

DOES WEB ACCESSIBILITY HAVE A MARKETING ISSUE?



Manuel Cheța

Senior Software Engineer & Web Accessibility Champion

WHAT, WHY, WHO, HOW

1. Web accessibility and spherical chickens
2. Disability and the euphemism treadmill
3. YOU
4. Marketing web accessibility

1

WEB ACCESSIBILITY

and spherical chickens

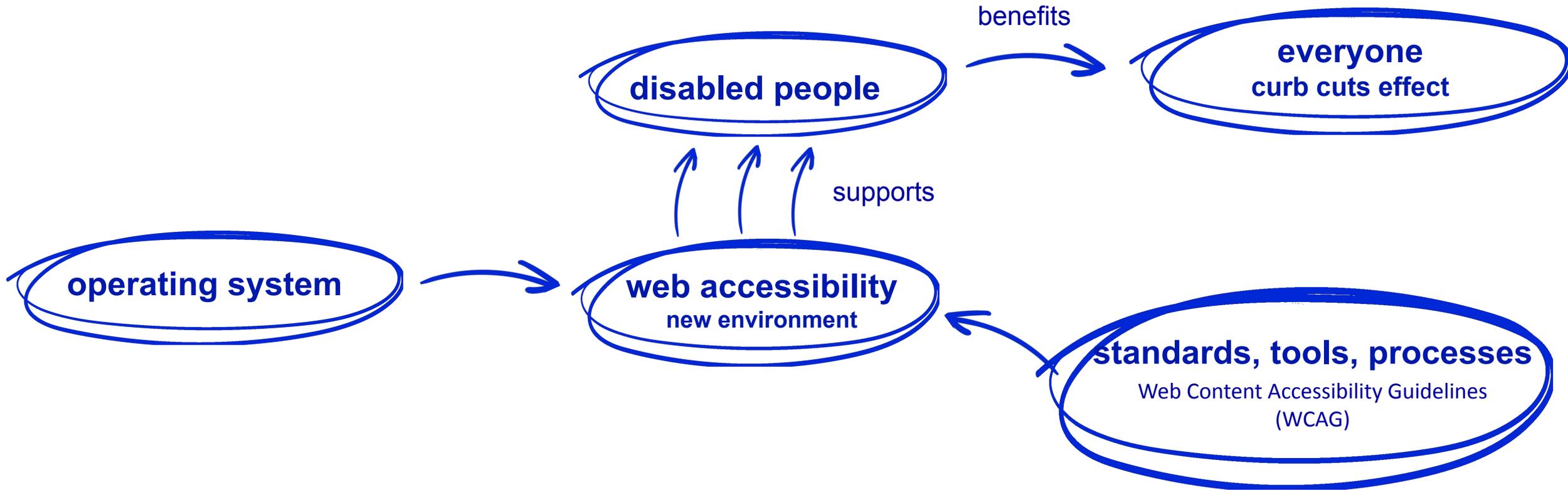
WEB ACCESSIBILITY AND SPHERICAL CHICKENS



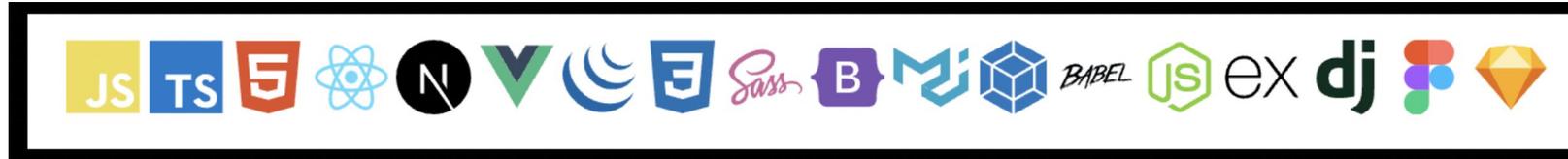
the farmer
&
the physicist



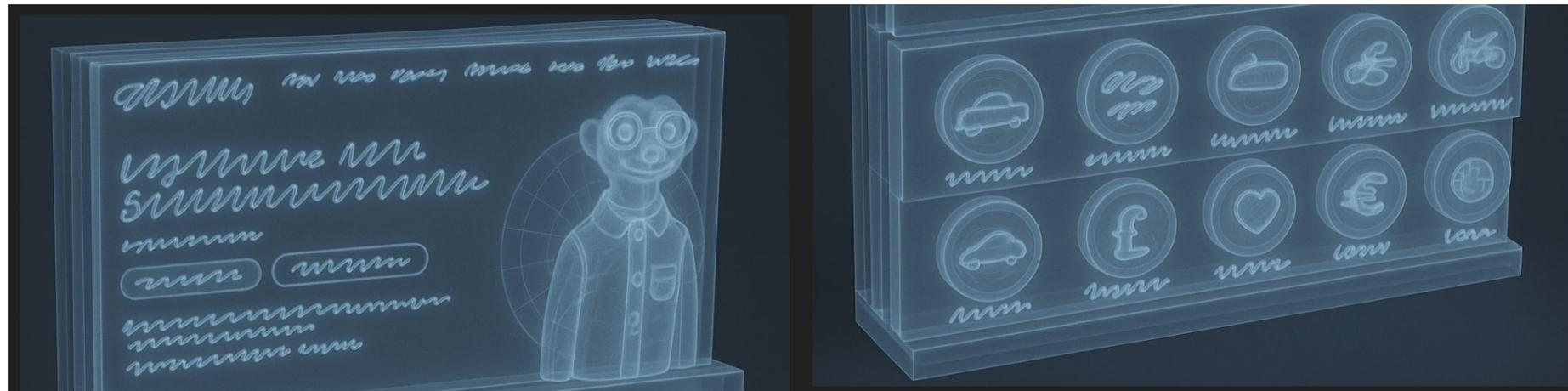
