The Keys To An Accessibility Mindset

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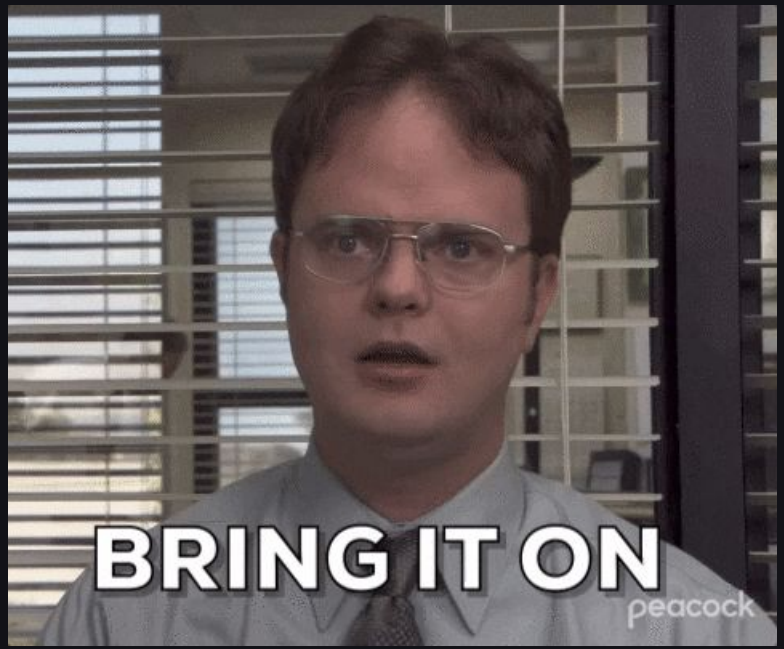


Relating To Accessibility

Accessible Design

Is Good Design

The Benefits Of Responsive Design Are The Benefits Of Accessible Design

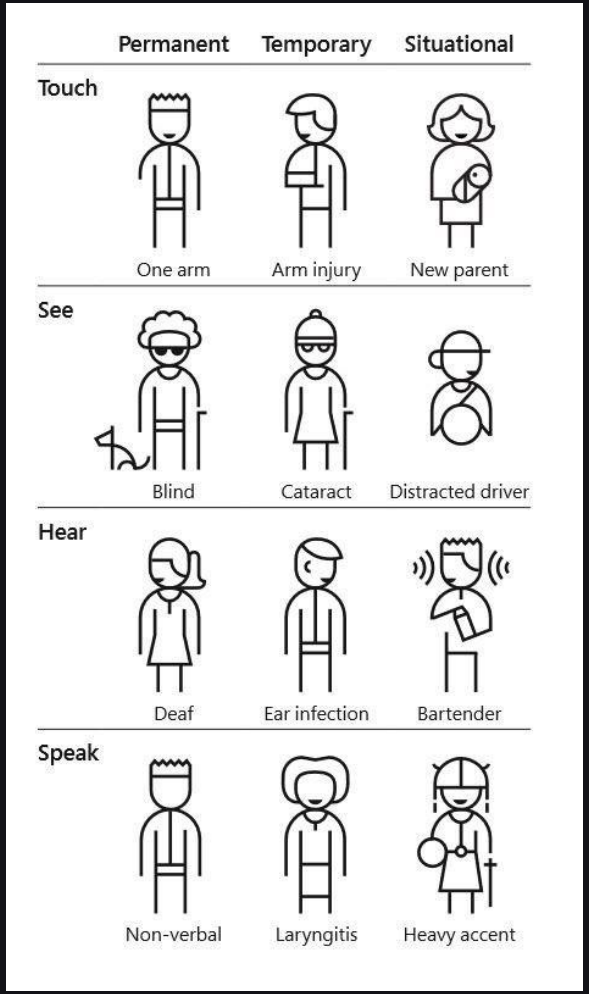
- ➔ Requires cross-team collaboration
- ➔ Is never *'done'*
- ➔ Benefits an ever-expanding audience
- ➔ Directly impacts conversion and sales
- ➔ A person expects their hardware to be supported

