

A CASE STUDY IN

...content accessibility



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

- Oskar Westin (that's me)



OSKAR WESTIN

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WHAT IS DIGITAL ACCESSIBILITY?



Image credit: [Open Access Government](#)

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 **Accessibility**.

WHAT IS DISABILITY?



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

SO, WHY CONTENT?



- Your content is the collective text and images that drive the message.
- Understanding your content defines your content structure (hierarchy)
- The purpose of the content leads the design
- Content-led design decisions define developer requirements

CONTENT-DRIVEN DESIGN AND TECHNOLOGY



Content

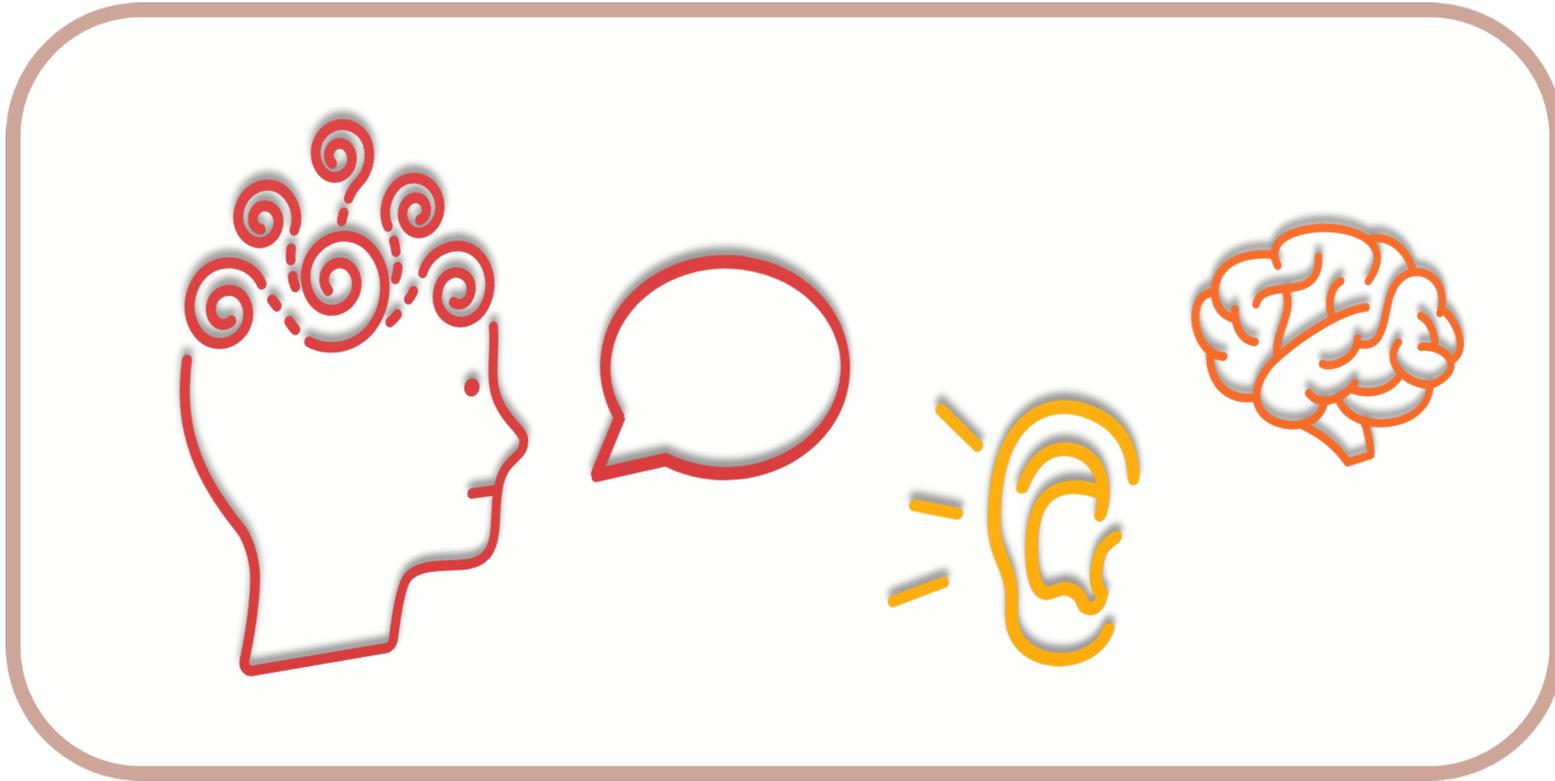


Design



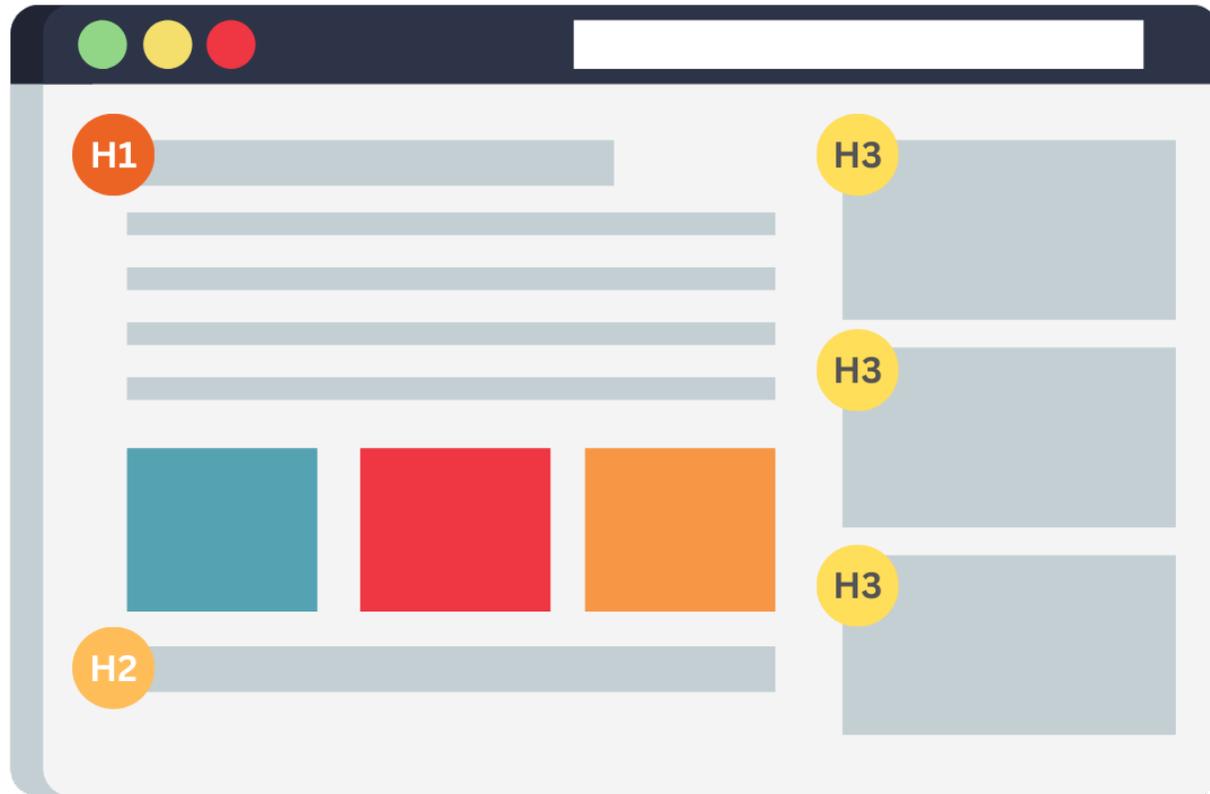
Technology

Practice	Theme	Experience
Content 	Plain language	Hard of hearing/Deaf, cognitive/language barriers
Content, design  	Headings	low-vision, cognitive
Content, design  	Content order	dexterity, cognitive, blind/low-vision
Content, design  	Content flow	low-vision, cognitive
Design, content  	Image descriptions	low-vision, cognitive
Content, technology  	Assistive technology	blind/low-vision, cognitive/language barriers



PLAIN LANGUAGE

- Language is how we communicate
- We can hear or read words and process the information
- Plain language in a text format makes it easier for our users to consume our content



