DOES WEB ACCESSIBILITY HAVE A MARKETING ISSUE?

Manuel Cheța

Senior Software Engineer & Web Accessibility Champion

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WHAT, WHY, WHO, HOW

1. Web accessibility and spherical chickens

2. Disability and the euphemism treadmill

3. YOU

4. Marketing web accessibility

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1 | WEB ACCESSIBILITY

and spherical chickens

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WEB ACCESSIBILITY AND SPHERICAL CHICKENS

the farmer
&
the physicist

web accessibility

our daily experience

WEB ACCESSIBILITY AND SPHERICAL CHICKENS

benefits

disabled people

everyone
curb cuts effect

supports

operating system

web accessibility
new environment

standards, tools, processes
Web Content Accessibility Guidelines
(WCAG)

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WEB ACCESSIBILITY AND SPHERICAL CHICKENS

from regular developer
to
x-ray developer

WEB ACCESSIBILITY AND SPHERICAL CHICKENS

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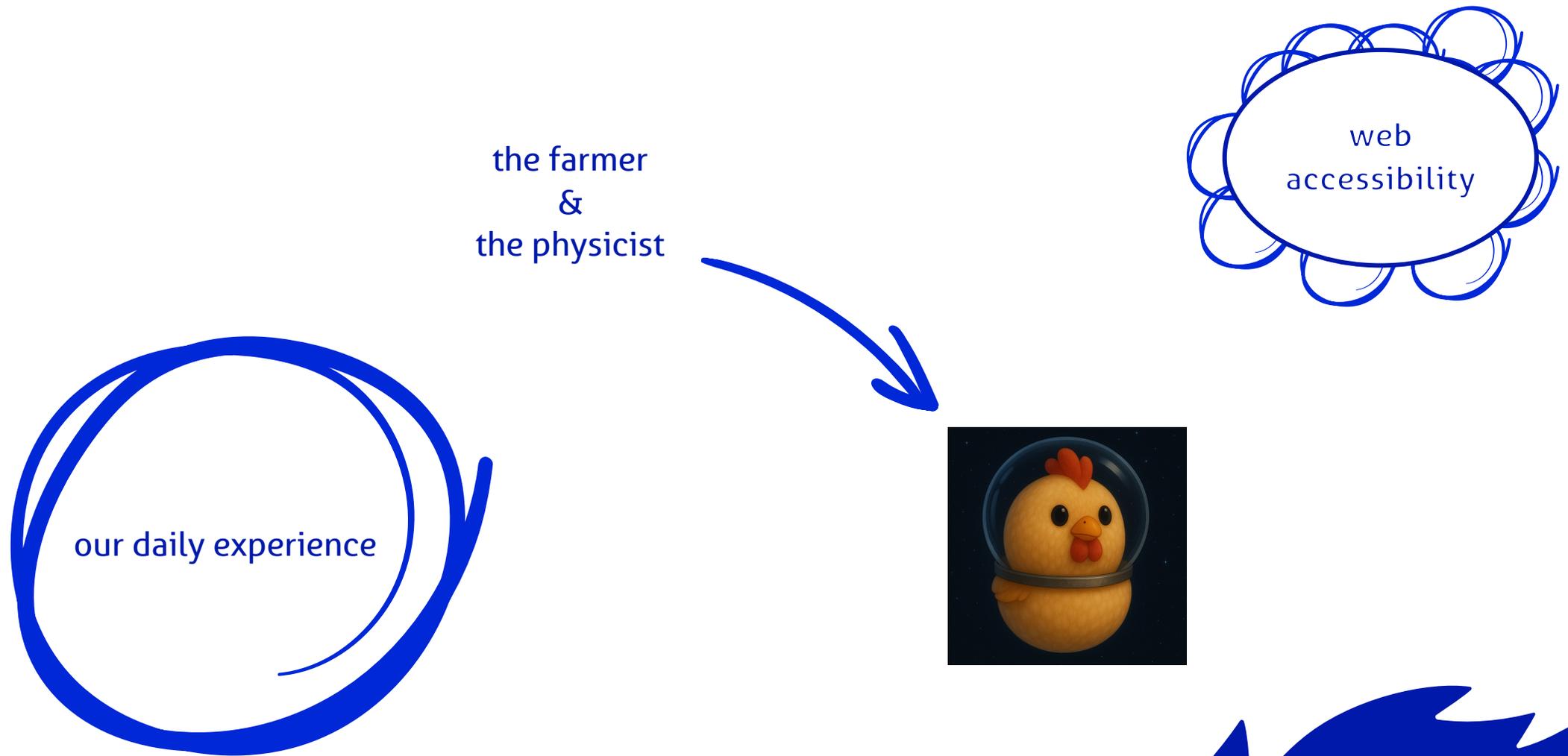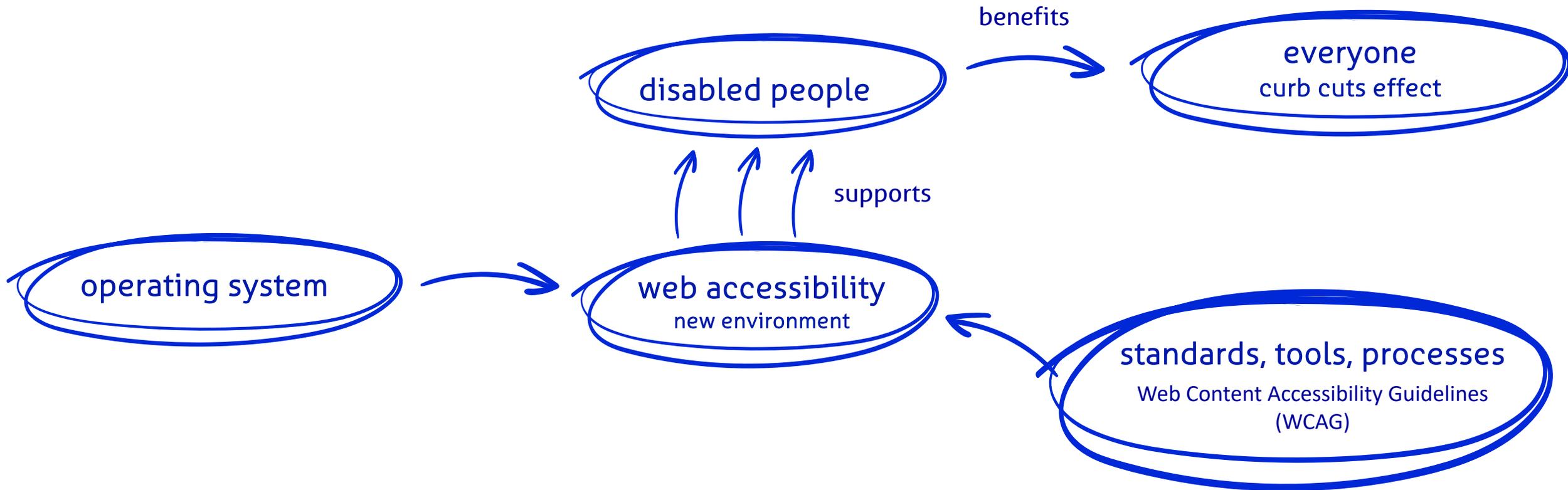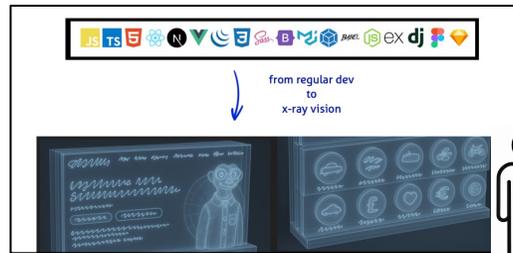
- Create websites accessible for disabled people
- Helps everyone, NOT just disabled people
- Processes, tools, standards, laws, best practices
- Extension of OS accessibility, affordance
- Opinion: will be added in Google Ranking

