An introduction to Digital Accessibility

CLIENT NAME

Acknowledgement of country

I'd like to acknowledge the **Traditional Owners of the lands** on which we meet today.

In my case, this is the **Cammeraygal people** of the Guringai tribe of the Eora nation.
(Feel free to add the Traditional owners of your land into chat)

I'd like to pay my respects to **Elders past and present**, and extend that respect to all First Nations people present today.

Intros

Add some quick intros in chat:

- What's your first name?
- What's your current role?
- How long have you been with MTIA?

My name is Russ Weakley:

- 1995: Web Design and HTML.
- 2002: CSS.
- 2003: Accessibility.
- 2012: Component libraries and Design systems.

Some housekeeping

This workshop is for you

- We can go as slowly or quickly as needed.
- Ask questions at any time!

How to ask a question

- Option 1: Use the "raise hand" icon.
- Option 2: Ask in chat - I may not see straight away.
- Option 3: Unmute and interrupt at any time.

Cameras on or off?

- Having cameras on at times helps with feedback.
- However, everyone has different comfort levels.
- I will prompt you when asking for feedback, so these are good times for the camera to be on.

A safe space

- Respect people's gender, identity, diversity.
- No judgement of people's knowledge or questions.
- Confidentially around shared stories.

Break?

We'll take a 10 min break around the hour mark.

Resources provided?

A version of all slides and any other associated resources will be provided at the completion of the course.

Exercises

We'll be using FigJam for some execises. You don't need an account!

What will we cover today?

1. [Why should you care about accessibility?](#)
2. [What is WCAG?](#)
3. [Let's meet some people](#)
4. [Roles and responsibilities](#)
5. [How accessibility-mature is your organisation?](#)

1. Why should you care about accessibility?

Key reasons to care:

- Commercial incentives
- Reputation
- Legal responsibilities

Commercial incentives

Do you know the percentage of people in Australia who have some form of disability?

In Australia, the term **"Disability"** means:
"Any limitation, restriction or impairment which restricts everyday activities and has lasted, or is likely to last, for at least six months."

In 2018 the [Australian Bureau of Statistics](#) reported that there were **4.4 million Australians with a disability** or 17.7% of the population.

And the prevalence of disability **increased with age**;

- 11.6% of people aged 0-64 years had a disability
- 49.6% of people aged 65 years and over had a disability

It is well-known that these estimates may be low, as many people **do not identify themselves as having some form of disability**.

Globally, **people with disabilities** control around [$8 trillion in spending](#).

Can you afford to lose potential or existing customers **due to inaccessible products and services**?

Reputation

In 2015, the legal case [Gisele Mesnage vs Coles](#) was **settled out of court**.

While a financial risk is associated with legal actions like this, the possible **damage to an organisation's reputation** is a far greater risk.

If you receive a complaint via social media or any other channel, **the manner and speed of your response could have a massive impact** on the end result.

Question:

Should you get an accessibility complaint about any of your products and services, do you have and guidelines or policies in place?

Legal responsibilities

Question:

Do you know the rules around public-facing digital products within Australia?

All public-facing digital products in Australia are **required to comply with** the [Disability Discrimination Act 1992](#).

"The provision of online services through the web is a service covered by the DDA. Equal access for people with a disability is required by the DDA where it can reasonably be provided. This requirement applies to any organisation developing a website in Australia."

Any **questions or comments**?

2. What is WCAG?

Question:

What does the term "WCAG" stand for?

The World Wide Web Consortium (W3C) is the main organisation that **develops international standards for the World Wide Web**.

One of the standards produced by the W3C is the **Web Content Accessibility Guidelines** - often referred to as "WCAG".

- **WCAG 2.0** – released in Dec 2008
- **WCAG 2.1** – released June 2018
- **WCAG 2.2** – due later in 2022
- **WCAG 3.0** – expected 2023/24

WCAG is **structured** in the following way:

- 4 Principles
  - 13 Guidelines
    - 78 Success Criteria
      - Sufficient Techniques
      - Advisory Techniques

- Failures

Principles

At the top of WCAG are **four principles** that provide the foundation for Web accessibility.

The four principles

- Perceivable
- Operable
- Understandable
- Robust

Guidelines

Under the principles are **13 guidelines** which provide the overarching goals to make content more accessible to users with different disabilities.

Success criteria

For each guideline, **testable success criteria** are provided to allow WCAG 2.0 to be used for conformance testing.

WCAG 2.1 includes **78 "Success Criteria"**.

These success criteria are **a checklist** that helps determine if the site/app can be considered "accessible".

Each Success Criteria has a compliance level of either: **"A", "AA" or "AAA"**.

WCAG 2.1

- **30 level "A"** (minumum level of conformance).
- **20 level "AA"**.
- **28 level "AAA"** (maximum level of conformance).

To be "AA" compliant, sites **must meet all "A" and "AA"** Success Criteria.

This means that websites and web apps **must comply with all 50 of these Success Criteria**.

WCAG 2.2

- 9 new success criteria
  - 2 Level A, 5 Level AA, 2 Level AAA
- 2 updated success criteria
  - 1 renamed, 1 new level

Any **questions or comments**?