HEADINGS

- Headings from one to six
- Parent-child relationship
- Logical and visual flow
- **Decoupled from design**



CONTENT ORDER

- Reading order
- Tab order
- Top-down, left to right
- Logical and visual flow
- **Flow can be disrupted**



CONTENT FLOW

- Responsive layouts
- Relative text size
- Logical visual flow
- **Keyboard focus**

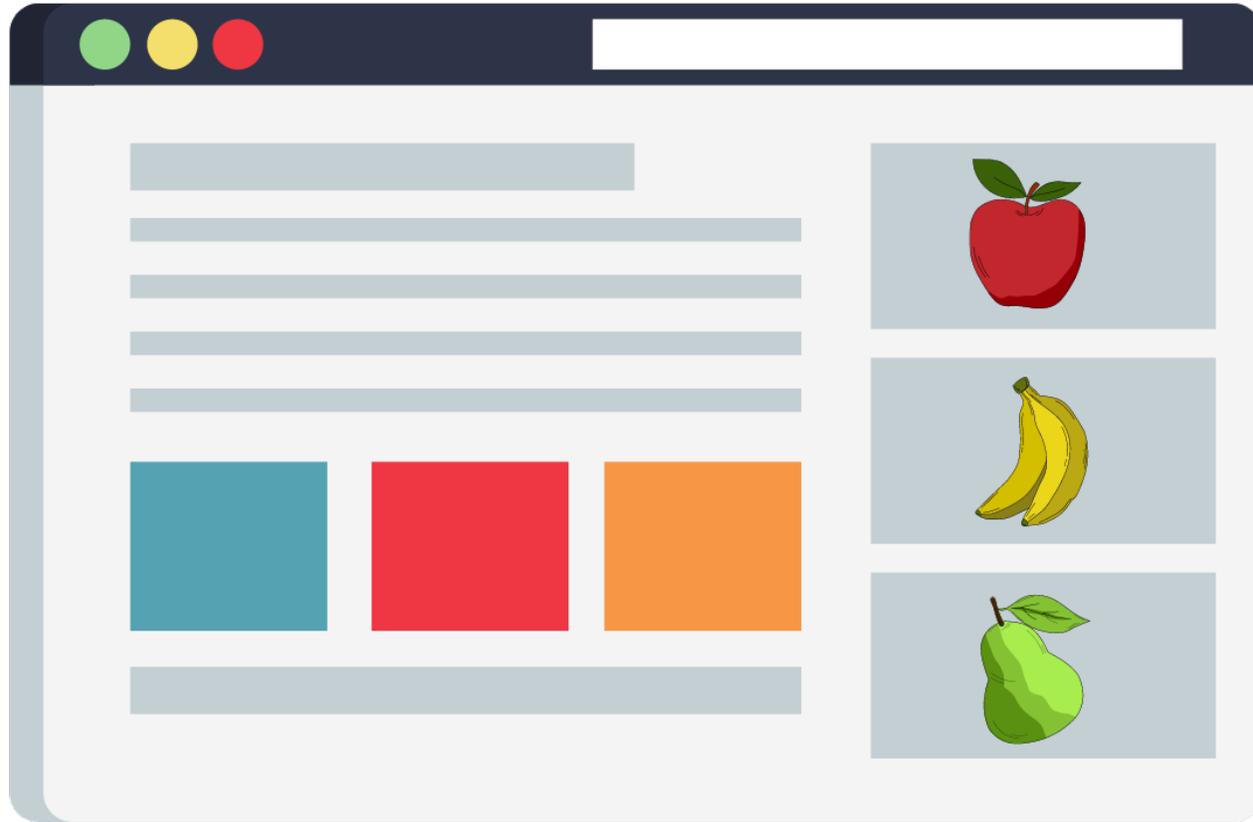


IMAGE DESCRIPTIONS

- Purpose-driven
- Context matters
- **Keyboard focus**



ASSISTIVE TECHNOLOGIES

- Good content decisions
- Rely on semantics
- Don't overengineer
- **Maintain visual content**

THANK YOU



Discussion ...