How to Meet WCAG (Quick Reference)

A customizable quick reference to Web Content Accessibility Guidelines (WCAG) 2 requirements (success criteria) and techniques. ▶ Show About & How to Use

☰ Contents   ⚙ Filter   ◁ Hide

ⓘ Changing filters will change the listed Success Criteria and Techniques.

WCAG Version
WCAG 2.2
Note: Clear Filters will not change the selected version.

Tags   ✖ Clear tags
☑ Developing   only
☑ Interaction Design   only
☑ Content Creation   only
☑ Visual Design   only

| animation | audio |

Principle 1 – Perceivable

Information and user interface components must be presentable to users in ways they can perceive.

Guideline 1.1 – Text Alternatives

Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.

1.1.1 Non-text Content   — Lev

W3C® Web Accessibility Initiative WAI

by
humans
for
humans

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2 DISABILITY

and the euphemism treadmill

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DISABILITY

medical = deficiency

legal = protected

disability

society = lack of support

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

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DISABILITY

disability

PERMANENT

hidden

blind
deaf
motor

TEMPORARY

hidden

arm injury
cataract
laryngitis

SITUATIONAL

hidden

new parent
bright light
bartending

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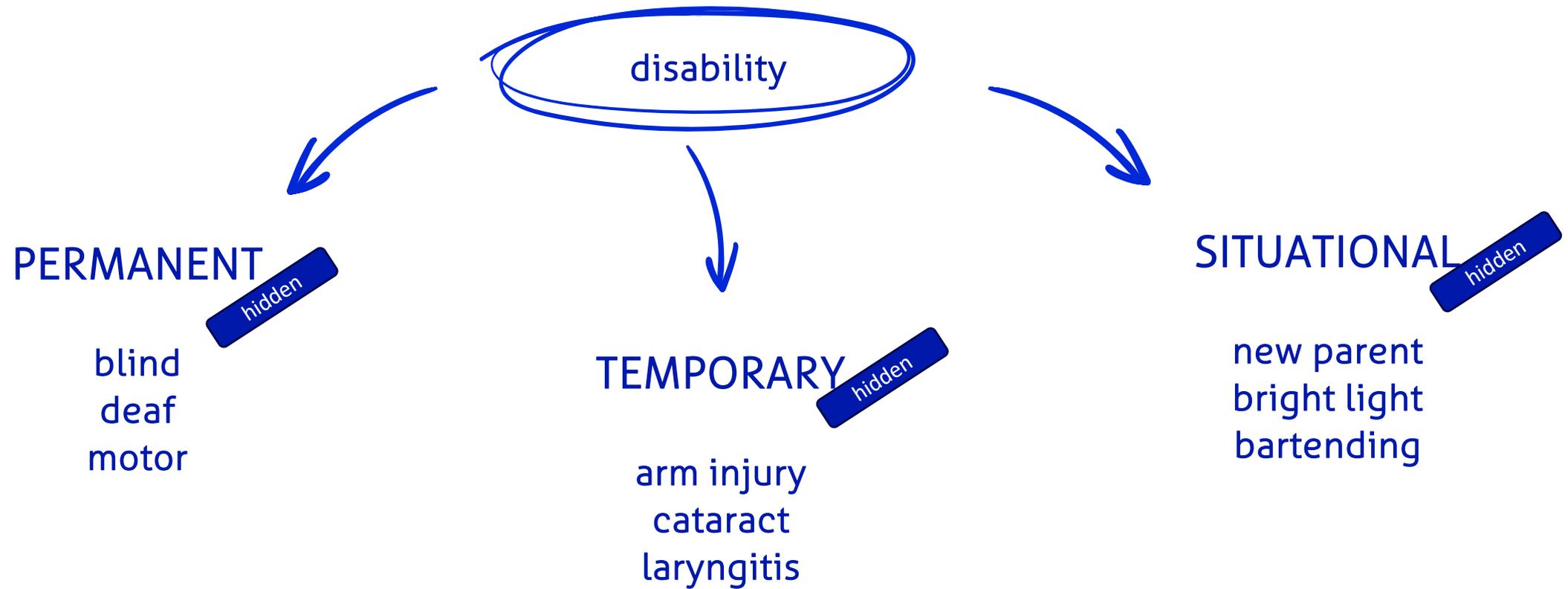
DISABILITY – LIFELONG IMPACT

NO disability

avg 80 years

life baseline

disabled

60-70 years

life baseline

first order impact
(individual)

second order impact
(environment)

third order impact
(cumulative)

