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The importance of accessible websites

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Today's Topics

- Who does it impact?
- Permanent/Temporary/Situational impairments
- Why is it important?
- What's the impact of not having an accessible website (regulations, financial, reputation)?
- Assistive tools you should consider



Who does it impact?

A definition

“Disability is an umbrella term, covering impairments, activity limitations, and participation restrictions. An impairment is a problem in body function or structure; an activity limitation is a difficulty encountered by an individual in executing a task or action; while a participation restriction is a problem experienced by an individual in involvement in life situations.”

World Health Organisation

Who does it impact?

Impairments



Visual



Auditory



Physical



Speech



Cognitive, learning and neurological

Permanent, temporary and situational impairments

Touch



Permanent



Temporary



Situational

Why is it important?

Web Accessibility...

- Ensures that everyone can perceive, operate, understand, interact and contribute to the Web using different tools and technologies.
- Commonly shortened to **A11y**, with the **number 11 representing the 11 letters missing between the A and y**
- Meets a recognised standard such as WCAG 2.1
- Should include feedback from disabled users

What's the impact of not having an accessible website?

Business Benefits

Over 13.9 million people living with a disability in the UK.
That's 1 in 5 people.

Access to the the purple pound

- The online spending power of people with access needs in the UK is now £24.8 billion*

Corporate and Social Responsibility

- Dominos Pizza

**Figures accurate to <http://www.clickawaypound.com/> March 2020*

What's the impact of not having an accessible website?

Legislation

2010 Equality Act and the Statutory Code of Practice for services, public functions and associations.

The Public Sector Bodies (Websites and Mobile Applications) (No.2) Accessibility Regulations 2018.



What's the impact of not having an accessible website?

Legislation

European Accessibility Act

- Part of EU law
- May become part of UK law
- Will have an impact for businesses providing services in the EU too

What's the impact of not having an accessible website?

Accessibility statements

- Outlines the web accessibility considerations that have been made during developments.
- Identify technologies used and provisions of alternatives.
- Commitment to an accessible internet.
- Contact details for user feedback.
- Outline any testing that has taken place.

Can be presented alongside tips for updating accessibility settings within browsers.

Assistive tools you should consider

Screen readers

- JAWS, NVDA, VoiceOver, Talkback

Speech input

- Dragon Naturally Speaking

Custom inputs

- Braille keyboard, Switch inputs



Evaluating accessibility

What can you do?

- NVDA
- VoiceOver
- Talkback
- Tabbing – custom tabs
- Contrast checks
- Google Lighthouse



Building a culture of accessibility

Accessibility is everyone's responsibility.

- Assess challenges
- Accessibility policy
- Accessibility compliance
- Share knowledge
- Keep learning

Thank you!

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Head of Accessibility

Resources

- GOV.UK posters
- Microsoft Inclusive Design
- Webaim colour contrast
- WCAG 2.1
- Design Guide for Making Content for People with Cognitive Learning Disabilities (COGA)
- NVDA
- Chrome Lighthouse