- ➔ Products only require responsive design

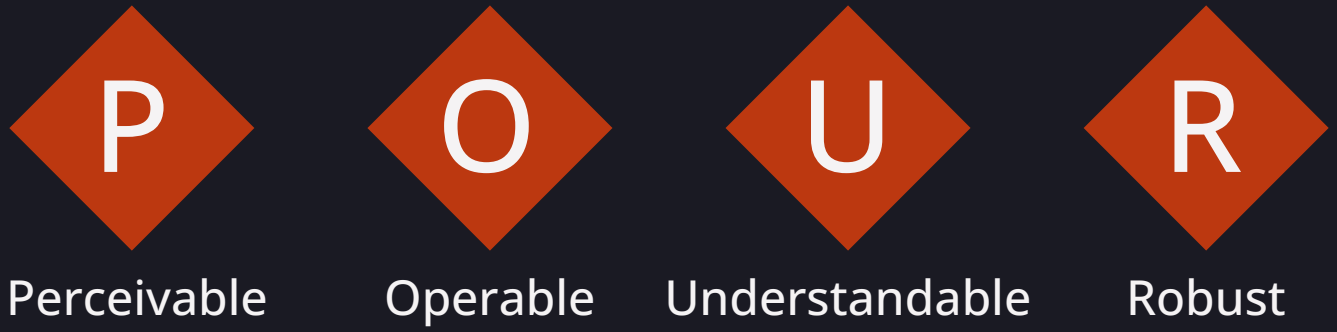
Tell Me Why

Web Accessibility is

Fundamentally Misunderstood



The POUR Principles Of Accessibility


P
O
U
R
Perceivable
Operable
Understandable
Robust

The POUR Principles Of Accessibility

P

Perceivable

Providing content that can be interpreted in layers by multiple senses.

- ➔ Images with descriptive alternative text
- ➔ Videos with captions and/or subtitles
- ➔ Indicating state with more than just color

O

Operable

Providing content that can be interpreted in layers by multiple senses.

- ➔ All functionality available by mouse must be available by keyboard
- ➔ Visible and consistent focus states on all interactive elements
- ➔ All pages have clear titles with descriptive, sequential headings

The POUR Principles Of Accessibility

U

Understandable

An experience that can be reliably navigated with simple content written for the audience.

- ➔ Defining content language(s)
- ➔ Consistent landmarks, like navigations
- ➔ Error messages are descriptive and, when possible, actionable

R

Robust

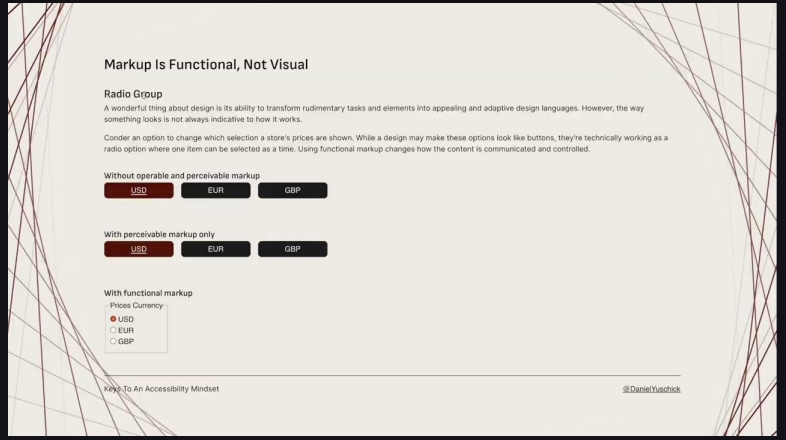
Creating content that can be accessed by a wide set of devices and platforms.

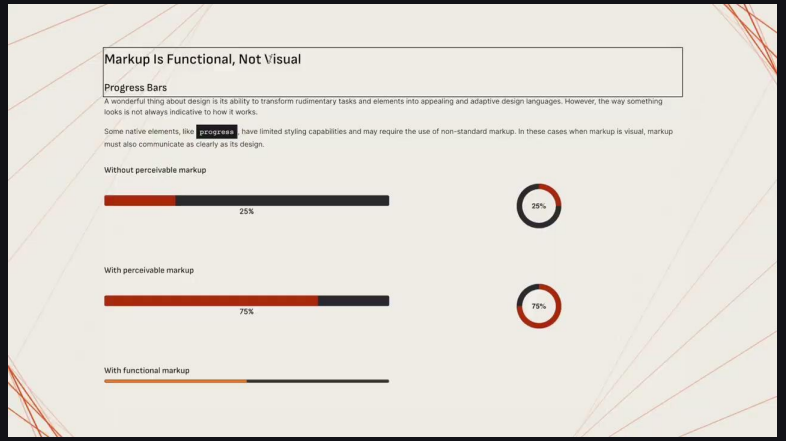
- ➔ Validating the rendered HTML to ensure it can be reliably interpreted by devices
- ➔ Using markup to assign names and roles to non-native elements