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DISABILITY

2025

disabled

impairment

condition

euphemism treadmill

handicapped

cripple

lame
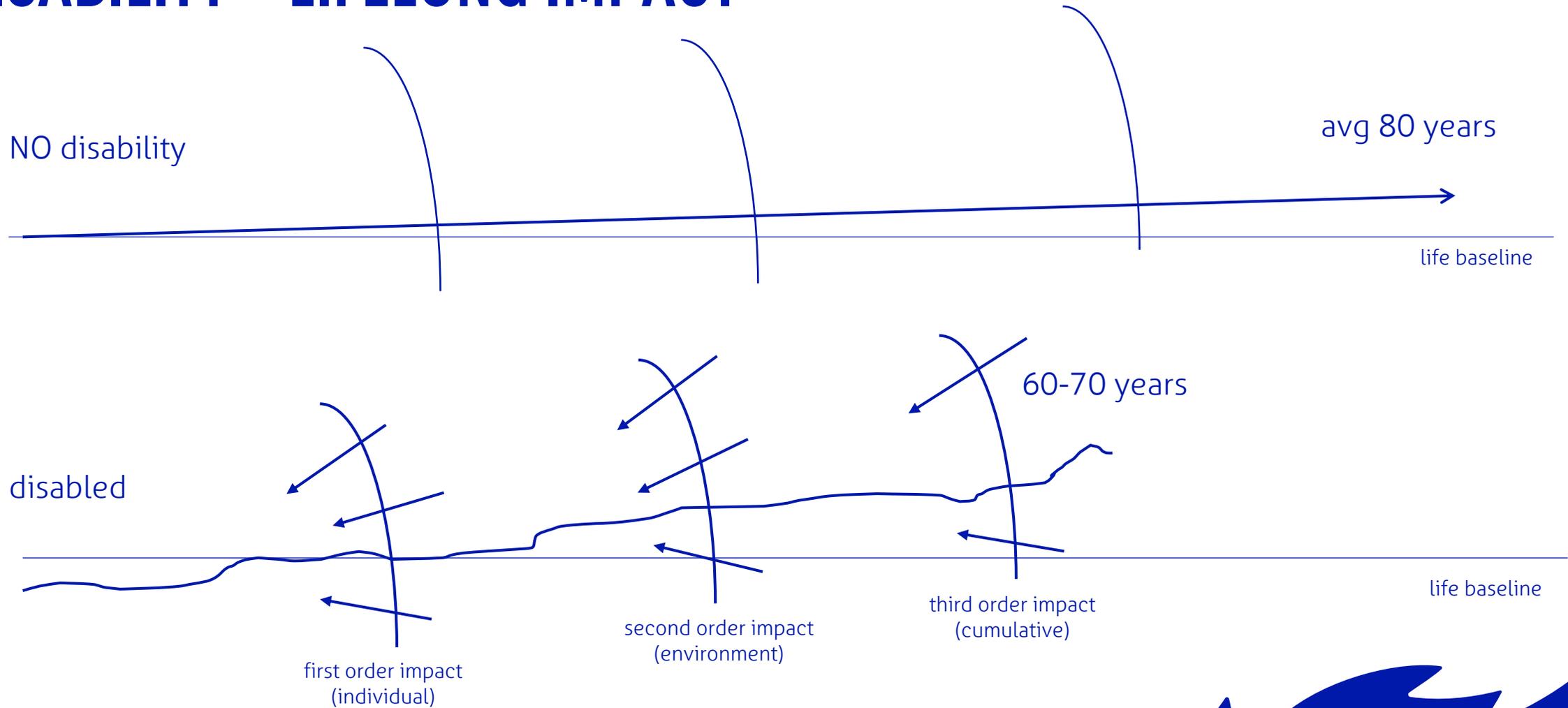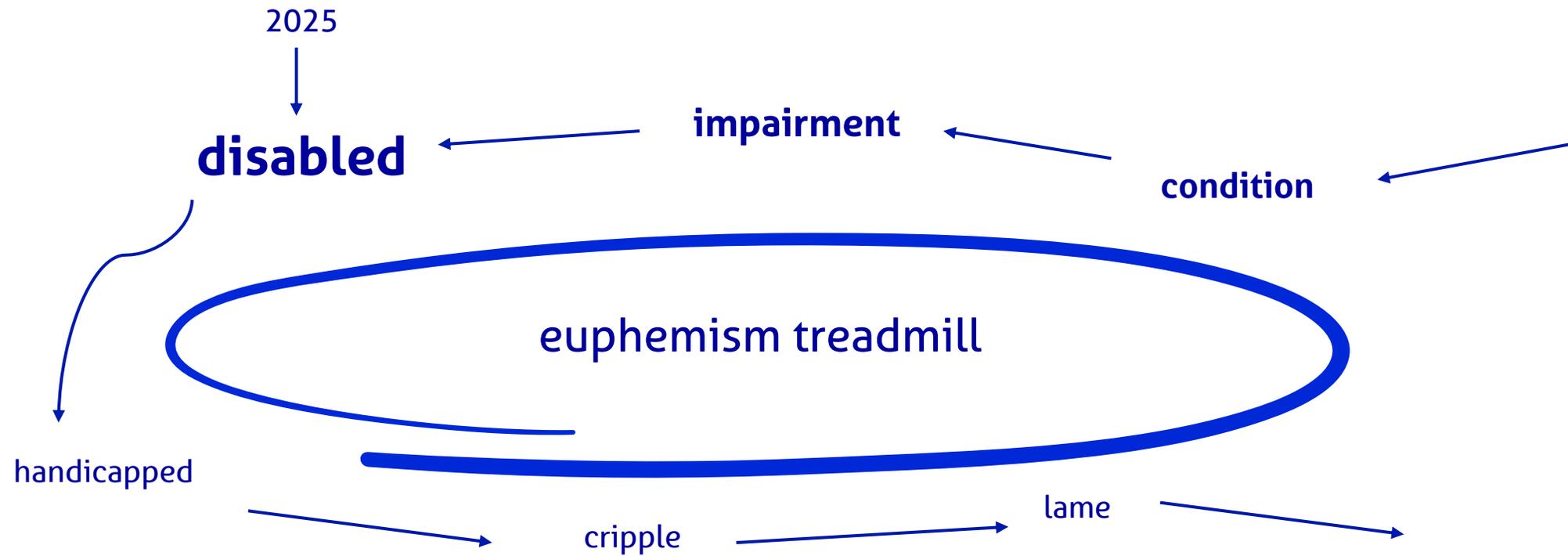
DISABILITY – SOCIETY CHANGES - GLASSES

