Be an Accessibility Anti-Hero

NJ Drupal Camp
Assumptions

- You ARE a hero & want to do good!
- Accessibility seems hard!
  Hard to talk about and expensive too.
- You’re on a tightrope looking out for your team’s time and budget.
Kanopi designs, builds and supports websites for clients that want to make a positive impact.

Our holistic approach infuses strategy and creative thinking through all stages of your site's lifecycle, providing the tools you need to nourish, support, and grow your business.
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Compliance can be easier when the value, empathy and success metrics of accessibility are built into typical marketing tasks.
Heroes and Anti Heroes
Accessibility
It's Not Charity
Accessibility Makes Cents
Where do we begin
Next Steps
Q&A
Heroes & Anti Heros
What’s the difference?

Both Heroes and Anti Heroes can “get the job done” but Anti Heroes are often perceived as flawed or more self-serving.

**Hero:** a person who is admired or idealized for courage, outstanding achievements, or noble qualities.

**Anti Hero:** a central character in a story, movie, or drama who lacks conventional heroic attributes.
Let’s take a step back...
You’re Not the Hero

The disabled community does not need your marketing to save them. The community needs your respect to be seen as the market they are.
Barbara Gordan evolved from a simple librarian, to BatGirl, to the even more powerful Oracle.

Your users are the heroes of their own user journey
So why be the Anti-Hero?

1. Organizations have a bottom line.

2. The disabled community may not need a hero, but your team still needs to promote Accessibility.

3. Showcasing how being Accessible positively impacts ROI allows you to behave in a way that looks like self (or organizational) interest while still doing work towards the greater good

.... therefore, an Anti Hero
Accessibility

When we last left our hero...
Barriers

Accessibility is about removing barriers that would cause the user to be unable to Perceive, Operate, Understand, or use the Robust functionality (P.O.U.R) of a website.

Approximately 20% of Americans, and nearly 22% of Canadian adults self-identify as disabled.
Everyday A11y

1. **Cognitive**
   - ADHD, Autism,
   - Dyslexia, Dementia
   - Distracted, Emotional, Poor Bandwidth

2. **Visual**
   - Diabetic Retinopathy. Low Vision,
   - Color Blindness, Blindness
   - Glare on Screen, Damaged Screen

3. **Audio**
   - Hearing Loss, Deafness
   - Crowd Noise, Cubical or Train,
   - other Environmental

4. **Mobility**
   - Parkinson's, ALS, Age-Related Tremors,
   - Paralysis
   - Hands Full, Crowded Environment
15% of the global population – or 1 in 7 people – living with some form of disability
Guidelines

The **World Wide Web Consortium (W3C)** is an international community that develops open guidelines to ensure the quality and growth of the web. This group has developed the **Web Content Accessibility Guidelines (WCAG)** to normalize how we measure accessibility internationally. Throughout the world, many countries (including the U.S.) reference these guidelines when establishing their own criteria.

**WCAG 2.0**
A collection of more than 40 guidelines that improve usability for those of different abilities. These are based on the P.O.U.R principals:

- Perceivable
- Operable
- Understandable
- Robust

**WCAG 2.1**
WCAG 2.1 is everything that 2.0 has plus 17 new items. These include considerations for:

- Line-height
- Orientation
- Color contrast of non-text
- Etc.
WCAG is broken down into three levels; A, AA, and AAA. Each increasing A in the level indicates additional criteria to follow. AA is the most widely adopted goal as it accommodates a wide variety of challenges and is the standard in which we are testing against.
Accessibility is Not Charity

You Need Them More...
The UK music industry loses 2.5 million ticket sales per year due to inaccessible booking sites.

Source: CXL
US consumers with vision loss have an estimated $175 billion of disposable income.
AbilityNet say that ecommerce is losing out £50 billion a year in the UK spending power due to poor accessibility.
This combined [disabled] community holds a disposable annual income of $8 trillion – an opportunity business cannot continue to afford to ignore.
Accessibility Makes Cents

See what we did there?
Budget Matters

Regardless of how true an organization's values are, without the budget to take action — a lot of things cannot happen.

Building Accessibility into the marketing process helps to quantify the need and allows it to become part of the success metrics.
Search engines drive 93% of all website traffic.

Data Source: Omnicore
1. **SEARCH ENGINES ARE BLIND**
   - Alt Text
   - Video Captions
   - Video Transcripts
   - Meaningful Content

2. **SEARCH ENGINES ARE DEAF**
   - Video Captions
   - Video Transcripts
   - Meaningful Content

3. **SEARCH ENGINES PAY ATTENTION**
   - Keywords & Phrases
   - Relevant Links
   - Meaningful Content
The 411

Here are six basic ways areas in which SEO and Accessibility overlap. This means that being more accessible is adding value to SEO efforts.

Alt Text
Provide meaningful keywords that explain the value of the image succinctly.

Descriptive Links
Search engines pay attention to links between pages - associating keywords with the link.

