



Building an Inclusive Web: Why Accessibility Matters

Sylvia Lujo, Yazan Mansour

So... What is Accessibility?

“Would you build a bridge that only a specific type of car can use?”





But... Why is this Important?

- **Everyone wants to be able to use the web.**
- Consider individuals who have:
 - Reduced Eyesight / Narrow Eyesight
 - Difficulty Reading
 - Color Blindness
 - Deaf
 - Not experienced in browsing the web
- How can we help them experience the web without experiencing difficulties?



But... Why is this Important?

Accessibility helps:

1. Clients be able to interact more personally with businesses
2. Increases the usability of the website
3. Helps websites appear in search engine results

Accessibility is required by law in some countries

You don't want someone to say, **"It's okay, I'll find another better website."**



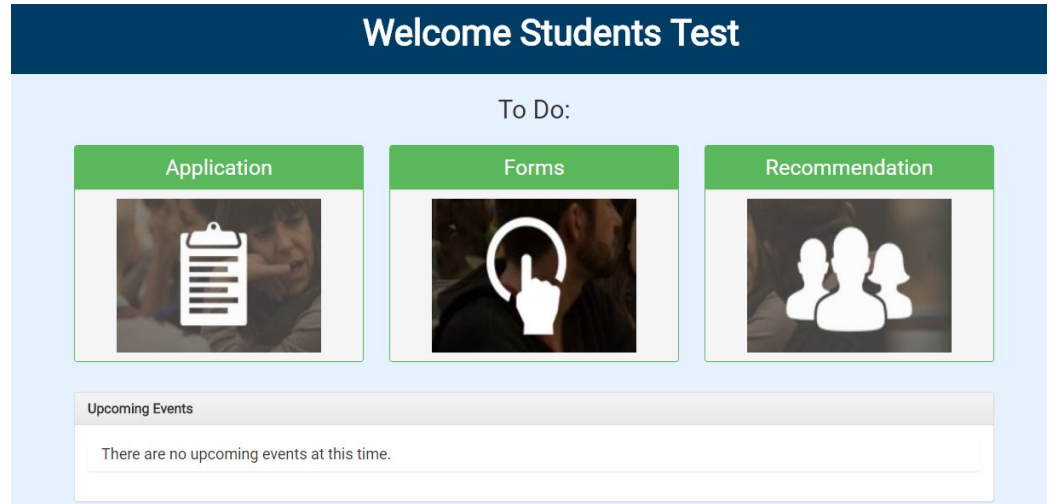
Okay... So, How Do We Make the Web Accessible?

1. Try to put yourself in someone else's shoes.
2. Get feedback from users on your website.
3. Consider different types of accessibility issues:
 - a. Permanent
 - b. Temporary
 - c. situational
4. Follow design guidelines.

Design Guidelines #1: Overall Usability

Develop an app that is easy to use
for everyone by:

1. Design intuitively
2. Avoid complex functionalities
3. Design websites for multiple devices
4. Facilitate learning
5. Efficiency of Use
6. Memorability



Design Guidelines #2: Readability

Accommodate those with reading difficulties by:

1. Create contrast between background and color
2. Avoid “busy” webpages
3. Avoid long paragraphs and “walls of text”
4. Use colors for text / links that do not typically fall in the colorblind spectrum (i.e. avoid red).
5. Is your content written well? Can it be understood by someone other than you?

Applicants

Q

Search

Auto-Assign Interviews

Auto-Accept Applicants

Student	School	Interviewer	Rank	Mentor	Preferred Sessions	Accepted Session	
TOM ROBERT	Doral Academy HS	Volunteer Jane	10		Session 3	2 ▾	<div>Update</div> <div>View</div>
		Volunteer Martha	Not Ranked		Session 1		
		Volunteer Sandy	7		Session 2		
		Average: 8.5					
DAVE	Ronald W. Reagan HS	Volunteer Sarah	9	Volunteer Bob	Session 2	2 ▾	<div>Unmatch</div> <div>Update</div> <div>View</div>
		Volunteer Bob	7		Session 1		
		Volunteers Test	10		Session 3		
		Average: 8.67					
dfsdf	J.P. Taravella HS	Volunteer Martha	7	Volunteer Sandy	Session 2 Session 2	2 ▾	<div>Unmatch</div> <div>Update</div> <div>View</div>



Design Guidelines #3: Scaling Interaction

Accommodate those with hearing and other disabilities by:

1. Adding captions/transcripts to videos or audio
2. Implement hands-free interactions if possible



Accessibility is a Team Effort

“Hey, let’s build a bridge for everyone.”

Everyone in a company or organization needs to get involved.

Accessibility is a shift in mindset of your entire company. It’s not just a checklist for what you have to do within your role. In an ideal world we would all want to build a usable, accessible, inclusive, and better web for everyone.