Accessibility Workshop: Building a Digitally Inclusive Brand

with:

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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

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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

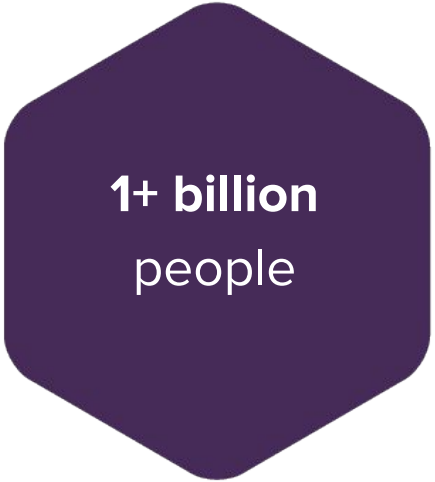
71%* of disabled customers with accessibility needs leave a website they find difficult to use

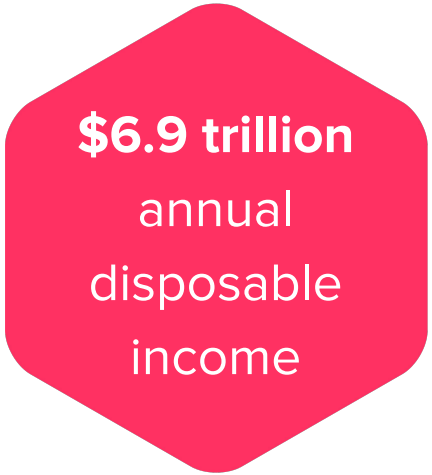
82%* of clients with accessibility needs would want to spend more time on websites if they were more accessible.

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.





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W3 research https://www.w3.org/WAI/business-case/

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

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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)

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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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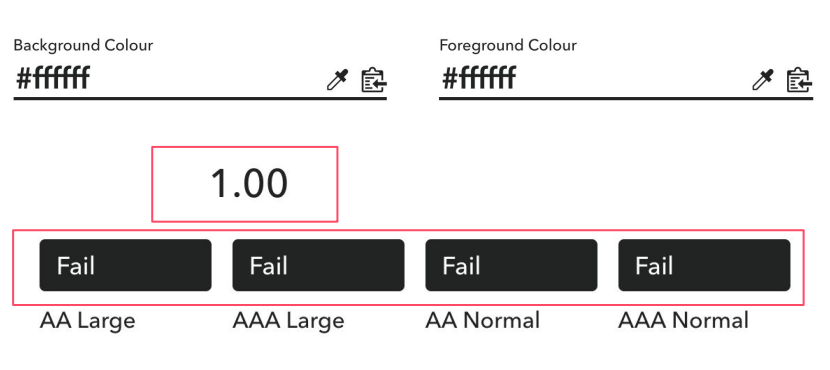
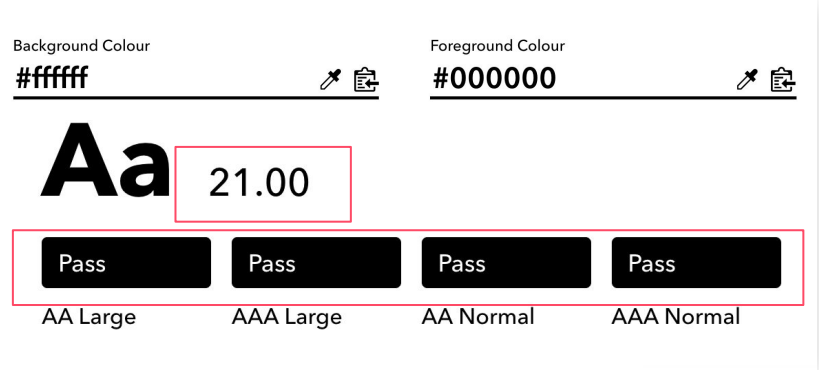
Question For the Audience

