



# Accessibility For Digital Contents & Services

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# Digital Accessibility to improve User Experience

- ❖ Nearly 20% (every 1 in 5) people in the world have some sort of permanent or temporary disability.
- ❖ 71% of disabled users don't use website or application simply because digital content is not accessible.
- ❖ Last year, more than 2000 websites accessibility lawsuits were filed by plaintiffs because they were not ADA (American Disability Act) complaint.
- ❖ Section 508 of the Rehabilitation Act of 1973 (29 U.S.C § 794 d) & American with disability act of 1990 (ADA)

Disable Group	Common Problems with Digital Contents
Color Blind	<ul style="list-style-type: none"> <li>• Only color is used as a unique marker to emphasize text on a Web site.</li> <li>• Text that inadequately contrasts with background color or patterns.</li> </ul>
Deaf	<ul style="list-style-type: none"> <li>• Lack of captions or transcripts of audio on the Web, including webcasts.</li> <li>• Lack of content-related images in pages full of text.</li> </ul>
Low Vision	<ul style="list-style-type: none"> <li>• Web pages with absolute font sizes that do not change.</li> <li>• Difficult to navigate when enlarged, due to loss of surrounding context.</li> <li>• Web pages, or images on Web pages, that have poor contrast.</li> <li>• Text presented as images, which prevents wrapping to the next.</li> </ul>
Motor Disabilities	<ul style="list-style-type: none"> <li>• Time-limited response options on Web pages.</li> <li>• Tools that do not support keyboard alternatives for mouse.</li> <li>• Browsers and authoring tools that lack keyboard support for all commands.</li> </ul>
Blind	<ul style="list-style-type: none"> <li>• Images that do not have alternative text</li> <li>• Complex images (e.g., graphs or charts) that are not adequately described.</li> <li>• tables that do not make sense when read serially (in a cell-by-cell or "linearized" mode)</li> <li>• Frames that do not have "NOFRAME" alternatives, or that do not have meaningful names</li> <li>• Forms that cannot be tabbed through in a logical sequence or that are poorly labelled.</li> </ul>
Seizure	<ul style="list-style-type: none"> <li>• Use of visual or audio frequencies that might trigger seizure.</li> </ul>

# Affinity Mapping

## Policies & Regulations

### Designers/Architect

Implement accessible Design Principles & Practices.

Universal Design Approach for accessibility.

Inform Laws & Policies (section 508 1973& ADA 1990)

Developing Organizational Policies.

Principles and Standard for accessibility.

### Developers

Developers module guide to maintain standard.

Overview of HTML5 accessibility

WAI-ARIA best practices.

## Project Managers

### Testers

Identifying test tools.

Following standard reporting tools.

Training for testers.

Evaluate digital accessibility in organization.

Planning & Managing accessibility in various projects.

