The Web We Make

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WordCamp Seattle

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What The Web Does

▸ Expands your world

▸ Provides opportunity

▸ Access to resources

▸ How we participate in modern society

Without The Web

▸ Open Source

▸ Shopping

▸ Movies & Music

▸ Podcasting

▸ Travel

▸ Transit

Why We Make The Web

▸ We create solutions for people

▸ We share and consume knowledge

▸ It connects all of us

▸ We buy and sell goods / services

▸ It's our job

Accessibility

Accessible websites benefit everyone, not just those with disabilities.

United Nations

P.O.U.R. — The Principles Of Accessibility

▸ Perceivable

▸ Operable

▸ Understandable

▸ Robust

http://webaim.org/articles/pour/

Perceivable

3 Senses For Perceiving Web Content

▸ Sight

▸ Sound

▸ Touch

Perceivable Solutions

▸ Provide text alternatives

▸ Provide captions for video content

▸ Make content adaptable

▸ Use sufficient color contrast

▸ Descriptive form labels / buttons

Operable

Operable Solutions

▸ Give users enough time

▸ Help users navigate and find content

- Implement skip links

- Design your focus indicator

▸ Don't remove the ability to zoom

Understandable

Understandable Solutions

▸ Write in simple language

▸ Content appears and operates predictably

▸ Specify language of page and parts

▸ Use <abbr> to expand abbreviations

I looked through it, but the only thing I understood were the commas

Buffy Summers
Season 3 Episode 21

Robust

Robust Solutions

▸ Consider current and future technologies

▸ Build solutions with standards
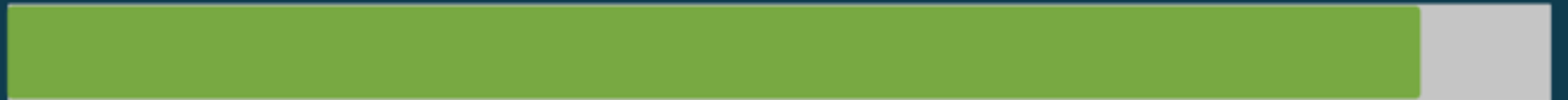
▸ Flexibility is key

Four Abilities

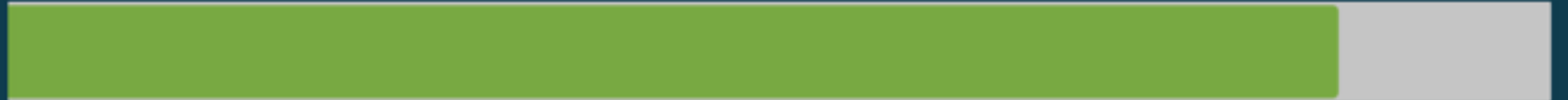‣ Sight

‣ Sound

‣ Cognitive

‣ Motor

Sight

Visual Disability

Visual Disabilities

▸ Blind – total loss of sight

▸ Color blind

- Men: 8%

- Women: 0.5%

▸ Low Vision – need to zoom

Visual Solutions

‣ Provide text alternatives for non-text content

‣ Good color contrast

‣ Don't rely on color alone

Sound

Auditory Disability

Auditory Disabilities

▸ 4 Degrees of Hearing Loss

  • Mild, Moderate, Severe, Profound

▸ Hard of Hearing

Auditory Solutions

▸ Video captions

▸ Live captions

▸ Transcripts

Cognitive

Perception and Acuity

Cognitive Disabilities

▸ Memory

▸ Problem Solving

▸ Attention

▸ Comprehension

Cognitive Solutions

▸ Document structure and organization

▸ Good line spacing and line lengths

▸ Avoid using all capital letters

▸ Avoid flashing or scrolling content

▸ Break up a process over multiple pages

Motor

Touch and Physical Control

Motor Disabilities

▸ Spinal Cord Injury

▸ Damage or Loss of Limb

▸ Multiple Sclerosis

▸ Arthritis

▸ Parkinson's Disease

▸ Muscular Dystrophy

Motor Solutions

▸ Navigate by keyboard

▸ Heavy use of assistive technology

So What?

Why Does It Matter?

Why Does It Matter?

▸ Accessibility is usability

▸ Improve your customer base

▸ You could be developing for your future self

Status Can Change

▸ Age

▸ Repetition

▸ Accidents

▸ Disease

More Than Disability

More Than Just Disability

Accessibility is the intersection of people, devices, and circumstances.

A website can be inaccessible to anyone.

If accessibility isn't central to what you do, you aren't doing user experience

Common Factors

▸ Lack of color contrast

▸ Typography

▸ Usability Issues

▸ Situational

It's Harder With A Disability

Every combination of factors that makes it hard to you to use a website, makes it at least twice as hard for someone who has a disability.

Progressive Enhancement

Philosophy

▸ Start with a strong, common foundation

▸ Feature detection

▸ Enhance with awesome features

It's not about working to the lowest common denominator. It's about starting there

Jeremy Keith

Layered Approach

▸ Content — HTML markup

▸ Presentation — CSS styles

▸ Behavior — JS scripting

CSS

```css
.panel {
    background-color: black;
    background-color: rgba(0, 0, 0, .7);
    color: #ffffff;
}
```

Value Of Progressive Enhancement

▸ Lets browser deliver its best experience

▸ Creates more robust solution

▸ Prevents "Looks best in … " problem

Fault Tolerant

▸ Browsers fail gracefully on HTML / CSS

▸ Unobtrusive Javascript

▸ Feature Detection

Foundation

▸ Accessibility

▸ Responsive Design

▸ New Features

▸ Backwards Compatibility

Ethos

Purpose

▸ Designers are important – We need them

▸ We are the builders of the web

▸ We need to be leaders

▸ We need to help people along

An accessible web is a better web for smartphones and other devices, showing how we all benefit from the inclusive mindset.

Tim Berners-Lee

We Are Wordpress

▸ Over 25% of the web runs WordPress

▸ Over 80% the web run PHP

PHP Usage Stats: bit.ly/1B6GJRL

The Choices We Make

▸ We can have a significant impact

▸ At every design stage, we make decisions

User Experience Is Important

▸ Consider each users experience

▸ Use Javascript responsibly

▸ Content first, then Javascript

What kind of web do you want to create?

Thank You

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Resources — General

▸ WCAG 2.0 – http://bit.ly/2blKahy

▸ W3C ARIA – http://bit.ly/22YZiSO

▸ WordPress A11Y – http://bit.ly/2eBbgiW

▸ UN Accessibility Guidelines – bit.ly/1PV51TJ

Resources — Organizations

‣ WebAIM — http://webaim.org/resources/

‣ Simply Accessible — http://bit.ly/2eBcVoK

‣ Deque Systems — http://bit.ly/2ezrqvR

Resources — Supplemental

▸ Jeremy Keith — http://adactio.com

▸ Marcy Sutton — https://marcysutton.com

▸ The Web at 25 — http://bit.ly/2beDHoL

▸ 456 Berea Street — http://bit.ly/2dEv5nF

Resources — Videos

‣ Leonie Watson — https://vimeo.com/167255877

‣ Marcy Sutton — https://vimeo.com/144596949

‣ Jeremy Keith — https://vimeo.com/118146193

‣ Derek Featherstone — https://vimeo.com/31072025