

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 accessibility 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

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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

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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

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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!**