

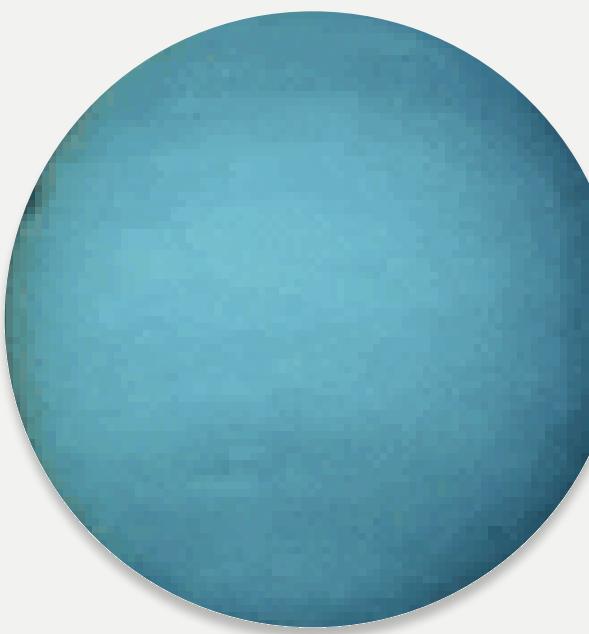


TESTING A WEBSITE WITH INCLUSIVITY

Sergio Riveros 



Sergio Riveros



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Founder @MokanaColombia**

Twitter @SergioColTest

LinkedIn @Andresriveros1



THE VOICES

“An overlay
solution should be
fine”

“That’s not a priority
for the MVP”

“If they want to buy,
they will figure out
a way to do it”

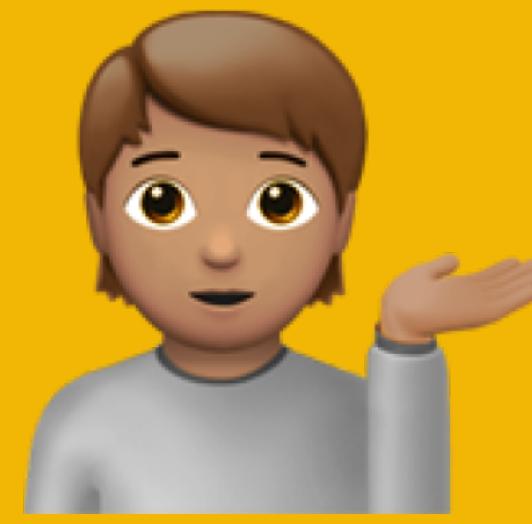
“I develop I don’t
create labels”

“Those standards
are useless”

“Another AC
to meet”

“We don’t have
budget for that”

“Automation will
solve that”



Understanding through people

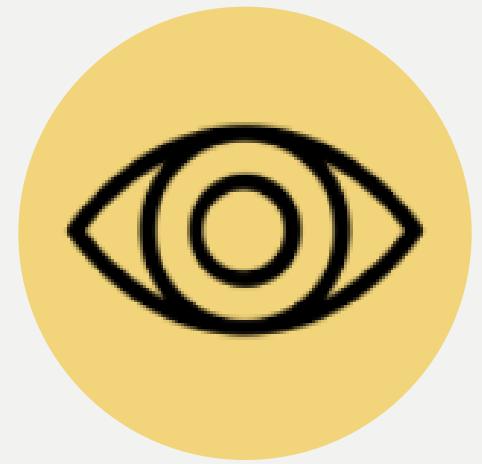
Twitter @SergioColTest



Learning



Hearing



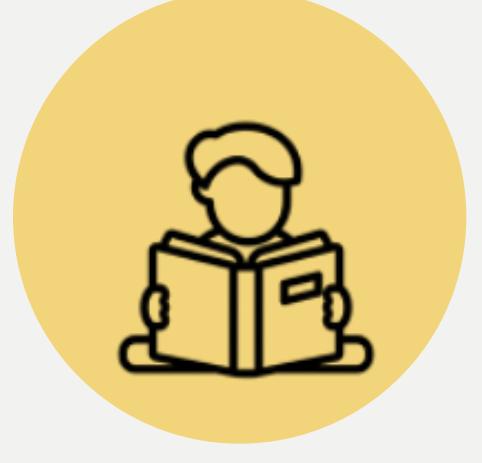
Visual



Physical



Mental



Intellectual

Not all disabilities are visible

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Understanding through facts

Twitter @SergioColTest

We ignore this for years

15%
population

51,379,694
distinct accessibility errors

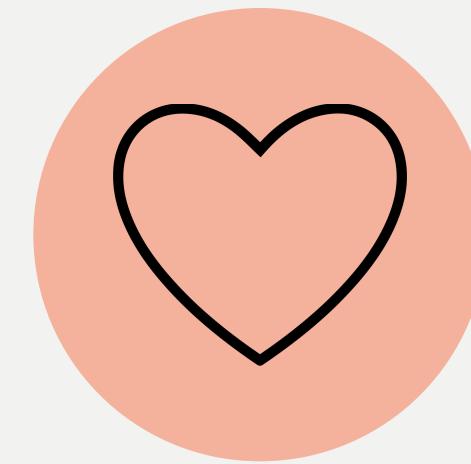
97.4%
of home pages had
detected WCAG2 failures

