

Accessibility

It's More Than Just Screen Readers

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cliqué

what is accessibility?

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

**Let's talk about
disability.**

Categories of Disability

- visual

Categories of Disability

- visual
- hearing

Categories of Disability

- visual
- hearing
- motor

Categories of Disability

- visual
- hearing
- motor
- cognitive

**And all of these
people use
technology!**

Assistive Technology

- screen readers
- magnifiers (hardware and software)
- large print and tactile keyboards
- eye gaze and head mouse systems
- speech recognition
- closed captions



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**1 in 5 Americans
have a disability**

56.7 million people

**1 in 10 Americans
have a disability that impacts
computer use**

**Accessibility helps
everyone!**



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have a good first aid kit to take care
of your family

**We are all just
temporarily abled.**

**Why would we make
something
accessible?**

**To improve the lives
of people with
disabilities**

**We are responsible
for what we create.**

**To capitalize on a
wider audience or
consumer base**



\$175 billion
in discretionary income

It's the law.

Rehabilitation Act of 1973



Americans with Disabilities Act (1990)

**How do I know if
what I'm making is
accessible?**

**Listen to people with
disabilities.**

Follow best practices.

Web Content Accessibility Guidelines 2.0

Four Principles of the WCAG

1. Perceivable

2. operable

3. Understandable

4. Robust

Open Accessibility Framework (OAF)

Creation

Use

**But it's more than just
the guidelines...**



**Guidelines are tools,
not solutions.**

**Listen to people with
disabilities.**

**How can you
advocate for
accessibility?**

**Collect baseline
information.**

Gather support.

Define a standard.

**Monitor
conformance.**

If not you, then who?

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

Martin Luther King, Jr.

You can do it!

**We're all responsible
for improving the
lives of people who
use our technology.**

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