

WEB ACCESSIBILITY 101:

WHY IT MATTERS

WITH STEPHANIE MARX

ABOUT ME
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WEB DEVELOPER AT UL

THIS TALK IS ABOUT...

- ▶ how we define accessibility
- ▶ different types of disabilities
- ▶ how to make the web more accessible

SHOW OF HANDS.

MY GOAL

**WHAT IS ACCESSIBILITY
AND WHY DOES IT MATTER?**

CATEGORIES OF DISABILITIES

- ▶ visual
- ▶ hearing
- ▶ motor
- ▶ cognitive
- ▶ seizure

WHY CREATE ACCESSIBLE CONTENT?

MAJOR LAWS

WEB CONTENT ACCESSIBILITY GUIDELINES 2.0 BY THE WORLDWIDE WEB CONSORTIUM

FOUR PRINCIPLES

- ▶ Perceivable
- ▶ Operable
- ▶ Understandable
- ▶ Robust

SO HOW DO WE DO THIS?

DOCUMENT LANGUAGE MISSING

```
<!DOCTYPE html>
<head>
  <meta charset="utf-8">
  <title>Web Accessibility 101</title>
</head>
<body>
</body>
</html>
```

DOCUMENT LANGUAGE - FIXED!

```
<!DOCTYPE html>
<html lang="en-US">
<head>
  <meta charset="utf-8">
  <title>Web Accessibility 101</title>
</head>
<body>
</body>
</html>
```

MISSING FORM LABEL

```
<input type="text" name="firstname" placeholder="First Name">
```

Create Your Account

First Name

Last Name

Submit

FORM LABEL - FIXED!

```
<label for="firstname">First name:</label>
```

```
<input type="text" name="firstname" placeholder="First Name">
```

Create Your Account

First name: First Name

Last name: Last Name

Submit

MISSING FIRST LEVEL HEADING

<p>Stephanie's Blog</p>

<p>This is my site, it's pretty great.</p>

MISSING FIRST LEVEL HEADING - FIXED!

```
<h1>Stephanie's Blog</h1>
```

```
<p>This is my site, it's pretty great.</p>
```

SKIPPED HEADING LEVELS

```
<h1>Stephanie's Blog</h1>
<h2>This is my site, it's pretty great.</h2>
<h4>Things to know about me:</h4>
<ul>
  <li>I own two gerbils.</li>
  <li>I like board games.</li>
<ul>
<h5>Thanks for visiting!</h5>
```

SKIPPED HEADING LEVELS - FIXED!

```
<h1>Stephanie's Blog</h1>
<h2>This is my site, it's pretty great.</h2>
<h3>Things to know about me:</h3>
<ul>
  <li>I own two gerbils.</li>
  <li>I like board games.</li>
<ul>
<h4>Thanks for visiting!</h4>
```

MISSING ALTERNATIVE TEXT

```

```

MISSING ALTERNATIVE TEXT - FIXED!



BLINKING CONTENT

```
<blink>This text is going to blink!</blink>
```

```
.blinking-text {  
    text-decoration: blink;  
}
```

LINK TO A DOCUMENT

```
<a href="schedule.doc">Tournament Schedule</a>
<a href="accessibility.ppt">Accessibility Presentation</a>
<a href="passwords.xls">Passwords in Plain Text</a>
<a href="invite.pdf">Wedding Invite</a>
```

JUSTIFIED TEXT

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Vivamus luctus dolor vitae
ultrices cursus. Mauris quis
nunc auctor, viverra turpis non,
convallis velit. Pellentesque
eget sapien dui. Fusce et mi
consectetur, lacinia magna a,
efficitur ex. Duis egestas sem

JUSTIFIED TEXT - FIXED!

Consectetur adipiscing elit. Vivamus luctus dolor vitae ultrices cursus. Mauris quis nunc auctor, viverra turpis non, convallis velit. Pellentesque eget sapien dui. Fusce et mi consectetur, lacinia magna a, efficitur ex. Duis egestas sem

AUDIO/VIDEO CONTENT

SMALL TEXT

WOW SO TINY

LOW COLOR CONTRAST

i am lower contrast

i am low contrast

i am high contrast

RELIANCE ON COLORS FOR MEANING



Transaction #312819



Transaction #312818



Transaction #312817



Transaction #312816

RELIANCE ON COLORS FOR MEANING



Transaction #312819



Transaction #312818



Transaction #312817



Transaction #312816

SMALL LINK TARGETS

DIFFICULT FONTS



DIFFICULT FONTS - FIXED!

I

L

AND MUCH MORE!

- ▶ can't skip navigation
- ▶ fonts not designed for reading on a screen
 - ▶ lack of ARIA controls
 - ▶ difficult-to-comprehend text
 - ▶ visual-only captcha
- ▶ device dependent event handler in javascript
- ▶ missing or uninformative page title
- ▶ empty table header

you can do it!

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