

ACCESSIBLE
WEBSITES:

QUESTIONS:

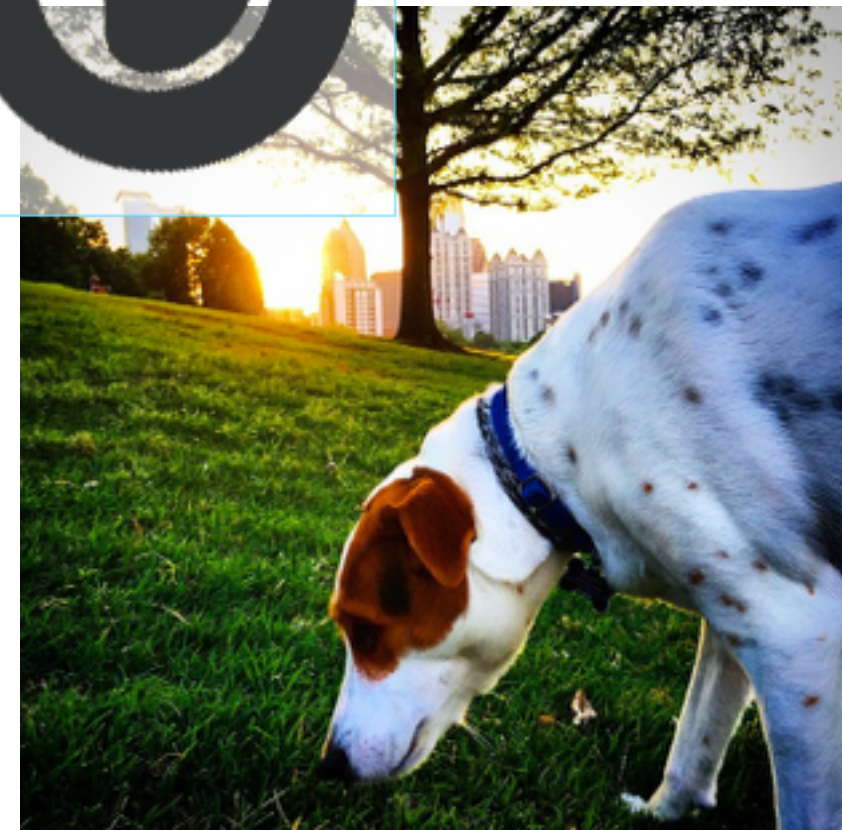
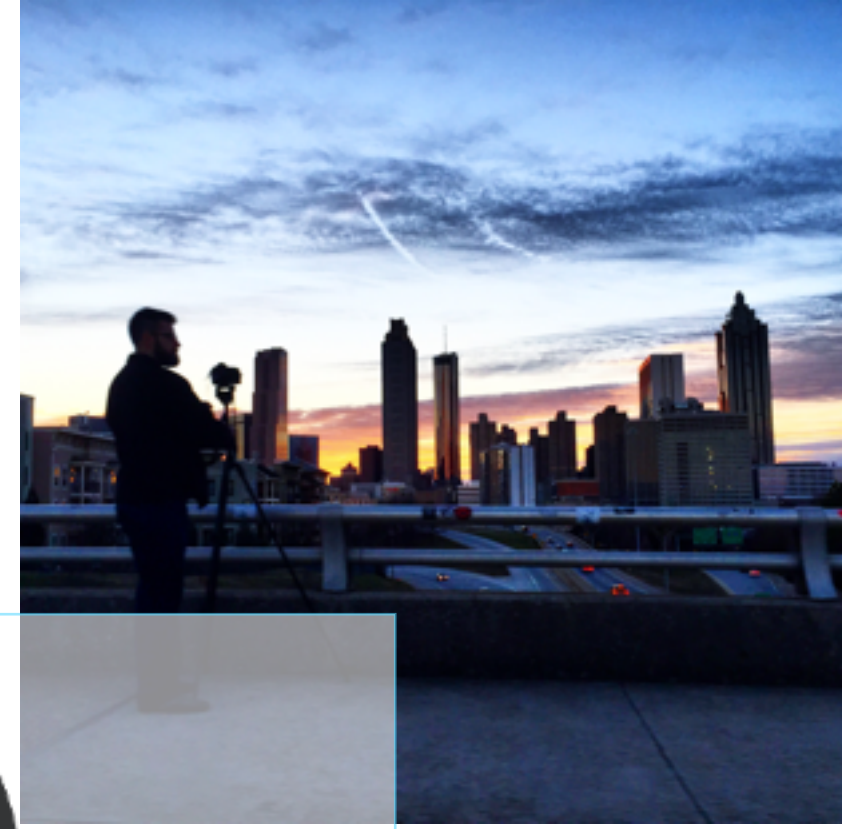
ANSWERS:



WHAT ARE THEY AND
WHY SHOULD I
CARE?