3. Let's meet some people

Assistive technology is a term for **assistive, adaptive, and rehabilitative devices or software** for people with disabilities or the elderly population.

Let's meet some people and see how assistive technologies have allowed them to **interact with the digital world**.

- Screen reader software (eg. JAWS, NVDA, VoiceOver).
- Refreshable braille displays.
- Screen magnifier software.
- Head wand.
- Quadstick - Sip and Puff.
- Head switches.
- Dragon Naturally Speaking.
- Dynavox - Mouse emulation.
- Steve's Story.

These are just some examples of a **broad range of Assistive Technologies** in use today.

Any **questions or comments**?

4. Roles and responsibilities

You may have heard the term **"shift left"**. This is about making sure that accessibility is considered as early as possible in the process.

When responsibilities for accessibility are not clearly defined and communicated, they are **often left until too late in the lifecycle**.

For example, developers could be left to address issues like color selection and heading identification that are **not their responsibility**.

Often these responsibilities should have been addressed by other roles earlier in the process, such as **user experience designers, visual designers, and content authors**.

These issues can lead to **tech and/or design dept**, as well as impacting on project timelines and budgets.

It is important to understand **accessibility responsibilities** for roles such as UX and UI designers, developers, testers and content creators.

The ABC has a great visual resource for teams: [Accessibility. Tips for teams](#)

Intopia also has a resource that includes detailed information about roles and responsibilities: [Accessibility (Not-)Checklist](#).

These documents can help teams to identify who should address accessibility issues **and then create the appropriate processes**.

Any questions or comments?

5. How accessibility-mature is your organisation?

The W3C has a very detailed document called the [W3C Accessibility Maturity Model](#) that provides a **framework for measuring accessibility maturity**.

There is a **much simpler model** that allows you to quickly determine the accessibility-maturity of your organisation.

Let's all go to the [Acacado maturity model](#) and **try it out**.

That was a **high-level, organisational view** of maturity. Let's dive deeper!

I'm like you all to **answer a series of questions** in chat.

And these questions are **not designed to shame** your organisation, or individuals.

So, **it doesn't matter** if the answer are all either:

- *"No"*
- *"I don't know"*

These questions will **help to**:

- Define your current level of accessibility maturity
- Provide a roadmap for areas of improvement
- Decide highest priorities to focus on for our next session

1. Key documents

For these first questions, I'm going to ask whether you **know if some key accessibility documents exist**.

But I'm also going to ask if **you'd know where to find them**.

Knowing the exact location of key documents is a sign of **shared knowledge across the team**, and a higher level of maturity.

1.1: Does your organisation have any sort of **commitment to accessibility/inclusion**?
If yes, would you know where to find it?

1.2: Does your organisation have a **public accessibility statement**?
If yes, would you know where to find it?

It presents information about the target level of web accessibility for the website and the methods used to achieve those targets.
It acknowledges any areas of the website where accessibility targets have not been met.
It is a powerful declaration of commitment.

1.3: Does your organisation have a **definition of "Supported technologies"**?

If yes, would you know where to find it?

This is a list of technologies (browsers, operating systems and assistive technologies) that you have tested your products with and can declare will work as expected with your product.

1.4: Does your organisation have **accessibility guidelines for digital product procurement**?

If yes, would you know where to find it?

2. Knowledge / Skills

2.1: Are all roles **aware of the importance of accessibility**?

PM's, PO's, BA's, IM's, QA's, Designers, Engineers

2.2: Have designers, engineers and QA's received **role-specific accessibility training**?

2.3: Have all key roles been trained in **how to test for accessibility**?

2.4: Have **accessibility champions** have been established within teams?

3. Processes

3.1: Do you have processes for **accessibility-related complaints** from the public?

3.2: Have [accessibility responsibilities](#) been **defined for all key roles**?

3.3: Are regular **accessibility design reviews** in place?

3.4: Are **accessibility requirements** included as part of:

- Sprint planning?
- User stories?
- Estimates? (Fibonacci, T-shirt sizing)
- Definitions of done?

3.5: Have **disability profiles or personas** been established, and are they in use?

4. Testing

4.1: Is **accessibility testing** conducted by:

- External experts
- Inhouse experts
- QAs
- Key roles within teams

4.2: Do teams have **automated accessibility testing tools** in place?

4.3: Are regular **accessibility audits** conducted on products before and after launch?

4.4: Are **people with disabilities** included in key processes?

5. Procurement and hiring

5.1: Is accessibility considered as part of all **digital product procurement**?

5.2: Is accessibility skills/knowledge considered as part of **recruitment**?

6. Different mediums

6.1: Are there processes in place to make sure **internal and external Word documents** re accessible?

6.2: Are there processes in place to make sure **internal and external PDF documents** re accessible?

6.3: Are all **email communications** accessible

6.4: Are all **social media communications** accessible? (Alt text, captions / transcripts etc)

7. Some questions for you, as managers

7.1: Are all digital managers aware of **standards and requirements that you need to comply with** for your digital products?

7.2: Do all digital managers have the **remit to stop something from going live** if it is not accessible?

Questions/discussion?