WEB ACCESSIBILITY AND SPHERICAL CHICKENS



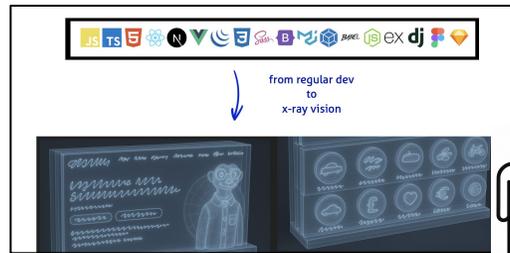
WEB ACCESSIBILITY AND SPHERICAL CHICKENS



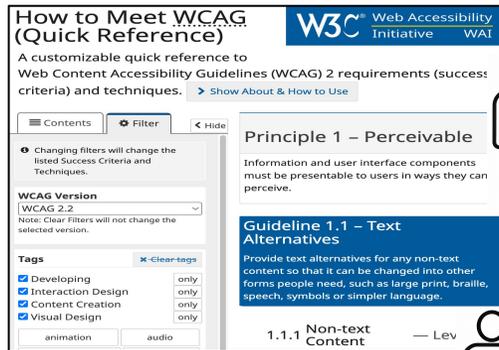
from regular developer
to
x-ray developer



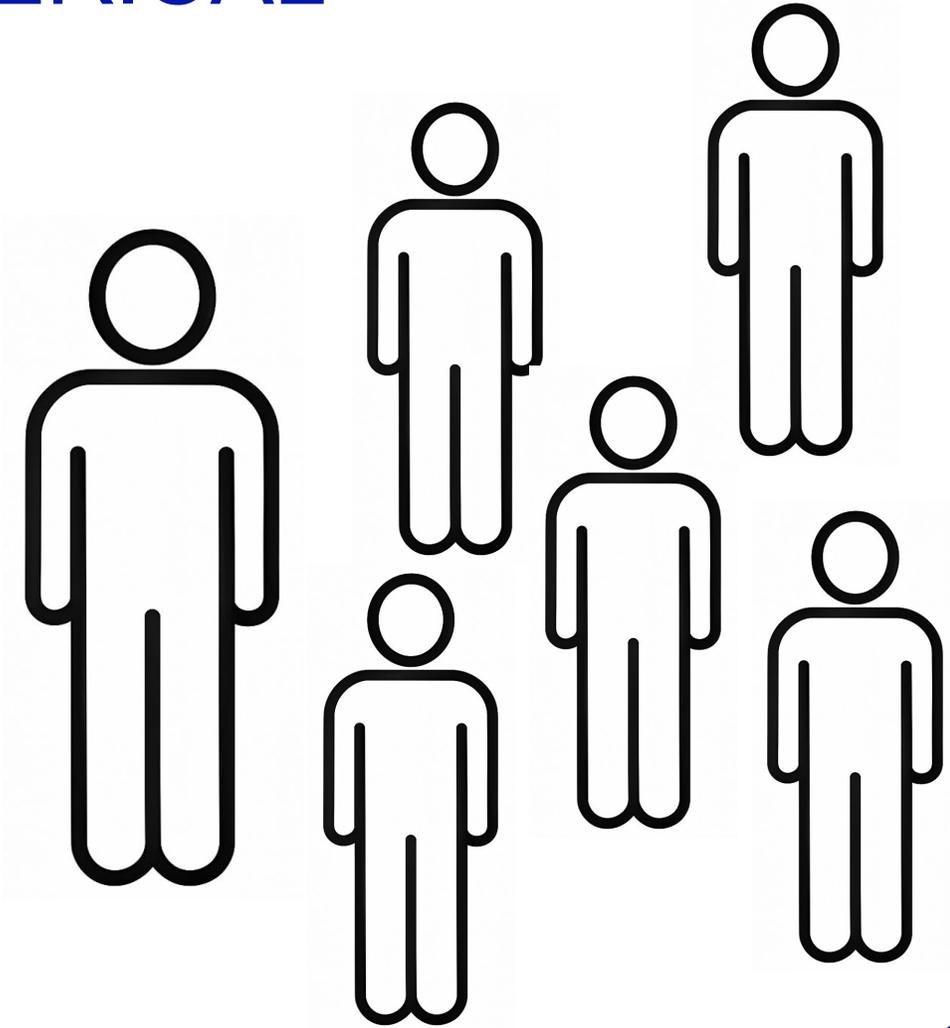
WEB ACCESSIBILITY AND SPHERICAL CHICKENS



- Create websites accessible for disabled people
- Helps everyone, NOT just disabled people
- Processes, tools, standards, laws, best practices
- Extension of OS accessibility, affordance
- Opinion: will be added in Google Ranking