CAVES

@NANCYTHANKI



[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

iPhone 6

The only thing that's changed
is everything.

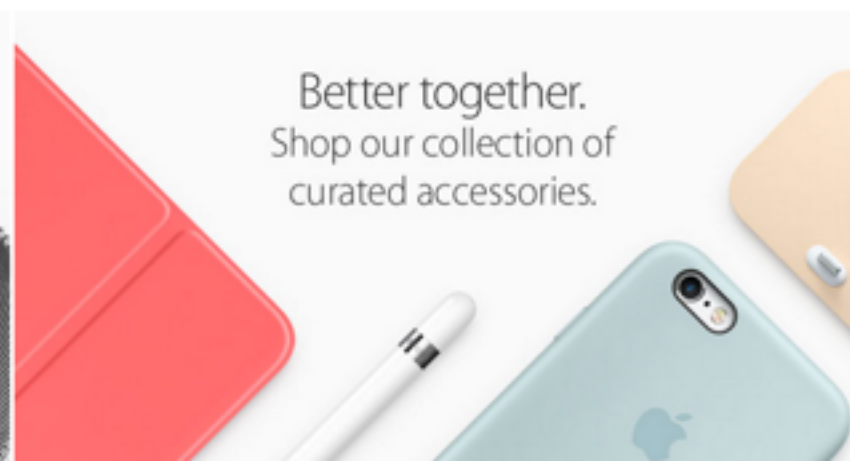
[Learn more >](#) [Trade up to a new iPhone >](#)



Special Event
on 3/21 at 10 a.m. PDT.



To wear it is to love it.



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curated accessories.

An important
to our custo



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iPhone 6

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Special Event
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 **WATCH**

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[BRIEFING ROOM](#)

[ISSUES](#)

[THE ADMINISTRATION](#)

[PARTICIPATE](#)

[1600 PENN](#)



ON VETERANS DAY

President Obama Speaks at Arlington National Cemetery

The President travelled to Arlington National Cemetery this morning to lay a wreath at the Tomb of the Unknown Soldier and deliver remarks honoring our veterans.

[READ MORE](#)





[BRIEFING ROOM](#)

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**“THE POWER OF THE WEB IS IN ITS
UNIVERSALITY.**

**ACCESS BY EVERYONE REGARDLESS OF
DISABILITY IS AN ESSENTIAL ASPECT.”**

Tim Berners-Lee

W3C DIRECTOR AND INVENTOR OF THE WORLD WIDE WEB

it is essential that the Web be accessible in order to provide equal access and equal opportunity to people with disabilities

UN CONVENTION OF THE RIGHTS OF PERSONS WITH DISABILITIES

Article 21: Freedom of expression and opinion, and access to information

States Parties shall take all appropriate measures to ensure that persons with disabilities can exercise the right to freedom of expression and opinion, including the freedom to seek, receive and impart information and ideas on an equal basis with others and through all forms of communication of their choice, as defined in article 2 of the present Convention, including by:

- (a) Providing information intended for the general public to persons with disabilities in accessible formats and technologies appropriate to different kinds of disabilities in a timely manner and without additional cost;
- (b) Accepting and facilitating the use of sign languages, Braille, augmentative and alternative communication, and all other accessible means, modes and formats of communication of their choice by persons with disabilities in official interactions;
- (c) Urging private entities that provide services to the general public, including through the Internet, to provide information and services in accessible and usable formats for persons with disabilities;
- (d) Encouraging the mass media, including providers of information through the Internet, to make their services accessible to persons with disabilities;
- (e) Recognizing and promoting the use of sign languages.

aka the UN recognizes Web accessibility as a basic human right

**POTENTIAL CLIENTS
+
WORLDWIDE USERS
=
EQUAL
UNPRECEDENTED
ACCESS AND EQUAL
OPPORTUNITY TO
INFORMATION**



The background of the entire slide is a close-up photograph of various succulent plants, likely Sedum or similar species, with thick, fleshy green leaves arranged in rosette patterns. The plants are densely packed, filling the entire frame. A central white rectangular box with a thin black border contains the word "FACTS" in red, bold, sans-serif capital letters.