disability

or

NOT?
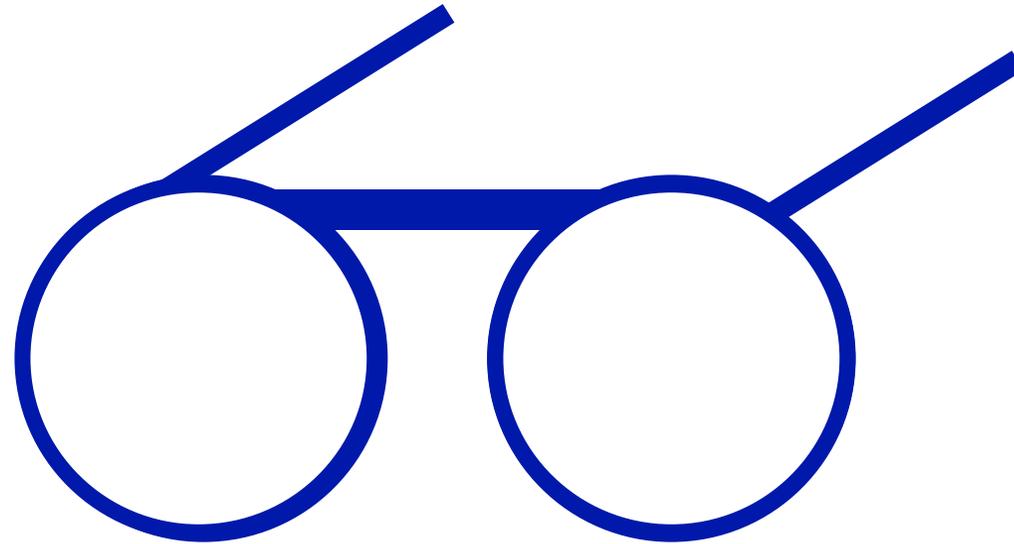
awareness, acceptance, allyship

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3

YOU

It's all about YOU

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YOU & DISABILITY

IF

WHEN
???
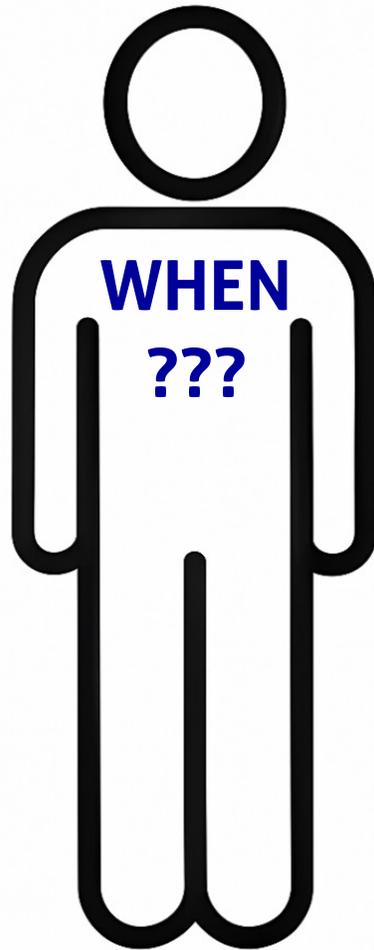
- WHAT IF you may have a hidden disability?

- autism in UK:

  - children   - 1 in 30

  - adults   - 1 in 600 (20x less)

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4 | MARKETING WEB ACCESSIBILITY

Practical steps

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MARKETING WEB ACCESSIBILITY – AXIS MUNDI