by humans for humans

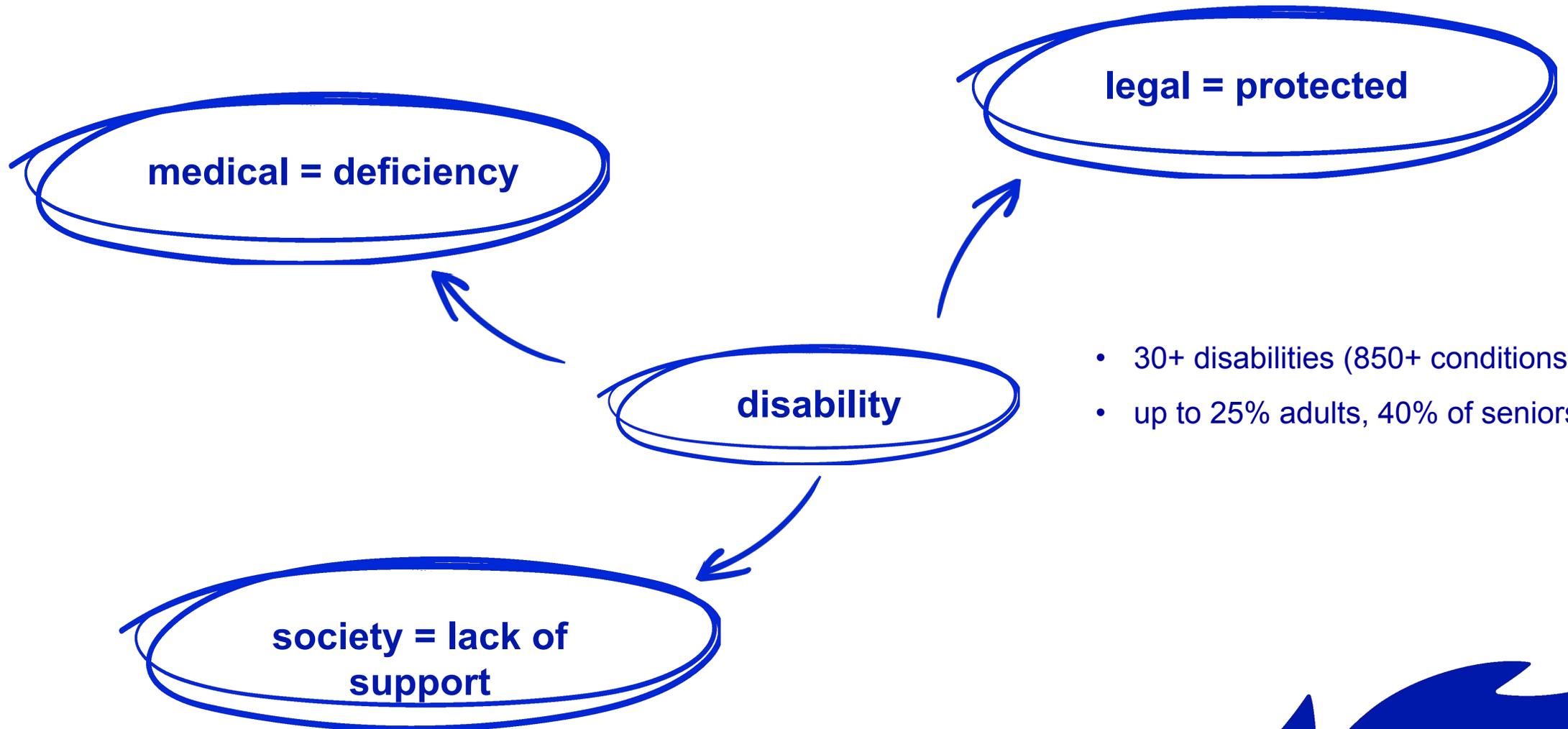


2

DISABILITY

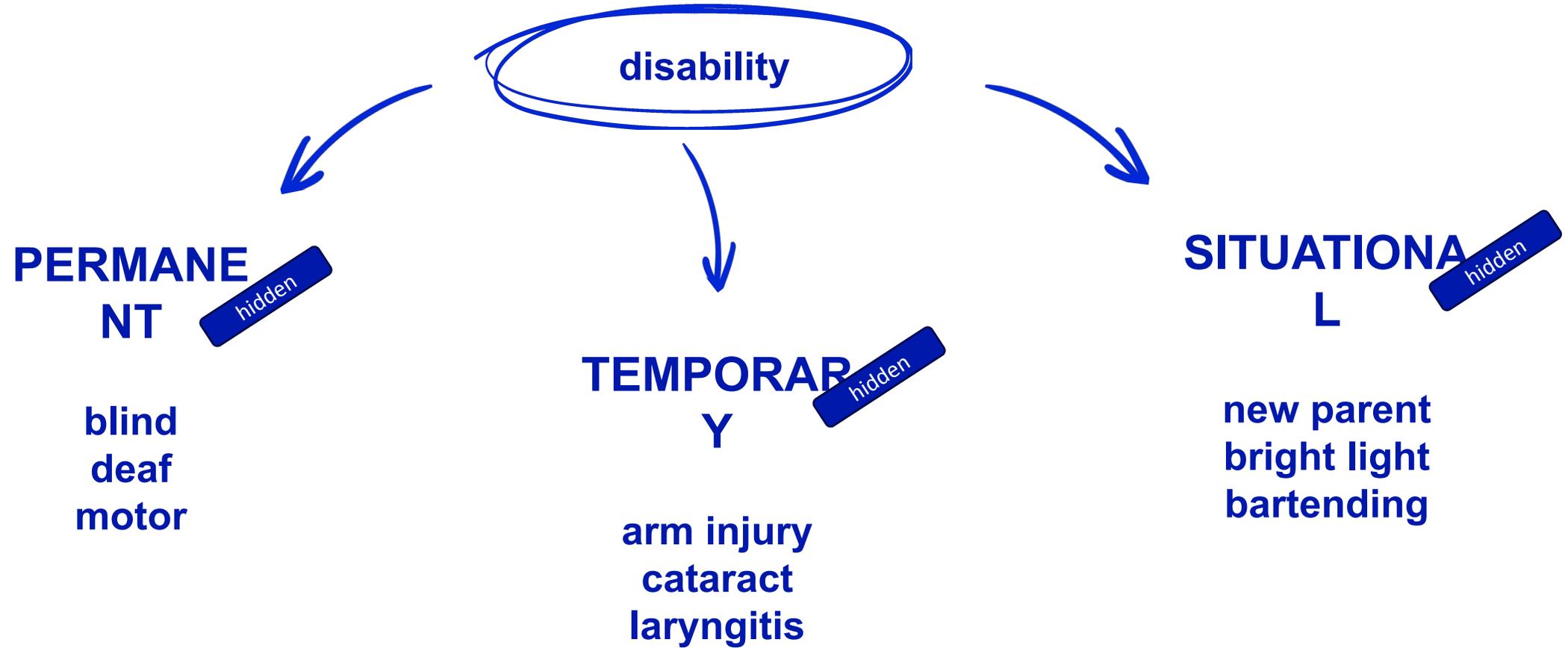
and the euphemism treadmill

DISABILITY