FACTS

20 MILLION BLIND ADULTS IN THE US

10% USE SCREEN READERS

8% OF MEN AND 0.5% OF WOMEN ARE COLOR BLIND



Normal



Deuteranopia



TYPES OF DISABILITIES

AUDITORY

**COGNITIVE /
NEUROLOGICAL**

PHYSICAL

VISUAL

ASSISTIVE TECHNOLOGY

screen reader

voice browser

braille display

voice recognition

text-to-speech

keyboard navigation

SCREEN READERS

nvaccess' NVDA reader
(Microsoft Windows XP or later)

Chrome Vox

Mozilla's Fangs Screen Reader
Emulator

Apple's VoiceOver



WHAT makes a website accessible?

HOW can you know if yours is accessible?



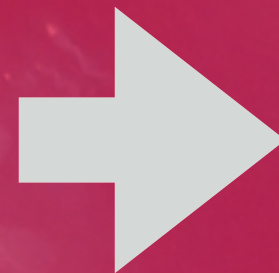
INTUITIVE NAVIGATION

+

**PROPERLY LABELED LINKS
AND IMAGES**


+

**USER FRIENDLY DESIGN
AESTHETICS**



**USERS SPEND MORE TIME
ON YOUR SITE CONSUMING
YOUR CONTENT AND
ENGAGING WITH YOUR
BRAND**

ADOPTIVE STRATEGIES

- 
- A silhouette of a person standing on a rock, looking up at the Milky Way galaxy in a starry night sky. The galaxy is a bright, pinkish-purple band of stars stretching across the dark blue and black sky. The person is a small figure in the center of the frame, looking up at the vastness of the universe.
- ▶ content formats: auditory, tactile, visual
 - ▶ presentation: distinguishing visual content and providing ways to understand audio content
 - ▶ user interaction: typing, writing, and clicking
 - ▶ design solutions: navigating and finding content

