



CONTENTSQUARE

# The Digital Accessibility Club



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Question to the audience

What comes to mind when  
you think of Accessibility?

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# 1B+ people in the world

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



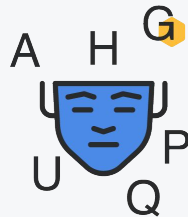
**1 in 25** people are blind or **vision impairment**

**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



**80%** of news sites

**2/3** of eCommerce websites

**70** of public service websites

**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

# Disability market

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

**1.85 billion**  
people

**\$1.9 trillion**  
annual  
disposable  
income



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# CS Foundation

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# The Contentsquare Foundation Approach



Contentsquare is committed to solving the inequality of accessing digital information through its technology solutions and promote them through its foundation

1. Contentsquare has acquired **Adapt My Web (AMW)**, a **software accessibility company**. The move is part of an expanded initiative to ensure Contentsquare's goal of empowering brands to create better experiences is relevant not just for some, but for *all*. Adapt My Web's technology and expertise help make the world's digital content accessible to those with reading issues including visual impairment and dyslexia. It allows readers to customize their user experience based on their needs by simply clicking on an icon and setting-up a personalized reading profile.
2. The Contentsquare Foundation is developing an **Easy-Reading Platform** to increase the ease of reading for students with Dyslexia. This solution is designed to modify texts making them easier to read. Texts can be digital documents (word, PDF, ppt), Epub, photos, web pages viewed through a browser or a smartphone.
3. The Contentsquare Foundation goes beyond technology alone and collaborates with corporations, education, the software development community to create a World of accessibility for digital information.





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# Objective of the foundation





## Objective

**Non-profit** organization aiming to promote **digital accessibility** for people **with disability** in the areas of education, science, social, and corporate responsibility.



# Pillars

## Strengthen Education



Deploy educational projects for people with disabilities to gain easy access to digital content and acquire the fundamental foundation of education

## Invest in Social responsibility



Invest in start-ups & enterprises to develop solutions facilitating the digital accessibility of people with disabilities

## Raise Awareness



Educate people and corporations on the immediate need to give equal access to digital content to all, regardless of disabilities



“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



THE  
VERY  
GROUP

# — Accessibility — Design that works for all

with:

Sue Irving | Senior UX Designer, Accessibility Advocate

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## Accessibility does not mean disability.

It means building digital products that support flexible interactions for different user needs - whether they be permanent, temporary or situational.





“













When speaking of disabilities, the blind and their needs are most often used as an example. It is deceptively simplistic since accessibility is something most of the population can benefit from.

We all benefit when we are tired, in bright sunshine with a mobile, are forced to use a gaming mouse with too-high sensitivity or receive the text version of a video clip when we have forgotten our earphones and are in a quiet environment.

”

Web Strategy for Everyone

Marcus Österberg

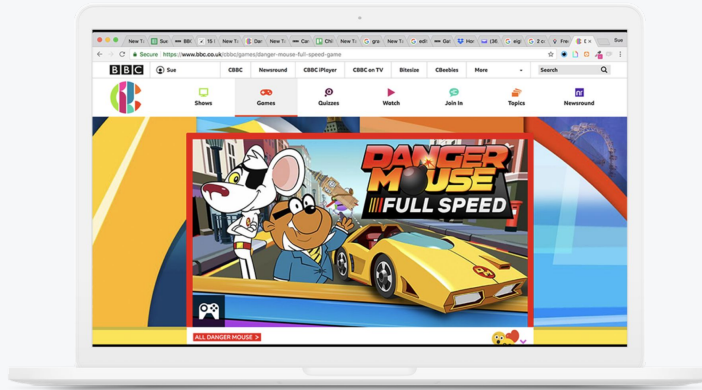
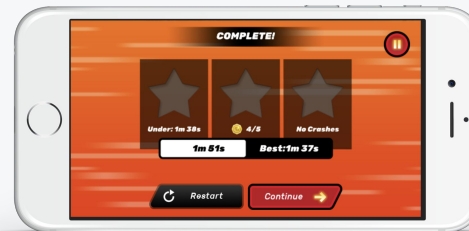
	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent



# BBC

How it started...

