# Website Accessibility: Equal Information

# What does it mean?

Having an accessible website means it is designed and developed

so that people with disabilities can access the same information as other users,

as well as be able to contribute to the online community.

Web Accessibility encompasses

disabilities including:

1. auditory
2. cognitive
3. neurological
4. physical
5. speech
6. visual

# Why is it important?

- Information should be accessible to everyone

- Reach a wider customer base

- Increase overall UI/UX, SEO and site speed

- "Access to information and communications technologies, including the Web, is defined as a basic human right in the United Nations Convention on the Rights of Persons with Disabilities"

- Web accessibility is **required by law** in many situations (ADA)

- Web Content Accessibility Guidelines (WCAG) 2.0
  - International Standards
  - Link – WCAG 2.0
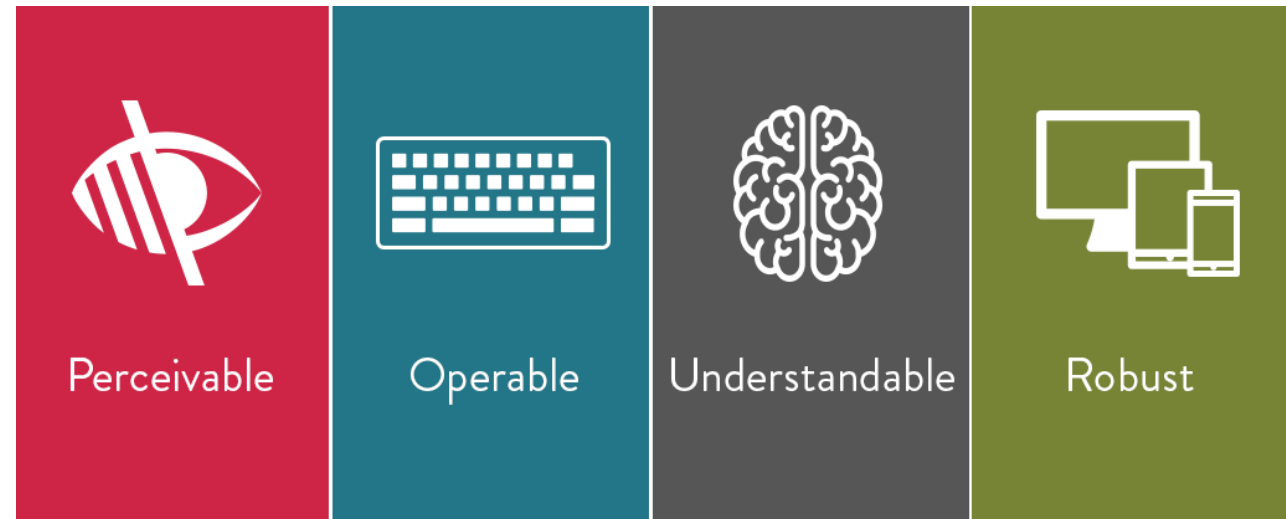  - Link – Summary of WCAG 2.0

# Web Content Accessibility Guidelines (WCAG) 2.0

Last updated: June 5, 2018

WCAG is a tool primarily for your web managers and developers

Guidelines at a Glance:

- Perceivable
- Operable
- Understandable
- Robust



Perceivable | Operable | Understandable | Robust

Mightybytes

# Perceivable

◦ Content presented in multiple ways

◦ Easy to see and hear content

   ◦ Let's talk color contrast

◦ Captions for multimedia

◦ Text alternatives for non-text content

This is some copy with a link and more copy.

This is copy with a **link** that has more contrast.