WHO

core skilled persons
first followers
accessibility champions

WHERE

web accessibility guild
documents space
a11y newsletter

accessibility
centre of universe

HOW

open
supportive

FUEL

autonomy
mastery
purpose

WHEN

ad-hoc chat messages
workshops
special events

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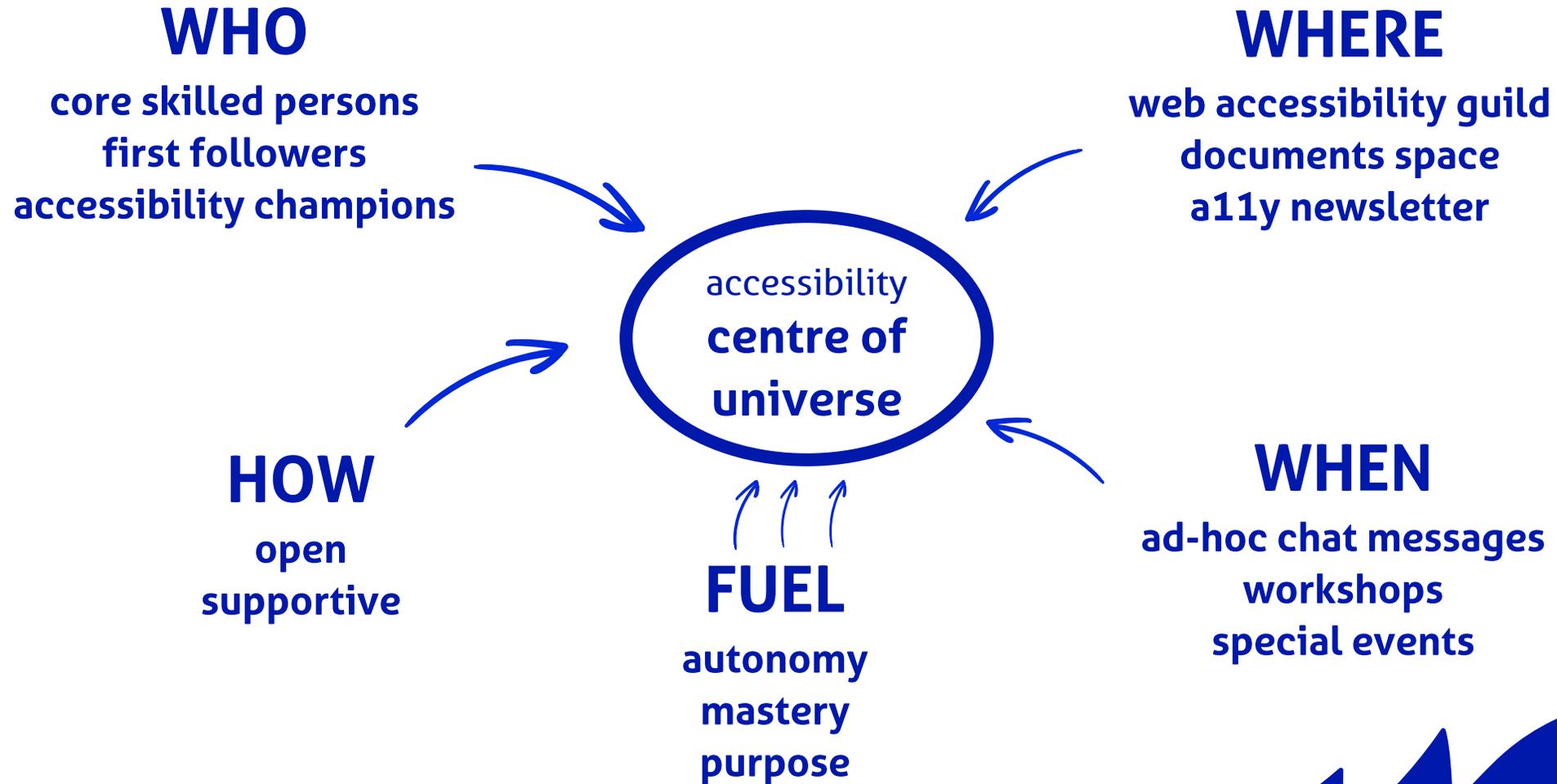
MARKETING WEB ACCESSIBILITY – PROCESS PRINCIPLES

local > global

progress > perfection

permisionless + frictionless
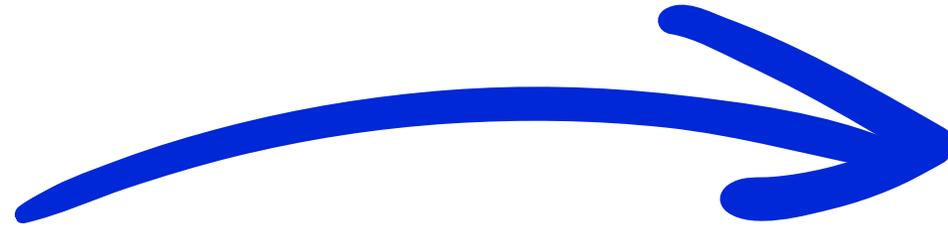
success

step changes

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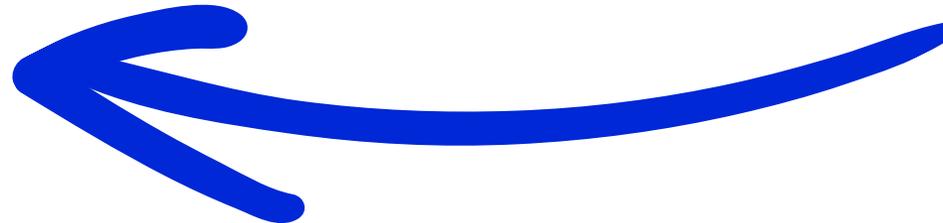
MARKETING WEB ACCESSIBILITY - REQUIREMENTS

ENHANCE
(best practices)

do not
HARM*
(5 req)

repackage
WCAG
requirements

do not
BLOCK
(WCAG A)

SUPPORT
(WCAG AA)