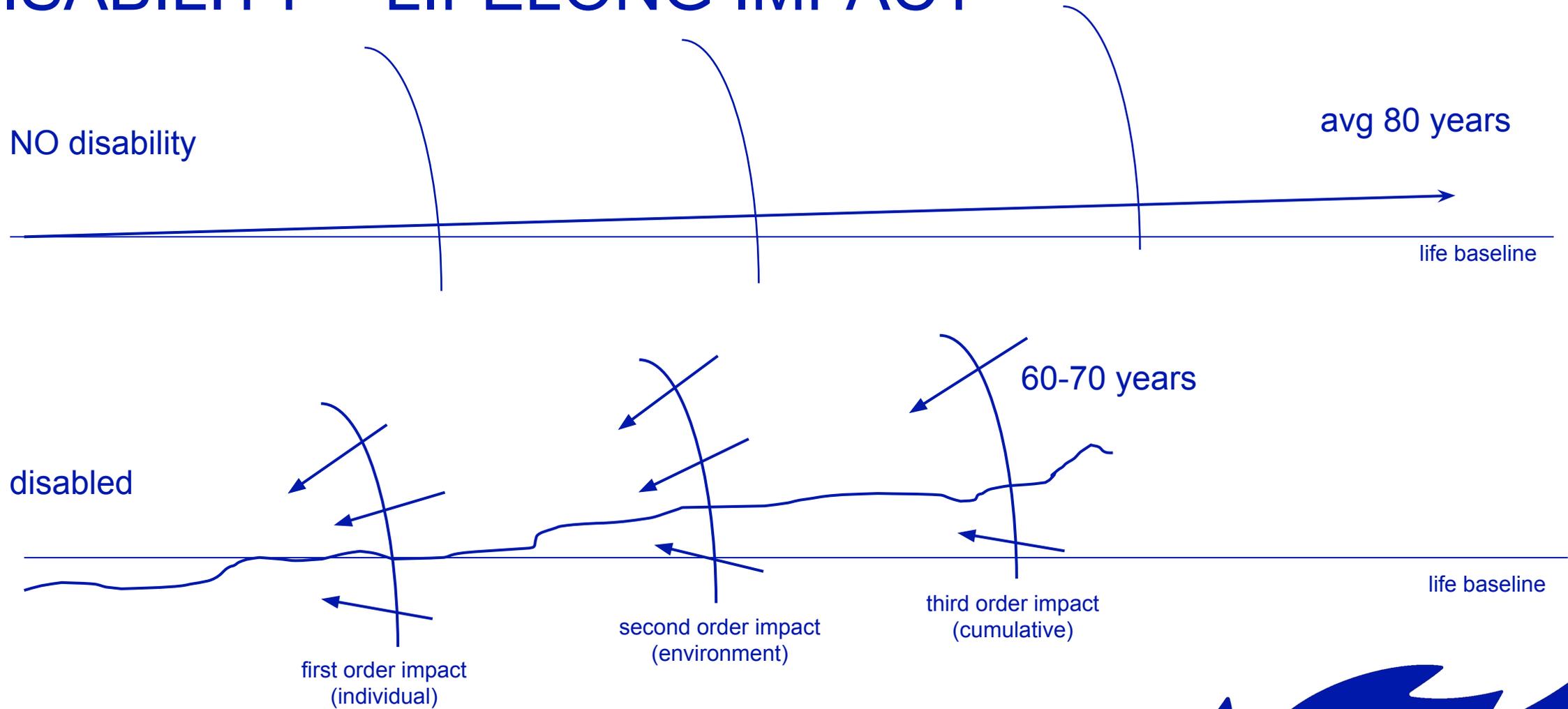


- 30+ disabilities (850+ conditions)
- up to 25% adults, 40% of seniors

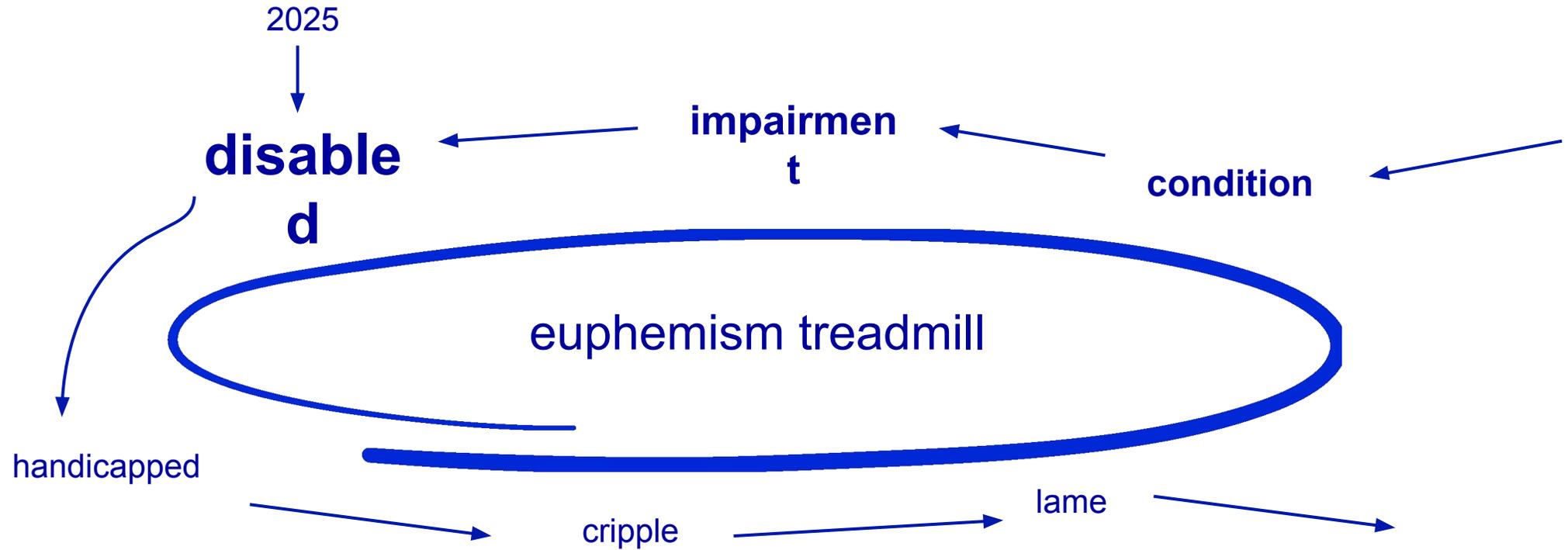