# Example - Images
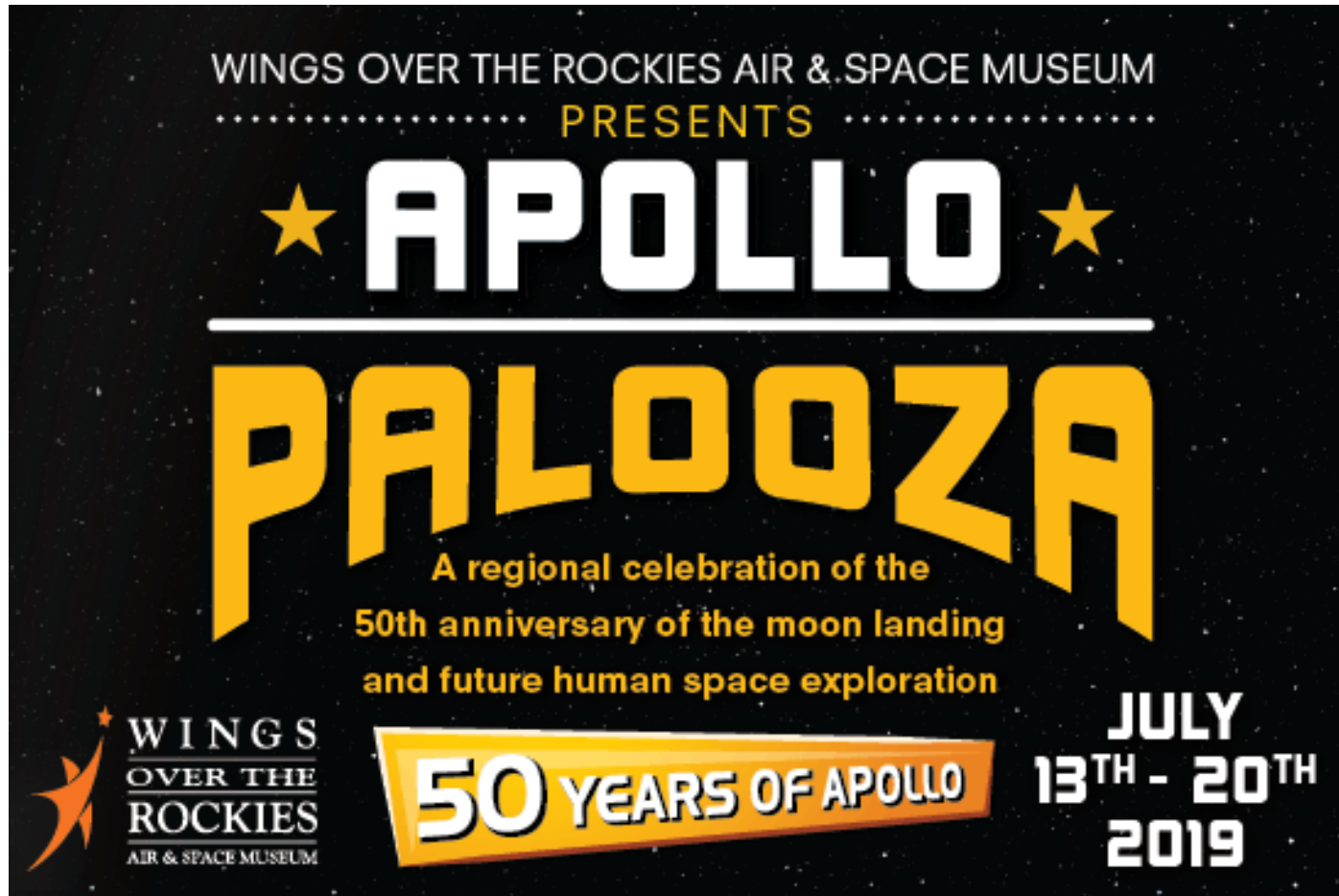
# Example - Images



H1 = "ApolloPalooza"
P = "July 13 through 20 Wings Over the Rockies Air & Space Museum presents ApolloPalooza. Click to learn more!"