Color Oracle

Chrome Spectrum

WAVE-Web Accessibility
Virtual Evaluator

Web Accessibility Checker

AChecker

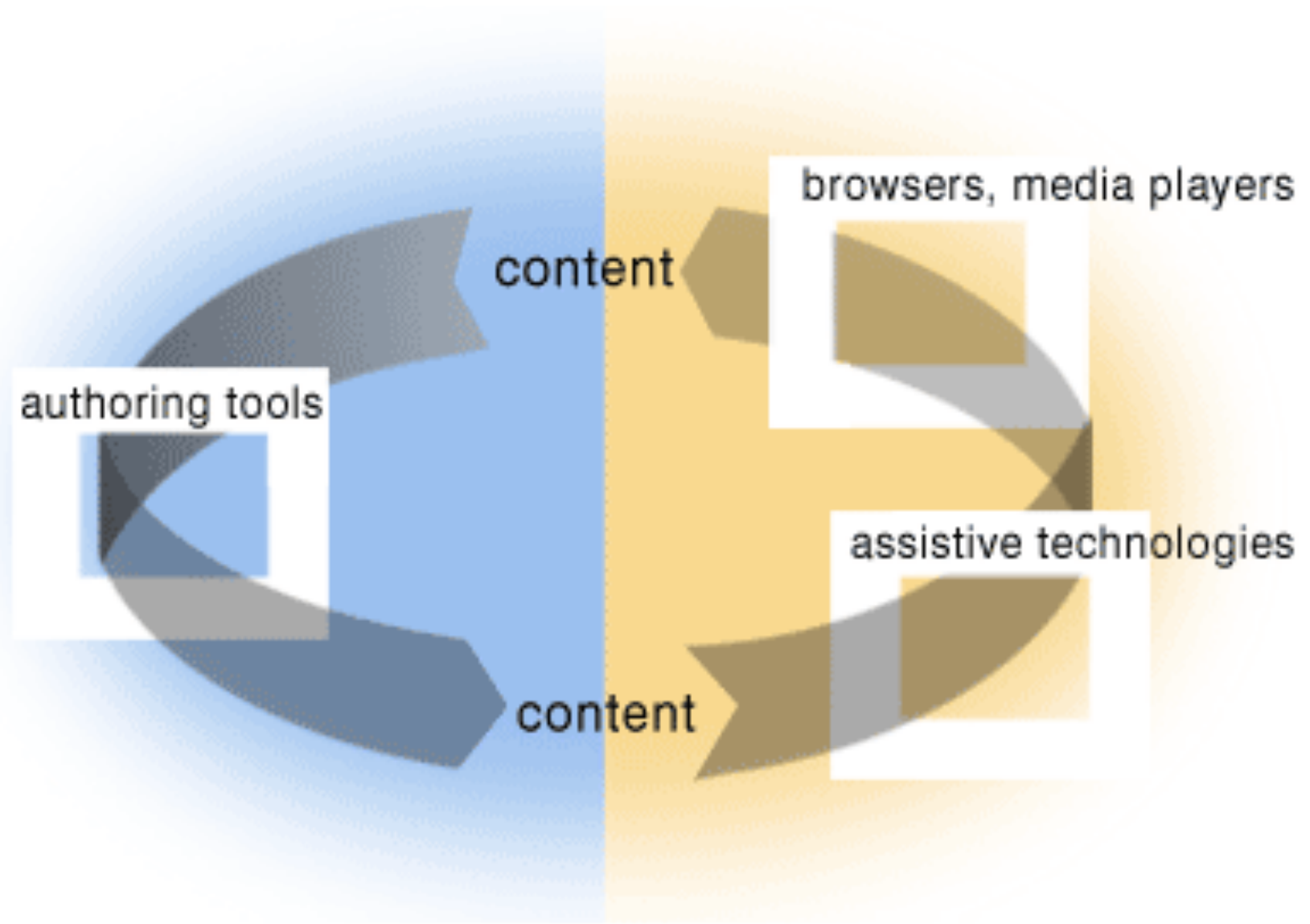
Accessibility Valet

Juicy Studio Accessibility
Toolbar

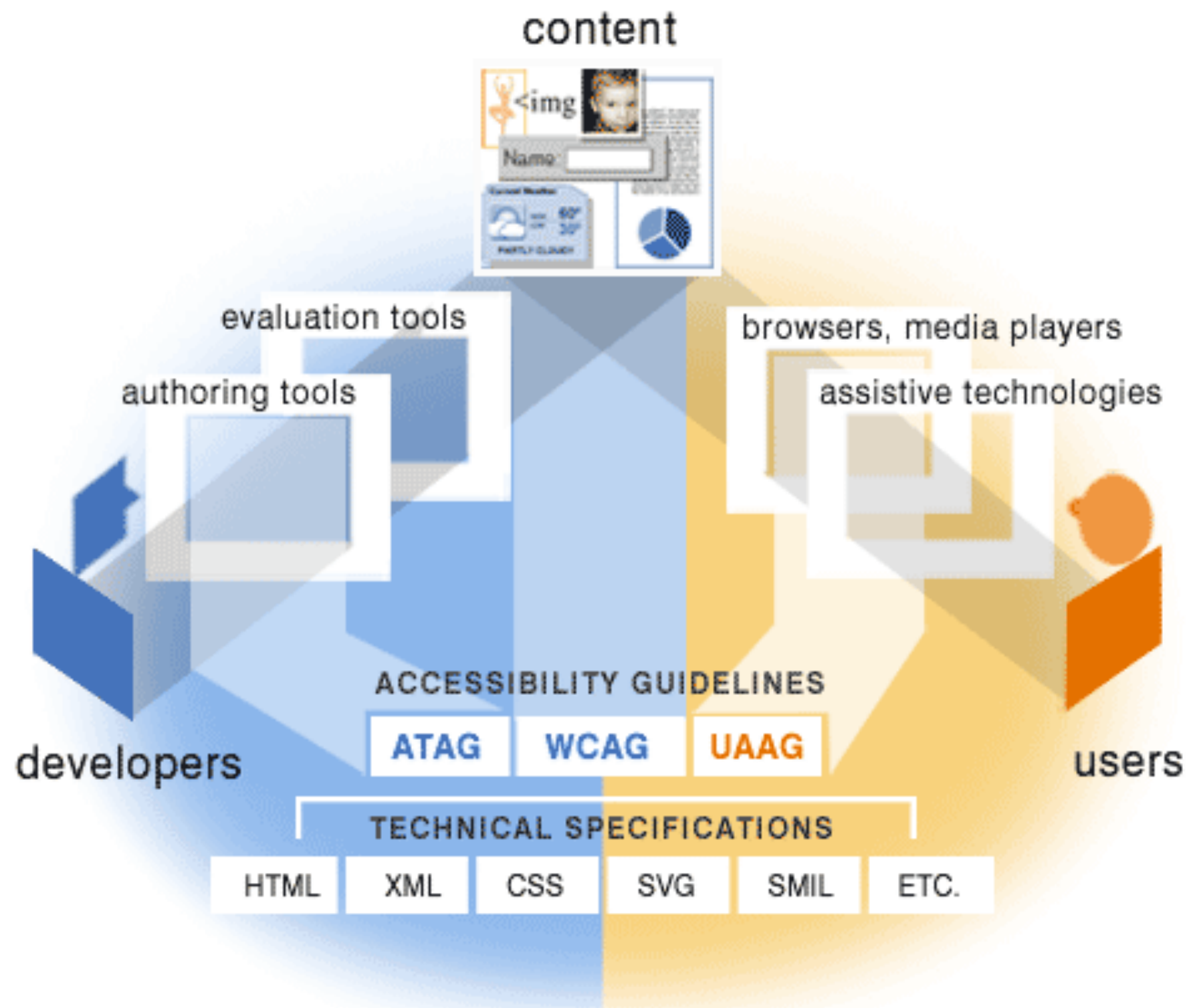
EVALUATION TOOLS***

***no tool can replace common sense; please keep that in mind

IMPLEMENTATION



IMPLEMENTATION





BENEFITS FOR OTHERS

digital divide issues

mobile access

older users' needs

low literacy/fluency

low bandwidth
connections/older
technology

new/infrequent users



WHAT'S IN IT
FOR ME?

DOES IT MATTER HOW
ACCESSIBLE YOUR CONTENT
IS IF NOBODY EVER FINDS
IT?





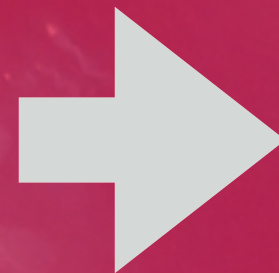
INTUITIVE NAVIGATION

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**USER FRIENDLY DESIGN
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WHAT WE SEE

VS

WHAT SEARCH ENGINES SEE



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ALT TEXT = SEARCH ENGINES CAN "SEE" IMAGES

CONTENT IS KING...BUT HERE ARE SOME OTHER THINGS TOO

- ▶ Providing a clear and proper heading structure and avoiding empty headings
- ▶ Providing descriptive link text (i.e., avoiding “click here”)
- ▶ Ensuring page titles are descriptive, yet succinct
- ▶ Not relying on JavaScript for things that don’t need it
- ▶ Avoiding mouse dependent interaction
- ▶ Using standard web formats when possible
- ▶ Providing transcripts and captions for video
