LA WORDPRESS MEETUP Designing Websites for Accessibility

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WHOIAM



Barron Bixler

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WHO WE ARE

creative OXEC

We're a full-service social impact branding agency serving nonprofits, universities and cultural institutions.

Founded in 2008 and based in Los Angeles, we do:

- Brands
- Websites
- Print collateral
- Messaging platforms
- Marketing strategies

DISCLAIMER

This presentation does not constitute legal or professional advice, and I am not an accessibility design expert.

I'm here to share my firm's individual experience designing and building websites for clients for whom accessibility was a key priority, as well as some lessons we've learned along the way.

	WHAT WE'LL COVER TODAY
1	What is accessibility design?
2	Why design for accessibility?
3	Key principles of accessibility design
4	Accessibility design best practices
5	Resources

WHAT IS ACCESSIBILITY DESIGN?

A SIMPLE DEFINITION FOR A COMPLEX SOLUTION

Accessibility design improves the overall ease of use for webpages and mobile applications by removing barriers and enabling more people to successfully complete tasks, especially people with a diversity of abilities.

WHAT IS ACCESSIBILITY DESIGN?

The World Wide Web Consortium (W3C) is an international community that develops open standards to ensure the long-term growth of the Web. (<u>w3.org</u>)

The W3C Web Accessibility Initiative (WAI) develops standards and support materials to help designers, engineers and others understand and implement accessibility guidelines. (<u>w3.org/wai</u>)

The Web Content Accessibility Guidelines (WCAG) were developed by WAI and explain how to make web content more accessible to people with disabilities. (w3.org/WAI/standardsguidelines/)

WHAT DO THE WCAG GUIDELINES APPLY TO?

Web "content" generally refers to the information in a web page or web application, including:

- Code or markup that defines structure, presentation, etc.
- Natural information such as text, images and sounds

Accessibility design includes technical, structural, functional, aesthetic, content and even cultural dimensions of how websites are designed, written and built

WHY DESIGN FOR ACCESSIBILITY?

WHY DESIGN FOR ACCESSIBILITY?

- As of the 2012 census, approximately 57 million Americans report having a disability; 54% of them report going online
- The U.S. is estimated to have more web users who are blind and low-vision than the entire population of Canada

The idea that people with disabilities constitute a small minority of your website users is a myth.

It's better for all users—both with and without disabilities—as well for you, no matter what your line of business, to make your website(s) more accessible.

WHY DESIGN FOR ACCESSIBILITY?

• More organizations—especially local, state and federal agencies, universities, etc.—are requiring it

Also...

The Americans with Disabilities Act (ADA) requires equal treatment of people with disabilities in public accommodations both online and offline.

KEY PRINCIPLES OF ACCESSIBILITY DESIGN

TYPES OF DISABILITIES ADDRESSED

1	Visual
2	Cognitive, learning, and neurological
3	Auditory
4	Physical
5	Speech

WCAG PRINCIPLES

In order to be considered "accessible" according to the WCAG standards, website content must be:



PERCEIVABLE

Information and user interface components must be presentable to users in ways they can perceive.

- Text alternatives
- Media alternatives
- Sequence / hierarchy of information
- Color and contrast, text legibility

OPERABLE

User interface components and navigation must be operable.

- Keyboard accessible
- Enough time to react
- Navigation
- Different inputs

UNDERSTANDABLE

Information and the operation of the user interface must be understandable.

- Readable
- Predictable
- Input assistance

ROBUST

Content must be robust enough that it can be interpreted by a wide variety of user agents, including assistive technologies.

WCAG PRINCIPLES

Each of these principles has 3 levels of WCAG achievement and compliance:

Α Minimum Level AA Middle Level AAA Most Ambitious Level

ACCESSIBILITY DESIGN BEST PRACTICES

DESIGN BEST PRACTICES

Accessibility is not a barrier to design or innovation

2

1

Don't use color as the only means of conveying information

3

Ensure sufficient contrast between text and background

DESIGN BEST PRACTICES



Pay attention to forms and other user inputs, especially labels and other visual cues

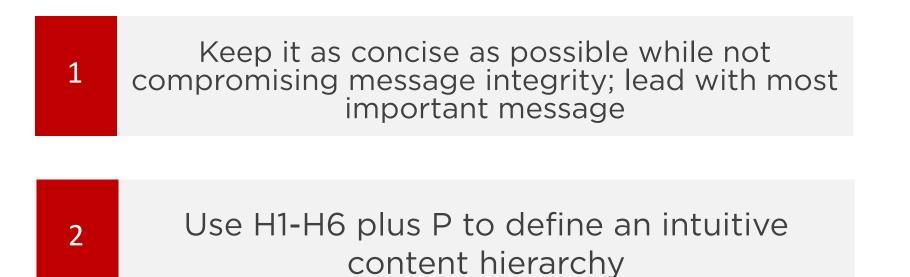


6

Think about information hidden behind hovers

Keep it clean and simple

CONTENT BEST PRACTICES



Use short, descriptive headers above every section of content

3

CONTENT BEST PRACTICES



For images, use "alt tags" and captions where appropriate

5

For multimedia content, provide text alternatives where appropriate

6

Think about your hyperlinks! Use verb clauses, not "click here"!

FUNCTIONALITY BEST PRACTICES

1

2

3

Think about visual acuity

Think about physical coordination, especially with respect to mouse movements

Test your work

RESOURCES

RESOURCES

WCAG Resources

- <u>w3.org</u>
- w3.org/wai
- w3.org/WAI/standards-guidelines/
- https://www.wuhcag.com/wcag-checklist/

Free NVDA Screen Reader

<u>https://www.nvaccess.org/download/</u>

Tools to Test Your Site's WCAG Compliance Level

- <u>https://wave.webaim.org/</u>
- https://www.powermapper.com/products/sortsite/checks/acce ssibility-checks/ (they have a few different checks, so if you run a report, click on the accessibility option)

Miscellaneous

<u>https://usability.yale.edu/understanding-your-user</u>

THANK YOU!

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BARRON BIXLER

PRINCIPAL & CREATIVE DIRECTOR