DISABILITY



DISABILITY – LIFELONG IMPACT

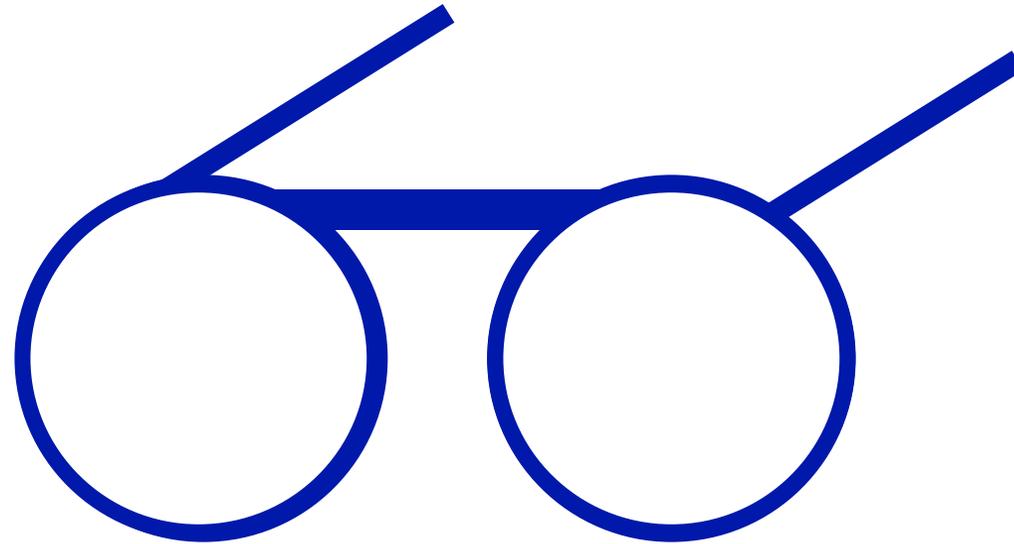


DISABILITY



DISABILITY – SOCIETY CHANGES - GLASSES

disability
or
NOT?