“The BBC should help everyone learn about different subjects in ways they will find *accessible, engaging, inspiring and challenging.*”



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# Accessibility

Four principles

Vision

Make it  
easy  
to see

Cognitive

Make it  
easy to  
understand

Motor

Make it  
easy to  
interact  
with

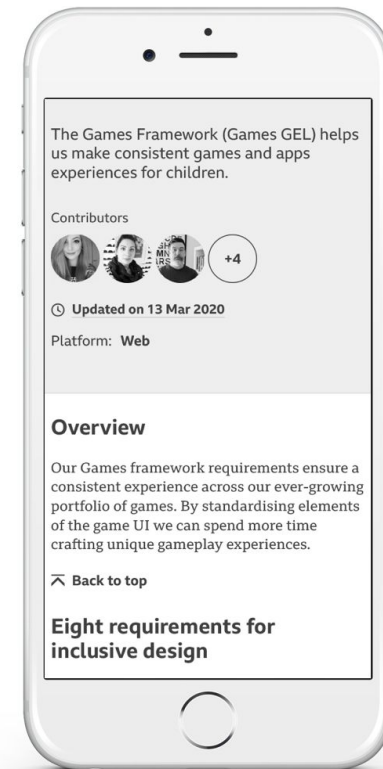
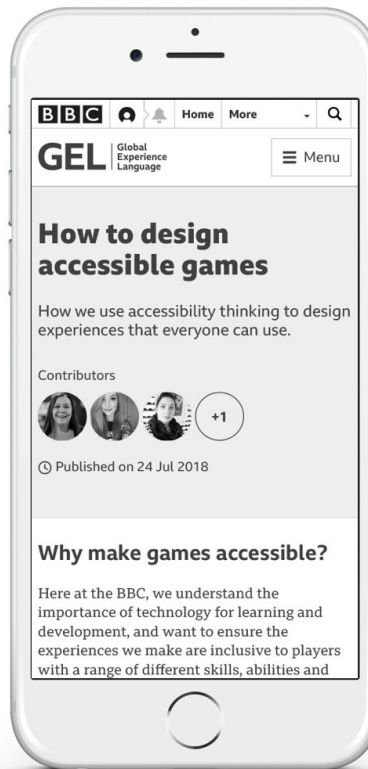
Hearing

Make it  
easy  
to hear



## Learning opportunities

- Accessibility champion
- Children Games Design System
- Accessibility games framework
  - Principles
- Games Conference #GAConf
- Beeb Voice Assistant
  - Multi-modal
  - Early adopters



