Accessibility is not boring or difficult. It's the right thing to do.

# An accessible presentation

### An accessible presentation

- High contrast colours
- Read everything aloud and explain images
- Supply slides and notes in advance
- Use clear and simple language

What is accessibility?

## Microsoft: Inclusive Design Toolkit

In 2001 the World Health Organization redefined disability as "a mismatch in interaction between the features of a person's body and the features of the environment in which they live."

As designers, our work can create or remove these mismatches in interaction.

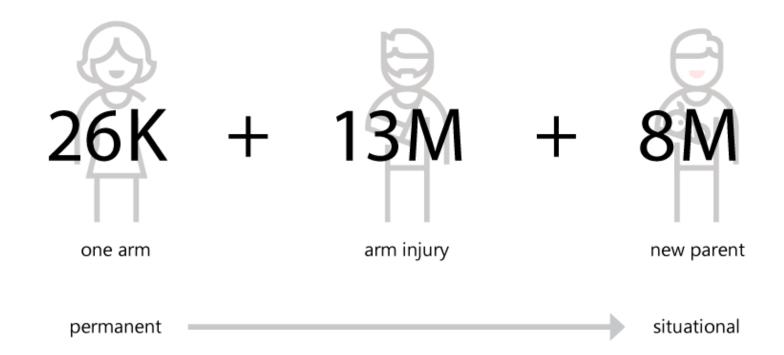






permanent

situational



TOTAL: 21M+

## Accessibility

A range of techniques for giving all kinds of people equivalent experiences and opportunities, despite limitations in their capabilities.

### It's the law!

- Equality Act 2010 in the UK
- Section 508 of the Rehabilitation Act in the US
- Finland?
- Level AA of the Web Content Accessibility Guidelines (WCAG) 2.0
- But don't stop there, it's not just about putting a tick in a box, we make services even better



### Different types of access needs



#### Vision

Blind, partially sighted, visually impaired



#### Motor

Parkinson's, cerebral palsy, arthritis



Hearing

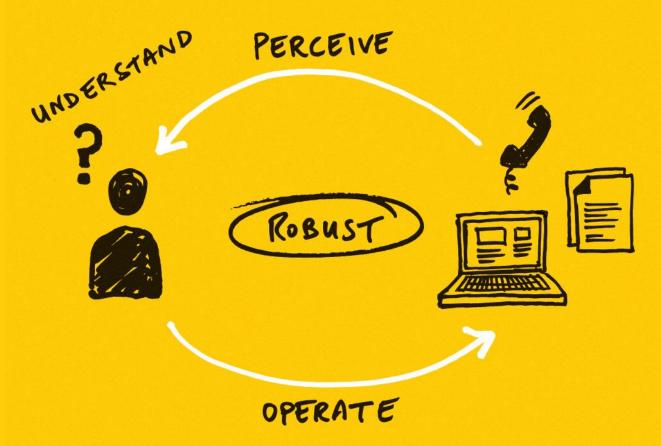
Deaf, hearing impairment



#### Cognitive

Autistic, dyslexic, learning difficulties

## Four Principles of Accessibility



## **Assistive Technology**

## Assistive technology

- Screen readers
- Screen magnifiers
- Voice input
- Navigate using a keyboard (no mouse)
- Increased font size
- High contrast mode



## Creating accessible things



### **Accessible Service Production**

**Pre-Production Production Post-Production** Think about accessibility Continuouslythroughout Things get less accessible from the start the project over time

## Accessibility is everyone's responsibility

- Research
- Design
- Software
- Marketing
- Management
- Everybody

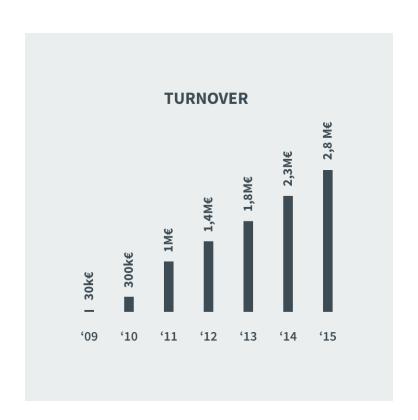
# Testing our website

## **Testing**

- WebAIM's WCAG 2.0 Checklist webaim.org/standards/wcag/checklist
- Use tools like:
  - / WAVE <u>wave.webaim.org/extension/</u>
  - / Tenon tenon.io
- Beware, they can only find 20% to 30% of issues
- We also need company-wide awareness
- And usability testing

#### Alternative text

- Alternative text is currently "Turnover"
- It doesn't explain the image
- We could write detailed alt text, (imagine you had to describe the image to someone over the phone)
- Even better: rebuild the graphic in HTML and CSS
- The whole team would need to work together to fix this



#### PRE-PRODUCTION

User Research

Business Design

Concept Design





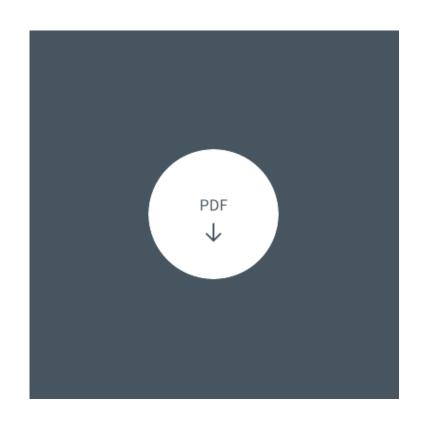
Deployment

Trainin

Life-cycle

### Don't hide content

- PDFs can be made accessible
- But they aren't very robust
- They can't be customized
- They aren't responsive
- Let's turn these into web pages
- Better for search
- Could be translated by Google Translate
- Doesn't need a plugin
- Smaller file size



### Links

- Links must be unique
- Clearly describe the destination
- This helps people who are visually scanning a page
- Also helps screen reader users
- Make sure users can tell when links open in a new window or tab

n are working with the European er an easy to use open source star oping HbbTV content. You can real PAT project here, and more on thactive HbbTV here.

ditor, Andy Sarfas, is Marketing Moing in our UK office and has worked eld of interactive video advertising

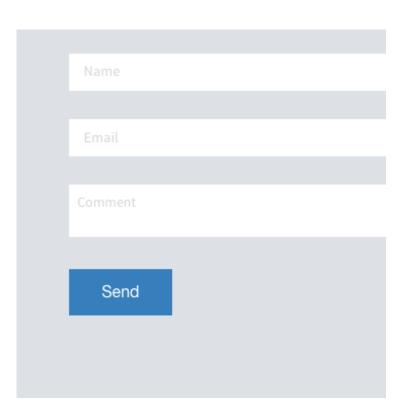
## **Keyboard focus**

- It's not easy to tell that this link has keyboard focus
- We can't rely on browser defaults
- We should add our own styles



#### **Forms**

- Each form field should have a descriptive label
- Placeholder text shouldn't be used as a label
- Placeholders are too light and they disappear when a user starts to type



Homework time!

### Homework time!

- Navigate your favourite website with just a keyboard (no mouse)
- Or, for bonus points, close your eyes, plug in your head phones and try using a screen reader
- Basic commands for screen readers:

   www.paciellogroup.com/blog/2015/01/basic-screen-reader-commands-for-accessibility-testing/

### Conclusion

- Accessibility leads to a better user experience for all
- Better accessibility means better usability too
- So, let's create things that can be used by everyone

# Remember it's not a separate thing

Thank you!

leadin