

WUNDERMAN\MSC

# **A11Y**

# WEB CONTENT ACCESSIBILITY GUIDELINES 2.0

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# WHAT ARE THE WCAG

WCAG are part of a series of web accesibility guidelines published by the Web Accessibility Initiative (WAI).

The **WAI** in turn is part of the **World Wide Web Consortium** (W3C), the main international standards organization for the Internet.

Current WCAG version is 2.0.



### WHAT IS THIS FOR?

They are a set of guidelines that specify how to make content accessible, primarily for people with disabilities —but also for all user agents, including highly limited devices, such as mobile phones.



## 4 PRINCIPLES

- 1. Perceivable
- 2. Operable
- 3. Understandable
- 4. Robust



### 1. PERCEIVABLE



IS ALL ABOUT THE SENSES PEOPLE USE WHEN BROWSING THE WEB.



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

It can't be invisible to all of their senses.



### **GUIDELINES THAT APPLY**

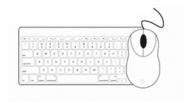
- Guideline 1.1: Text Alternatives
- Guideline 1.2: Time-based Media
- Guideline 1.3: Adaptable
- Guideline 1.4: Distinguishable



### 2. OPERABLE



DON'T LIMIT USER INPUT TO "MOUSE" OR "POINTERS".





Web designers must be aware of the different devices the users can manage to use the website, so they must **make** the **user interface** components and **navigation** elements in a way that **everyone can** "operate" with it.



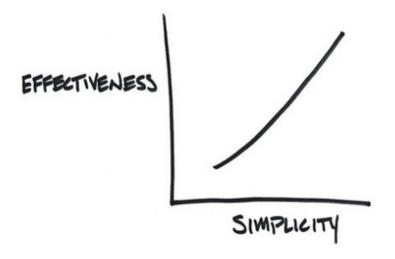
### **GUIDELINES THAT APPLY**

- Guideline 2.1: Keyboard Accessible
- Guideline 2.2: Enough Time
- Guideline 2.3: Seizures
- Guideline 2.4: Navigable



### 3. UNDERSTANDABLE

A PERCEIVABLE AND OPERABLE WEBSITE MEANS NOTHING IF YOUR USERS CAN'T UNDERSTAND IT.



Your website must use **clear terms**, have **simple instructions** and **explain** complex issues.



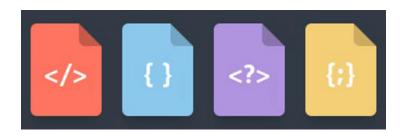
### **GUIDELINES THAT APPLY**

- Guideline 3.1: Readable
- Guideline 3.2: Predictable
- Guideline 3.3: Input

Assistance



### 4. ROBUST



Content must be interpreted **reliably** by a wide variety of user agents, including **assistive technologies**.

This is the most-technology-dependant principle of all. It relies on the capacity of the website to be transmitted and interpreted by the user agents.



### **GUIDELINES THAT APPLY**

• Guideline 4.1: Compatible



#### **EXAMPLES OF USER AGENTS**

- Browsers (Internet Explorer, Firefox, Safari...).
- Media players (Quicktime, Realplayer, Windows Media Player...).
- Plugins (e.g. those that help your browser perform specific functions).
- Other programs, including assistive technologies (pointers, magnifier, screen readers...).



# 3 LEVELS OF CONFORMANCE LEVEL A

A Web content developer must satisfy this checkpoint.

## LEVEL AA

A Web content developer should satisfy this checkpoint.

### **LEVEL AAA**

A Web content developer may address this checkpoint.



### LEVEL A - "MUST"

The most basic web accessibility features.

Achieve a minimum level of accessibility through markup, scripting, or other technologies that interact with or enable access through user agents, including assistive technologies.



### **SUCCESS CRITERIA**

- High impact on a broad array of user populations.
- Lowest impact on the presentation and business logic of the site.
- Easiest implementation.



### LEVEL AA - "SHOULD"

Deals with the biggest and most common barriers for disabled users.

Achieve an **enhanced level of accessibility** through one or both of the following:

- 1. Markup, scripting, or other technologies.
- 2. The **design** of the content and presentation.



### **SUCCESS CRITERIA**

- High and important impact for users.
   Sometimes only specific user populations will be impacted.
- May impose changes to a system's presentation or business logic.
- Reasonably easy implementation.



### LEVEL AAA - "MAY"

The highest (and most complex) level of web accessibility.

Achieve **additional** accessibility **enhancements** for people with disabilities.



### **SUCCESS CRITERIA**

- Focused on improvements for specific user populations.
- **Difficult** or expensive to **adhere to**, depending on **platform** limitations.
- Are **not applicable** to **all** web resources.



# **EXTRAS**



### **TOOLS**

- WAVE: Web Accessibility evaluation tool (Chrome add-on).
- Colour Contrast Analyzer (PC / MAC).
- Colour Contrast Analyzer by accessibility.oit.ncsu.edu chrome add-on.
- NVDA: free screen reader
  - Extra Voices for NVDA



## **SUGGESTED READING**

- Introduction to Web Accessibility.
- WebAIM's WCAG 2.0 Checklist.
- How to Meet WCAG 2.0.
- Quick Reference: Web Accessibility Principles.
- Inclusive Design 24: 24 1 hour video presentations on accessibility.
- Constructing a POUR Website: Putting People at the Center of the Process.
- Designing for Screen Reader Compatibility.
- Accesible calendar example.



- Visual Disabilities.
- Web Accessibility for Designers.
- Screen Reader User Survey #6 Results.
- ARIA Examples.
- Periodic Table of ARIA 1.0 Roles.
- Google | Introduction to Web Accessibility. Video course.
- Accessibility Wins Showcase.
- WebAIM Blog.
- The Accessibility Cheatsheet.
- Aaron Cannon, Blind Web Developer.
- Jamaican Vacation Hoax. About automatic captions fails.



# **THANK YOU!**