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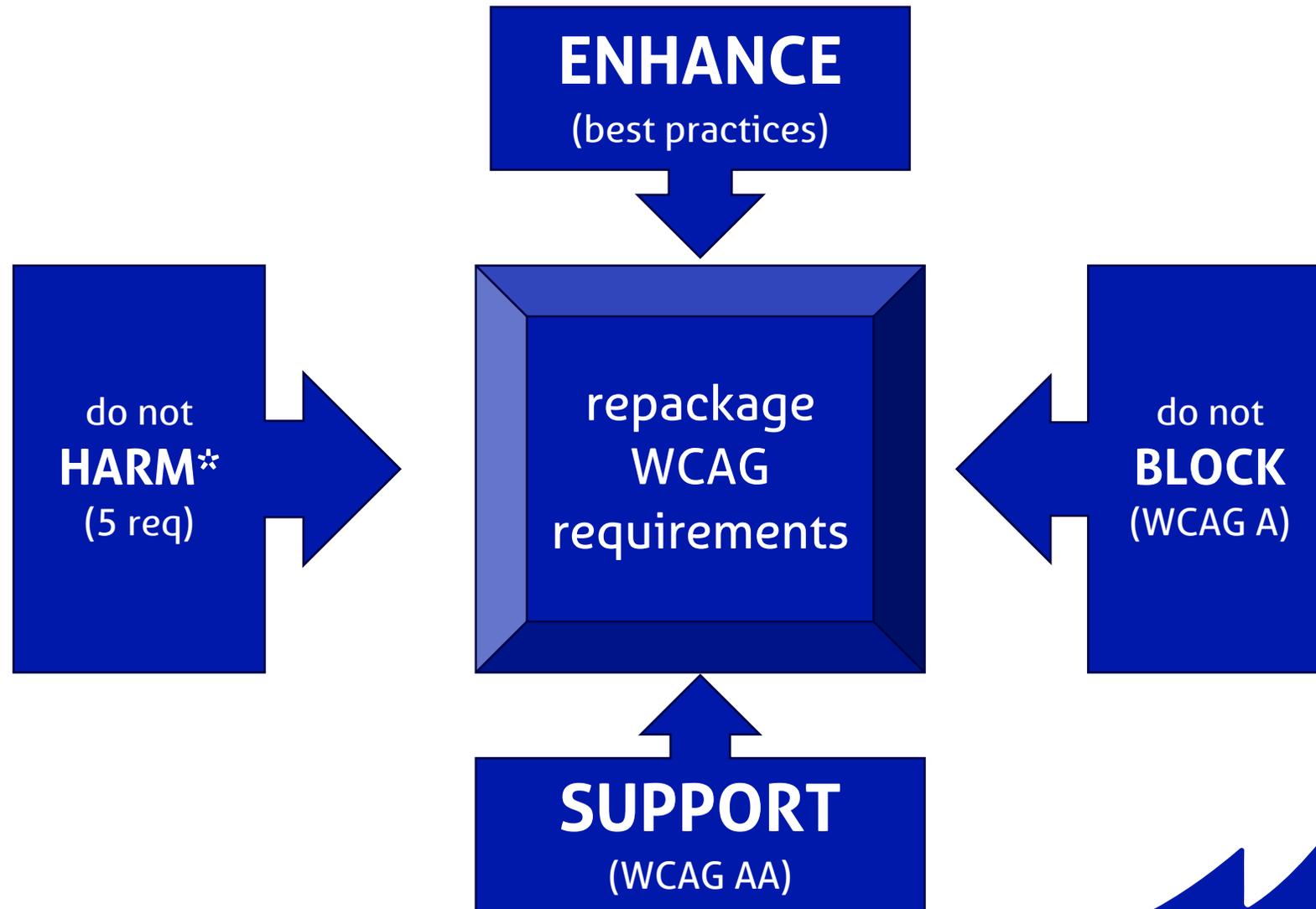
MARKETING WEB ACCESSIBILITY – TRAINING

user
interaction

screen reader

voice dictation

touch

keyboard

[...]

