DIGITAL ACCESSIBILITY BASICS

…and then some

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"Good accessibility is a measurable collaboration between content, design, and technology through consistent, repeatable processes."

- Oskar Westin (that's me)

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WHAT IS DIGITAL ACCESSIBILITY?

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DIGITAL ACCESSIBILITY (A11Y)

- Digital accessibility (a11y) provides equitable access to people who need assistive technology to access our digital content, products and services.

- A11y is a Numeronym for accessibility.
  It's the eleven letters between the **A** and the **Y** in **A**ccessibilit**y**.

Disability is a mismatch between a person's abilities and their environment

Image credit: Developmental Services of Leeds and Grenville
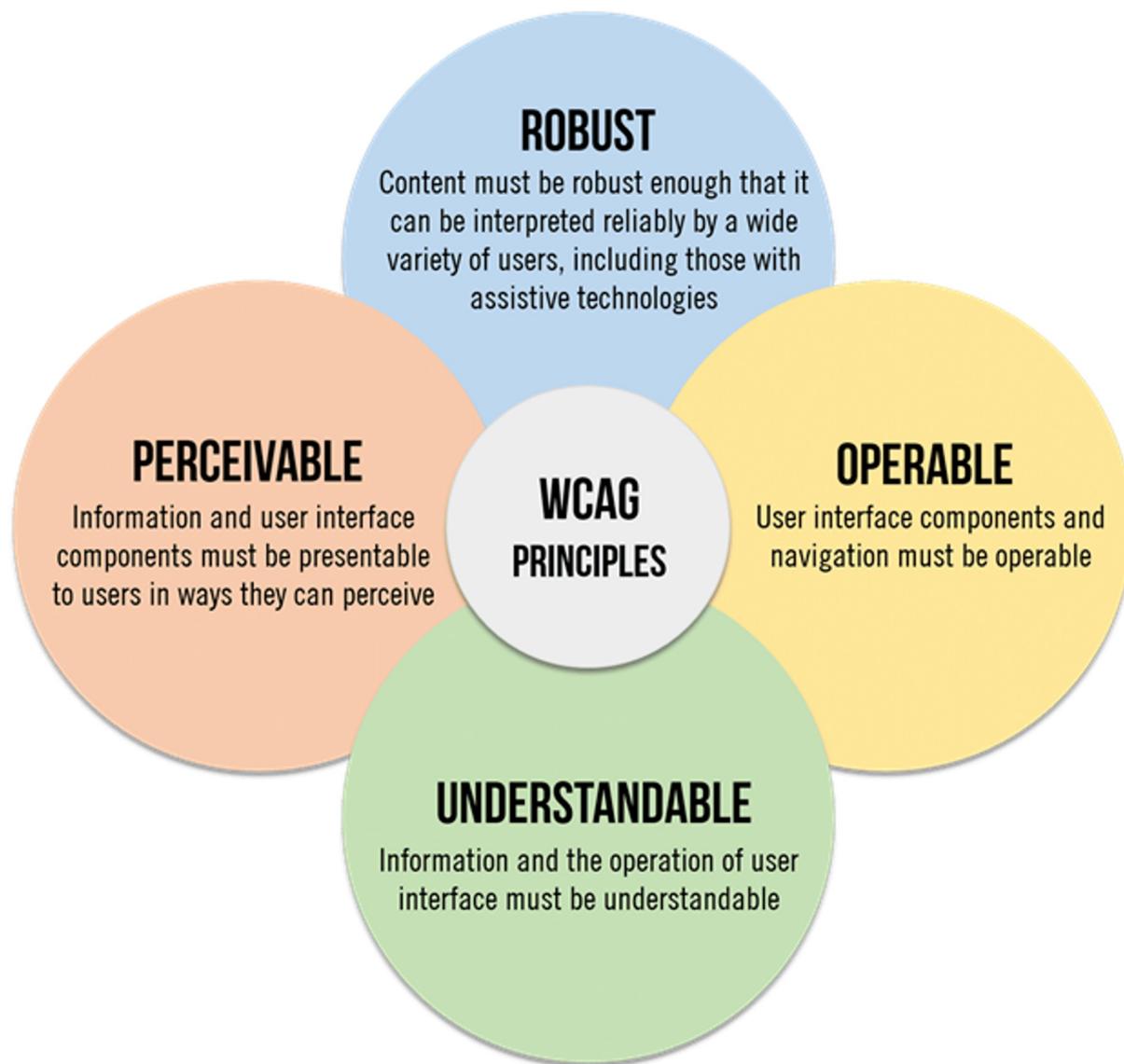
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WHAT IS WCAG

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The web content accessibility guidelines (WCAG) are a resource to help you build inclusive content.