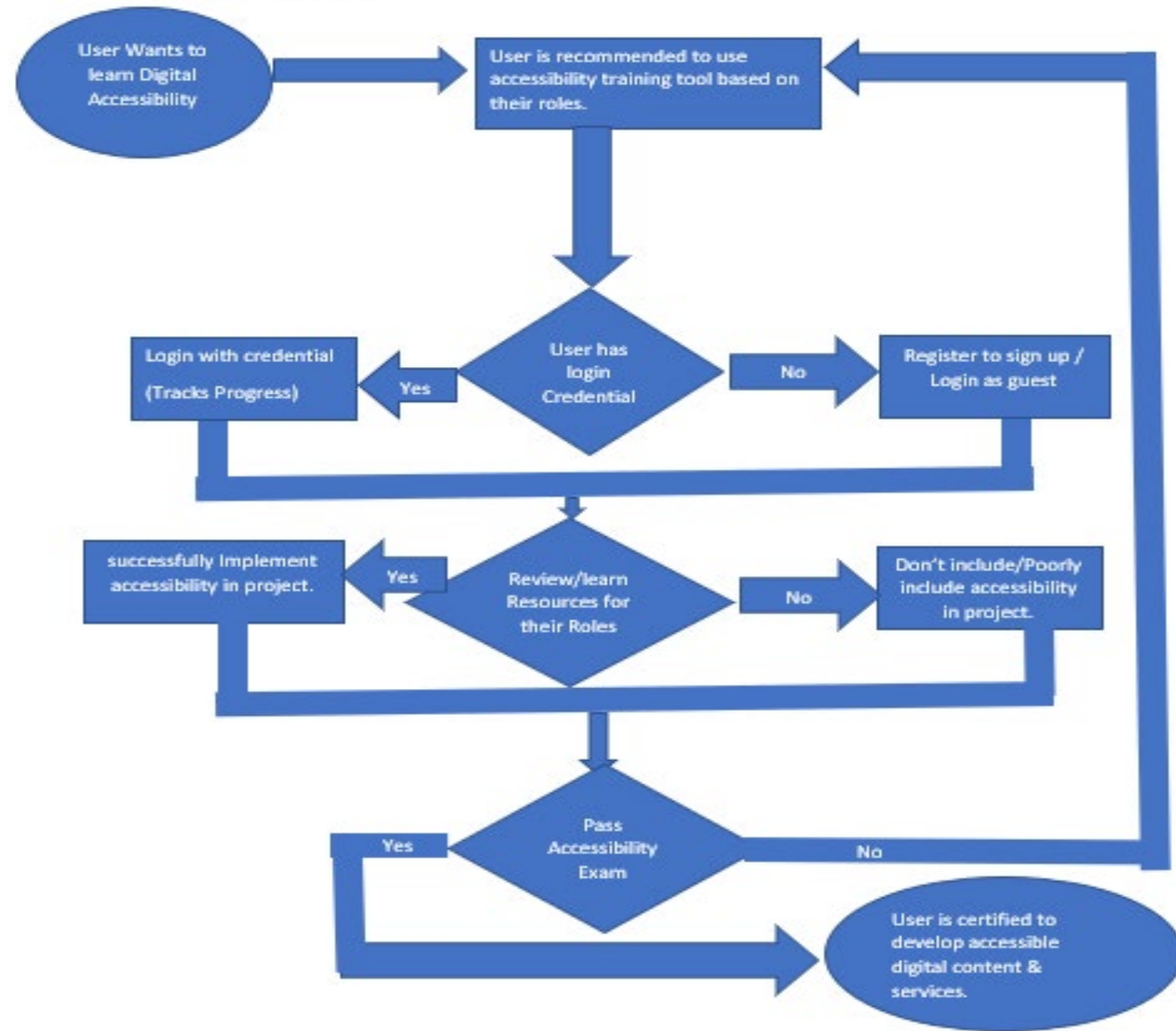
Identify available resources and build team appropriately.

### Community

Some way to connect with community for contribution.

Option to Post, respond or view questions from other community members.

## Flow Chart





## Persona:

- ❖ User is assigned to a project which is accessible to disable customers.
- ❖ User is trying to improve knowledge about digital accessibility to make product & services accessible to everyone.
- ❖ User is looking for a tool which provides various resources based on team roles.

## Problems Statement:

- ❖ Disable users can not get information they need because of physical or mental condition.
- ❖ Accessibility must be considered at each phase of Software Development Life Cycle.
- ❖ Team members must be trained to learn or improve their accessibility skillset to implement in project.

# Sketch

Log in Page

Username

Password

Log In

[Sign Up](#)

[Continue as Guest](#)

Registration Page

First Name

Last Name

Email

Phone

Username

Password

Register

[Contact Us](#)

[News & Blog](#)

[Survey](#)

Resources Based on Roles

Laws & Regulations

XX

Project Managers

XX

Testers

XX

Developers

XX

Discussion/Forum

[Contact Us](#)

[News & Blog](#)

[Survey](#)

Discussion/Forum

Laws & Regulations

Project Managers

Testers

Developers

Discussion/Forum

View

Ask

Answer

[Contact Us](#)

[News & Blog](#)

[Survey](#)

# Story Arc

- ▶ **Introduction:** Digital accessibility is important to share information &/or services for all including disable users to reach out to more users. Team members should have knowledge to implement accessibility in their project.
- ▶ **Incident:** Disable individuals have issue with getting information they need because of lack of accessibility. Team members might not have enough technical skillset about implementing accessibility.
- ▶ **Raising Action:** There are some instances of lawsuit action because of accessibility laws.
- ▶ **Climax:** Accessibility is the law not feature. Team members must get training based on their role to create accessible project.
- ▶ **Resolution:** This tool will provide training for our team members based on their roles and responsibilities. If possible, all disable groups should be addressed.
- ▶ **Conclusion:** We must consider accessibility while developing digital content or services. Accessibility must be considered every phases of SDLC.



# Service Experience

- ❖ Improve experience of disabled individuals while accessing digital information or services.
- ❖ Improve skillset of team members who are developing, enhancing or maintaining digital information and services.

# Wireframe & Quick Demo

- ❖ Please check [Wireframe & Design in Figma](#)
- ❖ Get copy of project [Class Project in GitHub](#)
- ❖ Quick demo by running tool in browser (Source code is available in GitHub above)

**ANY QUESTIONS ?**