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





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

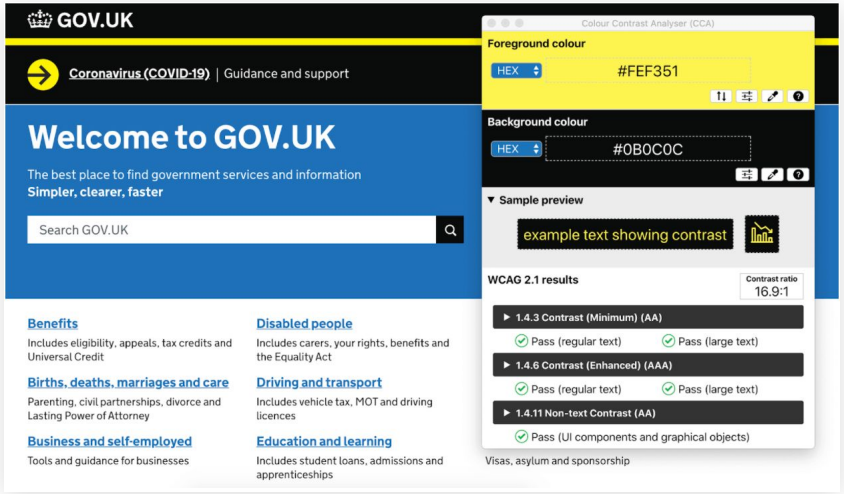
- **4.5:1**
- **3.1** for
  - **Bold text** >= **18.5px**
  - **Large text** >= **24px**

Example

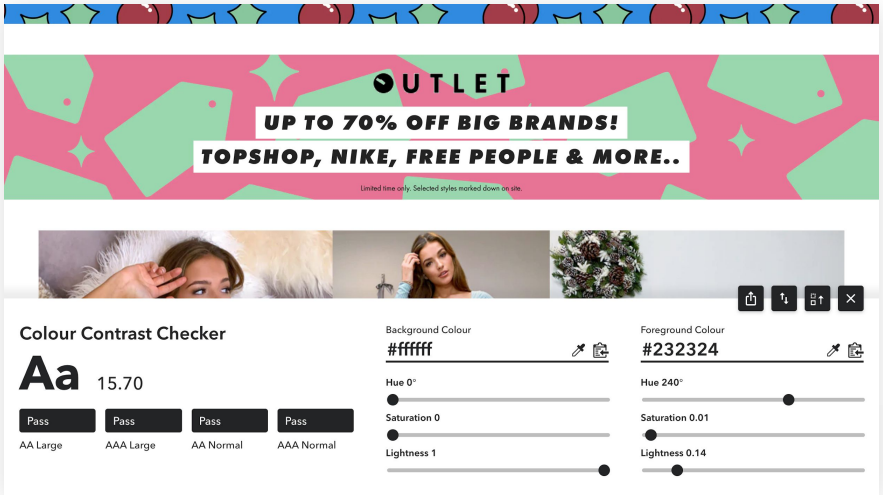
2.65
SHOP
MAC X SYLVIE MEIS 24/7
MAC X AUTO MOTOR SPORT
MAC JEANERATION
CORPORATE
NEWS
HÄNDLER-BEREICH
Der MAC-Adventskalender ist da - Jetzt das erste Türchen öffnen und gewinnen!
MAC
DEUTSCHLAND
SUCHE
MY MAC
MERKZETTEL
EUR 0,00
MENÜ
2.38
MAC ULTIMATE DRIVER PANTS
More
AUTUMN/WINTER 2021
MAC ULTIMATE DRIVER PANTS
4.85/5.00
4.0
1.8
JOBS
3.98
#NEWARRIVALS
WINTER 21
1.0
WOMEN
MEN