awareness, acceptance, allyship

3

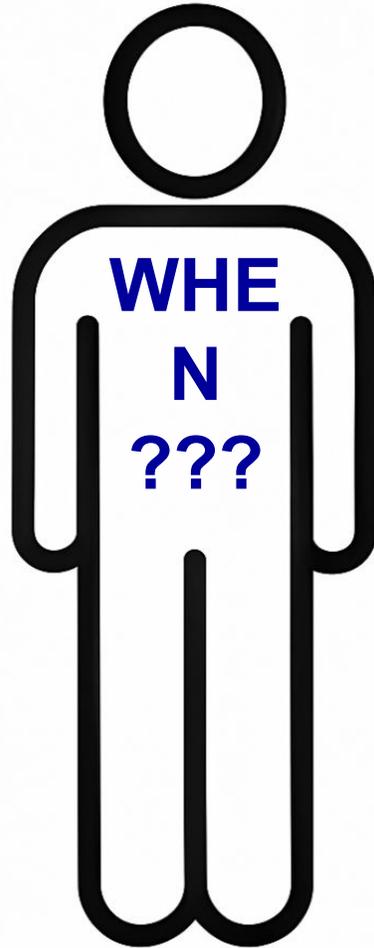


YOU

It's all about YOU

YOU & DISABILITY

~~IF~~



- WHAT IF you may have a hidden disability?
- autism in UK:
 - children - 1 in 30
 - adults - 1 in 600 (20x less)

4

MARKETING WEB ACCESSIBILITY

Practical steps

MARKETING WEB ACCESSIBILITY – AXIS MUNDI

WHO

core skilled persons
first followers
accessibility
champions

WHERE

web accessibility
guild
documents space
a11y newsletter

HOW

open
supportive

accessibility
centre of
universe

FUEL

autonomy
mastery
purpose

WHEN

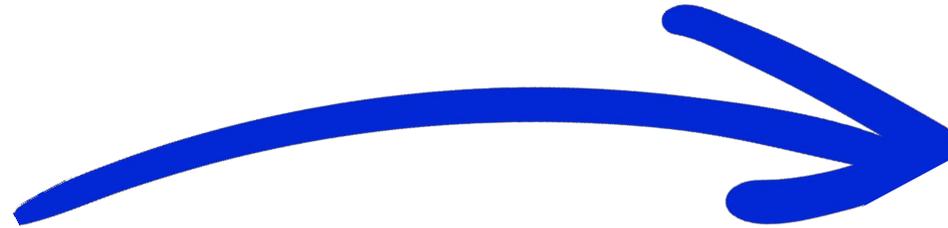
ad-hoc chat
messages
workshops
special events