- ▶ Identifying the language of pages and page content
- ▶ Allowing multiple ways of finding content (e.g., search, a site map, table of contents, clear navigation, etc.)
- ▶ Providing useful links to related and relevant resources
- ▶ Ensuring URLs are human readable and logical
- ▶ Presenting a clear and consistent navigation and page structure
- ▶ Avoiding CSS and other stylistic markup to present content or meaning*
- ▶ Defining abbreviations and acronyms
- ▶ Have unique and relevant titles and meta descriptions



RESOURCES TO CONSIDER

- ▶ WebAIM: web accessibility in mind: <http://webaim.org/intro/>
- ▶ Web Accessibility Initiative (WAI): <http://www.w3.org/WAI/>
- ▶ WAI Resources: <http://www.w3.org/WAI/Resources/>
- ▶ Quicktips: <http://www.w3.org/WAI/quicktips/>
- ▶ Implementation Plan for Web Accessibility: <http://www.w3.org/WAI/impl/Overview>
- ▶ Web Content Accessibility Guidelines: <http://www.w3.org/WAI/intro/wcag.php>
- ▶ Web Accessibility Evaluation Tools: Overview: <http://www.w3.org/WAI/ER/tools/>
- ▶ Accessibility Evaluation Resources: <http://www.w3.org/WAI/eval/Overview.html>
- ▶ Easy Checks - A First Review of Web Accessibility: <http://www.w3.org/WAI/eval/preliminary>
- ▶ Complete list of web accessibility evaluation tools: <http://www.w3.org/WAI/ER/tools/complete>
- ▶ Web Standards Project: <http://www.webstandards.org/learn/faq/>

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nancythanki.com