Contrast Tools

Color Contrast Analyzer



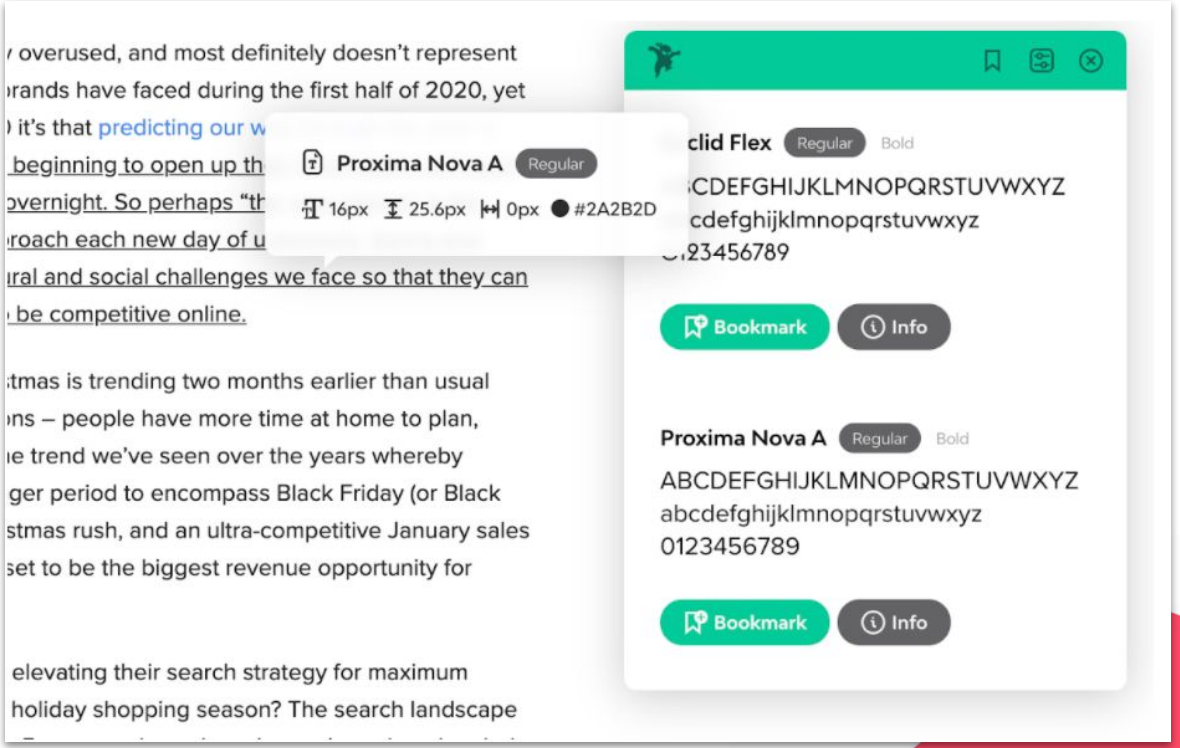
Color Contrast Checker



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


overused, and most definitely doesn't represent
rands 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
ural and social challenges we face so that they can
be competitive online.
tmas is trending two months earlier than usual
ns – people have more time at home to plan,
e 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
Proxima Nova A
Regular
16px
25.6px
0px
#2A2B2D
clid Flex
Regular
Bold
CDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
23456789
Bookmark
Info
Proxima Nova A
Regular
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Bookmark
Info