mouse

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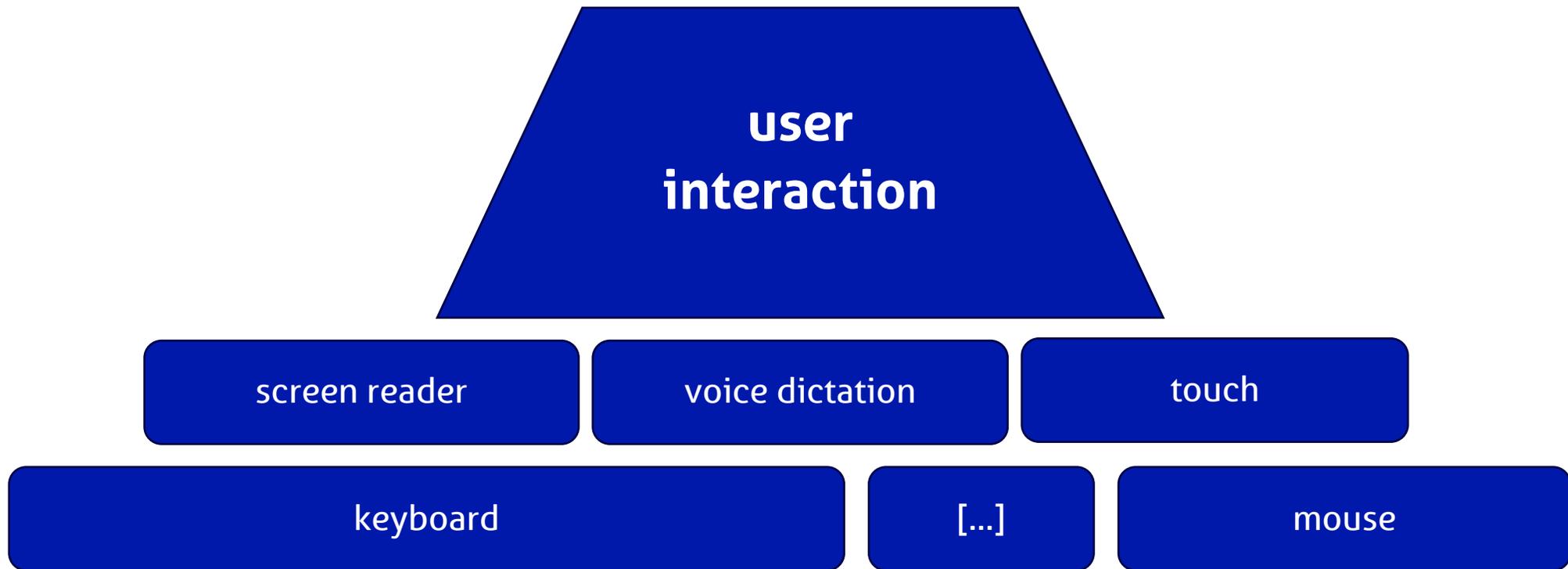
MARKETING WEB ACCESSIBILITY – SHALLOW AUDIT

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

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MARKETING WEB ACCESSIBILITY - PROVIDERS

ARC Toolkit

WAVE

semi-automated checks

Axe Devtools

free, easy, fast

IBM Accessibility Checker
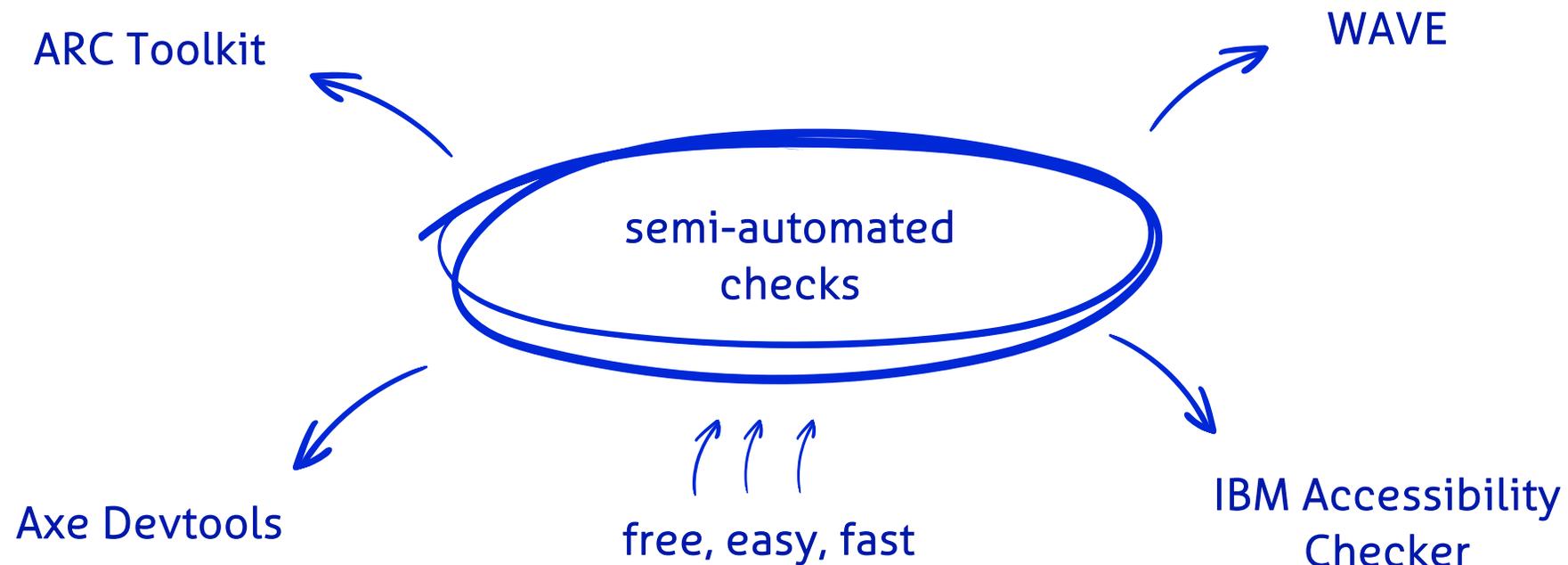
MARKETING WEB ACCESSIBILITY – STEPS

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!

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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

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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)