-Mobile **▼** Find a store **▼** Contact & support **▼** Cart Search **My account** **▼**

The whole family is on the move, and T-Mobile has special offers to help you go back to school without missing a beat.

[Learn more >](#)

50% off new family lines.

Add lines to qualifying family plans, starting at less than \$10/mo. with AutoPay; plus taxes and fees.

[Shop now >](#) [CALL 1-800-T-MOBILE](#)

iPhone 12. Get one on us with the Magenta Max plan.

Get up to \$830 off iPhone 12, iPhone 12 Mini, iPhone Pro or iPhone Pro Max via 24 monthly bill credits when you are on a Magenta Max rate plan and trade in an eligible device. [See this deal.](#)

Screen Reader - Labels and Links

About us Our shops Customer services Our services Track order My John Lewis Partnership Card Insurance

JOHN LEWIS & PARTNERS

Search product or brand

Sign in

Home & Garden Furniture & Lights Electricals Women Men Beauty Baby & Child Sport & Leisure Gifts Sale Brands

Collect orders when you shop at Waitrose and 100s of other locations. [Find out more](#)

15% OFF SELECTED BEAUTY & FRAGRANCE – [Shop now](#)

× link, Home & Garden list 11 items

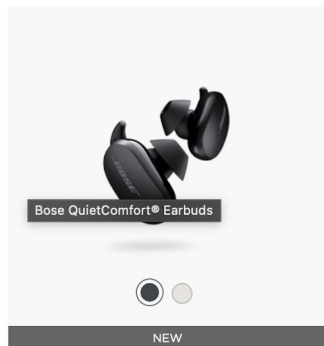
NEED PERFECT COMFORT

[Shop Women's Loungewear](#) | [Shop New-In Jumpers & Cardigans](#) | [Read our guide to affordable wardrobe essentials](#)

Screen Reader - Alt-text (Images)

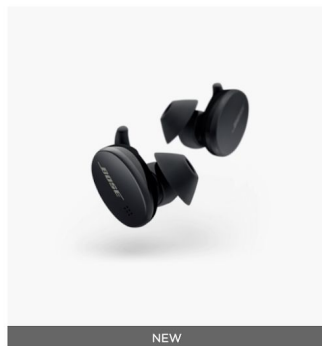


RECOMMENDED



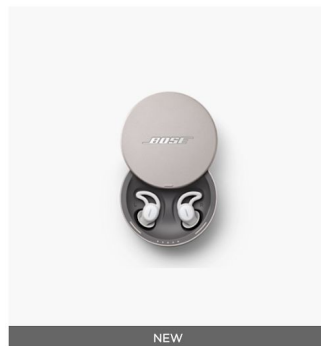
Bose QuietComfort® Earbuds
Earbuds

\$279.95



Bose Sport Earbuds
Earbuds

\$179.95



Bose Sleepbuds™ II
Sleep

\$249.95



**QC20 noise cancelling
headphones - Apple devices**
Earbuds

\$249.95

BOSE

Checking Alt-Text (and More!)

WAVE Evaluation Tool

The following apply to the entire page:

- en_US

Styles: OFF ON

Summary

Summary Details Reference Structure Contrast

31 Errors	44 Contrast Errors
44 Alerts	33 Features
50 Structural Elements	164 ARIA

[View details](#)

New report based on 20B+ user sessions: [2021 Digital Experience Benchmarks](#)

The Experience Analytics Leader


English (United States) Careers Login

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Why Contentsquare Platform Customers Company Insights

Get a Demo

Accessibility logo



Tools (Links)

- [Colour Contrast Checker](#)
 - [Pika \(Colour Contrast Checker\)](#)
 - [Fonts Ninja](#)
 - [Stark \(Figma Plugin\)](#)
 - [WAVE](#)
 - [Accessibility Insights for the Web](#)
 - [Luciole \(Accessible Font\)](#)
- 

Live Audit

(Let's put the previous slides into practice)

BOODY[®]