

Accessibility

It's More Than Just Screen Readers

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What is accessibility?

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

**It's the practice of removing
barriers that might prevent
people with disabilities from
accessing something.**

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. A man in a leather jacket and sunglasses stands prominently in the center-right. The scene conveys a sense of a major public demonstration.

**Accessibility is about
inclusion.**



**Technology is exists
to make our lives
easier, not harder.**

**Let's talk about
disability.**

**Disability can be the
result of disease,
trauma, or genetics.**

**Disability can be
permanent, chronic,
or temporary.**

Categories of Disability



Categories of Disability

- visual

Categories of Disability

- visual
- hearing

Categories of Disability

- visual
- hearing
- motor

Categories of Disability

- visual
- hearing
- motor
- cognitive

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

Assistive Technology

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



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Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz



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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**

**Accessible design
helps everyone!**



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

Ability is temporary.

**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)

Lawsuits

- MIT and Harvard - no captions
- Scribd - inaccessible to screen readers
- Netflix - no captions
- H&R Block - inaccessible site and app
- Reebok - inaccessible to screen readers

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

A photograph showing two individuals, an adult and a child, sitting at a table. The adult, on the left, is wearing a grey textured sweater over a red collared shirt. The child, on the right, is wearing a blue long-sleeved shirt. They are both looking down at a dark surface, possibly a laptop or a book, which is partially visible in the foreground. The background is slightly blurred.

**Listen to people with
disabilities.**

Follow best practices.

Web Content Accessibility Guidelines 2.0

Conformance Levels

- A - minimum, not quite enough

Conformance Levels

- A - minimum, not quite enough
- AA - addresses most common issues

Conformance Levels

- A - minimum, not quite enough
- AA - addresses most common issues
- AAA - highest level, but not always possible

Four Principles of the WCAG

1. Perceivable



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- text alternatives

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- text alternatives
- captions

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- doesn't rely on sensory characteristics

1. Perceivable

- text alternatives
- captions
- doesn't rely on sensory characteristics
- doesn't rely on color

1. Perceivable

- text alternatives
- captions
- doesn't rely on sensory characteristics
- doesn't rely on color
- can control audio

2. Operable



2. Operable

- can navigate with keyboard

2. Operable

- can navigate with keyboard
- can pause/stop video

2. Operable

- can navigate with keyboard
- can pause/stop video
- prevent seizures

2. Operable

- can navigate with keyboard
- can pause/stop video
- prevent seizures
- skip links

2. Operable

- can navigate with keyboard
- can pause/stop video
- prevent seizures
- skip links
- visible focus

3. Understandable



3. Understandable

- languages labeled

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- languages labeled
- no unpredictable changes on focus/input

3. Understandable

- languages labeled
- no unpredictable changes on focus/input
- consistent navigation

3. Understandable

- languages labeled
- no unpredictable changes on focus/input
- consistent navigation
- errors identified

3. Understandable

- languages labeled
- no unpredictable changes on focus/input
- consistent navigation
- errors identified
- labels and instructions

4. Robust



4. Robust

- complete and correct markup

4. Robust

- complete and correct markup
- UI elements can be programmatically determined

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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