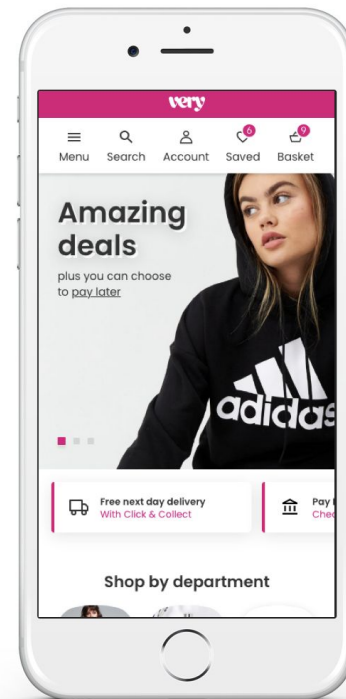
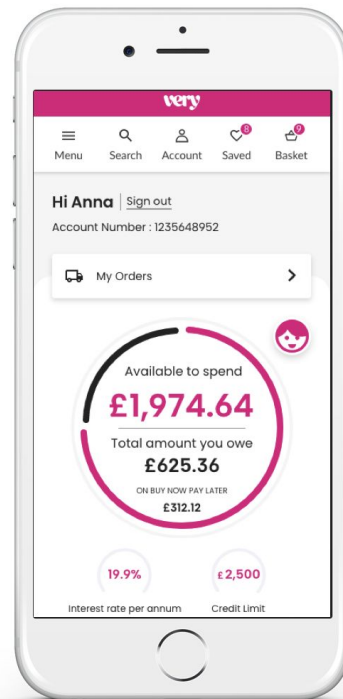
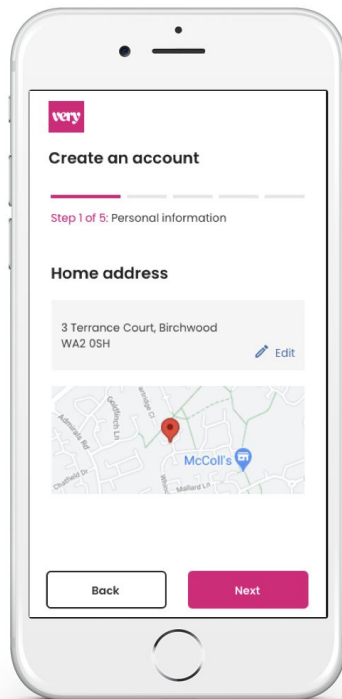


# The Very Group

Making good things easily accessible to more people

## Opportunities

- RNIB Audit
- New tech platform
- FUSE Design System
- Strategic Objective



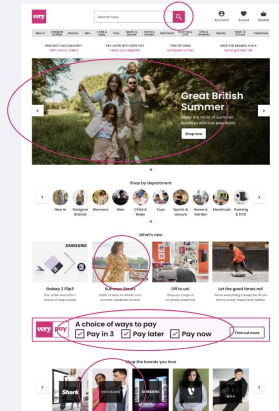
# Accessibility at TVG

## How it's going...

- Bridge the gap - automated testing
- Fable - qualitative research partner
- Assistive technologies
- Internal education sessions
- Accessibility is a team game

### Attributes

Owner	Image	Aim	Navigation
DCX	Icon	Decorative	none
FS	banner	Information	product
Content	header image	Functional	category
Trading	category		Information
Content	logo / brand		
Creative	graphic text		
External	Brand		



The screenshot shows a TVG website with several elements circled in red to indicate alt tags: a search bar, a 'Great British Summer' banner image, a 'Shop by department' row of icons, a 'What's new' section with product images, a 'A choice of ways to pay' section with buttons for 'Pay in 3', 'Pay later', and 'Pay now', and a 'Shop by brand' section with product images.

### Alt tag creation guide

<https://www.ec3.org/WA/OrderSite/teepee/decision-tree/>

```

    graph TD
      Start([Start]) --> Q1{Does the image serve a purpose?}
      Q1 -- No --> Q2{Is the image used as a link or button and would it be hard or impossible to understand from the link or the button text if the image wasn't there?}
      Q1 -- Yes --> Q3{...and the text is placed on the image itself?}
      Q1 -- Yes --> Q4{...and the text is visible above or below the image?}
      Q1 -- Yes --> Q5{...and the text has a specific function, that changes the present state of the item?}
      Q1 -- Yes --> Q6{...and the text is a graphic or icon?}
      Q3 --> A1[Use an empty alt-tag]
      Q4 --> A2[Use an alt-tag]
      Q5 --> A2
      Q6 --> A2
      Q2 -- No --> Q7{Does the image contribute meaning to the current page or content?}
      Q2 -- Yes --> A3[Use the alt attribute to communicate the destination of the link or action label.]
      Q7 -- No --> Q8{Is the image purely decorative or not intended for the user?}
      Q7 -- Yes --> Q9{...and it is a simple graphic or photograph?}
      Q7 -- Yes --> Q10{...and it is a grid or a complex image or illustration?}
      Q7 -- Yes --> Q11{...and it shows content that is related to the text nearby?}
      Q9 --> A4[Use an alt-tag]
      Q10 --> A5[Include the information contained in the image elsewhere on the page.]
      Q11 --> A6[Use an empty alt-tag]
      Q8 --> A7[Use an empty alt-tag]
      Q8 --> DEAD[DEAD END]
  