Motor/ Cognitive

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

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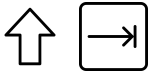
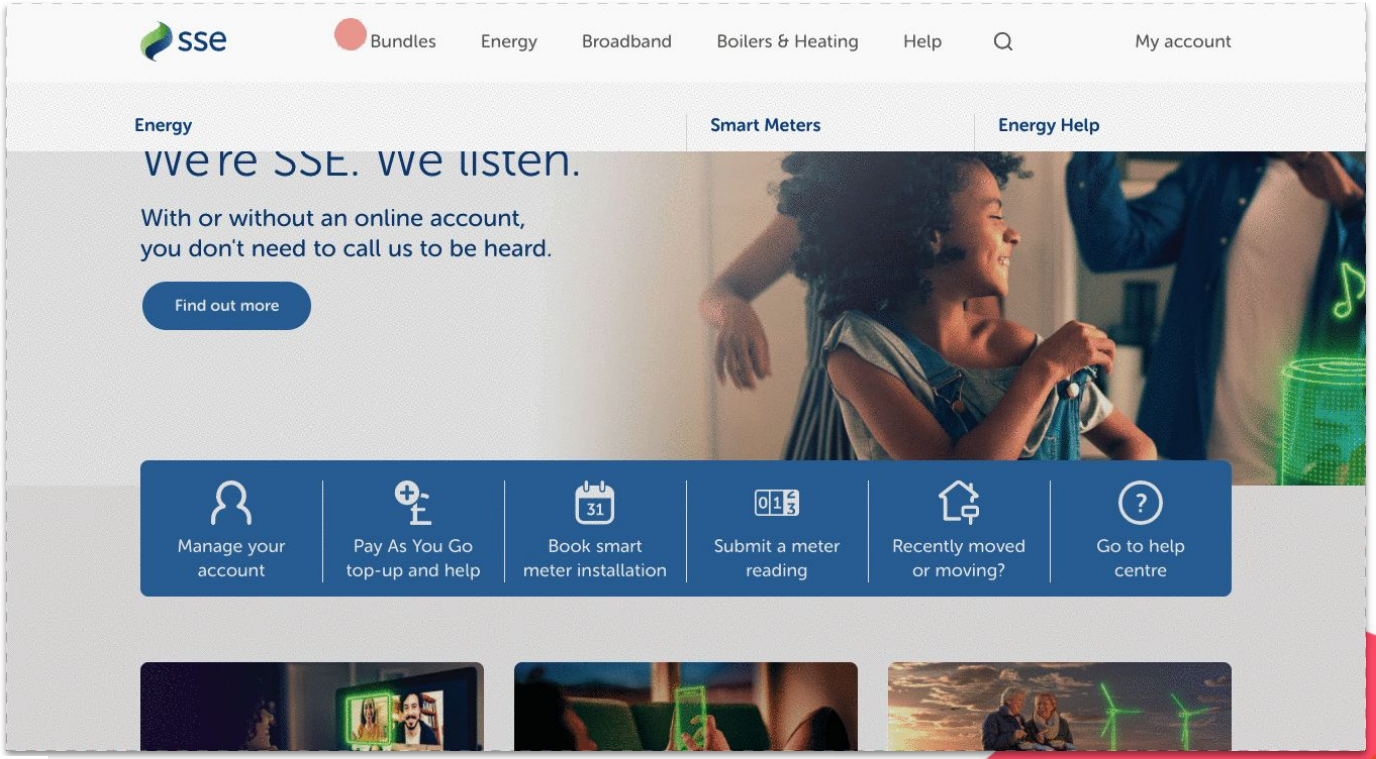
On Most Web Browsers