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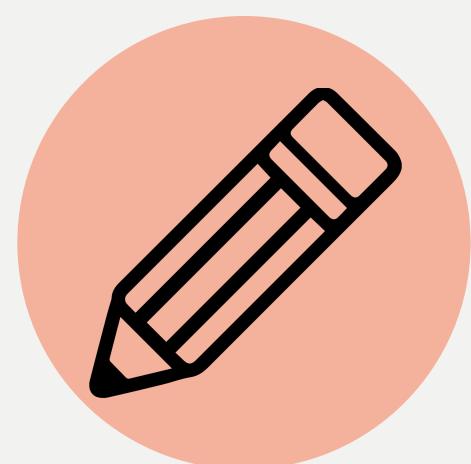


Understanding through experience

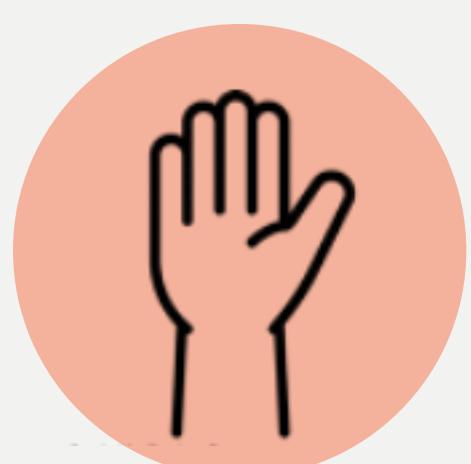
Make real interactions



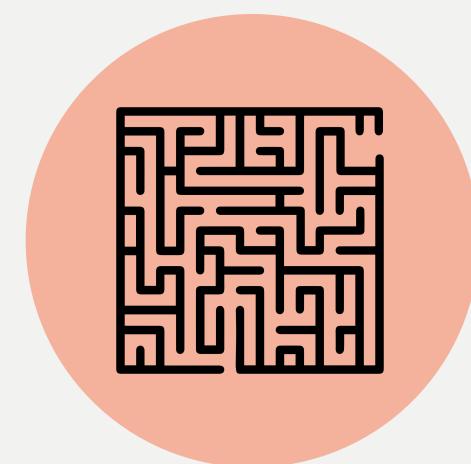
Human
Component



Education



Company



It is not an
endpoint



Social
Impact



Let's practice inclusivity

<http://udacity.github.io/ud891/lesson3-semantics-built-in/02-chromevox-lite/>



Activate voiceover
fn + command + f5
windows + ctrl + enter

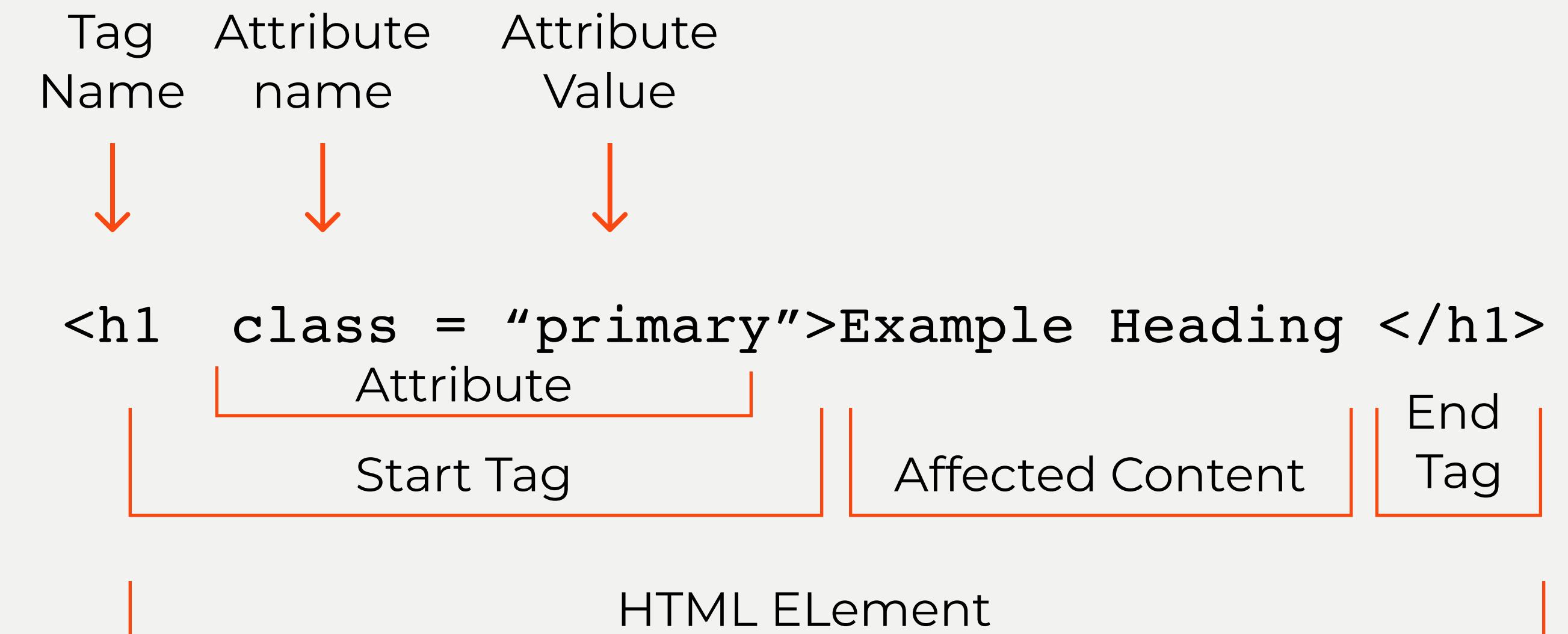
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A web element with inclusivity