```



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Choose one

# Live Screen Reader Exercise

1. Office Depot
2. Harvey Normans
3. Nordstrom



# Accessibility Quick-Wins

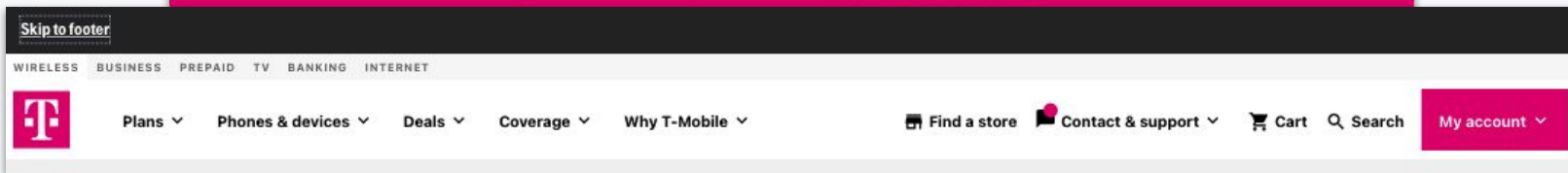
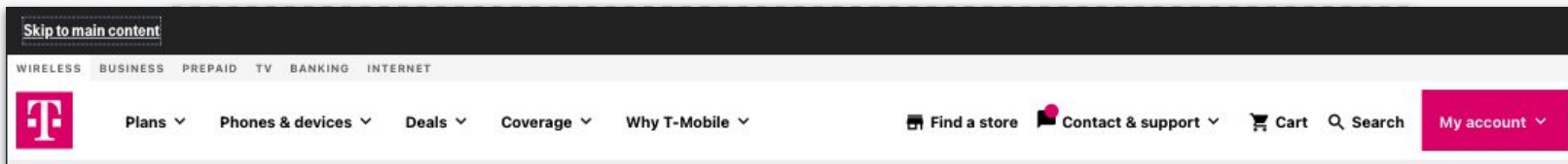


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# Keyboard accessible (Add 'Skip' links)



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.](#)