Captions & Transcripts
Provides meaningful text that showcases value of the video content in a non-visual way.

Unique Page Titles
Search engines use these as links on SERPs. Users use them to know what page they are on.

Heading Structure
Search Engines ‘weight’ the value of header tags and use H1 tags as links.

Reading Level
Users will use terminology at their reading level when searching.
Legal
ADA SECTION 508 = WCAG 2.0 AA

The American with Disabilities Act (ADA) Section 508 dictates the accommodations/accessibility levels required for US citizens; including content published on the web.

BILL C-81 = WCAG 2.1 AA

In May of 2018, Bill C-81 had unanimous support by the House of Commons. On June 21, 2019, the Accessible Canada Act became law after receiving Royal Assent.

W3.org/WAI/policies/
23% of web accessibility-related litigation and settlements since 2000 happened in the past three years.

Source: Siteimprove
Everyday A11y

WINN-DIXIE

June 2017: The court determined that the website was a portal to their brick and mortar locations.

DOMINOS

October 2019: The U.S. Supreme Court's chose not to hear Domino's petition on whether its website is accessible to the disabled. Had they heard it and ruled in Domino's favor it could have upended the precedent set by the Winn-Dixie case.
ADA Title III Website Accessibility Lawsuits in Federal Court (2017-2018)

- 2017: 814*
- 2018: 2258*

177% increase over 2017

Top 10 States for ADA Title III Website Accessibility Lawsuits:
- TX: 7*
- IL: 7*
- VA: 8*
- OH: 9*
- CA: 10*
- MA: 26*
- PA: 42*
- FL: 576*
- NY: 1564*
BEING STRATEGIC WITH STRATEGY

Digital strategy has provided its value through countless statistics. Building accessibility into this strategy allows the marketing team to make mindful choices. These choices can reduce the need for revisions, saving time and money.

- **50%** of all online searches will be voice searches by 2020.
- **51%** of B2B marketers prioritize creating visual assets as part of their content marketing strategy.
- **100 m hrs** of video content are watched on Facebook daily.
- **1.5 bil** The aging population is predicted to triple to 1.5 billion by 2050.
Branding
Everyday A11y

Are your brand colors accessible in the way they are being used?

Is your messaging written in a way that your personas are able to comprehend its meaning easily?

Are your users seeing this effort in an ad or in your brand?

Are the individuals in your target market able to determine that you recognize them?

**Things To Look For**

1. **COLORS**
   - Are your brand colors accessible in the way they are being used?

2. **WORDS**
   - Is your messaging written in a way that your personas are able to comprehend its meaning easily?

3. **CONSISTENCY**
   - Are your users seeing this effort in an ad or in your brand?

4. **REPRESENTATION**
   - Are the individuals in your target market able to determine that you recognize them?
Representation Matters

Something as simple as including imagery of people who face the same challenges as your users can build trust for both disabled users and those invested in their lives.

Start with a more complete picture of who they are.
Personas
Personas

Building accessibility into your personas helps the potential challenges faced by users seem more real.

Data such as that from the CDC or the Cornell University’s Disability Statistics tool can show what challenges a persona is more likely to experience.
Name: Howard Williams
Age: 65
Occupation: Sales Executive
Marital Status: Married
Partner: Jeffrey, a High School Music Teacher
Household Income: $102,000 p/y
Hobbies: Guitar, Wheelchair Tennis
User Testing
Everyday Ally

Problematic menu or media concerns can often be identified and accounted for early in the process.

Designers and UX specialists can test for color contrast and anticipated zoom adaptability while still in the mockup phase.

Testing reusable components as they are built reduces issues found at the end, allowing for nimble editing.

Test As You Go
Everyday A11y
For the challenges you cannot see.

Be Prepared
For the challenges you cannot see.
Native users are individuals who are using technologies as they do everyday. When discussing Accessibility, it refers to someone who needs to use assistive technologies every day and therefore is able to provide a more accurate representation of that typical user experience.

No two user experiences are the same, disabled or not. By including native users you’re reducing the room for missing details.

Yes! If something is truly inaccessible, the native user tester may not realize that they have missed anything. Sessions should be monitored to catch what may be missed.
Content Strategy
Always

1. **GIVE CONTEXT**
   Either in verbiage, alternative text and captions, or overall relative meaning. Regardless of the challenge, if the user cannot determine why it’s important they may miss it!

2. **KEEP FOCUSED**
   Allow for media and other distractions to be turned off or paused. Users who are ADHD, identify on the Spectrum, or are facing other cognitive challenges may miss important information.

3. **EMPOWER**
   Be sure to give the user next steps. For example, are you only allowing social sharing at the top of the blog - before a screen reader has read it? Think logically and empower them to continue their user journey.
Next Steps
The Accessibility Lifecycle

- Analysis
- Strategy
- Education
- UX/UI
- Development
First-Time Contrib Workshop

Saturday Feb 1st
Thank you!
We’d love to work with you!

Reach out to us at hello@kanopi.com if you’d like an accessibility audit of your site.