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

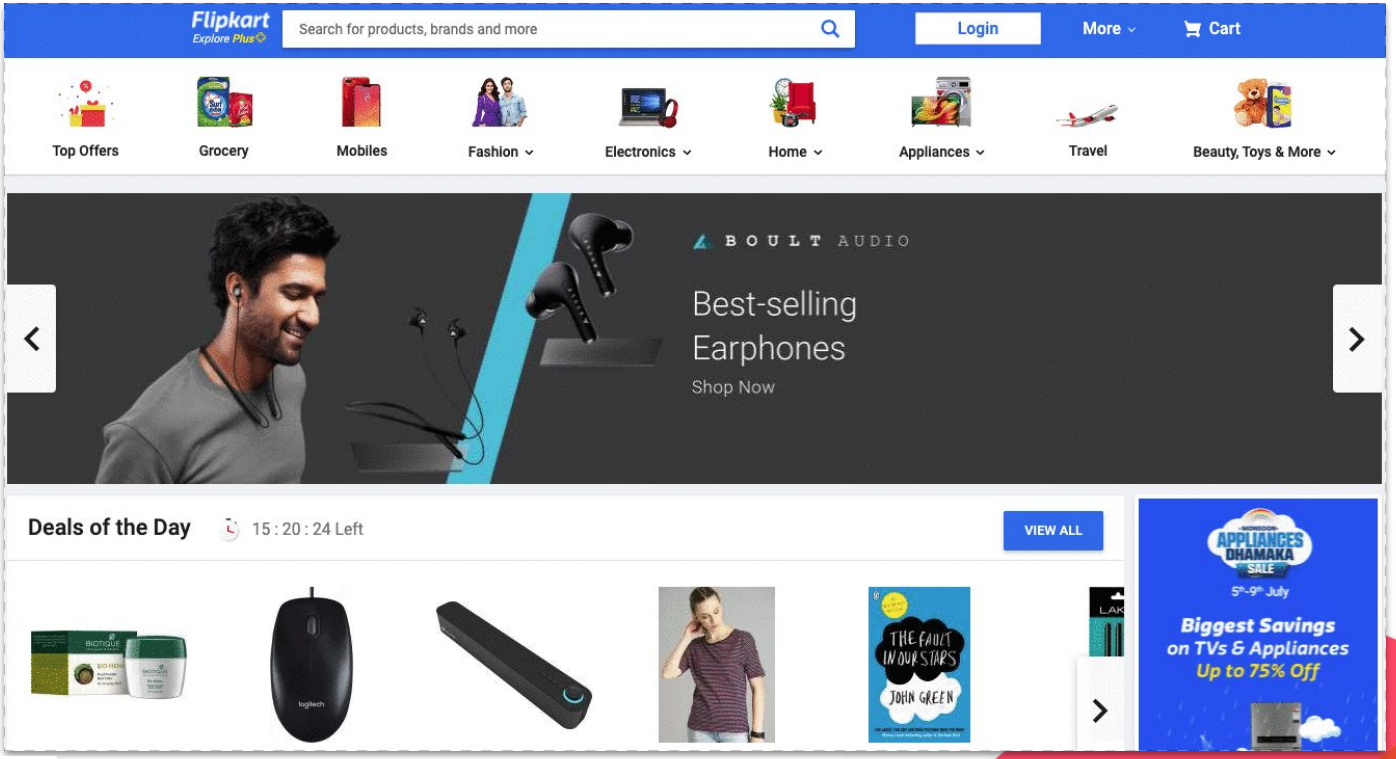
- **Tab Key:**
  - Can be used to cycle through all interactive elements on a page, from top to bottom
- **Shift + Tab key combination:** 
  - Can be used to cycle through all interactive elements on a page, from bottom to top
- **Enter or space keys:**
  - These keys interact with elements - activate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