MARKETING WEB ACCESSIBILITY – PROCESS PRINCIPLES

local > global

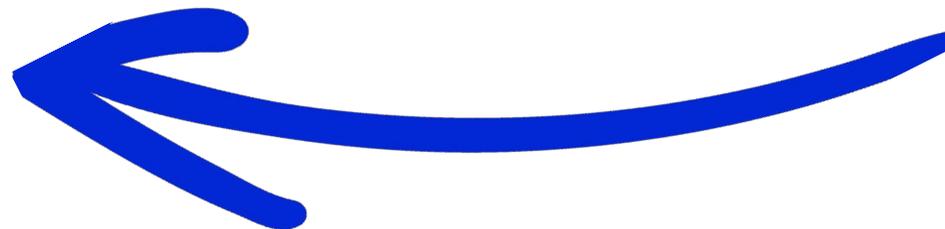
progress > perfection

permissionless +
frictionless

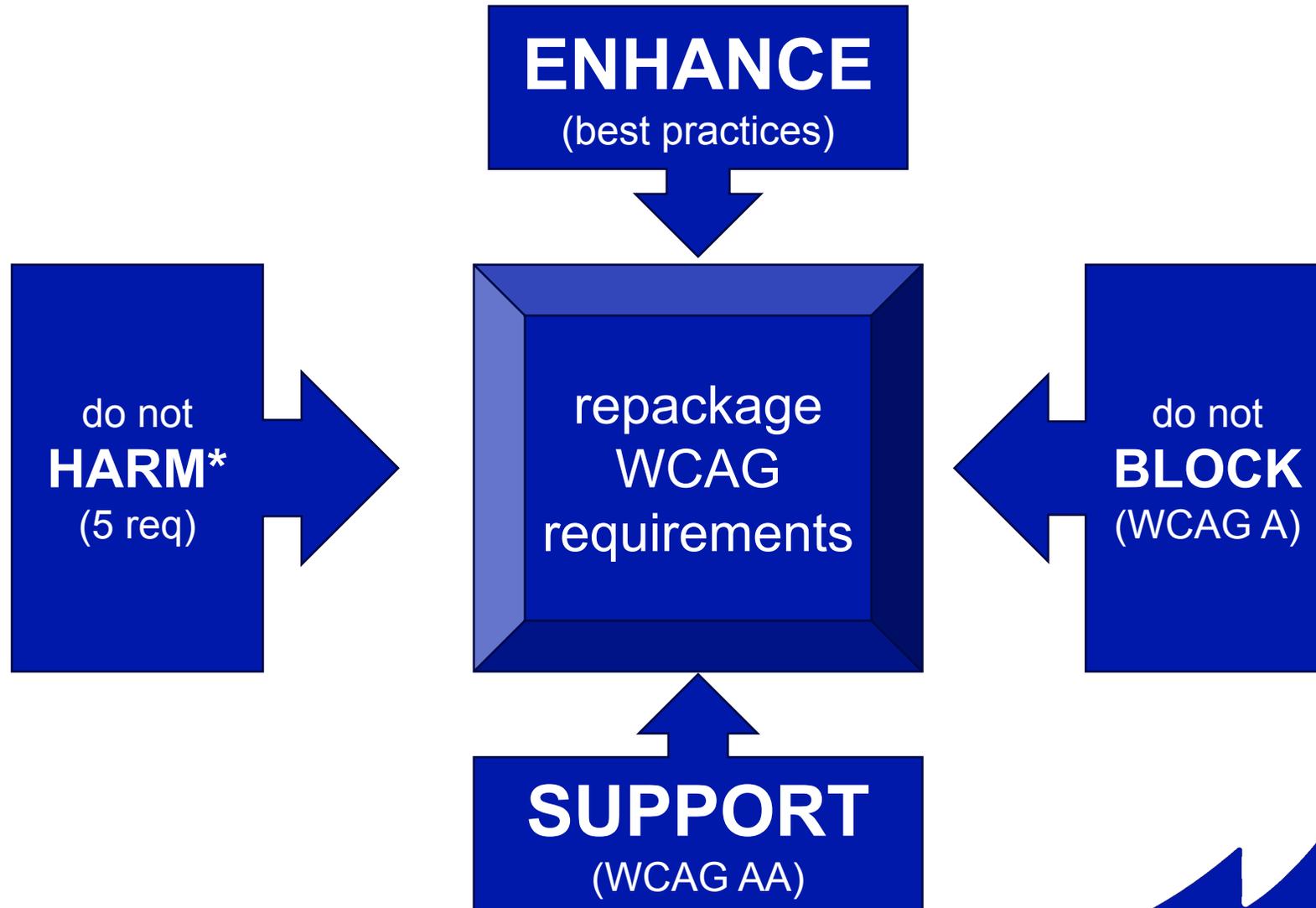


success

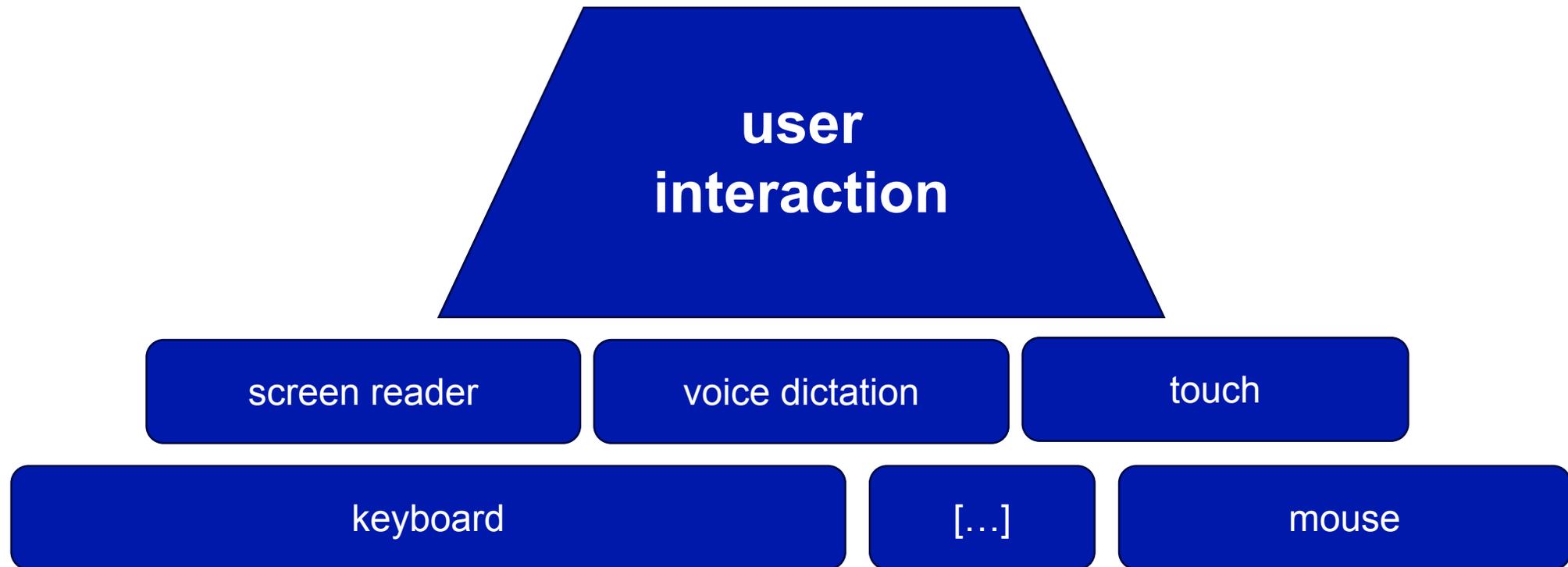
step changes



MARKETING WEB ACCESSIBILITY - REQUIREMENTS



MARKETING WEB ACCESSIBILITY - TRAINING



MARKETING WEB ACCESSIBILITY – SHALLOW AUDIT

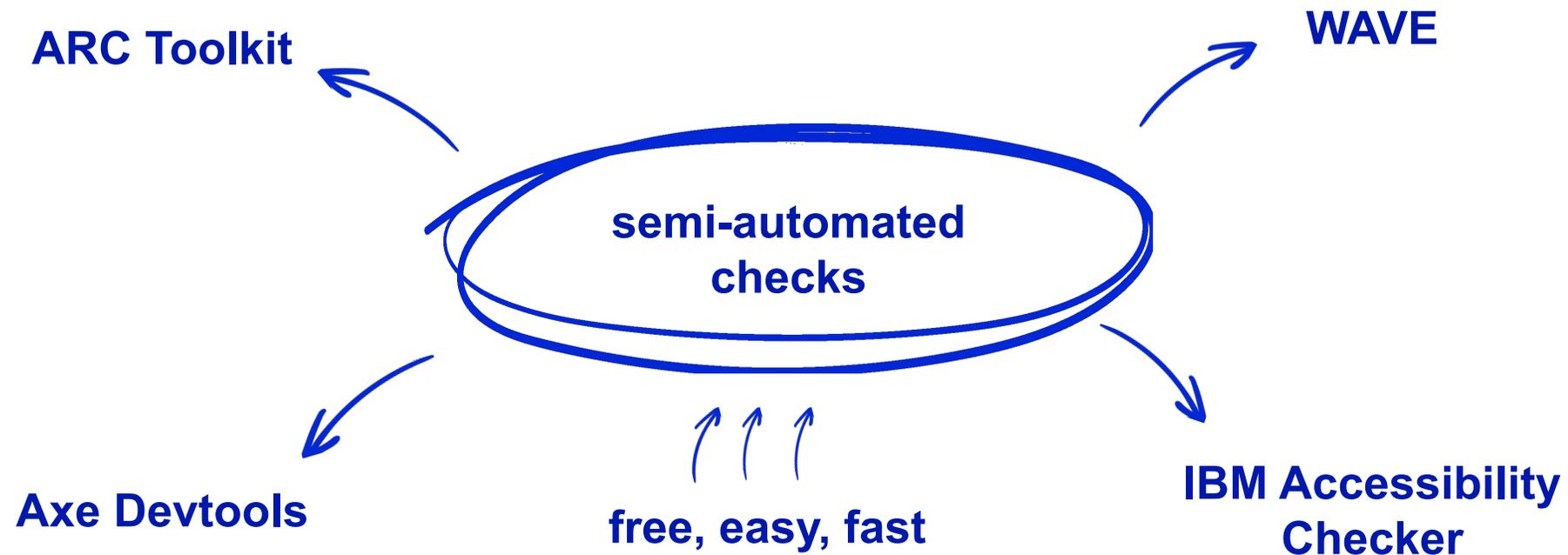
WHAT

- internal testing
- basic checks
- detect low hanging fruits
- does NOT preclude full audit

CONTENTS

1. URL + screenshot
2. do not HARM checks
3. keyboard checks
4. mouse
5. screen reader
6. voice dictation
7. touch
8. extensions, semi-automatic check:
 1. Wave,
 2. Axe Devtools
 3. ARC Toolkit,
 4. IBM Accessibility Checker

MARKETING WEB ACCESSIBILITY - PROVIDERS



MARKETING WEB ACCESSIBILITY - STEPS

1. Locate accessibility allies
2. Choose leader
3. Send leader to obtain WAS certificate
4. Setup axis mundi
5. Define roles and allow champions to take them on
6. Document requirements, principles, training, testing
7. Locate accessibility champions
8. Locate first follower
9. Raise accessibility issues with EVERY occasion (dev, UX)
10. Reach out to other departments on ad-hoc basis (social foraging)
11. Perform shallow audits often and speak about them
