

**Why Won't You  
Take My Money?**

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# What is accessibility?

**The design of products, devices, services, or environments for people who experience disabilities.**

A black and white photograph capturing a large-scale protest or rally. In the foreground, several individuals are seated in wheelchairs, some holding signs. Behind them, a dense crowd of people stands, many also holding signs. The scene conveys a sense of a significant public gathering for advocacy.

**Accessibility is about inclusion.**

A black and white photograph showing a man with short hair in a wheelchair. He is looking down at a laptop computer he is holding in his lap. His right hand is resting on the keyboard, and his left hand is near the trackpad. The laptop has an HP logo on its back panel. The background is slightly blurred.

**People with disabilities are  
using the technology you  
create.**

A large, diverse crowd of people is gathered outdoors, filling the frame. In the background, several American flags are visible, some flying from poles and others held by individuals. Many people in the crowd are holding up handmade protest signs with various messages. One sign clearly visible in the lower-left foreground reads "FREEDOM NOW". Another sign held by a person in the center-left says "No More PITY!". Other signs include "NURSING STAFF", "MAINTAIN", and "LAW". The overall atmosphere is one of a major public demonstration.

1 in 5 Americans  
have a disability

# Accessible design helps everyone!

**Why would we make  
something accessible?**

To improve the lives of  
people with disabilities

We are responsible for what  
we create.



It's the law.

We shall  
OVERCOME

# Lawsuits

Scribd

Dick Blick

H&R Block

Hilton

Ace Hardware

Five Guys

Peapod

eBay

Carnival Cruise Lines

GrubHub

**"Plaintiff found the gift card page confusing and was unable to purchase products from the website because the checkout feature did not work properly."**

**-- Sean Gorecki vs Hobby Lobby Stores, Inc. (2017)**

**"For over 20 years, the DOJ has consistently maintained that the ADA applies to private websites that meet the definition of a public accommodation. ... Hobby Lobby had more than sufficient notice ... to determine that its website must comply with the ADA."**

**-- Judge John F. Walter, U.S. District Judge**

To capitalize on a wider  
audience or consumer base.

**\$175 billion**  
in discretionary income

# Take my money!

**So how do we build things  
accessibly and inclusively?**

**Listen to people with  
disabilities.**

# Follow best practices.

**How can we make sure  
payment forms are  
accessible?**

# Screen Readers

**Forms should be easy to use.**

**Ensure forms are keyboard  
accessible.**

**Clear instructions are  
necessary.**

# Associate labels with form components.

**Use fieldset and legend  
for groups of form  
components.**

# Basic text input

```
<label for="first-name">First Name</label>
<input id="first-name" type="text">
```

**What if we don't want to see  
the label?**

# If necessary, use CSS to visually hide an item.

```
.hidden {  
    position: absolute;  
    left: -10000px;  
    top: auto;  
    width: 1px;  
    height: 1px;  
    overflow: hidden;  
}
```

**What if I have help text  
that's not quite a label?**

```
<label for="cvv">CVV</label>
<input type="number" id="cvv">
<span>For Visa, Mastercard, and Discover etc</span>
```

# ARIA to the rescue!

# aria-describedby

```
<label for="cvv">CVV</label>
<input type="number" id="cvv" aria-describedby="cvv-help">
<span id="cvv-help">For Visa, Mastercard, and Discover etc</span>
```

# And so much more...

- **understandable placeholder text**
- **cart timers and valid business exceptions**
- **clear error messages**
- **avoiding Javascript for form functionality**
- **submit buttons as inputs, not links**



**"INJUSTICE ANYWHERE IS A THREAT  
TO JUSTICE EVERYWHERE."**

*Martin Luther King Jr.*

# You can do it!

# Accessible payment forms are doable!

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