Alt txt = "ApolloPalooza July 13 through 20 – click to learn more"
Description="Wings Over the Rockies Air & Space Museum presents ApolloPalooza – image of moon landing"

# Example - Images

# Operable

◦ All functionality from keyboard

◦ Providing enough time for user to read and use content

◦ Do not use content that could cause seizures

◦ Help with navigation and finding content

◦ Make it easy to use inputs other than keyboard

◦ Allow for more time for users who use:

  ◦ Voice recognition
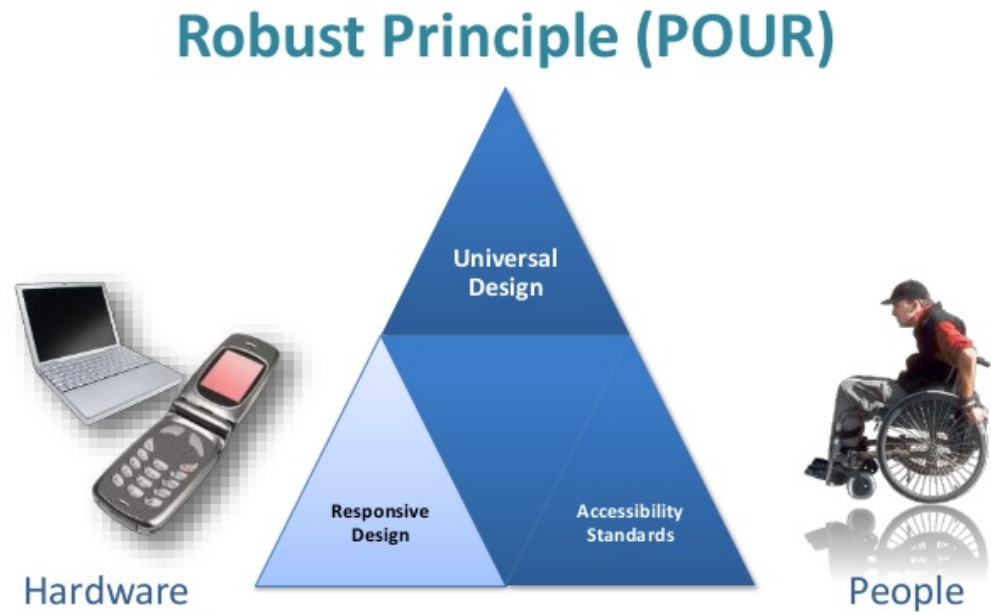
  ◦ Head pointers

  ◦ Switches

  ◦ Mouth sticks

# Understandable

- Make text readable and understandable

  - Avoid hard to read fonts like this one here
  - Use easy to understand language – avoid jargon, think like a journalist!

- Make content appear and operate in predictable ways
  - Go Cancel  Link
    - vs
  - Go Cancel  Link

- Help users avoid and correct mistakes
  - Provide labels and instructions for forms or interactive elements of site

# Robust

Maximize compatibility with current

and future user tools

◦ Mostly technical, staying up to date with HTML, clean code

◦ Labeling and titling elements, attributes, fields, etc.

◦ Accessible APIs (compliant integrations)

◦ Responsive, accessible on different hardware



**Robust Principle (POUR)**

Universal Design

Responsive Design

Accessibility Standards

Hardware

People

**R**obust: Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.

# How do we make our site accessible?

◦ It is best to incorporate accessibility early on in a project or in development
   ◦ Going through a site design? Make sure you or your web designers are aware of accessibility solutions

◦ Bureau of Internet Accessibility – [link](#)
   ◦ Free scan, WCAG audits, testing, legal assistance

◦ Tools that help analyze site + manual changes
   ◦ Siteimprove – [link](#) (free)
   ◦ WAVE – [link](#) (free)
   ◦ Accessibility Developer Tools – [link](#) ($)

◦ Tools that add an accessibility layer on top of site
   ◦ AudioEye – [link](#) ($)