The Keys To An Accessibility Mindset

Markup Is Functional

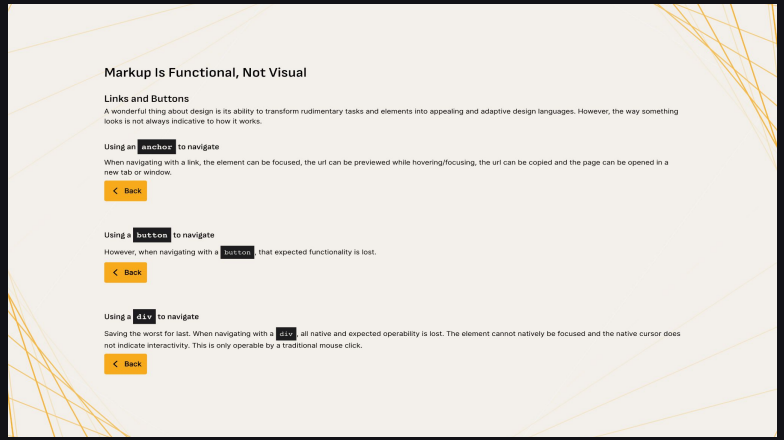
Not Visual





If You Can Do It With A Mouse

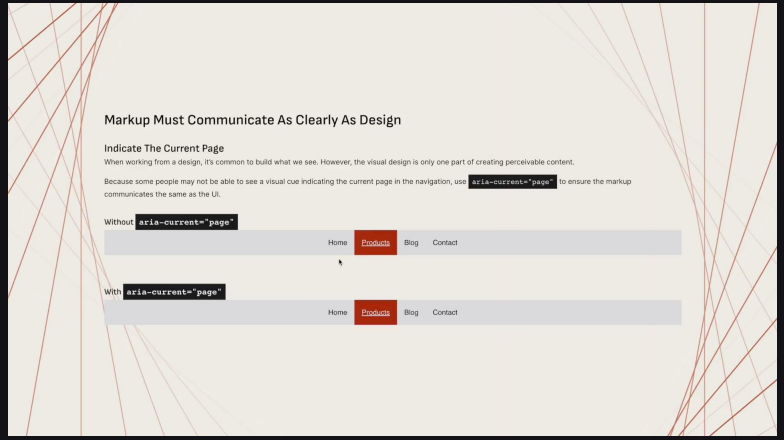
You Can Do It With A Keyboard

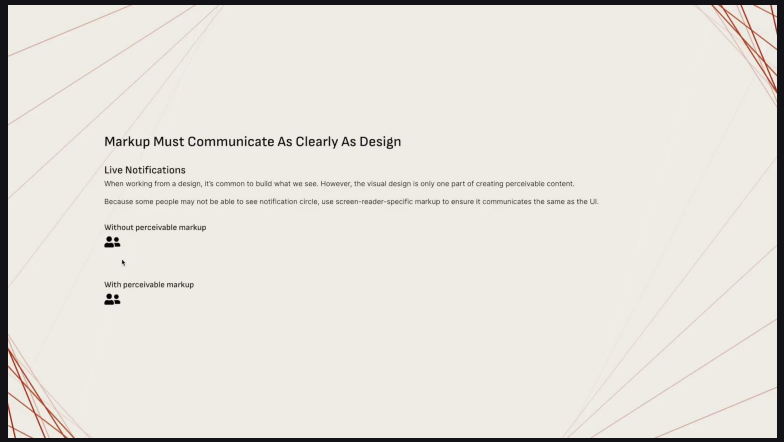


Visit CodePen Demo

Markup Must Communicate

As Clearly As Design





How To Know When Content Needs Perceivable Markup

1. When design visually communicates state

   E.g. Active page, active tab, loading, disabled

2. When information is outside the flow of content

   E.g. Toast message, dialogs, error messages, tooltips

3. When content is dynamic or live

   E.g. Notifications, chat, tabs

4. When recreating standard elements

   E.g. Progress bars, accordions, select menus

Use More Than Color To Indicate State

Recap

Recap

1. Perceivable, Operable, Understandable, Robust
2. Markup Is Functional, Not Visual
3. If A Mouse Can Do It, So Must A Keyboard
4. Markup Must Communicate As Clearly As Design
5. Use More Than Color To Indicate State

Questions & Resources

Resources

- CodePen Demos Collection
- W3 Understanding WCAG 2.2
- W3 Web Accessibility Principles
- Layman’s Accessibility Checklist
- Accessible Error Messaging - Wix
- Microsoft Inclusive Design
- Axe Dev Tools
- Axe VSCode Linter
- A11y Color Contrast Figma Plugin
- Build & Test Accessible Web Apps Course - Marcy Sutton
- Learn Accessibility Course - Carie Fisher
- Practical Accessibility Course - Sara Soueidan

Thank You!

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