Keyboard Accessible



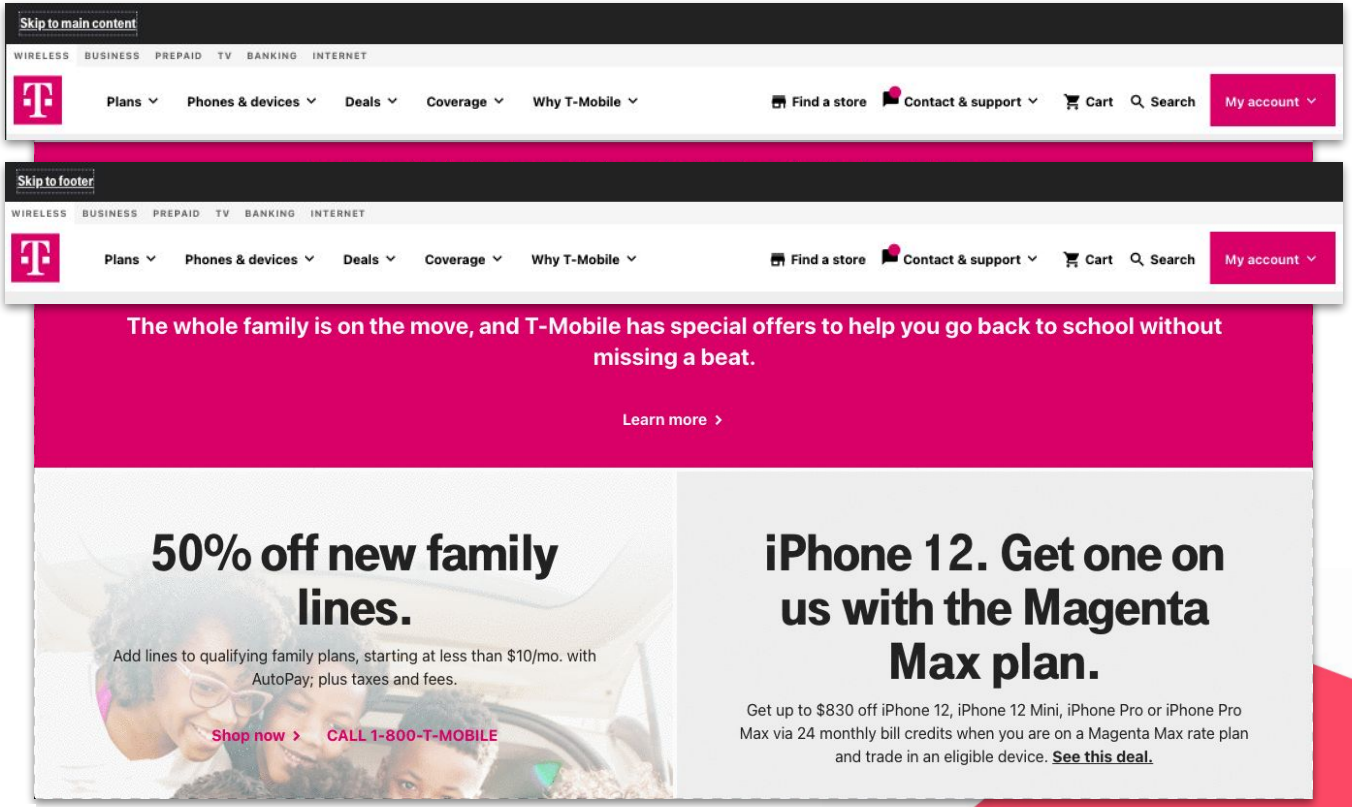
SSE

Keyboard Inaccessible



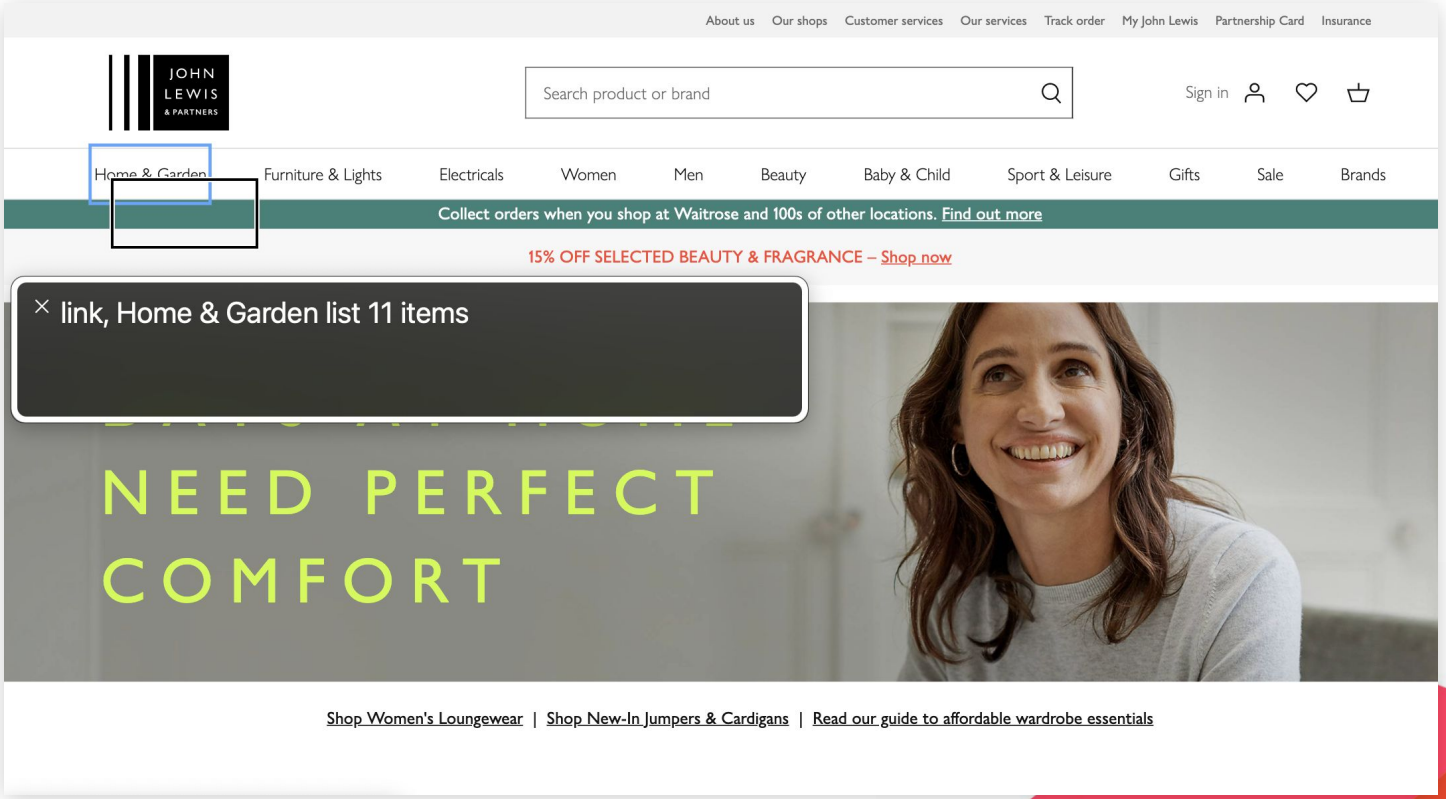
FLIPKART

Keyboard Accessible