# 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

Background Colour #ffffff Foreground Colour #000000

Aa 21.00

Pass Pass Pass Pass

AA Large AAA Large AA Normal AAA Normal

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

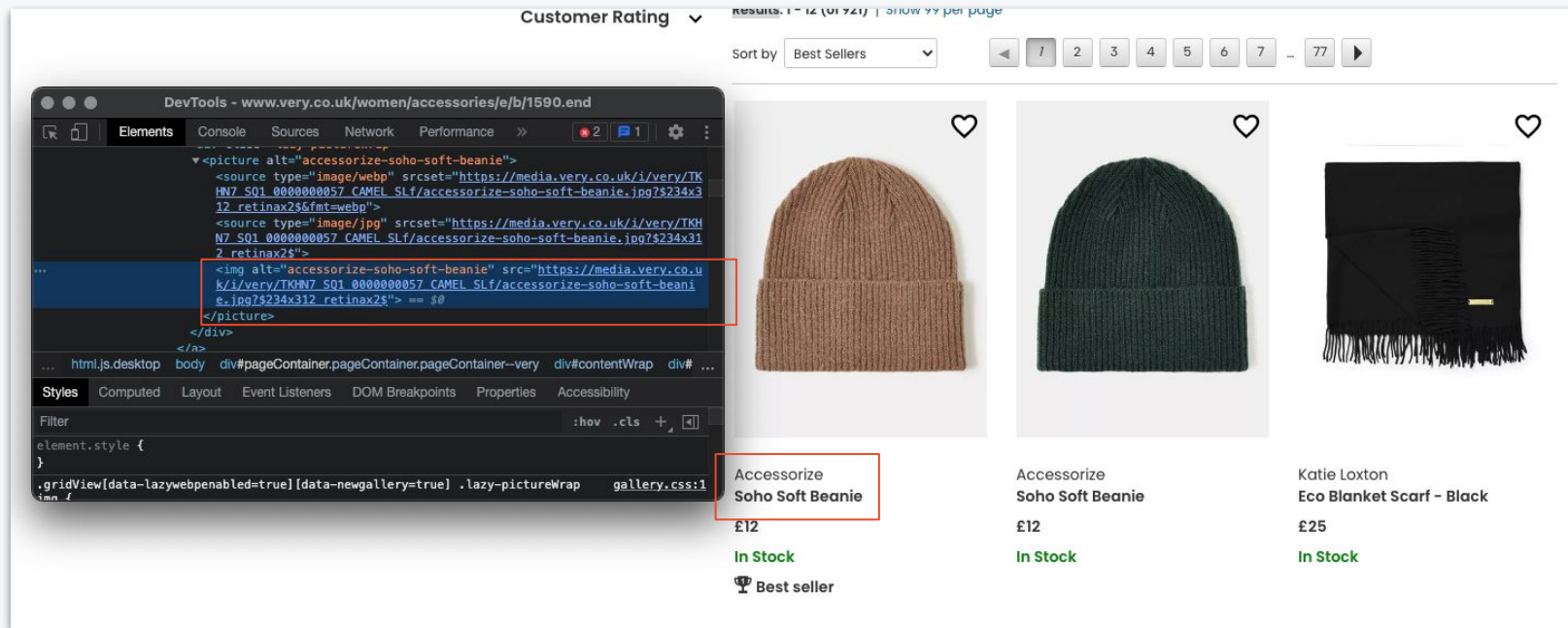
- 4.5:1
- 3.1 for
  - Bold text  $\geq 18.5\text{px}$
  - Large text  $\geq 24\text{px}$



# 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**

# Images & Alt-Text



Customer Rating ▾ Results: 1 - 12 (0/921) | Show 99 per page

Sort by Best Sellers

1 2 3 4 5 6 7 ... 77

```
<picture alt="accessorize-soho-soft-beanie">  
  <source type="image/webp" srcset="https://media.very.co.uk/i/very/TKHN7_S01_0000000057_CAMEL_Slf/accessorize-soho-soft-beanie.jpg?5234x312_retinax2&fmt=webp">  
  <source type="image/jpg" srcset="https://media.very.co.uk/i/very/TKHN7_S01_0000000057_CAMEL_Slf/accessorize-soho-soft-beanie.jpg?5234x312_retinax2">  
   == $0  
</picture>
```

Accessorize Soho Soft Beanie  
£12  
In Stock  
🏆 Best seller

Accessorize Soho Soft Beanie  
£12  
In Stock

Katie Loxton Eco Blanket Scarf - Black  
£25  
In Stock

To finish...



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# Let's talk Accessibility



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# How do I get senior buy-in?

1. There's so much to talk about and so much to learn. Execs will never have the time to fully engage in this topic. Any advice on how to approach this?
2. Accessibility is a huge topic and as we know can be overwhelming. How do we communicate its importance and effectiveness to execs?
3. What's a good way to really immerse them in the shoes of one of their customers?
4. We're all learning, every day. How do we encourage growth and show humility?
5. Do you have any hard-hitting facts and figures to scare them into submission?

# Click-Away Pound survey

2019

- Online spending power of people with access needs in the UK is now **£24.8 billion**.
- The click-away pound in the UK in 2019 stood at **£17.1 billion**
- **86%** of users with access needs **would spend more** if there were fewer barriers
- **83%** of participants with access needs limit their shopping to sites that **they know are accessible**
- Only **8%** of users with access needs contacted the site owner **about barriers they experience**



Thank you!



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