Many legislative bodies refer to WCAG 2.x

Conforming to WCAG does not guarantee that your website is accessible

This is not the only reference you need to consider.

WCAG PRINCIPLES AND GUIDELINES

Perceivable

Operable

Understandable

Robust

PRINCIPLE 1: PERCEIVABLE

Information and user interface components must be presentable to users in ways they can perceive
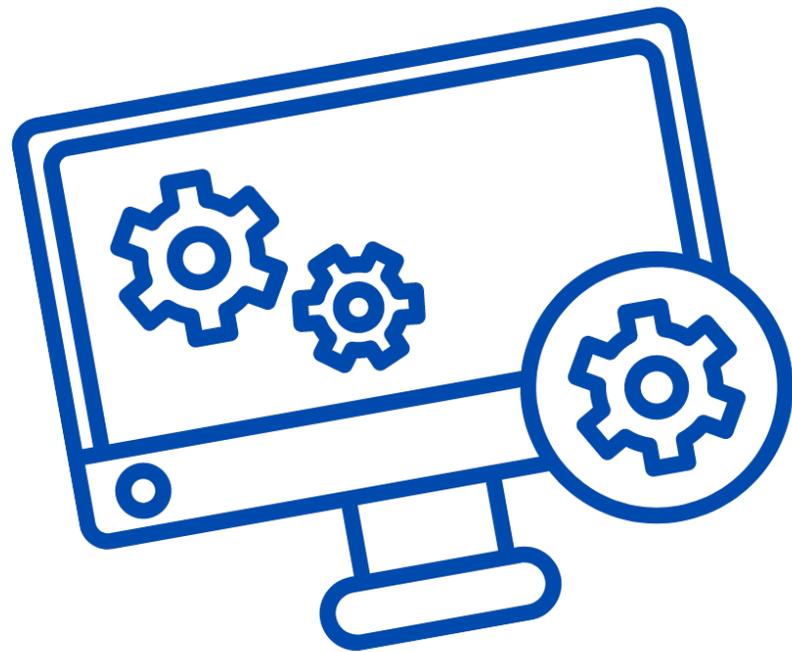
This means that users must be able to perceive the information being presented (it can't be invisible to all of their senses)

PRINCIPLE 2: OPERABLE

**User interface components and navigation must be operable.**

This means that users must be able to operate the interface (the interface cannot require interaction that a user cannot perform)

PRINCIPLE 3: UNDERSTANDABLE

Information and the operation of user interface must be understandable.

This means that users must be able to understand the information as well as the operation of the user interface (the content or operation cannot be beyond their understanding)

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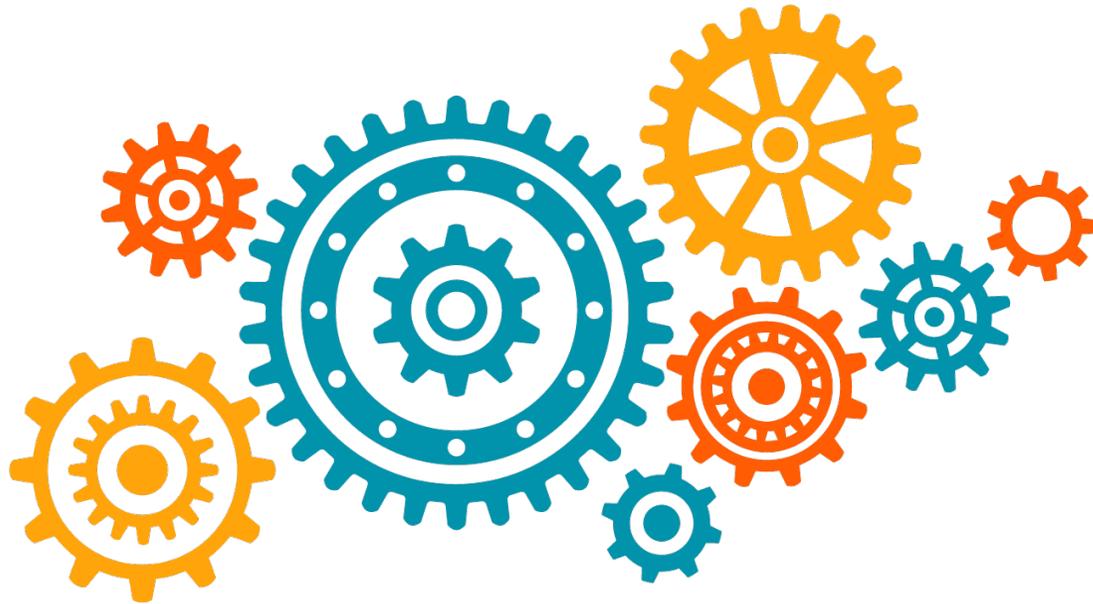
PRINCIPLE 4: ROBUST