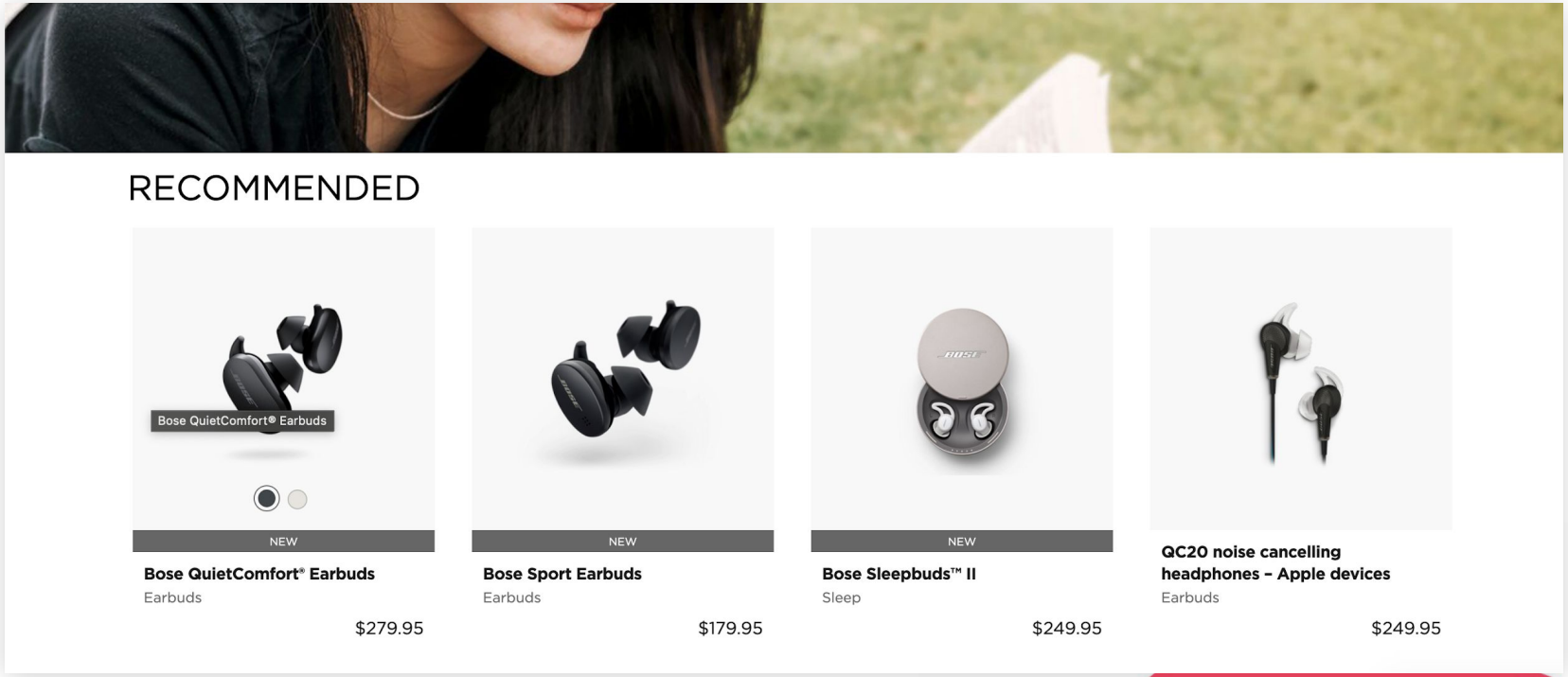
T-Mobile

Screen Reader - Labels and Links



John Lewis

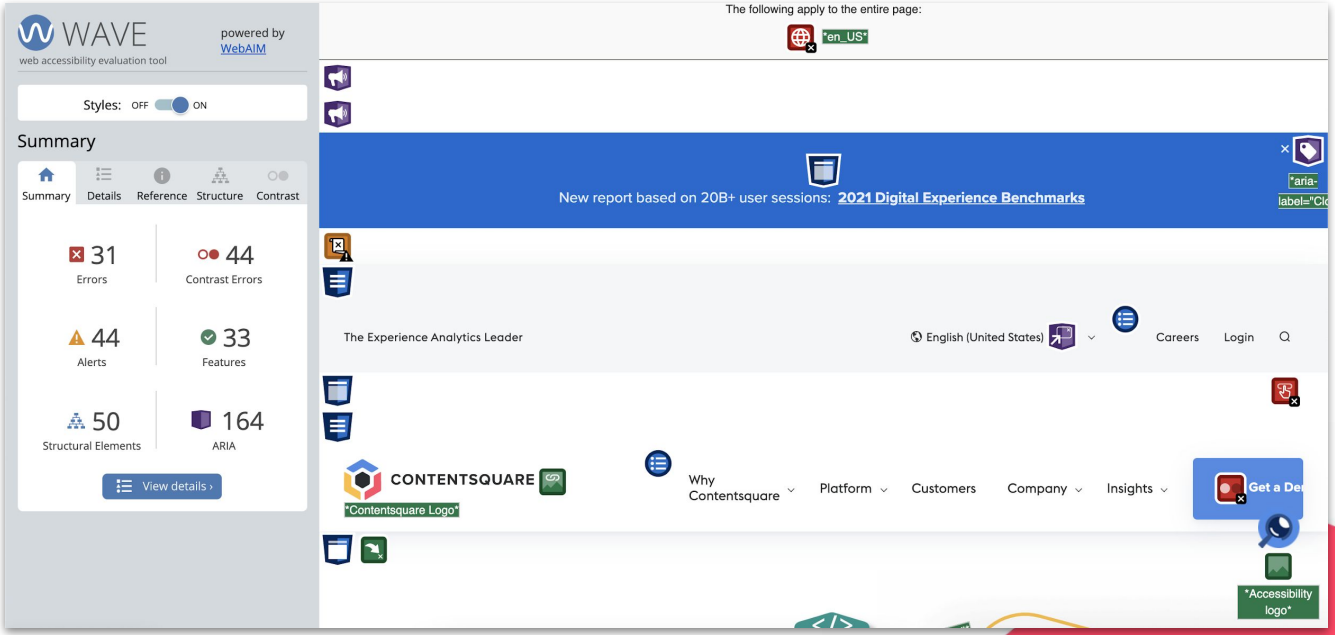
Screen Reader - Alt-text (Images)



BOSE

Checking Alt-Text (and More!)

WAVE Evaluation Tool



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

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