HTML Tags



Let's analyze some web elements



Gender

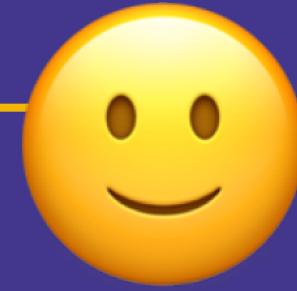
- Male**
- Female**

Let's analyze some web elements



Gender

- Male**
- Female**



Gender

- Male**
- Female**
- Other**
- Prefer not to say**

Let's analyze some web elements



Gender

- Male
- Female



Gender

- Male
- Female
- Other
- Prefer not to say



Race or ethnicity

- Alaska native or american indian
- Asian or Pacific Islander
- Black or African-American

Let's analyze some web elements



Gender
 Male
 Female



Gender
 Male
 Female
 Other
 Prefer not to say



Race or ethnicity
 Alaska native or american indian
 Asian or Pacific Islander
 Black or African-American

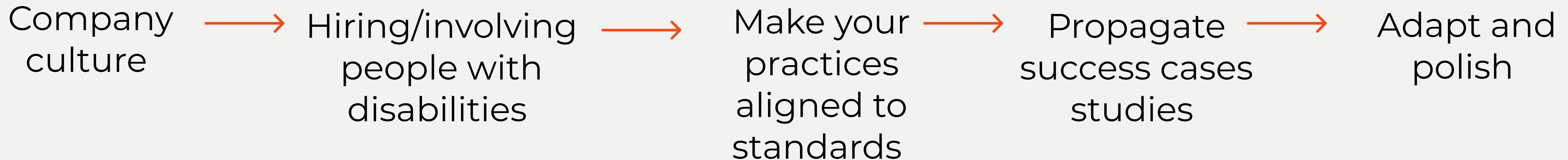


Race or ethnicity
 Alaska native or american indian
 Asian or Pacific Islander
 Black or African-American

Having an inclusive design

But you can't be inclusive without being accessible as well

Create awareness



Having an inclusive design

But you can't be inclusive without being accessible as well

Implement



Design
with
inclusivity



Close gaps
between users
and
implementation



Create a
framework, ie.
SCULPT



Include
accessibility
examples in
your code docs



Automate
checks for
compliance

Having an inclusive design

But you can't be inclusive without being accessible as well

Evaluate



Serves a purpose?



Involve people with disabilities as end users

Play with assistive technologies



Use your technical allies



ACTIONS

“Image all text errors”

“Visual indication of the current focus”

“Tables markups”

“Same descriptive text for different resources”

“Improper use of heading elements”

“Color contrasts”

“Non descriptive texts for hyperlinks”

“Embedding non accessible docs”

“Failure to use proper labels”

“Links areas are too small”



Other technical allies and advices

Include accessibility as part of your DoD
Structure the navigation
Watch out with translations
Apply focus indicator
Descriptions for non text content
Remove timers

Stop videos
WCAG & A11y
Screen readers
Audio captions
Disable images
Lighthouse
Voice assistant
Augmented reality

Feature flags
WAVE
Personalize
Equal access toolkit
AXE
Virtual reality
Better SEO
Provide help

Bonus! Watch out with accessibility overlays: Userway, EqualWeb, AudioEye, UserIst, MaxAccess, FACIL'iti, Purple Lens, and accessible.

<https://www.mariedrake.com/post/part-1-30-days-of-accessibility-testing>
<https://inclusion.inviqa.com/>
<https://inviqa.com/blog/accessible-content-guide>
<https://www.allyproject.com/posts/2021-07-02-accessibility-seo/>
<https://benrobertson.io/accessibility/web-accessibility-resources-web-developers>
https://github.com/UKHomeOffice/posters/blob/master/accessibility/documents/posters_en-UK/accessibility-posters-set.pdf
<https://webaim.org/resources/contrastchecker/>
<http://geon.github.io/programming/2016/03/03/dsxyliea>
<https://alistapart.com/article/semantics-to-screen-readers/>
<https://webaim.org/projects/million/#wcag>
<https://alvaromontoro.com/blog/67989/myths-about-web-accessibility>
<https://www.w3.org/WAI/fundamentals/accessibility-intro/>
<https://www.nngroup.com/articles/empathy-mapping/>



THANKS