# Siteimprove
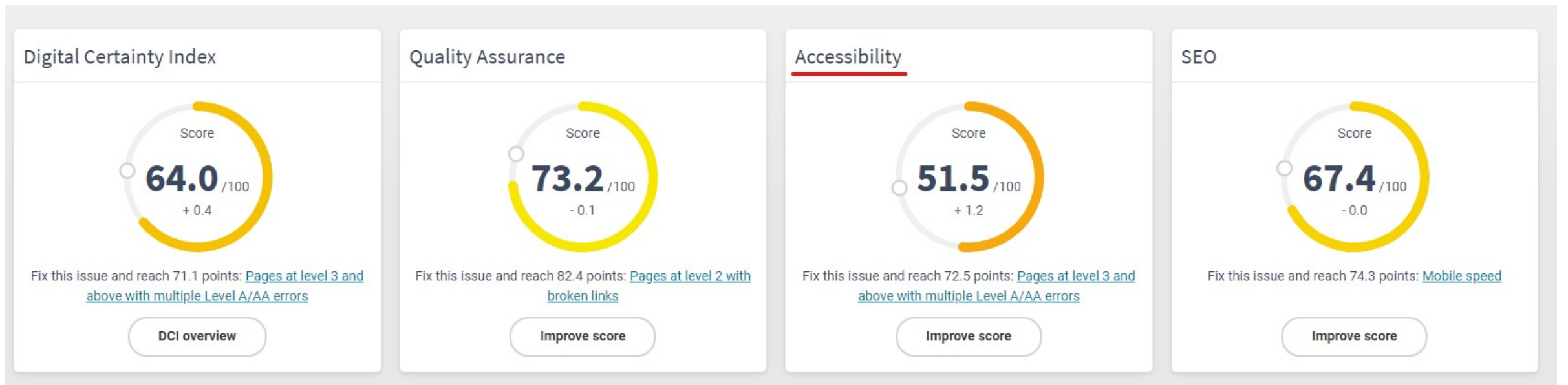
Book a Tour
https://www.denver.org/book-a-tour/offer/private%3a-denvers-history-%26-ghost-a...

Set up a direct link to your CMS    Page Inspector

QA    **Accessibility**    SEO    Policy

Show page content    Show HTML    Enable CSS    Disable CSS    Enable JavaScript    Disable JavaScript

Last checked: 7/28/2019 1:25 PM

**Input field has no description**

**Decision for this issue**
No decision taken

**A** 1.3.1 Info and Relationships

Description of this issue:
Input fields should always have a description that is explicitly associated with the field to make sure that users of assistive technologies will also know what the field is for.

How to fix it:
If the input field has a visible description indicating the purpose of the field, this description should be explicitly associated to the input field either as a HTML label or using the WAI-ARIA attribute 'aria-labelledby'.

If it is not possible to add a visible description, either add a mouseover text ('title' attribute) to the input field or create an invisible label using the WAI-ARIA attribute 'aria-label'.

Select occurrences

Showing 4 of 4 occurrences

**Occurrences on this page**    **4**

`<input>` *Empty*

**Nested within ❓**
Highlighted element on page

**Highlight in**
👁 Page content    `</>` HTML

`<input>` *Empty*

Denver, CO

From

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To

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# AudioEye

AudioEye is a add-on tool where the user can customize their web experience to fit their needs.

"Usability is how AudioEye exceeds the requirements.

Inclusivity is how we level the playing field.

Leveraging our technology is how we make digital content more accessible,

and more usable, for more people."

Live AudioEye Example - link

# AudioEye (cont.)

VISIT DENVER has recently implemented AudioEye and is going through the verification process to receive the AudioEye Trusted Certification and have access to the suite of tools.

Pros
- A tool like AudioEye requires minimal work and changes to the site
- Gives customizable options for different types of users (such as dyslexic font)

Cons
- Overlay tools do not make changes to actual code, code is what needs to be accessible
  - "99% of users with disabilities already have their own tools that work off the code" - BoIA
- Won't address 3rd party plug-ins and integrations

# Time to Get Started!

◦ Use a scan tool to see how your site currently ranks

◦ Check your apps, emails, other digital tools

◦ Start documenting accessibility efforts

◦ Showcase your accessibility

   ◦ Google My Business & website

◦ Look at overall usability (content organization, navigation, etc.)

◦ Ask the community! Get involved!

◦ Keep learning, evolving digital products

# Questions?                    Resources:

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Tips for:
    Designing
    Writing
    Developing

Examples:
    Chevrolet
    Olympics
    Apple