12. Start small, maintain regular contact, never stop the workshops
13. Workshops: weekly, component testing, WCAG discussions
14. Use personal development and tech debt time to learn more
15. Celebrate successes along the way
16. Redo steps 9 – 15 until the end of time!

RESOURCES

- Definition of disability:
<https://www.nhs.uk/social-care-and-support/money-work-and-benefits/work-and-disability/> and
<https://www.gov.uk/definition-of-disability-under-equality-act-2010>
- List of conditions <https://www.nhs.uk/conditions/>
- Euphemism treadmill: <https://www.youtube.com/watch?v=xESV8CdUgOo>
- Inclusive language Gov UK:
<https://www.gov.uk/government/publications/inclusive-communication/inclusive-language-words-to-use-and-avoid-when-writing-about-disability>
- Augmentations as our new medium: Concerning Communication, Dr. Lance Slate
<https://www.amazon.co.uk/Concerning-Communication-Quests-Excursions-Lifeworld/dp/1970164204>

RESOURCES (CONTINUED)

- Social foraging <https://www.youtube.com/watch?v=C9Ncsq0j-jU>
- do not HARM requirements: 1.4.2 Audio Control, 2.1.2 No Keyboard Trap, 2.2.2 Pause, Stop, Hide, 2.3.1 Three Flashes or Below Threshold, 2.3.3 Animation from Interactions (failure to meet these interferes with any use of the page <https://www.w3.org/TR/WCAG22/#cc5>)