Content must be robust enough that it can be interpreted reliably by various user agents, including assistive technologies.

This means that users must be able to access the content as technologies advance (as technologies and user agents evolve, the content should remain accessible)

DOES WCAG HELP PEOPLE?

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WCAG provides success criteria and guidelines to help create a more inclusive experience for people

WCAG can also be a barrier leading to a false sense of success

Who are the people we're designing for?

INCLUSIVE DESIGN

	PERMANENT	TEMPORARY	SITUATIONAL
See	Blind	Cataract	Distracted Driver
Speak	Non-Verbal	Laryngitis	Heavy Accent
Think*	ADHD	Blood Clot	Stress

	PERMANENT	TEMPORARY	SITUATIONAL
Touch	One Arm	Arm Injury	New Parent
Hear	Deaf	Ear Infection	Bartender

*The Cognitive category (Think) was added by me

Microsoft Inclusive Design

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ACCESSIBLE USER PERSONAS AND EXPERIENCES

| 📄 Content | 💡 Design | 🖥️ Technology |

Practice		**Persona**	**Experience**
Content 📄		Content order (keyboard)	dexterity, cognitive, blind/low-vision
Content, design 📄💡		Magnification/text resize	low-vision, cognitive
Design, content 💡📄		Colour contrast	low-vision, cognitive
Design, technology 💡🖥️		Contrast themes	low-vision, cognitive
Design, technology 💡🖥️		Time-based (reduced motion and text)	low-vision, cognitive
Content, technology 📄🖥️		Screen reader	blind/low-vision, cognitive/ language barriers

FUNCTIONAL ACCESSIBILITY REQUIREMENTS (FARs)

Where visual modes of presentation are provided	Where auditory modes of presentation are provided	Where speech is required to operate a function
Where manual dexterity is required for operation	Where hand strength is required for operation	Where operation requires reach
Where memorization is required for use	Where text literacy is required for use	Where extended attention is required for use
Where operation has time limits	Where controlled focus is required for use	Where specific sequencing of steps for operation is required
Where abstract thinking is required	Where accuracy of input is required	Where biometrics are employed

FUNCTIONAL COGNITIVE NEEDS

Functional Needs	Examples of related experience
Attention	Attention Deficit (Hyperactivity) Disorder (ADD/ADHD)
Language & literacy	Aphasia, Dyslexia, Visual Processing Disorders
Learning	ADHD, Autism, Brain Injury, Dyscalculia
Memory	Mild Cognitive Impairments, Brain Injury, Depression, PTSD
Executive function	Brain Injury, Autism, Aging, Environmental Factors

WHAT ABOUT WCAG

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WCAG is still a good resource

Target the latest recommendations WCAG 2.0

Be ready to adapt changes to WCAG by adopting user-based perspectives

yatil.net

WCAG 3 is not ready yet

Eric Eggert

Web Accessibility Expert

W3C®

WCAG 2.1 2.2 3.0

WCAG 3.0 Levels

BRONZE   GOLD   SILVER

WCAG 3.0 ...

WCAG 3.0 will address

- a wider range of users

- a wider range of technologies

- approaches to testing and conformance

WCAG 3.0 is not ready

- User-centred design will help to anticipate the future of accessibility

A REMINDER: WHAT IS DISABILITY?

a person's abilities and their environment

DIGITAL ACCESSIBILITY

The basics of accessibility are people-driven

And not rooted in requirements or conformance

Understand the experiences you are building for

And don't create barriers to your content or products

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THANK YOU

Discussion ...

oskarwestin.com/accessibility/

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